

WHO ARE THE MOST INFLUENTIAL MEPS ON TWITTER?



In recent years, Twitter has become ubiquitous for political conversations and discussions, and has served as a key medium that has driven significant global change to the way we communicate. In Brussels, realising its power MEPs are increasingly turning to Twitter to reach their constituents and other target audiences.

MOST FOLLOWED MEPS

<p>1</p> <p>920K followers</p> <p>Twitalyzer Impact Score: 23.4 Klout Score: 78 # of Tweets: 9310</p>	 <p>Pablo Iglesias Turrion @pablo_iglesias_</p> <p>EU political group: Confederal Group of the European United Left – Nordic Green Left National political group: Podemos Nationality: Spain</p>	<p>6</p> <p>163K followers</p> <p>Twitalyzer Impact Score: 22.7 Klout Score: 68 # of Tweets: 3409</p>	 <p>Martin Schulz @martinschulz</p> <p>EU political group: Group of the Progressive Alliance of Socialists and Democrats National political group: SPD Nationality: Germany</p>
<p>2</p> <p>559K followers</p> <p>Twitalyzer Impact Score: 23.2 Klout Score: 83 # of Tweets: 5248</p>	 <p>Marine Le Pen @mlp_officiel</p> <p>EU political group: Non-attached Members National political group: Front National Nationality: France</p>	<p>7</p> <p>132K followers</p> <p>Twitalyzer Impact Score: 23.1 Klout Score: 78 # of Tweets: 9533</p>	 <p>Matteo Salvini @matteosalvinimi</p> <p>EU political group: Non-attached Members National political group: Lega Nord Nationality: Italy</p>
<p>3</p> <p>427K followers</p> <p>Twitalyzer Impact Score: 24.4 Klout Score: 74 # of Tweets: 11600</p>	 <p>Jean-Luc Mélenchon @jlmelenchon</p> <p>EU political group: Confederal Group of the European United Left – Nordic Green Left National political group: Parti de Gauche Nationality: France</p>	<p>8</p> <p>148K followers</p> <p>Twitalyzer Impact Score: 23 Klout Score: 81 # of Tweets: 11400</p>	 <p>Nadine Morano @nadine__morano</p> <p>EU political group: Group of the European People's Party (Christian Democrats) National political group: UMP Nationality: France</p>
<p>4</p> <p>213K followers</p> <p>Twitalyzer Impact Score: 23.8 Klout Score: 78 # of Tweets: 7598</p>	 <p>Nigel Farage @nigel_farage</p> <p>EU political group: Europe Freedom and Direct Democracy Group National political group: UK Independence Party Nationality: UK</p>	<p>9</p> <p>124K followers</p> <p>Twitalyzer Impact Score: 21.6 Klout Score: 79 # of Tweets: 2236</p>	 <p>Eva Joly @evajoly</p> <p>EU political group: Group of the Greens/European Free Alliance National political group: Europe Ecologie Nationality: France</p>
<p>5</p> <p>219K followers</p> <p>Twitalyzer Impact Score: 20.5 Klout Score: 57 # of Tweets: 3005</p>	 <p>Jerzy Buzek @JerzyBuzek</p> <p>EU political group: Group of the European People's Party (Christian Democrats) National political group: Platforma Obywatelska Nationality: Poland</p>	<p>10</p> <p>93.5K followers</p> <p>Twitalyzer Impact Score: 19.3 Klout Score: 63 # of Tweets: 2018</p>	 <p>Rachida Dati @datirachida</p> <p>EU political group: Group of the European People's Party (Christian Democrats) National political group: UMP Nationality: France</p>

TWITTER REACH

5 billion estimated impressions from

24,846 Twitter mentions

24,846 mentions

104 Tweets/day

4.35 Tweets/hour

Methodology

Using data gathered and analysed from Twitter, Sysomos' Media Analysis Platform (MAP), and other sources, H+K examined the Twitter activity of MEPs' over the last 9 months (between July 2014 and March 2015) since they were elected to the European Parliament.