# SOCIAL MEDIA'S RELATIONSHIP WITH THE PRESIDENTIAL ELECTION

Posted on November 13, 2012 by Lindsey Out of the 1 billion Facebook users, President Barack Obama has over 33 million likes while his former republican opponent, Mitt Romney, has more than 12 million virtual thumbs up. Granted Obama's lead could be attributed to his incumbent status, and being well known longer. However, if political analysts wanted to gauge whom was going to nab the election based on Facebook "likes", then Obama had it in the bag.

It's one of those chicken/egg arguments. Or are reality stars famous before they get famous for being famous, sort of things. Did voters start to like Barack Obama this year because of his Facebook page? Or, were people following Obama then voting for him because of their existing preference? In other words, just how much influence did social media have on this presidential election's outcome?

# RECENT POSTS

SociaLogic's Favorites: TED Talks
Edition

### Top 10 Gifts For Social Media Lovers

# Facebook Users Are Ultimately Not Deterred By Being Ad Vehicles

Native Advertising in the Social Age

Social Media and Black Friday 2012

How To Apologize On Social Media

Social Media's Relationship with the Presidential Election

Instagram's Web Profiles Expand Audience

# **ARCHIVES**

December 2012 (3)
-------------------

#### November 2012 (8)

#### October 2012 (9)

# September 2012 (8)

# August 2012 (9)

#### July 2012 (7)

# June 2012 (6)

#### May 2012 (6)

# April 2012 (4)

#### March 2012 (8)

### February 2012 (3)

#### January 2012 (4)



One may venture to say social media is solely the result of people's already formed opinions. Whether or not something like Facebook posts made an undecided voter finally come to a conclusion on which candidate to choose is dubious at best.

What is not up for question is the fact people's opinion on who they were voting for had a free and pervasive platform via Facebook, Twitter, Instagram and any other social media outlet that allows one to post – right or left leaning.

Anything involving something referred to as a "newsfeed" lends the potential for wide reaching spread of information depending on the size of your network. One may glean the latest celebrity break-up on Facebook or Twitter, or there was the chance to gain something vital like insight to voting procedures post Superstorm Sandy. The depth and substance of information is reliant on the people you're connected with, and which pages you like. Is a politically unbiased person's opinion ever formed after perusing a newsfeed? Haven't they already decided what they're looking at based on friend requests and page follows according to their preferences?

Micah Sifry, director of Personal Democracy Media and professor at Harvard's Kennedy School of Government, says social mediums did little beyond foster the often superficial, mud-slinging dialogue found online. "Both sides benefited: The politicians got a little 'Internet buzz' for their

December 2011 (4)
November 2011 (7)
October 2011 (8)
September 2011 (6)
August 2011 (10)
July 2011 (6)
June 2011 (9)
May 2011 (6)

SOCIALOGIC TWITTER

For auto advertising, "social-mobile" is the next big thing <a href="http://t.co/Ps7ay1zz">http://t.co/Ps7ay1zz</a>

NRA silences Facebook page <a href="http://t.co/hfy6Utsf">http://t.co/hfy6Utsf</a>

Facebook reportedly to release its own Snapchat competitor http://t.co/OyooPyKa

Holiday party photos are up on Facebook! Check them out and tag your friends http://t.co/KkpWeqSx

On Instagram, a thriving bazaar taps a big market <a href="http://t.co/hsnDHE69">http://t.co/hsnDHE69</a>

Social media predictions of 2013 http://t.co/oxn8IehI

Dear parents, please use this Memory Jar app instead of posting baby pics on Facebook http://t.co/Slffugid

We're deeply saddened by what has happened in Newtown, Connecticut. Our thoughts are with the families affected.

A brand's best use of Facebook:

appearances, and the tech companies got some welcome and cheap marketing, "he said on election day. To read more on this go to http://www.sfgate.com/politics/article/Social-media-and-the-election-Anyimpact-4026280.php.

Undoubtedly people could broadcast which way they were going come election day — polling outfit Pew Research published a study on the day of the election entitled "Social Media and Voting" finding 22 percent of registered voters told friends and followers on Facebook or Twitter, how they voted. However, that information could have easily been shared in line while getting a coffee or over a beer that night at a local bar. Facebook, Twitter, Instagram, Google Plus and the like package this information in flashy, Internet lit feeds — they don't necessarily mold it before going live.

Do you think it's possible for your social media profiles to sway people one way or another, or do you think they've gotten to your page because of a preconceived "like"? Tell us how you think you can set your social mediums up to allure or dissuade from one decision to the next.

ADD NEW COMMENT

Login

SHOWING 0 COMMENTS

Sort by newest first

# REACTIONS

Subscribe by email RSS

engage with the superfans http://t.co/3aWzXQtd

Thank you to everyone who attended our holiday party last night!



Trackback URL http://socialogicmarke