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For Immediate Release:
September 26, 2016

- PRESS RELEASE -

MAJOR SPIKE IN ONLINE REGISTRATIONS FOLLOWING FACEBOOK PROMOTION

The number of online voter registrations surged following a Facebook promotional effort this weekend, which was launched in advance of National Voter Registration Day (Tuesday, September 27).

Secretary Merrill said, "This was an incredible weekend for online voter registration and the timing could not have been better. I encourage everyone to mark National Voter Registration Day by registering friends and family to vote. Every vote matters and new voters especially could make all the difference on Election Day."

Beginning on Friday, September 23, Facebook launched a voter registration reminder across Connecticut, which was posted at the top of users' Facebook news feeds. The reminder linked to VoteUSA.gov, a U.S. government website that redirects users to Connecticut's online voter registration page.

While Facebook's reminder was in effect, online voter registration applications jumped more than tenfold from the same three-day period of the preceding week.

- Online voter registrations from 09/16/2016 (Friday) through 9/18 (Sunday): **1,155**
- Online voter registrations from 09/23/2016 (Friday) through 9/25 (Sunday): **14,883**

Facebook's promotion is not the only social media campaign underway.

The Secretary of the State launched a short instructional video about online registration that has attracted more than 40,000 views in less than two weeks.

In addition, Secretary Merrill and a number of partners will mark National Voter Registration Day—Tuesday September 27—with an online campaign encouraging everyone in Connecticut to register.

Using the hashtag #myvotect, participants are posting selfies promoting voter registration. Among those who joined the effort are elected officials, public figures and sports teams like the Hartford Yard Goats, New Britain Bees and the Hartford Wolf Pack.

Citizens have until November 1 to register to vote online, by mail or in-person. While same-day registration is in effect on November 8, the Secretary of the State is urging everyone to register in advance to mitigate potentially long lines on Election Day.

For more information about registering to vote, go to: myvote.ct.gov.