

## Appendix B: Qualitative overview of Mette Frederiksen’s cross-media campaign

### Abbreviations:

- ° SD: The Social Democratic Party
- ° MF: Mette Frederiksen
- ° PM: Prime minister.

Date	Facebook	Instagram	Mentions in legacy news media
October 5, 2022	Facebook live in connection with the announcement of the election	-	The morning news speculates whether Frederiksen will announce an election later that day or not. This is followed by articles about MF’s call for a press conference, the announcement of the election and that SD will go to the polls on a broad government after the election. Later, MF is mentioned in relation to the first televised party leader debate, and there are several political analyses of the election, for example, of who The Social Liberal Party’s and the new party The Denmark Democrats (in Danish: Danmarksdemokraterne) will appoint to prime minister.
	An election campaign video is posted, where the slogan “Safely through uncertain times” is introduced	Same as Facebook	
	MF wishes everyone a good election campaign and reminds the Danes of the importance of taking good care of each other in difficult times	Same as Facebook	
	Update before the first televised party leader debate. MF reminds her followers that collaboration between parties is important after the election especially in these difficult times.	Same as Facebook	
	-	MF thanks everyone for a good first election day. The post includes a video with smaller clips from face-to-face meetings with voters from the day. Happy music is playing in the background.	
October 6, 2022	-	-	MF is mentioned in relation to the opening debate in the Danish Parliament after the summer break. The news especially focusses on the political right-wing’s critique of how MF handled the Mink case and MF’s response to this critique. In

			addition to this, there are political analyses of changes in Danish politics and previous experiences with broad government coalitions.
October 7, 2022	Update from Prague where MF participates in a meeting in The European Council about the inflation and energy crisis in Europe and the war in Ukraine.	Same as Facebook	There are not many articles mentioning MF on October 7. The two main focus points is i) The Liberal Party's suggestion to sell parts of Ørsted A/S (i.e., Denmark's largest energy company with the Danish state as majority owner) and MF's rejection of this proposal is covered and ii) MF's apology for saying to the mink owners that they should "Live with it" ("it" refers to the decision to put down Danish mink).
	MF shares a picture with the German chancellor and reminds her followers of how important international collaboration is for Denmark's security and economy in these difficult times.	Same as Facebook	
	MF tells an anecdote about how she always goes through Jomfru Ane street (i.e., a street full of bars etc.), when she visits her hometown Aalborg. She thanks a local organisation for their work to make the night life secure.	Same as Facebook	
October 8, 2022	Election campaign update: MF is in Aalborg to hand out roses (i.e., SD's trademark), and she will later be in Randers, Aarhus, and Holbæk.	Same as Facebook	MF is mentioned in connection with that it is now allowed to put up election posters. She is also mentioned, because The Faroe Island has requested her to move the election day to October 31 (for The Faroe Island only). Finally, she responds to the Conservative party leader's statement that Greenland is a developing country.
	MF shares a picture with the leader of the Denmark Democrats. She wishes everyone a good election.	Same as Facebook	
October 9, 2022	-	She thanks everyone for yesterday and shares a video with clips from face-to-face meetings with voters. Happy music is playing in the background.	MF is mentioned in relation to the prime minister candidate debate on TV 2, and how the candidates performed. MF's suggestion to lower the price on gas to help Danes financially is mentioned. Finally, SD's

	<p>MF shares a picture where she stands with the leaders of The Liberal and Conservative People's Party. MF looks forward to the debate with them this evening.</p>	Same as Facebook	proposal to lower the tax on work and other party's response to this is mentioned.
	<p>MF is on her way home from the prime minister candidate debate and corrects something, she said during the debate. She tries to keep a proper tone during the election.</p>	Same as Facebook	
October 10, 2022	<p>MF share a picture, where she stands with the Ukrainian president. She condemns the Russian missile attacks.</p>	Same as Facebook	The largest news story in relation to MF is that the number of temporary workers in the Danish healthcare system has increased under Frederiksen's government. It is also mentioned that SD will present a plan for how to improve wages and work conditions in the Danish public sector.
	<p>Post where MF celebrates that it is two years since the social democratic government reached an agreement with Danish People's Party, Green Left and The Red/Green Alliance on "the Arne pension", that is, early retirement to employees with a long and hard work life.</p>	Same as Facebook	
October 11, 2022	<p>MF thanks everyone, who makes a difference in the Danish welfare state, even though she acknowledges the current challenges. SD supports increased liberty of choice and more Public-Private partnerships.</p>	Same as Facebook	MF is mentioned in relation to the right-wing parties' joint plan to increase Danes' liberty of choice. In addition to this, Ekstra Bladet calls her as a "tv liar", after she made three factual mistakes in televised election debates.
	<p>MF shares a picture with former social democratic prime minister Poul Nyrup. Together, they fight for more people to take welfare or vocational education.</p>	Same as Facebook	

	-	She interviews one of the leaders of the so-called apprentice rebellion.	
October 12, 2022	Election campaign update: MF visits Vejle, Middelfart, Norddjurs, Aarhus and Viborg during this election day.	Same as Facebook	The coverage of MF is somewhat multifaceted this day. The most profound news stories are that ii) MF criticizes The Liberal Party for not putting a CO <sub>2</sub> tax on Danish agriculture and ii) MF's response to the critique of her as a "tv liar" in Ekstra Bladet the previous day.
	MF writes that old people's homes are supposed to be homes. It is necessary to allocate more resources to Danish eldercare with the growing older generation, for example through debureaucratization. She visits an old people's home, which has positive experiences with less rules and documentation requirements.	Same as Facebook	
	MF posts a video, which is a mini documentary about her working life up to the election. The video in particular focus on the polycrisis situation in Europe.	Same as Facebook	
October 13, 2022	MF thanks a local organisation in Northern Jutland for providing a good community for people with disabilities.	Same as Facebook	The largest news story in relation to MF is that the former head of the Danish Intelligence Service Lars Findsen's publishes a book. In the book, he criticizes the government for exempting him from service out of political motives. In relation to this, he proposes a critique of the involvement of the prime minister's offices in the decision to exempt him. The right-wing parties demands that a commission examines the course of events. MF does not comment on the case in the media.
October 14, 2022	MF sends her followers a morning greeting from her hometown Aalborg and wishes everyone in the Danish public schools a good	Same as Facebook	MF continue to be mentioned in relation to the FE case. SD now supports the

	exercise day (in Danish: Skolernes Motionsdag).		appointment of a commission to examine the course of events.
	MF visits the Danish island, Bornholm. She expresses her concerned about the security situation in The Baltic Sea after the explosions near Nord Stream 1 and 2.	Same as Facebook.	
October 15, 2022	MF sends a morning greeting from the recordings of an election special edition of the radio show "Sara & The Monopoly". MF participates this morning with other party leaders.	Same as Facebook.	The news coverage of MF is a bit scattered this day.
	-	MF thanks everyone for a good election day and shares a video with clips from the day. Happy music is playing in the background.	
October 16, 2022	MF wishes everyone a good autumn holiday. She is on her way to a televised prime minister candidate debate and reminds her followers of the need of a responsible government to get "Safely through uncertain times".	Same as Facebook	MF is mentioned in relation to the second prime minister candidates' debate on TV 2, and the news that the party leader of The Moderate Party (in Danish: Moderaterne) does not pursue the position as prime minister. Ekstra Bladet continue to criticize MF for being a "tv liar".
October 17, 2022	MF rarely criticizes other parties' policy, but in this post, she makes an exception. She is critical of New Right's suggestion to give people in older homes the right to deselect care workers based on their religion or sexuality.	Same as Facebook	MF is mentioned in relation to The Social Liberal Party and The Red/Green Alliance's opening to appoint a commission to examine the FE case quickly. In addition to this, she is mentioned in analyses of the prime minister candidate debate the previous day.

	MF visits her childhood home. The current resident encouraged her to smile more, like she used to do before she became PM.	Same as Facebook	
October 18, 2022	-	-	MF and SD encourage the party leader of The Moderate Party to clarify, which prime minister candidate he will support after the election. MF is also mentioned in relation to the question of wages and work conditions in the healthcare system.
October 19, 2022	MF visits Odense Zoo. She appeals to that we take good care of our planet and the biodiversity.	Same as Facebook	Two stories fill the news coverage of MF: i) The government promised to change the lucrative pension schemes for politicians but have not kept this promise and ii) The right-wing parties host a joint press conference, where they demand answers from MF regarding the course of events in the FE case.
October 20, 2022	MF reflects on how to solve problems in the Danish eldercare system in the wake of the tv documentary "Outcry from the old people's home". Solving problems in the Danish eldercare and healthcare system are the two most important issues for SD except for the polycrisis situation in Europe.	Same as Facebook	MF is mentioned in relation to the discussions of the TV 2 documentary "Outcry from the old people's homes" in online legacy media. It is discussed whether MF and the social democratic government has failed to solve the issues in their government time (a documentary sent two years earlier revealed similar problems). In addition to this, MF gains coverage, because two of the North Atlantic candidates refrain from choosing a prime minister candidate in advance.
	Update from Bruxelles, where MF participates in council meeting about the energy crisis and how to reduce the financial consequences for citizens and companies.	Same as Facebook	
October 21, 2022	Election campaign update: MF is home from Bruxelles and will visit Helsingør, Rødovre, and Roskilde this election day.	Same as Facebook	MF gains coverage because the party leader of The Moderate Party announces that he wants to be in government with SD. MF responds positively to this announcement.

October 22, 2022	She writes about an inflation support package, which SD has presented on this election day. The aim is to alleviate the consequences of the rising inflation and the energy crisis for Danes' private finances.	Same as Facebook	The news coverage of MF on this election day is related to SD's suggested inflation support package. The package is criticized by both left- and right-wing parties in the parliament for being either "too small" or "populistic".
	-	She thanks everyone for a good election day and shares a video with smaller clips from the day. Happy music is playing in the background.	
October 23, 2022	MF thanks her political colleague Magnus Heunicke (SD) for their collaboration during the COVID-19 pandemic. She reminds her followers that good leadership sometimes is to stick to decisions.	Same as Facebook	MF is only mentioned in one news article this day.
	She sends a Sunday greeting from the woods, where she takes a walk with her husband.	Same as Facebook	
October 24, 2022	MF shares a picture with a political colleague from another party, which she has met in Skive. She appeals to broad political collaboration after the election.	Same as Facebook	The number of news articles, which mention MF, is also relatively sparse this day.
	MF thanks everyone for a good election day and shares a picture from her visit in Struer. She is touched by the support that meets her.	Same as Facebook	
October 25, 2022	MF sends a morning greeting from Vejle. She acknowledges that healthcare is an important issue for the Danes. SD will soon present a	Same as Facebook	MF gains coverage when she reveals some of SD's plan for how to improve wages and work conditions in the public sector. The trade organisations criticize MF and SD for

	unified plan for how to solve the current problems.		interfering with the Danish labour market model.
October 26, 2022	MF is on her way to a press conference, where she will present SD's unified plan for how to improve work conditions and wages in the public sector.	Same as Facebook	MF is mentioned in relation to SD's press conference, where they present their plan for how to improve work conditions and wages in the public sector.
	Broadcasting of the press conference via the Facebook live feature.	-	
October 27, 2022	MF promotes the tv show "Meet the parties" on DR 1, where she participates on behalf of SD this evening.	Same as Facebook	There are continued discussions in the media of the plan, which SD presented the previous day, and whether it is "a pie in the sky". The Moderate Party presents a pension plan; MF responds to it.
October 28, 2022	MF reflects on that there is only four days left of the election. She acknowledges that the political dividing lines have been unclear this election but encourages people to vote for the politicians, they trust the most.	Same as Facebook	Continued discussions of The Moderate Party's pension plan. MF is critical towards the plan. SD announces that they are open to make the climate goals more ambitious.
	MF's podcast "The Prime Minister Asks" has won a prize for "Best branded content of 2022". An election special edition of the podcast is uploaded today.	Same as Facebook	
October 29, 2022	MF still believes it is possible to form a government across the political middle in Danish politics. SD has reached an agreement with the left-wing parties to improve the protection of the ground water, and SD is open to make the climate goals more ambitious.	Same as Facebook	MF is mentioned in news articles about climate and environment issues. In addition to this, she states that she still believes in a broad government. Finally, the work conditions and wages in the public sector continue to gain coverage.



	MF shares a funny video with the Wrecking Man (in Danish: Smadremanden).	-	
	-	MF thanks everyone for a good election day and shares a video with shorter clips from the day. Happy music is playing in the background.	
October 30, 2022	MF participates in a spinning class and is interviewed by a journalist simultaneously.	Same as Facebook	The largest news story in relation to MF is the televised party leader debate, and how she and other leaders performed. During the debate, MF expressed that she was open to do reforms of the healthcare system with The Moderate Party.
	MF writes that Denmark deserves a government, which fights for the climate.	Same as Facebook	
	It was important for MF to give the men, who grew up at the children's home Godhavn, an official apology, while she was PM. This was why it was one of the first things she did as PM.	Same as Facebook	
	MF shares an older, humoristic video from the parliament, where she talks about the state purchase of four elephants from Danish circuses, and that the Camel Ali was included in the deal, because he was friends with one of the elephants.	Same as Facebook	
	MF thanks the party leaders for a good, televised debate and appeals to broad collaboration after the election. Denmark is in need of a broad government to get "Safely through uncertain times".	Same as Facebook	

October 31, 2022	MF wishes The Faroe Island a good election day. She encourages her followers to write questions to her in the comment section. She will respond to as many as possible later.	Same as Facebook	The largest news story in relation to Frederiksen is the televised party leader debate and the Faroese election result. The Greenlandic mandate will appoint MF as PM.
	MF reflects on her time as PM and writes, that it now is up to the Danes to decide, if she is re-elected.	Same as Facebook	
	Live question session with MF via the Facebook live feature.	-	
	MF has shared her the last words before the election. She reflects on her time as PM, and where we are going now.	Same as Facebook	
November 1, 2022	MF wishes everyone a good election.	Same as Facebook	MF is mentioned in relation to general coverage of the election: Pictures of politicians casting their votes, exit polls, the election result and political reactions.
	MF shares a picture with her father, who visits her during her election campaign today. She encourages the Danes to vote for SD.	Same as Facebook	