

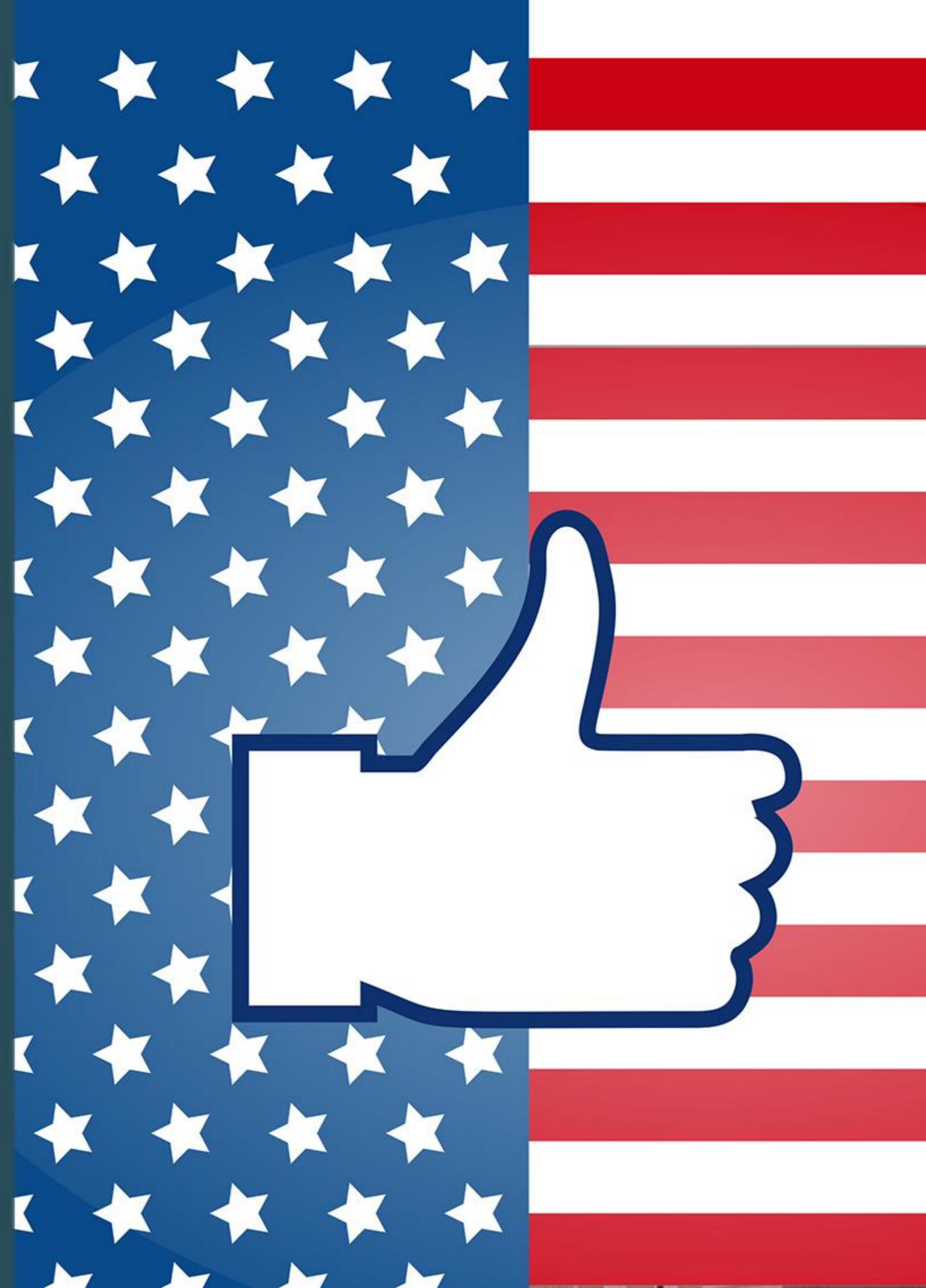


BANKING  
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# Social Media and the 2020 Election

June 23, 2020





# Andrew Bleeker

Founder and President, Bully Pulpit Interactive



BULLY PULPIT INTERACTIVE

# OUR PARTNERS

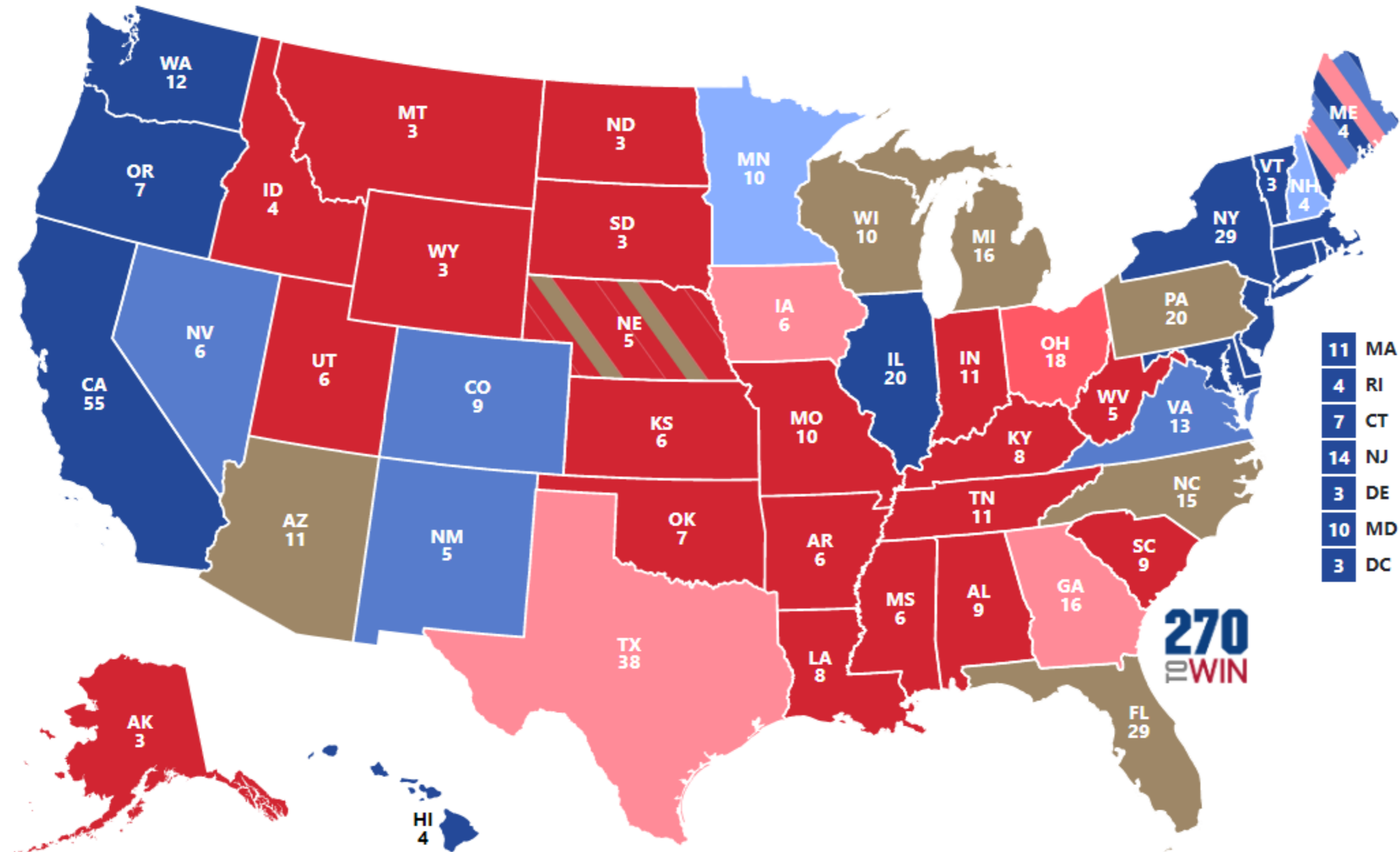
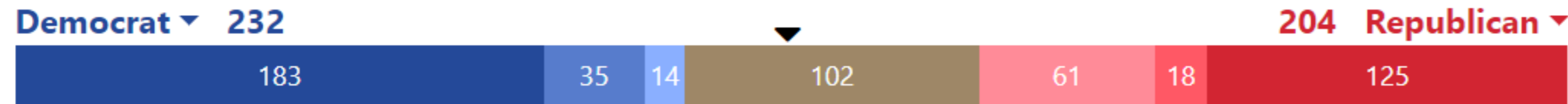
## BRANDS



## CAUSES & ADVOCACY

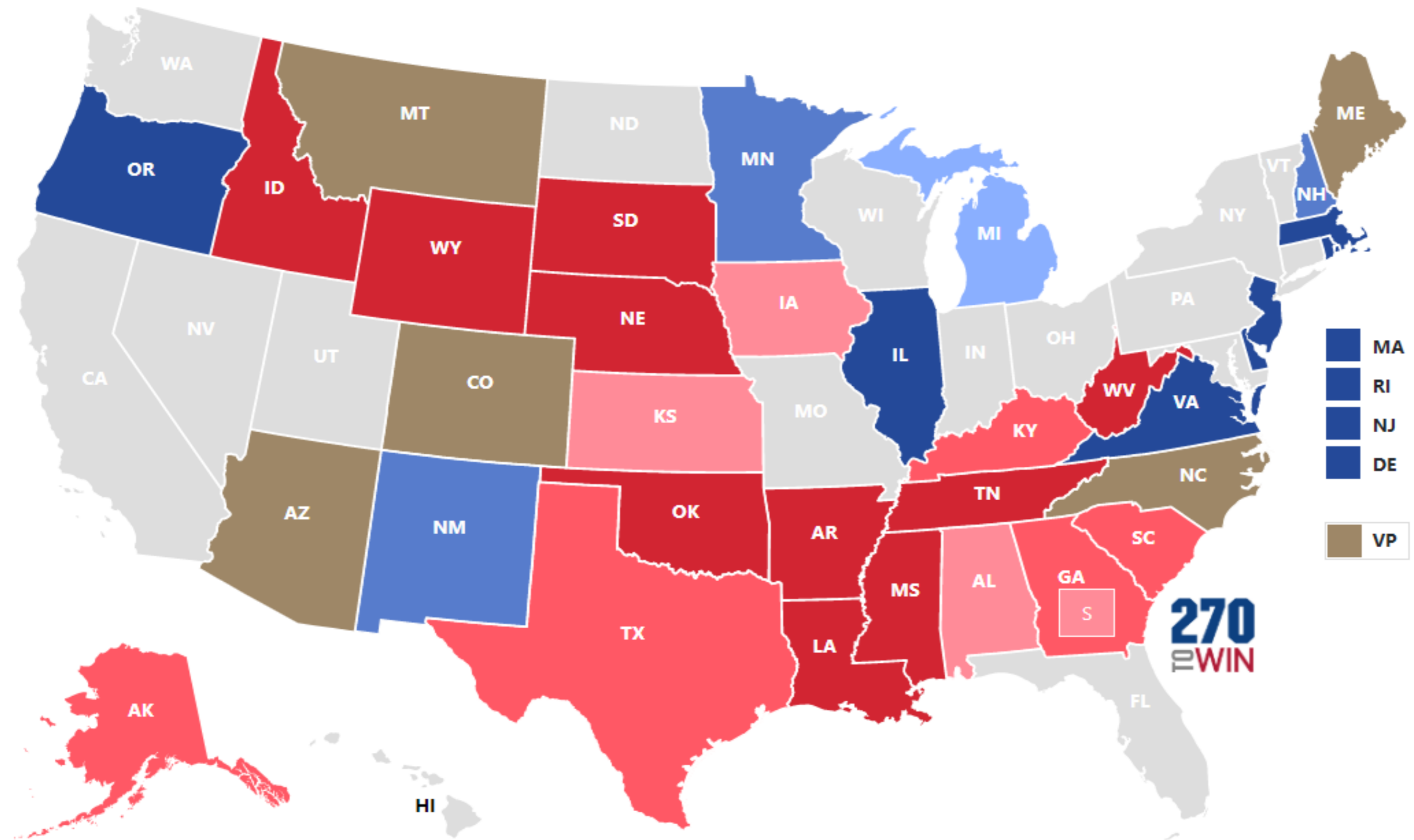
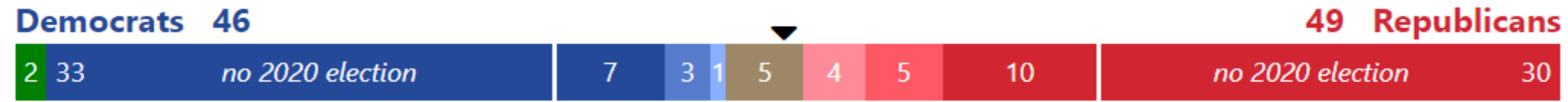


# STATE OF THE PRESIDENTIAL RACE



- In 2016, President Trump carried all toss-up states highlighted brown on the map.
- Biden is currently polling ahead of Trump in all of these toss-up states.
- Under this map, Democrats only need 38 more electoral votes to hit 270.

# RACE FOR THE SENATE



- The current makeup of the Senate is 53 Republicans to 47 Democrats (including 2 Independents).
- Recent polling has Doug Jones (D-AL) -13 behind Jeff Sessions, the likely Republican nominee.
- Assuming Doug Jones loses, Democrats will need to **win 3 seats and the Presidency to control the Senate.**
- Polling in AZ, NC, MT & ME has Democrats slightly ahead, with stronger lead in CO.

Source: 270 To Win, Real Clear Politics Polling Data

# THE COVID-19 ELECTION

## *Covid-19 Changed How We Vote. It Could Also Change Who Votes.*

In presidential election years, state driver licensing offices and registration drives generate a torrent of new voters. The pandemic has cut that to a trickle.



## *Tulsa Officials Plead for Trump to Cancel Rally as Virus Spikes in Oklahoma*

President Trump will hold his first campaign rally in months on Saturday in Oklahoma, where infections are rising, and officials there are pleading with him to cancel or hold it outdoors.



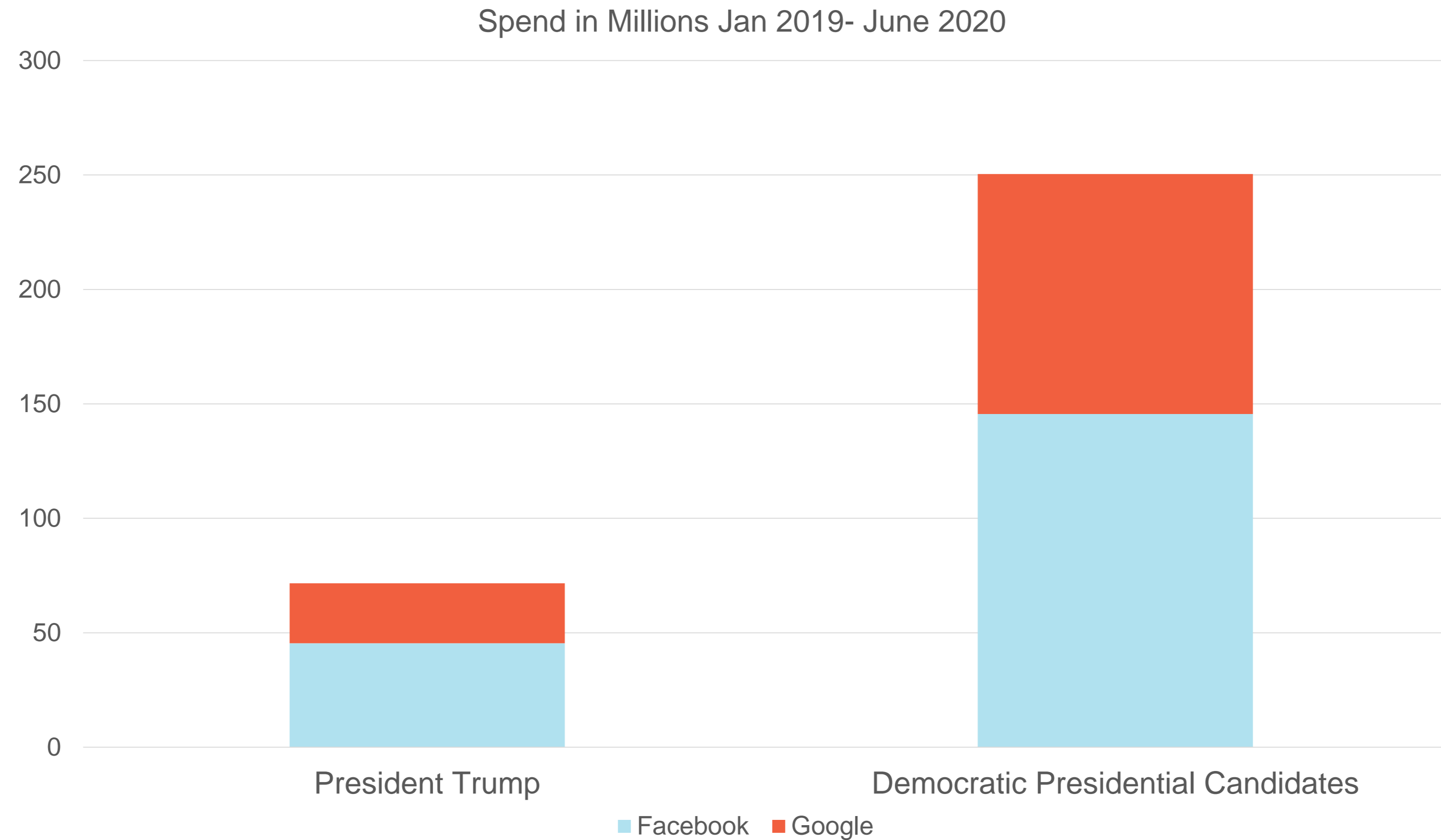
## *Biden Calls Trump a 'Fool' for Not Wearing Mask in Coronavirus Crisis*

Joseph Biden, in his first in-person interview since the virus curtailed his campaign, suggested the president was being "falsely masculine" by refusing to wear a mask.



# SOCIAL MEDIA: SPEND

More money is being spent on these platforms than ever before

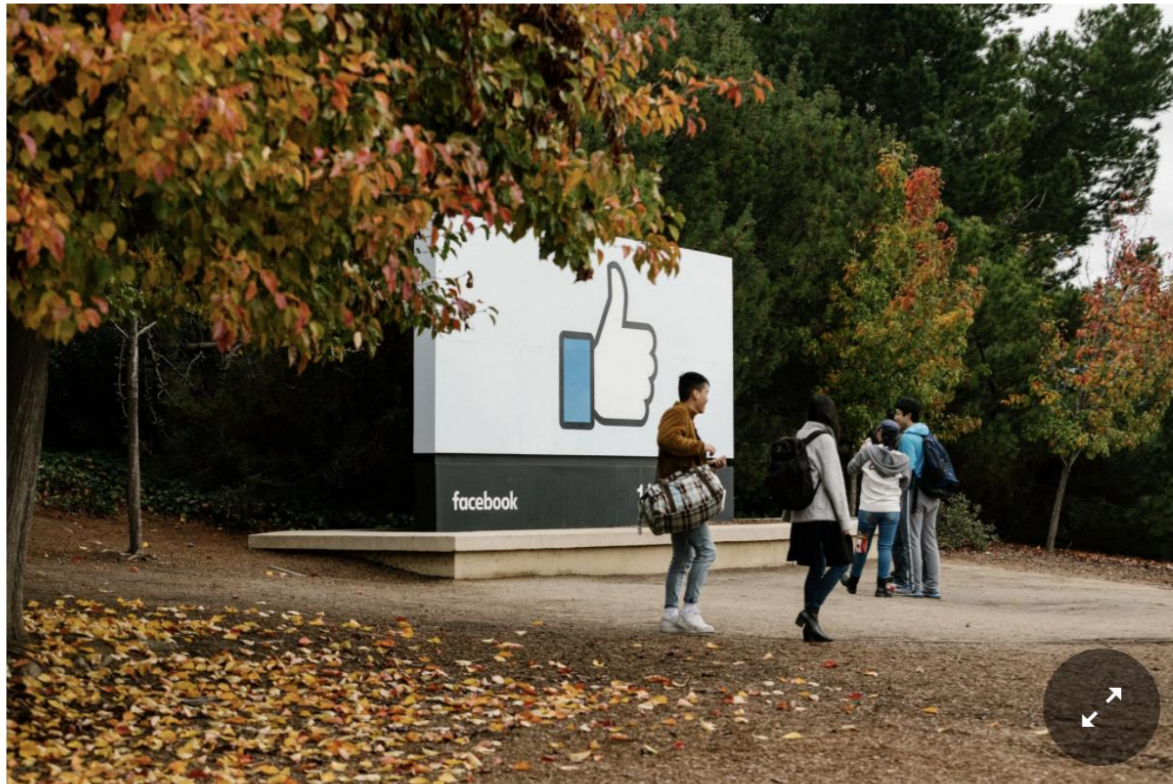


# SOCIAL MEDIA: REGULATION

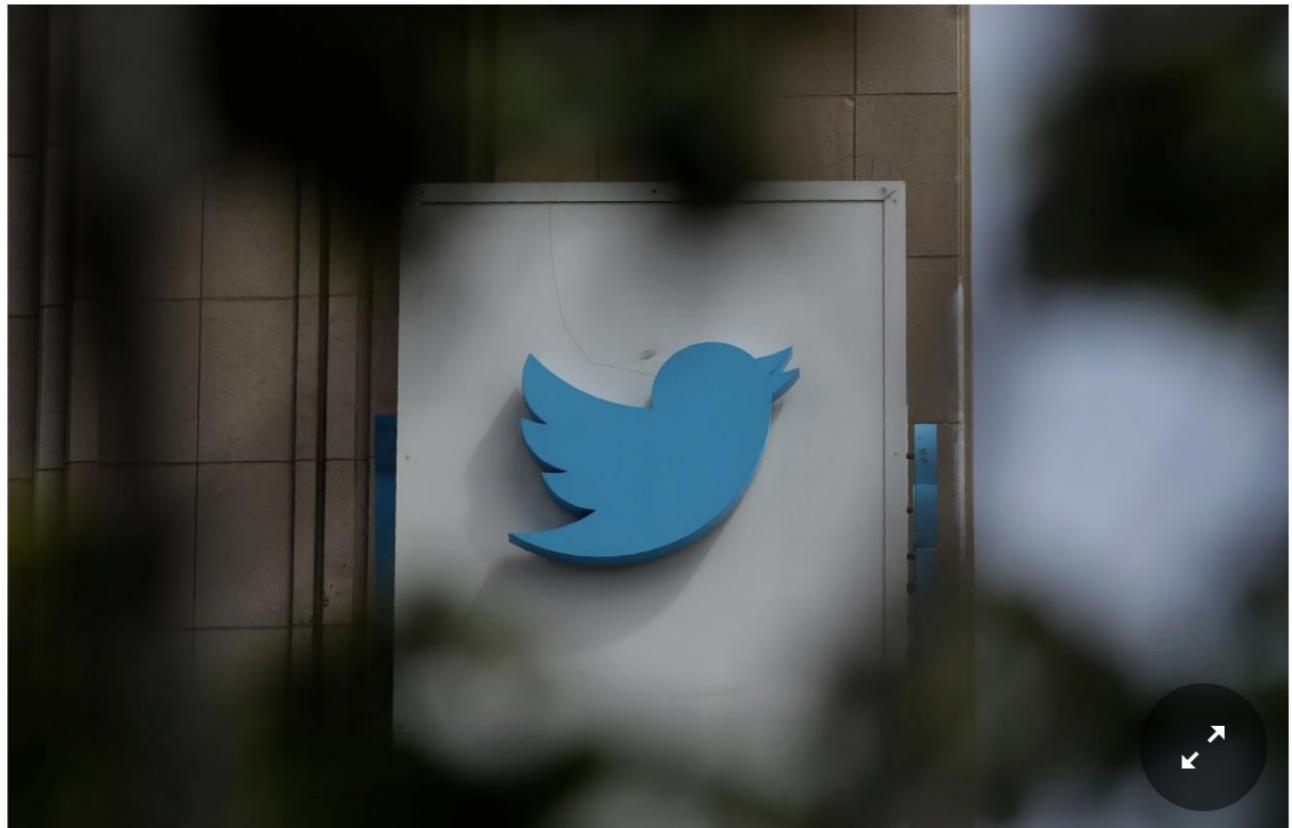
Social platforms are regulating political ads more than ever before

## *Now You Can Opt Out of Seeing Political Ads on Facebook*

The change lets Facebook play both sides of the debate about political advertising on social media.



## *Twitter Will Ban All Political Ads, C.E.O. Jack Dorsey Says*



The action by Twitter is a stark contrast to how Facebook handles political advertising. Jeff Chiu/Associated Press

## Google bars elections ads from using political leanings, voter data

TECH

## Spotify suspends political ads for 2020, taking the opposite stance from Facebook

## Voters Will See Fewer Political Ads This Year – Thanks To OTT Targeting



# SOCIAL MEDIA: SPREAD OF MISINFORMATION

Social platforms are each running their own fact-checking measures, trying to limit the spread of misinformation

The New York Times

## *Twitter Refutes Inaccuracies in Trump's Tweets About Mail-In Voting*



**Donald J. Trump**  @realDonaldTrump · May 26

There is NO WAY (ZERO!) that Mail-In Ballots will be anything less than substantially fraudulent. Mail boxes will be robbed, ballots will be forged & even illegally printed out & fraudulently signed. The Governor of California is sending Ballots to millions of people, anyone.....

 [Get the facts about mail-in ballots](#)

 44.4K

 50.8K

 132.5K





# THE INTERSECTION OF BRANDS AND POLITICS



BULLY PULPIT INTERACTIVE

# 1: BRANDS ARE POLITICAL

Early in the Trump presidency, companies feared the backlash associated with perceived political engagement.



## HARLEY-DAVIDSON

"Trump's battle with Harley-Davidson over foreign tariffs tests motorcycle riders' loyalty" –USA Today, 6/28/18



## GENERAL MOTORS

"Trump assails GM over car production in Mexico, threatens taxes" –Reuters, 1/3/17

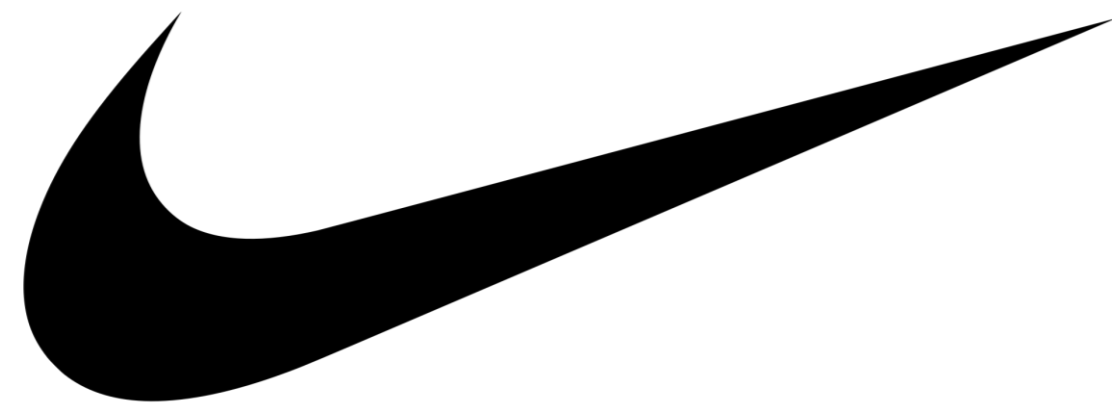


## UBER

"#DeleteUber campaign grows...over Trump's Muslim immigration ban." – The Independent, 1/29/17

# 1: BRANDS ARE POLITICAL

Our biggest critics are now internal and silence is no longer an option.



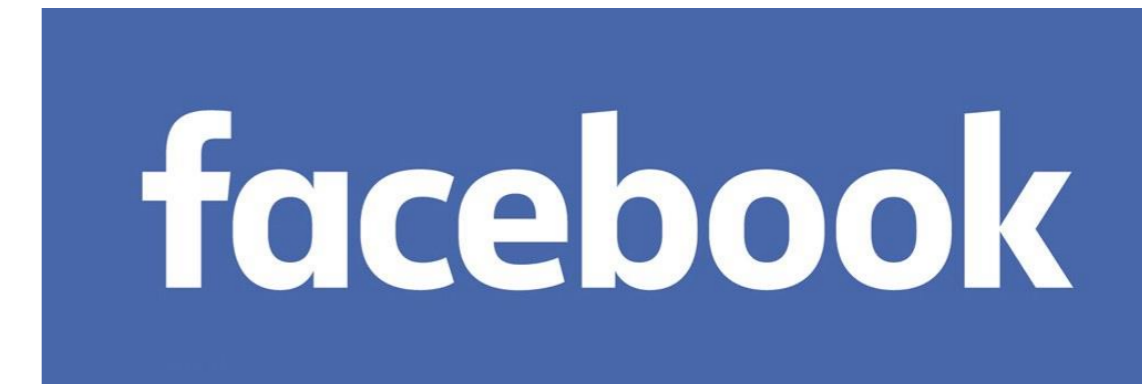
## NIKE

“Nike’s polarizing Colin Kaepernick ad wins Emmy for best commercial”  
–Hollywood Reporter, 9/15/2019



## WALMART

“This week in business: Walmart takes a stand on gun control”  
–New York Times, 9/8/19



## FACEBOOK


Warren goes after Mark Zuckerberg about breaking up Facebook.”  
–Business Insider, 10/2/19

# 2: DIGITAL AND EARNED MEDIA HAVE MERGED

**Bernie Sanders**  @BernieSanders

This family was able to save \$10,000 buying insulin for their son in Canada, where the exact same insulin is one-tenth the price.

The profits the drug companies are making ripping off the American people is scandalous, it is outrageous and it has got to end.



440.9K views 0:01 / 3:15

**cchiste19** Iowa Memorial Union



53 likes

cchiste19 Hi @elizabethwarren told me I was important tonight so catch me crying about that forever

View all 3 comments

**Donald J. Trump**  @realDonaldTrump [Follow](#)



4:05 AM - 1 Oct 2019

56,680 Retweets 215,051 Likes

54K 57K 215K

# 3: FAKE NEWS IS THE NEW NORMAL

It's more important than ever to correct the record and control the narrative.

**THE EPOCH TIMES**  
**Coverage of the Trump Presidency by The Epoch Times**  
Sponsored • Paid for by The Epoch Times

Joe Biden's Ukraine connections reveal important questions that must be investigated. Let's examine two of them together.

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**Sue Moore**  
@suemo54

The Odessa Shooter's name is Seth Ator, a Democrat Socialist who had a Beto sticker on his truck.

1:12 PM · Sep 1, 2019 · Facebook

11.1K Retweets 15.4K Likes



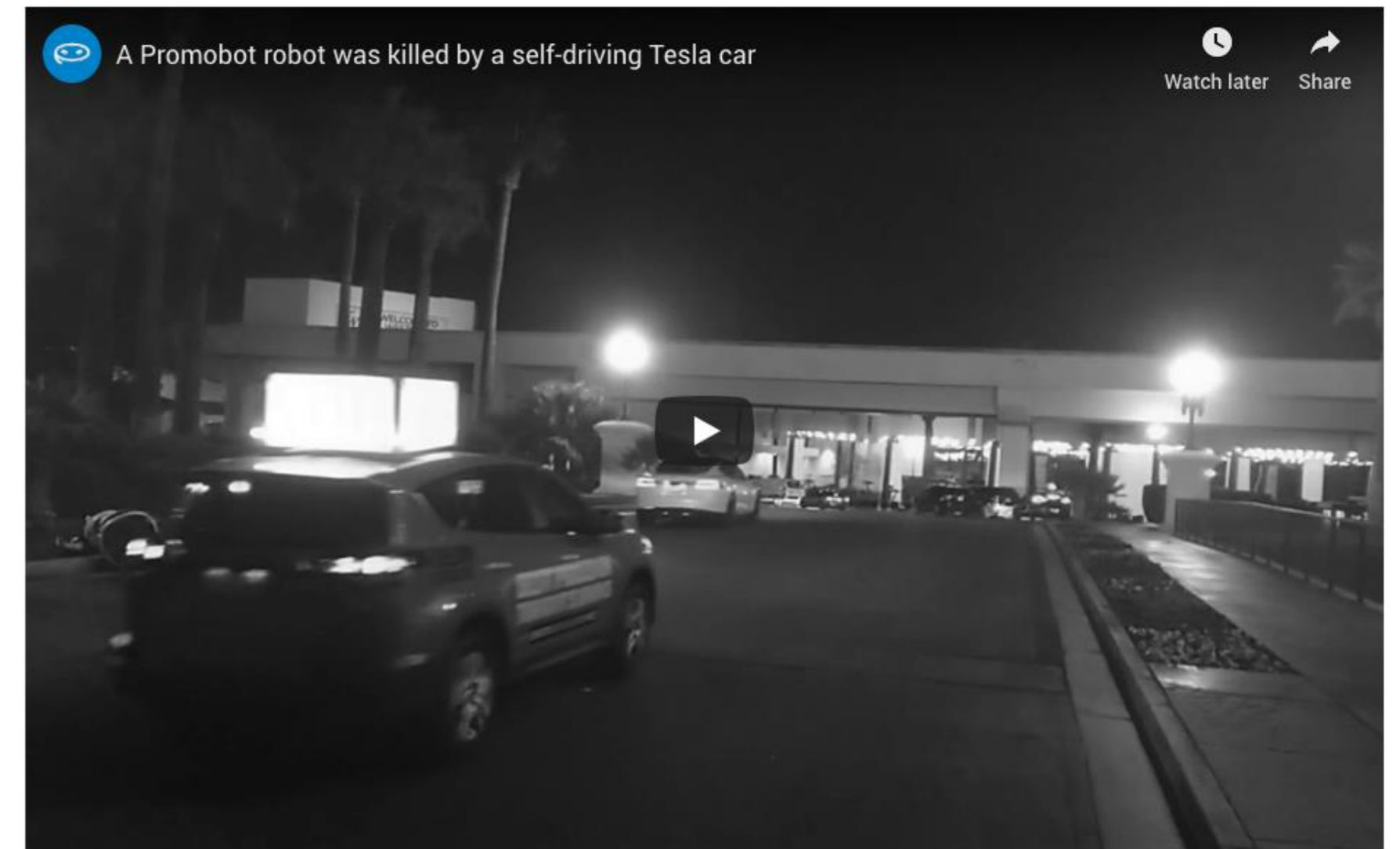
**Donald J. Trump** ✓  
@realDonaldTrump

"PELOSI STAMMERS THROUGH NEWS CONFERENCE"



93.7K 9:09 PM - May 23, 2019

93.1K people are talking about this



Published 09 January 2019  
By Will Dron

SHARE ARTICLE

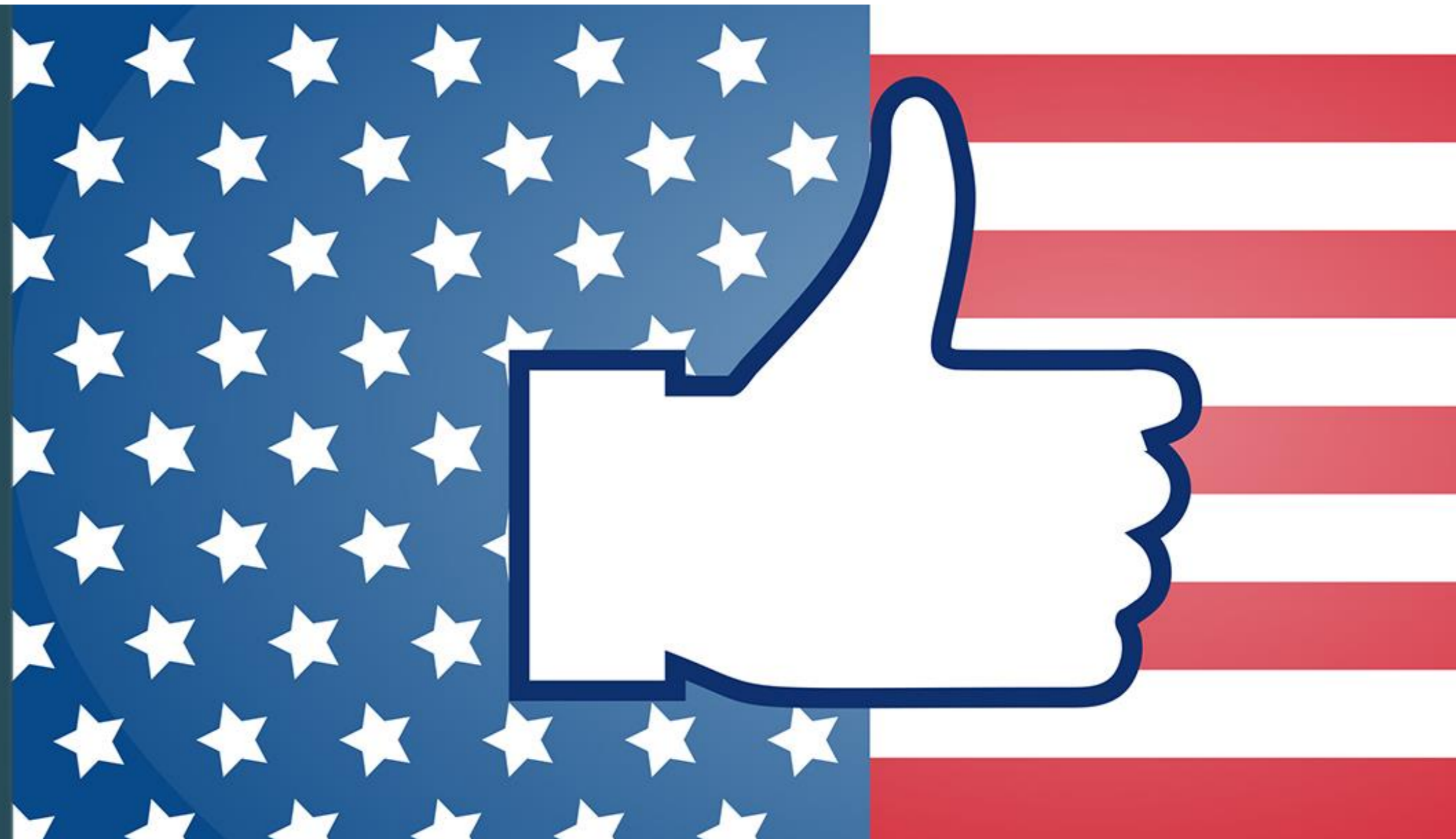
ROBOT MAKER ACCUSED OF  
MARKETING STUNT AFTER TESLA  
"KILLS" PROMOBOT AT CES

# THANK YOU



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