Supplementary Material

Figure1: Wordcloud for Amit Shah

Figure2: Wordcloud for Narendra Modi

Figure3: Wordcloud for Arvind Kejriwal

Figure4: Wordcloud for Rahul Gandhi

Figure5: Wordcloud for Harsh Vardhan

Figure6: Wordcloud for Nirmala Sitharaman

Figure 6: Depicts how the sentiment polarity of tweets posted by the six leaders fluctuates per day
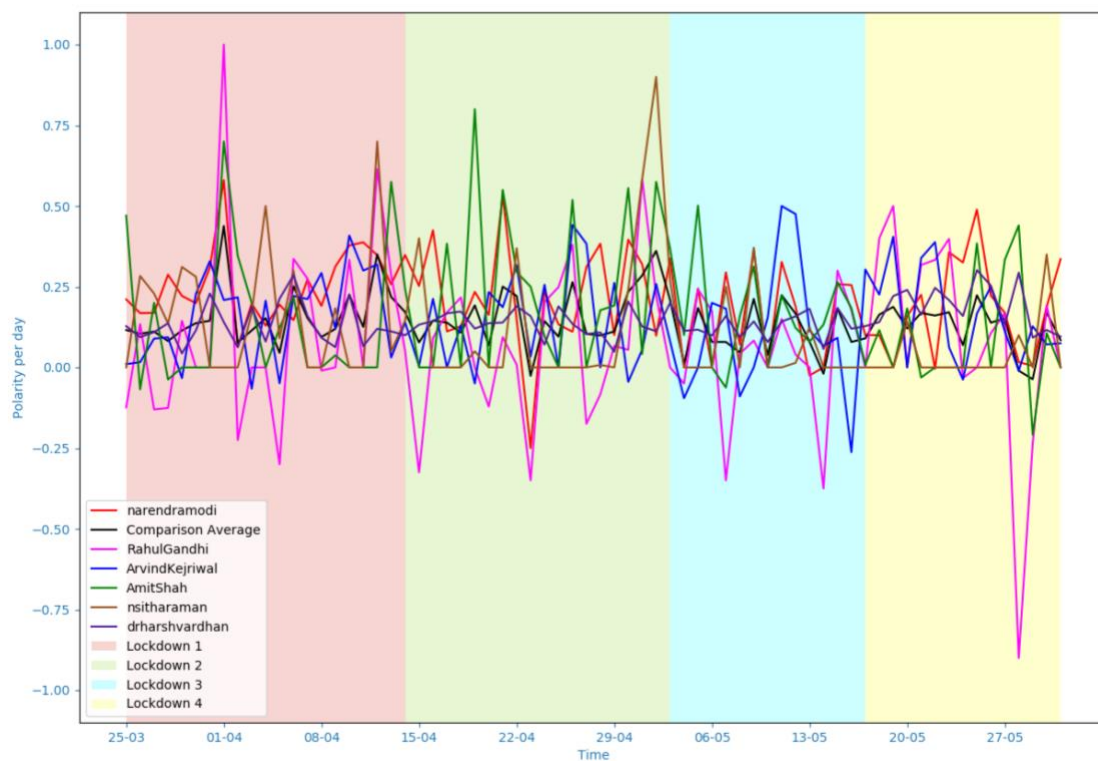

Table 1: Number of original tweets posted by the 6 political leaders across lockdown periods

Lockdown	Narendra Modi	Amit Shah	Arvind Kejriwal	Rahul Gandhi	Harsh Vardhan	Nirmala Sitharaman	Total
L1	279	54	150	31	414	55	983
L2	106	30	65	34	454	35	724
L3	42	62	38	22	428	19	611
L4	63	31	48	28	315	6	491
Total	**490**	**177**	**301**	**115**	**1611**	**115**	**2809**

Table 2: Lockdown wise content analysis

Themes	L1	L2	L3	L4	Total
Crisis management information	32.6%	30.2%	35.2%	23.3%	30.9%
Strengthening followers' resilience and trust	38.5%	25.4%	24.9%	15.3%	28.2%
Reputation Management	5%	7.6%	7.3%	9.2%	6.9%
Leader Proactiveness	12.9%	20.9%	19.0%	5.1%	14.9%
Non-COVID Related Tweets	10.9%	15.9%	13.6%	47.3%	19.1%

Table 3: Ruling vs Opposition vs Key crisis managers

S.no.	Codes	Ruling Party Leaders	Opposition Party Leaders	Key Crisis Leaders
1.	**Crisis management information**	**17.9%**	**32.2%**	**35.7%**
	Precautionary Measures	4.2%	1.4%	6.4%
	Orders	0.4%	3.6%	4.6%
	Situational information	0.1%	6.7%	10.3%
	Resource provision	7.5%	8.7%	10.5%
	Volunteer/donation	2.4%	0.2%	0.5%
	Other Media Engagements	3.3%	8.2%	2.9%
	Opinion and commentary	0.0%	3.4%	0.5%
2.	**Strengthening followers' resilience and trust**	**43%**	**31%**	**21.7%**
	Empathy	1.5%	4.1%	1.7%
	Morale-Boosting	13.3%	7.9%	9.0%
	Follower's Worth	24.6%	14.4%	8.5%

	Collective Focus	3.6%	4.6%	2.5%
3.	**Reputation Management**	**3.7%**	**8.2%**	**7.9%**
	Constructive criticism/blame	0.1%	3.4%	0.2%
	Self-Bolstering	3.6%	4.8%	7.6%
4.	**Leader Proactiveness**	**11.7%**	**10.1%**	**17.3%**
5.	**Non-COVID Related Tweets**	**23.5%**	**18.5%**	**17.6%**
	Total	**100%**	**100%**	**100%**

Table 4: Contingency table for Chi-square (difference in content of communication across the three groups, i.e., ruling party leaders, opposition party leaders, and key-crisis management leaders

Themes	Ruling Party	Opposition Party	Key Crisis management
Crisis management information	120	134	615
Strengthening followers' resilience and trust	287	129	374
Reputation Management	25	34	135
Leader Proactiveness	78	42	299
Non-Covid related	157	77	303