



Article

## Digital Social Platforms in Political Communication: Tools, Strategies, and Their Implications

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### Abstract

*Social media has become an indispensable tool for communication and political campaigns, significantly shaping the dynamics of political discourse in contemporary society. Its relevance is underscored by the intensification of political debates on the international stage, particularly in relation to wars and armed conflicts. The war in Ukraine exemplifies how social media has also become an informational battlefield where political communication plays a decisive role. With society becoming increasingly reliant on the internet, studying the strategies and outcomes of political social media use is crucial to understanding its impact on public opinion, voter behavior, and electoral processes.*

*This study applies the constructivist research paradigm and employs qualitative content analysis to examine the influence of the internet, and social media in particular, on political and social discourse. It analyzes electoral marketing practices and the use of digital platforms in political campaigns, with the goal of identifying significant methods, assessing their effectiveness, and uncovering the essential components of political social media engagement. Additionally, the research investigates the construction of political leaders' personalities online and addresses the difficulties and challenges associated with social media use in political campaigns, while outlining potential future directions.*

*The methodological approach involves reviewing relevant literature to identify theories and concepts on social media and politics, as well as case studies that demonstrate actual practices of digital campaigning. The results indicate that as digital platforms continue to advance, they will exert even greater influence on politics, underscoring the importance of responsible and ethical participation by politicians, voters, and regulators.*

**Keywords:** *influence strategies, political campaigns, social media in politics, online political discourse, elections.*

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## Introduction

The necessity for innovation in public administration and politics is becoming increasingly apparent in a constantly changing and evolving society. If governments wish to remain effective, they must embrace new technologies, adapt to changing public needs, and find creative answers to challenging problems. The process by which local government entities and public sector companies absorb best practices, technology, techniques, and expertise from other sources, like academic institutions or the commercial sector, is known as innovation transfer in public administration. This process is becoming increasingly more important in the contemporary economic and social climate due to the rapid pace of technological innovation, increased competition, and the need for efficient resource usage.

Political communication within digital space acquires especially critical significance and role during armed conflicts. Digital communication is crucial for shaping views, conveying information, and affecting outcomes in armed conflicts. It includes the strategic exploitation of digital platforms by conflicting parties and the larger impact of online information flows on public opinion and international affairs (Papathanassopoulos & Giannouli, 2025; Velasco Molpeceres et al., 2025). Communications strategies, which cover a range of topics such as crisis communication, internal and international messaging, and dispelling false information, are essential for Ukraine and its allies in the context of the conflict in Ukraine. Maintaining support, controlling perceptions, and eventually influencing the war's narrative are the goals of effective communication. Ukraine's strategic communication activities aim to gather expert perspectives, involve civil society, and employ media, particularly social media, to fight Russian propaganda and project a favorable picture of the country. On the other hand, enemy propaganda tries to create entropy in political processes in Ukrainian society, and social media occupies one of the main places in the 'arsenal' of tools for it.

Social media's ascent and the fall in traditional media consumption dramatically altered how political information is shared and accessed. In addition to encouraging participation and support for actual events, online interactions generate reactions, criticism, discussions, and disputes. Replicated messages are transmitted to new recipients via personal networks. Many places now lack trustworthy local journalism due to the demise of local news sources and the emergence of "*news deserts*" (Bailey, 2021). Social media has emerged as a primary information source in many areas, impacting public awareness and involvement in regional concerns. This change significantly impacts the quality of political debate and democratic engagement (Novitskyi et al., 2025).

Social media's importance as a platform for many types of political participation experienced a rapid increase (Puri, 2025). Particularly during elections and election campaigns, social media platforms like Facebook, YouTube, and Twitter offer new opportunities to enhance the landscape of public participation in politics. Social media gives politicians and political parties a direct 'line of communication' with prospective voters. Removing the mass media's intermediary function may help politicians communicate more quickly and reach voters more accurately, and vice versa (Tan et al., 2024).

Interestingly, social media offers valuable insights into voters' views of candidates and the most interesting topics. These might be very different from the problems that the media emphasizes. For instance, Marion Maréchal in France is an example of this (see Figure 1). Social media listening technologies predict that in 2024, the candidates' social media voice shares will be more evenly distributed and significantly different from poll rankings. Therefore, Valérie Hayer (Renaissance, liberals) and Marion Maréchal (Reconquête, far-right) are more visible on social media in connection to voting intentions, even if Jordan Bardella (RN, far-right candidate) is significantly ahead in the polls and in terms of overall voice share. In the past, far-right groups have been quite active on social media. It can also explain Marion Maréchal's high-pitched voice.

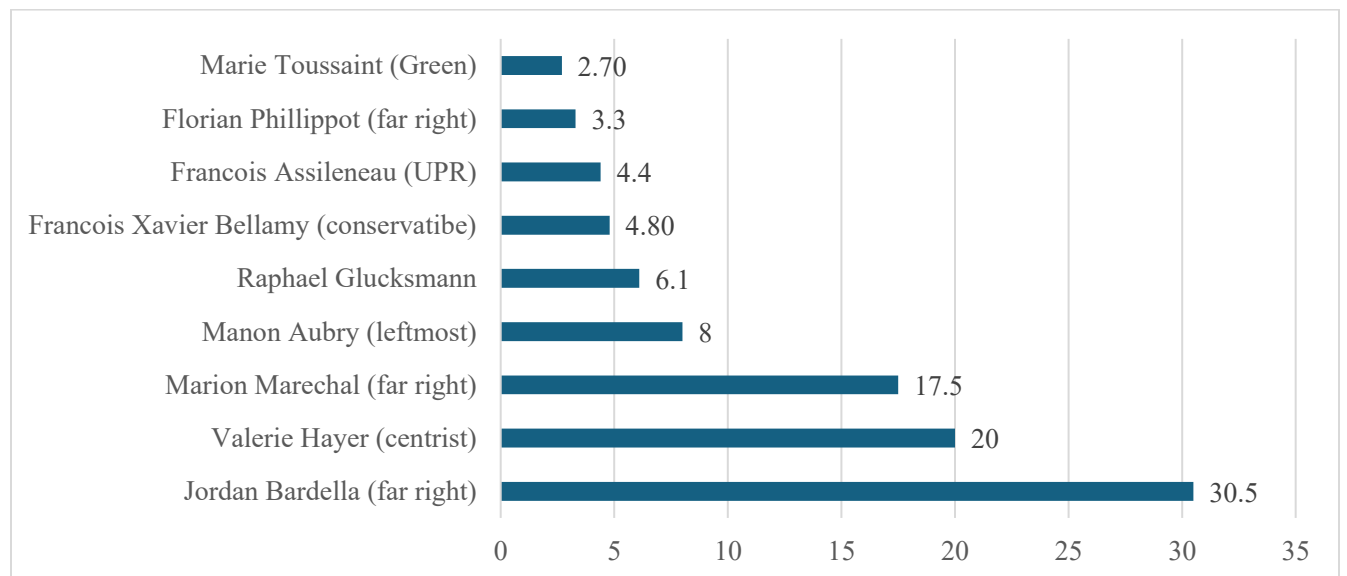


Figure 1. The top 10 share of leading candidates in France for the European elections

Source: "Election Year": Trend Analysis (2024)

In the future, social media's position in political campaigns will continue to change, bringing with it both possibilities and concerns. Accordingly, this dynamic landscape should be an object of thorough scholarly investigation and analysis.

## **Literature review**

Numerous studies have examined how social media has generally changed the milieu around political campaigns. The impact of an electronic campaign on voter behavior, awareness, and comprehension of political parties was examined by Guleria et al. (2016). When compared to more conventional strategies, the authors emphasize the advantages of such campaigns in terms of more coverage. Future study areas highlight how crucial quantitative studies are to proving the connection between political participation and electronic media. Chen and Chang (2017) investigated the connection between Facebook, political discourse, information motivation, and blog usage. Regression research revealed that, whereas Facebook use is associated with informational motivation, blogging is strongly predicted by the desire for political discourse.

Russmann (2022) uses a comparative longitudinal approach by focusing on the national elections held in Austria in 2013, 2017, and 2019. He personally conducted semi-structured interviews with the chiefs of digital communication or web strategists for each parliamentary party following the three elections. The main research issue was how parties use and react to this new form of communication. A model used in Russmann's (2022) study specifies four ideal campaigning kinds, each differentiated by four target audiences. The model considers the idea of evolving phases in strategic political communication. However, it does not tie specific developments to specific timeframes because new communication technologies can be implemented at different times in different countries and complement rather than replace established campaigning practices. Partisan-centered campaigns, mass-centered campaigns, target group-centered campaigns, and individual-centered campaigns are the four types used to reach different target audiences. The empirical results of Russmann's (2022) study show a paradigm shift in the way political campaigns use social media, with an emphasis on creating and disseminating "good" content rather than broadcasting "offline" stuff.

Using the Croatian local elections as an example, Kisić (2019) investigates the use of social media in political campaigns. The author collected primary data to address research questions. Descriptive data analytics and correlation analysis were conducted on the data set, which included posts from the candidates' Facebook pages for the capital city mayor. The results indicate statistical significance in the correlation

between the number of reactions, comments, top post shares, and the election ratings of the candidates. Considering this positive association, one can conclude that candidates with more responses and comments from their supporters fared better. Additionally, the study reveals that people are eager to share, remark, and react. Moreover, Kusic (2019) demonstrates that politicians are willing to engage in social media and that citizens must be aware of the current political environment and politicians' social media reputations.

Christos and Petros (2024) thoroughly analyzed Donald Trump's social media activity throughout the 2016 U.S. presidential election with an emphasis on underrepresented voter involvement. The authors were able to pinpoint important topics such as minority outreach, migration policy, young engagement, anti-establishment rhetoric, and promises of economic recovery through qualitative netnography and content analysis. The results show how Trump's campaign successfully mobilized various groups by attending to their needs and promoting open dialogue. However, it hampered democratic participation by disseminating false information and escalating echo chamber polarization. The authors filled the research gap by linking their findings to the Theory of Reasoned Action, Social Capital Theory, and Uses and Gratifications Theory. They provided empirical evidence on how social media affects minority voter engagement. The study substantially contributes to political communication, digital democracy, and digital campaign strategy. Theoretically, it advances our knowledge of how social media platforms impact democracy and underrepresented voters' participation. Ate et al. (2023) investigates the growing importance of social media and digital methods in political campaigns. Their study examines how these platforms impact politics, including their capacity to sway public opinion, mobilize supporters, and provide direct communication between candidates and voters. Using the survey research approach, the authors found that voter involvement in voting, candidate campaigns, PVC registration and collecting, and political discourse were all impacted by social media use and engagement. The survey also found that politicians used digital strategies like digital analytics, targeted ads, and customized messaging to engage and influence people.

Meanwhile, the study revealed that using social media for political campaigns raises several ethical questions. These included invasions of privacy, overzealous advertising, and the dissemination of disinformation and attack tactics. Among other things, the authors advise social media managers to ensure that the substance of their political campaigns is issue-based, devoid of inaccurate information, unwarranted criticism, and presented accurately.

Abid et al. (2025) conducted an extensive literature review to examine political marketing on social media. The review indicates that the field is growing. However, not only is literature based mainly on the U.S. context, but it is also dispersed. Additionally, there are conceptual and theoretical errors. Furthermore, literature ignores pertinent contemporary topics like social media, political advertising, co-creation, and influencer marketing. Dimitrova and Matthes (2018) also discuss the challenges of social media use and their theoretical positions in global political campaigns.

Unlike traditional media, social media gives political brands an unfiltered and direct line of connection. They enable political brands to communicate with the public and their followers, engage voters with pertinent material, mobilize votes, raise money for their campaigns, and market their brand through social media advertisements. Additionally, social media gives political brands a powerful tool for co-creation and co-branding. Donald Trump's #MAGA challenge and Bernie Sanders' #MyBernieStory are bright examples of co-creation and co-branding. Politicians can lessen their psychological distance from voters through social media marketing (Vrontis et al., 2021). Research indicates that political social media marketing influences voters' opinions and behaviors (Bode & Dalrymple, 2016; Hultman et al., 2019).

Much attention has been paid to Donald Trump's branding approach (Billard & Moran, 2020; Schneiker, 2019). As demonstrated by the rise of Donald Trump and "cyber political brands" in the EU, studies show that social media is changing political branding, which is evolving into a co-created, technology-driven phenomenon (Lucarelli et al., 2020). Communities dedicated to lower-tier candidates are more reciprocal and denser, according to studies on political brand communities. Additionally, brand communities are crucial to political co-branding. Other studies have shown that social media users' opinions of political brands differ from those of commercial brands (Marder et al., 2018). Marozzo and Bessi (2018) investigated user polarization on news websites and social media during political elections. Later, a thorough literature analysis on this subject was carried out by Kubin and von Sikorski (2021). The writers, who used both quantitative and qualitative methods, found that there has been a spike in research in recent years and have repeatedly concluded that pro-attitudinal media exacerbates polarization. They also showed a dearth of studies on the potential depolarization effects of (social) media and an overfocus on Twitter and American samples. They also found that practical and ideological polarization are neither consistently quantified nor adequately defined.

In fact, Barack Obama's 2008 presidential campaign completely changed how politicians interact with the public, disseminate information, and mobilize support

using social media and digital platforms. Social media has emerged as a crucial instrument in contemporary politics, from that crucial 2008 campaign to Donald Trump's unorthodox use of Twitter in 2016 (Johnson, 2024).

Androniciuc (2016) uses data from Romania to investigate how social media is used in political campaigns. Gilardi et al. (2022) claim that in the Swiss context, digital platforms have diminished the gatekeeping power of traditional media and may have given numerous actors more influence over the subject. Bagić Babac and Podobnik (2018) studied the use of Facebook during Croatia's general election campaigns in 2015 and how social media is used to spread election results. Hamid et al. (2022) investigate how social media affects young people's political participation. A sample of 309 millennials was used in the empirical investigation. The findings demonstrate that the caliber of social media content positively and significantly impacts reputation and trust. Through social media reputation, the caliber of information on social media has a significant indirect effect on trust. However, there is no clear correlation between the quality of information and political participation. Through trust, political marketing campaigns on social media have a significant direct and indirect impact on political engagement. Lastly, political participation is positively and significantly impacted by trust. Millennials view social media as a worldwide news source and a platform for information exchange (Helal et al., 2018). This group feels that social media content is reliable and authentic.

However, successful integration of social media into the political communication process is inherent not only in the American or the overall Global North political landscape. According to Dabula (2017), political marketing tactics on social media influence the loyalty and trust of young South African voters. Suppose internet users believe the information they receive from friends or colleagues. In that case, they are more likely to engage in online political activities such as sending political emails, reading political blogs, signing electronic petitions, and joining political Facebook groups.

Investigating literature sources allows tracing how comprehension of social media's role in political communication was shaped in general and in the context. Meanwhile, despite evidently much attention paid by the scientific community to the social media role in political campaigns and social media tools' implications for the political landscape both within nation-states and globally, the studies are predominantly scattered, narrowly focused, and not systemic.

## Methodology

The overall paradigm of our study is constructivism, and the approach is depicted in Figure 2. The rapid spread of social media has transformed individual discourse and societal behavior. Moreover, perceived absorption capacity partially mediates the link between social media richness and societal polarization (Sarwar et al., 2025). With the rapid development of the digital landscape of many countries of both the Global North and Global South, social media has emerged as a powerful tool that shapes political attitudes and inadvertently contributes to societal divisions. The exceptional dynamics and multi-component nature of digital political communication and the lack of systemic-nature research in this area determine the expediency of using the constructivist paradigm.

The research toolkit implied the application of content analysis. Searching Google Scholar, ScienceDirect, JSTOR, and the Wiley library databases formed sample literature sources. The elements of case study methodology and grounded theory were also employed. The following categories were included for search and analysis: digital political influence; social networks in election campaigns; online political discourse; digital democracy; digital political participation.

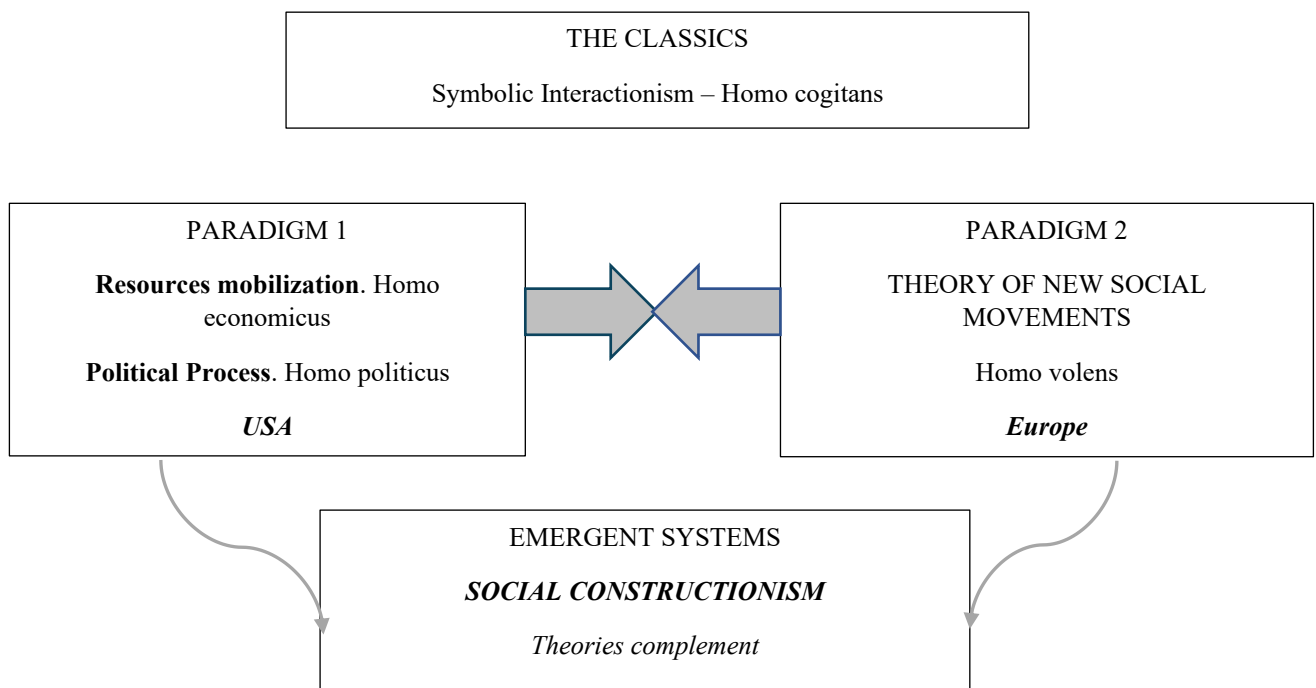


Figure 2. The paradigm of research

Source: developed by the author

## Results and Discussion

Many citizens, particularly those in highly developed democracies, increasingly use social media to engage in civic and political activities. According to a Pew Research Center survey, around 60% of Americans use social networking sites like Facebook or Twitter. Thirty-nine percent of all American citizens use social media for at least one of eight civic or political activities (Vaccari & Valeriani, 2021). The following are the key findings of a nationally representative survey conducted in the United States back in 2012 (Rainie & Smith, 2012):

- 38% of Twitter or social networking site (SNS) users “like” or share content concerning politics or social issues that others have shared. Liberal Democrats commonly use the “like” button on social media; 52% have done so, as well as 42% of conservative Republicans.
- Thirty-five percent of social media users have used the tools to encourage others to cast ballots. Compared to 36% of Republican social media users and 31% of independents, 42% of Democrats who use social media are likelier to have used it to promote voting.
- 34% of users have shared their thoughts or observations about political and social issues on social media. Liberal Democrats (42%) and conservative Republicans (41%) are inclined to use social media this way.
- Thirty-three percent of social media users have reposted content regarding social or political issues shared initially by someone else. The likelihood of Republicans reposting anything on social media is higher than that of Democrats: 39% of Republicans have done so, compared to 34% of Democrats and 31% of independents.
- 31% of users say they have used social media to influence others to act on a political or social issue that is important to them. 34% of Republicans and 36% of Democrats who use social media have done this. 29% of independents use social media in contrast.
- Twenty-eight percent of social media users have posted links to political stories or articles for others to read. Conservative Republicans and liberal Democrats are the two groups most likely to have used social media in this way (39% and 34%, respectively).
- On social networking sites, 21% of users are part of a group seeking to further a cause or are interested in political or social issues. Regarding the use of social media in this manner, no significant distinctions based on partisanship or ideology are observed.

- Twenty percent of social media users follow candidates and elected officials on these platforms. Approximately 32% of conservative Republicans and 27% of liberal Democrats use social media to follow leaders.

For political campaigning, this environment offers hitherto unheard-of advantages. Because social media made it possible for candidates to ask supporters for money directly, it revolutionized political fundraising. For example, the websites ActBlue and WinRed allow small contributions from individual donors to be combined to finance larger campaigns (Taras & Davis, 2022). The emergence of internet challenges and viral campaigns creates grassroots support for encouraging people to volunteer, donate, and spread political messages. Hashtag campaigns like #VoteForChange and #GetOutTheVote have garnered support, particularly among younger populations that primarily obtain information online. Peer-to-peer fundraising also allows supporters to create individual donation pages on social media, opening direct-link opportunities for campaign contributions outside conventional donor networks (Taras & Davis, 2022).

Politicians can interact with voters directly through social media, avoiding suffocating news media. Candidates can express their views, policies, and campaign progress in real time on social media sites like Facebook and Twitter. This direct interaction ties the candidate to the supporter in what is becoming a more individualized and interactive mode of political communication.

The data-based strategy has been one of social media's benefits for political campaigns. To target a particular audience based on demographics, interests, and behavior, digital political marketing literally accesses voter databases. Using platforms like Facebook and Google Ads, campaigns can target audiences with personalized messages on the same topic for various voter groups (Vaccari & Valeriani, 2021).

Public opinion has always been influenced by memes, short films, and popular challenges; even political campaigns have begun to use them hilariously as emotionally charged, satirical pieces. Candidates may more easily display their personalities on platforms like TikTok and Instagram Reels, which appeal to younger voters who are typically uninterested in politics. Influencer collaborations, interactive filters, and trending challenges are additional excellent social touchpoints where campaigns can expand their reach and foster natural interaction (Taras & Davis, 2022).

With both major candidates making substantial use of social media, the 2016 presidential election demonstrated the increasing importance of social media in political campaigns. Donald Trump's campaign used numerous Facebook advertisements and other social media platforms. Under the direction of digital strategist Brad Parscale, the campaign used data analytics to more effectively

microtarget voters. The campaign's digital competence was further demonstrated by Cambridge Analytica's contentious involvement and its use of unapproved personal data to build voter profiles for targeted advertisements. One of the main reasons Trump won was his capacity to control the conversation on social media and attract a lot of free media attention (Johnson, 2024). Hillary Clinton's campaign struggled to use social media, as did Trump's, while building on the technological underpinnings established by Obama's campaigns. Clinton's campaign could not match Trump's social media presence in terms of grassroots enthusiasm and real-time participation, even with a robust digital strategy (Williams & Newman, 2018).

According to research, various social media platforms play unique roles and have diverse effects during political campaigns (Dimitrova & Matthes, 2018). Twitter has emerged as a significant platform for political communication, as demonstrated by Trump's "Rule by Tweet" strategy. The platform's broad reach and real-time nature have made it an effective tool for politicians to interact with the public and make announcements. However, technology has also aided in the rapid transmission of false information and the coarsening of political discourse (Dutchak et al., 2020). Facebook is a very effective medium for political advertising because of its capacity to microtarget advertisements based on comprehensive personal data. However, this practice has brought up privacy issues and the dissemination of misleading information. There are still problems with the platform's regulations and the requirement for more openness (Bailey, 2021). Moreover, YouTube has acquired an increasingly significant role in political campaigns. Obama and Romney used YouTube to interact with voters, distribute campaign videos, and personalize their pitch. The platform represents a vital instrument for contemporary marketing due to its visual aspect and broad reach (Bondarenko et al., 2021).

Election campaigns are, in fact, a subject of significant impact by the extent and way of social media users' reaction to candidates' various content initiatives (Rey, 2024). Meanwhile, identifying the elements that affect social media users' reactions is still tricky. It is worth mentioning, however, that some researchers try to contribute to solving this problem. Partial least squares (PLS) and a cross-validation technique were applied by Lam et al. (2021) to automatically determine the kinds of social media posts that elicit strong reactions from users. This method differs from others that call for these linkages to be manually identified. While analyzing data from the 2017 Hong Kong Chief Executive election, Lam et al. (2021) looked at 379,880 comments and 534 posts on the Facebook sites of three candidates. It is, in fact, one of the first studies in the literature on social media and message strategies to look at the cognitive expressions and emotive reactions of social media users linked to various political

content tactics. For posts receiving longer comments and more favorable feedback, the results demonstrate that the dominating candidate leveraged his strong position to build a stable online persona. Movies and photos generate more responses, while media frames do not affect affective responses or the caliber of comments. The results bolster the claim that social media mimics offline power dynamics and offline reactions to political messaging, and they add to the body of knowledge on online participation and campaign strategy.

According to Bossetta (2018), the digital architecture of a platform, that is, the technical protocols that allow, restrict, and influence user behavior in a virtual environment, mediates political communication on social media. Facebook, Instagram, Snapchat, and Twitter are the four platforms that are compared using the typology of a paradigm for comprehending digital architecture. The study qualifies its theoretical assertion that a platform’s network structure, functionality, algorithmic filtering, and datafication model influence political campaign strategy on social media by using social media data and interviews with three Republican digital strategists during the 2016 U.S. election. Undoubtedly, the context of each race is crucial in explaining how and why political actors use social media for campaigning; digital architecture alone cannot do so (Auter & Fine, 2018). However, examining how a platform’s digital architecture affects campaign tactics can shed light on its approach and serve as a theoretical foundation for cross-platform, comparative study designs. The digital architectural heuristics are also applicable to almost any aspect of online political communication, including citizen political debates, protest mobilizations, and journalistic reporting, to mention a few. It is not just restricted to studies of political campaigning. A platform needs to facilitate user interactions to qualify as a social medium. As previously said, a crucial element of a social media platform’s digital architecture is its network structure, which refers to the standards that regulate the relationships between accounts. Table 1 lists the network structure features of the four platforms proposed by Bossetta (2018).

*Table 1. Network structure*

<b>Network structure</b>			
	<b>Searchability</b>	<b>Connectivity</b>	<b>Privacy</b>
Facebook	High	Individual: Dyadic Page for the public: unidirectional	Personal: Closed Public page: Open
Twitter	High-Medium	Unidirectional by default, Dyadic (by changing privacy)	Open by default
Instagram	Medium	By default, it is unidirectional. Dyadic (by altering privacy settings)	Open by default

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Snapchat	Low	Dyadic by default, One-way (by altering privacy)	Open by default
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Source: Bossetta (2018)

Politicians' public Facebook, Twitter, and Instagram pages can usually be found by searching for their names. A blue verification checkmark next to the account's username on the graphical user interface (GUI) is frequently used to indicate that a page is real. Because a politician's name can yield several results (including parody accounts) and political accounts have the same layout as regular users, searchability on Instagram and, to a lesser extent, Twitter, may be restricted. Politicians can create public pages on Facebook that distinguish themselves from private accounts aesthetically and functionally. These pages also show up prominently in search results. Snapchat is the least searchable political account, and during the 2016 U.S. primaries, it was quite challenging to find them by direct search. Users had to know the precise username of a politician's account to follow them, and this username did not always follow a consistent pattern. Campaigns centered on cross-platform promotion to their current followers on other social media platforms were employed to promote their Snapchat accounts. According to Wilson, the Marco Rubio campaign advertised free giveaways on Twitter and Facebook, where it was already well-known. Despite the distinct communication style displayed on Snapchat, the platform's usefulness for campaigns was constrained by searchability issues. Meanwhile, campaigns are encouraged to actively use the platform to reach voters since politicians have a far greater user base on Instagram, Facebook, and Twitter (Radchenko et al., 2023).

Figure 3 below presents interesting patterns of Facebook content by media type, characteristic of U.S. 2016 election candidates. Considering Trump's win, one could suggest that approximately equal distribution of content types gives the best results.

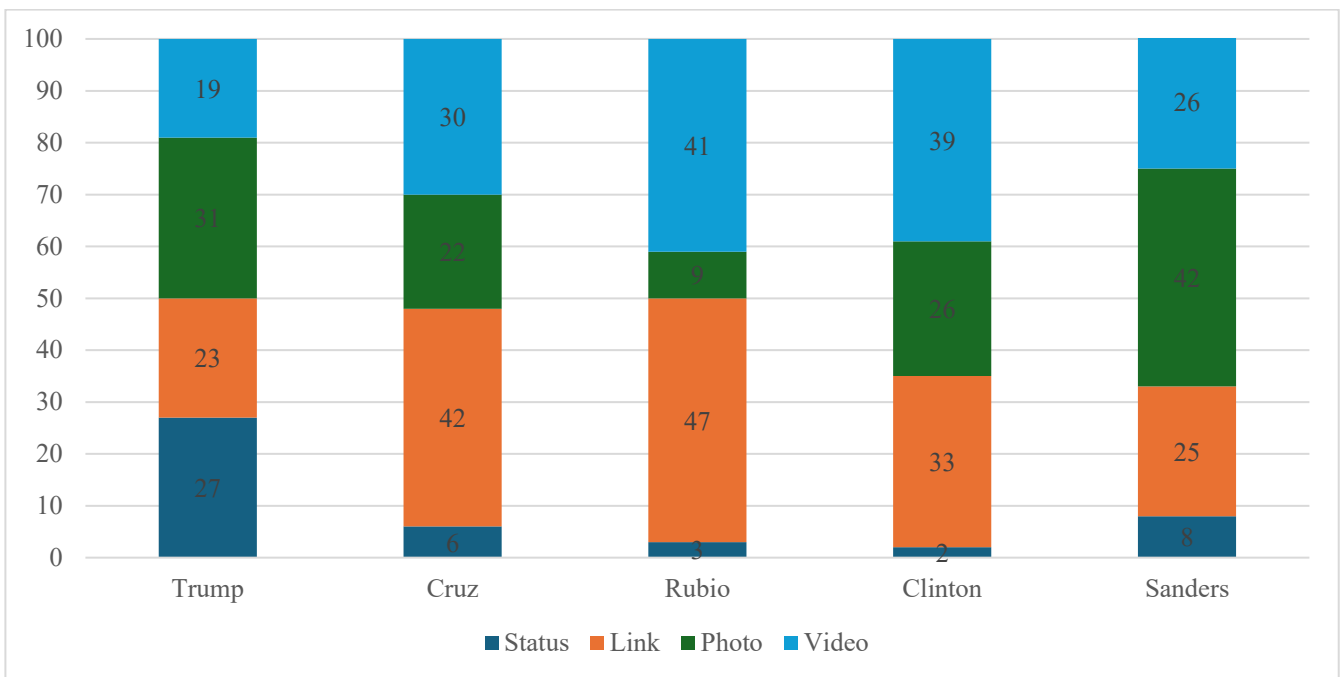


Figure 3. Facebook content by media type characteristic for U.S. 2016 elections candidates, in %

Source: Williams and Newman (2018)

Social media is frequently used for political commentary. Online content that comments on what governments are doing, are not doing, and should be doing is abundant, ranging from politicians and political parties advocating their platforms to journalists publishing daily news and ordinary citizens offering their opinions. The growth of online content creators, who now make their living as a profession, is a new trend. Moreover, when it comes to politics, social media influencers and content producers who have built a brand identity around their well-known social media profiles have a lot to say. They exchange political news, comment on social issues, support candidates, and urge voting. Additionally, they may participate in campaigns of foreign meddling and disinformation.

Influencers act similarly to celebrities, journalists, advertisers, activists, and others in the ecosystem of political communication. Influencers may freely support political campaigns or receive compensation for their work. Some provide their own commentary or conduct interviews with politicians. Others, who have no official political affiliations, express their opinions independently. Due to these increasingly hazy boundaries, it is becoming more difficult to discern between coordinated marketing, authentic support, and trustworthy news sources. Additionally, it makes it more difficult for voters to assess the veracity and purpose of political messaging, which makes it more difficult for legislators to control it (Chan, 2016).

Social media platforms facilitate political dialogue but can also develop into disinformation hubs. Conspiracy theories, manipulated photos, and false narratives are all examples of misinformation that spreads quickly and alters voter perception. Political rivals and other shady characters frequently exploit this by spreading false information that confuses the public. The problem of misleading content is a significant worry, despite the efforts of the social media giants to combat disinformation using fact-checking labels and content moderation. The advent of deep-fake technology has made it nearly impossible to tell the difference between modified and authentic video (Dennis, 2018; Bondarenko et al., 2022).

Another significant issue is that, in contrast to traditional media, social media has fewer restrictions on political campaigns and ads. From voter manipulation to data privacy, the unique capacity to micro-target voters with personalized audience messages raises complex moral dilemmas for legislation. There is a need for even stricter rules for using social media data in political campaigns; yet, because digital technology is constantly evolving, it is difficult to enforce these rules. Finally, there is a growing call for complete openness of political advertising and online campaigning operations due to worries about data harvesting and the exploitation of voter information.

Regarding future outlooks, it is important to mention that AI-powered analytics will be a significant differentiator in upcoming political campaigns. Automated AI-generated responses and personalized communications will also increase campaign efficiency, as a machine will learn to monitor voter feelings and then draw prediction inferences that will ultimately influence campaigning methods. Blockchain-based election systems and micro-social networks may be able to allay worries about election security and data privacy. In addition to providing voters with stronger identification verification, these platforms increase transparency and reduce the dangers of election and voter fraud.

Campaigns will probably keep improving voter targeting tools and utilizing data analytics for more successful outreach. Nonetheless, continued focus and regulation will be necessary to address the problems caused by video manipulation (such as deep-fakes) and the dissemination of false information. Moreover, a complex regulatory environment derives from the distinctive features of social media platforms, such as their capacity to micro target advertisements. At the same time, the integrity of the democratic process depends on effective regulation, whether it comes from the platforms themselves or government action.

Evidently, the toolkit of social media and digital platforms used in political communication is extensive and characterized by continuous growth. Successful

election campaigns, shaping public opinion (including protest and civil disobedience), etc., are bright cases of the digital landscape's positive and negative potential for political communication, which necessitates deep research within appropriate regulatory discourse.

## **Conclusions**

Politics today has transformed because of the expansion and evolution of political campaigns in the social media landscape. The appropriate platforms are now essential for mobilizing supporters, disseminating information, and interacting with voters. Looking ahead, continued technological adaptation and the requirement for efficient regulation will influence the following stages of political media strategy. Social media's revolutionary effect on political campaigns demonstrates the importance of this strong 'toolkit' in the democratic process and the need to use it carefully and strategically.

Social media has revolutionized political campaigning by bringing in new strategies for message distribution, voter involvement, and finance. Social media, however, presents several difficulties, including divisiveness, false information, and moral dilemmas. To effectively deal with the shifting characteristics of the digital world without sacrificing democratic norms and election integrity, political campaigns will need to change along with technology.

The extent of efficiency with which lawmakers, internet firms, and society handle these issues will significantly impact social media's role in politics in the future. Social media will remain a tool with high potential for political engagement, voter education, and empowerment toward democratic involvement if it is handled wisely. Digital platforms will continue to impact politics as they develop, making it even more crucial for voters, candidates, and regulators to participate in this shift in a responsible and moral manner.

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## **Conflicts of Interest**

The author declares no conflict of interest.

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