



**WE THE  
VOTERS**



**OUR IMPACT ON 2020**

**CLEAN**   
**ELECTIONS**

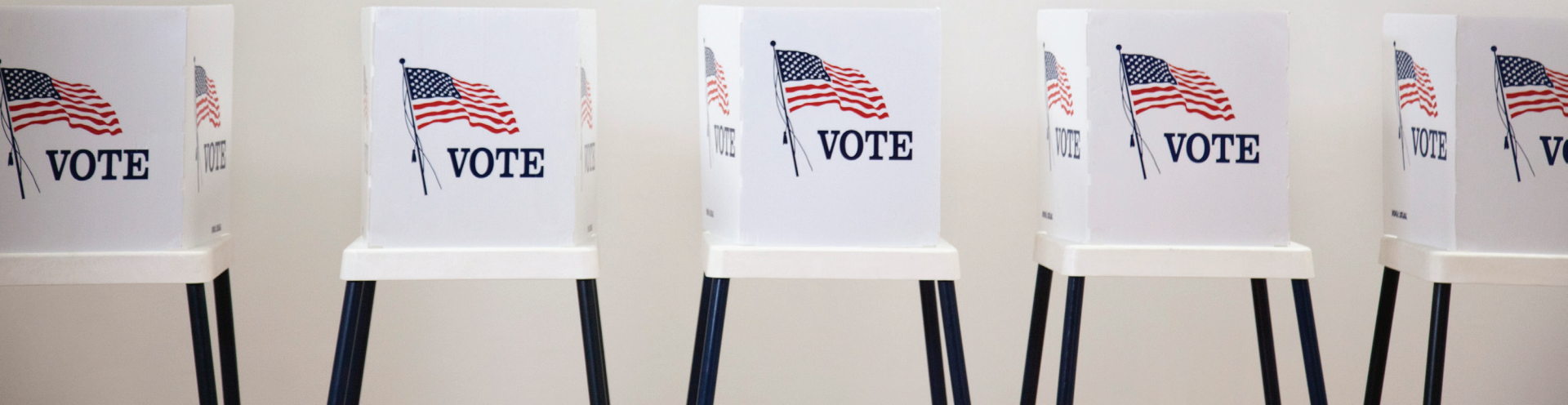
**#wethevoters**



**RIESTER**

## How to Survive Election Season on Social Media

October 2019

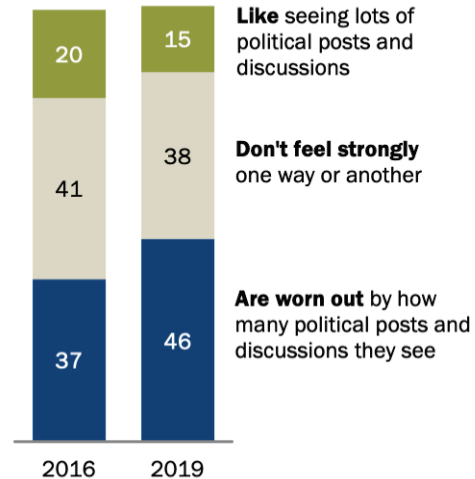


## PEW RESEARCH CENTER

A Pew Research Center study shows that **46%** of U.S. social media users say they are “worn out” by political posts and discussions, up from **37%** in 2016.

### Growing share of social media users are worn out by the number of political posts they encounter

*% of social media users who say they \_\_\_ about politics on social media*



Note: Those who did not give answer are not shown.  
Source: Survey of U.S. adults conducted June 3-17, 2019.

# AGENDA

- Political Ads on Social Media
- Fake News and How to Spot a Bot
- Keeping Your Friends, Family & Followers

# SOCIAL MEDIA CHANNELS





Instagram



twitter







Snapchat

# POLITICAL SPENDING ON SOCIAL MEDIA ADS

## 2018 ELECTION

### \$400 Million in US Political Spending on Facebook

- May – November 2018
- Facebook Ad Library

## 2020 FEDERAL ELECTION

Ad spend for 2020 federal election cycle projected to reach \$6 billion

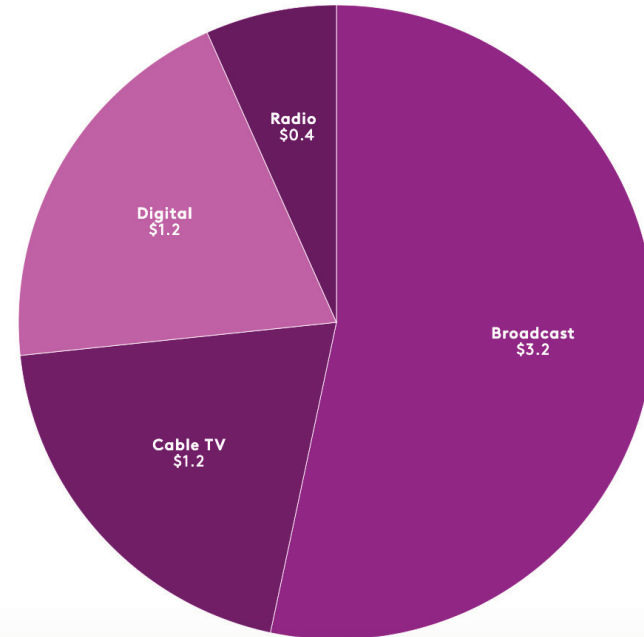
Digital media will account for 20% of the pie, about \$1.2 billion

Estimate includes spend only on ads sponsored by federal candidates or campaigns, and not by PACs

Source: Kantar

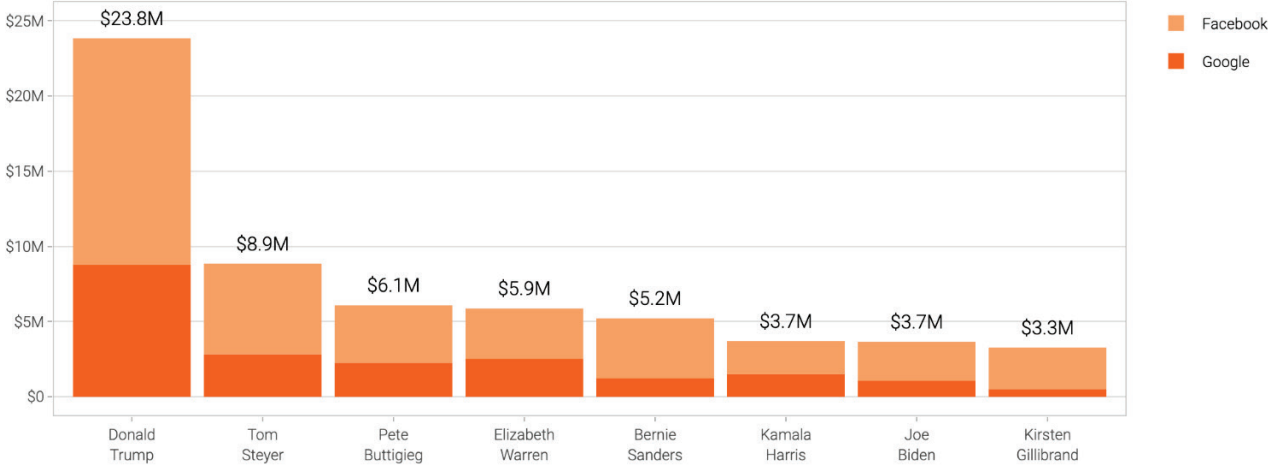
2020 Federal Campaign Spending, by media, in billions

■ Broadcast ■ Cable TV ■ Digital ■ Radio



# 2020 PRESIDENTIAL ELECTION

\$39.8 Million



Facebook Data from Dec 30 - Oct 12

Google Data from Dec 30 - Oct 12

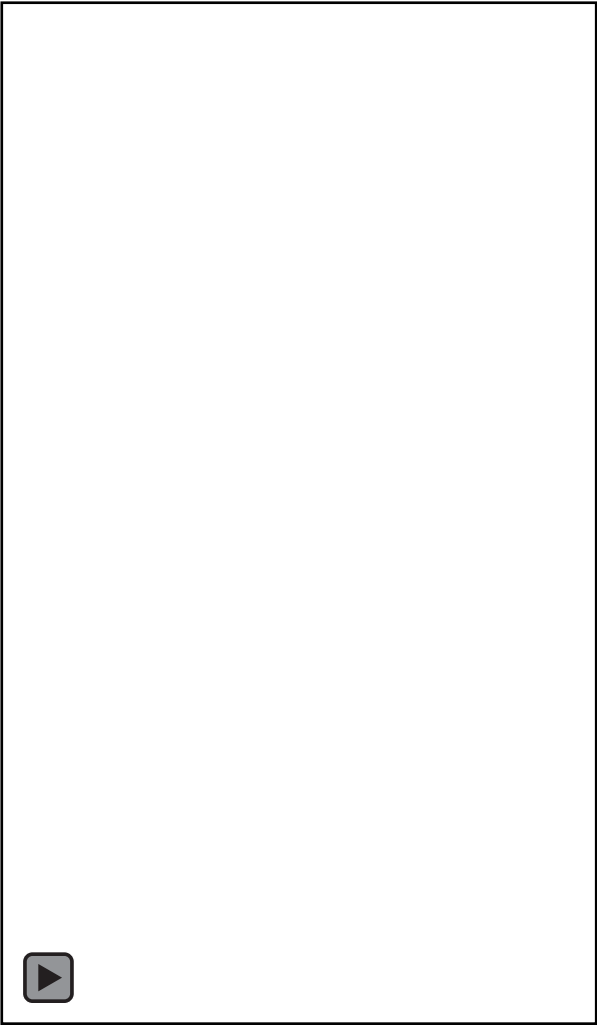
Source: Facebook data compiled by 2020campaigntracker.com

# **TRANSPARENCY**

# FACEBOOK



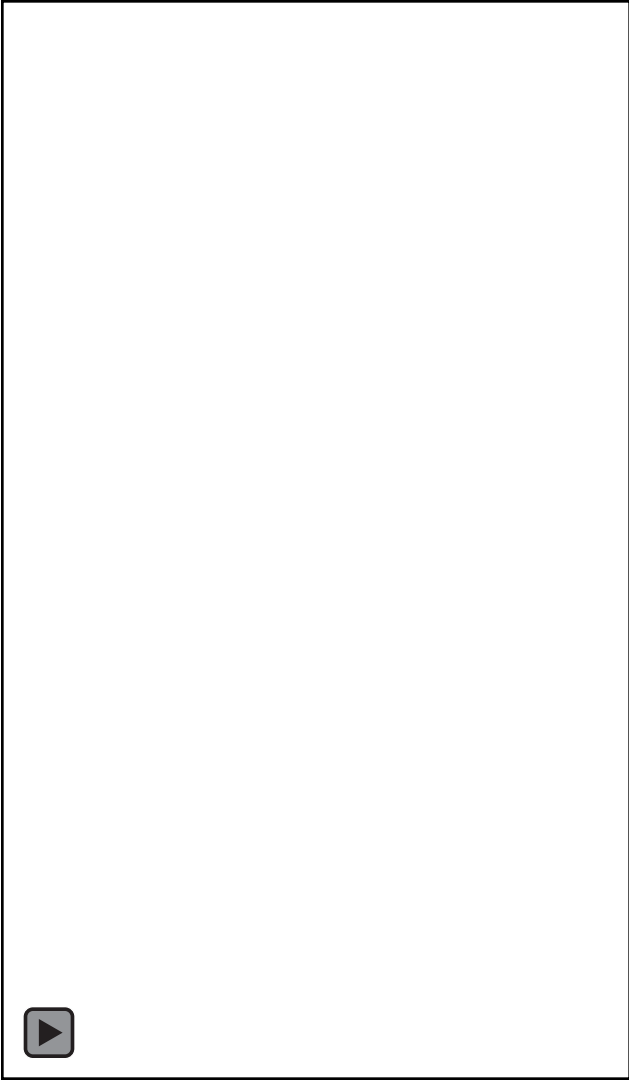
# FACEBOOK



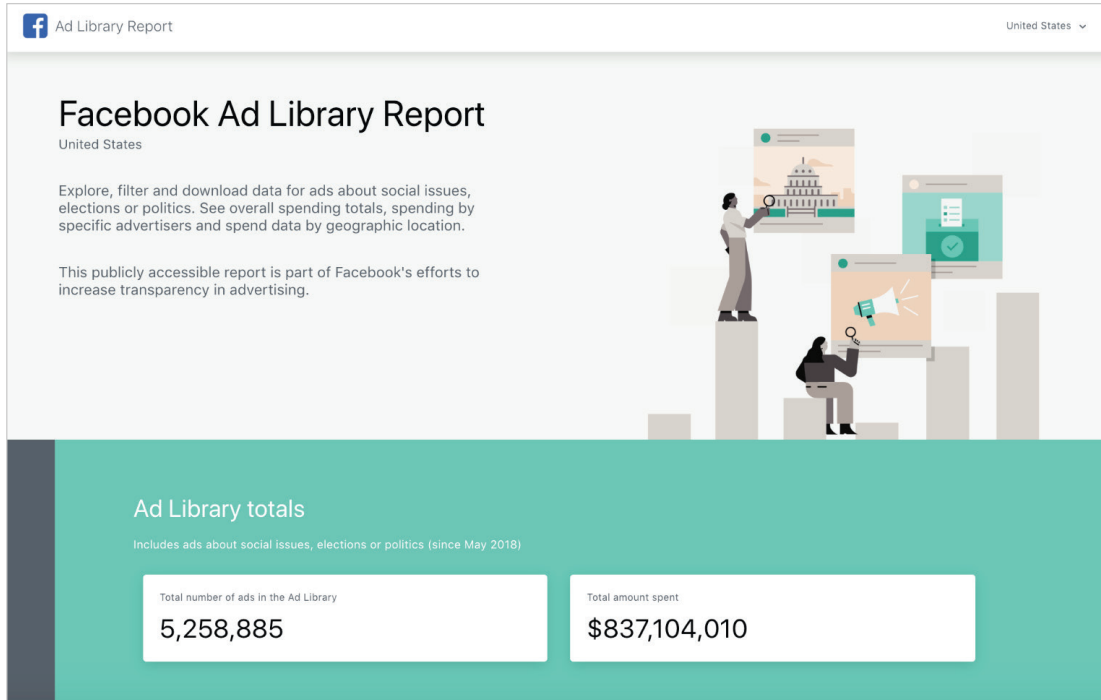
Source: Facebook data compiled by 2020campaigntracker.com




# INSTAGRAM

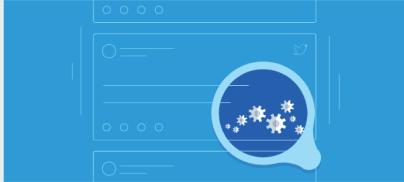


# FACEBOOK AD LIBRARY REPORT



# TWITTER ADS TRANSPARENCY CENTER

 **Ads Transparency Center** 🔍 Search advertisers



**A more transparent Twitter**

Twitter is a platform that enables global conversation, and we believe that transparency is a core part of who we are. As part of our commitment to be more transparent, we've created a place where you can search for advertisers and see the details behind ads.

When you search for an advertiser, you'll be able to see all Promoted Tweets that are currently running on Twitter, including [Promoted-only Tweets](#), or if a Promoted Tweet was suspended and why.

**Political campaigning advertisers**

These are advertisers running campaigns for federal or general elections. You can search for specific advertisers or view a list of advertisers which you can sort by country. In each Tweet's ad details you'll be able to see additional information, including the name of the person or organization funding the ad campaign, authorization information, and ad targeting demographics.

[See a list of certified political campaigning advertisers](#)

**Issue advertisers (US only)**

These are advertisers promoting content about candidates running for federal, state, or local election in the US, as well as those discussing issues of legislative national importance. The ad details for these Tweets include the name of the organization funding the ad campaign along with performance, spend, and targeting demographics.

[See a list of certified issue advertisers](#)

**Twitter Ads policies**

Advertisers are responsible for what they are advertising on Twitter. This means following all applicable laws and regulations, creating honest ads, and advertising safely and respectfully.

[Learn more](#)


Ads Transparency Center FAQ  
© 2019 Twitter

# SNAP POLITICAL ADS LIBRARY

**Snap Inc.**   [Careers](#)   [News](#)   [Investors](#)   [Advertisers](#)

[Frequently Asked Questions](#)   [Create Your Own Ad](#)   [Our Policy on Political Ads](#)   [Our Transparency Report](#)

## Snap Political Ads Library



**Trust. It's what makes it 'Real'**

At Snap we strive to create a safe, transparent, and trusted platform for our users. Our Political and Advocacy Ads Library is one of the many efforts we've taken in doing that. This gives the public an opportunity to find out details about all political and advocacy advertising running on our platform.

# FALSE INFORMATION ON SOCIAL MEDIA

# WHAT FACEBOOK HAS DONE

## Facebook, Elections & Political Speech

- Cracking down on fake accounts – the main source of fake news and malicious content – preventing millions from being created every day;
- Bringing in independent fact-checkers to verify content;
- Recruiting people – now 30,000 – and investing hugely in artificial intelligence systems to take down harmful content.
- If you are about to share a “fake news” post, Facebook may alert you.

A 2018 Stanford report found that interactions with fake news on Facebook was down by two-thirds since 2016.

# SPOTTING FALSE INFORMATION

## Tips to Spot False News

1. Be skeptical of headlines.
2. Look closely at the link.
3. Investigate the source.
4. Watch for unusual formatting.
5. Consider the photos.
6. Inspect the dates.
7. Check the evidence.
8. Look at other reports.
9. Is the story a joke?
10. Some stories are intentionally false.



# YOUR SOURCES FOR OFFICIAL ELECTION INFORMATION



Citizens Clean Elections Commission

- Apache County
- Cochise County
- Coconino County
- Gila County
- Graham County
- Greenlee County
- La Paz County
- Maricopa County



Arizona Secretary of State

- Mohave County
- Navajo County
- Pima County
- Pinal County
- Santa Cruz County
- Yavapai County
- Yuma County



# HOW TO SPOT A BOT

# BOT

An automated social media account programmed to perform tasks normally associated with human interaction, including:

- Post content
- Follow users
- Like posts
- Direct message other users
- Retweet anything posted by a specific set of users or featuring a specific hashtag

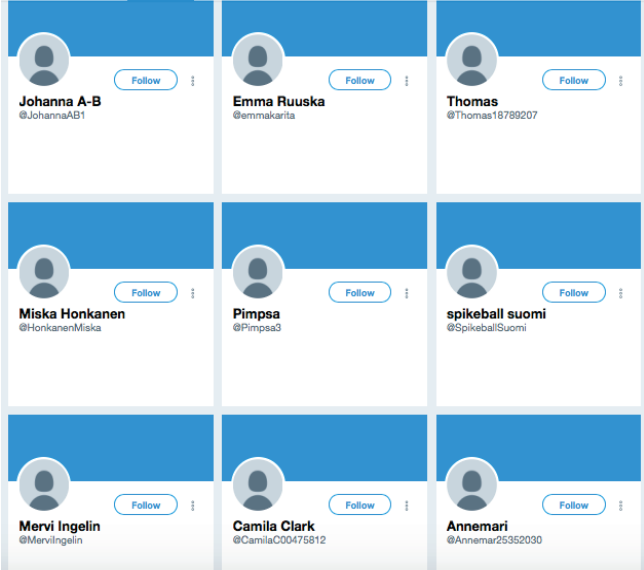
# BOTNET

A network of bots that can work in tandem to:

- Make a phrase or hashtag trend
- Amplify or attack a message or article
- Harass other users

# HOW TO SPOT A BOT

## Anonymity



# HOW TO SPOT A BOT

## Hyperactivity

The image shows a Twitter profile for @sunneversets100. A line graph is overlaid on the profile, showing a sharp increase in activity. The y-axis is labeled 'Growth Rate of the World' and has markers at 0.8% and 1.5%. The x-axis is labeled 'Population'. The graph shows a red line that starts at 0.8%, rises to 1.5%, and then drops to 1.2%. A blue shaded area under the line indicates the growth rate. The profile itself shows 203K tweets, 4 following, 679 followers, and 1,062 likes. A pinned tweet from 15 Nov 2016 is visible, discussing happiness and various hashtags.

Metric	Value
Tweets	203K
Following	4
Followers	679
Likes	1,062

**sunneversets100**  
@sunneversets100  
Larouche : U.S. Needs Infrastructure; But Trump Badly Needs Hamilton  
8:42 PM - 14 Nov 2016  
Joined November 2016

**sunneversets100** @sunneversets100 · 15 Nov 2016  
Pursue Happiness with Gottfried Wilhelm Leibniz #BRICS #SCO #AIB #HAMILTON #TRUMP #STRATEGY

# HOW TO SPOT A BOT

## Multiple Languages

Retweeted by Juli komm

**Sujoy Dhar** @sujoydhar2016 · Aug 27  
#planetreporter planetreporter.org our new work started now @sujoydhar2016 team be ready to work for this website #sujoydhar cheers.

954

Retweeted by Juli komm

**MENTES MILLONARIAS** @mentemillonaris · Aug 14  
Una dosis de rencor en tu vida es un ancla que no te dejará avanzar .  
@MarcoTache Suscríbete a su canal en YouTube

Translate from Spanish

**Fragmento del libro Trilogía del éxito (audio)**  
Fragmento del libro Trilogía del éxito  
youtube.com

1 4.7K 4.8K

Retweeted by Juli komm

**محمود** @OO\_0006 · Aug 19  
تبطي عظم ماقتت لك الاح

Translate from Arabic

229 6

Retweeted by Juli komm

**Diva** @Divathebawse · Jul 26  
Ocozo Nilikuwa na huzuni kubwa mwaka 2017 January angalia interview hii nikiielezea

**Diva asimula jinsi alivyoiishi maisha ya huzuni ilcha...**  
Kwenye Chilli na Sky awamu hii tupo na mtangazaji wa Clouds FM, Diva The Bawse alivyopitia kipindi kigumu cha majonzi licha ya kuwa na kila kitu katika maisha...  
youtube.com

9 274 54

Retweeted by Juli komm

**BastaVakulenko** @bastaakanogano · Jun 5  
Replying to @NatashaChernika @tilexofficial  
Нет ничего печальнее КВНрена

Translate from Russian

2 368 36

Retweeted by Juli komm

**Dehaan Ishmael** @Dehaanishmaael · Jun 6  
Pansus bisa luruskan KPK dari kesewenang wenangan..

Translate from Indonesian

**Pansus Bisa Luruskan Langkah KPK yang tak Bena...**  
Komisi Pemberantasan Korupsi dinilai semakin arogan dan kerap menyalahgunakan kewenangannya. Tak m..  
chirpstory.com

813 14

# HOW TO SPOT A BOT

## Unlikely Popularity



# DEALING WITH FRIENDS & FAMILY

How to curate your news feed



# GOOD POSTING ETIQUETTE

Adi Roo. is with Jasmyin in Playa del Carmen, Quintana Roo. June 23 · 🌴

This happened a few days ago...



👍👍👍 You, Dez Johnston, Jeremy Cline and 559 others 111 Comments

👍 Like Comment

View previous comments 4 of 97

 **Scott Little** This is the kind of thing Facebook was made for! Lovely Lovely Lovely. 

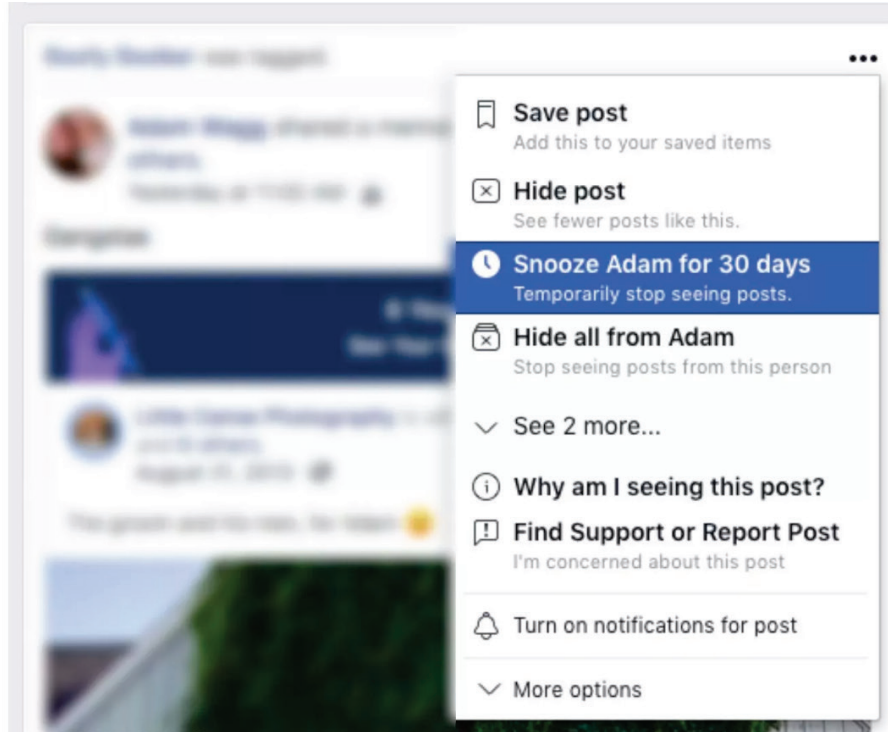
Like · Reply · 16w

 **Mitsy Jacob** Congratulations 

Like · Reply · 16w

 **Mary Smith** Congrats! CANDIDATE NAME 2020

# FACEBOOK: SNOOZE



# FACEBOOK: UNFOLLOW

The image shows a screenshot of a Facebook post from a user named Allison. The post text reads: "Dog friends! Dog friends! #dogsofinstagram #dogs #cute #lovridding #ridaliving". The post features a photograph of two dogs sitting on a wooden dock by a lake. A menu is open over the post, displaying several options: "Save post", "Hide post", "Snooze Allison for 30 days", "Unfollow Allison", "Why am I seeing this post?", "Find Support or Report Post", "Turn on notifications for this post", and "More options".

**Allison**  
54 mins · 🌐

Dog friends! Dog friends!  
#dogsofinstagram #dogs #cute #lovridding #ridaliving

- 📄 **Save post**  
Add this to your saved items
- 🗑️ **Hide post**  
See fewer posts like this.
- 🕒 **Snooze Allison for 30 days**  
Temporarily stop seeing posts.
- 🗑️ **Unfollow Allison**  
Stop seeing posts but stay friends.
- 📄 **Why am I seeing this post?**
- 🚩 **Find Support or Report Post**  
I'm concerned about this post
- 🔔 **Turn on notifications for this post**
- ⌵ **More options**

The photograph shows two dogs sitting on a wooden dock. The dog on the left is black and white, and the dog on the right is brown. They are both looking towards the camera. In the background, there is a blue lake and a wooden fence. The sky is blue with some clouds.

# FACEBOOK: MANAGING YOUR NEWS FEED

The image shows a screenshot of the Facebook news feed interface. The top navigation bar includes the Facebook logo, a search bar, the user's name 'Hayley', and navigation options for 'Home', 'Create', and notifications. The left sidebar contains navigation links for 'News Feed', 'Messenger', 'Watch', 'Marketplace', 'Shortcuts', and 'Explore'. The main content area shows a post by 'Hayley Shanks' with a status 'What's on your mind, Hayley?' and options for 'Photo/Video', 'Tag Friends', and 'Feeling/Activ...'. Below this are four story thumbnails. A post from '59 mins' ago is visible, titled 'Dog friends! Dog friends!' with several hashtags. On the right, a dropdown menu is open, listing various options: 'Your Pages', 'Business Manager', 'Manage Pages', 'Your Groups', 'Manage Ads', 'Activity Log', 'News Feed Preferences' (highlighted with a red box), 'Settings', 'Send Money', 'Payment History', and 'Log Out'.

# FACEBOOK: MANAGING YOUR NEWS FEED

## Preferences

Take control and customize your News Feed.

- Prioritize who to see first
- Unfollow people and groups to hide their posts

**Reconnect with people and groups you unfollowed**

You chose to stop seeing posts from these people and groups. Click to follow them again and see their posts in your News Feed.

All ▾

Bachelor Party Podcast Unfollow 12/15/2018	Andrew Lynn Polizzi Unfollow 12/15/2018	Rose Annun Unfollow 12/15/2018	Jake Ginn Unfollow 12/15/2018
Kaitlyn Syta Unfollow 12/15/2018	Ariana Harton Unfollow 12/15/2018	Cody Quirkins Unfollow 12/15/2018	Jack Sherman Unfollow 12/15/2018

[Learn More](#) [Done](#)

Manage your snooze settings

## Preferences

Take control and customize your News Feed.

- Prioritize who to see first
- Unfollow people and groups to hide their posts
- Reconnect with people and groups you unfollowed
- Manage your snooze settings

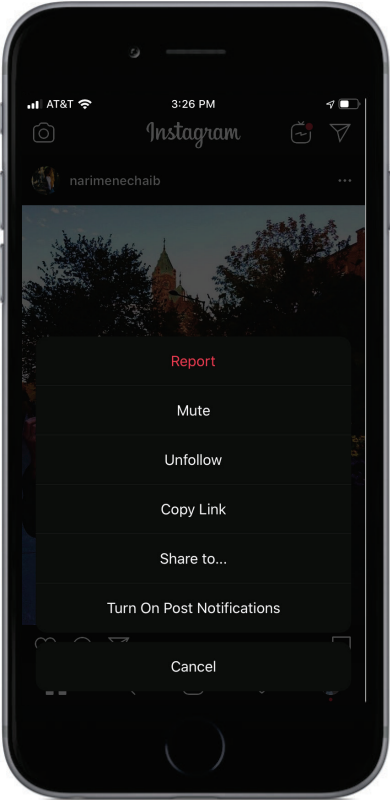
Restart, stop, or add more time to your snoozes.

All ▾

Single Momma Unfollow 12/15/2018	Elizabeth Embold Unfollow 12/15/2018	Bachelor Party Podcast Unfollow 12/15/2018	Florida Studio Theatre Unfollow 12/15/2018
Edin Berg Unfollow 12/15/2018	Andrew Lynn Polizzi Unfollow 12/15/2018	The Watch Unfollow 12/15/2018	Vicki Fairbrother Unfollow 12/15/2018

[Learn More](#) [Done](#)

# INSTAGRAM: MUTE



# TWITTER: MUTE OR SHOW LESS OFTEN



The screenshot shows a Twitter home feed on a dark background. At the top, the word "Home" is displayed in white. Below it, a notification says "Tate and Sean Yoo liked". The first tweet is from Mark Titus (@clubtrillion) posted 1 hour ago. The tweet text is "I hate to be the one to do it, but it's time to s" and "can't believe nobody has been asking yet:". Below the text is a question "Is Zion fat?". A context menu is open over this tweet, listing options: "Show less often", "Embed Tweet", "Unfollow @clubtrillion", "Mute @clubtrillion", "Block @clubtrillion", and "Report Tweet". Below the tweet are icons for replies (55), retweets (62), and likes (1.2K). The second tweet is from Ken Pomeroy (@kenpomeroy) posted 2 hours ago. The tweet text is "As you may have noticed, my 2020 preseason rankings have been posted. Consider this the complaint thread. Feel free to vent on where the rankings went wrong. We'll review this in a few months." Below the tweet are icons for replies (64), retweets (13), and likes (185).

**Home**

Tate and Sean Yoo liked

**Mark Titus** @clubtrillion · 1h

I hate to be the one to do it, but it's time to s  
can't believe nobody has been asking yet:

Is Zion fat?

**Adrian Wojnarowski** @wojespn · 2h

Zion Williamson has surgery today to repai  
and is expected to miss six to eight weeks,

55 62 1.2K

**Ken Pomeroy** @kenpomeroy · 2h

As you may have noticed, my 2020 preseason rankings have been posted.  
Consider this the complaint thread. Feel free to vent on where the  
rankings went wrong. We'll review this in a few months.

64 13 185

- Show less often
- Embed Tweet
- Unfollow @clubtrillion
- Mute @clubtrillion
- Block @clubtrillion
- Report Tweet

**THANK YOU**

**RIESTER**

**3344** RIESTER FOUNDATION AZ STRATEGIES