



## 4th Geneva Engage Awards

### The 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 awards are a Geneva Engage initiative, which examines effective links between International Geneva and communities worldwide that are affected by the policies discussed and negotiated in Geneva.

Geneva Internet Platform



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There are three Geneva Engage Award categories:

- International Organisations (IOs)<sup>1</sup>
- Non-Governmental Organisations and Non-Profit Organisations (NGOs)
- Permanent Representations (PRs)

To be considered for a Geneva Engage award, actors in the three categories need to be headquartered in the Canton of Geneva<sup>2</sup>.

The analysis of social media outreach for the 4th Geneva Engage Awards was conducted from 1 January to 31 December 2018.

The following sources of data were used in our analysis:

- *Twiplomacy*: which provided us with statistics on Facebook accounts;
- *Twitonomy*: a platform that provides Twitter statistics for every Twitter account.



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

<sup>2</sup> 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**

### *I. Multi-platform activity*

Recognising the varying popularity and preferences of social media platforms across regions, the analysis was conducted for actors that had both Twitter and Facebook accounts from 1 January 2018 onwards.

### *II. Outreach*

For engagement to be effective, actors need to be able to communicate to a large audience, with a constant level of activity. Therefore, the analysis was conducted for:

- IOs with more than 10 000 followers, NGOs with more than 3000 followers, and PRs with more than 2000 followers on Twitter;<sup>3</sup>
- Accounts with a minimum of 350 tweets per year for IOs and NGOs, and 200 tweets for PRs.

## **Engagement indicators**

Taking into consideration the above prerequisites, the accounts were measured along the following nine indicators, equal in weight:

### *Engaging content:*

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

1. 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;
2. 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 whether the accounts actively retweeted content from others, as well as whether they replied to comments on their content:

3. The shared amount, out of all tweets, consisting of retweeting other content;
4. The shared amount, out of all tweets, consisting of replying to others' comments;
5. The total rate of interaction on Facebook.

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<sup>3</sup> This criteria recognises the fact that NGOs and PRs do not usually have the same level of resources as IOs.

### *Effective engagement:*

A way to understand the engagement of content created by the account is to explore active dissemination of the content by others. The following indicators were taken into account:

6. Percentage of tweets from the account retweeted by others;
7. Percentage of views of posts on Facebook account.

### *Growth:*

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

8. Relative growth of Twitter followers compared to the growth in the previous year;
9. Relative growth of Facebook likes compared to the growth in the previous year.

To compare the scores for different indicators, full marks (100%) was given to the entity with the highest score in each category (IOs, NGOs, PRs). The scores of the remaining entities were then calculated on the basis of the highest parameter, i.e. the full mark.

## **The winners of the 4th Geneva Engage Awards**

### ***Honourable mention***

The results of our data analysis revealed that in 2018, the social media engagement of one particular organisation outperformed that of other entities in Geneva by a very high margin.

With a followership of over 9 million on Twitter and Facebook, the World Economic Forum (WEF) had outstanding scores across several indicators. To illustrate, in 2018, the WEF published 20 090 posts on Twitter, in comparison to the overall average of 2047 posts. In addition, at 1 283 226, its Facebook views on shared content greatly surpassed the next highest value that stood at 100.

The honourable mention goes to the WEF for its outstanding efforts, as well as the sheer quantity and quality of social media activity.

### ***Top 5 entities and winner in the International Organisations category***

Rank	Entity	Points
#1	<b>The International Air Transport Association (IATA)</b>	<b>440.18</b>
#2	United Nations Office for Project Services (UNOPS) - Europe	422.33
#3	International Electrotechnical Commission (IEC)	404.61
#4	International Organisation for Migration (IOM)	404.23
#5	World Health Organisation (WHO)	366.53

## **The International Air Transport Association (IATA)**

In 2018, the International Air Transport Association (IATA) was one of Geneva's most active international organisations on social media. Even though it did not have the highest number of tweets or replies to other comments, it scored relatively well in other categories, namely average number of links (68.41%) and percentage of tweets retweeted (78.49%). Moreover, it received high scores in two out of three Facebook-related categories - interactions rate and percentage views from owned posts with 100% and 98.98% respectively.

IATA's Twitter and Facebook accounts predominantly tackle aviation-related issues such as cargo transportation, and unmanned aerial vehicles, as well as issues mainly addressed in Geneva, such as human rights and climate and environment. They frequently post animated content with statistics on passenger growth, the airline industry, and air freight.

Users most retweeted: [@enviroaero](#), [@UNOG\\_DG](#), [@ACIWorld](#), [@ATAG\\_aviation](#)

Hashtags most used: [#aviation](#), [#iataagm](#) [#iatamediaday](#) [#airlines](#)

## **The Top 5 entities and winner in the Non-Governmental Organisations and Non-Profit Organisations category**

Rank	Entity	Points
#1	<b>Global Alliance for Vaccines and Immunisations (GAVI)</b>	<b>510.50</b>
#2	Kofi Annan Foundation	408.97
#3	Geneva Centre for Security Policy (GCSP)	380.12
#4	International Environment House (IEH) / Geneva Environment Network	379.11
#5	Geneva Call	377.51

## **Global Alliance for Vaccines and Immunisations**

The Global Alliance for Vaccines and Immunisations (GAVI) was one of the most popular NGOs on Twitter and Facebook, with 83 262 followers and 116 508 likes respectively. GAVI had a 100% interactions rate and 93% on percentage views from owned posts on Facebook. In addition, it scored 74.87% in average number of mentions, 64.25% in the average number of links and 72.28% in the percentage of tweets retweeted.

In 2018, GAVI's activities on social media were centred around pressing issues, including vaccination campaigns, pandemics, and the state of global health.

Users most retweeted: [@GaviSeth](#) [@gavi](#) [@WHO](#) [@Vaccines](#) [@gatesfoundation](#)

Hashtags most used: [#vaccineswork](#) [#gotlife](#) [#globalhealth](#) [#healthforall](#) [#gavimtr](#)

## The Top 5 entities and winner in the Permanent Representations category

Rank	Entity	Points
#1	<b>Permanent Mission of Sweden to the United Nations to the United Nations Office in Geneva (UNOG)</b>	<b>450.65</b>
#2	Permanent Mission of France to the United Nations Office in Geneva (UNOG)	400.45
#3	Permanent Delegation of the European Union to the United Nations to the United Nations Office in Geneva (UNOG)	393.69
#4	Permanent Mission of the United Kingdom of Great Britain and Northern Ireland	370.40
#5	Permanent Mission of the Kingdom of the Netherlands to the United Nations	347.54

### **Permanent Mission of Sweden to the United Nations Office in Geneva**

The account of the Kingdom of Sweden’s Mission to the UN in Geneva is effective across the board. Its engaging content is appreciated by its followers, resulting in the highest points.

In almost half of the categories that were looked at, Sweden scored over 50%, a remarkable score in comparison to its competitors.

Its Facebook and Twitter accounts provide information about Sweden’s activities in the field of human rights, sustainable development, and trade in International Geneva. While it has a certain focus on human rights and sustainable development, it also addresses issues such as global security, gender equality, and global health. In fact, its most retweeted post was on global health and the sustainable development goals.

Users most retweeted: [@SweMFA](#) [@SwedenUN](#) [@margotwallstrom](#) [@UNGeneva](#) [@EU\\_UNGeneva](#)

Hashtags most used: [#humanrights](#) [#upr27](#) [#sweden](#) [#hrc](#) [#globaldeal](#)

## 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](mailto:data@diplomacy.edu) for inclusion in the next awards.*

## Annex I

### List of indicators:

1. The average number of mentions per tweet
2. The average number of links per tweet
3. The shared amount, out of all tweets, that consists of retweeting other content
4. The shared amount, out of all tweets, that consists of replying to others' comments
5. The total rate of interaction on Facebook
6. Percentage of tweets from the account that are retweeted by others
7. Percentage of views from posts on Facebook
8. Relative growth of the number of Twitter followers
9. Relative growth of the number of Facebook likes

## Annex II

### International Organisations (scores standardised):<sup>4</sup>

Organisation	1	2	3	4	5	6	7	8	9	Final score
European Broadcasting Union (EBU)	24.38	52.75	6.13	1.43	27.40	65.02	61.22	24.01	17.07	279.41
European Organisation for Nuclear Research (CERN)	9.46	95.24	1.89	1.39	15.07	94.33	35.71	0.93	6.27	260.29
Inter-Parliamentary Union (IPU)	10.28	22.89	12.02	2.73	0.37	46.60	0.00	17.28	0.34	112.51
International Aids Society (IAS)	21.66	82.51	4.24	0.42	0.14	92.22	62.24	23.78	3.09	290.30
International Air Transport Association (IATA)	19.06	68.41	6.08	17.10	100.00	78.49	98.98	11.33	40.74	440.18
International Baccalaureate (IB)	15.20	54.30	15.25	11.97	0.14	60.59	90.82	12.50	8.38	269.14
International Campaign to Abolish Nuclear Weapons (ICAN)	5.49	17.67	32.44	5.08	0.23	22.98	34.69	33.77	2.82	155.18
International Commission of Jurists (ICJ)	3.35	13.64	65.38	0.83	0.18	11.79	92.86	45.71	18.76	252.51

<sup>4</sup> These are the accounts that fulfil the prerequisites of: 1) Based in Geneva; 2) Having both a Facebook and Twitter account; 3) Minimum 10 000 followers on Twitter; and 4) Minimum 350 tweets throughout the year.

Organisation	1	2	3	4	5	6	7	8	9	Final score
International Committee of the Red Cross (ICRC)	1.76	23.63	10.61	5.36	12.33	87.85	46.94	0.45	23.31	212.24
International Electrotechnical Commission (IEC)	1.65	64.93	9.20	0.65	41.10	68.11	95.92	23.06	100.00	404.61
International Federation of Inventors' Associations (IFSA)	6.93	100.00	0.19	0.00	0.36	14.51	65.31	-53.60	15.33	149.02
International Federation of Red Cross and Red Crescent Societies (IFRC)	7.57	28.39	11.46	4.85	24.66	83.72	98.98	5.96	5.71	271.30
International Labor Organisation (ILO)	10.48	78.02	5.65	0.23	5.48	96.78	92.86	18.70	8.79	316.99
International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA World)	14.96	54.03	4.50	12.80	0.36	76.46	35.71	85.56	18.42	302.80
International Organisation for Migration (IOM)	10.63	30.40	31.26	23.84	10.96	64.61	98.98	33.54	100.00	404.23
International Peacebuilding Alliance Interpeace (Interpeace)	10.90	30.59	14.15	0.14	1.16	34.64	97.96	17.73	88.73	296.00
International Service for Human Rights (ISHR)	100.00	33.52	26.49	0.88	0.10	43.80	100.00	26.55	11.48	342.82
International Telecommunications Union (ITU)	12.02	90.02	1.28	7.58	9.59	100.00	60.20	12.49	3.54	296.72
International Trade Center (ITC)	22.28	40.84	26.36	7.90	12.33	66.29	52.04	30.45	17.99	276.49
Joint United Nations Programme on HIV/AIDS (UNAIDS)	5.87	50.37	16.60	3.42	4.11	58.70	50.00	8.18	32.75	230.00
Office of the United Nations High Commissioner for Human Rights (OHCHR)	8.29	59.52	16.79	8.04	2.74	76.39	58.16	17.76	7.86	255.56

Organisation	1	2	3	4	5	6	7	8	9	Final score
The Global Fund to Fight AIDS, Tuberculosis and Malaria (The Global Fund)	12.91	48.72	16.87	0.32	0.01	67.08	85.71	8.54	-1.29	238.88
The United Nation Office in Geneva	18.73	74.27	32.70	5.45	12.33	89.13	46.94	20.63	26.35	326.53
United Nations Conference on Trade and Development (UNCTAD)	12.68	47.25	34.01	1.89	13.70	62.98	53.06	18.25	51.49	295.32
United Nations Economic Commission for Europe (UNECE)	15.60	45.33	28.65	2.96	10.96	47.72	66.33	15.86	18.28	251.68
United Nations High Commissioner for Refugees (UNHCR)	6.02	55.68	55.86	14.51	8.22	85.29	83.67	-1.19	21.72	329.78
United Nations Industrial Development Organization (UNIDO)	14.41	58.24	14.82	0.18	12.33	74.31	64.29	16.46	24.21	279.25
United Nations Institute for Training and Research (UNITAR)	9.77	52.56	11.91	1.29	6.85	47.58	67.35	10.27	12.75	220.34
United Nations International Strategy for Disaster Reduction (UNISDR)	5.49	29.76	24.33	0.42	53.42	38.05	36.73	17.87	18.06	224.14
United Nations Office for Coordination of Humanitarian Affairs (OCHA)	3.73	25.55	41.18	1.39	6.85	40.36	95.92	14.84	7.83	237.64
United Nations Office for Project Services (UNOPS)	14.52	60.44	7.89	1.39	27.40	62.53	71.43	100.00	76.74	422.33
United Nations Research Institute For Social Development (UNRISD)	10.81	39.29	9.28	1.57	10.96	41.67	40.82	7.99	32.64	195.02



Organisation	1	2	3	4	5	6	7	8	9	Final score
Women's International League for Peace and Freedom (WILPF)	12.02	65.20	5.76	1.66	0.15	68.40	66.33	25.82	13.69	259.03
World Trade Organisation (WTO)	9.00	59.98	16.58	4.85	2.74	78.70	62.24	14.71	9.93	258.73
World Health Organisation (WHO)	3.15	26.83	100.00	100.00	10.96	46.02	55.10	12.02	12.44	366.53
World Intellectual Property Organization (WIPO)	9.88	86.17	3.97	6.93	46.58	88.98	75.51	22.18	15.48	355.69
World Meteorological Organisation (WMO)	9.68	28.48	24.12	1.20	27.40	54.47	32.65	35.82	15.39	229.21

## Annex III

### *Non-Governmental Organisations and Non-Profit Organisations<sup>5</sup>*

Organisation	1	2	3	4	5	6	7	8	9	Final score
Aga Khan Development Network (AKDN)	43.93	95.81	6.25	0.00	16.91	100.00	70.00	20.67	19.11	372.68
Aide et Action Suisse	41.71	47.85	14.86	19.14	0.00	42.73	86.00	14.25	0	266.54
Assessment Capacities Project	29.57	100.00	14.06	24.69	24.64	62.59	93.00	15.98	0	364.52
Foraus	61.88	68.78	10.09	13.58	0.00	48.43	100.00	16.24	0	318.99
Geneva Call	47.73	48.42	7.60	3.70	51.69	63.45	97.00	31.42	26.5	377.51
Geneva Centre for Security Policy (GCSP)	63.15	64.93	42.84	12.96	5.31	65.52	83.00	25.78	16.62	380.12
Global Alliance for Vaccines and Immunisations (GAVI)	74.87	64.25	49.50	25.93	100.00	72.28	93.00	22.45	8.23	510.50
Information and Communication Technology for Peace Foundation (ICT4peace)	100.00	60.41	12.84	25.31	6.28	39.33	95.00	5.52	4.42	349.11

<sup>5</sup> These are the accounts that fulfil the prerequisites of: 1) Based in Geneva; 2) Having both a Facebook and Twitter account; 3) Minimum 3 000 followers on Twitter; and 4) Minimum 350 tweets throughout the year.

Organisation	1	2	3	4	5	6	7	8	9	Final score
Internal Displacement Monitoring Centre (IDMC)	53.75	60.63	25.02	8.02	4.35	62.08	0.00	33.36	17.81	265.03
International Campaign to Ban Landmines (ICBL)	49.21	28.28	30.33	36.42	13.04	48.94	0.00	17.28	0.34	223.84
International Environment House (IEH) / Geneva Environment Network	24.92	24.77	100.00	100.00	4.35	21.16	61.00	29.75	13.16	379.11
Kofi Annan Foundation	96.20	39.37	7.53	7.41	4.83	65.27	86.00	100.00	2.37	408.97
Small Arms Survey	27.77	90.38	8.68	9.26	13.53	76.36	100.00	27.98	3.31	357.27
The Sphere Project: Humanitarian Charter and Minimum Standards in Humanitarian Response	51.85	50.11	17.89	25.93	5.31	38.31	48.00	16.26	6.56	260.22
World Heart Federation (WHF)	45.83	26.81	82.38	40.12	9.66	32.83	36.00	27.75	24.86	326.24

## Annex IV

### *Permanent Representations<sup>6</sup>*

Organisation	1	2	3	4	5	6	7	8	9	Final score
Permanent Mission of Sweden to the United Nations	100.00	62.38	6.76	41.38	75.79	48.94	65.00	27.14	23.27	450.65
Permanent Mission of the Republic of Azerbaijan to the United Nations	1.86	78.96	83.78	0.00	0.00	100.00	0.00	22.20	59.93	346.74
Permanent Mission of France to the United Nations	74.69	57.43	8.28	34.48	62.11	72.28	44.00	12.20	34.99	400.45
Permanent Mission of Georgia to the United Nations Office	20.34	2.48	3.19	12.07	71.58	32.83	18.00	14.71	13.69	188.87

<sup>6</sup> These are the accounts that fulfil the prerequisites of: 1) Based in Geneva; 2) Having both a Facebook and Twitter account; 3) Minimum 2 000 followers on Twitter; and 4) Minimum 200 tweets throughout the year.

Organisation	1	2	3	4	5	6	7	8	9	Final score
Permanent Mission of Israel to the United Nations	72.05	100.00	2.50	51.72	25.26	21.16	28.00	39.17	4.21	344.07
Permanent Mission of the Republic of Cuba to the United Nations	37.58	1.98	45.57	25.86	0.00	63.45	0.00	36.18	0.00	210.62
Permanent Mission of Mexico to the United Nations	13.66	8.17	17.58	1.72	90.53	62.08	0.00	4.82	0.66	199.22
Permanent Mission of the Kingdom of the Netherlands to the United Nations	57.76	14.85	9.06	25.86	100.00	38.31	62.00	23.70	15.99	347.54
Permanent Mission of the Islamic Republic of Pakistan to the United Nations	95.81	28.96	0.26	8.62	6.32	39.33	85.00	22.09	-2.74	283.63
Permanent Mission of the Republic of Maldives to the United Nations Office	12.89	0.74	17.61	1.72	0.00	76.36	0.00	35.78	9.49	154.59
Permanent Mission of the Russian Federation to the United Nations	5.90	8.91	100.00	39.66	0.00	42.73	100.00	-4.06	0.00	293.14
Permanent Mission of India to the United Nations	39.60	30.69	7.09	8.62	10.53	65.52	40.00	22.40	4.96	229.41
Permanent Mission of the Republic of Rwanda to the United Nations	29.35	4.95	15.34	37.93	0.00	48.43	100.00	17.95	48.15	302.09
Permanent Mission of the United Kingdom of Great Britain and Northern Ireland	50.00	47.03	22.57	17.24	84.21	62.59	56.00	13.76	17.00	370.40
Permanent Mission of the United States of America to the United Nations Office	18.94	19.80	20.68	0.00	3.16	65.27	31.00	3.62	4.52	166.99
Permanent Delegation of the European Union to the United Nations	90.84	79.95	17.24	100.00	6.32	0.00	62.00	28.59	8.76	393.69

