

# UK General Election 2017

## Social Media Analysis

16<sup>th</sup> May 2017

<http://uk.kantar.com/ge2017>



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# Methodology



Over the election period we are monitoring the official Facebook accounts of the main political parties and their leaders. We are collecting data on how Facebook users interact – commenting, sharing and liking – with the content posted on each of these pages.

These interactions have been combined into a single index figure which represents how engaged Facebook users are with these official accounts.

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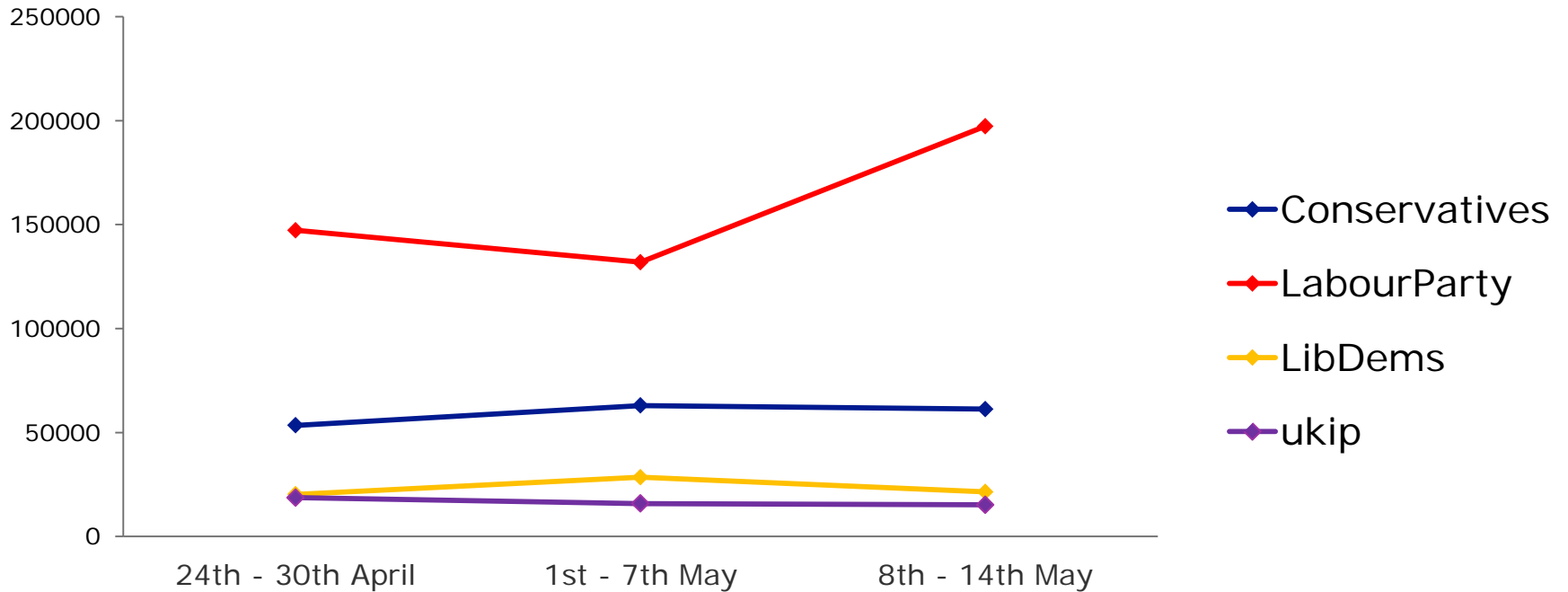
We are also monitoring the official Twitter accounts of the main political parties and their leaders. We are tracking how much “buzz” is being generated by the original tweets authored by each of these accounts.

We have developed an index which tracks the engagement levels of Twitter users with these official accounts.



# Facebook engagement index

## Main political parties

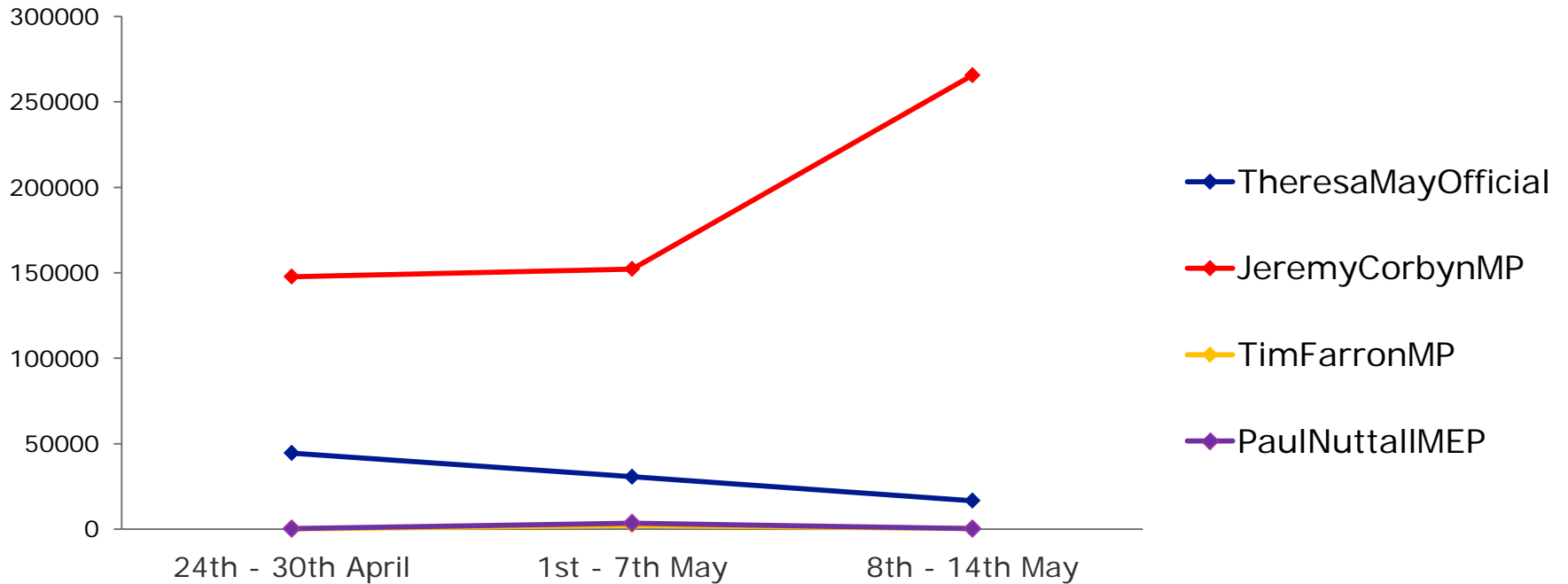


Facebook data collected between – 24<sup>th</sup> April and 14<sup>th</sup> May 2017



# Facebook engagement index

## Main political party leaders



Facebook data collected between – 24<sup>th</sup> April and 14<sup>th</sup> May 2017



# Facebook – comments, likes and shares

## Main political parties

	Number of posts	Likes	Comments	Shares
Conservatives	18	46,337	29,741	15,758
Labour	68	152,063	38,437	92,391
Lib Dems	29	20,229	4,732	7,755
UKIP	15	15,897	5,277	3,329

## Main political party leaders

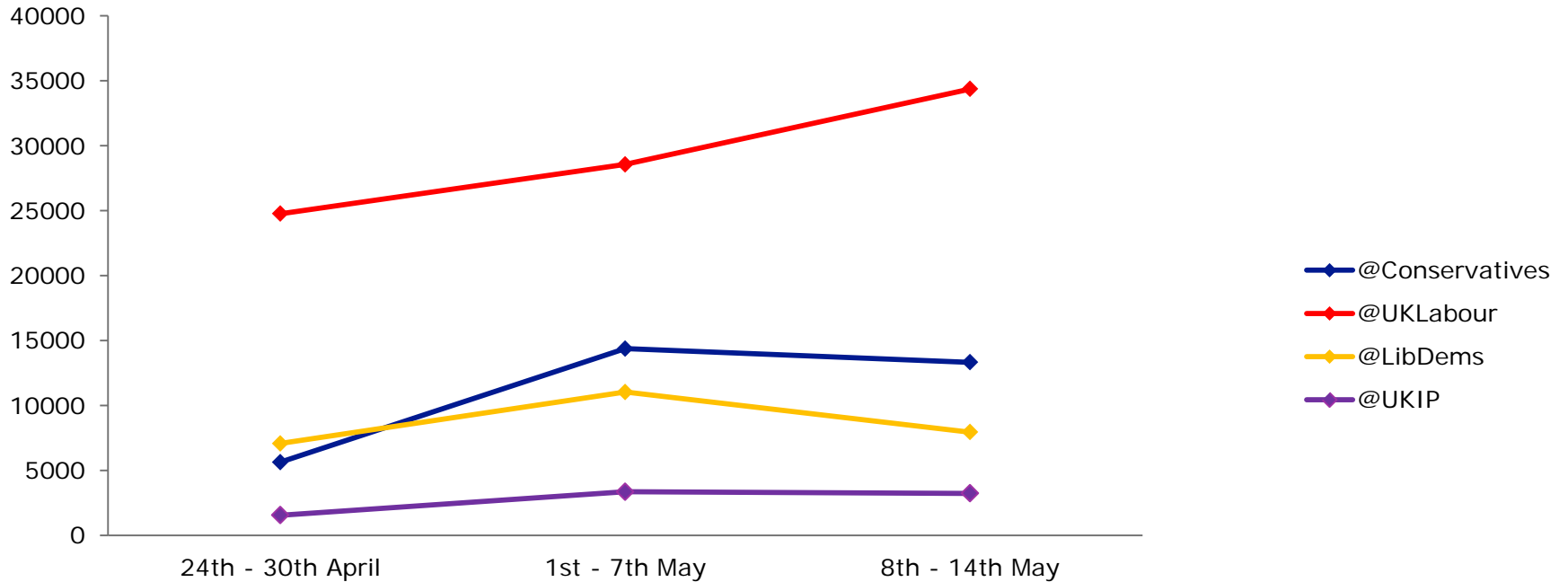
	Number of posts	Likes	Comments	Shares
TheresaMayOfficial	5	11,320	10,955	2,813
JeremyCorbynMP	35	274,274	32,929	103,799
TimFarronMP	1	319	111	195
PaulNuttallMEP	1	368	63	99

Facebook data collected between – 8<sup>th</sup> and 14<sup>th</sup> May 2017

# Twitter engagement index



## Main political parties

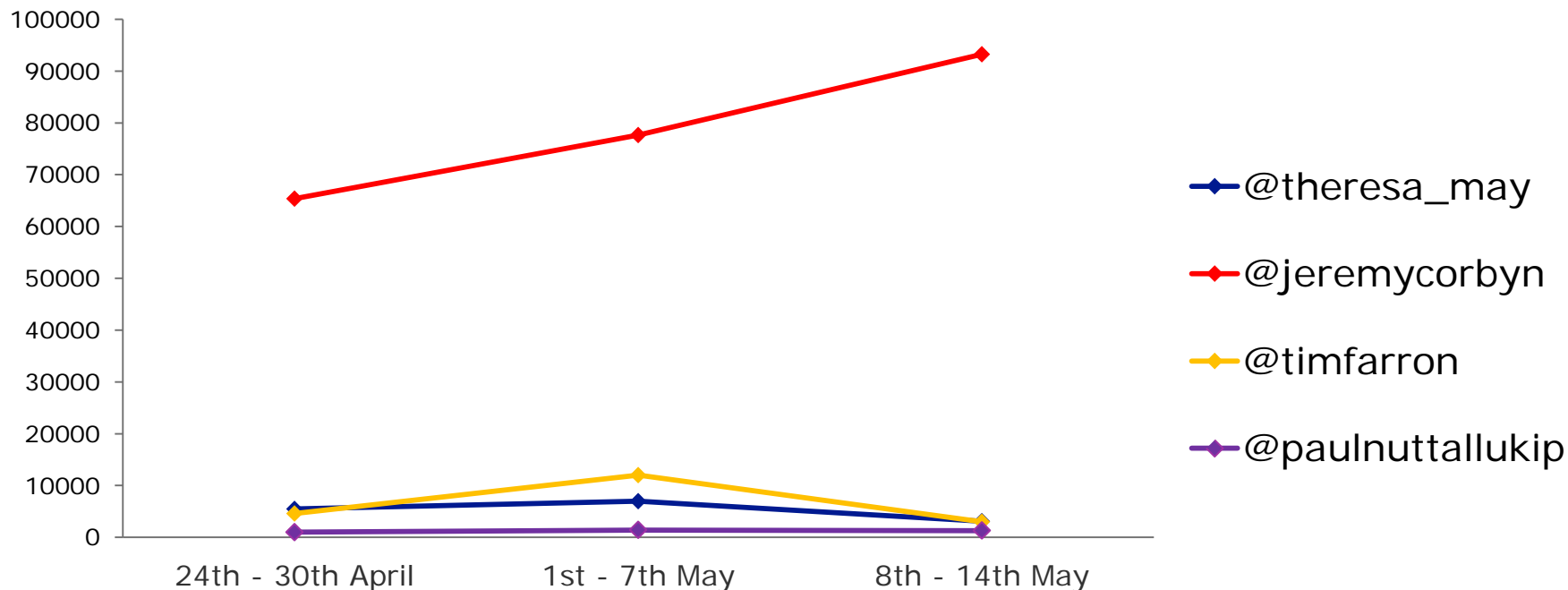


Twitter data collected between – 24<sup>th</sup> April and 14<sup>th</sup> May 2017



# Twitter engagement index

## Main political party leaders



Twitter data collected between – 24<sup>th</sup> April and 14<sup>th</sup> May 2017

# Twitter – original tweets, retweets and followers



## Main political parties

	Number of original tweets*	Retweets	Followers
@Conservatives	31	2,048	18,482
@UKLabour	102	34,360	400,956
@LibDems	29	7,956	181,273
@UKIP	58	3,244	160,159

## Main political party leaders

	Number of original tweets*	Retweets	Followers
@theresa_may	7	3,089	301,821
@jeremycorbyn	64	93,238	887,653
@timfarron	5	2,975	225,281
@paulnuttallukip	15	1,306	39,305

Twitter data collected between – 8<sup>th</sup> and 14<sup>th</sup> May 2017

\*Made by the account