

Article

# A bird's eye view: Supranational EU actors on Twitter.

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## Abstract

Given the politicization of European integration, effective public communication by the European Union matters. Especially for usually rather detached supranational executives, social media platforms offer unique opportunities to communicate to and engage with European citizens. Yet, how do these actors actually use social media? This article provides a bird's eye view of and quantitatively describes more than one million tweets from 115 supranational EU accounts in the 2009-2021 period by focusing on the volume, readability and publicity of the communication. We benchmark these message characteristics against large samples of tweets from national executives, international organizations, and random Twitter users. We show that supranational Twitter activity has grown markedly, relies strongly on the multimedia features of the platform, and outperforms communication from other political executives on many dimensions. However, we also find a high textual complexity of supranational messages, skewed user engagement metrics, and high levels of variation across actors and messages. We discuss these findings in light of the legitimacy and public accountability challenges that supranational EU actors face and derive four promising areas of future research on supranational social media messages.

## Keywords

European Union; social media; political communication; politicization; automated text analysis

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## 1. Introduction: Why we should care about supranational Twitter activity

The European Union (EU) has an increasingly precarious relationship with the citizens it governs. The politicization of European integration in public debates has markedly increased in recent years: incidences such as the failure of constitutional referenda in 2005, the raging debates about supranational authority during the Euro- and Schengen crises after 2009 and 2015, the infamous Brexit decision of 2016, and more generally, the rise of Eurosceptic mobilization in national and European election campaigns clearly illustrate that the EU can no longer rely on a permissive consensus among the wider citizenry (De Wilde and Zürn 2012; Hooghe and Marks 2009; Rauh 2021a). In such controversial debates, the EU's rather detached supranational institutions are frequently addressed, often as targets of blame-shifting (Gerhards *et al.* 2009; Hartevelt *et al.* 2018).

Supranational actors, however, are not only at the receiving end of such controversial debates. In principle, they can try to defend themselves in public, possibly nurturing popular EU legitimacy by giving an account of how and why they exercise their political authority. Therefore, when faced with public politicization, political institutions beyond the nation state have incentives to invest in public communication (Ecker-Ehrhardt 2018; Ecker-Ehrhardt 2020).

Yet, supranational EU institutions face notable obstacles in communicating with the wider European citizenry. Part of these obstacles are internal; public communication is often subject to internal conflicts and competition over limited resources (Altides 2009; Bijsmans and Altides 2007; Hartlapp *et al.* 2014: ch. 9). In institutions with delegated powers that often involve high levels of expertise, consensus-orientation, and diplomatic restraint, public outreach has traditionally not been a primary concern (Brüggemann 2010; Meyer 1999). When facing controversial public debates,

moreover, supranational institutions may have incentives to avoid clear communication in their strategic efforts to calm controversial debates (Biegoń 2013; Bressanelli *et al.* 2020; De Wilde and Zürn 2012; Schimmelfennig 2020). In effect, supranational communication efforts are often illegible for the wider public (Rauh *et al.* 2020; Rauh 2021b).

Supranational institutions also face notable communication obstacles in the broader communication environment. Although supranational institutions are tasked with defending the European interest in their policy areas, mass-mediated public spheres tend to be fractured along national borders, languages, and media systems, thus forcing supranational institutions to communicate via national media (Koopmans and Statham 2010; Risse 2014; Trenz 2004; Walter 2015). National media are, however, rather selective in covering EU affairs, as traditional journalistic selection logics are often partial to national interests, domestic executives, and their challengers (De Vreese 2001; De Vreese *et al.* 2006; Trenz 2008). Media coverage of the EU is then primarily driven by controversial and contested events such as summits of the heads of state and government, European Parliament (EP) elections, and scandals on the European level (Boomgaarden *et al.* 2013; Hobolt and Tilley 2014). Thus, supranational institutions have a hard time getting their message across via traditional media channels.

Given these limitations, social media platforms should be promising communication channels for supranational actors. With a view to external constraints, social media allow citizens to engage with content beyond national boundaries (Bossetta *et al.*, 2017), thus potentially ameliorating adverse effects of fractured public spheres. Furthermore, social media imbue users with a degree of gatekeeping power (Wallace, 2018). The decentralized structure of these platforms, where users themselves can choose which messages will be allowed and amplified in the information environment, gives supranational EU actors some freedom to determine which issues to highlight and how to best generate engagement. This allows them to partially circumvent traditional media selection logics, generate attention on their preferred topics, and reach out to European citizens more directly. Moreover, social media platforms, specifically Twitter, can act as a 'double-barrelled gun' for reaching out to the citizenry: recent research shows that journalists tend to pick up tweets from political actors (especially highly engaging tweets) and incorporate them in news articles (Cage *et al.* 2020; Oschatz *et al.* 2021), boosting their communication potential further.

Social media's attractiveness to supranational communicators extends beyond the potential to reach a wider audience and includes time, cost, and scope efficiencies. Firstly, it takes mere minutes to set up an account and they are rather easy to maintain, thus partially mitigating the effect of internal competition over limited resources. In addition, platforms usually reward clear and concise messaging which are arguably cheaper to produce than press releases. Secondly, the platforms usually reward clear and concise messaging which are arguably cheaper to produce than press releases. Thirdly, social media allow multimedia features that are also beneficial for accessible and engaging communication. Lastly, social media provide a low-hurdle and continuous information source for users. Unlike official webpages, social media do not require the user to consciously search for information about supranational activity in the EU. Users may encounter EU messages in their timelines from their connections on social media or they could simply follow respective accounts by a simple click.

Realistically, social media are hardly the panacea to all the public communication ailments of the EU. Nevertheless, their key features should make them an attractive additional communication channel for supranational institutions willing to defend themselves in a politicized climate. Naturally, there are many confounders in realizing the full potential of social media platforms for nurturing popular legitimacy, but there are two cardinal duties that fall on the communicator for this purpose: creating *transparency* and *publicity* (Curtin and Meijer 2006; Hüller 2007). *Transparency* means that public communication makes political decisions, processes, issues, and responsibilities visible to the wider audience. Via transparency, public communication provides the addressees of political authority with the necessary information to make an informed decision in democratic feed-back processes. Yet putting such information into the ether is not enough, citizenry must consume and engage with the information and integrate them into their political knowledge structure. In other words, communication needs to generate *publicity*. In this constellation, publicity refers to the degree to which the audience engages with the issues, acts and processes of the political system. Extant research shows that the key precondition for publicity is the understandability of the political messages (Bischof and Senninger 2018; Tolochko *et al.* 2019). Against this backdrop, we ask: to what extent and how do supranational EU actors communicate on social media?

While insightful theoretical analyses and cases studies of the EU on social media exist (e.g. Barisione and Michailidou 2017; Krzyżanowski 2020; Zaiotti 2020), large-scale systematic evidence on the *actual social media behaviour of supranational actors* is rare. Extant studies focus on EU actors with direct electoral accountability, such as governmental representatives in the Council or EP members (European Parliament. Directorate General for Parliamentary Research Services. 2021; Fazekas *et al.* 2021; Haßler *et al.* 2021; Nulty *et al.* 2016; Umit 2017). This article, in contrast, studies the public communication of executive supranational institutions and the individuals heading them. We focus on Twitter, a leading social media platform that has become an integral part of the political communication environment for

mobilization and campaigning in the last decade (Jungherr 2016; Segesten and Bossetta 2017; Stier *et al.* 2018). We analyze the executive supranational communication on Twitter in terms of its volume, readability, and publicity with automated content analysis. Our corpus consists of the full population of public messages (tweets) issued by 115 supranational executive accounts in the 2009-2021 period. To put this supranational Twitter activity into perspective, we then benchmark our respective indicators against random tweets as well as full population of tweets from the United Kingdom (UK) executive branch and international institutions such as Association of Southeast Asian Nations (ASEAN).

This hitherto under-researched area is addressed in this encompassing description of supranational EU activity on a key communication medium; we show that a drastically increasing volume of supranational messaging often outperforms domestic and international organizations. While the text of supranational messages is comparatively hard to access for average citizens, supranational actors champion non-textual communication, enriching their messages with visual content, external links, and meta-linguistic elements such as emojis much more often than other executives do. In terms of publicity, while the number of followers has been strongly increasing for some supranational EU actors, the rates of direct user engagement remain low in absolute terms. They stay within the range observed for domestic and international actors. Against the backdrop of public politicization and communication deficits, our results hint that supranational EU executives try to use the communication potential of social media, yet important fruitful avenues for further research remain.

## 2. Data collection: Supranational tweets and relevant benchmarks

Identifying the population of relevant supranational Twitter accounts followed two considerations. First, our interest was in the executive branches of the EU which control independent delegated powers. Institutions such as the European Commission or the European Central Bank (ECB) are often core addressees of public politicization and are equated with EU legitimacy more broadly in the minds of citizens (Silva *et al.* 2021). Second, we wanted to cover the EU polity as broadly as possible by reflecting all executive branches exercising political authority.

Accordingly, we identified the main Twitter accounts of the institutions falling under these definitions (e.g., @EU\_Commission), their individual sub-branches (e.g., @EUHomeAffairs) and dedicated EU agencies (e.g., @Frontex), as well as the personal accounts of the individuals heading these institutions such as Presidents (e.g., @vonderleyen), Commissioners (e.g., @TimmermansEU), or Director-Generals (e.g., @lemaitre\_eu) using the official webpage of the EU<sup>1</sup>. We included only the official accounts verified by Twitter to be owned by the said person or organization (as indicated by the blue check mark badge on the platform). This resulted in 115 supranational Twitter accounts active in the beginning of 2021 (full list in Appendix A1). For each of these accounts, we collected the full corpus of tweets issued between the account creation date and May 3, 2021, through the Twitter API 2.0 academic track. This approach gave us 1,065,203 supranational social media messages for analysis.

While this offers a thus far unprecedentedly broad empirical perspective on supranational social media behaviour, we must put the characteristics of these messages into perspective. Thus, we collected three benchmark datasets. The first one simply is a by-and-large random sample of tweets which aims to establish what constitutes 'normal' behaviour on the platform. We streamed in tweets from 26 EU countries (excluding Malta) with repeated five-minute windows for a whole week through Twitter Decahose API. This generated 83,823 tweets that we used as a baseline for typical characteristics of Twitter messages.

The theoretically more meaningful benchmarks are geared to locate supranational communication within a broader population of actors holding executive powers. After all, public politicization, legitimacy challenges, and the need for effective communication emerge from, to use Delors' famous description, the EU's nature as an unidentified political object. On the one hand, the political authority of the EU approximates that of national executive branches on many accounts. On the other hand, the EU still carries significant markers of an international organization where member states delegate and control political authority. Two additional benchmark data sets thus focus on comparing supranational social media communication to exactly these different levels of governance.

To approximate the communication of national governments, we targeted executive political institutions and actors in the UK. We identified the Twitter accounts of government ministries, executive offices, agencies and individuals who are

<sup>1</sup> [https://europa.eu/european-union/contact/social-networks\\_en](https://europa.eu/european-union/contact/social-networks_en)

in charge of these institutions (Appendix A2 for the full list) using the official government webpages<sup>2</sup>. Collecting the data analogously resulted in a benchmark of 1,510,064 tweets. To approximate the social media communication of international organizations (IOs), we first identified IOs that have a similar policy scope as the EU, picking organizations that were within one standard deviation of the EU with regard to the number of policy areas as provided in The Measure of International Authority (MIA) data set (Hooghe *et al.* 2017). We identified their Twitter accounts via the list collected and kindly shared by Matthias Ecker-Erhardt (2020; full list in Appendix A3). This resulted in 55 accounts for which we could collect 294,219 tweets for our final benchmark. Table 1 summarizes our tweet populations.

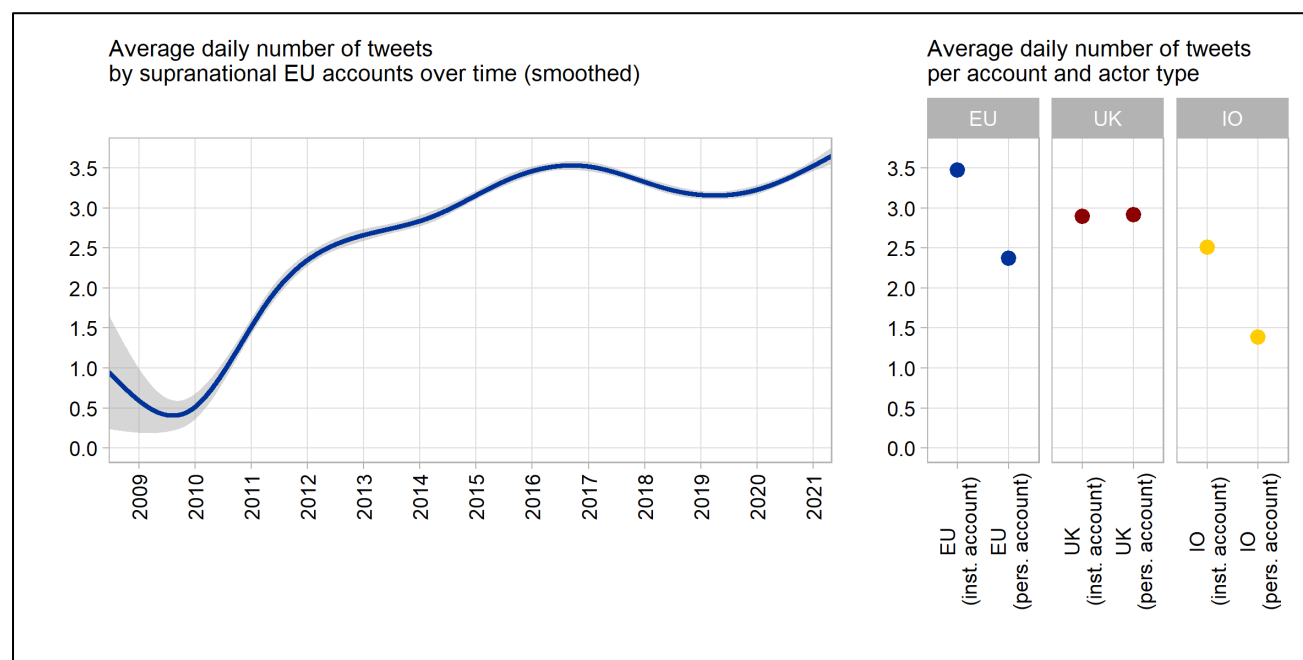
Actor type	Twitter accounts	Tweets
EU (inst. account)	70	789,006
EU (pers. account)	45	276,197
UK (inst. account)	69	654,520
UK (pers. account)	99	855,544
IO (inst. account)	48	269,219
IO (pers. account)	7	25,000
Random tweets	37,849	83,823

**Table 1:** Tweet samples available for comparative analysis

### 3. Key characteristics of supranational Twitter messages

#### 3.1. Volume

The most basic answer to our overarching question on how supranational EU actors use the public communication potential of social media lies in the volume of their messages. Figure 1 shows the average number of tweets per account and day.



**Figure 1:** Number of tweets per day and account

<sup>2</sup> <https://www.gov.uk/government/organisations>

The left panel initially indicates that supranational actors have markedly increased the number of messages they publish on Twitter from roughly one tweet every second day during the early phase of supranational Twitter presence to 3 to 3.5 daily tweets more recently (a nearly seven-fold increase). The major increase in supranational Twitter messaging happened during 2010-2016, a phase of strongly surging public EU politicization amidst the Euro- and Schengen crises. It also coincides with a period in which the European Commission notably reduced its output of traditional press releases (Rauh 2021b), possibly indicating a re-distribution of internal communication resources.

Furthermore, the right panel of Figure 1 highlights that this supranational tweet volume is to a large extent driven by institutional accounts, indicating a centralized and probably professionalized approach to supranational social media presence. Institutional EU accounts post around 3.5 tweets per day, while supranational actors tweeting in personal capacity issue around one fewer daily tweet.

There is significant variation within our supranational population. Among the most avid tweeters are the Commission's Directorate-General for Digital Policies (@DigitalEU) with 13.7 tweets per day and the official account of the whole EU Commission run by the spokespersons service (@EU\_Commission) with 10.4 tweets a day. On the lower end of the distribution, we find the European Court of Justice (@EUCourtPress) with around one tweet every second day and the Euratom Supply Agency (@EuratomA) issuing a message only around every 10<sup>th</sup> day on average. Yet, this variation in the tweet volume across supranational EU actors (standard deviation: 2.58 daily tweets) is not distinct from our UK sample (2.23 daily tweets) and markedly lower than in our sample of international organization tweets (4 daily tweets).

In fact, the variation across our benchmark samples is more interesting, as the right panel of Figure 1 highlights: The average volume of tweets from supranational accounts clearly exceeds the tweet volume of international organizations and actors, while it is at least on par with national executives in the United Kingdom. Regarding volume, thus, we can state that supranational actors try to exploit the communication potentials of this particular social medium relative to peer organizations.

### 3.2. The language of supranational Twitter messages

A more pressing question is whether this increasing amount of supranational communication on Twitter is understandable to the average European citizen. Analysing the language of supranational Twitter messages requires extensive pre-processing of the tweets' contents. We aimed to isolate the textual content to ensure reliable extraction of the language indicators below. To this end, we removed all non-textual symbols, media, and external links (analysed separately), treated hashtags as individual or multiple words (if camel cased), and ensured proper punctuation. The replication scripts provided full details from each tweet; Table 2 illustrates two random examples from the supranational EU corpus. All benchmark samples were processed similarly.

Original tweet	Extracted text
I fell asleep hoping to wake up from a bad dream.Europe is full of wonders that no one will bring us back. Preserving with #digitization is important for us & for future generations. Close to the Parisians. With #NotreDame we've lost a piece of our history <a href="https://t.co/hQRqMGSSq3">https://t.co/hQRqMGSSq3</a> <a href="https://t.co/CPLs1DqEcl">https://t.co/CPLs1DqEcl</a>	I fell asleep hoping to wake up from a bad dream. Europe is full of wonders that no one will bring us back. Preserving with digitization is important for us & for future generations. Close to the Parisians. With Notre Dame we've lost a piece of our history.
 Sharing risk.  Maximising impact.  Today we've signed 4 new guarantee agreements under the EU External Investment Plan to create more  opportunities for people in countries near the EU and in Africa.  Read more  <a href="https://t.co/YY3zPWSti4">https://t.co/YY3zPWSti4</a>  <a href="https://t.co/HvYWuoVEOC">#InvestGlobal #EIP https://t.co/HvYWuoVEOC</a>	Sharing risk. Maximising impact. Today we've signed 4 new guarantee agreements under the EU External Investment Plan to create more opportunities for people in countries near the EU and in Africa. Read more. Invest Global EIP.

Table 2: Tweet text processing examples

English is clearly the lingua franca of supranational tweets, as detected on sentence level with Google's compact language detector 2 implemented in the cld2 R package (Ooms and Sites 2020). In total, 82% of all supranational tweets were solely

written in English while 88.2% contained at least one English sentence. Other languages appeared much less frequently: we detected French in about 4%, Italian and Polish in around 1.5%, as well as Italian, Swedish and German in around 1% of tweets. This seems to suggest that supranational actors do not respect the EU's linguistic diversity but that should not be overstated. Virtually all Twitter end-user applications offer reliable auto-translation at the click of a button. More importantly, the European Commission maintains representation in all member states, often with dedicated accounts that tweet in the country's main languages but that are not part of our account selection.

Here we focus on the English-language content of the tweets and want to learn whether they contribute to making EU politics transparent. In this regard, very different literatures have repeatedly stressed that more political communication does not help if it does not clarify but rather obfuscates political responsibilities (Fairclough 2003; Fowler *et al.* 1979; Orwell 1946). Sending clear and easily understandable messages seems to be a particular challenge for detached, highly specialized institutions that often resort to a rather technocratic discourse (Moretti and Pestre 2015; Rauh 2021b; Thibault 1991). We thus extract three indicators for message clarity, primarily relying on the tools offered and validated by Benoit *et al.* (2019).

First, the reading ease score measures syntactic complexity of the message by a compound indicator of sentence and word length (Flesch 1948). The intuition is that higher grammatical complexity requires more cognitive effort to decipher a message, an ability that is attained primarily with progressing levels of formal education. The lower the reading ease score, the less citizens with average education levels can decipher a message. Prior research shows that reading ease is positively associated with engagement of social media users and journalists (Ferrara and Angino 2021; Firouzaei and Özdemir 2020).

Second, we measured whether supranational actors use familiar vocabulary or specialized jargon. For each word in the tweets, we capture how often it occurs in the overall Google books corpus, the broadest available representation of the general English language. The intuition is that words more common in the English language are better known and thus more readily understandable by a broad audience (as validated in Benoit *et al.* 2019).

Third, linguists stress that texts express political agency better when they resort to a verbal as opposed to a nominal style (Biber *et al.* 1998: 65 pp. Thibault 1991). A nominal style (often a characteristic of academic prose) uses many nouns and nominalizations, thus prioritizing abstract objects and process over action. A verbal style (often a characteristic of conversational communication) uses many verbs, thereby clarifying who did what, and providing information on the temporal order of events and processes. We thus capture the verb-to-noun ratio for every tweet. Figure 2 aggregates these indicators across our tweet samples.

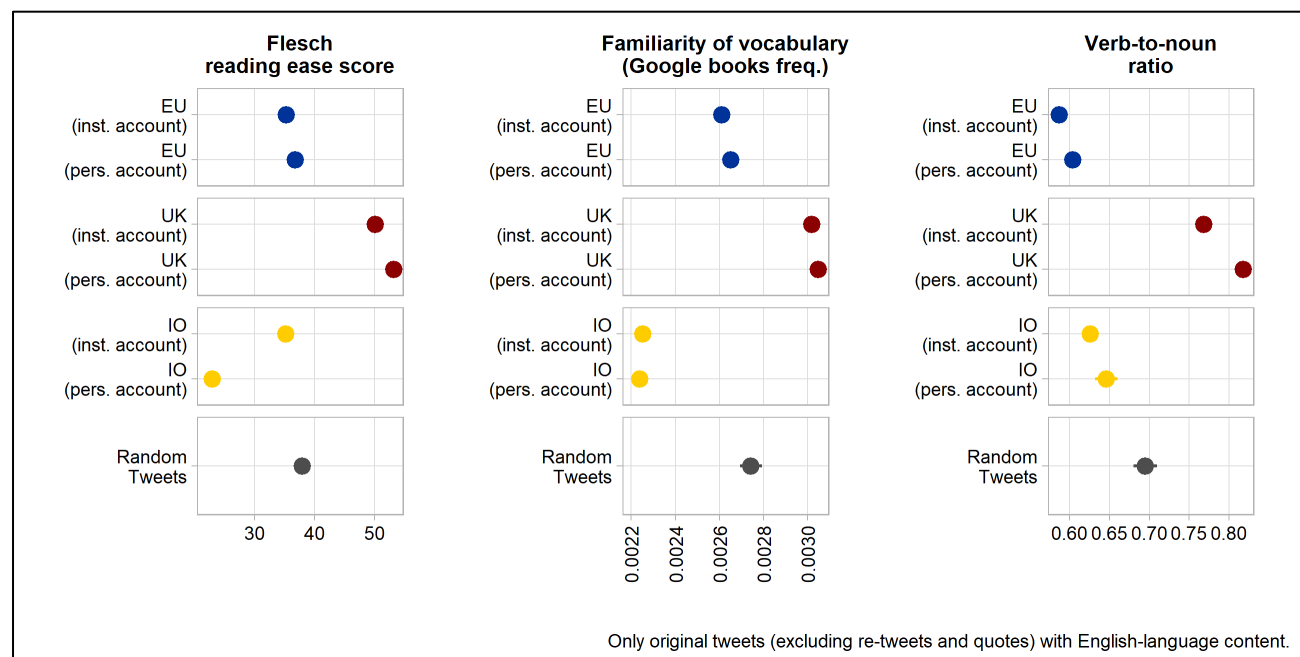


Figure 2: Language clarity indicators

These data show that supranational EU tweets tend to be clearer than those published by international organizations (with the notable exception of clarifying agency through a more verbal style). More importantly, however, supranational



communication is clearly and significantly harder to understand for citizens when compared to random messages on the Twitter platform and especially when compared to the tweets of national institutions and executives from the UK. This reaffirms findings of a very technocratic approach to communication by supranational executive actors (Rauh 2021b).

However, notable variation within the supranational population exists. Based on the standardized averages of the three language-clarity indicators, the messages by current Commission President Von der Leyen, Commissioners Timmermans and Vestager, as well as Matthew Baldwin (European Coordinator for Road Safety) are easiest to understand. The least accessible messages - on average - are sent by the European Maritime Safety Agency, by the Commission Director-General for Competition Policy (ironically headed by the clearly communicating Margrethe Vestager), Justice Commissioner Reynders, and the European Defence Agency. Averaged across indicators, the tweets from supranational actors tweeting in personal capacity are easier to understand than tweets from institutional accounts.

### 3.1. Media usage

Beyond text, Twitter offers various multimedia features designed to attract attention and generate engagement with messages. To what extent do supranational actors and institutions use this additional communication potential? Relying on the raw tweet texts as well as on the URL entities object of the Twitter API, we aggregate data on multimedia usage in Figure 3.

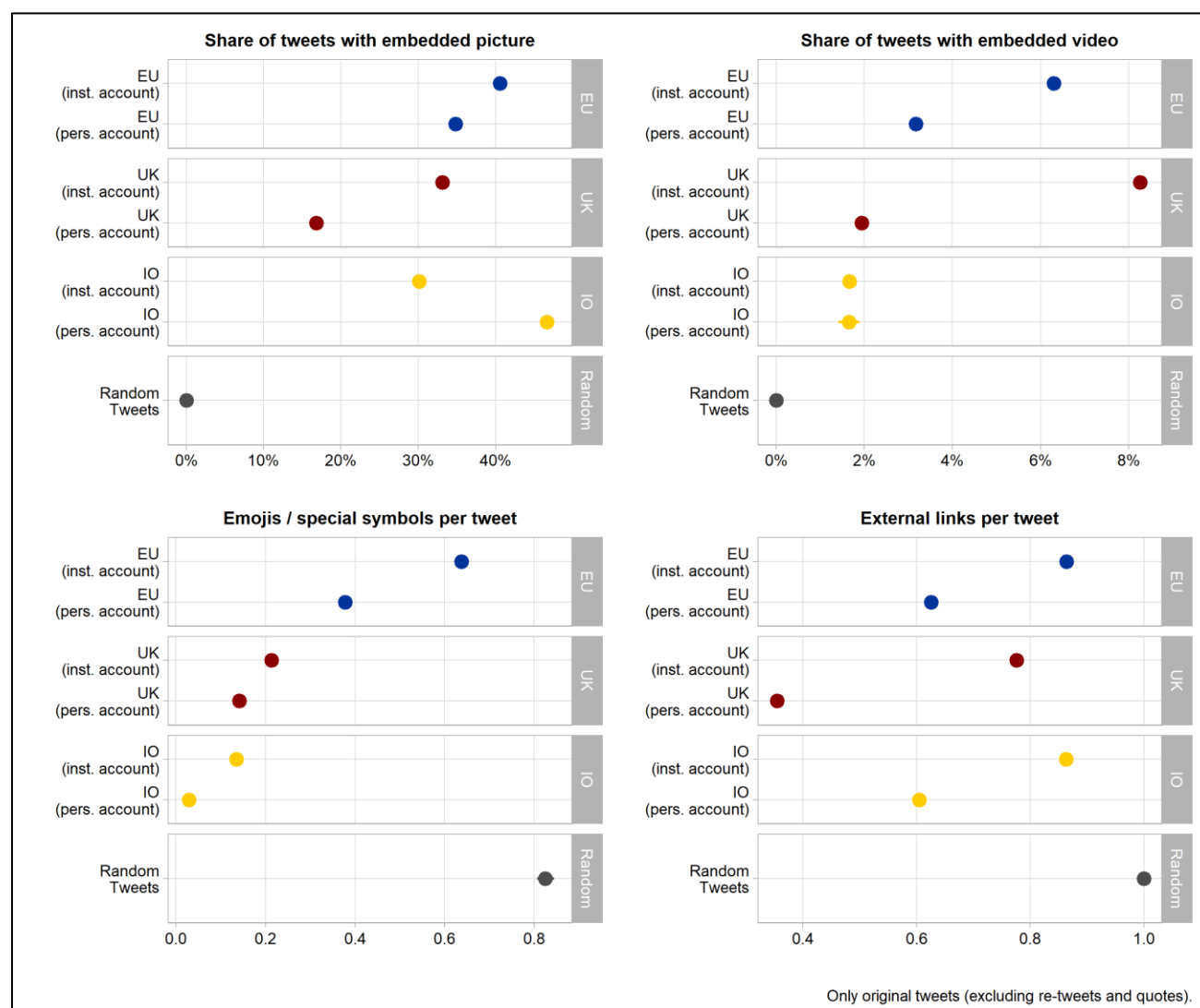


Figure 3: Multimedia usage

Pictures and visual details highlight messages in the timeline of Twitter users. The top left panel of Figure 3 shows that around 35 to 40% of all supranational tweets embed at least one picture. This clearly exceeds picture usage in the tweets

by domestic political actors as well as by institutional accounts of international organizations. Likewise, videos (we consider movie files uploaded directly to Twitter as well as embedded videos from major platforms such as YouTube, Vimeo, TikTok, and Twitch) occur frequently in supranational tweets – at least in relative terms. Institutional accounts of supranational actors feature a video in around 6% of all messages which is only surpassed by the around 8% of Tweets from domestic executive institutions in the UK. While we do not exactly quantify this here, we note that many of these videos seem to be particularly produced for the purpose of communicating EU policies, again pointing to a professionalisation of supranational social media presence.

Furthermore, Twitter is notorious for having popularized the use of special characters and especially emoticons in public communication. Including such pictograms into the tweet text (an example in Table 2 above) can encode large amounts of information and attracts visual attention, thus aiding message comprehension (Tang and Hew 2018). The lower left panel of Figure 3 indicates that supranational EU tweeters are indeed champions of using such special symbols in their messages. Additional analyses show that the by far most used symbol is the EU flag, occurring more than 50,000 times and thus in about 5% of all supranational tweets. Flags of different individual countries occur in a combined total of about 7% of tweets. Beyond that, supranational actors like to use various pointing hand and arrow symbols, a pictogram of the globe, as well as various versions of checkmark symbols.

Finally, communicators can enrich their messages by supplying links to external online content. This initially facilitates further information-seeking for message recipients. In addition, most Twitter applications directly summarise external websites in thumbnails, showing additional media from the external source along the tweet. Also with regard to this communication feature, tweets from supranational EU actors are on par with or even exceed messages from domestic and international political actors. In about 60 to 80% of all supranational Twitter messages an external online source is referred to. Where these links lead citizens cannot be fully ascertained by automated means as around 41% of them use URL shortening services. Yet, in the remainders we see that supranational actors primarily refer to EU websites within the europa.eu domain (35% of all external URLs), pointing message recipients especially to information from the European Commission's servers. A sizeable share of around 5% of external links point to other social media platforms, notably Facebook, LinkedIn, and Instagram. Supranational actors also seem to use services that automatically post content across different social media accounts (e.g. the dlvr.it domain accounts for around 3% of all external links).

Based on these descriptions we can state that supranational public communication on Twitter goes beyond textual content, relying especially on visual information and their own external online resources.

#### 4. Publicity of supranational messages

A crucial question for supranational public communication on social media is whether the style and volume of communication translates into publicity. We approximate the publicity of the messages via user engagement with the messages. Our descriptive evidence and elementary inferential analysis (appendix a4) show mixed results. First of all, a necessary condition for engagement is that users see the messages in the first place. Reliable information on this is not easy to obtain, however. The research track API does not include the number of 'impressions' per tweet which is also only available for the last 60 days in commercial access options. In addition, the algorithms by which Twitter decides which messages to show to which users with what prominence are not public.

What we do know is that messages are shown in the timelines of users that have subscribed to follow a supranational account. Yet, historical follower count data are also not available through the Twitter APIs – only the numbers for the access day can be retrieved. Thus, we exploit the Internet Archive, a non-profit organisation working for free access to online information. Their archive.org engine crawls the web and takes static, timestamped snapshots of individual sites. We set up automated scripts<sup>3</sup> that extract all available snapshots for each Twitter account in our sample to then scrape the follower counts from the raw html of the snapshots.

One caveat applies: the availability of archive.org snapshots is rather unequally distributed. Within our 115 supranational EU accounts, we can, for example, extract 842 snapshots of the @EU\_Commission profile, 548 for @EUClimateAction, or 380 for @vonderleyen. But there are five accounts with only one snapshot and seven that have never been crawled by archive.org. We linearly interpolate the daily number of followers between each measurement point, taking only the account creation date and the scraping date for accounts without snapshots. This is not very precise, but offers a suitable proxy for historical follower counts. Figure 4 estimates how many users followed supranational Twitter profiles over time.

<sup>3</sup> available at <https://github.com/ChRauh/PastTwitter>



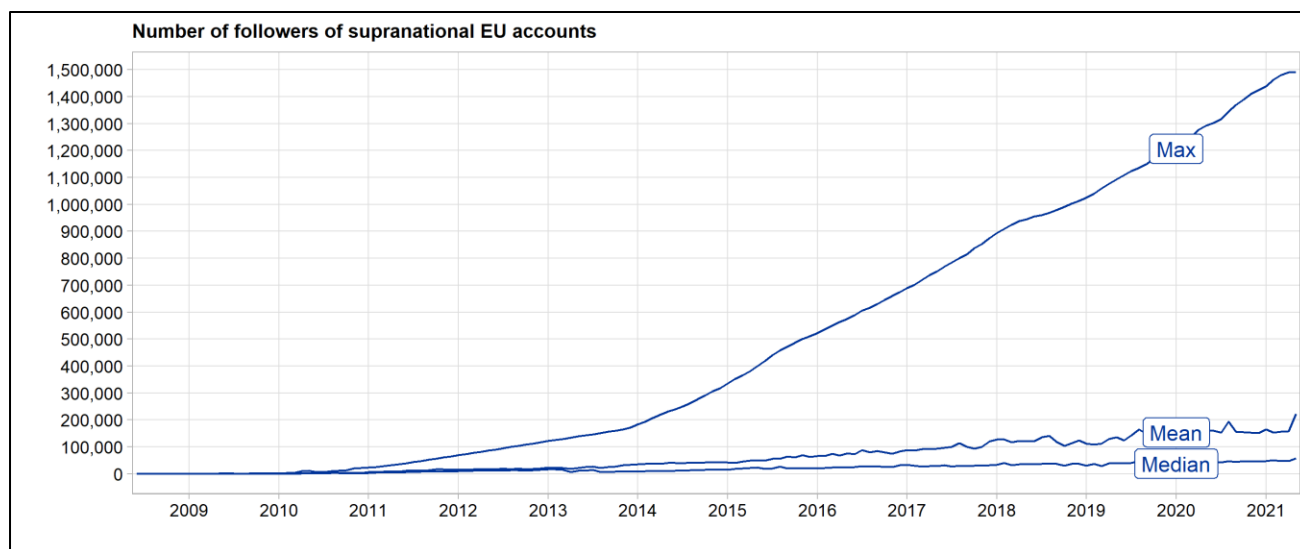


Figure 4: Followers of supranational Twitter accounts

The period of growing supranational tweet volume from 2010-5 was followed by a period in which an increasing number of Twitter users also decided to subscribe to these accounts. The figure above also highlights, however, that the distribution of followers across supranational accounts is extremely right skewed, which has intensified over time. By far, the most prominent supranational account is @EU\_Commission with 1,491,171 followers as of May 4, 2021, followed by the institutional accounts of the European Council President (1,194,648 followers) and the European Central Bank (627,385). Among the most prominent personal accounts are Commission president Von der Leyen (587,814 followers), Competition Commissioner Vestager (295,650), and the High Representative for Foreign Affairs and Security Policy, Josep Borell (202,519). Personal accounts have, on average, 13,000 fewer followers than institutional accounts, but this difference is not statistically significant, indicating sizeable within-group variation. At the lower end of the distribution, we find several Commission Directors-General as well as the Euratom Supply Agency with only 78 followers.

How strongly do these users actually engage with the supranational messages? Clearly, we have no off-platform information on what users do with the information they receive. However, we can observe their direct on-platform engagement. Twitter allows users to like messages, to amplify or contextualise them by retweets or quotes, or to directly publicly reply. We collect the counts of each of these engagements in response to each original, self-authored tweet by supranational actors. Since the number of users that may have seen the tweet in the first place affects the number of possible engagements, we express them as the percentage share of followers at the time each tweet was published. Given the imprecision in interpolated follower counts noted above, we reduce our samples to accounts that have at least two archive.org snapshots, taking into account only tweets at or after the first of those snapshots. Figure 5 plots these engagement ratios against our equally treated benchmark samples.

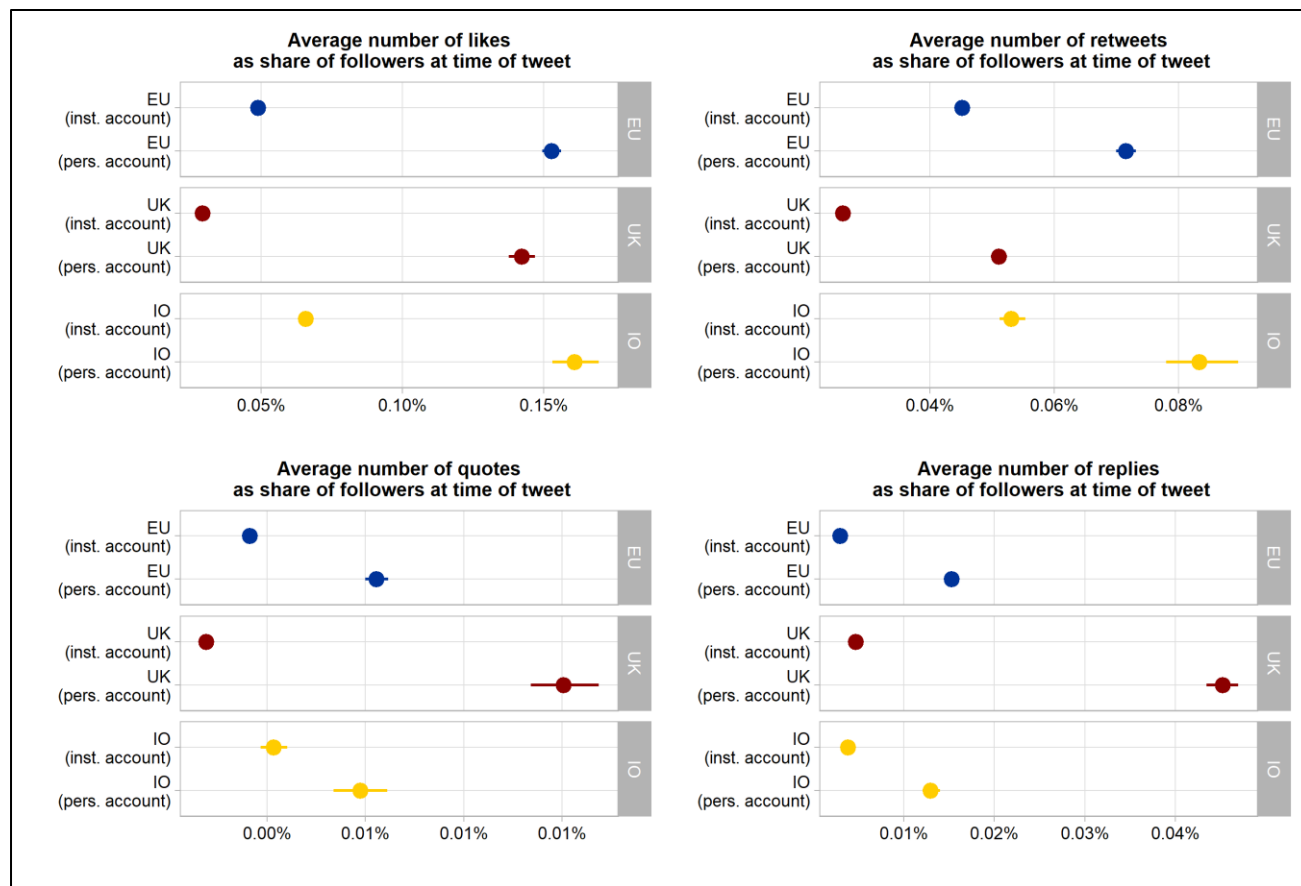


Figure 5: User engagement indicators

These data provide three main insights. First, supranational messages receive, overall, as much direct Twitter user engagement as messages from executive actors and institutions at the national and international levels. Supranational messages are, in fact, slightly more frequently liked and retweeted than those from national institutions and actors in the UK. Only UK actors tweeting in personal capacity received a markedly higher share of quotes and replies on their messages. Second, across all samples, Twitter users tend to engage more strongly with personal accounts than with institutional ones. Personalization of political messaging seems to matter on this social medium and for supranational EU actors as well. Third, direct engagement with executive tweets is not particularly high in absolute terms. On average, the number of direct engagements with supranational tweets by either liking, retweeting, quoting, or replying does not exceed a share of 0.14% of the number of users following the respective account.

Our initial multivariate analysis (appendix a4) indicates that ease-of-read, word familiarity, verbal style and external references have considerably smaller effect on attracting engagement compared to embedded pictures and frequent use of meta-linguistic communication. Similarly, number of mentions in a tweet seems to suppress the potential publicity of a tweet. Our simple linear regression model shows that number of hashtags and personal account origin help garner publicity for the message. However, it should be noted that our model is a simple one; thus, results should be taken with a grain salt.

There are a few notable exceptions to these results, however. For example, for 18 tweets from our supranational sample, the overall number of direct user engagements exceeds 30% of the follower counts at the time of the message. Table 3 provides six illustrative examples for extremely ‘engaging’ supranational tweets in our sample.

Caution is warranted when generalising from such few and outlying examples, but we note that the most engaging tweets in our sample also seem to invoke highly politicized EU policy issues. Examples are Commissioner Dalli’s stance on LGBTI rights in Poland, the Frontex tweet embedding surveillance footage from the Mediterranean Sea (leading to a heated Twitter debate about whether priority should be given to sea rescue or the fight against human trafficking), the European Court of Justice’s announcement that the UK may unilaterally revoke its withdrawal request, and the farewell note from the European Medicines Agency when finally leaving London due to Brexit.

Tweet	Account	Date	Followers	All direct engagements
Meet Mismo 🐕, a customs sniffer dog, who will tell you all about his job. #50CU #DogsWithJobs More info about the 50th anniversary of the EU #CustomsUnion: <a href="https://t.co/tD9clkog5q">https://t.co/tD9clkog5q</a> <a href="https://t.co/5MXpNH3Fqy">https://t.co/5MXpNH3Fqy</a>	EU_Taxud	2018-06-15	11,197	9,916
EU values and fundamental rights must be respected by Member States and state authorities. This is why 6 town twinning applications involving Polish authorities that adopted 'LGBTI free zones' or 'family rights' resolutions were rejected. #LGBTI #UnionOfEquality	helenadalli	2020-07-28	9,756	8,036
look at THIS !! The WHOLE core centre of brussels to go to 20kph for the summer from 1 May with priority to giving space to 🚶🚲 to exercise. Using the challenges of #CoronaVirus to rethink and transform mobility ... right here in Brussels... 👍👏🙏 <a href="https://t.co/RgmJNBgx89">https://t.co/RgmJNBgx89</a>	Baldwin Matthew_	2020-04-20	6,102	4,314
Wait, wait. Why is that fishing trawler towing an empty wooden boat at high seas??? <a href="https://t.co/psy2z6z9Wp">https://t.co/psy2z6z9Wp</a>	Frontex	2019-06-22	23,214	11,861
Today, EMA staff lowered the 28 EU flags and symbolically said goodbye to their London offices. Guido Rasi expressed his thanks to the UK for its contribution to the work of the Agency and for having been a gracious host of EMA since 1995. <a href="https://t.co/KpsBvaXt42">https://t.co/KpsBvaXt42</a>	EMA_News	2019-01-25	39,251	18,853
#ECJ: UK is free to unilaterally revoke the notification of its intention to withdraw from the EU – Case C-621/18 <i>Wightman</i> #Brexit <a href="https://t.co/KUOI2eQ48C">https://t.co/KUOI2eQ48C</a>	EUCourtPress	2018-12-10	45,522	18,736

**Table 3:** Supranational tweet examples with extraordinary engagement rates

These examples of highly engaging outliers also showcase the message characteristics that we have discussed thus far. We see, for example, clear and concise language, numerous hashtags and emojis, as well as embedded media and external links. How much these characteristics affect user engagement is hard to model exactly, as the proceedings of the Twitter algorithms are not known and tweet virality seems to follow partially endogenous dynamics and punctuated patterns (for example, by showing a message to followers of followers who have engaged with a supranational message in the first place). However, a basic multivariate perspective in Appendix A4 provides some valuable initial hints. Higher readability and more verbal style of a tweet is associated with modestly higher user engagement ratios. The inclusion of hashtags comes with slightly higher engagement rates as well. The most important factor in our initial model is visual information, however: embedded pictures as well as emojis are most strongly associated with user engagement in the samples of UK, IO, and EU tweets. It must be noted, in addition, that even when controlling for such message characteristics, user engagement is markedly higher for personal accounts. Individual communication triggers more engagement with supranational messages than messages from institutional accounts.

## 5. Conclusions

In the face of public politicization, popular legitimacy challenges, and notable communication deficits, social media promise to be an attractive additional communication channel for the detached executive supranational actors of the European Union. Thus far, however, an aggregate picture on how these actors actually use social media has been lacking. This bird's eye perspective of the full population of the more than one million messages from 115 Twitter accounts in the 2009-2021 period underlines that supranational EU actors put considerable effort in public communication via social media.

Firstly, our encompassing description shows that the volume of supranational social media communication has grown markedly since 2010, having reached or even exceeding the number of social media messaging that national executives or international organizations with comparable policy scopes provide. Second, several of the observed patterns suggest a growing professionalization of supranational social media usage. Supranational actors make extensive use of Twitter's

multi-media features, engage in cross-posting social media content, and try to garner attention to their own online resources outside of Twitter. Supranational EU actors are in no way inferior but often better than domestic and international executives on Twitter in this regard. Third, this communicative investment seems to pay off in terms of publicity. The number of users subscribing to supranational EU accounts has been growing on average, and in dramatic ways for some actors. Direct user engagement with supranational messages on the platform is not particularly high in absolute terms, but by and large corresponds to the engagement rates one can observe for executive messages from national and international actors.

Yet, our encompassing description also contains warning signs regarding the possible transparency and publicity effects of supranational communication. As has been found for other communication channels, the textual content of supranational communication is characterised by comparatively high syntactical complexity, less familiar vocabulary, and a rather nominal style that may obfuscate political agency. On this dimension, social media communication from domestic executive actors in the UK provides much clearer messaging in comparison. We also must note that the follower numbers and the engagement rates are hardly equally distributed across supranational communicators. They rather concentrate on a few selected institutional, and especially high-profile individual accounts of supranational actors. Generally, on most of our indicators, marked variation within the sample of supranational communicators and messages can be observed.

Our bird's eye view indicates that social media are becoming increasingly relevant for supranational public communication, yet this is hardly the final step to understand the nexus of public communication, social media platforms and popular legitimacy. Whether and how the communication we describe affects the precarious societal legitimacy of supranational decision-making requires further analyses. For scholars willing to dig deeper into this type of data, the patterns we show provide four informative points. First, the sobering findings on textual understandability highlight the need to dissect supranational messages further in terms of the claims that supranational actors make, including their relation to actual political activity. Whether these public messages are mere propaganda or genuine, transparent political accountability reporting would help us understand to what extent public communication contributes to or possibly undermines the popular legitimacy of supranational actors. Second, our qualitative examples for the most engaging tweets highlight variation across externally politicized topics and suggests that topical contents of messages may provide valuable hints on the publicity that supranational messages generate. Third, our findings highlight that especially visual content is part and parcel of supranational public communication, requiring additional forms of content analyses. Fourth and finally, the clearer communication and higher engagement rates that accounts of individual supranational actors generate highlight that the personalization of EU politics can be meaningfully observed on Twitter. In any case, however, our data demonstrate that social media are highly relevant channels for the outbound communication of supranational actors in the European Union.

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## A bird's eye view: Supranational EU actors on Twitter.

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Politics and Governance

### *Online Appendix*

#### A1. List of supranational EU accounts

Data collected on 04/05/2021

Actor Name	Account Description	Handle	n tweets	Follower count	Account Creation
Adina Valean	European Commissioner for @Transport_EU	@AdinaValean	1136	12123	5/23/2009 20:26
Anne Bucher		@anne_bucher	50	515	3/9/2012 20:45
BEREC	Committed to independent, consistent, high-quality regulation of #digitalmarkets for the benefit of #Europe and its citizens   #BERECoffice #EUAgency	@BERECeuropaeu	2573	4770	6/9/2014 16:16

Bio-based Industries Joint Undertaking (BBI JU)	Public-private partnership between @EU_Commission & @biconsortium. We fund collaborative #research & #innovation for #sustainable #biobased industries in Europe	@BBI2020	5305	6960	4/11/2014 12:28
CEPOL	The European Union Agency for Law Enforcement Training We develop, implement & coordinate #training for #LawEnforcement #SafeTogetherEU	@EU_CEPOL	2247	4689	10/13/2011 16:33
Charles Michel	Twitter channel of Charles Michel, President of the European Council. Managed by the media team @EUCouncil. Personal account: @CharlesMichel	@eucopresident	6807	1194648	9/30/2010 14:07
Christian Danielsson	Chef för EU-kommissionens	@DanielssonEU	5049	7398	1/6/2015 17:43

	representatio n i Sverige				
Clean Sky	Clean Sky develops innovative technologies to reduce CO2, gas emissions & noise levels produced by aircraft, as part of the EU's Horizon 2020 programme.	@cleansky_ju	1573	2979	9/18/2012 15:36
CPVO	The Community Plant Variety Office (#CPVO) grants intellectual property rights for #NewPlantVar ieties in the European Union.  #PlantVariety Rights #EUGreenDea l	@CPVOTweet s	1688	2137	2/8/2012 10:03
Didier Reynders	EU Commissioner for Justice (Rule of law- consumer protection) former deputy prime minister, finance,	@dreynanders	25667	172231	5/2/2009 22:57

	foreign affairs and defence minister				
Digital EU	We're all about #tech @EU_Commis sion account for #DigitalEU run by DG Connect. We work with @Vestager & @ThierryBret on	@DigitalEU	51036	101500	10/20/2010 18:03
Dubravka Suica	Vice President of the @EU_Commis sion in charge of Democracy and Demography / Former MEP / Former Mayor of Dubrovnik	@dubravkasui ca	7673	11207	9/13/2013 14:41
EASO	The European Asylum Support Office plays a key role in the implementati on of the Common European Asylum System. Support is our mission. EU Agency.	@EASO	3992	43897	6/28/2011 13:22
ECDC	The European Centre for Disease Prevention and Control. We aim at	@ECDC_EU	8828	78965	10/19/2010 13:51

	strengthening #Europe's defences against infectious diseases.				
EDPS	News from the European Data Protection Supervisor (EDPS). Account managed by the EDPS Information & Communicati on team. Disclaimer: <a href="https://t.co/87YwlcZ2kt">https://t.co/87YwlcZ2kt</a>	@EU_EDPS	5316	23913	6/1/2012 11:25
EFSA	European Food Safety Authority - Trusted science for safe food   Data protection <a href="https://t.co/Zcha2yD55B">https://t.co/Zcha2yD55B</a>	@EFSA_EU	7349	38881	10/23/2009 14:51
EIGE   #StopSexism	The European Institute for Gender Equality is an EU agency which promotes gender equality, fights discrimination based on sex and raises	@eurogender	6023	17890	5/22/2010 12:29



	gender awareness.				
EIOPA	The European Insurance and Occupational Pensions Authority (EIOPA) is part of the European System of Financial Supervision	@eiopa_europa_eu	1815	7881	11/17/2011 10:21
Electronic Components & Systems Joint Undertaking	Electronic Components & Systems for European Leadership #ECSELJU - a #H2020 funding mechanism keeping Europe at the forefront of #technology development.	@ECSEL_JU	1664	1408	7/1/2014 17:14
Elisa Ferreira	European Commissioner for Cohesion and Reforms   Comissária Europeia para a Coesão e Reformas	@ElisaFerreiraEC	1276	9777	9/25/2019 13:51
EMSA Maritime Safety	European Maritime Safety Agency	@EMSA_LISBON	2009	7807	3/10/2009 16:13
Energy4Europe	We are the @EU_Commission's Directorate-General for Energy. We tweet & RT on	@Energy4Europe	7223	43401	11/24/2014 10:28

	energy-related policy developments , news, facts & more. #EUGreenDeal #CleanEnergyEU				
ENISA	Official Twitter channel of the European Union Agency for Cybersecurity (ENISA)   RTs is not endorsement	@enisa_eu	8704	40416	9/6/2012 15:40
ESMA - EU Securities Markets Regulator	We are the EU authority responsible for enhancing investor protection and promoting orderly and stable financial markets. #ESMA10years #ESMAprotects	@ESMAComms	4433	18031	5/7/2012 10:46
EU Banking Authority - EBA	We are the EU agency that works to safeguard the integrity, efficiency and orderly functioning of the #EUBanking sector.	@EBA_News	2672	14550	8/6/2014 17:48

	#BankingUnion #SustainableFinance				
EU Civil Protection and Humanitarian Aid	We're @EU_Commission Civil Protection and Humanitarian Aid. Our mission? To help save lives in crises and emergencies.  Social media policy: <a href="https://t.co/ZipvID8H0">https://t.co/ZipvID8H0</a>	@eu_echo	38244	91615	1/21/2012 11:00
EU Climate Action	The Directorate-General for #ClimateAction (DG CLIMA) is responsible for the @EU_Commission's international & domestic activities fighting #climatechange	@EUClimateAction	16825	95650	10/1/2012 12:09
EU Competition	The @EU_Commission DG for Competition (DG COMP) enforces competition law within the EU for the benefit of consumers.	@EU_Competition	6875	19552	9/11/2014 9:14

	RTs, Follows and Likes not endorsements .				
EU Council Press	Latest news from the European Council & the Council of the EU: 27 EU governments working together. Audiovisual materials: @EUCouncilT VNews. #EUOCO	@EUCouncilPr ess	19461	403282	10/4/2010 22:10
EU Court of Justice	Official account of the Press Service of the Court of Justice of the European Union. Please see our Twitter policy here: <a href="http://t.co/rTMEUeJ6ki">http://t.co/rTMEUeJ6ki</a>	@EUCourtPre ss	1797	88691	4/11/2013 8:46
EU drugs agency	European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) Tweets about #drugs, #addiction, #health, consequences & responses. Retweets is	@EMCDDA	5447	18230	6/25/2009 15:02

	not endorsements				
EU Economy & Finance	Official @EU_Commis sion account on economy and finances   #RRF #ECForecast #EuropeanSe mester #EUBEF21 RT/Follow is not endorsement	@ecfin	13140	57988	4/1/2009 16:24
EU Environment	The official account for @EU_Commis sion Directorate- General for Environment (DG ENV). Rts and likes are not necessarily endorsements .	@EU_ENV	24079	113358	9/1/2011 15:23
EU EnvironmentA gency	Official channel of the European Environment Agency (EEA), an agency of the European Union. We provide sound, independent information on Europe's environment.	@EUEnviron ment	8620	89233	3/1/2009 14:35
EU Finance	Official @EU_Commis sion account	@EU_Finance	11328	37701	9/6/2010 10:43

	for Financial Stability Financial Services and Capital Markets Union. #SustainableFinanceEU #MyMoneyEU #DigitalFinanceEU				
EU Food Safety #EUFarm2Fork	EU Commission's DG Health & Food Safety (SANTE). We work for high EU food safety standards #EUFarm2Fork. RT is not endorsement. Health tweets: @EU_Health	@Food_EU	7844	31540	11/13/2014 10:18
EU Fundamental Rights <U+FE0F> #HumanRights	The European Union Agency for #Fundamental Rights tweets to make #humanrights a reality for everyone in the EU. Contact: <a href="https://t.co/mTeJm9zgCz">https://t.co/mTeJm9zgCz</a>	@EURightsAgency	10689	65212	11/19/2010 14:56
EU Institute for Security Studies	The EU Institute for Security Studies (EUISS) is the #EU_Agency	@EU_ISS	4095	28195	8/5/2010 17:23



	analysing foreign, #security and #EUdefence policy issues.				
EU International Partnerships	We're the @EU_Commission's Directorate-General for International Partnerships, putting people and planet first to build a better tomorrow.	@EU_Partner ships	18990	86239	1/29/2009 18:40
EU Maritime & Fish	Official account of @EU_Commission Maritime Affairs & Fisheries DG MARE . Ocean/#BlueEconomy/seafood news. Home of #EUBeachCleanup. RT&likeis notendorsement.	@EU_MARE	33416	54308	10/14/2013 12:17
EU Medicines Agency	Latest news from the European Medicines Agency, the European Union agency responsible for the evaluation and supervision of medicines.	@EMA_News	20412	91087	2/23/2010 12:05

	RTs is not endorsement.				
EU NEAR	We are the@EU_Com mission's Directorate-General for Neighbourhood and Enlargement Negotiations. Follow us for the latest news & updates!	@eu_near	24291	120122	4/12/2011 13:37
EU Social	Part of @EU_Commission striving for social fairness in Europe. Our mission is to ensure no one is left behind. Tweets on #jobs, #SocialRights & #Inclusion.	@EU_Social	21027	83556	5/7/2010 11:46
EU Tax & Customs	We are the @EU_Commission department for Taxation and Customs Union. See also @PaoloGentiloni  RT is not endorsement #FairTaxation #CustomsUnion	@EU_Taxud	10837	19863	11/26/2012 15:26

EU Trade	International Trade Department of the EU @EU_Commission	@Trade_EU	7992	55953	1/21/2013 17:27
	Open				
	Sustainable				
	Assertive				
	#EUTrade				
EU Transport	Working for efficient, safe & clean transport in Europe. Updates from the Directorate-General for Mobility & #Transport of @EU_Commission under Henrik Hololei.	@Transport_EU	7087	47473	5/10/2011 15:10
EU_Cedefop	The European Union agency that helps policy-makers improve vocational training systems and provides expertise on skills and qualifications. Retweetsis	@Cedefop	11551	10977	3/1/2010 14:52

	notendorsement				
EU_HEALTH - #SafeVaccines	EU Commission's DG Health & Food Safety (SANTE). We work to protect health, prevent diseases & strengthen health systems. RT is not endorsement. Food tweets @Food_EU	@EU_Health	22418	76638	6/12/2012 15:41
EUHomeAffairs	DG Migration & Home Affairs, responsible for EU migration, borders and security policy.  #MigrationEU #SecurityEU	@EUHomeAffairs	22108	30349	11/24/2011 18:15
eu-LISA	European Union Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice	@EULISA_agency	1141	1835	5/11/2016 11:10
EU-OSHA	Making Europe a safer,	@EU_OSHA	8949	21767	3/10/2009 15:53

	healthier and more productive place to work				
Euratom Supply Agency	ESA established by the Euratom Treaty to implement common supply policy of nuclear materials & fuels to ensure a regular and equitable supply to all users in EU	@EuratomA	80	78	7/9/2019 11:54
Eurofound	The EU agency providing knowledge to assist in the development of better social, employment and work-related policies. Acting Executive Director @MariaJepsonEF	@eurofound	7024	14369	9/14/2009 10:31
Eurojust	The EU Agency for Criminal Justice Cooperation, giving hands-on support to prosecutors in the fight against	@Eurojust	1283	6663	10/8/2011 18:12

	serious cross-border crime. RT is not endorsement				
European Central Bank	The European Central Bank is the central bank for Europe's single currency, the euro. Its main task is to maintain the euro's purchasing power.	@ecb	16505	627385	10/19/2009 0:51
European Commission	News and information from the European Commission. Social media and data protection policy: <a href="https://t.co/7aEVKyzxHh">https://t.co/7aEVKyzxHh</a>	@EU_Commission	40338	1492171	6/21/2010 14:28
European Committee of the Regions	Latest news from the EU's Assembly of Regional and Local Representatives  <a href="https://t.co/MxGRzz8uZP">https://t.co/MxGRzz8uZP</a>	@EU_CoR	13479	48075	4/30/2012 16:41
European Court of Auditors	News from European Court of Auditors, #EUBudget's external auditor &	@EUauditors	6821	12443	11/29/2011 10:38



	independent guardian of the EU's finances. Tweet principles: <a href="https://t.co/e pSdB20dvi">https://t.co/e pSdB20dvi</a>				
European Defence Agency	The European Defence Agency (EDA) is the hub for #EUDefence cooperation   An Agency of the #EuropeanUnion.   (Retweets and follows are not endorsements .)	@EUDefence Agency	5015	24335	11/18/2011 15:01
European Economic and Social Committee	News from the #EUcivilsociety assembly. We bring the voices of organised #civilsociety to Europe. Employers, Workers, NGOs... Because every voice counts.	@EU_EESC	15628	52219	2/25/2011 12:07
European External Action Service - EEAS	We are the EU's Foreign & Security Policy Service led by @JosepBorrell F RTs/follows is not endorsements	@eu_eas	27386	359577	10/8/2009 10:53

	#EUDiplomacy #EUInTheWorld				
European Fisheries Control Agency	News from the European Union agency coordinating #fisheriescontrol activities, part of the #EUCoastGuard and fighting illegal fishing #IUU	@EFCA_EU	1793	3183	6/24/2015 9:53
European GNSS Agency	Official account of #EGNOS & #Galileo the European Global Navigation Satellite System. The EU GNSS Agency GSA connects satnav-tech 2 EU citizens  #EUSpace #EUSPA	@EU_GNSS	13420	13213	8/29/2014 16:38
European Ombudsman	Ombudsman O'Reilly promotes good EU administration by investigating complaints and systemic issues. Account managed by the comms team.	@EUombudsman	7452	30216	10/11/2012 17:02

	<a href="https://t.co/YbpgtPtsjM">https://t.co/YbpgtPtsjM</a>				
European Parliament	Follow for the latest information from the European Parliament. Account managed by the Parliament's web team/tweets by Parliament's web team	@Europarl_EN	20529	762235	4/29/2009 12:32
European Research Council (ERC)	The European Research Council, set up by the EU, funds top researchers of any nationality, helping pursue great ideas at the frontiers of knowledge. #HorizonEU	@ERC_Research	10374	107346	1/18/2012 16:57
European Training Foundation	EU agency supporting the EU's external action. We help neighbouring countries develop through better #education and #labour policies	@etfeuropa	9576	8819	5/30/2008 10:36

#LearningConnects					
European Union Intellectual Property Office	European Union Intellectual Property Office. Protecting trade marks and designs in the EU. Hosting the European Observatory on Infringements of IP Rights.	@EU_IPO	8367	36542	9/1/2009 12:41
Europol	Law enforcement from the and the come to fight crime together at Europol, the EU agency for law enforcement cooperation.  Making Europe safer. #SOCTA2021	@Europol	5502	115349	12/4/2012 15:34
EUScience&Innovation	Official account of DG Research & Innovation @EU_Commission Managing @EU_H2020 prog & implementing Commissioner @GabrielMariya strategy.	@EUScienceInnov	36518	103975	9/21/2010 15:58

	Follow also @JEPaquetEU				
FCH JU	A unique European public-private partnership supporting research, technological development and demonstration activities in Fuel cell and Hydrogen technologies	@fch_ju	1841	5932	11/13/2015 13:01
Frans Timmermans	Executive Vice-President for the European Green Deal @vonderleye @EU_Commission	@TimmermansEU	5145	177177	4/30/2013 13:04
Frontex	The official Twitter page of Frontex, the European Border and Coast Guard Agency. Retweets are not endorsements.	@Frontex	2451	45083	8/4/2015 14:14
Fusion For Energy	The European Joint Undertaking for ITER and the Development of Fusion Energy helps to realise	@fusionforenergy	1997	10412	3/10/2009 23:22

	fusion as a future source of energy.				
Helena Dalli	EU Commissioner for Equality	@helenadalli	6424	14050	9/24/2010 23:08
IMI	The Innovative Medicines Initiative (IMI) is a public-private partnership aiming to speed up development of medicines. Data protection: <a href="https://t.co/E MhTOCH0Tj">https://t.co/E MhTOCH0Tj</a>	@IMI_JU	11029	11403	6/9/2010 11:52
Internal Market, Industry, Entrepreneurs hip & SMEs	@EU_Commission department responsible for #SingleMarket , Industry, Entrepreneurs hip and #SMEs (DG GROW). See also Commissioner @ThierryBret on.	@EU_Growth	22799	61198	1/28/2010 13:07
Janez Lenarcic	European Commissioner for Crisis Management, in charge of European Civil Protection and Humanitarian	@JanezLenarcic	1863	19454	9/10/2019 10:08

	Aid. European Emergency Response Coordinator.				
Janusz Wojciechowski	Commissioner in charge of @EUAgri	@jwojc	15209	26357	9/19/2010 20:57
Jean-Eric Paquet	Director- General for #Research & #Innovation @EUScienceIn nov @EU_Commis sion Account managed by my team & me. Personal posts signed JEP #HorizonEU #RiDaysEU	@JEPaquetEU	2896	13068	2/15/2016 16:41
Johannes Hahn	EU- Commissioner for Budget and Administratio n	@JHahnEU	18609	78087	12/14/2012 14:12
Josep Borrell Fontelles	High Representativ e of the EU for Foreign Affairs and Security Policy/Vice- President of @eu_commis sion #EUdiplomacy @eu_eas My blog: <a href="https://t.co/isaaOLI4bK">https://t.co/isaaOLI4bK</a>	@JosepBorrell F	4412	202519	6/5/2018 9:04

Jutta Urpilainen	EU Commissioner for International Partnerships. @EU_Commis sion @EU_Partner ships	@JuttaUrpilai nen	2285	51766	4/23/2009 15:32
Kadri Simson	EU Commissioner for Energy. Former Estonian Minister of Economic Affairs and Infrastructure .	@KadriSimso n	2279	16013	3/12/2009 15:03
Katarina Mathernova	Deputy Director General at DG Neighbourhoo d and Enlargement Negotiations (DG NEAR), European Commission	@kmathernov a	5459	3904	9/22/2011 23:24
Kerstin Jorna	Public servant @EU_Commis sion @EU_Growth . Tweeting about #Economy #Europe #singlemarket #Industry #SME #Innovation. Tweets =personal. Retweet not endorsement.	@JornaKersti n	3674	2502	7/7/2014 12:12



Koen Doens	Director General @EU_Commission International Partnerships INTPA @EU_Partnerships. Classicist. Diplomat. Retweet no endorsement.	@KoenDoens	9914	17658	7/5/2009 11:53
MarcLemaitre EU	Unapologetically passionate European   Director-General for Regional and Urban Policy, European Commission	@lemaitre_eu	1952	1637	7/9/2017 18:06
Margaritis Schinas	@EU_Commission Vice-President/Promoting European Way of Life (Migration, Security, Health, Skills, Education, Culture, fighting Antisemitism, Churches/For B)	@MargSchinas	5748	62331	9/12/2012 21:15
Margrethe Vestager	Executive Vice-President of the European Commission for a Europe fit for the Digital Age	@vestager	6951	295650	1/20/2009 12:55

	(Competition) . Renew Europe/ALDE Party. Tweets are always my own				
Mário Centeno	Governador do Banco de Portugal	@mariofcenteno	856	21327	12/4/2017 20:46
Mariya Gabriel	European Commissioner for #Innovation #Research #Culture #Education #Youth #Sport @EUScienceInnov @EU_ScienceHub @EUErasmusPlus @EU_Commission. Tweets by myself	@GabrielMariya	7869	63779	10/29/2013 15:14
Marjeta Jager	@EU_Commission   Deputy Director General DG DEVCO   RTs is not endorsements   My views   #EUDev #GlobalDev.	@marjetajager	1680	2121	6/7/2011 13:05
Maroš Šefcovic	@EU_Commission VP for Interinstitutional Relations & Foresight. Coordinating the #EUBatteryAlliance. Co-	@MarosSefcovic	11702	52041	9/22/2011 14:49

	chair of Joint Committee & Partnership Council.				
Matthew BALDWIN	Manager of EU 100 Climate Neutral Cities project. EU coordinator for road safety/sustainable urban mobility. Deputy DG at Euro Commission. Cities = the future	@BaldwinMatthew_	4609	10287	1/25/2014 10:48
Michael Koehler	Deputy Director General of @eu_echo, tweeting about all things humanitarian and EU	@MKoehlerEU	2934	950	7/9/2017 17:44
Monique Pariat	Director General Migration and Home Affairs at @EUHomeAffairs at @EU_Commission	@MoniquePariatEU	1754	2421	2/19/2015 18:22
Nicolas SCHMIT	Member of the European Commission in charge of Jobs and Social Rights  @EU_Social	@NicolasSchmitEU	4876	12449	4/3/2012 16:28

	#VdLCommiss ion				
Oliver Varhelyi	Commissioner for Neighbourhoo d and Enlargement	@OliverVarhe lyi	1216	16334	3/16/2016 21:27
Paolo Gentiloni	Commissioner for Economy/ Commissario per l'Economia	@PaoloGentil oni	7585	590939	11/7/2011 10:36
	@ecfin @EU_Taxud @EU_Eurosta t				
	#vdLcommissi on				
Roberto Viola	Director General @DigitalEU DG CONNECT @EU_Commis sion. We work on AI, Blockchain, 5G to make EU & the World a better place. TW=personal views. #DigitalEU	@ViolaRobert o	3829	15594	11/24/2011 19:31
Sabine Weyand	Director- General @Trade_EU @EU_Commis sion; avid reader, news junkie and	@WeyandSab ine	4344	48303	2/19/2012 21:41

	foodie; Tweets reflect personal opinions. RT = not endorsement				
Sandra Gallina	Director General for Health and Food Safety (DG SANTE). European Commission. RTs is not endorsements .	@SandraGalli na	6595	8382	9/23/2015 7:42
SESAR JU<U+FE0F>	Get updates on the #digital #transformati on of Europe's #aviation infrastructure <U+FE0F>  Follow our ED @GuillermetF lo  Watch us: <a href="https://t.co/1VcSGs8MJA">https://t.co/1VcSGs8MJA</a>	@SESAR_JU	4684	4795	1/13/2014 13:08
Single Resolution Board	SRB is the EU resolution authority within the #BankingUnio n & an EU agency. #SRM #BankResoluti on #endingTBTF - RT is not endorsement	@EU_SRB	3930	5165	1/19/2015 12:02

#UnitedAgainstCoronaVirus					
Stefano Manservigi	Special Advisor to Commsr @PaoloGentiloni Fmer Director-General @europeaid & @EUHomeAffairs, Ambassador @EUDelTurkey Chair @GCERF Board. Retweets is not endorsements .	@stefanoman servi	14078	12520	2/25/2013 12:24
Stella Kyriakides	European Commissioner for Health and Food Safety. Human rights advocate. Focus on the positive.	@SKyriakides EU	2926	51867	4/11/2014 14:18
Stephen Quest	Director-General, Joint Research Centre - European Commission. Father of four, music fan & occasional cyclist. RT = interesting, not endorsement. @EU_Science Hub	@stephen_quest	9612	4394	2/1/2012 17:23

Thierry Breton	Together, taking Europe forward Commissaire européen   Europäischer Kommissar   #industry #services #digital #tourism #audiovisual #space #defence	@ThierryBreton	1356	57092	10/10/2016 11:28
Timo Pesonen	@EU_Commission Director-General for #EUdefence industry and #EUspace. All views are my own. RT is not endorsement.	@TimoPesonen1	1832	4303	5/17/2011 15:31
Ursula von der Leyen	President of the @EU_Commission. Mother of seven. Brussels-born. European by heart.	@vonderleyen	1747	589092	7/3/2019 10:08
Valdis Dombrovskis	@EU_Commission Executive Vice-President for an Economy that works for people, also Trade Commissioner	@VDombrovskis	9105	77144	5/24/2009 10:08
Vera Jourová	Vice-President for Values and Transparency in the	@VeraJourova	7718	53518	9/27/2014 11:34

@EU\_Commission. Account managed by me and my team.

Virginijus Sinkevicius	@EU_Commission Commissioner for Environment, Oceans and Fisheries	@VSinkevicius	3427	20686	6/14/2012 14:40
Ylva Johansson	EU Commissioner for Home Affairs	@YlvaJohansson	13448	39175	6/17/2011 18:47

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## 564 A2. List of UK executive accounts

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566 Data are collected between 01/06/2021 – 04/06/2021

Actor Name	Account Description	Handle	n tweets	Follower count	Account Creation
Alex Chalk	MP for Cheltenham. MOJ minister. Pls contact via alex.chalk.mp@parliament.uk. Thanks!	@AlexChalkC helt	1569	12960	5/6/2013 15:46
Amanda Milling	Co-Chairman of the @Conservatives & MP for Cannock Chase. If you're a constituent, please email amanda.millin.g.mp@parliament.uk	@amandamilling	3940	16115	9/28/2011 12:01
Amanda Solloway	Minister for Science, Research and Innovation - MP for Derby North - For all enquiries please contact Amanda.Solloway.MP@Parliament.uk	@ASollowayUK	2142	5030	12/10/2015 17:44
Amanda Spielman	Her Majesty's Chief Inspector, Ofsted	@amanda_spielman	235	39045	7/21/2011 22:09
Andrew Stephenson MP	MP for Pendle. Live in Colne, offices	@Andrew4Pendle	22228	24703	4/10/2010 16:19

	in Nelson & Barnoldswick. @transportgovuk Minister (HS2, NPR & TRU). For response email andrew.stephenson.mp@parliament.uk				
Anne-Marie Trevelyan	MP for Berwick-upon-Tweed. Energy Minister & COP26 champion for adaptation & resilience. Sadly I cannot reply to questions on Twitter- please email me.	@annietrev	26780	23012	2/6/2009 12:06
APHA	Our role is to help safeguard animal and plant health, protect the economy and enhance food security through research, surveillance and inspection	@APHAgovuk	4688	10084	9/30/2010 17:23
Armed Forces Day	Armed Forces Day is a chance to show your support for the men and	@ArmedForcesDay	4014	65327	5/8/2009 19:48

	women who make up the Armed Forces community. Visit the AFD website to find out more.				
Attorney General	Making law and politics work together at the heart of the UK constitution.	@attorneygeneral	3299	30441	6/28/2012 10:38
Baroness Berridge	Conservative Peer from Rutland. Minister for the School System, Department for Education and Minister for Women.	@BaronessEB	3589	4268	6/29/2011 13:06
Boris Johnson	Prime Minister of the United Kingdom and @Conservatives leader. Member of Parliament for Uxbridge and South Ruislip.	@BorisJohnson	4578	3506565	4/1/2015 22:15
Brandon Lewis	Secretary of State for Northern Ireland & Member of Parliament for Great Yarmouth   IG: <a href="https://t.co/lwVHDxKsdt">https://t.co/lwVHDxKsdt</a>	@BrandonLewis	42594	58341	10/21/2008 12:53

Cabinet Office	The centre of the UK government. We support the Prime Minister and make sure the government runs effectively.	@cabinetofficeuk	10474	416856	5/13/2010 17:37
Caroline Dineneage	Gosport MP, mum, wife, Minister of State for Digital & Culture, DCMS. RT <U+2260> endorsement. Email caroline.dineneage.mp@parliament.uk with casework/enquiries	@cj_dineneage	14683	21747	10/1/2011 16:31
Cefas	The Centre for Environment, Fisheries and Aquaculture Science provides world class science for the marine and freshwater environment.  Instagram: @cefasegovuk	@CefasegovUK	8257	13743	9/26/2012 18:08
Charity Commission	We register and regulate charities in England and Wales.	@ChtyCommi ssion	17077	57794	10/14/2009 16:20

	Contact details are available on our website: <a href="https://t.co/GmjSJBGf1E">https://t.co/GmjSJBGf1E</a>				
Charlotte Vere	Baroness Vere of Norbiton - Minister for Roads, Buses and Places	@CharlotteV	19820	6203	4/11/2007 17:01
Chloe Smith	The official account for Chloe Smith, Member of Parliament for Norwich North. Get in touch <a href="mailto:chloe@chloesmith.org.uk">chloe@chloesmith.org.uk</a> #ilovenorwich #NorwichNorth	@NorwichChloe	4791	18127	10/7/2011 23:48
Chris Heaton-Harris MP	Conservative Member of Parliament for Daventry	@chhcalling	11904	22052	10/8/2009 23:03
Chris Philp	Father, Serial Entrepreneur and MP for Croydon South. Home Office and Justice Minister	@CPhilpOfficial	5991	12934	11/11/2009 23:59
Christopher Pincher	Member of Parliament for Tamworth & Minister of State for Housing at @MHCLG. Please send casework to	@ChrisPincher	11333	20439	7/14/2010 17:12

	Christopher.p ncher.mp@pa rliament.uk.				
CICA	Official account of the Criminal Injuries Compensatio n Authority. Tweets about our services and performance. Monitored 9am until 5pm, Monday to Friday.	@CICAgov	437	1337	6/14/2013 0:01
Companies House	We incorporate and dissolve limited companies, and make company information available. Rydym yn croesawu cwestiynau yn Gymraeg.  House rules » <a href="https://t.co/tEZ51Shd46">https://t.co/tEZ51Shd46</a>	@Companies House	13323	21123	12/20/2010 15:02
Competition & Markets Authority	We work to promote competition for the benefit of consumers in the UK.	@CMAgovUK	4470	15355	3/19/2013 18:15
CrownComme rcialServ	Procurement and	@gov_procur ement	6922	9938	11/11/2011 20:53

	commercial expertise - helping government and public sector organisations achieve value for the nation and save taxpayers' money.				
David Duguid MP	Scottish Conservative & Unionist MP for Banff & Buchan.	@david_duguid	4802	6032	4/18/2017 12:27
David Frost	Lord Frost of Allenton. Minister in @cabinetoffice UK covering Europe, Brexit, and trade for Prime Minister @BorisJohnson.	@DavidGHFrost	2039	54361	11/24/2012 13:02
David TC Davies MP <U+000E0067 ><U+000E006 2><U+000E00 77><U+000E0 06C><U+000E 0073><U+000 E007F>	Conservative MP for Monmouth   Parliamentary Under Secretary of State @UKGovWales   For constituency casework/a reply please email david.davies. mp@parliament.uk	@DavidTCDavies	6536	15890	4/10/2012 14:38

David Wolfson	UK Gov't Minister in @MoJGovUK and Conservative peer (Lord Wolfson of Tredegar) in @UKHouseofLords Formerly commercial barrister @OneEssexCourt	@DXWQC	2900	3422	4/22/2018 0:48
DCMS	UK Government Department for Digital, Culture, Media and Sport (DCMS). All our latest news, campaigns and policy announcements: <a href="https://t.co/1JfOfShNQN">https://t.co/1JfOfShNQN</a>	@DCMS	38745	241318	12/29/2008 13:57
Defence Equipment & Support	#Defence Equipment & Support (DE&S) - The force behind the armed forces.	@DefenceES	7817	11571	2/13/2014 12:13
Department for Education	Official Twitter account for the Department for Education, covering education, children's services, HE &	@educationgovuk	31932	439655	5/12/2010 14:22



	FE, apprenticeships, skills in England.				
Department for International Trade	DIT helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.	@tradegovuk	28607	138601	4/18/2008 12:29
Department for Transport	We're the UK Department for Transport (DfT). Follow us for transport policy updates and announcements. Twitter policy: <a href="https://t.co/FmigF5HUXM">https://t.co/FmigF5HUXM</a>	@transportgovuk	15792	111964	6/11/2009 12:18
Department of Health and Social Care	We support ministers in leading the nation's health and social care to help people live more independent, healthier lives for longer.	@DHSCgovuk	20581	708082	5/5/2009 18:49
Dept for BEIS	Building a stronger, greener future by fighting	@beisgovuk	25676	192369	6/6/2009 22:17

	coronavirus, tackling climate change, unleashing innovation & making the UK a great place to work & do business.				
Diana Barran	Lords Minister DCMS and Min for Civil Society inc charities, social enterprise, loneliness, youth social action + incl economy. Mother of 4, wife of a Saint.	@dianabarran	5180	7889	4/11/2010 16:20
Dominic Raab	MP for Esher and Walton, Foreign Secretary & First Secretary of State, father of two, boxing fan. For constituents enquiries: dominic.raab. mp@parliame nt.uk	@DominicRaab	4823	325943	1/15/2016 23:24
Driver & Vehicle Standards Agency	We help you stay safe on Britain's roads. Contact @DVSA_Help Me for help.	@DVSAgovuk	10842	60596	5/3/2009 18:32

Twitter policy:  
<https://t.co/89DiWVYiCw>

Dstl	Dstl is a proven national asset, giving the UK clear advantage across science, technology, cyber and information.	@dstlmod	3783	11977	8/28/2013 14:39
DWP Press Office	Official Twitter channel of the Department for Work and Pensions Press Office. We cannot reply to individual benefit queries on Twitter. <a href="https://t.co/rF1YxaR2ie">https://t.co/rF1YxaR2ie</a>	@dwppressoffice	8743	231021	9/30/2011 9:05
Eddie Hughes MP	MP for Walsall North, MHCLG Minister, Conservative, Catholic, Villa fan.  #HandsFaceSpace	@EddieHughes4WN	11123	11598	4/27/2017 20:55

Emily Miles	Chief Executive of the Food Standards Agency. Interested in: Inclusion. Collaboration. Compassion. RT does not nec mean endorsement.	@EmilyHMiles	1311	2831	2/6/2016 15:40
ESFA	Providing you with all the latest information on how we fund education & skills in England	@ESFAGov	10735	37840	9/30/2009 17:47
ESFA academies	The Education and Skills Funding Agency (ESFA) is an executive agency accountable for funding education and skills for children, young people and adults.	@ESFA_academies	952	2391	11/26/2015 15:19
FCDO Travel Advice	Travel advice for British nationals living and travelling abroad #travelaware	@FCDOtravel GovUK	23470	131737	6/3/2009 16:49
Food Standards Agency	Official Twitter feed from the Food	@foodgov	18651	57107	8/25/2009 15:00

	Standards Agency (FSA). Keep up with the latest food safety tips, news and alerts. Also here to help Mon-Fri 9am-5pm				
Forest Research	Research, discovery and innovation in the world of forestry.	@Forest_Research	3609	7001	5/8/2015 15:37
Forestry Commission	Providing expertise and support to the forestry sector and landowners in order to protect, improve and expand England's woodlands.	@ForestryComm	2782	7567	8/3/2017 15:51
Forestry England	We look after more land and more trees than any other organisation in the country, shaping landscapes for people, timber and wildlife.	@ForestryEngland	17253	40730	7/12/2011 12:33
Gavin Williamson	Conservative Member of Parliament for South Staffordshire	@GavinWilliamson	2192	98907	9/5/2011 14:49

	and Education Secretary. For any casework issues please email gavin@gavinwilliamson.org				
Gillian Keegan	Former apprentice now Minister for Apprenticeships & Skills, Chichester MP. Contact info on websiteViews my own, offensive comments happily muted.	@GillianKeegan	5635	12396	1/19/2015 20:04
Government Property Agency (GPA)	GPA provides professional property asset management services across central government's general purpose estate. Part of @cabinetofficeuk	@UKGovProperty Agency	320	784	3/26/2018 17:51
Graham Stuart MP	International Trade Minister at @tradegovuk and Member of Parliament for Beverley and Holderness	@grahamstuart	5810	17038	4/15/2008 12:35

Greg Hands	Conservative MP for Chelsea & Fulham. Minister of State for Trade Policy at @tradegovuk.	@GregHands	36272	37683	3/22/2010 8:59
Guy Opperman	#Hexham MP. Pensions Minister @DWP. Amateur jockey Passionate about #Northumberland. Brain tumour survivor + fundraiser.	@GuyOpperman	18004	19924	5/13/2010 11:56
Helen Whately	Member of Parliament for Faversham and Mid Kent. Minister in the Department of Health & Social Care.	@Helen_Whately	3512	24009	4/6/2010 23:28
HM Courts and Tribunals Service	Official HMCTS account, an executive agency of @MOJgovuk.  Available Monday to Friday, 9am to 5pm to help with enquiries.  Social media	@HMCTSgovuk	5739	14305	10/27/2015 12:32

	policy: <a href="https://t.co/WoiBblfZBc">https://t.co/WoiBblfZBc</a>				
HM Land Registry	Official land registration service for England and Wales. Read our social media policy: <a href="https://t.co/mlq0ajVU2b">https://t.co/mlq0ajVU2b</a> Please don't send us your personal info in tweets.	@HMLandRegistry	11871	14022	12/16/2009 16:55
HM Revenue & Customs	Official news and information from HM Revenue & Customs. If you have a tax query, please tweet @HMRCcustomers	@HMRCgovuk	19336	399157	1/22/2010 23:36
HM Treasury	We're the UK Government's economic and finance ministry. Our aim is to promote strong and sustainable economic growth.	@hmtreasury	9839	432087	1/12/2009 17:04
HMPPS	HM Prison & Probation Service. Preventing victims by changing lives. This	@hmppts	2338	21056	2/5/2013 17:53



	account is not monitored 24/7. For concerns about those in custody, call the prison.				
HMRC Digital	News, updates and job alerts from HMRC's digital team - learn about the biggest digital transformation in government, what we're doing, and how we're doing it.	@HMRCdigital	2242	8370	2/4/2014 10:47
HMRC Press Office	Official news and information from the HM Revenue and Customs press office.	@HMRCpress office	1372	17579	5/20/2014 12:51
Home Office	The Home Office is the lead UK government department for immigration and passports, drugs policy, crime, fire, counter-terrorism and police.	@ukhomeoffice	12136	995351	4/28/2010 15:11
Iain Stewart MP	MP for Milton Keynes South	@iainastewart	3620	18063	12/29/2009 17:19

	and Scotland Office Minister.				
	Likes and RTs mean interest, not necessarily endorsement.				
	For casework and enquires, contact my office.				
Ian Gambles	Chief Executive of the Forestry Commission. Caring for our wonderful forests and woodlands, for people, nature and the economy.	@IanCGamble s	64	272	10/7/2019 11:27
Insolvency Service	Official Twitter channel. We deliver economic confidence by supporting those in financial distress; tackling financial wrongdoing & maximising creditor returns.	@insolvencyg ovuk	3280	5702	3/7/2013 11:00
IPO.GOV.UK	Intellectual Property Office. Part of Dept for Business,	@The_IPO	18408	55586	3/6/2009 11:38

	Energy & Industrial Strategy (BEIS). Managing framework for patents, designs, trade marks & copyright.				
James Cleverly	MP for the Braintree Constituency. Minister for Middle East & North Africa in the Foreign, Commonwealth & Development Office	@JamesCleverly	32678	98636	3/4/2008 12:07
James Duddridge MP	Conservative MP for Rochford and Southend East. Minister for Africa for the UK Government . Constituents please email james@jamesduddridge.com	@JamesDuddridge	9920	28902	3/18/2010 14:52
James Heappey MP	MP for Wells   Minister for the Armed Forces   Excited by all things tech, green and/or disruptive   Once a soldier   Casework james.heappey	@JSHeappey	4109	14422	12/26/2011 1:01

	y.mp@parliament.uk				
Jesse Norman	Financial Secretary at HM Treasury/tax and infrastructure strategy, Hereford & Shropshire MP, campaigner, author of bios of Burke & Adam Smith: <a href="https://t.co/rhUUrHWAed">https://t.co/rhUUrHWAed</a>	@Jesse_Norman	13717	26470	9/30/2009 22:40
Jim Harra	First Permanent Secretary and Chief Executive of HMRCgovuk. Tweets by @HMRCpress office unless marked JH. DMs not monitored. Customer queries to @HMRCcustomers.	@JimHarraH	72	2893	11/27/2019 13:50
Jo Churchill MP	MP for Bury St Edmunds, Stowmarket, Needham Market & villages. @DHSCgovuk Minister for Public Health, Primary Care & Prevention. jo.churchill.m	@Jochurchill4	4077	12367	11/1/2014 22:57

	p@parliament .uk				
Jo Farrar	Second Permanent Secretary of @MoJGovUK and CEO of @HMPPS. Tweets from me and my office.	@JoFarrar_UK	140	5582	3/18/2019 16:04
John Glen MP	Member of Parliament for Salisbury. City Minister and Economic Secretary to the Treasury. For casework, please contact john.glen.mp @parliament.uk.	@JohnGlenUK	3796	22656	4/30/2009 15:43
Jonson Cox	Chair of Water Services Regulation Authority @Ofwat	@OfwatChair	115	807	4/19/2017 14:29
Julia Lopez MP	Conservative MP for Hornchurch & Upminster and Parliamentary Secretary at Cabinet Office. Please email julia.lopez.mp @parliament.uk with queries and casework.	@JuliaLopez MP	1000	6261	5/2/2017 11:33

Justin Tomlinson MP	Conservative, North Swindon MP and Minister for Disabled People. Assistant Manager to Margot & Kate Tomlinson <U+FE0F>	@JustinTomlinson	7576	20627	2/10/2011 22:06
Kemi Badenoch	Conservative MP for Saffron Walden. Treasury & Equalities Minister. For constituent queries, pls email Kemi.Badenoch.mp@parliament.uk providing home address	@KemiBadenoch	744	43525	10/21/2015 18:16
Kevin Foster	Member of Parliament for Torbay (Covers Torquay and Paignton), please send queries to kevin@kevinfoster.com or call 01803 214 989.	@kevin_j_foster	35905	7608	6/1/2009 12:52
Kevin Sadler	Acting CEO of HMCTS, with responsibility for delivering its major modernisation programme.	@CEOofHMCTS	1750	7098	10/4/2016 9:00

	Tweets from me & my office. Ops updates and enquiries to @HMCTSgovuk				
Kit Malthouse MP	Member of Parliament for lovely NW Hants. Government Minister for Crime & Policing. Please contact via website or email	@kitmalthouse	4287	16945	1/23/2009 19:58
Kwasi Kwarteng	MP for Spelthorne. Secretary of State for Business, Energy & Industrial Strategy.	@KwasiKwarteng	839	21441	3/10/2016 17:33
Legal Aid Agency	Official Twitter channel for the Legal Aid Agency.  Customer Services: 0300 200 2020	@LegalAidAgency	2159	5581	9/23/2011 13:28
Leo Docherty MP	Member of Parliament for Aldershot • Minister for Defence People and Veterans • No replies via Twitter,	@LeoDochertyUK	3678	6458	4/24/2012 22:07

	please use <a href="https://t.co/AZPODzDSKw">https://t.co/AZPODzDSKw</a>				
Liz Truss	MP for South West Norfolk. Trade Secretary. Minister for Women and Equality.	@trussliz	8412	118344	8/13/2009 15:04
Lord (Tariq)Ahmad of Wimbledon	Minister of State Foreign Commonweal th& Development Affairs(South Asia, Commonweal th,UN) PM's Envoy for Preventing Sexual Violence & Minister Human Rights	@tariqahmad bt	8542	31287	10/12/2009 16:17
Lord Bethell	Minister of Innovation at @dhscgovuk	@JimBethell	11715	10980	6/1/2009 15:15
Lord Gerry Grimstone	Minister for Investment at the Department for International Trade, @tradegovuk, and the Department for Business, Energy and Industrial Strategy, @beisgovuk	@GerryGrims tone	424	2002	7/12/2009 14:05



Louise Smyth	Chief Executive of Companies House and the Registrar of Companies for England and Wales	@LouiseSmyth hCEO	180	190	5/23/2018 13:56
Lucy Frazer	MP for South East Cambridgeshire. Solicitor General. If you want to contact me please email lucy.frazer.mp@parliament.uk	@lucyfrazermp	681	8835	9/30/2015 14:22
Luke Hall MP	Minister for Regional Growth and Local Government. Member of Parliament for Thornbury, Yate and the surrounding villages.	@LukeHall	1226	4962	12/15/2015 10:55
Lynne Owens	Director General of @NCA_UK. Leading the fight to cut serious & organised crime. Please don't Tweet to report crimes, call 101 or 999 in an emergency.	@NCA_Lynne Owens	19396	25608	12/21/2011 15:32

Maritime and Coastguard Agency	Based in the United Kingdom. This account is not monitored 24/7. Call 999 and ask for the Coastguard.	@MCA_medi a	9711	57046	5/19/2009 19:42
	@UKShipRegister				
	@HMCoastguard				
Martin Callanan	Conservative Peer and Minister in BEIS. Formerly in DexEU and even more formerly DfT. Proud Geordie and long suffering Toon fan.	@MartinCallanan	813	1304	10/23/2011 23:58
Matt Hancock	Secretary of State for Health & Social Care and MP for West Suffolk	@MattHancock	21355	425826	1/31/2009 19:44
Matt Warman MP	Minister for Digital Infrastructure . Member of Parliament for Boston & Skegness. Former Technology Editor, Daily	@mattwarman	16327	19450	11/27/2008 19:36

	Telegraph. Conservative.				
Max Hill	Director of Public Prosecutions	@MaxHillQC	1231	9819	8/31/2013 11:25
MHRA News Centre	Press releases and statements @MHRAgovu k Corporate Twitter @MHRAdedic es Devices info @MHRAmidi cines Medicines	@MHRApres	1609	9961	7/7/2011 15:42
MHRAgovuk	The MHRA is a global leader in protecting and improving public health and supporting innovation through scientific research and development.	@MHRAgovu k	4869	25371	7/7/2011 15:47
Michael Brodie	Chief Executive at NHS Business Services Authority and interim Chief Executive for Public Health England. Passionate about the North East. Dad, Husband, Son.	@michaelkbr odie	2691	5362	6/15/2011 21:32

Michael Ellis	Member of Parliament for Northampton North; HM Attorney General for England and Wales. Northampton North residents please email for a response.	@Michael_Ellis1	3275	13471	2/1/2009 15:05
Michelle Donelan MP	MP for Chippenham constituency. Minister of State for Universities. For direct responses please email rather than tweet Michelle.done lan.mp@parliament.uk	@michelledonelan	9511	18575	2/23/2010 21:30
Mims Davies MP #HandsFaceSpaceFreshAir	Mid Sussex Conservative MP & Employment Minister @DWP.Previous Whip/<U+000E0067><U+000E0062><U+000E0077><U+000E006C><U+000E0073><U+000E007F>/Sport&Civil Society Minister & local Cllr-	@mimsdavies	26267	16138	1/11/2011 0:05

	Coeliac-Bad runner <U+200D><U +FE0F>OWNV IEWS				
Ministry of Defence	DefenceHQ is the official corporate news channel of the UK Ministry of Defence.	@DefenceHQ	26370	286964	9/4/2008 21:05
Ministry of Defence Press Office	Updates from the @DefenceHQ press office.	@DefenceHQ Press	181	4186	7/13/2020 18:49
Ministry of Justice	The official account of the Ministry of Justice <U+FE0F> This account is not monitored 24/7. For urgent concerns about someone in custody, call the prison directly.	@MoJGovUK	6798	407471	5/14/2009 17:28
Nadhim Zahawi	Member of Parliament for Stratford-on- Avon, Minister for Business & Industry and COVID Vaccine Deployment	@nadhimzaha wi	38689	59968	3/8/2010 15:15

National Crime Agency (NCA)	National Crime Agency. Leading the UK's fight to cut serious and organised crime. Don't report crime on Twitter. Please call 101. In emergencies always call 999	@NCA_UK	13433	129238	7/8/2013 13:23
Neil Hornby	Chief Executive of the Centre for Environment, Fisheries and Aquaculture Science (Cefas)	@NeilHornby Cefas	24	148	9/14/2020 17:46
Nick Gibb	Member of Parliament for Bognor Regis & Littlehampton . Minister for School Standards. Constituents can email me at gibbn@parlia ment.uk	@NickGibbUK	1657	18349	2/14/2015 10:20
Nigel Adams	Minister of State at Foreign, Commonweal th & Development Office @FCDOGovU K MP for Selby & Ainsty. For	@nadams	4462	13427	7/10/2015 21:06

	constituency casework, email nigel.adams. mp@parliament.uk				
Nigel Huddleston MP #GetTheJob	Conservative MP for Mid Worcestershire. Minister for Tourism, Sport & Commonwealth Games. Constituents with queries please contact me via parliament.	@Huddleston Nigel	8060	16316	5/1/2012 16:27
Northern Ireland Office	Representing the UK Govt in NI & supporting NI's interests in the UK. Supporting devolution, a stronger economy, keeping people safe & a shared future for all.	@NIOgov	5844	21847	6/21/2012 14:33
Office of the Secretary of State for Scotland	Official account of the Office of the Secretary of State for Scotland.	@ScotSecofState	2640	4885	12/14/2016 12:40
ofgem	Britain's independent energy regulator, protecting	@ofgem	8343	33861	4/4/2009 19:15

	consumers by working to deliver a greener, fairer energy system. Our comment policy: <a href="https://t.co/PsrnuNOXCY">https://t.co/PsrnuNOXCY</a>				
Ofqual	The regulator of qualifications, exams and assessments in England. If you have a question for us, please email <a href="mailto:public.enquiries@ofqual.gov.uk">public.enquiries@ofqual.gov.uk</a>	@ofqual	3121	44788	1/23/2009 16:40
Ofsted	We inspect and regulate the care of children & young people, and education & skills for all.	@Ofstednews	21700	248266	10/1/2010 12:20
Ofwat	The economic regulator of the water sector in England & Wales, improving life through water. RTs do not imply endorsement	@Ofwat	5250	11834	9/21/2010 17:22
OPG	Official Twitter channel for the Office of	@OPGGovUK	1211	2701	12/18/2014 17:20



	the Public Guardian. Read our Twitter policy: <a href="https://t.co/ywHbuvr1r8">https://t.co/ywHbuvr1r8</a> Customer services 0300 456 0300.				
ORR	The Office of Rail and Road protects the interests of rail and road users. We do not respond to complaints here. Visit <a href="https://t.co/8Hkl8KwbCo">https://t.co/8Hkl8KwbCo</a>	@railandroad	4766	15908	11/13/2012 9:19
Paul Scully MP	Minister for London; Minister for small business, MP for Sutton & Cheam. Casework & detailed convos best via email - <a href="mailto:info@scully.org.uk">info@scully.org.uk</a>	@scullyp	16388	15132	11/19/2008 12:39
Penny Mordaunt	MP for Portsmouth North. Paymaster General & Cabinet Office Minister. Hon Commander MCM2 Squadron, Royal Navy.	@PennyMord aunt	17863	78695	1/13/2012 13:56

	<a href="https://t.co/iaHXnwToXf">https://t.co/iaHXnwToXf</a>				
Peter Sparkes	Chief Executive of the @UKHO	@RAdmPeteS parkes	76	38	8/19/2020 13:38
Priti Patel	@Conservative Member of Parliament for Witham	@pritipatel	5449	331578	7/31/2009 3:51
	Home Secretary				
Public Health England	Official feed of Public Health England (PHE) providing regular news updates on the work of the organisation.	@PHE_uk	21009	486351	5/22/2009 16:34
QEII Centre	Welcome to the official Twitter account for the #QEII Centre, the largest multi-purpose conference and #events venue in central #London.	@QEII Centre	4894	4326	4/27/2009 18:57
Rachel Maclean MP	Proud to be the MP for #Redditch. Minister for the Future of Transport and Decarbonisation. Please send casework to	@redditchrahel	9648	10727	5/6/2017 18:38

	rachel.maclea n.mp@parlia ment.uk. Be polite.				
Ranil Jayawardena MP	Member of Parliament for North East Hampshire   International Trade Minister @GovUK @TradeGovU K   For help or a response, drop me a line: email@ranil.u k	@ranil	958	7093	11/15/2017 17:08
Rebecca Pow	Conservative MP for Taunton Deane. Minister for the Environment. Please email: rebecca.pow. mp@parliame nt.uk	@pow_rebecc a	6746	13510	9/10/2011 13:41
Richard Benyon	Former MP. Now in House of Lords and Minister at Defra	@RichardHRB enyon	7302	19064	3/2/2010 16:59
Rishi Sunak	Member of Parliament for Richmond (Yorks). Chancellor of the Exchequer.	@RishiSunak	1116	471110	9/3/2019 21:25
Robert Buckland	MP for South Swindon. Lord Chancellor &	@RobertBuckl and	18811	28157	4/2/2008 17:55

	Secretary of State for Justice @MoJGovUK				
Robert Courts MP	@Conservativ es Member of Parliament for Witney & West Oxfordshire   Minister for Aviation & Maritime @transportgo vuk   robert@rober tcourts.co.uk	@robertcourt s	10531	9449	2/6/2009 15:01
Robert Jenrick	Member of Parliament for Newark. Secretary of State for Housing, Communities & Local Government.	@RobertJenri ck	7504	54369	2/2/2014 13:33
Robin Walker	One Nation Tory. Worcester MP since 2010 speaking up 4 #worldclassw orcs schools & skills. Minister at the Northern Ireland Office. Warriors & WorcsCCC fan	@WalkerWor cester	17923	14256	10/21/2013 12:34
RPA	The RPA's work helps @DefraGovU K encourage a thriving farming and	@Ruralpay	5001	7181	5/24/2011 13:38

	food sector and strong rural communities. Please note: we do not respond to queries on Twitter				
Rt Hon Grant Shapps MP	Welwyn Hatfield MP and Secretary of State for Transport	@grantshapp s	9708	126573	3/8/2008 23:27
Rt. Hon Ben Wallace MP	UK Secretary of State for Defence & MP for Wyre and Preston North.	@BWallaceM P	4468	21016	5/13/2010 13:20
Serious Fraud Office	We lead the UK's fight against serious & complex fraud, bribery & corruption. We cannot respond to tweets as per our Twitter policy - <a href="https://t.co/VYN3a2Ehrs">https://t.co/VYN3a2Ehrs</a>	@UKSFO	277	4706	8/16/2017 12:17
Simon Hart	Secretary of State for Wales & MP for Carmarthen West and South Pembrokeshir e.	@Simonhart mp	3379	10047	5/19/2013 21:28

Stephen Greenhalgh	Minister of State for Building Safety, Leasehold, Resilience & Emergencies + Communities at @mhclg and Fire Minister at @ukhomeoffice - in the Lords	@team_greenhalgh	5822	6153	12/12/2014 18:19
Steve Barclay	Chief Secretary to the Treasury & MP for North East Cambridgeshire	@SteveBarclay	3285	32452	3/21/2011 14:07
Suella Braverman MP	Conservative Member of Parliament for Fareham and Minister on Leave (Attorney General) for England and Wales.	@SuellaBraverman	3735	30546	9/2/2013 18:31
Susan Williams	Conservative, Minister of State @ukhomeoffice, Minister for Counter Extremism	@SusanBaroness	3394	3364	5/23/2015 21:20
Susanna McGibbon	Treasury Solicitor and Permanent Secretary, Government Legal	@SusannaMcGibbon	575	889	11/9/2012 11:53

	Department. Please follow @PermsecGL D from 8 March 2021				
Therese Coffey #HandsFaceS paceFRESHAIR	Conservative MP for Suffolk Coastal. SoS for Work and Pensions. Please don't expect Twitter reply. Constituents please email me	@theresecoffey	35609	26001	6/25/2009 19:52
Tom Cargill	Chief Executive of @WiltonPark, Chair @theBFPG, Vice Chair @britexpertis e, Eric & Ernie & Ian Nairn fan	@tom1cargill	2818	1592	2/4/2016 11:22
UK Export Finance	The UK's export credit agency. We help UK companies of all sizes and in all sectors<U+20 0B> win, fulfil and get paid for export contracts.	@UKEF	2203	8579	12/6/2013 16:54
UK Government in Wales	The face of the UK Government in Wales and the voice of Wales in Whitehall —	@UKGovWales	16144	18722	7/13/2010 14:54

	Gwyneb Llywodraeth y DU yng Nghymru a llais Cymru yn Whitehall				
UK Government Scotland	The official account of the UK Government Scotland.  <a href="https://t.co/46b0Xr5V7D">https://t.co/46b0Xr5V7D</a> . View our social media guidelines here: <a href="https://t.co/xh4mPApQK2">https://t.co/xh4mPApQK2</a>	@UKGovScotl and	14956	28456	8/11/2011 11:26
UK Hydrographic Office	We provide world-leading @ADMIRALTY Online products and marine geospatial data to help unlock a deeper understandin g of the world's oceans.	@UKHO	872	3031	4/7/2016 10:51
UK Prime Minister	Official page for Prime Minister @BorisJohnso n's office, based at 10 Downing Street	@10Downing Street	16670	5831884	3/26/2008 12:16
UK Space Agency	Official Twitter channel of the	@spacegovuk	10773	217861	10/16/2009 13:14



	UK Space Agency. We inspire and lead the UK in space, to benefit our planet and its people.				
UK Statistics Authority	We promote and safeguard official statistics to serve the public good. To contact us directly, use our email; see social media policy: <a href="https://t.co/hj1RV0ia6S">https://t.co/hj1RV0ia6S</a>	@UKStatsAuth	1357	20790	8/5/2010 14:13
UK Supreme Court	Official profile for the highest court in the UK.	@UKSupremeCourt	2768	273950	10/3/2011 18:01
Valuation Office Agency	We're the public sector's property valuation expert, providing valuations that support local taxation and benefits. Contact us through our website.	@VOAgovuk	2600	1519	5/18/2016 15:49
Vicky Ford MP	MP for Chelmsford, Children's Minister. Tech, Investment, Science,	@vickyford	15118	20380	5/7/2008 21:58

	WomenMPs, the NHS				
Vicky Fox	Chief Executive of the UK Supreme Court.	@VickyFox_U KSC	40	170	3/5/2021 17:48
Victoria Prentis	Member of Parliament for North Oxfordshire. Parliamentary Under Secretary of State @DefraGovU K. @conservativ es victoria.prenti s.mp@parlia ment.UK #StayAlert	@VictoriaPre ntis	5884	12420	11/5/2014 14:44
VMD	Official feed for the VMD, an executive agency of Defra. Please note we do not respond to queries and comments on social media.	@vmdgovuk	1121	1013	11/8/2011 12:40
Wendy Morton MP	MP for Aldridge- Brownhills. Minister at the Foreign, Commonweal th & Development Office. For constituents with casework pls email	@morton_we ndy	3790	15186	9/9/2012 20:48

	Wendy.morto n.mp@parlia ment.uk				
Will Quince MP	Member of Parliament for Colchester and @DWP Minister. Sadly I cannot respond to all tweets but please email will.quince.m p@parliament .uk	@willquince	37572	16640	2/9/2009 23:21
William Worsley	I am Chair of the Forestry Commission looking after our trees and planting more #woods. Views are my own.	@williamrwo rsley	360	1348	6/21/2018 0:15
Wilton Park	Exec. Agency of @FCDOGovU K, convening discreet dialogue on the world's vital issues. Bringing people together online, in the UK and overseas since 1946.	@WiltonPark	12643	11911	7/22/2010 15:32
Zac Goldsmith	Minister for the Pacific, int'l env, climate & forests ... & UK animal	@ZacGoldsmi th	17242	94173	2/27/2009 17:50

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welfare,  
@DefraGovUk  
and  
@FCDOGovU  
K - in the  
Lords  
zac@zacgolds  
mith.com

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### A3. List of international organization (IO) accounts:

Data are collected on 06/05/2021.

Actor Name	Account Description	Handle	n tweets	Follower count	Account Creation
Africa CDC- Institute for Workforce Development	The @AfricaCDC Institute for Workforce Development (IWD) trains professionals of @_AfricanUnion MS as they prevent, detect, and respond to disease.	@AfricaCDC_IWD	788	2285	3/2/2019 23:21
Africa Union Great Green Wall Initiative	The Great Green Wall is an initiative of the African Union Commission working on building resilience in Africa's Sahara, Sahel and Drylands	@auggwi	1383	3119	10/3/2018 21:03
African Commission on Human and Peoples' Rights	African Commission on Human and Peoples' Rights: the African Union's quasi-judicial body for promoting and protecting human rights throughout Africa	@achpr_cadhp	1153	4946	10/22/2018 16:46
African Court	Protecting Human Rights in Africa	@court_afchpr	1220	8914	11/23/2014 8:15
African Risk Capacity Group	Specialized Agency of the @_AfricanUnion providing comprehensive sovereign Disaster Risk Solutions to build capacity, climate resilience & food security.	@ARCapacity	2003	5261	5/21/2013 16:04

African Union	For an integrated, prosperous and peaceful Africa. Official page of the AU.	@_AfricanUnion	9989	664861	5/20/2010 8:48
African Union Advisory Board on Corruption	The African Union Advisory Board on Corruption is an autonomous organ established within the African Union , in terms of Article 22 the Convention	@AUABC_	2380	4914	8/26/2013 14:47
African Union Mission to the UN	Permanent Observer Mission of the @_AfricanUnion to the @UN. For a United and Strong #Africa. Follow Ambassador @FKMohammed1	@AfricanUnionUN	6823	11787	6/24/2013 17:28
African Union Summit	"19TH African Union Summit: 09 - 16 July 2012, Addis Ababa"	@AUSummit	85	5376	1/26/2010 8:45
African Union Women, Gender & Youth Directorate.	Women, Gender and Youth Directorate at the African Union Commission	@AU_WGDD	2771	11623	11/11/201 6 9:35
African Commission on Human Rights	The African Commission on Human and Peoples' Rights (ACHPR) is a quasi-judicial body tasked with promoting and protecting human rights throughout Africa.	@ACHPR	28	3188	10/20/201 2 17:01
AHA Centre	Official Twitter account of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster	@AHACentre	5679	4240	7/15/2011 11:20

	management (AHA Centre). RTs aren't always endorsement.				
Amb. Smail Chergui	Former African Union (AU) Commissioner for Peace and Security	@AU_Chergui	3378	41316	5/11/2015 15:50
Ambassador Madeira	Official Twitter account of the Special Representative of the Chairperson of the AU Commission (SRCC) for Somalia & Head of AMISOM, Amb. Francisco Madeira	@AmbFMadeira	709	8455	8/21/2017 7:33
AMISOM	Official Account of the African Union Mission In Somalia (AMISOM), mandated by the AU Peace & Security Council (PSC) and authorized by the UN Security Council.	@amisomsomalia	10268	245869	3/16/2010 12:01
ASEAN	The official Twitter account of ASEAN - One Vision, One Identity, One Community - Retweets <U+2260> endorsement   contact: public@asean.org	@ASEAN	9423	135745	2/5/2010 11:43
ASEAN Centre for Energy	ASEAN Centre for Energy is an intergovernmental organisation within the ASEAN structure that represents 10 ASEAN Member States' interests in the energy sector.	@ASEAN_Energy	955	1161	5/10/2017 4:23
ASEAN COCI	ASEAN Committee on Culture and Information (COCI) aims to promote	@aseancoci	701	329	7/6/2012 1:33

	effective cooperation in culture and information among the people of ASEAN.				
ASEAN Foundation	We promote ASEAN awareness and develop the potential of ASEAN people. Follow us to receive the latest updates of our work and events. #WeAreASEAN #BeASEAN	@aseanfoundation	5924	28516	4/19/2011 9:13
ASEAN SME		@ASEAN_SME	207	308	12/18/201 4 2:42
ASEAN Studies Centre	The ASEAN Studies Centre is devoted to research on issues that pertain to the Association of Southeast Asian Nations (ASEAN) as an institution and a process.	@ASEANstudies	1029	19070	2/25/2010 4:50
ASEAN Youth Organizatio n	Official account of ASEAN Youth Organization • One Caring and Sharing Community #ASEAN1Community • <a href="https://t.co/S51KYZTx&lt;br/&gt;yB">https://t.co/S51KYZTx yB</a>	@ayoasean	33087	3052	9/21/2011 21:38
ASEAN2019 TH	The official account of Thailand's ASEAN Chairmanship in 2019 'Advancing Partnership for Sustainability' #ASEAN2019	@ASEAN2019TH	1382	3173	8/20/2018 8:02
ASEAN- THAILAND	Official twitter account <a href="https://t.co/2wa5g01&lt;br/&gt;8xk">https://t.co/2wa5g01 8xk</a> Facebook :	@ASEAN_THAILAND	4177	4404	3/12/2015 4:32



	ASEANThailand.MFA IG : aseanthailand				
ASEAN-UN	The ASEAN-UN Comprehensive Partnership was adopted by the Leaders of ASEAN and the United Nations Secretary-General at the 4th ASEAN-UN Summit in November 2011	@ASEAN_UN	551	1344	10/8/2016 1:51
AU CIDO	Citizens & Diaspora Organizations (CIDO) - African Union Commission. Mainstreaming the #AUCitizen, the diaspora and civil society into all AU matters.	@AUC_CIDO	2119	6616	6/3/2015 5:16
AU Special Envoy Bineta Diop	#AU Special Envoy on Women Peace & Security. I stand for WOMEN: Prevention of SGBV, Protection, Participation & Empowerment. @AWLNetwork Co-Convener	@AUBinetaDiop	3841	12992	6/10/2014 8:15
AUDA-NEPAD	The African Union Development Agency-NEPAD	@NEPAD_Agency	10684	59533	1/25/2010 16:07
BUREAU DE LIAISON DE L'UNION AFRICAINE AU TCHAD	Relais officiel.	@UA_Tchad	101	323	1/18/2019 14:19
Caribbean Community (CARICOM)	CARICOM promotes and supports a unified Caribbean Community that is inclusive, resilient, competitive; sharing in economic,	@CARICOMorg	13108	20184	7/29/2014 21:31

	social and cultural prosperity.				
Caribbean Community Climate Change Centre	The Caribbean Community focal point for climate change issues since August 2005. A United Nations Institute for Training & Research ranked Centre of Excellence.	@CARICOMClimate	2853	4418	8/24/2012 23:58
CARICOM Develop Fund	The CARICOM Development Fund is a regional entity of CARICOM established in the Revised Treaty of Chaguaramas. The CDF became operational on November 1, 2008.	@CaricomDevFund	18	462	6/25/2010 13:58
CARICOM Energy	The official twitter account for the Energy Unit of the Caribbean Community (CARICOM) Secretariat.	@CARICOMEnergy	746	696	9/30/2015 23:16
CARICOM OTN	The Office of Trade Negotiations (OTN), formerly the Caribbean Regional Negotiating Machinery (CRNM) was created by the Caribbean Community (CARICOM) Government	@CRNM_OTN	47259	3209	1/25/2010 20:25
Caricom Reparations	The Official Twitter page of the CARICOM Reparations Commission. Reparatory Justice; National & International Reconciliation;	@CariReparations	497	1410	5/10/2016 16:33

	Development; Freedom & Truth				
CARICOM Youth SVG	Aspiring together ^ Achieving together	@cyasvg	2856	377	6/30/2013 5:56
CCJ	The Official Twitter Account of the Caribbean Court of Justice	@CaribbeanCourt	1799	3259	3/29/2011 19:59
CCREEE	Caribbean Centre for Renewable Energy and Energy Efficiency (CCREEE)	@CCREEE_GNSEC	2898	722	6/19/2017 17:22
CDEMA	CDEMA - Caribbean Disaster Emergency Management Agency. Regional Champion for Comprehensive Disaster Management (CDM) in the Caribbean	@cdemacu	3604	5897	3/8/2010 16:07
China- ASEAN Expo	China-ASEAN Expo (CAEXPO) - An Extraordinary Economic and Trade Platform for China- ASEAN Cooperation and Exchanges since 2004.	@CaexpoOnline	1531	29265	7/23/2018 3:51
CROSQ	CROSQ is the regional centre for promoting efficiency and competitive production in goods and services, through the process of the verification of quality.	@crosqcaricom	2267	418	2/3/2014 16:11
CXC	The Caribbean Examinations Council (CXC) established in 1972, conducts examinations, awards certificates and diplomas for CPEA,	@MyCXC	5374	2293	5/7/2010 18:37

		CCSLC, CVQ, CSEC and CAPE.				
Guy Tapoko	Cyrille	Husband, Dad, International Civil Servant, Head, Democracy and Electoral Assistance, African Union Commission.	@GuyCyrille	7392	2575	3/21/2011 15:11
Ibrahim Mayaki		@NEPAD_Agency Chief Executive Officer	@NEPAD_Mayaki	4124	51212	4/23/2012 18:20
Jorge Pedraza	H.	Secretario General de la @ComunidadAndina Abogado Externadista	@JHPedraza	3335	8354	1/24/2010 21:28
Moussa Faki Mahamat		Président de la Commission de l'Union africaine. Chairperson of the African Union Commission	@AUC_MoussaFaki	2200	228095	3/19/2017 8:15
PanAfrican Parliament		The Pan-African Parliament, is the legislative body of the @_AfricanUnion . Watch <a href="https://t.co/B21gqppd">https://t.co/B21gqppd</a> ko	@AfrikParliament	3607	31880	1/7/2013 10:10
PANCAP		The Pan Caribbean Partnership Against HIV and AIDS	@pancaporg	3436	863	12/12/2011 20:25
Parlamento Andino		Bienvenidos a la cuenta oficial del Parlamento Andino en Twitter. ¡Unidos por la integración de más de 120 millones de personas!	@Parlandino	16871	5907	2/9/2010 18:14
Universidad Andina		Cuenta oficial de la Universidad Andina Simón Bolívar, Sede Ecuador. Órgano de Educación Superior de	@uasbecuador	29238	25934	8/23/2013 17:24

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la Comunidad Andina,  
CAN.

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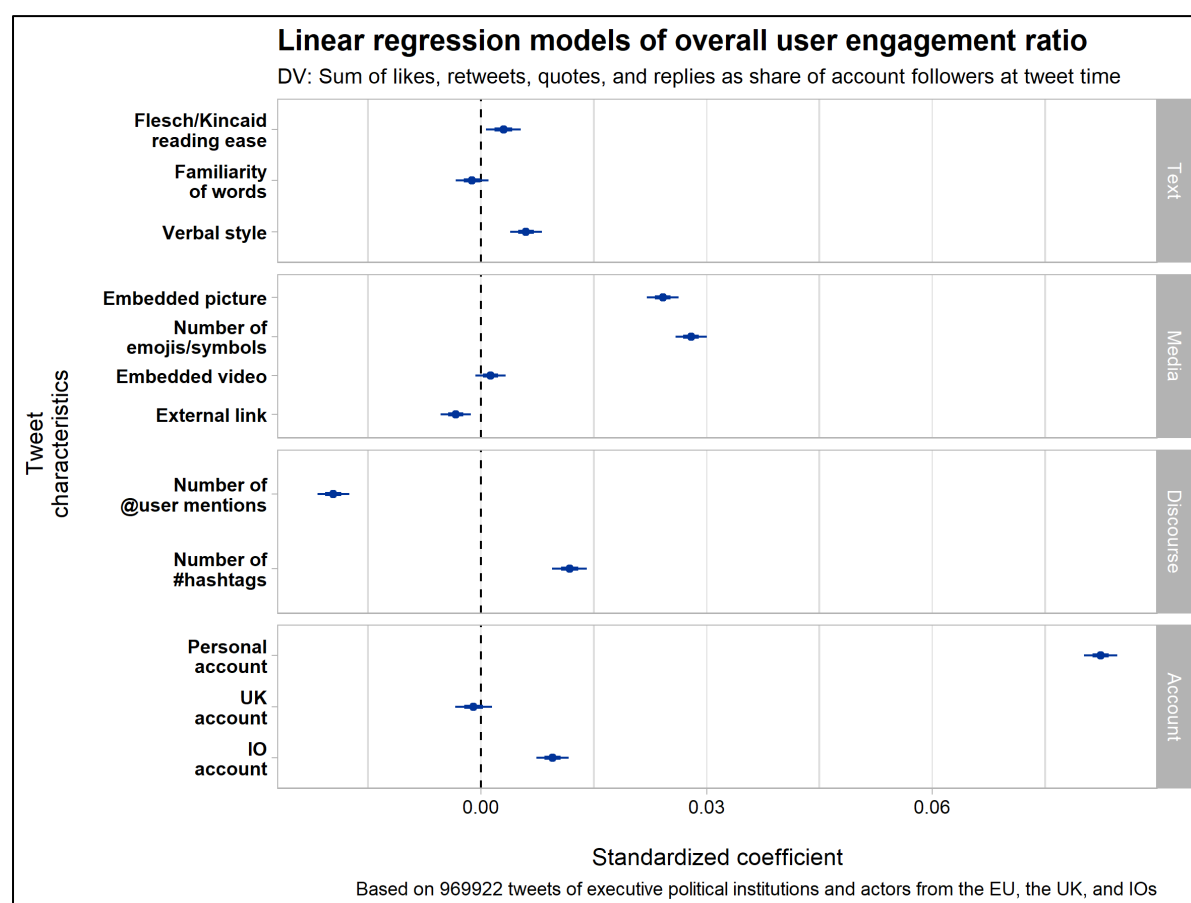
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## A4. Multivariate perspective on user engagement

This appendix provides an initial multivariate perspective on how these abstract message and account characteristics are linked with direct user engagement. Figure XXX thus shows the standardized coefficients from a linear regression model of the overall engagement ratio covering all EU, UK and IO tweets for which we have English language content and reliable information on follower counts as discussed in the main text (341,777, 568,510, and 60,035 observations, respectively).

To be very clear, this should not be mistaken for a fully adequate causal model of user engagement on Twitter. Three caveats apply, in particular. First, we do not have sufficient knowledge on how many users actually saw each tweet. While our dependent variable controls for immediate follower counts, the Twitter algorithms most likely make a tweet also visible to other users if the tweet creates engagement (for example by showing the message also to followers of followers who have engaged with a supranational message in the first place). Second, our qualitative examples in the main text suggest that the topic of a tweet might account for how strongly users engage with the content. However, explicitly modelling and contextualising the tweets' topics goes beyond the scope of this article. Third, our initial analysis lumps the different forms of direct engagement on Twitter together. While like, retweet, quote and replay ratios are positively correlated, they may capture very different audience responses and they demand different degrees of user activity, and may be thus driven by partially separate dynamics.

Yet and still, this multivariate perspective gives some valuable hints on the relative importance of message characteristics and on whether and where supranational EU accounts set themselves apart.



The upper panel indicates that the understandability of a tweet's textual context is positively associated with user engagement, at least regarding verbal style and reading ease of the message. The standardized effect of the Flesch reading ease score, e.g., suggests that a 30-point change (roughly capturing the difference between high-school and college-level texts) is associated with a .003 percentage point increase in overall user engagement. This appears rather

603 modest in substantial terms but given an average user engagement ratio of .15% in the overall sample, it is also not fully  
604 negligible.

605 The association between visual information and user engagement is substantially much more important in our initial  
606 multivariate perspective, however. In the sample of almost one million tweets, embedding a picture into a tweet from  
607 political actors comes with an average increase in the user engagement ratio of .04 percentage points. Each additional  
608 emoji or special symbol is associated with an engagement ratio that is .02 percentage points higher. Recall, that  
609 supranational EU actors favour these forms of visual communication – almost half of the supranational tweets contain a  
610 picture while there are .8 emojis in a supranational tweet on average. For videos, however, we find no robust association  
611 while the inclusion of other external links comes with lower user engagement on average (-.02 percentage points).

612 The third panel looks at the discursive features tweets from executive political actors employ. When such tweets directly  
613 address specific users, the engagement by other users is usually around .01 percentage points lower. Hashtags, another  
614 message feature that supranational actors like to use (almost two per tweet on average), in contrast, seem to be  
615 associated with more user engagement: each additional one comes with an engagement rate that is around .007  
616 percentage points higher than the mean.

617 Strikingly, the dummy for accounts in personal capacity shows the strongest positive relation with user engagement. Even  
618 when controlling for all other characteristics, tweets from personal accounts have an engagement ratio that is around  
619 .14 percentage points higher on average.

620 Lastly the dummies for UK and IO tweets highlight that the engagement rates on supranational tweets are not  
621 systematically different from that on tweets from national political actors in the UK after having controlled for a broad  
622 set of message characteristics. Tweets from international organizations, in contrast, have an engagement ratio that is  
623 around .03 percentage points higher than that of supranational tweets when all other differences in message  
624 characteristics are taken into account.

625