

**#WATCH THE  
VOTE ATL**

**DISRUPT DISINFO  
DEFEND DEMOCRACY**

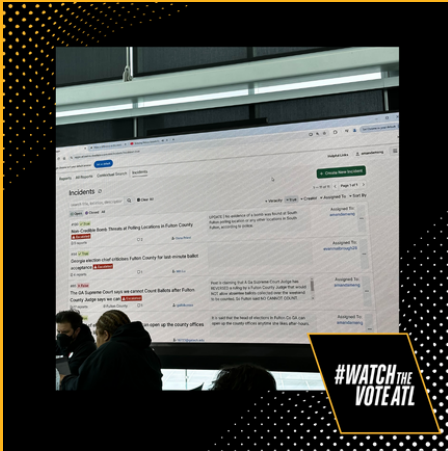
**2024 ELECTION  
CAMPAIGN TOOLKIT**



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# DISRUPT DISINFO



# DEFEND DEMOCRACY



# CAMPAIGN OVERVIEW

## Introduction

**#WATCHTHEVOTEATL** is a community-academic partnership led by [The BLK+Cross/Alive and in Color](#) and [Georgia Tech Institute for People & Technology](#), to track and disrupt election mis- and disinformation in Fulton County — OUR community.

The BLK+Cross brings over twenty years of experience engaging BIPOC, youth, and socially vulnerable populations through culture, and Georgia Tech brings world-leading expertise in mis- and disinformation and safe and secure elections, including over fifteen years of experience helping local and national coalitions for election integrity respond to electoral mis- and disinformation.

During this month's election, sixty Georgia Tech students and partners from the social impact consultancy, The BLK+Cross, spent three days closely watching social media traffic focused on the Fulton County electoral environment. We read nearly 30,000 carefully curated posts to X, Facebook, Truth Social, Instagram, and TikTok sent from November 4-6.

An artificial intelligence created by Georgia Tech students helped us classify and respond to a constant onslaught of content. From these social media posts, we created 187 incidents arising from serious material we felt deserved fact-checking and response. Thirty incidents were escalated to our field community partners, independent non-partisan election observers, and other stakeholders who could take positive action.

Our takeaway from this experience: online political discourse centered on Fulton County elections, and elections overall, is a cesspool of lies and hate negatively impacting our politics and community. This includes a lot of disproved claims about the 2020 election ("Fulton County has 300,000 missing ballots") and the current election ("[fraudulently marked ballots] still in boxes in some van in Fulton County").

Georgia Tech is researching social and technical methods to enhance our resilience, while with The BLK+Cross and other partners, we continue to explore conversation-based methods for gathering cultural intelligence and storytelling, and develop training and literacy-building approaches, especially targeting the most at-risk communities.

# CAMPAIGN OVERVIEW

## Background



**Well-functioning democracies require accountable representatives, accurate and freely available information, equitable citizen voice and participation, free and fair elections, and an abiding respect for democratic institutions.**

David Singer,  
Head of the MIT Department of Political Science,  
on [Strengthening the Democracy](#).

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The 2020 US General Election caused considerable upheaval not just at the nation's Capital, but at local election offices. Fulton County, Georgia, was and continues to be at the center of challenges to election integrity. Election integrity is not only determined by a county's ability to carry out the logistics of free and fair elections, but also in how effectively mis- and disinformation is addressed. Indeed, mis- and disinformation was widespread in Fulton County in 2020, including false accusations that poll workers engaged in voter fraud, and it continues to this day. Fulton County based Georgia Tech Institute of People & Technology, and The BLK+Cross have partnered to support critical local efforts to build the local community's response capacity and resilience to mis- and disinformation.

Rooted in close collaboration with local partners such as the The Carter Center, Fulton County and [Georgia CEAL RESTORES](#), this effort is of national import and provides models and methods replicable across the country. Through 1. training of students, project collaborators, and volunteers; 2. public interest technology deployment; and 3. A final report and toolkit, Georgia Tech & The BLK+Cross will build capacity and provide new educational materials on how local communities can build resiliency to mis- and disinformation at the county level.

# CAMPAIGN OVERVIEW

## Project Collaborators

### Team Members + Roles

#### The BLK+Cross

- Em Elliott
  - Project Management
- Meghan Knoll
  - Client Service Director
- Evan Malbrough
  - Amplification
- Candace McGinty
  - Social Media
- Vanessa Toro
  - Creative Lead

#### II.P.A.T., Georgia Tech

- Alberto Dainotti, Associate Professor
- Ryan Shandler, Assistant Professor
- Michael Specter, Assistant Professor
- Terry Foster, Constellations Fellow

### Partners + Affiliates

The Carter Center

- Anthony DeMattee, Data Scientist

Partnership For Southern Equity

Georgia CEAL RESTORES



**The #WatchTheVoteATL project led by GA Tech and The BLK+Cross provided helpful information and feedback when County voters needed accurate elections data, content and resources were needed on online platforms where citizens get their information. Ensuring that accurate elections information is shared in a timely manner is critical.**

Jessica Corbitt, Director of External Affairs at Fulton County Government +

Fran Phillips-Calhoun, CPM, Intergovernmental/Interagency Affairs Division Manager

# ***CAMPAIGN OVERVIEW***

## Strategies + Methods

### **Strategy #1**

Deployment of public interest technology tools to track parts of the Internet for mis and disinformation that could disenfranchise voters.

### **Methodology**

For three consecutive days surrounding the November 5th general election, we deployed Aggie, an open source tool developed at Tech for active monitoring of events over the Internet. It was first deployed in Nigeria in 2011 and has since been deployed in Africa, Asia, and Latin America to monitor content on the Internet including reports of election-related irregularities or hate speech. It relies on a data pipeline that aggregates content posted on the Internet through APIs. The front-end of Aggie is a web-based platform that allows for incident tracking across various users.

### **Strategy #2**

Train and stand up a multi-stakeholder team to monitor, track, investigate, and escalate mis- and disinformation content during a three-to-four-day period around the Election Day and during any subsequent events such as a run-off, vote certification, or inauguration. This process has been practiced and well researched by Georgia Tech worldwide in countries across Africa, Asia, and Latin America.

### **Methodology** Preparation

Monitoring the Internet during elections requires dedicated social infrastructure to make use of the tracking technology described above. Monitoring involves a human-in-the-loop process to track, identify, verify, and escalate mis- and disinformation. Training involved in-person sessions at Tech for volunteers and students to understand the tracking protocol and gain hands-on experience with the web-based tracking platform. Guides were also developed and provided for the tracking team to reference.

### **Methodology** Active Monitoring

During the three-to-four-day period around the General Election on November 7th, volunteers and students will monitor around the clock for content that could disenfranchise voters using the monitoring tool. The monitoring team will identify content that appears to be mis- and disinformation and investigate the content for veracity.

Once veracity checking is complete, the information will be shared publicly via our project website and through partner channels of dissemination. In addition to escalation of incidents as they occur, the monitoring center will provide regular updates each hour to summarize activities and observations. Subsequent active monitoring may be conducted on an ad hoc basis, depending on unfolding events such as runoff, recount, or delays in certification.

# DISRUPT DISINFO

# TRAINING

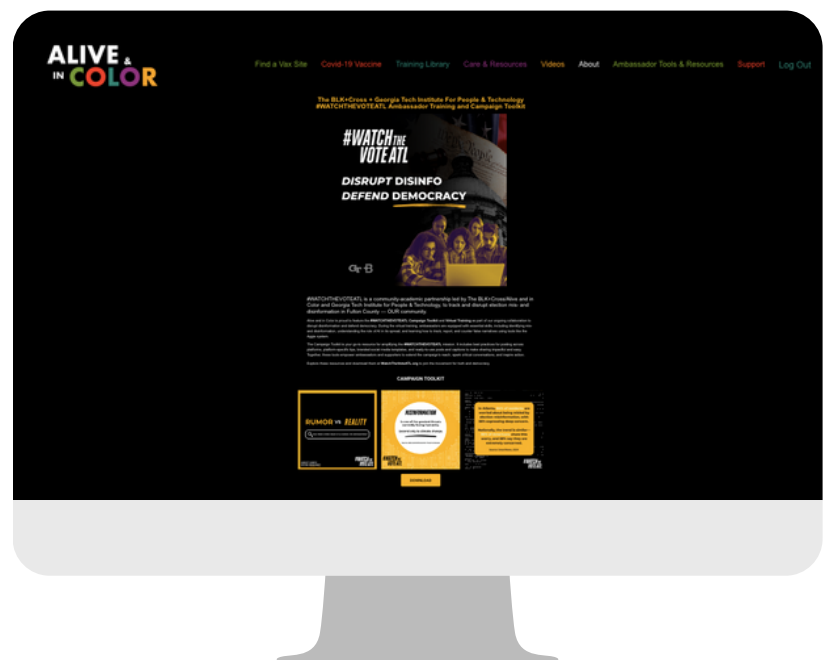
## Overview

In two sessions, we trained about 25 people in person, while about 40 participated in an asynchronous training online. The volunteers -- or Ambassadors -- who came to us were 50% from the community and 50% Georgia Tech.

During this training, Ambassadors were familiarized with:

- The goal of the project
- Defining mis- and disinformation
- The role of AI and how to spot it
- The Aggie system
- Tracking and reporting

Click to take the [Virtual Training](#)

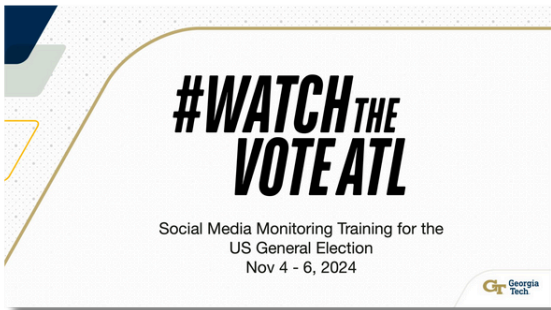


# DEFEND DEMOCRACY

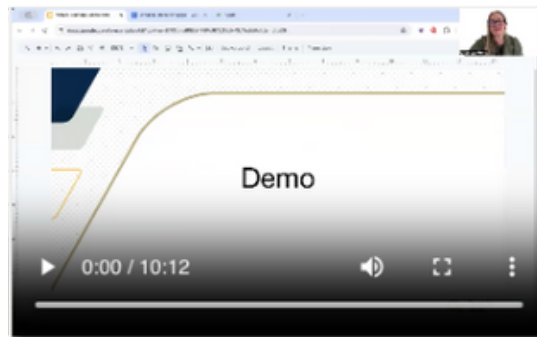
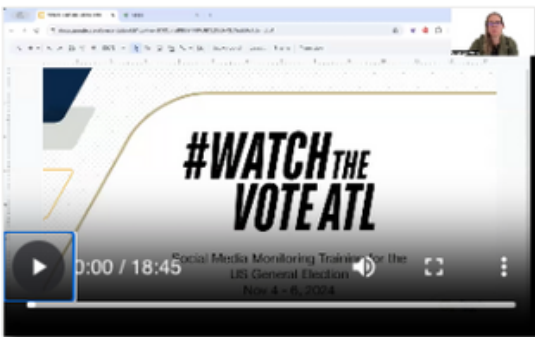
# TRAINING

## Training Snapshots

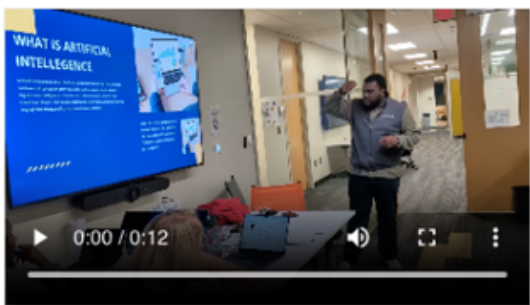
### Aggie SMTC Training + AI and Elections Training Slides



### Virtual Training Demos



### AI and Elections Virtual Training Video





# DISRUPT DISINFO

# THE INTENSIVE

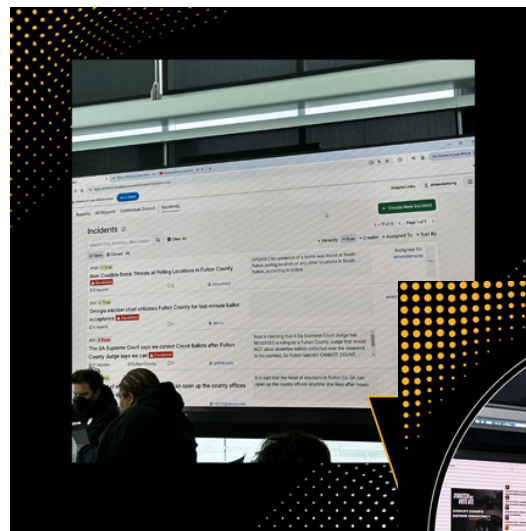
## Overview

We read nearly 30,000 carefully curated posts to X, Facebook, Truth Social, Instagram, and TikTok sent from November 4-6. An artificial intelligence created by Georgia Tech students helped us classify and respond to a constant onslaught of content.

From these social media posts, we created 187 incidents arising from serious material we felt deserved fact-checking and response.

Thirty incidents were escalated to our field community partners, independent non-partisan election observers, and other stakeholders who could take positive action.

Click to view all [Incident Reports](#)



# DEFEND DEMOCRACY

# ***THE INTENSIVE***

## Incident Escalations



### **VERIFIED FALSE – Fulton County will double scan ballots for Candidate Harris** **October 22, 2024**

The SMTTC picked up claims that Fulton County would double scan ballots for VP Harris. The SMTTC investigated this claim and found it to be false, misinformation. Election stakeholders explain that all Fulton County election workers have been trained on SOS procedures and that the absentee ballot scanning process is open to observers. There are systems in place to detect when double casting of ballots occur and measure to ensure that ballots scanned always match the number of voters casting ballots.



### **VERIFIED FALSE – Multiple Voters Registered Illegally at USPS, UPS, FedEx Store in Fulton** **October 24, 2024**

A social media post claimed that voter rolls are not clean in Fulton County by showing a step by step process to filter the Fulton County voter roll for voters registered at the same UPS and FedEx store. The post fails to mention that unhousehold may use a PO Box as a voter address. Further, registered voters can have a residential address that is a street address and a mailing address that is PO Box. A new law passed in 2024 states that unhousehold must register with their courthouse as the address with their mailing address as the county registrar office this law goes into effect Jan 1 2026.



### **VERIFIED TRUE – Georgia Voters w/ Absentee Ballots Should Drop-Off Absentee Ballots** **In Person** **October 30, 2024**

On October 30th the Georgia Secretary of State announced that Georgians with absentee ballots should not put them in the mail but instead drop them off in-person. Fulton County concurs and directs votes with absentee ballots to drop them off at their election offices on Monday or Tuesday or at early voting locations with drop boxes. The list of these locations are provided here: <https://www.fultoncountyga.gov/voteearly>



### **VERIFIED FALSE – Haitians are double voting in Fulton County and other parts of Georgia** **October 31, 2024**

On Thursday, October 31st a video was posted on X with a man claiming to have moved from Haiti to the United States 6 months ago with several Georgia driver's licenses and are voting in multiple counties across Georgia, including Fulton County. The Georgia Secretary of State has verified this incident as false, saying, "This is false, and is an example of targeted disinformation we've seen this election. It is likely foreign interference attempting to sow discord and chaos on the eve of the election."



### **VERIFIED FALSE – Fulton County has rigged poll watchers to be 98.1% Democratic** **November 1, 2024**

A narrative has emerged on social media that Fulton County is rigging the election by having 98.1% Democrat "poll watchers". The claim cites a recent lawsuit not related to poll watchers but to hiring of poll workers. Poll workers are not asked about their party or political affiliations during the hiring process.



### **VERIFIED FALSE – 4 Suspicious Semi Trucks Spotted Behind Ballot Drop Off in Fulton** **County** **November 4, 2024**

On Saturday, November 2nd reports on social media claimed that semi-trailer trucks were spotted behind Fulton County ballot drop off locations—specifically the Fulton County Elections Hub. Trucks should not be seen as suspicious, as they are used to return voting equipment used during advanced voting and to deliver equipment to the polls for Election Day.

# ***THE INTENSIVE***

## Incident Escalations



### **VERIFIED FALSE – It is illegal for Georgia Counties to Accept Absentee Ballots Drop Off Over the Weekend** **November 4, 2024**

Over the weekend of Saturday November 2nd to Sunday November 3rd, Fulton County accepted in-person drop off of absentee ballots. The GA GOP filed a lawsuit claiming it is illegal for Fulton County to have election offices open over the weekend for voters to return absentee ballots.

Fulton County Superior Court Judge ruled in a hearing on Saturday November 2nd that state law specifically allows the hand-return of mail ballots. All four offices of the Department of Registration & Elections will be open and available to receive absentee ballots:

- Sunday, November 3 from 9 a.m. to 4 p.m.
- Monday, November 4 from 8:30 a.m. to 5 p.m.
- Tuesday, November 5 from 7 a.m. to 7 p.m.

Fulton County elections leadership has provided guidance to all staff that observers are permitted to watch the absentee ballot return process.



### **VERIFIED TRUE – Republican Poll Observers Were Initially Denied Access to County Election Offices During Extended Drop Off on November 2, 2024** **November 4, 2024**

Fulton County initially denied Republican poll observers at county election offices during the extended drop off period the weekend of November 2-3, 2024. Fulton County elections leadership has clarified with all staff that observers are permitted to watch the absentee ballot return process. Fulton County did alert the monitoring group contracted by Fulton County, and the group dispatched observers. The Georgia Democrats also confirmed that they were aware of drop off over the weekend and monitored election office drop-offs across Georgia counties.

During Fulton County's in-person ballot return hours on Saturday, November 2, a total of 105 absentee ballots were returned.



### **VERIFIED FALSE – Fulton County Will Not Allow Anyone To Watch Ballot Drop Boxes** **November 4, 2024**

There continues to be confusion about absentee ballot drop off and poll observation.

After the passage of SB 202, drop boxes are only available inside early voting locations and during hours of operation. Registered poll watchers can observe advanced voting centers—where drop boxes are located—if they present themselves to poll workers. Poll workers are required to create a separate space for poll watchers to observe. Note: Early voting in Georgia ended on November 1st. All four offices of the Fulton County Department of Registration & Elections will be open and available to receive absentee ballots:

Monday, November 4 from 8:30 a.m. to 5 p.m.  
Tuesday, November 5 from 7 a.m. to 7 p.m.



### **VERIFIED FALSE – Georgia Supreme Court Reverses Fulton County Judge who ruled that Fulton Cannot Count Absentee Ballots Collected After The End of Early Voting** **November 4, 2024**

On November 4th, a Georgia Supreme Court Judge overturned Cobb County Judge's ruling that would allow an extension of absentee ballot drop off deadline due to the county's late mailing of absentee ballots. There is misinformation that this ruling is related to Fulton County and the absentee ballots received over the weekend of Nov 2-3. This ruling is not related to collection or counting of absentee ballots in Fulton County. Disclaimer: All Cobb County voters with absentee ballots should drop off their ballots at election offices or vote in person on Tuesday, November 5th.

# ***THE INTENSIVE***

## Incident Escalations



### **VERIFIED FALSE – Georgia Supreme Court Reverses Fulton County Judge who ruled that Fulton Cannot Count Absentee Ballots Collected After The End of Early Voting** **November 4, 2024**

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Disclaimer: All Cobb County voters with absentee ballots should drop off their ballots at election offices or vote in person on Tuesday, November 5th.



### **VERIFIED FALSE – Fulton failed to send military absentee ballots overseas** **November 4, 2024**

A social media post claimed that Fulton County did not send absentee ballots to military members overseas. Fulton County has confirmed that they did send absentee ballots to the military that requested them and provided documentation of the summary counts of military members' absentee ballots received.



### **VERIFIED FALSE – Only 15 of Fulton County's 804 Poll Workers are Republican** **November 4, 2024**

6:15 PM – Fulton County nor their staffing agency considers political affiliation when hiring poll workers. The Fulton County Republican Party did submit a list of Republican applicants to be poll workers to Fulton County, all of which were asked to apply. 15 of their submitted applicants were hired, but this does not mean that only 15 of Fulton County's poll workers are Republican.



### **VERIFIED TRUE – GA Supreme Court Overturns Cobb County Judge Ruling For Emergency Motion To Extend Cobb County Voting Pass Election Day** **November 4, 2024**

6:22 PM – A Georgia Supreme Court Judge overturned a Cobb County's Judges ruling from November 1st that allowed Cobb County voters with absentee ballots an extension to drop off absentee ballots by 5 p.m. on Friday, Nov. 8, as long as they were postmarked by 7 p.m. on Election Day, Nov. 5.

This ruling has been struck down. Cobb County voters must vote on Election Day or hand deliver that ballot to their county elections office as soon as possible.



### **VERIFIED FALSE – Fulton County Illegally Counted Ballots Over the Weekend** **November 4, 2024**

6:29 PM – Many reports on social media claim that Fulton County illegally counted votes over the weekend. Vote counting, also known as vote tabulation, does not begin until Tuesday November 5th. Fulton County was pre-processing ballots to prepare them for tabulation on Tuesday, November 5th. Ballots were run through scanners but no results are tabulated until the polls close Tuesday, November 5th.



### **VERIFIED FALSE – Fulton County Will Not Be Transparent with Ballot Images and Cast Votes** **November 4, 2024**

8:40 PM – Social media posts are raising false claims about Fulton County's lack of transparency related to releasing ballot images and cast votes. These claims are based on the Coalition for Good Governance (CGG) request for ballot images and cast votes no later than Wednesday, November 6th.

According to Georgia Code, documents shall be open to public inspection once they are no longer being used by the custodian if they are using them for election administration. The CGG wants the materials to be made available immediately, but the Georgia Code gives the county the right to postpone making them public until they are no longer in use. A new rule was passed by the State Election Board in September that is not under effect that requires stored ballot images to be public record and subject to disclosure upon 72 hours of request.

# ***THE INTENSIVE***

## Incident Escalations



### **VERIFIED TRUE – Fulton county allows the public to observe vote tabulation** **November 4, 2024**

9:21 PM – Social media posts claim that the general public can observe vote tabulation. According to Georgia law, all proceedings at the tabulating center and precincts shall be open to the view of the public, but no person except one employed and designated for the purpose by the superintendent or the superintendent's authorized deputy shall touch any ballot or ballot container.



### **VERIFIED FALSE – Fulton County Polls Close at 5:00 PM on November 5th** **November 4, 2024**

9:30 PM – There was an incorrect claim on social media that the Georgia Supreme Court ruled that polls close at 5:00 PM in Fulton County. This is false and is a misinterpretation of the ruling related to Cobb County. Polls are open from 7:00 AM to 7:00 PM in Georgia. As long as you are in line by 7:00 PM, you will be allowed to cast your vote.



### **VERIFIED TRUE – 5 Non-Credible Bomb Threats in Fulton County** **November 5, 2024**

10:39 AM – This morning, Fulton County School Police received information indicating that several schools were allegedly going to receive bomb threats around 8:15 am. Sweeps were performed and no evidence of any explosive devices were found. As of 10:00 am, all polling locations are reported to now be secure.



### **VERIFIED TRUE – Fulton County will obtain a court order to extend voting hours at 2 locations where voting was halted to perform bomb sweep** **November 5, 2024**

10:50 AM – Due to bomb threats, voting was halted at two polling locations in Fulton County, Etris-Darnell Senior Center and C.H. Gullatt Elementary School. For this reason, Fulton County will obtain a court order to extend voting hours. Voting hours will be extended based on the police report's description of how long these locations were closed to voting. These two polling places are located in Union City, in the southern part of Fulton County.



### **VERIFIED FALSE – Fulton County Only Has 12 Republican Poll Watchers** **November 5, 2024**

1:44 PM – A social media post claimed Republicans have poll watchers at "12 out of 50+ polling places in Fulton Co." Monitoring groups confirm an average of 2 Republican poll watchers observed at polling locations visited. Note: This is similar to other verified false claims about poll watchers and poll workers.



### **VERIFIED TRUE – Voter Turned Away For Wearing Campaign Gear** **November 5, 2024**

2:03 PM – Today, a Georgia voter reported being turned away from her polling location for wearing campaign gear. It is true that it is against Georgia law to wear campaign gear to vote at a polling location. Voters wearing campaign gear will not be allowed to vote. Similar reports were collected during early voting in Fulton County.



### **VERIFIED TRUE – Fulton County's Non-Credible Bomb Threats Were Called in By a Foreign State Actor** **November 5, 2024**

2:35 PM – In a press conference today, Georgia Secretary of State, Brad Raffensperger, announced in a press conference that foreign state actors, specifically Russians, were behind the non-credible bomb threats.

# ***THE INTENSIVE***

## Incident Escalations



### **VERIFIED TRUE – Federal Judge Rejects Lawsuit Against Fulton County (+ 6 Additional Counties) Requesting Counties Reject Hand-Delivered Absentee Ballots** **November 5, 2024**

5:45 PM – Absentee ballots dropped off in-person after the end of early voting will be counted after Federal Judge Stan Baker ruled against the Georgia Republican Party and the Republican National Committee (RNC) who filed a lawsuit against seven counties (Fulton, Clayton, Cobb, DeKalb, Gwinnett, Chatham and Athens-Clarke), alleging these counties illegally accepted ballots after the end of early voting. Judge Baker explained that the Georgia Republican Party and the RNC confused “advance voting” with “absentee voting,” and that “reams and reams” of state and federal law explain that these are “distinct processes.”



### **VERIFIED FALSE – Georgia Poll Worker Arrested for Bomb Threats, Not Russia** **November 5, 2024**

6:15 PM – Social media posts are conflating two unrelated incidents pertaining to bomb threats in Georgia.

One is related to a poll worker in Jones County, Georgia who was arrested for a bomb threat. The other incident is related to Georgia counties (including Fulton County) that received non-credible bomb threats, which the FBI and Georgia Secretary of State both attribute to Russian attempts to interfere in US elections.



### **VERIFIED TRUE – 5 Fulton County Polling Locations Will Have Extended Voting Hours** **November 5, 2024**

6:30 PM – The Georgia Secretary of State announced the five locations in Fulton County that will have extended voting hours. The five locations with their vote closure time are listed below: Etris Community Center (Open until 7:45 p.m.) Gullatt Elementary (Open until 7:15 p.m.) Southwest Arts Center (Open until 7:43 p.m.) Northwood Elementary School (Open until 7:45 p.m.) Lake Forest Elementary School (Open until 7:10 p.m.)



### **VERIFIED TRUE – Fulton County Received 32 Bomb Threats on Election Day** **November 5, 2024**

8:10 PM – In a Press Conference on Tuesday evening, the Fulton County Police Chief, Wade Yates, reported 32 bomb threats throughout the county. Some were called in to the locations or to 911 and some were emailed. 27 were resolved quickly. 5 required investigation that did halt voting temporarily.



### **UNVERIFIABLE CLAIM – 10-Piece Lemon Pepper Hot Wings Giveaway to Voters in Fulton County** **November 6, 2024**

10:45 AM – Yesterday, the SMTC picked up a claim that in-person voters would receive free 10-piece lemon pepper hot wings for voting. There was no evidence to substantiate such a claim and no observation of this by monitoring teams in the field.



### **VERIFIED FALSE – There Are New Reports of Aliens Near Roswell** **November 6, 2024**

11:00 AM – Despite numerous claims from members of X's Election Integrity community, that aliens are appearing near Roswell, no claims can be verified by trusted sources.



### **VERIFIED TRUE – Mis/Disinformation is a Threat to Our Democracy** **November 6, 2024**

12:00 PM – A report by The National Security Council found that Russia's cyber efforts and online actors were able to influence public perceptions and sought to amplify mistrust in the electoral process. In the 2022 election cycle, the rampant spread of claims around the “Big Lie” by candidates running in states like New Mexico, Alabama, Mississippi, were correlated by remarkably low voter turnout.

# DISRUPT DISINFO

# AMPLIFICATION

## Overview

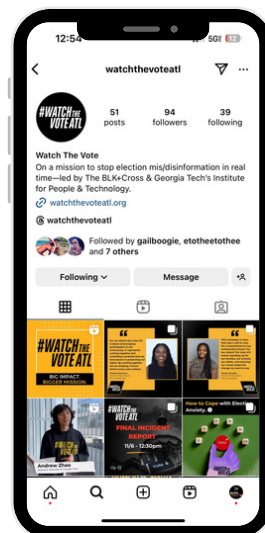
The following Amplification section is your comprehensive guide to boosting the reach of the **#WATCHTHEVOTEATL** campaign. This section includes an overview of the resources available on WatchTheVoteATL.org, along with social media templates and pre-written posts designed to make your amplification efforts seamless and impactful. Inside, you'll find:

- **Best Practices for Posting Across Platforms:** Expert tips to optimize your posts for maximum engagement.
- **Platform-Specific Content Tips:** Tailored advice to help your message stand out on each platform.
- **Branded Social Media Templates:** Professionally designed assets to keep your posts consistent and visually compelling.
- **Complete Posts + Captions:** Ready-to-use content you can customize to fit your unique voice.

Use these resources, along with the tools available on WatchTheVoteATL.org, to amplify the campaign, disrupt disinformation, and inspire action for truth and democracy. Together, we can expand the movement and make an even greater impact!

**Modify & Download Social Media Posts:**  
[Static Templates + Posts](#) | [Reel Templates + Posts](#)

# DEFEND DEMOCRACY



# AMPLIFICATION

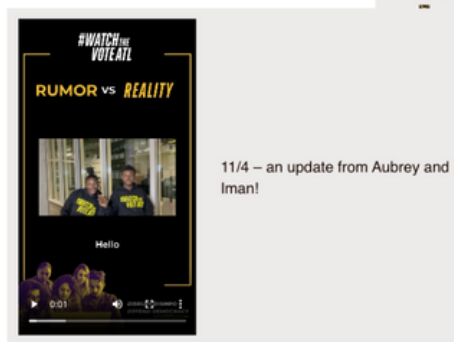
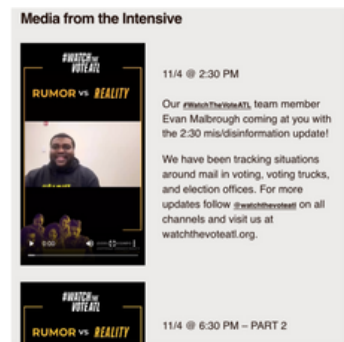
WatchTheVoteATL.org

## Summary

We developed **WatchTheVoteATL.org** as a central hub for *real-time updates* and resources throughout the campaign.

The site hosted live incident reports, providing a transparent view of what was happening on the ground and equipping the community with actionable information. These reports remain accessible on the site for sharing and continued engagement.

Additionally, we provided a robust Social Media Toolkit to empower ambassadors with ready-to-use templates, posts, and tips, enabling them to amplify the **#WATCHTHEVOTEATL** campaign and expand its reach. Together, these resources strengthened our collective ability to disrupt disinformation and defend democracy.





# AMPLIFICATION

## Social Media Best Practices

### TAG US AND USE #WatchTheVoteATL

Be sure to tag us in all your posts to amplify the message! Use these handles:



@WatchTheVoteATL  
@aliveandincolor  
@lpatgt  
@GeorgiaTech



@WatchTheVoteATL  
@aliveandincolor  
@lpatgt  
@GeorgiaTech  
@GTliberalarts



@WatchTheVoteATL  
@aliveandincolor  
@lpatfan  
@GeorgiaTech  
@GTliberalarts



@WatchTheVoteATL  
@aliveandincolor

*Please use camel case (capitalize the letter of each word) in hashtags to ensure accessibility and inclusion for our readers.*

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### CHARACTER LIMITS

On X (Twitter), keep posts under 280 characters for clarity.

### AUDIO

Use trending audio on Instagram posts and Reels to boost visibility and engagement.

### TEMPLATE ELEMENTS

Please do not change any locked elements in the templates provided. This ensures our campaign's branding stays consistent. Duplicate the visuals, make your edits, and then download the final version to your computer before posting.

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**NEED MORE INFO?** Visit [WatchTheVoteATL.org](https://WatchTheVoteATL.org) for additional resources and information.

# AMPLIFICATION

## Social Media Platform + Content Tips

### INSTAGRAM

#### Content types:

- Video, memes, infographics
- 15 second intro on stories - swipe up to go to main content
- 30-60 second previews/clips
- 2 to 5 minute clips from episode for Instagram TV
- Link tree for external linking
- Go Live with followers on IG Live

#### Use Instagram for:

- Promotion
- Community building
- Informational topics

#### Most Used feature:

- IG stories 15 second videos that last for 24 hours

### TIK TOK

#### *Short-Form Entertainment*

Has the **youngest demographic**: 62% of TikTok users in the US are between 10 and 29

It is the **easiest platform to go viral on**. When it comes to the daily time spent on TikTok, users spend an average of 52 minutes per day on the app

#### TikTok Can be Used For

- Discussion
- News
- Community building

**Keep track of the trending sounds and use them in your content creation**. You can play the sound faintly in the background and still have others find you by it if it is completely irrelevant

Most users on TikTok scroll for delight and surprise. Lure them in with **cues that speak to their lifestyles, interests, and surprise them with facts** centered around what you're trying to convey.

TikTok has **strong lifestyle and sub-culture communities** - figure out which community you are targeting and learn about how they typically format their videos (dancers, educators, travelers, artists)

### CONTENT CREATION TIPS

#### Use Instagram Reels as much as possible

They typically have a circulation span of two weeks

#### Use popular sounds and songs

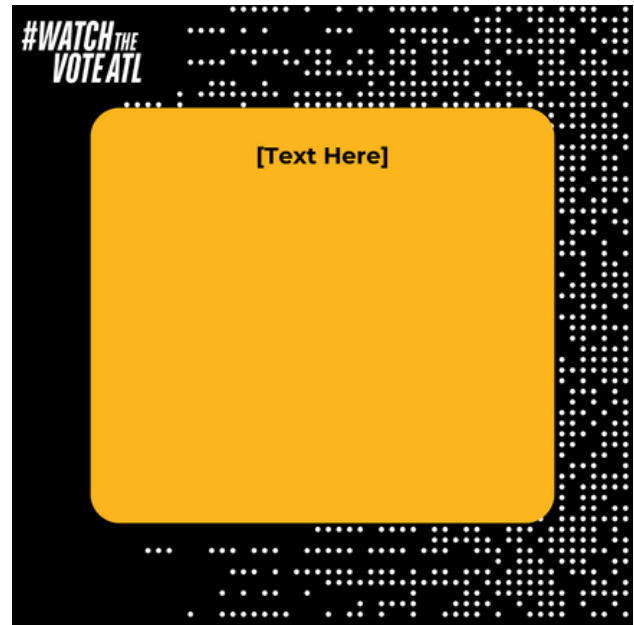
Help boost your message and get more attention

#### Use relevant hashtags

Design posts similar to the preferred content of your target audience - what are they into?

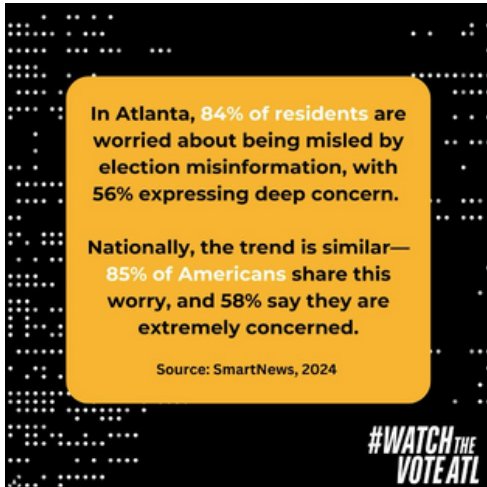
# AMPLIFICATION

Social Media Templates  
DATA STATIC TEMPLATES



# AMPLIFICATION

## Social Media Posts + Captions DATA STATIC POSTS



**Caption:** 🗳️ TODAY from the desk of @ajcnews. ATL talk to us: y'all alright? 🙄

Election dis/misinfo is a global issue, but the impact on our city is real. Let's shut it down and protect our vote! Join the fight to track and disrupt false info in real-time! 🗳️

We're recruiting 40 Peer Ambassadors + at least 20 paid Community Ambassadors (non Georgia Tech students)—spots are open now! WatchTheVoteATL.org. 🔗 in bio.

Save and share. 🔄

@aliveandincolor @IPaTGT @GeorgiaTech @ivanallencollege  
#WATCHTHEVOTEATL #FULTON #FultonCounty #Election2024



**Caption:** Yep, misinformation is kind of a big deal.

Between #BadActors, #Deepfakes, and the hazards of AI, more people are in danger of consuming and being influenced by dis/misinformation at a critical time for #democracy.

Join us as we track and counter dis/misinformation online in #FultonCounty leading up to the #election. We're recruiting 40 Peer Ambassadors + at least 20 paid Community Ambassadors (non Georgia Tech students) to join the #WatchTheVoteATL team. Learn more and sign up at WatchTheVoteATL.org. 🔗 in bio.

#Vote #Atl #Atlanta @aliveandincolor @georgiatech



**Caption:** Reason #1,000,789 to always #FactCheck before you share!

Here's 3 tips to take with you:

- ✅ Check the source
- ✅ Look for credible reports
- ✅ Watch out for sensational language

#WatchTheVoteATL #FultonCounty #Misinformation #Disinformation

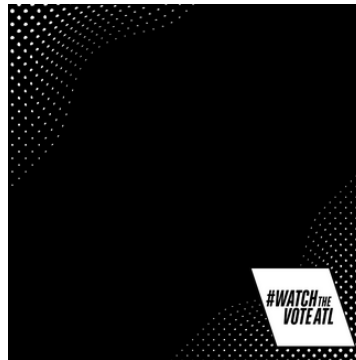
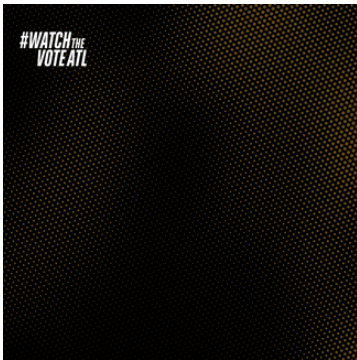
# AMPLIFICATION

## Social Media Templates CAROUSEL TEMPLATES

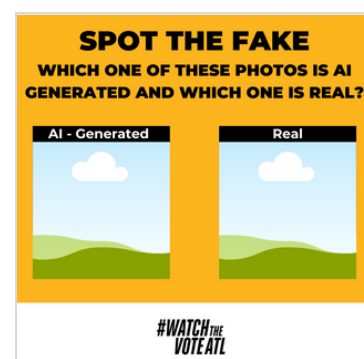
### Rumor vs. Reality



### Info Carousel

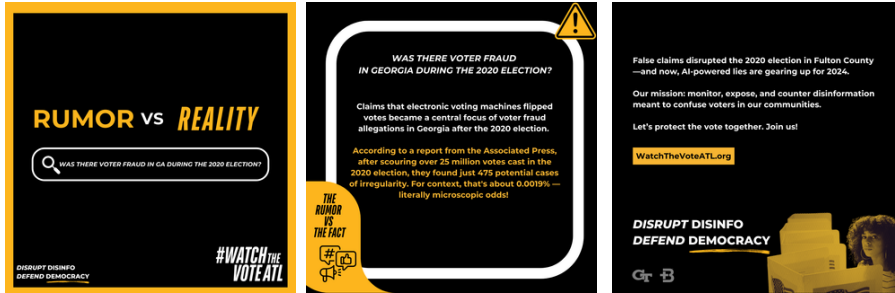


### Spot The Fake



# AMPLIFICATION

## Social Media Posts + Captions CAROUSEL POSTS



**Caption:** Widespread voter fraud in Georgia? It's a rumor that didn't pass the fact-check test. SWIPE ➡

Truth is - the Associated Press combed through over 25 million votes and found fewer than 475 potential (heavy on potential) issues - basically a fraction of a fraction.

Follow along our social channels next week as we share more disinfo we've found leading up to and during #ElectionDay.

#WatchTheVoteATL #fultoncounty #atlanta #atl #vote



**Caption:** #VoterSuppression Let's talk about it. SWIPE ➡

From a missing ID in voter ID states to rocking campaign swag, there are simple fixes to get you back to the ballot.

#FultonCounty #Atlanta #WatchTheVoteATL #Vote #ElectionDay #georgiavotes



**Caption:** Widespread voter fraud in Georgia? It's a rumor that didn't pass the fact-check test. SWIPE ➡ One of these photos is fake—think you can spot it? VOTE below before you swipe! ↓

This is the first election season impacted by AI-generated images, making it more important than ever to know what to look for. AI can easily create 'perfect' but misleading images, so here are 3 ways to stay sharp:

- 1 Focus on details: AI struggles with text, hands, and hair.
- 2 Watch for 'too perfect' images: Real photos have natural flaws.
- 3 Use a google image search: A quick Google check can reveal the real source.

# AMPLIFICATION

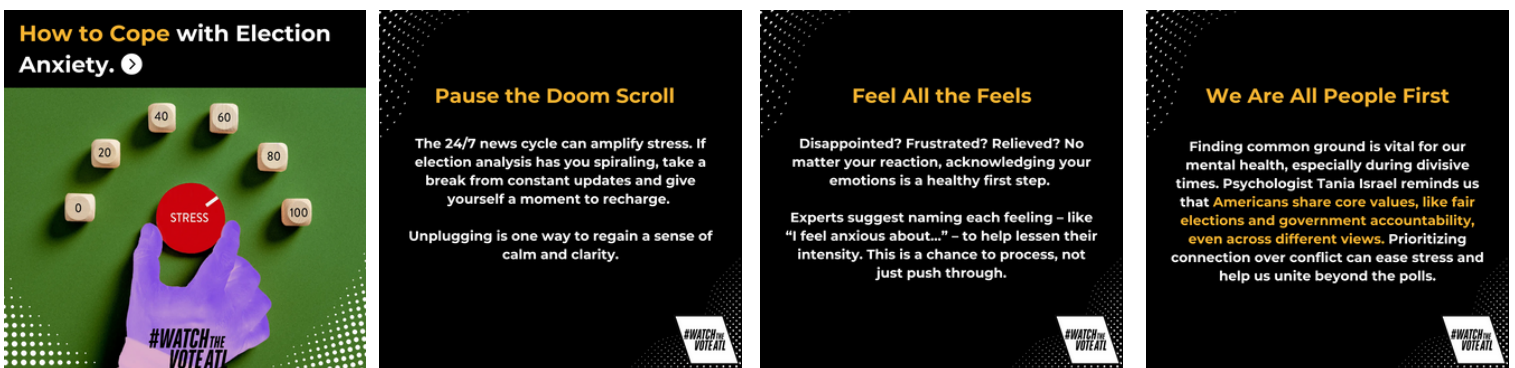
## Social Media Posts + Captions CAROUSEL POSTS



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- 1 Focus on details: AI struggles with text, hands, and hair.
- 2 Watch for 'too perfect' images: Real photos have natural flaws.
- 3 Use a google image search: A quick Google check can reveal the real source.



**Caption:** Temperature check: How's everyone feeling post #ElectionDay? ↓


No matter where you stand, every presidential election brings stress, but this one felt especially intense.

SWIPE for ways to help decompress featuring expert advice from Crisis Lifeline and NAMI.

#WatchTheVoteATL #2024Election #MentalHealth #FultonCounty #Atlanta

# AMPLIFICATION

## Social Media Templates INCIDENT REPORT STATIC TEMPLATES

 VERIFIED TRUE #WATCH<sup>THE</sup>  
VOTE<sup>ATL</sup>

DATE

[*"INCIDENT HERE"*]

[TEXT HERE]

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

 VERIFIED FALSE #WATCH<sup>THE</sup>  
VOTE<sup>ATL</sup>

DATE

[*"INCIDENT HERE"*]

[TEXT HERE]

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).



# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT STATIC POSTS

**X** VERIFIED FALSE #WATCH THE VOTE ATL

October 22, 2024

**"Fulton County will double scan ballots for Candidate Harris"**

The SMTC picked up claims that Fulton County would double scan ballots for VP Harris. The SMTC investigated this claim and found it to be false, misinformation. Election stakeholders explain that all Fulton County election workers have been trained on SOS procedures and that the absentee ballot scanning process is open to observers. There are systems in place to detect when double casting of ballots occur and measure to ensure that ballots scanned always match the number of voters casting ballots.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** No, Fulton County isn't double-scanning ballots! ✖

Our team at #WatchTheVoteATL's Social Media Tracking Center (SMTC) spotted this #disinformation, investigated, and debunked it.

Here's the truth: #FultonCounty election staff are fully trained on official protocols, with observers ensuring every scan is legit and matched to a real voter. The system's safeguards make double-scanning impossible.

Dis/Misinformation isn't just noise—it's a threat to fair elections. Let's keep the facts front and center. 🔍

#Vote #Election #Atlanta #ATL #Misinformation #KnowTheFacts @aliveandincolor

**X** VERIFIED FALSE #WATCH THE VOTE ATL

October 31, 2024

**"Haitians are double voting in Fulton County and other parts of Georgia"**

On Thursday, October 31st a video was posted on X with a man claiming to have moved from Haiti to the United States 6 months ago with several Georgia driver's licenses to double vote across Georgia counties. The Georgia Secretary of State has verified this incident as false, saying, "This is false, and is an example of targeted disinformation we've seen this election. It is likely foreign interference attempting to sow discord and chaos on the eve of the election."

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** 🚩 Claims of people double-voting across Georgia are making the rounds!

Our #WATCHTHEVOTEATL Social Media Tracking Center (SMTC) caught a video alleging a recent Haitian immigrant is using multiple driver's licenses to vote in different counties. But the Georgia Secretary of State has verified this as false, calling it 'targeted #disinformation' likely meant to stir tension before #ElectionDay.

For real-time updates on disinfo like this, visit [watchthevoteatl.org](http://watchthevoteatl.org) and stay informed!

#KnowTheFacts #Election2024 #fultoncounty #Atlanta #Misinformation #ElectionIntegrity #Vote

**X** VERIFIED FALSE #WATCH THE VOTE ATL

October 31, 2024

**"Multiple Voters Registered Illegally at USPS, UPS, FedEx Store in Fulton County"**

A recent post claims that Fulton County's voter rolls are 'unclean,' showing a step-by-step process to identify voters registered at the same UPS and FedEx store addresses.

The post fails to mention that the unhoused may use a PO Box as a voter address. Also, registered voters may have a residential address that is a street address, as well as a mailing address that is PO Box. A law passed in 2024, states that the unhoused must register to vote with official addresses at the county registrar office however, this law does not go into effect until Jan 1, 2025.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** 🚩 In a virtual wave of dis/misinformation this election SZN, claims are circulating about "unclean" voter rolls in #FultonCounty - highlighting voters registered at UPS and FedEx stores. Here's what's missing:

✓ Unhoused residents can currently use a P.O. Box as their voting address.


✓ A new law passed in 2024 will restrict unhoused voters from using unofficial addresses—but this doesn't go into effect until January, 2025.

Stay informed, and count on #WatchTheVoteATL for the facts.

#FultonCounty #Vote #disinformation #misinformation #FactCheck #ElectionIntegrity

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT STATIC POSTS

 VERIFIED TRUE #WATCH THE VOTE ATL

Nov 1, 2024

**"Georgia Voters With Absentee Ballots Should Drop-Off Absentee Ballots In Person"**

On October 30th the Georgia Secretary of State announced that Georgians with absentee ballots should not put them in the mail but instead drop them off in-person.

Fulton County concurs and directs votes with absentee ballots to drop them off at their election offices on Monday or Tuesday. The list of these locations are provided at [fultoncountyga.gov](http://fultoncountyga.gov).

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:**  Now this one checks out: Georgia voters with absentee ballots, it's crunch time!

On October 30th, the Georgia Secretary of State announced that ballots should be dropped off in person, not mailed, to ensure they're counted on time.

Find your nearest drop-off spot for Monday or Tuesday at [fultoncountyga.gov](http://fultoncountyga.gov). Make sure your vote counts! 

#WatchTheVoteATL #Election2024 #Atlanta #Atl #Vote @aliveandincolor @georgiatech

 VERIFIED FALSE #WATCH THE VOTE ATL


Nov 1, 2024

**"Fulton County has rigged poll watchers to be 98.1% Democratic"**

There's a narrative that Fulton County is rigging the election by having only 1.9% Republican "poll watchers".

The claim cites a recent lawsuit not related to poll watchers but to hiring of poll workers. Poll workers are not asked about their party or political affiliations during the hiring process.


Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:**  Plot twist: Fulton County's '98.1% Democratic poll watchers' claim? Totally off base!

Our Social Media Tracking Center (SMTC) caught this rumor, which confuses poll watchers with poll workers. Here's the truth: #FultonCounty doesn't ask about party affiliation when hiring poll workers, and a recent lawsuit cited in this claim isn't even about poll watchers.

For real-time incident reports from now through Election Day, follow along our social channels or visit [WatchTheVoteATL.org](http://WatchTheVoteATL.org). 

#WatchTheVoteATL #Election2024 #FactCheck #Atlanta #Misinformation #Disinformation #Vote #PollWatchers #PollWorkers

 VERIFIED TRUE #WATCH THE VOTE ATL

Nov 5, 2024

**"5 Fulton County Polling Locations Will Have Extended Voting Hours"**

The Georgia Secretary of State announced the five locations in Fulton County that will have extended voting hours. The five locations with their vote closure time are listed below:

Etris Community Center (Open until 7:45 p.m.)  
Gullatt Elementary (Open until 7:15 p.m.)  
Southwest Arts Center (Open until 7:43 p.m.)  
Northwood Elementary (Open until 7:45 p.m.)  
Lake Forest Elementary (Open until 7:10 p.m.)

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

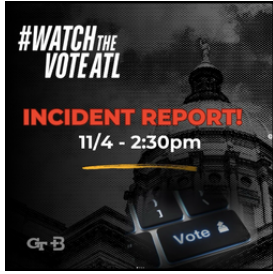
**Caption:**   THIS JUST IN!

These #FultonCounty polling locations are open a little longer after delays due to previous bomb sweeps. Show up and share!  

#WatchTheVote #Atlanta #Vote #GeorgiaVotes

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT CAROUSELS



**VERIFIED FALSE**

Nov 2, 2024

**"4 Suspicious Semi Trucks Spotted Behind Ballot Drop Off in Fulton County"**

On Saturday, reports on social media claimed that semi-trailer trucks were spotted behind the Fulton County Elections Hub.

Trucks should not be seen as suspicious, as they are used to return voting equipment used during advanced voting and to deliver equipment to the polls for Election Day.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED TRUE**

Nov 4, 2024

**"Republican Poll Observers Were Initially Denied Access to County Election Offices During Extended Drop Off on Nov 2, 2024"**

Fulton County initially denied Republican poll observers at county election offices during the extended drop off period the weekend of November 2-3, 2024. Fulton County elections leadership has clarified with all staff that observers are permitted to watch the absentee ballot return process. Fulton County did alert the monitoring group contracted by Fulton County, and the group dispatched observers.

During Fulton County's 18-person ballot return hours on Saturday, a total of 105 absentee ballots were returned.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED FALSE**

Nov 2, 2024

**"It is illegal to Accept Absentee Ballots Drop Off Over the Weekend"**

Over the weekend, Fulton County accepted in-person drop off of absentee ballots. The GA COP filed a lawsuit claiming it is illegal for Fulton County to have election offices open over the weekend for voters to return absentee ballots.

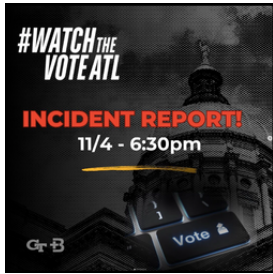
Fulton County Superior Court Judge ruled in a hearing on Saturday, November 2nd that state law specifically allows the hand-return of mail ballots.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** 🚩 From 'suspicious trucks behind ballot drop-offs' to rumors about weekend absentee drop-offs - here's the latest batch of election rumors on our radar. SWIPE!

Our team at #WatchTheVoteATL's Social Media Tracking Center is monitoring the latest claims so you get real-time updates on what's true and what's not. Here are the incidents we've tracked in the last few hours—swipe through for the facts!

#FultonCounty #Atlanta #Misinformation #Disinformation #Vote #2024Election #FactCheck @aliveandincolor @georgiatech



**VERIFIED TRUE**

Nov 4, 2024

**"Georgia Supreme Court Overturns Cobb County Judge Ruling For Emergency Motion To Extend Cobb County Voting Pass Election Day"**

A Georgia Supreme Court Judge overturned a Cobb County's Judges ruling from November 1st that allowed Cobb County voters with absentee ballots an extension to drop off absentee ballots by 5 p.m. on Friday, Nov. 8, as long as they were postmarked by 7 p.m. on Election Day, Nov. 5. This ruling has been struck down.

Cobb County voters must vote on Election Day or hand deliver that ballot to their county elections office as soon as possible.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED FALSE**

Nov 4, 2024

**"Fulton County Illegally Counted Ballots Over the Weekend"**

Many reports on social media claim that Fulton County illegally counted votes over the weekend. Vote counting, also known as vote tabulation, does not begin until Tuesday Nov 5th. Fulton County was pre-processing ballots to prepare them for tabulation on Tuesday, Nov 5th. Ballots were run through scanners but no results are tabulated until the polls close Tuesday, Nov 5th.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED FALSE**

Nov 4, 2024

**"Only 15 of Fulton County's 804 Poll Workers are Republican"**

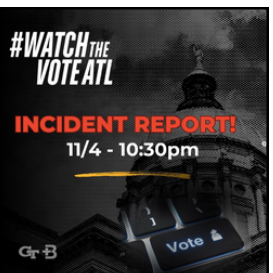
Fulton County, nor their staffing agency, considers political affiliation when hiring poll workers. The Fulton County Republican Party did submit a list of Republican applicants to be poll workers to Fulton County, all of which were asked to apply. 15 of their submitted applicants were hired, but this does not mean that only 15 of Fulton County's poll workers are Republican.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** 🚩 Heard claims like 'Fulton County banned ballot drop box watchers' or 'Only 15 of 804 poll workers are Republican'? Let's clear the air! 🗳️

This is your latest batch of fact-checked incidents from our Social Media Tracking Center, keeping you informed through #ElectionDay. Swipe to stay in the know!

#WatchTheVoteATL #FultonCounty #Atlanta #Misinformation #Disinformation #Vote



**VERIFIED FALSE**

Nov 4, 2024

**"Fulton County Polls Close at 5:00 PM on November 5th"**

There was an incorrect claim on social media that the Georgia Supreme Court ruled that polls close at 5:00 PM in Fulton County. This is false and is a misinterpretation of the ruling related to Cobb County. Polls are open from 7:00am to 7:00pm in Georgia.

As long as you are in line by 7:00pm, you will be allowed to cast your vote.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED TRUE**

Nov 1, 2024

**"Fulton County allows the public to observe vote tabulation"**

Social media posts claim that the general public can observe vote tabulation. According to Georgia law, all proceedings at the tabulating center and precincts shall be open to the view of the public, but no one except superintendent employees shall touch any ballot or ballot container.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**VERIFIED FALSE**

Nov 4, 2024

**"Fulton County Will Not Be Transparent with Ballot Images and Cast Votes"**

According to Georgia Code, documents shall be open to public inspection once they are no longer being used by the custodian for election administration. The Coalition for Good Governance wants the materials to be made available immediately, but the Georgia Code gives the county the right to postpone making them public until they are no longer in use. A new rule, that is not in effect, was passed by the State Election Board in Sept. that requires stored ballot images to be public record and subject to disclosure upon 72 hours of request.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

**Caption:** 🚩 Heads up: Polls in #FultonCounty actually stay open until 7 PM, not 5 PM! SWIPE

We're wrapping up today's fact-checking, but tune in tomorrow as we continue the countdown to the election with real-time updates from our Social Media Tracking Center (SMTC).

Your vote is your power—make it count tomorrow. 🗳️

#WatchTheVoteATL #Election2024 #StayInformed #FactCheck #Misinformation #Disinformation

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT CAROUSELS



**VERIFIED FALSE** #WATCHTHEVOTEATL

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#WatchTheVoteATL #Election2024 #StayInformed #FactCheck #Misinformation #Disinformation



**VERIFIED TRUE** #WATCHTHEVOTEATL

Nov 5, 2024

**"Non-Credible Bomb Threats in Fulton County"**

This morning, Fulton County School Police received information indicating that several schools were allegedly going to receive bomb threats around 8:15 am. Sweeps were performed and no evidence of any explosive devices were found. As of 10:00 am, all polling locations are reported to now be secure.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**VERIFIED TRUE** #WATCHTHEVOTEATL

Nov 5, 2024

**"Fulton County will obtain a court order to extend voting hours at 2 locations where voting was halted to perform bomb sweep"**

Due to bomb threats, voting was halted at 2 polling locations in Fulton County. For this reason, Fulton County will obtain a court order to extend voting hours based on the police report's description of how long these locations were closed to voting. The 2 polling places are located in Union City, in the southern part of Fulton County.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**Caption:** 🚨 Bomb threats disrupting voting in Fulton County? These claims are verified as true - SWIPE ➡️

Voting was paused at two #UnionCity polling sites for bomb sweeps, and officials are securing a court order to extend hours based on the delay.

Stay tuned for more incidents as we continue to track via our #WatchTheVoteATL Social Media Tracking Center.

#Election2024 #FactCheck #FultonCounty #Vote #Vote2024



**VERIFIED TRUE** #WATCHTHEVOTEATL

Nov 5, 2024

**"Fulton County's Non-Credible Bomb Threats Were Called in By a Foreign State Actor"**

In a press conference today, Georgia Secretary of State, Brad Raffensperger, announced in a press conference that foreign state actors, specifically Russians, were behind the non-credible bomb threats.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**VERIFIED FALSE** #WATCHTHEVOTEATL

Nov 5, 2024

**"Fulton County Only Has 12 Republican Poll Watchers"**

A social media post claimed Republicans have poll watchers at "12 out of 50+ polling places in Fulton Co." Monitoring groups confirm an average of 2 Republican poll watchers observed at polling locations visited. Note: this is similar to 2 of our previously Verified False incidents.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**VERIFIED TRUE** #WATCHTHEVOTEATL

Nov 5, 2024

**"Voter Turned Away For Wearing Campaign Gear"**

Today, a Georgia voter reported being turned away from her polling location for wearing campaign gear. It is true that it is against GA law to wear campaign gear to vote at a polling location. Voters wearing campaign gear will not be allowed to vote. Similar reports were collected during early voting in Fulton County.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**Caption:** The culprit behind today's bomb threats in #FultonCounty may shock you. 🤯 SWIPE

Here's our latest round of fact-checked incidents from our Social Media Tracking Center.

🗳️ ATL we've got just 4 more hours to get to the polls if you haven't already! Let's do this! 🗳️

#WatchTheVoteATL #Atlanta #Vote

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT CAROUSELS



**✓ VERIFIED TRUE** #WATCHTHE VOTEATL

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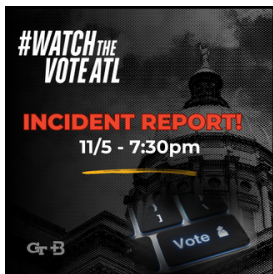
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#WatchTheVoteATL #Election2024 #StayInformed #FactCheck #Misinformation #Disinformation



**✓ VERIFIED TRUE** #WATCHTHE VOTEATL

Nov 5, 2024

**"Federal Judge Rejects Lawsuit Against 7 Counties Requesting Rejection of Hand-Delivered Absentee Ballots"**

Absentee ballots dropped off in-person after the end of early voting will be counted after Federal Judge Stan Baker ruled against the GA Republican Party and RNC who filed a lawsuit against Fulton (+6 other counties), alleging these counties illegally accepted ballots after the end of early voting.

Judge Baker explained that the GA Rep Party and RNC confused "advance voting" w/ "absentee voting," and that "rooms & rooms" of state and federal law explain that these are "distinct processes."

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**✗ VERIFIED FALSE** #WATCHTHE VOTEATL

Nov 5, 2024

**"Georgia Poll Watcher Arrested for Bomb Threats, Not Russia"**

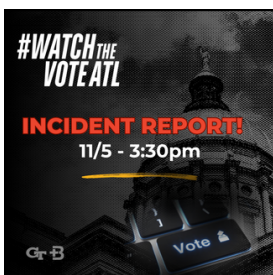
Social media posts are conflating two unrelated incidents pertaining to bomb threats in Georgia.

One is related to a poll worker in Jones County, GA who was arrested for a bomb threat. The other incident is related to the GA counties that received non-credible bomb threats, which the FBI and GA Secretary of State both attribute to Russian attempts to interfere in US elections.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**Caption:** Extended Voting Hours ✓ Hand-Delivered Absentee Ballots ✓ — SWIPE to see our latest batch of fact-checked incident reports in #FultonCounty!

#WatchTheVoteATL #Atlanta #Vote #ElectionDay



**✓ VERIFIED TRUE** #WATCHTHE VOTEATL

Nov 5, 2024

**"Fulton County's Non-Credible Bomb Threats Were Called in By a Foreign State Actor"**

In a press conference today, Georgia Secretary of State, Brad Raffensperger, announced in a press conference that foreign state actors, specifically Russians, were behind the non-credible bomb threats.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**✗ VERIFIED FALSE** #WATCHTHE VOTEATL

Nov 5, 2024

**"Fulton County Only Has 12 Republican Poll Watchers"**

A social media post claimed Republicans have poll watchers at "12 out of 50+ polling places in Fulton Co." Monitoring groups confirm an average of 2 Republican poll watchers observed at polling locations visited.

Note: this is similar to 2 of our previously Verified False incidents.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**✓ VERIFIED TRUE** #WATCHTHE VOTEATL

Nov 5, 2024

**"Voter Turned Away For Wearing Campaign Gear"**

Today, a Georgia voter reported being turned away from her polling location for wearing campaign gear. It is true that it is against GA law to wear campaign gear to vote at a polling location. Voters wearing campaign gear will not be allowed to vote. Similar reports were collected during early voting in Fulton County.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC).

**Caption:** The culprit behind today's bomb threats in #FultonCounty may shock you. \*\* SWIPE

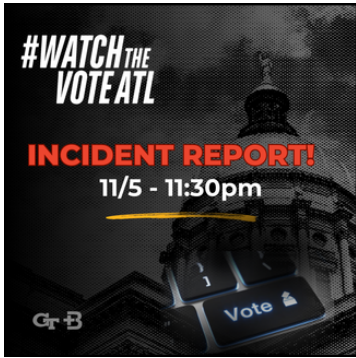
Here's our latest round of fact-checked incidents from our Social Media Tracking Center.

🗳️ ATL we've got just 4 more hours to get to the polls if you haven't already! Let's do this! 🗳️

#WatchTheVoteATL #Atlanta #Vote

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT CAROUSELS

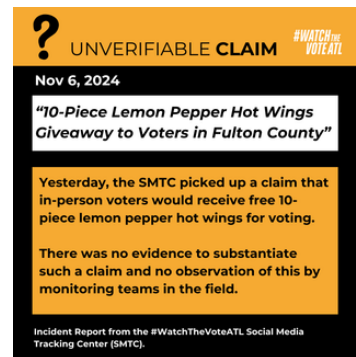
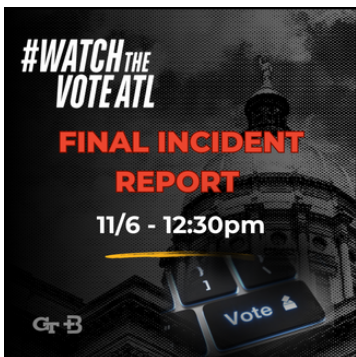


**Caption:** Voting pauses, bomb threats, investigations—#FultonCounty has seen it all today! SWIPE

This marks our final incident report of the day from our Social Media Tracking Center. Despite today's challenges, #ATL showed up strong at the polls and we love to see it! 🍌🍌🍌🗳️

Stay tuned tomorrow as we continue to elevate more incidents throughout the day.

#WatchTheVoteATL



**Caption:** Your final incident report from the #WatchTheVoteATL Social Media Tracking Center (SMTc) is in!

In troubled democracies, Social Media Tracking continues through the day after elections to look for incidents related to: not accepting election results, litigation, challenges to election integrity, and violence.

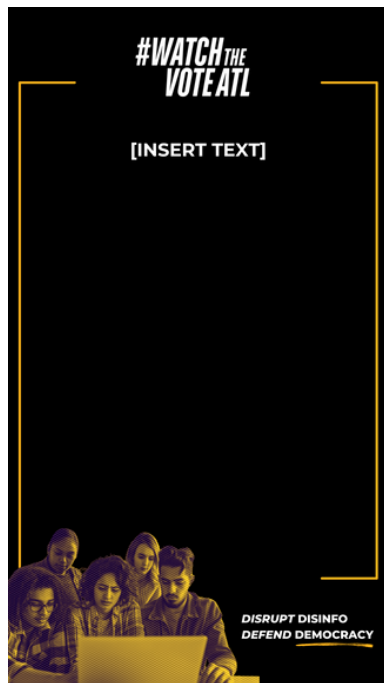
The #WatchTheVoteATL SMTc has not picked up any such claims in Fulton County as of 11:00 AM on Wednesday, November 6th.

Before we wrap up, swipe through to check out the final thoughts from our fearless leaders, Dr. Michael Best (@georgiatech's IPaT) and Gail A. Brooks (The BLK+Cross/@aliveandincolor).

#FultonCounty #Atlanta #ATL #Misinformation #Disinformation

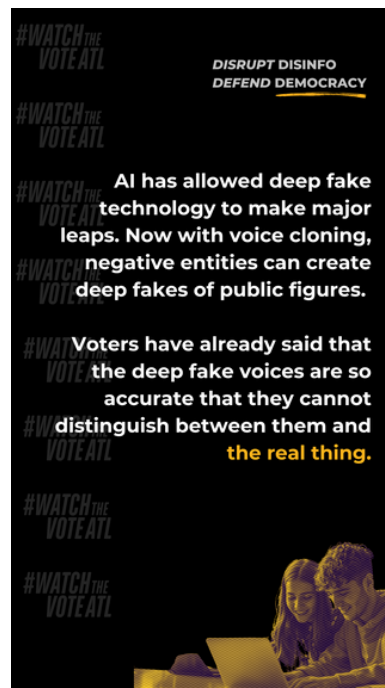
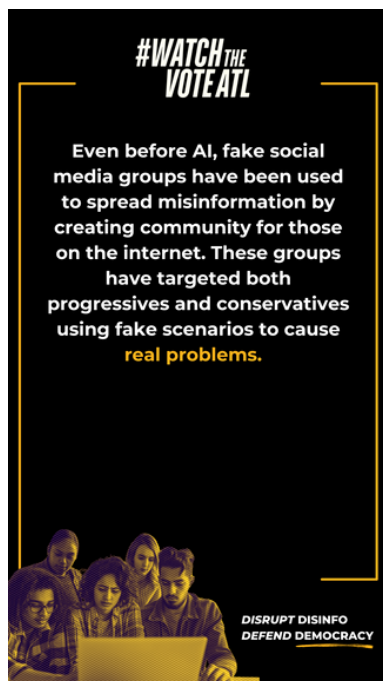
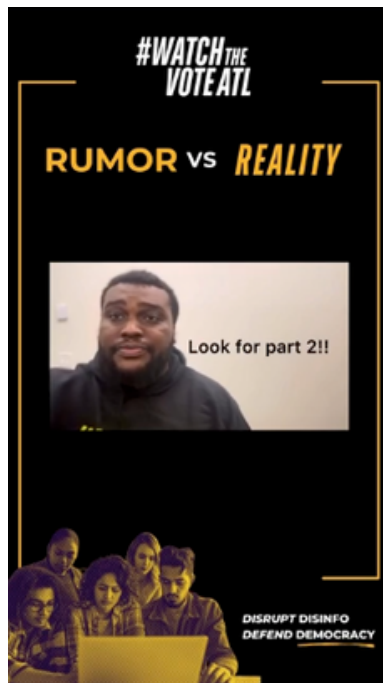
# AMPLIFICATION

Social Media Templates  
DATA IG STORY + REEL TEMPLATES



# AMPLIFICATION

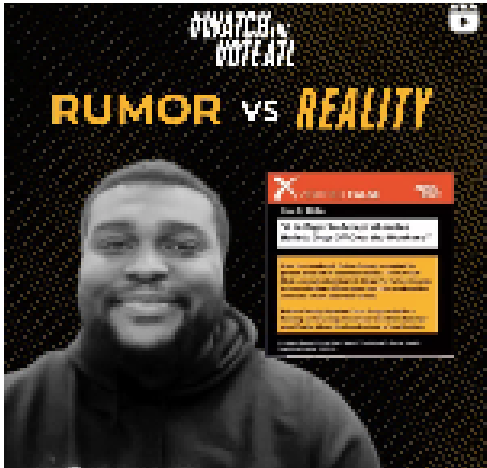
## Social Media Templates DATA IG STORY + REEL POSTS





# AMPLIFICATION

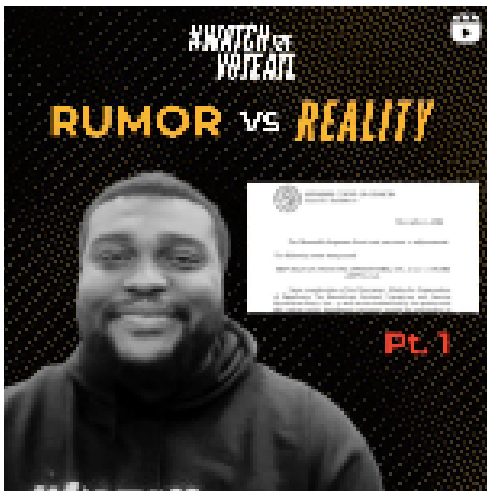
## Social Media Posts + Captions INCIDENT REPORT RECAP REELS



**Caption:** Our very own, Evan Malbrough coming at you with the 2:30 misinformation update!

We have been tracking situations around mail in voting, voting trucks, and election offices. For more updates follow @watchthevoteatl on all channels and visit us at watchthevoteatl.org.

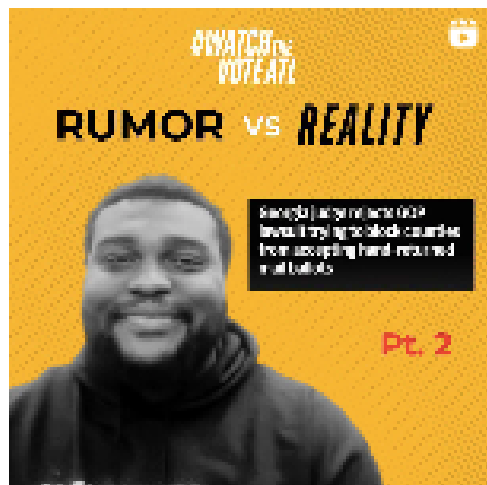
#realfactsrealvoters #FultonCounty #Atlanta #ATL #vote #disinformation #misinformation #WatchTheVoteATL



**Caption:** (1/2) A lot of lawsuits are flying around Election Day. Watch this video for clarification on the recent lawsuits on mail in voting surrounding Cobb and Fulton County.

This is a two part video so be sure to watch part two!

#WatchTheVoteATL

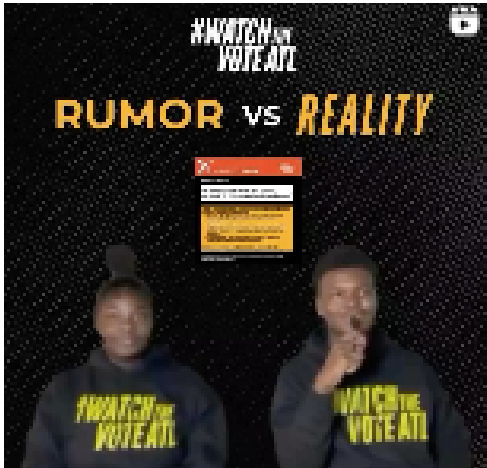


**Caption:** (2/2) of our election lawsuit coverage! Make sure you watch to understand how the current lawsuits affect you at the ballot box!

#WatchTheVoteATL

# AMPLIFICATION

## Social Media Posts + Captions INCIDENT REPORT RECAP REELS



**Caption:** WATCH Iman and Aubrey from the #WatchTheVoteATL team clear confusion around ballot boxes in #FultonCounty. 🗳️

Check out more fact-checked incidents that our ambassadors elevated from our social media tracking center on our socials and our website. WatchTheVoteATLorg - 🔗 in bio.

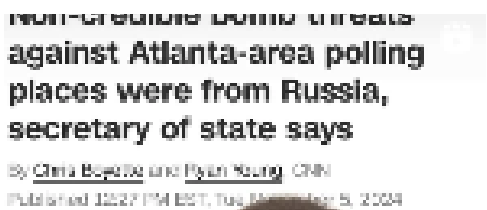
#Atlanta #Vote #ElectionDay



**Caption:** TODAY there were two bomb threats within #UnionCity, one at Gullatt Elementary and the other at Etris Darnell Community Center.

Due to bomb sweep delays, communities who are voting at both locations may have the ability to vote after 7pm. Stay tuned for updates via #FultonCounty.

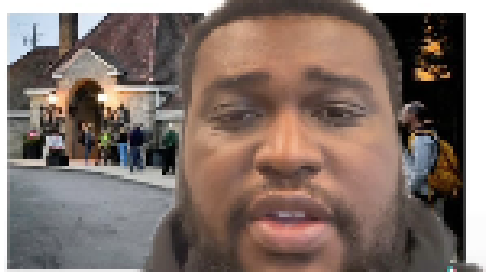
#Vote #WatchTheVoteATL #Election2024 #GullattElementary



**Caption:** 🇷🇺 There are reports that the #UnionCity bomb threats were of Russian origin.

Based on a National Intelligence Briefing from 2020, Russian interference often shows up as creating conditions where voters feel unsafe or unwilling to vote. It is important that we ensure that our voices are heard at the ballot box! 🗳️ VOTE!

#WatchTheVoteATL #FultonCounty #VoterIntimidation #UnionCity #ElectionDay



# AMPLIFICATION

## Social Media Posts + Captions PEER AMBASSADOR TESTIMONIAL CAROUSELS

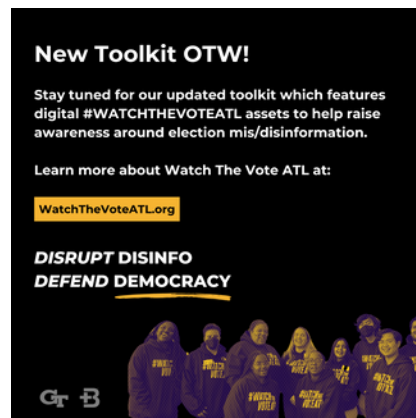


**Caption:** “For our families, our schools, our safety.” Wendy Carvalho (@wendy.c5), a #WATCHTHEVOTEATL Peer Ambassador and student at Georgia State University, said it best.

Democracy doesn't defend itself—we do. By disrupting election dis/misinformation, we're not just protecting the vote; we're safeguarding the power of our voices and the promise of a fair, just future for all.

WATCHTHEVOTEATL isn't just a campaign about voting—it's about taking a stand for the future we deserve.

#FultonCounty #ElectionIntegrity #Atlanta #disinformation #misinformation



**Caption:** Meet @floreena, one of our incredible Peer Ambassadors from Georgia State University!

This election season, Floreena made a real impact by working with #WATCHTHEVOTEATL to disrupt election dis/misinformation and make sure the facts stayed front and center. Her dedication proved how vital it is to protect the truth and ensure fair elections. 🗳️

Thanks to ambassadors like Floreena, our communities are now more informed, more empowered, and better prepared to defend #democracy for the future.

#FultonCounty #Atlanta #Misinformation #Disinformation #ElectionIntegrity

# AMPLIFICATION

## Social Media Posts + Captions PROJECT WRAP SIZZLE REEL



**Caption:** #WatchTheVoteATL is more than an elections integrity initiative, it's a diverse community of individuals, united under the banner of Freedom & Democracy. It's a lifestyle movement. We grabbed a few minutes with Peer Ambassadors and Team Members from the extended @GeorgiaTech community to find out what motivated them to join the cause!

From debunking dis/misinformation to uncovering eye-opening insights, it's about keeping elections fair and voters informed in #FultonCounty. 🗳️🔥

#WatchTheVoteATL #ElectionIntegrity #Misinformation #Disinformation #ATL #ATLANTA

# DISRUPT DISINFO

# CAMPAIGN ANALYTICS

## Overview

From October 20 to December 1, #WatchTheVoteATL has mobilized a growing movement to disrupt disinformation and defend democracy. Through strategic messaging and community engagement, our campaign is reaching more people, sparking critical conversations, and empowering citizens to take action. This is a testament to the power of collective effort in amplifying truth and combating disinformation. Check our metrics on the following slide!

Now it's time to build on this success. This #WatchTheVoteATL Campaign Toolkit is your go-to resource for amplifying facts, disrupting disinformation, and expanding our reach even further. Download it today, share it widely, and help us continue defending democracy with purpose and impact. Let's keep this momentum going strong!

## View our Campaign Report



# DEFEND DEMOCRACY

# CAMPAIGN ANALYTICS

## Metrics

### Summary

Our impact speaks volumes. Between October 20 and December 1, #WatchTheVoteATL achieved 10,223 social media reach, 21,161 impressions, and 114 new followers across key platforms. Our newsletters captured 2,391 and 2,280 opens, respectively, while the website recorded 3,958 page views. These numbers reflect the strength of our community and the momentum we've built—proof that we're making waves in the fight for democracy. Let's keep it going!

### Metrics

Digital Channel Engagement - Social Media - 10/22 - 12/1	
Total Reach (Available for IG, FB, & TT Only)	10,223
Total Impressions	21,161
Total Followers	114
Digital Channel Engagement - WTV Newsletter - 10/20 - 11/11	
Total Opens	2,391
Total Recipients	366
Digital Channel Engagement - WW Newsletter - 10/20 - 11/11	
Total Opens	2,280
Digital Channel Engagement - Website - 10/20 - 11/24	
Page Views	3,958

**#WATCH THE  
VOTE ATL**

**THANK YOU.**



**For More Info Contact:  
[info@watchthevoteatl.org](mailto:info@watchthevoteatl.org)**

