

# OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI

## PRESS RELEASE

NEW DELHI:24th September 2021

CEO Delhi chairs an important social media training session for all DEOs, SDM(Election)s, EROs, AEROs, and Officers of the CEO(HQ).The training session aimed to promote voter awareness and encourage the youth to enroll as voters

*Social media has become a key communication mode for us today, as the tech savvy youth spends lot of time on social media: **Dr. Ranbir Singh.***

*Now campaigns are not confined to just posters and banners, social media too has become crucial for voter awareness campaigns: **Dr. Ranbir Singh.***

*Keeping the objective of “No Voter to be left behind”, we consider social media as a key partner for making the election process participative and inclusive: **Dr. Ranbir Singh.***

CEO Delhi’s Social Media Cell is committed to use social media for enhancing electoral registration and participation of the youth of Delhi

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In a move to further strengthen the voter education program through use of technology and encourage the youth to take full part in the electoral process, Delhi’s Chief Electoral Officer, CEO, Dr. Ranbir Singh chaired an online social media training session with all DEOs, SDM(Election)s, EROs, AEROs, and Officers of the CEO(HQ). This highly informative training session was bolstered by **IElevate (A digital Marketing Institute), Preet Vihar, Delhi** on CSR basis. Usage, importance and growth of different social media platforms like Facebook, Instagram, Twitter, YouTube and Clubhouse were discussed and how it can ramp up the process of passing on the information to the target audience. Social media is one of the leading new platform to share information with maximum people in minimum time. The session was followed by a question and answer session to clarify doubts and generate ideas and suggestions.

While commencing the social media training session, **Dr Ranbir Singh**, CEO Delhi said, “today social media has become indispensable and is eclipsing even the mainstream media in its reach and content diversity. It has enabled people belonging to each section of the society to directly converse about issues affecting them and share suggestions. Now, campaigns are not confined to just posters and banners. Social Media campaigns are full of info-commercials, advertisements, blog posts, and lakhs of tweets, Instagram posts and Facebook posts that create a much stronger and wider impact.”

**Dr. Ranbir Singh** further said, “a specific Social Media Cell under the supervision of **Shri J L Gupta**, Nodal Officer (Social Media) is assisting the Chief Electoral Officer to strengthen voter awareness and electoral participation. This social media cell aims to provide innovative solutions to spread voter awareness to a wide range of audience. The Chief Electoral Office is committed to increase the youth enrolment by its awareness drive on numerous platforms of social media.”

CEO also said, “Electoral Literacy Clubs (ELC)” exist at schools, colleges and different workplaces to propagate voter awareness. They too can leverage the power of social media. The aim is to further enhance the reach of the social media accounts of CEO, DEOs, EROs and ELCs. This can help in disseminating far and wide the desired voter awareness messages.”

He further said, “the motive behind this training was to impart interest, knowledge, skill and expertise amongst election officials at all levels for using social media to actualize the mission of the Election Commission of India that no voter should be left behind. Today’s youth is tech-savvy and spends lot of their time on social media. We should therefore interact with them where they spend their time and motivate them to become proud voters of our great democracy.”

CEO Delhi also exhorted all participants to be active on their official social media accounts, be consistent in creating and sharing interesting and informative voter awareness content, engage with other relevant social media accounts & posts and expand the digital marketing footprint of the ECI for enhancing electoral awareness, registration and participation.

**WebRoom4** 47 WebRoom4

Speaking: Ranbir CEO Delhi

Participants (47)

- 8075 (Guest)
- AC01 NARELA (Guest)
- ADM North (Guest)
- AERO AC-07 BAWANA (Guest)
- AERO AC-24 PATEL NA... (Guest)
- AKHIL KUMAR (Guest)
- Anupma's iPhone (Guest)
- Ashish Choudhary lelev... (Guest)
- b s meena (Guest)
- Daljit singh (Guest)

Ranbir CEO Delhi

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**WebRoom4** 44 WebRoom4

Speaking: .

Participants (44)

- 8075 (Guest)
- AC-40 NEW DELHI (Guest)
- AC01 NARELA (Guest)
- ADM North (Guest)
- aero ac 15 (Guest)
- AERO AC-24 PATEL NA... (Guest)
- AERO AC07 Bawana (Guest)
- AKHIL KUMAR (Guest)
- Ashish Choudhary lelev... (Guest)

DM-South DM-South West North West DM-EAST

CEO-Delhi

District Magistrate- District Magistrate- District Magistrate- District Magi

IT Branch CEO HQ rajiv ranjan Daljit singh satish rawat

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- Daljit singh (Guest)

Speaking: J L Gupta NO Social Media

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IT Branch CEO HQ

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rajiv ranjan

Kulbhushan Babbar

ADM North

DM SWD Br. NAV...

Ranbir CEO Delhi

J L Gupta NO Soci...

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- Anupma's iPhone (Guest)
- Ashish Choudhary lelev... (Guest)
- CENTRAL DELHI (Guest)
- Daljit singh (Guest)

Speaking: Kishan Soni - lelevate

## What is Social Media?

Social media can be defined as any web or mobile based platform that enables an individual or agency to communicate interactively and enables exchange of user generated content.



Kishan Soni - lelevate [www.ilelevate.in](http://www.ilelevate.in)

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Ranbir CEO Delhi

IT Branch CEO HQ

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