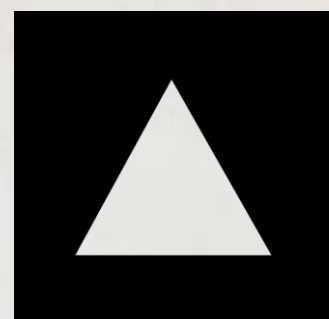


# THREE ELECTORAL CAMPAIGNS AGO: LESSONS LEARNED



Anastasiia Romaniuk  
Civil Network OPORA



# OUR ROUTINE DURING ELECTORAL CAMPAIGN



Monitoring early campaigning



Electoral campaigning on  
Facebook and Instagram



Campaigning on 'silence days'



# PRESIDENTIAL ELECTIONS 2019

\$1,8  
million



\$ 1,3 million  
undeclared

\*spent by the candidates

# PARLIAMENTARY ELECTIONS 2019

\$1,4  
million



\$ 500 000  
undeclared

\*spent by the candidates

# LOCAL ELECTIONS 2020



\$1,1  
million

spent by political parties

SUCCESS

CASES



НАЦІОНАЛЬНЕ АГЕНТСТВО  
З ПИТАНЬ ЗАПОБІГАННЯ КОРУПЦІЇ

NATIONAL AGENCY ON  
CORRUPTION PREVENTION





CRIMINAL PROCEEDINGS  
REGISTERED



# OUR LIMITATIONS



ONLY META PROVIDES ADS LIBRARY FOR UKRAINE



NO COLLABORATION WITH TECH COMPANIES



NO REGULATION OF ONLINE CAMPAIGNING



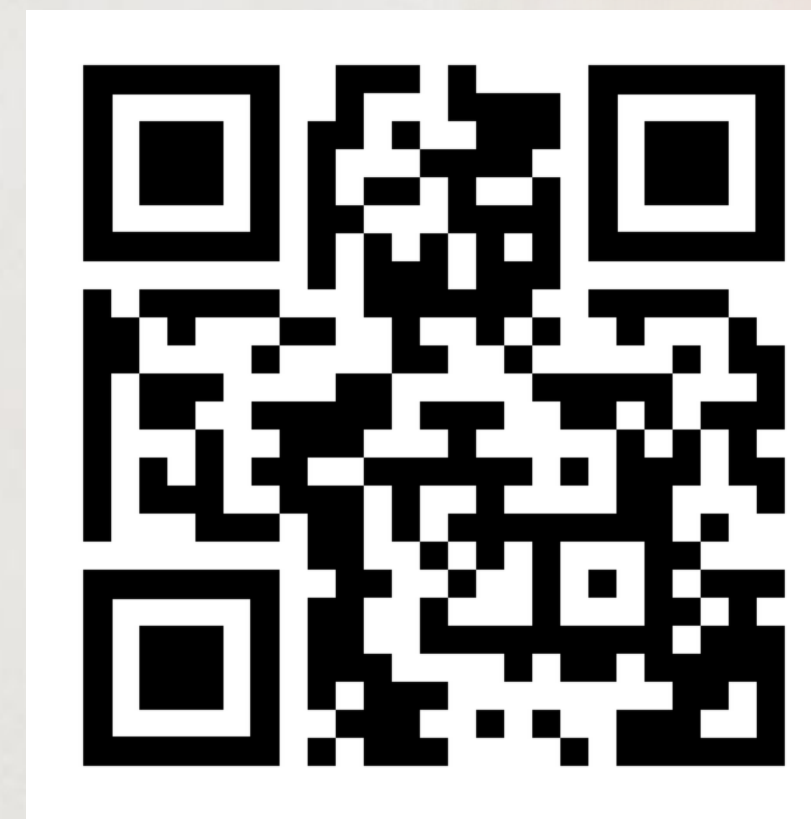
ONLY APPROXIMATE SPENDING AVAILABLE

# LET'S STAY IN TOUCH



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OPORA  
SOCIALS