



# Twitter, the most-preferred platform for world leaders

Social media platforms — and twitter in particular — are gaining importance with more world leaders and governments taking advantage of them for various purposes.

Even China, which has barred Western social media networks in that country, is now looking for its presence on these platforms.

Interestingly, three Twitter accounts from India are among the top 10 world leaders' accounts with most number of followers.

All these points are highlighted in 'Twiplomacy Study 2018' — a global study of world

leaders on social media — which was conducted by the global communications agency BCW, and posted in a blogpost of Twiplomacy on Tuesday.

BCW identified 951 Twitter accounts of heads of state and government, foreign ministers and their institutions in 187 countries worldwide. The study analysed each leader's twitter profiles, tweet history and their connections with each other.

Data were collected on May 18, using BCW's proprietary tools.

## Countries & Preferences



**97%** are present on Twitter  
Barring the governments of Laos, Mauritania, Nicaragua, North Korea, Swaziland and Turkmenistan, 187 countries have an official presence on Twitter

**93%** are on Facebook  
The heads of state and government and foreign ministers of 179 countries are present on Facebook

**81%** of all UN member-states have set up an account to share behind-the-scenes pictures and videos of their activities

**80%** of all UN governments use it as a video repository

**49%** these member-states use Twitter's Periscope platform for live broadcasts

**30** world leaders, representing 11% of all UN governments, use Snapchat

## Even China is in

Known for blocking Western social media networks behind 'the Great Firewall', the Chinese government is gradually building engagement on these media platforms

- Chinese State Council Information Office (@ChinaSCIO) is on Twitter, Facebook and YouTube since September 1, 2015
- 7 Chinese embassies and Chinese Ambassador to India (@China\_Amb\_India) are on Twitter

## Twitter communication

**41%** of all the tweets shared by world leaders are link tweets

Tweets with photos represent almost 1/3rd of all the tweets

**20%** of the tweets are plain text tweets

**6%** are native video tweets

## From Twitter world

### Most followed world leaders



**52 million**

followers for US President Donald Trump @realDonaldTrump; 31 million new followers were added since taking office on January 20, 2017

With **47 million** followers across nine language accounts, Pope Francis @Pontifex comes second; His official accounts dispense daily thoughts and prayers in Arabic, English, French, German, Italian, Latin, Polish, Portuguese and Spanish



With **42 million**

followers on his personal account @NarendraModi, and 26 million on his institutional account @PMOIndia, Prime Minister Narendra Modi grabs third and fourth positions, respectively

With **11.71 million** followers, the External Affairs Minister @SushmaSwaraj is in the eighth position among the top 10 world leaders with more than 10 million followers each



### Most influential world leaders

@realDonaldTrump achieved 264 million interactions in 12 months till May 18; it receives an average of 20,319 retweets per tweet (Twitter interactions are the total of likes and retweets)

@NarendraModi recorded 52 million interactions

@Pontifex achieved 22.78 million interactions; the Spanish and English Papal accounts garner more than 10,000 average retweets per tweet



### Obama was the first one to tweet

Former US President Barack Obama was the first world leader to set up a Twitter account, on March 5, 2007, when he was still Senator of Illinois

Source: Twiplomacy Study 2018

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