

Online Supplement

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Table 1: Posts collected from Silva's Facebook page

	Post	Date
1	Launch of the electoral candidacy	Aug 20th
2	Invitation for electors to post photos in favor of the candidate	Aug 24th
3	Cover of <i>Veja</i> Magazine with Silva's face	Aug 25th
4	Debate at Band (a television channel)	Aug 26th
5	Campaign donation program	Aug 26th
6	Interview with Silva in <i>Jornal Nacional</i> (a television news in Brazil)	Aug 28th
7	Launch of the government program	Aug 29th
8	Voting intention survey	Sep 03rd
9	Conversation with electors about the government program	Sep 11th
10	Clarifications on the government program 1	Sep 11th
11	Clarifications on the government program 2	Sep 11th
12	Video "It's not a speech. It's a life"	Sep 16th
13	Support from Mark Ruffalo	Sep 20th
14	Invitation to participate in a collective video	Sep 23rd
15	Debate at Record (a television channel)	Sep 28th
16	Collective video with supporters	Oct 01st
17	Invitation to tweet in favor of the candidate	Oct 02nd
18	Debate at Globo (a television channel)	Oct 02nd
19	Silva defends her way of governing	Oct 03rd
20	Statement at the end of the first round of the election	Oct 05th

Table 2: Posts collected from Rousseff's Facebook page

	Post	Date
1	Video talking about the impact of social programs	Aug 23rd
2	Elector's testimony	Aug 23rd
3	Video in which Rousseff criticizes Silva's projects	Sep 10th
4	Video produced by electors in which a child sings the candidate's jingle	Sep 09th
5	Celebrity's testimony	Sep 12nd
6	Rousseff criticizes Silva at <i>Bom Dia Brasil</i> (a television program)	Sep 22nd
7	Testimony of a doctor supporting Rousseff	Sep 24th
8	Debate at Record (a television channel)	Sep 28th
9	Children's Day video	Oct 12nd
10	Rousseff talks about Neves' government in Minas Gerais (a state governed by Neves before the 2014 election)	Oct 14th
11	Debate at SBT (a television channel)	Oct 16th
12	Rousseff talks about the discomfort she suffered during the debate on SBT	Oct 16th
13	Home video with defense against accusation of nepotism in debate	Oct 16th
14	Invitation to post content with the hashtag #FacedaDilma	Oct 18th
15	Rousseff talks about the debate format	Oct 18th

16	Lula's video supporting Rousseff	Oct 18th
17	Invitation to participate in a collective video	Oct 19th
18	Electors' testimony with the hashtag #FacedaDilma 1	Oct 19th
19	Electors' testimony with the hashtag #FacedaDilma 2	Oct 20th
20	Clip with artists	Oct 21st
21	Testimony of a doctor who worked in Minas Gerais	Oct 22nd
22	Artistic content produced by electors with the hashtag #FacedaDilma	Oct 24th
23	Debate at Globo (a television channel)	Oct 24th
24	Video with a response to the accusations published by Veja Magazine	Oct 24th
25	Video in which Rousseff defends herself against Veja Magazine's accusations	Oct 25th
26	Another video with answers to Veja Magazine's accusations	Oct 25th
27	Rousseff talks about attacks on the headquarters of Veja Magazine	Oct 25th
28	Video debunking rumors about the death of a businessman involved in corruption scandals	Oct 26th
29	Re-election post	Oct 26th

Table 3: Posts collected from Neves' Facebook Page

	Post	Date
1	Launch of the Plan "Nordeste Forte" (A plan for the Northeast region of Brazil, which votes mostly in the Workers' Party)	Aug 23rd
2	Invitation to participate in the first debate	Aug 26th
3	Video with campaign promises	Aug 0th
4	Neves' best moments in the SBT debate	Sep 02nd
5	Video with support from political allies	Sep 05th
6	Home video with allegations of corruption involving the Workers' Party	Sep 06th
7	Video with a jingle sung by artists	Sep 11th
8	Launch of a collaborative platform for electors to participate in the campaign	Sep 14th
9	Program that provides financial support to young high school graduates	Sep 15th
10	Programs implemented in the state governed by Neves (Minas Gerais)	Sep 18th
11	Radio content	Sep 23rd
12	Invitation for electors to chat via Facebook	Sep 23rd
13	Neves talks about allegations of corruption at Petrobras	Sep 27th
14	Voting intention survey	Sep 30th
15	Video in which Neves talks about the Brazilian protests that took place in June 2013	Sep 30th
16	Neves speaks to Brazilian women	Oct 02nd
17	Invitation to post content in favor of the candidate during the television debate	Oct 02nd
18	Statement regarding the result of the first round	Oct 06th
19	Video in which Neves talks about his relationship with his family	Oct 09th
20	Video with mobilization of medical students from a Brazilian university	Oct 09th
21	Official support of the PSB (Silva's Party)	Oct 11st
22	Debate at SBT [a television channel]	Oct 16th
23	Official support from Silva	Oct 17th
24	Video with campaign promises	Oct 20th
25	More information about the Plan "Nordeste Forte"	Oct 23rd
26	Debate at Globo (a television channel)	Oct 23rd
27	Support from Renata Campos, Eduardo Campos' wife (candidate who died in a plane crash)	Oct 24th
28	Voting intention survey	Oct 24th
29	Electors' mobilizations the day before the elections	Oct 25th