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**

<table>
<thead>
<tr>
<th>% of social media users who say they ___ about politics on social media</th>
<th>2016</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like seeing lots of political posts and discussions</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Don't feel strongly one way or another</td>
<td>41</td>
<td>38</td>
</tr>
<tr>
<td>Are worn out by how many political posts and discussions they see</td>
<td>37</td>
<td>46</td>
</tr>
</tbody>
</table>

Note: Those who did not give an 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
POLITICAL SPENDING ON SOCIAL MEDIA ADS
2018 ELECTION

$400 Million in US Political Spending on Facebook

• May – November 2018
• Facebook Ad Library
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 PRESIDENTIAL ELECTION

$39.8 Million

Source: Facebook data compiled by 2020campaigntracker.com
TRANSPARENCY
FACEBOOK
Facebook Ad Library Report

United States

Explore, filter and download data for ads about social issues, elections or politics. See overall spending totals, spending by specific advertisers and spend data by geographic location.

This publicly accessible report is part of Facebook's efforts to increase transparency in advertising.

Ad Library totals

Includes ads about social issues, elections or politics (since May 2018)

- Total number of ads in the Ad Library: 5,258,885
- Total amount spent: $837,104,010
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
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
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
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
HOW TO SPOT A BOT

Multiple Languages
HOW TO SPOT A BOT

Unlikely Popularity
DEALING WITH FRIENDS & FAMILY

How to curate your news feed
FACEBOOK: SNOOZE

Snooze Adam for 30 days
Temporarily stop seeing posts.
FACEBOOK: UNFOLLOW
FACEBOOK: MANAGING YOUR NEWS FEED
FACEBOOK: MANAGING YOUR NEWS FEED
INSTAGRAM: MUTE
TWITTER: MUTE OR SHOW LESS OFTEN

Mark Titus @clubtrillion · 1h
I hate to be the one to do it, but it's time to start asking: I can't believe nobody has been asking yet:

Is Zion fat?

Adrian Wojnarowski @wojespn · 2h
Zion Williamson has surgery today to repair a meniscus tear and is expected to miss six to eight weeks,

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.
THANK YOU