

Communications

Training and Educational Videos

The Elections Regina and Communications teams worked collaboratively with nine other municipalities across Saskatchewan to create five educational videos to share with the public, as well as three training videos to share with Election Workers as a reference tool to use in addition to in-person training. All videos were housed on [Regina.ca/elections](https://regina.ca/elections).

The videos were cost-shared between all municipalities which not only created continuity with municipal elections across the province but allowed each municipality to procure the videos at a much more manageable cost. Elections Regina and the Communications team will continue to work with the Agency in future years to incorporate any changes to the videos for the 2024 elections.

Marketing Campaign

The Communications team engaged the City's agency of record, Brown Communications to provide support for a marketing campaign.

The campaign took on unique branding reflected on the Elections Regina website, **[Regina.ca/elections](https://regina.ca/elections)**, with marketing material that aligned to promote general awareness, information on mail-in ballots, voter information cards, advanced polls and election day messaging.

The media buy focused on targeting all Regina residents who are eligible voters. The communications ensured voters had clear information about the election date, where to vote, how to vote and who was running. Mediums included digital, print, out of home (billboards) and radio running from August 22 through November 9. Understanding the changing environment that COVID-19 presents, online and social media were the key drivers of awareness.

Voter Information Cards

Information for eligible voters was provided through various forms of advertising including the Elections Regina website, news releases, earned media/press conferences, social media, newspaper, paid advertising campaign and the Voter Information Card (VIC). The card was personalized to each voter's information. The information included their polling location, the date of the election and other voting options, such as mail-in ballots and advance poll information.

VICs were mailed out to all eligible voter's residences, one per household, between October 19 and 23. The information provided on each card was addressed to the eligible voter(s) that resided at each civic address advising them of:

- The date of the election;
- Name and address of the polling location they are assigned to vote at on Election Day;
- Where to find more information on advance poll locations and dates;
- Free transit;
- Mail-in Ballots; and
- Which ward and public school board subdivision they reside in.

Additional promotion was done to show the design of the VIC to familiarize voters and help ensure they were not disregarded as flyers.

Identified Improvements for 2024:

- Improve the accuracy of the address database to ensure invalid address data is not included and that all eligible voters are receiving a VIC.
- Implement additional verification processes to ensure address data is being reviewed by additional areas.
- Work with our Communications team to investigate alternative means to provide voting information.

Website

To enhance the user experience of the election website, it was decided to move the previously independent website onto Regina.ca. This provided a one-stop shop for everything voters, candidates and workers needed to know on a website that was already established and well used. User testing was done to ensure language was understandable, it was easy to navigate and content was easily searchable. Feedback received was positive from candidates, media and voters that the site was user friendly and informative. The following information was readily available on the website:

- Candidate information
- Election-related forms
- Personalized voting information
- Voter eligibility requirements
- Workers' online application forms
- Educational videos
- Election results
- Election Worker Applications
- My Voter Info tool

The elections page had more than 1.35 million page views, an increase of almost 60 per cent over 2016. This could be attributed to the information being easier to find, users being more aware and engaged, and/or the different candidates running.

Social Media

To reach more people on social media, the decision was also made to close down the separate Elections Regina Facebook and Twitter accounts and have all information come from the City of Regina accounts. The City's Facebook and Twitter pages have 44,000 and 56,000 followers, respectively. The stand-alone elections Facebook and Twitter accounts had about 900 and 200 followers, respectively. This change allowed us to maximize reach to the City's already established followers to ensure more residents were receiving information in a timely manner. Each post had elections branding to differentiate the content as separate from a City of Regina post. Social posts were viewed and shared much more in 2020 than in 2016.