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Political communication on social networks and their influence in elections.
Case study: Romania 2024-2025

In recent years, a very strong connection has been made between technology and political communication, creating an easily accessible form of manifestation that attracts groups of citizens disinterested in politics. It offers the possibility of avoiding information bottlenecks for voters, with reduced information costs and a real advantage for politicians and parties. In November 2024, Romania experienced a new reality defined by two terms, pro-European and sovereigns, and practically found itself in a situation of changing political discourse overnight. Among social networks, Tiktok is the main network that contributed to this change, and this study aims to examine this phenomenon from a scientific approach, through quantitative and qualitative analysis of messages distributed by voters and their content.

Keywords: social networks, political communication, political messages, Tiktok, Romania