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AEA / LGA

Communicating Elections

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01 Promoting registration

Encouraging residents to register to vote, no matter their circumstances

Attitudes to registration

Our research tells us that **motivation** is the primary factor influencing a person's decision whether to register to vote.

Our new campaign aims to address this by encouraging people to see registering as something to be celebrated – ensuring you have the opportunity to have your voice heard – and associates the act of registering to vote with positivity and enthusiasm.

This, alongside the approval of passers-by, help us to increase the social 'norming' of registering.

'Show it off!'

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We see a diverse group of people in different scenarios showing off being registered to vote in quirky, unique and personal ways...



Campaign plan

This new multi-year campaign will first run from early March to 2 May.

The campaign will, as always, run across multiple platforms including:

- TV
- Radio
- Print media
- Out-of-home (including digital)
- Spotify
- Social media (Facebook, Instagram, X/Twitter)

Our media plan is available on request, and resources you can use on your channels will be provided in the usual way.

02 Raising awareness of voter ID

Helping residents to vote in person, should they wish to

Voter ID – ‘Note to self’ campaign

We will launch the ‘Note to self’ campaign this week, ahead of the May polls

We have resources available to use and share now including:

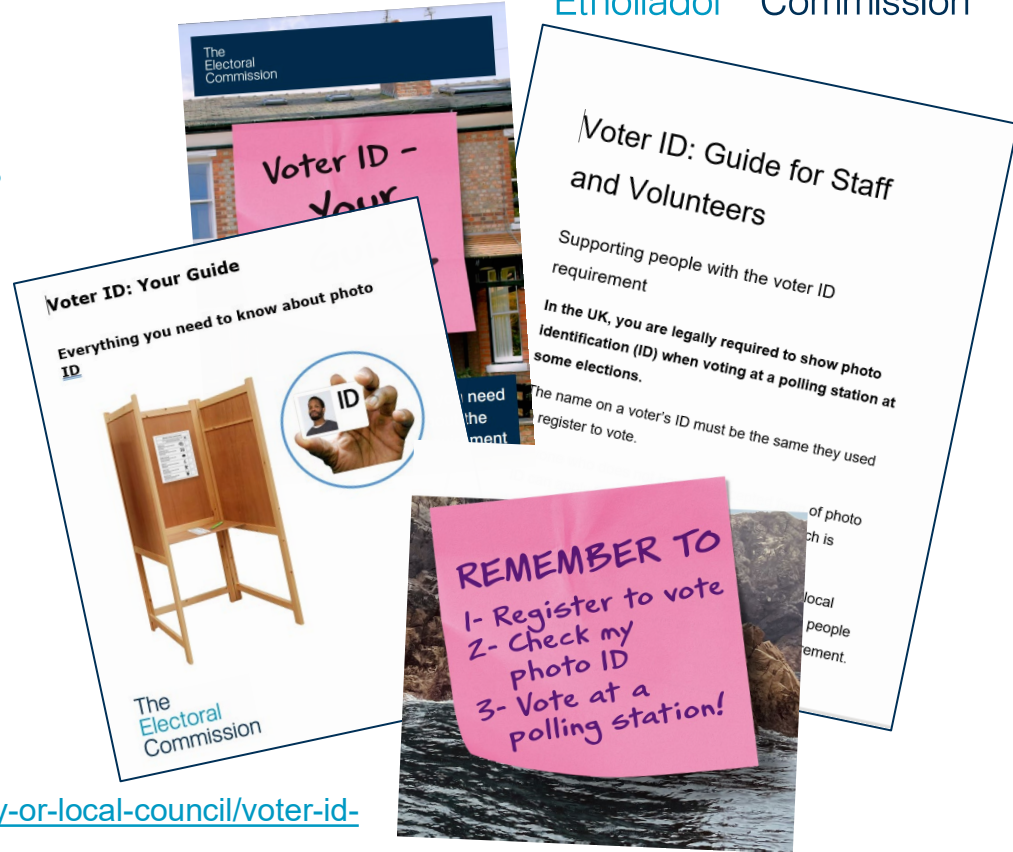
- Posters
- A5 flyer
- Social media graphics and web banners
- Web and newsletter copy
- Information in various accessible formats



Voter ID – Partner resources

We are updating existing partner resources – including a voter booklet, guide for staff, and social media graphics – so they apply to the May elections.

We will do likewise for the next UK Parliament general election, once it's been called.

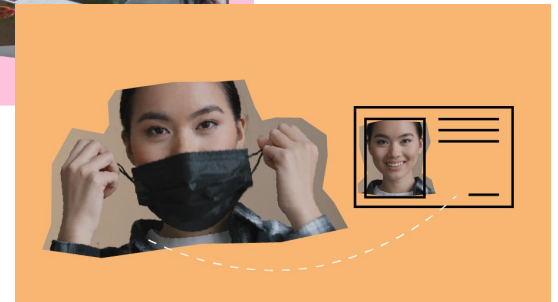
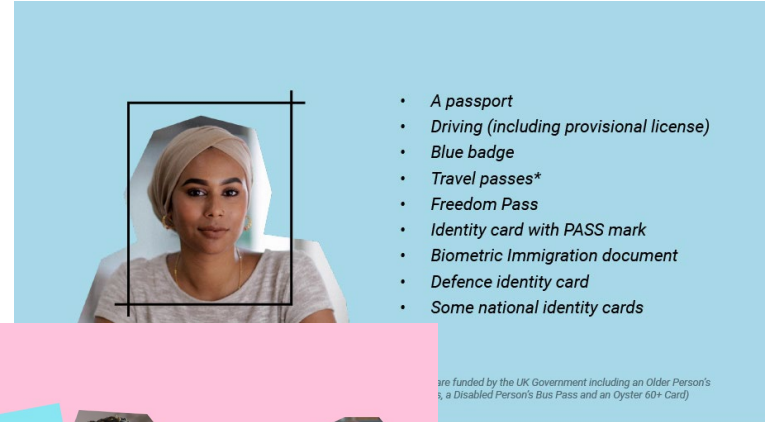


electoralcommission.org.uk/i-am-a/partner-charity-or-local-council/voter-id-resources

Voter ID – Explainer animations

We are developing a series of bite-size animations to complement our existing Voter ID resources:

- 9 episodes, to work individually or as a series
- Nation-specific information
- Flexible structure, so content can be added in future
- Partners can choose which aspects of the process to highlight on their channels



03 Other Elections Act changes

Helping you raise awareness of changes to absent voting, overseas voting and voting and candidacy rights for EU citizens

Absent voting

Helping you raise awareness of the new Postal and Proxy Voting Requirements and Online Absent Vote Applications

We have resources available to use and share including:

- Posters
- A5 flyer
- Social media graphics and template posts
- Web banner

Resources on the **Postal Vote Secrecy and Handling** provisions will be published soon



electoralcommission.org.uk/resources/democratic-engagement-resources/postal-and-proxy-voting-changes



Overseas voting

Helping you encourage residents to share information with friends and family living abroad

We have resources available to use and share including:

- Posters and A5 flyer
- Social media graphics and template posts
- Web banners and email signature
- FAQ
- Press release




electoralcommission.org.uk/i-am-a/partner-charity-or-local-council/overseas-friends-family-resources

Do you know a British citizen living abroad? Have they been away for more than 15 years? Tell them they can now vote in UK Parliament general elections and by-elections.

If they have lived away for less than 15 years, they can still vote in these elections as before.


They will have to confirm their details again every three years, and re-apply for their postal or proxy vote at the same time.

These changes do not apply to local, Scottish Parliament, Senedd or Northern Ireland Assembly elections.



To find out more, including how to register to vote, visit electoralcommission.org.uk/overseasvoters or scan the QR code.

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All Abroad!

Know a British citizen living abroad? They can now vote in UK Parliament elections, even if they've lived away for over 15 years.



Know a British citizen living abroad? They can now vote in UK Parliament elections.

All Abroad!

electoralcommission.org.uk/overseasvoters

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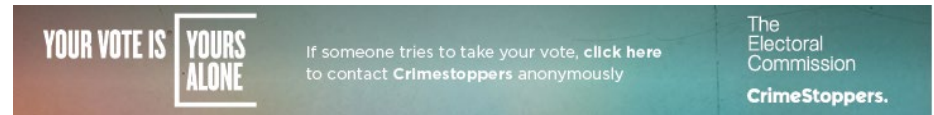
04 Your Vote Is Yours Alone

Raising awareness of, and helping to prevent, electoral fraud

Your Vote Is Yours Alone

This campaign, which we run in partnership with Crimestoppers, aims to raise awareness of and help prevent electoral fraud

- Will run in 10 local authority areas which have been identified as being at **high risk of electoral fraud** (locations TBC)
- Launch date TBC, will run until 3 May
- Runs on Facebook, Instagram, Google Search and Google Display
- Resources include: videos, posters, digital assets, leaflets, social media posts and images



05 Welcome To Your Vote Week

Celebrating attainers

Welcome to Your Vote Week 2024

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Monday 29 January to Sunday 4 February

- Awareness raising week to promote democracy education for young people
- Ask school, colleges and youth groups to start the conversation about democracy
- This year's theme is Your Voice Matters – decided by our youth voice champions



Welcome to Your Vote Week 2024, 29 January - 4 February

electoralcommission.org.uk/learning

YOUR VOTE MATTERS

DON'T LOSE IT



Welcome to Your Vote Week 2024

Monday 29 January to Sunday 4 February

Schools and youth organisations can get involved by:

- running a voter registration drive
- delivering one of our lesson plans
- organising an off-timetable Democracy Day in which your students design their own voter registration campaign
- playing democracy themed games
- creating fun social media activity and share it with #WelcomeToYourVote
- or doing something completely different



Welcome to Your Vote Week 2024

Monday 29 January to Sunday 4 February

You can support by:

- signing up to the week to receive social media assets and downloadable posters
- promoting the week on social media using #WelcomeToYourVote
- working with your schools and other youth facilities to hold your own events or activities
- spreading the word to colleagues
- letting us know what your plans are and stay in touch by emailing educationengagement@electoralcommission.org.uk



Questions?

