

Obama Campaign Buys Ads for 'Malarkey' Hashtag on Twitter

Written by Mashable

Friday, 12 October 2012 11:15



Give the Obama Administration points for quick thinking: The campaign bought the trending [Twitter](#) hashtag #malarkey during the vice presidential debates on Thursday after Vice President Joe Biden used the term.

When you search the term, the following ad pops up:

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Results for #malarkey

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Andy Clarke @Malarkey
Designer, author and speaker

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Joe Biden @JoeBiden 21m
RT if you agree: Our economy grows from the middle out and the bottom up—not from the top down. pic.twitter.com/1DdJfUj3
 Promoted by Barack Obama
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