

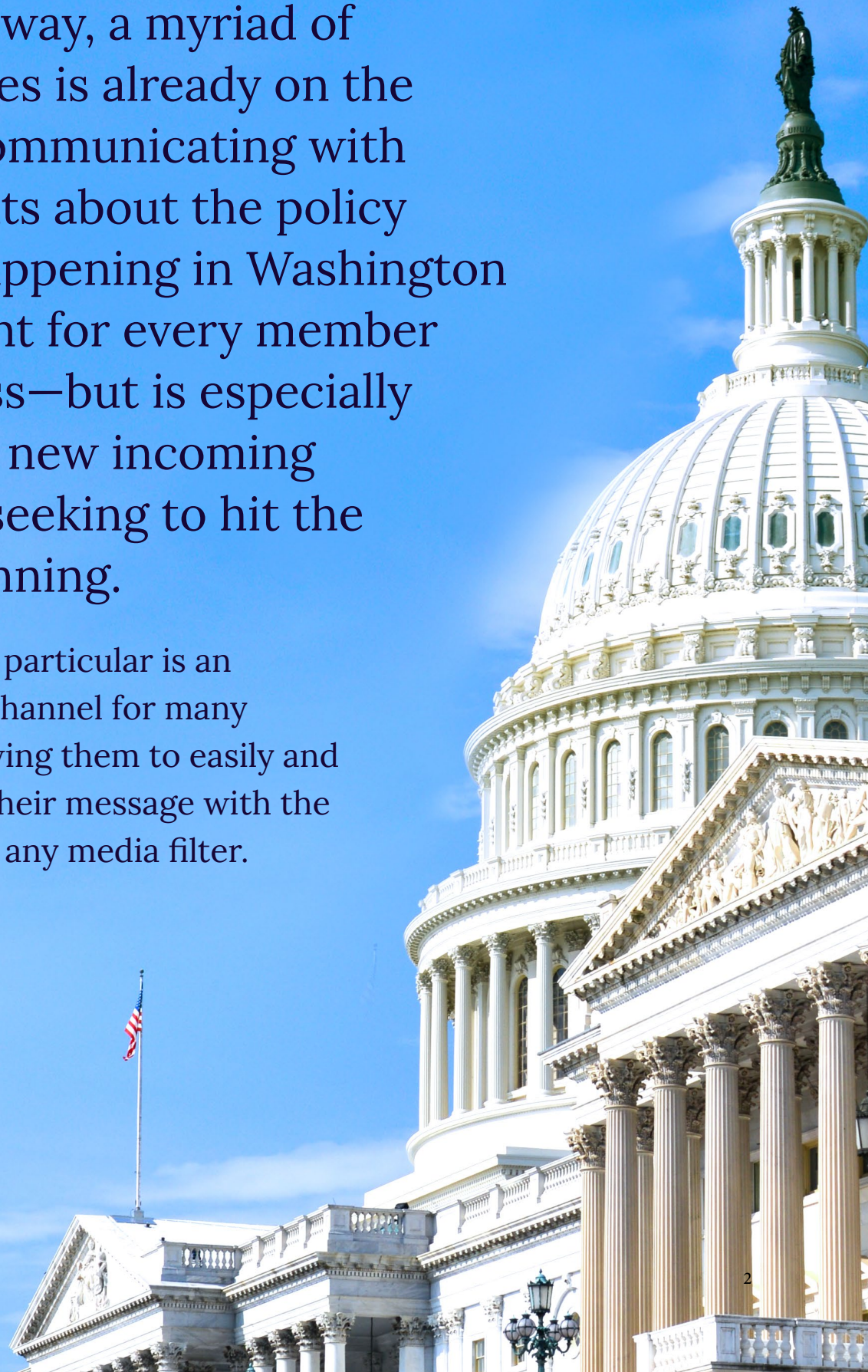
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# SOCIAL MEDIA AUDIENCES FOR FRESHMAN MEMBERS OF CONGRESS



As the 118th U.S. Congress gets underway, a myriad of policy issues is already on the agenda. Communicating with constituents about the policy debates happening in Washington is important for every member of Congress—but is especially critical for new incoming members seeking to hit the ground running.


Social media in particular is an indispensable channel for many members, allowing them to easily and directly share their message with the public, without any media filter.



To better understand the social media landscape among freshman members, this analysis reviewed their presence across four major platforms—Twitter, Facebook, Instagram, and LinkedIn—to measure their social media follower counts and rank them amongst their peers.

1.  John Fetterman (D-PA)  
**1.29m total followers**  
Twitter: 936.0k Instagram: 179.0k Facebook: 175.0k LinkedIn: N/A

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2.  Anna Paulina Luna (R, FL-13)  
**826.0k total followers**  
Twitter: 230.2k Instagram: 494.0k Facebook: 101.0k LinkedIn: 750+

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3.  Daniel S. Goldman (D, NY-10)  
**443.6k total followers**  
Twitter: 440.6k Instagram: 1.0k Facebook: 400+ LinkedIn: 1.5k

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4.  John James (R, MI-10)  
**419.4k total followers**  
Twitter: 221.5k Instagram: 36.9k Facebook: 161.0k LinkedIn: N/A

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5.  James "J.D." Vance (R-OH)  
**380.3k total followers**  
Twitter: 336.2k Instagram: 26.9k Facebook: 15.0k LinkedIn: 2.2k





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**SOCIAL MEDIA AUDIENCES**  
FOR FRESHMAN MEMBERS OF CONGRESS





				
6. Jeff Jackson (D, NC-14) 360.1k total followers	91.9k	132.0k	126.0k	10.2k
7. Wesley Hunt (R, TX-38) 332.2k total followers	92.2k	211.0k	29.0k	N/A
8. Maxwell Alejandro Frost (D, FL-10) 271.4k total followers	207.9k	54.9k	6.3k	2.4k
9. Kevin Kiley (R, CA-3) 260.5k total followers	114.4k	80.1k	66.0k	N/A
10. George Anthony Devolder-Santos (R, NY-3) 177.3k total followers	32.2k	141.0k	4.1k	N/A
11. Robert Garcia (D, CA-42) 172.8k total followers	93.0k	41.8k	38.0k	N/A
12. Morgan Luttrell (R, TX-8) 158.8k total followers	22.9k	109.0k	26.0k	850+
13. Eric Schmitt (R-MO) 155.2k total followers	101.7k	4.6k	48.0k	950+
14. Ryan Zinke (R, MT-1) 105.0k total followers	20.7k	10.5k	73.0k	750+
15. Harriet M. Hageman (R, WY At-Large) 100.4k total followers	72.2k	12.2k	16.0k	N/A
16. Shri Thanedar (D, MI-13) 94.5k total followers	4.0k	350+	87.0k	3.1k
17. Summer Lee (D, PA-12) 87.4k total followers	64.1k	14.3k	8.7k	250+
18. Greg Casar (D, TX-35) 86.8k total followers	45.3k	24.5k	17.0k	N/A
19. Marc Molinaro (R, NY-19) 84.1k total followers	24.5k	8.4k	50.0k	1.2k
20. Eric Sorensen (D, IL-17) 77.7k total followers	28.2k	4.6k	44.0k	850+
21. Monica De la Cruz Hernandez (R, TX-15) 70.1k total followers	35.6k	8.5k	26.0k	50+
22. Markwayne Mullin (R-OK) 68.4k total followers	9.6k	15.8k	43.0k	N/A

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23. Peter Welch (D-VT) 67.4k total followers	37.4k	4.0k	26.0k	N/A
24. Cory Mills (R, FL-7) 65.5k total followers	57.3k	2.8k	4.1k	1.3k
25. Max Miller (R, OH-7) 61.3k total followers	52.1k	4.3k	4.9k	N/A
26. Katie Boyd-Britt (R-AL) 57.9k total followers	20.7k	8.9k	27.0k	1.2k
27. Wiley Nickel (D, NC-13) 56.7k total followers	40.4k	2.3k	10.0k	4.0k
28. Derrick Van Orden (R, WI-3) 55.9k total followers	25.8k	10.5k	18.0k	1.6k
29. Jasmine Crockett (D, TX-30) 53.1k total followers	32.4k	11.4k	8.6k	700+
30. Mike Collins (R, GA-10) 47.0k total followers	35.2k	4.3k	6.9k	550+
31. Marie Perez (D, WA-3) 41.4k total followers	33.6k	4.2k	3.5k	150+
32. Ted Budd (R-NC) 40.4k total followers	12.5k	4.4k	23.5k	N/A
33. Emilia Sykes (D, OH-13) 33.4k total followers	23.0k	4.7k	5.7k	N/A
34. Richard McCormick (R, GA-6) 33.3k total followers	24.6k	1.5k	5.2k	2.0k
35. Elijah Crane (R, AZ-2) 32.9k total followers	10.3k	5.0k	5.9k	11.7k
36. Nick Langworthy (R, NY-23) 31.5k total followers	9.2k	2.5k	16.8k	2.9k
37. Mark Alford (R, MO-4) 30.1k total followers	9.3k	13.4k	N/A	7.2k
38. Morgan McGarvey (D, KY-3) 27.8k total followers	14.5k	2.9k	8.6k	1.7k
39. Hillary Scholten (D, MI-3) 27.5k total followers	18.6k	2.4k	5.6k	950+

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40. Jen Kiggans (R, VA-2) 24.8k total followers	8.6k	3.4k	12.0k	750+
41. Jared Moskowitz (D, FL-23) 22.3k total followers	20.8k	150+	550+	700+
42. Sydney Kamlager-Dove (D, CA-37) 20.6k total followers	10.4k	5.3k	1.7k	3.2k
43. Anthony D’Esposito (R, NY-4) 19.2k total followers	6.1k	6.6k	4.0k	2.4k
44. Michael Lawler (R, NY-17) 19.0k total followers	9.4k	3.2k	5.3k	1.1k
45. Seth Magaziner (D, RI-2) 18.9k total followers	10.8k	1.1k	3.0k	4.0k
46. Aaron Bean (R, FL-4) 18.6k total followers	8.2k	1.7k	8.6k	N/A
47. Eric Burlison (R, MO-7) 18.2k total followers	6.0k	1.2k	N/A	11.1k
48. Becca Balint (D, VT At-Large) 17.7k total followers	7.5k	4.4k	5.8k	N/A
49. Kevin Mullin (D, CA-15) 17.4k total followers	10.5k	2.3k	350+	4.2k
50. Gabe Vasquez (D, NM-2) 17.3k total followers	12.4k	1.5k	1.8k	1.6k
51. Brittany Pettersen (D, CO-7) 16.8k total followers	11.7k	1.6k	3.5k	N/A
52. Greg Landsman (D, OH-1) 16.2k total followers	10.4k	2.3k	500+	3.0k
53. Russell Fry (R, SC-7) 15.2k total followers	4.8k	1.1k	9.3k	N/A
54. Erin Houchin (R, IN-9) 14.2k total followers	3.0k	400+	9.7k	1.1k
55. Glenn Ivey (D, MD-4) 13.9k total followers	750+	650+	4.2k	8.2k
56. Don Davis (D, NC-1) 13.7k total followers	3.7k	50+	9.9k	<50

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57. Juan Ciscomani (R, AZ-6) 13.2k total followers	8.1k	1.8k	1.3k	1.9k
58. Yadira Caraveo (D, CO-8) 13.2k total followers	11.4k	750+	650+	150+
59. Nikki Budzinski (D, IL-13) 12.0k total followers	7.2k	750+	1.8k	2.2k
60. Val Hoyle (D, OR-4) 11.9k total followers	5.9k	1.3k	3.2k	1.6k
61. Thomas Kean Jr. (R, NJ-7) 11.5k total followers	3.1k	1.5k	6.8k	<50
62. Delia Ramirez (D, IL-3) 11.0k total followers	2.8k	3.8k	3.8k	600+
63. Andrea Salinas (D, OR-6) 10.8k total followers	5.3k	750+	2.8k	1.9k
64. Zach Nunn (R, IA-3) 10.7k total followers	3.2k	550+	5.0k	1.9k
65. Christopher Deluzio (D, PA-17) 10.3k total followers	9.0k	<50	1.3k	N/A
66. Lori Chavez-DeRemer (R, OR-5) 9.7k total followers	4.1k	1.6k	3.1k	750+
67. Valerie Foushee (D, NC-4) 9.2k total followers	4.7k	700+	3.8k	N/A
68. Nick LaLota (R, NY-1) 8.8k total followers	2.1k	1.0k	3.6k	2.0k
69. Jill Tokuda (D, HI-2) 7.2k total followers	2.8k	1.6k	2.3k	450+
70. Chuck Edwards (R, NC-11) 7.0k total followers	3.2k	950+	1.4k	1.6k
71. Rob Menendez Jr. (D, NJ-8) 6.2k total followers	2.3k	1.2k	450+	2.2k
72. Andy Ogles (R, TN-5) 4.9k total followers	2.7k	800+	N/A	1.4k
73. Brad Finstad (R, MN-1) 4.1k total followers	1.6k	200+	1.4k	850+

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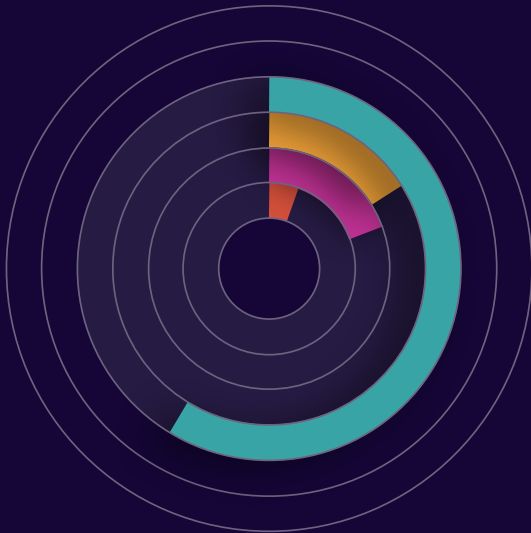
					
74.	Dale Strong (R, AL-5) 3.9k total followers	650+	1.3k	2.0k	<50
75.	John Duarte (R, CA-13) 3.7k total followers	1.4k	1.5k	700+	N/A
76.	Keith Self (R, TX-3) 3.7k total followers	950+	350+	1.2k	1.1k
77.	Jonathan Jackson (D, IL-1) 3.4k total followers	1.1k	750+	1.4k	100+
78.	Brandon Williams (R, NY-22) 3.2k total followers	1.2k	150+	N/A	1.8k
79.	James Moylan (R, Guam) 3.0k total followers	N/A	1.6k	1.3k	N/A
80.	Rudy Yakym (R, IN-2) 2.9k total followers	450+	100+	N/A	2.3k
81.	Laurel Lee (R, FL-15) 2.8k total followers	1.8k	N/A	1.0k	N/A
82.	Walter "Mike" Ezell (R, MS-4) 2.7k total followers	650+	200+	N/A	1.9k
83.	Josh Brecheen (R, OK-2) 2.5k total followers	400+	100+	2.0k	N/A
84.	Nathaniel Moran (R, TX-1) 2.0k total followers	650+	<50	1.3k	N/A

## Methodology

Follower data is current as of January 4, 2023. Numbers are rounded to the nearest 100 for follower counts above 1,000, to the nearest 50 for counts below 1,000, and note any lack of presence on a platform with "N/A."

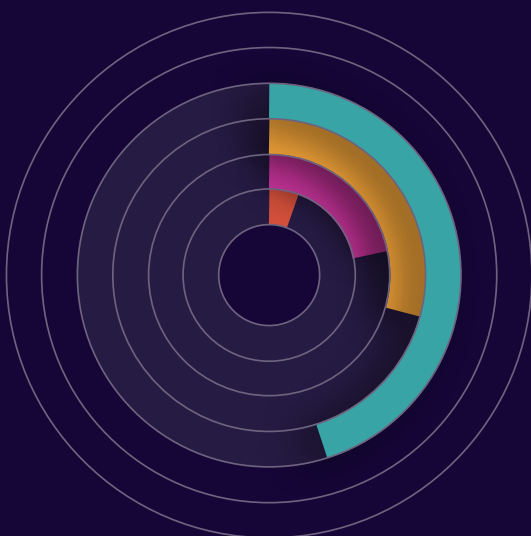


Democratic freshmen,  
share of followers by platform



65% Twitter    15% Instagram    18% Facebook    2% LinkedIn

Republican freshmen,  
share of followers by platform



43% Twitter    33% Instagram    22% Facebook    2% LinkedIn

Notable insights:

1. Twitter held the largest share of followers across party lines, accounting for 43% of the total social follower count among freshman Republicans, and a staggering 65% of freshman Democrats. Instagram was the second-largest source of followers for Republican freshman at 33%, while freshman Democrats had just 15% of their followers from the platform. Facebook similarly made up 15% of followers for freshman Democrats, versus 20% for freshman Republicans. LinkedIn represented just a sliver of the total follower base across parties at just 2% for each.
2. Freshman members with high shares of followers coming from LinkedIn tended to have lower total follower counts.
3. Twitter is where most candidates' followers are, with four of the top five candidates in the analyzed cohort having a majority of their followers coming from Twitter.
4. Almost all of the top 10 candidates for share of followers from Facebook had established public personas (e.g. politics, TV, etc.) prior to the 2022 midterms.
5. The freshman members with the five highest share of followers on Instagram were all Republicans: George Santos (R, NY-3), Morgan Luttrell (R, TX-8), Wesley Hunt (R, TX-38), Anna Paulina Luna (R, FL-13), and James Moylan (R, Guam). Republican freshman overall had a higher share of followers from Instagram than did their Democratic colleagues.



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