

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

 Follow



*FOX Illinois - See Newschannel at 9 on
WRSP/Springfield, WCCU/Champaign. Illinois news, Illini, community,
politics, food, family. Follow @Lesley_FOXil*

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



Gordy39 Gordy Wilson

I liked a @YouTube video <http://youtu.be/gxEV4kolz0?> 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*

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10 books that will change your brain <http://huff.to/iHHRsA> via [@huffingtonpost](https://twitter.com/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/YayIW> 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.



JTmusician77 Joyce Thomas

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

 Follow



Followers are not necessarily engagers

What does it look like?



Shape The Future. Vote!

June 13, 2011

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Champaign County Clerk Gordy Hulten

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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



Office of the Los Angeles City Clerk - Election Division

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

Trish Salas likes this.

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Office of the Los Angeles City Clerk - Election Division announced today that the Official Canvass of the May 17, 2011 City of Los Angeles General Municipal Election, which began on May 18, 2011, is nearing completion. The final tally of all outstanding ballots is scheduled to begin on Thursday, May 26, 2011 at 9:00 a.m. For more information:

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bradfordexchange.com

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

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



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ELECTION NIGHT LIVE
US PRESIDENT ELECTORAL COLLEGE

0:00 / 4:40 360p

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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]

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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/>



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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

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

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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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Transparency

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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