



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.

IFE

- 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**.




Lo que hace grande
a un país es la
participación
de su gente

IFE 

@IFEMexico **FOLLOWS YOU**

El IFE es un organismo público, autónomo, responsable de cumplir con la función de organizar las elecciones federales y al desarrollo de la vida democrática.
México · ife.org.mx

13,980
TWEETS

2,224
FOLLOWING

235,845
FOLLOWERS



- IFE's Facebook page has **41,931 likes**.



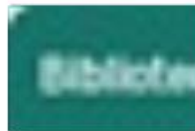
Instituto Federal Electoral

41,931 likes · 645 talking about this

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Government Organisation
Página Oficial del IFE en Facebook. El Instituto Federal Electoral fue creado el 11 de octubre de 1990 como la máxima autoridad electoral del país. Twitter: @IFEMexico

About – Suggest an Edit



Photos



Likes



Videos



Events



- 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.

No

te quedas
con la duda...

El IFE
te responde

