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MORE THAN 2.5 MILLION JORDANIANS FOLLOW ELECTORAL LISTS AND CANDIDATES ON FACEBOOK

- 1441 candidates have Facebook accounts.
- 131 electoral lists have an account on Facebook.

* This work was carried out by long-term monitors as part of the process of monitoring the parliamentary elections 2020



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USAID
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November 03, 2020

Amman, Jordan

Hayat - RASED: The RASED Coalition for Monitoring Parliamentary Elections carried out a survey study on the presence of electoral lists, and candidates on Facebook, as the study was conducted by specialized teams within the technical team in the RASED Coalition, and it was carried out during the period 12020/10/31 - 2020/10/, and all the pages and accounts, were tracked on the Facebook platform.

In this context, Dr. Amer Bani Amer, coordinator of the RASED Coalition, stated that the results obtained from the study indicate the transformation of electoral campaigns from real reality to virtual reality, through social media platforms, which contributes to promoting justice between male and female candidates on the one hand and youth and women on the other.

In this context, RASED indicated that this shift in electoral campaigns has contributed to reducing the space available for vote-buying and the use of corrupt money, especially if taking into account the prevention of the presence of electoral headquarters and the spaces that can be used to practice these behaviors that contribute to limiting the freedom of voters, and reducing financial campaign spendings by candidates.

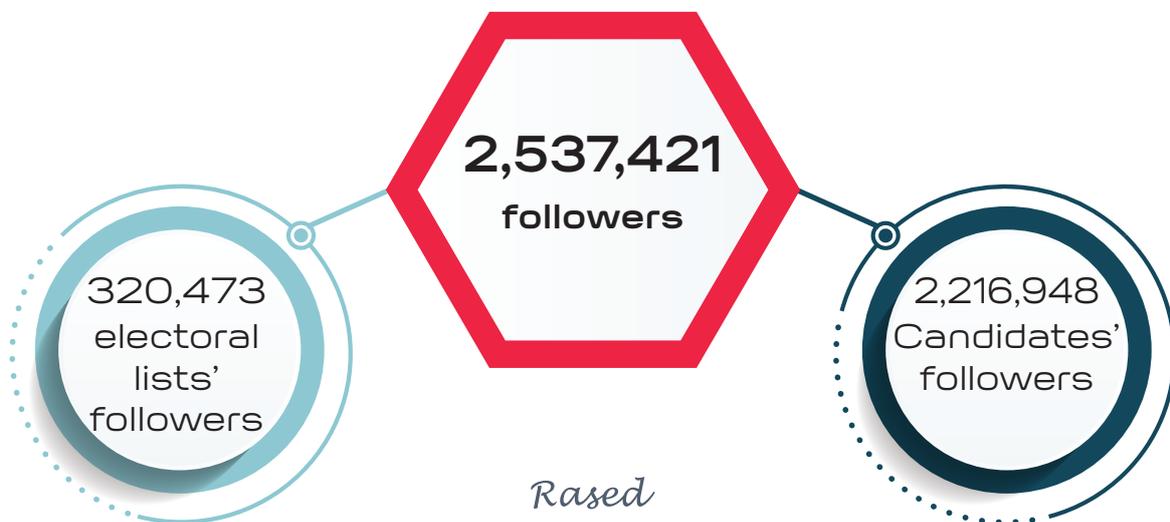
The results showed that the number of followers of the electoral lists and candidates reached 2,216,948 on Facebook, with the number of followers for electoral lists' pages reached 320,473 on Facebook, while the number of followers on the accounts and pages of candidates reached 2,216,948.

Moreover, the results showed that the number of lists that have Facebook accounts reached 131 out of 294 lists, and 980 posts were published through those accounts, while the number of likes in those posts reached 59,332, with the number of comments reaching 29,687 and 8778 shares for those posts.

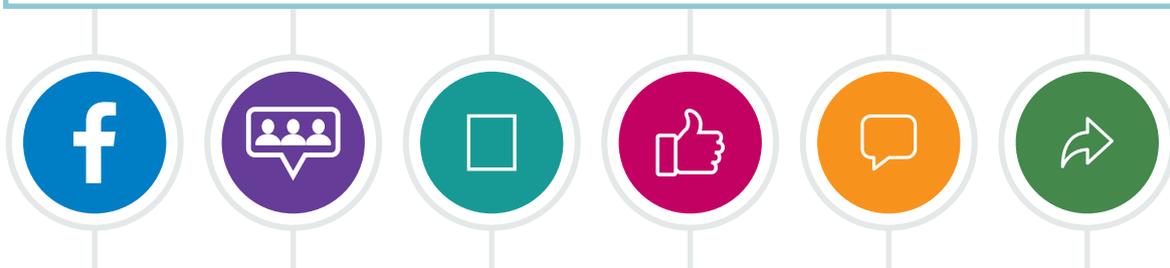
As for candidates, it was found that 1441 candidates have accounts on Facebook, with 2,216,948 followers, and the number of posts candidates reached 6,839, while the number of likes reached 690,110 on the posts published by candidates, with 242,320 comments, with the number of posts reaching 30,124.

In this context, RASED calls for the importance of using social media platforms to address electoral rules, deliver electoral programs, and develop digital discourse with the target audience in line with national aspirations and priorities on Facebook, with the aim of contributing to bridging communication gaps.

The number of followers of the electoral lists and candidates' Facebooks pages



Electoral lists on Facebook					
131	320,473	980	59,332	29,687	8778
Accounts	Followers	Posts	Likes	Comments	Shares



1441	2,216,948	6839	690,110	242,320	30,124
Accounts	Followers	Posts	Likes	Comments	Shares
Candidates on Facebook					