



3RD ANNUAL GENEVA ENGAGE AWARDS

Analysis report

December 2017

I. Introduction

The Geneva Engage Awards are awarded to actors in International Geneva in recognition of the effectiveness of their social media outreach and engagement. The awards are part of DiploFoundation's Geneva Engage initiative, aimed at fostering effective links between International Geneva and communities worldwide that are affected by the policies discussed and negotiated in Geneva, supported by the Canton of Geneva.

There are three Geneva Engage Award categories:

- International Organisations
- Non-Governmental Organisations and Non-Profits
- Permanent Missions

To be considered for a Geneva Engage Award, the international organisations and NGOs/non-profits need to be headquartered in the Swiss cantons of Geneva or Vaud. The analysis of social media outreach was conducted during the period from 1 January to 30 November 2017, and only for the main account of the organisation, in case the organisation has multiple accounts

II. Geneva Engage data analysis

The Geneva Engage Awards are distributed based on the following criteria:

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

Prerequisites

I. Multi-platform activity

Recognising the varying popularity and preference of social media platforms across regions, the analysis was only conducted for actors that had both a Twitter and Facebook account from 1 January 2016 onwards.

II. Reach

For engagement to be effective, actors in Geneva need to be able to communicate to a large number of people both in and outside Geneva, with a constant level of activity. Therefore, the analysis was only conducted for:

- International organisations and NGOs with more than 4 000 followers on Twitter, and permanent missions with more than 3 000 followers on Twitter¹
- Accounts with a minimum of 300 tweets in 2017

Engagement indicators

Bearing in mind the aforementioned prerequisites, the analysis was conducted on actors with a presence on both Twitter and Facebook, with a minimum degree of popularity and activity on their accounts. Their accounts were then examined along the following nine, equally important indicators:

Engaging content

Effective engagement starts with the composition of a social media post. In this category, we looked at:

¹ Recognising that permanent missions usually do not possess the same level of resources

1. The average number of mentions per tweet: Twitter provides the opportunity to tag other accounts in tweets, which can help disseminate a message and directly engage with the intended audience.
2. The average number of links per tweet: as Twitter only provides a limited space for text, it can be used effectively to link to other content provided by the organization or by third parties.

Active engagement

The added value of social media mainly relates to the interactive nature of communication. Limiting social media activity to 'broadcasting' content would limit the potential of the resource. Therefore, we looked into whether the accounts actively retweeted content from others, as well as whether they replied to the comments posted to their content:

3. The percentage, out of all tweets, that consists of retweeting other content
4. The percentage, out of all tweets, that consists of replying to others' comments
5. The total number of replies to others' comments

Effective engagement

A good test to understand whether the content created by the account is engaged with is to explore whether others are actively disseminating the content. These indicators look at retweets by others on Twitter, and whether people are talking about the organisation on Facebook:

6. Percentage of tweets from the account that are retweeted by others
7. The number of people that are talking about the organisation out of every 10 000 followers

Growth

A final indicator relates to the account's growth over the last year. Has the account attracted many others with its activity and engaging content? We measured:

8. Relative growth of the number of Twitter followers
9. Relative growth of the number of Facebook likes

To compare the scores for the different indicators, the organisation with the highest score in each category (international organisations, NGOs, permanent missions) is assigned the full mark (100). The scores of the other organisations depend on the percentage compared to the highest number in their category. An optimal result along all eight indicators gives a perfect score of 900.

Sources

The sources that were used for the analysis:

- *Twitonomy*: a platform that summarises Twitter statistics for every Twitter account
- *Twiplomacy*: which provided us with data on the actors' Facebook accounts

For some of the organisations², the exact score is approximated, as Twitter only releases the latest 3200 Tweets. While we did manage to calculate the total number of tweets in 2017 by keeping track of this throughout the year, the percentages used for indicators 1, 2, 3, 4, and 5 are their scores over their last 3200 Tweets.

III. Results

Top 10 international organisations:

RANK	ORGANISATION	POINTS
1	United Nations Office at Geneva	456
2	World Health Organization	453
3	International Air Transport Association	451
4	European Broadcasting Union	426
5	International Trade Centre	393
6	United Nations High Commissioner for Refugees	392
7	European Organization for Nuclear Research (CERN)	375
8	International Telecommunications Union	369
9	United Nations Office for Project Services	358
10	United Nations Conference on Trade and Development	329

² The International Organization for Migration, the Permanent Mission of Cuba to the UN, the Permanent Mission of Russia to the UN, the United Nations High Commissioner for Refugees, the United Nations Office at Geneva, the World Council of Churches, the World Economic Forum, and the World Health Organization

Top 10 NGOs and non-profits:

RANK	ORGANISATION	POINTS
1	World Wide Fund for Nature	425
2	World Economic Forum	421
3	International Lesbian, Gay, Bisexual, Trans and Intersex Association	373
4	Aga Khan Development Network	344
5	Global Alliance for Vaccines and Immunizations	321
5	International Campaign to Abolish Nuclear Weapons	321
7	International Baccalaureate	320
8	Foraus	310
9	International Disability Alliance	309
10	World Heart Foundation	301

Top 10 permanent missions:

RANK	ORGANISATION	POINTS
1	European Union	512
2	The Netherlands	488
3	Israel	474
4	Sweden	459
5	France	447
5	Azerbaijan	394
7	United Kingdom	369
8	Maldives	351
9	Rwanda	350
10	India	311

IV. The winners of the 3rd Geneva Engage Awards

United Nations Office at Geneva

The UN Office at Geneva (UNOG) is one of Geneva's most active international organisations on social media; only the World Health Organization and UN Refugees have disseminated more Tweets. UNOG's tweets are interesting and engaging, and it is the international organisation that provides the most mentions of other accounts, and adds links to other content in 98% of its tweets. That this makes their tweets popular is clearly evident: 92.1% of their tweets are retweeted by others, and this is the highest percentage of all international organisations. Even though the organisation has been popular on social media for a while, its Twitter account still managed to grow by 24%, and its Facebook account by as much as 70% over the last 11 months.

UNOG's accounts tackle a wide range of topics and do not focus on one single issue. A large reason for its success is due to its ability to address the wide range of areas that are addressed in International Geneva: from the sustainable development goals to the Syria negotiations, and from global health to migration. It also provides a sneak peek behind the curtains of the UN Office at Geneva, from new permanent representatives presenting their credentials to Director-General Michael Moller, to the on-the-ground activities of the labradors of UNOG's K9 Unit guarding the Palais des Nations.

World Wide Fund for Nature

The World Wild Fund for Nature (WWF) is one of the most popular organisations on social media in the lake Geneva area, with a following of almost 4 million Twitter users and more than 3 million likes on Facebook. And these numbers have not yet satiated: WWF's Twitter following grew by 27% over the last 11 months. It does not only broadcast, it also engages. The WWF tags other users in more than half of its Tweets, and it is the NGO with the highest percentage of replies: out of all its tweets, WWF's replies account for more than a quarter.

WWF addresses the serious challenges related to climate change and pressure on biodiversity and endangered species. While WWF manages to address the seriousness and urgency of the topic, it adds a positive touch that highlights the incredible facets of nature, and includes messages of hope. WWF's most retweeted tweet in the past year is from this

last category: 'A BIG win for #conservation! Giant #pandas are no longer classified as endangered: wwf.is/gJRQ303SYol', which was retweeted more than 7 500 times and favorited by almost 9 000 people.

Delegation of the European Union to the UN in Geneva

The account of the Delegation of the European Union to the UN in Geneva is effective across the board. Its engaging content is appreciated by its followers, resulting in the highest percentage of tweets retweeted among the permanent missions. It is also the most responsive to its followers, with 123 replies to its followers' comments. With more than 40 000 likes, the EU is the most popular on Facebook among the analysed permanent missions.

The account makes a bridge between the EU and the UN. It provides information about the EU's activities that are of relevance to International Geneva, as well as updates about what happens in Geneva that is of relevance to EU member states. While it has a certain focus on human rights, it also addresses topics like humanitarian action, global security, gender equality, and global health. The EU balances these serious topics with a human touch. This is most clearly visible on its most popular Tweet this year: 'And action! For #EuropeDay2017 the EU Ambassadors in Geneva became movie stars! Re-tweet if you agree with them! #EuropeDay', accompanied by a video clip of the ambassadors of EU countries in Geneva sharing their wishes for Europe.

Annex I: List of indicators

1. The average number of mentions per tweet
2. The average number of links per tweet
3. The percentage, out of all tweets, that consists of retweeting other content
4. The percentage, out of all tweets, that consists of replying to others' comments
5. The total number of replies to others' comments
6. Percentage of tweets from the account that are retweeted by others
7. The number of people that are talking about the organisation out of every 10 000 followers
8. Relative growth of the number of Twitter followers
9. Relative growth of the number of Facebook likes

Annex II: List of scores for international organisations³

Indicators - Organisation	1	2	3	4	5	6	7	8	9	Total score
CERN	67	100	19	19	1	91	18	50	10	375
EBU	81	68	43	5	1	64	100	22	42	426
IATA	69	79	19	42	12	81	35	14	100	451
ICRC	8	49	54	4	2	68	10	100	9	304
IEC	33	57	66	12	4	45	21	47	20	305
IFRC	44	69	34	8	2	82	7	16	4	266
ILO	31	90	18	7	3	95	6	30	18	298
IOM	33	56	54	5	4	66	16	42	25	301
ITC	86	65	47	8	4	69	4	46	64	393
ITU	68	97	19	21	3	90	9	25	37	369
OCHA	21	31	100	8	3	34	8	16	14	235
OHCHR	38	75	37	1	0	82	6	24	6	269
UNAIDS	28	61	59	3	1	64	9	15	1	241
UNCTAD	50	53	56	10	5	66	18	27	44	329
UNHCR	33	72	37	16	25	81	54	11	63	392
UNIDO	38	69	51	1	0	67	35	22	24	307
UNISDR	32	44	79	5	1	49	10	23	12	255
UNITAR	17	52	74	6	2	43	14	18	22	248
UNOG	100	99	12	3	2	100	28	38	74	456
UNOPS	61	67	57	2	0	50	12	62	47	358
UNRISD	64	34	35	22	3	41	6	7	13	225
WHO	15	40	79	100	100	49	21	37	12	453
WMO	31	47	71	7	2	54	23	42	25	302
WTO	40	65	38	5	3	78	9	16	20	274

³ These are only the accounts that fulfil the prerequisites of: 1) Headquarter in Geneva or Vaud; 2) Having both a Facebook and Twitter account; 3) Minimum 4 000 followers on Twitter; and 4) Minimum 300 tweets throughout the year. If there is an international organisation that we have not taken into account and that does fulfil the abovementioned requirements, please get in touch with us.

Annex III: List of the scores for NGOs and non-profits⁴

Indicators -Organisation	1	2	3	4	5	6	7	8	9	Total score
ACT Alliance	16	73	23	3	2	56	2	16	26	217
Aide et Action Suisse	36	51	59	14	4	41	14	8	21	248
AKDN	100	77	20	2	0	85	14	8	38	344
Africa Progress Panel Foundation	28	50	24	3	4	77	1	14	0	201
Foraus	48	25	100	25	18	21	21	10	42	310
GAVI	44	72	32	6	7	74	13	11	62	321
GCSP	21	21	99	10	13	26	20	12	21	243
The Global Fund	40	39	66	17	9	50	1	4	0	226
Global Initiative Against Transnational Organized Crime	44	59	42	6	8	59	2	16	8	244
Interpeace	33	46	66	8	3	45	22	9	26	258
International Aids Society	66	80	15	2	1	82	6	10	6	268
International Baccalaureate	44	50	44	34	35	58	23	10	22	320
ICAN	25	28	79	1	1	41	11	100	35	321
ICBL	88	42	44	13	4	63	4	8	8	274
ICJ	40	32	92	2	1	32	7	17	31	254
ICTSD	24	97	1	1	1	93	1	5	0	223
International Disability Alliance	39	83	28	27	15	60	5	16	36	309
IDMC	56	61	45	13	7	52	3	17	38	292
ILGA World	70	59	8	60	32	76	29	5	34	373
ISHR	38	25	55	6	9	47	6	14	18	218
IUCN	61	100	13	3	1	90	5	8	12	293
WEF	5	94	0	1	17	100	100	4	100	421
World Heart Federation	90	50	41	27	23	37	4	10	19	301
WILPF	35	23	65	19	14	44	13	16	38	267
WWF	65	43	35	100	100	57	5	16	4	425

⁴ These are only the accounts that fulfil the prerequisites of: 1) Headquarter in Geneva or Vaud; 2) Having both a Facebook and Twitter account; 3) Minimum 3 000 followers on Twitter; and 4) Minimum 300 tweets throughout the year. If there is an organisation that we have not taken into account and that does fulfil the abovementioned requirements, please get in touch with us.

Annex IV: List of scores for permanent missions⁵

Indicators - Organisation	1	2	3	4	5	6	7	8	9	Total score
Albania	10	22	91	5	2	30	0	23	-1	182
Azerbaijan	4	100	51	2	3	41	74	19	100	394
Cuba	18	16	90	4	14	32	33	45	2	254
European Union	68	88	46	73	100	100	3	32	2	512
France	60	66	63	63	74	70	6	25	20	447
Georgia	2	2	100	0	0	3	2	21	6	136
India	22	30	85	6	6	45	4	100	13	311
Israel	100	94	47	100	36	87	1	8	1	474
The Maldives	14	22	87	5	5	39	100	53	26	351
Mexico	38	20	85	0	0	34	0	11	2	190
The Netherlands	84	68	58	36	15	83	70	28	46	488
Russia	8	14	92	2	7	15	5	9	13	165
Rwanda	24	8	88	5	2	34	82	70	37	350
United Arab Emirates	2	22	87	0	0	34	0	60	89	294
United Kingdom	62	72	64	0	0	99	25	28	19	369
United States	40	52	69	5	3	66	3	10	1	249
Sweden	86	64	55	36	30	91	34	30	33	459

⁵ These are only the accounts that fulfil the prerequisites of: 1) Headquarter in Geneva or Vaud; 2) Having both a Facebook and Twitter account; 3) Minimum 3 000 followers on Twitter; and 4) Minimum 300 tweets throughout the year. If there is a permanent mission that we have not taken into account and that does fulfil the abovementioned requirements, please get in touch with us.