

Barack Obama's Twitter Presence

After covering the impact of Pope Francis on the world and how he used social media to appeal to Catholics worldwide, I chose to analyze one of the former presidents of the United States, Barack Obama, who served from 2009 all the way to 2017, through two presidential terms. Throughout his presidency, Obama proved to demonstrate many leadership qualities. As the nation's first African American president, his election was regarded as a watershed point in American history. Obama has successfully led the nation through some of its most trying moments, such as the Great Recession and the implementation of the Affordable Care Act, which “made it possible for more than 20 million individuals to afford health insurance and decreased the share of Americans without health insurance to an all-time low” (Weller & Duke, 2017), and is universally considered as a capable leader. However, what convinced me more into choosing to write about Obama would definitely be his constant leadership that he presented even after he stepped down from the presidency. Overall, Obama is a terrific example of a leader who continues to make an impact even after leaving office because of his dedication to fostering good change, motivating others, and working together. After reviewing the five different competencies identified by Ruben (2019), I felt that the personal competency, the communication competency, and the positional competency all resonated with Barack Obama's character.

The first competency I will explore will be the personal competency. The personal competency explores an individual's personal attributes, diving into his or her perspectives on different topics and overall the elements that make up that individual's character. The first dimension that is shown by Obama's social media presence would be “Character, Personal Values, and Ethics”. Obama is known to publicly express his views and values on his Twitter

platform. For example, he has been an outspoken supporter of social justice, using his platform to voice his opinions on matters like racial justice, immigration reform, and gun control. In addition, he has worked with different groups and leaders on issues like education and climate change. Obama's dedication to openness, diversity, and collaboration, as well as his capacity to unite people around a shared cause, were hallmarks of his leadership style. In one of his tweets, Obama (2023, February 1) explained how at his last Black History Month celebration at the White House, there were folks of all ages that had come together to celebrate. Obama voiced out his wishes that our nation would continue this trend to build a brighter future for this generation and the future generations to come. Through this tweet, we can see the values of Barack Obama and how he aims to use his platform to celebrate Black History Month and continue fighting for more positive change and less racism in the world. Furthermore, another dimension that applies to Barack Obama would definitely be "Enthusiasm". As seen in another one of Obama's tweets, he expressed enthusiasm going into this new year, encouraging his followers to cherish the memories made in the past year and to set goals for this new year. Obama (2023, January 1) explained how in 2022, people around the world helped change their communities for the better, and to keep it up in 2023. He explained how we all still have a lot of work to do, but he made it clear that he would be right there with us. Ultimately, it is very clear that Barack Obama does an exemplary job at implementing the personal competency in his efforts to lead his Twitter followers in the right direction by not only expressing his character and personal values, but by consistently uplifting his followers with words of enthusiasm in times of fear and doubt.

Following up, the communication competency proves to be a strong point when reflecting on Obama's leadership qualities. The knowledge and abilities necessary for successful engagement in interpersonal, group, organizational, and public settings are essentially included

in this competency. Obama is renowned for his powerful speeches, his composed manner, and his capacity to uplift and inspire people from all backgrounds. One dimension of this competency that definitely encapsulates Barack Obama's leadership strategies would be "Diversity and Intercultural Relations", as Obama persistently sends his support out to other countries in times of disaster, always ensuring the people of those countries that he will do what he can to help their countries recover in any way possible. In one of his tweets, Obama (2023, January 9) exclaims that the entire world has a stake in the success of Brazil's democracy, and that together, we must reject any effort to overturn or disrupt the will of the Brazilian people and affirm the peaceful transfer of power as a cornerstone of democracy. This showcases how Obama not only cares about the well-being of his country, the United States, but also recognizes the struggles and pains of other fellow countries and uses his platform to drive awareness on foreign issues that many people may not be familiar with, further demonstrating Obama's leadership through the communication competency. Additionally, "Credibility and Trust" as well as "Interpersonal and Group Relations, and Team Building" are two dimensions strongly utilized by Barack Obama. In another one of his tweets, Obama (2023, January 16) paid tribute to the extraordinary life and legacy of Dr. King, reflecting on the lessons he taught us, thanking everyone who joined the Obama Foundation to lend a hand in Chicago. Through the Obama Foundation, which offers leadership training and other initiatives aimed at strengthening the following generation of leaders, Obama has also tried to inspire young people. From this Twitter post, we are able to see how Barack Obama attained credibility and trust through his established foundation, and highly encouraged interpersonal and group activities through these gatherings with the main goal of following the ways of the late Martin Luther King Jr. by doing acts of community service. In summary, Barack Obama proves to be a strong example of an leader who

utilizes the communication competency, as Obama captures his followers' attention by highlighting his genuine care and support for all cultures around the world, as well as clearly showing his credibility through organizations that he established and constantly encouraging deep interpersonal connections with one another.

Lastly, Barack Obama demonstrates how he utilizes the positional competency in his leadership efforts on social media. This competency primarily focuses on the knowledge and abilities judged essential for successful leadership in a particular field, such as business, health care, sports, politics, religion, education, social work, or library management. In Obama's case, his experience is mostly centered around being the President of the United States for two entire terms, showing how his character correlates with the "Experience" dimension of this competency. In one of his tweets, Obama (2023, January 3) reminisces on how 15 years ago, his campaign won the Iowa caucuses. Obama wrote that he would always be grateful to the people who organized across the state, and built the relationships that made it all possible. He further demonstrated leadership qualities when he explained how he recently sat down with six organizers to talk about that time and what they've been up to since. This tweet delineates how Barack Obama has had a lot of experience and leadership development throughout his presidency, reflecting on all the meaningful relationships he's made throughout the country. Similarly, Obama showcases the "Knowledge of Sector" and "Professional Involvement" dimensions of the positional competency whenever he shines light on statistical facts and achievements that his former Vice President, and now President, Joe Biden made and continues to make while in office. For example, Obama (2023, January 20) announced how Joe Biden and Vice President Kamala Harris strengthened the Affordable Care Act, lowered health care costs for seniors, capped the costs of insulin, and distributed hundreds of millions of free vaccines.

This tweet portrays how Barack Obama is constantly staying updated and educated on the efforts that our current President makes, and continues to prove how he is an ideal leader, using his platform to share this information to his followers, educating us all on real world issues.

From this assignment, I have undoubtedly learned about the different elements that help build up a leader. I realized that the definition of a leader is not monotonous, and how Ruben's five leadership competencies, as well as all 35 dimensions, can help anyone improve their leadership qualities if they so choose. After reviewing all five competencies, I concluded that all are definitely integral elements to improving one's leadership skills in digital contexts, but if I had to choose the strongest, most important competencies in order to maximize one's influence in digital contexts, it would be the three competencies I covered for Barack Obama: Personal, Communication, & Positional. In my opinion, to have the biggest chance of appealing to an online audience, an individual has to prioritize their personal competency. This is because the first things people notice on social media posts are the tone, character, and values of the digital leader. Additionally, it is important to not only know how to appeal to an audience's emotions through the personal competency, but it is just as important to cater the messages you post online to your followers in a way where trust and credibility is built, highlighting the communication competency. And, of course, positional would be the next most important competency as it demonstrates to your audience that you are educated about certain topics and not just spreading misinformation. Ultimately, by focusing on improving those three competencies, any individual is capable of being an influential leader in the digital world we live in.

Works Cited (APA Format)

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This video was intended to educate viewers on two of the many fundamentals of the programming language, Python. I chose to make a video about this as it relates to my own major in Information Technology and Informatics (specializing in Data Science, which is a career that heavily utilizes Python). Ever since high school, I started coding, mainly in the language Java, and aimed to get better and better with hopes of landing a career that I could contribute to with the skills I learned over the years. As I did research on the skills required to work in data science, I realized that Python and SQL were the two most used languages, and I aspired to learn through free online courses on YouTube. I was able to learn the fundamentals quickly in Python, and got even more practice through Python exercises assigned to me in my current classes at Rutgers. My hope is to transfer my knowledge to those seeking to start their programming journeys.

Throughout the video, I describe what Python is and what it is used for and then I go over the basics on how to use the “print” function to print simple statements, as well as how to incorporate the “input” function when asking users to input values to later store in variables. I would say my intended audience would be individuals that have similar goals as me (trying to have a career in computer science or data science), individuals who simply want to learn how to code for fun, or individuals who want to add another skillset to their arsenal. There will be more videos teaching more about Python fundamentals, so stay tuned and be sure to subscribe to my channel to ensure you are notified once the next videos are posted.

- The program I used is PyCharm Community Edition:

<https://www.jetbrains.com/pycharm/download/#section=windows>

- The screen recording software I used was Screencast-O-Matic: <https://screencast-o-matic.com>