

SOCIAL MEDIA MONITORING 2018 PRESIDENTIAL ELECTION

FIRST INTERIM REPORT



Methodology

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- I. Monitoring of direct electoral activity and violation of electoral legislation on Facebook;
- II. Monitoring of attempts to discredit electoral subjects, political and electoral processes, possibly with the aim of influencing voter attitudes;
- III. Monitoring divisive value based narratives, which become active in the election context.

Methodology

First Interim Report covers

1. Activities of Facebook pages of presidential candidates, parties that nominated these candidates and official campaign pages, and their compliance with legislation.
2. Campaigning by local self-government civil servants on Facebook.
3. Monitoring of official Facebook pages of local self-government and Ajara A/R bodies.
4. Activity of Facebook pages set up primarily for discreditation purposes, their tactics and main messages.

Scope of Monitoring

- **19 official Facebook pages** of presidential candidates, political parties and campaigns (*monitoring period: August 29 – October 9*)
- **98 official Facebook pages** of local self-government and Ajara A/R bodies (*monitoring period: June 1 – October 18*)
- Personal profiles of **665 public servants** on key positions from 65 municipalities (*monitoring period: August 29 – October 4*)
- **54 Facebook pages** of discrediting nature (*monitoring period: June 1 – October 18*)

Official Facebook Pages of Presidential Candidates, and Parties that Nominated/Endorsed them

- **Facebook pages of Georgian Dream and Salome Zourabichvili:** [ქართული ოცნება/Georgian Dream](#); [სალომე - პრეზიდენტად / Salome Zourabichvili](#); [სალომე ზურაბიშვილი / Salome Zourabichvili](#);
- **Facebook pages of the United National Movement, Grigol Vashadze, United opposition – Strength in Unity, and its member parties:** [ერთიანი ნაციონალური მოძრაობა](#); [Gregory Vashadze / გრიგოლ ვაშაძე](#) ; [ძალა ერთობაშია / Strength in Unity](#) ; [ახალი საქართველო ; ეროვნულ დემოკრატიული პარტია National Democratic Party of Georgia](#);
- **Facebook pages of the European Georgia and David Bakradze:** [ევროპული საქართველო - მოძრაობა თავისუფლებისთვის](#); [დავით ბაქრაძე -David Bakradze](#) ;
- **Facebook pages of Girchi and Zurab Japaridze:** [Zurab Japaridze](#) ; [გირჩი / Girchi](#) ;
- **Facebook pages of Davit Usupashvili, Development Movement and Free Democrats:** [თავისუფალი დემოკრატები / Free Democrats](#) ; [შენების მოძრაობა • Development Movement](#) ; [David Usupashvili Official](#)
- **Facebook pages of Free Georgia and Kakha Kukava:** [Kakha Kukava / კახა კუკავა](#) ; [თავისუფალი საქართველო](#)
- **Facebook pages of the Labour Party and Shalva Natelashvili:** [ლეიბორისტული პარტია • Labour Party](#) ; [Shalva Natelashvili - შალვა ნათელაშვილი](#)

Official Facebook Pages of Candidates and Parties

- 19 pages
 - 1,157,905 users that like these pages*
 - 5,542 posts published by the pages*
-
- Activities of the official Facebook pages, mostly within the legal requirements
 - Facebook pages of Kakha Kukava and Shalva Natelashvili contained xenophobic content and hate speech

**As of October 25*

Official Facebook Pages of Local Self-Government Bodies

Official Facebook Pages of LSG Bodies

- Trend of abuse of administrative resources not found
 - ***Exception: Ninotsminda Sakrebulo (assembly) and Tbilisi City Hall pages***
- No signs of increased activity after the launch of the election period
- Use of public pages for unnecessary purposes by 13 Facebook pages of municipalities in Imereti region

Facebook post from the official Facebook page of Kutaisi Mayor Giorgi Chigvaria responding to Rustavi 2 was shared on 13 different official Facebook pages of Imereti municipalities



ქუთაისის მერიის საგანგებო განცხადება

Like Comment

გიორგი ჭიღვარია ქუთაისის მერი / Giorgi Tchighvaria

Follow

77

საჩხერის მუნიციპალიტეტის მერია shared a video. September 16 · 🌐

Show Attachment

2 1 Share

Like Comment Share

ზესტაფონის მუნიციპალიტეტის მერია shared a video. September 16 · 🌐

Show Attachment

2 1 Comment

Like Comment Share

ხარაგაულის მუნიციპალიტეტის მერია-Kharagauli Municipality Hall shared a video. September 16 · 🌐

Show Attachment

Campaigning by Civil Servants



PUBLIC SERVANTS CAMPAIGNING ON FACEBOOK



42

PUBLIC SERVANTS

FROM

29

MUNICIPALITIES

WERE CAMPAIGNING ON FACEBOOK DURING WORKING HOURS

51 PUBLIC SERVANTS FROM **26** MUNICIPALITIES - IN NON-WORKING HOURS

Discrediting Pages on Facebook



DISCREDITATION OF SALOME ZURABISHVILI AND GEORGIAN DREAM



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
18.05.2013	God, Hit Us With A Stool	127,972	950
08.07.2014	Official Agency of Making Fun of Dreamers	111,682	1,829
11.11.2014	Society Society 2030-2032	42,668	378
09.12.2012	Free Zone	35,826	509
04.08.2015	Wise Dreamer	34,997	567
28.09.2013	I'm Meeting Mikheil Saakashvili In Georgia	17,297	730
02.09.2018	Stop Bidzina	11,220	742
09.11.2015	Dreamer Nazi	10,993	5
24.10.2012	Cool Guy's Abbey	7,955	146
05.02.2018	Department of Fighting Against Bullshit	6,388	317
DELETED IN OCTOBER	Support of Mikheil Saakashvili	5,974	42
16.05.2018	People vs. Ivanishvili	5,812	103
27.06.2018	Political Trash	4,765	212

Information about Facebook pages discrediting Salome Zourabichvili and the Georgian Dream, their creation dates, number of page likes and number of posts (June 1 – October 18)



DISCREDITATION OF SALOME ZURABISHVILI AND GEORGIAN DREAM



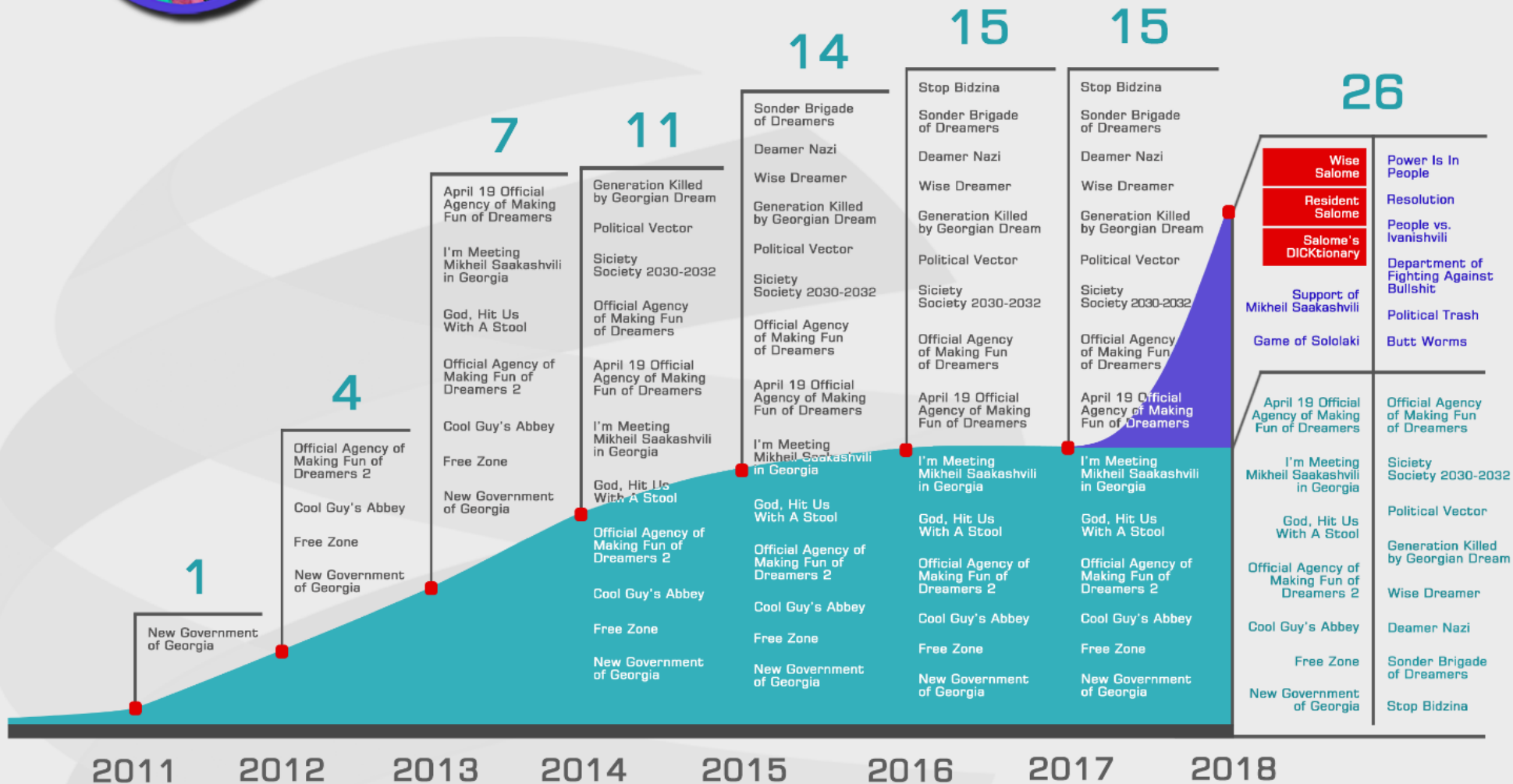
2/2

DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
21.06.2014	 Political Vector	3,586	1,318
09.08.2018	 Resident Salome	3,407	65
01.12.2012	 Official Agency of Making Fun of Dreamers 2	2,992	1,283
31.07.2018	 Resolution	2,725	48
04.04.2014	 Generation Killed by Georgian Dream	2,696	188
16.07.2018	 Power Is In People	2,603	142
09.03.2013	 April 19 Officail Agency of Making Fun of Dreamers	2,223	380
10.06.2011	 New Government of Georgia	1,828	19
22.06.2018	 Butt Worms	1,685	9
12.09.2018	 Wise Salome	1,241	23
25.09.2018	 Salome's DICKtionary	1,168	4
10.09.2018	 Game of Sololaki	1,134	55
11.11.2015	 Sonder Brigade of Dreamers	140	3

Information about Facebook pages discrediting Salome Zourabichvili and the Georgian Dream, their creation dates, number of page likes and number of posts (June 1 – October 18)



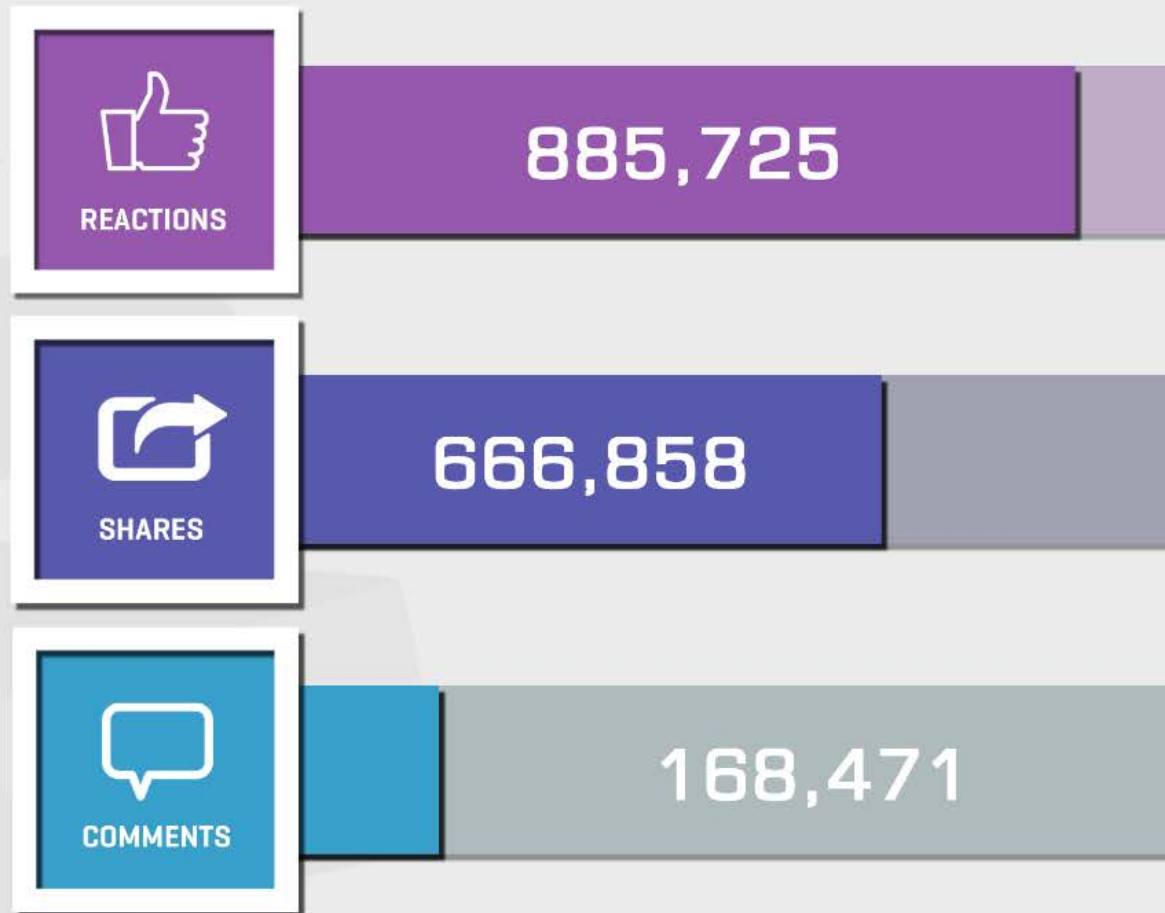
TIMELINE OF CREATION OF FACEBOOK PAGES DISCREDITING SALOME ZURABISHVILI AND GEORGIAN DREAM



Timeline of creation of Facebook pages discrediting the Georgian Dream and pages with the aim of discrediting Salome Zourabichvili from 2018



TOTAL ENGAGEMENT ON THE POSTS DISCREDITING SALOME ZURABISHVILI AND GEORGIAN DREAM



Public engagement with posts published by pages targeting Salome Zurbashvili and the party that has endorsed her candidacy – the Georgian Dream, which includes number reactions, comments and shares (June 1 – October 18)





DISCREDITATION OF GRIGOL VASHADZE AND NATIONAL MOVEMENT



DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
15.08.2012	Mikheil Ukrainologist	131,252	682
05.10.2016	Gastroller	44,114	254
27.04.2013	United Provocative Movement	41,052	41
05.11.2012	Fuck Your Opposition	34,892	56
16.02.2016	Unofficial: Rustavi 5	26,972	33
27.06.2017	Too Much of Udumashvili	19,650	35
11.07.2017	Is Nazi (National) A Human?	18,004	319
12.09.2018	Don't Be Afraid, Misha	13,022	13
02.03.2018	You Were There, You Should've Done It	12,047	415
02.04.2018	Hero of Our Time	11,985	196
16.05.2013	Reveal It	7,977	34
22.04.2018	Political Madhouse	7,457	104
06.07.2018	I Remember	7,422	115
27.06.2018	Political Trash	4,765	212

Facebook pages discrediting Grigol Vashadze and the UNM, their creation dates, number of page likes and number of posts (June 1 – October 18)



DISCREDITATION OF GRIGOL VASHADZE AND NATIONAL MOVEMENT

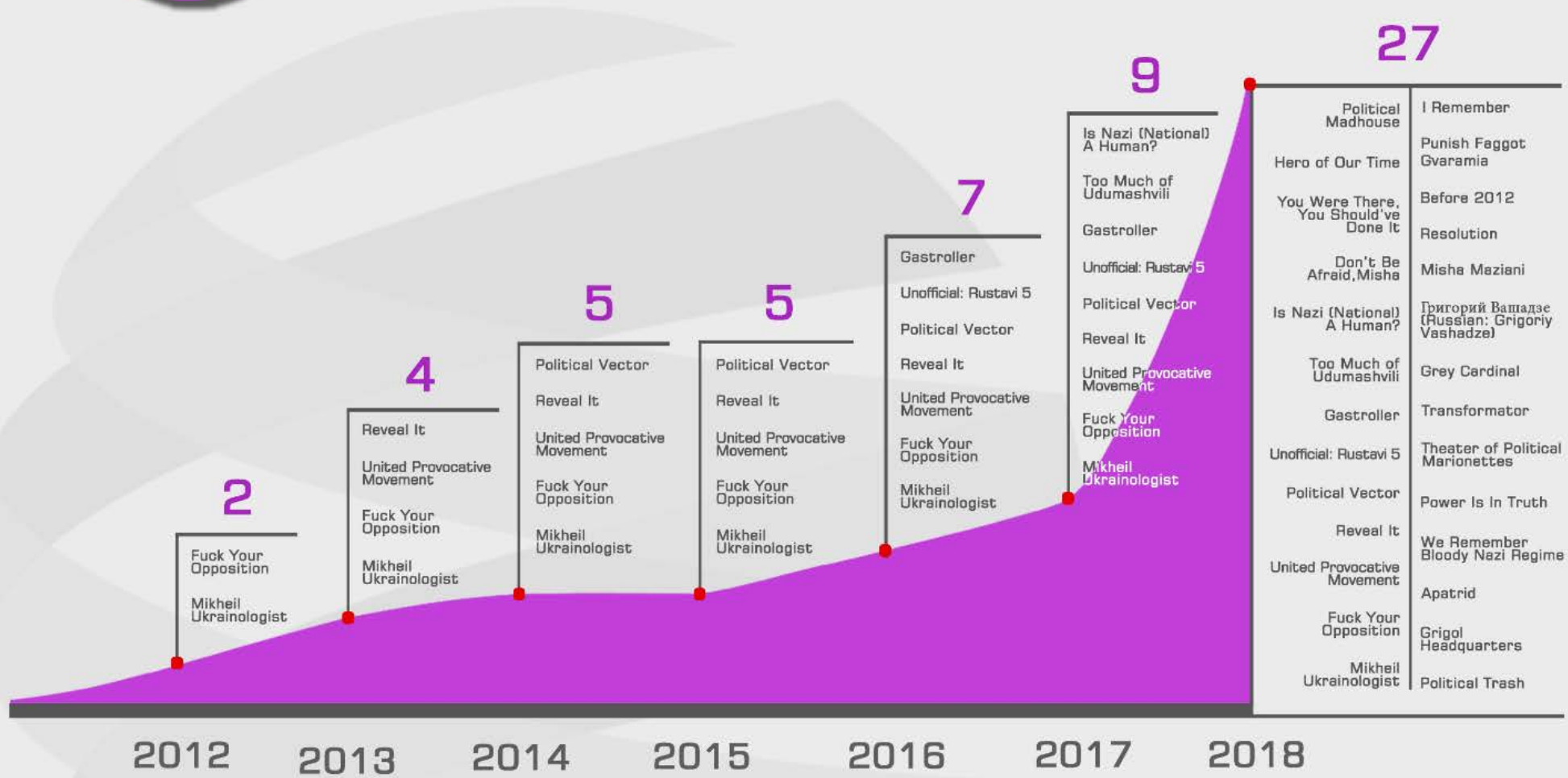


DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
20.07.2018	Grigol Headquarters	4,284	94
04.06.2018	Punish Faggot Gvaramia	3,942	201
21.06.2014	Political Vector	3,586	1,318
08.06.2018	Before 2012	2,728	69
31.07.2018	Resolution	2,725	48
02.07.2018	Misha Maziani	1,474	47
25.09.2018	Григорий Вашадзе (Russian: Grigoriy Vashadze)	760	35
22.09.2018	Grey Cardinal	613	9
17.06.2018	Apatrid	437	8
12.06.2018	Transformator	333	10
01.10.2018	Theater of Political Marionettes	240	10
28.08.2018	We Remember Bloody Nazi Regime	75	26
14.08.2018	Power Is In Truth	62	129

Facebook pages discrediting Grigol Vashadze and the UNM, their creation dates, number of page likes and number of posts (June 1 – October 18)



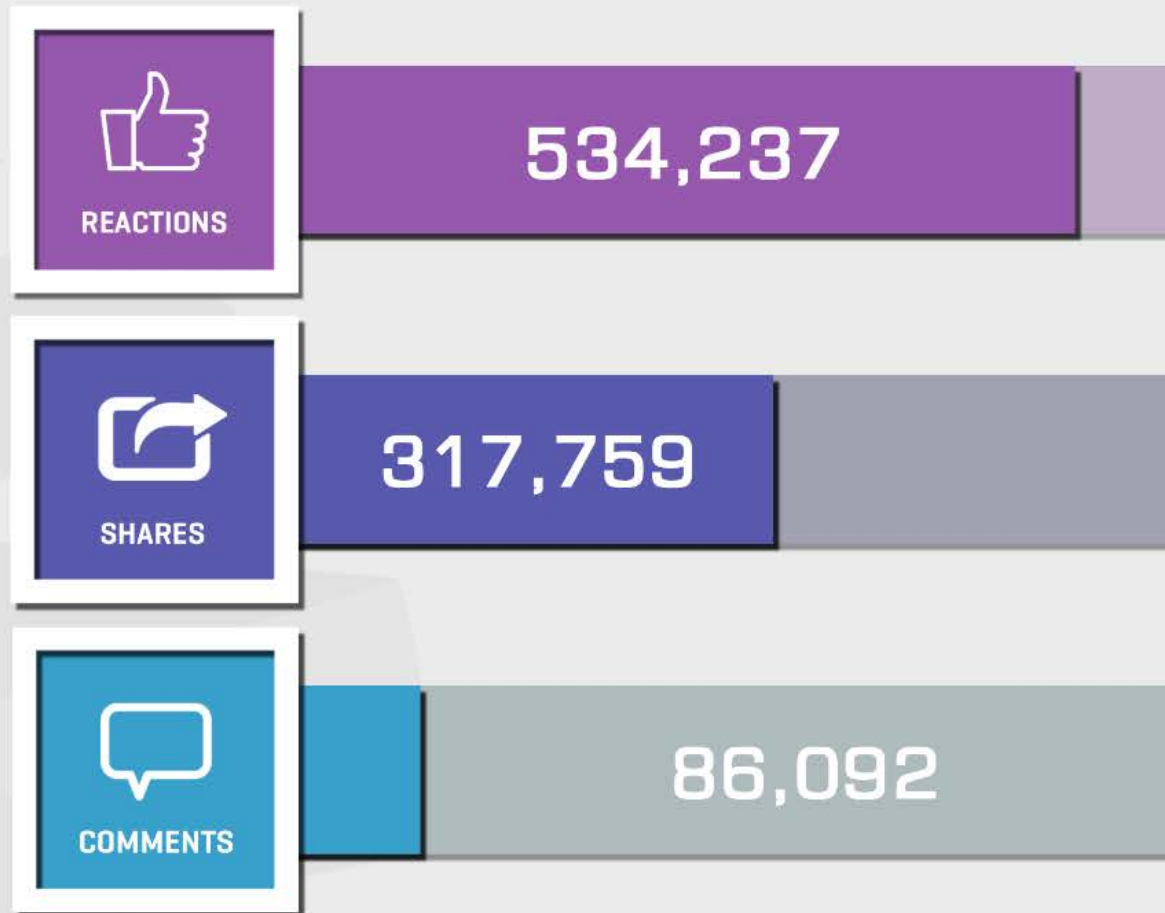
TIMELINE OF CREATION OF FACEBOOK PAGES DISCREDITING GRIGOL VASHADZE AND UNM



Timeline of creation of the pages discrediting the UNM, with pages discrediting Grigol Vashadze added in 2018



TOTAL ENGAGEMENT ON THE POSTS DISCREDITING GRIGOL VASHADZE AND NATIONAL MOVEMENT










Public engagement with posts published by pages targeting Grigol Vashadze and the UNM, which includes number of reactions, comments and shares (June 1 – October 18)





DISCREDITATION OF DAVID BAKRADZE AND EUROPEAN GEORGIA

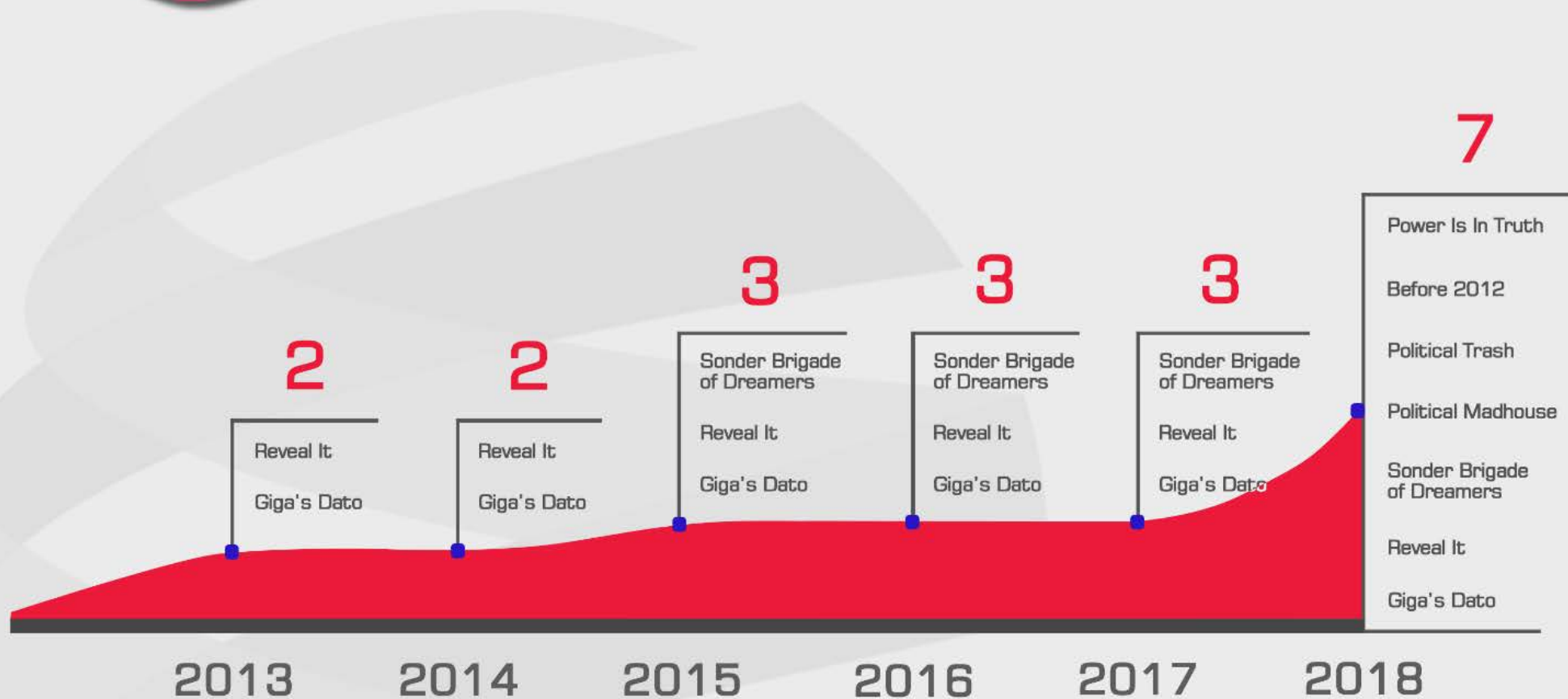


DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
16.05.2013	 Reveal It	7,977	34
22.04.2018	 Political Madhouse	7,457	104
27.06.2018	 Political Trash	4,765	212
08.06.2018	 Before 2012	2,728	69
01.11.2013	 Giga's Dato	2,134	58
11.11.2015	 Sonder brigade of Dreamers	140	3
14.08.2018	 Power Is In Truth	62	129

Facebook pages discrediting Davit Bakradze and the European Georgia, their creation dates, number of page likes and number of posts (June 1 – October 18)



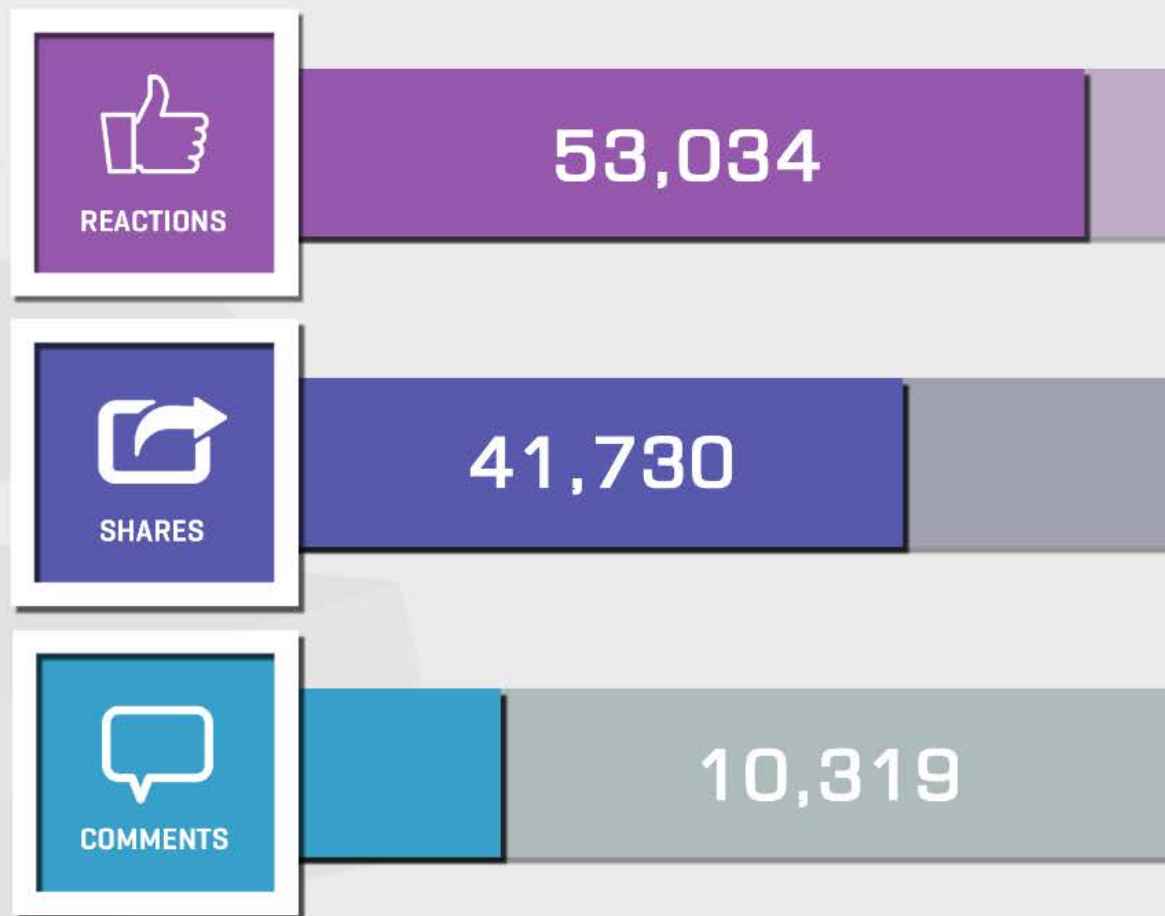
TIMELINE OF CREATION OF FACEBOOK PAGES DISCREDITING DAVID BAKRADZE AND EUROPEAN GEORGIA



Timeline of creation of Facebook pages discrediting Davit Bakradze and European Georgia



TOTAL ENGAGEMENT ON THE POSTS DISCREDITING DAVID BAKRADZE AND EUROPEAN GEORGIA







Public engagement with posts published by pages targeting Davit Bakradze and the European Georgia, which includes reactions, comments and shares (June 1 – October 18)





DISCREDITATION OF OTHER CANDIDATES / POLITICIANS

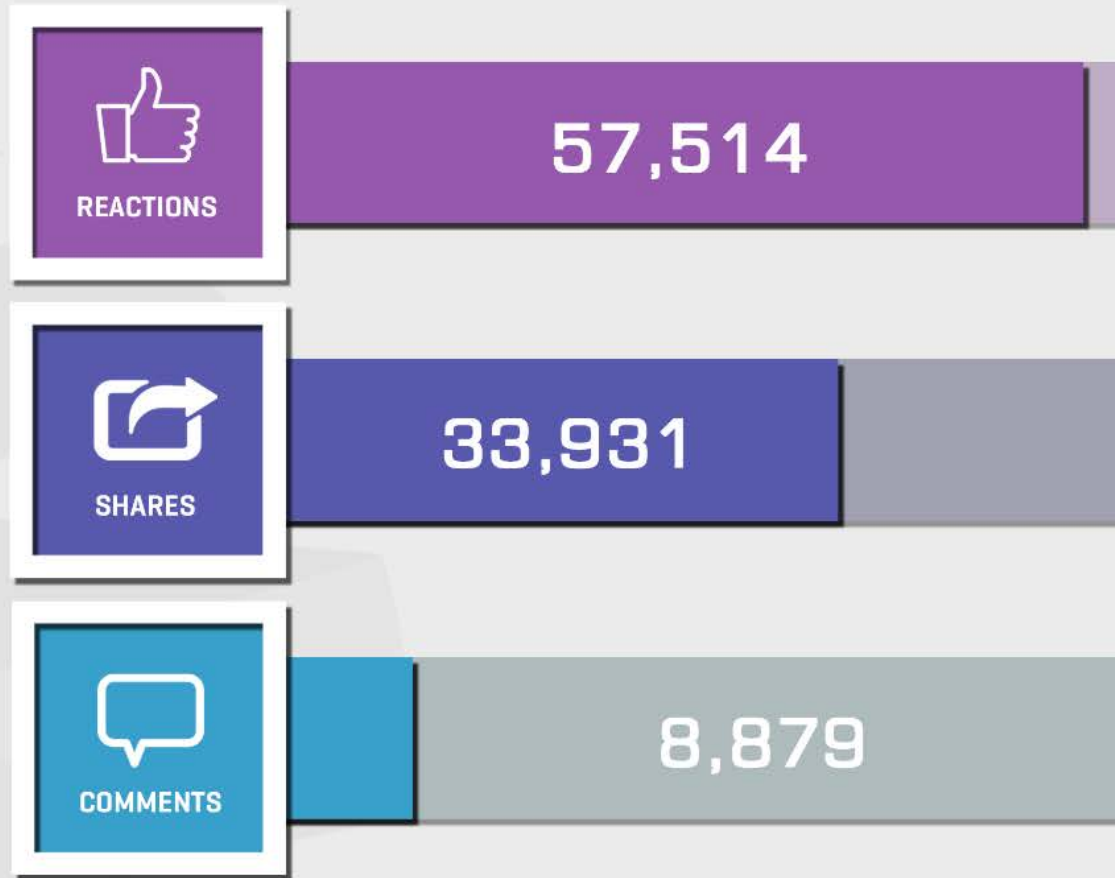


DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
05.10.2016	 Gastroller	44,114	254
27.06.2018	 Political Trash	4,879	220
20.08.2018	 Highly Rated Parties and Leaders	1,100	26
21.07.2018	 Giorgi Kvirikashvili's Team	900	16
05.08.2018	 Traitors of Georgia	443	6

Facebook pages discrediting other candidates and politicians, their creation dates, number of page likes and number of posts (June 1 – October 18)



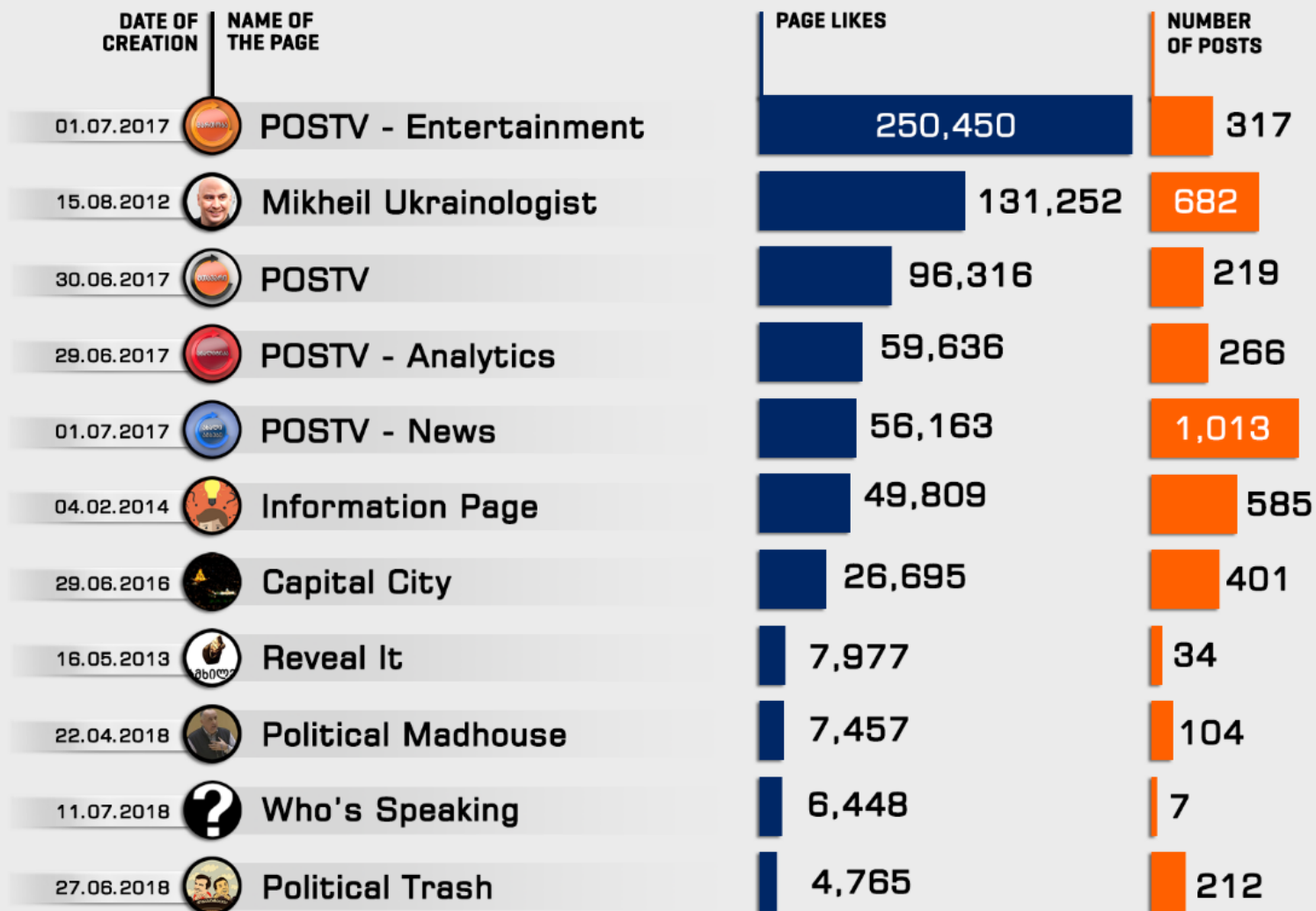
TOTAL ENGAGEMENT ON THE POSTS DISCREDITING OTHER CANDIDATES/POLITICIANS



Public engagement with posts published by pages targetting Davit Usupashvili, Zurab Japaridze, Shalva Natelashvili and other politicians, which includes reactions, comments and shares (June 1 – October 18)



DISCREDITATION OF POLITICAL PROCESSES



Facebook pages discrediting political processes, their creation dates, number of page likes and number of posts (June 1 – October 18)

DISCREDITATION OF POLITICAL PROCESSES

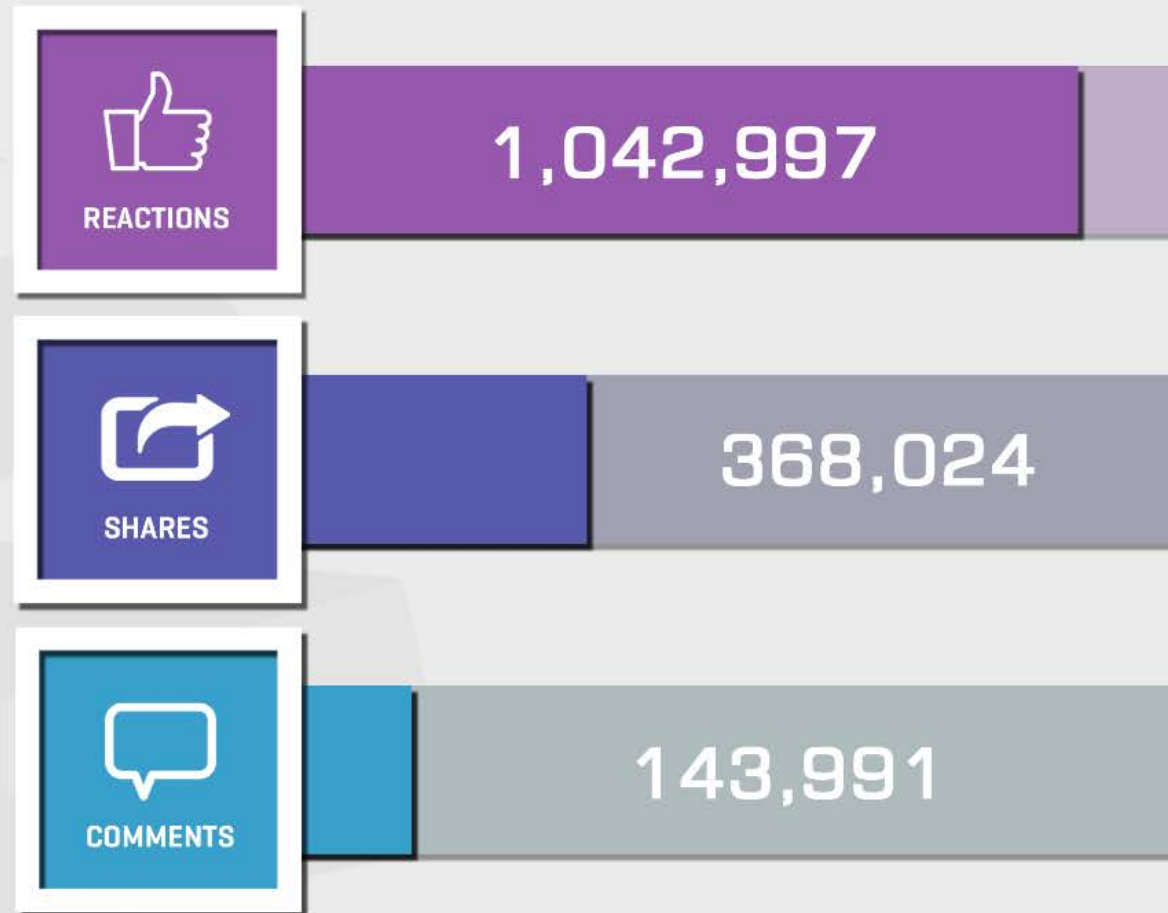


DATE OF CREATION	NAME OF THE PAGE	PAGE LIKES	NUMBER OF POSTS
27.04.2018	 Reliable Source	4,653	78
09.01.2018	 Your TV	4,279	25
22.12.2014	 Georgian Press	3,559	182
08.06.2018	 Before 2012	2,728	69
13.01.2010	 Election Media Center	2,316	318
28.05.2018	 Truth	1,680	32
29.05.2018	 Hidden Stories	1,500	12
27.08.2018	 Stories	1,495	238
27.08.2018	 NewsFeed	841	165
14.08.2018	 Power Is In Truth	62	129

Facebook pages discrediting political processes, their creation dates, number of page likes and number of posts (June 1 – October 18)



TOTAL ENGAGEMENT ON THE POSTS DISCREDITING POLITICAL PROCESSES



Public engagement with posts published by pages discrediting political processes, which includes reactions, comments and shares (June 1 – October 18)



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