

Dear Sir or Madam,

Upon consideration of the public consultation on improving the Electoral Registration Process I would like to recommend that the Ministry of State produce a 10 minute social media video to promote and guide the existing procedure for registration.

Notwithstanding the digital divide that means many citizens are late adopters of cyber citizenship I do believe that a social media video that is managed online could reach many disenfranchised citizens via their personal smartphones. Why 10 minutes? I understand that such a short video could easily be digested by information consumers in the course of their daily activities. Youtube and Facebook remain very popular internet destinations for media consumers because they give users a sense of empowerment.

I hope the Ministry will give my submission their consideration.

Yours faithfully,

Gavin Bushe.