



Voting Goes Viral:

@DCBOEE and #four26dc

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@DCBOEE

@alysoun



# How We Got Started:

- Find Those Who Do It Well and Emulate Them

## d. DDOTDC

**bikeshare** Great news story and video on Capital Bikeshare from CNN: [www.cnn.com/2010/US/12/07/dc.bike.share/index.html?iref=allsearch](http://www.cnn.com/2010/US/12/07/dc.bike.share/index.html?iref=allsearch)

about 7 hours ago via Twiterrific  
Retweeted by **DDOTDC** and 2 others

**@twentytwo** You just did. We will forward the request to the sign shop. Thanks.

about 8 hours ago via web in reply to twentytwo

Road Closures for National Tree Ceremony Thursday afternoon. Might want to think about taking transit that day. <http://bit.ly/dMjVUR>

about 8 hours ago via web

**dcfireems** Several water main breaks throughout the City- watch for icy conditions- NE- Fort Lincoln Dr, 2nd & A st, 3400 Eastern Av, 1200 Emerson St,

about 11 hours ago via web  
Retweeted by **DDOTDC** and 4 others

Traffic make the grinch in you come out when shopping?  
[goDCgo.com](http://goDCgo.com) blogs on how to get around & keep your holiday

Name **DDOT DC**  
Location **ÜT: 38.961058,-77.034935**  
Web <http://ddot.dc.gov>  
Bio The District Dept of Transportation wants to hear from you. Tweet us your concerns, questions and service requests or visit us on the web.

373 following 5,037 followers 588 listed

Tweets 2,869

Favorites

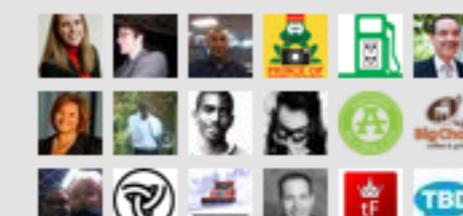
Lists

[@DDOTDC/dcgovt](#)

[@DDOTDC/media](#)

[View all](#)

Following



# How We Got Started:

- Find Those Who Do It Well and Emulate Them

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**Montgomery County (MD) Fire & Rescue** Like

Wall Info Photos Boxes Events YouTube

Montgomery County (MD) Fire & Rescue + Others  
 Just Montgomery County (MD) Fire & Rescue Just Others

**Montgomery County (MD) Fire & Rescue** Good COLD Sunday morning! A good safety topic for today - Winter Safety for Children:

 **Winter Safety For Children**  
[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

Sunday at 9:22am · Share

5 people like this.

**Lynne Erin Flanery** Why don't you say anything about wearing helmets, I'm sure some of you have had to transport kids and/or parents from head injuries.  
 Sunday at 9:40am · Flag

**Kortnei Heyliger-Webb** if you read the activities that required helmets you'd notice they did recommend helmets....  
 Sunday at 12:13pm · Flag

**Montgomery County (MD) Fire & Rescue**

Chat (18)

**Information**  
 Location:  
 101 Monroe St  
 Rockville, MD, 20850

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**Holiday Cards Sale!**  
 tinyprints.com  
 Shop Tiny Prints 2010 Holiday Collection. Save up to \$50 off your holiday order with promo code "TpHol50". Sale ends soon!

**Arctic Wildlife Monument**  
 alaskawild.org

# How We Got Started: What Not To Do

- An RSS Monologue is Not 'Social' Media



Name **wmata**  
Location Washington, DC, USA  
Web <http://www.wmata.com>  
0 following 5,512 followers 466 listed

Tweets 26,664

Favorites

Following

[RSS feed of wmata's tweets](#)

Red Line: Disruption between Twinbrook and Shady Grove in both directions. Trains sharing same track btwn Shady Grove & Twinbrook due...

about 1 hour ago via twitterfeed

Blue-Orange Lines: Disruption at Federal Triangle. Delays continue to Franconia-Springfield. Earlier train malfunction at Federal Tri...

about 9 hours ago via twitterfeed

Orange Line: Disruption at West Falls Church-VT/UVA in both directions. Delays continue both directions. Earlier train malfunction OU...

about 17 hours ago via twitterfeed

Red Line: Disruption between Silver Spring and Fort Totten in both directions. Trains sharing same track btwn Silver Spring & Fort To...

# How We Got Started: Keep It Simple. Test the Waters.

Psst... the new version of Twitter is here. [Try it now!](#)

Precinct 20, Ward 1 proposed poll relocation from Gage-Eckington Elementary School Auditorium to K.C. Lewis Elementary School Auditorium

6:13 PM Apr 16th via web

Precinct 1, Ward 6 proposed relocation from Walker Jones Elementary School Auditorium to Walker Jones Education Campus Gymnasium

6:07 PM Apr 16th via web

Public notice of proposed polling place relocations in DC Register today and at [www.dcboee.org](http://www.dcboee.org).

6:06 PM Apr 16th via web

Certification of ANC/SMD vacancies for 3D07, 6B11, 8C05, 8C06 and 8E01 in DC Register today and at [www.dcboee.org](http://www.dcboee.org)

5:59 PM Apr 16th via web

2010 Guide to Candidate Qualification and Ballot Access now available at [www.dcboee.org](http://www.dcboee.org) in both web version and PDF.

2:48 PM Apr 16th via web

# How We Got Started: Livetweet What Candidates, Reporters Want to Know

Addl candidates picked up petitions between 9 and 10 am: GOP Nelson Rimensnyder for U.S. Representative  
Friday, May 14, 2010 10:50:24 AM via TweetDeck

Addl candidates picked up petitions between 9 and 10 am: Dems Sulaimon Brown for Mayor and Nate Bennett-Fleming for US Representative  
Friday, May 14, 2010 10:48:43 AM via TweetDeck

Addl candidates picked up petitions between 9 and 10 am: Dems Clark Ray and Kelvin Robinson for at-large council and Jeff Smith for Ward 1  
Friday, May 14, 2010 10:46:44 AM via TweetDeck

Also picked up petitions within the first half hour: Dem candidate for Delegate Douglass Sloan and Dem candidate for Chairman Kwame Brown  
Friday, May 14, 2010 9:46:47 AM via TweetDeck

Will be tweeting candidate petition pickup updates every hour w/ encouragement of @mikedebonis  
Friday, May 14, 2010 9:21:45 AM via TweetDeck

Rush of Dem mayoral candidates picked up nominating petitions in first half hour for circulation: Alexander, Fenty, Gray, Johnson, Tayman.  
8:20 AM May 14th via TweetDeck

12 hours until candidates begin picking up petitions for the September primary ballot. Petitions and Declarations of Candidacy

# How We Got Started: Livetweet What Candidates, Reporters Want to Know

Psst... the new version of Twitter is here. [Try it now!](#)

Now serving voters arriving by bus. Wait time has increased to 20-25 minutes.

Monday, August 30, 2010 2:59:58 PM via web

Now serving voter number 821. Wait time has been reduced to less than 5 minutes.

Monday, August 30, 2010 2:48:51 PM via web

Now serving voter number 760. Wait time reduced to 10 minutes from peak of 90-100 minutes.

Monday, August 30, 2010 2:15:26 PM via Twiterrific

[@brooklandavenue](#) ANC petition filing deadline is September 4.

Monday, August 30, 2010 10:02:48 AM via Twitter for BlackBerry® in reply to [brooklandavenue](#)

[@TBD FactsMachine](#) You can refer voters to our web site at [www.dcboee.org](http://www.dcboee.org) for live updates of wait times. [#voteDC](#)

Monday, August 30, 2010 9:07:41 AM via web

Updating wait times all day at [www.dcboee.org](http://www.dcboee.org). Currently serving voters who were in line when polls opened; est wait time 40 minutes.

Monday, August 30, 2010 8:45:07 AM via ÜberTwitter

64 voters have been admitted and given a number. Voters 1 through 5 are being checked in now. [#voteDC](#)

File Edit View Favorites Tools

# Getting Started: Your Audience Appreciates the Effort

District of C... DC Board of... Gmail - Inbo... KPI Results District ... Welcome | ...

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**FLY WITH ON-DEMAND MOVIES, MUSIC, AND THE INTERNET.**

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RESTRICTIONS, TAXES AND FEES APPLY

## District Candidates Begin Picking Up Nominating Petitions

The D.C. Board of Elections and Ethics is [tweeting updates](#) this morning as 2010 candidates stop by on the first day to pick up nominating petitions.



Starting today, candidates have until Wednesday, July 7 to collect the required number of signatures in order to appear on the ballot for the September primary elections. We can expect to see campaign volunteers hitting up high pedestrian traffic areas, like outside of major retailers and Metro station entrances, as early as this weekend.

Among the early birds to show up already, according to @DCBOEE: Mayoral candidates Adrian Fenty, Leo Alexander, Vincent Gray, Ernest Johnson, and Patrick Tayman; Candidate for D.C. Council Chair Kwame Brown; and D.C. Del. challenger Douglass Sloan.

Keep following [@DCBOEE](#) today for more -- they've promised hourly updates.

*Contact the author of this article or email [tips@dcist.com](mailto:tips@dcist.com) with further questions, comments or tips.*

# Getting Started: Your Audience Appreciates the Effort

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- On The Money
- Healthwatch
- BUSINESS &**

## Hillicon Valley

THE HILL'S Technology Blog

### District uses Twitter to keep voters informed

By Gautham Nagesh - 08/31/10 02:49 PM ET

- COMMENT
- EMAIL
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- SHARE

The District of Columbia's government is using Twitter to keep voters informed about lines at polling places and other electoral issues, according to a report from WAMU 88.5 FM's **DCentric** blog.

The D.C. Board of Elections and Ethics has established a **Twitter account** that lets voters know the current wait time at its various polling places, along with information on ballot issues and informal tallies of the number of early voters. The account also directs followers to the agency's website, where they can find full lists of candidates and other critical information.

The latest tweet on Tuesday notes that there is currently no line to vote at the polling place in downtown Washington, D.C. Early voting in the primary started yesterday; most voters are focused on the heated Democratic mayoral primary between incumbent Adia Fenty and Council Chairman Vincent Gray. The

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#### TECHNOLOGY NEWS

- GOP could make trouble for Google
- Republicans who support net neutrality caught between industry, Tea Party
- Commerce secretary: Threats to Internet freedom increasing, can hamper growth
- House Finance chairman 'not optimistic' about online gambling bill moving

# How We Got Started: Lightbulb Moments

Psst... the new version of Twitter is here. [Try it now!](#)

Election Day up to 100% of precincts reporting, then we add Early Votes RT @IMGoph: @dcboee when will the early voting numbers be released?

Tuesday, September 14, 2010 4:11:09 PM via ÜberTwitter

Rumor control: Voting hours have NOT been extended. Wait times reported this morning have not traditionally led to extended hours. #voteDC

Tuesday, September 14, 2010 2:21:05 PM via Twitter for BlackBerry®

Can confirm that two precincts failed to open on time but were issuing paper ballots within 30 minutes. #voteDC

Tuesday, September 14, 2010 1:47:52 PM via ÜberTwitter

Moved inside front lobby due to noise RT @DCBOEE: Press conference at 1:30 in front of One Judiciary Square

Tuesday, September 14, 2010 1:24:50 PM via ÜberTwitter

Press conference at 1:30 in (noisy) plaza in front of One Judiciary Square

Tuesday, September 14, 2010 1:18:16 PM via Twitter for BlackBerry®

Pollworkers are on location, preparing to open the polls. We have extra pollworkers on hand to fill in for cancellations. #voteDC

Tuesday, September 14, 2010 6:20:07 AM via ÜberTwitter

# How We Got Started: Humor is a Calculated Risk

**103**  
tweets

TOP ★ 100

retweet

reply

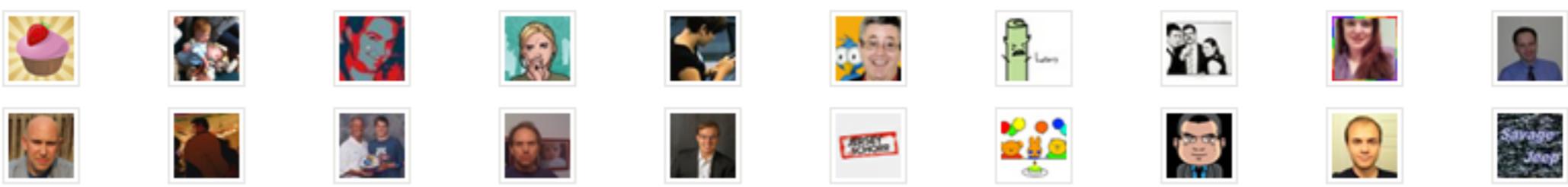
...and we just confirmed that a voter used a write-in hand stamp.  
On a touch screen.

<http://twitter.com/dcboee/status/29483022277>

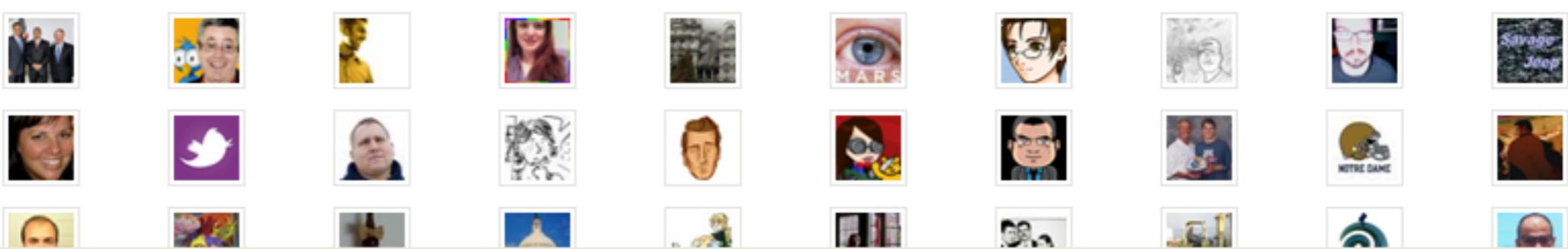
Nov 02, 2010 9:02 AM PDT

 dcboee

12 Retweets by influential people



103 Retweets



# The Right Message for the Right Audience: Sometimes 140 Characters Can Go a Long Way

quite smoothly at Precinct 34/need more [electronic pollbooks] for special ballots

Thursday, September 16, 2010 11:26:09 AM via ÜberTwitter

If you witnessed problems on Election Day, please report them to director @ dcboee.org. We can only fix what we know about. #voteDC

Thursday, September 16, 2010 9:27:12 AM via ÜberTwitter

We are debriefing/reviewing. Will not rehire some workers. RT @keithndc: @DCBOEE When will you address other probs/unprofessional behavior?

Thursday, September 16, 2010 9:23:44 AM via ÜberTwitter

Big thank you to 1,800+ pollworkers for handling total overhaul of procedures & tech. There were problems; we will correct them for Nov.

Thursday, September 16, 2010 9:18:41 AM via ÜberTwitter

We were too slow in reporting the election results on Tuesday. We will improve our process for November. #statingtheobvious

Thursday, September 16, 2010 9:05:12 AM via ÜberTwitter

No voting location ran out of ballots for the primary election. All precincts had many more ballots than needed. #voteDC

Wednesday, September 15, 2010 3:48:14 PM via ÜberTwitter

Discussing help desk calls at special board meeting on the primary election. #voteDC

Wednesday, September 15, 2010 3:43:51 PM via ÜberTwitter

# The Right Message for the Right Audience: Sometimes 140 Characters Can Go a Long Way

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DCBOEE (DCBOEE) on Twitter BOEE Apologizes For Poo... X

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## BOEE Apologizes For Poor Primary Performance

In a [series of blunt tweets](#) this morning, the D.C. Board of Elections and Ethics has apologized for the issues with Tuesday's voting, including massively long waits for results to roll in Tuesday night and problems with touch-screen voting machines which delayed voters at several polling places around the city. "We were too slow in reporting the election results on Tuesday. We will improve our process for November," said one BOEE tweet, which even included the hashtag #statingtheobvious. (We appreciate the self-depreciation.) BOEE also thanked its more than 1,800 poll workers and asked residents to report any and all problems that they experienced on Tuesday to [director@dcboee.org](mailto:director@dcboee.org). "We can only fix what we know about," they added.

*Contact the author of this article or email [tips@dcist.com](mailto:tips@dcist.com) with further questions, comments or tips.*

By [Aaron Morrissey](#) in [News](#) on September 16, 2010 11:05 AM 6 Comments ★ 1 2088 Views

APOLOGIES BOEE ELECTION PRIMARY VOTING

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FLY WITH ON-DEMAND MOVIES, MUSIC, AND THE INTERNET.

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DCBOEE



Officially switching to #four26dc for special election news. Let's spread the word on the election date. #publicnotice

1 Mar via TweetDeck ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by DCProper and 9 others



# Four 26



All the information you need for the April 26 At-Large Special Election

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## The Four/26 Results, Mapped

We all know how the April 26 At-Large Special Election turned out, and most of us know how the vote broke down -- Vincent Orange won wards 4, 5, 7, and 8; Patrick Mara claimed wards 2, 3 and 6; Bryan Weaver took his homebase of Ward 1.

Sometimes, though, it's easiest to see things mapped out, and for that we've got D.C. for Democracy's Keith Ivey to thank. He mapped out the voting breakdown by precinct for each candidate, with a darker shade indicating a higher proportion of the vote. He also looked at which candidate won a plurality of the votes in each precinct and mapped those together according to campaign color -- Orange gets orange, Weaver green, Mara blue, and Biddle a shade of red.

All told, a great way to bring together geography and election dorks.



### Twitter - @dcist\_martin

@kojashaw Dropkick Murphys! Aerosmith! 40 mins ago

@mikemadden Wanna organize a @DCist\_Updates and @wcp commenter meet-up? 43 mins ago

@summersqill @kcivey I know. I was being sarcastic. Plus, I don't wanna run for office. Unless everyone writes me in. Then I will accept. 44 mins ago

@rebkatz @tjgil Exactly. On the plus side, it would be a conversation-starter. Or I'd get blank looks. 45 mins ago

@brunchbird That's why I hate technology. By the time I come around to it, I'm already late. 50 mins ago

More updates...

### Recent Posts

The Four/26 Results, Mapped

What Cheese Could Come From

3  
MAY/11  
0

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+ Select Guests to Invite

129 Attending See All

- Shawn Westfall
- John Nowicki
- liz beiber
- Bryan Oklin
- Judy Zamore
- Markus Batchelor
- Samuel A. Moore

### Voting in DC Special Election

You are Attending · Share · Public Event

Time Friday, April 22 at 8:30am - April 26 at 8:00pm

Location One Judiciary Square or your polling place

Created By Keith Ivey

More Info Spread the word! On Tuesday, April 26, DC is having a special election for an at-large seat on the DC council. It's a citywide election, so if you're a resident of DC you can (and should) vote. Even if you're not registered, that's no excuse. We have same-day registration.

You can vote early at One Judiciary Square this Fri 8:30am-8pm, Sat 8:30am-8pm, Sun 12:30pm-5:30pm, or Mon 8:30am-4:45pm, or at your polling place on Tue 7am-8... See More

Share: Post Link Photo Video

Write something...

Sean Robertson Already voted this morning. :-)

#### Birthdays See All

- Carla Uriona It's her birthday. Say Happy Birthday
- Carmen Hosler-Moran It's her birthday. Say Happy Birthday

#### Sponsored Create an Ad

**VISIT FLORIDA**

Is it possible to spend all day in a bikini? Click here and enter the Sunshine Moments Sweepstakes.

Like · Len Lucchi likes this.

**Earn Your MPA With TROY**  
ar.troy.edu

Learn about Troy University's Master of Public Administration Program. Free webinar this June 22 at 12pm. Click

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### District of Columbia Board of Elections & Ethics

Government Organization · Washington, District of Columbia · Edit Info

Edit Page



Wall District of Columbia Boar... · Most Recent

Share: Status Photo Link Video Question

Write something...

 **District of Columbia Board of Elections & Ethics** ✕

Thank you to the 924 pollworkers who served on April 26! Check your mailboxes in the next few days; stipend payments have been issued and are in the mail.

114 Impressions · 0% Feedback

May 11 at 2:23pm · Like · Comment

 **District of Columbia Board of Elections & Ethics**

**Wall Photos**



Admins (4) [?] See All



Use Facebook as District of Columbia Board of Elections & Ethics

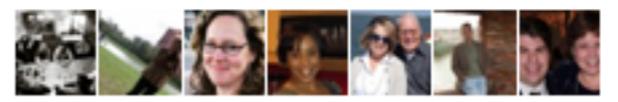
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12 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads to  Chat (36)



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DCBOEE



Polls open at 7! Tweet your voting experience in DC today using the official hash tag #four26dc

26 Apr via TweetDeck ☆ Favorite ↩ Reply 🗑 Delete

Retweeted by jenfieldDC and 5 others



# @DCBOEE Rapid Response Using Twitter

- Can you alert the precinct captain? Fastest way to resolve RT @gymerk: @DCBOEE electioneering inside the signs is at Precinct 87 #four26dc
- Done. Students: go back, vote, bring ID to DCBOEE w/in week RT @GtownVoice Students denied special ballot. DCBOEE following up [bit.ly/eSx8Au](http://bit.ly/eSx8Au)
- [@whiteknuckled](#) Vote where you live now. Go to new new polling place, cast a special ballot (category 'election day change of address').
- Turns out precinct 3 got their pollbooks first in the swap this AM; precinct 11 got theirs later. Rep who delivered says by 8:00. // Pollbooks were swapped this morning at precincts 3 and 11, first voters this AM cast special ballots. Problem resolved. [#four26dc](#)
- OK thanks for the tip. Will pass along to our dispatcher. // RT @pauldiegocraney: @DCBOEE the sign at Prec13 at the Episcopal church that says to vote at Goodwill Baptist Church is blowing off. We need more tape/supplies.
- Shepherd Elem captain apologizes for late opening. Experncd captain not used to having problems, was focused on maintaining order. [#four26dc](#) // Visited Shepherd Elem (Precinct 62, opened 15 min late). Captain could not find checklist to open polls this AM. [#four26dc](#)



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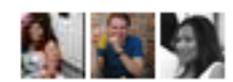


@dtearl David Earl

Confirmed numbers - Precinct 135 tape at Mt Bethel: Orange 89, Biddle 52, Weaver 38, Lopez 34, Mara 30. #four26dc #bloomingdalec

26 Apr via TweetDeck ☆ Favorite ↻ Retweet ↶ Reply

Retweeted by AmandaBroadnax and 3 others





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@DCBOEE DCBOEE

Hate to break it to you but... lower turnout does not mean faster results. What to expect tonight: http://bit.ly/iiPKT8 #four26dc

26 Apr via TweetDeck ☆ Favorite ↶ Reply 🗑 Delete

Retweeted by mikedebonis and 1 other





# District of Columbia Board of Elections & Ethics



**Special Election Voter Guide**  
[Return to the Voter Guide menu](#)  
[Printer-friendly version](#)  
[DC Board of Elections and Ethics web site](#)

## Guide to Election Night Reporting

We hate to break it to you but... lower turnout does not mean faster reporting of election results.

Whether 20 votes or 200 votes have been cast, it takes the same amount of time to shut down the voting equipment and drive results to the Board's office from around the city.

The data does not upload to our servers faster either.

Want to find out results as soon as possible? The fastest way to find out how many votes each candidate has received in a precinct is to observe the process, at the polling place, as the voting equipment is shut down. After the last ballot has been cast, pollworkers print two reports – one for the touch screen voting machine and one for the paper ballot scanner - listing the number of votes each candidate has received and post it on the outer door of the polling place. These reports do not include absentee, provisional or curbside ballots.



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@DCBOEE DCBOEE

Thank you! RT @adamdwayman: Real winner of today's election is @DCBOEE. Well done on all fronts - especially the tweeting. #four26dc

26 Apr via TweetDeck ☆ Favorite ↶ Reply 🗑 Delete

Mentioned in this Tweet



adamdwayman Adam Daniel-Wayman · Follow American University student, news junkie, writer, lover of fine things and finer people. Displaying grace under pressure since

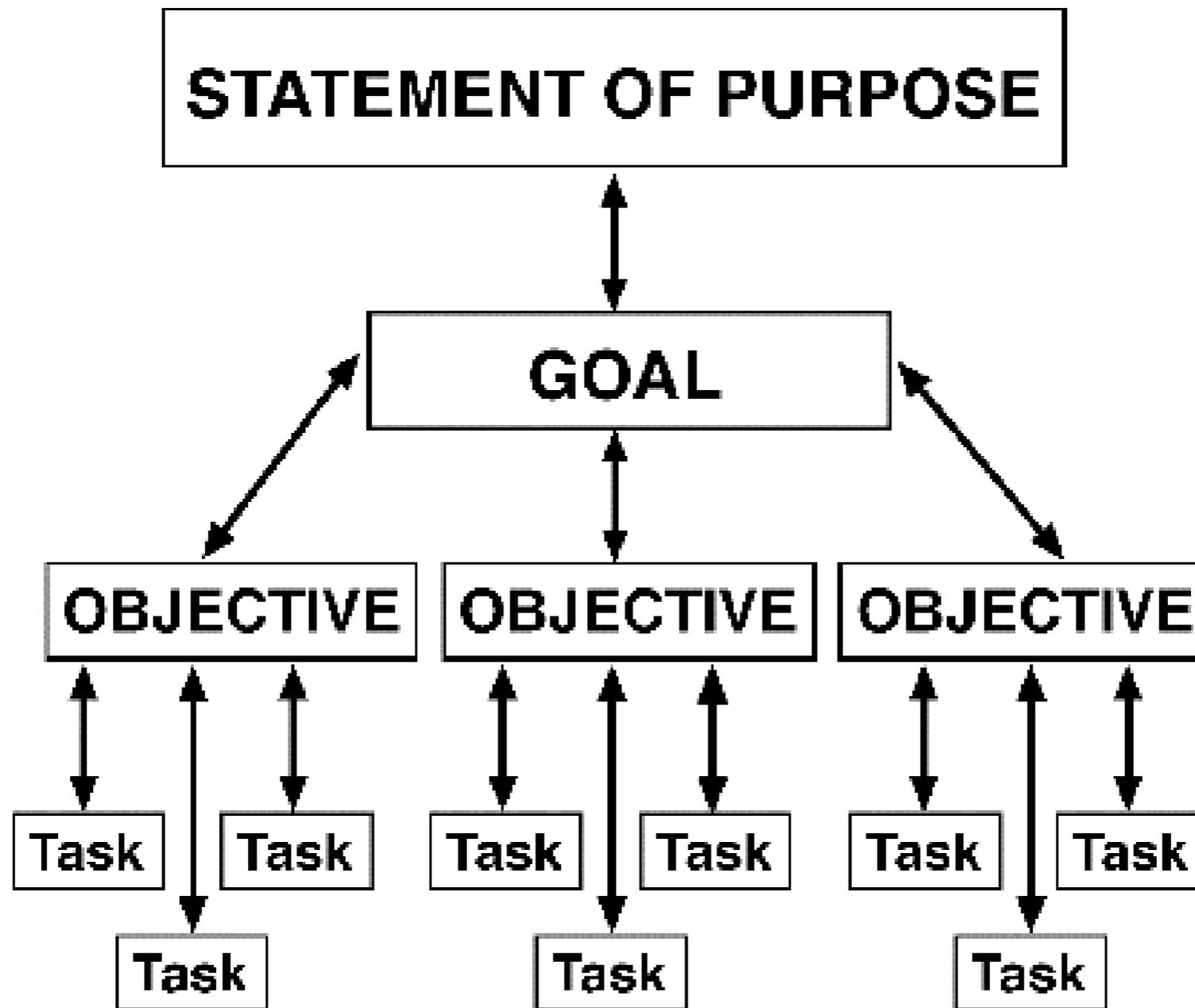
**Q: Is social media the forest or the tree?**



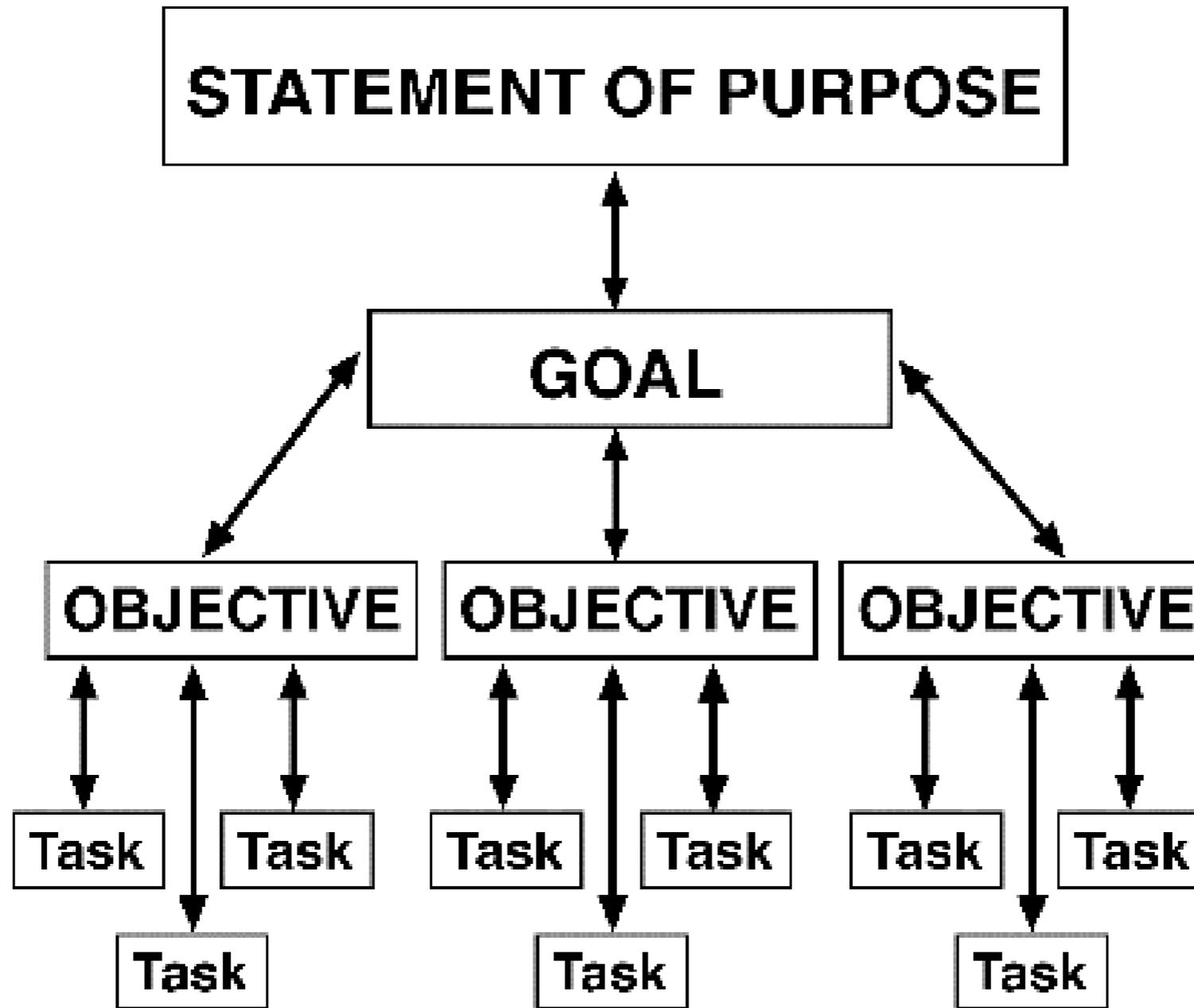
A: Social media is a cluster of trees.



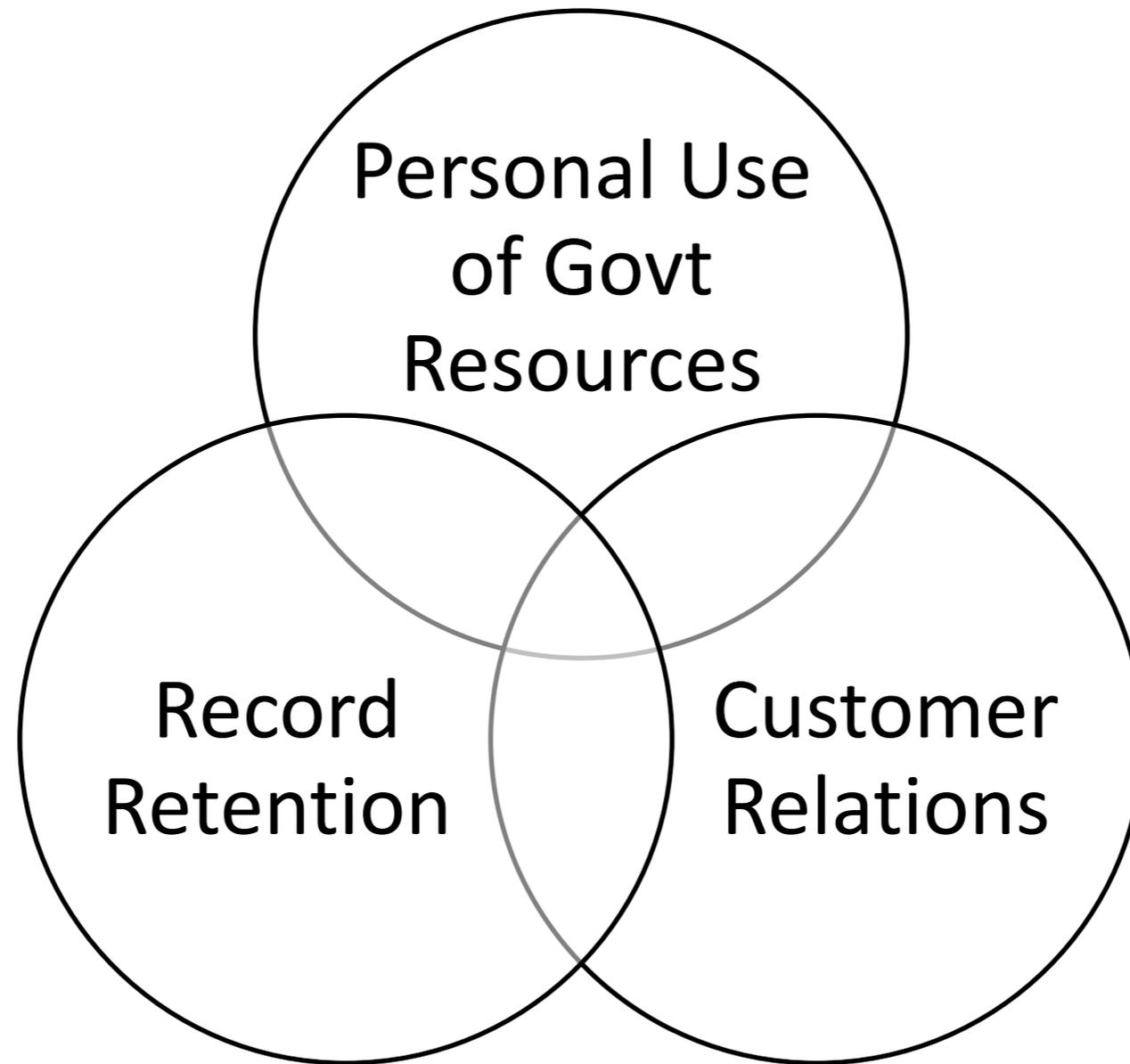
Social media is a group of tools to accomplish tasks.



You need a communications plan.



Do you need a social media policy, or a policy on...?



# Typical Elements of Social Media Policies

- Personal Use of Government Resources
- Workplace Conduct
  - (and Off-Duty Conduct of Authorized Spokespersons)
- Customer Relations
- Monitoring and Approval of Official Communication
- Requirement for Communication Plan
- Branding Standards
- Record Retention
- Best Practices Guidelines
- Requirement for Communications Strategy
- Comments Policy/User Agreement
- Regulation of Campaign Social Media Accounts

# Three Rules for Social Media

- Own Your Brand
- Think Before You Tweet
- Be a Good Listener

# #1 - Own Your Brand

- Own Your Hash Tags/Facebook Vanity URL
- Your Brand = Professional+Personal
- Tweet What You Know
- Your Brand is Permanent...  
...but Evolves Over Time
- Retweets Are Viewed As Endorsements
- Opinions Expressed Are Not Solely Your Own
- Accept Mistakes, but Do Not Repeat Them

## #2 - Think Before You Tweet

- Have a Plan
- Vet Content
- Ask Yourself:
  - Am I Using the Right Tool?
  - Does This Further My Goals?
  - Is This Timely, Accurate and Interesting?
  - How Would This Read Out of Context?
  - Am I Ready for This Conversation?

## #3 - Be a Good Listener

- Keep Up – Use Lists, Searches
  - Engage But Don't Dominate the Conversation
  - Know When to Let Go
  - Respond Visibly - @, not DM
- 
- Required:
    - Thick Skin
    - Sense of Humor
    - Self-Control