Research Article

Impact of Social Media on Political Campaigns: Management, Strategies and Results

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ARTICLE INFO	ABSTRACT
	Introduction: The relevance of this topic is that social media has become a crucial tool for communication and political campaigns. As a significant portion of society now resides in the online space, it is crucial to study the strategies and outcomes of using social media in politics to understand the impact of these platforms on public opinion and electoral processes. Analysing this issue enables the identification of significant trends and the development of approaches for the optimal use of social media in a political context. This research aims to comprehensively analyse and systematise the strategies used in political campaigns on social media. Additionally, it seeks to evaluate the influence of these strategies on public opinion and electoral processes. **Objectives**: The study aims to uncover the critical aspects of social media usage in politics, identify vital strategies, assess their impact on voters, and examine the formation of political leaders' images. The objective also includes studying the positive and negative aspects of using social media in political campaigns and determining opportunities for optimising this processin line with legalandso cialre quirements. **Methods**: There search methodology in volvesan alysing literary our cesto identify critical theories and concepts related to social media interaction with political campaigns. Case studies are used to explore actual examples of social media usage in political campaigns. Expert surveys are conducted to gather specialist opinions. The content analysis method is applied to thoroughly study textual and visual content on social media during political campaigns. This approach aims to comprehensively analyse the impact of social media on political campaign sand determine the factors that contribute toits effectiveness. **Results**: The article reveals strategies for influencing social media on political campaigns based on obtained data. It highlights key aspects of their impact, such as interactivity, microtargeting, and the use of viral content. The research also considers legal and sociological aspects of this phenomenon, including the regulation of social campaigns and criteria for the acceptability or unacceptability of certain strategies. **Conclusions**: Thearticleanalyses social media's influence on political campaigns, exploring different strategies for utilising these platforms and their outcomes. Various methods, such as literature analysis, case studies, expert surveys, and content analysis, have enabled the systematisation of knowledge about the interaction between social media and political campaigns. Various aspects that influence the effectiveness of social media usage in politics have been identified, including microtargeting, viral content, and interactivity. The text discusses different types of political campaigns, such as electoral, lobbying, and socio-activist, providing the reader with a deep understanding and contextualisation of the issue.

INTRODUCTION

In the modern socio-political context, social media significantly impacts political campaigns, modifying strategies and influencing electoral outcomes. In a world where information is a crucial resource, social media platforms have become arenas where public opinion is shaped, and political actions acquire a new dimension – the digital one.

The modern political landscape heavily relies on social media platforms such as Facebook, Twitter, and Instagram as practical tools for influencing public opinion. Political campaigns' strategies and outcomes are now inseparably linked to the use of social media. These platforms form the candidate's image, highlight key issues, and interact with voters more transparently and interactively.

In this context, it is important to identify the key aspects of social media's influence on political campaigns to understand how these technologies define new realities of political interaction and the formation of civil society.

LITERATURE REVIEW

Androniciuc [1] examines the use of social media in political campaigns, presenting evidence from Romania. Bagić Babac and Podobnik [2] study how social media reveals election results, specifically focusing on using Facebook during Croatia's 2015 general election campaigns. Belcastro et al. [3] use neural networks to study political polarisation on social media, using data from IEEE Access. Brändle et al. [4] conducted a study on the impact of Brexit on social media, specifically examining political campaigns after the referendum. Dimitrova and Matthes [5] discuss the challenges and theoretical approaches to using social media in political campaigns globally. Farkas and Bene [6] analysed the patterns and effects of politicians' communication strategies on social media, particularly in photographs. Fulgoni et al. [7] investigate the influence of analytics data, social media, and creative strategies on US presidential campaigns. Gilmore and Howard [9] analysed the impact of social media on the Brazilian national elections in 2010. Gilardi et al. [8] examine the role of social media in shaping political messages. Hamilton [10] studies the use of social media in presidential campaigns and its impact on the political behaviour of voters aged 18-24. Hamid et al. [10] investigate the role of social media in youth political participation. Howard [12] studies the impact of digital media on political campaign strategies. Marozzo and Bessi [16] analyse user polarisation on social media and news websites during political campaigns. McGregor [17] investigates the use of social media by political campaigns to comprehend and reflect public opinion. Ranganath et al. [20] propose techniques for identifying supporters of political campaigns on social media.

Ravi and Priya [21] investigate the use of social media during the 2014 Indian elections. Sahly et al. [22] analyse the framing of Trump and Clinton on social media and its impact on audience engagement [11].

Stier et al. [23] studied politicians' election campaigns on Facebook and Twitter. Vergeer [26] examine the use of online social networks and microblogs in political campaigns. Kovalevska [14] analyses the use of suggestiveness in political advertising slogans. Kokarcha [13] investigates the role of social media in shaping democratic political culture. Maksimentseva and Maksimentsev [15] examine political manipulations during the electoral process as a threat to political security and the exercise of people's power.. Portnov [18] analyses the role of political parties in pre-election campaigning in local elections in Ukraine and European Union countries. Surkova [24] investigates psychological targeting in social media as a factor in the modern international political process. Trushevych [25] studies image-making in modern political technologies, focusing on the Ukrainian experience. Rai [19] analyses political communications in the national information space, considering their features and prospects of functioning in contemporary society.

RESULTS

The relevance of studying the impact of social media on political campaigns becomes extremely important in our state today. The full-scale war unfolding on the territory of Ukraine since February 2022 is changing perceptions of political campaigns, significantly influencing political and social dynamics, and underscoring the importance of analysing their impact on civil society in times of war.

In this context, social media serves as a platform for political communication and an essential tool for addressing strategic issues related to foreign policy, the international community, and internal stability. It is crucial to analyse and understand how social media influences the formation of citizens' views and support in times of military conflict to predict societal reactions and develop effective government strategies [11].

During times of war, social media serves not only as an information channel but also as a platform for citizen mobilisation, aid coordination, and public opinion expression. Social media shapes the dynamics of discussions and influences the formation of national identity and readiness for collective action.

Analysing the impact of social media on political campaigns during times of war can aid in comprehending the current political landscape and developing strategies for constructive influence on civil society. It can also contribute to the formation of a resilient national identity during times of adversity.

The term 'political campaign' originated from the history of political struggles and electoral processes. It emerged to organise and conduct activities to engage the public and gain voter support. The beginnings of political campaigns are historically associated with the development of democracy and electoral systems [21].

Political campaigns were first used in the 19th century as democratic processes became more widespread in the United States and Europe. Considering the evolving media and social landscape, candidates and political parties began using various communication strategies to attract voters' attention.

Modern approaches to understanding political campaigns involve various strategies, including traditional methods such as speeches, rallies, and electoral publications, as well as modern technologies, social media, and digital marketing. The key objectives are not only to gain votes but also to shape a positive image of the candidate or party and influence public opinion and decisions.

Political campaigns are essential to democratic systems, marked by dynamic changes and adaptation to new challenges. The term 'political campaign' encompasses electoral processes and a broader range of strategies aimed at influencing public opinion and shaping the political landscape [18].

Various political campaigns exist in the realm of political space and strategic planning, each with a specific goal and a crucial role in shaping the political landscape. Presented below are the primary types of political campaigns:

1. Electoral campaigns are strategically directed efforts to engage the public and garner support during elections. They are subject to thorough legal analysis and regulation to ensure legal stability and fairness in electoral competitions.

The legal prerequisites of electoral campaigns include legislative frameworks that define funding, advertising strategies, and ethical norms for candidates and political parties. Electoral legislation establishes procedures for candidate registration, permits or restricts the use of specific advertising techniques, and imposes sanctions for violations of electoral rules.

The financial aspect is a critical component of the legal regulation of electoral campaigns. Legislation determines the sources of campaign funding and maximum contribution limits. Mandatory reporting requirements and their regularity ensure transparency and traceability of finances.

Legal norms regulate advertising strategies and media campaigns, including limits on advertising and communication expenditures. Norms also govern the placement and dissemination of political advertising materials [1].

Candidate and political party registration procedures are also essential components of electoral legislation, which determines the conditions, procedures, and criteria for participation in the electoral process.

The system of sanctions and accountability for violations of electoral legislation establishes mechanisms to regulate and monitor compliance with electoral rules.

2. Lobbying political campaigns, aimed at systematically influencing groups or organisations on political decisions, are subject to careful legal analysis and regulation. These campaigns, characterised by the uniqueness and specificity of their activities, require a specific legislative context.

The legal regulation of lobbying political campaigns is determined by a complex of laws and norms aimed at controlling, transparency, and ethicality of lobbying. The main components of legal regulation are the registration system, financial influence limitations, ethical norms, and information openness [5].

Many countries restrict gifts and other benefits that lobbyists may provide to officials or government representatives to prevent undue influence and corruption.

Sanctions and accountability are provided for lobbying norm violations. It includes fines, registration cancellation, and even criminal liability. Ensuring accountability for unlawful and unethical practices is an integral part of regulation.

Special attention is paid to openness and access to information about lobbying campaigns. Ensuring public access to information is an essential aspect of legal regulation. Public availability of lobbying reporting and results guarantees control and accountability of lobbying efforts [10].

Thus, lobbying political campaigns is subject to strict legal control, ensuring a balance between interests' influence and adherence to democratic values.

3. Social activist campaigns, a fundamental form of public participation in political life and influence on social issues, have been subject to careful legal analysis and regulation. The legal context of these campaigns encompasses several vital aspects aimed at guaranteeing freedom of expression and ensuring effective civic participation.

Social activist campaigns are defined as organised efforts by citizens and civil society organisations to address or draw attention to specific issues. These campaigns may pursue various objectives, from calls for legislative changes to stimulating public discourse and advocating for social justice issues [7].

Additionally, mandatory registration of civil society organisations conducting social activist campaigns and defining transparent financing rules are provided for. It enables tracking of these campaigns' activities and financial support to prevent undue influence and corrupt practices [8].

Accountability for law violations during social activist campaigns, including sanctions and other measures, is ensured at the legislative level. Public scrutiny and transparency of information about campaign progress and results guarantee broad participation and discussion by the public.

4. Public relations and image campaigns are crucial in shaping perceptions and interactions with the public in modern society. The legal framework regulating these strategic tools encompasses several essential aspects to ensure the effectiveness and ethics of these campaigns [2].

Advertising and promotional materials used within public relations are subject to legal scrutiny. Prohibiting false advertising and using manipulative techniques are essential to the regulatory environment [17].

Each of these types of campaigns uniquely shapes the political landscape, considering the characteristics of the target audience and the tasks facing the political entity.

The modern political arena is only possible with the active use of social media, which defines a new level of interaction with voters and shaping public opinion. Legal regulation of these networks in political campaigns ensures transparency and fairness in electoral processes.

Social media are online platforms that bring users into virtual communities, allowing them to exchange information and interact through various media. In the realm of political campaigns, these networks become practical tools for building candidates' images, mobilising voters, and spreading political views [9].

The legal regulation of social media in politics defines the game's rules on these platforms. One key task is ensuring transparency and openness in advertising campaigns and agitation. It also involves controlling the spread of misinformation and manipulative information.

There are various social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and TikTok, each with its own audience and functionality. It is essential to consider this when creating political campaign strategies [16].

Social networks are crucial in modern political campaigns, allowing real-time voter interaction. They enable candidates to effectively express their views, disseminate information, and engage with the audience, ensuring comprehensive coverage and voter activity.

Legal norms define criteria for acceptable and unacceptable political agitation and advertising on social media. These include limitations on financial transparency, prohibition of advertising containing misinformation, and definition of the boundaries of acceptable audience influence.

The legal context of social media in political campaigns also limits the transmission of political agitation, including rules regarding the timing, scope, and form of advertising materials [20].

Social media has become an integral part of communication during war, allowing for timely information and mobilising citizens in real time. The relevance of using social media in political campaigns during war lies in their ability to respond promptly and interact with the public in extraordinary circumstances.

Social media platforms are online tools that enable users to form virtual communities, exchange information, and interact through various media. In political campaigns, these networks are practical tools for building candidates' images, mobilising voters, and spreading political views [26].

There are various social media networks, including Facebook, Twitter, Instagram, LinkedIn, and TikTok, each with its own audience and functionality. When creating strategies for political campaigns, it is essential to consider these differences.

Social networks are crucial in modern political campaigns, enabling real-time interaction with voters. They allow candidates to express their views effectively, disseminate information, and engage with the audience, ensuring broad coverage and voter engagement.

Legal norms establish criteria for acceptable political agitation and advertising on social media. These include limitations on financial transparency, prohibition of advertising containing misinformation, and definition of the boundaries of acceptable audience influence.

The legal context of social media in political campaigns also limits the transmission of political agitation, including rules regarding the timing, scope, and form of advertising materials.

Social media can play a crucial role in communication plans during military conflict, enabling swift information dissemination and citizen mobilisation in real time. The use of social media in political campaigns during wartime is significant due to its ability to react promptly and interact with the public under extraordinary circumstances.

Modern political campaigns actively utilise various social media platforms to achieve their goals. Each social network type has its unique characteristics, and the strategies for their use vary depending on the target audience and campaign objectives.

Strategies for utilising social media include community building, audience engagement, and posting interesting and timely content. The results are determined by the number of followers and the level of interaction, sharing, and influence on public opinion. Modern technologies allow for campaign effectiveness analysis and real-time adaptation of strategies to maximise impact.

Social media networks are powerful tools in political campaigns, used to engage voters, enhance candidates' images, and disseminate political agitation in real time. Legal regulation of these networks is necessary to ensure transparency, confidentiality, and security.

Social media impacts society by shaping public opinion, strengthening social bonds, and facilitating interaction. Online social platforms play a crucial role in information perception and processing, and their legal regulation is essential in preserving these values in the digital space.

Social media has become crucial for influencing political campaigns, utilising various strategies and tools to maximise effectiveness. This article provides a detailed overview of how social media influences political processes:

1. Microtargeting is a political communication strategy that utilises social media to deliver messages to specific groups of voters. This approach uses data analysis and algorithms to identify user characteristics and interests [13].

The main objective of microtargeting is to send personalised messages that consider the target audience's individual views, needs, and interests. This technique enables political candidates or parties to tailor their appeals to the specific interests of each audience member.

Microtargeting utilises a range of data sources, including website visits, clicks, likes, and reposts, to gain insight into users' preferences. Furthermore, socio-demographic information, geolocation data, and other parameters are employed to accurately identify the target audience [24].

2. Viral content in political campaigns is information that spreads rapidly through social media, creating a broad impact and attracting the attention of a large audience. This effect is like the spread of a virus in real life, where one infected person leads to rapid spread among other users.

In political campaigns, viral content can be diverse and include interesting videos, creative memes, funny anecdotes, or shocking facts. The main idea is to create content that will go viral online, spreading as quickly as possible and reaching the maximum number of users.

However, it is worth noting that viral content sometimes has a positive effect. If the material is sent recklessly or has a negative response, it can quickly lead to a negative backlash. Therefore, it is important to consider ethical aspects and monitor the audience's reaction [6].

In Russian political campaigns, the phenomenon of fakes and propaganda through social media is an integral part of strategies to influence public opinion. Fakes, being false information, are actively used to discredit opponents, create fake scandals, and distort facts in favour of a particular agent.

Propaganda, which systematically disseminates one-sided or favourable information, is aimed at influencing the beliefs and views of citizens. In Russian political campaigns, propaganda is used to shape the image of political leaders, create an impression of unity, and gain support for specific initiatives [15].

3. Interactivity and engagement play an important role in political campaigns through social media. These aspects aim to create a sense of interaction and activity among citizens, which can positively influence the perception of political messages.

Interactivity on social media promotes interaction between political figures and citizens. Engaging in discussions, polls, and live video broadcasts creates a platform for exchanging ideas and impressions. Posting questions that require responses in the comments can stimulate activity and audience engagement.

4. Broadcasting events in real-time through social media is an effective tool for political campaigns. This approach creates instant connectivity with the audience, providing the opportunity for interaction and participation in important events. This format expands the audience as broadcasts become available on various platforms and devices. Such an approach allows reaching more citizens and improving the perception of political messages. Live event broadcasting creates a dynamic and interactive connection between political leaders and the public.

5. Candidates can create and cultivate their communities on social media, bringing together supporters from different segments of society. These communities are platforms for exchanging ideas, coordinating actions, and garnering support. Creating communities and obtaining support through social media is a critical element of political campaigns. Political leaders actively shape their communities to discuss ideas, receive feedback, and mobilise support. Interacting with the audience through discussions, joint events, and mutual support creates influential social capital and strengthens support in the political environment.

6. Using analytics and monitoring in social media is integral to political campaigns. With the help of special tools and platforms, reactions from the public can be tracked, the effectiveness of messages can be measured, and strategies can be adapted. Analytics help campaigns adequately respond to changes in public opinion and optimise communication approaches for better results. They can analyse audience interaction, identify popular topics, and adjust their campaign.

7. Combating misinformation on social media is integral to political campaigns. Campaigns use filters to detect and suppress false information, collaborate with fact-checkers, and implement educational initiatives to increase citizens' information literacy. Measures to combat misinformation aim to preserve the credibility and reliability of information in political campaigns.

As an example, this table outlines different strategies for social media influence on political campaigns, their descriptions, and their direct impact on the campaign.

Table 1

Strategy type	Description	Influence
Targeting the audience	Using data to identify the target audience and create personalised content accurately.	Maximising the effectiveness of communication and engaging the target audience.
Using viralcontent	Create content that spreads quickly through social media, such as memes, videos, and slogans.	Greater audience reach and increased awareness.
Active interaction and response to trends	Observing and participating in hot discussions to maintain relevance and engagement.	Enhancing responsiveness, raising impact, and supporting current topics.
Using microtargeting	Applying user data to target personalised messages to specific audience segments.	Increase communication efficiency and create a personalised connection.
Cooperationwithinfluencers	Interacting with celebrities to amplify political messages and mobilise the public.	Attracting fans, increasing the credibility of the campaign.
Targetedadvertising	Using fine-tuned advertising campaigns to target specific groups of users.	Reach the target audience effectively.
Geo-targeting	Utilising geographical data to strengthen the impact in specific areas. Increasing audience response in specific regions.	Increase audience response in specific regions.
Interaction in groups and forums	Active participation in discussions and communication with users in specialised groups	Building trust and maintaining a personal connection
Creating effectivegraphicelements	Using creative and attractive graphic materials to increase attention.	Creating confidence and keeping people connected.
Interactingwithlocalinfluencers	Collaborating with local celebrities to gain support.	Build credibility and support at the local level

By using social media influence strategies, several significant results can be achieved for a political campaign:

First, it is important to note the increase in voter awareness. Fine-tuning advertising campaigns and geo-targeting can help effectively reach the target audience, ensuring a wide dissemination of the political message.

In addition, engaging in groups and forums, creating eye-catching graphics, and actively collaborating with local influencers can mobilise and activate audiences, encouraging them to engage in discussions and participate in the campaign.

Building local support is also a key outcome. Collaborating with local personalities through social media can increase a candidate or party's credibility and support at the local level.

Creating practical graphic elements and using influencer strategies can also increase the memorability of a political message among voters. It is crucial for successful communication and reinforcement of key messages.

Sixth, the use of social media can stimulate increased voter engagement. Targeted advertising and group interaction can boost voter interest and participation in the electoral process [19].

Using social media can create a positive image and build trust. Effective communication and interaction can help to ensure a positive perception among the audience [25].

Another potential benefit is increasing the number of supporters and attracting donations. Collaborating with local influential personalities and actively engaging in social groups can lead to increased support and campaign funding.

Effective message targeting is also essential. Microtargeting techniques enable precise message delivery to specific audiences, ensuring maximum impact.

Successful implementation of influence strategies on social media can result in various positive outcomes for political campaigns, from raising awareness to mobilising and activating voters.

Social media has become a powerful tool for shaping public opinion and influencing political campaigns. Here are some real examples where social media played a key role:

The 2008 election campaign of Obama in the USA was characterised by the active use of Facebook and Twitter to engage young people and active voter groups. Obama set new standards for using social media in election campaigns.

During the Brexit referendum 2016, the British "leave" and "remain" campaigns actively utilised social media to spread their arguments and mobilise voters. Discussions on social media influenced the decision of the UK to exit the European Union [4].

Donald Trump's 2016 election campaign in the USA was marked by the active use of Twitter for direct communication with voters and creating communities of interested groups [22].

Candidates' use of Instagram and Facebook for direct communication with voters and creating a personal image characterised the 2019 presidential elections in Ukraine [23].

These examples reflect how social media has become a communication platform and an essential tool for influencing political processes, engaging the public, shaping images, and creating new communication opportunities.

CONCLUSION

Social media has become an essential component of political campaigns, serving as an effective tool for interacting with voters and shaping public opinion. Influence strategies on social media encompass various methods, from microtargeting to viral content, which contribute to raising awareness, mobilising voters, and building a positive image.

The use of social media can lead to various outcomes, such as winning elections, increasing electoral activity, strengthening local support, creating a positive image, and attracting financial resources. However, it is crucial to note that effective use of social media demands well-crafted strategies, consideration of audience characteristics, and continuous monitoring.

The positive influence of social media on political campaigns highlights its significance in the contemporary political arena, where it serves as a forum for discourse, engagement, and the shaping of political ideologies.

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