

# RSAEM

RESEARCH SEMINAR IN APPLIED ECONOMICS AND MANAGEMENT

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# TWEETING FOR VOTES: POLITICIANS' COMMUNICATION STRATEGY ON SOCIAL MEDIA ACROSS THE ELECTORAL CYCLE

This paper explores how politicians adapt their communication strategy on social media over the electoral cycle. Leveraging a unique dataset that integrates Twitter and administrative records, we apply computational text analysis methods to analyze over 800,000 tweets posted by 3700 French politicians in the 18 months leading to the 2022 legislative elections. We show that during the campaign, candidates post more and strategically select the topics they address, insisting on agreeable core issues of their voter base while avoiding divisive ones. Between rounds one and two, candidates concentrate on personalized politics and non-policy issues. Effects vary across political groups and reflect the candidates' ideological positions.