

How will the web vote?

UNICEPTA and *pr magazin* launch social media chancellor duel

The German chancellor is currently outperforming her adversary on social media. Unlike Peer Steinbrück, Angela Merkel is permanently being mentioned when it comes to political issues, reveals the first part of a quantitative analysis that media monitoring and analysis firm UNICEPTA and *pr magazine* have launched.

In six issues, from April until September, the magazine will present the findings of the internationally active Cologne-based company. They will also do a special feature on how mood and involvement on social media influences the way people vote in Germany.

UNICEPTA's benchmark analysis shows that Twitter is the most important social media platform for discussion concerning Merkel and Steinbrück, accounting for two thirds of all comments. The microblogging platform is followed by various blogs, which account for around 17 percent of the comments.

How do things stand so far in terms of what is being said? The chancellor currently enjoys a much greater presence when it comes to key election campaign topics, ranging from energy/environment and labor-market and transport policy to how to deal with the financial markets. Steinbrück is only able to catch up to Merkel when it comes to the topics of executive pay and the introduction of a minimum wage, which are two traditionally SPD (Social Democrats) topics.

"It has long been true that the mood on social media is of major importance not only to the world of business, but to the world of politics as well," explains Theres Essmann, Managing Director at UNICEPTA. Researchers had found out, for instance, that a single Facebook post was able to influence how thousands of US citizens voted in the 2009 US presidential elections. "We are now for the first time taking a close look at the extent to which the German election campaign is being fought out on the web, and the topics being addressed," adds Essmann. "It will become clear how important social media analysis and management is, not only for companies, but for political parties as well."

About UNICEPTA

UNICEPTA is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 550 specialists in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington, D.C., structure the newsflow 24/7. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social media sources at short notice. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

Contact

UNICEPTA Gesellschaft für Medienanalyse mbH
Salierring 47-53
50677 Cologne
Germany

Georg Stahl
Tel.: +49 (0)221 99 02-143
georg.stahl@unicepta.de

www.unicepta.com