

Google tools for civics

National Association of Secretaries of State



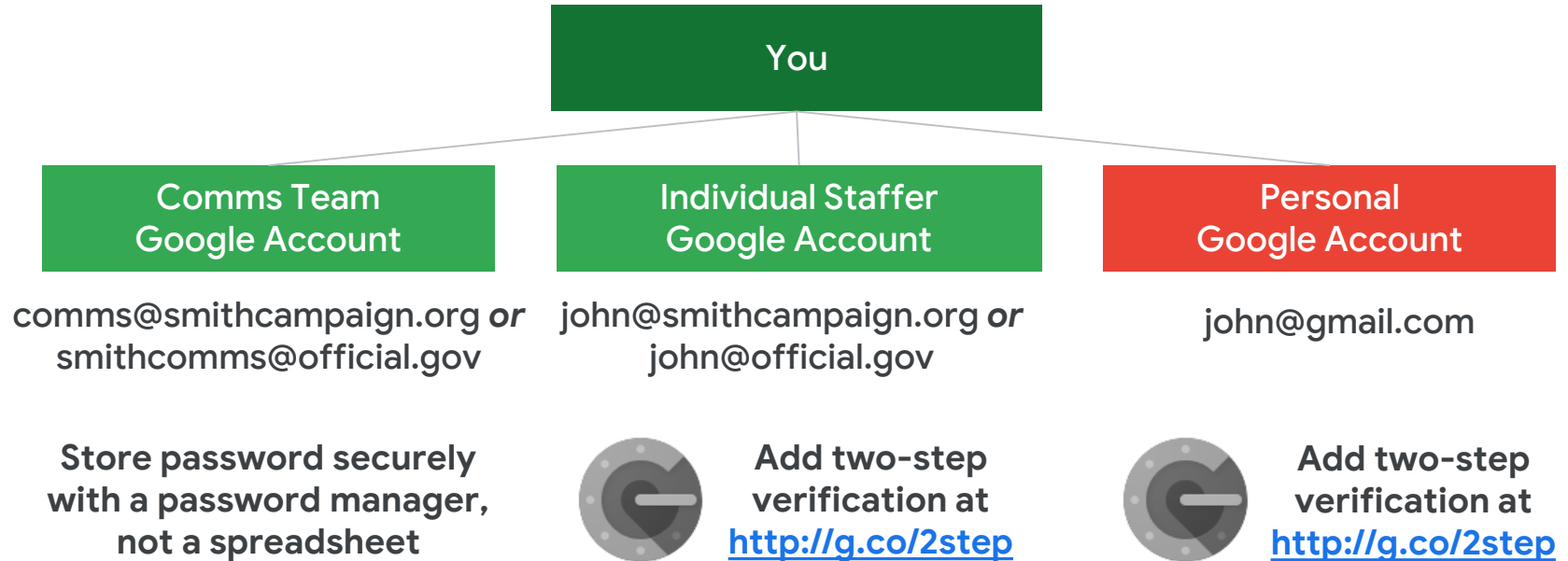
Google Civics Outreach

Agenda

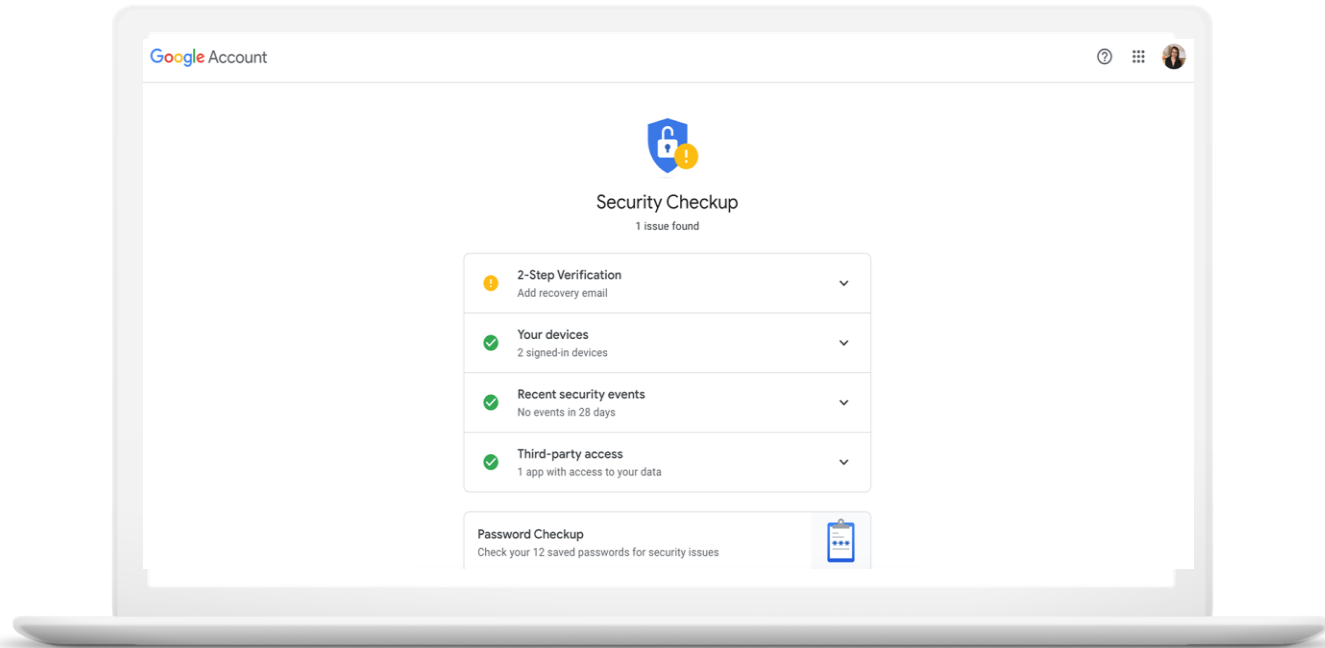
- **Setting up secure Google Accounts**
- **Establishing your presence on Google and YouTube**
- **Mis- and disinformation reporting**
- **2020 platform plans**

Setting up secure Google Accounts as a team

Add enhanced security to all your Google Accounts



Monitor the security of your Google Account at g.co/securitycheckup



Add greater security to a personal Google Account with the Google Advanced Protection Program

- **Purpose:** The Advanced Protection Program safeguards the personal Google Accounts of those most at risk of targeted attacks—like government officials, political campaign teams, journalists, activists, and business leaders.
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George Washington (February 22, 1732 – December 14, 1799) was an American political leader, military

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1st U.S. President



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Died: December 14, 1799, George Washington's Mount Vernon, Mount Vernon, VA

Presidential term: April 30, 1789 – March 4, 1797

Children: John (adopted); Patsy (adopted)

Spouse: Martha Washington (m. 1759–1799)

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Museum in Winchester, Virginia

Housed in a log cabin, President George Washington's 18th-century office includes period artifacts.

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Hours: Open · Closes 4PM

Phone: (540) 662-4412

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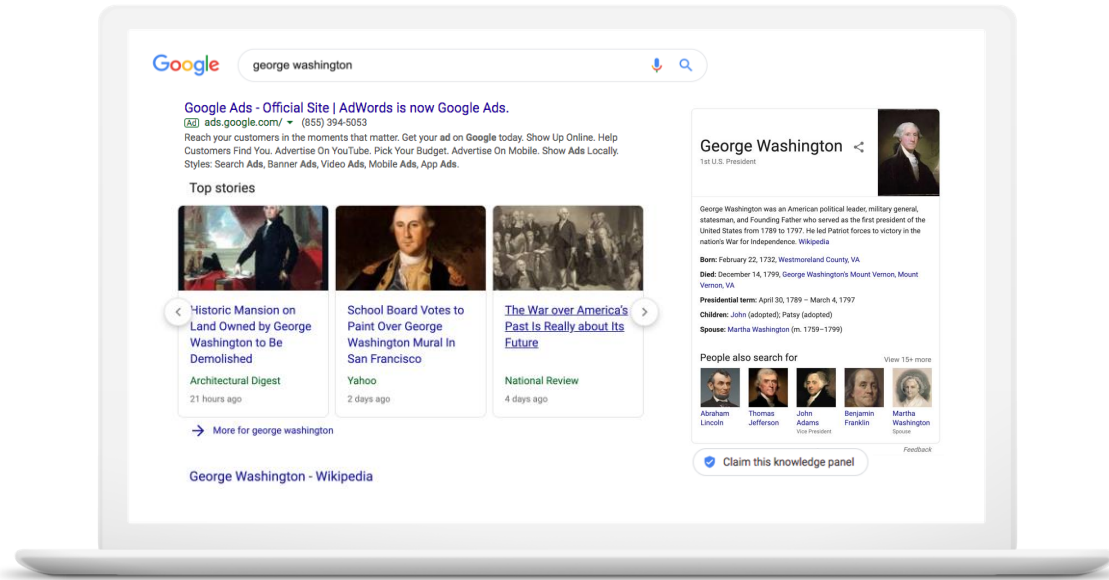
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Tool #1: Claim your Knowledge Panel

Knowledge Panels spotlight official information on public officials, candidates, and organizations



Start claiming your knowledge panel

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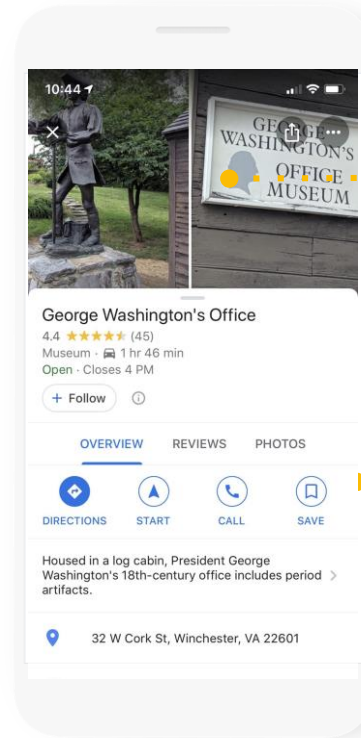
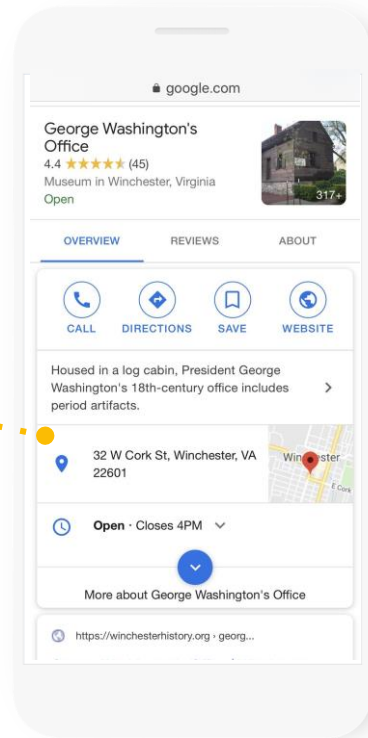
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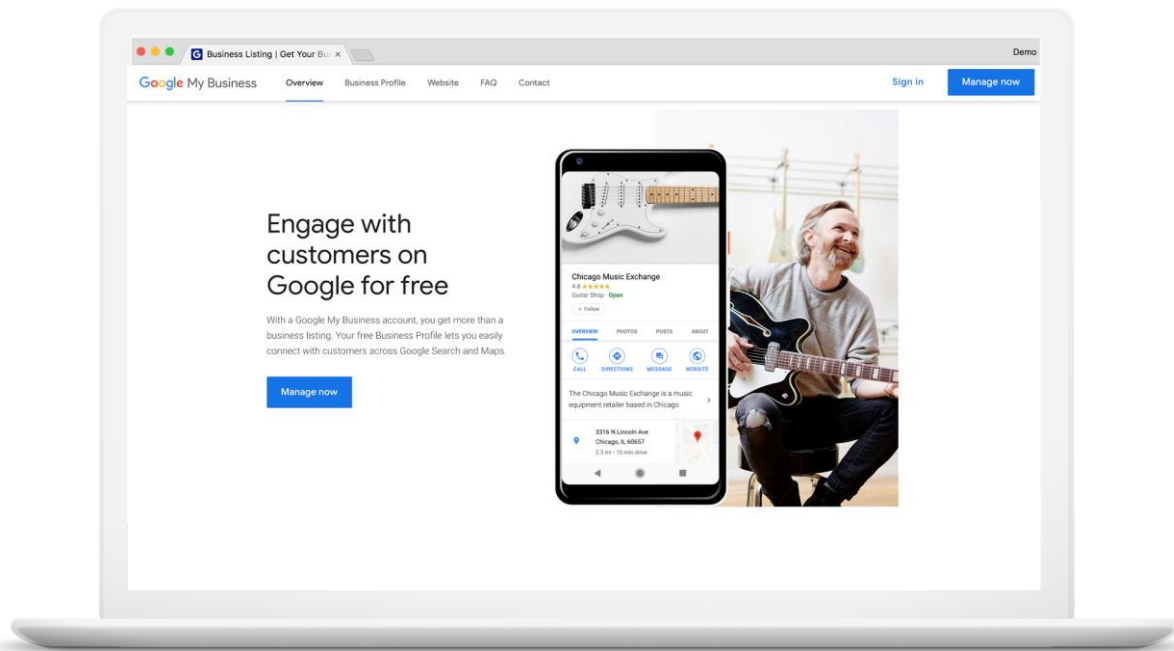
If you have multiple offices, the location that populates in Search will be based on user location



Take users inside your office with photos that showcase your work and constituency

All panels have quicklinks to call, get directions via Google Maps and your website

Get started at the website below



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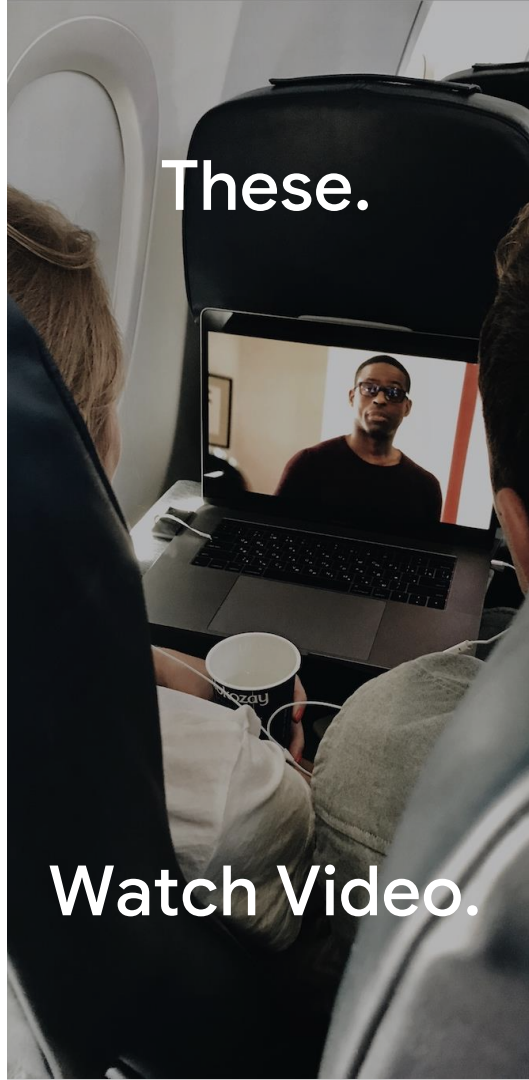
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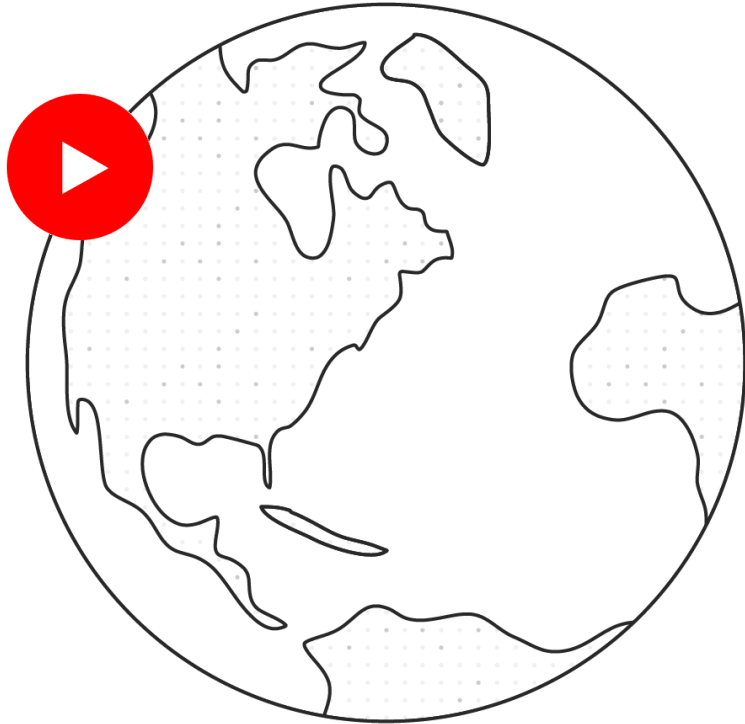
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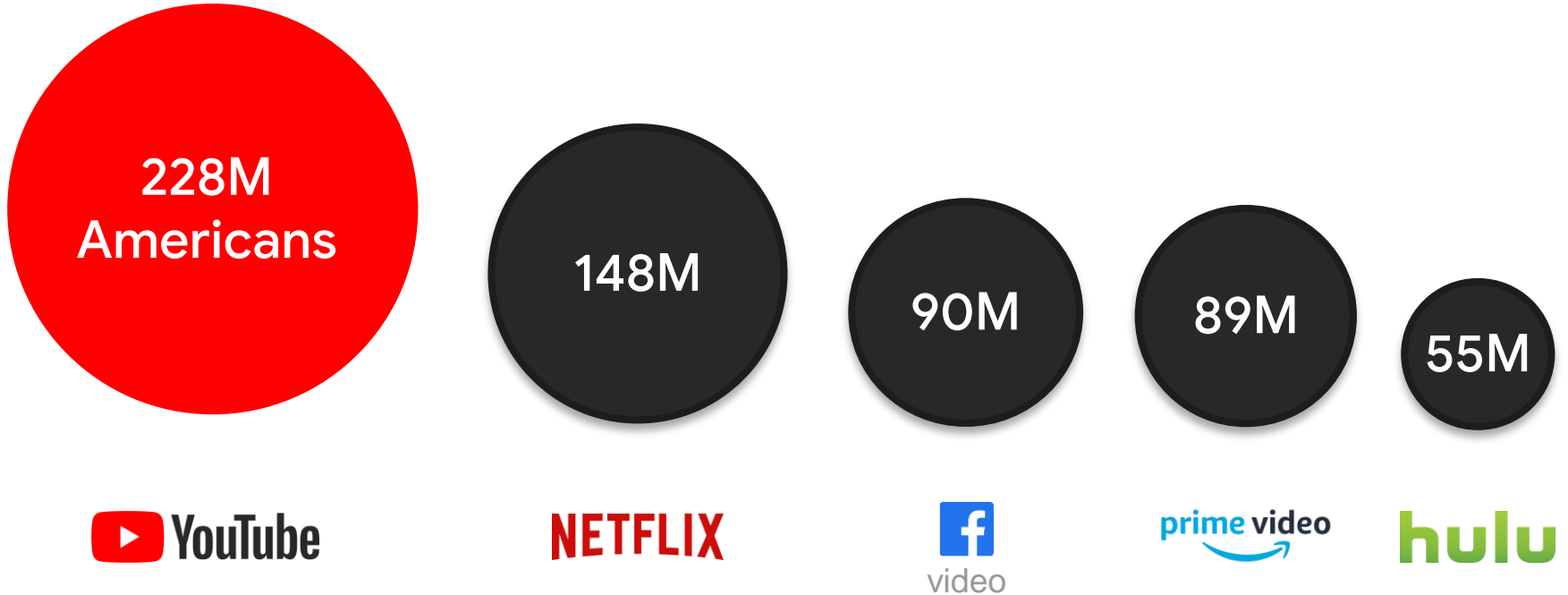


Globally, video will be

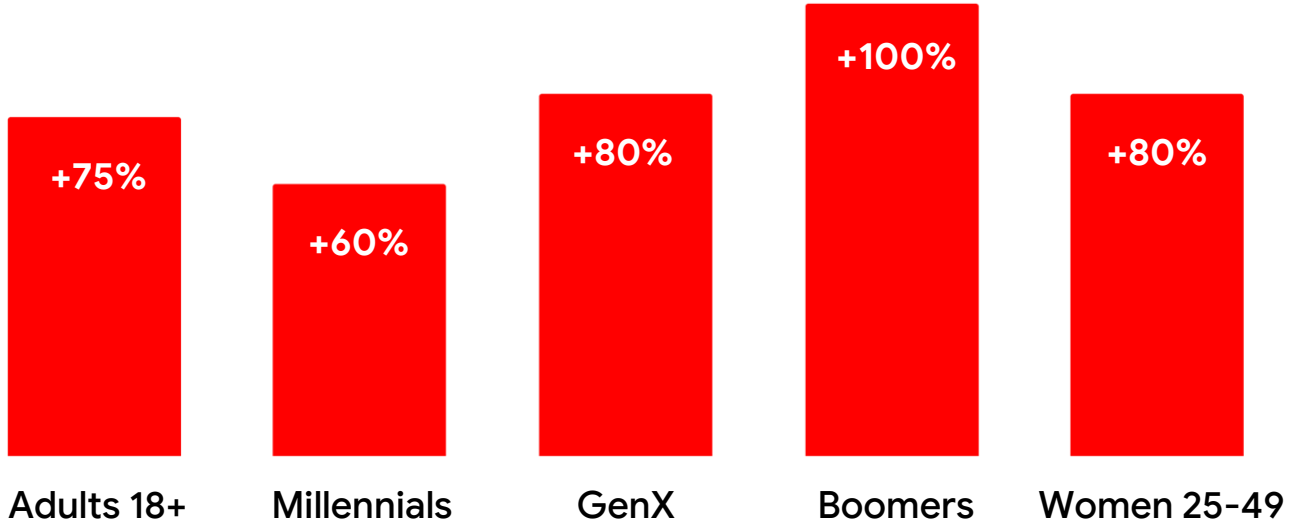
82%

of all consumer
Internet traffic by 2021

▼ Americans come to YouTube to watch video



▼ YouTube watchtime is growing for all generations





3x

**growth in viewership of
politics & news content since 2016**



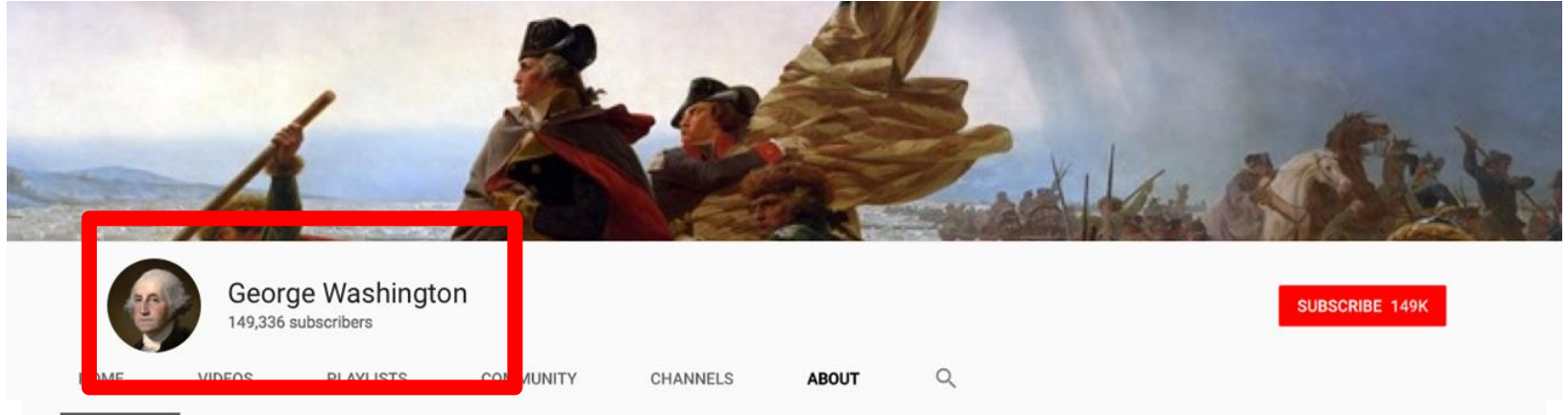
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MAINTAIN FREQUENCY



Your choice at this election on taxation



Your choice at this election on immigration



Your choice at this election on the economy

PM May's regular video series on policy issues

Mis- and disinformation reporting tools

● Tools to report misinformation:

- Google Search:
 - Provide Direct Feedback that appears in Autocomplete or Featured Snippets
 - Report Google Ads with our Report an Ad form
- YouTube:
 - Flag content on YouTube with our reporting tool

● Trainings:

- Take Google News Initiative's Verification Course and learn about tools that can help you verify the authenticity of images, videos, and reports.
- Learn more at goo.gl/e52ycb



2020 Elections

2020 platform plans



- Tackling threats and abuse
- Equipping campaigns
- Helping voters

Tackling threats and abuse



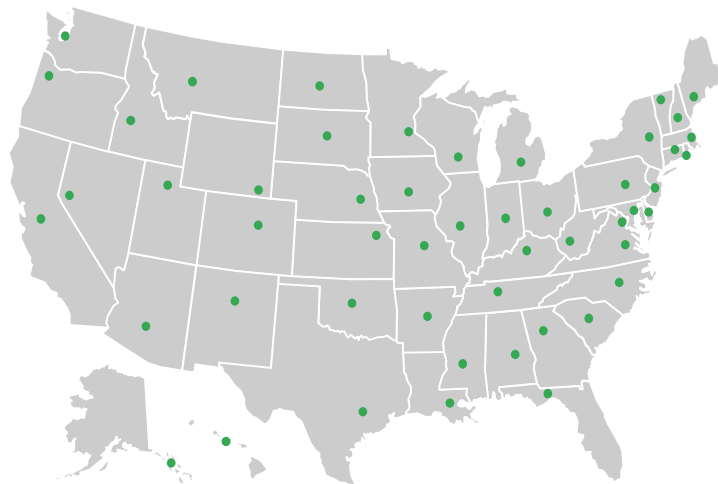
Our Trust and Safety teams span the globe to monitor account hijackings, inauthentic activity, disinformation campaigns, coordinated attacks, and other forms of abuse on our platforms on a 24/7 basis. We take seriously our responsibility to protect our users, and we're investing in policies and tools to protect people from harm and abuse, especially during elections.

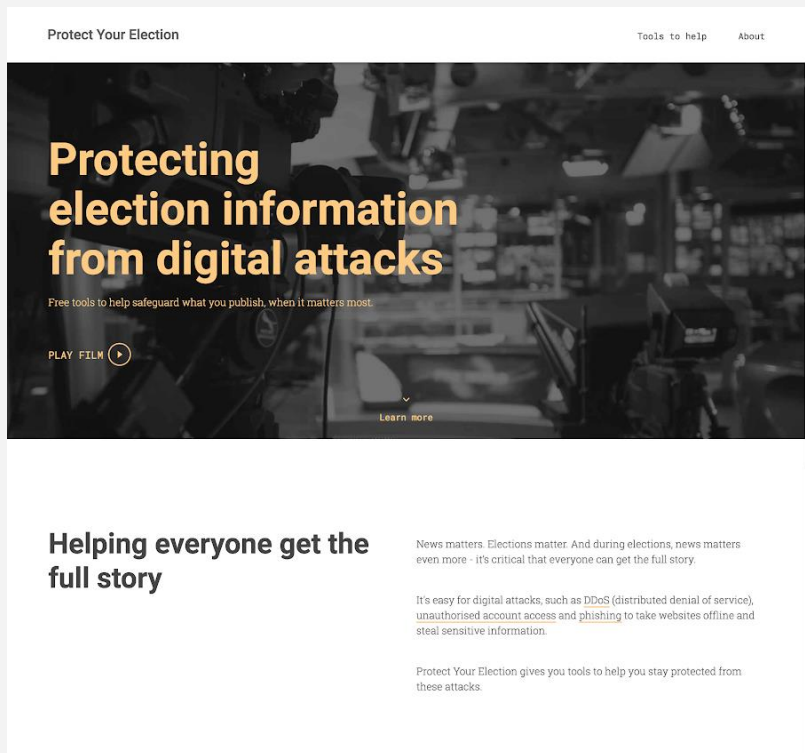
Equipping Campaigns



USC Annenberg Cybersecurity Initiative

With support from Google, the USC Annenberg Center for Communication, Leadership and Policy is spearheading an effort to educate election and campaign officials on ways to strengthen defenses against digital attacks on elections, truth and democracy ahead of the 2020 elections.






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Protect Your Election gives you tools to help you stay protected from these attacks.

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A program to help protect election-critical information from digital attacks

- Free tools and services to help defend against the most common digital attacks if you're a news organization, campaign, candidate, journalist, or site with election information
- Digital security and product trainings to help those most at risk learn how to protect themselves and their organizations
- Our goal: Ensure people can access candidate information, election reporting, voting results, and other election information when it matters most

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Team: civics-outreach@google.com
Andrea Holtermann: holtermann@google.com
Joe Dooley: jdooley@google.com

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