Presidents have discovered the impact of social media

@chavezcandanga 1,314,018

@cfkargentina 345,266

@juanmansantos 87,962

@sebastianpinera 385,488

@FelipeCalderon 546,505

@DilmaBr 512,814
And other political leaders have discovered it as well…

Facebook – Fans
825,835

Facebook – Fans
433,834

Facebook – Fans
365,904
In every election, social media is playing an important role…
So, what has been the impact in the region?

1. Accountability

2. Interaction. Politics is no longer a monologue.


4. Call to Action.

5. A broader conversation. Parties realize that they can engage non-militants.


7. Targeting.
Finally, what are the challenges for a more strategic usage?

1. A need for a balance between national and local politics.

2. A more efficient support for activists, militants and volunteers.

3. Commitment to the idea of “a conversation”. This shouldn't be Press 2.0

4. Most of the times, less is more. Commit to key issues. Not everyone is a political wonk.