

AAPBJPINC

SOCIAL MEDIA CAMPAIGNS IN GENERAL ELECTIONS 2014

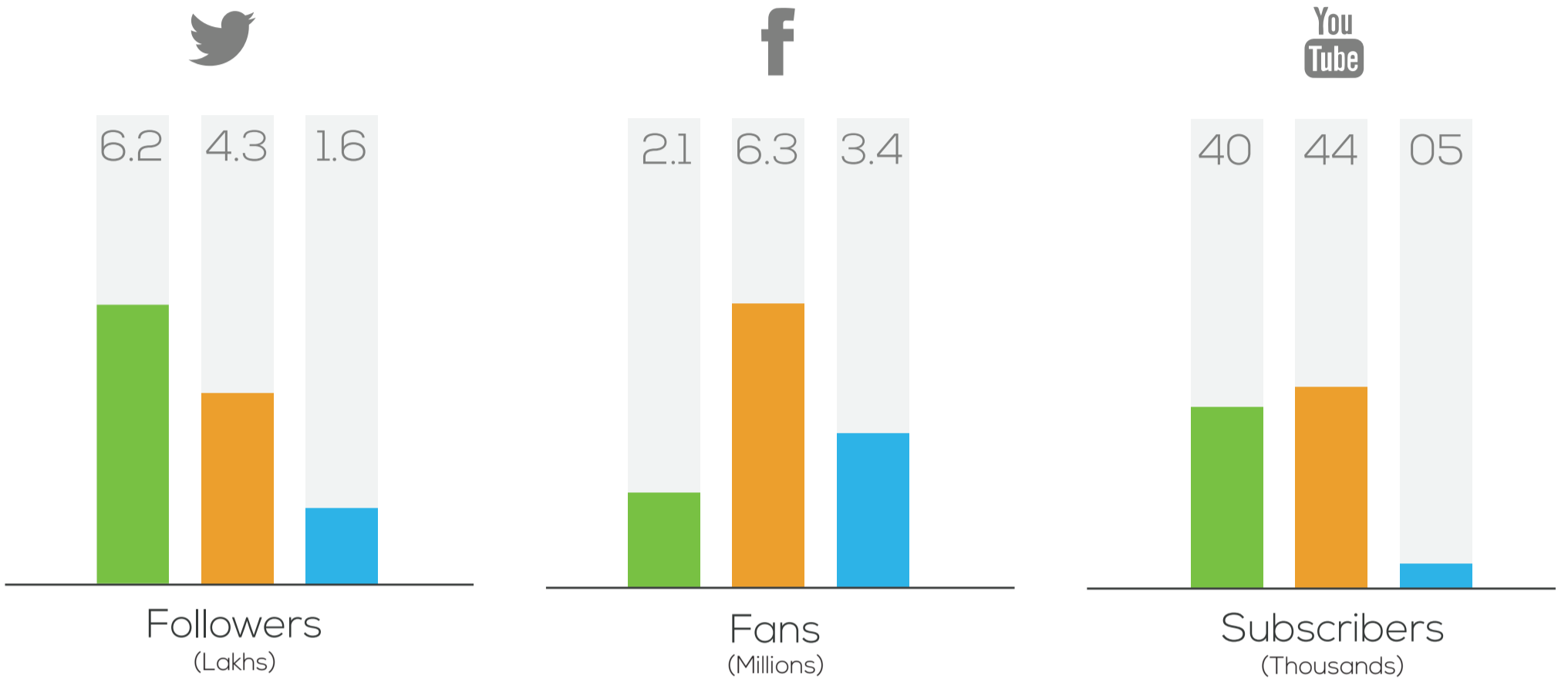


29 million people

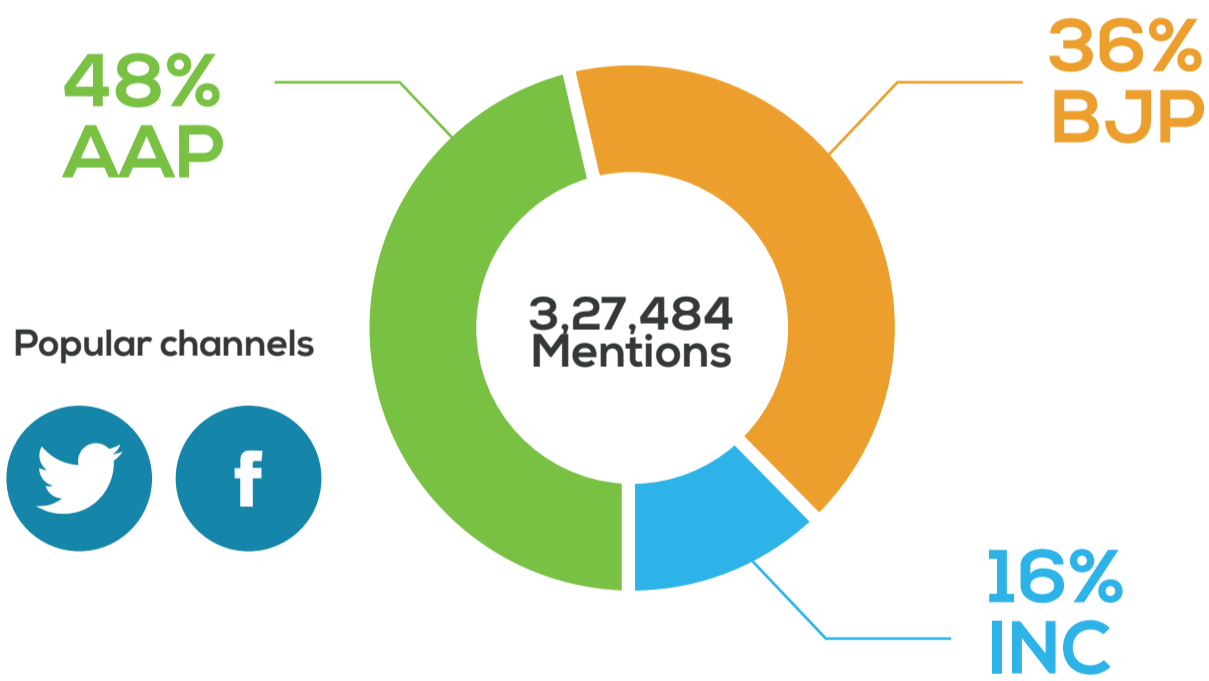


227 million Likes, shares & comments

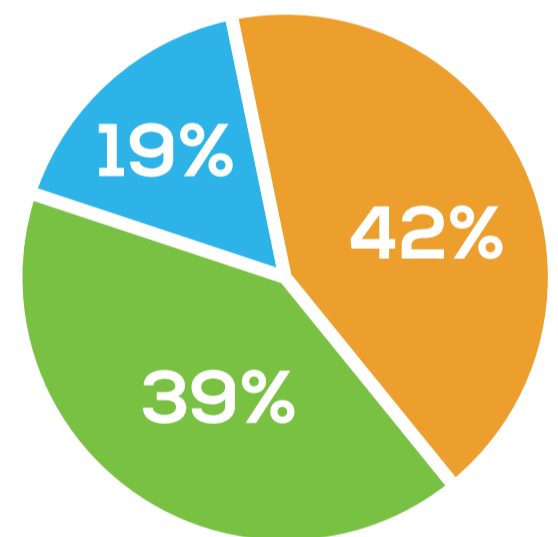
December 15th, 2013 to January 22nd, 2014



Mentions on Social media

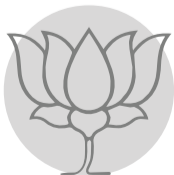
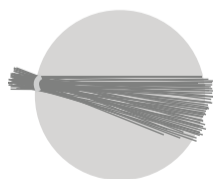


Positive Sentiments



#PopularHashTags

- #VoteForAAP
- #AAPsweepingDelhi
- #ThunderClap
- #NaMo
- #iModi
- #CyberHindus
- #RGForPM
- #VoteForRG



Influential campaigns

- AAP**
 - Thunderclap
 - Nayak 2 The common man rises
- BJP**
 - iModi
 - Mission 272+
- INC**
 - Interview with Arnab Goswami

Source

Social Samosa - Media strategy review

Social Beat - Indian elections 2014

Information Week - TCS Election Sentiment analysis app for Android