Appendix A: Supplementary material

Danish party name	English translation
Socialdemokratiet	The Social Democratic Party
Radikale Venstre	The Social Liberal Party
Socialistisk Folkeparti (SF)	Green Left
Enhedslisten	The Red/Green Alliance
Alternativet	The Alternative
Venstre	The Liberal Party
Det Konservative Folkeparti	The Conservative People's Party
Liberal Alliance	Liberal Alliance
Dansk Folkeparti	The Danish People's Party
Nye Borgerlige	New Right

Table A1: English translations of Danish party names.

Legacy news media	Data collected from:
DR	https://www.dr.dk/nyheder/politik
TV 2	https://nyheder.tv2.dk/politik
Berlingske	https://www.berlingske.dk/nyheder/politik
Politiken	https://politiken.dk/indland/politik/
Ekstra Bladet	https://ekstrabladet.dk/nyheder/politik/
Jyllands-Posten	https://jyllands-posten.dk/politik/

Table A2: Overview of URLs paths to the news sites

	Social media[1]	Social media[2]	Social media[x]	Mentions in legacy news media
October 5				
Post[1]				
Post[2]				
Post[x]				
…				
November 1				
Post[1]				
Post[2]				
Post[x]				

Table A3: Visualisation of the coding procedure used in the study.

Code	Explanation
Themes in Frederiksen's social media campaign	
"Election campaign updates"	Frederiksen provides updates on activities in her election campaign, such as cities she will be visiting during the day, participation in tv events such as party leader debates, and the like.
"Welfare updates"	Updates about the Danish welfare state, present challenges, and needed reforms.

"International updates"	Updates about Frederiksen's participation in international meetings, such as in The European Council, as the Danish head of state.
"Climate updates"	Updates about the climate crisis and the green transition.
"Personal and private updates"	Updates about Frederiksen's personal traits and private life.
Other codes related to social media	
"Updates oriented towards own party's policy"	Updates that focus on The Social Democratic Party's own policy
"Updates oriented towards other parties' policy"	Updates that focus on other parties' policy
"Bypass the gatekeepers"	Frederiksen uses social media to bypass legacy media
Mentions of Frederiksen in online legacy news media	
"Coverage of election events"	Frederiksen is mentioned in relation to election events
"Political analyses"	Frederiksen is mentioned in relation to political analyses of the election
"Policy proposals"	Frederiksen is mentioned because The Social Democratic Party has proposed new policy
"Response to other parties' policy proposals"	Frederiksen is mentioned because she responds to other parties' policy proposals
"Critique of Frederiksen and The Social Democratic Party"	Frederiksen and the government receive critique in the news media

Table A4: End coding list for Mette Frederiksen

Code	Explanation
Themes in Vanopslaghs' social media campaign	
"Election campaign updates"	Vanopslagh provides updates on activities in his election campaign, such as giving out merch on selected locations in Copenhagen or participation in election debates
"Funding updates"	Vanopslagh asks for donations to LA's election campaign.
"Updates promoting classical liberal causes"	Vanopslagh uses his platform to promote classical liberal causes, such as lower taxes, freedom of choice, and less bureaucracy.
"Updates concerning youth issues"	Vanopslagh addresses issues of interest to the younger generation.
"Personal and private updates"	Updates about Vanopslagh's personal traits and private life. Humor is an important rhetoric device to stage his person.
Other codes related to social media	
"Updates oriented towards own party's policy"	Updates that focus on LA's own policy.
"Updates oriented towards other parties' policy"	Updates that focus on other parties' policy.
"Bypass the gatekeepers"	Vanopslagh uses social media to bypass legacy media
Mentions of Vanopslagh in online legacy news media	
"Coverage of election events"	Vanopslagh is mentioned in relation to election events.
"Political analyses"	Vanopslagh is mentioned in relation to political analyses of the election.
"Policy proposals"	Vanopslagh is mentioned, because LA has proposed new policy.
"Response to other parties' policy proposals"	Vanopslagh is mentioned because he responds to other parties' policy proposals.
"Critique of Vanopslagh and LA"	Vanopslagh and LA receive critique in the news media.
"Success on TikTok"	Vanopslagh is mentioned in relation to his and the party's success on TikTok.

Table A5: End coding list for Alex Vanopslagh