

# THE USE OF FACEBOOK IN THE 2019 EUROPEAN ELECTIONS CAMPAIGN

Time of monitoring: from April 28 to May 25

[www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)

**186**

N. Accounts monitored\*

**25301**

N. Posts produced

**13015598**

Engagement\*\*

\*EEMC research monitors the official FB accounts of the 193 most important political parties in terms of votes

\*\*engagement calculated at the time of post acquisition

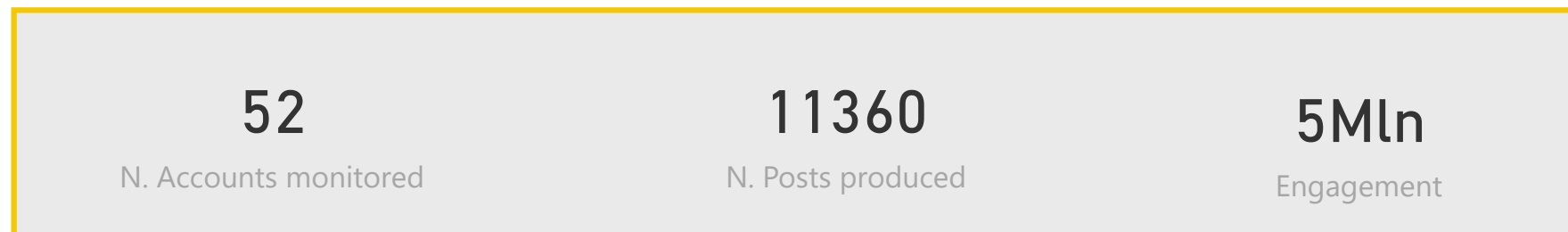
## DATA BY GEOGRAPHICAL AREAS

Time of monitoring: from April 28 to May 25

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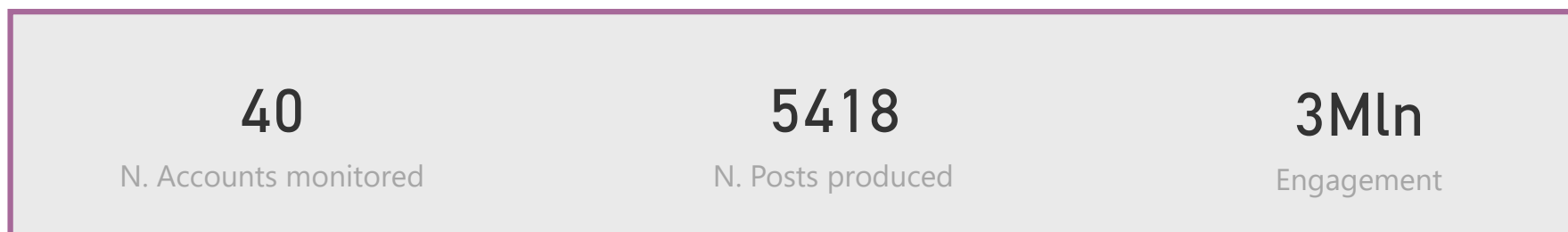
### Southern Europe

Croatia, Cyprus, Greece, Italy, Malta,  
Portugal, Slovenia, Spain



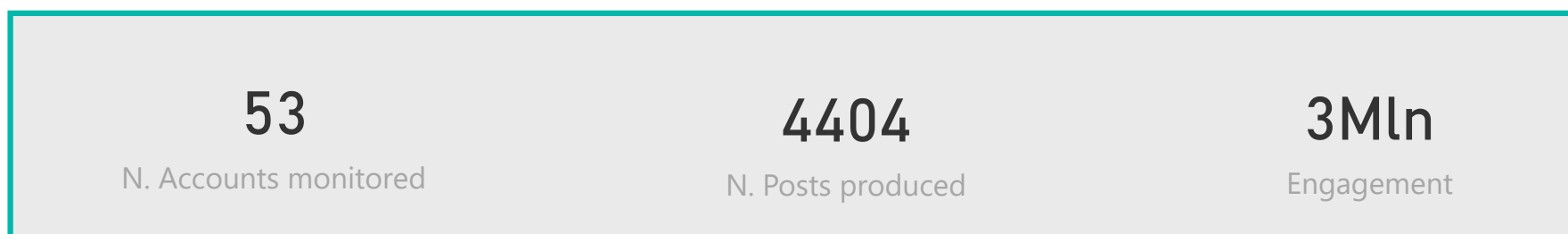
### Eastern Europe

Bulgaria, Czech Republic, Hungary, Poland,  
Romania, Slovakia



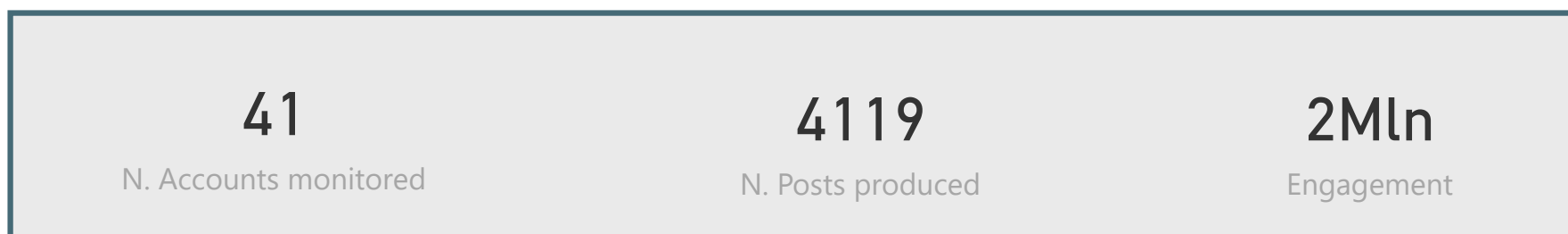
### Northern Europe

Denmark, Estonia, Finland, Ireland, Latvia,  
Lithuania, Sweden, United Kingdom



### Continental Europe

Austria, Belgium, France, Germany,  
Luxembourg, Netherlands



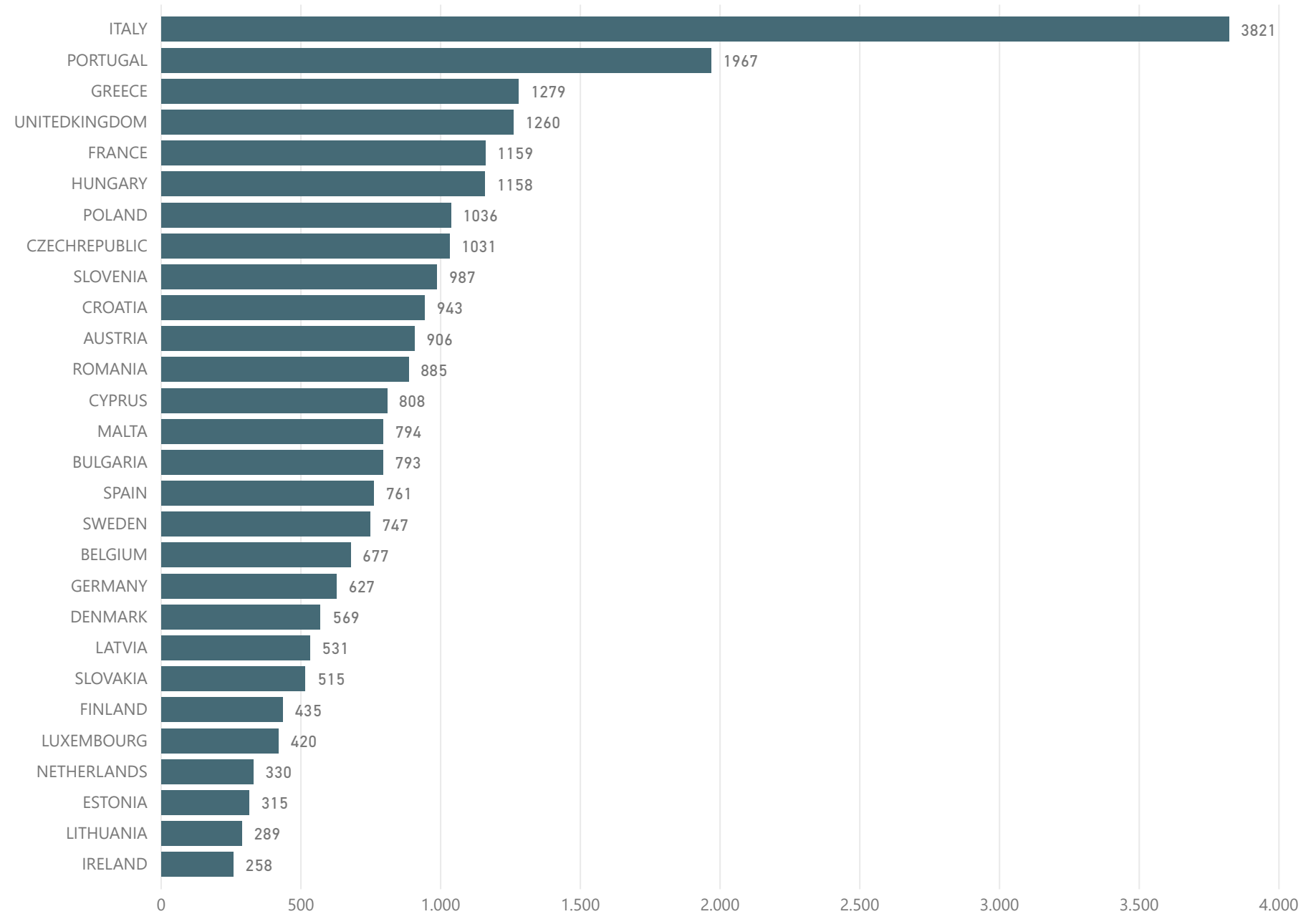
engagement calculated at the time of post acquisition

# NUMBER OF POSTS BY COUNTRY

Time of monitoring: from April 28 to May 25

[www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)

Country	N. Accounts monitored	N. Posts produced
ITALY	7	3821
PORTUGAL	7	1967
GREECE	7	1279
UNITEDKINGDOM	7	1260
FRANCE	7	1159
HUNGARY	7	1158
POLAND	7	1036
CZECHREPUBLIC	7	1031
SLOVENIA	7	987
CROATIA	5	943
AUSTRIA	6	906
ROMANIA	7	885
CYPRUS	7	808
MALTA	7	794
BULGARIA	5	793
SPAIN	5	761
SWEDEN	7	747
BELGIUM	7	677
GERMANY	7	627
DENMARK	7	569
LATVIA	7	531
SLOVAKIA	7	515
FINLAND	7	435
LUXEMBOURG	7	420
NETHERLANDS	7	330
ESTONIA	7	315
LITHUANIA	7	289
IRELAND	4	258
<b>Totale</b>	<b>186</b>	<b>25301</b>

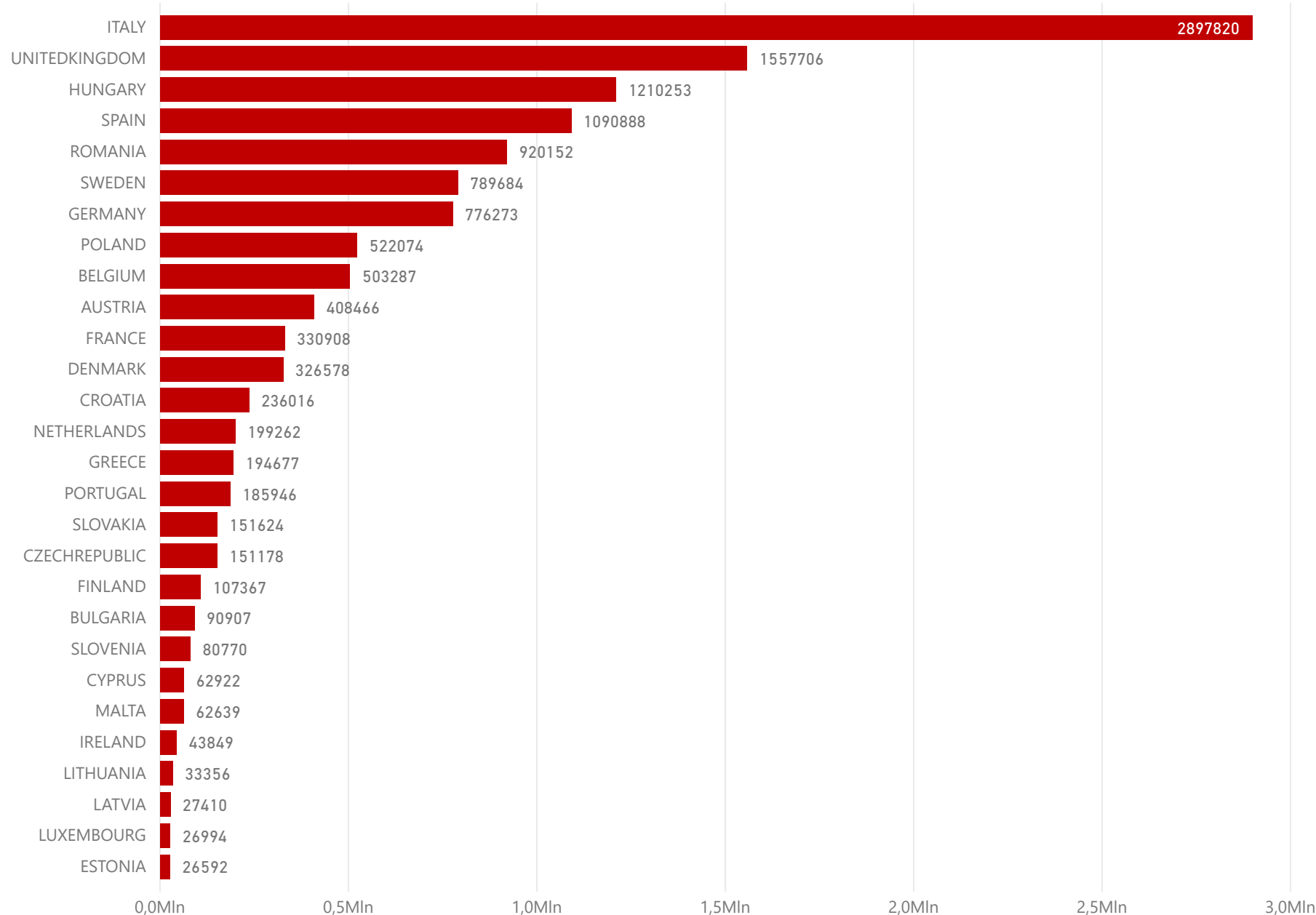


# ENGAGEMENT GENERATED BY COUNTRY

Time of monitoring: from April 28 to May 25

[www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)

Country	N. Accounts monitored	Engagement
ITALY	7	2897820
UNITEDKINGDOM	7	1557706
HUNGARY	7	1210253
SPAIN	5	1090888
ROMANIA	7	920152
SWEDEN	7	789684
GERMANY	7	776273
POLAND	7	522074
BELGIUM	7	503287
AUSTRIA	6	408466
FRANCE	7	330908
DENMARK	7	326578
CROATIA	5	236016
NETHERLANDS	7	199262
GREECE	7	194677
PORTUGAL	7	185946
SLOVAKIA	7	151624
CZECHREPUBLIC	7	151178
FINLAND	7	107367
BULGARIA	5	90907
SLOVENIA	7	80770
CYPRUS	7	62922
MALTA	7	62639
IRELAND	4	43849
LITHUANIA	7	33356
LATVIA	7	27410
LUXEMBOURG	7	26994
ESTONIA	7	26592
<b>Totale</b>	<b>186</b>	<b>13015598</b>



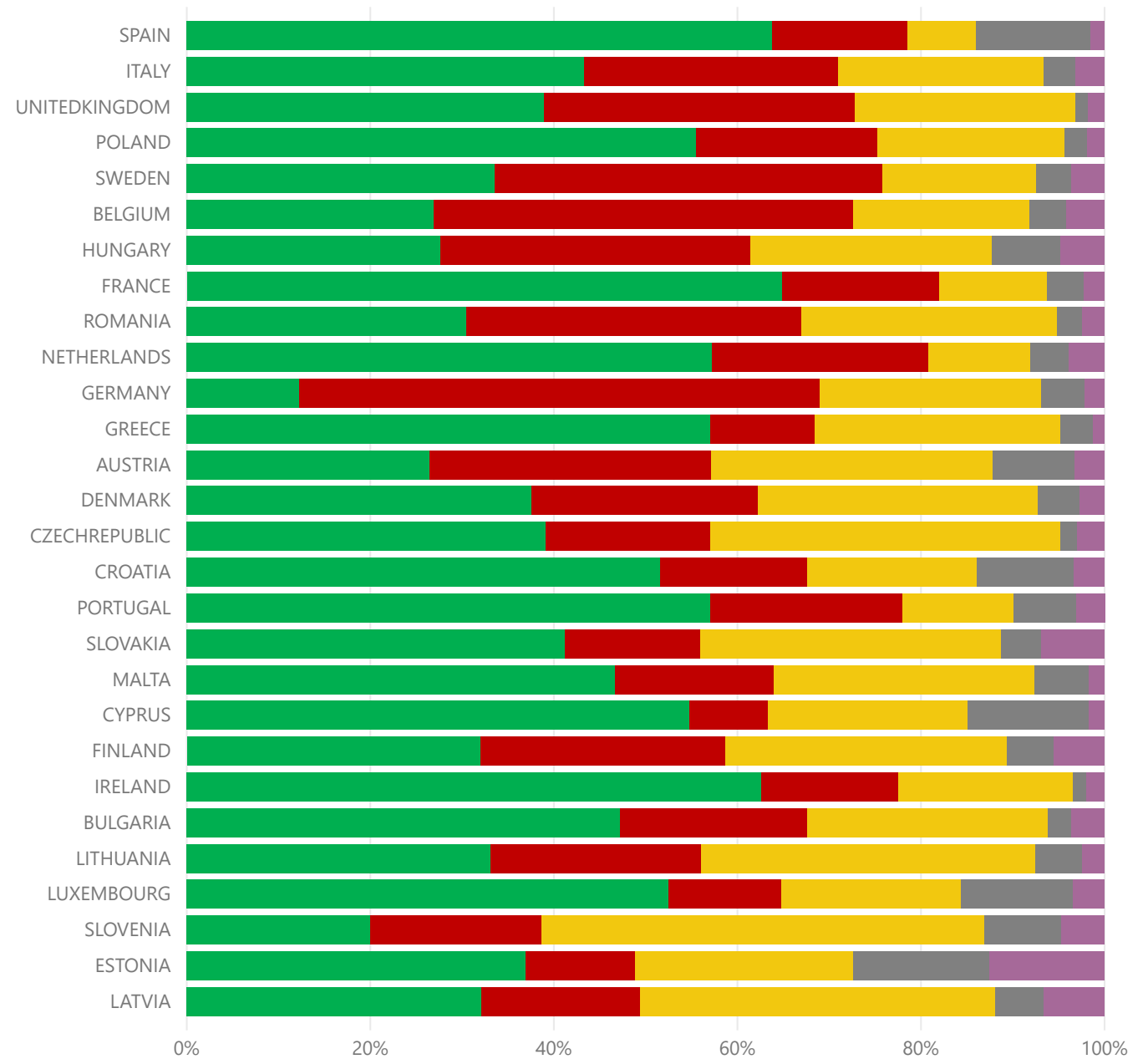
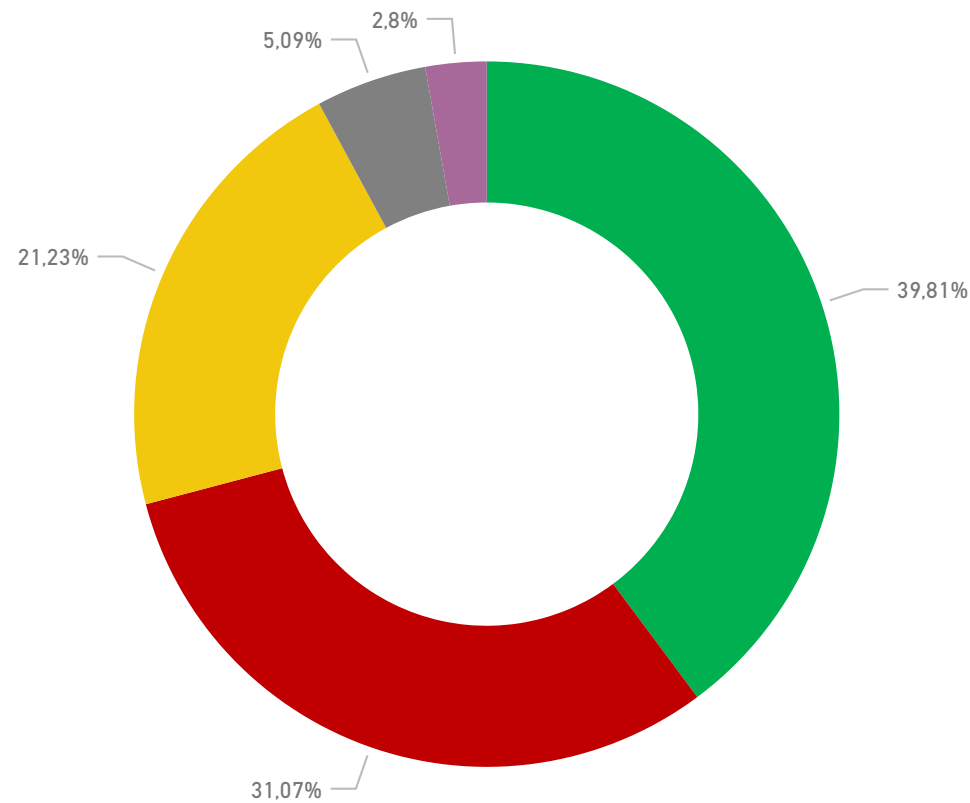
engagement calculated at the time of post acquisition

# MOOD OF FACEBOOK USERS (TOTAL AND BY COUNTRY)

Time of monitoring: from April 28 to May 25

[www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)

Overall mood of distribution Facebook users



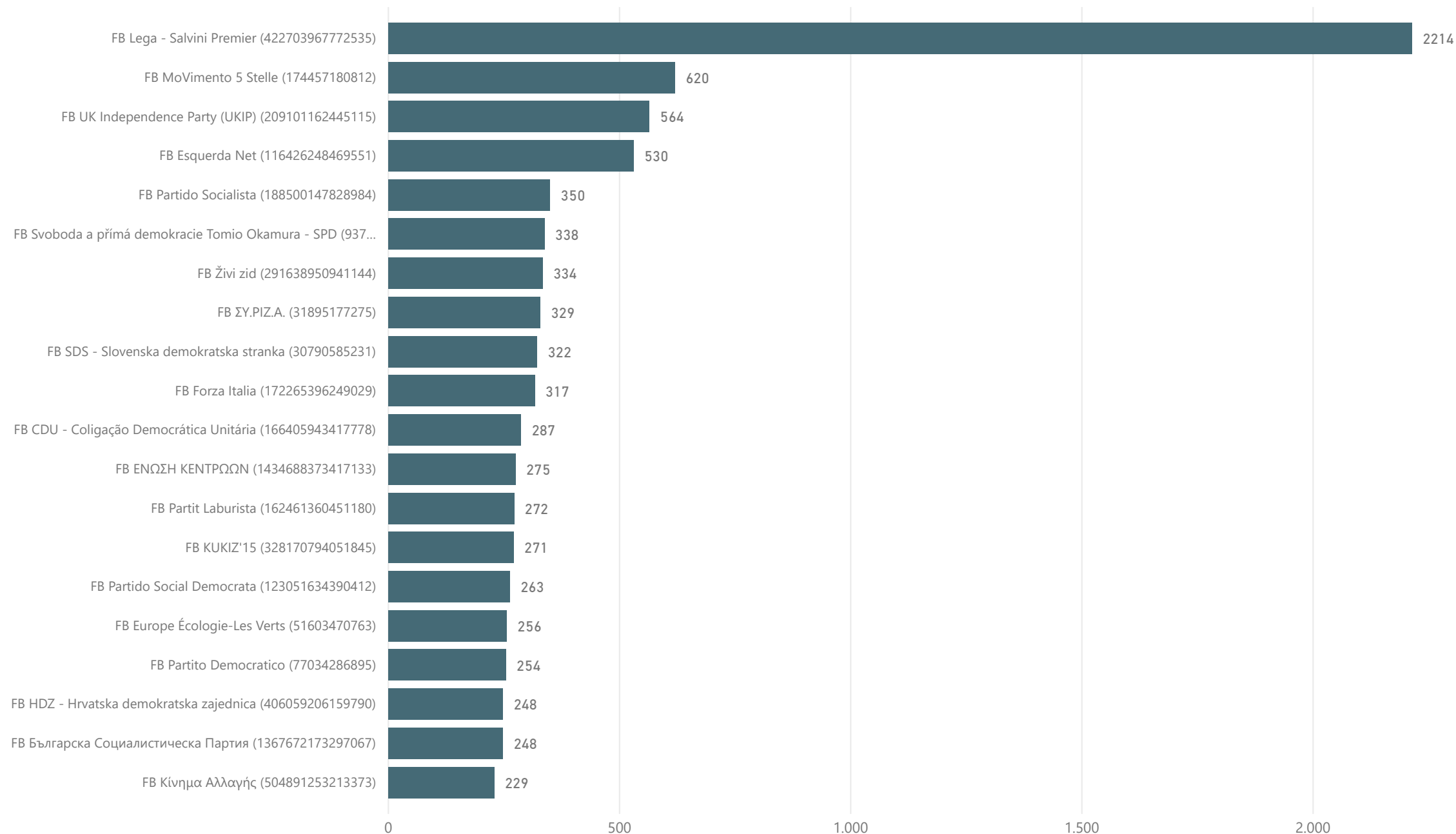
Analysis of Facebook reactions calculated on posts published by all parties of the survey panel (interactions developed at the time of post acquisition)

# TOP20 EUROPEAN PARTIES BY POST PRODUCTION

Time of monitoring: from April 28 to May 25

[www.electionsmonitoringcenter.eu](http://www.electionsmonitoringcenter.eu)

Facebook page	Country	N. Posts produced
FB Lega - Salvini Premier (422703967772535)	ITALY	2214
FB MoVimento 5 Stelle (174457180812)	ITALY	620
FB UK Independence Party (UKIP) (209101162445115)	UNITEDKINGDOM	564
FB Esquerda Net (116426248469551)	PORTUGAL	530
FB Partido Socialista (188500147828984)	PORTUGAL	350
FB Svoboda a přímá demokracie Tomio Okamura - SPD (937443906286455)	CZECHREPUBLIC	338
FB Živi zid (291638950941144)	CROATIA	334
FB ΣΥ.ΠΙΖ.Α. (31895177275)	GREECE	329
FB SDS - Slovenska demokratska stranka (30790585231)	SLOVENIA	322
FB Forza Italia (172265396249029)	ITALY	317
FB CDU - Coligação Democrática Unitária (166405943417778)	PORTUGAL	287
FB ΕΝΩΣΗ ΚΕΝΤΡΩΩΝ (1434688373417133)	GREECE	275
FB Partit Laburista (162461360451180)	MALTA	272
FB KUKIZ'15 (328170794051845)	POLAND	271
FB Partido Social Democrata (123051634390412)	PORTUGAL	263
FB Europe Écologie-Les Verts (51603470763)	FRANCE	256
FB Partito Democratico (77034286895)	ITALY	254
FB HDZ - Hrvatska demokratska zajednica (406059206159790)	CROATIA	248
FB Българска Социалистическа Партия (1367672173297067)	BULGARIA	248
FB Κίνημα Αλλαγής (504891253213373)	GREECE	229
<b>Totale</b>		<b>8521</b>

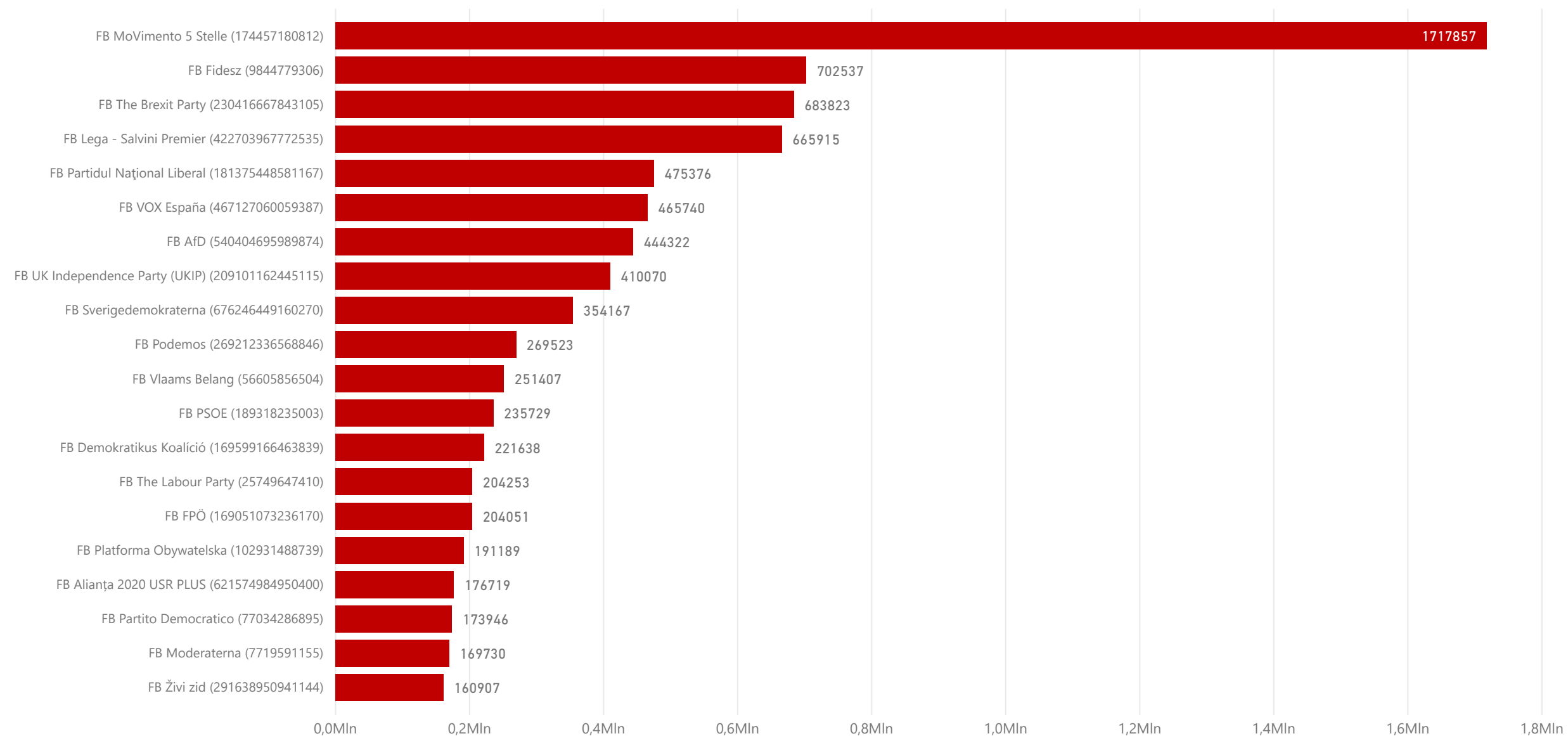


# TOP20 EUROPEAN PARTIES BY GENERATED ENGAGEMENT\*

Time of monitoring: from April 28 to May 25

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Facebook page	Country	Engagement
FB MoVimento 5 Stelle (174457180812)	ITALY	1717857
FB Fidesz (9844779306)	HUNGARY	702537
FB The Brexit Party (230416667843105)	UNITEDKINGDOM	683823
FB Lega - Salvini Premier (422703967772535)	ITALY	665915
FB Partidul Național Liberal (181375448581167)	ROMANIA	475376
FB VOX España (467127060059387)	SPAIN	465740
FB AfD (540404695989874)	GERMANY	444322
FB UK Independence Party (UKIP) (209101162445115)	UNITEDKINGDOM	410070
FB Sverigedemokraterna (676246449160270)	SWEDEN	354167
FB Podemos (269212336568846)	SPAIN	269523
FB Vlaams Belang (56605856504)	BELGIUM	251407
FB PSOE (189318235003)	SPAIN	235729
FB Demokratikus Koalíció (169599166463839)	HUNGARY	221638
FB The Labour Party (25749647410)	UNITEDKINGDOM	204253
FB FPÖ (169051073236170)	AUSTRIA	204051
FB Platforma Obywatelska (102931488739)	POLAND	191189
FB Alianța 2020 USR PLUS (621574984950400)	ROMANIA	176719
FB Partito Democratico (77034286895)	ITALY	173946
FB Moderaterna (7719591155)	SWEDEN	169730
FB Živi zid (291638950941144)	CROATIA	160907
<b>Totale</b>		<b>8178899</b>



\*\*engagement calculated at the time of post acquisition

# MOOD OF FACEBOOK USERS COMPARED BY PARTIES

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Analysis of Facebook's reactions calculated on the first 20 parties by engagement (interactions developed at the time of post acquisition)