

## Recommending Integration of Social Media with New York's New Online Voter Registration

THOMAS K. DUANE October 1, 2012

On September 28, I sent a letter to Governor Andrew Cuomo and New York State
Department of Motor Vehicles Commissioner Barbara Fiala applauding them for making
online voter registration possible for New York State residents through MyDMV (
my.dmv.ny.gov). I also respectfully recommended that they further promote voting by
adding 'share' buttons enabling users to conveniently announce via social networking
platforms both the site itself and the fact that they registered to vote online. I was pleased
to receive a prompt response from Commissioner Fiala thanking me for the suggestion and
letting me know that "adding such a button is being researched and will likely be part of
social media policy currently under development."