

Impeachment: Donald Trump is using Facebook ads to fight back | Vox

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[Donald Trump](#) is angry about [impeachment](#) and he wants his supporters to be, too — and he's spending millions of dollars to make that happen.

Trump's campaign is [leaning heavily into Facebook advertising](#) in his reelection bid, including when it comes to defending him against House Democrats' ongoing impeachment inquiry. Since his first Facebook ad on the subject in September, Trump has spent about \$1.6 million on Facebook posts addressing impeachment — his most expensive topic besides himself.

And instead of trying to persuade voters who live in the states that will decide 2020, he appears to instead be trying to rile up his base (and get their information if he doesn't already have it). His campaign is using Facebook ads as a way to reinforce the narrative cycle from the White House, Republican lawmakers, and conservative media that impeachment is a political plot against the president by Democrats. His ads, by and large, don't deal with the substance of the allegations — that he and his administration tried to leverage US foreign policy to convince Ukraine to investigate a personal political rival — and instead push conspiracies. They are a way for the president's reelection campaign to build voter lists, streamline in potential volunteers and donors, and keep public opinion from swinging too far out of Trump's favor.

[...]

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