

# 5 WAYS TO CONVEY ELECTION LEGITIMACY

1

## Explain Mail-In Ballot Process

- Write a story about how mail-in ballots are sent out and counted
- Promote it in the lead-up to and aftermath of the election
- *Why?* Helps alleviate concerns of a free-for-all voting system

2

## Rethink Election Night Visuals

- Consider how graphs and other visuals influence perceptions of election legitimacy and explain with text and audio wherever possible
- *Why?* Sudden jumps in numbers as ballots come in lead some people to suspect fraud

3

## Clarify Differences Across States

- Outline differences in election rules across states
- *Why?* Election fraud claims benefit from confusion about the laws in different states

4

## Provide Context About Fraud

- Reports on mishandlings or mistakes should give context about whether an incident is isolated
- *Why?* People use these incidents as supporting points for their picture of more widespread election fraud

5

## Share Ballot Tracking Resources

- Where available, give information on how voters can track their ballots
- *Why?* Provides peace of mind about whether a ballot was received and counted