

Sept. 5, 2024

2024 ELECTION TRAINING SERIES

Social Media & Branding



LWVUS Communications Team
LEAGUE OF WOMEN VOTERS OF THE US

Introductions



**STEPHANIE
HERNANDEZ**

Digital Content
Coordinator



**LAQUITA
HOWARD**

Marketing Mgr.



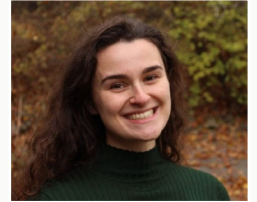
LILLY MCGEE

Sr. Mgr., Digital
Comms



**STONE
NAYYAR**

Event Coordinator



MARY ROCHE

Comms. Specialist

Community Norms

1. **Be respectful:** Assume positive intent but understand impact
2. Understand privilege and position
3. **Be present:** Practice **active listening**, **bring your full self**, and limit distractions
4. **Courage over comfort:** embrace hard conversations and conflict
5. **Step up, step back:** Allow space for conversation and flexibility
6. We are here to learn!

Logistical Reminders

- We're discussing all election work with a **nonpartisan lens** and a **Diversity, Equity, and Inclusion lens**
- **This session is being recorded:** content will be shared post-training on lwv.org/2024electionwebinars
- We are using **Zoom's transcription service**. This is automated, and we can't guarantee 100% accuracy.



Agenda

- Branding Overview
 - VOTE411 branding
 - Do's and don'ts
 - Examples
- Social Media Overview
 - Organic vs. Paid social
 - Viral Moments & Memes
 - Audience
- Accessibility Guidance
- Resources

BRANDING

What Is a Brand?

A **brand** is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.



Sub-Brands

LWV VS. VOTE411

- Although VOTE411 is a product of the League of Women Voters Education Fund (LWVEF), **VOTE411 has its own independent brand style and elements**
- Ex. Coke & Sprite



Value of Branding

- Brand = identity
- One voice, one League
- Maintains goodwill and valuable reputation



BRAND BREAKDOWN: VOTE411



VOTE411 BRAND: COLORS

- Only use VOTE411 colors on VOTE411 branded materials
- Do not mix LWV and VOTE411 brand colors on graphics
- Secondary colors must be used with primary colors

Primary Colors

Dark Blue

C100 M69 Y7 K90
R10 G58 B90
hex #0a3a5a

Fuchsia Purple

C40 M90 Y0 K0
R187 G41 B187
hex #bb29bb

Secondary Colors

Yellow

C0 M23 Y98 K0
R254 G196 B14
hex #fec40e

Green

C76 M14 Y73 K0
R63 G14 B111
hex #3fa06f

Turquoise

C46 M20 Y21 K0
R49 G159 B186
hex #2e9fba

Purple

C64 M61 Y6 K0
R110 G109 B169
hex #6e6da9

Red

C8 M93 Y48 K0
R221 G53 B97
hex #dd3561

VOTE411 BRAND: FONTS

- Used for print and digital materials
- Rift is not available on Canva
 - **Substitute:** Bebas Neue Cyrillic
- Unable to access these fonts: substitute with Helvetica Condensed, Helvetica

RIFT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

BEBAS NEUE CYRILLIC

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

***Canva alternative*

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Blue & Purple

For use on white, light color backgrounds



Grayscale

For use on white, light color backgrounds



White & Purple

For use on dark backgrounds and black and white materials



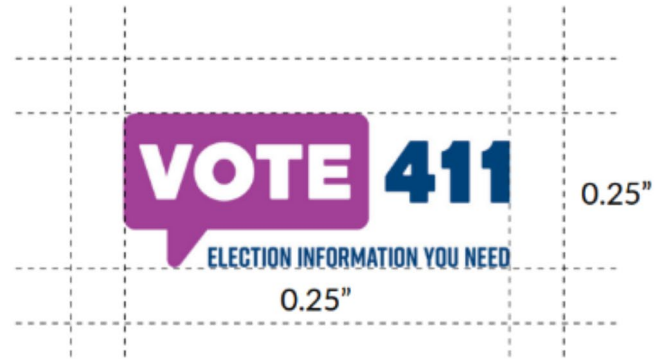
White

For use on dark backgrounds and black and white materials



VOTE411 BRAND: LOGOS

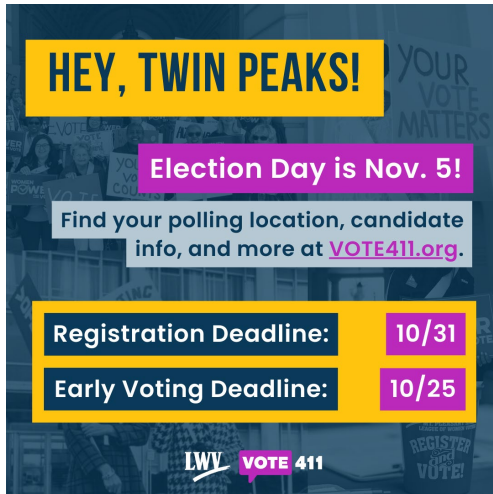
- The logo must always be used exactly as it is displayed here with no distortion or alteration
- Clear space minimum: .25" (1/4")



Logo Combinations: LWV & VOTE411

You can...

- Include LWV logo on VOTE411-branded items



You cannot...

- Include VOTE411 logo on LWV-branded items



ELECTION INFORMATION YOU NEED



Register to
Vote



Check Your
Registration



Find What on
Your Ballot

Make a Plan to Vote

VOTE 411

ELECTION INFORMATION YOU NEED



Register to
Vote



Check Your
Registration



Find What on
Your Ballot

VOTE 411

Branding Dos and Don'ts

DO...

- Use LWV or VOTE411 colors and fonts for branded materials
- Include clear space between LWV/VOTE411 logo and other elements
- Utilize LWV-created templates and graphics available on the League Management Site
- Always capitalize **VOTE** in **VOTE411**

DON'T....

- Alter your League logo
- Mix LWV and VOTE411 branding

Best Practices for Creating Your Own Designs



Keep Designs Simple

- Avoid too much text
- Think bumper sticker phrases



Call to Action

- Make it short
- Make it clear
- Make it singular
- Audience!



VOTE 411

MAKE A VOTING PLAN

- CHECK YOUR REGISTRATION AND/OR REGISTER TO VOTE**
It takes 2 minutes! Get started using VOTE411's easy online tool.
- LEARN ABOUT EARLY VOTING OPTIONS**
Many states offer absentee, mail-in or in person early voting options.
- EXPLORE YOUR DAY-OF VOTING OPTIONS**
Find out where you can vote, what voting machines are used, and what you need to bring with you on Election Day.
- RESEARCH CANDIDATES**
Learn more about ballot measures and where candidates stand on the issues.
- SHARE YOUR PLANS!**
Tell your friends and family and encourage them to make a voting plan at VOTE411.org.



Spacing

- Leave space between elements
- Think about boundaries
- Know your dimensions



WICHITA,

ARE YOU READY TO VOTE?

Election Day is November 5, 2024

Check your registration and get personalized ballot information at VOTE411.org.



IMPORTANT DATES

Registration Deadline: 10/15
Early Voting Deadline: 11/04, 12PM



Diversity

- Image selection (photography)
- Language (use humans!)



SOCIAL MEDIA

Paid vs. Organic

Paid

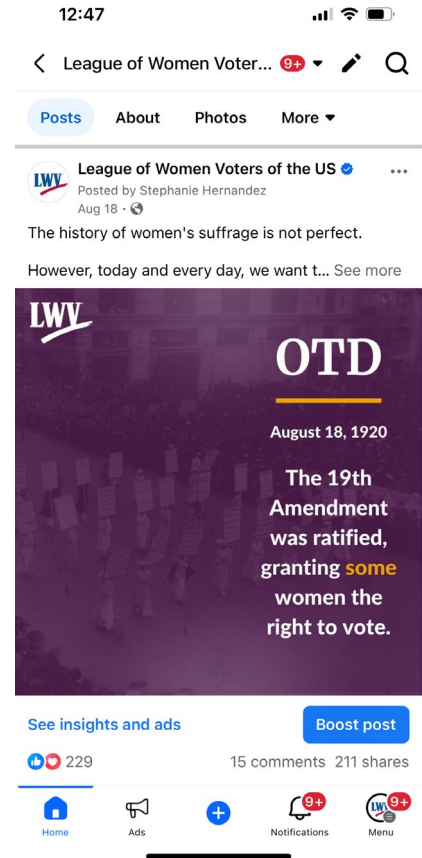
- Boosted Posts
 - Spend money to increase the reach of organic content
- Social Media Campaigns
- Allows targeting to a specific audience

Organic

- Content uploaded to social media platforms
- Free content to establish a presence and build trust with audience

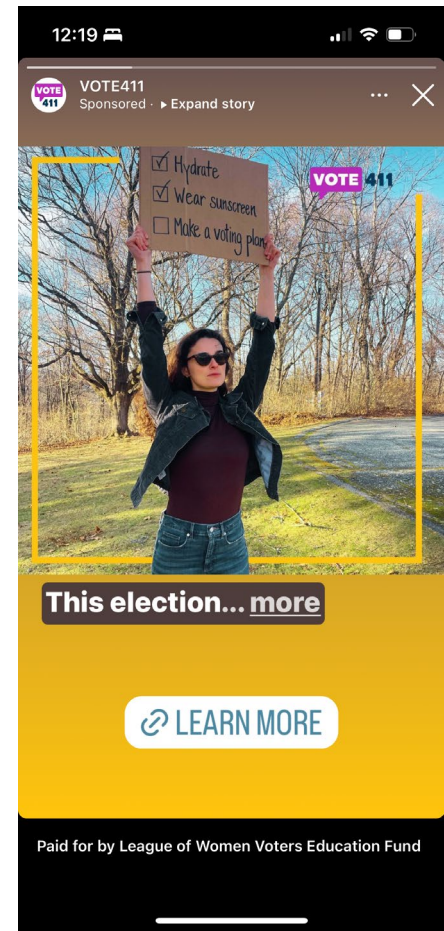
Paid Social Types

- Social Media campaigns
- Boosted organic content



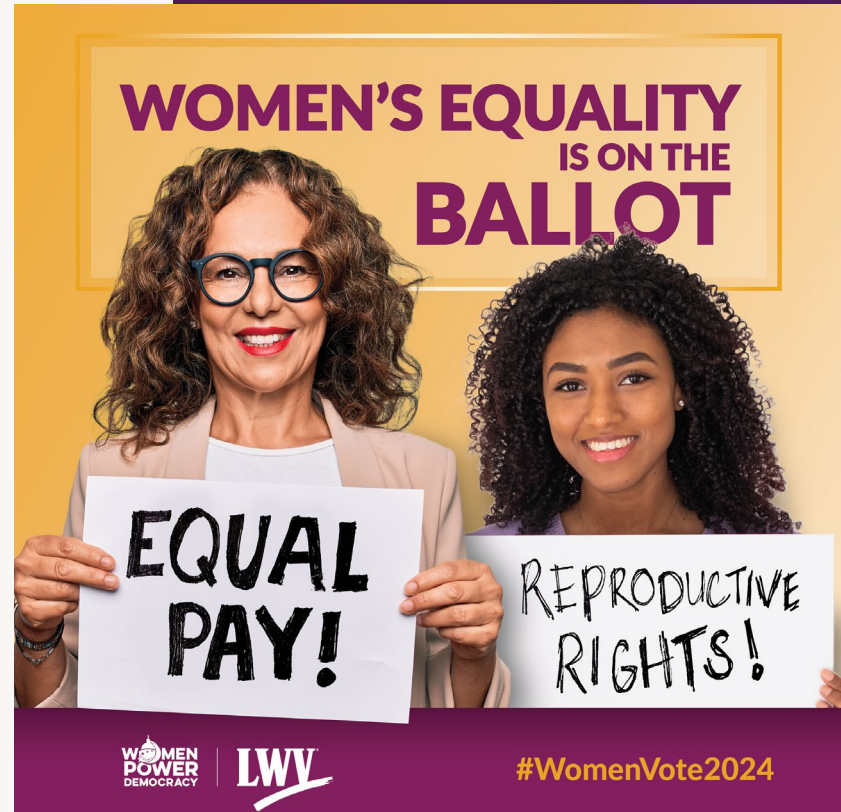
Paid Social FYI

- For Meta someone who is an admin of your League page must have their identity confirmed
- Most social media platforms require a disclaimer due to ads being political in nature
- Always consider your audience when choosing platforms to advertise on



Social Media

- Types of platforms



Viral Moments and Memes!

FALL VIBES

“going apple picking”

“making a voting plan”

leagueofwomenvoters

leagueofwomenvoters What's your favorite part of the Fall Season? 🍂 We'll go first 🗳️ 📌

1d

jgunncool Voter hotline! 2h Reply


poundridgedemocrats Voting ❤️❤️ We also love anything pumpkin spice 🍂🍂 18h 1 like Reply

realalylheinrich Researching my candidates! 22h 1 like Reply


View insights Boost post


Liked by renesmeesqualor and 243 others 1 day ago


Add a comment... Post



Weekend plans:





leagueofwomenvoters
...

 leagueofwomenvoters We know we aren't the only ones with this plan 😊


Check your voter registration at VOTE411.org and comment below with your favorite song from #CowboyCarter 🎵 🗳️

22w


votedotorg
🌐

This ain't no hold em! Get out to vote!


22w Reply


ywcannj
👍 👍

22w Reply

View insights
Boost post

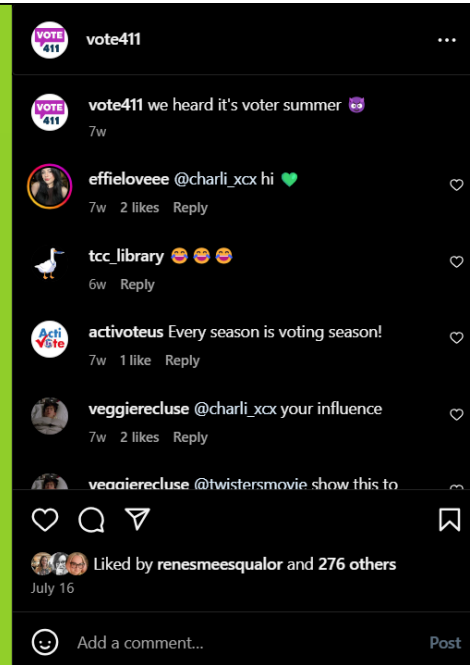
👍
💬
🗳️
🔖

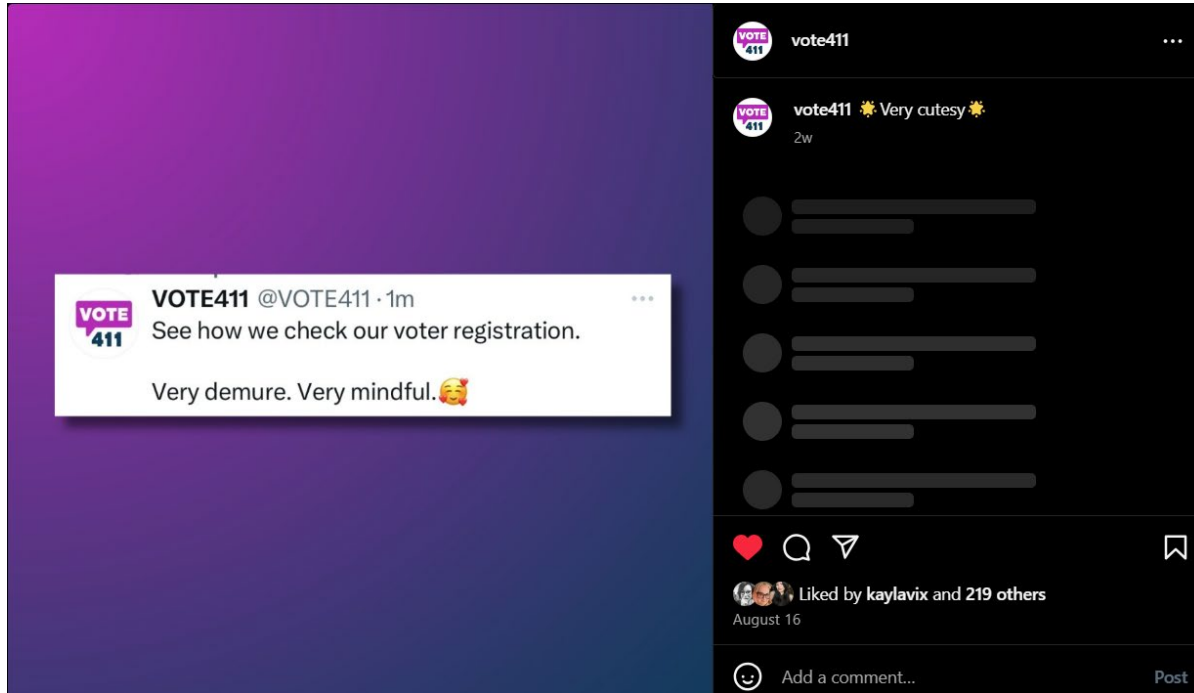
Liked by  renesmeesqualor and 394 others

March 29


😊 Add a comment...
Post


voter









 leagueofwomenvoters ...


 leagueofwomenvoters Come one, come all, we're making our voices heard again!"

Who else is freaking out over Taylor Swift's new album?! 🗣️

19w


 **tibbitts_s** 🍷
19w Reply ♡


 **ndvofficial** We are!!! 🗣️🗣️🗣️
19w Reply ♡

 **catherine_cody** Well this is the best one I have ♡

[View insights](#) [Boost post](#)

♡ 🗣️ 🗣️ 🔖

 Liked by **renesmeesqualor** and **409 others**
April 19

 Add a comment... Post

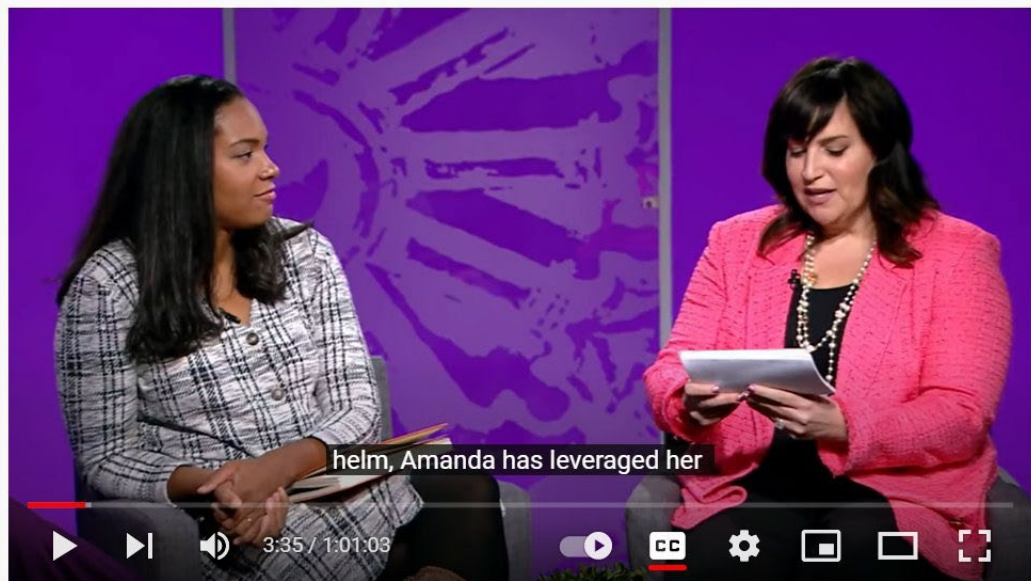
ACCESSIBILITY

Accessibility

Our digital resources should empower *all* voters!

Screen Reader Optimization

- Alt Text
- Captions
- Resources: Otter.ai



Women's History Month Panel: March 2022

Accessibility

Visual Accessibility

- Color Contrast
- Font size and type
- Resources: Color Contrast Checker and ADA Guidelines

Regular Text

A high color contrast
makes anything easier to
read

Regular Text

A high color contrast
makes anything easier to
read

Accessibility

Content Accessibility

- Don't alienate people with insider terms
- Limit language use in graphics
- Resources: Hemingway App, Google Docs

State politicians have already advanced over 200 anti-LGBTQ+ bills in 2024.



Accessibility

What /
Is The
Americans /
With Disabilities
Act? /

I am a voter.



RESOURCES

General Resources

- [League Management Site](#)
- [Election Preparation Toolkit](#)
- [Suggested Messaging Calendar](#)
- [League Update](#)



LEAGUE MANAGEMENT

Find resources to help you and your League succeed. This website is intended for League members engaged in all areas of League work.

Branding Resources

- [Branding At-A-Glance](#)
- [Your League Logo Package](#)
- [Guide to Advertising on Meta \(Facebook, Instagram\)](#)
- [LWVUS Photo / Flickr Library](#)
- [LWVUS Merch Portal](#)
- [Guidance: Using Canva for League Work](#)

Logos

The following list will help you determine what logo format should be used for your print and digital materials. For best display and print quality, refer to the column with file resolutions. Resolution refers to the dots per inch or dpi. The higher the number, the greater the file quality. For print materials, your file does not need to exceed 300 dpi unless it is oversized. See the examples listed for eps files. All of these file formats are included in your League's logo package.

FORMAT	APPLICATION	RESOLUTION
jpg	PRINT & DIGITAL This file format will have a white background that cannot be removed and cannot be applied on top of colored designs or materials.	PRINT: 300 dpi DIGITAL: 72 dpi
png	PRINT & DIGITAL This file format will have a transparent background and can be applied on top of light and dark materials.	PRINT: 300 dpi DIGITAL: 72 dpi
eps	OVERSIZED ARTWORK & PROFESSIONAL PRINTING This file format is a line drawing or rendering that allows the artwork to be produced at any size without distortion. Examples include oversized posters, t-shirts, tablecloths, and other branded merchandise.	This file type cannot be distorted

BRAND STANDARDS | League of Women Voters®

02

5

Primary Logo

This logo is made up of two components, defined as the primary LWV mark and the secondary typographic element "LEAGUE OF WOMEN VOTERS" with a registered trademark symbol "®". These two components are always placed in a fixed relationship and **should never be altered, modified, or recreated in any way**. The only exception is when using the LWV mark alone.

This logo is defined as the primary LWV logo and is approved for use on LWV materials, including print and digital. The logo must always be displayed with **no distortion** or



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25" (1/4")** of clear space.



MINIMUM SIZE

This logo should never be used smaller than **.25" (1/4")** high. It is crucial to maintain legibility and ensure recognizability.

INCORRECT USE

Social Media Graphics

- [Year of the First-Time Voter Graphics / Instagram Carousel](#)
- [Election Season VOTE411 Graphics & Sample Posts](#)
- [Mis/Disinformation Graphics](#)

HEY, [STATE]!

Election Day is [Month Day]!

Find your polling location, candidate info, and more at [VOTE411.org](https://www.vote411.org).

Registration Deadline: MM/DD

Early Voting Deadline: MM/DD

LWV VOTE 411

Accessibility Resources

- **Training:** [Accessibility Best Practices for Web Content](#)
- **Video Transcription:** [otter.ai](#)
- **Color Contrast Checker:** [WCAG 2.1 Color Contrast Checker – ADA Compliance](#)
- **Font Best Practices:** [Accessible Fonts: The Key to Unlocking ADA Website Compliance \(adasitecompliance.com\)](#)
- **Language Simplifier:** [Hemingway Editor](#)



QUESTIONS?

Upcoming Webinars

- **Sept. 12, 1pm ET** | Issues with Debates & Candidate Forums
- **Sept. 19, 5pm ET** | Direct Voter Contact
- **Oct. 3, 1pm ET** | Preparing for Post-Election
- **Oct. 10, 5pm ET** | Bystander Training & Voter Intimidation

Recordings and slides for previous sessions are available at lwv.org/2024electionwebinars

Reminder: Track Your Impact!

- **As you do election activities, use tools to track your impact numbers!**
- **Annual League Survey** | Learn more about gathering data during election season, find data collection tools, and more on the 2024 Annual League Survey page on the League Management Site
- The Annual League Survey will be open in **January**

Share Your Feedback!

Please scan the QR code
and **take two minutes to
complete our training
session feedback form!**
Responses are anonymous.

