



## NAFTANEXT Social Media Initiative

The 2016 Presidential election thrust NAFTA into the limelight with candidates calling into question the trade pact's effect on the U.S. economy and its relevancy in today's world. To rebalance the national dialogue around NAFTA and trade, NAFTANEXT launched an initiative, using its existing Twitter account, to assist in shaping a more productive conversation focused on the North American economy.

NAFTANEXT works to promote a strong trading relationship among the three North American countries through the lens of global competitiveness and an interconnected transportation infrastructure system. The movement of goods does not stop at international borders; it is essential that trading relationships in North America remain open and fair.

Our account has consistently provided timely information on the efforts made by North American leaders to negotiate a new trade deal that could replace NAFTA. As news continues to develop around the United States-Mexico-Canada trade agreement, still awaiting ratification by the U.S. Congress, the NAFTANEXT Twitter account (@NAFTANEXT) remains a valued resource.

The account averages three tweets per day, featuring fact-based articles and research supporting the benefits of the North American trade relationship. Our account frequently interacts with key stakeholders in the trade industry in order to promote the importance of the successor agreement to NAFTA. Since the beginning of the campaign, our number of followers has increased 1,248 percent, from 117 to 1,577. Additionally, the account has totaled over 1,717,000 impressions and generated over 28,800 profile visits. Our account's most popular tweet prior to the launch of this campaign received 4,675 impressions while our most popular tweet since October 2016 earned 11,856 impressions, a 153 percent increase.

Below is a table showing overall growth of the NAFTANEXT Twitter account (October 17, 2016 versus October 17, 2019).

	September 19- October 17, 2016*	September 19- October 17, 2019*	Percentage Growth
<b>Number of Followers</b>	117	1,577	1,248%
<b>Number of Impressions</b>	894	29,600	3,211%
<b>Number of Profile Visits</b>	64	188	194%

\*As reported by Twitter Analytics, which measures in 28 day periods

### **About NAFTANEXT**

*The mission of NAFTANEXT is to raise public awareness of the benefits of trade in North America while mitigating the spurious claims that have proliferated unchecked since the implementation of NAFTA. NAFTANEXT aims to synthesize various sources of insight and support for trade agreements and publicize those sources to bring attention to the past, present and future value of both our tri-national North American relationship and trade generally. For more details on NAFTANEXT, please visit [www.naftanext.com](http://www.naftanext.com)*

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