

Election most tweeted event in US political history

November 7 2012



Obama supporters cheer as they see poll numbers broadcast on cable news while at McCormick Place ahead of Obama election night coverage in Chicago. Election day in the United States became the most tweeted about event in US political history Tuesday with enthusiastic netizens firing off 20 million poll-related tweets, the social network said.

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Americans flocked to Twitter and other platforms all day in a massive social media burst, posting photographic proof they had cast their ballots, cheering their favorite candidates along and analyzing the latest polls.

"With 20 million tweets, Election Day just became the most tweeted about event in US political history," Twitter announced on its official government and politics account @gov.

The number far surpassed the 10.3 million tweets sent during the first presidential debate last month—an event the popular social network had at the time billed a record in US political history.

In an indication of the importance of social networks in the presidential race, both [Barack Obama](#) and [Mitt Romney](#) took to Twitter, Facebook and Reddit just hours ahead of polls closing to make last-ditch pushes for votes.

The campaigns have used social media extensively over the past few months to push people to vote and even try and beat the record 2008 turnout, when two-thirds of US voters cast a ballot.

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