

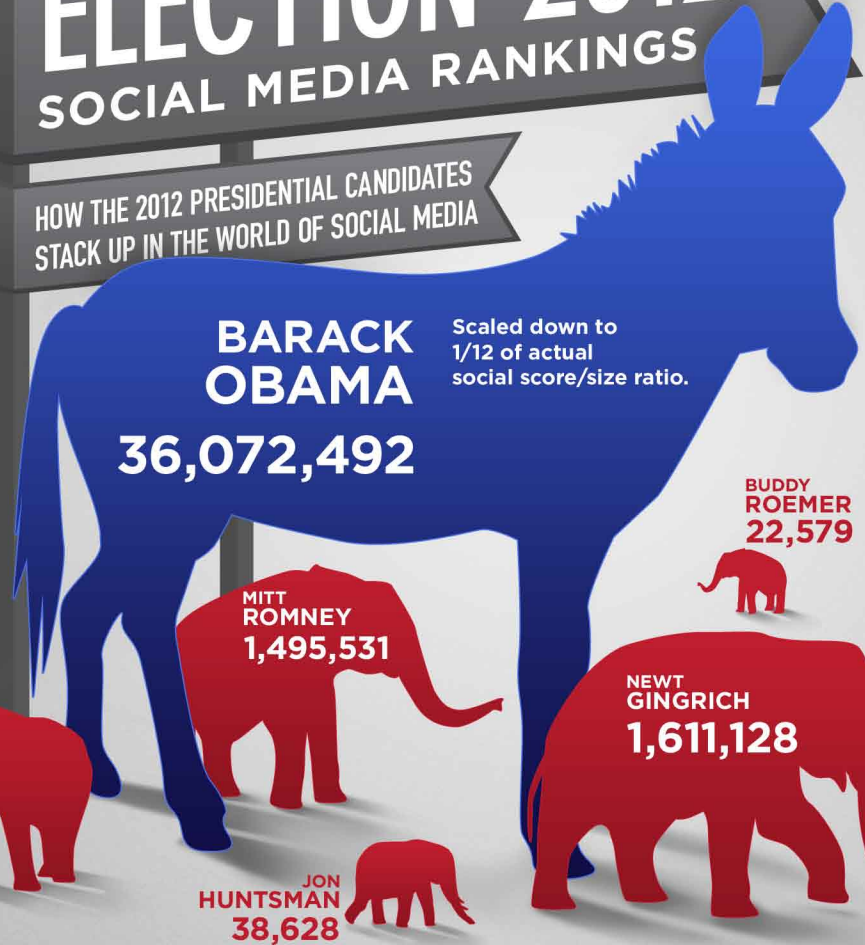
OVERDRIVE INTERACTIVE PRESENTS

ELECTION 2012

SOCIAL MEDIA RANKINGS



HOW THE 2012 PRESIDENTIAL CANDIDATES
STACK UP IN THE WORLD OF SOCIAL MEDIA



**BARACK
OBAMA**
36,072,492

Scaled down to
1/12 of actual
social score/size ratio.

**GARY
JOHNSON**
164,516

**RON
PAUL**
697,124

**MITT
ROMNEY**
1,495,531

**JON
HUNTSMAN**
38,628

**BUDDY
ROEMER**
22,579

**MICHELE
BACHMANN**
496,656

**NEWT
GINGRICH**
1,611,128

**RICK
PERRY**
292,449

**RICK
SANTORUM**
100,838

ALL DATA IS VALID AS OF JANUARY 3RD, 2012 @ 3:40PM

overdrive
INTERACTIVE

Social Rank Defined...

A candidate's Social Rank is based on their total combined Facebook likes and Twitter followers.

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**BARACK
OBAMA**

f likes: 24,341,245
t followers: 11,731,247
★ social score: 36,072,492

**NEWT
GINGRICH**

f likes: 225,041
t followers: 1,386,087
★ social score: 1,611,128

**MITT
ROMNEY**

f likes: 1,271,480
t followers: 224,051
★ social score: 1,495,531

**RON
PAUL**

f likes: 680,333
t followers: 16,791
★ social score: 697,124

**MICHELE
BACHMANN**

f likes: 460,286
t followers: 36,370
★ social score: 496,653

**RICK
PERRY**

f likes: 180,269
t followers: 112,180
★ social score: 292,449

**GARY
JOHNSON**

f likes: 146,808
t followers: 17,708
★ social score: 164,516

**RICK
SANTORUM**

f likes: 43,757
t followers: 57,081
★ social score: 100,838

**JON
HUNTSMAN**

f likes: 30,926
t followers: 7,702
★ social score: 38,628

**BUDDY
ROEMER**

f likes: 10,942
t followers: 11,637
★ social score: 22,579