REAL TIME TURNOUT AND SOCIAL MEDIA

REAL TIME TURNOUT

What is it?

- Real Time Turnout is the number of people who are voting at the polling place in the current election...it is not results.

What is it?

Turnout can be provided by:

- Different voting groups, VBM, EV and ED
- Precinct
- Party

This makes the data more useful for interested parties

How does it work?

- The electronic poll book uses an internet connection that runs through a secure service and updates the voter database in real time.

- Querying these results at frequent intervals will give you a snapshot of what is happening in the polling place on Election Day.

How does it work?

- Your turnout is only as good as your connection.

    Disclaimer: *"Election Day turnout is based on those precincts reporting activity to the Elections Service Center."*

- If you do not establish a connection on Election Day, you will not have Election Day turnout.

Who really cares?

- The media
- Political activists
- Candidates
- Your staff

Can be used as an extension of your social media plan

How can I do it?

- You must have an electronic poll book at the polling place on Election Day with the ability to report turnout back to your voter registration system.

How can I do it?

If you are a Web Focus and an EViD customer, VR has done the work for you.

How can I do it?

If you are a VR customer, but not a Web Focus customer, you will need the ability to run a SQL query to retrieve the turnout data and provide it on your web site.

Unofficial Voter Turnout
October 15, 2013 Special General Election

Registered voter totals used to calculate turnout are official book closing totals. Book closing date was September 16, 2013.

Note: Election Day turnout is based on those precincts reporting activity to the Elections Service Center.

Party	Absentee Votes	Early Votes	Poll Votes	Total Votes
REP	4247	521	3682	8450
DEM	3745	673	2386	6804
OTHER	1524	247	1168	2939
TOTAL	9516	1441	7236	18193

Current As Of: Oct 15 2013 6:00PM

Precinct	Registered Voters	Absentee Votes	Early Votes	Poll Votes	Total Votes	Turnout (%)
TOTAL	94765	9516	1441	7236	18193	19.20
013	2484	272	40	208	520	20.93
015	3691	294	32	213	539	14.60
018	1278	101	8	102	211	16.51
023	1738	195	30	155	380	21.86
025	3086	278	77	218	573	18.57
026	2203	161	29	180	370	16.80
028	3708	290	16	235	541	14.59
029	1330	121	4	90	215	16.17
030	3081	242	31	211	484	15.71
031	1930	149	28	176	353	18.29
032	3105	232	19	196	447	14.40
033	5149	652	82	594	1328	25.79
034	3507	386	82	260	728	20.76
035	2993	302	26	157	485	16.20
040	903	60	10	57	127	14.06
042	4538	486	41	347	874	19.26
043	757	38	6	43	87	11.49
044	2097	241	29	152	422	20.12
046	3578	273	35	232	540	15.09
047	1191	155	7	101	263	22.08
050	2477	300	52	119	471	19.01
051	2771	201	47	208	456	16.46
052	4824	677	83	498	1258	26.08
053	2119	145	38	133	316	14.91

How can I do it?

- If you are not a VR customer and do not have EViDs….
  - Good luck ☺

Drawbacks

- Once you provide it, it's expected

- If you are not receiving communication from a polling place, your turnout totals will be skewed…your turnout will be reported lower than it actually is

SOCIAL MEDIA

Why be social?

- ◉ We live online
  - • 85% of adults use the Internet
    - ○ 98% of 18- to 29-year-olds
    - ○ 92% of 30- to 49-year-olds
    - ○ 83% of 50- to 64-year-olds
    - ○ 56% of those 65 and older

Why be social?

73% of all Internet users use social networking sites

	% Internet Users	% Total Americans
At least one	73	63
At least two	42	34

Pew Research Center

Why?

	% who use social networking
All Internet users	**73**
Men	**69**
Women	**78**
Race/ethnicity	
White	**72**
Black	**73**
Hispanic	**79**
Age	
18-29	**90**
30-49	**78**
50-64	**65**
65+	**46**
Education attainment	
No high school diploma	**74**
High school grad	**69**
Some college	**75**
College +	**75**
Household income	
Less than $30,000	**77**
$30,000 - $49,000	**73**
$50,000 - $74,999	**73**
$75,000+	**75**

Pew Research Center

Why be social?

- The expectation is to have government services online

- You spend a lot of effort to get out into the community; the online community should be no different

Why be social?

- Inexpensive communication channels
- Great way to communicate what's happening year round
- Reduces call volume
- Less formal approach to get the correct facts

How?

- Identify the following:

  - The goals you would like to accomplish

  - Who in your organization will be responsible for updating the content

How?

- Which networks you would like to utilize

	% Internet Users	% Total Americans
Facebook	**71**	**57**
Twitter	**18**	
LinkedIn	**22**	
Pinterest	**21**	
Instagram	**17**	

Pew Research Center

How?

- 59% of journalists use twitter

- 51% of journalists worldwide say they use Twitter or Facebook, to gather new stories if the author is credible

How?

- Just go for it

"Whether or not Facebook is great is not the point. The point is, there are hundreds of millions of people there. Why not spend time where they are? You may not like social media, but hundreds of millions of other people do."

Bill Greeves
Director of Communications and Information Technology
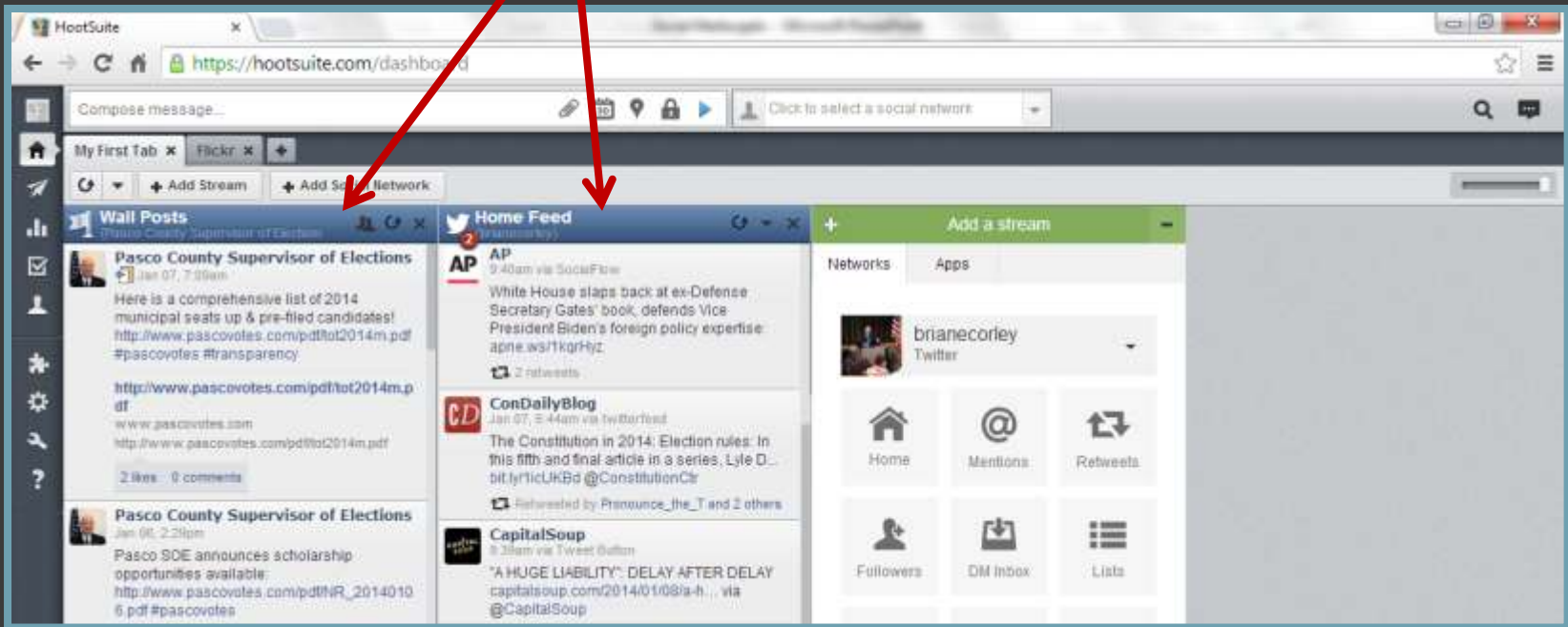Roanoke County, Va.

Tips & Tricks

- Consider a Social Media Management Site like HootSuite

  Social Media Management sites allow you to
  - Manage multiple social networks
  - Schedule messages and tweets
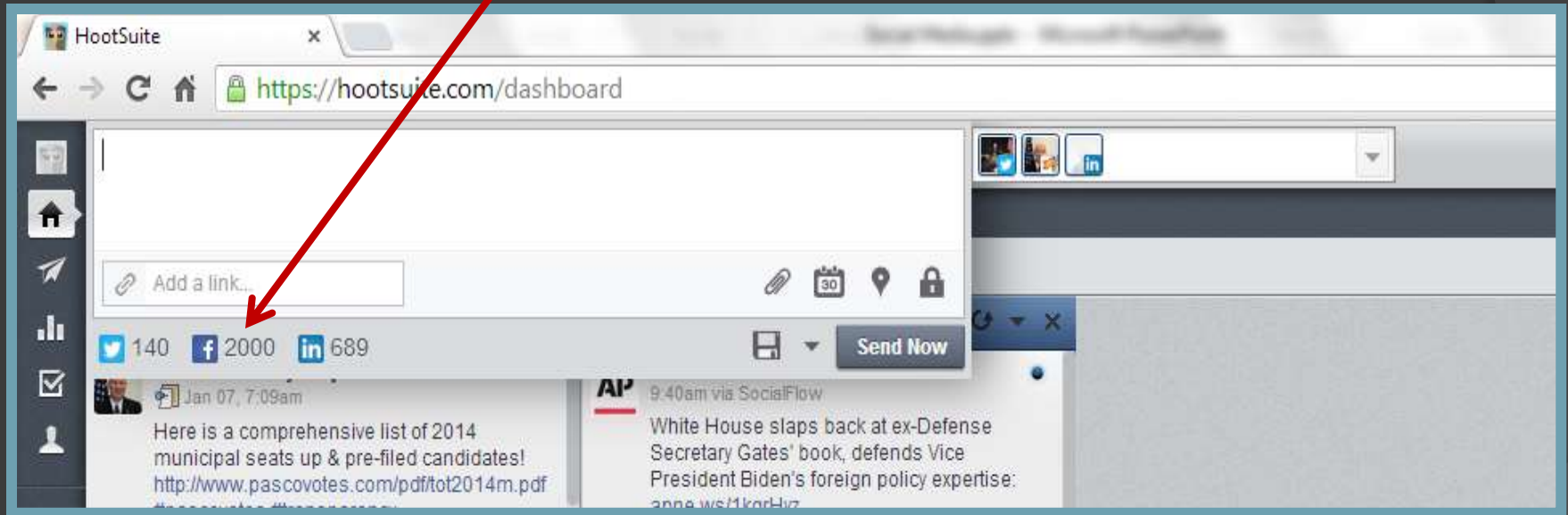 - Analyze social media traffic

Tips & Tricks

Manage multiple social networks

Tips & Tricks

Post to multiple sites simultaneously

Tips & Tricks

Engagement Tips from govtech.com

- ◉ Make your social media page social — Let people reply/comment to your Facebook posts and foster two-way dialog and interact!

- ◉ Monitor and post daily with fresh content — keep your social media pages active.

- ◉ Take negativity in stride — Negative comments will happen. Be patient, and use it as an opportunity to present facts and improve services.

Tips & Tricks

- Pilot first, policy later — Develop policies later, after you see what works best.

- Revisit security settings — Security settings can change often. Make it a point to regularly check them.

- Multimedia is a must — Use photos and videos as much as possible to ensure your social media content is dynamic.

"A CIO who does not embrace social media is a leader who chooses to live in the past, and within the next two to five years will become irrelevant."

Chris Moore
CIO of Edmonton in Alberta, Canada