

RapLeaf

About social networks
...implications in a political world...



Social networks and politics

- Underappreciated
- Explored by Democratic party to some degree
- Low investment from the Republican party
- Fastest growing segment on the internet



About social networks

- Traditional: MySpace, Facebook, Bebo
- Business: LinkedIn
- Niche: Flixster, BlackPlanet
- Communication: AIM, skype
- Discussion: forums, blogs



Social networks are popular

- **21%** of all internet page views are on social networks
- Social networks are the #1 category on the internet
 - #2: web mail (hotmail, yahoo, etc): 13%
 - #3: pornography: 8%



Social networks are important

- For people under 30:
 - 70% of their online time is spent on social networks
 - Young people spend more time on social networks than MTV/Comedy Central/etc.



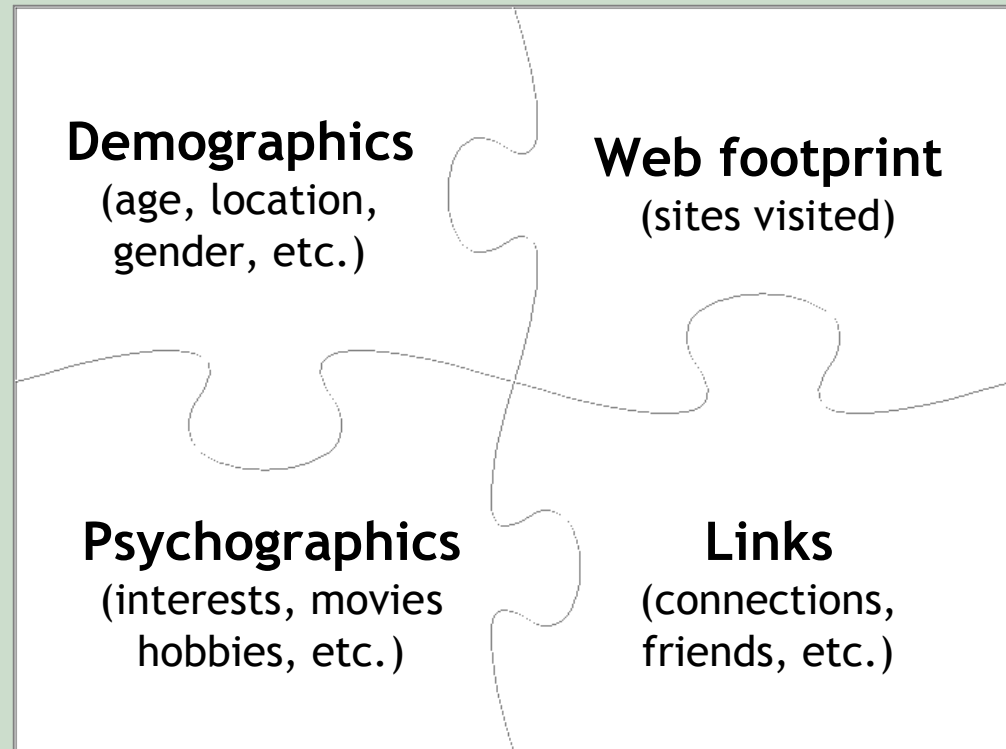
Social networks are getting older

- Average age of MySpace is now over 30
- 11% of Facebook is over 30 ... soon will be 25%.
- Swing voters are on social networks
 - Fastest growing segment on MySpace is Midwestern moms aged 35-45.
 - They talk about their kids and families



Social networks and politics

- Voter targeting
- Voter engagement
- Strengthen supporters





Candidates and causes should be active on social networks

- Easy to engage with millions of voters
- High fixed cost (time) but low variable cost. Much cheaper than TV.
- Ability to find new supporters ...
 - Example: search for people that live in Texas, like country music, and care about Darfur.



social networks have great data

- Social network data can be used for better voter targeting



Other tech trends

- IM on the rise: “Email is for old people”
- Viral marketing
- Data normalization and momentum



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