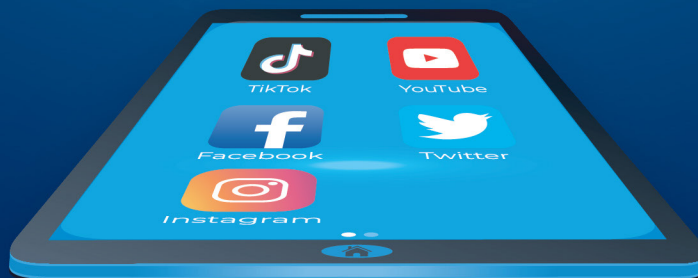# PARTIES ONLINE:

DIGITALLY INADEQUATE POLITICAL PARTIES COMPROMISING DEMOCRACY IN PAKISTAN

Institute For Research
Advocacy And Development

PARTIES ONLINE:
DIGITALLY INADEQUATE POLITICAL PARTIES COMPROMISING DEMOCRACY IN PAKISTAN

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ACRONYMS

AML-P	Awami Muslim League Pakistan
ANP	Awami National Party
BNP	Balochistan National Party
BWP	Balochistan Awami Party
JIP	Jamaat-e-Islami Pakistan
JUI-F	Jamiat Ulema-e-Islam – Fazl
JWP	Jamhoori Wattan Party
IRADA	Institute for Research, Advocacy and Development
MNA	Member of National Assembly
MPA	Member of the Provincial Assembly
MQM	Muttahida Quami Movement Pakistan
PML-F	Pakistan Muslim League – Functional
PML-N	Pakistan Muslim League – Nawaz
PMLN-Q	Pakistan Muslim League – Quaid
PPP-P	Pakistan People's Party Parliamentarians
PTA	Pakistan Telecommunication Authority
PTI	Pakistan Tehreek-e-Insaf

FOREWORD: THE DIGITAL LANDSCAPE OF PAKISTAN

The digital landscape of Pakistan has undergone substantial changes in recent years, driven by various factors. These include improved access to internet and telecommunication services, an increased role of the state and intermediaries in content moderation, the widespread dissemination of mis/disinformation, and its exploitation to undermine democratic discourse on issues related to peace, social justice, economy, politics, elections, and national security.

The period from 2022 to 2023 witnessed intense political upheaval in tandem with an economic downturn that brought Pakistan to the brink of default. This challenging situation was further compounded by severe climate disasters, resulting in instability, stagnation, and regression across various aspects, including the country's internet landscape.

Despite the adversities, Pakistan made some strides in terms of internet access and overall governance. The Pakistan Telecommunication Annual Report for 2022[1] revealed significant figures, including over 197 million telecom subscribers, a tele-density of 90%, 124 million broadband subscribers with 56% penetration, and more than 70 million active social media users, as reported by the PTA.

The increased internet access and widespread adoption of social media platforms have transformed communication, information acquisition, and societal participation in Pakistan. Notably, YouTube leads with 71.7 million users, followed by Facebook (57.5 million), Snack Video (20.0 million), Snapchat (18.8 million), TikTok (18.3 million), Instagram (15.6 million), and X (previously Twitter) with 3.4 million users, according to PTA's Annual Report 2022.

In recent years, political leaders and parties have embraced social media platforms such as Facebook, Twitter, and Instagram to connect with supporters, disseminate their messages, and mobilize their base. This proactive approach has enabled them to engage a broader audience and gain prominence in the digital sphere.

Social media platforms also serve as tools to amplify political participation, especially among the younger generations. The active digital presence of political parties not only attracts the public but also enhances participation, generates views, and fosters a positive image for the party organization.

While Pakistan is still progressing in fully harnessing the potential of digital platforms in the democratic process, it is evident that the country is undergoing a significant revolution in this regard. The journey of leveraging the power of social media for political purposes has seen notable advancements, albeit with some distinctive challenges. Pakistani politicians have increasingly used social media platforms to connect with the masses, particularly the sizable younger generation in the country's population.

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[1] Pakistan Telecommunication Authority. (n.d.). https://www.pta.gov.pk/en/media-center/single-media/pta-annual-report-2022-100123

EXECUTIVE SUMMARY

What is the basic digital footprint of political parties in Pakistan and how do they communicate online with their members, supporters, followers and other citizens? What platforms, including social media, do they use and how successful are they in terms of their reach?

These were some of the questions that drove this snapshot survey conducted by the Institute for Research, Advocacy and Development (IRADA), an Islamabad-based independent research and advocacy organization focusing on social development and civil liberties. The snapshot research was conducted in August 2023. The idea was to map the digital footprint of the political parties close to an election and generate data and analysis on basic quantitative and qualitative aspects of their political communication.

This report reveals the digital pedigree of our political classes and in most cases indicates how our political parties are woefully ill-prepared to interact with citizens who are more digitally savvy and digitally-immersed than politicians and their parties. It also indicates how there is a dearth of digital literacy among not just political leadership as a distinct class but also their party apparatuses and their functionaries. No wonder the political agenda online is dominated mainly by political parties organized in propaganda practices and hate speech rather than inclusive political communications by parties that are democratic but not digitally adequate in promoting inclusive and plural democratic narratives. Their digital inadequacy compromises democracy by strengthening non-transparency around critical details about parties and therefore ends up promoting inaccessibility to the parties by their actual and potential electorates.

The findings reveal that Pakistan's oldest as well as newest political parties have severe shortcomings in terms of political communication with the citizens and voters of Pakistan, as well as with their own members. This comes across starkly through this snapshot study of a list of 13 political parties analysing two key online information mechanisms – official party websites and their official social media accounts, plus personal accounts of the top leadership of these political parties.

The following are some of the key findings of this research:

- **Communications:** For entities that pursue democratic ideals most of the political parties in Pakistan failed the test of internal transparency and external communications efficiency. Some of the parties don't even have official websites although some of their leaders run personal social media accounts. Several parties do not even name their chief – the highest office holder – on their websites.

- **Constitution:** Most parties do not share their constitution on their websites – so neither their members have access to information about procedures on internal elections and party structures nor do the public have access to basic information about the parties' mission, goals and objectives or party membership criteria.

- **Manifestos:** Most parties that have websites had uploaded their latest manifestos for the 2018 elections. However, most of the previous manifestos have disappeared, leaving citizens interested in the comparative evaluation of two consecutive manifestos unable to do so.

- **Languages:** Since the previous report, most parties have improved in this aspect and listed content available in both English and Urdu language.

- **Provincial Outreach:** The number of parties using provincial languages remains low depriving an entire segment of internet users, their followers and potential supporters more readily accessible and usable information.

- **Leadership lists:** Most parties share the lists of their central leaders on their websites but half of the parties do not share lists of the leaders of their provincial chapters even though most parties have a strong provincial-level political focus.

- **Decision making:** What is the internal decision-making process in the parties and who makes the decisions? Barely half of the parties share the lists of members of their central executive committee and general body. Most parties do not even share lists of their current legislators online. This is an information blackhole that prevents local party members and other followers from communicating with the members to influence internal party agendas and debates.

- **Documentation:** Most parties are poor in archiving official party positions and decisions as most neither share minutes or details of the party's central executive committee meetings nor minutes or details of the party's general body meetings. This is a recipe for non-accountability as neither party members nor other party supporters can weigh a party's democratic evolution based on leadership's accountability to party members.

- **Focal persons:** Only four parties shares either the name of their communication's focal person on their websites or even the official party email address. The absence of these key details amounts to discouraging direct engagement of the electorate with the parties including by both party members or voters and media.

- **Audit reports:** Not even a single party surveyed share either the latest or previous audited reports of the party's accounts and finances on their websites. This lack of crucial public-interest information is tantamount to discouraging transparency and accountability on financing operational aspects of the parties.

- **Social media:** A majority of parties in Pakistan are active on social media and maintain official Facebook pages and official Twitter accounts. It also appears that political parties prefer to use social media as the primary tool to communicate with their electorate instead of their website. Key leaders of most parties rely on social media platforms heavily to drive both party agendas and personal political communication.

- **Followership:** Dozens of politicians in Pakistan, mostly from mainstream political parties, are some of the most active and popular citizens of the country on social media. On twitter, over ten politicians have garnered at least 1 million followers each, the highest being Imran Khan at 19.6 million.

The parties chosen for this survey include some of the oldest ones that have been elected to national parliament and provincial legislatures in this millennium such as Pakistan People's Party (PPP), Pakistan Muslim League-N (PML-N), Pakistan Tehrik-e-Insaf (PTI), Awami National Party

(ANP), Jamiat Ulema Islam-F (JUI-F), Jamaat-e-Islami (JI), Muttahida Qaumi Movement (MQM), Pakistan Muslim League-Q (PML-Q), Pakistan Muslim League-F (PML-F), Balochistan National Party (BNP), Balochistan Awami Party (BWP), Jamhoori Wattan Part (JWP) and the recently created Awami Muslim League Pakistan (AMLP).

Disclaimer: The data, information and review in this report is based on a direct review of the website and social media pages of the parties surveyed. It was not always possible to certify whether some of the parties had an active official social media presence. Also, the data, review and analysis are based on information verifiable up to August 18, 2023. Online information, including number of followers and users of social media accounts, varies by the day. The data, information and analysis in this study is not exhaustive but its universe sample is aimed at being representative and indicative. Detailed analysis is outlined under various categories in the following chapters.

SECTION 1

PARTIES AND THEIR WEBSITES

Head of Party – nameless but not headless
Of the 13 political parties analysed, only three listed the name of their head of party on the party website. These included PML-N, PTI and PPP. While MQM does not list a "head of party" on their website, it does mention Altaf Hussain as the "Quaid" of the party.

Website – official footprint online
Of the 13 political parties analysed, only five did not have a website. These include AML-P, BNP, BAP, JWP, JUI-F and PML-F. While a URL is available for ANP's official website it remains inaccessible. Additionally, MQM's official website is accessible through VPN only.

SECTION 2

PARTIES AND THEIR KEY SOCIAL MEDIA FOOTPRINT

Social media footprint – Facebook

Of the 13 political parties analysed, all parties except AMLP, BNP, JWP and PML-F had an official party page on Facebook.

Social media footprint - Twitter

Of the 13 political parties analysed, all had an official and active Twitter account except three- AMLP, JWP and PML-F. Even BNP and BWP, which do not have official Facebook accounts, run official Twitter pages.

SECTION 3

PARTIES AND THE KEY LANGUAGES OF THEIR ONLINE COMMUNICATION

Website languages

Of the 13 political parties analysed, only three – PTI, PMLN and PPP – have content bilingual content available in English and Urdu languages on their website. Two parties – JI and JUI-F – have content in Urdu language. PML-F, AML-P, JWP and ANP have no website.

Facebook languages

Of the 13 political parties analysed, six – PML-N, PPP, PTI, PML-Q, MQM and BNP – use both English and Urdu languages to communicate with their followers on the party's Facebook page. Four parties- JI, JUI-F, ANP and BWP – have content in Urdu language only. AMLP, JWP and PML-F do not have a Facebook page.

Twitter languages

Of the 13 political parties analysed, six – PML-N, PPP, PTI, MQM, PML-Q and ANP – use both English and Urdu languages to communicate with their followers on the party's Twitter accounts. Two parties – JI and BWP – have content in Urdu language only. PML-F, JUI-F, AML-P, BNP and JWP do not have a Twitter account.

SECTION 4

MOST ACTIVE POLITICIANS ON SOCIAL MEDIA

Most popular Facebook politicians in Pakistan

At least seven Pakistani politicians have over two million followers on their official Facebook accounts as of August 18, 2023, however only two parties whose leaders have over two million Facebook followers each – PTI and PMLN. Of these, PTI has five leaders – Imran Khan, Shah Mehmood Qureshi, Asad Umar, Shehryar Afridi and Murad Saeed – while PML-N has Shahbaz Sharif and Maryam Nawaz.

There are at least four political parties with leaders who have Facebook pages with over 100,000 but less than one million followers. Parties with leaders whose Facebook followers' number in lakhs include two from PML-N, two from PMLQ, three from MQM, two from ANP and one from JIP. Imran Khan is the most popular politician on Facebook with 13m followers. Shahbaz Sharif is second most popular with 2.6m followers, and Shah Mehmood Qureshi being the third most popular with 2.4m followers.

The following are the ten most popular Pakistani politicians on Facebook:

1. Imran Khan (PTI) – 13 million
2. Shahbaz Sharif (PML-N) – 2.6 million
3. Shah Mehmood Qureshi (PTI) – 2.4 million
4. Asad Umar (PTI) – 2.3 million
5. Maryam Nawaz (PML-N) – 2.3 million
6. Shehryar Afridi (PTI) – 2.2 million
7. Murad Saeed (PTI) – 2 million
8. Sirajul Haq (JI) – 1.4 million
9. Sheikh Rasheed Ahmed (AMLP) – 1.2 million
10. Maulana Fazl ur Rehman (JUI-F) – 1 million

The PTI and PML-N leaders are the most efficient users of personal Facebook accounts for political communication with five leaders from PTI and two from PML-N comprising the list of top ten most followed Pakistani politicians on Facebook. JI, JUIF and AMLP have one leader each in the top ten list. Only one political leader in the top ten list is a woman – Maryam Nawaz from PMLN. Other politicians with over 100,000 followers on Facebook include Nawaz Sharif (PMLN), Ahsan Iqbal (PMLN), Chaudhry Hussain Elahi (PMLQ), Tariq Bashir Cheema (PMLQ), Syed Mustafa Kamal (MQM), Farooq Sattar (MQM), Kamran Tessori (MQM), Hafiz Naeem ur Rehman (JIP), Aimal Wali Khan (ANP) and Sardar Hussain Babak (ANP).

Most popular Twitter politicians in Pakistan: There are at least eight Pakistani politicians who had over one million followers on their official Twitter accounts on July 10, 2018 whereas there are only three parties whose leaders have over one million Twitter followers each – PTI, PML-N and PPP. Of these, five leaders have over 2 million followers each. There are at least five political parties with leaders who have Twitter pages with over 100,000 but less than one million followers. Parties with leaders whose Twitter followers' number in lakhs include two from PSP and one each from PPP, JI, MQM and ANP. Imran Khan is the most popular politician on Twitter with 8.05m followers. Maryam Nawaz is second most popular with 4.74m followers and Shahbaz Sharif third most popular with 3.99m followers.

The following are the ten most popular Pakistani politicians on Twitter:

1. Imran Khan (PTI) – 19.6 million
2. Asad Umar (PTI) – 9.4 million
3. Maryam Nawaz (PML-N) – 8 million
4. Sheikh Rasheed Ahmed (AMLP)- 8 million
5. Shahbaz Sharif (PML-N) – 6.6 million
6. Bilawal Bhutto (PPP) – 5.1 million
7. Shah Mehmood Qureshi (PTI) – 5.1 million
8. Murad Saeed (PPP) – 5 million
9. Ahsan Iqbal (PML-N) – 2.7 million
10. Khwaja Muhammad Asif (PML-N) – 2.4 million

The PTI, PML-N and PPP leaders are most efficient users of personal Twitter accounts for political communication with four members from PML-N, three from PTI and two from PPP comprising the list of top ten most followed Pakistani politicians on Twitter. One other party, AMLP, makes it to the top ten with Sheikh Rasheed Ahmed with 8 million followers. Only one of the 10 politicians is a woman – Maryam Nawaz from PML-N. Other politicians with over 1 million followers on Twitter include Sherry Rehman (PPP), Sharmila Farooqi (PPP), Nawaz Sharif (PML-N), Siraj ul Haq (JIP) and Shehryar Afridi (PTI).

SECTION 5

KEY PARTY INFORMATION AVAILABLE ON WEBSITE – EXTERNAL CATEGORIES

Party constitution
Only three parties – PTI, JI and JUI-F have posted their party constitution on their websites. Four parties – PML-N, MQM, PML-Q, PPP – which have websites, have not posted their constitution online. Other parties including AMLP, ANP, BNP, BWP, JWP and PML-F don't have websites.

Party manifestos
By August 18, 2023, of the 13 parties surveyed seven had operational websites, all except PML-Q had posted their manifestos online. Six parties - AMLP, ANP, BNP, BWP, JWP and PML-F- don't have websites

List of leadership (central and provincial)
Of the 13 political parties analysed, seven have websites, and only three parties – PTI, PML-N and JI display a list online of the central and provincial leadership of their party. The other four parties – MQM, PPP, JUI-F and PML-Q – do not.

List of Executive / Central Committee members
Of the 13 political parties analysed, of which seven have websites, only two- PTI and PPP- have listed their executive and central committee members on the websites. The other five parties – MQM, PML-N, PPP, JUI-F and PML-Q – do not.

List of General Body members
Of the 13 political parties analysed, of which seven have websites, only PTI display a list of the party's general body members. Six parties – MQM, PPP, PML-N, JI, JUI-F and PML-Q do not.

List of party's current legislators
Of the 13 political parties analysed, of which seven have websites, only two parties – PTI and PML-N – display a list of their current legislators as of August 18th, 2023.The rest of the five parties – MQM, PPP, JUI-F, JI and PML-Q do not.

Names and contacts of party's communications focal person
Of the 13 political parties analysed, of which seven have websites, only four parties – PTI, PML-N, MQM and JI – list the names of the party's communications focal person who can be contacted by

the public or party members. The rest – PPP, PML-N, PML-Q and JUI-F did not.

Party's official email address
Of the 13 political parties analysed, of which seven have websites, only six parties – PML-N, PPP and MQM – have listed the party's official email on the website to allow the public or party members to contact the party. The other parties – PTI, JUI-F, JI and PML-Q – have not.

Party's official phone number
Of the 13 political parties analysed, of which seven have websites, only one – JUI-F- has listed their party's official phone number online to allow the public or party members to contact the party. The rest have not.

SECTION 6

KEY PARTY INFORMATION AVAILABLE ON WEBSITE – INTERNAL CATEGORIES

Details of party's central executive committee meetings

Of the 13 political parties analysed, of which seven have websites, only one party – PTI- shares some details of one or more previous meetings of the central executive committee. The others do not.

Details of party's general body meetings

Of the 13 political parties analysed, of which seven have websites, none have shared details of previous meetings of the general body.

Audited party accounts' reports for more than one year

Of the 13 political parties analysed, of which seven have websites, not a single party has shared the audit reports of the party's accounts and finances for more than one year.

Audited party accounts' report for the latest financial year

Of the 13 political parties analysed, of which seven have websites, not a single party has shared the audit reports of the party's accounts and finances for the latest financial year (2022-23) applicable when this survey was conducted.

ANNEXURE

INDIVIDUAL PARTY ONLINE BASIC DATA & INFORMATION

Pakistan Tehreek-e-Insaf

1. Party Information

Name of Party	Pakistan Tehreek Insaf (PTI)
Head of party	Imran Khan
Official website of party (URL)	https://www.insaf.pk/

2. Social Media Footprint/Presence

Official social media platforms		**Link**	**No. of followers**
1.	Facebook	https://www.facebook.com/PTIOfficial	8.3 million
2.	Twitter	https://twitter.com/InsafPK	2.9 million
3.	Instagram	https://www.instagram.com/ptiofficial/	2.3 million
4.	YouTube	https://www.youtube.com/@PTIOfficialPK	655K
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		**English**	**Urdu**	**Other (Provincial languages)**
1.	Website	Yes	Yes	No
2.	Facebook	Yes	Yes	
3.	Twitter	Yes	Yes	
4.	Instagram	Yes	Yes	
5.	YouTube	Yes	Yes	
6.	TikTok			

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Imran Ahmed Khan Niazi	19.6m	13m	8.5m	4.7m	1.39m
2.	Shah Mehmood Qureshi	5.1m	2.4m	763k	300.6k	-
3.	Asad Umar	9.4m	2.3m	242k	136.5k	-
4.	Murad Saeed	5m	2m	22k	115.5k	-
5.	Shehryar Afridi	1.6m	2.2m	124k	72.5k	-

5. Key party information available on the website - external

Party constitution	Yes
Party manifesto	Yes
List of leadership (central)	Yes (consolidated list)
List of leadership (provincial)	
List of central executive committee members	
List of General body members	
List of party Senators, MNAs and MPAs	
Name and contact details of party communication focal person	Yes, No
Official email address(es)	No

6. Key party information available on website – internal

Details of Central Executive Committee meetings	Yes
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Pakistan Muslim League-N (PML N)

1. Party Information

Name of Party	Pakistan Muslim League N
Head of party	Shehbaz Sharif
Official website of party (URL)	https://pmln.org/

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/pml.n.official/	3.4m
2.	Twitter	https://twitter.com/pmln_org?ref_ src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor	2.5m
3.	Instagram	https://www.instagram.com/pmlnawazofficial/?hl=en	203k
4.	YouTube	https://www.youtube.com/channel/UCcdFAs7Ri_ i2sbRGqCzT1tA	44k
5.	Tiktok	https://www.tiktok.com/@pml.n.official1?lang=en	91.7k

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	Yes	Yes	No
2.	Facebook	Yes	Yes	No
3.	Twitter	Yes	Yes	No
4.	Instagram	Yes	Yes	No
5.	YouTube	Yes	Yes	
6.	TikTok	Yes	Yes	

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Nawaz Sharif	1m	388k	-	-	-
2.	Shehbaz Sharif	6.6m	2.6m	127k	71.4k	45k
3.	Maryam Nawaz	8m	2.3m	580k	-	-
4.	Ahsan Iqbal	2.7m	477k	7145	-	-
5.	Khawaja Muhammad Asif	2.4m	-	-	-	80

5. Key party information available on the website - external

Party constitution	No
Party manifesto	Yes
List of leadership (central)	Yes
List of leadership (provincial)	Yes
List of central executive committee members	No
List of General body members	No
List of party Senators, MNAs and MPAs	Yes
Name and contact details of party communication focal person	No, Yes
Official email address(es)	Yes

6. Key party information available on website – internal

Details of Central Executive Committee meetings	No
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Pakistan People's Party Parliamentarians (PPP-P)

1. Party Information

Name of Party	Pakistan People's Party Parliamentarians
Head of party	Bilawal Bhutto Zardari
Official website of party (URL)	https://ppp.org.pk/

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/Bilawalhouse/	812k
2.	Twitter	https://twitter.com/MediaCellPPP	1m
3.	Instagram	https://www.instagram.com/ppp.official/?hl=en	72.1k
4.	YouTube	-	-
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	Yes	Yes	no
2.	Facebook	Yes	Yes	No
3.	Twitter	Yes	Yes	No
4.	Instagram	Yes	Yes	No
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Bilawal Bhutto Zardari	5.1m	947k	254k	221.k	-
2.	Sherry Rehman	1.3m	151k	126k	-	-
3.	Sharmila Farooqi	1.3m	191k	553k	-	-
4.	Asif Ali Zardari	765.2k	144k	10k	-	-
5.	Syed Khursheed Shah	491.8k	-	-	1517	-

5. Key party information available on the website - external

Party constitution	No
Party manifesto	Yes
List of leadership (central)	No
List of leadership (provincial)	No
List of central executive committee members	Yes
List of General body members	No
List of party Senators, MNAs and MPAs	No
Name and contact details of party communication focal person	No, Yes
Official email address(es)	Yes

6. Key party information available on website – internal

Details of Central Executive Committee meetings	No
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Pakistan Muslim League-Q (PMLN Q)

1. Party Information

Name of Party	Pakistan Muslin League Q
Head of party	Chaudhry Shujaat Hussain
Official website of party (URL)	http://pmlq.com.pk/

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/profile.php?id=100064877520260	6.9k
2.	Twitter	https://twitter.com/pmlq_org?lang=en	82
3.	Instagram	-	-
4.	YouTube	-	-
5.	Tiktok		

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	Yes	No	No
2.	Facebook	Yes	Yes	No
3.	Twitter	Yes	Yes	No
4.	Instagram	-	-	-
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Chaudhry Shujaat Hussain	985	-	-	-	-
2.	Chaudhry Hussain Elahi	97.1k	150k	9473	-	-
3.	Chaudhry Salik Hussain	34.7k	62k	-	-	-
4.	Tariq Bashir Cheema	21.3k	132k	-	-	-
5.	Chaudhry Shafay Hussain	-	43k	-	-	-

5. Key party information available on the website - external

Party constitution	No
Party manifesto	No
List of leadership (central)	No
List of leadership (provincial)	No
List of central executive committee members	No
List of General body members	No
List of party Senators, MNAs and MPAs	No
Name and contact details of party communication focal person	Yes,Yes
Official email address(es)	Yes

6. Key party information available on website – internal

Details of Central Executive Committee meetings	No
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Muttahida Quami Movement Pakistan (MQM)

1. Party Information

Name of Party	Muttahida Quami Movement
Head of party	Altaf Hussain
Official website of party (URL)	https://www.mqm.org/

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/MQM.Pakistan/	67k
2.	Twitter	https://twitter.com/OfficialMqm?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor	174.8k
3.	Instagram	https://www.instagram.com/mqmpakistanofficial/	1238
4.	YouTube	-	-
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	Yes	Yes	Yes
2.	Facebook	No	Yes	No
3.	Twitter	Yes	Yes	No
4.	Instagram	Yes	Yes	No
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Syed Mustafa Kamal	181.6k	586k	29.7k	-	-
2.	Altaf Hussain	80.7k	-	-	-	39.2k
3.	Farooq Sattar	39.8k	119k	-	3055	-
4.	Kamran Tessori	251	125k	80.2k	-	-
5.	Waseem Akhtar	34.1k	164	-	-	-

5. Key party information available on the website - external

Party constitution	No
Party manifesto	Yes
List of leadership (central)	No
List of leadership (provincial)	No
List of central executive committee members	No
List of General body members	No
List of party Senators, MNAs and MPAs	No
Name and contact details of party communication focal person	Yes
Official email address(es)	Yes

6. Key party information available on website – internal

Details of Central Executive Committee meetings	No
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Jamaat-e-Islami Pakistan (JIP)

1. Party Information

Name of Party	Jamaat-e-Islami Pakistan (JIP)
Head of party	Siraj-ul-Haq
Official website of party (URL)	https://jamaat.org

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/JIPOfficial1/	3.9m
2.	Twitter	https://twitter.com/jipofficial?lang=en	244.5k
3.	Instagram	-	-
4.	YouTube	https://www.youtube.com/channel/UChkStpb4d1eVl94fpG_e8Qw	16k
5.	Tiktok		

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	No	Yes	No
2.	Facebook	No	Yes	
3.	Twitter	No	Yes	
4.	Instagram	-	-	-
5.	YouTube	No	Yes	No
6.	TikTok			

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Siraj ul Haq	1.2m	1.4m	20.8k	96.6k	-
2.	Hafiz Naeem ur Rehman	152.3k	506k	14.2k	-	-
3.	Liaqat Baloch	156.1k	-	-	-	-
4.						
5.						

5. Key party information available on the website - external

Party constitution	Yes
Party manifesto	Yes
List of leadership (central)	Yes
List of leadership (provincial)	Yes
List of central executive committee members	No
List of General body members	No
List of party Senators, MNAs and MPAs	No
Name and contact details of party communication focal person	Yes
Official email address(es)	No

6. Key party information available on website – internal

Details of Central Executive Committee meetings	No
Details of General Body meetings details	No
Audited reports of party finances (for more than one year)	No
Audited reports of party finances (latest fiscal year 2016-17)	No

Awami Muslim League Pakistan (AML-P)

1. Party Information

Name of Party	Awami Muslim League Pakistan (AML-P)
Head of party	Sheikh Rashid Ahmed
Official website of party (URL)	

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	-	-
2.	Twitter	-	-
3.	Instagram	-	-
4.	YouTube	-	-
5.	Tiktok		

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	-	-	-
3.	Twitter	-	-	-
4.	Instagram	-	-	-
5.	YouTube	-	-	-
6.	TikTok			

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Sheikh Rasheed Ahmed	8m	1.2m	456k	-	-
2.						
3.						
4.						
5.						

5. Key party information available on the website - external

Party constitution	-
Party manifesto	-
List of leadership (central)	-
List of leadership (provincial)	-
List of central executive committee members	-
List of General body members	-
List of party Senators, MNAs and MPAs	-
Name and contact details of party communication focal person	-
Official email address(es)	-

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Awami National Party (ANP)

1. Party Information

Name of Party	Awami National Party (ANP)
Head of party	Asfandyar Wali Khan
Official website of party (URL)	(not accessible anymore)

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/ANPMarkaz/	591k
2.	Twitter	https://twitter.com/ANPMarkaz	156.5k
3.	Instagram	https://www.instagram.com/anpmarkaz/	17.2k
4.	YouTube	https://www.youtube.com/c/ANPPakistan?app=desktop	530
5.	Tiktok	https://www.tiktok.com/@anpmarkaz	12.1k

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	No	Yes	No
3.	Twitter	Yes	Yes	No
4.	Instagram	Yes	Yes	No
5.	YouTube	No	Yes	Yes
6.	TikTok	Yes	Yes	No

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Asfandyar Wali Khan	144.6k	5.4k	466	-	-
2.	Aimal Wali Khan	199k	379k	6336	-	-
3.	Sardar Hussain Babak	6751	388k	-	-	-
4.	Khan Zaman Kakar	125.5k	-	-	-	-
5.	Haider Khan Hoti	73.1k	23k	2529	-	-

5. Key party information available on the website - external

Party constitution	-
Party manifesto	-
List of leadership (central)	-
List of leadership (provincial)	-
List of central executive committee members	-
List of General body members	-
List of party Senators, MNAs and MPAs	-
Name and contact details of party communication focal person	-
Official email address(es)	-

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Balochistan National Party (BNP)

1. Party Information

Name of Party	Balochistan National Party (ANP)
Head of party	Asfandyar Wali Khan
Official website of party (URL)	(not accessible anymore)

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook		
2.	Twitter	https://twitter.com/bnp_office?lang=en	17.8k
3.	Instagram		
4.	YouTube		
5.	Tiktok		

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	Yes	Yes	No
3.	Twitter			
4.	Instagram			
5.	YouTube			
6.	TikTok			

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Akhtar Mengal	198.1k	73k	-	-	-
2.	Sanaullah Baloch	188k	38k	4962	-	-
3.						
4.						
5.						

5. Key party information available on the website - external

Party constitution	-
Party manifesto	-
List of leadership (central)	-
List of leadership (provincial)	-
List of central executive committee members	-
List of General body members	-
List of party Senators, MNAs and MPAs	-
Name and contact details of party communication focal person	-
Official email address(es)	-

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Balochistan Awami Party (BAP)

1. Party Information

Name of Party	Balochistan Awami Party (BAP)
Head of party	Abdul Quddus Bizenjo
Official website of party (URL)	

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/balochistanawamipartyOfficial	44k
2.	Twitter	https://twitter.com/BapAawamiParty	1036
3.	Instagram	-	-
4.	YouTube	-	-
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	No	Yes	No
3.	Twitter	No	Yes	No
4.	Instagram	-	-	-
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Abdul Quddus Bizenjo	-	44k	1271	41k	-
2.	Jam Kamal Khan	294.3k	-	3973	-	-
3.	Syed Zahoor Ahmad Agha	-	19k	-	-	-
4.						
5.						

5. Key party information available on the website - external

Party constitution	-
Party manifesto	-
List of leadership (central)	-
List of leadership (provincial)	-
List of central executive committee members	-
List of General body members	-
List of party Senators, MNAs and MPAs	-
Name and contact details of party communication focal person	-
Official email address(es)	-

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Jamhoori Wattan Party (JWP)

1. Party Information

Name of Party	Jamhoori Wattan Party (JWP)
Head of party	Nawabzada Shahzain Bugti
Official website of party (URL)	

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	-	-
2.	Twitter	-	-
3.	Instagram	-	-
4.	YouTube	-	-
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	-	-	-
3.	Twitter	-	-	-
4.	Instagram	-	-	-
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Gohram Bugti	15k	-	-	-	-
2.	Brahumdagh Bugti	87.1k	-	45.4k	-	-
3.	Sarfaraz Bugti	139.2k	39k	-	-	-
4.						
5.						

5. Key party information available on the website - external

Party constitution	-
Party manifesto	-
List of leadership (central)	-
List of leadership (provincial)	-
List of central executive committee members	-
List of General body members	-
List of party Senators, MNAs and MPAs	-
Name and contact details of party communication focal person	-
Official email address(es)	-

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Jamiat Ulema-e-Islam- Fazl (JUI-F)

1. Party Information

Name of Party	Jamiat Ulema-e-Islam F (JUIF)
Head of party	Maulana Fazl-ur-Rehman
Official website of party (URL)	https://juipak.org.pk/

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	https://www.facebook.com/juipakofficial	747k
2.	Twitter	https://twittnoer.com/MoulanaOfficial	241.4k
3.	Instagram	-	-
4.	YouTube	https://www.youtube.com/juipakofficial	152k
5.	Tiktok	https://www.tiktok.com/@juipakistanofficial	5962

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	No	Yes	No
2.	Facebook	No	Yes	No
3.	Twitter	No	Yes	No
4.	Instagram	-	-	-
5.	YouTube	No	Yes	-
6.	TikTok	No	Yes	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Maulana Fazl ur Rehman	620.6k	1m	-	-	-
2.	Atta ur Rehman	-	94k	-	-	-
3.	Asad Mahmood	66.2k	20k	-	-	-
4.	Asjad Mahmood	52.3k	64.6k	-	-	-
5.	Maulana Lutf ur Rehman	10.8k	-	-	-	-

5. Key party information available on the website - external

Party constitution	Yes
Party manifesto	Yes
List of leadership (central)	No
List of leadership (provincial)	No
List of central executive committee members	No
List of General body members	No
List of party Senators, MNAs and MPAs	No
Name and contact details of party communication focal person	No
Official email address(es)	Yes

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

Pakistan Muslim League- Functional (PML-F)

1. Party Information

Name of Party	Pakistan Muslim League F (PMLF)
Head of party	Sibghatullah Shah Rashdi III
Official website of party (URL)	-

2. Social Media Footprint/Presence

Official social media platforms		Link	No. of followers
1.	Facebook	-	-
2.	Twitter	-	-
3.	Instagram	-	-
4.	YouTube	-	-
5.	Tiktok	-	-

3. Key Languages used for Communication on digital platforms

Platform		English	Urdu	Other (Provincial languages)
1.	Website	-	-	-
2.	Facebook	-	-	-
3.	Twitter	-	-	-
4.	Instagram	-	-	-
5.	YouTube	-	-	-
6.	TikTok	-	-	-

4. Party leaders with the highest prominence on digital spaces (based on no. of followers)

Leaders		Twitter	Facebook	Instagram	TikTok	YouTube
1.	Sibghatullah Shah Rashdi III	515	153k	-	-	-
2.	Pir Sadaruddin Shah	-	6.3k	-	-	-
3.						
4.						
5.						

5. Key party information available on the website - external

Party constitution	
Party manifesto	
List of leadership (central)	
List of leadership (provincial)	
List of central executive committee members	
List of General body members	
List of party Senators, MNAs and MPAs	
Name and contact details of party communication focal person	
Official email address(es)	

6. Key party information available on website – internal

Details of Central Executive Committee meetings	-
Details of General Body meetings details	-
Audited reports of party finances (for more than one year)	-
Audited reports of party finances (latest fiscal year 2016-17)	-

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