

# Election Monitoring Using The Ushahidi Platform

This document is intended to be a quick guide that collects tips, challenges & lessons learned coming from previous election monitoring deployments of the Ushahidi platform.

## Tips

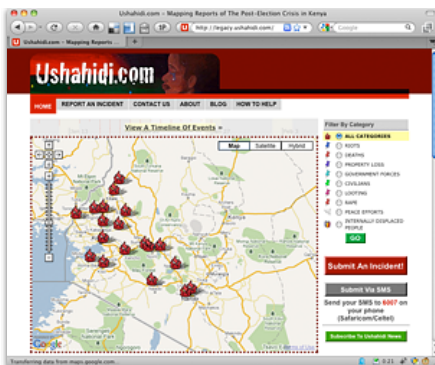
- ▶ **Early Deployment:** Deploy the platform early so that you and the population can get comfortable with it.
- ▶ **Communications & Messaging:** Have a well-planned communications and messaging campaign in order to raise awareness.
- ▶ **Multi-Source Reporting:** Mix election-monitoring sources with the greater population's reports.
- ▶ **Community Partnerships:** Try to create partnerships between other organizations so that you can cast a wide net for both awareness and messaging of what the results really mean.

## Challenges and Lessons

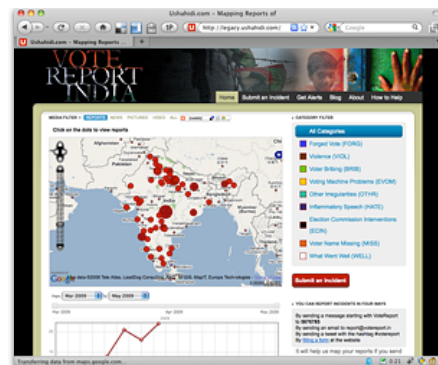
- ▶ **Mapping Accuracy:** Difficulty in obtaining accurate geo-data.
- ▶ **Data Poisoning:** purposeful sending of false or misleading information.
- ▶ **Verification:** How do you deal with it in near real-time? It's critical to have the necessary staff for data management and verification.
- ▶ **Closing The Feedback Loop:** It's important to not only receive information but also share information. For example: Make sure you set up and configure SMS or email alerts.
- ▶ **Multifaceted Promotional Strategy:** A promotional strategy that includes offline, online and mobile. Don't lose sight of the offline part of your plan!

## Examples of Election Monitoring Deployments

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India - [More Information](#)



Lebanon - [More Information](#)



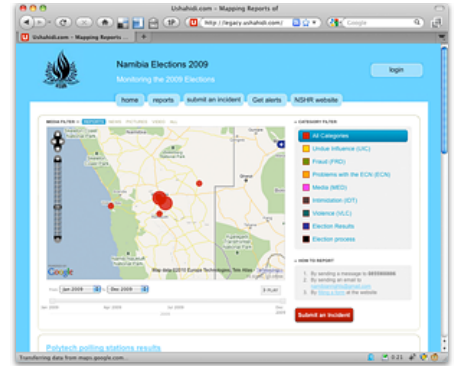
Mexico - [More Information](#)



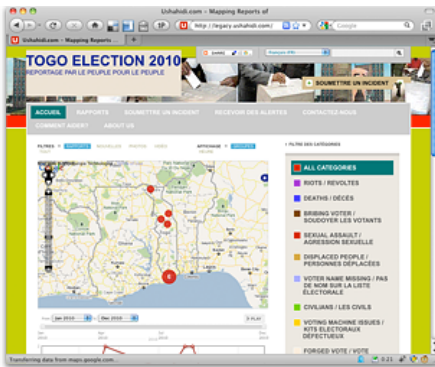
Afghanistan - [More Information](#)



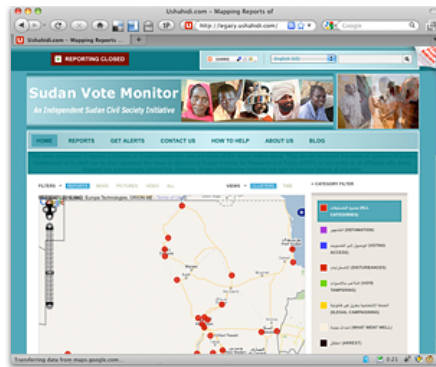
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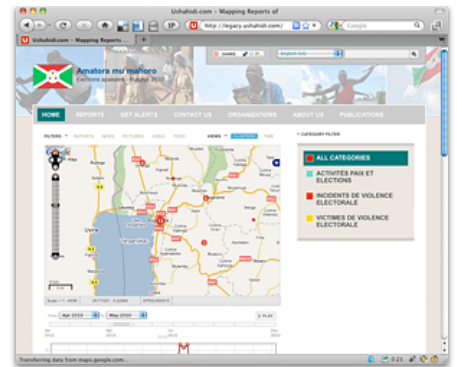
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[www.usshahidi.com](http://www.usshahidi.com)  
[info@usshahidi.com](mailto:info@usshahidi.com)