## Appendix

## Examples of Twitter and Facebook presences in the sample



Figure 1. Types of Twitter profiles

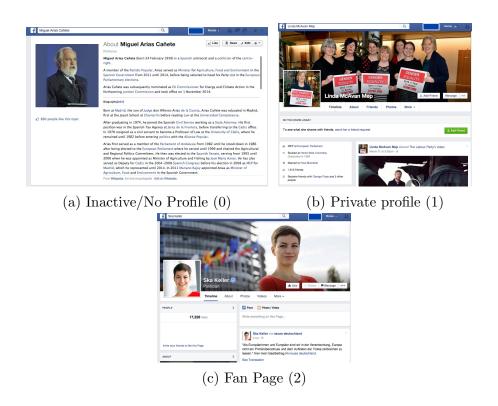


Figure 2. Types of Facebook profiles

## Descriptive Statistics of the General Sample

	Observations	Mean	Std. Dev.	Minimum	Maximum
Online Presence	5,291	2.241	1.97	0	6
Gender ( $Female=1$ )	$5,\!291$	0.396	0.489	0	1
Incumbency	$5,\!291$	0.091	0.287	0	1
Major Party	5,291	0.363	0.481	0	1
Log Facebook followers	4,720	10.13	1.344	4.969	12.537
Log Twitter followers	4,571	9.69	1.661	3.61	12.557
Internet Access	5,291	79.91	9.51	57	96
Ballot Structure	5,291	0.505	0.515	0	2

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