

I think Clinton was successful at framing the temperament issue to her advantage. And she what she did was so small and insignificant when you want into consideration the whole debate. There was a ring of laughter at the moment.

**The moment:** Mr. Trump insisted again that he had opposed the Iraq war, calling any suggestion otherwise “a mainstream media nonsense.” Lester Holt, the moderator, said, “The record shows otherwise.” Mr. Trump went on to appraise his own temperament, calling it “my strongest asset, maybe by far,” before attacking Mrs. Clinton’s. She smiled. “Woo! O.K.,” she said, beginning her response.

Trump and Clinton basically accused each other of not possessing the proper temperament to be president, with Trump saying Clinton is not being strong enough, and Clinton saying Trump is too easily taunted.

In fact it was her response to to the temperament attack, her shimmy thing that helped her. Twitter loved it and the Clinton campaign had a gif of it up in minutes. It was such a small part of the debate, but it was memorable. Most major news organizations mentioned it

It can be used in the campaign easily. It already has. According to USA today a 30-second ad from Priorities USA Action, titled "My Temperament," was just launched. It opens with Trump telling Monday's night's debate audience: "My strongest asset, may be by far, is my temperament." It then switches to clips of Trump's campaign appearances where the Republican presidential nominee talks about punching a protester in the face and declares: "I could stand in the middle of Fifth Avenue and shoot somebody, and I wouldn't lose any voters." The clips also include some of Trump's saltier, NSFW language. USA today also reports that the TV ad was sent to reporters at about 3:20 a.m., just hours after the debate. It will run in North Carolina, Ohio, Florida, New Hampshire, Iowa, Nevada and Pennsylvania, all key presidential battlegrounds.

The campaign was able to frame this small moment in such a way that it makes Trump look bad and humanizes her to a good extent. It reminds voters that she has a sense of humor, it reminds voters that of her experience, and her own temperament. This was just one moment that stuck out to me in terms of the temperament remarks. Add it to the frame that he’s unfit to be president and it becomes a good way to attack.