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RESEARCH PAPER

The Impact of Social Media Campaigns on the 2024 Elections in District Jhang

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ABSTRACT

This paper investigates the impact of social media campaigns on the voting behavior of university and college students in District Jhang, Pakistan, in the general elections of 2024. Social media has become a powerful tool for political engagement on a large scale, with platforms such as Facebook, Instagram, and Twitter actively shaping young voters' political identities and loyalties. To understand this effect, we surveyed 220 students, examining how social media influences their voting decisions. The findings show that targeted content, including political headlines, memes, endorsements, and advertisements, plays a significant role in shaping young voters' opinions. Based on 1,753,999 registered voters in county, the impact of social media on electoral choices reflects broader trends in Pakistani elections. The study recommended that political parties increase their social media usage to better engage youth and also promote media literacy to combat misinformation. In addition, a dual online and offline campaign system is proposed to strengthen segmentation and ensure effective political communication.

| **KEYWORDS** | District Jhang, Elections, Pakistan, Political Parties, Social Media |

Introduction

The impact of social media as a factor determining electoral behavior has gained popularity, especially among the youthful people. (Smith 2023; Muzaffar, et. al., 2019; Muzaffar, et. al., 2020). To these ends, the analysis of the 2024 general elections in District Jhang in Pakistan has been conducted to identify the influence of social media campaigns in voters' decisions. As one of the most diverse and competently politicized districts in Pakistan, District Jhang is in many ways a perfect testing ground for such phenomena (Rizwan, 2024).

As mentioned earlier, in the 2024 elections, District Jhang had a total of 1753999 registered voters, out of which 936055 had a percentage ratio of 53.37 percent for male voters and 46.63 percent for female voters (Election Commission of Pakistan, 2024). The district was divided into three constituencies for the National Assembly: the first is NA-108, followed by NA-109, and then NA-110, according to the Election Commission of Pakistan: 2024. In NA-108, a total of 16 candidates participated in the election, and in NA and in NA-109, 22 candidates were in the field to contest the election, while in NA-110, there were only 15 candidates who were on the field to contest the election. Additionally, the district had seven constituencies for the Provincial Assembly: The PP-125 has 18 candidates; PP-126 has 19 candidates; PP-127 has 36 candidates. PP-128 with 17 candidates; PP-129 with 17 candidates; PP-130 with 9 candidates; PP-131 with 19 candidates (Election Commission of Pakistan, 2024).

In the totality of the 2024 elections, there were 59.22 million people to vote and to remain at position 6.47 million more voters have been added to it in comparison to the 2018

general elections, and while the PTI, PML-N, PPP, and TLP have got new added voters in terms of absolute figure between 2018 to 2024 (Gallup Pakistan, 2024). It became clear that there had been a slight change of tide with regard to the voting system in Pakistan's major political parties. The PTI, with its independent candidates, got 18.46 million votes; it still managed to gain 1 million more votes than its predecessor. From the election commission of Pakistan in the year 2024, the 2018 result showed a statistic of 69 million votes. This increase was especially prominent in Punjab and Khyber Pakhtunkhwa (KP), of which PTI received roughly 1. Each obtained 5 million and 1 million more votes than the preceding one. Nevertheless, regarding the overall vote share, PTI reduced its vote share in Sindh by almost 800,000 votes and in Baluchistan and Islamabad by 72,000 votes (Election Commission of Pakistan, 2024).

The Pakistan Muslim League Nawaz (PML-N) got 14 million votes in polls in 2024, which is 1 million more than what it polled in 2023 (Election Commission of Pakistan, 2024). Likewise, with 8% of the vote, the Pakistan People's Party (PPP) came into existence. The conservatives received 24 million votes, an increase of one of 1.32 million voters from the previous elections between the years 2018 and 2024 (Election Commission of Pakistan, 2024). TLP was another party that managed to garner a higher vote share, although still insignificant, which was necessary for them to be represented in the parliament by Gabrielle with 2. Earlier, the ruling party won 86 million votes in the 2020 polls, and in the 2024 election, there is a projection that the votes will increase by 89 million. The total electoral votes obtained in the last election in the total 82 years from the Election Commission of Pakistan, which is 76 million in the year 2024 from 2018. One of the emergent political parties was the Muttahida Qaumi Movement (MQM), which was able to gain approximately 400,000 more votes in comparison with the previous year (2018), and thus, the seats it was allocated had increased sharply (Election Commission of Pakistan, 2024).

In general, these changes in the electoral trends point to a shift in the political map in Pakistan, where major parties have different levels of support in different provinces, and where PTI continues to strengthen its positions in some of them while facing certain difficulties in others. Such trends offer essential information that defines the dynamics of the voters' choice and the strategies influencing contemporary Pakistani politics (Smith & Khan, 2024). Political parties implemented the use of several technology products in the campaigns, especially with the youthful, technologically inclined voters (Jathol, et. al., 2024)

To measure Pakistani respondents' exposure and participation in social media political campaigns, a cross-sectional survey of 220 graduation-level university and college students from District Jhang was conducted. From the study, meaningful findings, which bring out the fact that social media, and in particular Facebook, Instagram, and Twitter, were close to influencing the political sentiments and the voting decisions of these young voters. When asked if they have ever taken into account any social media campaigns for electoral purposes, 75% of the respondents answered affirmatively, which goes to show how powerful things like paid Facebook and other social media campaign ads, memes, and/or influencer endorsements are in the digital domain.

The elections held in Pakistan in the year 2024 were also characterized by a high turnout of new voters; out of 128,585,760 registered voters across the country, 22,000,000 were newly registered, as reported by Dawn News in the year 2024. The significant influx of new voters coupled with the strategic use of social media highlights the evolving landscape of political campaigning in Pakistan. This study aims to provide insights into

how digital marketing can be optimized to enhance voter engagement and inform future electoral strategies.

Table 1
National Assembly Election 2024 in District Jhang

Constituency	Winner Candidate	Political Party	Obtained votes in 2024 General Election
NA 108 Jhang	Sahibzada Muhammad Mehbob Sultan	IND- Supported by PTI	169578
NA -109 Jhang	Waqas Akram	IND- Supported by PTI	176586
NA-110 Jhang	Muhammad Ameer Sultan	IND- Supported by PTI	199590

Source: Website of Election Commission of Pakistan

Table 2
Provincial Assembly (Punjab) Election 2024 in District Jhang

Constituency	Winner Candidate	Political Party	Obtained votes in 2024 General Election
PP 125 Jhang	Ghulam Ahmad Gadi	IND- Supported by PTI	55734
PP -126 Jhang	Mehar Muhammad Nawaz	IND- Supported by PTI	45400
PP-127 Jhang	Sheikh Muhammad Akram	IND- Supported by PTI	50232
PP-128 Jhang	Ghazanfar Abbas Shah	IND- Supported by PTI	62356
PP-129 Jhang	Mian Muhammad Asif	IND- Supported by PTI	37235
PP-130 Jhang	Shahbaz Ahmad	IND- Supported by PTI	67618
PP-131 Jhang	Mian Muhammad Azam	IND- Supported by PTI	73201

Source: Website of Election Commission of Pakistan

Literature Review

The use of social media in the decision-making of the voters has therefore become a subject of increasing research focus in the field of political communication (Das, A., Ghosh, A., & Kumari, S. 2021). The situation in the 2024 District Jhang elections in Pakistan is used as an example of this phenomenon; thus, through the Prism of the Agenda-Setting Theory, Framing Theory, and Uses and Gratifications Theory.

Agenda-Setting Theory

In this research, the media interference theory used is the agenda-setting theory, which postulates that media defines what the public should consider important and hence captures their attention to some specific issues (McCombs & Shaw, 1972). This theory is quite pertinent in understanding the 2024 District Jhang elections, whereby social media was useful in identifying the issues of concern. In this election, Pakistan Tehreek-e-Insaf (PTI), among other political parties in Pakistan, deliberately positioned their agenda to please or address the needs of the public. The message of the PTI was quite appealing; its political campaign was titled "Zulm ka Badla Vote Se," meaning the revenge of oppression through vote. Some major setbacks; for example, the leadership of PTI is in jail most of the time; they have potential contenders with no electoral logo; still, PTI had the choice of making issues of oppression, and such voters reach them effectively. It proved effective in PTI's success that led to the party's victory across the NA and PA seats in District Jhang (Election Commission of Pakistan, 2024).

This occurs as proposed by the agenda-setting theory, which suggests media controls what the public thinks about by placing specific issues at the forefront. In the 2024 District Jhang elections also, PTI through social media sharpened the voter's attention on the particular issues highlighted by the PTI, even though the winners were nominated from the independent category but were supported by the PTI.

Framing Theory

Framing theory postulates that the presentation of information affects the perception and the interpretation by the audience (Entman, 1993). A study on the use of framing techniques observed in the social media campaigns in the 2024 District Jhang elections revealed extensive use of the tool. In this case, candidates and parties carefully constructed messages to manipulate voters' perceptions of specific issues and the character of the candidates. For example, PTI built its campaign on very prominent themes such as oppression, people fighting against injustice, and such themes kept those voters engaged. This also served not only the mobilization of PTI supporters but also the movement of the so-called'swing voters' who were convinced by the language of 'justice' against the corrupt political elites and the promise of change (Scheufele & Tewksbury, 2007). Local newspapers in Pakistan, including the Dawn and the Express Tribune, were able to also point out how the framing strategies were utilized effectively by the PTI in its campaign ads (Dawn, 2024; The Express Tribune, 2024).

Uses and Gratifications Theory

The consumer-centered theory of uses and gratifications Theory maintains a place of consumer action and postulates that media is used in order to fulfill certain wants and needs by the consumers (Katz et al., 1973). The theory under discussion is helpful to gain an understanding of why the voters of District Jhang resorted to social media during the election campaign. The social media was widely utilized for searching for information, participating in political discussions, and for free speech needs. Since SNS are interactive in nature, the users were able to satisfy their needs for information, emotional interaction, and personal identity validation (Ruggiero, 2000). Through such motivators, political marketing campaigns adjusted their tactics towards voters to enable them to be reached in the best way. For instance, PTI employed the use of Twitter and Facebook to share their campaign message, engage with supporters, and mobilize voters; hence, it was able to capitalize on the overall gratifications being sought by the audience (The News International, 2024).

In the light of the 2024 District Jhang elections, it was seen that the social media campaigns influenced the voter's decisions. Based on the three theories—Agenda-Setting Theory, Framing Theory, and Uses and Gratifications Theory—of this research, it becomes possible to investigate how social media can define the voters' priorities, alter perceptions, and meet their needs. Taken together, these theories offer an account of the mechanisms of influence of social men and women within the modern electoral environments.

Material and Methods

Study Design

The current research work uses quantitative research methodology in order to determine the impact of social media programs on voting decisions during the District Jhang-LH elections in 2024. In this case, an online survey was administered with the view of collecting data from a particular group of students in different schools/colleges in district Jhang.

Population and Sample

The survey was conducted with 220 university and college students of graduation level in District Jhang. The sample was chosen to include young people who are interested in the subject matter and probably the social media type. Of the respondents, 82.3 Three percent of the total students were in the age group of 18 to 22 years, of which 57.7% were male and 42.3% were female. Additionally, 75.5% were graduate students who responded. The sample was also diverse in academic backgrounds: The following graph corresponds to the number 18.6% percent were from social sciences, 17.3% from humanities and arts, and 15% from natural sciences.

Table 3
Demographic Breakdown of Survey Respondents

Category	Percentage
Total Respondents	220
Age 18-22	82.3%
Male	57.7%
Female	42.3%
Graduate Students	75.5%
Social Sciences	18.6%
Humanities and Arts	17.3%
Natural Sciences	15.0%

Data Collection

The data were collected from an online survey that was sent through an email list and social media platforms. This approach made it easier for the maximum number of people to be reached as well as the participants. To ensure that the respondents could make their responses in good faith, the survey used anonymous questions, and no concern of privacy or identification was put in place.

Survey Instrument

The measuring tool used was the self-administered survey with closed as well as open-ended questions identified in the questionnaire. Multiple choice and Likert scale questions defined student's exposure to social media campaigns and their vote decisions based on content viewed. The use of open-ended questions enabled the respondent to delve deeper into his/her experiences and perceptions; the results therefore gave a qualitative orientation to the study.

Data Analysis

The results obtained from the closed-ended questions were analyzed statistically, and the findings of frequencies, percentages, and mean scores provided the documentation of patterns. Closed questions were analyzed descriptively, while for the open questions, thematic analysis was conducted to look at the common trend in the responses regarding the impact of social media on voting.

Reliability and Validity

A pilot test was conducted with a small group of students before administering the main survey in order to limit the effects of erroneous responses on reliability and validity. Due to the pilot, the questions in the questionnaire were reviewed and improved on. The content validity of the survey was also confirmed with the help of academic specialists in the spheres of political communication and digital marketing.

Ethical Considerations

First, the study was conducted ethically by explaining to the subjects the nature of the study, pointing out that it is not mandatory to participate, and conducting an informed consent. Participants' identity and information remained undisclosed at all times, and the data collected were only for research.

Limitations

The action research was conducted on 220 students, and thus the results may not be generalized to the entire district of Jhang. Also, the self-reported data analysis is prone to social desirability and recall bias since people can fail to report real events accurately. Some limitations can be overcome in future studies by increasing the sample size and the representation of the demographic groups, which would allow generalizing the results. This methodological approach is rather helpful to analyze the effect of social media campaigns on the choices made in District Jhang in connection to political communication.

Results and Discussion

Table 4
Regularly Users of Social Media Platforms

Social Media Platform	Percentage Usage
Facebook	25%
Twitter	19 %
Instagram	33.6 %
WhatsApp	78.2 %
TikTok	31.8 %
YouTube	33.2 %
Other	2.7 %

According to Table 1, the most used platform is 'WhatsApp', standing at 78.2% usage rate. Instagram and YouTube come next with approximately 33 percent, reflecting users' bias towards photographs and videos. It also has self's usage heavily at 31 percent on TikTok. 8%. Facebook has a lower usage of 25%, and usage of Twitter is 25%, 0%, and 19.0%, respectively. Other platforms make up only 2.7% of the usage.

Table No 5
Time spent on Social Media

Time spent Social Media	Percentage
Less than 1 hour	6.8%
1-2 hours	24.1%
2-4 hours	32.7%
4-6 hours	20.9%
More than 6 hours	15.5%

The conclusion evident from the analysis of the problem is that users of the social media platforms are not equally active. Table 5: Frequency of usage, Average number of hours spent per day the highest percentage (32.7%) of the users spends 2-4 hours asserting moderate usage. About 24.1% spend on social media on average of 1-2 hours a day, while 20.9% spend 4-6 hours daily; therefore, it shows that the technology was heavily used. A notable 15.35% of users spend 6 or more hours on the Internet, which is evidence of very high usage. Only 6. Breaking down the usage into groups: 8% of the users actively spend less than an hour on social media, thus showing that there is hardly anyone who hardly uses social media.

Table 6
Type of content primarily consumed on social media

Type of content	Percentage
News	26.9 %
Entertainment	61.2%
Educational	45.7%
Political	21.9%
Social (Friends & Family Updates)	37.4%
Other	11.0%

Namely, entertainment is the most favorite type of content shared on social media, going up to 61%. 2% of users. After that, the content that is taught is educational at 45.7% engagement. The value of social content is in 37.4% of the users, whereas information on news/politics is read by 26%.9% and 21.9% of users, respectively. They indicate that other niche content types contribute 11% of the user's overall content discovery.

Table 7
Frequency of Political Content on Social Media

Frequency of political contents	Percentage
Very often	11.4 %
Often	21.9%
Sometimes	41.1%
Rarely	11.4%
Never	14.2%

From the data, it is evident that political content on social media is crossed with different rates by the users. The most preferred frequency of consumption is 'sometimes' endorsed by 41 percent." That political content occupies only 1% of the user's feed means that while it is present, it is not constantly pushed in front of users. Additionally, 21.9% of users come across political content "frequently," while 11%.4% Reporting that they see it' very often', thus, there is a significant presence of political discussions for these groups. Conversely, 11.4% of users claim they meet with 'politics' information 'rarely' and 14.2 % of the respondents indicate that they never use it. Thus, political content is present in SSM, but it is irregular, with many people experiencing it from time to time.

Table 8
Likelihood of Engagement with Political Content

Likelihood of Engagement with Political Contents	Percentage
Very Likely	8.2 %
Likely	27.9%
Neutral	42.9%
Unlikely	16.0%
Very Unlikely	5.0%

The results indicate a variety of ways through which individuals perceive the use of political content on social media. Minority has indifferent attitude; 42.9% of users fall under the neutral category. About 27. % are likely to engage, while 8% are unsure whether they are likely to engage or not. 2% are very likely that are active some users with the political post. Conversely, 16.0% may not get involved in any kind of communication, and the remaining 5.0% are very unlikely; they have no interest or they avoid such activities. Thus, it can be stated that the majority of users are neutral when it comes to political content, while some are open to interacting with it and some, on the contrary, try to avoid it.
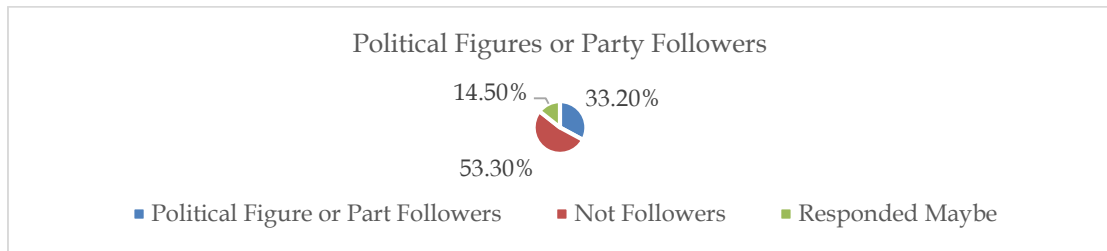
Figure 1. Social Media Users follow political figures or parties on social media

To add to that, for the same specific months, the data reveal that 52. The majority of the users (178 out of 300 users) do not like following political persons or political parties on social media, or 3% of the sample do. In contrast, 33. Only 2% of the users follow political figures or parties, meaning that many of them are interested in politics. Additionally, 14.5% of users are either unsure or perhaps might be interested in being followers of political personalities or political parties—an indication of willingness to be politically active. In totality, the data reveals that most of the users consequently do not use political content, while a few users actually engage in the use of political content, and there is another group that has not made up its mind whether or not to engage in the use of political content.

Table 9
Influence of Social Media on Political Opinions

Influence of Social Media on Political Opinions	Percentage
Very Influential	14.6 %
Influential	31.1%
Neutral	36.1%
Slightly Influential	9.1%
Not Influential at all	9.1%

The results stated that 31.1% of users see that social media has a significant impact while forming their political opinions, thus considering it influential. Additionally, 14.6% said very influential, and thus we can categorize them as strongly influenced by the technology. Meanwhile, 36. As for miscellaneous users, 1% of them reported they were not sure about the impact of social media with regard to changes in their political profiles, or they did not notice such an impact at all. A smaller portion, 9.1%, regards social media to be moderately influential. While another 9.1 percent say that it is not influential at all, meaning that they do not feel it has any or little influence over them. All in all, on the one hand, there are many users who admit social media has an effect on their political stance, while on the other hand, there are many more who remain uncertain or are of the belief that the effect is rather negligible; therefore, there are clearly differing opinions as to the contribution of social media in influencing the user's political beliefs.
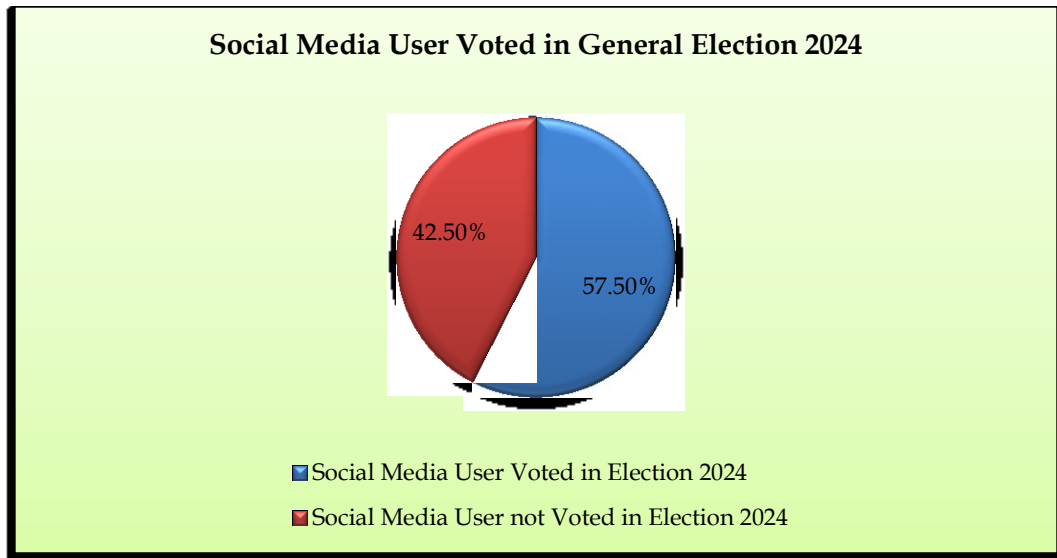
Figure .2 Social Media User Voted in General Election 2024

As to quantitative findings, it has been found out that 57 percent. Only 5% of the users participated in the 2024 election voting, thus expressing the majority population's commitment to voting. However, 42.5% did not vote, which depicts that a good number of the people did not exercise their right to vote. This calls for a way to deal with the factors that may deny or discourage the citizens from exercising the right to vote. In conclusion, it was evident that the majority of users were involved in the election; however, a considerable few were not, thus showing the different extents of political activity.
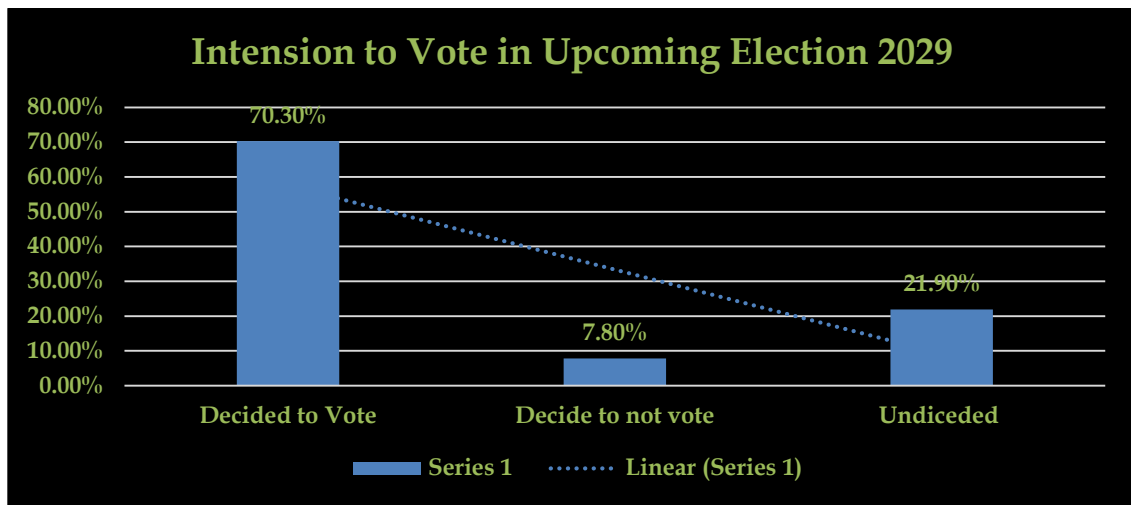

Figure 3.Intention to Vote in Upcoming Election (2029)

Looking at the data, this means that 70 (out of 100). Regarding the evaluation of commitment and engagement, it is clearly that 3% of the youth in the USA plan to vote in the coming 2029 election. Meanwhile, 21. Nine percent say they are still choosing, which means that they may require more encouragement or data. A smaller group, 7.8%, have said they do not have any intention of voting, which could force them to stop following the election or be dissatisfied. In general, the voter turnout is quite high, though the options are still open for some users, and a few users don't even vote.

Table 10
Influence of Social Media on Voting Decision

Influence of Social Media on Voting Decision	Percentage

Very much	28.8
Somewhat	13.7%
Neutral	22.8%
Very Little	9.1%
Not at all	25.6%

From the data presented, it will be seen that 28.8% of users said that social media impacted their vote in a in a big way, while 13.8 percent of the respondents perceived it as highly influential, while MS and FN each are 7% somewhat influential. 22.8% were neutral, 9.1% responded that it had only a slight impact, and 25 percent stated that it had very little impact. 6% reported no influence. In general, election campaigns and voting choices were influenced by social media in varying extents; many people were influenced and many did not.

Table 11
Anticipated Influence of Social Media on Voting Decision

Anticipated Influence of Social Media on Voting Decision	Percentage
Very much	25.2%
Somewhat	18.8%%
Neutral	26.6%
Very Little	8.3%
Not at all	21.1%

In preparation for the next election, 25.2% of users believe that social media will have a great impact on its users' voting preferences, 18. None of them expect it to have no influence, and 8% expect it to have only a moderate influence. Meanwhile, 26.6% are indifferent to the effects that it has, and 8.3% anticipate that it will have little impact, while 21.1% choose Supported by 1% who think that social media will not influence their decision in any way. To sum up, it is possible to observe a great deal of variation in voters' expectations concerning the way social media would affect their votes.

Table 12
Credibility of Political Information on Social Media

Creditability Level	Percentage
Very credible	11.1%
Credible	28.7%%
Neutral	32.9%
Not very credible	18.8%
Not credible at all	8.8%

The data shows mixed perceptions of political information on social media: thirty-nine. Eight percent believe that it is credible, 17.1% in the same position find it not credible, and 16.2 % are neutral. This shows that social media is very important in passing information but also shows that there is a lot of doubt; there is thus a need to have more ways of endorsing the information passed on by social media to be trusted.

Table 13
Frequency of Fact-Checking Political Information on Social Media

Frequency	Percentage
Always	17.1%
Often	22.7%%
Sometime	33.3%
Rarely	10.6%
Never	16.2%

The data show that the percentage of the respondents who agree with the first statement is 39%. For politicians, the results are 8% for the frequent fact-checking of political information on social media and 33. % for the occasional one. 3% do that seldom, 26% do that slightly often. 8% of the employees rarely or never fact-check. This is why there is a need to encourage fact-checking so as to provide the public with factual information.

Table 14
Influence of Social Media on Voting Preference

Response	Percentage
Yes	24.6%
No	55.2%%
Prefer Not to Say	20.2%
Total	100

The data demonstrates a relationship between social media and voting intentions, and out of it 24. Only 6% of the respondents accepted that they have switched their voting preference because of the content shared on the social media platforms. This suggests that social media plays a big role in the responses of respondents by influencing their decisions through what they see in the media. Nonetheless, the majority did not indicate a change, and the degree of implementation may therefore be indicated to vary.

Table 15
Impact of Social Media on Electorate Information

Opinion	Percentage
More informed electorate	16.1%
Spread misinformation	15.2%%
Both equally	53.9%
Unsure	14.7%

Such information highlighted on the above data conveys mixed information about the effect of social media on the electorate. A third (28.3%) think that it does both; a majority (53.9%) also feel it does both. Meanwhile, 16.1% view it as a way of shaping the voters' preferences to be informed ones, and. 15.2% of the users see it as merely a platform about sharing fake news. Lastly, 14.7% are again ambiguous, which again underlines the complicated impact of the platform. This underlines the need to undertake a critical analysis and dissection of the available political information on the social media platforms.

Conclusion

In the light of the 2024 general elections in District Jhang, Pakistan, and this research uncovers how social media influenced the decisions of youth voters in the electoral process. Consequently, the research also reaffirms that microblogs such as Facebook, Instagram, and Twitter are influential determinants of political belief and voter choice, especially among university/college students. Given that 75% of the respondents admitted to being influenced by the information they come across in the social networking sites while exercising their civil right to vote, it means that the technique applied by brilliant advertisements, political memes, and the endorsement of influential personalities works. In the larger context of Pakistan's 2024 general elections, where there has been a drastic rise in the voters' registration and turnouts, the effective and efficient use of SOC Mediation by the political parties becomes an essential tool for reaching out to a large number of interested voters. In this regard, the research finds that political parties need to address the issue of poor digital literacy to deal with fake news and the use of both digital and traditional forms of campaigning that would result in higher coverage. Also, the study stresses the role of the agenda-setting theory in explaining the effect of social media on public concerns and voting patterns. District Jhang presents the successful case of PTI's ability to set the right issues on the on the agenda despite the existence of numerous problems. In conclusion, it can be concluded that this research has identified the changing patterns of electoral behavior in the present era of social media and social networking sites and provides useful information to the political canvassers and strategists in Pakistan and other parts of the world. Since social media will remain a critical avenue of communication in politics, future scholars should direct their efforts in identifying effective ways of using

the new technology for the achievement of the intended goals with minimal negative impact.

Political parties should prioritize targeted social media strategies to effectively engage young voters through the use of tailored content such as ads, memes, and endorsements. To combat misinformation, digital literacy initiatives sponsored by political parties and citizens can empower voters to make informed choices. A two-pronged approach—combining digital and traditional media—ensures reach, especially in low-internet areas, and makes campaigns more inclusive. To include policy-setting considerations, it can help parties shape public goods and influence voting behavior by appropriately highlighting key issues. Finally, future research into best practices in social media campaigning will enable political planners to ethically and effectively adapt to the evolving digital landscape.

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