

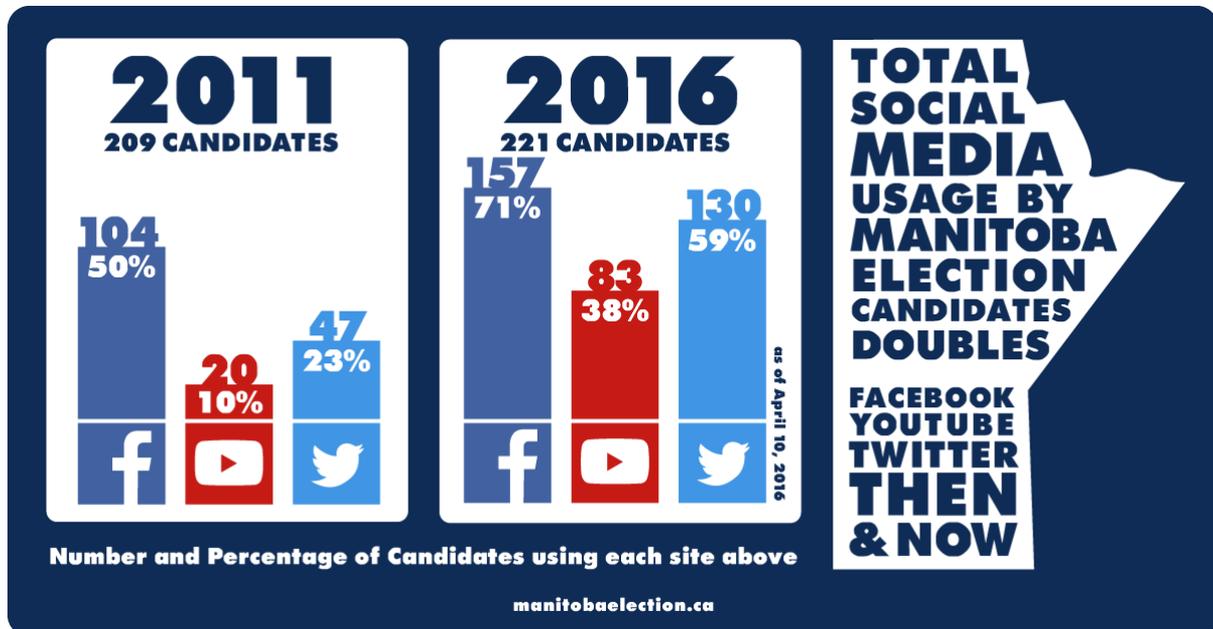


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Candidate Social Media Usage Doubles Since 2011

Winnipeg, Manitoba, April 13, 2016

In the 2016 provincial election, door knocks, phone calls, and lawn signs are not enough. Election campaigns increasingly require candidates to be savvy with hashtags, retweets and likes. Total social media usage among candidates leading up to the 2016 Manitoba Election has doubled when compared to the 2011 election. The greatest increase is in the use of candidate Youtube videos, which has more than quadrupled. Open Democracy Manitoba (ODM), the organization behind the ManitobaElection.ca voter resource, noted the increase while collecting candidate social media accounts for display on its website.



“The candidate profiles on ManitobaElection.ca feature links to election websites, Facebook, YouTube, and Twitter accounts” said ODM co-founder Kyle Geske. “We’ve been talking about what other social media tools we’ll need to prepare for in future elections. Some candidates are using Instagram, LinkedIn and other tools. It’s really picking up and it appears candidates get a lot of exposure this way.”

The group also found more online content in general for this election. They’ve discovered [41 election related websites](#) set up by various organizations to promote specific election issues. As in 2011, the ManitobaElection.ca website links to news articles that mention any of the 2016 candidates. They are currently linking to more than 1,900 articles from online news sources from across the province.

ManitobaElection.ca is a citizen-created resource for the 2016 Manitoba election, designed to provide Manitoba voters with information on their candidates. Open Democracy Manitoba strives to educate voters, empowering them to understand the roles, issues, and visions of our representatives in order to have a more accountable and respectful democracy.

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