Twongress

The Power of Twitter in Congress

A White Paper by Mark Senak, J.D.
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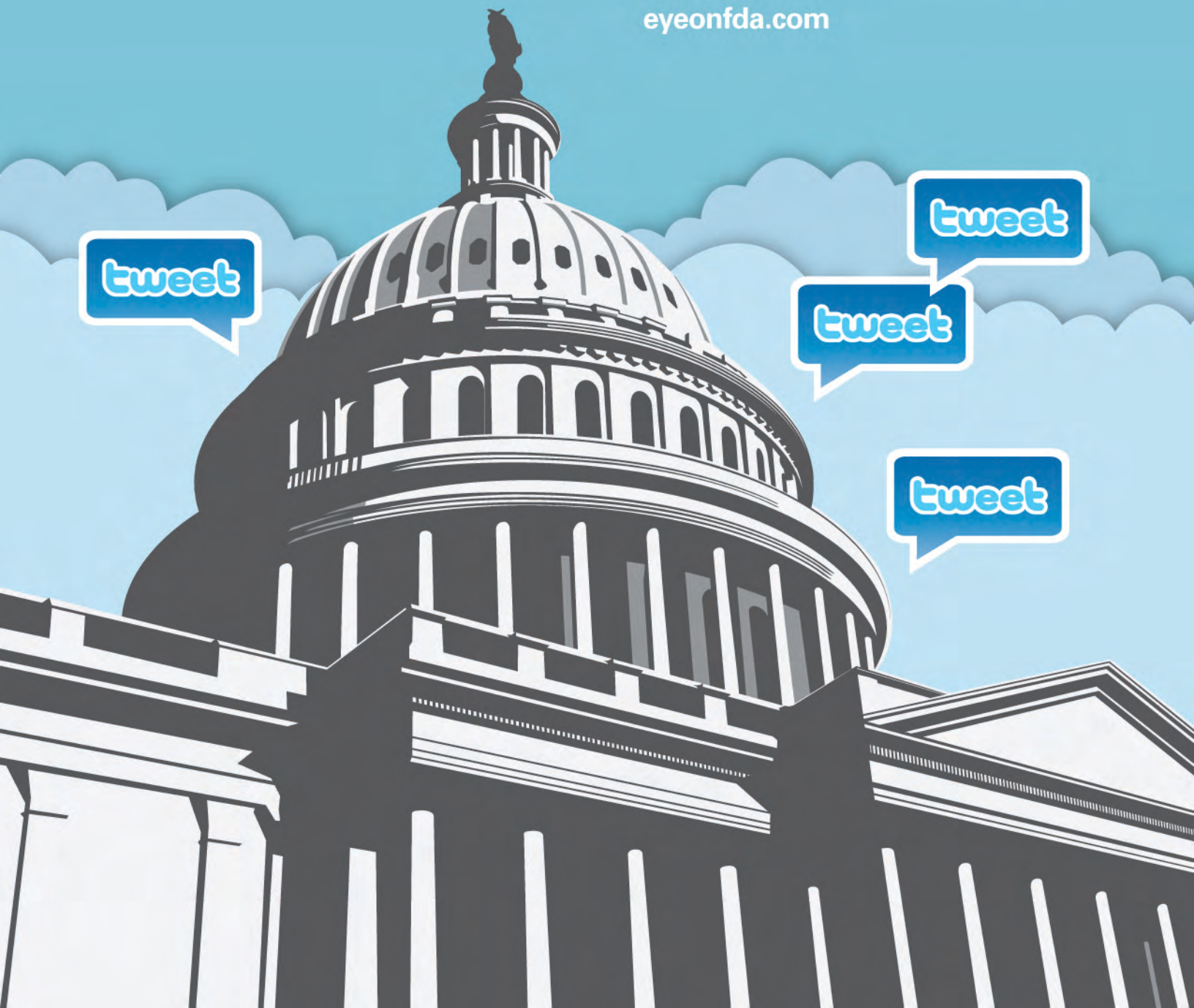**eyeonfda.com**

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Introduction

There are many historic "firsts" attached to the presidential campaign of 2008. One that is notable is that the 2008 election marked the first time that social media had achieved such a level of utilization among the electorate that it became an important means for candidates to reach out to constituents. Facebook, MySpace, text messaging, and Twitter all became platforms by which candidates could send their messages directly to their constituencies.

In fact, the role and capacity of social media among the electorate in general is of increasing importance. In June 2008, the Pew Internet and American Life Project issued a report that demonstrated the utility of the Internet among voters; it found that 46 percent of Americans had used the Internet or text messaging to get news about the 2008 campaign. A full 35 percent said that they had watched campaign videos and 10 percent said they had used Facebook or MySpace to get information about the candidates.[1]

The ability of the presidential candidates to use these media varied. That may be reflective of their savvy, or the imbalance in numbers may have reflected the overall popularity of one candidate over another — or it may have been a combination of the two factors. In any case, on November 3, 2008, the day before the election, the numbers told a distinct communications story:

Facebook		MySpace		YouTube		Twitter	
McCain	Obama	McCain	Obama	McCain	Obama	McCain	Obama[2]
620,359	2,379,102	217,811	833,161	2,032,993*	18,413,110*	4,603	112,474
		Views	*Channel				

Undoubtedly, the advantage in most, if not all, categories of social and digital media favored Barack Obama, who the following day was elected the 44th President of the United States.

It is safe to say that for the election of 2010, the role of the Internet in general, and digital and social media in particular, is bound to increase — as a platform not only for sending and spreading messages, but also as one where money can be raised by candidates. This is evidenced by the fact that many elected officials, as well as aspirants, have begun regularly utilizing blogs and creating Facebook pages in order to attract a following and to serve as message platforms, bypassing perhaps uninterested mainstream media.

Many factors contribute to the growing influence of social media. There are new and distinct forces that are shaping a new communications environment, as more and more people turn to the Internet and to social media as a means of getting and spreading news. What are these forces?

- People want to get the particular news that they are interested in from sources they trust — they do not want what is packaged and broadcast, but rather want to seek out their own news of interest.
- People want to participate in the news — they want to spread it to others and discuss it.
- People want speed and utility.

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[1] See "The Internet and the 2008 Election", Pew Internet and American Life Project, June 15, 2008 – http://www.pewinternet.org/Reports/2008/The-Internet-and-the-2008-Election.aspx?r=1

[2] See "Snapshot of Presidential Candidate Social Networking Stats: Nov 3, 2008" on Web Strategy by Jeremiah Owyang – http://www.web-strategist.com/blog/2008/11/03/snapshot-of-presidential-candidate-social-networking-stats-nov-2-2008/

Of all digital and social media, Twitter is perhaps best positioned to respond to these forces. Twitter, more technically known as microblogging, provides users with 140-character updates that can include an Internet address that has been conveniently shrunk to allow the conveyance of both a message and a link. It can be updated frequently and sent out to many followers who are predisposed to receive that message; in fact, they have *asked* for that message. They can read it and, if they like, send it along to their own followers on Twitter, creating an effective echo chamber for one's original message. Twitter allows a communicator, therefore, not only to tap into one's own constituency, but also — by virtue of the fact that people can send on the message or "re-tweet" it — reach the friends of friends, and very, very quickly.

In fact, if a person using Twitter can manage to attract 2,000 "followers," the next generation of followers — or those who follow that group of 2,000 — can actually number in the millions. That means that if a message is sent out on Twitter to the 2,000 followers and the sender asks that the recipients re-tweet the message, it is actually possible to reach a several more thousand people within a few moments. Nothing, short of instantaneous broadcasting, has the potential to reach so many people so quickly. But unlike a live broadcast, the tweet can live on and on, being sent from one user to another, and carry a link that drives recipients back to Web sites where they can find out more information or, if requested, donate money.

Twitter was invented in March 2006 and began as its own company in April 2007. By February 2009, the service was logging over 7 million users and clocked a staggering annual growth rate of 1382 percent.[3] Growth occurred not only in quantity but also in quality, with Twitter seeing the presence of more and more mainstream entities. Today, Twitter users include many media, including Reuters and CNN to name a few; government agencies, including NASA, the Centers for Disease Control and Prevention (CDC), Health and Human Services (HHS); and includes as many as 99 members of Congress.

In addition, there have been a number of applications built around Twitter — more so than any other social medium. For example, Tweetdeck and Hootsuite both allow a user to track multiple aspects of Twitter. There are applications to use Twitter from a smart phone, and tools have been developed that assess the influence and impact of those who tweet — one of which was used in this assessment.

As the nation begins the 2010 election cycle, this paper will look at how well members of Congress are utilizing Twitter. Who is most active in building influence and clout through use of this medium? And who stands poised to reach voters through the use of a medium that offers speed and the ability to reach so many, so fast, with messages that can be picked up and carried by willing and able constituencies?

Does being great at communicating via Twitter mean that you are going to win your election? Probably not. Is Twitter activity an indicator of which party will win more seats? No. But the successful use of Twitter as an emerging communications tool is an indication of the ability to communicate well — to reach out to constituents, engage them, and motivate them.

Twitter is not an election predictor; it is, however, a communications barometer. It is emblematic of how well, how comprehensively, and how often elected officials are communicating. And effective communications is a key to winning elections — of that there is no doubt.

Special thanks to Melissa Hite whose enthusiasm and hard work helped this project immensely.

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[3] See "Twitter Now Growing at Staggering 1382 Percent," Mashable – The Social Media Guide, March 16, 2009 – http://mashable.com/2009/03/16/twitter-growth-rate-versus-facebook/

Methodology

During the first week of November 2009, an analysis was run that would profile each and every member of Congress who was listed as having a Twitter account by SourceWatch.[4] The instrument chosen for the analysis was Twitalyzer (*www.twitalyzer.com*), a free tool that assesses the success of microbloggers[5], providing measures in a range of useful categories including:

- **Influence** — An influence ranking was assigned by Twitalyzer based on the following assessments:
  - Relative reach based on the number of followers that a microblogger has;
  - Relative authority, based on the number of times a microblogger is re-tweeted by others;
  - Relative generosity, based on the level of re-tweeting of a microblogger;
  - Relative clout based on the number of times that a microblogger is cited by others within tweets; and
  - Relative velocity based on the number of tweets a microblogger sends out.
- **Signal** — People are generally attracted to a microblogger because he or she becomes a resource, providing useful information either through the provision of links or by re-tweeting others. That is regarded as "signal" versus "noise," which is representative of an informational tweet only — "I just ate a tuna sandwich," for example. Here Twitalyzer measures the signal to noise ratio. The higher the percentage assigned, the stronger the signal of the microblogger. The higher the signal, the more influential a microblogger will be regarded by Twitalyzer.
- **Generosity** — This is the level by which a microblogger re-tweets the postings of another microblogger. Those with a low generosity factor will negatively impact their influence as they would be considered generally of less interest than those microbloggers who spread useful information, even if it originated with others.
- **Velocity** — The speed with which one posts tweets. A low velocity can reduce one's influence, but frequent tweeting with a high noise ratio can also negatively impact a microblogger's influence.
- **Clout** — A rating assigned based on the number of times that a microblogger was cited, mentioned, or re-tweeted by other microbloggers.

If a particular member of Congress (MOC) did not recently update his or her Twitter feed, then a profile may not have been generated by the Twitalyzer tool. In that case, the MOC may not have been included in assessing the tallies. Therefore, the measurements listed herein are for active MOCs only and do not include MOC Twitter feeds that have entered a period of dormancy.

It should also be noted that since the time that the assessments were conducted using Twitalyzer, the assessment tool has been revised to offer more comprehensive categories and rankings, and some of the definitions and terms have been changed. The assessments that were run in the first week of November retain the old Twitalyzer categories and definitions for purposes of this report.

To assess the volume of tweets from Congress, a survey was taken on the number of tweets by each congressman on January 3, 2010. Those MOCs with an open Twitter account but who have posted no tweets

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[4] **SourceWatch** is a free encyclopedia about the people, issues, and groups shaping the public agenda, including activist groups and government agencies but especially public relations firms, front groups, industry-friendly experts and think tanks that try to manipulate public opinion. See http://www.sourcewatch.org/index.php?title=SourceWatch:Purpose

[5] For purposes of this paper, the term "microblogger" or "microbloggers" refers to those who Twitter or tweet, commonly known as Twitterers.

at any time were not included in the assessment; consequently, their followers would not have been included.[6]

Limitations and Qualifications. A one-week time period was used to gather the information. It is possible that if a MOC microblogger had a week where he or she was away and did not send tweets at the usual pace, his or her scoring could have been affected. Ideally, the analyses would have been performed on the same day, making the profile a true snapshot in time. Given the one-week time frame, it is possible, though not likely, that the influence of some MOCs could have changed within a one-week time period.

The results herein are a snapshot only. Over time, if a particular MOC was extremely active during a specific period, the rankings could easily shift. Similarly, if a particular MOC began offering more tweets in subsequent weeks, rankings could change.

Only MOCs who used their proper name were included. Members who used a title, such as "GOP Leader" were not included.

For the most recent and up-to-date rankings of Members of Congress, the rates at which they are attracting followers and to see their tweet-streams, among other things, visit the excellent resource **Tweet Congress** (www.tweetcongress.org). The stats page will show who, and what parties, have acquired the most followers in the past week and past month (http://tweetcongress.org/stats) as well as show some stats by party (http://tweetcongress.org/parties).

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[6] Some MOCs have opened Twitter feeds, but have never posted a tweet. Nevertheless, they have in some cases acquired a respectable number of followers. These followers have not been included in this report.

Executive Summary

Some may not take Twitter seriously as a medium. There are many reasons for that, possibly including the name. Also known as "microblogging," Twitter is an example of the explosive growth of social media, which began as a means for people to provide quick status updates and was quickly embraced by growing numbers of institutional, advocacy, and mainstream users, all target audiences for members of Congress.

Those audiences include members of Congress themselves; in fact, there are some in Congress who are taking Twitter very seriously, using microblogging to reach and motivate their constituents. The unique quality of Twitter to send out messages to vast numbers of people almost instantly makes it ideally suited for grassroots efforts. Gone are the yesteryear fax trees and e-mail chains of public policy advocacy — Twitter is faster and much more fleet than either of those policy tools. And by all appearances, Twitter is here to stay.

In all, there are 132 active MOCs using Twitter to communicate with their constituencies. The number of followers that each member has, the use of the medium to send out information and/or resources, and the social aspect of the communication varies widely with individual members of the body.

In reviewing the data, one can easily see that Republican MOCs are outpacing their Democratic rivals in nearly every single category that was measured in preparing this report. Not only is there a story in the fact that Republicans are leading in their use of microblogging, but the magnitude of their reach over Democrats is also large, especially in the U.S. House of Representatives. Republicans send out more tweets and have the attention of many more people than do the Democrats.

Here are the key takeaways from this report:
- **More Republicans Use Twitter Than Democrats** — In Congress, there are 132 members who are using Twitter actively: 89 Republicans and 43 Democrats. In the Senate, there is nearly an even split, with 14 Republicans using Twitter compared to 11 Democrats. But in the House, there are 75 Republicans using Twitter (42.13 percent of the Republican Caucus) and 32 Democrats (12.45 percent of the Democratic Caucus).
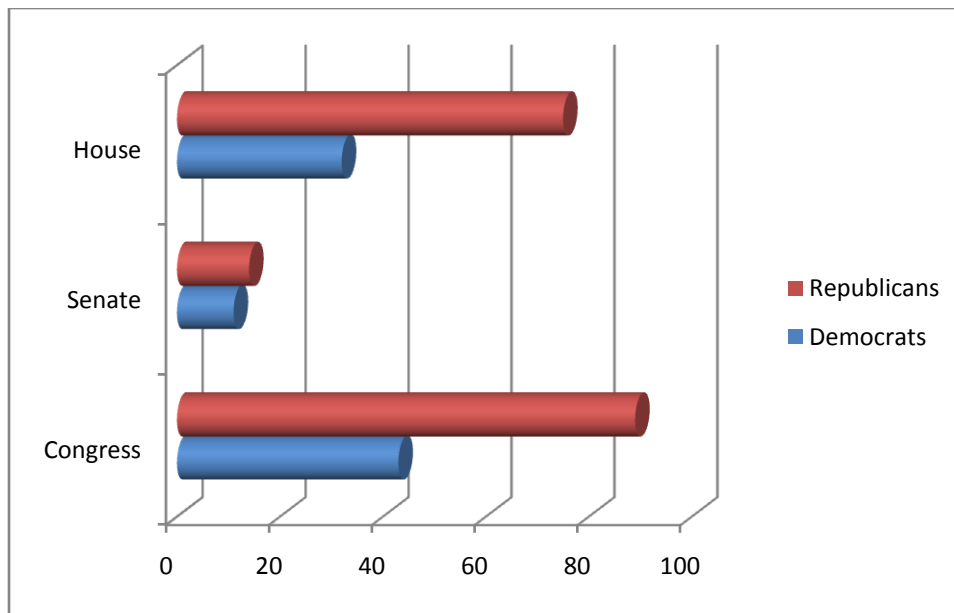
Figure 1 – Comparison of Number of Republicans and Democrats Using Twitter

- **Senate Democrats May Be Getting More Bang for Their Tweet Over Republican Senators** — Democrats in the Senate have fewer senators who are using Twitter, and they have fewer followers than their Republican counterparts by far. Yet the Republicans only lead the Democrats slightly in the categories of Influence and Clout; Democrats, despite their smaller numbers, are in the lead.
- **Republican Members of the U.S. House of Representatives Are the Most Active Microbloggers**– Republican House members are the most active group of microbloggers in Congress. Republican senators outperform their Democratic rivals, but not by a large margin. It is in the House that Republicans are using Twitter and showing microblogging muscle. In fact, among MOCs in the House:
  - One House Democrat ranks in the top 10 in terms of number of followers, and there are only two Democrats in the top 20.
  - Eight House Republicans rank in the top ten category of Influence, where there are two House Democrats.
  - Eight House Republicans rank in the top ten category of Clout, where there are two House Democrats.
- **Republicans Have Higher Level of Engagement** — Republican MOCs have sent out more tweets than Democrats by far and are following many times more individuals on Twitter than are Democrats, indicating a higher level of engagement. As of January 3, 2010, Republican House members sent out 29,162 tweets, compared to 5,503 sent by Democrats. In addition, Republicans in both the House and the Senate follow many more people on Twitter than the Democrats.
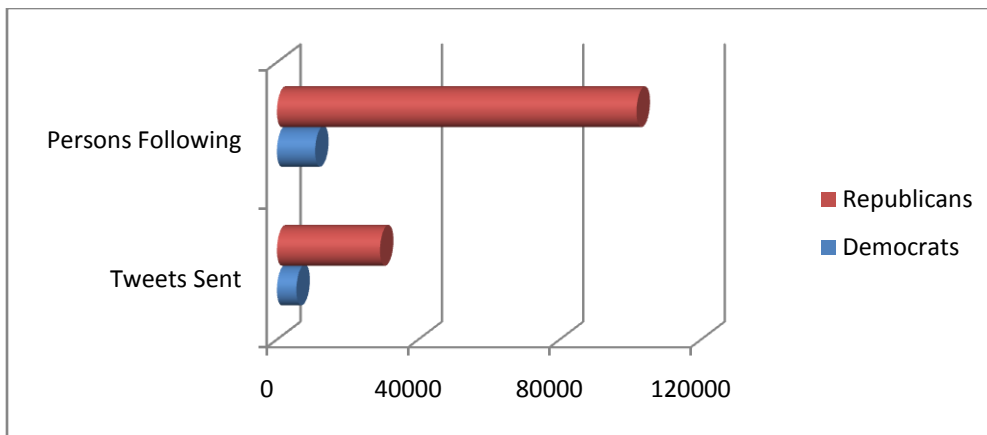
Figure 2 – Comparison of Number of Tweets Sent by Party – U.S. House of Representatives

- **Individual Distinctions**
    - Sen. John McCain (R-AZ) has the most followers of any member of the Senate.
    - Sen. Claire McCaskill (D-MO) is the top senator for volume — i.e., number of tweets.
    - Sen. Jim DeMint (R-SC) had more Clout and Influence than any other senator.
    - Rep. John Boehner (R-OH), the House Republican leader, leads the Republicans in the House in terms of number of followers, followed by Minority Whip Eric Cantor (R-VA).
    - Rep. Ileana Ros-Lehtinen (R-FL) led House Republicans in Clout and in Influence.

A Look at the Parts

This report examines each body making up Congress, and each party. Below both the Senate and the House are summarized to provide insight into which party and which individuals

- Have the most followers;
- Are following the most people on Twitter;
- Have acquired the greatest Clout ranking[7]; and
- Have acquired the greatest Influence factor.[8]

The U.S. Senate

Altogether, there are 31 members of the Senate who are on Twitter. Of them, 25 were assessed using the assessment tool Twitalyzer. The balance had not been active enough in the medium to be able to be analyzed. The Democrats have 11 Senators who have been actively sending tweets, while the Republicans have 14. However, the Republicans are sending more messages to more followers than the Democrats are sending.

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[7] A rating assigned based on the number of times that a microblogger was cited, mentioned, or re-tweeted by other microbloggers

[8] **Influence –** An influence ranking was assigned by Twitalyzer based on the following assessments:
　　　Relative reach based on the number of followers that a microblogger has;
　　　Relative authority, based on the number of times a microblogger is re-tweeted by others;
　　　Relative generosity, based on the level of re-tweeting of a microblogger
　　　Relative clout based on the number of times that a microblogger is cited by others within tweets;
　　　Relative velocity based on the number of tweets a microblogger sends out.
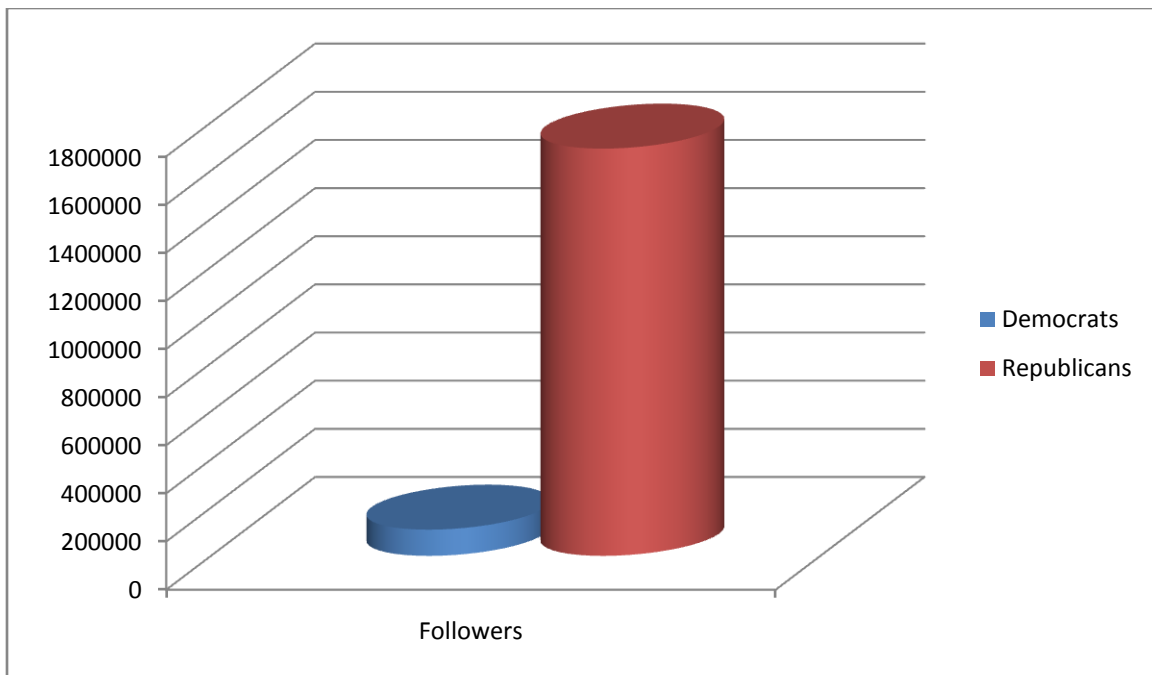
Figure 3 – U.S. Senate Comparison of Followers by Party – With McCain Factor

While it appears to be a completely lopsided contest between the parties, the advantage of Republicans in this case is entirely attributable to Sen. McCain, who himself had 1,599,399 followers. If the McCain factor is removed from the Republican tally, the Senate Democrats actually lead the Republicans in terms of number of followers. However, that still leaves Republican Senate members following other microbloggers over 2.5 times more than Democrats.
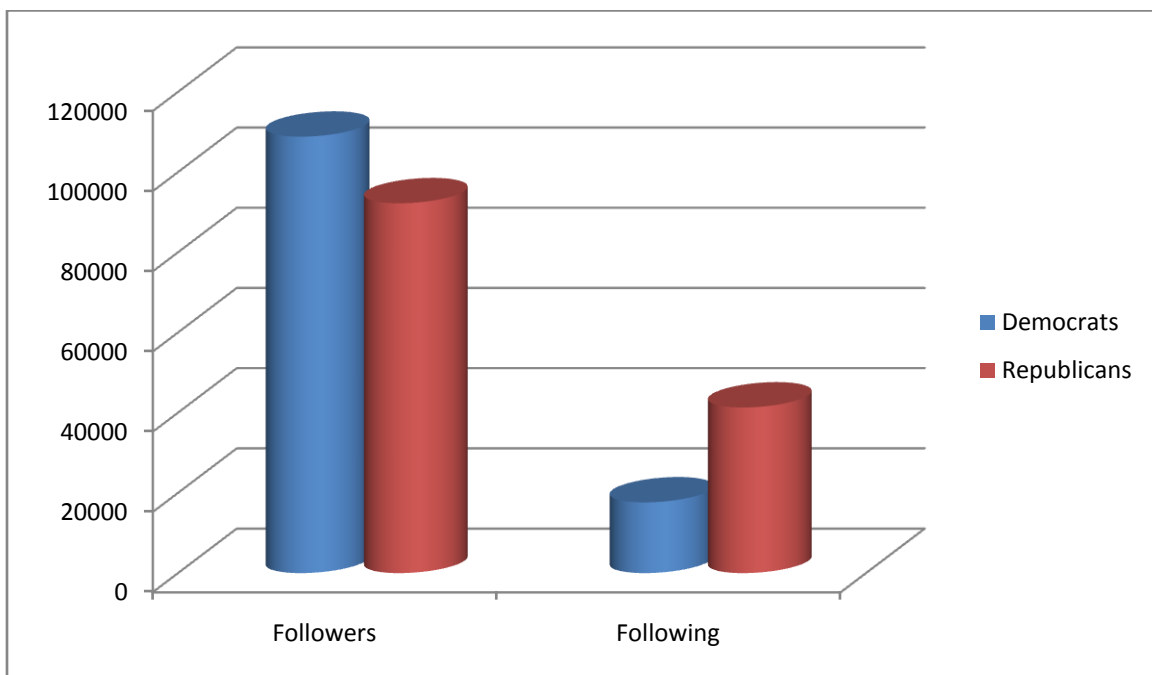
Figure 4 – U.S. Senate Comparison By Party of Followers and Following – Minus McCain Factor

Followers. Sen. McCain has far and away the largest number of followers. However, in looking at the U.S. Senate, the Democratic party is highly competitive for followers and has six of the top 10 spots. This means that although they are fewer in number, the Democratic strength is spread out among more key individuals than it is among Republicans, where it is more concentrated (particularly with Sen. McCain). The average number of followers for Senate Republicans is over 120,000, compared to only 9,894 for the Senate Democrats. But if you remove the McCain factor, the Republican average number of followers falls to 7,094.

Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	McCain, John (R-AZ)	1,599,399	65	49.7	50	0	2.4	70.7
2	McCaskill, Claire (D-MO)	34,989	1	37.2	42.1	0	5.1	78.6
3	DeMint, Jim (R-SC)	28,699	12,479	60.4	53.8	0	1.7	100
4	Grassley, Chuck (R-IA)	17,524	12,023	11.6	14.3	0	0.9	19.5
5	Boxer, Barbara (D-CA)	17,482	476	25.5	50	0	0.3	58.5
6	Warner, Mark (D-VA)	12,444	11,690	6.3	33.3	0	0.4	9.7
7	Dodd, Chris (D-CT)	10,159	154	9.4	40	0	0.7	18.7
8	Coburn, Tom (R-OK)	10,010	21	14.5	100	0	0.3	27.1
9	Nelson, Bill (D-FL)	8,293	21	7	33.3	0	0.4	13.9
10	Feingold, Russell (D-WI)	7,939	4,984	2	100	0	0.1	1

Clout.[9] In assessing clout, it would appear that the Republican Senate is outperforming the Democrats by a slight margin, having six of the top 10 slots. Sen. DeMint led the pack, followed by Sen. McCaskill and Sen. McCain.

| Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	DeMint, Jim (R-SC)	28,699	12,479	60.4	53.8	0	1.7	100
2	McCaskill, Claire (D-MO)	34,989	1	37.2	42.1	0	5.1	78.6
3	McCain, John (R-AZ)	1,599,399	65	49.7	50	0	2.4	70.7
4	Reid, Harry (D-NV)	4,574	22	21.8	0	0	0.3	59.8
5	Boxer, Barbara (D-CA)	17,482	476	25.5	50	0	0.3	58.5
6	Hatch, Orrin (R-UT)	7,183	7,770	18.5	63.3	0	4	40.2
7	Cornyn, John (R-TX)	7,559	7,021	16.8	90.3	6.5	4.1	37.4
8	Coburn, Tom (R-OK)	10,010	21	14.5	100	0	0.3	27.1
9	Udall, Mark (D-CO)	3,606	9	7.7	0	0	0.1	20.4
10	Grassley, Chuck (R-IA)	17,524	12,023	11.6	14.3	0	0.9	19.5

Why wouldn't the sheer number of followers held by John McCain automatically propel him to the No. 1 slot? Clout is based on the number of times that a microblogger was cited, mentioned, or re-tweeted by other microbloggers. Despite the fact that he has more followers, it would appear that both Sens. DeMint and McCaskill were cited more often by others, indicating that volume of followers is not enough to guarantee currency of the content that a microblogger generates.

Influence.[10] In reviewing the most influential senators, the balance of power in Influence is tilted slightly to the Republican senators who occupy six of the top 10 slots. This may be attributable in part to the McCain factor. It should be noted that the 11th slot is held by a Democrat, which would make the top 10 evenly split.

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[9] **Clout** – A rating assigned based on the number of times that a microblogger was cited, mentioned, or re-tweeted by other microbloggers.

Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	DeMint, Jim (R-SC)	28,699	12,479	60.4	53.8	0	1.7	100
2	McCain, John (R-AZ)	1,599,399	65	49.7	50	0	2.4	70.7
3	McCaskill, Claire (D-MO)	34,989	1	37.2	42.1	0	5.1	78.6
4	Boxer, Barbara (D-CA)	17,482	476	25.5	50	0	0.3	58.5
5	Reid, Harry (D-NV)	4,574	22	21.8	0	0	0.3	59.8
6	Hatch, Orrin (R-UT)	7,183	7,770	18.5	63.3	0	4	40.2
7	Cornyn, John (R-TX)	7,559	7,021	16.8	90.3	6.5	4.1	37.4
8	Coburn, Tom (R-OK)	10,010	21	14.5	100	0	0.3	27.1
9	Grassley, Chuck (R-IA)	17,524	12,023	11.6	14.3	0	0.9	19.5
10	Dodd, Chris (D-CT)	10,159	154	9.4	40	0	0.7	18.7

Between the parties, it would appear that on the whole, Senate Republicans have greater influence, meaning that in viewing and assessing several factors that include number of followers and times that a member is cited or re-tweeted by others, they have edged out Democrats — though that may be attributable at least in part to the McCain factor described above, given the sheer volume of followers that he has. However, Democrats edged out Republicans when averaging out the number of times they have been cited by others in the Clout category. The closeness in the Influence factor and the lead in the Clout ranking belie the fact that the Republicans have more followers and more senators who are using Twitter. Here, the Democrats are getting more bang for their tweet than Republicans.
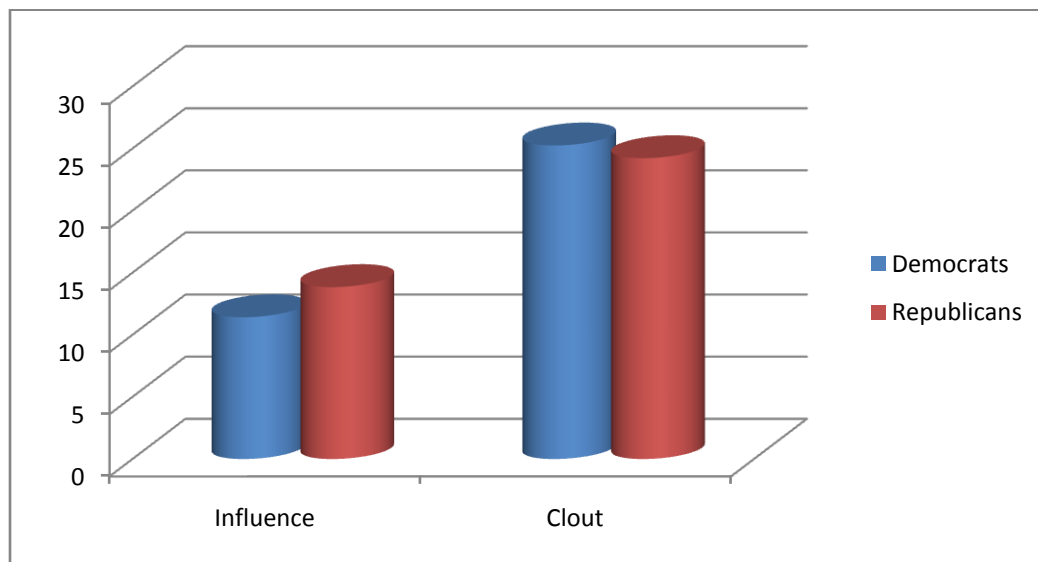
Figure 5 – U.S. Senate Comparison of Influence and Clout by Party

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[10] **Influence –** An influence ranking was assigned by Twitalyzer based on the following assessments:
- Relative reach based on the number of followers that a microblogger has;
- Relative authority, based on the number of times a microblogger is re-tweeted by others;
- Relative generosity, based on the level of re-tweeting of a microblogger
- Relative clout based on the number of times that a microblogger is cited by others within tweets;
- Relative velocity based on the number of tweets a microblogger sends out.

Tweets. The most prolific Twitterer in the Senate is Democrat Claire McCaskill, having sent out 1,372 tweets. She is followed by Republicans Richard Lugar, who has sent out 1,072, and Jim DeMint, who has sent out 812. They are comfortably ahead of any other U.S. senators. By party, Senate Republicans sent out 52 percent more tweets than Democrats.
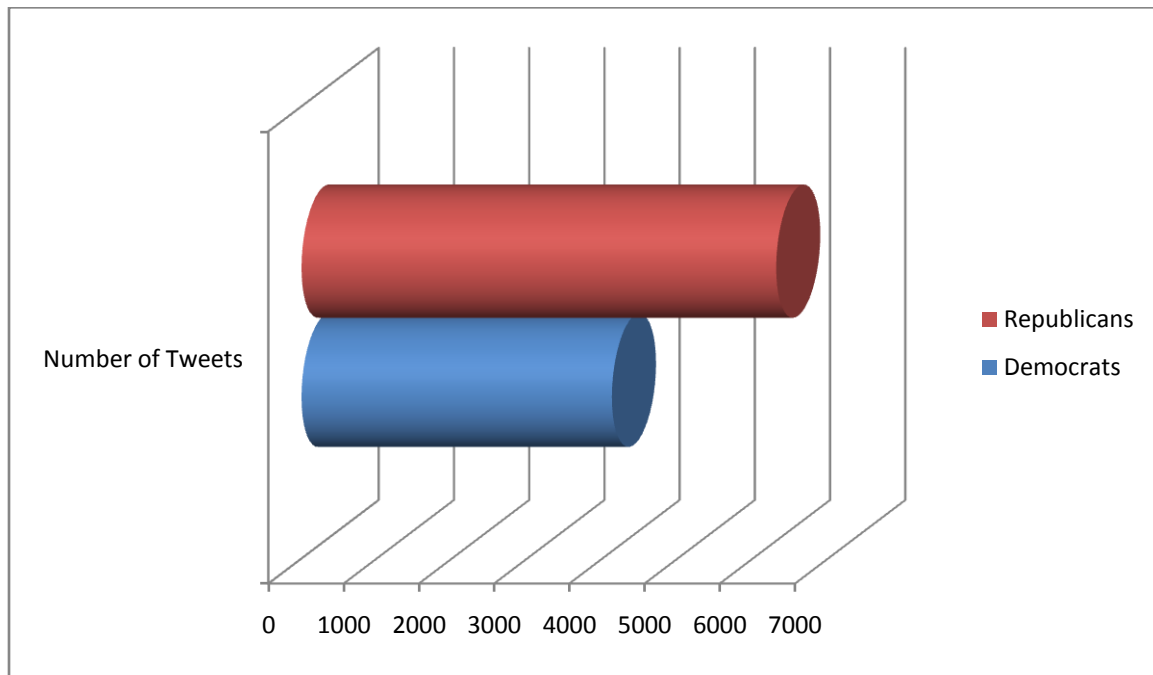
Figure 6 – Number of Tweets By Part – U.S. Senate

The U.S. House of Representatives

The House is where there is the most Twitter action, and most of it is by members of the Republican Caucus.

There were 32 House Democrats who were actively Twittering, compared to 75 Republicans. Democrats were following 10,808 people on Twitter, but Republicans were following 101,735. Clearly, House Republicans are quite activated when it comes to Twitter.

House members had 285,411 followers and were following 112,543 others. The average Influence factor was 1.707477 and the average Clout factor was 2.901869. When breaking out the numbers by party, Republicans have over four times the number of followers as Democrats, with 229,093 followers compared to the Democrats' 56,318.

The average Clout factor for House Republicans was 3.348, while the Democratic Clout factor measured 1.85625. The Influence ranking for Republicans clocked at 1.957333 compared to Democratic Influence, which measured 1.121875.

The average number of followers of Republicans was 3,054, while the average number of followers for Democrats was 1,759.
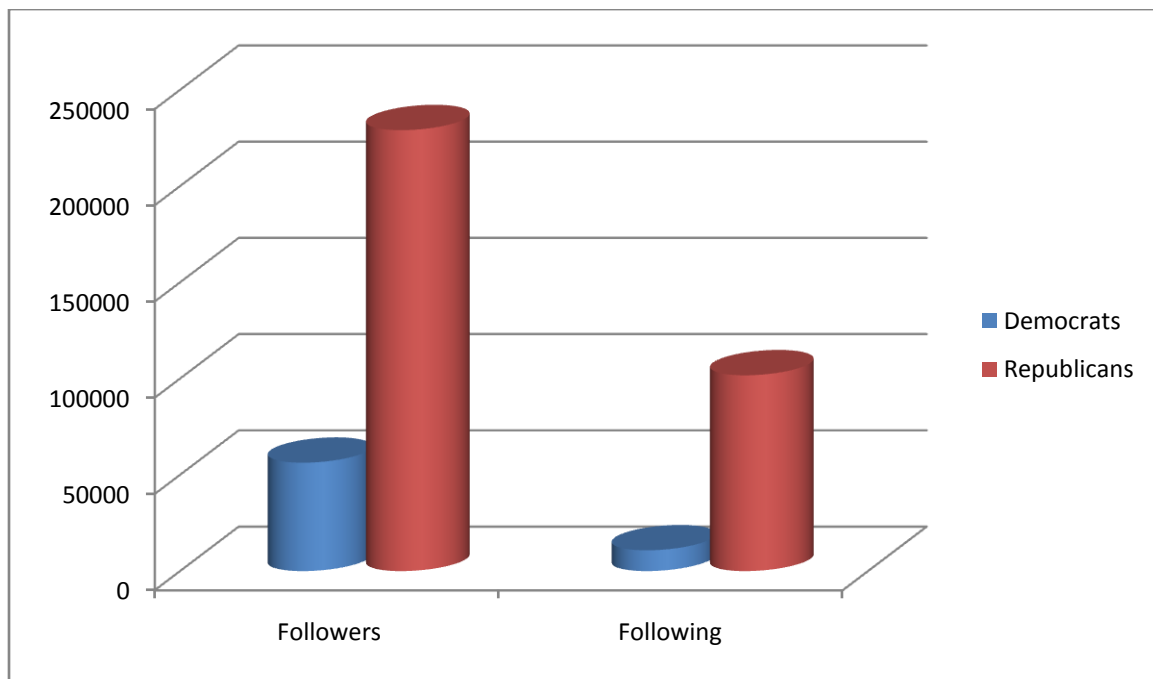
Figure 7 – U.S. House Party Comparison, Followers/Following

Followers. The top 10 MOCs with followers are nearly all Republicans and are led, literally and figuratively, by Minority Leader John Boehner of Ohio and Minority Whip Eric Cantor of Virginia, followed by South Carolina's Joe Wilson, who catapulted himself into notoriety by shouting at President Obama during an address before a joint session of Congress in September 2009.

This ranking is demonstrative of the fact that there are many more Americans following Republicans on Twitter. In fact, if you look at the top 20 in this category, there are only two Democrats.

Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	Boehner, John (R-OH)	18,799	11,259	13.2	90.9	72.7	1.5	19.8
2	Cantor, Eric (R-VA)	16,458	34	5	100	100	0.3	4.1
3	Wilson, Joe (R-SC)	13,382	4,703	15.3	47.6	0	2.8	28.8
4	Culberson, John (R-TX)	13,017	12,226	4.9	83.3	0	0.8	6.1
5	Bachmann, Michele (R-MN)	11,293	8,807	5.8	100	0	0.1	8.8
6	Hoekstra, Pete (R-MI)	8,771	951	2.3	0	0	0.3	1.5
7	Chaffetz, Jason (R-UT)	8,139	7,747	5.6	60	0	2	8.3
8	Kucinich, Dennis (D-OH)	8,096	15	10.3	66.7	0	0.4	24.5
9	Issa, Darrell (R-CA)	7,898	4,985	5.2	85.7	0	0.9	7.7
10	Pence, Mike (R-IN)	7,293	7	2.9	100	50	0.5	3.1

Clout .[11] Looking at the House of Representatives only, sorted by their ranking on Clout, one can see a story that differs little from the Influence rankings. The House MOC with the most clout was Rep. Ileana Ros-Lehtinen (R-FL) , who achieved a whopping 100 rating for clout, followed distantly by Joe Wilson.

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[11] **Clout –** A rating assigned based on the number of times that a microblogger was cited, mentioned, or re-tweeted by other microbloggers.

Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	Ros-Lehtinen, Ileana (R-FL)	2,740	1	33.4	5.9	0	2.3	100
2	Wilson, Joe (R-SC)	13,382	4,703	15.3	47.6	0	2.8	28.8
3	Kucinich, Dennis (D-OH)	8,096	15	10.3	66.7	0	0.4	24.5
4	Boehner, John (R-OH)	18,799	11,259	13.2	90.9	72.7	1.5	19.8
5	Fudge, Marcia (D-OH)	2,031	1,886	5.2	100	0	0.1	10.3
6	Blunt, Roy (R-MO)	4,536	4,297	5	46.7	0	2	9.2
7	Bachmann, Michele (R-MN)	11,293	8,807	5.8	100	0	0.1	8.8
8	Chaffetz, Jason (R-UT)	8,139	7,747	5.6	60	0	2	8.3
9	Issa, Darrell (R-CA)	7,898	4,985	5.2	85.7	0	0.9	7.7
10	Culberson, John (R-TX)	13,017	12,226	4.9	83.3	0	0.8	6.1

Why would Rep. Ros-Lehtinen achieve such high Influence and Clout rankings when she has fewer followers than most of the other MOCs in the top 10 and follows fewer people than her colleagues do? She also has a higher noise ratio than anyone else in the top 10. However, she is just short of Rep. Wilson respecting the speed with which she tweets, and the content of her tweets apparently is being picked up and cited by others more than anyone else — which means that while her followers are fewer in number, they may in fact be more potent.

Of the top 10 MOCs in terms of Clout, there are only two Democrats, Dennis Kucinich and Marcia Fudge (both of Ohio). Democrats in the House are simply not competitive: they rank third and fifth respectively, which is only a little better for the Democrats than the Influence rankings.

Influence Factor.[12] Republicans grabbed the top three positions for Influence in the House, with Reps. Ros-Lehtinen, Wilson, and Boehner in first, second, and third place, respectively. Only two Democrats — Reps. Kucinich and Fudge — rank in the top 10, in fourth and eighth place respectively.

Rank	Member	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	Ros-Lehtinen, Ileana (R-FL)	2,740	1	33.4	5.9	0	2.3	100
2	Wilson, Joe (R-SC)	13,382	4,703	15.3	47.6	0	2.8	28.8
3	Boehner, John (R-OH)	18,799	11,259	13.2	90.9	72.7	1.5	19.8
4	Kucinich, Dennis (D-OH)	8,096	15	10.3	66.7	0	0.4	24.5
5	Bachmann, Michele (R-MN)	11,293	8,807	5.8	100	0	0.1	8.8
6	Chaffetz, Jason (R-UT)	8,139	7,747	5.6	60	0	2	8.3
7	Issa, Darrell (R-CA)	7,898	4,985	5.2	85.7	0	0.9	7.7
8	Fudge, Marcia (D-OH)	2,031	1,886	5.2	100	0	0.1	10.3
9	Blunt, Roy (R-MO)	4,536	4,297	5	46.7	0	2	9.2
10	Cantor, Eric (R-VA)	16,458	34	5	100	100	0.3	4.1

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[12] **Influence –** An influence ranking was assigned by Twitalyzer based on the following assessments:
- Relative reach based on the number of followers that a microblogger has;
- Relative authority, based on the number of times a microblogger is re-tweeted by others;
- Relative generosity, based on the level of re-tweeting of a microblogger
- Relative clout based on the number of times that a microblogger is cited by others within tweets; and
- Relative velocity based on the number of tweets a microblogger sends out.

Looking at the differences between the parties, while Republicans are handily in the lead with respect to both clout and influence, it is not to the degree that one might think given their much higher number of members utilizing Twitter and the higher number of tweets sent out. Figure 7 shows the result of averaging the members of each party.
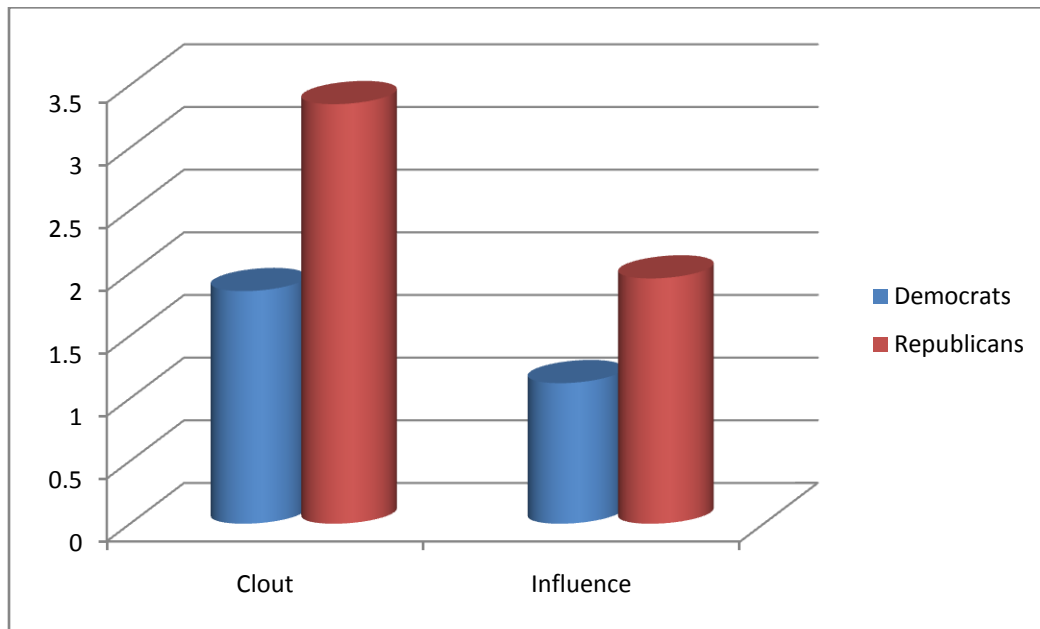
Figure 8 – U.S. House Party Comparison of Influence and Clout by Party

Number of Tweets. In the House of Representatives, the number of tweets by Republic MOCs is 529 percent greater than the number of Democratic tweets. As of January 3, 2010, Republican House members sent out 29,162 tweets, compared to 5,503 sent by Democrats. This means that on average, the Democrats have sent out 141 tweets compared to the Republican average of 303 tweets, with more than twice as many Republicans as Democrats microblogging.
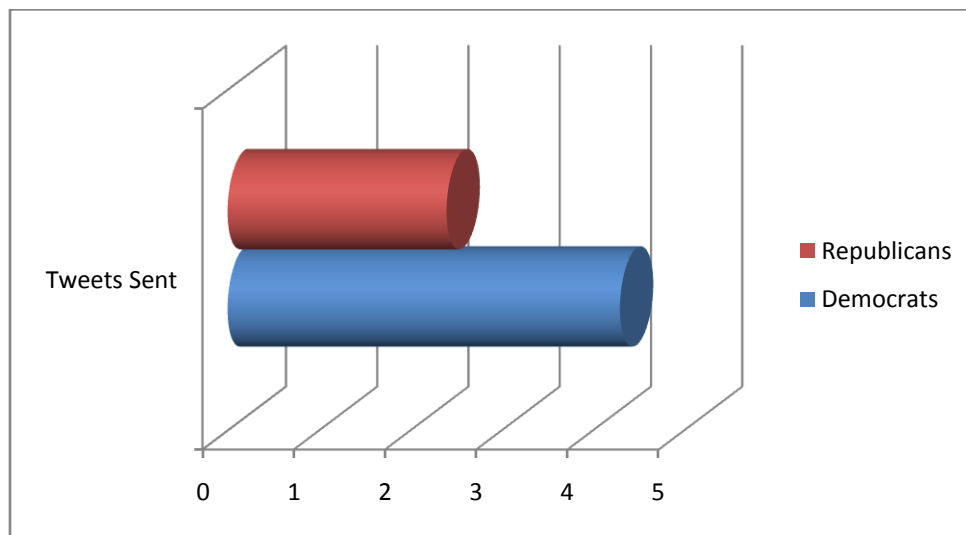
Figure 9 – U.S. House – Number of Tweets Sent by Party

Conclusion

Social media is playing an increasing role in the way news is consumed by the public. The balance of power has shifted away from the communicator to the audience, who can now pick up messages, discuss them, and pass them along. Twitter is a rapidly growing factor in this social media spectrum, one that is quickly gaining in currency among a wide span of groups.

Some in Congress have aggressively sought to use Twitter to communicate to their constituencies and to get their messages across — and some are better than others at doing so creatively.

There are, however, some important observations about its use by MOCs that merit further attention. Most users of Twitter will send out their messages, follow the messages of others, and re-tweet messages to others — and do it often. They also gain some influence by including substantive links to original sources that can carry people to places where they can get more information, such as a Web site or a YouTube channel.

But many, if not most, of the MOCs using Twitter are taking the "social" out of social media by not engaging more vigorously with other microbloggers. Generally speaking, they do not follow many people, and many MOCs do not follow anyone. They are not re-tweeting others, as evidenced by their Generosity scoring, and they may not be offering much of substance, as signified by their Signal rating. In short, while many MOCs have gotten active, they are generally failing to maximize their ability to engage a constituency because they are treating the medium as a one-way street where they can push out messages to key target audiences. As a result, their overall success with Twitter is limited.

That said, the more limited use of Twitter may serve the needs of most MOCs. If they can engage a target audience, inform them, and motivate them to act, then their particular use of Twitter may satisfy their needs. Whether Twitter becomes an increasingly important factor in influencing an electorate remains to be seen.

Table 1: U.S. Senate Democrats Overview

Democrat	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
U.S. Senate							
Boxer, Barbara (D-CA)	17,482	476	25.5	50	0	0.3	58.5
Dodd, Chris (D-CT)	10,159	154	9.4	40	0	0.7	18.7
Feingold, Russell (D-WI)	7,939	4,984	2	100	0	0.1	1
McCaskill, Claire (D-MO)	34,989	1	37.2	42.1	0	5.1	78.6
Nelson, Benjamin (D-NE)	2,150	0	5.3	100	0	0.1	12.7
Nelson, Bill (D-FL)	8,293	21	7	33.3	0	0.4	13.9
Reid, Harry (D-NV)	4,574	22	21.8	0	0	0.3	59.8
Specter, Arlen (D-PA)	6,765	280	3.2	80	0	0.7	4.3
Udall, Mark (D-CO)	3,606	9	7.7	0	0	0.1	20.4
Udall, Tom (D-NM)	437	0	0.2	100	0	0.1	0.1
Warner, Mark (D-VA)	12,444	11,690	6.3	33.3	0	0.4	9.7
Totals and Averages	**10,8838**	**17,637**	**11.418182**	**52.60909**	**0**	**0.754545**	**25.24545**

Table 2: U.S. Senate Republicans Overview

Republican	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
U.S. Senate							
Brownback, Samuel (R-KS)	2,808	39	3.6	100	0	1.3	7.6
Coburn, Tom (R-OK)	10,010	21	14.5	100	0	0.3	27.1
Collins, Susan (R-ME)	4,643	303	5	100	0	0.1	10.7
Corker, Bob (R-TN)	343	2	0.1	100	0	0.5	0
Cornyn, John (R-TX)	7,559	7,021	16.8	90.3	6.5	4.1	37.4
DeMint, Jim (R-SC)	28,699	12,479	60.4	53.8	0	1.7	100
Graham, Lindsey (R-SC)	1,376	0	1.2	42.9	0	0.9	2.3
Grassley, Chuck (R-IA)	17,524	12,023	11.6	14.3	0	0.9	19.5
Hatch, Orrin (R-UT)	7,183	7,770	18.5	63.3	0	4	40.2
McCain, John (R-AZ)	1,599,399	65	49.7	50	0	2.4	70.7
Murkowski, Lisa (R-AK)	2,795	214	0.7	100	0	1.9	0
Thune, John (R-SD)	3,210	603	2.9	100	0	0.3	5.7
Vitter, David (R-LA)	3,164	730	7.4	40	0	1.3	15.7
Wicker, Roger (R-MS)	2,914	35	1.4	100	0	0.1	2.2
Totals and Averages	**1,691,627**	**41,305**	**13.842857**	**75.328571**	**0.4642857**	**1.4142857**	**24.221429**

Table 3 – U.S. House of Representatives – Democrats Overview

N	MOC	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
	Democrats							
1	Abercrombie, Neil (D-HI)	5,090	5,567	1.8	80	0	0.7	1.5
2	Baca, Joe (D-CA)	497	0	0.2	0	0	0.1	0.3
3	Baldwin, Tammy (D-WI)	395	0	0.2	100	0	0.1	0.3
4	Blumenauer, Earl (D-OR)	3,891	0	1.7	100	0	0.3	1.6
5	Boswell, Leonard (D-IA)	1,175	208	0.3	0	0	0.1	0.1
6	Carnahan, John Russell (D-MO)	941	25	0.9	50	0	0.3	1.5
7	Davis, Artur (D-AL)	2,697	653	1.7	50	0	0.8	2.4
8	Doyle, Michael (D-PA)	595	19	0.1	0	0	0.1	0
9	Fudge, Marcia (D-OH)	2,031	1,886	5.2	100	0	0.1	10.3
10	Himes, Jim (D-CT)	814	7	0.5	33.3	0	0.8	0.8
11	Israel, Steve (D-NY)	2,097	2	0.5	0	0	0.1	0.1
12	Johnson, Henry (D-GA)	647	105	0.1	100	0	0.1	0
13	Kucinich, Dennis (D-OH)	8,096	15	10.3	66.7	0	0.4	24.5
14	Lujan, Ben (D-NM)	1,330	138	0.3	100	0	0.3	0.1
15	Markey, Edward (D-MA)	1,240	0	0.5	100	0	0.3	0.5
16	Matheson, Jim (D-UT)	618	5	0.4	0	0	0.3	0.5
17	Meeks, Gregory (D-NY)	499	5	0.2	0	0	0.3	0.2
18	Michaud, Michael (D-ME)	1,035	5	0.3	100	0	0.1	0.1
19	Mitchell, Harry (D-AZ)	1,006	10	0.3	40	0	0.7	0.3
20	Nye, Glenn (D-VA)	920	10	0.2	100	0	0.1	0.1
21	Oberstar, James (D-MN)	2,043	35	0.6	100	0	0.5	0.3
22	Pallone, Frank (D-NJ)	916	37	2.2	11.1	0	1.2	5.3
23	Perlmutter, Ed (D-CO)	1,231	9	0.5	100	0	0.4	0.5
24	Perriello, Tom (D-VA)	2,008	237	1.3	60	40	0.7	1.8
25	Pingree, Chellie (D-ME)	1,889	160	0.6	100	0	0.1	0.6
26	Polis, Jared (D-CO)	4,129	111	1.1	100	0	0.1	0.6
27	Quigley, Mike (D-IL)	686	665	0.3	100	40	0.7	0.3
28	Ryan, Tim (D-OH)	3,624	828	1.5	100	0	0.3	1.7
29	Sestak, Joe (D-PA)	2,568	16	0.8	100	0	0.1	0.8
30	Sires, Albio (D-NJ)	576	20	0.1	0	0	0.1	0
31	Smith, Adam (D-WA)	217	30	0.4	50	0	0.5	0.7
32	Waters, Maxine (D-CA)	817	0	0.8	100	0	0.1	1.6
	Totals and Averages	**56,318**	**10,808**	**1.121875**	**63.78438**	**2.5**	**0.340625**	**1.85625**

Table 4 – U.S. House of Representatives – Republicans Overview

N	MOC	Followers	Following	Influence	Signal	Generosity	Velocity	Clout
1	Aderholt, Robert (R-AL)	184	37	0.1	50	0	0.3	0.1
2	Akin, W. Todd (R-MO)	569	24	0.3	100	0	0.3	0.5
3	Austria, Steven (R-OH)	1,720	325	0.4	0	0	0.1	0.2
4	Bachmann, Michele (R-MN)	11,293	8,807	5.8	100	0	0.1	8.8
5	Bilbray, Brian (R-CA)	645	542	0.3	100	0	0.7	0.4
6	Bilirakis, Gus Michael (R-FL)	1,012	9	0.3	100	0	0.1	0.4
7	Blunt, Roy (R-MO)	4,536	4,297	5	46.7	0	2	9.2
8	Boehner, John (R-OH)	18,799	11,259	13.2	90.9	72.7	1.5	19.8
9	Brady, Kevin (R-TX)	1,325	84	1.3	100	40	0.7	2.8
10	Buchanan, Vern (R-FL)	1,790	157	0.6	85.7	0	0.9	0.6
11	Burgess, Michael (R-TX)	3,753	52	2.6	70.6	11.8	2.3	4.1
12	Burton, Dan (R-IN)	1,587	134	0.4	100	0	0.3	0.1
13	Camp, David Lee (R-MI)	3,936	4,253	1.7	50	0	0.8	1.9
14	Cantor, Eric (R-VA)	16,458	34	5	100	100	0.3	4.1
15	Cao, Anh (R-LA)	2,062	328	0.9	100	0	0.3	1.3
16	Carter, John (R-TX)	2,543	2,687	3.3	100	23.5	2.3	5.7
17	Cassidy, William (R-LA)	437	175	0.2	100	0	0.1	0.3
18	Castle, Michael (R-DE)	1,100	46	0.6	100	0	0.4	0.9
19	Chaffetz, Jason (R-UT)	8,139	7,747	5.6	60	0	2	8.3
20	Coffman, Mike (R-CO)	2,051	50	1.1	100	66.7	0.4	1.8
21	Crenshaw, Ander (R-FL)	849	26	0.3	100	0	0.1	0.4
22	Culberson, John (R-TX)	13,017	12,226	4.9	83.3	0	0.8	6.1
23	Fallin, May (R-OK)	4,495	2,845	2.1	100	100	1.6	2.2
24	Forbes, James Randy (R-VA)	2,075	50	0.7	66.7	0	0.4	0.6
25	Fortenberry, Jeff (R-NE)	1,480	1,213	0.3	100	0	0.3	0.1
26	Foxx, Virginia (R-NC)	2,363	175	1.2	33.3	0	0.4	1.5
27	Gallegly, Elton (R-CA)	406	71	0.1	0	0	0.1	0.1
28	Gerlach, Jim (R-PA)	842	32	0.3	0	0	0.1	0.3
29	Gingrey, Phil (R-GA)	1,164	7	0.4	100	0	0.4	0.3
30	Goodlatte, Robert (R-VA)	783	41	0.2	0	0	0.1	0
31	Harper, Gregg (R-MS)	1,126	1,375	0.3	0	0	0.1	0.2
32	Hoekstra, Pete (R-MI)	8,771	951	2.3	0	0	0.3	1.5
33	Inglis, Robert (R-SC)	2,609	91	0.7	0	0	0.3	0.4
34	Issa, Darrell (R-CA)	7,898	4,985	5.2	85.7	0	0.9	7.7
35	Jenkins, Lynn (R-KS)	2,058	1,353	1.4	100	0	0.1	2
36	Jones, Walter Beaman (R-NC)	1,043	52	0.3	50	0	0.3	0.1
37	King, Peter (R-NY)	221	7	0.2	0	0	0.4	0.3
38	King, Steve (R-IA)	1,179	39	0.5	100	0	0.7	0.7
39	Kingston, Jack (R-GA)	636	92	0.2	50	0	0.3	0.2
40	Latta, Bob (R-OH)	4,607	3,370	1	100	0	0.1	0.3
41	Lee, Christopher (R-NY)	1,021	92	0.4	83.3	0	0.8	0.5
42	Lummis, Cynthis (R-WY)	1,369	179	0.4	100	0	0.3	0.2
43	Mack, Connie (R-FL)	809	133	0.3	100	0	0.1	0.4

44	Marchant, Kenny (R-TX)	1,728	1,191	0.5	100	0	0.1	0.5
45	McCarthy, Kevin (R-CA)	5,724	4,441	1.4	50	0	0.3	0.6
46	McCaul, Michael (R-TX)	496	64	0.2	0	0	0.5	0.3
47	McClintock, Tom (R-CA)	319	27	0.2	100	0	0.1	0.3
48	McCotter, Thaddeus (R-MI)	6,688	5,062	1.8	100	0	0.1	1
49	McHenry, Patrick (R-NC)	2,145	1,287	0.9	100	0	0.3	1
50	McKeon, Howard (R-CA)	1,476	423	0.4	0	0	0.1	0.3
51	McMorris, Cathy (R-WA)	4,353	4,402	1.2	66.7	0	0.4	0.8
52	Miller, Jeff (R-FL)	152	31	0.1	100	0	0.4	0.1
53	Moran, Jerry (R-KS)	67	67	0.1	83.3	0	0.8	0.1
54	Neugebauer, Randy (R-TX)	351	13	0.2	83.3	33.3	0.8	0.3
55	Paul, Ron (R-TX)	1,086	41	0.9	50	0	0.5	1.8
56	Pence, Mike (R-IN)	7,293	7	2.9	100	50	0.5	3.1
57	Poe, Ted (R-TX)	329	74	0.3	100	0	0.4	0.4
58	Posey, Bill (R-FL)	979	763	0.3	71.4	85.7	0.9	0.3
59	Price, Thomas (R-GA)	4,420	665	2	40	0	0.7	2.2
60	Reichert, David George (R-WA)	2,844	2,480	0.6	100	0	0.3	0
61	Rogers, Michael (R-AL)	914	643	0.3	0	0	0.5	0.2
62	Rohrabacher, Dana (R-CA)	2,147	63	1.9	100	0	2.8	3.2
63	Rooney, Tom (R-FL)	935	81	0.2	100	0	0.1	0
64	Ros-Lehtinen, Ileana (R-FL)	2,740	1	33.4	5.9	0	2.3	100
65	Ryan, Paul (R-WI)	6,454	1	1.5	100	0	0.1	0.5
66	Schock, Aaron (R-IL)	2,416	134	0.5	100	100	0.1	0.1
67	Shimkus, John (R-IL)	2,365	109	1.1	6.3	12.5	2.1	1.1
68	Shuster, Bill (R-PA)	1,272	190	0.3	100	0	0.3	0.1
69	Stearns, Clifford (R-FL)	349	122	0.6	100	40	0.7	0.9
70	Sullivan, John (R-OK)	1,941	936	0.4	0	0	0.1	0
71	Terry, Lee (R-NE)	1,270	144	0.3	100	0	0.1	0.1
72	Thompson, Glenn (R-PA)	1,241	26	0.3	50	0	0.3	0.1
73	Wamp, Zach (R-TN)	3,518	2,731	1.1	0	0	0.4	1
74	Wilson, Joe (R-SC)	13,382	4,703	15.3	47.6	0	2.8	28.8
75	Wittman, Rob (R-VA)	2,939	361	3.2	85.7	71.4	1.9	4.5
	Totals and Averages	**22,9093**	**10,1735**	**1.957333**	**68.61867**	**10.768**	**0.622667**	**3.348**

Table 5: Number of Tweets – Senate

Democrat	Tweets	Republican	Tweets
U.S. Senate		**U.S. Senate**	
Boxer, Barbara (D-CA)	153	Brownback, Samuel (R-KS)	277
Dodd, Chris (D-CT)	550	Coburn, Tom (R-OK)	
Durbin, Richard (D-IL)	0	Collins, Susan (R-ME)	118
Feingold, Russell (D-WI)	72	Corker, Bob (R-TN)	35
Kerry, John (D-MA)	44	Cornyn, John (R-TX)	501
McCaskill, Claire (D-MO)	1,321	DeMint, Jim (R-SC)	812
Menendez, Robert (D-NJ)	156	Ensign, John (R-NV)	315
Merkley, Jeff (D-OR)	94	Graham, Lindsey (R-SC)	113
Nelson, Benjamin (D-NE)	0	Grassley, Chuck (R-IA)	394
Nelson, Bill (D-FL)	435	Hatch, Orrin (R-UT)	540
Reid, Harry (D-NV)	525	Inhofe, Jim (R-OK)	501
Shaheen, Jeanne (D-NH)	109	Lugar, Richard (R-IN)	1,072
Specter, Arlen (D-PA)	330	McCain, John (R-AZ)	882
Udall, Mark (D-CO)	32	Murkowski, Lisa (R-AK)	256
Udall, Tom (D-NM)	74	Shelby, Richard (R-AL)	5
Warner, Mark (D-VA)	231	Thune, John (R-SD)	163
		Vitter, David (R-LA)	286
		Wicker, Roger (R-MS)	40
Total	**4,126**		**6,310**

Table 6: Number of Tweets – Democrats in the U.S. House of Representatives

Boswell, Leonard (D-IA)	57
Carnahan, John Russell (D-MO)	109
Davis, Artur (D-AL)	277
Dicks, Norman (D-WA)	23
Doyle, Michael (D-PA)	62
Ellison, Keith (D-MN)	290
Fudge, Marcia (D-OH)	77
Giffords, Gabrielle (D-AZ)	16
Himes, Jim (D-CT)	255
Honda, Mike (D-CA)	96
Inslee, Jay (D-WA)	59
Israel, Steve (D-NY)	150
Johnson, Henry (D-GA)	90
Kilroy, Mary Jo (D-OH)	38
Kucinich, Dennis (D-OH)	91
Levin, Sander (D-MI)	56
Lujan, Ben (D-NM)	246
Markey, Edward (D-MA)	118
Matheson, Jim (D-UT)	66
Meeks, Gregory (D-NY)	32
Michaud, Michael (D-ME)	81
Miller, George (D-CA)	84
Mitchell, Harry (D-AZ)	127
Moore, Gwendolynne (D-WI)	10
Moran, James (D-VA)	60
Nye, Glenn (D-VA)	54
Oberstar, James (D-MN)	181
Pallone, Frank (D-NJ)	372
Perlmutter, Ed (D-CO)	150
Perriello, Tom (D-VA)	298
Pingree, Chellie (D-ME)	492
Polis, Jared (D-CO)	301
Quigley, Mike (D-IL)	219
Rangel, Charles (D-NY)	38
Ryan, Tim (D-OH)	250
Schrader, Kurt (D-OR)	67
Sestak, Joe (D-PA)	334
Sires, Albio (D-NJ)	143
Waters, Maxine (D-CA)	34
Average Number of Tweets	141.1026
Sum of All Tweets	5,503

Table 7: Number of Tweets – Republicans U.S. House

Akin, W. Todd (R-MO)	48
Austria, Steven (R-OH)	76
Bachmann, Michele (R-MN)	238
Barrett, Gresham (R-SC)	130
Barton, Joe (R-TX)	68
Biggert, Judy (R-IL)	301
Bilbray, Brian (R-CA)	110
Bilirakis, Gus Michael (R-FL)	157
Blunt, Roy (R-MO)	439
Boehner, John (R-OH)	597
Boehner, John (R-OH)	1,861
Bono Mack, Mary (R-CA)	118
Boozman, John (R-AR)	204
Brady, Kevin (R-TX)	222
Broun, Paul (R-GA)	58
Buchanan, Vern (R-FL)	305
Burgess, Michael (R-TX)	991
Burton, Dan (R-IN)	199
Camp, David Lee (R-MI)	456
Cantor, Eric (R-VA)	156
Cao, Anh (R-LA)	72
Carter, John (R-TX)	674
Cassidy, William (R-LA)	65
Castle, Michael (R-DE)	88
Chaffetz, Jason (R-UT)	1,224
Coffman, Mike (R-CO)	128
Crenshaw, Ander (R-FL)	75
Culberson, John (R-TX)	2,632
Fallin, May (R-OK)	244
Flake, Jeff (R-AZ)	69
Forbes, James Randy (R-VA)	133
Fortenberry, Jeff (R-NE)	202
Foxx, Virginia (R-NC)	231
Franks, Trent (R-AZ)	57
Gallegly, Elton (R-CA)	63
Gerlach, Jim (R-PA)	129
Gingrey, Phil (R-GA)	72
Goodlatte, Robert (R-VA)	246
Harper, Gregg (R-MS)	172
Heller, Dean (R-NV)	133
Hoekstra, Pete (R-MI)	546
Inglis, Robert (R-SC)	459
Issa, Darrell (R-CA)	1,063
Jenkins, Lynn (R-KS)	194
Jones, Walter Beaman (R-NC)	189

Jordan, Jim (R-OH)	172
King, Peter (R-NY)	72
King, Steve (R-IA)	376
Kingston, Jack (R-GA)	200
Kirk, Mark (R-IL)	1
Latham, Tom (R-IA)	74
Latta, Bob (R-OH)	791
Lee, Christopher (R-NY)	181
Lummis, Cynthis (R-WY)	261
Mack, Connie (R-FL)	20
Marchant, Kenny (R-TX)	173
McCarthy, Kevin (R-CA)	295
McCaul, Michael (R-TX)	102
McClintock, Tom (R-CA)	25
McCotter, Thaddeus (R-MI)	385
McHenry, Patrick (R-NC)	337
McKeon, Howard (R-CA)	232
McMorris, Cathy (R-WA)	303
Miller, Candice (R-MI)	73
Moran, Jerry (R-KS)	51
Myrick, Sue (R-NC)	24
Neugebauer, Randy (R-TX)	125
Olson, Pete (R-TX)	179
Paul, Ron (R-TX)	53
Paulsen, Erik (R-MN)	215
Pence, Mike (R-IN)	1,301
Poe, Ted (R-TX)	21
Posey, Bill (R-FL)	474
Price, Thomas (R-GA)	536
Radanovich, George (R-CA)	64
Rehberg, Denny (R-MT)	236
Reichert, David George (R-WA)	221
Roe, David (R-TN)	50
Rogers, Michael (R-AL)	155
Rohrabacher, Dana (R-CA)	344
Rooney, Tom (R-FL)	97
Roskam, Peter (R-IL)	166
Ros-Lehtinen, Ileana (R-FL)	937
Ryan, Paul (R-WI)	250
Schock, Aaron (R-IL)	110
Shimkus, John (R-IL)	747
Shuster, Bill (R-PA)	339
Smith, Lamar (R-TX)	139
Sullivan, John (R-OK)	101
Terry, Lee (R-NE)	201
Thompson, Glenn (R-PA)	308
Walden, Greg (R-OR)	145

Wamp, Zach (R-TN)	212
Wilson, Joe (R-SC)	415
Wittman, Rob (R-VA)	932
Young, Don (R-AK)	47
Average Number of Tweets	**303.7708**
Total Number of Tweets	**29,162**

About the Author

MARK SENAK, J.D.
SENIOR VICE PRESIDENT AND PARTNER
FLEISHMAN-HILLARD WASHINGTON, D.C.

Mark Senak is an attorney with over twenty years of experience offering a blend of law, communications, public health, and public relations. His experience as a lawyer, his background in public health, and his knowledge of communications and public affairs have made him an ideal counselor and strategist for clients needing regulatory communications counsel, litigation, crisis, and issues management. He is also recognized as an authority with regard to public health and policy issues.

In addition, Mr. Senak is an expert in digital communications and social media. As a trend-spotter, Mr. Senak is the author of the Web Log (blog) '*Eye on FDA*' (www.eyeonfda.com/) which is a professional blog that breaks through medical-legal jargon and provides patients, healthcare providers, journalists, analysts, and members of the pharmaceutical industry as well as regulators themselves with a one-stop-shop of industry analysis. The site aims to help all healthcare industry stakeholders understand the U.S. regulatory environment and its impact on the marketplace and to introduce emerging media with analyses of its impact on business communications. Eye on FDA has been regularly ranked by edrugsearch.com as one of the top 100 blogs on health and medicine. *Eye on FDA* is supported by an *Eye on FDA* Twitter Feed and an *Eye on FDA* YouTube channel.

He is a frequent speaker on issues related to drug development, reimbursement, and new media in a highly regulated environment. During 2008 he spoke at conferences for DTC Perspectives, was a featured speaker at the 2nd Annual ExL Digital Pharma Conference as well as Google's 2008 HealthThink. He was a featured speaker with Dr. David Kessler and the Honorable Leon Panetta at a Fleishman-Hillard sponsored event in December 2008 that examined the health policy consequences after the November 2008 election.

Mr. Senak received his Bachelor of Arts degree from the University of Illinois and his law degree from Brooklyn Law School. He is the author of several magazine and newspaper articles as well as three books examining issues of law and health policy and is also the author of a memoir.

Twongress

The Power of Twitter in Congress

A White Paper by Mark Senak, J.D.
January 2010
eyeonfda.com

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