

TRUMP

MAKE AMERICA GREAT AGAIN!



Donald J. Trump

@realDonaldTrump

Twitter profile for Donald

TWEETS
27.7K

FOLLOWING
42

FOLLOWERS
4.09M

FAVORITES
50



Tweets

Tweets & replies

Photos & videos



Donald J. Trump @realDonaldTrump · 2h

A letter to @CNN President Jeff Z...

Years ago, when I built the Vietnam Memorial in D.C. with a small group of others, I had always felt that we were doing something that was different. This is why my campaign is so different from any other in our history.

*Assessing Trump's Use of Social Media
in the 2016 U.S. Presidential Election*

Erika Grodzki, Ph.D.
Lynn University

Trump's Use of Social Media

- More than 19 million Twitter followers just before the election (Bickart et al., 2017)
- 18 million Facebook fans
- 5 million Instagram followers
- Source: Harvard Business Review (March 1, 2017)



Harvard Business Review Article

What Trump Understands About Using Social Media to Drive Attention

- a message spreads faster if it is "seeded"
- other idea - viral approach - use a few target influencers and create interest
- "Trump exploited Watt's theory at scale. He began with an enormous seedbed" (para 3).

The Twitter Impact

- Trump embraced immediacy, transparency and risk (Dr. Ladea Khan, director of the social analytics lab at Ohio University)
- According to Google Trends, online interest was 3 times higher for Trump than Clinton





Donald J. Trump ✓
@realDonaldTrump



So terrible that Crooked didn't report she got the debate questions from Donna Brazile, if that were me it would have been front page news!

10:14 AM - 1 Nov 2016

↩️ ↻️ 32,483 ❤️ 80,229



Donald J. Trump ✓
@realDonaldTrump



Happy #CincoDeMayo! The best taco bowls are made in Trump Tower Grill. I love Hispanics!

[facebook.com/DonaldTrump/po...](https://facebook.com/DonaldTrump/post...)

2:57 PM - 5 May 2016

↩️ ↻️ 84,418 ❤️ 119,083



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How long did it take your staff of 823 people to think that up--and where are your 33,000 emails that you deleted? twitter.com/hillaryclinton...

Memorable Tweets

The Importance of Facebook

- The Bulk of Fundraising (info from Brad Parscale as reported in Lapowsky, 2016)
- The campaign ran 40-50,000 variants of its ads and tested how they performed with various formats
- On the 3rd presidential debate day they ran 175,000 variations



The Impact of Fake News



- 'fake news' stories were shared more than the most popular mainstream news stories (Silverman, 2016)
- 115 pro-Trump fake stories were shared on Facebook 30 million times (Allcott & Gentzkow, 2017)
- 41 pro-Clinton fake stories were shared 7.6 million times (Allcott & Gentzkow, 2017)

Shocking Election Results



Supporters of presidential candidate Hillary Clinton watch televised coverage of the U.S. presidential election at Comet Tavern in the Capitol Hill neighborhood of Seattle on Nov. 8. (Photo by Jason Redmond/AFP/Getty Images)

- Polls did not correctly predict the outcome
- "Relying largely on opinion polls, election forecasters put Clinton's chance of winning at anywhere from 70% to as high as 99%"
- Source: (Merecer, Deane, & McGeeney, 2016, para 1).

Trump's Opposition Today



- Ethan Zuckerman, director of the Center for Civic Media at MIT, "You're starting to see these ... accounts that basically say, 'Hey, Mr. President, you value this medium that allows you to speak directly to the public. Turns out we can do that just as well as you can.'"
- Source: (Fiegerman, 2017, para 9)

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