

# Obama to personally tweet from Twitter account

June 19 2011, By KEN THOMAS , Associated Press

---



President Barack Obama and House Speaker John Boehner, R-Ohio, are on the first green as they play golf at Andrews Air Force Base, Md., Saturday, June 18, 2011. (AP Photo/Charles Dharapak)

(AP) -- President Barack Obama is taking a more active role on Twitter, 140 characters at a time.

Obama's campaign said in a posting on its website Friday that Obama will tweet regularly from the popular social media service and his

personal [tweets](#) will be signed "-BO." The campaign said it will now manage both Obama's Twitter account and Facebook page.

Obama tweeted personally early Friday evening, welcoming [followers](#) to "a new (at)BarackObama. From now on, (hash)Obama2012 staff will manage this account; tweets from the [President](#) will be signed "-BO."

The campaign said on its website that the changes "will give us new opportunities to make the most of these channels, using them not only to report what the president is doing every day but to connect to the millions of supporters who will be driving this campaign."

Obama has more than 8.69 million followers on Twitter, making him the third most-followed account among Twitter users, according to Twitter statistics website [twittercounter.com](#). Obama trails only entertainers [Lady Gaga](#) and Justin Bieber in followers.

Obama's avatar, or photo accompanying his Twitter account, also changed from his official White House photo to a photo of Obama smiling, his 2012 campaign logo resting along the base of the avatar.

Digital media experts said the changes will give the account more authenticity and could lead to the president interacting with followers, using the account to seek contributions or asking them to volunteer for his campaign.

"The best Twitter accounts are the ones that are managed by the people whose name is on the tweet," said Tim Tagaris, new media director for the Service Employees International Union, on the sidelines of the Netroots Nation convention in Minneapolis. "People sign up to hear from people on [Twitter](#) because they want to hear from that person, not their staff."

©2011 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Obama to personally tweet from Twitter account (2011, June 19) retrieved 12 June 2024 from <https://phys.org/news/2011-06-obama-personally-tweet-twitter-account.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.