



**DISRUPT DISINFO
DEFEND DEMOCRACY**

**#WATCH THE
VOTE ATL**

*A Partnership Between The Institute For People & Technology at
Georgia Tech and The BLK+Cross*

**Campaign Reporting
Oct. 22, 2024 - Dec. 1, 2024**

Gr|B

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**DISRUPT DISINFO
DEFEND DEMOCRACY**

**CAMPAIGN
OVERVIEW**





Well-functioning democracies require accountable representatives, accurate and freely available information, equitable citizen voice and participation, free and fair elections, and an abiding respect for democratic institutions.

- David Singer, Head of the MIT Department of Political Science, on [Strengthening the Democracy](#).

Campaign Overview - Background

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The 2020 US General Election caused considerable upheaval not just at the nation's Capital, but at local election offices. Fulton County, Georgia, was and continues to be at the center of challenges to election integrity. Election integrity is not only determined by a county's ability to carry out the logistics of free and fair elections, but also in **how effectively mis- and disinformation is addressed**. Indeed, mis- and disinformation was widespread in Fulton County in 2020, including false accusations that poll workers engaged in voter fraud, and it continues to this day. Fulton County based **Georgia Tech Institute of People & Technology**, and **The BLK+Cross** have partnered to support critical local efforts to build the local community's response capacity and resilience to mis- and disinformation.

Rooted in close collaboration with local partners such as the **The Carter Center, Fulton County** and [Georgia CEAL RESTORES](#), this effort is of national import and provides models and methods replicable across the country. Through 1. training of students, project collaborators, and volunteers; 2. public interest technology deployment; and 3. A final report and toolkit, Georgia Tech & The BLK+Cross will build capacity and provide new educational materials on how local communities can build resiliency to mis- and disinformation at the county level.

The BLK+Cross brings over twenty years of experience engaging BIPOC, youth, and socially vulnerable populations through culture, and Georgia Tech brings world-leading expertise in mis- and disinformation and safe and secure elections, including over fifteen years of experience helping local and national coalitions for election integrity respond to electoral mis- and disinformation.

Campaign Overview - Project Collaborators

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The BLK+Cross

- **Em Elliott**
 - Project Management
- **Meghan Knoll**
 - Client Service Director
- **Evan Malbrough**
 - Amplification
- **Candace McGinty**
 - Social Media
- **Vanessa Toro**
 - Creative Lead

Institute For People & Technology, Georgia Tech

- **Alberto Dainotti**, Associate Professor
- **Ryan Shandler**, Assistant Professor
- **Michael Specter**, Assistant Professor
- **Terry Foster**, Constellations Fellow

The Internet Intelligence Lab, Georgia Tech

The Carter Center

- **Anthony DeMattee**, Data Scientist

Partnership For Southern Equity

Georgia CEAL RESTORES

Campaign Overview - Goal + Objectives

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Goal

This project sought to build capacity for local communities, namely universities and local community collaborators, to make use of public interest technology (PIT) and training to counter mis- and disinformation in the context of elections. Our goal is to support critical local efforts to build response capacity and resilience to mis- and disinformation during elections, particularly the 2024 General Election in Fulton County.

Objectives

- Develop skills in students and community members to become Trusted Messengers of elections security information & Community Advocates for fair and safe elections.
- Raise awareness of mis/disinformation on the internet.
- Drive civic engagement in the form of monitoring mis and disinformation, veracity-checking, and disseminating the truth.
- Build community.



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Campaign Overview - Strategies & Methods

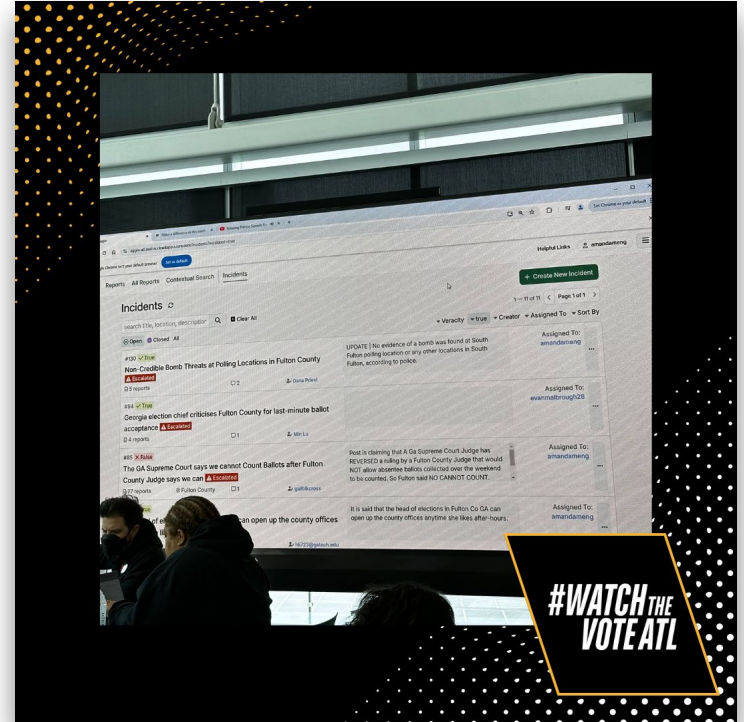
#WATCHTHE
VOTEATL

Strategy #1

Deployment of public interest technology tools to track parts of the Internet for mis and disinformation that could disenfranchise voters.

Methodology

For three consecutive days surrounding the November 5th general election, we deployed Aggie, an open source tool developed at Tech for active monitoring of events over the Internet. It was first deployed in Nigeria in 2011 and has since been deployed in Africa, Asia, and Latin America to monitor content on the Internet including reports of election-related irregularities or hate speech. It relies on a data pipeline that aggregates content posted on the Internet through APIs. The front-end of Aggie is a web-based platform that allows for incident tracking across various users.



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Campaign Overview - Strategies & Methods

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Strategy #2

Train and stand up a multi-stakeholder team to monitor, track, investigate, and escalate mis- and disinformation content during a three-to-four-day period around the Election Day and during any subsequent events such as a run-off, vote certification, or inauguration. This process has been practiced and well researched by Georgia Tech worldwide in countries across Africa, Asia, and Latin America.

Methodology: Preparation

Monitoring the Internet during elections requires dedicated social infrastructure to make use of the tracking technology described above. Monitoring involves a human-in-the-loop process to track, identify, verify, and escalate mis- and disinformation. Training involved in-person sessions at Tech for volunteers and students to understand the tracking protocol and gain hands-on experience with the web-based tracking platform. Guides were also developed and provided for the tracking team to reference.



Campaign Overview - Strategies & Methods

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Methodology: Active Monitoring

During the three-to-four-day period around the General Election on November 7th, volunteers and students will monitor around the clock for content that could disenfranchise voters using the monitoring tool. The monitoring team will identify content that appears to be mis- and disinformation and investigate the content for veracity.

Once veracity checking is complete, the information will be shared publicly via our project website and through partner channels of dissemination. In addition to escalation of incidents as they occur, the monitoring center will provide regular updates each hour to summarize activities and observations. Subsequent active monitoring may be conducted on an ad hoc basis, depending on unfolding events such as runoff, recount, or delays in certification.

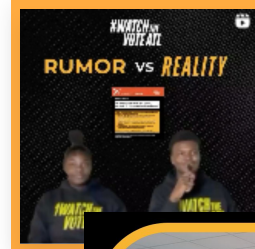


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Campaign Overview - Ambassadors

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Ambassadors	
Total Ambassadors	49
Georgia Tech Ambassadors	26
Community Ambassadors	23
Shifts	8



Campaign Overview - Engagement Channels

#WATCHTHEVOTEATL

WatchTheVoteATL in the Alive & In Color Weekly Watch

#WatchTheVoteATL Newsletter



#WATCHTHEVOTEATL is a community-academic partnership led by [The BLK+Cross/Alive and In Color](#) and [Georgia Tech Institute for People & Technology](#) to track and disrupt election misinformation in Fulton County.



Peer Voices

Meet **Floresca Decorena**, one of our incredible [#WATCHTHEVOTEATL Peer Ambassadors](#) from Georgia State University!

Thanks to ambassadors like Floresca, our communities are now more informed, more empowered, and better prepared to defend democracy for the future.

NEW Toolkit OTW!

Along with tracking and countering false narratives on social media in real-time leading up to the election, our team also created a [Social Media Toolkit](#) that we encourage everyone to download and use. Stay tuned for the updated version!



[WatchTheVoteATL.org](#)

More on Election Dis/Misinformation:

- [Georgia Tech and The BLK+Cross Launch #WATCHTHEVOTEATL to Fight Election Misinformation](#)
- [How to Avoid Spreading Misinformation in a Democracy](#)
- [Why Misinformation Continues to Drive Election Narrative](#)



#WATCHTHEVOTEATL is a community-academic partnership led by [The BLK+Cross/Alive](#) and [In Color](#) and [Georgia Tech Institute for People & Technology](#), to track and disrupt election misinformation in Fulton County. The #WATCHTHEVOTEATL team will be monitoring social media and the web in real-time, tracking content that could mislead voters or disrupt the election process. Join the movement - partner with #WATCHTHEVOTEATL or become an ambassador. **We have 20 slots for paid student ambassadors who are NOT attendees of Georgia Tech.** Learn more via the link below:

More on Election Dis/Misinformation:

- [3 Ways You Can Push Back Against Election Misinformation](#)
- [How to Avoid Spreading Election Misinformation](#)
- [This Election Year, Fighting Misinformation is Messier and More Important Than Ever](#)

[WatchTheVoteATL.org](#)



ATL Join [Science The Shame](#) and Principal Strategist of [The BLK + Cross](#), [Gail A. Brooks](#), on 10/22 for the Empowered Minds Conversation Series featuring guidance on understanding electoral misinformation, tools for verification, and constructive dialogue! [REGISTER](#)



With less than two weeks until Election Day, there is no time to waste getting the word out about election mis/disinformation!

If you haven't followed [#WATCHTHEVOTEATL](#) on social media, NOW is the time! Follow us and check out our website for [#WATCHTHEVOTEATL](#) updates! Our team has already started monitoring online chatter about the Fulton County election, you can help us report our scope by [checking up suspicious accounts](#), news, etc. to track. Along with tracking and countering false narratives on social media in real-time leading up to the election, our team has also created a [Social Media Toolkit](#) that we encourage everyone to download and use.

[Download Social Media Toolkit](#)

With the [Social Media Toolkit](#) you'll find:

- **Background Info** - Provide context on the issue of election mis/disinformation
- **Call to Action** - Ways to [WATCH](#) - how you can take action in real time the election
- **Dis/Tactics** - How to identify and counter mis/disinformation
- **Sample Social Media Posts** - including captions + hashtags + templates
- **Ways to Spread the Word** - Amplify your 'Vote! from your network!



It's our Monday afternoon Incident Report from the [#WATCHTHEVOTEATL Social Media Tracking Center \(SMTC\)](#)! These are all the incidents we've found over the last four hours and whether they've been verified as True or False. Read on for more details and links to share the verified information with your networks!

[Incident Report - 11/04/24 - 2:30pm](#)

Our Social Media Tracking Center team identified 2 incidents this past weekend and 1 incident this morning that were verified as False. We are currently investigating several more claims and they will be included in our next update.



Nov 4, 2024

"Republican Poll Observers Were Initially Denied Access to County Election Offices During Extended Drop Off on Nov 2, 2024"

Fulton County initially denied Republican poll observers at county election offices during the extended drop off period the weekend of November 2, 2024. Fulton County elections leadership has clarified with all staff that observers are permitted to watch the absentee ballot return process. Fulton County did alert the monitoring group contracted by Fulton County, and the group dispatched observers.

During Fulton County's in-person ballot return hours on Saturday, a total of 105 absentee ballots were returned.

Incident Report from the [#WATCHTHEVOTEATL Social Media Tracking Center \(SMTC\)](#).

Additional Details on Dropping off Absentee Ballots:
The process of dropping off mail-in ballots at county election offices has always been a safe and secure way to deliver mail-in ballots. Any voter who dropped off their mail-in ballot already applied and was accepted to be able to 1988 absentee and always had the option to drop off their ballots to county election offices. No voter who went to the county offices during the weekend was able to

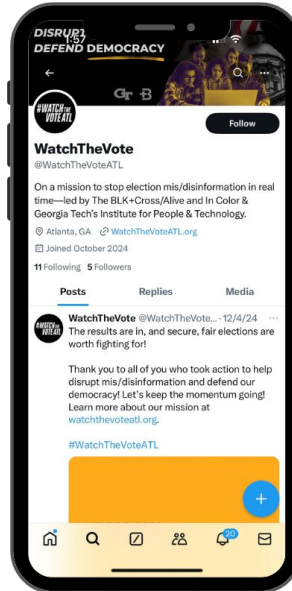
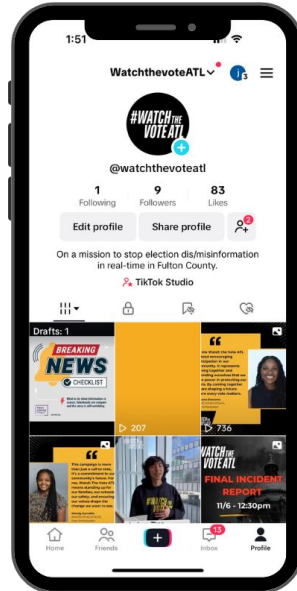
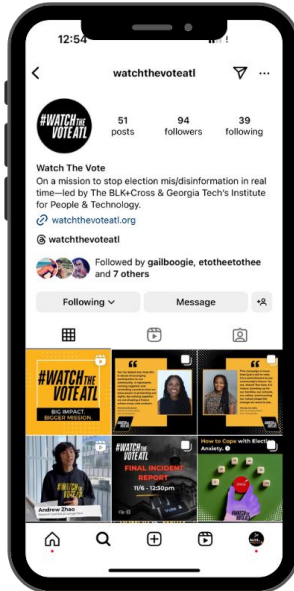


Campaign Overview - Engagement Channels

#WATCHTHE
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#WatchTheVoteATL Social Media Platforms

@WatchTheVoteATL



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**CAMPAIGN
PERFORMANCE**

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Campaign Performance - Summary Metrics

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Digital Channel Engagement - Social Media - 10/22 - 12/	
Total Reach (Available for IG, FB, & TT Only)	10,223
Total Impressions	21,161
Total Followers	114
Digital Channel Engagement - WTV Newsletter - 10/20 - 11/11	
Total Opens	2,391
Total Recipients	366
Digital Channel Engagement - WW Newsletter - 10/20 - 11/11	
Total Opens	2,280
Digital Channel Engagement - Website - 10/20 - 11/24	
Page Views	3,958

SOCIAL MEDIA

Social Media - Overview

#WATCHTHE
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From October 22 to December 1, **#WATCHTHEVOTEATL's** social media campaign achieved impressive results, **reaching 10,223 people across Instagram, Facebook, and TikTok and generating 21,161 impressions.** Engagement was strong, with **1,041 likes, shares, comments, and we welcomed 114 new followers into our community of informed voters.** Notably, **our Instagram Reels featuring Evan Malbrough's incident report breakdowns, data posts, WTV Peer Ambassador quotes & reels garnered the highest engagement,** proving especially impactful.

These results are especially meaningful given that the campaign was 100% organic, underscoring the power of our community to drive awareness and action around voting.

Social Media - Key Summary Metrics

#WATCH THE VOTE ATL

Social Media - 10/22 - 12/1*	
Total Reach (Available for IG, FB, & TT Only)	10,223
Total Impressions	21,161
Total Engagements	1,041
Total Followers	114

Instagram	
Total Posts	92
Reach (Unique Users)	6,394
Impressions	15,252
Post Engagements	837

Facebook	
Total Posts	36
Reach (Unique Users)	319
Impressions	671
Post Engagements	85

Twitter	
Total Posts	42
Reach (Unique Users)	N/A for TW
Impressions	1,361
Post Engagements	30

TikTok	
Total Posts	25
Reach (Unique Users)	3,510
Impressions	3,877
Post Engagements	89

*See APPENDIX for Social media Templates and Individual Post Reporting

Toolkit Overview

To support the **#WATCHTHEVOTEATL** campaign and empower partners to amplify its mission, we developed 2 editions (launch + campaign wrap) of a comprehensive digital toolkit. This resource provided users with:

- **Best Practices for Posting Across Platforms**
- **Platform-Specific Tips**
- **Branded Templates**
- **Pre-Written Posts and Captions**

The toolkit was created to streamline amplification efforts, enabling partners to disrupt disinformation, defend democracy, and extend the campaign's reach effectively.

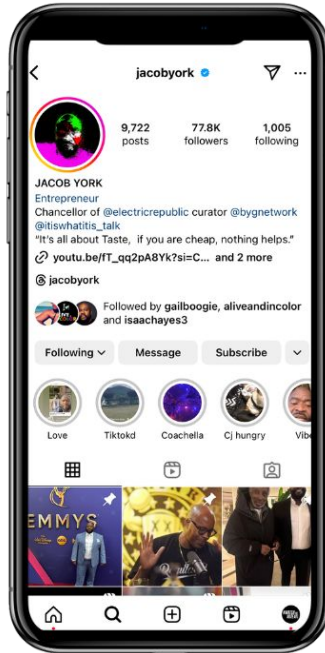
Toolkit #1: [Download](#) | Toolkit #2: [Download](#)



Social Media - Notable Followers/Moments

#WATCHTHE
VOTEATL

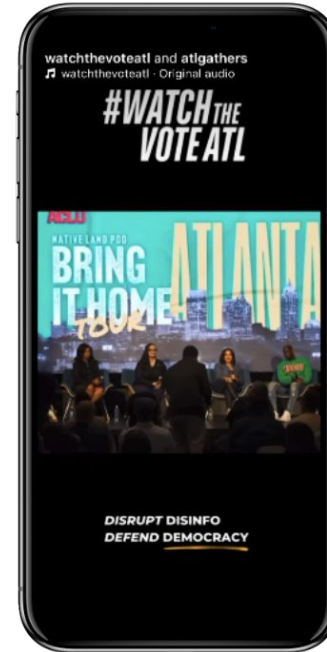
Jacob York,
Music Industry Manager



Nick Valencia,
CNN Correspondent



The Gathering Spot
IG Collaborator Post



Social Media - Notable Followers/Moments

#WATCHTHE
VOTEATL



LIVE in Atlanta: Native Land Podcast Town Hall at the Gathering Spot

Streamed Live: 10/25/2024

Link: <https://www.youtube.com/watch?v=fo4ZsVh82WA>

Total Views: 10,143

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Social Media - Top Posts By Views

#WATCHTHE
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Instagram
Date: 11/27
Views: 1,952
Likes: 84



TikTok
Date: 11/14
Views: 1,713
Likes: 38



Instagram
Date: 11/4
Views: 997
Likes: 64



Instagram
Date: 11/4
Views: 866
Likes: 30



Instagram
Date: 11/20
Views: 760
Likes: 20

Social Media - Top Posts By Engagement

#WATCHTHE
VOTEATL



Instagram
Date: 11/27
Views: 1,952
Likes: 84



Instagram
Date: 11/4
Views: 997
Likes: 64



TikTok
Date: 11/14
Views: 1,713
Likes: 38



Instagram
Date: 10/29
Views: 469
Likes: 18
Shares: 25

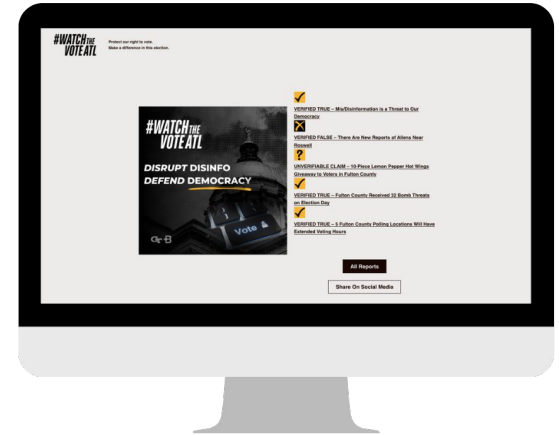


Instagram
Date: 11/4
Views: 866
Likes: 30

WTVATL.ORG

From October 20 to November 24, watchthevoteatl.org achieved impressive results, with **3,958 page views**, **2,663 sessions**, and an **average hang time of 7 seconds**.

With only four pages on the site, the most frequently visited page was the **homepage with 2,073 views**. The second most popular page was the **Social Media Toolkit page with 559 views**. This is particularly impressive as there is minimal guidance to this page from the homepage. All traffic that landed on this page was the result of a **user having taken an action**: either clicking on an image to download and share on their socials from the Incident Report, or specifically seeking out the Toolkit for download.



Website - 10/20 - 11/24	
Page Views	3,958
Sessions	2663
Average Hang-Time	7 seconds
Total Pages	4

#WATCHTHEVOTEATL
Protect our right to vote. Make a difference in this election.

#WATCHTHEVOTEATL
DISRUPT DISINFO
DEFEND DEMOCRACY

- ✓ **VERIFIED TRUE** – Mix/Disinformation is a Threat to Our Democracy
- ✗ **VERIFIED FALSE** – There Are New Reports of Aliens Near Roswell
- ? **UNVERIFIABLE CLAIM** – 10-Piece Lemon Pepper Hot Wings Giveaway to Voters in Fulton County
- ✓ **VERIFIED TRUE** – on Election Day
- ✓ **VERIFIED TRUE** – Have Extended

Why We Have to Watch The Vote

The 2020 U.S. General Election revealed just how damaging mis/disinformation can be—not only at the national level, but at local election offices too. Fulton County has been at the center of election integrity challenges, with widespread false accusations, such as claims that poll workers engaged in voter fraud.

These types of claims weaken trust in the system and even lead to voter disenfranchisement. In 2024, we face the added challenge of AI-driven disinformation, and we need to be prepared to counter it.

See the updates on the [Recent Reports](#) page.

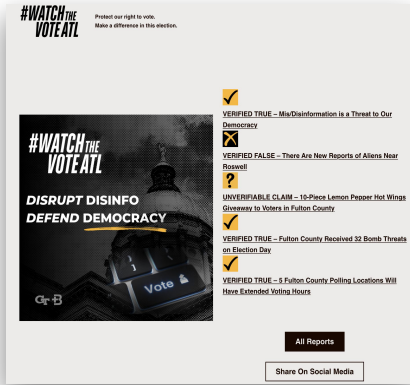
About the Project

WatchTheVoteATL is a community-academic partnership led by The BLK+CrossAllies and In Color and Georgia Tech Institute for People & Technology to track and disrupt election mis/disinformation in Fulton County—OUR community.

The BLK+Cross brings over 20 years experience leveraging ethnographic and digital technologies to better understand and engage BIPOC, youth, and socially vulnerable populations through culture.

Georgia Tech offers world-leading expertise in mis/disinformation and election security, along with 15 years of frontline experience helping coalitions around the world address election integrity threats.

Top Performing Pages by Views



Homepage
Views: 2,073
Active Users: 1,782
Views Per Active User: 1.16
Avg Engagement Time Per Active User:
3 seconds



Toolkit + Social Media Page
Views: 559
Active Users: 577
Views Per Active User: .97
Avg Engagement Time Per Active User:
3 seconds



Reports Page
Views: 241
Active Users: 145
Views Per Active User: 1.66
Avg Engagement Time Per Active User: 43
seconds

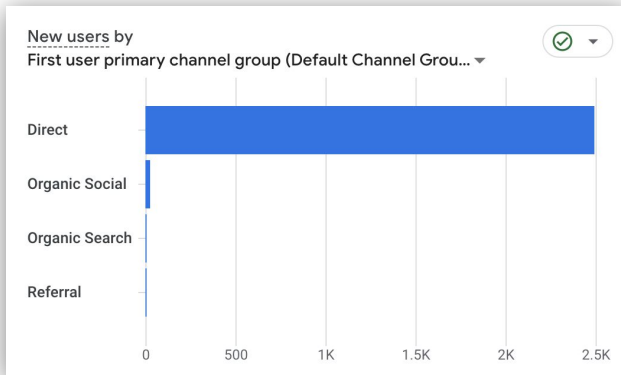
User Events (Engagements)

EVENT NAME	EVENT COUNT
page_view	4K
session_start	2.7K
first_visit	2.5K
scroll_depth	1K
user_engagement	649
click	14

Active Users



New User Top Referral Sources



High Level Metrics

Stats at a Glance

All Time Stats	
Total Page Views	3,958
Total Sessions	2,663
Number of Posts	29
Number of Pages	4
Number of Comments	0



Protect our right to vote.
Make a difference in this election.

- [Reports | Updates](#)
- [Toolkits](#)
- [Training & Media](#)
- [WatchTheVoteATL](#)



Our Mission to #WatchTheVoteATL

#WatchTheVoteATL sought to build capacity for local communities — universities and local community collaborators — to make use of public interest technology (PIT) and training to counter mis- and disinformation in the context of elections.

"The 'Watch the Vote' project led by GA Tech and the Black Cross provided helpful information and feedback when County voters needed accurate elections data, content and resources were needed on online platforms where citizens get their information. Ensuring that accurate elections information is shared in a timely manner is critical."

JESSICA CORBITT, DIRECTOR OF EXTERNAL AFFAIRS AT FULTON COUNTY GOVERNMENT

FRAN PHILLIPS-CALHOUN, CPM, INTERGOVERNMENTAL/INTERAGENCY AFFAIRS DIVISION MANAGER



What We Found

During November's election, 60 Georgia Tech students and partners from the social impact consultancy, The BLK+Cross, spent three days closely watching social media traffic focused on the Fulton County electoral environment. We read nearly 30,000 carefully curated posts on X, Facebook, Truth Social, Instagram, and TikTok sent from November 4-6. An artificial intelligence created by Georgia Tech students helped us classify and respond to a constant onslaught of content. From these social media posts, we created 187 incidents arising from serious material we felt deserved fact-checking and response. Of those incidents, 30 were escalated to our field community partners, independent non-partisan election observers, and other stakeholders who could take positive action.



ESCALATIONS & INCIDENT REPORTS

Escalations & Incidents - Overview

#WATCHTHE
VOTEATL

During last month's election, the #WATCHTHEVOTEATL Team spent three days closely watching social media traffic focused on the Fulton County election. We read nearly **30,000 carefully curated posts on X, Facebook, Truth Social, Instagram, and TikTok** sent from **November 4-6**. By sifting through all those posts we were able to take an active role in disrupting election dis/misinformation.

Out of all the social media posts our team tracked, we identified **187 incidents** that included serious material that we felt deserved fact-checking and a response. From there, **30 incidents** escalated to our field community partners, independent non-partisan election observers, and other stakeholders who could take positive action regarding the mis/disinformation.

Escalations & Incidents - Metrics

Escalations & Incidents - 10/22 - 11/6	
Reports Analyzed	nearly 30,000
Total Incidents	187
Total Escalations	29
Most Escalations in One Day - 11/4	12

Escalations & Incidents - 10/22 - 11/6			
10/22/24	1	11/01/24	1
10/24/24	1	11/04/24	12
10/30/24	1	11/05/24	9
10/31/24	1	11/06/24	3

WTV NEWSLETTER/ INCIDENT REPORTS

WTV Newsletter - Overview

#WATCHTHE
VOTEATL

From October 20 to November 11, WTV ATL sent out **four Newsletters** and **eight Incident Reports** to a total of **366 recipients**.

WTV ATL's Newsletter mailing list was developed organically through sign up Mailchimp links on social media posts and the website.

Over the course of three weeks, we had a total of **2,391 opens** and **1,055 clicks**. With only 20 people choosing to “opt out” over that period of time, we had a staggering **95% opt-in rate**. This rate indicates that the campaign was **successful at: engaging the interest of recipients, maintaining that interest, and building community**.

#WATCHTHEVOTEATL

INCIDENT REPORT!

11/4 - 2:30pm

Gr|B Vote

It's your Monday afternoon Incident Report from the [#WATCHTHEVOTEATL Social Media Tracking Center \(SMTC\)](#)! These are all the incidents we've found over the last four hours and whether they've been verified as True or False. Read on for more details and to share the verified information with your networks!

#WATCHTHEVOTEATL Incident Report - 11/4/2024 - 2:30pm

Our Social Media Tracking Center team identified 2 incidents this past week and 1 incident this morning that were verified as False. We are currently investigating several more claims and they will be included in our next update.

VERIFIED TRUE #WATCHTHEVOTEATL

Nov 4, 2024

"Republican Poll Observers Were Initially Denied Access to County Election Offices During Extended Drop Off on Nov 2, 2024"

Fulton County initially denied Republican poll observers at county election offices during the extended drop off period the weekend of November 2-3, 2024. Fulton County elections leadership has clarified with all staff that observers are permitted to watch the absentee ballot return process. Fulton County did alert the monitoring group contracted by Fulton County, and the group dispatched observers.

During Fulton County's in-person ballot return hours on Saturday, a total of 105 absentee ballots were returned.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTC).

Additional Details on Dropping off Absentee Ballots:

The process of dropping off mail-in ballots at county election offices has always been a safe and secure way to deliver mail-in ballots. Any voter who dropped off their mail-in ballot already applied and was accepted to be able to vote absentee and always had the option to drop off their ballots to county election offices. No voter who went to the county offices during the weekend was able to fill out an absentee application, get a ballot, and submit it to be counted. It is important to note that the weekend drop-off is not considered part of early voting or a part of the usage of ballot drop boxes. Early voting centers are the only place where voters can submit absentee ballots in person without completing an absentee ballot application beforehand. Ballot drop boxes are used during the early voting period and go out of use once early voting is over. The only way to utilize a ballot drop box is to apply for a mail-in ballot before the deadline.

Want to share this specific incident with your network? Save the image to repost or if you want to share incident posts directly from your social media, you can find us on [Instagram](#), [Facebook](#), [X](#), and [Threads](#).

Gr|B

WTV Newsletter - Summary Metrics

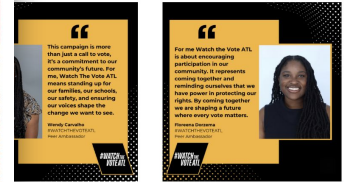
#WATCHTHE
VOTEATL

Newsletter - 10/20 - 11/11*	
Total Opens	2,391
Total Clicks	1,055
Total Recipients	366
Total Opt Outs	20
Newsletters Sent	4
Incident Reports Sent	8



#WatchTheVoteATL sought to build capacity for local communities, namely universities and local community collaborators, to make use of public interest technology (PIT) and training to counter mis- and disinformation in the context of elections.

These metrics are particularly meaningful given that this campaign was 100% self-funded, underscoring the power of our community to drive awareness and action around voting. Check out a few words from our Ambassadors on why this is important:



#WatchTheVoteATL Social Media Amplification Toolkit & 2024 Election Campaign Toolkit

The #WatchTheVoteATL Social Media Amplification Toolkit & 2024 Election Campaign Toolkit are designed to help us defend the democratic process from disinformation during elections. These toolkits provide a guide for monitoring and countering disinformation and a guide for amplifying and countering false information in social media, as well as tools to amplify our message to a broader audience.



We encourage everyone to [download and use](#) these toolkits to help raise awareness around disinformation in their local communities. Your actions can make a difference.

*See APPENDIX for Individual Newsletter Reporting



THE “WEEKLY WATCH”

By Alive & In Color

WW Newsletter - Summary

#WATCHTHEVOTEATL

From October 21 through December 9, the #WATCHTHEVOTE campaign was prominently featured in a branded section of *The Weekly Watch* newsletter. During this time, the newsletters-including this campaign alongside other content-garnered a total of **2,280 opens** from a subscriber base of **888 readers**.



The Weekly Watch Newsletter FT. Watch The Vote ATL



What if washing top water wasn't a precaution but a way of life? For millions of Black Americans and marginalized populations, this has been the reality—yet communities are stepping up to turn the tide on water inequity!

From **Atlanta, MO**, to **Houston, Baltimore**, and **Atlanta**, communities of color face higher rates of unsafe water due to aging infrastructure, industrial pollution, and negligent enforcement of water quality standards. These systems issues have left Latino, Indigenous, Black, and other underserved neighborhoods bearing the heaviest loads of contamination, affecting their health and futures.

In Atlanta, progress has been made to reduce raw sewage overflows, but communities in South and West Atlanta—predominantly home to people of color—continue to deal with polluted waterways. Contaminants like lead, sediment, arsenic, phosphorus, and metals still harm these areas, even as treated sewage discharge only from one site.

Yet these same communities are fighting back. Advocacy groups like the [Water & Environmental Alliance \(WEA\)](#) are working tirelessly with residents, scientists, and policymakers to hold systems accountable and create sustainable solutions.

Solutions for Clean Water

On World Pollution Prevention Day, it's essential to focus on action. The NMAC and other advocates have laid out clear steps to address water inequities and ensure access for everyone:

- Invest in Infrastructure**
 - Upgrade outdated water systems, especially in underserved areas.
- Enforce Water Quality Standards**
 - Strengthen protections against pollutants to safeguard public health.
- Increase Transparency**
 - Require regular water testing and public reporting on results.
- Engage Communities**
 - Involve local voices in policymaking and educate residents on water safety.
- Prepares for Crises**
 - Build equitable emergency plans to distribute clean water quickly in times of need.

Join The Movement

Clean water is a human right—and it's within reach. Support organizations like WEA, the NMAC and other advocates working tirelessly to create a future where clean, safe water is accessible to all. You can make a impact by joining or supporting an organization that you, whether it's a local watershed alliance, environmental justice group, or community advocacy organization. Together, we can create systems that serve every community, no matter their zip code or background.

Learn More About WEA



Watch The Vote



#WATCHTHEVOTEATL is a community-academic partnership led by [The Black-Crossroads Act & Co.](#) and [Google Tech Initiatives for People & Technology](#) to track and disrupt voter misinformation in Fulton County.



Peer Voices

Meet Fawcett Cozart, one of our incredible #WATCHTHEVOTEATL Peer Ambassadors from Georgia State University!

Thanks to ambassadors like Fawcett, our communities are now more informed, more empowered, and better prepared to defend democracy for the future.

NEW Toolkit OTW!

Along with tracking and counting false narratives on social media in real-time leading up to the election, our team also created a [Digital Media Toolkit](#) that we encourage everyone to download and use. Stay tuned for the updated version!

WatchTheVote.org

More on Election Dis/Information:

- [Georgia Tech and The Black-Cross Roads Act #WATCHTHEVOTEATL to Fight Disinformation](#)
- [#WATCHTHEVOTEATL is a Democracy](#)
- [How to recognize and report voter disinformation](#)

Minding The Mentals



Latina Youth Mental Health Providers Who Offer Culturally Responsive Care

Latina youth need providers who acknowledge and celebrate their cultural identity, practices and ways of being.

More on Mental Health & Mental Health Equity

- [Protecting Black Mental Health: A Guide to Resources and Support](#)
- [Mental Health and Social Inequality: A Guide to Resources and Support](#)
- [Black-Crossroads Act & Co. - Mental Health & Social Inequality: A Guide to Resources and Support](#)

Health Equity



Unequal Health Care Access and Quality Contribute to U.S. Racial Health Disparities Among Older Adults

Older Black adults are less likely than their white peers to have private insurance and more likely to rely on Medicaid or Medicare as the only health insurance.

More on Health Equity

- [Health-Center Care 51M To Help Incorporated People in N.J. Prepare for Flooding](#)
- [New York State Health Department: Health Disparities Among Older Adults](#)
- [California Hospital Los Angeles Tests Genes in AI to Transition Discharge Notes](#)

COVID-19, The COVID Vaccines & More



Lessons Not Learned About Race and COVID-19

Kristin Bentley-Gonzalez explains why Black, Latino and Indigenous communities were put at greater risk during the pandemic – and why it could happen again.

More on COVID-19 & Long COVID

- [New: Healthcare Disparities Among Long COVID Patients](#)
- [New York State Health Department: Health Disparities Among Older Adults](#)
- [Healthcare Disparities in a Democracy](#)
- [How to recognize and report voter disinformation](#)

Best Start For Baby and Mom



Best Start for Baby & Mom empowers parents, caregivers and Trusted Messengers with essential information about well-baby visits, while raising awareness around generational health as generational wealth. The best start for baby includes a well-baby!

Access Resources

Visit [beststart4babyandmom.com](#) to download bilingual community resources covering everything from infant vaccines to FAQs about maternal and pediatric immunizations.

beststart4babyandmom.com

More on Baby + Mom Health

- [Vaccine Safety for Moms-to-Be](#)
- [Prevention to Support the Mental Health of Expectant and New Mothers](#)
- [Why Delay a Vaccines Schedule for Children?](#)



HOPE for Georgia Moms is providing 50 mothers with smartwatches through Operation M.I.S.T. This program monitors women before, during, and up to a year after delivery to catch early signs of complications while offering community, education, and support.



Watch The Vote ATL branded sections in the Weekly Watch Newsletter


Weekly Watch Newsletter - 10/21 - 12/09*

Total Opens

2,280

*See APPENDIX for Individual “Weekly Watch” Newsletter Reporting.

Watch The Vote



#WATCHTHEVOTEATL is a community-academic partnership led by [The BLK+Cross/Alice in Color](#) and [Georgia Tech Institute for People & Technology](#), to track and disrupt election misinformation in Fulton County.

Peer Voices

Meet Florence Decena, one of our incredible #WATCHTHEVOTEATL Peer Ambassadors from Georgia State University!

Thanks to ambassadors like Florence, our communities are now more informed, more empowered, and better prepared to defend democracy for the future.

NEW Toolkit OTW!

Along with tracking and countering false narratives on social media in real-time leading up to the election, our team also created a [Social Media Toolkit](#) that we encourage everyone to download and use. Stay tuned for the updated version!



[WatchTheVoteATL.org](#)

More on Election Dis/Misinformation:

- Georgia Tech and The BLK+Cross Launch #WATCHTHEVOTEATL to Fight Election Misinformation
- #WATCHTHEVOTEATL Misinformation is a Dangerous New Election Disruption Narrative

Watch The Vote



#WATCHTHEVOTEATL is a community-academic partnership led by The BLK+Cross/Alice in Color and Georgia Tech Institute for People & Technology, to track and disrupt election misinformation in Fulton County.

#WATCHTHEVOTEATL concluded our final incident report on 11/6 at 12:00pm. In 60 days of social media tracking, we identified 1,000+ incidents related to not accepting election results, litigation, challenges to election results, and violence.

WatchTheVoteATL Social Media Tracking Center has not picked up any such claims in Fulton County as of 11:30 AM on Wednesday, November 9th.


FINAL INCIDENT REPORT:



REMARKS FROM OUR FEARLESS LEADERS:



[WatchTheVoteATL.org](#)



community-academic partnership led by The BLK+Cross/Alice in Color and Georgia Tech Institute for People & Technology, to track and disrupt election misinformation in Fulton County. The #WATCHTHEVOTEATL team will be full-time, tracking content that could mislead the public and disrupt the election process. We have 20 slots for paid Community of Georgia Tech. Learn more at [WatchTheVoteATL.org](#)

With tracking and countering false narratives on social media in real-time leading up to the election, our team also created a [Social Media Toolkit](#) that we encourage everyone to download and use. If you haven't already, follow us on social media, NOW is the best time to follow us and check out our content for updates as we continue to disrupt disinfo and defend democracy!

[WatchTheVoteATL.org](#)

Over Election Misinformation: Elected Officials Vow for Integrity of State's Election. Can You Tell What's Real?

#WATCH THE
VOTE ATL

DISRUPT DISINFO
DEFEND DEMOCRACY

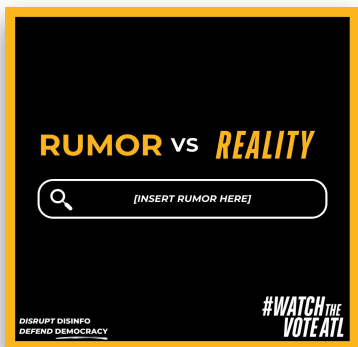
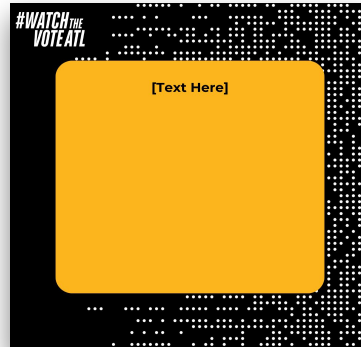
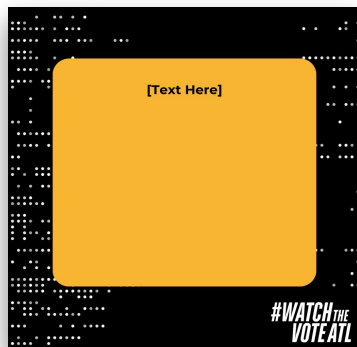
APPENDIX



Social Media - Toolkit / Templates

#WATCHTHE
VOTEATL

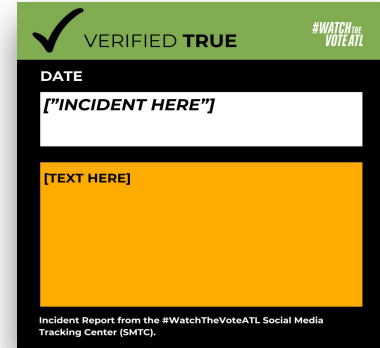
Data + Rumor vs. Reality Templates



Social Media - Toolkit / Templates

#WATCH THE VOTE ATL

Info Carousels, Spot The Fake + Incident Report Templates



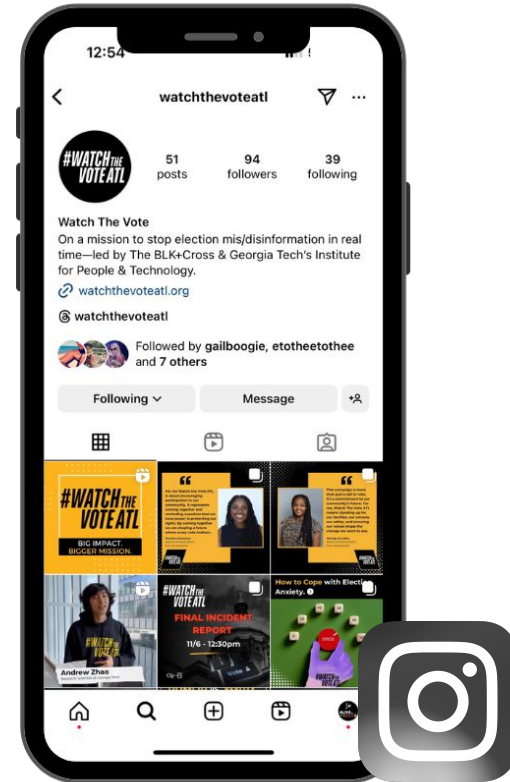
INSTAGRAM



Instagram Platform Metrics

#WATCHTHE
VOTEATL

Instagram Metrics - 10/22 - 12/09	
Page Reach (Unique Users)	6,394
Impressions	15,252
Engagements	837
Followers	92
Total Posts Published	50



Instagram Platform Metrics - 10/22 - 12/9

#WATCHTHEVOTEATL

Our top performing posts on IG were the incident report recap reels, the introduction to the #WATCHTHEVOTEATL campaign, and our campaign recap quotes from our Peer Ambassadors.

Top Performing Posts by Views



Date: 10/22
Views: 1,696
 Likes: 44
 Comments: 10
 Shares: 20



Date: 11/27
Views: 1,952
 Likes: 84
 Comments: 0
 Shares: 9



Date: 11/5
Views: 1,231
 Likes: 24
 Comments: 1
 Shares: 5

Top Performing Posts by Engagement



Date: 11/27
 Views: 1,952
Likes: 84
Comments: 0
Shares: 9



Date: 11/4
 Views: 997
Likes: 64
Comments: 3
Shares: 5



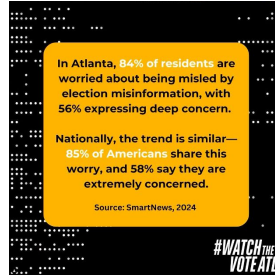
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Views: 1,696
 Likes: 44
 Comments: 10
 Shares: 20

Instagram Posts - 10/22 - 10/29

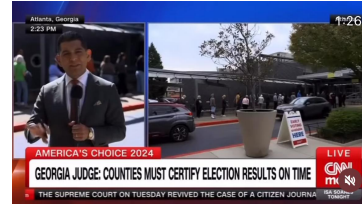
#WATCHTHE
VOTEATL



Date: 10/22
Views: 1,696
Likes: 44
Comments: 10
Shares: 20



Date: 10/24
Views: 185
Likes: 19
Comments: 1
Shares: 4



Date: 10/25
Views: 133
Likes: 17
Comments: 2
Shares: 0



Date: 10/26
Views: 294
Likes: 13
Comments: 0
Shares: 5



Date: 10/28
Views: 491
Likes: 25
Comments: 0
Shares: 5



Date: 10/29
Views: 87
Likes: 6
Comments: 0
Shares: 1



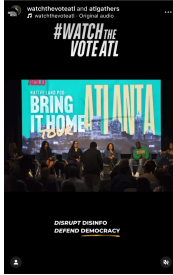
Date: 10/29
Views: 469
Likes: 18
Comments: 0
Shares: 25



Date: 10/29
Views: 72
Likes: 8
Comments: 0
Shares: 2

Instagram Posts - 10/30 - 11/1

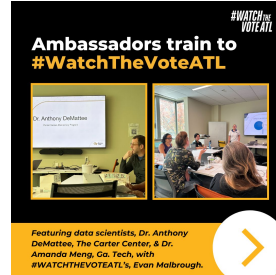
#WATCHTHEVOTEATL



Date: 10/30
Views: 500
Likes: 22
Comments: 0
Shares: 3



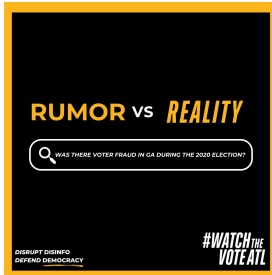
Date: 10/30
Views: 100
Likes: 11
Comments: 0
Shares: 2



Date: 10/30
Views: 87
Likes: 11
Comments: 0
Shares: 1



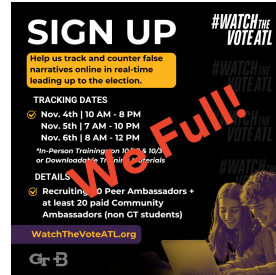
Date: 10/31
Views: 212
Likes: 16
Comments: 0
Shares: 1



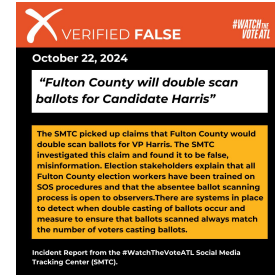
Date: 10/31
Views: 34
Likes: 5
Comments: 0
Shares: 0



Date: 10/31
Views: 46
Likes: 6
Comments: 0
Shares: 0



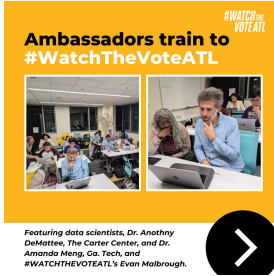
Date: 11/1
Views: 72
Likes: 10
Comments: 0
Shares: 1



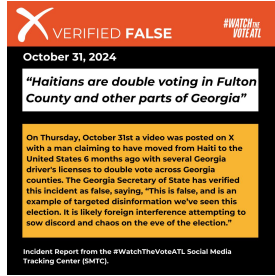
Date: 11/1
Views: 127
Likes: 7
Comments: 0
Shares: 2

Instagram Posts - 11/1 - 11/3

#WATCHTHEVOTEATL



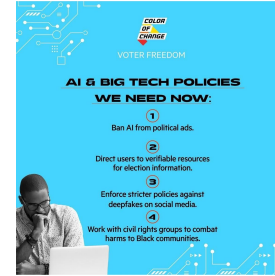
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Likes: 5
Comments: 0
Shares: 1



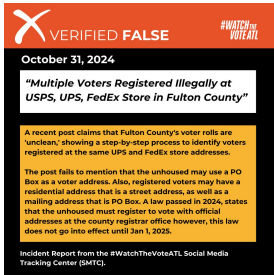
Date: 11/1
Views: 267
Likes: 9
Comments: 0
Shares: 3



Date: 11/2
Views: 65
Likes: 5
Comments: 0
Shares: 1



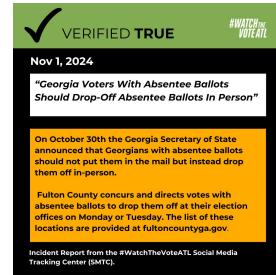
Date: 11/3
Views: 29
Likes: 6
Comments: 0
Shares: 0



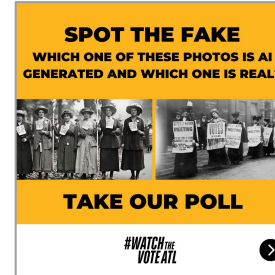
Date: 11/3
Views: 65
Likes: 6
Comments: 0
Shares: 1



Date: 11/3
Views: 31
Likes: 5
Comments: 0
Shares: 0



Date: 11/3
Views: 39
Likes: 4
Comments: 0
Shares: 0



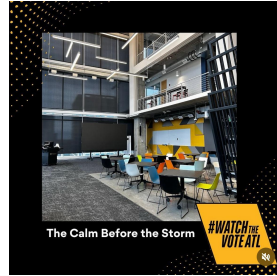
Date: 11/3
Views: 57
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Comments: 0
Shares: 0

Instagram Posts - 11/3 - 11/4

#WATCHTHE
VOTEATL



Date: 11/3
Views: 46
Likes: 7
Comments: 0
Shares: 0



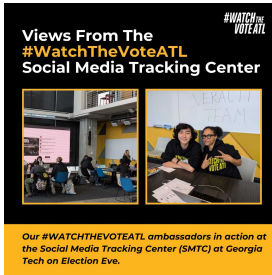
Date: 11/4
Views: 61
Likes: 12
Comments: 0
Shares: 0



Date: 11/4
Views: 137
Likes: 7
Comments: 0
Shares: 1



Date: 11/4
Views: 997
Likes: 64
Comments: 3
Shares: 5



Date: 11/4
Views: 364
Likes: 11
Comments: 0
Shares: 4



Date: 11/4
Views: 866
Likes: 30
Comments: 0
Shares: 7



Date: 11/4
Views: 497
Likes: 9
Comments: 0
Shares: 3



Date: 11/4
Views: 183
Likes: 13
Comments: 0
Shares: 3

GR|B

Instagram Posts - 11/4 - 11/5

#WATCHTHE
VOTEATL



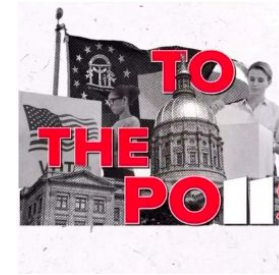
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Views: 31
Likes: 4
Comments: 0
Shares: 0



Date: 11/4
Views: 878
Likes: 8
Comments: 0
Shares: 5



Date: 11/5
Views: 84
Likes: 9
Comments: 3
Shares: 5



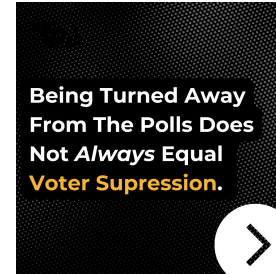
Date: 11/5
Views: 26
Likes: 6
Comments: 0
Shares: 0



Date: 11/5
Views: 63
Likes: 7
Comments: 0
Shares: 0



Date: 11/5
Views: 1,231
Likes: 24
Comments: 1
Shares: 5



Date: 11/5
Views: 666
Likes: 10
Comments: 0
Shares: 6



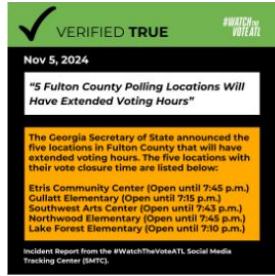
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Views: 44
Likes: 5
Comments: 0
Shares: 2

Instagram Posts - 11/5 - 11/14

#WATCHTHE
VOTEATL



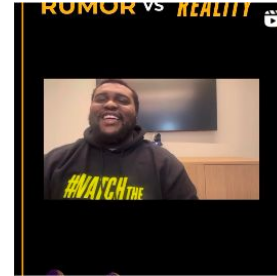
Date: 11/5
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Comments: 0
Shares: 1



Date: 11/5
Views: 87
Likes: 5
Comments: 0
Shares: 0



Date: 11/5
Views: 62
Likes: 2
Comments: 0
Shares: 0



Date: 11/5
Views: 29
Likes: 4
Comments: 0
Shares: 0



Date: 11/5
Views: 61
Likes: 7
Comments: 0
Shares: 0



Date: 11/6
Views: 66
Likes: 2
Comments: 0
Shares: 1



Date: 11/6
Views: 67
Likes: 5
Comments: 0
Shares: 3



Date: 11/14
Views: 252
Likes: 10
Comments: 0
Shares: 4

GR|B

Instagram Posts - 11/20 - 11/27

#WATCHTHE
VOTEATL



Date: 11/20
Views: 507
Likes: 7
Comments: 0
Shares: 4



Date: 11/27
Views: 1,952
Likes: 84
Comments: 0
Shares: 9

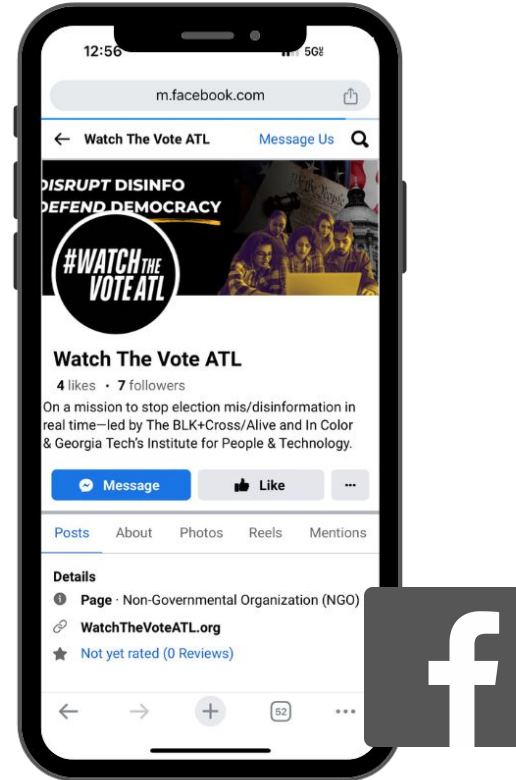
FACEBOOK



Facebook Platform Metrics

#WATCHTHE
VOTEATL

Facebook Metrics - 10/22 - 12/01	
Page Reach (Unique Users)	319
Impressions	671
Engagements	85
Followers	7 (7 followers + 4 likes)
Total Posts Published	36



Facebook Platform Metrics

#WATCHTHEVOTEATL

Our top performing posts on FB were the incident reports, data posts, training recap carousel, and the call for #WATCHTHEVOTEATL community ambassadors flyer.

Top Performing Posts by Views



Date: 10/26
Views: 46
Likes: 1
Comments: 0
Shares: 1



Date: 11/3
Views: 31
Likes: 5
Comments: 0
Shares: 0

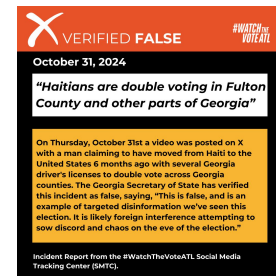


Date: 11/4
Views: 38
Likes: 2
Comments: 0
Shares: 1

Top Performing Posts by Engagement



Date: 11/3
Views: 31
Likes: 5
Comments: 0
Shares: 0



Date: 11/1
Views: 28
Likes: 3
Comments: 0
Shares: 1



Date: 11/1
Views: 20
Likes: 2
Comments: 0
Shares: 1

Facebook Posts - 10/22 - 10/31

#WATCHTHE
VOTEATL



Date: 10/22
Views: 24
Likes: 1
Comments: 0
Shares: 1



Date: 10/24
Views: 24
Likes: 1
Comments: 0
Shares: 1



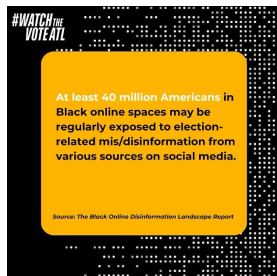
Date: 10/25
Views: 9
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Comments: 0
Shares: 1



Date: 10/26
Views: 46
Likes: 1
Comments: 0
Shares: 1



Date: 10/28
Views: 11
Likes: 1
Comments: 0
Shares: 0



Date: 10/29
Views: 10
Likes: 1
Comments: 0
Shares: 0



Date: 10/30
Views: 5
Likes: 1
Comments: 0
Shares: 0



Date: 10/31
Views: 6
Likes: 1
Comments: 0
Shares: 0

Facebook Posts - 10/31 - 11/3

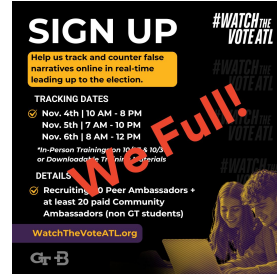
#WATCHTHEVOTEATL



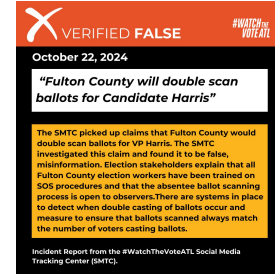
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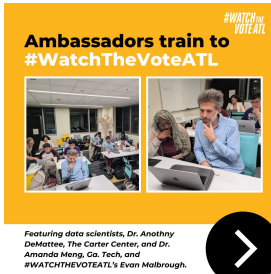
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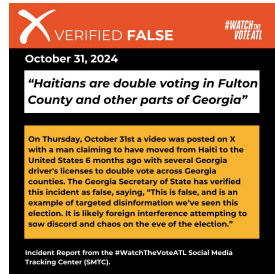
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Shares: 0



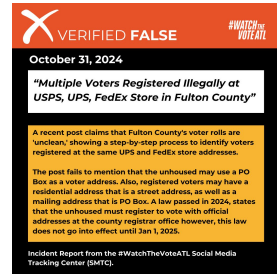
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Comments: 0
Shares: 0



Date: 11/1
Views: 20
Likes: 2
Comments: 0
Shares: 1



Date: 11/1
Views: 28
Likes: 3
Comments: 0
Shares: 1



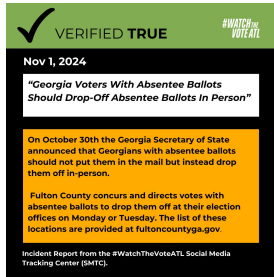
Date: 11/1
Views: 6
Likes: 1
Comments: 0
Shares: 0



Date: 11/3
Views: 42
Likes: 3
Comments: 0
Shares: 2

Facebook Posts - 10/31 - 11/3

#WATCHTHEVOTEATL



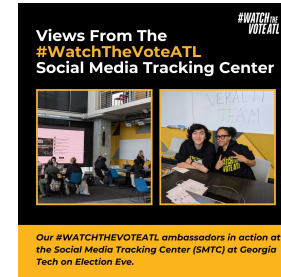
Date: 11/3
Views: 7
Likes: 2
Comments: 0
Shares: 0



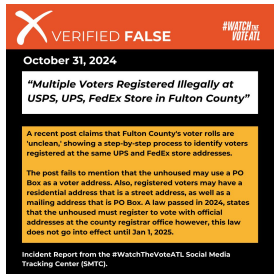
Date: 11/3
Views: 17
Likes: 2
Comments: 0
Shares: 0



Date: 11/4
Views: 28
Likes: 3
Comments: 0
Shares: 1



Date: 11/4
Views: 7
Likes: 3
Comments: 0
Shares: 0



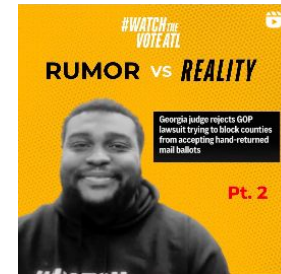
Date: 11/3
Views: 65
Likes: 6
Comments: 0
Shares: 1



Date: 11/3
Views: 31
Likes: 5
Comments: 0
Shares: 0



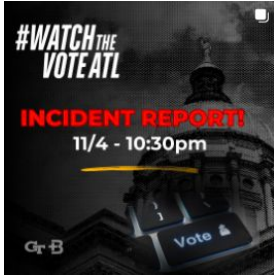
Date: 11/4
Views: 38
Likes: 2
Comments: 0
Shares: 1



Date: 11/4
Views: 10
Likes: 1
Comments: 0
Shares: 0

Facebook Posts - 11/4 - 11/5

#WATCHTHE
VOTEATL



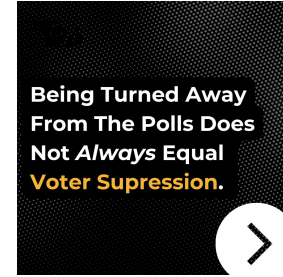
Date: 11/4
Views: 20
Likes: 1
Comments: 0
Shares: 1



Date: 11/5
Views: 6
Likes: 1
Comments: 0
Shares: 1



Date: 11/5
Views: 8
Likes: 1
Comments: 0
Shares: 0



Date: 11/5
Views: 27
Likes: 2
Comments: 0
Shares: 1



Date: 11/5
Views: 5
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 7
Likes: 1
Comments: 0
Shares: 0



Date: 11/5
Views: 7
Likes: 1
Comments: 0
Shares: 0



Date: 11/5
Views: 4
Likes: 0
Comments: 0
Shares: 0

Facebook Posts - 11/5 - 11/27

#WATCHTHE
VOTEATL



Date: 11/5
Views: 7
Likes: 1
Comments: 0
Shares: 0



Date: 11/5
Views: 9
Likes: 1
Comments: 0
Shares: 0



Date: 11/6
Views: 25
Likes: 2
Comments: 0
Shares: 1



Date: 11/14
Views: 4
Likes: 2
Comments: 0
Shares: 1



Date: 11/20
Views: 16
Likes: 3
Comments: 0
Shares: 1



Date: 11/27
Views: 6
Likes: 1
Comments: 0
Shares: 0

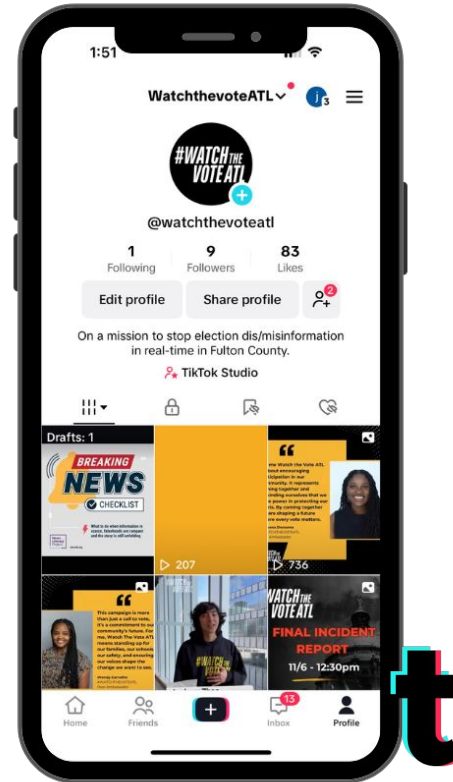
TikTok



TikTok Platform Metrics

#WATCHTHE
VOTEATL

TikTok Metrics - 10/22 - 12/09	
Page Reach (Unique Users)	3,510
Impressions	3,877
Engagements	89
Followers	10
Total Posts Published	25



TikTok Platform Metrics

#WATCHTHE
VOTEATL!

Our top performing posts on TikTok were our Campaign recaps and an informational carousel about how to cope with post election anxiety.

Top Performing Posts by Views



Date: 11/14
Views: 1,713
Likes: 38
Comments: 1
Shares: 0



Date: 11/20
Views: 760
Likes: 20
Comments: 0
Shares: 0



Date: 11/27
Views: 734
Likes: 1
Comments: 0
Shares: 0

Top Performing Posts by Engagement



Date: 11/14
Views: 1,713
Likes: 38
Comments: 1
Shares: 0



Date: 11/20
Views: 760
Likes: 20
Comments: 0
Shares: 0



Date: 11/6
Views: 253
Likes: 18
Comments: 0
Shares: 0

TikTok Posts - 11/3 - 11/4

#WATCHTHEVOTEATL

X VERIFIED FALSE #WATCHTHEVOTEATL

October 31, 2024

"Multiple Voters Registered Illegally at USPS, UPS, FedEx Store in Fulton County"

A recent post claims that Fulton County's voter rolls are fraudulent, showing a step-by-step process to identify voters registered at the same UPS and FedEx store addresses.

The post fails to mention that the unhouse may use a PO Box as a voter address. Also, registered voters may have a residential address that is a street address, as well as a mailing address that is a PO Box. A law passed in 2024, states that the unhouse must register to vote with official addresses at the county registrar office however, this law does not go into effect until Jan 1, 2025.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC)

Date: 11/3
Views: 1
Likes: 0
Comments: 0
Shares: 0

#WATCHTHEVOTEATL

Lies on social media travel

6x

faster than the truth.

Source: 2018 Massachusetts Institute of Technology Study

Date: 11/3
Views: 1
Likes: 0
Comments: 0
Shares: 0

✓ VERIFIED TRUE #WATCHTHEVOTEATL

Nov 1, 2024

"Georgia Voters With Absentee Ballots Should Drop-Off Absentee Ballots In Person"

On October 30th the Georgia Secretary of State announced that Georgians with absentee ballots should not put them in the mail but instead drop them off in-person.

Fulton County concurs and directs votes with absentee ballots to drop them off at their election offices on Monday or Tuesday. The list of these locations are provided at fultoncountygov.gov.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC)

Date: 11/3
Views: 1
Likes: 0
Comments: 0
Shares: 0

SPOT THE FAKE
WHICH ONE OF THESE PHOTOS IS AI GENERATED AND WHICH ONE IS REAL?



TAKE OUR POLL

#WATCHTHEVOTEATL



Date: 11/3
Views: 2
Likes: 0
Comments: 0
Shares: 0

X VERIFIED FALSE #WATCHTHEVOTEATL

Nov 1, 2024

"Fulton County has rigged poll watchers to be 98.1% Democratic"

There's a narrative that Fulton County is rigging the election by having only 1.9% Republican "poll watchers".

The claim cites a recent lawsuit not related to poll watchers but to hiring of poll workers. Poll workers are not asked about their party or political affiliations during the hiring process.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC)

Date: 11/3
Views: 2
Likes: 0
Comments: 0
Shares: 0

#WATCHTHEVOTEATL

INCIDENT REPORT!

11/4 - 2:30pm




GrB

Date: 11/4
Views: 2
Likes: 0
Comments: 0
Shares: 0

#WATCHTHEVOTEATL

RUMOR VS REALITY



X VERIFIED FALSE

Nov 3, 2024

"R. Shapiro Announces Absentee Ballots Drop-Off Date: The Weekend?"

On October 30th the Georgia Secretary of State announced that Georgians with absentee ballots should not put them in the mail but instead drop them off in-person.


Fulton County concurs and directs votes with absentee ballots to drop them off at their election offices on Monday or Tuesday. The list of these locations are provided at fultoncountygov.gov.

Incident Report from the #WatchTheVoteATL Social Media Tracking Center (SMTCC)

Date: 11/4
Views: 0
Likes: 0
Comments: 0
Shares: 0

#WATCHTHEVOTEATL

Views From The #WatchTheVoteATL Social Media Tracking Center



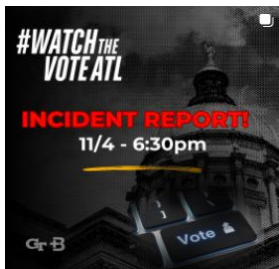
Our #WATCHTHEVOTEATL ambassadors in action at the Social Media Tracking Center (SMTCC) at Georgia Tech on Election Eve.

Date: 11/4
Views: 3
Likes: 0
Comments: 0
Shares: 0



TikTok Posts - 11/4 - 11/5

#WATCHTHE
VOTEATL



Date: 11/4
Views: 2
Likes: 0
Comments: 0
Shares: 0



Date: 11/4
Views: 235
Likes: 1
Comments: 0
Shares: 0



Date: 11/4
Views: 1
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 4
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 13
Likes: 2
Comments: 0
Shares: 0



Date: 11/5
Views: 2
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 0
Likes: 0
Comments: 0
Shares: 0

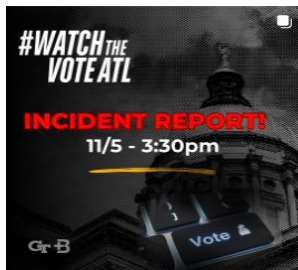


Date: 11/5
Views: 9
Likes: 0
Comments: 0
Shares: 0

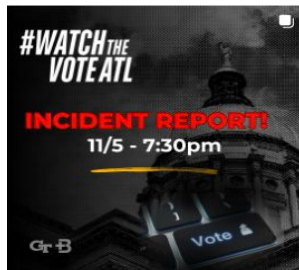
GrB

TikTok Posts - 11/5 - 11/20

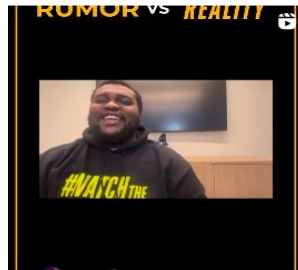
#WATCHTHE
VOTEATL



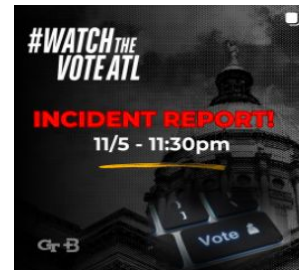
Date: 11/5
Views: 3
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 3
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 14
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 61
Likes: 7
Comments: 0
Shares: 0



Date: 11/6
Views: 253
Likes: 18
Comments: 0
Shares: 0



Date: 11/6
Views: 8
Likes: 0
Comments: 0
Shares: 0



Date: 11/14
Views: 1,713
Likes: 38
Comments: 1
Shares: 0



Date: 11/20
Views: 760
Likes: 20
Comments: 0
Shares: 0

TikTok Posts - 11/27

#WATCH THE
VOTE ATL



Date: 11/27

Views: 734

Likes: 1

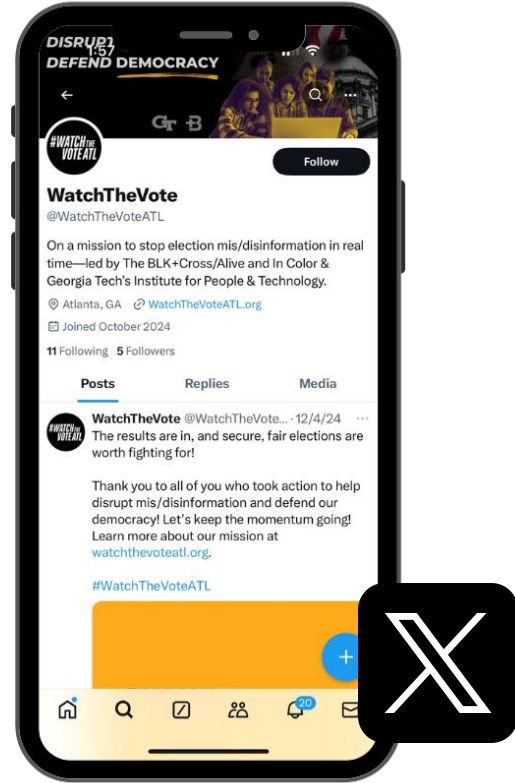
Comments: 0

Shares: 0



X Platform Metrics

Twitter Metrics - 10/22 - 12/09	
Page Reach (Unique Users)	N/A for X
Impressions	1,361
Engagements	30
Followers	5
Total Tweets Published	42



X Platform Metrics

#WATCHTHEVOTEATL

Our top performing posts on X were the incident reports + recap reels and the initial #WATCHTHEVOTEATL announcement.

Top Performing Posts by Views

Top Performing Posts by Engagement



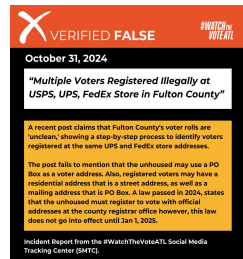
Date: 11/5
Views: 398
 Likes: 0
 Comments: 0
 Shares: 0



Date: 11/5
Views: 196
 Likes: 0
 Comments: 0
 Shares: 0



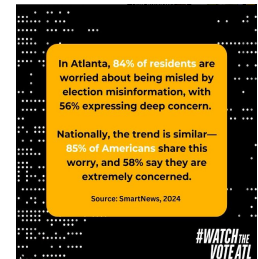
Date: 11/3
Views: 65
 Likes: 6
 Comments: 0
 Shares: 1



Date: 11/3
Views: 65
Likes: 6
Comments: 0
Shares: 1



Date: 10/22
Views: 32
Likes: 2
Comments: 0
Shares: 1



Date: 10/24
Views: 29
Likes: 2
Comments: 1
Shares: 1

X Posts - 10/22 - 10/30

#WATCHTHEVOTEATL



Date: 10/22
Views: 32
Likes: 2
Comments: 0
Shares: 1



Date: 10/24
Views: 29
Likes: 2
Comments: 1
Shares: 1



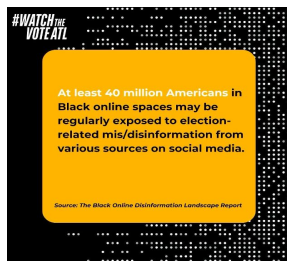
Date: 10/25
Views: 15
Likes: 1
Comments: 0
Shares: 0



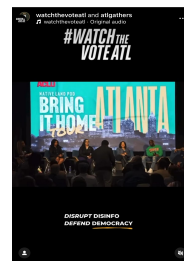
Date: 10/26
Views: 23
Likes: 1
Comments: 0
Shares: 0



Date: 10/28
Views: 11
Likes: 1
Comments: 0
Shares: 0



Date: 10/29
Views: 11
Likes: 1
Comments: 0
Shares: 0



Date: 10/30
Views: 29
Likes: 0
Comments: 0
Shares: 0



Date: 10/30
Views: 28
Likes: 1
Comments: 0
Shares: 1

GT|B

X Posts - 10/30 - 11/1

#WATCHTHEVOTEATL



Date: 10/30
Views: 13
Likes: 1
Comments: 0
Shares: 0



Date: 10/31
Views: 27
Likes: 1
Comments: 0
Shares: 0



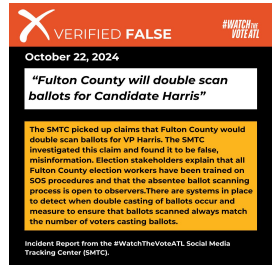
Date: 10/31
Views: 11
Likes: 1
Comments: 0
Shares: 0



Date: 10/31
Views: 6
Likes: 1
Comments: 0
Shares: 0



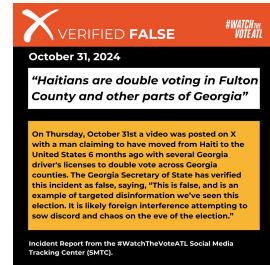
Date: 11/1
Views: 7
Likes: 1
Comments: 0
Shares: 0



Date: 11/1
Views: 4
Likes: 1
Comments: 0
Shares: 0



Date: 11/1
Views: 12
Likes: 2
Comments: 0
Shares: 0



Date: 11/1
Views: 8
Likes: 1
Comments: 0
Shares: 0

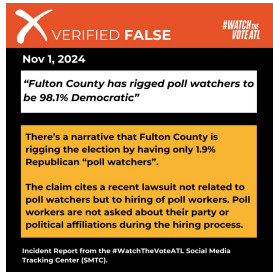
X Posts - 11/2 - 11/4

#WATCHTHEVOTEATL

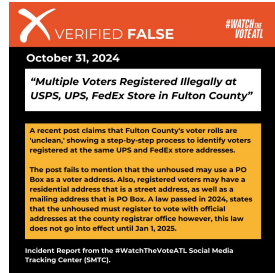


#WATCHTHEVOTEATL

Date: 11/2
Views: 9
Likes: 1
Comments: 0
Shares: 0



Date: 11/3
Views: 16
Likes: 1
Comments: 0
Shares: 0



Date: 11/3
Views: 65
Likes: 6
Comments: 0
Shares: 1



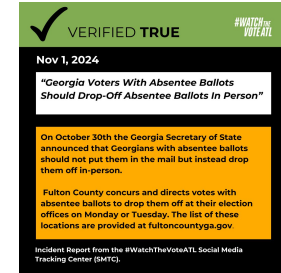
Date: 11/4
Views: 14
Likes: 1
Comments: 0
Shares: 0



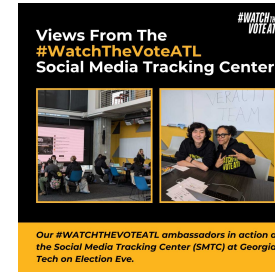
Date: 11/3
Views: 6
Likes: 1
Comments: 0
Shares: 0



Date: 11/4
Views: 7
Likes: 1
Comments: 0
Shares: 0



Date: 11/3
Views: 8
Likes: 1
Comments: 0
Shares: 0



Date: 11/4
Views: 11
Likes: 1
Comments: 0
Shares: 0

GT|B

X Posts - 11/4 - 11/5

#WATCHTHE
VOTEATL



Date: 11/4
Views: 6
Likes: 0
Comments: 0
Shares: 0



Date: 11/4
Views: 28
Likes: 0
Comments: 0
Shares: 0



Date: 11/4
Views: 12
Likes: 0
Comments: 0
Shares: 0



Date: 11/4
Views: 20
Likes: 0
Comments: 0
Shares: 0



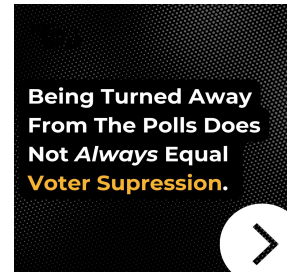
Date: 11/5
Views: 15
Likes: 1
Comments: 0
Shares: 0



Date: 11/5
Views: 20
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 17
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 48
Likes: 0
Comments: 0
Shares: 0

X Posts - 11/5 - 11/14

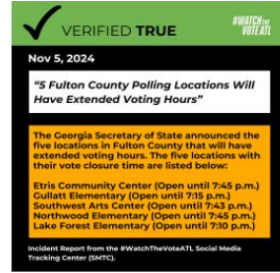
#WATCHTHE
VOTEATL



Date: 11/5
Views: 17
Likes: 0
Comments: 0
Shares: 0



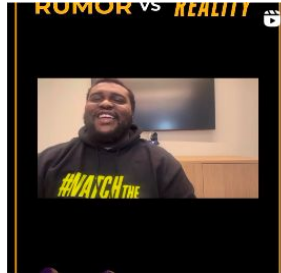
Date: 11/5
Views: 7
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 31
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 196
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 398
Likes: 0
Comments: 0
Shares: 0



Date: 11/5
Views: 64
Likes: 0
Comments: 0
Shares: 0



Date: 11/6
Views: 11
Likes: 0
Comments: 0
Shares: 0



Date: 11/14
Views: 39
Likes: 0
Comments: 0
Shares: 0

X Posts - 11/20 - 11/27

#WATCHTHE
VOTEATL



Date: 11/20
Views: 11
Likes: 0
Comments: 0
Shares: 0



Date: 11/27
Views: 25
Likes: 0
Comments: 0
Shares: 0

WTV NEWSLETTER/ INCIDENT REPORTS

WTV Incident Report - Metrics

#WATCH THE VOTE ATL

11/04/2024 @ 14:30
Opens: 215 (62.5%)
Clicks: 144 (41.9%)

11/04/2024 @ 18:30
Opens: 236 (68.8%)
Clicks: 140 (40.8%)

11/04/2024 @ 22:30
Opens: 251 (73.6%)
Clicks: 142 (41.6%)

#WATCH THE VOTE ATL
INCIDENT REPORT
11/4 - 2:30pm

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 2, 2024
"It is illegal to Accept Absentee Ballots Drop Off Over the Weekend"

The absentee ballot drop-off deadline is 7:00 PM on Election Day. Absentee ballots can be dropped off at the County Clerk's Office or at the designated drop-off locations. Absentee ballots cannot be dropped off at the County Clerk's Office or at the designated drop-off locations after 7:00 PM on Election Day.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED TRUE
Nov 4, 2024
"Republican Poll Observers Were Initially Denied Access to County Election Office"

Republican poll observers were denied access to the County Election Office on Election Day. The County Clerk's Office stated that poll observers were not allowed to enter the office on Election Day. This is a violation of the law, which states that poll observers are allowed to enter the office on Election Day.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 2, 2024
"A Suspicious Smell" Trucks Spotted Behind Ballot Drop Off in Fulton County

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

#WATCH THE VOTE ATL
INCIDENT REPORT
11/4 - 6:30pm

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Fulton failed to send military absentee ballots overseas"

Fulton County failed to send military absentee ballots overseas. The County Clerk's Office stated that military absentee ballots were not sent overseas on Election Day. This is a violation of the law, which states that military absentee ballots must be sent overseas on Election Day.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
"VERIFIED FALSE - Fulton County Will Not Allow Anyone To Watch Ballot Drop Boxes"

Fulton County will not allow anyone to watch ballot drop boxes. The County Clerk's Office stated that ballot drop boxes are monitored by County staff and are not open to the public. This is a violation of the law, which states that ballot drop boxes are open to the public.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
July 15 of Fulton County's 804 Workers are Republicans"

July 15 of Fulton County's 804 workers are Republicans. The County Clerk's Office stated that the majority of workers are not Republicans. This is a violation of the law, which states that the majority of workers are not Republicans.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Fulton County Registry Counted Ballots Over the Weekend"

Fulton County Registry counted ballots over the weekend. The County Clerk's Office stated that ballots were not counted over the weekend. This is a violation of the law, which states that ballots are not counted over the weekend.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
You are able to drop off ballots"

You are able to drop off ballots. The County Clerk's Office stated that ballots cannot be dropped off at the County Clerk's Office or at the designated drop-off locations. This is a violation of the law, which states that ballots can be dropped off at the County Clerk's Office or at the designated drop-off locations.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Fulton County Will Not Be Transparent with Ballot Images and Cert Votes"

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

#WATCH THE VOTE ATL
INCIDENT REPORT & DAILY RECAP
11/4 - 10:30pm

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
"Fulton County Polls Close at 5:00 PM on November 5th"

Fulton County polls close at 5:00 PM on November 5th. The County Clerk's Office stated that polls close at 7:00 PM on Election Day. This is a violation of the law, which states that polls close at 7:00 PM on Election Day.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Fulton County Will Not Be Transparent with Ballot Images and Cert Votes"

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED TRUE
Nov 1, 2024
"Fulton County allows the public to observe vote tabulation"

Fulton County allows the public to observe vote tabulation. The County Clerk's Office stated that the public is allowed to observe vote tabulation. This is a violation of the law, which states that the public is not allowed to observe vote tabulation.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Rumor vs Reality"

Rumor vs Reality. The County Clerk's Office stated that the rumor is false. This is a violation of the law, which states that the rumor is true.

What to show this specific incident with your network? Does the image to report of you want to show incident posts directly from your social media, you can find us on Instagram, Facebook, & on Threads

VERIFIED FALSE
Nov 4, 2024
Rumor vs Reality"

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WTV Incident Report Newsletter - Metrics

#WATCHTHE VOTEATL

11/05/2024 @ 23:30
 Opens: 177 (52.7%)
 Clicks: 7 (2.1%)

11/06/2024 @ 12:30
 Opens: 210 (62.9%)
 Clicks: 8 (2.4%)



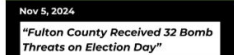
It's your evening Incident Report on Election Day from the [WTV's Social Media Tracking Center \(SMTC\)](#). These are some of the top incidents we've found over the last four hours and whether they've been verified as True or False. Read on for more details and links to share the verified information with your network!

Incident Report 11/5, 11:30 PM

In a Press Conference on Tuesday evening, Fulton County officials reported a successful and secure election day. The main disruption was due to the non-credible bomb threats of which there were 32 in total. Only 5 had to a halt in voting which led to an extension of voting hours at those 5 locations.

Fulton County expects to have all absentee ballots, early votes, and memory cards from today's in-person voting uploaded by 11:00 PM.

Just because the polls are closed doesn't mean our Social Media Tracking Center team is done! We'll be back tomorrow with one more incident report. In the meantime, if you see something we should be tracking, say something! [Email us](#) or send a [message on social media](#).



"Fulton County Received 32 Bomb Threats on Election Day"

In a Press Conference on Tuesday evening, the Fulton County Police Chief, Wade Yates, reported 32 bomb threats throughout the county.

Some were called in to the locations or to 911 and some were emailed. 27 were resolved quickly, 5 required investigation that did halt voting temporarily.

Incident Report from the [#WATCHTHEVOTEATL Social Media Tracking Center \(SMTC\)](#).

Want to share this specific incident with your network? Go to the image or report if you want to share incident posts directly from your social media, you can find us on [Instagram](#), [Facebook](#), [X](#), and [Threads](#).

Incidents We've Tracked So Far	
	Fulton County Received 32 Bomb Threats on Election Day
	Fulton County Police Liaisons Will Have Mobile Voting Units
	Georgia Will Not Be Allowed to Bank Through
	Fulton County Rejects Lowest Annual Election Day
	Fulton County's New Credible Bomb Threats Were Not by a Former State Atty
	Vote Turnout Awaits For Weekly Campaigns
	Fulton County Only Has 10 Republican Candidates
	Fulton County Will Allow a Court Order to Restrict in Person Voting when Voters Are Subject to Bomb Threats
	Several Non-Credible Bomb Threats in Fulton County
	Fulton County Polls Close at 6:00 PM on Tuesday
	Fulton County Allows the Public to Observe the Ballot Box
	Fulton County Strongly Countered Baiting Over the Ballot Box
	GA Suspends Court Operations Until County Judges Are Fully Employed
	Only 14 of Fulton County's 81 Poll Workers are Available
	Fulton Failed to Send Polls Absentee Ballot

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It's your final Incident Report from the [WTV's Social Media Tracking Center \(SMTC\)](#). These are the incidents we've found over the last four hours and whether they've been verified as True or False. Read on for more details and links to share the verified information with your network!

Final Incident Report 11/6, 12:30 PM

In a Press Conference on Tuesday evening, Fulton County officials reported a successful and secure election day. The main disruption was due to the non-credible bomb threats of which there were 32 in total. Only 5 had to a halt in voting which led to an extension of voting hours at those 5 locations.

Fulton County expects to have all absentee ballots, early votes, and memory cards from today's in-person voting uploaded by 11:00 PM.

Just because the polls are closed doesn't mean our Social Media Tracking Center team is done! We'll be back tomorrow with one more incident report. In the meantime, if you see something we should be tracking, say something! [Email us](#) or send a [message on social media](#).



"10-Place Lemon Pepper Hot Wings Chosen by Voters in Fulton County"

Yesterday, the SMTC picked up a claim that 10-Place Lemon Pepper Hot Wings was chosen by voters in Fulton County.

There was no evidence to substantiate such a claim and no observation of this by monitoring teams in the field.

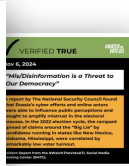


"There Are New Reports of Allens Near Roswell"

Despite numerous claims from members of X's Election Integrity community that allens are appearing near Roswell, no claims can be verified by trusted sources.

Incident Report from the [#WATCHTHEVOTEATL Social Media Tracking Center \(SMTC\)](#).

Want to share this specific incident with your network? Go to the image or report if you want to share incident posts directly from your social media, you can find us on [Instagram](#), [Facebook](#), [X](#), and [Threads](#).



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**“WEEKLY WATCH”
NEWSLETTER/ INCIDENT
REPORTS**

WW Newsletter - Metrics

#WATCHTHEVOTEATL

Date: 10/21
Opens: 240

Watch The Vote



#WATCHTHEVOTEATL is a community-academic partnership led by The BLK+Cross/Alive and in Color and Georgia Tech Institute for People & Technology, to track and disrupt election misinformation in Fulton County. The #WATCHTHEVOTEATL team will be monitoring social media and the web in real-time, tracking content that could mislead voters or disrupt the election process. Join the movement - partner with #WATCHTHEVOTEATL or become an ambassador. **We have 20 slots for paid student ambassadors who are NOT attendees of Georgia Tech.** Learn more via the link below:

More on Election Dis/Misinformation:

- 3 Ways You Can Push Back Against Election Misinformation
- How To Avoid Sharing Election Misinformation
- This Election Year, Fighting Misinformation is Messier and More Important Than Ever


WatchTheVoteATL.org

EMPOWERED MINDS

ATL Join [Silence The Shame](#) and Principal Strategist of The BLK + Cross, Gail A. Brooks, on 10/22 for the Empowered Minds Conversation Series featuring guidance on understanding electoral misinformation, tools for verification, and constructive dialogue! [REGISTER](#)

Date: 10/28
Opens: 174

Watch The Vote



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WatchTheVoteATL.org


Along with tracking and countering false narratives on social media in real-time leading up to the election, our team has also created a [Social Media Toolkit](#) that we encourage everyone to download and use. If you haven't followed @WatchTheVoteATL on social media, NOW is the time! [Follow us](#) and check out our website for updates as we continue to disrupt disinfo and defend democracy!

More on Election Dis/Misinformation:

- Atlantaans Share Growing Concern Over Election Misinformation
- Breakfast Group of Former Georgia Elected Officials Youth for Integrity of State's Election System
- Misinformation is Everywhere This Election. Can You Tell What's Real?

Date: 11/4
Opens: 384

Watch The Vote



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WatchTheVoteATL.org

Along with tracking and countering false narratives on social media in real-time leading up to the election, our team has also created a [Social Media Toolkit](#) that we encourage everyone to download and use. If you haven't followed @WatchTheVoteATL on social media, NOW is the time! [Follow us](#) and check out our website for updates as we continue to disrupt disinfo and defend democracy!

More on Election Dis/Misinformation:

- Georgia Tech and The BLK+Cross Launch #WatchTheVoteATL to Fight Election Misinformation
- Don't Be Fooled on Election Day: 6 False Voting Claims To Look Out For (Trust in Voting); How Misinformation Threatens Democracy

Date: 11/11
Opens: 346

Watch The Vote ATL



#WATCHTHEVOTEATL is a community-academic partnership led by The BLK+Cross/Alive and in Color and Georgia Tech Institute for People & Technology, to track and disrupt election misinformation in Fulton County.

#WATCHTHEVOTEATL concluded our final incident report on 11/6 at 12:00pm. In troubled democracies, Social Media Tracking continued through the day after elections to look for incidents related to not accepting election results, litigation, challenges to election integrity, and violence.

The #WatchTheVoteATL Social Media Tracking Center has not picked up any such claims in Fulton County as of 11:30 AM on Wednesday, November 9th.

FINAL INCIDENT REPORT:



REMARKS FROM OUR FEARLESS LEADERS:



Along with tracking and countering false narratives on social media in real-time leading up to the election, our team also created a [Social Media Toolkit](#) that we encourage everyone to download and use. If you haven't followed @WatchTheVoteATL on social media, NOW is the time! [Follow us](#) and check out our website for the incidents we tracked throughout the election season.

WatchTheVoteATL.org

More on Election Dis/Misinformation:

- Georgia Tech and The BLK+Cross Launch #WatchTheVoteATL to Fight Election Misinformation
- Don't Be Fooled on Election Day: 6 False Voting Claims To Look Out For (Trust in Voting); How Misinformation Threatens Democracy
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- Misinformation is Everywhere This Election. Can You Tell What's Real?



Date: 11/25
Opens: 307

Watch The Vote

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Peer Voices

"For our families, our schools, our safety," Wendy Cavalho, #WATCHTHEVOTEATL Peer Ambassador and student at Georgia State University, said it best.

By disrupting election disinformation, we're not just protecting the vote, we're safeguarding the power of our voices and the promise of a fair, just future for all.

NEW Toolkit OTW!

Along with tracking and countering false narratives on social media in real-time leading up to the election, our team also created a [Social Media Toolkit](#) that we encourage everyone to download and use. Stay tuned for the updated version!

[WatchTheVoteATL.org](#)

More on Election Dis/Misinformation:

- Georgia Tech and The BLK+Cross Launch #WATCHTHEVOTEATL to Fight Election Misinformation
- How to Identify Misinformation in a Democracy
- How to Report or Disrupt the Spread of Election Misinformation

Date: 12/02
Opens: 306

Watch The Vote

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Peer Voices

The election involves not just political campaigns and candidates, but also the communities, neighborhoods, and families that are affected by the outcome. We're working to ensure that everyone has the information they need to make informed decisions and that all voices are heard.

Thanks to ambassadors like Florence, our communities are now more informed, more empowered, and better prepared to defend democracy for the future.

NEW Toolkit OTW!

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[WatchTheVoteATL.org](#)

More on Election Dis/Misinformation:

- Georgia Tech and The BLK+Cross Launch #WATCHTHEVOTEATL to Fight Election Misinformation
- How to Identify Misinformation in a Democracy
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Date: 12/9
Opens: 288

Watch The Vote

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THE RESULTS ARE IN!

Secure, fair elections are worth fighting for! 🗳️

Thank you to all of you who took action to track, disrupt, and defend our democracy. Check out our social impact below, and keep the momentum going!

THE NUMBERS SPEAK

OUR SOCIAL MEDIA IMPACT:

10,223
TOTAL REACH

21,161
TOTAL VIEWS

1,041
ENGAGEMENTS

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#WATCH THE
VOTE ATL

DISRUPT DISINFO
DEFEND DEMOCRACY

THANK YOU

