

Modi is the most "powerful" world leader on social media, Meloni is in 19th place



Prime Minister of India **Narendra Modi**, with over 207 million followers on social media, is the most 'powerful' world leader on the web. This is what emerges from the Digital Observatory - partner of the Digital Italy Foundation - which conducted a survey on 196 heads of government (among all the countries of the world) analyzing social media marketing activities, and drawing up a ranking by number of followers, total engagement and average engagement per post of the last 3 months, on Facebook, Instagram and Twitter. Under the lens, therefore, every figure holding executive power or anyone exercising substantial powers, including Pope Francis.

"By number of followers, considering the three social networks most used by leaders, at the top of the ranking is Narendra Modi, prime minister of India, with over 207 million followers, followed by the president of Indonesia **Joko Widodo** with more than 80 million e **Joe Biden**, US president, with 66 million", explained Sandro Giorgetti, head of the digital observatory. "They follow the president of Turkey **Recep Tayyip Erdogan** with 40 million, that of Ukraine Volodymyr Zelensky (in fifth place) with 27 million and of Brazil Luiz Inácio Lula da Silva with over 25 million.

Coming to Italy, the Italian Prime Minister **Giorgia Meloni** it is 19th in the world for followers (6 million 154 thousand), ninth for overall engagement, has published 410 contents in the last 3 months and is 12th for average interactions per post. And furthermore, among the small states, the only leadership that can count on attention and an important international following on social media is **Papa Francesco**: 12th overall for followers (over 14 million followers without considering Facebook where it is not present), 16th for engagement, 10th for engagement per post".

"From the analysis by continent – continued Giorgetti – it emerges that in America the top three are Biden, Lula and the president of Mexico Andrés Manuel López Obrador. For Europe, however, Erdogan, Zelensky and the president of France Emmanuel Macron. For Asia Modi, Widodo and the prime minister of Cambodia Hun Sen. For Africa the president of Egypt Abd al-Fattah al-Sisi, of Nigeria Muhammadu Buhari and of Ghana Nana Akufo-Addo. For Oceania, the Prime Minister of Australia Anthony Albanese, Fiji Sitiveni Rabuka and New Zealand Chris Hipkins. For overall engagement (user interactions with published posts), Brazilian President Lula obtains the highest number with over 80 million likes, comments, shares and clicks on links. The community of Zelensky with 66 million and of Widodo with almost 41 million is very active. Followed by Erdogan, Modi and the Prime Minister of Malaysia Anwar Ibrahim". "Nicolas Maduro, the president of Venezuela – added Giorgetti – is the leader who publishes the most content, as many as 1.461 in 3 months, followed by Lula and Modi. But the data that gives us the value that certifies the most important performance of social media marketing activities is the average engagement per post. Zelensky travels to 12 interactions for each content published, Lula exceeds 871 and Widodo 10". "Our Observatory's new survey – commented Francesco Di Costanzo, president of the Digital Italy Foundation – highlights the digital communication activity of the world's heads of government. What emerges are those leaders who put in place a constant and dedicated activity, with particular attention to engagement, comments, sharing and careful attention to the reference community". "Research – concluded Di Costanzo – is a fundamental element to be able to carry out a complete, in-depth, effective and quality work in the digital field, for this Fondazione Italia Digitale, with the union of surveys, surveys, digital indexes, it measures its impact on various issues and sectors".