

# Presidents have discovered the impact of social media



@chavezcandanga  
1,314,018



@sebastianpinera  
385,488



@cfkargentina  
345,266



@FelipeCalderon  
546,505



@juanmansantos  
87,962



@DilmaBr  
512,814



# And other political leaders have discovered it as well...



Facebook – Fans  
825,835

Facebook – Fans  
365,904



Facebook – Fans  
433,834



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.
3. Empowerment. Self-organizing. Decentralization.
4. Call to Action.
5. A broader conversation. Parties realize that they can engage non-militants.
6. Media impact.
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.
5. Engage and empower. Engage and empower.

