

Analysis of the political campaign on Twitter

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The social network Twitter, which has over 300 million monthly users (MAU) and about 200 million daily users (DAU), is an extremely popular political tool for informing a global audience. For most of the world's politicians, leading political experts, analysts, and journalists, it is considered good form, a natural practice to have a Twitter account. All the major news media, agencies, as well as think-tanks, are actively present on Twitter.

In Belarus, Twitter was named as a source of information only by 11.1% of the male and 5.7% of the female audience, according to the study "[Media Consumption During the COVID19 Pandemic](#)", which was conducted by the Baltic Internet Policy Initiative (BIPI) in August 2021.

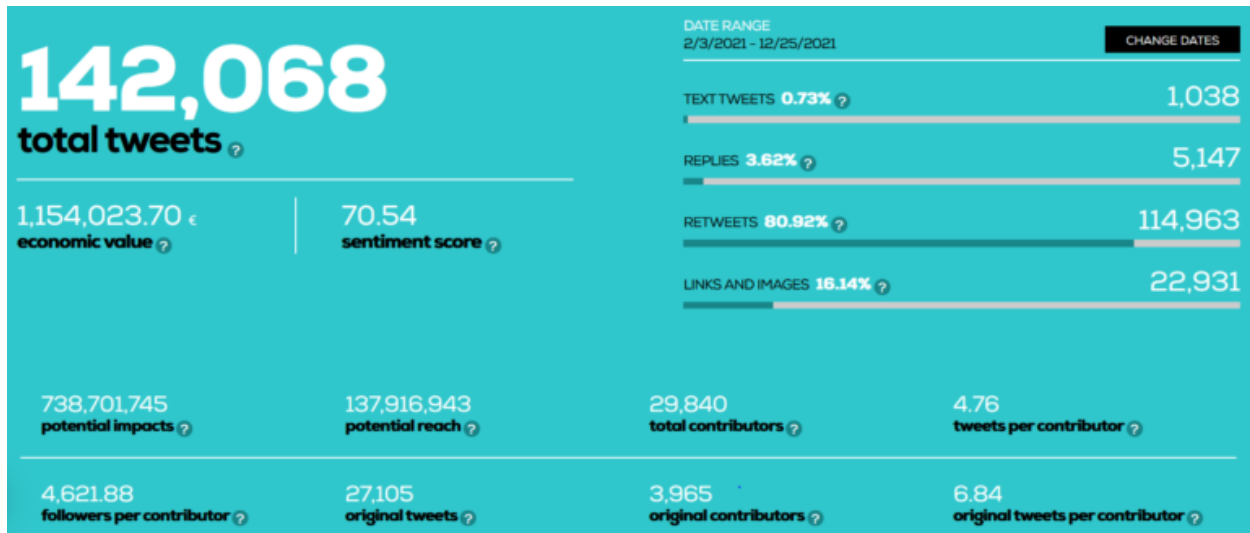
The social network Twitter provides a unique opportunity to maintain attention directed to Belarus in the global information agenda. Unlike other social media, where it is possible to buy a number of users - often bots, of course - to increase coverage and create an illusion of widespread influence, social connections, the use of macro and micro influencers are important in twitter. This means that well-known politicians and journalists can have hundreds of thousands and millions of followers - this is a macro level, while many influential experts can have thousands and tens of thousands, and even hundreds of subscribers - but those subscribers can also be influential experts, politicians who listen to the opinions of these experts, journalists who take comments from them. This is a macro-level and it is also important and necessary to work with it.

This post will present the results of the 2021 **#StandWithBelarus** campaign analysis report , obtained using data from TweetBinder.

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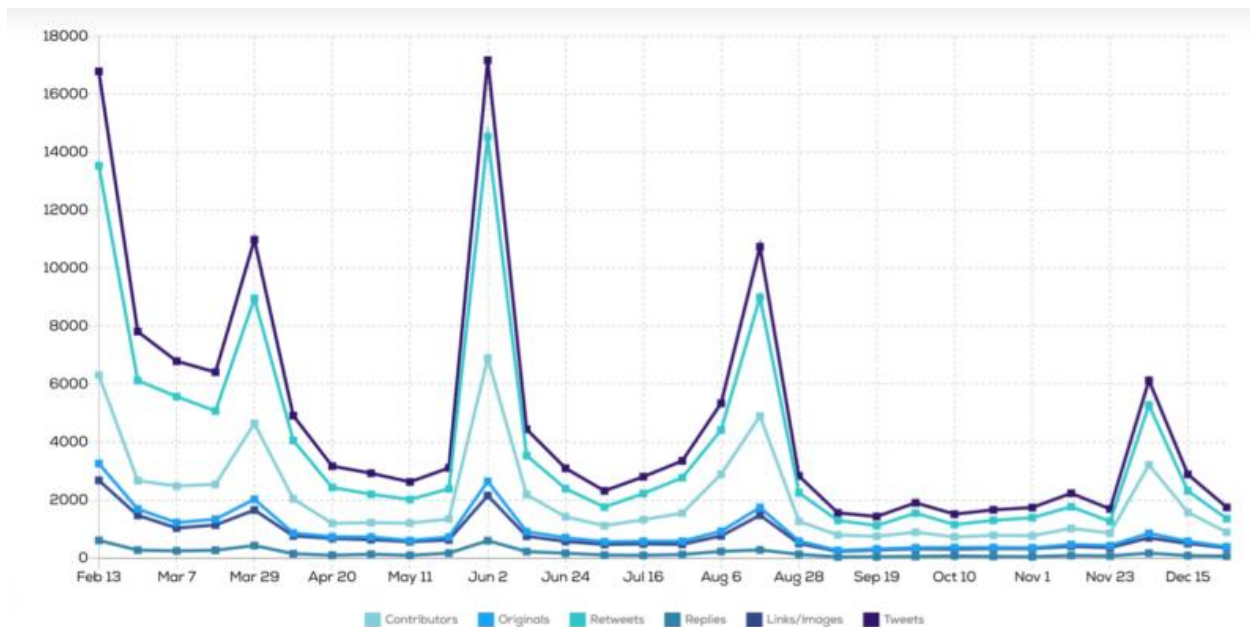
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During the time period from February 3, 2021 to December 25, 2021, there was the following number of tweets with the hashtag **#StandWithBelarus** : 142,068:

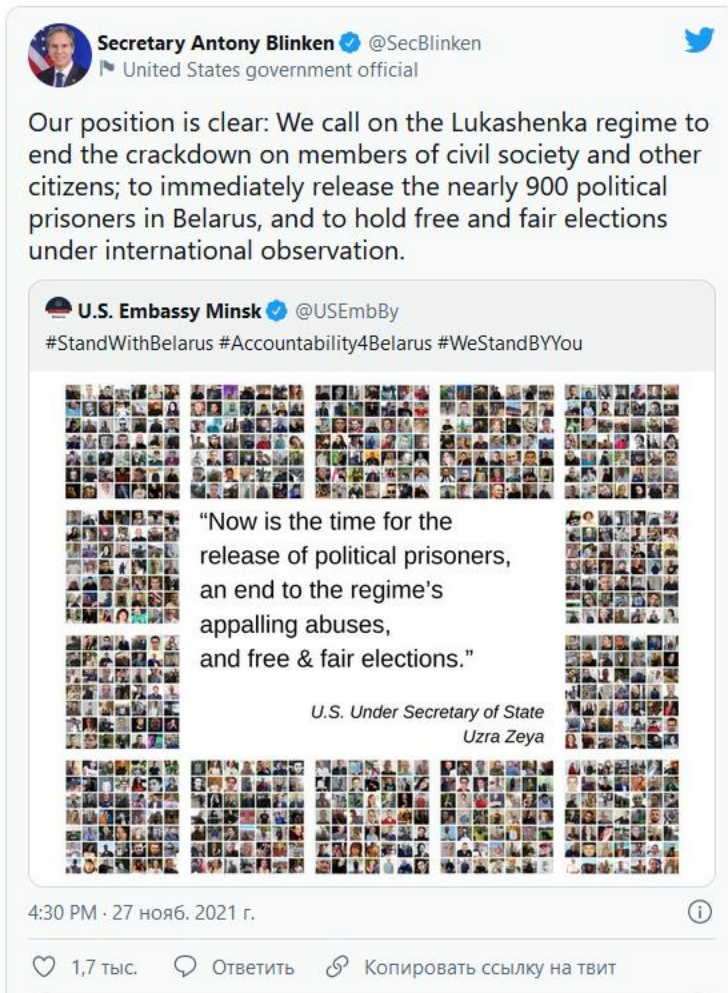


It can be seen that the majority were retweets, i.e. republishing some other original tweets.

Temporal distribution:









During the November campaign, there was an important tweet from US Secretary of State Anthony Blinken:







Only for some reason it lacked the necessary hashtag...

10 Tweets with the most retweets:




1.  **franakviacorka** | 9 months ago | 938 Retweets
My, this is terrifying. If you are to walk down the street in Minsk with a camera, this is what would happen to you.
#StandWithBelarus <https://t.co/GGVx1Xf3ka>
2.  **Tsihanouskaya** | 7 months ago | 811 Retweets
I call on the international community to join the Global Picket of Solidarity with Belarus on May 29. We need your support. Tell your friends & the whole world about the repressions in Belarus, about political prisoners, about Raman Pratasevich, Sofia Sapega. #StandWithBelarus <https://t.co/ROulmRnv9l>
3.  **franakviacorka** | 10 months ago | 678 Retweets
A video from security cameras in one of the supermarkets in Belarus, August 11, 2020. The riot police ordered to block the doors of the supermarket, entered it, and started beating up random people. We see you. We see what you've done.
#StandWithBelarus <https://t.co/zvXXpRydp0>
4.  **jguaido** | 10 months ago | 589 Retweets
Hoy acompañamos a nuestros hermanos de #Bielorrusia en la lucha por su libertad. La democracia siempre está en juego y hoy más que nunca debemos defenderla. Estos modelos autoritarios utilizan el sistema judicial como instrumento para torturar a la disidencia. #StandWithBelarus <https://t.co/OnixR0n1Vq>
5.  **NowBelarus** | 9 months ago | 556 Retweets
While Nina Bahinskaya was giving a small interview a woman was abducted. Take a look at a woman in the white jacket
#StandWithBelarus <https://t.co/YkqV9G3rZ0>
6.  **MichalSzczerba** | 6 months ago | 508 Retweets
19-letni student chemii Arciom Bayarski został wyrzucony z Białoruskiego Uniwersytetu Państwowego. Odmówił przyjęcia tzw. „stypendium prezydenckiego” za swoje osiągnięcia naukowe. Był za to aresztowany i torturowany w więzieniu, w którym przebywa od marca. #standwithbelarus <https://t.co/LWwSpNo2CG>
- 7.

8. 
AndrzejDuda | 29 days ago | 471 Retweets
Blisko 900 obywateli Białorusi jest więzionych przez Łukaszenkę tylko dlatego, bo chcieli by ich Kraj był wolny i demokratyczny. Polska pragnie takiej samej Białorusi jak oni. Wyrażam solidarność ze wszystkimi ofiarami łukaszenkowskiej dyktatury.
#StandWithBelarus
9. 
EPPGroup | 7 months ago | 464 Retweets
He is only 26 years old. His dream is a free and democratic Belarus. Roman #Protasevich was kidnapped for speaking against the dictator #Lukashenko. Share this message to support the Global Picket of Solidarity with #Belarus! 
#FreeProtasevich #StandWithBelarus <https://t.co/C2d27GWu0N>
10. 
Tsihanouskaya | 4 months ago | 463 Retweets
On the anniversary of the falsified election, August 9, we count on the international community to send a signal of solidarity with Belarusians fighting for democracy & freedom. Spread the word about our courageous people. Let us & the world know that you #StandWithBelarus. <https://t.co/JehaBTcv2D>

The tweet of [Michał Szczerba](#), the Vice-Speaker of the Seim of the Republic of Poland, posted in support of the illegally convicted Belarusian student Artem Bayarsky, which can be considered a vivid example of solidarity with the Belarusian people.

10 Tweets with the most likes:

1. 
Tsihanouskaya | 10 months ago | 4711 Likes
Tell your friends about what is happening in Belarus. Tell your colleagues, post on social media. The world must see this lawlessness & state terror by Lukashenka. Imprisoned journalists, politicians, activists, students, doctors, peaceful protesters, even kids. #StandWithBelarus <https://t.co/9wwZUNs5vj>



ZuzanaCaputova | 10 months ago | 3338 Likes

The presidential palace has been lit up in solidarity w/ #Belarus. The country's course should reflect the will of its citizens – violence and oppression should have no place in it. #StandWithBelarus <https://t.co/xyK5JFo8IW>

2.



Tsihanouskaya | 7 months ago | 3325 Likes

I call on the international community to join the Global Picket of Solidarity with Belarus on May 29. We need your support. Tell your friends & the whole world about the repressions in Belarus, about political prisoners, about Raman Pratasevich, Sofia Sapega. #StandWithBelarus <https://t.co/ROulmRnv9l>

3.



AndrzejDuda | 29 days ago | 2874 Likes

Blisko 900 obywateli Białorusi jest więzionych przez Łukaszenkę tylko dlatego, bo chcieli by ich Kraj był wolny i demokratyczny. Polska pragnie takiej samej Białorusi jak oni. Wyrażam solidarność ze wszystkimi ofiarami łukaszenkowskiej dyktatury. #StandWithBelarus

4.



MichalSzczerba | 7 months ago | 2734 Likes

Warszawa solidarna z Białorusią! ❤️❤️❤️ #StandWithBelarus <https://t.co/wT8D8fqbZt>

5.



Tsihanouskaya | 9 months ago | 2591 Likes

Grateful to + PM @MarinSanna for the warmest reception today in Helsinki. I appreciate that + keeps Belarus on its agenda. I call on showing solidarity with Belarusians by supporting 270 political prisoners and women's movement for peace and non-violence. #StandWithBelarus <https://t.co/TFL91hC2MV>

6.



edgarsrinkevics | 7 months ago | 2504 Likes

Together with Mayor of Riga @MStakis we raised flag in the center of Riga, we stand with the people of #Belarus #FreePratasevich #StandWithBelarus #ЖывеБеларусь <https://t.co/OvQntXWmvQ>

7.



AndrzejDuda | 29 days ago | 471 Retweets

Blisko 900 obywateli Białorusi jest więzionych przez Łukaszenkę tylko dlatego, bo chcieli by ich Kraj był wolny i demokratyczny. Polska pragnie takiej samej Białorusi jak oni. Wyrażam solidarność ze wszystkimi ofiarami łukaszenkowskiej dyktatury.
#StandWithBelarus

8.



Tsihanouskaya | 9 months ago | 1913 Likes

I congratulate my fellow Belarusians on Freedom Day! We are writing the history of new Belarus. We are the power of changes. Let's make our future brighter together & celebrate the next Freedom Day in free & democratic Belarus under ♥♥♥ flags. Жыве Беларусь! #StandWithBelarus <https://t.co/N8Y0SoDoTQ>

9.



franakviacorka | 10 months ago | 1907 Likes











The largest Danish newspaper @politiken raised a Belarusian flag in the centre of Copenhagen. Thank you for your solidarity!
#StandWithBelarus <https://t.co/DyVNb5j7IX>

10.

Here you should pay attention to the correlation of [Svetlana Tikhanovskaya's](#) tweets, which collected both the maximum number of shares and the maximum number of likes.

Contributor ratings:

Followers with the most influence (tweets x followers):









HIGHEST IMPACT ?		Impacts
	@hrw Human Rights W...	53,073,998
	@Tsihanouskaya Sviatlana Tsikhan...	45,420,039
	@AuroraBlogspot Hendrik Klaassen...	29,795,474
	@VoicesBelarus Voices from Belar...	24,957,016
	@calxandr Chris Alexander	14,741,543
	@rk70534 Raimo Kangasnie...	13,811,314
	@McFaul Michael McFaul	13,326,109
	@IFEX IFEX	12,660,492
	@StateDept Department of St...	12,432,594
	@allyc375 Alison Cameron ...	10,593,830

One can see the result of the work done - the account of Svetlana Tikhanovskaya has almost the maximum influence. As the number of followers grows and the level of activity is maintained, this number will only increase.

The most popular contributors:











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MOST POPULAR ?		Followers
	@StateDept Department of St...	6,216,299
	@YourAnonCentral Anonymous	5,627,099
	@hrw Human Rights W...	4,824,925
	@jguaido Juan Guaidó	2,643,399
	@amnesty Amnesty Internati...	1,907,160
	@AndrzejDuda Andrzej Duda	1,317,433
	@francediplo France Diplomati...	1,216,660
	@MID_RF МИД России	1,173,814
	@sikorskiradek Radoslaw Sikorski...	1,049,824
	@carlosvecchio CARLOS VECCHIO	1,032,564

The most surprising is the presence of an account of the Ministry of Foreign Affairs of the Russian Federation (Sic!)












The most reposted contributors:

MOST RETWEETED ?		Retweets
	@Tsihanouskaya Sviatlana Tsikhan...	29,297
	@VoicesBelarus Voices from Belar...	23,729
	@franakiacorka Franak Viačorka	10,289
	@NowBelarus NowBelarus	6,193
	@Belsat_Eng Belsat in English	4,388
	@MichalSzczerba Michał Szczerba	2,137
	@USAmbBelarus Julie Fisher	1,878
	@AuroraBlogspot Hendrik Klaassen...	1,589
	@bielorusi SUPOLKA ITALIA	1,462
	@USEmbBy U.S. Embassy Min...	1,283

Contributors with the most likes:

ORIGINAL TWEETS ?		Tweets
	@VoicesBelarus Voices from Belar...	1,695
	@Sveta36343550 Sveta	985
	@NowBelarus NowBelarus	760
	@Belsat_Eng Belsat in English	699
	@bielorussi SUPOLKA ITALIA	597
	@JoMaas J 🇺🇸 🇩🇪 🇬🇧 🇪🇺...	490
	@free_Belarus_Jv FreeBelarusLat	449
	@Kay_Junge Kay Junge	373
	@S_vivat Selvestor Vivat	334
	@n_maryia Maria...N	327











Most active contributors:

MOST ACTIVE ?		Tweets
	@Sveta36343550 Sveta	1,814
	@VoicesBelarus Voices from Belar...	1,745
	@MillerOval Oval Miller	1,084
	@n_maryia Maria...N	1,076
	@MLallai MassiVLallai	1,071
	@Hillview56 Hillview  Holla...	1,045
	@allyc375 Alison Cameron ...	938
	@rk70534 Raimo Kangasnie...	840
	@bielorussi SUPOLKA ITALIA	821
	@NowBelarus NowBelarus	807

Contributors who made the most retweets:

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MOST RETWEETED ?		Retweets
	@Tsihanouskaya Sviatlana Tsikhan...	29,297
	@VoicesBelarus Voices from Belar...	23,729
	@franakviacorka Franak Viačorka	10,289
	@NowBelarus NowBelarus	6,193
	@Belsat_Eng Belsat in English	4,388
	@MichalSzczerba Michał Szczerba	2,137
	@USAmbBelarus Julie Fisher	1,878
	@AuroraBlogspot Hendrik Klaassen...	1,589
	@bielorussi SUPOLKA ITALIA	1,462
	@USEmbBy U.S. Embassy Min...	1,283











Contributors with the most original tweets:

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ORIGINAL TWEETS ?		Tweets
	@VoicesBelarus Voices from Belar...	1,695
	@Sveta36343550 Sveta	985
	@NowBelarus NowBelarus	760
	@Belsat_Eng Belsat in English	699
	@bielorussi SUPOLKA ITALIA	597
	@JoMaas J 😊 Maas 🌱 🌍...	490
	@free_Belarus_lv FreeBelarusLat	449
	@Kay_Junge Kay Junge	373
	@S_vivat Selvestor Vivat	334
	@n_maryia Maria...N	327

Contributors with the biggest amount of photos:

TOP PHOTOGRAPHER ?		Photos
	@VoicesBelarus Voices from Belar...	1,417
	@NowBelarus NowBelarus	701
	@Belsat_Eng Belsat in English	692
	@Sveta36343550 Sveta	602
	@free_Belarus_lv FreeBelarusLat	363
	@bielorussi SUPOLKA ITALIA	237
	@HongLiber Liber Hong	216
	@Tsihanouskaya Sviatlana Tsikhan...	188
	@S_vivat Selvestor Vivat	185
	@BYCULTUREFUND Belarusian Counci...	165

After this incredible set of historical data, it is appropriate to quote from Damon Centola's *Change: How To Make Big Things Happen* [2021]:

Generations after Paul Lazarsfeld discovered the phenomenon of opinion leaders, we finally have a new kind of data at our disposal.

Now we can confidently say that influencers, whose social contacts are incredibly high, do not play a leading role in spreading social change.

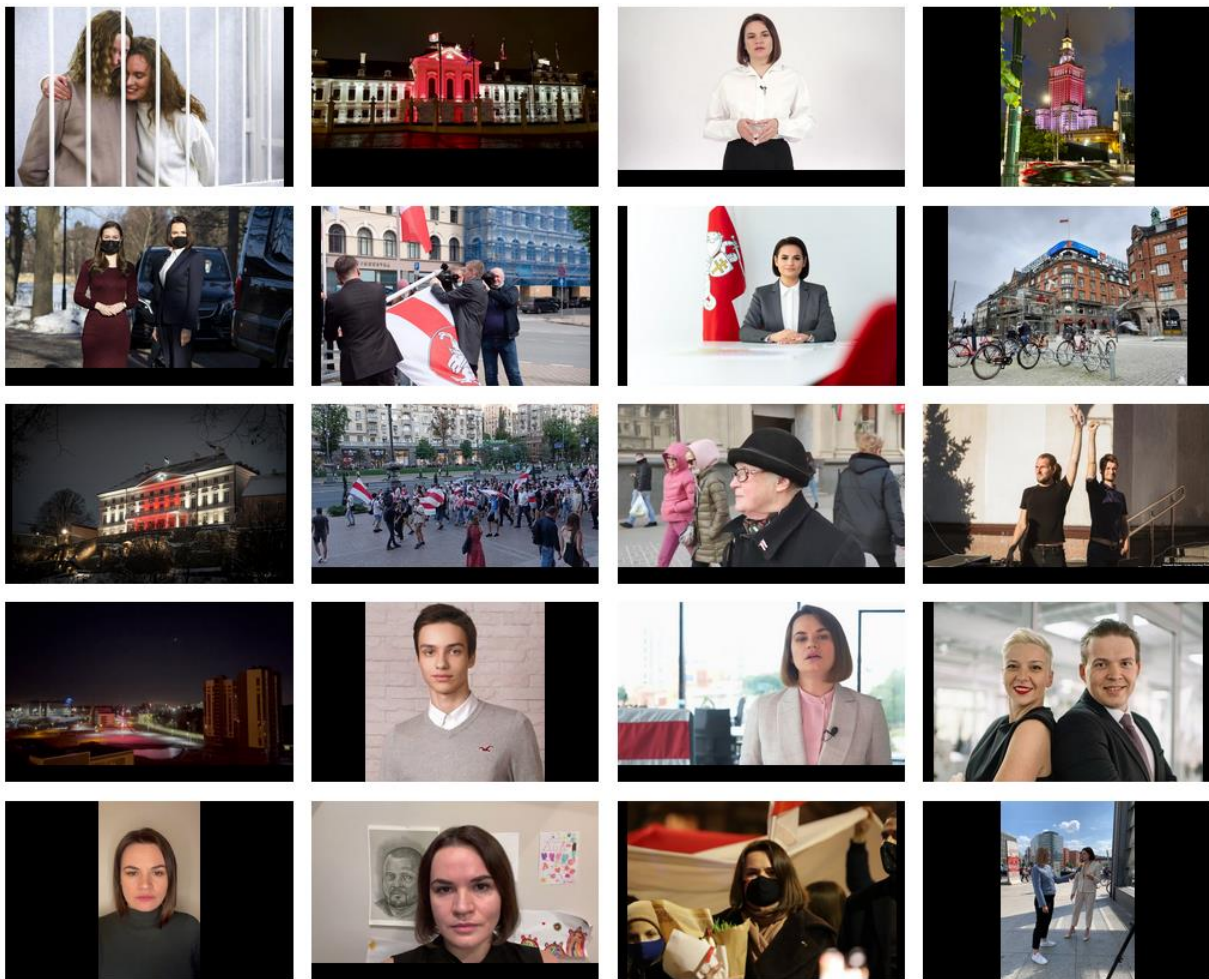
Their main driving force is simple social connections between people from the periphery of networking, which until today almost no one thought about.

If social changes do take root in society, then they will happen only there - among people who are faced with the same choices and problems that we all face.

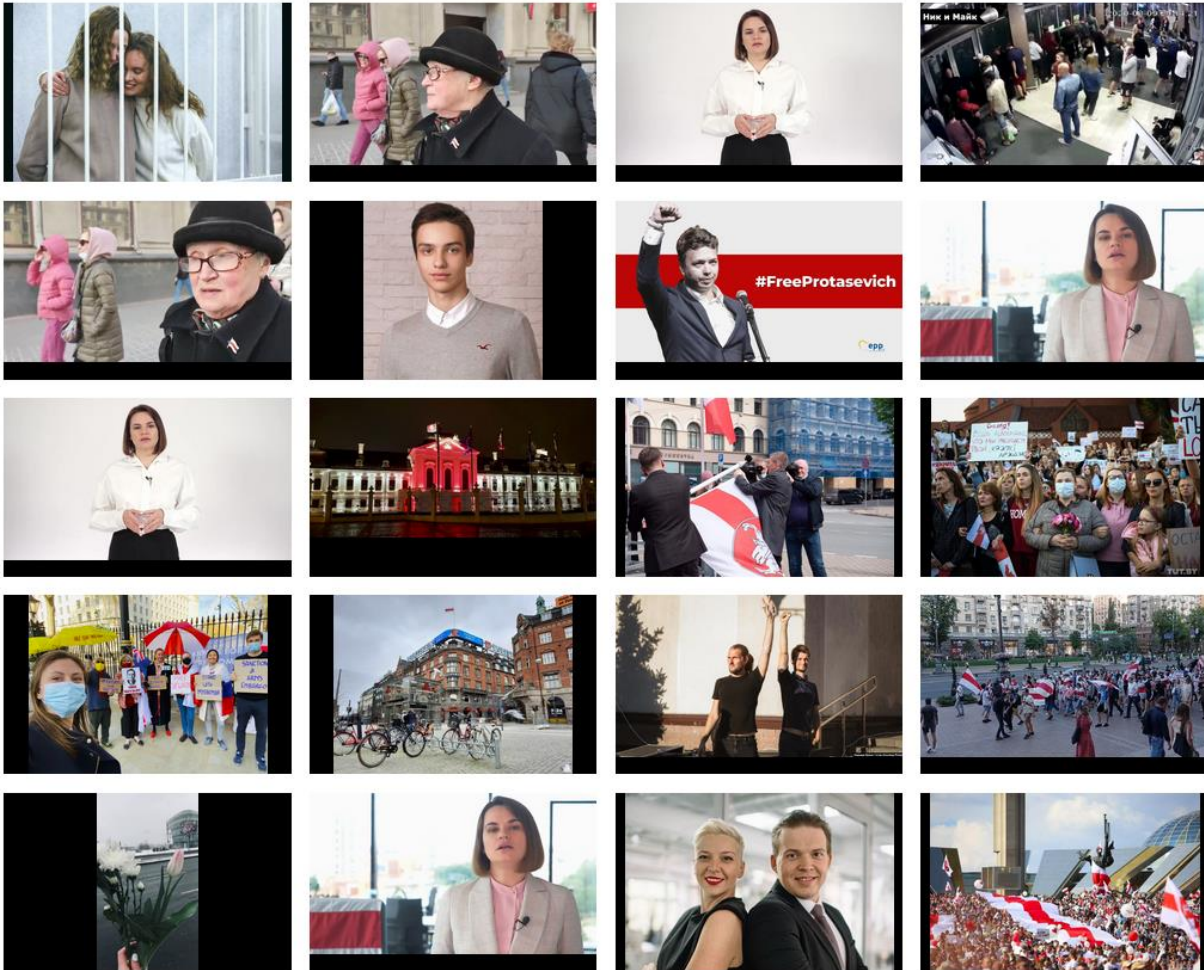
Among people whose interactions and acceptance form an invisible but essential part of our daily life. The backyard of networking is a place of power. This is where broad currents of social change gain momentum and sprout.

But we must understand that technology does not determine either strong or weak ties.

Additionally, the photos that have collected the most likes:



A slightly different photoset, where the photos got the most shares:



Hashtags that have been tweeted together with **#StandWithBelarus**:

HASHTAG	TWEETS
#STANDWITHBELARUS	142046
#BELARUS	54484
#FREEBELARUS	10296
#MINSK	4698
#FREEPRATASEVICH	3327
#LUKASHENKO	3307
#BELARUSMADEACHOICE	2861
#ЖЫВЕБЕЛАРУСЬ	2732
#ACCOUNTABILITY4BELARUS	2541
#LUKASHENKA	2069

In the final part:

The political year 2021 is coming to an end and it is necessary to think about new, fresh political campaigns for 2022. To do this, one needs to carefully research and try to understand the untapped opportunities of this year's campaigns. It's important to understand what practices worked well, but it is strategically even more important to understand what did not work, what campaign mechanics need to be changed and improved. It is recommended to use a wide range of analytical tools so that decisions are based not only and not so much on intuition, but on studies, often possible to be done in real time.

As a result, it would be nice to hope that tapping the possibilities of social networks, accumulated political capital, and the trust of people who believe in new opportunities, will bring long-awaited political changes in Belarus.

Reference by topic:

[Day of Solidarity with Belarus Political Prisoners November 27, 2021](#)

The full report can be found [here](#).

This publication was prepared by the Baltic Internet Policy Initiative.