



Strategic and Crisis Communication Tools for Election Management Bodies

IFES is finalizing a suite of tools to help election authorities more strategically communicate in ways that promote trust, transparency and understanding of electoral processes and institutions. Social media and crisis communication tools can be customized to meet the capacity and needs of EMBs – from EMBs that have very minimal experience using social media or crisis communication strategies, to EMBs that are already using communication strategies in sophisticated ways.

Social Media Tools for EMBs

A robust digital and social media strategy can be an integral component of an EMB's voter outreach and counter-disinformation strategy, enabling them to disseminate credible information in ways that reach new audiences, build visibility of and trust in the institution, and enable voters to engage directly with election authorities.

Tools include:

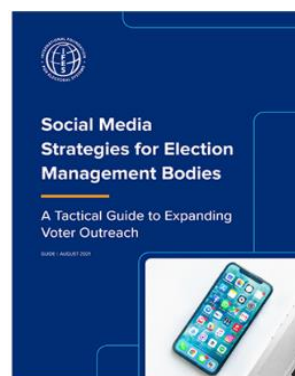
- **A field-team led assessment** to understand how a partner EMB is currently using social media to identify areas for targeted support.
- **Customizable training modules** on thinking in a social media-first mindset, including practical exercises on developing effective social media messaging.
- **An introduction to social media analytics** to improve outreach and using a social media content platform.
- **A detailed resource on digital advertising for voter education** – including how to design effective ads and structure an ad campaign to build awareness and drive action
- **An online library** of successful examples of EMB social media content from around the world
- **IFES publication Social Media Strategies for Election Management Bodies: A Tactical Guide to Expanding Voter Outreach.**

Beta versions of the tools are currently available for use by IFES staff and consultants and finalized versions will be available in winter of 2022-2023.

Crisis Communication Playbook and Training for EMBs

IFES' Crisis Communication and Disinformation Playbook and Training provides a template to support EMB partners in enhancing their rapid response protocol when damaging narratives about the election or election commission emerge. In addition to providing guidelines and good practices for communicating with the media and public, the playbook provides guidance on how to establish an internal disinformation response team, set up early warning tools, strategically engage in stakeholder outreach and education, and activate networks to disseminate credible information.

The playbook and associated training also walk partners through how to assess whether to respond to misleading or harassing content. The playbook can be a standalone programming initiative used to help develop or revise an EMB's crisis communication plan, or it can be integrated into the crisis leadership module of iEXCEL. The training can be delivered virtually or in person.



How can EMBs further leverage social media to expand voter education and outreach?