

Primary Election Public Awareness Timeline

Primary Date: June 9

Key Principle

Start broad. Increase frequency closer to the date.
Keep messaging simple, factual, and consistent.

8–10 Weeks Before Primary (Early April)

Planning & Preparation

- Acquire and Analyze Pickens County Voter Roles and available information

- Confirm official election dates and early voting details

- Assign communications roles

- Prepare informational templates (email, social, print)

Goal: Infrastructure ready.

6–7 Weeks Before (Mid–Late April)

Soft Awareness Phase

- First general email reminder (save the date)

- Social media announcement of Primary date

- Provide link to voter registration verification

- Begin volunteer signups for outreach

Goal: Early awareness without overload.

4–5 Weeks Before (Early May)

Information Distribution Phase

- Share early voting dates and locations

- Post graphics on social media

Submit informational notice to local press

Prepare door-to-door information cards

Goal: Make voting logistics easy to find.

3 Weeks Before (Mid-May)

Early Voting Push

Send reminder email

Begin phone outreach

Begin literature distribution in neighborhoods

Daily or every-other-day social posts

Goal: Promote early voting window.

Early Voting Period (2 Weeks Before Election)

Post countdown reminders

Highlight early voting hours

Remind voters to verify polling place

Encourage making a voting plan

Goal: Maximize awareness while early voting is open.

1 Week Before Election Day

Final reminder email

Social media countdown (5 days, 3 days, 1 day)

Final informational phone outreach

Share Election Day polling info again

Goal: Clear, repeated logistics.

Day Before Primary

Simple reminder post

Confirm polling hours

Share official lookup link

Keep it short and factual.

Election Day – June 9

Morning:

Post polling hours

Share official site link

Midday:

Reminder post

Late Afternoon:

Final reminder before polls close