# Theme 17 - Social Media & Fakes News

**Guidance Plan:**

1. The emergence of Social Media has radically changed the information creation and consumption process and shifted the route of communication from ‘one to many’ channel, to being a ‘many to many’ channel. This has offered new opportunities and challenges to ECI's Mandate of conducting free, fair and transparent elections.
2. This PPT has a 2-fold objective of informing and equipping the RO with strategies and mechanisms devised by ECI to respond in real time to the challenges of fake news, misinformation/disinformation and, to expose the ROs to the digital engagement initiatives of ECI in enhancing voter awareness and participation.
3. The PPT opens with the evolution of the Social Media Guidelines culminating in the Voluntary Code of Ethics, its salient features along with its legal provisions, particularly regarding Hate Speech. The subsequent slides are devoted to Fake News/Disinformation/Misinformation and the ‘FACT Principle’ strategy adopted by ECI to tackle them, accompanied by relevant Case Studies.
4. The focus then on shifts to the monitoring, reporting & grievance redressal mechanisms. The RO is apprised of the role of the Social Media Expert in MCMC. The Reporting Channels for social media for violations is elucidated thereupon along with the actions undertaken at each stage. Subsequently the PPT briefs the RO of the grievance redressal channel and procedure and the role of the Nodal Officers for the same.
5. In the section on ECI’s presence on Social Media, the RO is made aware of the various platform account details and the roles and responsibilities of the CEO, DEO, Social Media Nodal Officer, etc. who have been charged with different platform operations. Particular emphasis is given on the SoP for pre-poll and Polling Day Social Media updates.
6. The PPT then dwells into the digital engagement aspects aimed at enhancing voter awareness & education and voter participation. ECI campaigns and creatives developed have been presented for guidance of the RO.
7. The concluding segment of the PPT is a retrospective for the RO on the Social Media initiatives and activities undertaken during the General Elections 2019.

# Part – A

## ECI's Mandate and Social Media Guidelines

# ECI's Mandate

***Article 324*** *of the Constitution of India*

-Superintendence, control and direction of elections to the offices of the President, the Vice-President and to both Houses of Parliament and State Legislatures in India.

-Ensuring Free, Fair, Transparent, Ethical, Accessible & Inclusive Elections

# Social Media Guidelines

**Measures to prevent misuse of social media for conducting free and fair Elections and ensure level playing field for all stakeholders -**

1. ECI's social media specific guidelines for candidates & election campaigning
2. Voluntary Code of Ethics
3. Fake News and Misinformation Campaigns

Contd...

# Social Media Guidelines – Timeline – contd.

ECI's first set of instructions with respect to use of social media in Election Campaigning
**October 2013**

Instructions on application of pre-certification on political advertisements appearing in e-papers
**August 2014**

Consultation with stakeholders for developing a road map on the use of social media
**December 2015**

Inclusion of a Social Media Expert in the Media Certification and Monitoring Committees
**February 2019**

Commencement of Voluntary Code of Ethics during elections
**March 2019**

Setting up of a Permanent Media Cell and a Social Media Cell
**June 2023**

Advisory regarding responsible and ethical use of social media platforms and strict avoidance of any wrongful use by political parties and their representatives
**May 2024**

# Usage of Social Media during elections - candidates and election campaigning

- All contesting candidates must furnish details of their authentic social media accounts at the time of filing nominations.

- Social Media by definition falls under the category electronic media. Therefore, all political advertisements on social media require proper pre-certification from the Media Certification and Monitoring Committee (MCMC) before being posted on social media.

- All candidates need to incorporate expenditure of social media campaigning including expenditure on political advertisements, cost of maintaining the accounts, developing content and salaries of the employees who manage the accounts in the election expenditure account of the candidate.

# Usage of Social Media during elections - candidates and election campaigning – contd.

- Model Code of Conduct (MCC) for political parties and candidates shall be applicable on the content posted on the internet, including social media websites by candidates and political parties.
- Any political content in the form of messages/comments/photos/videos uploaded on ‘blogs/self accounts’/websites/social media platforms will not be treated as political advertisement. Even if the same is posted/uploaded by political parties/candidates, it would not be treated as political advertisement.

# Advisory to Political Parties w.r.t misuse of AI – Ensuring ethical use of social media

- Not use social media platforms to disseminate any misinformation or information which is patently false, untrue or misleading in nature and those that impersonate another person, including any information which is synthetically created or generated or modified in a manner that such information reasonably appears to be authentic or true while in actuality dishonestly or fraudulently deceive any person who receives such information;

- Not allow their respective social media handles to publish and circulate deepfake audios/videos which violate the provisions of extant rules and regulations.

- Report the presence of any unlawful information and fake user accounts, looking alike their official handles on a social media platform, to the concerned social media platform forthwith.

- Not post or promote content which is derogatory towards women or repugnant to the honour and dignity of women or any content which goes against the Commission's advisories prohibiting the use of children in any political campaigning.

- Detailed Advisory - https://www.eci.gov.in/eci-backend/public/api/download?url=LMAhAK6sOPBp%2FNFF0iRfXbEB1EVSLT41NNLRjYNJJP1KivrUxbfqkDatmHy12e%2FztfbUTpXSxLP8g7dpVrk7%2FeVrNt%2BDLH%2BfDYj3Vx2GKWdqTwl8TJ87gdJ3xZOaDBMndOFtn933icz0MOeiesxvsQ%3D%3D

# Part – B

## Voluntary Code of Ethics (VCE) and Legal Provisions

# Voluntary Code of Ethics - Genesis

- In March 2019, major social media platforms under the aegis of Internet & Mobile Association of India (IAMAI) devised a VCE and committed to adhere with the same during elections for maintaining spirit of free and fair elections.

- The 'Voluntary Code of Ethics' came into effect on March 20, 2019 and is now applicable during all General and State Assembly Elections .

- Major Social Media Platforms (SMP) – X (formerly Twitter), Google & its products, Facebook, Whats App, Share Chat, Koo are signatories of VCE

Contd...

# Voluntary Code of Ethics – Salient features – contd.

- Social Media platforms will voluntarily undertake information, education and communication campaigns to build awareness including electoral laws and other related instructions.

- Social Media platforms have created a high priority dedicated grievance redressal channel for taking expeditious action on the cases reported by the ECI.

- Social Media Platforms and ECI have developed a notification mechanism - thus ECI can notify the relevant platforms of potential violations of **S 126 RPA 1951** and other electoral laws.

- Platforms will ensure that all political advertisements on their platforms are pre-certified from the Media Certification and Monitoring Committees as per the directions of Hon'ble Supreme Court.

- Participating platforms are committed to facilitate transparency in paid political advertisements, including utilising their pre-existing labels/disclosure technology for such advertisements.

# Hate Speech - Legal Provisions

- The term **“Hate Speech”** has ***not been defined*** under any existing Law in India. However, some sections of **IPC/RP Act** can be seen in this context.
- **S 295A of the IPC** defines and prescribes a punishment for deliberate and malicious acts, intended to outrage religious feelings of any class by insulting its religion or religious beliefs.
- **S 153A IPC** - Promoting enmity between different groups on ground of religion, race, place of birth, residence, language, etc., and doing acts prejudicial to maintenance of harmony.

Contd…

# Hate Speech - Legal Provisions – contd.

- **S 298 IPC** - Uttering words, etc., with deliberate intent to wound the religious feelings.
- **S 505 IPC** - Statements conducing to public mischief – intention to cause fear/alarm in public
- **S 125 RPA, 1951** provides that any person, who in connection with an election under this Act, promotes or attempts to promote feelings of enmity or hatred, between different classes of the citizens of India shall be punishable with imprisonment for a term which may extend to three years, or with fine, or with both.
- In the **Model Code of Conduct**, it is stated under "General Conduct" that *"no party or candidate shall include in any activity which may aggravate existing differences or create mutual hatred or cause tension between different castes and communities, religious or linguistic"* and that *"there shall be no appeal to caste or communal feelings for securing votes. Mosques, Churches, Temples or other places of worship shall not be used as forum for election propaganda."*
- **S 66A of the Information Technology Act**, that punishes sending offensive messages through communication services is added when such speech is made online.

# Part – C

## Fake News/Misinformation – Monitoring and Response

# Fake News/Misinformation on Social Media

- Malicious and Fake News Campaigns in the age of social media have become an ever alarming challenge/menace in conducting free - fair and peaceful elections.
- Fake News when tactfully spread, can hugely manipulate the opinions of the electors and alter electoral verdicts.
- It becomes an alarming issue when such viral news items are then picked by news organizations and treated as authentic news items.
- Hence it is imperative to check the malicious act and counter the spread of such misinformation.
- Timely identification & response helps limit the damage done by such malicious campaigns.

# Countering Fake News/Disinformation/Misinformation

**Interim response/ rapid response checks -**

**a. Can be -**

- Technologically aided – social listening tools
- Restrictive approach (can help prevent disinformation (malicious intent) curbs problematic content; regulatory

**b. As also -**

- Proactive Communication (can help prevent misinformation (inadvertent error)
- Voter Education; Disinformation Webpage
- Informative approach - increase timely dissemination of credible information

# Social Media strategy - FACT principle

**F** - Find, Flag, Track on real time basis

**A** - Analyze and decide next step of action

**C** - Create content...tailoring as per requirement

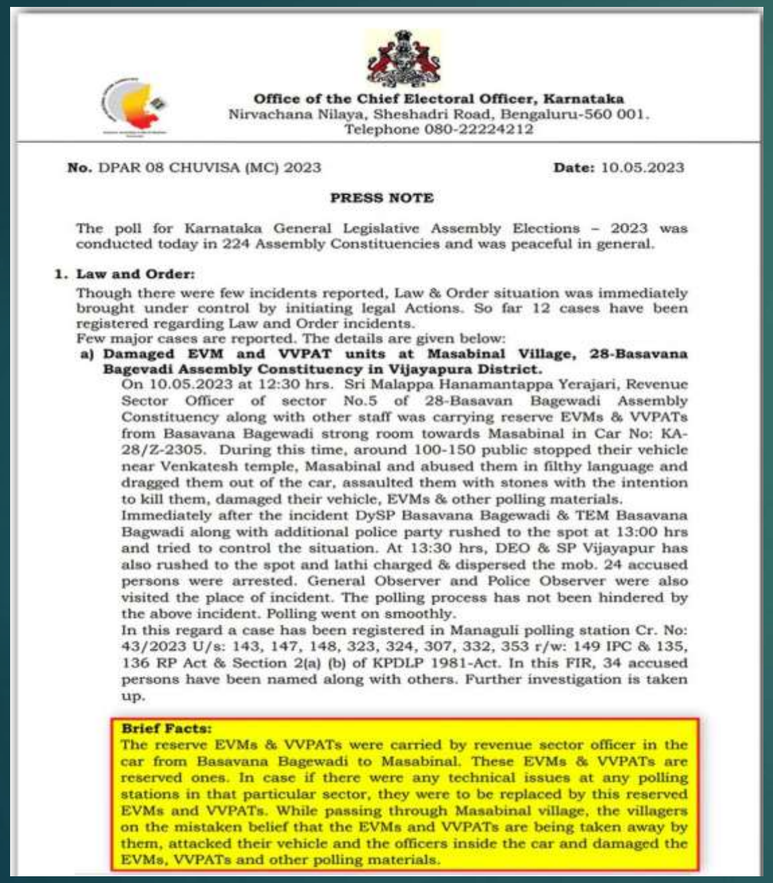
**T** - target dissemination of factually correct information depending on instance at DEO/CEO/ECI level

# Countering Fake News/Misinformation – Case Study

18

Detailed Response **Created**- Press Note

**Targeted** Amplification through local media & Independent Fact Checkers



**Office of the Chief Electoral Officer, Karnataka**
Nirvachana Nilaya, Sheshadri Road, Bengaluru-560 001.
Telephone 080-22224212

**No.** DPAR 08 CHUVISA (MC) 2023 **Date:** 10.05.2023

**PRESS NOTE**

The poll for Karnataka General Legislative Assembly Elections – 2023 was conducted today in 224 Assembly Constituencies and was peaceful in general.

1. **Law and Order:**
Though there were few incidents reported, Law & Order situation was immediately brought under control by initiating legal Actions. So far 12 cases have been registered regarding Law and Order incidents.
Few major cases are reported. The details are given below:
   a) **Damaged EVM and VVPAT units at Masabinal Village, 28-Basavana Bagevadi Assembly Constituency in Vijayapura District.**
   On 10.05.2023 at 12:30 hrs. Sri Malappa Hanamantappa Yerajari, Revenue Sector Officer of sector No.5 of 28-Basavan Bagewadi Assembly Constituency along with other staff was carrying reserve EVMs & VVPATs from Basavana Bagewadi strong room towards Masabinal in Car No: KA-28/Z-2305. During this time, around 100-150 public stopped their vehicle near Venkatesh temple, Masabinal and abused them in filthy language and dragged them out of the car, assaulted them with stones with the intention to kill them, damaged their vehicle, EVMs & other polling materials.
   Immediately after the incident DySP Basavana Bagewadi & TEM Basavana Bagwadi along with additional police party rushed to the spot at 13:00 hrs and tried to control the situation. At 13:30 hrs, DEO & SP Vijayapur has also rushed to the spot and lathi charged & dispersed the mob. 24 accused persons were arrested. General Observer and Police Observer were also visited the place of incident. The polling process has not been hindered by the above incident. Polling went on smoothly.
   In this regard a case has been registered in Managuli polling station Cr. No: 43/2023 U/s: 143, 147, 148, 323, 324, 307, 332, 353 r/w: 149 IPC & 135, 136 RP Act & Section 2(a) (b) of KPDLP 1981-Act. In this FIR, 34 accused persons have been named along with others. Further investigation is taken up.

**Brief Facts:**
The reserve EVMs & VVPATs were carried by revenue sector officer in the car from Basavana Bagewadi to Masabinal. These EVMs & VVPATs are reserved ones. In case if there were any technical issues at any polling stations in that particular sector, they were to be replaced by this reserved EVMs and VVPATs. While passing through Masabinal village, the villagers on the mistaken belief that the EVMs and VVPATs are being taken away by them, attacked their vehicle and the officers inside the car and damaged the EVMs, VVPATs and other polling materials.

3

BOOM

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**Video Of Attack On Karnataka EC Vehicle Viral With False Claims**

BOOM spoke to the District Election Officer of Vijayapura who confirmed that a car carrying spare EVMs was attacked by the locals.

INDIA TODAY

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Dark Mode

Premium

News / Fact Check / Fact Check: BJP leader caught with EVM in Karnataka? No, mob destroyed equipment found in poll offi

**Fact Check: BJP leader caught with EVM in Karnataka? No, mob destroyed equipment found in poll officer's car**

4

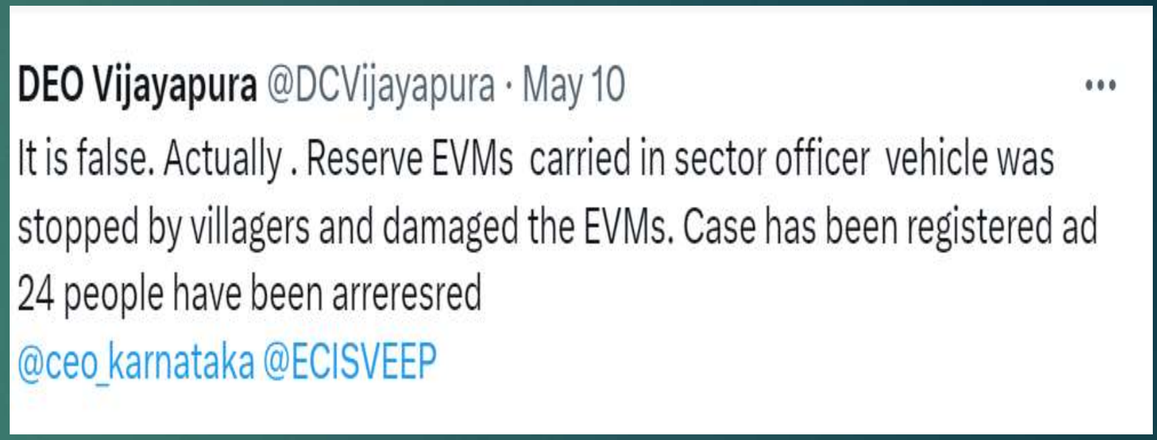
# Countering Fake News/Misinformation – Case study-1

19

**Found** Fake News - claiming EVMs found in a car belonging to a particular party leader – viral video

1

Immediate Response by district official after **Assessing** threat - Law & Order situation and election day



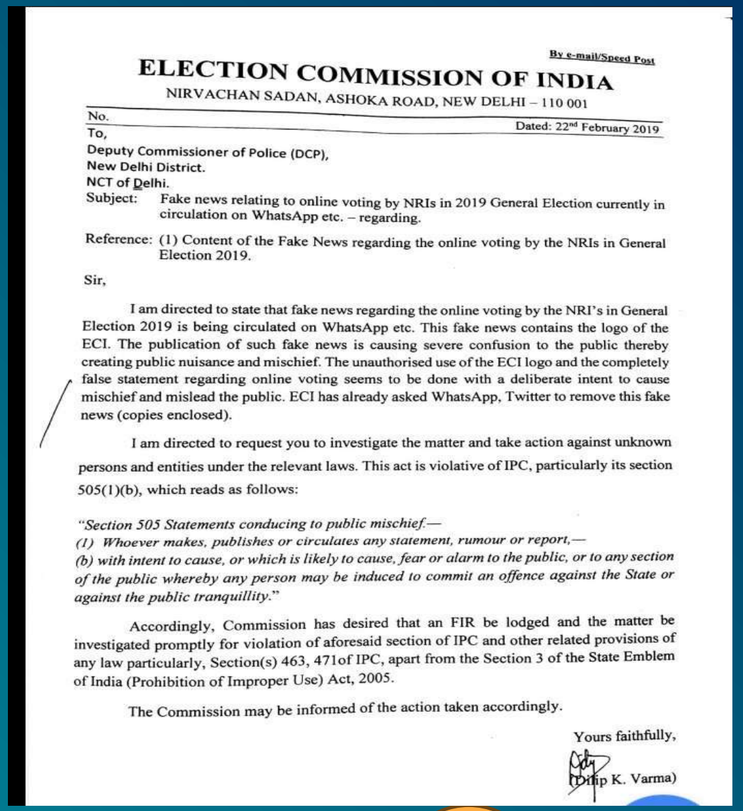

2

# Countering Fake News/Misinformation – Case study-2

**Found** Fake News - claiming that NRIs can vote online in National Elections

1

After **assessing** the matter and its virality **legal action was also initiated – FIR filed under section 505 of IPC**



By e-mail/Speed Post

**ELECTION COMMISSION OF INDIA**

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI – 110 001

No. Dated: 22nd February 2019

To,
Deputy Commissioner of Police (DCP),
New Delhi District.
NCT of Delhi.

Subject: Fake news relating to online voting by NRIs in 2019 General Election currently in circulation on WhatsApp etc. – regarding.

Reference: (1) Content of the Fake News regarding the online voting by the NRIs in General Election 2019.

Sir,

I am directed to state that fake news regarding the online voting by the NRI's in General Election 2019 is being circulated on WhatsApp etc. This fake news contains the logo of the ECI. The publication of such fake news is causing severe confusion to the public thereby creating public nuisance and mischief. The unauthorised use of the ECI logo and the completely false statement regarding online voting seems to be done with a deliberate intent to cause mischief and mislead the public. ECI has already asked WhatsApp, Twitter to remove this fake news (copies enclosed).

I am directed to request you to investigate the matter and take action against unknown persons and entities under the relevant laws. This act is violative of IPC, particularly its section 505(1)(b), which reads as follows:

*"Section 505 Statements conducing to public mischief:—*
*(1) Whoever makes, publishes or circulates any statement, rumour or report,—*
*(b) with intent to cause, or which is likely to cause, fear or alarm to the public, or to any section of the public whereby any person may be induced to commit an offence against the State or against the public tranquillity."*

Accordingly, Commission has desired that an FIR be lodged and the matter be investigated promptly for violation of aforesaid section of IPC and other related provisions of any law particularly, Section(s) 463, 471of IPC, apart from the Section 3 of the State Emblem of India (Prohibition of Improper Use) Act, 2005.

The Commission may be informed of the action taken accordingly.

Yours faithfully,

(Dilip K. Varma)

2

# Countering Fake News/Misinformation – Case Study

## Response **Created & shared**

**Spokesperson ECI** ✓
@SpokespersonECI

It has come to our notice that the following FAKE NEWS is circulating on some WhatsApp groups.
It is clarified that you can only apply for voter registration online through nvsp.in portal

**Spokesperson ECI** ✓ @SpokespersonECI · Feb 21, 2019
To cast vote, an Overseas voter may come to his/her designated Polling station with Passport as document for identification.

3 21 27

**Spokesperson ECI** ✓ @SpokespersonECI · Feb 22, 2019
There is no online voting facility for any category of voter. Overseas Indians may submit application for enrolment in form 6A online at nvsp.in or by using Voter helpline mobile app.

3

## **Targeted** Amplification through media

INDIA TODAY

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Home

News / Fact Check / Fact Check: No, NRIs cannot vote online in 2019 Lok Sabha elections

**Fact Check: No, NRIs cannot vote online in 2019 Lok Sabha elections**

A Facebook post claims that the Election Commission of India will allow NRIs to vote online during the 2019 Lok Sabha elections. India Today Anti Fake News War Room (AFWA) has found the claim to be false.

**NRI voting rights: Election commission asks Delhi Police to investigate 'fake news'**

To vote, NRIs need to go come down to their constituencies with original passport.

February 22, 2019 05:53 pm | Updated 06:14 pm IST – New Delhi

PTI

4

# Social Media strategy - Steps to be ensured

- Flagging concerned post, emerging trend of news reports
- Ascertaining facts ASAP (depending on situation – could be from hour to days) – whether from ECI Section or CEOs' teams
- Interim response as per situation - from CEO/ECI platforms
- Deciding on scale and content of response
- Deciding modes of dissemination –
  - press releases,
  - briefings,
  - website,
  - SM platforms,
  - using CEO, PIB regional
  - network to amplify as per requirement deciphered

# SOP for response to media story

**District specific story**

- DEO to ascertain local facts and prepare a response/interim response in consultation with State CEO, based on damage potential
- State CEO to brief Zonal DEC
- Zonal DEC to consult DG Media for response strategy, if required
- After approval, response to be issued to local media/on social media by DEO
- Response to be amplified by CEO Social Media

**State Specific Story**

- CEO to ascertain local facts and prepare a response in consultation with Zonal DEC, based on damage potential
- Zonal DEC to consult DG Media for response strategy
- After approval, response to be issued to state media/on social media by CEO ( in vernacular language also)
- Response to be amplified by ECI Social Media and shared with National Media by DG media (to be decided on case to case basis)

# Response Timeline

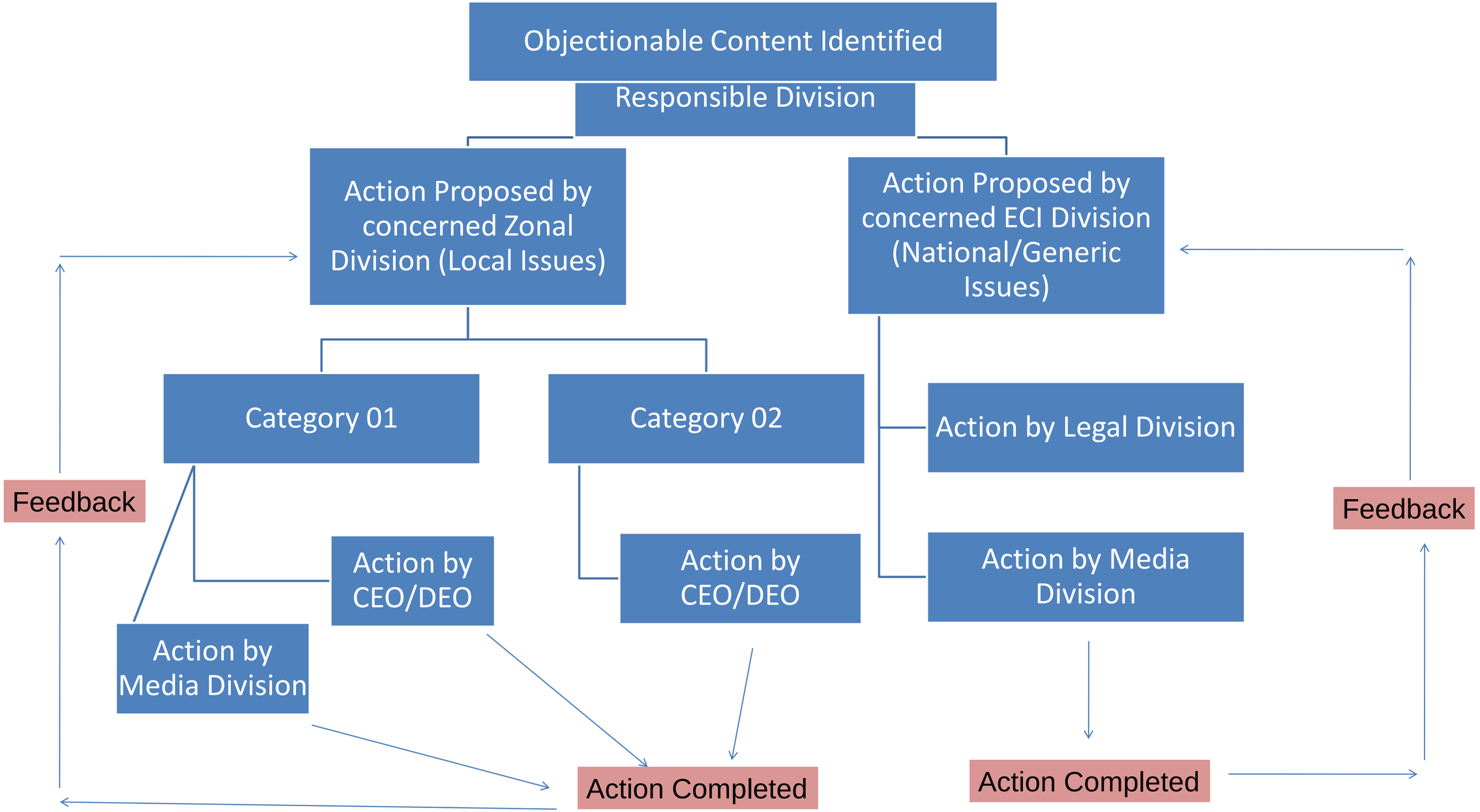
**3 hrs** for an immediate response

**24 hrs** for a detailed response, if the issue requires further investigation/more information;

**Immediate response** to provide factually correct information including action initiated

**Detailed response** to provide details of the investigation, relevant factual details and action taken

# SOP for action on Fake News/Misinformation/Disinformation on Social Media



# Myth VS Reality Register

**It was launched by ECI during General Elections 2024. Salient features are:**

- **Comprehensive Repository:** Serving as a one-stop platform for credible and authenticated election-related information, the register dispels myths and falsehoods circulating during the election period.
- **User-Friendly Format:** Designed to be accessible and easy to use, the register covers myths and misinformation related to EVM/VVPAT, Electoral Roll/Voter Services, and the Conduct of Elections.
- **Continuous Updates:** Regularly updated to include the latest debunked myths and FAQs, ensuring current and relevant information is available to the public.

Link:

- https://mythvsreality.eci.gov.in/?_gl=1*1a79mfd*_ga*ODQ0MTcwNDM2LjE2NzE4MDU2MjI.*_ga_XD71E6X9TK*MTcyMjU5MjI3MC4xNzkuMS4xNzIyNTkyNDg3LjAuMC4w*_ga_QXVG15JR85*MTcyMjU5MjI3MC45NjguMS4xNzIyNTkyNDg3LjAuMC4w

# Efforts by EMBs of other countries to counter Fake News

## Australian EMB

The Australian Electoral Commission (AEC) **established a Disinformation Register** to combat the spread of fake news listing the prominent pieces of disinformation targeting the federal electoral process, correct information and action taken by AEC.

https://www.aec.gov.au/media/disinformation-register.htm

## German EMB

German EMB the Bundeswahlleiter -Established a **'Facts Against Fake News'** webpage which, serving as an official, neutral and reputable source of information regarding the election process, established facts against fake news, and correcting any wrong, false or misleading statements.

https://www.bundeswahlleiter.de/en/bundestagswahlen/2021/fakten-fakenews.html

## Brazilian EMB

In 2019, Brazil's EMB- the TSE launched its **"Combatting Disinformation Program"** which focused on combating false information targeting the 2020 general elections. It brought together approximately 60 organizations including fact-checking organizations, political parties, education and research institutions and social media platforms

# Part – D

## Social Media – Monitoring, reporting & grievance redressal Mechanisms

# Media Certification & Monitoring Committee (MCMC)

- All political advertisements appearing in the electronic media including Social Media are to be pre- certified by MCMC at State/District level
- Functions of MCMC
  - Certification of Political Advertisements on Electronic Media
  - Examining complaints/issues of Paid News
  - Scan all media to assist in enforcement of media related regulations in law.

# Social Media Expert in MCMC

**Reconstitution of MCMC:**

•Keeping in view of the growing prominence, crucial role and impact of Social Media, ECI on 25 Feb 2019, reconstituted MCMC by way of inclusion of an intermediary/Social Media expert as a member in State/District Level MCMC

**Role of Social Media Expert in MCMC:**

•Assist MCMC in –

- certification of political advertisements for social media platforms and ensuring that the Election Laws are strictly adhered to with matters related to advertisements on social media platforms.
- Scanning social media platforms for suspected cases of Paid News.
- submitting a daily report to the accounting team w.r.t. expenditure incurred by the candidate on election advertising on social media platforms.
- matters of queries/complaints related to media platforms.
- handling the violation cases on Social media.

**NB: Being part of State level MCMC, Social Media Expert assists in deciding on appeals from District and Addl. /Jt. CEO Committee on certification of advt. on social media and also examining all cases of Paid News on appeal against the decision of District MCMC or cases that they may take up suo-motu.**

# Social Media - Monitoring & reporting mechanisms

## Reporting channels:

- District/State level MCMCs to monitor social media for violations
- District level MCMCs to report social media violations to State CEO office
- Social media nodal officer in CEO office to report violations to ECI Social Media Nodal Officers.
- ECI Social media Nodal Officers to report the violations to social media platforms for take down and necessary action.

**NB: In case any violations of MCC or any other Commission's instructions/provisions of the law and court's orders in the matters related to election, the same shall be forwarded/reported by CEO office to Nodal Officers appointed by the Commission and not directly to any of the Social Media Platforms.**

Contd…

# Social Media - Monitoring & reporting mechanisms – graphic – contd.

**NB: In case any violations of MCC or any other Commission's instructions/provisions of the law and court's orders in the matters related to election, the same shall be forwarded/reported by CEO office to Nodal Officers appointed by the Commission and not directly to any of the Social Media Platforms.**

# Social Media - Grievance redressal

- Vide Voluntary Code of Ethics (VCE), **timebound grievance redressal channel & procedure through designated nodal officers** should be followed.

- **No hasty partisan decisions** should be taken/ or put in public domain without due deliberation

- Take down requests should **clearly spell out nature/specific clause violated**

- **Regional language clips** should reach with **clear transcript** , **translated in English**; **specific links** shared so as to not lose time and be able to ‘kill’ objectionable material on SMPs ASAP within timelines agreed to vide VCE

# Part – E

## ECI’s presence on Social Media

# ECI’s presence on Social Media

- Engagement on social media is a very essential aspect of the 360 degree strategy for voter awareness as part of ECI SVEEP programme.
- ECI Social media strategy rooted in the pillars of Information, Motivation and Engagement.
- Using creative posts, engaging audio- video content, online contests, content crowdsourcing, partnership with ECI icons on social media for awareness and information dissemination.
- Regular alerts to media through social media platforms

Contd…

# ECI’s presence on Social Media – objectives – contd.

- Focus on Voter Awareness
- Increasing Voter Registration
- Curbing Voter Apathy
- Increase Voter Turnout
- Encouraging Informed & Ethical Voting
- Communicating Data with interesting graphics
- Sharing Unique Interesting Stories & Archival photos/videos
- Curbing Fake News & Sharing facts & authentic information
- Redressing Queries

Contd…

# ECI presence on Social Media – Platform details – contd.

@SpokespersonECI account

This account shares Press Releases and Important Updates from the Election Commission of India

Contd…

# ECI presence on Social Media – Platform details – contd.

- @ECISVEEP official verified accounts on Facebook, Twitter, Instagram & YouTube.
- Chief Electoral Officers of all 36 States/UTs also have presence on these 4 social media platforms.
- District Election Offices in each state share on ground updates of voter outreach activities from the ground
- Social Media cell with Social Media Nodal Officer appointed in all CEO offices

# SOP for Pre-Poll for Social Media updates

**Information, photos and short videos to be put out about the preparations:**

- Information regarding magnitude of activity (like number of polling booths, electorates, ACs etc. should be put out from DEO and CEO handles mentioning district and state level data.
- Dispatch of polling parties along with election material
- Dispatch of material to various locations including difficult terrain and geographically remote locations, unique polling stations set up, etc.
- Meetings by DEOs/ CEOs if any
- Other relevant information

**NB 1: The efforts should be made to showcase the cultural diversity, uniqueness of the activity, different gender, linguistic, cultural groups etc.**

**NB 2: The above activity should start at 8 AM.**

# SOP for Polling Day for Social Media updates

**Information, photos and short videos to be put out on various social media platforms of DEOs/ CEO:**

- As a standard protocol, photos/ information regarding peaceful voting in various polling booths:
- Photos on PwD and elderly persons being assisted by ECI officials, participation of different categories of voters including Women, first time voters, centenarian voters, Third gender voters , etc.
- Assured Minimum Facilities at PS, Facilities like Pick & Drop facility, Wheelchairs at PS, etc.
- Special Polling Stations - Model polling stations, all women booths, PwD managed polling stations, Youth managed polling stations
- Any other unique photos/information/videos etc.

**NB 1: The above activity should start at 7 AM -7.30 AM.**

**NB 2: The updates should be shared at regular intervals, every two hours, to the local/ regional media along with social media updates.**

# Part – F

## Engaging with voters digitally

# National Voter Awareness Contest

- Enhancing engagement & Crowdsourcing ideas- Creativity & talent of citizens
- National Voter Awareness Contest - ‘My Vote is my Future- Power of One Vote’ – Launched on the occasion of NVD 2022 i.e. Jan 25, 2022
- Five categories to engage and tap the talent & creativity of citizens – Quiz, Song, Video, Slogan and poster contests
- Contest classified into three categories of participants – Amateur, Professional & Institutional
- Exciting Cash Prizes and rewards for the winners. (more details at https://ecisveep.nic.in/contest/)

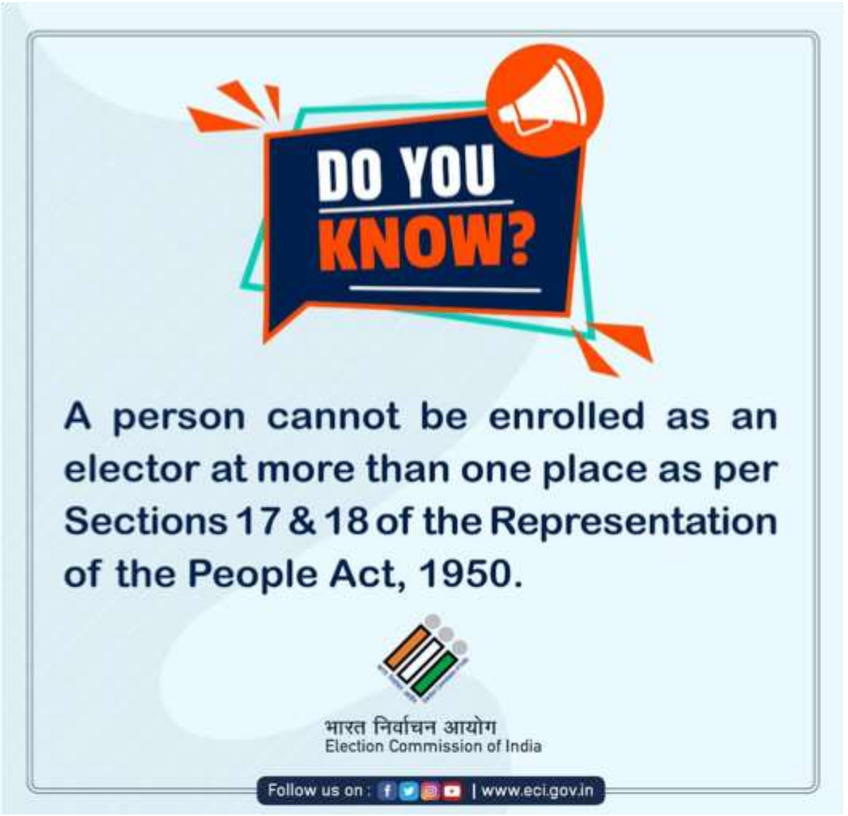
# Voter Quotient Quiz on Social Media

Contd…

# Voter Quotient Quiz on Social Media – contd.

Contd...

# Voter awareness activities - examples & creatives



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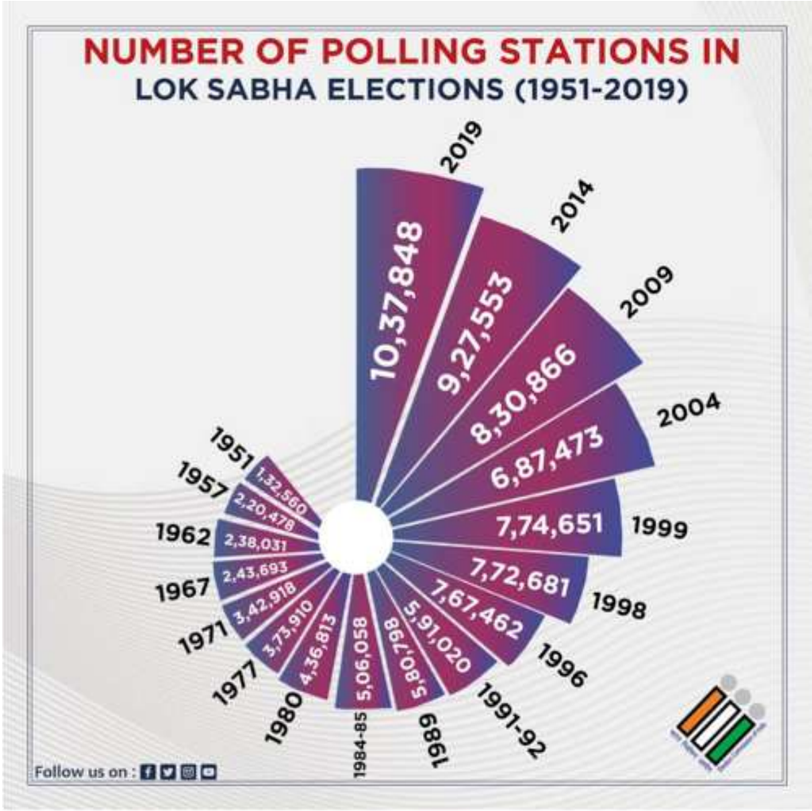
# Voter awareness activities - examples & creatives – contd.



# Part – G

## General Elections 2024- Social Media Report

# General Elections 2024

- India created a world record with 64.2 crore voters, including 31.2 crore women, participating in the Lok Sabha elections this year

- Approximately 15 crore voters interacted with the Election Commission of India on social media handles

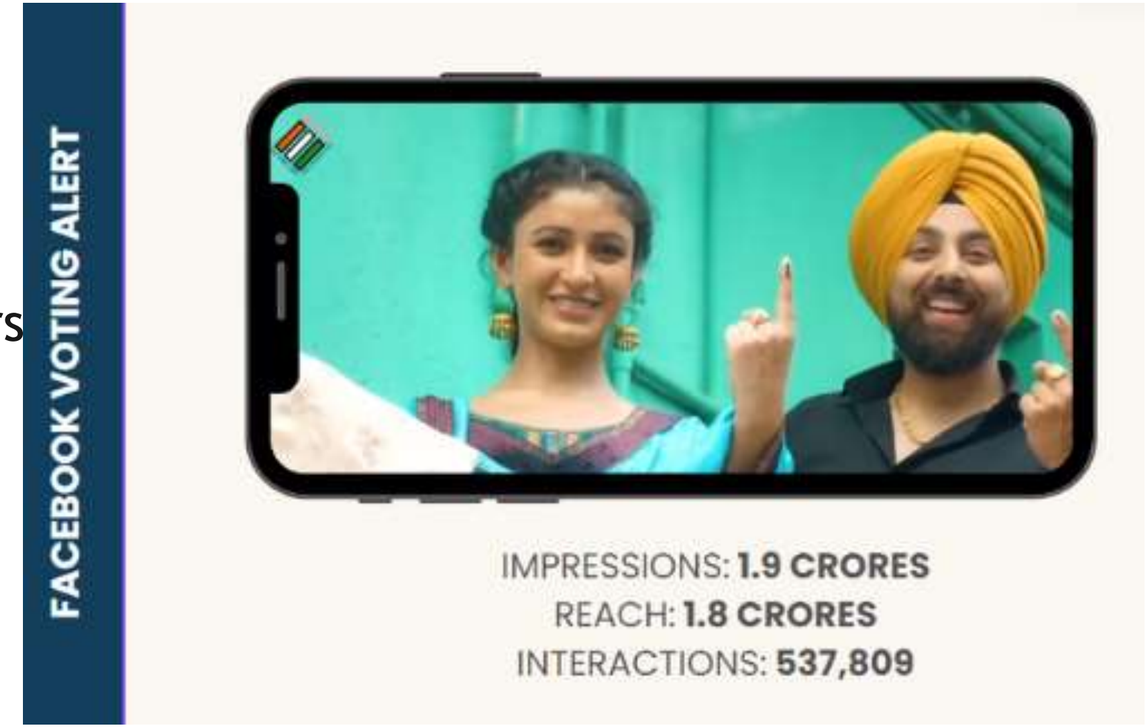
- There were 1500 unique posts on social media in 90 days!

# Contents


- Facebook Voting Alert
- Google Doodle
- YouTube Label for EVM related Content
- Social Media Campaigns
- Instagram Alert

# Facebook Voting Alert

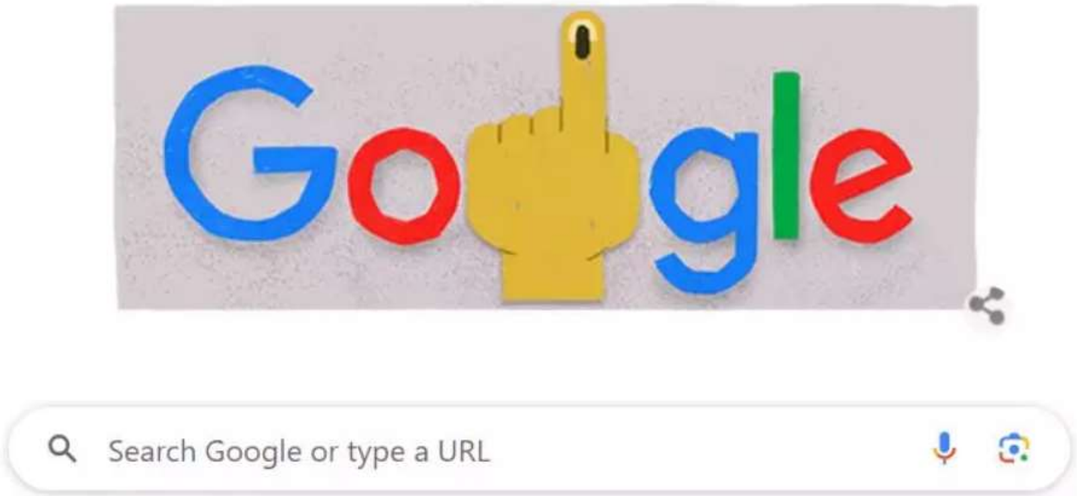
Few days before the commencement of the first phase of General Elections 2024, Election Commission of India issued a voting alert on Facebook that hit the screens of all Facebook users in India with the voter appeal message from ECI.



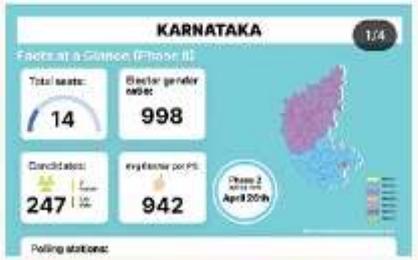
# Google Doodle For General Elections 2024

Google commemorated the voting phases of India's 18th Lok Sabha Elections 2024 with a symbolic inked finger Doodle.

When users click on the Doodle, they are directed to search results featuring the latest updates on India's general elections.



PALAK MUCHHAL
मतदान अवश्य करें


KARNATAKA
1/4
Facts at a Glance (Phase II)
Total seats:
14
Elector gender ratio:
998
Candidates:
247
942

MATDATA JUNCTION 2.0

Electoral Roll growth over last 6 Lok Sabha Elections
96.97 Cr in 2024
89.78 Cr in 2019
81.57 Cr in 2014
71.41 Cr

FEEL PROUD OF WHAT TO VOTE FOR MY COUNTRY. I HAVE ALWAYS CAST MY VOTE IRRESPECTIVE OF THE WEATHER CONDITIONS.

RAJIV KUMAR
CHIEF ELECTION COMMISSIONER

Voting vibes

dil
dosti
duty

POLLS & PIXELS

Whatever it takes!

WELCOME
TO THE POLLING STATION

INDELIBLE INK
Capture when the finger gets INKED!

Things that Goes Together
PART 1 (FOOD EDITION)
IDLI SAMBAR
LETTI CHOKHA
DAL CHAWAL
CHAT PAKODA
CHOLA BHATURA
VOTER & POLLING BOOTH

only 2 hours left to vote
04:00

DUS BAHANE KARKE.. NAHI GAYE VOTE DENE!

Phase 2 of the Lok Sabha polls

ASSURED MINIMUM FACILITIES

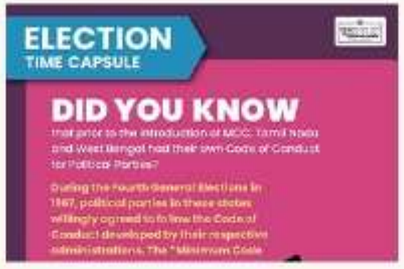
ELECTIONS ALERT!

MYTH
VS

Guide:
Steps to Find Your Polling Station

General Observer

ELECTIONS
IN NUMBERS
PwD Voters


ELECTION
TIME CAPSULE
DID YOU KNOW

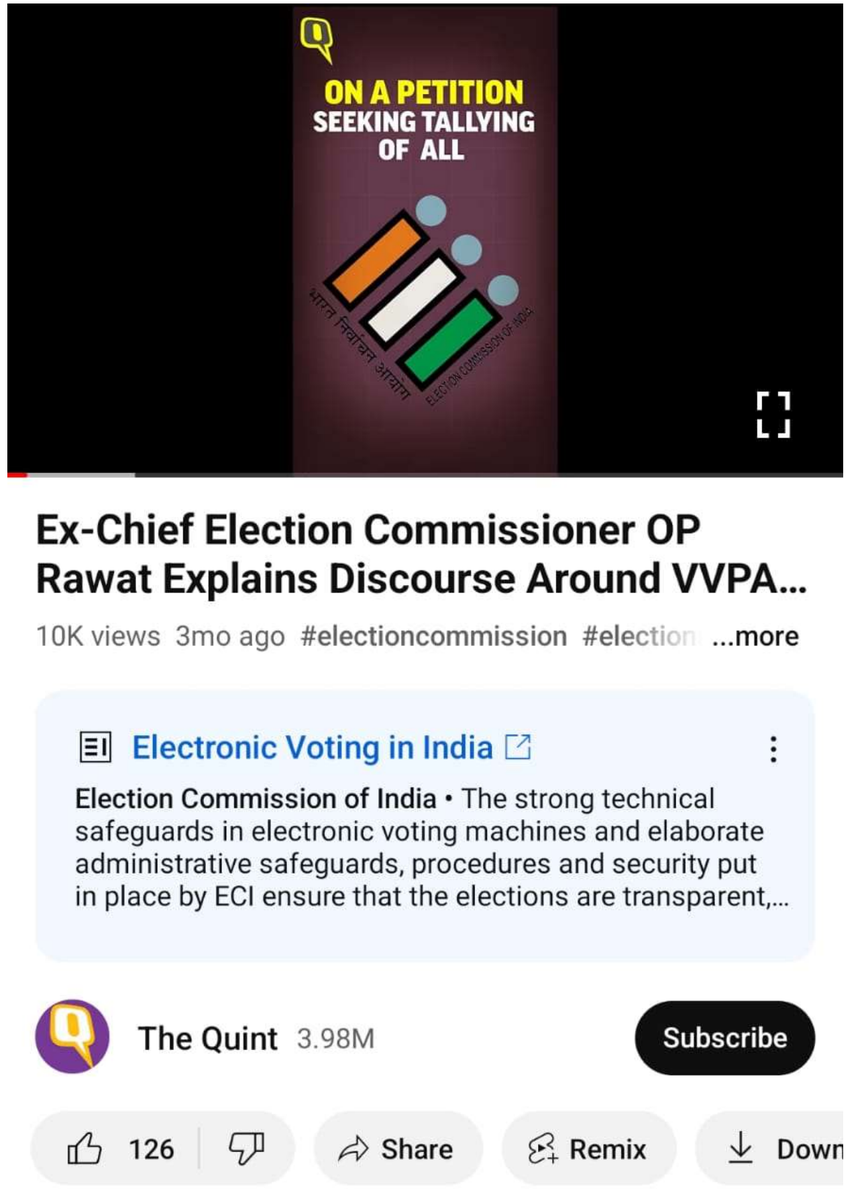
DELHIVERY

CHUNAVI Hindi

VOTING IS THE NEW
RIZZ

# YouTube Label for EVM related content

A disclaimer on YouTube on EVM related content helped direct users to ECI FAQs on EVM- the mnost creible and authentic source of information. It aimed at informing voters and curtail the spread of misinformation.



# Campaigns

## Turning 18

Turning 18 campaign launched with the dual purpose of encouraging our first time and young voters to vote as well as showcasing the ECI's remarkable journey of conducting Lok Sabha Elections for 18 terms!

## You are the One

It highlighted the importance of every stakeholder, from BLOs and polling parties to voters, and their contributions in conduct of elections

# Campaigns

## Saath Chalenge

The ‘Saath Chalenge’ campaign aimed to build a sense of community voting, using attractive themes and characters as a medium for messaging strategy

## VerifyBeforeYouAmplify

Myth VS Reality initiative to bust fake news and create an atmosphere of authentic, original and correct information to float around elections in the country using hashtag #VerifyBeforeYouAmplify.

SAATH CHALENGE

TOTAL POSTS: **84**

IMPRESSIONS: **4,30,808**

VERIFY BEFORE YOU AMPLIFY

TOTAL POSTS: **25**

IMPRESSIONS: **555,354**

# Campaigns

## UGC CAMPAIGN

‘I am Election Ambassador’ was a unique UGC Campaign where voters from every corner of the country took part in creating reels and memes. Good entries were featured on ECI’s social media platforms and ECI SVEEP merchandise was given to content creators. The campaign received a very enthusiastic response from the participants, especially young voters.

REELS

IMPRESSIONS: **144,035**

MEMES

IMPRESSIONS: **16,761**