Stop Digital Voter Suppression™ Project Toolkit

A primer on digital voter suppression™

What is the Stop Digital Voter Suppression™ Project Toolkit

The **Stop Digital Voter Suppression™ Project** Toolkit contains important steps for tracking and broadcasting/sharing digital voter suppression efforts on social platforms. In addition, we've also included templates for tweets and Facebook posts that you can use 'as-is' or alter to fit your and/or your organization's style.

We encourage you to read through the Toolkit and help us counter and **Stop Digital Voter Suppression™** efforts in the 2020 Election, as well as any elections moving forward.

Remember: if you SEE something, Report It!!!

What is Digital Voter Suppression™?

Digital Voter Suppression™ is the use of online services/platforms to distribute inaccurate misinformation, disinformation, false data, mobile messages, and/or images for the sole purpose of suppressing the vote during any election season. This tactic is often used in conjunction with or in addition to **physical voter suppression** activities that have a digital, social networking, technical, or mobile component.

Disinformation is the weapon of choice targeting Black Americans & Voters

- Campaigns targeting Black Identity & celebrities
- The base of the party
- Criminal Justice
- Reparations
- Activist(s) Conspiracies
- Antivaxxers (in the context of COVID but similar to Tuskegee)
- False actors pretending to be:
  - Black Women
  - Black Lives Matter (BLM), and encouraging support for certain candidates
- Highlighting false links between Communism and Marxism and BLM

IMPACT

90K people in Michigan made it to the polls and didn't vote top of the ticket, including roughly 70K in Detroit alone. The candidate won by 11k in that one state but overall by only 77k.

How <u>YOU</u> Can Help Us Stop Digital Voter Suppression™

Make Sure that You Have Accurate Voting Information!

✓ **Rules are different** in different states. There are no blanket dates for everyone!

✓ **Point people to** official state and county sites:

Examples:

Washington State - https://www.sos.wa.gov/

Colorado - https://www.sos.state.co.us/pubs/elections/main.html

Pennsylvania - https://www.dos.pa.gov/Pages/default.aspx

✓ **You can also reference national sites, e.g. IWillVote.com** and **vote.org**

✓ **Know when early voting starts in your state! Depending on your state, this includes:**

In Person Voting

Vote by mail

Absentee voting

Join our Campaign!!

There are three ways to join the **Stop Digital Voter Suppression Project ™:**

- ➢ **Reporter:** If you SEE something, REPORT it directly to us!
- ➢ **Organizational Partner:** SOVAW is a 501-C3 Organization. Partner with us to make the **Stop Digital Voter Suppression Project ™** a national movement!
- ➢ **Member:** Be the groundswell change needed to make digital voter suppression a thing of the past, not the future!

Learn more at https://stoponlinevaw.com/stop-digital-voter-suppression-project/ and in the pages that follow…

Report to Us!!

Reporter Status is for individuals who want to help us track, directly impact, and **Stop Digital Voter Suppression™:**

➢ If you **SEE IT, REPORT IT** to us directly with screenshots and narratives.
➢ Be sure to report digital voter suppression efforts to the platforms on which they appear. The more that individuals like you report these events, the greater our impact.
  ➢ Awareness turns into action, and in turn, has a lasting impact on the overall problem.
➢ Seek out and be aware of **any and all** campaigns targeting Black identity, voters & celebrities.
➢ Use the **Stop Digital Voter Suppression™ Project Toolkit** to help others understand what is happening and how they too, can help.
➢ We hold privacy to be a key aspect of our work.

Report digital voter suppression here: https://stoponlinevaw.com/how-can-you-help-to-stop-digital-voter-suppression/
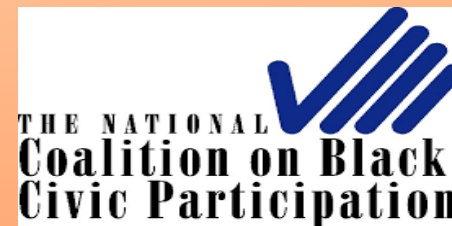
Become an Organizational Partner!!

Become an **organizational partner** to the **Stop Digital Voter Suppression™ Project** & SOVAW, our 501c3 Parent:

➢ Share our campaign with your members.

➢ Add your logo to our campaign and outreach materials.

➢ Be among the first to be informed about **any and all** disinformation reporting from our organization.

➢ Help to build the **Stop Digital Voter Suppression™ Project** into a nationwide movement.

Sign on here: http://stoponlinevaw.com/become-a-stop-digital-voter-suppression-project-organizational-partner/

Become a Member!!

By becoming a member of the **Stop Digital Voter Suppression™** Project, you join hundreds of others making a commitment to make our elections fair and ensure that every vote counts.

➢ Tell friends, family members, and others in the community about our campaign.

➢ Share our outreach materials and news.

➢ Be among the first to be informed about any and all disinformation reporting from our organization.

➢ Become part of the groundswell to build the Stop Digital Voter Suppression™ Project into a national movement.

➢ Members automatically receive our newsletter and get 10% off all Stop Digital Voter Suppression™ Project merchandise.
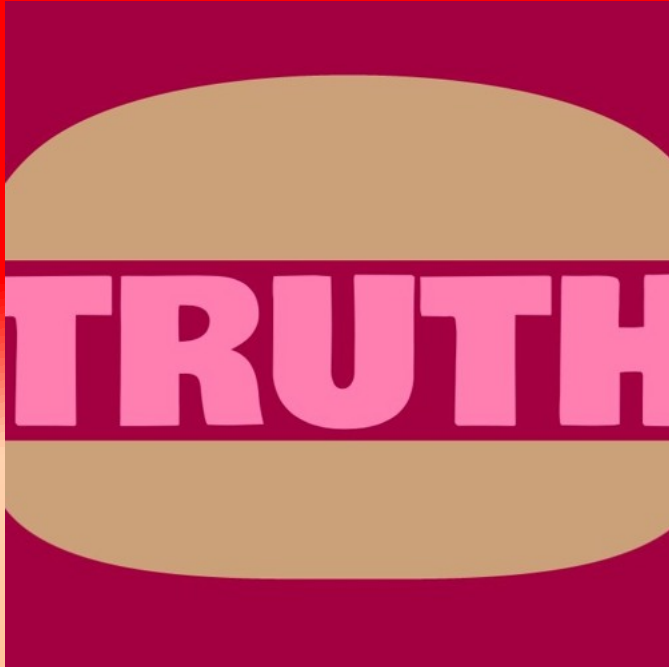
Sign on here: http://stoponlinevaw.com/become-a-member/

STEP 1: Don't Amplify Disinfo!!

✓ **THINK** before you engage or share.

✓ **AVOID** sharing headlines that include the disinformation.

✓ **BE CAREFUL!** Reshares and comments actually amplify disinformation, even if your intention is to debunk it! Remember that although most of the content may come from people you know (or are connected to), it can also originate with celebrities with huge followings.

Step 2: Use the Sandwich Method

If you decide to engage:

✓ First, **state** the facts.

✓ Next, **debunk** the disinformation <u>without</u> amplifying it.

✓ Lastly, **state** the facts again.

Step 3: Establish the Counter-Narrative!

- ✓ **Amplify** positive messages.

- ✓ **Only Repeat** the Facts.

- ✓ **Research** and choose appropriate vetted sources.

- ✓ **Know** your audience!

Share Articles with Good Headlines

Trump floats false, racist birther theory about Kamala Harris

A legal expert called it "100% bogus."

By **Will Steakin** and **Terrance Smith**
August 14, 2020, 2:08 PM • 6 min read

Kamala Harris is a Black woman: It's not complicated

By **Jeneé Osterheldt** Globe Columnist, Updated August 14, 2020, 7:42 p.m.   ✉ f 🐦 🖨 💬 394

Avoid Sharing Articles with 'Bad' or Misleading Headlines:

US & Canada

Trump stokes 'birther' conspiracy theory about Kamala Harris

🕐 14 August 2020   f 💬 🐦 ✉ ◁ Share

'Birther': Donald Trump says he's heard rumours Kamala Harris doesn't meet Vice President 'requirements'

msn.com | 08-14

Additional Resources

MoveOn: https://front.moveon.org/browse-campaigns/?utm_source=front&utm_content=nav

Fair Fight: https://fairfight.com/

When We All Vote: https://www.whenweallvote.org/

Common Cause: https://www.commoncause.org/

Brennan Center for Justice: https://www.brennancenter.org/

Black Voters Matter Fund: https://blackvotersmatterfund.org/

BWR – Unity Campaign: https://www.unitycampaign.org/

I Will Vote: https://iwillvote.com/

Vote.org: https://www.vote.org/

Sample Tweets

It's time to **Stop Digital Voter Suppression™** once and for all! Think before you engage or share, state the facts, & debunk disinformation. Join the movement! #stopdigivotersuppression #SOVAW

Just the facts ma'am. **Stop Digital Voter Suppression™** & ensure a safe & fair election for every1. #stopdigivotersupression #SOVAW #statefactsdebunkfiction

Protect the Black and Brown vote & **Stop Digital Voter Suppression™!** Share yr experiences w/the **Stop Digital Voter Suppression™ Project.** Join the movement! #stopdigivotersuppression #SOVAW

Sample Facebook Posts

Echoes of 2016...voter suppression, disinformation campaigns, foreign actors twisting fiction into fact. Have you had enough? Join the movement to **Stop Digital Voter Suppression™.** Submit your experience(s) to the **Stop Digital Voter Suppression™ Project**, an evolving narrative using your voices to protect Black & Brown votes this election and all elections moving forward.

https://stoponlinevaw.com/stop-digital-voter-suppression-project/

The **Stop Digital Voter Suppression™ Project** needs your help to expose digital strategies to suppress your voice AND your vote. Let's put an end to voter interference intended to confuse and discourage BIPOC from casting their voting ballots. Submit your experience(s) to the **Stop Digital Voter Suppression™ Project.**
https://stoponlinevaw.com/stop-digital-voter-suppression-project/

Questions? Inquiries?

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To contact the project directly - **info@stopdigitalvotersuppression.com**

Want more information? Visit us online - **http://stoponlinevaw.com/stop-digital-voter-suppression-project/**

Engage with us on twitter and follow #stopdigivotersuppression or @stopOVAW.

Merch to come…Expect Inspiring merchandise soon (t-shirts, coffee mugs, tech stickers, more!)