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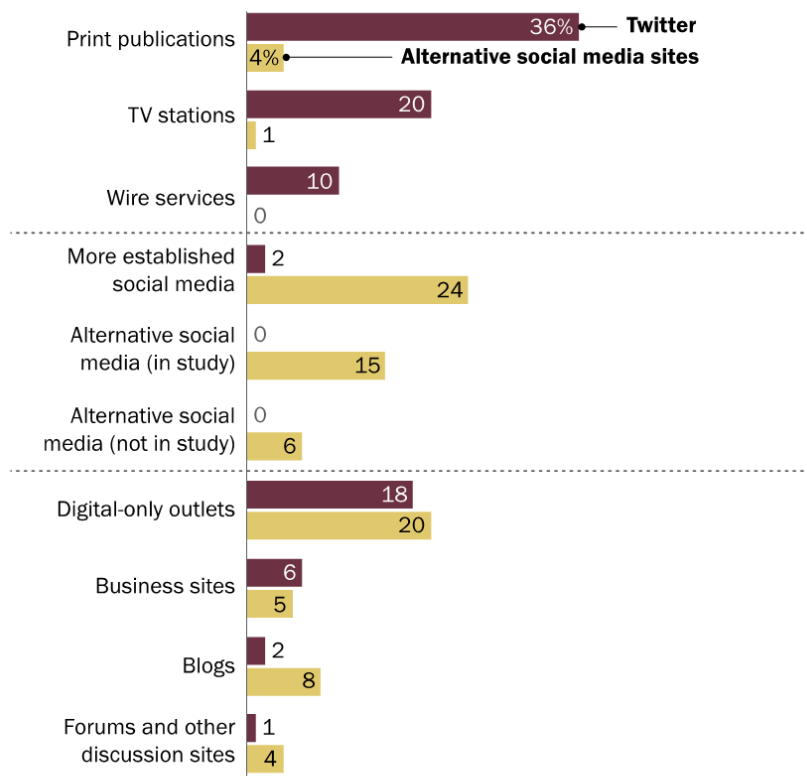
Links shared by prominent accounts on Twitter differ widely from those shared on alternative social media

BY [REGINA WIDJAYA](#) AND [AARON SMITH](#)

Established social media sites such as Facebook and Twitter differ in key ways from alternative social media sites such as [Parler](#) and [Truth Social](#), a recent [Pew Research Center study](#) found. And these differences extend to the kinds of links that are shared by prominent accounts on each type of social media site, according to a new Center analysis.

Prominent accounts on Twitter are much more likely than those on alternative social media sites to direct readers to print publications, TV and wire sources

% of links from prominent Twitter/alternative social media accounts in June 2022 that went to each site type



Note: N=285,942 posts containing links by prominent accounts on Twitter and N=359,037 posts containing links by prominent accounts on alternative social media sites posted in June 2022. Analysis includes only domains that were shared at least 100 times during study period. Categories referenced in 2% or less of links and those that did not fall into any of the listed categories are not shown. "Alternative social media sites (in-study)" are BitChute, Gab, Gettr, Parler, Rumble, Telegram, and Truth Social.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each of seven alternative social media sites (BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social) and 1,125 prominent accounts on Twitter published June 2022.

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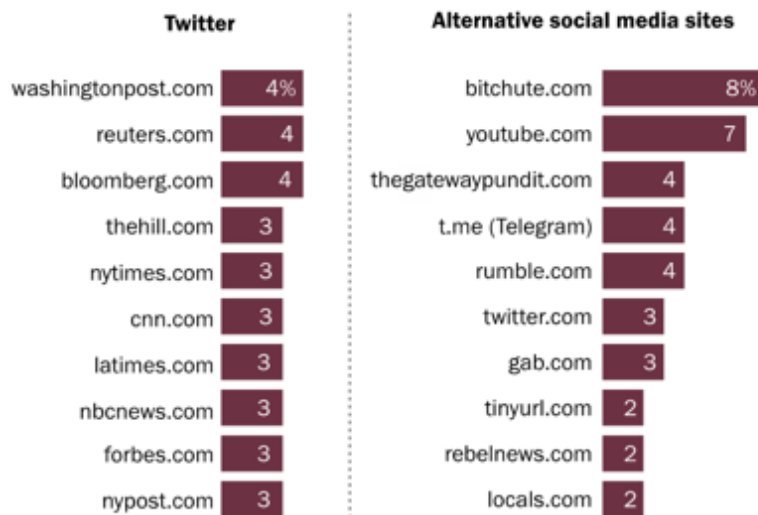
Prominent accounts on Twitter are far more likely than those on alternative social media sites to link to news media outlets such as print publications, television and wire services. In fact, roughly two-thirds (66%) of all links shared by prominent Twitter accounts in June 2022 directed readers to such news media outlets, compared with only 5% of the links shared by prominent accounts on seven alternative social media sites studied by the Center: BitChute, Gab, Gettr, Parler, [Rumble](#), [Telegram](#) and Truth Social. (Note: This analysis predates the completion of [Elon Musk's purchase of Twitter](#).)

So where do prominent accounts on alternative social media sites direct their audiences, if not to news media? In many cases, the answer is to other social media sites.

How we did this 

Prominent accounts on Twitter often point readers to news media organizations; those on alternative social media sites, to other social media sites

% of links from prominent accounts on ___ in June 2022 that went to each site



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Some 45% of all links shared by prominent accounts on these sites went to different social media brands, whether to more established sites such as YouTube or Twitter (24%) or to various alternative sites such as BitChute or Gab (21%).

Prominent accounts on both Twitter and the seven alternative social media sites studied posted a similar share of links (around one-in-five) to digital-only outlets of various kinds.

The differences between links shared on Twitter and those shared on alternative social media sites are also pronounced when looking at the most common individual *sites* shared by prominent accounts.

All 10 most-shared sites by prominent accounts on Twitter in June 2022 were the online sites of news media organizations such as The Washington Post, Reuters or The New York Times. By contrast, the 10 most-shared sites by prominent alternative social media accounts primarily went to other social media, as well as to two digital-only outlets: The Gateway Pundit and Rebel News.

While these differences in linking practices between more established and alternative social media sites are notable, they may not come as a surprise to regular visitors of the alternative social media universe. In the Center's [recent study](#), 52% of those who regularly get news on alternative social media sites say that they either extremely or fairly often see news on these sites that they would not have seen elsewhere.

Topics [Social Media](#), [Twitter](#)

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[Regina Widjaya](#) is a computational social scientist focusing on data science at Pew Research Center.

[POSTS](#) | [BIO](#) | [EMAIL](#)



[Aaron Smith](#) is director of Data Labs at Pew Research Center.

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