



# GovCon and Social Media



**X**



- **Still the most users by far (approve 500 mil, conservatively)**
- **Majority of the users on it fall into a few different camps**
  - **bots**
  - **people who agree with what Elon is trying to do**
  - **people who are too lazy to make new accounts somewhere else**
  - **people who genuinely like the UX and enjoy the content**
- **With Elon's unpredictability, this is definitely a platform to keep your eyes on**



## X Cont.



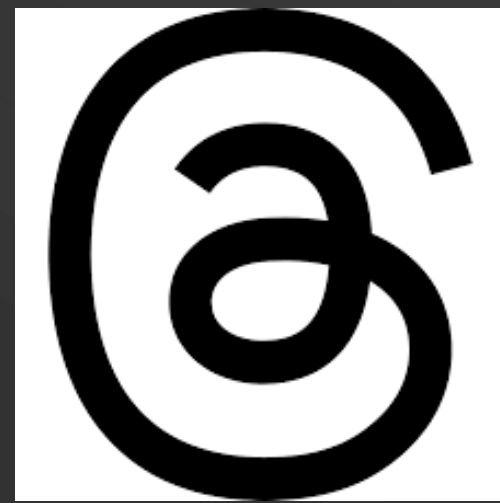
- X is still widely used by government agencies for real-time updates, press releases, and policy changes.
- Key for following procurement opportunities and agency communications (e.g., DoD, GSA, DHS actively post).
- Hashtags like #GovCon, #GovTech, #Cybersecurity, and #DefenseIndustry are valuable for insights.
- Federal agencies, contractors, and procurement officers frequently post here.
- Follow GSA, SBA, DoD, and The White House initiatives for real-time updates. (The White House X page is a little weird right now)



## Bluesky

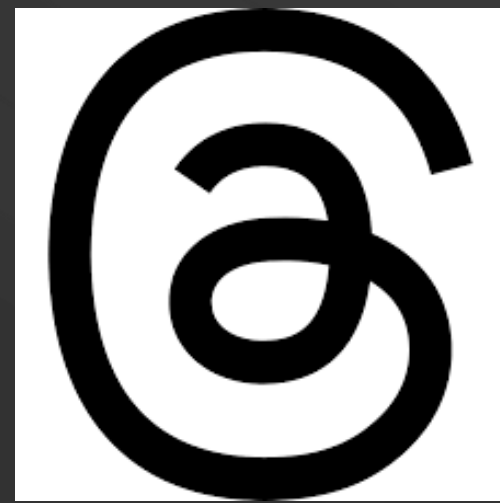


- Most popular X Alternative
  - ~1-2 million new users in November
  - Some issues w security (mainly involving children)
- Bluesky's message is kindof "The nice happy platform"
  - The honest truth of bluesky is it's users are majority left leaning/against Elon's version of X.
- If GovCon audiences are your focus, Threads may not be essential yet.



## Threads

- Similar to bluesky/X
- More for instagram users who never had an X/Twitter and don't want to make a brand new account somewhere
- People gave it a try as an alternative to X, but many people who used it eventually went to Bluesky as well.
- I think this is more of a brand social media now. Most brands on IG have a threads as well.



## Threads

- With Zuckerberg “turning a new leaf” recently on his thoughts w social media and facebook’s role in the political race, we may see some changes similar to X, and already have.
- Right now it is in a pretty wholesome spot, but not as many users.
- Threads is being explored by some federal agencies.
- If GovCon audiences are your focus, Threads may not be essential yet.



## Truth Social

- **Truth Social is a very conservative/right leaning site**
  - **Most of the users only there to follow Donald Trump since he was kicked off of twitter.**
- **Many people on it have come back to X since Elon took over,**
  - **Trump uses both now, but he still mainly uses Truth Social.**
- **While it's politically charged, it may impact policy decisions affecting GovCon.**



## YouTube

- **YouTube is a key platform for GovCon content, with agencies posting webinars, procurement updates, and industry discussions, as well as live streams.**
- **Great for SEO and long-form educational content in the federal contracting space.**





## Reddit



- Niche but useful for discussions on clearances, agency work culture, and compliance.
- (r/GovContracting, r/FedTech, r/SecurityClearance)



- **Where You Need to Be as a Government Contractor:**
- **✓ LinkedIn is the #1 platform for reaching government decision-makers.**
- **✓ Targeting key players in procurement, IT, and federal contracting firms.**
- **✓ Utilizing advanced ad targeting** – job titles, industries, company lists, LinkedIn Groups.
- **✓ Focusing on content marketing** – white papers, thought leadership, case studies.
- **✓ Leveraging LinkedIn Lead Gen Ads** to capture high-quality leads.



## **Best Platforms for GovCon Professionals**

- **LinkedIn → #1 for networking & contracting opportunities.**
- **YouTube → Agency webinars & industry education.**
- **X → Fast government updates & policy news.**
- **Facebook Groups → Private networking & industry discussions.**
- **Reddit → Insightful contractor discussions.**