

Election Commission of India
NirvachanSadan, Ashoka Road, New Delhi-110001.

491/SM/ 2015 /Communication

Dated: 6th September, 2016

To

CEOs of All States & UTs

Subject:- Use of Social Media- reg.

Sir/Madam,

Of late, Social Media has occupied a very important place in the world of communication. There has been increasing demand for the use of social media for a better outreach and communication with the voters and dissemination of election related information to them. In the recent elections, many States used social media in varying degree as a tool and platform for the communication with electors, especially with youth and other stakeholders.

2. Considering the relevance of social media for dissemination of information and communication with voters and other stakeholders, the Commission has desired to build capacities to use social media at State/UT or district level. All the Chief Electoral Officers and District Election Officers are expected to start their official accounts on Facebook, Twitter, or Youtube channel. CEO's social media platform should mainly propagate information relating to voter education, voter registration, MCC, pre-certification and other connected issues. They should also crowd source SVEEP creatives from the voters especially from students or youth. CEOs should also setup a Social Media Cell in their offices to make meaningful use of social media and also to handle MCMC, code of conduct, pre-certification, suggestions of various stakeholders. CEOs may make use of expert agency and necessary staff in order to professionally handle the Social Media.

3. Similarly, at the district level District Election Officers should also initiate the similar move as directed for the CEOs Office for dissemination of necessary information relating to electoral process. At the field level, the activities like capturing of other campaign activities such as video, audio and photographs should be encouraged for the social media. Complaints received on the social media platform should be promptly addressed to.

4. It is also directed that all the vital information relating to electoral roll revision process such as NERP should be disseminated to the voters and stakeholders in a more innovative and interesting way. Collaboration or partnership with Social Media pages and links of Civil Societies or Educational Institutions will help in developing the synergy.
5. The Social Media Cell proposed to be setup at ECI level will regularly monitor the performance of States/UTs & the districts and will also be guiding them for greater and effective use of Social Media platforms and will train the State level master trainers from time to time.
6. CEOs shall take necessary steps as directed and shall issue necessary instructions to all the DEOs in this regard.
7. CEOs may also consult other CEOs of recently poll-gone states on their experience on use of Social Media.

Yours faithfully,



(DhirendraOjha)
Director