

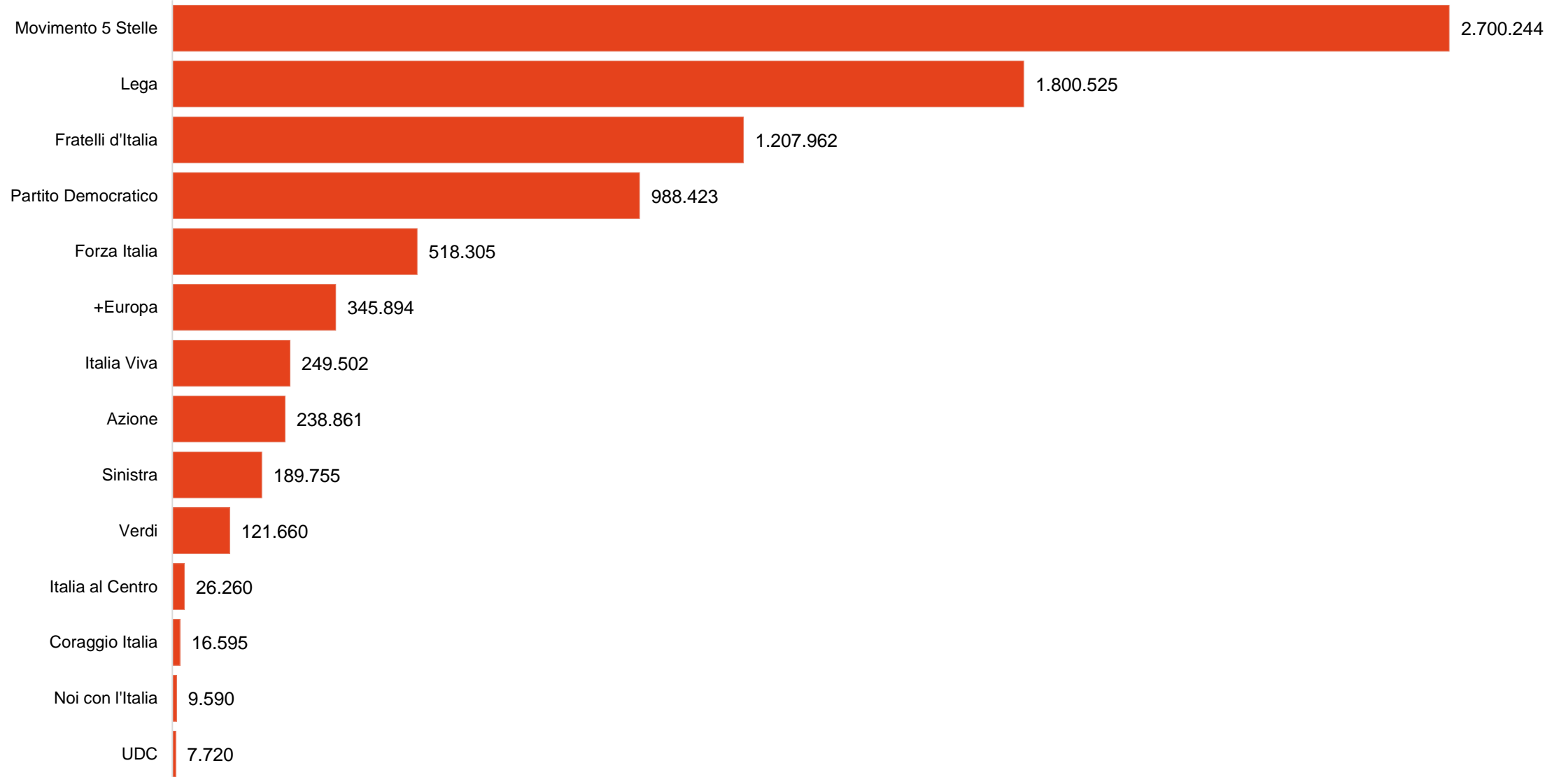
FORZE POLITICHE
LEADER FORZE POLITICHE

FORZE POLITICHE

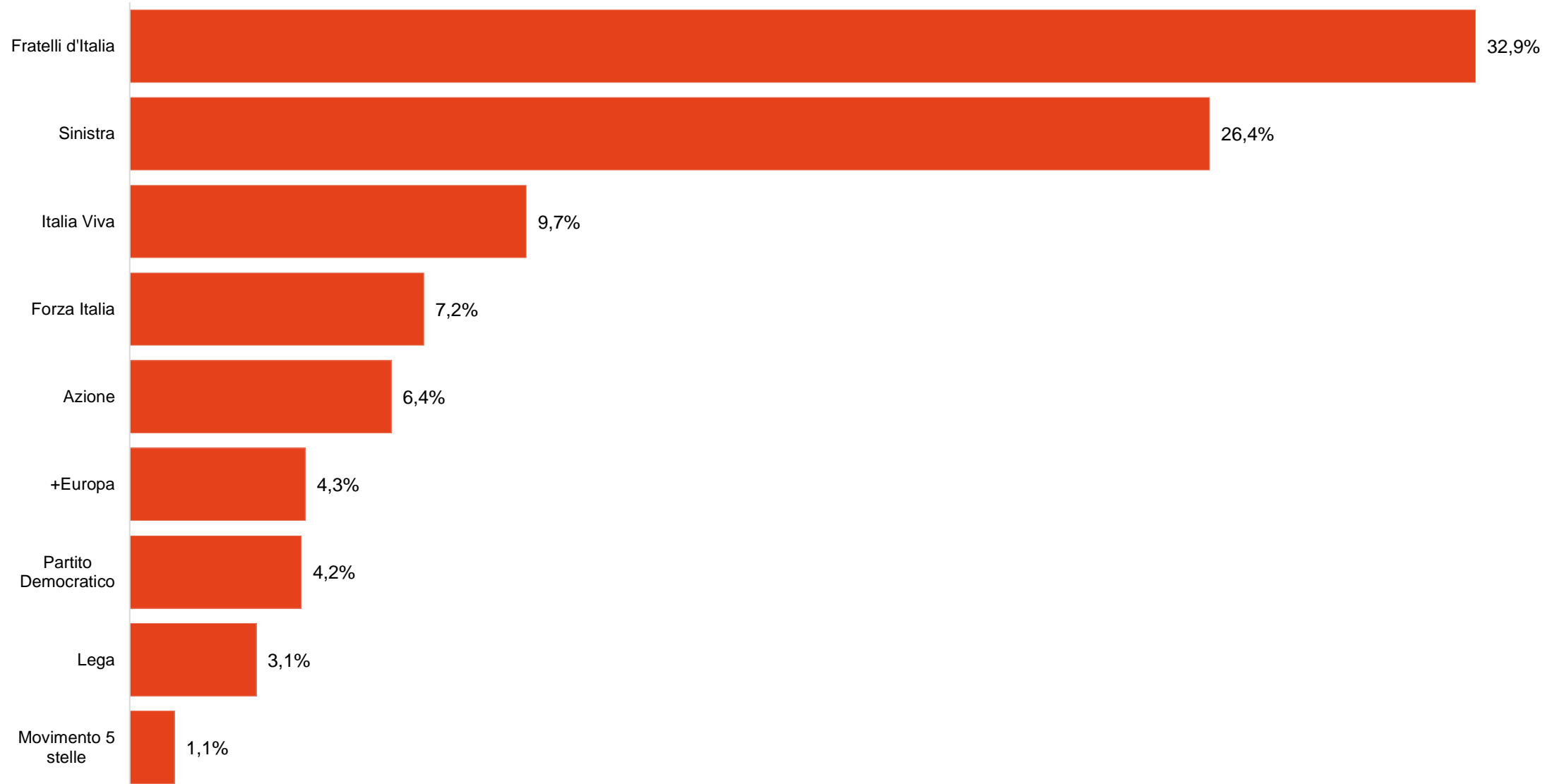
Il responsabile dell'Osservatorio:
Sandro Giorgetti

L'indagine ha riguardato le 14 maggiori forze politiche italiane. L'Osservatorio Digitale ha analizzato, al 21 settembre 2023, le attività di Social Media Marketing, stilando una classifica per numero di Follower, Engagement totale ed Engagement medio per post degli ultimi 3 mesi, su Facebook, Instagram, Twitter e TikTok.

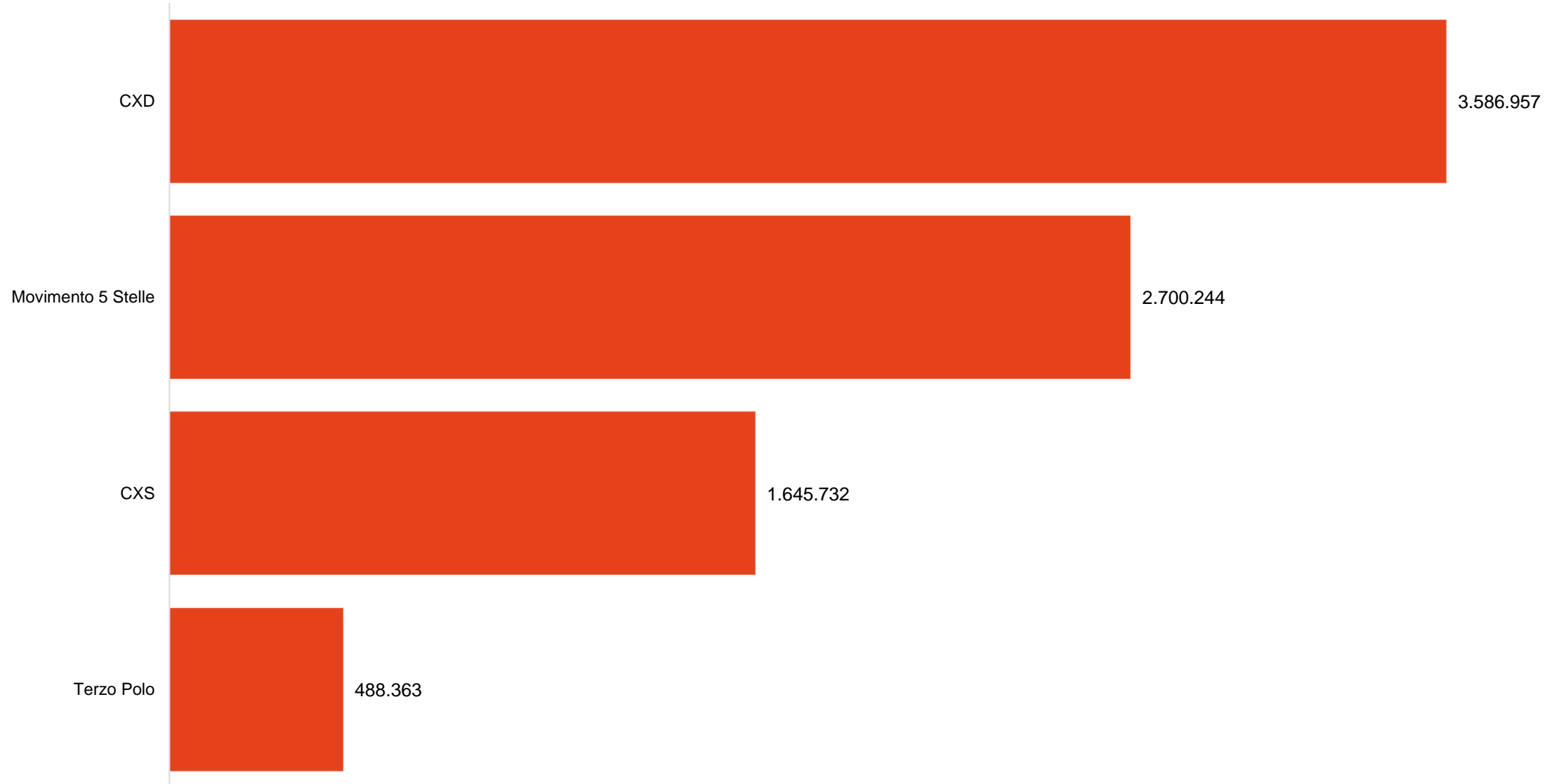
FOLLOWER



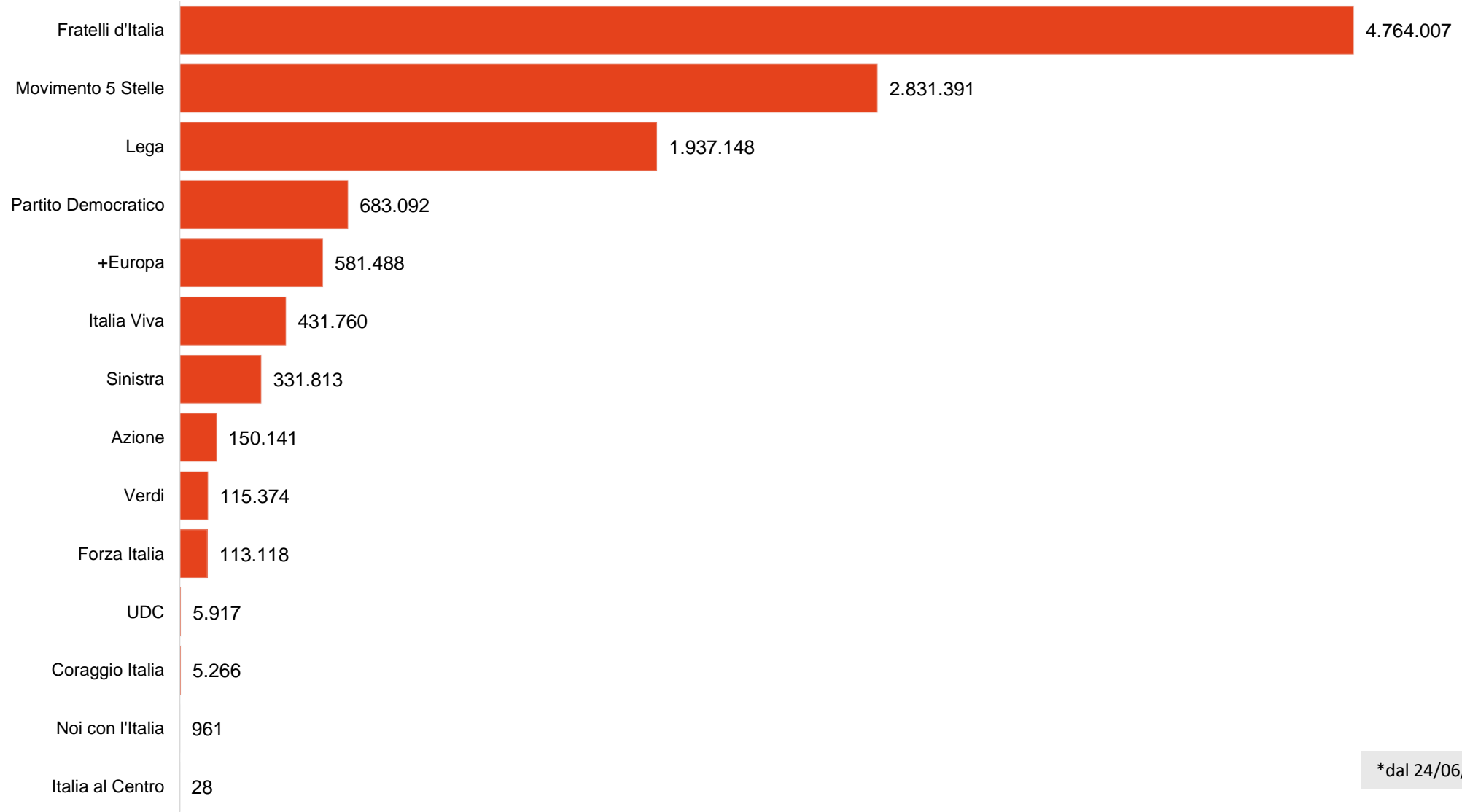
FOLLOWER: 1 GEN 23 – 20 SET 2023 vs 1 GEN 22 – 20 SET 2022



FOLLOWER

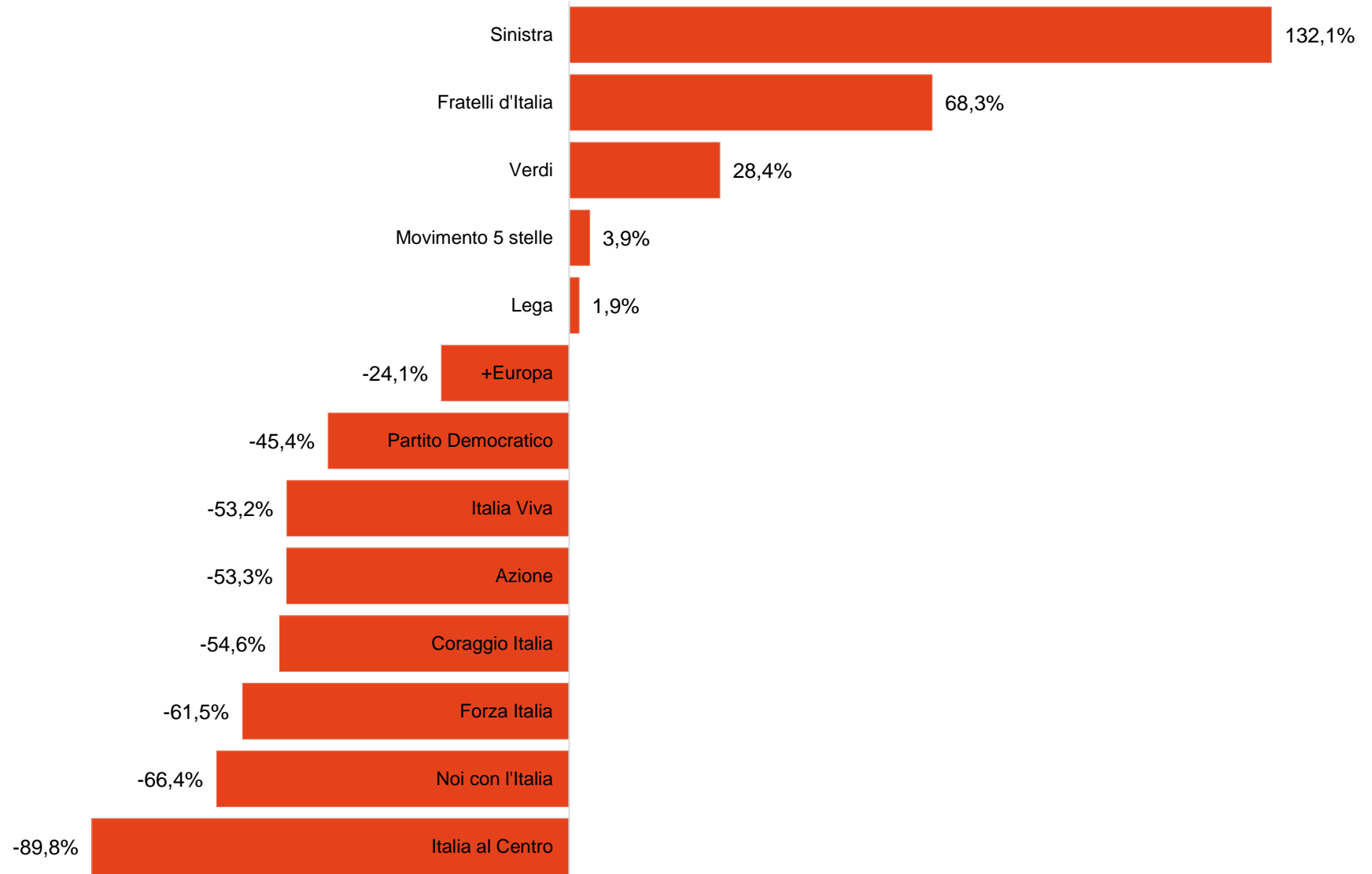


ENGAGEMENT

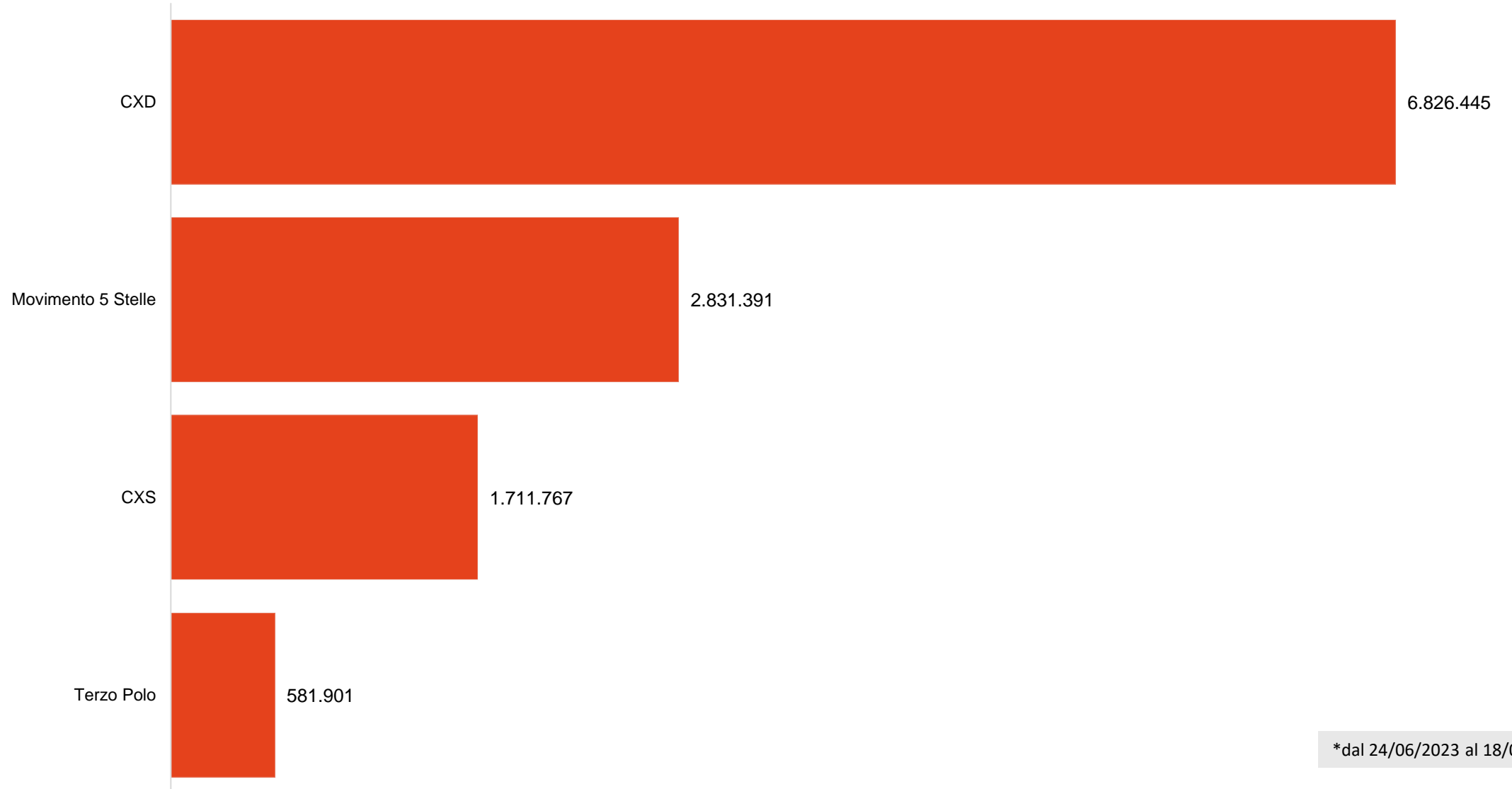


*dal 24/06/2023 al 18/09/2023

ENGAGEMENT: 1 GEN 23 – 20 SET 2023 vs 1 GEN 22 – 20 SET 2022

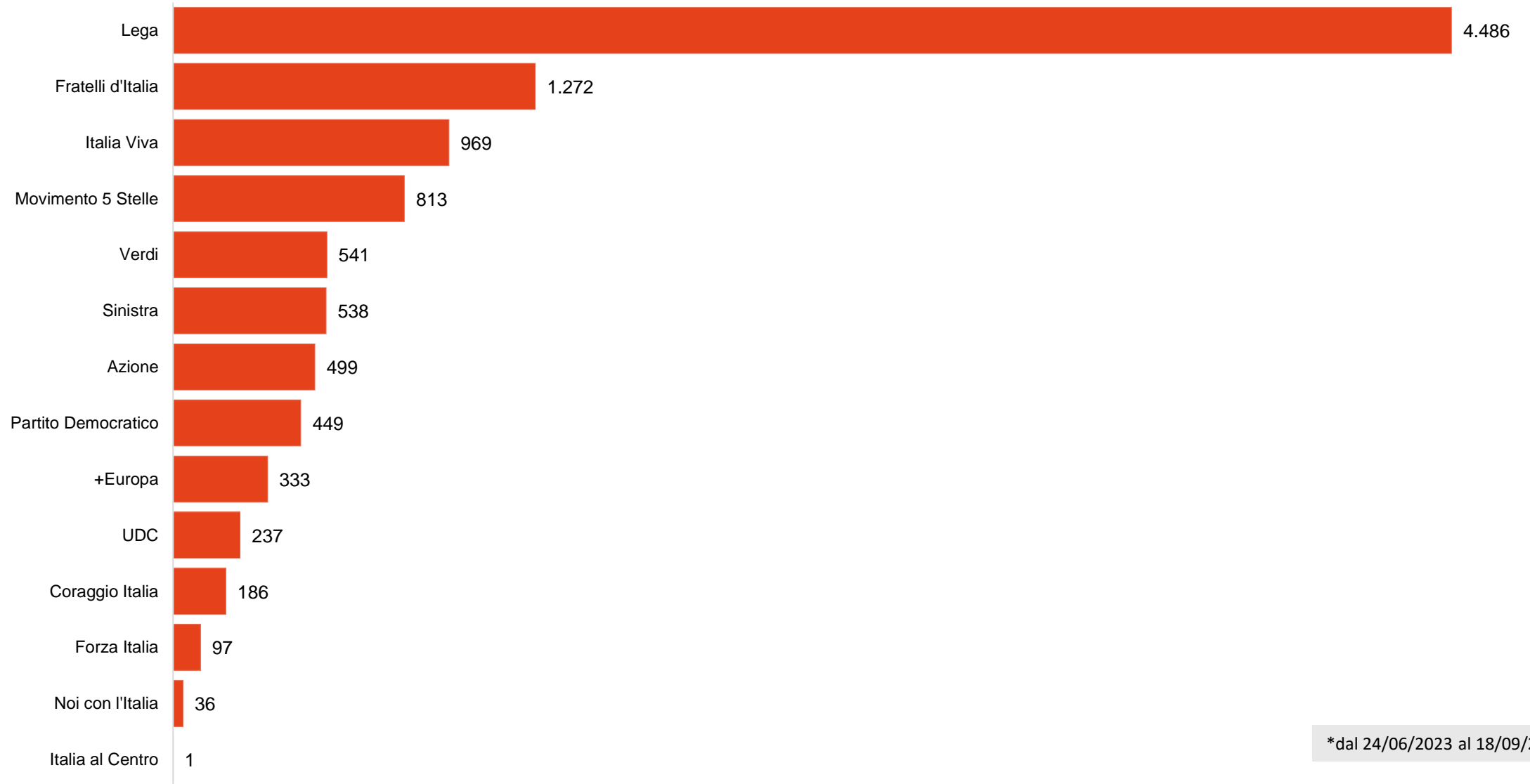


ENGAGEMENT



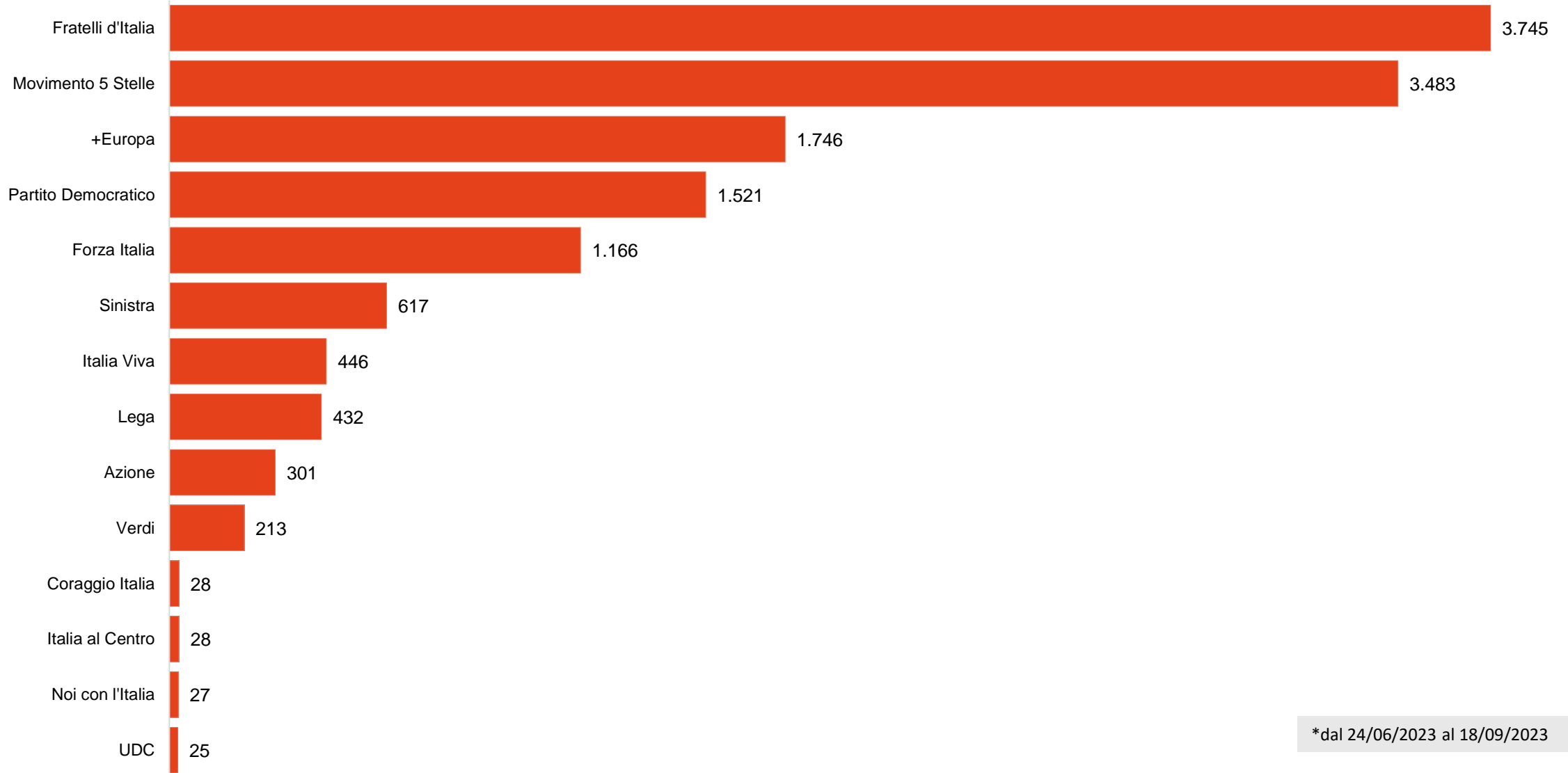
*dal 24/06/2023 al 18/09/2023

NUMERO DI POST



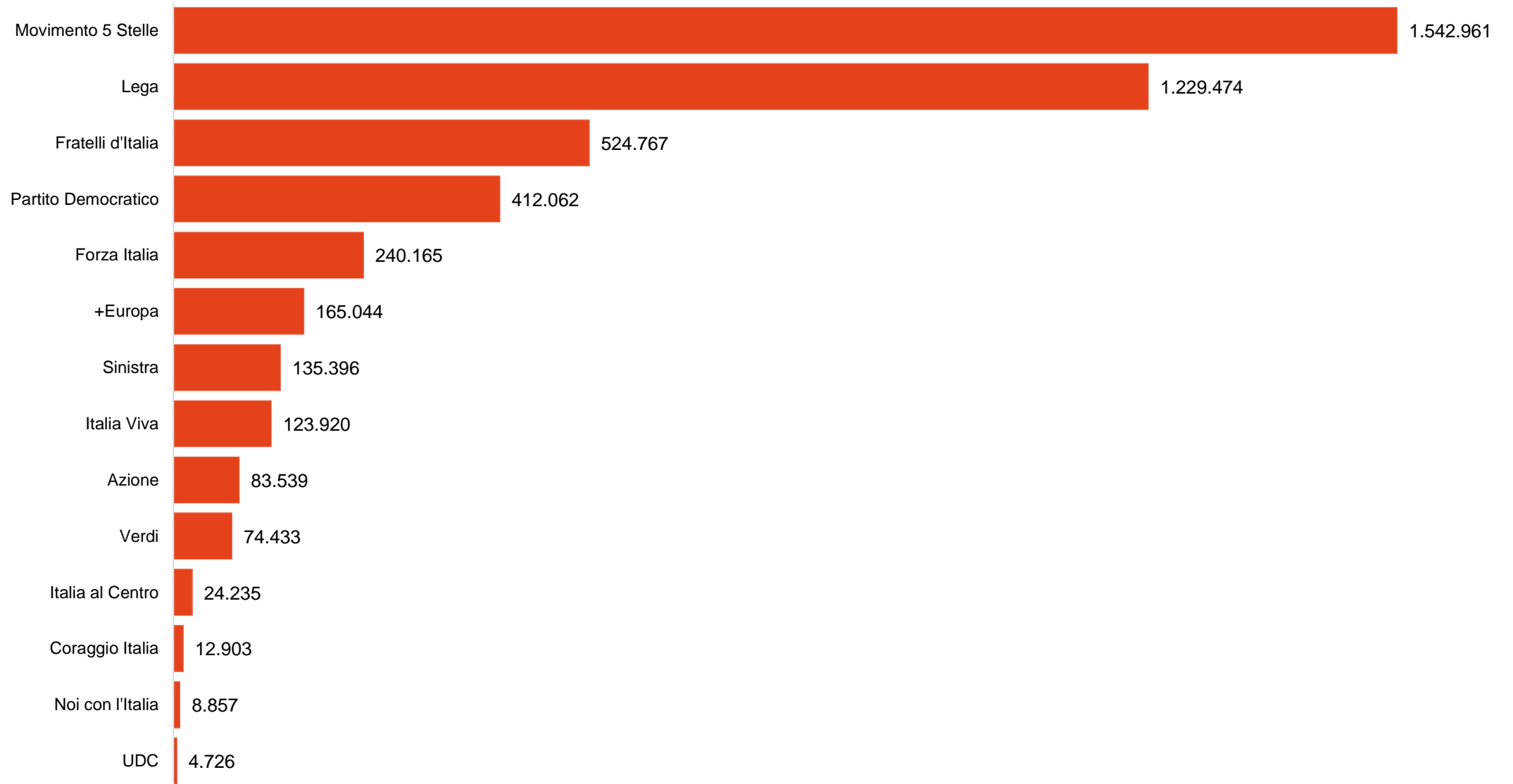
*dal 24/06/2023 al 18/09/2023

ENGAGEMENT PER POST

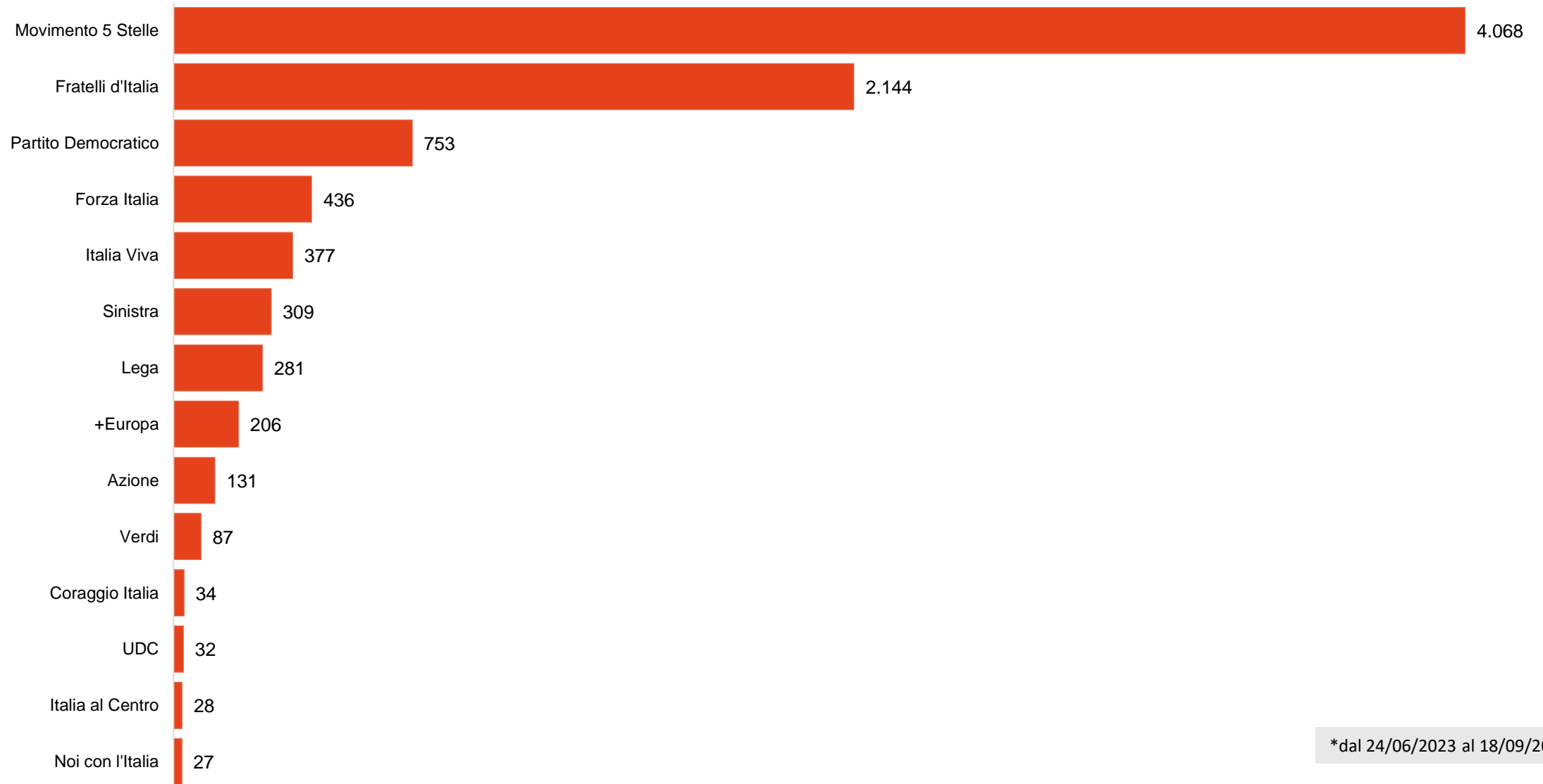


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FAN



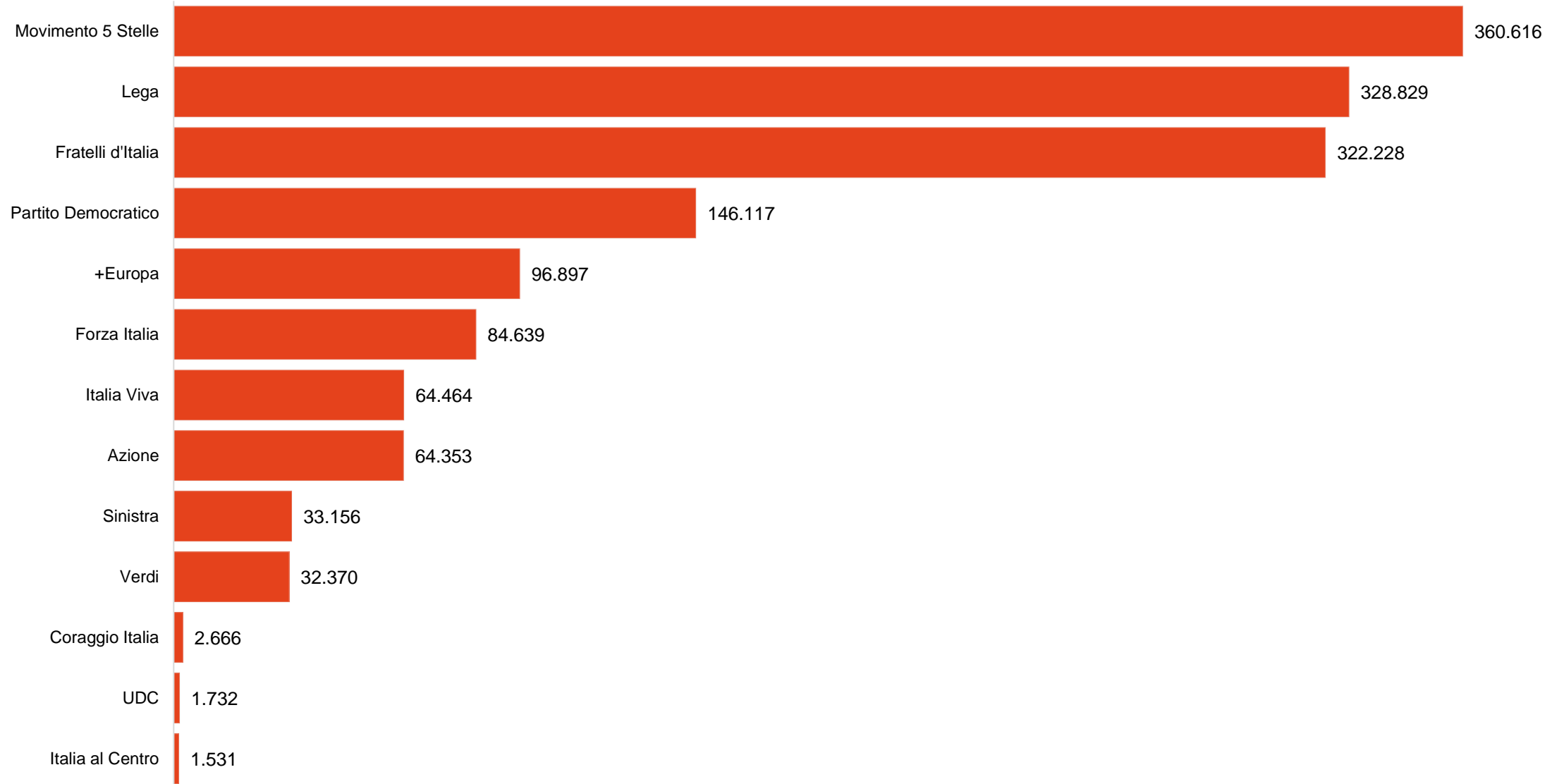
ENGAGEMENT MEDIO PER POST



*dal 24/06/2023 al 18/09/2023

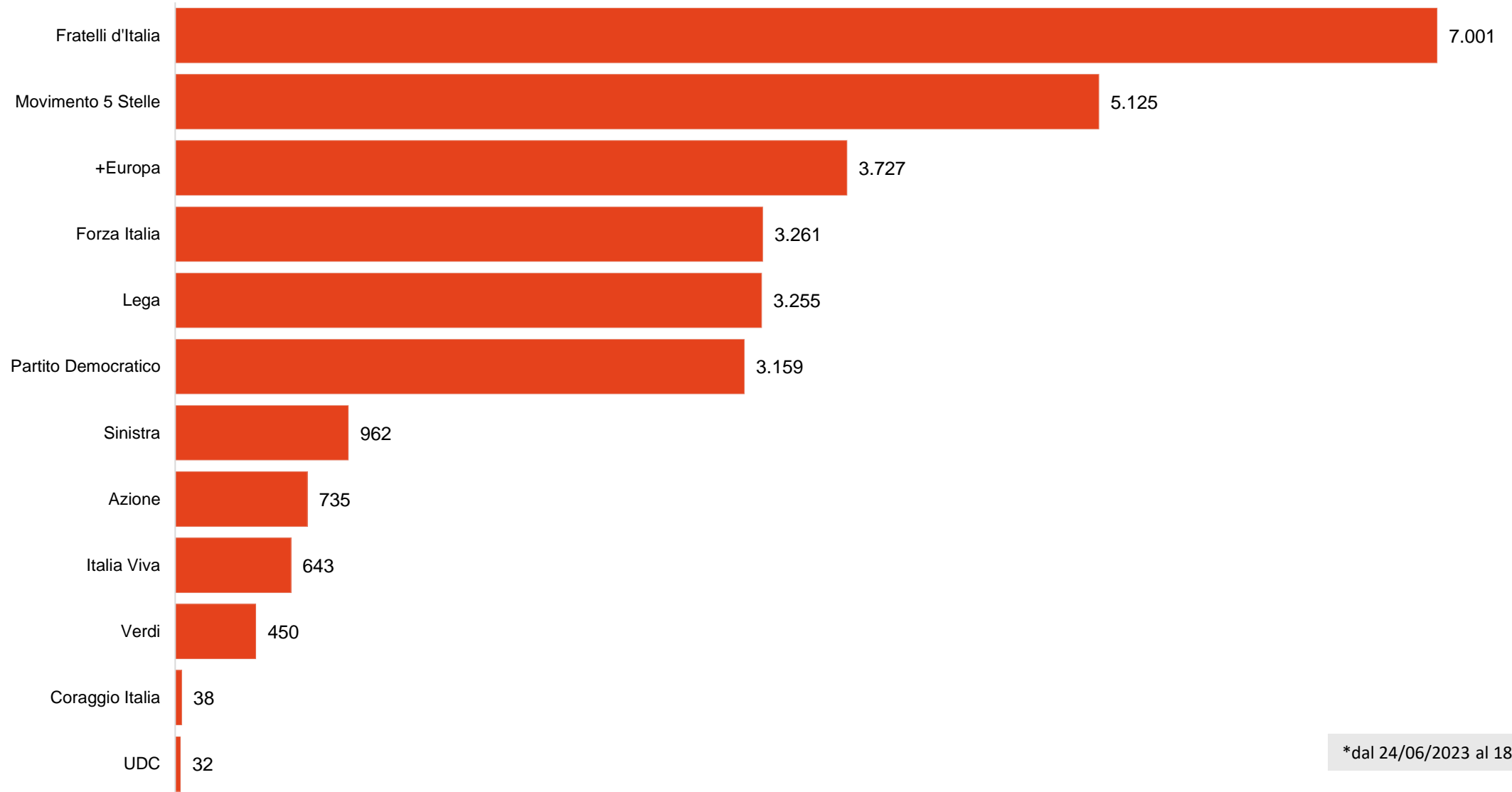


FOLLOWER



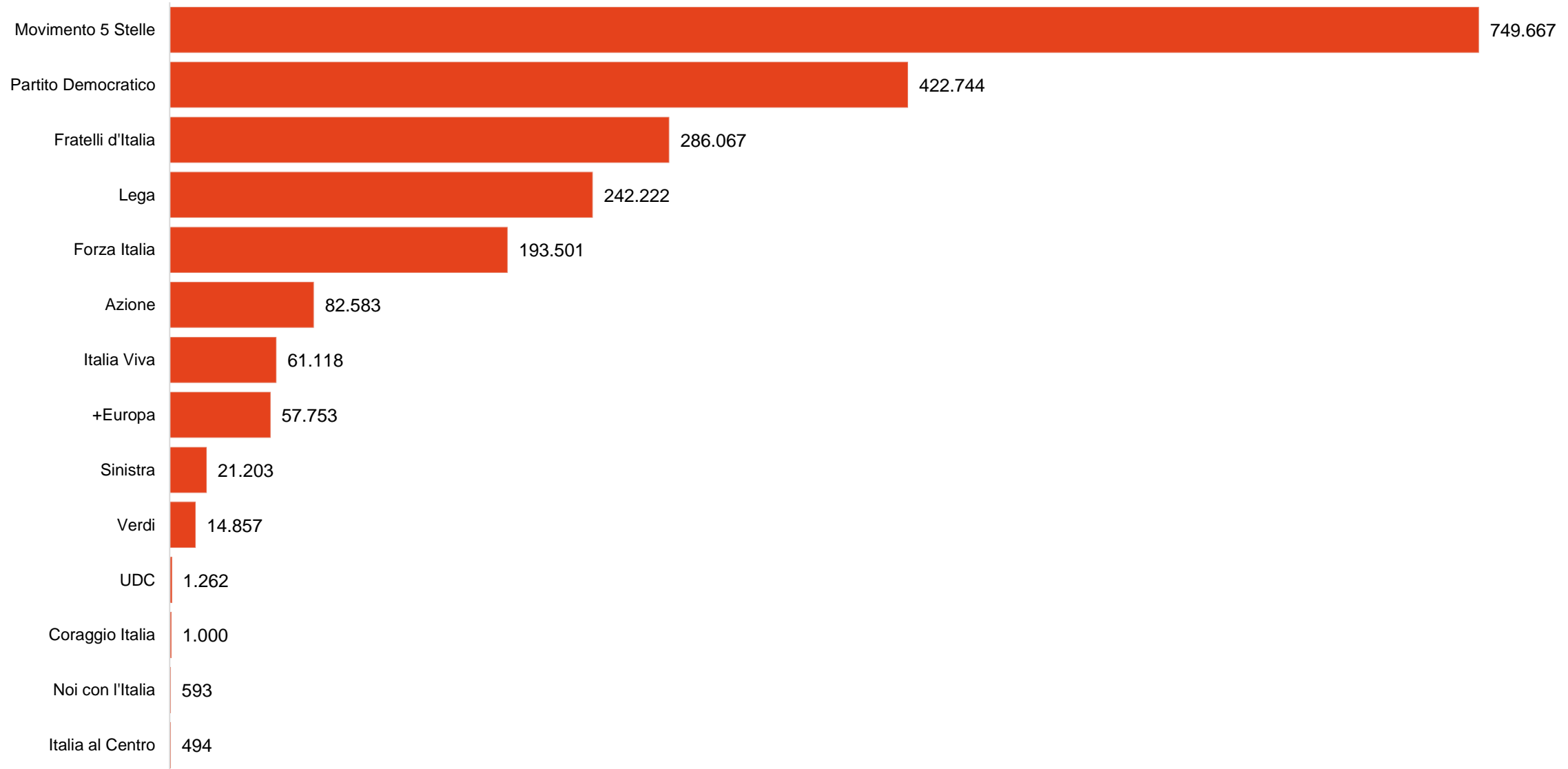


ENGAGEMENT MEDIO PER POST

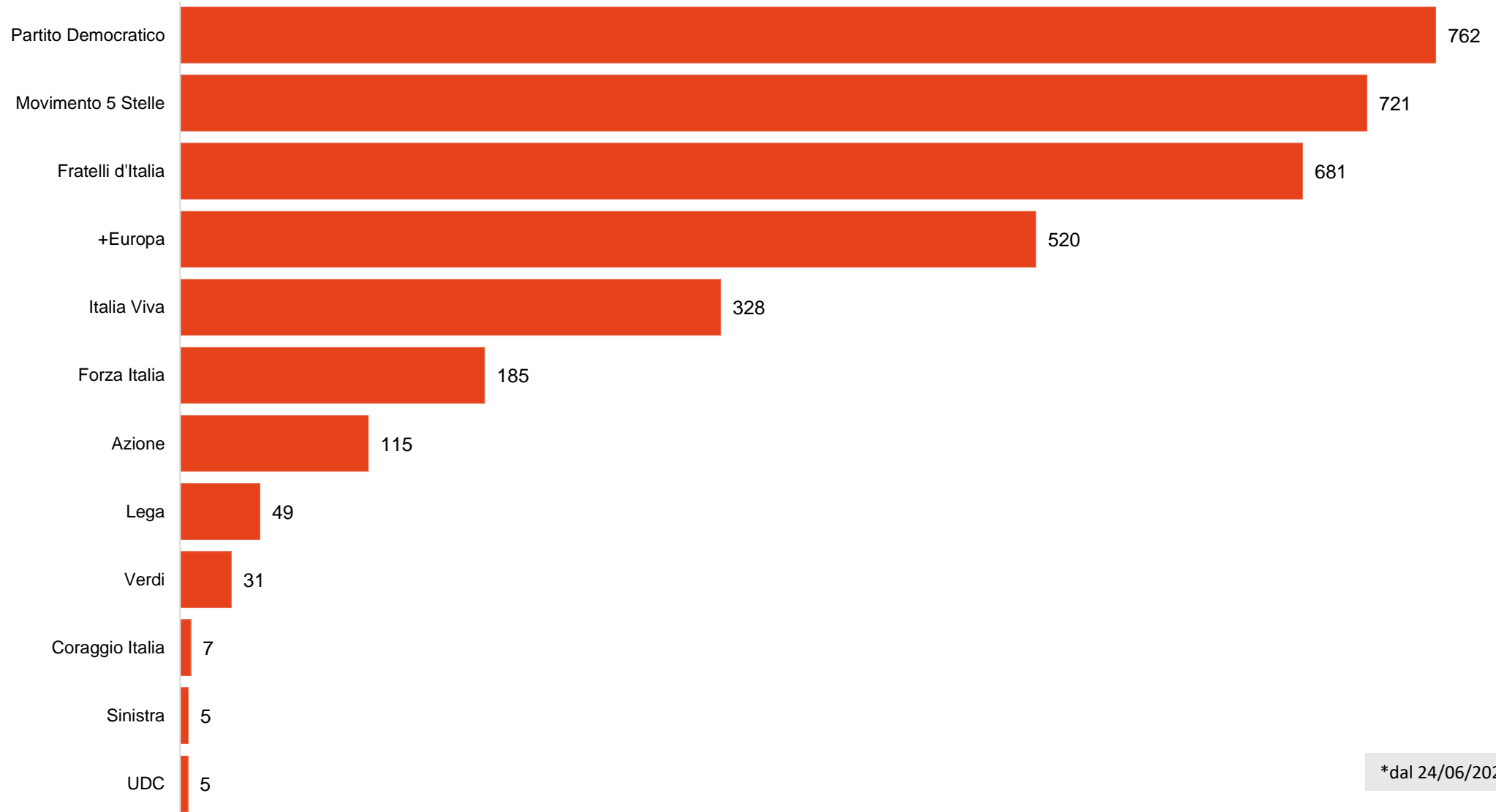


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FOLLOWER



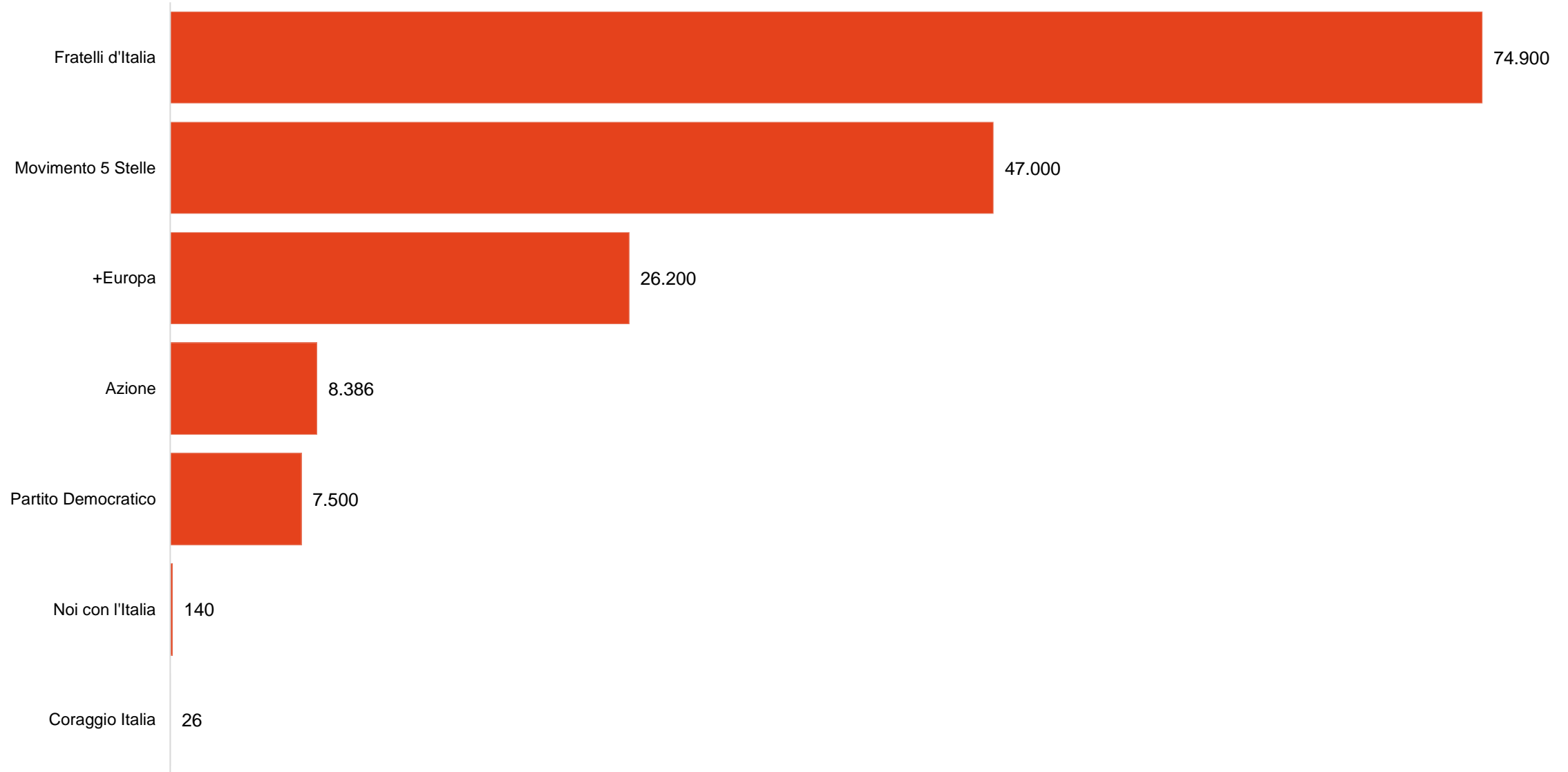
ENGAGEMENT MEDIO PER POST



*dal 24/06/2023 al 18/09/2023



FOLLOWER

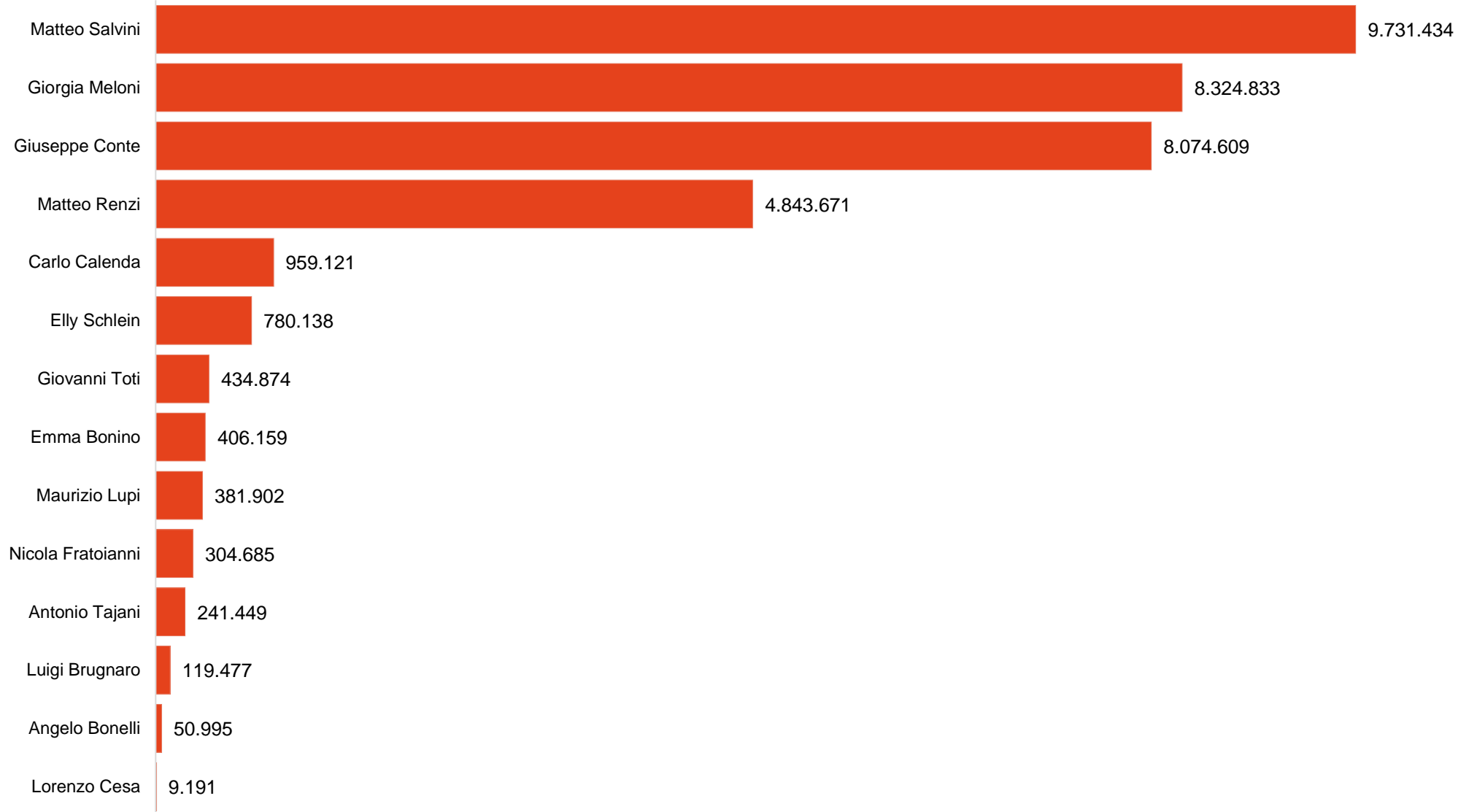


LEADER FORZE POLITICHE

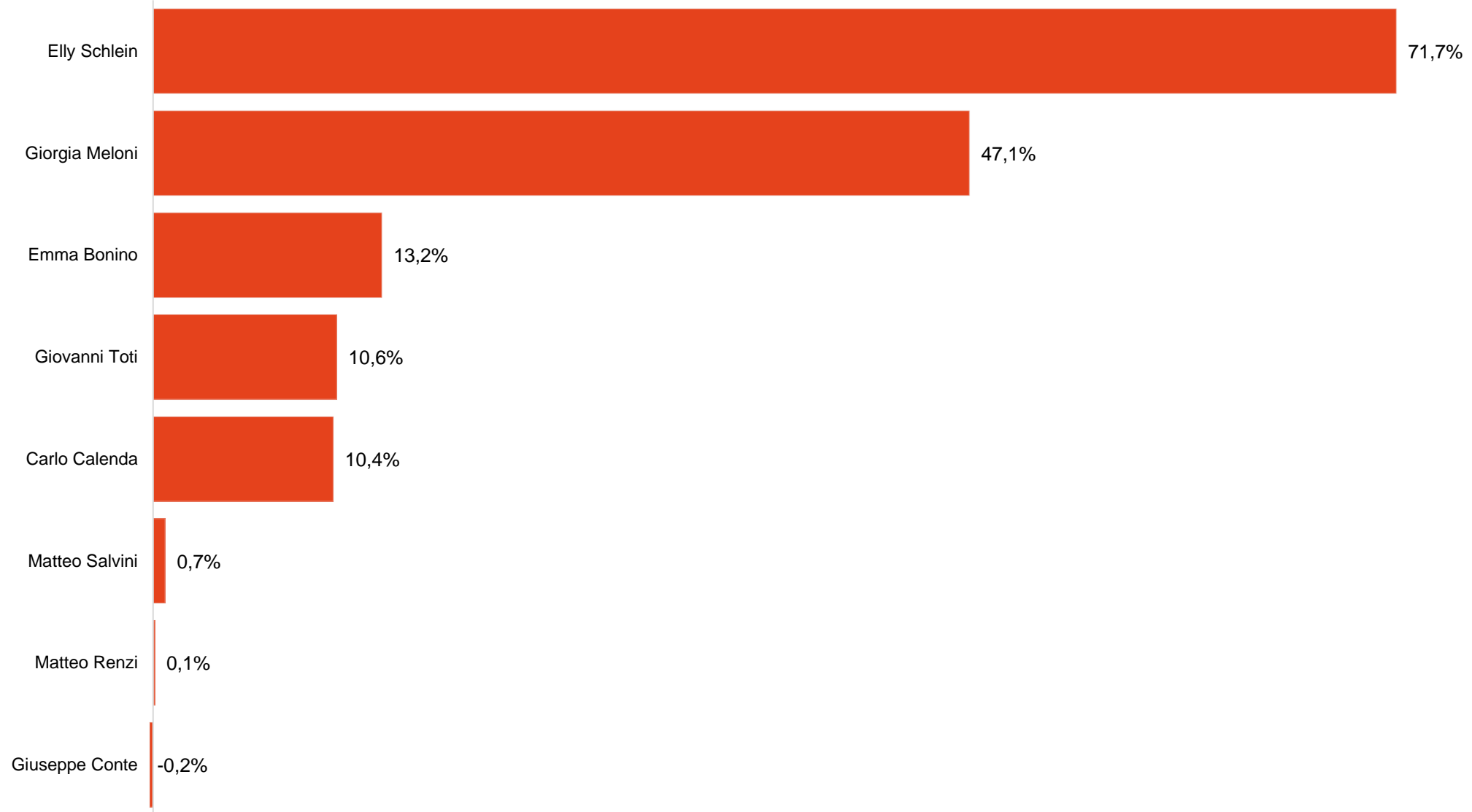
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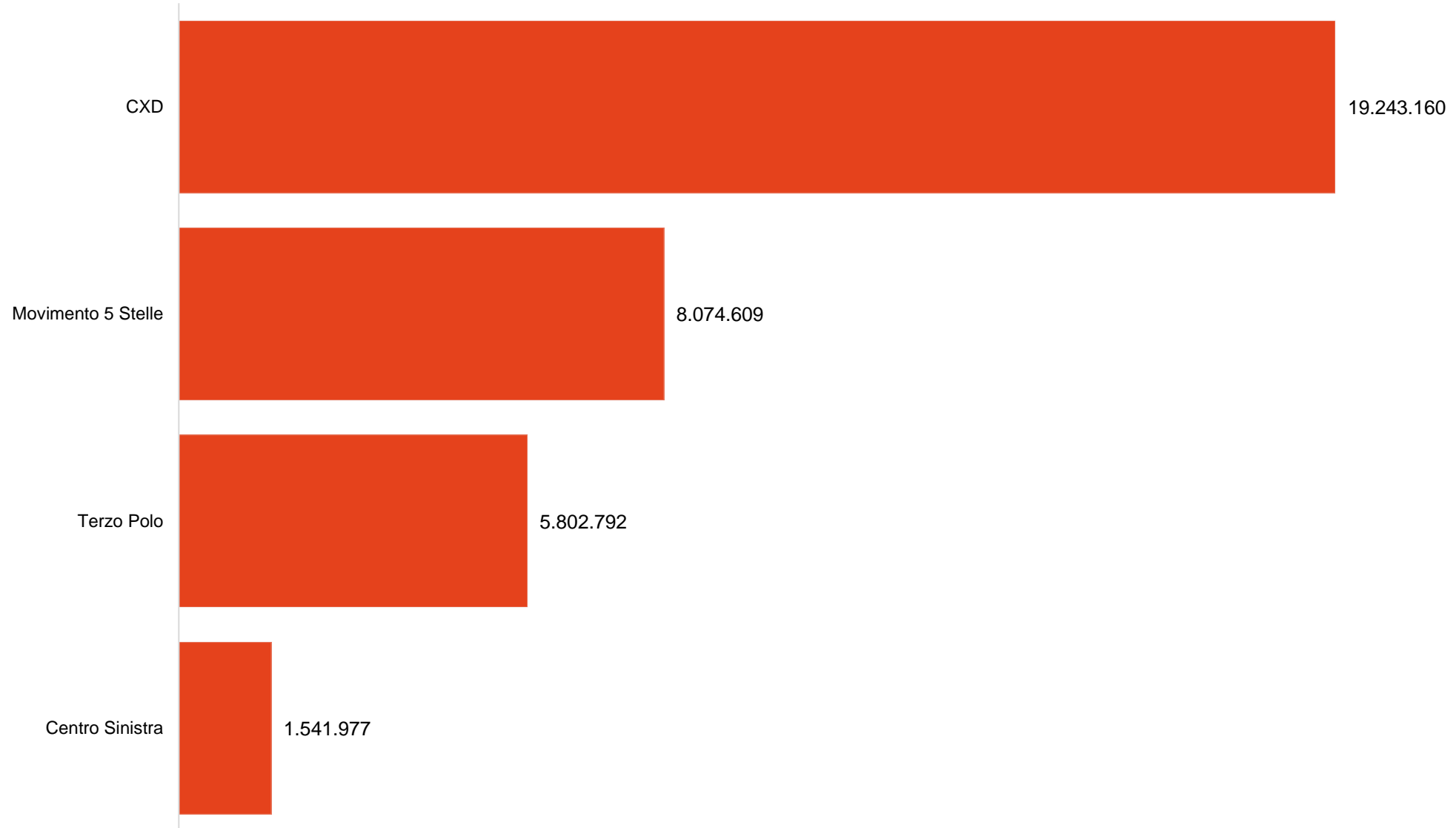
FOLLOWER



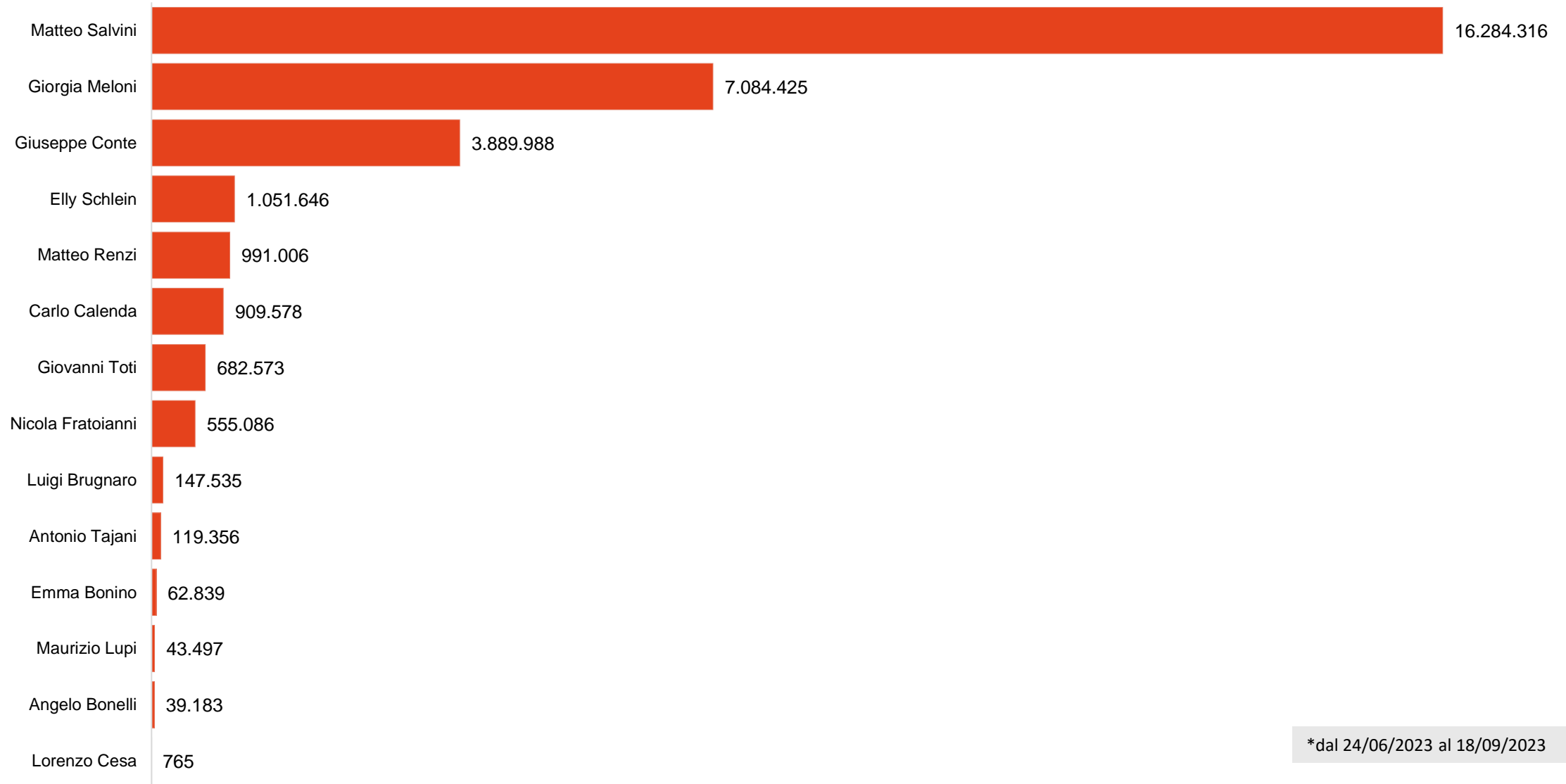
FOLLOWER: 1 GEN 23 – 20 SET 2023 vs 1 GEN 22 – 20 SET 2022



FOLLOWER

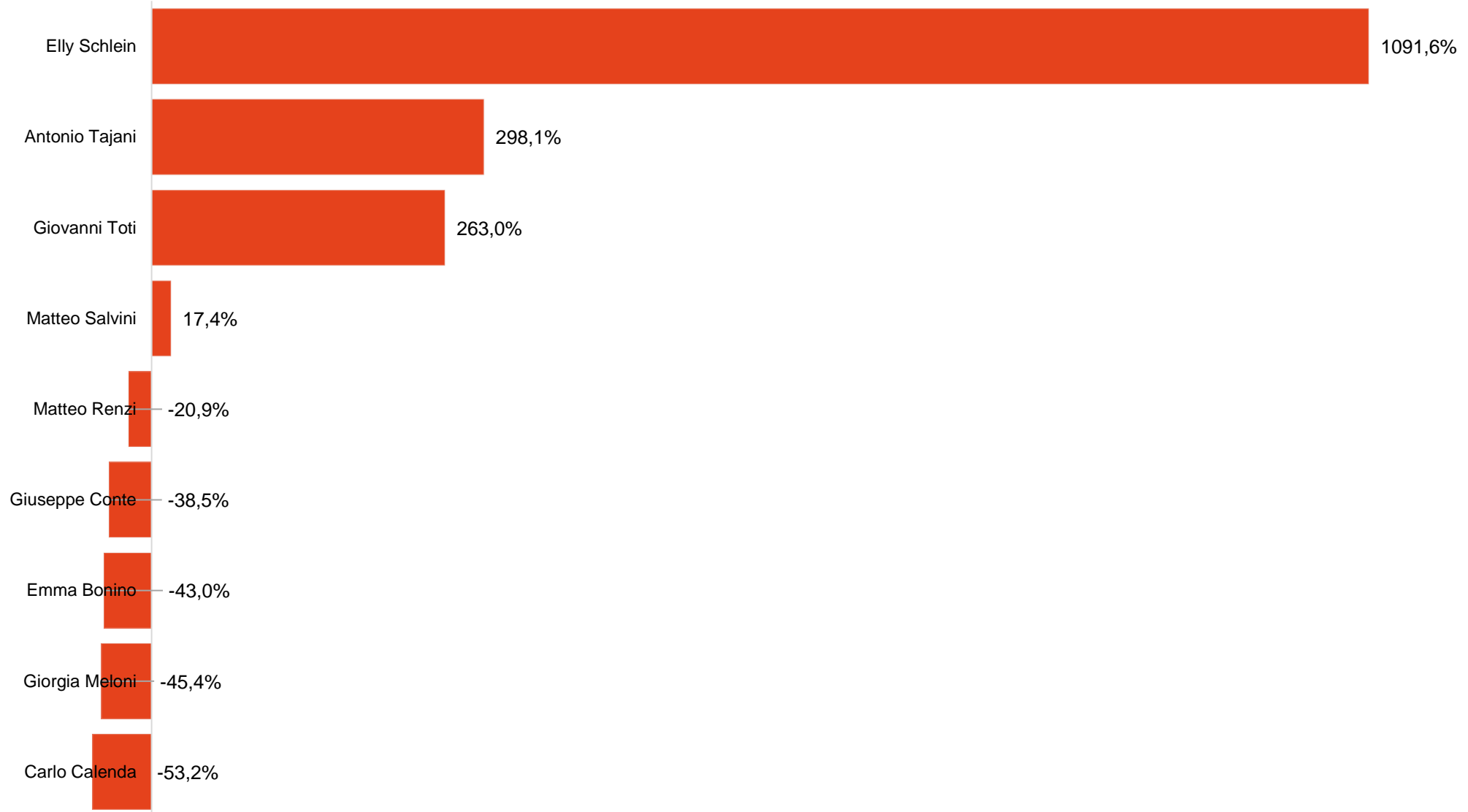


ENGAGEMENT

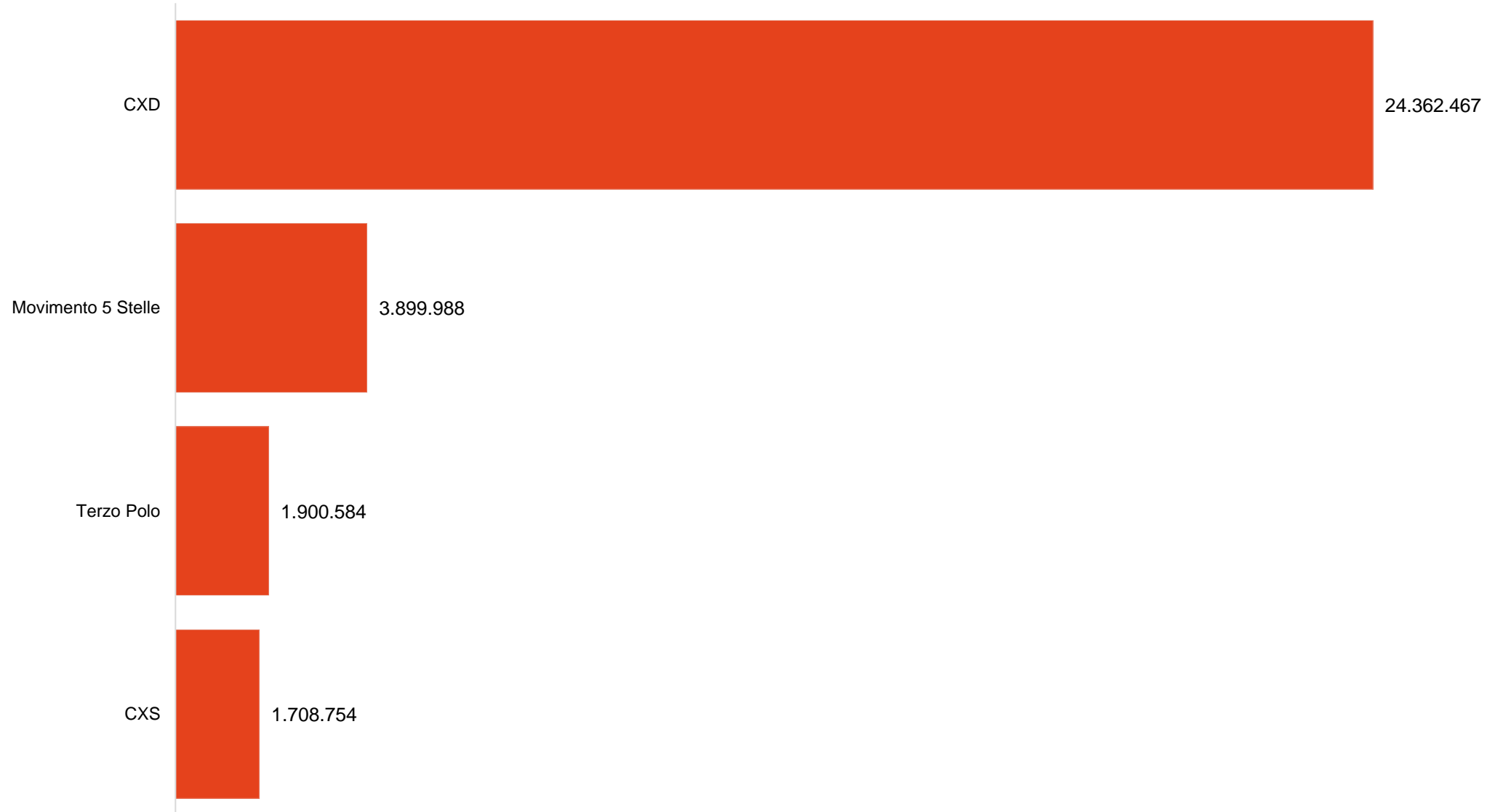


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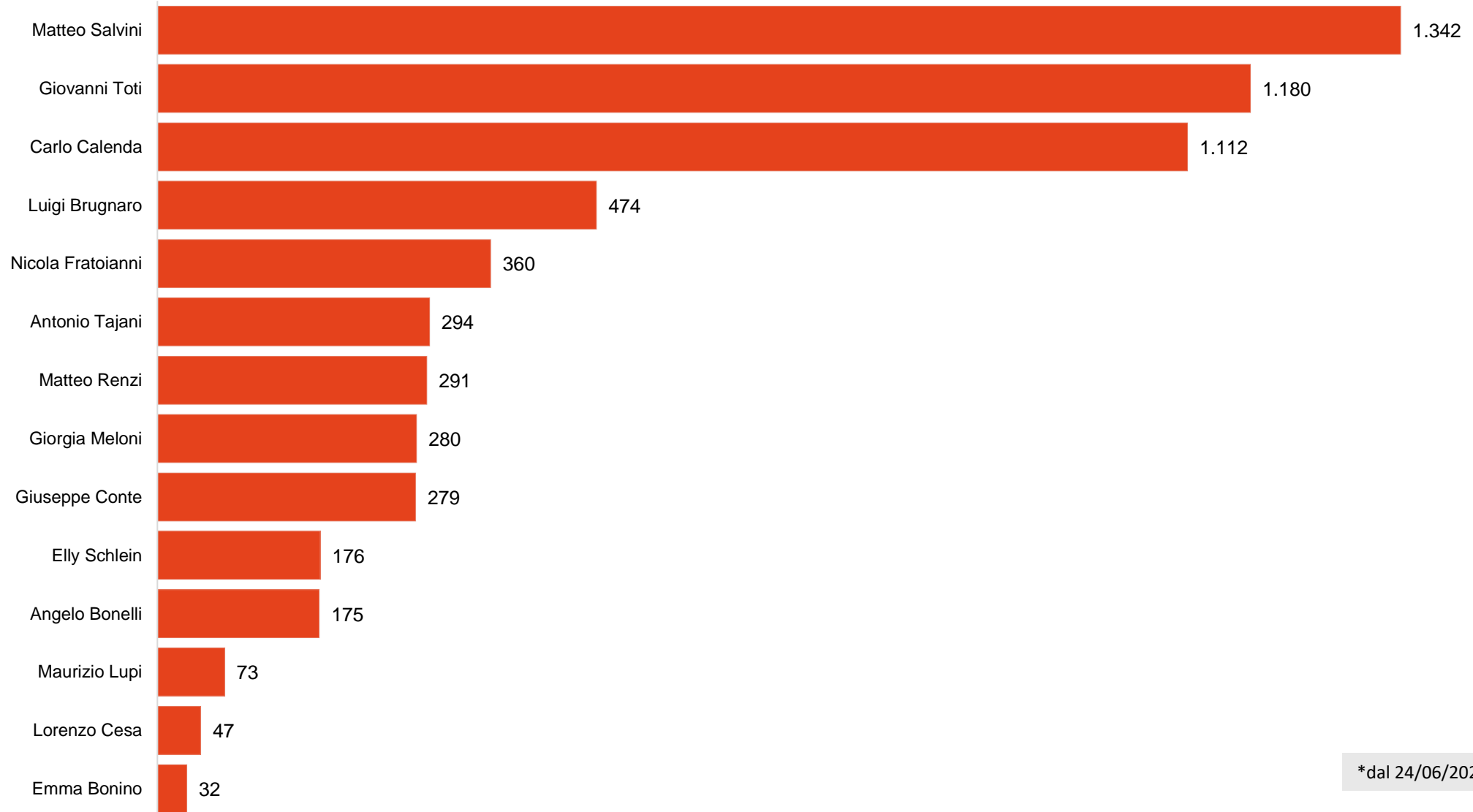
ENGAGEMENT: 1 GEN 23 – 20 SET 2023 vs 1 GEN 22 – 20 SET 2022



ENGAGEMENT

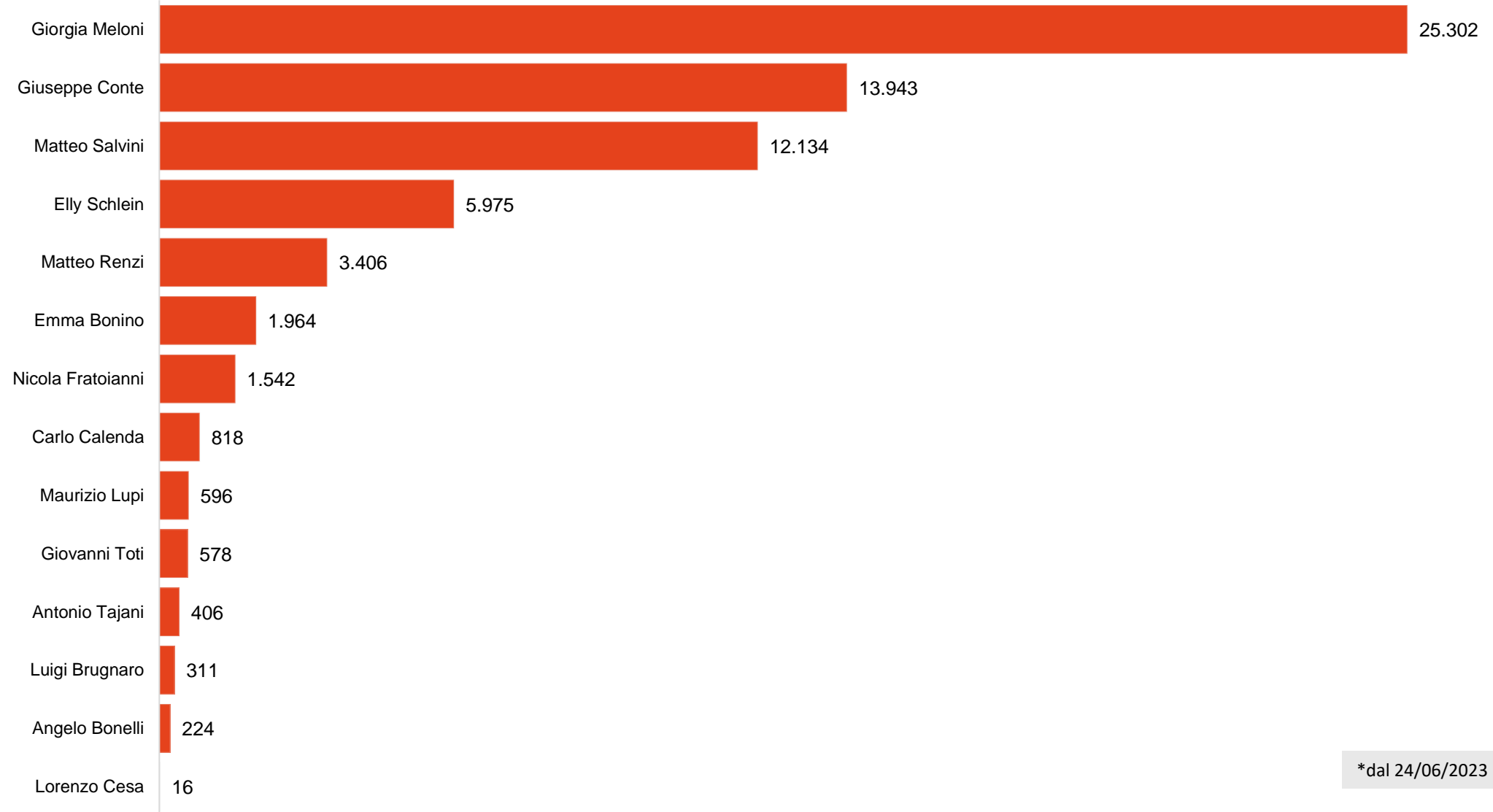


NUMERO DI POST



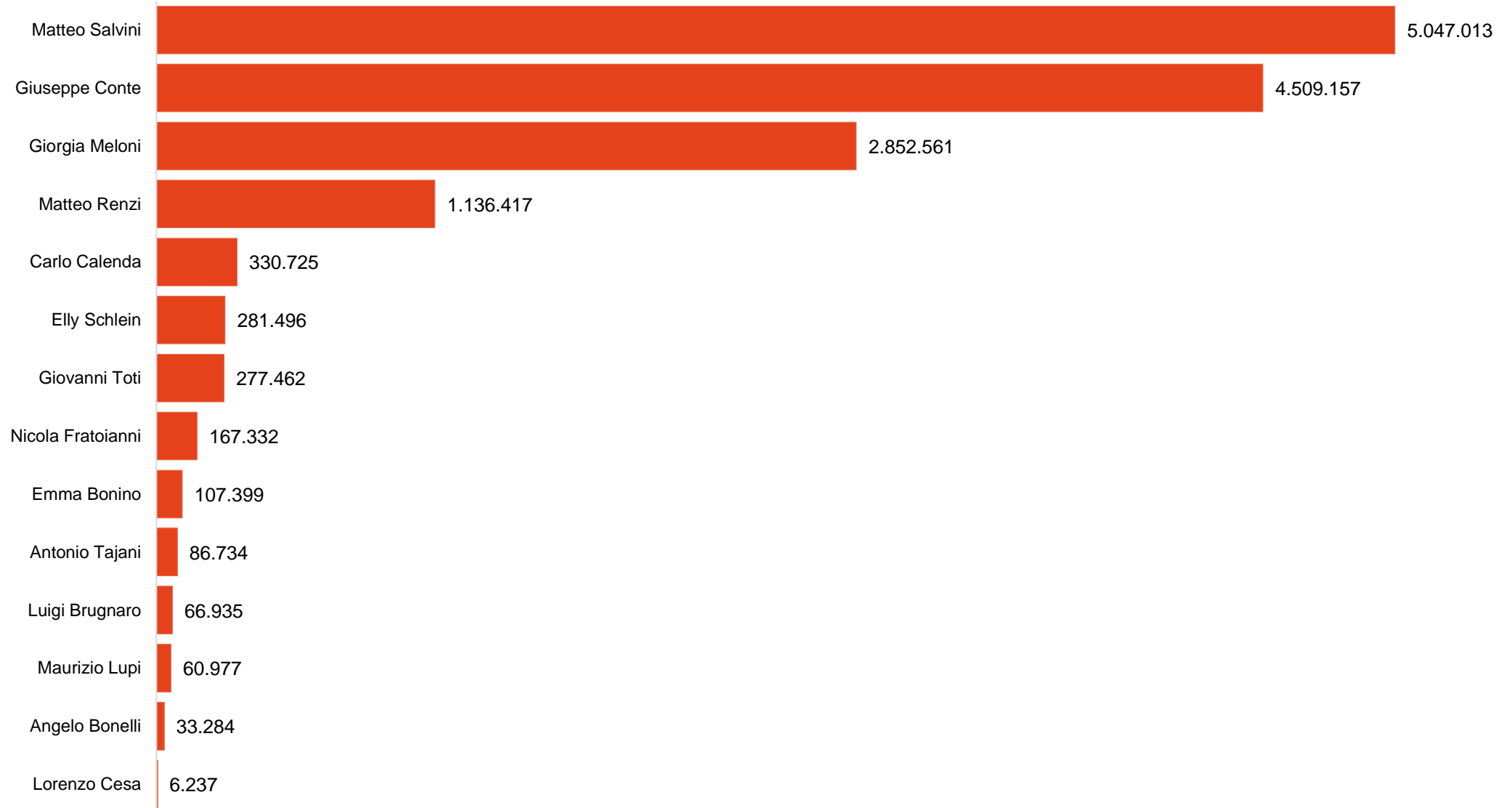
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ENGAGEMENT PER POST

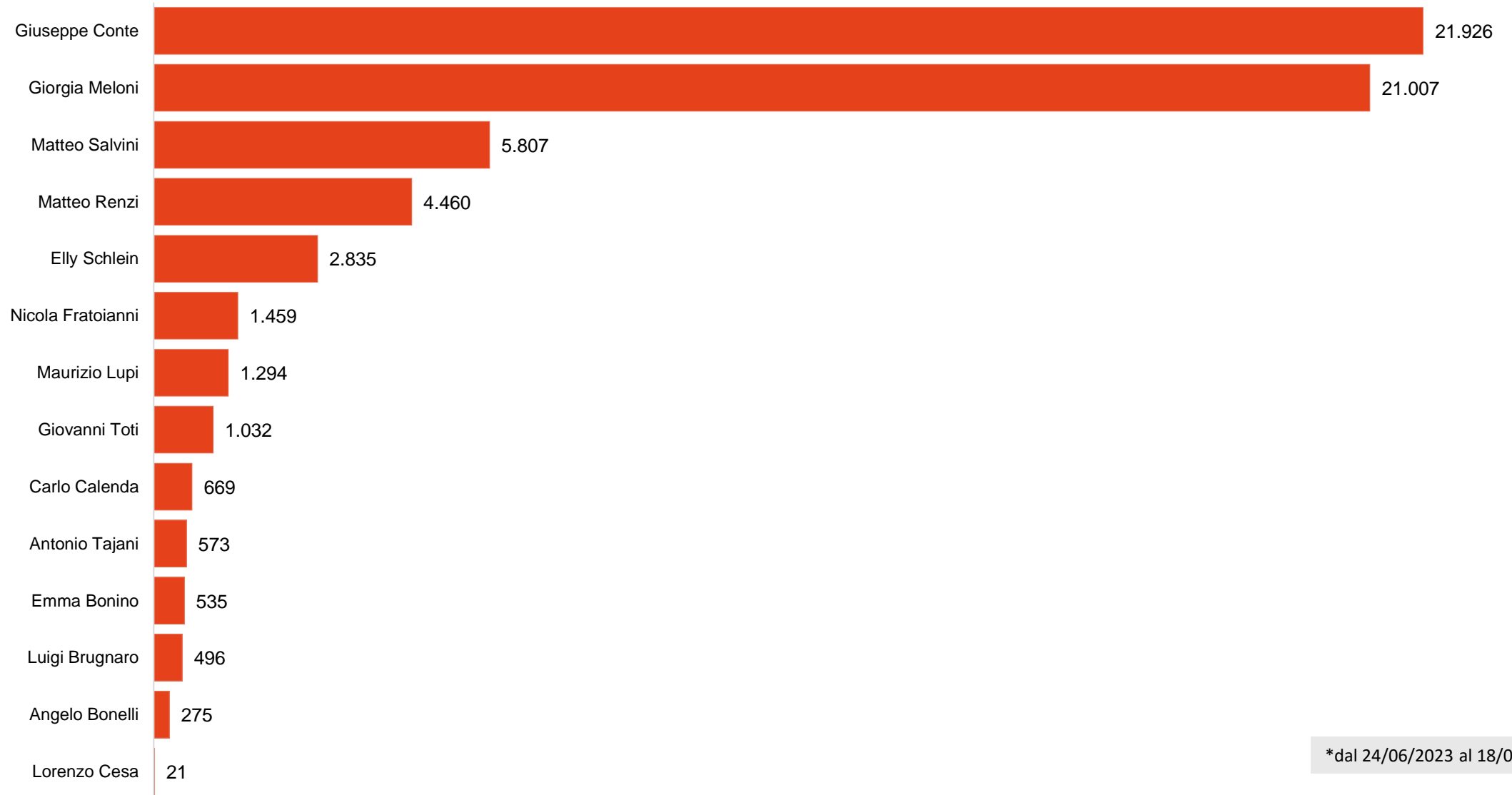


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FAN



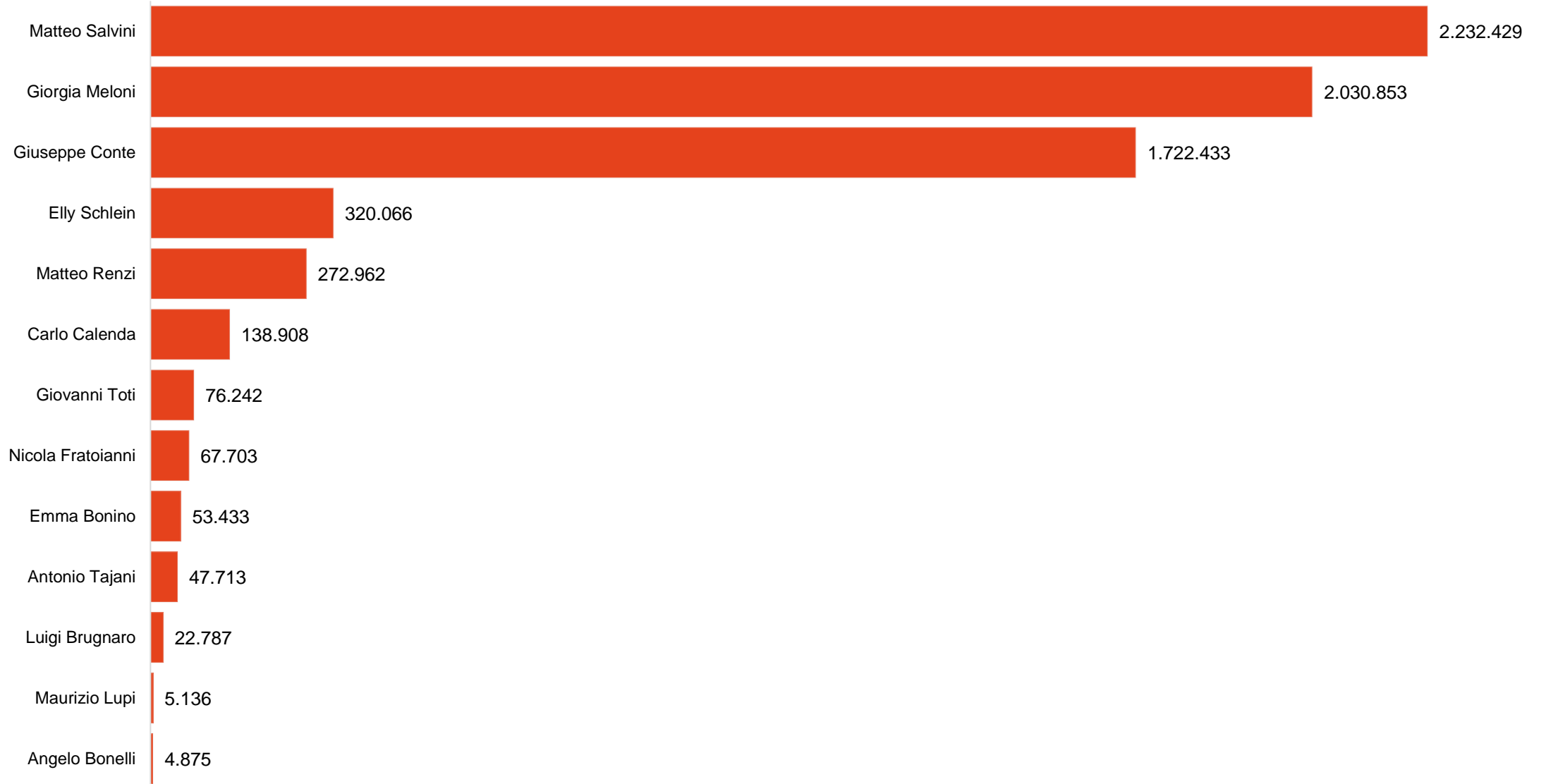
ENGAGEMENT MEDIO PER POST



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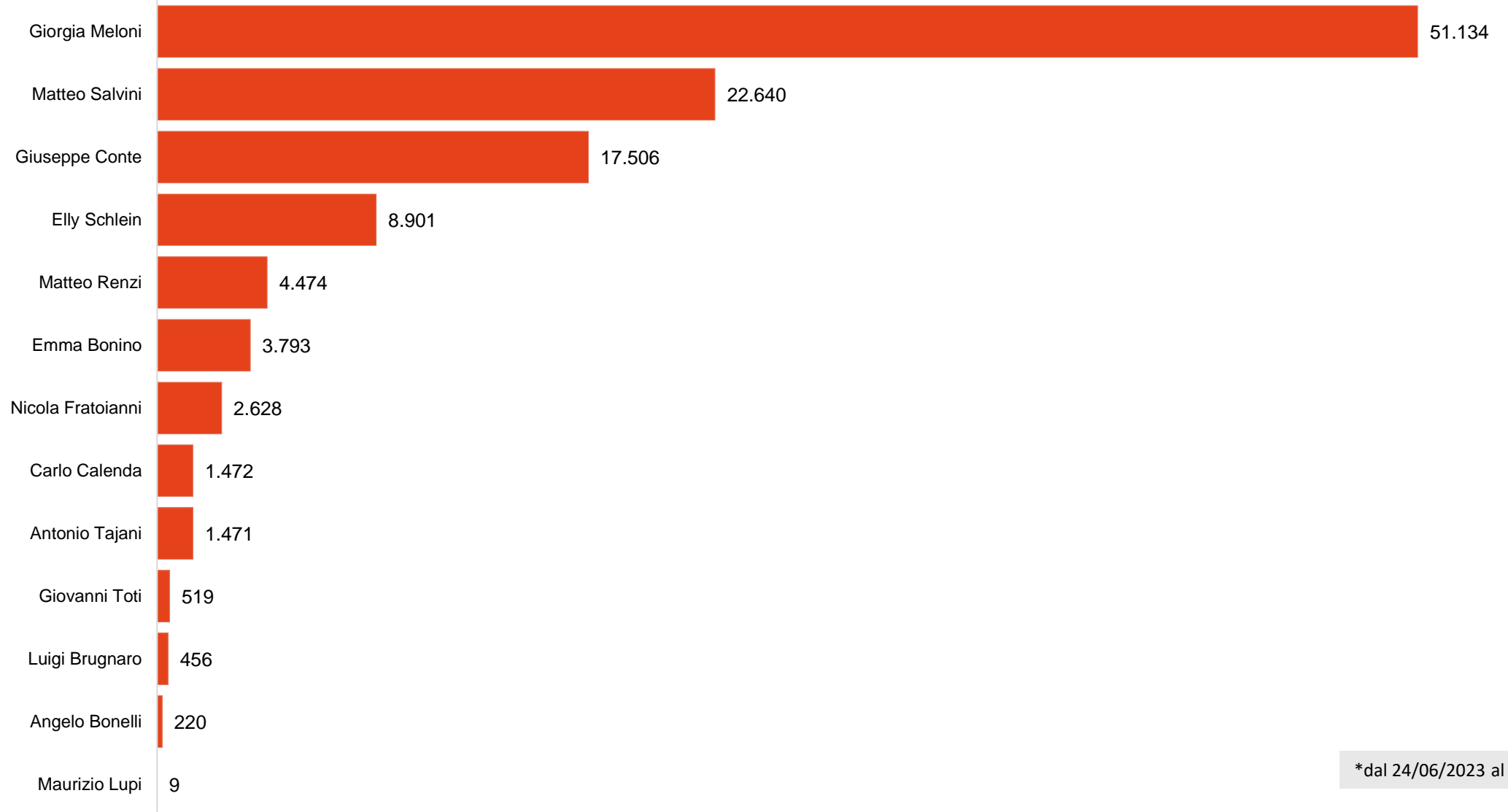


FOLLOWER



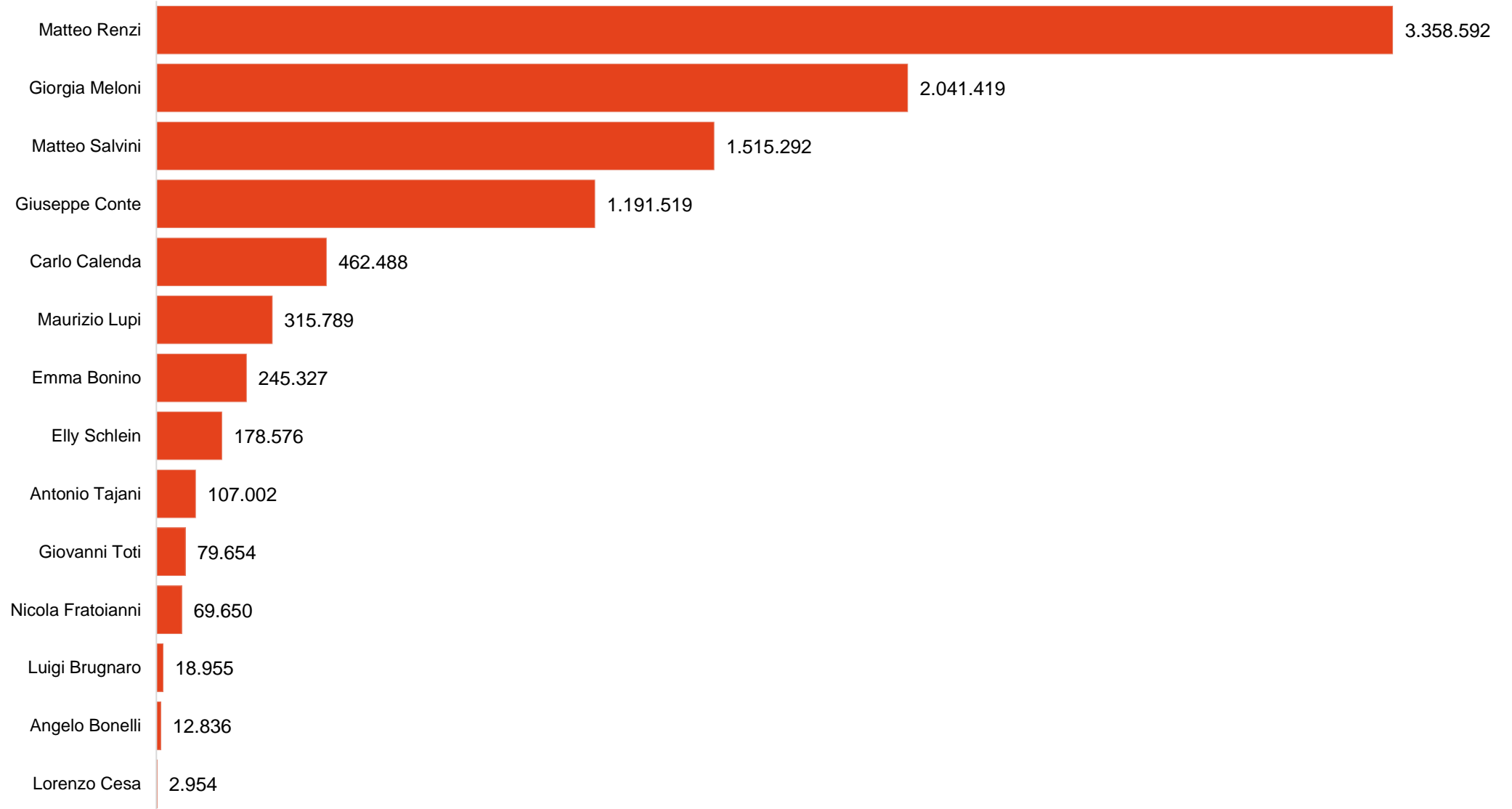


ENGAGEMENT MEDIO PER POST

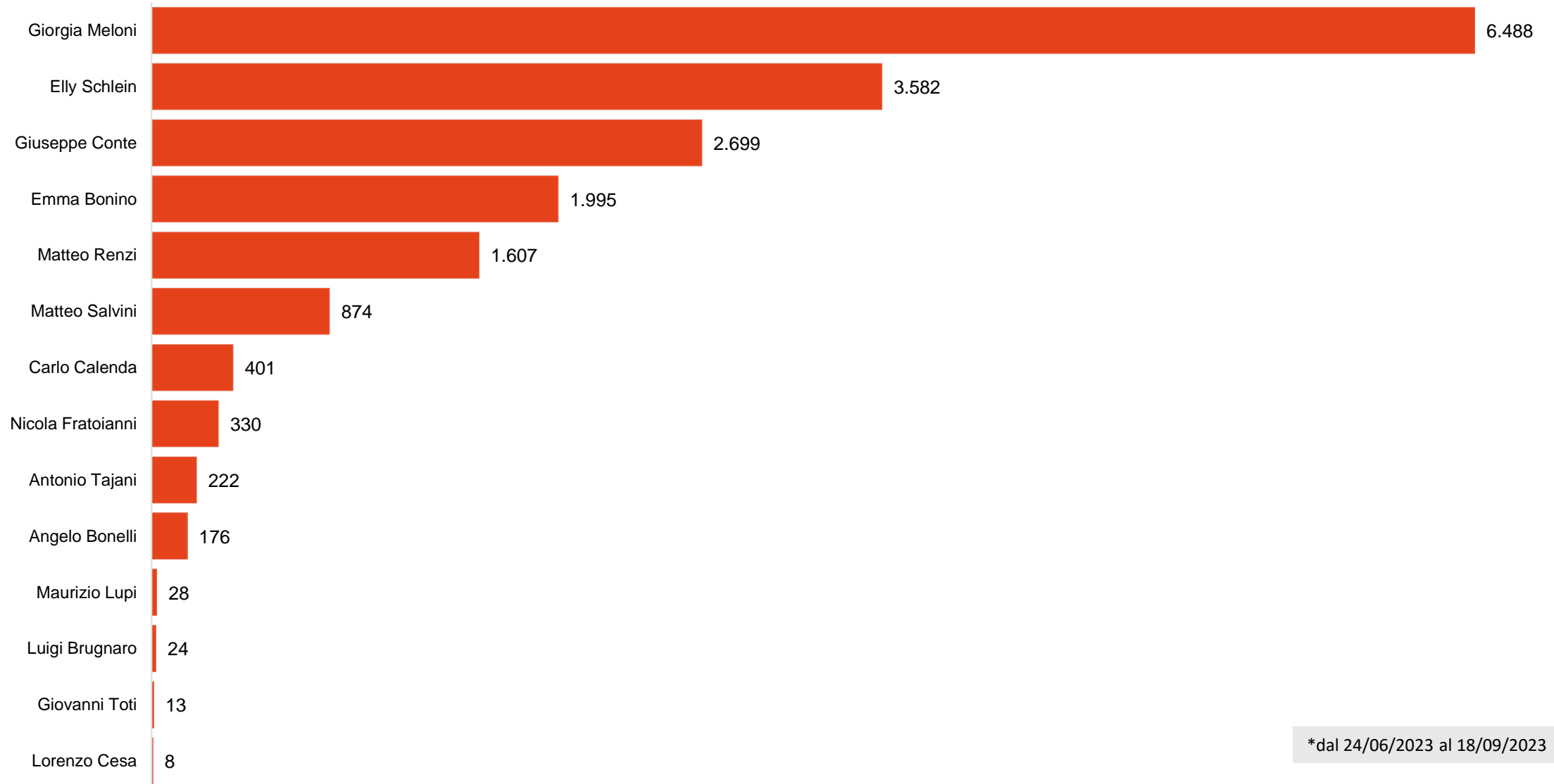


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FOLLOWER



ENGAGEMENT MEDIO PER POST



*dal 24/06/2023 al 18/09/2023



FOLLOWER

