

State of Wisconsin\Government Accountability Board

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DATE: May 2, 2012

TO: Wisconsin County Clerks
Wisconsin Municipal Clerks
City of Milwaukee Election Commission
Milwaukee County Election Commission

FROM: Nathaniel E. Robinson,
Elections Division Administrator
Government Accountability Board

SUBJECT: Launch of the G.A.B. Facebook Page

On Tuesday, April 24, 2012, the G.A.B. launched a Facebook Page, which can be found at the following URL: [facebook.com/WisconsinGovernmentAccountabilityBoard](https://www.facebook.com/WisconsinGovernmentAccountabilityBoard). On Friday, May 4, 2012, the G.A.B. will be launching a Twitter feed, which can be found at: https://twitter.com/Wisconsin_GAB. The G.A.B. is also developing a mobile application that voters can use to quickly access election information on their smart phones. We will send you more information on this tool once it is available.

The G.A.B. Facebook and Twitter accounts were created to expand voter outreach services by offering an additional format for our customers and partners to find important up-to-date information about the G.A.B. Facebook and Twitter give voters another way to keep up with news about elections and government ethics in Wisconsin.

We are delighted to be able to offer these new tools and customer service to the voters of Wisconsin. Through Facebook and Twitter, we will be able to provide information in a way that is more accessible to many of Wisconsin's voters. In addition, the use of Facebook and Twitter gives us the ability to reach a new group of voters, such as the historically hard-to-reach demographic of 18-24 year old eligible voters, who look to social media as their primary source of information rather than traditional media outlets.

Before we started our Facebook page and Twitter feed, we sought advice from the Wisconsin Department of Justice and Department of Administration, as well as the U.S. Election Assistance Commission. Through consultations with these agencies, we were able to develop plans to address the challenges that these agencies faced when venturing into social media.

We will be updating Facebook and Twitter regularly with informative posts on elections, ethics and other programs the Board administers. We encourage you to "Like" and "Follow" the Wisconsin Government Accountability Board on Facebook and Twitter and share the information you find there. We also ask you to help us "spread the word" about the new customer service tools we are now offering to all voters.

cc: Kevin J. Kennedy
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