



**#Influence12 – Symposium & Workshop on Measuring Influence on Social Media
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Dalhousie University, Halifax, Canada**

"Social Media and Mobile Applications as a Measure of Influence in Political Campaigning"

By John Craig (PurpleForge, Co-founder & Vice-President of Sales and Marketing at Purple Forge)

Abstract:

Since the election of Obama in 2008, social media and mobile applications have taken the stage as a means of capturing the attention of voters, donors and volunteers and have become a new channel for political engagement. This discussion will explore, using real examples, the impact of social media and mobile applications in political campaigning.

Bio:

John Craig is Co-founder & Vice-President of Sales and Marketing at Purple Forge. Mr. Craig is an award winning market expert in the application of social media and mobile technologies for political campaigns and politicians. Purple Forge has developed applications for political campaigns around the world, including Meg Whitman for California, the Green Party of Canada and Juan Manuel Santos of Colombia. Winners of 14 Pollie Awards, "the Oscar's of political consulting" (CNN) Purple Forge is the leading provider of mobile apps to politicians in the world. Mr. Craig has over 20 years of experience in technology, with the last 12 years in the development and design of mobile applications. Mr. Craig holds a Bachelor of Applied Science (Honors) in Electrical Engineering from the University of Waterloo, an Ontario Professional Engineer, a member of the American Association of Political Consultants (AAPC).