



# **Elections 2.0:**

## **Using New Media as a Tool to Enhance Election Transparency**

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# 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](http://Lavote.net)

**Video Blog**



**YouTube**



**RSS Feeds**



## RR/CC Website Press Room

The screenshot shows a web browser window displaying the Press Room page of the Los Angeles County Registrar-Recorder/County Clerk website. The browser's address bar shows the URL [http://www.lavote.net/GENERAL/Press\\_Room.cfm](http://www.lavote.net/GENERAL/Press_Room.cfm). The website header includes the county logo and navigation links for County Home, Department Home, About Us, and Contact Us. A search bar is also present.

The main content area is titled "PRESS ROOM" and features a navigation sidebar on the left with categories: County Clerk Operations, Voter & Election Information, Recorder Operations, General Information, and Press Room. The Press Room section lists various resources such as Press Releases, Media Kits, Frequently Asked Questions, Board Correspondence, Awards, Election Results, Statement of Votes Cast, Election Calendar & Measure Information, Candidate Filing, Survey Results, and Calendar of Events.

The main content area includes an "UPDATES" section with recent news items, a "Media Communications Arrangements" section, and a "2008 General Election Post Election Report". There are also links for "RR/CC Op-Ed" and "3/3/08 Op-Ed Making Votes Count".

On the right side, there is a vertical menu with buttons for Press Releases, Photos/Presses, Video Library, PSA's, Streaming Video, Audio, and Blogs & Tweets. Below this menu, there is a "Facts" section with statistics: 4,328,026 registered voters as of 5/22/2009, 3,057 Polling Places for May 19, Statewide Special and Consolidated Elections, and Historical Voter Turnout.

The footer of the website includes a "Back to Top" link, a "Department Home | Contact Us | Privacy & Security Policy" link, and a logo with the tagline "Creating lives through effective and caring service".



## RR/CC Twitter Page

Hey there! **lacountyrrcc** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **lacountyrrcc's** updates.

Already using Twitter from your phone? [Click here](#)

**lacountyrrcc**

Name LAVote.net  
Location Los Angeles County  
Web <http://www.lavote.net>  
Bio Clean Logan, Los Angeles County Registrar-Recorder/County Clerk -- VOTE... You Count!

13 following 186 followers

Updates 107

Favorites

Following

RSS feed of lacountyrrcc's updates

Updated results pending in LA County today; will Tweet as soon as they are posted. On deadline to complete canvass for 32nd Cong District.  
*38 minutes ago from web*

@smcvote For clarification the figures in your Tweet reflect % returned of total registered voters. LA's return % of issued is 48.01.  
*about 4 hours ago from web in reply to smcvote*

Canvass update: Preliminary estimate of ballots remaining to be counted is approx. 88,600. Figure is a projection only & subject to change.  
*10:07 AM May 21st from web*

Canvass update: 753,242 ballots tallied on Election Night; 287,130 were vote by mail ballots. Next update 5/22 starting @ 2 p.m.  
*9:43 AM May 21st from web*

Post-election canvass activity started today with the random drawing of precincts for the mandated 1% manual tally verification process.  
*1:09 PM May 20th from web*

Next update of election results for L.A. County will be posted on



## RR/CC Facebook Page

**facebook** Home Profile Friends Inbox 6 Eileen Shea Settings Logout Search

**Los Angeles County Registrar-Recorder/County Clerk**

Wall Info Boxes Events Discussions Extended Info >>

**Los Angeles County Registrar-Recorder/County Clerk** Just Fans

**Los Angeles County Registrar-Recorder/County Clerk** : Join us in a discussion on modernizing voter registration. Click on the discussion tab above and share your thoughts on voter registration and how we can make it better.  
Sun at 10:49am · Comment · Like · View Feedback (3)

**Los Angeles County Registrar-Recorder/County Clerk** Dean Logan is participating this week in a working group of colleagues & academics on Voter Registration policy sponsored by Pew Center on the States.  
Sun July 30 at 2:08pm · Comment · Like · View Feedback (2)

**Los Angeles County Registrar-Recorder/County Clerk** 2009 NACRC Annual Conference Presentation: LA Vitals System - A Systems Modernization Initiative  
[tinyurl.com](#)  
Source: [tinyurl.com](#)  
Fri July 27 at 12:28pm · Comment · Like · Share

**Los Angeles County Registrar-Recorder/County Clerk** NACRC 2009 Best Practices Submission: LAVitals System: Enhancing Customer Service While Saving Taxpayer Dollars  
[tinyurl.com](#)  
Source: [tinyurl.com](#)  
Fri July 27 at 12:26pm · Comment · Like · Share

**Los Angeles County Registrar-Recorder/County Clerk** Please check out the information and resources available to our Facebook fans by clicking on the tabs above.  
July 22 at 5:35pm · Comment · Like

**Los Angeles County Registrar-Recorder/County Clerk** Welcome to the Los Angeles County Registrar-Recorder/County Clerk Facebook page! We hope this serves as a useful resource in our service to the community.  
Fri July 22 at 5:15pm · Comment · Like

RECENT ACTIVITY  
Los Angeles County Registrar-Recorder/County Clerk discussed MODERNIZING VOTER REGISTRATION on the Los Angeles County Registrar-Recorder/County Clerk discussion board.

**Rich Dad Los Angeles**  
Learn to start a business. Free Rich Dad™ Education workshops in Los Angeles: Aug 17th-Aug 20th. Get secrets to becoming your own boss.  
Fri July 27 at 12:26pm · Comment · Like · Share

**Why Angelina Looks Great**  
More than half of Hollywood uses this trick and you can try it for free.  
Fri July 27 at 12:26pm · Comment · Like · Share

**Need a holiday? Click now**  
Choice Travel Pass will save you money on travel. 3 day 2 night discount certificate call 1-800-917-9625 now or click to join today.  
Fri July 27 at 12:26pm · Comment · Like · Share

**Information**  
Location: 12400 Imperial Hwy, Norwalk, CA, 90650  
Mon - Fri  
8:00 am - 5:00 pm

**Fans**  
6 of 80 fans See All  
Jeff Klein, Nat Singh, Rosemary Coules, Alison Sonntag, Jame Ramirez, Jamie Flores

Remove me from Fans  
Create a Page for My Business



## RR/CC YouTube Page

**County of Los Angeles** Registrar-Recorder/County Clerk

**New YouTube channels are coming soon.** Click here to learn more.

**lacountyrcc**  
Joined: February 24, 2009  
Last Sign In: 4 minutes ago  
Videos Watched: 34  
Subscribers: 2  
Channel Views: 444

**Our Mission:**

To preserve indefinitely the integrity of historical documents which are fundamental to the progression of life: certificates of birth, certificates of marriage, death certificates and property ownership documents.

To sustain the capabilities of the democratic voting process through voter registration certification, conducting elections and certifying the legitimacy of elected office holders.

To provide effective and caring service to the lives of the fifteen thousand to twenty thousand constituents who daily rely on the Registrar-Recorder/County Clerk to provide essential services.

Country: United States

**Connect with lacountyrcc**

- Send Message
- Add Comment
- Share Channel
- Add to iGoogle

<http://www.youtube.com/lacountyrcc>

**Embed This Channel:**

**Video Player:** Election Night Ballot Tabulation at the RR/CC  
Views: 41

**Playlists:**

- Voter Outreach 1 Videos
- RR/CC Dean Logan - Video Blog 9 Videos



# 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

### Some Interesting Stats\*

- 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

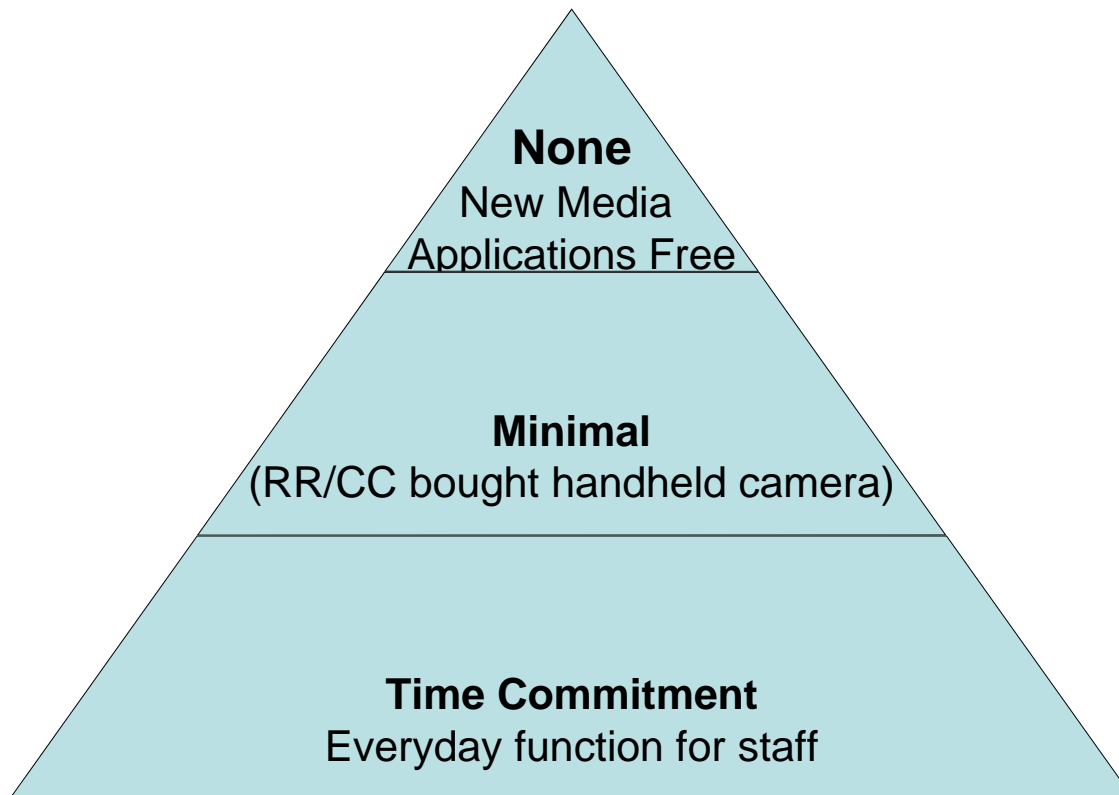


## Information Sharing with other counties

- ✓ 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 ?







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



# 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
<b>Gender</b>		
Male	21.3%	37.6%
Female	31.1%	48.0%
<b>Age</b>		
<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

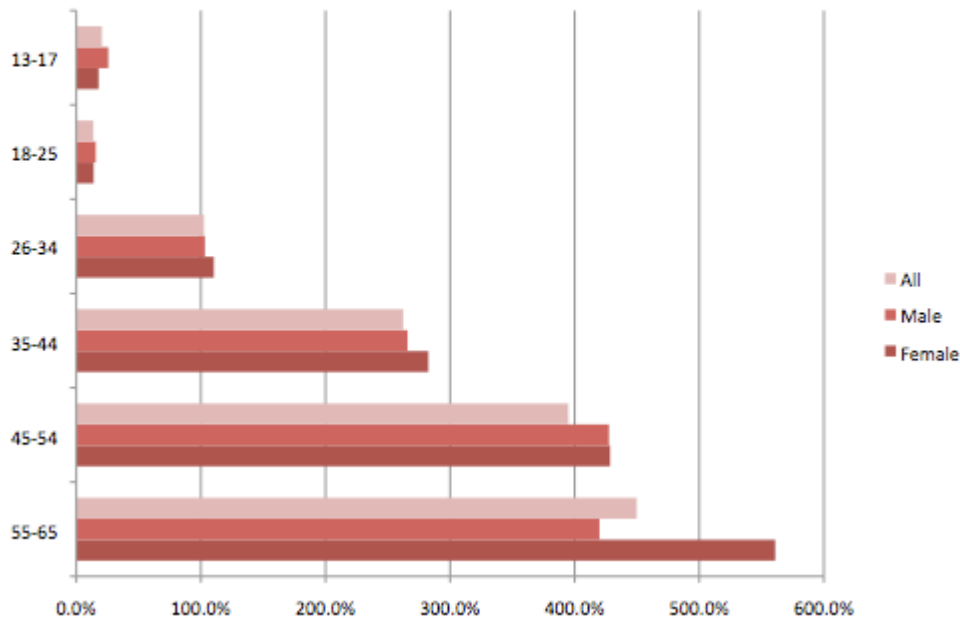


# U.S. Facebook Users Over 35 On The Rise

## 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)



#### Female

47% Male  
53% Female



Embed



#### Young Adults

0% 3-11  
1% 12-17  
47% 18-34  
31% 35-49  
21% 50+



Embed



#### Other Ethnicities

82% Cauc.  
7% Afr. Am.  
5% Asian  
5% Hisp.



#### Less Affluent

This site attracts a less affluent audience.

21% \$0-30k  
28% \$30-60k  
24% \$60-100k  
27% \$100k+



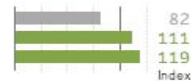
Household Income | Embed



#### Graduates And Post Graduates

There is a high index of Graduates and Post Graduates here.

37% No College  
46% College  
17% Grad. Sch.





# 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](http://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](http://www.lavote.net/GENERAL/RSS_Feeds.cfm)



Become a Facebook Fan [www.facebook.com/pages/Norwalk-CA/Los-Angeles-County-Registrar-RecorderCounty-Clerk/227778385157](http://www.facebook.com/pages/Norwalk-CA/Los-Angeles-County-Registrar-RecorderCounty-Clerk/227778385157)



Videos on YouTube [www.youtube.com/user/lacountyrrcc](http://www.youtube.com/user/lacountyrrcc)