

Getting Social with Elected Officials



How Governors and State Legislators are Harnessing the Power of Social Media as a Form of Political Communication



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13 April 2015

Previous Research

- Being social counts
 - ▣ 40% of cell phone users
- Republicans more likely to repost
- 20% of all social media users

Voters' Motivations for Being Social



- Social utility
- Entertainment
- Information-seeking

Congressional Social Media

- Edelman study
 - ▣ 5 metrics
- Republicans on top of the Twitter game
- Staff views
 - ▣ Facebook
 - ▣ Twitter

Hypotheses



- Volume of tweets, posts, videos, and pictures
- Rates of active and passive engagement
- Policy category distribution
- Feedback to constituents

Methodology



- September 23 – October 21, 2014
- 12 political accounts
- 18 subject categories
- Tracking
 - ▣ Number of posts
 - ▣ Passive and active engagement

Gubernatorial Twitter Summary



- Over 400 tweets
- Scott Walker's split Twitter uses
- Strengths and weaknesses
- #RepublicanAdvantage

Tweeting as @Gov

 **Scott Walker** 
@ScottWalker  [Following](#)

Vikings showing off their Super Bowl rings:




RETWEETS: 589 FAVORITES: 493

9:40 PM - 2 Oct 2014

 **John Kitzhaver** @GovKitz · Oct 1
.@OrCulturalTrust Days of Culture starts today. Learn more about it and get your #thisisculture hashtag ready: fb.me/1x4b50FAA




 **Rick Perry** 
@GovernorPerry  [Follow](#)

I believe it is the right policy to ban air travel from countries that have been hit hardest by #Ebola. bit.ly/1qJUEDY



RETWEETS: 212 FAVORITES: 197

1:59 PM - 17 Oct 2014

 **Peter Shumlin** @GovPeterShumlin · Oct 11
#VT ranked most energy efficient in **#USA!**
Proud of progress we've made working to ensure a **#sustainable** energy future bit.ly/1ux3kmb



Gubernatorial Facebook Summary

	Scott Walker	Rick Perry	John Kitzhaber	Peter Shumlin
Average Likes	1,537.91	12,306.32	152.83	54.16
Average Shares	155.63	938.86	14.22	8.11
Average Comments	141.98	871.82	18.83	6.21

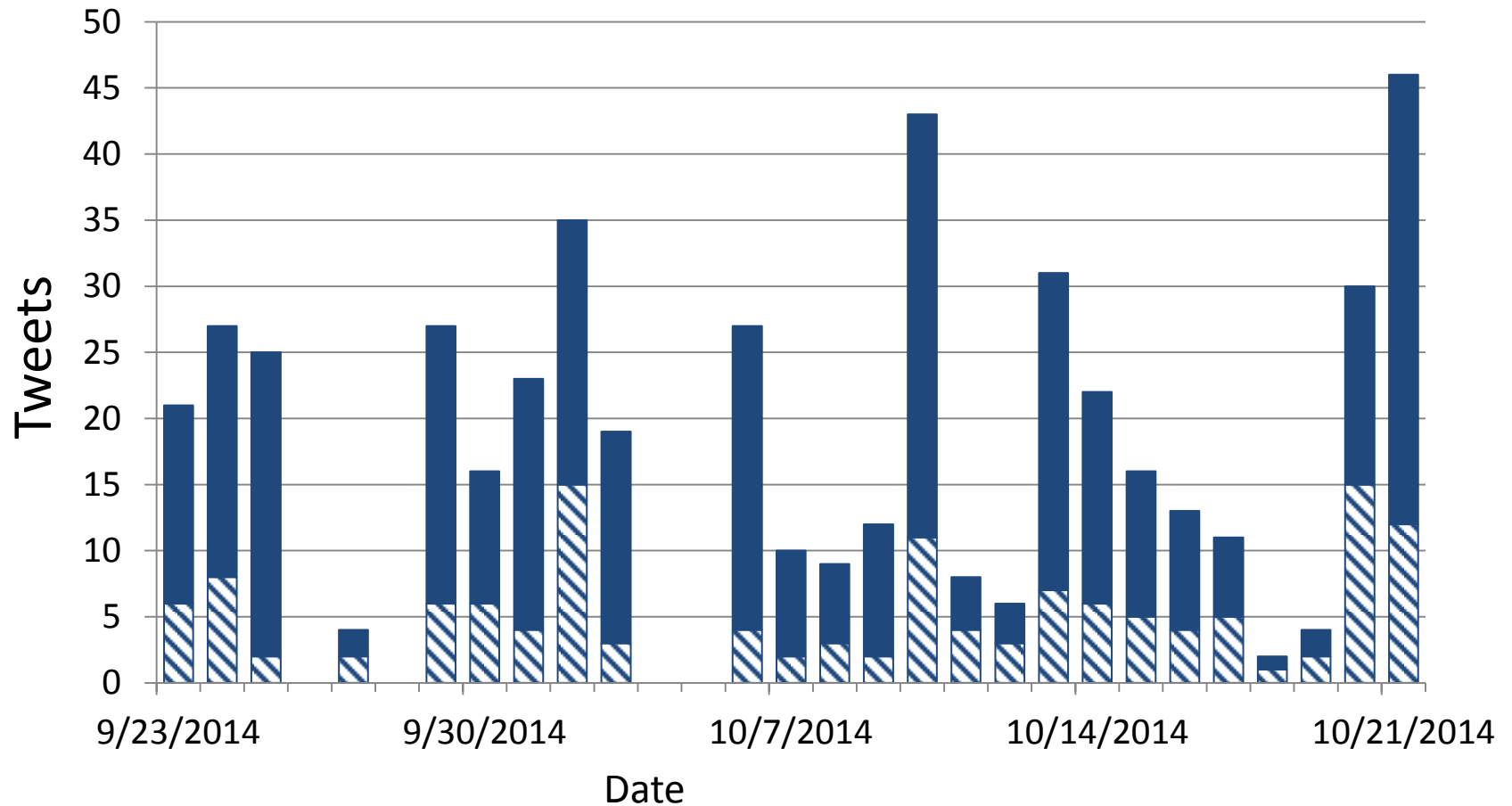
- Inconsistencies
- Messaging

State Legislators and their Twitter



- Over 400 tweets
- Two distinct categories
- Policy emphasis (or lack thereof)
- #TurningTheTables

Case Study: @RepJorgensen



Twitter in the State Legislature

Andy Jorgensen @RepJorgensen · Oct 14

Instead of focusing on job creation, Wisconsin Republicans worked to make it harder to vote.



View more photos and videos

Andy Jorgensen @RepJorgensen · Oct 12

Aaron Rodgers stuns dolphins with a #fakespike #Packers 27 Dolphins 24 #GreenbayPackers Win! #GoPackGo #nfl cbssports.com/nfl/eye-on-foo ...

View summary

Paul Tittl retweeted

Charles Sykes @SykesCharlie · Oct 22

Busted: Pro-Susan Happ SuperPAC Forced To Pull Attack Ad Due to Errors rightwisconsin.com/dailytakes/Pro...

11 4

Paul Tittl @tittlassembly · Oct 6

"@Praying4_WI: Please pray today for: Tom Tiffany, @tittlassembly, @Tranel4Assembly bit.ly/Z46KjX #Pray4Leaders" received this twee

View conversation

Paul Tittl @tittlassembly · Sep 23

Study Committee on Adoption Disruption and Dissolution making recommendations for future legislation for the children



Let's be (Facebook) friends!



- Consistency
- Engagement problems
- Comments are king

So what?



- Younger voters
- Assess current strategy
 - ▣ Amend as needed
- Neglecting voters

Acknowledgments



Special thanks to family and friends for support during the research process.

Many thanks to Richard Semiatin (American University), Alyx Mark (GWU), and Henrik Schatzinger and Lamont Colucci (Ripon College) for guidance through various drafts.

Thanks also to Ripon College for their support of undergraduate research.