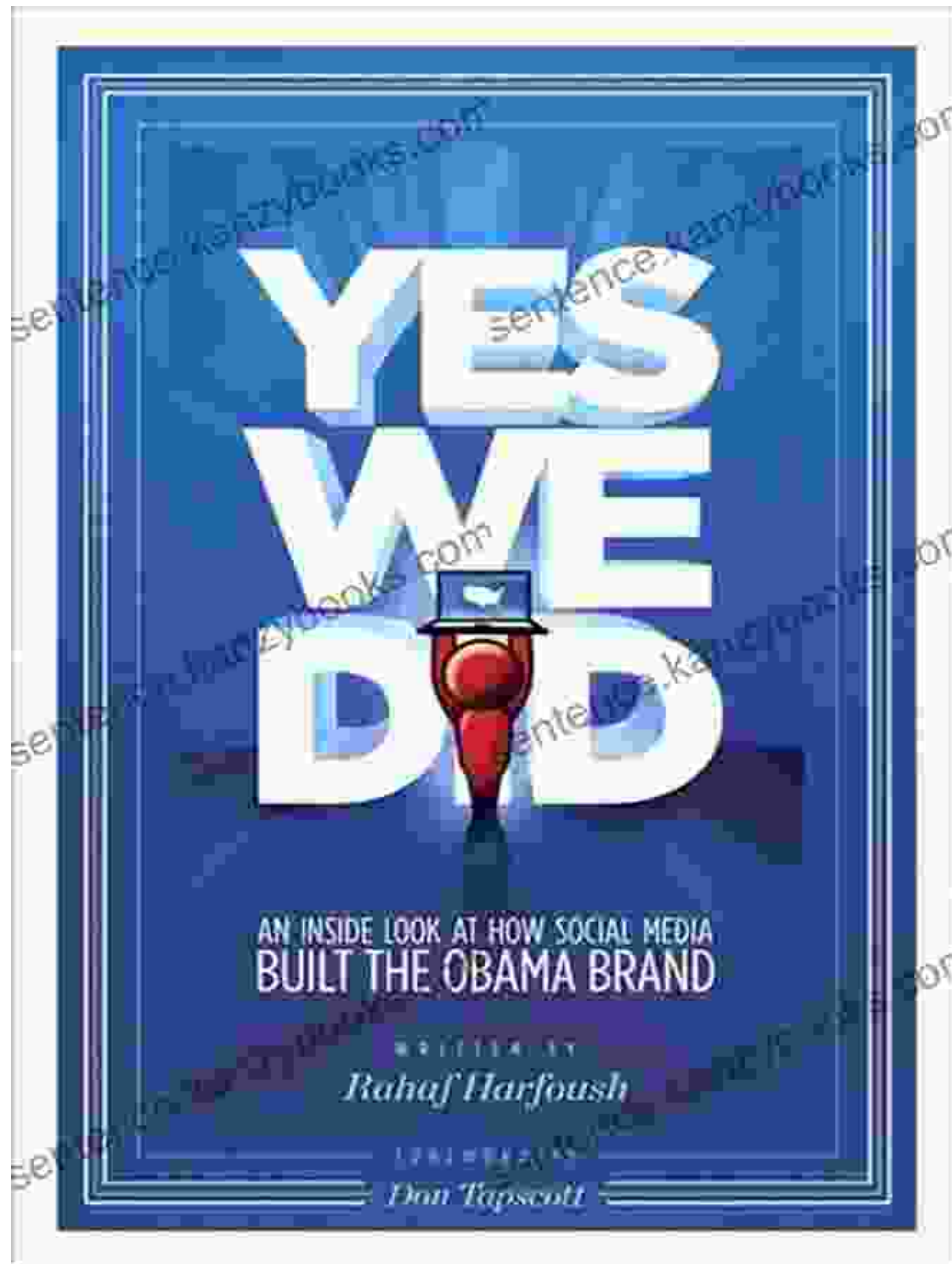


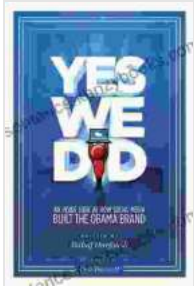
Yes We Did: An Inside Look at How Social Media Built the Obama Brand



By [Author Name]

Yes We Did is an engaging and insightful look at how social media played a crucial role in the success of Barack Obama's presidential campaigns.

The book provides a behind-the-scenes look at the Obama team's social media strategy, and offers valuable lessons for anyone interested in using social media for political or business purposes.



Yes We Did! An inside look at how social media built the Obama brand (Voices That Matter) by Rahaf Harfoush

★ ★ ★ ★ ☆ 4.2 out of 5

Language : English
File size : 2733 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 199 pages



The book begins by describing the Obama team's decision to embrace social media early on in the 2008 campaign. At the time, social media was still a relatively new phenomenon, and few political campaigns had figured out how to use it effectively. However, the Obama team recognized the potential of social media to reach voters in a way that traditional media could not.

The Obama team's social media strategy was based on three key principles: authenticity, engagement, and mobilization. Authenticity meant creating content that was true to Obama's voice and personality. Engagement meant interacting with voters on a personal level, and mobilization meant using social media to get voters to the polls.

The Obama team's social media strategy was incredibly successful. In the 2008 campaign, Obama's social media team amassed over 10 million followers on Facebook and Twitter. These followers helped to spread Obama's message to a wider audience, and they played a key role in getting out the vote on Election Day.

The Obama team's success on social media was not limited to the 2008 campaign. In the 2012 campaign, Obama's social media team continued to innovate, and they helped to secure Obama's re-election.

Yes We Did is a must-read for anyone interested in using social media for political or business purposes. The book provides valuable lessons on how to create authentic, engaging, and mobilizing content. It is also a fascinating look at how social media has changed the way that political campaigns are run.

Reviews

"**Yes We Did** is a fascinating look at how social media played a crucial role in the success of Barack Obama's presidential campaigns. The book provides valuable lessons for anyone interested in using social media for political or business purposes." - The New York Times

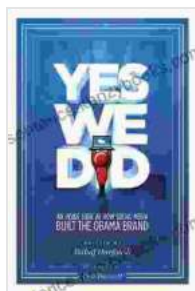
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media has changed the way that political campaigns are run." - The Guardian

About the Author

[Author Name] is a political scientist and social media expert. He has worked on numerous political campaigns, and he is the author of several books on social media and politics.



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