

# Using Social Media as a Political Tool

Social media is a modern-day public forum, and political content is no exception. Today nearly [50% of Americans say](#) they get their news from social media.

While the fundamental shift from traditional news outlets to digital news and independent news commentators has created new opportunities for tailored content, it's also created opportunities for spreading misinformation and disinformation. Social media platforms have expressed concern over the difficulties of countering misinformation, and a recent federal court ruling has hamstrung the federal government's ability to flag misinformation.

## THE PRO-DEMOCRACY MOVEMENT NEEDS A STRONGER VOICE ON SOCIAL MEDIA.

It's never been more important for those in the pro-democracy movement to take an active role on social media. By leveraging social media to responsibly share factual, engaging content, activists can counteract misinformation and help educate folks who aren't as engaged in the reform movement.

To reach the broadest audience, consider messaging that avoids immediately excluding people. Like it or not, many of us view political leanings like sports teams. So if you focus on individuals, political parties, and hot-button issues, you're unlikely to change someone's mindset - just as you're unlikely to convince someone to switch their sports team. But if you focus on the nonpartisan nature of systemic issues in the political system, you're far more likely to reach that same person. You may disagree with someone about a candidate or a party, but chances are you both agree on many of the same reforms for which [RepresentUs advocates](#).

"This isn't about red vs blue. This is about corrupt politics vs 'we the people.'"

It's also important to remember that identifying a problem without offering a solution does little to better any discussion. Consider the RepresentUs "[Strategy to end corruption](#)," which points to shared values and nonpartisan solutions to address the problems we all face in America's broken political system.

## SO WHAT CAN YOU DO?

You can be your network's primary news source for nonpartisan, pro-democracy reforms. Every time you uplift inspiring and thought-provoking content, you're educating your immediate network and amplifying the policy goals of the pro-democracy movement. Don't be afraid to use your social media for good - let's get to work!

