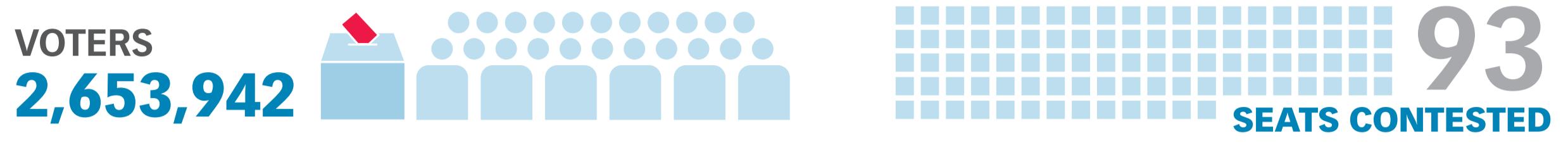
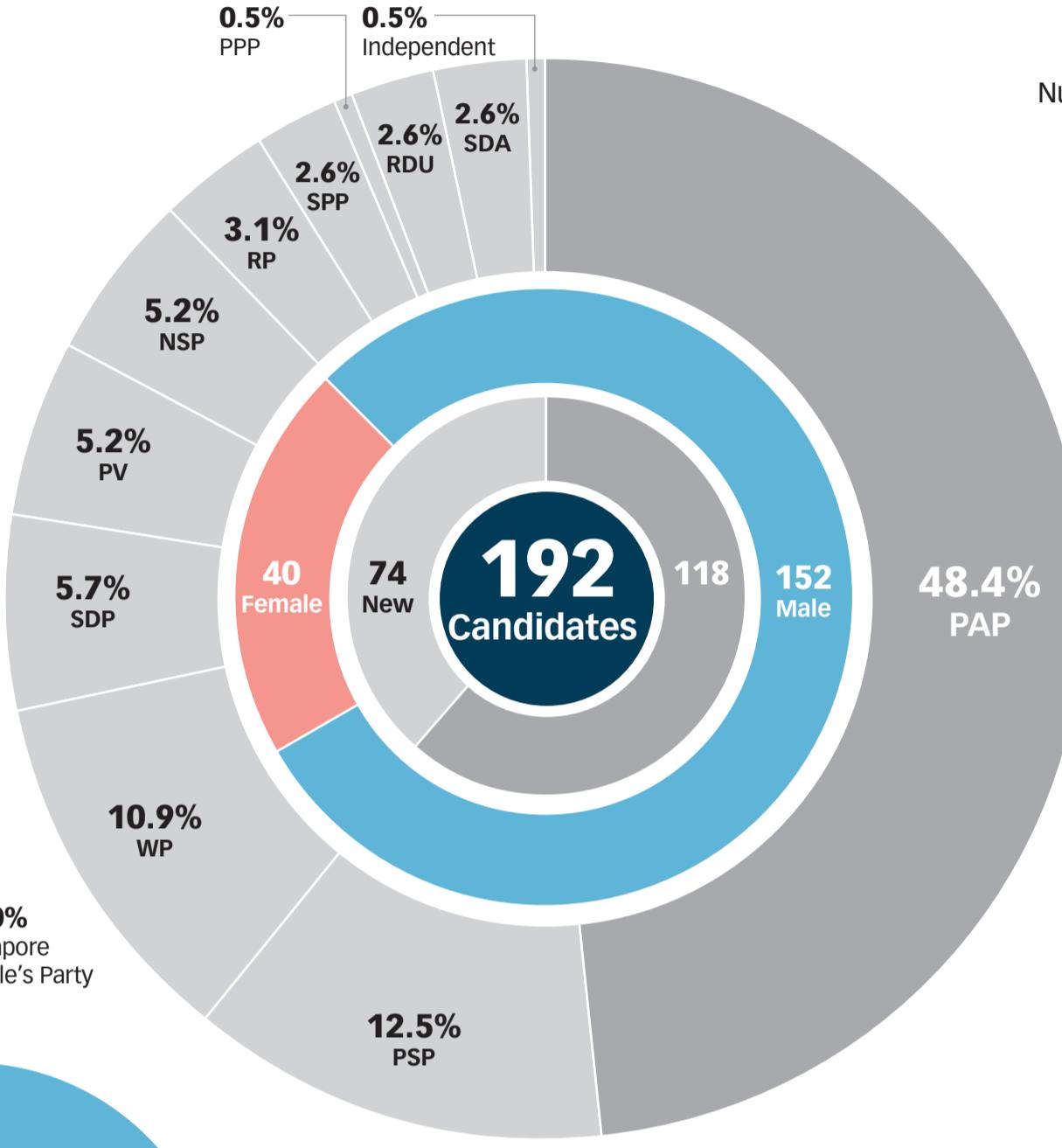
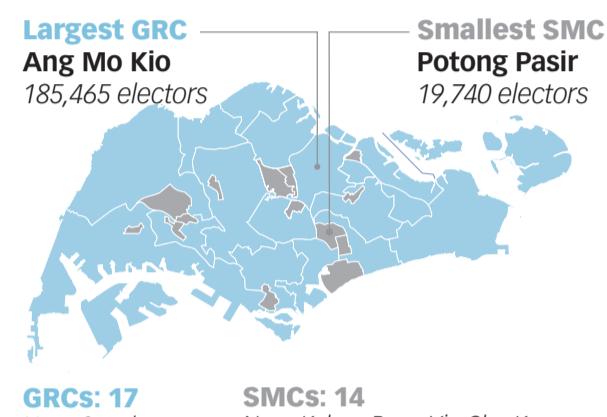


Election by the numbers

Social media platforms have been abuzz with virtual campaigning efforts as polling day draws close, taking the place of physical rallies that were among highlights of past elections in pre-pandemic times. With political parties pushed into the digital age, *The Business Times* looks at how the GE2020 has unfolded in cyberspace. **BY CLAUDIA TAN & NATALIE CHOY**

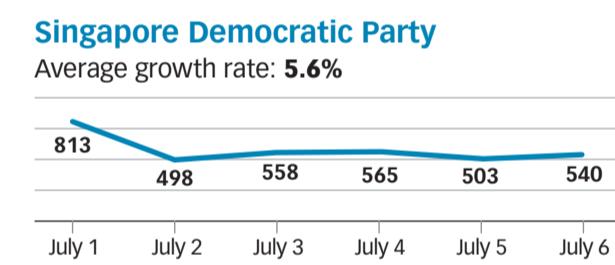
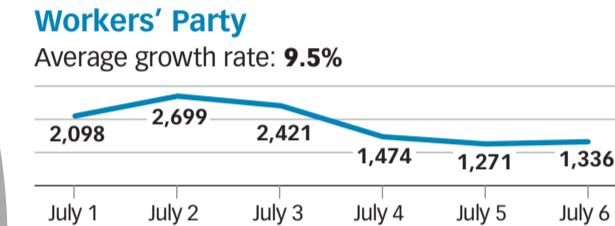
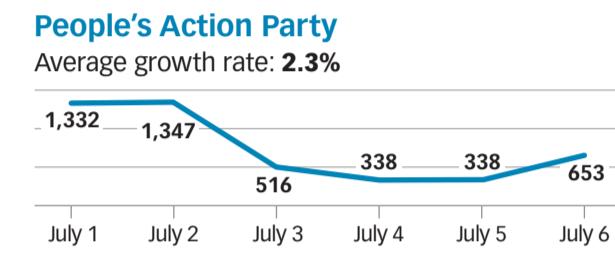


CONSTITUENCIES



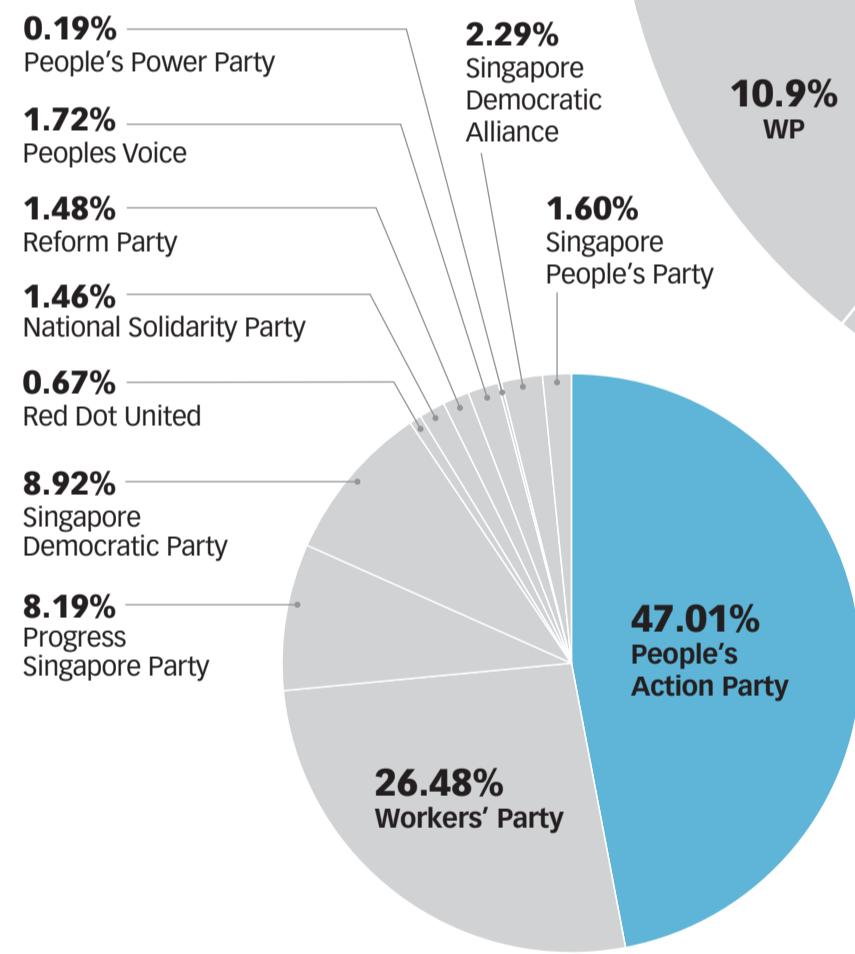
FOLLOWER GROWTH

Number of Facebook followers gained per day



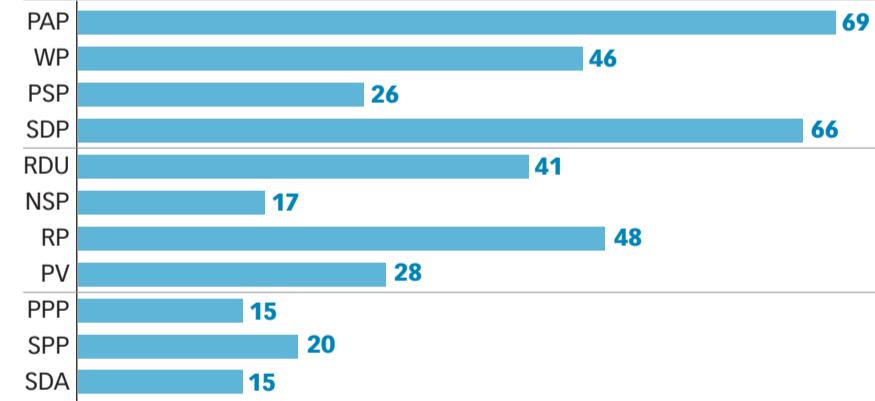
SHARE-OF-VOICE

Based on content generated by political parties on digital media platforms



FACEBOOK ACTIVITY

Number of wall posts from July 1 to 6



FACEBOOK POSTS

How the four main parties (WP, PAP, SDP and PSP) fared on Facebook between June 22 and July 1

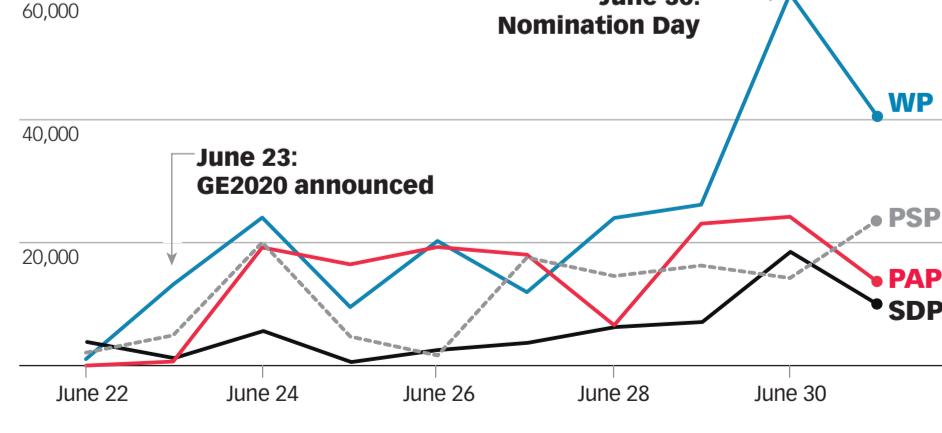


INTERACTIONS

Of the four main parties, WP posted the least number of times on Facebook (47) but garnered the highest number of interactions (231,130).

PAP posted the most number of times (107) but the total interaction for these posts was significantly lower at 140,632. PSP garnered 119,460 interactions with 50 posts, while the SDP got 58,949 interactions with 54 posts.

Total no of interaction/day



SHARES

Facebook posts by WP were the most shared – 29,229 times, compared to 22,713 times for PSP, 13,738 times for PAP and 9,493 for SDP.

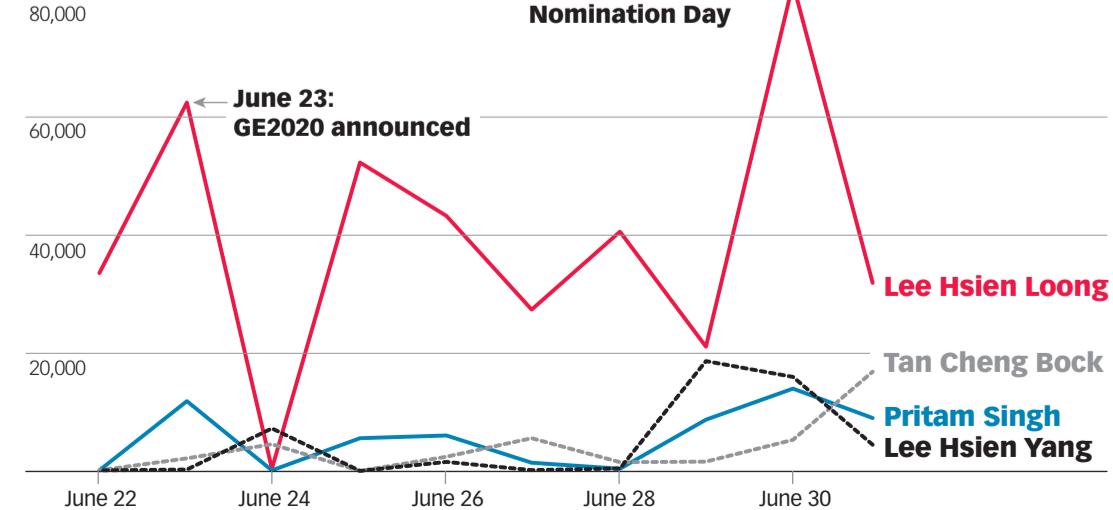
The most shared Facebook post among the four political parties is WP's "Make Your Vote Count" video, which the party posted on June 24 and had since been shared 5,239 times.



KEY PERSONALITIES

Between June 22 and July 1, PM Lee posted 29 times on Facebook and garnered 390,342 total interactions – more than 2.7 times the total interactions of Tan Cheng Bock, Pritam Singh and Lee Hsien Yang.

Total Facebook interactions/day



Based on 1,460 GE-related Facebook posts from 15 public Facebook pages in Singapore between June 22 (a day before the election is announced) and July 1 (a day after Nomination Day).