



## » 2016 Elections in Peru: Politicians and digital presence, a strategy enhancing reputation

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If victory in next elections depended on the digital presence of the possible candidates of certain political parties, whose names are nowadays being considered, we could say that the winner would be Pedro Pablo Kuczynski.

After having developed the power map of the top 25 most influent Peruvian politicians on the Net based on their digital presence, the question raised is not other than: are our politicians following a digital communication strategy enhancing their reputation?

Pedro Pablo Kuczynski has his own website, where he makes particular emphasis on pictures and videos, a YouTube channel, and accounts on Flickr, Twitter and Facebook, where he actively posts messages. Basing on the open accounts, number of followers, mentions and retweets last year, PPK would be in the lead regarding the digital presence.

Alejandro Toledo ranks second: he has also a website, despite outdated, accounts on Twitter and Facebook, where he actively posts, and a YouTube channel. Juan Sheput is in third place, he has a personal blog, in which he usually writes, and a Twitter account in which, like the previous candidates, he posts diary.

In fourth and fifth position we find the President Ollanta Humala and the First Lady Nadine Heredia, respectively. Both have two social channels open: Facebook and Twitter, which in the case of the First Lady are more active.

Following, we find Keiko Fujimori, who manages each of his social network accounts with communication strategies and different contents.

Within the TOP 25, the political parties with most presence are, in first place, "Partido Nacionalista" with 6 politicians with digital presence; in second place is "Alianza Popular Revolucionaria Americana", with three representatives; and in third place is "Partido Humanista Peruano" together with "Partido Popular Cristiano", both with two representatives.

Pedro Pablo Kuczynski wins as the candidate with the best digital presence, but the conclusion is that none of our parties and politicians is working on a digital presence and positioning strategy based on communication and dialogue with citizens. What the contents broadcasted in their digital accounts show is a prolongation of their political speeches, which does not generate any dialogue from their followers.

The potential that an electoral campaign can have when messages are broadcasted on social networks is known by our politicians. However, a digital presence without an integrated communication strategy, underpinned by the listening and meeting of citizen's needs, does not enhance reputation.

Nowadays, having a digital presence is not enough: the way in which we communicate has changed. The citizens demand and share information, we reward transparency and, above all, dialogue. The reputation of a politician is determined not only by what he says, but also by the comments their words generate, by the direct experience of their actions, and by the information the users receive.

Internet is a mean for personal interactions where social networks are places for citizens and politicians to communicate, thus candidates should consider and use it as such, bolstering electoral campaigns through dialogue and transparency, and not only through broadcasting unidirectional messages.



According to a study published by "The Digital Policy Council", 4 out of 5 politicians in the world use Twitter. Mr. Barack Obama is the most popular politician in such platform, and not only due to his 63.7 million of followers, but because he outlined a way forward with his digital electoral campaign. He was the first in allocating resources and personnel to manage his digital accounts as a part of his electoral communication strategy. He was also the first in giving

a live interview on a social network, answering the questions of his voters, and the first in developing a communication strategy based on data gathered online, designing materials and actions tailored to this new communication dynamics.

Having a presence in social networks requires a previous strategy, since a presence without a strategy can never enhance reputation.



**Carmen Gardier** is manager of the Digital Area at LLORENTE & CUENCA in Peru. Sociologist, she has over 10 years of experience in advertising, online content and marketing. She has worked for international accounts in the field of B2B, product launches, shares of CRM, loyalty programs and communication actions and branding. Among others, she has worked with clients such as L'Oreal Paris, Procter & Gamble and Heineken. She also has experience in developing online directories in a project established in 7 countries, located in Europe and LATAM, directing the product areas, communication and marketing. She has experience in defining and developing projects for web, tablets, and mobile content strategy online, and online CRM strategy both B2B and B2C. She has lived in Mexico and Spain for the management of this project.

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