



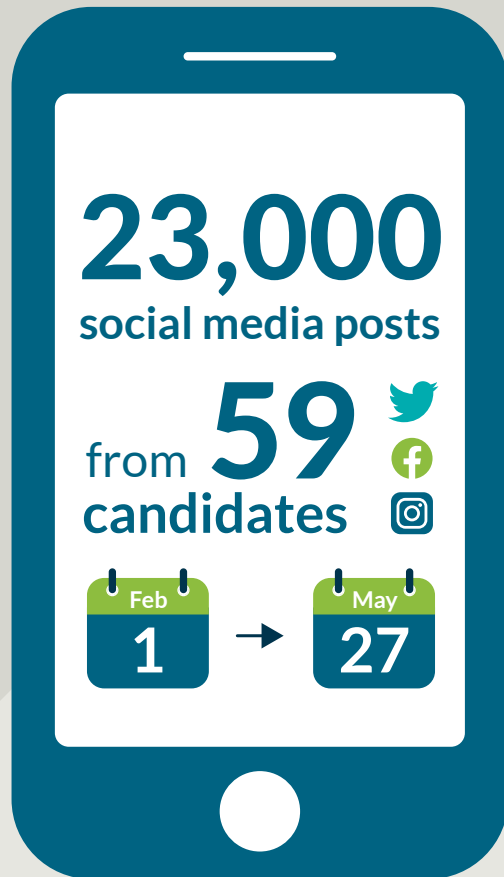
MKC  
COMMUNICATIONS

# EU Election Social Media Report

April 18th to 28th May 2019



# EU Election Social Media Report



**Twitter**  
41 Accounts



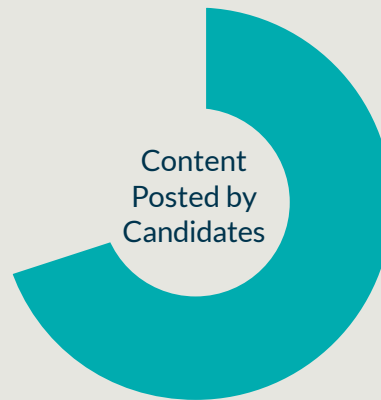
**Facebook**  
40 Pages



**Instagram**  
28 Accounts



Engagement figures were gathered for all Twitter accounts and Facebook pages. For Instagram, candidates with business level accounts were tracked



**70%**  
**Twitter**  
Was the most active platform, accounting for over 70% of all social content posted by candidates

Follower growth for these accounts was analysed over the **40 day period** from 18th April - 28th May

Highest engagement levels  
**Twitter**  
**600,000**  
Engagements  
across the **41** accounts analysed



Highest engagement per post  
**Clare Daly**  
**170** Engagements per tweet



# Top Parties on Social Media

Twitter 



Facebook 



Instagram 

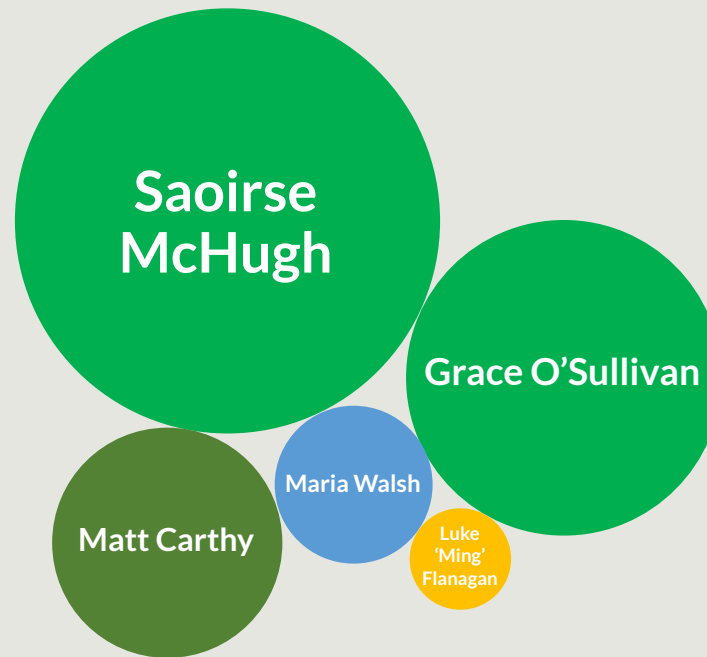


# Top Performers on Social Media

Twitter 

Facebook 

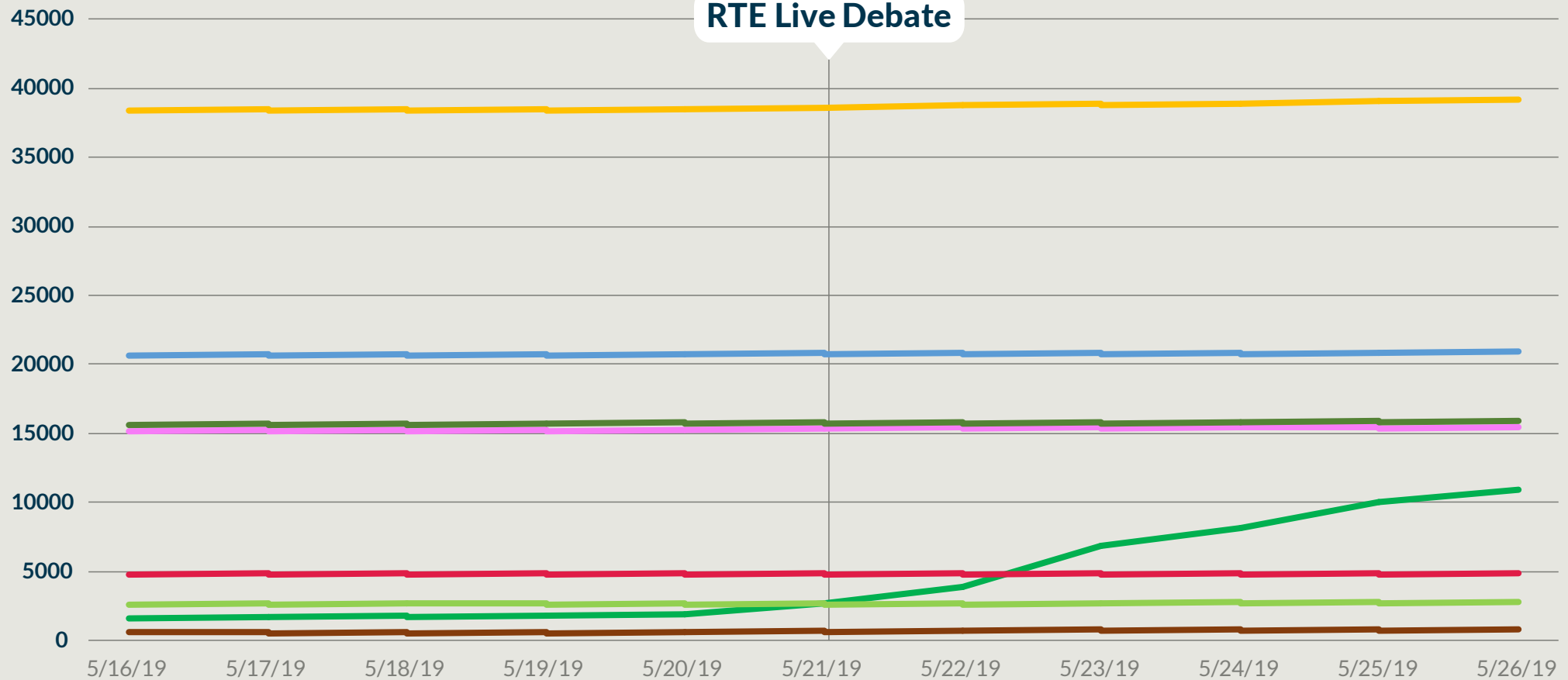
Instagram 



# Total Follower Number Growth

(Midlands-North West Constituency)

RTE Live Debate

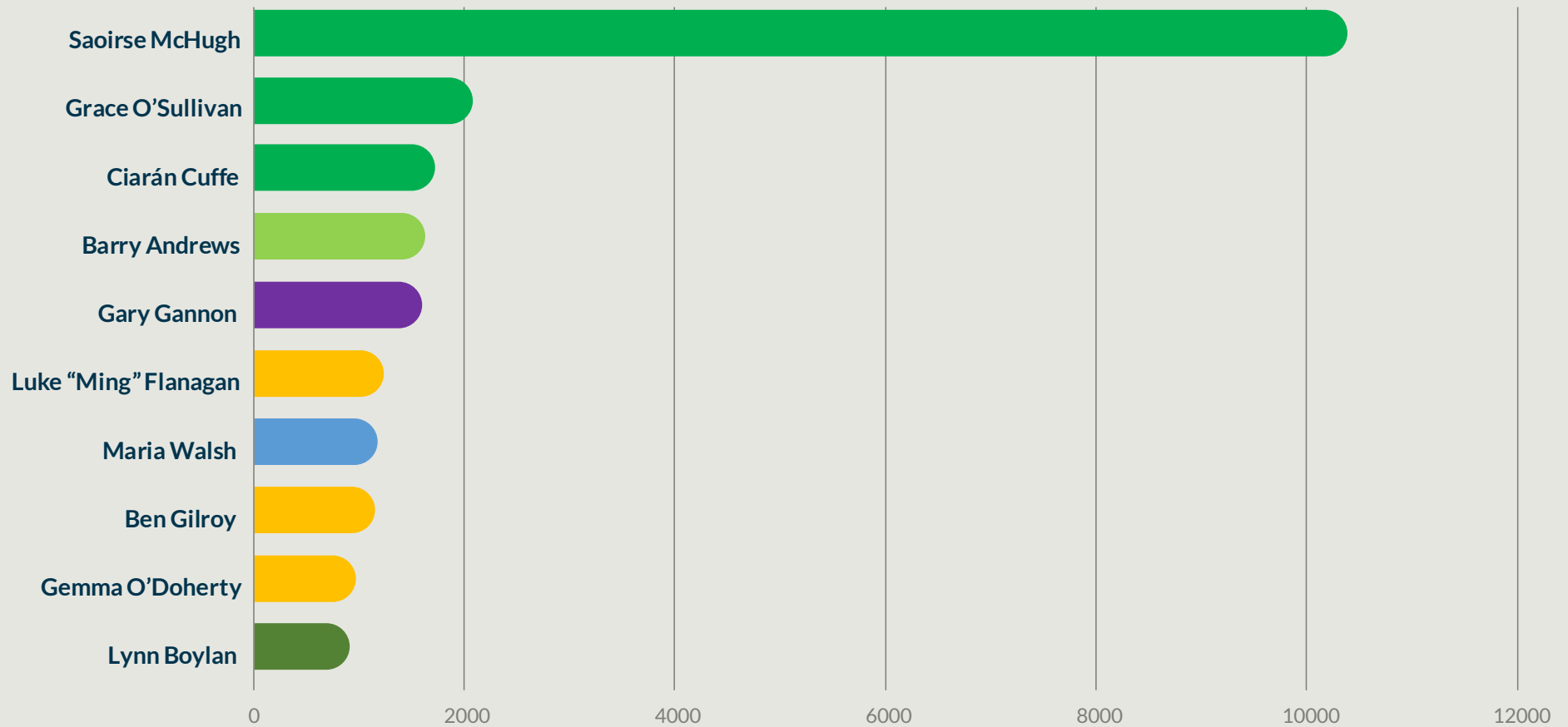


- Luke Ming Flanagan** (Independent)
- Peter Casey** (Independent)
- Matt Carthy** (Sinn Féin)
- Saoirse McHugh** (Green Party)
- Brendan Smith** (Fianna Fáil)
- Mairead McGuinness** (Fine Gael)
- Cyril Brennan** (People Before Profit)
- Dominic Hannigan** (Labour)



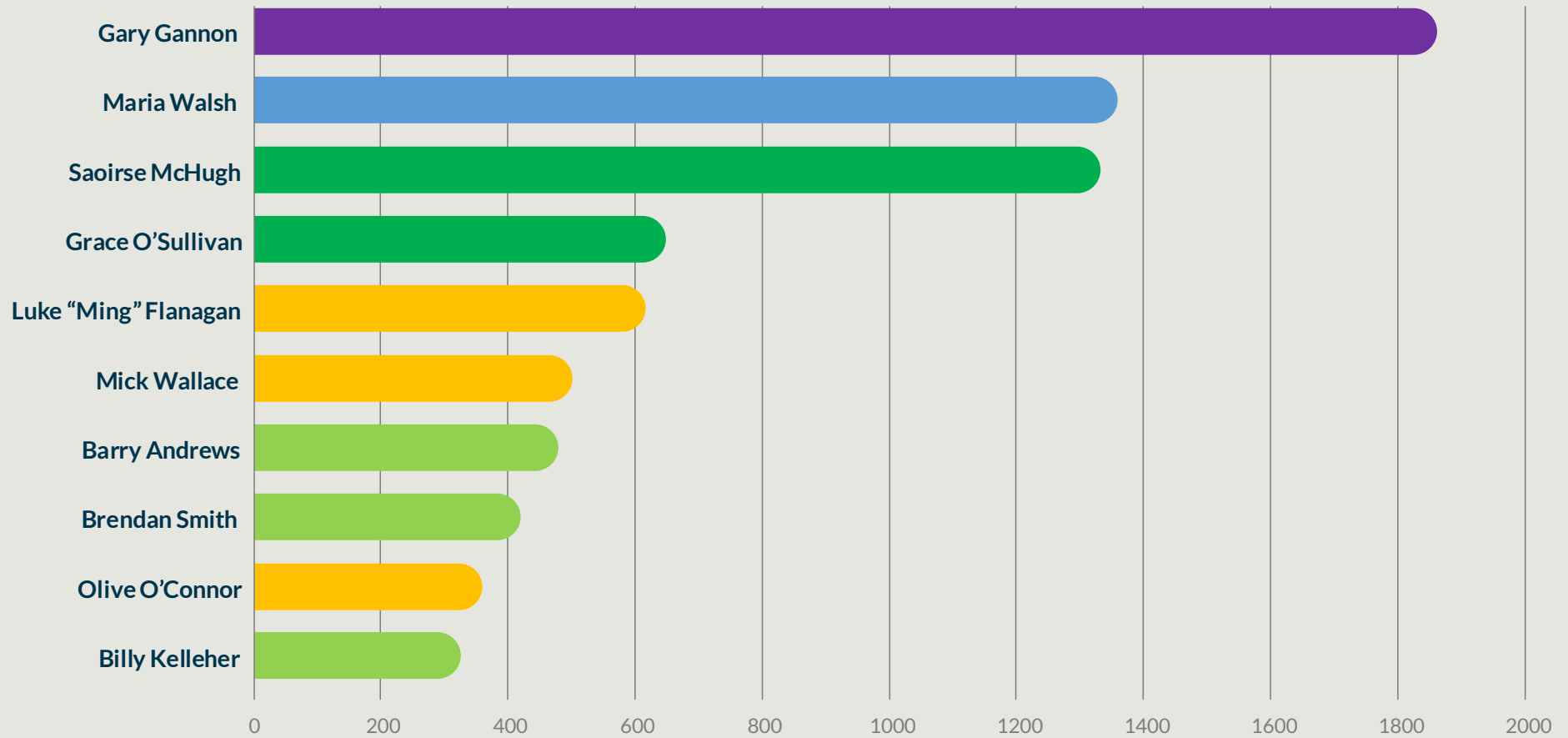
# Twitter Follower Growth

(Absolute Change)



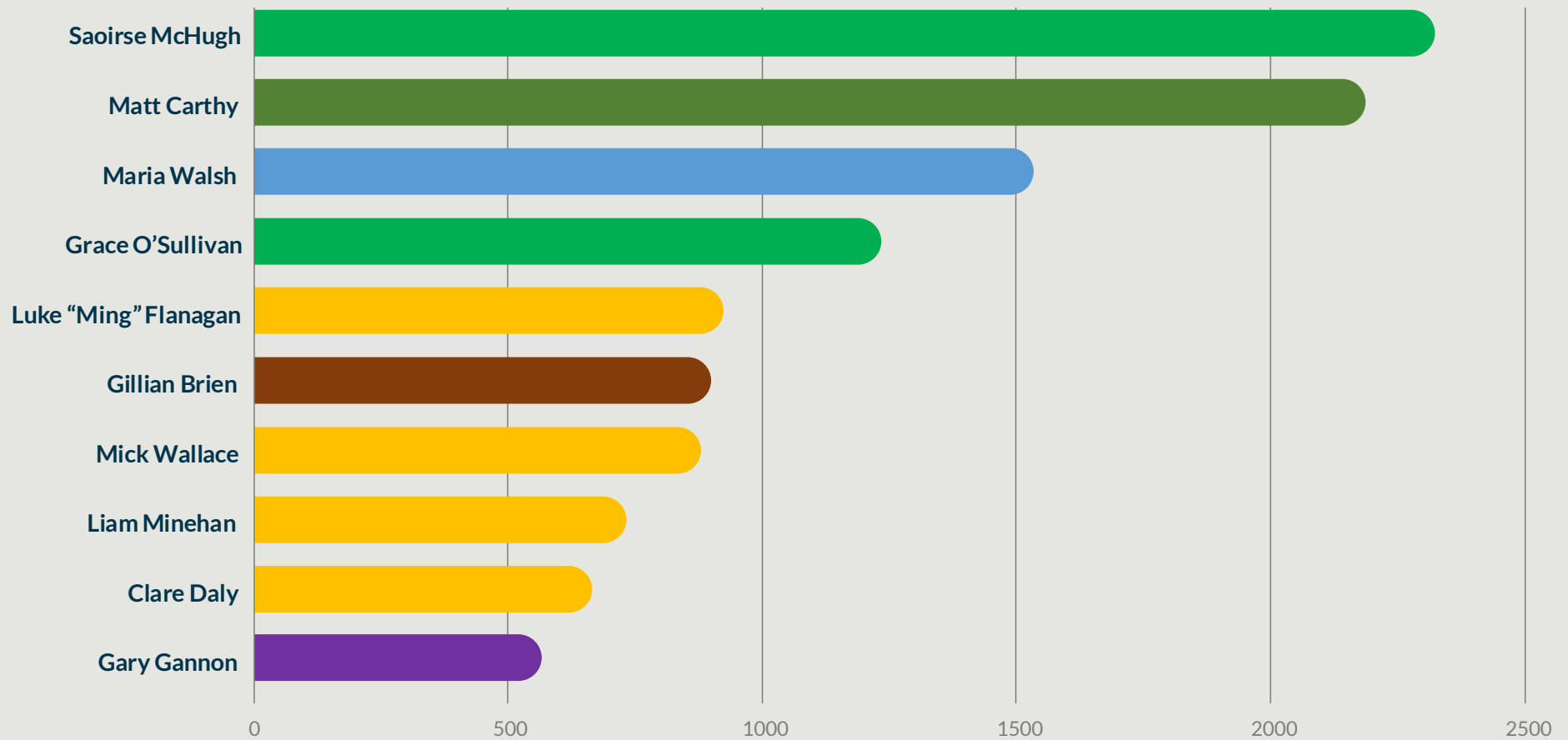
# Instagram Follower Growth

(Absolute Change)

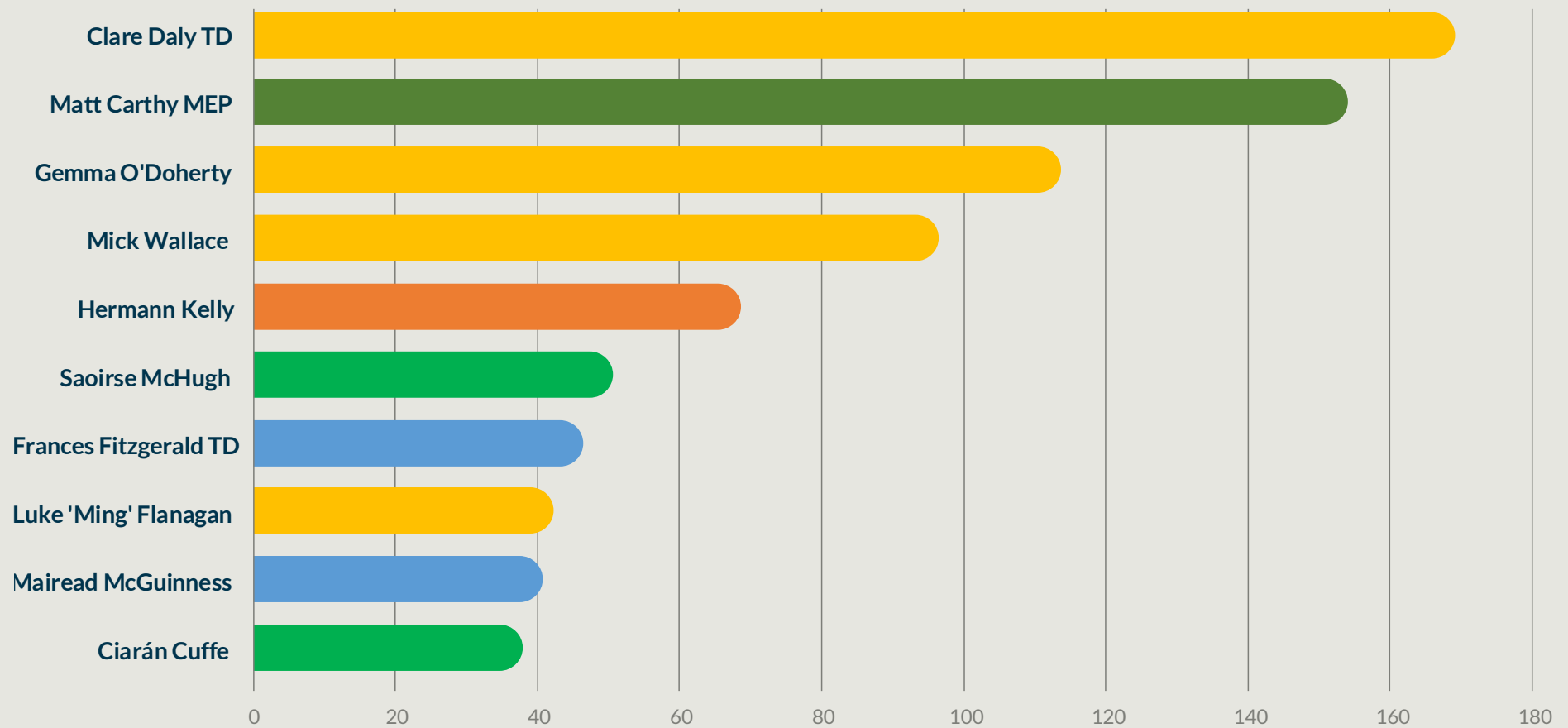


# Facebook Follower Growth

(Absolute Change)

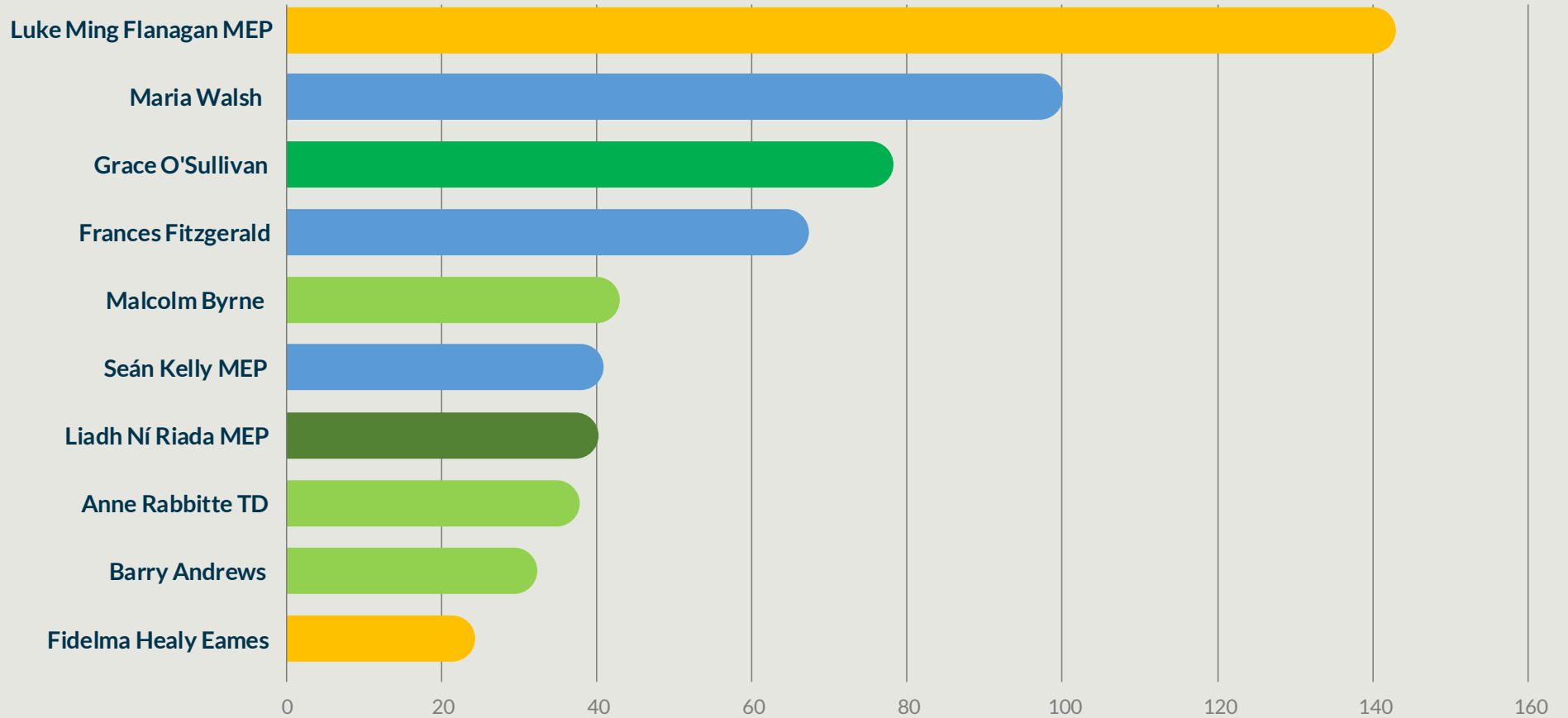


# Twitter Average Engagement per post



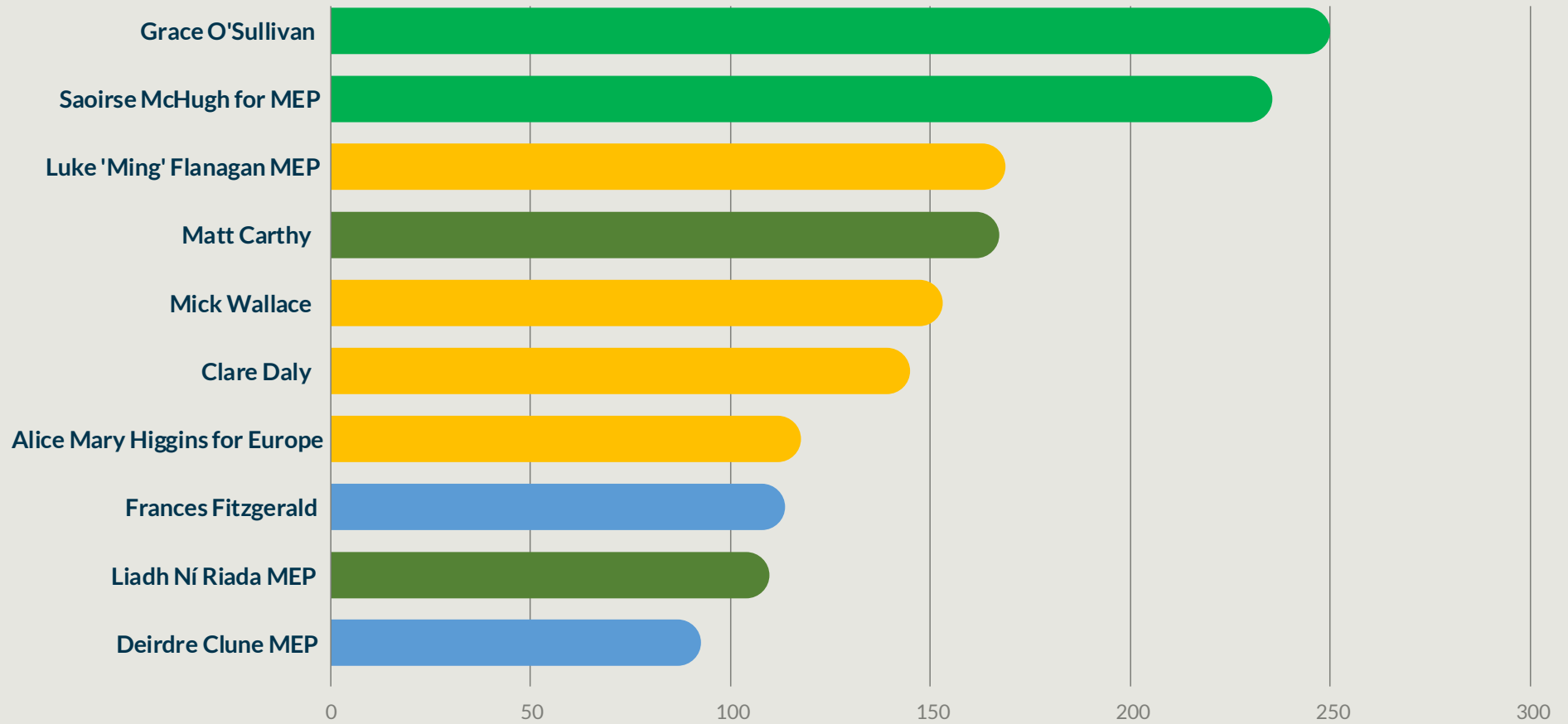
# Instagram Average Engagement per post

(Business Accounts only)



# Facebook Average Engagement per post

(Candidate Page)





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