**The problem:** the opposition brands the industry with localized, targeted, and constant content online.

Voters seek out information online about our industry but who’s talking to them?
Where are voters online?

1 Google
2 YouTube
3 Facebook
4 Reddit
5 Amazon
6 Wikipedia
7 Twitter
8 Yahoo
9 Ebay
10 Instagram
11 Netflix
12 Linkedin

Source: Alexa

Most used apps
1 Facebook
2 YouTube
3 Facebook Messenger
4 Google Search
5 Google Maps
6 Instagram
7 Snapchat
8 Google play
9 Gmail
10 Pandora
Why are people online?
Challenges

Selective Exposure

I ideological Placement of Each Source’s Audience

Average ideological placement on a 10-point scale of ideological consistency of those who got news from each source in the past week...

American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22. Based on all web respondents. Ideological consistency based on a scale of 10 political values questions (see About the Survey for more details.) ThinkProgress, Daily Kos, Mother Jones, and The Ed Schultz Show are not included in this graphic because audience sample sizes are too small to analyze.

PEW RESEARCH CENTER
Challenges

Table 2: Why do States Disconnect Their Digital Networks? Reasons by Regime Type

<table>
<thead>
<tr>
<th></th>
<th>Democracy</th>
<th>Emerging Democracy</th>
<th>Authoritarian</th>
<th>Fragile</th>
<th>Total</th>
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Note: Total N = 556. Reasons for intervention are mutually exclusive.
Challenges
Facebook’s political archive

Active
Started running on Jun 22, 2018
Paid for by Earthjustice

Earthjustice
Sponsored • Paid for by Earthjustice
BREAKING NEWS: We just filed a lawsuit against the Trump administration for failing to account for the harms of oil and gas drilling on wildlife in the Gulf of Mexico. This is our 100th lawsuit against the administration.

“We seek to hold the Trump administration...

Active
Started running on Jun 22, 2018
Paid for by ClearPath Action, Inc. Not authorized by any candidate or candidate's committee.

ClearPath Action Fund
Sponsored • Paid for by ClearPath Action, Inc. Not authorized by any candidate or candidate's...
Brian Mast Knows the importance of Florida’s $67 billion tourist industry. That’s why he’s been a lead opponent of offshore drilling off of Florida’s coast which would endanger our pristine environment and the tourism it brings.

See Ad Performance

Active
Started running on Jun 22, 2018
Paid for by Stabenow for U.S. Senate

Debbie Stabenow
Sponsored • Paid for by Stabenow for U.S. Senate
Donald Trump is trying to dismantle Great Lakes protections and possibly open up Michigan’s Great Lakes to offshore drilling. Trump’s executive order violates the very first law Debbie Stabenow passed to protect our lakes for future generations.

If President Trump thinks he can open up the Great...

See Ad Performance

Regime Responses to The Political Uses of Social Media
Philip N. Howard
Sheetal D. Agarwal
Muzammil M. Hussain
Department of Communication
University of Washington
Before an issue arises
Tell your narrative and story BEFORE they do
Don’t let the opposition brand you online

Paid can help during crisis
but organic > paid

3 screen approach
TV
Phone in hand
Laptop
Before an issue arises
Find OUR people, recruit OUR people, and educate them

Texas leads America’s natural gas revolution. LIKE if you support our natural gas industry!

Happy Friday, y'all! Have you entered our Texas Independence Day Giveaway yet? We’re giving away this FREE artwork by a local artist and Texans for Natural Gas member!

Just say 'TEXAS' below, and we'll message you to get started!

Using a bot to get physical address
Before an issue arises

Activate your folks with tangible advocacy actions to sort and segment the database ahead of an issue.
Before an issue arises

Using the web as average people do

When fraktivists run out of gas on their way to a protest
Pull those seeking who might be swayed
During a crisis or issue

Search Advertising (Google + Bing/Yahoo)

Organic content to rally your base across supportive platforms

Isaiah 54:17 No weapon formed against you will prevail, and you will refute every tongue that accuses you.

facebook.com/dan.patrick.te...
During a crisis or issue

Paid Media (Contextual around the issue)
Thank You

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vincent@harrismediallc.com
@vincentharris