

Coder:

Party/Candidate:

SNS site (Facebook)

Date archived	
Date started on Facebook <i>(if possible, using the live account, not the archived one. If not clear: use the date of the 1st post).</i>	
Old/new Facebook	Before timeline Timeline
Name of profile owner	
Number likes/members/friends	
Type of account	Group Page Individual
Number of times mentioned (if available)	
Owner posts on wall	Yes No No way to tell (eg. BNP)
Frequency posting by owner	10+ daily 2 to 9 daily Once daily More than once weekly Once weekly More than once monthly Once monthly Less frequently
Users other than owner post on wall <i>(posts, not comments!)</i>	Yes No
Types of posts (check all that apply) <i>Any kind of video, news story etc. Whatever we can tell about it from what can be seen on screen. Multiple coding possible (eg: news story including video).</i>	Just text (no links) Link to video Link to audio Link to image Link to text (eg. blog post or news stories) Link to other
Content of text in posts: call to action (check all that apply)	Promoting campaign activity offline (e.g. event, volunteer, canvassing etc) Promoting campaign activity online (e.g. asking people to share/forward content, to join campaign site, etc.)

Comments allowed (User response. If it's called "feedback", include here as well).	Yes No
Highest number of comments to one post <i>(of all the posts available in the one screen we get.)</i>	
Highest number of likes to one post <i>(of all the posts available in the one screen we get. Bear in mind we get 2 names + number of likes. So we need the number that appears +2).</i>	
Highest number of 'shares' of one post <i>(same as before)</i>	
Link to party or candidate website <i>(not in posts but on the the page)</i>	
Link to Twitter <i>(not in posts but on the the page)</i>	
Link to Youtube <i>(not in posts but on the the page)</i>	

Twitter

Date archived	
Name of profile owner	
User name	@
Biography details	Yes No
Number followers	
Number following	
Number listed <i>(if available)</i>	
Customised to party/candidate brand	
Total number of tweets posted	
Tweets by candidate are explicitly identified and differentiated from tweets by campaign team.	Yes No

Frequency posting by owner	10+ daily 2 to 9 daily Once daily More than once weekly Once weekly More than once monthly Once monthly Less frequently
Number tweets in 1 day/24h <i>(Trick for very active accounts: in one page we get 20 tweets. We can count the number of pages we need to scroll down to get 1 day (24h) since date of 1st tweet and add the number of tweets up to 24h in the last page. Get the closest number).</i>	
Used in tweets... (check all that apply) <i>(please scroll down to get at least 24h)</i>	Use of hash tags (#) Use of mentions to others (@) Use of external links Re-tweets Other
Types of hash tags (#) (if applicable) <i>(Write down up to 3 hash tags most commonly used in last 24h, if any)</i>	
Types of mentions (@) (if applicable) <i>(Write down up to 3 users mentioned more often in last 24h, if any)</i>	
Link to party or candidate website <i>(not in posts but on the the page)</i>	
Link to Facebook <i>(not in posts but on the the page)</i>	
Link to Youtube <i>(not in posts but on the the page)</i>	

Important: if there is an important/clear event that is disrupting the normal use the party/candidate would be doing of the twitter account: please scroll down to code the day before and then apply the prior 24h rule to that day. Eg: candidate debate.