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MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

ADPR 5750

DOCTORS WITHOUT BORDERS



By: Ava Beasley, Melissa Drake, Sydney McKay,
Hallie Goolsby

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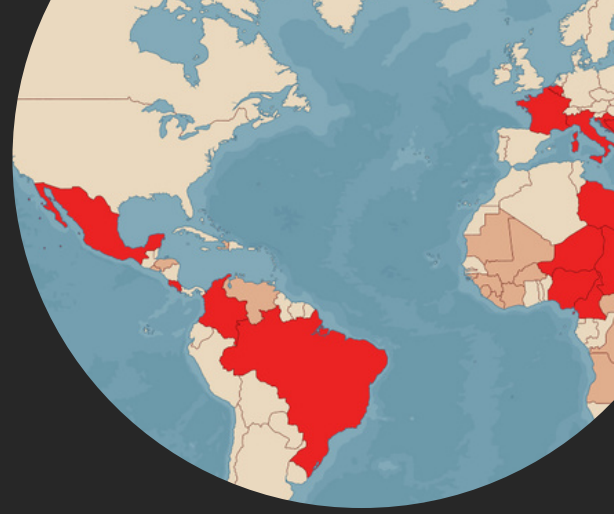
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EXECUTIVE SUMMARY

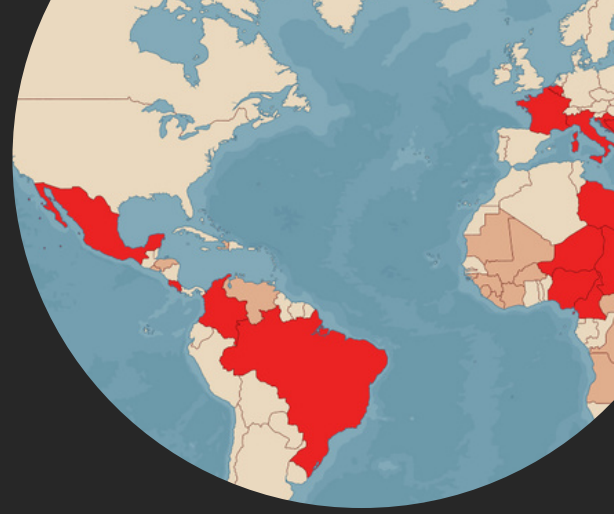


Founded in 1971 in Paris, France, Doctors Without Borders has become a renowned international humanitarian and medical organization. Doctors Without Borders holds a team of more than 60,000 staff members, providing medical aid to 70+ countries, regardless of gender, race, religion, and political affiliation. Doctors Without Borders dedicates their resources and aid to care for those who have been affected by the unthinkable, providing the highest level of care to millions of people around the world through accountability and transparency.

The main objective of this report was to analyze data through different datasets of owned and earned media, their competitors' data, and topic datasets that are consistent with the Doctors Without Borders organization. Our hopes throughout analyzing this data were to find areas where Doctors Without Borders fell short across their social media platforms, in specific areas such as engagement, posting habits, and delivery. We also analyzed what Doctors Without Borders did well, and how they could take advantage of these aspects to an even greater extent through reaching a larger target audience with even more engagement and impact.

STATEMENT OF BUSINESS PROBLEMS

With extensive data analysis of the Doctors Without Borders social media platforms through different datasets, such as owned and earned media, we found that Doctors Without Borders receives a lot of positive sentiment from users. However, we found that the organization could stand to better understand their audience and further curate and produce more content with their audience's interests in mind. We also found that Doctors Without Borders lacks a lot of engagement and conversation from users on several of their social media platforms, such as Reddit and Instagram.



DATA SUMMARY

DATE RANGE: January 15-October 15, 2021.

VOLUME

- Owned data: 305 tweets
- Earned data: 77,330 total mentions
- Competition data: 803,490 total mentions

PLATFORMS: Instagram, Twitter, Reddit

TOOLS: Brandwatch, Keyhole

DATA LIMITATIONS: There was little to no data on both Reddit and Instagram in some categories within different datasets, hindering our ability to make recommendations for these platforms.

KEY PERFORMANCE INDICATORS

ENGAGEMENT: Analyze Twitter retweets, replies, and mentions, as well as Instagram and Reddit mentions, to see which posts and topics are sparking the most engagement and conversation.

SHARE OF VOICE: Record the volume measurements of Doctors Without Borders posts in comparison to the organization's competitors. SOV will help to analyze important and applicable topics and conversations that are relevant to the organization.

SENTIMENT: Analyze the dispositions of conversations and attitudes towards Doctors Without Borders to evaluate which topics of conversation provoke negative, neutral, and positive sentiments.

RECOMMENDATIONS

1 INCREASE DONATIONS POSTS

The main reason DWB has a social media presence is to produce donations to the organization through social engagement. We suggest increasing donation posts that include call-to-action hashtag types, the organization's URL in the copy, and an image assisting the copy in the form of either a graphic, picture, or mixed media graphic to maximize donations.

2 COLLABORATION WITH OTHER NONPROFITS

We found that posts mentioning other nonprofits produced great engagement, with mention of other nonprofits ranking first in mention type of retweets and second in the URL category for retweets. We suggest increasing collaborations with other nonprofits, such as INARA, to bring more brand awareness and therefore increase the potential amount of donations to both DWB and the collaborating organization.

3 INCORPORATE VIDEOS AND IMAGES

We suggest growing engagement with tweets that contain videos and images in efforts to grab the viewers' attention by including more call-to-action hashtags and focus the theme of the videos on trending topics such as fundraising, medicine, and politics. Videos, specifically, are a great way to showcase the work of helping millions of people. Videos could help provide vital information to users on trending and important topics, while ultimately increasing the amount of retweets.

4 CREATE NEWSWORTHY CONTENT AND EMERGENCY UPDATES

We suggest that posts created by DWB include call to action phrasing as well as news and updates in the content provided. When looking at the spikes, there was high engagement with posts regarding newsworthy content and emergency updates. For example, when the FDA approved the Pfizer vaccine, there was over 150K mentions regarding the topic. Groundbreaking research as well as policy change regarding the Covid-19 vaccine produces large amounts of interactions and engagement.

5 PROVIDE TRANSPARENT INFO REGARDING THE COVID-19 VACCINE

We suggest being transparent regarding the Covid-19 vaccine, as well as provide a plethora of information. Negative sentiments for both men and women regarding the vaccine were very high. Most individuals were concerned about side effects and contents of the vaccine. Making this information public knowledge in content across platforms could provide more positive sentiments regarding DWB in this specific conversation.

RECOMMENDATIONS

6

SHARE GEOGRAPHIC LOCATIONS OF COVID-19 IMPACT

We found that people react strongly to making the Covid-19 vaccine accessible all around the world. Top posts that stimulated the most engagement were ones regarding the manufacturing of both Pfizer and Moderna vaccines. We suggest producing posts that highlight essential geographic information regarding where people are most affected by Covid-19, which will lead to higher engagement, positive sentiments, and donations to DWB.

7

INCREASE SOCIAL MEDIA PRESENCE THROUGH INFLUENCERS

Collaborating with social media influencers, those with a substantial amount of followers and engagement, is a great way to increase brand recognition and awareness. We have found the best influencer to generate buzz around Doctors Without Borders is Twitter user @YourAnonRiots, who has 86,837 followers and high engagement. This account shares content that aligns with Doctors Without Borders' key buzz and mentions words, such as healthcare, cyber security, and news about international affairs and wars. By partnering with this account Doctors Without Borders will be able to reach thousands of new audience members.

8

INCREASE STATISTIC BASED CONTENT REGARDING FUNDRAISING

Data proved that users were interested in factual content, with infographics and statistics ranking third overall for highest amount of Twitter retweets by image (media) content. We suggest that DWB create posts regarding fundraising efforts, such as content including graphs and infographics, as well as call to action hashtags showing donation progress and efforts to maximize donations, conversation, and engagement.

9

INCREASE POSITIVITY TOWARDS THE ORGANIZATION

Though the overall discourse, URLs, and hashtags used in mentions involving our competition's data were very similar to our organization's data, the sentiment of the competition's mentions was significantly more positive than DWB. In order to associate the organization more positively, we recommend that they feature more content related to positive outcomes from their work, praising healthcare workers, inspiring stories, advocating for petitions and policy, and positive involvement overall. Tweets focused on donations, medicine, and politics showed stronger success, so leveraging those in a positive light will increase engagement and positive sentiment.

10

INCREASE VARIATION IN URLS

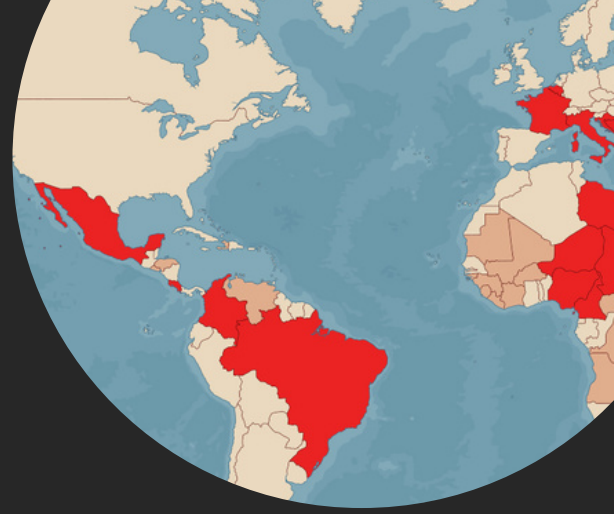
Within the competition's data, the top performing posts with URLs all featured links to news sites, some of which also encouraged donations to organizations such as Unicef. Our data has already shown that newsworthy content receives higher engagement, so we suggest that DWB not only cover new stories themselves, but also reach out to news organizations to gain coverage of their part in assisting crises as well as outside promotion for donations.



DOCTORS WITHOUT BORDERS

OWNED DATA

DWB OWNED DATA EXECUTIVE SUMMARY



The data set we have analyzed includes 305 tweets from Doctors Without Borders USA (@MSF_USA). Tweets were gathered from the time of January 15th to October 15th, 2021. This time period was chosen due to the impact of the new Omicron variant, holidays, and general increase in class disparities as well as environmental crises.

Throughout this dataset report we will be analyzing posts made by Doctors Without Borders and their production of different metrics of engagement.

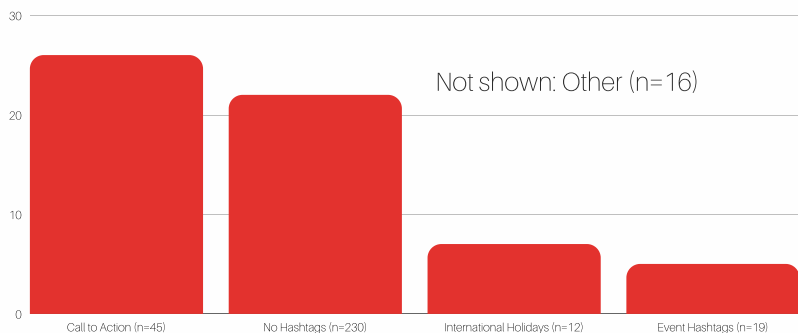
We aim to:

- Explore how different aspects of posts including theme, hashtags, image content, media type, URLs, and mentions play individual roles in engagement from users.
- Determine why PR releases for media type produced the highest number of retweets, as well as understanding why users don't react as well when videos are included in posts.
- Discover why the absence of hashtags within posts creates more of an increase in engagement.
- Determine why survivor stories and quotes don't perform as well in terms of engagement when it's the theme of the tweet or image content.

Throughout our report, we hope to uncover what will drive the most engagement from users and how to maximize efficiency by analyzing each of these categories.

METRICS MEASURED BY AVERAGE NUMBER OF RETWEETS

Average Number of Retweets by Hashtags

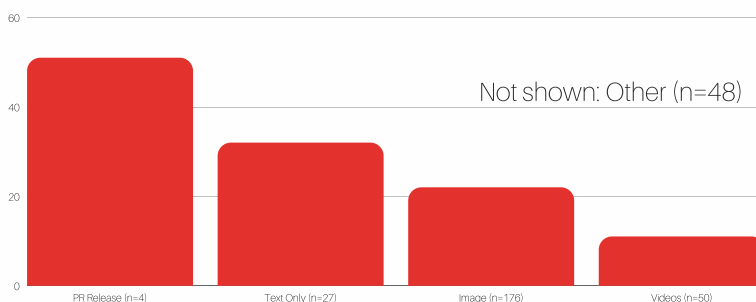


Row Labels	Average of Twitter Retweets
Call to Action (N=45)	25.93
No Hashtags (N=230)	21.84
International Holidays (N=12)	7.25
Event Hashtags (N=19)	5.26
Grand Total	20.78

Tweets with hashtags that evoke a call to action obtained the highest average of retweets at 26%. Tweets with no hashtags took second place, even though those tweets made up 75% of the entries. Even though they were the mode of the category, they likely took second place because tweets associated with a call to action also got high engagement across most other categories.

Average Number of Retweets by Media Type

Tweets headlining PR releases secured an average of 51% of the retweets, despite representing only 1% of the sample tweets, which is potentially because they offer more high-valued and current information than other posts. The most common media type by far, images, only resulted in 22% of the engagement metric.

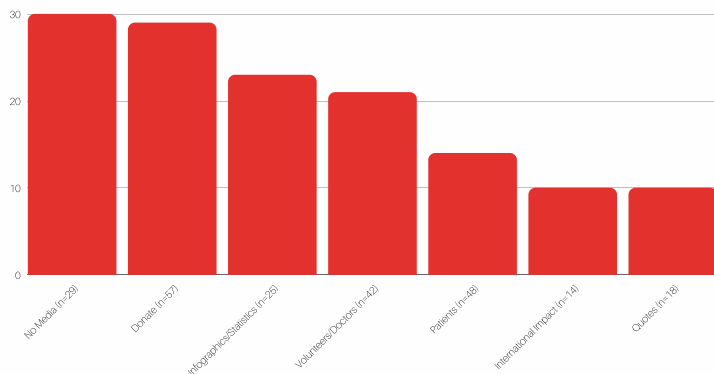


Row Labels	Average of Twitter Retweets
PR Release (n=4)	51.00
Text Only (n=27)	32.04
Image (n=176)	22.09
Videos (n=50)	11.40
Grand Total	21.51



METRICS MEASURED BY AVERAGE NUMBER OF RETWEETS

Average Number of Retweets by Image (Media) Content

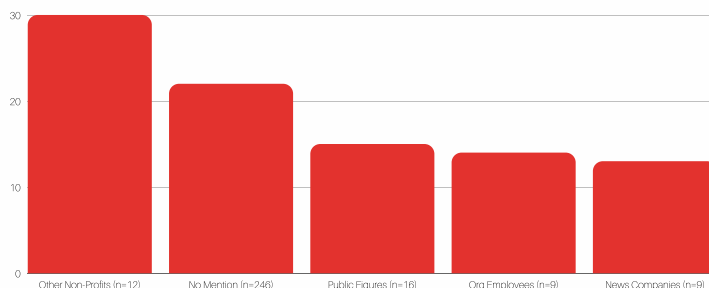


Row Labels	Average of Twitter Retweets
No Media (n=29)	30.14
Donate (n=57)	29.21
Infographics/Statistics (n=25)	22.88
Volunteers/Doctors (n=42)	21.40
Patients (n=48)	13.56
International Impact (n=14)	10.00
Quotes (n=18)	9.78
Grand Total	21.36

Besides tweets with no media, posts calling for donations received the highest average of retweets. Tweets spreading information or showcasing their volunteers also held a steady percentage of engagement. The top categories all maintained similar percentages.

Average Number of Retweets by Mentions

Tweets tagging other non-profits garnered 30% of retweets. Considering the mention type is only 4% of the sample and the second strongest type makes up 81%, this is a relevant metric.

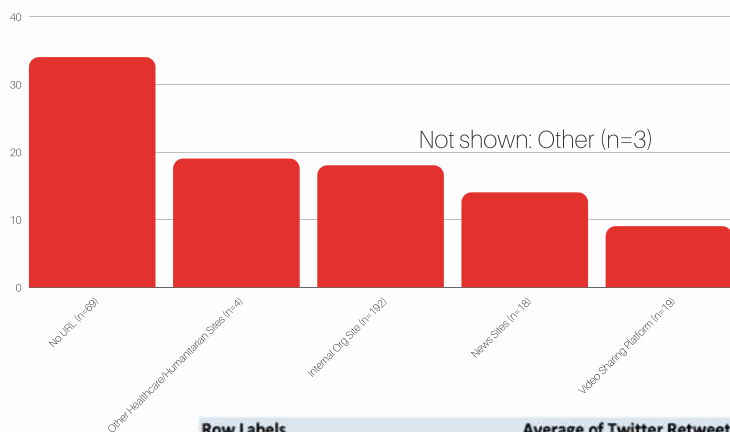


Row Labels	Average of Twitter Retweets
Other Non-Profits (n=12)	29.58
No Mention (n=246)	21.93
Public Figures (n=16)	15.44
Org Employees (n=9)	13.56
News Companies (n=9)	13.44
Org (n=8)	10.00
Grand Total	21.07



METRICS MEASURED BY AVERAGE NUMBER OF RETWEETS

Average Number of Retweets by URL Type

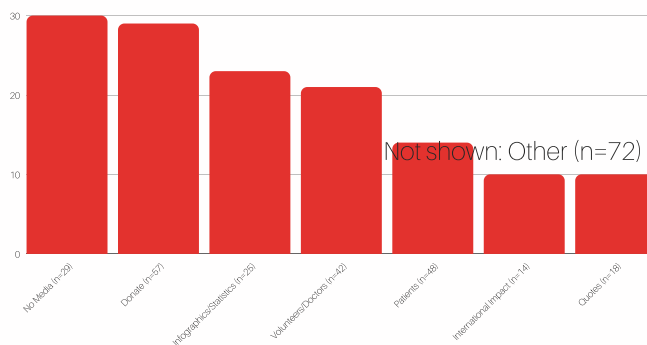


Row Labels	Average of Twitter Retweets
No URL (n=69)	34.03
Other Healthcare/Humanitarian Sites (n=4)	18.50
Internal Org Site (n=192)	18.15
News Sites (n=18)	13.78
Video Sharing Platform (n=19)	9.37
Grand Total	20.97

Tweets with no URL obtained the highest average of retweets. The difference in the spread of the remaining hyperlink types isn't statistically significant, despite the counts varying.

Average Number of Retweets by Image (Media) Content

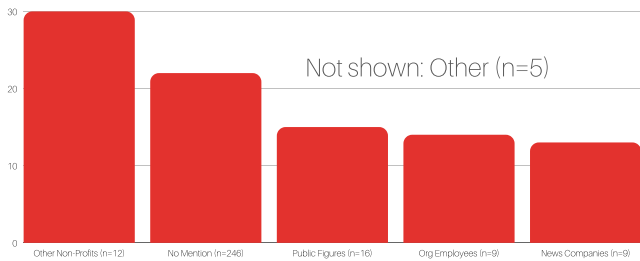
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DOCTORS WITHOUT BORDERS

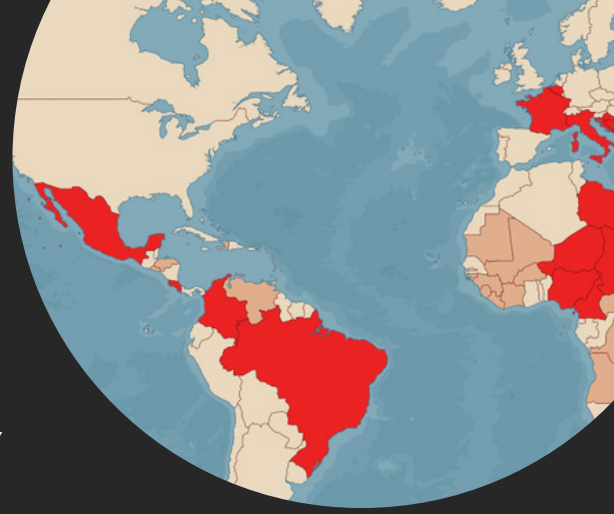
EARNED DATA

ORGANIZATION & COMPETITION



DOCTORS WITHOUT BORDERS
**ORGANIZATION
DATASET
ANALYSIS**

DWB ORGANIZATION DATASET EXECUTIVE SUMMARY



There were 77,330 total mentions within our organization's dataset. Metrics were analyzed from three different social platforms, including Twitter, Reddit, and Instagram. Posts were gathered from January 15th to October 15th, 2021. This time period was chosen to examine the impact of the new Omicron variant, holidays, and general increase in class disparities as well as environmental crises.

Throughout this report we will be analyzing topics related to Doctors Without Borders and their production of different metrics of engagement. We aim to:

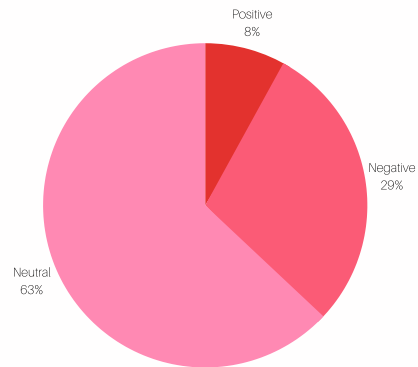
- Explore how user sentiments played a role in conversations on Twitter, Reddit, and Instagram based on current events and disparities.
- Locate where most users who interact with Doctors Without Borders reside.
- Discover different demographics of users, specifically gender.
- Evaluate which posts made by Doctors Without Borders caused spikes in engagement, resulting in an overall increase of volume and mentions.
- Uncover which social media platforms and hashtags produced the most volume and engagement from users.

Throughout our report, we hope to uncover what will drive the most engagement from users and how to maximize efficiency by analyzing each of these categories.

ORGANIZATION DATA

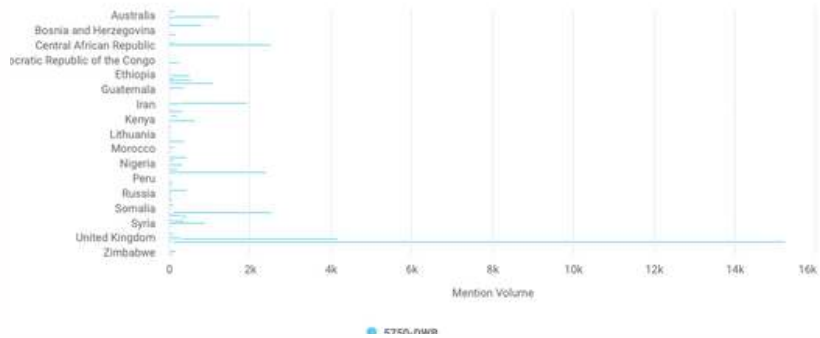
TWITTER SENTIMENT

- Positive: donations, praising organization workers, community involvement, inspiring stories, awards, increased resources
- Negative: disease, malnutrition, increase famine threats, lack of medicine, denial of human rights, blood shortages, unsafe drinking water



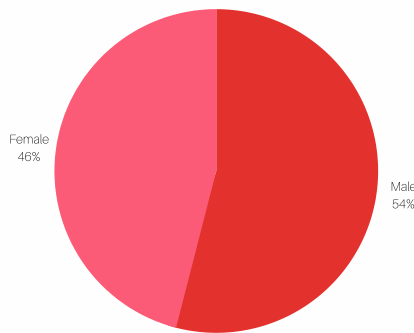
TWITTER GEOGRAPHY

- Majority of the users reside in the United States, with their mention volume being much higher than any other region at 15% of the total volume. This is followed, in order, by the US, Ethiopia, Canada, Pakistan, and India.

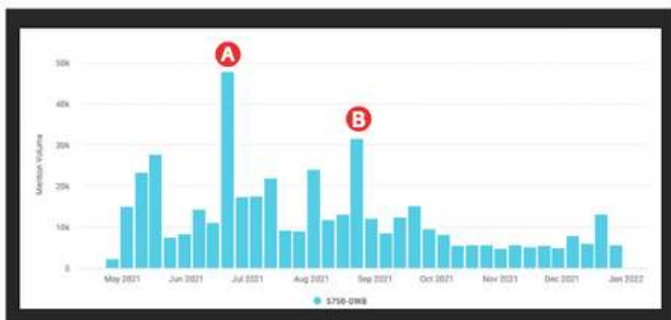


TWITTER DEMOGRAPHICS

- Gender is split somewhat evenly on Twitter between male (54%) and female (46%).



SPIKE ANALYSIS

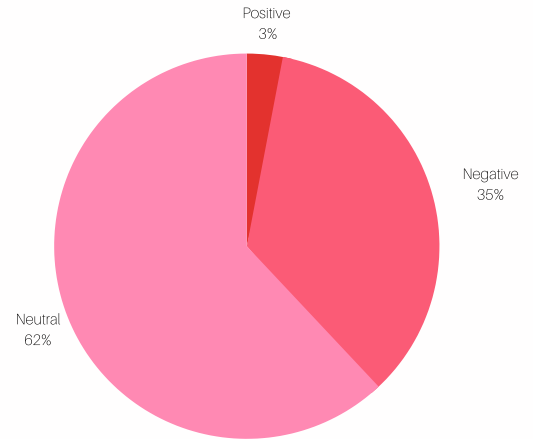


- A** 6/21/21 - Tigray genocide. Article from the guardian.com mentioned 3251 times & #tigray mentioned 11173 times. DWB raised awareness about this event on a global scale.
- B** 8/23/21 - Hospitals in Tigray looted. A pbs.twimg.com article mentioned 4592 times. #neveragain4tigray mentioned 2078 times. DWB updated followers regarding the event and raise money for relief.

ORGANIZATION DATA

INSTAGRAM SENTIMENT

- Positive: donations, improving healthcare, saving lives
- Negative: hospitals and healthcare workers facing challenges, airstrikes and attacks, malnutrition, the dead and wounded, brutality

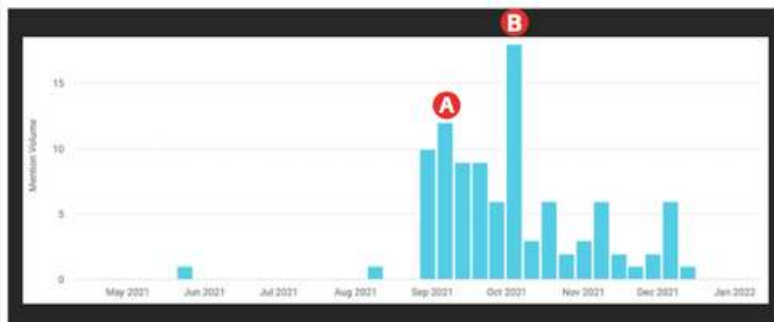


INSTAGRAM GEOGRAPHY

- There was no data available in Brandwatch regarding the geographic spread within Instagram

INSTAGRAM DEMOGRAPHIC

- There was no data found in Brandwatch regarding the gender demographics for Instagram.



9/2/21 - Anniversary posts regarding the burning of a camp in Greece. There are 12 mentions.

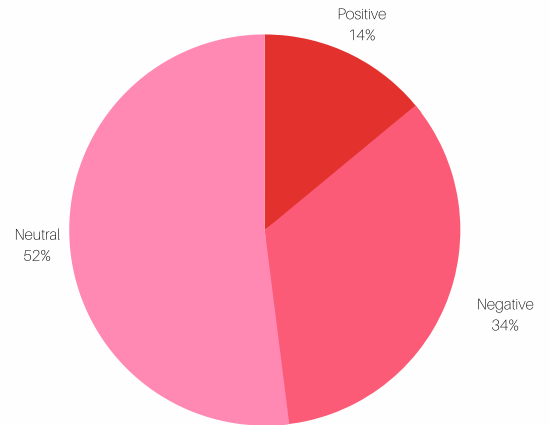


10/4/21 - 16 mentions of Afghanistan regarding suicide bomber.

ORGANIZATION DATA

REDDIT SENTIMENT

- Positive: pro bono legal aid, donations, world leadership, cryptocurrency, charities, vaccines, humanitarian groups
- Negative: airstrikes, missions, financial support, hospital locations being bombed, big pharma, vaccines



REDDIT GEOGRAPHY

- There was no data in Brandwatch describing the geographic demographics within Reddit.

REDDIT DEMOGRAPHIC

- There was no data available regarding the demographic spread within Reddit.



ORGANIZATION DATA

INFLUENTIAL USERS

Twitter:


- The top influential user on Twitter was @YourAnonRiots with 86,837 followers and 18,462 retweets within the user's last 100 tweets. They describe themselves as a "digital activist." They usually share content about healthcare, cyber security, and news about international affairs and war.

AUTHOR NAME	SOURCE	MENTIONS	AVERAGE
@Alima1000	twitter.com	939	98
@MSF	twitter.com	435	23555
@MSF_USA	twitter.com	394	46130
@SamiAlaubahi	twitter.com	381	1492
@YourAnonRiots	twitter.com	297	9870
@JuhedMaryam	twitter.com	243	153
@mubarakbashir83	twitter.com	226	0
@MSF_ind	twitter.com	220	5694
@DigitalArtLeos	twitter.com	206	6
@MSF_canada	twitter.com	178	10234
Total for top authors		3519	

INFLUENTIAL USERS

Twitter:

- No significant data regarding influential users is available due to the very low number of mentions and lack of continued engagement.

Top Influencers ⓘ				Export ▾
Author Name	Source	▼ Mentions	Reach	
 natgeo	instagram.com	1	2076808	

INFLUENTIAL USERS

Reddit:

- There was no data at all to report regarding influential users through Reddit in Brandwatch.

ORGANIZATION DATA

TWITTER VOLUME

- The number of total mentions in our organization data within Twitter was 610,589 between January 15, 2021 and October 15, 2021, which is the highest number of mentions by content source.

Total Mentions

610.59k / ↗ 4717%
Previous period: 12.68 K

INSTAGRAM VOLUME

- The number of total mentions in our organization data on Instagram was 69 mentions within the time period of January 15, 2021 to October 15, 2021.

Total Mentions ⓘ

69 / ↗ %
Previous period: 0

REDDIT VOLUME

- The number of total mentions in our organization's data on Reddit was 51,000 between the time period of January 15, 2021 and October 15, 2021. This is significantly higher than the number of mentions on Instagram.

Total Mentions ⓘ

51k / ↗ 3955%
Previous period: 1249

ORGANIZATION DATA

TOP HASHTAGS

Twitter:

- The top hashtag used on twitter was #tigray with 81,203 uses.
- The second more used hashtag was #tigraygenocide with 68,723 tweets.
- The third top hashtag was #ethiopia with 31,182 uses.

TOP HASHTAGS

Instagram:

- The top hashtags on Instagram was #afghanistan with 58 uses.
- #doctorswithoutborders was the second top hashtag with 25 uses.
- The third significant hashtag was #msf with 23 uses on Instagram.

TOP HASHTAGS

Reddit:

- No relevant or significant hashtags regarding the organization are displayed within our BrandWatch analysis.

THEMES

Totals from each boolean are all at least 5% and all topics make up 50% of data.

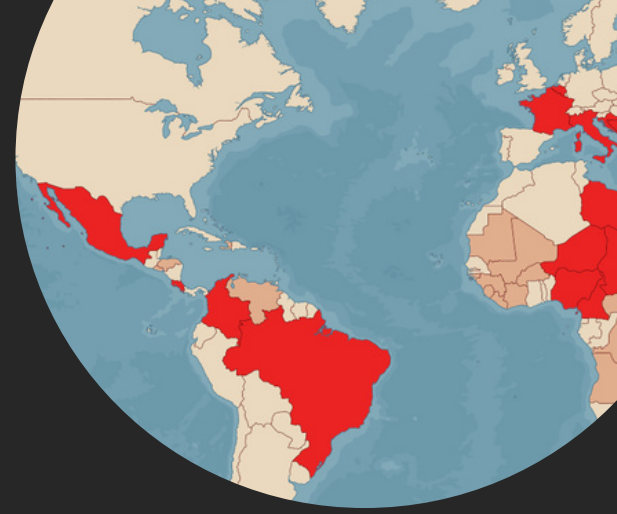
- 1** Theme: Covid Vaccines; boolean: "vaccines" OR "covid vaccine" OR "covid vaccines" OR "coronavirus vaccine" OR "coronavirus vaccines" OR "vaccine equity" OR #vaccineequity OR #vaccine OR #vaccines OR #freethevax OR "free the vax" OR "coronavirus" OR "covid" OR "covid-19"; N=48,995; 13.91% of all posts
- 2** Theme: Humanitarian Groups; boolean: #humanitarian OR "humanitarian"; N= 54,327; 12.55% of all posts
- 3** Theme: Doctors; boolean: "doctors" OR #doctors; N=111,258; 6.13% of total posts
- 4** Theme: Aid; boolean: "aid" OR #aid, N = 59,584; 8.74% of total posts
- 5** Theme: Help; boolean: "help" OR "#help N = 61,122; 8.96% of all posts





DOCTORS WITHOUT BORDERS
**COMPETITION
DATASET
ANALYSIS**

DWB COMPETITION DATA EXECUTIVE SUMMARY



Our competition dataset consisted of 803,490 mentions, sourced solely through Twitter. As with our organizational data, posts were collected from January 15th 2021 through October 15th 2021.

- Using BrandWatch and our boolean queries, we identified our top 3 competitors on Twitter to be @unicef, @usaid, and @wfp.
- Similarly to what we uncovered in our organizational data findings, our competition's mentions were also mainly from The United States and consisted of a slight majority of male users.
- The competition data, however, revealed a more even spread between negative and positive sentiment.

The conversation within this data set focused primarily on drawing attention to current events and crises, as well as humanitarian funding sites that assist in those events.

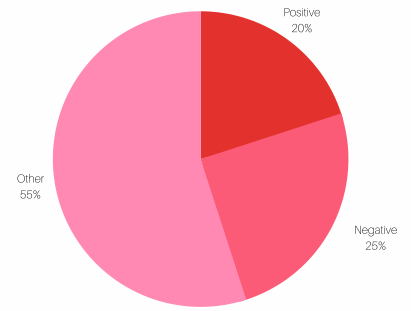
Through the insights we've gained on different demographics, engagement data, and analyses, we hope to uncover the reasoning behind their performance and provide recommendations for successful positive replication.

COMPETITION DATA

SENTIMENT

Twitter:

- Positive: endorsements for representatives, praising organization workers, signing petitions, policy advocacy, inspiring stories, donations, awards, encouraging participating with the organization
- Negative: genocides, disease, malnutrition, increase famine threats, lack of medicine, denial of human rights, blood shortages, unsafe drinking water, discrimination against children with disabilities

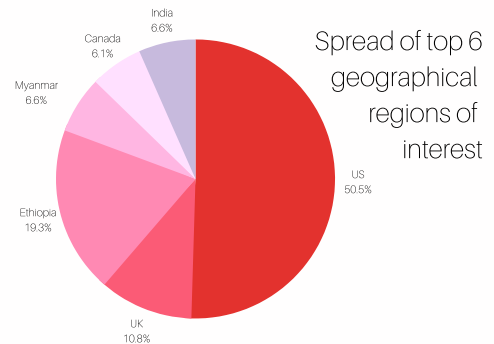


GEOGRAPHY

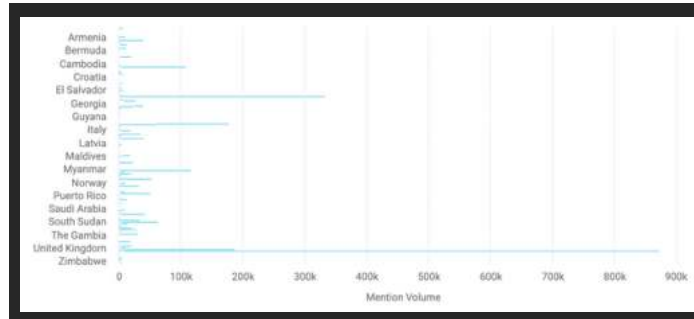
Twitter:

The volume of our competitors' mentions varies widely among many different countries, but the most popular region by far is the United States of America.

Ethiopia, the United Kingdom, India, Myanmar, and Canada are the next most common regions of discourse, respectively.

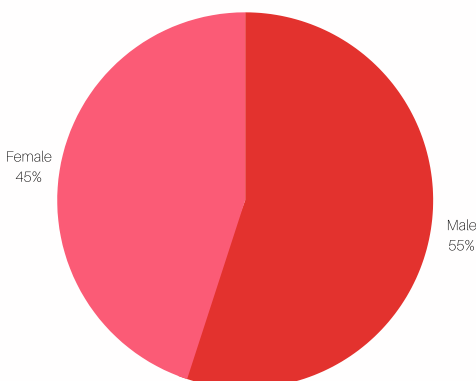


Spread of top 6 geographical regions of interest



GENDER

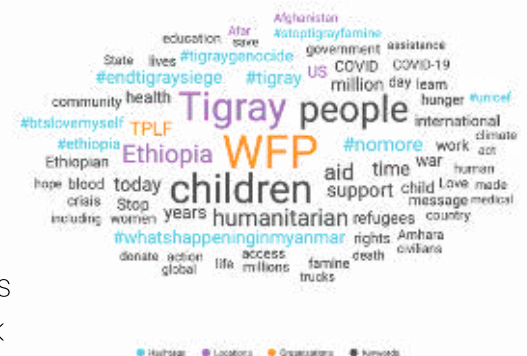
- There is a slight majority of male users, making up 55% of the competition's data.



TOP HASHTAGS

Twitter:

- Top Hashtags:
 1. #nomore 86k mentions
 2. #whatshappeninginmyanmar 74k mentions
 3. #tigray 77k mentions
 4. #endtigrayseige 74k mentions



COMPETITION DATA

TOP URLS

Twitter:

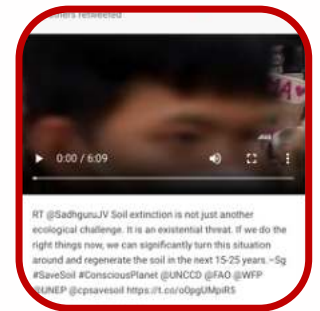
The URLs that received the highest number of retweets within our competition's data featured links related to humanitarian discussions that draw attention towards the human rights issues that organizations like ours address, and to donations, specifically UNICEF.

Top Shared URLs	Volume
https://www.globalcitizen.org/en/content/bts-unicef-love-myself-help-children/?utm_source=social_twitter&utm_medium=Global+Citizen&utm_campaign=general&utm_content=editorial%2CGC+Life%2CTraffic	8318
https://www.nytimes.com/2021/11/17/world/africa/ethiopia-graysan-detention.html	5989
https://globenewsnet.com/news/usaid-warns-worsening-humanitarian-situation-in-tigray-with-continued-blockade-and-forced-eviction-in-western-tigray/	5000
https://www.bloomberg.com/news/articles/2021-10-31/prove-i-can-solve-hunger-and-i-ll-sell-some-stock-musk-says?cmpid=socialflow-twitter-business&utm_medium=social&utm_source=twitter&utm_campaign=socialflow-organic&utm_content=business	4992
https://www.amnesty.org/en/latest/news/2021/11/ethiopia-tigrayans-targeted-in-fresh-wave-of-ethnically-motivated-detentions-in-addis-ababa/	4868
https://www.freemalaysiatoday.com/category/nation/2021/10/26/ain-to-speak-at-unicef-conference-on-violence-against-children/	4611

TOP RETWEETS

Twitter:

The top Twitter retweets (featured below) contain information about the Taliban, genocides, lack of medication, and lack of access to food and water. All of these topics correspond to content related to and discussed by Doctors Without Borders as well as organizations similar to theirs.



TWITTER THEMES

Twitter:

Popular Twitter themes contain similar topics of the most retweeted tweets, including genocide, lack of medication, food, and water.

Twitter Themes	5750-DWB	Oct 15, 2021 - Jan 15, 2022	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
globalcitizen.org/en/content/bts-unicef-love-myself-help-children/?utm_source=socia...			93	8225	8318	6036374
nytimes.com/2021/11/17/world/africa/ethiopia-graysan-detention.html			3107	2881	5989	8065396
globenewsnet.com/news/usaid-warns-worsening-humanitarian-situation-in-tigray-wit...			193	4805	5000	6478065
bloomberg.com/news/articles/2021-10-31/prove-i-can-solve-hunger-and-i-ll-sell-som...			7	4984	4992	66547932
amnesty.org/en/latest/news/2021/11/ethiopia-tigrayans-targeted-in-fresh-wave-of-et...			3279	1588	4868	5425007
freemalaysiatoday.com/category/nation/2021/10/26/ain-to-speak-at-unicef-conferen...			147	4463	4611	5751428
reuters.com/business/healthcare-pharmaceuticals/doctors-say-lives-are-lost-hospita...			2195	1923	4120	4577375
france24.com/en/africa/20210917-hundreds-of-aid-trucks-not-returned-from-ethiopia...			2016	1768	3785	1472847
politico.com/news/2021/11/14/samantha-power-usaid-future-515606			287	3022	3310	4184739
news.un.org/en/story/2021/07/1096762			1503	1254	2757	3067982

COMPETITION DATA

MOST MENTIONED

Twitter:

The most mentioned users on twitter were @unicef, @usaid, and @wfp. They each also received the highest number of impressions.

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
@unicef	89877	201914	291791	2976013349
@usaid	87964	178189	266173	1122459785
@wfp	54974	148486	204461	894840569
@un	68129	115596	183727	335676923
@con	61937	95345	157283	238397994
@sectinken	41453	90126	131579	141482726
@potus	38031	83062	119093	191992134
@powerusaid	23849	80437	104287	176560592
@hrw	28585	59173	87758	98399534
@unhumanrights	32363	45324	77687	78504071

TOP INFLUENCERS

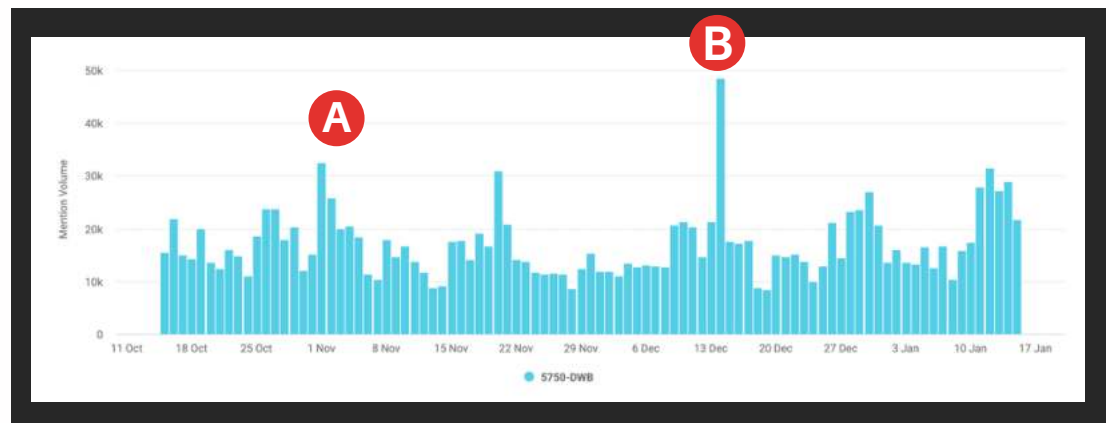
Twitter:

The top influencer was @YourAnonRiots with 688 followers and 54 retweets over the user's last 100 tweets.

AUTHOR NAME	SOURCE	MENTIONS	AVERAGE
@Zzziper11	twitter.com	7	0
@zzzreum	twitter.com	7	0
@zzzqjh	twitter.com	7	0
@zzzbeime	twitter.com	7	0
@zzzach5	twitter.com	7	0
@zzz_hamed	twitter.com	62	0
@zzzprosper	twitter.com	7	0
@zzkvenus	twitter.com	7	0
@zzwa49377232	twitter.com	186	0
@zzzmr1	twitter.com	7	0
Total for top authors		304	

SPIKE ANALYSIS

Twitter:



11/1/21: 32K mentions. Elon Musk donating \$6 Bill to the World Food Programme if they can prove that he can solve world hunger. Bloomberg article mentioned 1916 times and #ElonMusk had 849 mentions.




12/14/21: 48K mentions. Coup De Etat in Myanmar. #helpmyanmarprisoners had 26,389 mentions, and shared links from PBS 4,578 times.



DOCTORS WITHOUT BORDERS

TOPIC DATASET ANALYSIS

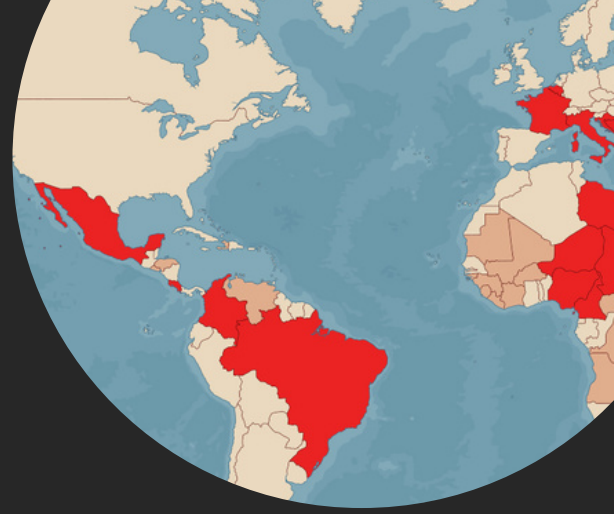


MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

DWB

TOPIC DATA

EXECUTIVE SUMMARY



Overall, there were 9.59 million total mentions. We chose to analyze Reddit and Twitter first because those social media platforms produced the most results. We analyzed data from January 15th-October 15th, 2021. Majority of the sentiments in each social media platform consisted of neutral sentiments towards the Covid-19 vaccine, including both Pfizer and Moderna.

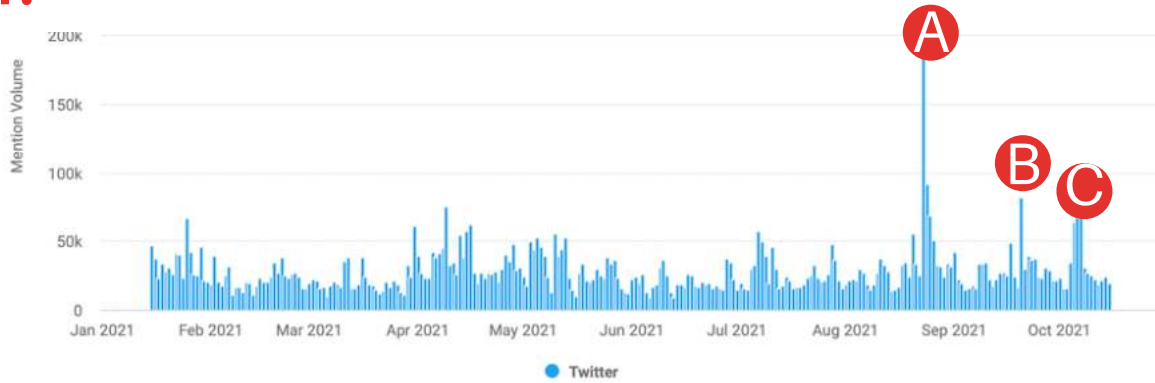
- The top locations for all social media platforms were North America and Europe.
- Conversations within each platform had topics of Moderna and Pfizer Covid-19 vaccines, as well as doses and the side effects that came with each dose.
- The FDA approval of the Pfizer vaccine caused a major spike in conversations on both Twitter and Reddit.
- The success rate in both Moderna and Pfizer vaccines, as well as drop in Covid-19 cases were matched with positive sentiments.
- Covid-19 vaccine side affects, vaccine related deaths and protests, as well as taxes contributing towards vaccine mandates were met with negative sentiments.

Overall, the topics of Covid-19, Moderna, and Pfizer produced heavy and important analyzations and results that were relevant to the work of Doctors Without Borders.

TOPIC DATA

SPIKE ANALYSIS

Twitter:



A

August 23, 2021: The FDA officially approved the Pfizer coronavirus vaccine. The Washington Post link was shared thousands of times with a push from top authors to get vaccinated.

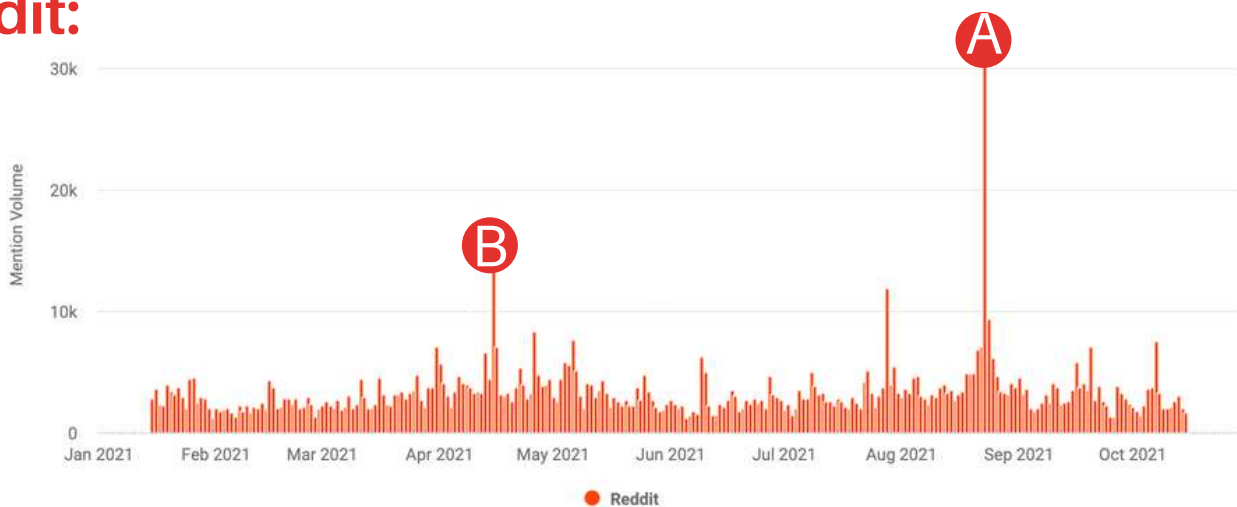
B

September 20, 2021: Pfizer states that their trial was highly effective in children ages 5-11. Tweets reporting the news as well as tweets concerned about children circulated.

C

October 7, 2021: A whistleblower from Pfizer leaks a statement on the use of fetal tissue. This leads to concern and negative sentiment from twitter authors.

Reddit:



A

August 23, 2021: The FDA officially approved the Pfizer coronavirus vaccine. A thread with thousands of posts was trending regarding mandates.

B

April 16, 2021: Pfizer CEO states that a possible third dose of the Covid-19 Vaccine would need to be administered in the next 12 months. This sparked controversy in opinions in mentions.

TOPIC DATA

SENTIMENT

Twitter:

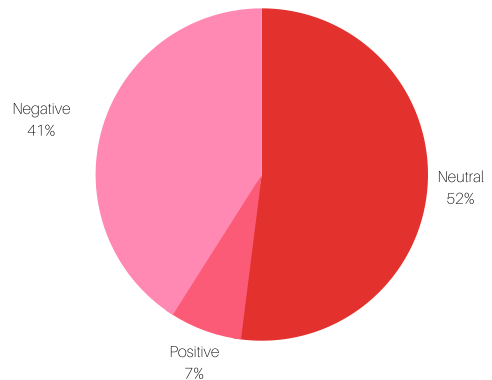
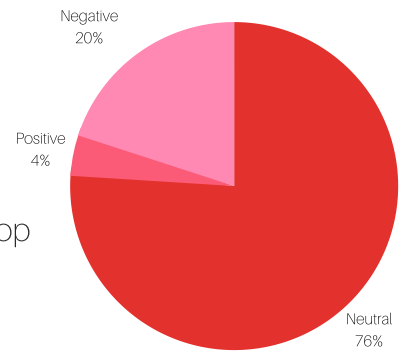
Positive: success rate of the Moderna and Pfizer vaccines, vaccine booster shots, drop in COVID-19 cases

Negative: COVID-19 vaccine side effects, vaccine related deaths, vaccine mandate protests

Reddit:

Positive: success rate of the Moderna and Pfizer vaccines, minor to no vaccine symptoms, recovering from COVID-19

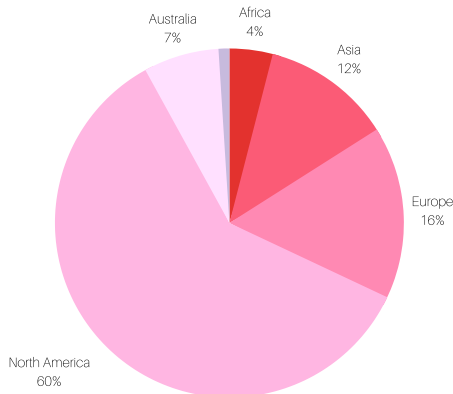
Negative: COVID-19 vaccine side effects, taxes paying for mandated vaccines, anti-vax messaging



GEOGRAPHY

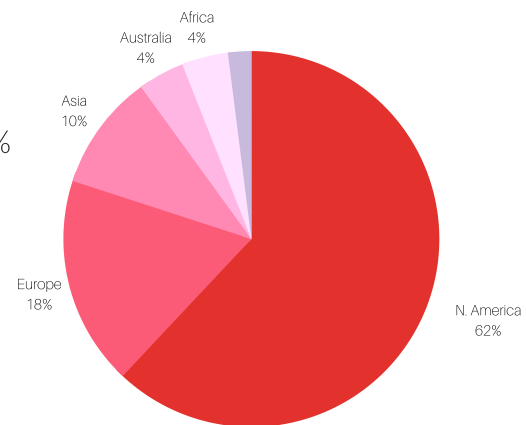
Twitter:

The top location was North America with 60% of Twitter mentions coming from that region, followed by Europe (16%) and Asia (12%).



Reddit:

The top location was North America with 62% of Reddit mentions coming from that region, followed by Europe (18%) and Asia (10%).



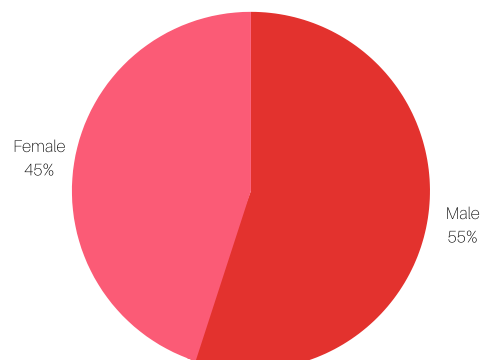
GENDER

Twitter:

55% of the Twitter mentions were tweets by the male demographic, with 45% of the tweets coming from the female demographic.

Reddit:

No results were found in Brandwatch for the Reddit gender breakdown.

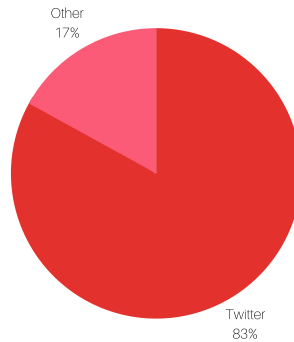


TOPIC DATA

VOLUME

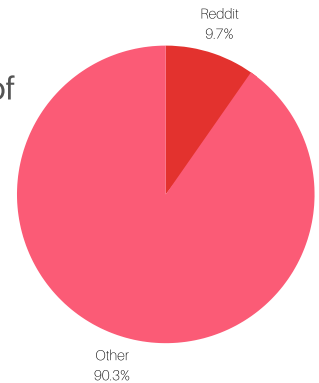
Twitter:

Twitter had the majority of volume, with 83% of content sourced from the platform. Other sources include blogs, Instagram, Facebook, and Reddit.



Reddit:

Reddit had the second most volume, with 9.7% of content from this platform.



TOP RTs

Twitter:

The Twitter posts that received the highest number of retweets mentioned topics involving the Covid-19 vaccine, including mentions of both Pfizer and Moderna. Another top retweet was posts mentioning Pfizer vaccine side effects, as well as manufacturing and shortages regarding the Covid-19 vaccine.

1. "By 3%... Pay per click journalism is absolutely tanking public health communication. Get your shot." **43498+ Retweets.**

2. "WOW New HIV vaccine with a 97% antibody response rate in phase I human trials. This is the most effective trial HIV vaccine to date. It is based on the Moderna's COVID vaccine. COVID tech acceleration could change Rx for cancer & HIV in future" **38158+ Retweets.**

3. "Story of a 66-year-old researcher, an immigrant, who rarely got grants, never got her own lab, never earned more than \$60K. For four decades, she kept working on mRNA—a path considered foolish. Her work is the basis for the Pfizer and Moderna vaccines." **28067+ Retweets.**

4. "I got the Pfizer vaccine and pso pfar pno pside effects." **25782+ Retweets.**

5. Pfizer & Moderna could share the vaccine with other manufacturers. No one would "own" the vaccines and everyone could access them. The current vaccine "shortage" is man-made. **22453+ Retweets.**



TOPIC DATA

TOP URLS

Twitter:

1. <https://www.europeanpharmaceuticalreview.com/news/141892/novel-hiv-vaccine-approach-shows-promise-in-landmark-first-in-human-trial/> (48,956 total shares)
2. <https://thehill.com/policy/healthcare/public-global-health/561627-pfizer-vaccine-less-effective-against-delta-variant> (45,201 total shares)
3. https://childrenshealthdefense.org/about-us/sign-up/?utm_source=BKtwitter&utm_medium=defender (35,421 total shares)
4. <https://www.nytimes.com/2021/04/08/health/coronavirus-mrna-kariko.html> (29,392 total shares)
5. https://nypost.com/2021/04/16/man-accidentally-gets-1-moderna-and-1-pfizer-covid-vaccine/?utm_campaign=SocialFlow&utm_source=NYPTwitter&utm_medium=SocialFlow (25,129 total shares)

Reddit:

There were no results for Top URLs from BrandWatch.

TOP USERS

Reddit:

1. AutoModerator:
 2. 37 Mentions
 3. Discusses themes related to Covid 19
-
1. NoStupidQuestionsBot
 2. 18 Mentions
 3. Discusses questions related to Covid 19

Mentions by AutoModerator on reddit.com

Mentions 1 - 10 of 10 (total estimated mentions -37)

01 AutoModerator - reddit.com (Reddit) 29 Mar
Does everyone feel horrible after the second dose of the Pfizer COVID Vaccine?
Your comment has been removed as an unverified response. Unverified users may not place top-level comments. You may respond to other comments, including the AutoModerator's first comment. If you are a healthcare professional, please become verified so that you can reply to posts as top-level commenter. "I am a bot, and this action was..."

Mentions by NoStupidQuestionsBot on reddit.com

Mentions 1 - 5 of 5 (total estimated mentions -18)

01 NoStupidQuestionsBot - reddit.com (Reddit) 23 Aug
I'm seeing on Reddit that Pfizer just recently got FDA approval. Why was it being used for a while now despite not having any approval?
Thanks for your submission AutoModerator, but it has been removed for the following reason: Disallowed question area. Megathread-related question. Questions on this topic aren't banned... but we've gotten so many of them recently that we created a megathread for them, because our users complained that they were pushing out other questions...and...

02 NoStupidQuestionsBot - reddit.com (Reddit) 7 Aug
What's the difference between Pfizer and Moderna?
Thanks for your submission AutoModerator, but it has been removed for the following reason: Disallowed question area. Megathread-related question. Questions on this topic aren't banned... but we've gotten so many of them recently that we created a megathread for them, because our users complained that they were pushing out other questions...and...

TOPIC DATA

TOP USERS

Twitter:

1. @chetan_bhagat (Chetan Bhagat)

Bio: Author. Columnist. Screenwriter. Motivational Speaker. Youtuber
Followers: 12,614,215
Average Reach: 10,045,324
Average Impact: 99.8
Location: Mumbai

2. @nathanheller (Nathan Heller)

Bio: New York staff writer, Vogue contributing editor, semi-pro eavesdropper, overcaffeinated caffeinated earth child. Now writing THE PRIVATE ORDER for Penguin Press.
Followers: 19,523
Average Reach: 8,016,892
Average Impact: 99.7
Location: California and New York

3. maizatulman (Mai Zatulman)

Bio: 27, always a caffeinated veterinarian
Followers: 875
Average Reach: 7,826,503
Average Impact: 99.5
Location: Malaysia

Top Mention:



Chetan Bhagat @chetan_bhagat

The Pfizer vaccine, one of the best ones, used in most developed countries, applied for permission in India in Dec-2020. India instead asked them to do more studies here. Pfizer withdrew its application in Feb-21. Imagine lives saved if we allowed the vaccine from December itself

4:28 AM · Apr 28, 2021 · Twitter Web App

6,850 Retweets 1,763 Quote Tweets 32K Likes

Top Mention:



Nathan Heller @nathanheller

Story of a 66-year-old researcher, an immigrant, who rarely got grants, never got her own lab, never earned more than \$60K. For four decades, she kept working on mRNA—a path considered foolish. Her work is the basis for the Pfizer and Moderna vaccines.



nytimes.com
Kati Kariko Helped Shield the World From the Coronavirus
Collaborating with devoted colleagues, Dr. Kariko laid the groundwork for the mRNA vaccines turning the tide of the pandemic.

8:18 PM · Apr 8, 2021 · Twitter Web App

33K Retweets 2,950 Quote Tweets 117.1K Likes

Top Mention:



MAI @maizatulman

The correct volume administering vaccine:
AZ vaccine 0.5ml
Pfizer vaccine 0.3ml
Sinovac vaccine 0.5ml

Take note of this! And double check with the person vaccinating you guys.

9:32 PM · May 21, 2021 · Twitter for iPhone

37.6K Retweets 520 Quote Tweets 39.9K Likes

GENDER-BASED DIFFERENCES

Gender: Male Theme: Pfizer

Conversation in This Theme

The main topics of conversation for this theme were the Pfizer vaccine, COVID-19, and the booster shot for the vaccine.

- Top Positive Conversation: success rate of the Pfizer vaccine
- Top Negative Conversation: negative side effects of the Pfizer vaccine

Key Influential Users

1. @nathanhelller - average reach of 8,016,891; 19.5K followers; Vogue contributing editor
2. @BorisJohnson - average reach of 3,501,545; 4.2M followers; Prime Minister of the United Kingdom
3. @kept_simple - average reach of 3,310,059; 26.5K followers; political opinion figure

Gender: Female Theme: Pfizer

Conversation in This Theme

The main topics of conversation for this theme is the Pfizer vaccine, COVID-19, and the booster shot for the vaccine.

- Top Positive Conversation: success rate of the Pfizer vaccine
- Top Negative Conversation: negative side effects of the Pfizer vaccine

The topic of conversations between males and females was extremely similar.

Key Influential Users

1. @BabsR10 - average reach of 4,590,222; 7,688 followers; voting rights activist
2. @erinotoole - average reach of 1,298,524; 166.5K followers; MP for Durham
3. @stclairashley - average reach of 1,293,515; 404K followers; Media and Press Author

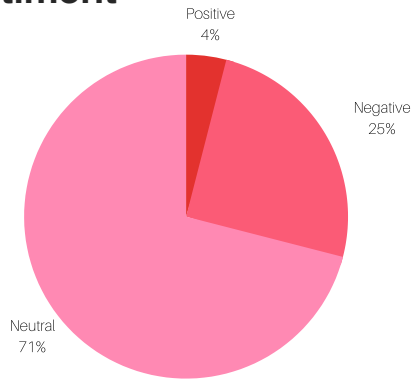
GENDER-BASED DIFFERENCES

Gender: Male, Theme: Pfizer

Number of Posts: 3.23M

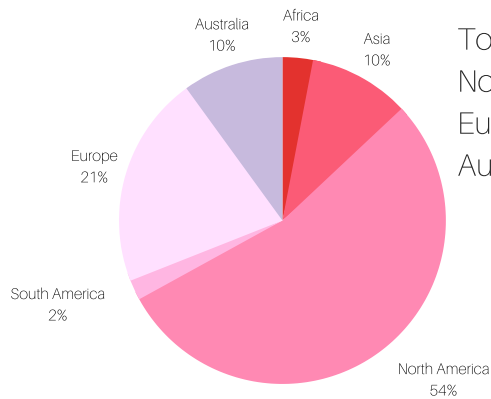
Sentiment

(71%) Neutral conversations
(25%) Negative conversations
(4%) Positive conversations



Demographics

Top Continents:
North America (54%)
Europe (21%)
Australia and Asia (10%)



Top Hashtags

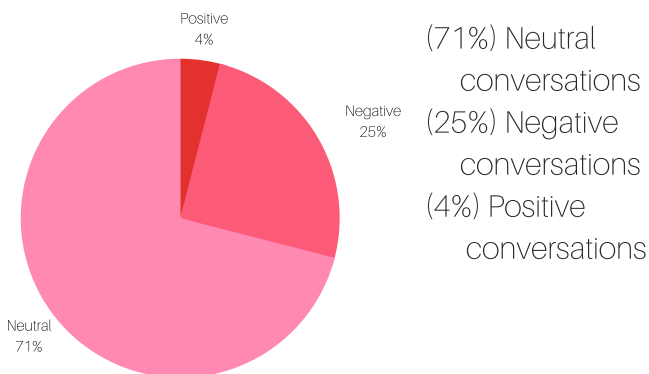
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covidvaccination	3	216	220	456683
#covid19	36	121	157	1837271
#vaccineequity	14	95	110	860423
#pfizer	47	44	91	14754791
#vaccine	43	25	69	14704811

The top hashtag was #covidvaccination for males in the theme Pfizer. The amount of mentions for this hashtag in all tweet was 220 with 456,683 impressions.

Gender: Female, Theme: Pfizer

Number of Posts: 1.35M

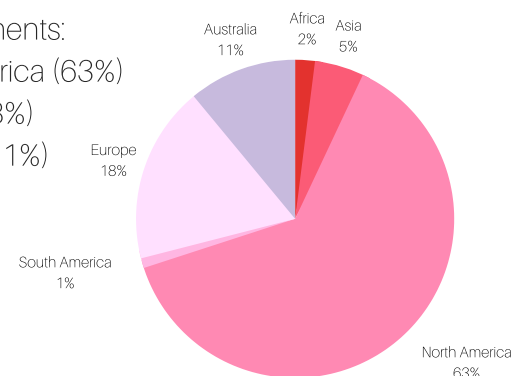
Sentiment



(71%) Neutral conversations
(25%) Negative conversations
(4%) Positive conversations

Demographics

Top Continents:
North America (63%)
Europe (18%)
Australia (11%)



Top Hashtags

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covid19	5735	48562	54297	569377599
#pfizer	8364	17493	25858	139356698
#vaccine	5044	12455	17500	115119795
#auspol	987	12356	13344	34306850
#pfizerleaks	3833	4303	8137	6730511

The top hashtag was #covid19 for females in the theme Pfizer. The amount of mentions for this hashtag in all tweet was 54,297 with 569,377,599 impressions.

GENDER-BASED DIFFERENCES

Gender: Male Theme: Moderna

Conversation in This Theme

The main topics of conversation for this theme is the Moderna vaccine, COVID-19, and adults that are at high risk with the vaccine.

- Top Positive Conversation: necessity for the Moderna Booster
- Top Negative Conversation: negative side effects of the Moderna vaccine

Key Influential Users

1. @BorisJohnson - average reach of 1,884,881; 4.2M followers; Prime Minister of the United Kingdom
2. @BigEsqBae - average reach of 2,139,810; 21.4K followers; Attorney and Entrepreneur
3. @lhfang - average reach of 1,839,608; 177.7K followers; Investigative Journalist

Gender: Female Theme: Moderna

Conversation in This Theme

The main topics of conversation for this theme is the Moderna vaccine, COVID-19, and the booster shot for the vaccine.

Top Positive Conversation: the importance of getting any of the COVID-19 vaccines
Top Negative Conversation: the risk of getting the vaccine for many children and adults

Key Influential Users

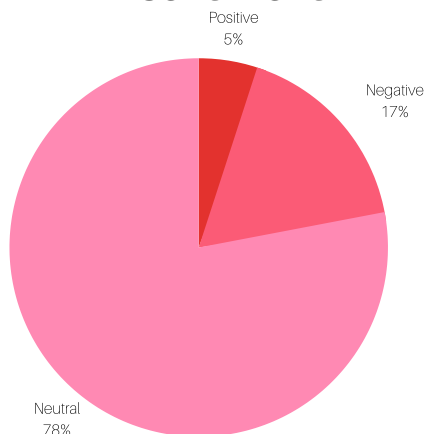
1. @Erika_D_Smith - average reach of 958,793; 10K followers; Columnist for LA Times
2. @XUrbanSimsX - average reach of 475,566; 69K followers; Youtube, EA, and Patrean Creator
3. @AmbRice46 - average reach of 396,211; 118K followers; White House Domestic Policy Advisor

GENDER-BASED DIFFERENCES

Gender: Male, Theme: Moderna

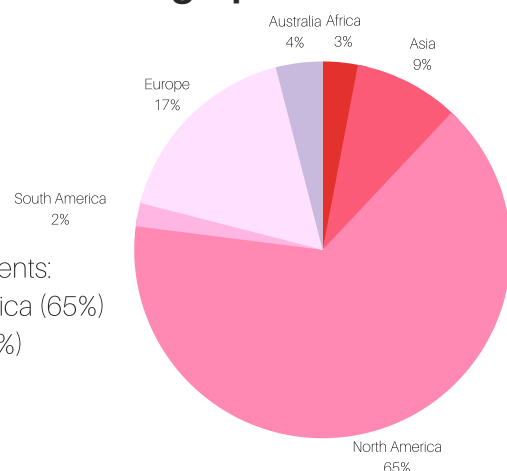
Number of Posts: 1.23M

Sentiment



(78%) Neutral conversations
(17%) Negative conversations
(5%) Positive conversations

Demographics



Top Continents:
North America (65%)
Europe (17%)
Asia (9%)

Top Hashtags

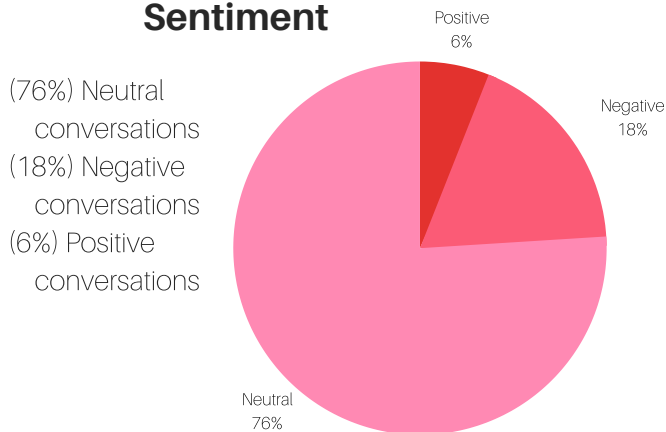
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covid19	5690	30371	36062	331230716
#moderna	6814	13311	20126	160381975
#vaccine	4619	8570	13189	76542611
#pfizer	2052	5004	7057	37179347
#covid	1482	4894	6378	48752951
#covidvaccine	1116	5060	6176	22765825

The top hashtag was #covid19 for males in the theme Moderna. The amount of mentions for this hashtag in all tweet was 36,062 with 331,230,716 impressions.

Gender: Female, Theme: Moderna

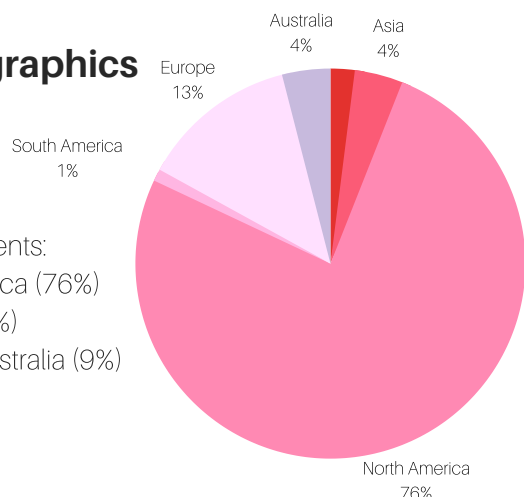
Number of Posts: 776K

Sentiment



(76%) Neutral conversations
(18%) Negative conversations
(6%) Positive conversations

Demographics



Top Continents:
North America (76%)
Europe (13%)
Asia and Australia (9%)

Top Hashtags

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covid19	3571	32133	35706	338636203
#moderna	5294	11849	17144	76133312
#vaccine	3576	8295	11871	38746595
#covidvaccine	1658	5794	7454	25928017
#covid	1520	5012	6532	35582526

The top hashtag was #covid19 for females in the theme Moderna. The amount of mentions for this hashtag in all tweet was 35,706 with 338,636,203 impressions.

GENDER-BASED DIFFERENCES

Gender: Male Theme: COVID-19

Conversation in This Theme

The main topics of conversation for this theme is COVID-19 vaccines, COVID-19 symptoms, and mandated vaccines.

Top Positive Conversation: availability of the vaccines

Top Negative Conversation: vaccination side effects

Key Influential Users

1. @MattHancock - average reach of 2,642,575; 426K followers; MP for West Suffolk
2. @TerryMcAuliffe - average reach of 1,914,143; 90.7K followers; Governor of the Commonwealth of Virginia
3. @DavidMalpassWBG - average reach of 1,442,601; 47K followers; President of the World Bank Group

Gender: Female Theme: COVID-19

Conversation in This Theme

The main topics of conversation for this theme is COVID-19 vaccines, COVID-19 booster shots, and mandated vaccines.

Top Positive Conversation: booster shot success rate

Top Negative Conversation: vaccinations for minors

Key Influential Users

1. @EmmaCottNYT - average reach of 70,980; 2.7K followers; Senior Video Journalist for The New York Times
2. @Amy_Siskind - average reach of 1,186,962; 516K followers; President of The New Agenda
3. @drsimonegold - average reach of 1,133,890; 312K followers; Founder of America's Frontline Doctors

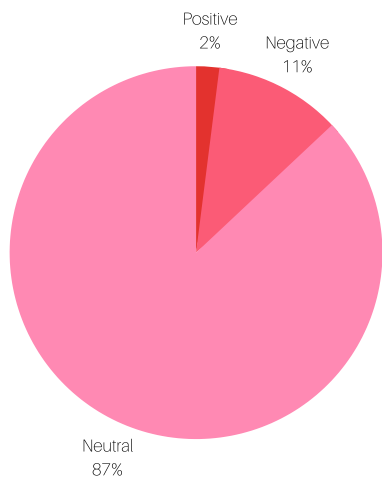


GENDER-BASED DIFFERENCES

Gender: Male, Theme: COVID--19 Number of Posts: 1.12M

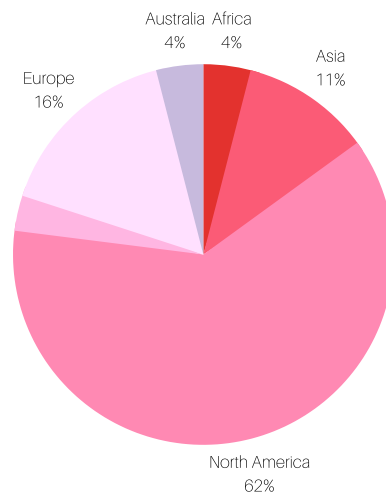
Sentiment

(87%) Neutral conversations
(11%) Negative conversations
(2%) Positive conversations



Demographics

Top Continents:
North America (62%)
Europe (16%)
Asia (11%)
South America 3%



Top Hashtags

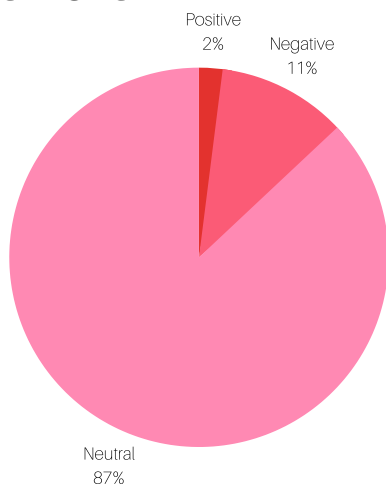
Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covid19	2309	7531	9840	62959908
#pfizer	2496	4410	6907	65995586
#covid	1460	2390	3851	28879040
#vaccine	1310	2045	3356	27369829
#breaking	238	2522	2761	10242829
#vaccineequity	424	2214	2640	12508939

The top hashtag was #covid19 for males in the theme COVID-19. The amount of mentions for this hashtag in all tweet was 9840 with 62,959,908 impressions.

Gender: Female, Theme: COVID--19 Number of Posts: 574K

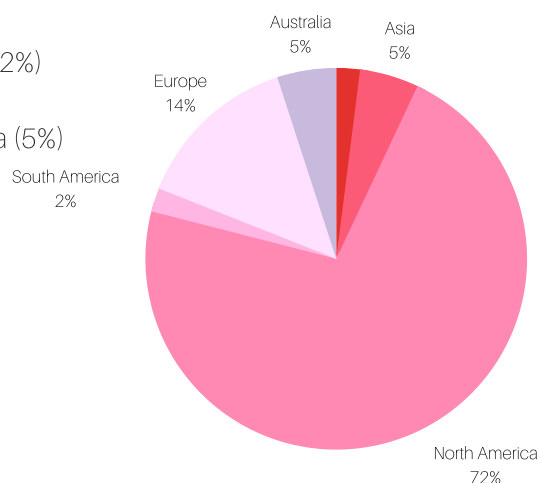
Sentiment

(87%) Neutral conversations
(11%) Negative conversations
(2%) Positive conversations



Demographics

Top Continents:
North America (72%)
Europe (14%)
Asia and Australia (5%)
South America 2%



Top Hashtags

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#covid19	1233	6771	8004	37603027
#pfizer	1409	3414	4825	37006499
#covid	1031	2041	3073	42133162
#vaccine	990	1953	2944	13530931
#vaccineequity	333	2522	2856	9481579
#breaking	183	2328	2511	10758944

The top hashtag was #covid19 for females in the theme COVID-19. The amount of mentions for this hashtag in all tweet was 8,004 with 37,603,027 impressions.

TOPIC DATA

THEME ANALYSIS

We dug into our data's sub-conversations by conducting tests using custom classifiers. Through trial and error, we were able to determine three main themes, not including "irrelevant," which were Covid-19, Pfizer, and Moderna. This process consisted of testing different combinations of relevant items, training BrandWatch to categorize the posts, and eventually finding results substantial enough to analyze.

COVID-19

The theme of "COVID-19" made up 19% of the conversation, with 1,507,019 posts across platforms within our timeframe. The discourse within this theme is primarily about the progression of the disease, information about pandemic regulations, and the relevant vaccines and their availability.

Pfizer

The sub-conversation on "Pfizer" made up 49% of the full conversation, with 3,926,413 total posts. This topic was mainly negative with users focusing on distrust with the company and their vaccine.

Moderna

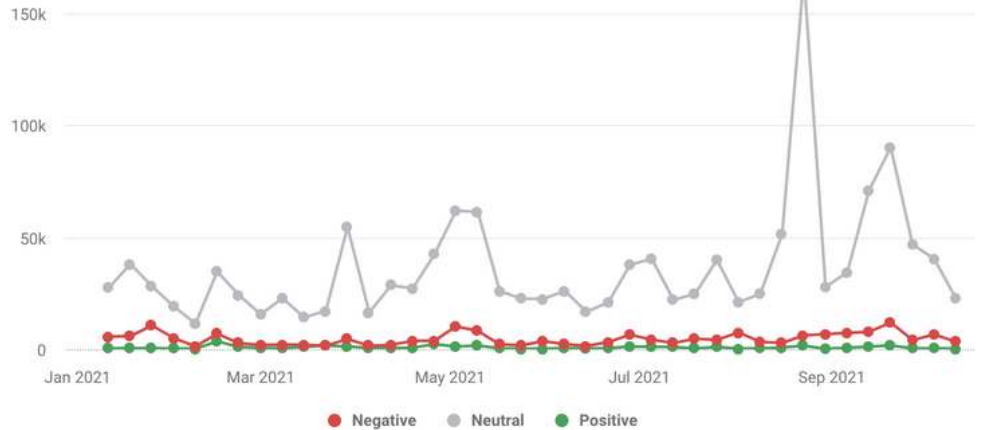
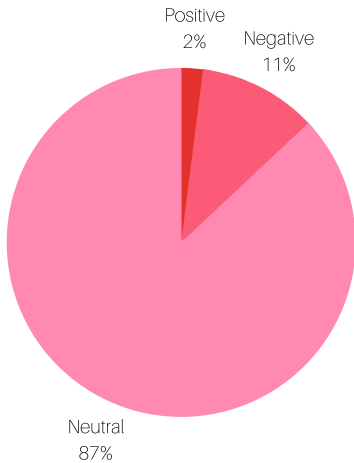
The theme of "Moderna" made up 21% of the posts with 1,686,311 posts falling within that category and measured timeframe. This subconversation is the most positive of the 3. The posts within this theme revolve around praise, informational discussion, and positive availability trajectory.

TOPIC DATA

THEME ANALYSIS

COVID-19

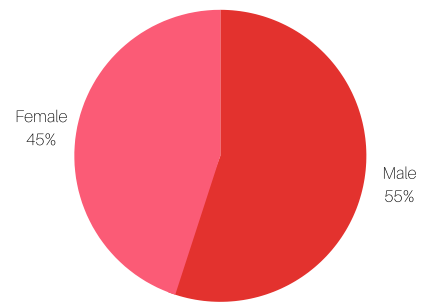
Sentiment



The general theme of COVID-19 has the highest percentage of seemingly neutral sentiment by far, as well as the lowest amount of positively and negatively framed mentions. The majority of topics present under the neutral category focus on informational content, vaccine information and booking, reporting on the development of the disease and pandemic, and governmental regulation updates and discourse.

Demographics

55% of mentions on COVID-19 were posted by male users, which corresponds to the demographic spread present for the total data, as well.



Hashtags

Top Hashtags:

- #covid19 43K mentions
- #pfizer 31K mentions
- #vaccine 17K mentions
- #covid 19K mentions



The top hashtags within this subconversation were #covid19, #covid, vaccine, and an overlap of #pfizer. Mentions of #moderna were also present, but not as strongly. Besides the specific brands of vaccines mentioned, the scope of the conversation was wider, including discourse on global health and equity.

Top Shared URLs

URL	Volume
https://www.lgbtqnation.com/2021/08/moderna-starts-human-trials-revolutionary-hiv-vaccine-week/	12965
https://nypost.com/2021/01/15/23-die-in-norway-after-receiving-pfizer-covid-19-vaccine/?utm_medium=SocialFlow&utm_campaign=SocialFlow&utm_source=NYPTwitter	8618
https://www.thedailybeast.com/wisconsin-vaccine-saboteur-steven-brandenburg-is-a-flat-earther-fbi-document-reveals	7957
https://www.vaccines.gov/	6341
https://www.cnbc.com/2021/08/23/fda-pfizer-biontech-covid-vaccine-wins-full-approval-clearing-path-to-mandates.html?utm_content=Main&utm_medium=Social&utm_source=Twitter#Echobox=1629725932	4689

URLs

The top shared URLs contain split content. Some are positive, reporting on the future of vaccine technology and success in trials and approval. Others display skepticism, fear, and conspiracy theories, depicting a split audience.

TOPIC DATA

THEME ANALYSIS

COVID-19

Influential Users

Unlike the other themes' top users, the majority of users came from those posting on Google Forums. The top user on this topic was @POTUS on twitter, with 11 mentions during our time period and an average reach of 3,910,729. The remaining "influential" users listed were from Google Forums, and they mainly posted content spreading information about vaccine availability and regulations, though they did not have extensive reach and do not appear to be a large factor in the data.

Top Posts

- 

POTUS (President Biden) @POTUS 23 Aug
The FDA has officially approved the **Pfizer COVID-19 vaccine**. While all three COVID vaccines have met FDA's strict standards for emergency use, this FDA approval should give added confidence that this **vaccine** is safe and effective. If you're not vaccinated yet, now is the time.

Doctors Without Borders: COVID-19 Vaccines: Pfizer
- 

POTUS (President Biden) @POTUS 12 May
Parents: kids 12 and up can now get the **Pfizer COVID-19 vaccine**. Go to <https://t.co/4MYpWqXVVo> and find a **vaccine** near you. <https://t.co/FOXTU9ihTH>

Vaccines: Pfizer Doctors Without Borders: COVID-19
- 

POTUS (President Biden) @POTUS 12 May
Good news: Adolescents 12 and up can now get the **Pfizer COVID-19 vaccine**. Hear more from Dr. Walensky about how the **COVID-19 vaccine** protects kids and their families: <https://t.co/PkRMxpBbBc>

Top Users

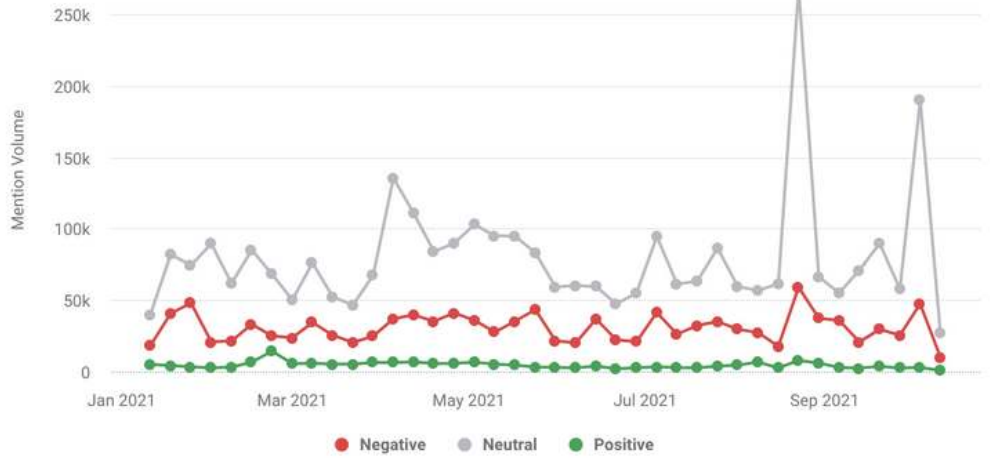
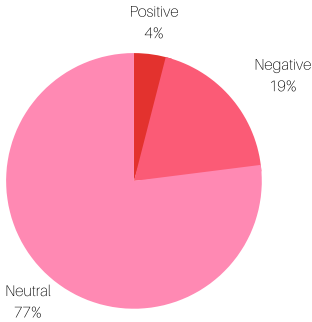
AUTHOR NAME	SOURCE	MENTIONS				IMPACT	REACH
		MENTIONS	POS	NEG	NEU	AVERAGE	AVERAGE
 @POTUS	twitter.com	11	0	3	7	99.3	3910729
 HeartDoc Andrew	google.com	7	0	0	7	99.2	4995
 Ras	google.com	7	0	0	7	99.2	4995
 Alan Baker	google.com	3	0	0	3	99.2	4995
 AlleyCat	google.com	3	0	0	3	99.2	4995

TOPIC DATA

THEME ANALYSIS

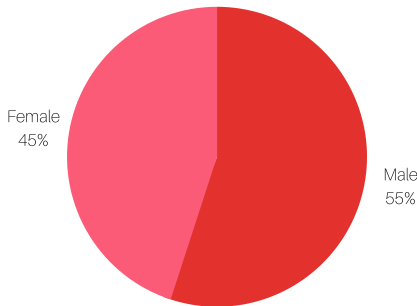
Pfizer

Sentiment



The majority of conversations about Pfizer were neutral, but even mentions tagged as neutral contained hints of negativity and skepticism. Negative contexts were present at both ends of the spectrum, with a high number involving the risks of using Pfizer's vaccine and another large number discussing the risks of *not* taking the Pfizer vaccine. Minority topics within the Pfizer theme focused on the positive effects of the company and system of rollout.

Demographics



55% of mentions within the topic of Pfizer were posted by male users and 45% by female, which is still consistent with the overall data set and distribution of COVID-19's theme data.

Hashtags

Top Hashtags:
 #covid19 235K mentions
 #pfizer 134K mentions
 #vaccine 88K mentions



The most popular hashtags within this theme were #covid19, #pfizer, and #vaccine. Outside of the top 3 used, many seem to be parts of negative discussions toward Pfizer and its vaccine.

URLs

Top Shared URLs

URL	Volume
https://www.nytimes.com/2021/04/08/health/coronavirus-mrna-kariko.html	29060
https://childrenshealthdefense.org/about-us/sign-up/?utm_source=BKtwitter&utm_medium=defender	13057
https://www.abc.net.au/news/2021-07-11/kevin-rudd-australia-covid-pfizer-vaccine-supply-senior-execs/100284902	10064
https://childrenshealthdefense.org/defender/pfizer-trovan-vaccine-injured-killed-kids/	9429
https://thehill.com/policy/healthcare/575279-study-shows-pfizer-covid-19-vaccine-effectiveness-declines-after-six-months	7542

The top shared URLs contain sources about children's healthcare and the potential risks Pfizer vaccines could pose to them, the scope of the Coronavirus pandemic, the distribution of Pfizer's COVID-19 vaccine, and studies of Pfizer's vaccine effectiveness. The majority of these sites did not paint Pfizer in a positive light.

TOPIC DATA

THEME ANALYSIS

Pfizer

Influential Users

Most influential users on this topic came from mentions on Twitter, with one user on Instagram.

The top user with the highest reach was @chetan_bhagat, a scientific and political journalist, with an average reach of 10,045,324 on twitter. Other strong influences on the topic were @nathanheller, @maizatulman, @BabsR10, @POTUS, and @natgeo on Instagram. They all had average reaches in the millions, but most only mentioned Pfizer 1-3 times, with @POTUS having the highest number of mentions.

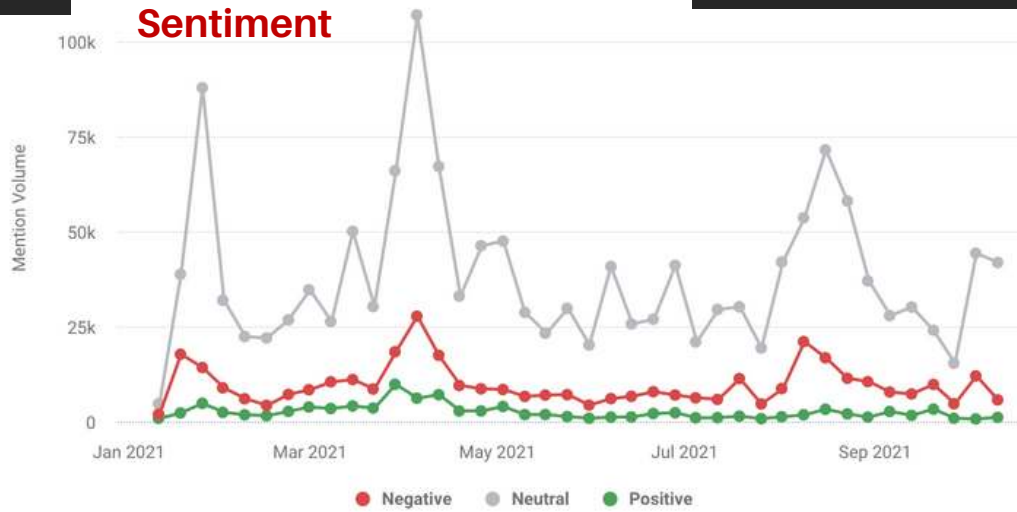
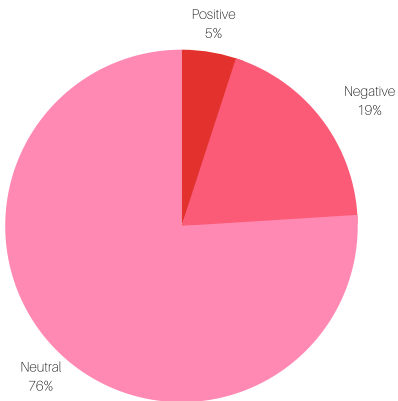
The content of their posts were all generally positive and/or informational.

- 01  **maizatulman (M A I)** @maizatulman 21 May
The correct volume administering **vaccine**: AZ **vaccine** 0.5ml **Pfizer vaccine** 0.3ml Sinovac **vaccine** 0.5ml Take note of this! And double check with the person vaccinating you guys.
- 01  **chetan_bhagat (Chetan Bhagat)** @chetan_bhagat 28 Apr
The **Pfizer vaccine**, one of the best ones, used in most developed countries, applied for permission in India in Dec-2020. India instead asked them to do more studies here. **Pfizer** withdrew its application in Feb-21. Imagine lives saved if we allowed the **vaccine** from December itself
- 01  **nathanheller (Nathan Heller)** @nathanheller 8 Apr
Story of a 66-year-old researcher, an immigrant, who rarely got grants, never got her own lab, never earned more than \$60K. For four decades, she kept working on mRNA—a path considered foolish. Her work is the basis for the **Pfizer** and **Moderna** vaccines. <https://t.co/wOvCEM8jja>
- 01  **BabsR10 (Babs R.)** @BabsR10 9 Apr
I just got an appointment for the **Pfizer vaccine** this Sunday - anyone get that one & have side effects? I'm a bit nervous-
- 01  **POTUS (President Biden)** @POTUS 27 Sep
If you got the **Pfizer vaccine** in January, February, or March — and you are over 65, have a medical condition, or work in a frontline job — you can go get your booster. They will be available in 80,000 locations, including at over 40,000 pharmacies nationwide.
Retweets: 5667 Replies: 2563 Impressions: 30440225 Reply Retweet Like Engage
Doctors Without Borders: Pfizer Vaccines: Pfizer
- 02  **POTUS (President Biden)** @POTUS 4 Sep
I know some folks are hesitant to get vaccinated, but the **vaccine** is safe, effective, and the best way to protect yourself and those you love. I sat down with Stephanie, who got the **Pfizer vaccine** after it received its full FDA authorization, to talk about her experience. <https://t.co/osdgY6Jggi>
Vaccines: Pfizer Doctors Without Borders: Pfizer

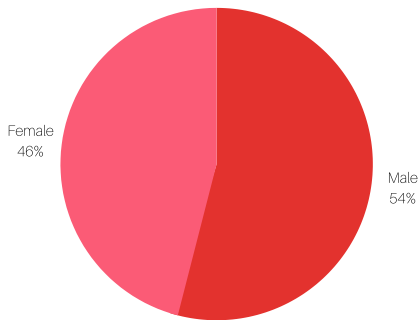
TOPIC DATA

THEME ANALYSIS

Moderna



The topic of Moderna featured the most varying spread of sentiment over time, which could be attributed to Moderna's own vaccine trajectory. The distribution between positive, negative, and neutral was very similar to that of Pfizer, but this subconversation for Moderna seems to be much more positive throughout the neutral and negative mentions. The posts praise workers and spread vaccine availability and equity. Negative discussion shows users sharing their side effects, but the intensity of skepticism and fear isn't present here as it was in the other two themes.



Demographics

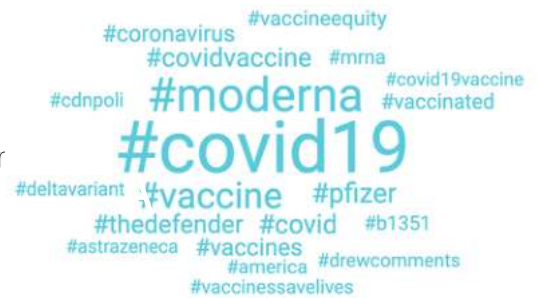
This topic also differs from the other two in terms of demographic spread. The difference is only slight, but is present. While male users still hold the majority, the female share is 46% instead of 45%.

Top Hashtags:

- #covid19 148K mentions
- #moderna 83K mentions
- #vaccine 54K mentions

The most commonly used hashtags are similar to those of Pfizer, but again are more positively or neutrally framed than the other theme.

Hashtags



URL's

Moderna's data contains less posts with highly shared URL's. The sites that it does show, however, seem to all report on the progress of Moderna's vaccine trials and availability. This metric again shows how the subconversations about Moderna are approached more positively than the theme of COVID-19 or Pfizer.

Top Shared URLs	Volume
https://www.europeanpharmaceuticalreview.com/news/141892/novel-hiv-vaccine-approach-shows-promise-in-landmark-first-in-human-trial/	49061
https://childrenshealthdefense.org/about-us/sign-up/?utm_source=BKtwitter&utm_medium=defender	13362
https://www.biopharmareporter.com/Article/2021/04/15/Moderna-to-take-mRNA-flu-and-HIV-vaccines-into-Phase-1-trials-this-year	9745



DOCTORS WITHOUT BORDERS

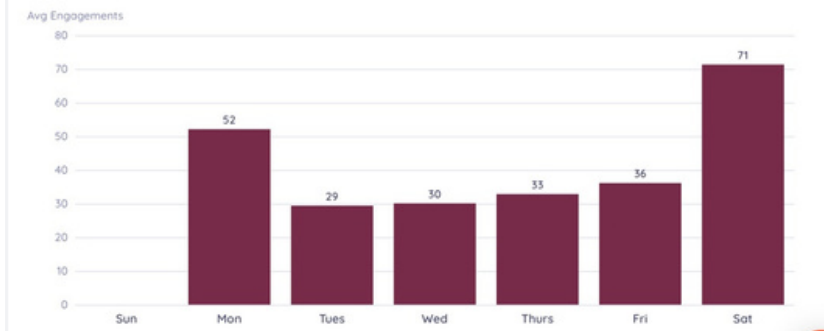
SOCIAL NETWORK ANALYSIS



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS

KEYHOLE ANALYSIS

Keyhole was used as a social network analysis tool to measure real-time social media data regarding Doctors Without Borders social media platforms.



Data gathered through DWB social media platforms using Keyhole showed that Monday and Saturday possess the highest average engagements by day.

Monday: 52/80

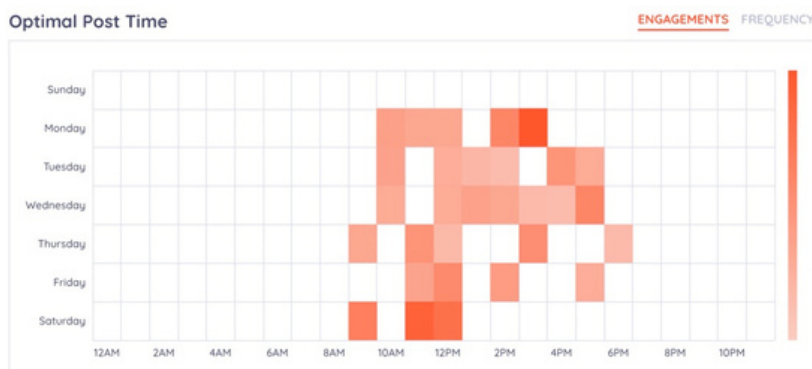
Tuesday: 29/80

Wednesday: 30/80

Thursday: 33/80

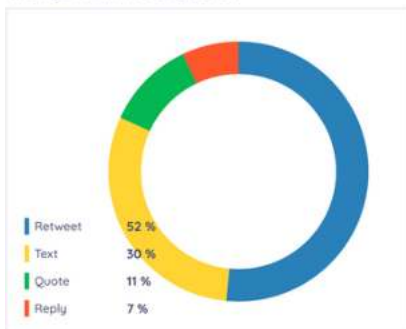
Friday: 36/80

Saturday: 71/80

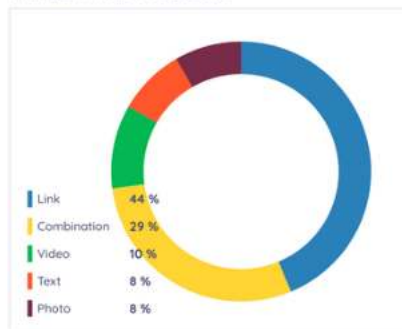


Digging in further, Keyhole analyzed optimal post times. We found that Mondays at 2PM & 3PM, as well as Saturdays at 11AM & 12PM were optimal posting times for DWB to receive the highest engagement and conversation.

Most Frequent Post Types
What type of content is being posted?



Most Frequent Media Types
What type of media is being posted?



Keyhole found that the most frequent post types created by DWB are Retweets at 52%, Texts at 30%, Quotes at 11% and replies at 7%.

Keyhole also analyzed the most frequent media types provided by DWB social media platforms and found that links were the most common media type at 44%, combination media fell second at 29%, videos at 10%, texts at 8% and photos at 8%, as well.

APPENDIX

BOOLEAN QUERIES

ORGANIZATION DATA

"Doctors Without Borders" OR @MSF_USA OR #DoctorsWithoutBorders OR @Doctorswithoutborders OR "Médecins Sans Frontières" OR "Doctors w/o Borders" OR #DWB OR "MSF" OR #MSF OR ("Doctors Without Borders" AND "Avril Benoît") OR #medecinssansfrontieres OR "Medecins Sans Frontieres" OR @MSF OR "MSF International"

TOPIC DATA

"Vaccine equity" OR #vaccineequity OR "Vaccine Inequity" OR #vaccineinequity OR "Free the Vaccine" OR #FreeTheVaccine OR (pfizer AND (vaccine OR "covid-19" OR coronavirus)) OR (moderna AND (vaccine OR "covid-19" OR coronavirus)) OR (covid-19 AND (#immunizations OR #globalhealth OR "global health")) OR #unprotected OR ("World Health Organization" AND "vaccine inequity")

COMPETITION DATA

@RedCross OR "Red Cross" OR #redcross OR #americanredcross OR "American Red Cross" OR @UNICEF OR "Unicef" OR #Unicef OR @ICRC OR "ICRC" OR #ICRC OR @USAID OR "USAID" OR #USAID OR @WFP OR "World Food Programme" OR #WFP OR #worldfoodprogramme



MENTOR NOTES

Utilization of Mentor Assistance

Our team analyzed Doctors Without Borders for the Social Media Analytics project, and were partnered with mentor Jessica Moore to receive guidance and advice on our project throughout this semester. We first met with Jessica on 2/1 over Zoom to be able to introduce our team and formally get to know each other. After our team finished Assignment 2, which was analyzing DWB's owned data to examine what type of content creates the most engagement and conversation, we asked Jessica if she had any advice on recommendations that could be curated from the Excel results. She responded with the following findings:

- Doctors without Borders could partner with other non-profits and have them share content on their social channels that includes a call-to-action with a specific hashtag such as #calltodonate or #donatehere (especially since donations increase retweets!).
- Launch content with infographics that have statistics about "how many natural disasters happen on a yearly basis" but go a step further and include a call to action such as posing the question about how they will donate.

We used Moore's advice to create our second recommendation, shown on page 5, which was to collaborate with other Nonprofits that are similar to DWB organization to bring more brand awareness, ultimately increasing donations to DWB and the collaborating organizations. We again reached out to Moore after completing Assignments 3 and 4 to gather advice and more recommendations. She gave advice on our first and third recommendations, also on page 5 of the report, mentioning that she loved the "call-to-action hashtag" in our first recommendation. She also mentioned that based on our findings, DWB's primary audience is "interested in fact-finding, the latest news and statistics". Moore mentioned that we could use this information and encourage DWB to create content "that has statistics around your fundraising efforts". On page 6, we used her advice to create the eighth recommendation on our final report, which was to "Increase Statistic Based Content Regarding Fundraising". We ultimately suggested that DWB create posts regarding fundraising efforts, such as content including graphs and infographics, as well as call-to-action hashtags showing donation progress, per Moore's findings and recommendations. Overall, working and collaborating with Moore was a pleasant and beneficial experience.