HOW #BJP FUSED WITH #STRONGINDIA IN #2019

Congress had turned the tide on Twitter in early February. And then, nationalism showed up.

B
y early February 2019, the Indian National Congress had lost its footing in the Twitterverse. The party was struggling to keep up with the rising popularity of Prime Minister Narendra Modi's Bharatiya Janata Party (BJP) on the social media platform. Congress was finding it difficult to compete with the BJP, which was using its well-orchestrated social media campaign to its advantage.

The situation was not helped by the fact that the BJP had already set the agenda for the election season. The party's social media campaign had been masterfully executed, with Prime Minister Modi himself leading the charge. His Twitter account was a beacon of hope for his supporters, who saw it as a platform to connect with him directly.

Despite the evident success of the BJP's social media strategy, the Congress was not completely devoid of supporters. The party's supporters were divided, with some loyalists still following the party's official Twitter account, while others had turned to other social media platforms like Facebook and WhatsApp.

The Congress was trying to find a way to reclaim the social media space. It had set up a dedicated Twitter handle, #VoteForCongress, which was intended to mobilize support for the party. However, the efforts were not enough to turn the tide.

In the weeks leading up to the election, the BJP had been using its social media strategy to its advantage. The party had been able to effectively use the hashtag #VoteForBJP to reach out to its supporters. The hashtag had been used millions of times, making it one of the most popular hashtags on Twitter.

The BJP's success on Twitter was evident in the results of the election. The party had won a decisive victory, taking more than 200 seats in the Lok Sabha.

The Congress was left to ponder what went wrong. The party had been unable to effectively use social media to mobilize support. The BJP, on the other hand, had been able to capitalize on its success on the platform.

The lesson from the election was clear. The party had to find a way to reclaim the social media space. It had to develop a stronger social media strategy that was able to effectively reach out to its supporters.

The Congress had to learn from the BJP's success on Twitter. The party had to develop a stronger social media strategy that was able to effectively reach out to its supporters. It had to find a way to use social media to mobilize support and win elections.