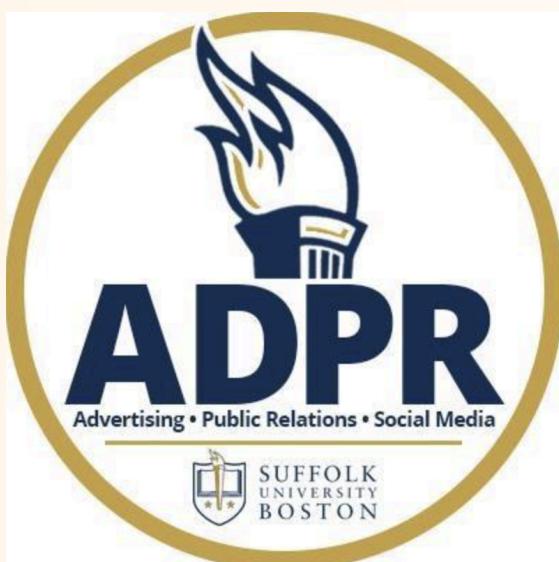




DOCTORS w/o BORDERS

Final Report
MSF International - @MSF



ADPR-781
Social Media Analytics
Professor Taisik Hwang
May 2, 2024

Proposed By:
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EXECUTIVE SUMMARY

Doctors Without Borders (Médecins Sans Frontières) or MSF delivers medical relief to people affected by conflict, epidemics, disasters, or exclusion from health care. This international organization focuses on providing relief worldwide without regard to race, religion, or political affiliation.

The purpose of this report is to discover what type of content usage encourages the most engagement between Doctors Without Borders and its audience. Content elements were used to determine the best engagement variables.

These recommendations will be able to provide the organization with more meaningful ways to engage with users by considering themes and tactics used by other peer organizations.

With the implementation of efficient content variables and the recommended theme analysis, Doctors Without Borders will be able to provide content that is meaningful and sparks engagement among users.

KEY INSIGHTS

In regards to organizational owned data, content about the **Gaza War, Migrants and Medical Missions** produce the most user engagement. Often, images and videos that contain interviews, testimonials, and images with text result in higher user engagement and spark conversations among users. Content with no hyperlinks receive the highest amount of retweets on average. Hashtags should only be used in regards to large controversial topics like the Gaza War.

In regards to organizational earned data, these findings are organized by theme. Theme one uses hashtags like #Gaza, #muststopnow, and #Israel consistently to content related to the Gaza War. Theme two uses hashtags like #resumeaid4tigray, #tigray, and #justice4tigray to content regarding Tigray. Theme 3 is more broad and focuses on content about medical aid. This content should consistently include photos or videos related to assistance needed.

DATA SUMMARY

The owned data set comprises a total volume of 200 tweets related to MSF. The data was collected over a one-year time frame, spanning from January 2023 to December 2023. This allows for the capture and analysis of trends and patterns in MSF-related discussion during different phases. Key performance indicators include likes, retweets, replies, hashtags, domains, images, videos, and content classification. These data sets include gender breakdown, posts with the most engagement, platform breakdown, spike analysis, sentiment, volume by country, top influential users, top retweets and shares to categorize posts by theme. Peer organizational data includes insight to evaluate the overall performance of the organization. This includes elements like share of voice, total mentions, sentiment by organization, spike analysis by organization, and top performing platforms.

RECOMMENDATIONS | OWNED DATA REPORT

WHAT TO DO?	HOW TO DO?	WHY?
Increase the frequency of tweets about the Gaza War, including updates, news, and personal stories from the field.	Allocate more resources to covering the Gaza War, including interviews with field workers, photos, and videos from the region.	Since content related to the Gaza War generates the most engagement on average, doubling down on this topic can help increase overall engagement and raise awareness about the situation.
Incorporate more interviews and testimonials into the organization's tweets.	Interview field workers, volunteers, and beneficiaries to share their experiences and perspectives. Record video testimonials when possible.	Interviews and testimonials generate the most responses on average, indicating that users are more likely to engage with this type of content.
Prioritize tweets without hyperlinks or with links to the organization's website.	Craft concise and clear tweets that convey the message without overwhelming users with external links.	Tweets without hyperlinks receive the most retweets on average, indicating a preference for simplicity. Tweets with links to the organization's website also perform well, suggesting an interest in obtaining more information from a trusted source.
Maintain a balance between using hashtags and tweeting without them, focusing on content related to the Gaza War.	Include hashtags sparingly when necessary, but prioritize creating engaging content around the Gaza War without solely relying on hashtags.	Tweets without hashtags received the highest number of likes on average, indicating a preference for general content. However, tweets with the hashtag "Against war in Gaza" also performed well, suggesting a high interest in this topic among followers.

RECOMMENDATIONS | EARNED DATA REPORT

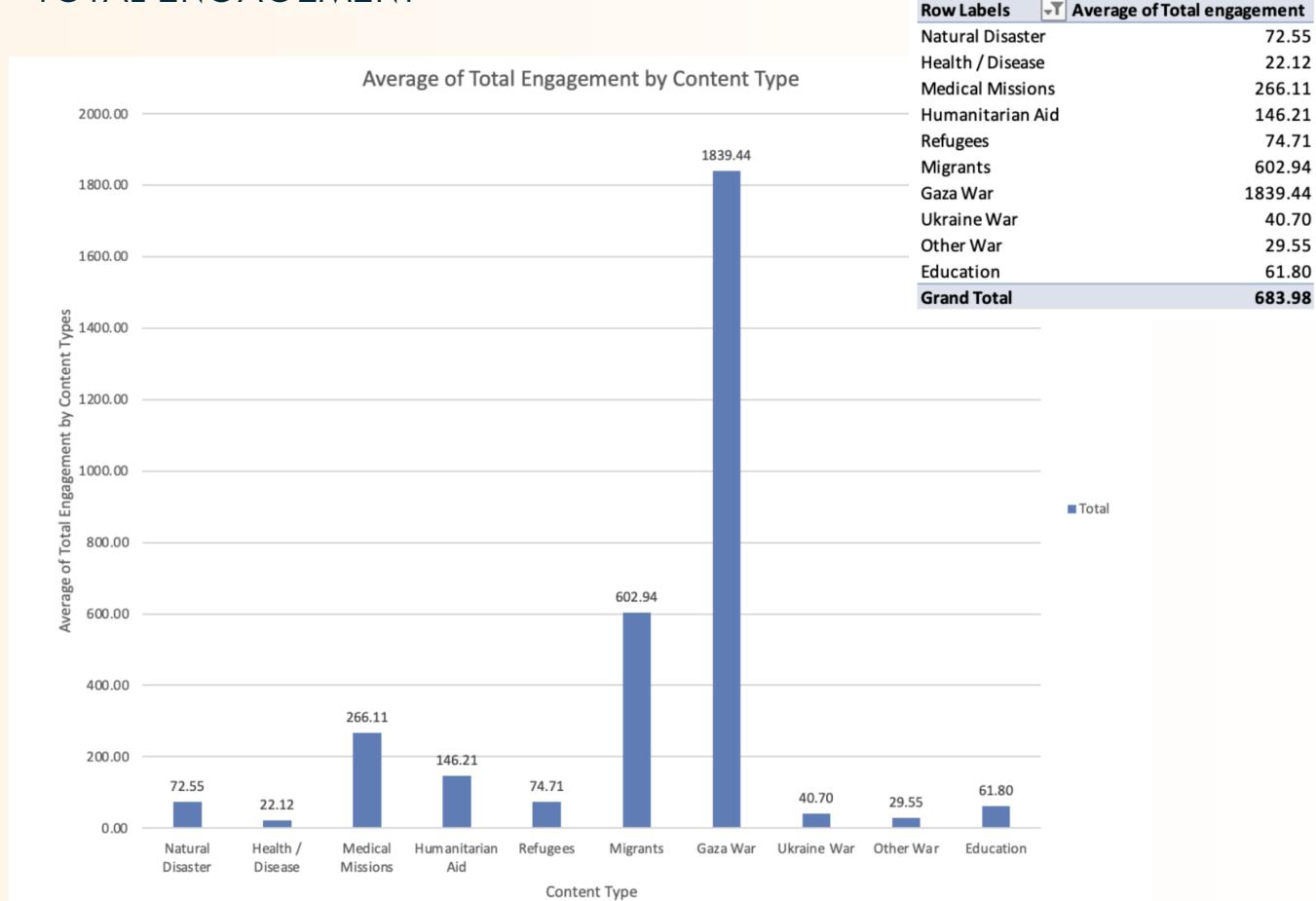
WHAT TO DO?	HOW TO DO?	WHY?
Create and organize content based on Theme 1: Gaza.	Use top hashtags like #Gaza, #muststopnow, and #Israel consistently in related content to increase engagement. Also utilize the MSF website url with images and videos.	Post with these elements perform the best. These themes provide context to overall post performance. Hashtags help group content together and connects users who would have missed informative content. <i>See Theme Analysis pg. 9</i>
Create and organize content based on Theme 2: Tigray.	Content should include top hashtags in each post relating to Tigray. These include #resumeaid4tigray, #tigary, and #justice4tigray. Include the url twitter.com/Tigrai_TV/stat to provide statistics for users.	These elements assist in keeping content consistent and engaging among audiences. Users often look for information like data, videos and images that compliment posts. Included content should remain consistent to the theme category. <i>See Theme Analysis pg. 12</i>
Create and organize content based on Theme 3: Medical Aid.	Content surrounding refugees in need of urgent assistance and relief should always contain hashtags, urls, photos and videos related to the content. Providing context and details results in good post performance.	Medical aid is a broad category, making elements flexible across content. Information should entail current topics with relevant hashtags and url links to increase engagement. <i>See Theme Analysis pg. 14</i>
Increase range of content by including topics shared by peer organizations. Expanding the coverage of humanitarian aid around the world will increase audience engagement.	Use articles in posts to assist content about humanitarian crisis. Peer organizations experience peak performance by maximizing their coverage of topics, which MSF failed to report on in May 2023	Brandwatch's email notifications provide us with insights about spikes regarding the brand and peer organizations. By using active social listening, shared elements used by other peer organizations can increase engagement. <i>See pg. 17</i>

Data Set Description - Owned Data Analysis

Actionable insights are categorized by content type. This displays the total engagement for the organization. The graph depicts what content generates the highest amount of overall engagement on average. In the next insight, the replies were categorized by images and videos to reveal what generates the most responses on average. Then, retweets were categorized by domain to discover which ones generate the most retweets on average. Lastly, likes were analyzed by hashtags, showcasing the average likes received based on the type of hashtag.

ACTIONABLE INSIGHTS | CONTENT TYPE

TOTAL ENGAGEMENT



This graph depicts what content generates the highest amount of overall engagement on average. This graph supports the findings of the three other graphs, proving that the Gaza War generates the most engagement on average.

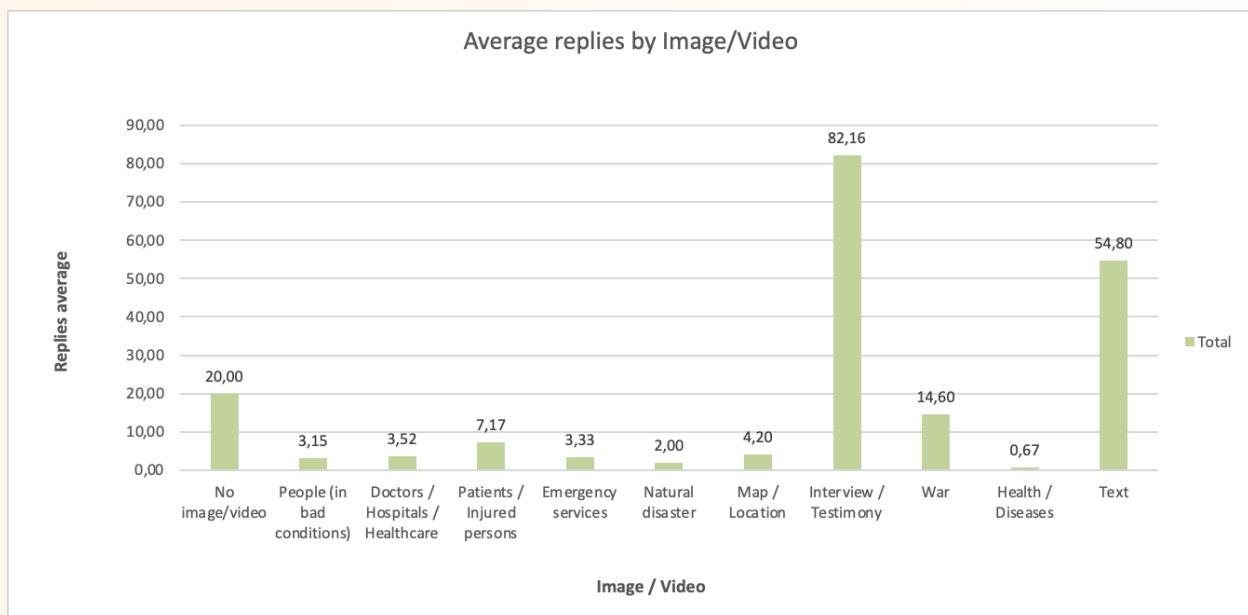
Findings:

- The Gaza War generates the most engagement on average. (1839)
- Content about Migrants generates the second most engagement on average. (602)
- Content about Medical Missions generates the third most engagement on average. (266)

ACTIONABLE INSIGHTS | IMAGE & VIDEO

AVERAGE REPLIES

Row Labels	Average of Replies
No image/video	20,00
People (in bad conditions)	3,15
Doctors / Hospitals / Healthcare	3,52
Patients / Injured persons	7,17
Emergency services	3,33
Natural disaster	2,00
Map / Location	4,20
Interview / Testimony	82,16
War	14,60
Health / Diseases	0,67
Text	54,80
Total general	22,21



This chart reveals which types of images and videos generate the most responses on average. The results highlight the following:

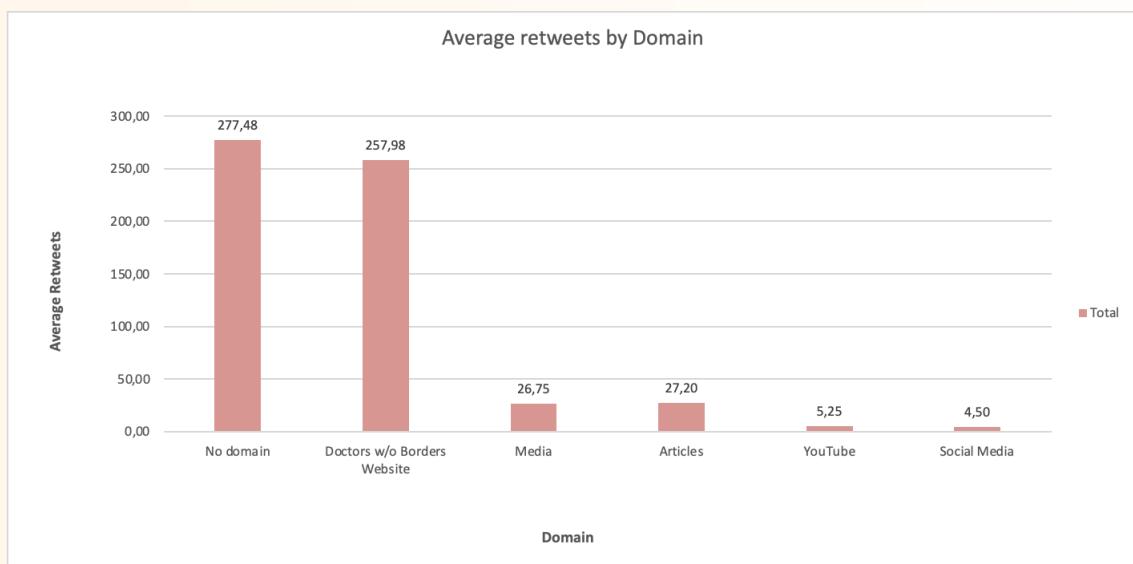
- Interviews and testimonials stand out significantly as the biggest generators of responses compared to other content types.
- Images that include text, such as excerpts from articles or banners, rank second in terms of responses generated on average.
- Tweets that do not include images or videos rank third in terms of average number of replies.

These findings suggest that videos featuring real interviews and testimonials are the most likely to provoke discussions and debates among users.

ACTIONABLE INSIGHTS | DOMAIN

AVERAGE RETWEETS

Row Labels	Average of Retweets
No domain	277,48
Doctors w/o Borders	257,98
Media	26,75
Articles	27,20
YouTube	5,25
Social Media	4,50
Total general	243,15



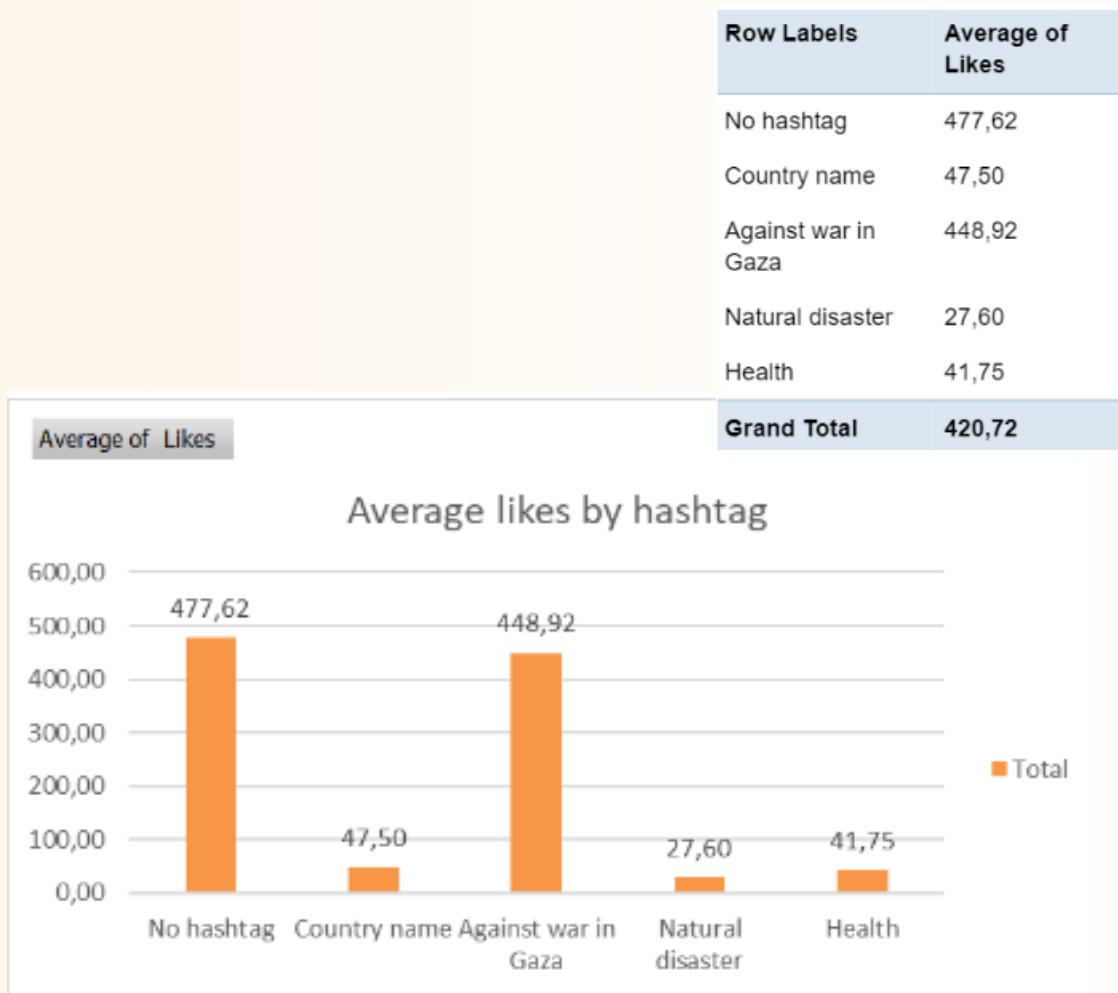
This chart provides information on the domains that generate the most retweets on average. The results show the following:

- Tweets without any hyperlinks receive the most retweets on average.
- In second place, albeit by a minimal difference, are tweets with links that direct to the organization's website.
- Considerably fewer retweets are observed for tweets containing links to media, YouTube articles and social networks.

These data suggest a preference for simplicity and straightforward information in tweets, as those without links are the most shared. On the other hand, links that direct to the organization's website also receive considerable attention, which may indicate an interest in obtaining more detailed information or verifying the source.

ACTIONABLE INSIGHTS | HASHTAG

AVERAGE LIKES



This chart showcases the average likes received by hashtag type. The results indicate the following.

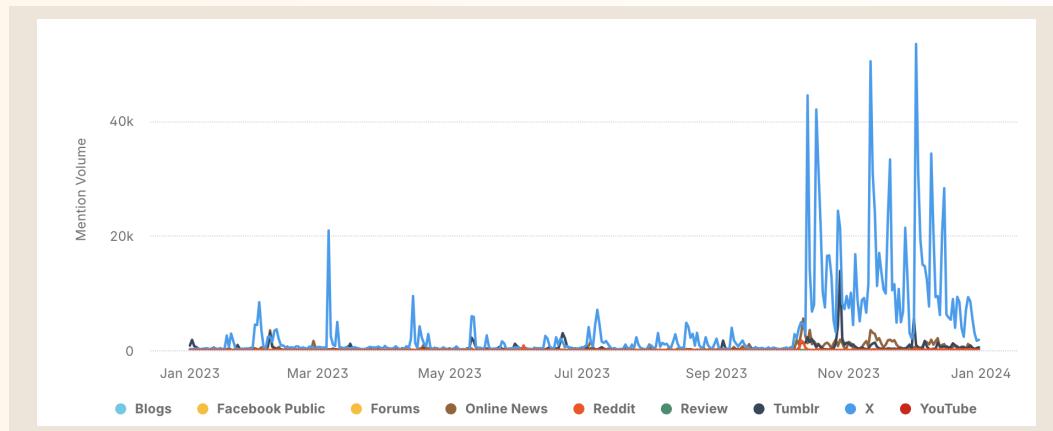
- No hashtag tweets received the highest number of likes, followed by “Against war in Gaza”. There is a difference in number but not very significant.
- Considerably fewer likes are observed for tweets containing hashtags on other topics such as “country name”, “natural disaster” and “health”

The results suggest a general preference for general content and a high interest in topics related to “war in Gaza” as is a current topic in the media.

Data Set Description - Earned Data Analysis

This data set includes a spike analysis and provides a total mention volume. The source breakdown includes posts with the most engagement, as well as a breakdown by platform and the narrative based on sentiment. Top tweets, shares, and influential users are included to determine the top three themes of the organization. All themes include a spike analysis with examples posts, top shared urls, breakdown by sentiment and most influential users.

SOURCE BREAKDOWN



This graph shows the mention volume by platform. Based on this data, most mentions occur on Twitter (X) and other online news sources.

MOST ENGAGED POSTS

The first spike occurred on October 13th, 2023. This is the result of the high mentions is due to patients being forced to leave hospitals, including the Al Awda Hospital.

01 13 Oct
RT @BNOnews Israel has told a hospital in northern Gaza to evacuate within 2 hours, Doctors Without Borders says <https://t.co/UWE9woNyYM>

Peer Organization: Doctors Without Borders

The second peak occurred on November 11, 2023 due to the closure of more schools and hospitals in Gaza.

01 11 Nov
RT @spectatorindex BREAKING: Doctors Without Borders says its staff are 'witnessing people being shot at as they attempt to flee the Al-Shifa hospital'.

Peer Organization: Doctors Without Borders

The third and highest peak occurred on December 2, 2023. This peak included the highest mention volume because a Doctors Without Borders convoy was attacked in Gaza.

01 2 Dec
RT @MSF_canada Doctors Without Borders convoys attacked in #Gaza all elements point to the responsibility of the Israeli army. We call for an independent investigation to establish the facts and the responsibilities. <https://t.co/2QAYUuetne> <https://t.co/gvyTXbBrep>

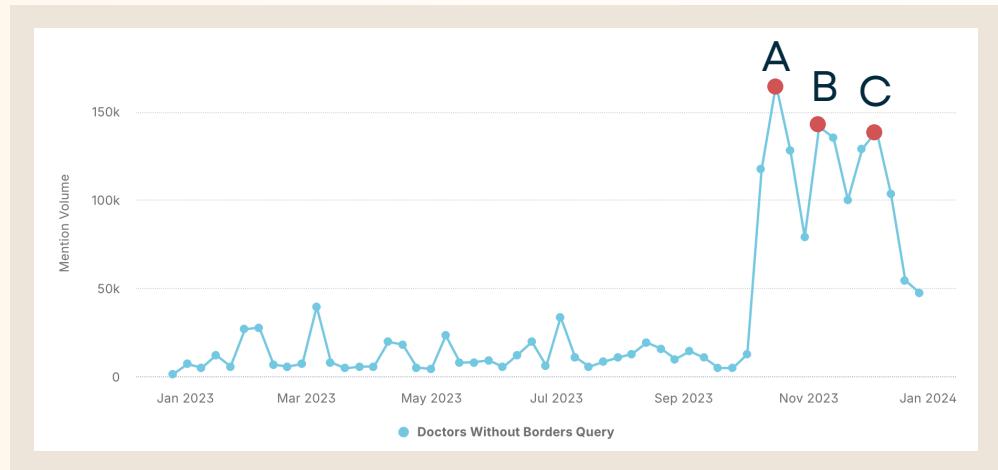
02 2 Dec
RT @TheMendozaWoman Today, Israel has obliterated a Doctors Without Borders convoy, with impunity International Law is dead <https://t.co/93mkSIOL9x>

Other platform breakdowns can be found in the peer organization analysis.

ORGANIZATION EARNED DATA

VOLUME

**Total
Mentions:**
1.83m



Posts Insight:

- Peak A [Oct. 16]
 - Mention Volume: 165,349
- Peak B [Nov. 6]
 - Mention Volume: 141,393
- Peak C [Dec. 4]
 - Mention Volume: 139,037

01

22 Oct
RT @Eyerustg which is why they have made building wells and providing fresh, clean water a priority." #ResumeAid4Tigray @UNOCHA @UNOSAPG @EU_Commission @UKParliament @UNHumanRights @ICRC @MSF @EUatUN @WhiteHouse @StateDept @UN_HRC <https://t.co/RCXOjSi0v1>

Peer Organization: Doctors Without Borders [...\(expand for more\)](#)

02

22 Oct
RT @haddis2015 Children are not attending school. The school buildings are still in bad condition," he said, while explaining that there was a lot of political intrigue being played around the issues of Tigray. #ResumeAid4Tigray @UNOCHA @EU_Commission @ICRC @MSF @EUatUN @VP @eucopresident...

Peer Organization: Doctors Without Borders [...\(expand for more\)](#)

SPIKE ANALYSIS

From the data collected during January to December of 2023, the spike occurs between October 9th and December 24th.

Between this period, Gaza dominated conversations on Twitter with 128,652 mentions using #Gaza.

Peak A involved a critique of America's bombing of hospitals and blaming others. These conversations revolved around poor living conditions in Tigray, Ethiopia.

Peak B is based on headlines pointing to Israeli strikes targeting hospitals in Gaza, leading to catastrophic conditions and urgency for help.

Peak C is also based on Gaza controversy regarding medical aid. Amid relentless bombings and casualties, numerous organizations are calling for an immediate ceasefire to avoid further loss of civilian lives.

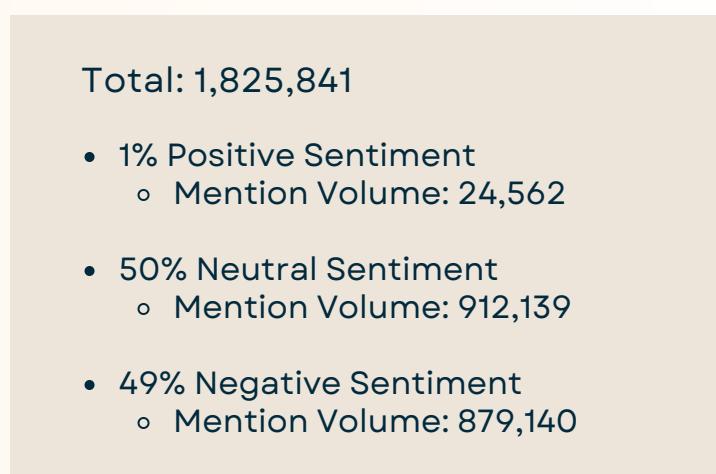
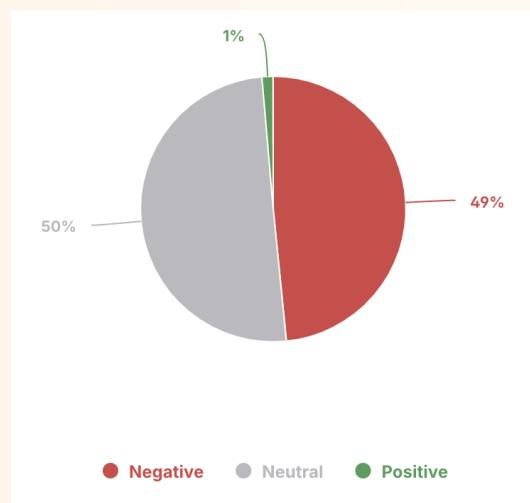
BREAKDOWN BY PLATFORM

SITE NAME	Mentions ⓘ				IMPACT ⓘ	SITE VISITORS ⓘ		LOCATION	REACH ⓘ
	MENTIONS ▾	POS	NEG	NEU		AVERAGE	VISITORS/MONTH	TOP AUTHORS ▾	
twitter.com	1497873	15 691	735 532	746 650	5.6	1414 667 000	@Romhai_H ▾	n/a	1306
tumblr.com	146 006	3 314	67 904	74 788	0	290 801 000	imaypossiblyreadlater	Australia	0
reddit.com	15 532	2 816	7 107	5 609	0	1688 556 000	AutoModerator ▾	n/a	0
youtube.com	2 347	96 1 287	1 287	964	0	11 006 881 000	Games Done Quick ▾	n/a	0
yahoo.com	2 214	32	970	1 212	83.7	912 481	n/a	United Kingdom	4 218
facebook.com	1923	49	647	1 227	24.3	4 718 864 000	Doctors Without Borders / Médecins Sans Frontières (MSF)	n/a	2 897
headtopics.com	796	15	308	473	29.3	570 851	n/a	South Africa	307
reliefweb.int	766	3	195	568	34.2	2 330 000	n/a	United States of America	1 018
vnexplorer.net	747	10	329	408	19.8	49 833	n/a	Vietnam	25
dispatchist.com	707	3	216	488	0	0	n/a	Malaysia	0
Total for top sites	1668 911	22 029	814 495	832 387		19 123 632 165			

Content performs best on the top 3 sites:

- **Twitter** [1497873 mentions]
- **Tumblr** [146 006 mentions]
- **Reddit** [15,532 mentions]

SENTIMENT

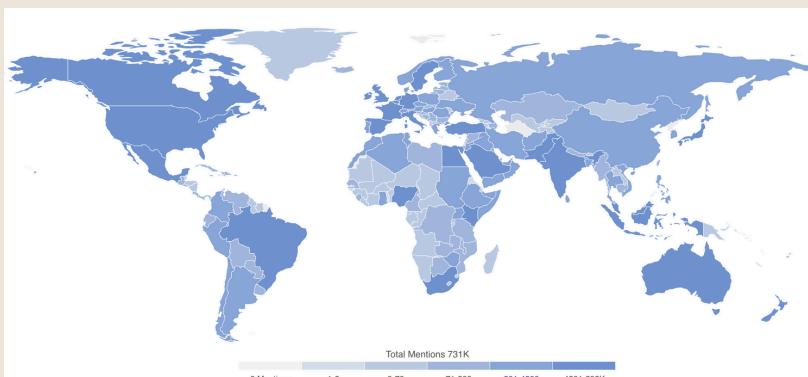


NARRATIVE BY SENTIMENT

- **Positive:** MSF continues to seek vibrant students to power the district organizing committees before its formal launch in June. The pandemic has forced MSF into action as they help provide medical and humanitarian care in affected regions. MSF president and CEO spoke about the heroic work done by doctors and staff at their medical facilities in Gaza, providing aid amidst the conflict. MSF also recognized all nurses for their dedication and hard work in providing medical care to vulnerable communities around the world.
- **Negative:** MSF expressed concern about the safety of their personnel in Gaza and called for an immediate ceasefire to prevent unnecessary death. Doctors Without Borders face challenges evacuating their staff from hospitals in Gaza due to missing supplies and resources. Israel has also been accused of attacking Palestinian hospitals, leading to catastrophic situations. Overall, there is a humanitarian crisis in Gaza. Reports worsen with limited access to healthcare due to harsh conditions in the ongoing hostilities in Gaza.

Neutral-like mentions consists of ceasefire demands regarding the attacks in Gaza. Overall, this sentiment is oriented around the humanitarian crisis of the middle east and MSF's role in providing response efforts to the conditions in Gaza.

GEOGRAPHY: VOLUME BY COUNTRY



The United States consist of 41% of all mentions [298,000]

Top cities by mention volume:

- Chicago, IL USA
- Montréal, Canada
- Abuja, Nigeria
- Amman, Jorden
- Udaipur, India
- Mumbai, India
- Hyderabad, India
- Shah Alam, Selangor Malaysia
- Nottingham, United Kingdom

TOP RETWEETS & SHARES

 **MSF International**  @MSF

● **BREAKING:**

Israel has given Al Awda Hospital just two hours to evacuate. Our staff are still treating patients.

We unequivocally condemn this action, the continued indiscriminate bloodshed and attacks on health care in Gaza.

We are trying to protect our staff and patients.

1:43 PM · Oct 13, 2023 · 14.9M Views

This post accumulated over 42,000 retweets

 **Doctors Without Borders / Médecins Sans Frontières**  @MSF_canada

Doctors Without Borders convoys attacked in #Gaza all elements point to the responsibility of the Israeli army.

We call for an independent investigation to establish the facts and the responsibilities.

doctorswithoutborders.ca/msf-convoy-att...



0:27

12:23 AM · Dec 2, 2023 · 5.7M Views

INFLUENTIAL USERS

 **Maryam Nawaz Sharif**  @MaryamNSharif

We cloak our cowardice with the ill-fitting garment of political correctness. To a coward, courage always looks like stupidity. Fortune favours the brave.

FOLLOWERS: 8.1 MILLION

Maryam Nawaz Sharif is a verified account based in Islamabad, Pakistan. This influential user covers similar topics to our organization. Some tweets are in Urdu, which is a prominent language in our areas of interest including Saudi Arabia. The account's content is focused on humanitarian aid and included posts about the war in Gaza and famine problems in Tigray.



Nadia Whittome MP  @NadiaWhittomeMP

FOLLOWERS: 120K

Nadia Whittome MP is a verified user on Twitter and a member of the Labour Party in the UK. She represents the Nottingham East constituency and is the youngest MP in history elected at 23. She is an advocate for climate change and humanitarian aid in the Middle East, including places like Sudan and Gaza. Her content brings awareness to the UK and it would be beneficial to utilizing her platform for our cause.

SHARES

Top shared sites included

1. twitter.com:
2. msf.org
3. osv.new.com
4. doctorswithoutborders.com

THEME 1: GAZA 32%

Howard Beckett  @BeckettUnite · [Follow](#)

A Doctors Without Borders convoy attacked in Gaza.

The Hague must step in or stand accused itself of complicity in war crime.

X



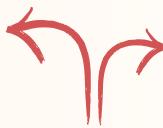
Doctors Without Borders / Médecins Sans Frontières
@MSF_canada · [Follow](#)

X

Doctors Without Borders convoys attacked in #Gaza all elements point to the responsibility of the Israeli army.

We call for an independent investigation to establish the facts and the responsibilities.

[doctorswithoutborders.ca/msf-convoy-att...](#)



Total number of mentions: 810.51k

The **main peak, Peak A**, in the conversation occurs when tweets are generated about Gaza attacks, at a moment where Gaza war is on its peak, bombings and attack to hospitals causing major injuries, destructions and deaths, accusation against Israel and call for an investigation.

As for the **Hashtags**, the ones that generate the highest volume of conversation include:

- **#Gaza** | 675504392 | impressions Attacks on humanitarian organizations, hospital bombings and children deaths situation.
- **#muststopnow** | 54286978 | impressions Pressure on Israel and call for ceasefire to prevent more deaths on Gaza.
- **#Israel** | 56579572 | impressions Israels forced bombings of hospitals.
- **#Ceasethefirenow** | 42318488 | impressions Humanitarian fatality and call for end of war.

TOP SHARED URLs

Top Shared URLs	▼ Volume
https://www.doctorswithoutborders.ca/...	24893
https://www.msf.org/gaza-patients-and...	7359
https://www.msf.org/msf-calls-us-veto...	7066
https://edition.cnn.com/middleeast/live...	5546

MSF convoy attacked in Gaza: all elements point to the responsibility of the Israeli army

Published Dec 1, 2023 | Updated Dec 1, 2023

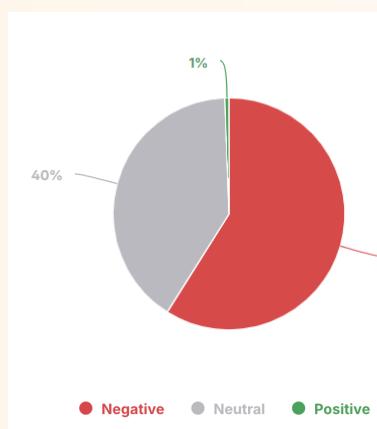
'I saw many bodies': having escaped one conflict, Tigray refugees face new terrors

Ethiopia drought: Fifty die of hunger in Tigray and Amhara amid aid freeze

These three headlines come from the top URLs explaining the situation in Gaza, attacks, failure of resolution and call for action

BREAKDOWN BY SENTIMENT

The conversation revolves around the damages caused on Gaza, especially through bombings, the high and worrying infant fatality as well as the call for ceasefire.



- **POSITIVE:** 1% Positive comments revolve around support to several organizations.



CARE (CARE (care.org)) @CARE

15 Dec
Thank you, @SenatorDurbin, for highlighting our @nytimes Op-Ed on the need for an immediate ceasefire and relief in #Gaza with @SaveTheChildren, @OxfamAmerica, @RefugeesIntl, @mercycorps and @NRC_Norway. Via @cspan <https://t.co/L9jsDQq5Ps>

- **NEUTRAL:** 40% Neutral comments revolve around statements & informative situations and Gaza and agencies implications



jacksonhinkle (Jackson Hinkle us) @jacksonhinkle

15 Nov
IL ISRAEL just BOMBED a Doctors Without Borders clinic in **Gaza!**
<https://t.co/SBojY8opf>

- **NEGATIVE:** 59% negative conversation revolves around 3 main themes: High child fatalities in Gaza, attacks to hospital and convoys in Gaza and UN condemnation of situation in Gaza



mehdirhasan (Mehdi Hasan) @mehdirhasan

6 Nov
Gaza: More kids killed than the annual number of kids killed across all conflict zones since 2019 (Save the Children) More UN workers killed than in any comparable period in the UN's history (UN) More journalists killed than in any conflict period since 1992 (CPJ)

MOST INFLUENTIAL USERS BY SENTIMENT

NEGATIVE SENTIMENT

		SENTIMENT ⓘ			IMPACT ⓘ	X ⓘ	DEMOGRAPHICS ⓘ	
X POSTER	MATCHING POSTS	POS	NEG ⓘ	NEU	AVERAGE	FOLLOWERS	ACCOUNT TYPE	GENDER
 @Sayr2441	642	0	642	0	0.3	8	Individual	Unknown
 @AhmedSaad123106	274	0	274	0	0	9	Individual	Male

- **@Sayr2441:** Palestinian supporter whose tweets involve delicate and sensitive image, content and messages in support of Palestinians.
- **@AhmedSaad123106:** Lawyer at the General Syndicate of Lawyers in Egypt whose posts involve sensitive and radical videos about the war as well as texts in another language "as manifesto".

POSITIVE SENTIMENT

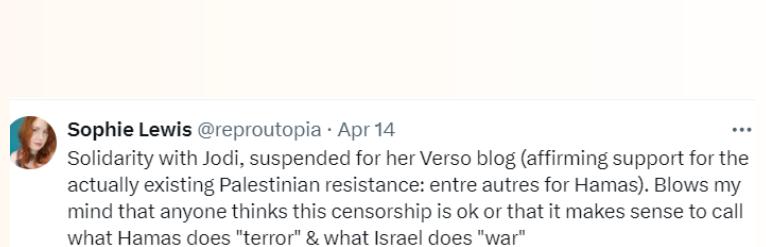
		SENTIMENT ⓘ			IMPACT ⓘ	X ⓘ	DEMOGRAPHICS ⓘ	
X POSTER	MATCHING POSTS	POS ⓘ	NEG	NEU	AVERAGE	FOLLOWERS	ACCOUNT TYPE	GENDER
 @Mayla_blj	30	29	1	0	0.6	8	Individual	Unknown
 @MyMagicDragon	14	13	1	0	3.4	2 090	Individual	Unknown

- **@Mayla_blj:** Informational tweets about history, retweets, ways of aid and other posts.
- **@MyMagicDragon:** Mix of politics, entertainment and informational posts about the war and other issues in the world.

MOST INFLUENTIAL USERS

 @BeckyCNN	1	0	1	0	99.2	139 535	Individual	Female
 @reprotoopia	1	0	1	0	99.1	20 666	Individual	Female

- **@BeckyCNN:** Journalist from Abu Dhabi with 141202 followers who posts about news on the war of Gaza and has a high reach.
- **@reprotoopia:** Writer and advocate.



THEME 2: TIGRAY 15%



Maibel
@Dani27boy3

8/n

The suspension of aid has worsened the humanitarian crisis in Tigray.

As a result we urge @WFP @USAID @FAO @WHO @eu_echo @MSF to work together, overcome challenges, & ensure uninterrupted assistance reaches Tigrayans in need. #ResumeAid4Tigray

Traducir post



4:19 p. m. · 13 abr. 2024 · 288 Reproducciones



Total number of mentions: 634.54k

The **main peak, Peak A**, in the conversation occurs when tweets are generated to demand urgent action because of the humanitarian crisis and suffering in Tigray.

Peak B is also due to the demand for immediate attention in Tigray, but this time asking politicians to act and not to overshadow.

Finally, **Peak C** is generated by the conversation around saving the future and hope of children of Tigray. They demand that Children being unable to access school is a direct violation of their right to education.

As for the **Hashtags**, the ones that generate the highest volume of conversation include:

- #resumeaid4tigray
- #tigray
- #justice4tigray
- #eeritreaoutoftigray

TOP SHARED URLs

Top Shared URLs	▼ Volume
https://twitter.com/Tigrai_TV/stat	19738
https://www.ethiopianreporter.com/123...	14130
https://www.theguardian.com/global-d...	11300
https://www.bbc.com/news/world-afric...	11221

 **Tigrai Television**  @Tigrai_TV

World Vision launches USAID funded Strengthening PSNP Institutions and Resilience (SPIR) II program to address the critical demand in the war-torn #Tigray

The most shared URL is a tweet from *Tigray Television* with a video explaining a Program that is being implemented to address the critical demand in the war from Tigray

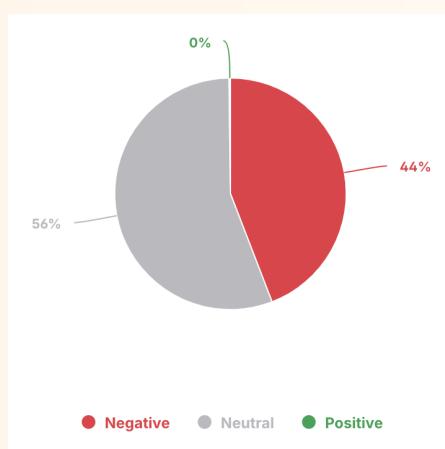


The second most shared URL is an article from *The Guardian* which narrates some of the atrocities that are occurring in Tigray.

We are devastated by the UN Security Council's failure to adopt a resolution demanding a ceasefire in Gaza— blocked by a solitary veto from the United States.

And the third most shared URL is an article from the *BBC* that talks how the northern Ethiopia battles drough, flooding and landslides.

BREAKDOWN BY SENTIMENT



- **POSITIVE:** There are no positive comments.
- **NEUTRAL:** 56% Neutral comments revolve around the situation in Tigray, humanity and life-saving aid and restore hope.

 **nayna_mehari (nayna)** @nayna_mehari

RT @feleg2023 Humanity, stand together now! @WHO, @MSF, @SaveTheChildren, @UNICEF, @UNOCHA, the situation in **Tigray** is dire, and lives hang in the balance. Your expertise and resources can be the lifeline these souls desperately need. Act swiftly to bring hope and #SaveTigrayLives.

31 Dec

- **NEGATIVE:** 44% negative conversation revolves around how the holiday season becomes harder for Americans of Tigrayan descent since their families are starving to death in Tigray.

 **lieliti (አላት)** @lieliti

The holiday season becomes harder for Americans of Tigrayan descent since our families are starving to death in **Tigray** diaspora community says. #ResumeAid4Tigray #TigrayFamine @Refugees @USAID @PowerUSAID @WFP @ICRC @USUN @SaveTheChildren @LindaT_G @desitay1 <https://t.co/TzRVynLgcX>

31 Dec

MOST INFLUENTIAL USERS BY SENTIMENT

AUTHOR NAME	SOURCE	MENTIONS	Mentions			IMPACT	REACH
			POS	NEG	NEU		
👤 @Romhai_H	twitter.com	6 935	11	3 000	3 924	3.2	1352
👤 @gual_resla	twitter.com	5 498	7	2 424	3 067	1.9	1161
👤 @Heav_en1	twitter.com	5 182	11	2 366	2 804	27.7	3994
👤 @mehari05	twitter.com	5 607	5	2 327	3 275	0.9	728
👤 @12_TIGRAY	twitter.com	4 971	8	2 296	2 667	28.2	4126
👤 @brhan509	twitter.com	5 262	4	2 208	3 050	4.5	1711
👤 @Hermila14171798	twitter.com	5 051	11	2 116	2 924	4.2	1521
👤 @lieliti	twitter.com	4 798	12	2 096	2 689	22.9	3200
👤 @feven__21	twitter.com	5 090	2	2 062	3 025	5.6	1857
👤 @meaza_AG	twitter.com	4 902	4	2 059	2 839	7.7	2309
Total for top authors		53 296	75	22 954	30 264		

The situation currently being experienced in Tigray is very complicated, so we hardly find a positive sentiment when users deal with this issue on social networks, as criticism, urgent demands for humanitarian aid and concern for the situation of children predominate.

Therefore, among the most influential users, those who generate and share content related to this issue stand out. In this sense, @Heav_en1 and @lieliti stand out, because although they do not lead in terms of direct mentions, their impact and reach are notably higher compared to others. With a follower base exceeding 5,000, both dedicate much of their activity to disseminating information about the situation in Tigray, sharing articles, videos and other relevant resources.

📍 Fijado

�� @Heav_en1 · 25 jun. 2022

Millions in #Tigray need urgent humanitarian assistance now. This is dead line for tigray people's 596 days blocked 360 degree take action now no more waiting #EndTigraySiege #TigrayFamine #EndTigraySiege @mcdunford @WFP @PowerUSAID @UN @UNICEF @UNOCHA



De Tigrai Television

⌚ 11 2 mil 500 ...

📍 Fijado

�� @lieliti · 1 jul. 2022

#Hospitals in #Tigray have exhausted their supplies and are now forced to close. The #ChildrenOfTigray are receiving inadequate care #Ethiopia's siege on the region must be lifted. #EndTigraySiege @BenCardinforMD @marcorubio @ChrisCoons @RandPaul @timkaine bbc.com/news/world-afr...

⌚ 1 514 173 ...

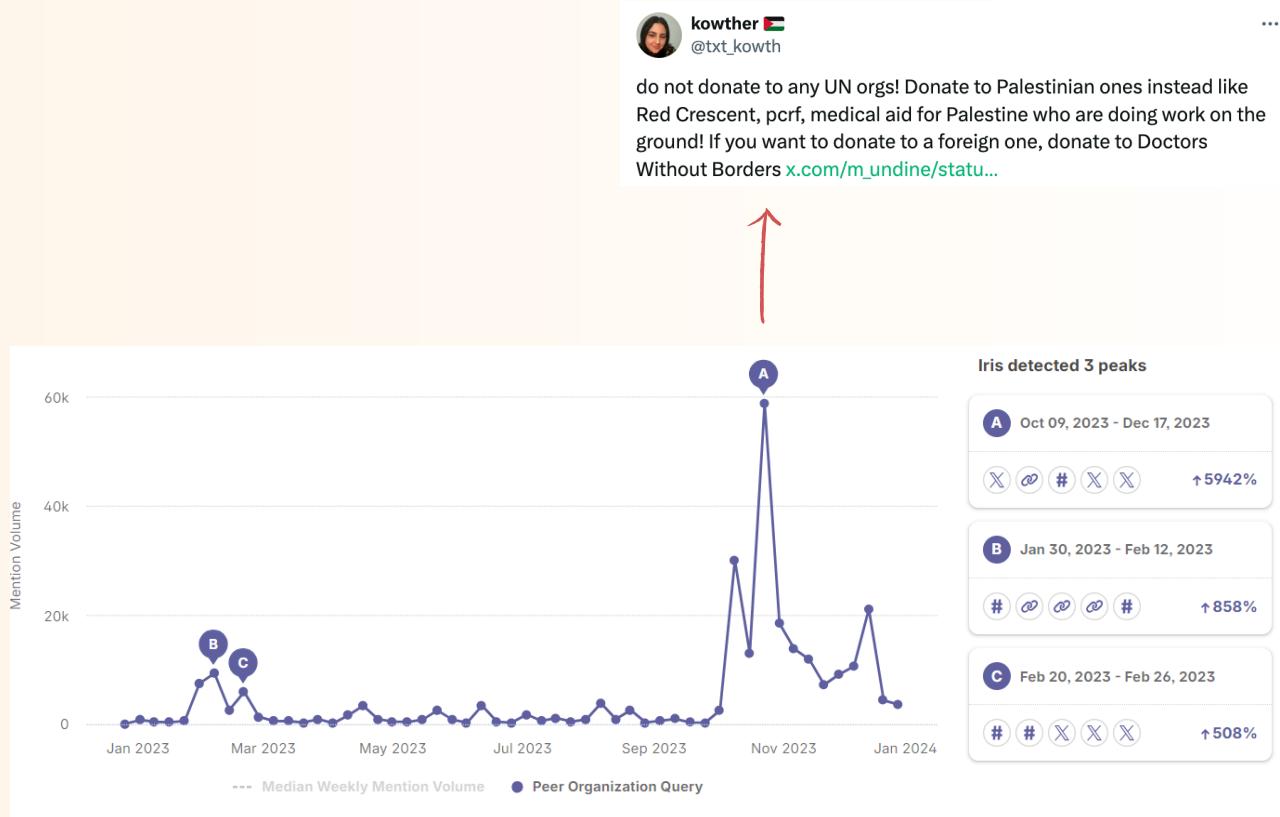
Although the majority sentiment is negative, we also found some examples that generate positive sentiment, such as this one in which he thanks a user for his contribution to raise global awareness about Tigray.

�� @lieliti

Our Hero @Yohanes1421 Thank you 4your valuable dedication in digital diplomacy by contributing #OneMillionTweetsForTigray to raise global awareness about #TigrayGenocide #TigrayEthnicCleansing & Crimes Against Humanity committed against the people of #Tigray

Traducir post

THEME 3: MEDICAL AID 12%



Total number of mentions: 266.18k

The **main peak, Peak A**, in the conversation occurs on the topic of ground work and donations to Palestinian organizations and medical missions rather than through the UN.

Peak B is due to the conversation around the destruction of hospitals and looting of ambulances during the war which means that medical services are still lacking.

Finally, **Peak C** is generated by the conversation around how women and children, are the ones suffering the most. The children have suffered severely from the effects of famine, violence, lack of medical aid and education, family disintegration and constant trauma.

As for the **Hashtags**, the ones that generate the highest volume of conversation include:

- #justice4tigray Tigray suffering the consequences and devastation of the war
- #Tigray Access to medical care and children deaths
- #Gaza Urgent evacuation and shortages of medical supplies

TOP SHARED URLs

Top Shared URLs	▼ Volume
https://www.sowetanlive.co.za/news/af...	5041
https://twitter.com/Tigrai_TV/stat	4104
https://www.africa-newsroom.com/pre...	2854
https://www.aljazeera.com/news/2023/...	2564

Aid workers have access but medical resources scarce

Hospitals in Tigray region struggle to deliver care, Red Cross reveals crisis

The most shared URL is an article from *Sowetan Live* that talks about how the destruction of hospitals and looting of ambulances during the war mean that medical services are still lacking.

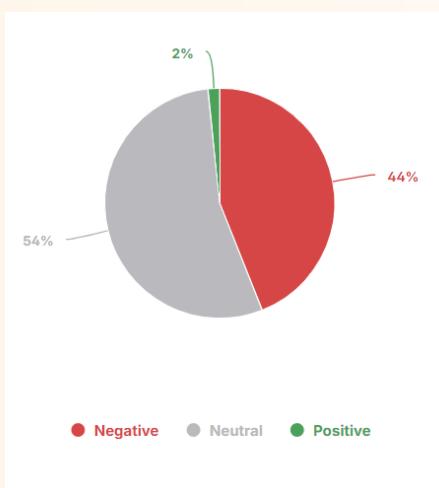
 Tigrai Television  @Tigrai_TV
Megab Health Center in Hawzen district, Eastern Tigray, unable to treat patients due to an ongoing lack of medication

The second most shared URL is a tweet from *Tigray Television* with a video talking about Megab Health Center in Hawzen district.

Gaza medics say Israel targeting ambulances, health facilities

And the third most shared URL is an article from *Aljazeera* that talks how Medical organisations say Israeli air attacks have hit health services what could constitute a war crime.

BREAKDOWN BY SENTIMENT



- **POSITIVE:** Successful operations and support to their activities as well as donations

 MSF_USA (Doctors w/o Borders) @MSF_USA
RT @MSF  Our teams continued to provide lifesaving **medical care** in over 75 countries around the world in 2022. This was possible thanks to YOU - our donors! 
<https://t.co/nVUBF9TzTN>

- **NEUTRAL:** Information about the status of operations, the movement of medical aid and the need for more supports as well as a call to not donate to the Un but to Palestinian organizations.

 txt_kowth (kowther ps) @txt_kowth
do not donate to any UN orgs! Donate to Palestinian ones instead like Red Crescent, pcrf, **medical aid** for Palestine who are doing work on the ground! If you want to donate to a foreign one, donate to Doctors Without Borders

- **NEGATIVE:** The denial for medical aid and the doctors without borders critical situation and evacuation requirements.

 AJEnglish (Al Jazeera English) @AJEnglish 
"Two Palestinians died of wounds while **ambulances** could not reach them." Israeli military vehicles blocked the entrance of Jenin's Khalil Suleiman Hospital, preventing **ambulances** from leaving, reports Doctors Without Borders' Chris Christou.  LIVE updates:...
<https://t.co/14fFpAaA1>

MOST INFLUENTIAL USERS BY SENTIMENT

AUTHOR NAME	SOURCE	MENTIONS	Mentions			IMPACT	REACH
			POS	NEG	NEU		
 The Latest	youtube.com	167	0	167	0	0	0
 @Romhal_H	twitter.com	365	2	122	241	3.2	1355
 @mesiihiluf	twitter.com	247	0	107	140	27.6	3922
 @Mulu3010992	twitter.com	136	2	95	39	16	2526
 @WediGebremicha1	twitter.com	131	0	92	39	1.5	444
 @TDF_forlife	twitter.com	260	0	86	174	27	3722
 @gebru191	twitter.com	167	0	86	81	2.3	562
 @tigray116	twitter.com	259	0	85	174	23.1	3201
 @Liwi_00	twitter.com	219	0	83	136	0	27
 @Lila142007	twitter.com	145	0	80	65	1.3	306
Total for top authors		2096	4	1003	1089		

As in Theme 2, the predominant sentiment is negative, as users demand humanitarian aid to end the horrible situation in Tigray.

Among the most influential users, @mesiihiluf and @ TDF_forlife stand out, although they are not at the top of the list in terms of mentions, they are the ones that generate more impact and reach with the content they publish or repost.

 Fijado

 መ. ገ. ል-ት ማድመው-♥️ 💙 @mesiihiluf · 30 dic. 2022

... documentary on the ongoing #TigrayGenocide by RomanDebotch is coming Denver SundayNovember

Watch with us thefilm goalis to spread awareness on thecivilwaranhumanitarian crisis.Allfundswillbe donated tiphub.co/the-fight-for-#StopTigrayGenocide 💔

#EritreaOutOfTigray @UN @JoeBiden

 Mulu መ-ሰን-ገል ከንበረቻ♥️ 💛 reposted

The Magna Carta 同理心 人性 💙 @RealHauleGluck · 16 abr.

#Ethiopia: The world must not turn a blind eye to the genocide going on in #WesterTigray

We urge @JustinTrudeau , @EmmanuelMacron, @OlafScholz, and all leaders to act swiftly to save lives and bring perpetrators to justice.

#AmharaOutOfTigray



Ethiopia: War crimes committed in Western Tigray - New Report

De amnesty.org.uk

12 194 97 2 mil

We also found some examples that neutral positive sentiment like:

- @txt_kowth: User who posts about israeli and palestinian situation from her point of view, not offensive
- @abughazalehkhat: Right wing user who posts informational videos on news about the palestinian war.

PEER ORGANIZATIONS ANALYSIS

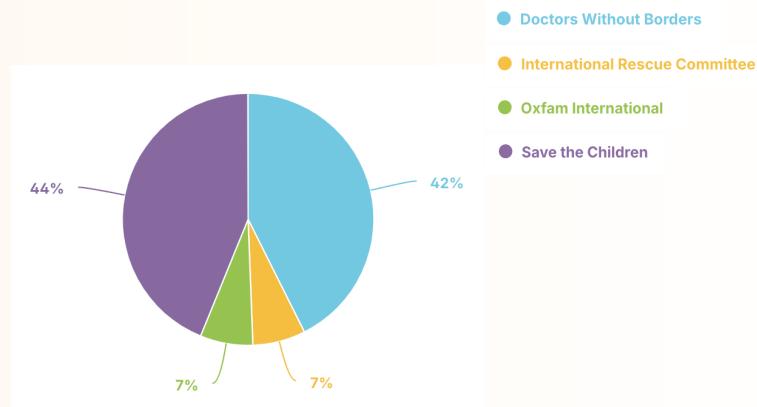
Data Set Description

Peer organizational data includes insight to evaluate the overall performance of the organization. This includes elements like share of voice, total mentions, sentiment by organization, spike analysis by organization, and top performing platforms.

SHARE OF VOICE:

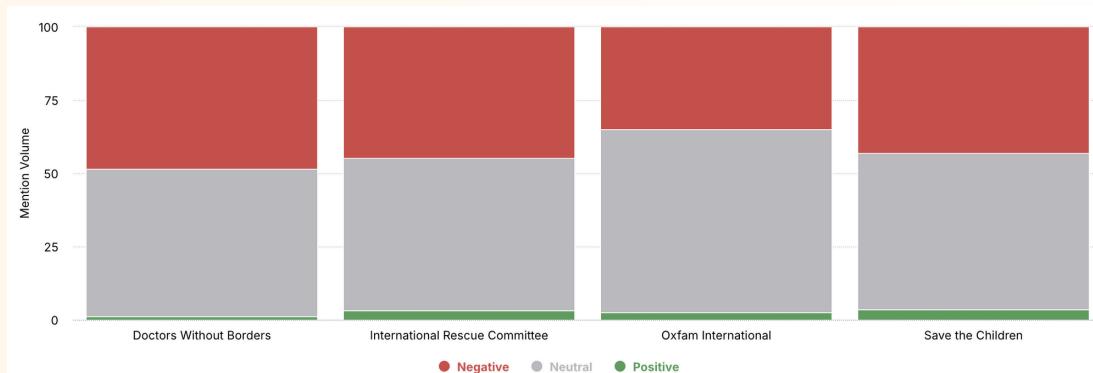
- Save the Children: **44%**
- Doctors Without Borders: **42%**
- International Rescue Com: **7%**
- Oxfam International: **7%**

TOTAL MENTIONS: 4,254,774



Doctors Without Borders and Save the Children occupy nearly 45% of the chart each, while the International Rescue Committee and Oxfam Internation only occupy 7% each.

SENTIMENT BY ORGANIZATION



Negative and neutral sentiment occupies is prominent due to the nature of each organization. Humanitarian topics are often based around refugees, famine, and humanitarian aid. Negative sentiment has less to do with the organizations and more to do with the controversial topics.

- Doctors Without Borders
 - **48%** Negative: Famine in Tigray (Theme 2)
 - **51%** Neutral: Informative content
 - **1%** Positive: External donation drives
- International Rescue Committee
 - **45%** Negative: Newborns and Famine in Tigray
 - **52%** Neutral: Informative content
 - **3%** Positive: Promotional livestream
- Oxfam International
 - **35%** Negative: Millions on the verge of death in Tigray
 - **62%** Neutral: Ceasefire Requests
 - **3%** Positive: New Year Wishes
- Save the Children
 - **43%** Negative: Violence against children
 - **53%** Neutral: Informative content
 - **4%** Positive: Peace for children

PEER ORGANIZATION SPIKE ANALYSIS



International Rescue Committee experienced **spike A** (May 2023) due to tweets sharing an article about the violence in Tigray with a link to www.theguardian.com

Oxfam International experienced **spike B** (June 2023) due to a controversy about their “divisive rhetoric”.

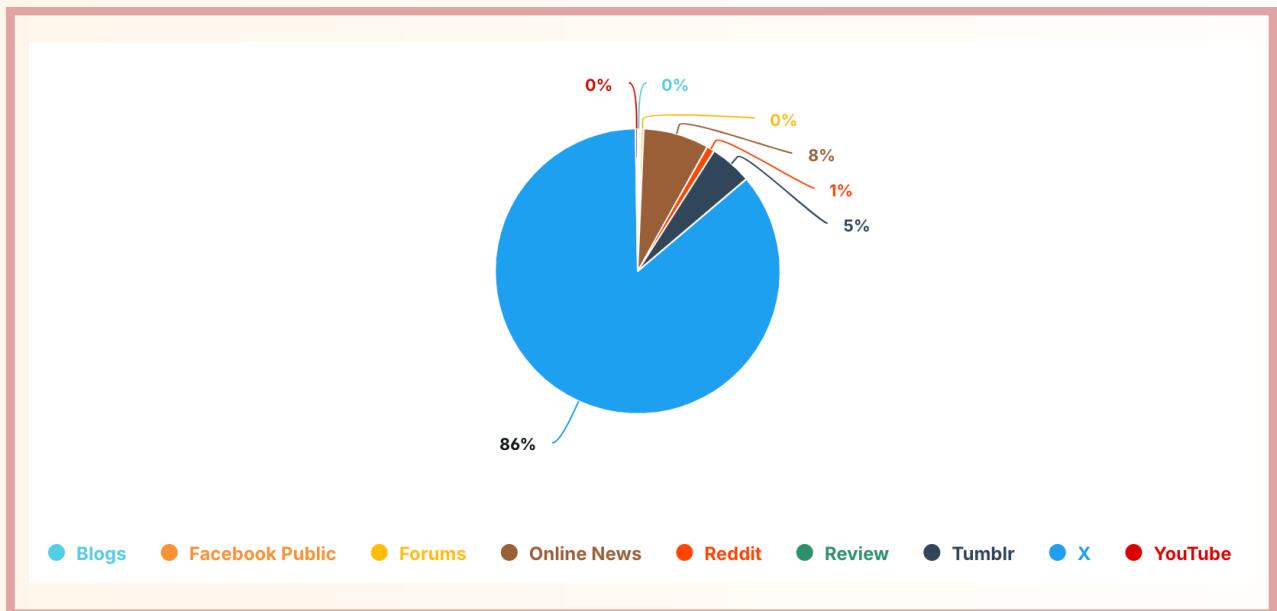
Spike C and G are results of Doctors Without Borders and Save the Children’s post about the war and violence in Gaza.

01	 starfrost5012 (Adeli FREE 🇪🇸) @starfrost5012	5 Nov
	RT @spectatorindex BREAKING: Save the Children organization says over 3,200 children have been killed in Gaza with another thousand missing	Reply Retweet Like Engage
	Peer Organization: Save the Children	...(expand for more)
02	 OliverAnthony (Oliver Anthony) @OliverAnthony	5 Nov
	RT @spectatorindex BREAKING: Save the Children organization says over 3,200 children have been killed in Gaza with another thousand missing	Reply Retweet Like Engage
	Peer Organization: Save the Children	...(expand for more)
03	 tata dinosaurus (Natrah Ali Chee ★) @tata dinosaurus	5 Nov
	RT @spectatorindex BREAKING: Save the Children organization says over 3,200 children have been killed in Gaza with another thousand missing	Reply Retweet Like Engage
	Peer Organization: Save the Children	...(expand for more)

Save the Children experienced a similar spike around the same time as Doctors Without Borders because of tweets that included information about 3,200 children killed in Gaza.

TOP PERFORMING PLATFORMS

- Twitter: **86%**
- Online News: **8%**
- Tumblr: **5%**
- Reddit: **1%**



Twitter consists of the most mentions across all platforms at 86%.

Platforms unmentioned consists of 0% of total mentions.

QUERY APPENDIX

ORGANIZATION

"doctors without borders" OR "Médecins Sans Frontières" OR @MSF OR
#doctorswithoutborders OR #MSF

PEER ORGANIZATIONS

"doctors without borders" OR "Médecins Sans Frontières" OR @MSF OR
#doctorswithoutborders OR #MSF

OR

"International Rescue Committee" OR @RESCUEorg

OR

"Oxfam International" OR @Oxfam

OR

"Save the Children" OR @SavetheChildren OR #SaveTheChildren

EARNED TOPIC CONVERSATIONS

Theme 1: Gaza

Gaza OR #Gaza

Theme 2: Tigray

Tigray

Theme 3: Medical aid

x"medical aid" OR "medical supplies" OR "medical care" OR ambulances
OR "medical staff"