

ELECTIONS 2018: POLITICAL
COMMUNICATIONS & DIGITAL DEMOCRACY

PARTIES ONLINE



A survey of the online footprint of
political parties in Pakistan

ADNAN REHMAT and MUHAMMAD AFTAB ALAM

IRADA
Institute for Research, Advocacy & Development

ELECTIONS 2018: POLITICAL COMMUNICATIONS &
DIGITAL DEMOCRACY

PARTIES ONLINE

A survey of the online footprint
of political parties in Pakistan

Adnan Rehmat and Muhammad Aftab Alam



About this study: This snapshot survey was jointly conducted by **Adnan Rehmat**, freelance journalist, political analyst and media development expert, and **Muhammad Aftab Alam**, lawyer, rights campaigner, and media law and digital rights activist, on behalf of the **Institute for Research, Advocacy and Development (IRADA)**, an Islamabad-based independent research and advocacy organization focusing on social development and civil liberties. The research was conducted in July 2018, a fortnight ahead of the general elections in Pakistan for National Assembly and four provincial legislatures scheduled for July 25, 2018. IRADA and its supporters do not necessarily agree with the contents of this report.

Table of Contents

EXECUTIVE SUMMARY.....	4
SECTION 1: PARTIES AND THEIR WEBSITES.....	7
SECTION 2: PARTIES AND THEIR KEY SOCIAL MEDIA FOOTPRINT	7
SECTION 3: PARTIES AND THE KEY LANGUAGES OF THEIR ONLINE COMMUNICATION	7
SECTION 4: MOST ACTIVE POLITICIANS ON SOCIAL MEDIA.....	8
SECTION 5: KEY PARTY INFORMATION AVAILABLE ON WEBSITE – EXTERNAL CATEGORIES	10
SECTION 6: KEY PARTY INFORMATION AVAILABLE ON WEBSITE – INTERNAL CATEGORIES	11
ANNEXURES.....	12
SOCIAL MEDIA FOLLOWERSHIP OF PAKISTANI POLITICIANS	12
INDIVIDUAL PARTY ONLINE BASIC DATA & INFORMATION	13
ABOUT IRADA.....	28

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 July 2018, a fortnight from the general elections for National Assembly and four provincial legislatures scheduled on July 25, 2018. 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.

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 15 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 fail 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 comparative evaluation of two consecutive manifestos unable to do so.
- **Languages:** An overwhelming majority of political parties in Pakistan have their websites in the English language. Only two parties have bilingual (English and Urdu) websites while some have only Urdu websites. The parties are, therefore, depriving a majority of internet users and their followers and potential supporters more readily accessible and usable information in Urdu language. Comparatively, most of the

parties use both Urdu and English to communicate with their followers on their official social media accounts on Facebook and Twitter.

- **Provincial outreach:** Not a single party, including those focused on provincial-focused nationalist, ethnic and linguist politics, have content in provincial languages such as Sindhi, Seraiki, Balochi, Pashto and Punjabi even though use of these languages on the internet is increasing.
- **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 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 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:** Almost no party shares either the name of their communications focal person on their websites or even 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 shares 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:** Almost all 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. There are 14 politicians with over 100,000 followers on their Facebook accounts, including four with over one million followers each. There are 14

politicians with over 100,000 followers on their Twitter accounts, including eight with over one million followers each.

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), National Party Pakistan (NPP), Pakhtunkhwa Milli Awami Party (PKMAP), Pakistan Muslim League-Q (PML-Q), Pakistan Muslim League-F (PML-F) and Qaumi Watan Party (QWP) as well as some relatively new ones including Pak Sarzameen Party (PSP), Awami Workers Party (AWP) and Barabari Party Pakistan (BPP).

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 active official social media presence. Also, the data, review and analysis are based on information verifiable up to July 10, 2018. Online information, including numbers of followers and users of social media accounts vary 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 15 political parties analysed, only nine listed the name of their head of party. These included, surprisingly, PML-N, which did not give the name of Nawaz Sharif, as well as JUI-F, MQM-P, PML-Q, PML-F and PKMAP. Those that named the head of their party included PPP (Bilawal Bhutto), PTI (Imran Khan), JI (Sirajul Haq), ANP (Asfandiyar Wali), AWP (Fanoos Gujjar), PSP (Mustafa Kamal), QWP (Aftab Sherpao), NPP (Hasil Bizenjo) and BPP (Jawad Ahmed).

Website – official footprint online

Of the 15 political parties analysed, only three did not have a website – PML-Q, PML-F and PKMAP. These three are essentially provincial parties with PML-Q having a geographic presence limited to on Punjab, PML-F to Sindh and PKMAP to Balochistan.

SECTION 2: PARTIES AND THEIR KEY SOCIAL MEDIA FOOTPRINT

Social media footprint - Facebook page

Of the 15 political parties analysed, all parties except the mostly Balochistan-focused PKMAP had an official party page on Facebook.

Social media footprint – Twitter account

Of the 15 political parties analysed, all had an official and active Twitter account except PML-F. Even PKMAP, which doesn't maintain a Facebook page, runs a Twitter account.

SECTION 3: PARTIES AND THE KEY LANGUAGES OF THEIR ONLINE COMMUNICATION

Website languages: Of the 15 political parties analysed, only two – PTI and JI – have content bilingual content available in English and Urdu languages on their website. Two parties – PML-N and JUI-F – have content in Urdu language only while eight parties – PPP, MQM-P, ANP, AWP, PSP, QWP, NPP and BPP offer content in English language only. PML-F has no website.

Facebook languages: Of the 15 political parties analysed, ten – PML-N, PPP, PTI, MQM-P, ANP, AWP, PSP, QWP, PML-F and BPP – use both English and Urdu languages to communicate with their followers on the party's Facebook page. Four parties – JI, JUI-F, PML-Q and NPP – have content in Urdu language only. PKMAP does not have a Facebook page.

Twitter languages: Of the 15 political parties analysed, 11 – PML-N, PPP, PTI, MQM-P, ANP, AWP, PSP, QWP, NPP, BPP and PKMAP – use both English and Urdu languages to communicate with their followers on the party’s Twitter accounts. Two parties – JI and JUI-F – have content in Urdu language only. PML-F does not have a twitter account.

SECTION 4: MOST ACTIVE POLITICIANS ON SOCIAL MEDIA

Of the 15 political parties analysed, the top or mainstream leadership of 12 parties had social media accounts. Key members of JUI-F, PKMAP and PML-F do not have them at all. Of the parties whose leaders have social media accounts, almost the entire top leadership of these parties maintains Facebook and Twitter accounts – with the exceptions of Sherry Rehman of PPP and Raza Haroon of MQM-P who don’t maintain official Facebook pages. The rest have both Facebook and Twitter accounts.

While there are multiple leaders of the 12 political parties who maintain social media accounts, including Facebook and Twitter, an attempt was made to list the leaders with top three most numbers of followers from each party. There are at least 27 politicians whose Facebook accounts have more than 1,000 followers while there are at least 26 politicians whose Twitter accounts have over 1,000 followers.

Most popular Facebook politicians in Pakistan: There are at least four Pakistani politicians who had over one million followers on their official Facebook accounts on July 10, 2018 whereas there are only three parties whose leaders have over one million Facebook followers each – PTI, PML-N and JI. Of these PTI has two leaders – Imran Khan and Jahangir Tareen – while PML-N has Shahbaz Sharif and JI has Sirajul Haq.

There are at least seven 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, one from PTI, two from PPP two from PSP and one each from JI, PML-Q and BPP.

Imran Khan is the **most popular politician on Facebook** with 8.12m followers. Jahangir Tareen is second most popular with 3.13m followers, Shahbaz Sharif third most popular with 2.08m followers.

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

1. Imran Khan (PTI) – 8.120 million
2. Jahangir Tareen (PTI) – 3.139 million
3. Shahbaz Sharif (PML-N) – 2.080 million
4. Sirajul Haq (JI) – 1.127 million
5. Shah Mehmood Qureshi (PTI) – 975,529
6. Pervaiz Elahi (PML-Q) – 726,058
7. Maryam Nawaz (PML-N) – 666,003
8. Saad Rafique (PML-N) – 568,161

9. Mustafa Kamal (PSP) – 405,714
10. Jawad Ahmed (BPP) – 354,914

The PTI and PML-N leaders are most efficient users of personal Facebook accounts for political communication with three leaders each in the list of top ten most followed Pakistani politicians on Facebook. JI, PML-Q, PSP and BPP have one leader each in the top ten list. Only one is female – Maryam Nawaz – in the list.

Other politicians with over 100,000 followers on Facebook include Mian Aslam (JI) with 277,717 followers, Aseefa Bhutto (PPP) with 223,070 followers, Fauzia Kasuri (PSP) with 133,587 followers and Bilawal Bhutto (PPP) with 112,363 followers.

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) – 8.058 million
2. Maryam Nawaz (PML-N) – 4.740 million
3. Shahbaz Sharif (PML-N) – 3.999 million
4. Bilawal Bhutto (PPP) – 2.738 million
5. Jahangir Tareen (PTI) – 2,522 million
6. Aseefa Bhutto (PPP) – 1.988 million
7. Shah Mahmood Qureshi (PTI) – 1.605 million
8. Saad Rafique (PML-N) – 1.496 million
9. Sherry Rehman (PPP) – 808,188
10. Fauzia Kasuri (PSP) – 740,002

The PTI, PML-N and PPP leaders are most efficient users of personal Twitter accounts for political communication with three leaders each in the list of top ten most followed Pakistani politicians on Twitter. PSP is the only other party making it to the top ten list. Four of the 10 politicians are female – Maryam Nawaz, Aseefa Bhutto, Sherry Rehman and Fauzia Kasuri.

Other politicians with over 100,000 followers on Twitter include Sirajul Haq (JI) with 690,894 followers, Faisal Sabzwari (MQM-P) with 200,709 followers, Bushra Gohar (ANP) with 131,564 followers and Raza Haroon (MQM-P) with 101,621 followers.

SECTION 5: KEY PARTY INFORMATION AVAILABLE ON WEBSITE – EXTERNAL CATEGORIES

Party constitution: Only six parties – PTI, JI, JUI-F, ANP, AWP and NPP have posted their party constitution on their websites. Four parties – MQM-P, PSP, QWP and BPP – which have websites, have not posted their constitution online. Three parties – PML-Q, PML-F and PKMAP don't have websites.

Party manifestos: By July 10, 2018, 15 days before the scheduled July 25, 2018 general elections, of the 15 parties surveyed of which 12 have websites, all had posted their 2018 election manifestos online except NPP. Three parties – PML-Q, PML-F and PKMAP don't have websites.

List of leadership (central): Of the 15 political parties analysed, of which 12 have websites, nine parties – PPP, PTI, JI, MQM-P, ANP, AWP, PSP, QWP and NPP display a list online of the central leadership of their party. Three parties – PML-N, JUI-F and BPP – do not.

List of leadership (provincial): Of the 15 political parties analysed, of which 12 have websites, only six parties – PTI, JI, MQM-P, ANP, AWP and NPP display a list online of the provincial leaderships of their party. Six parties – PML-N, PPP, JUI-F, PSP, QWP and BPP – do not.

List of Executive / Central Committee members: Of the 15 political parties analysed, of which 12 have websites, eight parties – PPP, PTI, JI, MQM-P, ANP, AWP, QWP and NPP display a list of the party's central / executive committee members. Four parties – PML-N, JUI-F, PSP and BPP – do not.

List of General Body members: Of the 15 political parties analysed, of which 12 have websites, seven parties – PTI, JI, MQM-P, ANP, AWP, QWP and NPP display a list of the party's general body members. Five parties – PML-N, PPP, JUI-F, PSP and BPP – do not.

List of party's current legislators: Of the 15 political parties analysed, of which 12 have websites, only three parties – PTI, MQM-P and NPP – display a list of their current legislators (at the time of this survey in July 2018 – only Senate was functional while the National Assembly and four provincial assemblies stood dissolved after completing their last tenures). The rest of the nine parties – PML-N, PPP, JI, JUI-F, ANP, AWP, PSP, QWP and BPP did not.

Names and contacts of party's communications focal person: Of the 15 political parties analysed, of which 12 have websites, only two parties – JI and NPP – list the names of the party's communications focal person who can be contacted by the public or party members. The rest – PML-N, PPP, PTI, JUI-F, MQM-P, ANP, AWP, PSP, QWP and BPP – did not.

Party's official email address: Of the 15 political parties analysed, of which 12 have websites, only six parties – PML-N, PPP, JI, AWP, PSP and QWP – have listed the party's official email

on the website to allow the public or party members to get in contact with the party. Six parties – PTI, JUI-F, MQM-P, ANP, NPP and BPP – have not.

Party's official phone number: Of the 15 political parties analysed, of which 12 have websites, nine parties – PPP, JI, MQM-P, ANP, AWP, PSP, QWP, NPP and BPP have listed their party's official phone number online to allow the public or party members to get in contact with the party. Three parties – PML-N, PTI and JUI-F – have not.

SECTION 6: KEY PARTY INFORMATION AVAILABLE ON WEBSITE – INTERNAL CATEGORIES

Details of party's central executive committee meetings: Of the 15 political parties analysed, of which 12 have websites, only four parties – PTI, JI, MQM-P and ANP – share some details of one or more previous meetings of the central executive committee. Most, including PML-N, PPP, JUI-F, AWP, PSP, QWP, NPP and BPP, do not.

Details of party's general body meetings: Of the 15 political parties analysed, of which 12 have websites, only one party – the PTI – share some details of one or more previous meetings of the general body. The rest – PML-N, PPP, JI, MQM-P, ANP, JUI-F, AWP, PSP, QWP, NPP and BPP do not.

Audited party accounts' reports for more than one year: Of the 15 political parties analysed, of which 12 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 15 political parties analysed, of which 12 have websites, not a single party has shared the audit reports of the party's accounts and finances for the latest financial year (2016-17) applicable when this survey was conducted.

ANNEXURES

SOCIAL MEDIA FOLLOWERSHIP OF PAKISTANI POLITICIANS

Name of politician	Party	Facebook followers	Twitter followers
Shahbaz Sharif	PML N	2,080,207	3,999,874
Maryam Nawaz	PML N	666,003	4,740,268
Saad Rafique	PML N	568,161	1,496,988
Imran Khan	PTI	8,120,093	8,058,755
Jahangir Tareen	PTI	3,139,654	2,522,718
Shah Mehmood Quraishi	PTI	975,529	1,605,298
Bilawal Bhutto	PPP	112,363	2,738,062
Aseefa Bhutto	PPP	223,070	1,988,687
Sherry Rehman	PPP	No official account	808,188
Sirajul Haq	JI	1,127,460	690,894
Mian Muhammad Aslam	JI	277,717	778
Liaqat Baloch	JI	42,483	94,010
Farooq Sattar	MQM	23,401	16,180
Khalid Maqbool Siddique	MQM	1,322	1,372
Faisal Sabzwari	MQM	12,619	200,709
Asfandyar Wali Khan	ANP	24,448	21,632
Bushra Gohar	ANP	41,778	131,564
Mian Iftikhar Hussain	ANP	31,909	49,878
Ismat Raza Shahjahan	AWP	1,412	5,464
Farooq Tariq	AWP	9,575	9,917
Mustafa Kamal	PSP	405,714	97,394
Raza Haroon	PSP	No official account	101,621
Fauzia Kasuri	PSP	133,587	740,002
Aftab Sherpao	QWP	80,934	5,291
Sikandar Sherpao	QWP	3,889	0
Shujaat Hussain	PML Q	19,982	1,353
Pervez Elahi	PML Q	726,058	193
Hasil Bizenjo	NPP	10,470	9,266
Jawad Ahmad	BPP	354,914	83,932

INDIVIDUAL PARTY ONLINE BASIC DATA & INFORMATION

1	Name of party	Pakistan Muslim League (N)		
	Head of party	Mian Muhammad Nawaz Sharif		
	Official website of party (URL)	http://pmln.org/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/pml.n.official/	2667569	
	Twitter	https://twitter.com/pmln_org	946378	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	No	Yes	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	1. Shahbaz Sharif	3999874	2080207	
	2. Maryam Nawaz Sharif	4740268	666003	
	3. Khawaja Saad Rafiq	1496988	568161	
5	Key party information available on website – external			
	Categories	Yes	No	
	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		No	
	Official email address(es)	Yes		
	Official phone number(s)		No	
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Pakistan Tehreek e Insaf		
	Head of party	Imran Khan		
	Official website of party (URL)	http://www.insaf.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/PTIOfficial/	5799422	
	Twitter	https://twitter.com/PTIofficial	3537046	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	Yes	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	1. Imran Khan	8058755	8120093	
	2. Jahangir Tareen	2522718	3139654	
	3. Shah Mahmood Qureshi	1605298	975529	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution	Yes		
	Party manifesto		No	
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs	Yes		
	Name and contact details of party communication focal person		No	
	Official email address(es)		No	
	Official phone number(s)		No	
6	Key party information available on website – internal			
	Categories	Yes	No	
	Details of Central Executive Committee meetings	Yes		
	Details of General Body meetings details	Yes		
	Audited reports of party finances (for more than one year)		No	
	Audited reports of party finances (latest fiscal year 2016-17)		No	

1	Name of party	Pakistan People's Party		
	Head of party	Bilawal Bhutto Zardari		
	Official website of party (URL)	https://www.ppp.org.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/Bilawalhouse/	200664	
	Twitter	https://twitter.com/MediaCellPPP	549108	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	1. Bilawal Bhutto	2738062	112363	
	2. Aseefa Bhutto	1988687	223070	
	3. Sherry Rehman	808188	0	
5	Key party information available on website – external			
	Categories	Yes	No	
	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		No	
	Name and contact details of party communication focal person		No	
	Official email address(es)	Yes		
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Jammat e Islami		
	Head of party	Siraj ul Haq		
	Official website of party (URL)	http://jamaat.org/ur/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/JIPOfficial1/	3872828	
	Twitter	https://twitter.com/JIPOfficial	87690	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	Yes	
	Facebook	No	Yes	
	Twitter	No	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Siraj ul Haq	690894	1127460	
	Mian Muhammad Aslam	778	277717	
	Liaqat Baloch	94010	42483	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution	Yes		
	Party manifesto	Yes		
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs		No	
	Name and contact details of party communication focal person	Yes		
	Official email address(es)	Yes		
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Jamiat Ulam e Islam (F)		
	Head of party	Fazal ur Rahman		
	Official website of party (URL)	https://juipak.org.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/juipakofficial/	269645	
	Twitter	https://twitter.com/juipakofficial	5515	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	No	Yes	
	Facebook	No	Yes	
	Twitter	No	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
5	Key party information available on website – external			
	Categories	Yes	No	
	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)		No	
	Official phone number(s)		No	
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Mutahida Qaumi Movement – Pakistan		
	Head of party	No		
	Official website of party (URL)	http://www.mqmpakistan.org/#sthash.hYCGDSOH.dpbs		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/MQM.Pakistan/	51966	
	Twitter	https://twitter.com/MQMPKOfficial	14605	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Farooq Sattar	16180	23401	
	Khalid Maqbool Siddique	1372	1322	
	Faisal Sabzwari	200709	12619	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution		No	
	Party manifesto	Yes		
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs	Yes		
	Name and contact details of party communication focal person		No	
	Official email address(es)		No	
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Awami National Party (ANP)		
	Head of party	Asfandiyar Wali Khan		
	Official website of party (URL)	http://awaminationalparty.org/main/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/ANPMarkaz/	96730	
	Twitter	https://twitter.com/ANPMarkaz	40451	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Asfandiyar Wali Khan	21632	24448	
	Bushra Gohar	131564	41778	
	Mian Iftikhar Hussain	49878	31909	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution	Yes		
	Party manifesto	Yes		
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs	Yes		
	Name and contact details of party communication focal person		No	
	Official email address(es)		No	
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	Awami Worker Party (AWP)		
	Head of party	Fanoos Gujjar		
	Official website of party (URL)	http://awamiworkersparty.org/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/AwamiWorkersParty/	21708	
	Twitter	https://twitter.com/AwamiWorkers	5838	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Ismat Raza Shah Jahan	5464	1412	
	Farooq Tariq	9917	9575	
	No			
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution	Yes		
	Party manifesto	Yes		
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs		No	
	Name and contact details of party communication focal person		No	
	Official email address(es)	Yes		
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	PSP		
	Head of party	Syed Mustafa Kamal		
	Official website of party (URL)	http://www.psp.org.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/PSPPakistan/	204427	
	Twitter	https://twitter.com/psppakistan?lang=en	27705	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Mustafa Kamal	97394	405714	
	Muhammad Raza Haroon	101621	No official page	
	Fauzia Kasuri	740002	133587	
5	Key party information available on website – external			
	Categories	Yes	No	
	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		No	
	Official email address(es)	Yes		
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	QWP		
	Head of party	Aftab Ahmad Khan Sherpao		
	Official website of party (URL)	http://qwp.org.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/QwpPK/	94118	
	Twitter	https://twitter.com/qwppk_official?lang=en	2196	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Aftab Ahmad Sherpao	5291	80934	
	Sikandar Hayat Khan Sherpao	0	3889	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution		No	
	Party manifesto	Yes		
	List of leadership (central)	Yes		
	List of leadership (provincial)		No	
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs		No	
	Name and contact details of party communication focal person		No	
	Official email address(es)	Yes		
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	PML Q		
	Head of party	No		
	Official website of party (URL)	No		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/pmlqofficial1/	6266	
	Twitter	https://twitter.com/pmlqofficial?lang=en	796	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website			
	Facebook	No	Yes	
	Twitter	No	No	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Chaudhry Shujaat Hussain	1353	19982	
	Chaudhry Pervez Elahi	193	726058	
	No			
5	Key party information available on website – external			
	Categories	Yes	No	
	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)			
	Official phone number(s)			
6	Key party information available on website – internal			
	Categories	Yes	No	
	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)			

1	Name of party	PML F		
	Head of party	No		
	Official website of party (URL)	No		
2	Key social media footprint			
	Official social media platform	Account	Followers	
	Facebook	https://www.facebook.com/PakistanMuslimLeuageFunctionalOfficalPage/	2644	
	Twitter	No		
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	No		
	Facebook	Yes	Yes	
	Twitter	No		
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	No			
	No			
	No			
5	Key party information available on website – external			
	Categories	Yes	No	
	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)			
	Official phone number(s)			
6	Key party information available on website – internal			
	Categories	Yes	No	
	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)			

1	Name of party	National Party Pakistan		
	Head of party	Mir Hasil Khan Bazenjo		
	Official website of party (URL)	http://www.nationalparty.com.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/nationalpartyofficial/	3078	
	Twitter	https://twitter.com/nationalparty_?lang=en	2784	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	No	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Hasil Khan Bazenjo	9266	10470	
5	Key party information available on website – external			
	Categories	Yes	No	
	Party constitution	Yes		
	Party manifesto		No	
	List of leadership (central)	Yes		
	List of leadership (provincial)	Yes		
	List of central executive committee members	Yes		
	List of General body members	Yes		
	List of party Senators, MNAs and MPAs	Yes		
	Name and contact details of party communication focal person	Yes		
	Official email address(es)		No	
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	BPP		
	Head of party	Jawad Ahmad		
	Official website of party (URL)	http://barabripartypakistan.pk/		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	https://www.facebook.com/BarabriPartyOfficial/	37724	
	Twitter	https://twitter.com/@BarabriParty	267	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website	Yes	No	
	Facebook	Yes	Yes	
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	Jawad Ahmad	83932	354914	
5	Key party information available on website – external			
	Categories	Yes	No	
	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		No	
	Official email address(es)		No	
	Official phone number(s)	Yes		
6	Key party information available on website – internal			
	Categories	Yes	No	
	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	

1	Name of party	PKMAP		
	Head of party	No		
	Official website of party (URL)	No		
2	Key social media footprint			
	Official social media platforms	Account	Followers	
	Facebook	No		
	Twitter	https://twitter.com/pkmapofficial?lang=en	1773	
3	Key languages for communication			
	Platform	English	Urdu	Other
	Website			
	Facebook			
	Twitter	Yes	Yes	
4	Most active key party leaders online – those with most number of followers on official accounts			
	Leaders	Twitter followers	Facebook followers	
	No			
	No			
	No			
5	Key party information available on website – external			
	Categories	Yes	No	
	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)			
	Official phone number(s)			
6	Key party information available on website – internal			
	Categories	Yes	No	
	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)			

ABOUT IRADA

Institute for Research, Advocacy and Development (IRADA), an Islamabad-based independent research and advocacy organization focusing on social development and civil liberties.

OUR VISION

IRADA envisions a democratic, participatory, peaceful and just polity in Pakistan

OUR MISSION

1. Strengthening **democracy** *through* inclusivity and pluralisms
2. Strengthening **local empowerment** *through* devolution of powers
3. Strengthening **governance** *through* accountability and transparency
4. Strengthening **justice** *through* fundamental rights

OUR WORK

1. Promoting **inclusivity and pluralisms** *through* support for free speech, civil liberties, peace and rights of minorities and marginalized communities
2. Promoting **devolution of powers** *through* support for empowerment of provinces and districts, policy development, provincial-level legislation and local governance
3. Promoting **accountability and transparency** *through* support for right to information, free media, open internet, open government
4. Promoting **fundamental rights** *through* support for equality, access to justice and rule of law.