Republican Candidates Significantly Outperforming Democrats on Social Media, Study Finds

San Francisco, October 22, 2024 – A pre-election analysis by marketing engineering firm Online Impact Group LLC using its social media analysis tool [ImpactFox](#) reveals a striking gap in social media performance between Republican and Democratic candidates for the U.S. House of Representatives, potentially impacting the upcoming 2024 election.

The study, an October 2024 update from the firm's [September analysis](#), analyzed 15,756 social media posts across 1,313 Facebook and Instagram profiles of U.S. House candidates.

Key Findings

- Republican House candidates' posts receive up to 7 times more shares on social media platforms compared to their Democratic counterparts

- The superior performance of the Republican candidates' posts indicates that their messaging resonates well and generates much higher enthusiasm than the Democratic candidates' posts

- Social media algorithms give further advantage to Republican messaging due to higher levels of follower interaction on posts

Potential Impact on 2024 Election

Impacts could be significant, based on information in studies by Pew Research Center, Brookings Institution and others. Democrats are likely to encounter these election-impacting situations:

- Reduced voter turnout

- Fewer chances to connect with younger voters

- Fewer opportunities to counter misinformation

Social media algorithms amplify the difference even further: Posts that gain more likes and shares are shown to more individuals within the social media platforms. As a result, the Democratic candidates' lower number of likes and shares give their Republican counterparts' messaging enhanced reach over Democrats' messaging.

Expert Analysis

"Our findings indicate that Democratic candidates may be falling behind in creating engaging content that resonates with their followers and spreads their message," says Steve Chafe, lead analyst at Online Impact Group LLC. "This gap in social media performance could have real-world consequences for voter engagement and turnout."

About Online Impact Group LLC

Online Impact Group LLC is a marketing engineering firm specializing in revenue-engineered marketing. Using data science, AI, and human-factor analysis, the company optimizes business revenue flow from initial consumer awareness to customer acquisition and customer experience, to customer loyalty and online reputation. For more information visit https://onlineimpactgroup.com.

The full study can be found here: https://onlineimpactgroup.com/news/October2024-update-election-social-media-deficits/

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