Before social media, politicians were reliant on traditional forms of media, such as newspapers in order to reach potential voters. However, the advance of social media has allowed potential candidates and politicians to have unfiltered mass and direct communication with the electorate which allows them to respond to events in real time.

It is important, therefore, to try to assess the impact that social media can have on a politicians ability to reach the electorate.

**Most Popular Tweets**

@jeremycorbyn: Israeli PM @Netanyahu’s claims about my actions and words are false. What deserves unequivocal condemnation is the…

Number of likes: 44,375

@Theresa_may: Get in touch if you need any tips... #Strictly

Number of likes: 96,883

Using the Twitter API, the past 200 tweets of Theresa May and Jeremy Corbyn were collected. Each tweet has data attached to it. An example of which can be seen in the box above.

The 'Most Popular Tweets' box gives the most liked tweets by both of the main UK party leaders. The most liked tweet by Theresa May far outweighs the most liked by Jeremy Corbyn.

Below are examples of a time series that show the past 200 tweets by each of the main party leaders. Jeremy Corbyn is more prolific when it comes to tweeting and regularly has a high count for ‘likes’ and ‘retweets’. Theresa May tweets less frequently and also rarely achieves the amount of ‘likes’ and ‘retweets’.