

Leo Varadkar bigger on social media than Sinn Féin which is the largest party on socials

Summary:

Sinn Féin has 597k social media followers bigger than all the political parties, 22M YouTube video views, 10M+ Tiktok views

Leo Varadkar has 757k followers across Facebook, Twitter and Instagram (he's not on TikTok)
Leo has more followers than Sinn Féin the party, massive numbers on Twitter and Instagram

Fine Gael the party has 113.5k social media followers, 1.5M YouTube views, 1.2M views

Simon Harris is the king of TikTok with 92k followers, millions of views and positive comments

A social media analysis by Mulley Communications of the social media accounts of political parties has shown that Sinn Féin has the biggest following across all social media networks but if Leo Varadkar was his own political party he'd be the biggest party on social media in Ireland.

State of social media in Ireland

Right now there are 2.7M people using Facebook who are majority over 40, 2.6M on Instagram who are mostly 20-40 and 2.2M people over 18 on Tiktok with probably another 1M under 18 (Tiktok will not provide teen numbers)

September 2022 Irish Political Social Media Stats
Figures as of budget day September 27th 2022

Irish Political Party Social Media Table

Party	Facebook	Twitter	Instagram	TikTok	TikTok likes	YouTube Subscribers	YT Views
Sinn Féin	272k	168.8k	63.5k	93k	1.4M	41.7k	22.35M
People Before Profit	63k	24.3k	10.9k (NT)	21.3k (NT)	425k	7.3k	711k
Fine Gael	43k	57.6k	9.42k	3578	29.8k	1.32k	1.58M
Fianna Fáil	43k	51.9k	8.73k	6551 (NT)	70k	1.9k	2.25M
Labour Party	33k	55.7k	37.6k	2801	53.3k	1.14k	976k
Green Party	18k	42k	7.86k	106 (NT)	716	790	344k
Social Democrats	10k	29.7k	4.38k	5871	87.3k	902	260k

NT = No Tick, not verified

Party Leaders:

Leo Varadkar is the party leader with the most followers on social media with over 720,000 followers across Facebook, Twitter and Instagram. Mary Lou McDonald has the next highest number of followers with 370,00 followers and Micheál Martin has 179k followers.

Mary Lou McDonald has the greatest amount of Facebook followers. To note: Facebook has the oldest demographic where almost the majority of people are 40 or over. Instagram and TikTok have much younger demographics.

Party Leader Social Media

Leader	Facebook	Twitter	Instagram	TikTok	TikTok likes
Leo Varadkar	111k	449.3k	197k	0	
Mary Lou McDonald	179k	185.7k	37.4k	0	
Micheál Martin	28k	177.2k	25.1k	0	
Eamon Ryan	8.6k	47.8k	2.85k NT	0	
Ivana Bacik	5.1k	29.9k	3.14k	0	
Simon Harris	37k	233.3k	170k	91.6k	1.3M
Richard Boyd Barrett	53k	61k	67.1k	7133	152k
Paul Murphy	55k	34.9k	3.6k	381	2403
Brid Smith	17k	16.8k	2k		

Simon Harris

While we couldn't find TikTok accounts for any party leader, Simon Harris is King of TikTok with 91.6k followers https://www.tiktok.com/@simon_harrisd and has more followers than the political parties except Sinn Féin and has millions of views on his videos.

What's interesting to note is that unlike comments under most political party videos, his comments are positive or sarcastic but positive. See end of this for examples

The TikTok algorithm

This algorithm shows you content whether you follow the account and so a lot of positive or negative engagement under a your video will push your content into other timelines too. You live and die by engagement on TikTok

What are TikTok likes about?

These are a measure of engagement and feed the mysterious algorithm. More likes more views which then gets you more likes etc.

TikTok and Irish Political Parties

Party	TikTok	Videos	Total Views	Likes
Sinn Féin	93k	346	10M+	1.4M
People Before Profit	21.3k (NT)	180	2.5M	425k
Fine Gael	3578	17	1.2M	29.8k
Fianna Fáil	6551 (NT)	217	1M+	70k
Labour Party	2801	47		53.3k
Green Party	106 (NT)	11		716
Social Democrats	5871	115		87.3k

Views were based on manually adding numbers of the videos so I stopped after the bigger parties

Top Tiktoks

Sinn Féin

35+ videos over 100k views

10+ million views

177k <https://www.tiktok.com/@sinnFéin/video/7140999646477864197>

310k

<https://www.tiktok.com/@sinnFéin/video/7117315249526541573>

789k Gerry Adams telling a knock knock joke and singing Oró, Sé Do Bheatha 'Bhaile

<https://www.tiktok.com/@sinnFéin/video/6970643896783097093?>

1.1M Pearse Doherty Dublin Hotel Prices

<https://www.tiktok.com/@sinnFéin/video/7105007735242116357>

Fine Gael top Tiktok

The Truth about Sinn Féin 746k

https://www.tiktok.com/@finegael/video/7109815512971889925?is_copy_url=1&is_from_webapp=v1

Rest of their videos don't hit 100k

People Before Profit

"They're murdering bastards". PBP's Gino Kenny doesn't mince his words when talking about Israel.

431k

https://www.tiktok.com/@peoplebeforeprofit/video/6962111161336745222?is_copy_url=1&is_from_webapp=v1

105k Eamon McCann thank you

https://www.tiktok.com/@peoplebeforeprofit/video/6934984041187822853?is_copy_url=1&is_from_webapp=v1

144k Why life in Ireland sucks

https://www.tiktok.com/@peoplebeforeprofit/video/6964661913305320709?is_copy_url=1&is_from_webapp=v1

524k scrap the leaving cert

https://www.tiktok.com/@peoplebeforeprofit/video/7057507822489111813?is_copy_url=1&is_from_webapp=v1

Fianna Fail

200k Lisa Chambers calls for a change in the restrictions of partners at child birth

<https://www.tiktok.com/@fiannafail/video/6959595023302249733>

177k Darragh O'Brien puts Sinn Féin in its place

https://www.tiktok.com/@fiannafail/video/7119541305918655750?is_copy_url=1&is_from_webapp=v1

140k Coming out of lockdown 140k

<https://www.tiktok.com/@fiannafail/video/6945522780863548677>

Labour Party

216k Hybrid Leaving Cert petition set to Taylor swift

https://www.tiktok.com/@labourparty/video/7051943619627912453?is_copy_url=1&is_from_webapp=v1

Green Party

2k https://www.tiktok.com/@greenparty_ie/video/7145556028262796550

Social Democrats

282k

https://www.tiktok.com/@social_democrats/video/7031995002121194758

It is ludicrous and pathetic that TDs would be offered free antigen tests - while Min Donnelly refused to offer free tests to those who need them

109k What planet are they on? Ordinary families earning a decent wage should be able to aspire to own a home.

https://www.tiktok.com/@social_democrats/video/7133612502843133190?

Links to Party and Leader Social Accounts

Sinn Fein

<https://www.facebook.com/sinnfein>

<https://twitter.com/sinnfeinireland>

https://www.instagram.com/sinn_fein/

<https://www.tiktok.com/@sinnfein>

<https://www.youtube.com/c/sinnfeinireland>

PBP

<https://www.facebook.com/peopleb4profit>

<https://twitter.com/pb4p>

https://www.instagram.com/people_before_profit/

<https://www.tiktok.com/@peoplebeforeprofit>

<https://www.youtube.com/c/PeopleBeforeProfitAllianceNational>

Fine Gael

<https://www.facebook.com/FineGael>

<https://twitter.com/FineGael>

<https://www.instagram.com/finegael/>

<https://www.tiktok.com/@finegael?lang=en>

<https://www.youtube.com/c/finegael/>

Fianna Fail

<https://www.facebook.com/fiannafail>

<https://twitter.com/fiannafailparty>

<https://www.instagram.com/fiannafail/>

<https://www.tiktok.com/@fiannafail>

<https://www.youtube.com/c/FiannaFailTV>

Labour

<https://www.facebook.com/thelabourparty>
<https://twitter.com/labour>
<https://www.instagram.com/labourparty/>
<https://www.tiktok.com/@labourparty?lang=en>
<https://www.youtube.com/c/LabourIreland>

Green Party

<https://www.facebook.com/GreenPartyIreland>
https://twitter.com/greenparty_ie
https://www.instagram.com/greenparty_ie/
https://www.tiktok.com/@greenparty_ie?lang=en
<https://www.youtube.com/user/GreenPartyIreland>

Social Democrats

<https://www.facebook.com/socialdemocratsireland>
<https://twitter.com/SocDems>
https://www.instagram.com/social_democrats/
https://www.tiktok.com/@social_democrats?lang=en
<https://www.youtube.com/channel/UCIDI025RoxtCksiINH9LLBQ>

Leaders and Pols

Leo

<https://www.facebook.com/leovaradkar>
<https://twitter.com/LeoVaradkar>
<https://www.instagram.com/leovaradkar/>

Mary Lou

<https://www.facebook.com/MaryLouMcDonaldTD>
<https://twitter.com/MaryLouMcDonald>
<https://www.instagram.com/maryloumcdonaldsf/>

Micheál Martin

<https://www.facebook.com/michealmartintd>
<https://twitter.com/MichealMartinTD>
<https://www.instagram.com/michealmartintd/>

Simon Harris

<https://www.facebook.com/DeputySimonHarris>

<https://twitter.com/SimonHarrisTD>

<https://www.instagram.com/simonharrisd/>

https://www.tiktok.com/@simon_harrisd?lang=en

Simon Harris Comments under his video wishing people well in the Leaving and Junior Cert

Yeah but WHEN ARE TYE RESULTS OUT !?!?

ur the best simon thank you !

U comming to the sesh after ?

Thx Simon

thx a lot Simon. really made me distress.

thx

this will be a quote on my English paper 1 or 2

thanks you so much simon my stress has gone

thanks x

thanks x

Thanks x

Thanks very much Simon !

Thanks very much for that Simon , I'm gonna pass now 😊

thanks so much simon anxiety = gone @mavlynch

Thanks so much Si

Thanks Simon 💕

Thanks Simon!

Thanks Simon xx

thanks simon x

Thanks Simon means alot xx

Thanks Simon means a lot 😊

Thanks Simon lad

thanks simon i'm still gonna fail bud

thanks simon i'll write about you in my english exam

Thanks Simon 👍

Thanks Simon

Thanks Simon

Thanks Simon

Thanks king 😎

thanks buddy

thanks bro x

thanks bae

Thank you king Simon 😊

tara kelly

Tara

tara

tahar Yah

Swole on the dole

sucyamada

Stress is gone thanks sm x

Stress has disappeared now disappeared

Sound simple simon

Sound Simon hope u get a feature in the comprehension

Sound Simon

sound simon

sound simon

Sound bud

so adorable 🥺🥺

Slay Simon....now can I have 625 points ?

simon u have just cleared my stress

simon i'm gonna quote you in my english paper 1

Simon I promise you in some way or another I'll find a way to put you in my English paper

Simon Harris Has Spoken

simon harris has spoken

right thanks alot. Youre really helping mate

Reuben Coughlan

Really settled my nerves pal

Na mate I haven't opened a book and just winging it thanks bud

much appreciated thanks bud x

Made me feel much better thanks si x

Lovely speech thanks 🥰

King thanks so much

I'm going to name my the protagonist in my short story after you Simon xx

i love you king 👑

Good man Simon 👍

Gonna put this in my politics essay 🥰

Gonna pass now cos of this

Cheers Simon, Nans doing cartwheels to keep warm 👍

Cheers Simon will think of your words during my french listening 👍😊

Cheers Simon the kids are crying

Cheers Simon luv ye x

Cheers Simon 🥂😊👍👍👍👍

cheers mate was in dire need of this

cheers mate 👍

cheers mate

Cheers for that simon

cheers bud 🥰

Cheers bro

Cheers babe you are so nice giving us all the heads up my luv x

cheers babe

Appreciate it Simon brother

absolute legend 100

abbey :)

The Truth About Sinn Fein comments

Ye well for them but he fails to mention himself and the money that he has been spending and receiving

Where was Leo when he was announcing lockdown in the country?

Well said Leo 🙌🙌🙌

we all know SF has a past but FG and FF are rotten to the core they joined up with the greens that nobody voted for to keep SF out

To my eyes SF will always listen to the people unlike FF and FG! FG and FF need to be OUT asap! Or there will be no more young people in Ireland 😊

That's rich coming from him

something something

SF hit a nerve 😊

Scooper

Says leak it leo

playground antics, meanwhile the country goes down the swanny..... 🤡

People in glass houses... 😊

Pearse got personal and a bit rude, but Leo seems to have a bad attitude. It was between Leo and Pearse ; he shouldn't have called them vagabonds

oh shots fired we need backup

oh no sinn féin are travelling around the world establishing business connections that can be used to help the country in the future, the horror.....

Like he didn't fly first class

Less mickey swinging more houses please

Leo you fly private

Leo what's wrong with people that live in a caravan?

Leo under investigation by DPP!

Leo the leak the Irish people will judge you Leo in the next election

Leo that's a little too political there bud

Leo know next election he is unemployed

Leo has to come out boxing because he knows he is on the ropes ultimately

Leo had a grand trip to the middle east not that long ago

Leo grasping cuz the whole country fed up with him and his party lies

Leo dropped a truth bomb

Leo as usual trying to throw mud what he does best. Trying to gain votes for a party that has destroyed

Jaysus Leo the leak 😂😂😂

Is Leo talking about himself ?

if ye could spend less time taking digs at each other like children and more time sorting the crisis that would be great lads.

I mean... he's not wrong

his days are over.... come the next election 😊😊😊😊

him calling people hypocritical good one

He's not wrong but pot calling the kettle black much? Chap has taken multiple trips and lives a handy life while making decisions for us the 1%

he isn't wrong tho, truth is no party is any good especially SF, they "fight for people" by making promises they cannot deliver to the most vulnerable

he has just described a fraction of what he and his pals do. hypocrisy at it's best.

has b worst government in history

had plenty of time to run off his mouth and did nothing only line their and their rich buddy's pockets. Fine Gael a dinosaur party for the wealthy 😡

Gwan Leo!

Gowan Leo you say it how it is! Call out SF for who they really are 🇮🇪

FG trying anything because they know next GE the GAME IS UP 😂 leak it leo really scraping the barell. must of been his rich mates told him too 😂

fg have had 10+ years .. and as the president said this very week housing here is a DISASTER every time FG does this another person decides to vote for anyone but FG

Does this lad know the Dàil Eireann that he claims to be a leader in was formed in 1919 by the Irish republicans with sinn fein as leaders

Didn't Leo write to Kylie minogue to meet her the second he was in power?

Didn't he charge people thousands per plate for a dinner celebrating 10 years of Fine Gael in government?

brilliant well said Leo 😂

bit rich given our huge housing crisis that fg and ff put us in

ask leo what happens every st paddys day

and when we couldn't celebrate st Patrick's day off ye went to America etc

and he wants the orange order to march in Dublin

And can we get a financial breakdown of your party and what they do there leo 😂

Also the leader of a housing crisis calling people in rough living conditions vagabonds just shows how disconnected from the people they are

a bit hypocritical there leo