



CARMA

ASEAN Summit 2025

ONLINE & SOCIAL MEDIA ANALYSIS

BY CARMA



Executive Summary

Malaysian media maintained a positive tone of the Summit, spotlighting key achievements led by Prime Minister Anwar Ibrahim, who emerged as the most mentioned figure in the news and on social media.

However, social media discussions painted a more neutral picture, with significant attention on Philippines President Ferdinand Marcos Jr. whose posts drove the highest engagement.

Methodology

The analysis focused on Malaysian online media and social media activity across ASEAN countries, using selected keywords such as ASEAN Summit, Anwar Ibrahim, and Lawrence Wong.

Social Media: X, Facebook, Reddit, YouTube

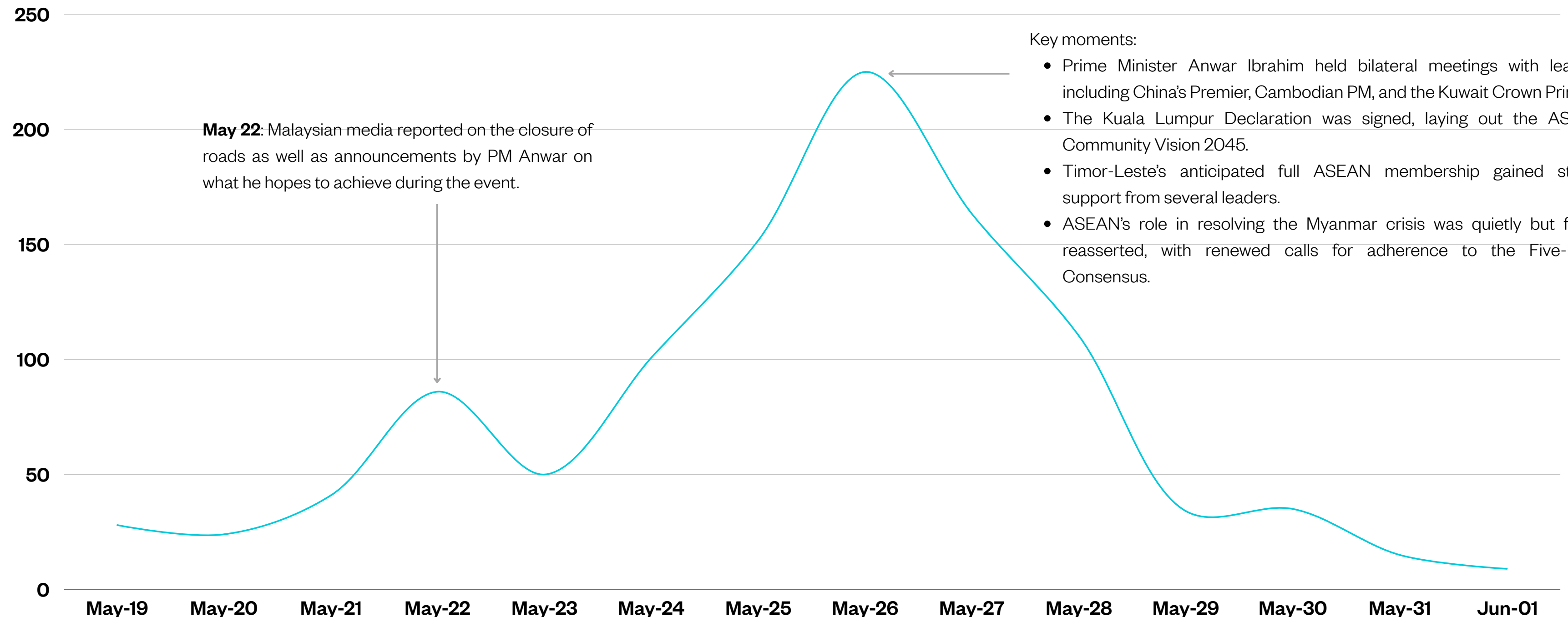
Time period covered: May 19 - June 1

Media coverage of the Summit focused on historic declarations and ASEAN's evolving geopolitical role.

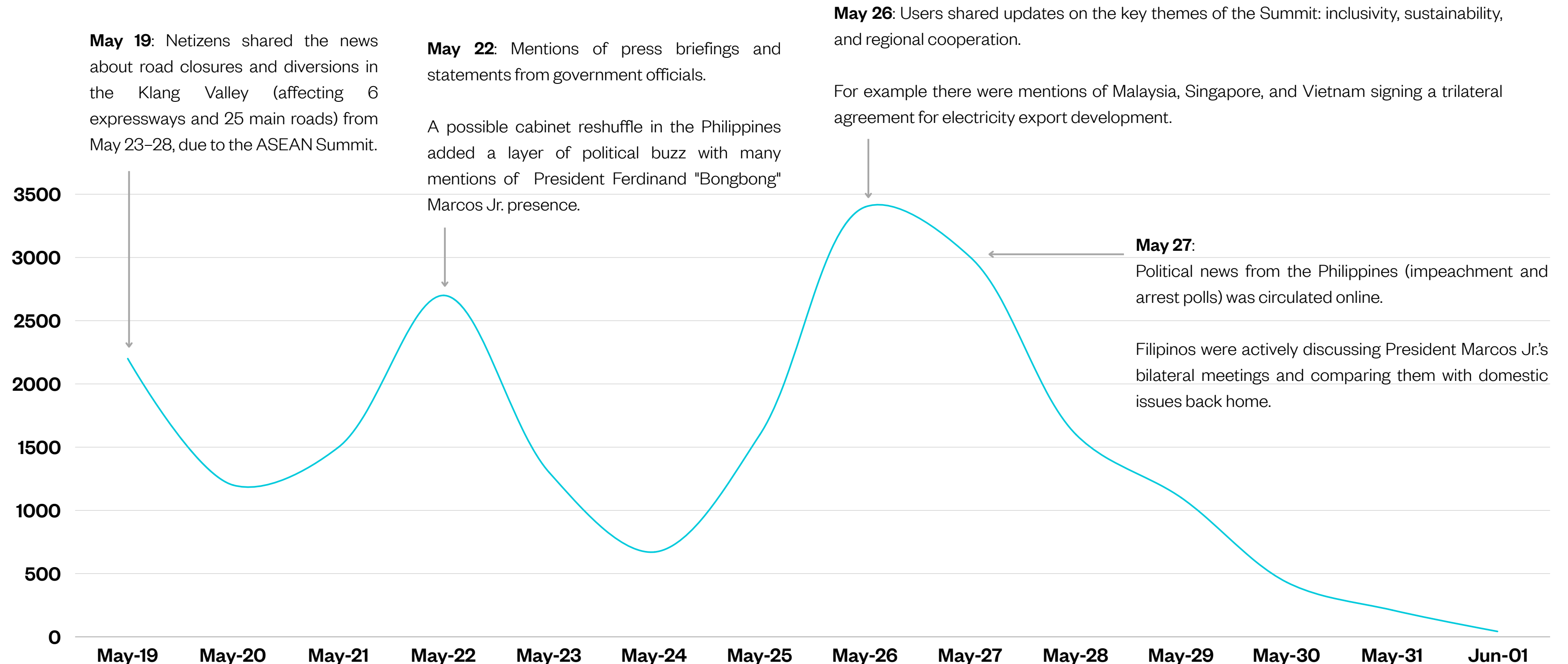
May 26: Malaysian media outlets covered the start of the ASEAN Summit with leaders from ASEAN, the Gulf Cooperation Council (GCC), and China convening for the inaugural ASEAN-GCC-China Trilateral Summit.

Key moments:

- Prime Minister Anwar Ibrahim held bilateral meetings with leaders including China's Premier, Cambodian PM, and the Kuwait Crown Prince
- The Kuala Lumpur Declaration was signed, laying out the ASEAN Community Vision 2045.
- Timor-Leste's anticipated full ASEAN membership gained strong support from several leaders.
- ASEAN's role in resolving the Myanmar crisis was quietly but firmly reasserted, with renewed calls for adherence to the Five-Point Consensus.

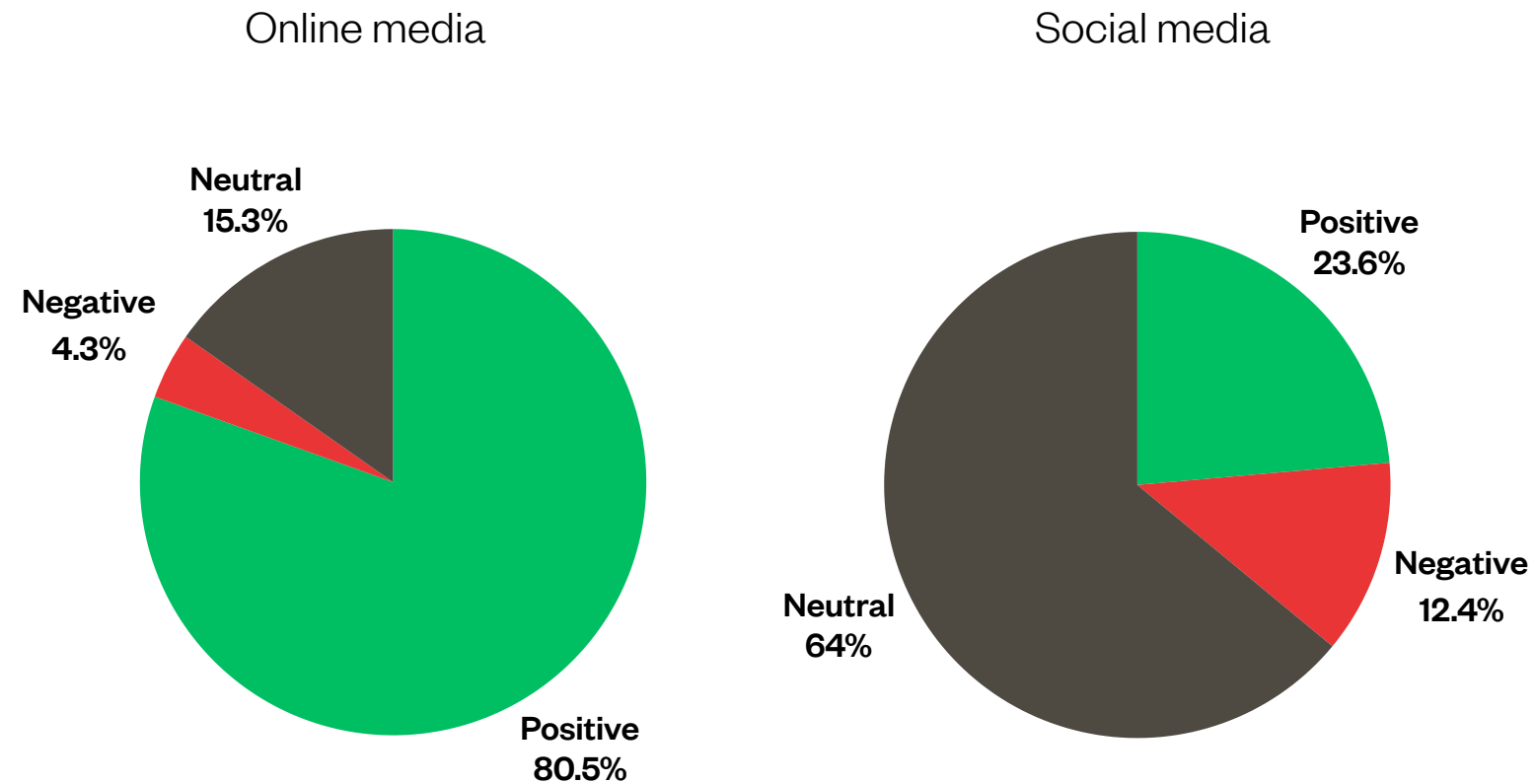


President Marcos Jr.'s domestic political issues spurred social media discussions, making him one of the key spokespeople highlighted throughout the event.



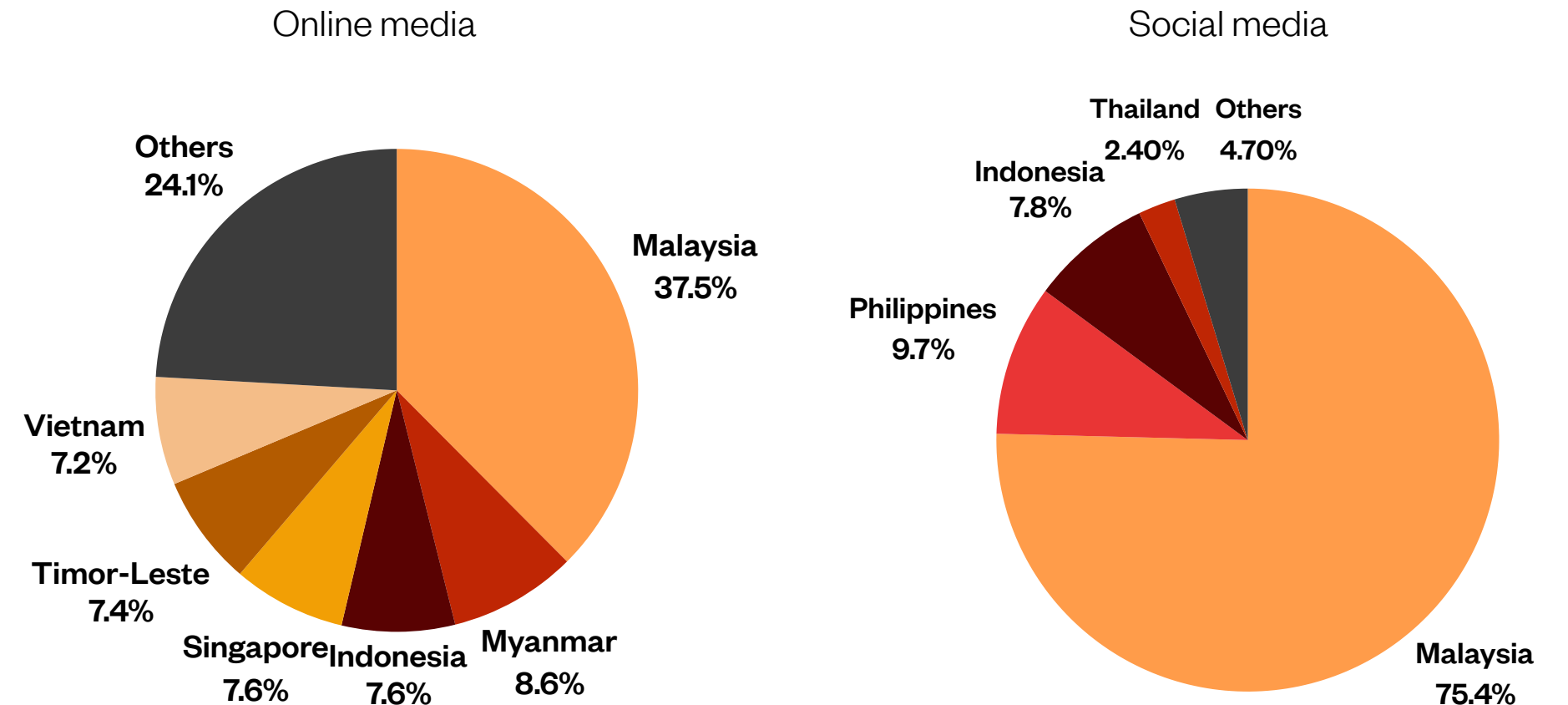
Malaysian media reported positively on the Summit, while social media conversations remained more neutral.

Sentiments of the ASEAN Summit



Apart from Malaysia, mainstream media wrote about Singapore, Indonesia and Myanmar developments. On social media however, netizens posted more about news and spokespeople in the Philippines.

Articles & mentions of the ASEAN Summit



Prime Minister Anwar Ibrahim was the most mentioned politician by the media, and overall his social media posts saw the highest level of engagement from users.

#1



Anwar Ibrahim
410 articles

Li Qiang
107 articles

#2



Lawrence Wong
55 articles

#3



Top 3 mentioned
politicians on online
media

#1



Anwar Ibrahim
53.5K

Ferdinand Marcos Jr
43.2K

#2



Lawrence Wong
15.8K

#3



Top 3 most engaged
politicians on social
media

While Prime Minister Anwar Ibrahim had the highest number of social media mentions, the three posts with the most engagement were either created by or related to President Ferdinand Marcos Jr.

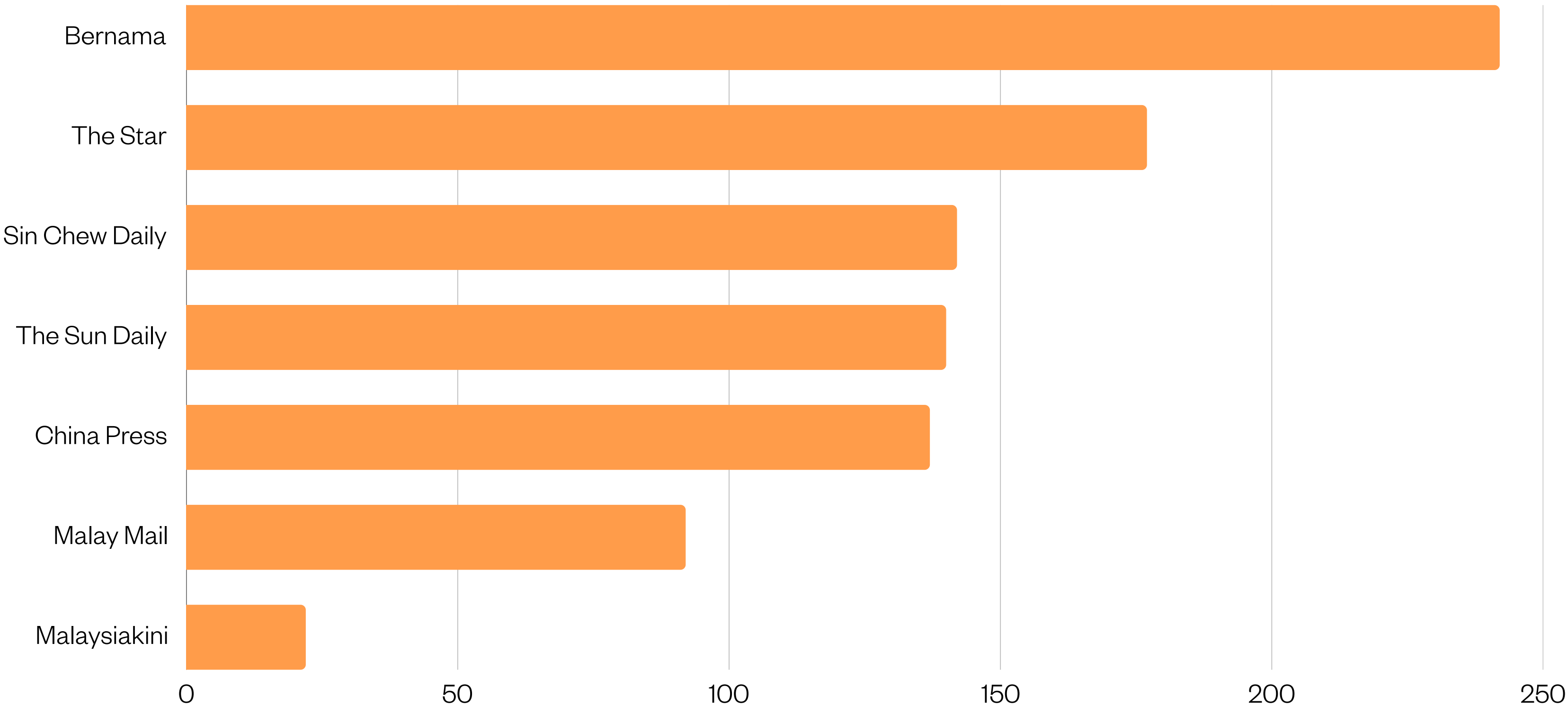
Most frequently used words on social media



Top 3 engaged posts



Among leading Malaysian outlets, Bernama published the highest volume of coverage.





Let's keep the conversation going

This report provides just a small snapshot of how we work with our clients around the world, providing clarity around communication efforts.

If you'd like more information on how we could work with you, [please get in touch](#).

CARMA is a global media intelligence firm providing insights through monitoring and analysis of earned media coverage and social media conversations.

With advanced analytics capabilities and integrated market research, CARMA brings clarity and insight to the complex media landscape, helping thousands of organisations understand and shape their media narrative.

Discover CARMA's suite of solutions, our team of analysts, and the work we do.



visit carma.com 