

*Lia Merivaki & Mara Suttman-Lea - Election Officials Communication Tracker 2024*

Project Outline:

We track and monitor efforts by state and local election officials to communicate with voters on social media. Here, we capture efforts to recruit poll workers, focused around National Poll Worker Recruitment Day (August 1, 2024). We report the total number of posts shared across Facebook, Twitter/X, YouTube, Threads, and TikTok, prominent hashtags and messages, and partners listed on communications - text and/or visual - shared by state election officials.

**State EO Poll Worker Recruitment Efforts July 29-August 5, 2024 (N=88/704)**

State	Total	Platforms	Prominent message/hashtag	Partners
Arizona	4	Facebook; Twitter/X	#HelpAmericaVote2024	Vet The Vote
Georgia	4	Facebook; Twitter/X	#SecureTheVote	
Idaho	2	Facebook; Twitter/X	#HelpAmericaVote2024	
Illinois	2	Facebook; Twitter/X	#CivicResponsibility	
Iowa	5	Facebook; Twitter/X	#ElectionIntegrity; #NationalPollWorkerRecruitmentDay	
Kansas	2	Facebook; Twitter/X		
Kentucky	8	Facebook; Twitter/X		

Maine	1	Facebook		
Maryland	11	Facebook; Twitter/X	#TrustedInfo2024 ; #HelpAmericaVote2024	CISA; U.S. EAC; Power the Polls
Michigan	1	Facebook		
Minnesota	2	Facebook; Twitter/X	#HelpAmericaVote2024	U.S. EAC
Mississippi	2	Facebook; Twitter/X	#TrustedInfo2024	
Montana	1	Twitter/X		
Nebraska	1	YouTube		
New Hampshire	1	Facebook	#TrustedInfo2024	
New York	2	Facebook	#PowerThePolls	Power The Polls
North Dakota	6	Facebook; Twitter/X		
Oklahoma	6	Facebook; Twitter/X		
Pennsylvan ia	6	Facebook; Twitter/X	<i>By signing up to be a poll worker, you help to ensure that elections in Pennsylvania remain safe, secure, and accessible.</i>	
Rhode Island	2	Facebook; Twitter/X		U.S. EAC
South Carolina	2	Facebook; Twitter/X		
Texas	2	Facebook; Twitter/X		

Vermont	1	Twitter/X	#HelpAmericaVote2024	U.S. EAC
Virginia	2	Facebook		
West Virginia	12	Facebook; X	<i>Will you step up to help uphold the most sacred tradition in American democracy?</i>	U.S. EAC

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