Madison College Expert says Social Media Playing Big Role in 2010 Political Campaigns

Facebook, Twitter, YouTube, text, emails—social media is changing the way political campaigns are getting their message out.

“It first started with Barack Obama’s presidential campaign in 2008. Now we’re seeing it in Wisconsin’s U.S. Senate and gubernatorial races,” says Madison Area Technical College social media expert Steve Noll.

Noll says social media is cheaper, faster and can target specific demographics better than conventional media.

“There’s no way that the candidates can get out and shake everybody's hand. But you can do it virtually, using social media,” says Noll.

Noll is holding a social media presentation at 5:30 p.m. today in the College’s Mitby Theater. He’ll be talking more about the growing role social media is playing in political campaigns.

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Madison Area Technical College serves approximately 40,000 individuals annually, providing “real world smart” education through a comprehensive curriculum of technical, liberal arts and sciences, adult basic education and continuing education, as well as customized training for employers.