

# Geneva Engage Awards 2017

The **Geneva Engage Awards** are awarded to actors in International Geneva in recognition of the effectiveness of their social media outreach and engagement.

There are three Geneva Engage Award categories:

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

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 policies discussed and negotiated in Geneva.

## Geneva Engage Data Analysis

Data Analysis for the [2017 Geneva Engage Awards](#) (awarded 8 February 2017) explores the social media activities of organisations based in International Geneva in the three categories mentioned, in the period 1 January to 31 December 2016. The organisations are assessed by a total of eight indicators that are weighed equally:

Popularity	Activity and dissemination	Growth
Number of Twitter followers	Number of Facebook post shares in 2016	Growth in the number of Twitter followers (absolute)
Number of Facebook page likes	Percentage of tweets retweeted	Growth in the number of Twitter followers (percentage)
Number of Facebook post likes in 2016	Number of tweets in 2016*	

\* For some of the organisations, this number is approximated using the Web Archive (early January 2016 – late December 2016), as the number of tweets is larger than the maximum number released by Twitter (which releases only the latest 3,200 tweets).

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The organisation with the highest score in each category is assigned the full mark (100); other organisations' scores depend on the percentage compared to the highest number in each category. An optimal result along all eight indicators gives a perfect score of 800.

A shortlist of 10 international organisations, 9 NGOs/non-profits, and 6 permanent missions was selected. The selection criteria included **(a)** a presence on both Twitter and Facebook and **(b)** having a notable following. For international organisations, a notable following means having more than 300,000 followers on Twitter and Facebook combined; for NGOs and non-profits, this number is set at 50,000; and for permanent missions, this number is set at 9,000.

In the category of International Organisations, the **World Health Organization** (WHO) had the highest score. With more than 6 million followers on Facebook and Twitter, WHO created dynamic media content for the online community, on topics ranging from smoking to mental health, and provided practical information on preventing flu and hypothermia, as well as drawing the public's attention to infectious disease outbreaks in developing countries. A special mention should be given to the runner-up, the **UN Refugee Agency** (UNHCR), which created excellent social media campaigns. Its photo campaigns, interviews, and infographics portrayed a vivid sense of the struggles faced by refugees.

In the Non-Government Organisations and Non-Profits category, the **World Economic Forum** (WEF) had the highest score. Attracting more than 6 million followers on Facebook and Twitter combined, WEF masterfully incorporated videos, infographics, and factsheets to explain complex, yet extremely relevant, economic issues such as universal basic income and the future of employment as influenced by the development of emerging technologies. Not only did the organisation gather a large following, but the followers themselves were extremely active in disseminating content, resulting in almost 9 million shares of WEF's Facebook posts, and 99.6% of tweets being retweeted. A close runner-up in this category is the **World Wildlife Fund** (WWF) – last year's award winner – which was particularly successful on Twitter. The WWF posted more tweets than any other organisation, and increased its following by almost 900,000 followers in one year.

In the Permanent Missions category, the **United States Mission to the United Nations and Other International Organisations in Geneva** headed the list. Both its Facebook and Twitter pages regularly post information of US-related events in Geneva and issues of international importance. The posts on the Mission's Facebook page were liked and shared more than 25,000 times in total, making it the most popular Permanent Mission, with a following of almost 15,000 users. However, competition is on the rise, as the Twitter growth of the **Permanent Missions of India** (196.4%), the **European Union** (86.8%), and **France** (70.5%) are among the highest in Geneva. The runner-up – the **Delegation of the European Union to the United Nations and Other International Organisations in Geneva** – attracted a large following on Facebook, with more than 40,200 page likes.

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## Social media scores

### Top 5 International Organisations

Rank	Organisation	Score
1	World Health Organization	559.9
2	United Nations High Commissioner for Refugees	456.4
3	International Committee of the Red Cross	419.3
4	CERN (European Organization for Nuclear Research)	271.9
5	United Nations Office in Geneva	215.4

### Top 5 Non-Governmental Organisations and Non-Profits

Rank	Organisation	Score
1	World Economic Forum	561.5
2	World Wildlife Fund	540.2
3	International AIDS Society	180.1
4	International Union for Conservation of Nature	139.7
5	Gavi, the Vaccine Alliance	118.9

### Top 5 Permanent Missions to the United Nations - Geneva

Rank	Organisation	Score
1	Permanent Mission of the United States of America to the United Nations - Geneva	538.0
2	Permanent Delegation of the European Union to the United Nations Office – Geneva	449.2
3	Permanent Mission of India to the United Nations – Geneva	399.4
4	Permanent Mission of France to the United Nations – Geneva	332.0
5	Permanent Mission of Israel to the United Nations – Geneva	251.2

## Special mentions

### Most popular (Facebook and Twitter combined)

Rank	Organisation	Followers
1	World Health Organization	6,341,118
2	World Wildlife Fund	5,946,716
3	World Economic Forum	5,899,875
4	Office of the United Nations High Commissioner for Refugees	3,731,477
5	CERN (European Organization for Nuclear Research)	2,433,081

### Top 5 Non-Governmental Organisations and Non-Profits

Rank	Organisation	Tweets
1	World Wildlife Fund	157,000
2	World Economic Forum	36,300
3	United Nations High Commissioner for Refugees	10,400
4	United Nations Office in Geneva	6,300
5	Permanent Mission of France to the United Nations – Geneva	6,167

### Most disseminated (Facebook)

Rank	Organisation	Facebook shares
1	World Economic Forum	8,937,522
2	World Health Organization	608,699
3	World Wildlife Fund	415,310
4	Office of the United Nations High Commissioner for Refugees	341,145
5	International Committee of the Red Cross	137,389

**Most disseminated (Twitter)**

Rank	Organisation	% of tweets retweeted
1	World Economic Forum	99.6
2	United Nations Office in Geneva	92.3
3	International Union for Conservation of Nature	90.7
4	International Labour Organization	82.7
5	CERN (European Organization for Nuclear Research)	80.3

**Most grown (Twitter)**

Rank	Organisation	Absolute growth in number of Twitter followers in 2016
1	International Committee of the Red Cross	966,433
2	World Wildlife Fund	889,556
3	CERN (European Organization for Nuclear Research)	584,773
4	World Health Organization	453,258
5	World Economic Forum	230,000

Rank	Organisation	Relative growth in number of Twitter followers in 2016
1	International Committee of the Red Cross	315.8%
2	Permanent Mission of India to the United Nations – Geneva	196.4%
3	International Federation of the Red Cross	169.3%
4	Delegation of the European Union to the United Nations – Geneva	86.8%
5	Permanent Mission of France to the United Nations – Geneva	70.5%

## Indicator sources

Indicator	Category	Source
Number Twitter followers	Popularity	Twitter
Number Facebook page likes	Popularity	Facebook
Number of likes on Facebook posts	Popularity	Twiplomacy
Total number of tweets in 2016	Activity & Dissemination	Twitter & Internet archives
Number of Facebook post shares in 2016	Activity & Dissemination	Twiplomacy
Percentage of tweets retweeted	Activity & Dissemination	Twitonomy
Growth in number of Twitter followers	Growth	Twitter & Internet archives
Growth in number of Twitter followers	Growth	Twitter & Internet archives

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