Parliamentary voting systems referendum digital tool - sharing

The Electoral Commission and COI have Commissioned Glue Isobar to create an interactive online tool to help people understand the difference between AV and First-past-the-post. The brief states that the tool should be sharable and that the number of times it is shared should be a key success measure. Both the agency and COI recommend that there should be no restrictions on who can share or embed the tool. Their arguments are below:

1. Administrative burden of managing approvals

The Campaigns Team at the Commission would be responsible for managing the system of approvals for who can embed/share the tool. As the tool will be supported by advertising which could therefore result in hundreds of thousands of users. Even a small percentage of these embedding/sharing the site would result in thousands of calls/email or other forms of contact through whatever approval system we have.

In addition to this unmanageable volume of work, the Campaigns Team would not have access to any information other than that provided by the requester to validate who they are.

2. Limiting the success of the tool

3. Disclaimers are common practice

4. Viewers can comment and link to the tool without embedding it

In practice, there is very little difference between someone putting a link to our site where the tool is hosted and commenting on it, or having it embedded on their site and commenting on it. The tool will carry the Commission branding and it’s content will be based up on the booklet content which has been thoroughly tested to sure complete accuracy and impartiality.