



Isentia Case Study

Paalam, PNoy:

**A Glimpse Into Social Media
Conversations On The Passing
of Former President Benigno
Aquino III**

isentia.com



Scope

This study covers all discussions relating to the **untimely death of former President Benigno Simeon “Noynoy” Aquino III** (also popularly known as ‘PNoy,’ which will be the name used in this study).

In terms of social media channels, this report covers data from Facebook, Twitter, and YouTube. Data from **June 24-30, 2021** was harvested via Isentia’s social media listening dashboard, Workbench, and Google Trends as a tool to support the data.

This study aims to identify the talking points unveiled following the passing of former President Noynoy Aquino III and pinpoint how Isentia can help relevant industries leverage on these conversations.



The Social Buzz

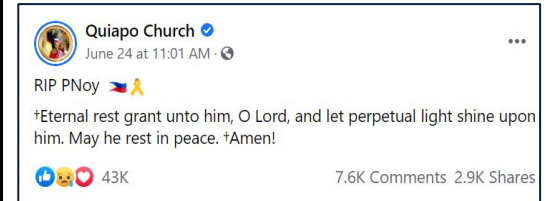
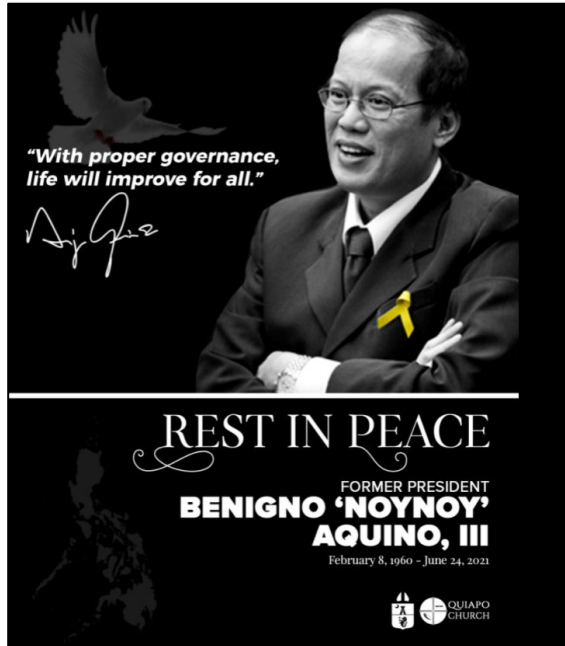


There has been a total buzz of **317,979 on PNoy OR Noynoy Aquino** and their permutations from June 24-30, 2021. About 81% or 260,665 of the buzz was from Facebook, 11% or 35,543 buzz from YouTube, and 7% or 21,771 of the social buzz was on Twitter.

Social Media Turned Into A Wailing Wall

News that PNoy had died prompted responses from the digital public. Social media turned into a wailing wall as posts of **grief, admiration, and gratitude** towards the late President spiked. Those who knew him personally, and those who knew about him, took to social media to broadcast conspicuous displays of grief.

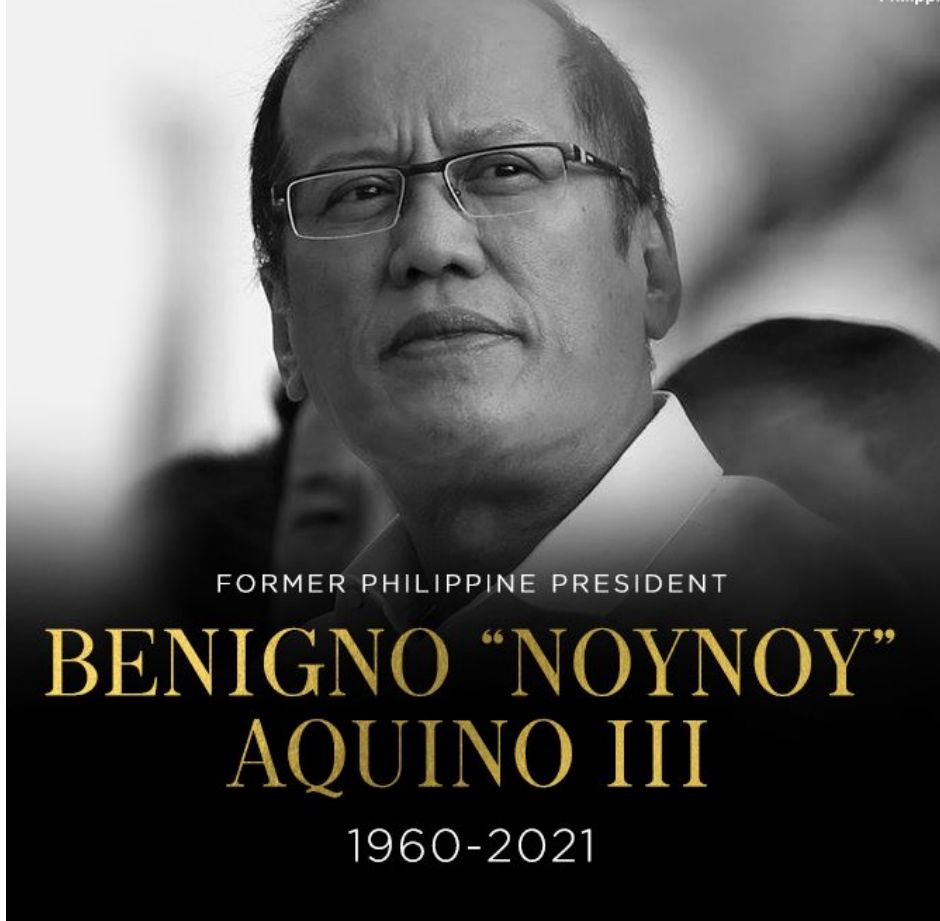
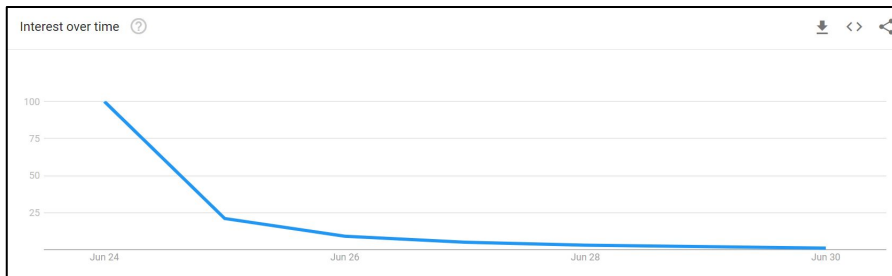
The #RIPPnoy trended as condolences from friends and foes poured in.



The Ultimate Opponent That Prompted A Warning To The Public

PNoy's untimely death caused some netizens to rethink about their own health and mortality.

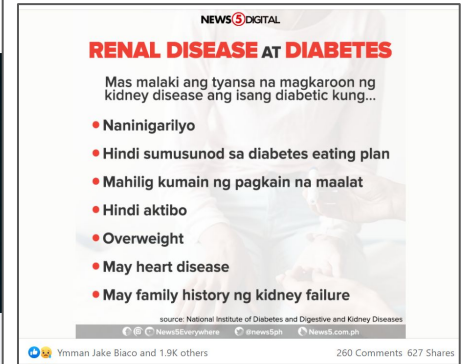
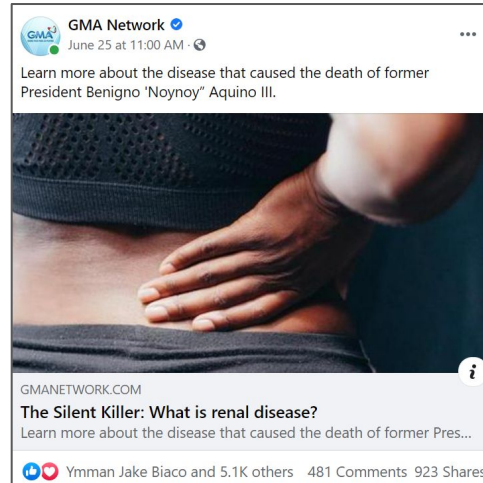
Following news on his passing, Google searches on **renal disease** and the cause of his death spiked.




Silent No More: Renal Disease and Diabetes Made Buzz

As **renal disease** and **diabetes** became relevant topics in the digital sphere, media outlets like **GMA Network** and **News5Digital** used their Facebook pages to join in this conversation.

Both banked on informative and reactive content on renal disease. These posts drew netizens' attention as they tagged and shared these with their friends.






To Unite and Conquer

 Senator Imee R. Marcos is with JC Alpha and 8 others. ...
June 24 at 11:00 AM · 🌐


SENATOR IMEE MARCOS STATEMENT
On the death of former President Benigno Aquino III

My heartfelt condolences to the family of former President Benigno C. Aquino III, a "classmate" in Congress from 1998 to 2007. I will always treasure the memories of our long years together as freshmen legislators and members of a tiny opposition. For beyond politics and much public acrimony, I knew Noynoy as a kind and simple soul. He will be deeply missed.



-END-

   27K

1.8K Comments 1.8K Shares



Praying for the Marcos and the aquino to unite for the good of all Filipinos! 🙏🙏🙏

  223

Like · Reply · 2w

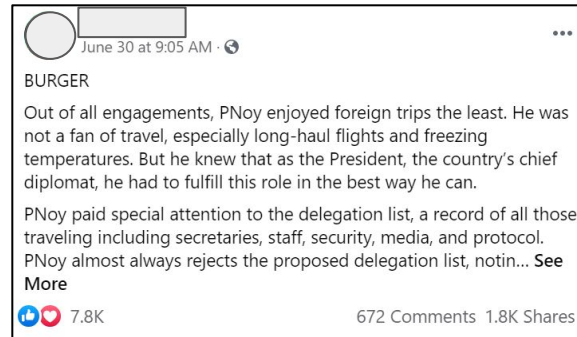
Sen. Imee Marcos proved that showing sympathy to a long-time rival can be a potent weapon to win the public's sympathy. Her post offering condolences to the Aquino family caught netizens' attention and created chatter in the digital space.

The digital public praised her for setting aside politics and family feud to pay respect to the former president. **This implies that netizens had favorable perception towards personalities, leaders, and even brands that promote unity than faction.**

Story Time

As the digital public recalled the feats he had during his presidency, his staff and colleagues also shared their **personal narratives** about the late president. These stories were **ordinary but pure** - something that the general public can relate to, hence drawing netizens' attention.

These stories not only revealed PNoy's simplicity but also sparked conversations about his favorite food, brands, and interesting hobbies.

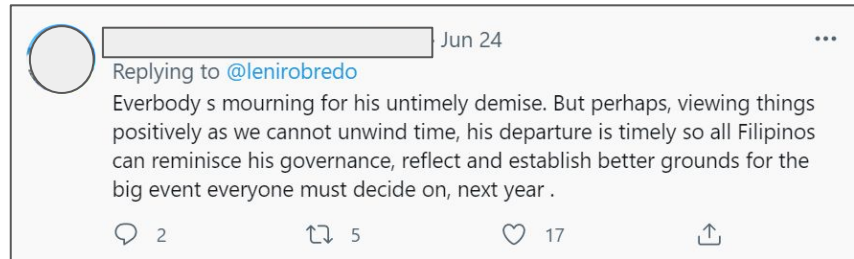


Mourning Glory

Tributes from political allies moved the digital public as they shed light to PNoy's brand of leadership.

Keywords such as **Best President** and **History will treat him favorably** created buzz on social media.

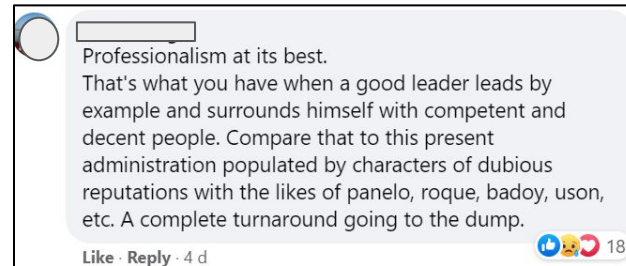
Vice President Leni Robredo was among PNoy's friends who paid tribute to his life and achievements. Her tweet honoring the late president gained traction, with netizens sharing it on their social media platforms.



“Not a fan, but PNoy is better than Duterte.”

PNoy’s death appeared to strongly elevate his presidency. It prompted the digital public to reflect on his leadership. His life achievements and legacy were highlighted, **underscoring the striking differences between his government and the Duterte administration.**

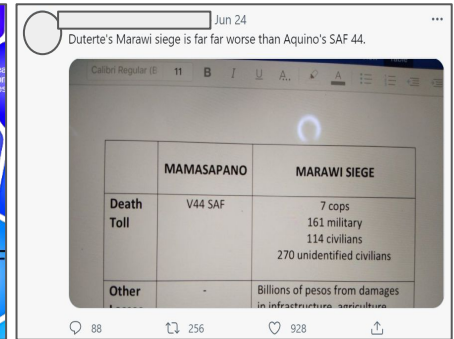
These discussions paved the way for the critics of the Duterte administration to slam his response to the COVID-19 pandemic, his war on drugs, economic strategies, and foreign policies. **Tweets criticizing the Duterte government had significant retweets and likes.**



Leaving No Stone Unturned

While PNoy received tributes and kudos for his leadership, **the mishandling of the Mamasapano clash resurfaced**, providing negative publicity for the late president.

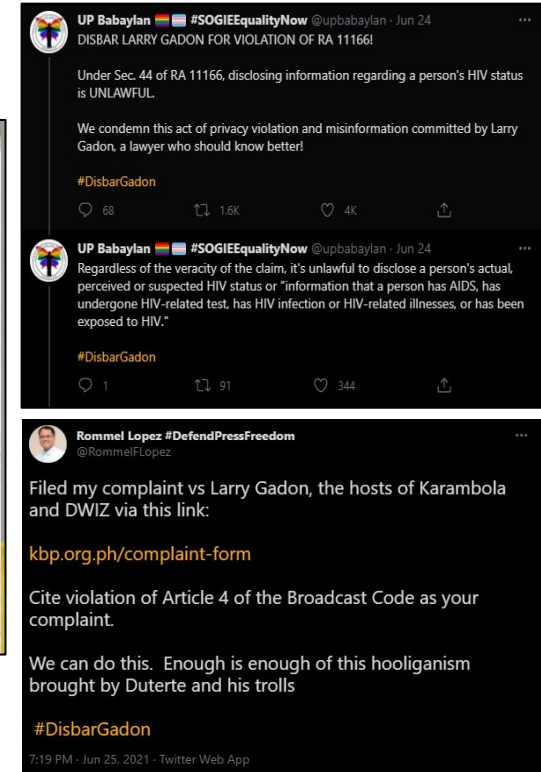
Supporters countered this by opening discussions surrounding the Marawi siege, the COVID-19 crisis, and the extrajudicial killings (EJK) under the Duterte administration. Critics of President Duterte noted that these were worse than the Mamasapano massacre.



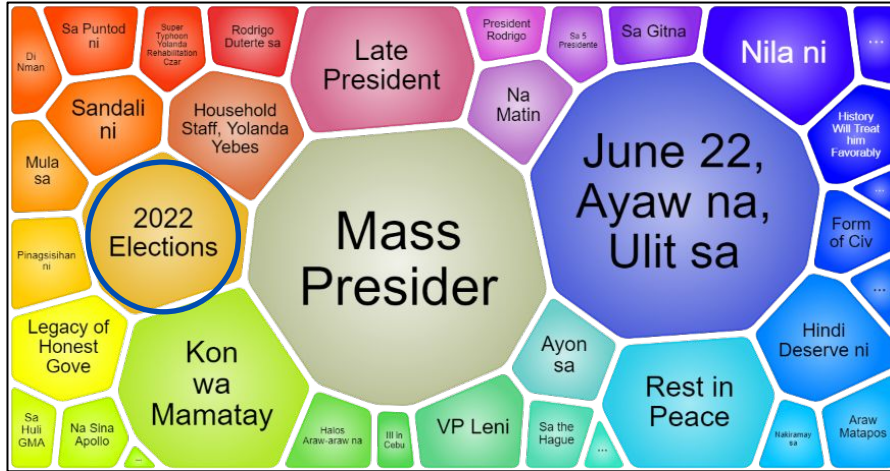
Rumours and Reputation

Calls to disbar controversial lawyer **Larry Gadon** trended online after his alleged remarks regarding former President Benigno Aquino III's health in a radio interview on DWIZ.

During the interview, Gadon claimed that the former president had **HIV/AIDS**. Gadon said that he got the alleged information from his "friend." Netizens, lawyers, and HIV advocacy groups condemned Gadon's comments for violating **Republic Act No. 11166** or the **Philippine HIV Policy Act**.



Is the “Aquino Magic” Enough To Activate A National Soul Searching?



As PNoy's death triggered critics of the Duterte administration to express their disgust and dismay over his leadership, buzz on the **"Aquino magic"** in the 2022 election circulated on social media.

Anti-Duterte netizens were hoping the momentum of support for the Aquinos and the outcry for decent and good governance will influence the 2022 elections and lead the Opposition to victory. However, many still considered the Liberal Party an elitist. Duterte's brand as a straightforward and ordinary man remained appealing to many of his supporters.

Gone But Not Forgotten

The internet can turn any event, including death, into a social trend. In the days following the passing of PNoy, his name became a hot topic in the social media landscape. This also allows relevant conversations to surface. Filipinos took to social media to share their thoughts and reflect on his presidency and the legacy that he left behind.

Politicians gained social media mileage by taking to social media to condole with the Aquino family and pay tribute to PNoy.

Among these notable posts was that of Sen. Imee Marcos. Her statement condoling with the Aquino family, and remembering PNoy was well received by the digital public. PNoy's death, somehow, provided politicians an avenue to showcase their brand of leadership through social media.



What Isentia Can Do To Help

Social listening plays a critical role in the way brands and leaders communicate with their audience. **Isentia provides data-driven, actionable insights by identifying trends and conversations in the social media landscape.** Its deep-dive analysis into these conversations **help clients understand their audience, and strategize thoughtful communication for better social engagement.**

Looking at who's joining in the emerging trends and how it works for them can be helpful in strategizing social media engagement and messaging. **Isentia can track social media activity of key opinion leaders, competitors, and other players that clients can leverage on and learn from to build and improve their branding and identity.**



What our Insights leaders in the PH say

Tina Laceda

Insights Analyst, Philippines



“Notable political insights have been unearthed from the digital public with the recent passing of PNoy. It is pivotal for a brand to listen to its audience and learn what is happening in its industry to develop ideas that can help them level up their game among the competitors.”

Gladys Ruiz

Insights Analyst, Philippines



“Relevant issues in the political arena spark conversations online that can make or break a brand. It is essential to stay on top of the trends that influence your audience and the industry they work in to create content that will resonate with them.”



Please do not hesitate to get in touch with us
for more information on this whitepaper.

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