

Election Content to Earn Audiences' Votes



The next president of the United States will be announced in less than three weeks. From now until Election Day, voters have a decision to make.

Whether you know who has your vote or you're undecided, the final weeks leading up to November 8 can be overwhelming.

"52 percent of American adults report that the 2016 election is a very or somewhat significant source of stress," according to the American Psychological Association's recent press release about *The Stress in America survey*. Luckily, the APA release also offers insight on [how to manage stress related to the election](#).

With any election comes opinions and differences, especially now when [social media](#) is such a big influence.

"Election stress becomes exacerbated by arguments, stories, images and video on social media that can heighten concern and frustration, particularly with thousands of comments that can range from factual to hostile or even inflammatory," said Lynn Bufka, PhD.

APA's press release not only shares stress-busting tips, it shows how organizations can score high numbers with their audience through the use of trending topics and current events. Here are several key takeaways from their release to use in your own election content.

Elect Your Theme

Organizations must decide on a subject and stick with it. It's easy to get carried away with every election topic – women's rights, the economy, social advocacy, etc. Keep your election content grounded by fixing your and your audience's attention on one or two key topics.

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