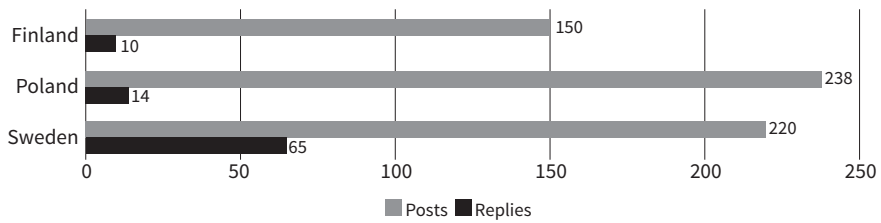


1a. Modes of communication on Facebook

Data collected from Facebook depict the ministers' preferred modes of communication: they are more active in posting than replying. The correlation between ministers' posts and their replies is presented in Figure 7.4. In other words, their communication is not very dialogical. Only two Polish and three Finnish ministers actively reply to the other users' comments; the others prefer to only convey information in the top-down manner.

Figure 7.4 Comparison of number of ministers' posts and replies (mean, 2017)



In comparison, Swedish ministers are most active on Facebook and have more conversations with followers. One possible explanation for this phenomenon could be that the Swedish government has a higher number of press officers employed than do the Finnish and Polish governments (see Table 7.1). These professional staff members might help their bosses to communicate on Facebook.

At the same time, as shown in Figure 7.5, the Swedish case also displays meaningful and significant feedback from followers. However, in all three cases, feedback takes the form of *reactions* and *likes* rather than *comments* and *shares*. This means that the emotional component of the interaction on Facebook pages is more significant than the discursive component. A large share of *likes* reveals plenty of supporters among ministers' followers.

Figure 7.5 Followers' feedback compared to number of ministers' posts and replies (mean, 2017)

