

## STOP and CONSIDER before sharing information online

Dear stakeholder

Lots of information is generated during elections, and misinformation and disinformation can spread quickly.

For anything to do with elections and electoral processes in Queensland, the Electoral Commission of Queensland is your trusted source of truth.

If you see or hear something you're not sure about, visit our [Election Facts webpage](#) to ensure you have the facts about elections.

### Could you help us spread the word?

In this stakeholder kit, you'll find the following:

- information for your newsletters and website
- social media tiles to share on your organisation's channels
- links to videos to share.

Over the next six weeks, you'll also see our advertising campaign which will urge Queenslanders to **STOP and CONSIDER** before sharing election information.

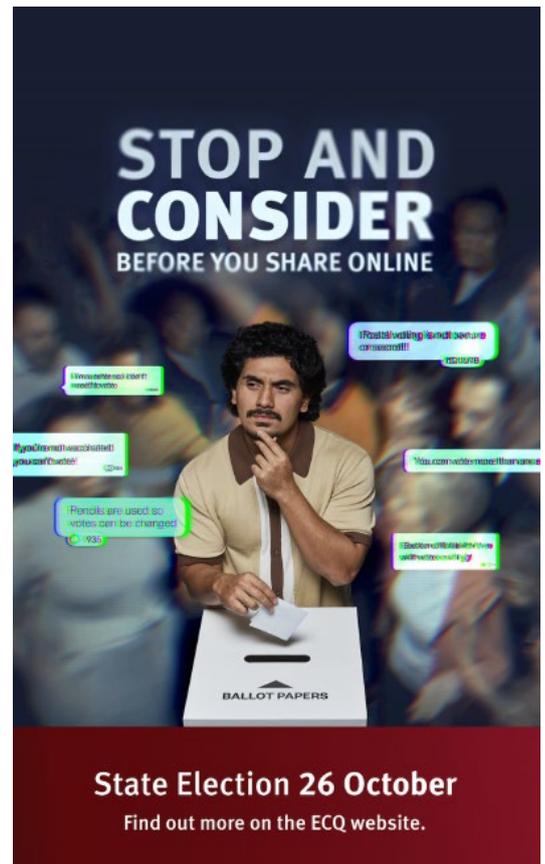
Please like and follow our social media accounts to stay up to date with the latest information about the 2024 State general election.

Sharing our message with your networks is another way you can help us and ensure people have the information they need.

If you have any enquiries, please email us at [communications@ecq.qld.gov.au](mailto:communications@ecq.qld.gov.au).

Thank you for your support

**ECQ Communication**  
**Electoral Commission of Queensland**



## Newsletter copy

### **STOP and CONSIDER before you share online**

During an election, you're likely to see and hear a lot of things – especially on social media. So, it's important to stop and consider whether information is factual before you share it.

Ask yourself a few questions. Does it come from a reputable source? Is it current? Could it be a scam?

ECQ is a trusted source of facts about elections in Queensland. So, if you hear or see something you're not sure about, visiting our [Election Facts webpage](#) will help ensure you have the facts about elections.

The ECQ website is also your definitive source of information for all things State elections. Visit us to learn where and when you can vote, how to request a postal vote and more.

**STOP AND CONSIDER**  
BEFORE YOU SHARE ONLINE

With the State Election coming up on **26 October**, you're likely to see and hear a lot of things—especially on social media. The ECQ is the expert authority that Queenslanders can trust. **Stop and consider** whether the information is factual before you share it. You can do this by asking yourself “Is it reputable, current, or a scam?”

Postal voting is not secure or secret!  
Electronic ballots interfere with vote counting!  
You can vote more than once!  
Friends are used to votes can be changed!  
There's another way to vote!  
If you're not vaccinated you can't vote!

BALLOT PAPERS

Electoral Commission QUEENSLAND

State Election 26 October  
Find out more on the ECQ website

ecq.qld.gov.au

## Our advertising campaign

The **STOP and CONSIDER** campaign is designed to raise awareness among electors about sharing potential misinformation and disinformation about the State general election.

<b>Campaign dates</b>	15 September–26 October 2024
<b>Channels</b>	Television (free-to-air, on-demand and subscription) Radio (metro, regional, First Nations radio, in-language on SBS radio) Digital (Facebook, Instagram, TikTok, LinkedIn, X, and Google search) Print (Courier Mail and regional press)
<b>Key messages</b>	<ul style="list-style-type: none"><li>• STOP and CONSIDER before you share information online about elections and electoral processes</li><li>• Does it come from a reputable source? Is it current? Is it true?</li><li>• For more information visit <a href="http://www.ecq.qld.gov.au/electionfacts">www.ecq.qld.gov.au/electionfacts</a></li><li>• The ECQ will always provide the facts about elections and defend Queensland’s democracy.</li></ul>
<b>Call to action</b>	STOP and CONSIDER before you share online For more information visit <a href="http://www.ecq.qld.gov.au/electionfacts">www.ecq.qld.gov.au/electionfacts</a>

## Video

[STOP and CONSIDER](#) – 30sec advertisement

## Social media tiles

Social media copy	Social media tile *
<p>Before you share information online – STOP and CONSIDER.</p> <ul style="list-style-type: none"> <li>? Does it come from a reputable source?</li> <li>? Is it current?</li> <li>? Could it be a scam?</li> </ul> <p>If you see or hear something you're not sure about, visit the ECQ's Election Facts page to ensure you have the facts about the election.</p> <p>Visit <a href="http://ecq.qld.gov.au/electionfacts">ecq.qld.gov.au/electionfacts</a> to learn more.</p>	 <p>The social media tile features a central image of a man in a light-colored shirt standing at a ballot box labeled 'VOTE'. The background is a blurred crowd of people. The text 'STOP AND CONSIDER BEFORE YOU SHARE ONLINE' is prominently displayed at the top. Several social media posts are overlaid on the image, each with a question mark icon and a brief snippet of text, such as 'This is a scam!', 'This is a scam!', 'This is a scam!', 'This is a scam!', and 'This is a scam!'. To the right of the man, there is a block of text: 'With the State Election coming up on 26 October, you're likely to see and hear a lot of things – especially on social media. The ECQ is the expert authority that Queenslanders can trust. Stop and consider whether the information is factual before you share it. You can do this by asking yourself "Is it reputable, current, or a scam?"'. At the bottom, there is a red banner with the Electoral Commission Queensland logo, the text 'State Election 26 October Find out more on the ECQ website', and the website address 'ecq.qld.gov.au'. A small line of text at the very bottom reads 'Authorised by the Electoral Commissioner of Queensland, Brisbane.'</p>

\* Social media tile can be downloaded from the [Resources page](#).

## Poster

[Download](#) a copy for your community noticeboards. A4 and A3 sizes are available.

# STOP AND CONSIDER BEFORE YOU SHARE ONLINE

With the State Election coming up on **26 October**, you're likely to see and hear a lot of things—especially on social media. The ECQ is the expert authority that Queenslanders can trust.

**Stop and consider** whether the information is factual before you share it.

You can do this by asking yourself “Is it reputable, current, or a scam?”

**Electoral Commission Queensland**

Find out more on the ECQ website

[ecq.qld.gov.au](http://ecq.qld.gov.au)