

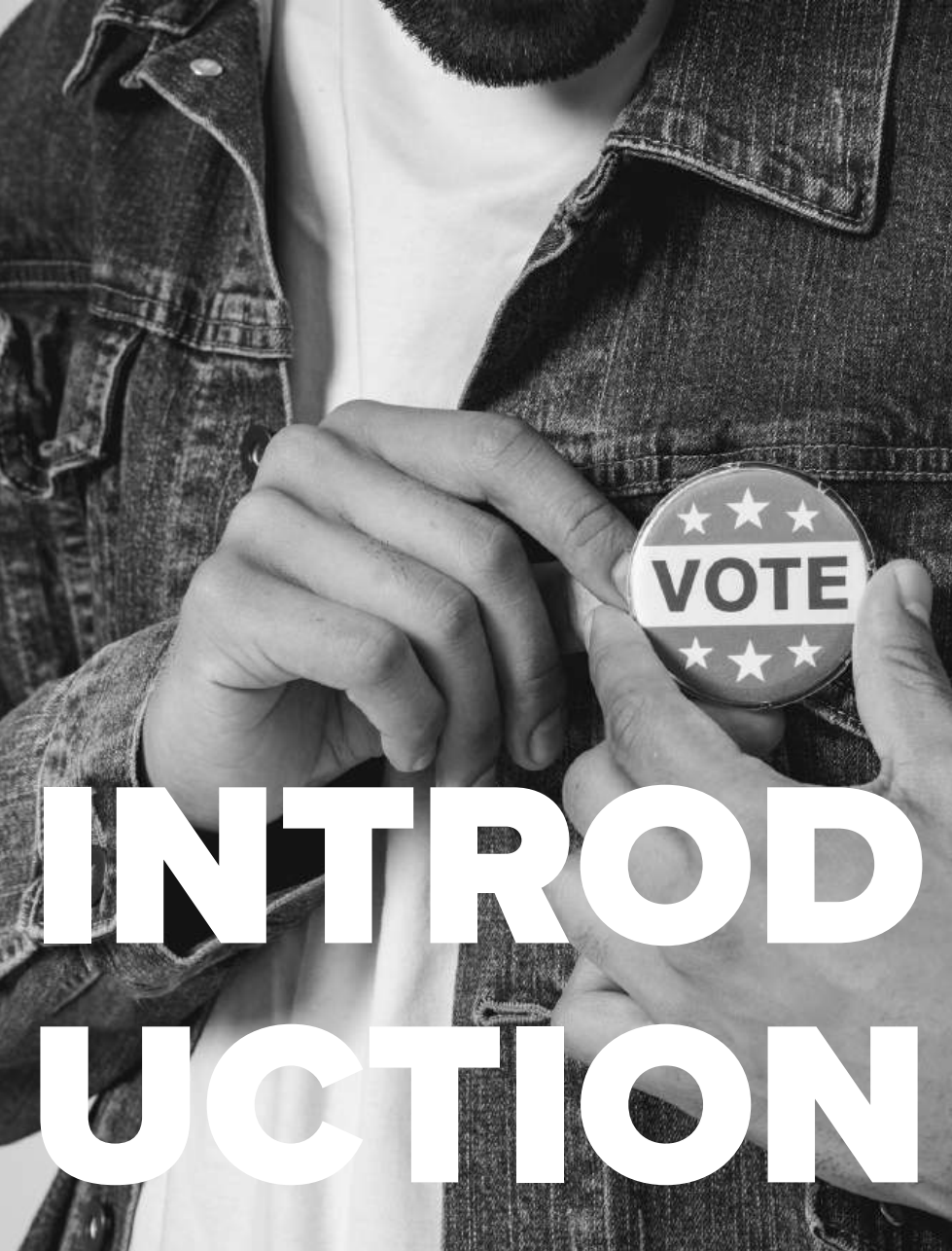


# FROM POSTS TO POLLS:

The Power of Social  
Media and Creators  
in U.S. Elections

NEOREACH REPORT 2024





During presidential election years, politics often dominate people's everyday lives; shaping conversations, media coverage, and social interactions. Political discourse, once a field dominated by traditional media, is now becoming more and more saturated by contrasting and diverse voices as more and more Americans wish to be educated on who and what they are voting for.



According to [Onclusive](#), interest in the 2024 US presidential election has been, and will continue, to dominate social media discussion overall. During the first half of 2024, the US presidential election garnered over 100 million mentions across social media platforms worldwide.

Leading the charge for the second half of the year, it was reported that [nearly 100 conservative creators](#) attended the Republican National Convention in Milwaukee in July; many of these creators also created content for their audiences there. Showing the importance of the Creator Economy and those that work within it, the White House then also hosted their [first ever White House Creator Economy Conference](#), focusing on mental health, salary transparency, and AI. Later that month, 200 of both politically active, liberal content creators and general content creators that do not discuss politics on their platforms were also invited to the [Democratic National Convention in Chicago](#).



# #VOTE

---

With the already heightened interest in voting, the 2024 US presidential election, and the significance being shown towards the Creator Economy by politicians, brands were not going to be left behind.

---



# Linktree\*

On September 17, 2024, National Voter Registration Day, [Linktree](#) partnered with [Vote.org](#), America's largest nonpartisan voter registration platform, to do just that: encourage Americans to register to vote

This campaign had huge names like [Hank Green](#), [Bella Poarch](#), [Saweetie](#), and more adding links in their bio that would help their audiences both check their voter registrations and register to vote if they weren't already.

Additionally, creators such as [Connor Franta](#), [Lexi Hidalgo](#), and [ODESZA](#) were featured in a multichannel marketing campaign that spanned Instagram, TikTok and a New York City billboard to promote voter registration.

# substack

During October 2024, Substack launched their series [Election Dialogues](#).

This series was created to be political conversations among creators and independent journalists. The participants in each episode of the series were encouraged to choose topics of political discourse that they found to be “intellectually challenging” and focus on issues that they felt were unresolved as the election approached. In describing this series, Substack said, “We are using “dialogue” advisedly. It is a word that hints at curiosity and receptivity to being influenced by another in the pursuit of truth. It differs distinctly from “debate,” which is the etymological mix of “apart” and “fight.” Interestingly, Athenians did not have a unique word in their vocabulary for that.”



These live dialogues featured well-known creators and independent journalists such as Mehdi Hasan, Taylor Lorenz, Nate Silver, Tulsi Gabbard, Michael Moore, and many others.

# ARE YOU REGISTERED TO VOTE?

Social media platforms themselves have noted the uptick in political interest and discourse as well and reacted in kind: voter registration information and resources. Many social media platforms actually had information and resources for voter registration on their platforms in 2020 as well, a great way to get people to vote amidst a global pandemic and lockdown.

Here is a comparison of how diligent social media platforms were about voter registration in 2020 versus how diligent they've been this year:

## 2020



Snapchat helped more than

# 1.2M

people register to vote ahead of the 2020 election

## 2024

For the 2024 election, Snapchat is partnering with Vote.org to launch in-app tools to make voter registration through Snapchat even more seamless



TikTok's 2020 US Election Guide was visited about

# 18M

times, and banners that directed viewers to the election guide were added to almost 7 million videos

For the 2024 election, TikTok has an entire 2024 election center, where users can register to vote, check their voter registration status, register to vote by mail, get information about voting early, find their polling station, look into what their state's ID requirements are for voting on election day, and get valuable information about election misinformation



Facebook, Instagram, and Messenger helped around

# 4.5M

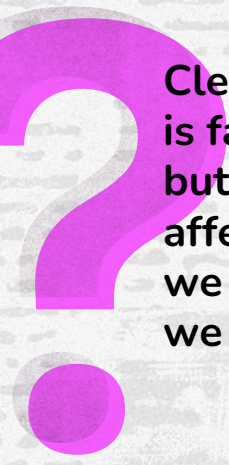
register to vote for the 2020 election, and roughly 140 million people visited the Voting Information Center

Meta has launched an entire election center for the 2024 election where users can get information for ads about social issues, elections and politics, launch their own campaigns, reach and engage voters, and reach supporters of their campaign

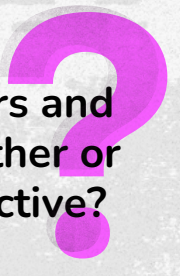


Ahead of the 2020 election, X, formerly known as Twitter, had updated their civic integrity policy to address how they'd handle misleading information regarding the election

Ahead of the 2024 election, X, formerly known as Twitter, updated its AI Chatbot, Grok AI, to direct users to Vote.org when users ask about the election because the AI Chatbot was spreading misinformation

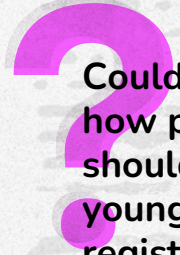


Clearly social media is far from apolitical, but how does that affect how political we are based on who we follow?




How politically active are creators and does that have an effect on whether or not their audience is politically active?


# QUESTIONS WE AIM TO ANSWER



Could creators be how politicians should encourage young people to register to vote and ensure that they do vote?



Are politicians already shifting towards leveraging creators rather than continuing to leverage traditional media?



Do creators have an impact on voter turnout and election results?

# METHODOLOGY

## NEOREACH HAS SURVEYED US BASED, VOTING AGE CREATORS ABOUT:

Their political activity

---

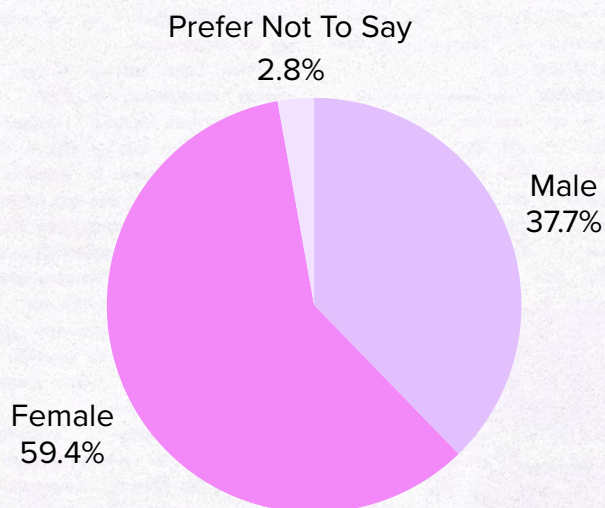
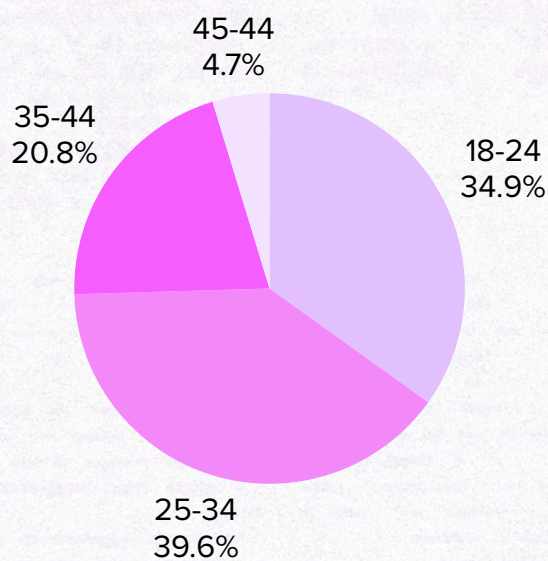
Their news consumption

---

Their intent to vote in this year's election

In doing so, we wanted to explore the relationship between creators and their engagement with politics. We wanted to understand how active creators are politically and what this ultimately means for the 2024 election and elections to come.

We aimed to understand not only creators' overall political engagement, but their views on what they feel is their responsibility towards civic engagement. This survey will shed light on how creators might shape public opinion, encourage voter registration and participation, and perceive their roles within the current political climate.



## AGE DISTRIBUTION

Generations Z and Millennials dominated our survey's respondents; because of this heavy concentration of younger voters, these insights will mainly represent the perspectives of younger adults, especially on topics like political activeness, both on and off social media.

The more social media-savvy, younger demographics of this survey will highlight how they might approach content creation, platform use, and political expression differently than older groups, potentially prioritizing digital engagement over traditional media.

## SEX DISTRIBUTION

Those that were comfortable identifying themselves as women also dominated our survey's respondents. This higher participation rate among female respondents may have influenced the survey's findings on topics such as media preference, political engagement, and content creation.

With a female-skewed survey sample, the insights from this survey are giving more weight to views and behaviors typical among women on digital platforms and in political activity.

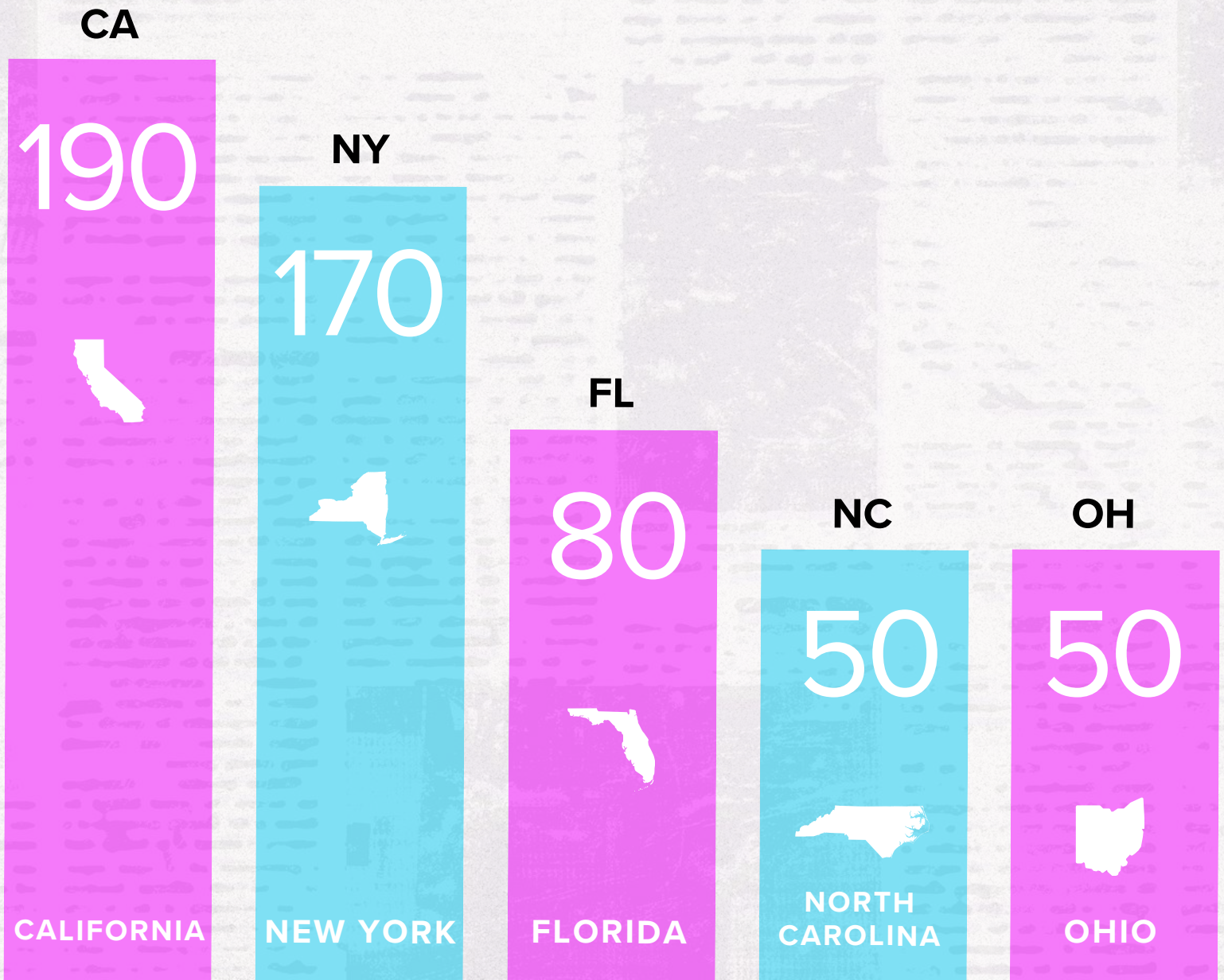


# LOCATION

The states that respondents are most often from – California, New York, Florida, Ohio, and North Carolina – highlights the effects of urban-rural dynamics and regional issues on social media and within politics.

California and New York at a close second had the highest number of respondents, indicating a strong influence of these states' political and media environments. This geographical concentration might skew insights toward the social and political dynamics that are prevalent in these populous states.

However, Florida, Ohio, and North Carolina's representation highlights the inclusion of key states with diverse political landscapes and a variety of media consumption behaviors, possibly being able to balance out the concentration of Californians and New Yorkers.

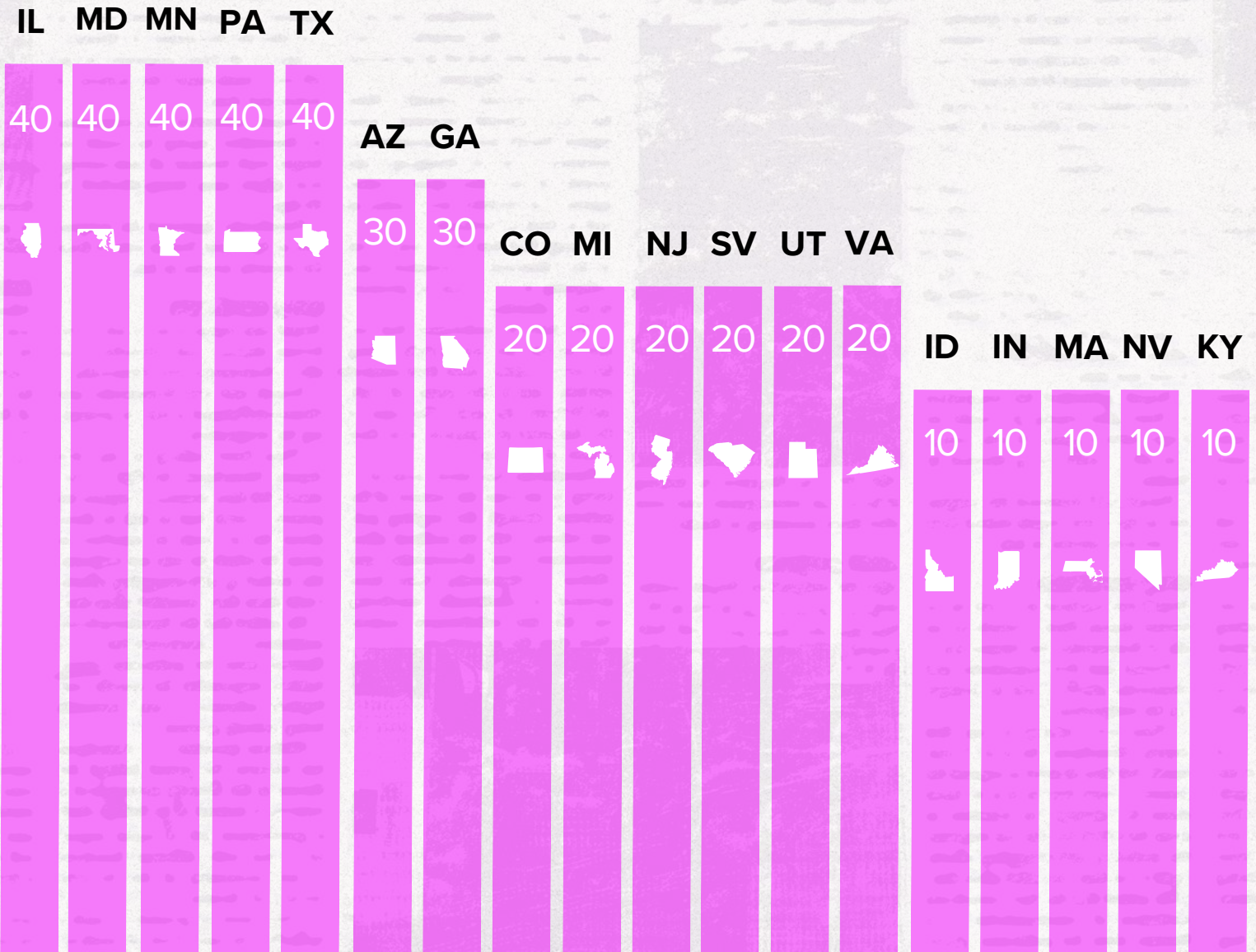


# LOCATION

Despite the initially large number of respondents from New York and California, the survey highlights participation from a range of locations, suggesting diverse political engagement across the US.

Illinois, Texas, Pennsylvania, Minnesota, and Maryland all tying for the amount of respondents that were located there indicate a blend of urban and suburban populations. This likely influences political beliefs and media consumption patterns.

Additionally, ties among states like Utah and Colorado point to a growing interest in political discussions in traditionally less vocal areas. This geographical diversity enriches the insights on how regional dynamics affect voter engagement and the effectiveness of social media strategies in political contexts.

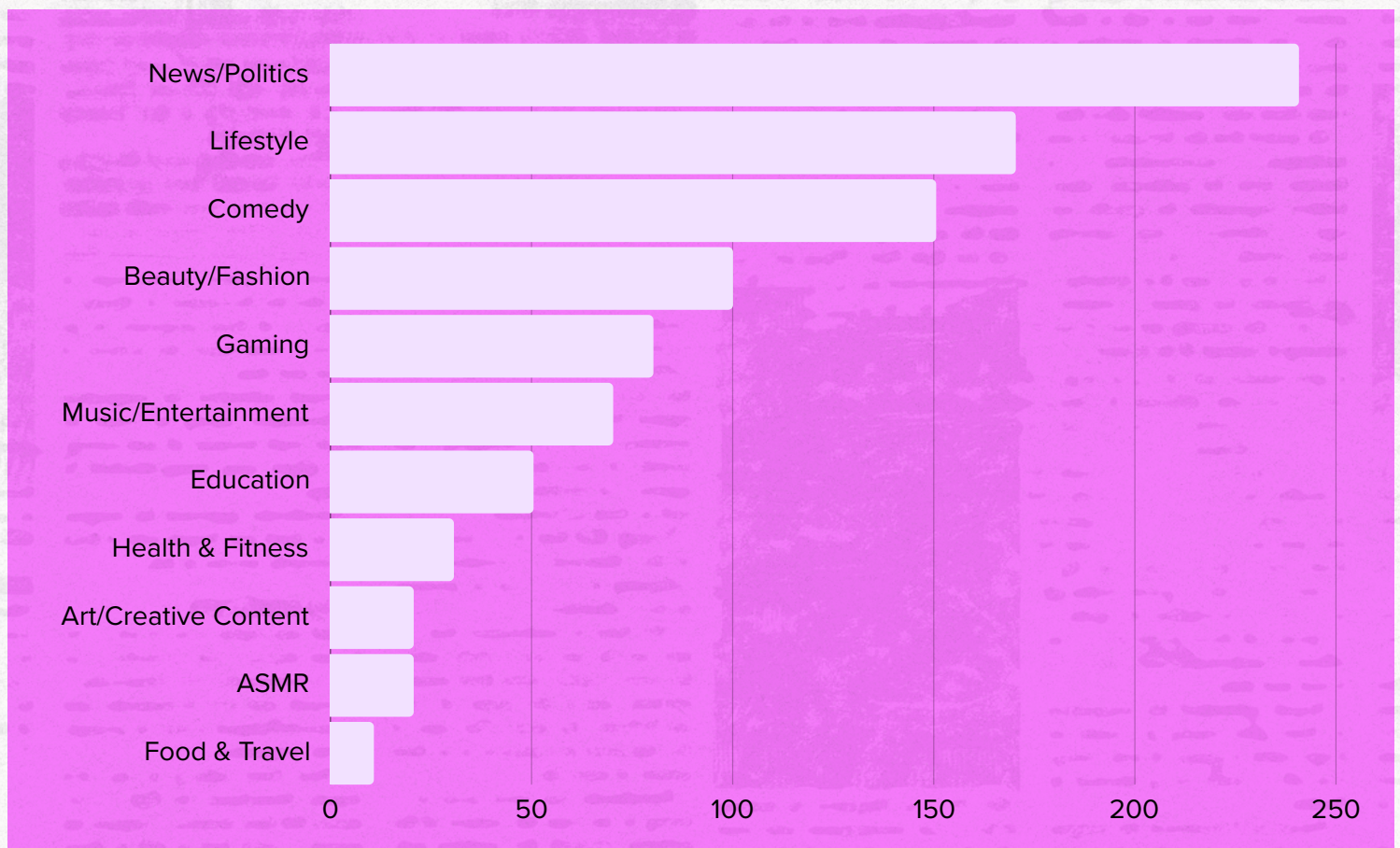


# CONTENT NICHE

---

With a large portion of respondents creating under a news or political niche, it suggests that these creators may have audiences that look to them and others on social media platforms for information regarding these topics.

---



These creators then are likely to be influential in shaping political discourse, their audiences most likely expecting them to cover election-related topics.

Meanwhile, lifestyle and comedy creators may engage their audiences politically in a more indirect way; lifestyle creators most likely choose a more casual, broad approach while comedy creators would have a strong focus on humor and entertainment to incorporate political commentary.

Overall, the broad range of niches represented in this survey suggests that though not all creators focus primarily on politics, many still see the value of their voice and their potential to influence political awareness and engagement.

# BREAKING

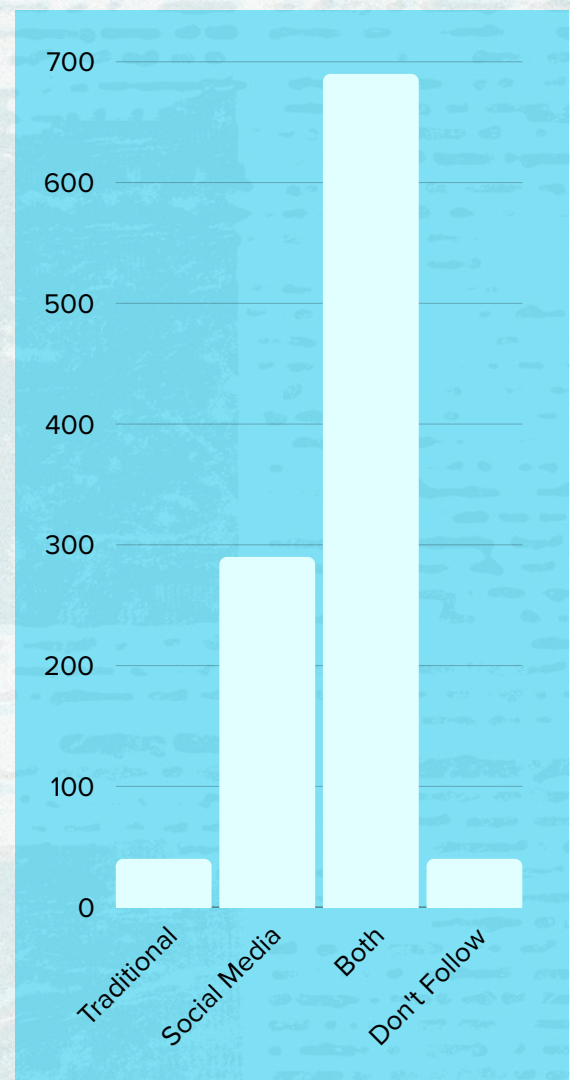
# NEWS: TRADITIONAL NEWS OUTLETS VS. SOCIAL MEDIA

The news cycle has always been dominated by “the next big thing” when it comes to technology. From radio to TV, from newspapers to web articles, the news cycle has adapted. Now, traditional news outlets are navigating around the preference to receive news from social media.

## WHERE DO CREATORS GET THEIR NEWS FROM?

The majority of creators said that they rely on information from both traditional media outlets and social media voices when it comes to consuming news. This balanced approach indicates that creators value diverse sources for a well-rounded perspective. Because creators rely on both outlets, they might provide audiences with content that reflects some mainstream views while remaining in tune with what topics and discussions matter to different audiences on different social media platforms.

Despite the majority of creators consuming news through both traditional and social media, a significant number of creators consume news solely through social media, which shows how important having conversations about news and politics is on these platforms.



# BREAKING NEWS:

## TRADITIONAL

**THE TOP THREE VOICES THAT CREATORS MENTIONED LISTENING TO THE MOST IN TRADITIONAL MEDIA ARE:**

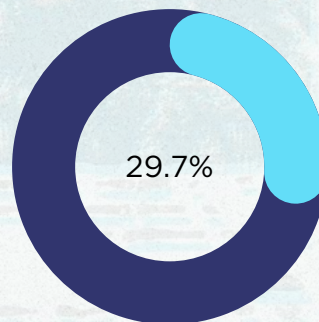
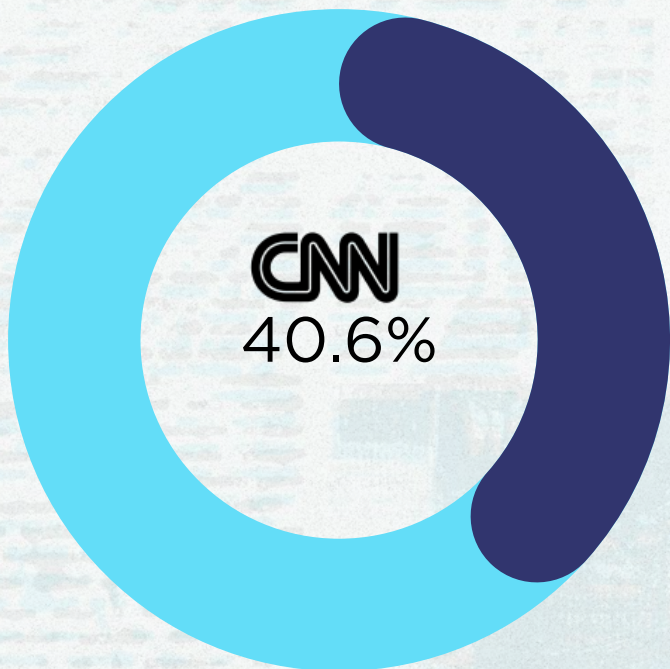
Rachel Maddow

Anderson Cooper

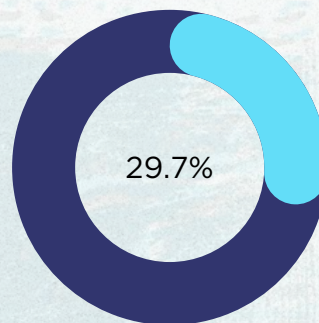
Amy Goodman

Over 25 different traditional news platforms were mentioned when we asked creators what traditional platforms they consume their news from, however, CNN, *The New York Times*, and creators' local news publications and broadcasts were mentioned the most.

By combining major, national sources with their local publications and broadcasts, creators are seeking a balanced view, ensuring that they're informed about global and national stories while also keeping up with their specific community-based stories.



*The New York Times*



**LOCAL NEWS PUBLICATIONS**

# BREAKING NEWS:

## SOCIAL MEDIA

TikTok is the most popular social media platform for news consumption among creators.

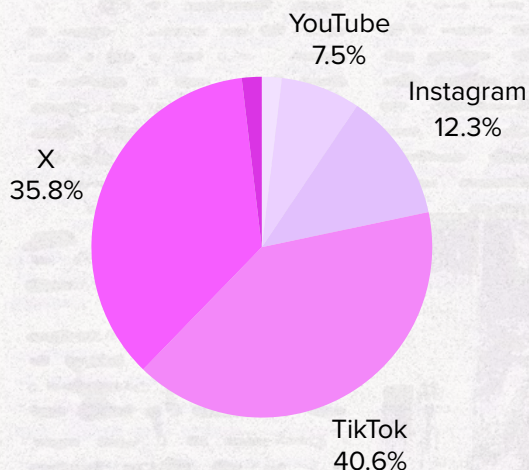
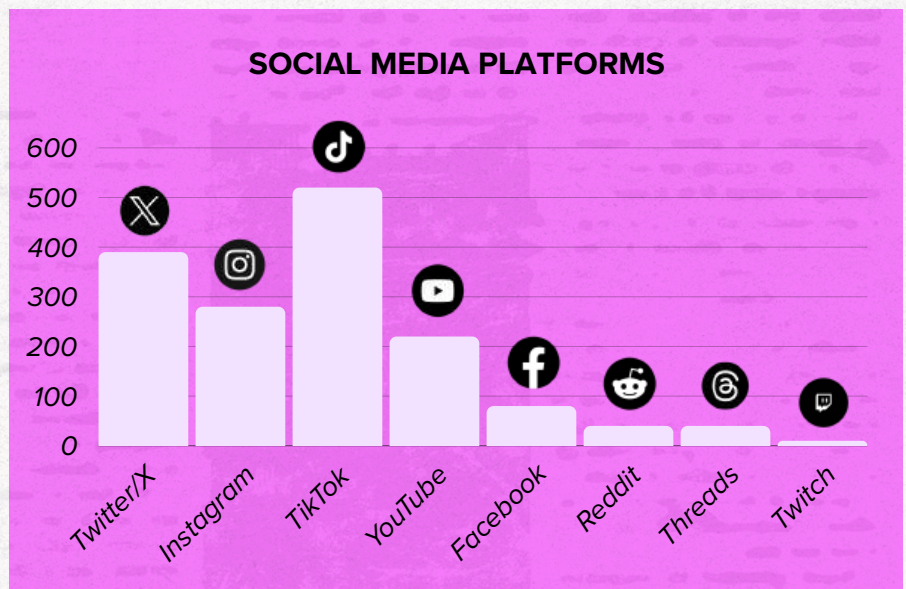
TikTok's dominance suggests that creators value quick, digestible, and easily shareable news content. This is demonstrated by Twitter/X being the second most popular social media platform that creators go to for their news; with the ability to easily share updates and interact among peers there, it allows creators to stay as informed on current events and trends as possible.

### THE TOP THREE VOICES THAT CREATORS MENTIONED LISTENING TO THE MOST ON SOCIAL MEDIA ARE:

Hasan Piker

Ben Shapiro

Under the Desk News



### WHAT SOCIAL MEDIA PLATFORMS DO CREATORS THINK IS THE MOST POLITICALLY ACTIVE?

TikTok coming out on top when it comes to the most political social media platform reflects its popularity among younger demographics and its ability to create viral content. However, Twitter/X consistently being mentioned when it comes to news and politics highlights its role in political activism and news distribution despite its evolving user base.

# VOTING & REGISTRATION

Are creators registered to vote? Do creators even plan on voting in this election? These are important questions to ask and answer considering the prevalence social media has had in our political lives.

## INTENT TO VOTE IN THIS YEAR'S ELECTION

---

88% Yes

---

11% No

---

7% Unsure

---

While only 9.4% of creators surveyed aren't registered to vote, 10.4% of creators surveyed are not planning on voting this election

---

Going even further, while only 2.8% of creators surveyed weren't sure if they were registered to vote, 6.6% of creators surveyed said they weren't sure about voting in this election

## ENCOURAGING AUDIENCES TO REGISTER TO VOTE OR NOT

---

57% Yes

---

49% No

---

## WHY OR WHY NOT?

---

"I think it's truly the least a creator can do & the least an individual can do. Voting is important & an easy, bare minimum act that can impact people so greatly."

---

"I haven't because I have been shy to state my political views about this election. I think being more informed on Harris' policy proposals would increase my confidence before speaking."



Again, despite most creators not feeling it is their responsibility or being unsure about their responsibility to discuss politics, many have still partnered with their local governments and have even been approached by either the Trump or Harris campaign or a PAC to create content for the 2024 election.

## KEY ISSUES

Creators have made content the most regarding these key issues:

Reproductive Rights and Abortion

Palestine and International Issues

LGBTQ+ Rights

## IS IT THE INFLUENCERS' RESPONSIBILITY TO USE THEIR PLATFORM FOR POLITICAL ENGAGEMENT?

**Yes** 42.5% Of creators feel as if it is their responsibility to use their platform for political engagement

notably, 16% of creators surveyed were unsure

**Unsure** 16%

**No** 41.5% of creators said it was not their responsibility.

Though most influencers are unsure or do not feel as if it is their responsibility to create political content, 62.3% of creators have created content that could be deemed "political."

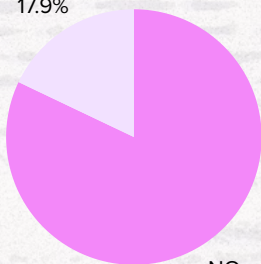


# GOVERNMENT PARTNERSHIPS

Creators have become key voices in the political sphere, leveraging their platforms to raise awareness about critical issues, share their diverse perspectives, and foster (mostly) productive dialogues among their audiences.

HAVE YOU EVER PARTNERED WITH SOMEONE WITHIN YOUR LOCAL GOVERNMENT?

YES  
17.9%



NO  
82.1%

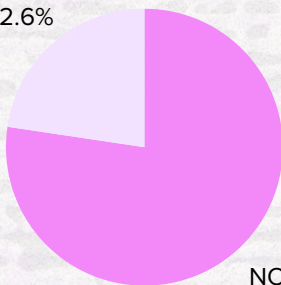
The general consensus among creators regarding the implementation of creators in the 2024 Presidential election campaigns is mixed as well. Many creators view the increase in their involvement as a positive development:

“I think utilizing young people to influence other young people to get out and vote when they are historically group of people who doesn’t show up at the polls is a good strategy.”

“I think it makes media more accessible and is a smart way to get younger generations informed about elections.”

HAVE YOU BEEN APPROACHED BY EITHER CAMPAIGN OR A PAC (POLITICAL ACTION COMMITTEE) TO CREATE SOCIAL MEDIA CONTENT FOR THE 2024 ELECTION?

YES  
22.6%



NO  
77.4%

However, there are ethical concerns among some creators about the appropriateness of using influencers for political messaging, particularly regarding the knowledge and credibility of those creators. Some believe creators should not be paid to influence votes on serious political matters:

“I think it violates a common sense interpretation on both transparent advertising laws and election transparency laws.”

“I don’t like it. Influencers are some of the least knowledgeable when it comes to policy and they should not use their influence to promote voting one way for a paycheck. It’s unethical.”

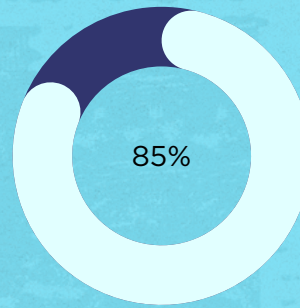
# CREATOR'S AUDIENCE POLLS

## 343.5K

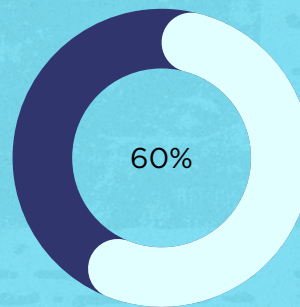
Followers on Twitter/X

We asked the creators surveyed if they would be comfortable polling their audience about if they were registered to vote. Here are some of those creator's audience results:

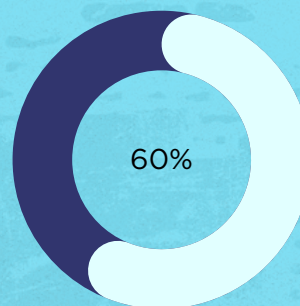
### Audience Demo Info:



**US  
Based**



**Women**



**Between  
18-44**

## QASIM RASHID



Is Qasim registered to vote?

**YES**

Is Qasim planning on voting in the 2024 election?

**YES**

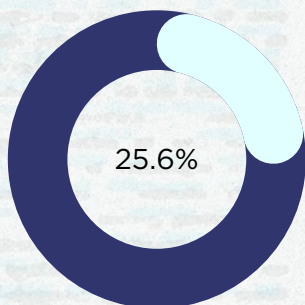
# CREATOR'S AUDIENCE POLLS

We asked the creators surveyed if they would be comfortable polling their audience about if they were registered to vote. Here are some of those creator's audience results:

## 33.8K

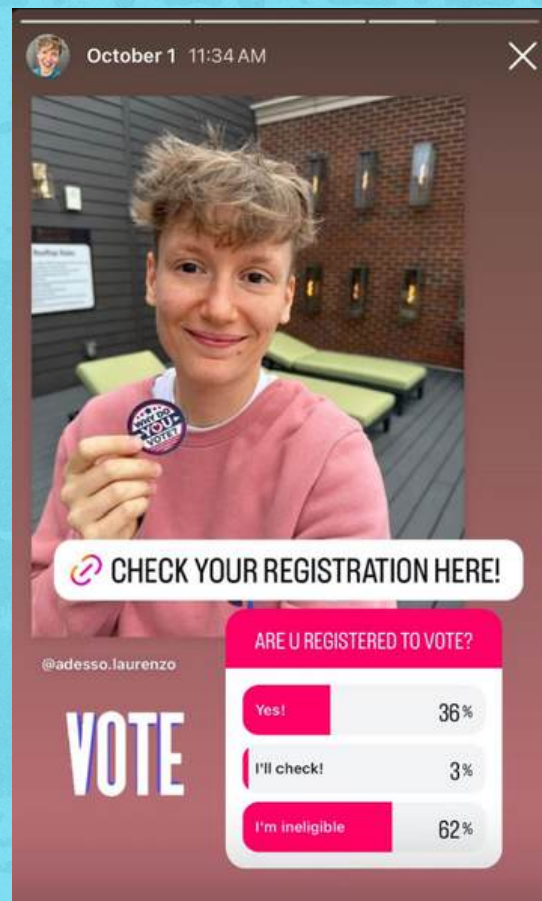
Followers on Instagram

### Audience Demo Info:



**US  
Based**

## LAURENZO



Is Laurenzo registered to vote?

**YES**

Is Laurenzo planning on voting in the 2024 election?

**YES**



# CONCLUSION

As the Creator Economy continues to become more influential within the political landscape, creators are assuming a pivotal role in shaping public opinion, encouraging voter registration and engagement, and fostering dialogues on critical issues. Through voter registration campaigns, collaboration with non-profit organizations and Washington, and widespread engagement across platforms, creators have demonstrated their unique ability to mobilize and educate younger, digitally connected voters.

Creators engaging politically is in its infancy, meaning divisiveness is bound to continue to come up. This report highlights the evolving relationship between social media influence and civic engagement, underscoring the potential of creators to transform the political participation among the current generation of voters, and new generations to come. As we move forward, the blend of digital media and traditional political strategies will redefine voter outreach and turnout, and reshape the dynamics of future elections.