

The Limited Times

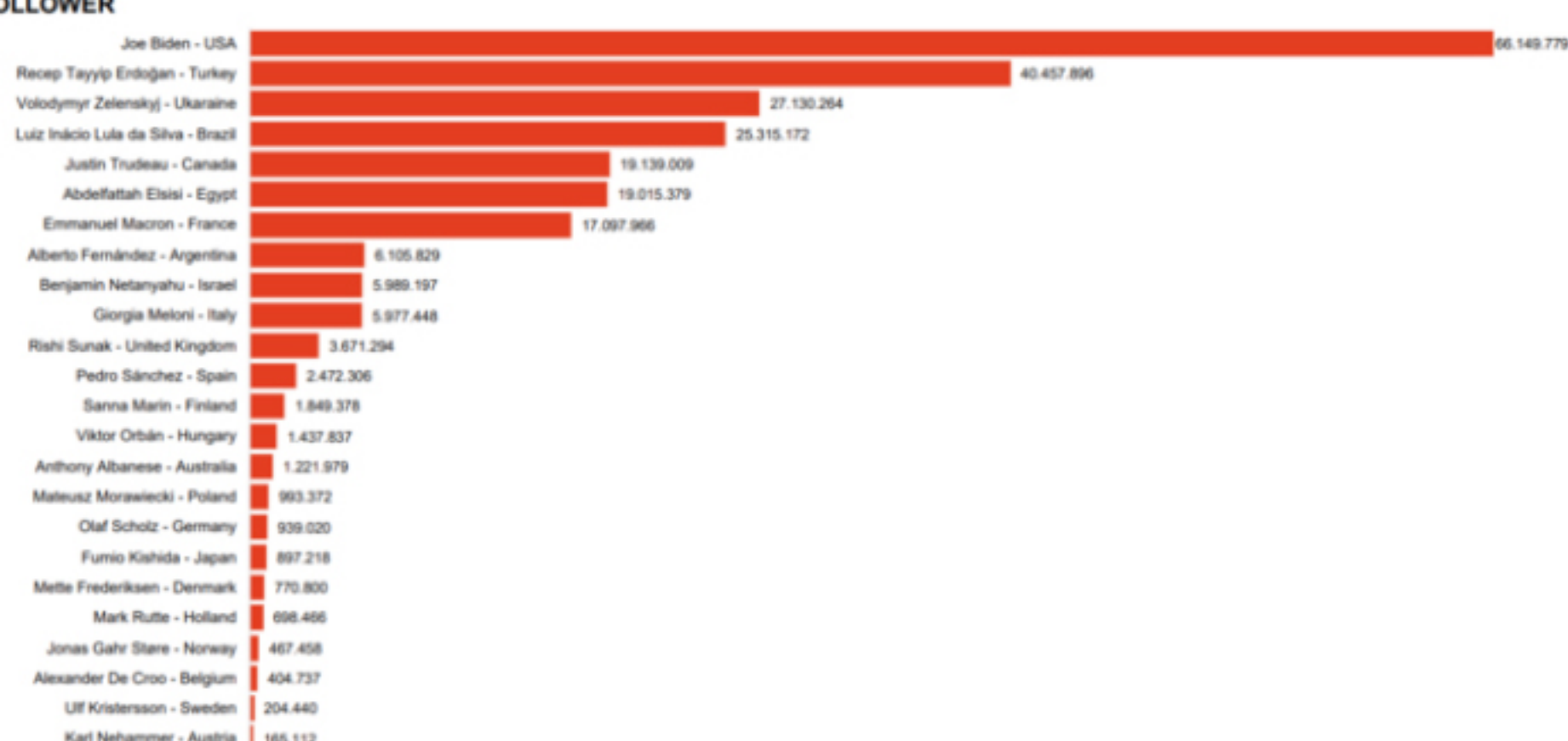
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Biden, Erdogan and Zelensky the most followed leaders on social media

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Digital Observatory survey: Lula the most active, Putin absent (ANSA) The American Joe Biden , the Turkish Recep Tayyip Erdogan and the Ukrainian Volodymyr Zelensky are the most followed world leaders on social media, while the Brazilian Inacio Lula da Silva is the most active. Totally absent, however, is Russian President Vladimir Putin who does not have personal accounts on any of the three main platforms taken into consideration: Facebook, Instagram and Twitter.

FOLLOWER



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This is what emerges from a survey carried out by

the Digital Observatory of the Italia Digitale Foundation

which involved 24 heads of government of some of the most important countries in the world.

Analyzing the Social Media Marketing activities of the leaders, it has compiled a ranking by number of followers, Total Engagement and Average Engagement per post in the time span of the last 3 months.

"Considering the three social networks most used by leaders - explains

Sandro Giorgetti, Head of the Digital Observatory

- in terms of number of followers, Biden stands out with over 66 million followers, followed by Erdogan with more than 40 million and Zelensky with 27 million. The latter - underlines Giorgetti - has a more international audience than the other two, due to the media attention caused by the conflict in Ukraine".

Italian Prime Minister

Giorgia Meloni is tenth by number of followers

, with almost 6 million followers.

"In terms of engagement, i.e. user interactions with published posts, the Brazilian president Lula is unrivaled with over 18 million likes, comments, shares and clicks on links", continues Giorgetti, noting that "the survey was unable to take into consideration some Heads of government, due to their lack of presence on the social networks analysed, such as Vladimir Putin for example".

"Very loyal - adds Giorgetti - also the audience of

Zelensky and Erdogan

who create a real social fan base in their favor, every time they publish a content".

Therefore, if "Lula is also the leader who publishes the most content, a good 1,362 in 3 months - explains Giorgetti -, the figure that gives us the true value of social media marketing activities is the average engagement per post. And also in this case it is Zelensky and Lula who obtain the most important performances.

They are followed by the Egyptian president

Abdel Fattah al Sisi,

the prime minister of the United Kingdom Rishi Sunak and by the prime minister Giorgia Meloni".

Finally, the survey reveals "how the leaders of Northern European countries have less important performances. Just as social networks are less important in those countries, where they condition less consensus and the identity aspect of politicians and their parties".

"The new survey once again underlines the importance of dedicated, careful and virtuous management of the main social platforms and how, both nationally and internationally, a strategy that rewards a story and a direct relationship with citizens and the community is successful. public opinion", declares