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

You

Comms Team Google Account
comms@smithcampaign.org or smithcomms@official.gov

Individual Staffer Google Account
john@smithcampaign.org or john@official.gov

Personal Google Account
john@gmail.com

Store password securely with a password manager, not a spreadsheet

Add two-step verification at http://g.co/2step

Add two-step verification at http://g.co/2step
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.

**Features:**
1) Use of a physical security key fob (or an iOS or Android device)
2) Limits to data sharing across apps to prevent breaches
3) Strongest vetting of account recovery requests
4) Deep scanning for incoming documents to prevent malware

**Learn more:** google.com/advancedprotection
Appearing in Google Search
How does Google Search work?
George Washington was an American political leader, military general, statesman, and Founding Father who served as the first president of the United States from 1789 to 1797. He led Patriot forces to victory in the nation's War for Independence. [Wikipedia]

Born: February 22, 1732, Westmoreland County, VA
Died: December 14, 1799, 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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People also search for
- Abraham Lincoln
- Thomas Jefferson
- John Adams
- Benjamin Franklin
- Martha Washington

[Link to George Washington on Wikipedia]
George Washington

Museum in Winchester, Virginia

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

Address: 32 W Cork St, Winchester, VA 22601

Hours: Open - Closes 4PM

Phone: (540) 662-4412

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Send to your phone

Business Profile through Google My Business
What tools do I use to fully establish my organization on Google Search?
Tool #1:
Claim your Knowledge Panel
Knowledge Panels spotlight official information on public officials, candidates, and organizations
Start claiming your knowledge panel

George Washington
1st U.S. President

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People also search for

- Abraham Lincoln
- Thomas Jefferson
- John Adams
- Benjamin Franklin
- Martha Washington

Sources include: CTCL, Wikipedia. Learn more

Claim this knowledge panel
Tool #2: 
Create a business profile for your office with Google My Business
Business Profiles make it easy to welcome constituents, visitors, and volunteers looking for your office online.

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

[Image of a laptop screen showing the Google My Business website]

google.com/business
We. All. Do. These.
Globally, video will be 82% of all consumer Internet traffic by 2021.

Source: Cisco Visual Networking Index: Forecast and Methodology, 2016–2021
Americans come to YouTube to watch video

- 228M Americans
- 148M
- 90M
- 89M
- 55M

eMarketer 2019.
YouTube watchtime is growing for all generations:

- Adults 18+ +75%
- Millennials +60%
- GenX +80%
- Boomers +100%
- Women 25-49 +80%
growth in viewership of politics & news content since 2016
Build your channel at youtube.com
Email us for channel verification and a custom handle

holtermann@google.com
Develop **Compelling Content**

**USE AUTHENTIC STYLE**

President Widodo’s (Indonesia) regular YouTube vlog series.

**EXPLAIN POLICY POSITIONS**

President Macron’s (France) policy video series.

**LIVE STREAM**

President Macri Rally Live Stream

**MAINTAIN FREQUENCY**

PM May’s regular video series on policy issues

- **KEEPING TAXES DOWN FOR ORDINARY WORKING PEOPLE**
  - Your choice at this election on taxation
  
  - 0:28

- **CONTROL OF THE NUMBER OF PEOPLE WHO COME TO BRITAIN**
  - Your choice at this election on immigration
  
  - 0:22

- **REWARDS ALL THOSE WHO WORK HARD**
  - Your choice at this election on the economy
  
  - 0:24
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.
Protect Your Election

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
Helping Voters

For years, we've worked with trusted organizations and built tools into Google Search to provide users with authoritative and objective information in a completely neutral way. Our systems are designed to elevate authoritative content when people seek information about topics such as elections or candidates.
Team: civics-outreach@google.com
Andrea Holtermann: holtermann@google.com
Joe Dooley: jdooley@google.com
Thank You