



**Social Listening in Conservative
And Liberal Spaces
(February 2021)**

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Document Purpose

The purpose of this document is to use social listening practices to observe conservative and liberal spaces on social media. The document examines the platforms of Facebook, Twitter, and Reddit. In observing these social media platforms, we aim to identify opportunities for bridging and fostering civil discourse across political divides. While we acknowledge the role that social sites such as Youtube, Parlor, Gab, and Telegram play, they are out of scope for this paper. While the first half of this paper examines conservative and liberal influencers on social media, the latter half discusses how to use Saved Audiences on Facebook to connect with Red, Blue, and Purple individuals.

Top Level Questions

Some of the top level questions we consider in this document:

1. What hashtags are conservatives and liberals using?
2. What social media spaces do conservatives and liberals occupy?
3. How might we engage people through these hashtags to foster more bridging sentiment and action?
4. What bridging *messages* might appeal most to conservatives and / or liberals?
5. What bridging *actions* might appeal most to conservatives and / or liberals?

Social Listening in Conservative Spaces

Facebook

In his NY Times piece, '[What if Facebook is the Real Silent Majority?](#)' Kevin Roose notes conservative Facebook pages consistently outperform liberal Facebook pages in terms of engagement. Roose used Tangle, a Facebook-owned tool for looking at what's popular on the platform, to compile a [leaderboard](#) demonstrating the top 10 most interacting with posts by US Facebook pages every day. Consistently, conservative posts outperform liberal posts on this leaderboard. On the day of writing, the top 10 posts come from 1. Donald Trump, 2. Mike Rowe, 3. Breitbart, 4. Dan Bongino, 5. USA Patriots for Donald Trump, 6. Breitbart, 7. CNN, 8. Fox News, 9. Buzzfeed and 10. Fox News. That is 8 of the 10 top posts tied to conservative media coverage.

Alex Thompson of Politico [notes](#), "Ben Shapiro, founding editor in chief of The Daily Wire, has logged over 175 million engagements on his Facebook page since June 21 compared with just 27 million for The New York Times." The [Washington Post](#) found the trend of conservative posts leading the political conversation on Facebook to be consistent with the performance of debate coverage on social media for the first Presidential Debate of 2020.

According to [Crowdtangle US Election Tracking](#), for the period of September 6th - October 6th, the top 3 pages in terms of share of voice for politics were Donald J. Trump (14% Share of Voice), Fox News (9% Share of Voice), and Breitbart (6% Share of Voice). In terms of total interactions on posts for the past 12 months, while the top 2 posts are held by Barack Obama, the following top 6 posts for the past 12 months are all held by Donald Trump, followed by additional posts from Franklin Graham.

Influencers (Updated September 2020)

Key political influencers in conservative social media are:

- [Donald J. Trump](#) (President)

- Focus on the 2020 campaign, sharing positive news coverage, critiquing the Biden Campaign
- [Mike Pence](#) (Vice President)
 - Sharing content from the campaign trail, Facebook Live, and information on the Republican platform
- [Ted Cruz](#) (Senator, TX)
 - Sharing work in the Senate, endorsements for the 2020 Election, promotion of President Trump. Regularly uses Facebook Live to connect with his audience.
- [Mitt Romney](#) (Senator, UT)
 - Sharing work in the Senate and Republican policy proposals
- [Matt Gaetz](#) (Rep. FL-1)
 - Concerned with the silencing of conservative voices and the rise of the radical left

Key political influencers in conservative media are:

- [Ben Shapiro](#) (The Daily Wire)
 - Counterculture and coverage from conservative media
- [Tomi Lahren](#) (Fox News Contributor)
 - Current coverage is of the 2020 campaign, specifically addressing the positive impact that President Trump has had on the country
- [Glenn Beck](#) (The Glenn Beck Program)
 - Concerned with Antifa, constitutional integrity, and the 2020 Election. Has previously hosted Living Room Conversations and Make America Dinner Again for a conversation on bringing people together from different perspectives.
- [Laura Ingraham](#) (Ingraham Hour)
 - Themes include patriotism, the impact of the lockdown on working-class individuals, and the 2020 election.
- [Rush Limbaugh](#) (The Rush Limbaugh Show)
 - Concerned with supporting law enforcement, counteracting #fakenews, and the 2020 election
- [Mark Levin](#) (Mark Levin Show)
 - Concerns about the deep state, fake news, and extremism on the left
- [Sean Hannity](#) (Fox News)
 - Coverage of the 2020 Election with concerns about extremism on the left
- [Bill O'Reilly](#) (Conservative Commentator)
 - Coverage of the 2020 election

Key popular / grassroots influencers in conservative media are:

- [Dan Bongino](#) (Former Secret Service Agent, The Dan Bongino Show)
 - Coverage of the 2020 election, critical of the left as becoming more extreme
- [Michelle Malkin](#) (Conservative Blogger)
 - Pro law enforcement, critical of mask mandates and political correctness
- [Candace Owens](#) (Conservative Commentator and Activist)
 - Critical of BLM and supportive of President Trump's pandemic leadership efforts

- [Dinesh D'Souza](#) (Far right commentator, previously pardoned by President Trump)
 - Promotion of new film "Trump Card" an exposé of the socialism, corruption, and gangsterization that now define the Democratic Party.'
- [Franklin Graham](#) (Evangelical Minister)
 - Looks at the 2020 Election through an evangelical lens. [USA Patriots for Donald Trump](#) (The Conservative Opinion Blog)
 - Critical of Former President Obama and sees Antifa as emboldened by the left
- [Charlie Kirk](#) (President of Turning Point USA)
 - Critical of fake news media and posts regarding the left's policy on immigration as well as anti-patriotism
- [Blue Lives Matter](#) (Blue Lives Matter Movement)
 - Support of law enforcement and opposition to the Black Lives Matter Movement
- [David J Harris Jr.](#) (Conservative Author and Podcaster)
 - Pro-President Trump coverage from a black conservative.

Twitter

Hashtags

#KeepAmericaGreat, #draintheswamp, #MakeAmericaGreatAgain, #FourMoreYears, #LeadRight, #NCBoots (NC Republican Party), #FightTheCensors, #TogetherApart, #ReopenVirginia, #ReOpenAmerica, #EndTheLockdown, #WeThePeople

Themes

Below are several trending themes within Conservative Twitter:

- A fundamental part of conservative identity is patriotism.
- Even within the Conservative Movement there is a Pro-Trump/Anti-Trump Camp. Despite both being conservatives, individuals who are in the Pro-Trump camp view conservatives who do not support President Trump negatively.
- The issue with the increasing influx of immigration into the United States is that immigrants are taking jobs that could have gone to born Americans.
- Given the number of Americans who have been laid off in the pandemic, there is an increase of anti-immigration hashtags, including #BuildTheWall and #ImmigrationBan
- Rural Communities v Urban Coastal Elites.
- Free Speech, Anti-Censorship. Conservative voices are being blocked on college campuses.

- One of the most important things that Americans should focus on during the pandemic is reopening the economy; Americans are losing their livelihoods.
- Liberals are using the lockdown in order to create a police state and impose socialism. Reject the idea of #TheNewNormal

Influencers (Updated September 2020)

Key political influencers in conservative social media are:

- [Donald J. Trump \(@realDonaldTrump\)](#): [Blocked by Twitter]
 - Focus on Fox News content, sharing successes of Republican Legislators, Critique of the Biden Campaign
- [Rep. Dan Crenshaw \(@RepDanCrenshaw\)](#)
 - Drafted post on [WSJ](#) on why reopening is a politically divisive issue as the parties have different concepts of risk, liberty, and morality.
 - Criticism of Democratic Congressperson's response to the pandemic
 - Stress on the importance of reopening the economy to support small businesses
- [Steve Scalise \(@SteveScalise\)](#)
 - Highly critical of Democrats' response in the pandemic. A pinned tweet on his page says, "Dems are taking advantage of this crisis to play politics and push their radical socialist agenda."
 - Use of hashtags #InItTogether and #GoodNewsOfTheDay to share stories of both government support (top-down) and communities supporting each other (bottom-up)
- [Sarah Palin \(@SarahPalinUSA\)](#): Former Gov of Alaska and VP Nominee
 - Has not been active in the past few months. Recently shared the first episode of Some Good News on her Twitter page.
- [Steve Watkins \(@Steve4Kansas\)](#): Congressman from KS, Trump Campaign KS Campaign Co-Chair, Leader of the Problem Solvers Caucus (Bipartisan)
 - Positive coverage on the Trump campaign
- [Karl Rove \(@KarlRove\)](#): Political Consultant and Former White House Staffer
 - Positive coverage on the Trump campaign's response to COVID and opening the economy
- [Mitt Romney \(@MittRomney\)](#): Current Senator, Former Presidential Candidate
 - Has mainly stayed away from COVID commentary beyond critiquing Democrats holding up the relief bill
 - Mitt Romney has used hashtags such as #InThisTogether to promote stories around Weaving Community
- [Kellyanne Conway \(@KellyannePolls\)](#): Presidential Advisor
 - Commentary has focused on the Tara Reed Assault Case and positive commentary around President Trump's COVID response
- [Eric Trump \(@EricTrump\)](#): Son of President Trump, VP of Trump Organization
 - Current social media content is focused on the re-electing President Trump

- [Donald Trump Jr. \(@DonaldJTrumpJr\)](#): Son of Pres. Trump, works for Trump Organization
 - Current social media content is focused on the re-electing President Trump

Key political influencers in conservative media are:

- [Meghan McCain](#): Conservative Columnist and Daughter of John McCain
 - McCain retweeted [this](#) thread about Rural America from Jared Yates Sexton
 - McCain has posted stories which align with the conservative idea of supporting the local community as a bottom-up approach to positive social change.
- [Glenn Beck \(@glennbeck\)](#): Political Commentator
 - During the pandemic, Glenn Beck did an episode about why the left and the right need to be in conversations together, including interviewing Make America Dinner Again and Living Room Conversations, as well as interviewing Ted Cruz about his work with Sen. Gillibrand the Democratic Mayor of Houston
- [Laura Ingraham \(@IngrahamAngle\)](#): Fox News
 - Commentary has been focused on the economic impact of the pandemic and limiting immigration due to the impact on American citizens.
- [RedState \(@RedState\)](#): Conservative Blog
 - Focused on the concept that progressives and journalists are not in line with rural/blue-collar workers and that the majority of Americans fear losing their rights under COVID

Key popular / grassroots influencers in conservative media are:

- [Steve Schmidt](#): Prominent Never Trumper who left the Republican Party in 2018
 - Schmidt has been focusing his posts around promoting the Democratic Candidate, Joe Biden, and critiquing President Trump's handling of the pandemic.
- [Michelle Malkin \(@michellemalkin\)](#): Conservative Blogger and Columnist
 - Highly concerned about the impact of immigration on American jobs.
- [Michael Johns \(@michaeljohns\)](#): Cofounder of the Tea Party, Former White House Speechwriter, Heritage Foundation Analyst
 - Focus on President Trump's response to the coronavirus
 - Has spoken about seeing the left as the enemy of freedom and constitutional rights
- [Heritage Foundation \(@Heritage\)](#): Conservative Think Tank
 - This month has focused on economic security for American Citizens and the importance of reopening the economy
- [Tomi Lahren \(@TomiLahren\)](#): conservative political commentator and Fox News talk show host
 - Criticism of BLM ([ex 1](#), [ex 2](#), [ex 3](#)), the Joe Biden campaign.

Reddit

The following Reddit threads are conversations that have been separated on the basis of whether we believe there is room for engaging in bipartisan conversation or whether we believe these threads are more beneficial for social listening.

Bipartisan Conversation

<https://www.reddit.com/r/askaconservative/>

Description: This sub exists for non-conservatives to ask conservatives questions about the definition of conservatism, Right-wing politics, conservative theory, traditional values, policy in conservatism, and conservative principles.

Data: 12,400 Participants. Created in November 2012

Only conservatives will answer those questions. New conservatives, independents, libertarians, moderates, (polite) liberals and others can then engage in Socratic dialogue in order to understand and explore conservatism.

This is not a sub for people to "argue" and "debate" in the debased manner as performed on most of Reddit and other social media sites. Those shouting matches are not productive; we aim toward civil discussion of high quality, and we moderate to match.

Rules Requirements: No tone policing. Contributions must be civil, fact/logic based, and informative. No astroturfing.

Overall Theme: Conservative Ideology

Sample Posts:

- [Do You Have Any Liberal Friends](#)
- [As Conservatives Have Become More Liberal Since The 50s, what makes you sure you have the “right” amount of Conservatism?](#)
- [What are some issues where you find yourself more in the liberal camp?](#)
- [What is your most traditionally liberal belief?](#)
- [What is something you wish leftists like myself understood about conservatives and what is something you wish you understood about leftists?](#)

Our Assessment: Subreddit is useful for asking questions on conservatives in a non-judgemental format in order to better understand conservative ideology.

<https://www.reddit.com/r/AskTrumpSupporters/>

Description: A Q&A subreddit to help improve understanding of Trump supporters and their views, and the reasons behind those views.

Data: 77,800 Participants. Created February 2016

Rules Requirements: Undecided and nonsupporter comments must be clarifying in nature with an intent to explore the stated view of Trump Supporters. Posts must be made in good faith

Themes: Questions are usually posed by taking a current policy issue or statement from President Trump and asking for supporter's opinions in a nonjudgmental fashion.

Sample Posts:

- Recent Post: [What do you think the left's ideal society would look like?](#)
- Recent Post: [Do you think people who don't support Trump in favor of democratic candidates \(Hillary, Biden\) are objectively wrong or just have different priorities and values?](#)

Our Assessment: Subreddit is useful for asking questions on conservatives in a non-judgmental format in order to better understand the views of self-proclaimed Trump supporters.

<https://www.reddit.com/r/NeutralPolitics/>

Description: A heavily moderated community dedicated to evenhanded, empirical discussion of political issues. Based on facts and respectful discussion

"We welcome and encourage any viewpoint to engage in discussion. The idea behind r/NeutralPolitics is to set up a neutral space where those of differing opinions can come together and rationally lay out their respective arguments. We are neutral in that no political opinion is favored here - only facts and logic. Your post or comment will be judged not by its perspective, but by its style, rationale, and informational content."

Data: 294,000 Participants. Created February 2012

Rules Requirements: We do not allow overly broad questions, solicitations of pure opinion, surveys, requests to explain public opinion or media coverage, posts about other subreddits, or meta posts. No self-promotion

Sample Posts:

- [Does the President have the authority to quarantine a state or other local area?](#)
- [What are the advantages and disadvantages of unconditionally allowing people to vote by mail?](#)

Our Assessment: Subreddit is beneficial to analyze to see scientifically-driven conversations from the left and the right.

Social Listening

<https://www.reddit.com/r/Republican/>

Description: /r/Republican is a partisan subreddit. This is a place for Republicans to discuss issues with other Republicans.

Data: 107,000 Participants. Created October 2008

Rules Requirements: Do not make comments consisting entirely of leftist talking points or defending leftist ideology. "Thou shalt not speak ill of any fellow Republican." (Reagan's 11th Commandment)

Themes: The Mainstream Media is #FakeNews, Pro Second Amendment, Concerns about the Country Moving Towards Communism Under Democrats

Sample Posts:

- Focus on Biden Sexual Assault Case
- Social Distancing Violates Civil Liberties
- China Should Be Held Accountable for COVID
- The Media Downplayed COVID and Trump has been successful with the hand he was dealt

Our Assessment: Little room for bridging overtures, due to rules assessment that exclude "leftist talking points." Relevant to examine what types of issues are most relevant to conservatives.

<https://www.reddit.com/r/Conservative/>

Description: The place for Conservatives on Reddit. "We provide a place on Reddit for conservatives, both fiscal and social, to read and discuss political and cultural issues from a distinctly conservative point of view"

Data: 327,000 Participants. Created January 2008

Themes: Small Government, Pro-Gun, Pro-Life, China Needs to Be Held Accountable for COVID, Liberal's are manipulate soundbites from President Trump to take information out of context

Sample Posts:

- The Mainstream Media is #FakeNews
- Trump 2020
- Biden and Sexual Assault

Final Assessment: Little Room for Bipartisanship due to rules assessment stating that all commentary must come from a conservative perspective. Relevant to examine what types of issues are most relevant to conservatives.

KPI Tracking

Table 1: Republican KPI Tracking (last updated November 2020)

	Facebook	Twitter	Instagram
Donald J. Trump	32.5 Million	88.9 Million	24.4 Million
Rep. Dan Crenshaw	353K	705K	2.2 Million
Steve Scalise	113K	465.3K	47.5K
Sarah Palin	4.6 Million	1.5 Million	177K
Steve Watkins	4K	2.4K	N/A
Karl Rove	147K	682.8K	13.8K
Mitt Romney	9.3 Million	2.1 Million	128K
Kellyanne Conway	N/A	3.6 Million	N/A
Eric Trump	811K	4.5 Million	2 Million
Donald Trump Jr.	3.3 Million	6.3 Million	4.2 Million
Meghan McCain	N/A	793.7K	449K
Glenn Beck	3.1 Million	1.3 Million	245K
Laura Ingraham	1.4 Million	3.9 Million	N/A
RedState	225.5K	531K	N/A
Rush Limbaugh	2.4 Million	463K	N/A
James Woods	N/A	2.7 Million	N/A
Steve Schmidt	N/A	1.2 Million	N/A

Michelle Malkin	1.8 Million	2.2 Million	N/A
Michael Johns	2K	233.6K	N/A
Heritage Foundation	2.1 Million	678K	110K
Tomi Lahren	4.9 Million	1.7 Million	1.9 Million

News Outlets

Fox, Drudge, New York Post, The Daily Caller, National Review, Blaze, WSJ, The Hill, Reuters, Daily Wire, The American Conservative, National Review, Breitbart

Social Listening in Liberal Spaces

Facebook

According to [Crowdtangle US Election Tracking](#), Barack Obama held the 2 highest engaged posts over the past 12 months.

Influencers

Key political influencers in liberal social media are:

- [Barack Obama](#) (Former President)
 - Endorsement of Joe Biden's Presidential run and information on voter registration
- [Michelle Obama](#) (Former First Lady)
 - Endorsement of Joe Biden's Presidential run and information on voter registration
- [Joe Biden](#) (Former Vice President and Democratic Nominee for President)
 - Contrast messaging between him and President Trump and making the case for why America needs a change
- [Kamala Harris](#) (Senator, California and Democratic Nominee for Vice President)
 - Contrast messaging between Joe Biden and President Trump and making the case for why America needs a change
- [Bernie Sanders](#) (Senator, Vermont)
 - Critical of the Trump campaign's coronavirus response and support for Joe Biden's campaign. Content includes support for working families and information on why voters need to participate in the 2020 election
- [Elizabeth Warren](#) (Senator, Massachusetts)
 - Critical of the Trump campaign's coronavirus response and support for Joe Biden's campaign. Endorsements of down-ballot candidates for the upcoming election.

- [Alexandria Ocasio-Cortez](#) (Rep. NY-14)
 - GOTV efforts in favor of Progressive candidates

Key political influencers in liberal media are:

- [Rachel Maddow](#) (The Rachel Maddow Show)
 - Critical of the Trump campaign, especially regarding foreign interference in the election and President Trump's finances

Key popular / grassroots influencers in liberal media are:

- [Pod Save America](#) (Podcast hosted by former Obama Staffers)
 - Coverage of the 2020 election by former Obama staffers. Podcast is from Crooked Media
- [Stand Up America](#) (Progressive Advocacy Organization)
 - 2020 election coverage through a progressive lens
- [Occupy Democrats](#) (Merger of Occupy Movement with the Democratic Party)
 - Criticism of President Trump, focus on a counternarrative
- [The Other 98%](#) (Non-profit)
 - Focus on a counternarrative regarding what policies benefit corporations v. American people
- [Being Liberal](#) (Oldest Liberal Facebook Community)
 - Focus on Democrat policy agenda
- [Ridin' With Biden](#) (Interest Group)
 - Large overlap of content with Occupy Democrats. Focused on helping Joe Biden win the 2020 Election.

Twitter

Hashtags

#FeeltheBern #BlueWave #VoteThemOut #VoteBlueNoMatterWho #OurRevolution #VoteBlue #FlipItBlue
#Resist #WinTheEra

Themes

Below are several trending themes within Liberal Twitter:

- Healthcare for All (Either Medicare for All or Medicare for All Who Want It)
- Protecting Small Businesses
- Encouraging other people to run for office (especially young, diverse, progressives)
- Criticism of President Trump (often with strong language)

- Mental Health during the pandemic

Influencers

Key political influencers in liberal social media are:

- [Barack Obama \(@BarackObama\)](#): Former President
 - Focus has been on supporting each other during the pandemic, supporting Joe Biden's presidential run, and recognizing the work of essential workers/community members
- [Michelle Obama \(@MichelleObama\)](#): Former First Lady
 - Focus has been on empowering women and girls and sharing their stories
- [Joe Biden \(@JoeBiden\)](#): Former VP, Democratic Nominee, Member of Congress
 - Tweets are currently mainly being used as stump speech talking points. Making the case of why Democrats should win the 2020 election.
- [Alexandria Ocasio-Cortez \(@AOC\)](#): Member of Congress, Member of "The Squad"
 - Medicare for All and economic security are major themes
- [Amy Klobuchar \(@amyklobuchar\)](#): Member of Congress, 2020 Democratic Presidential Candidate
 - Criticism of President Trump's COVID response
- [Bernie Sanders \(@SenSanders\)](#): Member of Congress, 2020 Democratic Presidential Candidate
 - Focus has been the conflict in Yemen, critiquing the Trump Presidency, economic insecurity, and the impact a transformation of the health-care system would have on treating COVID
- [Kamala Harris \(@KamalaHarris\)](#): Member of Congress, 2020 Democratic Presidential Candidate, 2020 Democratic vice presidential nominee
 - Highlighting conversations around gun control, progressives running for office, SNAP benefits, and racial injustice. Focused on flipping the Senate and electing Joe Biden.
- [Elizabeth Warren \(@ewarren\)](#): Member of Congress, 2020 Democratic Presidential Candidate
 - Endorsing down-ballot progressives. Cancelation of student debt, paid leave, and hazard pay
- [Adam Schiff \(@RepAdamSchiff\)](#): Member of Congress, Chairman of the Intelligence Committee
 - Statements around how the Trump campaign is utilizing the pandemic to sow division.
- [Beto O'Rourke \(@BetoORourke\)](#): Member of Congress, 2020 Democratic Presidential Candidate
 - Highlighting conversations around gun control, progressives running for office, SNAP benefits, and racial injustice
- [Pete Buttigieg \(@PeteButtigieg\)](#): Member of Congress, 2020 Democratic Presidential Candidate
 - Criticism of the Trump campaign and making the case that Democrats (up and down the ballot) can provide the best opportunity for the nation to heal going forward
- [Andrew Cuomo \(@NYGovCuomo\)](#): Governor of New York
 - Twitter has primarily been used as a vehicle to communicate news around COVID in NY, update the public about policy changes, and to post video updates of speeches
- [Ayanna Pressley \(@AyannaPressley\)](#): Member of Congress, Member of "The Squad"

- Focus on healing the economic impact of the pandemic while keeping people safe. Cancelation of student debt, paid leave, and hazard pay.
- [Rep. Ilhan Omar \(@Ilhan\)](#): Member of Congress, Member of “The Squad”
 - Focus has been on how COVID has exacerbated racial and social divisions in the country and what needs to be done to heal those divides

Key political influencers in liberal media are:

- [Crooked Media \(@crookedmedia\)](#): Media Company started by former Obama staffers
 - Promoting the 12 different podcasts run by Crooked Media.
 - Company description: “Twitter is a great place to slowly lose your mind ... we promise a no-bullshit conversation about politics and culture where you can laugh, cry, scream, ridicule us daily, share your ideas, and hopefully decide that you want to help fix this mess too.”
 - Select Staff:
 - [Jon Favreau \(@jonfavs\)](#): Barack Obama Head Speechwriter
 - [Jon Lovett \(@jonlovett\)](#): Speechwriter for Barack Obama and Hillary Clinton
 - [Tommy Vietor \(@TVietor08\)](#): Former White House National Security Spokesperson
 - [Dan Pfeiffer \(@danpfeiffer\)](#): Senior Advisor to Barack Obama
 - [David Plouffe \(@davidplouffe\)](#): Campaign Manager fo Barack Obama
 - [Alyssa Mastromonaco \(@AlyssaMastro44\)](#): Former White House Deputy Chief of Staff
- [Rachel Maddow \(@maddow\)](#): American television host and liberal political commentator
 - Critiques of trump administration, clips from her show
- [Maddow Blog \(@MaddowBlog\)](#)
 - Criticism of President Trump’s COVID response, clips from her show
- [Joe Scarborough \(@JoeNBC\)](#): Political Correspondent and former Republican Representative. He now identifies as an Independent
 - Highly critical of President Trump’s response to the pandemic.
- [Josh Barro \(@jbarro\)](#): Host of Podcast Left/Right/Center where he brings on people from the Left, Right, and Center to discuss the week in Politics. Former Republican who left the party and registered as a Democrat after 2016.
 - Primarily has been retweeting content on Twitter as opposed creating content. Focus has been critical of President Trump.
- [Me Too \(@MeTooMVT\)](#): Global organization that works towards eradicating sexual violence by shifting culture, policies, and institutions.
 - Content has been mainly focused on creating open conversation regarding sexual assault. Limited content regarding upcoming elections or today's politics.
- [Alyssa Milano \(@Alyssa_Milano\)](#): Actress and political activist
 - Promoting Biden campaign, retweeting several liberal politicians and criticising President Trump’s response to the COVID-19 pandemic.
- [Mark Ruffalo \(@MarkRuffalo\)](#): actor, climate change advocate

- Primarily retweeting climate change posts, posts which advocate the importance of voting and advocating for mask wearing.
- [Leonardo DiCaprio \(@LeoDiCaprio\)](#): Actor and environmentalist
 - Content is almost completely dedicated towards advocating for environmentalism. Mix of retweets and own tweets.

Key popular / grassroots influencers in liberal media are:

- [Amanda Litman \(@amandalitman\)](#): Founder and ED of Run for Something
 - Primarily focused on down-ballot election of progressive candidates and encouraging people to run for office. Critical of the Trump campaign response to COVID
- [Christina Reynolds \(@creynoldsnc\)](#): Hillary Alum, VP. of Comms at Emily's List
 - Focusing on electing pro-choice women, critiquing the Trump campaign
- Parkland Student Activists/Moms Demand Action
 - [Moms Demand Action \(@MomsDemand\)](#)
 - [David Hogg \(@davidhogg111\)](#)
 - [Emma González \(@Emma4Change\)](#)
- [Stacey Abrams \(@staceyabrams\)](#): Founder of Fair, Fight, Action
 - Criticism of the Trump campaign, ensuring that everyone will have access to vote during the pandemic

Reddit

The following Reddit threads are conversations that have been separated on the basis of whether we believe there is room for engaging in bipartisan conversation or whether we believe these threads are more beneficial for social listening.

Bipartisan Conversation

<https://www.reddit.com/r/AskALiberal/>

Description: For any question that's burning to be asked. To foster communication between political foes.

Data: 9,400 participants. Created July 2012

Rules Requirements: This question or comment must be made in good faith. Accounts must be at least 30 days old to participate here, and there is a minimum comment karma requirement of 100. Throwaway accounts are not welcome.

Themes: Impact of COVID on the election, Discussing the split between progressive liberals and moderate liberals

Top Posts in the last week:

- Recent Post: [Do Liberals Ever Get on Your Nerves](#)
- Recent Post: [Why Are We Being Presented a False Choice?](#)
- Recent Post: [What Liberal Figureheads are Hated by Liberals?](#)
- Recent Post: [What does the Post-Sanders Left Need to Do to Start Winning?](#)

Our Assessment: Subreddit is useful for asking questions of liberals in a non-judgemental format in order to better understand liberal ideology.

Social Listening

<https://www.reddit.com/r/Liberal/>

Description: Subreddit on Liberals

Data: 87,100 Participants. Created May 2009

Rules Requirements: No self promotion. Must use high quality sources. No news older than 30 days

Themes: At present, most posts are about condemning President Trump

Final Assessment: Subreddit is useful for understanding commentary in liberal circles, but little opportunity for bipartisan engagement.

<https://www.reddit.com/r/politics/>

Description: /r/Politics is for news and discussion about U.S. politics.

Data: 6.1 Million Participants. August 2007

Themes: At present, controversial news posts are posted and individuals debate the merits of the article

Our Assessment: Subreddit is useful for understanding commentary on politics. While this has both liberals and conservatives, the subreddit leans liberal. Useful for social listening, but as the subreddit can be highly contentious, better for social listening than social engagement on an organizational level

KPI Tracking

Table 2: Democratic KPI Tracking (last updated November 2020)

	Facebook	Twitter	Instagram
Barack Obama	56.9 Million	126.3 Million	33.8 Million

Michelle Obama	18.1 Million	18.2 Million	44 Million
Joe Biden	7.6 Million	19 Million	13.5 Million
Alexandria Ocasio-Cortez	1.5 Million	10.4 Million	8 Million
Amy Klobuchar	416K	1.3 Million	301K
Bernie Sanders	5.6 Million	13.7 Million	5.9 Million
Kamala Harris	3.1 Million	11.8 Million	12.6 Million
Elizabeth Warren	3.4 Million	6.5 Million	2.6 Million
Adam Schiff	450K	2.6 Million	204K
Beto O'Rourke	920K	1.8 Million	895K
Pete Buttigieg	649K	2.9 Million	1.3 Million
Andrew Cuomo	1 Million	2.5 Million	259K
Ayanna Pressley	89K	846.8K	449K
Ilhan Omar	546K	2.6 Million	1.3 Million
Crooked Media	102K	418K	273K
Jon Favreau	2.6 Million	1.4 Million	2.2 Million
Jon Lovett	N/A	850.5K	43.5K
Tommy Vietor	N/A	592.1K	43.4K
Dan Pfeiffer	N/A	721.2K	7K
David Plouffe	16K	308.5K	N/A
Alyssa Mastromonaco	N/A	157.7K	10K

Rachel Maddow	N/A	10.4Million	N/A
Maddow Blog	2.6 Million	1.1 Million	485K
Joe Scarborough	139K	2.7 Million	87.2K
Josh Barro	13.5K	271.7K	4K
Me Too	103K	1001.1K	73.1K
Alyssa Milano	1.5 Million	3.7 Million	2.9 Million
Mark Ruffalo	6.4 Million	6.9 Million	18.9 Million
Leonardo DiCaprio	18.8 Million	19.3 Million	47.2 Million
Amanda Litman	N/A	61.5K	1.8K
Christina Reynolds	N/A	49.7K	N/A
Moms Demand Action	754K	302.3K	215K
David Hogg	3K	1 Million	104K
Emma González	N/A	1.5 Million	151K
Stacey Abrams	437K	1.5 Million	1.3 Million

News Outlets

Politico, New York Times, Washington Post, CNN, NPR, The Guardian, Mic, Daily Beast, Huffington Post, MSNBC, Buzzfeed News, Daily Kos, Mother Jones, Slate, New Yorker

Using Facebook to Reach Red, Blue, and Purple Audiences

While organizations should first engage in social listening as a way to learn what issues matter to audiences from across the political spectrum, the natural progression of the strategy is to transition from social listening to social engagement. Civic Health Project has developed an innovative new Facebook

targeting strategy specifically aimed at reaching Red, Blue, and Purple audiences. The next section of this document will focus on how to create Saved Audiences on Facebook and the demographic criteria CHP uses to build these audiences.

Creating a Saved Audience

Under Facebook Business Manager, navigate to Audiences to start building a new audience.

Facebook offers 3 different kinds of audiences:

- Custom Audiences: Custom Audiences use a defined list which you upload. For instance, this list may include all users on your organization's email list. You can also specify criteria based on Facebook's predefined metrics in order to build a custom audience. For instance, you can build a custom audience which includes every user who has visited your Facebook page in the last 12 months. If you wish to create an audience of every user who has visited your website (as a result of Facebook ads), ensure you have Facebook pixel installed.
- Lookalike Audiences: A lookalike audience is a strategy inside Facebook for creating an audience that looks like an audience you have already defined (for example, any of your custom audiences). A 1% lookalike consists of the people who are most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience. When creating a lookalike audience, select a percentage between 1 and 10% as well as what Custom Audience you are using as your source. Facebook will do the rest.
- Saved Audiences: Saved audiences allow you to select Demographics, Behavior, and Interests which have been defined by Facebook. All Audiences that Civic Health Project uses for Red, Blue, and Purple targeting are Saved Audiences.
 - Examples of Behavior which you can target through a Saved Audience include behavior such as 'Likely to engage with US political content (Liberal)', 'Likely to engage with US political content (Conservative)', and 'Likely to engage with US political content (Moderate).' This can be helpful for finding users who align with a particular political background.
 - Note: Saved Audiences cannot be shared directly between Ad Accounts. The data Civic Health Project is sharing below will need to be manually added into a Facebook Ad Account.
 - The main way Civic Health Project has been creating innovative Saved Audiences is through using location data, specifically Congressional District boundaries (which are built into Facebook already). See below for an example of how to add a Congressional District into a Saved Audience location.

Create a saved audience

Audience Name

Name your audience

Custom Audiences

Create new ▾

Search existing audiences

Exclude

Locations

People living in or recently in this location

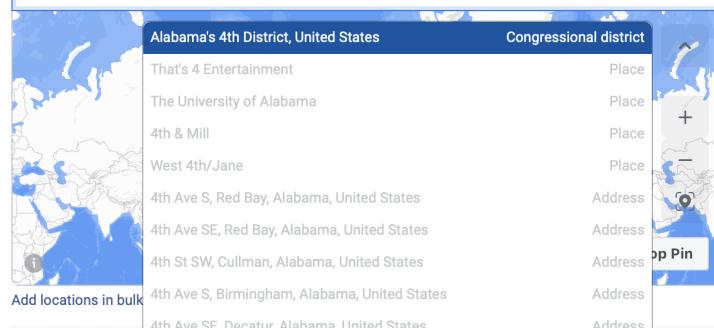
United States

United States

Include

Alabama 4th

Browse



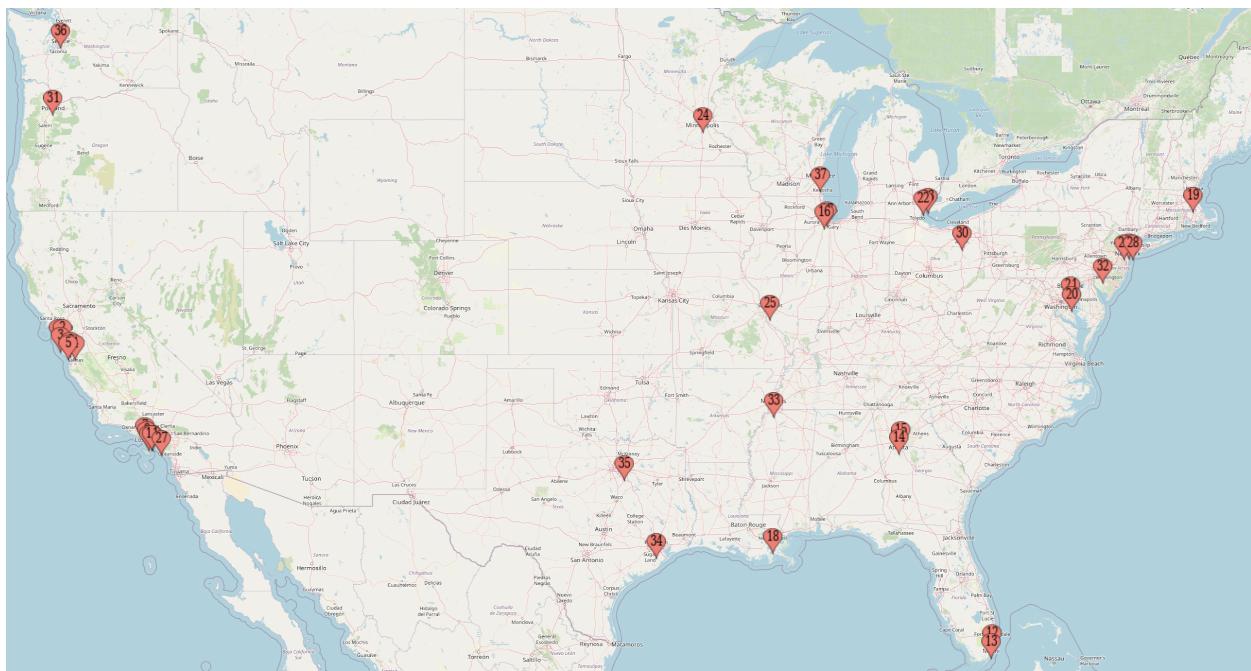
Below we will show you how Civic Health Project has created Red, Blue, and Purple audiences, what they mean, and potential avenues to reach new audiences across the political spectrum.

Trumpiest Districts in America	Saved Audience	7,100,000	● Ready Last edited on 05/02/2021 12:49	05/02/2021
50 Bluest CD in America	Saved Audience	30,000,000	● Ready Last edited on 05/02/2021 12:46	05/02/2021
50 Reddest CD in America	Saved Audience	25,000,000	● Ready Last edited on 05/02/2021 12:17	05/02/2021
Most PI States in America	Saved Audience	25,000,000	● Ready	05/02/2021 12:08
Most PI Countries in America	Saved Audience	26,000,000	● Ready Last edited on 05/02/2021	05/02/2021 12:07

50 Bluest Congressional Districts in America

On October 24th, 2020 Stacker released a report of the [50 Bluest Congressional Districts in America](#), using data from the [Cook Political Index Voter Score](#). Partisan Index Voter Scores range from D+23 to D+44. New York 15th District (D+44) is the most Democratic Congressional District in the Country (Represented by Rep. Ritchie Torres).

A rough map of these Congressional districts show the majority of these Blue Congressional Districts lie on the coasts and in urban centers.



Simplified List of Congressional District Locations:

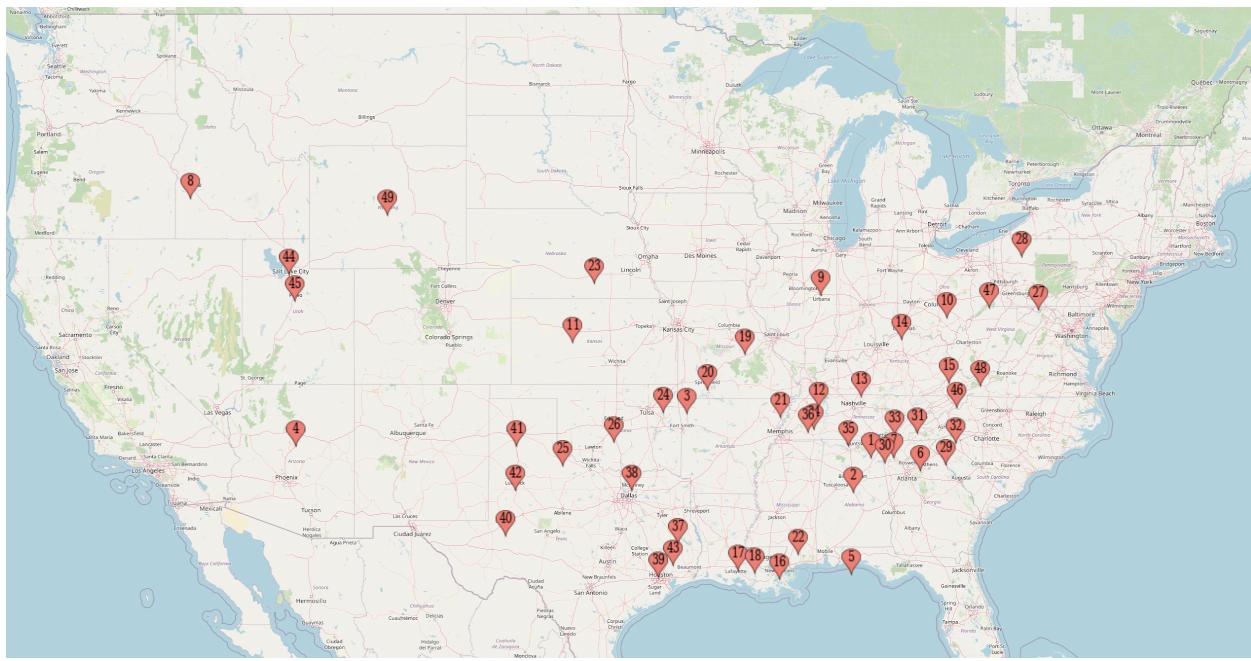
United States: California's 12th District (US:CA12), California's 13th District (US:CA13), California's 14th District (US:CA14), California's 17th District (US:CA17), California's 18th District (US:CA18), California's 19th District (US:CA19), California's 29th District (US:CA29), California's 34th District (US:CA34), California's 37th District (US:CA37), California's 40th District (US:CA40), California's 43rd District (US:CA43), California's 44th District (US:CA44), Florida's 20th District (US:FL20), Florida's 24th District (US:FL24), Georgia's 4th District (US:GA04), Georgia's 5th District (US:GA05), Illinois's 1st District (US:IL01), Illinois's 2nd District (US:IL02), Illinois's 4th District (US:IL04), Illinois's 7th District (US:IL07), Louisiana's 2nd District (US:LA02), Massachusetts's 7th District (US:MA07), Maryland's 4th District (US:MD04), Maryland's 7th District (US:MD07), Michigan's 13th District (US:MI13), Michigan's 14th District (US:MI14), Minnesota's 5th District (US:MN05), Missouri's 1st District (US:MO01), New Jersey's 8th District (US:NJ08), New Jersey's 10th District (US:NJ10), New York's 5th District (US:NY05), New York's 7th District (US:NY07), New York's 8th District (US:NY08), New York's 9th District (US:NY09), New York's 10th District (US:NY10), New York's 12th District (US:NY12), New York's 13th District (US:NY13), New York's 14th District (US:NY14), New York's 15th District (US:NY15), New York's 16th District (US:NY16), Ohio's 11th District (US:OH11), Oregon's 3rd District (US:OR03), Pennsylvania's 2nd District (US:PA02), Pennsylvania's 3rd District (US:PA03), Tennessee's 9th District (US:TN09), Texas's 9th District (US:TX09), Texas's 18th District (US:TX18), Texas's 30th District (US:TX30), Washington's 7th District (US:WA07), Wisconsin's 4th District (US:WI04)

50 Reddest Congressional Districts in America

On October 24th, 2020 Stacker released a report of the [50 Reddest Congressional Districts](#) in America, using data from the [Cook Political Index Voter Score](#). Partisan Index Voter Scores range from R+18 to

R+33. Texas 13th District (R+33) is the most Republican Congressional District in the Country (Represented by Rep. Ronny Jackson)

A rough map of these Congressional districts show the majority of these Congressional Districts lie in the South.



Simplified List of Congressional District Locations:

United States: Alabama's 4th District (US:AL04), Alabama's 6th District (US:AL06), Arkansas's 3rd District (US:AR03), Arizona's 4th District (US:AZ04), Florida's 1st District (US:FL01), Florida's 2nd District (US:FL02), Georgia's 9th District (US:GA09), Georgia's 14th District (US:GA14), Idaho's 1st District (US:ID01), Illinois's 15th District (US:IL15), Indiana's 6th District (US:IN06), Kansas's 1st District (US:KS01), Kentucky's 1st District (US:KY01), Kentucky's 2nd District (US:KY02), Kentucky's 4th District (US:KY04), Kentucky's 5th District (US:KY05), Louisiana's 1st District (US:LA01), Louisiana's 3rd District (US:LA03), Louisiana's 6th District (US:LA06), Missouri's 3rd District (US:MO03), Missouri's 7th District (US:MO07), Missouri's 8th District (US:MO08), Mississippi's 4th District (US:MS04), Nebraska's 3rd District (US:NE03), Oklahoma's 2nd District (US:OK02), Oklahoma's 3rd District (US:OK03), Oklahoma's 4th District (US:OK04), Pennsylvania's 13th District (US:PA13), Pennsylvania's 15th District (US:PA15), South Carolina's 3rd District (US:SC03), Tennessee's 1st District (US:TN01), Tennessee's 2nd District (US:TN02), Tennessee's 3rd District (US:TN03), Tennessee's 4th District (US:TN04), Tennessee's 6th District (US:TN06), Tennessee's 7th District (US:TN07), Tennessee's 8th District (US:TN08), Texas's 1st District (US:TX01), Texas's 4th District (US:TX04), Texas's 8th District (US:TX08), Texas's 11th District (US:TX11), Texas's 13th District (US:TX13), Texas's 19th District (US:TX19), Texas's 36th District (US:TX36), Utah's 1st District (US:UT01), Utah's 3rd District (US:UT03), Virginia's 9th District (US:VA09), West Virginia's 1st District (US:WV01), West Virginia's 3rd District (US:WV03), Wyoming's At-large District (US:WY00)

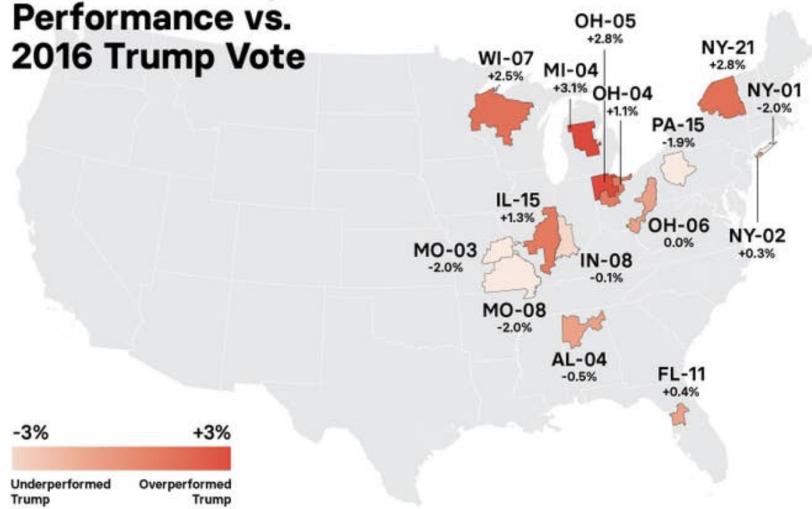
Congressional Districts with High Number of Voters who Support President Trump

In November 2018, Buzzfeed News released a report titled [These are the Trumpiest Congressional Districts in America](#). Buzzfeed used the following criteria in order to define a 'Trump' Congressional District.

- Trump beat Clinton in 2016
- Trump won at least 5% more of the vote than McCain in 2008 and Romney in 2012
- The Republican House candidate won in 2018
- The Republican House candidate didn't underperform Trump by more than 3 percentage points

Images below from Buzzfeed demonstrate the spread of these districts.

2018 House Republican Performance vs. 2016 Trump Vote



Ben King / BuzzFeed News

House District	Candidate	Vote %	2018 Vote % vs. Trump	Presidential Results		
				Trump	Romney	McCain
AL-04	Robert B. Aderholt	80%	-0.5%	80%	75%	73%
MO-08	Jason Smith	73%	-2.0%	75%	66%	60%
IL-15	John Shimkus	72%	+1.3%	71%	64%	55%
OH-06	Bill Johnson	69%	+0.0%	69%	55%	53%
PA-15	Glenn Thompson	68%	-1.9%	70%	63%	56%
OH-04	Jim Jordan	65%	+1.1%	64%	56%	54%
FL-11	Daniel Webster	65%	+0.4%	65%	59%	56%
MO-03	Blaine Luetkemeyer	65%	-2.0%	67%	62%	56%
IN-08	Larry Bucshon	65%	-0.1%	65%	58%	51%
MI-04	John Moolenaar	63%	+3.1%	60%	54%	49%
OH-05	Bob Latta	63%	+2.8%	60%	54%	52%
WI-07	Sean P. Duffy	60%	+2.5%	58%	51%	45%
NY-21	Elise Stefanik	57%	+2.8%	54%	46%	47%
NY-02	Peter King	53%	+0.3%	53%	47%	48%
NY-01	Lee Zeldin	53%	-2.0%	55%	49%	48%

Jeremy Singer-Vine / BuzzFeed News

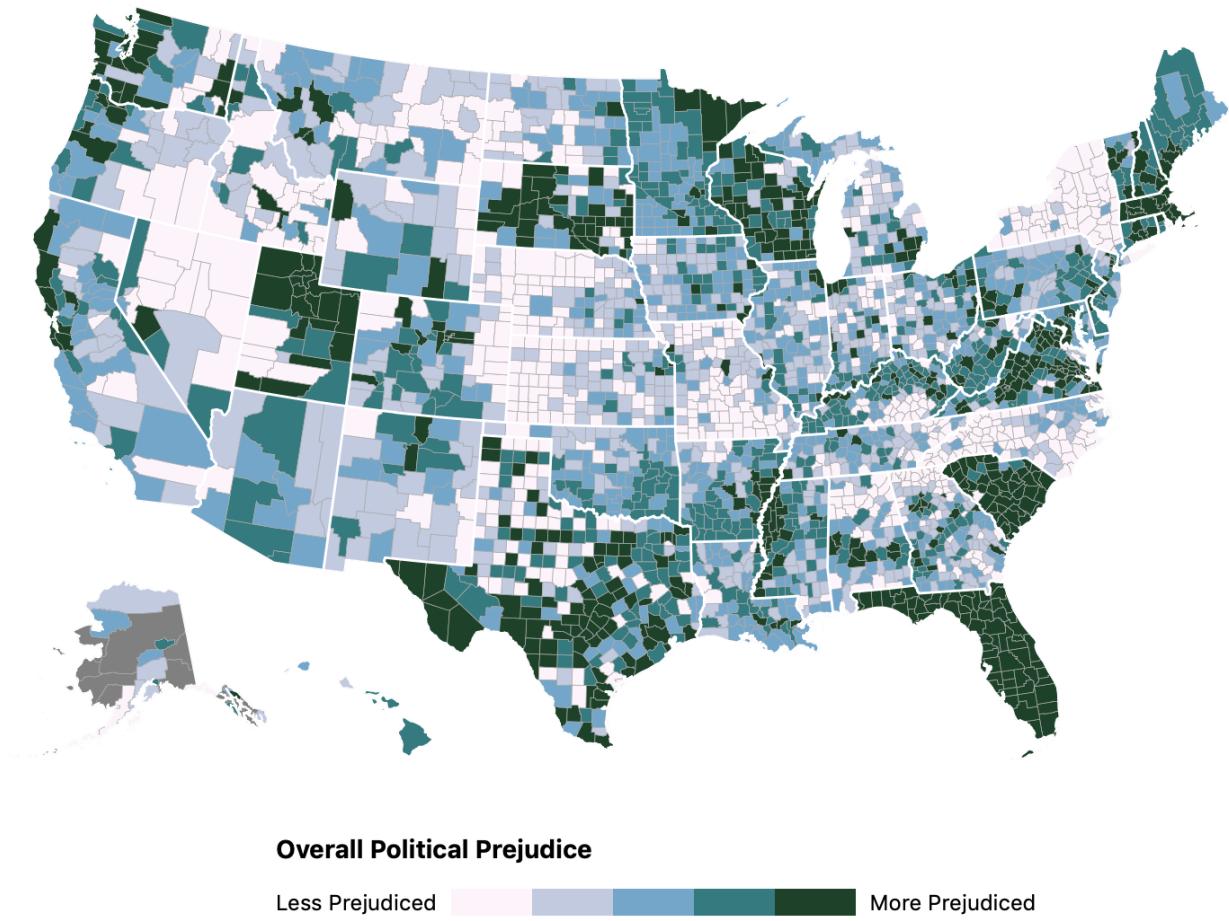
The above House Congressional Districts can be added directly into Facebook to reach areas which are likely to have a high proportion of Trump supporters.

Most Politically Polarized Counties in America

On March 4th, 2019 The Atlantic released a report titled [The Geography of Partisan Prejudice: A guide to the most—and least—politically open-minded counties in America](#). The Atlantic utilized [PredictWise](#), to create a ranking of locations with the highest levels of affective polarization, or political intolerance.

“To do this assessment, PredictWise first partnered with Pollfish to run a nationwide poll of 2,000 adults to capture people’s feelings about the other party. The survey asked how people would feel if a close family member married a Republican or a Democrat; how well they think the terms *selfish*, *compassionate*, or *patriotic* describe Democrats versus Republicans; and other questions designed to capture sentiments about political differences.”

It is important to note that affective polarization impacts both sides of the political spectrum. According to the study, the most politically intolerant county in America is Suffolk County, MA, where Boston is located. A map from the Atlantic is incorporated below.



Using the above map, Civic Health Project pulled the majority of counties that had a Political Intolerance Score in the 80th Percentile or above. Some counties may have been left out, and instead were added into audiences such as the 'Most Political Polarized States' audience.

By adding the below counties into location targeting, organizations will be able to reach audiences with high degrees of polarization as a way to introduce them to bridging messages.

United States: Fayette County Pennsylvania, Boulder County Colorado, San Miguel County Colorado, Marion County Indiana, Monroe County Indiana, Lake County Indiana, Blue Earth County Minnesota, Hennepin County Minnesota, Suffolk County Massachusetts, Brewster County Texas, Val Verde County Texas, Jeff Davis County Texas, El Paso County Texas, Wayne County Michigan, Lake County Michigan, Strafford County New Hampshire, Cheshire County New Hampshire, Beaver County Pennsylvania, Yolo County California, San Mateo County California, Sumter County South Carolina, Richland County South Carolina, Sumter County Alabama, Davis County Utah, Wapello County Iowa, Lee County Iowa, Clayton County Georgia, Presidio County Texas, Liberty County Georgia, Fulton County Georgia, Buffalo County Wisconsin, Sauk County Wisconsin, Wilcox County Alabama, Essex County Vermont, Grafton County New Hampshire, Boone County Missouri, Marin County California, Mendocino County California, Sonoma County California, Humphreys County Mississippi, Adams County Mississippi, Quitman County Mississippi, Missoula County Montana, Deer Lodge County

Montana, Lewis and Clark County Montana, Jefferson County Colorado, Pitkin County Colorado, Jefferson County Washington, Passaic County New Jersey, Addison County Vermont, Dallas County Alabama, Windham County Vermont, Vernon County Wisconsin, Blanco County Texas, Williamson County Texas, Culberson County Texas, Macomb County Michigan, Montgomery County Pennsylvania, York County Pennsylvania, Allegheny County Pennsylvania, Humboldt County California, Santa Cruz County California, Santa Clara County California, Clackamas County Oregon, Lane County Oregon, Hudspeth County Texas, Winkler County Texas, Bell County Texas, Kendall County Texas, Maverick County Texas, Kinney County Texas, LaPorte County Indiana, Iron County Wisconsin, Dane County Wisconsin, Buchanan County Missouri, Jefferson County Missouri, Polk County Iowa, New Kent County Virginia, Koochiching County Minnesota, St. Louis County Minnesota, Douglas County Kansas, Kane County Utah, Weber County Utah, Sanpete County Utah, Salt Lake County Utah, Box Elder County Utah, Tooele County Utah, Cook County Illinois, Adams County Colorado, Androscoggin County Maine, Cumberland County Maine, New London County Connecticut, Hartford County Connecticut, Benton County Oregon, Desha County Arkansas, Sharkey County Mississippi, Sunflower County Mississippi, Stewart County Georgia, Spokane County Washington, Pacific County Washington, Clark County Washington, Lexington County South Carolina, New Haven County Connecticut, Middlesex County Connecticut, Bath County Virginia, Summit County Colorado, Lackawanna County Pennsylvania, Cambria County Pennsylvania, Baltimore County Maryland, St. Louis County Missouri, Albany County Wyoming, Blaine County Idaho, Silver Bow County Montana, Skamania County Washington, Wasatch Utah

Most Politically Polarized States in America

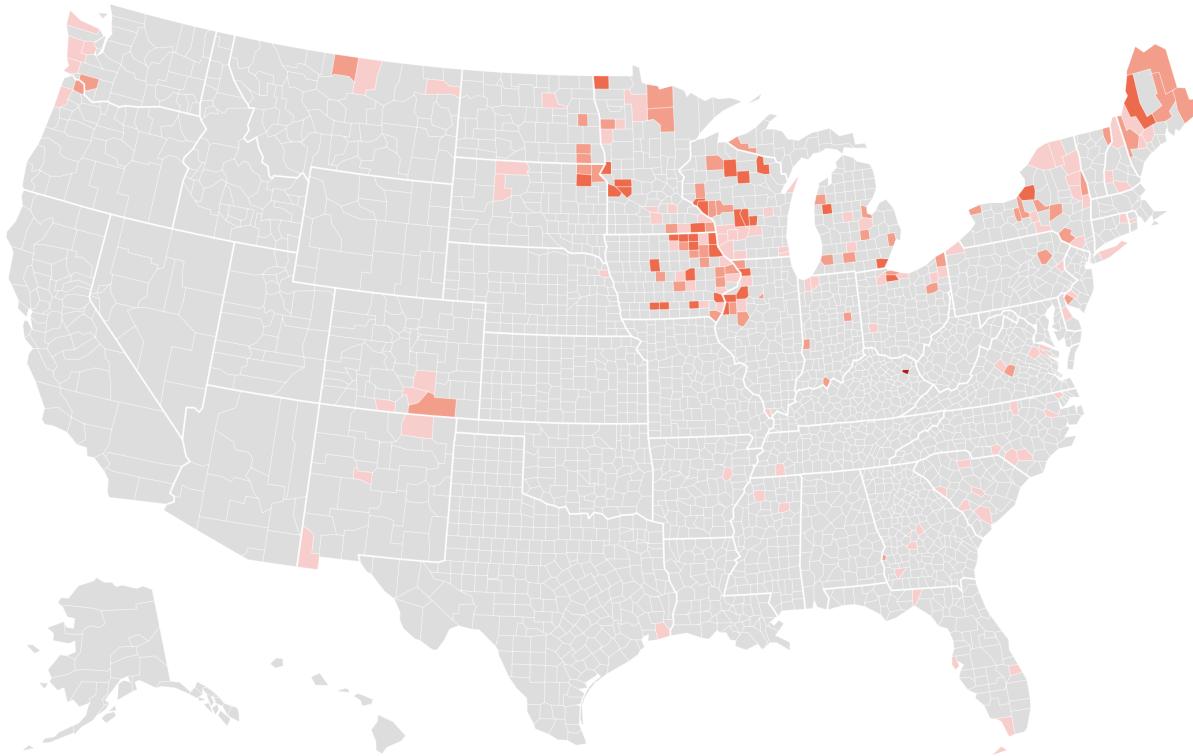
On March 4th, 2019 The Atlantic released a report titled [The Geography of Partisan Prejudice: A guide to the most—and least—politically open-minded counties in America](#). The Atlantic utilized PredictWise, to create a ranking of locations with the highest levels of affective polarization, or political intolerance. As an expansion of the above ‘Most Politically Polarized Counties’ list, Civic Health Project created a list of the most politically polarized states, including Florida, South Carolina, and Massachusetts.

Congressional Districts Incorporating 2016 Pivot Districts

During the 2016 Election there were 206 counties in America that had previously voted for President Obama in 2008 and 2012, and then voted for President Trump in 2016. These are known as the [Pivot Counties](#). Prior to the 2020 Election, Civic Health Project created an audience based on all the Congressional Districts that included one of the 206 Pivot Counties. This was created with the following assumptions:

- If voters had voted previously for President Obama twice before shifting to President Trump, these voters may have felt disenfranchised and left behind by the political system
- These areas may be highly purple and include voters who don’t necessarily vote on party lines
- These areas may have a potential for political violence due to changing political perspectives and division

A map of the 206 Pivot Counties is shown below from Ballotpedia.



Simplified List of Congressional District Locations:

United States: Arkansas's 1st District (US:AR01), Colorado's 3rd District (US:CO03), Colorado's 4th District (US:CO04), Florida's 26th District (US:FL26), Georgia's 3rd District (US:GA03), Georgia's 4th District (US:GA04), Iowa's 1st District (US:IA01), Iowa's 2nd District (US:IA02), Illinois's 16th District (US:IL16), Illinois's 17th District (US:IL17), Illinois's 18th District (US:IL18), Indiana's 1st District (US:IN01), Kentucky's 5th District (US:KY05), Maine's 1st District (US:ME01), Maine's 2nd District (US:ME02), Michigan's 4th District (US:MI04), Michigan's 5th District (US:MI05), Michigan's 6th District (US:MI06), Minnesota's 1st District (US:MN01), Minnesota's 7th District (US:MN07), Minnesota's 8th District (US:MN08), North Carolina's 9th District (US:NC09), Nebraska's 1st District (US:NE01), New Hampshire's 2nd District (US:NH02), New Jersey's 1st District (US:NJ01), New Jersey's 2nd District (US:NJ02), New Mexico's 3rd District (US:NM03), New York's 1st District (US:NY01), New York's 20th District (US:NY20), New York's 21st District (US:NY21), New York's 22nd District (US:NY22), New York's 24th District (US:NY24), Ohio's 5th District (US:OH05), Ohio's 9th District (US:OH09), Ohio's 14th District (US:OH14), Oregon's 1st District (US:OR01), Oregon's 5th District (US:OR05), Pennsylvania's 7th District (US:PA07), Pennsylvania's 8th District (US:PA08), Pennsylvania's 16th District (US:PA16), Rhode Island's 2nd District (US:RI02), Tennessee's 7th District (US:TN07), Virginia's 1st District (US:VA01), Virginia's 5th District (US:VA05), Washington's 3rd District (US:WA03), Washington's 6th District (US:WA06), Wisconsin's 3rd District (US:WI03), Wisconsin's 7th District (US:WI07)

In 2020, President Trump retained 181 of the 206 Pivot Counties, and President Biden flipped 25 (Boomerang Counties). Counties with the largest swing in margin of victory for Democrats or Republicans are incorporated below from [Ballotpedia](#). By targeting Pivot Counties, bridging organizations can reach audiences where there has been a significant shift in political sentiment over the last 8 years.

Largest margin changes in the 206 Pivot Counties by party, 2020					
County	State	Change from 2016	2020 margin	2016 margin	2012 margin
Largest margin changes towards Trump					
Woodruff County	Arkansas	R+18.8	R+27.8	R+8.9	D+4.2
Robeson County	North Carolina	R+14.4	R+18.6	R+4.3	D+17.4
Benson County	North Dakota	R+9.5	R+13.9	R+4.3	D+17.01
Chickasaw County	Iowa	R+8.4	R+31.3	R+22.9	D+11.1
Hidalgo County	New Mexico	R+8.3	R+15.1	R+6.7	D+5.0
Largest margin changes towards Biden					
Ziebach County	South Dakota	D+10.5	D+8.5	R+2.0	D+16.4
Kent County	Delaware	D+8.9	D+4.1	R+4.9	D+4.9
Saratoga County	New York	D+8.6	D+5.4	R+3.2	D+2.4
Kent County	Rhode Island	D+8.3	D+7.6	R+0.7	D+17.7
Warren County	New York	D+8.3	R+0.2	R+8.5	D+2.3

A Note on Targeting

By utilizing the above targeting audiences, bridging organizations have the opportunity to place their content in front of the eyes of nontraditional bridgers. In doing so, it is highly recommended there is a dedicated social media manager who can monitor incoming comments and engagement. By targeting audiences with a high level of political engagement with messages that may challenge their echo chamber (unity itself is now divisive) there can be the potential of vitriol and anger in the comments. Whenever it seems there may be a potential to engage with a user in the comments in a productive way, we recommend doing so. However, note that there is an increased need of capacity to respond to comments as well as differentiate between concerned users who need responses, and users who are trolling.

About the Authors

[Cambria Findley-Grubb](#) is Civic Health Project's social media and web marketing manager.

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