

Social Media: Who uses it?

EAC roundtable discussion
June 17, 2011

Dana Chisnell
Usability in Civic Life Project

@danachis
#Bready2012

Social =

anything one person does
that changes the behavior
of another person

Who is using social media?



keithhologram Keith Hollenkamp
My name is Keith, I probably love you.

 Follow



keithhologram Keith Hollenkamp
Voicemail systems should warn you about what is coming: "You have 0 awkward messages." "You have 2 messages from your mom that say nothing."

1 hour ago

Young people

They follow, but they may not engage in conversation with you



foxillinois FOX Illinois

FOX Illinois - See Newschannel at 9 on

*WRSP/Springfield, WCCU/Champaign. Illinois news, Illini, community,
politics, food, family. Follow @Lesley_FOXil*

Follow



Press / media

Twitter and Facebook are the new press release



foxillinois FOX Illinois

RT @dianeswlee: My recent story on the political costs of Quinn's planned special session:
<http://bit.ly/kkl5Df> (@ILsthousenews)

21 minutes ago



foxillinois FOX Illinois

Wanna be a guest star on Women of the Wild Outdoors TV show? Here you go! <http://ow.ly/5iJoE> @scheels @WOWOSisterhood

1 hour ago

Press / media

Twitter and Facebook are the new press release



Gordy39 Gordy Wilson

Active Senior. I teach, tune, and perform mainly piano. I direct the Perceptions Worship Team at First United Methodist Church, Downtown Champaign, IL

Follow



Gordy39 Gordy Wilson

I liked a @YouTube video <http://youtu.be/gxEPV4kolz0> Billy Joel - Piano Man

14 Jun

Older people

“Young Boomers” are definitely online



rfhirschfeld Robert Hirschfeld

I work for Prairie Rivers Network. I'm an editor for Smile Politely. I sound like a Common Loon.

Follow



rfhirschfeld Robert Hirschfeld

Council is pro-biz. I suggest we rethink the whole tax structure, & instead of taxing value added, we tax nat. resources bit.ly/mQyBDh

21 hours ago

Activists / Advocacy Groups

Probably the most vocal



JaneAddamsBooks Jane Addams Bookshop

*Downtown Champaign Independent Used
Bookstore for over 25 years*



Follow



JaneAddamsBooks Jane Addams Bookshop

10 books that will change your brain <http://huff.to/IhHRsA> via @huffingtonpost

13 Jun

Local businesses

Looking out for interests



RutherfordDan Dan Rutherford
Dan Rutherford is Illinois State Treasurer

Follow



RutherfordDan Dan Rutherford
<http://bit.ly/lYayIW> Bill to combine offices of
Treasurer and Comptroller stalls in house.

6 Jun

Other government

Showing support



JTmusician77 Joyce Thomas

C-U church musician and local politics junkie.

 Follow



JTmusician77 Joyce Thomas

I am a big fan of fairness, and this isn't
[it:nationalreview.com/corner/269391/...](http://nationalreview.com/corner/269391/)

11 Jun

“Wonks”

Elections are a sport



CCYRs CC Young Republicans

*Champaign County Young Republicans welcome
you to the Party!*

Follow



CCYRs CC Young Republicans

Central Committee Meeting this Monday at GOP
Headquarters! <http://conta.cc/lsqoeV> via
#constantcontact

13 Jun

Political parties



QuadOskee Oskee The Squirrel

I'm a gray squirrel residing on the University of Illinois Quad and often off exploring around Chambana.

 Follow

 **•**

Followers are not necessarily engagers

What does it look like?

SAN MATEO COUNTY
Clerk - Assessor - Recorder - Elections

Shape The Future. Vote!

June 13, 2011 Search

Mark Church, Chief Elections Officer & Assessor-County Clerk-Recorder

Official Election Site of San Mateo County

Home ▾ Voter Registration ▾ Voting Options ▾ Candidates & Campaigns ▾ Elections ▾ Election Officers ▾ Resources ▾ Español ▾ 中文 ▾ Contact Us

► Go Green! Get your future voter pamphlets online! (Click to expand)

► Check My Registration/Election Information (Click to expand)

UPCOMING ELECTIONS >
[November 8, 2011 Consolidated Municipal, School and Special District Election](#)

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FEATURED VIDEO

Web sites

Champaign County Clerk Gordy Hulten

[HOME](#)[BLOG POLICIES](#)

PAGES

- [Blog Policies](#)

HELPFUL WEBSITES/LINKS

- [10 ILCS 5/ Election Code](#)
- [Champaign County Clerk](#)
- [Champaign County, Illinois](#)
- [Illinois General Assembly](#)
- [Illinois State Board of Elections](#)

Final Results and Post-Election Evaluation

Published by [Champaign County Clerk](#) under [Elections](#)

Apr
19
2011

After canvassing today, and after counting 22 additional ballots (16 late-arriving absentees and 6 accepted provisional ballots), we have updated the results from the April 5 Consolidated General Election. These results are final, have been certified as such and have been transmitted to the State Board of Elections. We have some tasks remaining for this election, but we have already begun planning for the March 20, 2012 General Primary election.

An important piece of those preparations is a post-election evaluation that we will conduct over the next several weeks. During an election, we ask election judges, workers, our staff and voters for feedback and suggestions. We will go through this information as a staff, often in consultation with election judges and election day coordinators,

Blogs

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Office of the Los Angeles City Clerk – Election Division

Government organisation · Los Angeles, California



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 **Office of the Los Angeles City Clerk – Election Division**
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http://ens.lacity.org/clk/elections/clkelections52471825_05262011.pdf

 **City of Los Angeles, Office of the City Clerk – Election Page**
cityclerk.lacity.org

 27 May at 11:19 · Like · Comment · Share

 Trish Salas likes this.

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 **sighticc** Abhay Rautela has suggested you take a look at his page.


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Survival Bracelets survivalstraps.com



Tough, Unique, & Expedition Ready! American Made & over 40,000 colors available. Unravel the bracelet to Survive! Supports Our Troops!

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Daughter Charm Bracelet bradfordexchange.com

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18

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smcvote **smcvote**

@smcvote San Mateo County, SF Bay Area
Election and voting news from the Office of Mark Church,
Chief Elections Officer, San Mateo County, California
<http://www.shapethefuture.org>

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ELECTION NEWS NOW smcvote smcvote CA Citizen's Redistricting Commission is traveling the state, holding hearings & streaming them. It's a must see! wedrawthelines.ca.gov/hearings.html 8 Jun

ELECTION NEWS NOW smcvote smcvote Hope for a 21st century voter registration system in California! <http://www.sfgate.com/cgi-bin/blogs/opinionshop>

About @smcvote

2,136 Tweets | 1,089 Following | 924 Followers | 32 Listed

You and @smcvote

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ELECTION NEWS NOW SANMATEOCHAMBER smdcailyjournal VerifiedVoting

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sanm SANMATEOCHAMBER San Mateo Chamber · Follow
Our Vision — Building Community through Business

smdcailyjournal SM Daily Journal · Follow
Local newspaper covering San Mateo County.

VerifiedVoting Verified Voting · Follow
Advocating for transparent election processes and ver...

Twitter



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democracylive's Channel

Subscribe

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Playlists



The video player displays a live broadcast from San Mateo County Elections. Two men in dark suits and ties are visible at a podium. The man on the left is gesturing with his hands while speaking. The background features a blue banner with the text "SAN MATEO COUNTY ELECTIONS" and "HEFUTU". The video player interface includes a play button, a progress bar showing 0:00 / 4:40, and a resolution setting of 360p.

Uploads (24)

**eSlate**
119 views - 2 years ago**Serving at the Polls**
25 views - 2 years ago**Voting tips**
22 views - 2 years ago

see all

Anatomy of Election 08 (10)

**Chapter 10 - Wrap-Up**
democracy... - 65 views

YouTube

Examples

The screenshot shows the homepage of the San Mateo County Election website. The header features a large banner with the text "Shape The Future. Vote!" and the San Mateo County seal. The seal includes the words "SAN MATEO COUNTY - Assessor - Recorder - Clerk". Below the banner, the date "June 13, 2011" and a search bar are visible. The main navigation menu includes links for Home, Voter Registration, Voting Options, Candidates & Campaigns, Elections, Election Officers, Resources, Español, 中文, and Contact Us.

Go Green! Get your future voter pamphlets online! (Click to expand)

Check My Registration/Election Information (Click to expand)

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PRESS RELEASES **ELECTION NEWS** **FEATURES** **PUBLICATIONS** **RESOURCES** **RESULTS**

PRESS RELEASES

05/09/11 - Election Results are Certified for the May 3 Consolidated Local Special Election - Official results available online
Official Results - May 9, 2011
05/04/11 - Transparent One Percent Manual Tally starts Friday for May 3 Consolidated Local Special Election - Process audits and validates the vote count

[more press releases] [subscribe]

FEATURED VIDEO
WHY VOTE

More Videos



Los Angeles County

REGISTRAR-RECORDER/COUNTY CLERK *"Providing essential services in a fair, accessible, and transparent manner"*

GENERAL INFORMATION

COUNTY HOME

ABOUT US

CONTACT US

PUBLICATIONS

NEWS ROOM

SEARCH

FONT SIZE:



VOTING AND ELECTIONS

VITAL RECORDS

REAL ESTATE RECORDS

COUNTY CLERK



Biography

MESSAGE FROM DEAN

On behalf of myself and our dedicated staff, welcome to the Registrar-Recorder/County Clerk website.

2011 is an important year for the democratic process. After every decennial census, the boundaries that define what districts we live in and how we are represented are redrawn through a process called redistricting. Redistricting affects our representation at all levels of government, from the U.S. Congress, to the State Legislature, and on down to local districts, such as County Supervisorial Districts, School Districts, and Water Districts.

This year, the County of Los Angeles will redraw the boundaries that define our County Supervisorial Districts. To learn more about the Los Angeles County redistricting process and how you can get involved please visit <http://redistricting.lacounty.gov/>.

The screenshot shows the official website of the Los Angeles County Registrar-Recorder/County Clerk. At the top is a large banner featuring the circular seal of the Registrar-Recorder/County Clerk, which includes the text "REGISTRAR-RECORDER/COUNTY CLERK" and "COUNTY OF LOS ANGELES - CALIFORNIA". To the right of the seal is a blurred image of a city skyline at night with streaks of light from traffic. Below the banner, the text "Los Angeles County" and "REGISTRAR-RECORDER/COUNTY CLERK" is displayed, followed by the tagline "Providing essential services in a fair, accessible, and transparent manner". A navigation menu bar contains links for "GENERAL INFORMATION", "COUNTY HOME", "ABOUT US", "CONTACT US", "PUBLICATIONS", "NEWS ROOM", a search bar, and "FONT SIZE" options. Below the menu are four blue buttons labeled "VOTING AND ELECTIONS", "VITAL RECORDS", "REAL ESTATE RECORDS", and "COUNTY CLERK". On the left side, there is a portrait of a man and a link to his "Biography". A section titled "MESSAGE FROM DEAN" contains a welcome message from Dean C. Logan. The text discusses the redistricting process in 2011 and provides a link to learn more. It also states that the website is dedicated to providing accessible information on many services. At the bottom, there is a "CONNECT WITH US" section featuring icons for Twitter, Facebook, RSS feed, and YouTube, with the YouTube icon circled in orange.

REGISTRAR-RECORDER/COUNTY CLERK
COUNTY OF LOS ANGELES - CALIFORNIA

Los Angeles County
REGISTRAR-RECORDER/COUNTY CLERK "Providing essential services in a fair, accessible, and transparent manner"

GENERAL INFORMATION COUNTY HOME ABOUT US CONTACT US PUBLICATIONS NEWS ROOM SEARCH FONT SIZE:

VOTING AND ELECTIONS VITAL RECORDS REAL ESTATE RECORDS COUNTY CLERK

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This website is dedicated to providing you with accessible information on the many services that we provide. To get started select one of our services above.

Dean C. Logan
Dean C. Logan, Los Angeles County Registrar-Recorder/County Clerk

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http://www.sfgate.com/cgi-bin/blogs/opinionshop/detail?entry_id=89970
2 Jun

ELECTION NEWS NOW smcvote smcvote
Sen. Yee offers California a way forward with SB 397; it would
provide 6 M Californians the opportunity to register to vote online.
2 Jun

ELECTION NEWS NOW smcvote smcvote
Turnout among registered voters (18-25) in San Mateo Co in the
5/3 special election was 9.4%; turnout was 16% among Menlo
College students.

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sanm **sanmateochamber** San Mateo Chamber · Follow
Our Vision – Building Community through Business

 **smdailyjournal** SM Daily Journal · Follow
Local newspaper covering San Mateo County.

 **VerifiedVoting** Verified Voting · Follow
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About
The Office of the City Clerk –
Election Division administers
municipal elec...

More

8 check-ins
207 people like this.

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Office of the Los Angeles City Clerk – Election Division



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Ricardo Sousa has suggested
you take a look at his page.




Marshmallow Mischief
Sarah Figueroa-Berchild has
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"Racheal Ray Loses 32lbs"
blog.rachaelray.com



Racheal Ray cut down 5
lbs of her stomach fat
every week by
following this 1 old
diet tip.

Like 5k Mud Runs?
renegadeplayground.com



This will be the craziest
5k race you've ever
run. Mud, obstacles,
steep hills, beer! What
more could you want?
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26

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"Racheal Ray Loses 32lbs"
blog.rachaelray.com
 Racheal Ray cut down 5 lbs of her stomach fat every week by following this 1 old diet tip.

Military Health and Fitness
 Want to get in shape this Summer? LIKE Military Health and Fitness!
Like · 9,055 people like this.

Kids Shoe/Clothes Sale!
zulily.com
 You REALLY can't beat these prices! Hurry, while supplies last. Join today for bargains for women too! Click now to sign up.

Like 5k Mud Runs?
renegadeplayground.com
 This will be the craziest 5k race you've ever run. Mud. obstacles.

Other “social” media...

Email

SMS

LinkedIn

Quora

Why should you do this?

Transparency

Narrative

Priorities

Connection

Fun

What do you have to talk about?

What it takes to put on an election

Answers to questions

Tips

- ▶ Keep the conversation going
- ▶ Use plain language
- ▶ Choose a voice
- ▶ Value your own content
- ▶ Look at “content” broadly
- ▶ Coordinate across channels
- ▶ Be neutral about elections
- ▶ Take positions otherwise, if it makes sense