



From the Office of Secretary of State John A. Gale

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For Release:

September 27, 2016

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Facebook post leads to spike in Nebraska voter registrations

LINCOLN – A nationally launched effort to increase voter registration has had a measurable impact in Nebraska. Secretary of State John Gale says voter registrations spiked over the weekend, thanks in part to a Facebook reminder sent to users 18 years and older.

“Compared to the previous day, voter registrations on NEReg2Vote jumped by 1,707 percent on Friday, September 23,” noted Gale. “That’s a tremendous hit, with Saturday and Sunday showing higher than average registrations on the state portal as well.”

Voter registrations through the Department of Motor Vehicle (DMV) website did not fluctuate beyond the norm.

Earlier this year, Facebook issued a voter registration reminder for the presidential primaries, targeting users various states. This was the first nationwide campaign by the social media site. Users received the message in their News Feed starting on Friday.

On that day, 6,830 voter registrations were received through NEReg2Vote. On Saturday, 2,046 registrations were submitted and on Sunday 938 came through. Numbers included both new and updated voter registrations.

“Each of those registration records will be processed by the county election officials who received them,” stated Gale. “In some instances, people may already be

registered with no changes, but we'll know better once the counties have worked through them."

Other states have reported similar spikes in voter registration for the weekend of September 23 – 25. September is Voter Registration Month in Nebraska.

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