

The Top 50 Politicians Ruling Social Media in 2020- CheckBrand Report

Checkbrand is the only platform to track your digital ranking, digital presence, social media presence along with detailed analytics reports by which you can measure all the parameters of a digital domain. It also provide Real Time Report on Ranking



New Delhi, Dec 10, 2020 (Issuewire.com) - The Top 50 Indian Political Leaders Ruling Social Media in 2020- CheckBrand-Digital Ranking Report

December 11, 2020- [Checkbrand](#), a digital presence analysis, and sentiment analysis organization today released the listicle of the top fifty politicians in India based on their digital presence. The report is created after analyzing the country's sentiments towards the politicians and marks the effective upliftment of the political influence. [Checkbrand](#) analyzed the overall digital presence of top 50 political leaders among distant million influencers ruling the social media.

The report consists of leaders ranking on parameters majorly on engagement, Followers, Sentiments, Reach, News, no of trends and viral activities which gives [digital ranking](#), and social media ranking. It further measures the political leaders' brand value and overall sentiment that makes their presence in the 'India's top 50 political leaders'.

As social media does not really stay the old platform and with the increased users its importance drives every day bringing the best of people in 2020, the report marks the political presence of some of the finest leaders of India. PM Modi has been the first on the list with 2170 trends and 24 lakh mentions (Google, Twitter, Facebook, Reddit).

Amit Shah (1030 social media trends and 11 lakh mentions) joins the list after PM and Arunachal Pradesh Chief Minister Pema Khandu follows PM with 3200 mentions. This was followed by politicians namely Dharmendra Pradhan, Rahul Gandhi, Shri Mallikarjun Kharge, Rajnath Singh, Arvind Kejriwal, Ashok Gehlot, Yogi Adityanath, and Naveen Patnaik.

Apart from the BJP leaders ruling the social media, Rahul Gandhi and Ashok Gehlot are the Congress members standing in the top 50 with some of the highest social media mentions i.e 7.83 lakhs and 1.79 lakhs.

Speaking of the brand score, PM Narendra Modi holds the maximum i.e 70 followed by Amit Shah who has a brand score of 36.43, Assam Chief Minister Tarun Gogoi at 31.89, Arunachal Pradesh Chief Minister Pema Khandu at 31.89, and Uttar Pradesh Chief Minister Yogi Adityanath at 27.03.

Despite being in the news several times, Delhi CM Arvind Kejriwal affords to be the tenth trending politician according to the Checkbrand's rating of the top fifty politicians with a brand value of 59.65 crores. Comparing the brand value of the two political parties making them appearable in the list i.e BJP and Congress, BJP members collaboratively make a humongous 551 crore(approx.) whereas Congress members attain nearly 150 crores (approx.) brand value. The three BJP leaders Narendra Modi, Amit Shah, and Yogi Adityanath lead the highest brand values.

PM Modi despite having a declining sentiment in the past few months manages to have a brand value of massive 327 crores. The other politicians managing to own the highest brand score are both BJP leaders Amit Shah (80.77 crores) and Yogi Adityanath (36.7 crores).

West Bengal CM Mamata Banerjee and Bihar CM Nitish Kumar after being in the news since the Bihar elections also manage to cover their presence among the twenty trending leaders with positive sentiments. The stats mentioned in the report concludes in favor of Narendra Modi as he is yet again ruling the social media.

The aggregated engagement of PM Modi, Uttar Pradesh Chief Minister Yogi Adityanath, and Home

Minister Amit Shah of 4.9 million is more than the rest of the collective engagement of 100 political leaders of various parties, including other BJP leaders.

While speaking with CEO, Anuj Sayal Speaking about [checkbrand](#) said, this is a revolutionary product in a global landscape where any business houses, politicians, or Influencers can see the ranking of the brand within a single click. Our product helps to increase brand, the share of voice, and eventually help in increasing sales. In short, the tool can help on following

#Digital Ranking

#Category Ranking

#Share Of Voice

#Mentions

#Brand Value

#Brand Reach

#Competition Analysis / Compare Brands

#Social Media Impact Tracker

#Sentiment Analysis (Real Time)

*#ORM (Online Reputation Management)
with Media Monitoring tool.*

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