1   **Supplementary Material**

2   **Supplementary Material**

3   **Table A1.** Summary of the collected sample.

Country	Party	Vote %	Posts	Likes	Comments	Shares
Ukraine	Servant of the people (SP)	43,16	230	1259	145	293
	Opposition platform - for life (OP)	13,05	380	19.7	1.1	1.9
	Fatherland (Fthl)	8,18	190	225	97.4	60.2
	European Solidarity (ES)	8,10	221	2196	220	400
	Holos	5,82	511	963	102	169
Russia	United Russia (UR)	50,88	191	79.4	9	10.8
	Communist	19,33	72	111	18	25.9
	A Just Russia — For Truth (JR)	7,71	90	50	6.9	8.8
	Liberal Democratic Party of Russia (LDPR)	7,62	64	11.1	2.5	2.9
	New People (NP)	5,43	14	42.4	6.4	4.1

4   Notes: For likes, comments and shares the mean values are indicated

5   **Table A2. Descriptive statistics**

	Ru		Ukr	
	Mean	Standard deviation	Mean	Standard deviation
Patriotism	0.087	0.282	0.104	0.305
War & military	0.000	0.000	0.042	0.201
Defense	0.007	0.083	0.089	0.285

Foreign & international	0.012	0.106	0.094	0.293
Populism (anti-elite)	0.176	0.381	0.145	0.353
Populism (pro-people)	0.055	0.228	0.286	0.452
Polity	0.030	0.170	0.062	0.242
Politics	0.311	0.463	0.381	0.486
Economic policy	0.057	0.232	0.057	0.232
Family & social policy	0.226	0.419	0.071	0.256
Corruption policy	0.014	0.116	0.020	0.141
Infrastructure & energy policy	0.055	0.228	0.054	0.226
Other policy	0.331	0.471	0.271	0.445
Positive / negative tone	0.767	0.801	0.912	0.971
Personal framing	0.304	0.460	0.324	0.468
Video	0.459	0.499	0.300	0.458
Foto	0.539	0.499	0.565	0.496

6

7 **Table A3.** Negative binomial model of campaigning strategies effects on users likes, shares, comments.

	Model 1 (likes)		Model 2 (shares)		Model 3 (comments)	
	Ukr	Ru	Ukr	Ru	Ukr	Ru
Intercept	5.011***	-16.28	4.026***	-31.82	4.340***	-32.80
	(0.115)	(1931.8)	(0.156)	(4.8e+06)	(0.153)	(6.8e+06)
Patriotism	-0.140	0.336**	-0.302	0.177	-0.298*	0.502*

	(0.090)	(0.114)	(0.126)	(0.182)	(0.125)	(0.221)
War & military	-0.375**	NA	-0.513**	NA	-0.540**	NA
	(0.145)		(0.196)		(0.194)	
Defense	0.387***	0.489	0.808***	0.482	0.643***	-0.232
	(0.103)	(0.376)	(0.141)	(0.408)	(0.140)	(0.752)
Foreign & international	0.172†	0.139	0.429**	0.322	0.279†	0.517
	(0.102)	(0.311)	(0.143)	(0.494)	(0.142)	(0.594)
Populism (anti-elite)	0.027	0.247**	0.177	0.380*	0.081	0.164
	(0.086)	(0.094)	(0.116)	(0.149)	(0.113)	(0.284)
Populism (pro-people)	0.085	-0.053	0.030	-0.099	-0.022	-0.036
	(0.064)	(0.147)	(0.089)	(0.234)	(0.088)	(0.284)
Polity	-0.027	0.486*	-0.086	0.620†	-0.253	1.021*
	(0.116)	(0.213)	(0.158)	(0.341)	(0.156)	(0.408)
Politics	0.174*	-0.202*	0.217*	-0.069	0.172†	-0.104
	(0.076)	(0.101)	(0.105)	(0.162)	(0.104)	(0.197)
Economic Policy	0.234†	-0.041	0.449**	-0.107	0.422**	0.168
	(0.120)	(0.141)	(0.162)	(0.224)	(0.158)	(0.274)
Family & social policy	-0.405***	-0.135	-0.706***	-0.264†	-0.528***	0.240
	(0.112)	(0.096)	(0.151)	(0.153)	(0.148)	(0.186)
Corruption policy	-0.419*	-0.288	-0.518†	-0.107	-0.462†	-0.121
	(0.197)	(0.288)	(0.266)	(0.451)	(0.260)	(0.550)

Infrastructure & energy policy	-0.237*	-0.387*	-0.117	-0.569*	-0.247	0.043
	(0.121)	(0.150)	(0.165)	(0.247)	(0.162)	(0.291)
Other policy	0.304***	-0.153†	0.336***	-0.052	0.105	-0.131
	(0.075)	(0.093)	(0.102)	(0.148)	(0.101)	(0.180)
Emotional framing	-0.116***	0.102*	-0.184***	0.044	-0.060	0.009
	(0.030)	(0.041)	(0.042)	(0.066)	(0.041)	(0.080)
Personal framing	-0.052	0.135†	-0.196*	0.064	0.040	0.098
	(0.058)	(0.072)	(0.080)	(0.114)	(0.080)	(0.139)
Video	0.560***	19.88	0.650***	33.75	0.621	34.40
	(0.090)	(1931.8)	(0.122)	(4.8e+06)	(0.120)***	(6.8e+06)
Photo	0.514***	20.31	0.046	33.78	0.271*	34.69
	(0.087)	(1931.8)	(0.119)	(4.8e+06)	(0.117)	(6.8e+06)
ES / LDPR	2.104***	-1.568***	1.583***	-1.082***	0.432**	-1.063***
	(0.108)	(0.118)	(0.145)	(0.192)	(0.141)	(0.231)
Holos/ Communists	1.283***	0.799***	0.596***	1.033***	-0.332**	1.078***
	(0.098)	(0.107)	(0.132)	(0.170)	(0.129)	(0.208)
OP / UR	-2.523***	0.500***	-3.477***	0.362*	-4.694***	0.261
	(0.105)	(0.088)	(0.146)	(0.141)	(0.147)	(0.172)
SP / NP	1.540***	-0.239	1.357***	-0.805*	0.189	-0.106
	(0.109)	(0.203)	(0.147)	(0.342)	(0.143)	(0.396)
Log-likelihood	-21,891.12	-4207.766	-15,586.83	-2877.128	-14605.49	-2678.523

Dispersion parameter	.90 (.03)	2.60(.18)	.50 (.02)	1.06(.08)	.53(.02)	.72(.05)
AIC	21937	4251	15633	2921	14651	2723

8

9 **Table A4.** Negative binomial model of campaigning strategies effects on users engagement (controlling

10 for number of followers)

	Ukr	Ru
Intercept	6.377*** (0.263)	86.35** (31.67)
Patriotism	-0.145 (0.092)	0.398**(0.124)
War & military	-0.357* (0.145)	NA
Defense	0.456*** (0.106)	0.512 (0.406)
Foreign & international	0.230* (0.105)	0.161 (0.332)
Populism (anti-elite)	0.055 (0.087)	0.207* (0.101)
Populism (pro-people)	0.060 (0.066)	-0.175 (0.160)
Polity	-0.080 (0.119)	0.572* (0.230)
Politics	0.180* (0.079)	-0.124 (0.113)
Economic Policy	0.274* (0.122)	-0.024 (0.153)
Family & social Policy	-0.510*** (0.114)	-0.040 (0.104)
Corruption Policy	-0.420* (0.201)	-0.065 (0.308)
Infrastructure & energy Policy	-0.249* (0.126)	-0.395* (0.162)
Other Policy	0.296*** (0.077)	-0.195† (0.100)
Positive / negative tone	-0.102*** (0.031)	0.074 (0.045)
Personal framing	-0.069 (0.060)	0.010 (0.078)
Video	0.517*** (0.092)	36.22 (5.7e+06)
Photo	0.340*** (0.089)	35.60 (5.7e+06)
Followers	-0.000* (0.000)	-0.001**(0.5e-03)
ES / LDPR	1.715*** (0.113)	-5.627** (2.117)
Holos/ Communists	0.544** (0.189)	4.656* (1.835)
OP / UR	-3.421*** (0.240)	2.193** (0.829)
SP / NP	0.900*** (0.184)	-7.726**(2.973)
Log-likelihood	-22,968.77	-4,533.941

Dispersion parameter	.86 (.03)	2.18(.14)
AIC	23017	4578
N cases	1532	431

11   *Sig.: † p<.10, *p<.05, **p<.01, ***p<.001. Standard Errors in parentheses.*

12   Q*uestions for coding categories.*

13   Patriotism: This variable encompasses posts that feature images with patriotic elements, such as patriotic

14   gestures (e.g., an intentional hand on the heart during national references, salutes, or paying tribute to

15   the flag). Additionally, it includes images featuring patriotic symbols like coats of arms and the national

16   flag. The specific symbolic elements used may vary depending on the geographical context, incorporating

17   symbolics relevant to the specific territory or country region.

18   War and Military Conflicts: This variable encompasses posts that make references to wars and military

19   conflicts in which the analyzed country is involved, participates, or plays an active role.

20   Defense Policy: This variable encompasses posts referring to various aspects of defense policy, including

21   national security, the military, external security, peace policy, and détente policy.

22   Foreign Policy and International Relations: This variable includes posts addressing foreign policy issues.

23   This category encompasses topics such as relations with other countries, interactions with international

24   organizations (e.g., UN, NATO), development policy, arms trade, sanctions, and more.

25   Populism (anti-elite): This variable examines whether a post criticizes or assigns blame to the political elite

26   in a broad sense.

27   Populism (pro-people): This category assesses whether the post directly appeals to "the people" as a

28   unified community or as the political authority.

29   Polity: This variable focuses on the institutional and normative aspects of politics, including structures,

30   laws, and institutions. Examples include the political order, electoral systems, and relationships between

31   the state and other entities such as churches.

32   Politics: This variable pertains to the processual aspects of politics, such as legislative processes, election

33   campaigning, and information on current or past poll numbers and public opinion polls.

34   Economic Policy: This variable focuses on topics related to the economy and finance, including issues like

35   the European crisis, austerity measures, trade agreements, protectionism, taxes, national debt, budgetary

36   policy, agriculture, enterprise policy, and consumer protection.

37   Family & Social Policy: This category encompasses policies concerning families, children, labor, and social

38   issues. Examples include childcare, youth policy, parental allowance, protection for expectant mothers,

39   pensions, wages, labor market policies, and the welfare state.

40   Corruption Policy: This variable pertains to policy measures aimed at addressing corruption, as well as the

41   general problem of corruption.

42   Infrastructure & Energy Policy: This variable covers topics related to transport, infrastructure, and energy

43   policy, including public transportation infrastructure, energy system transformation, and electricity prices.

44   Other Policy: This category encompasses various policy topics not covered by the previous variables, such

45   as health policy, crime rates, political radicalism, immigration policy, environmental policy, education,

46   sports, culture, and more.

47   Personal Framing: This variable captures references to personal aspects of a candidate's life, including

48   their professional competence, activities, home and family life, and personal preferences.

49   Positive/Negative Tone (Scale Variable): This variable measures the overall tone of posts, ranging from 0

50   to 3 on a scale where 0 indicates a neutral tone (neither negative nor positive), 1 indicates only a positive

51   tone, 2 indicates a combination of positive and negative tones, and 3 indicates only a negative

52   tone.Positive Tone: posts with a positive tone acclaim or portray the supported candidate, party, topic, or

53   issue in a favorable light. They may applaud the actions of the respective party or candidate and convey

54   supportive sentiments. Negative Tone:posts with a negative tone contain negative statements, images,

55   and emotions characterized by refusal, hostility, dislike, or hatred. These posts may express strong

56   negative emotions and may include images depicting negative facial expressions or gestures, which are

57   particularly influential in conveying the negative tone.

58   *The described variables, with the exception of Positive/Negative tone, are binary dummy variables scaled*

59   *from 0 to 1. A score of 0 indicates that the specific topic was not mentioned in the post, while a score of 1*

60   *indicates that the topic was mentioned.*

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