REPUBLIC OF MOLDOVA

A NEW PATH?
FACING PROPAGANDA AGAINST THE EUROPEAN UNION

ONLINE MONITORING 2022

Context - Why did we end up in this situation?

Moldova has found itself in the global spotlight this year, drawing attention for its proactive leadership that firmly embraces a pro-Western stance and actively seeks support from various allies to counter multiple coup attempts orchestrated by the Kremlin regime.

Russia chooses to perceive a democratic regime in Moldova as a threat due to several reasons:

1. Geopolitical Competition: Russia has historically considered the post-Soviet space as its sphere of influence. The presence of a democratic government in Moldova pursuing closer ties with the West, such as the European Union, challenges Russia's influence in the region and weakens its grip on former Soviet territories.
2. Pro-European Orientation: Moldova's democratic regime, under leaders like Maia Sandu and her PAS party, advocates for closer integration with the European Union. This pro-European stance directly contradicts Russia's own geopolitical objectives, as it aims to maintain influence over former Soviet states and prevent them from aligning with Western institutions.
3. Transnistria Issue: Moldova's territorial dispute with the breakaway region of Transnistria is a longstanding issue. Russia has supported and maintained influence over Transnistria since the Cold War, utilizing it as leverage and an excuse to protect Russian-speaking populations. A democratic regime in Moldova may seek to resolve the Transnistria conflict through diplomatic means, potentially undermining Russia's interests and influence in the region.

Overall, Russia's perception of a democratic regime in Moldova as a threat stems from its geopolitical competition, security concerns, and the potential erosion of its influence over the country and the wider region.

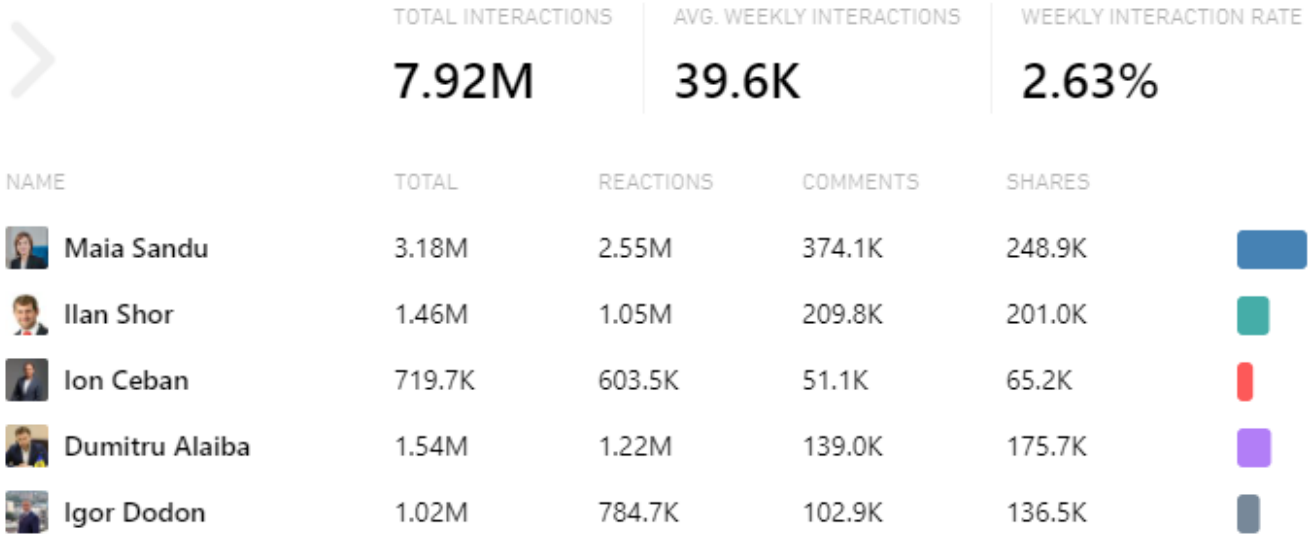
General

- **Top Political Accounts January 2022-September 2022**
- **Based on List Monitoring in Crowdtangle with politicians from the Republic of Moldova**

	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	112,922.23	1.461%	0.58	899,164.14	15,262.27	0%
1	Maia Sandu	2.91M	2.511%	0.91	12.16M	492,383	+11.47% +50,680
2	Dumitru Alaiba	1.54M	2.387%	4.04	12.72M	62,643	+14.66% +8,007
3	Ilan Shor	1.29M	3.193%	1.51	24.15M	104,916	+13.57% +12,540
4	Igor Dodon	922,422	1.674%	1.14	8.78M	184,069	+6.62% +11,426
5	Ion Ceban	598,896	0.879%	5.94	4.24M	48,174	+33.72% +12,147
6	Partidul ȘOR	488,778	1.923%	2.89	4.98M	35,346	+20.41% +5,991
7	Partidul Acțiune și Solidaritate	411,475	0.781%	2.06	5.51M	95,632	+2.88% +2,681
8	Marina Tauber Oficial	352,898	1.053%	3.61	2.68M	36,864	+17.59% +5,514
9	Natalia Gavrilița PM	331,384	4.222%	1.43	881,559	24,342	+51.05% +8,227
10	Mihai Popșoi	265,111	3.612%	0.54	803,092	54,579	+20.63% +9,335
11	Radu Marian	171,825	3.117%	0.96	62,441	22,234	+12.35% +2,444
12	Partidul Socialiștilor din Republica Moldova	129,141	1.923%	2.27	837,221	12,388	+32.56% +3,043
13	Irina Vlah	129,119	1.439%	1.18	461,554	29,085	+8.05% +2,168
14	Igor Grosu	112,608	4.487%	0.74	403,044	13,924	+27.71% +3,021

Source Crowdtangle, interpretation using Power BI

Top political accounts in Moldova



TOTAL INTERACTIONS	AVG. WEEKLY INTERACTIONS	WEEKLY INTERACTION RATE
7.92M	39.6K	2.63%

NAME	TOTAL	REACTIONS	COMMENTS	SHARES
Maia Sandu	3.18M	2.55M	374.1K	248.9K
Ilan Shor	1.46M	1.05M	209.8K	201.0K
Ion Ceban	719.7K	603.5K	51.1K	65.2K
Dumitru Alaiba	1.54M	1.22M	139.0K	175.7K
Igor Dodon	1.02M	784.7K	102.9K	136.5K

Facebook Page Analysis in the first 6 months since the start of the War, Crowdtangle

Maia Sandu - Maia Sandu is a Moldovan politician who has been the President of Moldova since 24 December 2020, former leader of the Party of Action and Solidarity, and former Prime Minister of Moldova. (Pro-Western politician)

Ion Ceban - Ion Ceban is a Moldovan politician, current mayor of Chisinau. He is also the leader of the pro-European party National Alternative Movement. Ceban is known as a pro-Russian politician and a former member of Dodon's party. However, the politician has distanced himself from this party and condemned Russia's aggression against Ukraine and the invasion in 2022.

Igor Dodon - Igor Dodon is a Moldovan politician who previously served as the president of Moldova and currently serves as the leader of the Party of Socialists of the Republic of Moldova. (Pro Russian)

Dumitru Alaiba - Minister of Economy in the Gavrilița Government, member of the Moldovan Parliament for the second term, and member of the faction of the Action and Solidarity Party. He is a strong supporter of the European integration of Moldova.

Ilan Shor - Ilan Mironovich Shor is a millionaire businessman and pro-Russian politician of the Republic of Moldova, former mayor of Orhei, and chairman of the Shor Party. Fugitive oligarch Ilan Shor has been on trial for several acts of corruption, which is why he fled Moldova to Israel.

The European Union accession - A threat to the pro-Russian establishment?

Propaganda against the European Union (EU) supported by pro-Russian parties in the Republic of Moldova takes various forms and is heavily subsidies by the Kremlin. Igor Dodon and Ilan Shor and their parties remain one of the strongest pro-Russian voices in the Republic of Moldova.

What do they say against the EU?

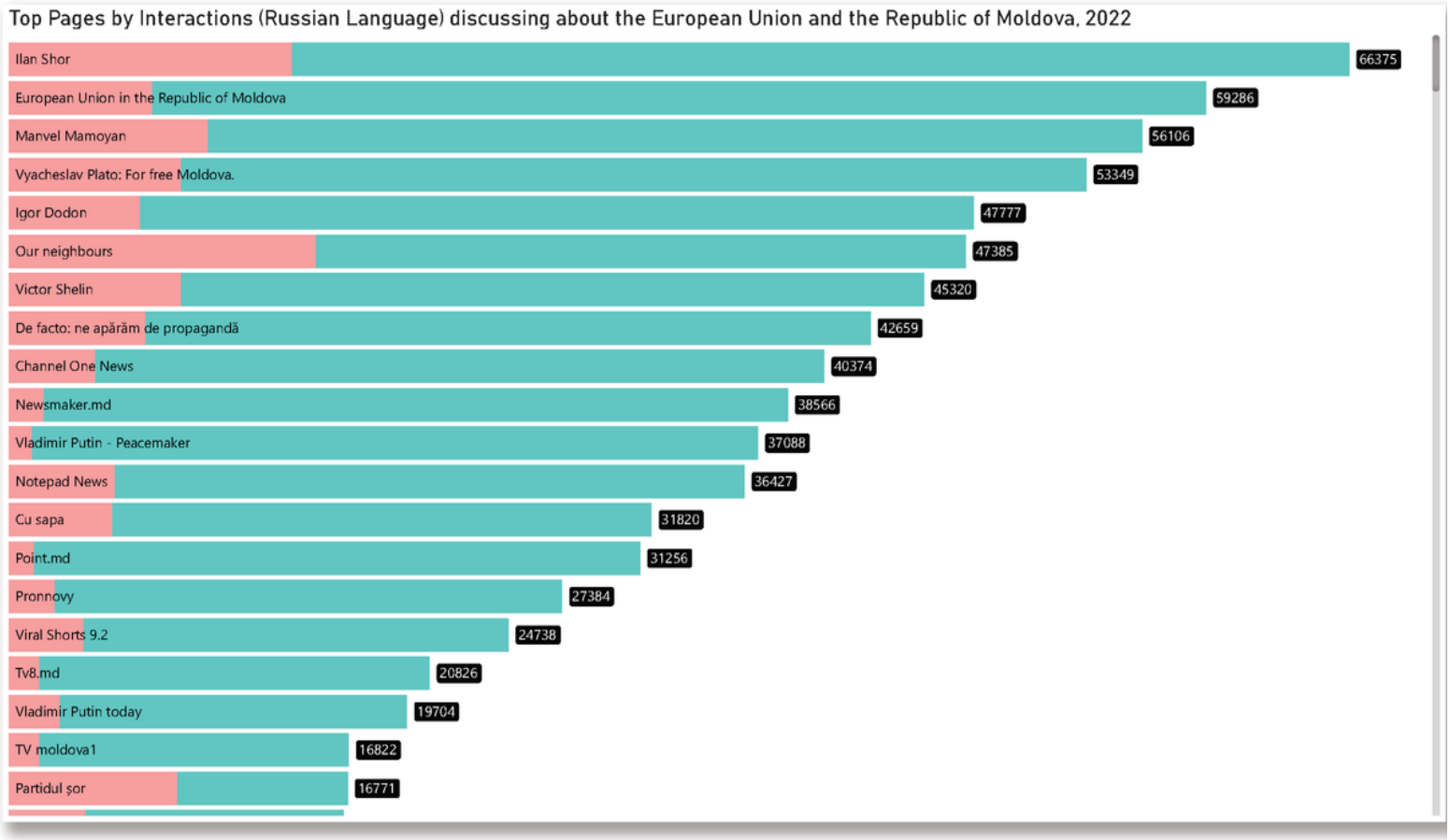
Anti-EU Narratives: Propaganda highlights negative aspects or perceived drawbacks of EU membership. It focuses on economic challenges faced by EU member states, emphasizing issues like austerity measures, high unemployment rates, or economic inequality. The aim is to portray the EU as an entity that fails to deliver its promises and whose policies harm Moldova's interests.

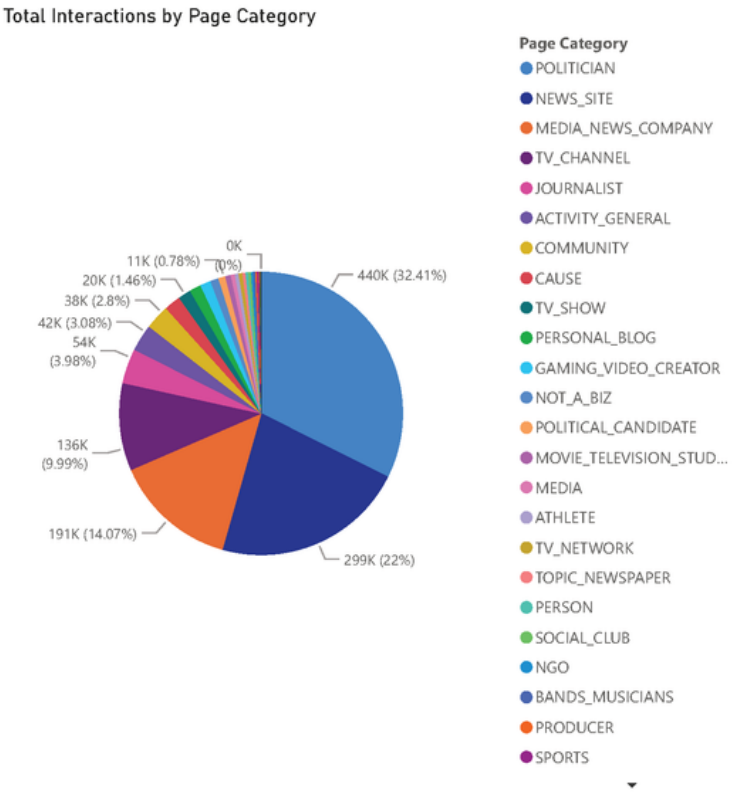
National Identity Preservation: Propaganda emphasizes the preservation of Moldovan national identity and cultural heritage as being under threat by EU integration. Cultural assimilation is a danger close to the heart of Moldavians caused by the very actor that now pays this narrative against the EU, Russia.

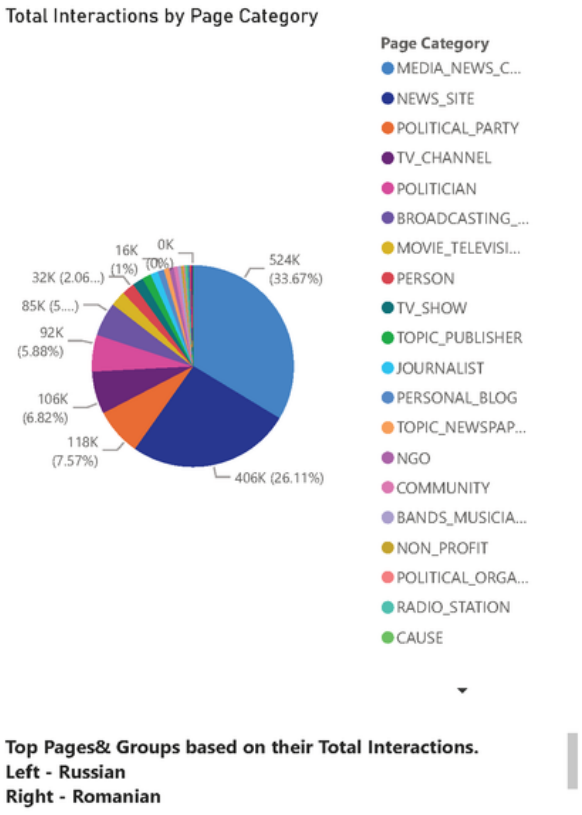
Alleged Negative Consequences: Propaganda fabricates potential negative consequences of EU integration. This includes depicting the EU as an intrusive entity that imposes unwanted regulations, threatens local industries or agriculture, or poses security risks through increased migration or loss of control over borders.

5. **Support for Regional Partnerships:** Propaganda emphasizes the need for alternative partnerships with Russia or other Eurasian countries as more advantageous for Moldova. Cultural affinities, or geopolitical alignment with Russia, present this alternative as a reliable and supportive partner in contrast to the EU.

Top Pages by Interactions(Russian Language) discussing the European Union and the Republic of Moldova, 2022

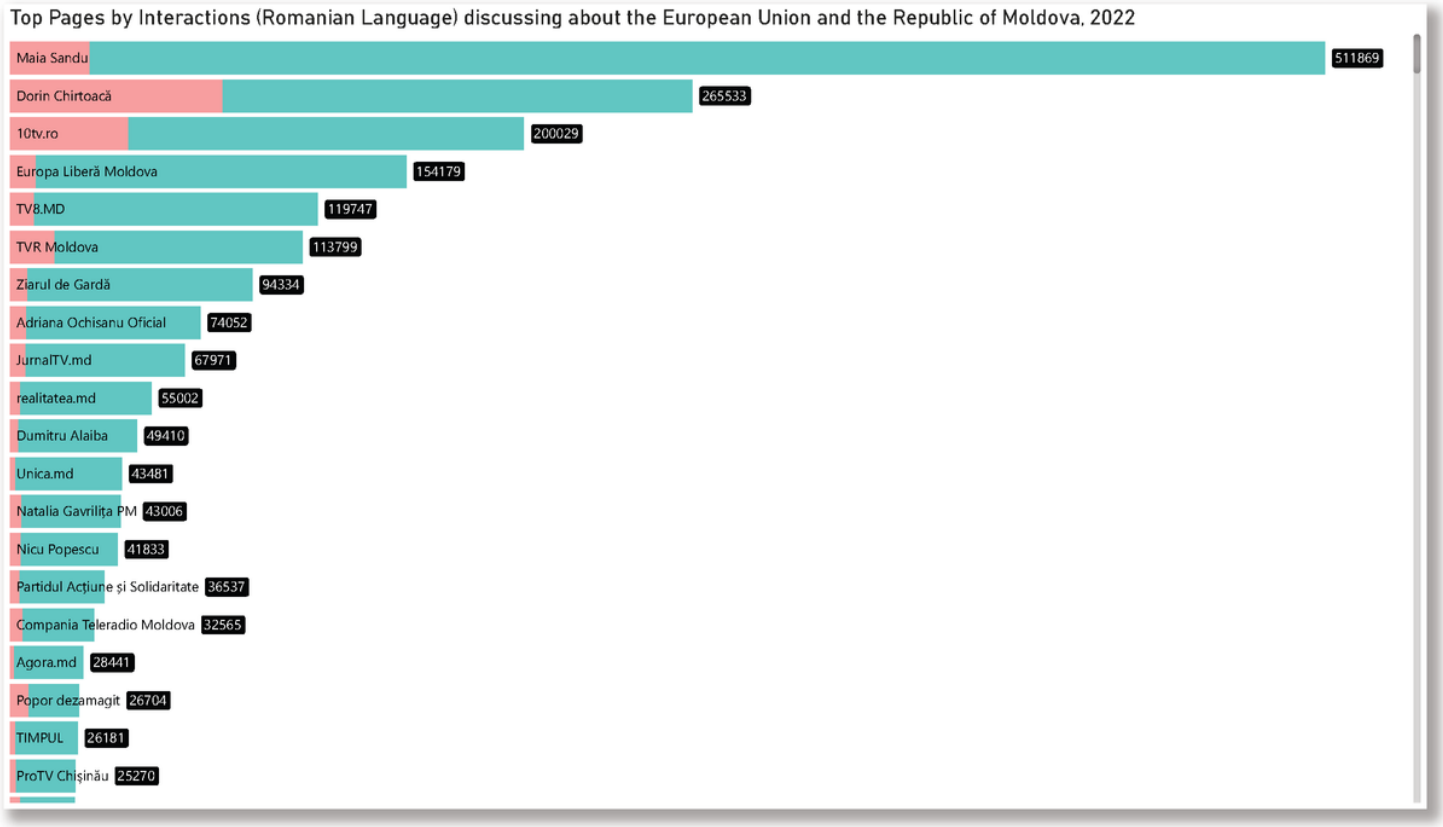


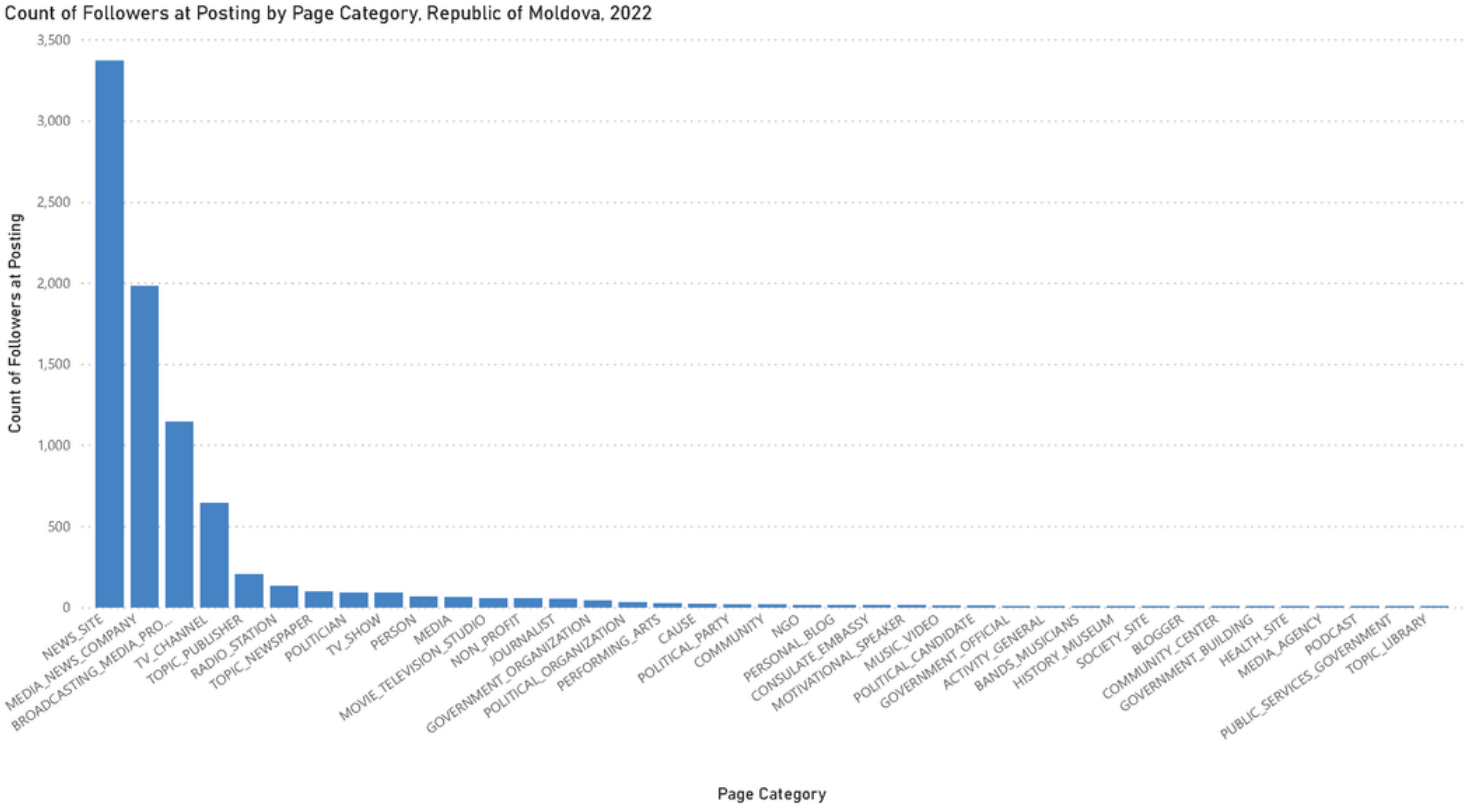




Top Pages& Groups based on their Total Interactions.
Left - Russian
Right - Romanian

Top Pages by Interactions(Romanian Language) discussing the European Union and the Republic of Moldova, 2022





Top Posts by Interactions(Romanian Language) discussing the European Union and the Republic of Moldova, 2023

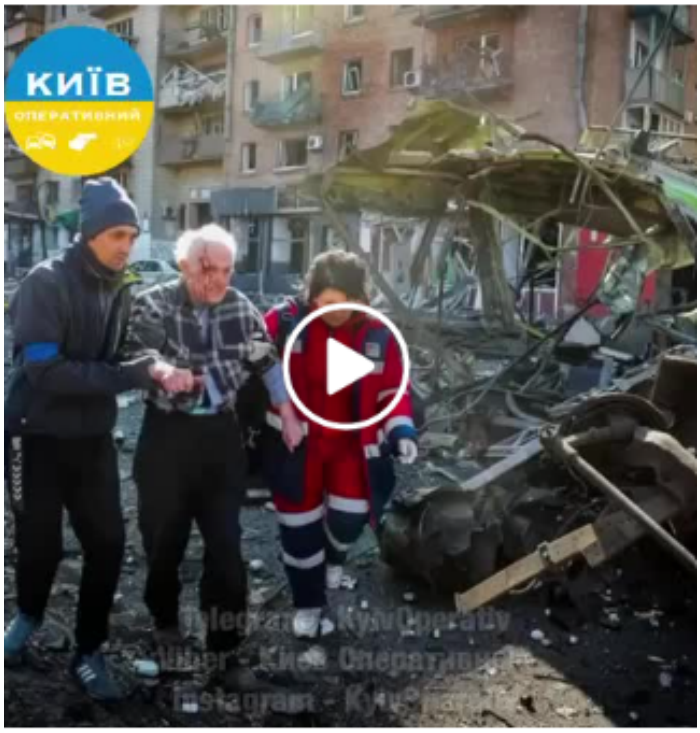
Maia Sandu
Jun 23, 2022 at 9:46 PM

Historic day for Moldova: the European Council offered us the status of a candidate country for joining the European Union. We are starting on the road to the EU, which will bring Moldovans more well-being, more...
See more

39.3K 4.7K 5.0K

Dorin Chirtoacă
Jun 26, 2022 at 3:45 PM

Thanks to Ukraine! In pictures - the real reasons why it was decided to grant Ukraine the status of a candidate country for EU accession, a process in which we, the Republic of Moldova, were taken along. If it wasn't for...
See more



3.78M POST VIEWS 4.99M TOTAL VIEWS

161.5K 11.9K 80.4K

Ilan Shor
Mar 4, 2022 at 8:50 AM

The decision to apply for membership in the European Union in the context of the situation in Ukraine demonstrates that the current government is doing everything possible so that this conflict spreads to our country. I do...

98.5K POST VIEWS 134.2K TOTAL VIEWS

6.7K 1.3K 2.4K

Top Posts by Interactions(Russian Language) discussing the European Union and the Republic of Moldova, 2023

Ilan Shor

Jun 28, 2022 at 9:58 AM

If sanctions are supported, Moldova will face cold, hunger and poverty

The Moldovan authorities have concluded a deal of EU candidacy in exchange for joining the sanctions against Russia. This is the most unprofitable deal that can only be imagined in relation to the citizens and residents of...
See more

91.0K POST VIEWS 98.3K TOTAL VIEWS

3.9K 474 699

Igor Dodon

Jul 16, 2022 at 7:32 AM

Gave an interview to the Russian TV channel "Russia 24". We discussed many topics of great interest to citizens: the current situation in Moldova, the gas crisis, accession to the EU, Transnistria, the case opened against me by...
See more

171.7K POST VIEWS 200.4K TOTAL VIEWS

7.3K 2.3K 1.8K

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