

Research Note:

World Leaders on Twitter

Ranking Report

December 2012



World Leaders On Twitter

How heads of state are engaging their citizens on the World Wide Web

The Digital Policy Council's (DPC) research continues to provide analyses on world leaders and institutions of government employing social media outlets to discover how they govern and connect with their citizenry.

This research note provides an update to the ranking of heads of state engaged on the social media website Twitter.com. The DPC has been tracking this activity since 2009, issuing its first report [REAL LEADERS TWEET](#), its second [WORLD LEADERS ON TWITTER: RANKING REPORT](#) in October 2010, and its third [WORLD LEADERS ON TWITTER: RANKING REPORT](#) in August 2011. All have examined how heads of state around the world are using this digital platform to engage their citizens.

Updates to World Rankings

Rushing to embrace Twitter

In 2012, the Digital Policy Council observed a tremendous growth in the number of governments embracing social media. As more of the world becomes connected online, world leaders now recognize the opportunities social media holds as an informative and engaging tool.

Analyses as of December 2012 reveals that 75%, or three out of four heads of state, were utilizing the social media site Twitter. A total of 123 world leaders out of 164 countries had accounts on Twitter set up in their personal name or through an official government office. In 2011 only 69 out of 164 countries had embraced Twitter. The new figures represent a 78% increase in the number of heads of state and national governments on Twitter from 2011.

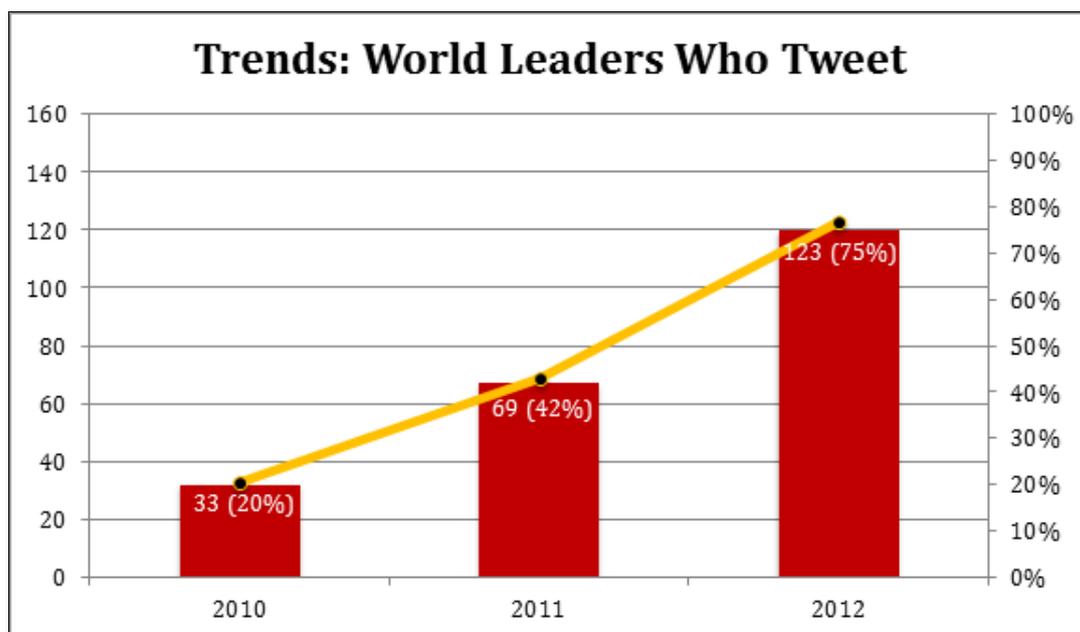


Figure 1 - Adoption of Twitter Amongst Heads of State

In 2010, the idea that governments had the potential to openly engage their citizens and the global community directly was brought front and center, with President Obama's open government directive. These initiatives work toward building participation and collaboration into the government process. A little over a year later, the Open Government Partnership was formed, as nations made official commitments to improve transparency, openness and civic engagement. Today more than 50 nations are involved in that partnership, striving to empower citizens, fight corruption, and harness new technologies to strengthen governance and support the implementation of multilateral commitments.

In 2012, Twitter continued to be used by political activists to inform, mobilize, create communities, and seek to hold governments accountable. The momentum of 2011's pro-democracy uprisings that swept the Middle East and North Africa, known as the Arab Spring, carried through to 2012 as demonstrators passionately acknowledged the role of social media to solidify their efforts. Twitter provided a platform for people to express their solidarity with others in their region and beyond.

As digital activism becomes more intensified, it is often seen as a threat to governments, but an outcome has been the steady increase in the number of heads of state that are using Twitter, and recognizing the benefits of the vehicle to allow for direct interaction with constituents. Anyone can send an @ message to a world leader and although they might not personally see the tweet, it will likely go to the attention of their staff. Furthermore, with the aid of Twitter a government message has the potential to go viral or reach a worldwide audience.

Noteworthy Changes in the Top 10



The heads of state in the Top 10 list shifted since 2011 seeing two new entrants from Russia and Colombia, along with the exit of some key Twitter enthusiasts due to political administration changeovers.

#1

PRESIDENT OBAMA again maintained the top spot of all world leaders, with a vast 24 million followers, adding 15 million followers in one year. 2012 was an election year, therefore, the Twitter account continued to be managed by the presidential campaign staff. Obama continued to occasionally post his own tweets, signed with his initials.

The 2012 re-election of President Obama broke several Twitter records. Following the news that he had been declared the winner, **Obama's account sent out the tweet: "Four more years" along with a photo of himself and the First Lady, which became the most retweeted tweet of all time.** Throughout the day, more than 31 million election-related Tweets were sent out, creating the most tweeted-about event in U.S. political history.

#2

PRESIDENT HUGO CHÁVEZ OF VENEZUELA grew his account by two million followers and maintained the #2 spot, although he had 20 million less followers than President Obama in 2012. When he found himself fighting an election campaign from his sick bed in Cuba, Twitter became his main tool for communicating with the electorate, a tool predominantly used for challenging his opponent and fighting the rampant rumors about his ill-health. There's no doubt that Twitter had a hand in rallying his 3.8 million followers to secure his re-election in October.

#3

In 2012, **PRESIDENT ABDULLAH GÜL OF TURKEY** increased his following by over 2 million people. An early adopter of Twitter, he tweets mainly in Turkish but important statements are also made in English. Following his visit in 2012 to Silicon Valley he tweeted, "This is the first time a Turkish president travels to this region of the U.S. Here is where technology that changes our lives is born."

#4

QUEEN RANIA, THE QUEEN CONSORT OF THE KING OF JORDAN, grew her account by over one million followers despite the fact that she continued to scale back her public activities since facing criticism that she was playing too prominent a role in "running Jordan." On her Twitter account, followed by more than two million people, she describes herself as "a mum and a wife with a really cool day job."

#5

A fresh entry into the top ten in 2012 was **RUSSIAN PRESIDENT DMITRY MEDVEDEV**. He chooses to tweet in his native language and in English, with separate accounts for each. In 2010, a personal account in the president's name was established in both languages and currently his Russian language @MedvedevRussia has the largest following. Following this trend, 2012 saw several other leaders open Twitter accounts in both their native language and English in order to reach a larger audience. These leaders are the prime ministers of Japan, Thailand, and Kazakhstan, the presidents of Azerbaijan and Turkey; and the governments of Serbia and Montenegro.

#6

PRESIDENT DILMA ROUSEFF OF BRAZIL remained at spot #6 in 2012. At the time of her election in 2011 she had already 330,000 followers and while her activity dwindled after the election, her account continued to gain followers, indicating a desire on the part of the people of Brazil to connect with their leader.

#7

When **ARGENTINEAN PRESIDENT CRISTINA FERNÁNDEZ DE KIRCHNER** appeared on Twitter in 2010, Argentine politics were utterly transformed as Twitter was quickly established as the central battleground between politicians and citizens. During the re-election of Chávez in 2012, the Argentine president sent five messages in quick succession, congratulating Venezuela with "Your victory is also ours."

#8

COLOMBIA'S PRESIDENT JUAN MANUEL SANTOS was new to the Top 10 in 2012. At number 8, President Santos' had grown his followers by well over 1 million since 2011. When the previous president Álvaro Uribe handed on the presidency to Santos, he expected his former defense minister to continue his policies. Uribe became a fixture on Twitter, proclaiming his record on security, education and helping the poor. As President Santos began to make it clear that he had his own agenda for Colombia in 2012, the tweets got tougher -- today the president must stay attuned to Uribe's tweets and respond to his citizens accordingly.

#9

Remaining in the top ten in 2012 even though the country elected a brand new leader, is **PRESIDENT ENRIQUE PEÑA NIETO OF MEXICO**, in December. His tweet on election day, "Now is the time to start a new stage of work, for the good of Mexico," was widely shared.

#10

HIS HIGHNESS SHEIKH MOHAMMED, PRIME MINISTER OF THE UAE AND RULER OF DUBAI ranked #10 of the world leaders using Twitter. In 2012 His Highness Sheikh Mohammed gained 910,000 followers in just one year to surpass 1 million followers. In a recent study, he was ranked as the second most connected Twitter user in the country. He regularly shared his thoughts, future plans, attended events and various achievements. Some saw his tweets as "an image of equality, encouragement and comfortable interaction with citizens." **On the sixth anniversary as Ruler of Dubai he tweeted: "I don't wish to be celebrated personally. Instead, each year, a deserving group in our society shall be recognised. Last year, we celebrated the orphans. This year, we shall celebrate mothers, the force behind all our successes."**

State Fragility Now Less of a Determining Factor

The DPC's analyses showed that 61% of the countries on the list are considered politically stable, reconfirming that heads of state who are confident in their leadership role and assured of their political legitimacy are most comfortable with social media -- regardless of the form of government whether they serve in democracies, autocracies or monarchies. However, this percentage fell since 2011 when 80% of the tweeting countries were politically stable. In fact, out of the total that tweets, there were 42 countries that are "non-democratic" in 2012, up from 16 countries in 2011.

Tellingly, 87% of democratic countries had a leader utilizing Twitter in 2012. The political leadership of most fragile nations, or those with a high degree of political instability, continued to view social media as a threat, though. Notable new exceptions to this included the fragile nations of Ghana, India, and Egypt all with Klout¹ scores above 68, exhibiting that people interacted regularly with the leaders' content.

¹ Klout is a company based out of San Francisco, USA providing social media analytics. The Klout Score measures influence on a scale of 1 to 100, with 100 being the most influential. Social influence measurement is an evolving field with standards yet to be agreed upon and the scores currently remain volatile.

National Offices

In addition to a head of state using Twitter, some countries also had their national office represented with a Twitter account such as the White House, Mexico's federal government, "@KremlinRussia," and the United Kingdom's @number10gov, among many. Also of note, out of the 123 tweeting "heads of state," 32 of these were national offices.

However, for some countries, their national office Twitter account was the main or even sole Twitter voice for that government, including the accounts in the top half such as El Salvador, Uruguay, and Croatia that recently came on the scene. Even government "portals" continued to establish Twitter accounts, such as the E-portals of Malta, Bahrain, Morocco, Saudi Arabia and Kuwait.

Regional Concentrations

Europe

Several European leaders had finally begun tweeting actively such as France, Switzerland, Spain, Netherlands, and Finland, with most entering in the top 30. All of these countries have high polity scores and low fragility. On the other hand, Denmark and Ireland let their accounts go inactive in 2012.

One world leader who experienced a change of heart toward social media was the UK prime minister who, in October 2012, finally adopted a Twitter handle in his own name @David_Cameron. The account clocked up more than 50,000 followers within hours of his debut. For several years, Cameron had been reluctant to follow in the footsteps of many other high profile politicians in joining Twitter, making disparaging remarks about the platform in 2009.

In his first tweet via @david_cameron, the prime minister wrote: "I'm starting Conference with this new Twitter feed about my role as Conservative Leader. I promise there won't be 'too many tweets.'" When questioned by the media as to why he was at long last utilizing Twitter, he said, "In this modern world you have got to use every means to try and communicate your message and explain to people why you are doing it. You've got to get with the programme, I suppose."

The Middle East

In the wake of the Arab Spring, 2012 saw the addition of Egypt's President Mohamed Morsi at number 14. In September, Egyptian President Mohammed Morsi logged what he said was his first post on Twitter, which he dedicated to martyrs of the Egyptian uprising in 2011 and to the people of Syria.

In his first tweet, Morsi wrote: "Want to dedicate 1st tweet to martyrs of #Jan25 revolution and brave #Syrians... Muhammed #Morsi." Interestingly, Morsi was watched closely from another online tool, analyzing how close he is working on internal Egyptian affairs.

Social media watchdog website “Morsi Meter” monitored Morsi’s achievements and how they measure up to the 100-day pledge he made before he assumed office earlier in the year.

In 2012, five out of the top 15 heads of state using Twitter were Muslim/Middle Eastern countries. Arab Spring players such as Libya, Tunisia, and Iraq also had their heads of state adopt Twitter, and new government offices in this region included Qatar and the Presidential Palace of Afghanistan. Lebanese Prime Minister Najib Mikati is one leader who reportedly engages personally with his 78,000 followers. A majority of his tweets were replies and he held regular Twitter chats with his followers.

Latin America

South American nations continued to dominate the Twitterverse, which was likely due to the almost 90% of Latin American internet users engaged with at least one social media platform in 2012. Currently the region ranked second only to North America in adoption of this “passing fad turned digital revolution.” In fact, 2012’s largest jumps in the ranking included heads of state from Latin American countries, with President Rafael Correa from Ecuador (up to 15 from 27), President Danilo Medina of the Dominican Republic (up to 29 from 47), and President Otto Pérez Molina of Guatemala (up from 52 to 41). Citizens saw newly elected leaders take to social media more readily than the last, asking for feedback and listening to their constituents a little closer.

Leaders tweeting in this region are known for trumpeting their government’s achievements, publicizing new policies, imparting positive economic information, or passing comments on important issues of the day. Latin American leaders all tend to have very high Klout scores in the 70-80 range. (President Obama had the highest Klout score at the writing of this report at 99, followed by El Salvador, Canada, Australia, France, and Israel.) Those with Klout scores from 70-80 are “thought leaders that are not only referring content, but creating original content and ideas.” Eighty and above reflects that the personality is extremely well known. They are followed not only by those who are directly affected by their governance, but even in broader areas and usually by a more global audience. New additions in this region include the leaders of Paraguay, Honduras, the Bahamas and Jamaica.

Conclusion

The data we have been tracking for the last three years shows an amazing 93% compound annual growth rate (CAGR) in adoption of Twitter by Heads of State. Based on these growth rates, the Digital Policy Council anticipates penetration on Twitter for world leaders to be nearing 100% in 2013. This would render Twitter as a de facto communication tool for all heads of state.

For a leader who a short time ago threatened to shut down social media services in London in the wake of rioting, Prime Minister Cameron's reversal -- "You've got to get with the programme" -- is quite telling. The sheer popularity that social platforms like Twitter possess make it clear that traditional media channels are no longer adequate or in some cases, even effective. Leaders seek to be where their people are, and are recognizing, more than ever, that the options for communicating with their electorate have been redefined.

Platforms like Twitter have emboldened users to "think global" in a highly connected global society. Will this type of social interaction transform leaders -- the way they think, and the way they govern? In turn, it is predicted that 21st century social technologies will continue to foster innovation and spur progress toward highly evolved methods of communication.

We are also confident that a global political system with all its leaders connected to the public through social media will yield more open, participative and accountable governments.



Appendix

APPENDIX A – DETAILED RANKINGS OF HEADS ON STATE ON TWITTER

APPENDIX B – EXPLANATION OF POLITICAL FRAGILITY SCORES

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2012

2012 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2012	HANDLE	LINK	KLOUT	2011 RANKING
1	President Barack Obama	United States	10	DEM	3	3/5/2007	24,611,982	BarackObama	http://twitter.com/BarackObama	99	1
2	President Hugo Chavez	Venezuela	-3	AUT	11	4/28/2010	3,802,177	chavezcandanga	http://twitter.com/chavezcandanga	80	2
3	President Abdullah Gul	Turkey	9	DEM	10	12/9/2009	2,576,101	cbabdullahgul	http://twitter.com/cbabdullahgul	83	11
4	Queen of Jordan Rania Al Abdullah	Jordan	-3	AUT	6	4/29/2009	2,459,935	QueenRania	http://twitter.com/QueenRania	80	4
5	President Dmitry Medvedev	Russia	4	ANO	7	6/9/2010	2,070,287	MedvedevRussia	http://twitter.com/medvedevrussia	73	8
6	President Dilma Rousseff	Brazil	8	DEM	6	4/10/2010	1,752,669	dilmabr	http://twitter.com/dilmabr	79	6
7	President Cristina Fernández de Kirchner	Argentina	8	DEM	1	4/30/2010	1,461,245	CFKArgentina	http://twitter.com/CFKArgentina	82	9
8	President Juan Manuel Santos	Colombia	7	DEM	12	8/11/2009	1,455,179	JuanManSantos	http://twitter.com/JuanManSantos	83	14
9	President Enrique Peña Nieto	Mexico	8	DEM	4	3/29/2007	1,361,667	EPN	http://twitter.com/EPN	84	5
10	UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum	United Arab Emirates	-8	AUT	3	6/3/2009	1,342,864	HShkMohd	http://twitter.com/HShkMohd	78	12
11	President Benigno Aquino III	Philippines	8	DEM	11	8/27/2009	1,215,023	noynoyaquino	http://twitter.com/noynoyaquino	80	7
12	Prime Minister Mohd. Najib bin Tun Haji Abdul Razak	Malaysia	6	DEM	5	9/21/2008	1,081,464	NajibRazak	http://twitter.com/NajibRazak	78	16
13	President Sebastián Piñera	Chile	10	DEM	2	2/18/2008	931,327	sebastianpinera	http://twitter.com/sebastianpinera	77	10
14	President Mohamed Morsi	Egypt	-2	AUT	13	11/20/2011	786,651	MuhammadMorsi	http://twitter.com/MuhammadMorsi	78	20
15	President of Ecuador Rafael Correa	Ecuador	5	DEM	12	10/29/2010	636,954	MashiRafael	http://twitter.com/MashiRafael	85	27
16	President François Hollande	France	9	DEM	1	1/9/2009	502,752	fhollande	http://twitter.com/fhollande	86	29

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

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17	President Ollanta Humala	Peru	9	DEM	7	6/2/2010	451,028	Ollanta_HumalaT	http://twitter.com/Ollanta_HumalaT	71	23
18	Prime Minister Mariano Rajoy Brey	Spain	10	DEM	1	7/27/2011	390,590	marianorajoy	http://twitter.com/marianorajoy	78	18
19	Prime Minister Manmohan Singh	India	9	DEM	13	1/22/2012	342,612	PMOIndia	http://twitter.com/PMOIndia	80	
20	Prime Minister Julia Gillard	Australia	10	DEM	2	7/4/2010	319,882	JuliaGillard	http://twitter.com/JuliaGillard	88	19
21	Prime Minister Stephen Harper	Canada	10	DEM	0	7/11/2007	276,060	pmharper	http://twitter.com/pmharper	89	17
22	President Ricardo Martinelli	Panama	9	DEM	4	2/10/2011	275,762	rmartinelli	http://twitter.com/rmartinelli	69	21
23	Prime Minister David Cameron	United Kingdom	10	DEM	0	1/8/2010	189,192	David_Cameron	http://twitter.com/David_Cameron	79	3
24	President Jacob Zuma	South Africa	9	DEM	8	5/9/2011	187,129	SAPresident	http://twitter.com/SAPresident	67	28
25	Prime Minister Jens Stoltenberg	Norway	10	DEM	2	2/13/2009	185,908	JensStoltenberg	http://twitter.com/jensstoltenberg	83	24
26	President Laura Chinchilla Miranda	Costa Rica	10	DEM	0	1/9/2009	153,503	Laura_Ch	http://twitter.com/Laura_Ch	70	25
27	Prime Minister Mark Rutte	Netherlands	10	DEM	0	6/14/2010	139,185	MinPres	http://twitter.com/MinPres	79	26
28	Prime Minister Benjamin Netanyahu	Israel	10	DEM	8	10/30/2008	128,297	netanyahu	http://twitter.com/netanyahu	86	31
29	President Danilo Medina	Dominican Republic	8	DEM	6	4/26/2009	119,690	DaniloMedina	http://twitter.com/DaniloMedina	81	47
30	Prime Minister Yingluck Shinawatra	Thailand	7	DEM	7	5/20/2011	107,347	PouYingluck	http://twitter.com/PouYingluck	67	15
31	Office of the President	South Korea	8	DEM	0	4/14/2010	101,613	BlueHouseKorea	http://twitter.com/BlueHouseKorea	66	22
32	President Moncef Marzouki	Tunisia	-88	—	8	3/7/2011	99,725	Moncef_Marzouki	http://twitter.com/Moncef_Marzouki	62	
33	Prime Minister Raila Odinga	Kenya	8	DEM	12	5/18/2011	96,995	odinga_raila	http://twitter.com/odinga_raila	80	62
34	President Paul Kagame	Rwanda	-4	AUT	17	5/4/2009	92,477	PaulKagame	http://twitter.com/PaulKagame	82	34

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

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35	European Council President Herman Van Rompuy	European Union	—	—	—	9/30/2010	89,662	euHvR	http://twitter.com/euHvR	85	
36	Federal Government of Germany	Germany	10	DEM	0	1/5/2011	81,977	RegSprecher	http://twitter.com/RegSprecher	80	30
37	Prime Minister Najib Mikati	Lebanon	7	DEM	6	1/22/2010	77,841	Najib_Mikati	http://twitter.com/Najib_Mikati	79	
38	President Ilham Aliyev	Azerbaijan	-7	AUT	12	7/27/2010	70,729	azpresident	http://twitter.com/azpresident	56	40
39	Prime Minister John Key	New Zealand	10	DEM	0	11/14/2008	69,289	johnkeypm	http://twitter.com/johnkeypm	72	32
40	Curators of Sweden	Sweden	0	DEM	0	1/28/2009	67,914	sweden	http://twitter.com/sweden	78	
41	President Otto Pérez Molina	Guatemala	8	DEM	10	11/18/2009	62,987	ottoperezmolina	http://twitter.com/ottoperezmolina	71	52
42	Prime Minister Elio Di Rupo	Belgium	8	DEM	2	4/15/2007	57,084	eliodirupo	http://twitter.com/eliodirupo	77	33
43	Prime Minister Antonis Samaras	Greece	10	DEM	1	1/10/2010	51,088	PrimeministerGR	http://twitter.com/PrimeministerGR	62	39
44	President Goodluck Jonathan	Nigeria	4	DEM	17	7/6/2010	48,317	JGoodlucktweets	http://twitter.com/JGoodlucktweets	54	36
45	President Federico Franco	Paraguay	8	DEM	8	4/12/2010	44,271	fedefrancopy	http://twitter.com/fedefrancopy	67	
46	President Michel Martelly	Haiti	-77	DEM	18	1/20/2010	43,301	MichelJMartelly	http://twitter.com/MichelJMartelly	69	37
47	President Jakaya Kikwete	Tanzania	-1	DEM	12	3/21/2011	42,934	jmikwete	http://twitter.com/jmikwete	81	
48	Prime Minister Shinzō Abe	Japan	10	DEM	0	1/18/2012	42,677	AbeShinzo	http://twitter.com/AbeShinzo	66	13
49	President Tsakhiagiin Elbegdorj	Mongolia	10	DEM	8	1/14/2011	36,928	Elbegdorj	http://twitter.com/Elbegdorj	45	48
50	Prime Minister Donald Tusk	Poland	10	DEM	0	7/17/2009	34,897	PremierRP	http://twitter.com/PremierRP	61	49
51	Prime Minister Bidzina Ivanishvili	Georgia	6	DEM	8	10/14/2011	28,791	B_Ivanishvili	http://twitter.com/B_Ivanishvili	49	
52	President Sauli Niinistö	Finland	10	DEM	0	5/4/2009	28,363	niinisto	http://twitter.com/niinisto	51	38
53	Government of El Salvador	El Salvador	8	DEM	5	11/9/2009	23,223	presidencia_sv	http://twitter.com/presidencia_sv	89	

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54	Office of the President	Indonesia	8	DEM	10	12/12/2009	22,534	PRESIDEN_RI	http://twitter.com/PRESIDEN_RI	52	
55	Prime Minister Lee Hsien Loong	Singapore	-2	DEM	2	4/23/2009	20,928	leehsienloong	http://twitter.com/leehsienloong	60	
56	Prime Minister Valdis Dombrovskis	Latvia	8	DEM	0	6/24/2009	18,148	VDombrovskis	http://twitter.com/vdombrovskis	77	44
57	President Mohamed Waheed Hassan	Maldives	—	DEM	n/a	1/31/2011	16,531	presidencymv	http://twitter.com/presidencymv	60	65
58	Government of the Republic of Croatia	Croatia	9	DEM	3	12/22/2011	11,904	VladaRH	http://twitter.com/VladaRH	45	51
59	President Porfirio Lobo Sosa	Honduras	7	DEM	9	4/4/2011	11,864	PEPE_LOBO	http://twitter.com/PEPE_LOBO	60	
60	President Yoweri Museveni	Uganda	-1	AUT	17	3/27/2010	10,625	KagutaMuseveni	http://twitter.com/KagutaMuseveni	61	55
61	President Toomas Hendrik Ilves	Estonia	9	DEM	0	5/14/2012	9,604	IlvesToomas	http://twitter.com/IlvesToomas	63	
62	eGovernment Portal of Bahrain	Bahrain	-8	AUT	4	10/15/2009	9,567	eGovBahrain	http://twitter.com/eGovBahrain	51	
63	President Alassane Ouattara	Côte d'Ivoire	4	DEM	20	10/29/2009	8,943	adosolutions	http://twitter.com/adosolutions	50	53
64	Government of Uruguay	Uruguay	10	DEM	1	9/27/2011	7,570	Scpresidenciauy	http://twitter.com/Scpresidenciauy	60	
65	President John Dramani Mahama	Ghana	8	DEM	14	7/30/2012	6,867	JDMahama	http://twitter.com/JDMahama	68	61
66	President Macky Sall	Senegal	7	DEM	9	10/1/2010	6,649	macky_sall	http://twitter.com/macky_sall	56	
67	eGovernment Portal of Morocco	Morocco	-4	AUT	6	4/11/2011	6,607	Maroc_eGov	http://twitter.com/Maroc_eGov	40	
68	President Dalia Grybauskaitė	Lithuania	10	DEM	1	5/14/2009	6,080	Dgrybauskaite	http://twitter.com/Dgrybauskaite	43	56
69	Government of the Czech Republic	Czech Republic	8	DEM	1	7/8/2010	5,626	strakovka	http://twitter.com/strakovka	52	50
70	Government Portal of Saudi Arabia	Saudi Arabia	-10	AUT	10	1/3/2011	5,271	Saudiportal	http://twitter.com/Saudiportal	49	
71	Prime Minister Morgan Tsvangirai	Zimbabwe	1	DEM	17	11/11/2011	5,211	MRTsvangirai	http://twitter.com/MRTsvangirai	58	
72	Government of South Sudan	South Sudan	0	—	—	7/8/2011	5,075	RepSouthSudan	http://twitter.com/RepSouthSudan	43	

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2012

2012 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2012	HANDLE	LINK	KLOUT	2011 RANKING
73	Government of Montenegro	Montenegro	9	DEM	3	6/1/2011	4,791	MeGovernment	http://twitter.com/MeGovernment	53	64
74	President Mohammed Magariaf	Libya	-77	—	7	4/27/2011	4,364	Almagariaf	http://twitter.com/Almagariaf	52	
75	Prime Minister Kamla Persad-Bissessar	Trinidad and Tobago	10	DEM	4	10/10/2011	4,320	PMKamla	http://twitter.com/PMKamla	50	69
76	Prime Minister Baburam Bhattarai	Nepal	6	DEM	15	7/24/2011	4,275	baburamb	http://twitter.com/baburamb	42	
77	Government of Qatar	Qatar	-10	AUT	6	3/16/2011	4,247	HukoomiQatar	http://twitter.com/HukoomiQatar	53	
78	President Paul Biya	Cameroon	-4	AUT	16	5/18/2011	4,207	PR_Paul_Biya	http://twitter.com/PR_Paul_Biya	52	
79	Prime Minister Victor Ponta	Romania	9	DEM	4	6/16/2010	4,040	Victor_Ponta	http://twitter.com/Victor_Ponta	59	
80	President Borut Pahor	Slovenia	10	DEM	0	7/13/2012	3,819	BorutPahor	http://twitter.com/BorutPahor	61	
81	Presidency of Portugal	Portugal	10	DEM	0	2/25/2011	3,809	prcavacosilva	http://twitter.com/prcavacosilva	61	35
82	Government of Andorra	Andorra	—	—	—	3/12/2010	3,809	GovernAndorra	http://twitter.com/GovernAndorra	51	
83	eGovernment Portal of Kuwait	Kuwait	-7	AUT	3	3/26/2012	3,483	egovkuwait	http://twitter.com/egovkuwait	50	
84	Presidential Palace of Afghanistan	Afghanistan	-66	—	22	11/15/2011	3,233	ARG_AFG	http://twitter.com/ARG_AFG	51	
85	Government of Botswana	Botswana	8	DEM	3	6/12/2011	2,791	BWGovernment	http://twitter.com/BWGovernment	58	
86	Prime Minister Hailemariam Desalegn	Ethiopia	1	DEM	21	5/30/2011	2,697	HailemariamD	http://twitter.com/HailemariamD	41	
87	Government of Monaco	Monaco	—	—	—	1/23/2012	2,479	GvtMonaco	http://twitter.com/GvtMonaco	49	
88	Government of Serbia	Serbia	8	DEM	6	3/3/2012	2,346	srpskavlada	http://twitter.com/srpskavlada	45	
89	Prime Minister Salam Fayyad	Palestine	—	—	—	10/5/2009	2,152	SalamFayyad_pm	http://twitter.com/salamfayyad_pm	45	57
90	Federal Council Spokesman André Simonazzi	Switzerland	10	DEM	1	6/6/2011	2,079	BR_Sprecher	http://twitter.com/BR_Sprecher	50	

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

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91	Government portal of the Republic of Uzbekistan	Uzbekistan	-9	AUT	13	9/18/2009	2,062	GOVuz	http://twitter.com/GOVuz	44	60
92	President Nursultan Nazarbayev	Kazakhstan	-6	AUT	10	5/19/2012	1,841	nazarbaevnur	http://twitter.com/nazarbaevnur	48	41
93	Prime Minister Nikola Gruevski	Macedonia (FYROM)	9	DEM	5	5/16/2011	1,778	GruevskiNikola	http://twitter.com/GruevskiNikola	45	
94	Prime Minister Nguyễn Tấn Dũng	Vietnam	-7	AUT	8	2/11/2011	1,617	nguyen_tandung	http://twitter.com/nguyen_tandung	37	59
95	President Blaise Compaoré	Burkina Faso	0	AUT	17	4/25/2012	1,609	compaore_blaise	http://twitter.com/compaore_blaise	51	
96	President Almazbek Atambaev	Kyrgyzstan	7	DEM	14	5/4/2010	1,520	atambayev	http://twitter.com/atambayev	39	46
97	President Armando Guebuza	Mozambique	5	DEM	14	1/18/2010	1,442	ArmandoGuebuza	http://twitter.com/ArmandoGuebuza	37	
98	Prime Minister Portia Simpson-Miller	Jamaica	9	DEM	4	12/18/2011	1,408	PSimpsonMiller	http://twitter.com/PSimpsonMiller	49	
99	President Yayi Boni	Bénin	7	DEM	12	12/30/2009	953	DrBoniYAYI	http://twitter.com/DrBoniYAYI	43	63
100	Prime Minister Vlad Filat	Moldova	8	DEM	10	1/23/2011	851	Vlad_Filat	http://twitter.com/Vlad_Filat	35	58
101	Government of Somalia	Somalia	-77	—	25	11/15/2012	765	TheVillaSomalia	http://twitter.com/TheVillaSomalia	48	
102	Prime Minister Nouri al-Maliki	Iraq	3	DEM	17	1/2/2012	738	NKMaliky	http://twitter.com/NKMaliky	41	
103	eGovernment Portal of Oman	Oman	-8	AUT	5	8/30/2010	726	eomanportal	http://twitter.com/eomanportal	45	67
104	Government of Grenada	Grenada	—	—	—	6/23/2009	675	govgd	http://twitter.com/govgd	33	
105	Office of the Prime Minister	Fiji	-4	AUT	7	10/21/2011	666	FijiPM	http://twitter.com/FijiPM	44	
106	Acting President Dioncounda Traoré	Mali	7	DEM	14	10/26/2011	665	Dioncounda2012	http://twitter.com/Dioncounda2012	32	
107	Government of Burundi	Burundi	6	DEM	18	7/14/2010	573	BurundiGov	http://twitter.com/BurundiGov	37	
108	Government of Antigua and Barbuda	Antigua and Barbuda	—	—	—	7/13/2010	568	antiguagov	http://twitter.com/antiguagov	40	

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

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Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2012

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2012 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS Dec 2012	HANDLE	LINK	KLOUT	2011 RANKING
109	President Faure Gnassingbé	Togo	-2	AUT	13	8/27/2012	506	FGNASSINGBE	http://twitter.com/FGNASSINGBE	49	
110	Government Portal of Hungary	Hungary	10	DEM	0	1/12/2011	436	kormany_hu	http://twitter.com/kormany_hu	42	66
112	Office of the Prime Minister	Kosovo	8	DEM	7	11/2/2011	381	pmkosovo	http://twitter.com/pmkosovo	42	
111	President Taur Matan Ruak	East Timor	7	DEM	13	9/19/2011	381	TaurMatanRuak	http://twitter.com/TaurMatanRuak	26	
113	Government of Vanuatu	Vanuatu	—	DEM	—	11/22/2010	251	govofvanuatu	http://twitter.com/govofvanuatu	29	70
114	Government of Liechtenstein	Liechtenstein	—	—	—	2/21/2010	234	regierung_fl	http://twitter.com/regierung_fl	34	
115	Prime Minister Perry Christie	Bahamas	—	—	—	12/1/2010	217	pgchristie	http://twitter.com/pgchristie	30	
116	President of the High Transitional Authority Andry Rajoelina	Madagascar	3	AUT	14	2/6/2012	214	andryrajoelina	http://twitter.com/andryrajoelina	39	
117	President Emomali Rahmon	Tajikistan	-3	AUT	12	4/3/2011	189	EmomaliRahmon	http://twitter.com/EmomaliRahmon	30	
118	Government of Angola	Angola	-2	AUT	16	9/14/2011	157	CasaCivilPRA	http://twitter.com/CasaCivilPRA	23	
119	President Mahamadou Issoufou	Niger	6	DEM	18	6/30/2012	149	MahamadouIssouf	http://twitter.com/MahamadouIssouf	40	
120	eGovernment Portal of Malta	Malta	—	—	—	8/8/2011	85	eGovMalta	http://twitter.com/eGovMalta	26	
121	Office of the Prime Minister	Chad	-2	AUT	22	3/21/2012	64	PMTCHAD	http://twitter.com/PM TCHAD	12	
122	President Michael Sata	Zambia	7	DEM	15	2/24/2011	49	michaelsata	http://twitter.com/michaelsata	—	
123	President Yahya Jammeh	Gambia	-5	AUT	15	3/13/2012	37	jammehofficial	http://twitter.com/jammehofficial	—	

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

APPENDIX B: Guide to Political Scores

The Polity Spectrum of Governance

Government Types

The Polity IV Project, a well-respected research group, tracks the characteristics and transitions of regime characteristics to quantify and compare political schema over time, and on a global scale.

Begun in 1975, Polity is based on foundational research conducted by the collaborative work of Harry Eckstein in his seminal thesis, *Patterns of Authority: A Structural Basis for Political Inquiry*. Since its inception, Polity has tracked trends in governance on a worldwide scale, and has become the “most widely-used data resource for studying regime change and the effects of regime authority.”

The most recent rendition, the Polity IV Project, collates data through 2010 at the Center for Systemic Peace and George Mason University, with its main campus located in Fairfax, Virginia, U.S.

The Polity IV dataset covers all major, independent states in the global system (i.e., states with total population of 500,000 or more in the most recent year).

The Polity approach to analysis employs a unique methodology, examining “concomitant qualities of democratic and autocratic authority” in institutional governments, assigning a quantifiable score based on a 21-point scale that ranges from hereditary monarchies, which are scored at -10, to consolidated and stable democracies which are given a score of +10.

Polity Score:	
> -10 to -6	"Autocracy"
-5 to +5	"Anocracy"
+6 to +10	"Democracy"

The organization makes no value judgments in its scoring model. It is simply a means by which change can be measured, evaluated and assessed and data collated. It should be considered an index – a measurement used to compare the status quo over time. As governments evolve, as new regimes gain or lose power, their scores change, providing a measureable means of tracking change in the way countries govern their people.

Today, 93 of the 164 states recognized by the United Nations (57%) are considered to be fully democratic, or to put it another way, more than half the world’s population lives under a consolidated democracy as free citizens with a say in the role of their governments.

In 1940, the number of autocratic nations far outweighed the number of democratic governments. When compared with today’s data, there is a clear trend toward a more democratic world – a trend that continues to grow as social media expands its sphere of influence.

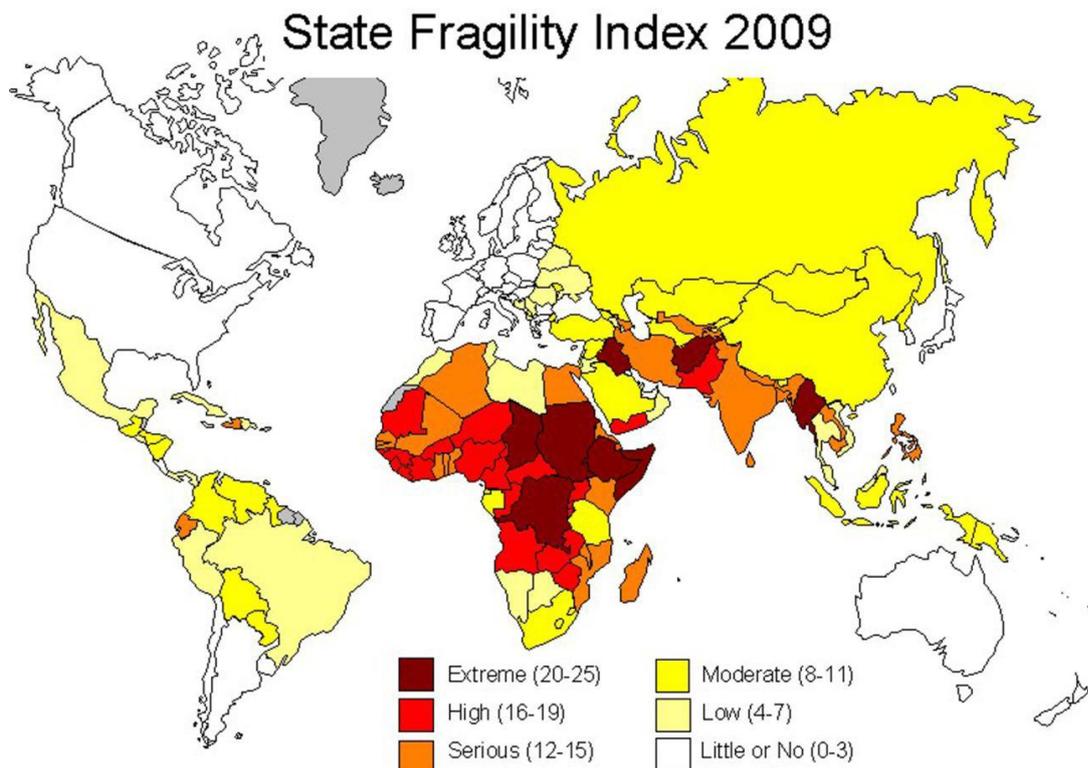
Stability of Government

The data set collated by the most recent publication of Polity covers 164 countries currently recognized by the United Nations and spans the time frame from 1800 through 2010.

In addition to the creation of a tracking index to measure change in how states are governed, Polity also develops what it calls its State Fragility Index. This index is a yardstick of how stable current regimes are – how entrenched the system of government is.

States with high fragility scores are more inclined to change than governments of countries with low fragility scores, indicating that governance around the world is in a constant state of flux.

The map below, developed by Polity, shows those countries that are most stable in terms of governance. The map indicates those countries that are most and least stable in 2009. Countries with high fragility scores are more susceptible to change, either peaceful change or revolutionary change, but change nonetheless.



Aspects of “fragility” include such elements as factionalism, important policy changes that affect broad segments of the population, autocratic “backsliding,” auto-coups and the collapse of the state government (state failure).

December 2012

A quick review of the map indicates that world governance is in a constant state of evolution. The State Fragility Index ranges from > 0 ="Highly Stable" to 25="Extreme Fragility" measuring the country's Political, Economic, Social, and Security stability.

The Center for Systemic Peace and Center for Global Policy's fragility index points us toward a more stable world. Measuring each country's political, economic, social and security stability, this organization's fragility index (see map above) indicates that about 36% of all countries have serious to extreme fragility.

Fragility Score:
0-11 Little to Moderate Fragility
12-25 Serious to Extreme Fragility

In other words, approximately two-thirds of the world's population lives under stable or somewhat stable government structures based on the criteria employed by this respected think tank. The trends toward democratization and social and economic stability are increasing.



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