



## APPENDIX 3.2

### POPULARIZING POLITICAL REHABILITATION: BONGBONG MARCOS'S FRIENDSTER

The Bangui windmills in Ilocos Norte were prominently featured in Bongbong Marcos's 2010 campaign materials. This screenshot of his profile in the defunct social media platform Friendster features an infantilized cartoon of Marcos holding a pinwheel, images of windmills behind a photograph of himself with his wife and children, and a link to an internet browser game called "Windmill City." The profile page also stated that Marcos had been a member of Friendster since 2004, which shows how early Marcos adopted the use of online social networking platforms for his political rehabilitation. That was to be his last term as governor of Ilocos Norte, 2004-2007.



Figure 1. Screenshot from Bongbong Marcos's Friendster profile.

Source: Marcos, Bongbong. 2010. "Bongbong Marcos's Profile." Friendster. May 5. <https://web.archive.org/web/20100505233116/http://profiles.friendster.com>

**Bongbong Marcos's Profile**



**Bongbong Marcos**  
Male, 52, Married, Batac, Ilocos Norte, PH More  
Last logged in: 2 days

— If you believe in what I can do for this country, please vote for me as Senator (#32). Thank you for your support! 05/03/2010  
[All Shoutouts](#)

**Bongbong Marcos's Fans (7856)**

Ejay	BoNiE	harold tom	Loribelle	SfSRI...	fLTYD

[Become Fan](#)  
[Send a Gift](#)  
[Send Message](#)  
[Add Bookmark](#)  
[Forward to Friend](#)

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**More About Bongbong Marcos**

**Interested In:**  
Fans, Activity Partners

**Member Since:**  
Mar 2004

**Hometown:**  
Batac, Ilocos Norte

**Company:**  
Ilocos Norte

**Bongbong Marcos's URL:**  
<http://profiles.friendster.com/bongbongmarcos>

**Occupation:**  
Governor

**Zodiac Sign:**  
Virgo

**About Me:**  
In 17 years in public service, Ferdinand "Bongbong" Marcos Jr. has compiled a distinguished record of achievement as a political leader and public manager, most of it accomplished away from the spotlight.

Born to prominent parents who commanded the heights of public life during their time, Bongbong was drawn early to the challenge of public service. At 23, he was elected vice-governor of Ilocos Norte in 1980.

But in 1986, after the EDSA Revolution, he was forced to leave the country in exile. While he was away, his thoughts were not far from the country, as he continued to study and develop his skills, with the plan to return to the Philippines in mind.

Braving the possibility of arrest from the new regime, Bongbong was the first of his family to return to the country. Despite all the stigma that he had to endure, in 1992 he was elected to the House of Representatives as representative for the second district of Ilocos Norte. As an opposition congressman, he authored the landmark act establishing the Philippine Youth Commission.

Figure 2. Screenshot from Bongbong Marcos's Friendster profile.

Source: Marcos, Bongbong. 2010. "Bongbong Marcos's Profile." Friendster. May 5. <https://web.archive.org/web/20100505233116/http://profiles.friendster.com/bongbongmarcos>.

