



NEWS RELEASE

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The New Jersey Election Law Enforcement Commission (ELEC) is now on Facebook and Twitter, ELEC Executive Director Jeff Brindle announced today.

Brindle said the agency has always tried to stay technologically current.

“In the 80’s the commission first ventured into the computer age. To my knowledge, we were one of the first agencies in state government to do so,” he said.

In 2008, the agency displayed its first YouTube video.

“We’ve always been on the cutting edge of technology...using social media to enhance disclosure (with regards to campaign finance and lobbying) continues this tradition...,” Brindle added.

By tapping the networking power of Facebook, YouTube and Twitter, ELEC is now among the vanguard of public agencies nationally and within New Jersey.

Of the 81 independent state agencies throughout the U.S. that are similar to ELEC, only 5 percent use all three social mediums, according to an analysis by Henry Coslick, a College of New Jersey student who is interning at ELEC. Coslick also found that 9 percent of the 85 New Jersey departments and agencies use all three forms of social media.

While ELEC isn’t the first public agency to use the Internet-based technologies, Brindle said ELEC’s staff ultimately concluded the benefits outweighed the costs.

“We came to the conclusion that using social media enhances what we do here at the commission. By utilizing these tools, we serve the public interest,” he said. Brindle credited the creation of the social media to Administrative Assistant Elbia Zeppetelli.

ELEC can be seen on Facebook (<http://www.facebook.com/NJElectionLaw>), on YouTube at (<http://www.youtube.com/njelec>) and on Twitter at (<http://twitter.com/elecnj>).

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