

# Social media questions for campaigns mirror those for business

By Mike Sunnucks, Phoenix Business Journal, August 17, 2012

Campaign managers and political consultants are unanimous in their opinion that social media is an increasingly important platform for their messaging to voters — just as it is for businesses trying to use Twitter and Facebook to reach customers.

Also similar to businesses, political campaigns wrestle with how much to spend on social media and what resources should be dedicated to it, while they also spend on tried-and-true methods such as direct mail and television ads.

Still, an increasing number of campaign managers and political consultants are viewing social media as a necessity.

[Rodd McCloud](#), campaign consultant for Kyrsten Sinema's congressional campaign in Phoenix, said a professional website and organized social media presence are essential to show financial donors a candidate is legitimate.

[Adam Deguire](#), campaign manager for [Matt Salmon](#)'s congressional bid, said social media is fast becoming a campaign staple, along with mail and TV spots.

He points to Twitter as a way for campaigns to get information to the media quickly and for candidates, especially Republicans, to bypass what they perceive as unfriendly media outlets.

It's also a way for candidates who don't have the cash for TV commercials to get their names and messages out to targeted voters.

"Social media doesn't win elections, but it shouldn't be neglected," said [Ryan Anderson](#), campaign manager of former SkyMall CEO [Bob Worsley](#)'s Arizona Senate bid against [Russell Pearce](#).

Anderson said the Worsley campaign's biggest group of Facebook friends are women ages 45 to 55 — a key voting bloc.

Republican campaign consultant [Constantin Querard](#) said having a professional and appealing website is helpful because primary election voters, in particular, seek direct information about candidates. He said a social media presence can be effective, but candidates and campaigns have to have a committed presence, just like effective businesses.

"If you are going to have a dead page, you are better off skipping it entirely," Querard said.

Social media expert [Jennifer Maggiore](#), CEO of Redballoon Inc., a Scottsdale digital and social media marketing firm, sees a disconnect between what political campaigns are doing on Facebook and Twitter and what voters might want.

"Campaigns should be addressing the very real issues our state is facing and back off of the generic mud-slinging," said Maggiore. "By virtue of using social media, constituents are looking for personal connection and answers. I have seen a real lack of genuine connection."

