



Texas Secretary of State  
ELECTIONS DIVISION



# Web Posting Requirements and Best Practices for a User-Friendly Website

Webinar

February 13, 2025



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# Required Postings



# Web Posting Requirements

- Two Categories of Election Web Posting Requirements
  - Continuous Postings
  - Election Specific Postings



# Entity Website Web Posting Requirements – Continuous

## Summary of Election Related Information

- **Name of Members of Governing Body**
- **Contact Information** for each member of governing body if different than taxing unit's contact info
- **Mailing Address, Email Address, and Phone Number** of the taxing unit
- **Date and Location of Next Officer Election**
  - Address of main administrative office (the place where candidates can file an application)
  - Next election means:
    - General Election for Officers
    - Special Elections for Vacancies, upon ordering.

❖ See [Form 1-20](#), Internet Posting Requirements for Political Subdivisions



# Entity Website Web Posting Requirements – Continuous

## Summary of Election Related Information

- The **requirements** and **deadlines** for filing for candidacy of each elected office of the political subdivision shall be continuously posted for at least one year before election day for that office.
  - **Requirements for Filing for Candidacy**
    - Application Requirements (Forms, Filing Fee, Petition Requirements)
    - Qualifications for Office (Eligibility)
  - **Deadlines for Filing for Candidacy**
    - [Important Election Dates 2025](#)
    - Election Law Calendars



# Entity Website Web Posting Requirements – Continuous

## Summary of Election Related Information

- Each notice of a meeting of the political subdivision's governing body under Subchapter C, Chapter 551 of the Government Code; and
- Each record of a meeting of the political subdivision's governing body under Section 551.021 of the Government Code
- **For these two items only:**
  - Requirements for posting notice of meetings and record of meetings of the political subdivision's governing body does not apply to:
    - A county with a population of less than 10,000;
    - A municipality with a population of less than 5,000 located in a county with a population of less than 25,000; or
    - A school district with a population of less than 5,000 in the district's boundaries and located in a county with a population of less than 25,000.



# Entity Website Web Posting Requirements – Election Specific

- Election Specific Posting Requirements (Texas Election Code)
  - Notice of Deadline to File Application for Place on the Ballot (141.040)
  - Notice of Election (4.003 for Cities and Schools)
  - Voter Information Document/Debt Obligation Order (Debt Obligation Elections) (3.009, 4.003)
  - Notice of Voting Order Priority (recommended web posting)(63.0015)
  - Date of Election (4.009 for Cities and Schools)
  - Candidates (4.009 for Cities and Schools)
  - Measures (4.009 for Cities and Schools)
  - Early Voting and Election Day Polling Places (4.009 for Cities and Schools)
  - Signature Verification Committee Appointment Order, if applicable
  - Notice of L&A Testing, if applicable (127.096, 129.023)
  - Early Voting Rosters (87.121)
  - Election Day Rosters (87.121)
  - Election Results (65.015)
  - Reconciliation Form, if applicable (127.121)



# Notice of Election

- **The notice must include:**
  - The type and date of the election;
  - The location of the main early voting polling place, including the street address, room number, and building name.  
**The notice must designate which location is the main early voting polling place;**
  - The location of each polling place, including the street address, room number, and building name;
  - The hours the polls will be open;
  - The regular dates and hours for early voting by personal appearance;
  - The dates and hours of any Saturday or Sunday early voting;
  - The early voting clerk's official mailing address or street address at which the clerk may receive delivery by common or contract carrier, if different, phone number, e-mail address, and the Internet website, if the early voting clerk has an Internet website;
  - We recommend that the information regarding branch early voting locations be included as part of your notice; and
  - Any other information required by law.





# Candidate Information

- **Candidate and Polling Place Information on County, City, and School District Websites:** Not later than the 21st day before election day, a county that holds an election or provides election services for an election must post certain information related to its upcoming elections.
  - The date of the election;
  - The location of each polling place;
  - Each candidate for an elected office on the ballot; and
  - Each measure on the ballot.
- A **city** or independent **school district** that holds an election and maintains an Internet website **must also post this same election information on its website** even if the county is posting this data.



# Polling Locations

- The Secretary of State must post election day and early voting polling place locations for **county** and **local** elections including:
  - polling place building name, if any
  - street address and zip code, and
  - days and hours of voting at each location.

Election Code Sec. 31.016



# Early Voting Rosters

- Information contained on Early Voting Rosters (both in-person and by-mail) must be posted on the entity's website.
  - At minimum, the roster must contain the voter's name, VUID, and precinct number
- For all elections in which the **County Clerk** is the early voting clerk:
  - Information contained on Early Voting Rosters (both in-person and by-mail) must be posted on the county's website.
  - **SOS Recommendation:** 11:00 am per 87.121(g) and (h)
- For all other elections (County Clerk is **NOT** the early voting clerk by law or contract)
  - Information contained on Early Voting Rosters (both in-person and by-mail) must be posted on the website.
  - If no website, then bulletin board used for posting notice of meetings of the governing body of the authority.
  - **SOS Recommendation:** 11:00 am per 87.121(g) and (h)

Election Code Sec. 87.121



# Early Voting Rosters

- If an early voting clerk fails to post their early voting rosters in accordance with Section 87.121, a person registered to vote in the county where the early voting clerk is conducting early voting may file a complaint with the Secretary of State regarding the early voting clerk's noncompliance.
- The SOS has no way of receiving and posting early voting roster information for local elections.
- However, the SOS does provide a link to county election websites which must contain the county's rosters.
- **Best practice for entities:**
  - If contracting with the county – the early voting roster must be posted on the county website and the entity should provide a link to that list on the county's website.
  - If not contracting with the county – the early voting roster must be posted on the entity's website.

Election Code Sec. 87.121



# Ballot by Mail Tracker

- Requires the Secretary of State to provide an online tool on the Secretary of State's website that enables a person who has submitted an application for a ballot by mail to track the location and status of the person's application and ballot.
- For each carrier envelope containing a mail ballot, the ballot by mail tracker must assign or record a serially numbered and sequentially issued barcode or tracking number unique to each envelope.
  - **Best Practice:** Local entities will need to work with the counties in comparing the ID numbers provided on the ABBM and carrier envelope to the ID numbers on the voter's registration record and reporting the ballot by mail activity in TEAM so voters can utilize the Ballot Tracker.

Election Code Secs. 86.015, 87.121



## Election Results

- A county that holds an election or provides election services for an election for a **public entity** must post certain information on their website.
- A **city** or independent **school district** that holds an election and maintains an Internet website **must also post this same election information on its website** even if the county is posting this data.
- The information must:
  - Be posted **as soon as practicable** after the election; **and**
  - Be **accessible** without having to make more than two selections or view more than two network locations after accessing the home page of the county, city or school district, whichever is applicable.
- We recommend that election results information remain posted on the entity's main page (or within two clicks of the main page) at least until the next election, and that the information continues to be available for the full 22-month retention period for election records.
  - Entities may choose to make older election results information available on their website.



## Election Results (cont'd)

Required information on websites:

- the results of each election;
- the total number of votes cast;
- the total number of votes cast for each candidate or for or against each measure;
- the total number of votes cast by personal appearance on election day;
- the total number of votes cast by personal appearance or mail during the early voting period; and
- the total number of counted and uncounted provisional ballots cast.



# Reconciliation Forms

- The presiding judge of the central counting station must provide and attest to a written reconciliation of votes and voters at the close of tabulation for election day and again after the central counting station meets for the last time to process late-arriving ballots by mail and provisional ballots.
- Requires that the form be posted on a website maintained by the county with election returns and results.
  - **Best Practice** – Cities, schools, and other political subdivisions should also post this reconciliation form along with the entity's election returns and results.
  - Forms [12-1](#) and [12-2](#)





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# Website Best Practices



## All Counties Must Have a Website

- TAC – Texas Association of Counties – has a low cost option for providing counties with websites.
- CISA – Cybersecurity and Infrastructure Security Agency has resources for local governments.
  - CISA is an arm of the Department of Homeland Security - [www.cisa.gov](http://www.cisa.gov)
  - CISA services are available to all SLTTs – State, Local, Tribal, and Territorial governments
  - Cybersecurity assessments can be obtained at NO COST
  - There are many low cost and no cost services available through CISA
- Consider changing your web address to a .gov free website available for SLTTs (State, Local, Tribal, and Territorial).
  - For more information visit [dotgov.gov](http://dotgov.gov)



## Election Website Security

- Make sure your website is secure.
- If not using a secure website, cyber threat actors might be able to post misinformation, or change information on your website.
  - Talk to your IT department or vendor about security
- Using a secure website gives elections credibility in general.
- Make sure that when using social media to communicate with the voting public, the information posted there directs voters to your official website.



## If Using a Vendor or Internal IT, Give Specific Instructions

- Give detailed instructions to your vendor/IT of where you want the information placed.
- Create a schedule for your vendor/IT with deadlines for posting things based on the election cycle.
- Try to give the vendor/IT your deadlines at the beginning of an election year.
  - Create a standard time for when things must be updated before each election
    - Example: 90 days before Election Day
- Make sure to proof read the information once the vendor/IT has updated it.



# Most Relevant Information Highly Visible

- When voters visit your website, make sure that the information for the current election is at the top of the webpage.
  - Some entities or their vendors list everything in chronological order which results in the current election being at the bottom of the page.
  - Make sure that the most relevant information is at the top of the page where voters land when they visit.
    - Voters should not have to scroll very far for the information.
  - A list of polling locations should be on your website 90 days before the election, if possible.
  - The deadline for your Order of Election is the 78<sup>th</sup> day before election day.
    - Governing body approval is not necessary to publish your preliminary polling place list.
    - Update the polling locations on your Order and Notice of Election as needed.



## Posting Sample Ballots

- Post a sample ballot for each ballot style.
  - If there are multiple ballot styles, post each unique style with a legend that tells which precincts are in each ballot style.
  - If there are splits for political subdivisions, you can say:
    - *All or portions of precincts: 102, 103, 104 etc.*
- Remember, a sample ballot must say “Sample Ballot” at the top of each sample ballot.
- If there are too many precincts to post each ballot style, consider posting an all encompassing Sample Ballot/Bedsheet Ballot.
  - If there are splits for political subdivisions, you can say:
    - *All or portions of precincts: 102, 103, 104 etc.*



## Link to VoteTexas.gov

- Please place a link on the website to [VoteTexas.gov](http://VoteTexas.gov) with an explanation of the information that can be obtained there.
  - Voting by Mail
  - ID Requirements
  - Voter Registration
  - Poll Watcher Training
  - Poll Worker Training
  - Ballot by Mail Tracker



Click on the image above to visit [www.votetexas.gov](http://www.votetexas.gov) a website that contains information on frequently asked questions, allows you to check your registration status, and provides other important details about the upcoming election.



## Link to “Am I Registered?”

- If voters are visiting your website to see if they are registered, provide the county voter registrar’s phone number so they can call to find out their status.

OR

- Provide the link to the Secretary of State’s website so that they can verify their own information without calling.



Click on the above image to verify your registration status.





## Ballot By Mail Tracker Link

- This link should be posted on the county's Internet website to assist ballot by mail voters with tracking the status of their ballot.
  - Consider making the link to the Ballot by Mail Tracker highly visible.

The screenshot shows the "Ballot by Mail Tracker" web application interface. At the top, there is a dark blue header with the "TEXAS SECRETARY OF STATE" logo on the left, a circular "TEAM" logo in the center, and the text "BALLOT BY MAIL TRACKER" and "TEXAS ELECTIONET ADMINISTRATION SYSTEM" on the right. Below the header, there is a navigation bar with a "Back to My Voter Portal" link on the left and "English" and "En Español" language options on the right. The main content area is titled "Ballot by Mail Tracker" and includes a sub-header "To track the status of your ballot by mail application or ballot, please enter your voter information below. Fields marked with an \* are statutorily required." Below this is a form titled "Voter Information" with several input fields: "First Name\*", "Last Name\*", "Date of Birth (mm/dd/yyyy)\*" (with a calendar icon), "Last 4 digits of SSN\*" (with a magnifying glass icon), and "Driver's License # / DPS PIN\*" (with a magnifying glass icon). At the bottom of the form, there are "Reset" and "Submit" buttons. A footer note states: "If you are having issues accessing this tracker, please visit [Am I Registered](#) to view the information as listed in your voter registration record or contact your [county voter registrar](#)." The footer also includes the copyright notice "Copyright © 2021 Civix".



## Other Recommended Links for the Elections Page

- Legally Required Notices
  - Order of Election
  - Notice of Election
  - Meeting Times for SVC and EVBB
  - Notice of Logic and Accuracy Testing
  - Notices of Cancellation, Debt Obligation
  - Notice of Destruction of Ballots (if you had to make corrections to your paper ballot)
- Early Voting Rosters by 11:00 a.m. the following day
- Election Day Roster by 11:00 a.m. the following day
- Link to FVAP – Federal Voting Assistance Program for FPCA voters
- How to Become a Volunteer Deputy Registrar
- How to Become an Election Worker
- Poll Watcher Training



## Links to ADA and Language Information

- All voter-facing information must be posted in all languages required in your county
  - All of Texas must have information in English and Spanish
- Ballot by Mail Information
- Consider adding links to the resources that are available for voters with disabilities
  - Curbside voting information
  - Information about voter assistance
  - Information about physical accessibility in polling places
  - Local transportation resources



# Post Information about the Voting Process

- Where to send an Application for a Ballot by Mail
- Where to send a Ballot by Mail – UPS and FedEx do not ship to P.O. Boxes so make sure to provide your physical address as well
  - Information about hand delivery of an ABBM or a voted ballot
- ID Requirements
- Consider posting information about the use and function of the voting system
  - Review the check-in process
  - How to cast a ballot
- If your vendor has videos or other training materials, post them
- Information may be available from your vendor online already



# Post Information about the Voting Process

- Summary of important dates
  - VR deadline
  - ABBM and FPCA application deadlines
  - Dates for the Early Voting Period
    - Hours for Early Voting
  - Election Day
- Special Forms of Early Voting
  - Limited Ballot
  - Late Voting Due to Sickness or Disability
  - Late Voting Due to Death in the Family
- Provisional Voting



# Election Results

- Unofficial results should be posted as soon as available
  - Complete the [Preliminary Reconciliation Form](#) – Unofficial Results (Form 12-1)
  - Remember the “Two Click Rule”
- Official results should follow after the canvass
  - Complete the [Reconciliation Form - Official Totals](#) (Form 12-2)
- Consider keeping historical results for at least 5 years or indefinitely
- Consider keeping past sample ballots in an archive as well



## Election Results – Two Click Rule

- Remember the “two click” rule – Information should be posted as soon as practicable after the election and must be accessible without having to make more than two selections or view more than two network locations after accessing the home page of the county, city or school district, whichever is applicable.
- Results information that must be posted:
  - the results of each election;
  - the total number of votes cast;
  - the total number of votes cast for each candidate or for or against each measure;
  - the total number of votes cast by personal appearance on election day;
  - the total number of votes cast by personal appearance or mail during the early voting period; and
  - the total number of counted and uncounted provisional ballots cast.



## Available Support



**WEBINARS**



**TRAINING**



**RESOURCES**

[elections@sos.texas.gov](mailto:elections@sos.texas.gov)

800-252-VOTE • 512-463-5650

[sos.texas.gov](http://sos.texas.gov)