THE CHALLENGES OF ICT AND SOCIAL MEDIA FOR ELECTION MANAGEMENT BODIES:

The Experience of Mexico’s Federal Electoral Institute (IFE)

Warsaw, Poland
September, 2013
• Radio, television and newspapers are giving way to new information and communication technologies.

• In 2012, Mexico had 42 million internet users, 36.5% of the country’s total population.

• This number is expected to reach 53.8% of the population by 2016.
Social Media in Mexico...

- Mexico Ranks 4th in the top 10 countries where users spend more time in social networks.
- Facebook has a 90% penetration index amongst internet users.
- Twitter has 11.7 million active users.
- Youtube is the most popular entertainment site, viewed by 76% of the internet audience.
In Mexico...

- 37.9% of online users are between the ages of 15 and 24, and 24.6% between 25 and 34.
- For the 2012 election 10.5 million young people were eligible to vote for the first time for President.

- This is why Electoral Management Bodies must use social media.
• December 2011: IFE’s General Council approved a project containing general guidelines for the use of social networks (CG456/2011).

• Development of three main social media tools:
  • Facebook and Twitter.
  • YouTube
  • “IFE answers you” (IFE te responde)
IFE’s twitter account (@IFEMexico) has 235,845 followers.
• IFE’s Facebook page has 41,931 likes.
• IFE’s Youtube channel: **15,453 subscribers**

• ‘IFETV’ broadcasted live the 2 presidential debates organized by IFE in 2012:
  • First debate was seen live by 294,222 people in 176 countries.
  • Second debate seen by 158,347 people in 192 countries.
  • To date, the total number of viewers for both debates is 1,952,191.
Both debates were also televised:

- The first debate was viewed by 8.9 million people and obtained 10.4 rating points on channel 5.
- Second debate watched by 12.9 million people with 17.42 rating points on channel 2.
- This was the most viewed TV show since 2000 (for this type of programmes)
“IFE answers you” (IFE te responde):

- Special Section on IFE’s main website
- Used to answer questions regarding IFE and the electoral process.
- #IFETeresponde obtained 285,901 mentions between June 7 and July 24, 2012.
Thank you!

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