



CAPI DI GOVERNO GLOBAL

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Il responsabile dell'Osservatorio:
Sandro Giorgetti

L'indagine ha riguardato 196 Capi di Governo (tutti i paesi del mondo). L'Osservatorio Digitale ha analizzato, al 25 febbraio 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 e Twitter.

CAPI DI GOVERNO GLOBAL

Il responsabile dell'Osservatorio:
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*L'indagine ha individuato chi tra capo di stato, di governo, re o altra funzione, nelle repubbliche Presidenziali senza il primo ministro, Presidenziali con il primo ministro, Repubbliche semipresidenziali, Repubbliche parlamentari, Repubbliche parlamentari miste, Repubbliche direttoriali, Monarchie parlamentari, Monarchie costituzionali, Monarchie assolute, Teocrazie, Repubbliche islamiche, Monopartitismo, Giunte militari, **detenga il potere esecutivo o esercita poteri sostanziali.**



FOLLOWER



FOLLOWER

1	India - Narendra Modi	207.542.031
2	Indonesia - Joko Widodo	80.802.204
3	Stati Uniti - Joe Biden	66.207.382
4	Turchia - Recep Tayyip Erdoğan	40.781.731
5	Ucraina - Volodymyr Zelens'kyj	27.260.938
6	Brasile - Luiz Inácio Lula da Silva	25.773.818
7	Messico - Andrés Manuel López Obrador	20.719.179
8	Canada - Justin Trudeau	19.160.302
9	Egitto - `Abd al-Fattāḥ al-Sīsī	19.053.374
10	Francia - Emmanuel Macron	17.163.589
11	El Salvador - Nayib Bukele	15.494.841
12	Città del Vaticano - Papa Francesco	14.356.722
13	Cambogia - Hun Sen	14.153.306
14	Filippine - Ferdinand Marcos Jr.	9.988.240
15	Pakistan - Shehbaz Sharif	9.321.355
16	Israele - Benjamin Netanyahu	7.110.608
17	Venezuela - Nicolás Maduro	6.813.443
18	Nigeria - Muhammadu Buhari	6.211.640
19	Italia - Giorgia Meloni	6.154.937
20	Ghana - Nana Akufo-Addo	6.148.339



FOLLOWER

21	Argentina - Alberto Fernández	6.100.502
22	Kenya - William Ruto	5.784.967
23	Etiopia - Abiy Ahmed Ali	5.647.626
24	Ruanda - Paul Kagame	5.468.137
25	Malaysia - Anwar Ibrahim	5.257.130
26	Emirati Arabi Uniti - Mohammed bin Zayed Al Nahyan	4.871.480
27	Uzbekistan - Shavkat Mirziyoyev	4.805.272
28	Colombia - Gustavo Petro	4.543.368
29	Uganda - Yoweri Museveni	4.160.605
30	Regno Unito - Rishi Sunak	3.823.476
31	Cile - Gabriel Boric	3.784.568
32	Algeria- Abdelmadjid Tebboune	3.529.772
33	Ecuador - Guillermo Lasso	3.307.522
34	Singapore - Lee Hsien Loong	3.266.268
35	Sudafrica - Cyril Ramaphosa	3.163.186
36	Rep. Dominicana - Luis Abinader	3.112.646
37	Senegal - Macky Sall	3.106.212
38	Polonia - Andrzej Duda	2.952.276
39	Albania - Edi Rama	2.566.342
40	Spagna - Pedro Sánchez	2.480.375

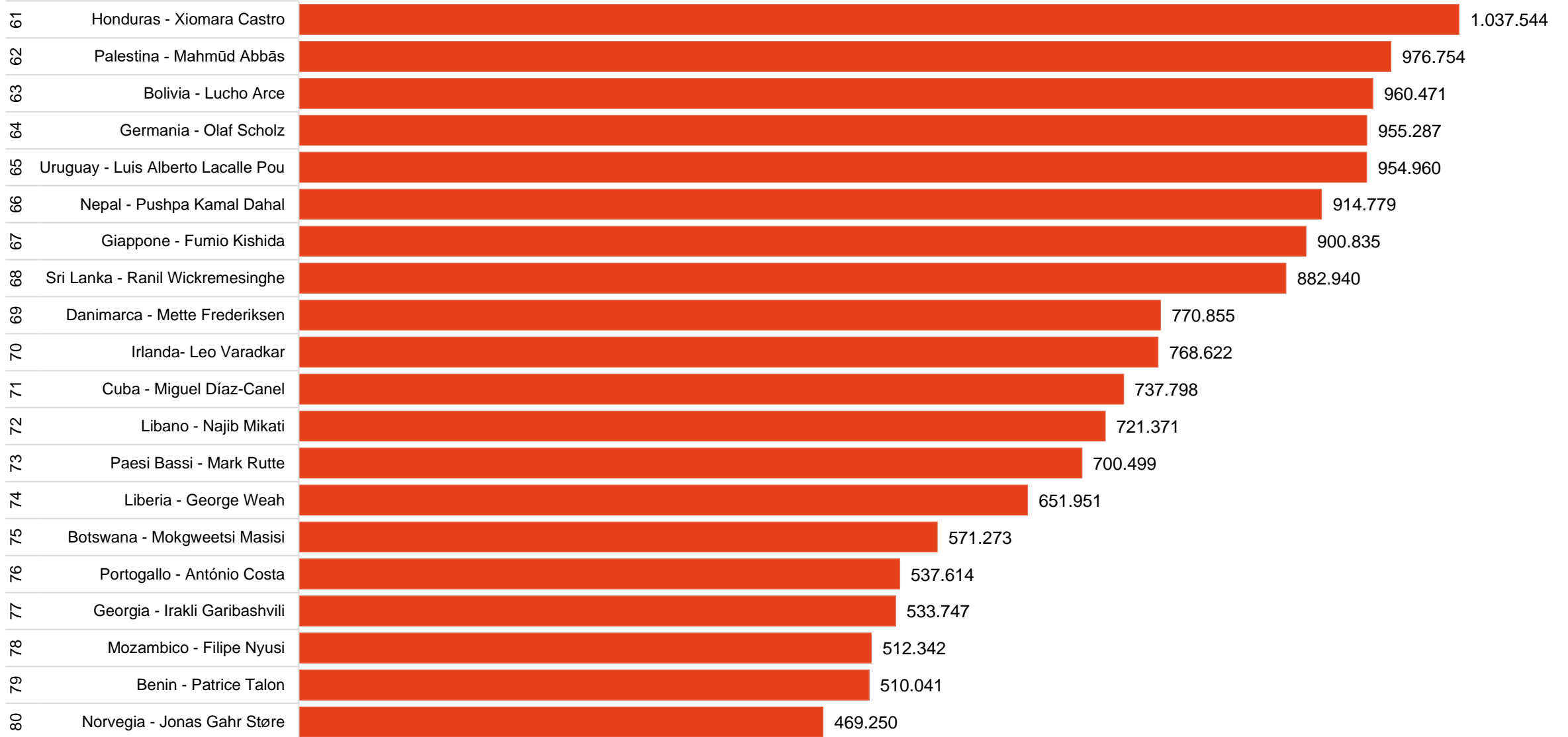


FOLLOWER

41	Costa d'Avorio - Alassane Ouattara	2.388.642
42	Zambia - Hakainde Hichilema	2.323.074
43	Romania - Klaus Iohannis	2.270.628
44	Tanzania - Samia Suluhu	2.258.812
45	Guatemala - Alejandro Giammattei	1.885.512
46	Azerbaijan - İlham Əliyev	1.854.263
47	Finlandia - Sanna Marin	1.849.378
48	Zimbabwe - Emmerson Mnangagwa	1.679.862
49	Qatar - Tamim bin Hamad al-Thani	1.648.292
50	Armenia - Nikol Pashinyan	1.630.350
51	Thailandia - Prayut Chan-o-cha	1.566.672
52	Giamaica - Andrew Holness	1.496.058
53	Ungheria - Viktor Orbán	1.438.128
54	Paraguay - Mario Abdo Benítez	1.389.232
55	Madagascar - Andry Rajoelina	1.317.888
56	Australia - Anthony Albanese	1.239.859
57	Gabon - Ali Bongo Ondimba	1.148.934
58	Panama - Laurentino Cortizo	1.135.216
59	Grecia - Kyriakos Mitsotakis	1.103.871
60	Camerun - Paul Biya	1.102.895

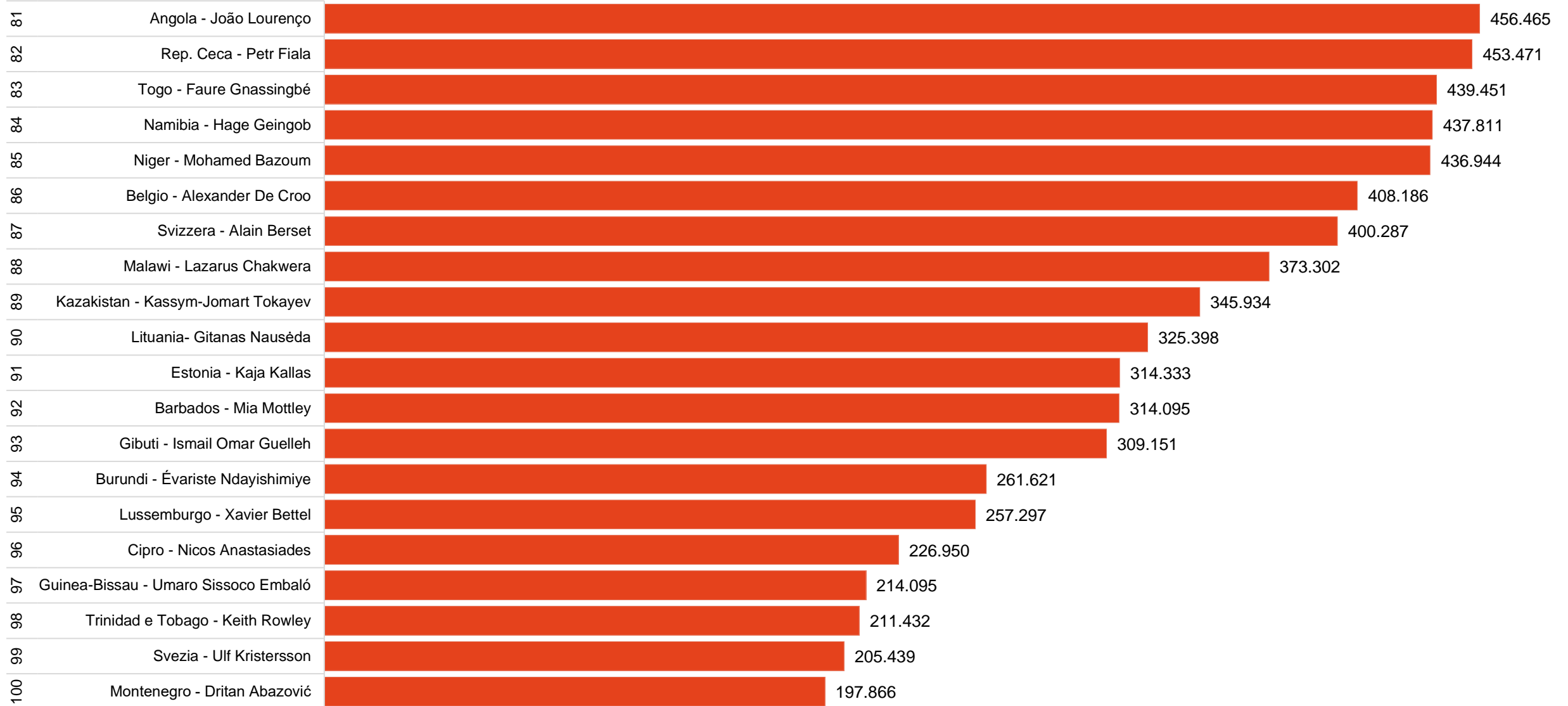


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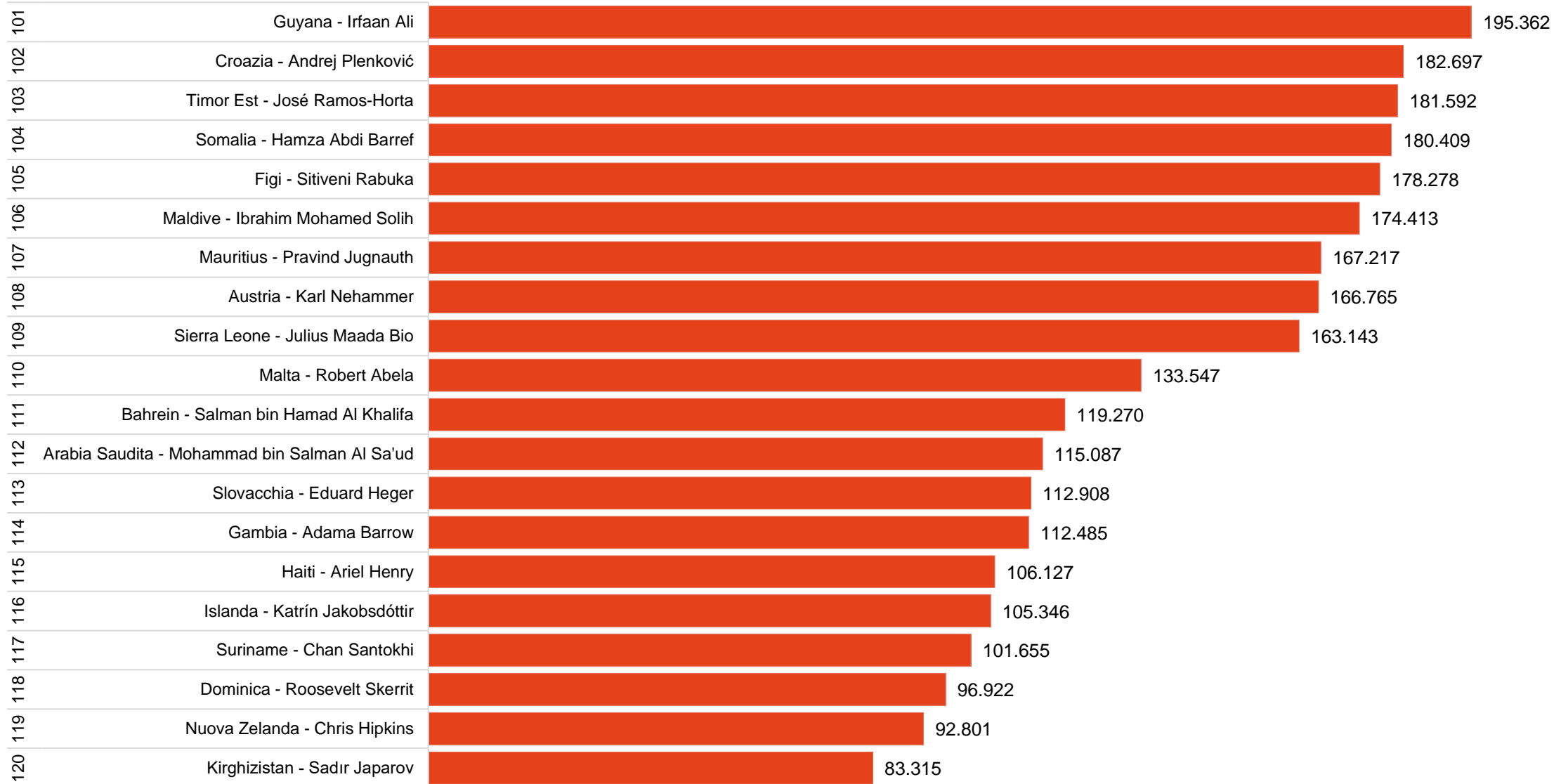


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FOLLOWER



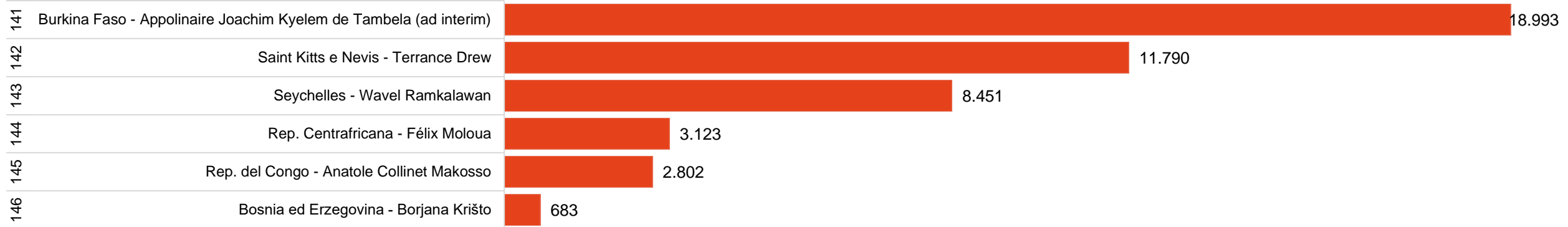


FOLLOWER

121	RD del Congo - Jean-Michel Sama Lukonde	74.943
122	Lettonia - Krišjānis Kariņš	68.812
123	Yemen - Rashad al-Alimi	67.982
124	Papua Nuova Guinea - James Marape	67.437
125	Capo Verde - Ulisses Correia e Silva	64.622
126	Ciad - Saleh Kebzabo	60.878
127	Serbia - Ana Brnabić	55.146
128	Bhutan - Lotay Tshering	49.106
129	Macedonia del Nord - Dimitar Kovačevski	48.940
130	Slovenia - Robert Golob	48.230
131	Saint Vincent e Grenadine - Ralph Gonsalves	45.463
132	Moldavia - Natalia Gavrilița	42.079
133	Costa Rica - Rodrigo Chaves Robles	37.295
134	Bahamas - Philip Brave Davis	36.341
135	Comore - Azali Assoumani	36.227
136	Belize - Johnny Briceño	33.912
137	Saint Lucia - Philip Pierre	27.139
138	Andorra - Xavier Espot Zamora	25.808
139	Corea del Sud- Yoon Suk-yeol	19.283
140	Antigua e Barbuda - Gaston Browne	19.216



FOLLOWER



FOLLOWER PER CONTINENTE



CONTINENTE AMERICA - FOLLOWER

1	Stati Uniti - Joe Biden	66.207.382
2	Brasile - Luiz Inácio Lula da Silva	25.773.818
3	Messico - Andrés Manuel López Obrador	20.719.179
4	Canada - Justin Trudeau	19.160.302
5	El Salvador - Nayib Bukele	15.494.841
6	Venezuela - Nicolás Maduro	6.813.443
7	Argentina - Alberto Fernández	6.100.502
8	Colombia - Gustavo Petro	4.543.368
9	Cile - Gabriel Boric	3.784.568
10	Ecuador - Guillermo Lasso	3.307.522
11	Rep. Dominicana - Luis Abinader	3.112.646
12	Guatemala - Alejandro Giammattei	1.885.512
13	Giamaica - Andrew Holness	1.496.058
14	Paraguay - Mario Abdo Benítez	1.389.232
15	Panama - Laurentino Cortizo	1.135.216
16	Honduras - Xiomara Castro	1.037.544
17	Bolivia - Lucho Arce	960.471
18	Uruguay - Luis Alberto Lacalle Pou	954.960
19	Cuba - Miguel Díaz-Canel	737.798
20	Barbados - Mia Mottley	314.095



CONTINENTE EUROPA - FOLLOWER

1	Turchia - Recep Tayyip Erdoğan	40.781.731
2	Ucraina - Volodymyr Zelens'kyj	27.260.938
3	Francia - Emmanuel Macron	17.163.589
4	Città del Vaticano - Papa Francesco	14.356.722
5	Italia - Giorgia Meloni	6.154.937
6	Regno Unito - Rishi Sunak	3.823.476
7	Polonia - Andrzej Duda	2.952.276
8	Albania - Edi Rama	2.566.342
9	Spagna - Pedro Sánchez	2.480.375
10	Romania - Klaus Iohannis	2.270.628
11	Finlandia - Sanna Marin	1.849.378
12	Ungheria - Viktor Orbán	1.438.128
13	Grecia - Kyriakos Miśtotakīs	1.103.871
14	Germania - Olaf Scholz	955.287
15	Danimarca - Mette Frederiksen	770.855
16	Irlanda- Leo Varadkar	768.622
17	Paesi Bassi - Mark Rutte	700.499
18	Portogallo - António Costa	537.614
19	Norvegia - Jonas Gahr Støre	469.250
20	Rep. Ceca - Petr Fiala	453.471



CONTINENTE ASIA - FOLLOWER

1	India - Narendra Modi	207.542.031
2	Indonesia - Joko Widodo	80.802.204
3	Cambogia - Hun Sen	14.153.306
4	Filippine - Ferdinand Marcos Jr.	9.988.240
5	Pakistan - Shehbaz Sharif	9.321.355
6	Israele - Benjamin Netanyahu	7.110.608
7	Malaysia - Anwar Ibrahim	5.257.130
8	Emirati Arabi Uniti - Mohammed bin Zayed Al Nahyan	4.871.480
9	Uzbekistan - Shavkat Mirziyoyev	4.805.272
10	Singapore - Lee Hsien Loong	3.266.268
11	Azerbaigian - İlham Əliyev	1.854.263
12	Qatar - Tamim bin Hamad al-Thani	1.648.292
13	Armenia - Nikol Pashinyan	1.630.350
14	Thailandia - Prayut Chan-o-cha	1.566.672
15	Palestina - Mahmūd Abbās	976.754
16	Nepal - Pushpa Kamal Dahal	914.779
17	Giappone - Fumio Kishida	900.835
18	Sri Lanka - Ranil Wickremesinghe	882.940
19	Libano - Najib Mikati	721.371
20	Georgia - Irakli Garibashvili	533.747



CONTINENTE AFRICA - FOLLOWER

1	Egitto - 'Abd al-Fattāḥ al-Sīsī	19.053.374
2	Nigeria - Muhammadu Buhari	6.211.640
3	Ghana - Nana Akufo-Addo	6.148.339
4	Kenya - William Ruto	5.784.967
5	Etiopia - Abiy Ahmed Ali	5.647.626
6	Ruanda - Paul Kagame	5.468.137
7	Uganda - Yoweri Museveni	4.160.605
8	Algeria- Abdelmadjid Tebboune	3.529.772
9	Sudafrica - Cyril Ramaphosa	3.163.186
10	Senegal - Macky Sall	3.106.212
11	Costa d'Avorio - Alassane Ouattara	2.388.642
12	Zambia - Hakainde Hichilema	2.323.074
13	Tanzania - Samia Suluhu	2.258.812
14	Zimbabwe - Emmerson Mnangagwa	1.679.862
15	Madagascar - Andry Rajoelina	1.317.888
16	Gabon - Ali Bongo Ondimba	1.148.934
17	Camerun - Paul Biya	1.102.895
18	Liberia - George Weah	651.951
19	Botswana - Mokgweetsi Masisi	571.273
20	Mozambico - Filipe Nyusi	512.342



CONTINENTE OCEANIA - FOLLOWER

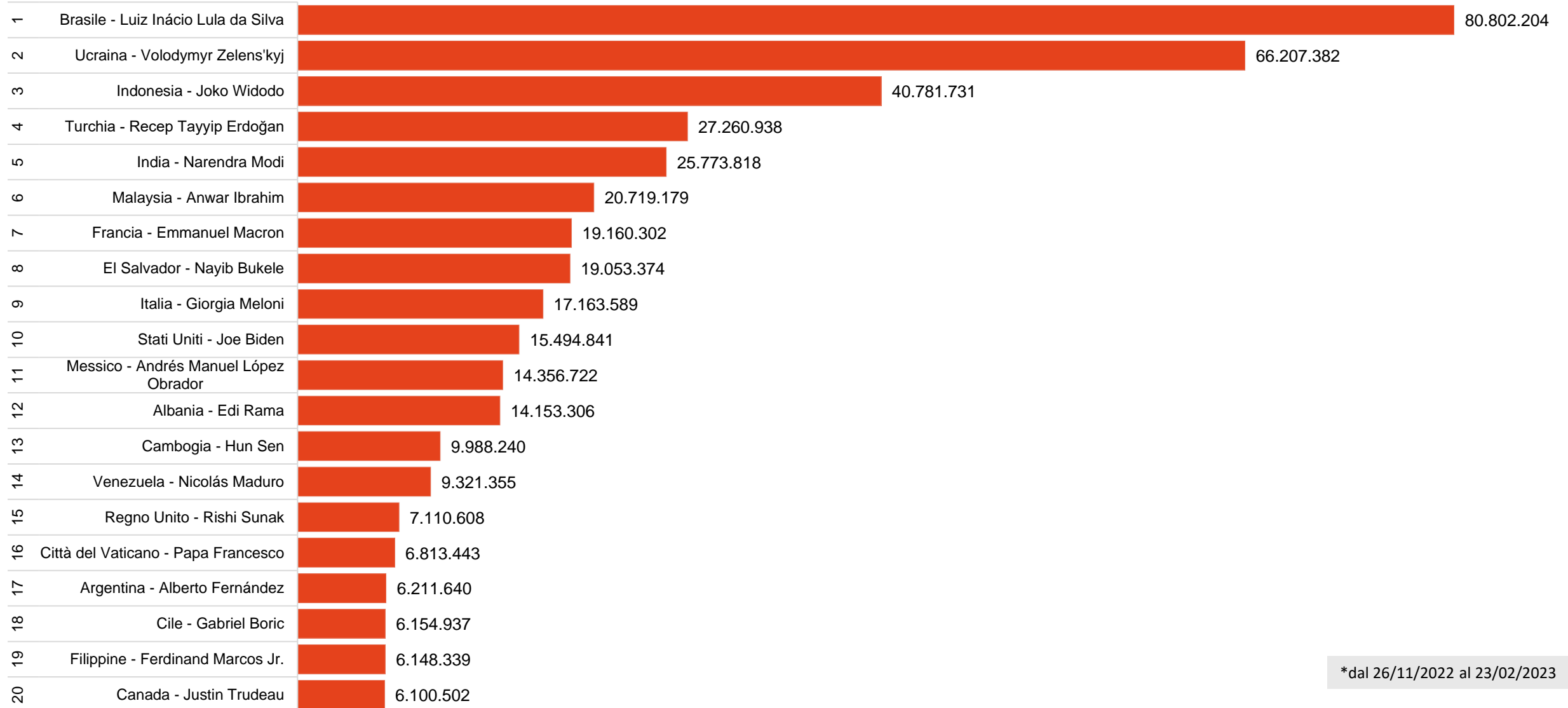
1	Australia - Anthony Albanese	1.239.859
2	Figi - Sitiveni Rabuka	178.278
3	Nuova Zelanda - Chris Hipkins	92.801
4	Papua Nuova Guinea - James Marape	67.437



ENGAGEMENT



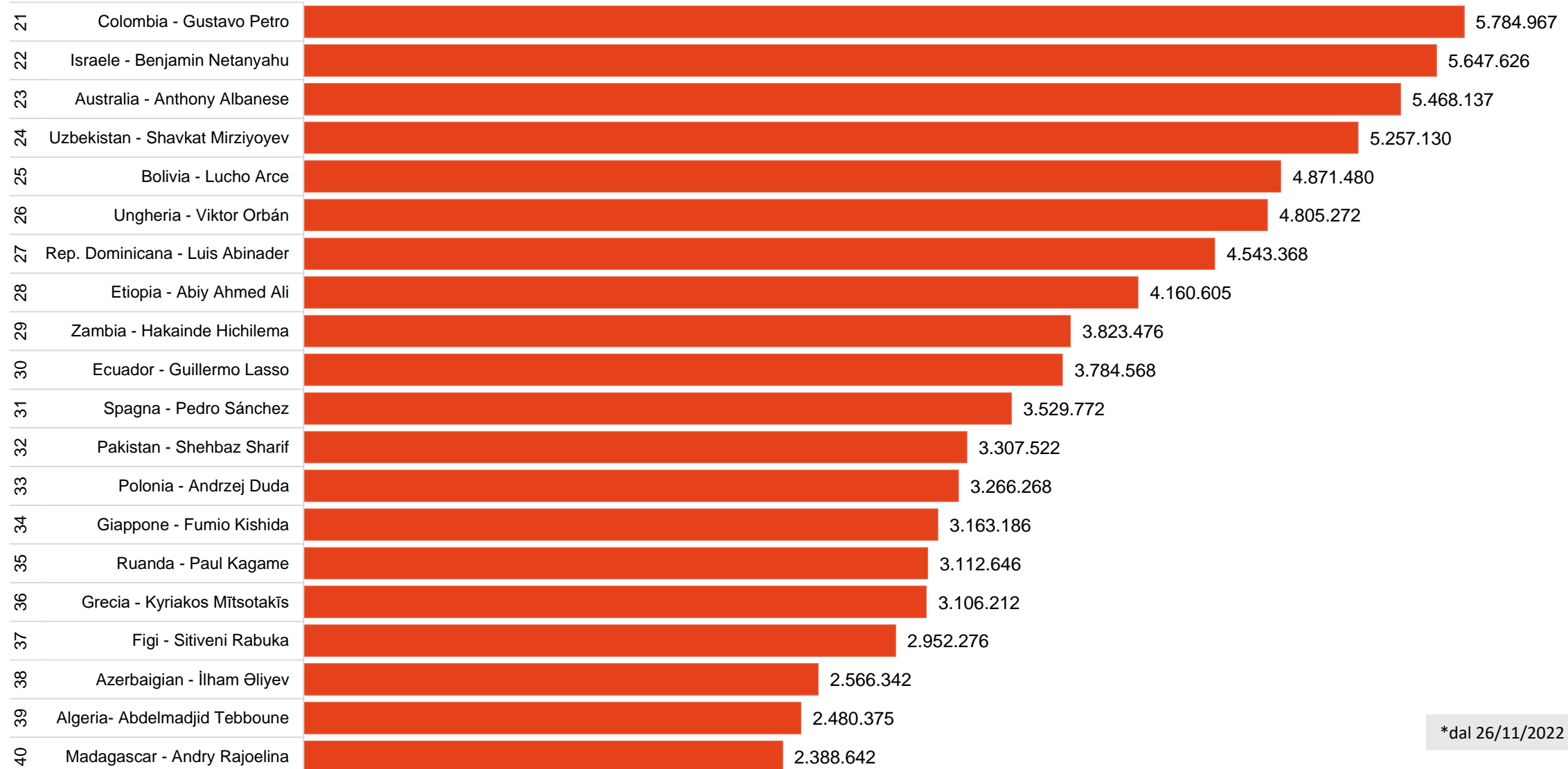
ENGAGEMENT



*dal 26/11/2022 al 23/02/2023



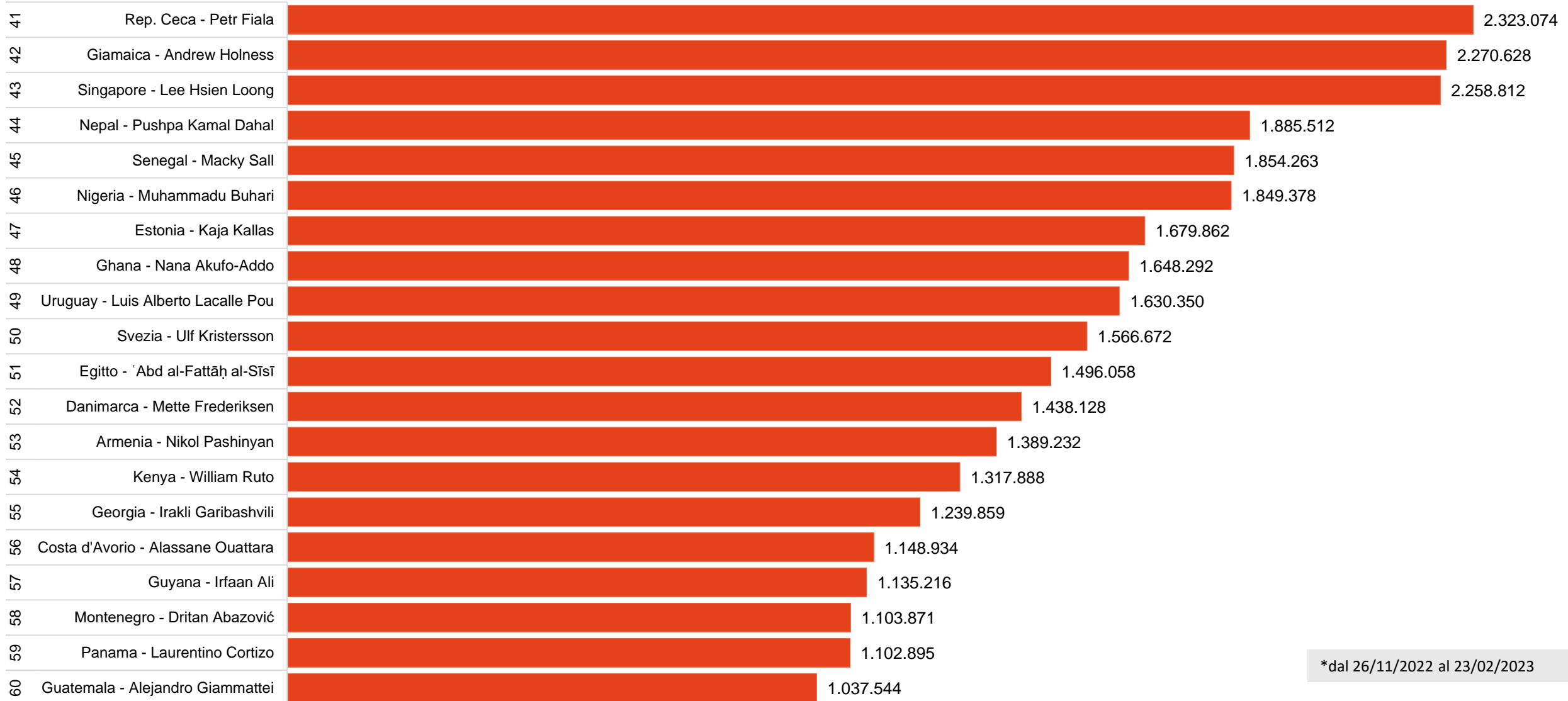
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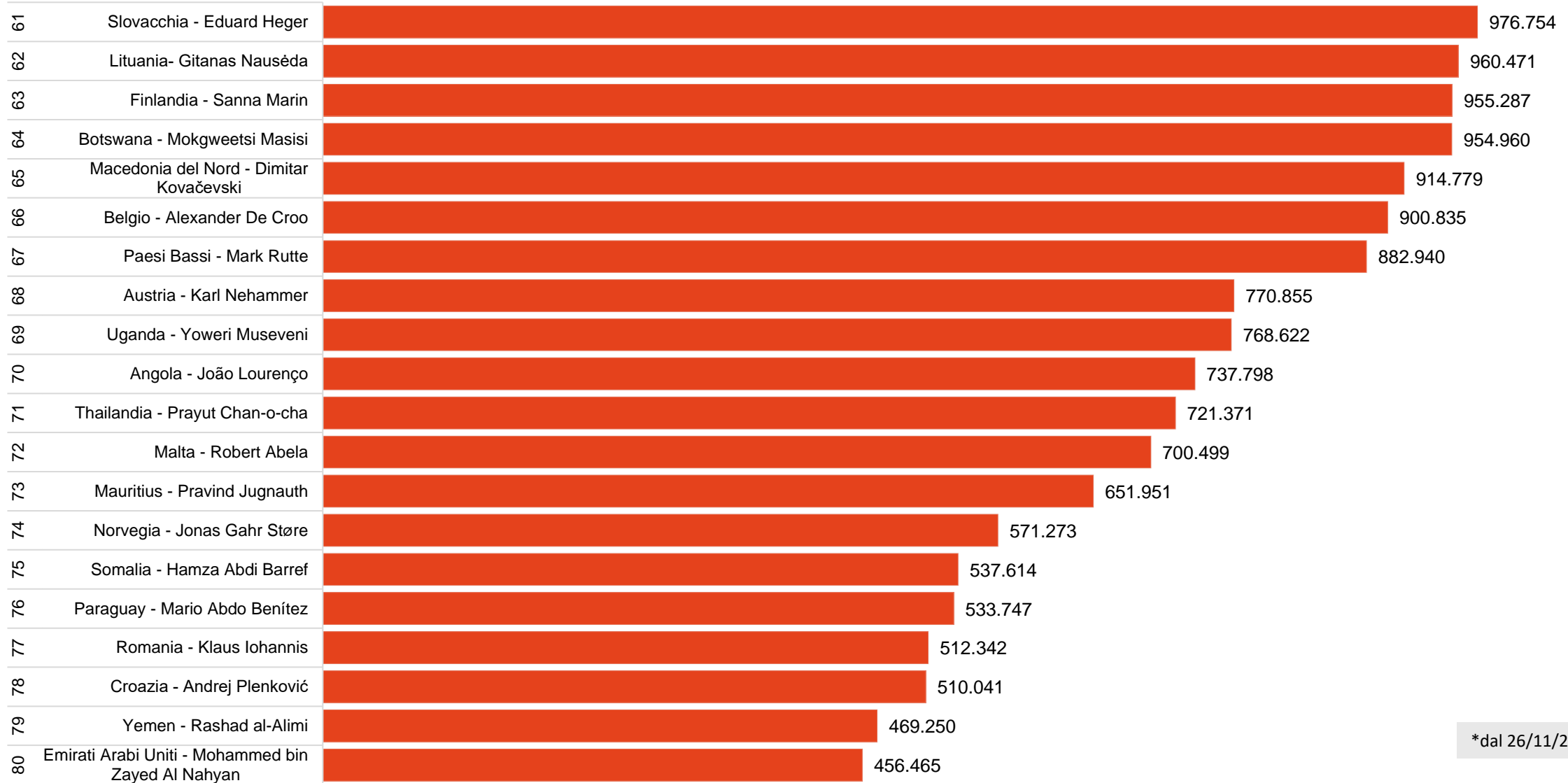
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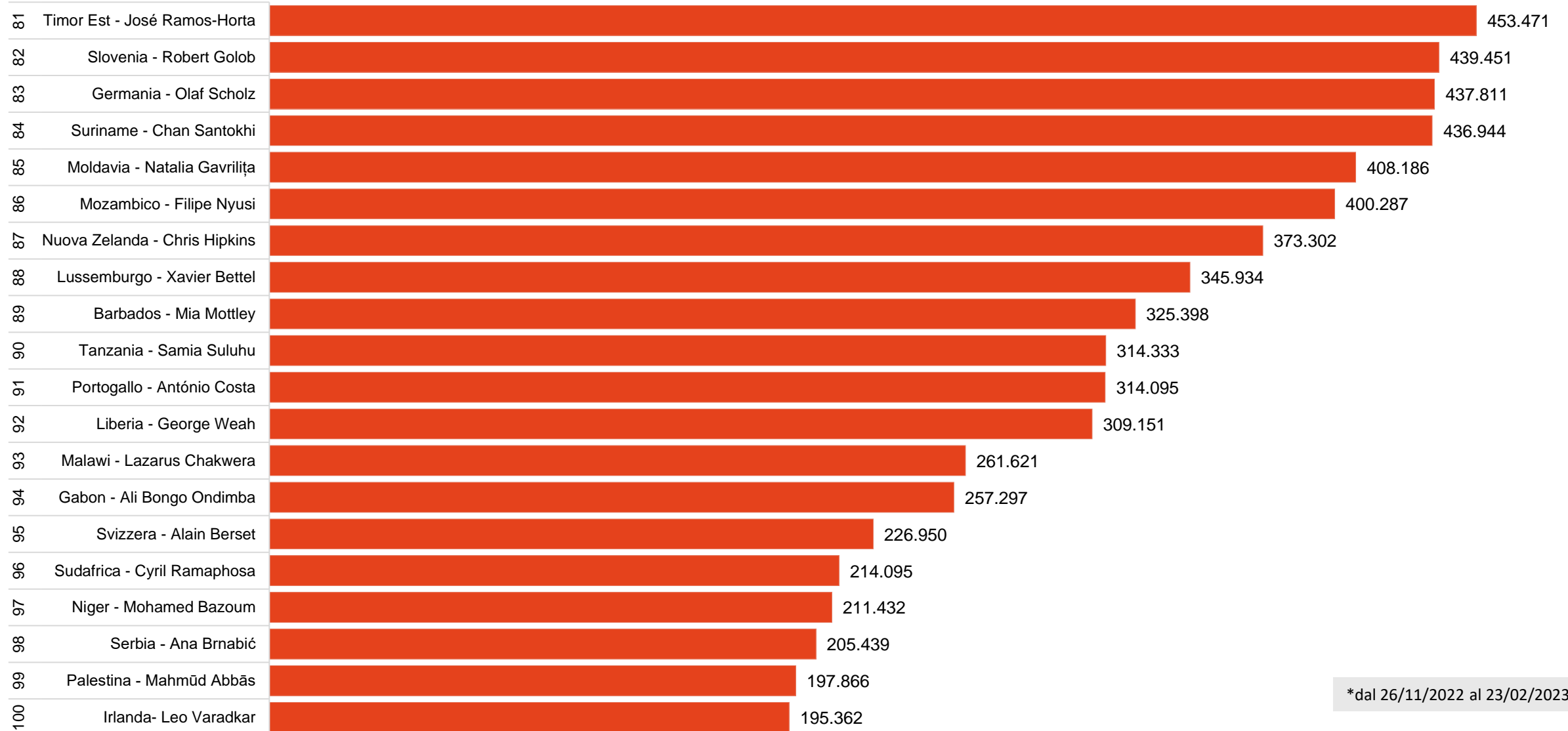
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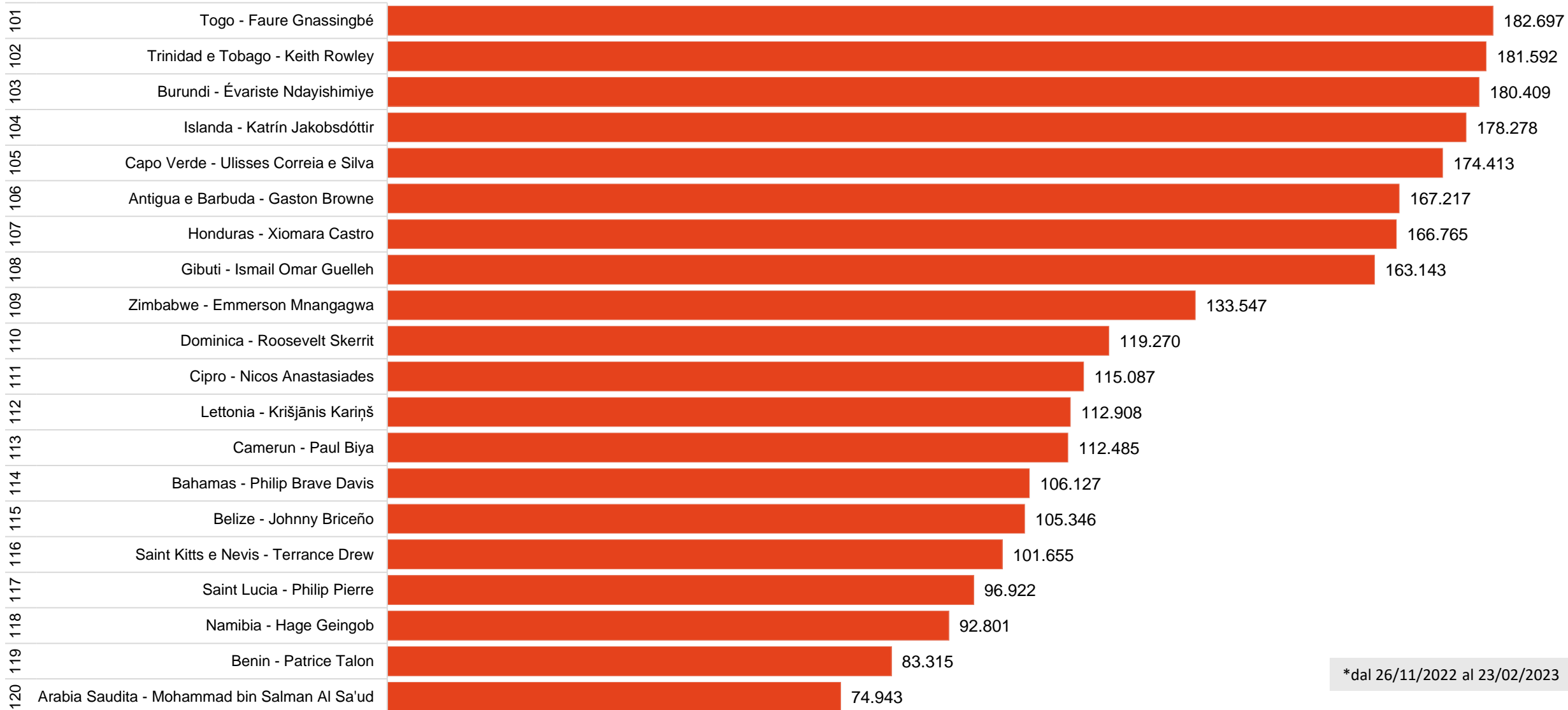
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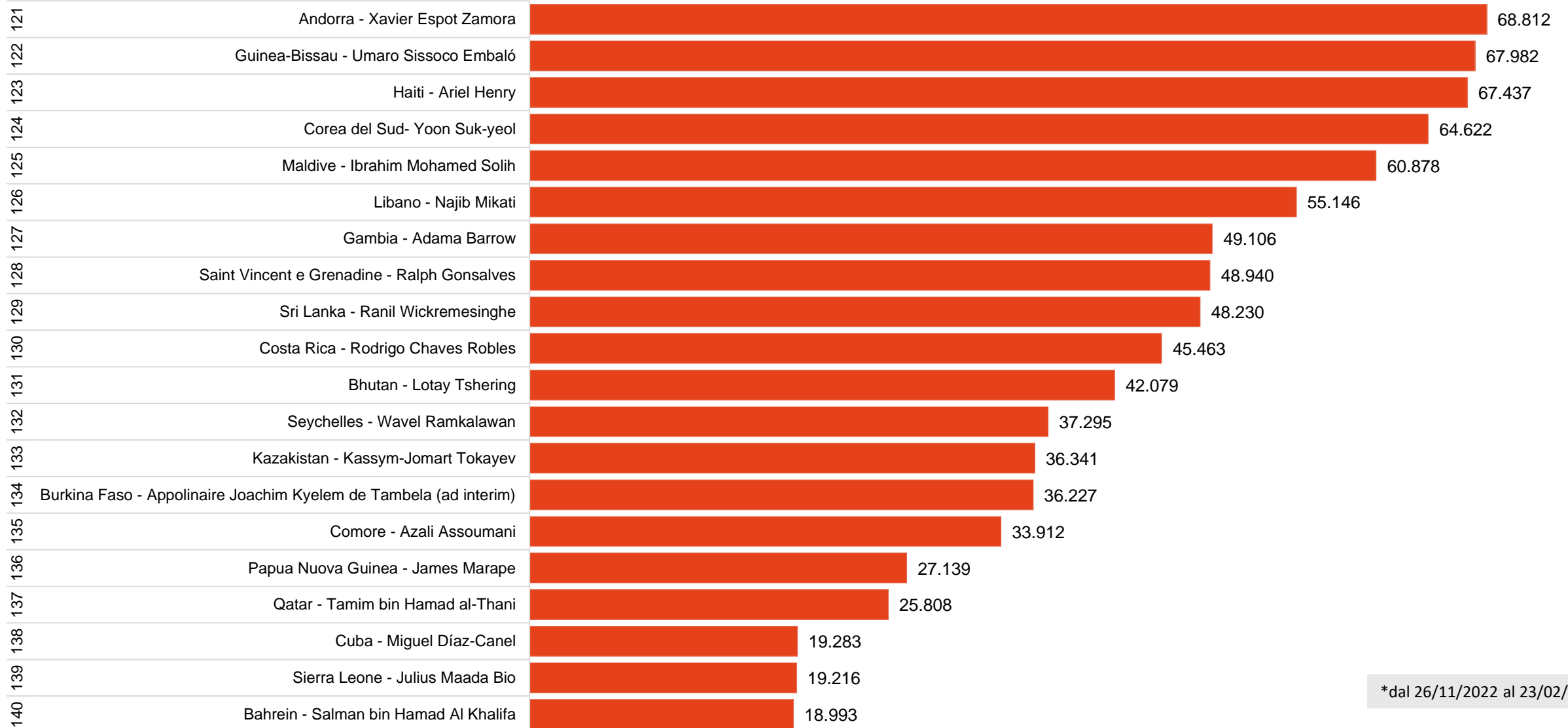
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*dal 26/11/2022 al 23/02/2023



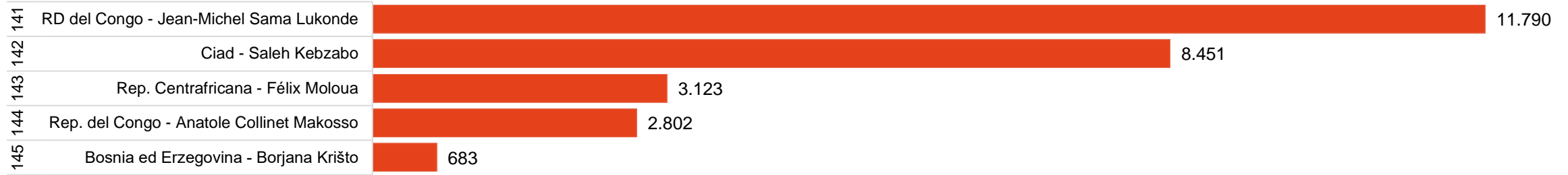
ENGAGEMENT



*dal 26/11/2022 al 23/02/2023



ENGAGEMENT





ENGAGEMENT PER CONTINENTE



CONTINENTE AMERICA - ENGAGEMENT

1	Brasile - Luiz Inácio Lula da Silva	12.943.548
2	El Salvador - Nayib Bukele	1.432.738
3	Stati Uniti - Joe Biden	1.162.017
4	Messico - Andrés Manuel López Obrador	969.854
5	Venezuela - Nicolás Maduro	687.047
6	Argentina - Alberto Fernández	556.439
7	Cile - Gabriel Boric	524.092
8	Canada - Justin Trudeau	371.020
9	Colombia - Gustavo Petro	369.093
10	Bolivia - Lucho Arce	231.634
11	Rep. Dominicana - Luis Abinader	226.028
12	Ecuador - Guillermo Lasso	189.964
13	Giamaica - Andrew Holness	85.689
14	Uruguay - Luis Alberto Lacalle Pou	55.172
15	Guyana - Irfaan Ali	44.380
16	Panama - Laurentino Cortizo	33.366
17	Guatemala - Alejandro Giammattei	33.206
18	Paraguay - Mario Abdo Benítez	15.216
19	Suriname - Chan Santokhi	12.631
20	Barbados - Mia Mottley	11.344



CONTINENTE EUROPA - ENGAGEMENT

1	Ucraina - Volodymyr Zelens'kyj	10.747.091
2	Turchia - Recep Tayyip Erdoğan	3.177.470
3	Francia - Emmanuel Macron	1.513.292
4	Italia - Giorgia Meloni	1.178.664
5	Albania - Edi Rama	837.072
6	Regno Unito - Rishi Sunak	667.826
7	Città del Vaticano - Papa Francesco	636.713
8	Ungheria - Viktor Orbán	226.378
9	Spagna - Pedro Sánchez	173.047
10	Polonia - Andrzej Duda	135.816
11	Grecia - Kyriakos Mitsotakis	121.273
12	Rep. Ceca - Petr Fiala	96.722
13	Estonia - Kaja Kallas	59.031
14	Svezia - Ulf Kristersson	52.204
15	Danimarca - Mette Frederiksen	48.955
16	Montenegro - Dritan Abazović	37.418
17	Slovacchia - Eduard Heger	32.779
18	Lituania- Gitanas Nausėda	31.215
19	Finlandia - Sanna Marin	21.931
20	Macedonia del Nord - Dimitar Kovačevski	21.746



CONTINENTE ASIA - ENGAGEMENT

1	Indonesia - Joko Widodo	6.138.948
2	India - Narendra Modi	1.708.469
3	Malaysia - Anwar Ibrahim	1.687.041
4	Cambogia - Hun Sen	701.012
5	Filippine - Ferdinand Marcos Jr.	398.035
6	Israele - Benjamin Netanyahu	351.213
7	Uzbekistan - Shavkat Mirziyoyev	250.421
8	Pakistan - Shehbaz Sharif	156.922
9	Giappone - Fumio Kishida	129.662
10	Azerbaigian - İlham Əliyev	106.522
11	Singapore - Lee Hsien Loong	78.323
12	Nepal - Pushpa Kamal Dahal	77.400
13	Armenia - Nikol Pashinyan	47.832
14	Georgia - Irakli Garibashvili	45.373
15	Thailandia - Prayut Chan-o-cha	16.701
16	Yemen - Rashad al-Alimi	13.684
17	Emirati Arabi Uniti - Mohammed bin Zayed Al Nahyan	13.361
18	Timor Est - José Ramos-Horta	13.327
19	Palestina - Mahmūd Abbās	6.880
20	Cipro - Nicos Anastasiades	2.929



CONTINENTE AFRICA - ENGAGEMENT

1	Etiopia - Abiy Ahmed Ali	209.822
2	Zambia - Hakainde Hichilema	195.292
3	Ruanda - Paul Kagame	122.872
4	Algeria- Abdelmadjid Tebboune	103.215
5	Madagascar - Andry Rajoelina	99.832
6	Senegal - Macky Sall	60.687
7	Nigeria - Muhammadu Buhari	59.404
8	Ghana - Nana Akufo-Addo	56.477
9	Egitto - 'Abd al-Fattāḥ al-Sīsī	50.770
10	Kenya - William Ruto	46.163
11	Costa d'Avorio - Alassane Ouattara	44.816
12	Botswana - Mokgweetsi Masisi	21.784
13	Uganda - Yoweri Museveni	17.800
14	Angola - João Lourenço	16.971
15	Mauritius - Pravind Jugnauth	16.087
16	Somalia - Hamza Abdi Barref	15.971
17	Mozambico - Filipe Nyusi	12.382
18	Tanzania - Samia Suluhu	10.208
19	Liberia - George Weah	9.426
20	Malawi - Lazarus Chakwera	9.047



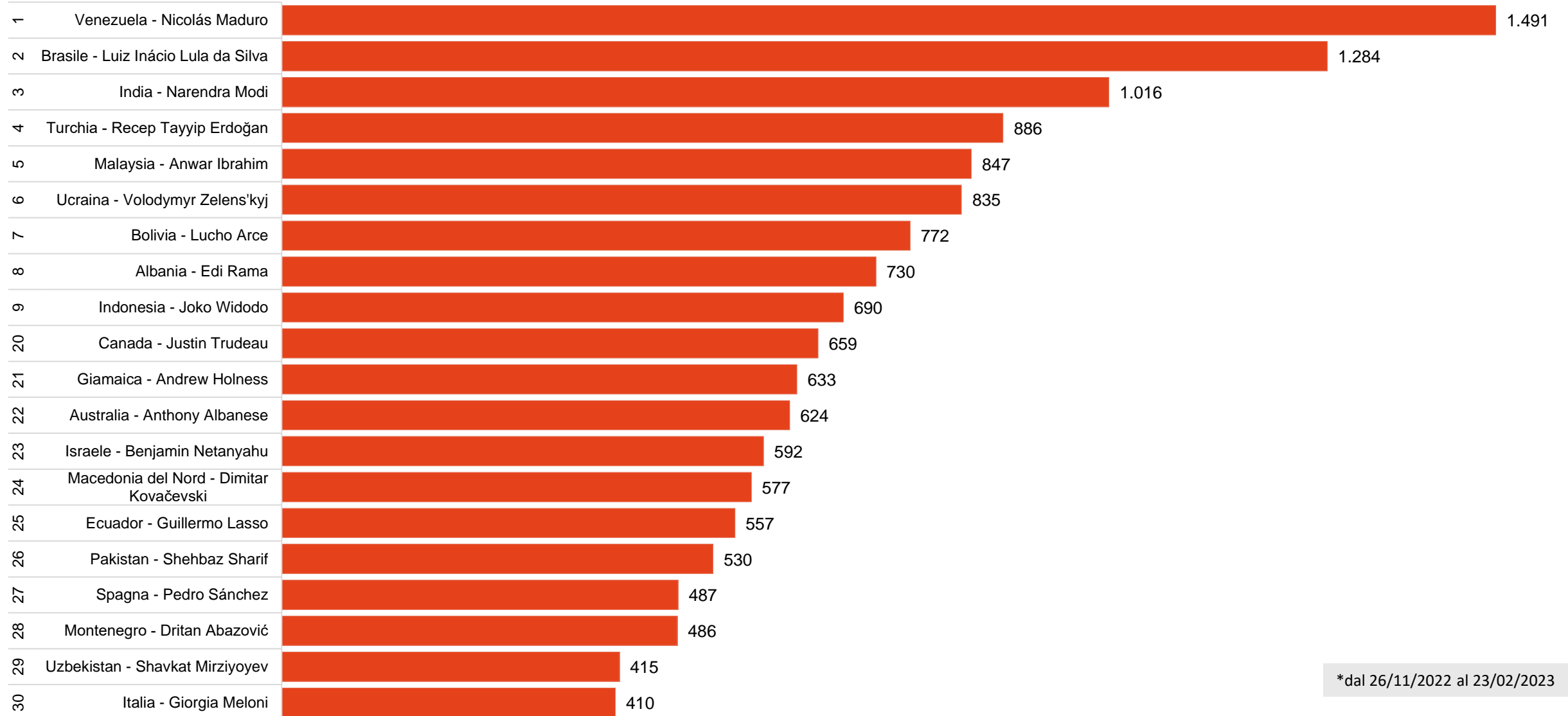
CONTINENTE OCEANIA - ENGAGEMENT

1	Australia - Anthony Albanese	263.680
2	Figi - Sitiveni Rabuka	116.586
3	Nuova Zelanda - Chris Hipkins	11.881
4	Papua Nuova Guinea - James Marape	88

NUMERO POST PUBBLICATI



NUMBER OF POST



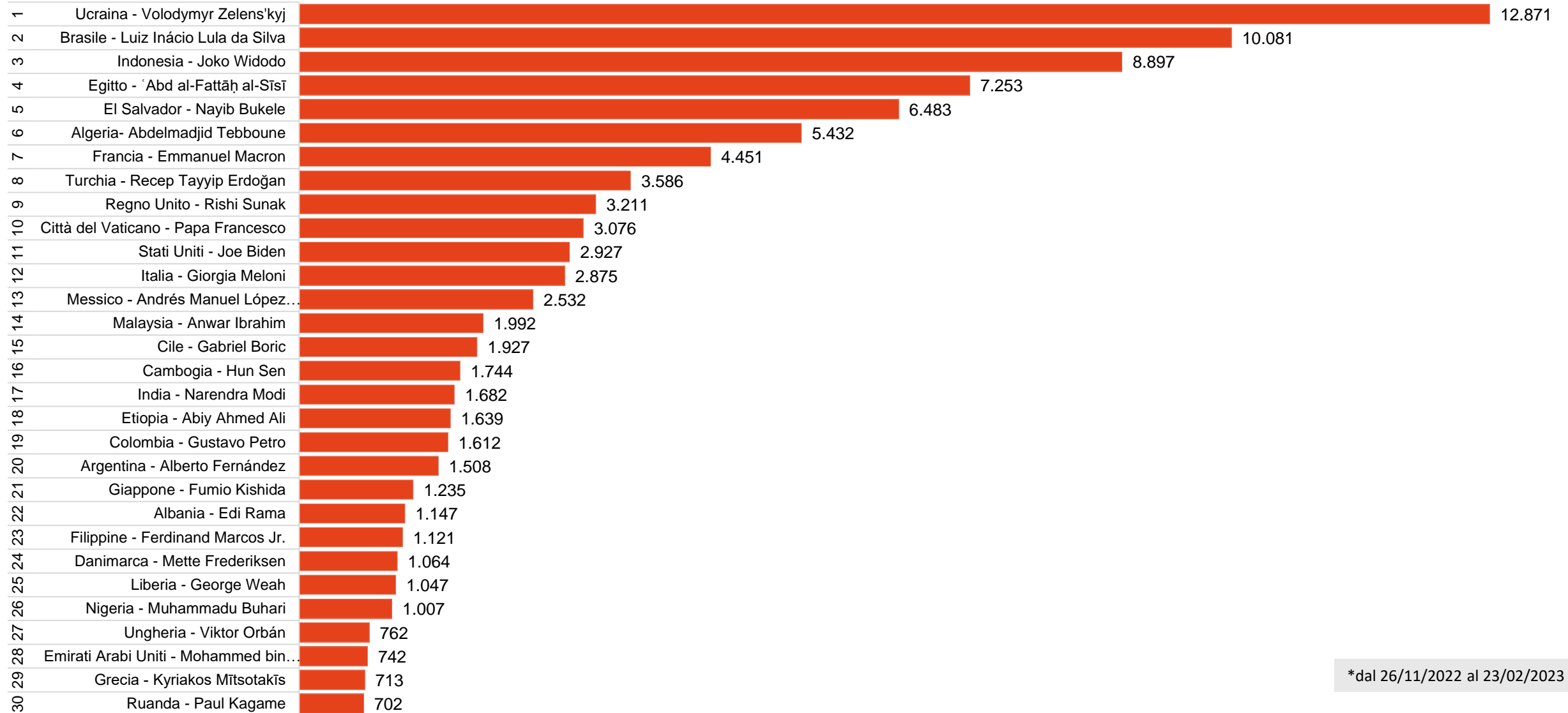
*dal 26/11/2022 al 23/02/2023



ENGAGEMENT PER POST



ENGAGEMENT FOR POSTS



*dal 26/11/2022 al 23/02/2023

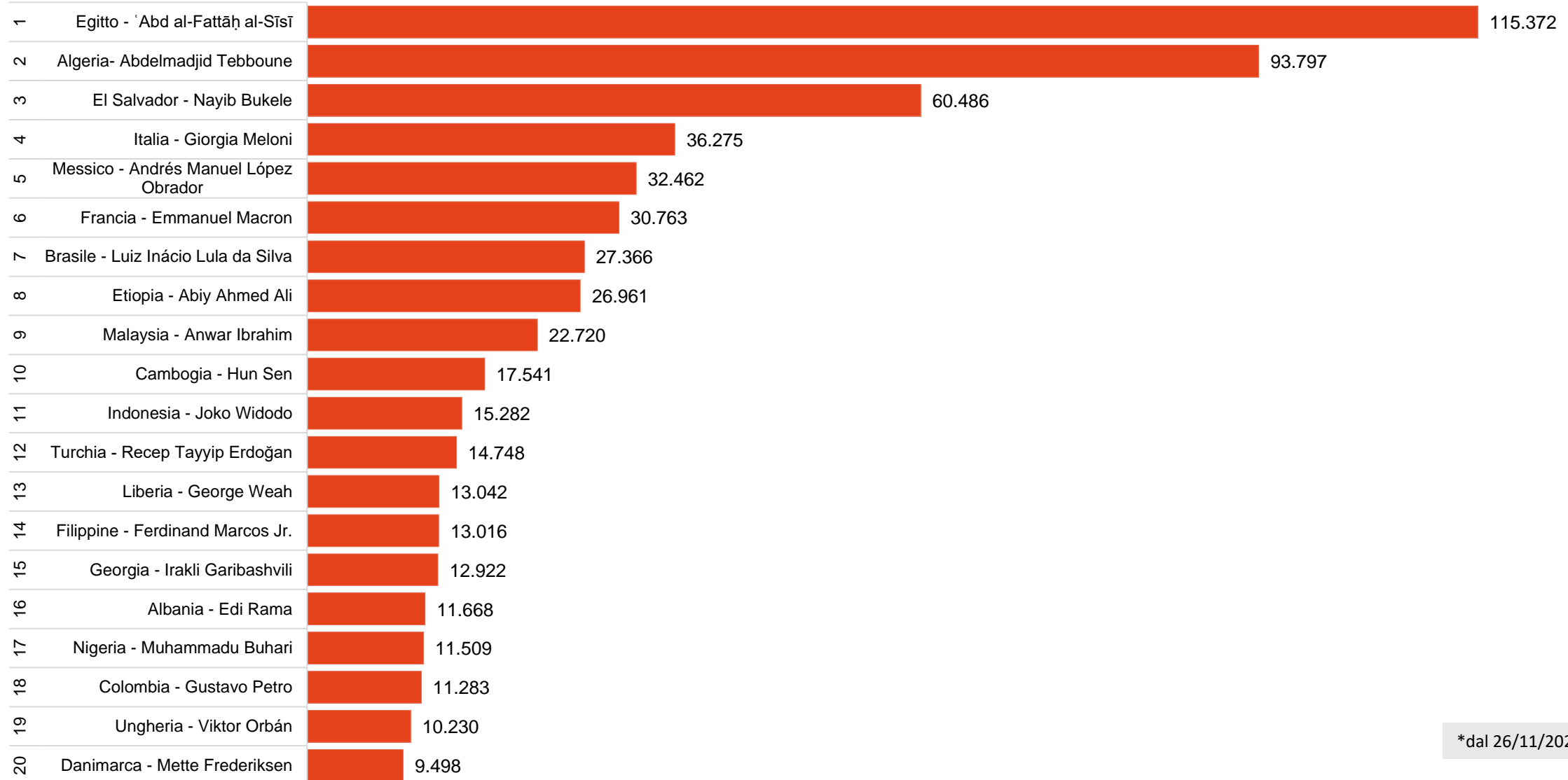


FACEBOOK

FAN

1	India - Narendra Modi	48.010.145
2	Cambogia - Hun Sen	13.998.819
3	Stati Uniti - Joe Biden	11.571.623
4	Indonesia - Joko Widodo	10.866.255
5	Egitto - 'Abd al-Fattāḥ al-Sīsī	10.337.177
6	Turchia - Recep Tayyip Erdoğan	10.259.248
7	Messico - Andrés Manuel López Obrador	9.928.008
8	Canada - Justin Trudeau	8.623.784
9	Filippine - Ferdinand Marcos Jr.	7.545.749
10	El Salvador - Nayib Bukele	6.633.678
11	Brasile - Luiz Inácio Lula da Silva	5.592.488
12	Francia - Emmanuel Macron	4.707.735
13	Etiopia - Abiy Ahmed Ali	4.205.755
14	Ucraina - Volodymyr Zelens'kyj	3.100.000
15	Italia - Giorgia Meloni	2.757.086
16	Colombia - Gustavo Petro	2.696.187
17	Israele - Benjamin Netanyahu	2.683.916
18	Pakistan - Shehbaz Sharif	2.635.272
19	Malaysia - Anwar Ibrahim	2.517.829
20	Ghana - Nana Akufo-Addo	2.116.138

ENGAGEMENT FOR POSTS

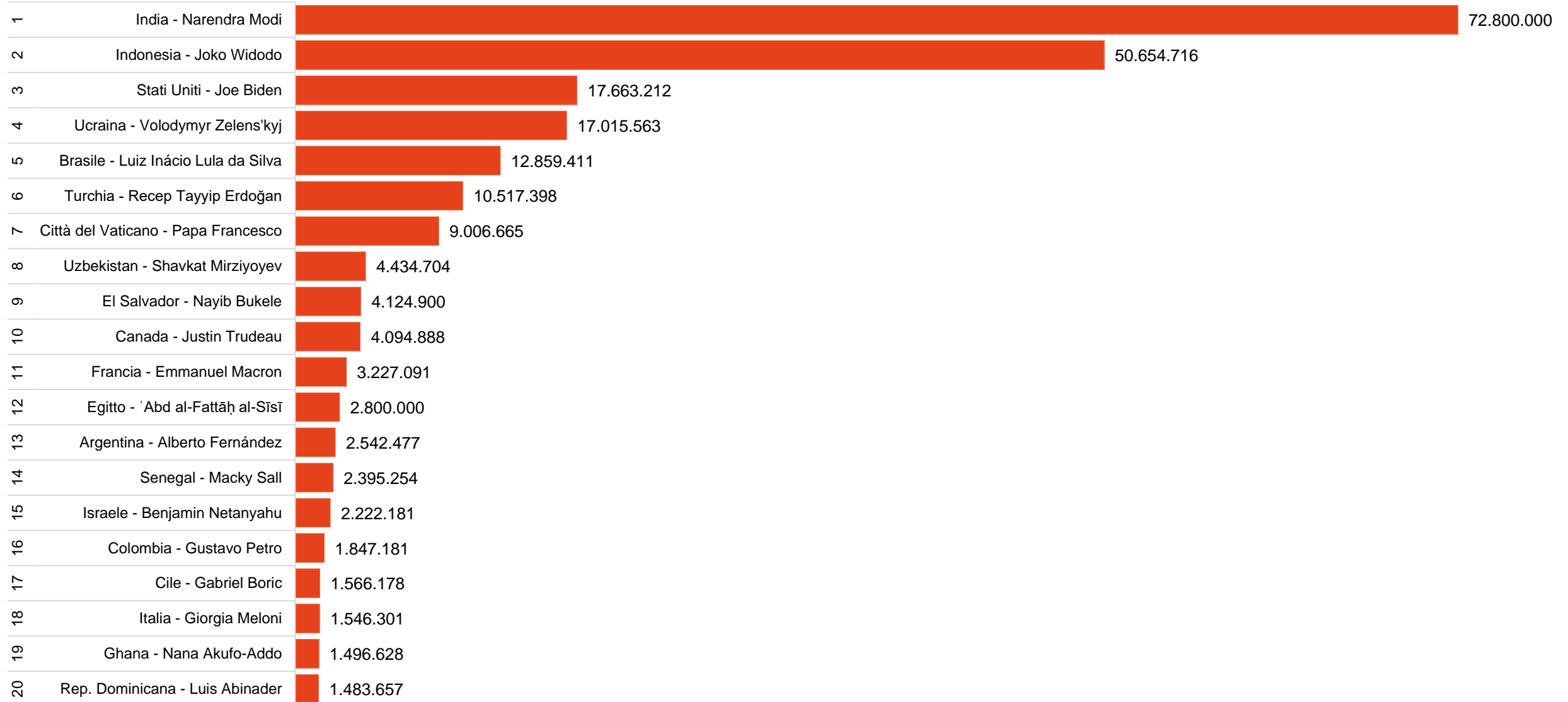


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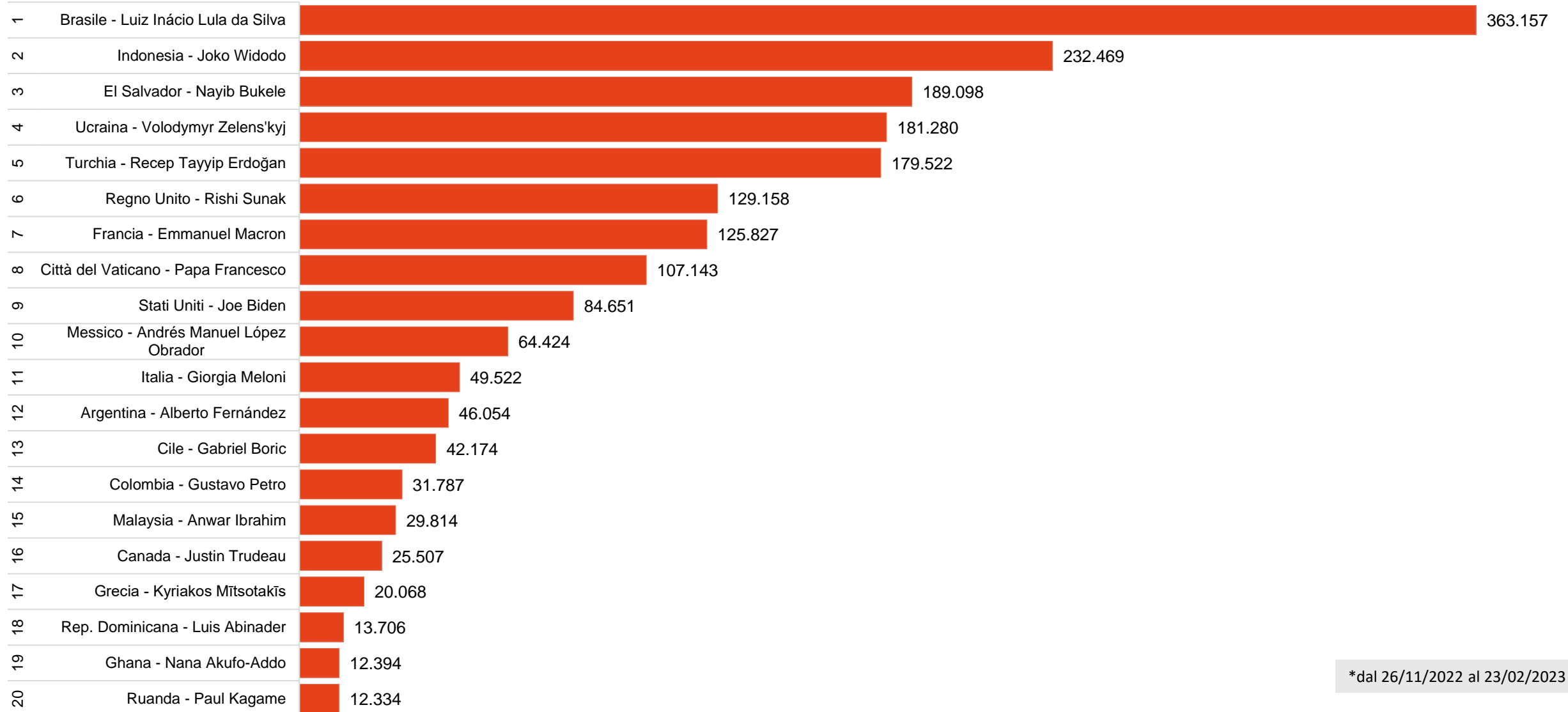


FOLLOWER





ENGAGEMENT FOR POSTS

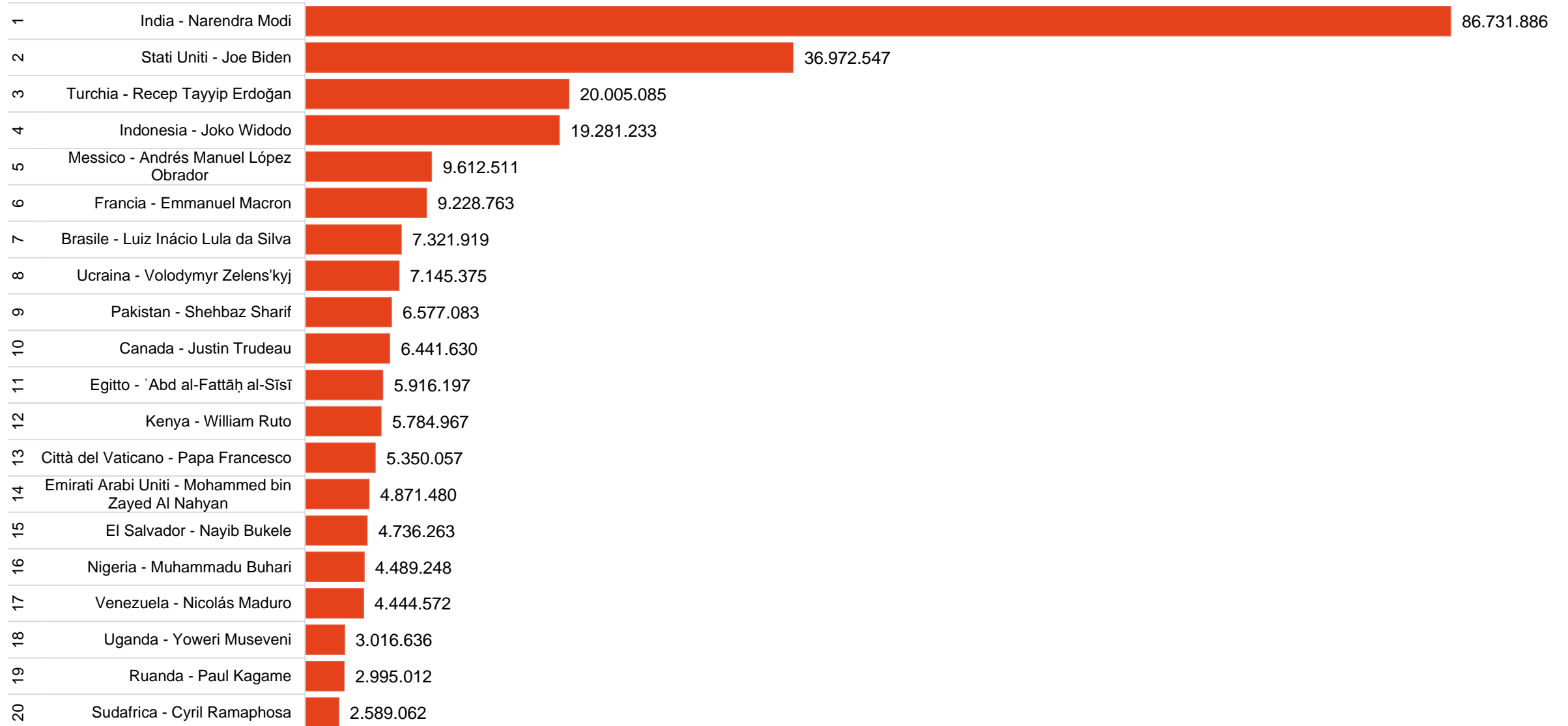


*dal 26/11/2022 al 23/02/2023

TWITTER

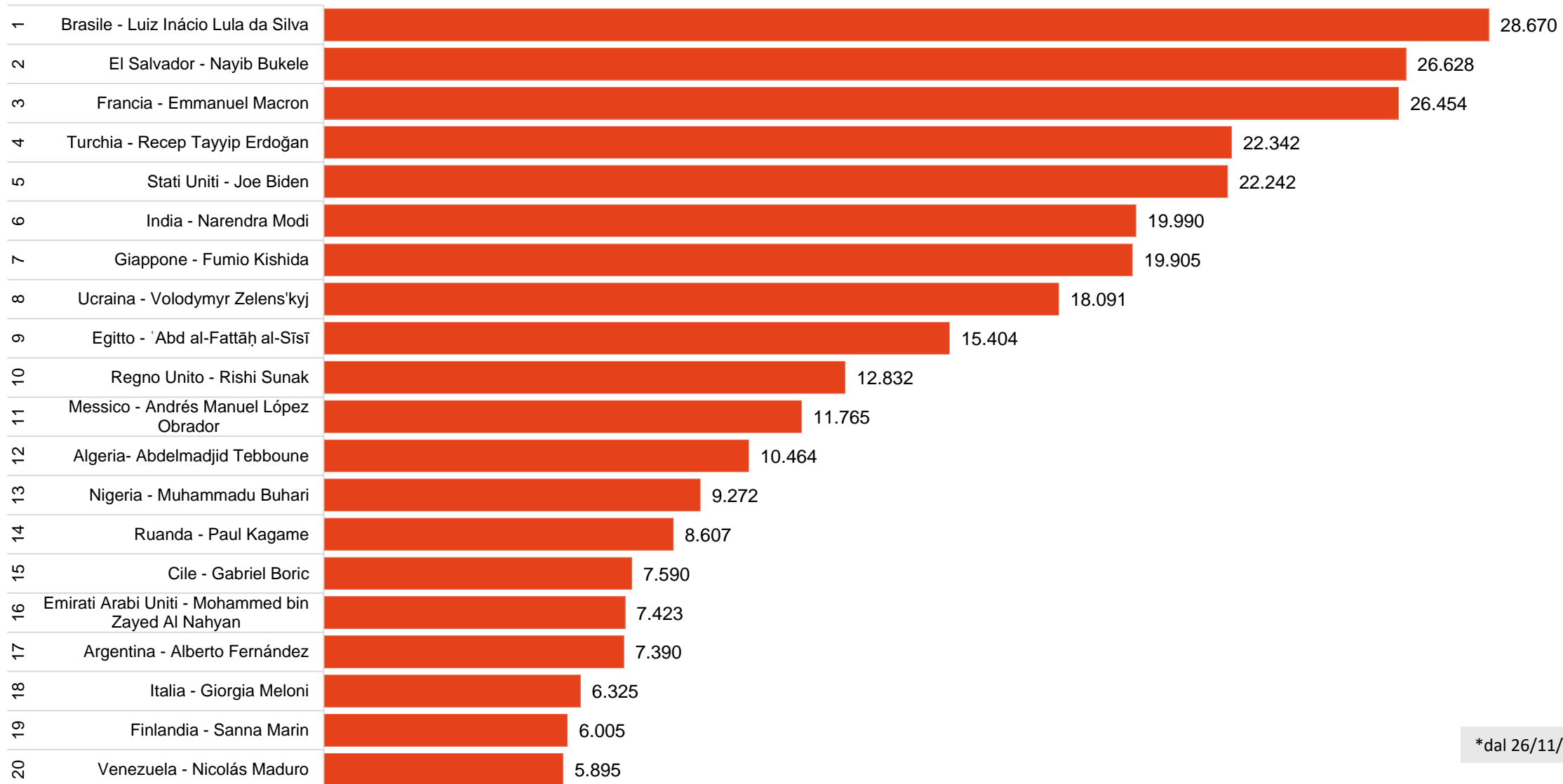


FOLLOWER





ENGAGEMENT FOR POSTS



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