

Authenticity and Performance in Political Leadership: Social Media's Role in Shaping Public Perceptions

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Abstract : In an era dominated by digital communication, social media has become a powerful tool for political leaders to connect with the public, shape their narratives, and influence perceptions. With this much performance from political leaders, this paper will explore the dichotomy between authenticity and performance in the digital personas of political leaders. By examining how leaders craft their image on platforms such as X (Formerly Twitter), Facebook, Instagram, and Linked In, this study investigates whether these portrayals align with their true character or represent a strategic facade designed to resonate with target audiences. Utilizing case studies and content analysis, the research delves into the methods leaders employ to construct their online identities, the role of digital marketing teams in shaping these images, and the implications for public trust and political engagement. The findings highlight the complex interplay between genuine representation and strategic branding, offering insights into how social media reshapes political leadership in the 21st century.

Keywords : political leadership, social media, authenticity, public perceptions, digital persona

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