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Social Media and elected leaders

In recent years, the use of social networks is increasingly used by emblematic figures of the political world. This had a significant influence in Barack Obama's campaign in 2008. In the united states, most politicians use social networks. Donald trump for example, the leader of the Republican party, is a very active member on the social networks; Especially on twitter. Today, the popularity of a candidate is also measured by its number of subscribers on Twitter or on Facebook. For The politicians, it is an immediate and free way to communicate. The governor of Texas, Greg Abbott, and his Lieutenant Governor Dan Patrick are also part of those who communicate enormously via social networks. However, it should be noted that social networks present both advantages and disadvantages.

Last year, during the 2016 elections in the United States, there was a particularly intense campaign. Social networks have become a means of communication crucial to convey the positions of candidates, and a privileged platform of debate for Internet users. As far as Texas is concerned, the governor, Greg Abbott, and his Lieutenant Dan Patrick always make extensive use of social networks to increase the visibility of Texas at the national and state level. This communication is possible by using the content sharing and referencing systems of social networks, called SMO (Social Media Optimization). The messages they publish are aimed at an unlimited number of people in space-time, since Internet users can share their contents without limits. Per Tim Hughes and Matt Reynolds, in their book entitle “Social Selling: Techniques to Influence Buyers and Changemakers,” the social networks have powerful promotional tools. For example, Facebook includes an ad system that allows ads to be served by defining target criteria: age, gender, place of residence, and interests. All this constitutes a significant advantage for the development of their online presence.

A complete analysis of the twitter and Facebook of Governor Greg Abbott and Lieutenant Dan Patrick lead us to understand that social networks are a privileged platform for dialogue between politicians and the people. Per Daniel Trottier and Christian Fuchs, in their book entitle “Social media, politics and the state: protests, revolutions, riots, crime and policing in the age of Facebook, Twitter and YouTube.” The politician feels closer to his voters crossing the social networks. It is a free and easy way to communicate with others. They can communicate directly with friends, colleagues, citizens, and voters from around the world almost immediately. In addition, social networks, like Facebook, are a good way to stay in touch with new and old friends. The Governor Greg Abbott and Lieutenant Dan Patrick easily share their thoughts, pictures and videos just by touching one button. Governor Greg Abbott and Lieutenant Dan Patrick inform us through twitter and Facebook about their activities. With respect to the energy sector, for example, Governor Greg Abbott tells us that it is a sector that continues to be a determining factor for the Texas economy. Nevertheless, a real diversification has been achieved successfully over the last twenty years with the development of new information technologies, the electronics and software sector, medical and biotechnology, aeronautical construction.

The political debate has taken a flawed turn on social networks for many US users, to the point that some have changed their settings to expunge their "wall" or limit the messages too virulent. The social network is not enough to have information on the various activities of the governor or his lieutenant, because they publish information that they choose. It would also be important to learn about radio or television. Although many benefits stem from social networks, the disadvantages and dangers that result are many and varied. According to John H. Parmelee and Shannon L. Bichard, in their book entitle “Politics and the Twitter revolution: how tweets influence the relationship between political leaders and the public,” everything is virtual in these sites, the images, the videos, the interactions, everything is not true. The problem with this is that by dint of using them, we end up taking these things for reality. On the other hand, one thing is certain, the dangers of social networks are real. During the presidential campaigns, social networks serve more to instrumentalize than to recount the facts. This is an opportunity for candidates and their supporters to share information in order to manipulate the population.

In conclusion, The Governor of Texas, Greg Abbott, and his Lieutenant Governor Dan Patrick, as politicians, make perfect use of social networks to connect and communicate with citizens. Indeed, since most people have a Facebook or twitter account, it is easy to share and discuss with others about valuable resources, knowledge and information. So, it's easy to help and influence others life, and make a difference. But it is also necessary to remain warned and vigilant about the danger of social networks. The first thing to know here is that everything is not necessarily true in social networks, that is why it is important to vary its sources of information.

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