

# Viral Slogan: “Jobs Not Mobs” | Media Manipulation Casebook

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The viral slogan “Jobs Not Mobs” was popularized on social media and conservative press in early October 2018, before official political adoption by President Donald Trump later that month. This campaign formulated through interactions between small social media accounts and influencers with large audiences, working together to popularize a meme linking the Democratic party to violent mobs, and Republicans to job growth. Originating in debate around breaking news events and the wedge issues of leftist street protest, immigration, and employment, Jobs Not Mobs was deployed as a hashtag and used alongside recontextualized imagery preceding the 2018 midterm elections.

[...]

Source: [Viral Slogan: “Jobs Not Mobs” | Media Manipulation Casebook](#)