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**The Role of Social Media Influencers in Amplifying Pro-Government Narratives: The Case of Hungary**

The fragmentation and hybridisation of contemporary media systems has not only challenged the agenda-setting role of legacy media and political elites, but also opened new avenues for governments to push their narratives through unconventional channels. Social media influencers have gained special prominence in communicating political messages to young audiences, which has led to their incorporation into the campaign strategies of political parties, and governments, too, thus elevating their agenda-setting potential and discursive power (Jungherr et al. 2019).

This paper will focus on how the Hungarian governing party, Fidesz, has relied on a network of pro-government social media influencers in its 2022 re-election bid, and evaluates how successful this strategy has been in reaching and mobilising young audiences. In doing so, it will first take a historical approach to summarize the most important milestones of the Hungarian media landscape's drastic transformation since 2010.

The second part of the paper will present an empirical case study on the impact of an informal network and training centre for social media influencers called Megafon Centre that sponsored social media posts echoing the central messages of Fidesz' 2022 electoral campaign. The paper will rely on publicly available Facebook ad spending and post engagement statistics to test whether and to what extent such cooperation with pro-government influencers amplified the government's narrative in the selected target groups. The paper aims to contribute to an emerging literature on the role of social media influencers as political agenda-setters (Schmuck et al. 2022, Suuronen et al. 2021) and argues that more research is needed on non-elite social media communication to understand what shapes the political attitudes of younger cohorts.