ANALYZING SOCIAL MEDIA STRATEGIES AND MOBILIZATION IMPACT (CASE OF PTI)

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Abstract

PTI and social media relationship is very correlate between each other. The emergence of party on social media platforms are incredible and many users are keen to observe the spectrum of handling the narratives throughout different period of time. Different strategies are follow by their volunteers and they are capable to develop an efficient way of communication between guidelines and free of dictation from central leadership of the party. I am very concentrate and fully focused over PTI narrative building measures since couple of years and it very reactively affect me through different measures of impactful communication. The narratives tactics are making over different opposed judgmental arguments over social media by volunteers during (2011-2018) and they also emotionally run a campaigns about anticorruption, national pride and governance models during 2018 general election and its really assisted the party narrative among public, get success. During the governance period of PTI, they are mobilized common users towards their successful matters and trying to persuaded the opposing arguments through impactful way of communication which is work very well. It is also called a "**Digital Democracy**".

INTRODUCTION

PTI is building his social media capital under the leadership of Imran Khan and they really took a guidelines and narrative shaping techniques from Khans media communication during his early stages of politics. Different way of steps their volunteers are using during the interval of times. Many users are working under the craze of the personality of Khan in die-heartedly way of communication which really work for them to pressured central leadership of the party to take decision under the interest of Khan politics. After the removal of government, the volunteers are run a campaign of emotional touch feeling like imported government, American conspiracy and cable of crooks etc. which putting dent in the opposite arguments and state narratives regarding

to Khan ousted from power. It is really watch under the different research perspectives like case study which gives a different opinion that can merging in the one authentic research writing proposals. In my opinion, we are taking a mode of listening, learning class which can emphasis us to develop a successful research that can managing a research journal to give a positive response over formidable effort.

Literature Review:

Many PAKISTANI media saying that PTI and social media are two similar coins which are join during Good and Bad times in emotionally touched narratives. It can have assisted both of them in front of counter argumenta sessions on social media platforms and created a successful contest against opposite robust responses. In my opinion as a reviewer, different studies are come on similar arguments on social media platforms about PTI mobilization that advanced tactical techniques are adopted by their volunteers which is a dominant factor instead of their rival voices. Scholars are observing that global south political class is using social media platforms to getting a leverage in front of their powerful circles. They are using platforms to make an effective argument which can create a relevant seat for them to giving their counter stance about follow state policies. But, if we seeing around the globe the state machineries want to control social media to irrelevant opposing and dissent groups and relevant themselves among common user through robust narrative shaping techniques. I think it is an impossible element and states should be regulating their own social media platforms and making jammers about a harassment, trolling and abusive or threatened factor over social media.

. The literature also emphasizes the role of volunteer networks and the professionalization of party digital squads in sustaining continuous messaging.

Theoretically, the article draws on social movement theory (resource mobilization and networked framing), medialization of politics (how media logic reshapes political action), and theories of authoritarian control in digital environments (information control, selective censorship, and surveillance). These frameworks help explain PTI's success in mobilization and the state's subsequent attempts to control digital discourse.

Mob Censorship Theory:

the theorists are giving the spectrum to judge an article in a formal way. The communication is very strategically manipulative the either side opinion to make mob type censorship over social media platforms. It is a very sensitive and negative side PTI social media strategies, it must be identifying in immediately way to further course correction. It is a dual time technique to clarification about the further working to correcting the follow abusive content and material. The ecosystem over social media must be normal which can be spreading depolarization among opposing voices and make ecosystem must be a friendly and setting a political discourse in a meaningful matter. As a theorist and scholar, I shall be very giving applauding and appreciations to reconcile groups of PTI social media volunteers which playing an integral part to make political narratives a consciousness way of self-believing and self- building capital among many political discourse over social media platforms.

This is a framework to observing the follow matters and make these matters an affordable communication to further generations who are willing to come on social media platforms.

Methodology:

The study is qualitative and interdisciplinary. It synthesizes peer-reviewed articles, working papers, official PTI communications, investigative journalism, platform policy reports, and human-rights briefings. Sources include Pakistani academic journals, national newspapers (e.g., Dawn), international reporting (Reuters, VOA), party webpages, and civil society reports. Where possible, findings from content and discourse analyses published in the academic literature have been used to triangulate media reporting. The approach is primarily secondary- source synthesis anchored to specific episodes (2018 electoral campaign, 2014–2018 growth phase, 2022 ouster, 2023–2025 crackdown). I am critically analyzed that their strategies, mobilization and its impact

that reporting over social media is very conclusive and meaningful about PTI volunteer's communication. Hence, the objective of this research to create new perspective on the topic that would take researchers to new ideas and knowledge for further research in the field.

Review of 2020-25 Studies:

In my review, the follow studies reveal that 2020-25 are the strangest and unpredictable period of times. The PTI volunteers making narratives according to exist situations, the mobilization of narrative settlers is invincible at that time and providing their services very well, creating an impactful narratives taking things in their favor. Seeing and noted through naked eye, they using robust type narratives in front state sponsored paid accounts on especially X (former twitter) which really make difference in narrative supremacy battle. Many scholars stated that narrative building measures are really essential in the battle of narrative supremacy over social media. During Covid-19 PM Imran Khan used the word of "Tiger Force" for his volunteers over social media then we saw the active mobilization is start, its work really well for ruling party narratives and also run a successful campaign about Covid-19 precautions among common users on the social media that helps really well for entire Pakistan to prevent a further damage of human life and financial assistance. Although, many experts believing that aspects of different situations are different and complex but the moment the narratives shaping the color of national event is remarkable achievement of PTI volunteers. We saw some strong criticism over PTI social media is very common due to trolling and some accounts are using derogatory and abusive content to harming the opposing narratives. This thing settles easily due to the effective way of persuasion communicate and then the dust of criticism is settle under the carpet. We saw different interval of time in the last months of 2021 during the appointment of premier intelligence agency of Pakistan where the Party narrative is diverted during appointment process which put dent in the party narrative strategies. As a scholar I am analyzed this failure in a confusion

mind set which is not properly work on that time which creates cracks in their coalition government. We pervasive analysis those failures in the narratives of PTI which further giving us an idea, knowledge and citation about future research.

After the fallout of Imran khan from governance, the real challenge and probation faced by volunteers is just a strange and unpredictable story telling. During daylight and midnight, the volunteers are not feeling any hesitation and they working for impactful narratives which gives them a supremacy over state narrative abilities and also gives a support from public opinion which was also build from their own influenced narratives techniques. They took this narrative created task like litmus test exercise for themselves. The passion, enthusiasm and hardships showing in their opinion posts, thread text, reels over Instagram after 9 April 2022 is unprecedented. In my opinion, the review is generating from availability of those material which closely associated with partners of reviewers and they fully focused their sight towards happened of some crucial events. Then, they emphasized the situational factors which is required for their article review that can assist other ones to create an effective way of paradigm of thinking about the certainty of formal debates.

After the assassination attempt on deposed PM Imran khan, the volunteers of PTI was very anger that was also showing in their X posts and stories on Facebook. "Every action has a reaction" this phrase is fulling sitting over PTI social media mobilization on that critical matter. The volunteers are working properly like battle hardened army over different social media platforms and they got fruitful result of their efficient campaign about assassination attempt on Imran khan, the news about this tragic incident was publish on national and international news outlets and Party and volunteers got sympathy from around the globe and the public opinion of worldwide over social media is also in the favor of Imran khan due to their full-fledged volunteer force over social media platforms. The spans of time after this tragedy many social media narrative posts are also showing sympathy with PTI and

Imran khan, although some other political developments happened in Pakistan but this incident become a top trend over X platform. This shows that the power of PTI social media and my suggestion to other political parties in Pakistan and around the globe that social media is very essential tool of narrative building in current modern times. Politics of reconciliation and resistance is now shaping from social media, if u needing a political mobilization then u should be investing on your staunch political supporter on social media platforms and trying to teach them about situational conditions changes in a politics and make a popular narrative according to scenario.

After the dissolution of Punjab and KP Provincial assemblies' in January 2023, the PTI social media force is become an aggressor figure in front their political rivals and the narratives are shaped of violence creators over especially X, they are not judged the situational factors which was changed in day by day political scenario which led themselves towards physical violence on ground that made happened enforced abduction of Imran khan by paramilitary force in Islamabad inside the court area which took situation more worst on that time and famous 9th May incident happened. After this tragic incident, the central media wing of PTI was disarray and now PTI volunteers over social media became a reality check for both bodies like PTI representatives and state machineries on social media. The social media play a role of strategic designer which shaped the strength of party in a resistance type group and created difficulties among political rivals in a narrative building measures. I think that the PTI becoming an invincible political reality for their political rivals due to their efficient volunteer mobilization campaign after May 9th.

Now comes on 8th February 2024, the remarkable electoral campaign was run by PTI volunteers on social media which shocked the political pundits in Pakistan and around the globe. The researchers are also shocked that how a political party won the election with mighty majority without common electoral symbol for their candidates in the General Election? How they develop their online campaigns to persuading the public about

their oppressed narratives and remember about the symbols of their candidates which was belong to PTI? But, the ground political workers are filled the polling station which took Party to claim the election victory in Pakistani social media and worldwide threads were full of PTI election victory. In coming years, political theorists will make theories about the acknowledgement of social media in elections results around the world. As a scholar, I am deeply review whole the story about that matter and my study telling that efficient and effecting using of social media platforms make election day a victorious day if certain party mobilize his volunteers on social media platform which will be putting impacts on polling booths that can be creating a game changer differences among the political parties.

But, PTI electoral victory was snatched through the blatant rigging, shutdown of Wi-Fi services and mandate theft by the state institution through the systematic draconian measures. After this state level tragedy, the volunteers of PTI over X are working very hard and created threads about their electoral success despite of rigging and told the international organization that this is a strike over democracy, freedom to exercise of voting and rule of law in Pakistan and they seek to took notice over Daylight robbery on people mandate in Pakistan by Election commission of Pakistan and other institutions. The reactions come from international bodies in soft messaging but PTI volunteers successfully run the threads famously "form 47" which get the spotlight of the other countries social media and they commonly writing posts about form 47 in their respective writings.

The mobilization and its impact fully caging the social media in its stuck of the city. This is taking in the schooled type thing to the opposing posts on social media platforms. This is a case study for us to learn about these mobilizations and its impacts over social media by certain political party as a reviewer analyst. In my opinion, this is thoroughly professional using of social media in the shape of hash tagging, vitality, multimedia by a political party and its setting the political strategies for future generations which is also

willing to playing a pivotal role in PTI's communication.

The campaign of free Imran khan is very effectively running by PTI volunteers till date. Many international organization, US congress backed senators and many leading, prominent journalists are participant in the campaigns and make this exercise an impactful event over social media platforms. The PTI social media volunteers are putting pressured the state authorities inside Pakistan and also on central leadership to adopting the counter striking measures over state institutions for the release of Imran khan. Many times PTI holds ground political movements and spaces over X to discuss what the strategies be helpful to us for the release of Imran Khan? Last year PTI holds march towards Islamabad from Peshawar where PTI led Provincial Government is existing and on 26th November 2024 The march reached Islamabad but unfortunately, the march campaign were disrupted by state level operations and massacred was occurred, Hundreds of people were martyred and many were wounded and its shattered the dreams of ground active political workers about the release of Imran khan. But, the social media is successfully run the

thread about "Islamabad Massacre" and its took the spotlight of human rights organization and media of respective western media till date. This shows that the efficient and proactively strategic communication is a vital tool to create a positive and impactful version of narrative.

Till today, the volunteers done their job really well and capitalize the situation very well and making the narrative according to the requirements, Here I am raised the questions that:

Q1) How did PTI use social media strategically to build support and mobilize action between 2020-25?

Q2) What role did volunteer networks and platform affordances (e.g., vitality, hash tagging, multimedia) play in PTI's communications?

Q3) How have the state's regulatory and technical interventions (bans, broadcast restrictions, platform requests) since 2022 affected PTI's online strategies and public debate?

Q4) What are the broader implications for democratic discourse and platform governance in Pakistan?

Studies of content and discourse (Twitter analyses) show how PTI framed political opponents and state actors and used sustained messaging to set the public agenda. These tactics are characteristics of modern political marketing but take distinctive forms in Pakistan because of language diversity (Urdu, Punjabi, Pashto), platform access inequalities and the prevalence of messaging apps (WhatsApp, Telegram) that amplify content outside platform moderation systems. PTI combined short-forms posts on Twitter/X and Facebook with longer videos on YouTube and clips tailored for broadcast and online vitality. The party deliberately used emotionally resonant framing (anti-corruption, national pride, 'change' narratives) that performed well in algorithmic recommendations. As a critical reviewer, I take my own understanding data throughout reading different articles and threads over X. I take some observations from my seniors and PTI volunteers whose all time forced is related to collecting data to prove their narrative is based on factual judgmental ideas. This showing that an impactful campaign is running by PTI volunteers which make them broader narrative settlers among several political party's social media user's, and the mobilization are

happened during different events and it's a case study for researcher's to develop their own research techniques to persuading their counter arguments raising by respective researcher's.

Recommendations:

I recommend many studies and suggestions to following other scholars and studies that,

1) To following the trends of conducting a strategically writing an article which can make your work a set example to further writers. Prepare whole the guidelines and give your perspective about your topic in a freely way.

2) I think, we must be judge the given study and develop our case study in a critically

broader object which can be assist in an endeavor's and hold the study in our strength.

3) Conducting a political writing must be in unbiased proposals which can strength your scientific ability over biased proposals.

4) To carry observations and guidelines in a scrutinize sight which is in your interest of your study that can favoring articles which can shaping in a relevant cause.

5) To insisting further way of communication, it must be held in the interpersonal communication which can help your proposals can identify the problematic thing in your research article.

6) To follow the study objective, should be done your systematic behavior towards the broader conclusive ideas, knowledge, mutual consensus and understanding.

7) Although, these studies done in a reviewer of a research article but perspective must be creating through the deeply and seek of some constant standard of the study.

8) After all, instead of blocking the perspective of opposing study, support regulatory environment that can protect the independent study and investigative aspects of fair for opposing writings while combating counter argumenta study.

9) Fund longitudinal research, that monitors political study trends, effective campaigns and platform policy on civil liberties. This research is qualitative and interdisciplinary and publicly accessible.

10) To help platforms users to identify the manipulative content and understand the platform mechanism especially among youth. Scholar must be help their institution to form an academic program can partner with platforms to produce curricula.

Conclusion:

The PTI social media strategies, mobilization and impact is very common over other political forces. It is a learning as a systematic communication which is very essential to us and taking some logically driving force. PTI and social media strategies during repressions by repressive state is very commendable resistance work ever done by any political party in the history of Pakistan. For the future of Pakistan democracy, the central challenge not merely be technological, it is institutional and designing governance that can favoring the justice to plural voices and counter misinformation and enable accountable the polarize political environment over social media. The PTI experiencing shows that such driving force over social media need cooperation, collaboration between volunteers that can increasing mobilization to achieving the political objectives and well- crafted narratives that can decreasing the capacity of persuasion of opposing narratives or arguments.

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