

Digital campaigning: The 2017 general election on social media

The social media analytics provider [quintly](#) published its [latest analysis](#) in which they analyzed the political parties in the United Kingdom before the general election on 8 June 2017. Examined were: the distribution of Facebook fans among the parties, the growth of fans and followers since the announcement of the general election and the usage of sponsored posts during this crucial digital election campaign.

Since digital campaigning becomes more relevant for the political parties, quintly decided to scrutinise the digital campaigns of six political parties and as well the profiles of the party leaders. Major findings were the immense fan growth of 39.5% for the Labour party since the general election was announced, and as well the strong Facebook performance of UKIP. The UK Independence have more Facebook fans than Conservatives and 2x as many as the Green Party. Labour party and the Conservatives received the most mentions on Twitter and are therefore more likely to be mentioned by Twitter users. On the contrary, UKIP received 4.5x fewer mentions on the microblogging platform than the Labour party.

“Political campaigning nowadays is not only merely restricted to the classical ad sphere, especially since online ads are less expensive and can be significantly more targeted than those published in newspapers. Political parties are now focusing more on targeting an online audience to reach and especially to win over more potential voters – especially young voters.”

— comments quintly’s Digital Communications Manager Nils Herrmann

A look at the fan demographics of the party leaders revealed further interesting findings, such as that only 63% of Theresa May's Facebook fans are from the United Kingdom. In comparison: 76% of Jeremy Corbyn's Facebook Fans are from the UK. Sponsoring posts on Facebook remains rarely untouched by the political parties, although this way of communicating has a huge potential to reach a specific target audience. For example, only Labour made use of the sponsored post function within Facebook.

The elections will not be decided on social media, but the digital sphere provides a new way of communicating and opens possibilities for campaigning with undecided voters. This in-depth data can be useful for identifying voter tendencies as they provide an indication of potential outcomes of the election. For more information on quintly or a free trial of the social media analytics solution please visit: www.quintly.com



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ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintlys' clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With

an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



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