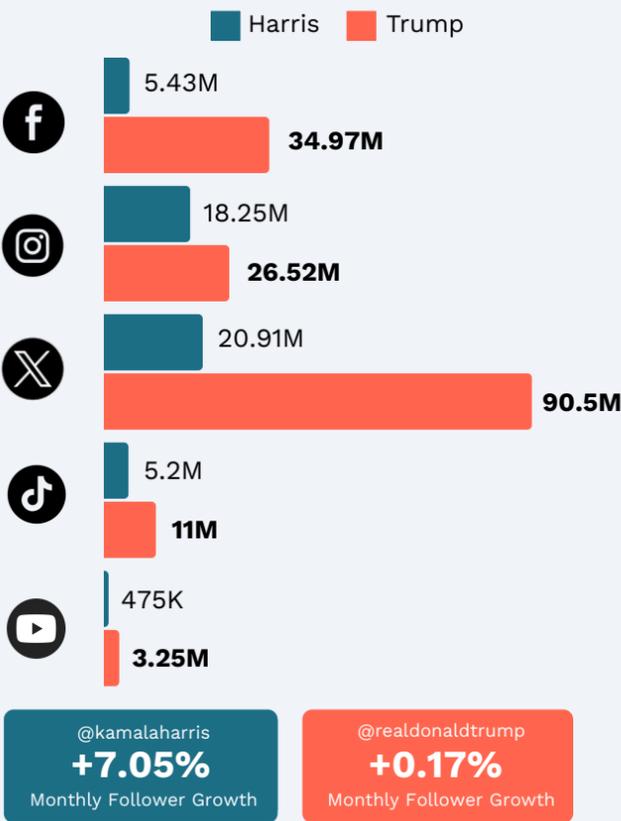


MEASURING SOCIAL IMPACT: ANALYZING CANDIDATES' CONNECTION WITH VOTERS ON SOCIAL MEDIA

Using the Captiv8 platform we compared the social media presence of Kamala Harris and Donald Trump, looking at follower counts, engagement rates, and audience demographics.

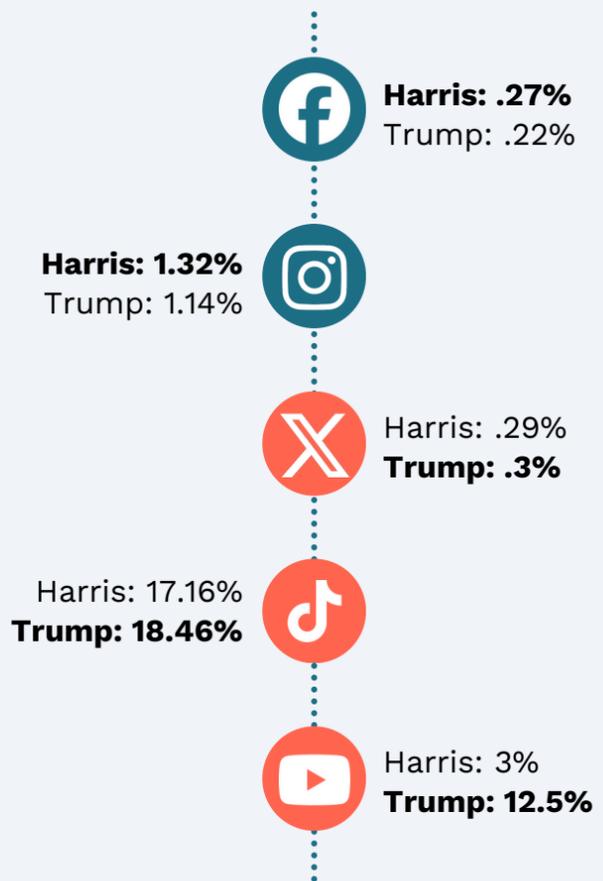
SOCIAL FOLLOWING

Trump dominates in overall followers, particularly on X, but Harris's monthly follower growth is significantly higher at 7.05% compared to Trump's 0.17%.



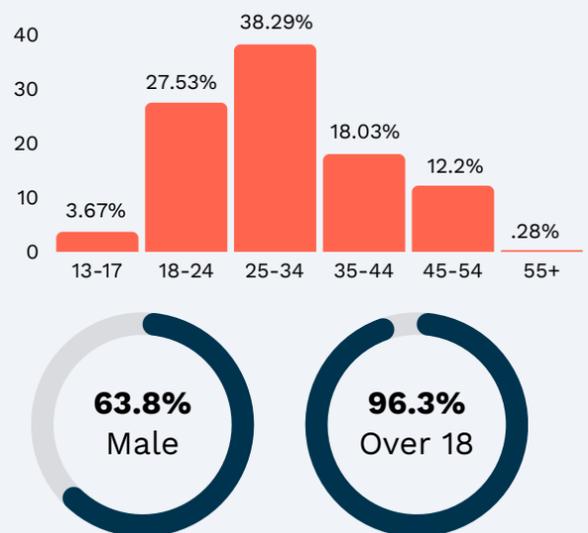
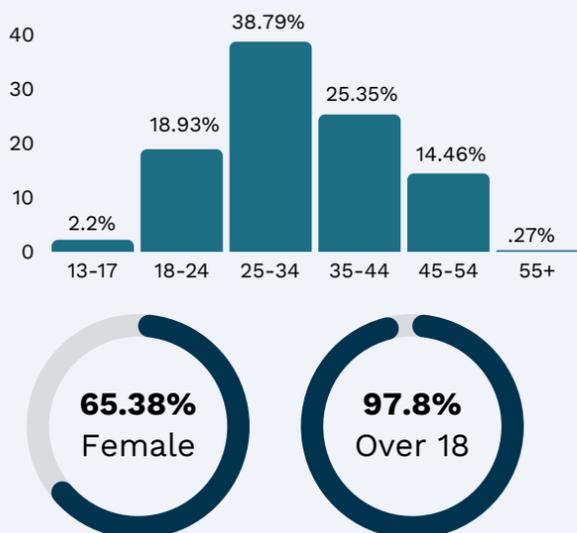
ENGAGEMENT RATE

While Trump and Harris have similar engagement rates across most platforms, TikTok stands out, with both candidates achieving notably high engagement rates. On YouTube, however, Trump outpaces Harris by nearly 10%.



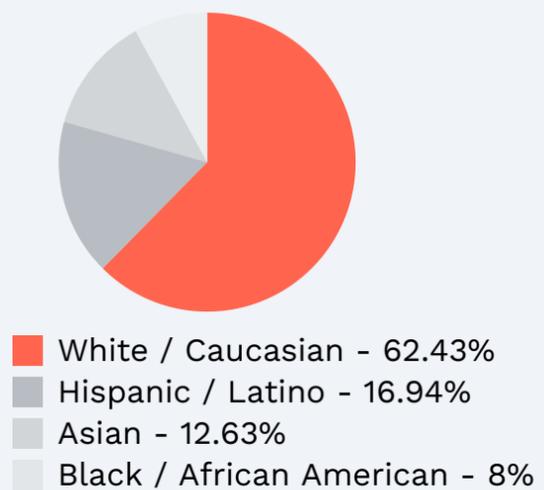
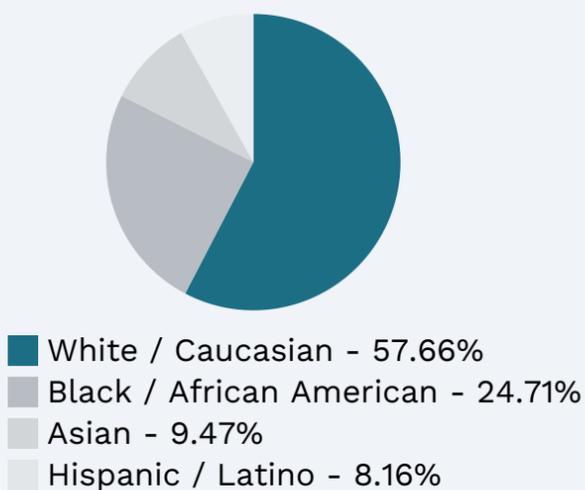
AGE & GENDER

Trump's social audience is predominantly male, while Harris attracts a largely female following.

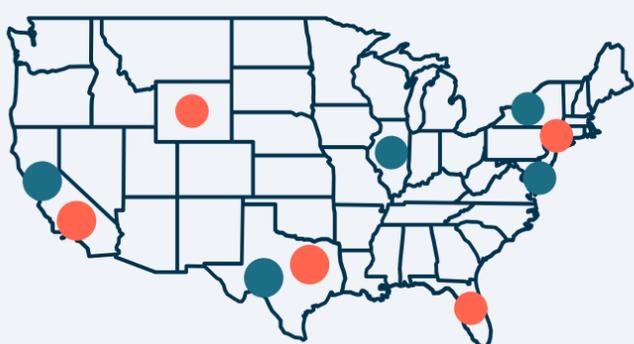


ETHNICITY

While both have a majority White/Caucasian following, Harris attracts a notably higher percentage of Black/African American followers than Trump. Similarly, Trump has nearly double the percentage of Hispanic/Latino followers compared to Harris.



LOCATION



While both candidates obtain a large percentage of their following from the most populated states (California, Texas, and New York), Harris's audience is largely based in California, with Californians accounting for nearly 12% of her total followers.

Top States by Followers

Harris	Trump
California - 11.96%	California - 1.78%
New York - 6.73%	New York - 1.73%
Texas - 2.71%	Texas - .99%
Illinois - 2.26%	Florida - .76%
District of Columbia - 1.73%	Colorado - .55%

Interested in learning more?
Reach out to sales@captiv8.io