



Monitoring and analysis of posts by key political parties on Facebook

European Parliament Elections 2019

Preliminary Report

28 May 2019



This project was supported by the National Endowment for Democracy

MEMO 98

Štefana Králik 1/A, 841 07 Bratislava, Slovakia | memo98@memo98.sk |
www.memo98.sk

MEMO 98 is an internationally recognized, independent, and non-profit specialist media institution, with 18 year-long experience of conducting media monitoring and research and assisting civil society groups. Using tested and approved methodologies and tools, we provide quality services with tangible results. We are probably best known for our media analysis and monitoring during elections. Having participated in more than 120 election observation missions and about 150 media & election related projects and trainings in almost 50 countries (in particular in the Commonwealth of Independent States and the Balkan countries, but also in Africa, Asia, South America and recently Middle East), our experts provide advice and assistance on media & electoral and other democratic arrangements.

AUTHORS

Ivan Godársky MEMO 98
Rast'o Kužel MEMO 98
Marek Mračka MEMO 98

Country analysis

Czech Republic
Johana Kudrnová, researcher
Hungary
Jenő Bódi, analyst
Poland
Laksiej Lavončyk, media expert
Slovakia
Denisa Vasová, monitor

*This publication and research were funded by the National Endowment for Democracy
MEMO 98 assumes no responsibility for facts or opinions expressed in this publication
or their subsequent use. Sole responsibility lies with the authors of this publication.*

© MEMO 98 2019

MEMO 98, Bratislava, Slovakia May 2019

MEMO 98

Štefana Králika 1/A, 841 07 Bratislava, Slovakia | memo98@memo98.sk |
www.memo98.sk



Table of Contents

TABLE OF CONTENTS	3
<u>INTRODUCTION</u>	<u>4</u>
<u>HIGHLIGHTS</u>	<u>4</u>
<u>FINDINGS</u>	<u>5</u>
CZECH REPUBLIC	5
ANO	8
PIRATE PARTY	10
ČSSD	12
SPD MOVEMENT	14
KDU-ČSL	16
KSČM	18
ODS	20
GREEN PARTY	22
TOP09, MAYORS AND INDEPENDENTS	24
HUNGARY	28
FIDESZ	30
MSZP	33
DEMOCRATIC COALITION	35
LMP	37
MOMENTUM	39
JOBBIK	41
POLAND	43
EUROPEAN COALITION	46
POLISH FAIR PLAY	47
KUKIZ 15	49
LAW AND JUSTICE	51
CIVIC PLATFORM	53
MODERN	55
PSL	57
NATIONAL MOVEMENT	59
MŁODZIEŻ WSZECHPOLSKA	62
BIEDRON'S SPRING	63
SLOVAKIA	65
KDH	69
KREŠŤANSKÁ ÚNIA	71
ĽSNS	73
MOST – HÍD	75
OLANO	77
PS/SPOLU COALITION	79
SAS	83
SME RODINA	85
SMK	87
SMER – SD	89
SNS	91
GREENS	93
<u>METHODOLOGY</u>	<u>94</u>
<u>ANNEX</u>	<u>105</u>

INTRODUCTION

Between 1 April and 15 May 2019, MEMO 98, a Slovak non-profit specialist media-monitoring organization, with the assistance of international experts, monitored 48 public Facebook accounts of parties running in the European Parliament elections in the Czech Republic, Hungary, Poland and Slovakia. The main goal of the monitoring was to evaluate the role of Facebook during the elections and its potential impact of the messages disseminated through this social platform on election integrity, and thus public trust and confidence in the process. Moreover, the monitoring tried to evaluate what topics and issues are presented by political parties on their public Facebook accounts in the run up to the elections.

HIGHLIGHTS

- **Political parties in their Facebook posts focused more on domestic political scenes than on EU related topics and issues**
- **The monitoring did not reveal a disinformation campaign of the similar altitude as during some other recent elections.**
- **While some parties actively pursued certain divisive and social-engagement-attractive topics, such as migration, many others ran positively-oriented campaigns that underlined benefits of European integration.”**
- **In the Czech Republic, the campaign was dominated by the topic of the double food standards. In general, it was limited to superficial slogans with emphasis on environment, economical sector, security and agriculture, with no real emphasis on offering concrete solutions. The parties introduced their candidates and informed about campaign events in regions, however often without further elaboration on the content.**
- **In Hungary, the political discourse was largely set by the ruling party’s focus on migration which clearly dominated the campaign period as the most dominant issue. While posts by Fidesz on Facebook targeted this issue almost exclusively, the opposition parties focused on other domestic and EU-related topics and issues, including corruption, environment, problems with the media bias and government propaganda.**
- **The campaign and EU-related issues dominated the political discourse on Facebook in Poland, with the governing party emphasising protection of the national sovereignty and traditional values, but within the united and strong Europe. By contrast, the opposition was critical of the government on a number of domestic issues and tried to present themselves as better option to fight for allocation of funds for Poland within the next multiannual framework.**
- **In Slovakia, parties mostly focused on domestic policy issues but at the same time, posts contained a lot of positive campaign aimed at promoting ideas of joint Europe and benefits of the EU membership and integration in general. Some opposition parties used FB intensively to campaign for their candidates and also attempted to motivate voters to go out to vote. In**

MEMO 98

Štefana Králik 1/A, 841 07 Bratislava, Slovakia | memo98@memo98.sk |

www.memo98.sk



general, the monitoring did not detect a trend whereby parties would attack each other in posts but rather there was a strong unified approach to combat against extremism and its political representatives.

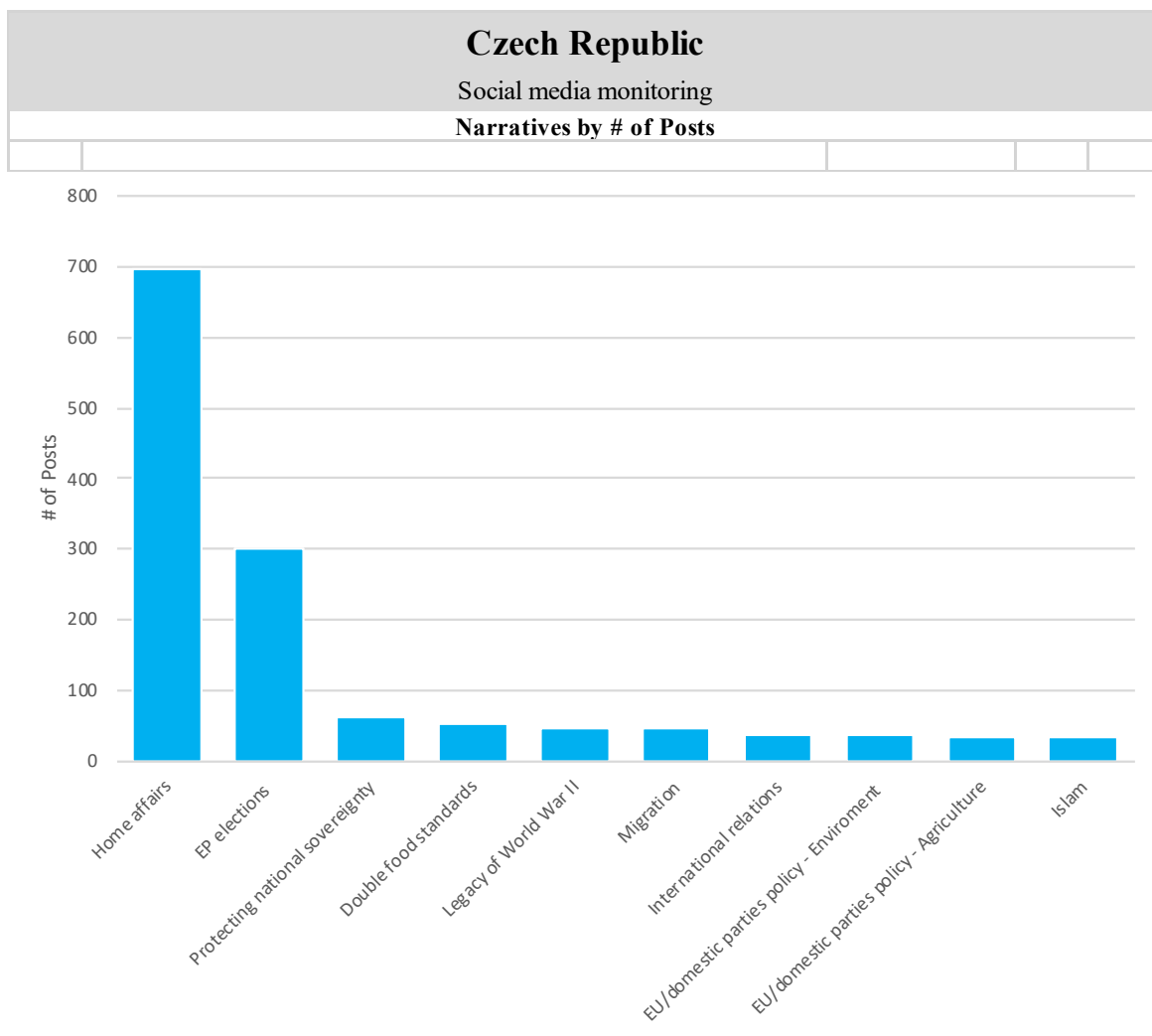
FINDINGS

From 1 April till 15 May (the first monitoring period), we analysed 6046 posts by 46 parties out of a total 105 parties which were running in the EP elections in the Czech Republic, Hungary Slovakia and Poland.

In the Czech Republic, during the monitoring period, Hnutí SPD posted the highest number of posts (361) from among the parties whose official Facebook accounts were monitored. They were followed by KSČM (202), ODS (196) and ČSSD (174). However, the highest number of engagement (comments, shares and reactions) - 118 774 - was achieved by Česká pirátská strana which posted 132 posts during the monitoring period.

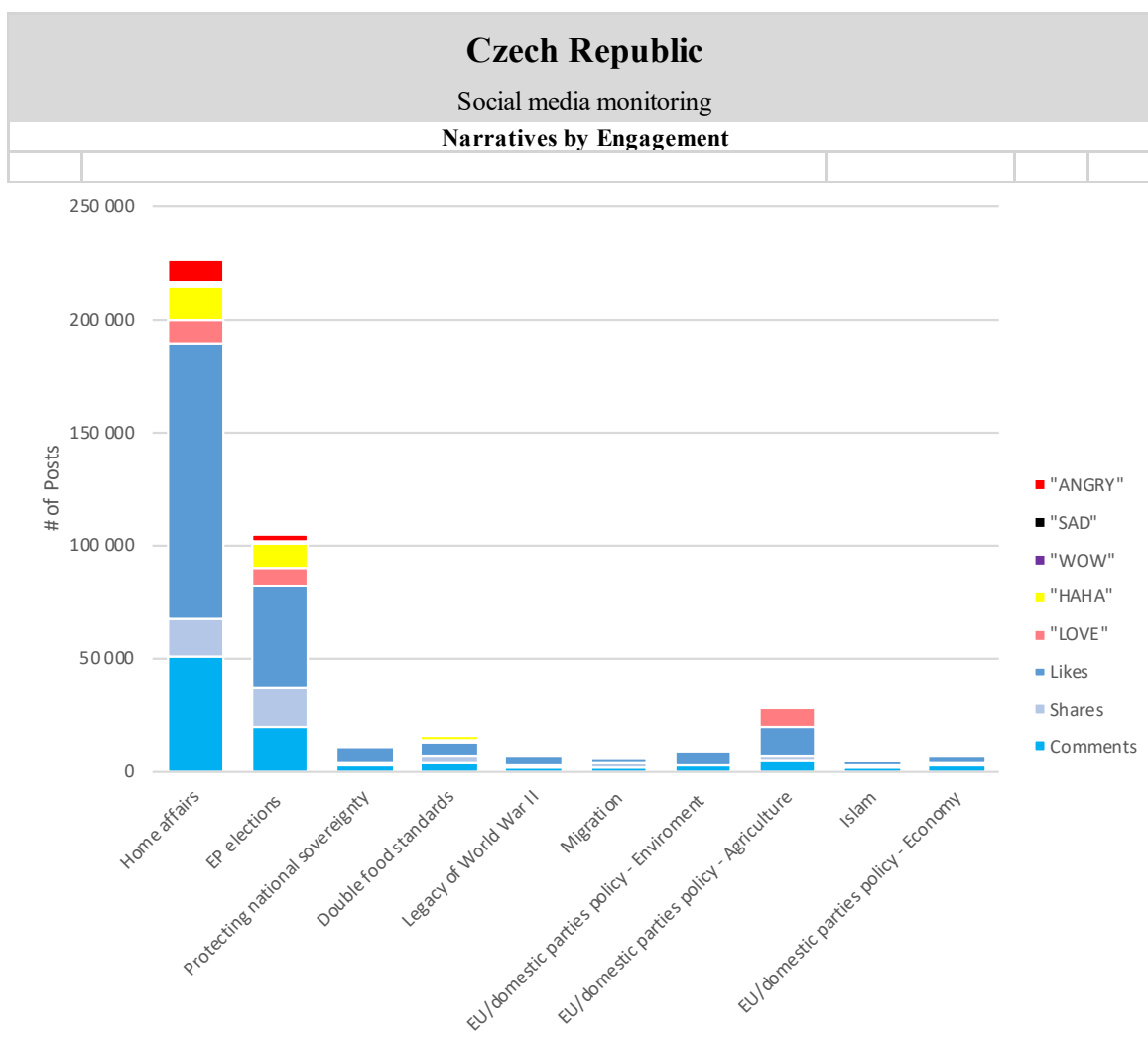
CZECH REPUBLIC

MEMO 98



1

¹ Data sources can be found in the Annex.



The Czech campaign preceding European Election in 2019 was clearly dominated by the topic of the double food standards, which has been resented by all parties – from the right-wing liberals, the extreme right-wing SPD to the leftists including Communists. The topic pervaded the elections as only a few weeks before the campaign was launched, the Czech Commissioner Věra Jourová had failed to push through a regulation which would guarantee the same food standards in the whole economic area. To understand the Czech obsession with customers' rights regarding food production, it is important to keep in mind that Czech media has been focusing on export of meat products from Poland for a long time raising questions about its quality. It is also important to keep in mind that the topic is often emphasized by Andrej Babiš whose company Agrofert has a big share at the Czech food market.

The fact that the campaign was repeatedly overshadowed by home affairs (including big protests against the appointment of a new minister of justice in time when Prime Minister Babiš is investigated for frauds with the EU funds) has also been a significant feature of the pre-election period. For this reason, the opposition parties (mainly ODS, TOP09, KDU-ČSL, Starostové a nezávislí) dedicated sometimes close to a half of their Facebook feed to home affairs. Similar to the Senate elections which took place just a

few weeks ago, the significant increase in parental allowance and old age pensions proposed by the government were keeping the opposition busy.

In general, the election campaign in the run up to the EP elections was limited to shallow declarations, slogans and empty phrases dropping (the combination of emphasis on environment, economical sector, security and agriculture was the most common one). The parties were mostly letting their followers know who their candidates are, highlighting their achievements. Pictures from campaigns in regions were widely shared without further elaboration on how the meeting with citizens or the debates progressed. To rightly assess the strategies of the parties during the campaign, it is important to contextualize it with a very low voter turnout which was only little more than 18% in 2014.

When it comes to the evaluation of the overall structure of the respective parties' Facebook feed, we cannot speak about one pattern. While the approach of ČSSD, KSČM, liberal right-wing parties and Pirates was similar (when it comes to the number of posts which oscillates around 200), ANO and SPD significantly deviated from the expectations. The inactivity of ANO on Facebook can be explained by its bold dominance on the Czech political scene – the party is expected to win the election anyway, thus, it does not have to stretch the effort much. It mainly focused on the home agenda.

The case of nationalist SPD is different. The central figure of the party – its leader Tomio Okamura – either personally contributed to Facebook or directly commissioned the posts. The number of them exceeded all the other parties by far (around 360 posts). By contrast to the content of posts by other Czech parties which were generally measured when it comes to language, the SPD's posts included xenophobic and often racist statements. SPD was the only party which used immigration more intensively as a topic in the campaign.

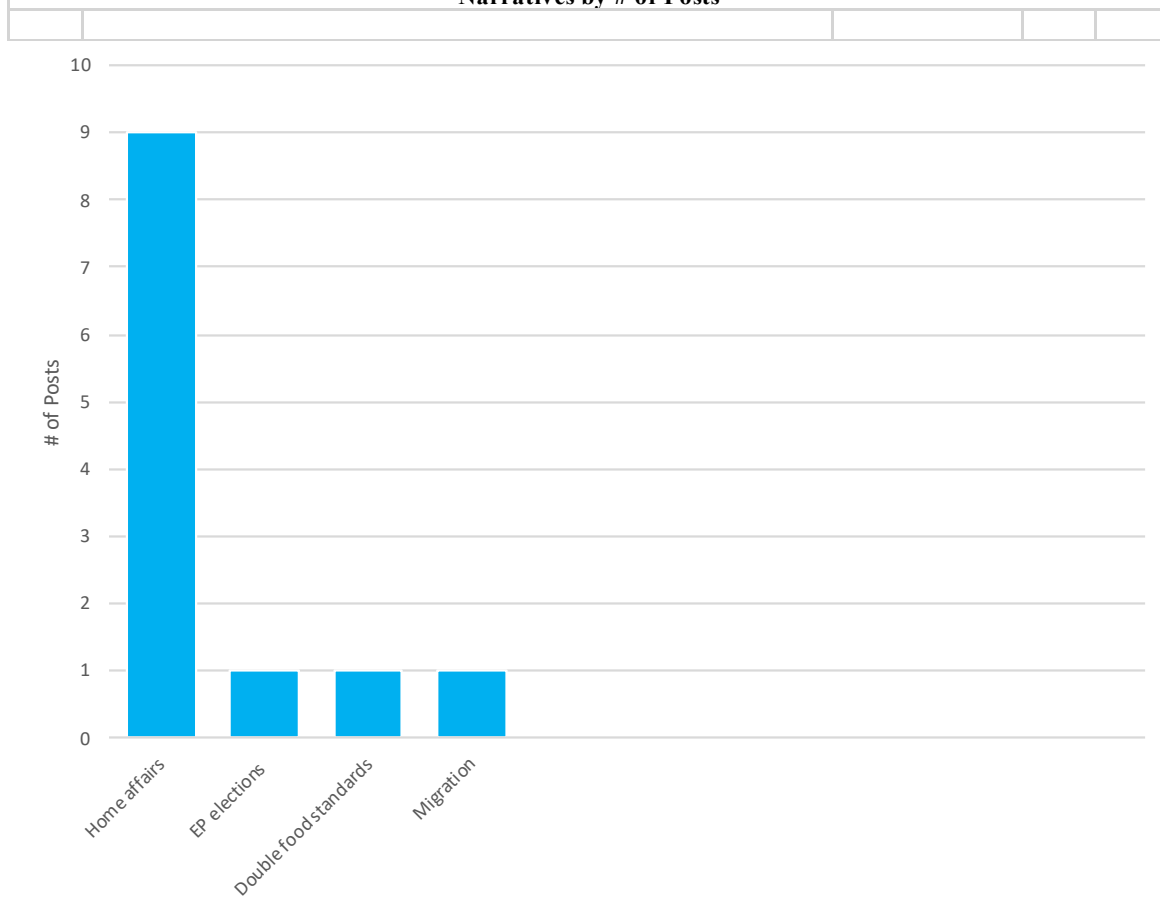
ANO

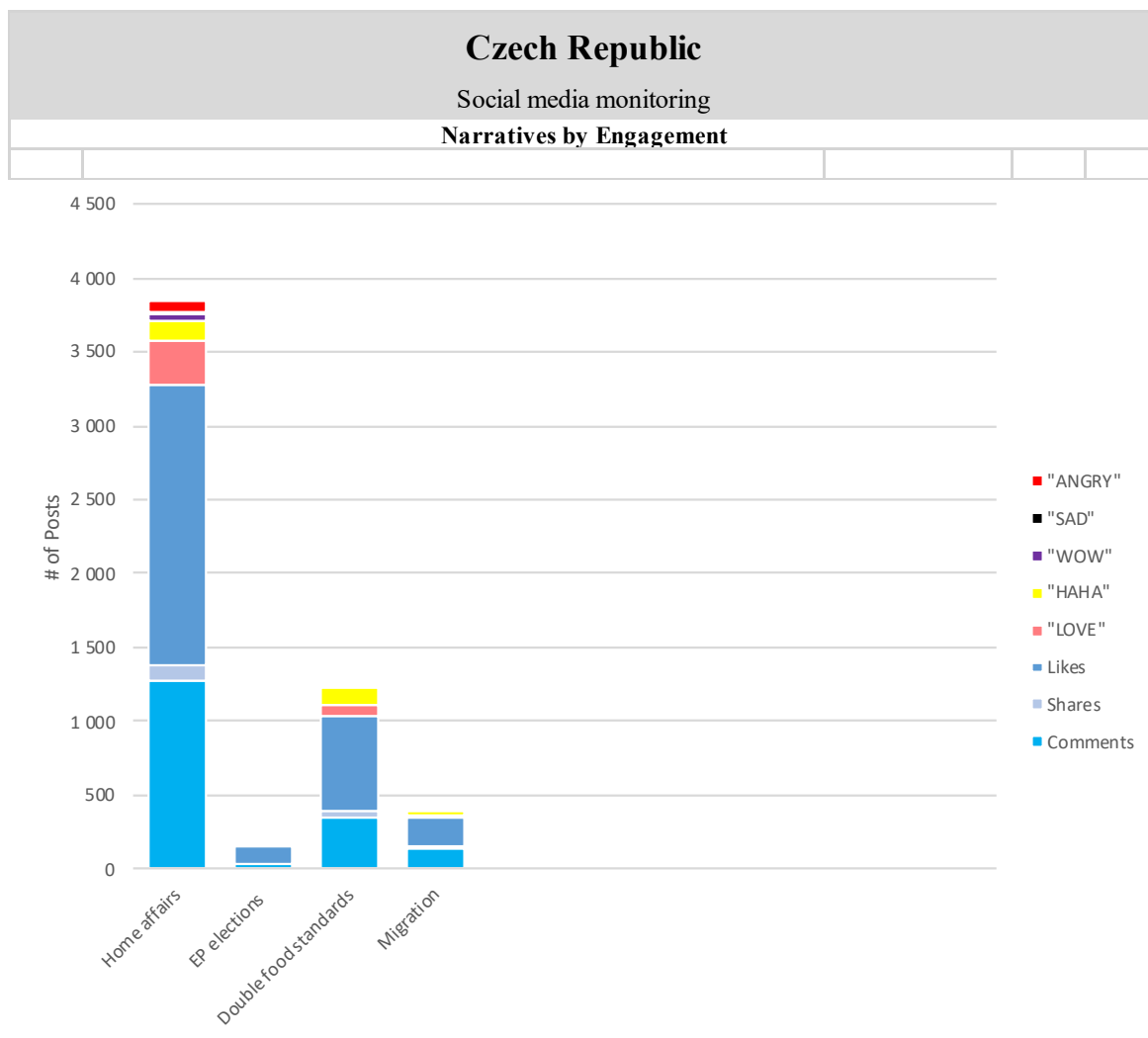
As already mentioned, there were only a very few posts published by the party during the monitoring period. Apart from focusing on the home affairs, ANO published 13 posts focusing on immigration (but unlike SPD, not in an aggressive way) as well as double standards of food, which were criticised.

Czech Republic

Social media monitoring

Narratives by # of Posts





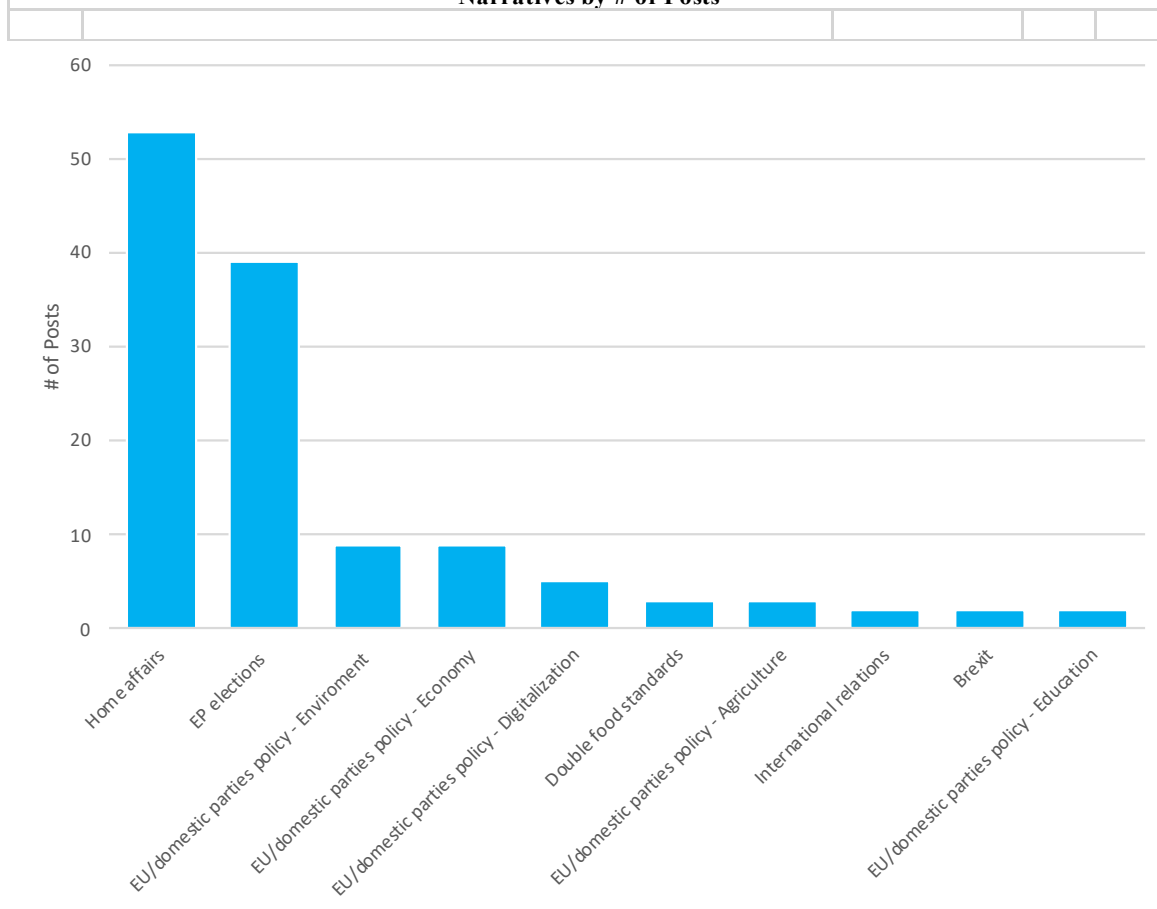
Pirate Party

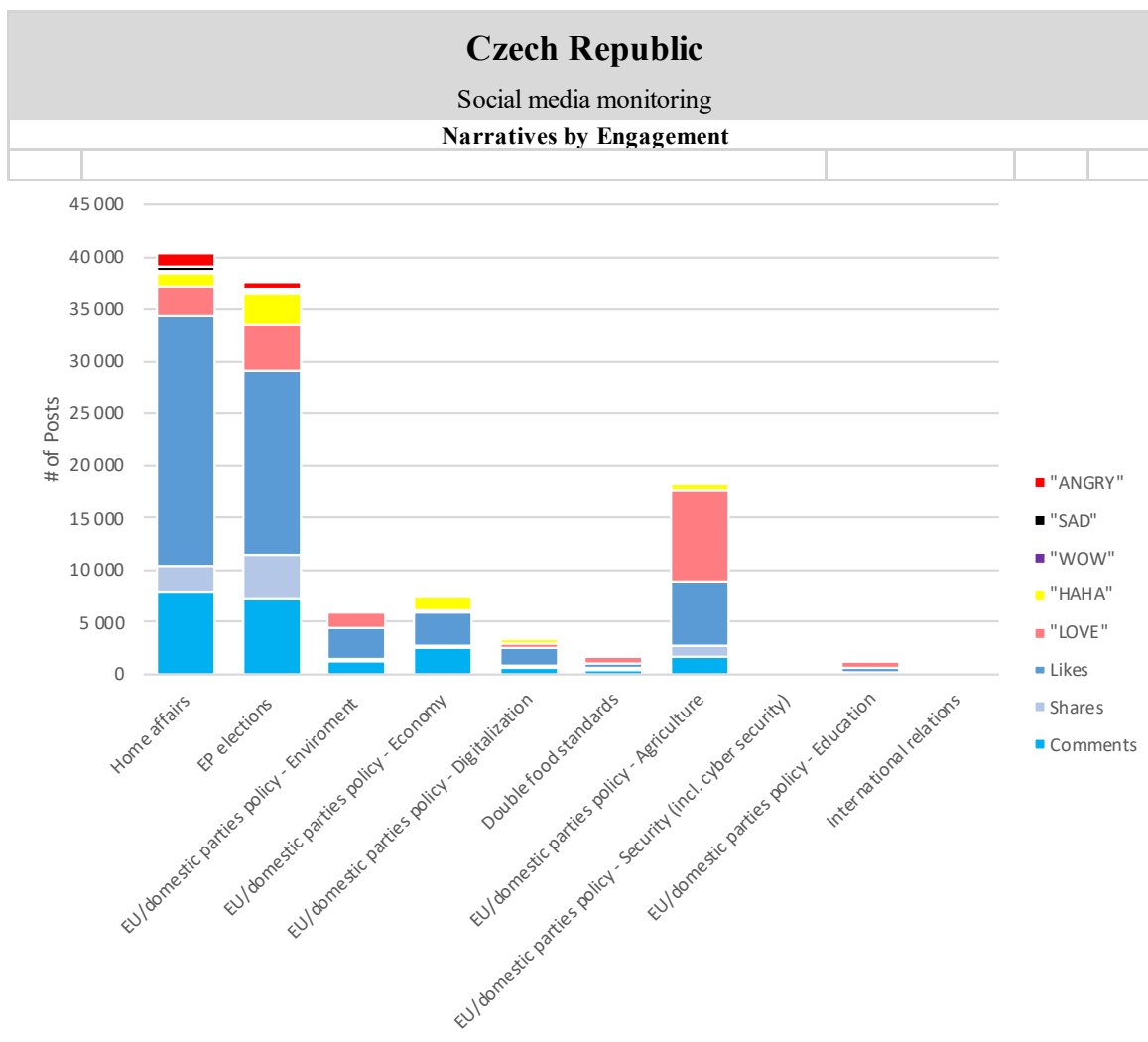
The campaign of the Pirate party which is the leading opposition party (according to polls), proved to be of a very good quality. The posts were not repetitive, the party focused on similar topics as at home – digitalisation, education, economics, with some attention paid also to agriculture and environment.

Czech Republic

Social media monitoring

Narratives by # of Posts





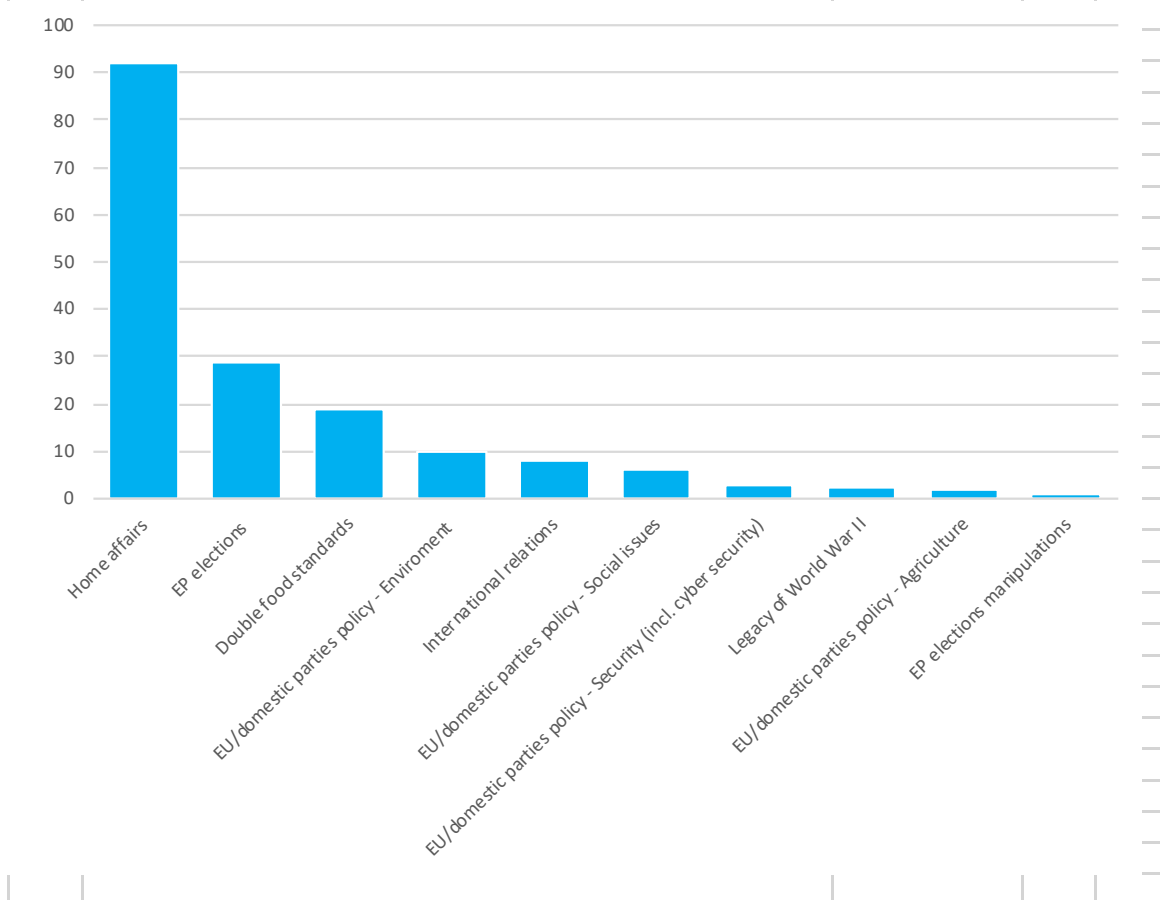
ČSSD

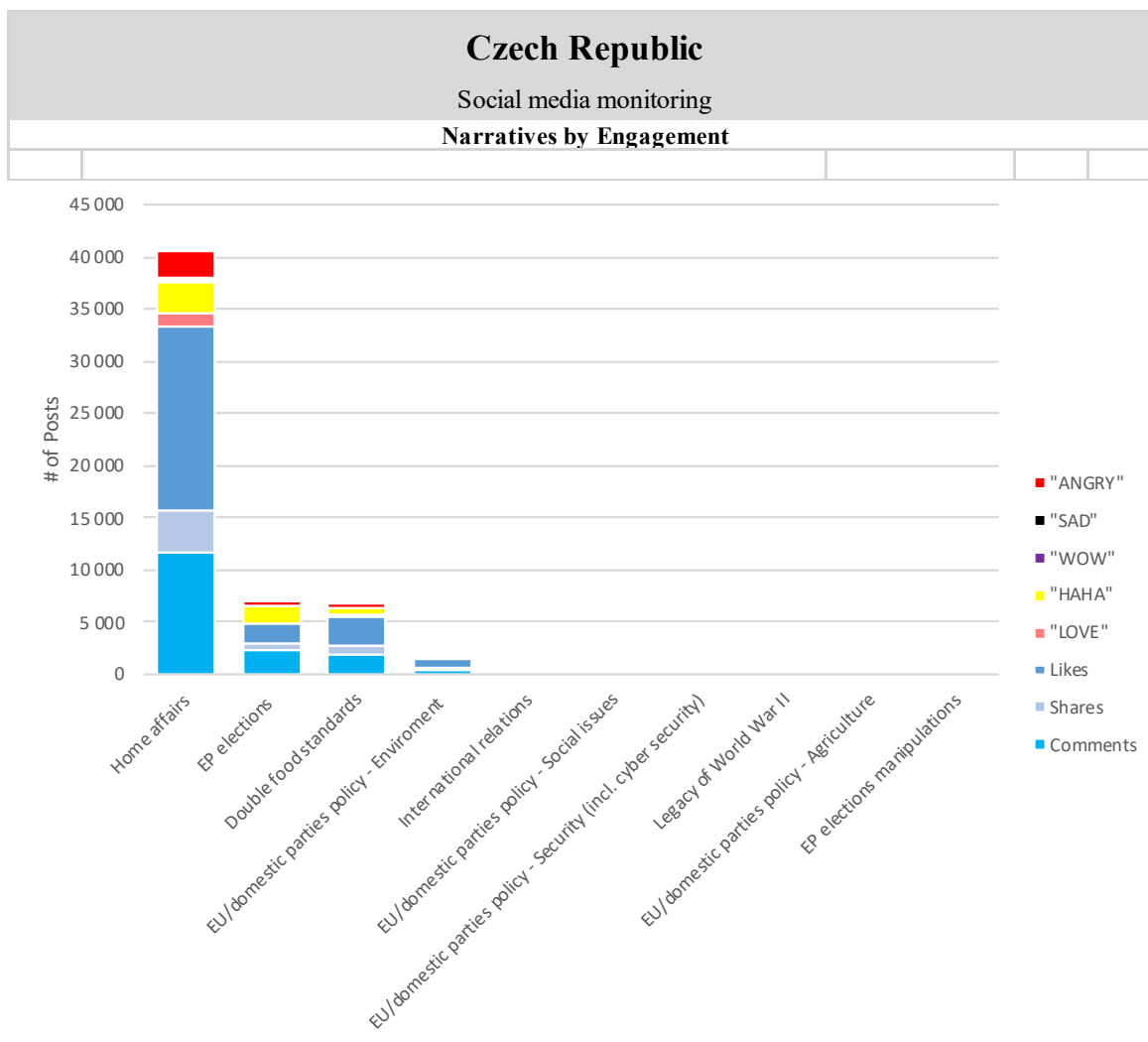
The campaign reflected the interests of the Social Democrats at the home front – they built the campaign on the call for social justice. Their leader, however, focused a lot on his EP work on environment and claimed that ČSSD is the greenest party in the Czech parliament. As such, green topics were at the centre of ČSSD's attention. In addition, ČSSD was very much focusing on the agenda in government (ČSSD has three ministries - social and foreign affairs and culture). From this perspective, the European elections were rather on the side-line during the monitored period.

Czech Republic

Social media monitoring

Narratives by # of Posts





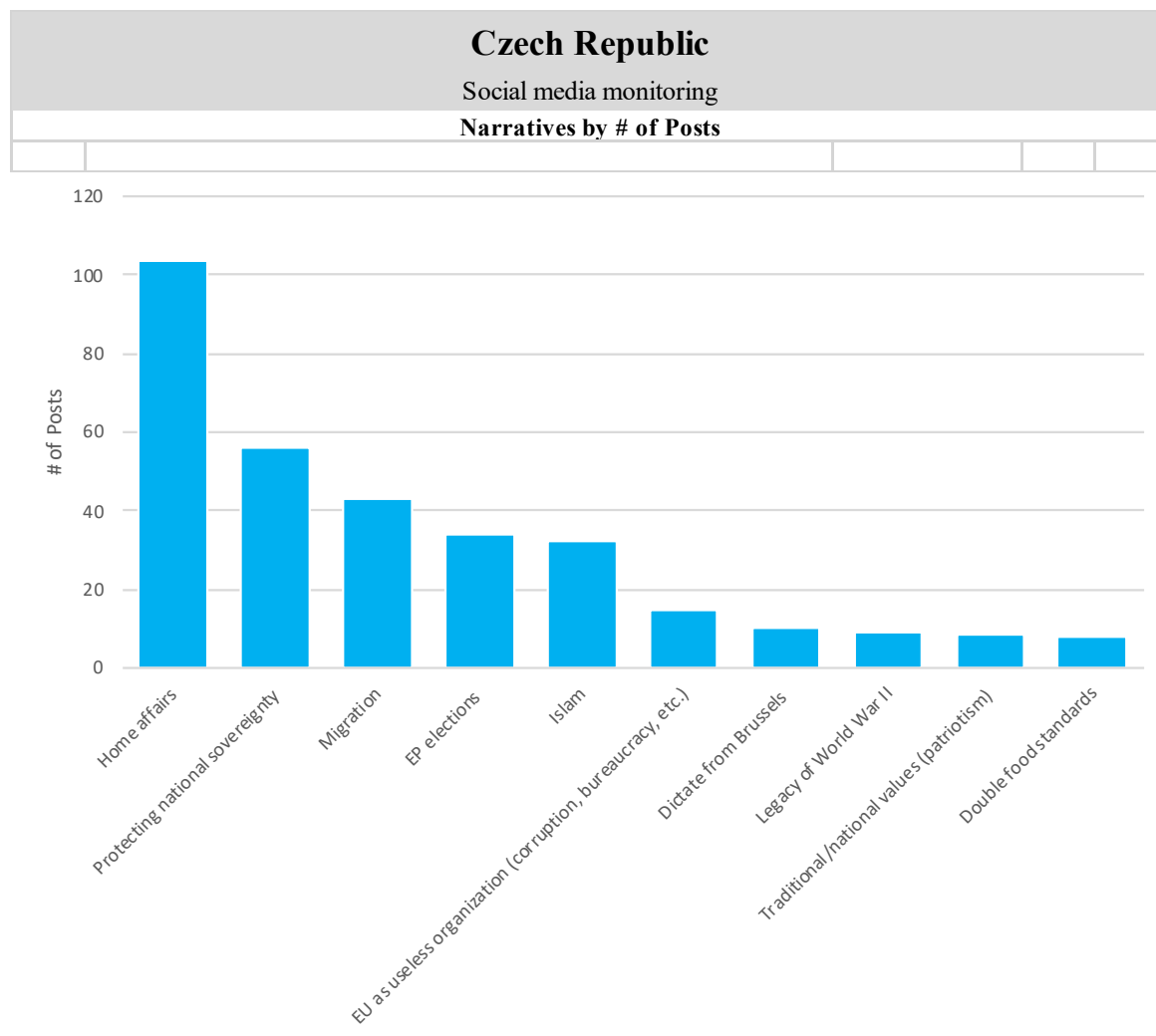
SPD Movement

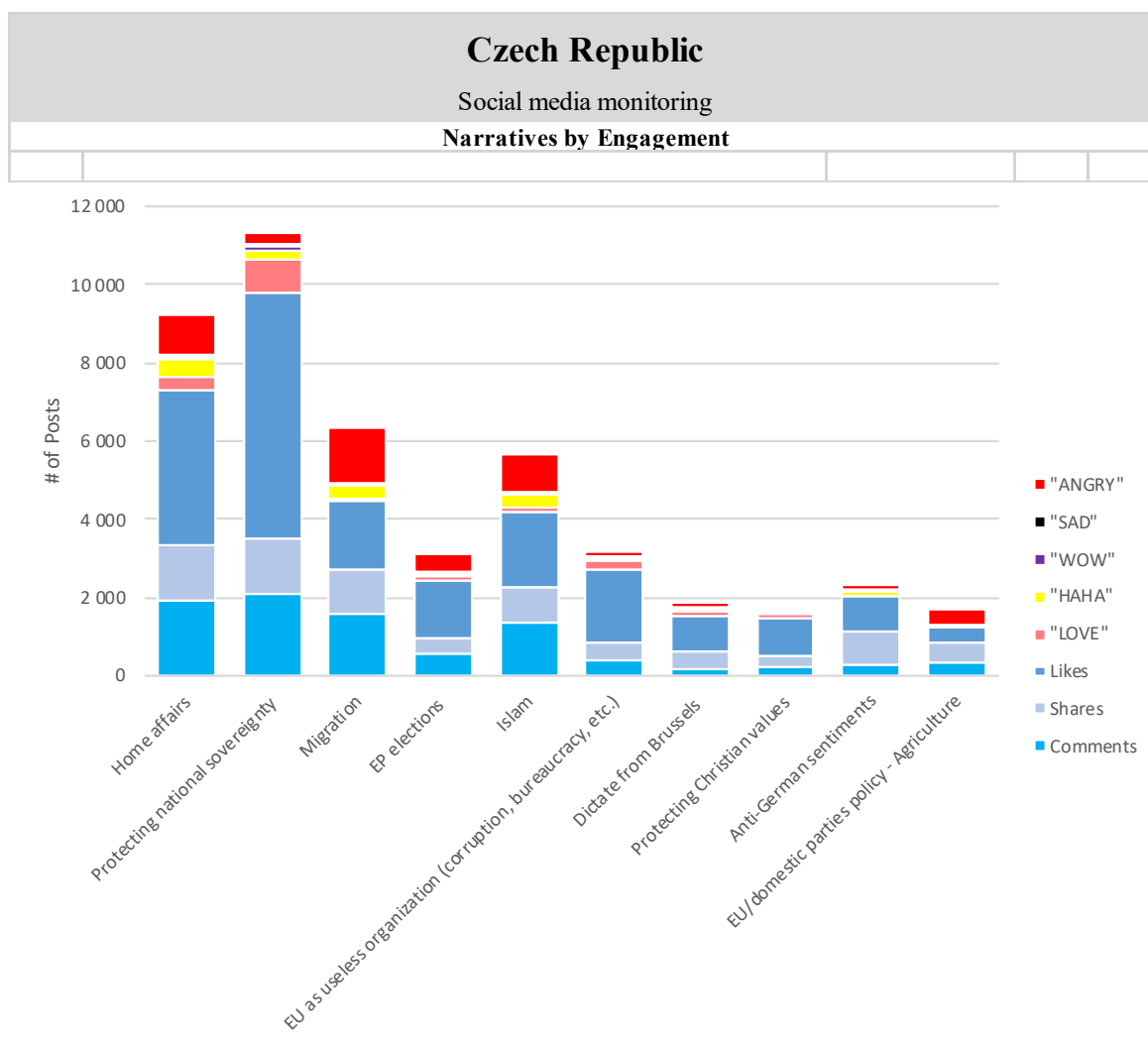
The programme of Tomio Okamura's party can be compared to the project based on fear Nigel Farage has been offering to Brits for years. The majority of the SPD's posts attack the EU's immigration policy, Islam and the supposed tendencies of the West European societies to transform into Islam societies² (SPD is also the only party which builds its argumentation on hatred towards Germany and Angela Merkel).³ By contrast, the posts dealing with the protection of national values or Christianity were positive, highlighting the slogan 'Czech Republic at the first place'. A number of SPD posts during the monitored period were dedicated to the visit of Marine Le Pen, Matteo Salvini and Geert Wilders in Prague. They were invited by Okamura and met with the supporters of SPD on St Wenceslas's Square. Part of the programme was the concert of a fascist singer

² Here is an example of the SPD's Islamophobia: „*Středověká islámská ideologie je neslučitelná s evropskými hodnotami!*“

³ SPD's example of Germanophobia: „*Německo doposud nezaplatilo reparace za škody které způsobilo Československu ve druhé světové válce. České Ministerstvo zahraničí uvádí že nároky na reparace existují ve výši 306 mld. Kčs vyjádřeno v dobové měně. Otázku reparací vrátilo na světlo denní hnutí SPD které požaduje aby je vláda požadovala po Německu. Babišův kabinet to ale ústy premiéra odmítl. Podle odhadů hnutí SPD (na základě porovnání průměrných mezd tehdy a dnes) nám k dnešku Německo dluží 10 až 15 tisíc miliard korun.*“

Ortel. Even though there are not clear signs whether the extreme right-wing parties would be able to form a group in the EP, Okamura presented it as if it was already a done deal. A significant number of posts also included calls for reform of the EU and delegation of rights to EU member states. Okamura also often claimed that the EU was corrupt and useless organization (even though he asked for votes – similarly to Farage).





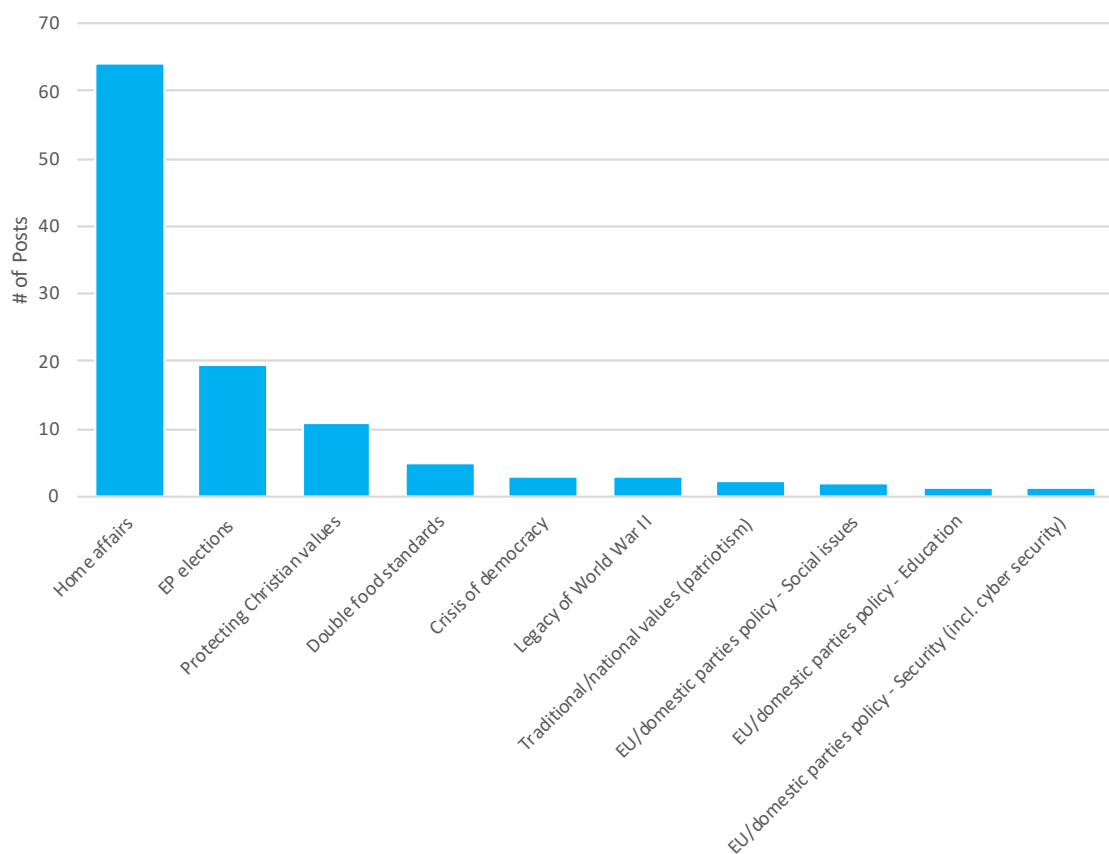
KDU-ČSL

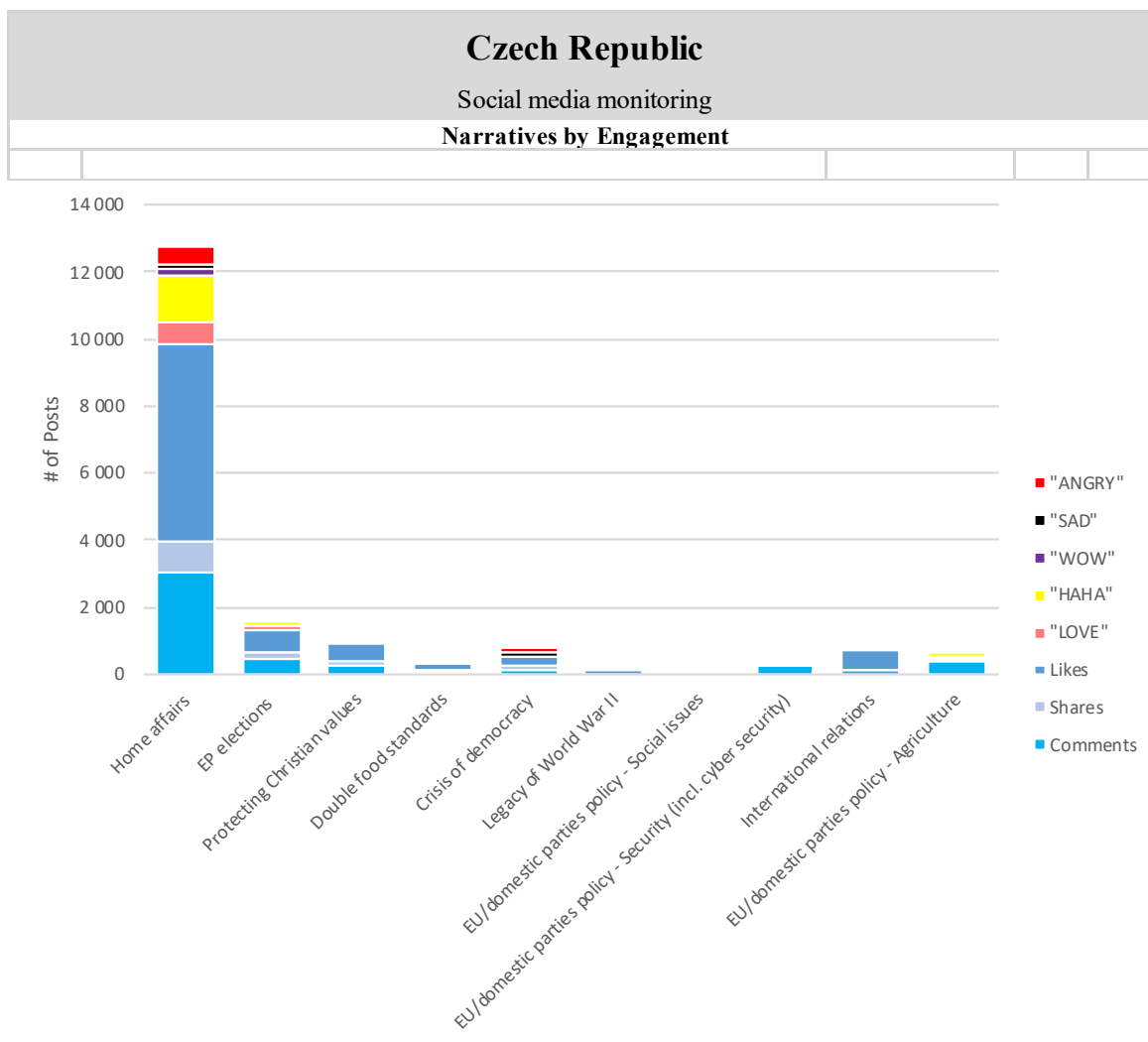
KDU-ČSL is considered to be a rather low-profile party. During the monitored period it elected a new leader – thus a lot of attention went in this direction. It often mentions Christian (and family) values, but not in contradiction to Islam. Similar to other liberal right-wing parties which are very Euro optimistic, it focused on education, agriculture, environment, economics and security in connection with the EP elections.

Czech Republic

Social media monitoring

Narratives by # of Posts





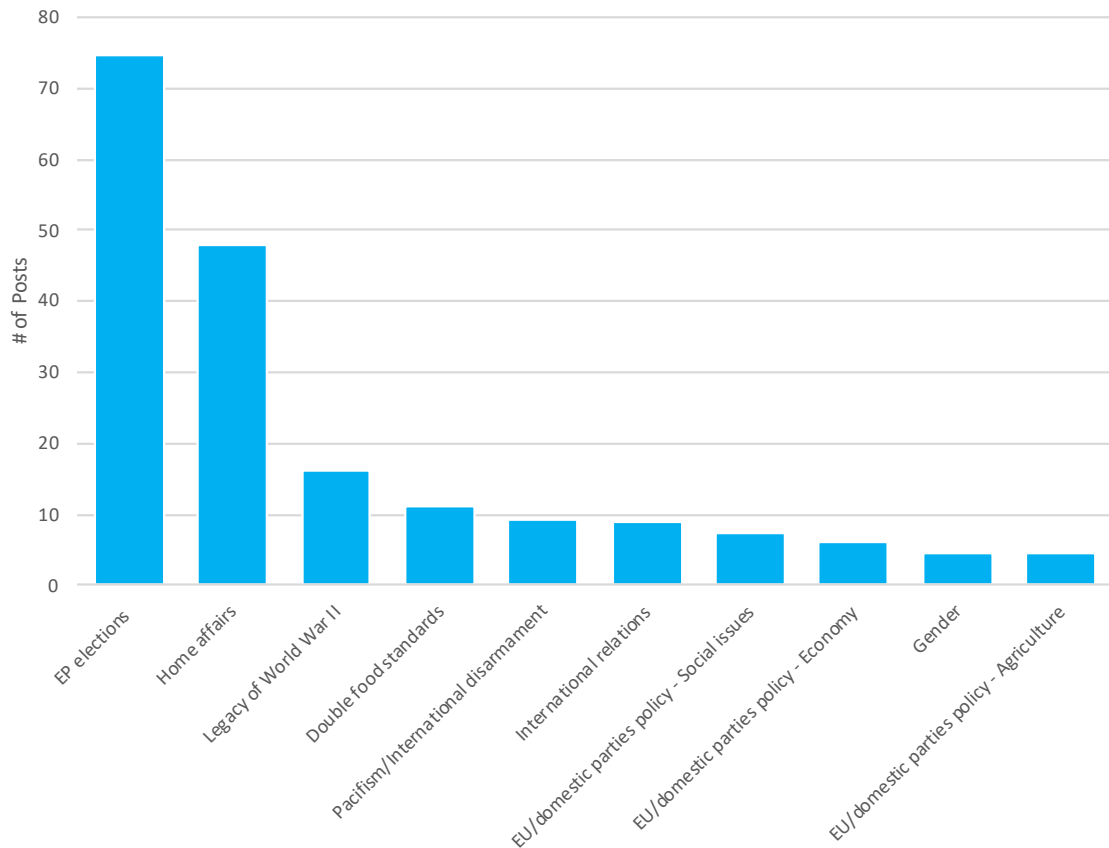
KSČM

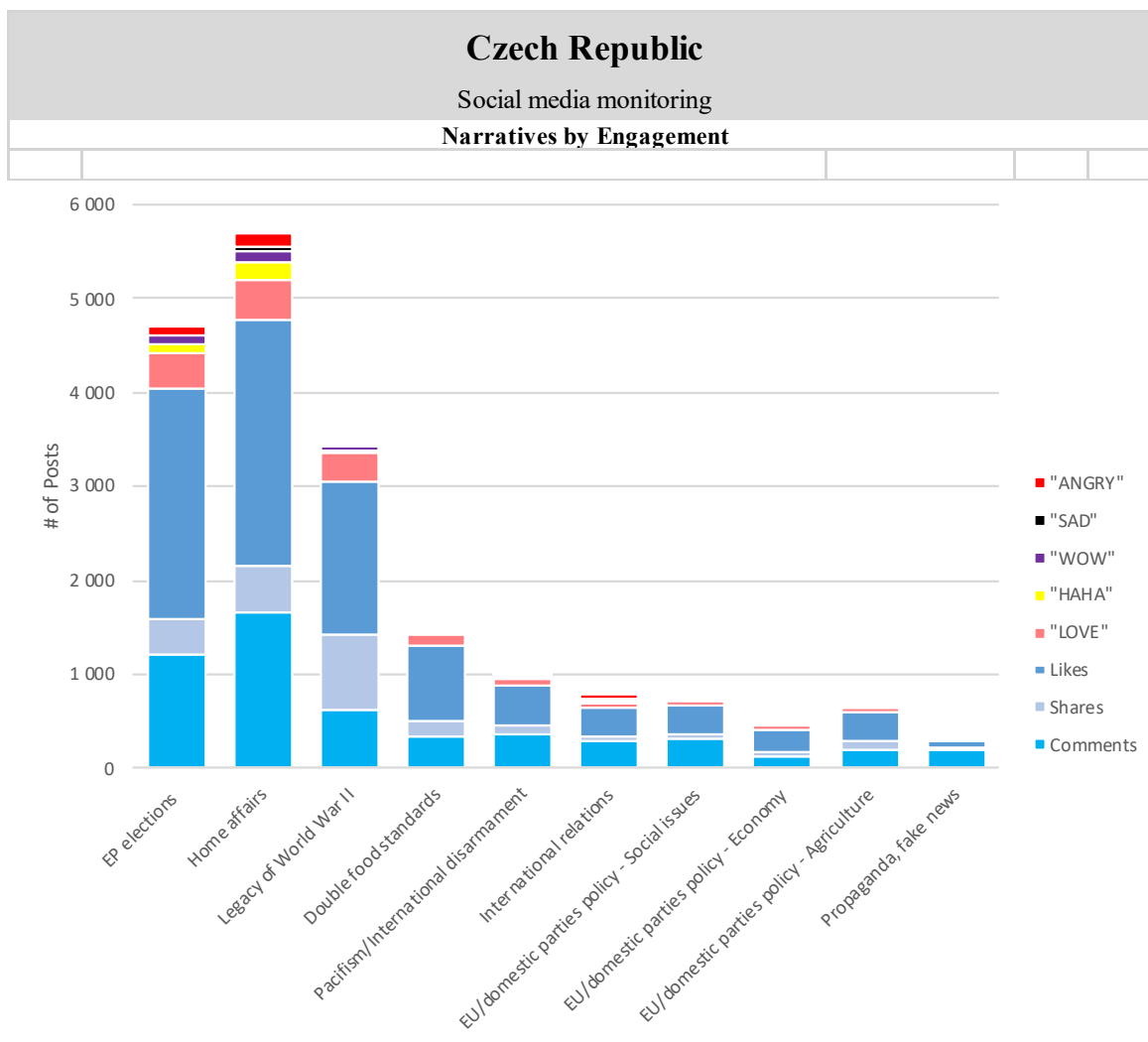
In the EP elections, the campaign of KSČM mostly stressed social justice policies but also pacifism. It is a vocal critic of the armament proliferation and the US military presence in Europe. Even though it doesn't speak for Putin's Russia directly, it portrayed both presidential candidates in Ukraine as puppets of the US. The gratitude to the Red Army dominated its reflection of the Second World War commemoration (one of the leaders of their list of candidates is certain Art'om Korjagin).

Czech Republic

Social media monitoring

Narratives by # of Posts





ODS

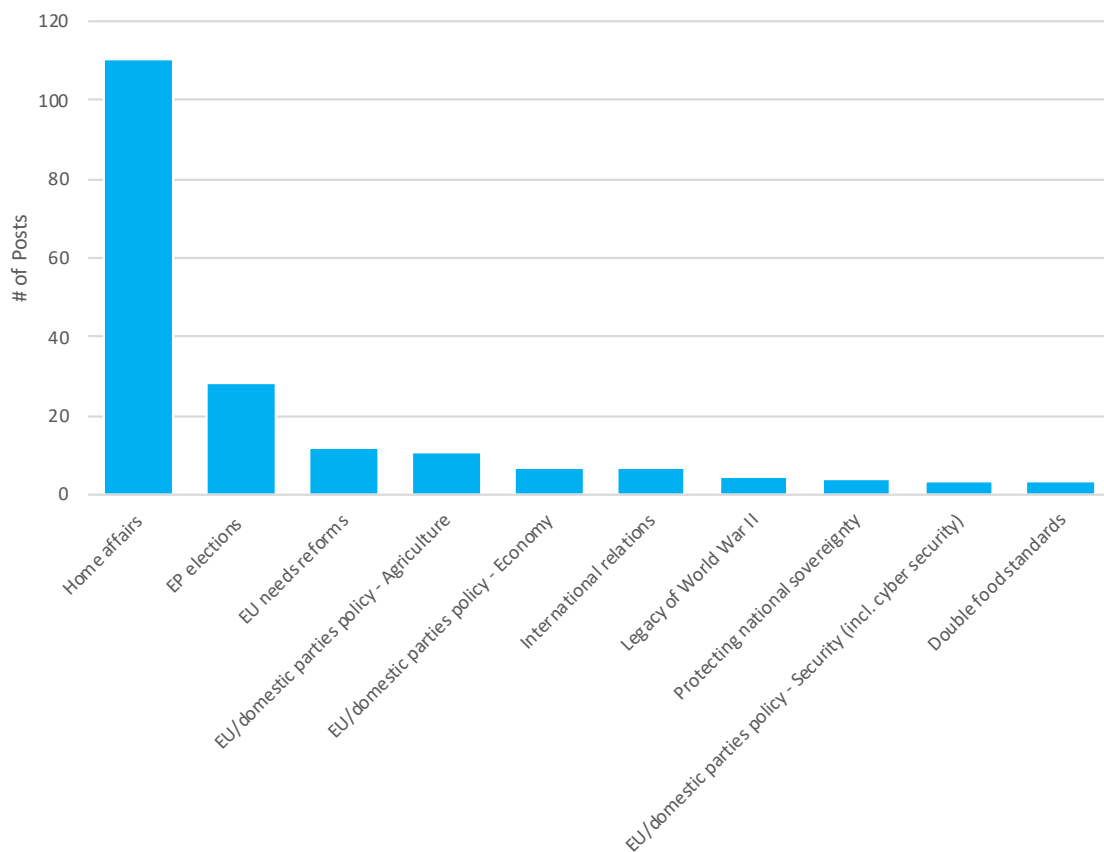
ODS is a mildly euro sceptic party which constantly refers to the need of the reform of the EU⁴ with free market and investment opportunities being among other most covered topics. At the same time, ODS is the biggest and most vocal critic of Babiš's government. Therefore, most of their feed were dedicated to home affairs.

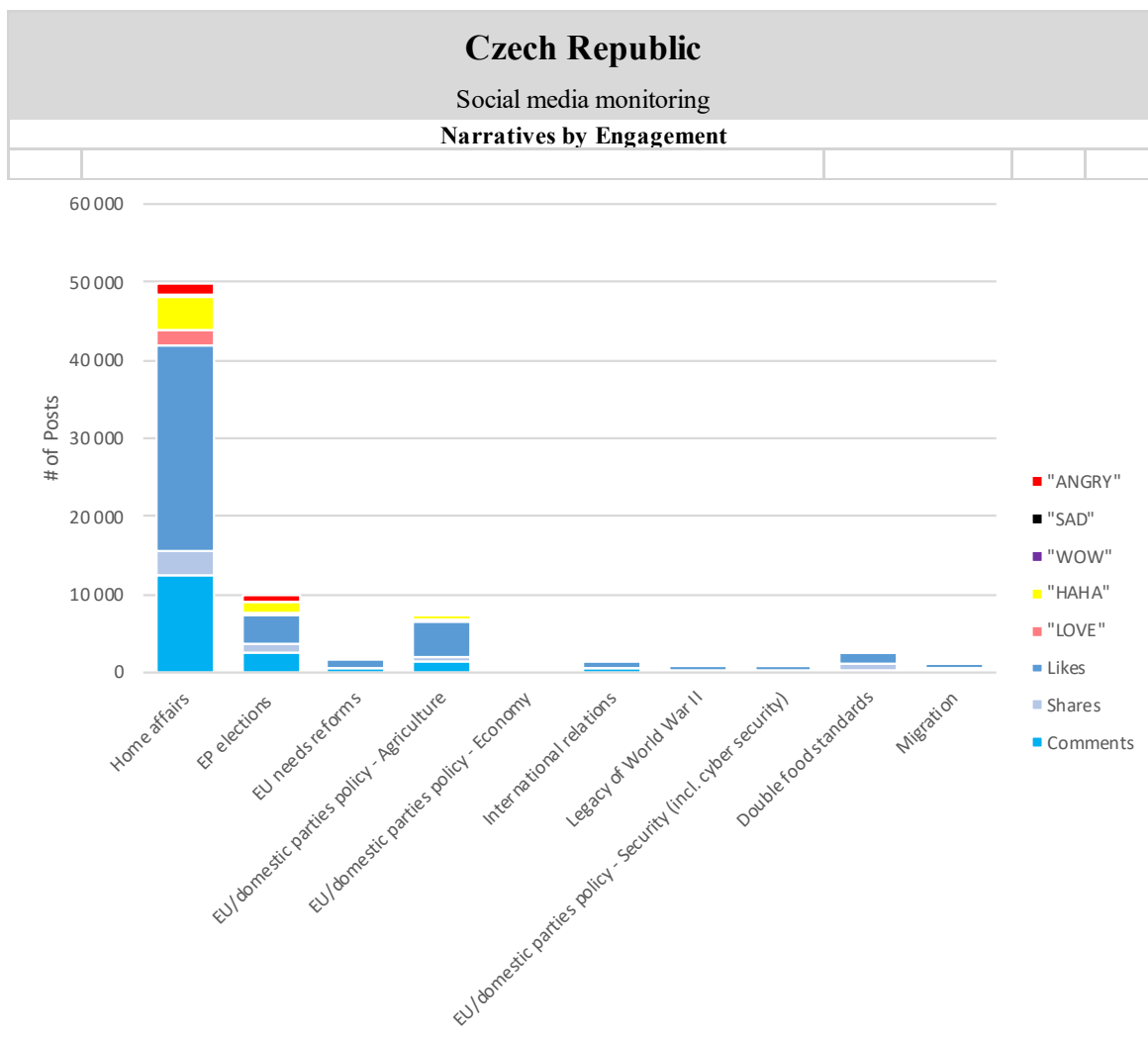
⁴ Here is an example of ODS's resentment of the EU: 'Jan Zahradil: Mentorování kázání a trestání. To jsou metody které musí z Evropské unie zmizet. Nevstoupili jsme do unie proto aby nám někdo přikazoval jak máme žít co smíme říkat a co musíme dělat. Evropská unie musí být unií jednotné obchodní politiky volného trhu a dobrovolné spolupráce. Nedovolíme aby se stala třídou politické a ideologické výchovy a aby se stala jakousi centralizovanou evropskou vládou.'

Czech Republic

Social media monitoring

Narratives by # of Posts





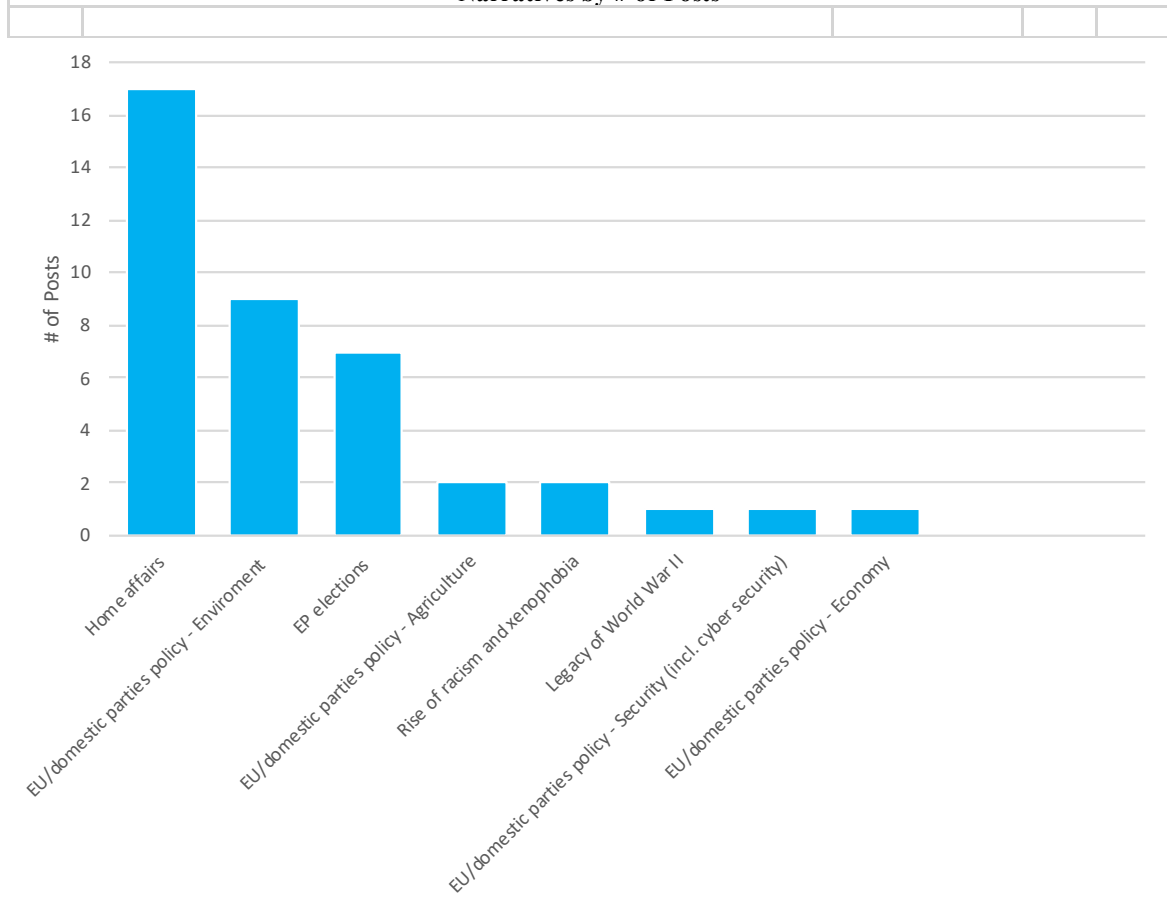
Green Party

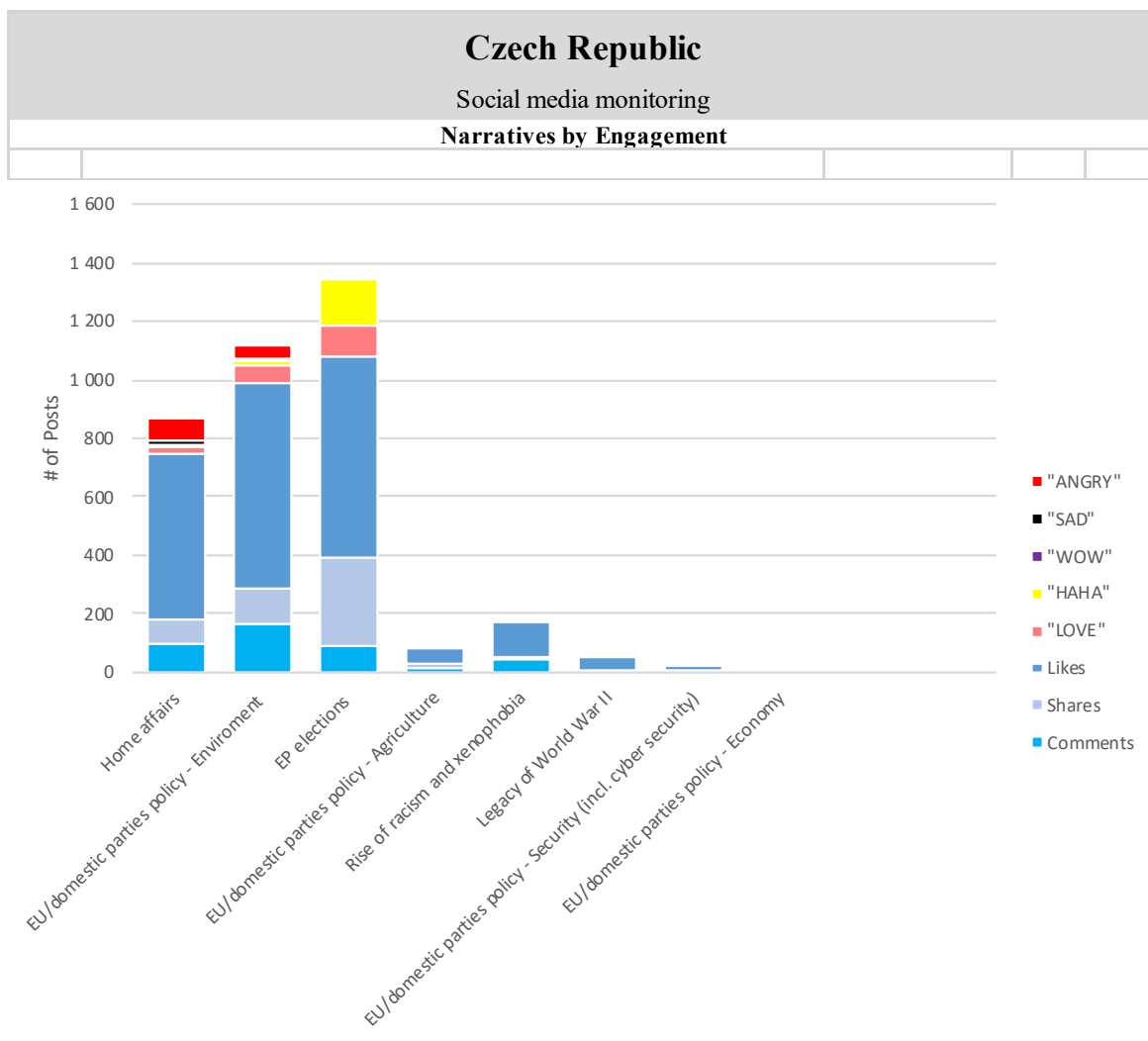
Green Party (*Zelení*) are not currently represented in the Czech parliament. Their campaign was therefore rather low profile (only 36 posts) with the main focus being on the environment.

Czech Republic

Social media monitoring

Narratives by # of Posts





TOP09, Mayors and independents

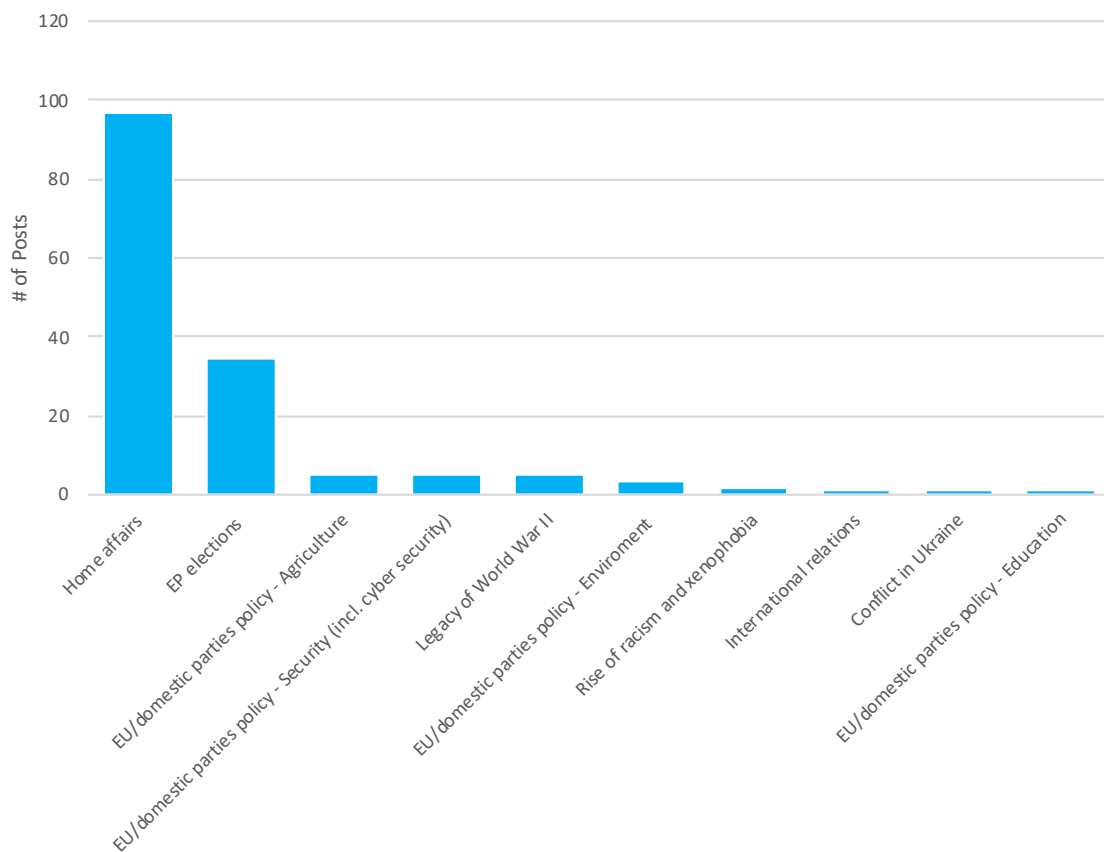
Right-wing strongly euro optimistic liberals – TOP09 and Mayors and independents (*Starostové and nezávislí*) were campaigning together. As such, some of their Facebook posts were the same. Similar to ODS, they focused on economy. What differentiated them from ODS was, however, the idea that EU is the main guarantor of democracy and security for the Czech Republic.

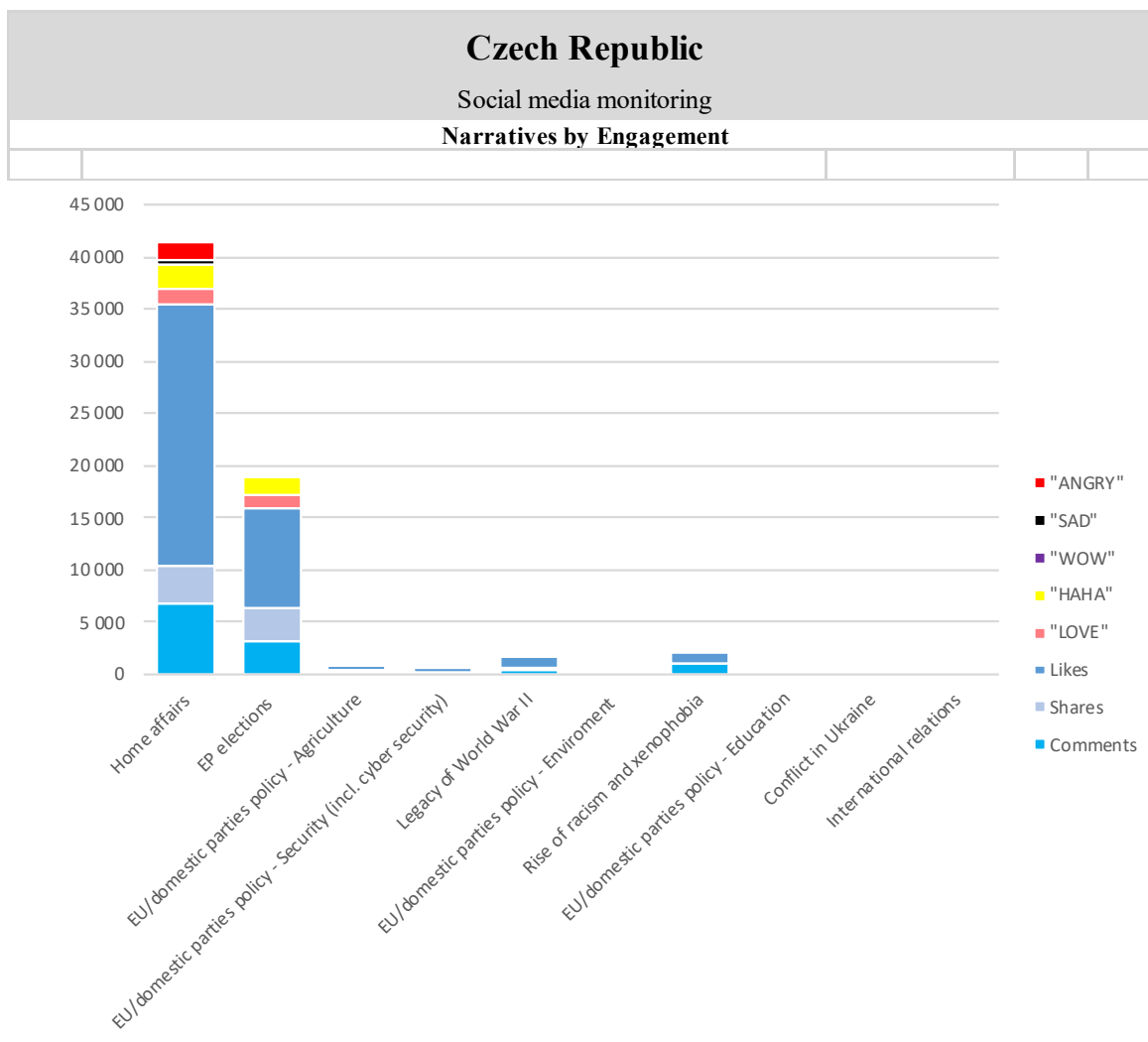
TOP09

Czech Republic

Social media monitoring

Narratives by # of Posts



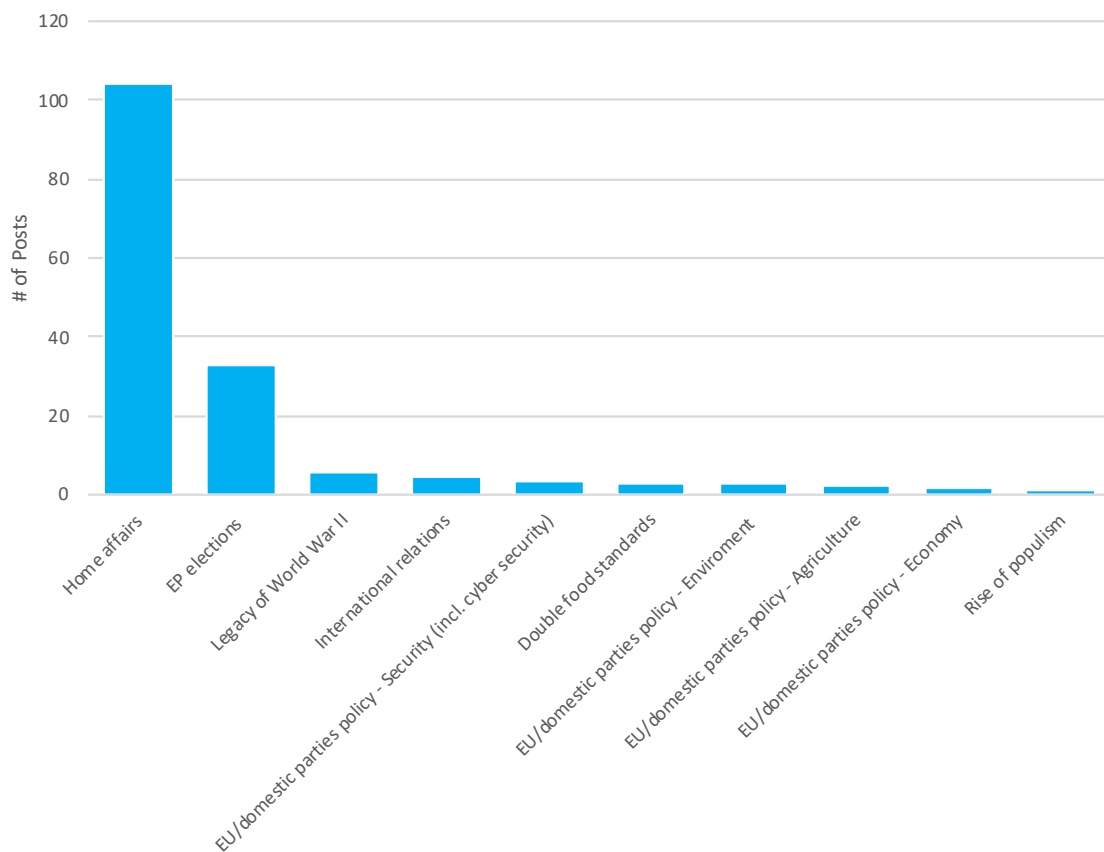


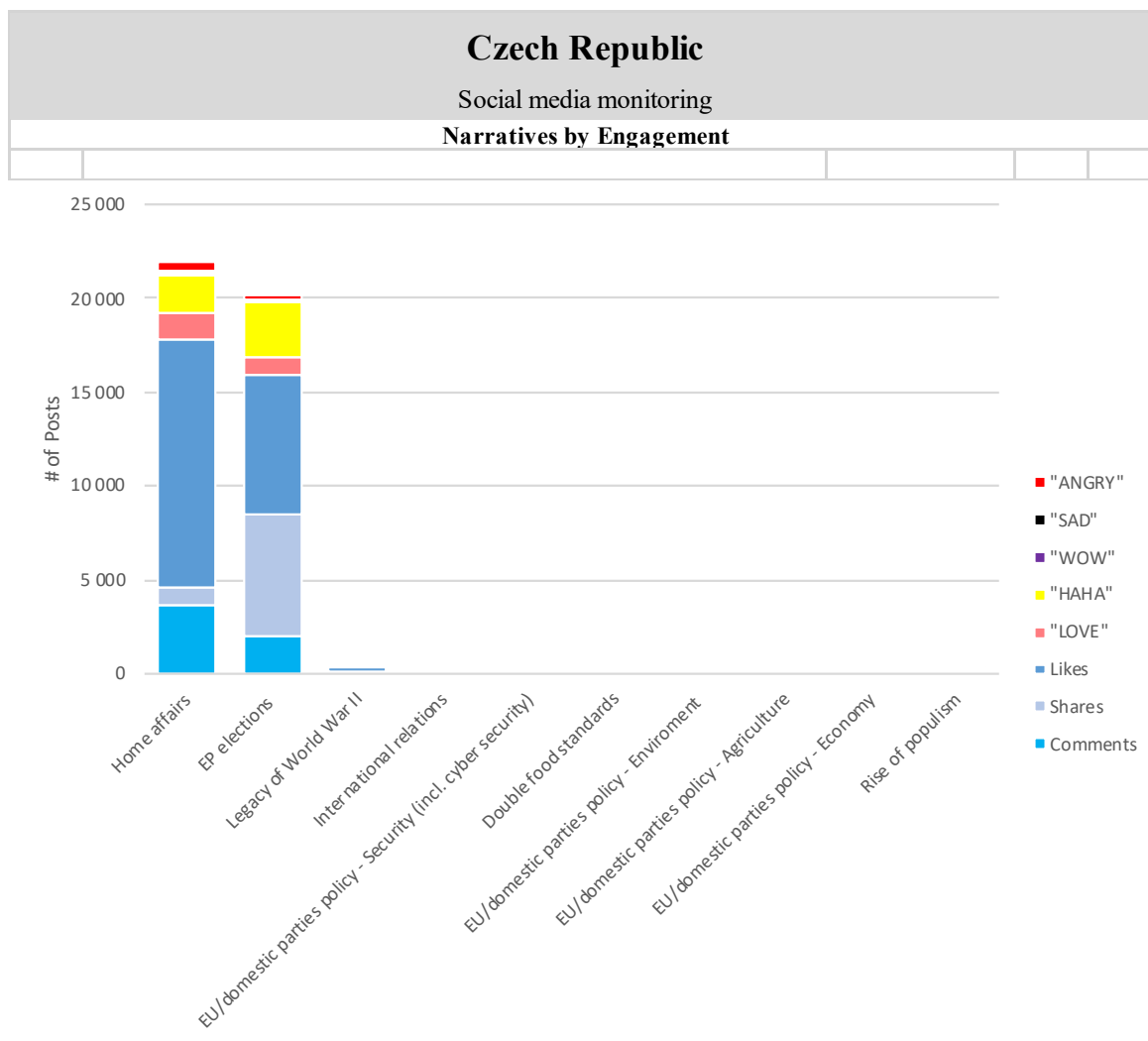
Mayors and independents

Czech Republic

Social media monitoring

Narratives by # of Posts

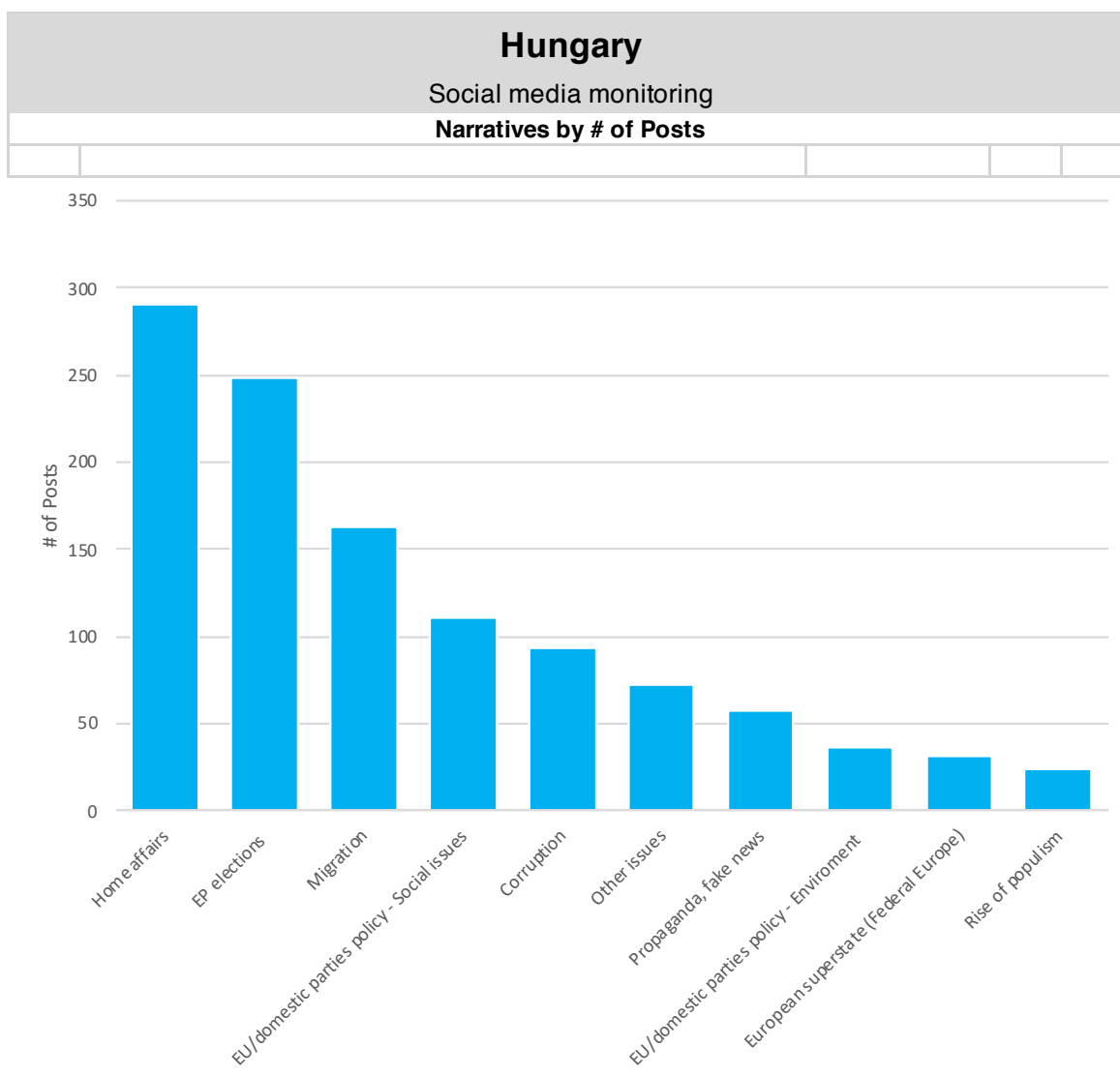


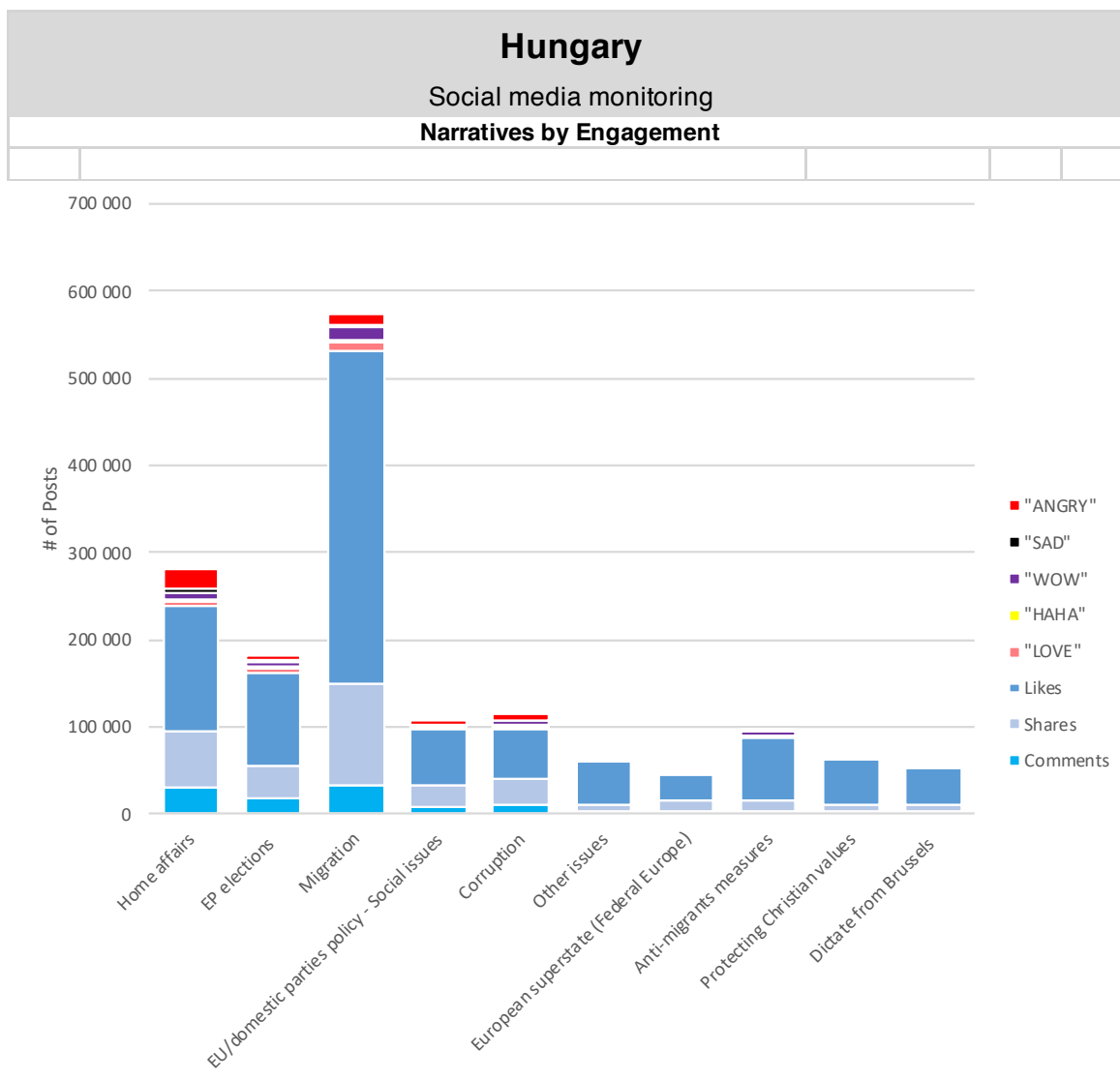


HUNGARY

Magyar Szocialista Párt (MSZP – Hungarian Socialist Party) published 285 posts between 1 April and 15 May which was more than any other party in Hungary. They

were followed Párbeszéd Magyarországért (264), Demokratikus Koalíció (248) and Fidesz (217). However, the highest number of engagement (comments, shares and reactions) – 1024363 - was achieved by the ruling Fidesz party.





The monitored parties included Fidesz, Magyar Szocialista Párt (MSZP – Hungarian Socialist Party), Demokratikus Koalíció (DK – Democratic Coalition), Jobbik, Lehet Más a Politika (LMP – Politics Can Be Different), Momentum Mozgalom (Momentum – Momentum Movement).

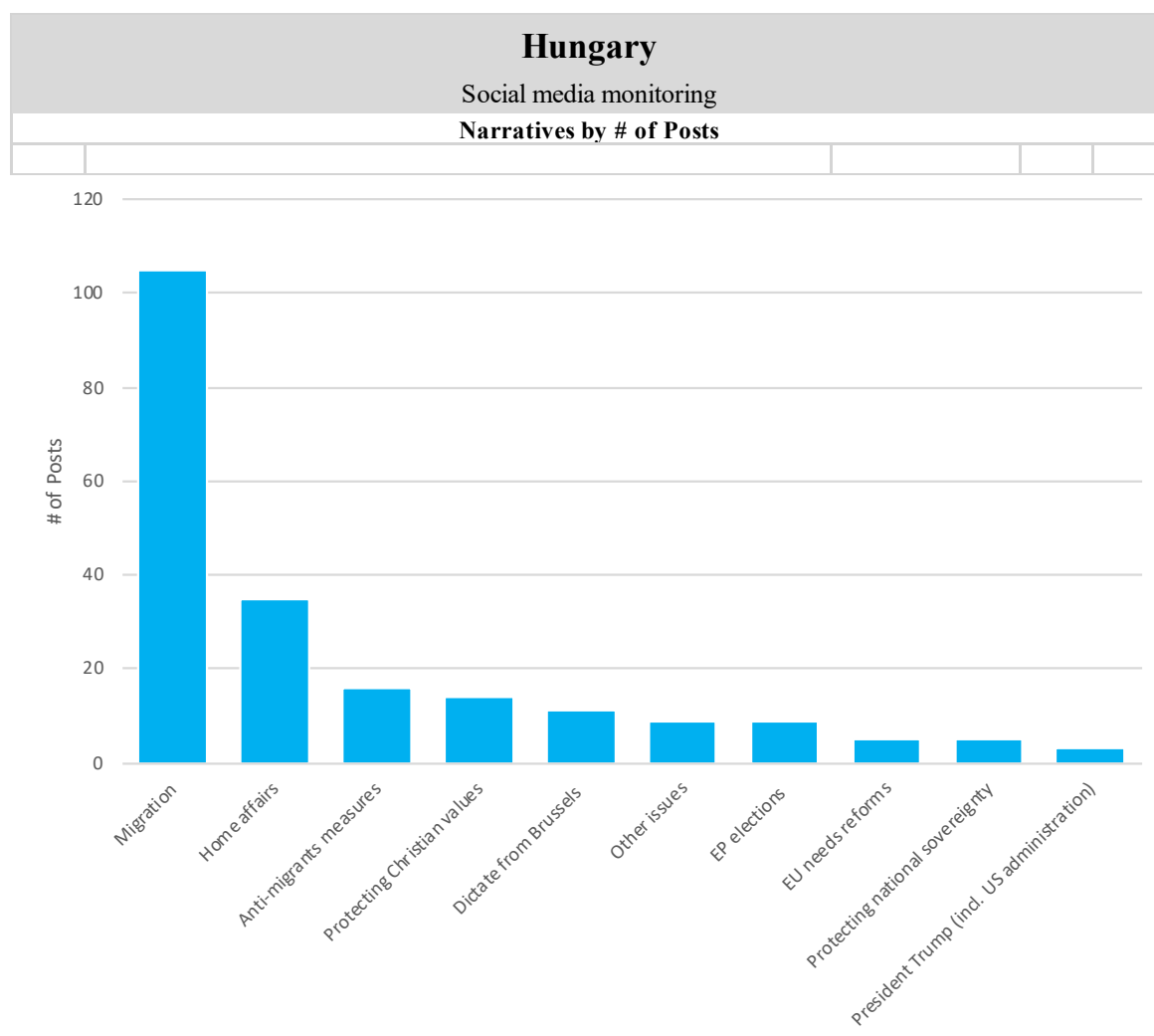
According to Fidesz, the Hungarian political field is divided into advocates and opponents of immigration, the former being represented by the government and the Fidesz/KDNP, the latter by the opposition. Accordingly, we can see that also the Facebook communication of the campaign was divided into two parts, either in terms of topics or ways of communication. The most striking thing was that when it came to Fidesz and their use of Facebook, not only did they deal with one topic, but they did it with a single tool. In contrast, the FB pages of opposition parties are more complex, the main campaign themes, the campaign process and their reactions to the current domestic issues also appear.

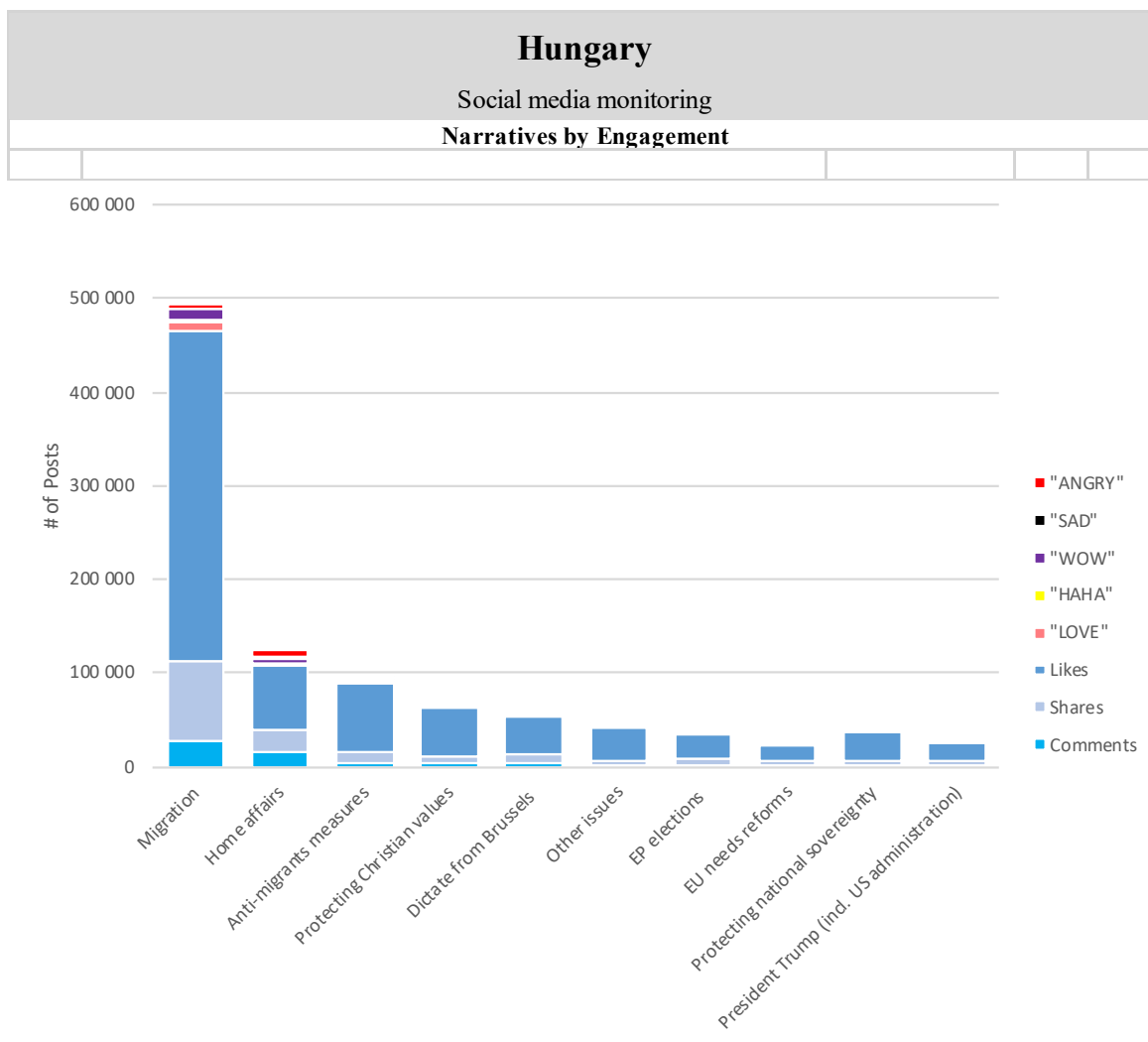
Fidesz

Fidesz's FB-posts were mostly focused on the main themes of the campaign. The actual domestic political issues, including criticism of the opposition, rarely appeared. The

party did not run the usual campaign (collecting signatures, meeting with voters, live streams of events etc.), as the opposition did. By contrast, Fidesz used only one tool on Facebook: photos. Videos only occasionally appeared, sometimes focusing on Orbán's trips abroad.

These very simple memes contained the main statements of Fidesz politicians' current speeches. It should be said that Fidesz voters easily identify themselves with these memes and share them in social media. According to the independent press, Fidesz operates a rigorous and hierarchical system: (local) politicians and activists are obliged to share these memes on their own pages.





Some examples and the four main narratives used by Fidesz:

Máté Kocsis, the leader of the Fidesz parliamentary group was speaking about the migration in the Parliament. According to Kocsis, „a proven terrorist was captured in Hungary, immigration can go hand in hand with terrorism. This must be over! Let's stand up for Hungary on May 26th!”

<https://www.facebook.com/FideszHU/photos/a.10150098801139307/10158251669609307/?type=3>

Orbán showed Salvini a Hungarian anti-migrant measure, the border fence:

<https://www.facebook.com/FideszHU/photos/a.10150098801139307/10158339211989307/?type=3>

Orbán talked about the dictates from Brussels: „We Hungarians have been debating with Brussels for 9 years and these debates are the same: we are not willing to do what Brussels dictates if it is not good for the Hungarians.”

<https://www.facebook.com/FideszHU/photos/a.10150098801139307/10158264225209307/?type=3>

Defence of Christianity. According to the text: „We want to preserve our country and Europe as we know it!” And the picture claims, stake of the election is „the existence of our Christian civilization”.

<https://www.facebook.com/FideszHU/photos/a.10150098801139307/10158271681559307/?type=3&theater>

The opposition

The opposition is also sharply different from Fidesz's Facebook communication in terms of topics and tools used. It appeared that the campaign on Facebook of the main opposition parties was similar, focusing on the common themes. More specifically, the most important domestic policy issue of the opposition parties was corruption (they often spoke about stealing of EU subventions).

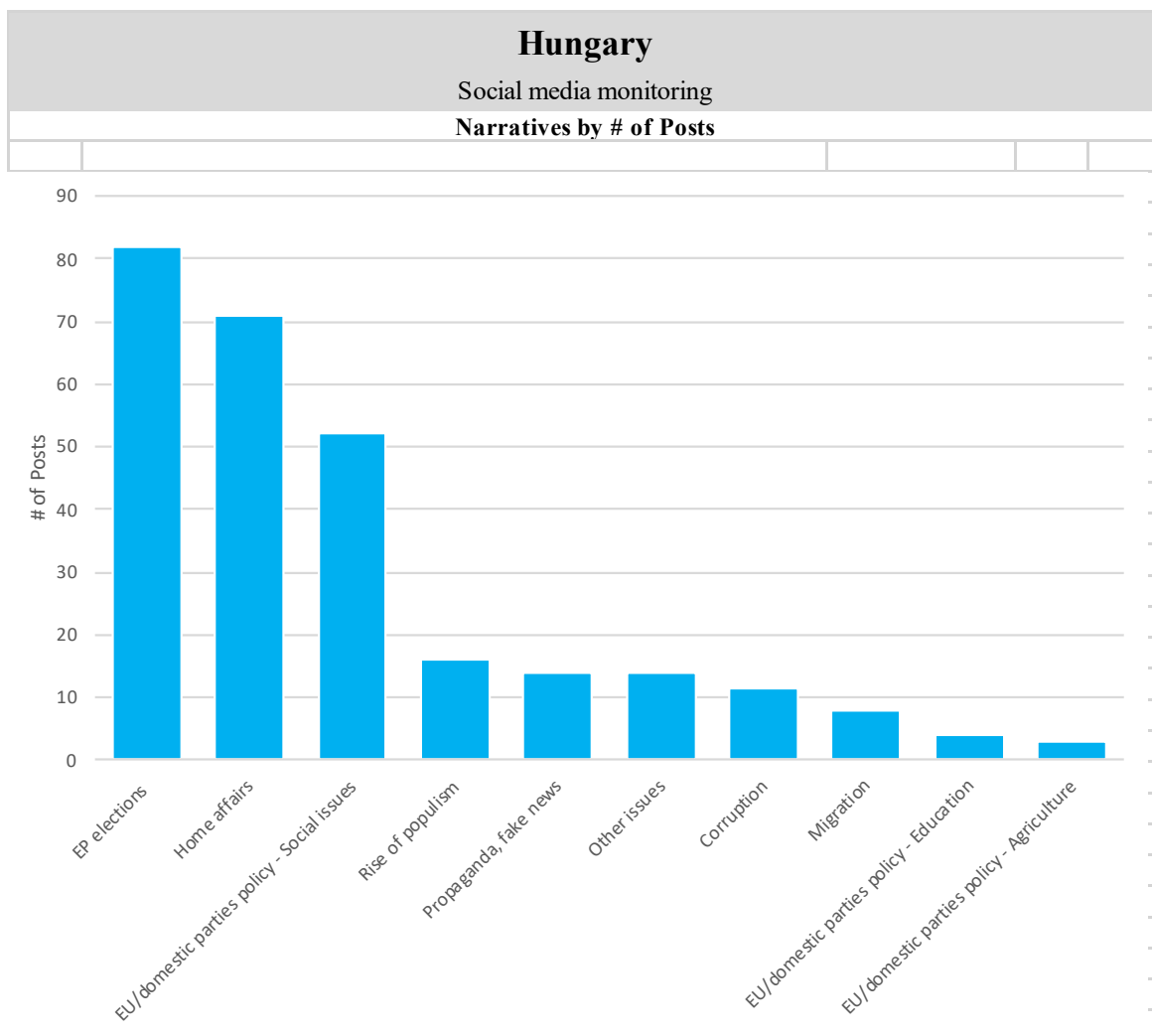
Another topic included the situation of Hungarian media. One of the most important Hungarian domestic policy topics was the operation of public media last year, and the opposition parties repeatedly protested against it. On their Facebook messages, however, they were not only concerned with the pro-government propaganda in the public media, but with the narrowing of the opposition communications space. For example, more outdoor billboard companies got into the hands of the pro-Fidesz entrepreneurs, so the opposition could buy billboards only rarely and expensively. Several parties emphasized during their campaign that also due to the lack of financial resources, Facebook and social media can compensate for these shortcomings.

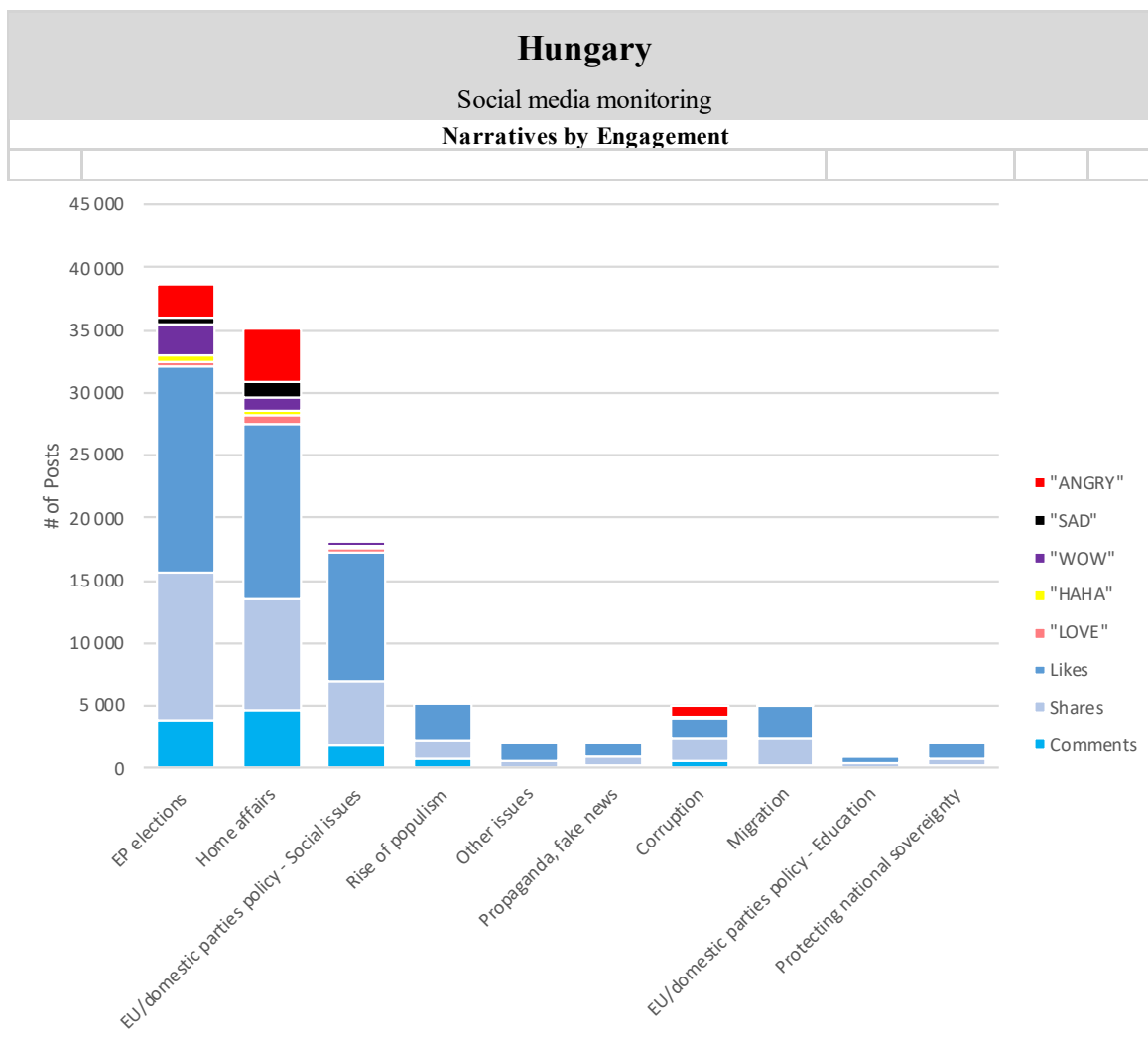
Perhaps that is why the opposition parties, unlike Fidesz, often dealt with the campaign process, streamed events live: press conferences, meetings, debates. They often invited supporters to their events. At the same time, they are sometimes negatively posted about the elections: such as the atrocities they have suffered, the methods of the Fidesz campaign, or the criticism of the National Election Office's activities. For example, the MSZP complained that the National Electoral Office could not fully verify the authenticity of the collected signatures. The opposition parties criticized Fidesz for campaigning in kindergartens or with children. Each opposition party ran a pro-European campaign against the growing threat of Fidesz's populism.

The most important topic appeared to have been social issues, including the inequality of wages and social supports in Europe. Both MSZP and DK have been campaigning for a common European minimum wage, with one of the Jobbik's slogans being the "union of wages". Obviously, because of the Fidesz campaign, migration was also discussed, and except for Jobbik, other parties tried to speak neutrally about it.

MSZP

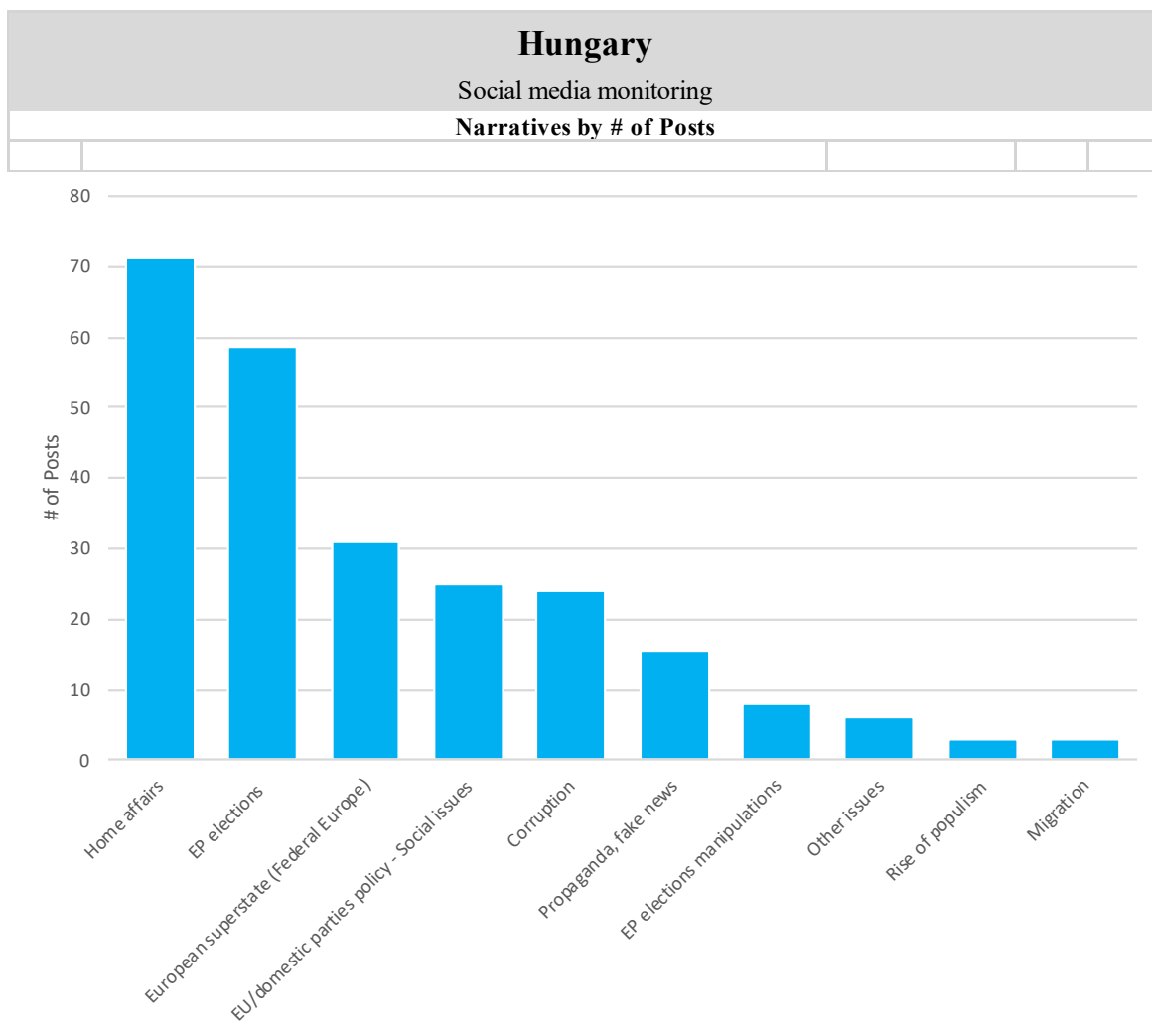
In the case of left-wing **MSZP**, it used the option to broadcast live on Facebook intensively. For example, the member of the EP, István Újhelyi broadcast almost all his campaign events live. Local activists often reported live from the signature collection and informed the Facebook followers about it. In this video, the party's vice president was throwing a flyer into the mailbox of Viktor Orbán's country house in his birthplace, Felcsút: <https://www.facebook.com/komjathi.imre/videos/305302300163471/>. The main theme of MSZP was the Social Europe programme.

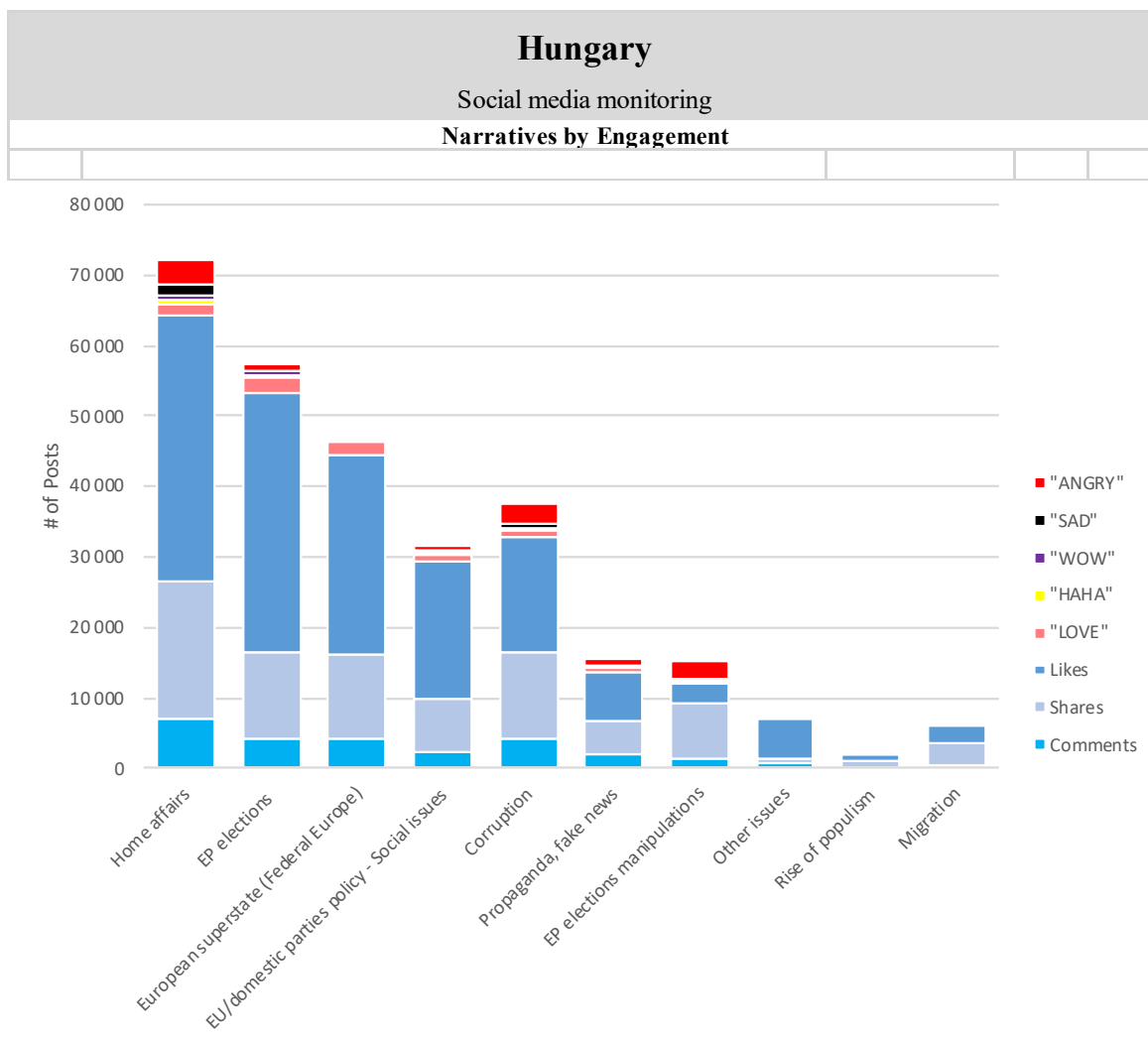




Democratic Coalition

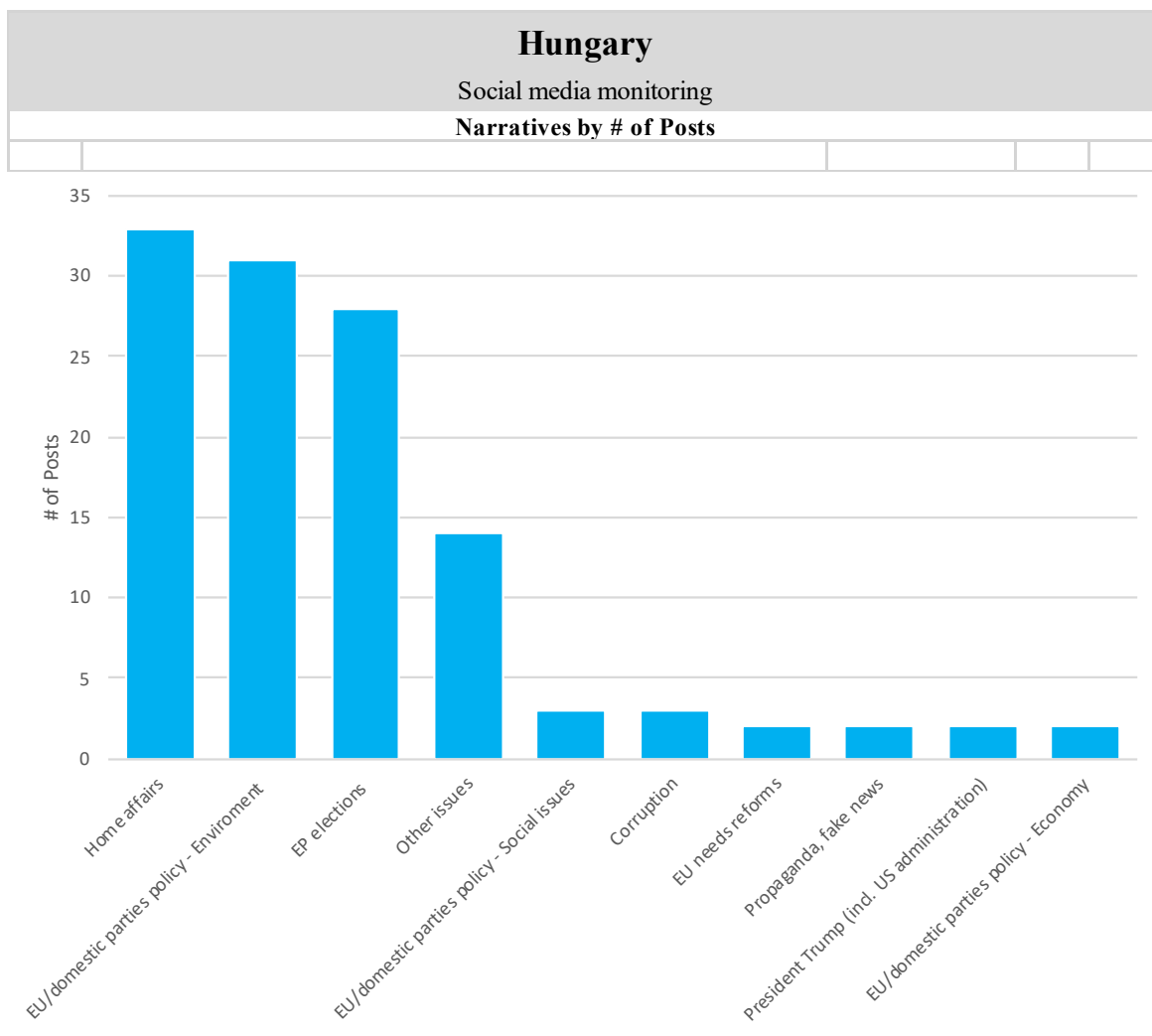
The other left-wing and liberal party, the Democratic Coalition (**DK**), was campaigning for federal Europe, the „United States of Europe”. They argued that this could be a tool for equal social supports, but against the government's corruption. They also broadcast many live videos, but more about press conferences and debates.

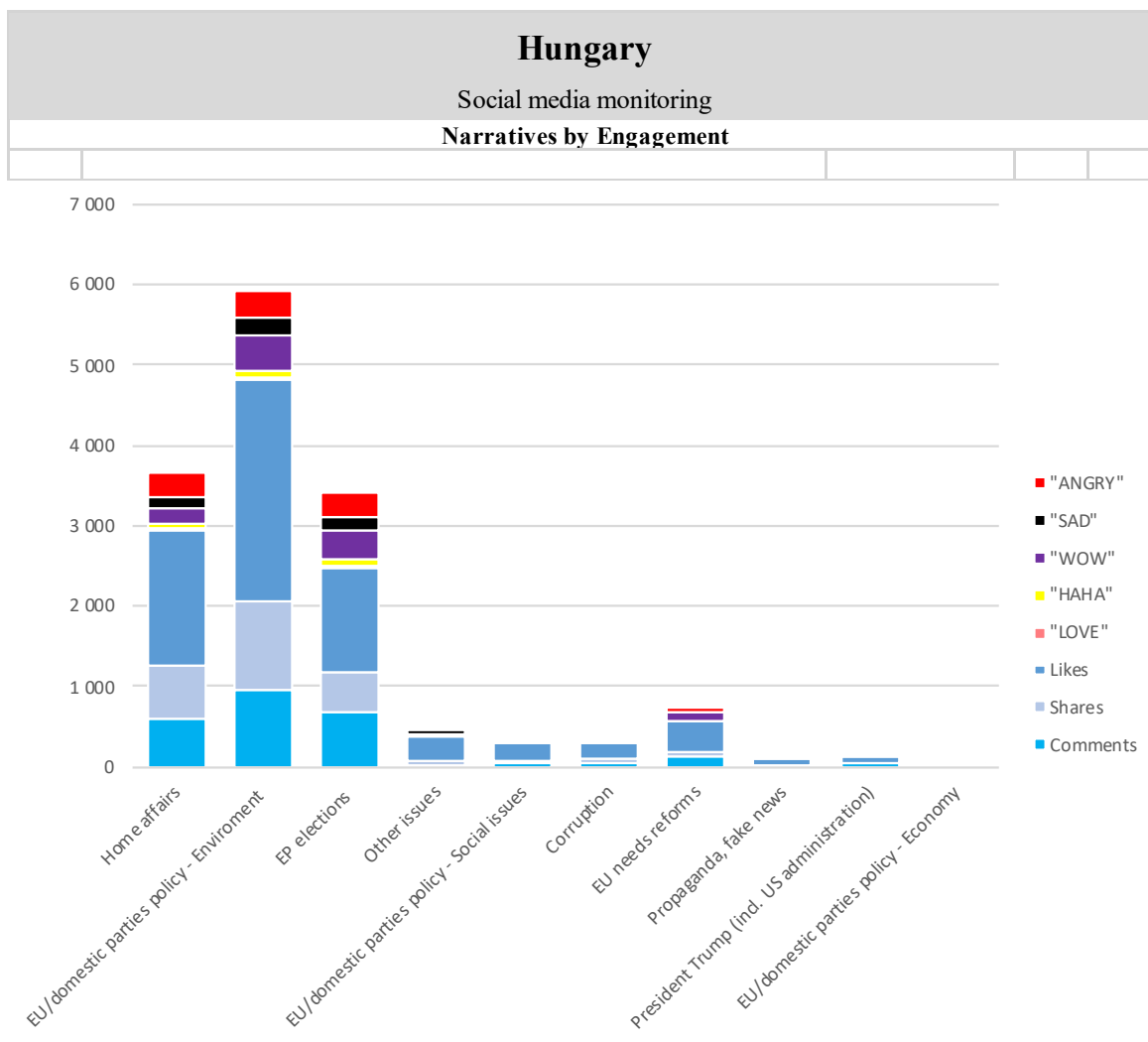




LMP

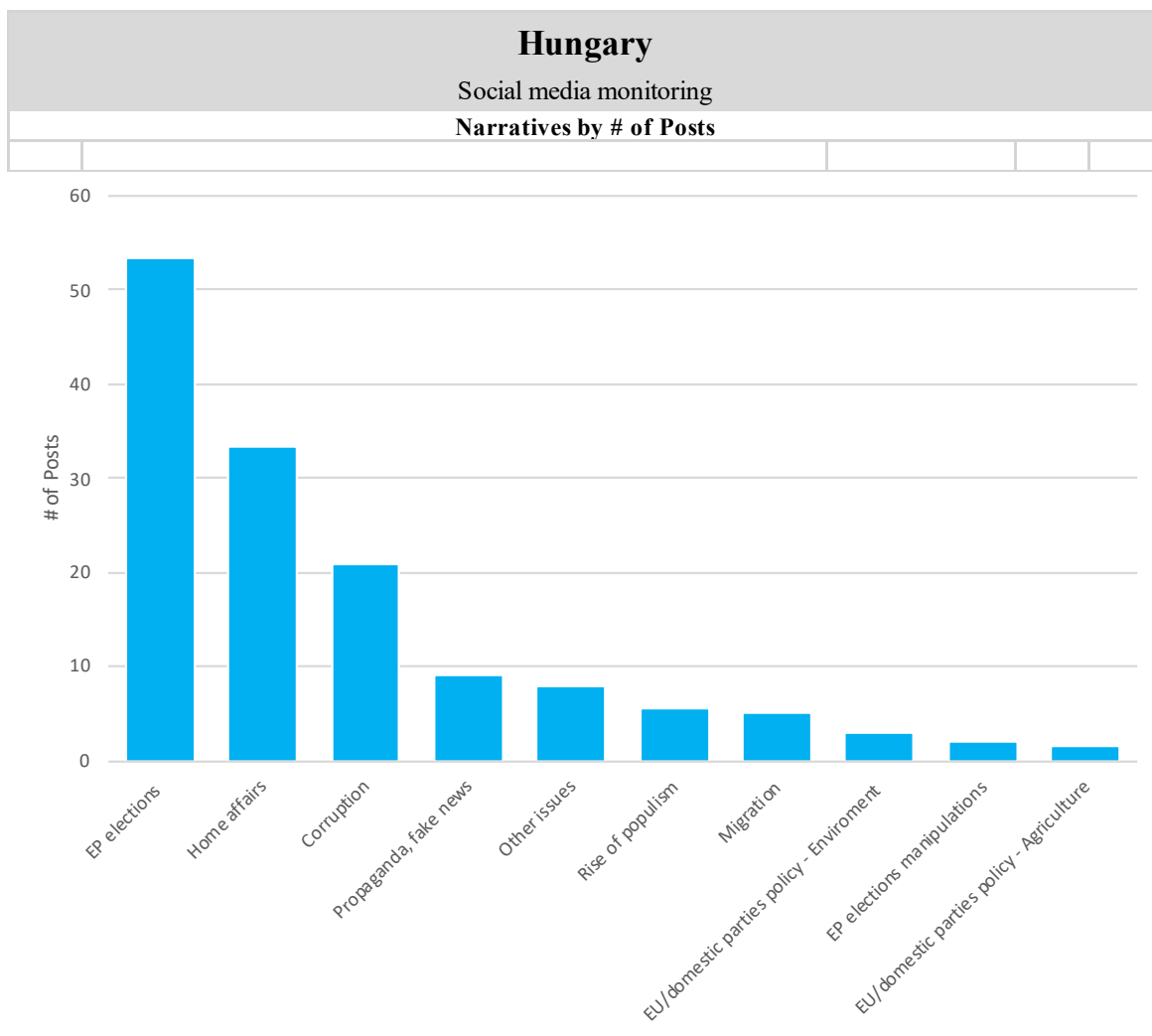
The **LMP** campaign focused almost entirely on environmental issues. In comparison with other parties, they had the fewest posts on Facebook compared to other parliamentary parties. They often shared articles of various news sites about environmental problems or the climate change. They also dealt with domestic environmental problems, for example, the expansion of the Paks Nuclear Power Plant was regularly criticized.

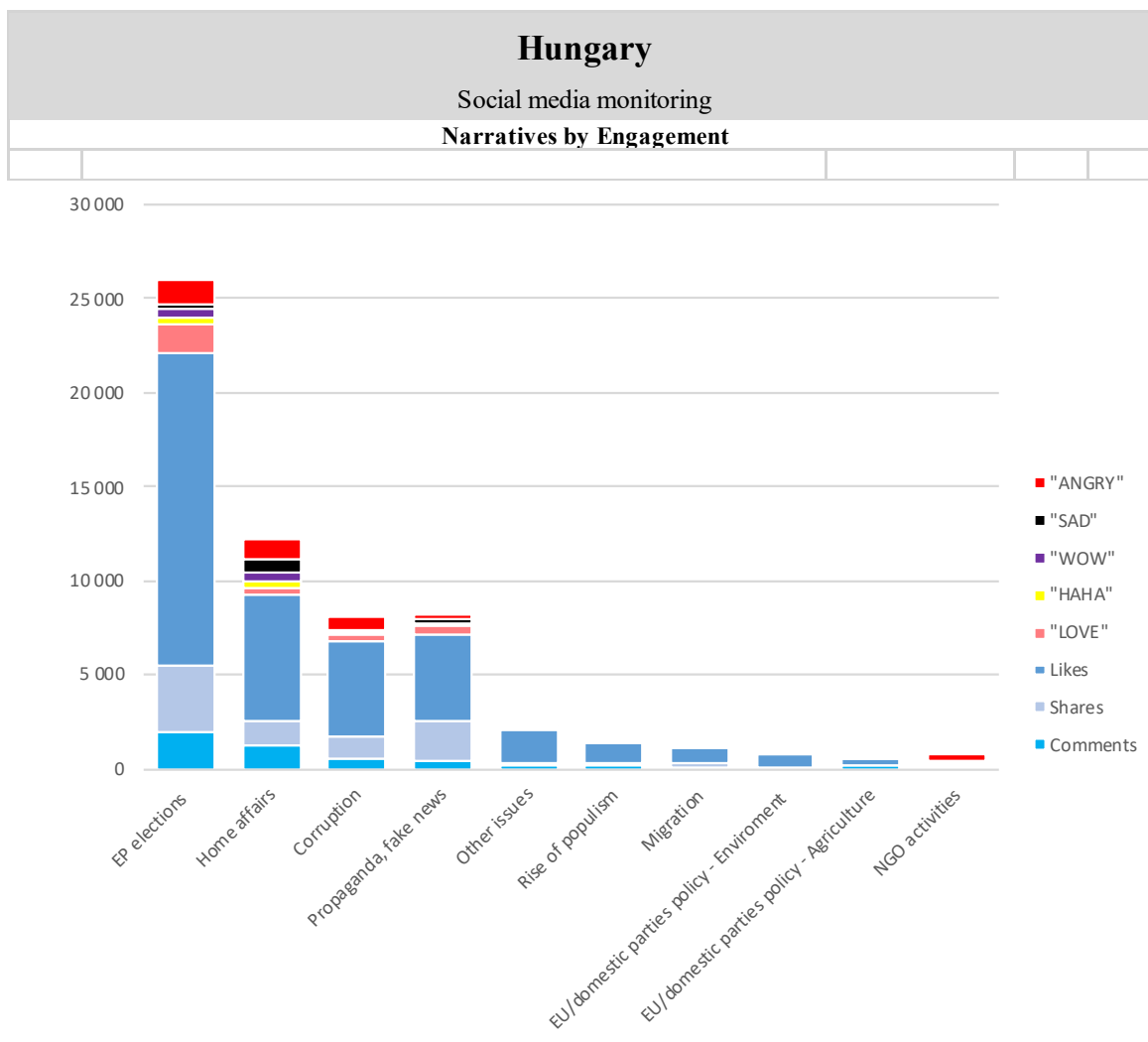




Momentum

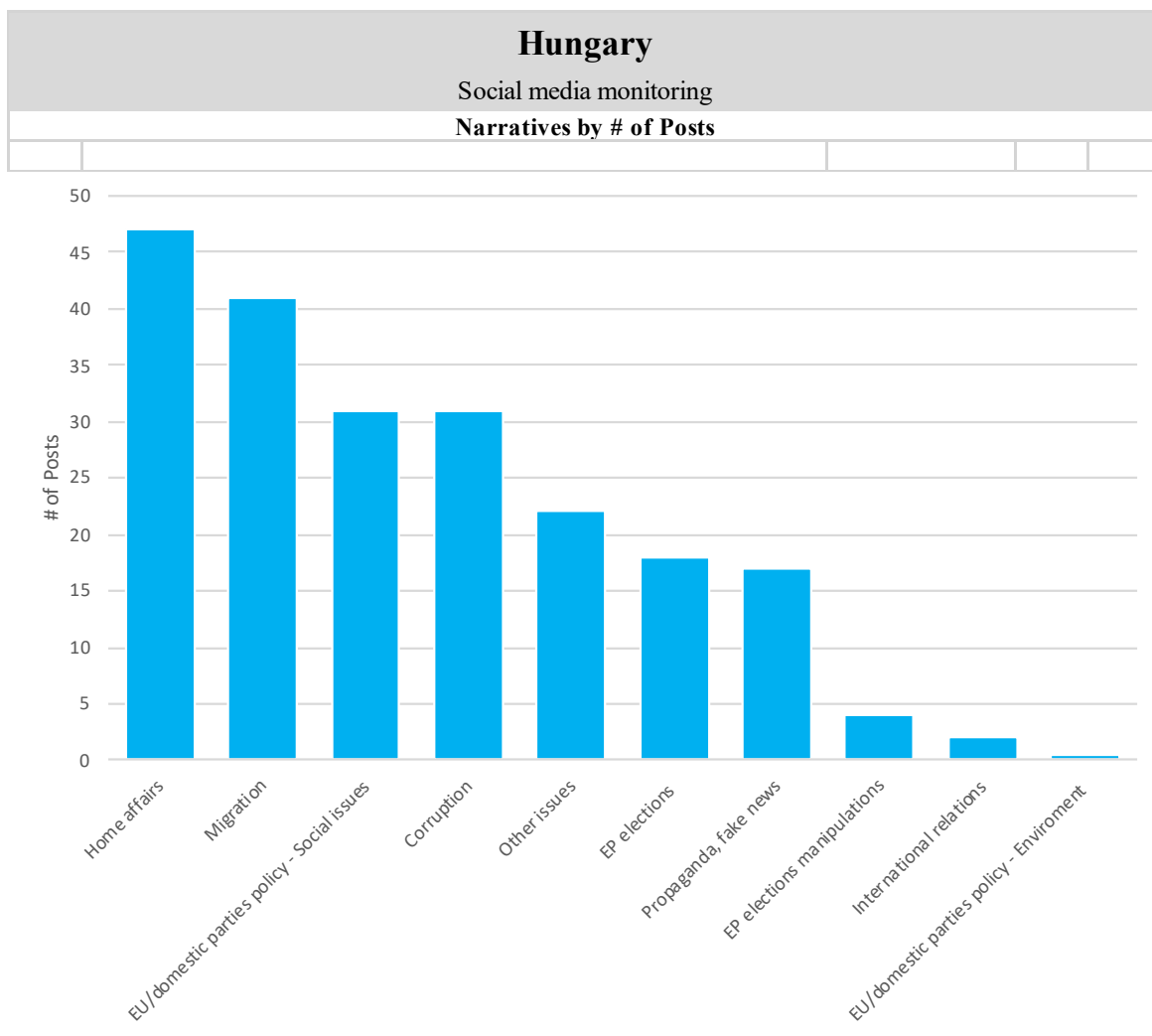
The **Momentum** is the youngest party in Hungarian politics, two of its leaders are young women around 30 years old. They participated in the European Parliament elections for the first time, and they would be the members of the ALDE in case of success. Their campaign was highly pro-European and they are government critic. At the same time, it was not easy to highlight a key topic in their messages.

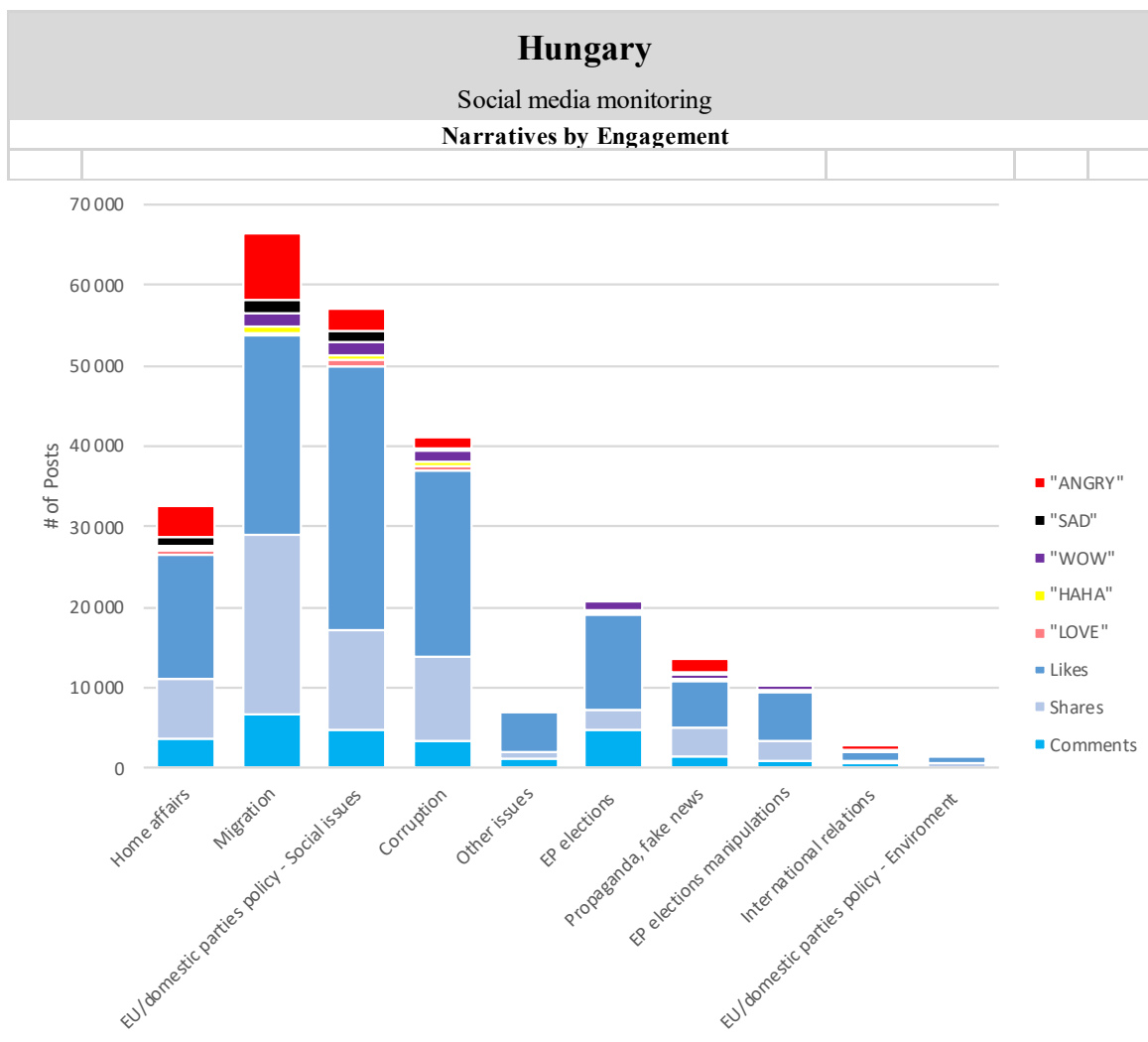




Jobbik

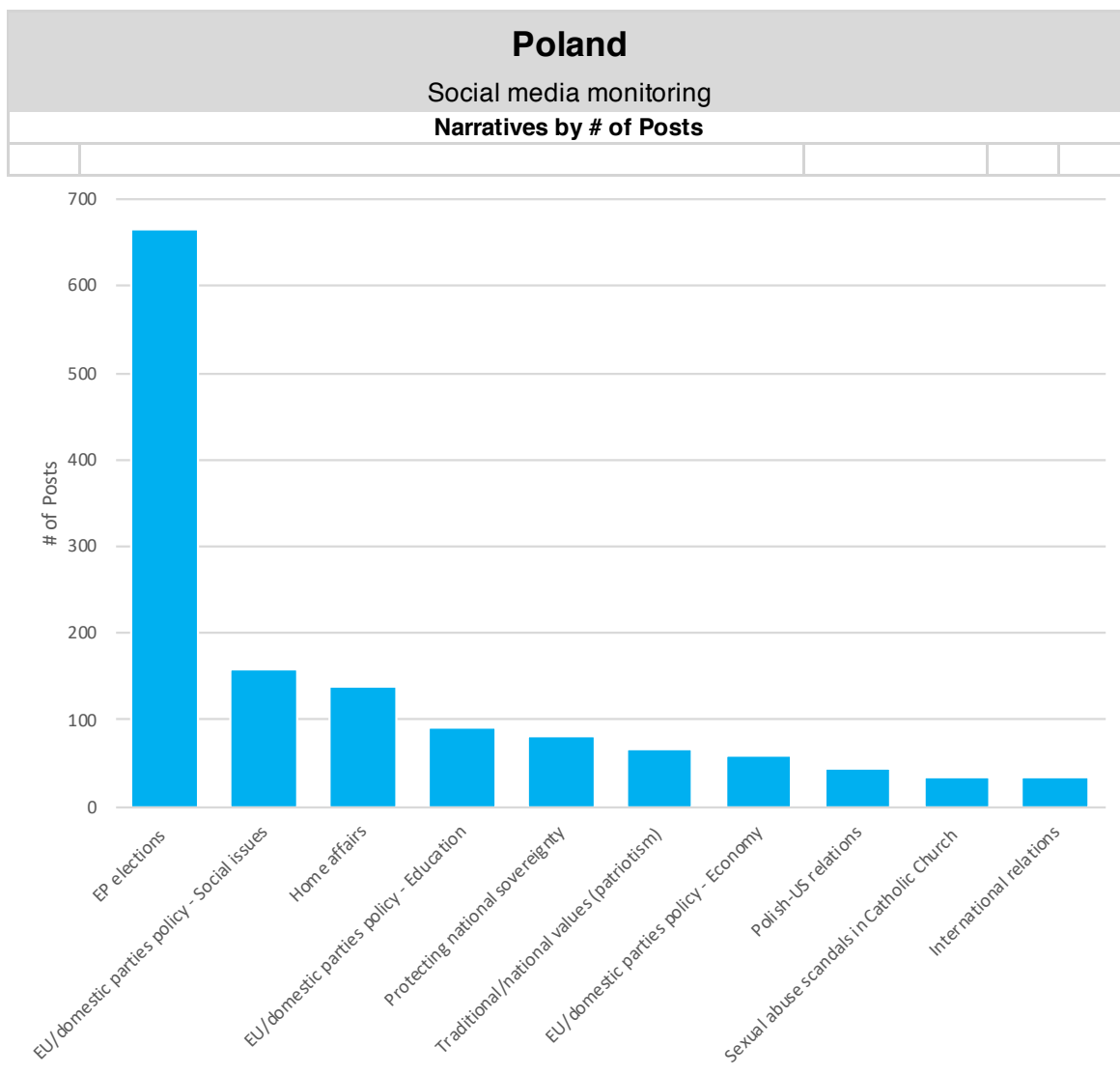
Jobbik is a right-wing opposition party, and very interesting that they accused Fidesz of supporting migration. According to their argument, more and more foreign guest workers came to Hungary during the recent years. This is why Fidesz's anti-migrant campaign is false. Their another goal was to protect the salaries of domestic workers and to catch up with European wages. The latter theme is similar to the campaign of other opposition parties.

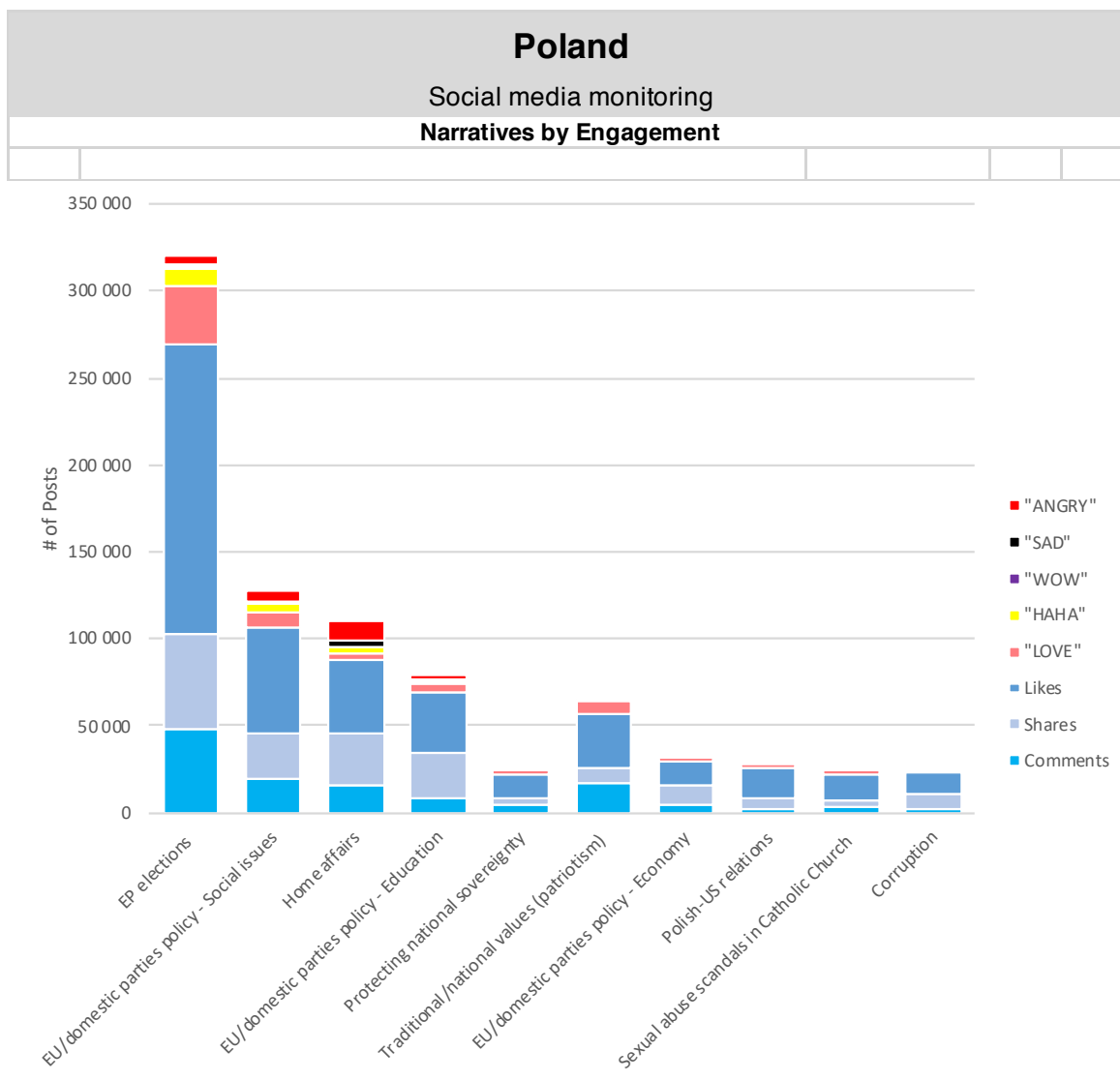




POLAND

In Poland, the party which published the highest number of posts during the monitoring period was Kukiz 15, followed by SLD (Sojusz Lewicy Demokratycznej) and Wiosna Biedronia. The highest number of engagement (comments, shares and reactions) – 265,271 – was achieved by Platforma Obywatelska.





Scope of monitoring:

FB channels of 12 Polish parties were monitored during the period of April 1 - May 15. These parties may be grouped as follows (numbers in brackets indicate quantities of posts):

Government and supply and confidence support: PiS (204) and Kukiz'15 (297)

Parliamentary opposition: Platforma (182), Nowoczesna (55), PSL (52)

Coalitions: Koalicja Europejska (16)

Out-of-parliament opposition: SLD (262), Wiosna (214), Polska Fair Play (40), Razem (72)

Opposition - nationalist and right wing: Ruch Narodowy (145), Młodzież Wszechpolska (98)

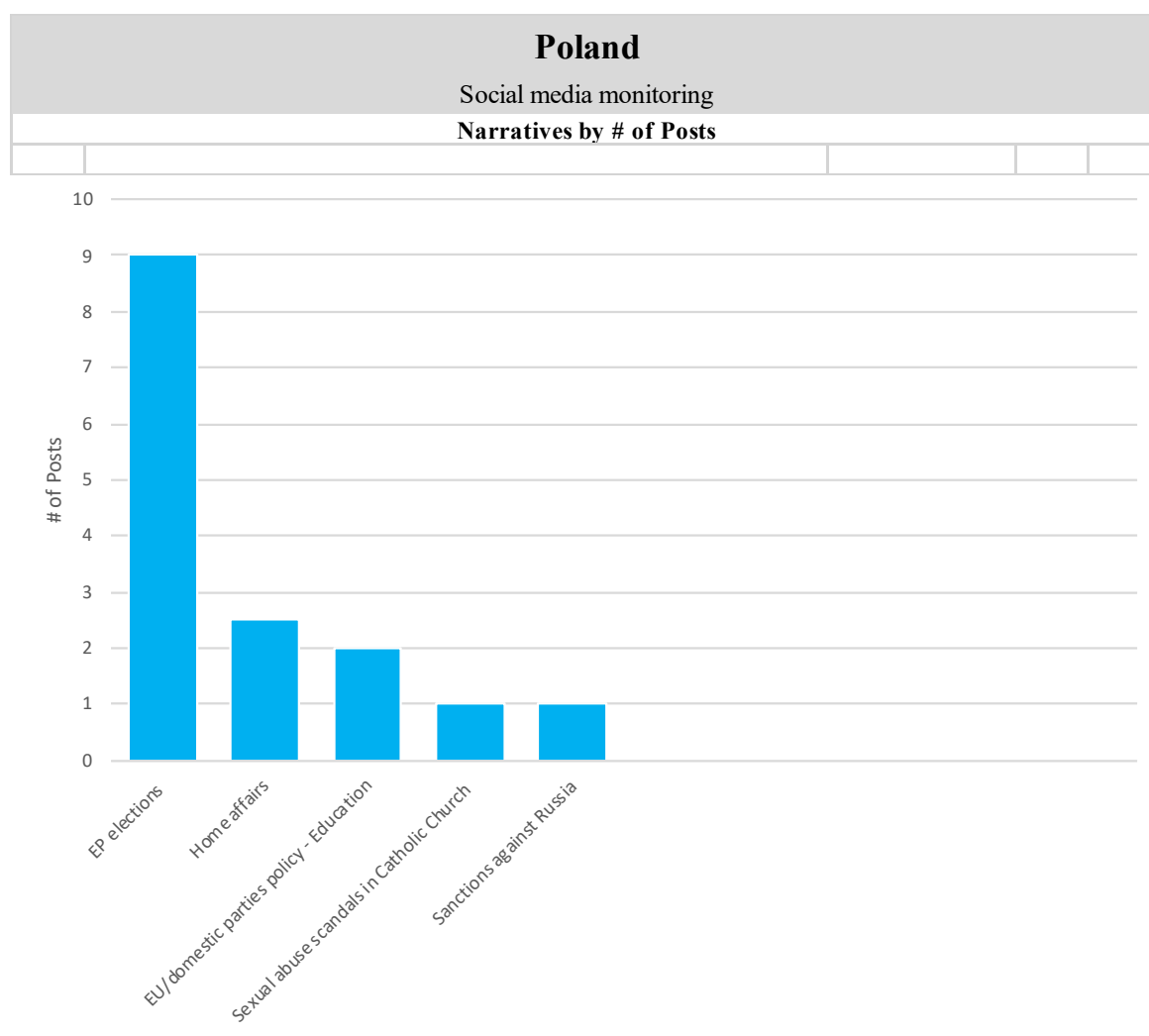
General findings:

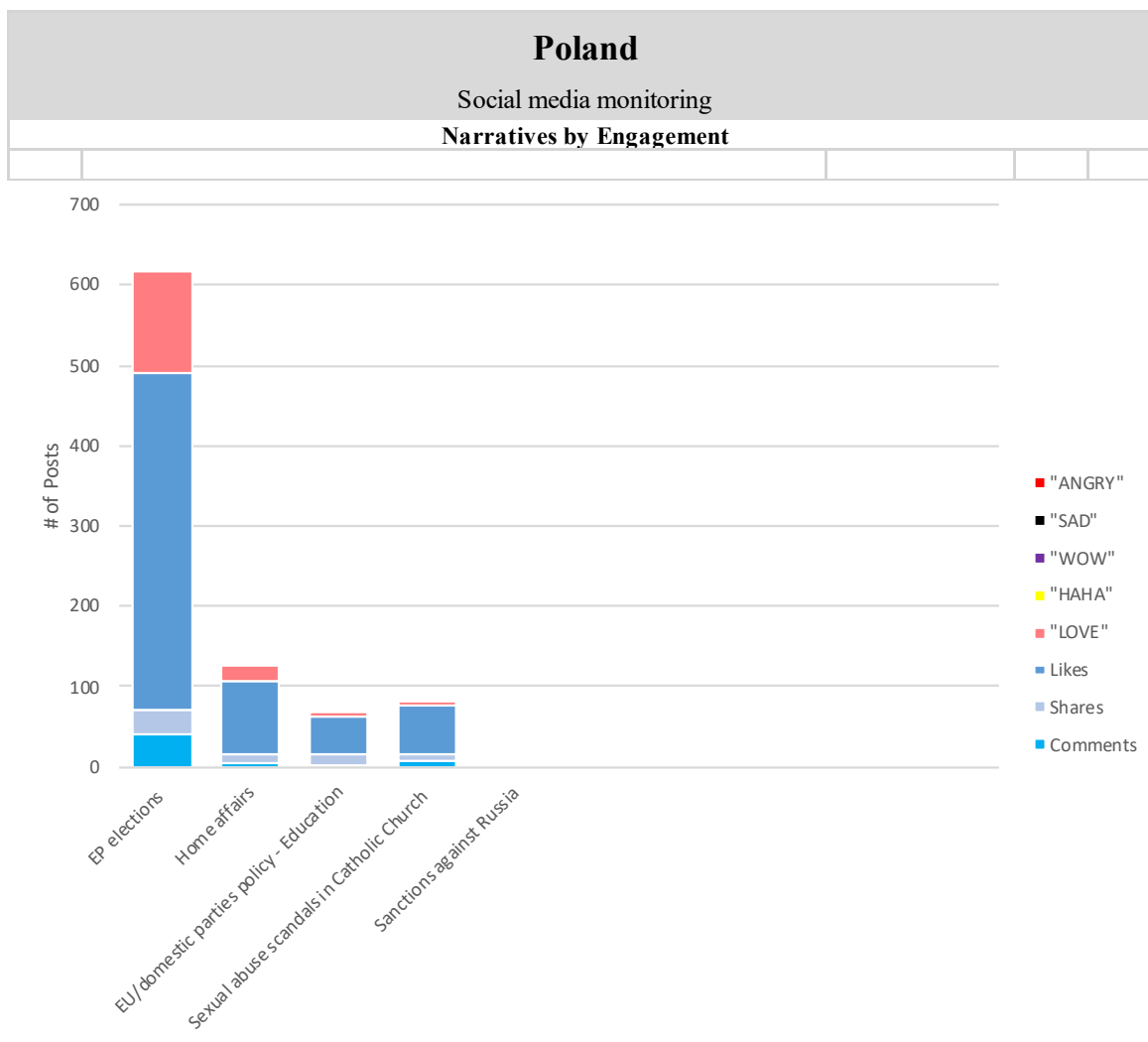
Each party had appeal to its own group (which is a natural thing). In this respect Polska Fair Play, SLD, Wiosna, and Razem could be characterized as left parties (albeit appealing to different groups in the electorate); Ruch and Młodzież belonged to a classic nationalist right wing type of parties; Nowoczesna took liberal niche, while Platforma

Obywatelska (the biggest opposition party), PSL (agrarian party), and PiS (ruling conservative party) have in many respects shared a set of conservative values despite varying at intensity of these values application in their everyday campaigning. Kukiz'15 is a typical anti-establishment party which generally votes with PiS despite being in formal opposition. In EP election, Kukiz associated itself with the Italian M5S and Croatian Zivi Zid (Live Shield) calling for more direct democracy.

European Coalition

European Coalition (*Koalicja Europejska - KOP*) is a group of several parties led by Platforma which are running on one list in EP and presumably also in this autumn parliamentary election.

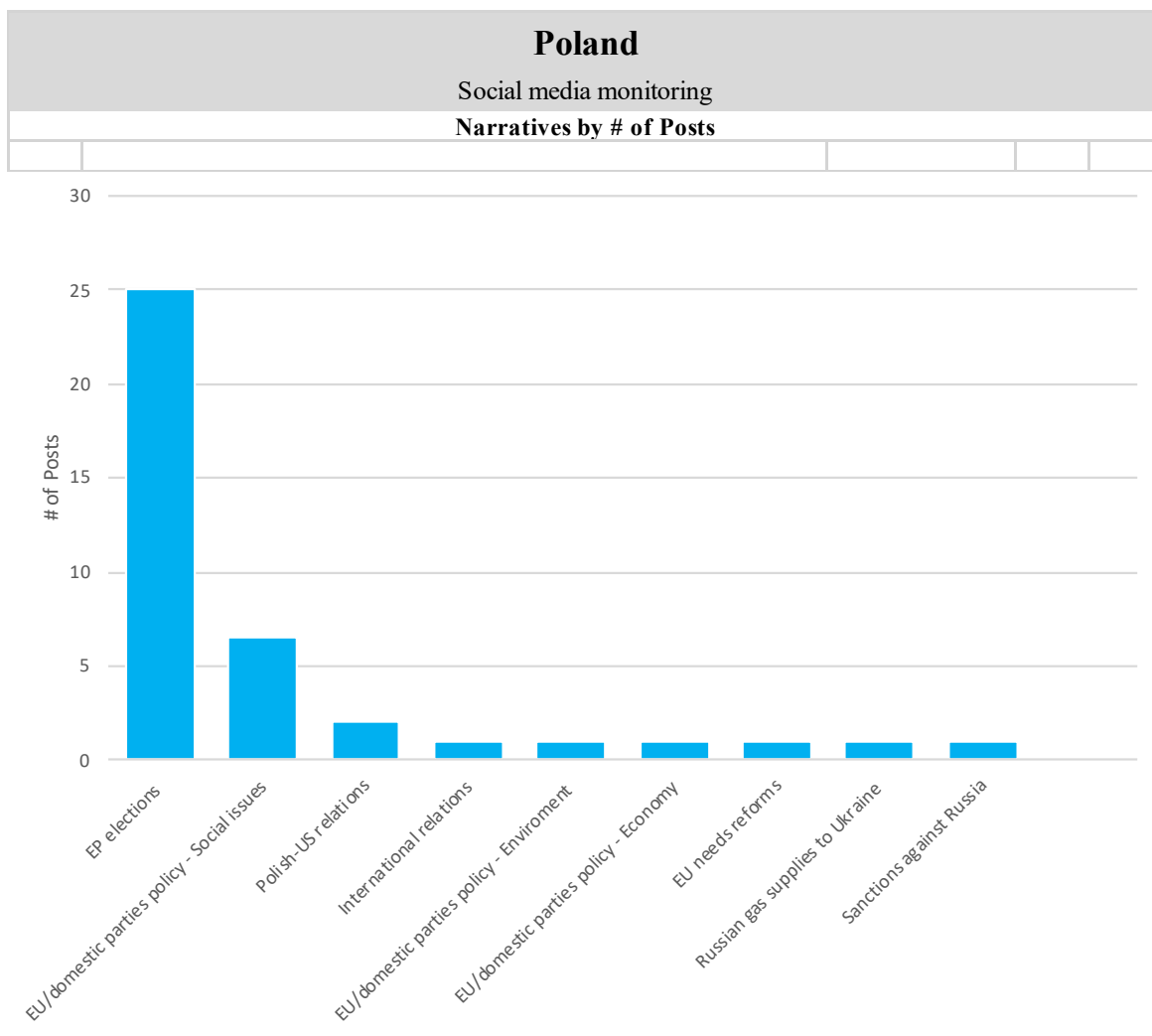


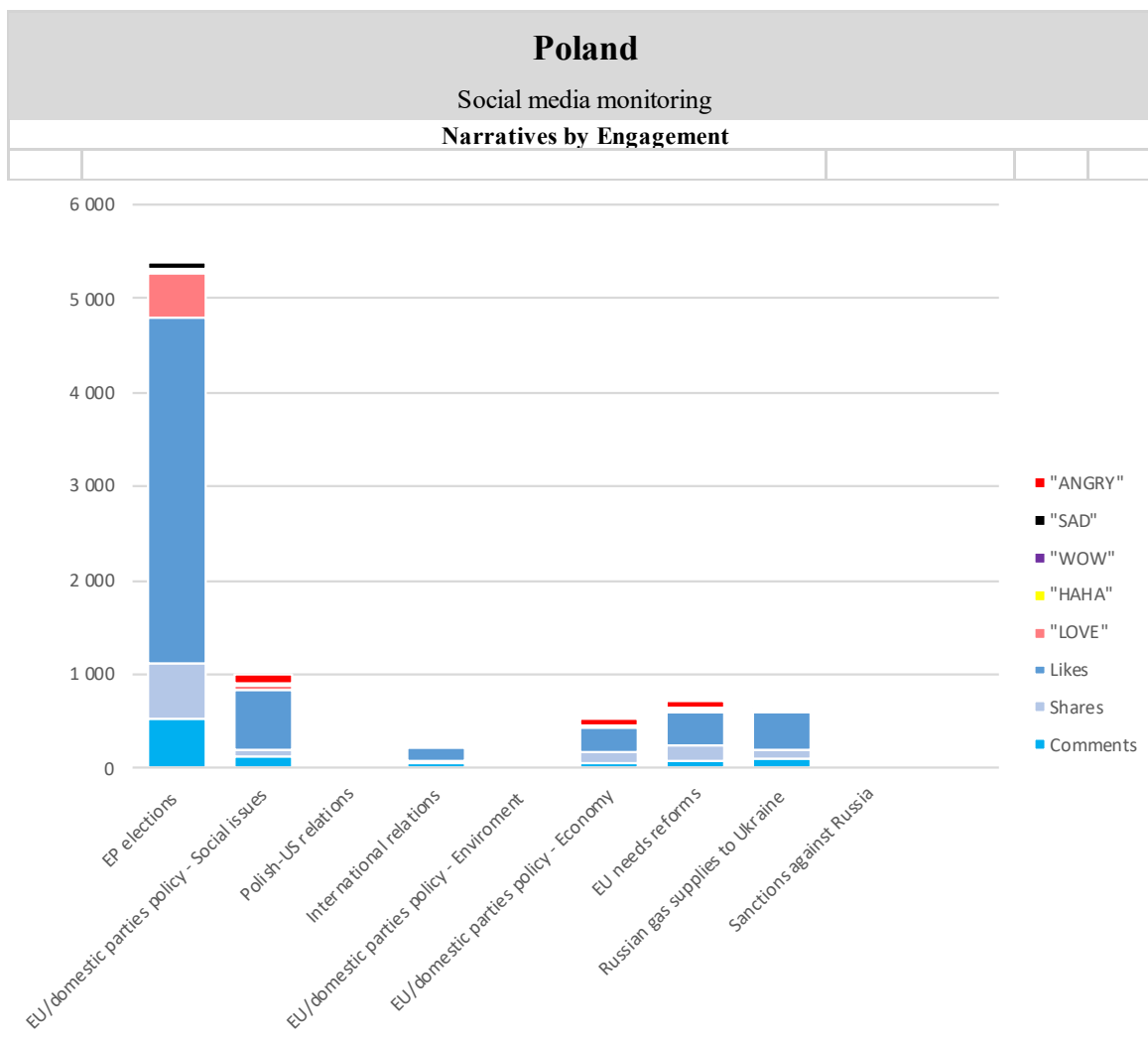


All parties led intensive social media campaigns; record number of posts have been posted by Kukiz despite general tendency for the far right to outnumber those on more moderate part of the spectrum. The least post has been posted by Koalicja Europejska (just 16); this account wasn't really necessary in my opinion given that accounts of all coalition parties have been promoting coalition, especially that of Platforma.

All accounts (with exception of Koalicja Europejska, PSL, and Polska Fair Play) have shown high level of audience engagement with high activity in commenting in liking. Polska Fair Play is a start-up party which didn't seem to have figured out effective way to use FB yet, while PSL relies more on classic, "analogue" campaigning which was typical of them in e.g. October local election.

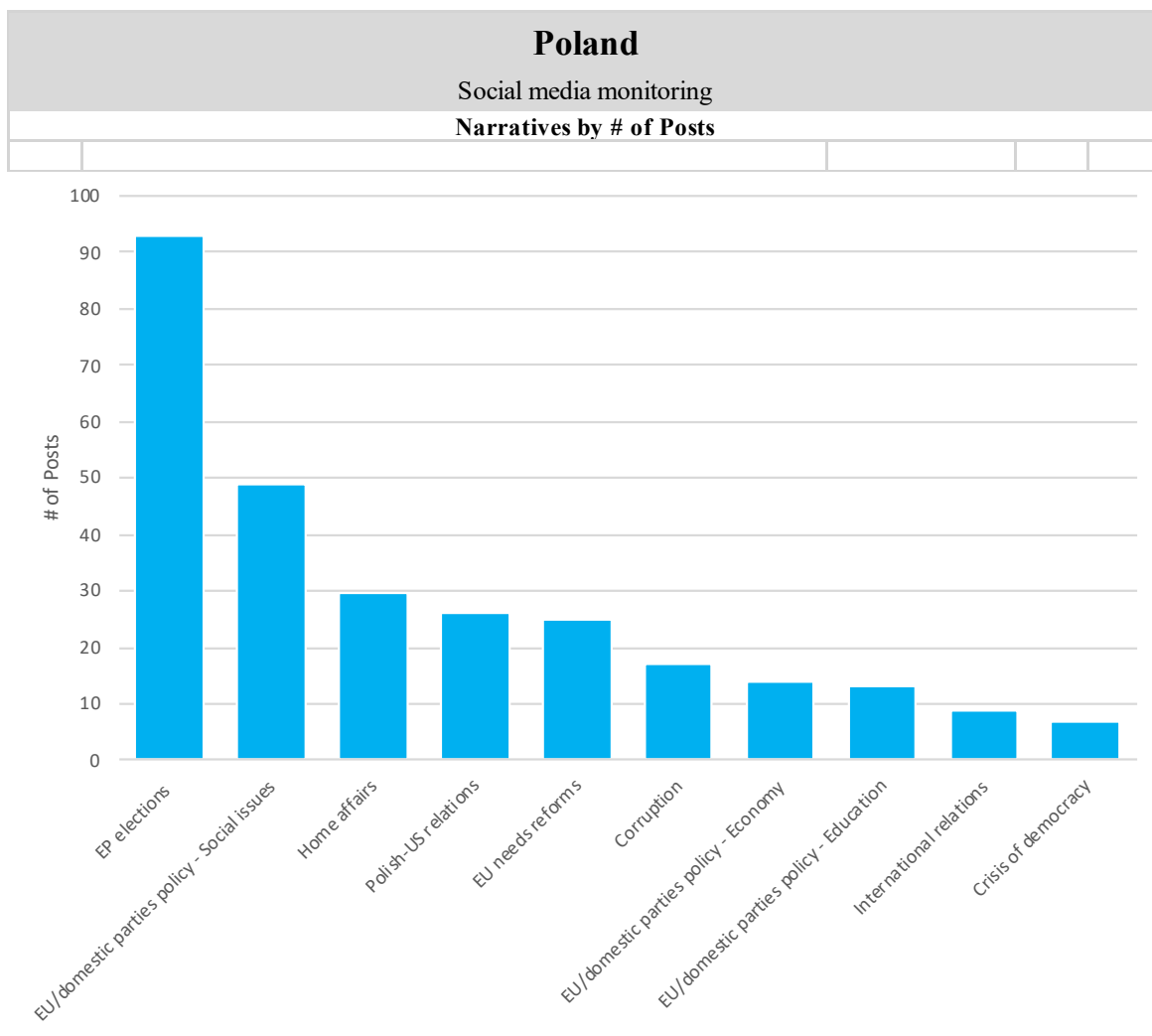
Polish Fair Play





Kukiz 15

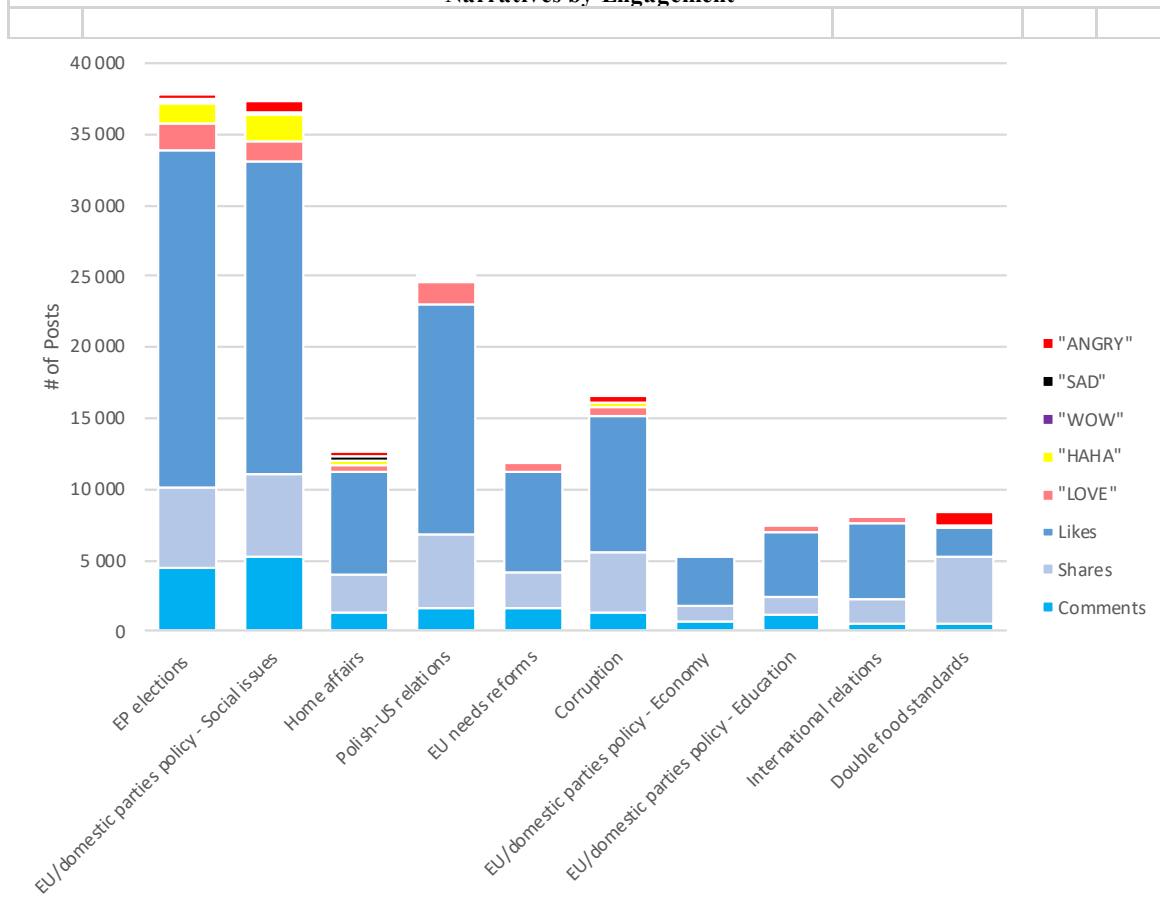
Kukiz 15 main point was on promotion of direct democracy. General narrative most frequently appearing was about “Europe which had never had democracy”; apparently this was the only party account apart from Ruch Narodowy which mentioned “eurokolkhoz” as a way to illustrate “undemocratic nature of the current European Union”. However, overall the account was not pushing an anti-European line: there was a strong narrative of “Europe needs fixing” there, with the calls to give more powers to the European parliament, including that of initiating new legislature, which the centre pillar of the new proposed group in EP where Kukiz is planning to join the Italian pro-direct democracy Five Stars movement, a partner in Italian ruling coalition. Campaign against the EU copyright directive had the second place in terms of appearance. Kukiz positions itself as opposition to “PiS-PO duopoly”, however there was no feeling of hard line in this respect: they looked more like a “constructive opposition” (which is understandable given that Kukiz plays this role in the national parliament).



Poland

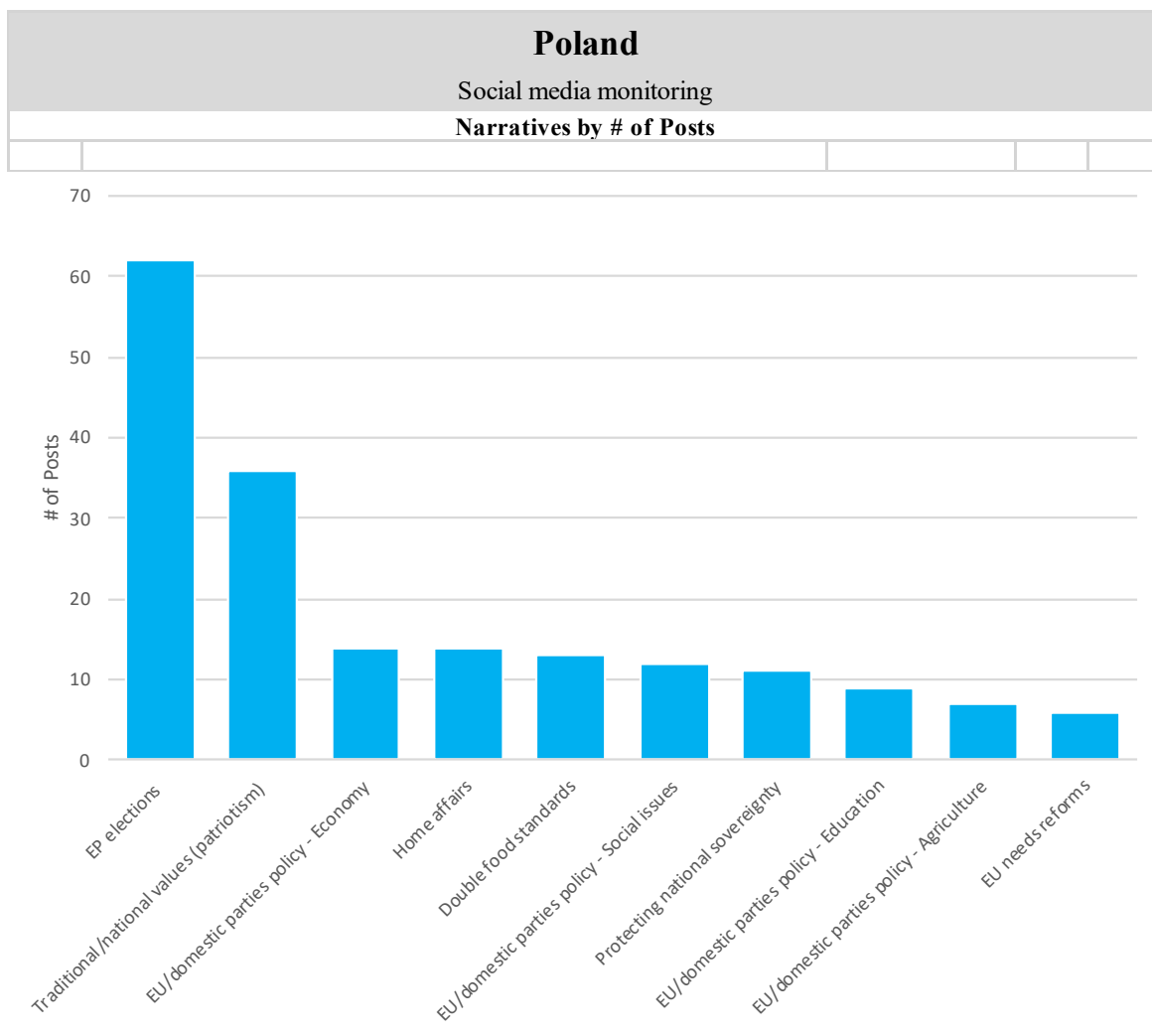
Social media monitoring

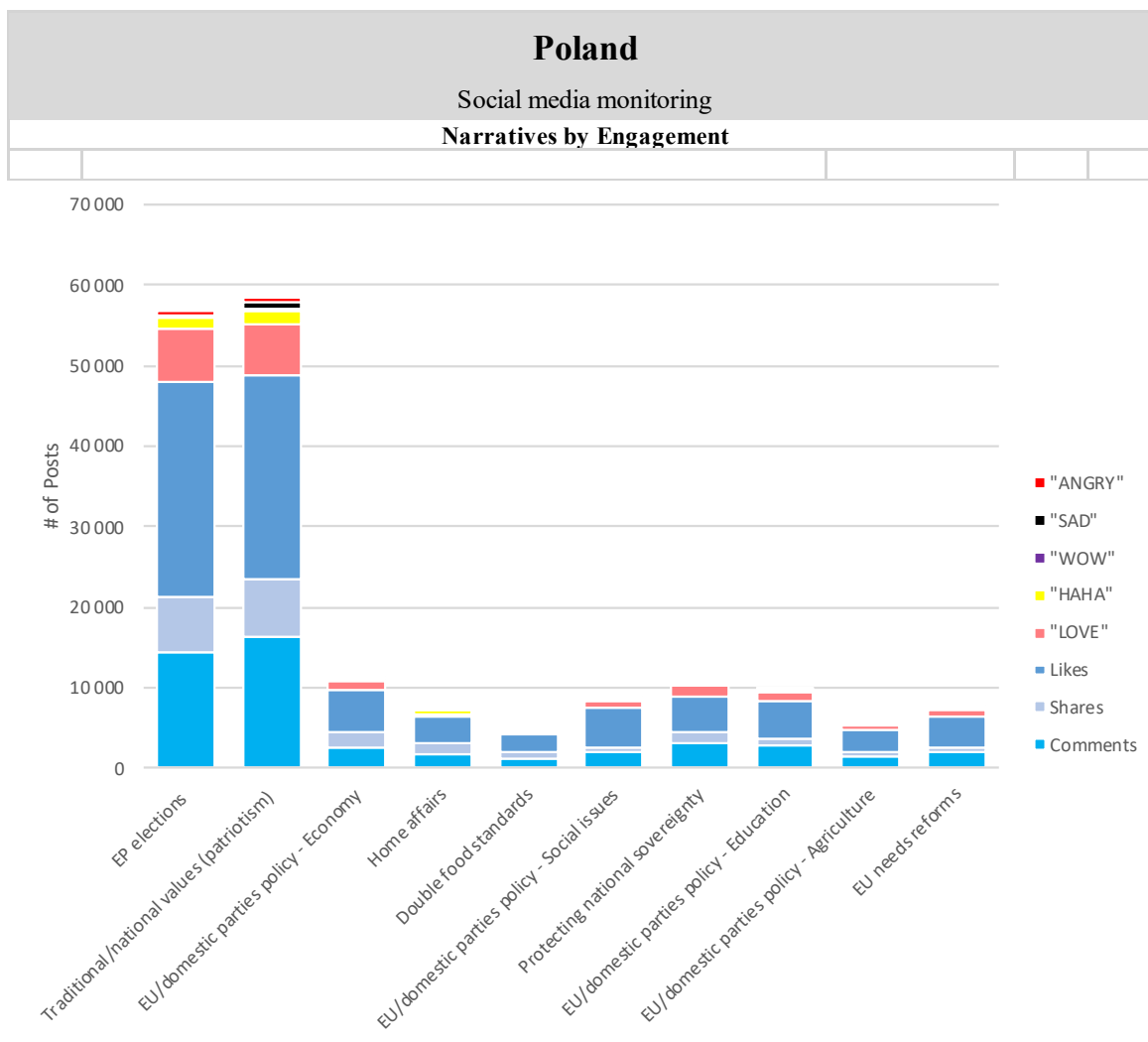
Narratives by Engagement



Law and Justice

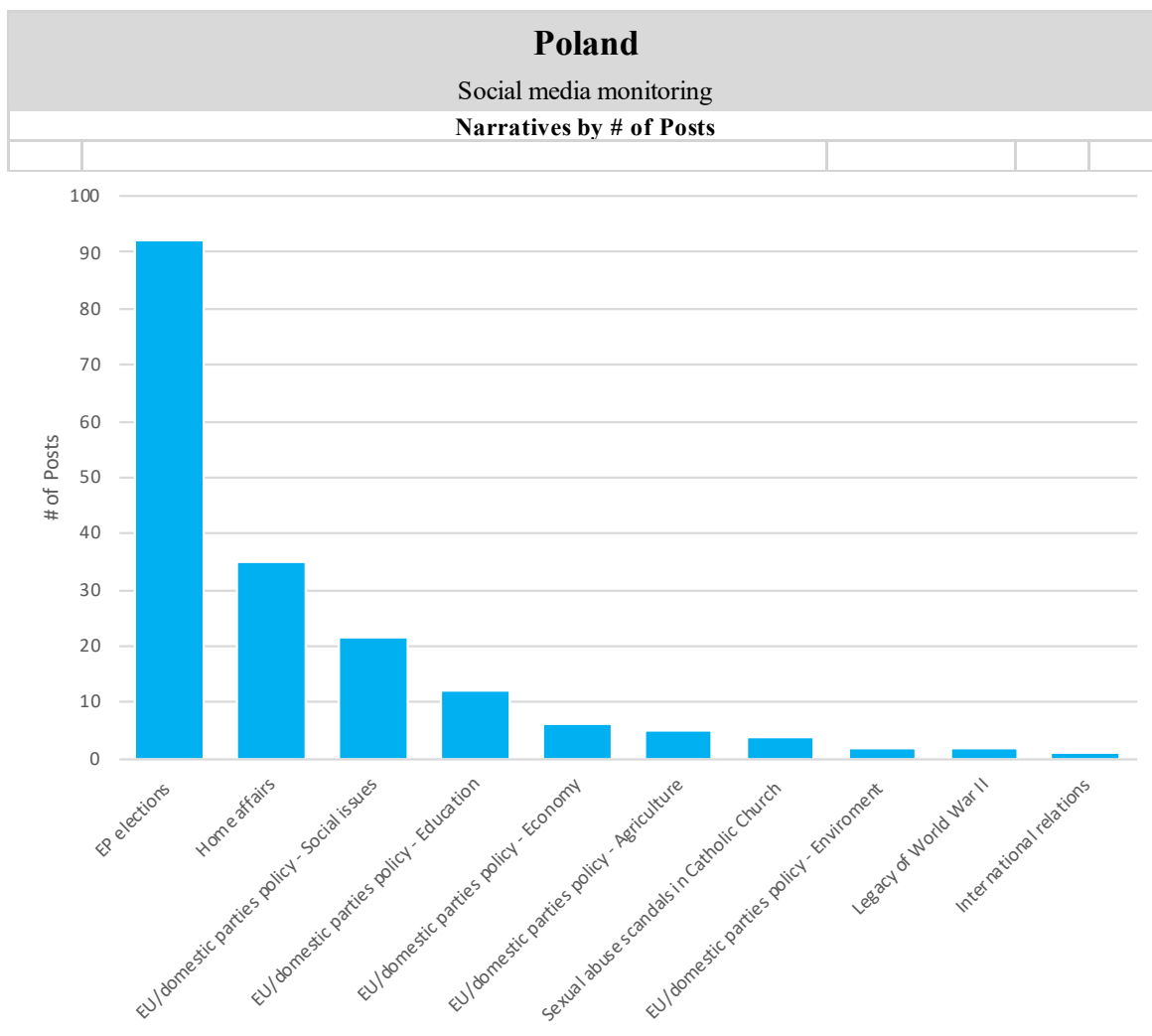
Law and Justice party (*Prawo i Sprawiedliwość*) pushed two narratives: that of protection of national sovereignty (within the united and strong Europe) and protection of traditional value (again within the same Europe). PiS has spectacularly rowed away from accusing the EU in all sins of this world after weak performance in the local elections of October 2018 and pushed for “return to the values of founding fathers” (apparently literally reading the slogan of “Unity in Diversity”). Protection of external borders and fighting against duopoly of France and Germany has been mentioned as a part of the call for “Europe of equal partners” - in the latter context double food standards have been used as an argument. Quite some posts have been made derogating the opposition in TVP Wiadomosci style depicting “alleged misdeeds of opposition while in office”. Most promoted successes of the ruling party while in office since late 2015, in particular “great use of EU funds”, and promising to be better than Platforma in fighting for new infrastructure subsidies for 2020-27.

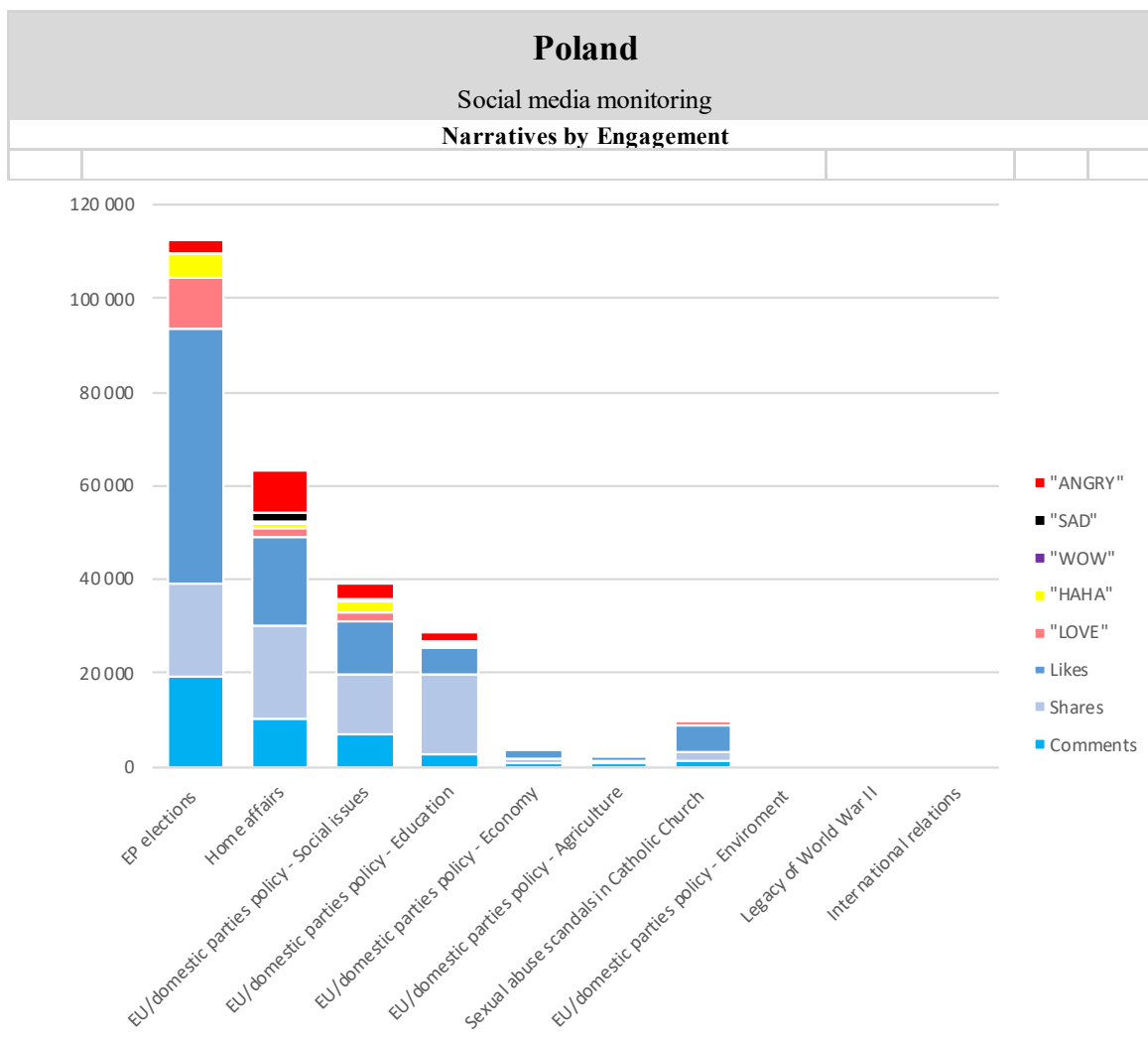




Civic Platform

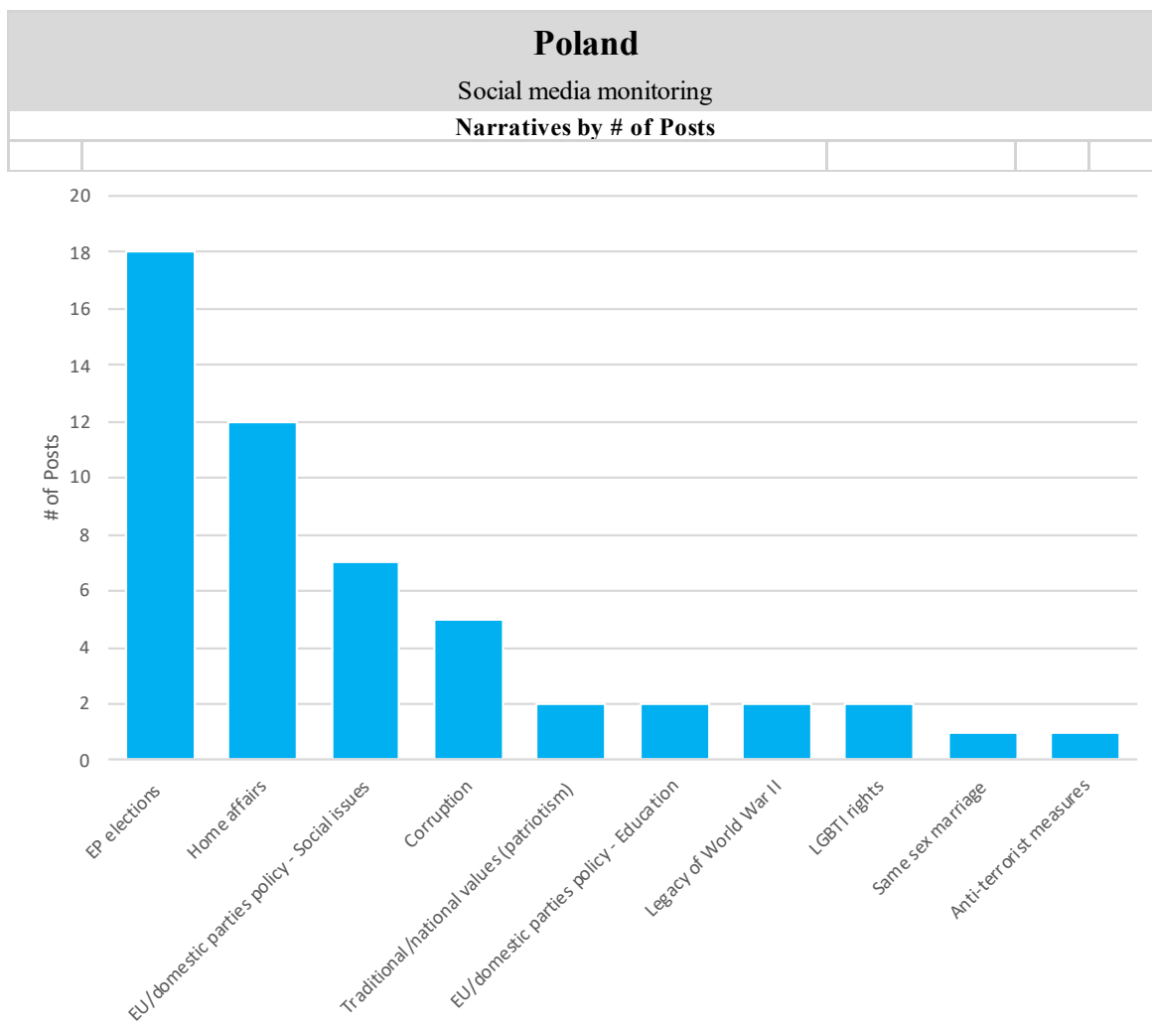
Civic Platform (*Platforma Obywatelska*), except for calling to vote for them and announcing their new field teams (code 23), took quite some stings at the governing party on home matters (code 51), while also deeply engaging in supporting the strike of teachers (the strike has been called prior to high school graduation exams, had been on national scale and for some time it was not clear whether the exams would go ahead at all). Besides, significant attention was given to social matters, but again mostly in the context of the teachers strike (discussion of pay in social sector, etc). Both PiS and Platforma have been competing at presenting themselves a better option than the opponent to fight for allocation of funds for Poland within the next multiannual framework. Of all accounts Platforma is notable for wide use of video content offering sometimes several hour recordings from their conventions in different regional cities of Poland; only Wiosna Biedronia was close to being that proliferate in generating video content, however in the latter case it was much better edited and published in shorter reports making it easier to comprehend.





Modern

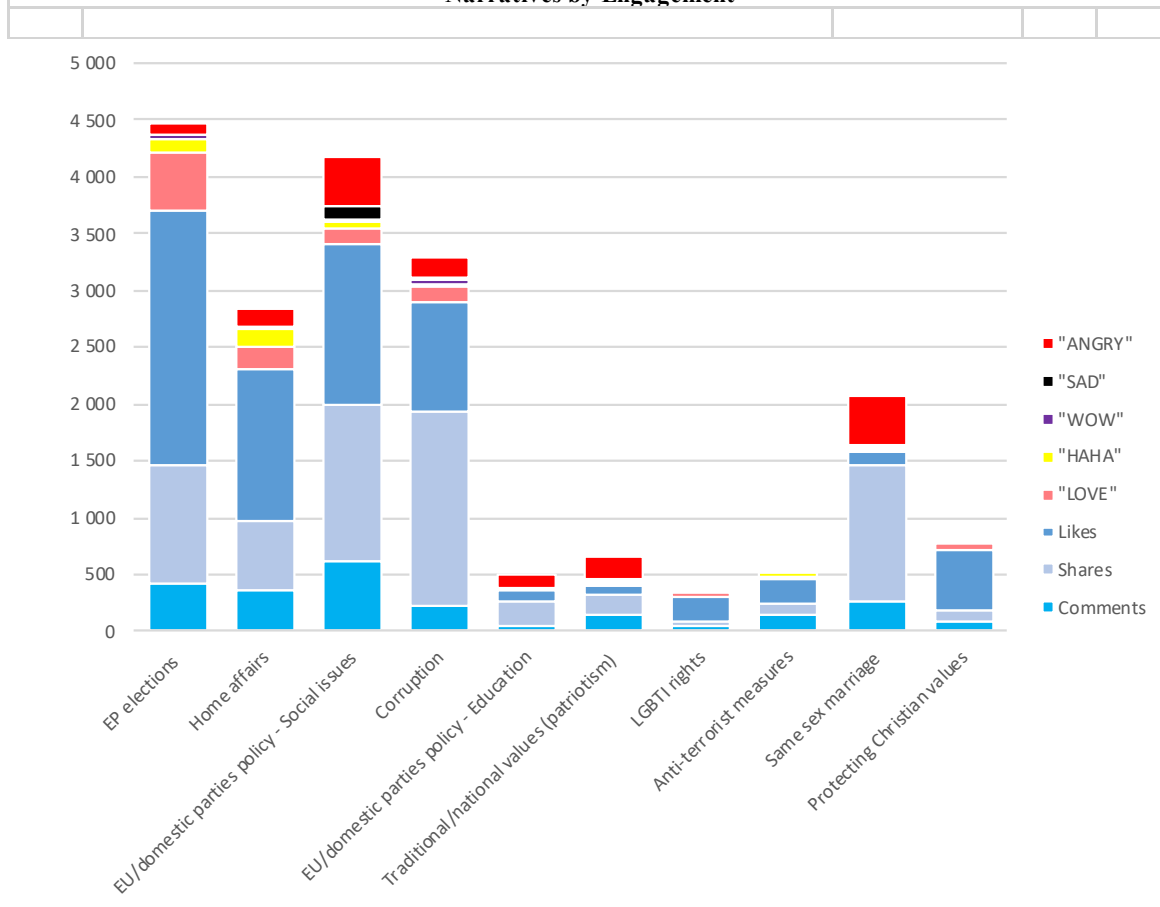
Modern's (*Nowoczesna*) FB publishing policy was generally in line with that of Platforma given that they are both in European Coalition.



Poland

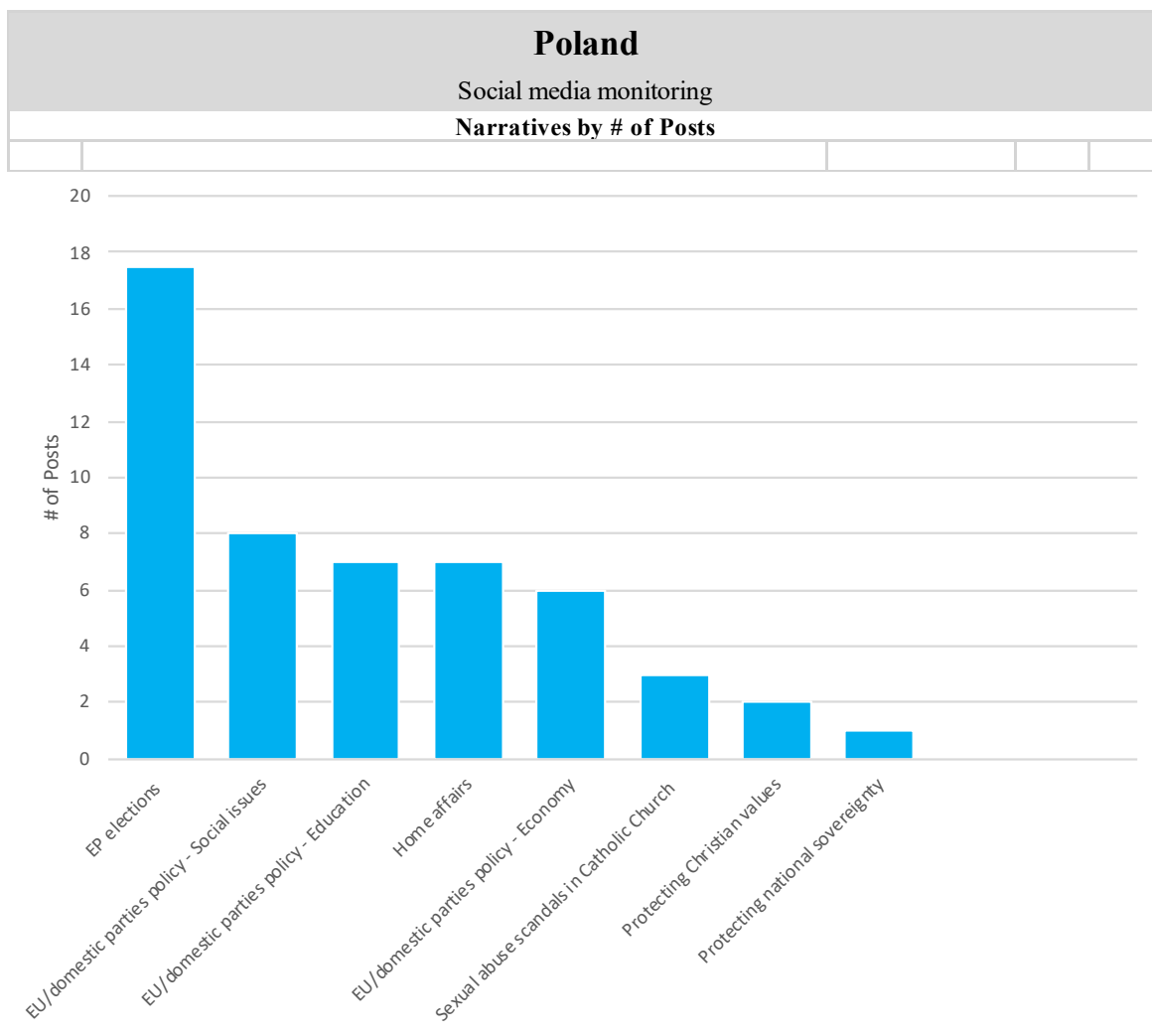
Social media monitoring

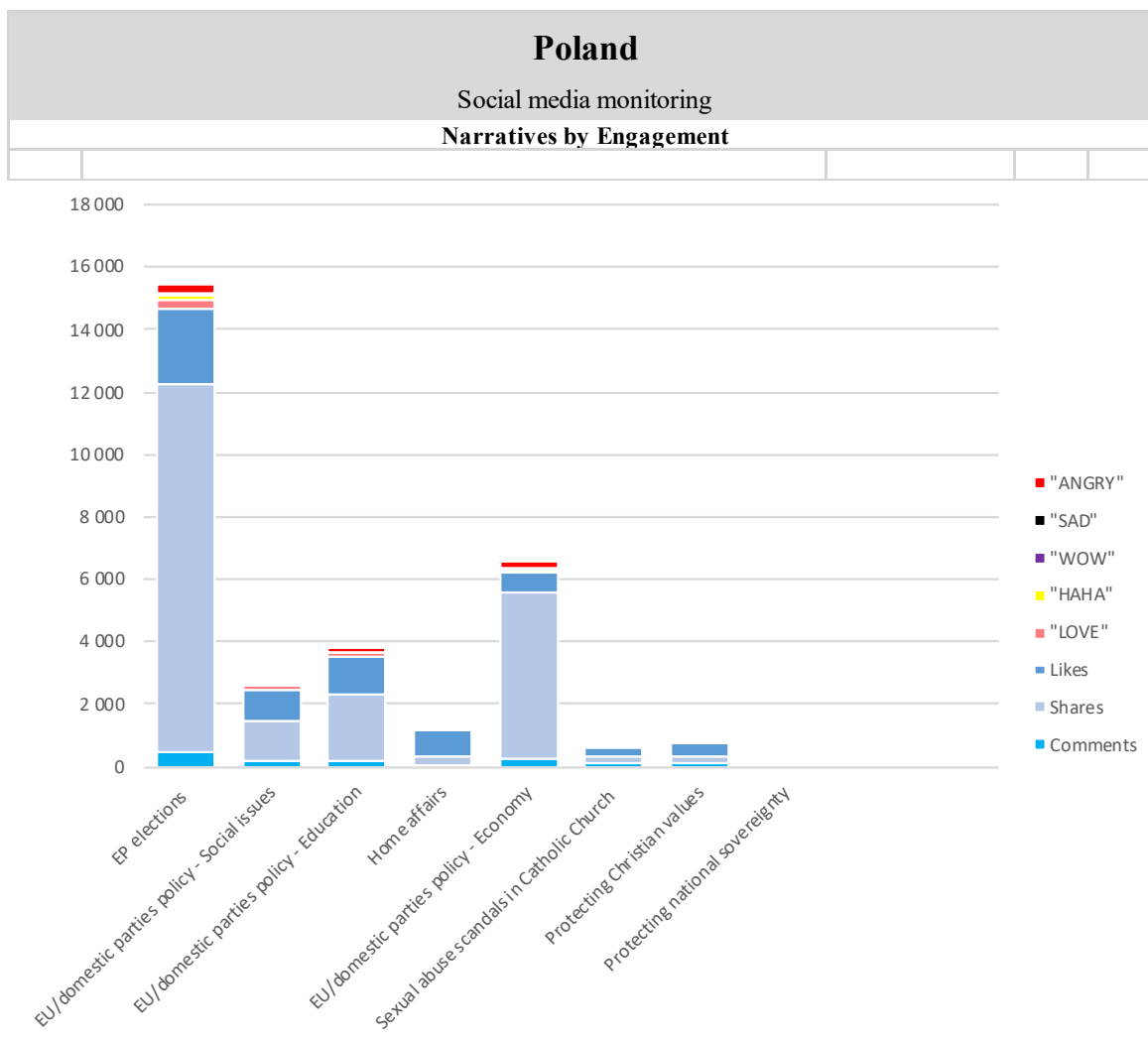
Narratives by Engagement



PSL

PSL is another party in European Coalition and again their publishing policy was generally in line with that of Platforma. Significant amount of time was offered to the teachers strike and alternative ways to handle the teachers' pay. Being the agrarian party PSL positioned itself as better promoter of farmers' interests on the European level should it get elected. Apparently, the account was unimpressive, presumably due to party's preference for "analogue" campaigning.



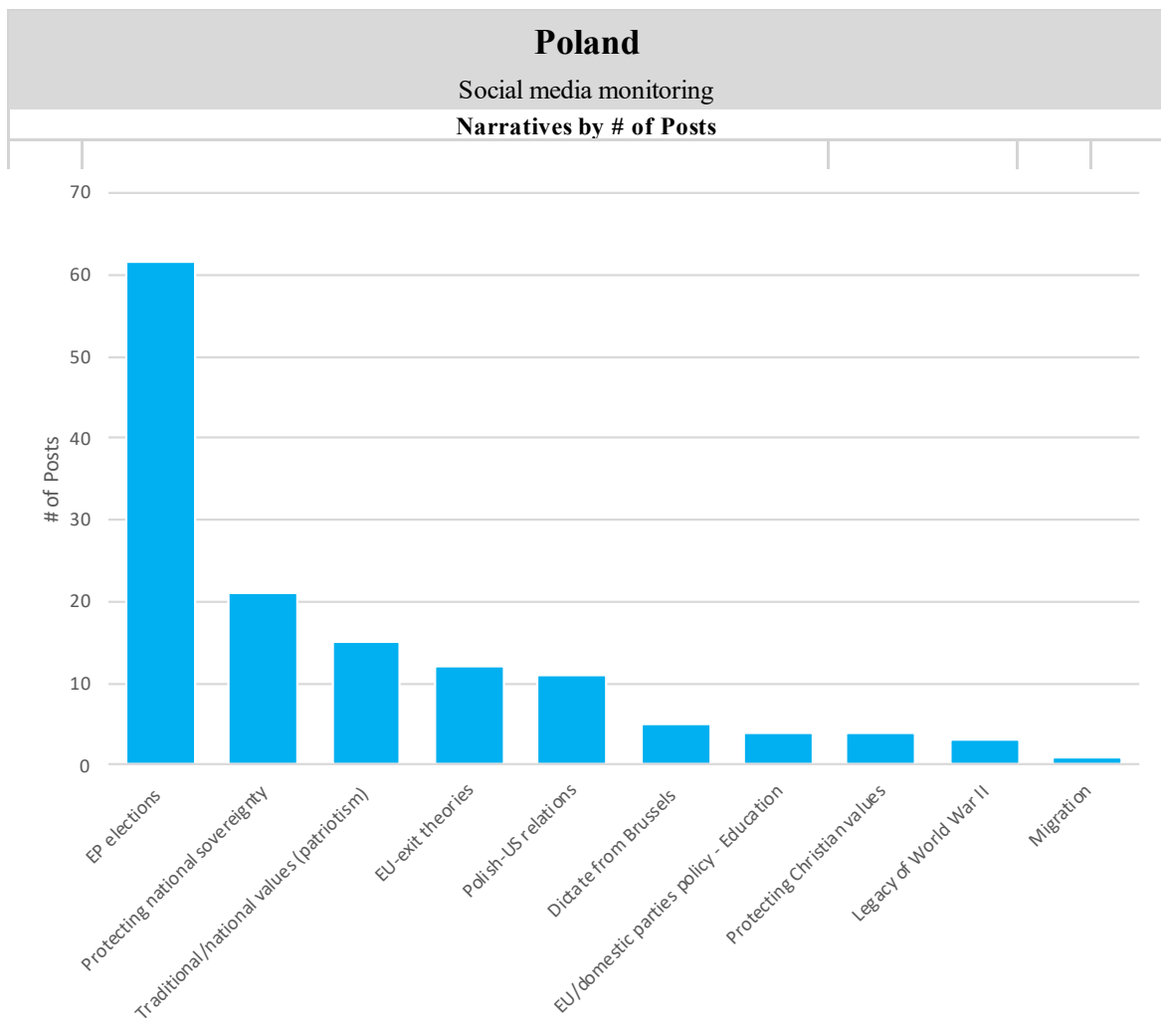


National Movement

National Movement (*Ruch Narodowy*) and All-Polish Youth (*Młodzież Wszechpolska*) have been promotion apparently protection of national sovereignty and protection of traditional/Christian values which was to be expected from two organizations running for EP on the list of anti-EU confederation. Dictate from Brussels featured in quite some posts for both (understandably given that their default position is Polesxit). However, for both parties approximately one fourth of posts were the calls to join their movements or donate to those (something done in more abundance only by Kukiz'15). Opposition to both ruling party (for being “not really pro-Polish”) and to main opposition Platforma (for being. This comparative “modesty” in attacking ruling party has been liberal “traitors) have been widely present, despite harsher stings reserved for Platforma reciprocated by the latter: as TVP Wiadomości showed non-tiring zeal in denigrating Tusk and Platforma in every news report since our parallel monitoring started, there have been only three reports over the monitoring period of six weeks when TVP would directly assault Konfederacja (inclusive of these two movements). Calls “to be ready for Polesxit” have also been omnipresent; equality parades in Polish cities have been presented in derogatory forms calling opposition the “lovers of gays”.

Ruch Narodowy

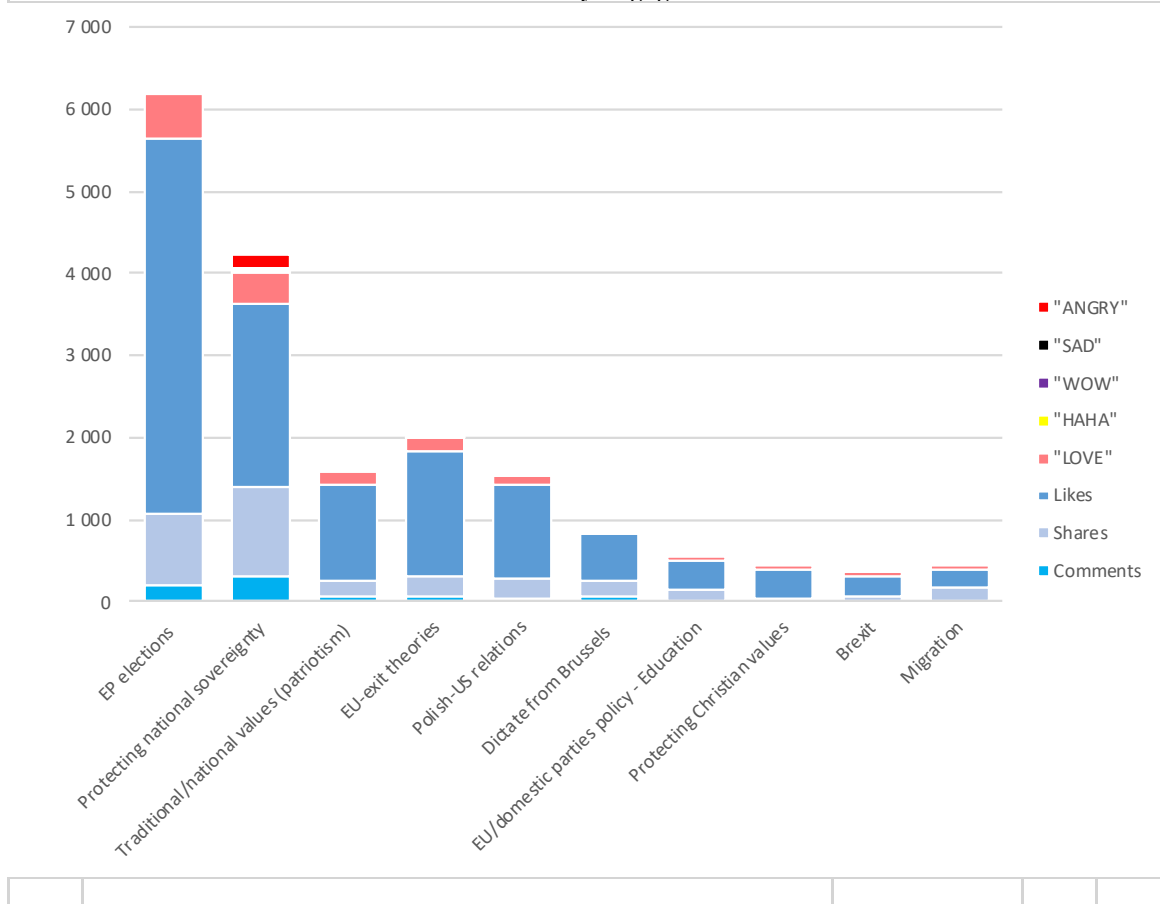
MEMO 98



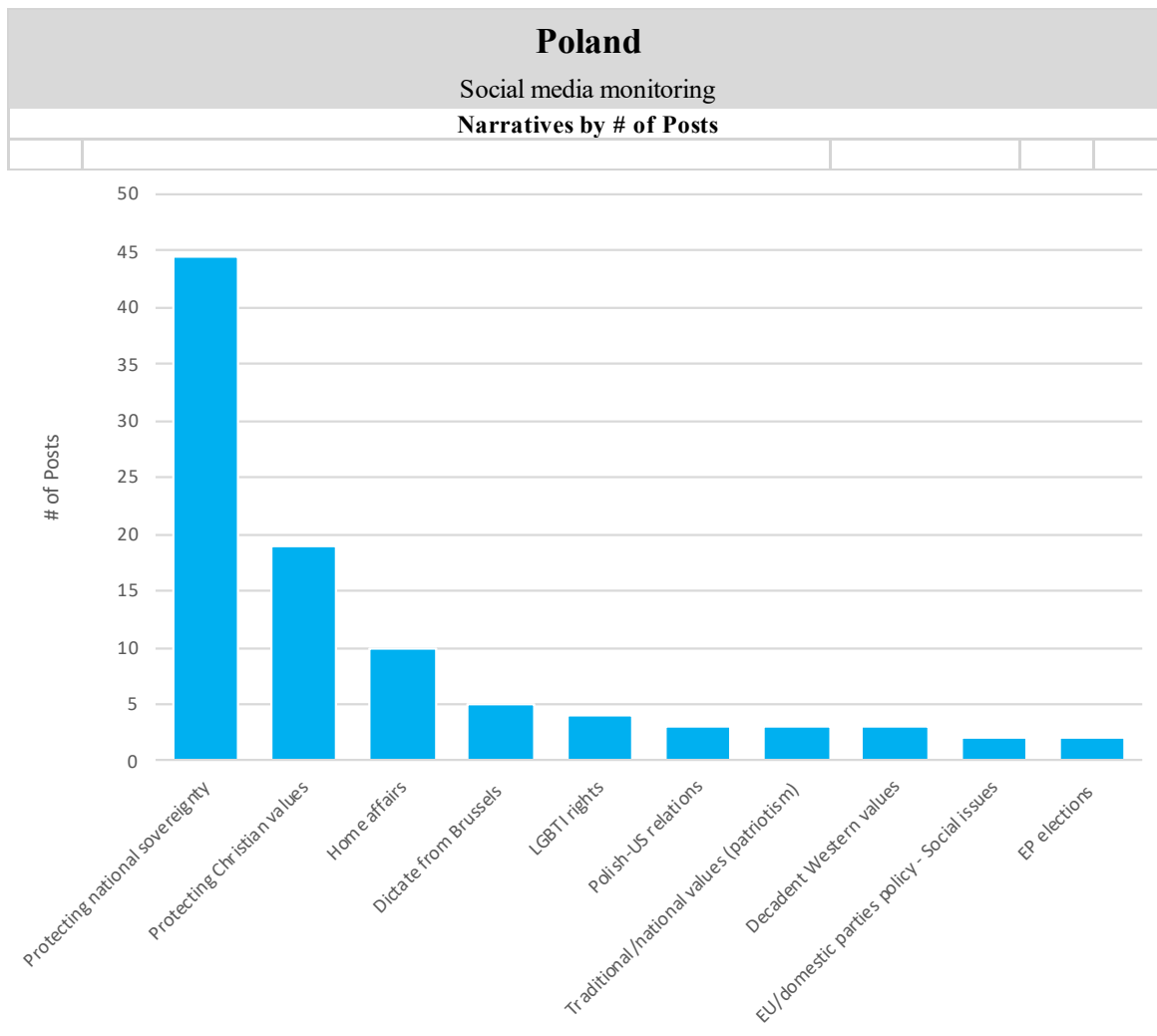
Poland

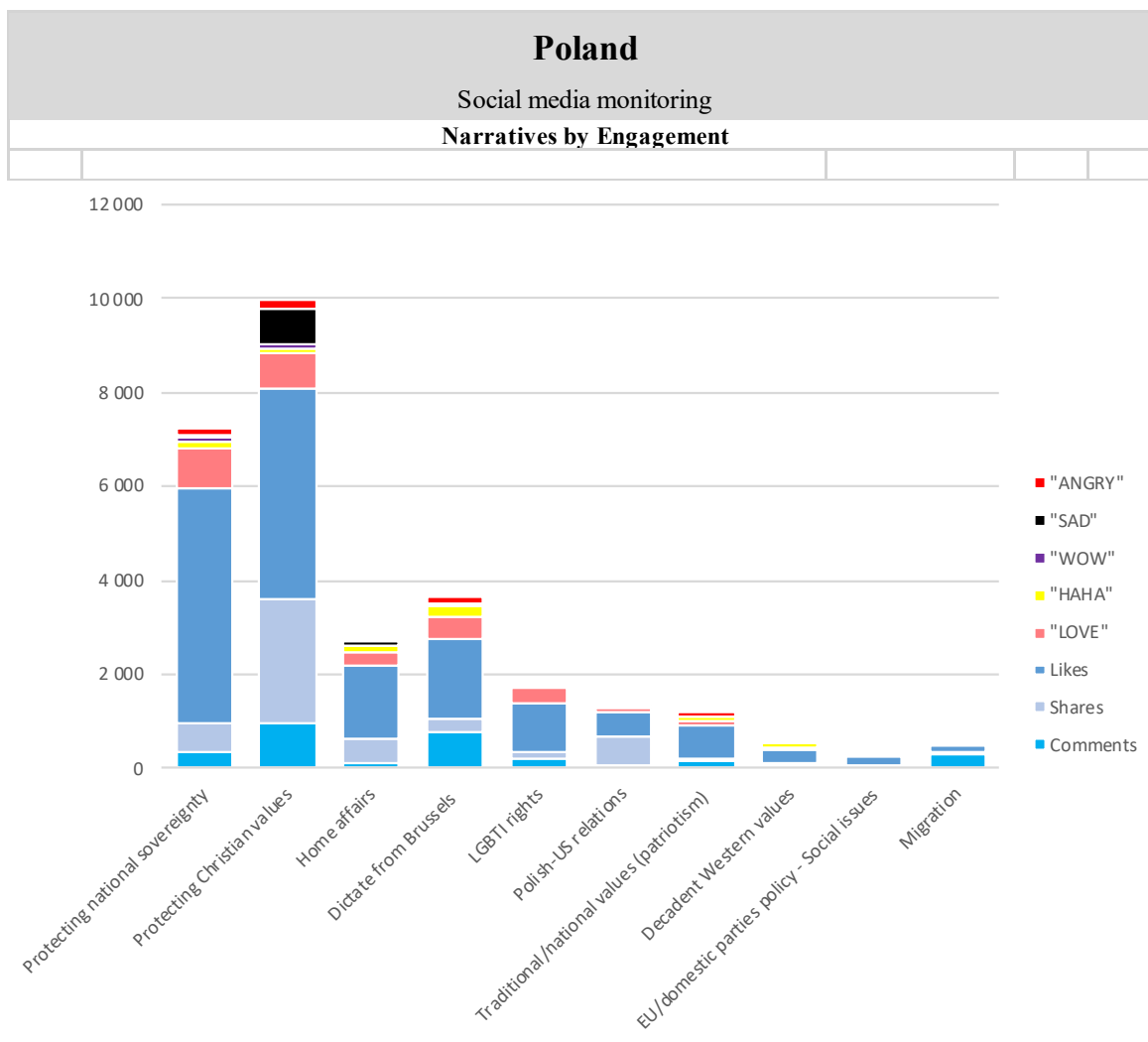
Social media monitoring

Narratives by Engagement



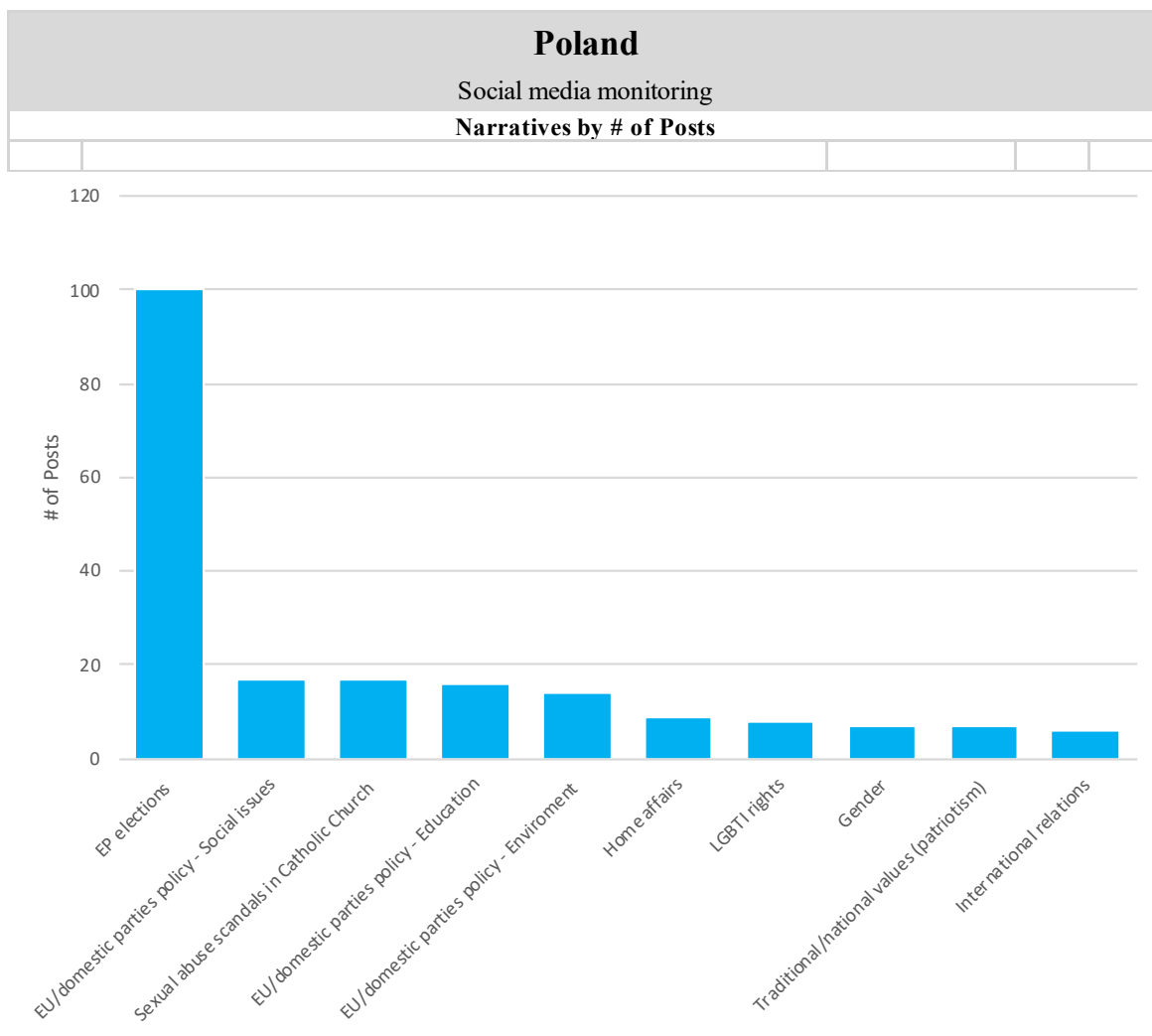
Młodzież Wszechpolska

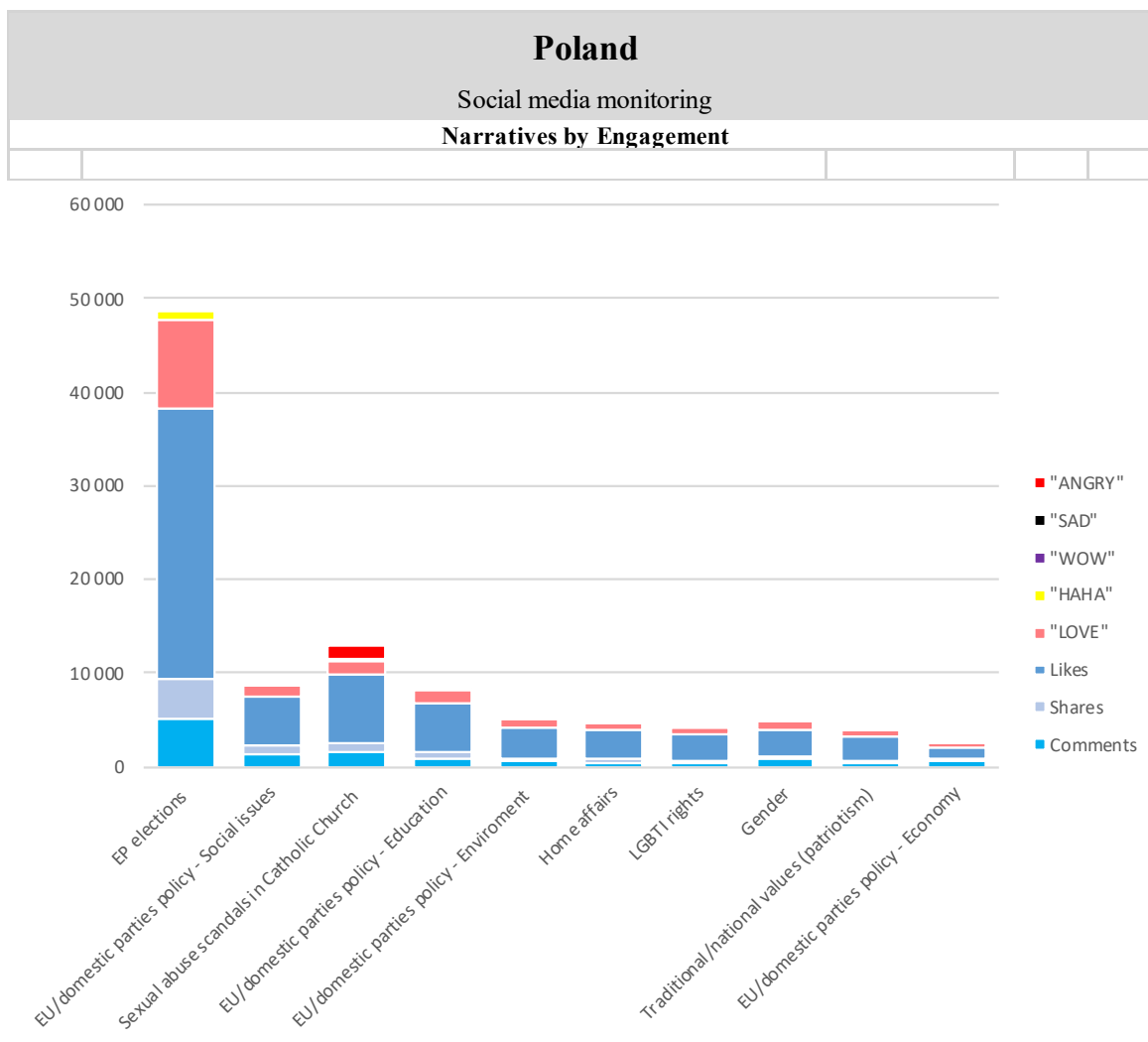




Biedron's Spring

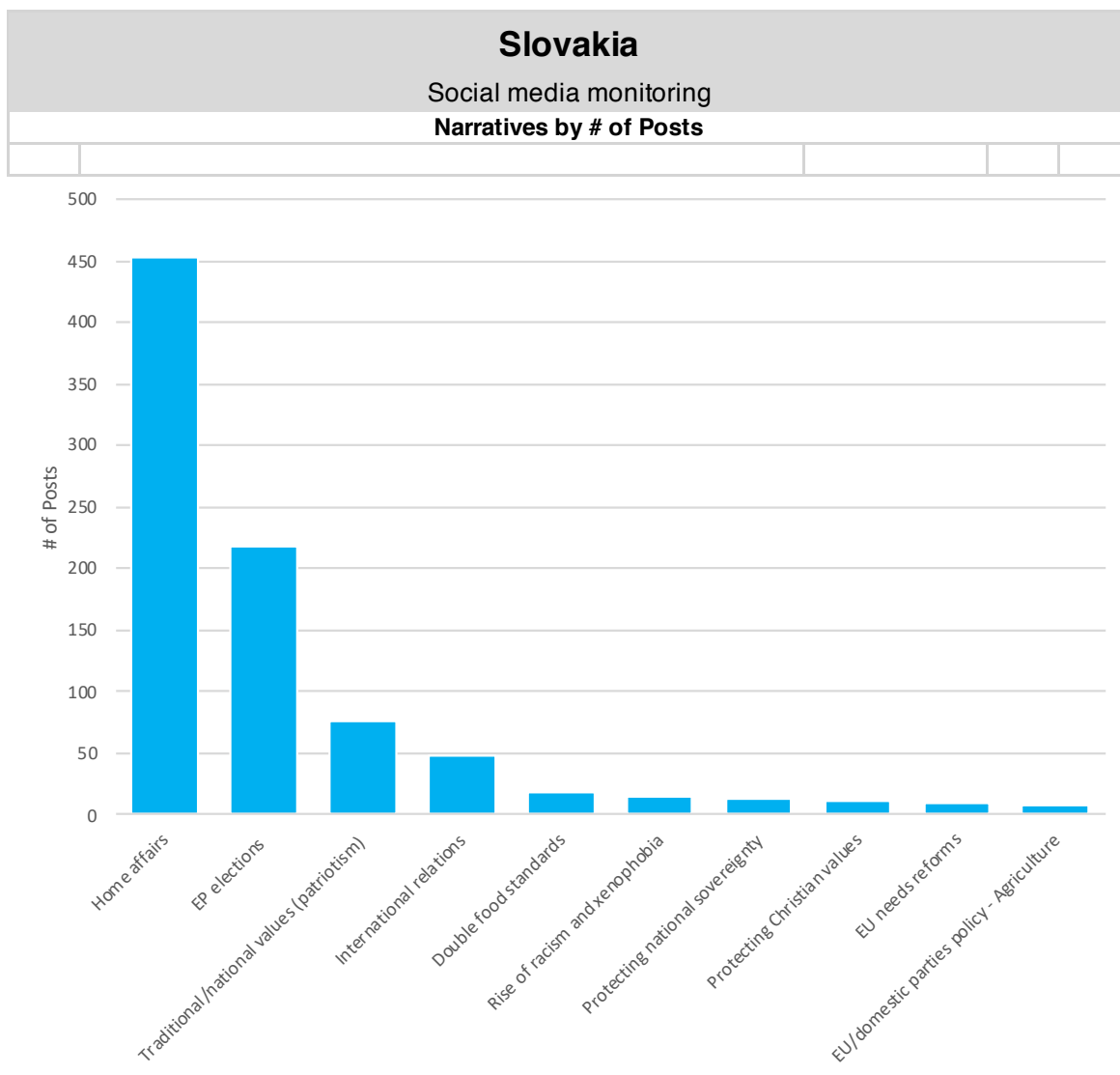
Biedron's Spring (*Wiosna Biedronia*, an upstart party founded less than half a year ago and ran by charismatic Robert Biedron, the first openly gay politician in Poland and now hovering at around 10 percent after briefly hitting 16 percent from the very start) ran the most professional campaign on FB, in my opinion. They extensively used video reports however unlike in case of Platforma these have been better edited and easier to comprehend (first of all, due to being shorter). Biedron was the only one amongst all parties running which raised issues of rights equality for LGBTQI people (narrative 3) while widely going into condemning pedophilia in church (a whopping 17 mentions in the reporting period compared to that beyond 15 by other parties) and mentioning environment several times (again, something that other parties preferred not to campaign on). Overall tone of so called "neutral posts" (calling to vote on May 26, or join Wiosna movement, or intros of new regional teams) has been very positive and engaging compared, again, to absolute majority of his competitors where it had been neutral at best.

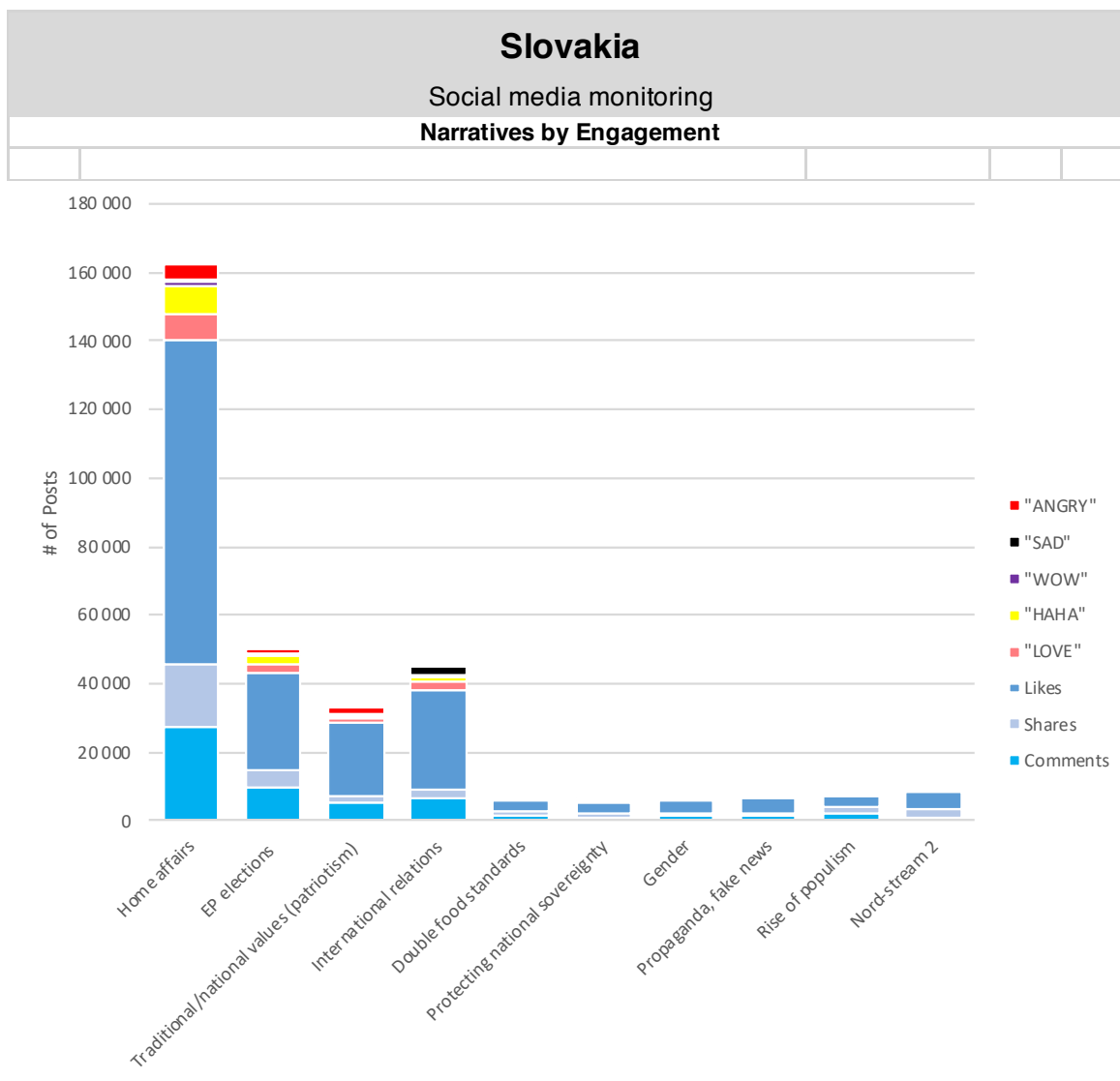




SLOVAKIA

In Slovakia, during the monitoring period, OĽaNO posted the highest number of posts (156) from among the parties whose official Facebook accounts were monitored. They were followed by Most-Híd (114), SaS (107) and SNS (102). However, the highest number of engagement (comments, shares and reactions) – 101,100 - was achieved by SNS.





The monitoring team, inter alia, analysed to what extent do political parties and candidates used social media for campaigning. Many posts comprised of a poster form, where only a candidate's name and the date of elections were stated with the prerogative to search for more information being with a voter. Parties like SMER-SD, ĽSNS, SNS, Strana Zelených, SMK concentrated above all on the domestic political events (price/quality of food, anniversary of liberation of Slovakia during WWII, pensions, parents' allowance, state symbols protection) than the EP campaign per se.

By contrast, parties such as SaS, PS, SPOLU, KÚ and OĽaNO used FB more intensively. They presented their candidates in short videos, and there was more information on candidates' activities with more detailed explanations and objectives of their candidacies.

Some political parties chose the form of comparisons in principles and activities, quite often from a morally superior position (better vs worse).⁵ Hateful or inflammatory posts were not published – quite the opposite, a number of political parties challenged the existence and activities of the extremists/fascists.⁶ The monitoring did not reveal any voter education but the SaS party conducted Live Chat on their FB page, where a single candidate was invited, and online discussion was held based on online visitors' questions.⁷ PS and SPOLU made a lot of videos to inform about EU – advantages of EU, what can EU contribute to Slovakia and its citizens.⁸

The SNS party and its chairman Andrej Danko devoted lot of FB activity to his official visit to the commemoration of the WWII end; stressing uniqueness of his presence in Russia as well as his personal meetings/talks with the top officials, including president Putin („this day will never be forgotten“ in his own words).⁹ While Andrej Danko presented the trip as a unique chance to build up strong economic ties with Russia, some parties (OLaNO) criticized it.¹⁰ Political parties in general did not attack each other, rather there was a strong unified approach to combat against extremism and its political representatives (namely ĽSNS).

ĽSNS presented Brussels in its campaign video, in which it featured it as almost entirely non-European city. However, the video contained many factual mistakes and PS/Spolu reacted. Moreover, there were reactions from citizens/activists as well as from a popular stand-up comedian Ján Gordulič – who all tried to debunk claims of the Kotleba's party.¹¹

⁵ Examples can be found here:

<https://www.facebook.com/ProgresivneSlovensko/videos/2026753144298170/>
<https://www.facebook.com/1057020590987528/posts/2313825455307029/>
<https://www.facebook.com/1057020590987528/posts/2306478142708427/>
<https://www.facebook.com/121130481252381/posts/2443941972304542/>
<https://www.facebook.com/121130481252381/posts/2442004992498240/>
<https://www.facebook.com/557862947737785/posts/1028577423999666/>
<https://www.facebook.com/600235073447674/posts/1331754030295771/>
<https://www.facebook.com/HnutieSmeRodina/videos/vb.600235073447674/300605164163201/?type=2&theater>
<https://www.facebook.com/obycajni.ludia.a.nezavisle.osobnosti/videos/vb.150674111712306/369490983692906/?type=2&theater>

⁶ <https://www.facebook.com/ProgresivneSlovensko/videos/2026753144298170/>
<https://www.facebook.com/1057020590987528/posts/2313825455307029/>
<https://www.facebook.com/1057020590987528/posts/2306478142708427/>

⁷ <https://www.facebook.com/stranasas/videos/1611436375655001/rea>
<https://www.facebook.com/71030757230/posts/10156138972022231/>

⁸

<https://www.facebook.com/stranaspolu/videos/vb.1057020590987528/402716733842554/?type=2&theater>

⁹

<https://www.facebook.com/stranasns/videos/vb.121130481252381/383622205578541/?type=2&theater>
<https://www.facebook.com/121130481252381/posts/2438474809517925/>
<https://www.facebook.com/stranasns/videos/vb.121130481252381/296876384562121/?type=2&theater>

¹⁰ <https://www.facebook.com/obycajni.ludia.a.nezavisle.osobnosti/videos/vb.150674111712306/369490983692906/?type=2&theater>

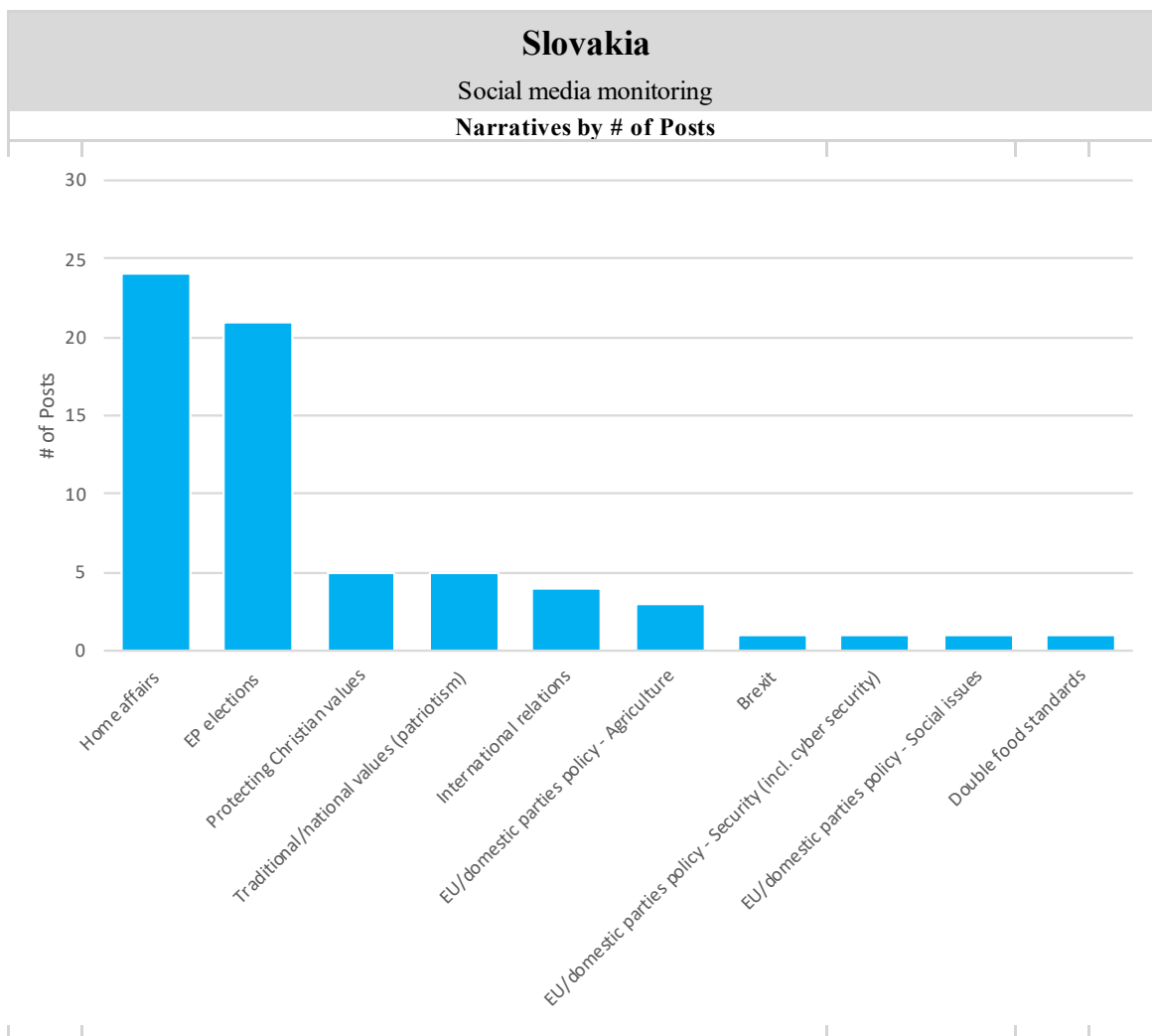
¹¹ <https://www.facebook.com/watch/?v=2053896701572221>. Video of ĽSNS

In general, established parties conducted the campaign in a more traditional manner with many of their posts focusing on domestic issues rather than on EU related issues (for example, SMER – SD, SNS, Most, KD). By contrast, parties PS and SPOLU considered the EP elections as priority and mobilized their voters via Facebook posts to get out and vote.

KDH

Contributions on Facebook were very much geared towards the EP elections. They informed about meetings with candidates and their public debates as well as about the goals they want to focus on if elected to the European Parliament. Among the contributions to the elections were the commemorative posts to the 74th anniversary of the liberation of Slovakia, as well as to the memory of Milan Rastislav Štefánik, a well-known Slovak politician, diplomat, aviator, and astronomer.

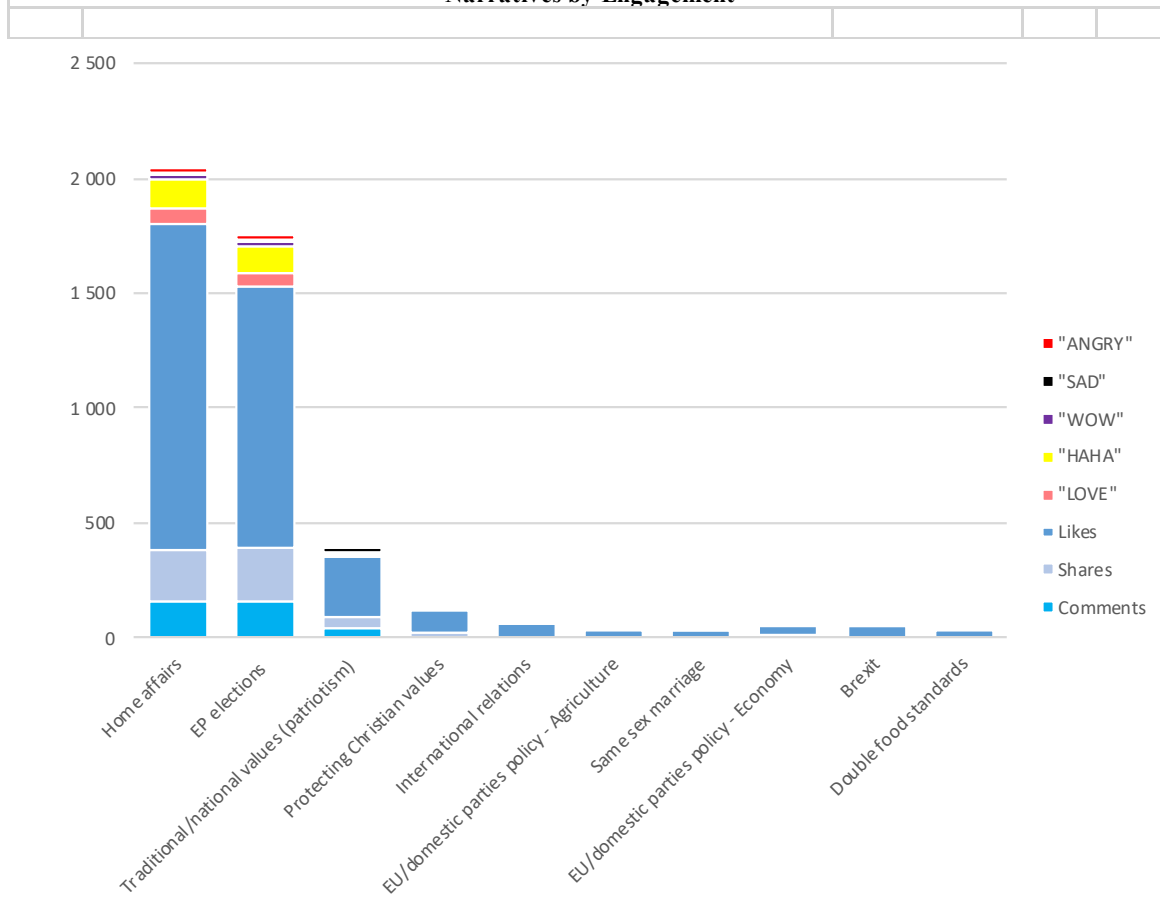
<https://www.youtube.com/watch?v=aq6Ch-b-3mI>. Video Gordulič
https://www.aktuality.sk/clanok/693017/tazky-tyzden-v-bruseli/?fbclid=IwAR1CtZuEaGi4DDJXnWjNuj3c5N14r_2DGx4c-qKYt3xSNxhOT2VIM5y_JsM
Video SPOLU <https://www.facebook.com/watch/?v=2053896701572221>



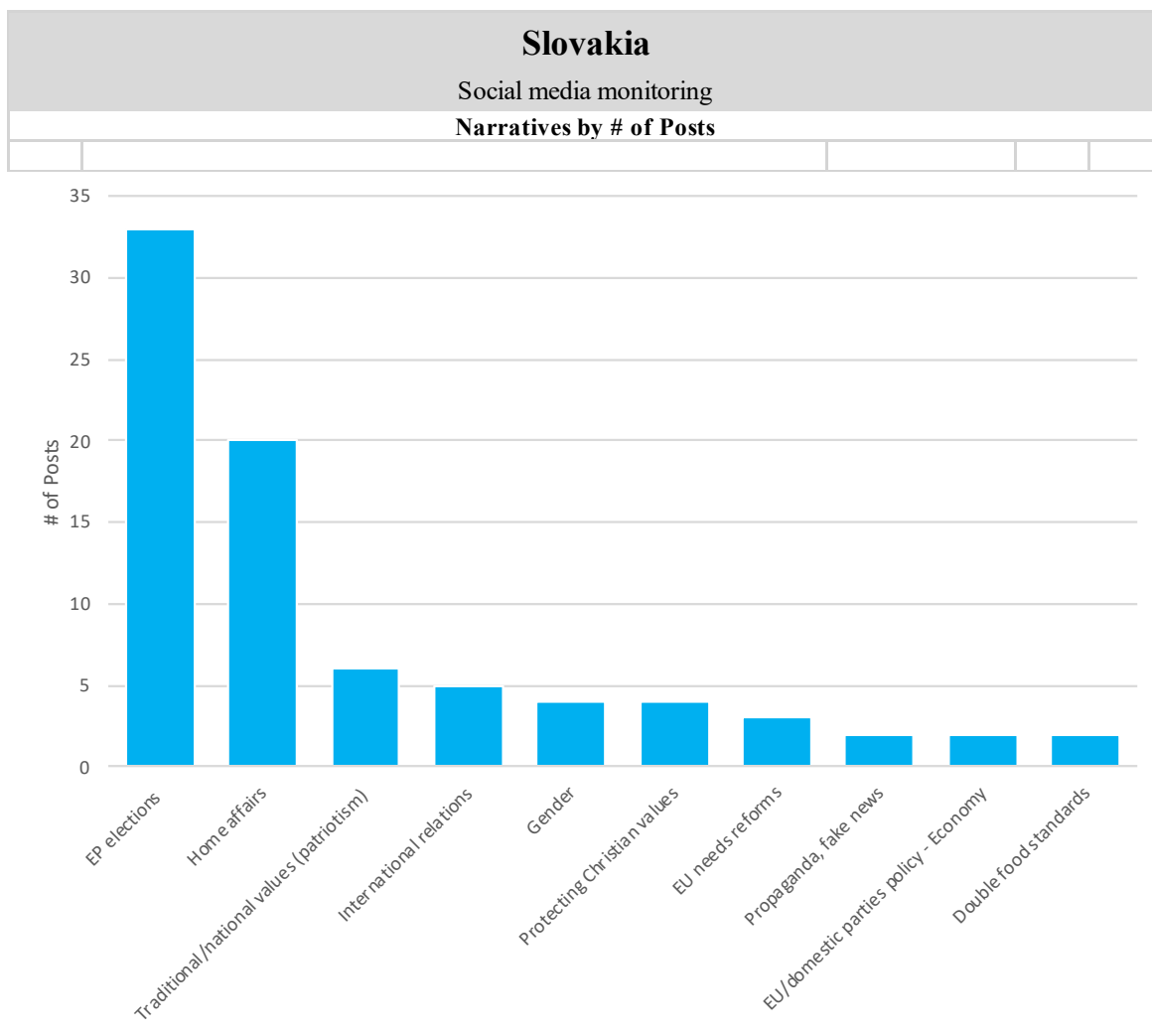
Slovakia

Social media monitoring

Narratives by Engagement

**KREŠŤANSKÁ ÚNIA**

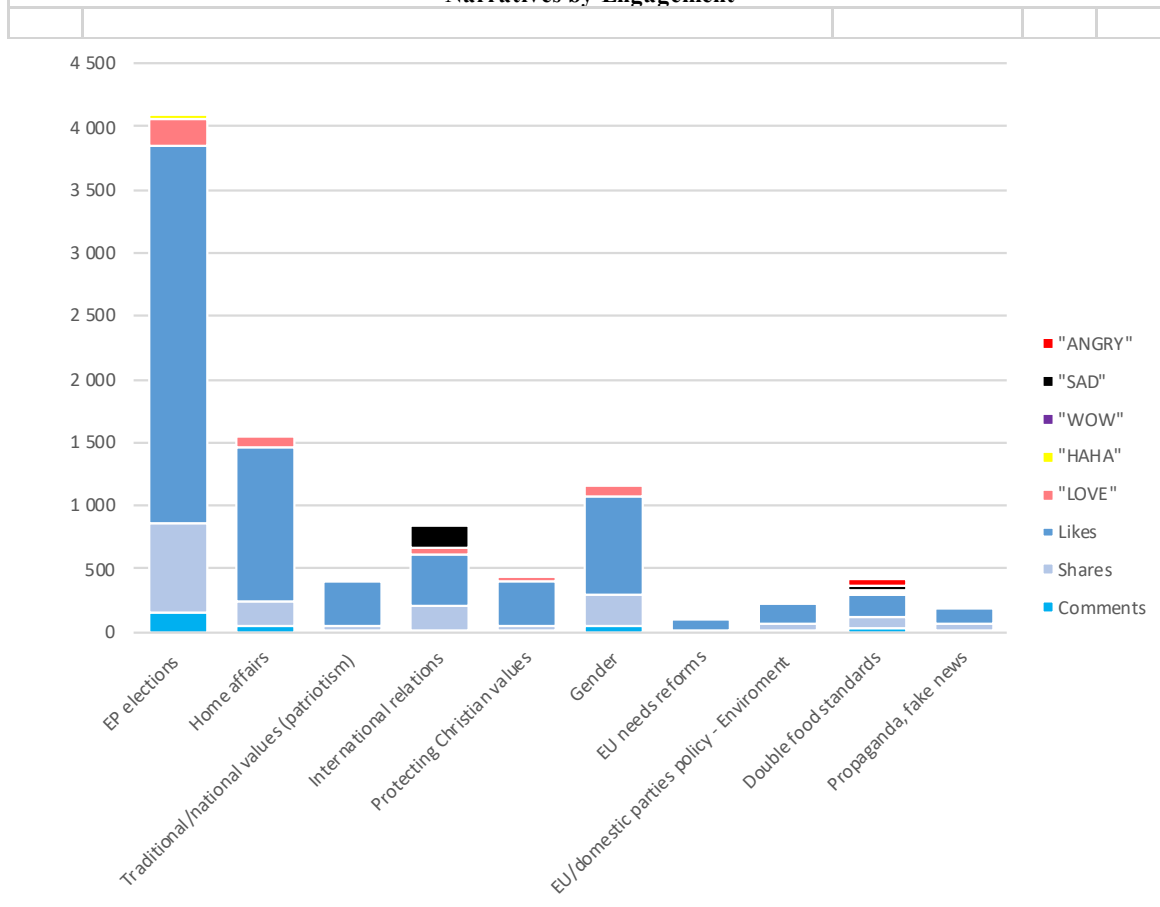
The Christian Union was very active in their contributions to the elections. They mainly reflected the things they had already done and wanted to continue with (protection of Christianity or family). The clear message was that they were absolutely opposed to “gender politics” and the building of megafarm in Palárikovo (and by this declared the support for farmers). Much of the posts mentioned the party’s support from abroad, especially from religious circles. At the same time, they stressed very regularly another aspect of its list - the greatest representation of women from amongst all the all parties.



Slovakia

Social media monitoring

Narratives by Engagement

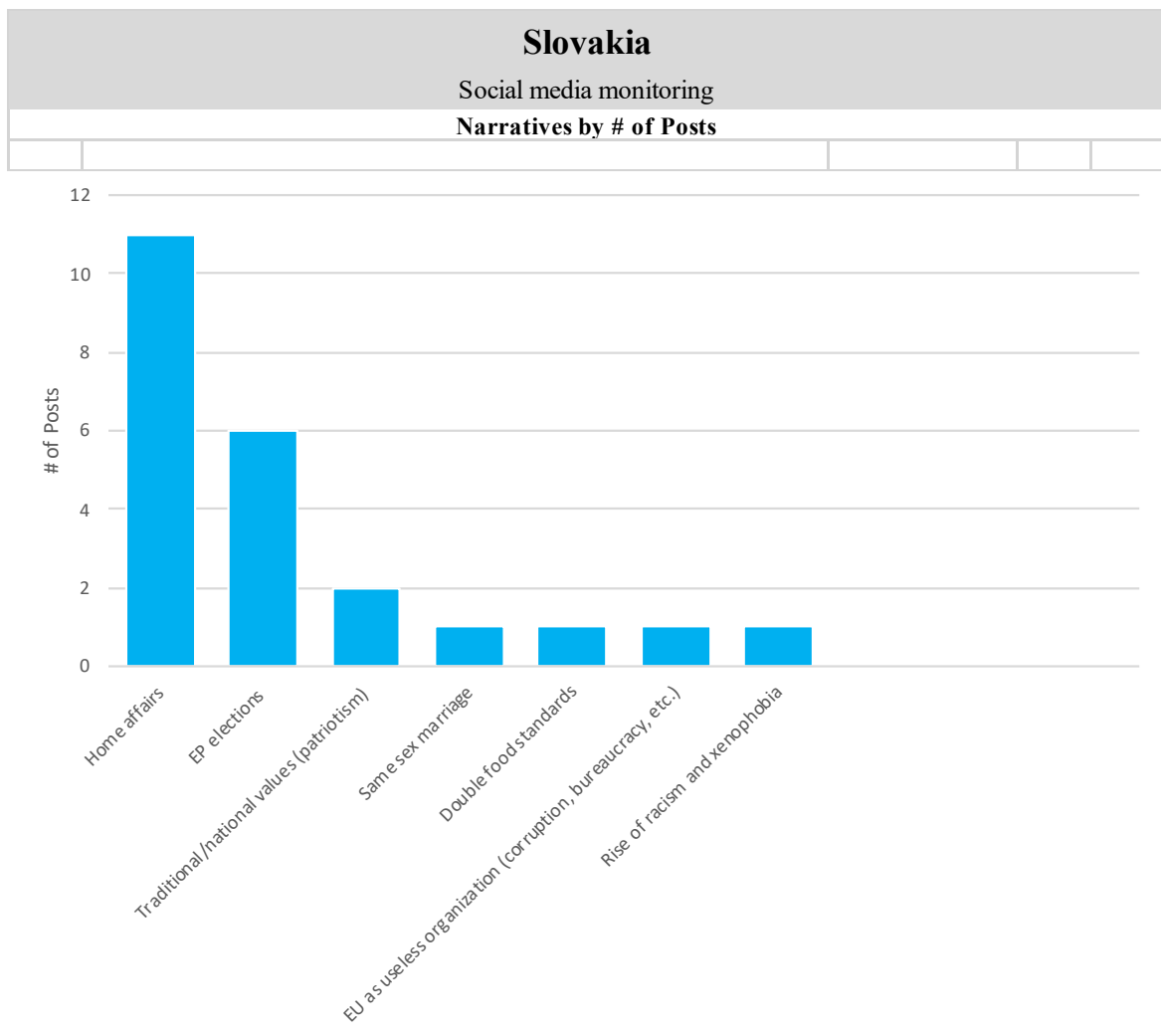
LSNS

It is noteworthy to mention that the party used a different FB strategy how to reach out to its voters and sympathizers – it ran several FB public pages, in principle almost each of its regional office has one. While the strategy might have a somewhat atomizing effect, it also enabled to reach various audiences through different local networks and representatives.

Most of the posts on the FB page representing the party's parliament representation pointed to the European elections. They announced and promoted their meetings and rallies through banners and posters. The party organized many public events with its candidates who were promoted and reported via FB pages. In addition, a topic of possible deployment of the US military bases in Slovakia as well as a tragic event that took place in Dobšiná (including subsequent deployment of party members as patrols to the village) were presented prominently. A party before the elections dealt with its very existence in the Supreme Court. The party's disagreement with this fact as well as the protests organized around the hearing and the 29 April judgment itself (refusal in favor of the party) featured on the given FB site. At the same time, the party promoted its candidates through a viral video produced in Brussels and based on anti-immigrant rhetoric and stereotypes.

MEMO 98

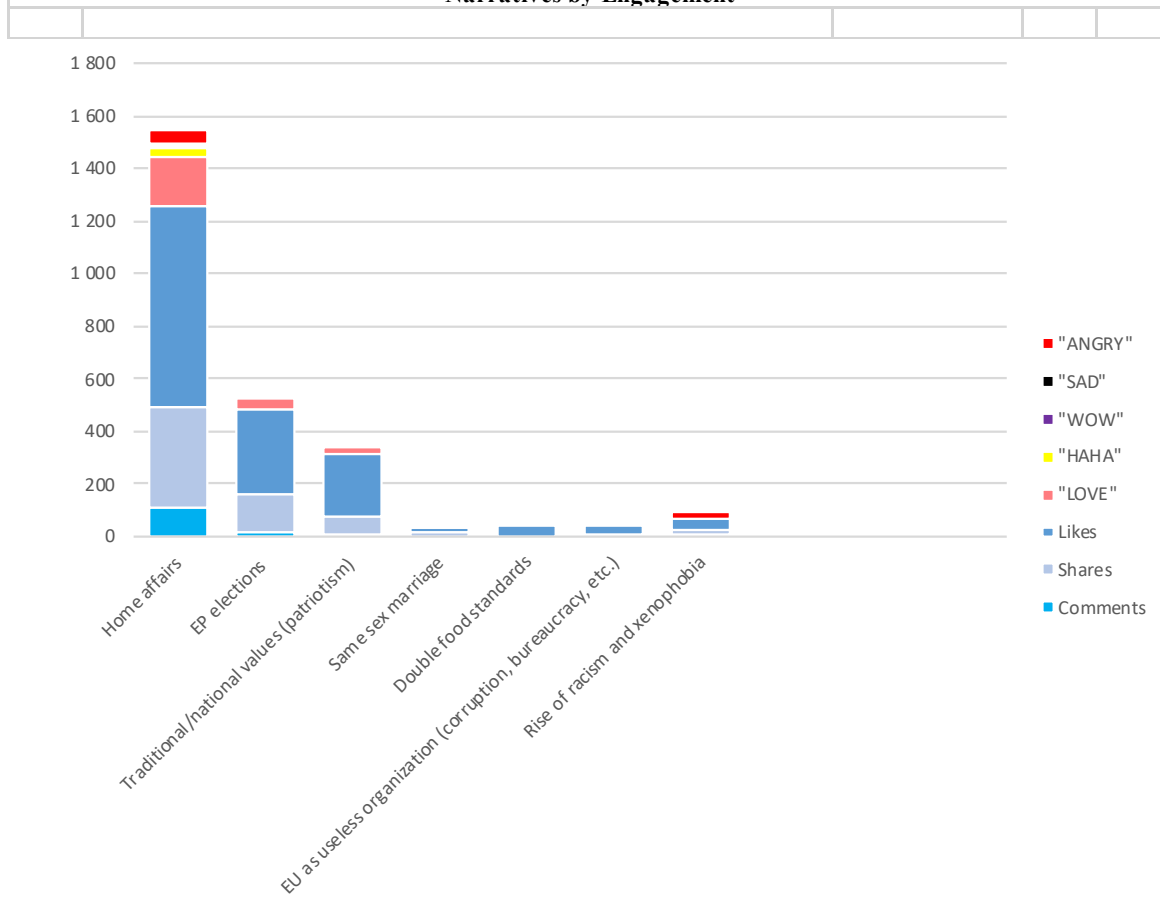
Štefana Králika 1/A, 841 07 Bratislava, Slovakia | memo98@memo98.sk |www.memo98.sk



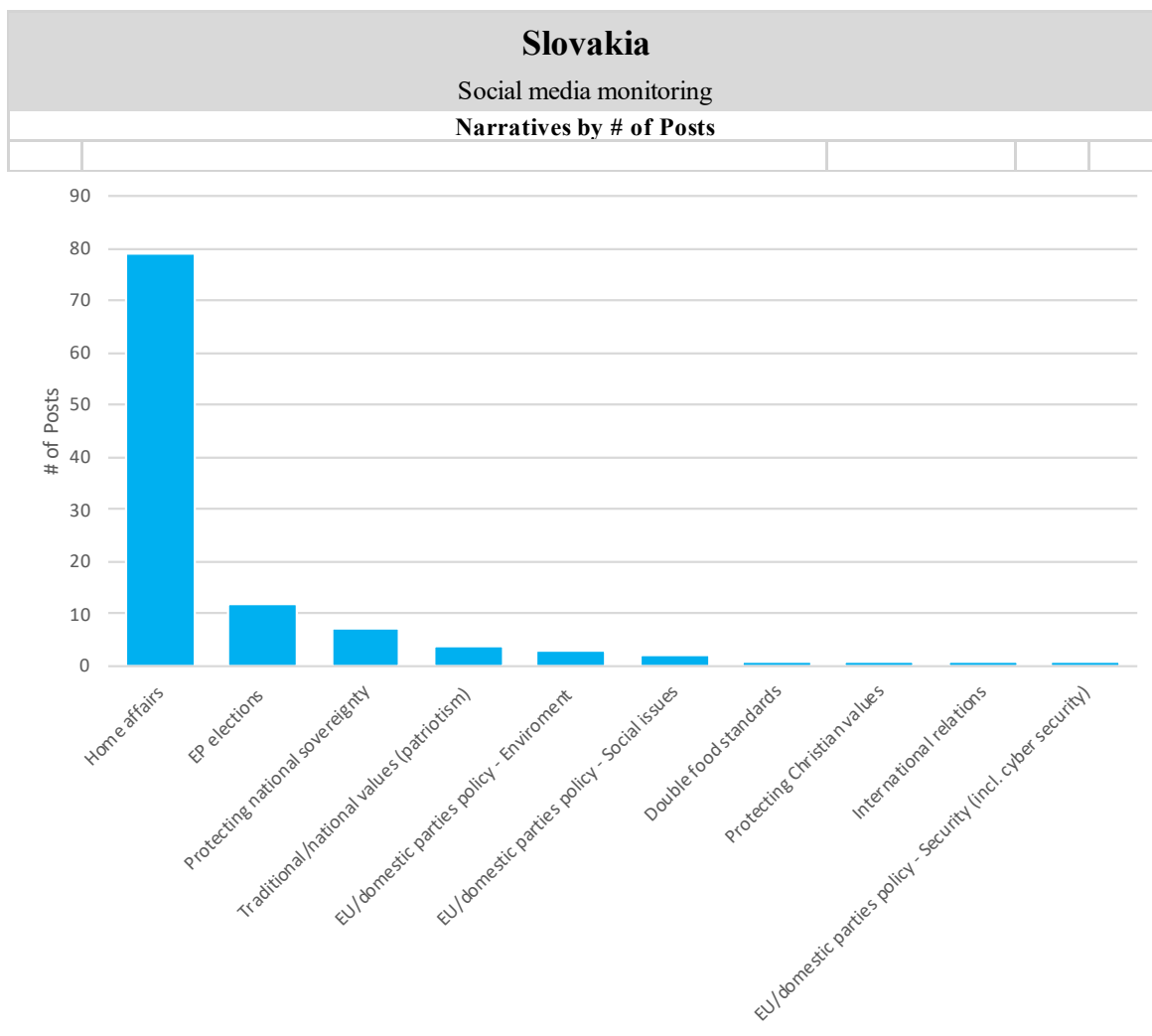
Slovakia

Social media monitoring

Narratives by Engagement

**MOST – HÍD**

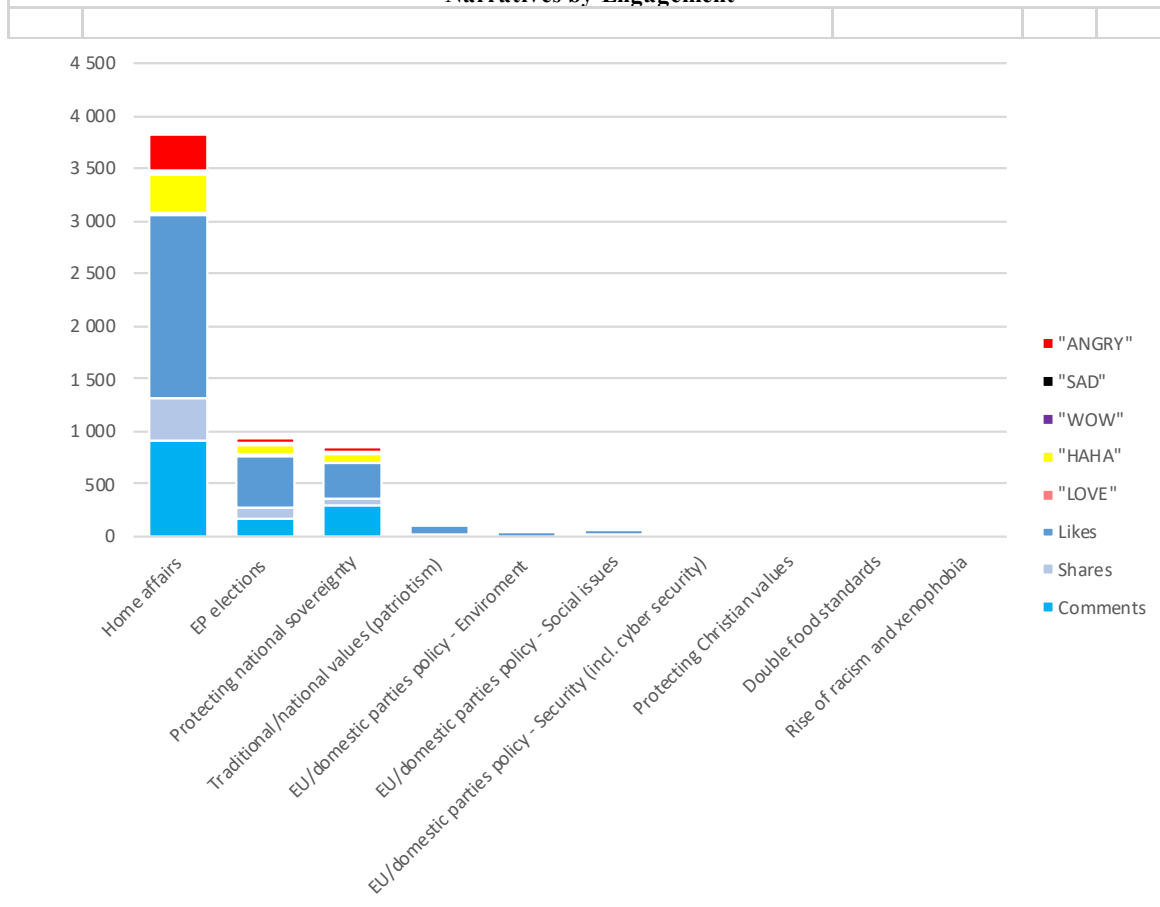
Most of the contributions reflected the country's political events and developments - sessions in the Parliament, the Law on State Symbols (which party did not support), the process of candidates' selection for the Constitutional Court, the fight against extremists/victory over fascism (the WWII anniversary), the resolution of questions concerning the kindergartens were more dominant topics than the elections to the EP themselves. The most distinctive personality was Béla Bugár himself. All contributions were submitted in Slovak as well as in Hungarian.



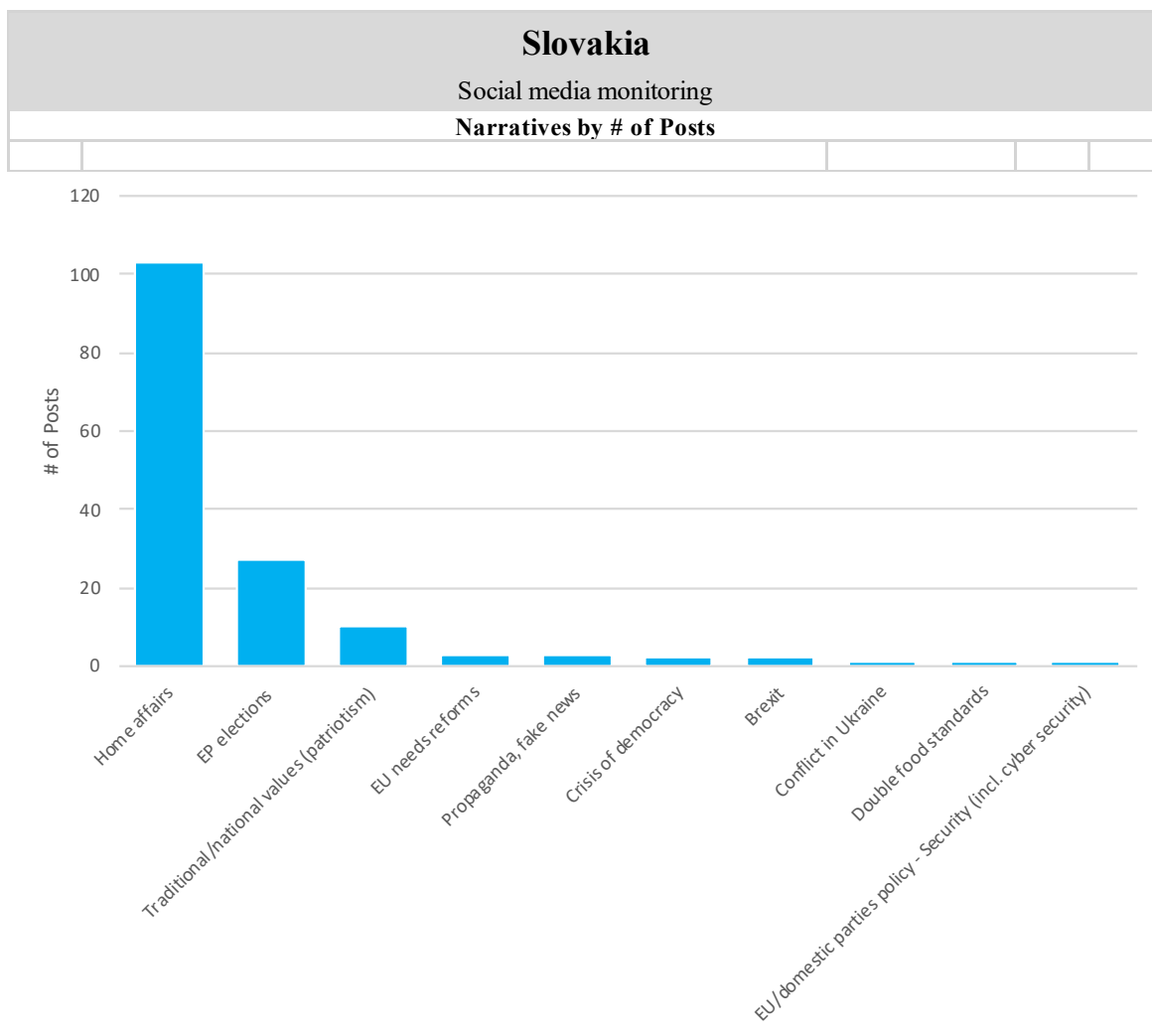
Slovakia

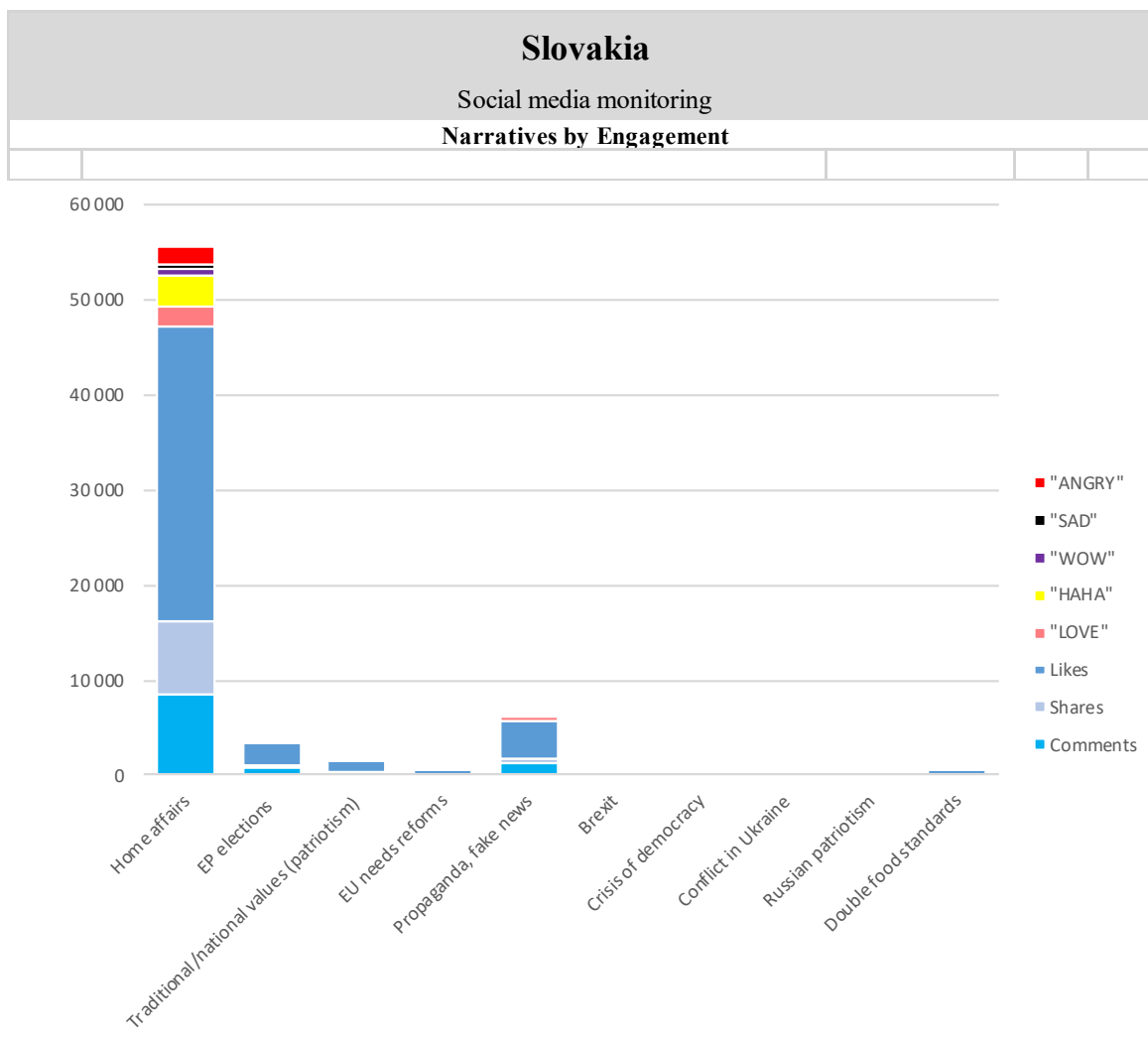
Social media monitoring

Narratives by Engagement

**OLaNO**

OlaNO was the most active party when it comes to the number of posts which focused corruption, mafia, opinions on the process of (no)appointment of judges at the Constitutional Court, the criticism of the Minister of Agriculture Matečná, and the critical stance on activities of the Speaker of the Parliament Andrej Danko. The party published a number of Live FB posts focusing on the domestic political scene and at the same time it organized many events across Slovakia in connection with the EP elections. Facebook posts were largely in the spirit of the party - a lot of criticism, statements and enthusiastic activity for a particular cause. They also commemorated the anniversary of the end of World War II, the of tragic death of probably the most emblematic person of the Slovak modern Milan Rastislav Štefánik and also the 15th anniversary of Slovakia's accession to the Union.





PS/SPOLU coalition

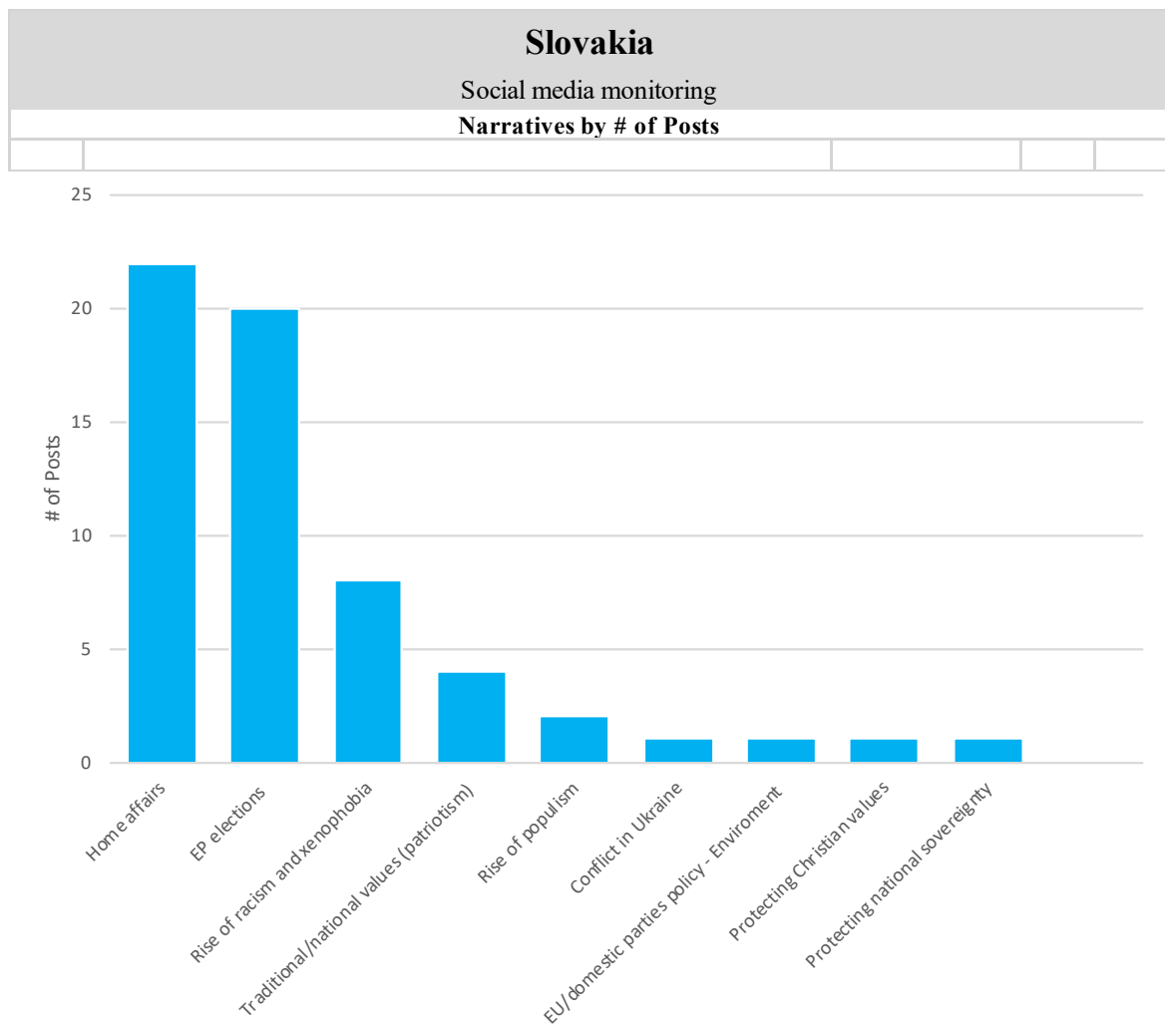
Progressive Slovakia

Progressive Slovakia was the party with the most prominent presentation of the election-related Facebook posts. There was a lot positive type of campaign aimed at promoting ideas of joint Europe and benefits that the EU membership brings for Slovakia. At the same time, videos as well as all other types of campaign (posters, leaflets) were clearly aimed at fighting extremists, populists, and clear expressions of the targets that the party/coalition wanted to assert in the European Parliament. They presented themselves as experts who have a precise intention and were not afraid to present it and then to make it, including various posts concerning the environment.

Spolu:

The Spolu party focused on topics related to the European Union in general and the EP elections in particular. Their posts were dedicated both to the candidates and their goals they would like to pursue in the EP. Extremists, fascists, or populism were topics critically presented in videos or stories. Environment was another topic which was featured a lot. Spolu together with PS had the most visible FB campaign.

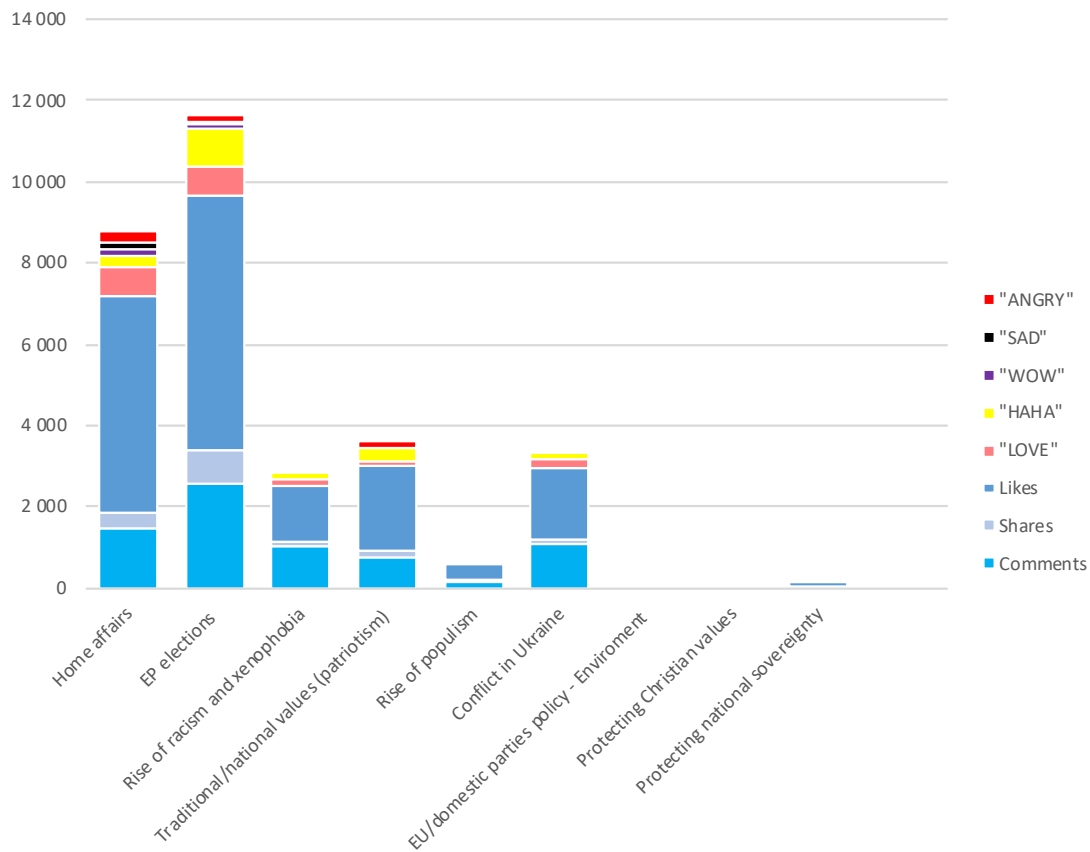
PS



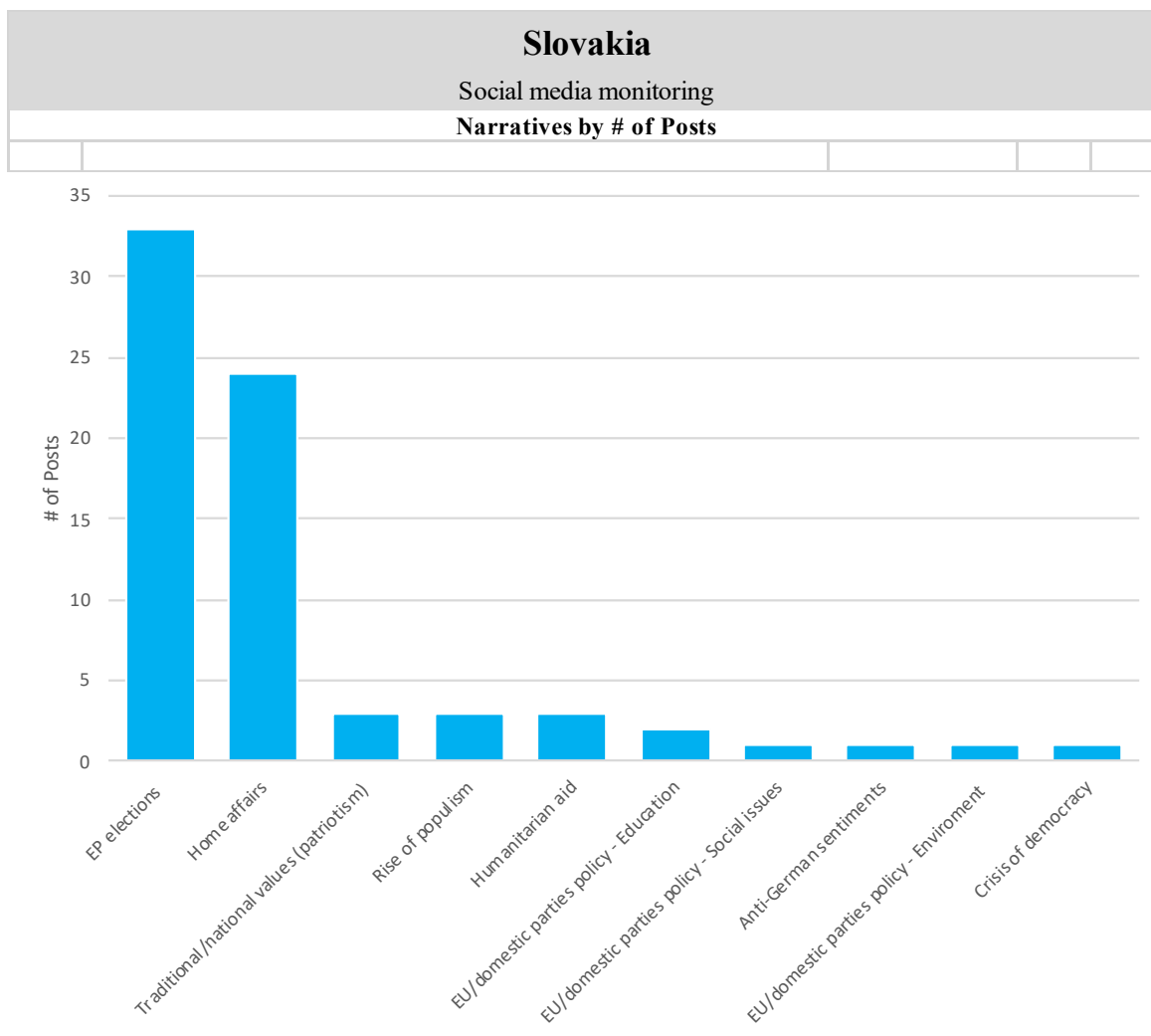
Slovakia

Social media monitoring

Narratives by Engagement



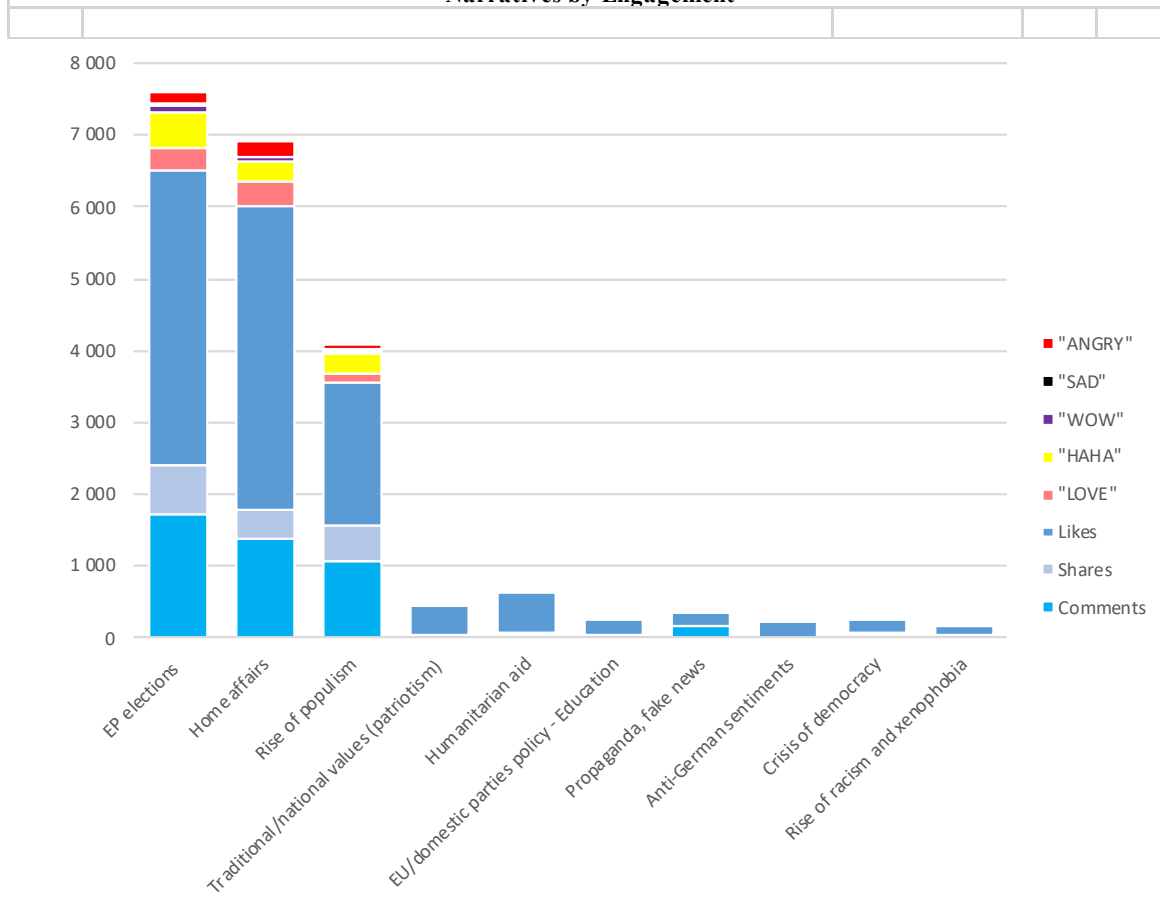
Spolu



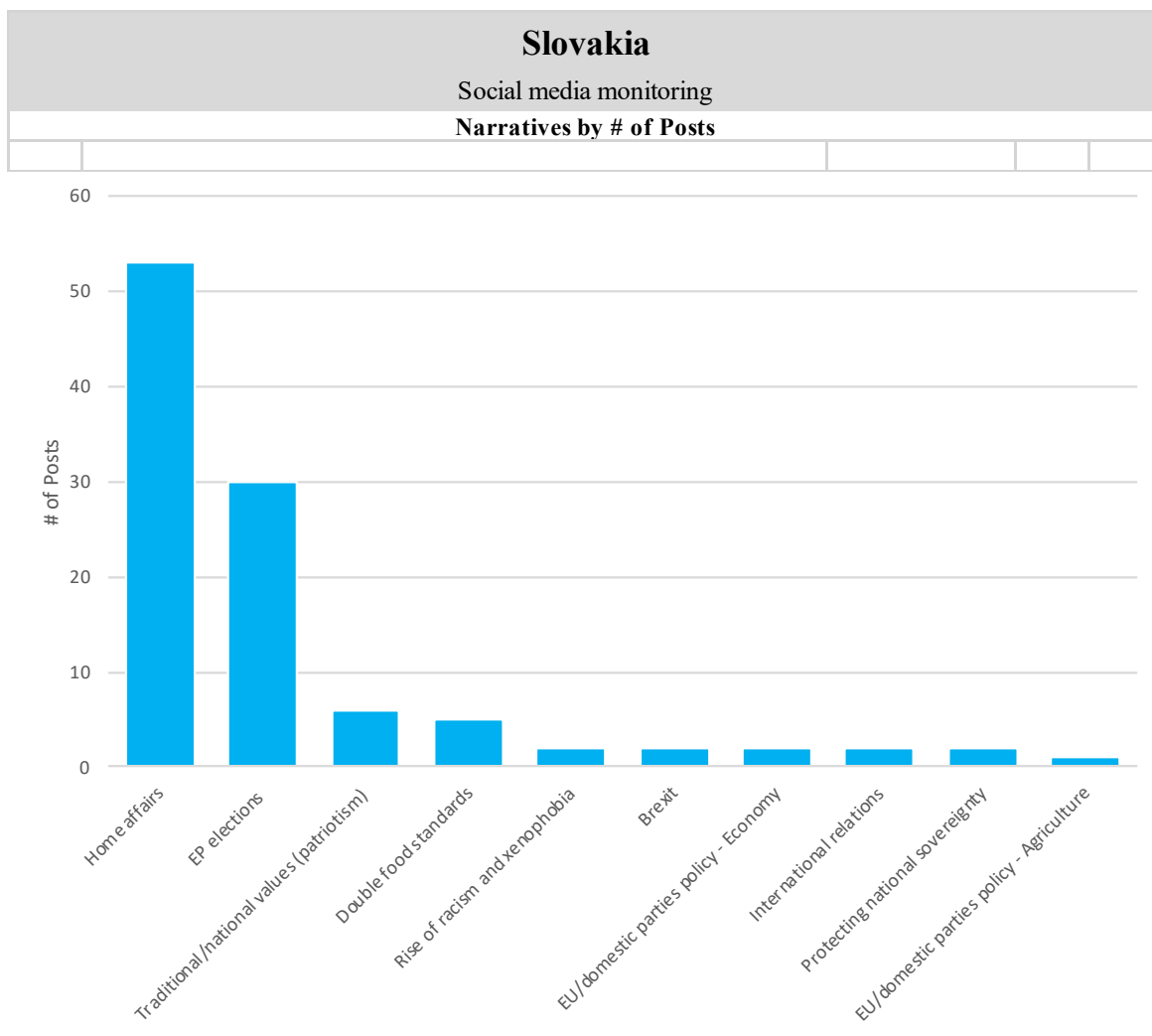
Slovakia

Social media monitoring

Narratives by Engagement

SaS

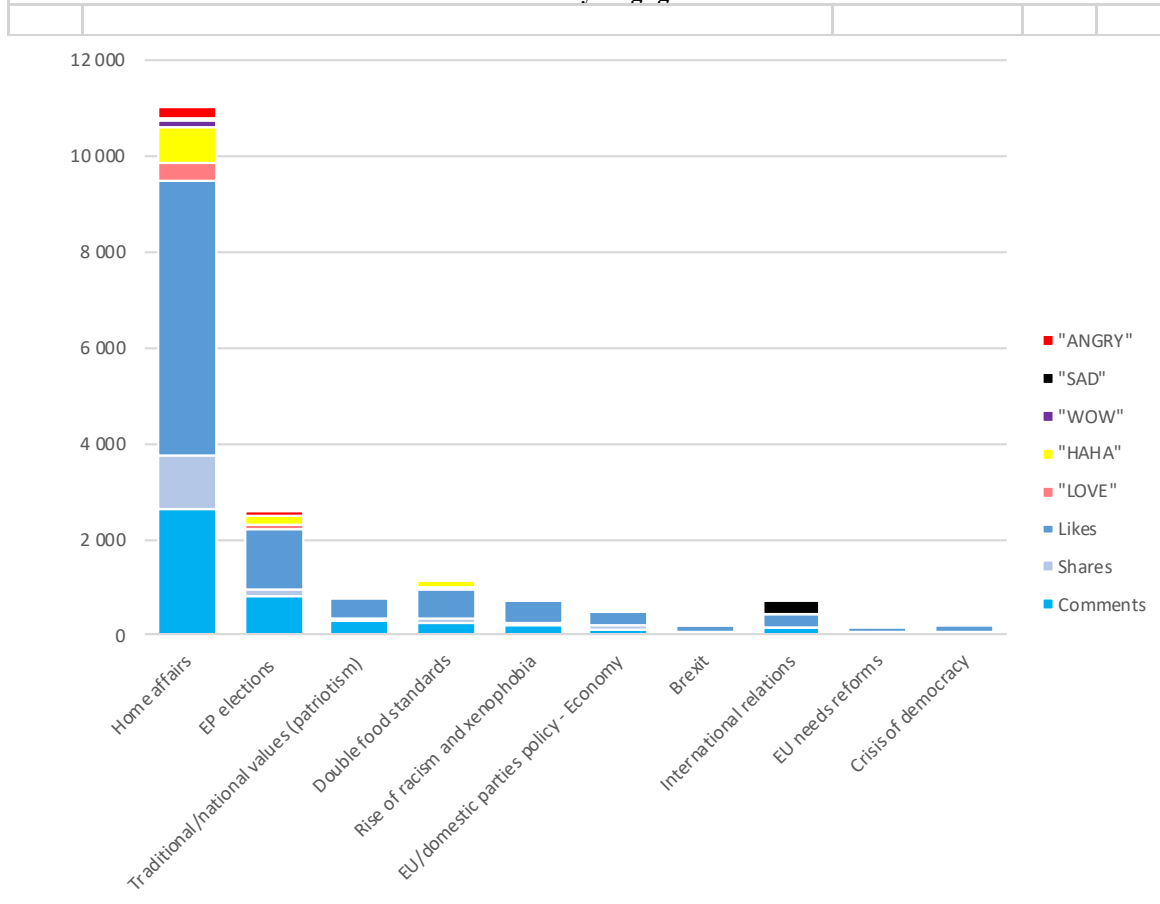
The party also tried to introduce their candidates by using Live Chat on FB, with several of their candidates invited to answer questions by readers/visitors. [Slovak National Party Chairman] Danko's food tax/recreational vouchers, the Istanbul Protocol, Brexit or the European Union itself were the topics of posts. Candidate election posters included information about the party's objectives or planned public debates with citizens.



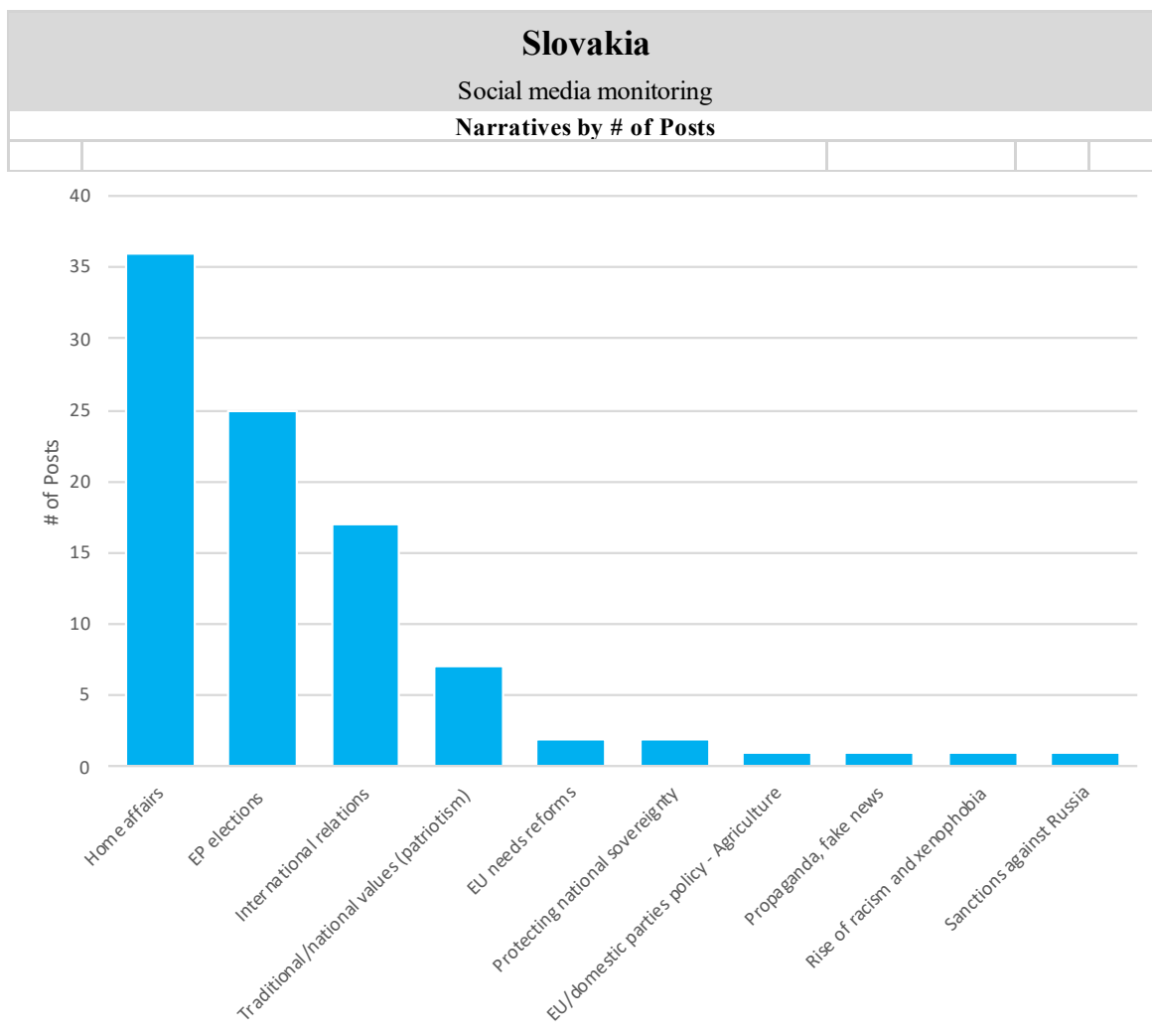
Slovakia

Social media monitoring

Narratives by Engagement

**SME RODINA**

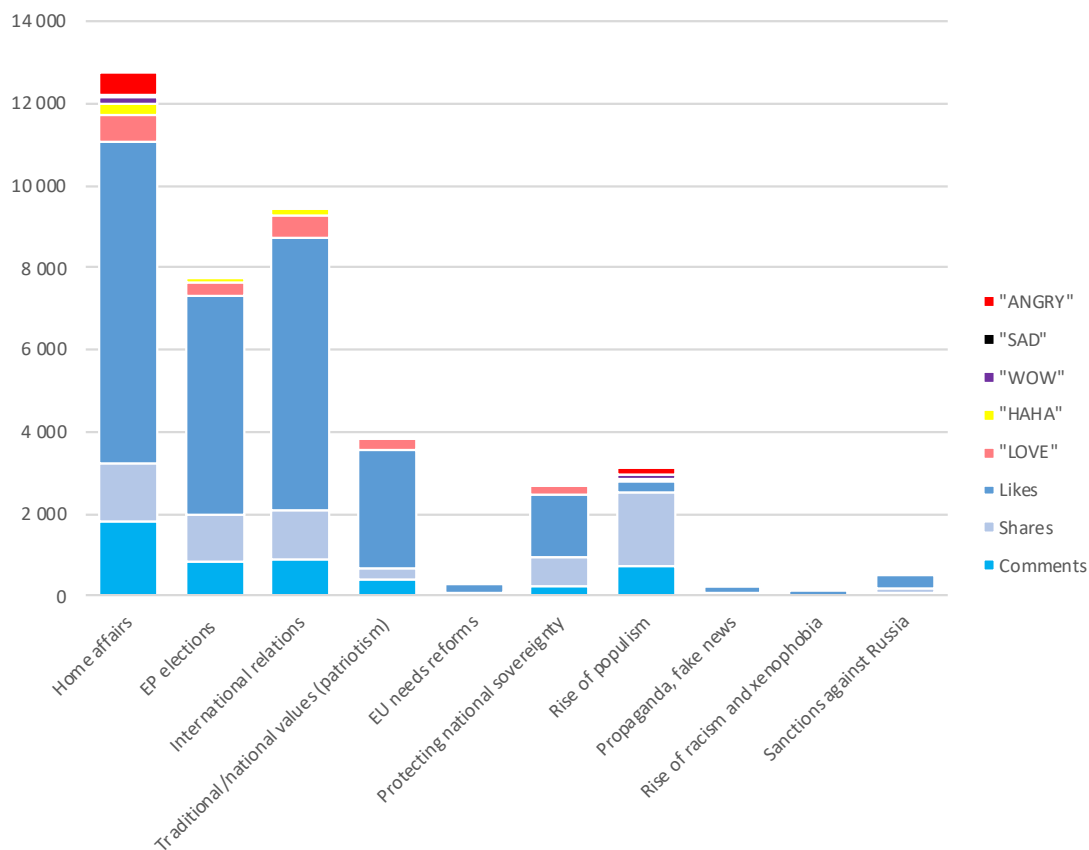
"*Less Brussels - More Reason*" was the party's slogan which was preached in almost every post concerning the EP elections. The party heavily promoted the sympathy and support expressed by the Italian Interior Minister Matteo Salvini – which was strongly criticized by the PS/Spolu coalition. Entering a Europe of Nations and Freedom faction with Le Pen also appeared in posts with a proud undertone. In the same context, the party boasted about the joint gathering of ENF parties, including Le Pen herself, in Bratislava on 13 May. Submitting a proposal for a 13th pension allowance, abolishing abstention voting in the parliament, social policy, or execution amnesty were topics that the party also addressed in their posts.



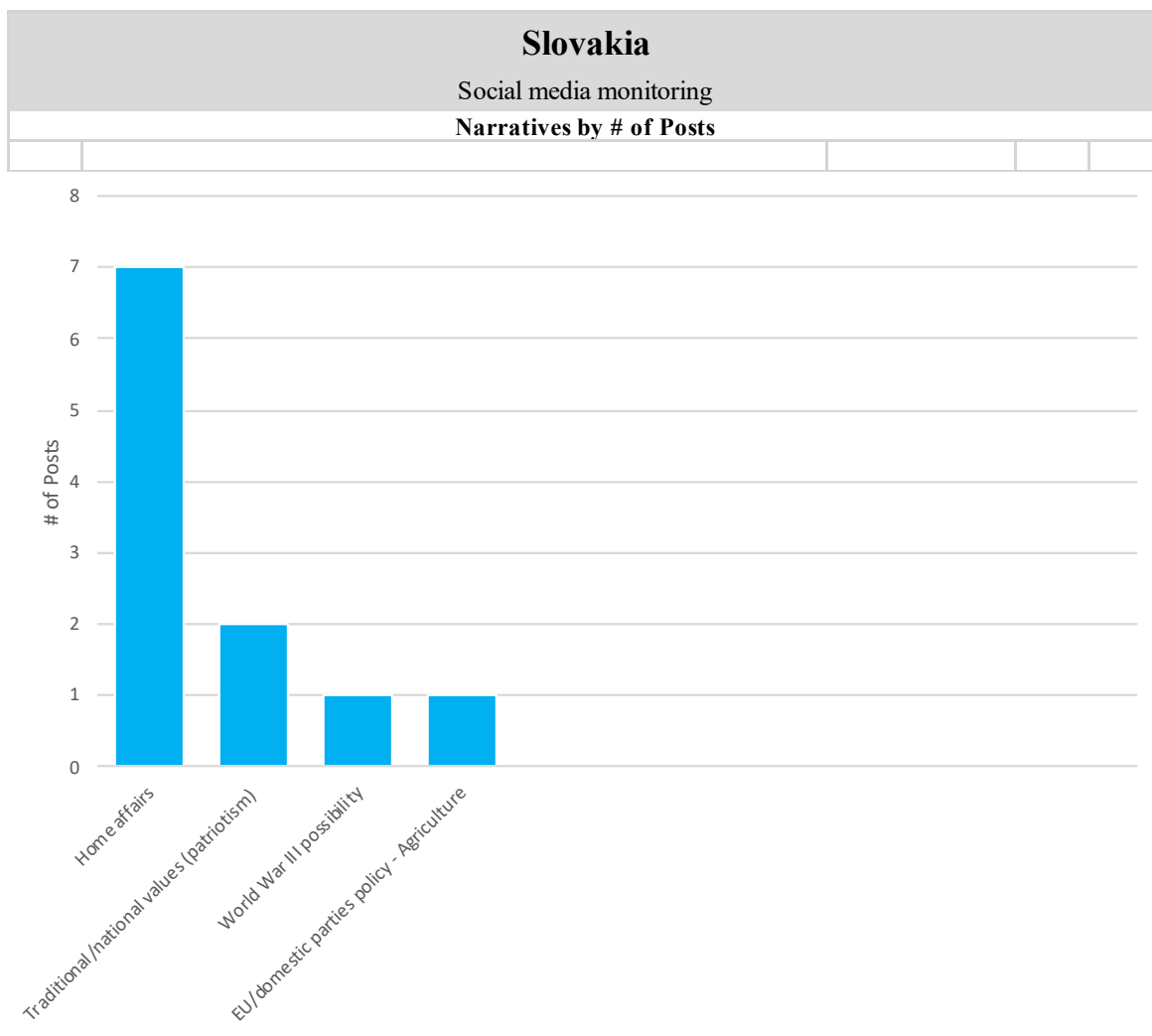
Slovakia

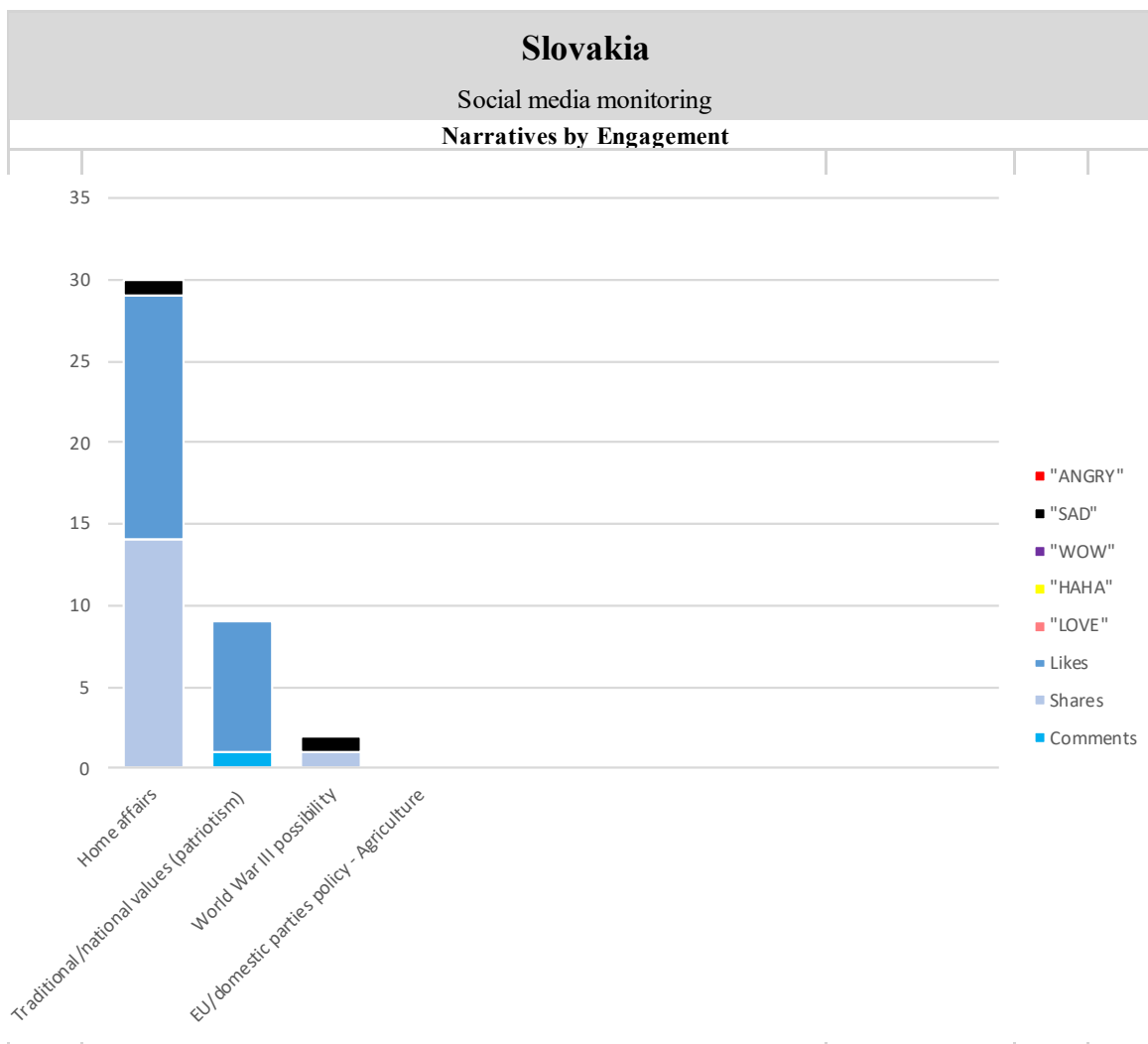
Social media monitoring

Narratives by Engagement

SMK

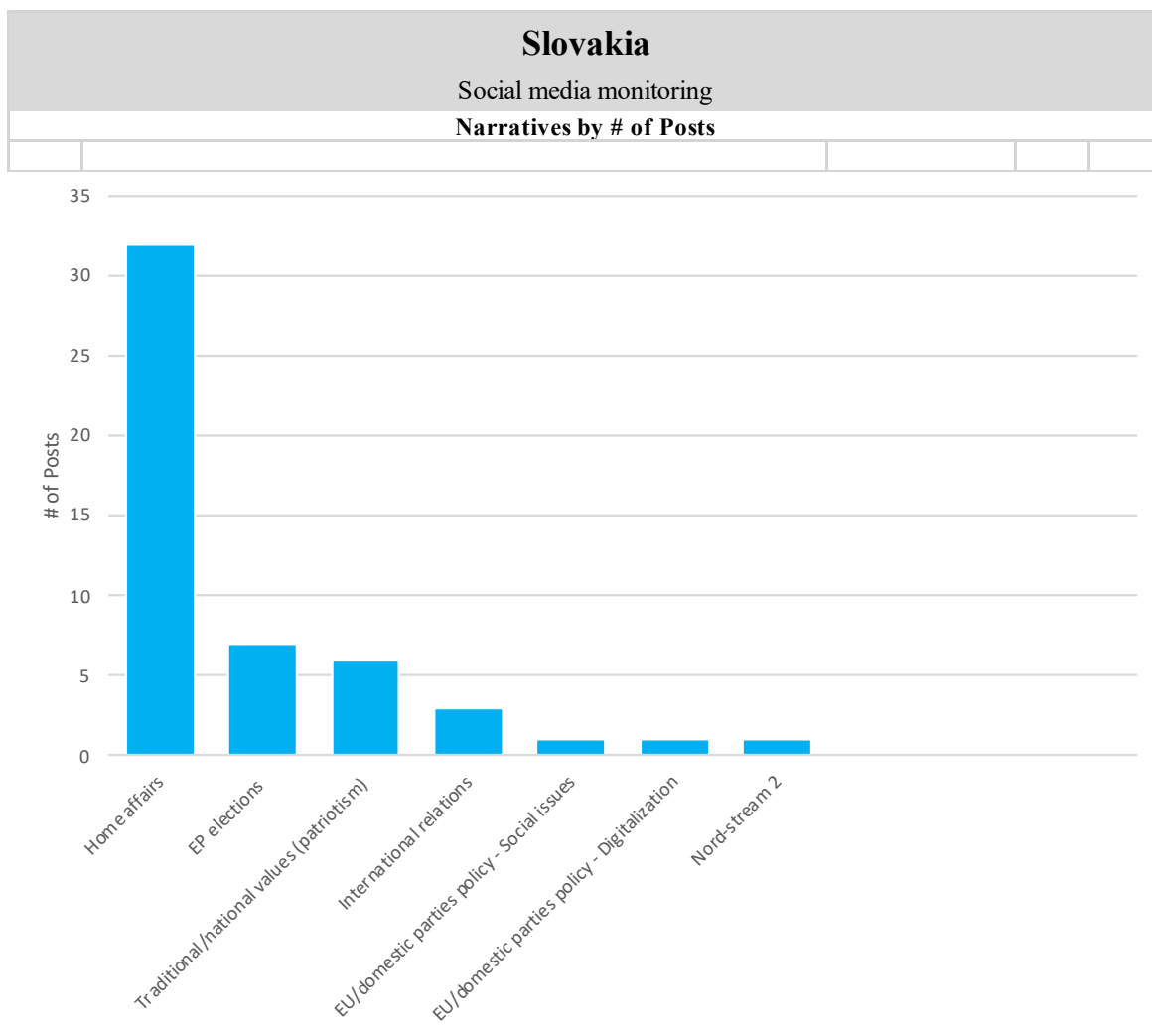
The party did not feature any campaign on FB – out of 11 posts published between 1 April and 15 May, all in Hungarian (on the meeting in the cultural house, Easter wishes, anniversary of the end of the WWII, posters with religious subtext and one report on voting statistics in the parliament), there was only one which had certain connection with EU: The European Commission declared that it can use part of the Common Agricultural Policy to integrate migrants - a reference to signing a petition ("Protect Hungarian farmers!", initiated by the National Chamber of Agriculture and the Hungarian Agricultural Association) to cancel this decision of EU.





SMER – SD

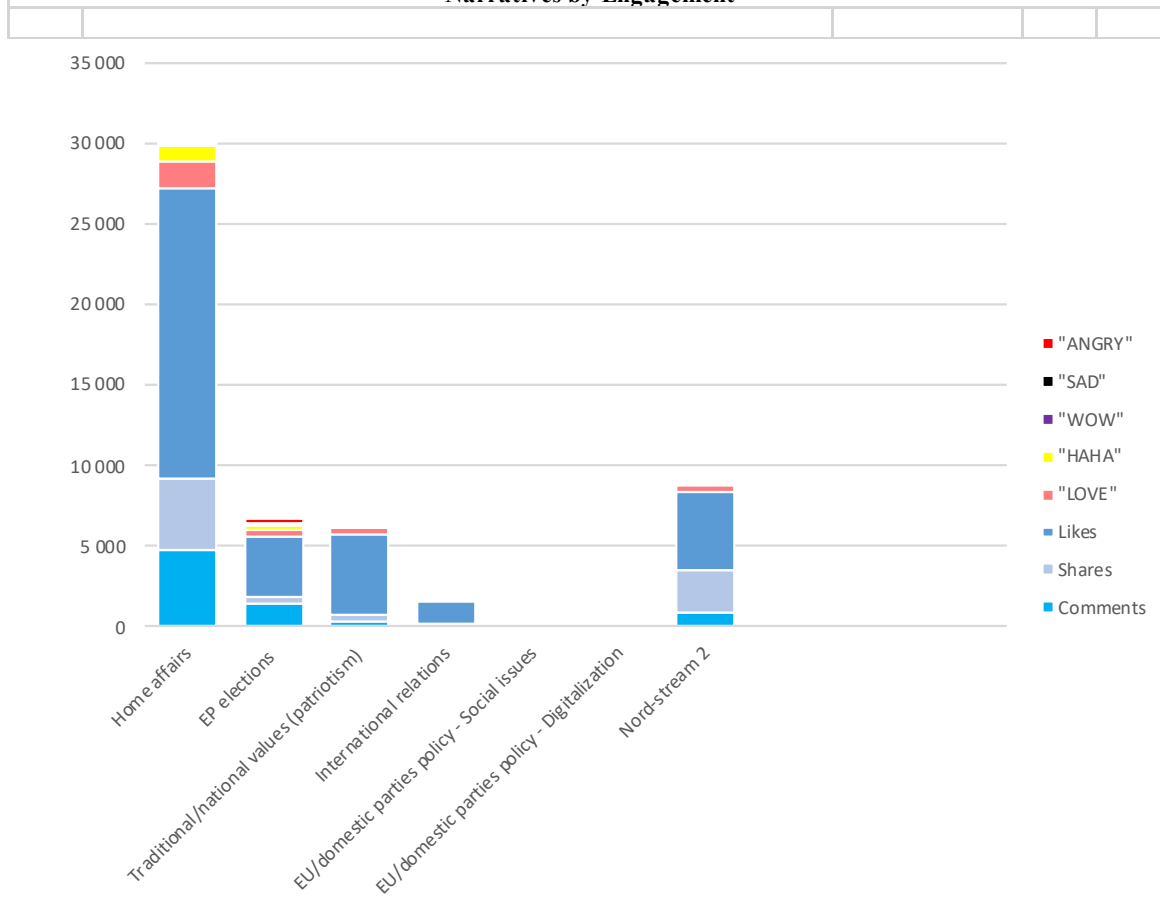
It could be said that the party did not use advantage of Facebook to present candidates or posts with information on the EP elections. On the contrary, it communicated domestic policies with most of their posts dedicated to pension reforms and social policy. These were primarily presented, along with the anniversary of the end of the World War II, the memory of Milan Rastislav Štefánik, the accession to the European Union, and the celebration of the International Women's Day. At the same time it is necessary to mention almost a parallel campaign run on FB public page by the Chair of the Parliamentary Committee on European Affairs Ľuboš Blaha which often ran contrary to the publicly declared pro-European policy of the party presented using smear, insulting, anti-liberal anti-West/anti-EU campaign.



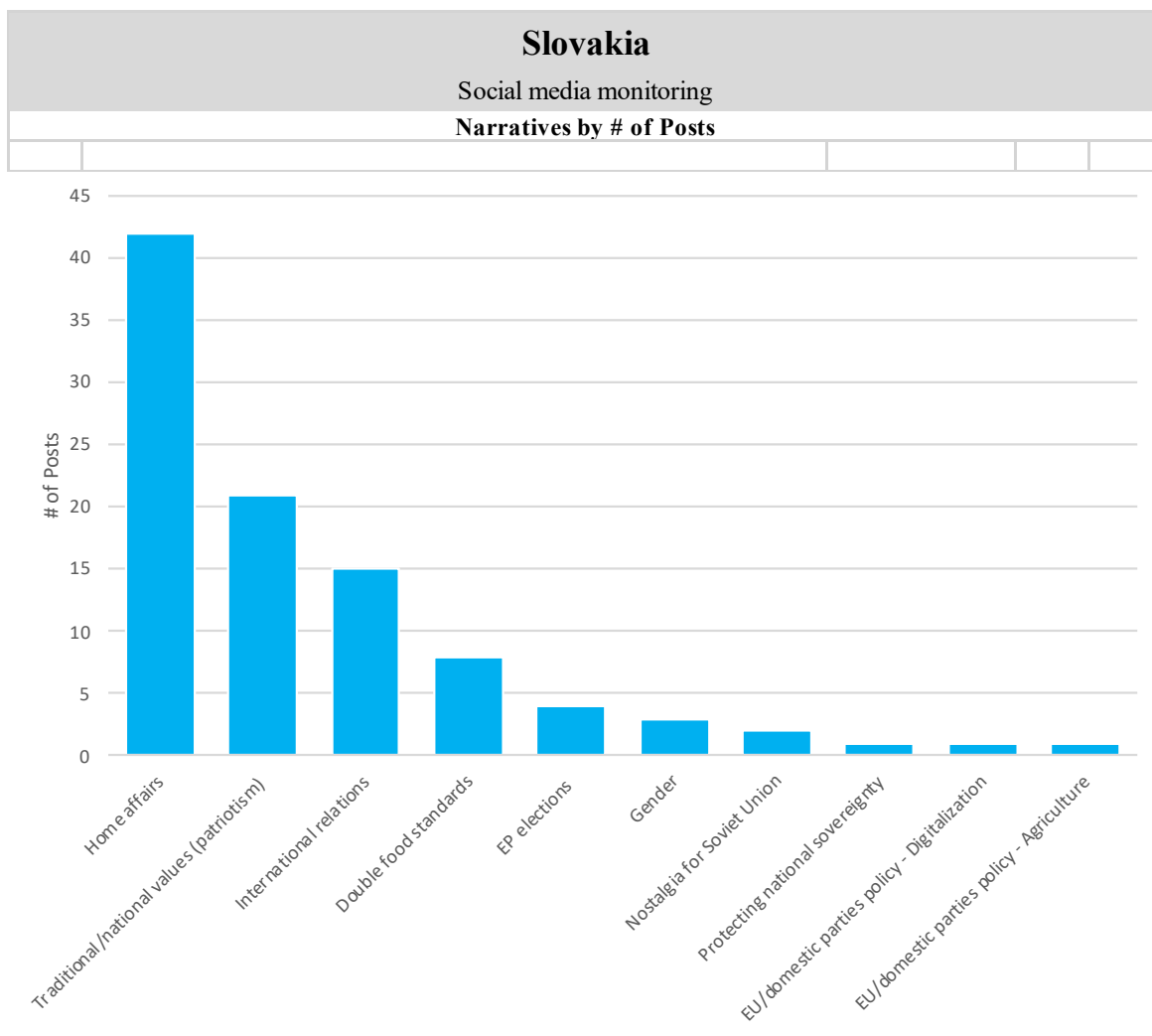
Slovakia

Social media monitoring

Narratives by Engagement

SNS

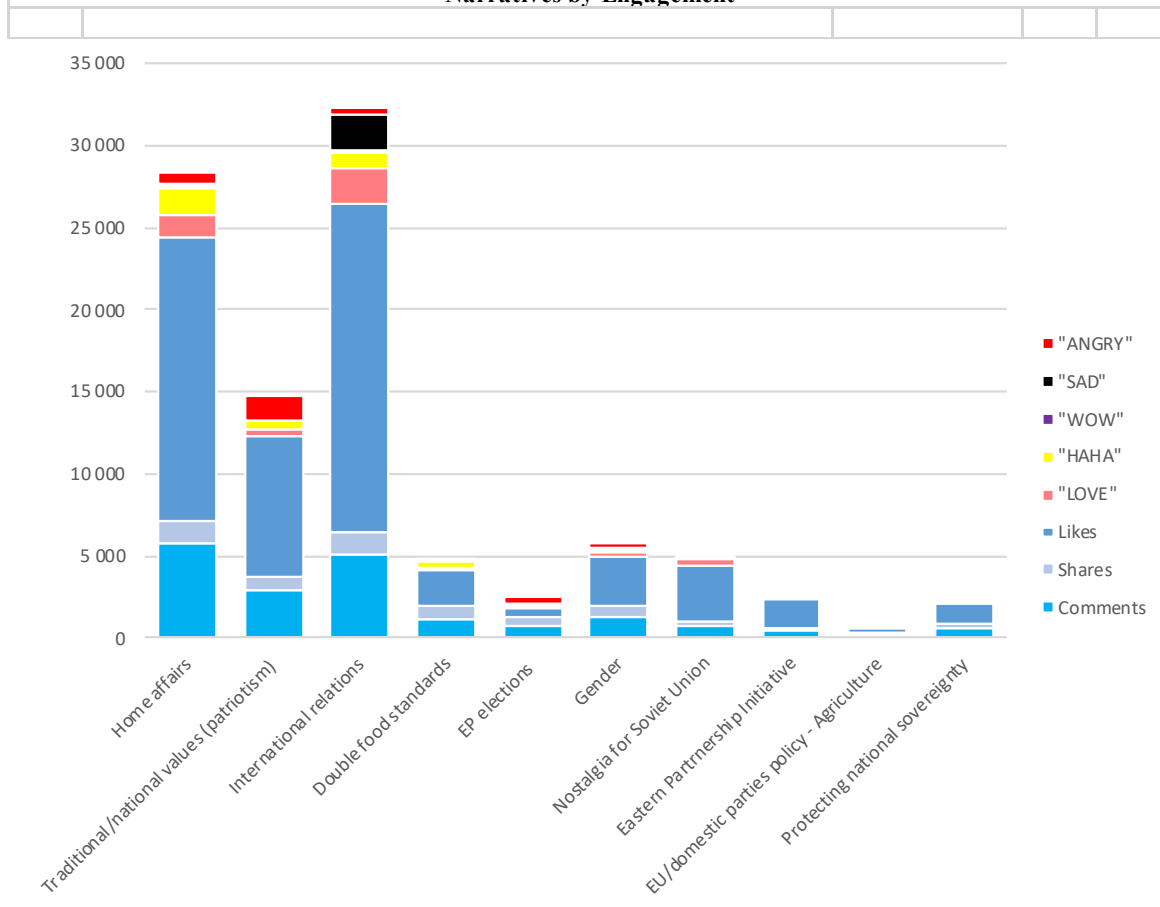
The SNS party focused on protecting state symbols, lowering food prices, lump sums for sole traders, recreational vouchers were topics that the party was dealing primarily. LGBTI and gender policy were also mentioned within the context of the Istanbul Protocol rejection. As mentioned above, posts praising Russia followed by posts from the Chairman's Andrej Danko visit to the official commemoration of the WWII in Moscow made up the content of the party's Facebook page. The elections to the European Parliament were given very little attention – the least from all the major parties.



Slovakia

Social media monitoring

Narratives by Engagement



GREENS

The party (*Strana Zelených*) published five posts that did not address the issue of European Parliament elections at all. Plastics, the use of rainwater, or the rescue of bees made up the content of these contributions.

METHODOLOGY

The issue of social media and disinformation has gained increasing attention as a possible threat to the integrity of elections worldwide. Given the increasing potential impact of social media platforms during elections, we decided to analyze the role of Facebook during the EP elections in the four EU countries. More specifically, we analysed the official Facebook pages of the main political parties running in the elections in the Czech Republic, Hungary, Poland and Slovakia. Taking into consideration the popularity ratings and status of the parties contesting the EP elections (parliamentary and non-parliamentary) as well as our capacity, we decided to focus on major 46 political parties. According to the Global Digital reports published by *We Are Social Ltd.* in 2018, Facebook was among the most popular and widely used social media platforms in all four countries which is the reason why it was the subject of the analysis.¹²

In the first phase of the process, we used a tool called Netvizz¹³ to extract data from the public Facebook accounts of the chosen political parties which we consequently exported into Microsoft excel. This enabled us to collect information on the type of post, post link, post message, picture, the time of posting, number of likes, comments, reactions, shares and other forms of engagement. Consequently, we further analysed the actual content of the posts and coded it according to a list of narratives (see the list below) taking into consideration various aspects ranging from more global and crossregional topics and issues (such as migration, Islam or Brexit) to more local issues (home affairs). We also included a number of narratives used by Russia in some previous elections (Germany, Sweden) to see to what extent are such narratives pursued by political parties running in the EP elections. The main reason for including this additional criteria was to get a sense on what kind of content is published by political parties on Facebook and to evaluate to what extent is this information useful for voters so they can make more informed choices at the ballot box. At the same time, by including the narratives used by Russia in some previous elections, we wanted to evaluate the level of destructive involvement and its potential impact on the integrity of the elections process. From a more general perspective, we analysed to what extent do parties and candidates use Facebook for campaigning and mobilization of voters and voter education.

We also looked at potential signs of dangerous speech and inflammatory language (used in the posts) as well as attempts aimed at discreditation of opponents. Finally, we also tried to determine if Facebook posts were focusing on important public policy issues or they only tried to grab attention by focusing on scandals, conspiracies and myths.

Using previous media-monitoring, we have identified 69 narratives and topics, including domestic and European ones. Moreover, we included some narratives used by Russia previously - during elections (Germany 2017 and Sweden 2018) as well as during its coverage of the war in Ukraine. Our intention was to focus on the social drivers, and

¹² For more information and statistics of social media use in all four countries, see also the Global Digital report 2018 available at <https://digitalreport.wearesocial.com/>

¹³ Netvizz is written and maintained by [Bernhard Rieder](#), Associate Professor in Media Studies at the [University of Amsterdam](#) and researcher with the [Digital Methods Initiative](#).

thus the frustrations that have been permeating into ever-wider national, European and international sphere and are implicitly reflected in the narratives.

Monitored narratives:

- 1 Migration
- 2 Islam
- 3 LGBTI rights
- 4 Gender
- 5 Brexit
- 6 Russian-EU relations
- 7 Russian-US relations
- 8 Western media
- 9 Humanitarian aid
- 10 Decadent Western values
- 11 Russian economy
- 12 Anti-migrants' measures
- 13 Nostalgia for Soviet Union
- 14 Nord-stream 2
- 15 Minsk peace agreements
- 16 Same sex marriage
- 17 International relations
- 18 The rise of anti-Semitism in Europe
- 19 Russian patriotism
- 20 A western plot against Russia
- 21 Russia-waged war in Ukraine
- 22 Rise of fascism in Europe
- 23 EP elections
- 24 The crisis of liberalism and global capitalism
- 25 Cultural cooperation between Russia and others
- 26 Legacy of World War II
- 27 Russian gas supplies to Ukraine
- 28 Anti-terrorist measures
- 29 Deployment of NATO troops in Eastern Europe and Baltic States
- 30 Crisis of democracy
- 31 EU needs reforms
- 32 Sanctions against Russia
- 33 Protests in Russia
- 34 President Trump (incl. US administration)
- 35 Russian disinformation efforts during EP elections
- 36 Eastern Partnership Initiative
- 37 Protests of alternative political movements in Europe
- 38 EP elections manipulations
- 39 EU-exit theories
- 40 Dictate from Brussels
- 41 Double standards by the West
- 42 Corruption
- 43 Soros and his influence
- 44 NGO activities
- 45 Russian real politics
- 46 Traditional values of Russia
- 47 Rise of racism and xenophobia
- 48 World War III possibility

MEMO 98

49	Protecting Christian values
50	Protecting national sovereignty
51	Home affairs
52	EU/domestic parties' policy - Agriculture
53	EU/domestic parties' policy - Environment
54	Double food standards
55	Traditional/national values (patriotism)
56	EU as useless organization (corruption, bureaucracy, etc.)
57	Anti-German sentiments
58	EU/domestic parties' policy - Economy
59	EU/domestic parties' policy - Social issues
60	EU/domestic parties' policy - Security (incl. cyber security)
61	Polish-US relations
62	Sexual abuse scandals in Catholic Church
63	EU/domestic parties' policy - Digitalization
64	Propaganda, fake news
65	EU/domestic parties' policy - Education
66	Rise of populism
67	Pacifism/International disarmament
68	European super state (Federal Europe)
69	Other issues

List of Facebook accounts

CZECH REPUBLIC

ANO 2011

Type:	Public page
Created:	25.10.2011
Number of Administrators:	15
Likes:	104,000
Followers:	98,000
Frequency of use:	13 posts (0.29 post/day)
https://www.facebook.com/anobudelip/	

Česká pirátská strana

Type:	Public page
Created:	27.7.2009
Number of Administrators:	33
Likes:	135,000
Followers:	139,000
Frequency of use:	133 posts (2.96 posts/day)
https://www.facebook.com/ceska.piratska.strana/	

Česká strana sociálně demokratická (ČSSD)

Type:	Public page
Created:	21.4.2010
Number of Administrators:	14
Likes:	27,000
Followers:	27,000
Frequency of use:	175 posts (3.89 posts/day)
https://www.facebook.com/cssdcz/	



Zelení - Strana zelených

Type: Public page
Created: 23.12.2008
Number of Administrators: 7
Likes: 29,000
Followers: 29,000
Frequency of use: 36 posts (0.8 post/day)
<https://www.facebook.com/strnazelenych/>

Komunistická strana Čech a Moravy (KSČM)

Type: Public page
Created: 3.9.2013
Number of Administrators: 5
Likes: 11,000
Followers: 12,000
Frequency of use: 203 posts (4.51 posts/day)
<https://www.facebook.com/komunistickastranacehamoravy/>

Křesťanská a demokratická unie - Československá strana lidová (KDU-ČSL)

Type: Public page
Created: 20.8.2009
Number of Administrators: 14
Likes: 25,000
Followers: 25,000
Frequency of use: 118 posts (2.62 posts/day)
<https://www.facebook.com/kducs/>

Občanská demokratická strana (ODS)

Type: Public page
Created: 20.10.2008
Number of Administrators: 15
Likes: 59,000
Followers: 57,000
Frequency of use: 197 posts (4.38 posts/day)
<https://www.facebook.com/ods.cz/>

TOP 09

Type: Public page
Created: 6.6.2009
Number of Administrators: 25
Likes: 119,000
Followers: 110,000
Frequency of use: 158 posts (3.51 posts/day)
<https://www.facebook.com/top09cz/>

Svoboda a přímá demokracie - Tomio Okamura (SPD)

Type: Public page
Created: 29.11.2010
Number of Administrators: 6
Likes: 258,000
Followers: 248,000
Frequency of use: 362 posts (8.04 posts/day)
<https://www.facebook.com/hnutispd/>

MEMO 98

Starostové a Nezávislí

Type: Public page
 Created: 5.3.2010
 Number of Administrators: 14
 Likes: 22,000
 Followers: 23,000
 Frequency of use: 162 posts (3.6 posts/day)
<https://www.facebook.com/starostove/>

HUNGARY**FDSZ Fidesz Magyar Polgári Szövetség**

Type: Public page
 Created: 18 February 2008
 Number of Administrators: 7
 Likes: 281,423
 Subscribers: 276,000
 Frequency of use: 217 posts (4.82 posts per day)
<https://www.facebook.com/FideszHU/>

KDNP Kereszténydemokrata Néppárt

Type: Public page
 Created: 1 June 2017
 Number of Administrators: unknown
 Likes: 998
 Subscribers: 1009
 Frequency of use: 21 posts (0.46 posts per day)
<https://www.facebook.com/pestmegyeikdnp/>

MSZP Magyar Szocialista Párt

Type: Public page
 Created: 19 September 2010
 Number of Administrators: 14
 Likes: 207,941
 Subscribers: 201,000
 Frequency of use: 285 posts (6.33 posts per day)
<https://www.facebook.com/mszpfb/>

DK Demokratikus Koalíció

Type: Public page
 Created: 28 October 2011
 Number of Administrators: 24
 Likes: 127,234
 Subscribers: 124,000
 Frequency of use: 248 posts (5.51 posts per day)
<https://www.facebook.com/dk365/>

LMP Lehet Más a Politika

Type: Public page
 Created: 27 January 2009

MEMO 98



Number of Administrators: 6
Likes: 79,267
Subscribers: 75,919
Frequency of use: 122 posts (2,71 posts per day)
<https://www.facebook.com/lehetmas/>

JOB Jobbik Magyarországért Mozgalom
Type: Public page
Created: 20 January 2010
Number of Administrators: 10
Likes: 511,987
Subscribers: 498,000
Frequency of use: 214 posts (4,75 posts per day)
<https://www.facebook.com/JobbikMagyarorszagertMozgalom/>

PB Párbeszéd Magyarországért
Type: Public page
Created: 20 November 2012
Number of Administrators: 12
Likes: 122,477
Subscribers: 120,000
Frequency of use: 264 posts (5,86 posts per day)
<https://www.facebook.com/parbeszedmagyarorszagert/>

MHM Mi Hazánk Mozgalom
Type: Public page
Created: 19 May 2018
Number of Administrators: 32
Likes: 59,938
Subscribers: 61,462
Frequency of use: 117 posts (2,6 posts per day)
<https://www.facebook.com/mihazank/>

MKKP Magyar Kétfarkú Kutya Párt
Type: Public page
Created: 20 May 2018
Number of Administrators: 19
Likes: 301,528
Subscribers: 300,000
Frequency of use: 147 posts (3,26 posts per day)
<https://www.facebook.com/justanotherwordpresspage/>

MOM Momentum Mozgalom
Type: Public page
Created: 28 July 2015
Number of Administrators: 61
Likes: 99,212
Subscribers: 104,000
Frequency of use: 144 posts (3,2 posts per day)
<https://www.facebook.com/momentum.mozgalom/>

MMP Magyar Munkáspárt
Type: Public page
Created: 2 August 2013
Number of Administrators: 7

MEMO 98

Likes: 135,443
 Subscribers: 134,000
 Frequency of use: 109 posts (2,42 posts per day)
<https://www.facebook.com/m.munkaspart/>

EMNNEgységes Magyar Nemzeti Néppárt

Type: Public page
 Created: 1 April 2019
 Number of Administrators: unknown
 Likes: 135
 Subscribers: 139
 Frequency of use: 21 posts (0,46 posts per day)
<https://www.facebook.com/Egys%C3%A9ges-Magyar-Nemzeti-N%C3%A9pp%C3%A1rt-EMNP-418858898688344/>

POLAND

PiS - Prawo i Sprawiedliwosc

Type: Public page
 Created: 14 October 2009
 Number of Administrators: 7
 Likes: 216,764
 Subscribers: 218,000
 Frequency of use: 204 posts (4,53 posts per day)
<https://www.facebook.com/pisorgpl/>

PO - Platforma Obywatelska

Type: Public page
 Created: 13 July 2009
 Number of Administrators: 16
 Likes: 178,323
 Subscribers: 179,000
 Frequency of use: 182 posts (4,04 posts per day)
<https://www.facebook.com/PlatformaObywatelska/>

KO - Koalicja Obywatelska

Type: Public page
 Created: 10 July 2018
 Number of Administrators: unknown
 Likes: 1,553
 Subscribers: 1,640
 Frequency of use:
<https://www.facebook.com/Koalicja-Obywatelska-531102127292760/>

PSL – agrarians

Type: Public page
 Created: 10 July 2018
 Number of Administrators: unknown
 Likes: 1548
 Subscribers: 1635
 Frequency of use: 52 posts (1,15 posts per day)
<https://www.facebook.com/nowePSL/>



SLD – socialists

Type: Public page
Created: 2 February 2011
Number of Administrators: 6
Likes: 65,822
Subscribers: 65,443
Frequency of use: 262 posts (5,82 posts per day)

<https://www.facebook.com/SLDLewicaRazem/>

K15 - Kukiz 15

Type: Public page
Created: 4 February 2015
Number of Administrators: 15
Likes: 295,327
Subscribers: 291,000
Frequency of use: 297 posts (6,6 posts per day)

<https://www.facebook.com/KUKIZ15/>

RAZ – Razem

Type: Public page
Created: 17 March 2015
Number of Administrators: 28
Likes: 115,412
Subscribers: 117,000
Frequency of use: 71 posts (1,57 posts per day)

<https://www.facebook.com/partiarazem/>

NOW Nowoczesna

Type: Public page
Created: 12 April 2015
Number of Administrators: 10
Likes: 98,196
Subscribers: 97,439
Frequency of use: 55 posts (1,22 posts per day)

<https://www.facebook.com/Nowoczesna.oficjalnie/>

MW - Młodzież Wszechpolska

Type: Public page
Created: 31 July 2017
Number of Administrators: 25
Likes: 25,929
Subscribers: 26,815
Frequency of use: 98 posts (2,17 posts per day)

<https://www.facebook.com/Wszechpolacy1922/>

RN - Ruch Narodowy

Type: Public page
Created: 7 December 2016
Number of Administrators: 18
Likes: 28,538
Subscribers: 29,706
Frequency of use: 145 posts (3,22 posts per day)

MEMO 98

<https://www.facebook.com/RuchNarodowy/>**WIO - Wiosna Roberta Biedronia**

Type: Public page
 Created: 20 January 2019
 Number of Administrators: 23
 Likes: 73,694
 Subscribers: 76,693
 Frequency of use: 214 posts (4,75 posts per day)

<https://www.facebook.com/wiosnabiedronia/>**PFP - KWW Polska Fair lay**

Type: Public page
 Created: 10 March
 Number of Administrators: 19
 Likes: 26,105
 Subscribers: 27,215
 Frequency of use: 40 posts (0,88 posts per day)

<https://www.facebook.com/PolskaFairPlay/>**SLOVAKIA****SMER - sociálna demokracia**

Type: Public page
 Created: 24.3.2010
 Number of Administrators: 7
 Likes: 45,000
 Followers: 44,000
 Frequency of use: 51 posts (1.13 post/days)

<https://www.facebook.com/smersd/>**Kotleba – Ľudová strana Naše Slovensko**

Type: Public page
 Created: 30.11.2015 (...v BB) | 16.6.2016 (...v NR SR)
 Number of Administrators: 2 | 5
 Likes: 5,000 | 14,000
 Followers: 5,000 | 15,000
 Frequency of use: 23 posts (0.51 post/day) – 60 posts (1.33 post/day)

<https://www.facebook.com/lsnsbb/>

https://www.facebook.com/lsnaseslovensko/?_tn_=%2Cd%2CP-R&eid=ARA_NJqlKiXrSSTd2FbttJX8XniI5NvKJAX2Duq_KeFs09bwcsryE2n6q1sgQ_2QvbScpX_NOOixO5He

Slovenská národná strana

Type: Public page
 Created: 20.5.2010
 Number of Administrators: 12 (11/SK, 1/HU)
 Likes: 74,000
 Followers: 73,000
 Frequency of use: 102 posts (2.27 posts/day)

<https://www.facebook.com/stranasns/>**SME RODINA – Boris Kollár**

Type: Public page

MEMO 98

Created: 12.11.2015
Number of Administrators: 15
Likes: 83,000
Followers: 83,000
Frequency of use: 94 posts (2.09 posts/day)
<https://www.facebook.com/HnutieSmeRodina/>

OBYČAJNÍ LUDIA a nezávislé osobnosti

Type: Public page
Created: 12.1.2012
Number of Administrators: 20
Likes: 115,000
Followers: 120,000
Frequency of use: 156 posts (3.47 posts/day)
<https://www.facebook.com/obycajni.ludia.a.nezavisle.osobnosti/>

Kresťanskodemokratické hnutie

Type: Public page
Created: 25.10.2009
Number of Administrators: 4
Likes: 13,000
Followers: 13,000
Frequency of use: 69 posts (1.53 post/day)
<https://www.facebook.com/krestanskidemokrati/>

Strana zelených Slovenska

Type: Public page
Created: 3.5.2010
Number of Administrators: 9
Likes: 10,000
Followers: 10,000
Frequency of use: 5 posts (0.11 post/day)
<https://www.facebook.com/Strana-zelen%C3%BDch-Slovenska-118941138134201/>

MOST-HÍD

Type: Public page
Created: 10.3.2010
Number of Administrators: 9 (8/SK, 1/HU)
Likes: 12,000
Followers: 12,000
Frequency of use: 114 posts (2.53 posts/day)
<https://www.facebook.com/MostHid/>

Strana maďarskej komunity - Magyar Közösség Pártja (SMK-MKP)

Type: Public page
Created: 17.10.2012
Number of Administrators: No information
Likes: less than 1,000 (261)
Followers: less than 1,000 (264)
Frequency of use: 11 posts (0.24 post/day)
<https://www.facebook.com/Magyar-K%C3%B6z%C3%B6ss%C3%A9g-P%C3%A1rtja-Taksony-Strana-Ma%C4%8Farskej-Komunit%C3%A1-286360844810932/>

Sloboda a Solidarita (SaS)

Type: Public page
 Created: 7.4.2019
 Number of Administrators: 12
 Likes: 125,000
 Followers: 117,000
 Frequency of use: 107 posts (2.38 posts/day)
<https://www.facebook.com/stranasas/>

Krest'anská únia

Type: Public page
 Created: 21.2.2019
 Number of Administrators: 7
 Likes: 4,000
 Followers: 4,000
 Frequency of use: 87 posts (1.93 post/day)
<https://www.facebook.com/KrestanskaUniaOfficial/>

Koalícia Progresívne Slovensko, SPOLU – občianska demokracia







Type: Public pages
 Created: 7 November 2016 | 14 March 2016
 Number of Administrators: 10 (9/SK, 1/not available) | 30 (26/SK, 3/CZ, 1/RU)
 Likes: 28,000 | 27,000
 Followers: 30,000 | 27,000
 Frequency of use: 60 (1.33 post/day) | 75 posts (1.67 post/day)
<https://www.facebook.com/ProgresivneSlovensko/>
<https://www.facebook.com/stranaspolu/>

ANNEX

Monitoring period – 1 April – 15 May
Summary of engagement (comments & shares)

type	(All)					
		Values				
Country_	Media_	Sum of Post_	Sum of engagement_fb	Sum of comments_count_fb	Sum of Comments per post	Sum of shares_count_fb
🇨🇪 CZ	Hnutí SPD	361	52 457	9 947	27,6	8898
	KSČM	202	20 450	5 581	27,6	2256
	ODS	196	79 298	19 377	98,9	6167
	ČSSD	174	57 362	16 464	94,6	6145
	Starostové a nezávislí	161	43 242	5 846	36,3	7529
	TOP09-PS	157	68 919	12 431	79,2	7243
	Česká pirátská strana	132	118 774	22 459	170,1	8438
	KDU-ČSL	117	19 034	4 698	40,2	1557
	Strana zelených	40	3 715	425	10,6	523
	ANO	12	5 677	1 801	150,1	165
CZ Total		1552	468 928	99 029	63,8	48921
🇭🇺 HU	Magyar Szocialista Párt	285	119 410	13 044	45,8	33833
	Párbeszéd Magyarországért	264	131 188	10 589	40,1	25254
	Demokratikus Koalíció	248	294 750	27 221	109,8	81003
	Fidesz	217	1 024 363	59 098	272,3	168423
	Jobbik Magyarországért Mozgalom	214	255 323	27 789	129,9	62466
	Magyar Kétfarkú Kutya Párt	147	270 419	9 842	67,0	28880
	Momentum Mozgalom	144	63 172	4 984	34,6	9110
	Lehet Más a Politika	122	15 217	2 476	20,3	2548
	Mi Hazánk Mozgalom	117	67 873	5 619	48,0	11927
	Magyar Munkáspárt	109	11 226	1 986	18,2	3950
	Egységes Magyar Nemzeti Nétpár	21	265	54	2,6	59
	KDNP	21	79	1	0,0	8
HU Total		1909	2 253 285	162 703	85,2	427461
🇵🇱 PL	Kukiz 15	297	184 060	19 837	66,7	36939
	Sojusz Lewicy Demokratycznej	262	49 724	3 613	13,8	11528
	Wiosna Biedronia	215	112 715	12 508	58,3	9839
	Prawo i Sprawiedliwość	204	196 759	49 886	244,2	25947
	Platforma Obywatelska	182	265 271	41 878	229,9	73978
	Ruch Narodowy	145	19 019	814	5,6	3369
	Młodzież Wschepolska	98	29 780	3 096	31,8	4972
	Razem	71	63 441	6 039	86,1	9074
	Nowoczesna	56	20 634	2 427	44,0	6776
	Polskie Stronnictwo Ludowe	52	31 508	1 372	26,6	21191
	Polska Fair Play	40	8 720	963	27,3	1117
	Koalicja Europejska	16	904	54	3,4	69
PL Total		1636	982 535	142 487	87,1	204799
🇸🇰 SK	OLaNO	156	70 746	11 336	72,7	9202
	Most-Híd	114	5 974	1 396	12,2	629
	SaS	107	18 374	4 620	43,2	1675
	SNS	102	101 100	19 179	188,0	6735
	Sme rodina	94	41 242	5 036	53,6	6839
	Kresťanská únia	87	9 748	352	4,0	1698
	Spoli	75	21 419	4 588	61,2	1673
	KDH	69	4 685	390	5,7	545
	PS	60	31 372	7 028	117,1	1741
	SMER-SD	51	54 504	7 728	151,5	7922
	I'SNS	23	2 651	158	6,9	635
	SMK	11	41	1	0,1	15
SK Total		949	361 856	61 812	65,1	39309
Grand Total		6046	4 066 604	466 031	77,1	720490

Summary of reactions

										
type	(All)									
		Values								
Country_	Media_	Sum of Post_	Sum of reactions_count	Sum of Reactions	Sum of likes_count_fb	Sum of rea_LOVE	Sum of rea_HAHA	Sum of rea_WOW	Sum of rea_SAD	Sum of rea_ANGRY
CZ	Hnutí SPD	361	33 612	93,1	23 163	2 211	1 982	286	394	5 576
	KSČM	202	12 613	62,4	9 670	1 578	436	360	145	424
	ODS	196	53 754	274,3	40 623	2 966	7 101	172	207	2 685
	ČSSD	174	34 753	199,7	23 733	1 557	5 472	292	234	3 465
	Starostové a nezávislí	161	29 867	185,5	21 373	2 436	4 929	165	189	775
	TOP09-PS	157	49 245	313,7	38 443	3 124	4 521	176	600	2 381
	Česká pirátská strana	132	87 877	665,7	57 793	19 296	7 030	668	626	4 464
	KDU-ČSL	117	12 779	109,2	8 635	918	1 830	226	336	834
	Strana zelených	40	2 767	69,2	2 202	199	180	15	36	135
ANO	12	3 711	309,3	2 836	402	312	52	12	97	
CZ Total		1552	320 978	206,8	228 471	34 687	33 793	2 412	2 779	18 836
HU	Magyar Szocialista Párt	285	72 533	254,5	54 021	1 821	4 486	2 325	8 593	
	Párbeszéd Magyarországért	264	95 345	361,2	75 391	2 571	2 058	2 757	2 441	10 127
	Demokratikus Koalíció	248	186 526	752,1	158 503	9 362	1 160	2 320	3 434	11 747
	Fidesz	217	796 842	3 672,1	729 280	21 021	3 459	25 420	2 950	14 712
	Jobbik Magyarországért Mozgalom	214	165 068	771,3	127 395	2 937	2 529	7 601	5 546	19 060
	Magyar Kétfarkú Kutya Párt	147	231 697	1 576,2	160 524	13 149	2 460	50 117	2 753	2 694
	Momentum Mozgalom	144	49 078	340,8	37 972	3 183	999	1 486	1 411	4 027
	Lehet Más a Politika	122	10 193	83,5	7 052	120	226	1 198	579	1 018
	Mi Hazánk Mozgalom	117	50 327	430,1	44 541	1 612	438	2 142	258	1 336
Magyar Munkáspárt	109	5 290	48,5	4 131	128	106	766	35	124	
Egységes Magyar Nemzeti Nétpár	21	152	7,2	104	5	1	19	5	18	
KDNP	21	70	3,3	62	4	0	0	4	0	
HU Total		1909	1 663 121	871,2	1 398 976	55 913	14 723	98 312	21 741	73 456
PL	Kukiz 15	297	127 284	427,6	109 489	8 237	4 760	864	631	3 303
	Sojusz Lewicy Demokratycznej	262	34 583	132,0	28 006	3 715	227	107	2 018	510
	Wiosna Biedronia	215	90 368	421,4	66 197	18 635	2 386	576	376	2 198
	Prawo i Sprawiedliwosc	204	120 926	591,5	90 417	19 748	6 104	294	1 396	2 967
	Platforma Obywatelska	182	149 415	818,1	101 403	16 452	9 922	978	2 479	18 181
	Ruch Narodowy	145	14 836	102,2	12 782	1 598	72	73	41	270
	Młodzież Wschepchpolska	98	21 712	222,9	16 092	2 870	884	251	1 001	614
	Razem	71	48 328	684,9	37 727	7 196	674	634	793	1 304
	Nowoczesna	56	11 431	208,6	7 611	1 193	432	161	251	1 783
Polskie Stronnictwo Ludowe	52	8 945	173,2	7 073	670	340	85	99	678	
Polska Fair Play	40	6 640	186,7	5 568	578	79	39	140	236	
Koalicja Europejska	16	781	50,0	621	157	2	0	0	1	
PL Total		1636	635 249	388,3	482 986	81 049	25 882	4 062	9 225	32 045
SK	OĽaNO	156	50 208	321,8	40 266	2 940	3 566	865	550	2 021
	Most-Híd	114	3 949	34,6	2 821	73	510	52	52	441
	SaS	107	12 079	112,9	9 407	602	1 198	180	363	1 198
	SNS	102	75 186	737,1	59 325	5 099	4 128	655	2 316	3 663
	Sme rodina	94	29 367	312,4	25 349	1 968	682	398	97	873
	Kresťanská únia	87	7 698	88,5	6 779	512	49	50	228	80
	Spolu	75	15 158	202,1	12 438	883	1 156	171	79	431
	KDH	69	3 750	54,3	3 210	143	254	29	47	67
	PS	60	22 603	376,7	17 448	2 002	1 876	282	285	710
SMER-SD	51	38 854	761,8	33 189	3 097	1 481	545	260	545	
ĽSNS	23	1 858	80,8	1 432	281	31	18	7	89	
SMK	11	25	2,3	23	0	0	0	0	2	0
SK Total		949	260 735	274,7	211 687	17 600	14 931	2 982	4 286	9 249
Grand Total		6046	2 880 083	476,4	2 322 120	189 249	89 329	107 768	38 031	133 355