

**Najib: GE13 will be first social media polls**  
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KUALA LUMPUR: The coming general election will be Malaysia's first "social media election", said Datuk Seri Najib Tun Razak.

The Prime Minister said that this was because politicians were already using social media to engage with people online.

"Of course, it will not be the biggest factor in the elections, but it is certainly increasing the tempo of political debate," he said after launching the Malaysia Social Media Week 2013 summit.

As an avid social media user himself, Najib was given a special Leadership in Social Media Engagement Award at the event organised by the Malaysia Social Media Chambers.

Speakers included Rembau MP Khairy Jamaluddin, Deputy Higher Education Minister Datuk Saifuddin Abdullah, Tune Talk CEO Jason Lo and television host Aishah Sinclair.

In his speech, the Prime Minister said social media had encouraged greater openness.

"With social media, everyone has a voice, and can broadcast it to the world.

"It allows people to reach across traditional boundaries and barriers, to engage in real discussion, in real time," he said.

Najib also posted his first Instagram picture of the audience which he took using his iPad on his newly set-up Instagram account @najib\_razak.

He said the Government had put in a lot of effort to ensure every Malaysian had access to social media.

"Initiatives like Digital Malaysia offer smartphone vouchers to young people and expand broadband access in rural areas," he added.

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