

PKR to make leaders use Facebook and Twitter to connect with voters
Malaysian Insider
December 13, 2012
By Amin Iskandar

PETALING JAYA, Dec 13 — PKR will make it compulsory for all its potential candidates and leaders to use social media such as Facebook and Twitter to connect with voters ahead of the general election, party secretary-general Datuk Saifuddin Nasution has said. This move will be announced in PKR's two-day retreat starting from today and is intended to allow for increased interaction between party leaders and voters.

"Tomorrow (today) at the party retreat, we will make the usage of social media such as Facebook and Twitter compulsory for all party leaders.

"Because, whether it's urban voters more so semi-urban, and also interior areas such as the Machang area, (where) 55,000 (are) my voters.

"But, Machang voters that stay outside, stay at Johor, at Penang, they are exposed to all sorts of information," Saifuddin (picture) told The Malaysian Insider in an exclusive interview yesterday.

PKR will have a two-day retreat in Selangor for the party's top leadership to merangka (draft) the party's latest strategy in preparations for the 13th general election that must be called by next April when the ruling Barisan Nasional (BN) coalition's mandate ends.

The Machang MP said PKR will use the strategy that was employed by the AK political party in Turkey, where youths lead the party's strategic and new media machinery to strengthen their hold online.

"And in my engagement with them, I find that we can apply that situation in the Malaysian context because these youths, they are no longer interested with traditional media, even party media they are also not so interested.

"In response to this, Keadilan also recruited young activists just to handle this new media campaign. Still under Nik Nazmi (Nik Ahmad), but our new recruits include Praba Ganesan, YB Sim (Tze Tzin) and there's a few more direct recruitment to the opposition leader's office.

“Several undergraduate activists were given specific tasks to handle affairs related to the party campaign in using the new media,” said Saifuddin.

Recently, both Prime Minister Datuk Seri Najib Razak and Opposition Leader Datuk Seri Anwar Ibrahim hosted separate Google Hangouts in a bid to connect with Internet-savvy voters especially the youths who form a sizeable chunk of the over 13 million eligible voters.

Hakcipta © 2012 The Malaysian Insider

Source:

<http://www.themalaysianinsider.com/malaysia/article/pkr-to-make-leaders-use-facebook-and-twitter-to-connect-with-voters/>