



DENISE W. MERRILL
SECRETARY OF THE STATE
CONNECTICUT

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- PRESS RELEASE -

NATIONAL VOTER REGISTRATION DAY SOCIAL MEDIA CAMPAIGN BOOSTS VOTER REGISTRATION

HARTFORD: Elected officials, sports team, universities, local non-profits and other high profile state figures rallied on National Voter Registration Day to boost registration in Connecticut.

Using the hashtag #MyVoteCT, people shared selfies, photos from voter registration drives and other messages to encourage voter registration. Lawmakers, public figures and sports teams like the Connecticut Sun, Hartford Wolf Pack, New Britain Bees and Hartford Yard Goats, all joined the effort. #MyVoteCT even trended on Twitter for several hours and garnered more than 400,000 impressions, according to the Twitter analytics website TweetReach.

The impact to online voter registration was significant.

- New online voter registration applications, 9/27/2016: **6,099**
- New online voter registration applications for the same 24-hour period of the preceding week, 9/20/2016: **696**

Secretary Merrill said, “Thanks so much to everyone who participated. The impact was tremendous. We need to reach people where they are and we know that social media can be a valuable tool to get people engaged in our democracy. The system works best when everyone participates.”

The National Voter Registration Day campaign followed a successful Facebook promotion that ran from September 23 to September 26 and which registered 15,000 people in three days.

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.