Votus announces the release of the Identification Bot

November 16, 2021

Votus is releasing a groundbreaking new feature; for the first time, organizations can identify and engage in authentic conversations with voters on social media, at scale, using the Identification Bot.

The Identification (I.D.) Bot initiates conversations with individuals engaging on an organization's social account and identifies persuadable voters-- turning comments, likes, and followers into a real community. An email notification is sent to an organization when the I.D. bot identifies a voter; the email includes a link to the Votusfile inbox to engage the voter in a 1:1 conversation. This feature lightens the burden for staff trying to manage a flurry of comments and DMs while allowing them to have authentic conversations with actual voters.

The release of this feature can transform how political organizations use social media and digital platforms. For the first time, organizations can connect social media data to the voter file, creating an unprecedented opportunity to engage and understand voters. Instead of organizations trying to DM voters manually or solely with an automated bot, they just modify the message templates we provide, connect their social media accounts to the votusfile software, and talk directly to voters. We want our customers to focus on making great content and building great relationships-- not missing out on opportunities to build community.