C-SPAN's Election Night Coverage Generates More Than 25 Million Social Media Views

Across TikTok, YouTube, Facebook, Instagram and X, audiences connected with C-SPAN's unfiltered coverage

WASHINGTON, DC (November 6, 2026) – C-SPAN's Election Night coverage generated more than 25 million video views across TikTok, YouTube, Facebook, Instagram and X, bringing election results, candidate speeches and key moments to audiences across five major social media platforms.

This content drew from and complemented an unprecedented 20 straight hours of live coverage on the C-SPAN television network, featuring election results, victory and concession speeches, analysis and viewer calls.

From extended livestreams to short-form videos, C-SPAN gave viewers multiple ways to follow the election and hear directly from candidates. Its presence across platforms with distinct communities and viewing habits made its nonpartisan coverage accessible to a broad range of audiences wherever they chose to watch.

TikTok accounted for more than 15.6 million views. C-SPAN streamed live for 20 hours on the platform, attracting 4.8 million unique viewers and generating 7.3 million views. Video clips drew an additional 8.3 million views.

On YouTube, C-SPAN's livestreams and uploaded videos generated more than 6.1 million views.

C-SPAN's coverage also generated more than 3.2 million views across Facebook and Instagram and more than 715,000 views on X.

C-SPAN is expanding how it delivers its public service mission, pairing its depth of television coverage with an ambitious social media effort. Through livestreams and timely, shareable clips, C-SPAN is adapting its coverage to different platforms and viewing habits—giving audiences more ways to hear directly from the people shaping events and draw their own conclusions.

About C-SPAN

C-SPAN, the private nonprofit public affairs media organization providing Americans with unfiltered access to government proceedings, was created in 1979 as a public service by the cable television industry. C-SPAN receives no government funding and is supported primarily through license fees paid by the cable, satellite and streaming companies that distribute the C-SPAN Networks, complemented by a growing program of philanthropic support from foundations, individual donors and others committed to sustaining C-SPAN's public-service mission for the future. C-SPAN connects with millions of Americans through its three commercial-free TV networks, C-SPAN Radio, C-SPAN podcasts, the C-SPAN Now app, a connected-TV streaming app C-SPAN Select, C-SPAN.org and various social media platforms. The C-SPAN Networks' video-rich website contains over 300,000 hours of searchable and shareable content. Engage with C-SPAN on X, Facebook, Instagram, TikTok, Threads, and YouTube, and stay connected through weekly and daily newsletters.