Contents

1. Introduction

2. Methodology
   2.1. Data Acquisition
   2.2. GSMI Indicators
   2.3. Rationale of the GSMI

3. Results for permanent missions to the UN
   3.1. Twitter activity
   3.2. Twitter reception
   3.3. Overview of sub-indicators for permanent missions

4. Results for non-governmental organisations
   4.1. Twitter activity
   4.2. Twitter reception
   4.3. Overview of sub-indicators for non-governmental organisations

5. Results for international organisations
   5.1. Twitter activity
   5.2. Twitter reception
   5.3. Overview of sub-indicators for international organisations
1. INTRODUCTION

The Geneva Social Media Index (GSMI)¹ is based on analysis of the use of Twitter, which is the most frequently used social media tool in diplomacy, politics and social developments. The GSMI covers 48 permanent missions to the United Nations, 43 non-governmental organisations (NGOs), and 43 international organisations (IOs), all located in Geneva. The GSMI balances Twitter activities and the impact these activities create. It aims to promote smart and impactful use of social media.

2. METHODOLOGY

2.1. Data Acquisition

The Twitter accounts of 48 permanent missions to the UN in Geneva were identified from two public Twitter account lists: (1) Diplo Missions in Geneva (by International Geneva¹), and (2) Diplo Missions in Geneva (by Twiplomacy³).

The Twitter accounts of 43 NGOs and 43 IOs were identified from the following public Twitter account lists: Peace and Security, Economic affairs, Human rights, Global Health, Environment & SD (by International Geneva³), and international-development (by NonprofitOrgs⁴).

Other means (e.g. Twitter search, personal recommendations, expert knowledge) were used as well to identify relevant accounts. In cases where both the country’s mission itself and the permanent representative personally manage separate Twitter accounts, data were aggregated. When an IO had multiple Twitter accounts in different languages, the English language account was selected for analysis. For the UN system, the accounts of various departments and programmes were also included. No personal accounts (e.g. directors, program managers, public relations managers) were considered in the category of NGOs and IOs.

Twitter Search API⁵ was then used to (a) collect relevant data on the permanent mission user accounts, and to (b) gather samples of tweets from the respective Twitter timelines. Because this is the first time the GSMI is computed for the three categories of accounts under consideration (missions, NGOs, and IOs), all tweets that could be retrieved from the Twitter Search API were taken into consideration⁶. This was done in order to obtain a solid baseline result for future comparisons. For some accounts, that means that past tweets before 2015 were also considered; no tweets posted after 21 December 2015 (when data acquisition for this study took place) were considered in any category.

In order to assess the extent and depth of the social media presence, two sets of quantitative indicators were developed, addressing social media activity and reception. The computation of the indicators and data visualization were developed in the programming

¹ The Geneva Social Media Index was developed by Dr Goran S. Milovanović, Data Scientist @CreativeLab, DiploFoundation.
language R\textsuperscript{vii}. All Twitter accounts in the scope of this study were ranked according to their scores on activity and reception indicators to determine their success in social media management.

Twitter was accessed from inside the programming language R's environment\textsuperscript{viii} and through the Twitter Search API. For each Twitter account, the following user account data were collected:

- number of statuses posted since the registration of the account;
- number of followers;
- number of other accounts the account under analysis follows; number of public lists that list the respective actor’s account;
- account life (length) in weeks.

In addition to these data, the following were collected from the sample of tweets taken from the respective accounts’ Twitter timelines:

- number of original tweets (excluding re-tweets from other accounts);
- number of the re-tweets of the account’s original tweets;
- number of times that the account’s original tweets were favorited;
- number of replies made on the behalf of the account.

The collected data were combined to develop a set of social media activity and reception indicators.

2.2. GSMI Indicators

2.2.1. Activity indicators

a) \textit{Production}: number of tweets published since the registration of the account, including all re-tweets and replies, divided by the account’s current lifetime in weeks. Production is the most straightforward measurement of Twitter activity used in this study. It provides information on user activity per week.

b) \textit{Contribution}: proportion of original tweets (account’s production after removing all re-tweets) relative to the total number of tweets retrieved from the account’s timeline. This criterion provides an assessment of the amount of new content provided by a particular account.

c) \textit{Responsiveness}: proportion of replies to other Twitter users relative to the total number of original tweets. How often does the user of the account engage in communication?

\textit{Interest}: number of Twitter followers (other Twitter accounts that follow the account under analysis), divided by the account’s current lifetime in weeks. Essentially, this is a weekly rate of engagement in following Twitter content and developments.

2.2.2. Reception indicators

a) \textit{Retweets received}\textsuperscript{x}: total number of retweets of all original tweets made on the behalf of the account, divided by the number of original tweets. How much of the account’s original production is passed on to other users by the account’s followers?
b) *Popularity*: total number of the account’s tweets favorited by other users, divided by the number of original tweets.

c) *Follower level*: total number of followers on Twitter, divided by the account’s current lifetime in weeks. This is a weekly rate of audience gain.

d) *Publicity*: total number of public enlistments on Twitter, divided by the account’s current lifetime in weeks. Another form of rating weekly audience gain, this time based on the count of public lists that list the account.

### 2.3. Aggregation and ranking

All accounts were first ranked on both the activity and reception indicators. The aggregate activity and reception scores were calculated in three steps: (1) first by summing up the ranks of the indicators, then by (2) reverse-scoring the sums (since having the rank of 5, for example, is better than having a rank of 6 or 20), and finally (3) by being expressed as percentile ranks. The total score for each account was computed in the same way - except that all eight indicators were aggregated at once.

### 2.3. Rationale of the GSMI

In the following figure, the activity percentile ranks are plotted against the reception percentile ranks. The size of the marker is proportional to a particular Twitter account’s total GSMI ranking, while the color scale represents the distribution of one of the sub-indicators, namely, contribution: the proportion of original tweets found in the account’s total Twitter production. The data set comprises the accounts of 86 NGOs and International organisations.

If success in managing social media is measured in terms of reception only, then many (potentially unaccounted for) factors influencing performance would be of decisive importance. Certainly, there are actors in the digital arena who gain a share of their popularity simply because they are traditionally influential, or because the cause they represent is of universal importance to many. However, we wish to recognize not only those who are popular, but those who owe a significant part of their popularity to efforts invested in good social media management. In the upper left corner we can see a group of NGOs and IOs (labels are intentionally suppressed) who score low on the activity sub-indicator of the GSMI, but nevertheless exhibit success in terms of reception. In the lower right corner, we find a group of Twitter accounts who, on the contrary, perform well in terms of activity, but score poorly on reception. The two - activity and reception - are only slightly correlated\(^4\). The total GSMI score is derived from a combination of both sets of indicators, trying to balance the possibility that some accounts score highly in the total rankings by simply inheriting the reception they would receive no matter how well their social media accounts are managed. In the upper right corner, we find those accounts which score highly on both activity and reception, and that is where the index distribution places its highest total scores. Once again, the idea behind GSMI is to promote intelligent social media management, and to encourage actors in digital diplomacy to optimise efforts to reach the goals of effective online representation: we are looking to recognize those who are ready to go beyond what they would probably achieve through automatic processes to include strategies for dynamic added value available on social media (Twitter).
GSMI sub-indicators. Activity vs. Reception percentile ranks. Data set: 86 Twitter accounts of NGOs and IOs.

If success in managing social media is measured in terms of reception only, then many (potentially unaccounted for) factors influencing performance would be of decisive importance. Certainly, there are actors in the digital arena who gain a share of their popularity simply because they are traditionally influential, or because the cause they represent is of universal importance to many. However, we wish to recognize not only those who are popular, but those who owe a significant part of their popularity to efforts invested in good social media management. In the upper left corner we can see a group of NGOs and IOs (labels are intentionally suppressed) who score low on the activity sub-indicator of the GSMI, but nevertheless exhibit success in terms of reception. In the lower right corner, we find a group of Twitter accounts who, on the contrary, perform well in terms of activity, but score poorly on reception. The two - activity and reception - are only slightly correlated\(^\text{xii}\).

The total GSMI score is derived from a combination of both sets of indicators, trying to balance the possibility that some accounts score highly in the total rankings by simply inheriting the reception they would receive no matter how well their social media accounts are managed. In the upper right corner, we find those accounts which score highly on both activity and reception, and that is where the index distribution places its highest total scores. Once again, the idea behind GSMI is to promote intelligent social media management, and to encourage actors in digital diplomacy to optimise efforts to reach the goals of effective online representation: we are looking to recognize those who are ready to go beyond what they would probably achieve through automatic processes to include strategies for dynamic added value available on social media (Twitter).
3. Results for permanent missions to the UN

A complete list of 48 permanent missions and the respective Twitter accounts are given in appendix A. Overall, the best ranked Twitter account is the one managed by the Permanent Mission of France to the United Nations Office and other international organizations in Geneva (abbr. FRA in the graphs, see Table A), followed by Switzerland, and European Union.

Table A: The top 10 permanent missions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Mission</th>
<th>Abbr</th>
<th>twitterAccount</th>
<th>Activity xiii</th>
<th>Reception</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>France</td>
<td>FRA</td>
<td>FranceONUGeneve</td>
<td>97.92</td>
<td>87.50</td>
<td>100.00</td>
</tr>
<tr>
<td>2</td>
<td>Switzerland</td>
<td>CHE</td>
<td>swiss_un</td>
<td>79.17</td>
<td>100.00</td>
<td>97.92</td>
</tr>
<tr>
<td>3</td>
<td>European Union</td>
<td>EU</td>
<td>EU_UNGeneva</td>
<td>95.83</td>
<td>93.75</td>
<td>95.83</td>
</tr>
<tr>
<td>4</td>
<td>India</td>
<td>IND</td>
<td>IndiaUNGeneva</td>
<td>68.75</td>
<td>100.00</td>
<td>93.75</td>
</tr>
<tr>
<td>5</td>
<td>United States of America</td>
<td>USA</td>
<td>usmissiongeneva</td>
<td>85.42</td>
<td>89.58</td>
<td>91.67</td>
</tr>
<tr>
<td>6</td>
<td>Albania</td>
<td>ALB</td>
<td>AlMissionUNGen</td>
<td>100.00</td>
<td>58.33</td>
<td>89.58</td>
</tr>
<tr>
<td>7</td>
<td>Denmark</td>
<td>DNK</td>
<td>DKUNmsgva</td>
<td>95.83</td>
<td>70.83</td>
<td>87.50</td>
</tr>
<tr>
<td>8</td>
<td>Russia</td>
<td>RUS</td>
<td>mission_russian</td>
<td>43.75</td>
<td>95.83</td>
<td>85.42</td>
</tr>
<tr>
<td>9</td>
<td>Maldives</td>
<td>MDV</td>
<td>MVMissionGVA</td>
<td>47.92</td>
<td>91.67</td>
<td>83.33</td>
</tr>
<tr>
<td>10</td>
<td>Finland</td>
<td>FIN</td>
<td>FinlandGeneva</td>
<td>85.42</td>
<td>77.08</td>
<td>81.25</td>
</tr>
</tbody>
</table>
3.1. *Twitter activity*

**Figure A1**: Activity score, top 20 accounts (expressed as percentile rank).

**Figure A2**: Activity, reception, total score (represented by size) and production indicator (represented by color), for all 48 missions.
Figure A3: Activity, reception, total score (represented by size) and contribution indicator (represented by color), for all 48 missions.

Figure A4: Activity, reception, total score (represented by size) and responsiveness indicator (represented by color), for all 48 missions.
Figure A5: Activity, reception, total score (represented by size) and interest indicator (represented by color), for all 48 missions.
3.2. **Twitter reception**

![Mission Reception graph](image1)

**Figure A6**: Reception score, top 20 accounts (expressed as percentile ranks).

![Activity-reception-total-score-retweet-level-graph](image2)

**Figure A7**: Activity, reception, total score (represented by size) and retweet level indicator (represented by color), for all 48 missions.
Figure A8: Activity, reception, total score (represented by size) and popularity indicator (represented by color), for all 48 missions.

Figure A9: Activity, reception, total score (represented by size) and follower level indicator (represented by color), for all 48 missions.
3.3. **Overview of sub-indicators for permanent missions**

The following analyses all refer to data aggregated over the entire diplomatic missions’ data set. Figure A11. presents the distributions of activity sub-indicators in this category. The distribution of the production score is right-skewed (i.e. its tail is on the right side of the score distribution), with a majority of accounts having a low raw production rate. The distribution of the Contribution score in this category is close to symmetrical, indicating the there is, at least approximately, a balance between original and re-tweeted content in the overall Twitter production of permanent missions. Roughly speaking, for the majority of diplomatic missions, approximately half of the tweets they have published comprise original production. As we will see in the following two sections, this finding is not characteristic of international organisations and NGOs.

Surprisingly, permanent missions to the UN in Geneva did not show very much interest in following what other Twitter accounts produce (see the interest score distribution). This finding, as well as the heavily right skewed distribution of the responsiveness score distribution, holds for all three categories in this study.
Figure A11: Distributions of activity sub-indicators for all 48 missions.

Figure A12. presents the distributions of reception sub-indicators for permanent missions. All reception sub-indicators show heavy right-skew in their distributions. This is to be expected: as by a rule, a small number of accounts will receive a disproportionately large proportion of reception in social media\textsuperscript{xiv}. 
Figure A12: Distributions of reception sub-indicators for all 48 missions.
4. Results for non-governmental organisations

A complete list of 43 NGOs and the respective Twitter accounts are enlisted in the Appendix B. In the category of NGOs, the winner in a very tough competition is **World Wide Fund for Nature** (abbr. WWF on the graphs; see Table B). As of the activity and reception indicators taken individually, the most active organisation in the NGO category was the winning one (WWF), and the one with the highest reception ranking – the **World Economic Forum (WEF)**. However, the obvious gap between the activity and reception scores for WEF positions them only 6th in the total ranking – or more precisely, they share the 5th and 6th places with the International Union for Conservation of Nature (abbr. IUCN).

**Table B: The top 10 NGOs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Abbr</th>
<th>twitterAccount</th>
<th>Activity</th>
<th>Reception</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>World Wide Fund for Nature</td>
<td>WWF</td>
<td>WWF</td>
<td>100.00</td>
<td>72.09</td>
<td>100.00</td>
</tr>
<tr>
<td>2</td>
<td>The World Council of Churches</td>
<td>WCC</td>
<td>Oikoumene</td>
<td>88.37</td>
<td>86.05</td>
<td>97.67</td>
</tr>
<tr>
<td>3</td>
<td>Gavi, the Vaccine Alliance</td>
<td>Gavi</td>
<td>gavi</td>
<td>86.05</td>
<td>90.70</td>
<td>95.35</td>
</tr>
<tr>
<td>4</td>
<td>The Global Fund</td>
<td>Global Fund</td>
<td>globalfund</td>
<td>79.07</td>
<td>95.35</td>
<td>93.02</td>
</tr>
<tr>
<td>5</td>
<td>International Union for Conservation of Nature</td>
<td>IUCN</td>
<td>IUCN</td>
<td>74.42</td>
<td>97.67</td>
<td>90.70</td>
</tr>
<tr>
<td>6</td>
<td>World Economic Forum</td>
<td>WEF</td>
<td>WEF</td>
<td>65.12</td>
<td>100.00</td>
<td>90.70</td>
</tr>
<tr>
<td>7</td>
<td>The Global Alliance for Improved Nutrition</td>
<td>GAIN</td>
<td>GAINalliance</td>
<td>90.70</td>
<td>81.40</td>
<td>86.05</td>
</tr>
<tr>
<td>8</td>
<td>The International Center for Transitional Justice</td>
<td>ICTJ</td>
<td>theICTJ</td>
<td>81.40</td>
<td>83.72</td>
<td>83.72</td>
</tr>
<tr>
<td>9</td>
<td>The Internet Society</td>
<td>ISOC</td>
<td>internetsociety</td>
<td>55.81</td>
<td>88.37</td>
<td>81.40</td>
</tr>
<tr>
<td>10</td>
<td>Green Cross International</td>
<td>Green Cross</td>
<td>GreenCrossInt</td>
<td>95.35</td>
<td>67.44</td>
<td>79.07</td>
</tr>
</tbody>
</table>
4.1. Twitter activity

Figure B1: Activity score, top 20 NGO accounts (expressed as percentile rank).

Figure B2: Activity, reception, total score (represented by size) and the production indicator (represented by color), for all 43 NGOs.
Figure B3: Activity, reception, total score (represented by size) and contribution indicator (represented by color), for all 43 NGOs.

Figure B4: Activity, reception, total score (represented by size) and responsiveness indicator (represented by color), for all 43 NGOs.
Figure B5: Activity, reception, total score (represented by size) and interest indicator (represented by color), for all 43 NGOs.
4.2. Twitter reception

Figure B6: Reception score, top 20 accounts (expressed as percentile ranks).

Figure B7: Activity, reception, total score (represented by size) and retweet level indicator (represented by color), for all 43 NGOs.
**Figure B8:** Activity, reception, total score (represented by size) and *popularity* indicator (represented by color), for all 43 NGOs.

**Figure B9:** Activity, reception, total score (represented by size) and *follower level* indicator (represented by color), for all 43 NGOs.
Figure B10: Activity, reception, total score (represented by size) and publicity indicator (represented by color), for all 43 NGOs.
4.3. **Overview of sub-indicators for non-governmental organisations**

Figure B11. presents the distributions of activity sub-indicators in the category of non-governmental organisations. The distribution of the production score is right-skewed, as expected. The distribution of the Contribution score in this category is left-skewed, which is good, because it means that the majority of accounts are predominantly engaged in original content production. However, we still find many accounts with less than 50% of original contributions in their total Twitter output. NGOs do not show much interest to follow what other accounts produce (as witnessed by the highly right-skewed Interest distribution), and there could be a better involvement in replying to other users’ tweets (cf. the distribution of the responsiveness indicator).

**Figure B11:** Distributions of activity sub-indicators for all 43 NGOs.
Figure B12: Distributions of reception sub-indicators for all 43 NGOs.
5. Results for international organisations

A complete list of 43 international organisations and the respective Twitter accounts are enlisted in the Appendix C. The winner in the category of international organisations is the **World Health Organization** (WHO; see Table C). Note that the World Health Organisation’s Twitter account prevails over the second placed UNOG’s account by achieving top scores on both the activity and reception indicators.

**Table C: The top 10 international organisations**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Abbr</th>
<th>twitterAccount</th>
<th>Activity</th>
<th>Reception</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>World Health Organization</td>
<td>WHO</td>
<td>who</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td>2</td>
<td>United Nations Information Centre (UNOG) Geneva</td>
<td>UNGeneva</td>
<td>UNGeneva</td>
<td>97.67</td>
<td>83.72</td>
<td>97.67</td>
</tr>
<tr>
<td>3</td>
<td>United Nations Programme on HIV/AIDS</td>
<td>UNAIDS</td>
<td>unaisd</td>
<td>93.02</td>
<td>83.72</td>
<td>95.35</td>
</tr>
<tr>
<td>4</td>
<td>Office of the United Nations High Commissioner for Refugees</td>
<td>UNHCR</td>
<td>Refugees</td>
<td>58.14</td>
<td>95.35</td>
<td>93.02</td>
</tr>
<tr>
<td>5</td>
<td>Office of the High Commissioner for Human Rights</td>
<td>OHCHR</td>
<td>unrightswire</td>
<td>62.79</td>
<td>93.02</td>
<td>90.70</td>
</tr>
<tr>
<td>6</td>
<td>International Federation of Red Cross and Red Crescent Societies</td>
<td>IFRC</td>
<td>Federation</td>
<td>83.72</td>
<td>76.74</td>
<td>88.37</td>
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<tr>
<td>7</td>
<td>United Nations Foundation</td>
<td>UN Foundation</td>
<td>unfoundation</td>
<td>58.14</td>
<td>88.37</td>
<td>86.05</td>
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<td>8</td>
<td>International Labour Organization</td>
<td>ILO</td>
<td>ilo</td>
<td>69.77</td>
<td>79.07</td>
<td>83.72</td>
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<tr>
<td>9</td>
<td>International Telecommunication Union</td>
<td>ITU</td>
<td>itu</td>
<td>88.37</td>
<td>67.44</td>
<td>81.40</td>
</tr>
<tr>
<td>10</td>
<td>United Nations Office for the Coordination of Humanitarian Affairs</td>
<td>UNOCHA</td>
<td>unocha</td>
<td>34.88</td>
<td>88.37</td>
<td>79.07</td>
</tr>
</tbody>
</table>
5.1. Twitter activity

Figure C1: Activity score, top 20 IO accounts (expressed as percentile rank).

Figure C2: Activity, reception, total score (represented by size) and production indicator (represented by color), for all 43 IOs.
**Figure C3:** Activity, reception, total score (represented by size) and **contribution** indicator (represented by color), for all 43 IOs.

**Figure C4:** Activity, Reception, total score (represented by size) and **responsiveness** indicator (represented by color), for all 43 IOs.
**Figure C5:** Activity, reception, total score (represented by size) and interest indicator (represented by color), for all 43 IOs.
5.2. *Twitter reception*

*Figure C6:* Reception score, top 20 IO accounts (expressed as percentile ranks).

*Figure C7:* Activity, reception, total score (represented by size) and *retweet level* indicator (represented by color), for all 43 IOs.
Figure C8: Activity, reception, total score (represented by size) and popularity indicator (represented by color), for all 43 IOs.

Figure C9: Activity, Reception, total score (represented by size) and follower level indicator (represented by color), for all 43 IOs.
Figure C10: Activity, reception, total score (represented by size) and publicity indicator (represented by color), for all 43 IOs.
5.3. Overview of sub-indicators for international organisations

Figure C11. presents the distributions of activity sub-indicators in the category of international organisations. The production score has an expected distribution, with a majority of actors contributing much less than the minority of those with very high Twitter production. The distribution of the Contribution score looks satisfactory, with the majority of accounts providing more than 50% of original content relative to their total production. However, the distributions of responsiveness and interest are skewed in a non-favorable direction. The vast majority of international organisations’ replies to other users comprises only one-fifth or less of their original contributions, while almost all of them showed very little interest in following the production of other Twitter users.

Figure C11: Distributions of activity sub-indicators for all 43 IOs.
Figure C12: Distributions of reception sub-indicators for all 43 IOs. All score distributions are as expected, with only a minority of accounts achieving high reception.
### Appendix A: Permanent missions to the UN in Geneva

<table>
<thead>
<tr>
<th>Permanent Mission</th>
<th>Abbr.</th>
<th>Twitter</th>
<th>Activity (% Rank)</th>
<th>Reception (% Rank)</th>
<th>Total (% Rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>FRA</td>
<td><a href="https://twitter.com/FranceONUGeneve">https://twitter.com/FranceONUGeneve</a></td>
<td>97.92</td>
<td>87.50</td>
<td>100.00</td>
</tr>
<tr>
<td>Switzerland</td>
<td>CHE</td>
<td><a href="https://twitter.com/swiss_un">https://twitter.com/swiss_un</a></td>
<td>79.17</td>
<td>100.00</td>
<td>97.92</td>
</tr>
<tr>
<td>European Union</td>
<td>EU</td>
<td><a href="https://twitter.com/EU_UNGeneva">https://twitter.com/EU_UNGeneva</a></td>
<td>95.83</td>
<td>93.75</td>
<td>95.83</td>
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<td>India</td>
<td>IND</td>
<td><a href="https://twitter.com/IndiaUNGeneva">https://twitter.com/IndiaUNGeneva</a></td>
<td>68.75</td>
<td>100.00</td>
<td>93.75</td>
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<td>United States of America</td>
<td>USA</td>
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<td>85.42</td>
<td>89.58</td>
<td>91.67</td>
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<td>58.33</td>
<td>89.58</td>
</tr>
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<td><a href="https://twitter.com/DKUNmisgva">https://twitter.com/DKUNmisgva</a></td>
<td>95.83</td>
<td>70.83</td>
<td>87.50</td>
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## Appendix B: Non-governmental organisations

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## Appendix C: International organisations

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<th>International Organisation</th>
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<th>Activity (% Rank)</th>
<th>Reception (% Rank)</th>
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Notes

1 URL: https://twitter.com/Geneve_int/lists/diplo-missions-in-geneva/members
2 URL: https://twitter.com/Twiplomacy/lists/diplo-missions-in-geneva
3 URL: https://twitter.com/Geneve_int
4 URL: https://twitter.com/nonprofitorgs
5 The documentation on Twitter Search API is found online on: https://dev.twitter.com/rest/public/search; the API was accessed from inside the programming language R, using the TwitteR package, documented on: https://cran.r-project.org/web/packages/twitteR/twitteR.pdf.
6 The Twitter Search API does not return an exhaustive list of statuses published on the behalf of any Twitter account. The current limit on the number of statuses that can be retrieved from a particular timeline is 3,200 (cf. https://cran.r-project.org/web/packages/twitteR/twitteR.pdf). We were thus able to retrieve (a) all tweets from any particular account that did not publish beyond the current search constraint, and (b) a sample of 3,200 tweets for several accounts that did.
7 The R Project for Statistical Computing: https://www.r-project.org/
8 TwitteR R package was used to query the Twitter Search API from inside R: https://cran.r-project.org/web/packages/twitteR/index.html.
9 This indicator is labeled Retweeteness in the graphs.
10 This indicator is labeled Followness in the graphs.
11 In terms of Spearman’s rank-order correlation coefficient, R = .41.
12 In terms of Spearman’s rank-order correlation coefficient, R = .41.
13 Activity, reception, and total indicators are all expressed as percentile-ranks (see Methodology).