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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; Harteveld *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[[1]](#footnote-1). 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 in charge of these institutions (Appendix A2 for the full list) using the official government webpages[[2]](#footnote-2). 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.

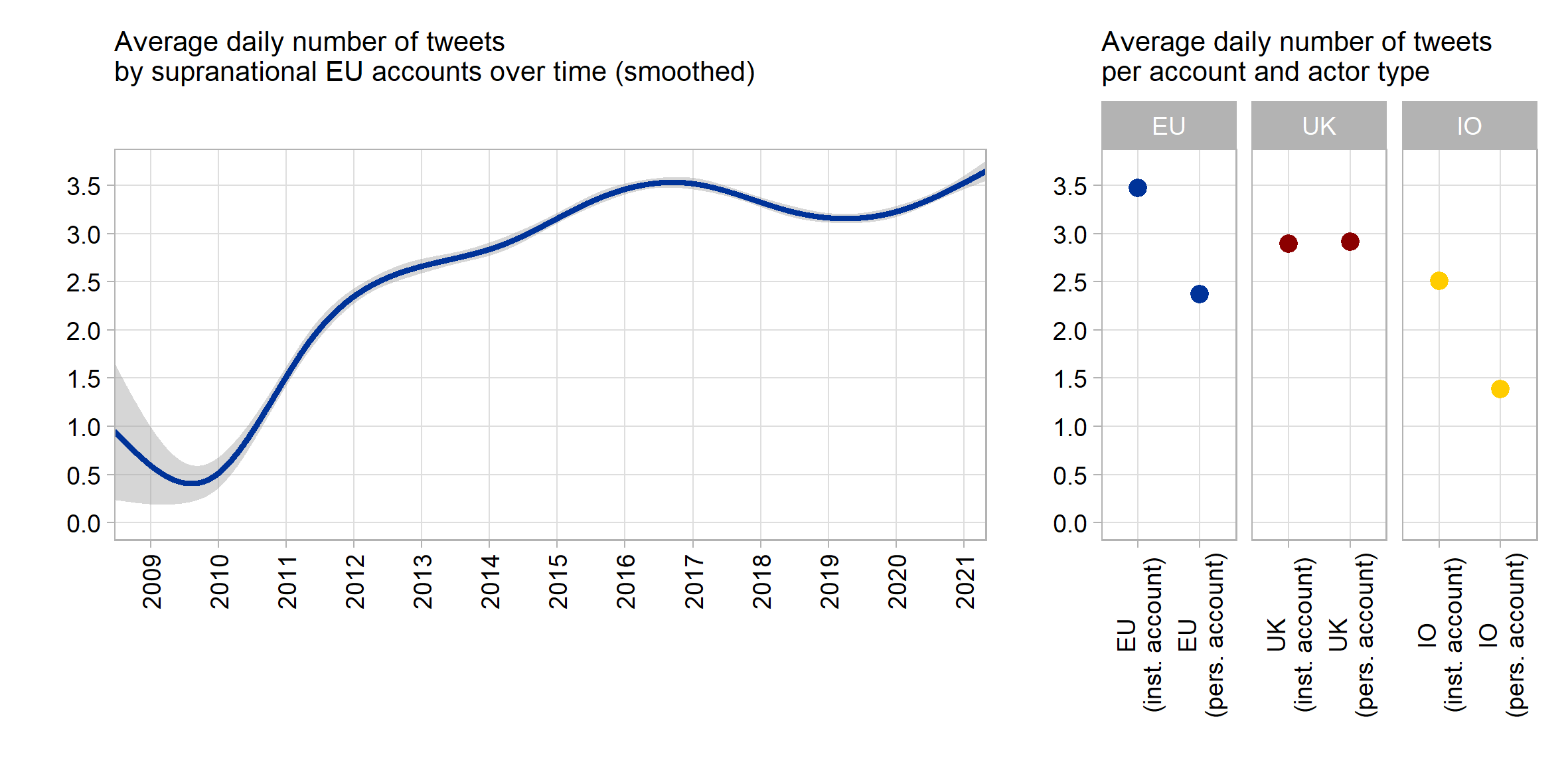
|  |  |  |
| --- | --- | --- |
| **Actor type** | **Twitter  accounts** | **Tweets** |
| EU (inst. account) | 70 | 789,006 |
| EU (pers. account) | 45 | 276,197 |
| UK (inst. account) | 69 | 654,520 |
| UK (pers. account) | 99 | 855,544 |
| IO (inst. account) | 48 | 269,219 |
| IO (pers. account) | 7 | 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

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 10th 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 https://t.co/hQRqMGSsq3 https://t.co/CPLs1DqEcl | 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 ➡https://t.co/YY3zPWSti4 📈 #InvestGlobal #EIP https://t.co/HvYWuoVEOC | 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

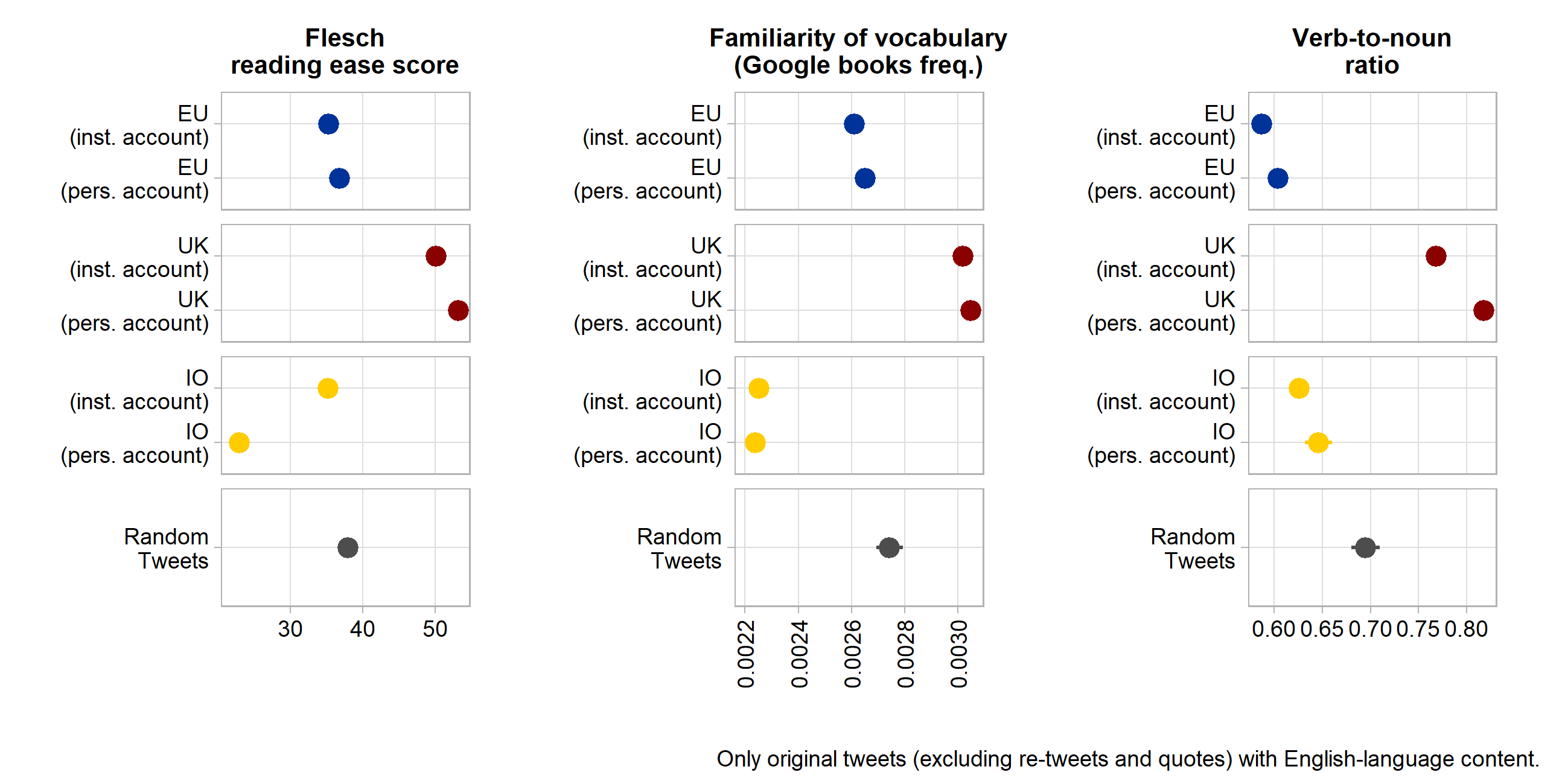
English is clearly the lingua franca of supranational tweets, as detected on sentence level with Google’s compact language detector 2 implemented in the cld2 R package (Ooms and Sites 2020). In total, 82% of all supranational tweets were solely written in English while 88.2% contained at least on English 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; Firouzjaei 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.



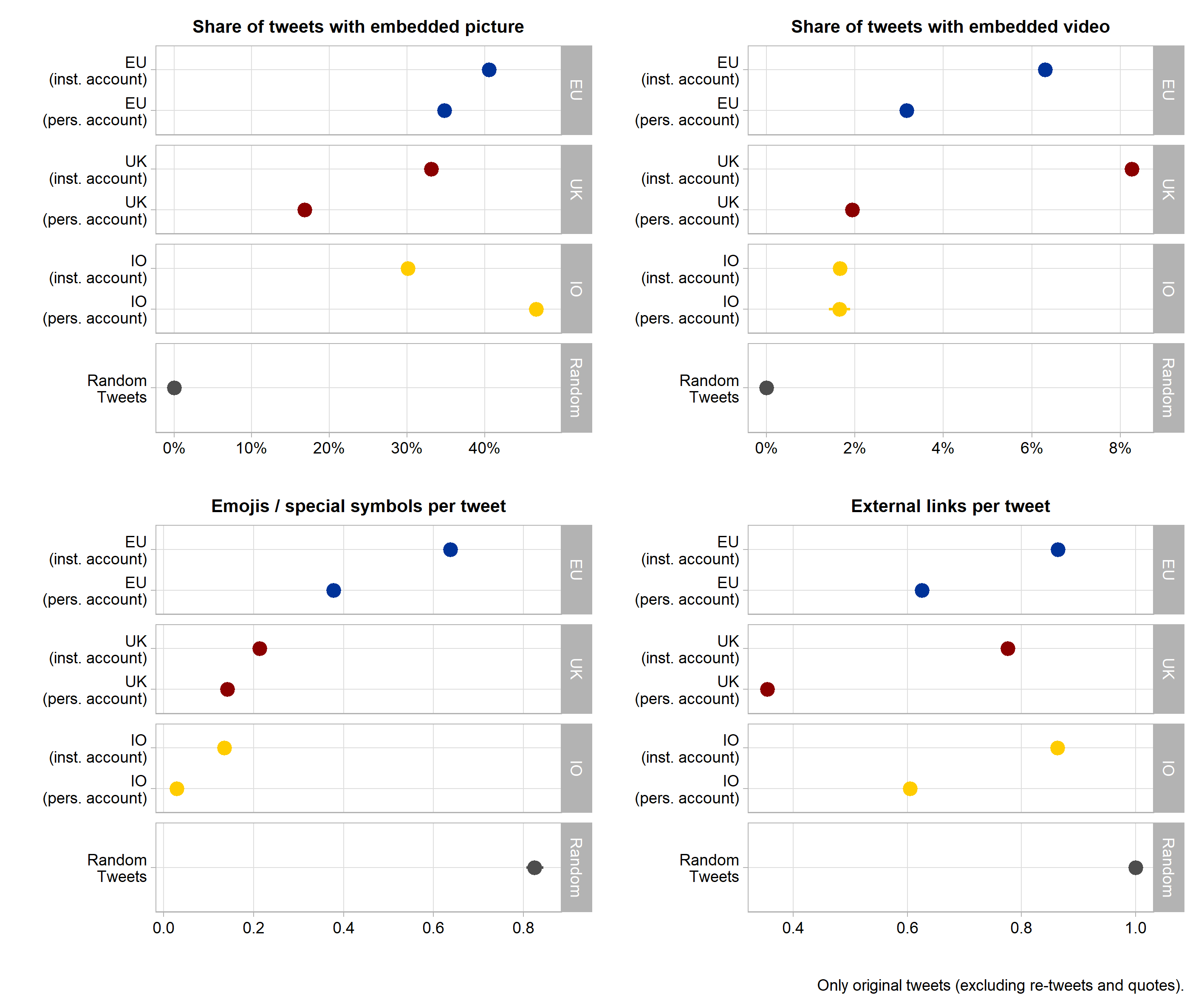
**Figure 2**: Language clarity indicators

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).

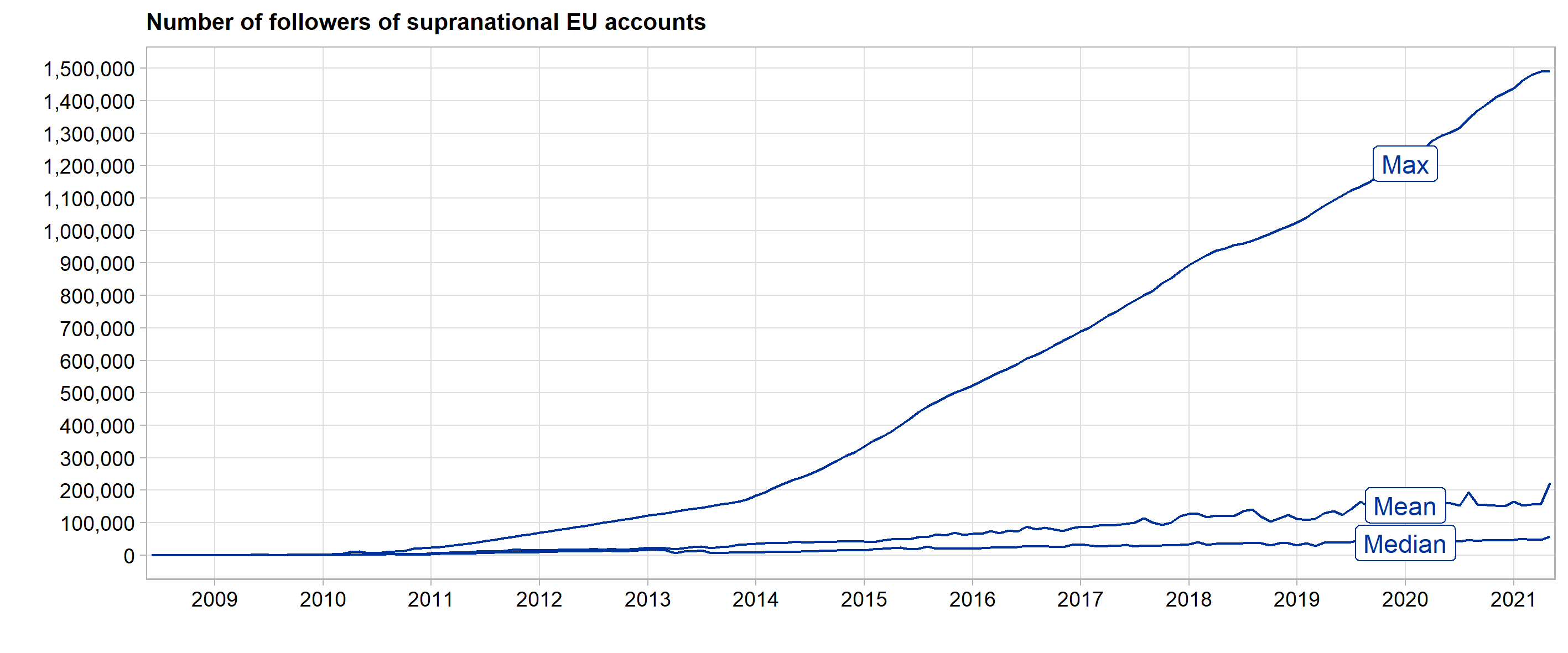
Based on these descriptions we can state that supranational public communication on Twitter goes beyond textual content, relying especially on visual information and their own external online resources.

**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[[3]](#footnote-3) 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.

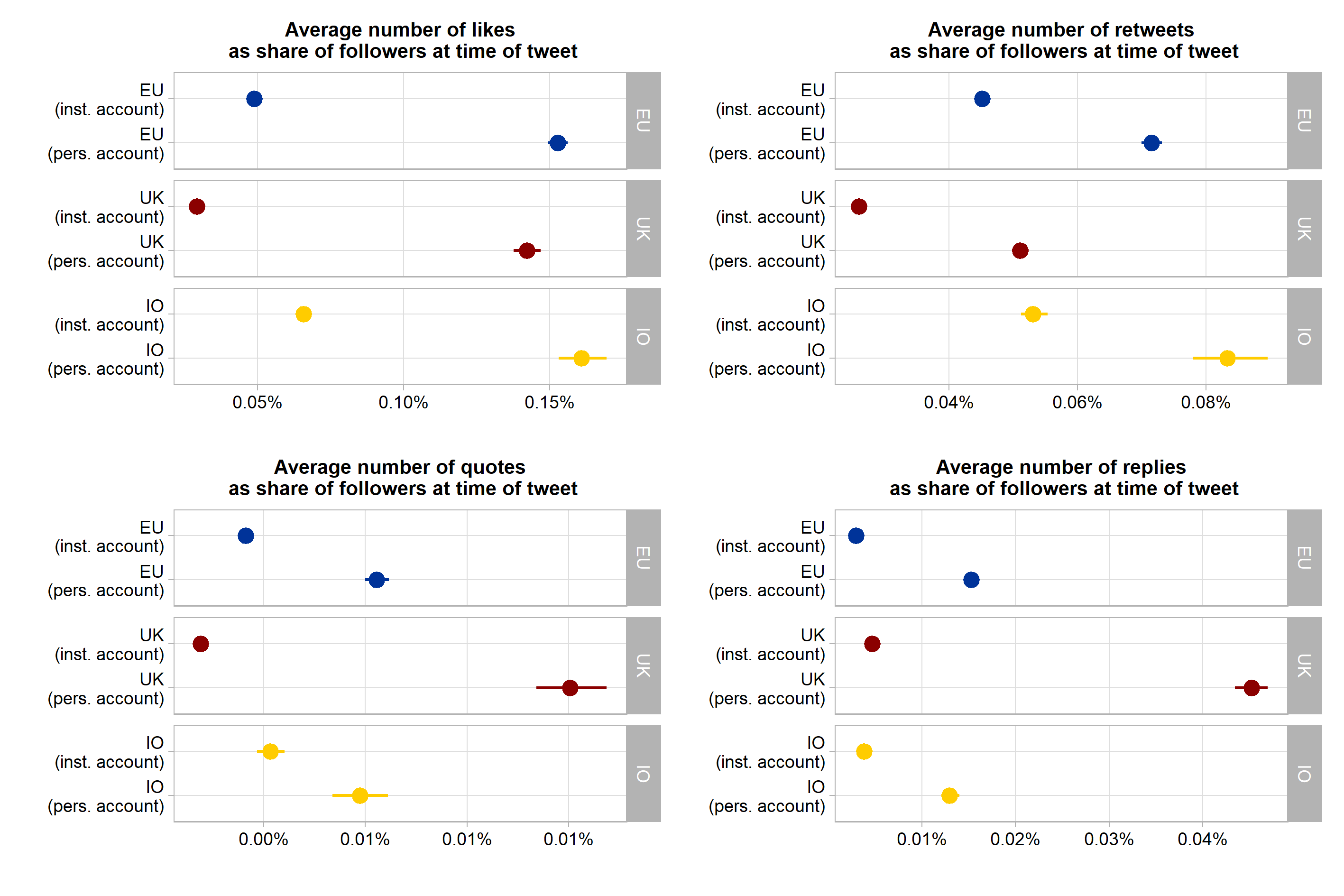
One caveat applies: the availability of archive.org snapshots is rather unequally distributed. Within our 115 supranational EU accounts, we can, for example, extract 842 snapshots of the @EU\_Commission profile, 548 for @EUClimateAction, or 380 for @vonderleyen. But there are five accounts with only 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.



**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: https://t.co/tD9clkog5q https://t.co/5MXpNH3Fqy | *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 invilving 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... 👍👏🙏 https://t.co/RgmJNBgx89 | *Baldwin Matthew\_* | 2020-04-20 | 6,102 | 4,314 |
| Wait, wait. Why is that fishing trawler towing an empty wooden boat at high seas??? https://t.co/psy2z6z9Wp | *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. https://t.co/KpsBvaXt42 | *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 Wightman #Brexit https://t.co/KUOI2eQ48C | *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 form 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.**

Sina F. Özdemir and Christian Rauh

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 representation i Sverige | @DanielssonEU | 5049 | 7398 | 1/6/2015 17:43 |
| 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 #NewPlantVarieties in the European Union.    #PlantVarietyRights #EUGreenDeal | @CPVOTweets | 1688 | 2137 | 2/8/2012 10:03 |
| Didier Reynders | EU Commissioner for Justice (Rule of law-consumer protection) former deputy prime minister, finance, foreign affairs and defence minister | @dreynders | 25667 | 172231 | 5/2/2009 22:57 |
| Digital EU | We’re all about #tech  @EU\_Commission account for #DigitalEU run by DG Connect. We work with @Vestager & @ThierryBreton | @DigitalEU | 51036 | 101500 | 10/20/2010 18:03 |
| Dubravka Suica | Vice President of the @EU\_Commission in charge of Democracy and Demography / Former MEP / Former Mayor of Dubrovnik | @dubravkasuica | 7673 | 11207 | 9/13/2013 14:41 |
| EASO | The European Asylum Support Office plays a key role in the implementation 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 strengthening #Europe's defences against infectious diseases. | @ECDC\_EU | 8828 | 78965 | 10/19/2010 13:51 |
| EDPS | News from the European Data Protection Supervisor (EDPS). Account managed by the EDPS Information & Communication team. Disclaimer: https://t.co/87Ywlcz2kt | @EU\_EDPS | 5316 | 23913 | 6/1/2012 11:25 |
| EFSA | European Food Safety Authority - Trusted science for safe food |  Data protection https://t.co/Zcha2yD55B | @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 gender awareness. | @eurogender | 6023 | 17890 | 5/22/2010 12:29 |
| 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 energy-related policy developments, news, facts & more. #EUGreenDeal #CleanEnergyEU | @Energy4Europe | 7223 | 43401 | 11/24/2014 10:28 |
| 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. #BankingUnion #SustainableFinance | @EBA\_News | 2672 | 14550 | 8/6/2014 17:48 |
| 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: https://t.co/SzipvlD8H0 | @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. RTs, Follows and Likes not endorsements. | @EU\_Competition | 6875 | 19552 | 9/11/2014 9:14 |
| EU Council Press | Latest news from the European Council & the Council of the EU: 27 EU governments working together. Audiovisual materials: @EUCouncilTVNews. #EUCO | @EUCouncilPress | 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: http://t.co/rTMEUeJ6ki | @EUCourtPress | 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 not endorsements | @EMCDDA | 5447 | 18230 | 6/25/2009 15:02 |
| EU Economy & Finance | Official @EU\_Commission account on economy and finances | #RRF #ECForecast #EuropeanSemester #EUBEF21 RT/Follow is not endorsement | @ecfin | 13140 | 57988 | 4/1/2009 16:24 |
| EU Environment | The official account for @EU\_Commission Directorate-General for Environment (DG ENV). Rts and likes are not necessarily endorsements. | @EU\_ENV | 24079 | 113358 | 9/1/2011 15:23 |
| EU EnvironmentAgency | Official channel of the European Environment Agency (EEA), an agency of the European Union. We provide sound, independent information on Europe's environment. | @EUEnvironment | 8620 | 89233 | 3/1/2009 14:35 |
| EU Finance | Official @EU\_Commission account for Financial Stability Financial Services and Capital Markets Union. #SustainableFinanceEU #MyMoneyEU #DigitalFinanceEU | @EU\_Finance | 11328 | 37701 | 9/6/2010 10:43 |
| 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 #FundamentalRights tweets to make #humanrights a reality for everyone in the EU. Contact: https://t.co/mTeJm9zgCz | @EURightsAgency | 10689 | 65212 | 11/19/2010 14:56 |
| EU Institute for Security Studies | The EU Institute for Security Studies (EUISS) is the #EU Agency analysing foreign, #security and #EUdefence policy issues. | @EU\_ISS | 4095 | 28195 | 8/5/2010 17:23 |
| 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\_Partnerships | 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. RTs is not endorsement. | @EMA\_News | 20412 | 91087 | 2/23/2010 12:05 |
| EU NEAR | We are the@EU\_Commission'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     Open   Sustainable   Assertive     #EUTrade | @Trade\_EU | 7992 | 55953 | 1/21/2013 17:27 |
| 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 notendorsement | @Cedefop | 11551 | 10977 | 3/1/2010 14:52 |
| 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, healthier and more productive place to work | @EU\_OSHA | 8949 | 21767 | 3/10/2009 15:53 |
| 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 @MariaJepsenEF | @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 serious cross-border crime. RT is not endorsement | @Eurojust | 1283 | 6663 | 10/8/2011 18:12 |
| 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: https://t.co/7aEVKyzxHh | @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  https://t.co/MxGRzz8uZP | @EU\_CoR | 13479 | 48075 | 4/30/2012 16:41 |
| European Court of Auditors | News from European Court of Auditors, #EUbudget's external auditor & independent guardian of the EU's finances. Tweet principles: https://t.co/epSdB20dvi | @EUauditors | 6821 | 12443 | 11/29/2011 10:38 |
| 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.) | @EUDefenceAgency | 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 @JosepBorrellF RTs/follows is not endorsements #EUDiplomacy #EUInTheWorld | @eu\_eeas | 27386 | 359577 | 10/8/2009 10:53 |
| 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. https://t.co/YbpgtPtsjM | @EUombudsman | 7452 | 30216 | 10/11/2012 17:02 |
| 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 #LearningConnects | @etfeuropa | 9576 | 8819 | 5/30/2008 10:36 |
| 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. Follow also @JEPaquetEU | @EUScienceInnov | 36518 | 103975 | 9/21/2010 15:58 |
| 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 @vonderleyen @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 fusion as a future source of energy. | @fusionforenergy | 1997 | 10412 | 3/10/2009 23:22 |
| 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: https://t.co/EMhTOCH0Tj | @IMI\_JU | 11029 | 11403 | 6/9/2010 11:52 |
| Internal Market, Industry, Entrepreneurship & SMEs | @EU\_Commission department responsible for #SingleMarket, Industry, Entrepreneurship and #SMEs (DG GROW). See also Commissioner @ThierryBreton. | @EU\_Growth | 22799 | 61198 | 1/28/2010 13:07 |
| Janez Lenarcic | European Commissioner for Crisis Management, in charge of European Civil Protection and Humanitarian Aid. European Emergency Response Coordinator. | @JanezLenarcic | 1863 | 19454 | 9/10/2019 10:08 |
| Janusz Wojciechowski | Commissioner in charge of @EUAgri | @jwojc | 15209 | 26357 | 9/19/2010 20:57 |
| Jean-Eric Paquet | Director-General for #Research & #Innovation @EUScienceInnov @EU\_Commission 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 Administration | @JHahnEU | 18609 | 78087 | 12/14/2012 14:12 |
| Josep Borrell Fontelles | High Representative of the EU for Foreign Affairs and Security Policy/Vice-President of @eu\_commission #EUdiplomacy @eu\_eeas My blog: https://t.co/isaaoLI4bK | @JosepBorrellF | 4412 | 202519 | 6/5/2018 9:04 |
| Jutta Urpilainen | EU Commissioner for International Partnerships. @EU\_Commission @EU\_Partnerships | @JuttaUrpilainen | 2285 | 51766 | 4/23/2009 15:32 |
| Kadri Simson | EU Commissioner for Energy. Former Estonian Minister of Economic Affairs and Infrastructure. | @KadriSimson | 2279 | 16013 | 3/12/2009 15:03 |
| Katarina Mathernova | Deputy Director General at DG Neighbourhood and Enlargement Negotiations (DG NEAR), European Commission | @kmathernova | 5459 | 3904 | 9/22/2011 23:24 |
| Kerstin Jorna | Public servant @EU\_Commission @EU\_Growth . Tweeting about #Economy #Europe #singlemarket #Industry #SME #Innovation. Tweets =personal. Retweet not endorsement. | @JornaKerstin | 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 |
| MarcLemaitreEU | 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/FoRB) | @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 (Competition). Renew Europe/ALDE Party. Tweets are always my own | @vestager | 6951 | 295650 | 1/20/2009 12:55 |
| 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-chair of Joint Committee & Partnership Council. | @MarosSefcovic | 11702 | 52041 | 9/22/2011 14:49 |
| 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  #VdLCommission | @NicolasSchmitEU | 4876 | 12449 | 4/3/2012 16:28 |
| Oliver Varhelyi | Commissioner for Neighbourhood and Enlargement | @OliverVarhelyi | 1216 | 16334 | 3/16/2016 21:27 |
| Paolo Gentiloni | Commissioner for Economy/ Commissario per l’Economia    @ecfin @EU\_Taxud @EU\_Eurostat  #vdLcommission | @PaoloGentiloni | 7585 | 590939 | 11/7/2011 10:36 |
| Roberto Viola | Director General @DigitalEU DG CONNECT @EU\_Commission. We work on AI, Blockchain, 5G to make EU & the World a better place. TW=personal views. #DigitalEU | @ViolaRoberto | 3829 | 15594 | 11/24/2011 19:31 |
| Sabine Weyand | Director-General @Trade\_EU @EU\_Commission; avid reader, news junkie and foodie; Tweets reflect personal opinions. RT = not endorsement | @WeyandSabine | 4344 | 48303 | 2/19/2012 21:41 |
| Sandra Gallina | Director General for Health and Food Safety (DG SANTE). European Commission. RTs is not endorsements. | @SandraGallina | 6595 | 8382 | 9/23/2015 7:42 |
| SESAR JU<U+FE0F> | Get updates on the #digital #transformation of Europe’s #aviation infrastructure <U+FE0F>   Follow our ED @GuillermetFlo  Watch us: https://t.co/1VcSGs8MJA | @SESAR\_JU | 4684 | 4795 | 1/13/2014 13:08 |
| Single Resolution Board | SRB is the EU resolution authority within the #BankingUnion & an EU agency. #SRM #BankResolution #endingTBTF - RT is not endorsement #UnitedAgainstCoronaVirus | @EU\_SRB | 3930 | 5165 | 1/19/2015 12:02 |
| Stefano Manservisi | Special Advisor to Commsr @PaoloGentiloni Fmer Director-General @europeaid & @EUHomeAffairs, Ambassador @EUDelTurkey Chair @GCERF Board.Retweets is not endorsements. | @stefanomanservi | 14078 | 12520 | 2/25/2013 12:24 |
| Stella Kyriakides | European Commissioner for Health and Food Safety. Human rights advocate. Focus on the positive. | @SKyriakidesEU | 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\_ScienceHub | @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 @EU\_Commission. Account managed by me and my team. | @VeraJourova | 7718 | 53518 | 9/27/2014 11:34 |
| 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 |

## A2. List of UK executive accounts

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! | @AlexChalkChelt | 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.milling.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 in Nelson & Barnoldswick. @transportgovuk Minister (HS2, NPR & TRU). For response email andrew.stephenson.mp@parliament.uk | @Andrew4Pendle | 22228 | 24703 | 4/10/2010 16:19 |
| 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 women who make up the Armed Forces community. Visit the AFD website to find out more. | @ArmedForcesDay | 4014 | 65327 | 5/8/2009 19:48 |
| 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: https://t.co/lwVHDxKsdt | @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 Dinenage | Gosport MP, mum, wife, Minister of State for Digital & Culture, DCMS. RT <U+2260> endorsement. Email caroline.dinenage.mp@parliament.uk with casework/enquiries | @cj\_dinenage | 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: @cefasgovuk | @CefasGovUK | 8257 | 13743 | 9/26/2012 18:08 |
| Charity Commission | We register and regulate charities in England and Wales. Contact details are available on our website: https://t.co/GmjSJBGf1E | @ChtyCommission | 17077 | 57794 | 10/14/2009 16:20 |
| 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 chloe@chloesmith.org.uk #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 Christopher.pincher.mp@parliament.uk. | @ChrisPincher | 11333 | 20439 | 7/14/2010 17:12 |
| CICA | Official account of the Criminal Injuries Compensation 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 » https://t.co/tEZ51Shd46 | @CompaniesHouse | 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 |
| CrownCommercialServ | Procurement and commercial expertise - helping government and public sector organisations achieve value for the nation and save taxpayers' money. | @gov\_procurement | 6922 | 9938 | 11/11/2011 20:53 |
| 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 @cabinetofficeUK covering Europe, Brexit, and trade for Prime Minister @BorisJohnson. | @DavidGHFrost | 2039 | 54361 | 11/24/2012 13:02 |
| David TC Davies MP <U+000E0067><U+000E0062><U+000E0077><U+000E006C><U+000E0073><U+000E007F> | 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: https://t.co/1JfOfShNQN | @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 & FE, apprenticeships, skills in England. | @educationgovuk | 31932 | 439655 | 5/12/2010 14:22 |
| 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: https://t.co/FmigF5HUXM | @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 coronavirus, tackling climate change, unleashing innovation & making the UK a great place to work & do business. | @beisgovuk | 25676 | 192369 | 6/6/2009 22:17 |
| 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@parliament.uk | @DominicRaab | 4823 | 325943 | 1/15/2016 23:24 |
| Driver & Vehicle Standards Agency | We help you stay safe on Britain's roads. Contact @DVSA\_HelpMe for help.       Twitter policy: https://t.co/89DiWVYiCw | @DVSAgovuk | 10842 | 60596 | 5/3/2009 18:32 |
| 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. https://t.co/rF1YxaR2ie | @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 | @FCDOtravelGovUK | 23470 | 131737 | 6/3/2009 16:49 |
| Food Standards Agency | Official Twitter feed from the Food Standards Agency (FSA). Keep up with the latest food safety tips, news and alerts. Also here to help Mon-Fri 9am-5pm | @foodgov | 18651 | 57107 | 8/25/2009 15:00 |
| 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 and Education Secretary. For any casework issues please email gavin@gavinwilliamson.org | @GavinWilliamson | 2192 | 98907 | 9/5/2011 14:49 |
| 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 | @UKGovPropAgency | 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 policy: https://t.co/WoiBblfZBc | @HMCTSgovuk | 5739 | 14305 | 10/27/2015 12:32 |
| HM Land Registry | Official land registration service for England and Wales. Read our social media policy: https://t.co/mlq0ajVU2b 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 account is not monitored 24/7. For concerns about those in custody, call the prison. | @hmpps | 2338 | 21056 | 2/5/2013 17:53 |
| 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. | @HMRCpressoffice | 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 and Scotland Office Minister.  Likes and RTs mean interest, not necessarily endorsement.  For casework and enquires, contact my office. | @iainastewart | 3620 | 18063 | 12/29/2009 17:19 |
| Ian Gambles | Chief Executive of the Forestry Commission. Caring for our wonderful forests and woodlands, for people, nature and the economy. | @IanCGambles | 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. | @insolvencygovuk | 3280 | 5702 | 3/7/2013 11:00 |
| IPO.GOV.UK | Intellectual Property Office. Part of Dept for Business, Energy & Industrial Strategy (BEIS). Managing framework for patents, designs, trade marks & copyright. | @The\_IPO | 18408 | 55586 | 3/6/2009 11:38 |
| 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.mp@parliament.uk | @JSHeappey | 4109 | 14422 | 12/26/2011 1:01 |
| Jesse Norman | Financial Secretary at HM Treasury/tax and infrastructure strategy, Hereford & S Hfds MP, campaigner, author of bios of Burke & Adam Smith: https://t.co/rhUUrHWAed | @Jesse\_Norman | 13717 | 26470 | 9/30/2009 22:40 |
| Jim Harra | First Permanent Secretary and Chief Executive of @HMRCgovuk. Tweets by @HMRCpressoffice unless marked JH. DMs not monitored. Customer queries to @HMRCCustomers. | @JimHarraHMRC | 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.mp@parliament.uk | @Jochurchill4 | 4077 | 12367 | 11/1/2014 22:57 |
| 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. | @JuliaLopezMP | 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@kevinjfoster.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. Tweets from me & my office. Ops updates and enquiries to @HMCTSgovuk | @CEOofHMCTS | 1750 | 7098 | 10/4/2016 9:00 |
| 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, please use https://t.co/AZP0DzDSKw | @LeoDochertyUK | 3678 | 6458 | 4/24/2012 22:07 |
| 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 Commonwealth& Development Affairs(South Asia, Commonwealth,UN) PM's Envoy for Preventing Sexual Violence & Minister Human Rights | @tariqahmadbt | 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 | @GerryGrimstone | 424 | 2002 | 7/12/2009 14:05 |
| Louise Smyth | Chief Executive of Companies House and the Registrar of Companies for England and Wales | @LouiseSmythCEO | 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\_LynneOwens | 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.    @UKShipRegister  @HMCoastguard | @MCA\_media | 9711 | 57046 | 5/19/2009 19:42 |
| 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 Telegraph. Conservative. | @mattwarman | 16327 | 19450 | 11/27/2008 19:36 |
| Max Hill | Director of Public Prosecutions | @MaxHillQC | 1231 | 9819 | 8/31/2013 11:25 |
| MHRA News Centre | Press releases and statements @MHRAgovuk Corporate Twitter @MHRAdevices Devices info @MHRAmedicines Medicines | @MHRApress | 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. | @MHRAgovuk | 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. | @michaelkbrodie | 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.donelan.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-Coeliac-Bad runner <U+200D><U+FE0F>OWNVIEWS | @mimsdavies | 26267 | 16138 | 1/11/2011 0:05 |
| 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. | @DefenceHQPress | 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 | @nadhimzahawi | 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) | @NeilHornbyCefas | 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@parliament.uk | @NickGibbUK | 1657 | 18349 | 2/14/2015 10:20 |
| Nigel Adams | Minister of State at Foreign, Commonwealth & Development Office @FCDOGovUK MP for Selby & Ainsty. For constituency casework, email nigel.adams.mp@parliament.uk | @nadams | 4462 | 13427 | 7/10/2015 21:06 |
| Nigel Huddleston MP #GetTheJab | Conservative MP for Mid Worcestershire. Minister for Tourism, Sport & Commonwealth Games. Constituents with queries please contact me via parliament. | @HuddlestonNigel | 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 consumers by working to deliver a greener, fairer energy system. Our comment policy: https://t.co/PsrnuN0XCY | @ofgem | 8343 | 33861 | 4/4/2009 19:15 |
| Ofqual | The regulator of qualifications, exams and assessments in England. If you have a question for us, please email public.enquiries@ofqual.gov.uk | @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 the Public Guardian. Read our Twitter policy: https://t.co/ywHbuvr1r8 Customer services 0300 456 0300. | @OPGGovUK | 1211 | 2701 | 12/18/2014 17:20 |
| ORR | The Office of Rail and Road protects the interests of rail and road users. We do not respond to complaints here. Visit https://t.co/8Hkl8KwbCo | @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 - info@scully.org.uk | @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. https://t.co/iaHXnwToXf | @PennyMordaunt | 17863 | 78695 | 1/13/2012 13:56 |
| Peter Sparkes | Chief Executive of the @UKHO | @RAdmPeteSparkes | 76 | 38 | 8/19/2020 13:38 |
| Priti Patel | @Conservatives Member of Parliament for Witham  Home Secretary | @pritipatel | 5449 | 331578 | 7/31/2009 3:51 |
| 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 #QEIICentre , the largest multi-purpose conference and #events venue in central #London. | @QEIICentre | 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 rachel.maclean.mp@parliament.uk. Be polite. | @redditchrachel | 9648 | 10727 | 5/6/2017 18:38 |
| Ranil Jayawardena MP | Member of Parliament for North East Hampshire | International Trade Minister @GovUK @TradeGovUK | For help or a response, drop me a line: email@ranil.uk | @ranil | 958 | 7093 | 11/15/2017 17:08 |
| Rebecca Pow | Conservative MP for Taunton Deane. Minister for the Environment. Please email: rebecca.pow.mp@parliament.uk | @pow\_rebecca | 6746 | 13510 | 9/10/2011 13:41 |
| Richard Benyon | Former MP. Now in House of Lords and Minister at Defra | @RichardHRBenyon | 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 & Secretary of State for Justice @MoJGovUK | @RobertBuckland | 18811 | 28157 | 4/2/2008 17:55 |
| Robert Courts MP | @Conservatives Member of Parliament for Witney & West Oxfordshire | Minister for Aviation & Maritime @transportgovuk | robert@robertcourts.co.uk | @robertcourts | 10531 | 9449 | 2/6/2009 15:01 |
| Robert Jenrick | Member of Parliament for Newark. Secretary of State for Housing, Communities & Local Government. | @RobertJenrick | 7504 | 54369 | 2/2/2014 13:33 |
| Robin Walker | One Nation Tory. Worcester MP since 2010 speaking up 4 #worldclassworcs schools & skills. Minister at the Northern Ireland Office. Warriors & WorcsCCC fan | @WalkerWorcester | 17923 | 14256 | 10/21/2013 12:34 |
| RPA | The RPA's work helps @DefraGovUK encourage a thriving farming and food sector and strong rural communities. Please note: we do not respond to queries on Twitter | @Ruralpay | 5001 | 7181 | 5/24/2011 13:38 |
| Rt Hon Grant Shapps MP | Welwyn Hatfield MP and Secretary of State for Transport | @grantshapps | 9708 | 126573 | 3/8/2008 23:27 |
| Rt. Hon Ben Wallace MP | UK Secretary of State for Defence & MP for Wyre and Preston North. | @BWallaceMP | 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 - https://t.co/VYN3a2Ehrs | @UKSFO | 277 | 4706 | 8/16/2017 12:17 |
| Simon Hart | Secretary of State for Wales & MP for Carmarthen West and South Pembrokeshire. | @Simonhartmp | 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 Department. Please follow @PermsecGLD from 8 March 2021 | @SusannaMcGibbon | 575 | 889 | 11/9/2012 11:53 |
| Therese Coffey #HandsFaceSpaceFRESHAIR | 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 @britexpertise, 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+200B> 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 — Gwyneb Llywodraeth y DU yng Nghymru a llais Cymru yn Whitehall | @UKGovWales | 16144 | 18722 | 7/13/2010 14:54 |
| UK Government Scotland | The official account of the UK Government Scotland.  https://t.co/46b0Xr5V7D. View our social media guidelines here: https://t.co/xh4mPApQK2 | @UKGovScotland | 14956 | 28456 | 8/11/2011 11:26 |
| UK Hydrographic Office | We provide world-leading @ADMIRALTYOnline products and marine geospatial data to help unlock a deeper understanding of the world's oceans. | @UKHO | 872 | 3031 | 4/7/2016 10:51 |
| UK Prime Minister | Official page for Prime Minister @BorisJohnson's office, based at 10 Downing Street | @10DowningStreet | 16670 | 5831884 | 3/26/2008 12:16 |
| UK Space Agency | Official Twitter channel of the UK Space Agency. We inspire and lead the UK in space, to benefit our planet and its people. | @spacegovuk | 10773 | 217861 | 10/16/2009 13:14 |
| 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: https://t.co/hj1RV0ia6S | @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, WomenMPs, the NHS | @vickyford | 15118 | 20380 | 5/7/2008 21:58 |
| Vicky Fox | Chief Executive of the UK Supreme Court. | @VickyFox\_UKSC | 40 | 170 | 3/5/2021 17:48 |
| Victoria Prentis | Member of Parliament for North Oxfordshire. Parliamentary Under Secretary of State @DefraGovUK. @conservatives victoria.prentis.mp@parliament.UK #StayAlert | @VictoriaPrentis | 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, Commonwealth & Development Office. For constituents with casework pls email Wendy.morton.mp@parliament.uk | @morton\_wendy | 3790 | 15186 | 9/9/2012 20:48 |
| Will Quince MP | Member of Parliament for Colchester and @DWP Minister. Sadly I cannot respond to all tweets but please email will.quince.mp@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. | @williamrworsley | 360 | 1348 | 6/21/2018 0:15 |
| Wilton Park | Exec. Agency of @FCDOGovUK, 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 welfare, @DefraGovUk and @FCDOGovUK - in the Lords zac@zacgoldsmith.com | @ZacGoldsmith | 17242 | 94173 | 2/27/2009 17:50 |

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

Data are collected on 06/05/2021.

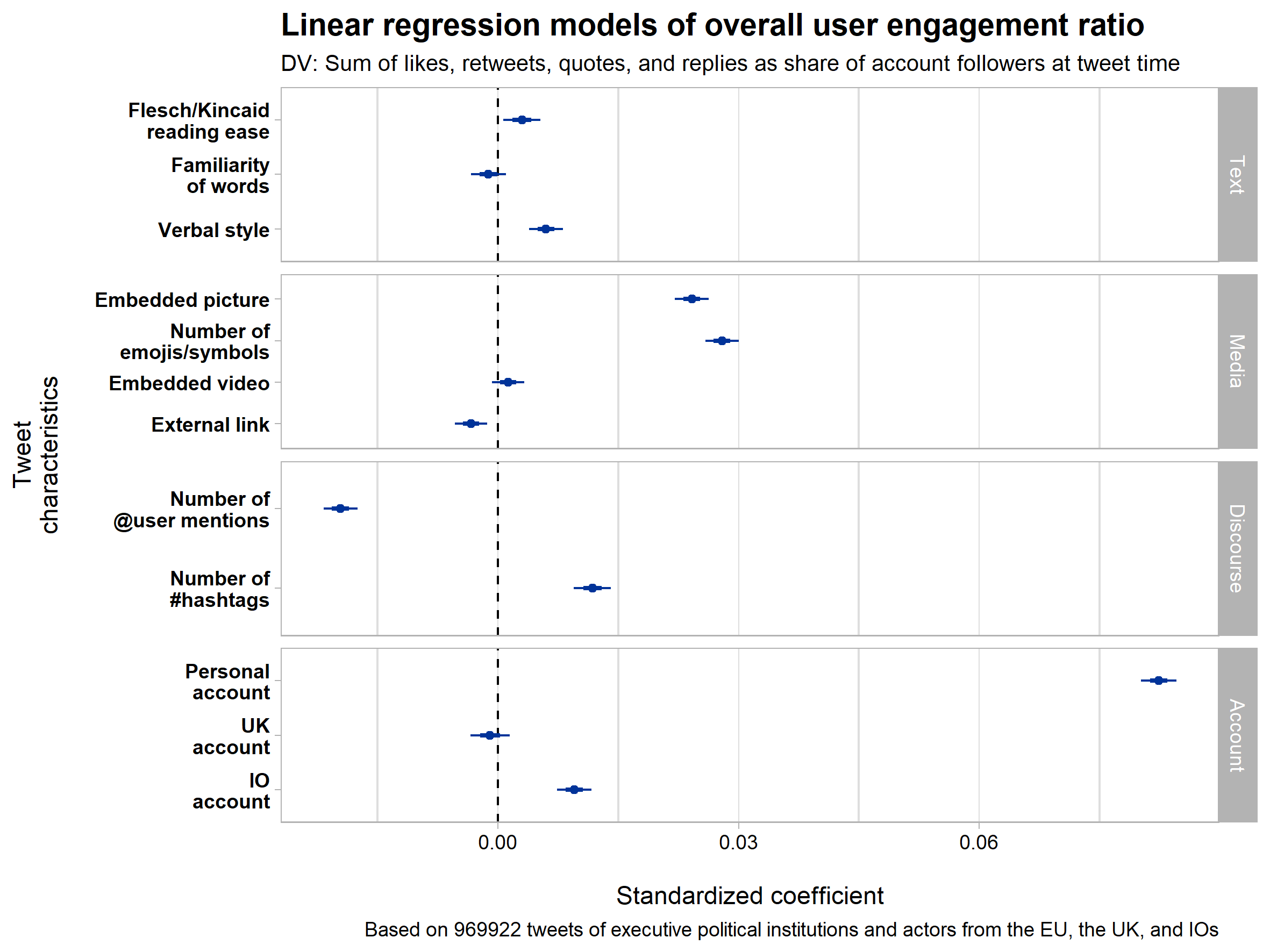
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Actor Name** | **Account Description** | **Handle** | **n tweets** | **Follower count** | **Account Creation** |
| Africa CDC-Institute for Workforce Development | The @AfricaCDC Institute for Workforce Development (IWD) trains professionals 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 | 11/11/2016 9:35 |
| AfricanCommissionHPR | 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 | 10/20/2012 17:01 |
| AHA Centre | Official Twitter account of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster management (AHA Centre). RTs aren't always endorsement. | @AHACentre | 5679 | 4240 | 7/15/2011 11:20 |
| 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 effective cooperation in culture and information among the people of ASEAN. | @aseancoci | 701 | 329 | 7/6/2012 1:33 |
| 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 | 12/18/2014 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 Organization | Official account of ASEAN Youth Organization • One Caring and Sharing Community #ASEAN1Community • https://t.co/S51KYZTxyB | @ayoasean | 33087 | 3052 | 9/21/2011 21:38 |
| ASEAN2019TH | 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 https://t.co/2wa5g018xk Facebook : ASEANThailand.MFA IG : aseanthailand | @ASEAN\_THAILAND | 4177 | 4404 | 3/12/2015 4:32 |
| 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, social and cultural prosperity. | @CARICOMorg | 13108 | 20184 | 7/29/2014 21:31 |
| 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; Development; Freedom & Truth | @CariReparations | 497 | 1410 | 5/10/2016 16:33 |
| 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, CCSLC, CVQ, CSEC and CAPE. | @MyCXC | 5374 | 2293 | 5/7/2010 18:37 |
| Guy Cyrille Tapoko | 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 H. Pedraza | 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 |
| PanAfricanParliament | The Pan-African Parliament, is the legislative body of the @\_AfricanUnion . Watch https://t.co/B21gqppdko | @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 la Comunidad Andina, CAN. | @uasbecuador | 29238 | 25934 | 8/23/2013 17:24 |

## 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 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 ratio that is around .03 percentage points higher than that of supranational tweets when all other differences in message characteristics are taken into account.

1. <https://europa.eu/european-union/contact/social-networks_en> [↑](#footnote-ref-1)
2. <https://www.gov.uk/government/organisations> [↑](#footnote-ref-2)
3. available at <https://github.com/ChRauh/PastTwitter> [↑](#footnote-ref-3)