

PRESIDENT ERDOGAN IS THE SECOND MOST FOLLOWED LEADER ON SOCIAL MEDIA

In a study conducted by a Digital Data Analyst Foundation in Italy, President Recep Tayyip Erdoğan ranked 2nd among the most followed leaders on social media.



The rhetoric of the heads of state is reaching large audiences both on social media and on TV screens.

Italian ANSA Agency, Italian Digital Foundation *“Digital Observation”* The research analyzed the social media accounts of 24 heads of state and government using Facebook, Instagram and Twitter.

President Erdogan is among the 3 most followed leaders

According to this study, the world’s most followed leaders on social media are: President of the United States Joe Biden, President Erdogan and President of Ukraine Volodymyr Zelenskyy.

Sandro Giorgetti, one of the officials at the Digital Observatory Foundation, said in a statement:

“Looking at the three most used social media platforms by executives, we see that Biden stands out with more than 66 million followers, followed by Erdogan with over 40 million followers and Zelenskiy with over 27 million followers. He has more international followers than the other two leaders due to the public interest caused by the conflict in Syria.”

used his statements.



“The content they publish creates diverse fan bases”

Noting that President Erdoğan and Zelensky have loyal followers, Giorgetti creates their own fanbase with every piece of content they publish, noting that Brazilian President Luiz Inacio Lula da Silva is also one of the most active and active heads of state on social media.

It was reported that these names were followed by Egyptian President Abdel Fattah es-Sisi, British Prime Minister Rishi Sunak and Italian Prime Minister Giorgia Meloni.

The head of the Foundation, Francesco Di Costanzo, explained that his new research points to the importance of dedicated and careful management of the main social media platforms, both for a successful strategy at national and international level and for success in the direct communication with citizens.