**A bird’s eye view: Supranational EU actors on Twitter.**

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***Online Appendix***

**A1. List of supranational EU accounts**

XXX Just list or with coding?

**A2. List of UK executive accounts**

XXX Just list or with coding?

Note: parliamentary as well as three helpdesk accounts were deselected prior to the analyses in the main manuscript. Also do not list them here

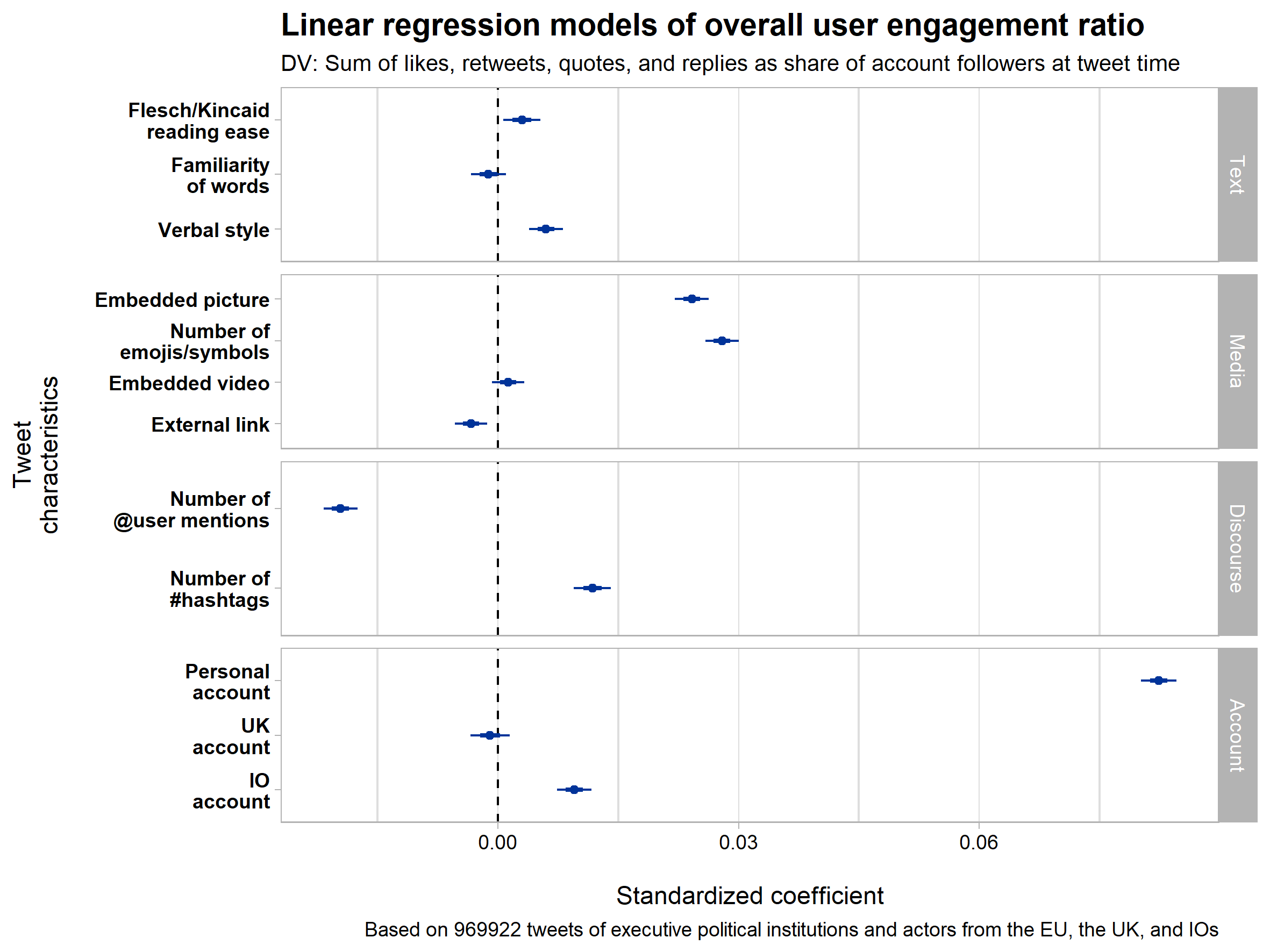
**A3. List of international organization (IO) accounts**

XXX Just list or with coding?

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

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

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

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

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