

SALT LAKE CITY to PROMOTE VOTING INFORMATION via NEW CHANNELS



Utah has gone from a state with one of the highest rates of voter turnout in the nation to one of the lowest in the past 30 years.

There is a strong desire to engage a diverse electorate through a new, more appropriate strategy.

The way people live their lives today has changed, mobile devices are a central part of how the public conduct their lives. People use media in a much different way than they used to. There is a need to engage voters where they are, increasingly that is online and on mobile devices.

In effort to increase voter participation and turnout for the 2015 Municipal Elections, Salt Lake City is launching a large-scale media campaign, directing voters to information through local radio, news broadcasts, newspapers, blogs, Council or City newsletters, the City Website, and social media (FaceBook, Twitter, Instagram, Vine, etc.).

Civic engagement is paramount to a successful City and that is why the Salt Lake City Recorder's Office is devoted to exploring new opportunities to encourage citizens to vote.

Engaging the youth of our City is an important and necessary factor for increased voter participation and will aid in retaining interest in civic elections for years to come.

Social media tools enhance engagement with younger and more social-media savvy demographics.