



Tweets for President

Social media will play a major role in Election 2016. Read the selection of candidates' announcement tweets and answer the questions on page 2.

Donald J. Trump @realDonaldTrump

I am officially running for President of the United States. #MakeAmericaGreatAgain
[instagram.com/p/3_vGGrmhdq/](https://www.instagram.com/p/3_vGGrmhdq/)

RETWEETS: 11,835 FAVORITES: 10,127

12:57 AM · 18 Jun 2015

Hillary Clinton @HillaryClinton

I'm running for president. Everyday Americans need a champion, and I want to be that champion. -H hillaryclinton.com

RETWEETS: 103,090 FAVORITES: 106,964

12:27 PM · 12 Apr 2015

Scott Walker @ScottWalker

I'm in. I'm running for president because Americans deserve a leader who will fight and win for them. - SW ScottWalker.com
#Walker16


Scott Walker
Scott Walker for America
Let's Get to Work

View on web

RETWEETS: 1,890 FAVORITES: 1,735

5:29 AM · 13 Jul 2015

Jeb Bush @JebBush



RETWEETS: 996 FAVORITES: 1,193

7:37 AM · 11 Jun 2015

Bernie Sanders @BernieSanders

I am running for President of the United States because America needs a political revolution. Join our campaign:
bernieanders.com



Bernie Sanders
The official campaign website for the presidential campaign of United States Senator Bernie Sanders.
[View on web](http://bernieanders.com)

RETWEETS: 2,123 FAVORITES: 1,644

10:13 AM · 30 Apr 2015

Ted Cruz @tedcruz

I'm running for President and I hope to earn your support!



RETWEETS: 13,433 FAVORITES: 11,829

9:09 PM · 22 Mar 2015

Tweets for President (continued)

Marco Rubio @MarcoRubio
... I announce my candidacy for President of the United States of America.
RETWEETS: 2,691 FAVORITES: 2,585
5:14 PM - 13 Apr 2015

Martin O'Malley @MartinOMalley
Today, I announced my candidacy for President. I'm running for you, and your future. Join me: cards.twitter.com/cards/9f63k/kx... #OMalley2016 -Martin
RETWEETS: 129 FAVORITES: 103
7:51 AM - 30 May 2015

Gov. Mike Huckabee @GovMikeHuckabee
I am running for President because American families need someone who will fight for them. buff.ly/1Pm7wW

RETWEETS: 329 FAVORITES: 361
2:00 PM - 8 May 2015

Dr. Rand Paul @RandPaul
Today I announce my candidacy for President of the United States! Join with us at randpaul.com

RETWEETS: 2,220 FAVORITES: 2,112
12:05 PM - 7 Apr 2015

John Kasich @JohnKasich
I'm running for President.
Let's get to work,  America  - together.
Join the team: JohnKasich.com -John

RETWEETS: 646 FAVORITES: 634
11:19 AM - 21 Jul 2015

James S Gilmore @gov.gilmore
EXCLUSIVE - Former Virginia Governor Jim Gilmore: Why I'm Running for President - Breitbart bit.ly/1LT6hWm via @BreitbartNews

EXCLUSIVE - Former Virginia Governor Jim Gilmore: Why I'm Running for President - Breitbart
Hello, I'm Jim Gilmore and today I am announcing my candidacy for the Republican nomination for President of the United States.

View on web
RETWEETS: 24 FAVORITES: 8
10:42 AM - 30 Jul 2015

Questions

1. Why might presidential candidates use Twitter and other social media to launch their campaigns?
2. Look at each tweet's "retweets" and "favorites." Why might some tweets be more popular than others?
3. Why do you think some candidates are creating their own hashtags?
4. Which tweet do you think is the most effective? Which one's the least effective? Explain.
5. How do these tweets add to your understanding of the selfie election story in *Upfront*?