COMMUNICATIONS TOOL KIT

OCTOBER 2022

Resources for Sharing Voting Information
Presented by: Orange County Registrar of Voters

COUNTY OF ORANGE · CALIFORNIA

VOTE EASY.
VOTE SECURE.

ORANGE COUNTY REGISTRAR OF VOTERS

Table of Contents

INTRODUCTION

The Orange County Registrar of Voters is committed to protecting each registered voter's right to cast a ballot safely and securely. To help voters better understand how the State of California and Orange County are preparing for the November 8, 2022 General Election, this Communications Tool Kit provides a variety of tools to enable people and organizations to ensure local voters are well informed about how, when and where to cast a ballot. From social media posts, infographics, videos and more, this tool kit covers all the need-to-know information.

- Voting options – How to vote
- Voting locations – Where to vote
- Voting period – When to vote
- Safety – Creating a safe environment for Customer Service Representatives and voters
- Security – Protecting the election process and votes

Our hope is that you will share this information with your own networks of people.

The following sections will provide you with a description of the tool kit items we'd like you to share. Graphics can be accessed by clicking the link to Dropbox where you can then download and save the materials for your own use.

IMPORTANT TOPICS

There are many important topics we need to address as we ramp up for this election. Here is a list of the messages we have identified as critical for the general election. You'll notice these themes throughout the materials provided in the tool kit below.

- The "Vote Easy. Vote Secure." campaign has officially launched!
- You Have Voting Options – While Vote-by-Mail ballots are being delivered to all registered voters, there are several ways to vote, most notably the Vote Centers.
- Updating Your Voter Registration is Key – We're encouraging people to register (if they haven't) and voters to make sure the information they have on file is updated and correct!
- We Need the Community's Help – The Registrar of Voters team is currently scheduling voter education presentations to community organizations, and we're encouraging people to contact us about presenting to their group!

IMPORTANT DATES

- Thursday, September 29: Voter Information Guides delivered to the U.S. Postal Service
- Monday, October 10: Mail Ballots Delivered to U.S. Post Office / Early Voting Begins at Registrar of Voters office / Drop Boxes Open
- Monday, October 24: Last Day to Register to Vote
- Saturday, October 29: *SELECT* Vote Centers Open Across the county / Vote In-Person
- Saturday, November 5: All Vote Centers Open (more than 180 total sites) / Vote In-Person
- Tuesday, November 8: Voting Ends at 8 p.m.

TOOL KIT CONTENTS

The following materials have been created for distribution.

- Voter Education infographic
- Series of "explainer" videos
- Social media posts and graphics
- Newsletter articles
- Frequently Asked Questions (FAQs)

VOTER EDUCATION INFOGRAPHIC

OC ROV's voter education infographic visually demonstrates all the important information about voting methods, important dates, ballot tracking and security, and more.
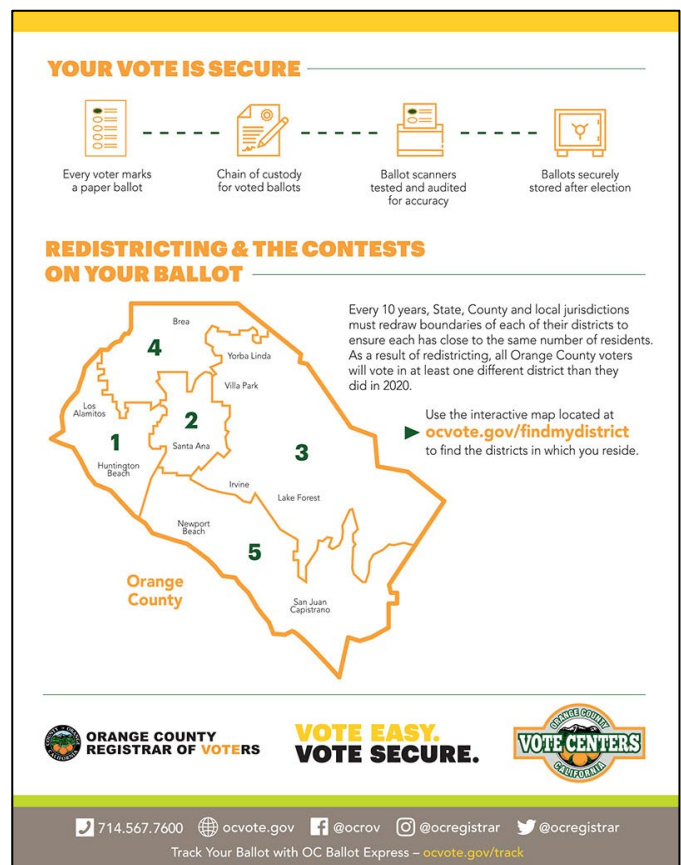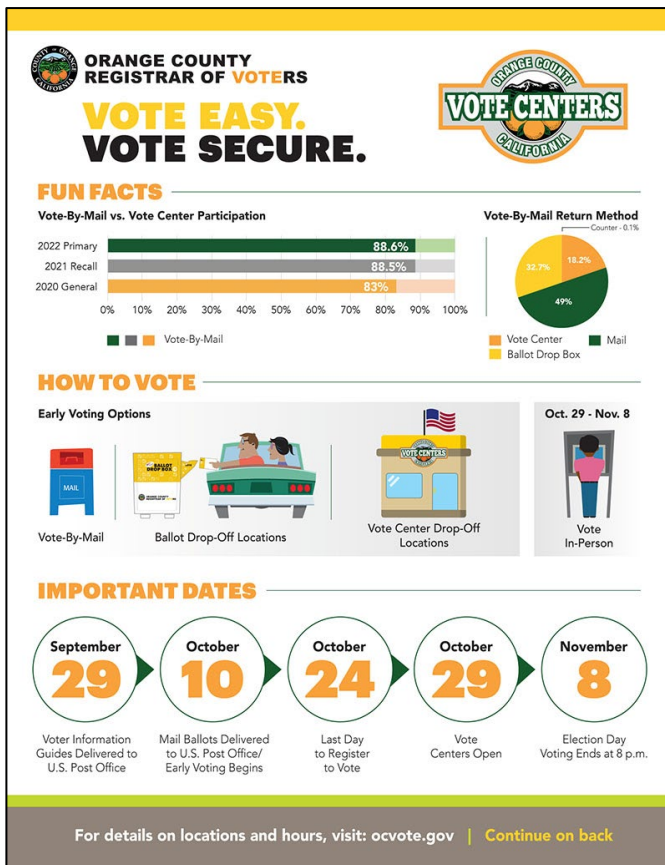
Click here to view the infographic in English.

Click here to view the infographic in Spanish.

Click here to view the infographic in Chinese.

Click here to view the infographic in Korean.
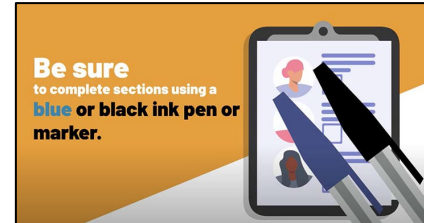
Click here to view the infographic in Vietnamese.

VIDEOS

A series of short "explainer" videos are available for download by clicking on the images below. Topics include:

- Customer Service Representative Recruitment for Vote Centers
- Ways to Vote
- Completing your Ballot

SOCIAL MEDIA AND GRAPHICS

The following social media content has been created so that you have a variety of posts to share with your network during election season (September through December).

Before getting started with posting, please consider these helpful tips.

- Feel free to personalize – While it is important key information remains unchanged, we know that your audience wants to hear from you! We encourage you to adapt the posts, so they are authentic to your organization.
- Tag the Registrar of Voters – Let us know you are sharing our info by including our social media handles within the post.
    - OC ROV Facebook - @OrangeCountyRegistrarOfVoters
    - OC ROV Instagram - @ocregistrar
    - OC ROV Twitter - @OCRegistrar

- Use hashtags – Enhance post visibility by incorporating key election hashtags.
    - #VoteEasyVoteSecure
    - #OCVote
    - #OrangeCountyCounts
    - #VoteCalifornia
    - #VoteEarly
    - #BallotSecurity
    - #YourVoiceYourChoice
    - #OCBallotExpress
    - #VoteReady (for posts about voter registration)

SOCIAL MEDIA AND GRAPHICS

Post #1: *Timing – September 15-October 24*
Facebook, Instagram and Twitter
October 24 is the deadline to register to vote for the General Election. Register to vote or update your registration today at ocvote.gov/registration.
#OCVote #OrangeCounty #VoterRegistration

Post #2: *Timing – September 15-October 24*
Facebook, Instagram and Twitter
#DYK you can check your registration status, check your ballot status or review your voter history online? Visit ocvote.gov/verify today.
#OCVote #OrangeCounty #VoterRegistration

Post #3: *Timing – September 15-October 24*
Facebook, Instagram and Twitter
Not sure if you're registered to vote? Go to ocvote.gov/verify to check your registration status and make any necessary updates before October 24.
#OCVote #OrangeCounty #VoterRegistration

TOPIC: HOW TO VOTE

Post #4: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
You've got options! Orange County voters can choose to cast their ballot by mail, at a ballot drop box, or at a Vote Center. ocvote.gov/options
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter

Post #5: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
Vote Centers are your one-stop shop for voting in #OrangeCounty. There are more than 180 Vote Centers open 4 of 11 days where you can drop off your ballot, vote in-person, register to vote, get a replacement ballot or receive in-person assistance.
#OCVote #VoteEasyVoteSecure #VoteCenter #VoteEarly

Post #6: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
Save time and avoid the lines! You can check Vote Center wait times in #OrangeCounty at ocvote.gov/time and pick a location near you.
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter #VoteEarly

TOPIC: HOW TO VOTE

Post #7: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
It's easy to find a Vote Center in Orange County near you! Go to ocvote.gov/time to search your nearest Vote Center and check live wait times.
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteCenter

Post #8: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
Keep an eye out for #OrangeCounty pop-up Vote Center sites! This unique mobile voting unit offers all of the voting services of traditional Vote Centers. View the pop-up vote site schedule at ocvote.gov/pop-up
#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting

Post #9: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
You don't have to wait until Election Day to cast your ballot in the 2022 General Election. Ballot drop boxes are available 24/7 beginning on October 10, and Vote Centers are open beginning October 29. Check ocvote.gov for a list of locations.
#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting

8

TOPIC: HOW TO VOTE

Post #10: *Timing – October 11-November 8*
Facebook, Instagram and Twitter
To ensure your mail-in ballot is counted, here are some helpful tips when filling it out:

1. Use blue or black ink when filling out your ballot.

2. Check your ballot for any damage, tears, or unclear marks.

3. Remember to sign the envelope before you mail your ballot or drop it off.

4. Mail ballots must be postmarked by November 8, so submit your ballot on or before that date.

For more information on completing your ballot, visit ocvote.gov/voting.

#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting

Post #11: *Timing – October 11-November 8*
Facebook, Instagram and Twitter
If you make a mistake on your ballot, you can simply make a clear notation correcting your vote. No need to initial or sign your name after the correction. If needed, you can ask for a replacement ballot or visit a Vote Center for assistance. For more information on receiving a replacement ballot, visit ocvote.gov/replacement.
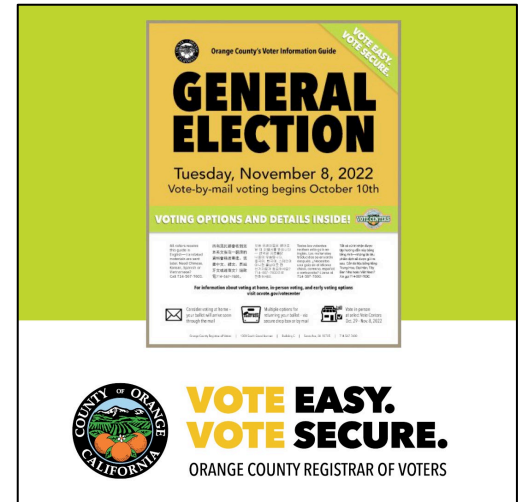#OCVote #VoteEasyVoteSecure #OrangeCounty #Voting

TOPIC: VOTER RESOURCES

Post #12: *Timing – September 29-October 14*
Facebook, Instagram and Twitter
Voter Information Guides mailouts started on September 29 to all registered voters in Orange County. Keep an eye out for yours. This helpful guide covers all the must-know information on the different ways to cast your ballot, the contests and measures that you can vote on, and much more. You can access an online version at ocvote.gov/vig.
#OCVote #VoteEasyVoteSecure #VoterInformationGuide

Post #13: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
There's a lot to know about the upcoming election, and #OrangeCounty has made it easy to find answers to your questions. Check out our frequently asked questions page.
ocvote.gov/faqs
#OCVote #VoteEasyVoteSecure #VoterInformation

Post #14: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
The last day to vote in the General Election is Tuesday, November 8. Get a head start on learning more about the candidates and measures on the ballot at
ocvote.gov/elections
#OCVote #VoteEasyVoteSecure #OrangeCounty #VoteEarly

TOPIC: VOTER RESOURCES

Post #15: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
The Registrar's Voter Lookup Tool has everything you
need to prepare for the November 8 General Election.
You can download a sample ballot, request a replacement
ballot or track your Vote-by-Mail ballot. Access it here:
ocvote.gov/track
#OCVote #VoteEasyVoteSecure #OrangeCounty
#VoterResources

Post #16: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Don't miss important deadlines! The Orange County
Registrar of Voters has an Election Calendar to help you
keep track of important deadlines for the November 8
General Election. ocvote.gov/elections/2022-general-
election-0
#OCVote #VoteEasyVoteSecure #OrangeCounty
#GeneralElection2022

Post #17: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
#OrangeCounty has voter resources in English, Spanish,
Vietnamese, Korean, and Chinese. When visiting
ocvote.gov, click on the appropriate language in the
upper right of the screen.
#OCVote #VoteEasyVoteSecure

TOPIC: VOTER RESOURCES

Post #18: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Do you have questions about the upcoming 2022 General Election? Contact the Orange County Registrar of Voters at 714-567-7600 or ocvoter@ocvote.gov.
#OCVote #VoteEasyVoteSecure

Post #19: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Track your Vote-by-Mail ballot every step of the way with OC Ballot Express. ocvote.gov/track
#OCVote #VoteEasyVoteSecure #OrangeCounty #Ballot

Post #20: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Orange County Registrar of Voters promotes accessibility for voters to cast their ballots and receive voter-education materials. Vote Center locations are all ADA compliant and offer ASL interpretation for any voters who need it.
#OCVote #VoteEasyVoteSecure #OrangeCounty #Ballot

TOPIC: VOTER RESOURCES

Post #21: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
At Vote Centers, Ballot Marking Devices for people with differing abilities will enable them to vote independently. Options include:

- Audio, large print, high contrast, controls for speed and volume

- Can use controller or use touch screen

- Can provide gloves or fingertip covers

- Can use your own headset or use ours

- Adaptable for sip-and-puff devices.

Training on these devices is available onsite, if requested.
#OCVote #VoteEasyVoteSecure #OrangeCounty

Post #22: *Timing – October 10-November 8*
Facebook, Instagram and Twitter
For Remote Accessible Vote-By-Mail ballots, voters with disabilities and overseas voters have the option to request a Vote-By-Mail ballot to be delivered electronically. This option also became available to all voters for every election beginning in 2020. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology, then printed and returned.
For more information, visit ocvote.gov/ravbm.
#OCVote #VoteEasyVoteSecure #OrangeCounty

TOPIC: ELECTION SECURY AND THE ELECTION PROCESS

Post #23: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Looking for trusted election information? The Orange County Registrar of Voters is the official government agency responsible for conducting fair and accurate elections in #OrangeCounty.
ocvote.gov/faqs/trusted-election-official-information
#OCVote #VoteEasyVoteSecure #ElectionInformation

Post #24: *Timing – September 15-November 8*
Facebook and Instagram
Every voter in Orange County will have one or more new districts on their ballot for the November 8 General Election. Using the Voter Lookup Tool, you can view your current districts and elected officials, including the newly assigned districts from the recent county redistricting.
ocvote.gov/verify
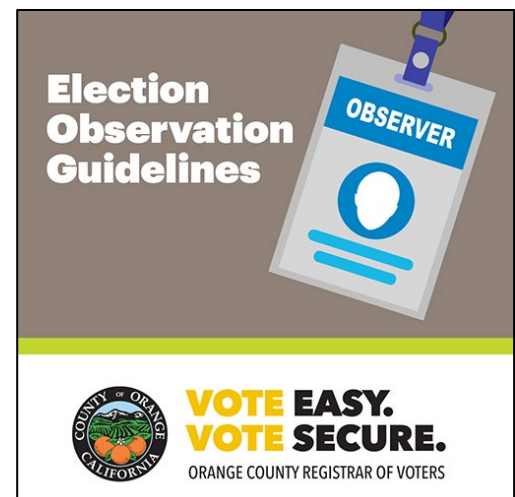#OCVote #VoteEasyVoteSecure #OrangeCounty
#Redistricting

Twitter
Every voter in Orange County will have one or more new districts on their ballot for the November 8 General Election. Using the Voter Lookup Tool, you can view your current districts and elected officials. ocvote.gov/verify
#OCVote #VoteEasyVoteSecure #OrangeCounty
#Redistricting

Post #25: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
Election observation guidelines are available at ocvote.gov/observe.
#OCVote #VoteEasyVoteSecure #OrangeCounty
#ElectionObservation

14

TOPIC: ELECTION SECURITY AND THE ELECTION PROCESS

Post #26: *Timing – September 15-November 8*
Facebook, Instagram and Twitter
You can request a speaker from the Orange County Registrar of Voters to present to your organization about election operations, voter registration, voter data and more. ocvote.gov/community
#OCVote #VoteEasyVoteSecure #OrangeCounty #Elections

TOPIC: CUSTOMER SERVICE REPRESENTATIVE (CSR) RECRUITMENT

Post #27: *Timing – September 15-October 14*
Facebook, Instagram and Twitter
For the November 8 election, Orange County is looking for dependable people to work at one of our Vote Centers. Pay starts at more than $20 an hour. If you're interested, visit ocvote.gov/jobs and search the term "Elections."
#OCVote #VoteEasyVoteSecure #OrangeCounty #Elections

NEWSLETTER ARTICLES

Do you have an organizational print or electronic newsletter? Or looking for good content to email your members/constituents? If so, we invite you to share the following articles with your network.

Article #1

How to Vote in Orange County in the 2022 General Election
Recommended timing for use: September 15, 2022-October 24

For the upcoming November 8 General Election, Vote-by-Mail ballots will be delivered to the U.S. Post Office on October 10.

Registered voters in Orange County have several voting options they can use to cast their ballot for the General Election. Voters can return their ballot by mail, or at one of the countywide drop boxes, or an Orange County Vote Center. Voters can also cast a ballot in person at a Vote Center. Learn more about your voting options at ocvote.gov/voting.

About 40 Vote Centers open on October 29, 2022. About 140 more Vote Centers will open on November 5, 2022 for the last four days of voting. At a Vote Center, you can vote, solve voter registration issues, register to vote, get a replacement ballot, or get general assistance.

To find a ballot drop box or Vote Center near you (and view live wait times), visit ocvote.gov/time.

The deadline to register to vote for the 2022 General Election is October 24, 2022. Register to vote at ocvote.gov/registration.

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."

NEWSLETTER ARTICLES

Article #2

The Voter Registration Deadline is October 24, 2022
Recommended timing for use: September 15, 2022-October 24

The voter registration deadline for the November 8 General Election is October 24. You can register to vote in Orange County online today at ocvote.gov/registration/register.

If you want to check your registration status, or if you need to make updates, you can do so online at ocvote.gov/verify.

If you are unable to meet the voter registration deadline, you can still conditionally register to vote through November 8, 2022. Conditional voter registration extends the existing 15-day registration deadline in California to eligible voters, allowing them to register and vote provisionally 14 days prior to an election and on Election Day.

You can conditionally register in-person at a Vote Center or at the Registrar of Voters located at 1300 S. Grand Avenue, Bldg. C, Santa Ana, 92705. You may also conditionally register vote online at ocvote.gov/register but must then go to a Vote Center or the Registrar of Voters to be issued a provisional ballot.

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."

Article #3

Vote Centers in Orange County Open on October 29, 2022
Recommended timing for use: September 15, 2022-November 8, 2022

Vote Centers are your one-stop shop for voting and registration needs for the 2022 General Election. There are more than 180 Vote Centers throughout Orange County where you can vote, solve voter registration issues, register to vote, get a replacement ballot or get general assistance. Select Vote Centers open starting on October 29, 2022, and all Vote Centers will be open starting on November 5 through November 8. You can locate a Vote Center and view hours of operations and live wait times at ocvote.gov/votecenter.

You still have the option to vote by mail or use a secure ballot drop box to cast your ballot. Vote-by-Mail ballots can be returned to the U.S. Post Office and do not require postage but must be postmarked by November 8. You can locate a secure ballot drop box near you at ocvote.gov/voting/dropbox.

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."

NEWSLETTER ARTICLES

Article #4

Redistricting in Orange County and the 2022 General Election
Recommended timing for use: September 15, 2022-November 8, 2022

Every 10 years, after updated census information is published, federal, state, county and local jurisdictions must redraw boundaries so each district is substantially equal in population. This process is called redistricting and helps districts continue to comply with the Voting Rights Act.

For voters in Orange County, redistricting will change certain items (candidate offices and measures) on the ballot. Please check your Voter Information Guide or the County's [Voter Lookup Tool](#) to view your current districts or find for more information.

If you have more questions about redistricting, check out the Redistricting FAQ created by the Orange County Registrar of Voters: [ocvote.gov/faqs/redistricting-faqs](#).

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."

Article #5

Important Dates for the 2022 General Election
Recommended timing for use: September 15, 2022-November 8, 2022

The Orange County Registrar of Voters created an Election Calendar to help you keep track of important deadlines for the 2022 General Election. You can access the calendar at [ocvote.gov/elections/2022-general-election-0](#).
- September 29, 2022 –Mailing of County Voter Information Guides Starts
- Monday, October 10: Vote-by-Mail Ballots Delivered to U.S. Post Office / Early Voting Begins at Registrar of Voters office / Drop Boxes Open
- October 24, 2022 – Voter Registration Closes
- October 25, 2022 through November 8, 2022 – Conditional Voter Registration
- October 29, 2022 – Select Vote Centers Open
- November 1, 2022 – Last Day to Apply for a Replacement Vote-by-Mail Ballot
- November 5, 2022 – Additional Vote Centers Open
- November 8, 2022 – Voting Ends at 8 p.m.

The Orange County Registrar of Voters has an FAQ page where you can find more information. [ocvote.gov/faqs](#). If you can't find what you're looking for, please contact the Orange County Registrar of Voters at 714-567-7600 or [ocvoter@ocvote.gov](#).

NEWSLETTER ARTICLES

Article #6

Election Security in Orange County
Recommended timing for use: September 15, 2022-November 8, 2022

Election security is a top priority for the Orange County Registrar of Voters. Security measures for the 2022 General Election include:

- Pre-election & post-election Logic and Accuracy tests
- 1% Manual Tally
- Risk Limiting Audit (RLA)
- Pre-election & post-election software version confirmation with SOS

Additionally, all votes are cast on paper ballots, and the vote tally system is not connected to the internet. The Orange County Registrar of Voters has partnerships with the Department of Homeland Security, local law enforcement and the District Attorney's office.

Registered voters have four safe and secure options to return their ballots in Orange County. You can vote by mail or return your ballot to a ballot drop box or a Vote Center. You can vote in-person at any of the Vote Centers, too. All four ways ensure that your ballot will be received by the Registrar of Voters.

You can track your ballot once you have returned it with OC Ballot Express. You also have the option to sign up for text and email updates. ocvote.gov/track

Remember, when filling out and returning your ballot, "Vote Easy. Vote Secure."

NEWSLETTER ARTICLES

Article #7

Resources for Voters with Disabilities and Overseas Voters
Recommended timing for use: September 15, 2022-November 8, 2022

The Orange County Registrar of Voters has resources available for voters with disabilities and overseas voters. All Vote Centers in Orange County will feature:
- Accessible voting machines to mark your ballot
- American Sign Language interpreter via video conferencing
- Curbside voting with a paper ballot
- Additional assistance upon request
- Voters that are unable to mark a ballot may bring up to two individuals to assist in voting

Additionally, the Remote Accessible Vote-By-Mail ballot provides voters with disabilities and overseas voters the option to request a Vote-By-Mail ballot to be delivered electronically. This will be available to all voters for the November 8 General Election. The electronic ballot can be downloaded to the voter's computer, marked using the voter's own assistive technology and then printed. ocvote.gov/ravbm

For any additional assistance, call the Registrar of Voters at 714-567-7600 or the toll-free number at 1-888-628-6837 or call the California Disability Rights Voting Hotline at 1-888-569-7955.

ocvote.gov/voting/accessibility/vote-center-and-ballot-drop-box-accessibility

FREQUENTLY ASKED QUESTIONS

OC ROV has developed frequently asked questions (FAQs) that address all the important questions about mail-in ballots and other vote methods, voter and poll worker safety, ballot security, and more.
Please click here for the FAQs.

RESOURCES

Orange County Registrar of Voters

Where to Register to Vote

Find Your Polling Place

Mail Ballot Drop-Off Locations

Track Your Mail Ballot

Electronic Voter Information Guide

Accessible Voter Information Guide

Remote Accessible Vote-by-Mail

Military and Overseas Voters

Election Results

COMMUNICATIONS TOOL KIT

OCTOBER 2022

Thank you for your support!

VOTE EASY.
VOTE SECURE.

ORANGE COUNTY REGISTRAR OF VOTERS