How do non-democratic regimes build support? This study theorizes that autocrats create and maintain participatory technologies information communication technologies that promote two-way communication between citizens and leaders—to foster government support. Participatory technologies provide citizens with the opportunity to have a limited voice in otherwise closed political systems; when citizens are aware that these opportunities exist, they are more likely to believe that the government cares about the opinions, concerns, and needs of ordinary people. I test this theory through a series of two survey experiments yielded on nationally representative samples in Russia. Results suggest that awareness of participatory technologies increases approval of President Putin and improves the perception that there are opportunities for voice in the political process. This finding departs from previous research that suggests public opinion is influenced primarily by participation in politics. Furthermore, I demonstrate that these effects can be directly attributed to the communicative format of the technologies and not to issue resolution or leadership effects. Finally, I demonstrate that these effects are dependent upon individuals’ political sophistication and political biases, contributing to political polarization and opening up the potential for backlash against the government.