

CASE STUDY

EVALUATION OF CIVIL SOCIETY ENGAGEMENT
IN THE AMERICAS AND CARIBBEAN

ONLINE CAMPAIGN CASE STUDY

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This document prepared as part of the UN Women Evaluation of Civil Society Engagement in the Americas and Caribbean by the UN Women Independent Evaluation Service based on the work completed by UN Global Pulse in collaboration with the UN Women Regional Office of the Americas and Caribbean. See the full evaluation report and other materials [here](#).



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1. Background

UN Women engages in regular social media and online advocacy initiatives, including campaigns on key issues and events of interest. As outlined by the UN Women Americas and Caribbean Regional Office, the timely and consistent presence of UN Women in the different social media channels aims to effectively communicate the work of its programmes, position public policy recommendations, seek to raise awareness through the impact they have on people through human interest stories, strengthen the institutional image, influence the public agenda by seeking to give prominence to issues and lines of work to targeted audiences, including decision-makers, academia, the media, the general public and potential public and private donors, encourage and promote socio-cultural changes to rebuild stereotypes and strengthen regional inter-agency cooperation. To this aim, key activities of social media seek to:¹

- Guide and strengthen UN Women’s digital presence and strategies in the public arena;
- Lead the conceptualization, design, planning, execution, and evaluation of editorial and campaign content with respect to UN Women's regional advocacy priorities in coordination with HQ and CO
- Promote the liaison, planning and execution of communications strategies and campaigns, including those targeting donors;
- Continue to increase the number of followers and social media interactions, conversational advocacy, visibility, data-driven argumentation, and credibility of UN Women in the region;
- Disseminate knowledge products produced by the regional office (policy recommendations, reports, briefings); and
- Provide support and guidance on social media monitoring and moderation and lead the capacity development strategy for colleagues in the region who manage UN Women branded social media.

In operationalizing this work, UN Women offices employ various social media platforms to reach external audiences, as summarized in the table below. Accounts have various levels of activity, and some are used infrequently or not at all.

#	Office	Twitter	Facebook	Instagram	LinkedIn
1	General Account	@ONUMujeres	onumujeres	onumujeres	www.linkedin.com/company/onumujeres
2	Argentina	@ONUMujeresArg	onumujeresar	onumujeresar	-
3	Bolivia	@onumujeresbol	onumujeresbolivia	-	-
4	Brazil	@ONUMulheresBR	onumulheresbrasil	onumulheresbr	www.linkedin.com/company/onumulheresbr
5	Caribbean	unwomencarib	unwomencaribbean	unwomencaribbean	-
6	Chile	@ONUMujeresChile	ONUMujeresChile	onumujereschile	-
7	Colombia	@ONUMujeresCol	onumujerescol	onumujerescol	-
8	Dominican Republic	@onumujeresRD	-	-	-
9	Ecuador	@onumujeresEcu	onumujeresecuador	-	-

¹ UN Women social media strategy, Americas and Caribbean Regional Office, circa 2022.

10	El Salvador	@onumujeressv	onumujeressv	-	-
11	Guatemala	@onumujeresgt	onumujeresgua-temala	-	-
12	Haiti	@ONUFemmesHaiti	ONUFemmesHaiti	-	-
13	Honduras	-	onumujereshonduras	-	-
14	Mexico	@ONUMujeresMX	onumujeresmx	onumujeresmx	www.linkedin.com/company/onumujeresmx
15	Panama	-	-	-	-
16	Paraguay	-	onumujeresparaguay	onumujerespy	-
17	Peru	-	-	onumujeresperu	-
18	Uruguay	-	-	-	-

Source: Evaluation team

2. Approach

This case study presents joint analysis by UN Women and UN Global Pulse of several key online campaigns as part of the Evaluation of UN Women’s engagement with civil society in the Americas and Caribbean region. This section provides an overall framing of the case study’s approach, which is complemented by the more detailed methodological descriptions of each online campaign analysis (sections 3-4).

Objective and scope

Objective

The case study seeks to answer understand the extent to which UN Women’s online campaigns are effectively reaching civil society organizations. In this sense, key questions explored in this analysis included:

1. What is the outreach, interest, and sentiment in response to campaigns online?
2. Have activities online targeted certain demographics and networks?
3. What is the engagement of civil society organizations in UN Women campaigns?
4. What strategies can be employed to increase UN Women’s reach and visibility?

Based on exploration of the above questions, the case study also aimed to provide orientation about what strategies can be employed to increase UN Women’s reach and visibility in targeted demographics and networks.

[Scope](#)

The analysis focused on recent online social media campaigns related to two reoccurring events:

1. **The Regional Conference on Women in Latin America and the Caribbean** (*Conferencia Regional sobre la Mujer, or CRM*), which took place most recently in Buenos Aires from 7-11 November 2022. The conference is a subsidiary body of the Economic Commission for Latin America and the Caribbean (ECLAC) and is the main regional intergovernmental forum on women's rights and gender equality within the United Nations system. It is organized by ECLAC as the Secretariat of the Conference and, since 2020, with the support of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). It is organized about every three years and provides a unique major opportunity to advocate and convene major stakeholders in the region.
2. **16 Days of Activism against Gender-Based Violence**, which focuses on promoting activism against gender-based violence. The 16 Days of Activism is an annual international campaign that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. The campaign was started by activists at the inauguration of the Women's Global Leadership Institute in 1991. The United Nations Secretary-General launched in 2008 the campaign UNITE by 2030 to End Violence against Women, which runs parallel to the 16 Days of Activism.²

Overall methodology

The case study employed a desk review analysis of Twitter data related to selected hashtags to respond to key evaluation questions. This involved establishing social media monitors related to these hashtags, then analysing the data. Where possible, comparative benchmarking was used. Data sourcing, demographics, network analysis, and limitations that were applied to both campaign analyses are provided below.

[Data Access](#)

The analysis considered four different tools for data access with a focus on Twitter as the data source with the most generous data access policies, particularly making it possible to create mention networks, which was the method identified to best answer the evaluation questions and the objectives. The two main data sources were:³

- **Twitter API:** The UN Global Pulse partnership with Twitter provided access to raw tweets.
- **BrandWatch:** Gives access to several other data sources, but given the focus on hashtags, very few blog posts, news articles, etc. were expected and therefore the analysis used this platform mainly for tweets to complement the more laborious analysis of raw tweets.

[Demographics](#)

Given the hashtag-based social media search, Twitter is expected to be the biggest data source for the analysis. Gender, location, and other demographic information are absent from Twitter data. Brandwatch provides built-in demographic features to get a sense of the dataset *at the aggregate level*: gender distribution and location. Both however are 'black boxes', i.e., the team cannot identify *how* the algorithms work and *how well* they work. The analyses look only at gender distribution at the aggregate level to describe the users in the dataset, and we look at where the posts are from. Some Twitter users

² <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>.

³ The research team also explored CrowdTangle and Dataminr First Alert but did not find other insights.

disclose their location as a written field in their profiles. The analysis also attempted to find the country of those self-disclosed location fields to estimate where the users creating our dataset are from and compare that to Brandwatch's black-box algorithm as a simple measure of internal validity of the classifiers.

[Network analysis](#)

To conduct the network analysis, the team extracted mentions and hashtags from each tweet. For the *mention network*, ties were formed based on three types of relationships: mentions, retweets/quote tweets, and replies. A directed tie from *user A* to *user B* was established when *user A* either mentioned *user B* in an original tweet or when *user A* retweeted or replied to *user B's* Twitter posts. Edges in the network were then "weighted" based on the number of ties between two users. To construct a *hashtag network*, ties were formed when two hashtags co-occurred in the same tweet.

We then calculated basic network statistics (e.g., in- and out-degrees, betweenness centrality, and community detection) on both networks. We imported the final dataset into Flourish, an online data visualization tool, to illustrate the internal patterns of clustering and intercluster relations in the mention and hashtag networks.

[Data privacy and ethics](#)

The analysis presented in this case study represents publicly available Twitter data. However, in line with the evaluation's ethical principles and given potential privacy concerns for specific accounts included in the dataset, some account details for individual have been redacted in the analysis below to protect the confidentiality of individuals.

[Limitations](#)

The case study faced the following limitations:

- Selection bias is inherent in the digital media landscape where many populations that are being nominally targeted by UN Women do not have internet access
- For social media platforms, including Twitter, there are even greater restrictions in their geographic reach based on access to technology
- The analysis therefore does not aim to provide a representative sample of a regional audience, but rather the generalized Twitter population

Given the nearly exclusive focus on Twitter messaging, the case study analysis does not aim to provide an exhaustive picture of UN Women's social media landscape (e.g., other online engagement modalities such as Instagram, Facebook, LinkedIn and news). Moreover, analysis of certain accounts presents biases given the presence of bots. For this reason, the data should be interpreted with caution.



Photo: UN Women/Carlos Rivera

3. Campaign analysis of 16 Days of Activism

UN Women and UN Global Pulse jointly assessed social media efforts around the *16 Days of Activism against Gender-Based Violence* campaign, which focuses on promoting activism against GBV.

Methodology

[Scope and sample](#)

The analysis identified four hashtags of interest related to the 16 Days campaign:

- *#PintaElMundoDeNaranja*
- *#DíaNaranja* (both *#DíaNaranja* and *#DiaNaranja*)
- *#16Días* (both *#16Días* and *#16Dias*)
- *#YaEsYa*

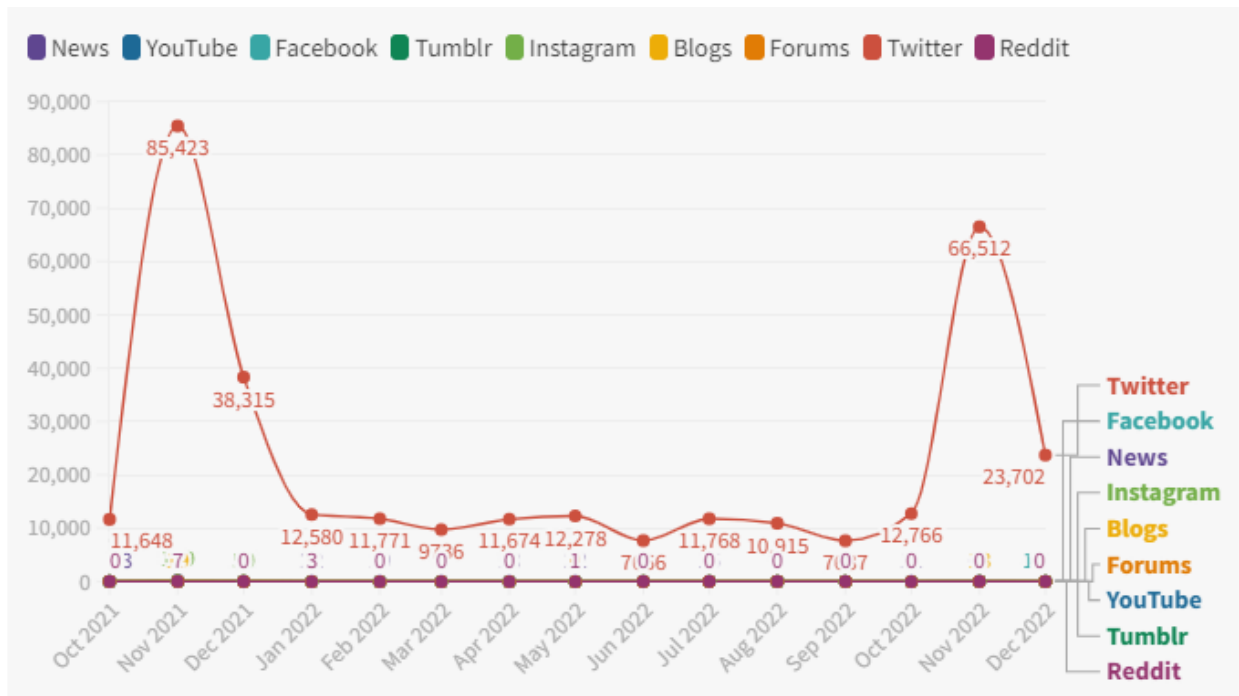
The dataset was, therefore, all social media posts accessible by using one of the four hashtags in a period which includes the last two 16 Days campaigns, 1 October 2021 - 11 December 2022. While the campaign is global in scope, using the Spanish-language hashtags makes the resulting dataset largely relevant to the LAC region. Accounts outside of LAC using these hashtags can serve as bridges between e.g., UN Women LAC accounts and the targeted groups, so we generally use the full, global dataset of posts using these hashtags, and do not restrict our dataset to accounts posting from Latin America and the Caribbean.

[Dataset](#)

From the BrandWatch query, there were 334,391 posts of the total 335,241 (99.7%) are from Twitter. 57,660 of the tweets are original tweets, 267,110 are retweets, and 10,471 are replies. There were 458 news articles, 209 Instagram posts, 73 blog posts, 67 Facebook posts, 25 Tumblr posts, 11 posts from Reddit, 4 forum posts, and 3 YouTube videos⁴. This distribution of data sources follows expectations given the hashtag-based query.

⁴ Note that we get very limited data from Facebook and Instagram via Brandwatch.

Monthly number of posts from each source during the study period. Results show that the campaign runs in November and December, with November as the clear peak. It is also clear that there are almost 100% tweets in the dataset. Note that the analysis has unequal access to the different data sources, so this is not an indication of where there are more posts - only which posts are part of our dataset.



The Twitter API was used to complete the network analysis, collecting 365,006 Tweets from the period of interest. Approximately 23% of these Tweets were original posts and 77% represented shared content.

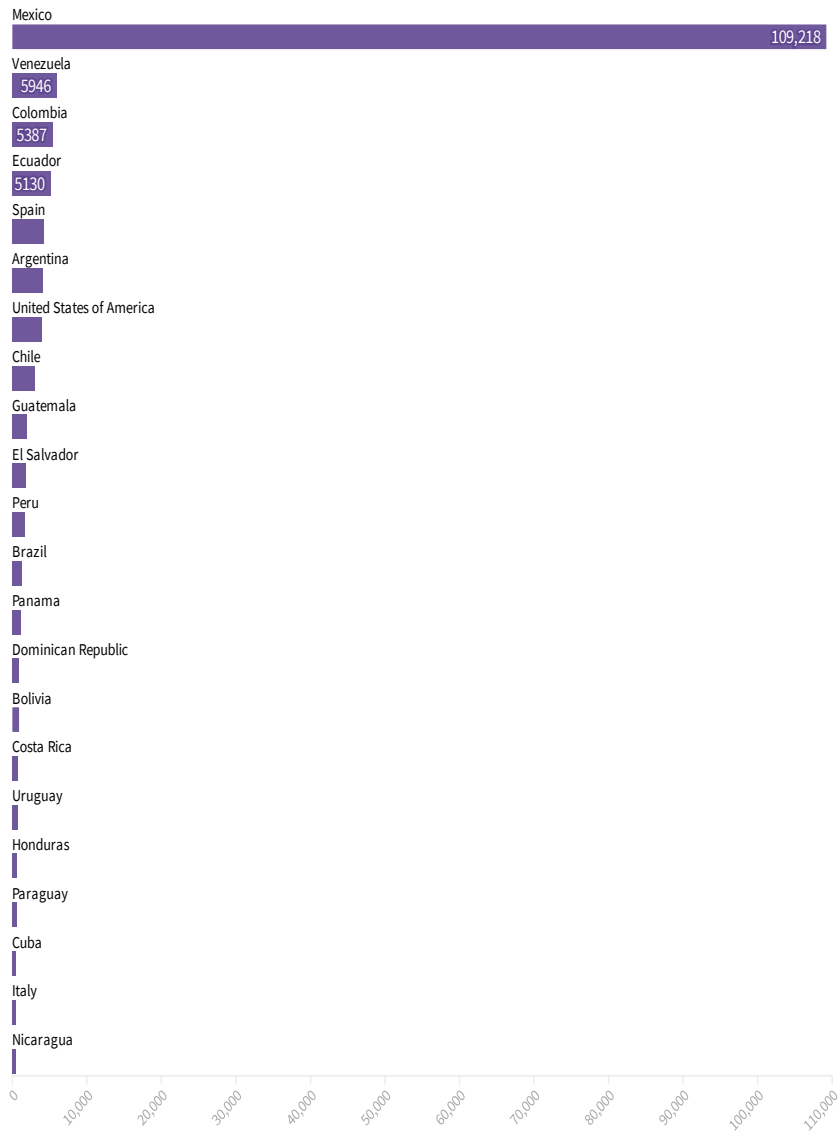
Findings

Demographics

The Brandwatch dataset comprises roughly 335,000 posts, and it is estimated that 57% of the users contributing those posts are women⁵. It is estimated that almost 28,000 accounts (60%) are from Mexico, and they are behind an impressive 109,218 posts. That is a staggering 18 times more posts than second-ranked Venezuela. Colombia and Ecuador are next, with Argentina and Chile not too far behind.

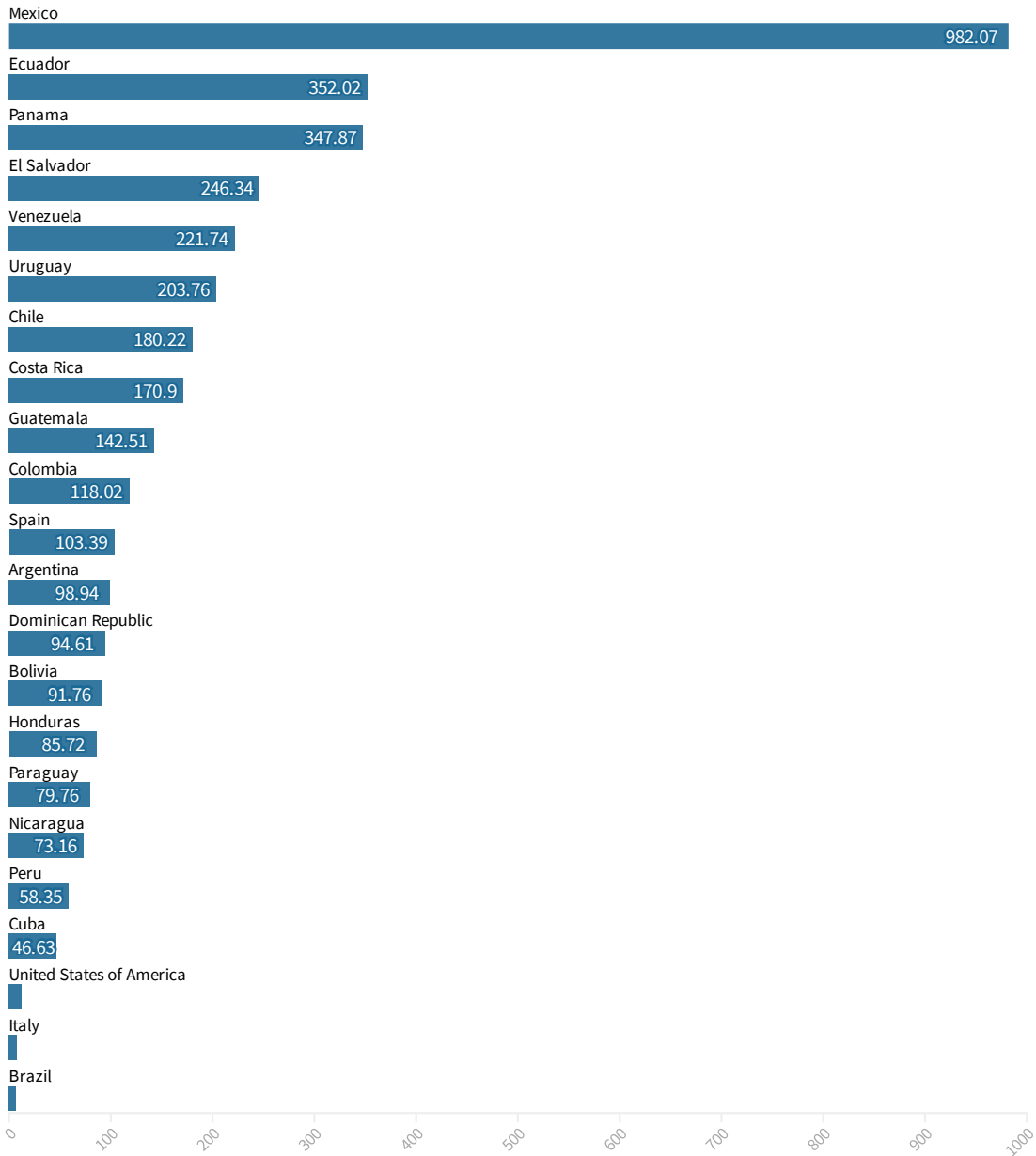
⁵ Gender distribution is an approximation and only looks at the reported names on the accounts, and then attempts to classify these names into strictly binary categories: male or female. This does not represent the diversity of expressions of sexuality that to which many persons identify, and therefore is only used as a proxy of the dataset.

Number of posts by country during the study period.



Analyzing the number of posts per one million inhabitants, Mexico is the country where the campaign seems to have taken the strongest hold. The number of posts per capita is more than double that of Ecuador and Panama, which have the next highest number of posts per million inhabitants.

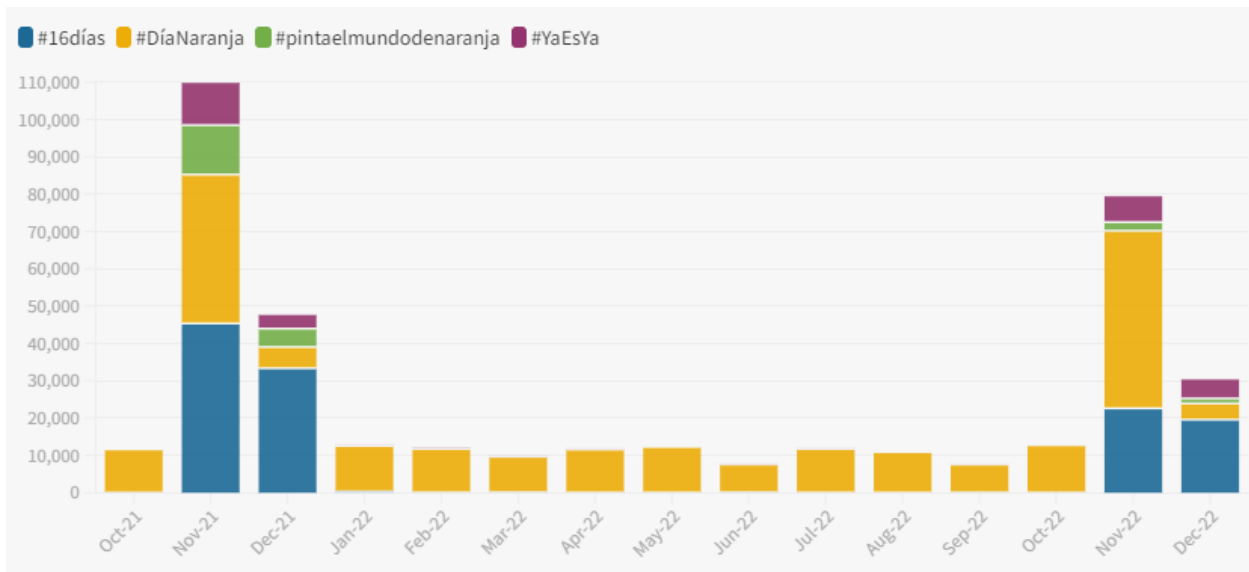
Number of posts per country per million people



Content

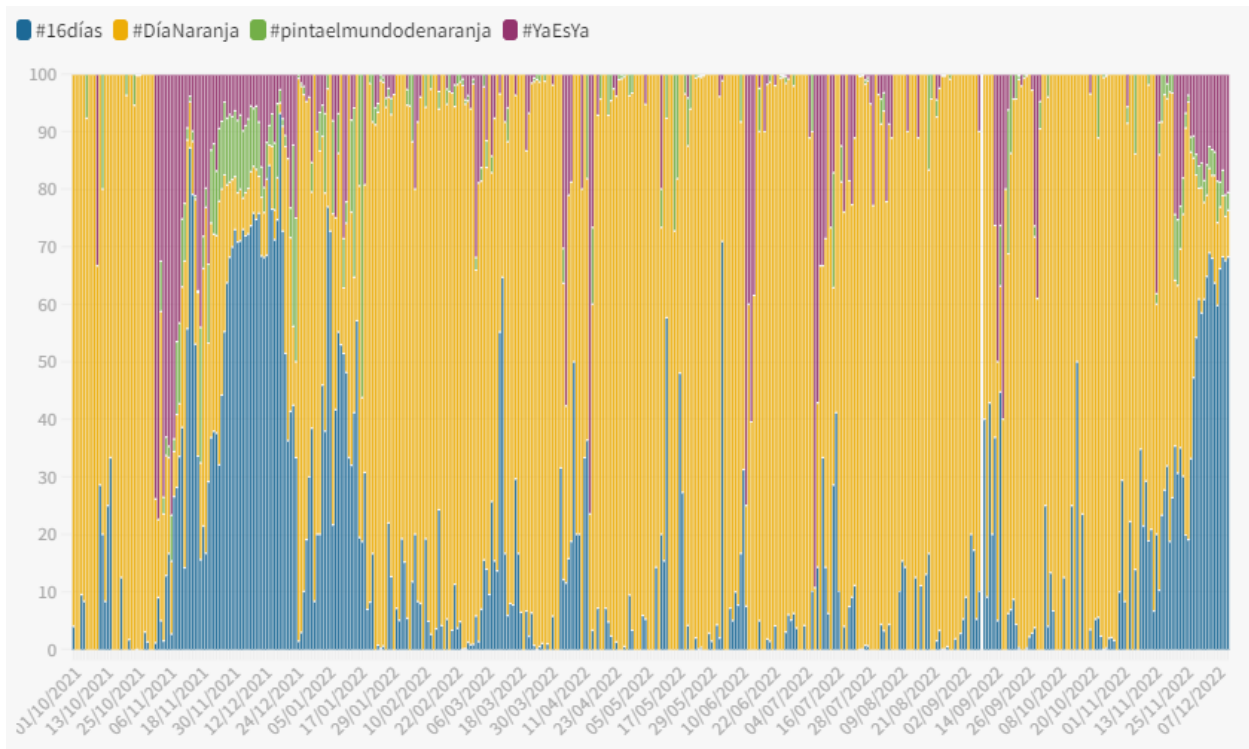
A simple word cloud (see figure below) shows that the three words used the most in the dataset are “violencia”, “mujeres”, and “niñas”, while two of the hashtags used in our query are very popular (#DíaNaranja and #16días). It also suggests related hashtags such as #25n, which refers to November 25th, the International Day for Elimination of Violence against Women, and #niunamenos, which refers to a feminist movement that began in opposition to a femicide in Argentina.

Hashtag use per month. Monthly number of posts with each hashtag since October 2021. Note that we only have data until 11 December 2022.



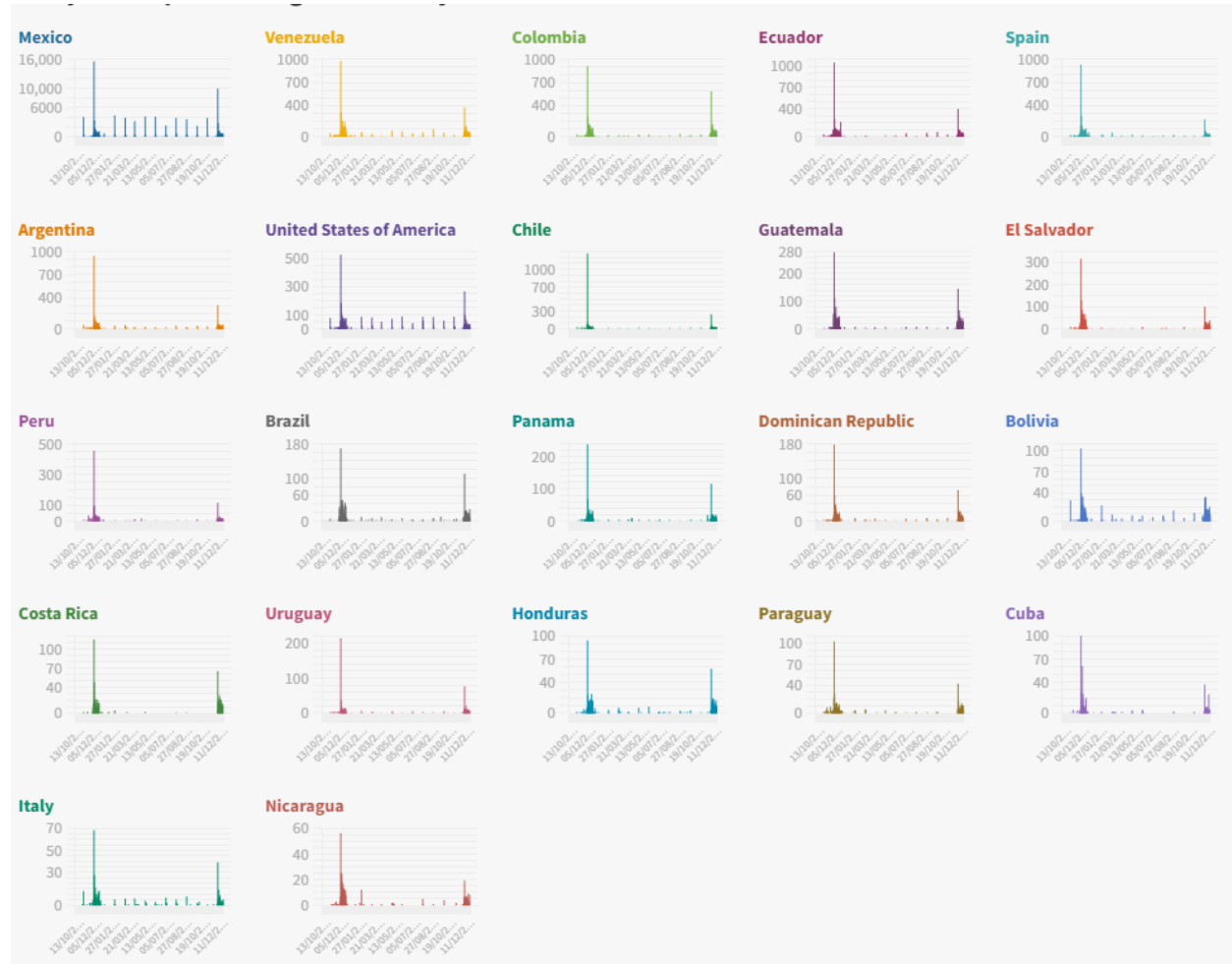
We can also look at the daily distribution of the four hashtags and see the same picture.

Daily distribution of hashtags.



Digging further into the use of #DíaNaranja, we see that it's a primarily Mexican campaign to designate the 25th of *every* month as Día Naranja, not just the 25th November (which is where we see the two spikes for all countries).

Daily number of posts using #DiaNaranja.



The figure below shows the 100 most used hashtags in the dataset with #DíaNaranja (180,287 posts) and #16días (89,392 posts) in the centre, along with #DiaNaranja (36,068), #25n (36,049), #únete (33,202), #16días (32,292), #YaEsYa (27,590), and #PintaElMundoDeNaranja (22,665).

The top 100 hashtags in the dataset, sized by number of posts using the hashtag.

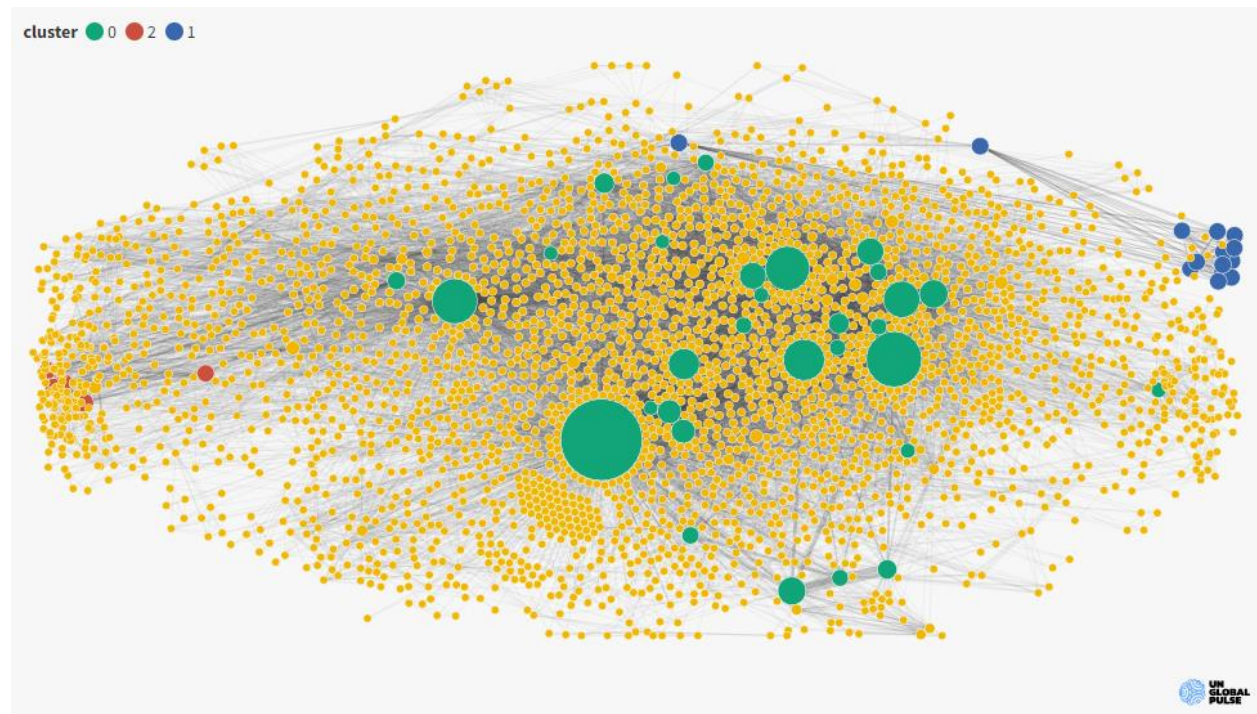


[Hashtag Network](#)

To further look into how hashtags are used together, we create a network of the hashtags below. Our algorithm does not detect any meaningful clusters, as all relevant hashtags are in the same cluster (in green below)⁶.

⁶ In this analysis, we only look at original content, not retweets.

16 Days Hashtag Network. The main, green cluster contains practically all relevant hashtags.⁷ The blue and red clusters are less relevant, with the blue one being vulgar and a hostile hashtag-takeover.⁸ The red cluster seems to be driven by a few accounts from Guayaquil, Ecuador posting using a random set of locally trending hashtags. The most popular of the tweets in this cluster are relevant to the campaign. The yellow dots are hashtags with no cluster relationship.



The two hashtags that most often go together are #DíaNaranja and #Únete.

Hashtag 1	Hashtag 2	Count
#díanaranja	#únete	3,764
#16días	#únete	3,081
#25n	#díanaranja	3,044
#16días	#díanaranja	2,725
#16días	#25n	2,470

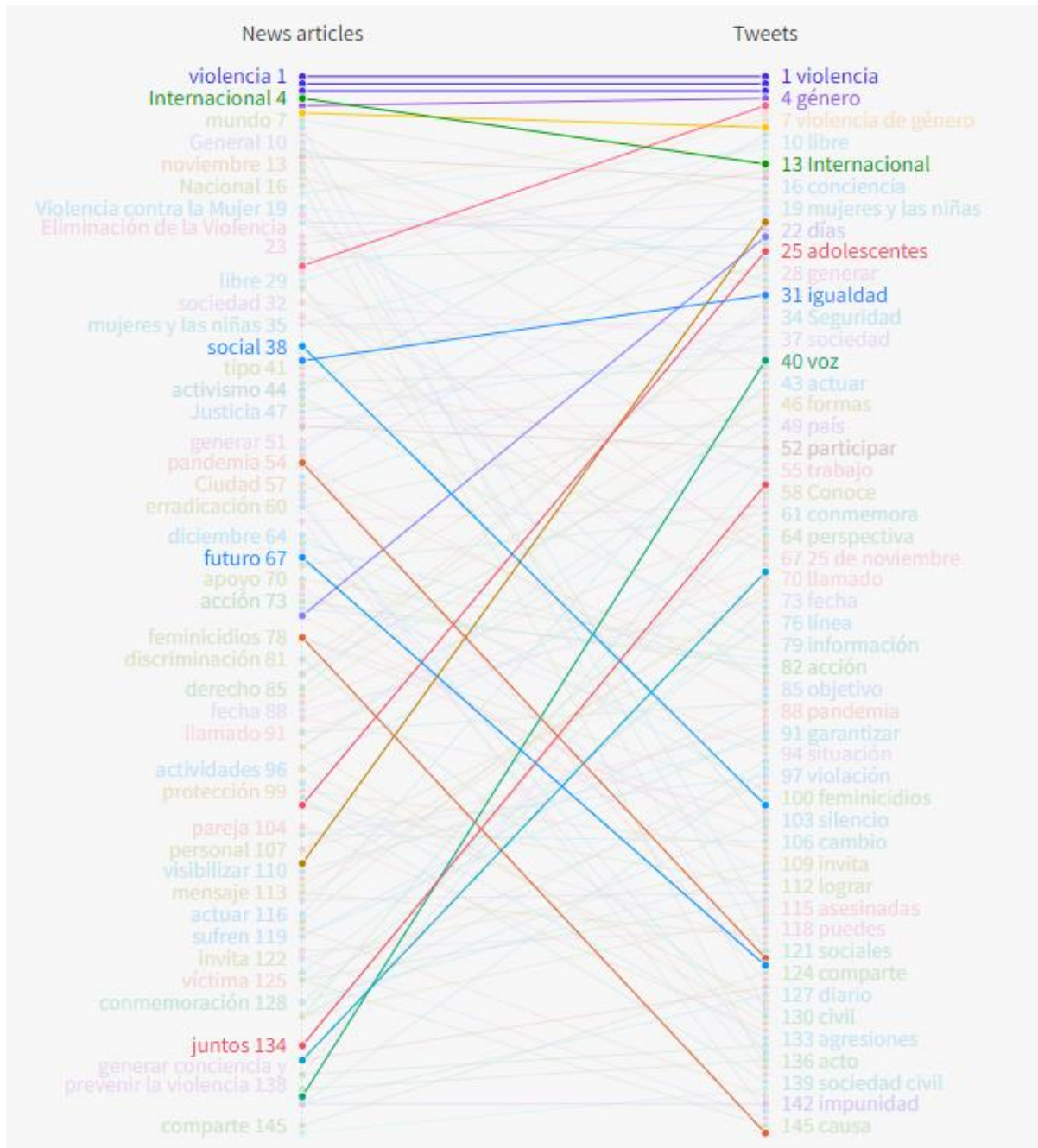
[Content Analysis](#)

There is not enough content from forums and blogs to do a meaningful analysis and comparison with other sources, but below, words and phrases are used differently in news articles and tweets.

⁷ The full list is: #díanaranja, #16días, #dianaranja, #25n, #únete, #16dias, #mujeres, #yaesya, #snteconellas, #pintaelmundodena- ranja, #niunamenos, #niñas, #violencia, #violenciadegénero, #diacontralaviolenciadegenero, #snteigualitario, #ecuador, #snte, #16diasdeactivismo, #25nov, #pintatumundonaranja, #16diasdeactivismo, #heforshe, #todassinviolencia, #stopviolenciainstituci- onal, #niunamas, #juntassinviolencia, #25noviembre, #25denoviembre, #hoy, #sspc.

⁸ #girl, #hot, #voyeur, #legs, #licra, #ass, #esposas, #spandex, #novias, #viernesbotanero, #operacionmanuela, #sexy, #mamis, and #spy

Most used words and phrases. Comparison between use of words and phrases in news articles and tweets. Based on the top 300 most used words and phrases from each source, the data is ranked and compared for those in common. The top 3 words for both sources were “violencia” (1), “mujeres” (2), and “niñas” (3). “Género” was fourth on Twitter and fifth in news articles.



In the figures below, there are 150 phrases and words most often used in news articles and on Twitter, respectively.

Word Cloud with the 150 most used phrases and keywords in news articles.



Word Cloud with the 150 most used phrases and keywords on Twitter.



[Prolific Accounts](#)

The accounts writing the most posts vary to a surprising degree between hashtags [figures were redacted for privacy].

[Account Mentions](#)

The most important measure for this study is not who wrote a post, but whether it travelled through the networks of relevant accounts, and ultimately ended up being seen or, better, acted upon by relevant organizations and individuals. To capture that, we analyze *mentions*, which is a combined measurement of how often an account appears in original tweets, replies, and retweets.

The chart below looks at the 30 most mentioned accounts. It shows the relationship between how often an account is mentioned and the potential number of impressions. The sizes of the bubbles reflect the number of mentions in original tweets and are, thereby, a rough measure of how central the account is to the overall conversation.

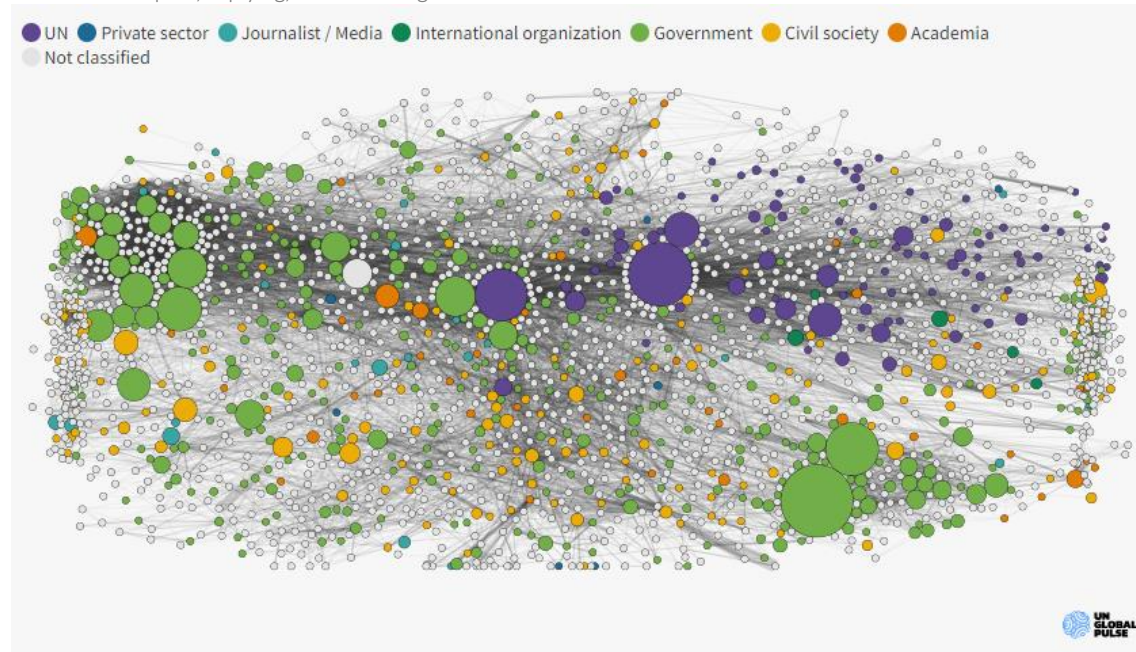
Impressions and mentions. Plot of mentions and impressions for the 30 most mentioned accounts. The chart shows the relationship between how often an account is mentioned and the potential number of impressions (impressions are the sum of the followers of the tweet author and the followers of any retweeting authors, and therefore the absolute potential reach; they should not be conflated with actual reach). The bubble size reflects the number of mentions in original tweets. It is, thereby, a rough measure of how central the account is to the overall conversation and explicitly does not factor in the virality of the posts the account is mentioned in. *Note that several accounts have been redacted for privacy.*



The ONU Mujeres account is the account most often mentioned in original tweets while Inmujeres México and CONAVIM_MX also perform well in terms of potential impressions and, thereby, likely, actual reach.

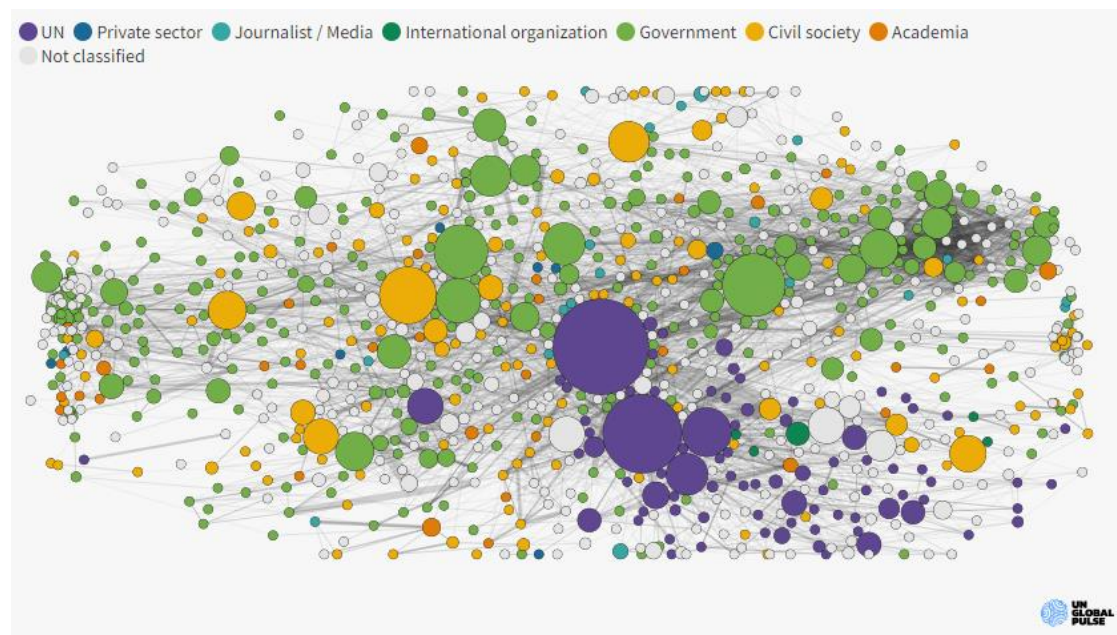
Looking at the network of accounts mentioning each other below, we see that the Mexican government accounts and @ONUMujeres and @ONUMujeresMX are the most connected in the network. The size of bubbles is based on combined in-degree and out-degree and is therefore a measure of how connected the account is in the network - either by mentioning others or being mentioned.

16 Days Mention Network: Bubbles sized by total degree. Network of accounts mentioning each other. A mention can be any of: a mention in a post, replying, or retweeting.



If we instead size the bubbles by *betweenness centrality*, below, we clearly see how central @ONUMujeres and, in particular, @ONUMujeresMX are to the flow of information in the network. Other prominent bridges between accounts are Inmujeres México (@inmujeres), and several personal accounts.

16 Days Mention Network. Bubbles sized by betweenness. Network of accounts mentioning each other where the size of the node/bubble/account shows the betweenness centrality of the account - that is, how central it is to the flow between nodes. A mention can be any of: a mention in a post, replying, or retweeting.



4. Campaign analysis of Regional Conference on Women

UN Women LAC and UN Global Pulse jointly conducted an evaluation of UN Women's social media efforts around the *Regional Conference on Women for Latin America and the Caribbean*, which acts the most important regular international gathering in the region on gender issues.

Methodology

[Scope and sample](#)

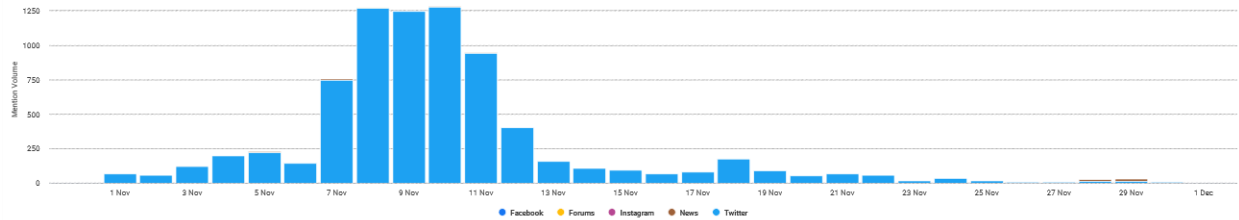
The UN Women team identified five hashtags used in relation to the CRM:

- #XVConferenciaMujerALC
- #HablemosDeCuidados
- #SociedadDelCuidado
- #FinanciamientoDeCuidados
- #RecuperacionSostenible

The dataset we work with is, therefore, all social media posts we can gain access to using one of the five hashtags in the time period around the event, which we defined as 1 October - 30 November 2022. While the event is regional in character, organizations and individuals from other regions can serve as bridges between e.g. UN Women LAC accounts and the targeted groups, so we generally use the full, global dataset, and do not restrict our dataset to accounts posting from Latin America and the Caribbean.

Dataset

From the Brandwatch query, there were 7,786 posts of 7,857 (99%) from November 2022 are from Twitter, with just 30 from news articles and one or two each from forums, Facebook, and Instagram⁹ in the figure below. This distribution of data sources follows our expectations, as we use a hashtag-based query.



Daily number of posts from each data source during the month of November 2022. Twitter accounts for 99% of the posts. There was a clear rise in posts during the five days of the conference, 7-11 November.

Twitter API to complete the network analysis. However, because these Tweets were extracted in an early phase of the project when the hashtag #XVConferenciaMujerALC was not included in our query, the network analysis dataset consists of only 4,659 Tweets. Approximately 10% of these Tweets were original posts whereas 90% were retweets, quotes, or replies.

Findings

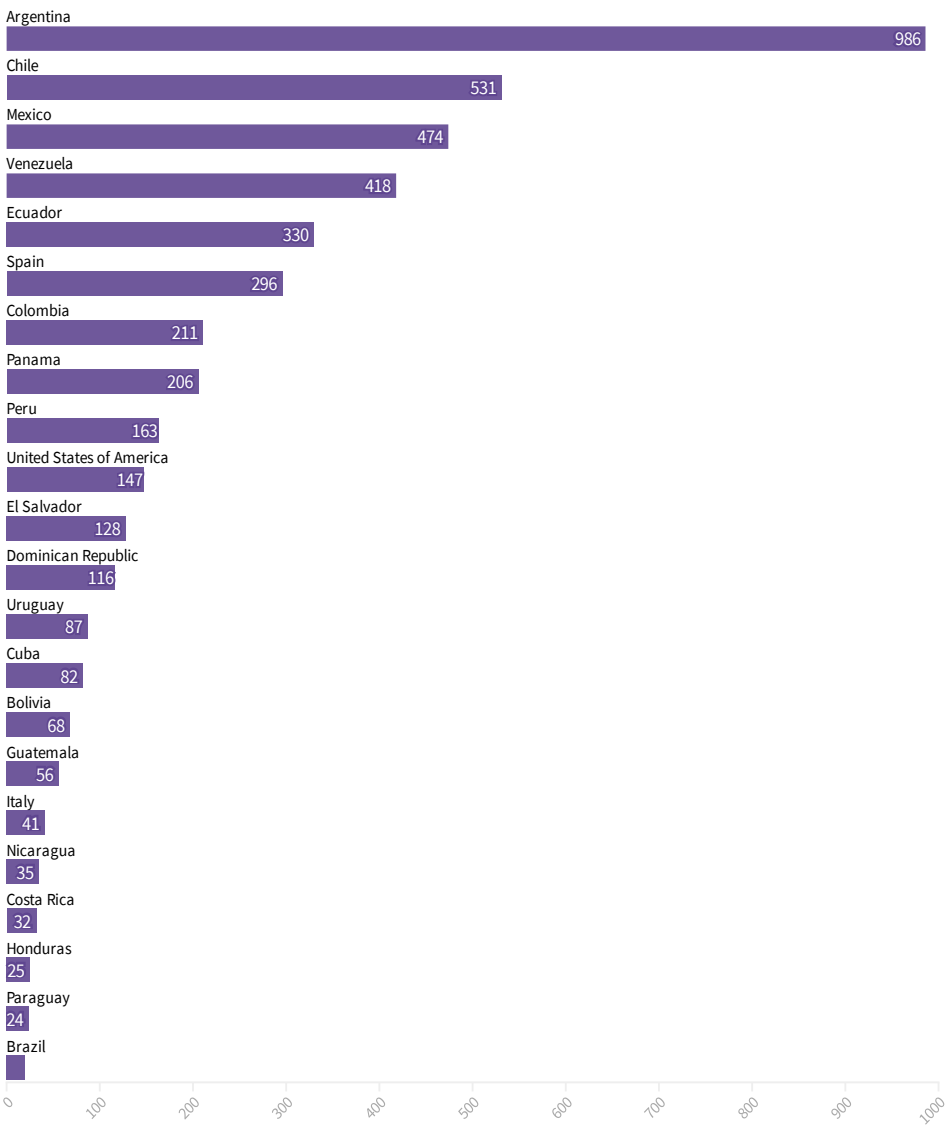
Demographics

The Brandwatch dataset is composed of roughly 7,900 posts, and it is estimated that 68% of the users contributing those posts are women¹⁰. More than 10% of the posts are estimated to be from the host country of the conference, Argentina, followed by Chile and the region's most populous Spanish-speaking country, Mexico. Interestingly, Venezuela follows, with Ecuador, Spain, Colombia, Panama, Peru, and the United States completing the top 10.

⁹ There is limited data from Facebook and Instagram via Brandwatch.

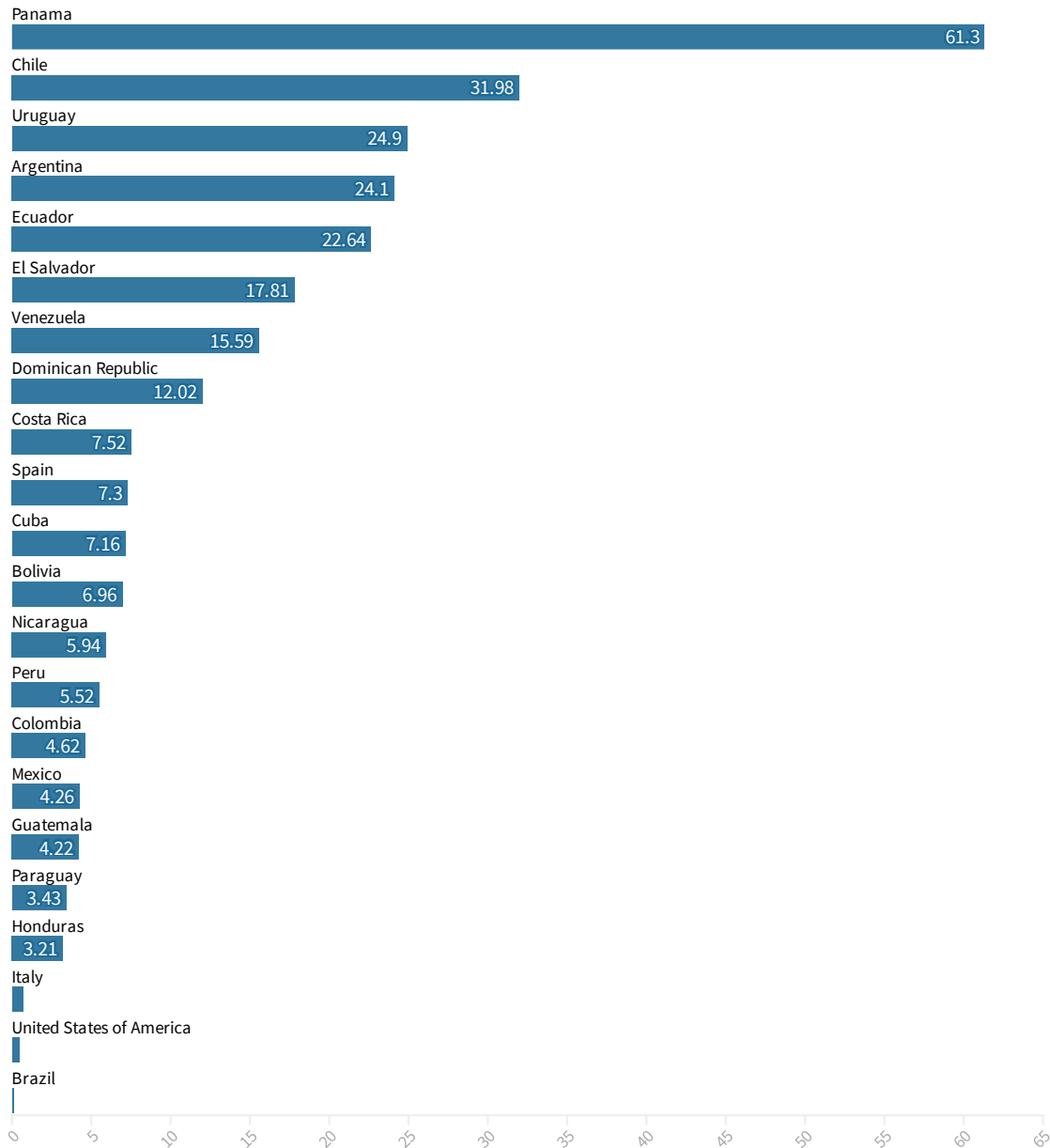
¹⁰ Gender distribution is an approximation and only looks at the reported names on the accounts, and then attempts to classify these names into strictly binary categories: male or female. This does not represent the diversity of expressions of sexuality that to which many persons identify, and therefore is only used as a proxy of the dataset.

Number of posts per country



When we instead look at the number of posts per one million inhabitants, we see that Panama far out-ranks the other countries. Looking further at those posts reveals that 39% of the tweets were posted by the personal account of the Regional Director of UN Women for the Americas and the Caribbean.

Number of posts per country per million people



The second-placed country in posts per capita, Chile, is largely driven by tweets from CEPAL (@cepal_onu), which generated 44% of the posts from Chile, followed by the account of the Director of the Gender Affairs Division at ECLAC and who generated 17% of the posts from Chile.

[Content](#)

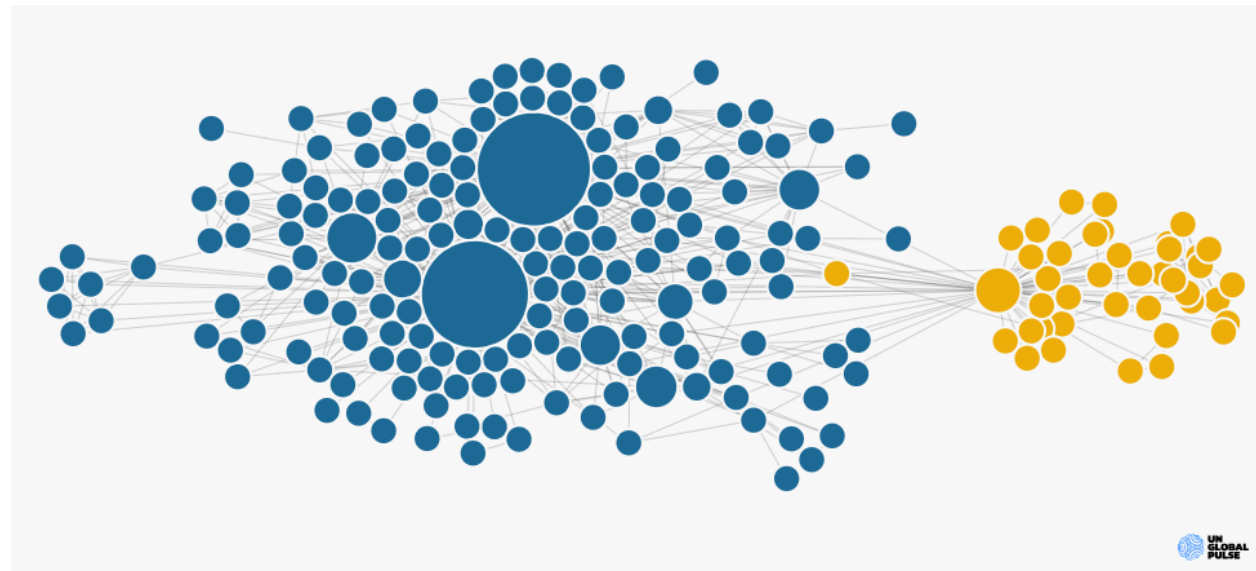
A word cloud (see figure below) shows that three of the hashtags used in our query (#XVConferenciaMujerALC, #SociedadDelCuidado and #HablemosDeCuidados) are popular. It also indicates the popularity of simple words like “cuidado(s)”, “mujer(es)”, “trabajo”, “género”, and “políticas”. We’ll look more into some of these below.

The top 100 hashtags in the dataset, sized by number of posts using the hashtag.



To further look into how hashtags are used together, we create a network of the hashtags below. Our algorithm detects two different clusters: The blue cluster is centered around #SociedadDelCuidado and #XVConferenciaMujerALC, while the yellow one has #HablemosDeCuidados as the most prominent hashtag¹¹.

CRM hashtag network. Hashtag network showing two clusters: The blue is centered around #SociedadDelCuidado and #XVConferenciaMujerALC, while the yellow one has #HablemosDeCuidados as the most prominent hashtag.



Tellingly, the two hashtags that most often go together are #XVConferenciaMujerALC and #SociedadDelCuidado:

¹¹ In this analysis, we only look at original content, not retweets, which is why the node showing #XVConferenciaMujerALC is bigger than #HablemosDeCuidados: We have more original posts using #XVConferenciaMujerALC, and more retweets of posts using #HablemosDeCuidados. Also note that for this network, #XVConferenciaMujerALC was not part of the initial query used to create the dataset, so it is likely more prominent than this figure indicates.

Hashtag 1	Hashtag 2	Count
#XVConferenciaMujerALC	#SociedadDelCuidado	521
#XVConferenciaMujerALC	#ForoFeminista	133
#XVConferenciaMujerALC	#Cepal	131
#AméricaLatina	#Caribe	81
#SociedadDelCuidado	#IgualdadDeGénero	74

#HablemosDeCuidados most often goes together with #SociedadDelCuidado (54 times), #XVConferenciaMujerALC (44), and #FinanciamientoDeCuidado (11).

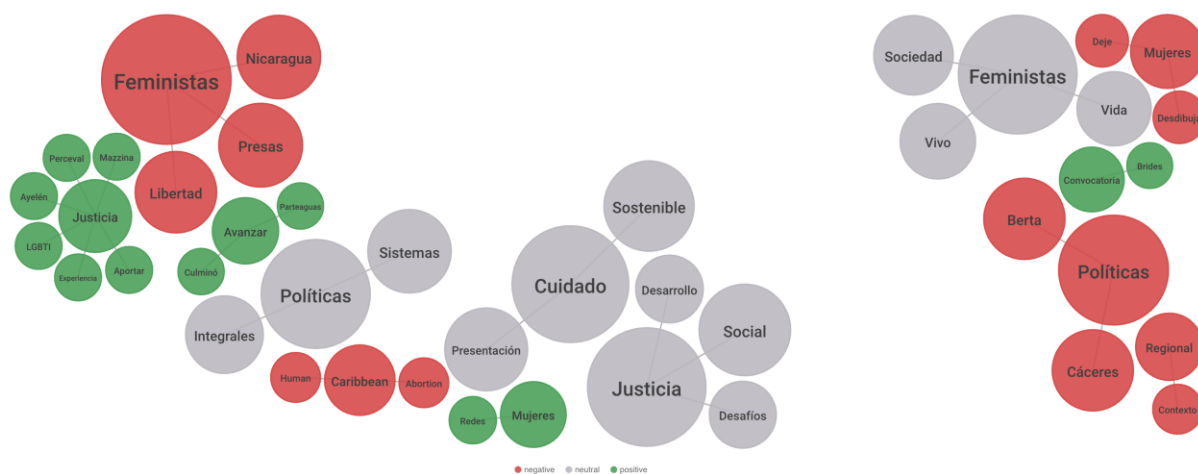
[Comparing the most used hashtags](#)

In the following, we'll compare some features of #XVConferenciaMujerALC, #SociedadDelCuidado and #HablemosDeCuidados, as they, by far, are the most used hashtags from our query, and the network analysis indicates that they have distinct characteristics.

Sentiment Analysis

We use the clustering algorithm and the sentiment analysis built into Brandwatch. We do not know the quality of the clustering algorithm, and the sentiment classifier has not been trained on this particular data, so the figures below are mainly *potential* ways to present the data. According to these clusters and the sentiments of the clusters, posts using #SociedadDelCuidado are generally more neutral.

Automated topic clustering for #XVConferenciaMujerALC, coloured by sentiment



Automated topic clustering for #SociedadDelCuidado, colored by sentiment



Automated topic clustering for #HablemosDeCuidados, coloured by sentiment



[Content Analysis](#)

In the below figures, we show the 150 phrases and words most often used when posts included #XVConferenciaMujerALC, #SociedadDelCuidado, and #HablemosDeCuidados, respectively. While the top words are quite similar, #HablemosDeCuidados seems to have a slightly higher association with phrases around work (“trabajo”, “trabajo de cuidados”).

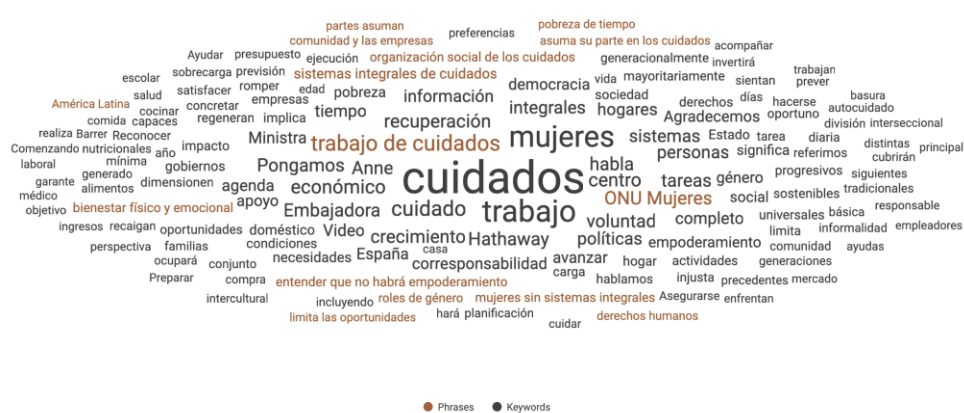
Word Cloud with the 150 most used phrases and keywords when posts included #XVConferenciaMujerALC



Word Cloud with the 150 most used phrases and keywords when posts included #SociedadDelCuidado



Word Cloud with the 150 most used phrases and keywords when posts included #HablemosDeCuidados



For #XVConferenciaMujerALC, the most shared links were to the conference page:

- <https://live.cepal.org/XVConferenciaMujerALC/>
- <https://conferenciamujer.cepal.org/15/es>
- <https://conferenciamujer.cepal.org/15/es/noticias/argentina-acogera-la-xv-conferencia-regional-la-mujer-america-latina-caribe-que-se-centrara>

Roughly the same pages were the most referenced when using #SociedadDelCuidado:

- <https://conferenciamujer.cepal.org/15/es/noticias/argentina-acogera-la-xv-conferencia-regional-la-mujer-america-latina-caribe-que-se-centrara>
- <https://conferenciamujer.cepal.org/15/es/noticias/paises-la-region-se-comprometieron-transitar-un-nuevo-estilo-desarrollo-la-sociedad-cuidado>
- <https://live.cepal.org/XVConferenciaMujerALC/>

For #HablemosDeCuidados, the most shared links were instead to UN Women's own content:

- <https://lac.unwomen.org/es/stories/noticia/2022/10/cuidados-sistemas-integrales-y-financiamiento-preguntas-y-respuestas>
- <https://www.youtube.com/watch?v=ttboKWYIII4>
- <https://lac.unwomen.org/es/stories/noticia/2022/11/avanzando-hacia-la-sociedad-del-cuidado-considerando-diversas-historias>

The most retweeted tweet contained both #SociedadDelCuidado and #HablemosDeCuidados, and was from UN Women:



Prolific Accounts

As already mentioned in the Demographics section, the most prolific authors are more often than not UN itself - and in particular, the various UN Women accounts [figures redacted for privacy].

Account Mentions

The most important measure for this study is not who wrote a post, but whether it travelled through the networks of relevant accounts, and ultimately ended up being seen or, better, acted upon by relevant organizations and individuals. To measure that, we use mentions, which is a combined measurement of how often an account appears in original tweets, replies, and retweets.

The chart below looks at the 30 most mentioned accounts. It shows the relationship between how often an account is mentioned and the potential number of impressions. The sizes of the bubbles reflect the number of mentions in original tweets and are, thereby, a rough measure of how central the account is to the overall conversation.

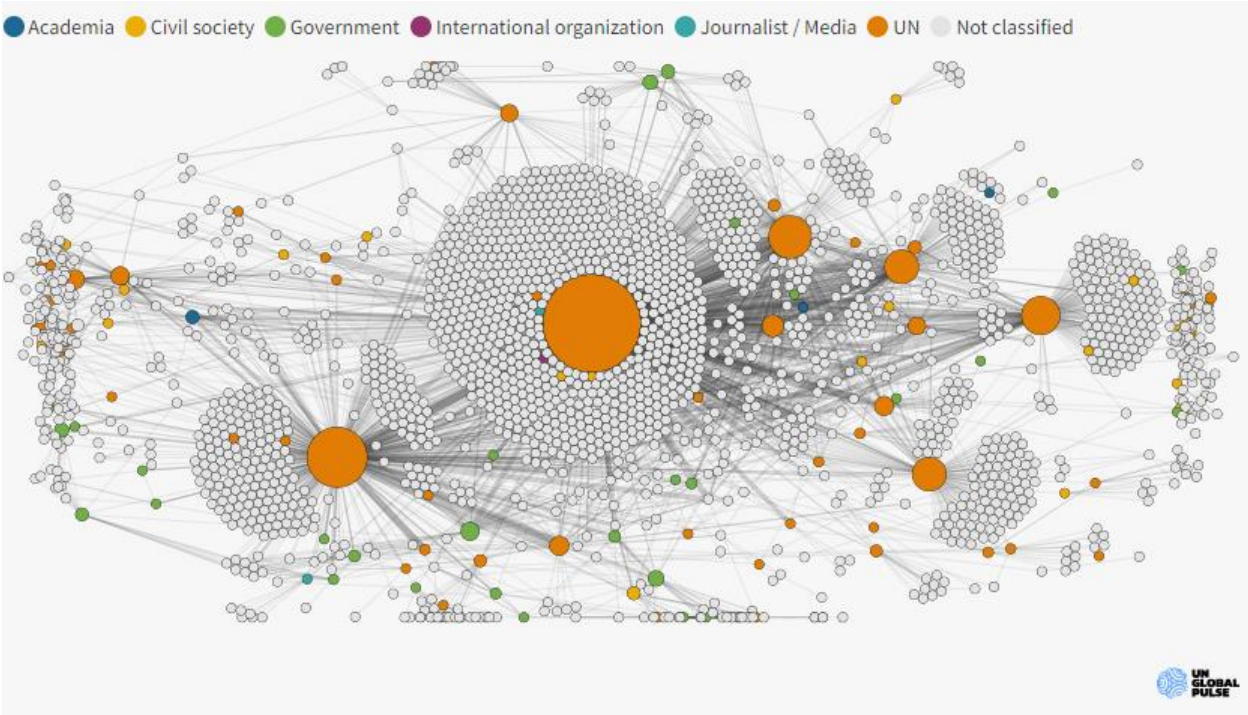
Impressions and mentions. Plot of mentions and impressions for the 30 most mentioned accounts. The chart shows the relationship between how often an account is mentioned and the potential number of impressions (impressions are the sum of the followers of the tweet author and the followers of any retweeting authors, and therefore the absolute potential reach; they should not be conflated with actual reach). The bubble size reflects the number of mentions in original tweets. It is, thereby, a rough measure of how central the account is to the overall conversation and explicitly does not factor in the virality of the posts the account is mentioned in.



The ONU Mujeres account is by far the most mentioned account, which is also reflected in the potential reach; it is followed by CEPAL.

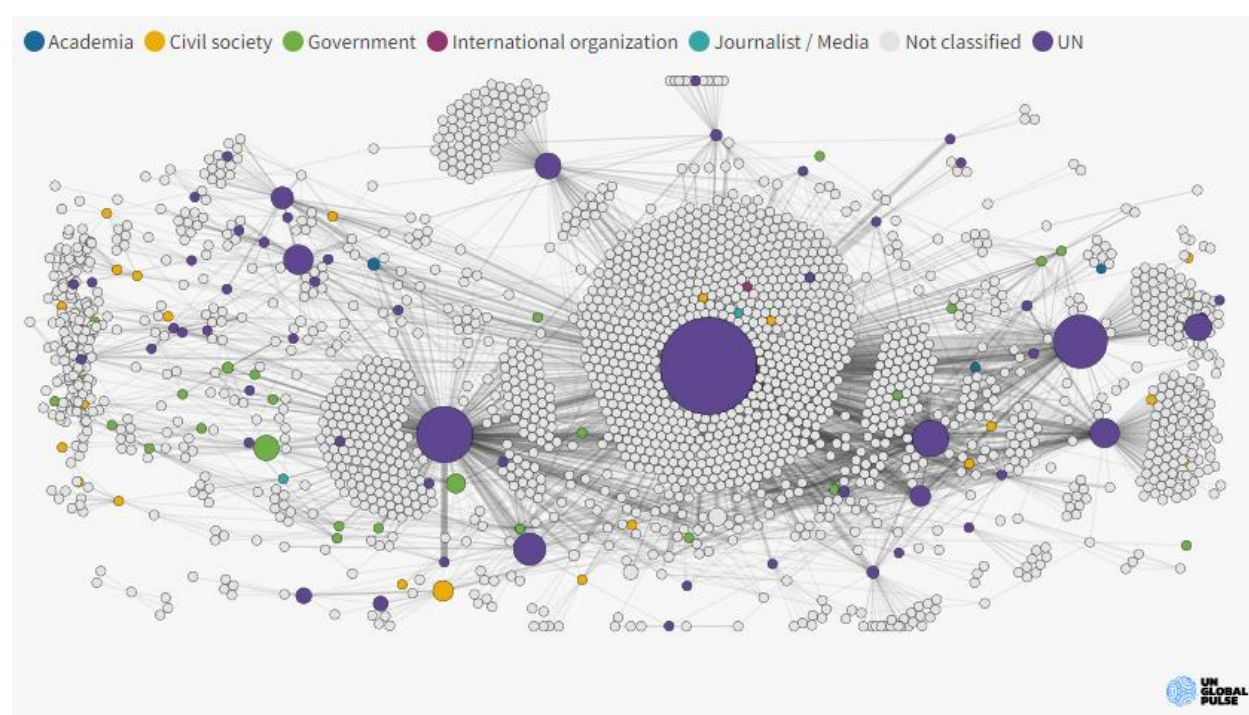
The mention network is consistent with this picture, with ONU Mujeres and CEPAL having the highest total degree. We can see that in general, UN accounts dominate this network.

CRM mention network. Bubbles sized by total degree. Network of accounts mentioning each other. A mention can be any of: a mention in a post, replying, or retweeting.



The network doesn't change much when instead looking at betweenness; civil society is still largely absent.

CRM mention network. Bubbles sized by network betweenness. Network of accounts mentioning each other where the size of the node/bubble/account shows the betweenness centrality of the account - that is, how central it is to the flow between nodes. A mention can be any of: a mention in a post, replying, or retweeting. Note that the query for this chart did not explicitly look for #XVConferenciaMujerALC.



5. Conclusions and action areas

In analyzing these social media campaigns, the case study focused on answering three key questions. Through reflections and a debriefing session with UN Women social media teams together with Global Pulse, the following conclusions and paths forward were identified.

How can UN Women create and measure real impact?

The UN Women communications team validated the fact that this social media analysis was consistent with its own independent understanding of, and analysis of, its campaigns. For example, we could identify peaks at key times which coincided with campaign strategy, and we could see the impact of coordinated publication of content packages by members of the UN network.

However, the advantage of this analysis was that it was able to **combine insights across hashtags**. Normally, the UN Women team conducts analysis hashtag-by-hashtag. This can make it harder to see the “big picture”, for example because certain organizations or communities might use one hashtag and not another¹², or because the preferred hashtag used to discuss a theme might change over time. It also

¹² For example, #SociedadDeCuidados was driven jointly by CEPAL and UN Women, while #HablemosDeCuidados was driven by UN Women with its country office.

makes it difficult to differentiate whether a spike in conversation is related to a hashtag-specific event or a more general conversation.¹³

From a technical perspective, we identified two key recommendations.

- **Iterate on the sampling strategy for social media conversations:** We found that the initial list of hashtags identified for data collection were not comprehensive. Important tags were overlooked, for example the actual hashtag of the CRM (#XVConferenciaMujerALC), and some tags related to the 16 days campaign (#25n, #unete). Therefore, we recommend that in the future, top hashtags and/or hashtag networks are extracted early in the analysis process and provided to UN Women’s teams in order to review the results and revise the sampling criteria to include anything that was previously missed.
- **Distinguish between planned and ‘organic’ conversations:** We suspect that since many of the hashtags we investigated were created by or driven by UN Women, much of the content in our dataset represents coordinated campaigns launched by UN Women and/or retweets of these campaigns. In the future, it might be helpful to differentiate between this type of planned communication and more ‘organic’ or spontaneous discussions. For example:
 - It might be helpful to distinguish between hashtags that were created for, and used by, **UN Women** (#heforshe); hashtags that were created to promote **regional initiatives or alliances** (#16dias); and hashtags that have emerged more organically from **broad social movements** (#metoo). In particular, we expect that the volume of conversation and UN Women’s share of voice in the discussion would vary across each of these three types of campaigns, so it might be worth using different standards to evaluate different campaign types.
 - Regardless of the hashtags used, it might also be helpful to **filter coordinated campaigns from the dataset and analyze them separately**, for example by searching tweets for content taken verbatim from the UN Women communications team. This will allow for distinctions between content controlled by UN Women (e.g. scheduled tweets), and content that emerges naturally in reaction to, or alongside of these tweets (which is perhaps a better measure of impact and engagement).

How can UN Women amplify its reach?

As noted above, we found that a lot of the content we gathered was generated by UN Women and its partners, and shared among them. The core strategy seems to be to amplify messaging through other UN Women offices and politically aligned countries via a “broadcast” approach.

An alternative and potentially complementary approach would be to **adopt an interactive posture in which the UN Women team seeks to pick up, engage with, and react to organic content generated by others**. One strategy for doing this would be to consider the origin of the hashtags surfaced in the analysis. While we focused on hashtags created by, or driven by, UN Women, our related top hashtags and hashtag networks allowed us to **identify hashtags from other sources that were closely tied to the conversation**. By reviewing the discussions under these hashtags, and perhaps adopting them in its own Tweets, UN Women could tap into broader discussions and other communities.

UN Women can also use networks of users, like the ones we’ve extracted here, to try and expand its reach. At the moment, we find that UN and government accounts dominate the conversations around

¹³ For example, through the comparative analysis we saw a jump in the use of #XVConferenciaMujerALC during the conference itself, but we can see that the increased use of #HablemosDeCuidados also persisted in the days before and after the conference.

the hashtags we studied. As a result, we see much smaller shares of users falling into groups like “civil society”, “journalist/media”, and “academia”. It may be worth pooling these groups together into a wider category in order to analyze external engagement across these communities.

How can these findings be used to inform UN Women’s social media strategy?

[Communications strategy](#)

We identified implications for UN Women’s communications strategy in two key areas.

First, our discussion around simultaneous analysis of multiple hashtags raised questions around how to optimally allocate resources across hashtags: is it better to coordinate efforts around a single dominant hashtag with a large reach, or use multiple, more specific hashtags to create more nuanced and segmented conversations? Ultimately, the team hypothesized that **combining one specific campaign hashtag with one broader thematic hashtag** may provide the biggest reach, effectively allowing UN Women to promote its initiatives while also tying them into broader external conversations.

Second, from the analysis it became clear that **campaign engagement varies a lot by country and is driven by a nuanced set of success factors**. Mexico’s involvement in the 16 Days campaign is a clear success case, in which both UN Women and the Mexican government were very active in conversations and there were efforts to drive the conversation on a monthly basis, rather than just during the November campaigns. However, the team suggested that this is likely due to the culture of the government and its priorities, which might make it harder to replicate this success in less enabling country contexts.

In the future, it may be worth considering:

- *Are there aspects of the #16Days campaign evidently shared widely in Mexico that can be generalized to other settings?* The key driving factor here is how a specific campaign, such as #16Days, was adopted, owned and disseminated over time by the central and sub-national levels as indicated by the diversity of government actors in Mexico that used the hashtag. A **localization strategy by UN Women offices that seeks to embed advocacy with government champions** could replicate this model to the extent that there is a supportive institutional and political environment.
- *Are there strategies that work to emphasize UN priorities where governments are less supportive?* In other contexts where there is a lack of enabling factors to support adoption with partners, the organic approach to identifying and leveraging spontaneous conversations may be more appropriate. This would need to be weighed carefully against potential risks, such as UN Women using hashtags or material that are sensitive or could negatively affect its strategic positioning.

A related point concerns **measuring campaign penetration in different countries**. This can be difficult for a few reasons. First, language differences make it hard to conduct a unified analysis, leaving “blind spots” in analyses such as the ones presented here. While Brazil was not very active in our dataset, we note that many of the hashtags we examined were in Spanish, and as a result our analysis also does not provide much insight into these campaigns in Portuguese, English, or French-speaking parts of the diverse Americas and Caribbean region. In the future, it might be worth looking for **hashtags that work in multiple languages** (for example, #16dias works in both Portuguese and Spanish, if the accent is removed), and/or ensuring that social media analysis incorporates the full list of language-specific hashtags for each campaign.

Second, differences in population sizes and social media penetration make it difficult to compare campaign popularity across countries. We attempted to address this by including an analysis of “posts per country per million people”, but it might also be worth considering “posts per country per million social

media users.” It might also be worth considering whether the volume of posts is being driven by very active country offices and regional partnerships, or by the actual engagement of the country’s broader user base (including civil society and ordinary citizens). UN Women has noted that it is important to contextualize messages for the region they target, and better understanding country-level differences in engagement could help identify areas where more contextualization is needed.

Monitoring strategy

Above, we have outlined technical prescriptions for UN Women’s approach to monitoring and assessing its social media work, such as: pursuing approaches to analyzing multiple hashtags simultaneously; distinguishing between analysis of planned and organic conversations; and improving sampling/analysis design to address “blind spots” that emerge from biases in the dataset within the diverse cultural-linguistic landscape of the region.

These areas could be implemented in UN Women’s social media monitoring strategy in the Americas and Caribbean via three main practical avenues:

- **Expanding partnerships with expert shops** such as UN Global Pulse, working with teams that have the technical capacity to conduct custom analyses around UN Women’s key questions of interest. This approach has shown the value of deep knowledge in the field based on media analysis in other geographic regions and thematic fields, in addition to an external perspective.
- **Acquiring access to out-of-the-box tools** such as Brandwatch by leveraging partnerships with other UN entities who have already negotiated agreements, including rights-focused entities like OHCHR. This could enable UN Women’s team members to build custom dashboards and conduct their monitoring independently without requiring the involvement of data scientists or researchers.
- **Requesting access to raw tweets and conducting its own custom analysis as needed**, for example by leveraging UN Global Pulse’s Twitter agreement. In this case, UN Women would need to recruit a data scientist or analyst in-house. This approach would be time consuming, but would also allow for flexibility and facilitate the buildup of internal expertise on social media analysis over time.

In practice, UN Women can pursue a combination of these strategies based on areas of particular interest. For example, recurring social media campaigns could benefit from a reusable analysis template, in which case a standardized dashboard constructed through avenue #2 above could be an optimal solution. Other forward-looking questions that emerge over time might require deeper dives into the data, since they are more nuanced and/or have not been studied by UN Women before; in this case, avenues #1 and #3 above could be better approaches.

6. Annexes

List of documents consulted

UN Women. Knowledge Management Strategy, Regional Office for the Americas and Caribbean.

UN Women. Strategy Overview of Regional Conference on Women for Latin America and Caribbean, Regional Office for the Americas and Caribbean.

UN Women. Presentation of 16 Days, Regional Office for the Americas and Caribbean.

UN Women. Social Media Strategy, Regional Office for the Americas and Caribbean.