Social Media & Politics: The Future of Political Media

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In honor of President's Day, let's talk about everyone's *favorite* topics... social media and politics! ☺

As a social media marketing agency, we're curious about the future of political media, considering social media's role in this space today.

Here are some ways that we can expect social media to impact future political media.
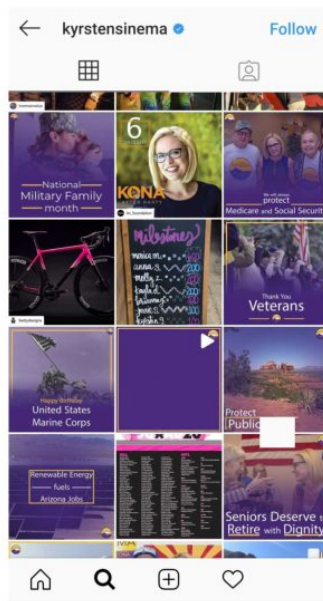
Social Media Branded Campaigns

Although today's presidential tweets may come to mind, social media has actually played a role in political campaigns for more than a decade.

The role of social media in political campaigns actually started with the 2008 election. Candidate then, (past President now) Barack Obama made the notable decision to extend his campaign marketing to social media.
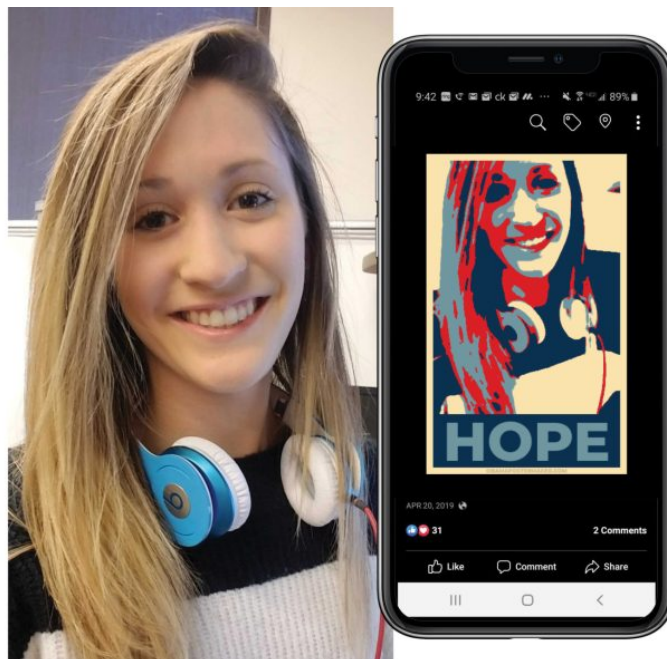
Obama's famous "Hope" poster became a hit on social media, with supporters of his candidacy posterizing their own profile pictures to match.

Fast forward to today, where the majority of political candidates have clearly employed some form of social media branding.

From these 3 Instagram grids of political figures, a defined brand strategy is visible.

It's clear that the trend of social media branded politics is not going anywhere.

#SocialMedia will shape the future of our political media. Are you keeping up? #Politics
Click To Tweet

Influencer Marketing in Political Campaigns

Celebrities have played a role in political media for a long time, with many celebrities actually running for political office.

However, the rising trend for political social media campaigns is influencer marketing.

This shouldn't come as too much of a surprise, considering many of today's influencers are already active in the political space.

Influencers Adrian Norman @adriannormandc and Ross Bolen @therossbolenpodcast post on Instagram showing their support for political figures.

With brand authenticity as an increasingly important goal of any brand (yes, political campaigns are like brands) employing influencer marketing makes sense as a way for candidates to resonate with their target audiences.

We can expect more political campaigns to integrate influencer marketing into their strategies moving forward.

Political Facebook Groups & Online Communities

Facebook groups have already been identified as one of the top digital marketing trends for 2020.

A casual search on Facebook for a political figure will reveal a wide range of associated groups. These groups have created their own dialogues around political issues and persons.
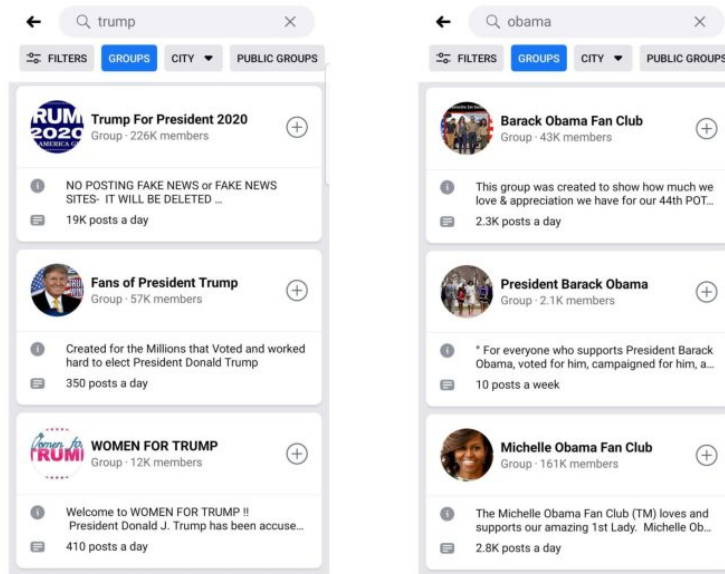
Likewise, accounts on other social media platforms (such as Instagram) demonstrate that political media is a multi-layered, public conversation with many participants.

In the upcoming election and future elections, no doubt we will continue to see these groups and online communities impacting the perception of political campaigns.

Aside from elections, these online communities already play an active role in the day-to-day political discourse.

More Transparency From Political Figures

Just as we've seen with Presidents Barack and Trump, social media has given political figures the ability to reach out directly to their audiences.

The past 2 president's both used the @POTUS Twitter handle to communicate in first-person.

This level of transparency is fairly new in the political sphere.

Yet, we know that creating a level of brand authenticity for your audience can increase your engagement and likability.

Today, many other political figures follow suit.

An Increase in "Fake News" & Fact-Checking

Social media has become a primary news source for the majority of people today.

Unfortunately, the sheer volume of news and news sources on social media can make it difficult to decipher fact from fiction.

In fact, some studies indicate that fake news travels as much as 100x faster and farther online than true news.

Which is why fact-checking has become popular when it comes to social media and politics.

Two accounts post on social media about fact-checking political figures.

What are your thoughts on these trends for social media and politics?

In case you're feeling inspired by all this branding talk...

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