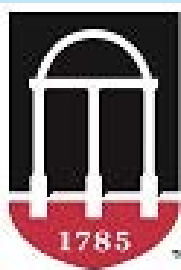




UNICEF

Brittany Best
Ashley Burgess
Kennedy Cleveland



SEE > Suite
*Grady College of Journalism
and Mass Communication*
UNIVERSITY OF GEORGIA

ADPR 7750

Table of Contents

EXECUTIVE SUMMARY ... 3

RECOMMENDATIONS ... 4-5

OWNED DATA ... 6-10

EARNED DATA - ORGANIZATION ... 11-21

**EARNED DATA-COMPARABLE
ORGANIZATIONS ... 22-24**

EARNED DATA- TOPIC ANALYSIS ... 25-30

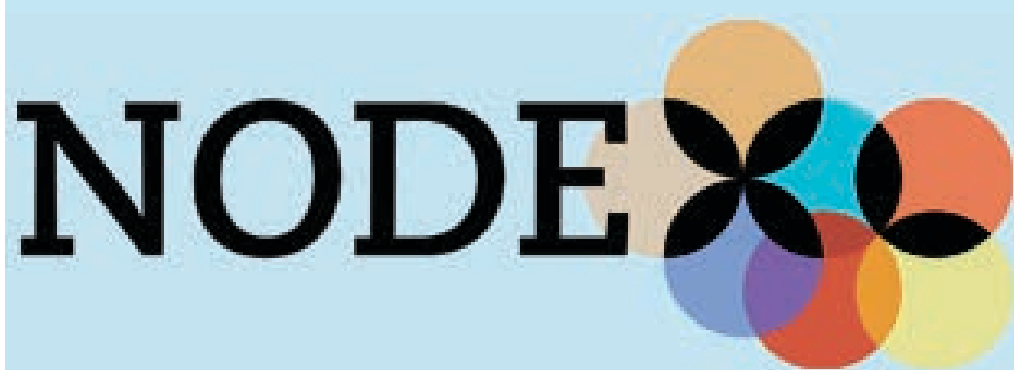
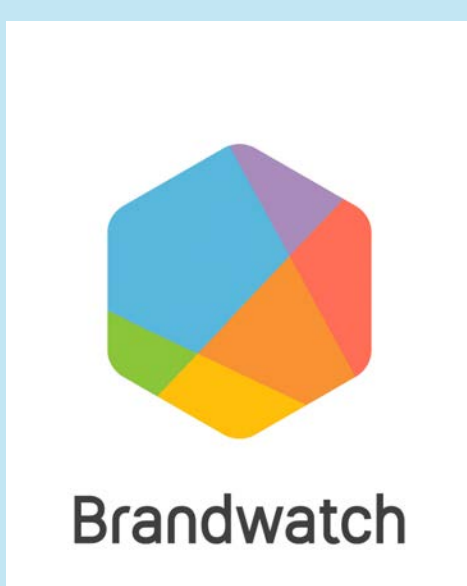
SOCIAL NETWORK ANALYSIS ... 31-34



Executive Summary

UNICEF's overall engagement, though comparable to similar associations, falls short of being most effective on twitter for the following reasons: Their is a lack of consistency and endurance in the literal content or the type of content that make up UNICEF's total post, there is a lack of specificity and intention in their methods to reach to their desired audiences, they lack statistics to back up their findings, which effect their engagement negatively, the lack of utilization of government intervention requested by UNICEF, and simply the lack of necessary and relevant conversations.

For our social media analysis of UNICEF, we examined and explored their organization's posts and engagement , mainly on Twitter, with the purpose of exploring different elements of posts and gage which methods are most successful, in achieving higher engagement. Intentionally, there was an examination of their Twitter posts from January 2021 to the present using Brandwatch. Over this period, UNICEF was mentioned 3,000,000 times. 933,000 of those mentions were unique authors. Then, we changed the observation period to July 1, 2021 to September 30, 2021 in efforts to to explore different themes of posts ,and gage which themes are most successful in achieving higher engagement to explore how and why. Over the observation period, UNICEF was mentioned 1,730,000 times. 636,690 of those mentions were unique authors. Furthermore, we analyzed total mentions for comparable organizations including UNICEF. There are 2,150,000 total mentions. 753, 410 of those were unique mentions. Finally, we explored the topic of COVID-19 Vaccine Equity within UNICEF using Brandwatch with the goal of expanding the audience to incorporate the population that is already engaging in conversation surrounding COVID-19 vaccine equity because UNICEF strives to save and preserve the lives of children everywhere using vaccines. Over the observation period of July 1, 2021-September 30, 2021, variations of this topic were mentioned 189,000 times. 112,040 of those mentions were unique authors. We examine different elements of this topic with different social and digital media in efforts to achieve higher engagement.



Recommendations

1.

What: Increase engagement levels for tweets providing resources.

- **How:** Continue to create content that provides resources and include a hashtag for a call to action such as #endhumantrafficking

Why: Posts offering resources got the least amount of engagement (66.68 average retweets), while tweets including a hashtag that is a call to action got a lot (643.68). Adding a call to action hashtag with tweets providing resources will increase overall engagement. .

2.

What: Increase engagement levels for tweets including videos.

- **How:** Continue to create videos but include more content of happy children. So make more videos of children receiving needed resources, playing with their peers, smiling, eating and drinking, etc.

Why: Media content including happy children got high engagement with an average of 977.02 retweets and UNICEF shared media content through videos in 85 tweets. While their videos get decent engagement, incorporating happy children in more of their videos would boost engagement.

3.

What: Increase engagement levels for tweets providing URL content.

- **How:** When providing a URL for content in a tweet, focus on making the context of the tweet inspirational. This includes content about how the resources UNICEF provides is improving lives around the world.

Why: Tweets with an inspirational theme received significantly higher engagement than other topics with an average of 817.22 retweets. UNICEF used a URL in 124 tweets with only 58.18 average retweets. Making tweets including URLs about inspirational topics is likely to increase the overall engagement.

4.

What: Increase engagement levels for tweets using hashtags for a movement.

- **How:** When using hashtags to highlight a particular movement, such as #WeThe15 for individuals with disabilities, don't always include extra media.

Why: Our graphs show that tweets that don't include any type of media got the most interaction with an average of 1,608.80 retweets. UNICEF primarily uses hashtags promoting different movements (n=76), but those tweets don't get as much engagement. In order to get more engagement while still using the same hashtags, it would be beneficial to not always include media.

5.

What: Be a part of more campaigns with influential groups.

- **How:** In the same way UNICEF partnered with the BTS band, reach out to other groups and organizations that are passionate about humanitarian issues and children's health and safety, such as Oprah Winfrey. Work with these groups to promote issues like mental health, humanitarian aid, and COVID-19.

Why: Over the course of the three months we analyzed, what generated a generous amount of content was the BTS Love Myself campaign. The campaign reached more groups of people than just their usual target market, and was significantly more talked about than other issues on their twitter.

6.

What: Lead the conversations surrounding Tigray and the Ethiopian civil war.

- **How:** Be a part of the conversation that is already happening. Reply to tweets that are calling for humanitarian aid for Tigray and surrounding regions that are suffering from the Ethiopian civil war. Start conversations by posting donation cites and constant updates about the situations going on in these regions. Offer support and be a part of the voice that is leading the charge.

Why: Just the content about the Tigray region and the horrible struggles they are facing includes 233,800 total posts. Tigray, TPLF rebels, and malnutrition in Amhara themes are all repercussions of the ongoing Ethiopian civil war. These three themes encompass the majority of UNICEF's engagement from July-September of 2021. UNICEF's audience wants to get involved, and they want to talk about it. To grow engagement it would be beneficial to UNICEF to continue to be a part of this conversation.

4

Recommendations

7.

What: Demand more humanitarian efforts for children in regions facing war.

- **How:** Call for aid from governments such as the United States and the UK for children and families trying to survive in the midst of war. Create content that shares problems such as starvation and child soldiers (like in Tigray), and request aid from larger organizations and governments.

Why: The majority of UNICEF's engagement surrounds the civil war in Ethiopia and the regions around it that are struggling; like Tigray. UNICEF has the power to demand aid from large governments and organizations, and their followers interact with that kind of content. People want to get involved and will follow UNICEF's lead in finding aid for the unfortunate families facing a war they aren't supposed to be a part of.

8.

What: Interact more with users that are in the educational profession, specifically teachers.

- **How:** While discussing the need for COVID-19 vaccine equity, appeal more to teachers. Do so by focussing primarily on the effect on children and their futures. Discuss ways that this topic affects school, education, and children; why it is so important to get Africa greater access to vaccines. Ask teachers for help taking action against the vaccine equity problem, and focus on their voice.

Why: The conversation about COVID-19 vaccine equity is heavily discussed amongst teachers. For women, the top profession of users taking part in the conversation were teachers; for men teacher was the second most common profession. They want to be involved in the conversation and they have the ability to inspire change. Attract more teachers and not only will the overall engagement increase, but you could gain more traction for vaccine equity in Africa. Teachers often take part in humanitarian efforts, so it is crucial to get them on your side.

9.

What: While demanding greater vaccine equity in Africa, highlight how much access the Western World actually has.

How: Show the lack of vaccine equity by reporting statistics of the amount of people vaccinated in Africa (6% of population). Make the message even more powerful by comparing these statistics to those of countries in the Western World like the United States (59%). Show statistic in infographics, making the information more appealing. Also, mention the western world's production of booster shots while Africa remains mostly unvaccinated; the release of the booster shot caused a lot of conversation and commotion, so use that. Use hashtags such #donatedosesnow #africa #covid19

Why: The theme, vaccine status, highlights the drastic difference in vaccination status across the globe. The conversation thrives around bringing attention not only to the lack of vaccines Africa has, but also the surplus that other countries have as the production of booster shots grow. This conversation included 95,090 mentions, so it is heavily discussed. Use this level of engagement and join the conversation by highlighting the vaccination status gap between countries.

10.

What: Engage in the conversation about vaccine equity on Twitter by interacting with users that are already influential to the conversation.

- **How:** UNICEF is a huge humanitarian platform with nearly 9 million followers on Twitter. With that large of a following, we have the ability to get the attention of other influential users. UNICEF could benefit from joining the conversation by mentioning and interacting with the users: @jburnmurdoch, writer for the Financial Times, @davidpillings, writer for the Financial Times Africa Edit, and finally @news24, South Africa's premier online news resource. Join in

Why: @jburnmurdoch, @davidpillings, and @news24 were the 3 most influential users found when analyzing the topic of vaccine equity in Africa, on Twitter. They range from having 7,061 retweets to 4,379 retweets with millions of impressions. If UNICEF wants to be a part of the battle of vaccine equity, they need to work with users that already have a large audiences attention. By mentioning these users and commenting on their posts, UNICEF has the chance to reach 3 different audiences.

What: Increase engagement with the female population.

11.

How: Appeal more to the female population by focusing content on young children. Use images of children receiving aid, going to school, and playing with their friends. Also start conversations about climate change and COVID-19 vaccines. Engage with influential users like @UNESCO- 19, the UN Educational Scientific Cultural Organization.

Why: Over half of UNICEF's audience is women, so it is important to receive their engagement. To do so, it is important to appeal to the topics that they are already discussing. From our gender analysis report, you can see that the most talked about topic is young children. They also discuss climate change and COVID-19 vaccines. In order to create more engagement and tap into a potential new audience, UNICEF should engage with already influential users. From our insights @UNESCO was one of the most influential users for women.

What: Engage and interact with other Non-Profit and Government organizations.

12.

How: Reply to, mention, and partner with other Non-Profit and Government organizations, such as @UN, @WHO and @unicef_uk. These organizations have similar missions to UNICEF, so it is easy to interact with their content. If they tweet about topics such as COVID-19 vaccines, the war in Tigray, or other humanitarian issues, UNICEF should use the opportunity to promote their message as well.

Why: Our social network analysis shows how important it is to interact with these other influential users like @WHO and @UN. They serve as bridges and hubs, which gives UNICEF the opportunity to appeal to completely new audiences. By interacting with similar organizations, UNICEF would be able to make their message stronger and increase engagement.

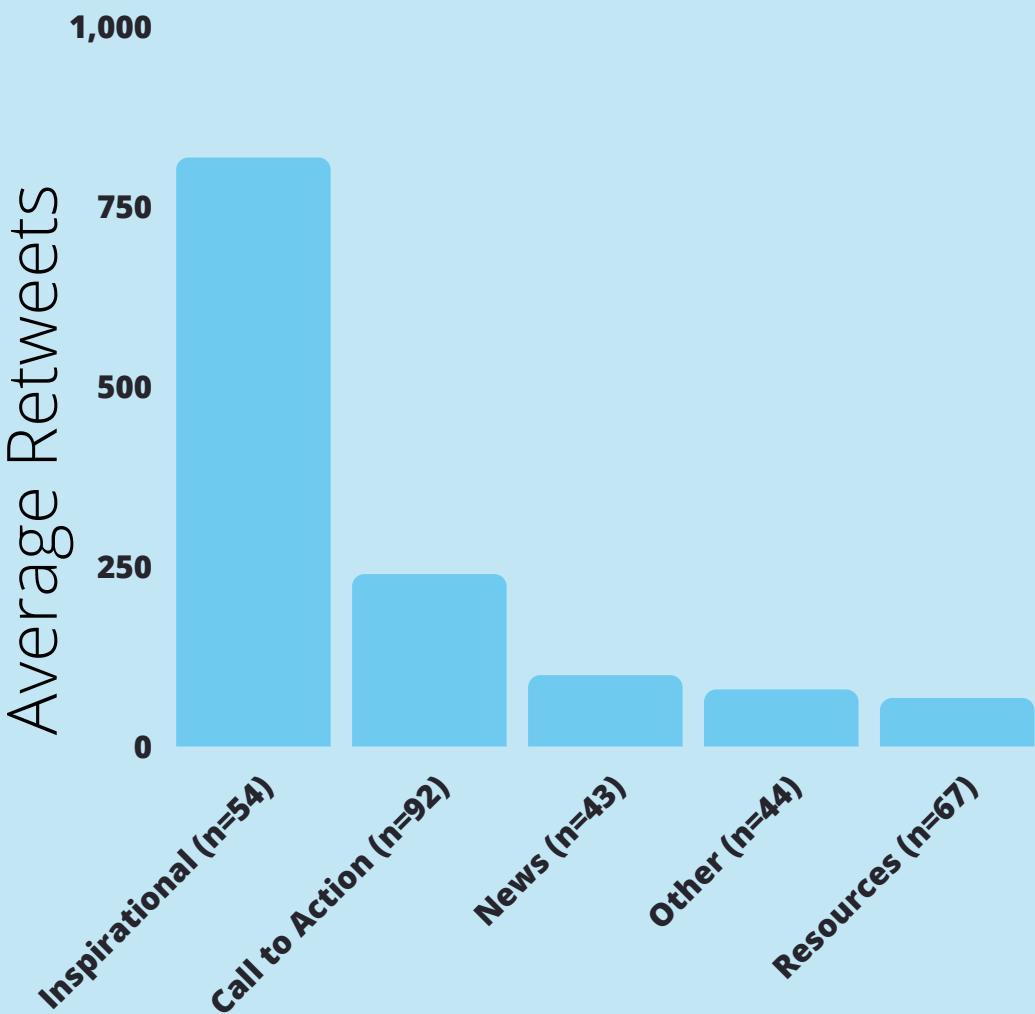
OWNED DATA

Theme of Tweet

Of the 300 tweets we analyzed from this graph, we can see that the tweets that included an inspirational theme got significantly more retweets on average (817.27) than any other theme.

UNICEF makes the majority of their tweets themes a call to action, with a total of 92 tweets; which gets the second most engagement with an average of 238.72 retweets.

Tweets involving news, resources, or other potential themes got the least amount of retweets and therefore less engagement.



Row Labels	Average of Twitter Retweets
Inspirational (n=54)	817.27
Call to Action (n=92)	238.72
News (n=43)	98.37
Other (n=44)	78.48
Resources (n=67)	66.68

Inspirational Tweet example



UNICEF

@UNICEF

Wonderfully ordinary, wonderfully human, 15% of people in the world have a disability.

#WeThe15  



#WeThe15  signed version

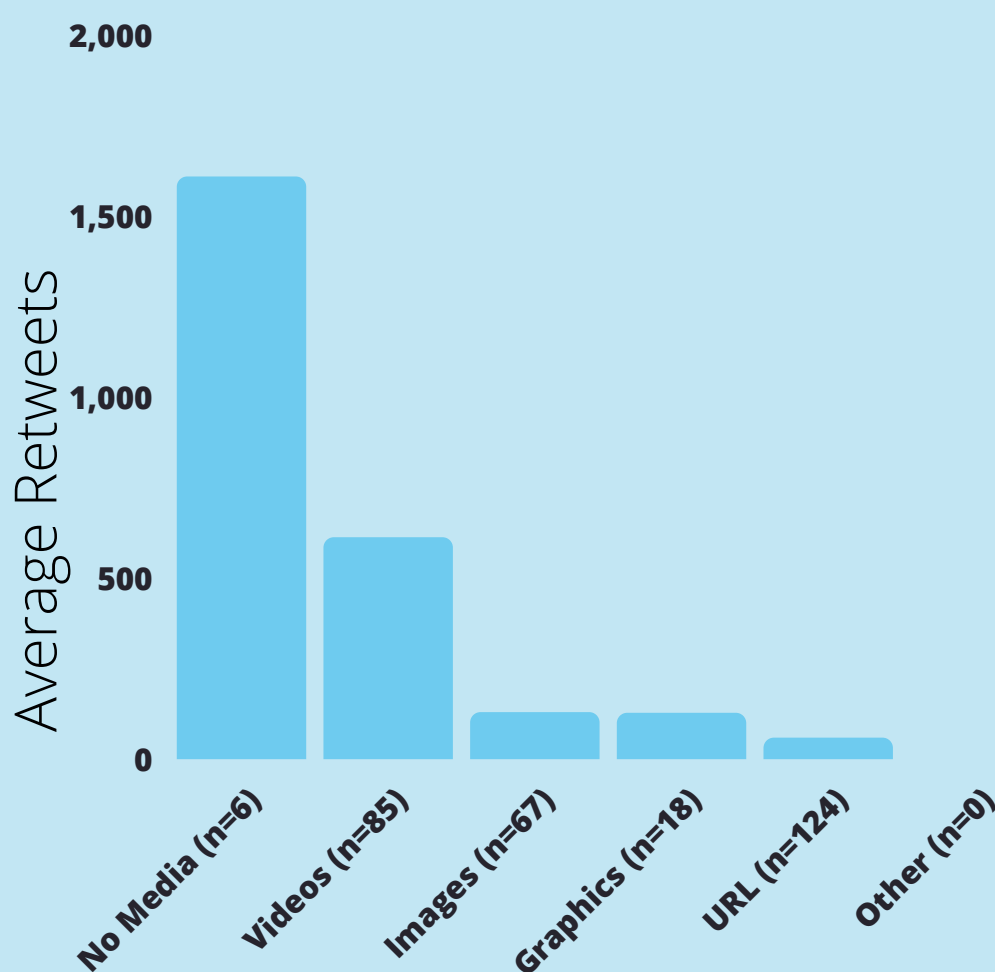
WeThe15: A global human rights movement for the 1.2 billion persons with disabilities, involving multiple international organisations for a decade-long campaign.

Media Type of Tweet

Of the 300 tweets we analyzed the media type graph illustrates the kind of engagement tweets with different types of media receive.

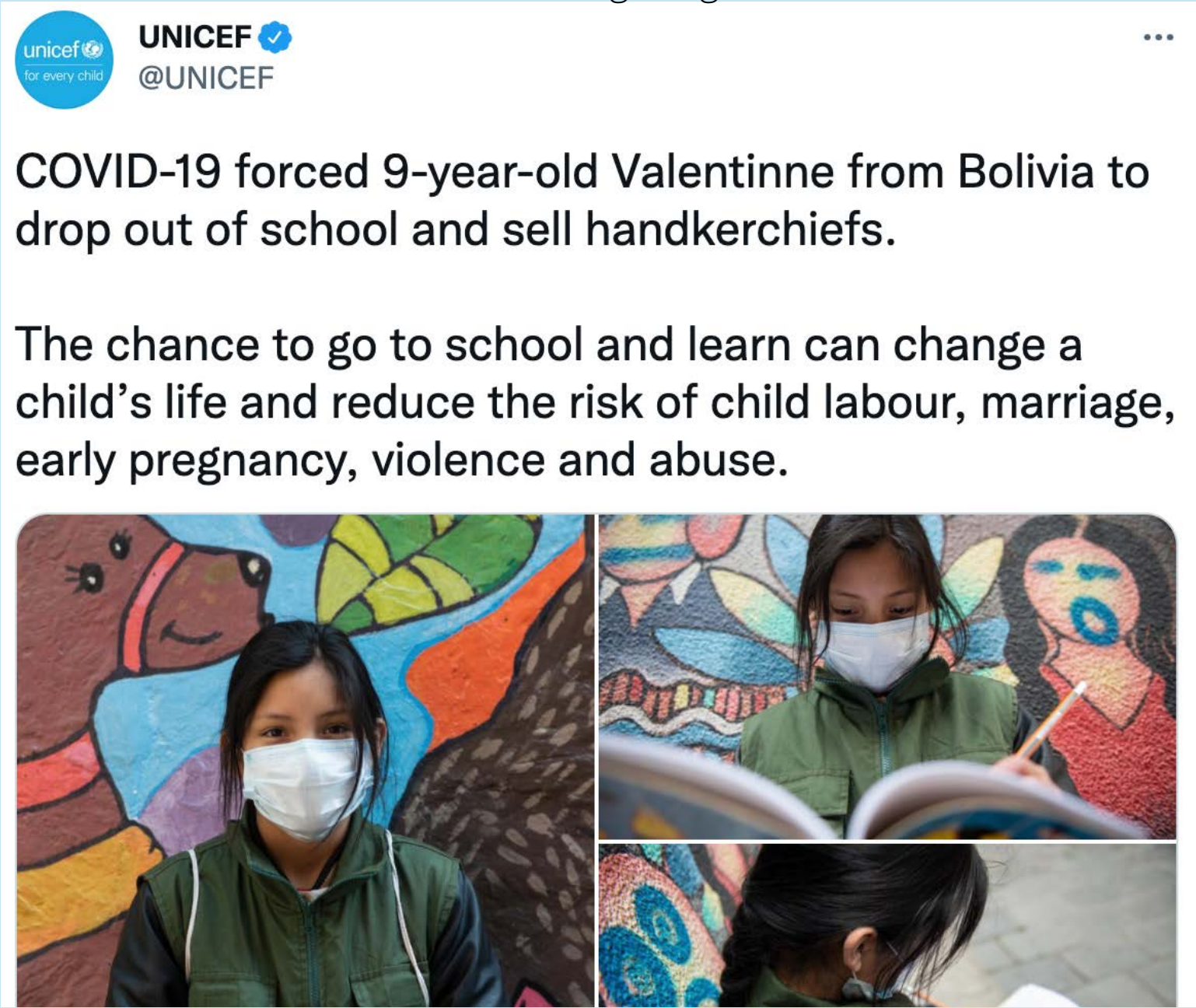
No media significantly gets the most engagement with an average of 1,608.80 retweets. Videos follow second in engagement with 611.95 average retweets.

Images, graphics and URL's get the least amount of engagement. URL's are used the most by UNICEF, a total of 124 tweets, but they are by far the least interacted with.



Row Labels	Average of Twitter Retweets
No Media (n=6)	1608.80
Videos (n=85)	611.95
Images (n=67)	128.69
Graphic (n=18)	126.83
URL (n=124)	58.18
Other (n=0)	0

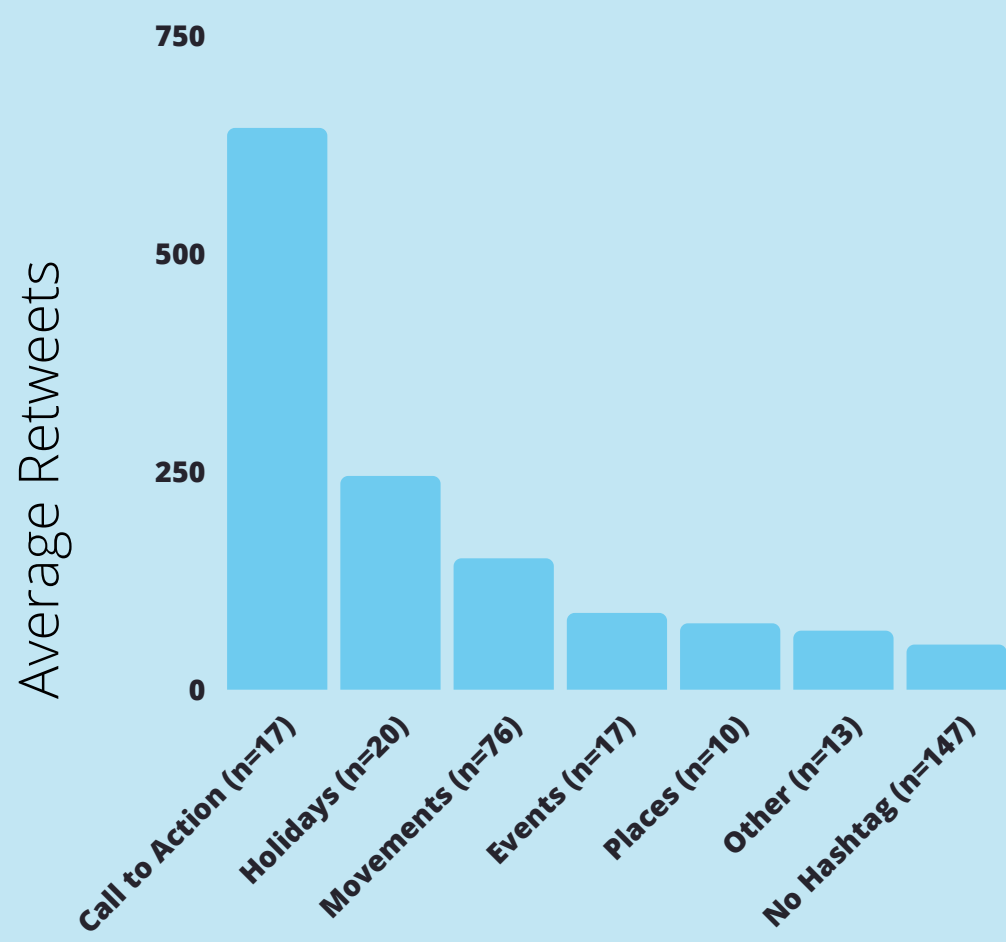
Tweet using images



Hashtag Type of Tweet


Of the 300 tweets we analyzed UNICEF utilizes hashtags that include (but are not limited to) #ForEveryChild and #COVID19.

The Call to Action hashtags, such as #endhumantrafficking, receive the most engagement with 643.68 retweets. Holidays are the second most retweeted type of hashtag, with 244.60 retweets followed by hashtags supporting certain movements with an average of 150.15 retweets.



While tweets with no hashtag received the least amount of engagement with only an average of 51.23 retweets; UNICEF provides significantly more tweets without hashtags, with a total of 147. The next most commonly used hashtag is for specific movements with a total of 76 tweets.

Row Labels	Average of Twitter Retweets
Call to Action (n=170)	643.68
Holidays (n=20)	244.60
Movements (n=76)	150.15
Events (n=17)	87.53
Places (n=10)	75.60
Other (n=13)	67.19
No Hashtag (n=147)	51.23



UNICEF

@UNICEF

The COVID-19 pandemic is taking a devastating toll on children's mental health.

Governments must give this issue the attention it deserves and dramatically increase investment in the vital services that children need and deserve.

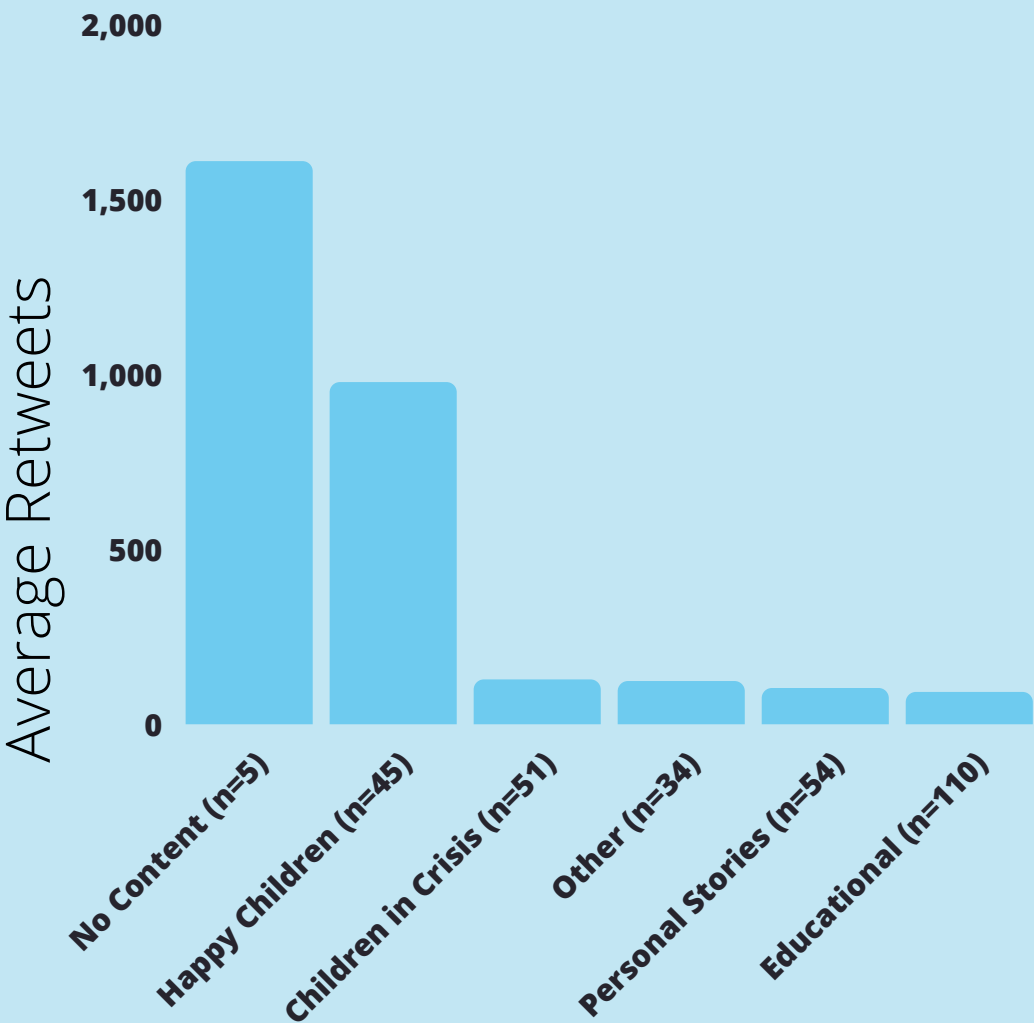
#MentalHealthAction

Example of a tweet using a call to action hashtag.

Media Content of Tweet

Of the 300 tweets we analyzed the media content that receives the most retweets is No Content with 1608.08 retweets.

The second highest media content with 977.02 retweets is media including happy children. There is then a big drop with engagement with content including children in crisis, personal stories and educational tweets.



Even though educational content gets the lease amount of interaction, it was most frequently tweeted by UNICEF with a total of 110 tweets. The next most common includes personal stories with 54 tweets.

Row Labels	Average of Twitter Retweets
No Content (n=5)	1608.80
Happy Children (n=45)	977.02
Children in Crisis (n=51)	126.86
Other (n=34)	102.33
Personal Stories (n=54)	122.24
Educational (n=110)	91.10

Children in crisis



UNICEF

@UNICEF

Take a moment to digest this:

UNICEF’s new report reveals that the top 10 countries at extremely high risk to the effects of climate change emit only 0.5% of global greenhouse gas emissions. Unless governments take bold action to reduce emissions, children’s futures are at risk.



EARNED DATA: ORGANIZATION

Organization

Out of the 1,790,000 total posts involving the UNICEF organization from July-September of 2021, 636,690 were unique authors. The sentiment is 21% positive 11% negative, and 68% neutral. The overall demographics are 53% male and 47% female. 62.4% of the content is made up of the following themes: BTS Love Myself campaign, climate change, COVID-19, malnutrition in Amhara, TPLF rebels, and Tigray. Geographically, the majority of the conversations takes place in Ethiopia, closely followed by the United States and the UK. The conversations involving the UNICEF organization are usually calling for humanitarian efforts and the protection and health of children around the world. The top hashtags used are #unga, #BTSLoveMyself, and #TPLFterroristgroup, and some of the influential users are @bts_twt, @un, and @powerusaid.

Total Posts

1,790,000

Top Hashtags

#unga - 2,289 tweets; 313,771 retweets:

Conversation about message from BTS and Unicef on climate crisis and Covid at UNGA

#BTSLoveMyself- 96 tweets; 172,414

retweets: Conversation about BTS and Unicef partnership giving young people hope

#TPLFterroristgroup- 27,405 tweets;

128,938 retweets: Conversation about government involvement in Ethiopia regarding TPLF terrorist group

Influential Users

@bts_twt- 6,237 tweets; 437,394 retweets

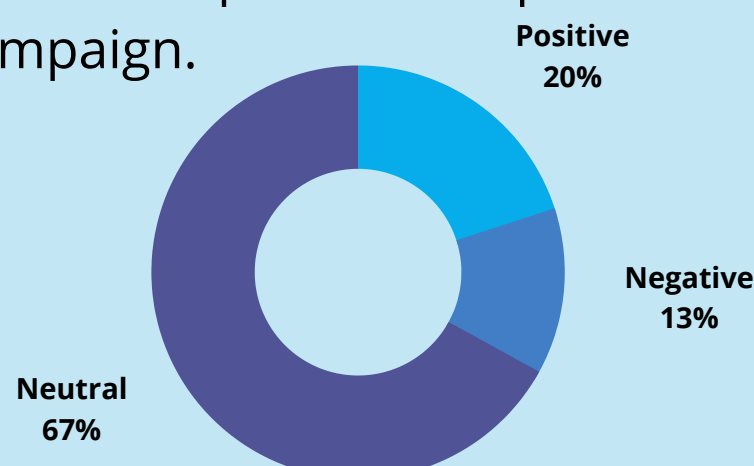
@un- 92,154 tweets; 217,367 retweets

@unicef- 251'863 tweets; 1,064,718 retweets

Sentiment Analysis

Overall, the sentiment for the general conversation is neutral. Peaks in negative conversation were seen September 12-15. The conversation was about the lack of relief and starvation in North Wollo, Amhara region, after TPFL rebels invaded the area. Peaks in positive conversation were seen on September 13th, when users retweeted #YourStories and shared what BTS Band (@BTS_twt) meant to them, as well as on September 20th, when users praised BTS and Unicef's pro-vaccine message. Peaks in neutral conversation were seen on September 20th, when users discussed Unicef & BTS's vaccine message.

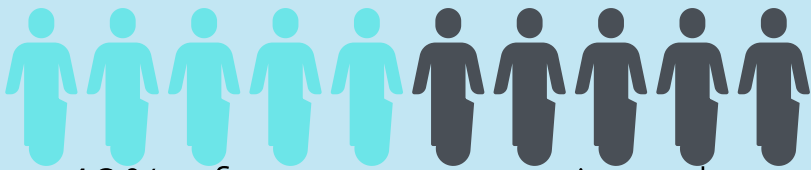
Overall, negative sentiment was about users saying UNICEF and other humanitarian organizations are failing the kids in the Ethiopia region suffering from the repercussion of war. Some individuals are calling it the worst humanitarian crisis ever. Positive sentiment was about the Love Myself campaign with the BTS band. People were inspired and had a positive reaction to the message of the campaign.



Gender Report

Of the total mentions, 11,150 posts were made by women, with 5,227 unique authors. 5,067 posts were made by men, with 3,488 unique authors. The conversation among women was about climate action and its affects on young people. Trending topics included "young people", "climate action", and "Covid-19 vaccines". The conversation among men was about climate change messages from Unicef and their partnerships. Trending topics include "billion children", "climate action", and "everglow for unicef". Positive conversations included praise for BTS's climate messages, while negative conversations included information about the affects of climate change and Covid-19 on young people.

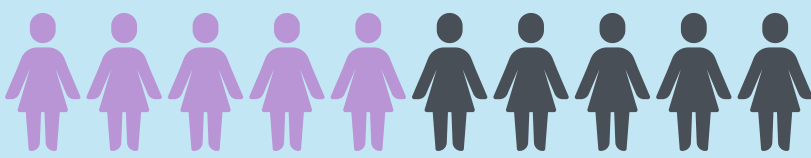
Men



49% of posts were written by men

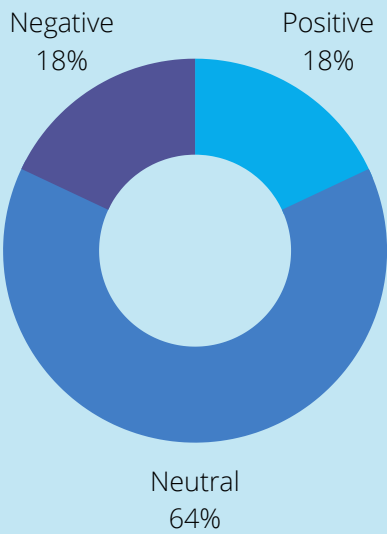
Vs.

Women



51% of posts were written by women

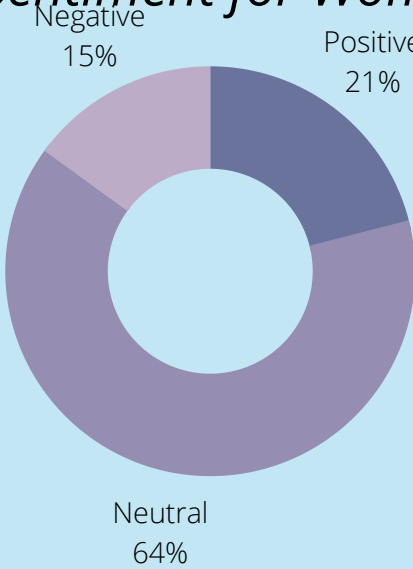
Sentiment for Men



Men Trending Topics

- billion children- 136 mentions:** Conversation about 1 billion children affected by risks of climate change
- climate action- 119 mentions:** Unicef and BTS partner in message about climate change
- everglow for unicef- 114 mentions:** Conversation surrounding Unicef's partneership with Korean Pop group Everglow

Sentiment for Women



Women Trending Topics

- young people- 743 mentions:** Conversation about the right for young people to have a say in climate action
- climate action- 279 mentions:** Unicef and BTS' message calling for urgent climate action at UNGA
- Covid-19 vaccines- 374 mentions:** Conversation ranges from donated doses to BTS messages encouraging people to get vaccinated

Top Countries

- United States- 426
- United Kingdom- 266
- India- 80

Top Countries

- United States- 858
- United Kingdom- 521
- Canada- 183

Top Professions

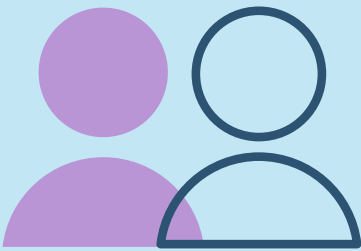
- Executives- 155
- Teacher- 111
- Artist- 111
- Scientist- 68

Top Professions

- Teacher-291
- Executive- 206
- Health Practioner- 203

Influential Users

- @tedcruz- 1 Mention**
296,590 Reach: U.S. Senator Ted Cruz- agreed that Unicef was right about the need for kids to get back in school after closures due to COVID-19
- @MarkRuffalo- 1 Mention**
694,564 Reach: Actor Mark Ruffalo- Engaged in convo about vaccine inequality
- @abdulla_shahid- 1 Mention**
35,490 Reach: Foreign Minister of the Maldives
Abdulla Shahid- Engaged with Unicef as an organization



Influential Users

- @smritiirani- 1 Mention; 111,618 Reach:**
Union Cabinet Minister for Women & Child Development Smriti Z Irani: Involved in conversation with Unicef about ending human trafficking as well as vaccines
- @UNESCO- 19 Mentions**
82203 Reach: UN Educational Scientific Cultural Organization- Engaged in conversation about Covid-19's effect on education due to school closures

Organization

Blogs + Tumblr

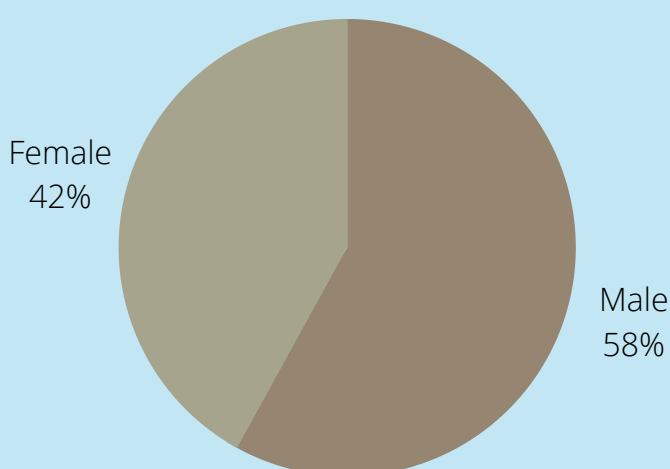
The most discussed topic amongst blogs include the United States, climate change and humanitarian assistance.

A lot of users discussed national crisis happening around the world, such as the earthquake that hit Haiti in August. Many writers discussed COVID-19 and how it may effect children's futures after growing up in a pandemic.

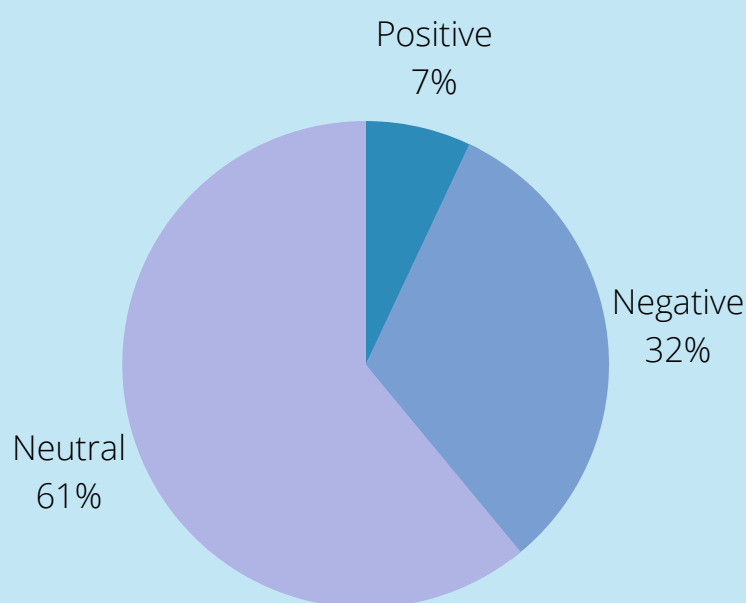
Sadness is the greatest emotion for blogs. This is greatly due to the fact that the topics being discussed include the corona virus and its impact, earthquakes and other natural disasters, and vaccine distribution.

Volume
5,301 mentions
2,150 unique authors

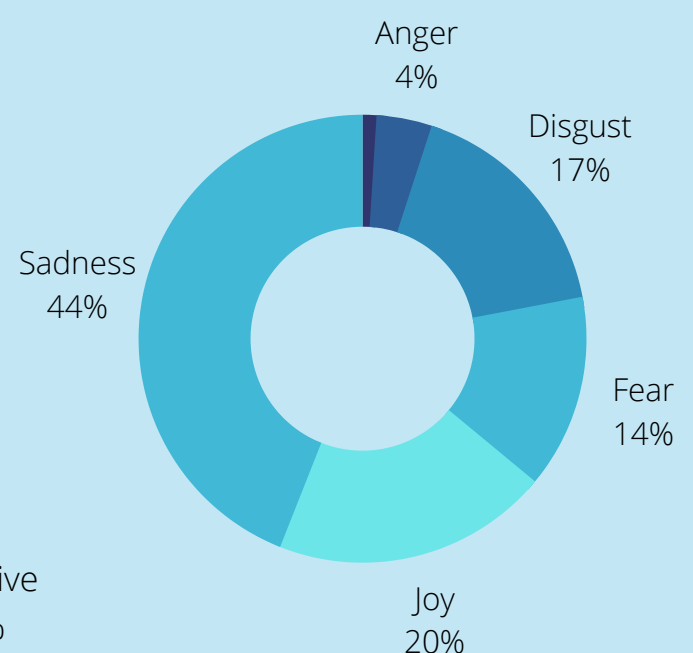
Demographics



Sentiment



Emotion



Reddit

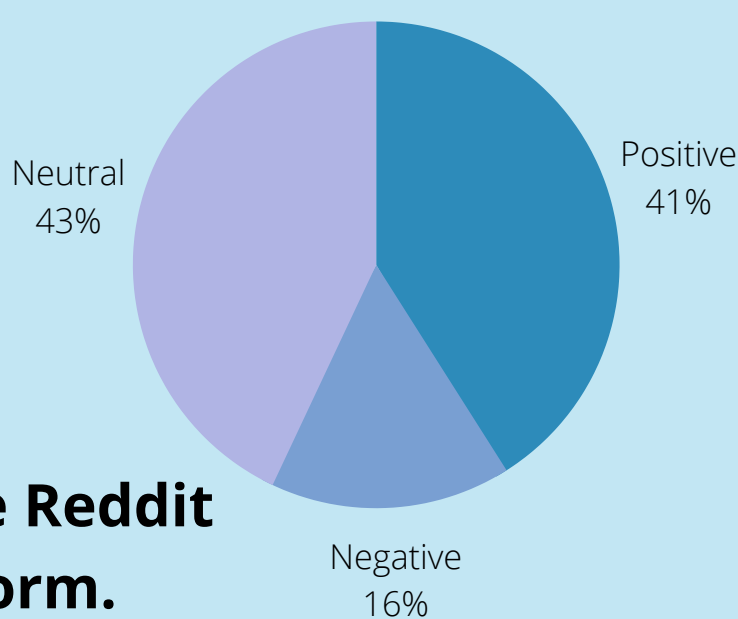
Reddit's platform allows users to anonymously engage with threads and topics they choose. A largely discussed topic on Reddit surrounds UNICEF's report that 1 billion children are at high risk from climate impacts.

Volume
18,008 mentions
3,887 unique authors

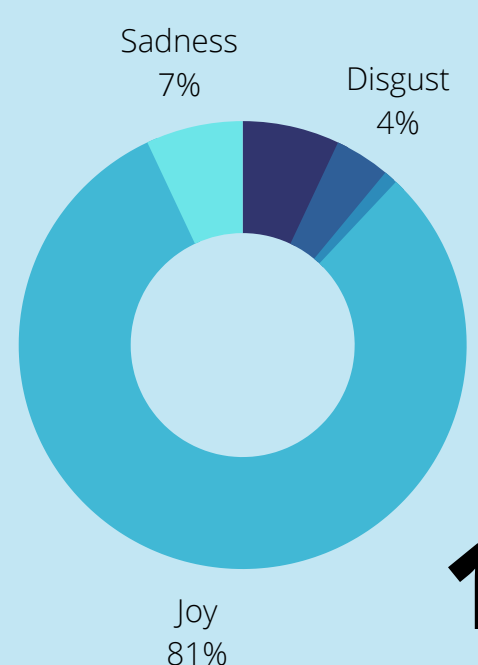
Demographics

No info available, since Reddit is an anonymous platform.

Sentiment

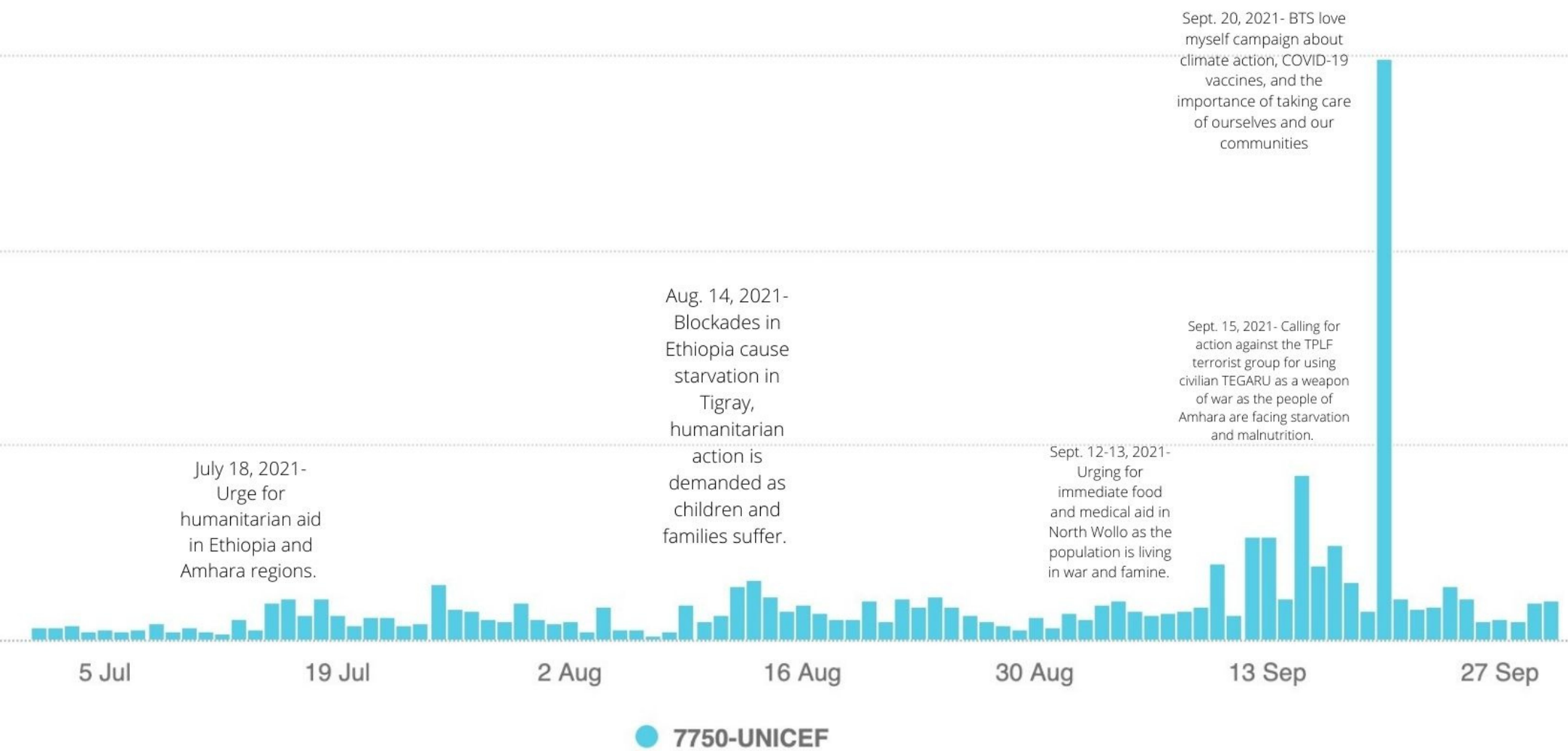


Emotion



Organization

Twitter



Reasons For Spikes:

Sept. 20, 2021- BTS love myself campaign about climate action, COVID-19 vaccines, and the importance of taking care of ourselves and our communities.

Sept. 15, 2021- Calling for action against the TPLF terrorist group for using civilian TEGARU as a weapon of war as the people of Amhara are facing starvation and malnutrition.

Sept. 12-13, 2021- Urging for immediate food and medical aid in North Wollo as the population is living in war and famine.

July 18, 2021- Urge for humanitarian aid in Ethiopia and Amhara regions.

Aug. 14, 2021- Blockades in Ethiopia cause starvation in Tigray, humanitarian action is demanded as children and families suffer.

Organization

Twitter: BTS Love Myself Theme Analysis

Our first Mini Boolean is BTS Love Myself Campaign. The message centers around climate action, COVID-19 vaccines, and self care. The current stresses that surround the pandemic and vaccines should push individuals to prioritize mental health. We identify this theme as “BTS” or “#BTSLoveMyself”. There was 0% negative sentiment around this boolean, 62% positive sentiment, and 38% was neutral to the BTS Love Myself Campaign. There are 176,500 total posts containing the two key searches, making up 12% of the organizations total posts. Out of that 12%, 24% of these users engaging with this boolean are male, and 76% are female. Top hashtags associated with it include “#BTSlovemyself”, and “#permissiontodance”. Finally, unique users include @BTS band @BTS_twt.

Total Posts

176,500

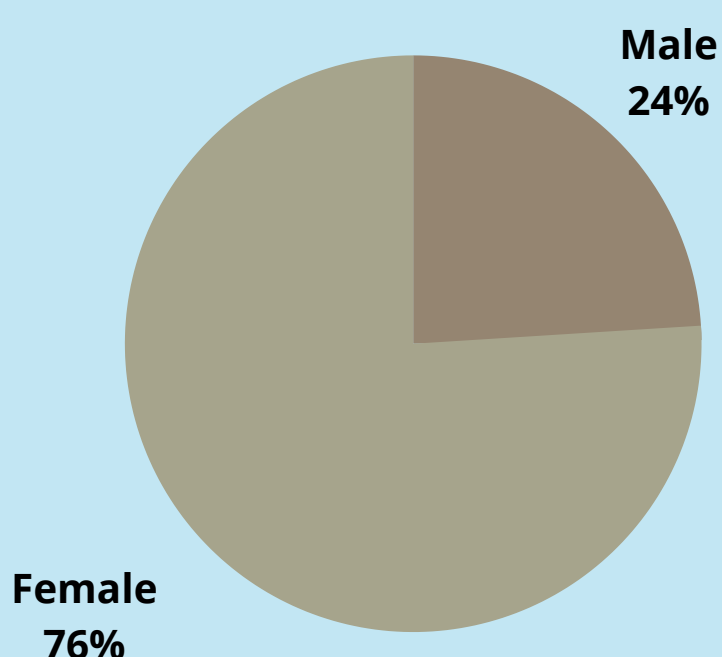
Top Hashtags

#BTSlovemyself- 96 tweets, 172,414 retweets: Conversation about BTS and Unicef partnership giving young people hope
#permissiontodance- 3,953,094 tweets; 15,321,627 retweets: Conversation about message from BTS and Unicef on how to see change in the world

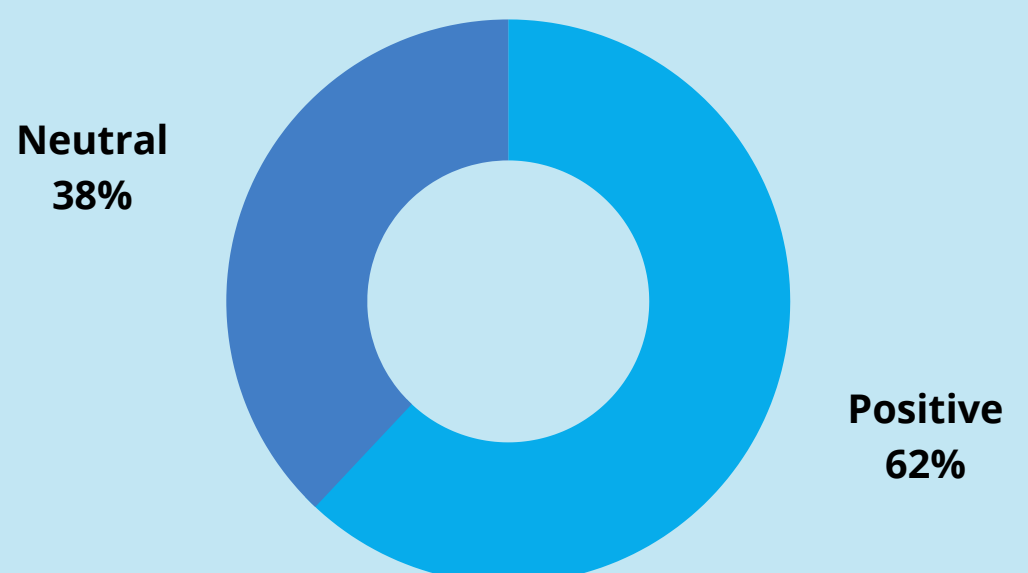
Influential Users

@BTSband- 15,929,239 tweets; 37,565,527 retweets
@BTS_twt- 195,657 tweets; 15,939,424 retweets
BTS Band is an extremely popular Korean pop band. They have partnered with Unicef to raise awareness on issues such as vaccine awareness and self love.

Demographics



Sentiment



Organization

Twitter: COVID-19 Theme Analysis

Our second Mini Boolean is “COVID-19”. The message expresses support for the call for vaccines and the idea that we must make collective choices to make a better future and get through the COVID 19 pandemic. One of the top two hashtags, “#FreeOurSchoolsInUganda” is about the long battle that the youth of Uganda has has to face due to to extremely high illiteracy rate because of the lack of school. This problem was intensified amidst the pandemic. With the spread of vaccines, a this problem can be alleviated. There was 5% positive sentiment, 3% negative sentiment, and 92% neutral sentiment, as the majority of the conversation is simply informing people about the vaccine and its importance. There are 143,980 total posts containing these key searches, making up 9.8% of the total content. 37% of these users are male while 63% are female. Hashtags associated with it include “#Covid19”, “#SaveTheNextGeneration”, along with the mentioned “#FreeOurSchoolsInUganda”. Uniques users include @btsw_official @UNHumanRights

Total Posts
143,980

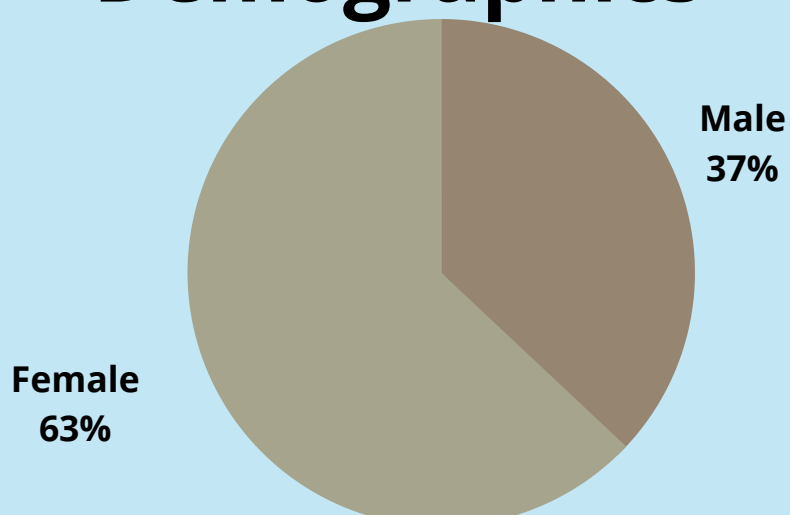
Top Hashtags

#Covid-19- 2,541,102 tweets; 7,307,388 retweets- conversation ranges from promoting vaccinations to demanding schools be reopened
#SaveTheNextGeneration- 2,013,111 tweets; 981,685 retweets: conversation surrounding effect of climate change on young people
#FreeOurSchoolsInUganda- 661,602 tweets; 1,402,497 retweets: high illiteracy rate in Uganda due to lack of school

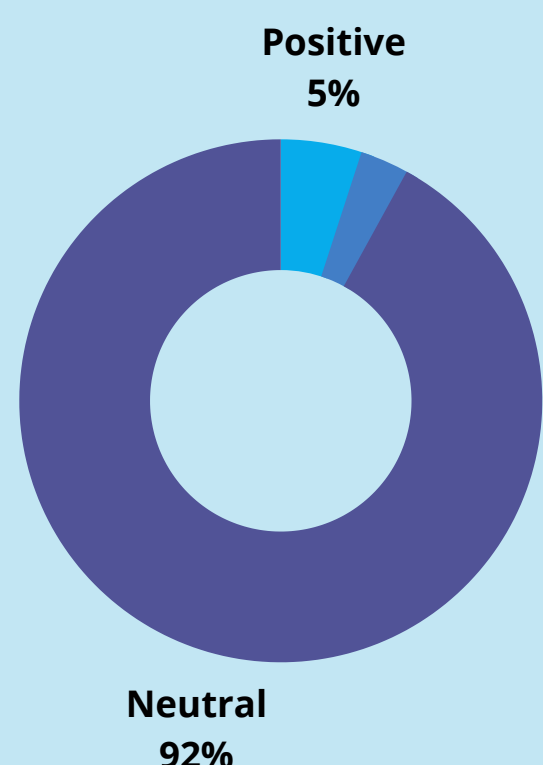
Influential Users

@btsw_offical- 6,243 tweets; 336,316 retweets
@UNHumanRights- 79,084 tweets; 282,622 retweets
UN Human Rights is the leading organization advocating for human rights.

Demographics



Sentiment



Organization

Twitter: Climate Change Theme Analysis

Our third mini boolean is Climate Change. This message utilizes influencers such as BTS band and Greta Thunberg working with UNICEF in demanding control over climate change. There was 4% negative sentiment, 1% positive sentiment, and 95% neutral sentiment. There are 73,580 total post containing climate change action, making up 5% of the total content surrounding UNICEF. 31% of these users are male and 69% are female. Hashtags associated with it include “ #UNGA”, “#climatecrisis”, and “#worldwaterweek”. Unique users include “@BTS_twt” and “@GretaThunberg”. “#worldwaterweek” is an annual initiative to control global water issues. This hashtag relates to climate change because water is largely affected by climate change.

Total Posts

73,580

Top Hashtags

#UNGA- 2,785 tweets;

114,453 retweets: BTS message about the importance of climate action

#climatecrisis- 88,114 tweets;

215,454 retweets: how the effects of climate change affect children

#worldwaterweek- 23,812

tweets; 49,673 retweets: Unicef message of how climate change affects the world's water and has an effect on children

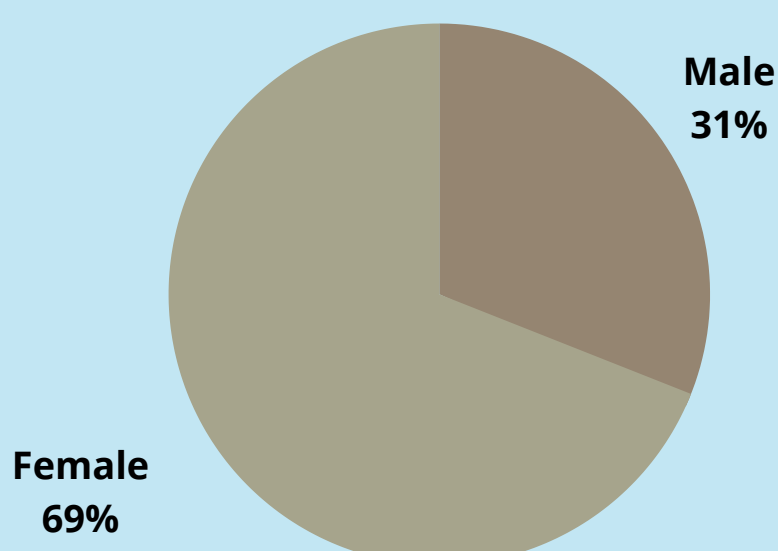
Influential Users

@BTS_twt- 391 tweets; 116,238 retweets

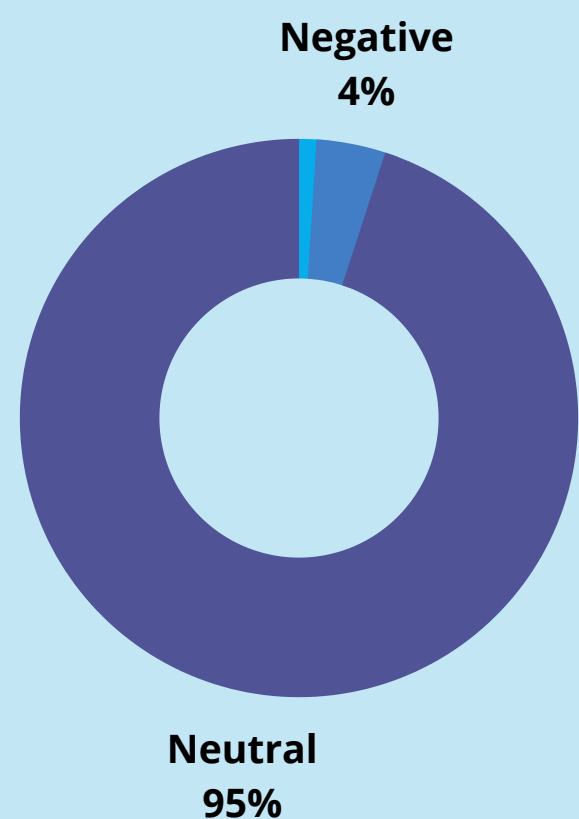
@GretaThunberg- 9,882 tweets; 96,430 retweets

Greta Thunberg is a young activist that advocates for climate change.

Demographics



Sentiment



Organization

Twitter: Malnutrition in Amhara Theme Analysis

Our fourth mini boolean is malnutrition in Amhara. This messages gives light to the 4 million Amhara citizens facing starvation while in the middle of a civil war. There are outside forces blocking the flow of food in Amhara to its citizens. There was 5% positive sentiment, 20% negative sentiment, and 75% neutral sentiment. There are 194,940 total post containing these key searches, making up 13.3% of the total post. 81% of these users are male and 19% are female. Hashtags associated with it include “#TPLFIInvaderAndLooter”, “#AidForAmharaIDPs”, and “#ProtectEducationFromAttack”. “#TPLFIInvaderAndLooter” refers to tplf invaders looting Amhara farmers assets , harvests crops and humanitarian warehouses, contributing to malnutrition in Amhara. “#ProtectEducationFromAttack” is a political commitment to better protect students, teachers, schools and universities during armed conflict, to support the continuation of education Unique users include @secblicken and @usambun.

Total Posts

194,940

Top Hashtags

#TPLFIInvaderAndLooter- 118,134 tweets; 663,504 retweets

#AidForAmharaIDPs- 45,258 tweets; 533,494 retweets:

#ProtectEducationFromAttack- 68,435 tweets; 409,741 retweets

Conversation surrounding starvation in Amahara in the midst of civil war.

Influential Users

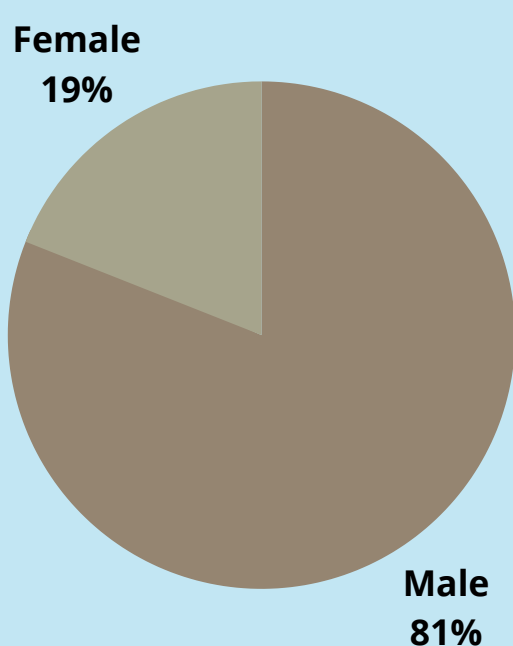
@secblicken- 105,254 tweets; 510,502 retweets

@usambun- 69,024 tweets; 335,120 retweets

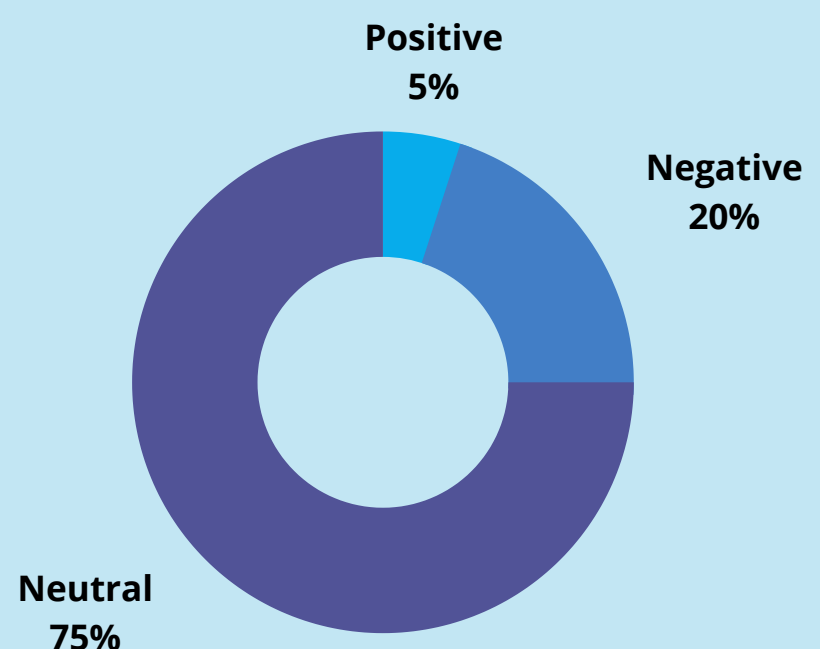
@USAmbUN is UN ambassador Linda Thomas.

@Secblicken is the US Secretary of State.

Demographics



Sentiment



Organization

Twitter: TPFL REBELS Theme Analysis

Our fifth mini boolean is TPLF Rebels. This message brings awareness to the fact that there is an absence of relief assistance in North Wollo. They need emergency aid in the middle of the Tigray War as innocent people are suffering from violence and starvation. There is 1% positive sentiment, 12% negative sentiment, and 87% neutral sentiment. There are 94,500 total posts containing this theme, making up 6.4% of all of UNICEF's content from July-September. 84% of these users are male, and 16% are female. Hashtags associated with it include “ #wollocantwait” and #urgenthelptowollo. Both hashtags refer to The Ethiopian government needing to mobilize all its forces to #RemoveTPLFfromWollo. Unique users include @suleimanabdell7 and @WFPchief.

Total Posts

94,500

Top Hashtags

#wollocantwait- 23,109

tweets; 324,904 retweets

#urgenthelptowollo- 13,950

tweets; 194,663 retweets

Conversation surrounding Ethiopian government's involvement with TPFL rebels in Wollo Province, Ethiopia.

Influential Users

@suleimanabdell7- 2,405 tweets;

113,748 retweets

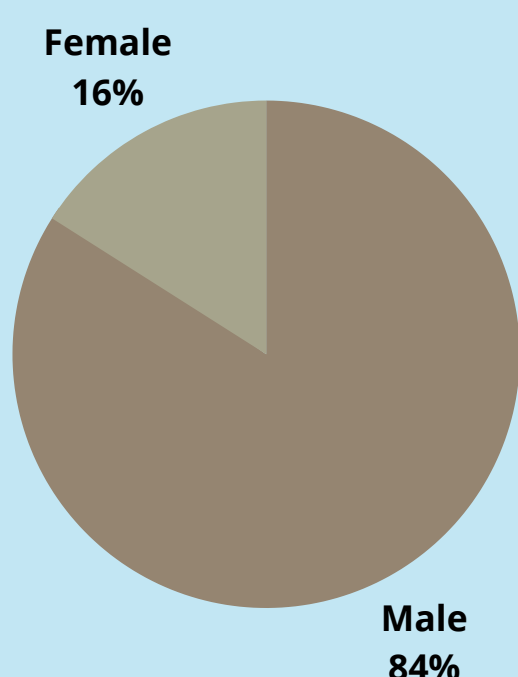
@Wfpchief- 5,762 tweets;

80,921 retweets

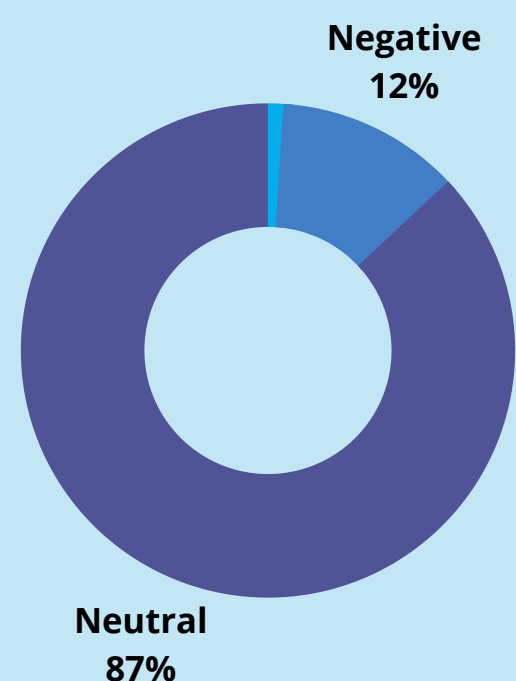
@suleimanabdell7 is a popular tweeter that discusses prominent issues in Africa.

@wfpchief is David Beasley, the executive director of the World Food Programme.

Demographics



Sentiment



Organization

Twitter: Tigray Theme Analysis

The sixth mini boolean is about the Tigray region as they are in the middle of a war. The message is about how the children suffering from the civil war need immediate aid. They are subject to being child soldiers, are becoming severely malnourished, and fighting starvation. Sentiments include 5% positive, 17% negative, and 78% neutral, as most mentions are just demanding aid. There are 233,800 total posts. 63% of these users were male, whereas 37% were female. Unique hashtags include: #AirDropFoodToTigray #ChildrenNotSoldiers #stoptigrayfamine, and some unique mentions are @UN and @PowerUSAID; as people are calling for emergency aid to the region of Tigray. All of the hashtags refer to the problems of Tigray's social and political status.

Total Posts

233,800

Top Hashtags

- #AirDropFoodtoTigray- 92,794 tweets; 263,933 retweets
- #ChildrenNotSoldiers- 558,471 tweets; 1,161,407 retweets
- #stoptigrayfamine- 265,735 tweets; 380,975 retweets

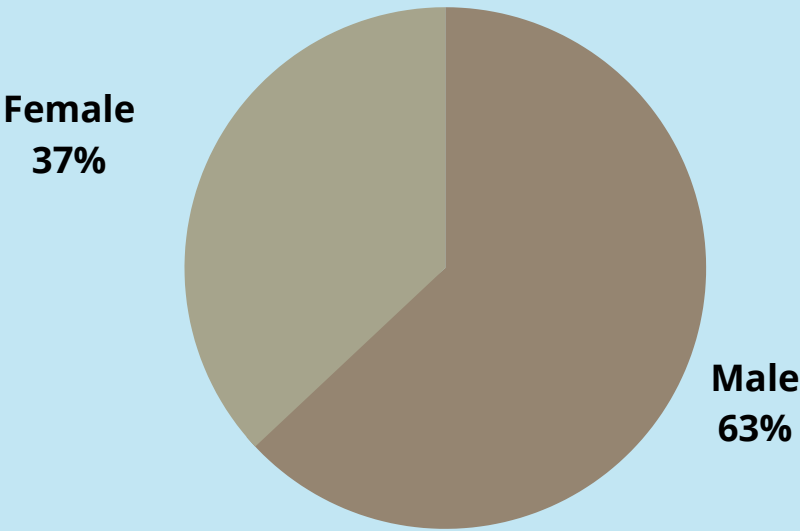
Conversations surrounding the civil war in Tigray, starvation, and children at risk of becoming soldiers.

Influential Users

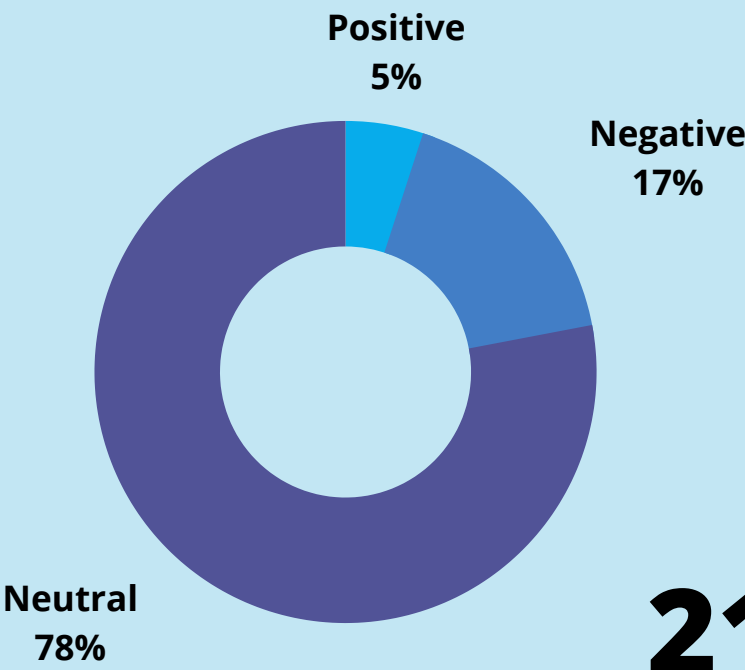
- @UN- 311,608 tweets; 744,093 retweets
- @PowerUSAID- 140,273 tweets; 528,031 retweets

The UN is an international organization that works to find solutions that benefit humanity. @PowerUSAID is Samantha Power. She is the administrator for the US Agency for International Development.

Demographics



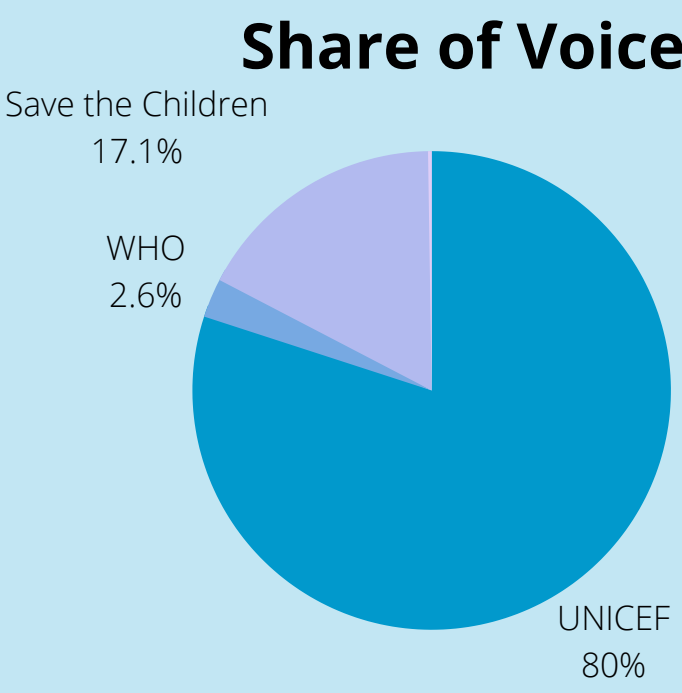
Sentiment



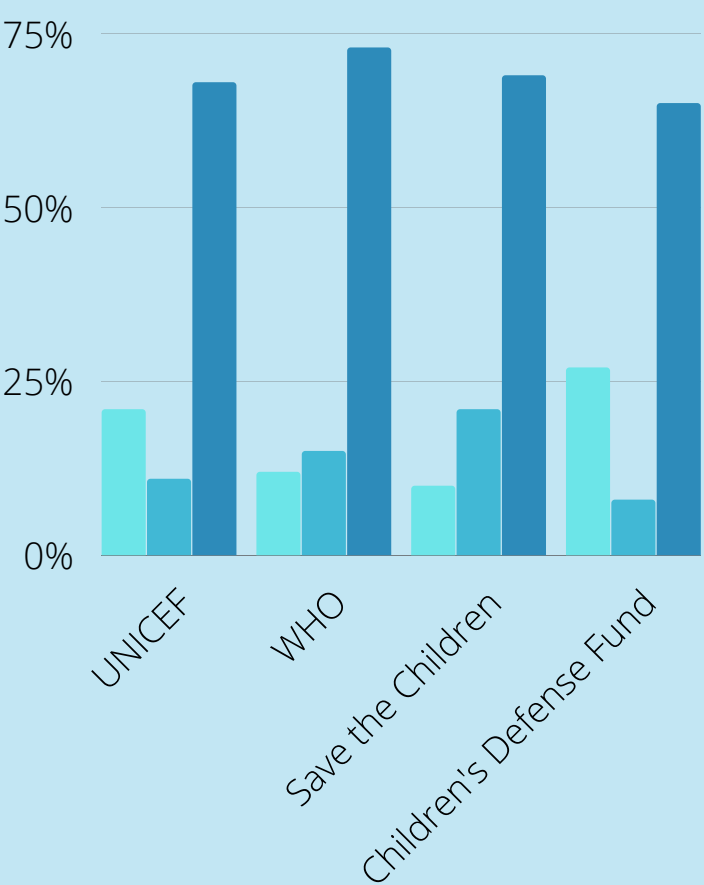
EARNED DATA: COMPARBLE ORGANIZATIONS

Comparable Organizations Analysis

Share of Voice: Twitter mentions of all comparable organizations including Unicef total to 2,150,000. Unicef has the largest SOV with 1,730,000 mentions, followed by Save the Children with 370,260. WHO had 57,110 mentions and Children's Defense Fund had the smallest SOV with only 5,258 mentions.



Sentiment Across Comparative Organizations



Comparative Sentiment Analysis: Overall, all the comparative organizations, including Unicef, had mostly neutral sentiment. Children's Defense Fund had the most positive sentiment with 27% positive, 8% negative, and 65% neutral. Unicef had the second highest positive sentiment with 21% positive, 11% negative, and 68% neutral. WHO had the next highest positive sentiment with 12% positive, 15% negative, and 73% neutral. Lastly, Save the Children had the least positive sentiment with 10% positive, 21% negative, and 69% neutral.

Comparative Spike Analysis:

- Sept. 20, 2021-** BTS love myself campaign about climate action, COVID-19 vaccines, and the importance of taking care of ourselves and our communities
- Sept. 15, 2021-** Calling for action against the TPLF terrorist group for using civilian TEGARU as a weapon of war as the people of Amhara are facing starvation and malnutrition.
- Sept. 12-13, 2021-** Urging immediate food and medical aid in North Wollo as the population is living in war and famine.
- July 18, 2021-** Urge for humanitarian aid in Ethiopia and Amhara regions.
- Aug. 14, 2021-** Blockades in Ethiopia cause starvation in Tigray, humanitarian action is demanded as children and families suffer.



Comparable Organizations Analysis

Geography

UNICEF



Ethiopia: 94,680

US: 93,746

UK: 32,456

India: 29,271

Children's Defense Fund



US: 2,477

UK: 123

Ethiopia: 112

Indonesia and Canada: 78 each

Save the Children

US: 36,375

Ethiopia: 30,200

UK: 8,196

Canada: 3,498



World Health Organization (WHO)

US: 5,762

UK: 2,138

India: 1,924

Ethiopia: 1,384



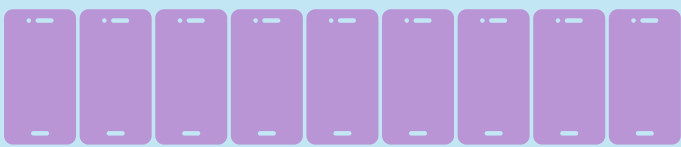
EARNED DATA: TOPIC ANALYSIS

Topic Data Analysis

TOPIC SUMMARY

COVID-19 Vaccine Equity is the assurance that the vaccine is distributed equally throughout a region and/or different demographics. Out of the 189,000 total posts on Reddit, Twitter, and Blogs involving the COVID-19 Vaccine Equity topic from July-September of 2021, 112,040 were unique authors. The sentiment is 7% positive 21% negative, and 72% neutral. The overall demographics are 56% male and 44% female. Geographically, the vast majority of the conversations takes place in the United States, South Africa, and United Kingdom. There are two spikes occurring in July 2021 where the topic at hand is being highlighted for reasons that we will analyze during this analysis. Trending topics under the umbrella of COVID-19 Vaccine Equity include the Pfizer vaccine, the introduction of booster shots, and vaccine equity across the globe. Finally, we analyze this topic in three different social/digital medias which include Twitter, Blogs, and Reddit.

TOTAL VOLUME

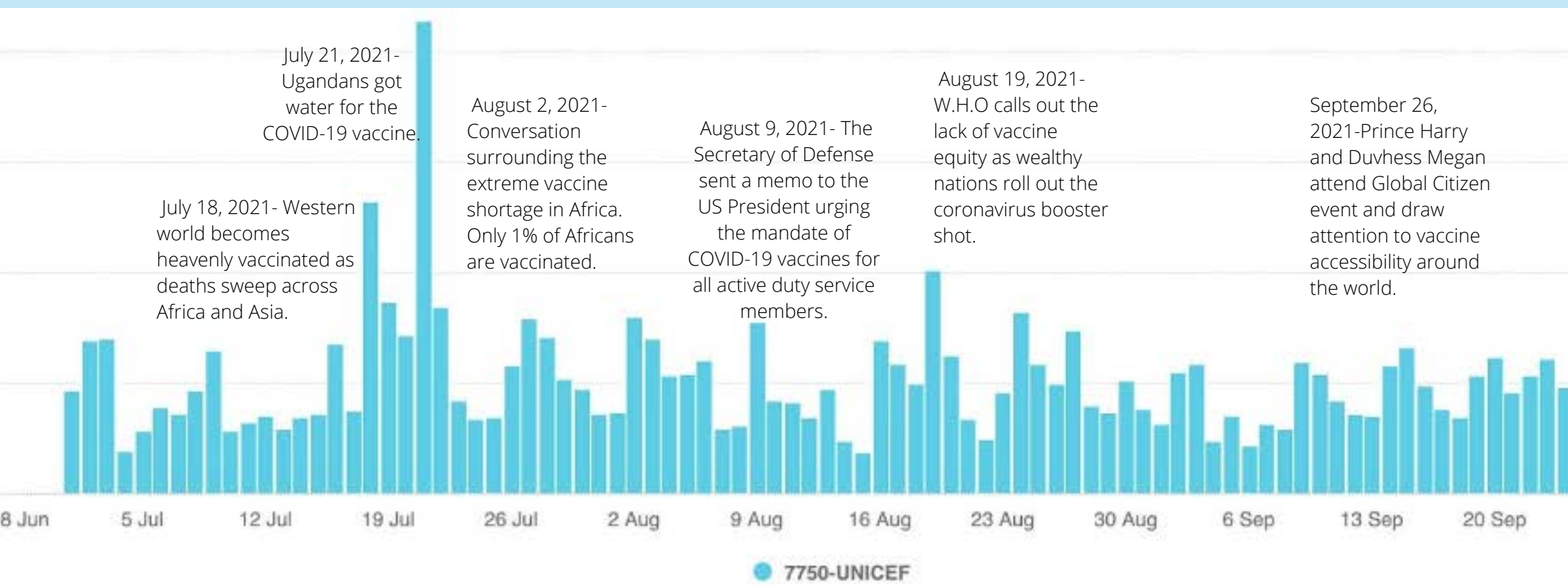


187,720 Total Mentions

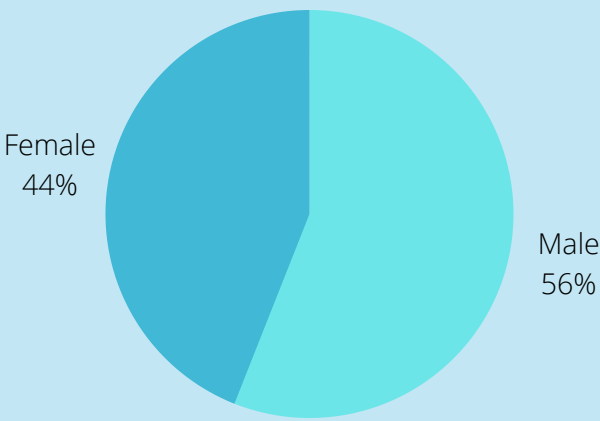


110,970 Unique Authors

SPIKE ANALYSIS



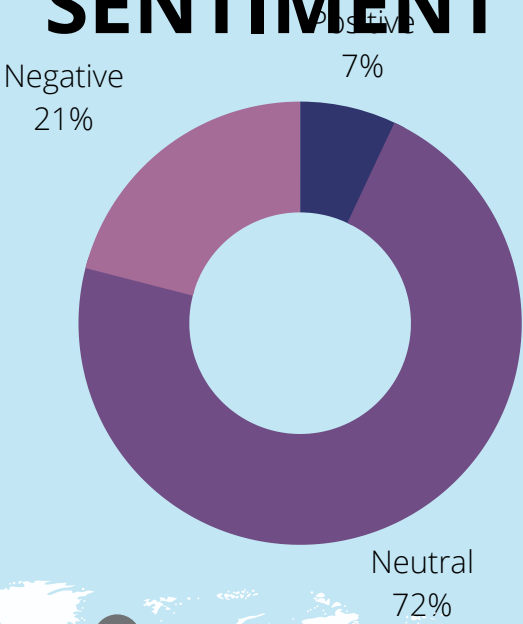
DEMOGRAPHICS



GEOGRAPHY

United States- 35,489
South Africa- 17,709
United Kingdom- 7,996

SENTIMENT



Topic Data Analysis

TRENDING TOPICS

- Pfizer Vaccine-** the production of new vaccinee in South Africa
- Booster Shot-** Highlights the availability, importance and conditions of the COVID-19 booster shot
- Vaccine Equity-** The fight for Vaccine Equity in South Africa is trending because it effects sall parts of social and political life

BREAKDOWN BY PLATFORM

TWITTER

Conversation mostly centers around the deal reached with Biovac Institute being the 1st African company to produce the Pfizer Vaccine in South Africa.

Volume

160,840 Total Mentions
100,270 Unique Authors

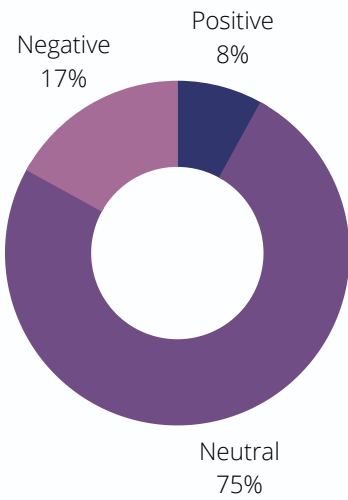
Geography

United States- 30,970
South Africa- 17,262
United Kingdom- 7,686

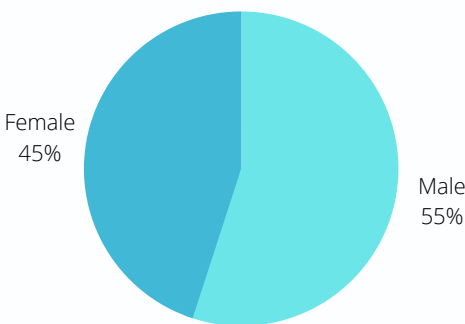
Top Hashtags

#covid19- 4,991 tweets; 23,021 retweets
#africa- 2,478 tweets; 3,922 retweets
#vaccine- 1,538 tweets; 2,661 retweets

Sentiment



Demographics



Most Mentioned Tweeters

@jburnmurdoch-7,061 RT; 27,828,832 Impressions:
Writer and data analyst for the Financial Times
@davidpillings-7,052 RT; 28,160,630 Impressions:
Writer for the Financial Times Africa Edit
@news24-4,379 RT; 26,124,048 Impressions: South Africa's premier online news resource

BLOGS & TUMBLR

Conversation varies greatly from blog to blog. There are news blogs, politically polarized blogs, and personal opinion blogs. The news blogs, such as panafricannews.blogsspot.com, report vaccination status updates. Political Extremist blogs such as 1d4chan.org, talk about how certain racial groups are to blame for the pandemic, along with a lot of other irrelevant (to our themes) topics. Personal opinion blogs such as kirksvilletoday.com talk about government conspiracies related and unrelated to COVID-19.

Volume

18,450 Total Mentions
5,125 Unique Authors

Geography

United States- 4,519
Netherlands- 1,030
South Africa- 447

Trending Topics

United States: 6,500 mentions
Delta variant: 4,348 mentions
Covid-19 pandemic- 3,650 mentions

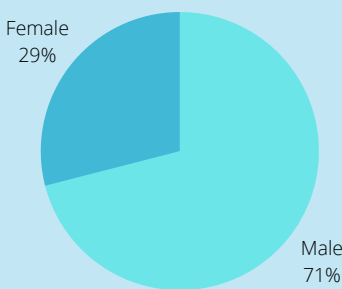
Top Sites

google.com: 950 Mentions; 99.2 Impact Score
wikivoyage.org: 504 Mentions; 0 Impact Score
memeorandum.com:: 328 Mentions; 28.6 Impact Score

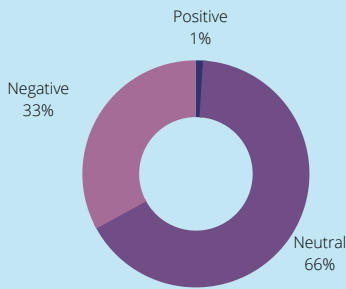
Influential Users

Admin: Source- Africanews.it; 281 Mentions: The administration of Africanews.it. They mainly wrote updates on the number vaccinated in Africa.
Brent Lideque: Source- goodthingsguy.com; 109 Mentions: Mainly reported on the vaccination status in South Africa.
Admin: Source- positiveuniverse.com; 87 Mentions: Mainly reported on news headlines of the day related to COVID-19 vaccines.

Demographics



Sentiment



REDDIT

Conversation mostly centers around the "new" , mutated Covid variant that was detected in South Africa in late August. This also incorporates how WHO warns about the lack of vaccine supply can lead to new, more mutated variants of the virus.

Volume

19,711 Total Mentions
6,835 Unique Authors

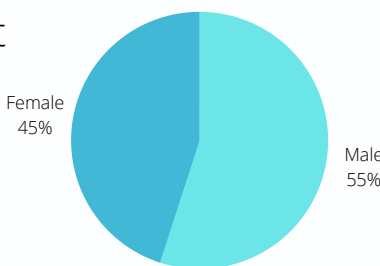
Influential Users

-en- : 25 Mentions: Conversation around the low vaccination rate in Africa, UK's refusal to accept vaccine certificates from Africa & the vaccine supported by WHO that is a copy of the Moderna shot.

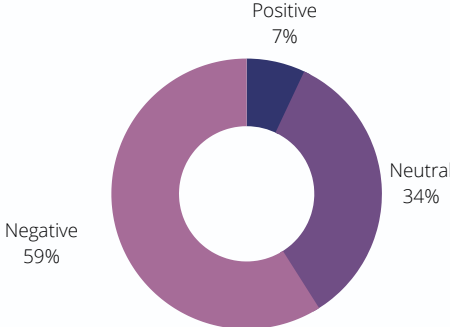
Top Topics

South Africa- 1,642 Mentions: Percent vaccinated and vaccine donations to South Africa
United States- 434 Mentions: Conversation around vaccine requirements to travel to and from US & how the US has donated 300 million vaccines doses to Africa

Demographics



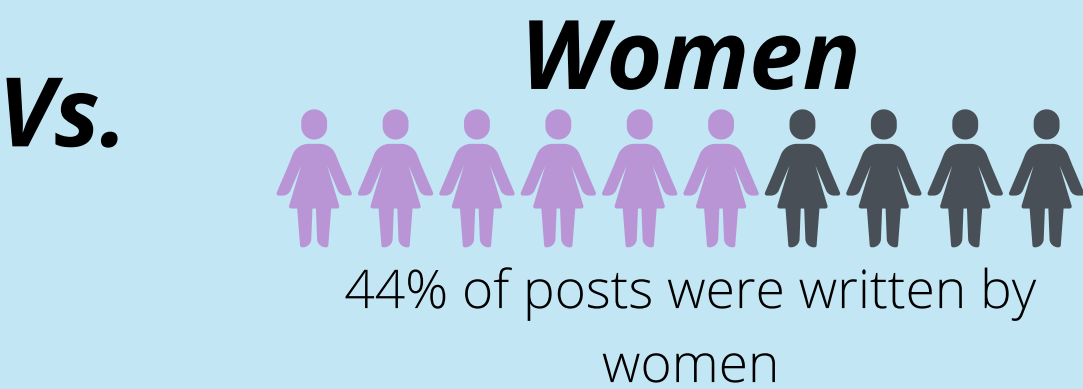
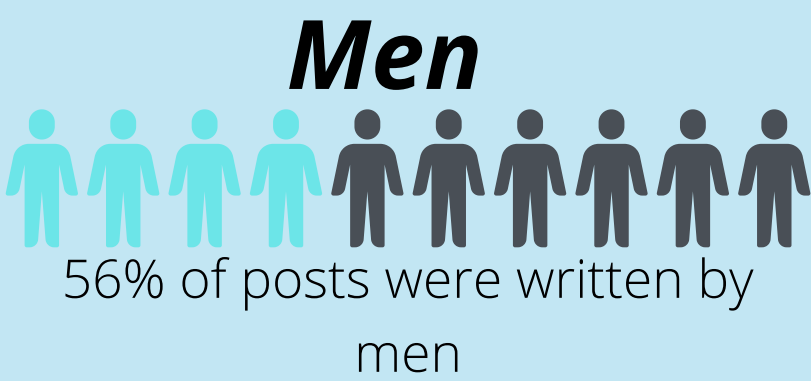
Sentiment



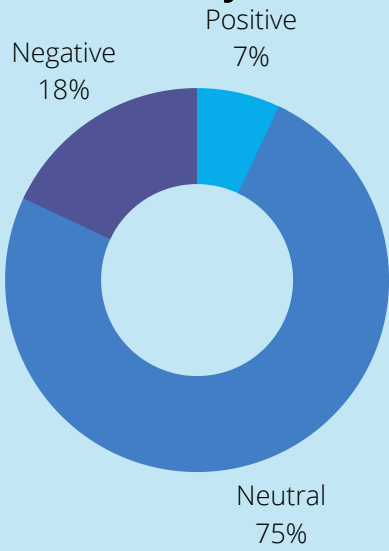
Topic Data Analysis

Gender Report

Of the total mentions, 3,218 posts were made by women, with 2,344 unique authors. 5,067 posts were made by men, with 3,488 unique authors. The sentiment for men was overall more neutral at 75%, 18% negative, and 7% positive, while it was slightly more negative for women at 22%, 70% neutral, and 8% positive. The conversation among women was about the approval of the Pfizer vaccine and its distribution in Africa. Trending topics included "approval of the Pfizer vaccine", "1 dose", and "global equity". The conversation among men was about the production of Pfizer vaccine in South Africa and comparing the progress of the pandemic in the United States, vs the lack of progress in Africa and Asia. Trending topics include "Pfizer vaccine", "young people", and "vaccine access". Positive conversations include overall welcoming of the Pfizer vaccine in Africa, while negative conversations include dissatisfaction of COVID-19 status in Africa compared to the US.



Sentiment for Men



Top Countries

United States- 635
South Africa- 266
United Kingdom- 180

Top Professions

Executives- 169
Teacher- 134
Artist- 121
Health Practioner- 117

Influential Users

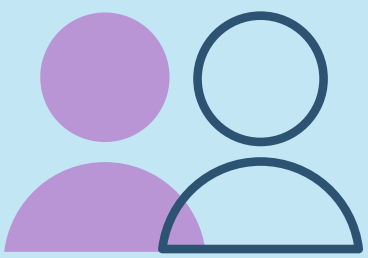
@dakari1- 32 Mentions
12,659 Reach: Dr Githinji Gitahi- Outspoken about global vaccine equity, especially in Africa
@David_McNair- 15 Mentions
6,012 Reach: Executive Director of Global Policy for ONE Campaign- Vocal about many issues related to Africa's access to Covid vaccines
@brontyman- 12 Mentions
9,033 Reach: Michael F Ozaki MD- Retired pediatrician engaged in conversation about vaccine shortage in Africa

Men Trending Topics

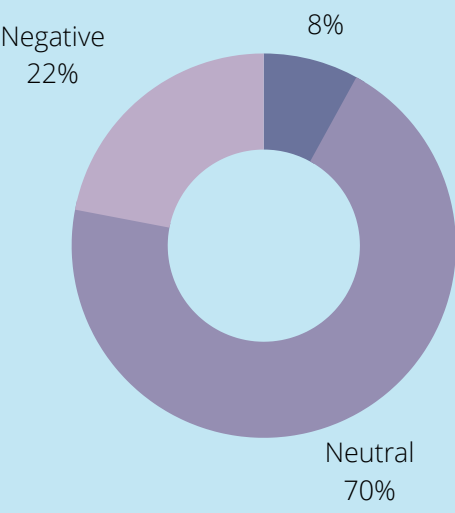
Pfizer vaccine- 87 mentions: Concerns over the rushed approval of Pfizer vaccine & mandate of vaccination for all military
oung people- 28 mentions: Parent concern over kids and Covid (disagreement about how it should be handled)
vaccine access- 39 mentions: Discussion of the issue of vaccine access around the world

Women Trending Topics

approval of the Pfizer vaccine- 112 mentions: Concerns over the rushed approval of Pfizer vaccine & mandate of vaccination for all military
1 dose- 89 mentions: WHO donating 1 dose for every donation collected. Covid update that 1/3 of the globe has received at least 1 dose of a vaccine
global equity- 110 mentions: Discussion about US having more than enough doses to distribute worldwide, but there is still vaccine inequality



Sentiment for Women



Top Countries

United States- 1,362
South Africa- 271
Canada- 228

Top Professions

Teacher- 323
Health Practitioner- 249
Executive- 216

Influential Users

@ChelseaClinton- 4 Mentions
162,398 Reach: Health advocate and daughter of Bill & Hilary Clinton: Engaged in conversation about vaccine equity in Africa
@melindagates- 2 Mentions
97,831 Reach: Billionaire Philanthropist- Engaged in conversation about vaccine equity

Topic Data Analysis

Custom Classifiers

To identify custom classifiers we had to scan through a variety of content about COVID-19 vaccine equity in Africa. We then moved certain content into sub-categories. We created the themes, or sub-categories Moderna, Pfizer, Johnson & Johnson, and vaccine status. We were then able to analyze these themes on the dashboard using the custom classifiers we created, as Brandwatch filtered the rest of the content for us.

Theme 1: Moderna

The theme around Moderna, as discussed in the topic of vaccine equity, primarily discusses the Gate Networks association with Moderna. A lot of users claim that the Gates Network has substantial equity in Moderna, raising red flags for many people. The conversation is questioning the validity of the Moderna vaccine while still acknowledging efforts of COVID-19 vaccine equity. Highlights of the negative conversations are about people arguing that the Moderna vaccine isn't properly tested. Positive conversation is about improved vaccine equity, as millions of doses were being prepared to be supplied to African countries

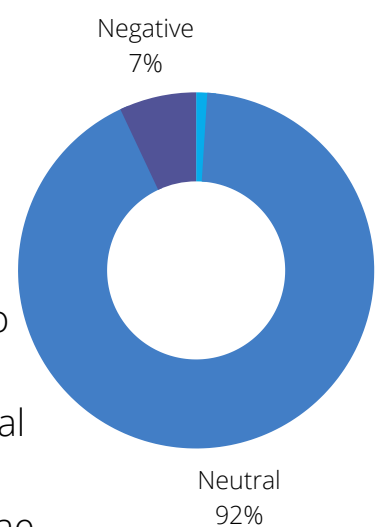
Volume

1,778 Total mentions
1,622 Unique authors

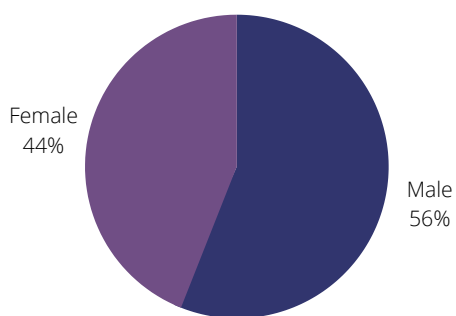
Influential Users

@cgtnafrica: 9 Mentions; 19,617 Reach- China Global Television Network Africa- Updates about Moderna vaccine in Africa
@world_news_eng: 6 Mentions; 1044 Reach- World News- Conversation about efforts to develop an African hub to develop vaccines

Sentiment



Demographics



Top Hashtags

#covid19- 2 tweets; 106 retweets: Covid-19 vaccinations shipped to Africa through COVAX
#africa- 11 tweets; 30 retweets: Millions of doses donated to several countries in Africa
#covax- 8 tweets; 12 retweets: 620 million doses of Moderna vaccine expected in Africa in 2021

Theme 2: Pfizer

When discussing vaccine equity on Africa, the theme Pfizer focuses on the production of new vaccines. The deal to produce Pfizer vaccines in South Africa was heavily discussed, along with the Pentagon mandating Pfizer vaccines for the military. Conversation around this theme focuses primarily on the production and distribution of Pfizer vaccines.

Highlights of the negative conversations are about the lack of equity and lack of trust in the Pfizer vaccine. Positive conversation is about plans to distribute large amounts of this vaccine, to South Africa, for distribution across the rest of the continent of Africa.

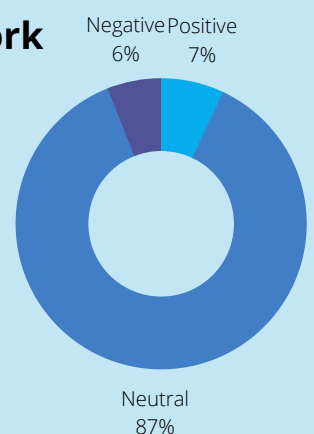
Volume

19,600 Total Mentions
16,200 Unique Authors

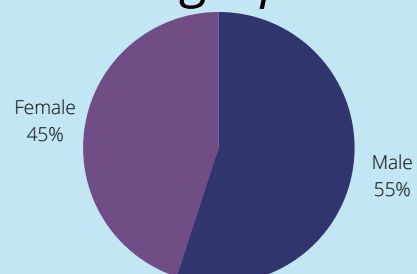
Influential Users

@cgtnafrica: 34 Mentions; 20,615 Reach- China Global Television Network Africa- Conversation about production of Pfizer in Africa
@world_news_eng: 21 Mentions; 1,019 Reach- World News- Conversation about production of Pfizer in Africa
@NationAfrica: 19 Mentions; 67,389 Reach- African news publication- Updates on Pfizer production in Africa

Sentiment



Demographics



Top Hashtags

#covid19- 258 tweets; 1,302 retweets: The manufacturing of Pfizer vaccines in Africa
#africaresponds- 2 tweets; 307 retweets: The manufacturing of Pfizer vaccines in Africa
#covax- 31 tweets; 395 retweets: Vaccines donated by US through COVAX arrived in various African countries

Theme 3: Johnson & Johnson

The theme of Johnson & Johnson when discussing vaccine equity across Africa, primarily revolves around the talk of a clinical trial that took place in South Africa. They were looking into the single dose shot of Johnson & Johnson, and the trial appeared to be effective. There was also quite a bit of discussion around Johnson & Johnson vaccines being shipped out of South Africa for Europe; instead of to the rest of Africa that is in desperate need of it. This is relevant because Vaccine equity involves making sure vaccines are distributed equally and in good morality, so giving only a certain demographic a poorly textured vaccine is not practicing Vaccine Equity. Highlights of the negative conversations are about theories of the J&J vaccine causing rare blood clots and other symptoms, along with the distribution of vaccines out of Africa. Positive conversation is about shipments of the J&J vaccine preparing to get sent to Africa and the effectiveness of the single dose vaccine.

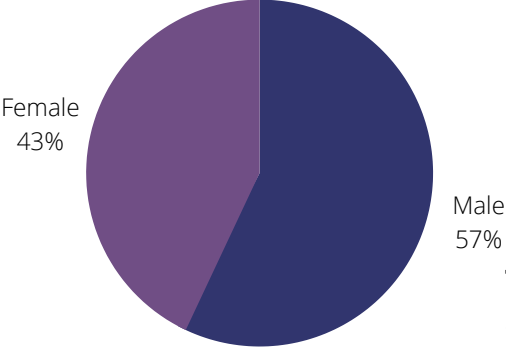
Volume

8,047 Total Mentions
6,376 Unique Authors

Influential Users

@cgtnafrica: 20 Mentions; 19,926 Reach- China Global Television Network Africa- Updates about how many doses of Johnson & Johnson have been sent to Africa & debunking misconceptions about vaccine
@canisgallicus: 21 Mentions; 1,747 Reach- Michelle Clarke, publisher- Criticism of Europe for not delivering doses like they promised; Africa relied on vaccines made in India, China, and Russia

Demographics



Top Hashtags

#covid19- 133 tweets; 540 retweets: Trial about how J&J vaccine was effective, even against Covid Delta variants, on a survey of health workers in South Africa
#vaccine- 52 tweets; 223 retweets: Trial about how J&J vaccine was effective, even against Covid Delta variants, on a survey of health workers in South Africa
#covax- 16 tweets; 197 retweets: Updates of the number of J&J doses sent to African countries, through the COVAX system

Theme 4: Vaccination Status

The conversation compares the equity of the COVID-19 Vaccine in Africa to that of which exists in the Western world. There is also a lot of discussion about the rise of Delta and what it means for areas with little access to the vaccine. Users expressed worry as the COVID-19 virus remains dangerous. Highlights of the negative conversations are about the severe lack of vaccine equity in Africa compared to the western world. Users call out richer nations for the production of booster shots while Africa is severely unvaccinated, with only 6% of its citizens being fully vaccinated. The positive conversation is limited, but it is mainly about how Zimbabwe’s corona virus vaccination program is turning out to be one of the best in Africa.

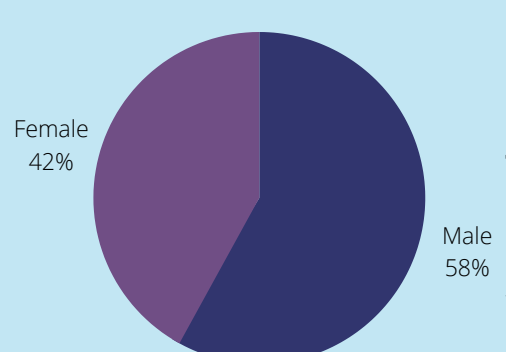
Volume

67,990 Total Mentions
45,4990 Unique Authors

Influential Users

@cgtnafrica: 87 Mentions; 20,089 Reach- China Global Television Network Africa- Vaccination status updates of African countries
@world_news_eng: 95 Mentions; 1,018 Reach- World News- Updates on number of Covid vaccinations, infections & deaths
Unknown author from Google.com: 77 Mentions; 4,996 Reach- Various news updates about number vaccinated in Africa.

Demographics



Top Hashtags

#covid19- 1357 tweets; 8069 retweets: Percentage of Africans vaccinated
#africa- 482 tweets; 1276 retweets: Africa in its deadliest stage of Covid
#donatedosesnow- 107 tweets; 1070 retweets: Conversation involving Unicef and WHO surrounding whether rich nations are donating adequate doses.

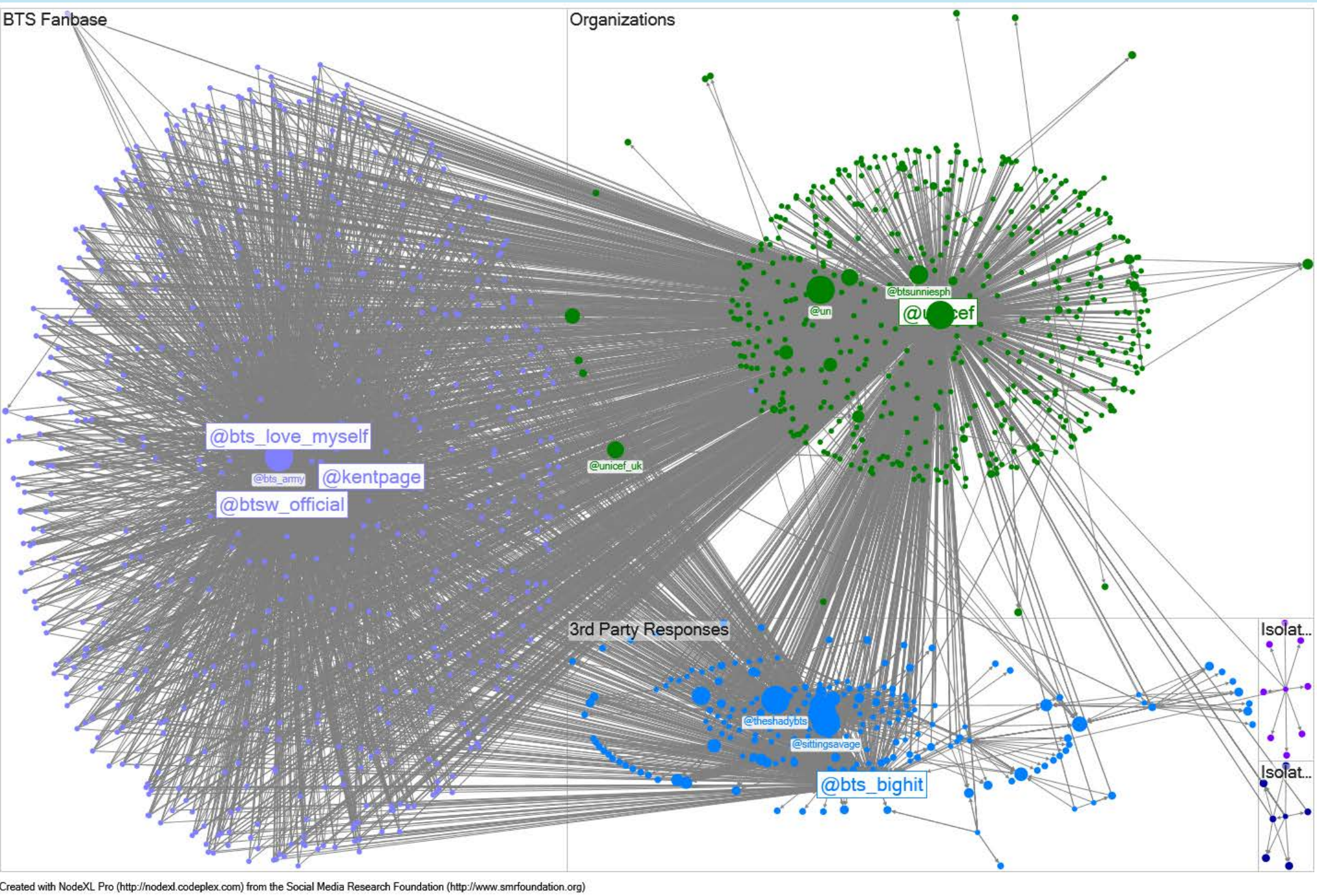
SOCIAL NETWORK ANALYSIS

Social Network Analysis: NodeXL

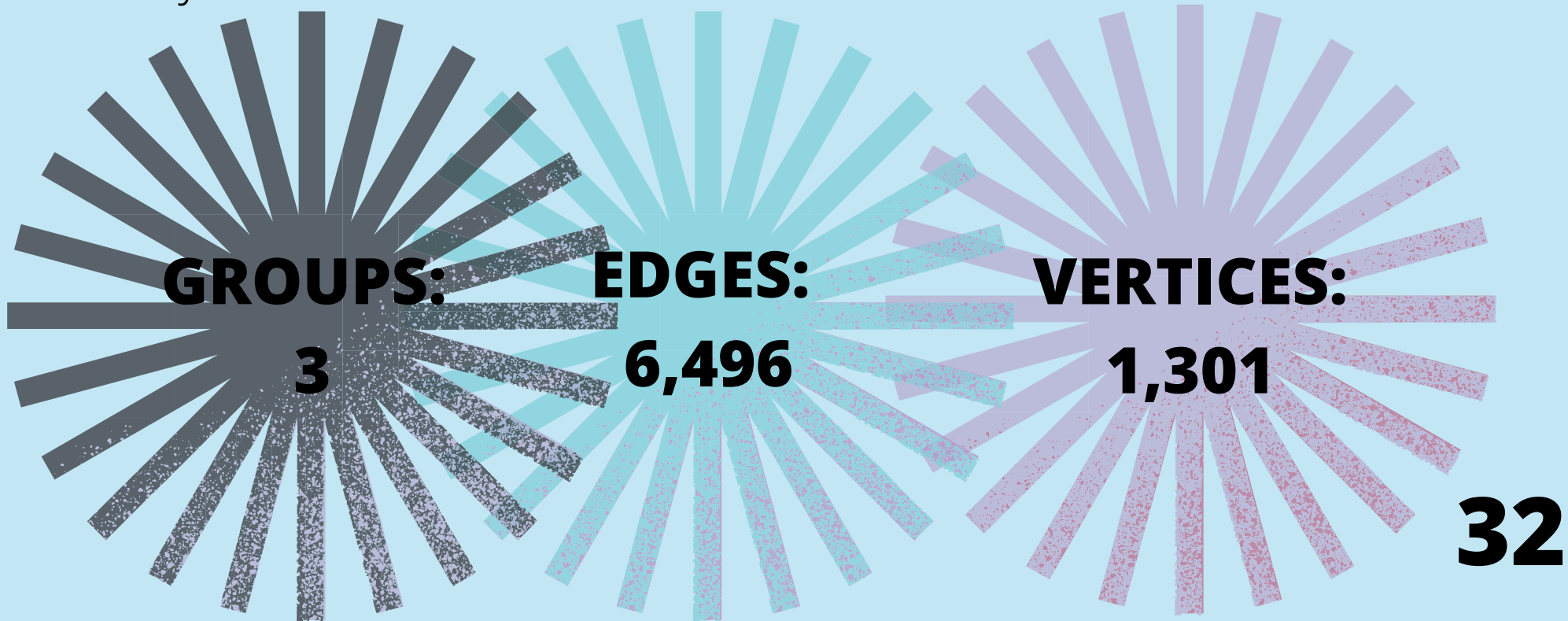
ANALYSIS RESULTS

We decided to analyze the social network of Unicef's BTS Love Myself Campaign. The campaign centers around the topics of the promotion of vaccines, overall health and self love.

By utilizing NodeXL, we were able to identify top users related to Unicef's BTS Love Myself Campaign. NodeXL works by creating clusters or communities of users based on Twitter interactions between the groups.

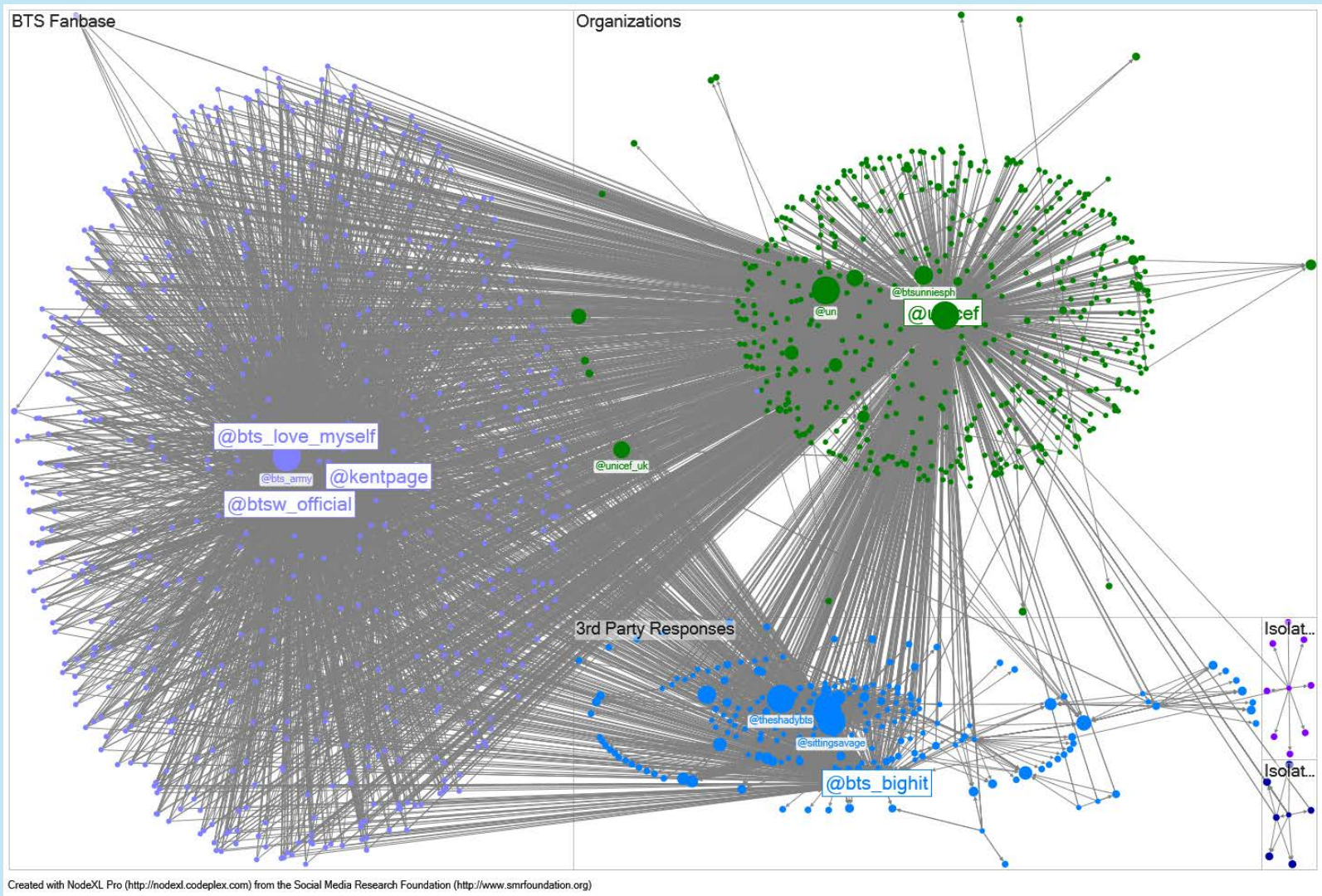


Three distinct communities were revealed from this analysis. BTS Fanbase Outreach, Non-profit and government organizations, and 3rd Party Commentators.



Social Network Analysis: NodeXL

ANALYSIS RESULTS



Within each distinct community, you will find users that stand out in the center of the cluster. These users are also known as "hubs". They are in the center because they have the highest in-degree and betweenness centrality. These terms help us identify them as the leaders of conversation within their groups. Note: @unicef_uk is also known as a "bridge". They act as a connection point between the BTS Fanbase group and Non-profit/Government Organization group.

BTS Fanbase Outreach

- @btsw_official: 5,300,000 followers; Official BTS fan account
- @kentpage: 106,500 followers; Unicef Chief of Advocacy
- @bts_love_myself: 6,000,000 followers; Official account of the BTS Love Myself Campaign
- @bts_twt: 42,000,000 followers; Official BTS Twitter account.
- @bts_army: 5,300,000 followers; BTS fanpage

3rd Party Commentators

- @bts_bighit: 35,800,000 followers; another official BTS account
- @theshadybts: 854 followers; BTS fan account
- @sittingsavage: 723 followers; fan of BTS

TOP USERS

Non-Profit & Government Organizations

- @unicef: 8,900,000 followers; Official account of UNICEF
- @un: 14,600,000 followers; Official account of the United Nations
- @who: 10,200,000 followers; Official account of World Health Organization
- @unicef_uk: 229,700 followers; Official account for UK Committee for UNICEF

Social Network Analysis: NodeXL

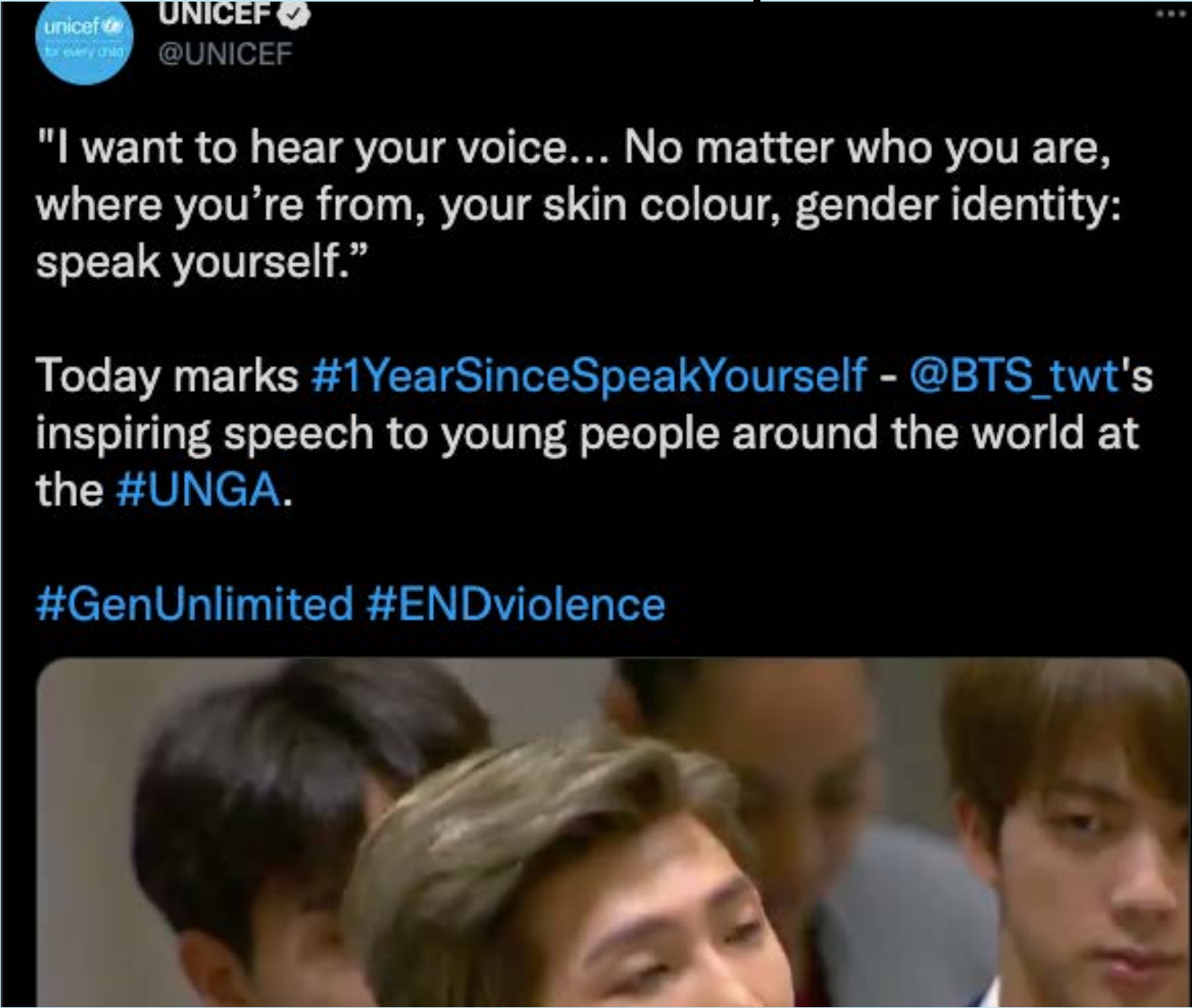
ANALYSIS SUMMARY

The results from our NodeXL social network analysis prove the power of partnering with a well know celebrity, in this case a famous boy band, in order to form a strong connection with a unique community of users. By partnering with BTS, Unicef was able to boost engagement and broaden their audience. In the future, UNICEF could partner with more celebrities that relate to their mission of child protection and inclusion.

Top Hashtags

- #btslovemyself- 172,328 uses
- #btsarmy- 15,595 uses
- #unga- 161,720 uses
- #endviolence- 21,495 uses

Top Tweets



Tweeted by @Unicef: 61,200 retweets; 121,800 likes

Tweeted by @bts_love_myself: 33,500 retweets; 112,900 likes



THANK YOU

We'd like to say a special thanks to our professor and lab TA Dr. Itai Himelboim, as well as our mentor Joseph Alves, for guiding us through our report. We'd also like to thank Brandwatch for providing us with the necessary analytics tools to make this report possible.



SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA