

Voter guides and engagement

Resources

- Slides: [Everything you need to know about voter guides](#)
 - [Voter guide repository](#)
 - [News Revenue Hub's guide to voter guides](#)
 - GovPack: Contact Erica Peterson at govpack.erica@gmail.com
 - [Knight Election Hub](#)
 - [Apply for research desk help here](#)
 - [TurboVote](#)
 - [ElectUp](#)
 - [Sunlight Search](#) - upcoming training sessions on candidate backgrounding and research desk help to support your reporting
[Apply for newsroom training here.](#)
 - Session 2 breakouts: [Strategies for engaging diverse audiences](#)
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Going beyond the election

What questions do you anticipate people will be asking post-election?

- What does this mean now that X ballot initiative has been passed?
- What does the new make up of city council or the legislature mean?
- How does this new program or office work? How can I access the resources?
- How will the makeup of Congress affect the my state?
- When will we have election results? How does ballot counting, legal challenges, etc. work?
- Are the newly elected people keeping their campaign promises?
- Readers: Will be asking - what's the impact of the election results on my county, town or area? What changes will I see?
 - Also curious: What's the balance of power in Congress? What's the balance of power in my state government?
- Editors (newsroom): How did readers engage with our stories? What stories were the most popular for our readers?
 - What can we tell about how readers consumed our stories in realtime?
 - Can we tell if readers signed up for our newsletters, accounts, subscribed, donated, because of our election coverage?
- Funders and small donors: Interested in understanding and measuring the impact of election coverage that was created
 - How many people/counties/states did coverage reach?

- What election-related efforts did the funding support?
- What outcomes did funding drive
- How will the results of this election affect what happens in the General Assembly during next spring's legislative session?
- How can I stay engaged with the political/civic/democratic process?
- What should I know about the current state of my local government? Who's familiar, who's not? What can I expect my new officials to do? What battles are ahead?
- Who is this person who got elected to office?
- How do we make sure the candidates fulfill their promises?
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What gaps in information might need to be filled after the election?

- Debunking election related disinformation (stolen election)
 - Explaining how new ballot measures, new offices, new third parties will function.
 - Explaining how new taxes or assessments will work?
 - Was my ballot counted? How do I know the results were accurate?
 - What does the recount process look like?
 - When will I know the final results?
 - What groups/individuals spent the most on local candidates' campaigns?
 - How are these newly elected officials tied to locally important issues/companies/interests?
 - **(Internally)** As a newsroom, what did we change about our election strategy this cycle, that we can learn/build on/leave behind for next cycle?
 - When do new propositions or initiatives start/take place?
 - When will politicians be sworn in?
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8-week post-election strategy roadmap

[Sample Post-Election Strategy Template](#)

Week 1: Analysis and strategy development (Sept. 16 - 20)

- What are your post-election engagement goals?/By November 8, what impact do you want your coverage to have had on your audience?
- Who are you accountable to? (e.g., funders, boss, readers)
- Who is your target audience? (It helps to develop audience personas)
- What type of content are you prioritizing?
- Have you outlined a content and social media strategy/calendar?

Goals

Target Audience

Week 2: Setting yourself up for success (Sep. 23 - 27)

- Early documentation: Review and jot down your current election coverage performance so far (capture current ESP numbers).
 - Track observations during the election cycle to complement quantitative data
- Establish methods for audience feedback (e.g., comment sections, surveys, social media)
- Tools and tips: Practical resources and ideas (i.e: Sophie's voter guide sign up email flow)

Week 3-7: Community building and follow-ups (Sep. 30 - Nov. 1)

- Weekly: Review your current stories and track developments
 - Do any stories need follow-ups?

Week 8: Reflection and analysis (Nov. 4 - 8)

- After election day, review content performance and insights
 - Retrospective: How did we do? How did we impact people?
 - Capture ESP again to evaluate the list's growth
- Summarize key learnings and identify actionable themes
- Share success stories with audiences and stakeholders