Table 6 shows the most used hashtags by the Democratic and Republican parties during the November 2020 Presidential campaign. In detail, for each party we selected the verified Twitter account of: the presidential candidate, the vice president candidate and their political party (as shown in Tab. 2 and discussed in Section 3.4.3) and extracted from each Twitter profile, the most frequent hashtags and slogans.

<table>
<thead>
<tr>
<th>Political party</th>
<th>Hashtag</th>
</tr>
</thead>
</table>
| Democratic party| #Harris2020  
#KamalaHarris  
#Biden2020  
#BidenHarris2020  
#Democrats  
#VoteBlue  
#BidenHarrisToSaveAmerica  
#JoeBidenKamalaHarris2020 |
| Republican party| #maga  
maga2020  
#MakeAmericaGreatAgain  
#promisekept  
#promisemade  
#GOP  
#4MoreYears  
#FourMoreYears  
#Trump2020  
#VoteRed  
#TrumpPence2020 |

Table 6. Most used hashtags on the campaign trail by the Democratic and republican parties