

UNICEF SOCIAL MEDIA ANALYSIS FINAL REPORT



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EXECUTIVE SUMMARY



For our analysis, we analyzed a range of tweets from Unicef, beginning in December of 2020 and ending in February of 2021. Over the course of those three months, Unicef was mentioned 118,000 times. Out of those mentions, 47,000 were unique authors. In this report, we hope to explore which formats of tweets will in return generate high engagement. Generating a proper formula for engagement for Unicef can help the organization overall with important issues.

After looking at Unicef's data, these are a few questions we hope to explore:

- Which overall theme of tweets will generate the highest engagement?
- Which media type is the most popular to interact with?
- Which media content works the best to intrigue the Unicef Audience?
- Which hashtag type will bring in additional engagement from elsewhere on Twitter?
- Which of the linked URL's will gain the most retweets?
- Does mentioning another page or celebrity/influencer generate more retweets?

RECOMMENDATIONS

04

What to do?

How to do it?

Why?

OWNED DATA

For theme of tweets, it is recommended that UNICEF incorporate more Quote themed tweets.

Utilize quote tweet feature and engage with other organizations' posts.

Not only do quotes let others share their story, but it fits right in with UNICEF's mission in helping children everywhere. See full analysis on page 06.

For media type, it is highly recommended that the use of Gifs and Infographic posts increase in UNICEF's tweets.

Tweets that include a short clip or informational graphic. are more intriguing and visually appealing.

Posts containing gifs and infographics are more likely to trigger engagement, and should be used more often. See full analysis on page 07.

For media contents, it is recommended to post more about human trafficking as well as Generation equality activists.

Using popular media types such as infographics or gifs pertaining to this topic could generate even more engagement.

These topics generated the most retweets. See full analysis for page 08.

For hashtag type, UNICEF should continue using call for action and trending hashtags.

The trending hashtags such as #Covid-19 helps bring in engagement from other Twitter users who may not be following Unicef.

The call for action type can help generate real change which is what Unicef is all about. See full analysis on page 09.

For url target type, it was noticed that tweets containing no url received the most retweets. This may be because of the extra step required to interact with the content.

Give a synopsis of the story and include a link to the article in order to encourage users to further engage with the content.

Linking to the Unicef website is important in order to tell a story, but it will not receive as much engagement as other types of content. See full analysis on page 10 .

As for mention types, we came to the conclusion that mention types were not a relevant factor in generating retweets.

No action necessary.

See full analysis on page 11.

ORGANIZATION

Social Media activity on other platforms needs to improve greatly.

UNICEF should focus on gaining activity and traction through other content sources by posting regularly. It is recommended that they continue their content efforts in topics like education and children. Celebrity partnerships generate lots of activity and should be used when necessary. Storytelling is UNICEF's best performing style of post, and they should continue using that style.

These topics are amongst their most engaged posts over time. If Unicef wishes to grow, a wider social media presence would greatly improve their overall engagement. See full analysis on pages 13-22.

Focus on political issues regarding children, education, vaccines.

Reach out to those passionate about these topics in order to find out what change needs to happen. UNICEF could highlight more children prevailing in virtual learning. Unicef should also continue their #vaccineswork campaign due to the vaccine paranoia spreading. Unicef could also call for an increase in free wifi for children in areas with low connectivity.

These topics are their most popular ones. Especially with the climate we live in today, Unicef can make a difference. If they personify these issues by telling stories of real people, it may express the importance of change to those who are skeptical. This will also increase engagement as these are Unicef's most popular posts. See full analysis on pages 23-28

TOPIC

COMPETITION

Engage with followers and showcase children more often.

Reply to other organizations as well as their own followers in the comments. There are various ways to utilize Twitter, like quote tweets, retweets, threads, and more. Additionally, UNICEF should mention whom they are showcasing to increase their reach. Twitter is a powerful platform and can make a greater impact by utilizing Twitter more in-depth and not just as a means to communicate information.

UNICEF's competition mentions children individually when they put out stories. Moreover, this will cause a positive reaction from their audience which would ultimately increase their positive sentiments as compared to their negative and neutral sentiments. See full analysis on page 29

OWNED DATA



THEME OF TWEET

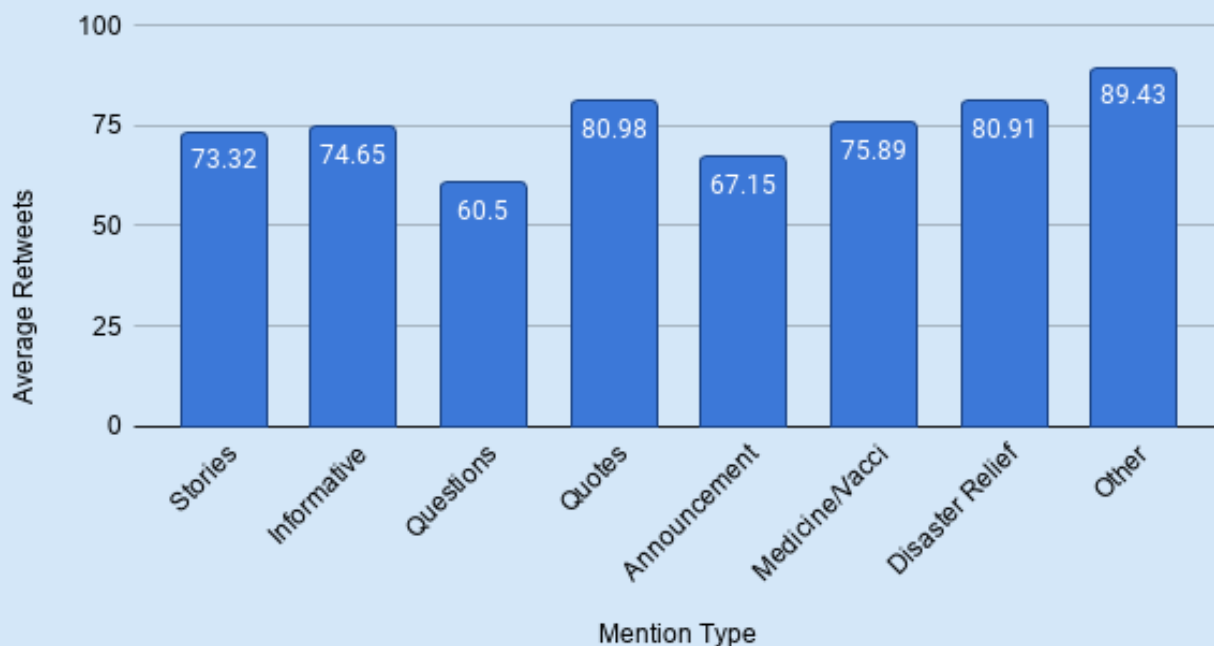
06

Looking at the first graph, Theme of Tweets, it can be noted that the 'other' category had the highest number of average tweets, but only included 14 tweets.

However, most of these tweets included very popular hashtags such as #ForEveryChild and #COVID19, which garnered a lot of retweets.

The largest category, Informative tweets with an average retweet count of 74.65 confirms that Informative posts are very effective in reaching users. Quotes are another high-performing category.

Theme of Tweets



Total Tweets = 303

Stories = 73

Informative = 104

Questions = 2

Quotes = 49

Announcements = 13

Medicine/Vaccines = 37

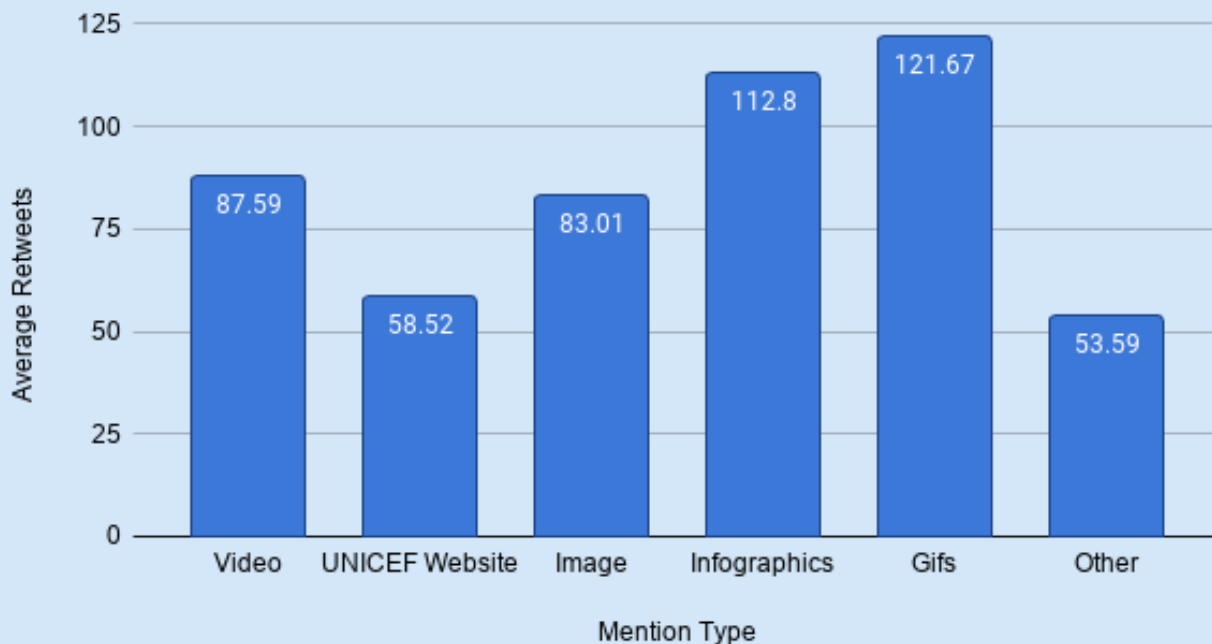
Disaster Relief = 11

Other = 14

The next category, Media type, shows which form of media performs best.

From the graph, it is clear that Gifs and Infographic posts have received the most amount of retweets, with an average of 121.67 retweets per post for Gifs and 112.80 for Infographic posts.

Media Type



Total Tweets = 303

Video = 73

UNICEF Website = 105

Image = 91

Infographics = 5

GIFs = 12

Other = 17

MEDIA CONTENTS

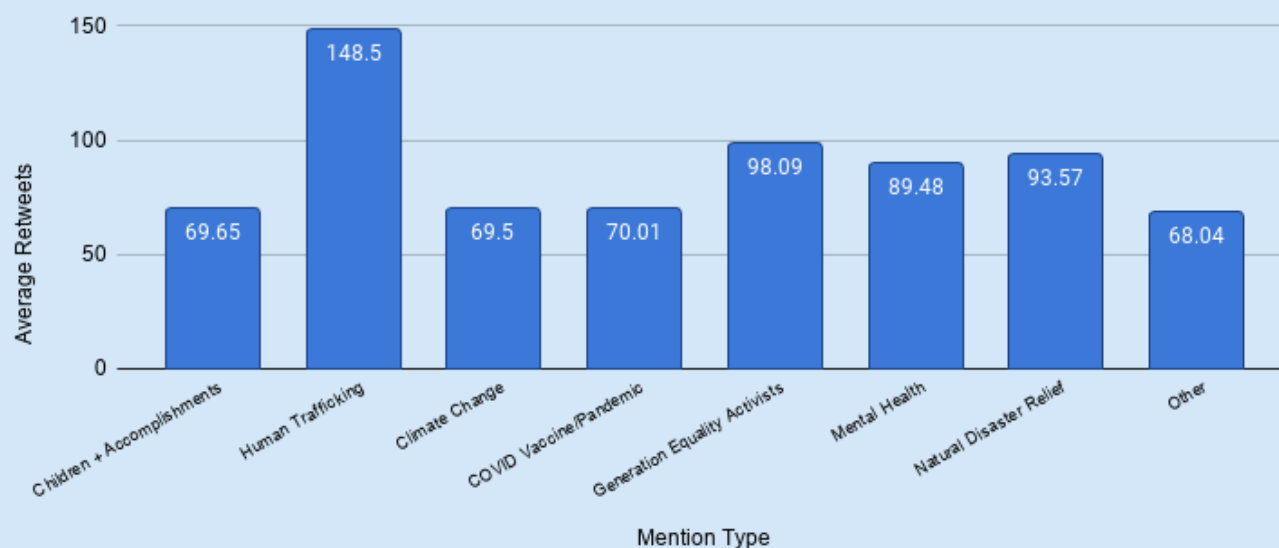
08

Human trafficking has the highest number of average retweets for this category, but there are only 2 tweets in the data set that contain information about Human trafficking.

It is important to note that one of these tweets contains a Gif, which from the last chart, shows that Gifs trigger lots of engagement. Another high-performing category is Generation equality activists, these posts typically contain the hashtags #EndChildMarriage and #GenerationEquality ♀ which are widely used hashtags by other UNICEF accounts as well as personal accounts.

Tweets about the COVID-19 Vaccine had the most tweets in this data set with 119 tweets, but only had an average of 70.01 retweets per post. While these tweets are usually informative/announcement style, the nature of these posts doesn't typically warrant retweets.

Media Contents



Total Tweets = 303

Children.. = 65

Human Trafficking = 2

Climate Change = 14

COVID Vaccine = 119

Generation Equality = 23

Mental Health = 31

Natural Disaster = 27

Other = 28

HASHTAG TYPE

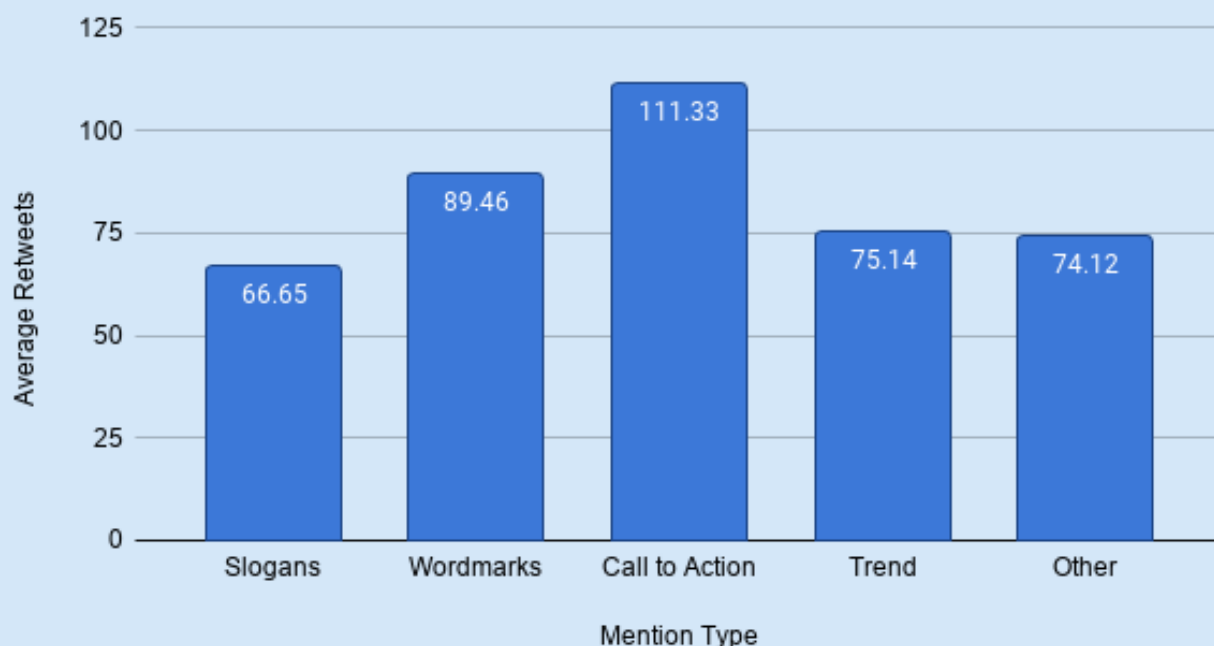
09

UNICEF uses a wide range of hashtags, some that are coined by UNICEF such as #ForEveryChild and some are trending hashtags such as #Vaccinated or #COVID19.

The 'Call to Action' category is so high because of one particular tweet that received 318 retweets. It's discussing female genital mutilation and includes a quote with a picture of a young girl from Ethiopia and contains two hashtags: #Act2EndFGM and #EndFGM.

There are many factors that contribute to the success of this tweet, but some of the most important points to note are having a quote along with the picture of the person, a social/political issue, and a call-to-action to end a horrific movement that is affecting young girls.

Hashtag Type



Total Tweets = 303

Slogans = 34

Wordmarks = 13

Call to Action = 15

Trend = 64

Other = 177

URL TARGET TYPE

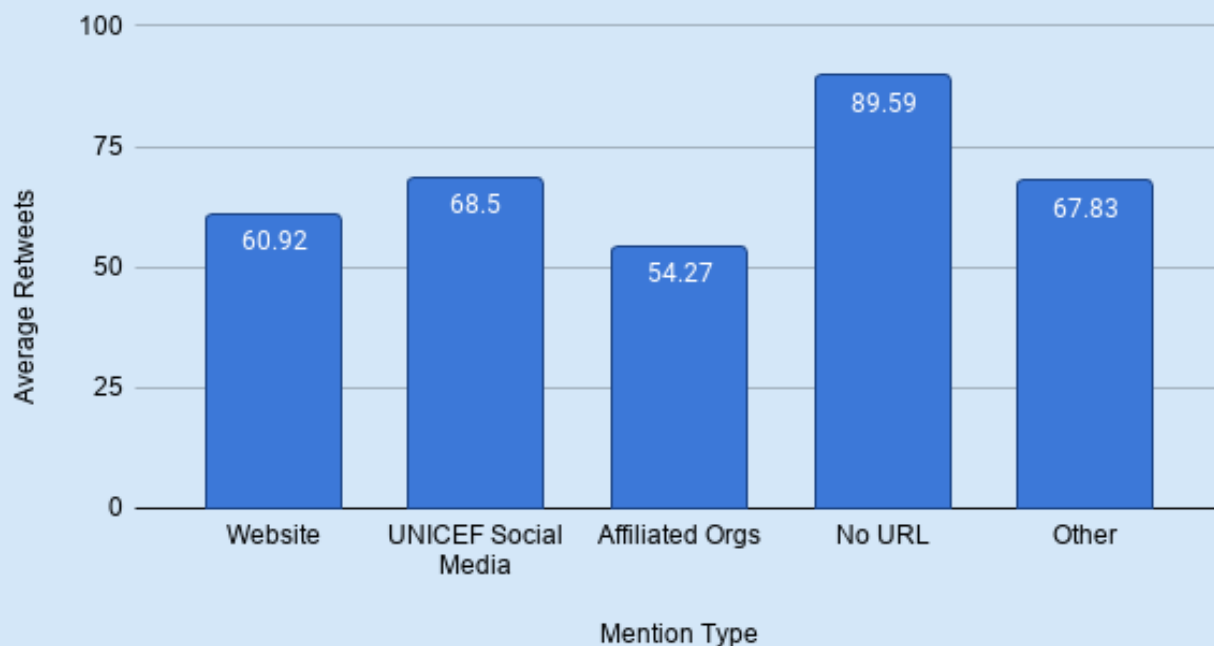
10

The most common URL link for UNICEF's Twitter account is the UNICEF website. Most of these tweets contain some kind of image that is a hyperlink to their website.

When UNICEF's best performing posts are analyzed, most of them do not contain URL links at all. Oftentimes, articles and stories are linked into tweets to encourage users to visit the UNICEF website to continue reading the story.

These types of posts are important to UNICEF's values of sharing the stories of Children, Education, and Social/Political issues, but they do not seem to get as many retweets as other tweets that contain unlinked images, videos, and gifs.

URL Target Type



Total Tweets = 303

Website = 104

UNICEF Social Media = 4

Affiliated Orgs = 15

No URL = 156

Other = 24

MENTION TYPE

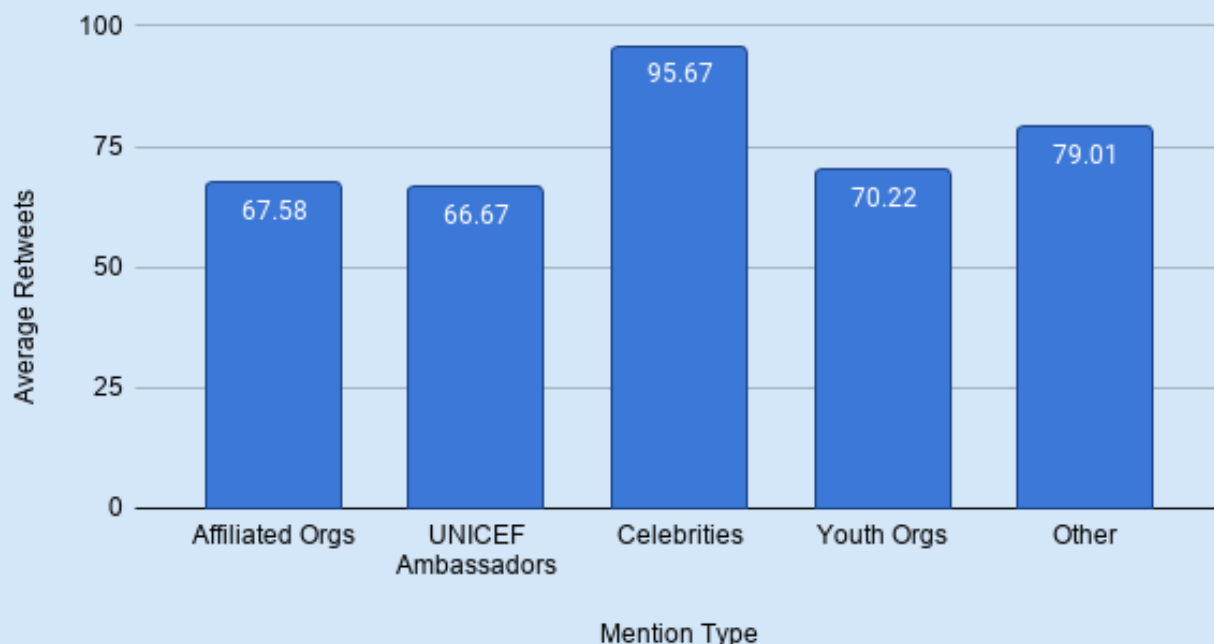
11

After analyzing UNICEF's tweets, it was found that they seldom mention other users outside of the UNICEF organization. When they do, it is typically other youth organizations such as @VoicesOfYouth or @_GenUnlimited.

Tweets that mention celebrities bring in lots of retweets, which is not a surprising factor. David Beckham delivered a message about the hope for a malaria-free world to protect every child, which brought in 107 retweets.

Mentioning celebrities in tweets will certainly bring in more engagement, but may, in turn, reflect poorly on the organization as if they are solely relying on the platform of others to reach users that may not even be interested in UNICEF, only in the celebrity. It is important to note that almost all of the tweets in the 'Other' category signify no-mentioned accounts. Besides celebrity mentions, mention types do not seem to be a relevant category in deciding which factors will bring in the most retweets.

Mention Type



Total Tweets = 303

Affiliated Orgs = 60

Celebrities = 3

Youth Orgs = 23

Other = 211

EARNED DATA

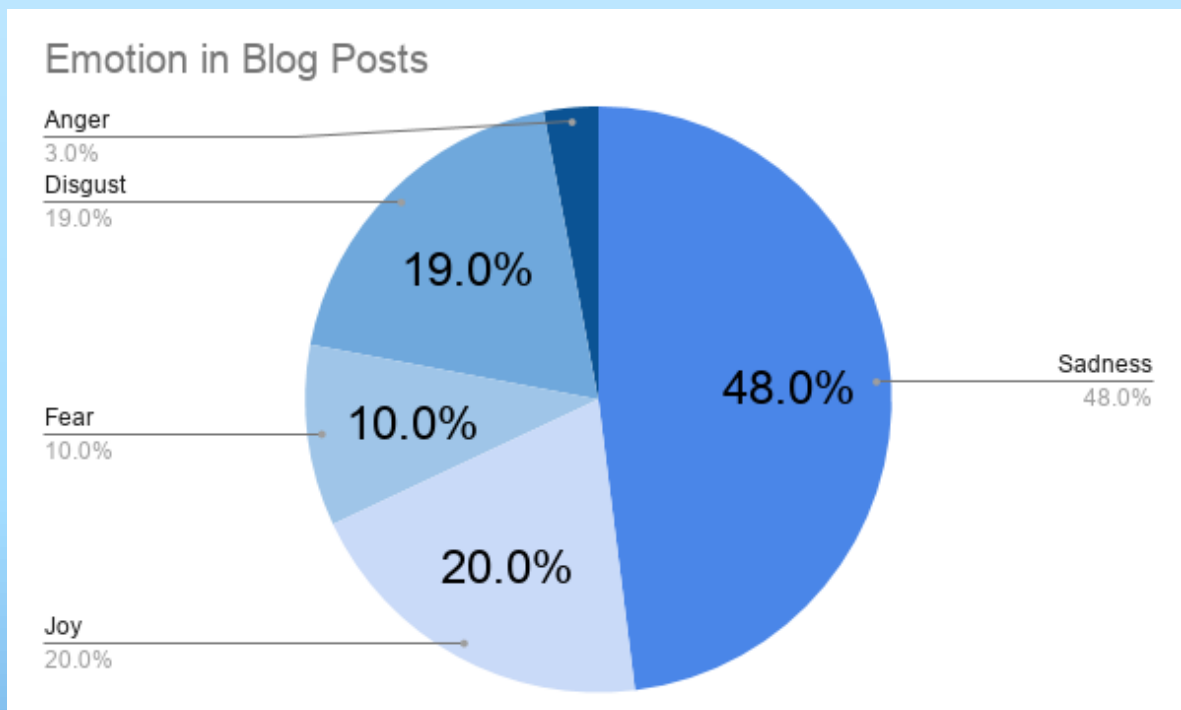


BLOGS - 2,418 MENTIONS

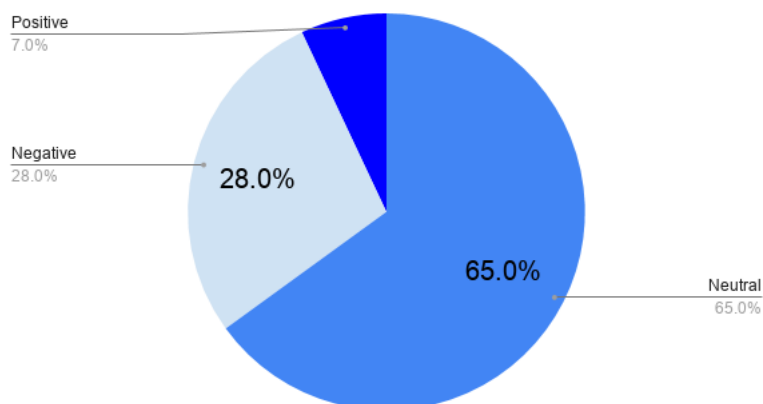
The most discussed topics across blogs were COVID-19, education, and school.

A lot of bloggers discussed schools closing due to COVID-19 and how it will impact children's education. Most are wondering what kind of world children will live in after the pandemic and the long-term effects of isolation and social distancing.

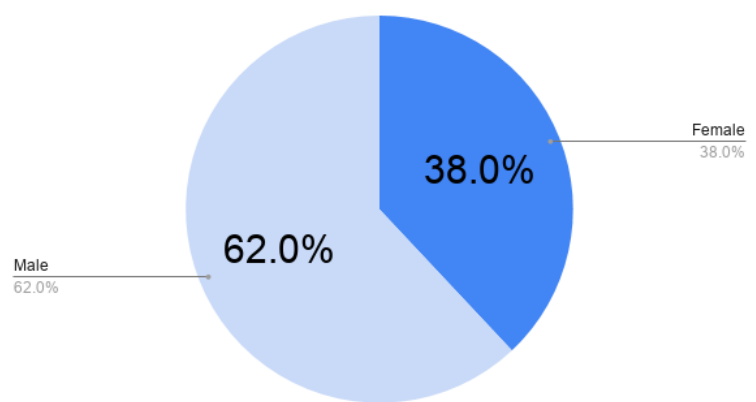
Sadness was the strongest emotion in this dataset, this is due to COVID-19 and the impact it had on society, a few natural disasters, and a horrific kidnapping of Nigerian school girls. While the topics are sad, the discussions usually revolve around the sadness in the circumstance, not people saddened by UNICEF. Most are referencing information from statements put out by UNICEF or discussing certain programs UNICEF has to keep children safe.



Sentiment in Blogs

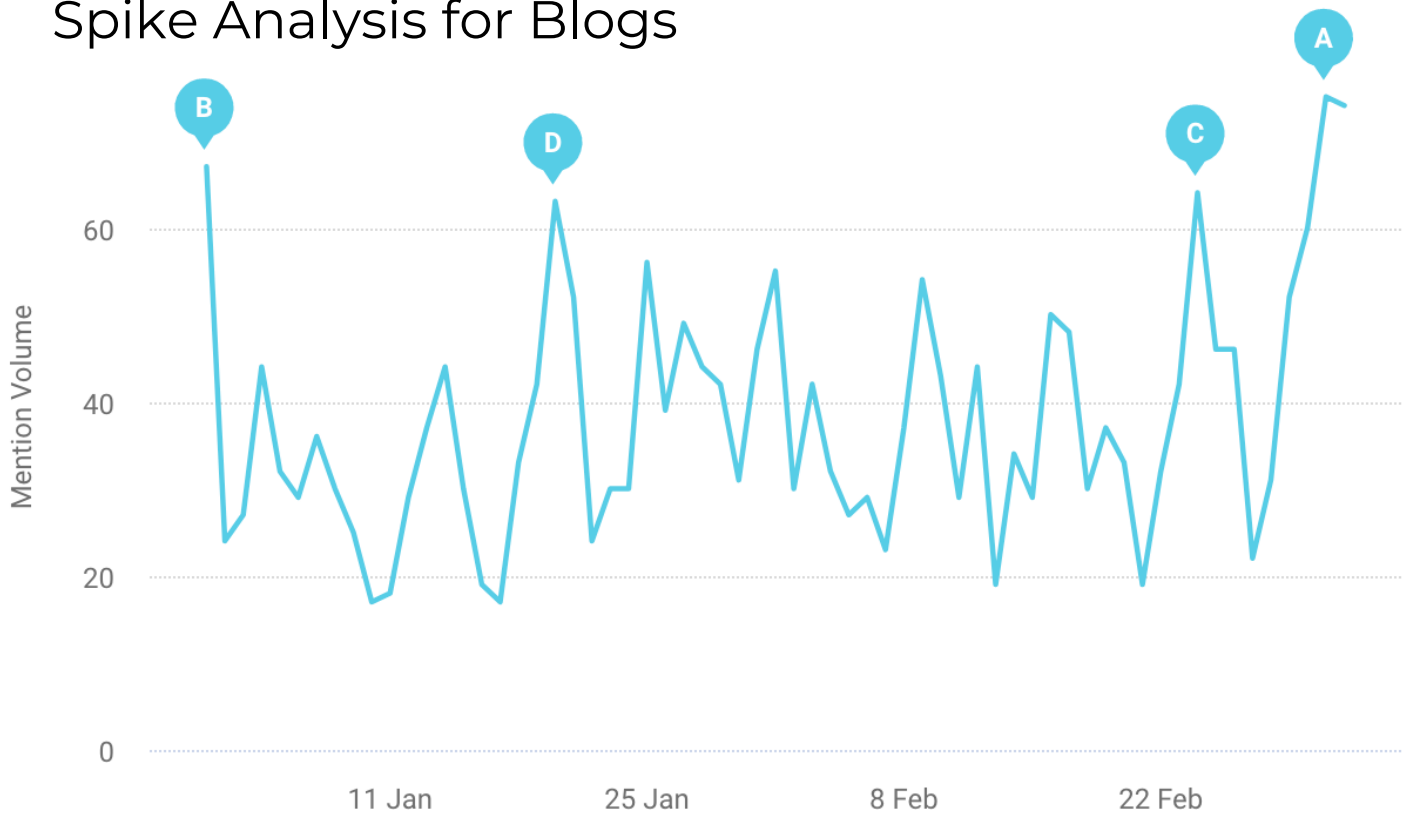


Gender in Blogs



BLOGS - 2,418 MENTIONS

Spike Analysis for Blogs



There were four peaks throughout the dataset.

- On March 4th (Spike A) a display by UNICEF in New York City. 168 empty desks and backpacks were set up in a park to represent the 168 million children who haven't been in the classroom since COVID started.
- Spike B was when the WHO approved the Pfizer COVID-19 vaccination, and there was lots of discussion around this topic.
- Spike C represents when Ghana received 600,000 vaccines, the first country to receive COVAX vaccine doses.
- Spike D was also COVID-19 related and many bloggers were discussing different vaccine rollout plans

ORGANIZATION

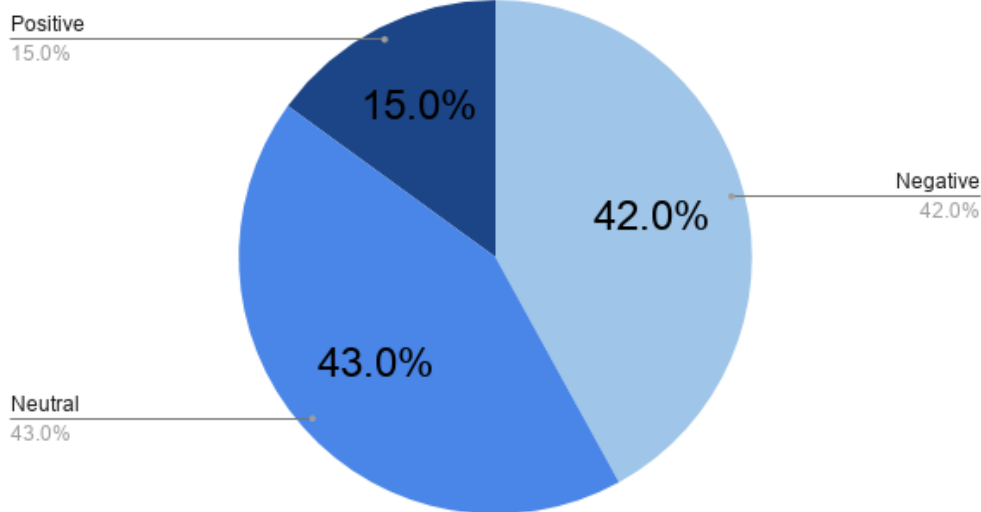
15

REDDIT - 2,614 MENTIONS

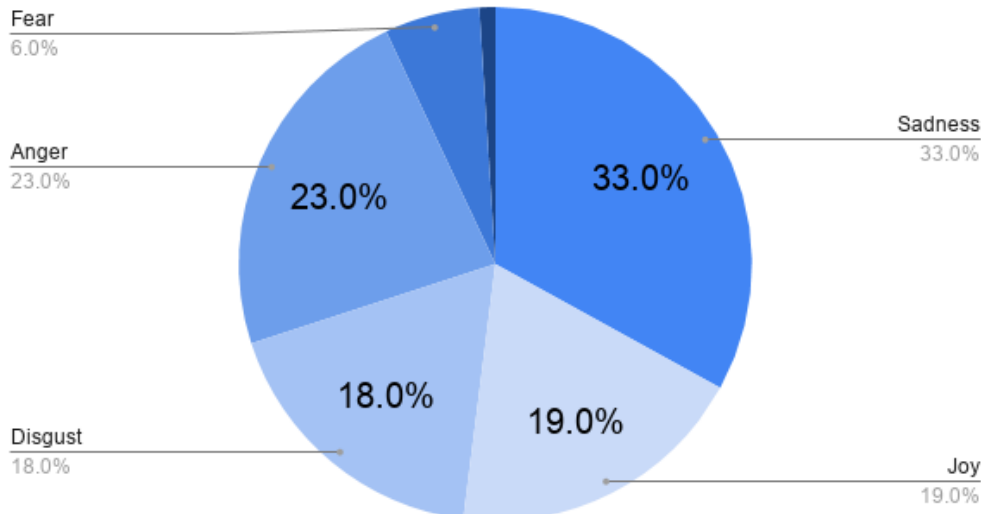
Reddit's platform allows anonymous users to engage in threads ranging from all different topics.

- Sentiment: neutral at 43% but negative sentiment at 42%
- Gender chart, not an option since Reddit is an anonymous website
- Emotion: Sadness at 33% and anger at 23%

Sentiment on Reddit

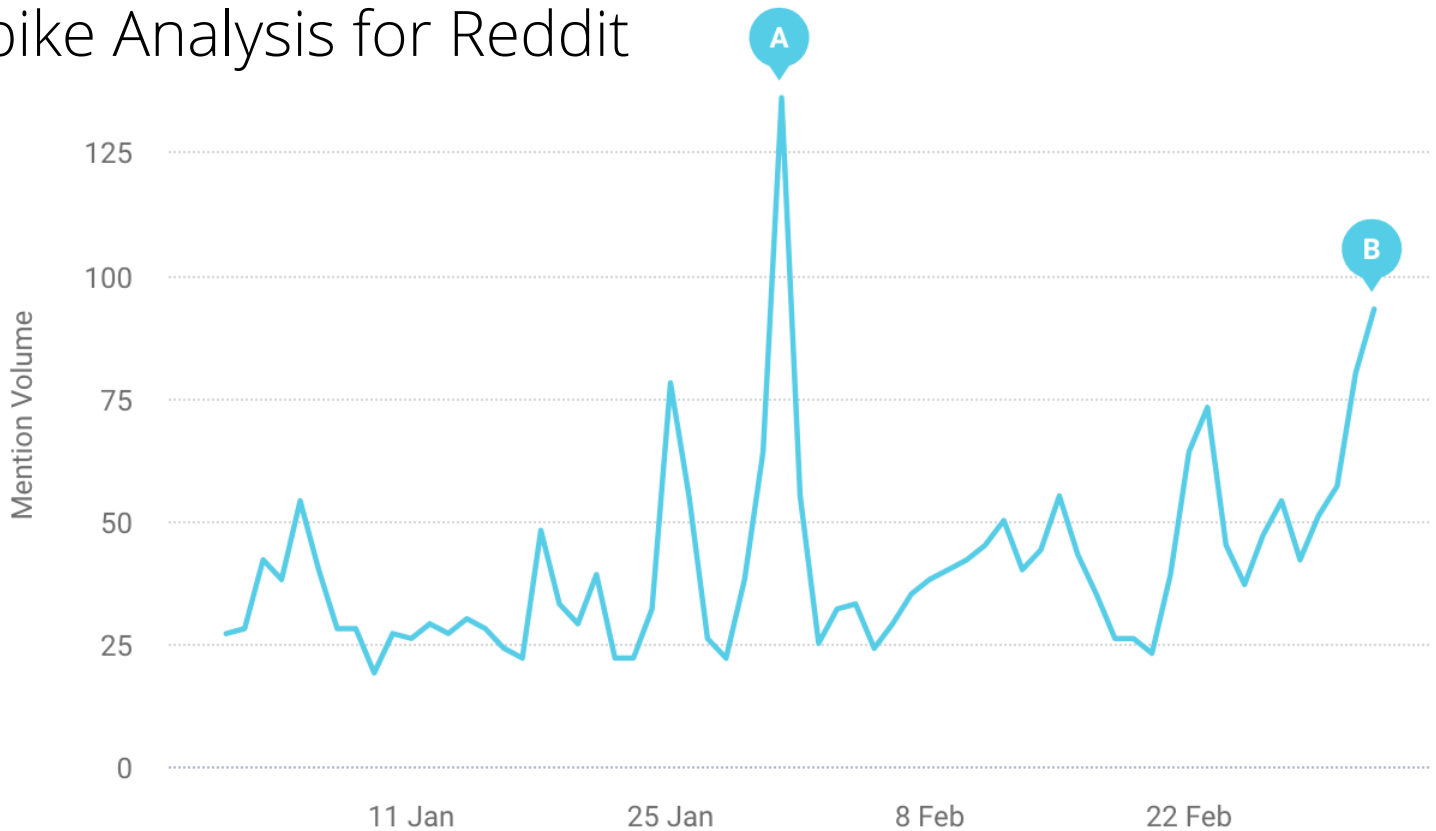


Emotion on Reddit



REDDIT - 2,614 MENTIONS

Spike Analysis for Reddit



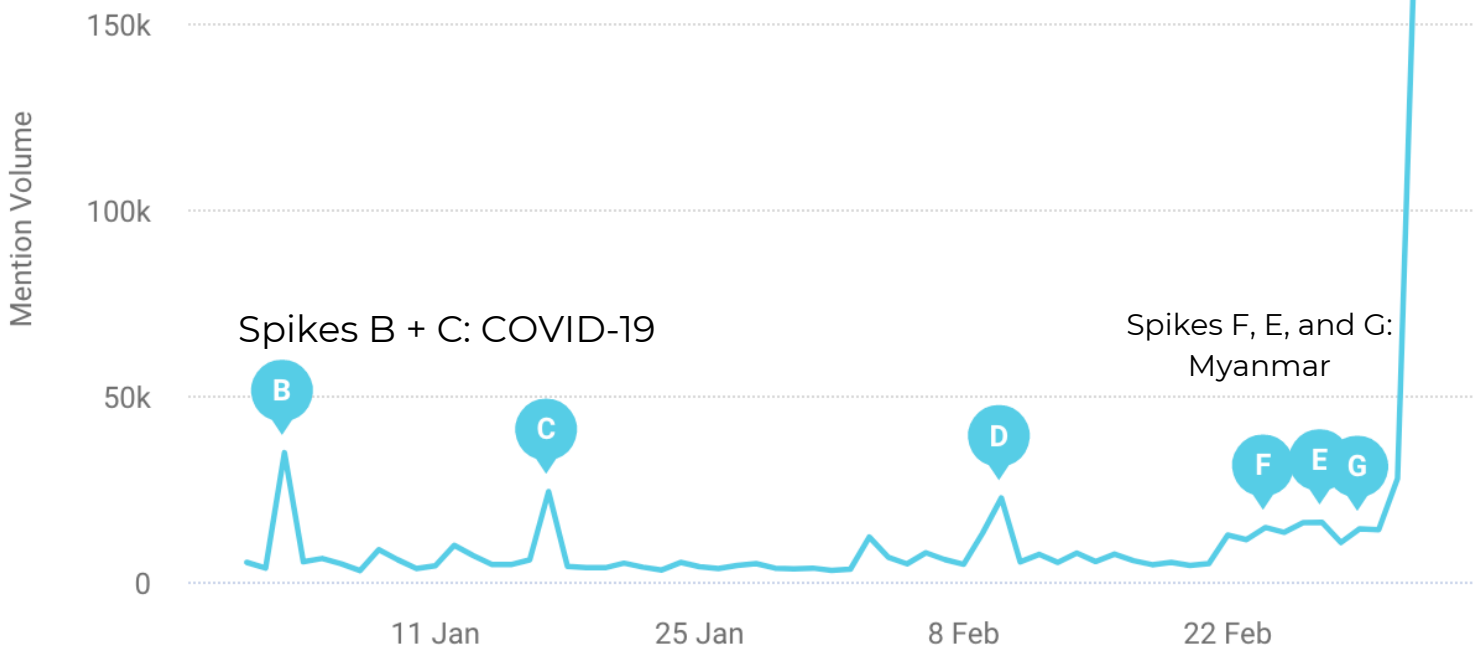
There were two peaks throughout the dataset.

- Spike A: A Reddit user reported that India was working to supply over 160 million doses of the COVID vaccine to 60 countries and to UNICEF. Arguments broke out surrounding vaccine distributions and how some countries need to improve their efforts.
- Spike B: A Reddit user shared a photo of the display by UNICEF in New York City of 168 empty desks as discussed in Blogs. Most of the replies were people talking about how much this will affect children and how upset they would be if they were students during this time

Twitter - 721,187 MENTIONS

Spike Analysis for Twitter

Spike A: BTS Partnership



There were several spikes in our Twitter analysis, and each spike can be grouped into themes that explain the activity in this organization dataset.

Spike A is the largest spike in UNICEF's Twitter dataset, with activity up 3415%. On March 4th, UNICEF announced a global partnership with the widely famous kpop band, BTS.

Spikes B and C represent activity revolving around COVID-19. During these times, most conversations included vaccine information + updates, the rising of cases, and the impact COVID has had on society.

Spikes F, E, and G are due to the ongoing coup in Myanmar. Thousands of tweets alerting users of #WhatsHappeninginMyanmar and providing resources for those to help.

TWITTER: BTS Partnership #btslovemyself

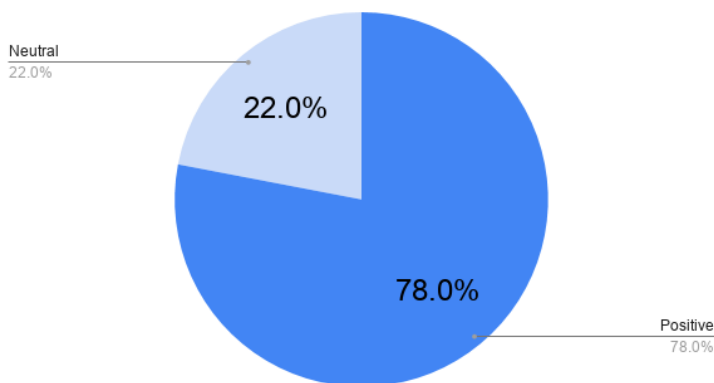
N = 142,902 (20% of total data set)

BTS is a very popular kpop band that has a very large and very socially active audience. This level of activity is very unusual for UNICEF and should not be expected to replicate easily. However, if UNICEF is looking to generate another huge spike in social activity, they should find celebrities or influencers with a very faithful audience to partner with. BTS has a very large following of teenage girls globally.

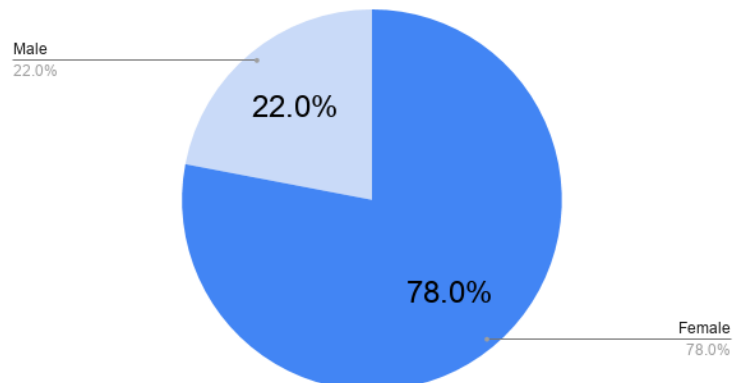
- The tweet announcing BTS's partnership has 76K retweets
- Normally, 63% of tweets have a neutral sentiment, but on March 4th, 82% of all tweets had a positive sentiment
- 96% of these tweets were joyous in emotion
- Hashtags used were #btslovemyself
- 78% of the mentions were female



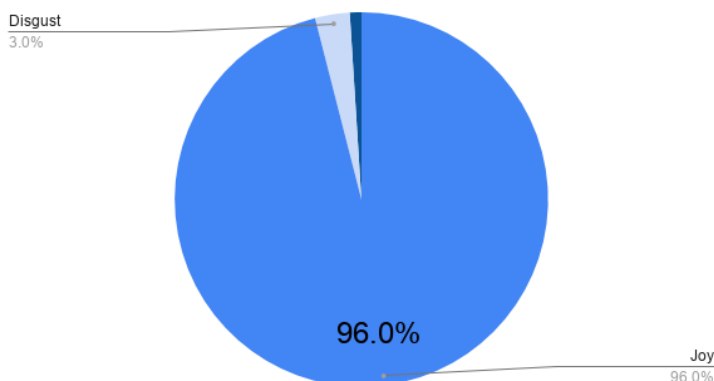
Sentiment in BTS



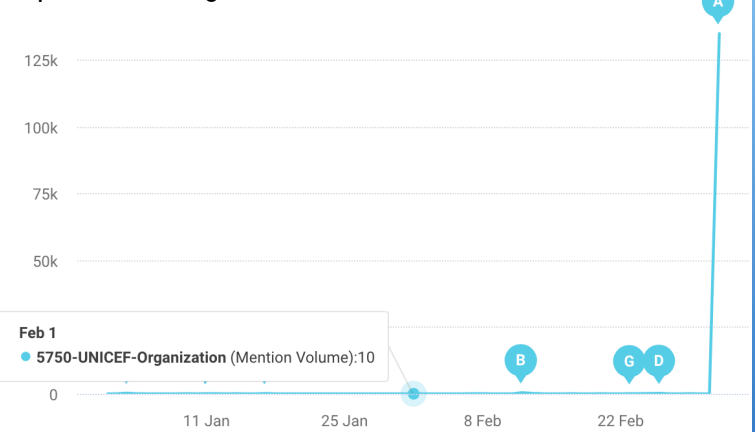
Gender in BTS



Emotion in BTS



Spike Analysis for BTS



TWITTER: COVID-19

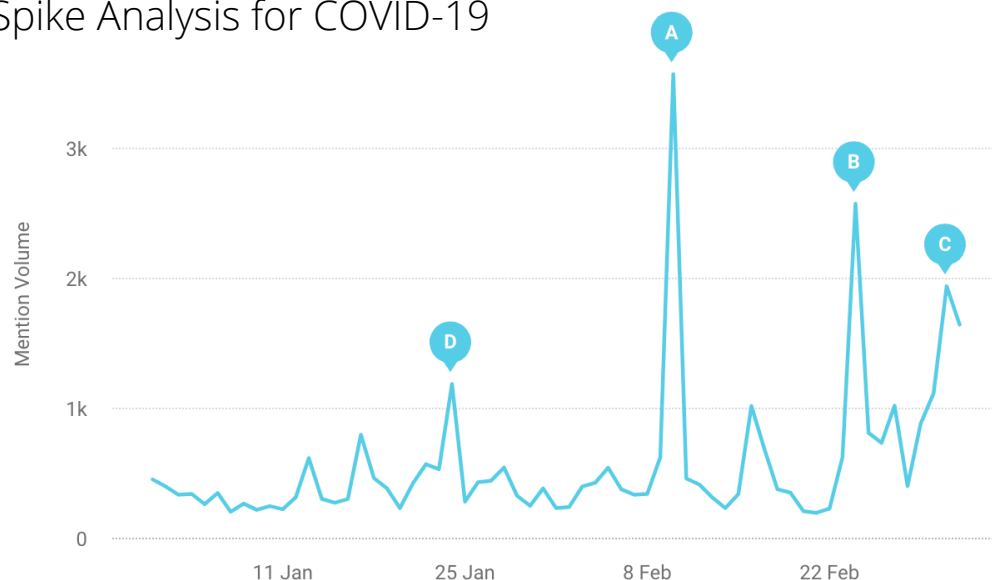
N= 115,430 (16% of total data set)

Being that UNICEF is one of the leading providers of vaccines across the globe, they have a crucial part to play in the current pandemic.

These tweets were compiled of topics like children not being able to go to school, children in Yemen who were going through much more than just a global pandemic, and natural disasters like Cyclone Eloise. However, many users were tweeting about donating to the relief fund for COVID-19 or the progress made with vaccines. The hashtag #covid19 was mentioned 20,000 times in the entire dataset.

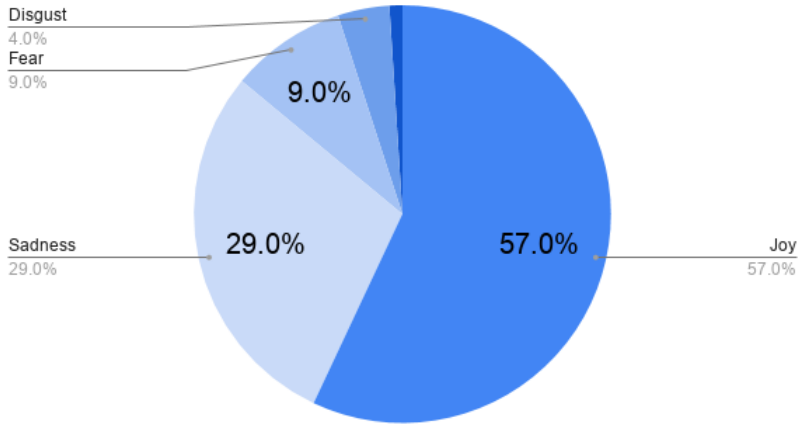
- Spike A: Additionally, since this dataset starts January 1st, almost a year after the start of the pandemic, many people are conditioned to life with COVID-19 and the vaccine distribution has lots of people feeling optimistic about the future. The hashtag #Ghana was very popular in February (Spike A) as they were the first country to receive vaccines through COVAX, a global initiative to roll out vaccines led by UNICEF, WHO, the Vaccine Alliance, and many others. The most used phrases under this conversation were “children affected” and “mental health”.
- Spike B: Interestingly, the reason the phrase “children affected” was used so often was because of an Indian TV station falsely using UNICEF and Childline India Foundation names to collect donations to support children in India during the pandemic (Spike B). UNICEF had not had any association with this station and confirmed that they had not set up a partnership with the Childline India Foundation. There were around 1706 mentions of mental health and COVID-19. Most of these mentions advocating for more mental health days, bringing light to children’s mental health during the pandemic, or the psychological effects of the pandemic on people.

Spike Analysis for COVID-19

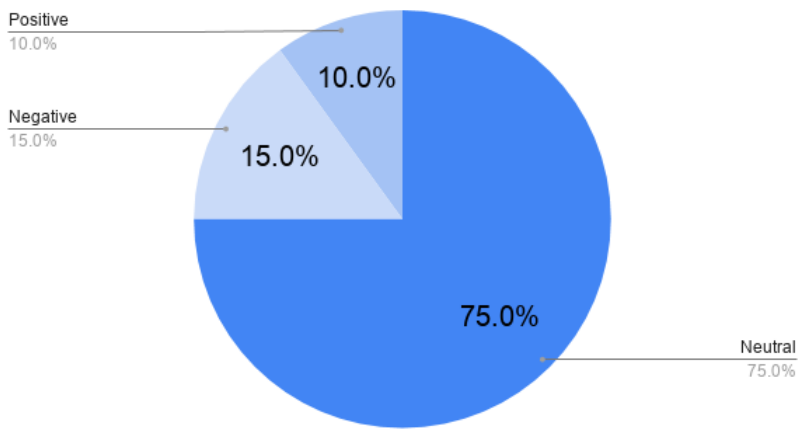


TWITTER: COVID-19

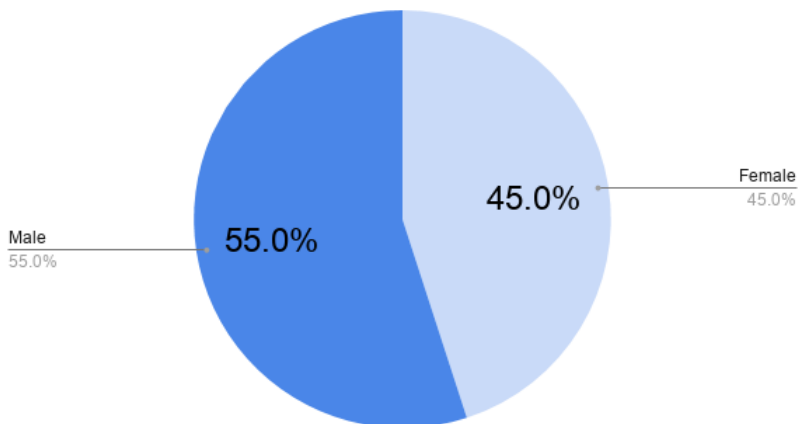
Emotion in COVID



Sentiment in COVID



Gender in COVID



- 57% of mentions were joyous in emotion and 29% were in sadness.
- 75% of all mentions were neutral in sentiment and 17% were negative
- 55% of mentions were from males - 45% females

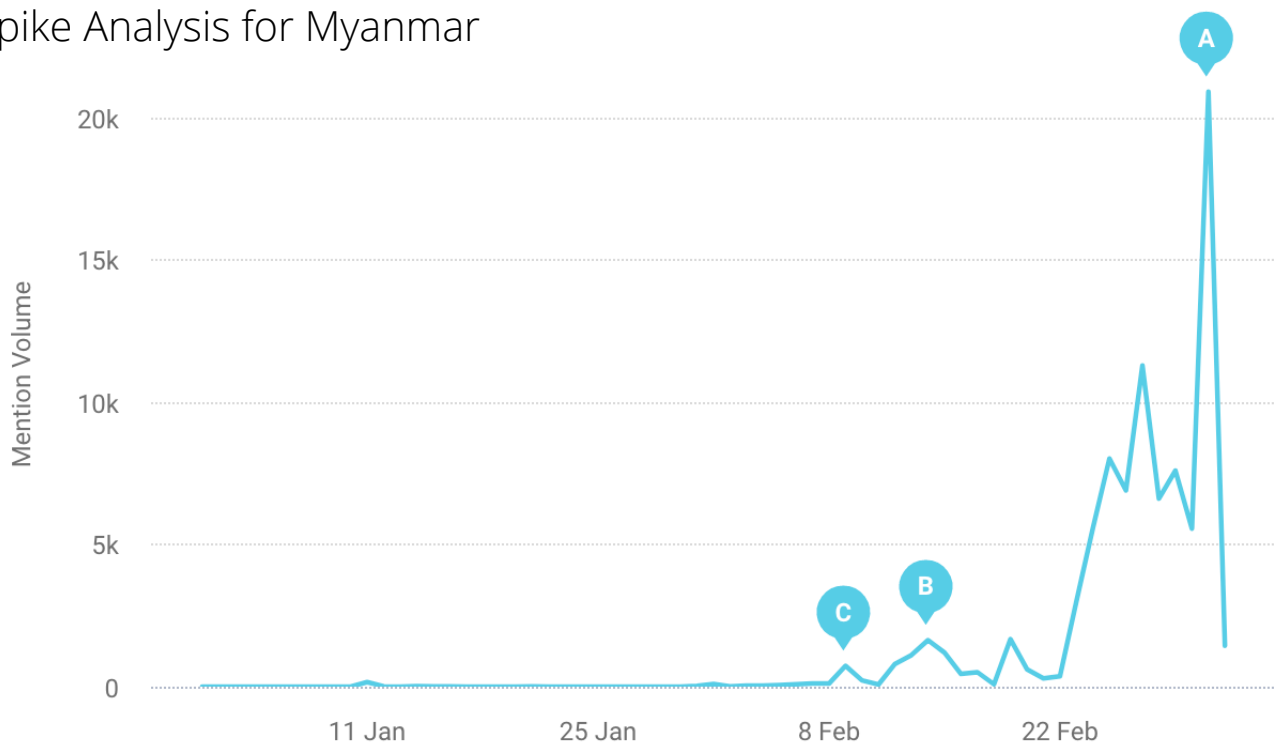
TWITTER: Myanmar or #WhatsHappeninginMyanmar

N= 89,357 (12% of total data set)

UNICEF is seeking to protect children during this time and people on Twitter are not hesitant to call out UNICEF where help is needed and how they can use their social platform to drive change.

- Spike C: On February 1st, the Myanmar military seized control of the country following the election of Aung San Suu Kyi of the National League for Democracy (Spike C). Although she won by a landslide, the military refused to accept the election results, claiming fraudulent action had taken place. A coup broke out shortly after the military threatened to take action by completely surrounding the Parliament building. A national emergency was declared for one year, telephone and internet access was blocked in some of the country's major cities, and residents were concerned about the closures of businesses including banks and grocery stores. Since, then protests have been ongoing in different parts of the country, at least 275 people have been killed by the military and thousands have been injured.
- Spike B: Many citizens of Myanmar are tweeting things like "FIGHT FOR DEMOCRACY From Myanmar people say To the world PLEASE HELP US @UNICEF" @VanteJ9597. (Spike B)
- Spike A: Fearful emotion peaked on March 3rd (Spike A) when the soldiers and police set fire to North Okkalapa. Another very popular Twitter user, @mashwemoe2021 is a Korean woman who very regularly updates her followers and Twitter users on what's happening in Myanmar. Her following tweet: "▯ State-sponsored Terrorism in Myanmar ▯ tw // blood, violence. Soldiers and police have set fire to North Okkalapa (followed by a video)."

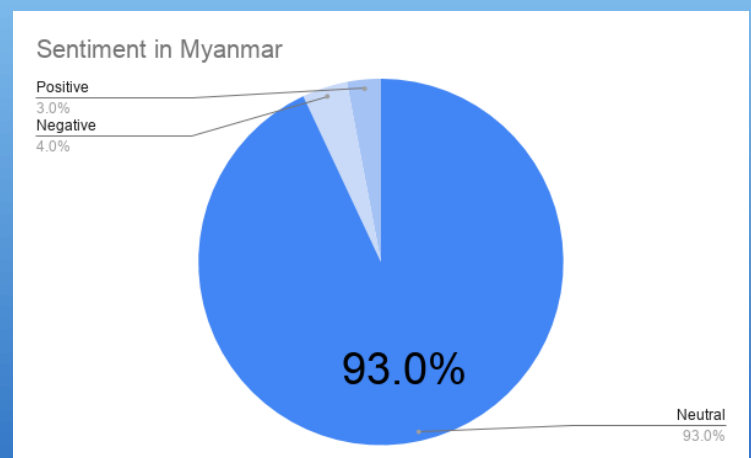
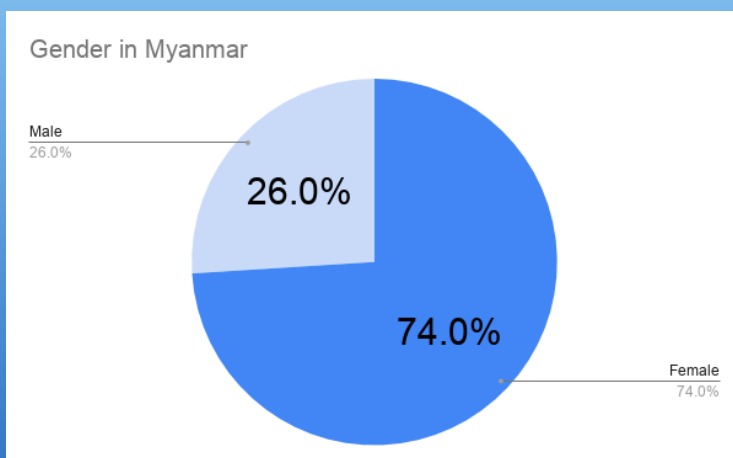
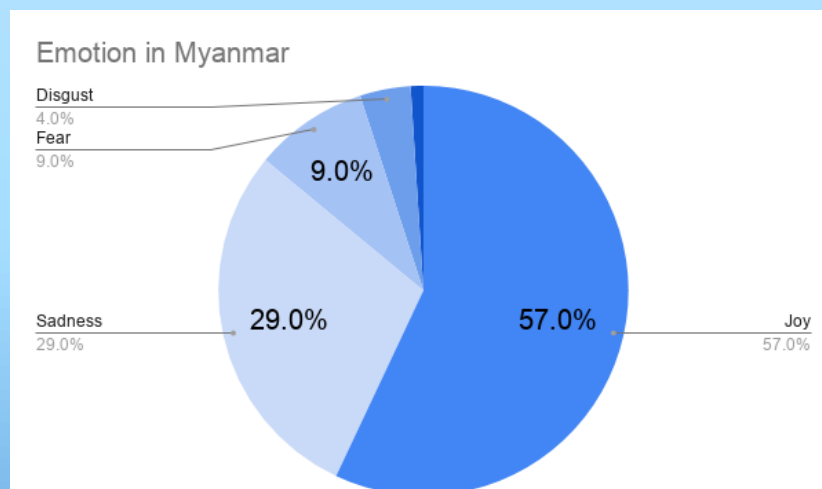
Spike Analysis for Myanmar



TWITTER: Myanmar or #WhatsHappeninginMyanmar

While the data reflects that 74% of the mentions were coming from female accounts, it does not mean that females care more about this issue, but many accounts run by women have been tweeting about this multiple times a day since February 1st, so the sheer volume makes the data appear to be dominated by females. One of the top influencers from this topic is @WUTYICHO6 who's gender and identity are not assumed by their profile. This user tweets multiple times a day about the ongoing crisis and usually tags up to 15 or so news outlets to try and get coverage on Myanmar in other countries.

- 93% neutral in sentiment
- Some of the most used words, phrases, and hashtags are
 - Blood, Shot, Violence, State-sponsored terrorism, #WhatsHappeninginMyanmar, #OpCCP
- 74% of the mentions are coming from females
- 38% of mentions were fearful in emotion



TOPIC DATASET INFORMATION

Time: January 01, 2021- March 04, 2021

Volume over Time:
80,648,042 mentions

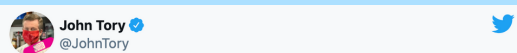
INSIGHTS:

GENDER: 53% Male & 47% Female

TOP INTERESTS: Politics and Parenting

TOP PROFESSION: Teacher, Artist, and Executive

Top Engaged Posts:



The #BellLetsTalk Flag has been raised at City Hall.

Today I encourage everyone to join the conversation on mental health and show your support for others.



Jhonny bhuyan
@BhuyanJhonny

#modi_job_do

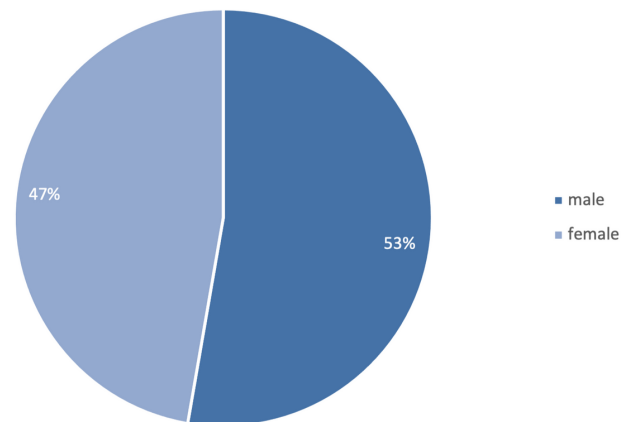
A vision of Modi ji
Where education leads to this.....



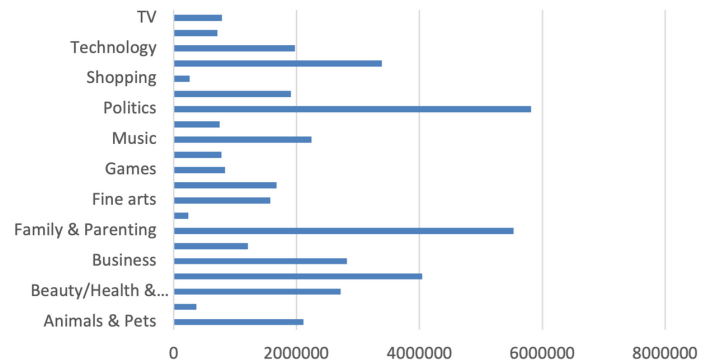
5:10 AM · Feb 25, 2021

Demographics

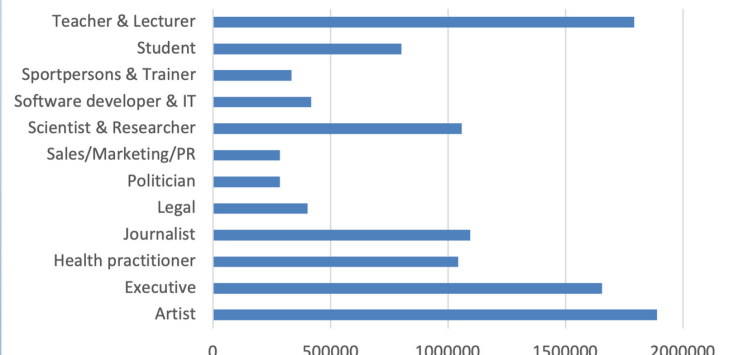
Gender Breakdown of Topic Dataset



Top Interests amongst Topic Dataset



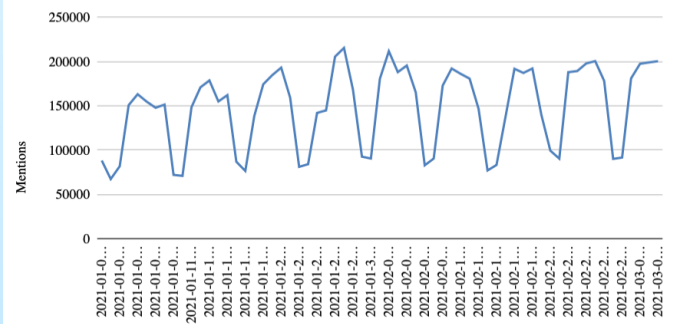
Profession Volume in Topic Dataset



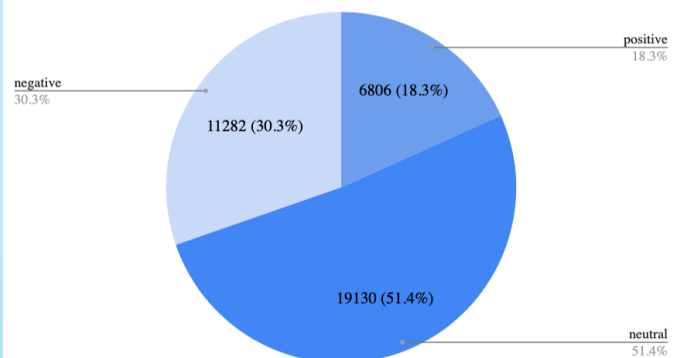
NEWS: 9,311,545 Mentions**INSIGHTS**

In news, the top three themes were children, education, and vaccines. No spikes were seen amongst the mentions in the news. **Therefore a true spike analysis is unable to be conducted.** However, amongst the mentions, it is clear that the overall sentiment is neutral and the overall gender of those in the mentions are male. One example of a neutral conversation was a tweet about a scholarship available for high school Seniors. Sadness is also the highest emotion on the news platform, followed by joy and fear. The reason this could be the case is due to the recent Covid-19 pandemic.

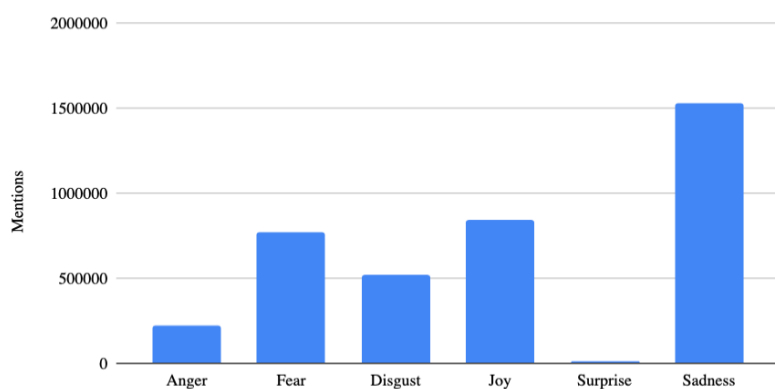
Spike Analysis for News



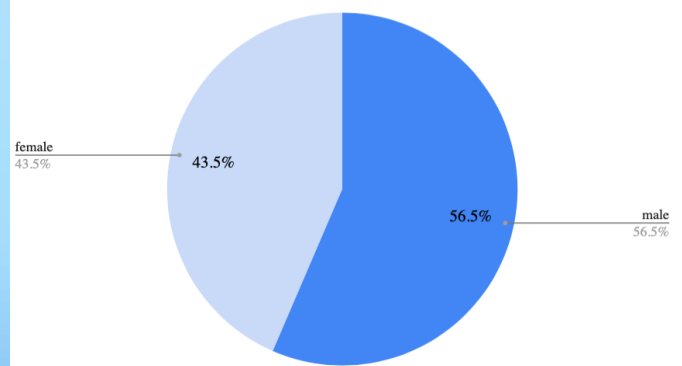
Sentiment Breakdown by News



Emotion in News



Gender by News

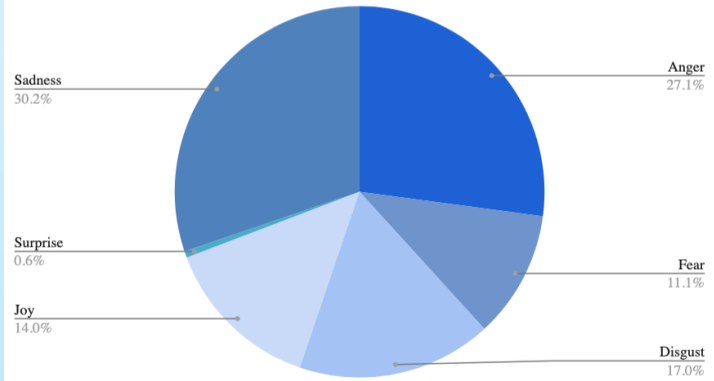
**THEMES:**

- 1. Children:** Number of posts: 3,646,207. Conversations ranged from braille for blind children, crimes against children, etc. The overall sentiment was neutral, emotion was sadness, and no spikes were evident. Females are at 52% of the data and males are at 48%. Females have 89,766 posts, and males have 81,611 posts.
- 2. Education:** Number of Posts: 3,711,692. Conversations were typically about the importance of education or the impacts of the pandemic on quality education. The overall sentiment was neutral, emotion was sadness, and no spikes were evident in the data. Males were 55% of the data and females were 45%. Males had 366,546 posts and females had 294,499.
- 3. Vaccines:** Number of Posts: 2,824,881. A lot of conversation on COVID-19 vaccines, varying opinions. The overall sentiment was neutral, emotion was fear, and no spikes were evident. Males were 59% of the data and females were 41%. Males had 337,421 posts and females had 230,424.

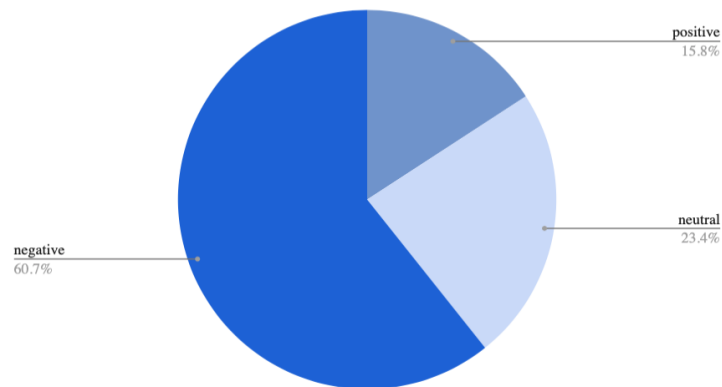
REDDIT: 3,779,262 Mentions

Reddit is a thread-based platform where users post anonymously. People will typically post on Reddit to seek advice or to spark a discussion on a large range of topics. After analyzing the topic dataset, it was clear that the overall emotion shown on Reddit is sadness at 30% of the dataset. The sad conversations ranged on topics such as family advice, college education, etc. The overall sentiment of the data was negative at 61%. The negative conversations are about unstable work life, education, and more. Gender analysis is unable to be conducted since the platform is anonymous.

Emotion on Reddit

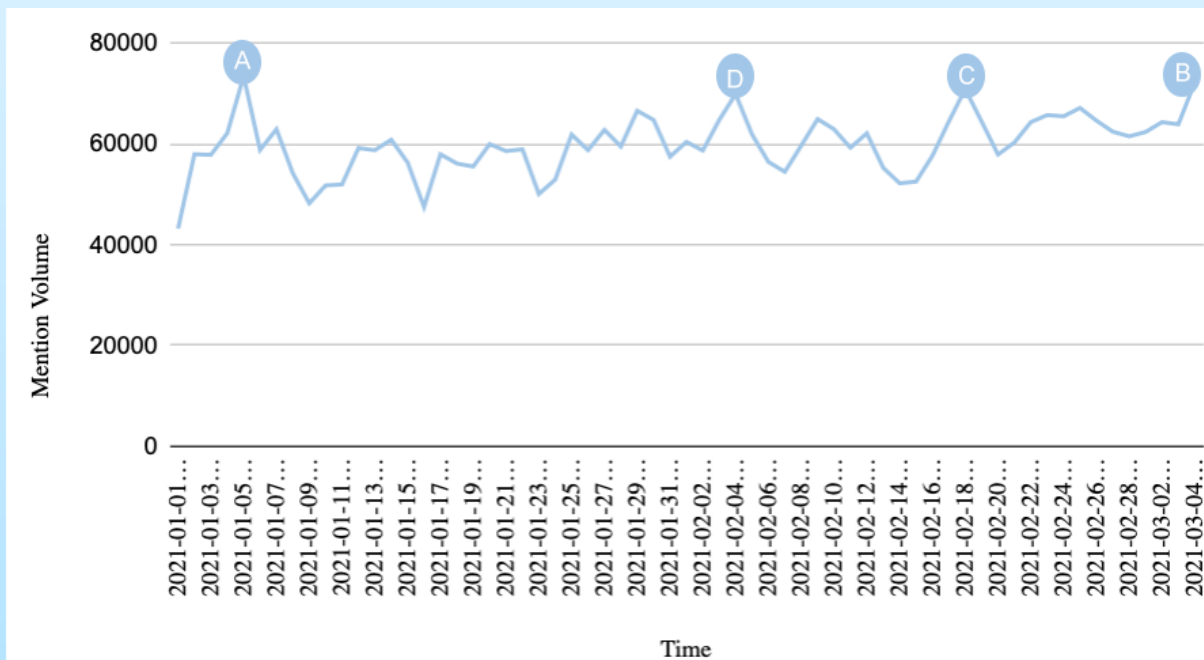


Sentiment on Reddit

**THEMES**

1. Children: Number of Posts: 1, 263,535. Conversations on children had one spike on Feb 23. The thread was about a parent asking if he was in the wrong for withholding their child's college fund. The overall sentiment was negative at 65%, Sadness is the overall emotion at 39%. Gender is not available to analyze.
2. Vaccines: Number of Posts: 282,972. Two spikes were on Jan 28 and Mar 3. The threads were on the EU's control on vaccines and on loosening Covid-19 restrictions. The overall sentiment was negative 58%, emotion was anger at 42%. Gender is not available to analyze.
3. Education: Number of Posts: 660,371. Two spikes were detected on Feb 18 and 23. The conversations here were on a thread asking where people who did poorly in school are now. The other thread was about wealthy people already having a student loan forgiveness program. The overall sentiment of these Reddit threads was negative at 62%, and overall emotion was sadness at 36%. Gender is not available to analyze.

SPIKE ANALYSIS FOR REDDIT



- **Spike A-** Jan 5, 2021: Volume was 23% higher. A Reddit thread by a father caused this spike. The overall purpose of this post was to seek advice on whether or not the father was in the wrong for asking his children to get real jobs in order to receive their inheritance when he passes. There was an estimated 2513 mentions from this thread alone. Another thread on this date was about the Standing Rock Sioux tribe prioritizing covid-19 vaccines for those who speak the native language.
- **Spike B-** Mar 4, 2021: Volume was 21% higher. The thread that caused this spike was about President Biden calling off a Syrian strike after discovering there were women and children at the site. The thread received an estimated 6806 mentions.
- **Spike C-** Feb 18, 2021: Volume was 18% higher. The thread with the highest amount of mentions on this date was about a refugee father doing his best to make sure that his children receive the best in life. The thread received an estimated 1410 mentions. Another popular thread was regarding Governor Desantis threatening to take away vaccines from those who were criticizing his distribution tactic. This thread received an estimated 1226 mentions.
- **Spike D-** Feb 4, 2021: Volume was 17% higher. The thread with the highest amount of mentions on this date was about President Biden announcing that none of his children or grandchildren will be named senior advisors to the president. This thread received an estimated 3004 mentions.

Threads on President Biden were very popular on Reddit during these dates. This may be because of election day in January.

TWITTER: 61,416,943 Mentions

Twitter is a microblogging, social network. Tweets are engaged with through retweets, likes, and comments. On our topic dataset, the overall themes on Twitter evident are children, education, and vaccines.

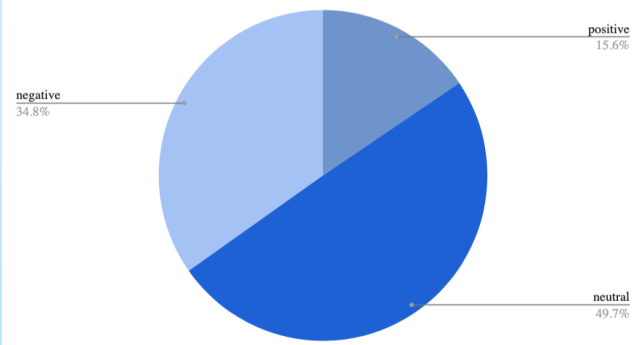
The overall sentiment on Twitter is neutral. Conversations that are neutral range from topics such as broadband, fewer people having children, and the impact of words on children. The overall emotion is joy at 33%. Joyous conversations seem to be on Modi Ji's education impact, vaccines, the decline in covid-19 case, etc.

As for gender, most mentions were by males at 52%. Males had 14,662,578 posts and females had 13,313,139 posts. Males tended to discuss topics like politics, covid-19, and vaccines. Females discussed similar topics such as education, children's mental health, and covid-19.

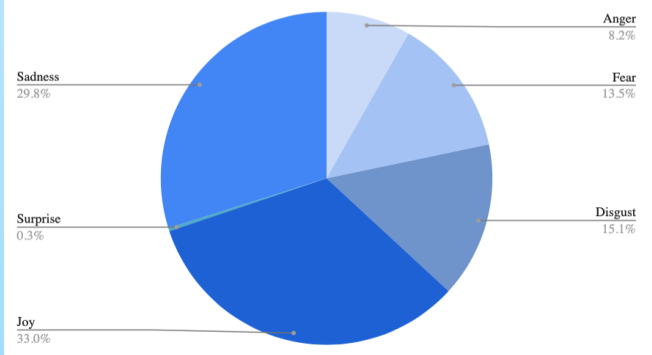
THEMES:

- 1. Children:** Number of posts: 20,762,215. One spike was identified on Jan 12th. The spike was due to retweets of a tweet criticizing the speed of Comcast's internet and its impact on children's virtual schooling. Another tweet that caused the spike was a burst of retweets on a post regarding the PBS's principal counsel supporting the White House riots. The overall sentiment was neutral at 43% and emotion was sadness at 36%. As for gender, 51% of the mentions were by females and 49% were by males. Females had 4,730,026 posts and males had 4,569,194 posts. Females discussed the adultifying of children, a drop in births, and the need to re-open schools, etc. Males discussed free broadband for kids, politics, and the lack of covid-19 spread on children.
- 2. Education:** Number of Posts: 11,691,335. One spike was identified on Feb 25th. The hashtag #modi.job.do was used to discuss India's education. The overall sentiment was neutral at 50% and emotion was joy at 41%. As for gender, 54% of mentions were by males and 46% were by females. Males had 2,856,214 posts and females had 2,411,122 posts. The top male tweets discussed two Sandy Hook parents discussing Marjorie Green's placement on the Education and Labor committee, higher education, etc. The top female tweets discussed the education system, teachers, and covid-19's effect on education.
- 3. Vaccines:** Number of Posts: 8,455,392. One spike was identified on Mar 2nd. One of the most retweeted tweets was from President Biden declaring that the U.S. would have enough vaccines for every American by May. Another tweet with the most retweets discussed the disappointment in the Texas governor for lifting covid-19 regulations. The overall sentiment was neutral at 54% and emotion was sadness at 30%. As for gender, 57% were males with 2,381,016 posts and 43% were females with 1,826,169 posts. The top male tweets discussed brilliant scientists manufacturing the covid vaccine, slow vaccine rollout in other countries, how vaccines are the miracle of modern science, etc. The top female tweets discussed covid relief, Kamala Harris, when vaccines become effective, etc.

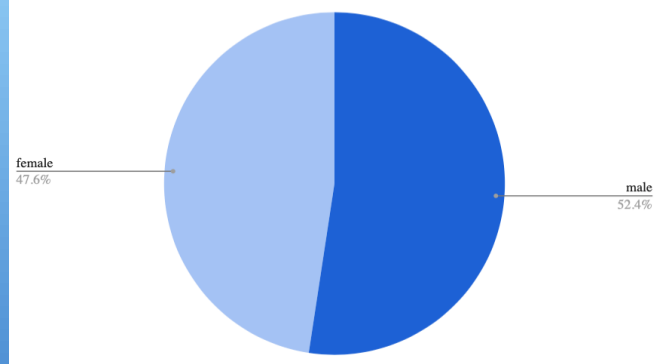
Sentiment on Twitter

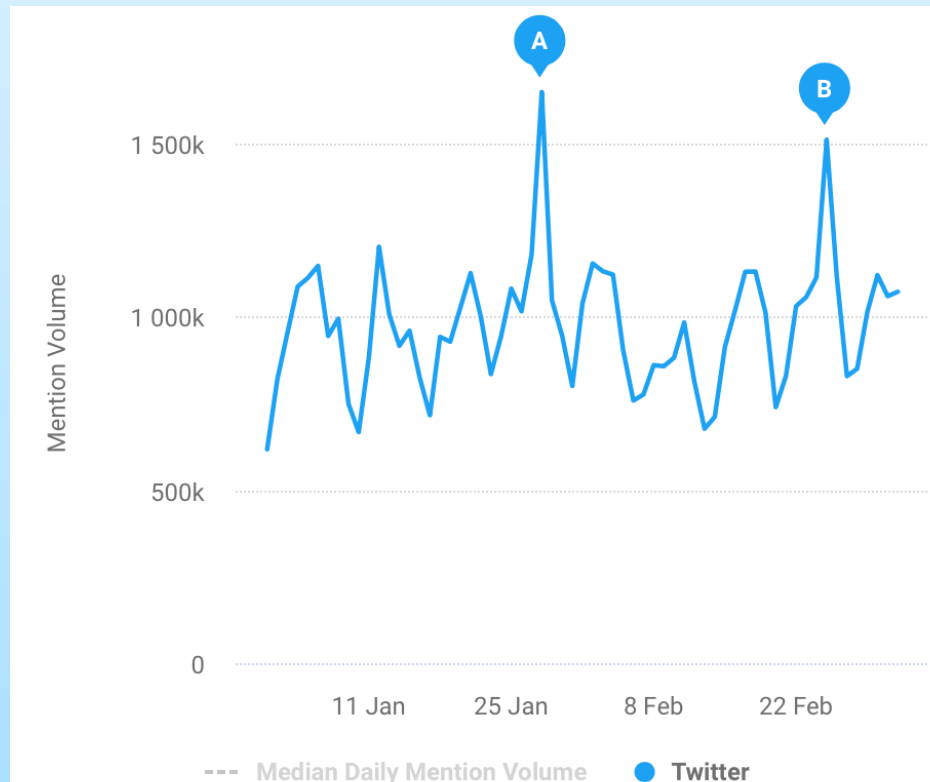


Emotion on Twitter



Gender on Twitter



SPIKE ANALYSIS ON TWITTER

Two spikes were found in the data. One on Jan 28th (Spike A) and another on Feb 25th (Spike B).

Spike A- Jan 28, 2021: Volume was 68% higher than usual. On this day, it was known as Bell's Let's Talk day. The purpose of this day was to encourage conversations on mental health. A flag was raised in Toronto at their city hall to raise awareness of this day. The top retweeted tweet used the #bellletstalk and received an estimated 482,555 mentions. Another popular tweet was making fun of a TikTok of two teenagers spreading misinformation on the Covid-19 pandemic. The tweet received an estimated 44,208 mentions.

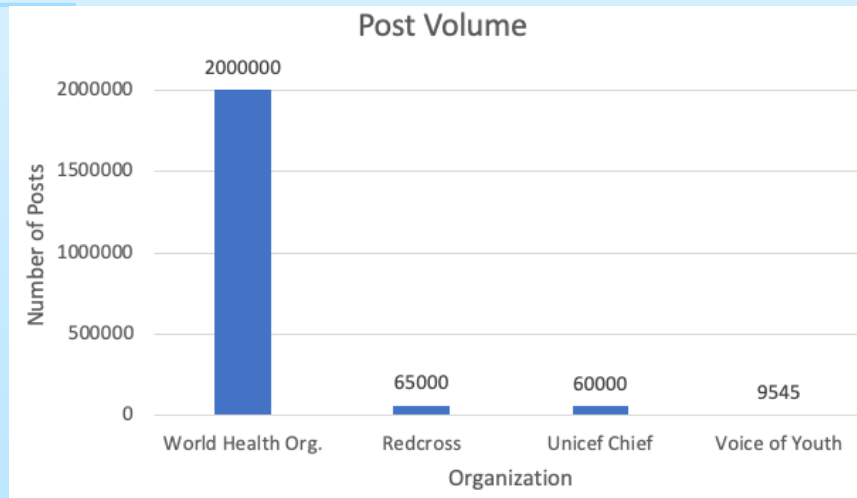
Spike B- Feb 25th, 2021: Volume was 53% higher than usual. The hashtag #modi_job_do received an estimated 188,791 mentions.. The conversations under this hashtag were about the importance of education in India.

COMPETITION

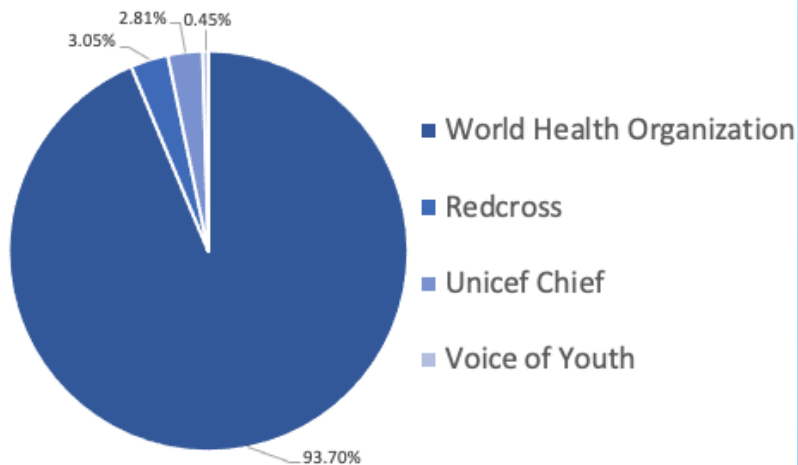
29

POST VOLUME

Out of Unicef's competition, the World Health Organization is their leading competitor with total mentions at 2 million as compared to the other competitors. As their biggest competitor, WHO posts significantly more than UNICEF's other competitors.



Share Volume

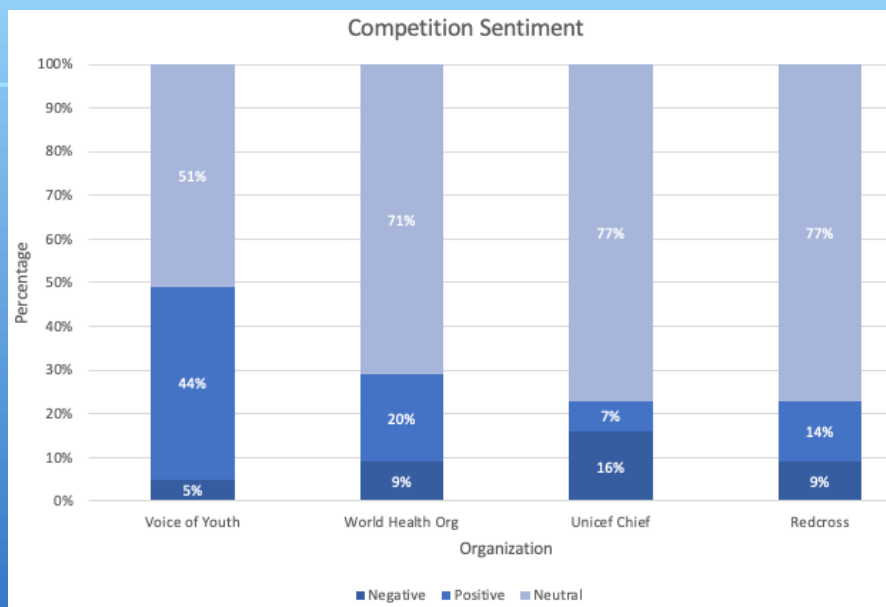



SHARE VOLUME

Again with shared volume, the World Health Organization makes up the largest portion of the data with 93.70%. This reveals how much World Health Organization posts in relation to UNICEF's other competitors.

SENTIMENTS

The sentiments reveal that people are generally neutral when mentioning these competitors. Voices of Youth tends to receive more positive sentiments as compared to UNICEF's other competitors solely due to the fact that their content is centered around children and their accomplishments.



A large group of African children, mostly girls, are shown from the chest up, wearing bright blue t-shirts. They have white paint smeared on their faces and have their hands raised in the air, palms facing forward. The children are smiling and appear to be celebrating. The background is a light blue wall. A semi-transparent white rectangular box is centered over the image, containing the text "THE END" in large, bold, black capital letters.

THE END