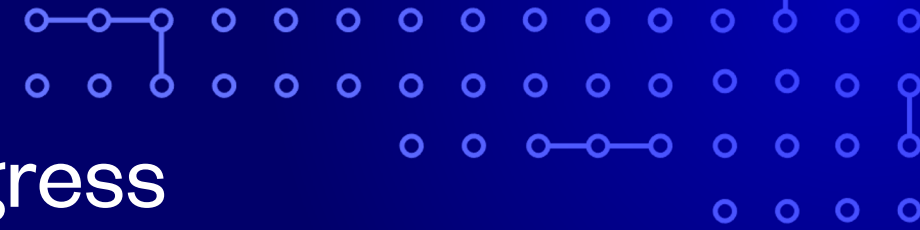


# Influencing the 119<sup>th</sup> Congress

**The Top Media Figures,  
News Outlets, Policy  
Influencers, Policy  
Organizations, Non-Policy  
Influencers, and Political  
Organizations Most  
Followed on Social Media  
by Congress**



# Our Process for Identifying Top Social Media Influencers on the 119<sup>th</sup> Congress



Rational 360 leveraged social media data to uncover which people and organizations are the most followed on social media by the 119<sup>th</sup> Congress (2025-2027). By mapping online influence over these decision makers, Rational 360 has new insight into the connections between media and power in the nation's capital. The Influencer mapping process involved three main steps:

## Step 1: Build & Sort

Rational 360 identified both official and personal social media handles of each member of the 119<sup>th</sup> Congress (2025-2027) across both the U.S. House of Representatives and the Senate.

## Step 2: Identify & Quantify

- Rational 360 identified which voices Members of Congress follow most.
- Influencers - People with the most Congress Members following them.
- Influence Score - The number of Members of Congress following an Influencer.

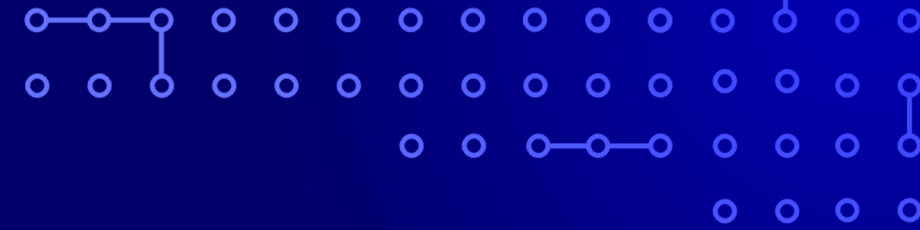
## Step 3: Categorize & Analyze

Rational 360 organized Influencers into six buckets. A qualitative analysis of top-ranked voices in each category reveals insights into who is influencing the 119th Congress.

- Media Figures
- News Outlets
- Political Figures
- Policy Influencers
- Policy Organizations
- Non-Policy Influencers

*\*Detailed Methodology can be found in the Appendix on slide 21.*

# Influencers Most Followed by All Members of Congress

**1) POLITICO (+2)**

Print &amp; Online Outlet

- Influence Score: **247**
- **50.7%** of Congress

**2) The Hill (+3)**

Print &amp; Online Outlet

- Influence Score: **232**
- **47.8%** of Congress

**3) Pres. Barack Obama (+6)**44<sup>th</sup> President of the U.S.

- Influence Score: **224**
- **46%** of Congress

**4) Pres. Donald J. Trump (+4)**45<sup>th</sup> & 47<sup>th</sup> President of the U.S.

- Influence Score: **222**
- **45.8%** of Congress

**5) The Associated Press (+2)**

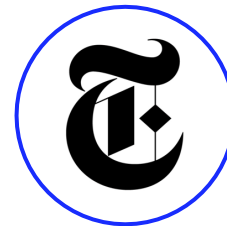
Newswire Outlet

- Influence Score: **215**
- **44.2%** of Congress

**6) The Washington Post (+4)**

Print &amp; Online Outlet

- Influence Score: **202**
- **41.5%** of Congress

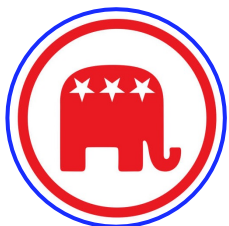
**7) The New York Times (+2)**

Print &amp; Online Outlet

- Influence Score: **199**
- **40.9%** of Congress

**8) Pres. Joe Biden\***46<sup>th</sup> President of the U.S.

- Influence Score: **198**
- **40.7%** of Congress

**9) Republican Party (+3)**

Republican National Committee

- Influence Score: **193**
- **39.7%** of Congress

**10) VP Kamala Harris\***49<sup>th</sup> V.P. of the U.S.

- Influence Score: **189**
- **39%** of Congress

**11) Jake Sherman\***

Co-founder of Punch Bowl News

- Influence Score: **185**
- **38.2%** of Congress

**12) FOX News\***

Broadcast &amp; Online Outlet

- Influence Score: **183**
- **37.6%** of Congress

**The Congressional Influence Score Represents the Number of Members of Congress Who Follow an Influencer.**

The maximum score for all Members of Congress is 487. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicate a first-time appearance in the top 12 of an influence category.

# Mapping the Top 25 Online Influencers Among Democrats & Republicans

## Discovering Who is Influencing Congressional Policymakers Online

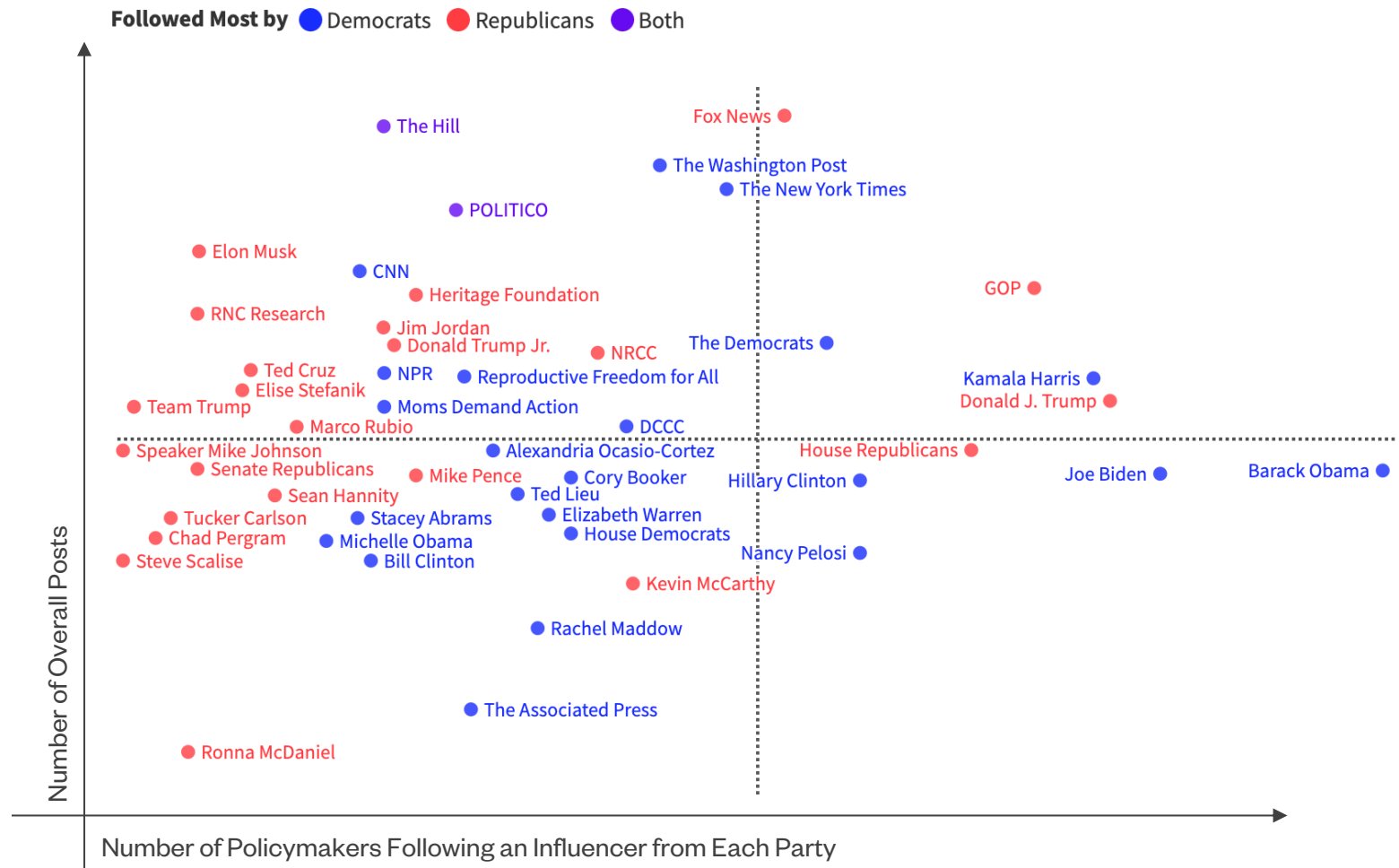
To illustrate the direct impact that key influencers have on legislators, Rational 360 created a visual model where each influencer is mapped based on the effectiveness of their posts. Each influencer is scaled according to their frequency of social media activity and their Influence Score among their affiliated political party.

- **The horizontal X-axis represents the number of policymakers following an influencer.**

Leveraging pre-identified input list of the 119<sup>th</sup> Congress, Rational 360 pulled the top 25 influencers for Democrats and Republicans and discovered which accounts were in the top 25 for both parties.

- **The vertical Y-axis represents an influencer's post frequency.**

This frequency count represents an influencer's total number of posts made in a given period, in this case, February 2024 – February 2025.

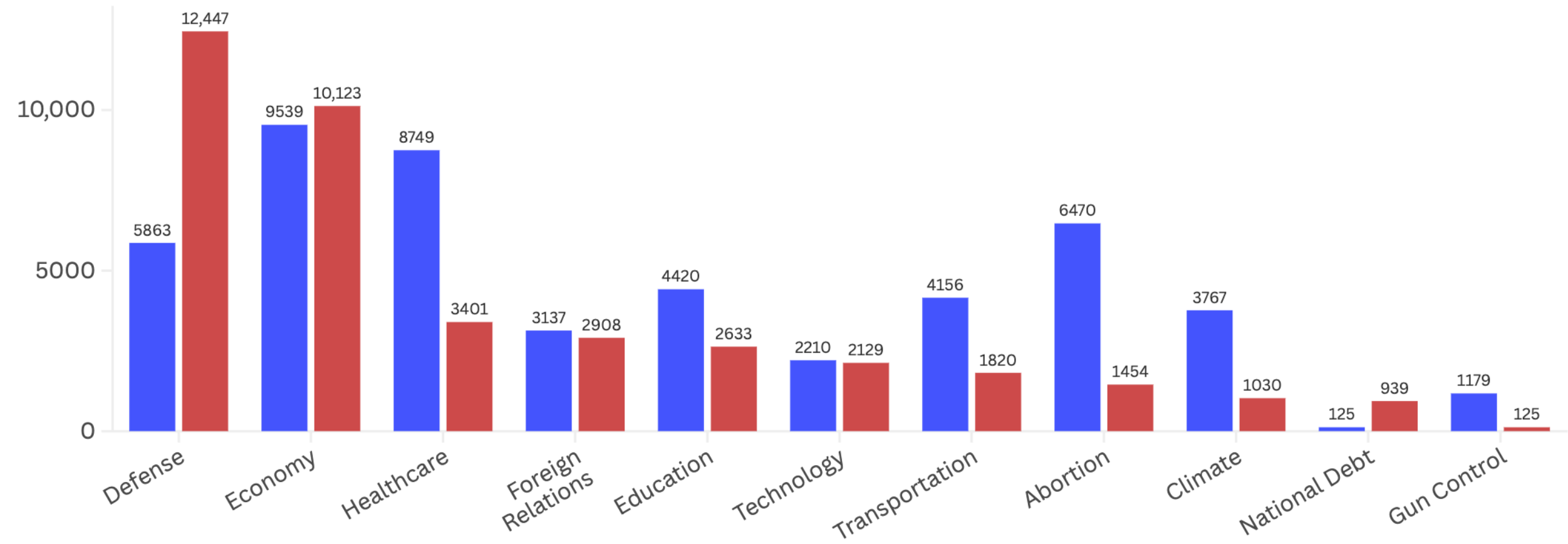




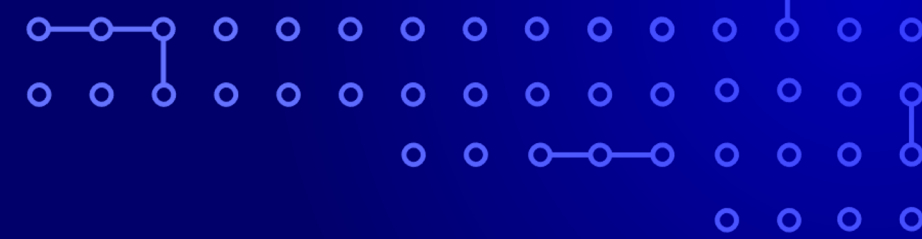
# Discussion of National Issues by Party: Policymakers Post About the Economy Most Across Party Lines

Volume of Online Posts:

■ Dems ■ Reps



# Cross-Party Insights



## Insight 1

**POLITICO and The Hill are the most influential outlets among both Democrats and Republicans in Congress, showing a rare level of bipartisan reach compared to other outlets.** POLITICO and The Hill were the only news outlets ranked among the top 25 influencers for members in both parties. Additionally, Jake Sherman, former Playbook author and co-founder of Punchbowl News, is the only influencer among the top 12 media figures for both parties. Pope Francis was the only non-policy influencer in the top 12 for both parties.

## Insight 2

**While Democrats and Republicans have different policy priorities on social media, policymakers generally post about the economy the most.** On both sides of the aisle policymakers discuss the national debt and gun control least. Uniquely, Republicans focus more on defense while Democrats focus more on healthcare.

## Insight 3

**Democrats have changed which media figures they follow more than Republicans have since the 118<sup>th</sup> Congress.** Jake Sherman, Lawrence O'Donnell, Kyle Griffin and Anderson Cooper are among the top media figures most followed by Democrats for the first time, whereas Jake Sherman is the only new influencer among media figures most followed by Republicans.

## Insight 4

**Legacy media is still influential, but patterns of decentralization are especially prevalent among influencers to Republican Members of Congress.** While FOX News remains as the outlet most followed by Republicans, Red State, Daily Caller and The National Review appear alongside the most followed outlets among Republicans for the first recorded time.

## Insight 5

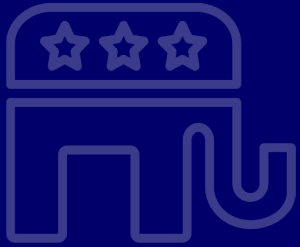
**The 119<sup>th</sup> Congress follows a different groups of policy-focused influencers by trade compared to the 118<sup>th</sup> Congress.** Karl Rove, Vivek Ramaswamy and Ari Fleischer are all new policy influencers among Republicans. Daniel Pfeiffer, Jill Biden, Karine Jean-Pierce, Tommy Vietor and Robert Reich are all new policy influencers among Democrats.

## Insight 6

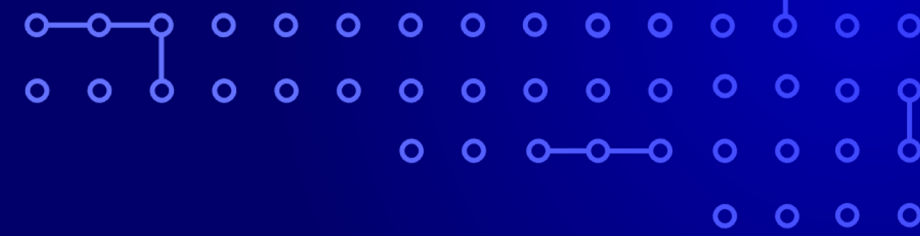
**Elon Musk has a different and increased scope of influence among the 119<sup>th</sup> Congress.** Musk, who was recognized as a non-policy influencer among the 118<sup>th</sup> Congress with an influence score among Republicans of 65, is now the second most followed policy influencer among Republicans in the 119<sup>th</sup> Congress with an influence score of 101.

# Breakdown of the Most-Followed Influencers & Accounts by Party

**Note:** Influence Scores are calculated based on how many Congress Members of the party indicated on the slide follow an account. As a result, some of the same accounts may have different Influence Scores across slides depending on their relative influence among Democrats or Republicans in Congress.



# Media Figures Most Followed by Republicans in Congress



**1) Sean Hannity (+0)**  
FOX News Host, Political Commentator & Author

- Influence Score: **108**
- **24%** of Congress



**2) Tucker Carlson (+0)**  
Twitter/X Host, Author & former FOX News Host

- Influence Score: **107**
- **24%** of Congress



**3) Chad Pergram (+6)**  
FOX News Senior Congressional Correspondent

- Influence Score: **97**
- **30.2%** of Congress



**4) Laura Ingraham (-1)**  
FOX News Host & Editor in Chief of LifeZette

- Influence Score: **94**
- **21.2%** of Congress



**5) Dana Perino (+0)**  
FOX News Host & former White House Press Secretary

- Influence Score: **92**
- **20.1%** of Congress



**6) Bret Baier (-2)**  
FOX News Host, Chief Political Correspondent & Author

- Influence Score: **91**
- **22.6%** of Congress



**7) Jake Sherman\***  
Co-founder of Punchbowl News & NBC News Political Analyst

- Influence Score: **90**
- **38.2%** of Congress



**8) Ben Shapiro (-2)**  
Co-founder of The Daily Wire, Host, Commentator & Author

- Influence Score: **85**
- **19.5%** of Congress



**9) Brit Hume (+1)**  
Political Commentator & Journalist

- Influence Score: **78**
- **17.5%** of Congress



**10) Mark Levin (-2)**  
FOX News Host, Author & former AG Chief of Staff

- Influence Score: **77**
- **16.2%** of Congress



**11) Kayleigh McEnany (-4)**  
FOX News Host & former White House Press Secretary

- Influence Score: **75**
- **16%** of Congress



**12) Kimberly Guilfoyle\***  
Former FOX news Host & former Advisor to Pres. Trump

- Influence Score: **74**
- **15.6%** of Congress

**Media Figures are Journalists, Show Hosts (TV, Podcast, Radio, & Online News), and Other News Personnel**

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# Media Figures Most Followed by Democrats in Congress



## 1) Rachel Maddow (+0)

MSNBC Host & Political Commentator

- Influence Score: **129**
- **28.1%** of Congress



## 2) Jake Tapper (+1)

CNN Host, Chief Washington Correspondent & Author

- Influence Score: **106**
- **32.9%** of Congress



## 3) Chris Hayes (-1)

MSNBC Host & Political Commentator

- Influence Score: **102**
- **21.4%** of Congress



## 4) Manu Raju (+4)

CNN Chief Congressional Correspondent

- Influence Score: **97**
- **30.2%** of Congress



## 5) Jake Sherman\*

Co-founder of Punchbowl News & NBC News Political Analyst

- Influence Score: **97**
- **38.2%** of Congress



## 6) Ezra Klein (+0)

NYT Opinion Columnist, Author & Podcast Host

- Influence Score: **95**
- **21.8%** of Congress



## 7) David Weigel (-2)

Semafor National Political Correspondent & Author

- Influence Score: **94**
- **26.7%** of Congress



## 8) Dave Wasserman (+2)

The Cook Political Report Senior Editor

- Influence Score: **92**
- **27.1%** of Congress



## 9) Chuck Todd (+0)

NBC Journalist & Chief Political Analyst

- Influence Score: **87**
- **27.5%** of Congress



## 10) Lawrence O'Donnell\*

MSNBC Host & Political Commentator

- Influence Score: **76**
- **16.2%** of Congress



## 11) Kyle Griffin\*

MSNBC Host & Political Commentator

- Influence Score: **73**
- **15.4%** of Congress



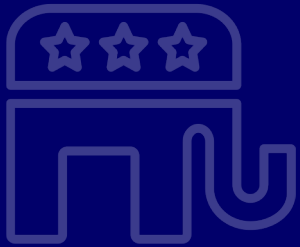
## 12) Anderson Cooper\*

CNN Host & Political Commentator

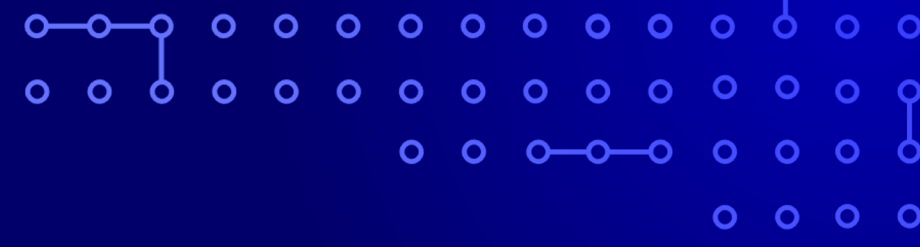
- Influence Score: **72**
- **17.7%** of Congress

**Media Figures are Journalists, Show Hosts (TV, Podcast, Radio, & Online News), and Other News Personnel**

The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# News Outlets Most Followed by Republicans in Congress



## 1) FOX News (+0)

Broadcast & Online Outlet

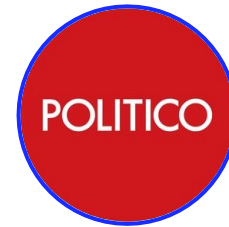
- Influence Score: **153**
- **37.6%** of Congress



## 2) The Hill (+1)

Print & Online Outlet

- Influence Score: **110**
- **47.8%** of Congress



## 3) POLITICO (-1)

Print & Online Outlet

- Influence Score: **109**
- **50.7%** of Congress



## 4) The Daily Caller (+0)

Online Outlet

- Influence Score: **94**
- **21.6%** of Congress



## 5) The Associated Press (+0)

Newswire Outlet

- Influence Score: **93**
- **44.2%** of Congress



## 6) The Wall Street Journal (+0)

Print & Online Outlet

- Influence Score: **86**
- **33.3%** of Congress



## 7) NEWSMAX (+3)

Broadcast & Online Outlet

- Influence Score: **81**
- **17%** of Congress



## 8) Breitbart News (-1)

Online Outlet

- Influence Score: **77**
- **16.2%** of Congress



## 9) CSPAN (+3)

Broadcast & Online Outlet

- Influence Score: **68**
- **27.7%** of Congress



## 10) Red State\*

Online Outlet

- Influence Score: **67**
- **13.7%** of Congress



## 11) National Review\*

Editorial Magazine

- Influence Score: **65**
- **13.9%** of Congress



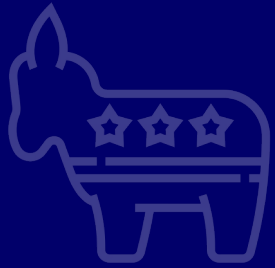
## 12) The Washington Post (-1)

Print & Online Outlet

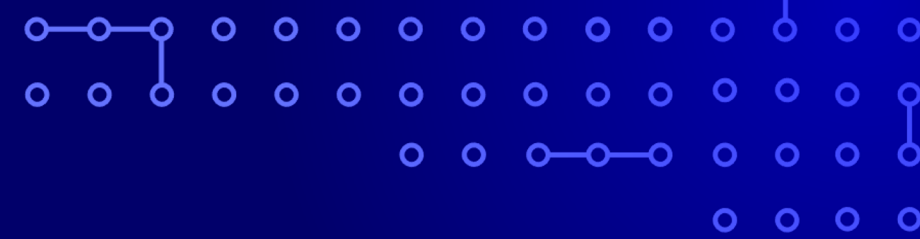
- Influence Score: **64**
- **41.5%** of Congress

### News Outlets are Broadcast, Online, or Print Organizations that Provide News

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# News Outlets Most Followed by Democrats in Congress



## 1) The New York Times (+0)

Print & Online Outlet

- Influence Score: **146**
- **40.9%** of Congress



## 2) The Washington Post (+1)

Print & Online Outlet

- Influence Score: **140**
- **41.5%** of Congress



## 3) Politico (-1)

Print & Online Outlet

- Influence Score: **137**
- **50.7%** of Congress



## 4) The Associated Press (+0)

Newswire Outlet

- Influence Score: **123**
- **44.2%** of Congress



## 5) The Hill (+0)

Print & Online outlet

- Influence Score: **123**
- **47.8%** of Congress



## 6) CNN (+2)

Broadcast & Online Outlet

- Influence Score: **113**
- **35.9%** of Congress



## 7) NPR (-1)

Broadcast & Online Outlet

- Influence Score: **112**
- **29.4%** of Congress



## 8) HuffPost (+2)

Online Outlet

- Influence Score: **84**
- **20.1%** of Congress



## 9) Roll Call (+2)

Print & Online Outlet

- Influence Score: **81**
- **14.3%** of Congress



## 10) MSNBC\*

Broadcast & Online Outlet

- Influence Score: **81**
- **21.15%** of Congress



## 11) The Wall Street Journal (+1)

Print & Online Outlet

- Influence Score: **78**
- **33.3%** of Congress



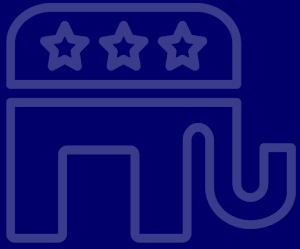
## 12) ABC News\*

Broadcast & Online Outlet

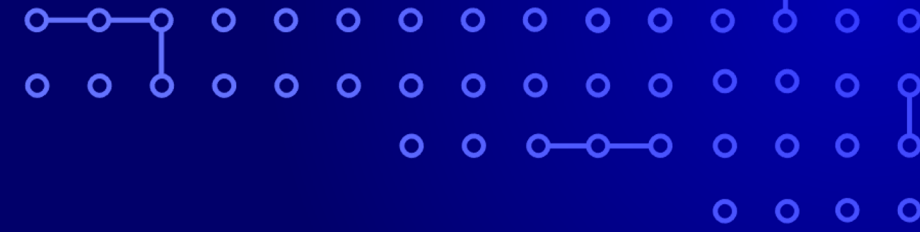
- Influence Score: **76**
- **23.6%** of Congress

### News Outlets are Broadcast, Online, or Print Organizations that Provide News

The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# Political Figures Most Followed by Republicans in Congress

**1) Pres. Donald Trump (P) (+0)**

45<sup>th</sup> & 47<sup>th</sup> President of the U.S.

- Influence Score: **185**
- **45.8%** of Congress

**2) Rep. Kevin McCarthy (P) (+0)**

55<sup>th</sup> Speaker of The House

- Influence Score: **141**
- **32.9%** of Congress

**3) Mike Pence (P) (+0)**

48<sup>th</sup> VP of the U.S.

- Influence Score: **121**
- **26.5%** of Congress

**4) Rep. Jim Jordan (O) (+0)**

U.S. Representative (R-OH-4)

- Influence Score: **117**
- **25.9%** of Congress

**5) Sen. Ted Cruz (P) (+1)**

U.S. Senator (R-TX)

- Influence Score: **112**
- **24.3%** of Congress

**6) Sec. Marco Rubio (P) (-1)**

Secretary of State

- Influence Score: **110**
- **25.3%** of Congress

**7) Rep. Elise Stefanik (P) (+0)**

U.S. Representative (R-NY-21)

- Influence Score: **105**
- **23.2%** of Congress

**8) Speaker Mike Johnson (O)\***

56<sup>th</sup> Speaker of the House

- Influence Score: **94**
- **21.4%** of Congress

**9) Rep. Steve Scalise (O) (-1)**

House Majority Leader (R-LA-1)

- Influence Score: **94**
- **20.3%** of Congress

**10) VP JD Vance (P)\***

50<sup>th</sup> VP of the U.S.

- Influence Score: **90**
- **19.7%** of Congress

**11) Sen. Rand Paul (P) (+0)**

U.S. Senator (R-KY)

- Influence Score: **88**
- **21.4%** of Congress

**12) Sen. Mike Lee (O)\***

U.S. Senator (R-UT)

- Influence Score: **86**
- **19.1%** of Congress

**Political Figures are Current, Prospective, or Former Traditionally-Elected Government Officials | (P) = Personal Account (O) = Official Account**

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246.

(+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



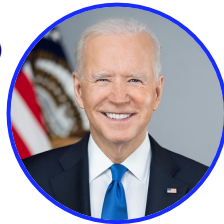
# Political Figures Most Followed by Democrats in Congress



**1) Pres. Barack Obama (P) (+0)**

44<sup>th</sup> President of the U.S.

- Influence Score: **205**
- **46%** of Congress



**2) Pres. Joe Biden (P) (+0)**

46<sup>th</sup> President of the U.S.

- Influence Score: **185**
- **40.6%** of Congress



**3) Kamala Harris (P) (+0)**

49<sup>th</sup> VP of the U.S.

- Influence Score: **179**
- **39%** of Congress



**4) Hillary Clinton (P) (+1)**

67<sup>th</sup> Secretary of State

- Influence Score: **158**
- **36.3%** of Congress



**5) Rep. Nancy Pelosi (O) (-1)**

52<sup>nd</sup> Speaker of the House (D-CA-11)

- Influence Score: **158**
- **35.3%** of Congress



**6) Sen. Elizabeth Warren (P) (+0)**

U.S. Senator (D-MA)

- Influence Score: **130**
- **27.7%** of Congress



**7) Sen. Cory Booker (P) (+0)**

U.S. Senator (D-NJ)

- Influence Score: **127**
- **27.1%** of Congress



**8) Rep. Alexandria Ocasio-Cortez (O) (+0)**

U.S. Representative (D-NY-14)

- Influence Score: **125**
- **27.9%** of Congress



**9) Rep. Ted Lieu (P) (+0)**

U.S. Representative (D-CA-36)

- Influence Score: **122**
- **25.9%** of Congress



**10) Pres. Bill Clinton (P) (+0)**

42<sup>nd</sup> President of the U.S.

- Influence Score: **114**
- **25.9%** of Congress



**11) Rep. Hakeem Jeffries (O)\***

House Minority Leader (D-NY-8)

- Influence Score: **107**
- **23.2%** of Congress



**12) Sen. Adam Schiff (O)\***

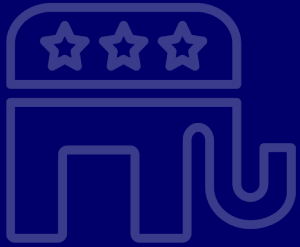
U.S. Senator (D-CA)

- Influence Score: **104**
- **22.6%** of Congress

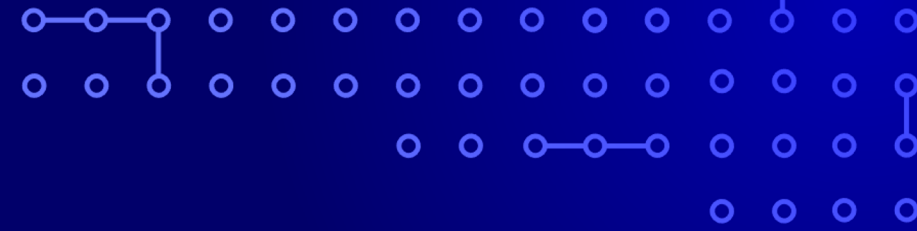
Political Figures are Current, Prospective, or Former Traditionally-Elected Government Officials | (P) = Personal Account (O) = Official Account

The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240.

(+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# Policy Influencers Most Followed by Republicans in Congress



## 1) Donald Trump Jr. (+0)

Trump Campaign Counsel  
& EVP of The Trump Org.

- Influence Score: **119**
- **26.1%** of Congress



## 2) Elon Musk\*

Former Head of DOGE

- Influence Score: **101**
- **26.3%** of Congress



## 3) Ronna McDaniel (-1)

Former RNC Chairman &  
Political Strategist

- Influence Score: **100**
- **21.6%** of Congress



## 4) Ivanka Trump (+0)

Former White House Senior  
Advisor & OIE Director

- Influence Score: **89**
- **20.3%** of Congress



## 5) Kellyanne Conway (-2)

Former Trump Senior  
Counselor

- Influence Score: **85**
- **18.7%** of Congress



## 6) Eric Trump (-1)

Trump Campaign Counsel  
& EVP of The Trump Org.

- Influence Score: **83**
- **18.1%** of Congress



## 7) Reince Priebus (+0)

Former Trump Chief of Staff  
& Former RNC Chairman

- Influence Score: **75**
- **16.8%** of Congress



## 8) Karl Rove\*

Former Bush Deputy Chief of  
Staff & Senior Advisor

- Influence Score: **75**
- **16.6%** of Congress



## 9) Dan Scavino Jr. (-1)

Former Trump Deputy Chief of  
Staff & Director of Social Media

- Influence Score: **73**
- **15.4%** of Congress



## 10) Charlie Kirk (-1)

Founder & CEO of Turning Point  
USA

- Influence Score: **73**
- **16%** of Congress



## 11) Vivek Ramaswamy\*

Former Republican Presidential  
Candidate

- Influence Score: **59**
- **12.5%** of Congress



## 12) Ari Fleischer\*

Former White House Press  
Secretary

- Influence Score: **54**
- **12.5%** of Congress

**Policy Influencers are Individuals with a Vested Interest in Policy, Not Elected Through Traditional Voting (Ex: Elected By Committee, Not the American People)**

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246.  
(+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.

# Policy Influencers Most Followed by Democrats in Congress

**1) Michelle Obama (+0)**

Former First Lady, Author & Activist

- Influence Score: **110**
- **23.2%** of Congress

**2) Shannon Watts (+0)**

Gun Control Activist & Founder of Moms Demand Action

- Influence Score: **107**
- **22.2%** of Congress

**3) David Axelrod (+0)**

Political Consultant & Former Obama Strategist

- Influence Score: **95**
- **22%** of Congress

**4) Jaimie Harrison (+0)**

Former DNC Chairman & Political Strategist

- Influence Score: **92**
- **19.1%** of Congress

**5) Adam Parkhomenko (+1)**

Political Strategist & Co-Founder of Ready for Hillary

- Influence Score: **80**
- **16.6%** of Congress

**6) Daniel Pfeiffer\***

Former Senior Advisor to President Obama

- Influence Score: **78**
- **16.8%** of Congress

**7) Donna Brazile (+0)**

Political Strategist, Campaign Manager & Former DNC Chair

- Influence Score: **78**
- **16.4%** of Congress

**8) Jill Biden\***

Former First Lady & Educator

- Influence Score: **71**
- **15%** of Congress

**9) Karine Jean-Pierre\***

Former White House Press Secretary for President Biden

- Influence Score: **69**
- **13.7%** of Congress

**10) David Hogg (-2)**

DNC Vice Chair & March For Our Lives Founder

- Influence Score: **69**
- **14.6%** of Congress

**11) Tommy Vietor\***

Former Spokesman for President Obama & the NSA

- Influence Score: **68**
- **14.6%** of Congress

**12) Robert Reich\***

Former Secretary of Labor, Commentator & Professor

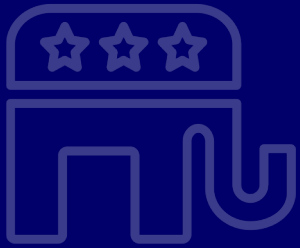
- Influence Score: **67**
- **13.7%** of Congress

**Policy Influencers are Individuals with a Vested Interest in Policy, Not Elected Through Traditional Voting (Ex: Elected By Committee, Not the American People)**

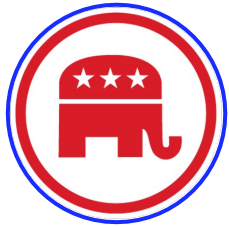
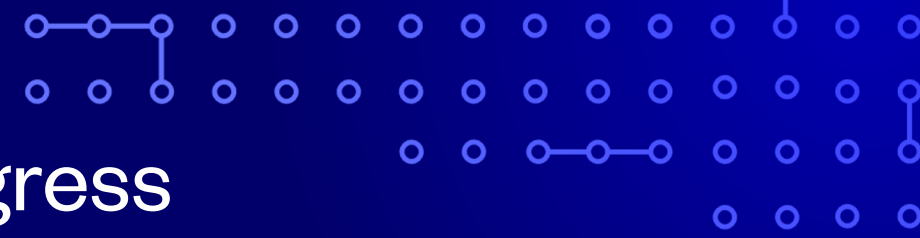
The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240.

(+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.





# Policy Organizations Most Followed by Republicans in Congress



**1) Republican Party (+0)**  
Republican National Committee

- Influence Score: **178**
- **22.4%** of Congress



**2) House Republicans (+0)**  
House Republican Conference

- Influence Score: **155**
- **35.5%** of Congress



**3) NRCC (+0)**  
National Republican Congressional Committee

- Influence Score: **135**
- **28.8%** of Congress



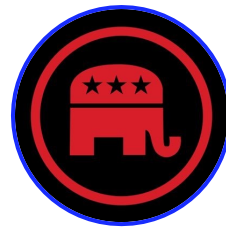
**4) Heritage Foundation (+0)**  
Conservative Think Tank & Lobbying Firm

- Influence Score: **121**
- **26.3%** of Congress



**5) Senate Republicans (+0)**  
Senate Republican Conference

- Influence Score: **114**
- **24.6%** of Congress



**6) RNC Research (+0)**  
GOP's Premier Institution for Political Research

- Influence Score: **108**
- **22.4%** of Congress



**7) NRSC\***  
National Republican Senatorial Committee

- Influence Score: **88**
- **17.9%** of Congress



**8) NFIB (-1)**  
National Federation of Independent Business

- Influence Score: **77**
- **17.8%** of Congress



**9) SBA Pro-Life America (+1)**  
Pro-Life NGO for Research & Advocacy

- Influence Score: **73**
- **15.2%** of Congress



**10) Freedom Works\***  
Conservative & Libertarian Grassroots Advocacy Group

- Influence Score: **73**
- **15.4%** of Congress



**11) NRA (+0)**  
National Rifle Association

- Influence Score: **70**
- **15.2%** of Congress



**12) RSC\***  
Republican Study Committee

- Influence Score: **68**
- **14.2%** of Congress

## Policy Organizations are Policy-Driven NGOs, PACs, Non-Profits, Think Tanks, or Campaign Committees

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# Policy Organizations Most Followed by Democrats in Congress



## 1) Democratic Party (+0)

Democratic National Committee

- Influence Score: **155**
- **30.6%** of Congress



## 2) House Democrats\*

House Democratic Conference

- Influence Score: **132**
- **28.5%** of Congress



## 3) DCCC (-1)

Democratic Congressional Campaign Committee

- Influence Score: **128**
- **28.3%** of Congress



## 4) Reproductive Freedom for All\*

Reproductive Non-Profit

- Influence Score: **118**
- **24.2%** of Congress



## 5) Moms Demand Action (+2)

Gun Control Non-Profit & Campaign led by Everytown

- Influence Score: **112**
- **46.67%** of Congress



## 6) EMILYs List (+0)

Pro-Choice PAC Aiming to Elect Democratic Women

- Influence Score: **109**
- **45.42%** of Congress



## 7) Planned Parenthood Action\*

PPFA's Pro-Choice Action Fund & Political Arm

- Influence Score: **108**
- **45%** of Congress



## 8) SEIU (-4)

Service Employees International Union

- Influence Score: **107**
- **44.58%** of Congress



## 9) AFL-CIO\*

Largest U.S. Federation of Trade Unions

- Influence Score: **105**
- **22.8%** of Congress



## 10) League of Conservation Voters\*

Environmental Non-Profit

- Influence Score: **85**
- **17%** of Congress



## 11) Teamsters (+1)

Major North American Labor Union

- Influence Score: **84**
- **18%** of Congress



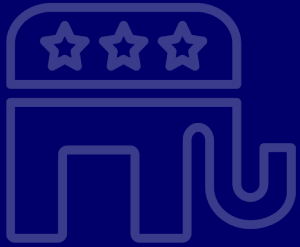
## 12) Everytown (-2)

Gun Control Non-Profit for Research & Advocacy

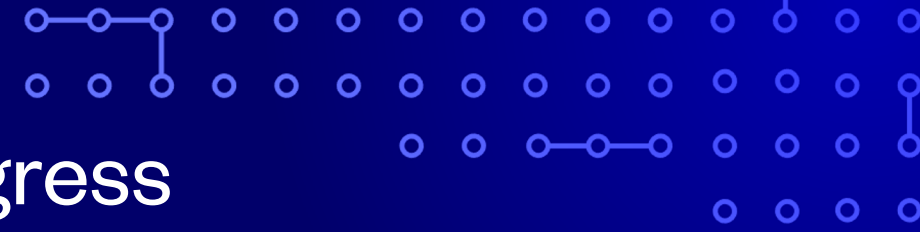
- Influence Score: **82**
- **16.4%** of Congress

### Policy Organizations are Policy-Driven NGOs, PACs, Non-Profits, Think Tanks, or Campaign Committees

The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240. (+) and (-) represent a change in influence between the 118<sup>th</sup> and 119<sup>th</sup> Congress. (\*) indicates a first-time appearance in the top 12 of an influence category.



# Non-Policy Influencers Most Followed by Republicans in Congress



## 1) Riley Gaines

Former Collegiate Swimmer & Activist

- Influence Score: **48**
- **10.5%** of Congress



## 2) Dave Portnoy

Founder of Barstool Sports & Social Media Personality

- Influence Score: **26**
- **7%** of Congress



## 3) Bill Ackman

CEO of Pershing Square Capital Management

- Influence Score: **25**
- **6.2%** of Congress



## 4) Palmer Luckey

Founder of Oculus Virtual Reality

- Influence Score: **23**
- **4.7%** of Congress



## 5) Tim Tebow

Former Professional Football Player

- Influence Score: **20**
- **4.7%** of Congress



## 6) Bill Gates

Former CEO & Co-founder of Microsoft

- Influence Score: **20**
- **11.9%** of Congress



## 7) Dave Ramsey

Personal Finance Expert & Radio Host

- Influence Score: **15**
- **3.7%** of Congress



## 8) Rob Schneider

American Actor, Comedian & Anti-Vaccine Activist

- Influence Score: **13**
- **2.9%** of Congress



## 9) Pat Sajak

Former Game Show Host & TV Personality

- Influence Score: **12**
- **2.5%** of Congress



## 10) Carol Roth

TV Personality, Author & Entrepreneur

- Influence Score: **11**
- **2.5%** of Congress



## 11) Kirstie Alley

American Actress & TV Personality

- Influence Score: **11**
- **2.46%** of Congress



## 12) Tim Allen

American Actor & Comedian

- Influence Score: **9**
- **1.8%** of Congress

**Non-Policy Influencers are Those Outside of the Political Space, Such as Celebrities or Religious Figures**

The Republican Influence Score represents the number of Republican Members of Congress who follow an Influencer. The maximum score for Republicans is 246.

# Non-Policy Influencers Most Followed by Democrats in Congress

**1) Stephen Colbert**

Comedian & Show Host

- Influence Score: **73**
- **16%** of Congress

**3) George Takei**

American Actor

- Influence Score: **49**
- **10.3%** of Congress

**4) John Legend**

Singer & Media Personality

- Influence Score: **48**
- **9.9%** of Congress

**5) Lin-Manuel Miranda**

American Actor & Songwriter

- Influence Score: **48**
- **9.7%** of Congress

**6) Mark Ruffalo**

American Actor

- Influence Score: **48**
- **10%** of Congress

**7) Amanda Gorman**

Poet & Activist

- Influence Score: **46**
- **9%** of Congress

**8) John Oliver**

Comedian & Show Host

- Influence Score: **40**
- **8.2%** of Congress

**9) Greta Thunberg**

Environmental Activist

- Influence Score: **40**
- **8.2%** of Congress

**10) Bill Maher**

Comedian, Writer & Show Host

- Influence Score: **38**
- **10.1%** of Congress

**11) Jimmy Fallon**

Comedian & Show Host

- Influence Score: **34**
- **10.5%** of Congress

**12) Piper Perabo**

American Actress

- Influence Score: **33**
- **6.6%** of Congress

**9) Julia Louis-Dreyfus**

American Actress

- Influence Score: **32**
- **6.6%** of Congress

**Non-Policy Influencers are Those Outside of the Political Space, Such as Celebrities or Religious Figures**

The Democratic Influence Score represents the number of Democrat Members of Congress who follow an Influencer. The maximum score for Democrats is 240.

# Appendix



# Detailed Methodology

Rational 360 gathered the X handles of each member of the 119<sup>th</sup> (2023-2025) Congress. Since each member had multiple profiles, accounts were sorted into two buckets:

1. Member Official: Profile belonging to the public office and likely tagged by X (Twitter) as a government official.
2. Member Personal: A personal, public X profile, or in cases where not available, was supplemented by the Member's campaign account.

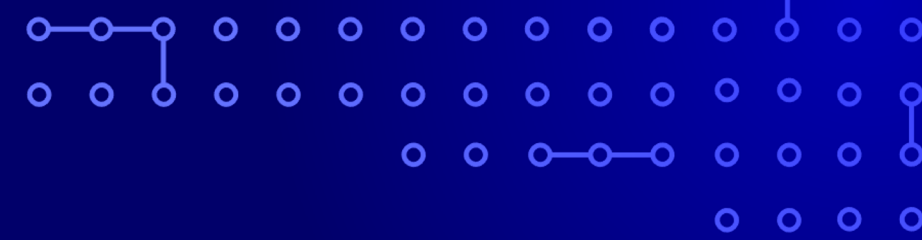
Data was then segmented further by political party. Independent Members were sorted by the parties they caucus with. This created four input lists: Republican Official, Democratic Official, Republican Personal, and Democratic Personal.

Rational 360 next identified which users Members of Congress from each list follow most on X (Twitter). The users who have multiple common Members of Congress following them online are the influencers this analysis focuses on. The number of Members of Congress following an Influencer can be referred to as an Influence Score. The highest potential Influence Score for both Republicans and Democrats was determined by the number of voting members in each party (Republicans: 271; Democrats: 264; Total: 535).

Rational 360 organized outputs from Democrat Personal and Republican Personal lists into 6 buckets:

- Media Figures: Journalists, Show Hosts (TV, Podcast, Radio, & Online News), and Other News Personnel
- News Outlets: Broadcast, Online, or Print Organizations that Provide News
- Political Figures: Current, Prospective, or Former Traditionally-Elected Government Officials
- Policy Influencers: Individuals with a Vested Interest in Policy, Not Elected Through Traditional Voting (Ex: Elected By Committee, Not the American People)
- Policy Organizations: Policy-Driven NGOs, PACs, Non-Profits, Think Tanks, or Campaign Committees
- Non-Policy Influencers: Those Outside of the Political Space, Such as Celebrities or Religious Figures

# Mapping Influencer's Relationships



## Discovering Who is Influencing Legislators

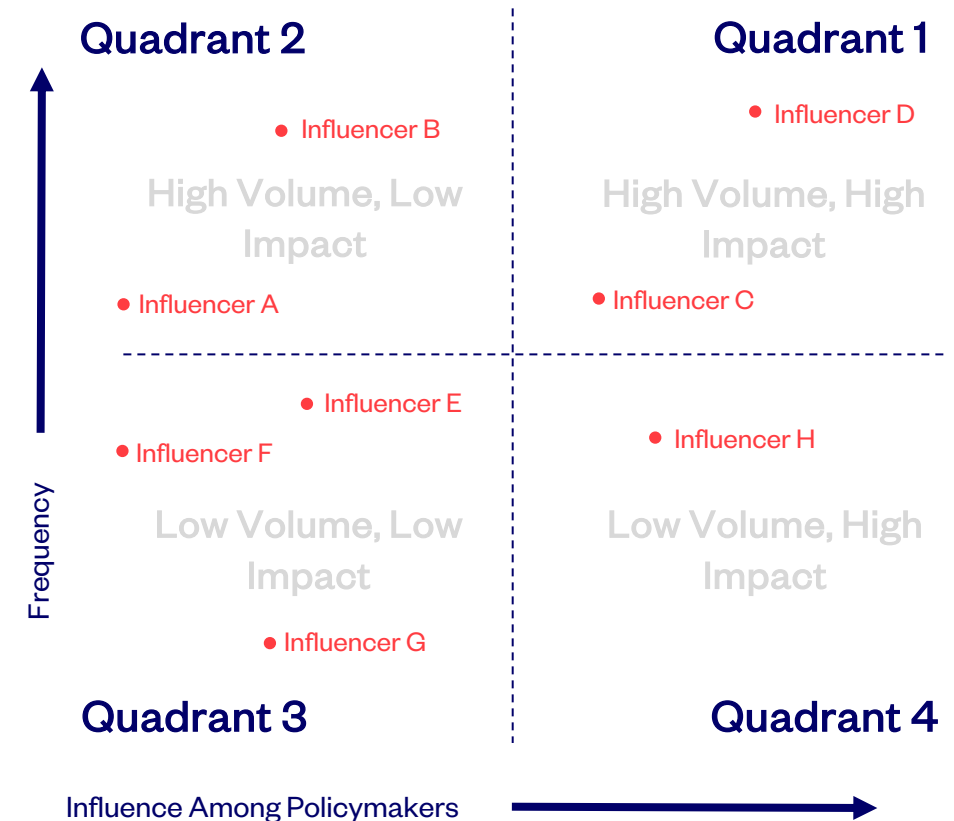
To illustrate the direct impact that key Influencers have on federal policymakers, Rational 360 created a visual model where each Influencer is mapped based on the reach of their posts. Each Influencer is scaled according to their frequency of social media activity and their Influence Score.

- **The horizontal X-axis represents an Influencer's impact on policymakers.**

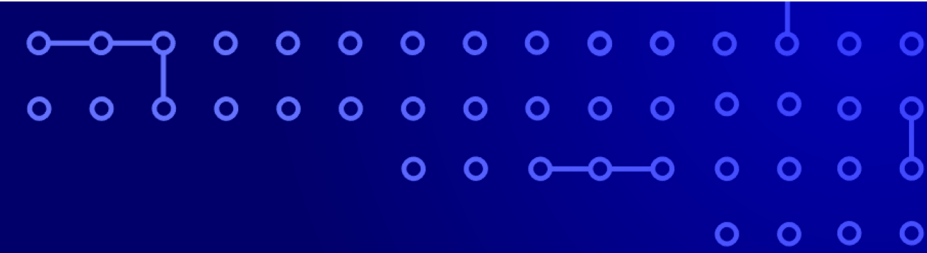
Leveraging pre-identified input lists of the 119<sup>th</sup> Congress, Rational 360 discovered which influencers had the most mutual Congressional followers on an input list.

- **The vertical Y-axis represents an Influencer's post frequency.**

This frequency count represents an Influencer's total number of posts made in a given period, in this case, January 2023 through June 2023.

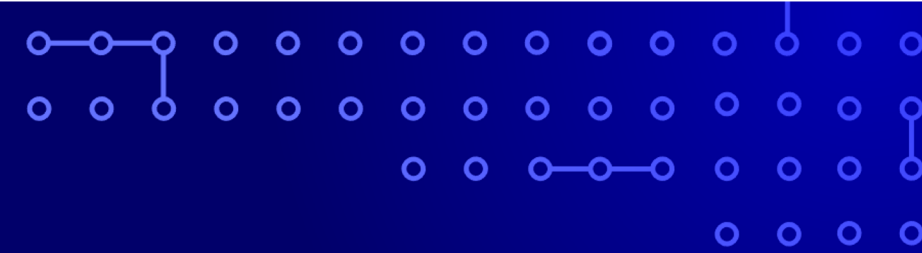


# Influencers Most Followed by Member Official Accounts



Influencer	Influence Score	Influencer	Influence Score
Jake Sherman	321	Manu Raju	240
Chad Pergram	296	Rep. Steve Scalise (O)	233
CSPAN	295	House Democrats	233
The Hill	289	Jake Tapper	233
POLITICO	280	John Bresnahan	229
The Washington Post	267	Department of State	227
The Associated Press	265	Rep. Hakeem Jeffries (O)	225
Rep. Nancy Pelosi (O)	264	Fox News	224
House Republicans	260	CNN	222
Speaker Mike Johnson (O)	249	Department of Defense	213
The New York Times	249	Rep. Katherine Clark (O)	210
Pres. Donald J. Trump (P)	246	Olivia Beavers	208
The Wall Street Journal	246	Rep. James E. Clyburn (O)	207
Roll Call	245	Sen. Adam Schiff (O)	207
Rep. Kevin McCarthy (P)	244	Republican Cloakroom	206

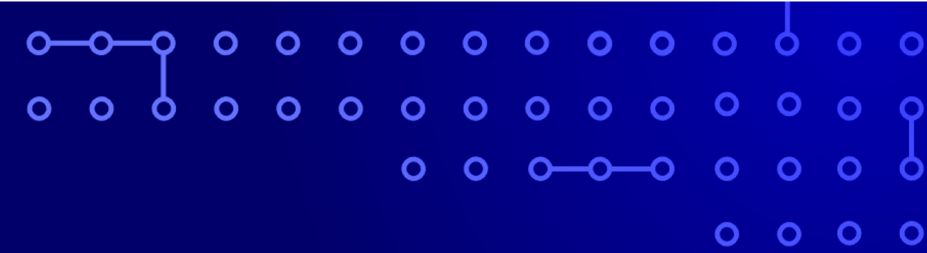
# Influencers Most Followed by Republican Member Official Accounts



Influencer	Influence Score	Influencer	Influence Score
House Republicans	235	Sen. Jim Banks (O)	171
Speaker Mike Johnson (O)	220	Rep. Richard Hudson (O)	169
Rep. Steve Scalise (O)	212	Rep. August Pfluger (O)	168
Kevin McCarthy (P)	207	Rep. Steve Womack (O)	167
Pres. Donald J. Trump (P)	205	Rep. Markwayne Mullin (O)	165
Rep. Jim Jordan (O)	186	Rep. Ashley Hinson (O)	164
Chad Pergram	186	Rep. Stephanie Bice (O)	163
Rep. Elise Stefanik (O)	184	Rep. Mark Green (O)	163
Republican Study Committee	184	Rep. Kevin Hern (O)	163
Rep. Kat Cammack Press Office	183	Rep. Jodey Arrington (O)	161
Fox News	179	Rep. Byron Donalds (O)	160
Republican Cloakroom	178	Elon Musk	160
Chairwoman Rep. Lisa McClain (O)	177	Jake Sherman	160
Rep. Tom Emmer (O)	174	Rep. Bryan Steil (O)	159
Rep. Beth Van Duyne (O)	171	Senate Republicans	159



# Influencers Most Followed by Democratic Member Official Accounts



Influencer	Influence Score	Influencer	Influence Score
Rep. Nancy Pelosi (O)	225	Rep. Pramila Jayapal (O)	181
House Democrats	221	Rep. Don Beyer (O)	180
Rep. Hakeem Jeffries (O)	210	Rep. Mark Takano (O)	180
Rep. Katherine Clark (O)	204	Rep. Linda Sánchez (O)	179
Rep. James E. Clyburn (O)	195	Rep. Mary Gay Scanlon (O)	178
Rep. Jamie Raskin (O)	194	Rep. Maxine Waters (O)	178
Rep. Judy Chu (O)	193	Rep. Lauren Underwood (O)	176
Sen. Adam Schiff (O)	191	Rep. Bobby Scott (O)	176
Rep. Lucy McBath (O)	187	Rep. Gwen Moore (O)	176
Rep. Eric Swalwell (O)	187	Rep. Jason Crow (O)	175
Rep. Rosa DeLauro (O)	186	Rep. Lori Trahan (O)	175
Rep. Jerry Nadler (O)	186	Rep. Veronica Escobar (O)	175
Rep. Steny Hoyer (O)	186	Rep. Ro Khanna (O)	174
Rep. Ted Lieu (O)	182	House Democratic Policy & Communications Committee	174
Rep. Pete Aguilar (O)	182	Rep. Lois Frankel (O)	173