Elections 2.0:

Using New Media as a Tool to Enhance Election Transparency

Specific New Media outlets chosen showed the greatest potential for:

- Reaching large number of targeted audiences

- Reaching a broad range of demographics

- Providing updates in real-time

- Educating viewers virally

- Allowing user versatility as to "where and when" they get information

- Providing the flexibility to control and update site content

New Media Tools

Facebook

Online Press Room

Twitter

Lavote.net **Video Blog**

YouTube

RSS Feeds

RR/CC Website Press Room

RR/CC Twitter Page

RR/CC Facebook Page

RR/CC YouTube Page

How we use New Media

➢ **Public Outreach**

➢ **News Media Outreach**

Public Outreach:

- ✓ Communicate information and educate voters in concise, consistent and widely accessible formats

- ✓ Provide increased opportunities for voter engagement and open communication

- ✓ Create opportunities for improved dialogue and understanding of the election process

- ✓ Offer enhanced election transparency

News Media Outreach:

New Media tools are not just for public consumption…

✓ Created Press Room on website to provide news media outlets and journalists online access to relevant information, updates and news 24/7, while also providing portals to our New Media outlets

✓ Targeted news media outlets with micro-blogging (Twitter) and social network (Facebook) sites to provide real-time news and updates

The RR/CC is followed by many local and national publications, broadcast networks, editors and reporters, including: *LA Times, NY Times, Vista Magazine, Politico, KNBC News, and KNX News Radio*

What is the "Bigger" picture of New Media use?

➢ **Engaging voters**

  ➢ **Happier Journalists**

    ➢ **Online Election Campaigns**

      ➢ **Information Sharing with Others**

To engage voters as part of the process

The RR/CC makes voter information as accessible and transparent as possible by using multiple new media outlets and functions for information retrieval

Voters are now able to:

✓ Access real-time, behind the scenes information and videos about the election process through multiple online sources

✓ Interface and engage in direct dialogue with RR/CC

✓ Build an ongoing relationship with the elections office that transcends "Election Season"

Happier Journalists

Journalists now have:

✓ Accessible news, updates and information online 24/7

<u>Some Interesting Stats*</u>

- Nearly half of journalists report visiting a corporate website or online newsroom at least once a week, while nearly 87% visit at least once a month

- More than 75% of journalists say they use social media to research stories, compared with about 67% last year. (Facebook, Twitter, YouTube)

- More than 53% of journalists now say they visit a social media site such as FaceBook or YouTube at least once a month, up from about 44% last year.

- Nearly 19% of journalists receive five or more RSS feeds of news services, blogs, podcasts or videocasts every week, compared with only 16% a year ago.

*Bulldog Reporter *2008 Journalist Survey on Media Relations Practices* study

Election Campaigns Going Online

Barack Obama's 2008 online Presidential campaign and White House transition website set new milestones for future political campaigns

✓ Online resources for candidates now the rule, no longer the exception… Voters **expect** information to be available

✓ Increased public engagement – By using interactive New Media tools (Twitter, Facebook, Blogging), voters become part of the movement rather than just followers of "static" information.

✓ Greater accessibility to candidate information, events and news online

Information Sharing with other counties

✓ Provides forum for increased communication and exchange of ideas with election counterparts throughout the country.

✓ Increased opportunities to learn about other Best Practices by using new media.

✓ Publications section created on website to allow research reports and survey results to be viewed online.

What is the cost ?

None
New Media
Applications Free

Minimal
(RR/CC bought handheld camera)

Time Commitment
Everyday function for staff

Los Angeles County **REGISTRAR-RECORDER/COUNTY CLERK**
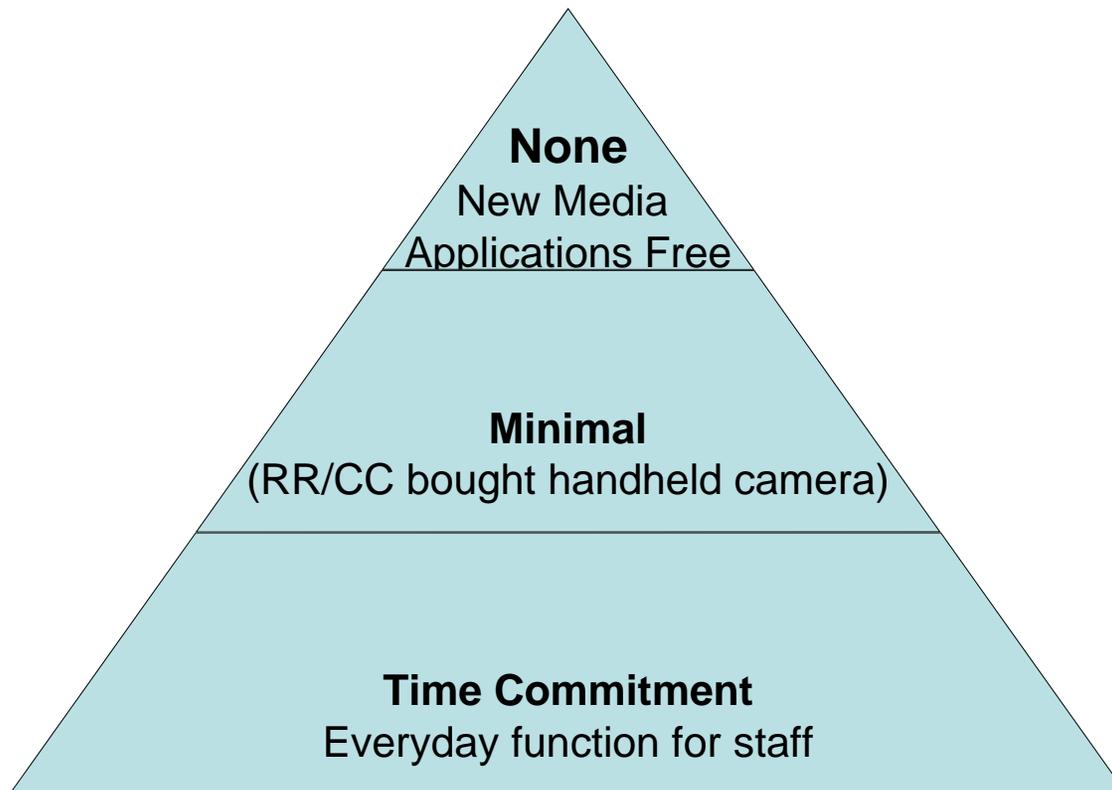
What's ahead?

New Media Applications now available
on virtually all mobile phones and PDAs

- ✓ Greater use of new "mobile applications" allowing user to post to an online site or blog using text/images/videos captured on the move that will expand the use of Real-Time materials posted to New Media portals.

- ✓ Develop websites and content for "Mobile Website Browsers"

Less is More! Wireless devices need to be coded in a simple, low-bandwidth. The code should also be friendly to all browsers. Fewer graphics and more text is preferred.

What's ahead?

Changing Demographics

"Social networks are exploding in popularity. Forty-three percent of the online community now uses social networking sites….This is up from 27 percent a year ago" Computerworld, 5-20-09

"There was a time when it was cool to be on Facebook. That time has passed. Facebook now has 150 million members, and its fastest-growing demographic is 30 and up" Time Magazine Why Facebook Is for Old Fogies, 2-12-09.

"New York has the most Twitters users, followed by Los Angeles, Toronto, San Francisco and Boston; while Detroit was the fast-growing city over the first five months of 2009" June 2009 Analysis studies by Sysomos, Inc

"Even Gen X is aTwitter" Time Magazine, 8-20-08

"Are Baby Boomers Killing Facebook and Twitter?" Computerworld, 5-20-09

Demographics of Internet Users
Pew Internet & American Life

Demographics of Internet Users

Below is the percentage of each group who use the internet, according to our April 2009 survey. As an example, 77% of adult women use the internet.

	Use the internet
Total Adults	**79%**
Men	81
Women	77
Race/ethnicity	
White, Non-Hispanic	79%
Black, Non-Hispanic	67
Hispanic (English-speaking)	84
Age	
18-29	92%
30-49	87
50-64	79
65+	42
Household income	
Less than $30,000/yr	60%
$30,000-$49,999	80
$50,000-$74,999	94
$75,000 +	95
Educational attainment	
Less than High School	50%
High School	69
Some College	88
College +	94
Community type	
Urban	75%
Suburban	77
Rural	65

Source: Pew Internet & American Life Project, March 26-April 19, 2009 Tracking Survey. N=2,253 adults, 18 and older, including 561 cell phone interviews. Margin of error is ±2%.

Please note that prior to our January 2005 survey, the question used to identify internet users read, Do you ever go online to access the Internet or World Wide Web or to send and receive email? The current two-part question wording reads, Do you use the internet, at least occasionally? and Do you send or receive email, at least occasionally?

Last updated July 15, 2009.

Pew **Internet**
Pew Internet & American Life Project

Who Uses Social Networks?

Emarketer.Com
August 5, 2009

Big gains among older users

According to the "Consumer Internet Barometer" report from TNS and The Conference Board, 43% of US Internet users visited social networking sites in Q2 2009.

Nearly one-half of females visited social networking sites, compared with 37.6% of men.

More than 70% of Internet users under age 35 browsed social networks.

US Internet Users Who Visit Social Networks, by Gender and Age, Q2 2008 & Q2 2009 (% of respondents in each group)

	Q2 2008	Q2 2009
Gender		
Male	21.3%	37.6%
Female	31.1%	48.0%
Age		
<35	52.4%	71.5%
35-54	21.3%	43.1%
55+	6.4%	18.9%

Source: TNS and The Conference Board, "Consumer Internet Barometer: Second Quarter 2009," June 16, 2009

105201   www.**eMarketer**.com

U.S. Facebook Users Over 35 On The Rise
Inside Facebook (March 25, 2009)

"Don't look now, but the number of Americans over 35, 45, and 55 on Facebook is growing fast."

US Facebook Audience Growth, 9/08 - 3/09
(InsideFacebook.com)
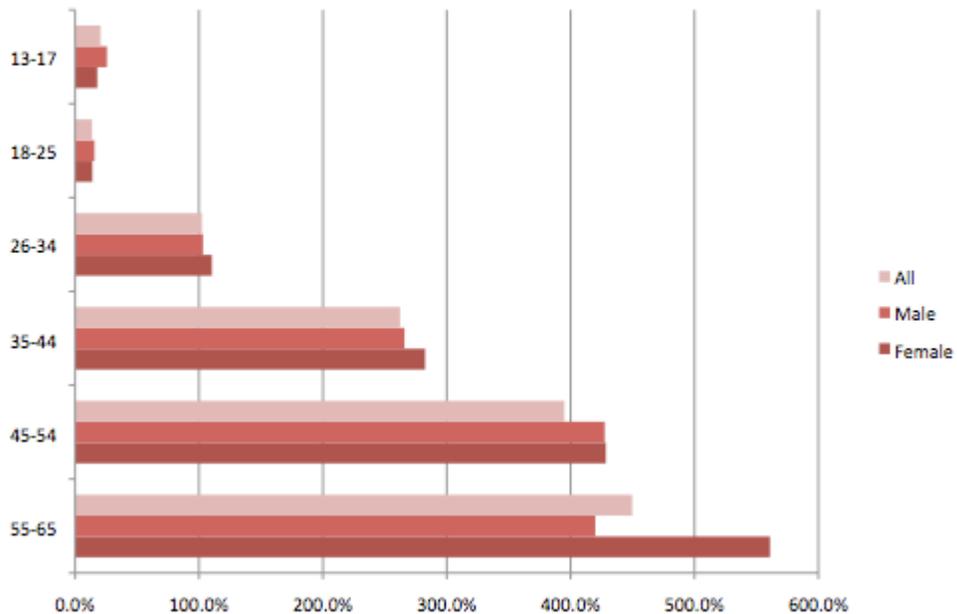
Twitter demographics and statistics
Quantcast Research (Data as of June 2009)
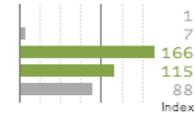
Why new media is important?

Twitter emerges as news source during Iran media crackdown
Last Updated: Tuesday, June 16, 2009 | 1:02 PM ET
Comments *18* Recommend *32* CBC News

Political dissent in Iran in the aftermath of the national election has spread not only to the streets of Tehran, but also online, where protesters of President Mahmoud Ahmadinejad and observers of the election have battled to get news out of the country for three days.

Connect with the RR/CC

For more Information, visit www.lavote.net

Follow us on Twitter **http://twitter.com/lacountyrrcc**

RR/CC Press Releases via RSS Feeds
www.lavote.net/GENERAL/RSS_Feeds.cfm

Become a Facebook Fan **www.facebook.com/pages/Norwalk-CA/Los-Angeles-County-Registrar- RecorderCounty-Clerk/227778385157**

Videos on YouTube **www.youtube.com/user/lacountyrrcc**