



# Trump's Attempt to Control the Outcome

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9/02-9/11 Report

Information also gathered during 06/2020 and 08/2020

# Topics

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## Fear Tactics

- Casting doubt on mail-in voting and USPS
- False information and distraction

## Calling on Supporters

- EDOs (Election Day Operations)
- Voting Twice

# Fear Tactics

## Casting doubt on mail-in voting and USPS

### Trump Proved Right: Democrats Charged with Mail-In Voter Fraud



jay greenberg @neonnette created a post  
...been charged with **mail-in voting fraud**, **election fraud**, and illegal possession of **mail-in** ballots. Grewal announced the ... delivering **mail-in** ballots to **election** officials. Razyen has been charged with third-degree **fraud** in casting **mail-in** votes...

published on 29/06/20 at 12:05 PM | Online News | United States | neonnette.com

### Supreme Court rejects mail-in voting for all in Texas during pandemic



The Associated Press created a post  
...r **election.** Voting by **mail in** Texas is generally limited to those 65 or older or those with a "sickness or physical condition" that prevents **voting** in person. For months, Republican Texas Attorney General Ken Paxton has fought expanding **mail-in**...

published on 26/06/20 at 6:06 PM | TV/Radio | United States | nbcnews.com

### Barr: Mail-in Ballots 'Absolutely Opens the Floodgates to Fraud'

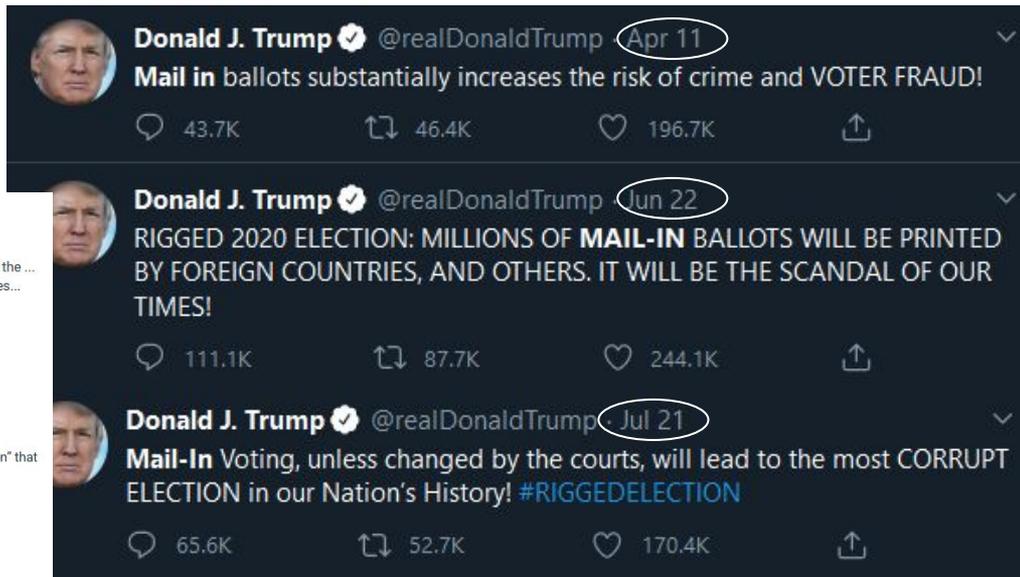
pam key created a post  
...Futures" that mass scale **mail-in voting** "absolutely opens the floodgates to **fraud.**" Partial transcript as ... like **mail-in** ballots that open the floodgates of potential **fraud**, then people's confidence in the outcome of the **election** is...

published on 21/06/20 at 4:53 PM | Online News | United States | Breitbart.com

### 1 in 5 Ballots Rejected as Fraud Is Charged in N.J. Mail-In Election

mark hemingway created a post  
...**election** to be invalidated. **Mail-in** ballots have long been acknowledged by **voting** experts to be more susceptible to **fraud** ... outspoken opponent of **voting** by mail. He tweeted on June 22, "**RIGGED 2020 ELECTION: MILLIONS OF MAIL-IN BALLOTS WILL BE...**"

published on 25/06/20 at 11:52 PM | Online News | United States | realclearpolitics.com



Started casting doubt early in the season, a little over a month after super tuesday

June articles from neonette.com, nbcnews.com, Breitbart.com, and realclearpolitics.com

# Fear Tactics

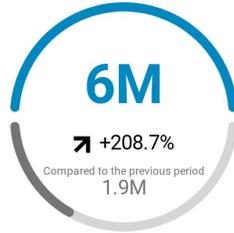
## Casting doubt on mail-in voting and USPS

After a week and a half of Trump's tweet, reach, engagement and mentions are all on the rise, and the supreme court made a ruling that further weakened trust in the election process

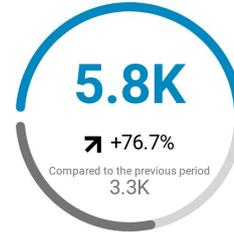
POTENTIAL REACH



ENGAGEMENT

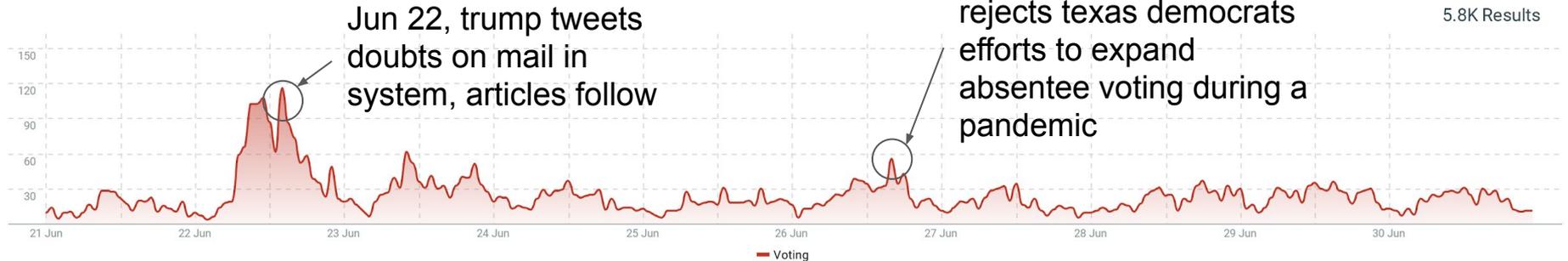


MENTIONS



- election day
- voter fraud
- donald trump
- election fraud
- absentee ballots
- coronavirus pandemic
- presidential election
- early voting
- vice president

RESULTS OVER TIME



# Fear Tactics

## False information and distraction

All results displayed have been filtered for exclusively fake news

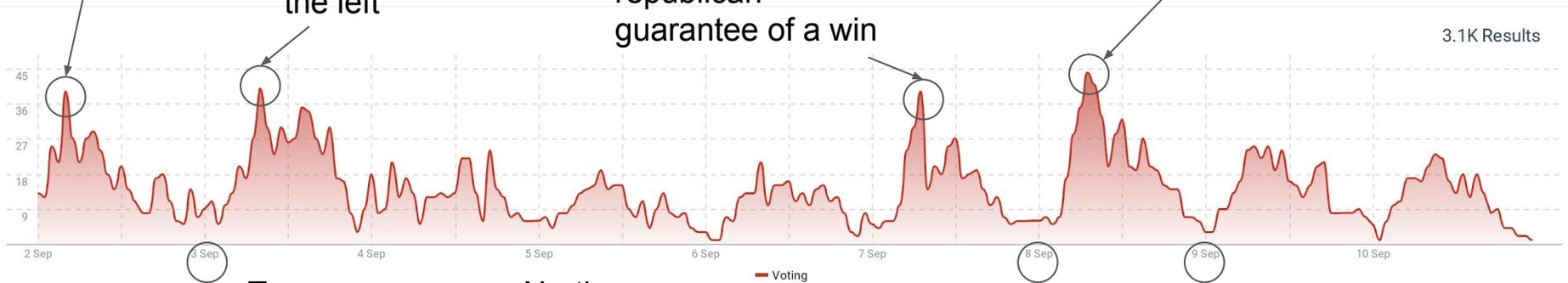
Breitbart and the daily wire focus on trump's ability to secure the black vote

Conversation focuses on how to ensure a fair election, and harmful behavior from the left

High volume, no event. A lot of conversation circles about fraud, BLM & KKK comparisons, and republican guarantee of a win

High volume, no event. Conversation is flooded with insistence mail in voting is unsafe.

RESULTS OVER TIME



Trump encourages North Carolina Voters to vote twice

Legal action is threatened against Georgians that voted twice in summer primaries

Trump calls for volunteer 'poll watchers'

# Fear Tactics

## False information and distraction

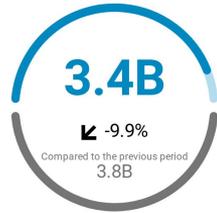
All results displayed have been filtered for exclusively fake news

Users have an extreme likelihood of fake news and false information reaching them, but once that information does reach them, there's less than a 1% chance they will engage with it

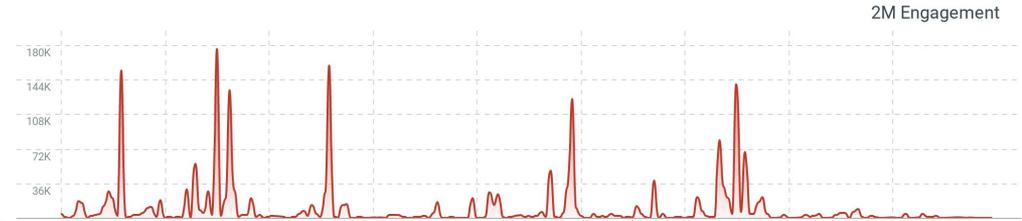
ENGAGEMENT



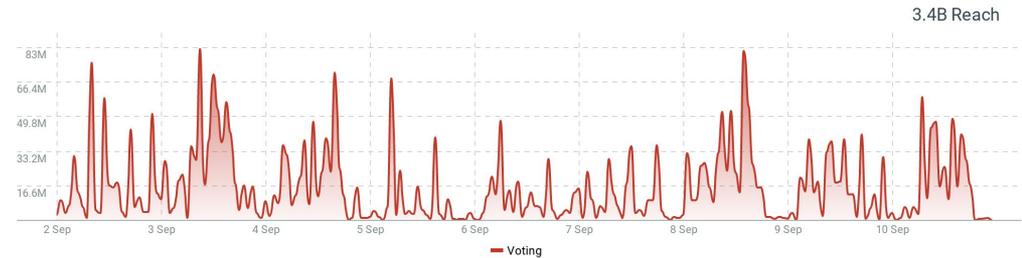
POTENTIAL REACH



ENGAGEMENT OVER TIME



POTENTIAL REACH OVER TIME



# Calling on Supporters

## Voting Twice

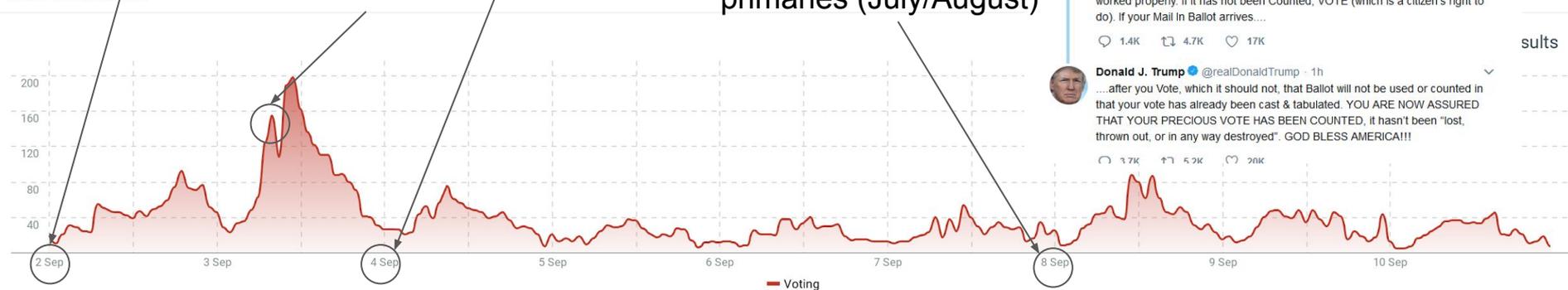
Trump ignores officials and, again, encourages followers to double vote

Trump encourages NC voters to vote twice during rally

Tweets comes out

Legal action is promised for Georgians that voted twice in summer primaries (July/August)

RESULTS OVER TIME



Donald J. Trump  [@realDonaldTrump](#)

Follow

Based on the massive number of Unsolicited & Solicited Ballots that will be sent to potential Voters for the upcoming 2020 Election, & in order for you to MAKE SURE YOUR VOTE COUNTS & IS COUNTED, SIGN & MAIL IN your Ballot as EARLY as possible. On Election Day, or Early Voting,...

7:32 AM - 3 Sep 2020

8,252 Retweets 27,974 Likes

5.1K 8.3K 28K

Donald J. Trump  [@realDonaldTrump](#) · 1h

....go to your Polling Place to see whether or not your Mail In Vote has been Tabulated (Counted), if it has you will not be able to Vote & the Mail In System worked properly. If it has not been Counted, VOTE (which is a citizen's right to do). If your Mail In Ballot arrives....

1.4K 4.7K 17K

Donald J. Trump  [@realDonaldTrump](#) · 1h

....after you Vote, which it should not, that Ballot will not be used or counted in that your vote has already been cast & tabulated. YOU ARE NOW ASSURED THAT YOUR PRECIOUS VOTE HAS BEEN COUNTED, it hasn't been "lost, thrown out, or in any way destroyed". GOD BLESS AMERICA!!!

1.7K 5.2K 20K

# Calling on Supporters

## Voting Twice

### TOP INFLUENCERS

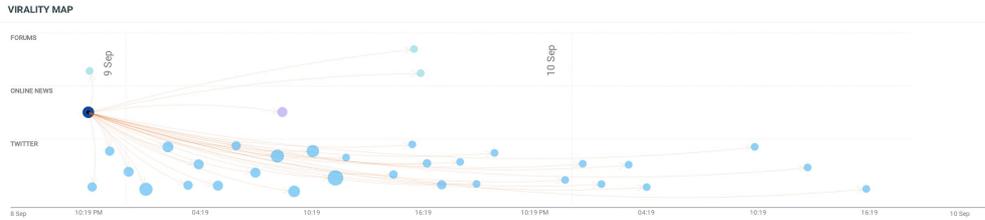
Influencer	Network	Posts ↓	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
PORT AMERICANA @AmericanaPort		23		49.8K	2.2K	713	31
Reuters @Reuters		6		133.9M	22.3M	2.1K	343.8
evan brechtel secondnexus.com		5		1.2M	230.8K	1.6K	312.8
getty images thehill.com		5		59.6M	11.9M	133.9K	26.8K
CNN @CNN		5		248.7M	49.7M	15K	3K
-5 IFA Berlin techmeme.com		4		7.9M	2M	119	29.8
CNN International @cnni		4		44.6M	11.1M	683	170.8
Rick Hasen electionlawblog.org		3		30K	10K	29	9.7
a.m. talkingpointsmemo.com		3		3.2M	1.1M	172	57.3
constitutional nobody ussanews.com		3		214.3K	71.4K	9	3

Stories and conversation covering these events are reaching millions to billions of eyes, further inciting fear or nervousness in the opposition and excitement and commitment in his supporters

# Calling on Supporters

## EDOs

Trump calls on supporters to become poll watchers, or Election Day Operations (EDOs) to ensure democrats aren't trying to undermine the election



Trump tells his supporters to become poll watchers with a baseless claim about fraud at voting...



Maegan Vazquez, CNN created a post  
Washington (CNN) President Donald Trump on Tuesday launched a new baseless accusation on how he believes Democrats will attempt to commit fraud during the presidential election, this time telling North Carolina rallygoers to act as poll watchers to...

published on 08/09/20 at 10:19 PM | Online News | United States | edition.cnn.com

The virality map of the article above shows how the original article has spread throughout online conversation



Donald J. Trump  
@realDonaldTrump

Volunteer to be a Trump Election Poll Watcher. Sign up today!  
#MakeAmericaGreatAgain

TRUMP  
PENCE  
KEEP AMERICA GREAT!  
2020

FIGHT FOR  
PRESIDENT  
TRUMP!

Election Day Team | Army for Trump  
armyfortrump.com

9:34 AM · Sep 9, 2020 · Twitter for iPhone



# Overall Insights

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- Trump is attempting to control the outcome of the election toward his favor by creating a voting environment that is toxic and promotes fear rather than hope
- Previous efforts not noted in this report such as funding cuts to the USPS, hiring a new Postmaster General, and corrupting opportunities to vote by mail have all helped build an environment where voters during a pandemic are likely to feel unsafe on election day
- Loud supporters of the president and authors of fake news articles and false information posts often have high amounts of reach, thusly able to extend his message and his fear tactics further
- His call on voters to 'test the mail in voting system' and vote twice, followed by his announcement that he will be casting his vote in Florida and the recent events regarding Georgia's double voting incident in July/August demonstrates a hippocratic and blatant attempt to deal with 'voter fraud,' primarily in the sense that voters are allowed to commit fraud if it means he will win
- This is further corroborated by his call for supporters to sign up to be poll watchers, and observe polling places to avoid democratic attempts to undermine the election, or at the very least, undermine his chances of winning