



# The Facebook Election 2010

**Overview:** Facebook has been a substantial platform for people in the 2010 general election, helping to spotlight the role of its 23 million UK users throughout the campaign.

## Facebook Election Facts:

- Facebook has 23 million users in the UK, as many who voted in the last general election.
- **Democracy UK:** now has over 168,000 likes, more than any political party on Facebook. It was launched as Facebook's key election hub to engage Facebook's users in the election process.



- **Voter Registration:** in a partnership with the Electoral Commission Facebook hosted a voter registration capacity through its website and encourage those interested to register within a tight deadline. This led to 14,000 extra voter registration forms downloaded via Facebook and a huge spike in visits to 'About My Vote' following a large awareness raising campaign to the UK's 23million Facebook users.

## Jeremy Hunt, Shadow Secretary of State for Culture, Media & Sport said:

"Facebook has played an incredibly important role in our election campaign, helping us build a stronger relationship with the many thousands of people who have joined our movement for change over the past few weeks. The upsurge in support we have had proves that our country is crying out for change, and Facebook has helped us recruit, organise and motivate new supporters to this cause."

- **Leaders' Debates:** using our specifically developed 'rate the debate' dial application, we were able to gauge our users' reactions to the three televised party leaders' debates. We also ran post-debate polling which determined Nick Clegg won each debate by 60% at the first debate, slipping to 45% by the final.

	Cameron	Clegg	Brown
<b>Week 1</b>	19%	60%	21%
<b>Week 2</b>	27%	48%	25%
<b>Week 3</b>	28%	45%	27%



- **Digital Debates:** Facebook and YouTube hosted the UK's first 'digital debate', allowing users to submit and vote on their questions for the three main party leaders. In total we received 5,300 question submissions and 180,000 votes.
- **Prime Minister Poll:** on the eve of the election, Facebook ran a huge poll of 480,000 users asking 'who do you want to be Prime Minister?' - 42% said Clegg with 31% saying David Cameron and 27% Gordon Brown.
- **Constant climate check:** throughout the election we ran numerous opinion polls gauging people's voting intentions, their verdict on the leaders' debates and issues important to the UK.

## Key Facebook Election Stats:

- **23,000,000** active UK users
- **480,000** votes in PM poll
- **180,000** Digital Debate votes
- **168,000** Democracy UK likes
- **164,000** like 3 main parties
- **14,000** Voter registrations via Facebook
- **5,300** Digital Debate questions to party leaders

## Key Democracy UK Page Stats:

- Total Page views: **1,606,954** (up to 30<sup>th</sup> April)
- Unique page views: **1,038,479** (up to 30<sup>th</sup> April)
- Total Interactions (likes, posts and comments) from users: **30,866** (up to 30<sup>th</sup> April)
- Total wall posts from users: **3185**
- Total DUK posts from us: **161** (up to 30<sup>th</sup> April)



Ministry of Mates

- **Election Groups:** election groups were a key barometer for gauging the public response to key election events. Facebook fans flocked to both Nick Clegg and the Liberal Democrats following the first leaders' debate.

The Rage Against the Machine group backing also garnered huge support following the debate and the Leave our Cider Alone group, established during Alasdair Darling's Budget helped to exert pressure on the proposed tax, which has now been dropped.

Official Groups	Pre 1 <sup>st</sup> Leaders' Debate	Wednesday 5 <sup>th</sup> May
<b>Liberal Democrats</b>	<b>17,978</b>	<b>82,258</b>
<b>Nick Clegg</b>	<b>6,063</b>	<b>57,606</b>
<b>Conservatives</b>	<b>45,615</b>	<b>81,492</b>
<b>David Cameron</b>	<b>23,924</b>	<b>36,001</b>
<b>Labour</b>	<b>19,000</b>	<b>7,231</b>
<b>Gordon Brown</b>	<b>No official profile page</b>	<b>No official profile page</b>
Other Issue Groups	Thursday 22 <sup>nd</sup> April	Wednesday 5 <sup>th</sup> May
<b>National Not Voting Conservative Day</b>	29,494	146,167
<b>We got Rage Against the Machine to #1, we can get the Lib Dems into office</b>	135,435	164,538
<b>LEAVE OUR CIDER ALONE!</b>	Created during Budget 22 <sup>th</sup> March	57,071
<b>Gillian Duffy for Prime Minister</b>	Created following Brown's bigot gaffe	852

Ultimately, Facebook was able to provide rolling engagement with the UK public - from anticipating local issues and tracking opinion, through to UK-wide integration with political campaigns and party leaders.

#### Kerry McCarthy, Labour's New Media Spokesperson

"We have led the way on Facebook throughout the campaign to reinforce our activists' offline work on the doorstep. Through micro campaigns like Save Our Sure Start launched on Facebook, to allowing activists to get involved in the live discussion during the Leaders' Debates by using a Facebook app, we have engaged with the widest audiences possible.

This election is about people talking to each other and spreading Labour's message, and we have not only recognised Facebook's value in this, but reinforced our campaign through the site every step of the way. We've made it easy for activists to share our campaign pledges, to invite friends to a Facebook event to vote Labour, and created a unique app which allows people to change their profile picture to a standardised Labour one in the final weeks to publicly show their support. "

#### Application Usage:

- Vote Match: **94,572** monthly active users
- Users of Ministry of Mates app: **83,766**
- Users of Dial Test app (cumulative): **66,358**
- Vote Badges added: **24,000**
- Users of the Vote Badge app: **68,622**
- Photo views: **41,985**

#### User Comments:

- **Ilsa Peasgood** 'Excellent platform for debate, Well done FB'
- **Samuel Dawkins** 'Democracy UK on Facebook is both useful and fun'

**Sam Lockwood, Web Manager for the Liberal Democrats, said:**

"Facebook has proved an important platform for online engagement in a number of different ways.

Firstly, in originating news from our communications team directly to end-users. Catherine Turner (Online Communications Officer) and David Angell (Nick Clegg's Web Officer) have been able to instantly deploy messages, video and campaign branding - generating immediate feedback and positive engagement around key events. Secondly, in creating richer audience experiences via third party Application suites like Involver.

Independent Lib Dem campaigning groups not affiliated to the central Party have also been important in building grassroots support. Most notably the hugely popular 'Rage' group with over 160,000 members created by Ben Stockman."



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