



**Office of the Secretary of State
Report to the Texas Legislature on
Voter Identification Education Efforts in 2024**

**Jane Nelson
Secretary of State**

Introduction

Section 31.012(b) of the Texas Election Code provides that the Secretary of State “shall conduct a statewide effort to educate voters regarding the identification requirements for voting prescribed by Chapter 63 [of the Texas Election Code].” In the General Appropriations Act adopted by the 88th Texas Legislature, the Secretary of State was appropriated \$5.0 million for the 2024-2025 biennium to “educat[e] the public, including students, regarding the required documents for voting and the general voting process pursuant to Section 31.012, Election Code.”

The General Appropriations Act directs the Secretary of State to submit an annual report to the Legislature by December 31 that contains: “(a) the types and amounts of any media purchase(s) made using appropriated funds designated by this rider; and (b) an analysis of the population of voters, including age and geographic region, who received education under the provisions of this rider.” This report covers the Secretary of State’s voter identification education efforts in 2024.¹

For the 2024 election cycle, the Secretary of State’s voter education efforts focused on informing Texas voters about the identification requirements for voting by personal appearance and voting by mail. The Secretary emphasized educating Texans about the state’s voting laws, including the acceptable forms of photo identification, the reasonable impediment declaration process, and the requirements for submitting a ballot by mail.

Methodology

In 2024, the Secretary of State developed and disseminated educational materials related to voter identification requirements in Texas. The Secretary utilized a multi-channel approach, including broadcast, print, and digital media, to inform voters of the acceptable forms of photo identification, the process for completing a reasonable impediment declaration, and the identification requirements for voting by mail. Key components included updating the Secretary of State’s VoteTexas.gov website with instructional resources, producing videos and guides tailored to state-specific voting procedures, and conducting outreach through extensive media placements and public events.

Audience

The mission of the Secretary of State’s voter education efforts is to help guarantee every qualified voter who wants to cast a ballot has the information they need, specifically with respect to the identification requirements for in-person and mail-in voting. As the Secretary seeks to reach any qualified Texan with her voter education, there is no one-size-fits-all approach to these efforts.

To reach all voters in the ways that will connect best for them, the Secretary of State used a variety of platforms. For example, the Secretary utilized Snapchat to capture the under-30 voter

¹ The Secretary of State did not make any media purchases, or otherwise engage in the activities encompassed by the General Appropriations Act’s annual-reporting requirement, in 2023.

segment. Facebook and X reached voters aged 65+ to focus on vote-by-mail options. Broadcast media, specifically radio news stations, maximized reach for urban and rural voters.

Pre- and post-campaign surveys helped identify familiarity with photo ID requirements across demographic groups and measure the success of the Secretary of State’s educational activities. Through the course of 2024, awareness of voter ID laws increased 15 points among those 65 and older, 18 points among Hispanic voters, 11 points for urban voters, and 25 points for Asian voters.

A variety of in-person events coupled with paid media advertising reached all 254 counties.

AD PLACEMENT OVERVIEW



Overview of the Secretary of State’s Voter Identification Education Efforts

The Secretary of State delivered a carefully planned, multi-channel approach to educating Texans about the identification requirements for voting in person and by mail. By analyzing data to identify the most effective methods of reaching key audiences—such as first-time voters, elderly voters, students, and new Texas residents—the Secretary efficiently allocated resources to maximize impact.

In addition, the Secretary of State strived to enhance the visibility and brand awareness of VoteTexas.gov, the agency’s official voter information platform. Rather than introducing a new slogan, the Secretary focused on reinforcing the VoteTexas.gov brand so that it was instantly recognizable as the authoritative source for voter education in Texas. This decision underscored the site’s role as the go-to destination for accurate and accessible voting information.

ADVERTISING IMPACT

	DIGITAL	TRANSIT/BILLBOARD	NEWSPAPER	TV	RADIO
SPEND	\$987,197.15 (\$200K added value)	Transit – \$78,122.67 Billboards – \$343,951.84	\$121,795.59	OTT - \$233,429 Broadcast - \$300,631	\$291,677.89
IMPRESSIONS	208,219,473	Transit – 53,569,600 Boards – 95,743,262	1,987,119	21,821,414	30,991,680
MEDIA PLACEMENTS	152 Assets	11 Transit Systems 87 Boards & Panels	148 Community Newspapers	30 Stations + Streaming	19 Markets 92 Stations

Digital platforms played a central role in the Secretary of State’s outreach strategy. Advertisements were placed across platforms such as Facebook, Instagram, Twitter/X, YouTube, Snapchat, and Spanish-language channels to engage a broad spectrum of voters. This approach allowed the Secretary of State to deliver targeted, data-driven messages to specific audiences in a cost-effective manner. The Secretary of State also utilized traditional media efforts, including newspaper and radio advertisements, to ensure comprehensive statewide coverage. Newspaper advertisements were placed in local community papers to reach Vietnamese- and Mandarin-speaking voters in their preferred language through trusted local publications.

SOCIAL ADVERTISING IMPACT

SOCIAL	SPEND	IMPRESSIONS
X	\$158.7K	72.58 Million
FACEBOOK	\$141.8K	48.31 Million
INSTAGRAM	\$47.6K	17.73 Million
SPANISH FB/INSTAGRAM	\$66.1K	22.32 Million
SNAPCHAT	\$68K	14.2 Million
YOUTUBE	\$70.8K	16.24 Million



To further expand the reach, the Secretary of State employed out-of-home (OOH) advertising, including vinyl and digital billboards placed strategically across the state. Recognizing the importance of reaching voters who may not rely on personal vehicles, public transit advertising was added in partnership with 11 transit agencies throughout Texas. These ads were placed in urban and rural areas, connecting with younger voters, older adults, and individuals with disabilities.

One new strategy introduced in 2024 was advertising during college football games at 13 colleges and universities across the state. These events provided a valuable opportunity to connect with students and older Texans eligible for mail-in voting. By placing targeted ads during such high-visibility events, the Secretary of State effectively engaged large audiences in rural and urban areas during a crucial window leading up to the election.

The Secretary of State also made updates to the VoteTexas.gov logo in line with federal accessibility standards. These changes ensured the logo is visually clear and readable for individuals with varying levels of visual acuity, furthering the Secretary's commitment to accessibility. The updated logo is reflected below:



By combining digital precision with traditional media, transit partnerships, and in-person engagements, the Secretary of State's messaging reached voters across the state. This multi-faceted approach reinforced the visibility of VoteTexas.gov and provided Texans with the tools and information needed to navigate voter ID requirements confidently.

Grassroots and Community Outreach

In 2024, the Secretary of State undertook grassroots and community outreach activities that were pivotal to amplifying voter education and directly engaging with Texans across the state. These efforts included 8 in-person stops where the Secretary met with local press and news outlets to reinforce the importance of understanding voter ID requirements. Among other stops, the Secretary visited Texas Woman's University and the University of Texas Rio Grande Valley to engage directly with college students, fostering dialogue about the requirements for voting in Texas.

The Secretary of State secured booths at the Fort Worth Stock Show & Rodeo and the Texas State Fair, hosted in partnership with the Texas Department of Agriculture and its Go Texan initiative. These events attracted hundreds of thousands of visitors, offering a prime opportunity to share educational resources and increase awareness of voting requirements and authoritative resources for voting information in Texas. Notably, the Fort Worth Stock Show provided a unique avenue to connect with rural voters traveling across the state to participate in and attend the

various events. Advertising efforts at the Fort Worth Stock Show alone reached voters from 85% of Texas counties, demonstrating the Secretary of State's ability to effectively engage a geographically diverse audience through strategic partnerships and high-visibility venues.

The Secretary of State's outreach efforts resulted in substantial media attention, earning an estimated \$20 million in publicity value. This coverage amplified the voter identification messaging through news stories, interviews, and feature segments across various outlets, significantly extending the reach of voter education efforts beyond in-person events.

In addition to voter outreach, the Secretary of State provided critical support to county election administrators with media training and communication resources. These sessions included a crisis communication plan, sample press releases, and guidance on how to engage with and respond to media inquiries during a crisis. Through these collaborative activities, the Secretary strengthened the capacity of local election officials to effectively manage public communication.

By combining targeted grassroots efforts with high-profile events, media exposure, and media training, the Secretary of State successfully brought voter ID education to communities across Texas in 2024. These initiatives reinforced the visibility of VoteTexas.gov and ensured that the Secretary's messaging resonated with voters statewide.

Multimedia and Educational Tools

In 2024, the Secretary of State utilized a range of multimedia and educational tools to achieve a broad and effective dissemination of voter information, including video content, radio spots, digital advertisements, and other media assets that conveyed clear and concise messages about voter ID requirements. These tools were carefully designed to engage audiences across different platforms, reinforcing the role of VoteTexas.gov as the primary resource for voter education.

Videos played a significant role this year, with instructional and promotional materials hosted on platforms like YouTube and embedded on VoteTexas.gov. These videos, produced with features such as closed captioning and audio descriptions, ensured accessibility for viewers with disabilities. The videos covered topics such as the seven approved forms of photo ID and the reasonable impediment declaration process, providing clarity on commonly misunderstood voting procedures.

Radio spots were broadcast statewide in English and Spanish, leveraging the reach of local stations to inform rural and urban audiences alike. These advertisements included succinct messages about voter ID requirements and directed listeners to VoteTexas.gov for additional information. Similarly, digital ads were deployed across various platforms, including social media and search engines, using precise targeting to reach voters based on geographic and demographic data. These ads effectively drove over 6.5 million visitors to the VoteTexas.gov website and helped boost awareness among hard-to-reach populations.

The Secretary of State prioritized clarity and accuracy in the agency's multimedia materials so that all voters could easily understand the voter ID requirements. Key translations, including Spanish, Vietnamese, and Mandarin, were incorporated into advertisements and strategically pushed to communities in which additional language requirements apply. Additionally, clean design and straightforward messaging were used across all materials to enhance comprehension and usability, resulting in information that was accessible and easily understood by all voters.

For the 2024 election cycle, the Secretary of State also updated the VoteTexas.gov site, the agency's primary and most comprehensive resource for educating Texans about voter registration, voting in person, and voting by mail. These updates focused on accessibility, usability, and security as the site continues to serve as a reliable and effective platform for voters seeking information. In addition, the VoteTexas.gov site underwent search engine optimization improvements to increase visibility and utility, and revisions to language used throughout the site for greater clarity and accuracy.

At the same time, online content will not reach every voter. The Secretary of State thus employed printed materials and promoted the agency's voter hotline in an effort to educate voters who lack Internet access or find online content difficult to use.

Conclusion

In 2024, the Secretary of State's voter education efforts focused on equipping Texans with the information required to understand the state's voter ID requirements and voting procedures. The Secretary effectively reached voters across the state with a clear and consistent message through precise targeting, robust updates to VoteTexas.gov, and a combination of multimedia outreach and grassroots efforts. High-impact events and extensive media coverage amplified the visibility of the Secretary's efforts, reinforcing VoteTexas.gov as the trusted source for election information. By fulfilling the legislative mandate with a focused and results-oriented approach, the Secretary of State ensured that Texans were informed and prepared for the voting process.