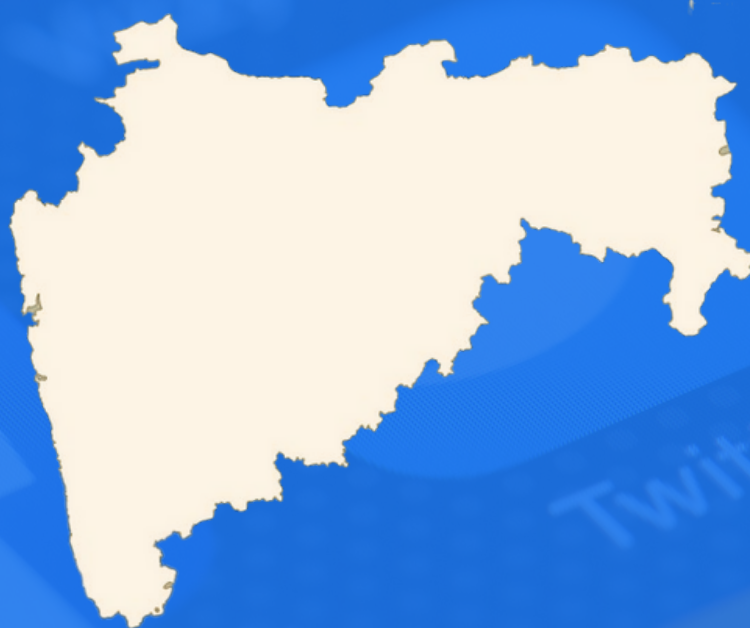


# **SOCIAL MEDIA PRESENCE OF MLAs IN MAHARASHTRA**

## **REPORT BY MEDIA INSIGHT**



**June 2023**

# INTRODUCTION

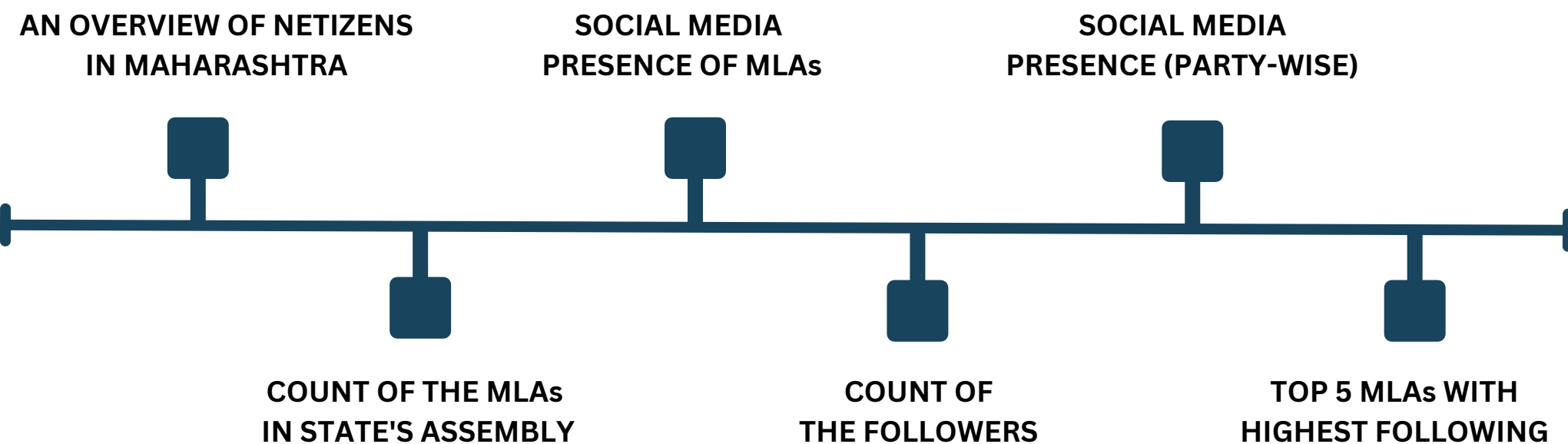
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Social media has become an integral part of political campaigns and has emerged as a powerful tool for politicians to connect with their constituents. With the growing popularity of social media platforms, it has become essential for politicians to maintain an active presence on these platforms. In this report, we analyze the social media presence of all the Members of Legislative Assembly (MLAs) of Maharashtra, focusing on their presence on Facebook, Instagram, and Twitter.

## Methodology

To conduct this analysis, we collected their names, party affiliations, and social media followers in Maharashtra. We collected this data from on Facebook, Instagram, and Twitter. We then analyzed the data using statistical software and tools to generate insights and trends.

# IN THIS REPORT



# EXECUTIVE SUMMARY

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## 21 MLAs In Maharashtra Are Absent From Social Media Platforms

Social media presence of MLAs reveals that out of the total 288 MLAs, a surprising 21 MLAs (approximately 7.29%) are absent from all major social media platforms.

## 88 MLAs Forego Twitter - Underutilizing A Prominent Platform

An analysis of the social media presence of MLAs reveals that out of the 288 MLAs, a significant number of 88 MLAs (approximately 30.56%) are completely absent on twitter. This finding highlights twitter as the most underutilized social media platform among these MLAs

## Devendra Fadnavis Leads Social Media Popularity Among MLAs

Devendra Fadnavis, a prominent MLA, has emerged as the most popular figure on social media platforms. With a substantial following, Fadnavis holds the highest number of followers among all the MLAs; on both, Facebook and Twitter. However, on Instagram, he ranks second in terms of followers, whereas the Chief Minister Eknath Shinde is at the top.

## Finite Social Media Influence: Majority Of MLAs Have Modest Follower Count

An examination of the social media presence of MLAs reveals that a significant number of MLAs have a relatively modest follower count on major platforms. Out of the total 288 MLAs, 95 MLAs (approximately 33%) have followers ranging between 0 to 50,000 on Facebook, 152 MLAs (approximately 53%) fall within the same range on Instagram, and 112 MLAs (approximately 39%) have a similar follower count on twitter. These figures indicate that the majority of MLAs have a limited social media influence which suggests that there is potential room for enhancing their reach and engagement with constituents in the digital sphere.

# AN OVERVIEW OF NETIZENS IN MAHARASHTRA

**131M**

Population Of  
Maharashtra

**80M**

Social Media Users  
In Maharashtra

**as of December 2022**

Source: Report by the Internet and Mobile  
Association of India (IAMAI)



**60M**



**40M**

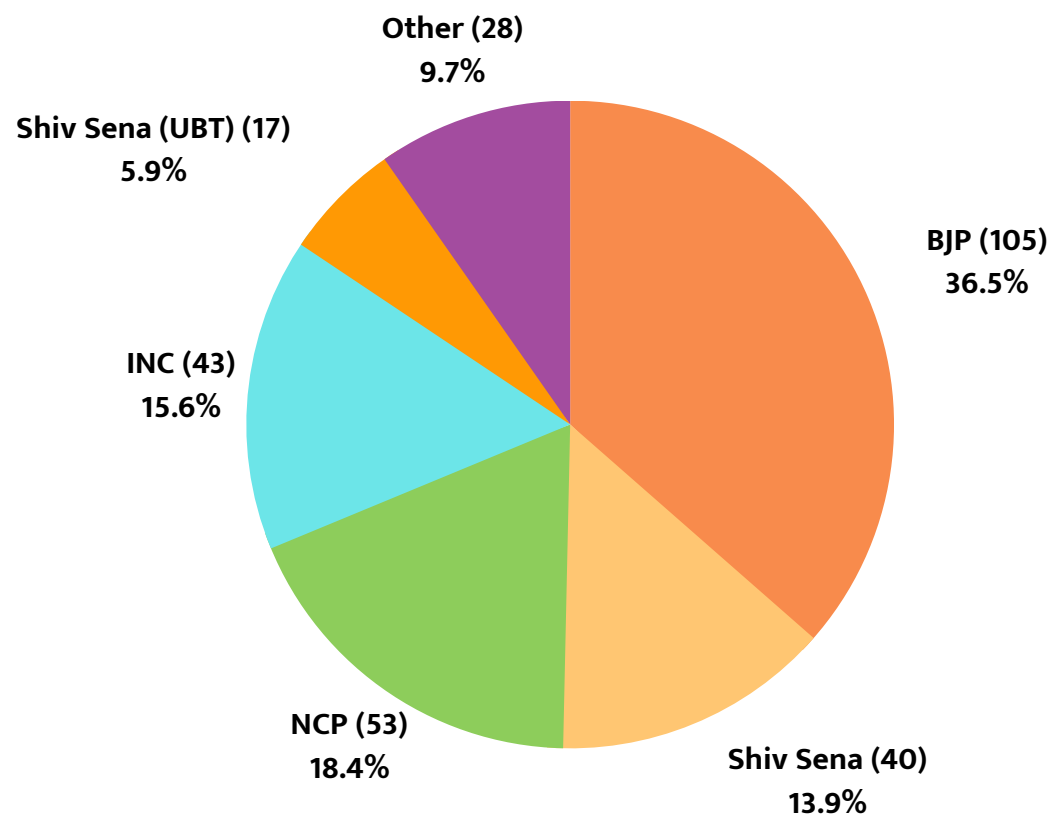


**30M**



**12M**

## COUNT OF THE MLAs IN STATE'S ASSEMBLY

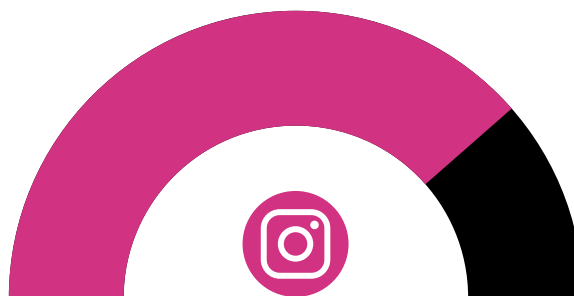


# SOCIAL MEDIA PRESENCE



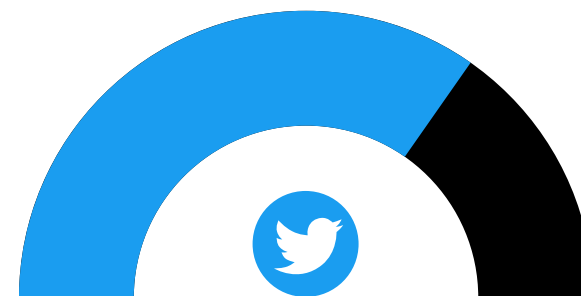
**34 (11.81%)**

34 MLAs ARE ABSENT ON FACEBOOK



**66 (22.92%)**

66 MLAs ARE ABSENT ON INSTAGRAM



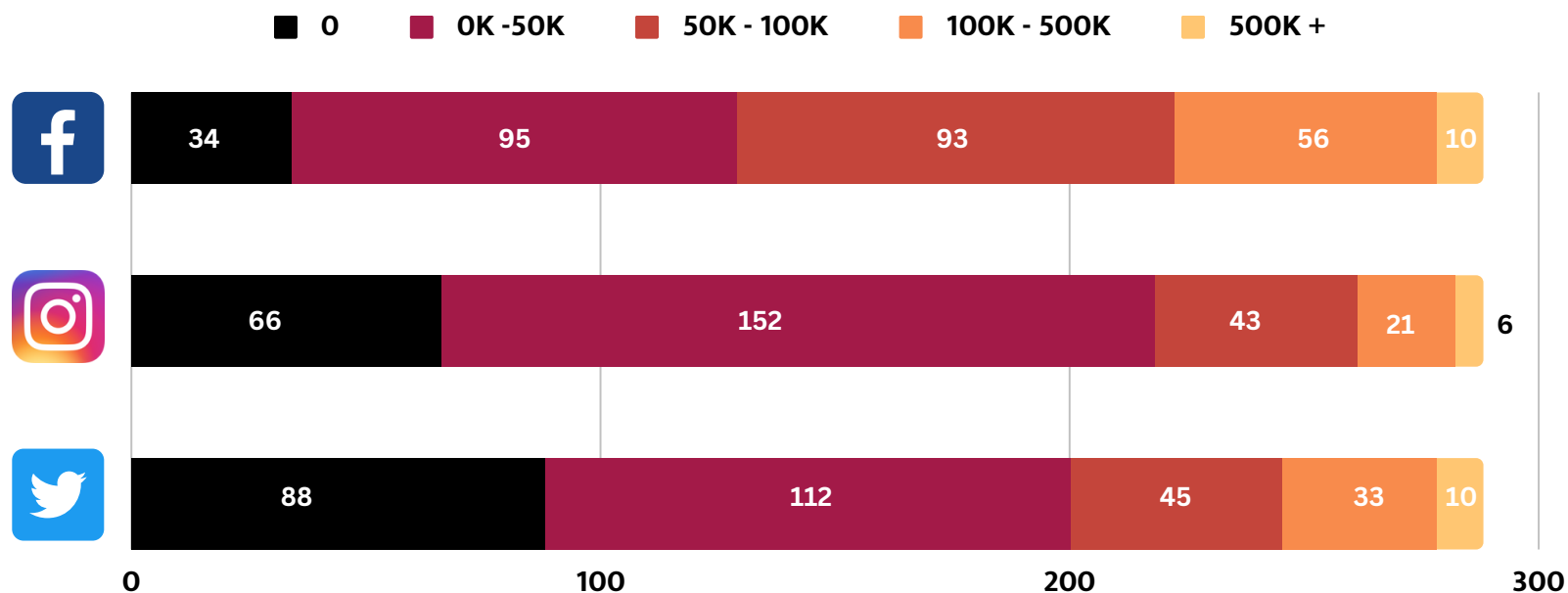
**88 (30.56%)**

88 MLAs ARE ABSENT ON TWITTER

OUT OF TOTAL 288 MLAs IT IS STUNNING REALITY THAT 21 MLAs ARE ABSOLUTELY OUT OF THE BAY (ABSENT) FROM ALL SOCIAL MEDIA PLATFORM

# COUNT OF THE FOLLOWERS

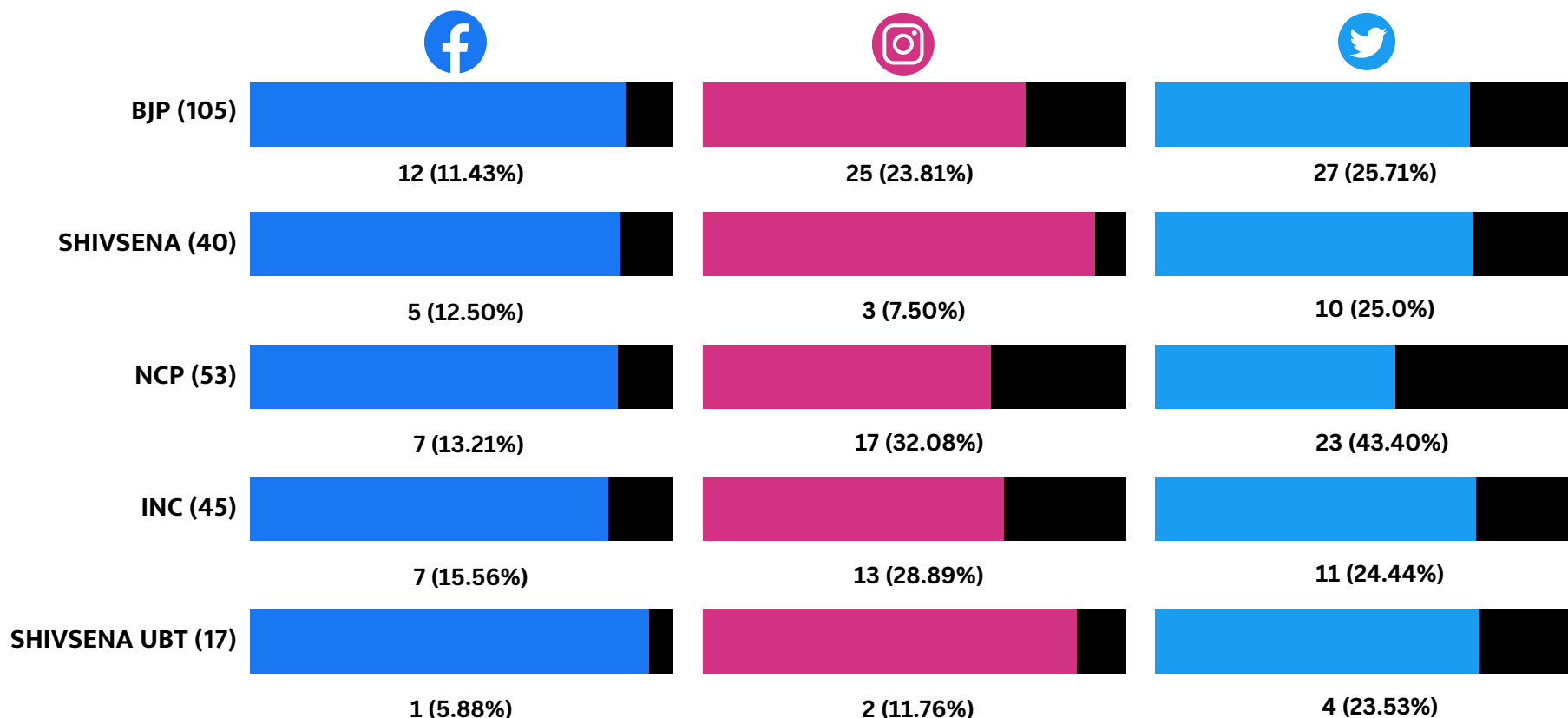
FOLLOWING IS THE GRAPH THAT SHOWS THE COUNT OF THE FOLLOWERS OF MLAs ON VARIOUS SOCIAL MEDIA PLATFORMS (FROM 0k-500k)



222 MLAs HAVE LESS THAN 100K FOLLOWING ON THEIR FACEBOOK  
 261 MLAs HAVE LESS THAN 100K FOLLOWING ON THEIR INSTAGRAM  
 255 MLAs HAVE LESS THAN 100K FOLLOWING ON THEIR TWITTER

# SOCIAL MEDIA PRESENCE (PARTY-WISE)

FOLLOWING CHART IS THE PARTY-WISE NUMBER OF MLAs THAT ARE ABSENT ON VARIOUS SOCIAL MEDIA PLATFORMS



# TOP 5 MLAs WITH HIGHEST FOLLOWING



**Devendra Fadnavis**

9000 K



**Sudhir Mungantiwar**

1200 K



**Eknath Shinde**

917 K



**Sandeep Kshirsagar**

815 K



**Abu Azmi**

764 K



**Eknath Shinde**

1586 K



**Devendra Fadnavis**

1512 K



**Aditya Thackeray**

1039 K



**Ajit Pawar**

607 K



**Rohit Pawar**

522 K



**Devendra Fadnavis**

5800 K



**Aditya Thackeray**

3400 K



**Ajit Pawar**

1500 K



**Eknath Shinde**

960 K



**Dhananjay Munde**

893 K

# ABOUT US

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**'MEDIA INSIGHT'** IS THE ONE OF THE BUDDING RESEARCH PLATFORM IN THE FIELD OF SOCIAO-POLITICAL DOMAIN. IT CURATES YOUNG MIND TO CARRY IN DEPTH RESEARCH ON VARIOUS SOCIO-POLITICAL ISSUES.

IN LINE WITH THESE OBJECTIVES, WE HAVE CARRIED OUT THE PRESENT RESEARCH TO STUDY THE 'SOCIAL MEDIA PRSENCE' OF THE MLAs FROM MAHARASHTRA. AS THE WORLD HAS BEEN ADVANCING IN AN ERA OF DIGITIZATION, WE SHOULD KNOW WHERE IS OUR POLITY AND ITS CRUCIAL REPRESENTATION IS STANDING? THE VERY PURPOSE OF THIS REPORT IS TO ANALYSE THE ISSUE AND TO GET INSIGHT OF DIGITAL INVOLVEMENT OF LEGISLATORS OF MAHARASHTRA VIDHAN SABHA WITH THEIR CONSTITUENTS.

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