The Fragmented Feed:
Reaching Policymakers in the New Social Media Era

In January 2025, Trilligent analyzed all 541 members of the 119th Congress to understand how policymakers engage across today's fragmented social media landscape and what this means for businesses targeting policy stakeholders.

Platform Effectiveness

X: Balanced representation
(49% Democrat, 50% Republican)

Threads: Strong Democratic skew
(91% Democrat, 8% Republican)

Bluesky: Overwhelmingly Democratic
(94% Democrat, 5% Republican)

LinkedIn: Slightly Republican-leaning
(58% Republican, 41% Democrat)

Truth Social: Exclusively Republican (100%)

Brand Reputation & Stakeholder Engagement

Almost all policymakers (99%) maintain a presence on X (formerly Twitter), with 98% posting actively. It's crucial for any policy campaign, though recent content moderation changes may pose risks.

Threads has significant policymaker presence (44.5%) but lower activity rates (26.8%) and lacks an established political culture.

Bluesky shows promising engagement among Democrats with 60% of account holders posting actively.

Truth Social represents a window into Trump-aligned stakeholders, with plenty of opportunities to analyze and track discussions.

LinkedIn offers unique targeting capabilities for reaching government agencies and Hill staffers, though adoption among policymakers is low (6%).

Strategic Recommendations

Each platform serves distinct strategic purposes that should guide your approach:

Prioritize X for campaigns requiring broad Congressional reach, particularly for content with bipartisan appeal. Of note, it remains the only text-based platform with robust paid advertising.

Target niche platforms for specific political objectives:

Bluesky: Ideal for reaching Democrat policymakers and liberal thought leaders.

Truth Social: Valuable for monitoring Trump-aligned lawmakers with an unbranded account.

Leverage LinkedIn for reaching policy staff and agency decision-makers through unique industry/company targeting capabilities.

Develop platform-specific content strategies that align with each platform's distinct political culture and user engagement patterns.

Monitor emerging platform developments, particularly policy changes on Threads that may shift its political culture and user base.