

SOCIAL REPORT N. 1

THE USE OF FACEBOOK IN THE 2019 EUROPEAN ELECTIONS CAMPAIGN



www.electionsmonitoringcenter.eu



THE USE OF FACEBOOK IN THE 2019 EUROPEAN ELECTIONS CAMPAIGN

TIME OF MONITORING

From April 28 to May 20

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185

N. Accounts monitored*

19595

N. Posts Produced

8377866

Engagement**

** engagement calculated at the time of post acquisition

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

DATA BY GEOGRAPHICAL AREAS*

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South Europe	51 N. Monitored Accounts	9002 N. Posts Produced	3Mln Engagement
West Europe	40 N. Monitored Accounts	4100 N. Posts Produced	2Mln Engagement
North Europe	53 N. Monitored Accounts	3362 N. Posts Produced	2Mln Engagement
Est Europe	41 N. Monitored Accounts	3131 N. Posts Produced	1Mln Engagement

***Western Europe:** Austria, Belgium, France, Germany, Luxembourg, Netherlands.

Eastern Europe: Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia.

Northern Europe: Denmark, Estonia, Finland, Ireland, Latvia, Lithuania, Sweden, United Kingdom.

Southern Europe: Croatia, Cyprus, Greece, Italy, Malta, Portugal, Slovenia, Spain.

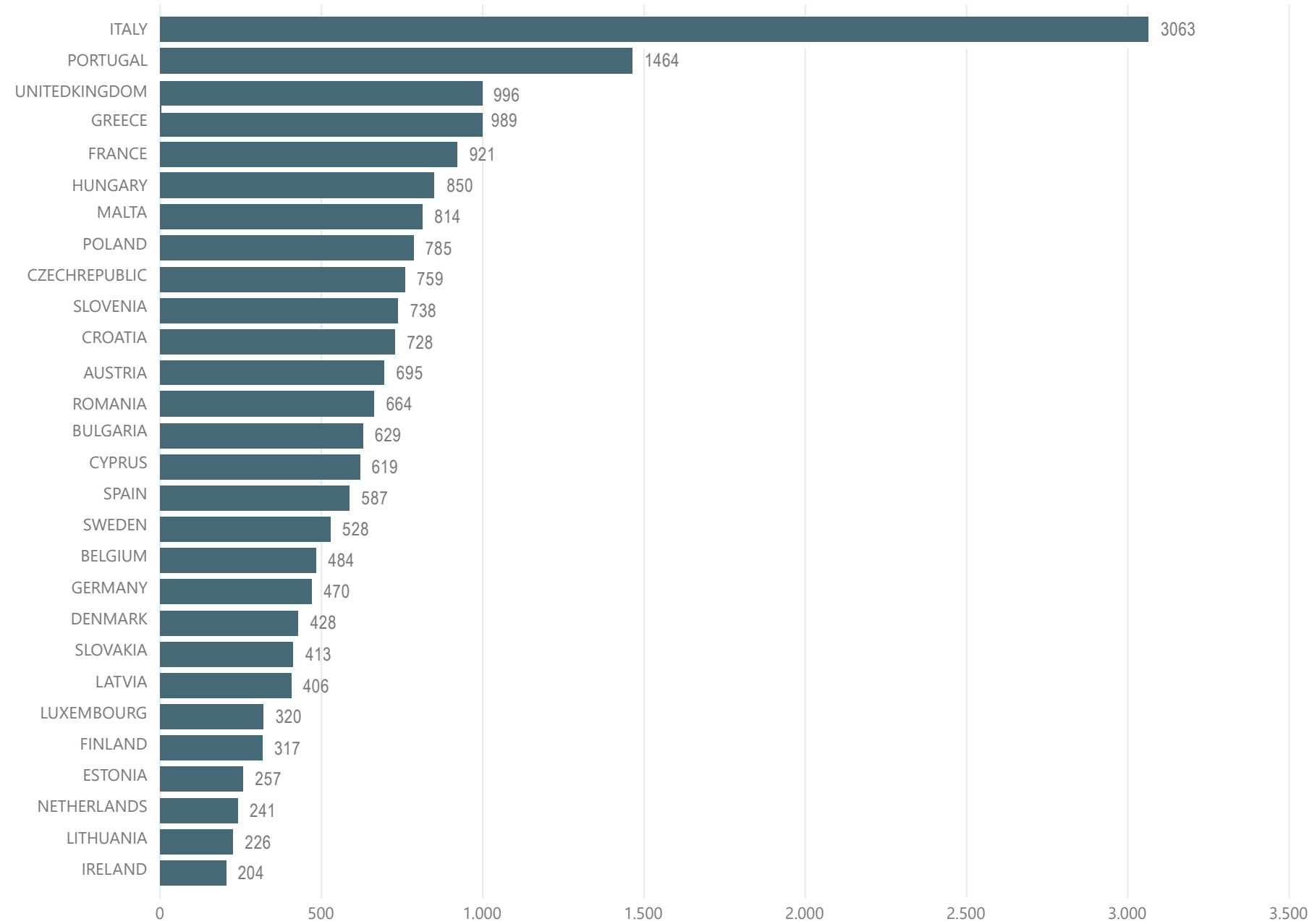
NUMBER OF POSTS BY COUNTRY

TIME OF MONITORING

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Country	N. Monitored Accounts	N. of Posts
ITALY	7	3063
PORTUGAL	7	1464
UNITEDKINGDOM	7	996
GREECE	7	989
FRANCE	7	921
HUNGARY	7	850
MALTA	7	814
POLAND	7	785
CZECHREPUBLIC	7	759
SLOVENIA	7	738
CROATIA	4	728
AUSTRIA	6	695
ROMANIA	7	664
BULGARIA	5	629
CYPRUS	7	619
SPAIN	5	587
SWEDEN	7	528
BELGIUM	7	484
GERMANY	7	470
DENMARK	7	428
SLOVAKIA	7	413
LATVIA	7	406
LUXEMBOURG	7	320
FINLAND	7	317
ESTONIA	7	257
NETHERLANDS	7	241
LITHUANIA	7	226
IRELAND	4	204
Total	185	19595



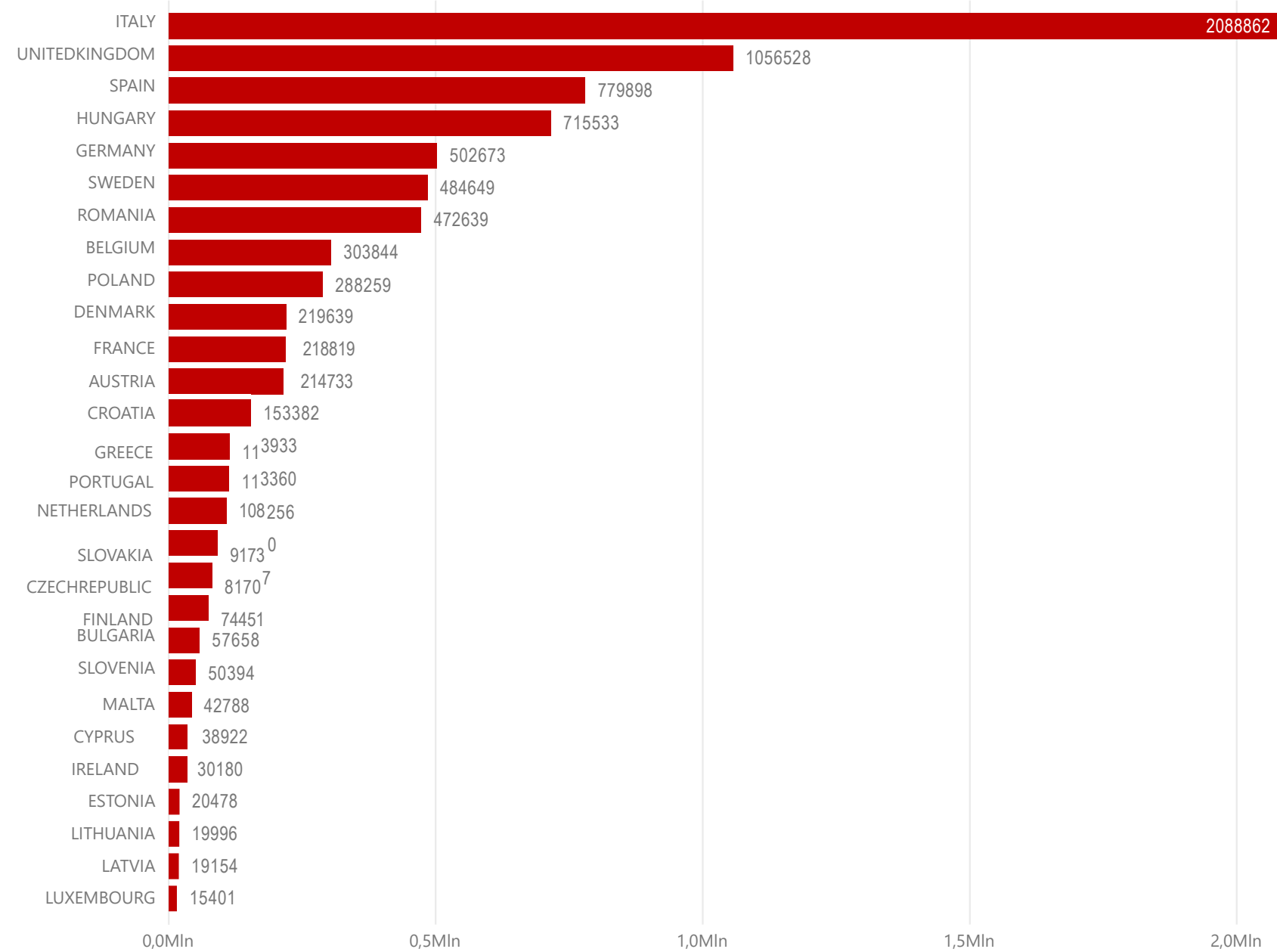
ENGAGEMENT GENERATED BY COUNTRY

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Country	N. Monitored Accounts	Engagement
ITALY	7	2088862
UNITED KINGDOM	7	1056528
SPAIN	5	779898
HUNGARY	7	715533
GERMANY	7	502673
SWEDEN	7	484649
ROMANIA	7	472639
BELGIUM	7	303844
POLAND	7	288259
DENMARK	7	219639
FRANCE	7	218819
AUSTRIA	6	214733
CROATIA	4	153382
GREECE	7	113933
PORTUGAL	7	113360
NETHERLANDS	7	108256
SLOVAKIA	7	91730
CZECHREPUBLIC	7	81707
FINLAND	7	74451
BULGARIA	5	57658
SLOVENIA	7	50394
MALTA	7	42788
CYPRUS	7	38922
IRELAND	4	30180
ESTONIA	7	20478
LITHUANIA	7	19996
LATVIA	7	19154
LUXEMBOURG	7	15401
Total	185	8377866



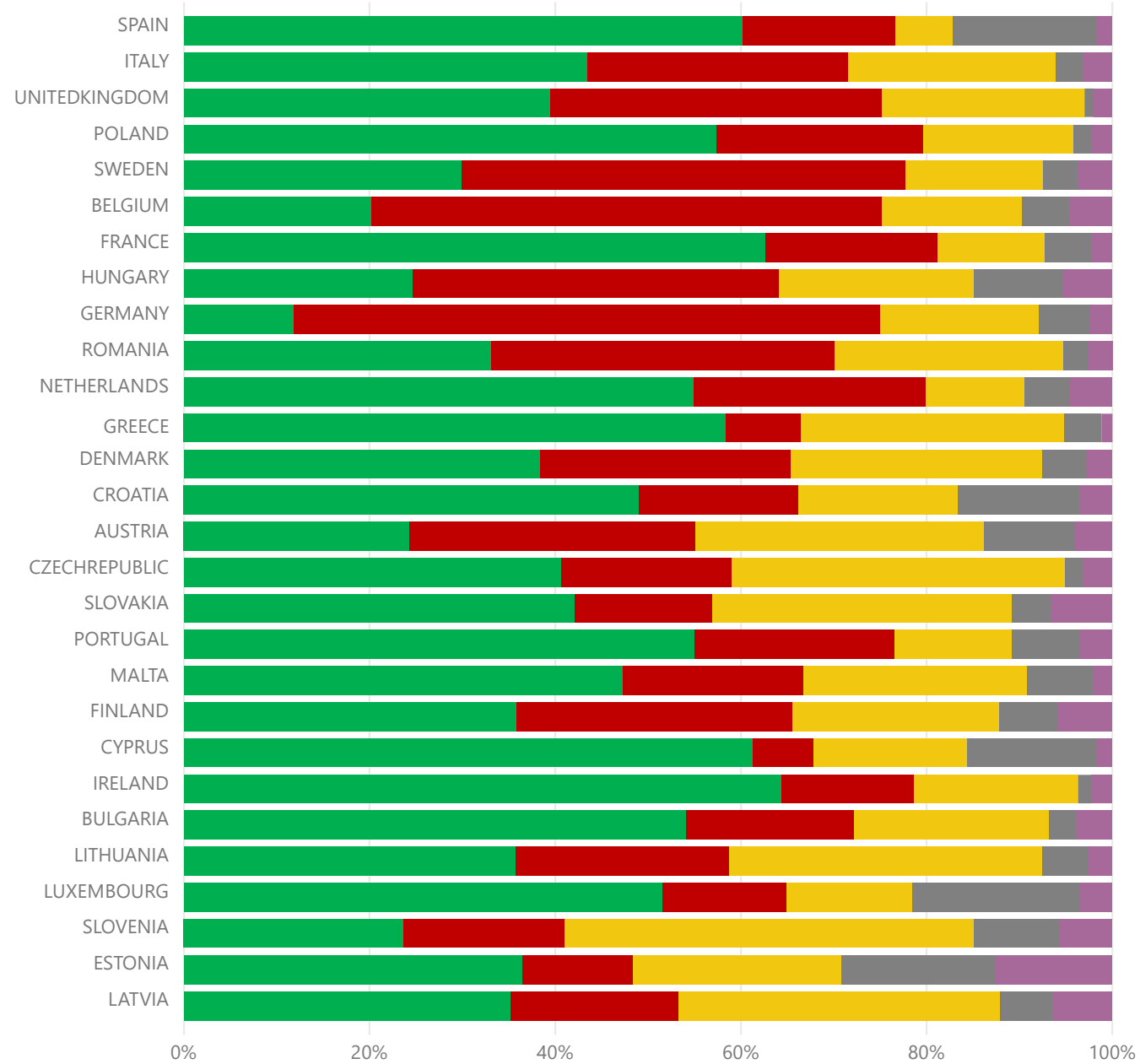
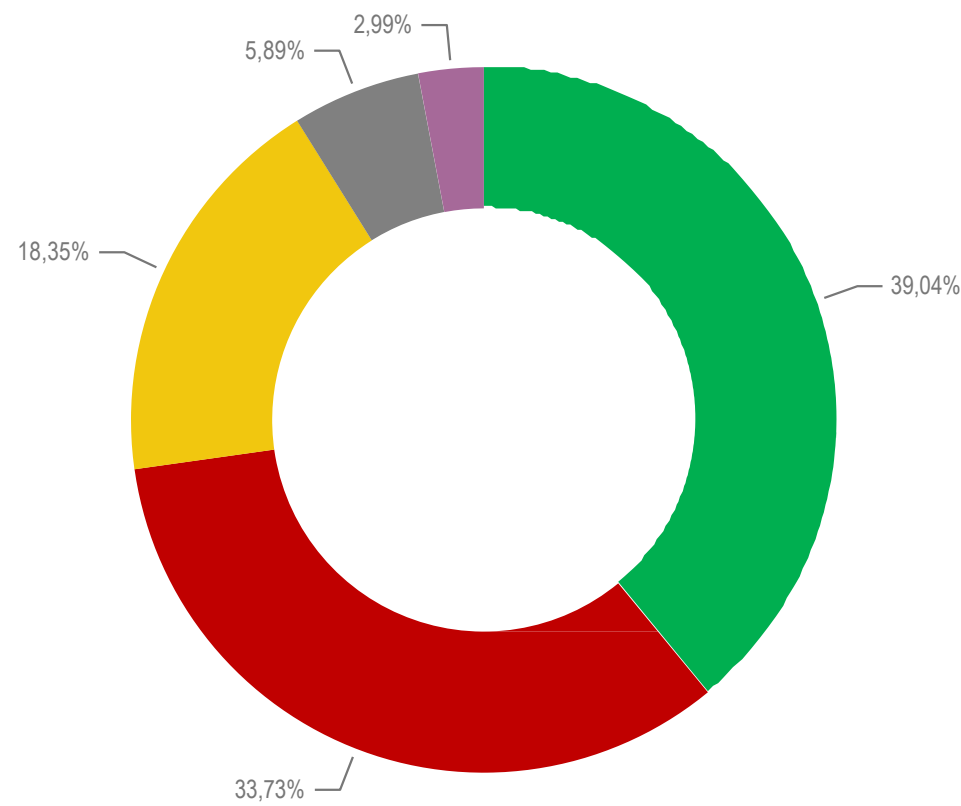
MOOD OF FACEBOOK USERS (TOTAL AND BY COUNTRY)

TIME OF MONITORING

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Overall mood distribution of 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)

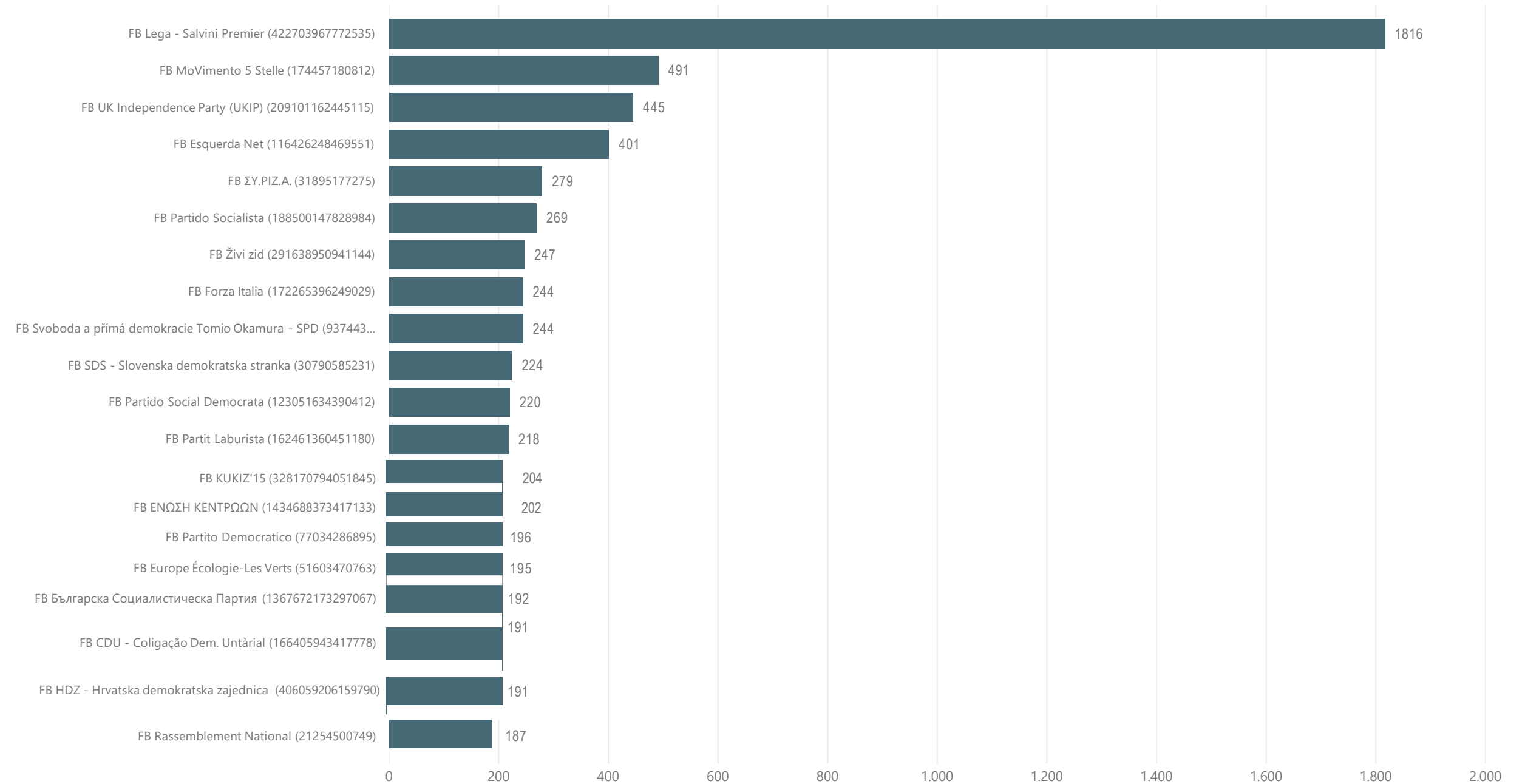
TOP20 EUROPEAN PARTIES BY POST PRODUCTION

TIME OF MONITORING

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Pagina Facebook Partito	Paese	Post prodotti
FB Lega - Salvini Premier (422703967772535)	ITALY	1816
FB MoVimento 5 Stelle (174457180812)	ITALY	491
FB UK Independence Party (UKIP) (209101162445115)	UNITEDKINGDOM	445
FB Esquerda Net (116426248469551)	PORTUGAL	401
FB ΣΥ.ΠΙΖ.Α. (31895177275)	GREECE	279
FB Partido Socialista (188500147828984)	PORTUGAL	269
FB Živi zid (291638950941144)	CROATIA	247
FB Forza Italia (172265396249029)	ITALY	244
FB Svoboda a přímá demokracie Tomio Okamura - SPD	CZECHREPUBLIC	244
FB SDS - Slovenska demokratska stranka (30790585231)	SLOVENIA	224
FB Partido Social Democrata (123051634390412)	PORTUGAL	220
FB Partit Laburista (162461360451180)	MALTA	218
FB KUKIZ'15 (328170794051845)	POLAND	204
FB ΕΝΩΣΗ ΚΕΝΤΡΩΩΝ (1434688373417133)	GREECE	202
FB Partito Democratico (77034286895)	ITALY	196
FB Europe Écologie-Les Verts (51603470763)	FRANCE	195
FB Българска Социалистическа Партия (1367672173297067)	BULGARIA	192
FB CDU - Coligação Democrática Unitária	PORTUGAL	191
FB HDZ - Hrvatska demokratska zajednica (406059206159790)	CROATIA	191
FB Rassemblement National (21254500749)	FRANCE	187
Total		6656



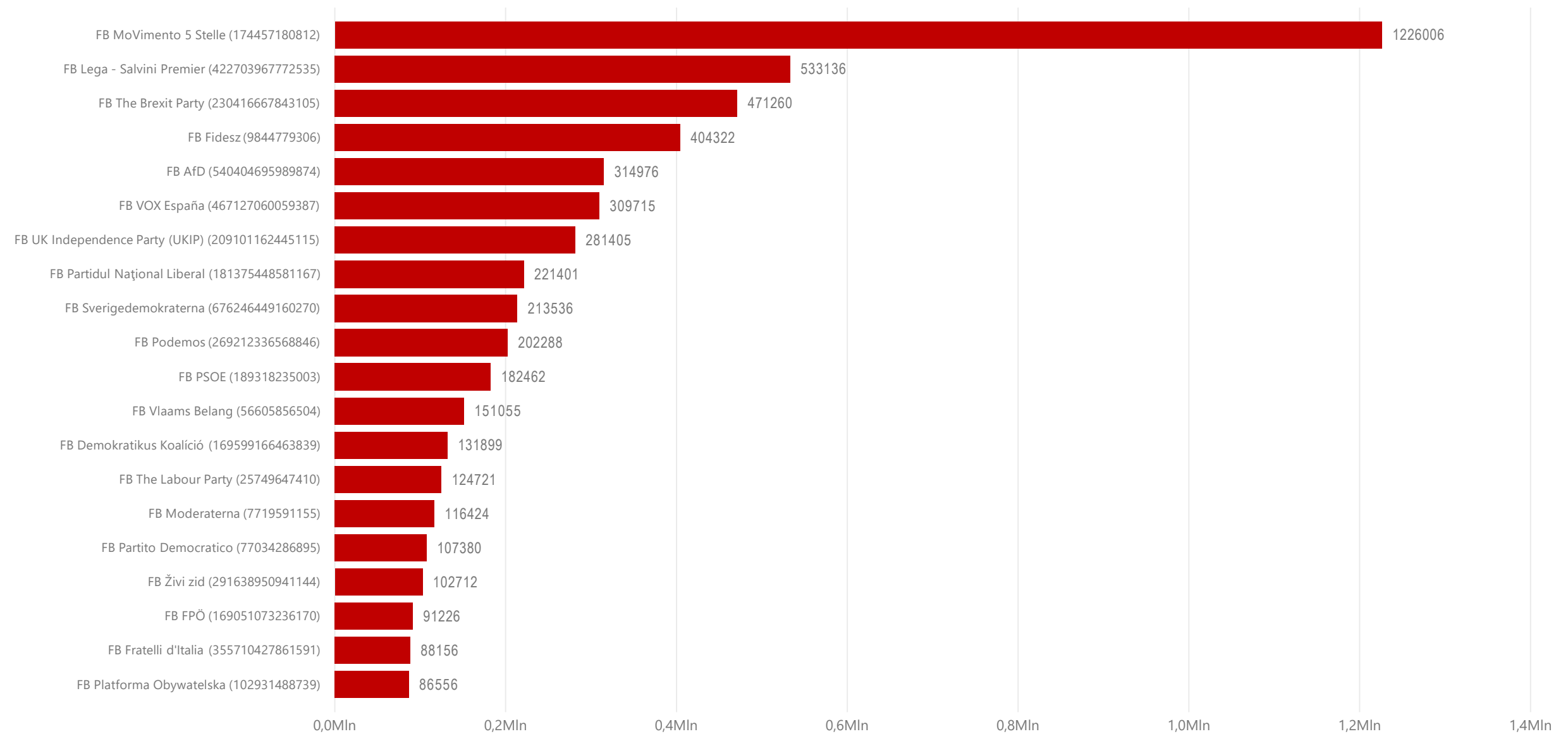
TOP20 EUROPEAN PARTIES BY GENERATED ENGAGEMENT*

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Political party Facebook page	Country	Engagement
FB MoVimento 5 Stelle (174457180812)	ITALY	1226006
FB Lega - Salvini Premier (422703967772535)	ITALY	533136
FB The Brexit Party (230416667843105)	UNITEDKINGDOM	471260
FB Fidesz (9844779306)	HUNGARY	404322
FB AfD (540404695989874)	GERMANY	314976
FB VOX España (467127060059387)	SPAIN	309715
FB UK Independence Party (UKIP) (209101162445115)	UNITEDKINGDOM	281405
FB Partidul Național Liberal (181375448581167)	ROMANIA	221401
FB Sverigedemokraterna (676246449160270)	SWEDEN	213536
FB Podemos (269212336568846)	SPAIN	202288
FB PSOE (189318235003)	SPAIN	182462
FB Vlaams Belang (56605856504)	BELGIUM	151055
FB Demokratikus Koalíció (169599166463839)	HUNGARY	131899
FB The Labour Party (25749647410)	UNITEDKINGDOM	124721
FB Moderaterna (7719591155)	SWEDEN	116424
FB Partito Democratico (77034286895)	ITALY	107380
FB Živi zid (291638950941144)	CROATIA	102712
FB FPÖ (169051073236170)	AUSTRIA	91226
FB Fratelli d'Italia (355710427861591)	ITALY	88156
FB Platforma Obywatelska (102931488739)	POLAND	86556
Total		5360636



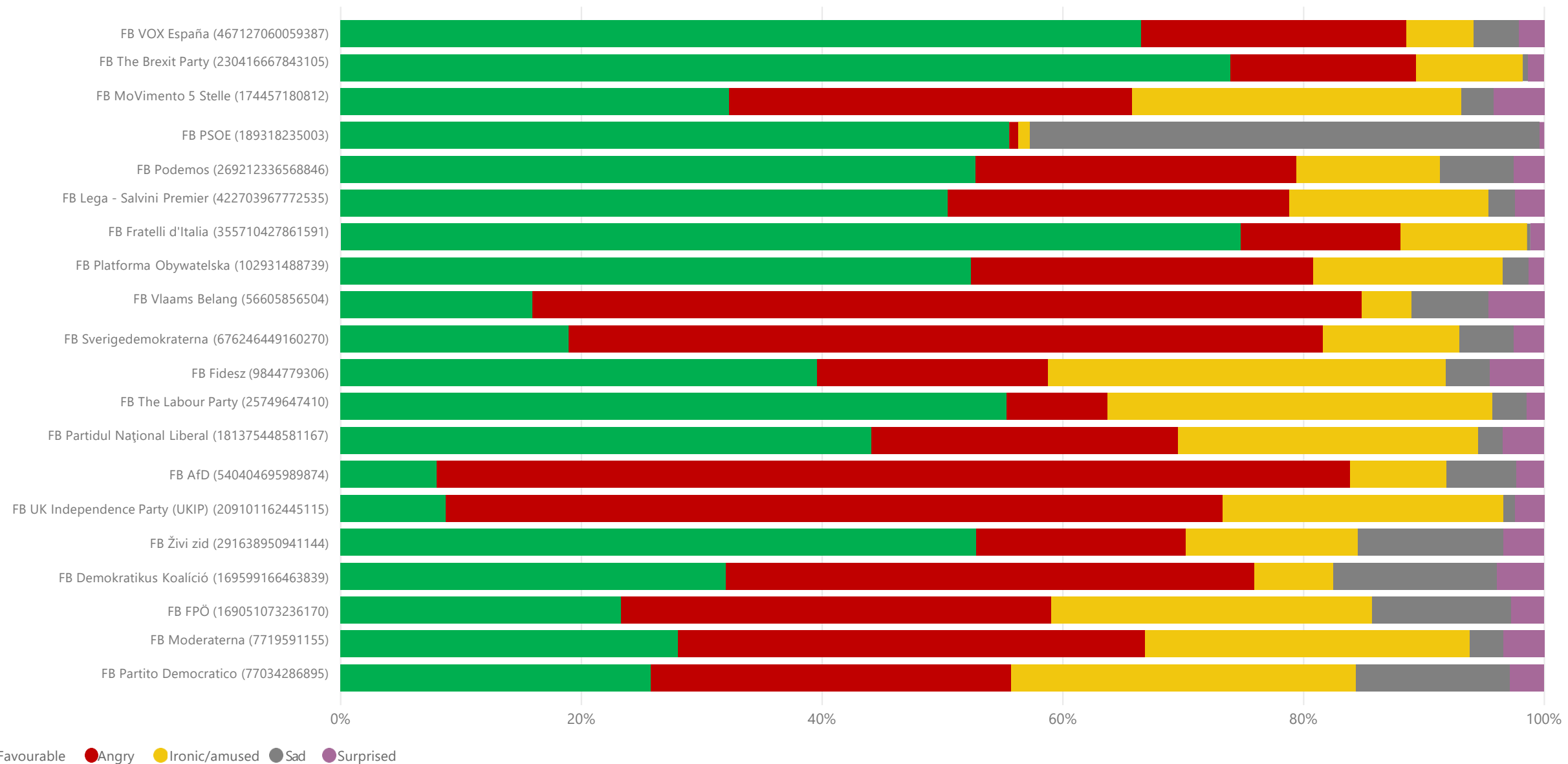
* engagement calculated at the time of post acquisition

MOOD OF USERS FACEBOOK 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)