

# #GodBlessAmerica

Representations of Religiosity on Social Media in the  
2016 Presidential Elections

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## INTRODUCTION

God bless America

Land that I love

Stand beside her

And guide her through the night

With a light from above

The words of the national anthem of the United States of America still carry the sentiment that the earliest settlers brought with them from Europe. The colony in North America was considered to be like the Garden of Eden, untouched and pure. A new beginning for many, free from the influence of European ideas and institutions, an opportunity to build a society unspoiled by old traditions and forms. The new territory was explored and conquered with optimism, growing westwards across a continent (Lees 1969, 17). Despite a turbulent history following those initial steps, the attitude of a connection between the United States of America and God has remained intact (Kohut et al 2000, 1; Lees 1969, 28-29).

Since its beginnings, America has predominantly been a Protestant state, home to a variety of sects and denominations. Despite the fact that state affairs are officially separated from the influence of religion in the First Amendment to the United States Constitution, it is omnipresent in practice. Presidents have often sworn their oaths on a Bible and finished the sentence “I do solemnly swear that I will faithfully execute the Office of President of the United States, and will to the best of my Abilities preserve, protect and defend the Constitution of the United States” with “So help me God”. In a country where “In God We Trust” is the national motto, the religious affiliation of the presidential candidates is ought to influence whom the voters will appoint their ballot to (Kohut et al 2000, 1; Lees 1969, 28-29).

Following the tradition, also this year religion has been marked as a contributing factor to the 2016 elections for presidency in the United States, according to the PEW Research Centre. Just days before the primaries started, results from a 2016 research pointed out that 51% of all respondents would be less likely to vote for someone who does not believe in God. Moreover,

64% of the Republicans are convinced that their beliefs should be shared with the future president. However, comparing results from the primaries to findings of the PEW Research Centre, the two remaining nominees Donald J. Trump and Hillary Clinton might not have been the most obvious victors in religious prospect among the most popular candidates. According to the aforementioned research, Trump was perceived as very or somewhat religious by a mere 30% of the respondents. These scores were the lowest, compared to the other considerable candidates running for the Republican nomination. To the question if Republican Ted Cruz was very or somewhat religious, 65% of the people affirmed, as well as 61% about fellow Republican candidate Marco Rubio. Looking at the two most popular candidates in the Democratic run for the nomination, Hillary Clinton scored 48% in the category very/somewhat religious whereas Bernie Sanders was close to follow with 40% (PEW Research Center 2016). The Presbyterian businessman Trump eventually defeated Ted Cruz, who often refers to his Southern Baptist background, and newly Catholic Marco Rubio. Former secretary of state Hillary Clinton, a Methodist, won over her greatest Democratic opponent, the Socialist with a Jewish background, Bernie Sanders (Salo 2016).

These results raise questions about traditional religion in the presidential elections in 2016. Is the influence of Christianity fading, or might it be surpassed by another form of religion present in the United States? Could civil religion as coined by Robert N. Bellah be an even more important denominator in American politics? In this thesis, the role of religion in the 2016 presidential elections of the United States as will be examined. This will be done by comparing expressions of traditional Christian religion and civil religion by the two remaining candidates for presidency on Instagram, a popular form of social media. This medium has been chosen, as it carries out the subjective sentiments of the candidates. It does not only contain written texts, but also pictures or videos, that might implicitly or explicitly refer to religious sentiments. Images are great witnesses, bearing many forms of evidence. Not only can they serve as testimonies of political, economic and historical events, but they also give insight in everyday life, mentalities and social structures (Burke 2001, 9).

In order to examine the role of religion in the 2016 presidential elections, the theoretical framework will provide the crucial information concerning the formation of the United States of America in historical perspective and the political system that has followed from the transition of colonies to an independent state. Furthermore, traditional religion in the United States of America will be discussed at first, followed by Robert N. Bellah's theory on civil religion. In order to ensure relevance for the current situation, the nominees for the 2016

elections for presidency will be presented, accompanied by a number of representations concerning their religiosity. Moreover, the past and present presidents will be mentioned to sketch a complete picture of religiosity among the leaders of the United States of America. To determine whether either traditional or civil religion has obtained a more prominent role in the election thus far, expressions and representations of both Donald J. Trump and Hillary Clinton in social medium Instagram will be analyzed according to the methods explained in the chapter Methodology. The results are presented and discussed in the following chapter. As a final remark, a conclusion will be drawn to the question *to what extent do traditional and civil religion play a role in the 2016 presidential elections in the United States of America?*

## **1. THEORETICAL FRAMEWORK**

In search of an answer to the central question of this research, *to what extent do traditional and civil religion play a role in the 2016 presidential elections in the United States of America*, it is inevitable to elaborate upon a number of main themes. To provide the reader with the necessary information, this chapter will present a brief historical background of the United States of America, focusing on the marriage between religion and politics. The main events that have shaped our understanding of the United States will therefore be highlighted. These are respectably the early colonial period, the War of Independence, the First and the Second Great Awakening and the Civil War. Altogether, the historical background will lead to an explanation of the political system of the state, followed by a sketch of its religious landscape, concentrating on both Christianity and civil religion as coined by Robert N. Bellah. The final part of this theoretical framework will look into the 44 former and present presidents of the United States of America and the two current candidates: Trump and Clinton.

### **1.1 A historical background of the United States of America**

Though it is extremely difficult to provide a historical account of the United States of America that includes both the most significant religious and political events, this chapter seeks to clarify the course of history that has intertwined those specific aspects over an extensive period of time. Therefore, this brief history is highlighting matters religious and political that are still relevant today, looking at the focus of this thesis, the 2016 presidential election in the United States of America.

Though the land had already been discovered long before, the first English efforts to colonize it were made in 1607. John Smith founded the Jamestown settlement in the colony Virginia, named after the ‘Virgin Queen’ Elizabeth. These settlers brought a clergyman with them to establish an official Anglican Church (MacCulloch 2009, 717). In 1620 a second colony was added in the current state of Massachusetts by the separatist Pilgrim Fathers who came on their ship “The Mayflower”. This group settling in the northern colonies regarded the Church of England as too flawed, looking to start a purer community. Puritan minister Richard

Rogers promoted them as ‘the Chosen People’, re-entering the Garden of Eden. This meant a great difference between the initial colonies, with Virginia resembling Old England and the Northern colonies breaking away from European traditions (MacCulloch 2009,717-721).

During the following century, great numbers of people from the European mainland moved to the New World, introducing different Christian denominations. Nonetheless, the influence of England remained dominant. Eventually, the interference of the motherland mixed with the ideas of the new settlers eventually led to the ‘Great Awakening’ in the early decades of the eighteenth century, igniting the spirit of revivalism. As most of the country was forcefully Anglican, with the exception of the Catholics in Maryland, the inhabitants of the colonies had felt that the established Church did not resemble the religious affiliations of the majority of the population. The movement was strengthened by writings of French skeptics and Enlightenment thinkers and initially carried out by Dutchman Theodore Frelinghuysen, who preached a simple Gospel. The religious revolution was continued by the influential preacher George Whitefield and theological philosopher Jonathan Edwards, who became largely significant in British, Dutch and German beliefs. The Great Awakening shaped the future of the United States in religious and political perspective. As the importance of individual conscience, the rights of the common people and humanitarianism were emphasized, ties to religious practices back in Europe were demolished. It turned America into a God-fearing nation with a communal framework, ready for independence (Bellah 1975, 47; Kohut et al 2000, 10-11; Laski 1948, 266-267; MacCulloch 2009, 755-759; Morgan 2013).

Before the American Revolution, or United States War of Independence, the British crown was a great influence on life across the ocean. Between 1775 and 1783, the original 13 colonies revolted against their oppressor: England. The struggle for independence led to internal cohesion and integration, the birth of the United States of America. However, one must bear in mind that the group of states was made into a confederation, a union of states rather than a union of people. As a result, a constitutional system was founded upon the principles of the Declaration of Independence and the Constitution, written by the Founding Fathers; George Washington, James Madison, John Adams, Thomas Jefferson, John Hancock, Alexander Hamilton and Benjamin Franklin (Lees 1969, 32). The Founding Fathers of the United States of America wanted to break free from the absolute monarchy of George III of the United Kingdom, thus democracy had become one of the purposes of the Revolution. Taking into account the tyranny of the majority, the Constitution was created with a strict separation of power. A directly elected legislature, the House of Representatives, ought to be

checked by the senate and an Executive branch led by the President, leaving the Judiciary headed by the Supreme Court (Garner, Ferdinand and Lawson 2009, 71).

After the Revolution, Christianity found itself in a decline as people were occupied building a nation and expanding its territory. In addition, the rapid advance of the natural, social and cultural-historical sciences marginalized the role of divinity within society. The Second Great Awakening after 1800 sought to inspire communities to establish and transform institutions, the Protestant denominations, bringing back the Americans into the churches. This ultimately contributed to the polarization over slavery within the ideological cleavage dividing the North and the South, which led to the Civil War (Bellah 1975, 47; Casanova 1994, 53 and 137; Kohut et al 200, 11; Morgan 2013).

According to Sidney Mead, the Civil war is considered “the center of American history”, arguably because it was the second great event building self-understanding and further unifying the United States (Bellah 1967, 6). As mentioned, a broad spectrum of remarkable differences between the North and the South had existed since the land had been colonized by the British Crown. With its growing territory and number of inhabitants, the Union in the North now consisted of 23 free states and 5 border states, whereas the Confederacy in the South counted 11 states. All economic, religious, social and political aspects aside, a dispute on slavery parted the United States. Proslavery and antislavery settlers opposed each other for political control over the land and eventually the Civil War broke out in 1861. The Union seemed to have the advantage of a greater number of inhabitants, thriving agriculture, more financial resources and a good infrastructure. Despite the uneven odds, the Confederate army was tactical and the war lasted for four years. It came to a conclusion after the Confederacy had surrendered itself to the Union. Though 4 million slaves were liberated, the Civil War is one of the bloodiest wars of the nineteenth century (Bellah 1967, 6-7; Lees 1969, 78-81; Silber 2003, 12-20). As a consequence of the Civil War, the Constitution was altered, forbidding slavery in the 13<sup>th</sup> Amendment and extending citizenship to former slaves in the 14<sup>th</sup> and the right to vote in the 15<sup>th</sup> Amendment (Lees 1969, 39).



## 1.2 The political system of the United States of America

Ever since the Philadelphia Convention in 1787, where the Constitution was drafted, little has changed for the political system of the United States as we know it today. First and foremost, the American Constitution holds on to the principle of the separation of powers, as laid out by Montesquieu in his work *On the Spirit of Laws*. These legal principles were introduced to prevent the state from becoming despotic through a system of checks and balances (Garner, Ferdinand and Lawson 2009, 164-165; Laski 1948, 72). The three branches of the United States government are legislative, executive and judicial. The legislative branch is responsible for the production of law, this is done by the Congress, which entails the Senate and House of Representatives. The Senate consists of two elected senators per state, adding up to a total of 100 people, serving for six years per term. The House of Representatives has 435 elected members, proportionally to the total population representing their state. A representative serves for two years per term. The executive branch of government refers to the enforcers of the laws, the entire administration. The president has an important role in this as the head of state, leader of the federal government, and commander-in-chief of the United States Armed Forces. American citizens vote for a president through a ballot. The president will serve the country for a term of four years, with a maximum of two terms. Supported by a personally appointed vice president, who will take over the position whenever the president is unable to serve his country. Another key organ in the executive branch is the Cabinet, which members have an advisory role. These people are nominated by the president and gain their position after a majority approval of the Senate. The third branch of the government is Judicial, applying and interpreting the laws and safeguarding the Constitution. This is done by the Supreme Court and a number of federal courts. The Supreme Court is the highest court, consisting of nine judges, appointed by the president and approved by the majority of the Senate. Their term will last a lifetime, until death, retirement or removal (Laski 1948, 72-137; USA.gov 2016).

The United States of America is a state with a liberal democracy, characterized by free and fair elections and the possibility to exercise the right to vote in public affairs. Within this system, individual rights are ought to be protected, whilst preserving a high degree of personal liberty. Individuals can measure their political ideas with those of a members of a certain political party, most often Republican or Democratic. This means that any level of

government reflects the majority of its citizens. (Garner, Ferdinand and Lawson 2009, 29; Kohut et al 2000, 73; Laski 1948, 72-137). However, the president is not elected through the majority of votes, due to the electoral system in which the one candidate that wins has merely obtained more votes than any other of his or her opponents (Garner, Ferdinand and Lawson 2009, 82).

### **1.3 Religion in the political system in the United States of America**

As aforementioned in the Introduction, the First Amendment of the Constitution separates faith from the state. After gaining independence from the Anglican monarchy, it was widely agreed upon that religion should not interfere with state affairs, as experienced throughout the colonial period. Public institutions were no longer ought to maintain a specific religious worldview. Therefore, the following amendment to the United States Constitution was proposed in 1789 and ratified in 1791: “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.” The clause concerning the formal role of religion within the new state clearly entails the emancipation from religion and religious favoritism, as historical pressures urged to separate church and state in a religiously pluralistic union (Casanova 1994, 37-56). The roots of the First Amendment can be traced back to Thomas Jefferson, who referred to the Constitution in a letter: “Believing with you that religion is a matter which lies solely between Man & his God [...] thus building a wall of separation between Church & State.” (Jefferson 1802). This stance was further empathized in Article VI, clause 3 of the Constitution: “The Senators and Representatives before mentioned, and the Members of the several State Legislatures, and all executive and judicial Officers, both of the United States and of the Several States, shall be bound by Oath or Affirmation, to support this Constitution; but no religious test shall ever be required as a Qualification to any Office or public Trust under the United States.” However, several states do ban non-believers through State Constitutions, as they are not considered eligible to hold public office (Casanova 1994, 136; Goodstein 2014).

Another reaffirmation of the non-Christian identity of the United States can be found in the bilateral Treaty of Peace and Friendship with Tripoli from 1897. Whereas most of the 12 articles in the Treaty define maritime trade and commercial matters, the eleventh article states, “As the government of the United States of America is not founded in any sense on the Christian religion – as it has in itself no character of enmity against the laws, religion or tranquility of Musselmen – and as the said states have never entered into any war or act of hostility against any Mahometan nation, it is declared by the parties, that no pretext arising from religious opinions shall ever produce an interruption of the harmony existing between the two countries.” (Boston 1997, 11).

Despite the fact that the separation between faith and the state had been anchored in the Constitution, the highest authority of the nation, practice indicated differently. During the American Civil War, from 1861 to 1865, the first coins reading “In God We Trust” appeared in 1864 (Gunn 2004, 22). The motto also made its way to paper currency, from 1957 onwards. Moreover, the Pledge of Allegiance became highly integrated in American political life. This ritual was first introduced by Francis Bellamy, a Baptist minister, who performed a patriotic oath in 1892 to remember Columbus’s arrival to the New World 400 years before. The oath appeared in the magazine *Youth’s Companion*, “I pledge allegiance to my Flag and to the Republic for which it stands; one nation indivisible, with liberty and justice for all.” “My Flag” was specified by “the flag of the United States” in 1923 to avoid any confusion among immigrants, one year later “of America” was added to the sentence. In 1945, an act of Congress ensured that the pledge of allegiance to the flag of the United States of America was official. The decision coincided with the emergence into global politics, reaffirming the American identity (Canipe 2003, 310).

#### **1.4 Religion in the United States of America**

In the year 2000, the United States of America counted a population of 225 million self-identified Christians, a number that is expected to grow to 270 million in 2025 and 350 million in 2050 (Jenkins 2011, 113). These numbers are better illustrated when comparing them to the total population of the United States, 310 million Americans today and presumably 439 million in 2050. This means that the majority of the inhabitants of the state

adhere to Christianity in some way. However, the main driver of this growth will be due to immigration. Between 1999 and 2000, 1.5 million new legal immigrants came to the United States, leading to the expectation that by the year 2050 one in five Americans will be foreign-born. This means a shift from a once Puritan and Protestant environment to an omnium gatherum of Christian denominations. As historian Oscar Handlin described the United States in 1952, "Once I thought to write a history of the immigrants in America. Then I discovered that the immigrants were American history." A remark that reflects current day religiosity in the United States (Jenkins 2011, 125-12). A research conducted between 2007 and 2014 pointed out that the number of Christians in the country had dropped from 78.4% to 70.6%, due to a decline in mainline Protestants and Catholics. The remaining percentage covered those who are unaffiliated with any institutionalized religion (22.8%) and those who are of non-Christian faiths (5.9%). The group of religiously unaffiliated people has grown with 6.7% in comparison to the results from the survey in 2007. The increase of this minority has been explained through the millennials, whom often do not identify with organized religions (PEW Research Center 2014). Though the numbers provided by Jenkins and the PEW Research Center do not seem to correspond entirely, it is safe to say that the United States is a predominantly Christian country, home to a great number of denominations (Jenkins 2011, 132).

Robert N. Bellah argued that although Christianity might be regarded as the national faith, there is another elaborate and well-institutionalized religion in the United States of America; civil religion (Bellah 1967, 1). The term civil religion was first mentioned by Rousseau, though it was Émile Durkheim who elaborated on the subject. According to the sociologist, religion is a necessary means to solidarity within social groups. However, a religion as such does not always involve a transcendental deity that is deemed superior to moral beings. Durkheim's vision can be pointed out in fivefold. First, a sufficient mutual identity may be the tie that binds a group of people in a way that they are regarded or regard themselves as a community. In addition, these people might have an explanation, like a myth of origin, to the question why they are a group together. The first two criteria are often found in what we regard as "ethnic groups". However, three more ideas lead to the formation of a social group. There are probably periodic occasions for these people to assemble and remember or celebrate a certain event that is of significance for the group. These celebrations are ought to invoke emotional responses, Durkheim referred to as "collective effervescence". This mutual feeling reunites this group of people over and over again (Hammond and Machacek 2009, 403-404).

Durkheim hereby argued that there is no real distinction between nationality and religion. In the same light, Robert N. Bellah suggests that national identity cannot be separated from the influence that religion has had on a social group (Jaffrelot 2009, 406).

The Founding Fathers of the United States have had an elementary role within the formation of civil religion, with minor aspects derived from Christianity. Bellah referred to this event as “the final act of the Exodus from the old lands across the waters. The Declaration of Independence and the Constitution were the sacred scriptures and Washington the divinely appointed Moses who led his people out of the hands of tyranny.” (Bellah 1967, 6). As noticeable in a great number of speeches, this form of religion often mentions God. However, the God of civil religion is related to law and order, rather than to love and salvation. A God with a special eye for America. Again, the Americans believed that they were in a way the Chosen People, favored by God above those in fatigued Europe. Salvation for Americans entailed freedom, individualism, democracy and success (Bellah 1967, 5; Laski 1948, 268-269). Their civil religion brings about its own system of beliefs, symbols, rituals and holidays. These are ought to be respected, as they are in a way sacred and often to a large extent institutionalized in the collective. These are for example the festivities on the fourth of July, eating a turkey at Thanksgiving, the image of the American eagle and pledging allegiance to the flag (Bellah 1967, 5).

### **1.5 Presidential elections in the United States of America**

Every four years, on the first Tuesday after the first Monday in November, the President of the United States of America is elected by the citizens. This year, the election will be held on November 8, 2016. However, the general elections start far before this date. Around the spring of the year before the election, potential candidates announce their wish to run for president. After the number of candidates is clear, citizens will have to vote for the person they would want to represent their political party. The process before the general election had officially started on February 1<sup>st</sup> this year, with the state primary elections and caucuses. During this period all candidates for the presidency take on each other within their party to ultimately become the nominee for president. The nominees are required to be a natural-born

citizen of the United States, at least 35 years old of age and must have been a resident of the United States for at least 14 years (USA.gov 2016).

As mentioned, there are state primaries and caucuses. The primaries are run by state and local governments, asking people to vote by secret ballot. The caucuses are private meetings that are held by the political parties, during which the attendees divide themselves in different groups supporting a certain candidate, within the venue. Every group gives a speech on behalf of the favored candidate, in order to convince others of their choice. Finally the votes of each group will be counted, deciding the number of delegates each candidate has won. At the end of the State primaries and Caucuses, the candidate with the most delegates within the party becomes nominated for the position of President of the United States of America (USA.gov 2016). Eventually, former secretary of state Hillary Clinton became the nominee for the Democratic party, leaving her five opponents behind. The Republicans began the battle with 17 candidates, bringing forward real estate mogul Donald J. Trump as their nominee for the presidency of the United States of America (New York Times 2016).

### **1.6 Past, present and future presidents of the United States of America**

This year, on November 8, the 45<sup>th</sup> president of the United States of America will be elected. So far, all 44 preceding presidents are considered to be Christians, though both Lincoln and Jefferson did not adhere to any formal religious group. Thomas Jefferson had lost his faith in Christianity, but he did believe in a creator of the universe, an impersonal God. Abraham Lincoln spoke frequently about God, but he never joined a church. Eleven of the former presidents were Episcopalian, the American successor to the Church of England. The Presbyterian Church with roots in Scotland comes second in line, with eight leaders from this denomination. Four men were Baptists, as well as four Unitarians. The others were Methodists (3), “Christians” (3), Disciples of Christ (2), Quakers (2), Dutch Reformed (2) or Congregationalist (1). The sole Catholic in this group is John F. Kennedy, although Catholicism has been the largest denomination within the nation for a long time. Current President Barack Obama did not grow up with religion, but he converted to Christianity in his adult life. He used to worship at the Trinity United Church of Christ congregation in Chicago, although he left in 2008 after the church’s senior pastor had made a number of controversial

statements about African-American people in America. Nowadays Obama refers to himself as a Christian, but he does not go to church on a regular basis (PEW Research Center 2016). A chronological list of the presidents, their terms and their denominations can be found in the Appendix.

Arguably, both Hillary Clinton and Donald J. Trump are of Christian faith. In an attempt to find media messages that will testify their faith, a number of different sources have been gathered to illustrate their religious affiliation. Aiming point out to what extent the Christian faith plays a role in the lives of the candidates, according to themselves. These sources will range from magazines, newspapers, recorded interviews and speeches.

Growing up, Donald J. Trump attended the Marble Collegiate Church in Lower Manhattan together with his four siblings, as his parents were Presbyterians. Minister Norman Vincent Peale, dubbed “God’s salesman”, preached his message of positive thinking, self-promotion and the elimination of negative thoughts here. It is also the place where Trump got married to his first wife, Ivana, in 1977. Accordingly, he considers Marble Collegiate to be his church, despite the fact that he is not an active member anymore. Trump’s daughter Ivanka converted to Judaism in 2009, as she got married to the Jewish Jared Kushner. This step was supported by her father, whom she is still seemingly close with (Barbaro 2016; Stebenne 2016).

Whether Trump is a truly a Christian is up for debate. During the 2015 Family Leadership Summit in Ames, Iowa, he stated that he does not think that he has ever asked God for forgiveness. He simply does not take God into the picture whenever something goes wrong. Nonetheless, he does see “drinking his little wine” and “eating his little cracker” is a form of asking for forgiveness after which he feels “cleansed”, which he does as often as possible (Youtube 2016).

On January 18 this year, Donald J. Trump gave a speech at the Christian Liberty University. During the monologue, he emphasizes the pride he takes in his faith. However, before the mentioning of his personal beliefs, he wrongly addresses to a text in the Bible by saying “two Corinthians” instead of “second Corinthians”. The most illustrative part of his speech:

“We are going to protect Christianity. And I can say that. I don’t have to be politically correct, or... We are going to protect it. [...] And I hear this is a major theme here [Liberty University], two Corinthians, right? Two

Corinthians, 3:17, that's the whole ball game. Where the spirit of the Lord... Right? Where the spirit of the Lord is, there is liberty. And here there is Liberty College... But, Liberty University, but it is so true. You know, when you think, and that is really... Is that the one? Is that the one you like? I think that's the one you like, because I loved it. And it is so representative of what is taking place. But we are going to protect Christianity. [...] I'm a Protestant, I'm very proud of that. Presbyterian to be exact, but I'm very proud of it. Very, very proud of it." (Youtube 2016).

One person to doubt Trump's faith is Pope Francis, in reaction to Trump's plan to build a wall between Mexico and the United States. On a flight back to the Vatican after visiting Mexico on February 18, he said;

"A person who only thinks about building walls and does not focus on build bridges is not a Christian. [...] I'm just saying that this man is not a Christian." The same day, Trump reacted to this statement. "He actually said that maybe I'm not a good Christian or something, it is unbelievable. It is really not a nice thing to say. [...] If and when the Vatican is attacked by ISIS, which is ISIS' ultimate trophy, I can promise you that the Pope would have only wished and prayed that Donald Trump would have been president. Because this would not have happened, ISIS would have been eradicated, unlike now, with our all-talk-no-action politicians."

Though most accounts of Trump's alleged Christianity seem to be highly critical and skeptical, Pastor Paula White has known a wholly different side of Trump, that she calls a "14-year conversation about God and love and a plethora of things." She regards Trump as a growing Christian.

Hillary Clinton has been brought up in a Methodist family, in which actions were favored over words. In her book *It Takes a Village and Other Lessons Children Teach Us* she wrote that: "Religion figures in my earliest memories of my family. Our spiritual life as a family



was spirited and constant. We talked with God, walked with God, ate, studied and argued with God. Each night, we knelt by our beds to pray before we went to sleep.” Though her actions may not be obvious or speak loud, she has said to carry a Bible in her purse, reading scriptures daily and joining prayer groups in the Senate (Barbaro 2016; Martin 2015).

In Knoxville, Iowa, Clinton opened up about her religious beliefs at a gathering in the School District Administration Office on February 1<sup>st</sup> this year.

“I am a Christian, I am a Methodist. And I have been very disappointed that Christianity is sometimes used to judge so harshly. Love you neighbor as yourself. That is what I think we are commanded by Christ to do. Taking care of the poor. Visiting the prisoner. Taking in the stranger. Being more respectful to people with different life experiences is part of my faith.” (Youtube 2016).

At the CNN Democratic debate in Flint, Michigan, Clinton elaborates;

“I have said many times that, I am a praying person. And if I hadn’t been, during the time I was in the White House, I would have become one. Because it is very hard to imagine living under that kind of pressure, without being able to fall back on prayer and on my faith. I still pray for people in authority. I try to think about what they are going through, even if I disagree with them. [...] I pray on a pretty regular basis during the day, because I need that strength and I need that support.” (Youtube 2016).

## 2. DATA AND RESEARCH METHODS

Whereas most politicians have been using Twitter for over the past decade, Obama revolutionized campaigning by using Facebook in 2012. This year, Instagram is taking over in the presidential campaign. The social medium officially launched on October 6 in 2010, now there are more than 500 million users on Instagram. Results from a PEW Research Center study show that this form of social media has surpassed Twitter in terms of user numbers. Especially 18-to-29-year-olds turn to Instagram, making up 53% of the total users. Another group that is significantly active, are the racial minorities. 38% of African Americans and 34% of Latinos are on Instagram, compared to 21% of the whites. With the millennials and the racial minorities on this medium, the remaining candidates for presidency could not stay behind (Blake 2015; Harvey 2013, 695; PEW Research Center 2014).

The method that will be applied in this research, is the analysis of the Instagram accounts of both Donald J. Trump and Hillary Clinton. But first of all, let's look into the medium itself, the popular method of visual communication. Instagram is a form of social media, described as a "fun and quirky way to share your life with friends through a series of pictures". These photos can be transformed with a filter, to make them look more professional (Instagram 2016). Nowadays, it is also possible to post short videos. If desired, the user can also add a description next to the photo or video that they have shared on their account. A method specific to Instagram is the use of "hashtags" (#), allowing people to cluster their experiences in this online community. Other users of Instagram can "like" each other's posts by pressing the heart button or follow someone's account. In some cases, it is not necessary to create an account of your own to see one another's posts, as some people have publicly accessible profiles. Most importantly, it is a growing medium that reaches many people, as it is readily available, that allows the user to represent themselves as they wish. In politics it is used not only to show images of the candidates speaking at campaign rallies or meeting with political supporters, but also to get closer to their personal lives through behind-the-scenes situations. Instagram aims to allow people to experience moments in the lives of others through pictures, connecting the world through photos. After all, the English idiom has taught us that "a picture is worth a thousand words" (Harvey 2013, 695; Instagram 2016).

As mentioned, both Donald J. Trump and Hillary Clinton have openly accessible Instagram accounts, respectively @realdonaldtrump and @hillaryclinton. Donald J. Trump's starting

page on Instagram reads: **Donald J. Trump** #Trump2016 #MakeAmericaGreatAgain! [www.DonaldJTrump.com](http://www.DonaldJTrump.com). He has posted 1131 photos and videos at the moment of this research, reaching 2.7 million followers on Instagram. Hillary Clinton has stated the following on her account: **Hillary Clinton** Doting grandmother, among other things. [hrc.io/IWillVote](http://hrc.io/IWillVote). She has 2.6 million followers on this social medium, whom she has shared 798 posts with so far.

In a research like this, one must remember that what is seen on Instagram merely represents social life through the eyes of an individual, believing they represent society as a whole. This inevitably leads to the problem of interpretation of these images. Burke (2001, 187-188) therefore emphasizes four important points for the analysis of depictions. First of all, what is shown is not a direct reflection of the social world as it is. Secondly, the testimony given by a picture should be placed in its broader context of time and place, including the notion of the function that the image serves. A third remark is that a series of images is more reliable than an individual image, making a ‘serial history’ more useful as well. Finally, the observer needs to read between the lines of the picture. Significance is often found in the small details, or in the absent.

In regard of The Netherlands Code of Conduct for Academic Practice, this research is constructed on the six principles of honesty and scrupulousness, reliability, verifiability, impartiality, independence and responsibility (VNSU 2014). Therefore, all data used is provided in chronological order in the Appendix. Since the analysis of the two social media accounts is subject to interpretation, an attempt has been made to systematically categorize the content of the photo or video shown and the text accompanying this photo or video. Both social media accounts will be analyzed from July 22, 2016, the day Trump was officially nominated by the Republican party for presidency, until September 30 2016. All individual posts between these two dates are categorized for containing any form of religious sentiment as “civil religion” “Christianity” or “none”. As mentioned in the Theoretical Background, American civil religion is an institutionalized collection of sacred beliefs about the American nation (Bellah 1967). The content of the post is judged upon its implicit or explicit message, dependent on either the overall setting of the photo or video, the text accompanying the photo or video, or the focus of the post in its entirety. According to Jason Spring, markers of religion or civil religion include practices, symbols, mottos, myths, ritual, and consecrated spaces and times that serve to unify and integrate the disparate parts and individuals of society into a cohesive whole. Examples hereof are the national flag, Thanksgiving, the American

eagle or references to a common enemy that threatens the American identity. The aforementioned components help to tie a group of people together, by representing their shared values (Omer & Springs 2013, 51). For civil religion, these entail beliefs in the values of liberty, justice, charity, and personal virtue. Though civil religion does share a lot of aspects with Judeo-Christian denomination, the motivation will elaborate on my choice to either mark a post as civil religion or traditional religion in the form of Christianity.

The systematically organized data of the Instagram posts takes into account the date and the form of the item, its accompanying text, the religious sentiment that it carries and a motivation of this religious sentiment. The categorized data will be entered into SPSS Statistics, a statistical computer program. Because the posts are classified as “civil religion”, “Christianity” and “none”, the variable is considered to be nominal. This means that the groups are equal among each other.

### 3. RESULTS

After having systemized the information from both Trump and Clinton’s Instagram accounts, the data has been entered into SPSS. As it turned out, Trump has posted 192 photos and videos on his Instagram account between July 22 and September 30. Out of these 192, more than half does not carry any religious sentiment. 49% of his post does include the notion of civil religion, whereas only one post contains a hint towards the Christian faith. In comparison, Clinton has provided 139 pieces of material on this specific social medium. Although she is less active on Instagram than Donald Trump, she does have more posts implying civil religion (63.3%). In 48 cases of activity in the set period of time, she does not seem to make any specific religious connotations. Finally, Clinton refers to Christianity three times. All statistical information for Donald Trump can be found in Table 1.1., Hillary Clinton is represented by Table 1.2.

**Trump**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	97	50,5	50,5	50,5
Civil religion	94	49,0	49,0	99,5
Christianity	1	,5	,5	100,0
Total	192	100,0	100,0	

Table 1.1.

**Clinton**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	48	34,5	34,5	34,5
Civil religion	88	63,3	63,3	97,8
Christianity	3	2,2	2,2	100,0
Total	139	100,0	100,0	

Table 1.2.

#### 4. ANALYSIS

As shown in the chapter Results, Donald Trump is more active on Instagram than Hillary Clinton, with 192 versus 239 posts of videos and photos. However, Clinton shares more sentiments of religiosity, both of Christianity (2.2%) and civil religion (63.3%). In contrast to Trump, who only refers to Christianity once (0.5%), though he does imply civil religion in almost half of his posts (49%). But what is behind these numbers?

Despite the fact that Trump only refers to Christianity once, it is possible that he has posted this message himself. On August 19, after some severe floods in the South of the United States, he stated: “Please keep the amazing people of Louisiana in your thoughts and prayers.” As praying is regarded as a Christian activity in this context, it was marked for Christianity. When looking at the photos and videos behind the numbers, it turns out that all posts of Clinton referring to Christianity were not put online by her personally, nor by her staff. The first two, both on July 23, were posted and signed by Tim Kaine, Clinton’s running mate. In the first text he mentions: “I’m a Catholic, and she’s a Methodist, but her creed is the same as mine: Do all the good you can.” He elaborates on the subject in a second post: “I went to a Jesuit boys school ... That’s were my faith – which had always been important to me – became something even more vital.” Three days later, a picture with a text of Clinton’s oldest delegate Jerry is shown. The 102 year old woman explains that she has asked God to see the first woman to be nominated for president. Moreover, she mentions heaven. This lead to a categorization for Christianity. But even though the three expressions of Christian faith might not have come from Hillary Clinton herself, they were posted on her Instagram account, linking them to her.

In regard of references to civil religion, percentages were a lot higher for both candidates. In absolute numbers, Trump’s posts were linked to religious nationalism 94 times out of 192, and Clinton scored 88 out of 139. Thus 49% of the photos and videos on Trump’s account are considered to contain hints to civil religion, whereas Clinton is accountable for 63.3%. Strikingly. Trump repeatedly uses a small selection of pictures of himself in front of a large flag of the United States of America. The quotes that are placed in the photo do change to fit the occasion. Another remarkable aspect that was detected from the Instagram account, is that Trump is surrounded by one or multiple flags when he is giving a speech. The pictures often show a large body of people surrounding him. In the content of his posts, Trump tends to

focus on potential dangers for the United States of America. Not only does he refer to radical Islam, an increase in refugees, or a lack of democracy in the nation, but he also warns the American people for Hillary Clinton. In the eyes of Trump she is a potential hazard to the country, therefore he does not hesitate to point out her flaws. Another remarkability is retrieved from the texts accompanying the posts, that often contain the “hashtags”: #MakeAmericaGreatAgain, #TrumpTrain, #TrumpPence, #MakeAmericaSafeAgain, #ImWithYou, #CrookedHillary and #LawAndOrder.

While Donald Trump is rather pessimistic concerning the current state of the United States and its future, hence his slogan “Make America great again”, Hillary Clinton shows the opposite through this form of social media. Recurring themes are the empowerment of women, family and an inclusive attitude towards all Americans. Her greatest supporter, President Barack Obama, appears to be her trump and is shown multiple times. Overall, Clinton brings about a vibe of positivity on her Instagram account, depicting people from all walks of life and a sense of humor. In contrast to Trump, she does not viscosly attack him, but rather makes fun of her opponent. Most of her posts that were marked to contain an aspect of civil religion, that confirm the values that make up the national identity or show rituals. Many pictures show Hillary Clinton at the Democratic Convention, her among a diverse crowd of people with a quote, or at the first Presidential Debate. Surprisingly, Clinton did not post anything on 9/11, a day that has reaffirmed the identity of the American people. Concerning the use of “hashtags”, Clinton sporadically uses: #LoveTrumpsHate, #SheWon, #DemConvention or #DebateNight. Rather, the pictures and videos she has posted are provided with an elaborate text.

## 5. CONCLUSION

This research has aimed to find an answer to the question: *To what extent do traditional and civil religion play a role in the 2016 presidential elections in the United States of America?* In order to provide an argument based on the analysis of the Instagram accounts of both Donald Trump and Hillary Clinton, all crucial information from this research will be bundled, constructing a conclusion to this quest.

From its very first beginnings, the United States has been home to a great number of Christian denominations. Though England attempted to install the Anglican Church in her colonies, the land became a place of refuge for all forms of Christianity. During the Great Awakening, the people realized that England did not only oppress them in their religious life, but in many other aspects as well. This clash between the colonies and the motherland eventually led to a revolt; the American Revolution. After gaining independence the Constitution was drafted by the Founding Fathers. Most important was the principle of democracy, through the separation of powers. This political system would not allow any form of tyranny. In the First Amendment to the Constitution of the United States, it has been stated that Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof. This is an example among many, but regardless of which, religion has found its way back into politics. Not only do many presidents swear the oath at the inauguration on the Bible, they often finish their speeches with the phrase “God bless America”.

However, the question is whether these references to religious faith are necessarily Christian. Robert N. Bellah pointed out the presence of civil religion in the United States. In this form of nationalism, people regard their country as chosen by God over the rest. The special status brings about a privileged position in the world. Civil religion also brings about its own system of beliefs, symbols, rituals and holidays. These are ought to be respected, as they are in a way sacred and often to a large extent institutionalized in the collective. To find an answer to the research question, a distinction has been applied between Christianity and civil religion.

The method used entails the analysis of the Instagram accounts of both Trump and Clinton. The specific social medium has been chosen for its accessibility, popularity and content. As mentioned, an image is worth a thousand words. In addition, it is possible to retrieve implicit and explicit references to religiosity from the combination of pictures or videos and texts.



Therefore, the posts between July 22 and September 30 were judged on their content, to be categorized for “Christianity”, “Civil religion” or “None”. These are chronologically enlisted, including motivations for the category of choice, in the Appendix. After filing the data into SPSS, statistics allowed the formulation of an answer to the question: *To what extent do traditional and civil religion play a role in the 2016 presidential elections in the United States of America?*

As the results imply, aspects of civil religion are much more represented in the posts on Instagram for both candidates than Christianity. Trump’s account refers to the phenomenon in 49% of the cases, whereas Clinton does this 63.3% of the time. This is in stark contrast to notifications of Christian faith, 0.5% on Trump’s behalf and 2.2% for Clinton. Though these results do not necessarily mean that civil religion plays a more important role than Christianity, it might very well be an indicator. This could be explained through the idea that the American identity might be more valuable to the Americans, than their Christian faith. Another explanation could lie in the role of the millennials, who no longer adhere to institutionalized religions, like Christianity. Moreover, civil religion could also be used as a common denominator among the citizens of the United States, rather than Christianity. After all, the future president aims to appeal to all citizens.

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## APPENDIX

No.	Name	Term	Religious denomination
1	George Washington	1789 - 1797	Episcopalian
2	John Adams	1797 – 1801	Unitarian
3	Thomas Jefferson	1801 – 1809	No formal affiliation
4	James Madison	1809 – 1817	Episcopalian
5	James Monroe	1817 – 1825	Episcopalian
6	John Quincy Adams	1825 – 1829	Unitarian
7	Andrew Jackson	1829 – 1837	Presbyterian
8	Martin Van Buren	1837 – 1841	Dutch Reformed
9	William Henry Harrison	1841	Episcopalian
10	John Tyler	1841 – 1845	Episcopalian
11	James K. Polk	1845 – 1849	Presbyterian
12	Zachary Taylor	1849 - 1850	Episcopalian
13	Millard Fillmore	1850 – 1853	Unitarian
14	Franklin Pierce	1853 – 1857	Episcopalian
15	James Buchanan	1857 – 1861	Presbyterian
16	Abraham Lincoln	1861 – 1865	No formal affiliation
17	Andrew Johnson	1865 - 1869	Christian
18	Ulysses S. Grant	1869 – 1877	Methodist
19	Rutherford B. Hayes	1877 – 1881	Christian
20	James A. Garfield	1881	Disciples of Christ
21	Chester Arthur	1881 – 1885	Episcopalian
22	Grover Cleveland	1885 - 1889	Presbyterian
23	Benjamin Harrison	1889 – 1893	Presbyterian
24	Grover Cleveland	1893 – 1897	Presbyterian
25	William McKinley	1897 – 1901	Methodist
26	Theodore Roosevelt	1901 – 1909	Dutch Reformed
27	William Howard Taft	1909 – 1913	Unitarian
28	Woodrow Wilson	1913 – 1921	Presbyterian
29	Warren G. Harding	1921 – 1923	Baptist

30	Calvin Coolidge	1923 – 1929	Congregationalist
31	Herbert Hoover	1929 – 1933	Quaker
32	Franklin D. Roosevelt	1933 - 1945	Episcopalian
33	Harry S. Truman	1945 – 1953	Baptist
34	Dwight D. Eisenhower	1953 – 1961	Presbyterian
35	John F. Kennedy	1961 – 1963	Catholic
36	Lyndon B. Johnson	1963 – 1969	Disciples of Christ
37	Richard Nixon	1969 – 1974	Quaker
38	Gerald Ford	1974 - 1977	Episcopalian
39	Jimmy Carter	1977 – 1981	Baptist
40	Ronald Reagan	1981 – 1989	Presbyterian
41	George Bush	1989 – 1993	Episcopalian
42	Bill Clinton	1993 – 2001	Baptist
43	George W. Bush	2001 – 2009	Methodist
44	Barack Obama	2009 - present	Christian

Instagram account Donald J. Trump: @realdonaldtrump

Date	Form	Text accompanying post	Religious sentiment	Motivation
July 22, 2016	Photo	#Repost @ivankatrump	Civil religion	Trump accepting nomination on stage, surrounded by his family, thumbs up.
July 22, 2016	Photo	Busy week for Ivanka, Tiffany, Don, and Eric! Proud of them all!	None	Family pictures, showing pride of his children.
July 22, 2016	Photo	No Borders = No Nation #TrumpIsWithYou1	Civil religion	Picture of sheriff Joe Arpaio with quote: “A nation without borders and without laws is no nation at all.” Implying that the safety of the nation is at stake.
July 22, 2016	Video	#TrumpIsWithYou #TrumpPence20161	Civil religion	Donald Trump accepting nomination in front of many flags.
July 22, 2016	Photo	FORMAL ACCEPTANCE OF THE NOMINATION! #TrumpPence16	Civil religion	Formal acceptance in front of flags.
July 22, 2016	Photo	Thank you #America!	Civil religion	Trump celebrating his nomination on stage with family and others, red, white and blue confetti falling down.
July 22, 2016	Photo	#TrumpPence2016	Civil religion	Trump and Pence standing together in front of the flag.
July 22, 2016	Photo	I AM YOUR VOICE! #TrumpPence2016 #TrumpIsWithYou #MakeAmericaGreatAgain	Civil religion	Trump on stage in front of flags.
July 24, 2016	Photo	I'm with you! #trumpence2016	Civil religion	Picture of Trump in front of flag, quote saying: “I’m with you, I will fight for you, and I will win for

				you.” Implying unity and victory of nation.
July 25, 2016	Photo	MAKE AMERICA SAFE AND GREAT AGAIN! #TrumpPence16 #TrumpTrain	Civil religion	Text urging to make America safe and great again, picture showing Trump in front of a poll, stating that Trump would better handle terrorism.
July 26, 2016	Photo	Thank you #Nevada! #TrumpPence16 #TrumpTrain #MakeAmericaGreatAgain	None	Poll showing popularity Trump in Nevada.
July 26, 2016	Photo	Thank you #NewHampshire! #TrumpPence16 #TrumpTrain	None	Poll showing popularity Trump in New Hampshire.
July 27, 2016	Photo	Thank you #Ohio! #TrumpPence16 #TrumpTrain #MakeAmericaGreatAgain	None	Poll showing popularity Trump in New Hampshire.
July 27, 2016	Photo	Great new poll! Thank you #America! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	None	Poll showing overall popularity Trump.
July 28, 2016	Photo	#MakeAmericaGreatAgain! #TrumpTrain #TrumpPence16	Civil religion	Picture of Trump in front of flag, quote: “We will lead our country back to safety, prosperity, and peace.” Promise of better future for the American people.
July 28, 2016	Photo	Together, we will #MakeAmericaGreatAgain! #TrumpTrain	Civil religion	Picture of Trump with police men, implying his focus to safeguard America.
July 28, 2016	Photo	Thank you for an incredible evening, #Toledo, #Ohio! #TrumpPence16 #MakeAmericaGreatAgain	None	Picture of crowd, text thanking Ohio.
July 28, 2016	Video	Bernie caved! #MakeAmericaGreatAgain	Civil religion	Video showing Bernie Sanders lacking leadership, Trump depicted as strong leader.
July 29, 2016	Video	#CrookedHillary	None	Video compilation of Hillary Trump with focus on dishonesty
July 29, 2016	Photo	#ThankYou!	None	Picture of Trump thanking people that follow him on social media
July 29, 2016	Video	Even Bill is tired of the lies, SAD! #trumppence2016	None	Video of Bill Clinton falling asleep.
July 30, 2016	Photo	WOW! Amazing evening in #Denver, #Colorado. Thank you for your support - I am grateful! We need you in November - to get out and #VOTE. Will be back soon! #TrumpPence16 #TrumpTrain	Civil religion	Donald Trump in front of a number of flags and supporters with signs saying “Make America great again”.
August 1, 2016	Photo	Thank you for your incredible support #Virginia, and #Oklahoma! TOGETHER, we are going to MAKE #AMERICA SAFE AND GREAT AGAIN! -DJT #TrumpTrain #TrumpPence16	Civil religion	Trump wearing hat “Make America great again” and text pledging to make America safe and great again.
August 2, 2016	Photo	Great afternoon in #Ohio & a great evening in #Pennsylvania - departing now. See you tomorrow #Virginia! #MakeAmericaGreatAgain #TrumpTrain #TrumpPence16	Civil religion	Trump in his lavish plane, eating Kentucky Fried Chicken. Regarded as typical American food, while living the American dream.
August 2, 2016	Video	The Washington Post calls out Crooked Hillary for what she REALLY is! A PATHOLOGICAL LIAR. Watch that nose grow! #TrumpTrain #TrumpPence16	None	Video compilation of Clinton about the classified e-mails.
August 2, 2016	Photo	An amazing morning in #Virginia! We will have to get much larger venues going forward - I can't thank you enough for all of your support. Lets MAKE #AMERICA GREAT AGAIN! #TrumpTrain #TrumpPence16	Civil religion	Trump standing in front of American flags, giving a speech.
August 3, 2016	Photo	Catch some of my #DaytonaBeach, #Florida rally- via FB LIVE. #TrumpCam #TrumpTrain #Facebook #TrumpRally #SocialMedia	None	Picture of large crowd, promoting to follow speech live via Facebook



		CUT&PASTE ➡ □ <a href="https://www.facebook.com/DonaldTrump/videos/10157431611975725/">https://www.facebook.com/DonaldTrump/videos/10157431611975725/</a>		
August 4, 2016	Photo	Thank you to the amazing law enforcement officers today- in #DaytonaBeach, #Florida! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	Civil religion	Donald Trump surrounded by enforcers of the law.
August 4, 2016	Photo	Departing #Jacksonville, #Florida with #General Flynn & team. #TrumpTrain #MakeAmericaGreatAgain	None	Picture of Trump and his crew.
August 5, 2016	Photo	Thank you #Portland, #Maine! #MakeAmericaGreatAgain #TrumpTrain #USA	None	Picture of Trump on stage, speaking. Thanking Maine.
August 6, 2016	Photo	Governor Mike Pence and I appreciate your incredible support this afternoon #IOWA! This is a MOVEMENT! Together - WE will MAKE #AMERICA SAFE AND GREAT AGAIN! #TrumpTrain #TrumpRally	Civil religion	Trump and Pence looking victorious on stage, in front of number of American flags.
August 6, 2016	Photo	Thank you #GreenBay, #Wisconsin! #TrumpTrain	Civil religion	Picture of crowd and Trump on stage, highlighted in front of flags.
August 6, 2016	Photo	GOOD LUCK #TeamUSA! We will be watching the RED, WHITE, AND BLUE - supporting each and everyone of you! #USA #Olympics #Rio #2016	Civil religion	Trump wishing national team good luck, picture shows Trump with thumbs up in front of flag.
August 7, 2016	Photo	With my team, and GOP Chairman Reince Priebus today. A terrific day so far -- off to #NewHampshire now! I am in this to WIN it with YOU - so we can MAKE AMERICA SAFE AND GREAT AGAIN- IMMEDIATELY! -DJT #TrumpTrain #TrumpPence16	None	Trump and Priebu in a plane.
August 8, 2016	Photo	#Energy Reform #MakeAmericaGreatAgain #TrumpTrain #TrumpPence16	Civil religion	Promoting stance on economics, picture shows flag, text of economic speech implies that the nation is in danger without his action.
August 9, 2016	Photo	#Trade Reform #TrumpTrain #MakeAmericaGreatAgain #USA #America	Civil religion	Text on photo implies superiority of the country.
August 9, 2016	Photo	Regulatory Reform #MakeAmericaGreatAgain #TrumpTrain #USA #America	None	Negative remarks about current state of affairs.
August 9, 2016	Photo	#Tax Reform #MakeAmericaGreatAgain #TrumpTrain #America #USA	None	Negative remarks about current state of affairs.
August 9, 2016	Photo	Thank you #Wilmington, #NorthCarolina! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16 #USA	None	Picture of large crowd, Trump on screen.
August 10, 2016	Photo	Thank you #Fayetteville, #NorthCarolina! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	Civil religion	Trump in front of large flag, small flags next to him.
August 10, 2016	Photo	Miners have one last shot in this election - the coal industry will be nonexistent if Crooked Hillary Clinton wins the presidency this fall. It is time to MAKE AMERICA GREAT AGAIN! #TrumpTrain #USA	Civil religion	Presenting coal miners in a number of pictures, showing their Americanness. Flag on picture.
August 11, 2016	Photo	Great evening in #FtLauderdale, #Florida! Thank you! #TrumpTrain #MakeAmericaGreatAgain #USA	None	Picture of Trump and crowd.
August 12, 2016	Photo	Thank you #Kissimmee, #Florida! #MakeAmericaGreatAgain #TrumpTrain #USA #Kissimmee #TrumpPence16	None	Picture of crowd.
August 12, 2016	Photo	Unbelievable! Thank you #Erie, #Pennsylvania. This is a MOVEMENT! I have no doubt that we are going to WIN -- and MAKE #AMERICA SAFE AND	None	Picture of crowd.

		GREAT AGAIN! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16		
August 13, 2016	Photo	THANK YOU #Altoona, #Pennsylvania! Another beautiful rally with the #TrumpTrain. It is time to MAKE #AMERICA GREAT AGAIN! #TrumpTrain #USA	Civil religion	Trump on stage in front of number of flags.
August 15, 2016	Photo	Today I delivered my #ForeignPolicy speech in #Ohio. #MakeAmericaSafeAgain #TrumpPence16 #TrumpTrain	Civil religion	Picture of Trump in front of flag, quote: "We will give a voice and a friend to moderate muslim reformers, and together, we will end the reign of terror and oppression." Showing inclusive attitude to Americans.
August 15, 2016	Photo	#MakeAmericaSafeAgain #TrumpPence16 #TrumpTrain	Civil religion	Trump with hand on his heart, quote: "Radical Islam openly oppress women, he LGBTQ community, Christian, and Jews. We must define the ideological terms of our struggle, preventing the admission of those who oppose – and want to destroy – our values." Demonstrating inclusive attitude and common enemy.
August 15, 2016	Photo	#MakeAmericaSafeAgain #TrumpPence16 #TrumpTrain	Civil religion	Picture of large military vessel, quote: "Regime changes do nothing to end ISIS except allow radical Islam to grow, thrive, and continue their reign of terror. We will destroy ISIS at its core." Pointing out enemy and protection of American people.
August 16, 2016	Photo	We cannot allow this! We must #MakeAmericaSafeAgain! #TrumpPence16 #TrumpTrain	None	Picture of Clinton and quote: "Hillary Clinton will increase Syrian refugees by 550% without a realistic screening process." Provoking fear of others among Americans.
August 16, 2016	Photo	#MakeAmericaSafeAgain #TrumpPence16 #TrumpTrain	Civil religion	Picture of Trump in front of flag, quote: "A nation without borders is not a nation at all. We must have a wall. The rule of law matters." Implying that the democracy of America is at stake.
August 16, 2016	Photo	#MakeAmericaGreatAgain #TrumpPence16 #TrumpTrain	Civil religion	Picture of Trump with thumbs up, quote: "The choice in November is a choice between a Clinton agenda that puts donors first or a new agenda that puts America first." Implying he will help America.
August 16, 2016	Photo	#MakeAmericaGreatAgain #TrumpTrain	Civil religion	Picture of Trump, quote: "Americans must know that we are putting the American people first again." Pointing out the privileged position of Americans.
August 17, 2016	Photo	Thank you #Wisconsin! #LawandOrder #ImWithYou #MakeAmericaGreatAgain #TrumpTrain	Civil religion	Trump in front of flags on stage.
August 17, 2016	Photo	#MakeAmericaGreatAgain #ImWithYou #LawandOrder #TrumpTrain	None	Photo of Trump with negative quote about Hillary Clinton.
August 17, 2016	Photo	#AmericaFirst #ImWithYou #TrumpTrain	Civil religion	Picture of Trump with quote: "It is time for rule by the people, not rule by special interests." Highlighting the principle of democracy, which is important in the USA.
August	Photo	This afternoon - I hosted a very informative	None	Picture of a meeting.

17, 2016		#national #security roundtable at Trump Tower. I assure you -- with a Trump Administration, we will make the #safety & security of our nation a top priority. We will MAKE #AMERICA SAFE AGAIN! Donald J. Trump #TrumpPence16 #TrumpTrain #USA		
August 19, 2016	Photo	Please keep the amazing people of Louisiana in your thoughts and prayers.	Christianity	Text implies Christian ritual of praying.
August 19, 2016	Photo	Received a briefing with Governor @mike.pence at the Acension Parish, Emergency Operations Center. THANK YOU to all of the first responders! You are all HEROES!	None	Trump in an office, speaking with policemen.
August 20, 2016	Photo	Thank you #Michigan. This is a MOVEMENT. We are going to MAKE #AMERICA SAFE AND GREAT AGAIN! #TrumpTrain #TrumpPence16	None	Picture of crowd.
August 21, 2016	Photo	Thank you #Virginia! We will bring America together as ONE country again – united as Americans in common purpose and common dreams. #MAGA	Civil religion	Picture of Trump in front of large flag, text speaking about uniting America again.
August 22, 2016	Photo	Thank you Louisiana. Stay strong. America is with you! #TrumpTrain #TrumpPence16 #MAGA	None	Campaigners promoting Trump.
August 22, 2016	Photo	In Ohio with America's Mayor, Rudy Giuliani- attending a round table meeting with the Fraternal Order of Police - at Akron Lodge 7. I am extremely grateful for their time & feedback this afternoon. Thank you! #TrumpTrain #TrumpPence16	None	Picture of Trump in meeting.
August 22, 2016	Photo	Thank you to the 300+ who participated in a Trump sign waving yesterday- in #Miami, #Florida! #Love the photos! Together we are going to MAKE AMERICA GREAT AGAIN! #TrumpTrain #TrumpPence16	None	Multiple pictures of Trump fans.
August 23, 2016	Photo	This is a MOVEMENT! A movement to take back our country, and MAKE IT GREAT AGAIN! Thank you for a fabulous evening, #OHIO! It is so important for you to get out an VOTE in November. Tonight was a special night - I will be back real soon! #TrumpTrain #TumpPence16 #MakeAmericaGreatAgain #USA	None	Picture of crowd.
August 23, 2016	Photo	#MakeAmericaGreatAgain #TrumpPence16 #USA	Civil religion	Picture of Trump in front of flag, quote: "It is time to vote for a new American future." Implying that better times will come for the citizens.
August 23, 2016	Photo	With some of our AMAZING BORDER PATROL AGENTS this afternoon in #Austin, #Texas. I am grateful for their endorsement, along with 16,500 of their fellow AGENTS - to be your next PRESIDENT OF THE UNITED STATES OF AMERICA. I will not let you down! #USA #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	Civil religion	Picture with law enforcement, text implies that without them the country would be in danger.
August 24, 2016	Photo	Will be participating in a Town Hall tonight on Sean Hannity - at 10pmE from #Austin, #Texas. Enjoy! #TrumpTrain #TrumpPence16 #USA @foxnews @donaldjtrumpjr	Civil religion	Large flag behind a number of people on a stage.
August 24, 2016	Photo	Thank you #TEXAS!	Civil religion	Picture of crowd, flag and people holding up letters of Trump's name.

		We are going to declare our independence from failures of the past and create a New American Future. Once again, we will have a government of, by, and for the people. Americanism, not globalism, will be our credo. #TrumpTrain #TrumpRally #MakeAmericaGreatAgain		
August 24, 2016	Photo	I am at the #Florida State Fairgrounds & just received some great poll information. Thank you for your incredible support. This is a MASSIVE MOVEMENT to MAKE #AMERICA GREAT AGAIN! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	None	Poll showing Trump's success.
August 24, 2016	Photo	Thank you #Tampa, #Florida! #TrumpTrain #MakeAmericaGreatAgain #USA #America	None	Picture of Trump in crowd.
August 25, 2016	Photo	Don't miss #Hannity - tonight at 10pmE -- join us! #TownHall #TrumpTrain #MakeAmericaGreatAgain #USA #America.	None	Pictures of Trump in a television show.
August 25, 2016	Photo	Thank you #Mississippi! I love you! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	None	Picture of Trump on stage.
August 26, 2016	Photo	Thank you #NewHampshire! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	Civil religion	Trump in front of number of flags.
August 26, 2016	Photo	So proud of you @ivankatrump! One way - or another - I will be on Pennsylvania Avenue in #Washington, #DC. Lets WIN in November, #TrumpTrain! #MakeAmericaGreatAgain #TrumpPence16	None	Expressing his pride of his daughter, Ivanka, who is shown in the picture.
August 26, 2016	Video	#CrookedHillary has bad judgement. She is not fit to be #President! #USA #HillaryClinton #FlashbackFriday	None	Video of Hillary Clinton as a racist.
August 26, 2016	Video	The Clinton's are the real predators...	None	Video of Hillary Clinton, calling her a predator, accusing her of racism.
August 27, 2016	Photo	I am forever grateful to everyone who volunteers for our MOVEMENT! Thank you to everyone in #Florida - as they look to register 100,000 voters by September 10th - deploying 3 mobile offices! YOU CAN DO IT! Keep me updated, as together WE are going to MAKE #AMERICA SAFE AND GREAT AGAIN! I #love you! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	Civil religion	Pictures of Trump with flags.
August 27, 2016	Photo	Thank you #Florida! #TrumpTrain #TrumpPence16	Civil religion	Trump with thumbs up in front of large flag.
August 27, 2016	Photo	Thank you #America! I will NOT let you down! #TrumpTrain #TrumpPence16	Civil religion	Poll with Trump in background and flag.
August 27, 2016	Photo	Thank you #IOWA! Remember- everyone needs to get out and VOTE this November. If you all do - WE will WIN! #MakeAmericaGreatAgain #TrumpTrain	Civil religion	Picture of crowd with flag.
August 28, 2016	Photo	"She'll say, anything and change nothing." Barack Obama   2008	None	Picture of President Obama and Clinton with quote.
August 30, 2016	Photo	Thank you #America! Together, we will MAKE #AMERICA GREAT AGAIN! #TrumpTrain #ImWithYou #TrumpPence16	None	Picture of Trump with quote: "Now it's time for new leadership."
August 30, 2016	Video	#CrookedHillary #Lies	None	Compilation of Clinton's lies.
August 30, 2016	Photo	#MakeAmericaGreatAgain #TrumpTrain #TrumpPence16	Civil religion	Trump in front of flag, quote: "To all our friends and allies, I say America is going to be strong again. America is going to be a reliable

				friend and ally again.” Implying faded greatness of the state.
August 30, 2016	Photo	Thank you #America! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	None	Picture of Donald Trump in crowd with poll.
August 31, 2016	Photo	Thank you#Everett, #Washington! #TrumpTrain #MakeAmericaGreatAgain	None	Photo of large crowd.
September 1, 2016	Photo	Just landed in #Arizona - to deliver my Immigration Speech at the #Phoenix Convention Center. I had a great trip to #Mexico today - wonderful leadership and high quality people. Look forward to our next meeting! #TrumpTrain #MakeAmericaGreatAgain	None	Picture of Trump shaking hands with Mexican president Enrique Pena Nieto.
September 1, 2016	Photo	Thank you #Phoenix, #Arizona! I appreciate all of your support! #TrumpTrain #MakeAmericaGreatAgain	Civil religion	Trump in front of large number of flags.
September 1, 2016	Video	Thank you to President Enrique Pena Nieto - for the invitation to meet with him in Mexico City, Mexico. Wonderful leadership and high quality people! I look forward to our next meeting. #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	None	Video of Trump arriving at the Mexican president.
September 2, 2016	Photo	Now is the time for all of us as ONE COUNTRY, Democrat, Republican, Liberal, Conservative, to band together - to deliver justice, safety and security for ALL AMERICANS. #TrumpTrain #MakeAmericaGreatAgain	Civil religion	Trump with quote: “Now is the time for all of us as one country, democrat, republican, liberal, conservative, to band together to deliver justice, safety and security for all Americans.” Implies unity of USA.
September 2, 2016	Photo	Thank you #Iowa! #TrumpTrain	Civil religion	Picture of crowd with flags.
September 2, 2016	Photo	Thank you #America! Together, WE will #MakeAmericaGreatAgain! #TrumpTrain #USA	Civil religion	Trump with thumbs up in front of flag.
September 2, 2016	Photo	I had a terrific afternoon in #Philadelphia with African-American Leaders. I am grateful for their support, and kind words. I learned a lot from them - and I am thankful for their time spent with me. Together, WE will MAKE #AMERICA GREAT AGAIN! #TrumpTrain #MakeAmericaGreatAgain #Pennsylvania #VOTE #USA	Civil religion	Trump with African-American people in front of flag. Showing inclusive attitude towards all Americans.
September 3, 2016	Photo	Thank you! #AmericaFirst #ImWithYou #TrumpTrain	None	Picture of Trump with crowd and poll.
September 3, 2016	Photo	I am having an amazing time here in Detroit, with the incredible people - very grateful, THANK YOU!	None	Donald Trump on stage with African-Americans.
September 3, 2016	Photo	@realbencarson showing me a massive tree - in his old #Detroit neighborhood that was 2ft - last time he saw it!	None	Trump with Ben Carson.
September 3, 2016	Photo	Departing #Detroit - THANK YOU to our incredible law enforcement officers. #TrumpTrain #MakeAmericaGreatAgain	None	Picture of Trump’s airplane.
September 5, 2016	Video	Happy #LaborDay #America. #USA #TrumpTrain #MakeAmericaGreatAgain	Civil religion	Honoring American working class as the best in the world, flag in background of Trump’s office.
September 5, 2016	Photo	Thank you American Legion Post 610- for hosting @Mike_Pence & I for a roundtable with labor leaders. #LaborDay #MAGA #TrumpTrain #MakeAmericaGreatAgain #USA	None	Picture of a meeting.
September 6, 2016	Video	Thank you #Ohio! I love you! #TrumpTrain #MakeAmericaGreatAgain #USA #TrumpPence16	None	Video of crowd cheering for Trump.
September	Photo	If everyone gets out to #VoteTrump on	None	Photo of Trump and Clinton in a

6, 2016		#November 8th - we will be well on our way to MAKING #AMERICA SAFE AND GREAT AGAIN! Thank you for your incredible support, America! I am in this - to WIN IT - for you! #TrumpTrain #USA		poll.
September 6, 2016	Photo	THANK YOU #TrumpTrain! Lets #MakeAmericaGreatAgain! #USA #VoteTrump	None	Photo of poll.
September 6, 2016	Photo	Thank you to all of our amazing #military families, service members, and #veterans. #ImWithYou #TrumpTrain #USA	Civil religion	Picture of military crowd, flag in background.
September 7, 2016	Photo	This is a MASSIVE MOVEMENT - to take back our country. THANK YOU #NorthCarolina! I #LOVE YOU! In order for us to WIN - we need to get everyone out to #VoteTrump on November 8th! Lets MAKE #AMERICA GREAT AGAIN! #TrumpTrain #TrumpRally #MakeAmericaGreatAgain #USA	None	Panoramic picture of crowd.
September 7, 2016	Photo	#AmericaFirst!	Civil religion	Picture of Trump looking at picture of Reagan on the wall.
September 7, 2016	Photo	Join me in #Pensacola, #Florida - #Friday at 7pmE! Limited tickets available at: www.DonaldJTrump.com #MakeAmericaGreatAgain #TrumpTrain #TrumpRally #USA #FL	None	Photo of Trump's Twitter announcing his presence in Pensacola.
September 8, 2016	Photo	Thank you - #Conservative Party of #NewYork State. An honor to receive your endorsement! Together, we will MAKE #AMERICA SAFE AND GREAT AGAIN! #TrumpTrain #TrumpPence16 #AmericaFirst	Civil religion	Photo of Trump on stage, text implies that Conservatives endorse him. Attitude of inclusiveness.
September 8, 2016	Photo	THANK YOU to our fantastic #veterans. The reviews and polls from almost everyone of my Commander-in-Chief presentation were great. Nice!  In addition, THANK YOU for hosting us this evening, @intrepidmuseum! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain #USA #NYC #Military	Civil religion	Trump on stage at an event for veterans, flags on background.
September 8, 2016	Photo	Thank you #America - great #CommanderInChiefForum polls! #TrumpTrain	None	Several pictures of polls, in favor of Trump.
September 8, 2016	Photo	Great job @donaldjtrumpjr - thank you - lets go #Colorado! Together we will MAKE #AMERICA GREAT AGAIN! #Repost @donaldjtrumpjr . . .  Great day in #Colorado I feel the momentum building here. Amazing group of young volunteers here and it's growing every day. Thanks guys you're the best!!! Always feels like I'm coming home having lived here for 18 months out of college! #copol #maga #youthfortrump #makeamericagreatagain #trump	None	Picture of Donald Trump Junior taking a selfie with a group of volunteers.
September 8, 2016	Photo	Last night's results - in poll taken by NBC. #AmericaFirst #ImWithYou #TrumpTrain	Civil religion	Picture of Donald Trump with thumbs up in front of a flag.
September 9, 2016	Photo	Just stopped by @TrumpWashingtonDC! Looks absolutely amazing - so proud of you Ivanka! #Repost @ivankatrump . . .  SO close to the opening of @TrumpWashingtonDC! #Latergram	None	Picture of Ivanka Trump in front of a large Trump sign.
September	Photo	The MOVEMENT in #Pensacola, #Florida	None	Picture of crowd.

10, 2016		tonight. A MOVEMENT like never seen before. I am running for President because I love this country - that has been so good to me. Get out and VOTE on November 8th -- and there is no question that WE will win, and MAKE #AMERICA GREAT AGAIN, together! #TrumpTrain #TrumpPence16 #USA		
September 11, 2016	Photo	#NeverForget	Civil religion	Picture of fire fighters with American flag.
September 12, 2016	Photo	Stopped by @trumpwashingtondc to thank all of the tremendous men & women for their hard work!	None	Picture of large group of people.
September 12, 2016	Photo	Great seeing Phil Robertson -- grateful for his support of my campaign. Lets MAKE AMERICA SAFE AND GREAT AGAIN!	None	Picture of Donald Trump and Phil Roberston.
September 13, 2016	Photo	A beautiful evening on #Ashville, #NorthCarolina - thank you! #TrumpRally #TrumpTrain	None	Picture of large crowd.
September 13, 2016	Photo	Thank you #Clive, #Iowa! #TrumpRally #TrumpTrain #MakeAmericaGreatAgain	Civil religion	Trump on stage in front of flags.
September 14, 2016	Video	#ImWithYou #AmericaFirst #USA #TrumpTrain	Civil religion	Depicting Hillary Clinton as a danger to the nation.
September 14, 2016	Photo	Ivanka, Lara and I are grateful for the time #Pennsylvania parents spent with us - in a roundtable environment, prior to this evenings Child Care Policy speech. #TrumpTrain #MakeAmericaGreatAgaian	Civil religion	Picture of a meeting, Trump sitting in front of a flag with daughters. Text implies reaching out to the American people.
September 14, 2016	Photo	Thank you #Florida! #TrumpTrain #TrumpPence16	Civil religion	Trump with thumbs up in front of flag, poll showing Trump is America's choice for commander-in-chief.
September 14, 2016	Photo	Thank you #NorthCarolina! #TrumpTrain #TrumpPence16	Civil religion	Picture of Trump with thumbs up in front of flag.
September 14, 2016	Photo	Thank you #Ohio! #TrumpTrain #TrumpPence16	Civil religion	Trump clapping hands in front of flag.
September 14, 2016	Photo	Keep up the great work @donaldjtrumpjr - thank you!	None	Picture of group of people with Donald Trump Junior.
September 14, 2016	Photo	So proud of you @erictrump @laraleatrump & #TeamTrump! Lets #MakeAmericaGreatAgain! #TrumpTrain #TrumpPence16	None	Picture of Trump's children.
September 14, 2016	Photo	Thank you #Florida! See you in #Miami on Friday! #TrumpTrain #TrumpPence16	Civil religion	Picture of a poll and flag.
September 14, 2016	Photo	Thank you #Ohio! #TrumpTrain #TrumpPence16	Civil religion	Picture of a poll and flag.
September 15, 2016	Photo	We had a MASSIVE RALLY in #Canton, #Ohio tonight - with AMAZING AMERICAN'S. Thank you for your support Ohio! We need you in November. Have a great night! #TrumpTrain #TrumpPence16	Civil religion	Picture of crowd with flags, text implying greatness of American people.
September 15, 2016	Video	Thank you, as always- to our incredible law enforcement officers across #America. Great day in #Detroit, #Michigan & #Canton, #Ohio! #TrumpTrain #TrumpPence16 #LESM	Civil religion	Video of Trump, text thanking law enforcement officers. Implying necessity to protect country.
September 15, 2016	Photo	Love it - thank you! #TrumpTrain #Repost @donaldjtrumpjr . . . #Repost @jasonmhairston . . . A friend of mine doing research on Google Earth for an up coming hunt in Idaho came across this. He did not see the same for	None	Picture from sky showing Trump's name on terrain.

		Hillary! Go Trump! #donaldtrump #donaldtrumpjr #erictrump #therealdonaldtrump #trump2016 #makeamericagreatagain		
September 16, 2016	Photo	Instead of driving jobs and wealth away, #AMERICA will become the WORLD'S great magnet for innovation & job creation! #TrumpTrain #TrumpPence16	Civil religion	Picture of Trump with crowd and flags, quote; "Instead of driving jobs and wealth away, America will become the world's great magnet for innovation and job creation." Implies greatness of nation.
September 16, 2016	Photo	Will be on @jimmyfallon @tonightshowjimmyfallon at 11:35pmE. Enjoy! #TrumpTrain #MakeAmericaGreatAgain #TrumpPence16	None	Promoting presence at Jimmy Fallon show.
September 16, 2016	Photo	So much #love and #unity at our rallies - as seen here in #NewHampshire tonight. #TrumpTrain #TrumpRally	Civil religion	Picture of Trump with flags, text implies unity of American people.
September 17, 2016	Photo	An incredible evening in #MIAMI, #FLORIDA! This is a MASSIVE MOVEMENT. I #LOVE YOU! #TrumpTrain #TrumpRally #TrumpPence16	Civil religion	Picture of Trump in front of screen showing big flag of America, smaller flags of other nations. Implies superiority.
September 17, 2016	Photo	Great poll - thank you America! I will not let you down! #TrumpTrain	Civil religion	Trump with thumbs up next to White House.
September 18 2016	Photo	Beautiful evening & rally in #ColoradoSprings, #Colorado tonight! Thank you for your unbelievable support! #TrumpTrain #TrumpPence16	None	Picture of rally venue.
September 18, 2016	Photo	HAPPY BIRTHDAY - to the United States Air Force! #TrumpTrain #TrumpPence16	Civil religion	Praising US Air Force, quote: "I will never falter, and I will not fail." Implies strength of air force to protect nation.
September 20, 2016	Photo	The massive movement in #Florida today. We are going to MAKE #AMERICA #SAFE & #GREAT AGAIN! #TrumpTrain #TrumpPence16 #TrumpRally #USA	None	Picture of large crowd and Trump.
September 20, 2016	Video	Thank you for a wonderful afternoon, #Florida! Thank you to our amazing law enforcement officers! #TrumpTrain #TrumpRally #TrumpPence16 #USA #LESM #ImWithYou	Civil religion	Video of law enforcers cheering for Trump. Text implies importance of safeguarding nation.
September 20, 2016	Photo	Hillary Clinton is taking the day off again, she needs the rest. Sleep well Hillary - see you at the debate! <a href="https://twitter.com/realdonaldtrump/status/778238281196662784">https://twitter.com/realdonaldtrump/status/778238281196662784</a>	None	Picture of Twitter account, pointing out weakness of opponent.
September 20, 2016	Photo	Just landed in #Greensboro, #NorthCarolina. While #HillaryClinton takes another day off, we will continue to work hard each & everyday to get my message out to you. We are not going to stop -- and together, WE are going to MAKE #AMERICA #SAFE AND GREAT AGAIN! #TrumpTrain #TrumpPence16 #TrumpRally	None	Picture of Trump getting out of an airplane.
September 20, 2016	Photo	Unbelievable - #NorthCarolina! Thank you for the unbelievable turnout at High Point University. It is time to bring #JOBS back to the #UnitedStates of #America! We will bring JOBS back! I AM WITH YOU - WE will MAKE AMERICA GREAT AGAIN! #TrumpTrain #TrumpPence16 #TrumpRally #USA	None	Picture of Trump in crowd.
September 21, 2016	Video	It's a MOVEMENT, not a campaign - leaving the past behind, changing our future! #TrumpTrain #TrumpPence16 #USA	Civil religion	Video depicting Trump as a great leader for all Americans.
September	Photo	Thank you #Kenansville, #NorthCarolina!	None	Multiple pictures of crowd.



21, 2016		Remember- on November 8th, that special interest gravy train is coming to a very abrupt end! Together, we are going to MAKE #AMERICA #SAFE & GREAT AGAIN! #TrumpTrain #TrumpRally #TrumpPence16 #VOTE #USA		
September 22, 2016	Photo	GREAT NEW POLLS! WE ARE A MOVEMENT - I AM YOUR VOICE - I love this country & want to MAKE IT GREAT AGAIN, WITH YOU! #TrumpTrain #MakeAmericaGreatAgain #VOTE #TrumpPence16 #USA	None	Picture of poll.
September 22, 2016	Photo	It used to be cars were made in Flint, and you couldn't drink the water in Mexico. Now, the cars are made in Mexico and you can't drink the water in Flint. #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain	Civil religion	Picture of Trump with quote: "It used to be cars were made in Flint, and you couldn't drink the water in Mexico. Now, the cars are made in Mexico and you can't drink the water in Flint." Implies fading superiority of country.
September 22, 2016	Photo	Now more than ever, our country must unite. As President, believe me, law and order will prevail. We will have a safer, stronger, united America for EVERYONE! #MakeAmericaSafeAgain #ImWithYou	Civil religion	Photo of Trump and police officer with flag in background. Text "courage & resolve" implies greatness of USA.
September 22, 2016	Photo	Thank you #Ohio - We had a tremendous crowd yesterday! With this kind of support, we WILL win in November. I will not let you down! #MakeAmericaGreatAgain #TrumpPence16	Civil religion	Picture of Trump in front of flag.
September 23, 2016	Photo	Look at these numbers! I've said it from the start, this is a movement and it's growing stronger each day. I promise you, I will ALWAYS be your voice! #ImWithYou	Civil religion	Picture of Trump with thumbs up in front of White House.
September 23, 2016	Photo	Geno's for a Philly Cheese Steak today! #TrumpTrain	None	Trump at a counter.
September 23, 2016	Photo	VOTE #TrumpPence16 #TrumpTrain	None	Trump giving negative remark about Clinton.
September 23, 2016	Photo	My daughter, @ivankatrump and grandson, Theodore! #Repost @ivankatrump . . . Smooches from baby Theodore. ☺ #Latergram	None	Picture of Trump's daughter and grandson.
September 24, 2016	Photo	Love the enthusiasm we have started! #TrumpTrain	Civil religion	Picture of a cap stating: "Michigan is great again."
September 24, 2016	Photo	Vote #TrumpPence16 - and together, WE will MAKE AMERICA SAFE AND GREAT AGAIN! #Repost @danscavino . . . Behind scenes- @realdonaldtrump, @mike.pence and General Michael Flynn - backstage - before an event in Ohio this past week. #BTS #TrumpPence16 #MAGA #TrumpTrain #TrumpRally	None	Picture of Trump and Pence behind the scenes.
September 24, 2016	Photo	Together, we will MAKE AMERICAN MANUFACTURING GREAT AGAIN! Thank yo for your support! #TrumpTrain #TrumpPence16	Civil religion	Picture of African-American man with shirt "Let's make American manufacturing great again." Implies fading of the nation.
September 24, 2016	Photo	Thank you @donaldjtrumpjr! #Repost @donaldjtrumpjr . . . It was great to be out west this week in Colorado, Utah, and Idaho campaigning and talking Western issues and directly to sportsmen and women in the west. Always	None	Picture of two unidentified men.

		great to be out here but With all the time on the road these days I really miss the #family and I look forward to getting home. #coloradopolitics #colorado #co #maga #makeamericagreatagain #ut		
September 24, 2016	Photo	Thank you #Georgia! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain #VOTE #USA	None	Poll with picture of crowd.
September 24, 2016	Photo	Thank you #Louisiana! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain #VOTE #USA	None	Picture of crowd with poll.
September 24, 2016	Photo	Thank you #Arkansas! #TrumpTrain #TrumpPence16 #MakeAmericaGreatAgain #VOTE #USA	None	Crowd with poll.
September 25, 2016	Photo	Thank you #Roanoke, #Virginia - this a MOVEMENT - join us today! Cut & paste to join: <a href="http://gop.cm/nv5vmm">http://gop.cm/nv5vmm</a> #AmericaFirst #ImWithYou #TrumpTrain #TrumpRally #Vote #TrumpPence16 #VOTE #USA	Civil religion	Picture of crowd with flag.
September 25, 2016	Video	Thank you #Roanoke, #Virginia! Get out & #VOTE! Get all of your friends out to VOTE! We have 44 days until the BIG VOTE... #TrumpTrain #TrumpRally #TrumpPence16 #MakeAmericaGreatAgain	Civil religion	Video of Trump calling up American workers and voters to make the right decision.
September 25, 2016	Photo	Readout of my meeting with Israeli Prime Minister Benjamin Netanyahu can be found on my #Facebook page (cut & paste) at: <a href="https://www.facebook.com/DonaldTrump/posts/10157759149590725:0">https://www.facebook.com/DonaldTrump/posts/10157759149590725:0</a> #USA #ISRAEL	None	Picture with Israeli Prime Minister Netanyahu.
September 25, 2016	Photo	To all Gold Star Mothers, your sons and daughters made the ultimate sacrifice protecting our freedoms, and I know you did too. My thoughts and prayers are with you today and every day.	Civil religion	Picture referring to mothers of deceased military people. Inclusive attitude, remembering those who died for the nation.
September 26, 2016	Photo	Really sad news: The great Arnold Palmer, the "King," has died. There was no-one like him - a true champion! He will be truly missed.	None	Picture of Trump with Arnold Palmer on a golf course.
September 26, 2016	Photo	Good morning America! BIG DAY ahead. Great news - as WE take the lead in the Bloomberg national poll. Thank you for your support! Together, lets MAKE AMERICA SAFE & GREAT AGAIN! #TrumpTrain	None	Picture of a poll.
September 27, 2016	Photo	THANK YOU! #TrumpTrain #MAGA	Civil religion	Picture of Donald Trump in front of flag, waving at people.
September 27, 2016	Photo	A Trump Administration will bring JOBS BACK! #TrumpTrain #Debate	Civil religion	Trump's plan to create jobs by putting America first, implying priority of nation.
September 27, 2016	Photo	#MakeAmericaGreatAgain #TrumpTrain #Repost @donaldjtrumpjr . . . Backstage at #debate night. Ready to get it on and #MakeAmericaGreatAgain #MAGA #trump #trump Pence	None	Picture of Donald Trump Junior.
September 27, 2016	Photo	My grandson, Theodore is ready for the debate! #TrumpTrain #Repost @ivankatrump . . . Little Theodore is ready to watch grandpa in tonight's #debate! 🇺🇸 #DebateNight #Debates	None	Picture of Trump's grandson.
September 27, 2016	Photo	HILLARY'S BAD TAX HABIT! #Debate #TrumpTrain	None	Negative remarks about Hillary Clinton.
September	Photo	A Clinton economy = more taxes and more	None	Negative remarks about Hillary

27, 2016		spending! #Debate #TrumpTrain		Clinton.
September 27, 2016	Photo	The Dems have run the inner cities for half a century or more & produced only more joblessness & poverty. I will bring CHANGE! #TrumpTrain	Civil religion	Photo of Trump with quote: "We will never be able to fi a rigged system by counting on the same people who rigged it in the first place. This election will decide whether we are ruled by the people, or by the politicians." Implies the importance of democracy.
September 27, 2016	Photo	Hillary Clinton failed all over the world. ✗LIBYA ✗SYRIA ✗IRAN ✗IRAQ ✗ASIA PIVOT ✗RUSSIAN RESET ✗BENGHAZI #DebateNight	None	Pointing out fails by Clinton as secretary of State.
September 27, 2016	Photo	What is Hillary hiding?	None	Negative remarks about Hillary Clinton.
September 27, 2016	Photo	Thank you #America! Great TIME poll - on the Presidential Debate! #TrumpTrain	None	Picture of poll.
September 27, 2016	Photo	Thank you! CNBC #DebateNight poll with over 400,000 votes. Trump 61% Clinton 39% #AmericaFirst #ImWithYou #TrumpTrain	None	Picture of poll.
September 27, 2016	Photo	Such a great honor. Final debate polls are in - and the MOVEMENT wins! #AmericaFirst #MAGA #ImWithYou #TrumpTrain www.DonaldJTrump.com	None	Multiple polls appointing Trump as winner of first presidential debate.
September 27, 2016	Photo	A great honor to meet with Hispanic community leaders in Little Havana ~ #Miami, #Florida! I am grateful for your kind words, and all of your support. I love this country, and just like all of you ~ want to MAKE IT GREAT AGAIN! #TrumpTrain #USA	Civil religion	Picture of Trump with Hispanic people in front of flags.
September 28, 2016	Photo	Unbelievable evening in #Melbourne, #Florida w/ 15,000 supporters- and an additional 12,000 who could not get in. Thank you! #TrumpTrain #MAGA #TrumpRally	None	Photo of large crowd
September 28, 2016	Photo	#Repost @donaldjtrumpjr . . . Nothing like a #makeamericagreatagain cake to top off a great dinner with friends. This one was a real surprise for me and definitely got the laugh it deserved. Too funny!!! #MAGA #trumpence #trump #trump2016	Civil religion	Picture of a cake with a cap saying "Make America great again."
September 28, 2016	Photo	An honor to meet with the #Polish #American Congress in #Chicago, #Illinois this morning! #ImWithYou #TrumpTrain Cut & paste link to watch some of my visit via #Facebook Live: <a href="http://bit.ly/2dah1e7TrumpFBLive">http://bit.ly/2dah1e7TrumpFBLive</a>	None	Picture of a meeting.
September 28, 2016	Video	For 30 YEARS Hillary Clinton hasn't fixed anything. As President, believe me, there will be dramatic change. We are going to get things DONE! #AmericaFirst #MakeAmericaGreatAgain	None	Trump attacking Clinton in debate.
September 28, 2016	Photo	This is a massive MOVEMENT! Join us today: <a href="http://www.DonaldJTrump.com">www.DonaldJTrump.com</a>	None	Picture of large crowd.

		#TrumpTrain #USA		
September 29, 2016	Video	While Hillary Clinton profits off the RIGGED system, I am fighting for YOU! Everything you need to know about Crooked Hillary can be understood with this simple phrase: #FollowTheMoney!	None	Implying untrustworthiness of Clinton foundation.
September 29, 2016	Photo	Unbelievable rally in #CouncilBluffs, #IOWA! THANK YOU for your amazing support! Remember - everything & anything you ever wanted to know about #HillaryClinton - can be found out - easily....just #FollowTheMoney!	Civil religion	Picture of Trump on stage in front of flags.
September 29, 2016	Photo	Thank you #Wisconsin! #TrumpTrain	Civil religion	Multiple pictures of Trump in front of flags.
September 29, 2016	Photo	My condolences to those involved in today's horrible accident in NJ and my deepest gratitude to all of the amazing first responders. -Donald J. Trump	Civil religion	Trump expressing his sentiments for deceased and thanks first responders. Implies unity of nation.
September 29, 2016	Photo	you for joining me this afternoon, #NewHampshire! Will be back soon. #TrumpTrain #TrumpRally #FollowTheMoney Speech transcript - cut & paste: <a href="https://www.facebook.com/DonaldTrump/posts/10157791494485725:0">https://www.facebook.com/DonaldTrump/posts/10157791494485725:0</a>	Civil religion	Pictures of Trump with flags and text: "American pride".
September 30, 2016	Photo	#MakeAmericaGreatAgain #TrumpTrain #USA	Civil religion	Picture of Trump in front of flag, quote: "why is it that all the things American people want never seem to happen?" Implies a fault in the democratic system.
September 30, 2016	Video	#CrookedHillary has put her own self-interest ahead of everyday Americans for 30 YEARS and she wonders why she isn't 50 points ahead -- Unbelievable! I will bring BIG CHANGE on DAY ONE. #AmericaFirst #NotHillary	None	Negative video about Hillary Clinton.
September 30, 2016	Photo	An honor to visit the Gerald Ford Museum in #GrandRapids, #Michigan.	Civil religion	Picture of Trump in front of monument for Gerald Ford. Implies importance of manufacturers for greatness of America.

### Categorization of Instagram account Hillary Clinton: @hillaryclinton

Date	Form	Text accompanying post	Religious sentiment	Motivation
July 22, 2016	Photo	As of tonight, there's only one thing standing in the way of a Donald Trump presidency: all of us. Get your free sticker to show the world you're not about to let it happen—link in bio.	None	Negative remark about opponent
July 22, 2016	Photo	This is really happening—Donald Trump has officially accepted the Republican nomination for president. We can't let him anywhere near the White House.	None	Negative remark about opponent
July 23, 2016	Photo	I'm thrilled to announce my running mate, @TimKaine. Tim is a lifelong fighter for progressive causes and one of the most qualified vice presidential candidates in our	Civil religion	Ritual of introducing running mate

		<p>nation's history. But his credentials alone aren't why I asked him to run alongside me. Tim's a man of relentless optimism who believes no problem is unsolvable if you're willing to put in the work. That commitment to delivering results has stayed with him throughout his decades-long career as a public servant. I could give you a laundry list of things he accomplished as mayor of Richmond, governor of Virginia, and in the United States Senate. But here's what's important: Tim has never taken a job for the glory or the title. He's the same person whether the cameras are on or off, motivated by the belief that you can make a difference in people's lives through public service. I didn't make this decision lightly. I've had the privilege of seeing two presidents and two vice presidents up close, and I wanted to pick someone who will be able to give me their best advice, look me in the eye, and tell me they disagree with me when they do. But what matters most is a simple test that's not easy to meet: whether the person could step in at a moment's notice and serve as president. I have no doubt that Tim can do the job, and I want him by my side on the trail and in the White House. But we're going to need your help to get there. So join me and Tim, and let's get to work and go win this thing. -H</p>		
July 23, 2016	Video	<p>@TimKaine is a relentless optimist who believes no problem is unsolvable if you put in the work to solve it.</p>	Civil religion	Promoting social cohesion in video: "We've been through tough times as a nation, but we are tough people."
July 23, 2016	Photo	<p>Hi everyone, @TimKaine here. I'm taking over Hillary's Instagram for the day—my first day on the trail as her running mate! It's the honor of a lifetime to join Secretary Clinton in making the case for an America where everyone, no matter where they come from, how much money they have, what they look like or who they love, has a shot at success.</p> <p>First order of business: filling out the official paperwork to be nominated at the @DemConvention in Philadelphia this week. -TK</p>	Civil religion	Ritual of running mate filling out official paperwork.
July 23, 2016	Photo	<p>Before I join Hillary for a day of campaigning, her incredible staff is giving me and my wife, Anne (and fellow policy wonk) a policy briefing. This binder is packed with big ideas that will make a difference in people's lives. Can't wait to get to work on turning these into reality. -TK</p>	None	Behind-the-scenes situation.
July 23, 2016	Photo	<p>I'm feeling a lot of things today—most of all, gratitude. I'm grateful to Hillary for the trust she's placed in me, to our country, which has given me so much, and to Americans across the country who have poured their hearts into this campaign. Hillary is the opposite of Donald Trump. She doesn't insult people—she listens to them. She doesn't deride our allies—she respects them. And she'll always have our backs. I'm a Catholic, and she's a Methodist, but her creed is the same as mine:</p>	Christianity	Reaffirmation of Christian faith.

		Do all the good you can. Measure your life by the positive effect you have on other people's lives. Be of service to one another. It's a notion that Americans of every faith believe in. And it's a message Hillary has taken to heart for her entire life. -TK		
July 23, 2016	Photo	Vice president was never a job I aspired to, growing up in Kansas. I went to a Jesuit boys school where the motto was "Men for Others." That's where my faith—which had always been important to me—became something even more vital. It became my North Star, an organizing principle for my entire life. Even as a young man, I knew I wanted to dedicate myself to social justice. That's why, after racing through the University of Missouri in three years and starting at Harvard Law School, I decided to take a year off from school and volunteer with Jesuit missionaries in Honduras. When I got there, it turned out my recently acquired knowledge of constitutional law was pretty useless. But my experience in my dad's ironworking shop wasn't. I taught teenagers the basics of carpentry and welding. They helped me learn Spanish. My time there changed my life in so many ways. Aprendí los valores de mi pueblo—fe, familia y trabajo. Los mismos valores de la comunidad latina aquí en nuestro país. And here's something that really stuck with me: I got a first-hand look at a system—a dictatorship—where a few folks at the top had all the power and everyone else got left behind. It convinced me that we've got to advance opportunity and equality for everyone. -TK	Christianity	Overall text carries out Christian sentiment and values.
July 24, 2016	Photo	When I was a kid growing up, my favorite president was another Kansas City guy, Harry Truman. Great Democratic President. And let me tell you something that Harry Truman said that could have been written five minutes ago. He said it in the late 1940s, and it's so well put: "America was not built on fear. America was built on courage, on imagination, and an unbeatable determination to do the job at hand." Hillary Clinton is filled with that courage, that imagination, and that unbeatable determination. And that's why we trust her to fight for all Americans. That's why I'm with her. These are tough times for many in our country, but we're tough people. And that's something else I learned from my folks: Tough times don't last, but tough people do. And they don't come any tougher or any more compassionate than Hillary Clinton. So thanks for following along today. Let's go make history and elect Hillary Clinton the 45th president of the United States! -TK	Civil religion	Quote by Harry Truman.
July 25, 2016	Video	This is big—we just launched a one-of-a-kind mobile app that gives you four things you can do each day to help Hillary win in November. Download it today to complete your daily challenges, collect stars, and decorate your own digital campaign headquarters. Test your knowledge and see how you stack up against friends and supporters across the country—all	None	Instruction video of Hillary Clinton app.

		while doing your part to help elect Hillary. Link in bio.		
July 25, 2016	Photo	Setting the stage for a historic Democratic National Convention	Civil religion	Practice of Democratic National Convention.
July 25, 2016	Photo	"I've been interested in politics since I was 9 years old. My first campaign rally was a Hillary Clinton rally in 2008—that's where I got really excited about the political process. I leaned over to my mom and said, "Mom, I'm voting for Hillary Clinton." And then she crushed my dreams when she told me that I wouldn't be able to vote until I was 18. So on that day, I made a countdown to when I would be registered to vote. I started at 3,187 days, and now I'm registered. My birthday's in October, so I'm excited to use my first vote on Hillary Clinton." —Rachel, 17, Missouri, Hillary's youngest delegate at the Democratic Convention #DemsInPhilly	Civil religion	Personal account of youngest delegate at Democratic Convention.
July 26, 2016	Photo	Let's make sure our future is in the right hands. #DemsInPhilly #LoveTrumpsHate	None	Negative remark about opponent.
July 26, 2016	Photo	"Here in Philadelphia, let us declare again, that we will be a free people. Free from fear and intimidation. Let us declare again that we are a nation of interdependence, and that in America love always trumps hate. Let us declare, so that generations yet unborn can hear us. We are the United States Of America, our best days are ahead of us." — @CoryBooker #DemsInPhilly	Civil religion	Confirming identity of nation.
July 26, 2016	Photo	"Hillary has spent decades doing the relentless, thankless work to actually make a difference in their lives. Advocating for kids with disabilities as a young lawyer, fighting for children's health care as First Lady and for quality child care in the senate. And when she didn't win the nomination eight years ago, she didn't get angry or disillusioned. Hillary did not pack up and go home because as a true public servant, Hillary knows that this is so much bigger than her own desires or disappointments, so she proudly stepped up to serve our country once again as secretary of state, traveling the globe to keep our kids safe. And, look, there were plenty of moments when Hillary could've decided that this work was too hard, that the price of public service was too high, that she was tired of being picked apart for how she looks, or how she talks, or even how she laughs. But here's that thing: what I admire most about Hillary is that she never buckles under pressure, she never takes the easy way out, and Hillary Clinton has never quit on anything in her life." —First Lady @MichelleObama #DemsInPhilly	None	Promotion of Hillary Clinton.
July 26, 2016	Photo	"We are here tonight because America faces a choice – the choice of a new President. On one side is a man who inherited a fortune from his father and kept it going by cheating people and skipping out on debts. A man who has never sacrificed anything for anyone. A man who cares only for himself—every minute of every day. On the other side is one of the smartest, toughest, most tenacious people on the planet—a woman who fights for children, for women, for health care, for	None	Promotion of Hillary Clinton

		human rights—a woman who fights for all of us—, and who is strong enough to win those fights. We're here today because our choice is Hillary Clinton! I'm with Hillary!" — @ElizabethWarrenMA #DemsInPhilly		
July 26, 2016	Photo	You heard @MichelleObama! Text VOLUNTEER to 47246 to get involved.	Civil religion	Quote in photo: "We need to pour every last ounce of our passion and our strength and our love for this country into electing Hillary Clinton."
July 26, 2016	Photo	"I'm 102. My whole life, I keep asking God, let me have one more chance—if you let me go to the convention [to see the first woman be nominated for president], I'll go home to heaven without making a little fuss. And when I called one of my former students and I told them that, she said, 'oh no you won't—I've already ordered your dress to go to the inauguration.'" —Jerry, 102, Arizona, Hillary's oldest delegate at the Democratic National Convention #DemsInPhilly	Christianity	Mentioning God and heaven.
July 27, 2016	Photo	History.	Civil religion	Hillary Clinton standing in a crowd of people waving A4-sized American flags, large flag in the background.
July 27, 2016	Photo	"You should elect her, she'll never quit when the going gets tough. She'll make us stronger together. Your children and your grandchildren will be grateful." —Bill Clinton	None	Promotion of Hillary Clinton.
July 27, 2016	Photo	"She is still the best darn changemaker I have ever known." —Bill Clinton	None	Promotion of Hillary Clinton.
July 28, 2016	Photo	"I wanted to bring my daughter because I wanted to impart that enthusiasm and that magnetism that I feel Hillary has—not just as a woman, as a person who is profoundly persistent in helping people, America, and the world. I figured, very simply, that if my daughter was around strong people, good people, that she would also be able to inspire others, woman or not. ... This is historic. And maybe one day, she'll look back and say, 'I was there, during the first time the Northern Mariana Islands was present [at the #DemConvention], and when we nominated our first female president.'" —Janet, Northern Mariana Islands	Civil religion	Woman from the Northern Mariana Islands at the Democratic Convention to promote inclusive attitude of Hillary Clinton for the United States.
July 28, 2016	Photo	"I've known Hillary for over 30 years. When she was First Lady, when we served together in the United States Senate. During her four years as Secretary of State, we had breakfast once a week at the Vice President's residence. Everybody knows she's smart. Everybody knows she's tough. But I know what she's passionate about. I know Hillary. Hillary understands...that a college loan is about a lot more than getting a qualified student an education. It's about saving the parent the indignity of having to look at his daughter and say, 'Sorry, honey. The bank wouldn't lend me the money to send you to school.'...I know her. Hillary understood that millions of people were going to bed at night, staring at the ceiling, worrying, 'My God, what if I get breast cancer? What if he has a heart attack? Will we lose everything? What will we do then?'...We all understand what it will mean	Civil religion	Illustrating problems of the citizens of United States of America, offering Hillary Clinton the solution.



		for our daughters and granddaughters when Hillary Clinton walks into the Oval Office as President of the United States of America. So let me put it to you this way...There's only one person in this race who will be there...who's always been there. She's always been there for you. That's Hillary Clinton's life's story." —Vice President Joe Biden		
July 28, 2016	Photo	"When you want to know something about the character of someone in public life, look to see if they have a passion, that began long before they were in office, and that they have consistently held it throughout their career...Hillary has a passion for kids and families. Donald Trump has a passion too—it's himself. And with Hillary, it's not just words, it's accomplishments. She delivers." —@TimKaine	None	Promoting Hillary Clinton, negative remark about opponent.
July 28, 2016	Photo	We love you back, President Obama.	Civil religion	Hillary Clinton literally embracing the current leader of the United States.
July 28, 2016	Photo	"You know, nothing truly prepares you for the demands of the Oval Office. You can read about it, you can study it, but until you've sat at that desk, you don't know what it's like to manage a global crisis, or send young people to war. But Hillary's been in the room; she's been part of those decisions. She knows what's at stake in the decisions our government makes...for the working family, the senior citizen, the small business owner, the soldier, for the veteran. Even in the midst of crisis, she listens to people, and keeps her cool, and treats everybody with respect. And no matter how daunting the odds; no matter how much people try to knock her down, she never, ever quits. That's the Hillary I know. That's the Hillary I've come to admire. And that's why I can say with confidence there has never been a man or a woman—not me, not Bill—more qualified than Hillary Clinton." —President Obama	Civil religion	Promoting Hillary Clinton as a "White House Insider".
July 29, 2016	Video	Tune in on Facebook at 9pm ET for exclusive interviews, behind-the-scenes footage, and live coverage of Hillary accepting the nomination for president. Facebook.com/HillaryClinton	Civil religion	Promotion video to follow the acceptance of nomination for president live on Facebook.
July 29, 2016	Photo	Ready to pass the baton.	Civil religion	President Obama and Hillary Clinton waving at the American people, "ready to pass the baton."
July 29, 2016	Photo	So proud.	None	Daughter giving speech.
July 29, 2016	Photo	"Tonight, we've reached a milestone in our nation's march toward a more perfect union: the first time that a major party has nominated a woman for president. Standing here as my mother's daughter, and my daughter's mother, I'm so happy this day has come. Happy for grandmothers and little girls and everyone in between. Happy for boys and men because when any barrier falls in America, it clears the way for everyone. When there are no ceilings, the sky's the limit. So let's keep going...until every one of the 161 million women and girls across America has the opportunity she deserves to have. Because even more important than the	Civil religion	Emphasizing union of the nation, picture shows great number of American flags.

		history we make tonight, is the history we will write together in the years ahead." — Hillary		
July 29, 2016	Photo	Let's go win this, together.	Civil religion	Hillary Clinton as official nominee for the Democratic Party on stage, text implies unity.
July 29, 2016	Photo	The next president—and her husband.	Civil religion	The Clinton couple on stage at the Democratic Convention, text appoints her as future president for the United States.
July 30, 2016	Photo	When there are no ceilings, the sky is the limit.	Civil religion	Hillary Clinton on stage at Democratic Convention, great number of flags in the audience.
July 30, 2016	Photo	The American people have always made this country great.	Civil religion	Quote and picture of Barack Obama: "America is already great. America is already strong. And I promise you, our strength, our greatness, does not depend on Donald Trump."
July 31, 2016	Photo	"[The Rodon Group], here where we are at this moment, prints all our parts, they make all of our parts. So that's right around the corner—we're sister companies. It's all U.S. made. We're proud of that. We see it since we live it every day, it's second nature to us. We see it out on the market. People like our products because they're U.S. made. In some cases, it just doesn't make feasible sense. To me, on the other side, I see that there's a lot of costs for bringing things from China. It takes longer to produce. There's shipping costs, there's tariffs, there's all kind of extraneous costs. Even with those costs, it's still cheaper to make it overseas. It's a shame. All of these things should be one here in America, in the United States." —Cruz Mejias, creative group manager at @knexbrands, with his wife during a stop on Hillary and @TimKaine's Stronger Together bus tour	Civil religion	Emphasizing greatness of products as they are made in the United States.
July 31, 2016	Photo	Road trip.	None	Hillary Clinton and her team on a train.
August 1, 2016	Photo	"It's something that Mrs. Obama said the first night of the convention. She said, because of Hillary Clinton, we now take it for granted that a woman can be president and that alone—who she is and all the work she's done for 40 or 50 years—so that my girls can grow up and say, well sure, a woman can be president, why not?" —Rick Neal, with his daughters Amoret and Sophia in Columbus, Ohio	Civil religion	Emphasizing progressiveness of country, picture of white male with two African-American daughters imply unity within United States.
August 2, 2016	Photo	All Kauveri wanted for her seventh birthday was to meet Hillary (and a Star Wars Lego set). She got both!	Civil religion	Hillary Clinton hugging a child next to an American flag, inclusive attitude.
August 3, 2016	Photo	We have the most productive and competitive workers in the world. We just need to give them a chance to succeed.	Civil religion	Hillary Clinton shaking hand with a worker, text implies greatness of the nation.
August 4, 2016	Video	Donald Trump's message to workers: You're fired.	None	Negative video about opponent.
August 4, 2016	Photo	Happy birthday, President Obama.	None	Hillary Clinton and President Obama laughing.
August 4, 2016	Photo	"20 years ago, I wrote a book called 'It Takes a Village.' And a lot of people looked at the title and asked, what the heck do you mean by that? This is what I mean. None of us can	Civil religion	Emphasizing unity and greatness of United States.

		raise a family, build a business, heal a community, or lift a country totally alone. America needs every one of us to lend our energy, our talents, our ambition to making our nation better and stronger. I believe that with all my heart. That's why 'Stronger Together' is not just a lesson from our history, it's not just a slogan for our campaign, it's a guiding principle for the country we've always been, and the future we're going to build. A country where the economy works for everyone, not just those at the top. Where you can get a good job and send your kids to a good school no matter what ZIP code you live in. A country where all our children can dream, and those dreams are within reach. Where families are strong, communities are safe, and...where love trumps hate." —Hillary		
August 5, 2016	Photo	Our first ever gold medal winning women's gymnastics team: the Magnificent Seven.	Civil religion	Old photo of women having won Olympics, implies greatness of country.
August 5, 2016	Video	Since Monday, Trump has attacked a fallen soldier's family, called Hillary "the devil," and kicked a baby out of his rally. So, yeah, it's been quite a week.	None	Negative video about opponent.
August 6, 2016	Photo	Ready for the opening ceremony. U.S.A! U.S.A!	Civil religion	Wishing participants Olympic Games good luck, implies unity and greatness of country.
August 6, 2016	Photo	Here's the sad truth: There is no other Donald Trump. This is it.	Civil religion	Photo of Hillary Clinton and quote: "In the end, it comes down to what Donald Trump doesn't get: America is great because America is good." Implies greatness of nation.
August 7, 2016	Photo	Three-time world all-around champion Simone Biles is set to make history at the Olympic Games in Rio with a record-breaking gold medal count. Good luck, Simone!	Civil religion	Photo of Biles and text imply greatness of the country.
August 8, 2016	Photo	In Rio, fencer Ibtihaj Muhammad will be the first American Muslim athlete to compete at the Olympic games while wearing a hijab. In her youth, Ibtihaj searched for a sport that allowed her to dress in accordance with her Muslim faith—and found her calling in fencing. Today, she's a three-time NCAA All-American, the second-ranked woman fencer in the United States, and the twelfth-ranked woman fencer in the world.	Civil religion	"America is all that I know. I feel American down to my bones. Ibtihaj Muhammad, the first American Olympic athlete to compete while wearing a hijab." Implies an inclusive attitude to all Americans.
August 9, 2016	Photo	When you're comparing Hillary's and Trump's economic plans, there are two numbers you need to know.	None	Photo of Clinton promoting her economic plans, negative remark about Trump's plan.
August 9, 2016	Video	Making our economy work for everyone starts with making sure those at the top pay their fair share in taxes and holding corporations that move jobs overseas accountable.	None	Economic plans explained.
August 10, 2016	Photo	For months, experts have warned that Zika—a disease linked to devastating birth defects—would spread to the United States this summer, and now it has. There were nearly 1,900 confirmed cases across the continental U.S. as of early August, and now we've seen the first locally transmitted cases in the Wynwood neighborhood of Miami. I know how scary that must be for the young parents, particularly those who are expecting. This	None	Plans for Zika virus.

		<p>week, a father wrote to me to say that his wife is 23 weeks pregnant and they are alarmed because her office is in Wynwood. And yesterday, we heard the heartbreaking news that a baby girl born with Zika-related birth defects died in Houston. I had the chance to visit the Borinquen Medical Center in Miami yesterday, where physicians, nurses, and researchers are on the frontlines working to prevent and treat Zika. It's a serious challenge—one that we need to mobilize to address before the virus spreads further. Everyone has a role to play in preventing this disease. As one doctor said in our discussion, if you prevent yourself from being bitten by a mosquito, you prevent a mosquito from reproducing. It can be difficult to mobilize people about a public health challenge that hasn't happened to them or someone they know. But this epidemic will only grow and affect more people. We need to take it seriously, and we need more resources to address it. I am very disappointed that Congress went on recess before coming to an agreement to put resources into this fight. And I'm asking Republican leaders in the House and the Senate to call Congress back into session and immediately get funding moving—either by passing the bipartisan bill that already passed the Senate overwhelmingly or coming up with a new compromise, free of politics. If we pass this critical funding, we can develop rapid diagnostic testing and treatment, make sure families have what they need to keep themselves safe, including access to contraception, and even begin the hard work of developing a vaccine. And we shouldn't rest until we get that done.</p>		
August 11, 2016	Video	Our kids see the president as a role model. How will they see Donald Trump?	Civil religion	American anthem playing in video, background depicting drawings of American symbols, American children making fun of Trump.
August 11, 2016	Photo	"We're going to have a campaign that is about issues, not insults. A campaign that talks about plans and policies. That tries to bring people together. I want to be the president of everybody, Democrats, Republicans, Independents, all Americans. I love this country." —Hillary	Civil religion	Hillary Clinton emphasizing inclusive attitude towards all Americans.
August 11, 2016	Photo	1979.	None	Young Clinton couple at the breakfast table.
August 12, 2016	Video	@TeamUSA at the White House, circa 2000. #TBT	Civil religion	Celebrating success of American Olympians and Paralympians.
August 12, 2016	Photo	🎧 Now playing: With Her, our just-launched official campaign podcast about what it's really like to run for president. Subscribe and listen to the first episode to hear from Hillary about life on the trail. Link in the bio.	None	Promotion of Hillary Clinton's campaign.
August 12, 2016	Photo	"We've got to make sure that small businesses, particularly those started by young people, get the credit they need. And if they've got student debt, I want to put a three-year moratorium on their student debt payments, so they can start their business and see whether they can be successful. My dad was a small businessman, and I was really	Civil religion	Promotion of small businesses in America, a traditional trade.

		excited to see them making t-shirts on silkscreens because that's what my dad did on a bigger scale when he had a little print plant that printed drapery fabrics using silkscreens. I used to help him from time to time. And I believe in small business; that's why I want to be a small-business president. And that's a big contrast with Donald Trump who has spent his career stifling small businesses, refusing to pay the bills. I don't know what would have happened in my family if after my dad had worked so hard he showed up with the fabrics that he had printed for the drapes and they had said, 'Sorry, we're not paying you.' Honestly, that is not how we do business in America." —Hillary		
August 13, 2016	Audio	Press play on this audiogram for a preview of the campaign's new podcast With Her. Subscribe at iTunes.com/WithHer or stream the first episode—link in the bio.	None	Hillary Clinton introducing herself in a radio interview.
August 14, 2016	Photo	When millions of kids don't have internet access, they're already being left behind. We're going to make sure every home in America has high-speed internet access by 2020.	Civil religion	Implies progressiveness of the nation.
August 15, 2016	Photo	"We have to recognize how Americans actually live and work in the 21st century—and then offer real solutions that make your lives easier. We know that women are now the sole or primary breadwinner in a growing number of families. We know more Americans are cobbling together part time work, or striking out on their own. So we have to make it easier to be good workers, good parents, and good caregivers, all at the same time. That's why I've set out a bold vision to make quality, affordable child care available to all Americans and limit the costs to 10% of family income." —Hillary	Civil religion	Implies knowledge of American people, offering help.
August 15, 2016	Photo	Hi, everyone! Vice President Biden here. I'm taking over Hillary's Instagram for the day as we hit the campaign trail in a place that's very near and dear to my heart: Scranton, PA. It's where I was born, and the place where I learned the values that have shaped the rest of my life—that money doesn't determine your worth; that no one is more worthy than you are. It's where my mom taught me that I would be defined by my courage and redeemed by my loyalty. It's where my dad taught me that with hard work, I could be anything I wanted to be and accomplish anything I set my mind to. I know Hillary shares these values (her dad grew up in Scranton, too!), and I can't wait go talk to the great folks up here about the choice we face in this election. Heading to the rally now, so stay tuned for more. —Joe	None	Comparing himself to Hillary Clinton
August 15, 2016	Photo	I've known Hillary for well over 30 years. We worked together when she was first lady. We served together in the United States Senate. During her years as secretary of state, I sat next to her in the Situation Room as we advised President Obama on decisions that would impact all of our lives and our security. Everybody knows she's smart. Everyone knows she's tough. But it's what she	Civil religion	Promotion of Hillary Clinton as a good president, picture showing Biden and Clinton in front of a large American flag.

		understands about the challenges that American families face every day that I admire most. She understands that college loans are about a lot more than getting a qualified student an education: they're a ticket to the middle class. She understands that too many families go to bed staring at the ceiling thinking, "What if I get breast cancer? Or my husband has a heart attack? I would lose everything. What will we do then?" We all understand what it will mean for our daughters and granddaughters when Hillary Clinton walks into the Oval Office as president of the United States of America. So let me say this as clearly as I can—there is only one person in this election who will help you, and that's Hillary Clinton. She's always been there for you, and she'll never, ever quit on you. That's her life story. –Joe		
August 15, 2016	Photo	Now, let's talk about Donald Trump. His cynicism knows no bounds. His lack of empathy and compassion can be summed up in the phrase he is most proud of making famous: "You're fired." No matter where you were raised, how can there be pleasure in saying, "You're fired?" This guy is trying to tell us he cares about the middle class? Give me a break. That is a bunch of malarkey. This guy doesn't have a clue about the middle class. I can also say without hesitation—no major party nominee in the history of our country has ever known less or has been less prepared to deal with our national security than Donald Trump. His example would make America and the world less safe. Hillary Clinton's leadership would keep us safe. I know—I've watched her in the Situation Room and on the international stage. She's strong. She's respected. She's admired. Trump on the other hand is unqualified and lacks the temperament needed to be Commander-in-Chief. Period. – Joe	None	Negative remarks about Donald Trump.
August 15, 2016	Photo	I'm with her! –Joe	Civil religion	Biden and Clinton in front of large flag, Biden pointing at Clinton.
August 16, 2016	Photo	This is the house I lived in until I moved away from Scranton when I was in the third grade, but I never really left. We spent summers and holidays here in Scranton, and came back for first communions and weddings, too. It was sitting around the table in this room that my parents taught me to treat people with dignity and respect. And it was the folks in this neighborhood who first showed me that America can be defined in one word: "possibilities." That's the America I know. It's one of the reasons I am more optimistic about our chances today than when I was elected as a 29-year-old kid to the Senate. We are America, second to none. We own the finish the line. –Joe	Civil religion	Defining America as "possibilities", and "We are America, second to none."
August 16, 2016	Photo	Well, this has been a lot of fun. We've got 85 days to make sure Hillary wins this thing. She's always had our backs, and now it's time we have hers. See you out on the trail! –Joe	None	Promoting Hillary Clinton
August 16,	Video	Donald Trump says he'll create a new test for immigrants. It's a test he'd fail.	None	Video showing blunders of Donald Trump.

2016				
August 16, 2016	Photo	We've got to reverse what has become the commonplace view that everybody needs to go get a four-year college degree. You should be able to learn a skill, practice a trade, and make a good living doing it. So many Americans have the talent and the will to succeed—whether they're kids right out of high school or older Americans whose jobs have been displaced by automation and outsourcing. For too long, big promises about the power of training and retraining haven't delivered like they should. It doesn't help anyone to be trained for a job that doesn't exist. We're going to change that.	Civil religion	Hillary Clinton with quote: "A four-year degree should not be the only path to a good job in America." Promoting the multiple talents of Americans.
August 17, 2016	Photo	We've got a lot of challenges ahead of us. The only way to solve them is together.	Civil religion	Photo shows flags and a sign saying "together", with text implies unity of the nation.
August 18, 2016	Photo	From his hateful policy proposals to the extreme, far-right people he's chosen to run his campaign, Trump has shown us over and over again who he really is: a reckless, divisive bully who's only looking out for himself and people like him. We're better than that.	None	Slogan "Love trump hate" and text contain negative remarks about opponent.
August 18, 2016	Photo	Donald Trump wants to eliminate the estate tax. Doing so could save his family \$4 billion and 99.8% of American families \$0.	None	Negative remark about opponent.
August 18, 2016	Photo	We know that giving millionaires huge tax breaks doesn't help our economy. So why would we try it again, Donald?	None	Negative remark about opponent.
August 19, 2016	Photo	If you can dream it, you should be able to build it. Unfortunately, only 7% of venture capital funding goes to women and only 1% of funding goes to African American women entrepreneurs. We need more women—especially women of color—to have every opportunity to innovate, build things, and change the world.	Civil religion	Picture of Clinton and two African-American girls with robots, text implies inclusiveness of nation.
August 19, 2016	Photo	Happy birthday, Bill!	None	Picture of Clinton couple on wedding day, text to congratulate Bill with birthday.
August 19, 2016	Video	Why do Trump and Putin keep saying all the same things?	None	Video comparing Trump to Putin.
August 20, 2016	Photo	Let's send Donald Trump a message in November: We're not going back.	Civil religion	Photo of Clinton with quote: "I am very proud of our young people. This is the most tolerant and generous generation that we've ever seen in America." Promoting nation and values.
August 22, 2016	Photo	There is so much more that unites us than divides us. That's why we're the greatest country on Earth.	Civil religion	Photo of Clinton in front of flag and quote: "I want to be the president of everybody, Democrats, Republicans, Independents, all Americans. I love this country." Emphasizing unity and greatness of nation.
August 22, 2016	Video	One wrong move can be the difference between life and death when you're president.	Civil religion	Negative remarks about opponent, danger to the country.
August 23, 2016	Photo	@TimKaine takes the mic in the the second episode of With Her, the official campaign podcast. Available now at itunes.com/WithHer—or at the link in the bio	None	Photo of Kaine
August 23, 2016	Video	Donald Trump built his campaign on demonizing immigrants and their families. We heard him loud and clear the first time.	Civil religion	Video showing racist attitude Trump.

		(And the second time, third time, fourth time...)		
August 24, 2016	Photo	"Just as I felt the need to fight for children's rights as a young woman...young women all over this country know that the issues we're fighting for in this campaign – from alleviating student loan debt, to preserving access to Planned Parenthood and abortion services, to fighting for equal pay and paid leave – are not theoretical. They're real fights that matter to your lives. You're out there every day doing something about them. And learning from your efforts will make me a better president." —Hillary	Civil religion	Progressive connotation on women's health issues, picture Clinton with quote: "I want out to know that I see you... And if I have the opportunity, I'll do whatever I can to make things a little easier for you. – Hillary Clinton to the hardworking young women across America".
August 25, 2016	Photo	"I grew up in a small business family. My father ran a shop printing fabric for draperies, and my brothers and I would pitch in and help when things got busy. I remember him standing hour after hour over the silkscreens, determined to provide a middle-class life for our family. It's because of the lessons I learned from my father that helping small businesses succeed across America is about more than policy for me—it's personal. So when I launched my campaign for President, I made it a priority to hear directly from the men and women who run small businesses about the challenges they face, and their ideas for making it easier to do what they do best: innovate, grow, and create jobs...Compare that to Donald Trump, who's spent a career shortchanging small businesses. He's been involved in more than 4,000 lawsuits in the last 30 years—many with small businesses and contractors who were hired to do work for Trump, and did their jobs, but never got paid what they were owed. Trump stiffed them—not because he couldn't pay, but because he wouldn't pay...These stories are heartbreaking. When I hear them, I think about my dad. If someone like Trump refused to pay him for a job, I don't know what our family would have done. It goes against every value I learned growing up—about hard work, honor, and having each other's backs." —Hillary	None	Promoting political ideas.
August 25, 2016	Video	There's a reason the most hateful fringe of the right wing is supporting Donald Trump.	Civil religion	Video's showing white supremacists supporting Trump, polarization of society.
August 26, 2016	Photo	Donald Trump has built his campaign on prejudice and paranoia.	None	Negative remarks about Trump's campaign.
August 26, 2016	Photo	On this day in 1920, the 19th Amendment was adopted and many women won the right to vote. Let's break more ceilings.	Civil religion	Picture showing American women protesting for their rights, promotion of progressiveness country.
August 27, 2016	Video	We need comprehensive immigration reform to keep families like Karla's together. // Necesitamos una reforma migratoria integral para mantener juntas a las familias como la de Karla.	Civil religion	Video shows Hillary Clinton comforting a young girl that is scared that her family will be deported. Inclusive attitude Americans.
August 30, 2016	Photo	Too many Americans living with mental health issues have been left to face them on their own and in silence for too long. It's time to finally put access to care for mental health on par with physical health and end the stigma around treatment.	Civil religion	Quote: "Nearly one-fifth of all adults in the United States are coping with a mental health issue." Shows inclusive and progressive attitude.
August	Video	A young girl asked Hillary, "Do you think	Civil religion	Standing up for women's rights,



31, 2016		when you're president, you'll be paid as much as a man?"		progressive and inclusive.
August 31, 2016	Video	"They have to go." Trump has been perfectly clear about his intentions for millions of immigrants.	Civil religion	Donald Trump excluding people based on racist remarks.
September 1, 2016	Photo	We need affordable child care and paid family leave. We need to expand access to health care so that you and your kids will always be covered. And we need to make certain that you will always be able to make your own health care decisions. No one says it's supposed to be easy, but it doesn't need to be quite this hard. That's why it's so important for our next president to sweat the details—and do everything possible to make life a little easier for working parents.	None	Explaining views on family planning.
September 1, 2016	Photo	Born September 1, 1933, Ann Richards was the first woman to be elected governor of Texas in her own right. Her leadership inspired a generation of women and marked a turning point for Democratic politics in the state—what she called the "New Texas." Ann's fight to open doors for women and people of color led to a watershed moment for equal rights in Texas and beyond. Thank you, Ann.	Civil religion	Example set for United States and world by Ann Richards.
September 2, 2016	Video	As a candidate, Trump has already embarrassed us on the world stage. Imagine the damage he'd do as president.	Civil religion	Depicting Trump as a disgrace to the country in international affairs.
September 3, 2016	Photo	America needs leadership in the White House, not a liability.	Civil religion	Picture of Hillary Clinton, quote: "The last thing we need is a president who brings more name-calling and temper tantrums to Washington." Emphasizing the need for a strong leader of the nation.
September 4, 2016	Photo	This election shouldn't be about ideology. It's not just about differences over policy. It truly is about who has the experience and the temperament to serve as president and Commander-in-Chief. Just three weeks ago, 50 Republican national security experts, who served in prior Republican administrations, wrote a letter saying that they will not vote for Donald Trump, because he would be—in their words—"the most reckless President in American history." The stakes this fall are as high as any election in our lifetimes.	Civil religion	Hillary Clinton promoting the need for a strong leader for the nation.
September 5, 2016	Photo	We have a new Tumblr! Introducing letterstohillary.tumblr.com, the place where you can go to see some of the letters she receives from Americans all across the country. Link in bio.	Civil religion	Picture shows letter from an 8-year old girl, saying that it is time for a female president. Promoting progressiveness and inclusiveness of the nation.
September 6, 2016	Photo	"Human rights are women's rights, and women's rights are human rights." —Hillary in Beijing, 21 years ago today	Civil religion	Picture of young Hillary Clinton speaking to an international crowd about women's rights. Progressive and inclusive.
September 6, 2016	Photo	64 days. Let's go. IWillVote.com	None	Hillary Clinton stepping out of her airplane.
September 6, 2016	Video	Today, we'll hear Trump talk about our veterans. Our new ad on what they've been hearing from Trump for months.	Civil religion	Donald Trump giving negative comments about veterans, though veterans are highly regarded in American civilization.
September 6, 2016	Photo	Spotted in Maryland.	None	Picture of a Hillary Clinton sign on a barn.
September	Photo	It takes experience, toughness, and a steady	None	Photo of President Obama and

8, 2016		temperament to be our Commander-in-Chief.		Hillary Clinton getting out of a plane, quote: "I think Hillary will go down as one of the finest secretaries of state we've had." Promoting Hillary Clinton.
September 8, 2016	Photo	Q: What is the most important characteristic that a Commander-in-Chief can possess? "Steadiness—an absolute, rock solid steadiness—and mixed with strength to be able to make the hard decisions, because I've had the unique experience of watching and working with several presidents and these are not easy decisions. If they were, they wouldn't get to the president in the first place. And when you're sitting in the Situation Room, as I have on numerous occasions, particularly in respect to determining whether to recommend the raid against bin Laden, what you want in a president—a Commander-in-Chief—is someone who listens, who evaluates what is being told to him or her, who is able to sort out the very difficult options being presented." —Hillary	None	Hillary Clinton promoting herself as fit for the job.
September 9, 2016	Video	At last night's forum, Trump disrespected our generals, our country, and women in the military. Who did he praise? Putin.	Civil religion	Video shows Trump giving negative remark on US military, which is highly regarded within the United States.
September 9, 2016	Photo	Let's send Donald Trump a powerful message on Election Day. #LoveTrumpsHate	Civil religion	Picture of Hillary Clinton, quote: "This November we're going to prove that love trump hate." Confirming attitude of American people.
September 12, 2016	Video	"You can't lead this nation if you have such a low opinion for its citizens." —Donald Trump About that.	Civil religion	Donald Trump insulting American people
September 13, 2016	Video	Your student debt collector would really like you not to vote for Hillary.	None	Promoting Hillary Clinton's plan for education.
September 14, 2016	Photo	"You need to remember, you need to understand this: If you're serious about our democracy, then you've got to be with her. She's in the arena, and you can't leave her in there by herself. You have to get in there with her." —President Obama on Hillary	Civil religion	President Obama urging citizens to stay true to the democracy.
September 14, 2016	Photo	"I know it's not usual for somebody running for president to say what we need more of in this country is love and kindness, but that's exactly what we need more of." —Hillary	Civil religion	Hillary Clinton looking after the needs of her citizens.
September 15, 2016	Photo	America has never made progress by thinking one person alone can fix our problems.	Civil religion	Photo of President Obama, quote: "America is not about 'yes, he will.' It's about 'yes, we can.'" Showing unity of nation.
September 15, 2016	Photo	Trump's global web of financial and business ties would compromise our national security if he's elected president.	Civil religion	Negative remarks about Donald Trump who is an ally of the enemies of the United States.
September 16, 2016	Photo	"It's great to be back on the campaign trail. As you may know, I recently had a cough that turned out to be pneumonia. I tried to power through it, but even I had to admit that maybe a few days of rest would do me good. I'm not great at taking it easy, even under ordinary circumstances, and sitting home was pretty much the last place I wanted to be with just two months until Election Day. But having a few days to myself was actually a gift. I talked with some old friends and spent time with our very sweet dogs. And I did some	Civil religion	Refers to values of American people and how Hillary Clinton will help them, picture shows Clinton in front of a crowd with flags and the letters spelling the word love.

		thinking. The campaign trail doesn't really encourage reflection, and it's important to sit with your thoughts every now and then. People like me—we're lucky. When I'm under the weather, I can afford to take a few days off. Millions of Americans can't. They either go to work sick, or they lose a paycheck. Lots of Americans still don't even have insurance—or they do, but it's too expensive to actually use. So they toss back Tylenols, chug orange juice, and hope that cough or cold or virus goes away on its own. And lots of working parents can't afford child care. It costs as much as college tuition in many states, so millions of moms and dads have no backup if they get sick—they're on their own. I've met so many people living on a razor's edge—one illness away from losing their job, one paycheck away from losing their home. Events like these are mere bumps in the road for some families—but for others, they are catastrophic. And that disparity goes against everything we stand for as Americans. Some things shouldn't come down to luck. Some things should be within reach for every American, no matter what—like financial security, affordable health care, and the peace of mind that comes with knowing that if something goes wrong, your family will be okay. That's why I got into this race: to fight for everyone working hard, often against the odds, to support their families and contribute to our country. I want to tear down all the barriers standing in their way." —Hillary today in North Carolina		
September 16, 2016	Photo	HILLARY SUPPORTERS SUPPORT WORLD WAR 3. NUCLEAR WAR!	Civil religion	A print screen of a tweet by Hillary Clinton, reading: "President Obama's successor cannot and will not be the man who led the racist birther movement. Period." Implies inclusive attitude towards all Americans.
September 16, 2016	Video	President Obama's successor cannot and will not be the man who led the racist birther movement. Period.	Civil religion	Video showing Trump implying that President Obama is Muslim and untrustworthy. Shows inclusive attitude.
September 17, 2016	Photo	Yes we can → IWillVote.com	Civil religion	Picture shows an African-American woman with a t-shirt that says: "Women can stop Trump." Picture and text profess inclusive attitude.
September 19, 2016	Video	It was a busy week on the campaign trail. Watch our Instagram Story to see some of the best moments as Hillary (and some friends) criss-crossed the country.	Civil religion	Slideshow of pictures show well known and influential American politicians and many flags.
September 19, 2016	Photo	Our next president needs to have the right temperament to meet the challenges we face.	None	Text and photo contain negative remark about Trump's fitness to be president.
September 20, 2016	Photo	Catch @fallontnight at 11:35pm ET to see letters from some of Hillary's biggest fans. letterstohillary.tumblr.com	None	Hillary Clinton starring as a guest on a TV show.
September 20, 2016	Video	"The voice of your vote is the greatest voice we have." —@NyleDiMarco	Civil religion	Video of a deaf man, explaining why one should vote for Hillary Clinton, stating that the voice of the state is the greatest voice we have. Inclusive attitude, importance of vote.
September	Photo	Be a voter. Check your registration and help	Civil religion	Picture of Michelle Obama in front

20, 2016		your friends do the same → IWillVote.com		of a flag, quote: “Let’s be clear: elections aren’t just about who votes, but who doesn’t vote.” Implying civil duty to vote.
September 21, 2016	Photo	Every election is important, from school board to state senate to president. But this time is different. We are facing a candidate with a long history of racial discrimination in his businesses, who retweets white supremacists, who led the birther movement to delegitimize our first black president, and he’s still lying about it today. He refuses to apologize to President Obama, his family, and the American people. We have to stand up to this hate. We cannot let it go on. And when we do that, we send a clear message: America is better than this. America is better than Donald Trump.	Civil religion	Implying greatness of United States, using negative remark about Donald Trump.
September 21, 2016	Photo		Civil religion	Picture of twitter message: “Keith Lamont Scott. Terence Crutcher. Too many others. This has got to end. –H” Showing compassion to her nation’s problems.
September 21, 2016	Photo	There’s no doubt in my mind that young people have more at stake in this election than any other age group. And when you turn out and vote this fall, we will be sending a message much larger than even the outcome. We will say we can build a future where all our children have the opportunity to live up to their God-given potential, no matter who they are, where they’re from, what they look like, or who they love. That’s the America we believe in. That’s the America worth fighting for. That’s what we’ve got to do to stand together. We are stronger together, and let’s make sure love trumps hate. IWillVote.com	Civil religion	Referring to America as special and full of potential.
September 22, 2016	Video	We need a president who sees the best in all of us.	None	Promotion video of Hillary Clinton as a good person, comparison to Donald Trump.
September 23, 2016	Video	"I'm Hillary Clinton and I've always approved this message."	Civil religion	Video compilation of Hillary Clinton promoting children’s rights, value of the nation.
September 23, 2016	Video	Is this the president we want for our daughters?	Civil religion	Video showing Donald Trump giving negative comments about women. Not in line with attitude of United States.
September 25, 2016	Video	Have student debt? Planning for college? Go to <a href="http://hillaryclinton.com/calculator">hillaryclinton.com/calculator</a> to find out how much money you'd save under Hillary's college plan.	None	Hillary Clinton’s promotion video for her plans to make education affordable.
September 26, 2016	Photo	"Don't let anyone tell you that great things can't happen in America. Barriers can come down. Justice and equality can win. Our history has moved in that direction—slowly at times, but unmistakably—thanks to generations of Americans who refused to give up or back down. Now you are writing a new chapter of that story. This campaign is about making sure there are no ceilings—no limits—on any of us. And this is our moment to come together." —Hillary	Civil religion	Picture shows Hillary Clinton among a crowd with American flags, text elaborating on her plans for the United States. Inclusive message promoting a bright future for the nation.
September 26, 2016	Photo	“You know, you don’t grade the presidency on a curve. This is serious business.” — President Obama	Civil religion	Picture shows Hillary Clinton with President Obama on a stage, surrounded by flags.
September 27, 2016	Photo	Let's do this. #DebateNight	None	Old photograph of Hillary Clinton

September 27, 2016	Video	When Donald Trump says he's more temperamentally fit to be president than you. #DebateNight	None	Hillary Clinton making fun of Donald Trump.
September 27, 2016	Photo	Text IMWITHTHER to 47246 to tell Hillary you're with her.	None	Promoting herself.
September 27, 2016	Photo	43 days left. Let's go win this thing. #DebateNight	Civil religion	Picture of Hillary Clinton in a crowd of people holding sign, flanked by American flags.
September 27, 2016	Photo	When you have a really, really good night. #SheWon	None	Picture of the Clinton family
September 27, 2016	Video	"Donald just criticized me for preparing for this debate. And you know what else I prepared for? I prepared to be president." —Hillary #SheWon	Civil religion	Hillary Clinton showing her readiness for presidency and why it would help the American people.
September 28, 2016	Video	This election is a choice between an economy that benefits everyone, or an economy that benefits...Donald Trump.	Civil religion	Hillary Clinton appealing to the Americans, promising to help them economically.
September 29, 2016	Photo	"I'm proud of the primary campaign that Bernie and I ran. We ran a campaign about issues, not insults. And when it was over, we began to work together to try to figure out how we could take the issues we agreed on and come together, knowing we are stronger together, to come up with specific policies in education, in health, and so much else. Thank you, Bernie. Thank you for your leadership, and thank you for your support in this campaign." —Hillary → hrc.io/calculator	None	Professing gratefulness to Bernie Sanders.
September 29, 2016	Photo	What happens in the next 40 days is going to shape the next 40 years. Make sure you're registered to vote today: IWillVote.com	Civil religion	Picture shows Clinton in front of a multicultural crowd, text urging to choose wisely as choice will affect the future of all Americans.
September 29, 2016	Photo	The central question in this election is what kind of country we want to be and what kind of future we want to build for our children and our grandchildren.	Civil religion	Child holding sign saying "USA", text referring to future of children and grandchildren.
September 30, 2016	Photo	"Hillary is tough. And when she gets knocked down, she doesn't complain. She doesn't whine. She doesn't cry foul. No. She gets right back up and she comes back stronger for the people who need her the most. And here's what I also know is true. Hillary is one of the few people on this entire planet, and clearly the only person in this race, who has any idea what this job actually entails, who has seen the job from every angle, the staggering stakes, the brutal hours, the overwhelming stresses. And yet she is still willing to do this for us because she believes that she has an obligation to use her talents to help as many people as possible. Isn't that what we try to teach our young people? That's why she's running. See, now, that's dedication. That's what love of country really looks like." —First Lady Michelle Obama	Civil religion	Michelle Obama in crowd with flags, promoting Hillary Clinton as future president out of love for her country.
September 30, 2016	Photo	This is...unhinged, even for Trump. A few notes. What kind of man stays up all night to smear a woman with lies and conspiracy theories? Alicia deserves praise for courageously standing up to Trump's attacks. And he has the gall to blame her for his cruel behavior—and even say he "helped"? When something gets under Donald's thin skin, he lashes out and can't let go. This is dangerous for a presidential candidate, never mind a president. What's more: This is a pattern of flying off the handle at women who defy,	Civil religion	Picture and text show how Donald Trump treats women, which is not a shared value among the citizens of the USA.

	<p>criticize, or otherwise displease Trump. To Donald, women like Alicia are only as valuable as his personal opinion about their looks. He obsessively bullies Rosie O'Donnell, an accomplished actor. He calls female reporters and news hosts who question him ""crazy"" and "neurotic," or worse. He insulted Kim Kardashian for her weight—when she was pregnant. It's pathetic. We've heard Donald's insults for years, and his policies reflect this disregard—even contempt—for women: On equal pay, Trump says women should just "do as good a job" as men. He thinks women who get an abortion should be "punished." He called pregnancy an "inconvenience" to employers. Wives working are "dangerous." He's never hidden how he truly feels about women, but it's never been clearer than right now: he doesn't respect half the population of this country—and he doesn't deserve to lead it.</p>		
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