# 5th 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 Geneva Engage examines effective links between International Geneva and communities worldwide that are affected by the policies discussed and negotiated in Geneva.

Geneva Internet Platform          Genève internationale
                                  Peace, Rights and Well-Being          DiPLO
                                                                        www.diplomacy.edu

There are three Geneva Engage Award categories:
- International Organisations (IOs)[1]
- Non-Governmental Organisations and Associations
- 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.[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.

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[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.

## *Online participation award*

In 2020, a new Geneva Engage award was given for innovative and effective approaches to conducting remote meetings. This new award aims to encourage new developments for the effective interplay between traditional and online meetings. The **Internet Governance Forum (IGF)** was the recipient of this award.

## 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