After initially running for office with the platform of transparency and allowing the people to know what is happening in the federal government, there is still much confusion about the relationship that President Barack Obama has with the media. While on the outside it seems as though the Obama administration is very open to the media by going on late night talk shows, partaking in a variety of televised skits, and a larger social media presence, things are reportedly a lot different inside media, particularly print and stemming from the press secretary.

In 2008, Barack Obama ran for president with the intent of being transparent and allowing the citizens of the United States to be able to see what the White House is like. It appears as if this is actually happening because of the steps taken with social media. Obama was the first president to be elected using a social media campaign and targeting specific audiences, and that has translated into his presidency.