

A Guide to Using Claude in Election Campaigns

Anthropic supports the responsible use of Claude in political campaigns. Used well, Claude can help campaigns work faster, communicate more clearly, and reach voters more effectively, all of which contribute to a better-informed electorate. This guide outlines both the many ways campaigns can use Claude and the uses that are prohibited under Anthropic's Usage Policy.*

Ways campaigns can use Claude

Writing and content development

- Drafting and editing emails, press statements, and social media posts from official campaign accounts to help engage and communicate with voters and constituents.
- Designing graphics, fliers, and websites, from first concept to final copy
- Producing longform articles and blog posts
- Preparing speeches, stump remarks, and debate talking points

Research and analysis

- Reviewing polling data for trends
- Summarizing and analyzing policy documents, bills, and regulatory filings
- Drawing themes from voter surveys and town hall comments
- Analyzing turnout and precinct data to prioritize time and resources

Voter correspondence

- Triaging constituent correspondence and routing it to the right staff
- Building an FAQ or knowledge base for volunteers and voters

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- Creating accessible outreach materials, including large print, screen-reader-friendly, and translated versions

Operations and candidate prep

- Coordinating volunteers and organizing workflows across a distributed team
- Turning strategy notes into team briefing documents on issues, policy positions, and public campaign activity
- Planning events, from run-of-show to day-of logistics
- Running debate and interview prep, including mock Q&As
- Writing canvassing and phone bank scripts and volunteer training materials
- Tracking budgets and comparing vendors

Prohibited uses

The following uses of Claude are prohibited under our policy because they undermine election integrity and the public trust that legitimate campaigns depend on. Anthropic enforces these limits and accounts engaged in the activity outlined below may face enforcement action, up to and including a ban.

Impersonation and fake personas

- Creating or distributing fake online personas to amplify content, including to criticize and undermine an opponent
- Fabricating online personas to resemble real voters and presenting them as organic voices

Example: using Claude to write profiles and posts for social media accounts that pose as real people discussing politics.

Manufactured support and astroturfing

- Building bot networks or “sockpuppet” accounts
- Artificially amplifying engagement, such as likes, shares, and comments

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- Coordinating mass-reporting or downranking of content
- Fabricating news outlets, organizations, or communities to launder political messaging and conceal its origin
- Attempting to evade platform detection, moderation, or other defenses, including by adapting accounts or content to avoid detection

Example: Using Claude to mass-produce fake comments, likes, or replies on social media to inflate a campaign's engagement.

Example: Using Claude to generate the content on a social media page or local news site that presents itself as independent but is run by a campaign.

Voter suppression

- Disseminating false or misleading information about when, where, or how to vote
- Targeting eligible voters or specific demographics with content intended to discourage them from participating

Example: using Claude to create social media posts telling a neighborhood its polling place has moved or closed when it has not.

Deepfakes and disinformation

- Generating undisclosed synthetic media that impersonates a candidate (including on behalf of one's own campaign), voter, or entity associated with an election
- Creating content designed to mislead the public about an election

Example: using Claude to script a fake video or audio clip of an opponent saying something they never said.

* All users are responsible for compliance with applicable laws and regulations. In particular, election laws may require public communications to contain certain disclaimers depending on the content, distribution, and timing of the communication. Users should ensure that all Claude-generated or assisted content contains the applicable disclaimers for their jurisdiction.