

## AOC - The Good, The Bad, and The Recommended.

5/10/23 - Alexa Moyer

Alexandria Ocasio-Cortez is one of the best examples of social media's use in politics. She's the [third most followed Congressperson on Twitter](#), only being beaten by Senator Bernie Sanders (I-VT) and Senator Elizabeth Warren (D-MA). Not only does AOC capitalize on traditional social media platforms like Twitter, Facebook, or Instagram, but she's also expanded to more niche platforms that cater towards younger people like Twitch or Animal Crossing (if that can even be considered). She's become skilled at using social media to engage her audience and to spread information and her agenda through these platforms that other, older politicians might not be as skilled at using.

Here's how her following breaks down across platforms as of May 10, 2023:

- Instagram: 8.6 million
- Twitter: 13.4 million
- Facebook: 253 thousand
- TikTok: 562.3 thousand

It's quite interesting to see how her follower count changes on each platform, with a considerable difference in follower counts between each one. The most biggest difference being Facebook, which is known to host an incredibly large conservative base which is definitely not AOC's target audience. The platform also caters towards older users and AOC continuously makes it obvious that she tries to reach younger voters and young people. It makes sense that her following on Facebook is much lower than her following on her other platforms.

Twitter is notorious for being a highly politicized social media platform. In 2022, the [Pew Research Center](#) found that about one-third of English language tweets by U.S. adults were political in nature. Based on this, it again makes sense that the platform with her highest following is a highly political one. Users on Twitter would be more interested in searching out content from politicians. Twitter also has a fair mix of old and young users which would make it align more close with the audience she tries to target.

There is also a difference in the kind of content that she posts based on each platform. Her Facebook posts (example above), are more generic and less political than her other platforms. This could be because Facebook does not hold her target audience and the comment section would become a battlefield if she posted more controversial posts. A lot of her Facebook posts are created content. Meaning that her social media team made the posts for her social media. This is different than her Twitter which relies a lot on

content curation. This is where she retweets another person's created content and can add her own comment or not.

While her Twitter is based more on content curation, it is much more politically charged than her Facebook posts. Many of her tweets center around incredibly controversial topics such as the jury verdict that found Donald Trump liable for defamation and sexual abuse and CNN's townhall that featured him (see above). It also seems as though Twitter is the place that she directly goes after opponents as she frequently retweets things that call out opposing politicians by name and tags them in the post (see below)

Her Instagram is almost all created content, with the exception of a small amount of content curation on her Instagram story where she can share other people's posts. This content is more controversial than Facebook but less controversial than Twitter with topics like the Writers Guild of America strike and informational videos about applying for the FAFSA.

AOC's strongsuit is being able to relate to people on social media in order to share information without seeming like a lecture. However, I would suggest adding more created content to her Twitter feed rather than the feed being almost all retweeted content. Having that control over the exact wording and visuals is incredibly important. On the other hand, I would not suggest getting rid of ALL curated content as that allows her to show that she is aware of what other people are saying and it shows her approval over those opinions.