

Trump's Social Media Campaigns- And How Communicators Need to Prepare for New Threats After the 2016 U.S. Presidential Election

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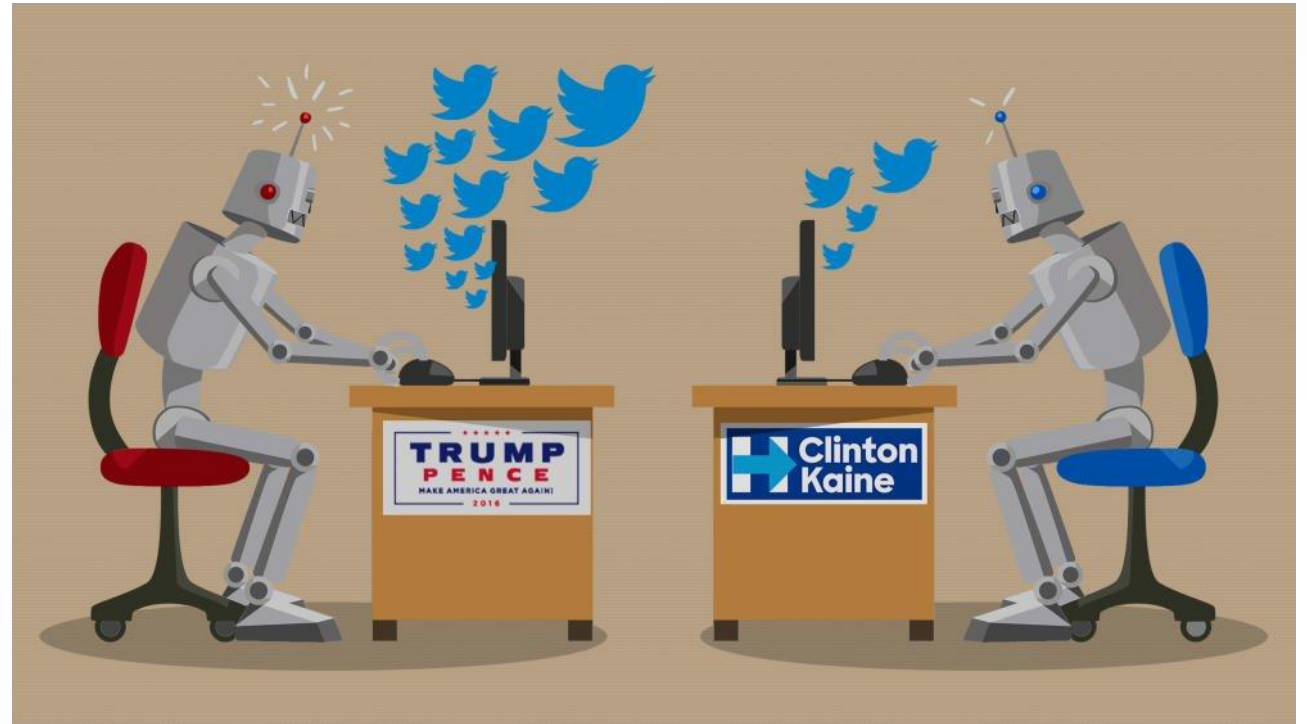
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What Trump Did

- [According to Reuters](#) tweeted more than any other candidate in the presidential race
- Amassed 4 million more followers on Twitter than Hillary Clinton and 5 million more on Facebook
- Mike Berland, CEO, Edelman Berland: "a continuous Trump rally that happens on Twitter at all hours"
- SocialFlow: got more than three times more free exposure on social media than Clinton. By January 2016, had become "the most talked-about person on the planet."
- Became cyber bully-in-chief

Why It Worked

- Trump: social media is more powerful than \$
- Bypassed the media: it's “like having your own newspaper”



Picture: CNN México

How to Prepare for Trump Twitter Attacks

- Monitor Trump's statements and pro-Trump media
- Review corporate policies
- Prepare messages in advance
- Monitor social media carefully
- Line up allies
- Identify channels to the White House

How to Prepare for Fake News

- Communicate values in advance
- Use employees as advocates
- Don't inadvertently fund non-mainstream news sites
- Write responses in advance
- “Move the moveable”
- Consider legal action

How to Decide Whether to Enter the Political Fray

- Is the issue directly related to our core business -- or to what Helio Fred Garcia, president of the Logos Consulting Group, calls our “lived and declared values”?
- Are the people who matter most to us -- including employees, customers, investors and board members -- affected or do they feel strongly about it and expect us to speak out?

Contact Me

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