Singapore’s presidential race and how social media became a key battleground

Social media played an important role in a few surprising ways in this three-horse race.

From clips of the “surveillance children” interview to ads of the president’s opponent, social media became the battleground for the three-way fight in this year’s presidential election.

Each candidate’s social media strategy was unique, with different levels of success and impact.

NP Ng Eng Hen’s team relied on traditional media and ads to reach voters.

PPP Tan Cheng Bock focused on grassroots outreach and direct communication with supporters.

PAP Halimah Yacob’s campaign used a mix of social media and traditional media to reach a broad audience.

Despite the efforts of all three candidates, social media played a significant role in shaping the narrative of the election.

Source: The Straits Times, pB3

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