

OSSERVATORIO
DIGITALE

**MINISTRI GOVERNO MELONI
FORZE POLITICHE
LEADER FORZE POLITICHE**

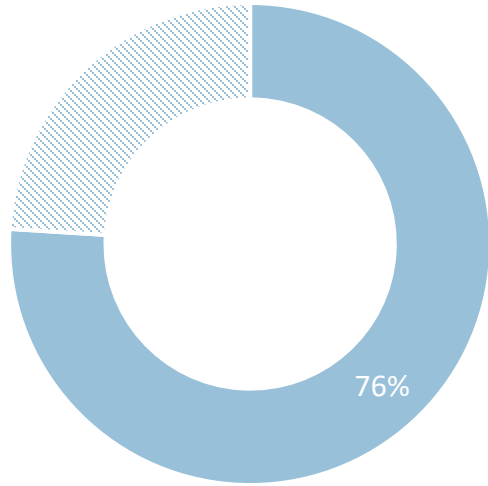
**IN ESCLUSIVA PER
*la Repubblica***

MINISTRI GOVERNO MELONI

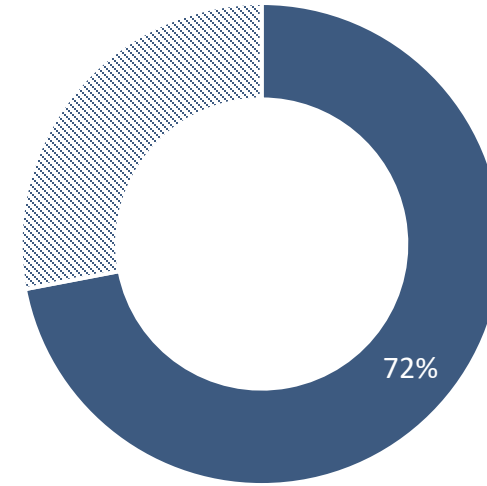
Il responsabile dell'Osservatorio:
Sandro Giorgetti

L'indagine ha riguardato i 25 Ministri del Governo Meloni. L'Osservatorio Digitale ha analizzato, al 19 dicembre 2022, le attività di Social Media Marketing, stilando una classifica per numero di Follower, Engagement totale ed Engagement medio per post degli ultimi 2 mesi, su Facebook, Instagram, Twitter e TikTok.

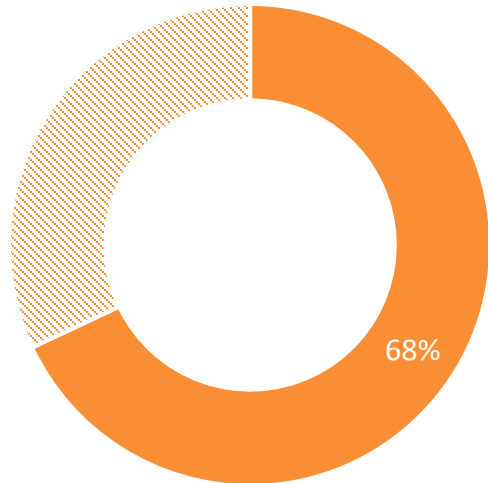
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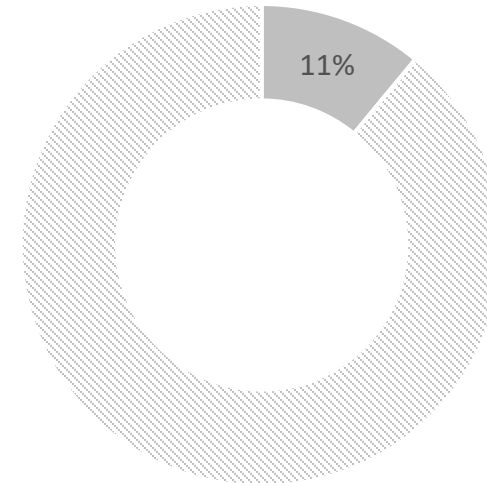
FACEBOOK



INSTAGRAM

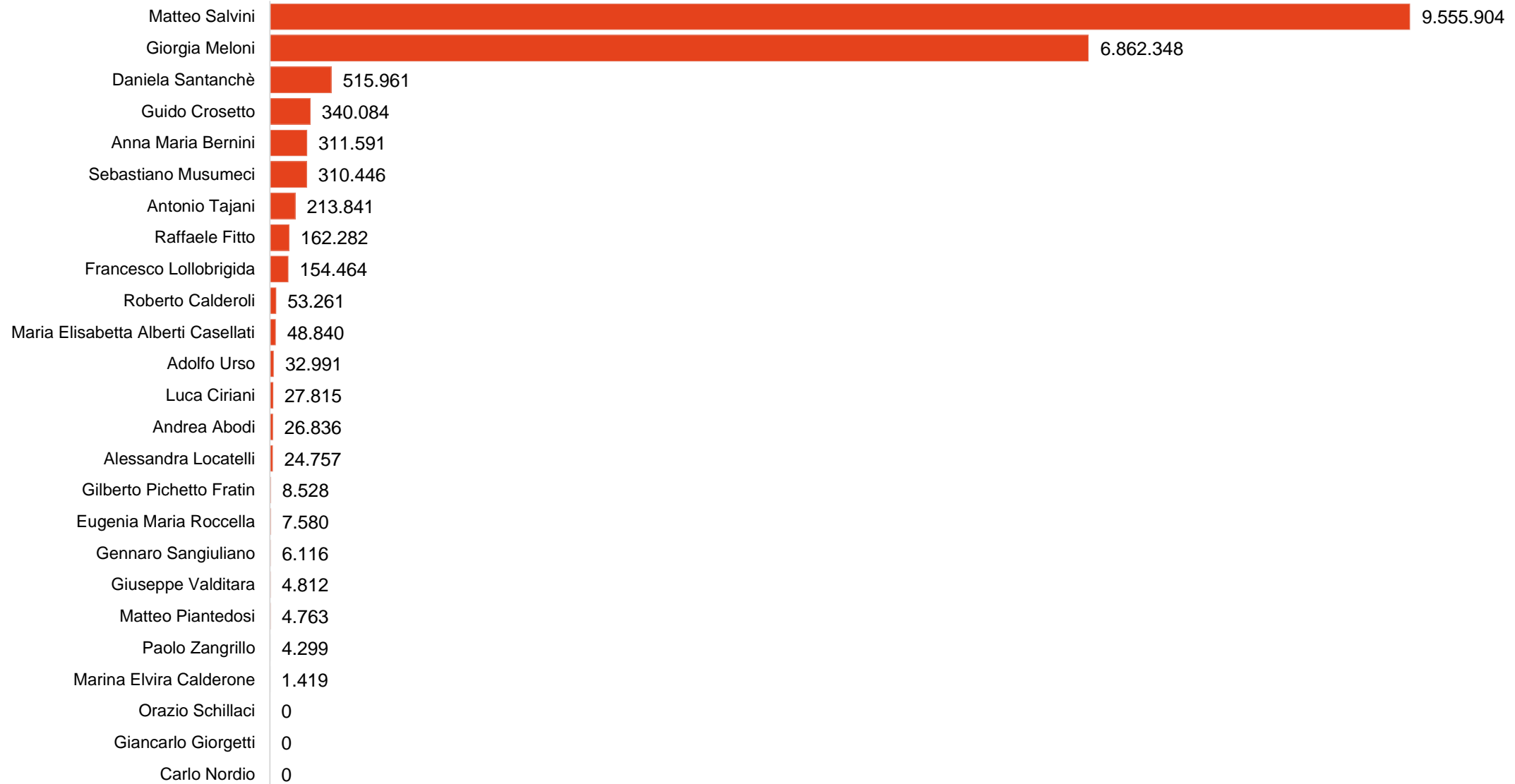


TIK TOK





FOLLOWER





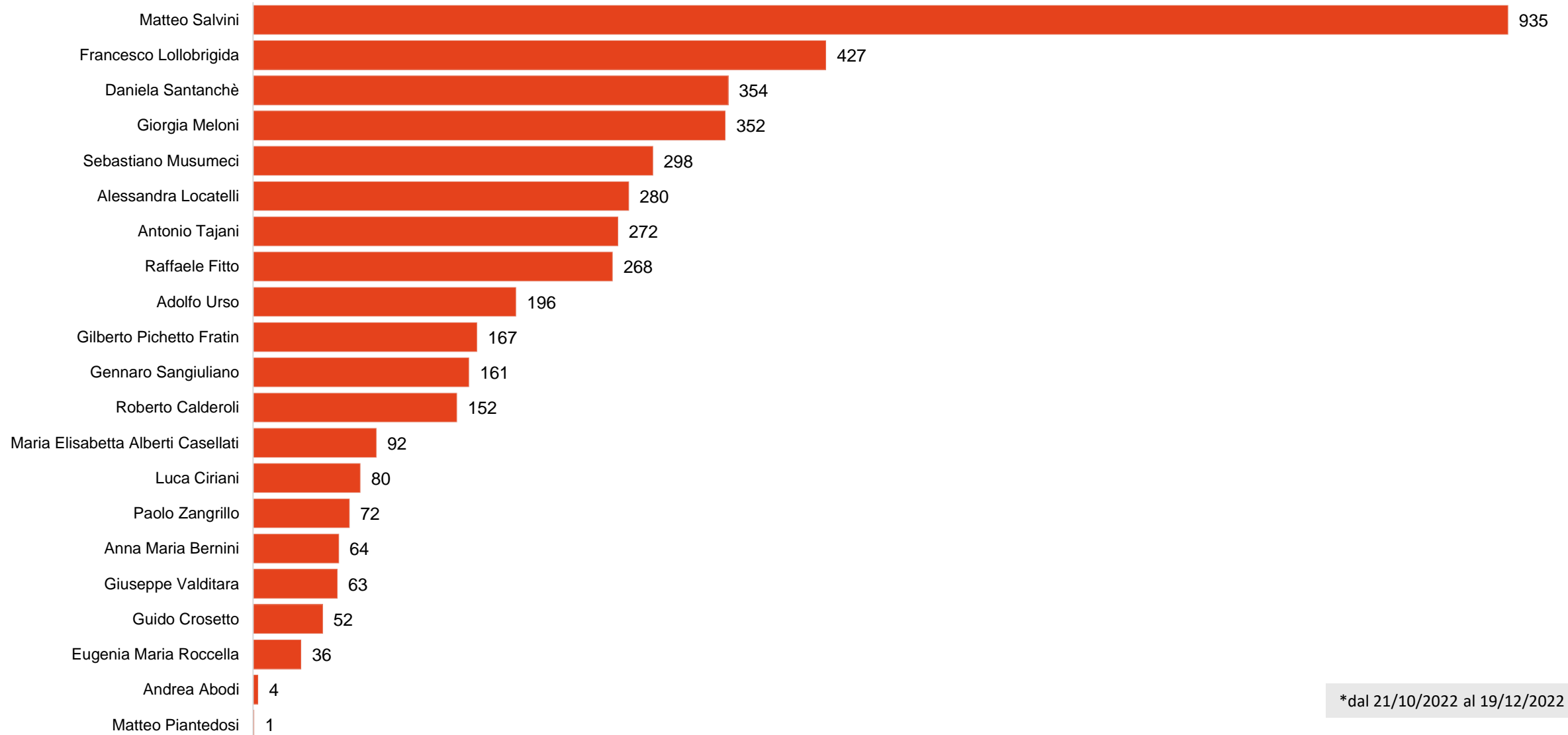
ENGAGEMENT



*dal 21/10/2022 al 19/12/2022



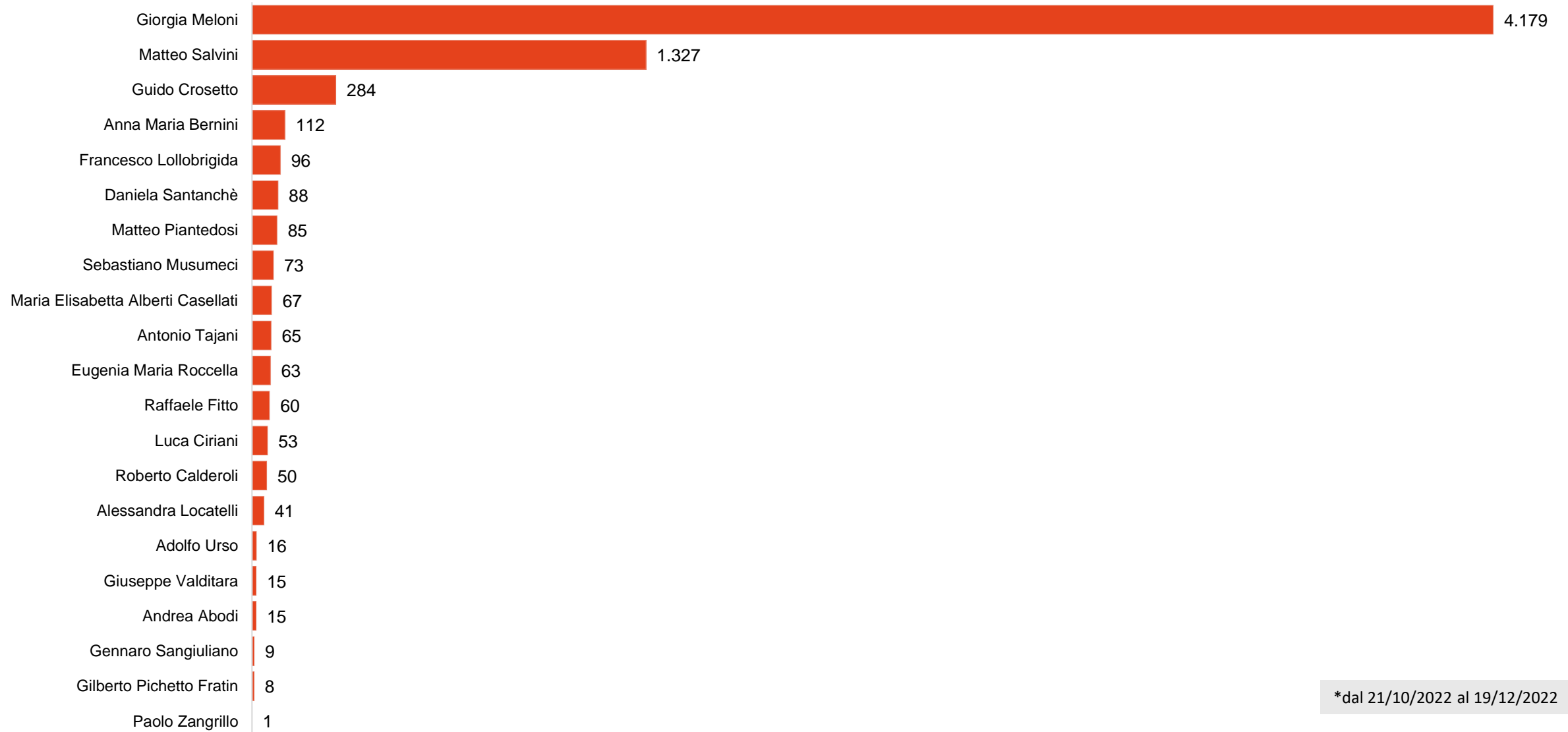
NUMERO DI POST



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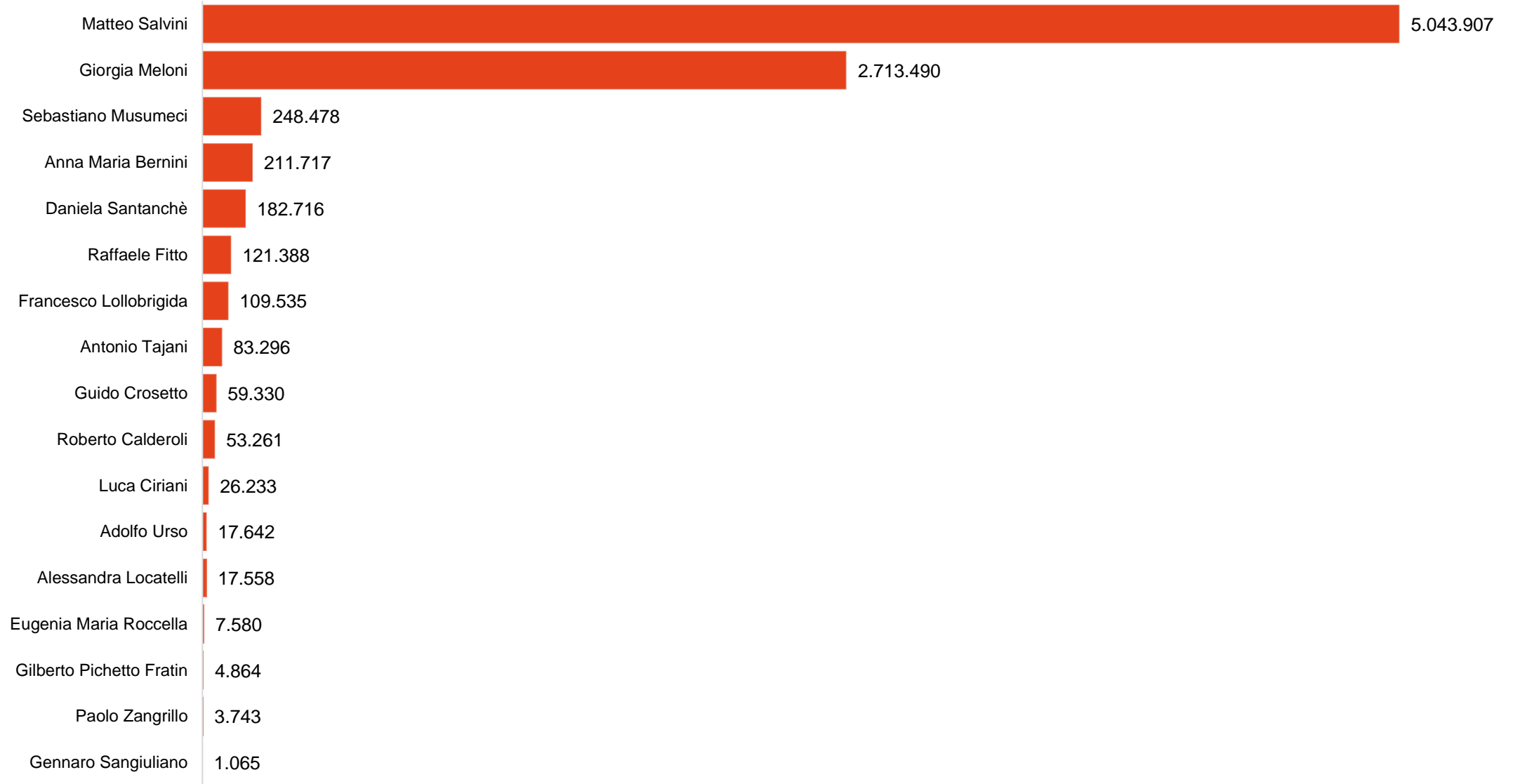
ENGAGEMENT PER POST



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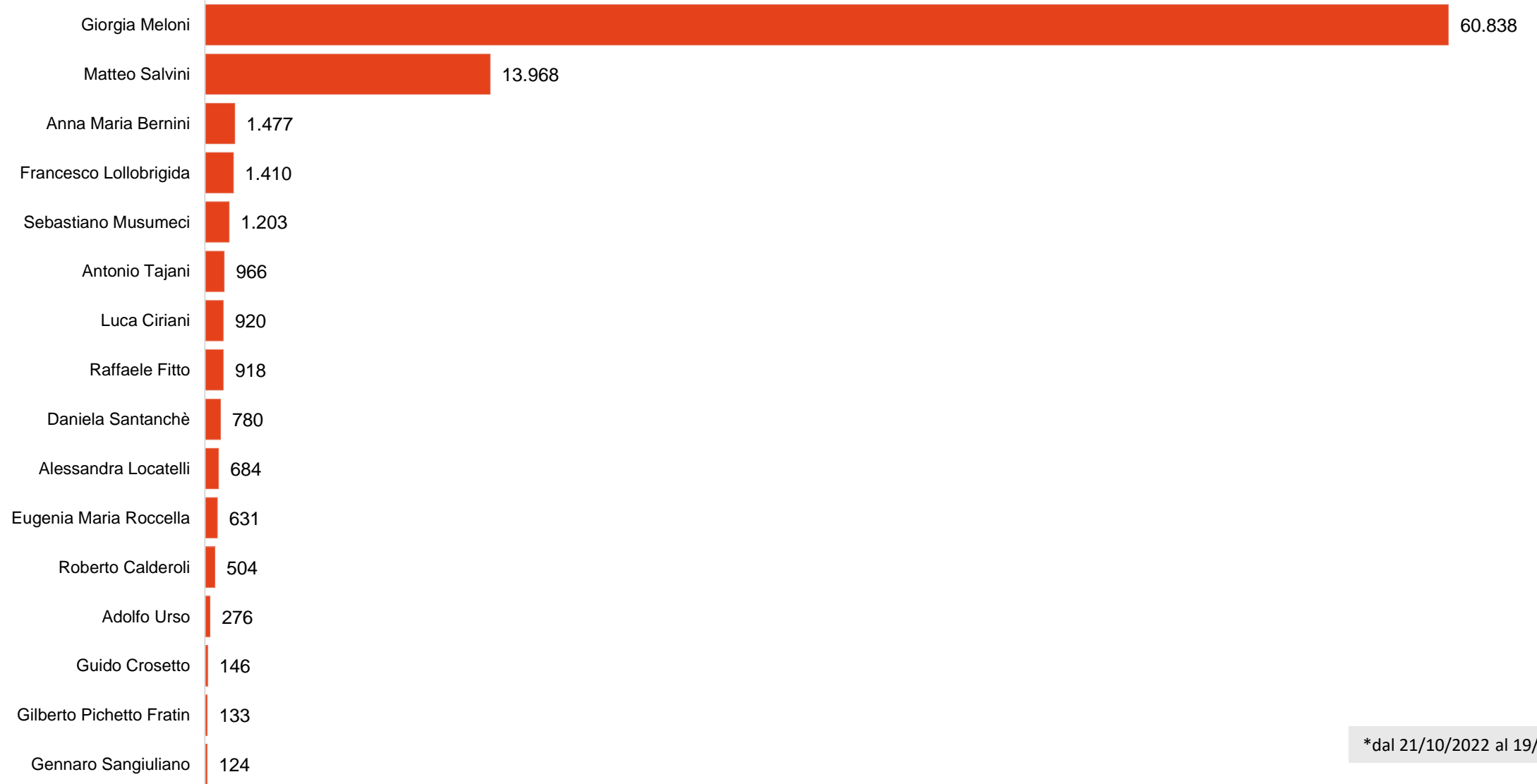


FAN





ENGAGEMENT MEDIO PER POST



*dal 21/10/2022 al 19/12/2022

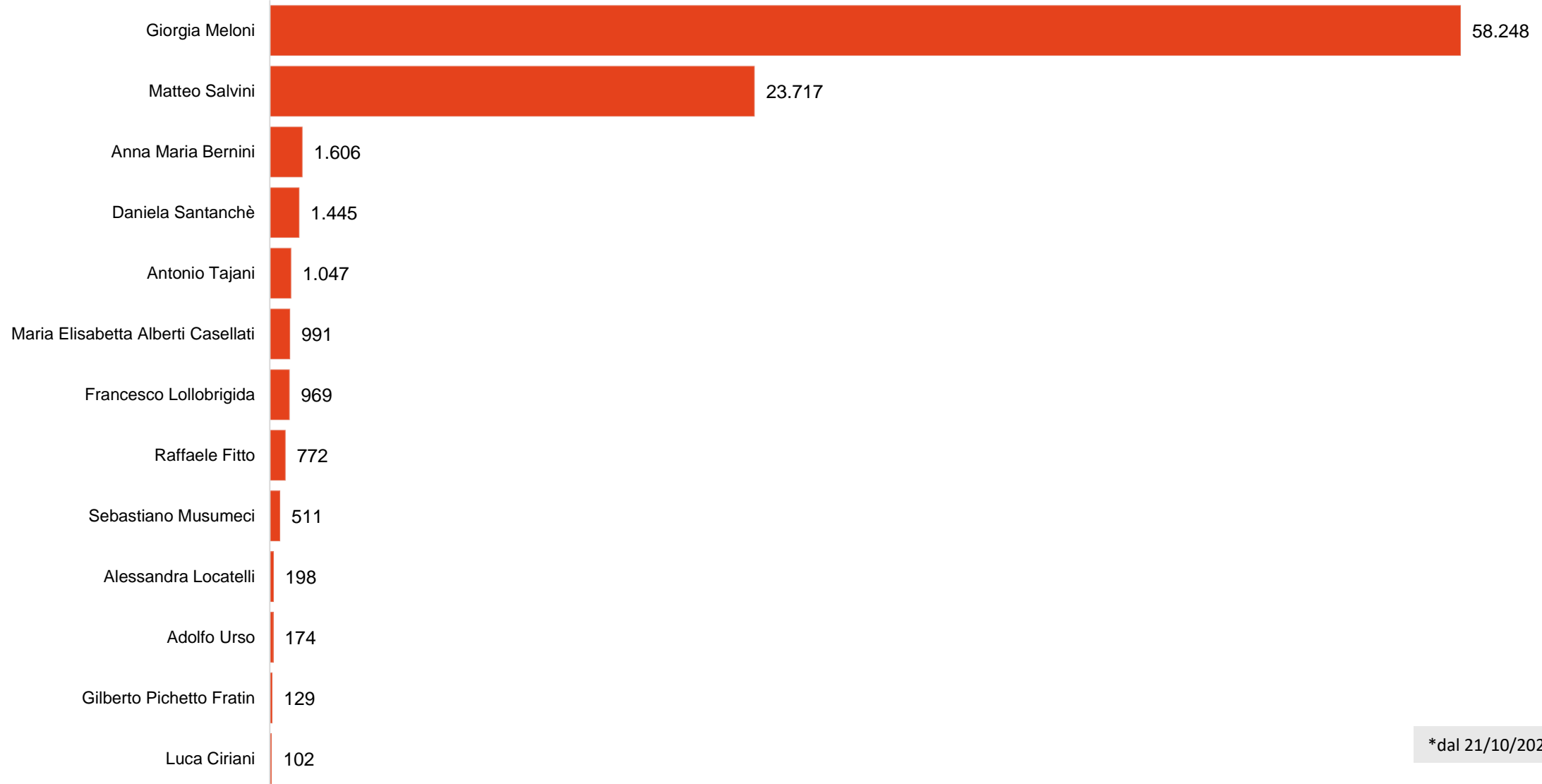


FOLLOWER





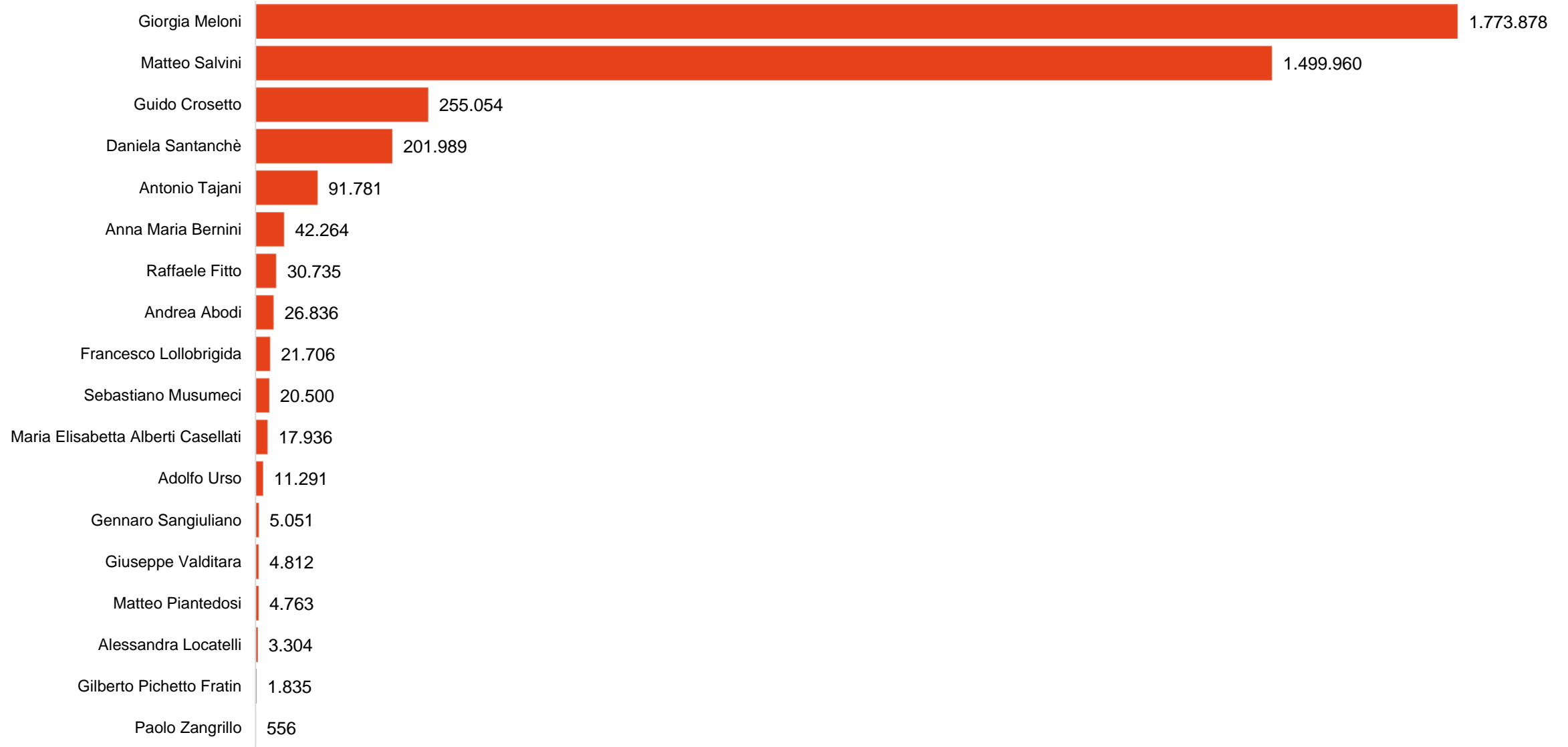
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*dal 21/10/2022 al 19/12/2022

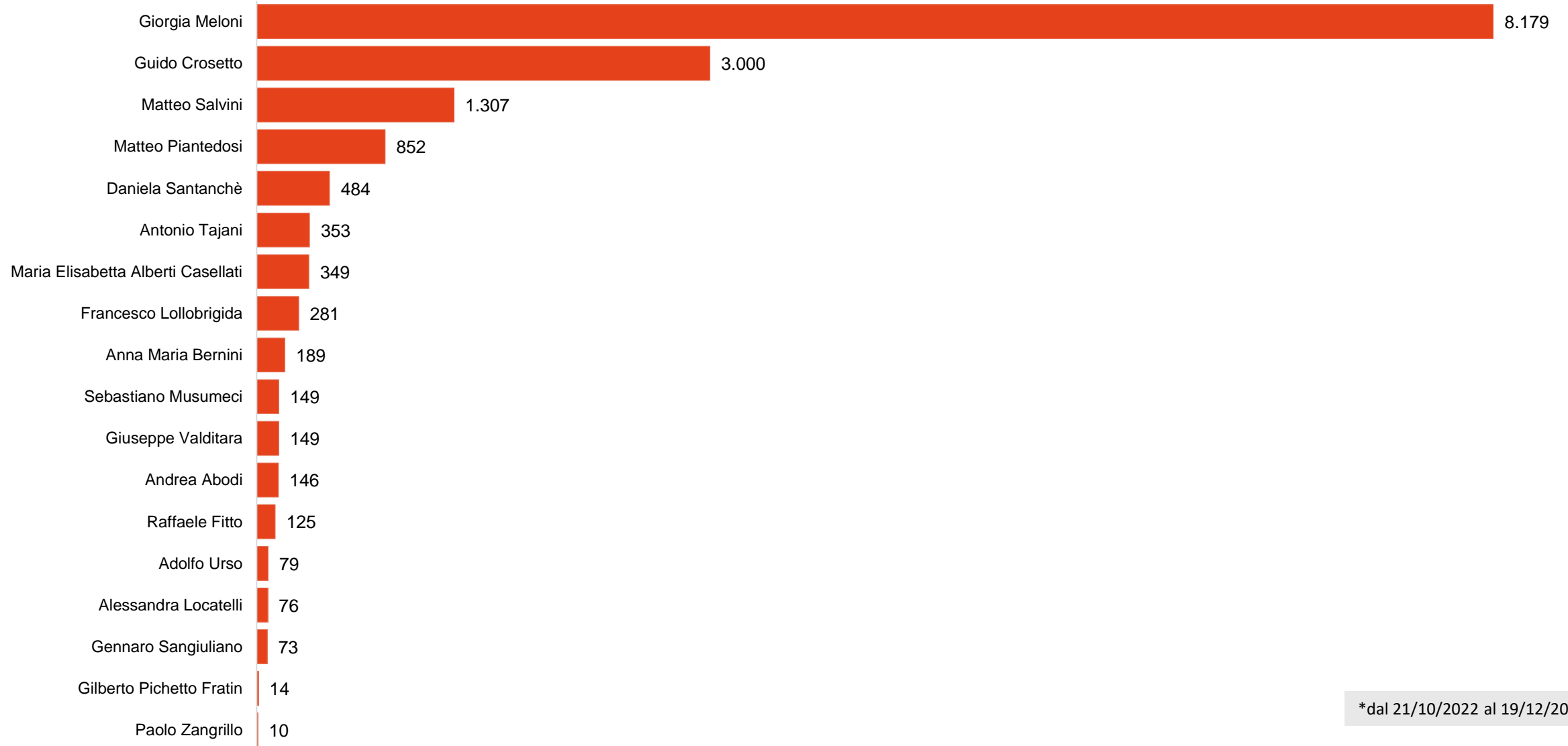


FOLLOWER





ENGAGEMENT MEDIO PER POST



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FOLLOWER



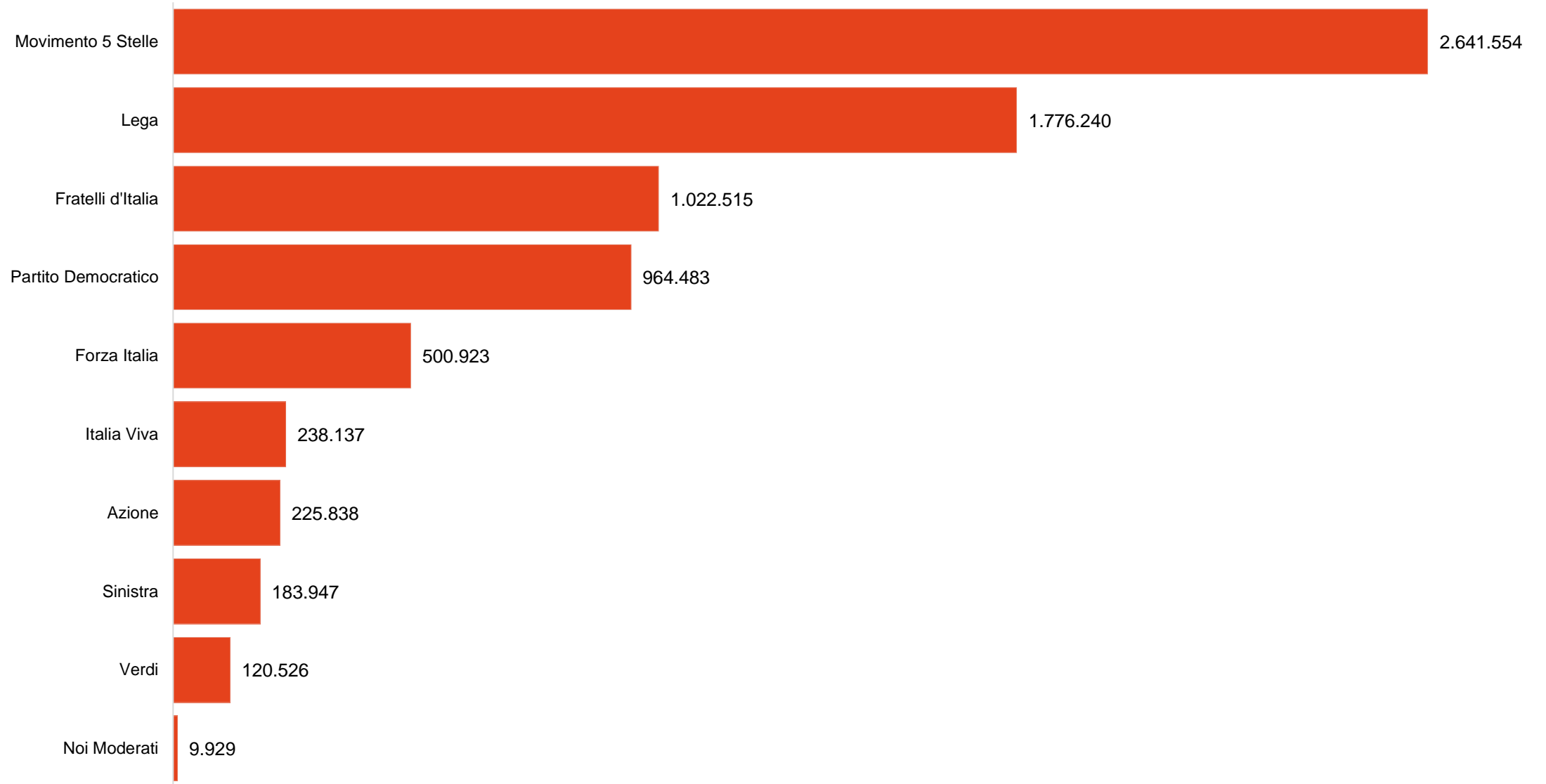
FORZE POLITICHE

Il responsabile dell'Osservatorio:
Sandro Giorgetti

L'indagine ha riguardato 10 forze politiche che si sono presentate alle ultime elezioni politiche 2022. L'Osservatorio Digitale ha analizzato, al 19 dicembre 2022, le attività di Social Media Marketing, stilando una classifica per numero di Follower, Engagement totale ed Engagement medio per post degli ultimi 2 mesi, su Facebook, Instagram, Twitter e TikTok.

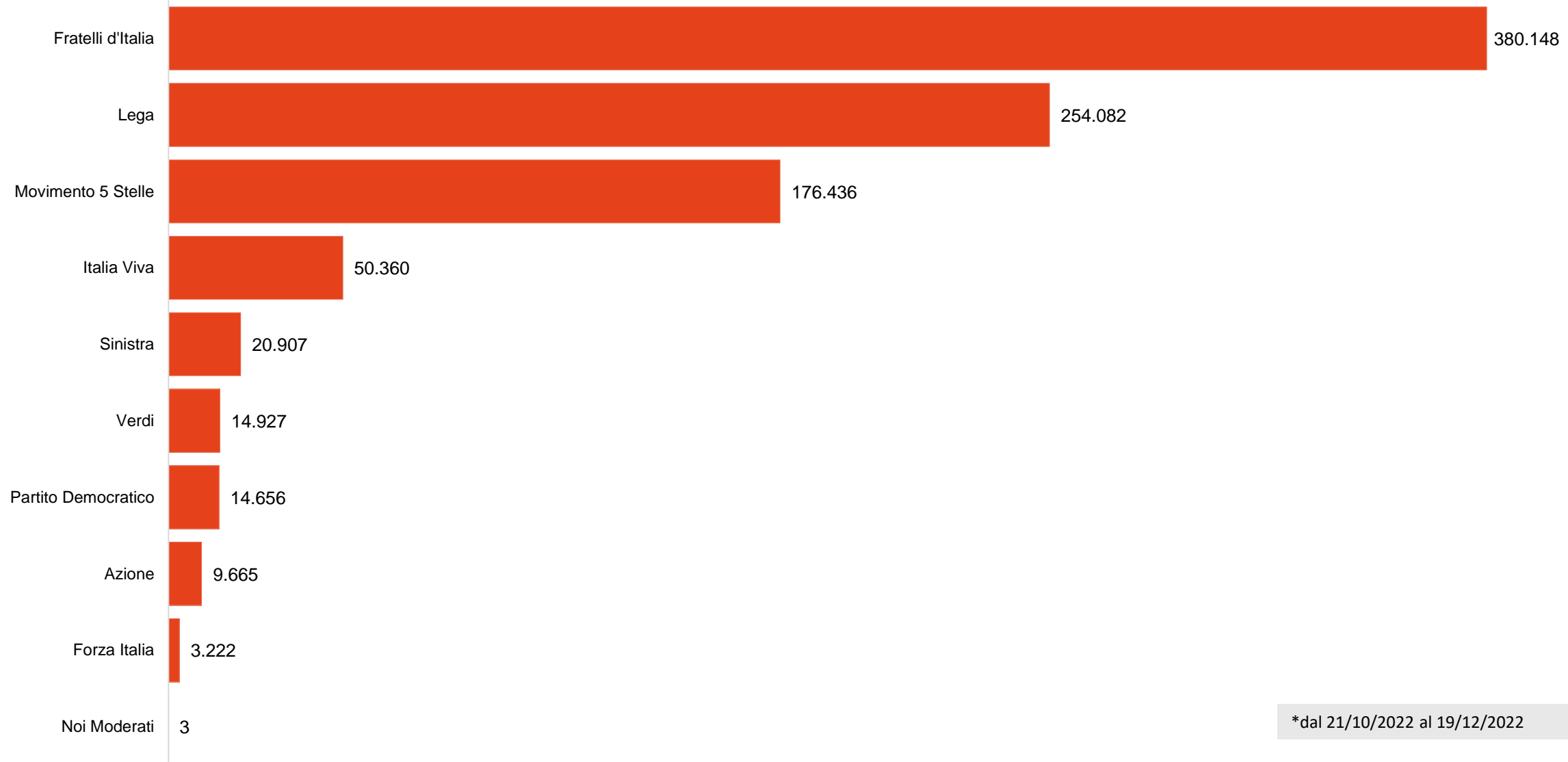


FOLLOWER





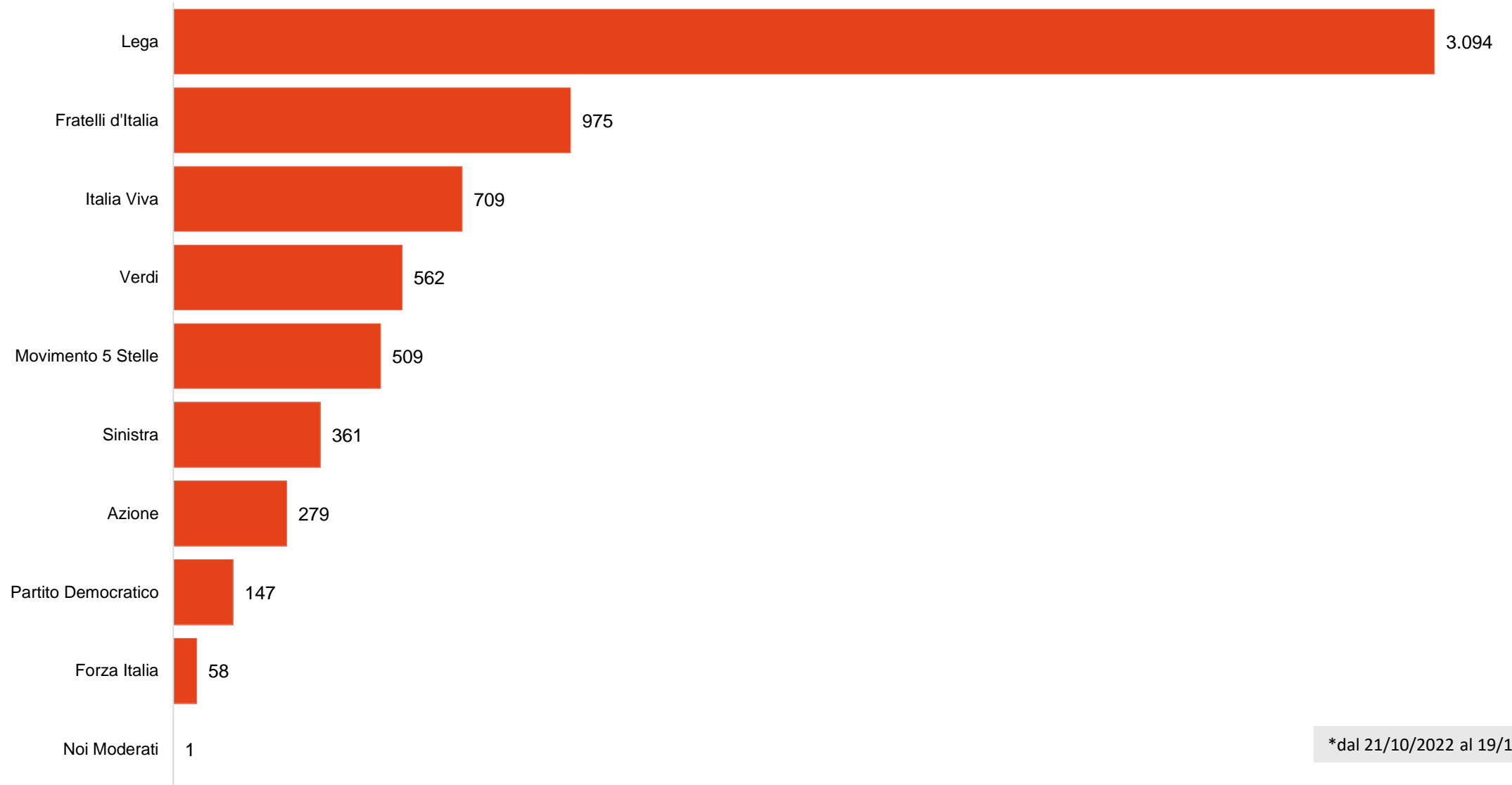
ENGAGEMENT



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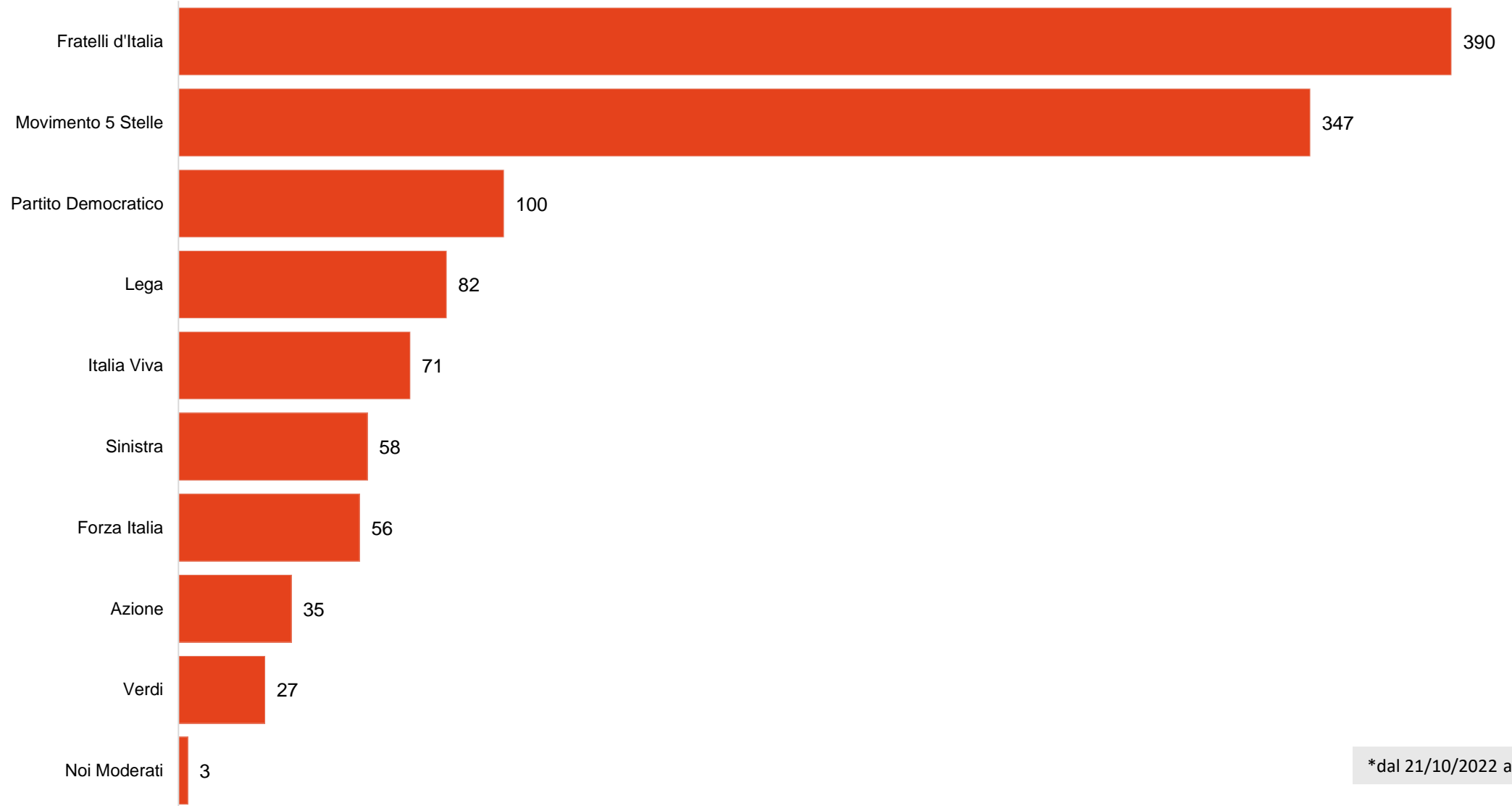
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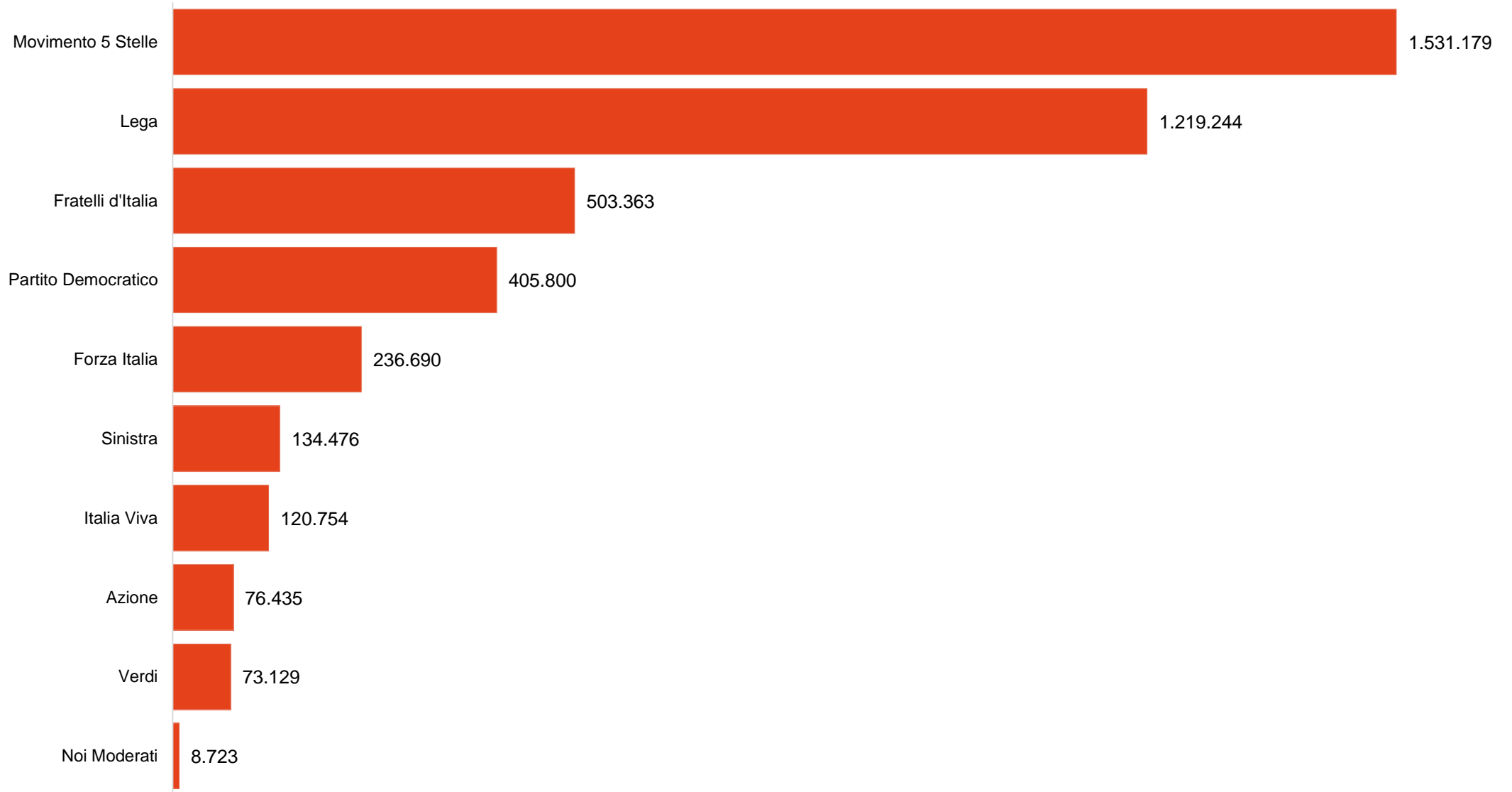
ENGAGEMENT PER POST



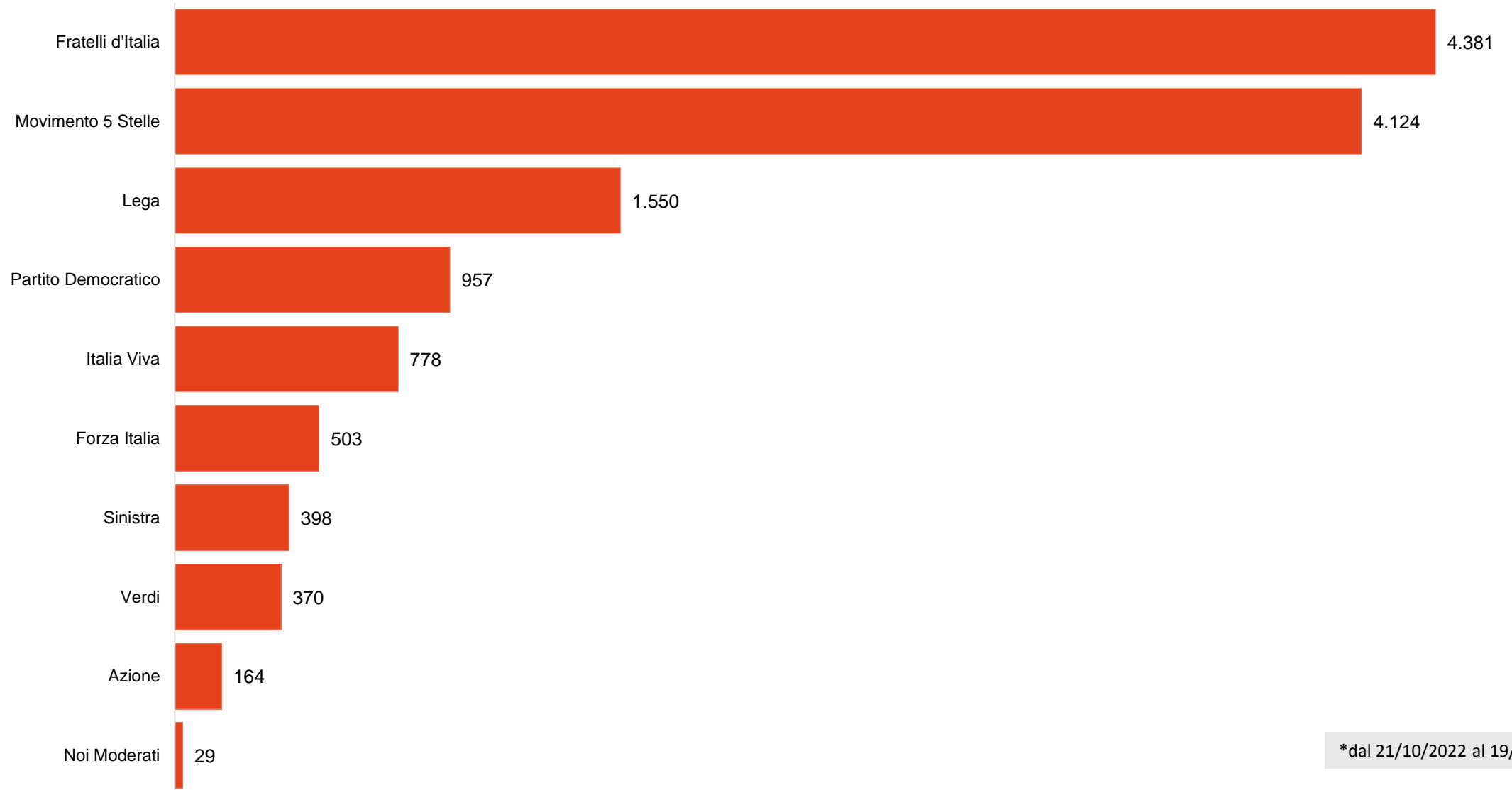
*dal 21/10/2022 al 19/12/2022



FAN



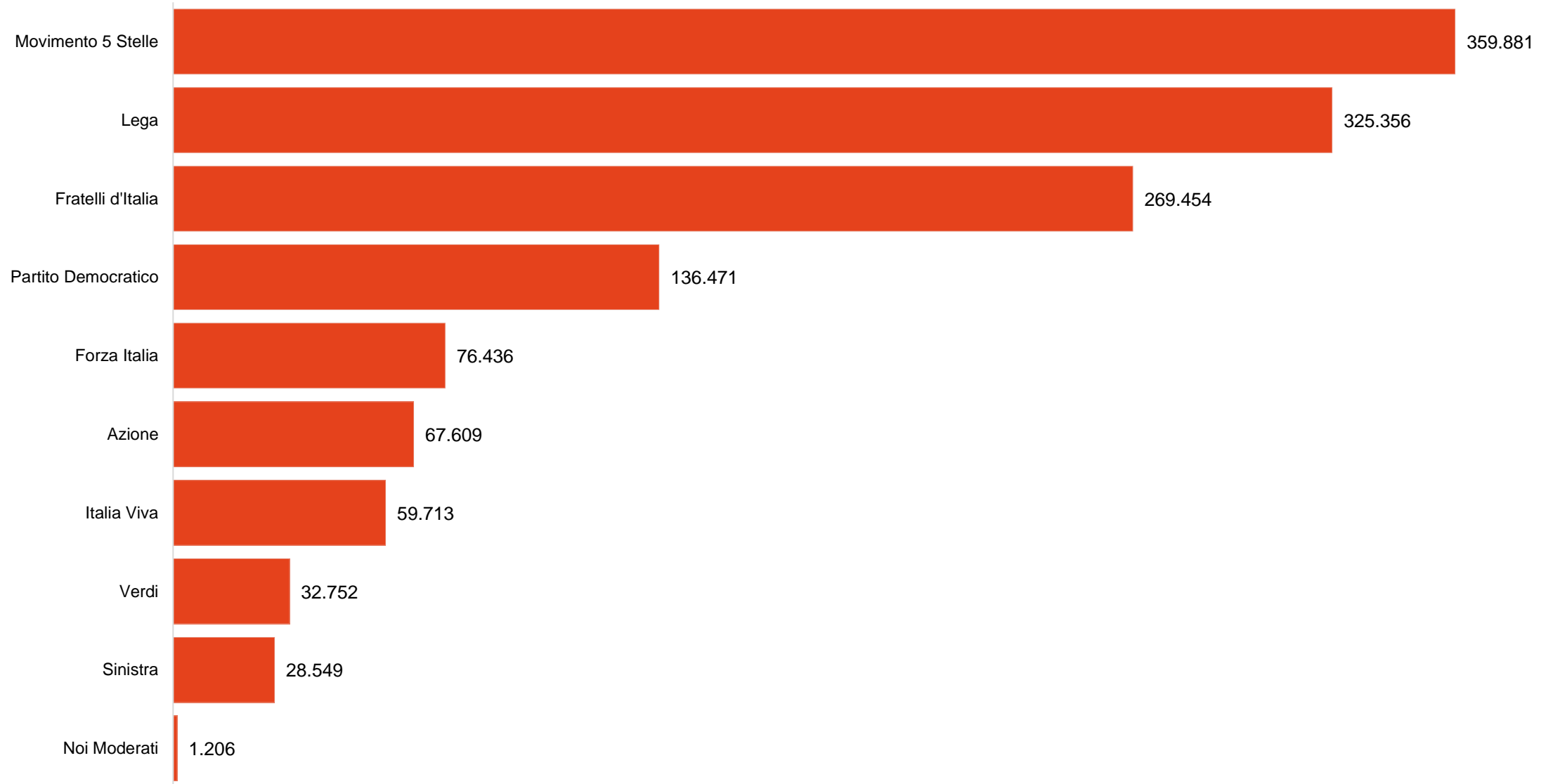
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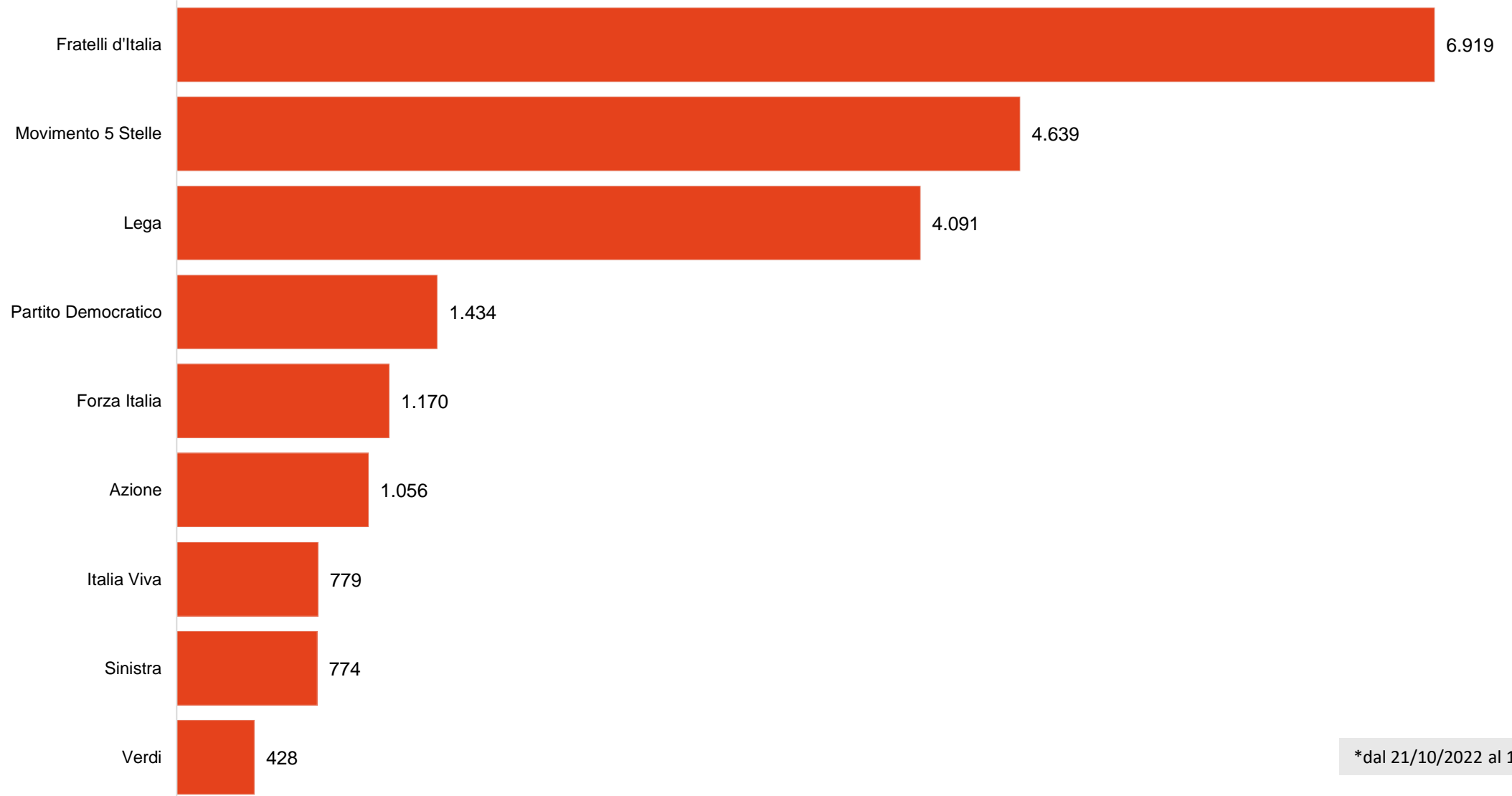


FOLLOWER





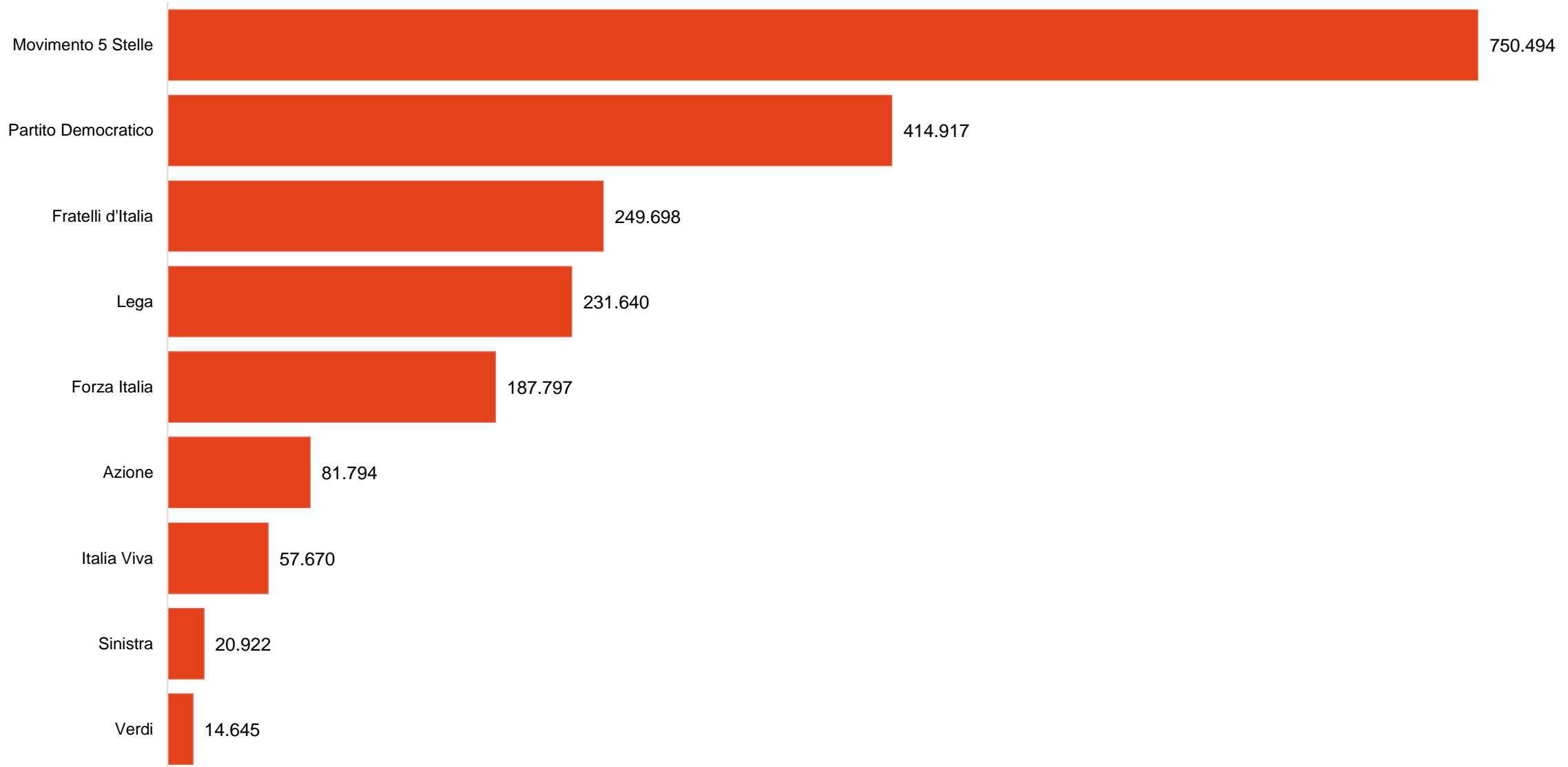
ENGAGEMENT MEDIO PER POST



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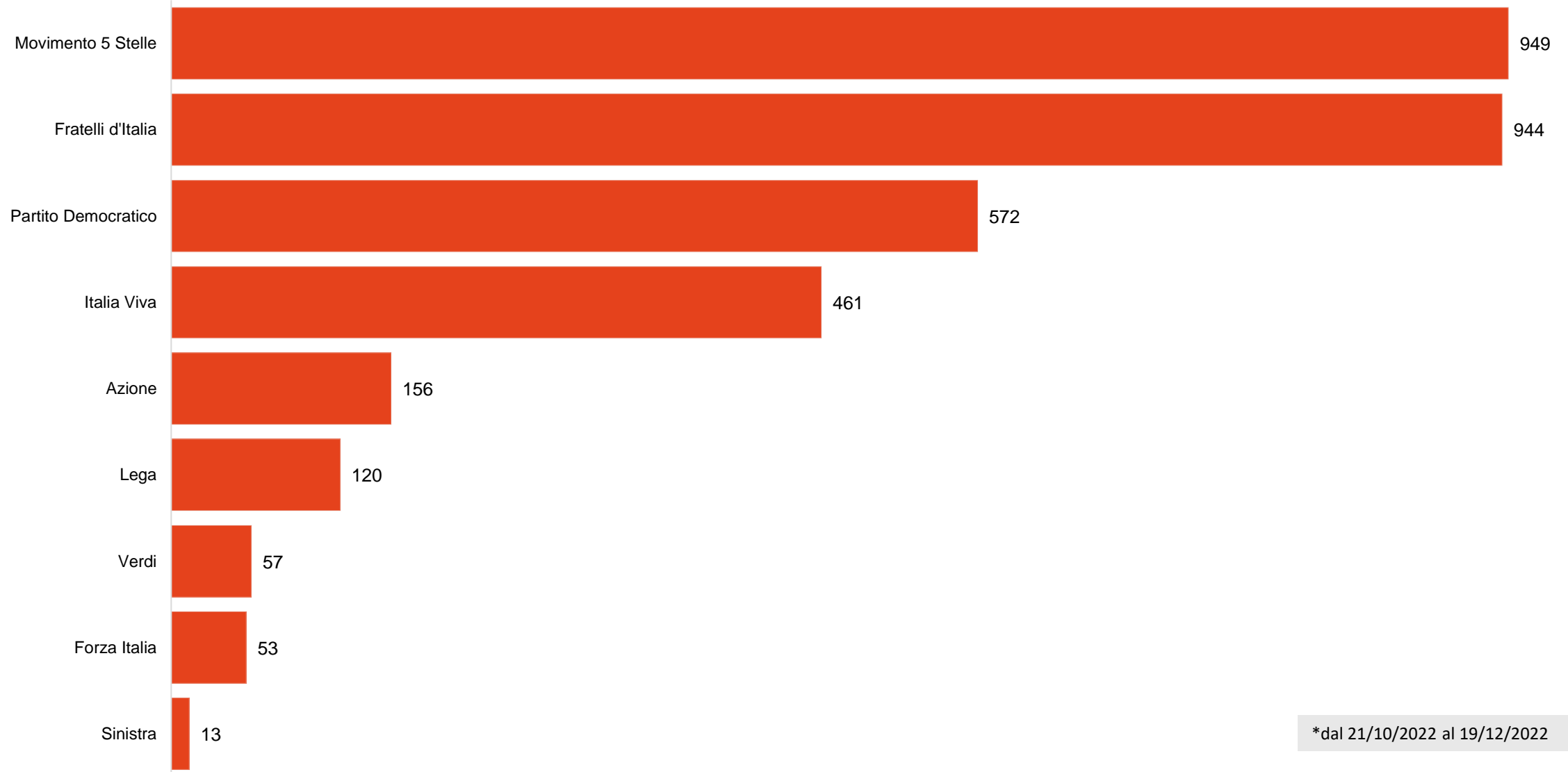


FOLLOWER





ENGAGEMENT MEDIO PER POST



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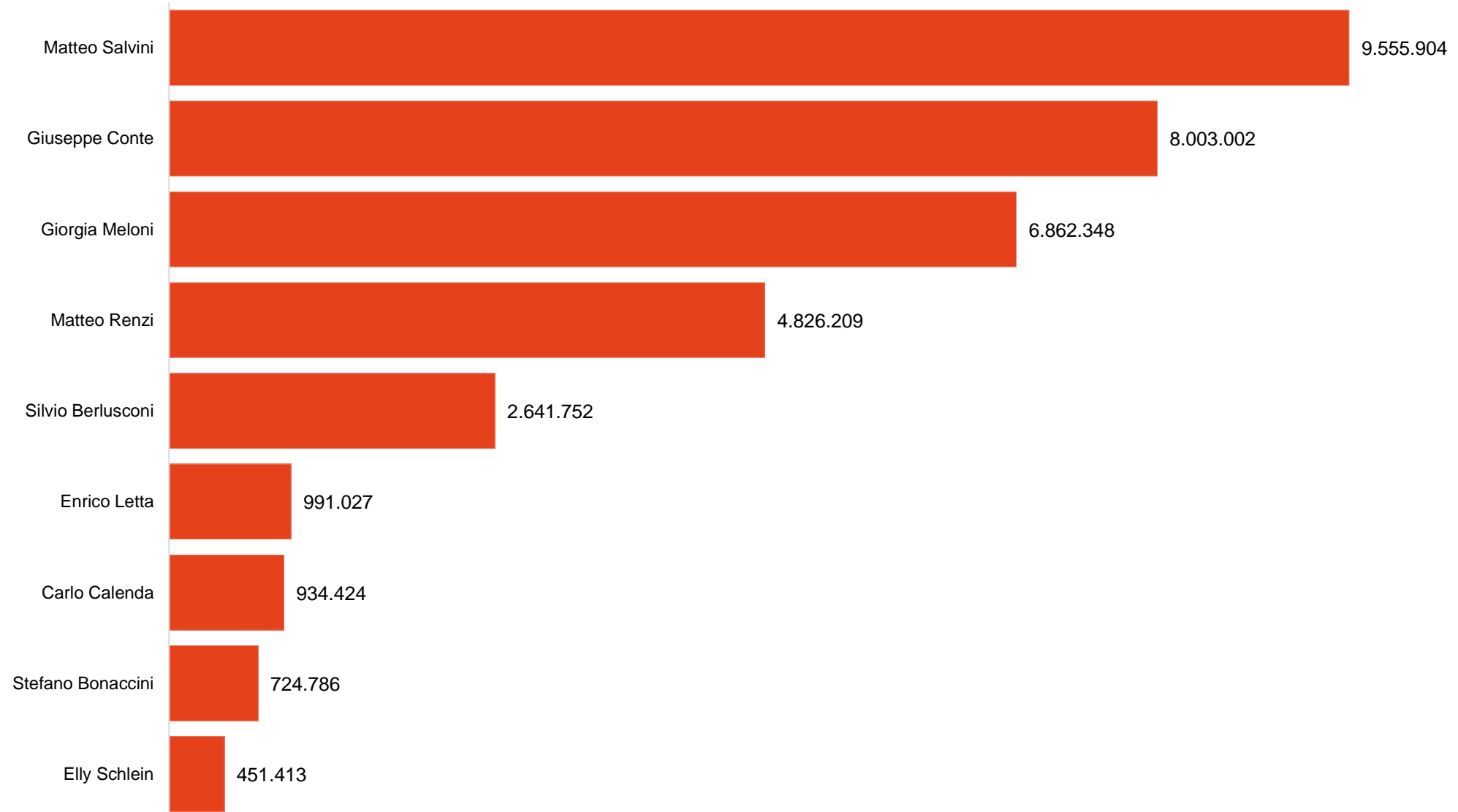
LEADER FORZE POLITICHE

Il responsabile dell'Osservatorio:
Sandro Giorgetti

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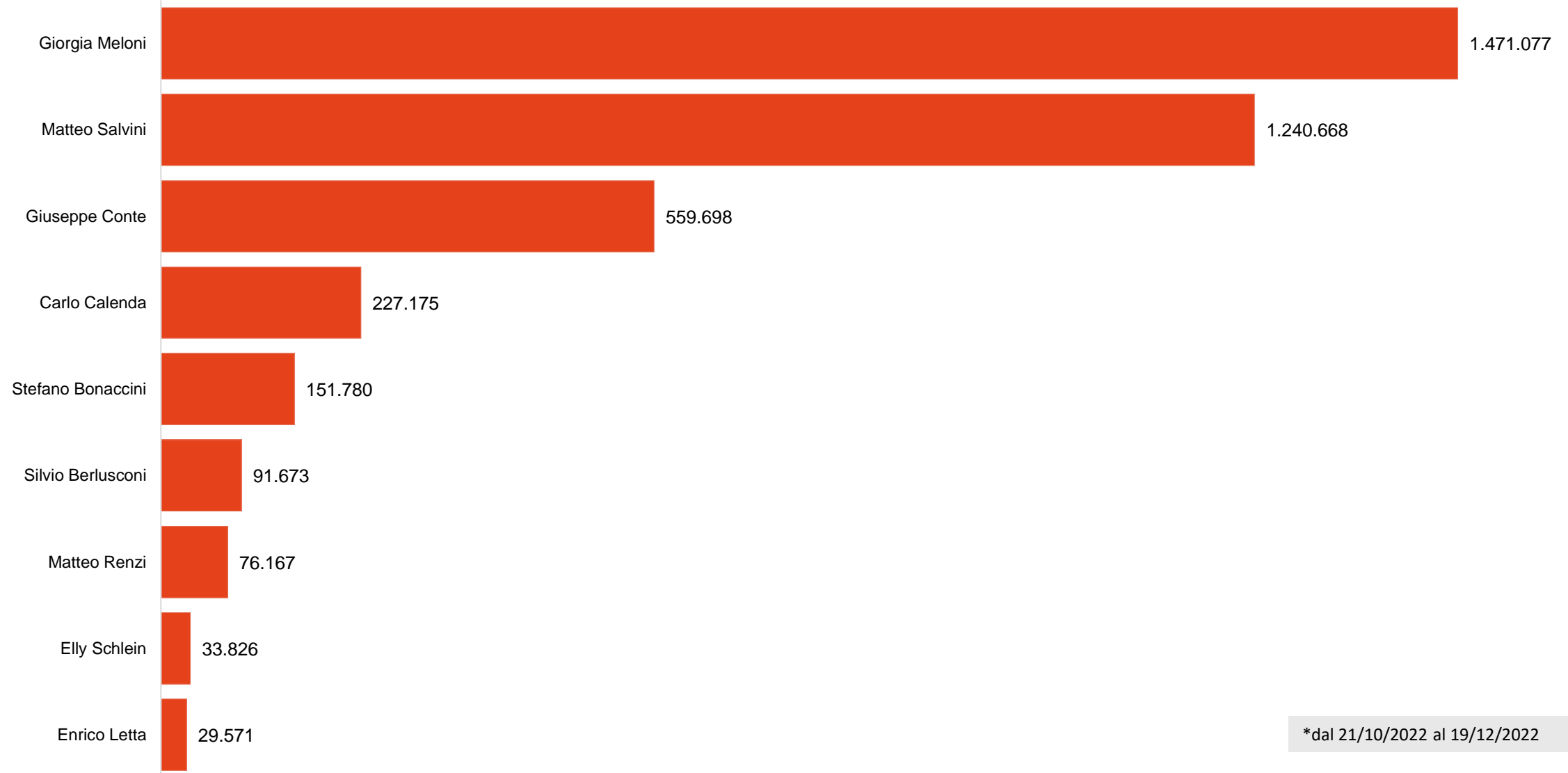


FOLLOWER





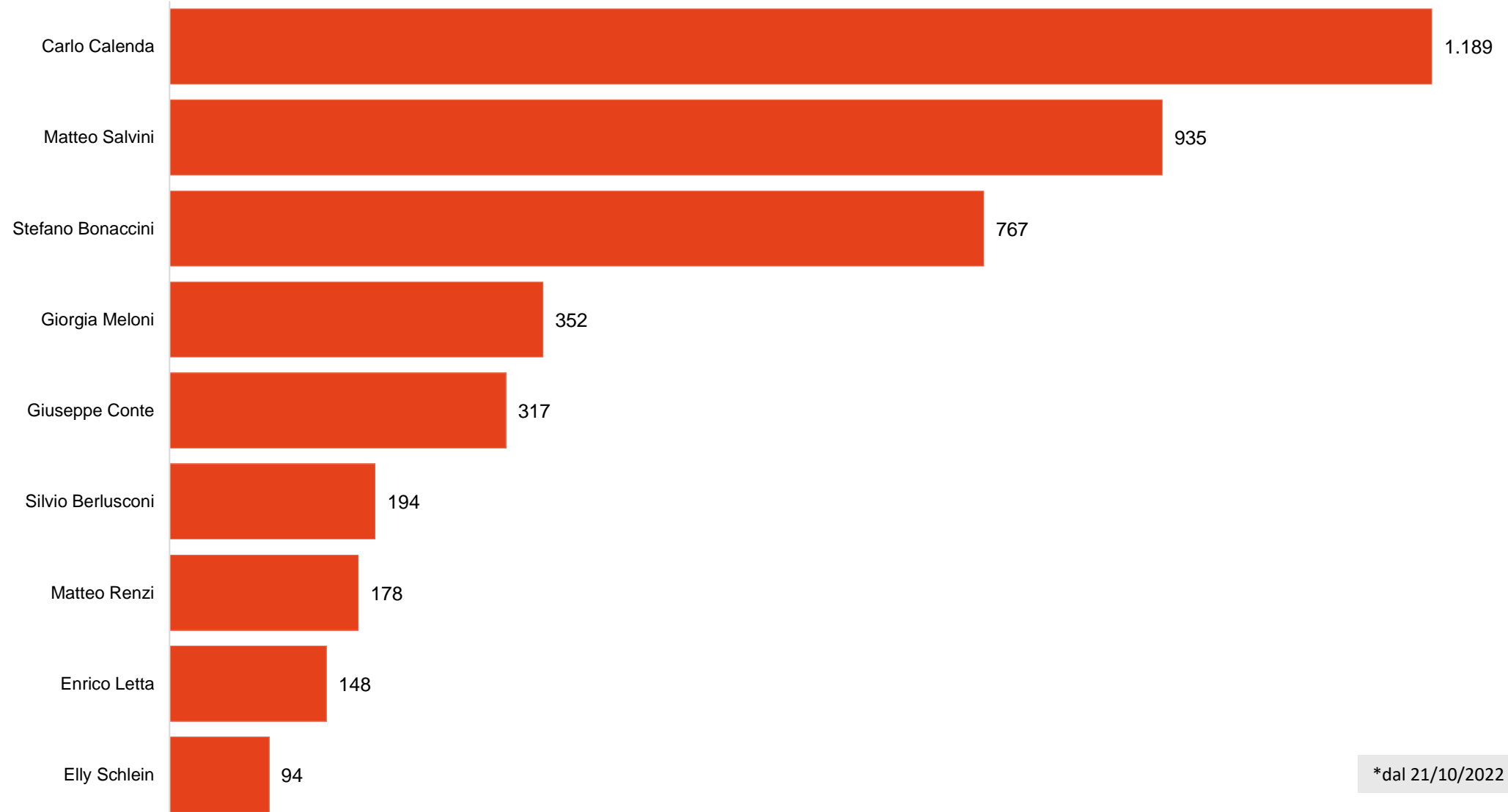
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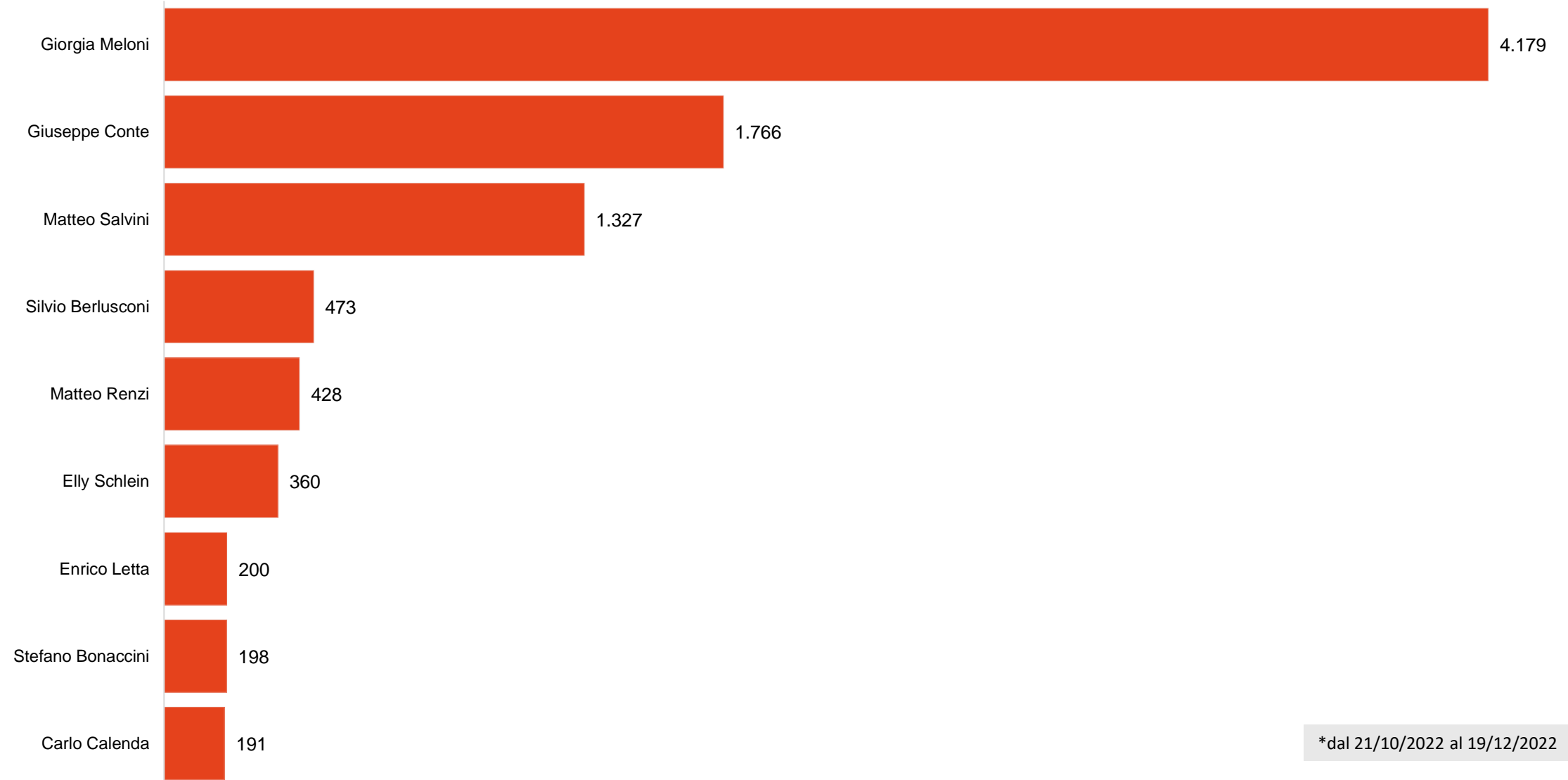
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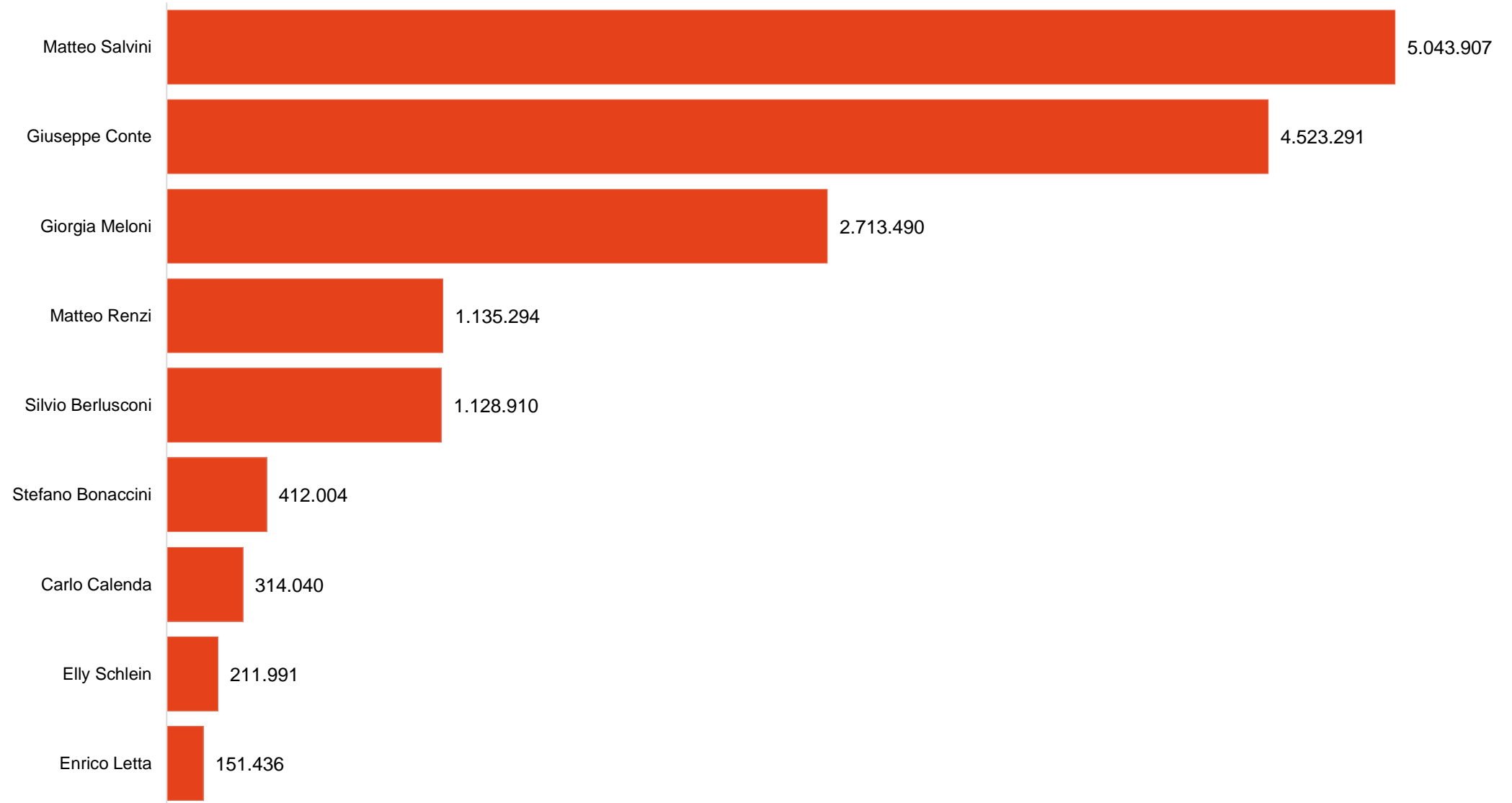
ENGAGEMENT PER POST



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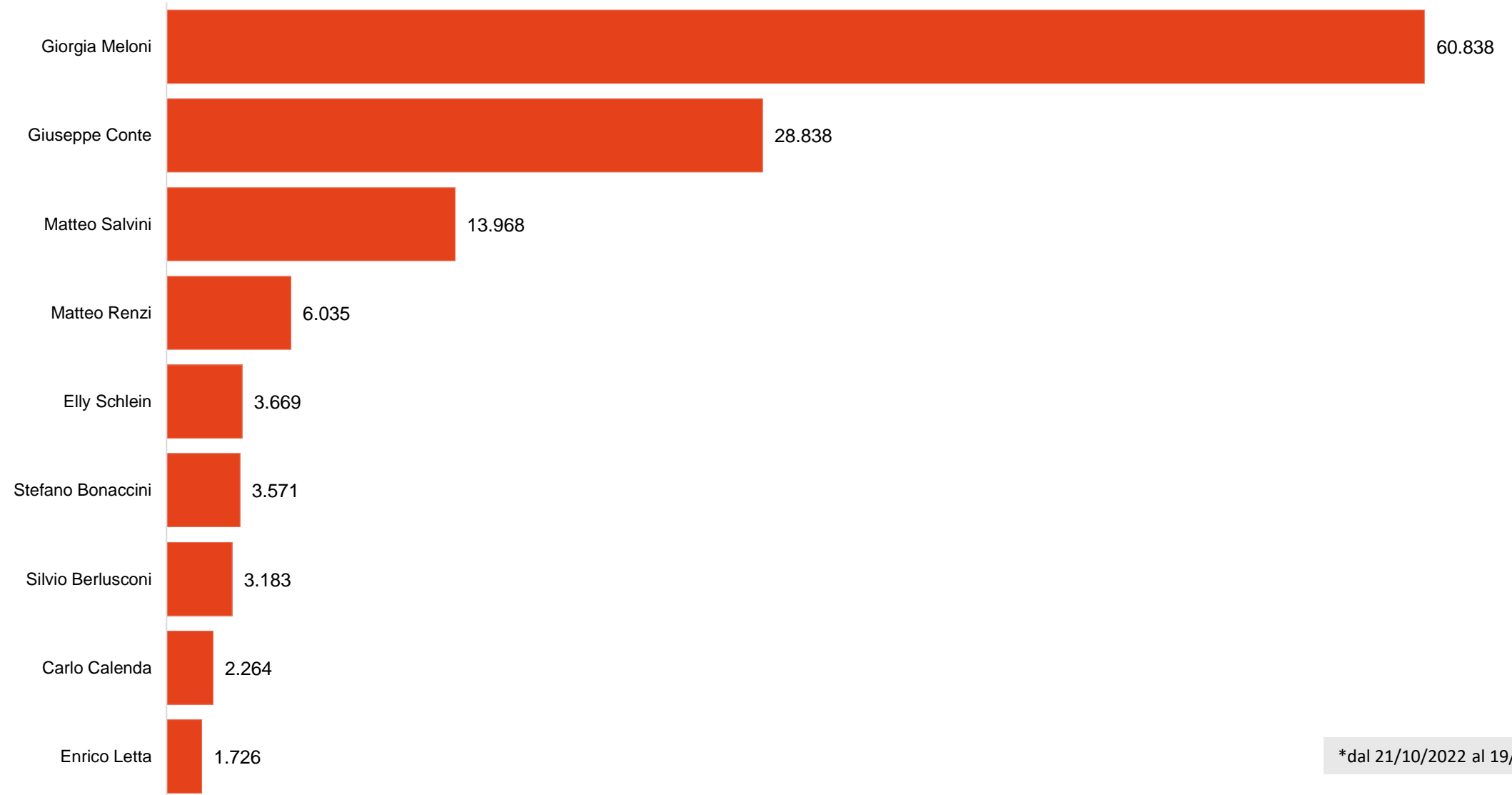


FAN





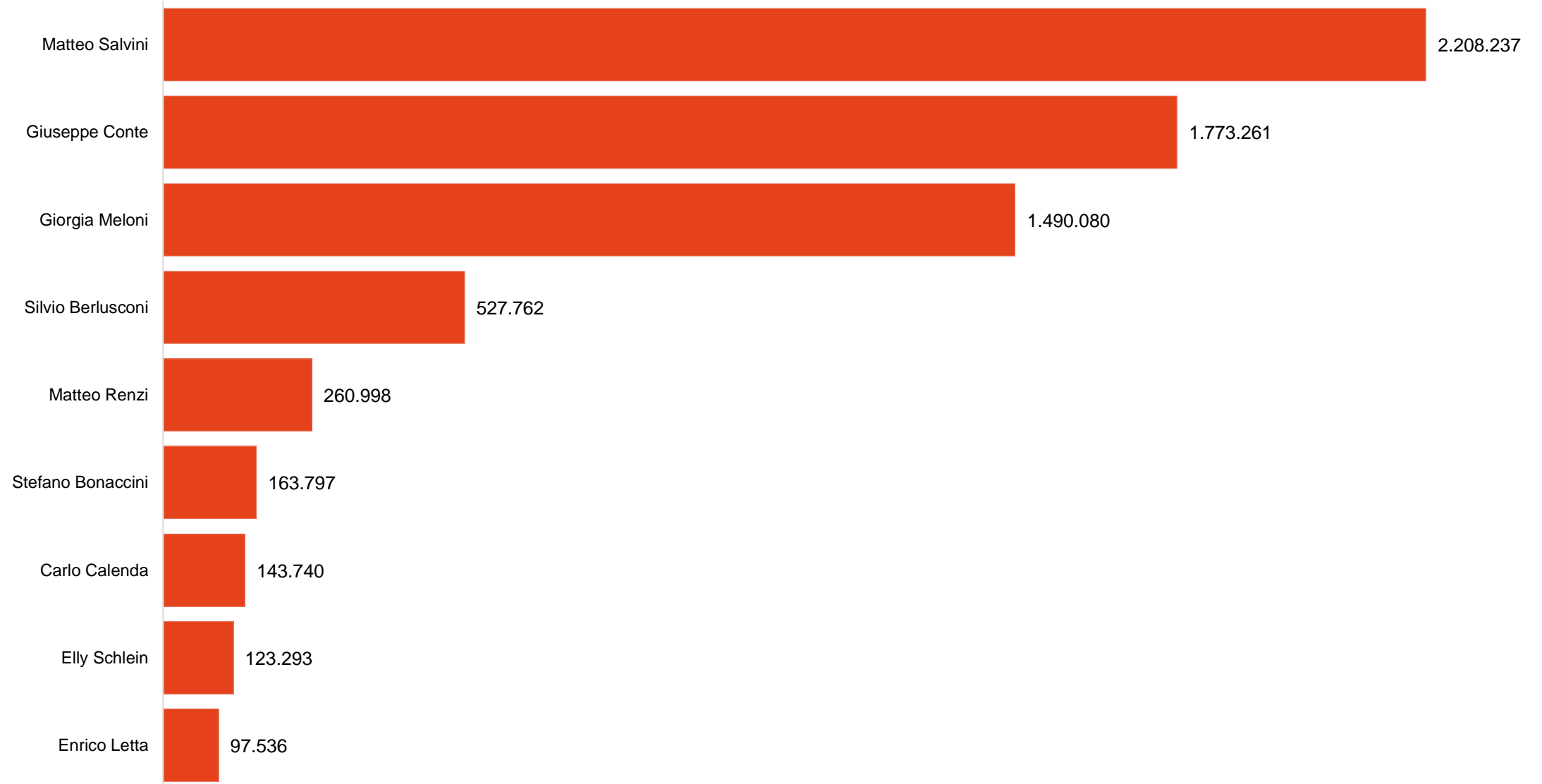
ENGAGEMENT MEDIO PER POST



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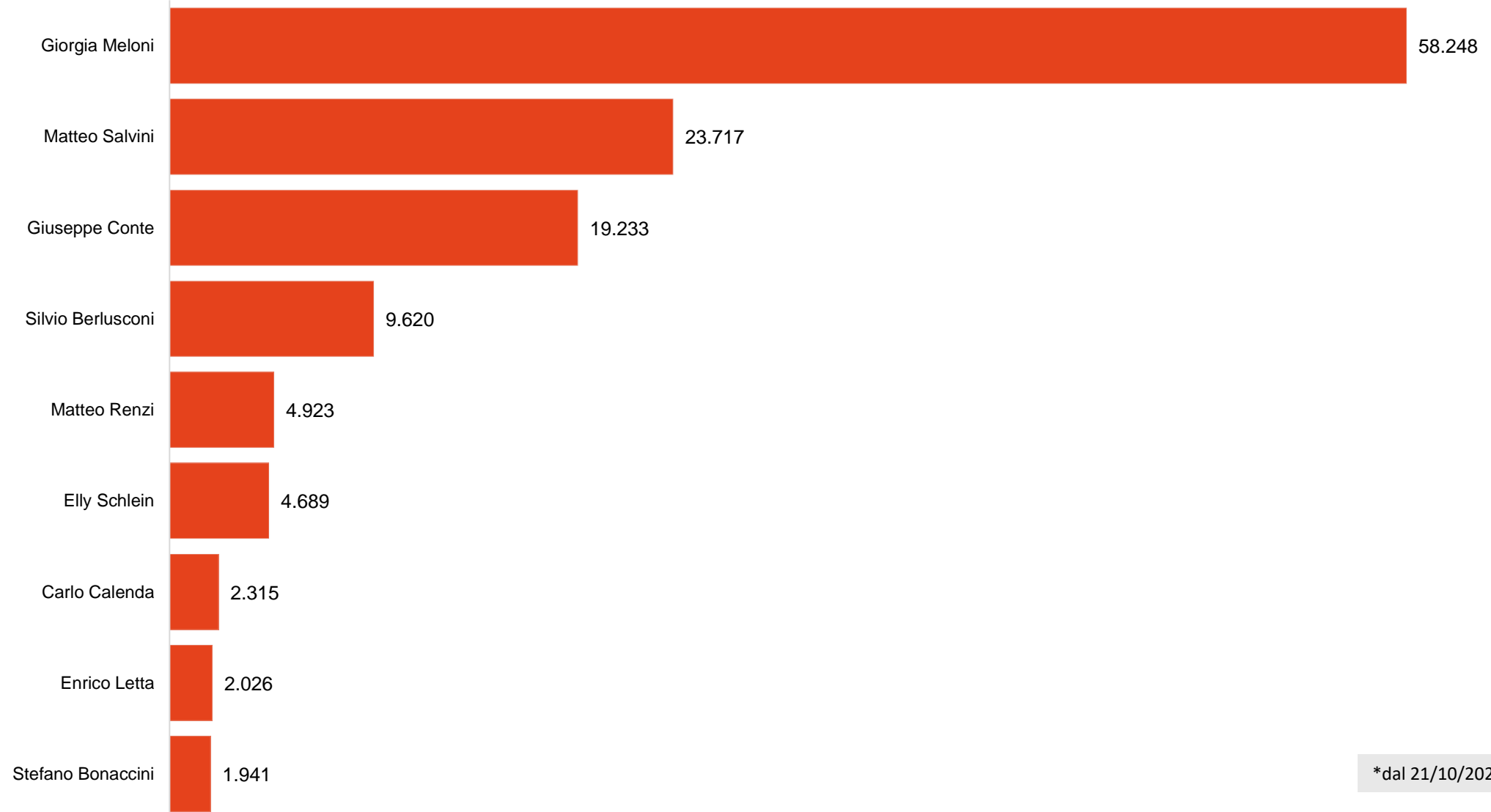


FOLLOWER





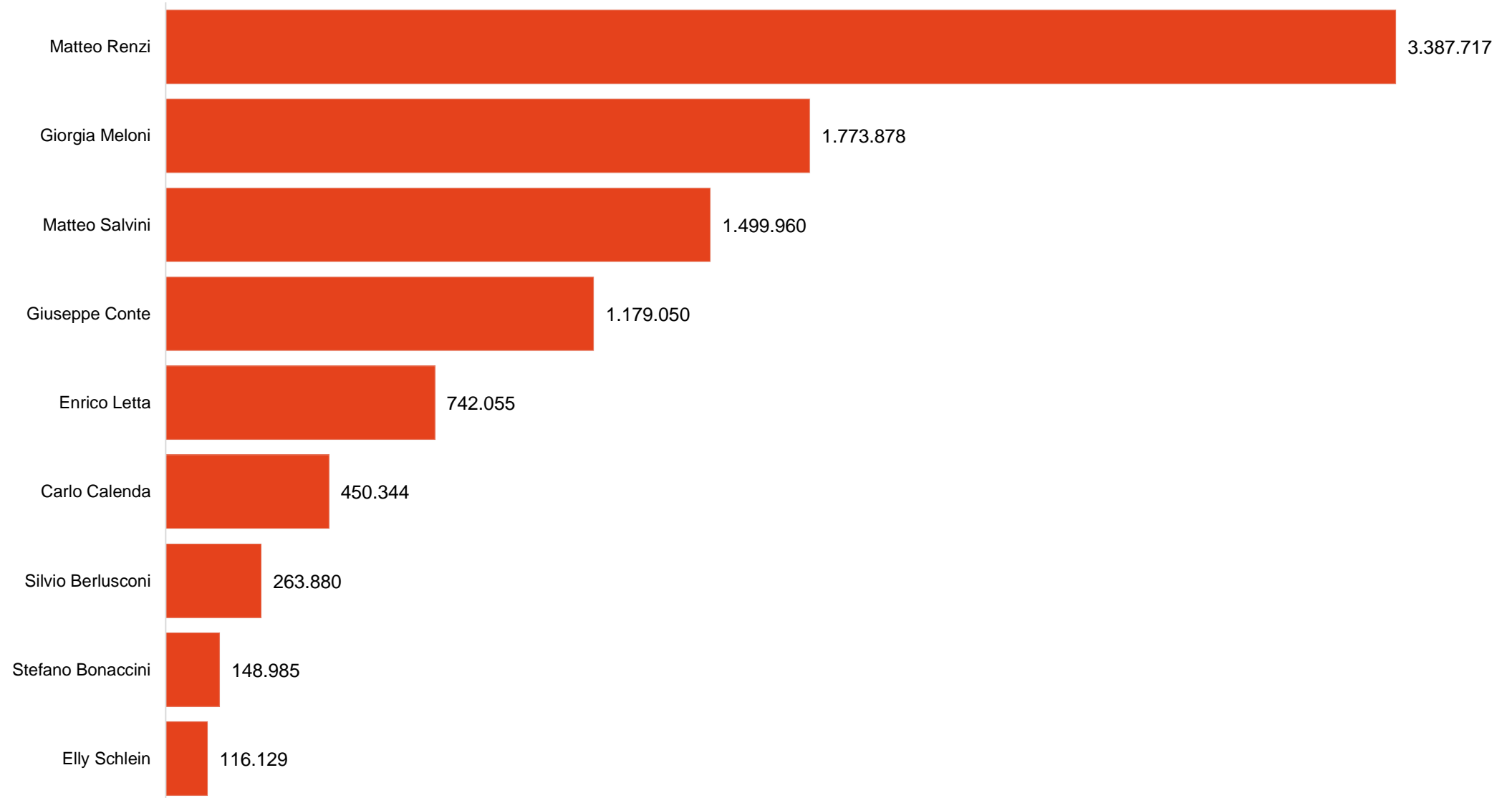
ENGAGEMENT MEDIO PER POST



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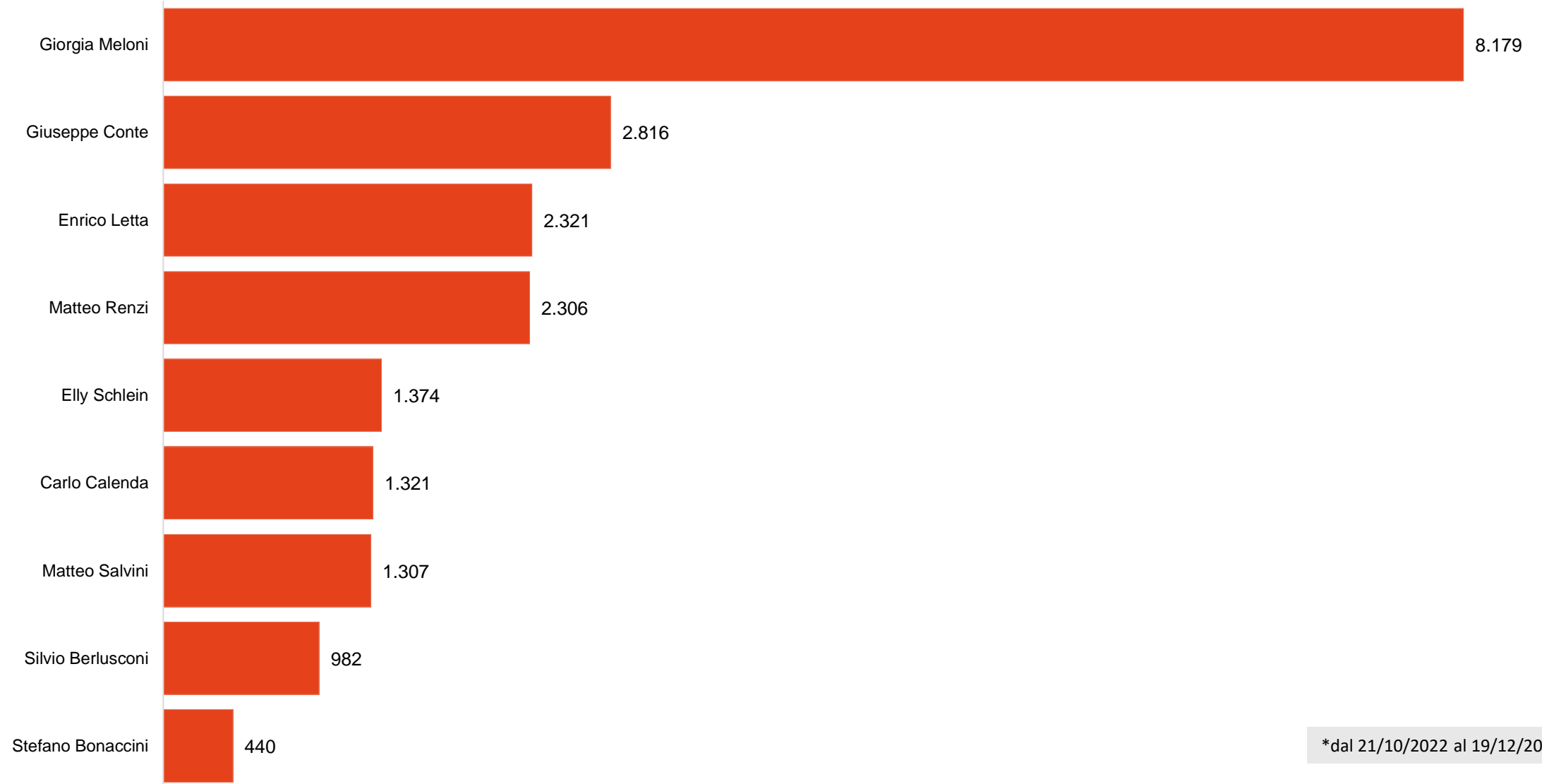


FOLLOWER





ENGAGEMENT MEDIO PER POST



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FOLLOWER

