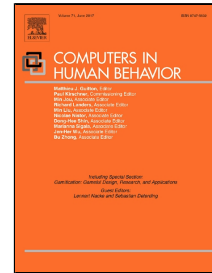


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The Social Media Balancing Act: Testing the Use of a Balanced Self-Presentation Strategy for Politicians Using Twitter

Jonas Colliander, Ben Marder, Lena Lid Falkman, Jenny Madestam, Erik Modig, Sofie Sagfossen



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Research highlights:

1. Personal tweets by politicians foster increased party interest and intention to vote
2. Balancing professional and personal communications is the best strategy
3. Liking the tweets is a significant mediator of favorable response

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