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ONLINE INFLUENCE GRID OF ARGENTINIAN POLITICS: The humanization of political candidates

February, 2016

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Introduction

Digital Identity may be defined as all information on a specific person which is available on the Internet (personal data, pictures, records, news, comments, etc.) and which shapes the profile of the aforementioned individual on the digital front. “Owning” that information is key for the management of our personal reputation, particularly when important political offices such as the Presidency are at stake.

The Online Argentine Political Influence Grid shows how the 2.0 personality of important actors in this field and their relationship with the digital environment, have impacted the 22N electoral results.

Despite trailing behind opponent Daniel Scioli and, notably, behind former President Cristina Fernandez, as regards the number of followers on social networks, the current Argentine President, Mauricio Macri, ultimately managed to come out on top. After almost two months working as President, he has already become the most influential political figure in Argentina.

This survey was carried out by the Digital and Public Affairs Areas and aimed at providing a cross-cutting look at a process that goes beyond the political sphere and involves the daily lives of the whole Argentine nation.



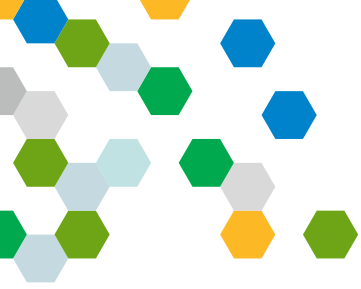
Government Campaign and Communication

The concept of “Permanent Campaign” – promoted by consultants James Carville and Dick Morris when they arrived to Argentina following the 2001 crisis – became particularly important in the new political arena, marked by the recent elections which were governed by 2.0 communications. Joaquin Molla, advertising manager of the Cambiemos campaign told the Diario La Nacion that a good political campaign is the one that makes the candidate win. Brutal honesty or professional simplicity. In short, the challenge will be implementing this approach in government communication.

2015 was the year of elections for Argentina. According to Facebook, the South American country has become the third most politicized nation and this conclusion is illustrated by the conversations which mainly took place on social networks, a domain in which over half of the population have an active account. Thousands of Argentinians supported or opposed the aforementioned political figures. Social networks are digital platforms which become spaces for conversation, each with a specific format and language (some favor a more textual approach, while others are more audiovisual-friendly). The humanization generated in each of them

is what generates value: the social network “liveliness” is generated by its users and the way in which they use these platforms. Internet and, more specifically, social networks enable candidates to achieve a closer relation and a more appropriate space to hold conversations.

It is true that politicians may face greater risks in the digital domain, but adopting a passive approach in this regard does not protect them from criticism. On the contrary, the lack of an online presence means that it will be others who will manage their defense. Thus, they will not be able to take advantage of situations which could lead to opportunities in the field of digital management. A digital identity requires time, efforts and, above all, a strategy. Societies have become more critical. Politicians had never drawn as much attention as they currently do; they now are very much in the public eye in a constant manner. Therefore, a well-planned digital identity became an instrumental element for the development of the electoral battle and a proper democratic environment. This digital identity will not merely be one of the most important assets for politicians during the campaign, but will also affect the field of political management.



Online Influence

Online influence is a combination of many variables, including engagement. Having millions of followers does not ensure a real connection with users. Communicational strategies become relevant thanks to interactions with users which shall be achieved by generating content. Prior to the 22N elections, the head of Cambiemos clearly led the ranking of Argentinian politicians on Facebook, with almost 3 million followers and 1,300,000 people talking about him.

However, "Frente para la Victoria" led the conversation on Twitter. The former President had over 4 million followers, by herself, and combined with those of her candidate, Daniel Scioli, amounted to over 5,200,000 followers. It was @danielscioli who topped the list of the most RTs (retweets), even surpassing @CFKArgentina. The environment is critical in order to convey messages and expand the networking opportunities.

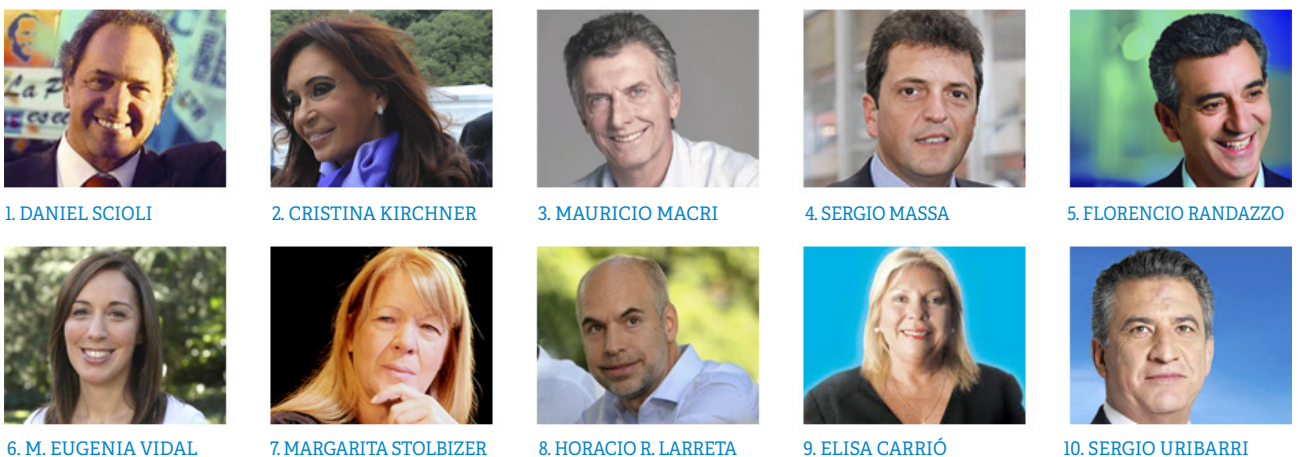
Cambiemos was the political party which better understood the concept of "humanization" on social networks and also figured out that the key lied in the conversation, the image and to demonstrate through deeds and not merely through words. During the electoral process, 10 of the 20 most influential political leaders in the digital domain were members of

Cambiemos: Mauricio Macri, María Eugenia Vidal, Horacio Rodríguez Larreta, Lilita Carrió, Ernesto Sanz, Patricia Bullrich, Gabriela Michetti, Laura Alonso, Esteban Bullrich and Julio Cobos.

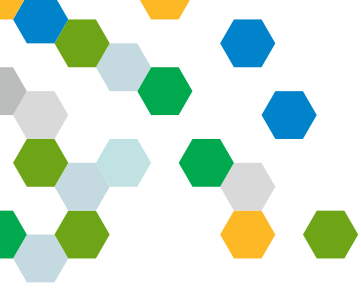
In his inaugural speech in the Legislative Assembly, President Mauricio Macri asked to hold dialogues with both the people who supported him and those who did not. This "willingness to listen" is in line with approaches implemented in the digital sphere and with the approaches has little to do with the 1.0 format promoted during the "Kirchner" administration. Although the latter extensively used all social networks (notably, Facebook and Twitter), it was a one-way communication and it merely conveyed messages to thousands of recipients. A clearly top-down approach which did not promote interaction.

The horizontal approach promoted by Cambiemos seems to be a feature of its managerial approach. High-impact measures such as the proposal of potential candidates to fill in the Supreme Court were also influenced by the reaction of online users. The response of the public opinion entailed a review of the measure. A rather uncommon situation if we compare it to the last years of governance carried out by the previous Argentine President.

Figure 1. 10 most influential politicians during the electoral process



Source: own elaboration



What really matters is not getting to the top, but learning how to stay there

The new Government is characterized by plurality: one of the most distinguishing features of social networks. Politicians from the radical movement enhance the plurality of the Cambiemos coalition. The appointment of important corporate figures in the management team also shows differences with previous approaches: a higher number of men and women from specialized sectors –engineers, economists and accountants– and less lawyers. Beyond the professional experience, this clearly shows that a pure management approach is not valid and vice versa. Taking a negotiating stance, trying to achieve agreements and consensus will be critical in order to strengthen management.

With dialogue as the cornerstone of this new cycle of the first steps taken by the recently elected Argentine leader did not merely differ from what the former President had done until the night prior to handing over power to Macri; this new approach based on active listening may completely refute a statement made by Machiavelli which is often used in modern politics: “It is better to be feared than loved”. From a dominant leader to a caring one. From vertical communication towards horizontal approaches. From 1.0 to 2.0. 2017 will show whether people will like and follow those who are able to master these digital tools and not those who merely use them.

Figure 2. 10 most influential leaders in the new political context



1. MAURICIO MACRI



2. CRISTINA KIRCHNER



3. SERGIO MASSA



4. DANIEL SCIOLI



5. HORACIO R. LARRETA



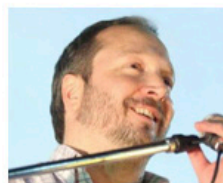
6. M. EUGENIA VIDAL



7. FLORENCIO RANDAZZO



8. ANÍBAL FERNÁNDEZ



9. MARTÍN SABBATELLA



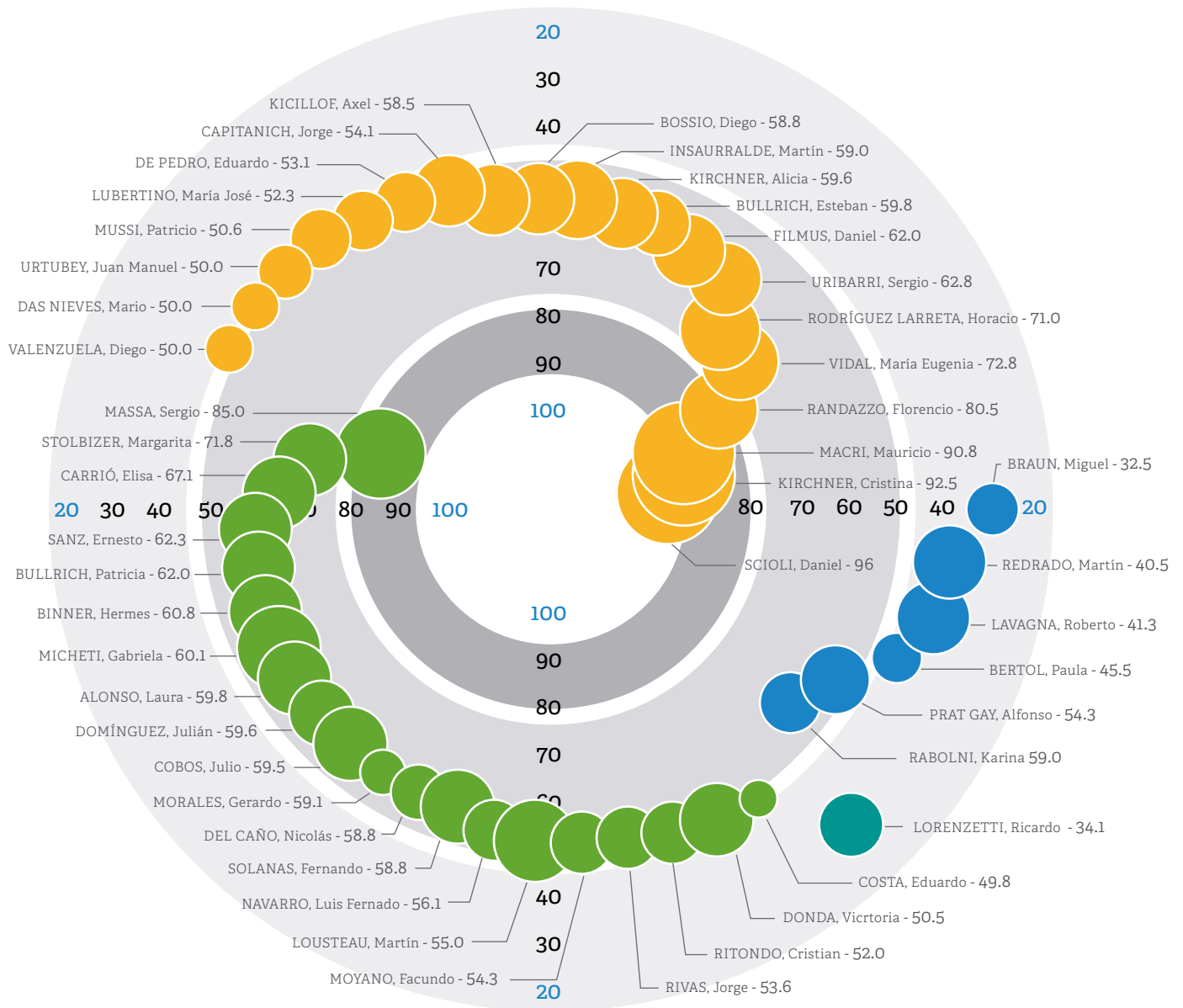
10. ELISA CARRÍO

Source: own elaboration

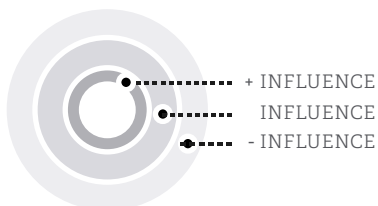


The influence on the network

Figure 3. Grid of the politicians with an influence rating over 30 points during the electoral process



LEVEL OF INFLUENCE:

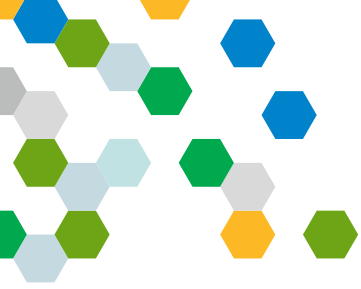


FOLLOWERS:



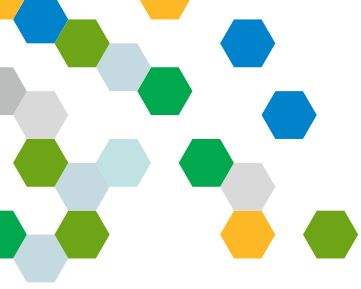
- Executive Power
- Legislative Power
- Area of influence
- Judicial Power

To view the map online, visit www.influenciaonline.com.ar



RANKING OF INFLUENCE DURING ELECTIONS

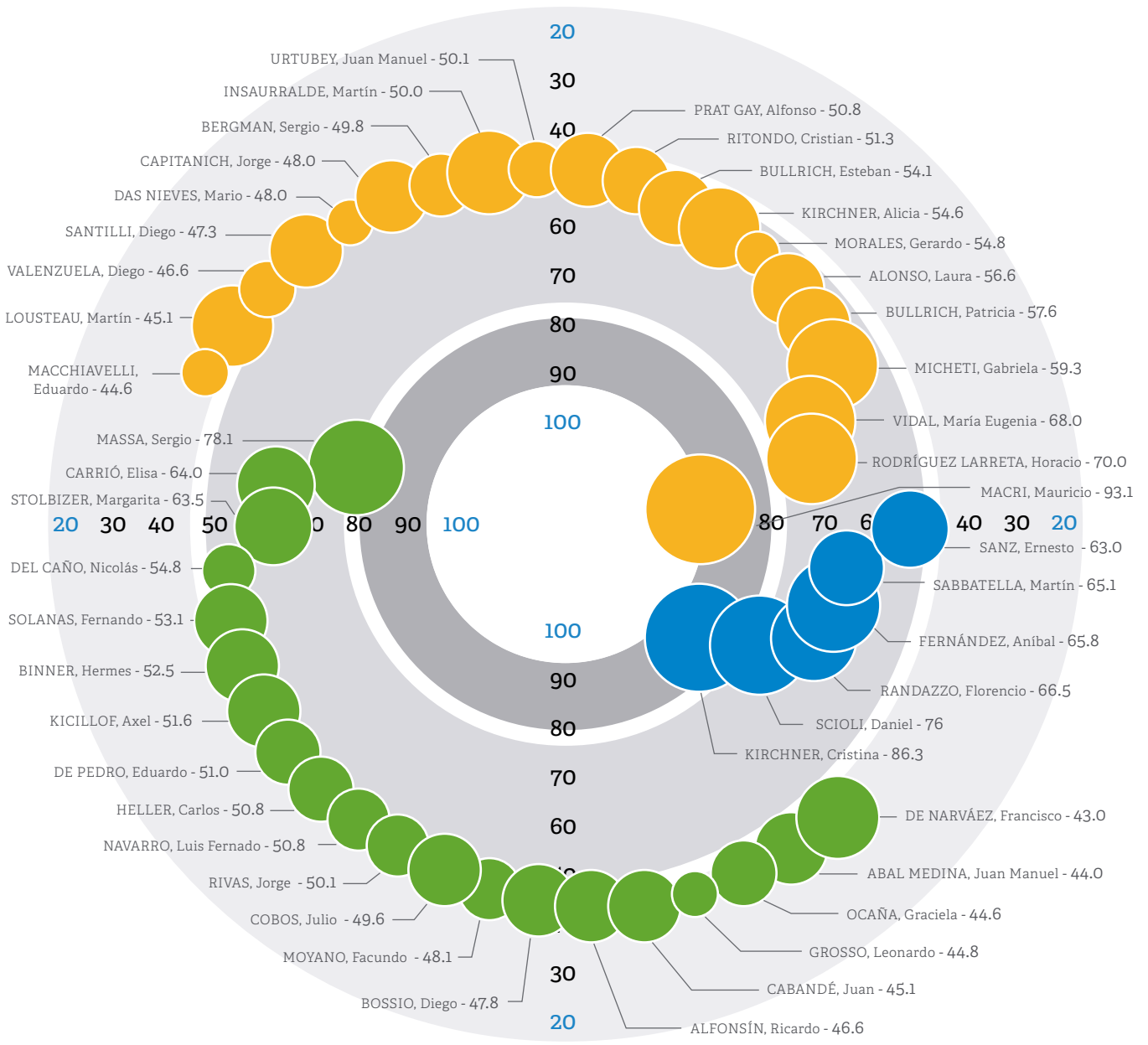
	Name	Rate of Influence	Power	Position	Political Party	Twitter
1 st	SCIOLI, Daniel	96.000	Executive Power	Presidential Candidate	FPV	@danielscioli
2 nd	KIRCHNER, Cristina	92.500	Executive Power	President	FPV	@CFKArgentina
3 rd	MACRI, Mauricio	90.833	Executive Power	Presidential Candidate	CAMBIEMOS	@mauriciomacri
4 th	MASSA, Sergio	85.000	Legislative Power	Deputy	UNA	@sergiomassa
5 th	RANDAZZO, Florencio	80.500	Executive Power	Minister of Internal and Transport Affairs	FPV	@RandazzoF
6 th	VIDAL, María Eugenia	72.833	Executive Power	Deputy Head of Government - CABA	CAMBIEMOS	@mariuvidal
7 th	STOLBIZER, Margarita	71.833	Legislative Power	Deputy	PROGRESISTAS	@Stolbizer
8 th	RODRÍGUEZ LARRETA, Horacio	71.000	Executive Power	Chief of Staff - CABA	CAMBIEMOS	@horaciorlarreta
9 th	CARRIÓ, Elisa	67.167	Legislative Power	Deputy	CAMBIEMOS	@elisacarrio
10 th	URIBARRI, Sergio	62.833	Executive Power	Gobernador of Entre Ríos	FPV	@sergiourribarri
11 st	SANZ, Ernesto	62.333	Legislative Power	Senator	CAMBIEMOS	@sanzernesto
12 nd	FILMUS, Daniel	62.000	Executive Power	Secretary of "Falkland Islands" Affairs	FPV	@filmusdaniel
13 rd	BULLRICH, Patricia	62.000	Legislative Power	Deputy	CAMBIEMOS	@patobullrich
14 th	BINNER, Hermes	60.833	Legislative Power	Deputy	PROGRESISTAS	@hermesbinner
15 th	MICHETTI, Gabriela	60.167	Legislative Power	Senator	CAMBIEMOS	@gabimichetti
16 th	ALONSO, Laura	59.833	Legislative Power	Deputy	CAMBIEMOS	@lauritalonso
17 th	BULLRICH, Esteban	59.833	Executive Power	Minister of Education - CABA	CAMBIEMOS	@estebanbullrich
18 th	DOMÍNGUEZ, Julián	59.667	Legislative Power	President of Chamber of Deputies	FPV	@dominguezjul
19 th	KIRCHNER, Alicia	59.667	Executive Power	Minister of Social Development	FPV	@aliciakirchner
20 th	COBOS, Julio	59.500	Legislative Power	Senator	CAMBIEMOS	@juliocobos
21 st	MORALES, Gerardo	59.167	Legislative Power	Senator	UNA	@MoralesGerardo1
22 nd	RABOLINI, Karina	59.000	Area of Influence	President of Banco Provincia Foundation	FPV	@rabolinikarina
23 rd	INSAURRALDE, Martín	59.000	Executive Power	Mayor of Lomas de Zamora	FPV	@minsaurralde
24 th	BOSSIO, Diego	58.833	Executive Power	Executive Director of ANSES	FPV	@diegobossio
25 th	DEL CAÑO, Nicolás	58.833	Legislative Power	Deputy	FIT	@NicolasdelCano



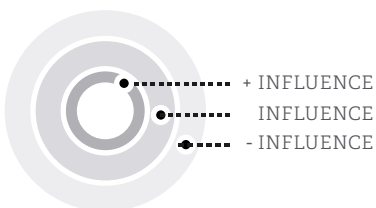
	Name	Influence Score	Poder	Occupation	Espacio Político	Twitter
26 th	SOLANAS, Fernando	58.833	Legislative Power	Senator	PROGRESISTAS	@fernandosolanas
27 th	KICILLOF, Axel	58.500	Executive Power	Minister of Economy	FPV	@Kicillofok
28 th	NAVARRO, Luis Fernando	56.167	Legislative Power	Provincial Deputy	FPV	@chino_navarro
29 th	LOUSTEAU, Martín	55.000	Legislative Power	Deputy	CAMBIEMOS	@GugaLusto
29 th	PRAT GAY, Alfonso	54.333	Area of Influence	Former President of Central Bank	CAMBIEMOS	@alfonsoprattgay
31 st	MOYANO, Facundo	54.333	Legislative Power	Deputy	UNA	@Facundo_Moyano
32 nd	CAPITANICH, Jorge	54.167	Executive Power	Governor of Chaco	FPV	@jmcapitanich
33 rd	RIVAS, Jorge	53.667	Legislative Power	Deputy	FPV	@jorgerivasrs
34 th	DE PEDRO, Eduardo	53.167	Executive Power	Chief of Staff	FPV	@wadodecorrido
35 th	LUBERTINO, María José	52.333	Executive Power	Chairman of CONADIS	FPV	@lubertino
36 th	RITONDO, Cristian	52.000	Legislative Power	President of CABA Legislature	CAMBIEMOS	@cristianritondo
37 th	MUSSI, Patricio	50.667	Executive Power	Mayor of Berazategui	FPV	@jpatriciomussi
38 th	DONDA, Victoria	50.500	Legislative Power	Deputy	PROGRESISTAS	@vikidonda
39 th	URTUBEY, Juan Manuel	50.000	Executive Power	Governor of Salta	FPV	@UrtubeyJM
40 th	DAS NEVES, Mario	50.000	Executive Power	Elected Governor	UNA	@mariodasneves
41 st	VALENZUELA, Diego	50.000	Executive Power	Deputy Minister of the Government	CAMBIEMOS	@dievalen
42 nd	COSTA, Eduardo	49.833	Legislative Power	Deputy	CAMBIEMOS	@eduardocostasc
57 th	BERTOL, Paula	45,5	Area of Influence	Director of the School of Leaders of PRO	CAMBIEMOS	@paulabertol
78 th	LAVAGNA, Roberto	40,333	Area of Influence	Former Minister of Economy	UNA	@rlavagna
83 rd	REDRADO, Martín	40,500	Area of Influence	Former President of Central Bank	UNA	@martinredrado
114 th	LORENZETTI, Ricardo	34,167	Judicial Power	Supreme Court Judge	-	@rlorenzetti
126 th	BRAUN, Miguel	32,500	Area of Influence	Director of the Pensar Foundation	CAMBIEMOS	@braunmi



Figure 4. Grid of the politicians with an influence rating over 30 points of the new political landscape



LEVEL OF INFLUENCE:



FOLLOWERS:



- Executive Power
- Legislative Power
- Area of Influence

To view the map online, visit www.influenciaonline.com.ar



RANKING OF INFLUENCE DURING ELECTIONS

	Name	Influence Score	Poder	Occupation	Espacio Político	Twitter
1 st	MACRI, Mauricio	93,17	Executive Power	President	CAMBIEMOS	@mauriciomacri
2 nd	KIRCHNER, Cristina	86,33	Area of Influence	Former President	FPV	@CFKArgentina
3 rd	MASSA, Sergio	78,17	Legislative Power	Deputy	UNA	@sergiomassa
4 th	SCIOLI, Daniel	76,00	Area of Influence	Former Governor of Bs. As.	FPV	@danielscioli
5 th	RODRÍGUEZ LARRETA, Horacio	70,00	Executive Power	Head of Government of CABA	CAMBIEMOS	@horaciorlarreta
6 th	VIDAL, María Eugenia	68,00	Executive Power	Governor of Bs. As.	CAMBIEMOS	@mariuvidal
7 th	RANDAZZO, Florencio	66,50	Area of Influence	Former Minister for Internal and Transport Affairs	FPV	@randazzof
8 th	FERNÁNDEZ, Aníbal	65,83	Area of Influence	Former Chief of Staff	FPV	@fernandezanibal
9 th	SABBATELLA, Martín	65,17	Area of Influence	Former Manager of AFSCA	FPV	@sabbatella
10 th	CARRIÓ, Elisa	64,00	Legislative Power	Deputy	CAMBIEMOS	@elisacarrio
11 st	STOLBIZER, Margarita	63,50	Legislative Power	Deputy	PROGRESISTAS	@Stolbizer
12 nd	MICHETTI, Gabriela	59,33	Executive Power	Vice-Presidentt	CAMBIEMOS	@gabimichetti
13 rd	BULLRICH, Patricia	57,67	Executive Power	Minister of Security	CAMBIEMOS	@patobullrich
14 th	ALONSO, Laura	56,67	Executive Power	Principal Anticorruption Office	CAMBIEMOS	@lauritalonso
15 th	MORALES, Gerardo	54,83	Executive Power	Governor of Jujuy	CAMBIEMOS	@MoralesGerardo1
16 th	DEL CAÑO, Nicolás	54,83	Legislative Power	Deputy	FIT	@NicolasdelCano
17 th	KIRCHNER, Alicia	54,67	Executive Power	Governor of Santa Cruz	FPV	@aliciakirchner
18 th	BULLRICH, Esteban	54,17	Executive Power	Minister of Education	CAMBIEMOS	@estebanbullrich
19 th	SOLANAS, Fernando	53,17	Legislative Power	Senator	PROGRESISTAS	@fernandosolanas
20 th	SANZ, Ernesto	53,00	Area of Influence	Former Senator	CAMBIEMOS	@sanzernesto
21 st	BINNER, Hermes	52,50	Legislative Power	Deputy	PROGRESISTAS	@hermesbinner
22 nd	KICILLOF, Axel	51,67	Legislative Power	Deputy	FPV	@Kicillofok
23 rd	RITONDO, Cristian	51,33	Executive Power	Minister of Security of Bs. As.	CAMBIEMOS	@cristianritondo
24 th	DE PEDRO, Eduardo	51,00	Legislative Power	Deputy	FPV	@wadodecorrido
25 th	HELLER, Carlos	50,83	Legislative Power	Deputy	FPV	@carlosheller



	Name	Influence Score	Poder	Occupation	Espacio Político	Twitter
26 th	NAVARRO, Luis Fernando	50,83	Legislative Power	Provincial Deputy	FPV	@chino_navarro
27 th	PRAT GAY, Alfonso	50,83	Executive Power	Minister of Finance	CAMBIEMOS	@alfonsoprattgay
28 th	URTUBEY, Juan Manuel	50,17	Executive Power	Governor of Salta	FPV	@UrtubeyJM
29 th	RIVAS, Jorge	50,17	Legislative Power	Deputy	FPV	@jorgerivasrs
29 th	INSAURRALDE, Martín	50,00	Executive Power	Major of Lomas de Zamora	FPV	@minsaurrealde
31 st	BERGMAN, Sergio	49,83	Executive Power	Minister for Environment	CAMBIEMOS	@sergiobergman
32 nd	COBOS, Julio	49,67	Legislative Power	Senator	CAMBIEMOS	@juliocobos
33 rd	MOYANO, Facundo	48,17	Legislative Power	Deputy	UNA	@Facundo_Moyano
34 th	CAPITANICH, Jorge	48,00	Executive Power	Major of Resistencia	FPV	@jmcapitanich
35 th	DAS NEVES, Mario	48,00	Executive Power	Governor of Chubut	UNA	@mariodasneves
36 th	BOSSIO, Diego	47,83	Legislative Power	Deputy	FPV	@diegobossio
37 th	SANTILLI, Diego	47,33	Executive Power	Deputy Head of Government CABA	CAMBIEMOS	@diegosantilli
38 th	ALFONSÍN, Ricardo	46,67	Legislative Power	Deputy	CAMBIEMOS	@ricalfonsin
39 th	VALENZUELA, Diego	46,67	Executive Power	Major of Tres de Febrero	CAMBIEMOS	@dievalen
40 th	CABANDIÉ, Juan	45,17	Legislative Power	Deputy	FPV	@juancabandie
41 st	LOUSTEAU, Martín	45,17	Executive Power	Ambassador of United States	CAMBIEMOS	@GugaLusto
42 nd	GROSSO, Leonardo	44,83	Legislative Power	Deputy	FPV	@Leonardo_Grosso
43 rd	OCAÑA, Graciela	44,67	Legislative Power	Buenos Aires Legislator	CAMBIEMOS	@gracielaocana
44 th	MACCHIAVELLI, Eduardo	44,67	Executive Power	Minister for Environment of CABA	CAMBIEMOS	@edumacchiavelli
45 th	ABAL MEDIDA, Juan Manuel	44,00	Legislative Power	Senator	FPV	@juanabalmedina
46 th	PEÑA, Marcos	43,83	Executive Power	Head of Government	CAMBIEMOS	@marquitospena
47 th	DE NARVÁEZ, Francisco	43,00	Legislative Power	Deputy	FPV	@denarvaez

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LLORENTE & CUENCA is the **leading Reputation, Communication and Public Affairs management consultancy in Spain, Portugal and Latin America**. The team comprises 22 partners, of which 20 are professionals and two are financial, along with **more than 450 professionals** that provide strategic consultancy services to companies in all business sectors with operations targeted at the Spanish- and Portuguese-speaking markets.

LLORENTE & CUENCA currently has its own offices in **Argentina, Brazil, Colombia, Chile, Ecuador, Spain, United States** (Miami), **Mexico, Panama, Peru, Portugal and the Dominican Republic**. It is also able to offer its services through affiliate companies in **Bolivia, Paraguay, Uruguay and Venezuela**.

In 2015, the firm's international development earned it 56th position on the **Global Ranking of the most important communication companies in the world**, a leader board drawn up by The Homes Report.

It is the **communications firm that has won most awards in the markets where it operates**. So far this year it has won **fifty four awards** through campaigns carried out for clients like Embratur, Coca-Cola Iberia, Avon, Antamina, Gas Natural Fenosa, Gonvarri Steel Industries, CaixaBank, SABMiller or L'Oréal, inter alia, and corporate projects like the launch of the new corporate site, the annual report 2014 or the interactive animation document "Entertainment Territory". Furthermore, it competed in the LinkedIn #PremiosIN2015 to be the company that best communicates on LinkedIn in Spain.

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