

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 (of all the posts available in the one screen we get.)	
Highest number of likes to one post (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).	
Highest number of 'shares' of one post (same as before)	
Link to party or candidate website (not in posts but on the the page)	
Link to Twitter (not in posts but on the the page)	
Link to Youtube (not in posts but on the the page)	

Twitter

Date archived	
Name of profile owner	
User name	@
Biography details	Yes No
Number followers	
Number following	
Number listed (if available)	
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.