



Data analysis

The annual Geneva Engage Awards, initiated in 2016 by the Geneva Internet Platform with the support of the Republic and Canton of Geneva, and DiploFoundation, recognise the work of actors in International Geneva in social media outreach and engagement. The Geneva Engage examines effective links between International Geneva and communities worldwide that are affected by the policies discussed and negotiated in Geneva.



There are three Geneva Engage Award categories:

- International Organisations¹
- Non-Governmental Organisations and Associations
- Permanent Representations (PRs)

To be considered for a Geneva Engage Award, actors in the three categories need to be based in the Canton of Geneva.²

The analysis of social media outreach for the 5th Geneva Engage Awards was conducted from 1 January to 31 December 2019.

Several different tools were used to collect the data necessary for the analysis. The majority of Twitter data was provided by the Twitonomy service.

¹ In our analysis, we consider IOs to be International Governmental Organisations (IGOs), International Non-Governmental Organisations (INGOs), and other international organisations with global representation.

² Refer to Annex II, III, and IV for a complete list of actors in the three categories.

Indicators for our data analysis

The analysis was based on the following criteria:

- Multi-platform activity
- Outreach
- Engaging content
- Active engagement
- Effective engagement
- Growth

Prerequisites

Last year's analysis was based on two prerequisites:

- I. *Multi-platform activity* – the analysis was conducted for actors that had both Twitter and Facebook accounts from 1 January 2018 onwards;
- II. *Outreach* – the analysis was conducted for actors whose number of followers and the overall activity was above a determined threshold.

This year's analysis was marked by a change in methodology. Firstly, both requirements have been removed, allowing for a larger number of actors to be included in the analysis. Given that a certain number of actors do not have Facebook accounts, the number of indicators pertinent to Facebook have been reduced so as to allow all actors to compete under fairer conditions.

Secondly, this change of requirements conditioned a somewhat different course of analysis. A series of ranges and weights have been identified and calculated for each assessment unit. Therefore, two ranges of values have been applied: 1-25 and 1-10. This has caused lower final results in general in comparison to last year.

Thirdly, having an Instagram account became another assessment criteria, and actors with active Instagram accounts have been awarded additional points.

Lastly, in an attempt to create a fairer environment and promote the engagement of actors with limited resources, a particular set of points have been given to 'so-called' emerging actors, i.e. smaller organisations/representations that have not received a Geneva Engage Award yet.

Engagement indicators

The accounts were measured along the following groups of indicators:

Size of an account:

- The number of followers on Twitter
- The number of tweets posted on the user's Twitter account in 2019

Engaging content:

Effective engagement starts with the composition of a social media post's content. In this category, we measured:

- The average number of mentions per tweet: Twitter provides the opportunity to tag third parties in tweets, which in return can help disseminate a message and directly engage with the intended audience
- The average number of links per tweet: Since Twitter is limited to a maximum of 280 characters, links can be used effectively to direct to other content provided by organisations or third parties

Active engagement:

The added value of social media stems from the interactive nature of communication. Restricting social media activity to 'broadcasting' content would limit the potential of the resource. Therefore, we looked into:

- The shared amount, out of all tweets, consisting of retweeting other content
- The shared amount, out of all tweets, consisting of replying to others' comments

Effective engagement:

A way to understand the engagement of content created by the account is to explore active dissemination of the content by others and its popularity among online users. The following indicators were therefore taken into account:

- The shared amount, out of all tweets, consisting of retweeting the user's content by others
- The proportion of user's tweets retweeted by others
- The total number of times the user's tweets were retweeted by others
- The average number of retweets for the user's tweets retweeted by others
- The shared amount, out of all tweets, favourited by other users
- The proportion of the user's tweets favourited by others
- The total number of times the user's tweets were favourited by others
- The average number of favourites for the user's tweets favourited by others

Growth:

A final indicator relates to the growth of the account over the past year. We therefore measured:

- The relative growth of Twitter followers compared to the growth in the previous year
- The relative growth of Facebook likes compared to the growth in the previous year

The winners of the 5th Geneva Engage Awards

Honourable mentions

The results of our data analysis revealed that in 2019, as well as in the previous years, the social media engagement of one actor in each of the given categories outperformed that of other entities in Geneva by a very high margin.

In the IOs category, the **World Health Organisation (WHO)** not only had by far the largest follower base on Twitter (over 5 million), but its engagement scores were well above those of other international organisations in Geneva. For instance, in 2019, the WHO had 9067 mentions on Twitter and a total of 4370 retweets from its account, in comparison to the average values for these indicators – 1024 and 629, respectively.

With a followership of over 3.5 million on Twitter, the **World Economic Forum (WEF)** had outstanding scores across several indicators in the NGOs category. To illustrate, in 2019, the WEF published 12 354 posts on Twitter, in comparison to the overall average of 1023 posts.

Lastly, the **Permanent Delegation of the European Union to the United Nations Office and other international organisations in Geneva** also had exceptional results in the Permanent Missions category and outperformed other permanent missions by a very high margin.

The honourable mentions therefore go to the WHO, the WEF, as well as the Permanent Delegation of the EU for their outstanding efforts, as well as the sheer quantity and quality of social media activity.

The top 5 International Organisations

| Rank | Entity | Points |
|------|---|--------|
| #1 | United Nations High Commissioner for Refugees (UNHCR) | 316 |
| #2 | The United Nation Office in Geneva | 284 |
| #3 | Office of the United Nations High Commissioner for Human Rights (OHCHR) | 231 |
| #4 | International Organisation for Migration (IOM) | 219 |
| #5 | Medecins Sans Frontières - Doctors without Borders | 202 |

United Nations High Commissioner for Refugees (UNHCR)

In 2019, the UNHCR was one of Geneva's most active international organisations on social media. It had the highest number of tweets and the highest number of tweets retweeted, and it scored well in other categories, namely the number of user mentions and number of retweets, 22 and 24 points respectively. Moreover, the UNHCR received the highest score in one of the two Facebook-related categories – Facebook growth.

The UNHCR's accounts predominantly tackle obstacles and challenges that refugees are faced with on a daily basis and address the ways to improve their lives. The UNHCR frequently posts photos and videos of refugees depicting their lives in a new environment in an attempt to showcase that they are a 'treasure', rather than a 'burden'.

Hashtags most used:

[#refugeeforum](#)

[#ibelong](#)

[#endstatelessness](#)

[#climateaction](#)

The top 5 Non-governmental Organisations and Associations

| Rank | Entity | Points |
|------|------------------------------------|--------|
| #1 | The New Humanitarian (TNH) | 273 |
| #2 | UN Watch | 255 |
| #3 | Civicus | 240 |
| #4 | World Council of Churches (WCC) | 238 |
| #5 | World Organisation against Torture | 197 |

The New Humanitarian (TNH)

The New Humanitarian (TNH) was the most popular NGO on Twitter, with 91 171 followers, and published the highest number of tweets. TNH was also among the organisations with the highest Twitter growth rate. Moreover, TNH scored well in all Effective engagement-related categories, namely the number of tweets retweeted and favourited, with 25 and 24 points respectively.

TNH's social media activities in 2019 focused on a number of pressing issues, including the fate of refugees and internally displaced persons, vaccination campaigns, political and economic crises worldwide, and the like.

Hashtags most used:

[#cop25](#)

[#rcrc19](#)

[#together4venezuelans](#)

[#humanitarian](#)

The top 5 Permanent Missions to the United Nations in Geneva

| Rank | Entity | Points |
|------|--|--------|
| #1 | The Permanent Mission of Norway to the United Nations Office and other international organisations in Geneva | 192 |
| #2 | The Permanent Mission of France to the United Nations Office and other international organisations in Geneva | 182 |
| #3 | The Permanent Mission of Spain to the United Nations Office and other international organisations in Geneva | 179 |
| #4 | The Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and other international organisations in Geneva | 175 |
| #5 | The Permanent Mission of India to the United Nations Office and other international organisations in Geneva | 171 |

The Permanent Mission of Norway to the United Nations Office in Geneva

Norway's Mission to the UN had remarkable scores in almost half of the analysed categories, and its engaging content resulted in high scores in areas such as the number of tweets retweeted and the total number of times the user's tweets were retweeted, 22 and 23 respectively.

Its social media accounts provide insight into Norway's activities in the field of refugees' protection, education, gender rights, climate change, and sustainable development, to name but a few.

Hashtags most used:

[#norway](#)

[#commonfuture](#)

[#mineaction](#)

[#sdgs](#)

About this report

The data analysis was conducted by DiploFoundation's Data Team. The analysis was based on sources by third parties; the team therefore cannot guarantee the absolute accuracy of the results.

In case your entity has been omitted from this report, e-mail us at data@diplomacy.edu for inclusion in the next awards.

Annex I

List of indicators:

1. The number of followers on Twitter
2. The number of tweets posted on the user's Twitter account in 2019.
3. The average number of mentions per tweet
4. The average number of links per tweet
5. The shared amount, out of all tweets, consisting of retweeting other content
6. The shared amount, out of all tweets, consisting of replying to others' comments
7. The shared amount, out of all tweets, consisting of retweeting the user's content by others
8. The proportion of user's tweets retweeted by others
9. The total number of times the user's tweets were retweeted by others
10. The average number of retweets for the user's tweets retweeted by others
11. The shared amount, out of all tweets, favourited by other users
12. The proportion of the user's tweets favourited by others
13. The total number of times the user's tweets were favourited by others
14. The average number of favourites for the user's tweets favourited by others
15. Relative growth of Twitter followers compared to the growth in the previous year
16. Relative growth of Facebook likes compared to the growth in the previous year
17. Having an Instagram account
18. Emerging actors

Annex II

International Organisations

1. UNHCR
2. The United Nation Office in Geneva
3. OHCHR
4. IOM
5. Médecins Sans Frontières - Doctors without Borders
6. WTO
7. ICRC
8. ILO
9. UNCTAD
10. WMO
11. IFRC
12. OCHA
13. ITC
14. CERN
15. UNAIDS
16. IATA
17. UNOPS
18. ILGA World
19. The Global Fund to Fight AIDS, Tuberculosis and Malaria
20. WIPO
21. UNECE
22. International Union for Conservation of Nature
23. UNIDO
24. ICAN - International Campaign to Abolish Nuclear Weapons
25. IndustriALL Global Union
26. ISHR - International Service for Human Rights
27. UN ISDR

28. Global Alliance for Vaccines and Immunisations
29. Care International
30. UNIDIR
31. IPU
32. ITU
33. International Council of Nurses
34. IEC
35. International Baccalaureate
36. European Broadcasting Union
37. UNITAR
38. International Aids Society
39. WILPF
40. International Commission of Jurists
41. Asian Forum for Human Rights and Development
42. ISO - International Organization for Standardization
43. Union for International Cancer Control (UICC)
44. UNOG Library
45. International Bureau of Education (IBE)
46. International Association of Conference Interpreters
47. UNRISD
48. International Organisation of Employers
49. IGF
50. World Psychiatric Association
51. Interpeace / International Peacebuilding Alliance
52. Programme for the Endorsement of Forest Certification (PEFC)
53. World Dental Federation
54. International Federation of Inventors' Associations

Annex III

Non-Governmental Organisations and Associations

1. The New Humanitarian (TNH)
2. UN Watch
3. Civicus
4. World Council of Churches (WCC)
5. World Organisation against Torture
6. AKDN - Aga Khan Development Network
7. LWF - The Lutheran World Federation
8. World Organisation of the Scout Movement (WOSM)
9. GCSP - Geneva Centre for Security Policy
10. IDMC - Internal Displacement Monitoring Centre
11. TRIAL International
12. Global Initiative Against Transnational Organized Crime
13. International Environment House / Geneva Environment Network
14. Global Commission on Drug Policy - GCDP
15. ACT Alliance
16. UNITAID
17. International Disability Alliance
18. SRI - Sexual Rights Initiative
19. Kofi Annan Foundation
20. World's Young Women Christian Association WYWCA
21. International Publishers Association

22. ICBL - International Campaign to Ban Landmines
23. International Hospital Federation
24. Assessment Capacities Project
25. The Sphere Project: Humanitarian Charter and Minimum Standards in Humanitarian Response
26. Impact Initiatives
27. APT - Association for the Prevention of Torture
28. Geneva International Centre for Humanitarian Demining
29. Child Rights Connect
30. Geneva Call
31. Small Arms Survey
32. Swiss Foundation for Mine Action (FSD)
33. Geneva Water Hub
34. ICMC - International Catholic Migration Commission
35. DCAF - Geneva Centre for the Democratic Control of Armed Forces
36. Foraus
37. Uniting Food, Farm and Hotel Workers World-Wide
38. Franciscans International
39. Defence for Children International
40. ICT for Peace Foundation
41. International Peace Bureau
42. CAUX - Initiative of Change Foundation
43. Intellectual Property Watch - IP Watch
44. Women's World Summit Foundation
45. Right Livelihood Award Foundation
46. WaterLex
47. Coginta
48. Groupe Sida Genève
49. Fondation Eduki
50. OIDEL
51. The Inclusive Peace and Transition Initiative
52. Global Institute for Water, Environment and Health
53. Quaker United Nations Office
54. Health on the Net Foundation
55. Shelter Centre
56. Alliance for Health Promotion
57. GIHR - Geneva Institute for Human Rights
58. World Student Christian Federation
59. International Rainwater Harvesting Alliance
60. Ligue Suisse des droits de l'Homme
61. Aide et Action Suisse
62. International Centre for Migration and Health
63. IBJ - International Bridges to Justice

Annex IV

Permanent Representations

1. Norway
2. France
3. Spain
4. United Kingdom
5. India
6. Cuba
7. United States

8. Sweden
9. United Arab Emirates
10. Pakistan
11. Russian Federation
12. Ukraine
13. Canada
14. Fiji
15. Rwanda
16. Azerbaijan
17. Saudi Arabia
18. Israel
19. Kazakhstan
20. Netherlands
21. Finland
22. Italy
23. Denmark
24. Ireland
25. Belarus
26. Georgia
27. Albania
28. Qatar
29. Germany
30. Indonesia
31. Belgium
32. Mexico
33. Japan
34. Turkey
35. Argentina
36. Singapore
37. Maldives
38. Haiti
39. Honduras
40. Czechia
41. Cyprus
42. Afghanistan
43. Poland
44. Oman
45. Latvia
46. Slovenia
47. Kenya
48. Chile
49. Bahrain
50. Iceland
51. Sovereign Order of Malta
52. China
53. Mongolia
54. Moldova
55. Malta
56. Philippines
57. Armenia
58. Seychelles
59. New Zealand
60. Sierra Leone
61. Dominican Republic