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The Growing Use of Social Media in Political Campaigns: How to use Facebook, Twitter and YouTube to Create an Effective Social Media Campaign

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THE GROWING USE OF SOCIAL MEDIA IN POLITICAL CAMPAIGNS:
HOW TO USE FACEBOOK, TWITTER AND YOUTUBE TO CREATE AN EFFECTIVE
SOCIAL MEDIA CAMPAIGN

A Capstone Experience/Thesis Project
Presented in Partial Fulfillment of the Requirements for
the Political Science Bachelor of Arts with
Honors College Graduate Distinction at Western Kentucky University

By

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* * * * *

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2012

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2012

ABSTRACT

A political campaign is carefully crafted for each candidate, to address their constituency and present the candidate and party in the best possible way. After the creation of the United States suffrage was limited to land owning white men, these men were involved in politics by reading local newspapers and visiting the politicians face to face. However as we fast forward to the 1930's President Franklin D. Roosevelt used the radio to connect with the American public, and then in 1960's Nixon and Kennedy's debate introduced the mass-produced version of face-to-face politics through televisions all over the country we begin our dissent into celebrity politics. This advance in technology has created a more opportunity for citizens to participate, as they learn more about each candidate and have easier access to the candidates themselves.

Keywords: Social Media, Political Campaigning, Facebook, Twitter, YouTube, Marketing Strategy

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CHAPTER ONE

INTRODUCTION

Each social media networking site targets a different audience and uses different tools to allow people to share ideas, videos, photos and links to form a network of people connected by common interests. The increasingly large number of users on these sites has attracted companies to include internet advertising in their marketing plans, due to social media's targeting capabilities and that it is often less expensive than TV or print advertising. Companies are not the only ones who realized the advertising and networking advantages of these sites. During the 2004 election cycle, political campaigns began to explore the benefits of these sites, and in 2008 the U.S. Presidential political campaigns began to fully understand the use of these sites.

With the invention of the internet the speed information travels between people has increased, as snail mail has been replaced by the instant connection of email and social media sites. The internet was a product of the Department of Defense Advance Research Project Agency program that was meant to act as a communication network between agencies (Tedesco 2004, 509). Since the internet became available to the general population, information travels quicker and a generation has grown up during a time of instant connectivity and communication.

Through the use of social media networking sites such as Facebook, Twitter, and YouTube, millions can share information, spreading news of their lives and distributing news stories from all over the world. The Supreme Court has declared information on the internet to be protected by the First Amendment in *Reno v ACLU* (*Reno v. ACLU* 1997). This allows for a constant conversation of news to occur 24 hours a day, and in particular political news fills thousand of sites, constantly updating with opinions and commentary.

With millions joining the conversation from all over the country, social media sites are an effective way for politicians to reach their constituents. In the 2008 U.S. Presidential Election, then Senator Barack Obama used social media to engage and empower his volunteers, raising millions of dollars online. His campaign was not the first to use the internet to engage and fundraise, but it was the first to do so with that level of success, and it is clear their work transferred into actual votes. Political campaigns will still travel all across the country to rally with constituents; the value of that face-to-face interaction has not been lost. Campaigns will still use TV, radio, phone callings, signs in yards and bumper stickers on cars to reach their constituents, but social media offers an inexpensive alternative to communicate a campaigns message to the constituents. Social media has grown to be a necessity for any political campaign; candidates and campaign managers must use social media to effectively organize volunteer and fundraising efforts of their supporters.

Social media can be used as an effective campaigning tool but often goes unmonitored or misused as it floods supporters with irrelevant advertisements and requests. However, when it is used to spread relevant information and connect

people with the politicians, it will create a more successful campaign as well as help create a stronger democracy. The success of social media in 2008 caused many politicians to flock online without approaching the social media sites with a plan of action, which has caused devastating results. This turned others off of social media, depriving them of tools to use while campaigning, and a place for their constituents to easily contact them. Campaigns must learn rules for social media, to apply during the election cycle of 2012, in which all candidates will be online, and each will need a social media plan to reach voters. The research on social medias use in political campaigns will allow the creation of a marketing strategy and a concise list of what to do for the upcoming 2012 election. Through Facebook, Twitter, and YouTube, candidates can build relationships with their constituents that will encourage participation in their campaigns.

A political campaign is carefully crafted for each candidate to address their constituency and present the candidate and party in the best possible way. Early in our nation's history, when suffrage was limited to land owning white men, this was achieved by prospective voters reading local newspapers and visiting the politicians face to face. In 1930's President Franklin D. Roosevelt used the radio to connect with the American public, and then in 1960's Nixon and Kennedy's debate introduced the mass-produced version of face-to-face politics through televisions all over the country we began our dissent into celebrity politics, which has been exacerbated by social media. These advances in technology have created a more opportunities for citizens to participate, as they learn more about each candidate and have easier access to the candidates themselves.

Every election year brings a parade of TV commercials, televised debates, and commentary by both the media and “infotainers”, as candidates in nationwide and state campaigns begin their run for office. This requires the creation of a highly strategized campaign, which has been coined as Americanization or Professionalization of communication in political campaigns (Lilleker 2006, 32). These models are nationally coordinated, focus on the use of market intelligence and consultants, using narrowcasting to reach specific segments of constituents while focusing communication on the media (Lilleker 2006, 33). This leads to a campaign that focuses on the repetition of carefully constructed messages reaching a certain segment of society over and over again, in order to show the candidate in the best light possible. This results in the ‘McDonaldization’ of campaigns as they focus on sound bites and efficiency over the quality of information (Lilleker 2006, 33), producing messages that sound pleasant to constituents, without addressing political issues.

During the 1990’s the 24-hours a day, 7 days a week news cycle began, which has led to the media bombarding us with political messages and commentary. However with this access to information and explanation of complicated policy and political theories brought the introduction of dumbing down politics. The media is run by viewership, and while America tuned out of the policy information, they began to tune in to information about the process of politics and into information about the personal lives of the candidates (Lilleker 2006, 69). Modern audiences have turned to a new form of media to receive their information, infotainment, through talk shows and late night media commentators like Jon Stewart or Stephen

Colbert (Lilleker 2006, 99). This idea of 'dumbing down' has spread to the internet, where social media sites have created videos and shortened commentary down to 140 characters. Consequently a media-centered democracy was created, in which the vast majority of political activity is conducted with the media, including social media sites, in mind (Lilleker 2006, 110).

A media centered democracy has kept the public more informed about politics, allowing for a constant feed of news and opinions to be accessed by millions. However the drawback of this media centered democracy is the lack of face-to-face interaction, and the increased funding to television ads. While internet is cheaper to advertising medium, TV is still the surest way to reach people (Lilleker 2006, 110). This also increased the importance of the appearance and presentation of the candidates, as well as the importance of the televisual skills and charisma of each candidate (Lilleker 2006, 112). This importance of charisma and televisual skills increase the need for communication professionals in a campaign, and the careful crafting of the winning campaign message. This increases the professionalization of political campaigns, and the need for the permanent campaign cycle as a group of political campaign consultant's profession forms.

Political campaigns takes months or longer just to "surface" or start your run for candidacy, presidential campaigns require even longer as it often takes years to raise money and that is even before you announce your running for office (Trent and Friedenber 2000, 18). Candidates can use social media effectively once they have announced they are running, in fact some candidates bypass the normal media and have announced their run for office on YouTube and Facebook. The primaries

are the next stage of political campaigns, taking place from the middle of January until the end of June, in which potential party candidates travel from state to state to win enough votes for their parties nomination. National primaries are costly, as candidates must each constituents in each state, and this is just to get a chance to run with party support in the election, which takes more fundraising (Trent and Friedenber 2000, 28). It is during this stage that social media mistakes can break a candidates chance, a simply tweet or a mistake at any campaign stop can be blown out of proportion with social media. The next stage in a presidential political campaign is the national convention, in which candidates make speeches and host a party for the winning nomination, this support, gives the candidates a source of legitimacy for the position (Trent and Friedenber 2000, 39). The final stage of a political campaign is the general election, it is during this stage supporters must gather and begin canvassing, and phone calling to spread the word. During this stage the most important part of the campaign is the message. Speeches are made, debates held, and bumper stickers and signs are plastered across America (Trent and Friededberg 2000, 45). During this stage a campaign can organize their volunteers with social media to get the word out and alter the face of the election with a greater reach. These four stages of a political campaign create the cycle of professionalism, which has introduced the need for advertising firms to become a part of the American political campaign cycle.

With the professionalization of the political campaign cycle advertising firms have formed to address the growing need for advertising. Campaigns have adopted the advertising concept of branding, as they begin to control every aspect of the

candidate and the message. Campaigns began to analysis not only their own candidate but apply the SWOT analysis, finding the strengths, weaknesses, opportunities and threats of the candidate. This analysis helps campaigns develop a brand to target their constituents in an organized manner. With evolution of the field of advertising the line between advertising and public relations has grown blurry. The public relations field has always been a part of political campaigns as it is necessary to control spin on news stories about the candidate. This thesis will delve into the mistakes made by past politicians, while highlighting some of the successes for social media in political campaigns. I will research the benefits social media can have on political campaigns and effective uses of it. I will use this research to develop a basic social media marketing plan that can be used for political campaigns. This plan would need to be altered for each campaign, due to differences in constituents, region and the political level of the race. In the following chapters I will examine campaigns from a political and advertising standpoint, then I will address each social media tool and its utilization. Many have researched this before me, however I have compiled a comprehensive social media strategy that can be applied to political campaigns in the upcoming election. My research will also address the necessity of social media advertising, as it creates a more opportunity for a democratic state by granting citizens access to the candidates.

CHAPTER TWO

POLITICAL CAMPAIGNS

The internet creates a civic culture among the young voting population. This civic culture helps citizens feel their participation is an important part of the democratic process. The internet also creates a forum that is accessible 24/7. These forums allow people to voice their opinions and learn about the political process. The discussion that emerges from this civic culture, however, instigates an image and candidate-driven campaign as opposed to an issue-driven campaign. This means the campaign focuses on a charismatic leaders, for instance, President Obama or President Kennedy instead of issues like war, healthcare and immigration. TV, blogs and social networks have directed our civic culture and political climate.

As American suffrage expanded, campaign techniques have been modified to address the diversifying voting population. The early-1800's began the development of political parties and political campaigns. Originally campaign techniques included pamphlets, public speeches and even, songs. James Bryce, a Scottish statesman, observed the 1888 U.S. election and wrote "For three months, processions, usually with brass bands, flags, badges, crowds of cheering spectators are the order of the day" (Jamison 1996, 3). The mediums have changed but U.S. campaigns are still a great production. The U.S. campaigning season extends from primaries that begin in

January until that fateful Tuesday in November. However candidates are campaigning long before primaries now, extending the campaign season to a full year, or longer depending on when they announce their bid for office. Media, through TV, has been an integral part of campaigning through ads, news and debates.

In one fateful hour in 1960 as John F. Kennedy debated Richard Nixon, America experienced one of the first shifting moments toward candidate-driven campaigns. During this debate, the TV audience saw Nixon's five o'clock shadow, pale complexion and sweaty upper lip, where as Kennedy, clean shaven, and wearing makeup, gave a perception of experience as opposed to Nixon's desperation (Jamison 1996, 158). After the debate those who watched on the TV thought Kennedy won while radio listeners thought Nixon won (Jamison 1996, 158). The public who saw the professional and handsome young man running against an unshaven, nervous middle-aged man chose, Kennedy, the confident-looking candidate to win. Here we see the shift because the radio listeners chose a winner based on content of the debate instead of the appearance of the candidate.

Another piece of evidence that TV affects campaigns are the heinous number of negative TV advertisements. These spot ads attack the candidate's personal record. During the 1988 election, George Bush attacked Michael Dukakis's record in a series of ads about granting furloughs or weekend passes to convicts. One ad specifically referenced convict Willie Norton who murdered a young boy during a robbery on furlough, calling Dukakis out for releasing dangerous criminals. This gross distortion of the truth damaged the public's view of Dukakis (Jamison 1996,

462). While this ad is issue based, the Bush campaign chose this topic specifically to attack Dukakis's character through an event which had occurred under his watch, whether he had supported the furlough program or not. These ads showed the negative aspects of the other candidates rather than explaining why they are the better candidates. TV began this shift to candidate-driven campaigns, next came blogging and websites and even Facebook.

The first political campaign to distribute campaign information over the internet, including press releases, and general information about the issues was the 1992 campaign (Tedesco 2004, 513). By the 1996 campaign cycle major presidential candidates and most congressional candidates had some sort of web presence (Tedesco 2004, 515). Candidates quickly adopted this medium in order to avoid appearing antiquated. Although technology cannot solve all problems, politicians found it did easily and inexpensively connect candidates and the public. Equal access to the internet has not yet been realized even in the U.S., yet it has increased as many restaurants and libraries have internet access, and now internet is available on phones as well as computers.

A blog is a web log, maintained by bloggers, who are anyone and everyone who has access to the internet and the knowledge of how, and the motivation to, post their thoughts and opinions. Individually most blogs are not an effective way of communication, however through the blogosphere they can spread ideas like wildfire. The blogosphere helps topics gain momentum and keep stories alive that otherwise would have died. In 2002, Senate Majority Leader Trent Lott made controversial remarks about Senator Strom Thurmond, due to bloggers who kept

the story alive it eventually made cable news talk shows and led to his resignation from his leadership position (Tremayne 2007, xiii). Blogs therefore can act as a democratic component of the media, allowing the people to choose what news gets reported. Blogs have developed from diary and opinion post to a tool for civil journalism.

Senator Howard Dean became the first to encourage citizen political conversations with his blog in 2003 (Meraz 2007, 60). A case study of Dean's blog shows that even those who participated in Dean's blog did not mainly discuss issues, and therefore were more likely to discuss nonissue aspects of the campaign, like the candidates image or campaigning events (Meraz 2007, 72). This blog was an experiment that resulted in the conclusion that blogs are more useful for grassroots campaigning and that participants prefer image versus issue discussion (Meraz 2007, 77). Ultimately, the people get what the people want. We see in Dean's blog that the average person prefers to talk about the image and therefore just as they influenced the media they have influenced the directions of campaigns. A candidate is essentially a product and as advertisers have changed their messages to respond to what people want, so must campaign managers. As the case study of Dean's blog indicates, people are much more interested in the soap opera of politics than what politicians actually are supposed to be doing. However blogs are not the only place volunteers can go to help in grassroots campaigns, it is essential for each candidate to have an up-to-date and professional website.

The Internet is a massive network of websites and information. A candidate must have a focal point where he shares his official positions and offers a place that

connects him with his supporters, otherwise he can get lost amidst the mass of networks and have his positions distorted by the media and others. Websites feature similar aspects of the candidate including: personal and professional biographies, information about the candidate's family, contact information, position statements and volunteer links (Baumgartner and Francia 2008, 55-6). The information posted is similar to the prepackaged information found on brochures. By placing personal and professional biographies and family information the website visitors are able to develop an idea of the candidate's personality. Other aspects most websites have are sections for volunteering, and recruiting other volunteers, donating, and even email subscriptions to keep you updated on different events and issues (Baumgartner and Francia 2008, 60). These efforts promote a civic culture around this specific candidate, encouraging citizens to get involved through multiple means. Through a registration and subscription process on websites, the candidates can personalize the emails sent out to the subscriber by state, gender and age (Baumgartner and Francia 2008, 62). This allows supporters to feel a connection to the campaign and understand how the candidate will work to help him or her. Both email and websites have developed as an easier way to connect and mobilize supporters. More often than not browsers of the candidate websites already support the candidate (Baumgartner and Francia 2008, 63). Therefore, the effectiveness of spreading news about issues and helping the public choose the right candidate is questionable, however the website provides a good tool for organizing efforts. Through organizing efforts websites encourage a civic

culture, increasing the participation of voters who without Internet access would not have participated.

President Obama was the first candidate to take full advantage and successfully use the potential of the Internet and his website. Obama's website was interactive and allowed his constituents the power to navigate and gave a sense of involvement (Lenvenshus 2010, 328). This sense of involvement is part of the civic participation that is required in a civic culture. The first 24 hours of the launching of Obama's website led to the development of 1,000 grassroots groups (Lenvenshus 2010, 328). The instant ability to create networks of support is one of the incredible uses of candidate websites. These networks are immediately associated with the candidate involved, due to the creation and connection to the candidates website. Fundraising is also an important tool of these websites. During a single month in 2008, the democratic political candidates raised over 30 million dollars using online methods (Pollard et al. 2009, 528). Fundraising efforts show the development of an online civic culture, in a world in which a recession is brewing and unemployment is up, money is difficult to part with. However even in 2008, people opened their wallets for the candidate's cause. Fundraising was not just on websites, social networking sites like Facebook promoted candidates as well.

Candidates use social networking tools, Facebook and Twitter, to reach Americas youth. "Candidates create their own pages for these Web sites [Facebook and Twitter], with special messages that are updated by the campaign regularly, if not daily. The number of friends linked to each page—often in the hundreds of thousands—becomes a "campaign" message predominantly only for the regular

visitors on these pages” (Pollard et al. 2009, 584). This method creates a relationship between ‘friends’ or ‘fans’ of the candidate and adds another level of civic culture as the members of these social networking sites feel a part of something bigger.

These pages can be vital forms of communication for a candidate-driven campaign. They must be meticulously kept updated and sterile. Upon examining President Obama’s current Facebook page you notice three things: well-written and professional postings, although anyone can comment on them; his info section is very relatable; and his photos and groups are oriented around him (Organizing for America 2010). Organizing for America updates Obama’s posts with topics about issues on his agenda, but even the President posts birthday wishes and thank you’s (Organizing for America 2010). In his info section he lists the activities: basketball and spending time with his kids, this information makes the President seem personable. His favorite books are Shakespeare’s tragedies and the Bible, also something that most of the U.S. voters can relate to in one-way or another (Organizing for America 2010). His information, while limited, is broad and does not alienate any segments of society. His photo section incorporates professional, official White House photos with detailed descriptions, mostly of his work, but some including his family. The albums show his human side through the behind the scene moments, another element needed to create a candidate-driven campaign. Candidates must be relatable in a candidate-driven campaign, often times a photographer can tell a story better than most speeches. You can see the smiles while he plays with his daughters or the dedication as he signs a bill in to law

(Organizing for America 2010). Overall President Obama's Facebook is a tool of creating a 'presidential image' that is packaged and sold to voters as they head to the polls.

Eighteen year-olds were given the right to vote in 1972 (Kelso and Cogan 2008, 185). Since then their participation in the election process has been minimal. A new interest has been sparked through the use of social networking, which has pushed politics to the forefront of their lives and encouraged action. Using social networks reestablishes a sense of community and reminds Americans that every vote counts (Kelso and Cogan 2008, 201). People mobilize through using discussion boards, blogs and chat features similar to the ones that are found on the social networking site Facebook, these also help establish an interactive civil culture (Kelso and Cogan 2008, 196). During the 2008 election both Democrats and Republicans used Facebook to build a grassroots campaigns to support the candidates. These sites inspired conversation due to large participation numbers on the sites. Social networking sites stimulate conversation that will reach a greater number of people. Through these sites the candidate calls America's youth to action making the candidate the deciding factor instead of political parties and issues.

Social networking has made this transition to candidate-driven campaigns because they reflect personal aspects of the candidates. President Obama's organization keeps his Facebook page up-to-date and filled with professional pictures of his day-to-day life. Presidential elections are the most watched election in America (Hacker 2004, 11). Their presidential images consist of their attitudes and values along with a perception of leadership ability (Hacker 2004, 5). These

images are formed by TV ads, debates, websites and information found on social network sites. Social network sites distribute the candidate's broad message to voters easily, as it reaches millions of people at once. The candidate message addresses the candidate's qualifications and values to gain supporters. This presidential image is one of the most important branding tools for a campaign to develop. Campaign consultant Richard Wirthin argues that a winning presidential candidate finds the weakness in his or her presidential image and changes the public's perception of that weakness (Hacker 2004, 11). This shows that the candidates with the stronger image will more likely have the public's support. TV, the Internet, blogs and social networking have helped candidates form an image for the American voters.

With this changing political atmosphere, the internet has brought many changes to political communication theories. E-politics is the new theory that examines the potential this new media creates for greater interactivity between the public and the political sphere (Lilleker 2006, 72). This electronic political activity allows the public to voice their opinions easier and allows them to meet others with similar opinions to band together. One group of researchers predicts the internet will create a system of "hyperpluralism" meaning too many special interest groups will engage in policy making (Tedesco 2004, 515). The internet allows interest groups to easily attract people to their cause creating support from the public and increasing their power to create policy in congress.

The electronic political atmosphere online creates a different relationship between the government officials and their constituents. Traditionally the

relationship is top down, in which the government candidates target their constituents with persuasive speech and advertising (Lilleker 2006, 72). The internet creates an influential relationship, in which the candidate is influenced by their constituents and the constituents influence by the candidate (Lilleker 2006, 72). This influence is created through the uses of websites, blogs, emails, virtual political communities and social media as previously discussed, created a one on one discussion of the issues and candidates. This is the main difference and use of the e-political atmosphere, instead of radio and TV's shouting persuasive statements at their audience; the Internet creates a dialogue and a greater democratic atmosphere.

While this has changed the political atmosphere, TV and internet have prompted a sound bite culture that has changed the way politics works. A sound bite is a sentence or even just a few words from a speech or interview that can show a position of a larger issue (Lilleker 2006, 188). This content often can be taken out of context and misused by the media, and leads other candidates to imply the speaker meant something else. These sound bites are repeated over and over, on the morning news, noon news, and evening news, which spreads the airtime and reach of the message. Depending on how these sound bites are spun this can be beneficial to campaigns or destructive to campaigns. For instance while at a campaign stop during the 2008 primary season, republican candidate Howard Dean from Vermont got over ambitious and excited during a campaign speech and let out a howl. This howl might have been glanced over in the news cycle until a YouTube video pops up

which repeated the howl over and over again, decreasing the credibility of Howard Dean and ultimately knocking him out of the race.

Political action that takes place on the Internet can take place in virtual political communities (Lilleker 2006, 204). These communities of people form on the social media sites, like Facebook, Twitter, and YouTube, but they have also created their own sites and networks. For the 2012 election, the website [Americansselect.org](http://Americanselect.org), formed to connect those interested in politics with potential third party candidates, promoting “Pick a President, Not a Party” (“Americans Elect 2012 | About”). This site allows you to choose what issues are most important to you and then will automatically recommend matches to candidates who have similar views on your issues. Delegates nominate these candidates and the winner of the caucus that will be held in May, will be on the ballot in November (“Americans Elect 2012 | About”). Another social political site is techpresident.com, a news and conversation political site (“About Personal Democracy Media”). The goal of this site is to act as a hub between technology and politics; TechPresident holds conferences all over the world and teleconferences over the websites for political and democratic forums (“About Personal Democracy Media”). These are two of the many political sites that create a political community to debate and share ideas about politics.

Political campaigning, regardless of whether it is online, still uses the same political campaign concepts of propaganda, persuasion and grassroots campaigning. Propaganda is the organized mass communication, resulting from a hidden agenda to conform belief and action by manipulating mechanisms (Koppang 2009, 121).

Propaganda is used for political campaigns and by the government to persuade the public to believe what they want them to believe, whether it is targeted to gather votes for a candidate or to gather support for other policies. These messages demonstrate the power of the mass political communication to sway public opinion (Lin 2004, 70), they spread their message through the mainstream media, and campaign materials like pamphlets, commercials, debates and speeches. Political campaigns can use social media as another outlet to spread their propaganda, however in a political campaign the goal is not so hidden from the public. The message is crafted to spin each candidate in the best light, developed to persuade constituents.

Persuasion is the key to political campaigns; every speech, every phone call and every door knock is about persuading the voters with the propaganda created to sway voters. When examining persuasion in a political campaign you must look at the candidate delivering the message, the symbols and words of the message, and even the context of the message (Newman and Perloff 2004, 30-2). The candidate or communicator must display integrity and competence to appear credible to voters (Newman and Perloff 2004, 27). This can be persuaded through appearance and emotionalism, emotionalism allows politicians to expression to relate to the public (Lilleker 2006, 78). Without this relationship with the public candidates can end their careers, UK Prime Minister Edith Cresson, who lacked emotion and was known for her “strident tones and abrupt manners,” only lasted six months in her term (Lilleker 2006, 78). The presence of a candidate sets a first impression on voters,

however it is the values of the words and symbols in their speech that sets a lasting impression.

There has been a shift as negative messages have more effect on the public than positive ones, whereas a generation ago positive messages had more effect on the public (Newman and Perloff 2004, 29). Often candidates simplify complex issues to “code political symbols in terms that will evoke widespread and supportive predispositions in the citizenry” (Newman and Perloff 2004, 29). This means that these words will symbolize a particular emotion, for instance the term “Watergate” automatically signifies a negative association with what it is paired with due to the historical significance. The term “partial birth abortion” is another political symbol that holds significant emotional value to voters, this term and the candidates support of or against the right often times has significant effect on voters (Newman and Perloff 2004, 29). These are powerful terms used in propaganda material from speeches to commercials that can reach millions in a national campaign. This persuades voters to choose one candidate over the other, often times even if the statement was misleading. After a candidate persuades voters to their side they must organize their supports to gain more support to help run the campaign and to help reach more voters.

With the internet, political campaign strategy has shifted to grassroots campaigning. This is a type of bottom up campaigning in which the citizens are in control and responsible for spreading the message, it is a form of decentralized personal contact campaigning (Panagopoulos and Wielhouwer 2008, 353). In the 2008 Presidential election, Obama’s internet effort made up much of his grassroots

campaigning, he used the internet to build relationships, to be transparent and adaptable, and to empower volunteers (Levenshus 2010, 327-8). One of the main pushes for Internet grassroots campaign was fundraising, Obama successfully raised millions of dollars for his campaign. The Internet also allowed campaign managers to communicate better with volunteers, however “giving the grassroots a voice also meant losing some control of the conversation” (Levenshus 2010, 327). This makes it more difficult for campaign managers to be prepared as comments could come unexpectedly from the volunteers and is available for other volunteers to see and comment on. This is a loss of control that the Obama campaign has spun to shown to reinforce the campaigns transparency and “speaks to the strength of our [Obama’s] campaign” (Levenshus 2010, 328). This trust and transparency become one of the grassroots campaigns greatest assets, as it also would share videos and blog post from campaign staffer that created a community. This community then empowered the voters; by sharing a bit of information the voters invest more time and effort into the campaign becoming full-time volunteers (Levenshus 2010, 329). The bottoms up communication gathered the youth; as many got involved to make calls, knock on doors, due to the humanization of the campaign. In a time in which many voters are cynical of government, and especially the circus of the campaign season, the youth vote were able to connect to the grassroots style campaign and take action.

Political campaigns have come a long way, from the beginning when there were simple speeches on soapboxes, to a point to where radio and TV and finally the internet and social media have formed an entirely new platform for campaigning.

Political communication is still very much the same as speeches, commercials, and campaign materials are all controlled to send the message the campaign wants, with persuasive symbols and propaganda. However the structure of political campaigns has changed as the internet provides a bottom up approach with the grassroots capabilities of social media. This has not only given the people a bigger voice in the campaign but can be usefully applied as the candidates they elect settle into their office and listen to the relationships they have built during their campaign. This creates a better dialogue and ultimately a better democracy as social media and the internet has connected citizens and humanized government.

CHAPTER THREE

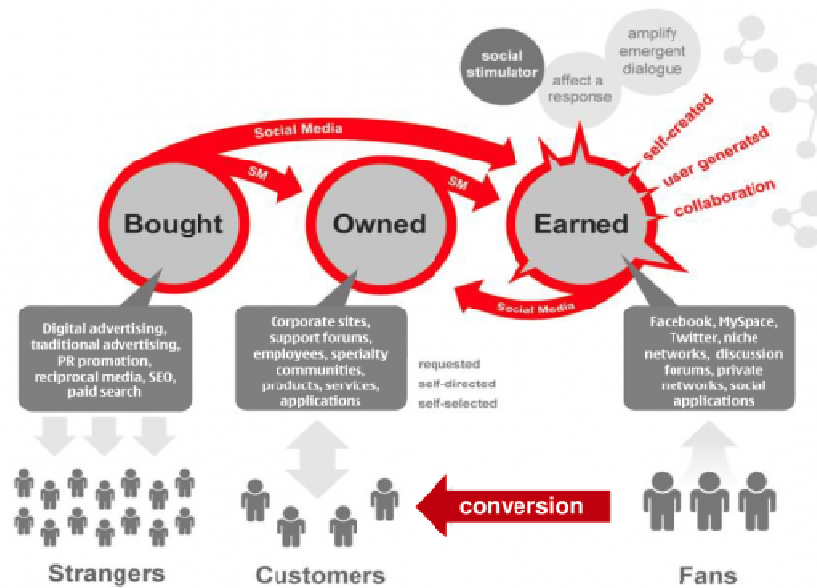
ADVERTISING

The internet has changed the political world similarly to how it has changed the advertising world. Not only is the cost of advertising on TV, in newspapers and magazines is rising, but people are tuning out many ads after being flooded with the advertisements that are all around us. The internet has provided a cost effective way to post and track advertisements. Advertisements have changed over the last hundred years, from simple ads that list features to ads that must catch the attention of consumers long enough to convince them to purchase their product through branding. This same concept of branding has been applied to candidates. Branding has begun to merge advertising and public relations, as the brand reflects as much about the product as it does about the company that produces the product. One final aspect of advertising I plan to address is monitoring, as all campaigns must be able to learn from their advertising and adapt to the public response.

Advertising consists of three different types of media, bought, earned and owned. According to Mashable, bought media is media that is paid for like TV advertisements and billboards, earned media refers to the coverage by the news, or comments on social media, and owned media is a companies website, facebook page and other outlets that are controlled by the company (Drell 2011). These three

different types of media have changed importance, as earned media has become the most important to have. In the figure below you can see the effect social media has had on bought, owned and earned media, as companies and brands can filter their bought advertisements through their social media pages. One mistake companies often make is spending money specifically to make “viral” content. This earned content cannot fit into a formula for success, therefore advertisers can never know

Figure 3.1: Bought Owned Earned



<http://www.slideshare.net/chriss/social-media-at-nokia-social-media-marketing-conference>

what will be viral and what will not be. Earned content that is viral means it is shared within and across social networks, as the viral “content itself can elicit the desire to share” (Solis 2011, 306). This makes earned media the most sought after, and peers attempt to effectively create peer-to-peer marketing that is the most influential to consumers share it. Social media is part of earned media, because it covers user-generated content that simulates a response turning fans into

costumers as the infographic above shows. Political campaigns spend millions on bought media for commercials and advertising, and they own their websites for their candidates, but to empower volunteers it is necessary to use social media to gain earned media.

According to Sean Corcoran, a marketing and strategy professional at Forrester, earned media is the reaction to listening to the consumer and responding (Corcoran 2009). This means it is the most credible and plays a key role in sales. However until a company or candidate has a strong brand presence, connecting to the consumers on a human level, they will not be able to create this viral earned media content. The desire to share comes from a connection the video makes with the consumer, and can be achieved through a “well-executed and well-organized owned and paid media” including a well-thought out brand (Corcoran 2009). When you think of brands, you think of the service they provide, and if something has been particularly well branded you think of how that brand makes you feel. To build a brand you must examine your businesses or your candidates core values, aspirations, pillars of support, characteristics and traits, promise, opportunities and culture that surrounds your business or candidate (Solis 2011, 102). After examining and understanding these you can then make decisions on how to market your brand or candidate, with the greater understanding of what type of personality you expect to portray to consumers.

According to rankingthebrands.com, a website devoted to brand research worldwide, some of the top brands in the world, such as Google, Apple, Microsoft, Amazon and Coca-Cola, are recognized by everyone for the services they offer or the

product the sell (“Ranking the Brands”). These brands have engaged with their consumers, cultivating relationships online through social media, and are in control of their brand and of the people who represent their brand. Google began as a search engine but now has many different services including translation, maps, Google documents, blogs, email updates and even its own social media site (“About Google”). These all work toward Google’s brand mission to “organize the world’s information and make it universally accessible and useful” (“About Google”). Google uses Facebook, twitter and YouTube aside from their own social media site Google +, to reach out to consumers and to monitor what they are saying about their brand. Branding is very important to political campaigns as well as businesses. While the ultimate mission of political candidates is to be elected and serve office, each candidate’s reasons can differ depending on their background and own agenda. After you have developed what type of personality your candidate is going to portray, it is necessary to use social media to not only portray this personality but to listen and monitor what others are saying about the candidate.

Monitoring and listening is an important part of any campaign. The first priority of any campaign is to listen to the influential bloggers, journalists, analysts, and anyone else who are official experts on your subject (Scott 2011, 87). This means if you are working on a gubernatorial campaign in Kentucky, campaign managers need to find out what journalists and political analysts are saying about the current state of the Governors office or what they are saying about the state of Kentucky politics in general. Once you have found out what the experts are saying about your candidate, you must find out what the experts are saying about the

competition (Scott 2011, 87). There are many different ways to listen to what bloggers, and journalists are saying, starting with Google searches, and Google alerts sent to your email, to following other candidates on Twitter feed readers like TweetDeck, or searching for blogs on sites like Technorati or Google Blog Search (Scott 2011, 87). It is necessary to listen all throughout the campaign, because the moment you stop listening is the moment competitors or commentators can posts news or information that could damage your campaign (Scott 2011, 90). Monitoring and researching other candidates can help campaign managers develop their marketing strategy by learning what the experts see as strengths and weaknesses of the candidate and other candidates.

A SWOT analysis is an analysis of the strengths, weaknesses, opportunities and threats to the campaign. Examining the strengths and weaknesses of the candidate, delving in to the candidates past and characteristics that can be used for and against him in the campaign is an important part of the branding process. Opportunities are external factors that are good prospects or trends that your candidate can take advantage of, whether it is supporting a recently opening business in times of economic downturn or following the social media trend. Threats are the characteristics and experience of the other candidates in the race that can make them better qualified to be elected, and through listening and monitoring other candidates, campaigns can find content to manipulate during the campaign. This analysis creates a strong background of research for the candidate to create the message for the campaign, and to build a strategy to address possible issues that come up during a campaign. Political advertising helps campaigns

develop a brand and create a strategy with thorough research, this field has been merging with the field of public relations as advertisers have begun two-way conversations instead of simply speech making at their constituents.

In the American political sphere a public relations democracy has been developed, wherein the political system is designed to persuade the public that policies are correct and laws are legitimate (Lilleker 2006, 168). This creates a cynicism that is found in the American population toward elections and government dialogue in general. It is the job of the public relations professional to organize the exchange of information and change the perception, and manage reputations (Phillips and Young 2009, 4). The internet has changed public relations as press releases and media kits are now electronic, these can not only go to traditional media outlets but through social media sites as well (Phillips and Young 2009, 19). In political campaigns and governmental agencies one major component of public relations is transparency, as campaigns must show where all money comes from and where it is spent (Phillips and Young 2009, 38). This has changed the public's perception of the political system as they have can use social media to improve the transparency and communication of campaigns.

Social media has complicated the world of political advertising and public relations, introducing social networking sites that have benefits if used but candidates must be aware of the consequences if it is misused. While a campaign is monitoring their own sites and other blogs and news stories, the question becomes whether to respond or not (Scott 2011, 89). Christopher Barger, the social media director of General Motors, abides by the thoughtfulness rule, in which if the critic

or supporter has posted something thoughtful, then there is a greater chance for an intelligent conversation to occur and a response is reasonable (Scott 2011, 89). This rule can be applied to political campaigns as well, as candidates should avoid commenting on posts that simply smear the candidate; instead, respond when something needs to be corrected or abides by this “thoughtfulness” rule. Of course, there are always some cases that need a response to control damage to the brand, whether it is a company brand or a candidate’s brand.

One case all businesses and candidates can learn from is United Airlines and Dave Carroll, Carroll flew United and was horrified to see his guitar case being thrown around by baggage handlers. When he retrieved his case, Taylor found that his guitar was too damaged to use for his show that night (Scott 2011, 4). It took 9 months of calling and emailing until he finally got a ‘no’, he would not get any compensation for his \$3,500 guitar. This led him to go to YouTube with a response (Scott 2011, 4). He wrote and posted his song “United Breaks Guitars” to YouTube, and within 4 days it had over 1 million views. This case shows three companies responses: Taylor Guitars responded with a video how to travel with musical instruments and replaced Carroll’s broken guitar, Calton Cases, a musical instrument case company, contacted Carroll after the video only had 25,000 views to ask if he would be a spokesmen and created a special Dave Carroll guitar case, and United Airlines, whose delayed customer service and social media action hurt their reputation and cost them millions (Scott 2011, 10-13). Taylor Guitar’s used YouTube to respond to Carroll, Calton Cases used the listening tools to take advantage of the situation and United Airlines, did not make any response in the

situation in public (Scott 2011, 14). This case shows the importance of listening to and responding to the videos and comments online, even if you take care of things behind the scenes.

In 2008 Senator Barack Obama won the Presidency with 53% of the vote (“Electoral Explorer”). President Obama won this election with social media to raise money, organize, and to get out the votes in the primaries and in the election in November (Doyle 2010, 24-26). Edelman compiled a social media toolkit after the 2008 election with lessons for campaigns to learn how to run a successful campaign (Lutz 2009, 2). Obama used the internet effectively, with two times the amount of website traffic, four times the number of YouTube viewers, five times the number of Facebook friends and ten times the number of online staff that Senator McCain used in his campaign (Lutz 2009, 3). Obama’s campaign empowered the voters on three different levels: personal, social and advocate level (Lutz 2009, 6). Personal level is when supporters like the page, post comments, sign up for emails or donate to the campaign, once supports post pictures and join a group they have become more invested in the campaign, and may even create an account on the MyBarackObama.com (Lutz 2009, 6). This shows a greater investment and empowerment, which led to the final level of advocate. An advocate recruits others to donate and support the candidate, and create a group or even host an event to canvass or fundraise and (Lutz 2009, 6). An incentive to climb to each level was that with more involvement and the more reliable the activist the more tools the supporters can access (Lutz 2009, 7). Obama’s campaign also relied on user-generated content that not only gave more content to the campaign but also was

more compelling to voters as it creates a perception of the campaign being more human and trust (Lutz 2009, 7). These lessons show how campaigns can reach the voters with a more human face and gain supporters and volunteers through social media, using social media sites like Facebook, Twitter and YouTube. These supporters can become irreplaceable to the campaign by providing content and connecting to other supporters.

In order to connect to supporters campaigns need to use social networking sites that are used by the most users, therefore Facebook, Twitter and YouTube are the main social media networks I will focus on. Edelman also found during the 2008 election that it is necessary to make sure voters can find your content, through the use of simple website names and search terms (Lutz 2009, 9). These can be improved by using analytics, and adjusting as needed, constant adaptability is one of the key elements in an online campaign (Lutz 2009, 10). Lastly using mobile devices to help mobilize voters will help keep your campaign fresh, updating through text messages, emailing, or even creating an iPhone application to keep supporters updated (Lutz 2009, 10). The campaign went to where the volunteers were to engage and empower them and then continued to listen to them to change the campaign as it grew; this helped them win the election by a margin of 8.5 million popular votes.

With the introduction of TV advertising in 1952, Dwight Eisenhower used short 20-second commercials that ran during popular shows like "I Love Lucy" to campaign against Adlai Stevenson (Living Room Candidate 2010). Madison Avenue Advertising Agency who created the M&M "melts in your mouth, not in your hands,"

campaign, created these ads and strategically placed them (living room candidate 2010). These advertising agencies have been crucial parts of political campaigns, using their skills to create campaign strategies through research and to strategically place ads where the most people can see them. Advertising agencies know that TV no longer reaches key voters due to the fact that 1 in 3 voters opt out of commercials and live TV (140proof 2012) (see appendix A). Advertisers instead have built political campaigns that go to the people, with social media allowing campaigns to target key voters, and to reach those who spend more than 10 hours a week on social apps, reaching 162 million voters (140proof 2012). Therefore, advertisers have played a key role in creating the social media strategy that is used in elections, and will continue to help candidates as social media's influence grows in the life of a voter.

CHAPTER FOUR

SOCIAL MEDIA TOOLS

Each social media networking site has created different tools to connect users and to increase communication throughout the nation and world. Facebook, Twitter and YouTube are three of the most popular social media sites that politicians use to connect to their constituents. A social media strategy should include the different aspects of each site to take full advantage of each sites communication capabilities. In this chapter I will delve into Facebook, Twitter and YouTube's tools to show how candidates can use them in their campaigns.

Facebook was created in 2004 as a tool for college students to use, but now has expanded to reach people of all ages. Each day 700,000 new members are added to the site and 45 million status updates are added ("A Day in the Internet" 2012) (See Appendix B). Unlike Twitter these statuses are not limited to any sort of length, and are shown on the newsfeed and your own page. According to the Facebook Pages Product Guide, pages allow businesses and people to build a unique identity and communicate your story to your audience and respond in a "personal way" ("Facebook Pages" 2009, 1). One of the main benefits of creating a page instead of a profile is the ability to have an unlimited number of friends or fans. A profile page is limited in the number of friends, which is not useful after reaching that cap. Each

Facebook page has eight main different features to help brands communicate their message to their audience.

In March 2012 all pages switched from the old profile layout to a new timeline layout, this timeline consist of a cover photo, profile picture, views and apps buttons, friend activity, a composer, and a pinned post section (“Facebook Pages” 2009, 7). The cover story is a large picture that can “capture the essence” of brands and is another opportunity to show your fans what you want to represent and is the first thing people will see when they visit your page (“Facebook Pages” 2009, 2). Candidates can use this space to showcase their campaign supporters or use photos of them working with other politicians or with their family depending on the message the campaign wants to send. The profile picture is the smaller picture that will be associated with your posts on the newsfeed and in any ads you place on Facebook; this can be a logo or a picture (“Facebook Pages” 2009, 2). Candidates can either use a picture of themselves, their logo or incorporate their photo with their logo, to draw supporter’s attention to their Facebook page. Another feature that can help draw people to like your page is the page title and likes information that displays next to the profile picture (“Facebook Pages” 2009, 7). The main benefit of this is that it shows a glance of the campaigns high-level stats, not only how many people like the page but how many people are talking about your candidate. This also encourages visitors to like your page, and to continue to explore it to find out more about the candidate.

Other elements that are seen at the top of the page are the views and apps buttons that are below the cover photo and can link to a video page, photo page,

number of likes, and any other application your campaign may need (“Facebook Pages” 2009, 2). Campaigns can choose custom icons for these buttons and custom apps to fit their needs, this even includes a donate button, a store and a volunteer button. Another useful element is the about link, this shows brief information about the brand and then is linked to another page that contains more information about your brand (“Facebook Pages” 2009, 7). This allows campaigns to post their websites and other in depth facts about the candidates, including his interest and education and past employment. These elements are the first things that people see on a page. However, when people scroll they can see much more information depending on the amount your campaign posts.

Campaigns can post status updates, photos, links and videos on the page for users to view. Campaigns use the composer element to create these updates, it is simple to use and is the best way to engage your audience (“Facebook Pages” 2009, 7). Campaigns should post regularly to keep their page active with comments; candidates do not have to be in charge of their own pages, selecting a specific employee in charge of social media will allow the campaign to post multiple times a day. One of the interesting aspects of the new timeline feature is the friend activity box, this shows people how their friends interact with the page (“Facebook Pages” 2009, 7). This will help drive people to like your page, if they see their friends like it or comment about it depending on the comment. Campaigns can benefit with the more likes and the more they are talked about, engaging their constituents and then extending their reach to their constituents friends. Another interesting element of the timeline layout is the ability to pin posts, this allows the most important story to

stay at the top of the timeline for up to seven days (“Facebook Pages” 2009, 3). This allows campaigns to post breaking news, or important messages to the top of their page, so they can control what their audience sees when they visit the page.

However, this control is minimal after 7 days this post will be moved down as you post new posts. These tools allow campaigns to engage their audience and communicate with them through your page, however, Facebook also offers tools to help you reach out to your audience and find out what works best through insight reports.

Facebook allows you to invite friends, share your page and even create targeted ads to help build your audience (“Facebook Pages” 2009, 5). While admins can invite their friends, Facebook also offers brands to place their like button on their website to encourage people to like their page (“Facebook for Business” 2012). Campaigns can also drive people to their Facebook page through events, email marketing and including the Facebook logo on their campaign materials to let people know that they are on Facebook. Through the admin page you can create small ads that are posted on the side of the newsfeed that can be specialized to target by location, language, education, work, age, even relationship status and interest (“Facebook for Business” 2012). This allows campaigns to reach only voters in their constituency which allows Facebook marketing to be much more cost effective than other advertising outlets. Facebook also lets you know if the content on your page is engaging to visitors, as on the insights dashboard, you can view how many people view your page each day, “which posts are most engaging,” how often people comment and who visits your page (“Facebook for Business” 2012). This will

allow you to update at times when your fans are most engaged on your page, and will allow campaigns to learn what they need to do better to reach their constituents. Facebook is a great resource to reach a targeted audience and engage them with content and updates about how the campaign is going.

While Facebook provides campaigns with tools to begin a dialogue, when a company or candidate uses Twitter, they have 140 characters to get their message across, and it is a one sided conversation. Twitter is an opt-in social network, meaning you must follow people in order to receive their updates, but this does not mean they will receive yours like on Facebook (“Following Rules and Best Practices” 2012). This means getting followers is even more essential than simply following other people, because unless they follow you they will not see the content you post. Like Facebook profile pages there are limits to the number of people you can follow after you reach 2000 people, this is based on a ratio of followers to those who you follow (“Following Rules and Best Practices” 2012). According to twitter this is because the idea of twitter is to follow people to keep updated, however if you follow too many people you cannot keep up with massive number of updates (“Following Rules and Best Practices” 2012). Candidates will be able to collect a number of followers and follow other coworkers and volunteers to keep up-to-date on how they feel about their community and the campaigns. Twitter is useful to help humanize the candidate, with only 140 characters they can update where they are what they are doing and what their vote was for the day. This allows candidates to keep in touch with their constituents more often.

With over 5 million tweets sent a day (“A Day in the Internet” 2012) twitter has a vast reach. A campaign can design their own page, reply at followers, send direct messages, retweet tweets from others and even promote tweets to advertise (“New user FAQ” 2012). The first thing a campaign should do with twitter is brand your page, which means they must design a background, upload an image or choose a color that matches your campaign (“How to Customize Your Twitter Design” 2012). This is part of your owned media, similar to the cover photo on Facebook; it personalizes and helps users know more about you. Twitter pages also have a short sentence of text that appears under your name and profile picture, this too should be carefully written to send the right message across. The rest of the design is simple; it lists the number of tweets, following and followers and includes a box for followers to directly tweet at you. Twitter also offers an enhanced profile page for brands and Twitter partners; these pages include a 90px high banner under the account information that extends across the profile (“About Enhanced Profile Pages” 2012). This allows campaigns to add more content to improve the engaging experience with followers. Another advantage of the enhanced pages are promoted tweets that will be highlighted at the top of their timeline, and will auto expand any attached images (“About Enhanced Profile Pages” 2012).

Twitter allows brands to promote both their tweets and trending topics. Promoted tweets are tweets that are then purchased by advertisers, these are seen at the top of search results, in their timeline and on profile pages of the brand (“What are Promoted Accounts?” 2012). Campaigns can use these tweets to highlight the update and allow more people on twitter to see their tweet. Promoted

trending topics are shown at the top of the trending topics list that is located on the users main page, this is similar to the promoted accounts that is at the top of the Who to Follow widget (“What are Promoted Accounts?” 2012). Twitter has even created a specific function for political advertising. Political ads are purchased by campaigns to engage a wider audience and will say Promoted by the candidate, however to improve transparency when you hover over the promoted icon it will say who paid for the advertising (“What are Promoted Accounts?” 2012). This is beneficial to the candidate because it still has the benefits of promoted tweets or sponsored trends, and it creates a better democracy by allowing campaigns to report in another place where they purchased their ads. These each provide options for candidates to promote their page and brand to reach more and more constituents.

Twitter also has a way to monitor what people are saying about your brand and track your interactions. Under the connect tab, twitter offers you the ability to find how many people favorite your tweet, mention your user name, follows you or retweets you (“Track your Interactions” 2012) This allows campaigns to learn what is working and what is not, if their constituents favorite a tweet about a vote or @ reply about an event, the campaign can learn how their constituents feel about it. The candidate can handle twitter, but in national campaigns it is often best to leave the social media to the staff and specify when the candidate actually tweets something. Twitter is another example of social media humanizing candidates through increased interaction with constituents.

Many do not think of YouTube when they think of social media. However with the ability to share videos and comment has created a participatory culture, in which “fans and other consumers are invited to actively participate in the creation and circulation of new content” (Burgess and Green 2009, 10). Chad Hurley, Steve Chen and Jawed Karim launched YouTube to give users the ability to share videos, with no limit to the number of videos uploaded, and provide community features to link users as friends by common interest (Burgess and Green 2009 1). The ability to upload videos regardless of the content (excluding inappropriate material) and the capabilities to share with URL and HTML code on other sites including Facebook and Twitter create the social atmosphere of social media sites. YouTube has included the subscribe feature to create a social network, connection video bloggers or vloggers and users with common interests.

Users are more likely to simply watch videos hosted on the site, without logging in, than they are to upload videos (Burgess and Green 2009, 58). However, after being bought by Google in 2006 (Burgess and Green 2009, 1), YouTube now directly links with Gmail accounts, which increases the number of users, logged in. In February 2008 examining the top subscribed and top viewed showed that the majority of the top subscribed are the “homegrown” YouTube stars, such as smosh, WHATTHEBUCKSHOW, lonelygirl15, where as the most viewed are more traditional media outlets like, Universal Music Group, CBS and mYcheMicalromaNce (Burgess and Green 2009, 59). This illustrates the idea that users do not want to subscribe to the traditional media groups using YouTube as a platform for brand extension but are more accepting of the amateur brand (Burgess and Green 2009, 58-59). The

success of homegrown YouTube stars is fueled by the content they produce and the contest to get more subscribers. These are the creators in the YouTube communities. The other side of the communities are the commenters. These are the critics who encourage and discourage up and coming artists, comedians, and vloggers, but they also respond to current events and news clips posted by the mainstream media.

YouTube acts as a patron of collective creativity, but it is also now as a part of the mainstream media. Vloggers can comment on current events just as reporters do, and YouTube has worked to legitimize itself through pairing with news networks. Leading up to the 2008 US Presidential campaign, YouTube joined with CNN to host debates, becoming part of the mainstream political coverage (Burgess and Green 2009, 36). Mashable.com, a leading social media website, posted an infographic celebrating five years of YouTube Politics (see Appendix B). After five years over 500 US candidates have a YouTube channel, including 92% of the House and Senate members, and the White House uploads a average of 17 videos a week to the White House channel (Snidermen 2011). Candidates have also given YouTube its legitimacy, President Obama announced his run for candidacy for president in 2007 with a YouTube video and supporters have come out with video responses including Will.i.am (Sniderman 2011). This builds a more democratic culture as YouTube acts as a direct source, cutting out the agenda of the news media and allowing candidates and our elected officials to address their constituents directly. This also allows constituents to directly address their representatives, or respond to candidates during campaigns. "Dear Mr. Obama" is a YouTube video posted by an Iraq veteran

in support of Senator McCain, this video went viral, with over 14 million views (weneedmccain 2008) However, this also allows for videos that are not related to the issues to become viral, for example the “Crush on Obama” YouTube video was named the viral video of 2007 by E! News, portraying a girl with a crush on President Obama (barelypolitical 2007).

YouTube has changed the sound bite culture even more drastically than the 24/7 news cycles of mainstream media. YouTube allows the users to upload and share content, this allows for sound bites to be shared at a more rapid pace. Sound bites can be played over and over again and taken out of context. YouTube allows viewers to rank videos with like and dislikes and also shows how many times a video has been watched. This attracts more viewers to watch the video. Campaigns can use YouTube to post their campaign ads, but it is also useful to post video blogs form the campaign trail or responses to speeches. After the 2011 State of the Union speech, both the Republican Party and the Libertarian Party posted responses to the YouTube Politics page (“YouTube Politics” 2011). This increases participation allowing each candidate to post videos and then fielding the comments that are made on those videos. Campaigns need to work to keep content active and include YouTube in with their social media strategy.

CHAPTER FIVE

SOCIAL MEDIA MARKETING STRATEGY

Candidates must create a strong personal brand to form a message to communicate across their social media sites. This begins with the SWOT analysis discussed in Chapter 3 to establish the Strengths, Weaknesses, Opportunities and Threats of the candidate. After developing a campaign message and brand a campaign must use this message to communicate across all advertising platforms, including TV, campaign materials and social media sites. A national campaign must have a team to handle social media sites, but a local campaign may only have one or two people to update each site with new content.

Facebook:

- Create a Facebook Brand page
 - Change design for cover photo, profile pic and about page to communicate campaign message.
- Fans
 - Invite candidate's family and friends, the core of their supporters.
 - Advertise page on candidates website and campaign materials to attract fans.
- Apps

- Add a donation page to encourage supporters to donate in your campaign.
- Add a photo page to show candidate at events.
- Add video page to share candidate speeches and events.
- Posts
 - Update status multiple times a day.
 - Update with campaign events and locations.
 - Update with call to actions for supporters.
 - Update with candidates position on the issues.
 - Update with content on other candidates.
 - Update with family information, and celebrations.
 - Connect with users.
 - Encourage engagement with questions.
 - Encourage engagement by sharing family events to help fans connect to the candidate.
 - Advertise
 - When Election Day nears, use targeted ads to advertise to constituents.
 - Monitor
 - Constantly monitor the insights pages to learn what your fans are responding to.
 - Keep your page up-to-date with information and listen to what constituents comment and talk about.

Twitter:

- Brand
 - Change the background design to match campaign logo.
 - Change profile picture to match campaign.
 - Create an enhance profile page to include an additional banner.
- Followers
 - Invite candidate's family and friends, the core of the supporters.
 - Follow other politicians and journalist.
 - Advertise twitter account on candidates website and campaign materials to attract fans.
- Tweets
 - Candidates
 - Tweet votes from the house or senate floor
 - Tweet candidates location and events
 - Staff
 - Tweet upcoming events
 - Tweet photos from events
 - Tweet videos from events and speeches
 - Tweet at colleagues to show support
 - Tweet information about the campaign
 - About candidates position on issues
 - About other candidates positions on issues.

- Twitter tools
 - Use a custom hash tag i.e. #MITT2012
 - Use an @ reply to direct messages to other candidates or supporters
 - Monitor @ replies and hash tag uses to listen to constituents
- Advertise
 - Promote a brand
 - Use promoted tweets
 - Use promoted trends
 - Use promoted Who to Follow

YouTube:

- Brand
 - Customize the YouTube Channel design
 - Include image for channel and for profile picture
- Subscribers
 - Encourage supporters to subscribe to videos
 - Advertise on website and campaign materials.
 - In your videos include your YouTube channel link and a call to action in the comments.
- Videos
 - Post TV commercials
 - Post videos from the campaign trail
 - Post videos that show the disadvantages of the other candidate

- Create videos with engaging content
 - Make sure the quality of your videos is professional
- Advertise
 - Pay attention to the key words of the videos to help people find them.
 - Use Google Ad Words
 - Use ads that overlay videos
 - Use ads that play before videos

CHAPTER SIX

CONCLUSION

Political advertising is a growing field, and with the addition of social media to the toolkits, political advertisers are changing the direction of democracy. Social media has grown to be a part of our everyday lives, making the transition of for politicians connecting through social media even less difficult. Through my research I have detailed the effect of social media on political campaigns and on social media and applied the tools offered by each social media network to create an effective social media strategy for political campaigns. To further my research I looked at each social media site to learn the full extent of their capabilities.

Facebook gives campaigns the opportunity to create a dialogue and extend the reach of the campaign with the ability to add donation and volunteer functions. Facebook also offers targeted ad and promotional capabilities to help reach more constituents with the ability to measure how useful the site is. Twitter allows candidates and campaigns to keep users up-to-date with short messages, which humanizes the candidate and offers another way for citizens to get involved and connect in the democracy. Social media make have changed the way news breaks, but YouTube has changed the way a culture hears the news, providing a platform to post and watch videos over and over again. Candidates can again connect to voters

and bypass the traditional media with their own announcements that can directly reach their subscribers. Each of these tools will improve a social media strategy if they are updated and follow the branded message a campaign creates for their candidate and not forgotten, or misused.

With the creation of a social media strategy, campaigns will be able to follow these simple tips and steps to effectively use social media in their campaign to extend their reach and learn from their constituents. This plan will benefit political campaigns showing the use of social media at a local level instead of for just national elections. This plan will need to be expanded as new social media sites arise and will have to adjust to each candidate's campaign. There is no guaranteed winning solution, but if follow the guidelines provided a campaign will use their time and money wisely on social media. In the upcoming 2012 US presidential election candidates have already made social media a part of the national race; we will see political campaigns evolve into democratic conversations with more citizen involvement. After the 2008 presidential election we saw a huge increase in the youth vote thanks to the social media networks, but will a race without the controversy we faced in 2008 still drive people to the polls with the help of social media.

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APPENDIX A

How Social Will Win the Election Ad Wars

Advertising in the social ecosystem offers presidential candidates bigger reach than landing and fundraising alone. That's why it will continue to play a key role in the 2012 presidential election, according to a new report by 140 Proof based on 2011 and 2010 elections as well as recent fundraising reports by Obama, Romney, and Clinton.

Social Is The New Political Soapbox

84% of state governors, 81% of Congress, and all Presidential candidates are tweeting

TV No Longer Reaches Key Voters

TV Ads Used to be politicians' weapon of choice... but now **1 in 3 voters** are opting out of live TV or skipping TV commercials on DVRs...

...meaning \$992 million will be **wasted** on TV ads nobody sees

Social is Where the Voters Are

2008 Social ad spending: \$500k
2012 Online ad spending: 10x
Social Ad Spend: 2.66x (2004), 5.5x (2008), 10x (2012 est.)

ads in social are seen by: **162 MILLION VOTERS**

Why is Paid Social so Powerful for Politicians?

people spend 10 hours per week on social apps
Paid social ads have built-in sharing
interest graph targeting helps candidates zero in on key voters
More nimble than TV
In the time that it takes to create 1 political 30-sec spot, 15 paid social campaigns can be launched
Social is all about realtime
It's critical for teams building political messages from breaking news and public opinion

Predictions for Paid Social in Political Campaigns in 2012

Social will follow people into the voting booth
The realtime aspect of social will lead to last-minute flip-flops among swing voters


Political Social Ad Spend is Predicted to Grow 15x in 2012

140 Proof offers simple, powerful advertising in the social ecosystem's top 50 apps. Our ads reach over 200 million U.S. voters monthly. To find out how leading campaigns are using 140 Proof to win, email us at sales@140proof.com.

www.140proof.com
SF - LA - NYC - DET - CH - DC

Sources:
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APPENDIX B



5 YEARS OF YOUTUBE POLITICS

500+

US candidates for office have official channels

92%

of House and Senate Members have official YouTube channels

YOUTUBE POLITICAL TIMELINE

2006

AUG 14 "Macaca" The original "Mac" ranting, ranting, ranting, in an angry tone.

JAN 26 Barack Obama: My Plans for 2008 Barack Obama announces his presidential bid on YouTube.

FEB 13 Crush On Obama Republican candidate Sen. Al Franken crushes Obama.

NOV 28 CNN / YouTube Debates First US Debate, live on YouTube, introducing the Obama vs McCain race.

2007

MAR 5 Vote Different Democrats endorse Hillary Clinton with the phrase "Vote Different".

FEB 23 A More Perfect Union President Obama's inaugural address.

FEB 2 Yes We Can Obama tells us how to win the election with the phrase "Yes We Can".

MAR 18 A More Perfect Union President Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

2008

FEB 2 Yes We Can Obama tells us how to win the election with the phrase "Yes We Can".

MAR 18 A More Perfect Union President Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

AUG 28 Dear Mr. Obama Barack Obama's inaugural address.

2009

NOV 15 President-Elect Obama's Weekly Address President-Elect Obama's weekly address.

JAN 11 Congress comes to YouTube Congress comes to YouTube.

JAN 20 White House YouTube Channel The White House's official YouTube channel.

NOV 16 We are Better than that!!!! One of the most popular YouTube videos of the year.

FEB 1 YouTube Interview with President Obama The President's first YouTube interview.

OCT 4 "I am not a witch" Obama's first YouTube video.


2010

FEB 1 YouTube Interview with President Obama The President's first YouTube interview.

OCT 4 "I am not a witch" Obama's first YouTube video.

2011

Major candidates for the 2012 presidential election post YouTube announcements



The White House uploads on average **17** VIDEOS A WEEK

STAY TUNED FOR 2012!

APPENDIX C

A day in the INTERNET

SOME OF US NEVER REALIZE HOW HUGE THE INTERNET REALLY IS. LET'S TAKE A LOOK AT A FEW STATISTICS FOR AN AVERAGE DAY ON THE INTERNET AND SEE HOW BIG THESE NUMBERS REALLY ARE...

Over **210 billion** emails are sent out daily...

...which is more than a whole years worth of letter mail in the United States

There are **3 million** images uploaded to flickr everyday...

...enough images to fill a **375,000** page photo album.

4.3,339,547 GIGABYTES are sent across all mobile phones globally everyday...

...enough to fill...

- 1.7 million** Blu-Ray Discs
- 9.2 million** DVDs
- 63.9 trillion** 3.5" diskettes

\$145 million is made from all mobile services daily...

...AND OVER **\$13 MILLION** IS GENERATED FROM MOBILE VIDEO GAMES

Sponsored by Guyana

700,000 new members are added on facebook everyday...

... the approximate population of Guyana

45 million status updates are being recorded daily...

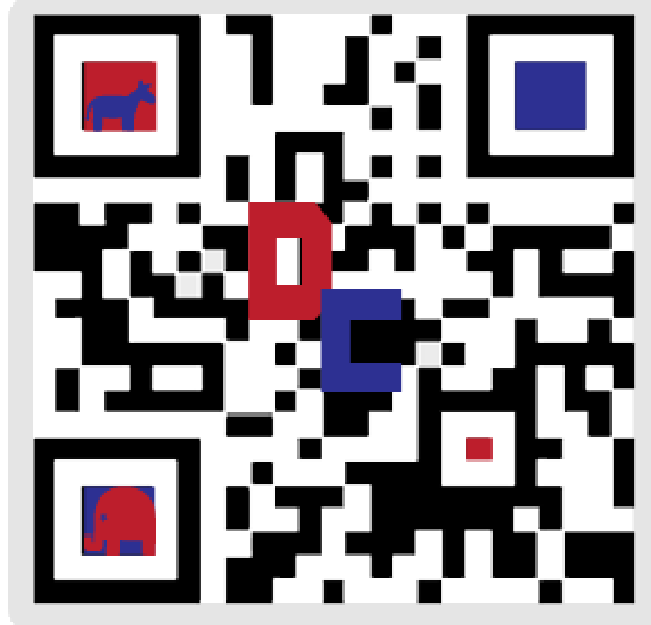
5 million tweets per day

Bloggers post **900,000** new articles everyday...

... enough posts to fill the NY Times for **19 YEARS!**

APPENDIX D

My online j-query website presentation is located at www.kaitielane.com/thesis or scan the QR Code below to view a mobile version.



This presentation was created with foundation zurb and impress.js, and is best viewed in Safari and Google Chrome, or other web-kit browsers. This website was created as supplement to my thesis that will preserve my main research and allow me to continue research into the ever changing fields of social media and politics.