CONTENTS

| | t of Figures t of Tables | viii ix |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1 | Political Leaders and Social Media: An Introduction David Taras | 1 |
| Lea | RT 1 aders and the New Instruments of Media rsuasion | 15 |
| 2 | The President Tweets the Press: President-Press Relations and the Politics of Media Degradation Joshua M. Scacco and Eric C. Wiemer | 17 |
| 3 | Vulgar Eloquence in the Digital Age: A Case Study of Candidate Donald Trump's Use of Twitter Jennifer Stromer-Galley | 33 |
| 4 | "Delete Your Account"? Hillary Rodham Clinton Across Social Media Platforms in the 2016 U.S. Presidential Election Shannon C. McGregor and Regina G. Lawrence | 49 |

vi Contents

| 5 | The Visually Viral Prime Minister: Justin Trudeau, Selfies, and Instagram Chaseten Remillard, Lindsey M. Bertrand, and Alina Fisher | 63 | |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--|
| | Tweeting the Agenda: Policy Making and Agenda Setting by U.S. Congressional Leaders in the Age of Social Media Jacob R. Strans and Raymond T. Williams | 76 | |
| PART 2 Twitter, Leaders, and Populism | | | |
| 7 | Populism and Social Media Popularity: How Populist Communication Benefits Political Leaders on Facebook and Twitter Sina Blassnig, Nicole Ernst, Sven Engesser, and Frank Esser | 97 | |
| 8 | A Marriage of Twitter and Populism in the French Presidential Campaign? The Twitter-Discourse of Challengers Macron and Le Pen Peter Maurer | 112 | |
| 9 | Political Communication Patterns and Sentiments Across Time on Twitter in the 2017 Election in the Netherlands Maurice Vergeer | 126 | |
| PART 3 Social Media and Grassroots Politics 1. | | 151 | |
| 10 | 'Twitter was Like Magic!': Strategic Use of Social Media in Contemporary Feminist Activism Kaitlynn Mendes | 153 | |
| 11 | #Unsettling Canada 150, One Tweet at a Time: How Indigenous Leaders Use Twitter to Resist and Reframe Mainstream News in Canada Brad Clark | 16 | |
| | | | |

| | | Contents | vii |
|-----------|----------------------------------------------------------------------------------------------------------------------------------|----------|------------|
| 12 | Fanning Flames of Discontent: A Case Study of Social Media, Populism, and Campaigning Patrick McCurdy | 1 | 87 |
| 13 | Not a Leader! Theresa May's Leadership Through the Lens of Internet Memes Mireille Lalancette and Tamara A. Small | 2 | 202 |
| 1-4 | Twitter and Student Leadership in South Africa: The Cas of #FeesMustFall Tanja Bosch, Thierry M. Luescher, and Nkululeko Makhubu | | 220 |
| | Conclusion Richard Davis | 2 | 235 |
| Ab Ind | out the Contributors ex | _ | ?43 ?50 |