



U.S. ELECTION ASSISTANCE COMMISSION  
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For Immediate Release  
October 12, 2016

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## **EAC Releases Tech Time Video Harnessing the Power of Social Media in Smaller Jurisdictions**

**SILVER SPRING, MD** – The U.S. Election Assistance Commission (EAC) today released the sixth segment in a [new video series](#) designed to provide election officials with technology tools for managing the administration of elections.

The video shows how popular social media tools such as Twitter, Facebook and Instagram are used in the City of Falls Church, Virginia to complement Election Day communications. In this episode, David Bjerke, the director of elections and general registrar of voters, shows how Twitter can be used to update voters on line wait times and the overall benefits of utilizing social media on Election Day.

EAC Chairman Thomas Hicks stressed how jurisdictions with limited resources can benefit.

“Communicating with voters is a central part of running elections,” said Chairman Hicks. “We are pleased to show how officials in smaller jurisdictions can harness social media and other free resources to update voters with key election information without purchasing expensive apps and software,” he said.

The series of Tech Time videos highlight high and low-tech election administration tools. Participants include election officials, academics, election administration advocacy organizations, and others. This sixth segment follows five videos released since August as part of EAC’s Be Ready 2016 initiative.

The first five segments include: (1) how data analysis and predictive analytics tools can identify and recruit skilled applicants to work at the polls on Election Day; (2) how data visualization can help election officials and voters better understand how elections work; (3) how data visuals can be used in policy and budget discussions; (4) how an Election Management Toolkit can help election officials project the number of voting machines and poll workers needed while estimating wait times for voters on Election Day; and (5) how an Election Day call center and data management tool to manage, sort, and provide an immediate response to reported issues. The episodes are available on EAC’s website, YouTube, and Twitter.

EAC’s Be Ready 2016 effort includes a broad range of resources and best practices to help election officials and voters in 2016. Visit EAC’s website at [BeReady16](#).

*The EAC is an independent bipartisan commission created by the Help America Vote Act (HAVA) of 2002. HAVA was passed by the U.S. Congress to make sweeping reforms to the nation’s voting process, address improvements to voting systems and voter access that were identified following the 2000 election, and to provide federal funding to states for new voting equipment. HAVA mandates that the EAC test and certify voting equipment, maintain the National Voter Registration form, conduct research, and administer a national clearinghouse on elections that includes shared practices, information for voters and other resources to improve elections. More information is available at [EAC.gov](#).*

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