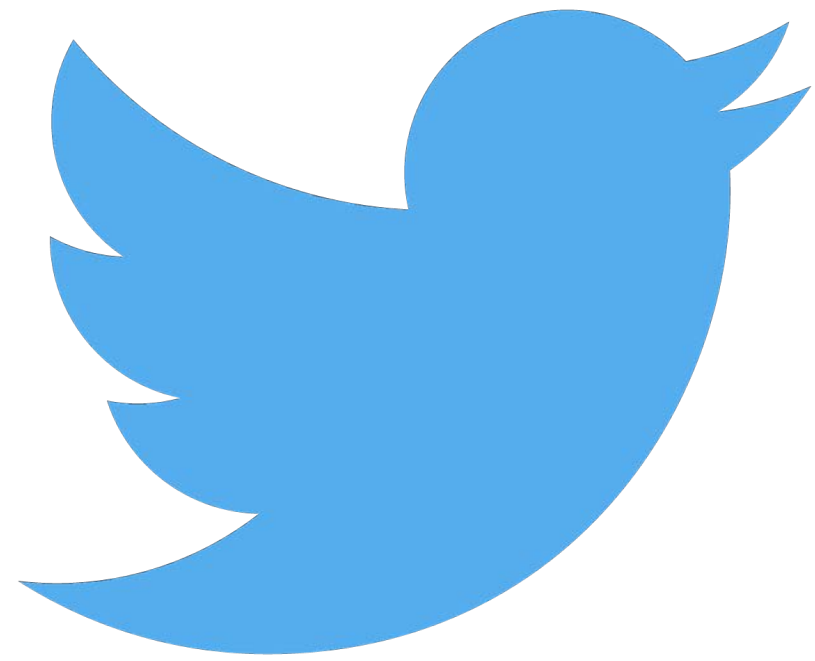




UNMAS

Q3 2020 Social Media Report

1 July - 30 September 2020



46,804 Total Followers
604 New Followers



54,858 Total Followers
48,727 Total Page Likes
2,558 New Followers
1,218 New Page Likes



9,126 Total Followers
326 New Followers



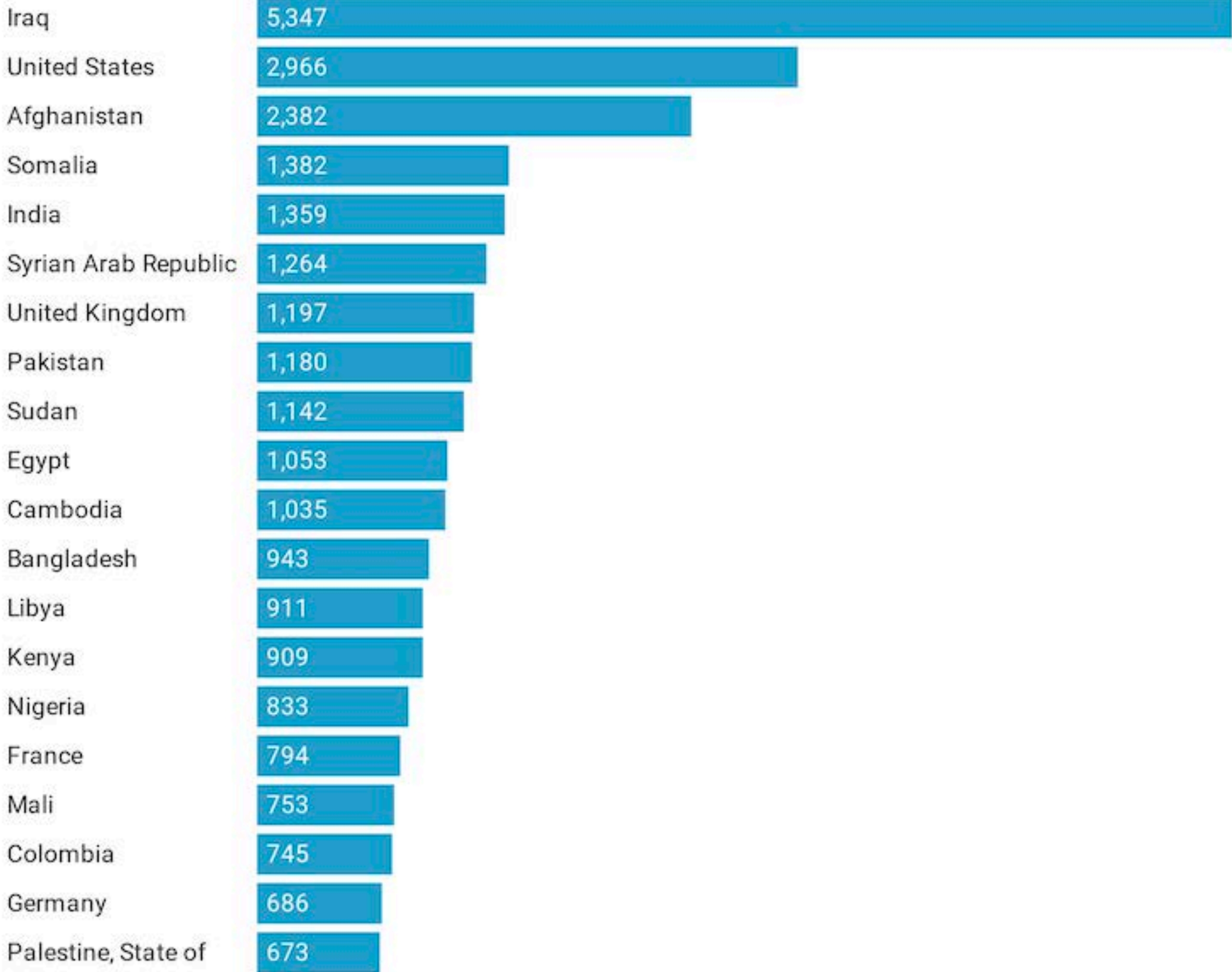
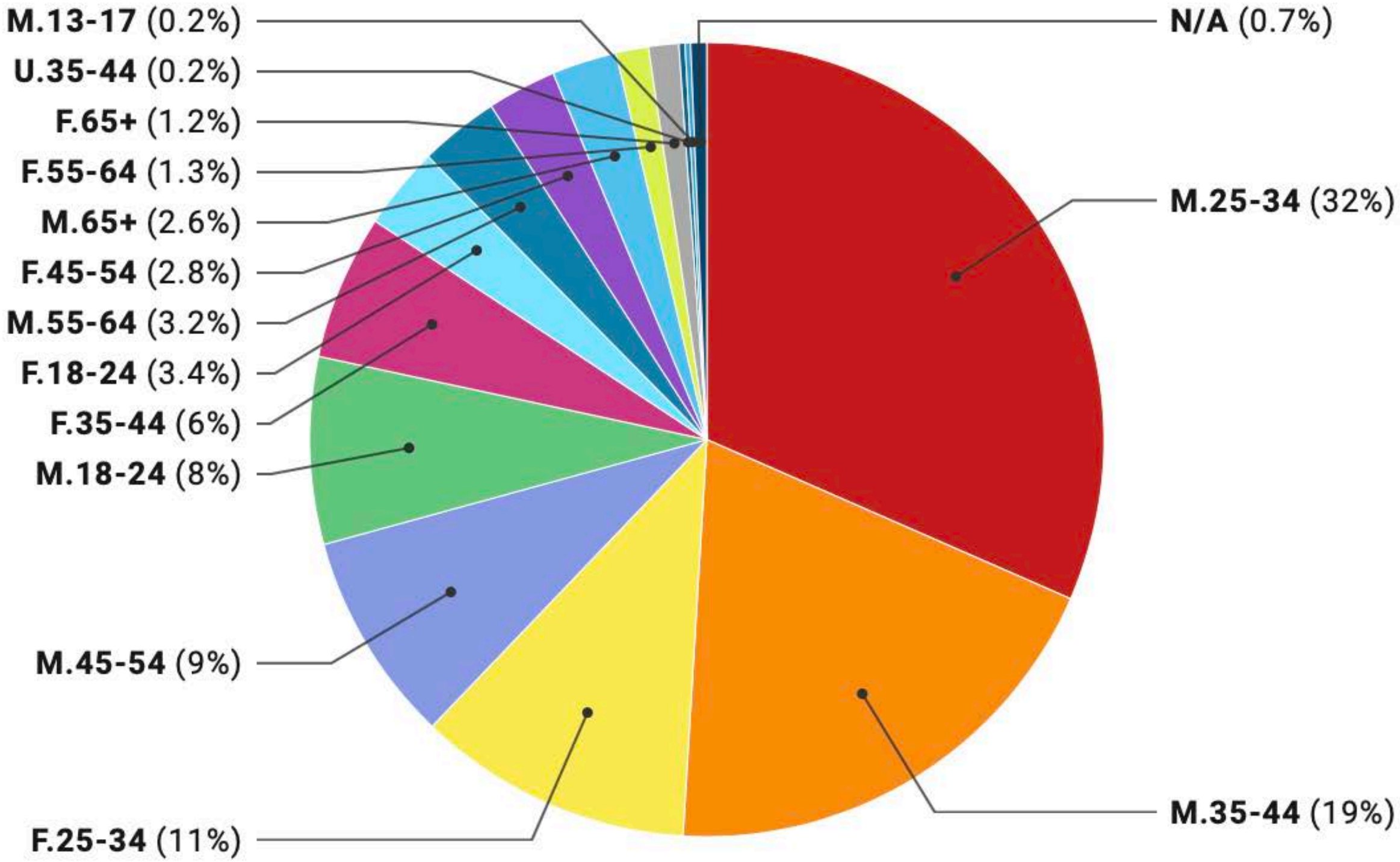
975 Total Subscribers
51 New Subscribers
7,408 Views
153.2 Hours of Watch Time

Subjects covered in the quarter

- Afghanistan
- Burkina Faso
- Darfur
- Gender Parity
- Iraq
- Libya
- Nigeria
- Sudan
- UNGA 75
- UNMAS Geneva Office
- Weapons and Ammunition Management
- Western Sahara
- World Humanitarian Day (#RealLifeHeroes)

Analysis of UNMAS Social Media Accounts

Facebook: Demographic Snapshot & Top Fans By Country (as of 30 September 2020)*



*An estimate.

Facebook: Q3 2020 Top 5 Most Popular Posts by Engagement

facebook

Engagement metrics are calculated by Facebook based on the number of likes, comments, shares, and clicks.

[Q3 Average: 302]

UNMAS Jul 6 · 🌐

[\[#TerritoryofWesternSahara\]](#)

The Saharawi Mine Action Women's Team is a group of young women who are passionate about mine action work in the Territory of Western Sahara. Their goal is to raise awareness to reduce the threat posed by explosive ordnance, and they work to establish an all-female demining team. In line with the UN Gender Guidelines for Mine Action Programmes and the [#SDGs](#), UNMAS in Western Sahara continues to encourage gender equality in mine action and peace operations and supports this initiative by providing training and advocacy support.

➔ Learn more: bit.ly/3iAHxYn

[#WesternSahara](#) [#TogetherForMineAction](#)
[#sustainabledevelopmentgoals](#) [#sdg](#) [#FDFA](#)




Like Comment Share

👍❤️ 257

66 Shares

Most popular post this year so far!
18 times more popular > an average post this Q

UNMAS Aug 23 · 🌐



[#DidYouKnow](#) that thanks to risk education experts from UNMAS, [UNICEF](#) and humanitarian mine action partners in Syria 🇸🇾, this year more than 870,000 people have benefitted from explosive ordnance risk education. Continued risk education is crucial to saving lives 🙌.

Over the last five years Syrians have been impacted by a recorded average of one explosive incident every 10 minutes. Based on available data, up to two people are killed and two are injured for each known explosive accident.

Lama, Basel, and Dr. Anas are part of the UNMAS risk education team in Syria. They train other humanitarian workers on how to recognize explosive ordnance, raise awareness of the risks posed by these deadly devices ⚠️, and teach life-saving behaviours, contributing to the safe delivery of aid for people most in need. Dr. Anas does not only teach life-saving first aid practices, he also tirelessly promotes [#COVID19](#) preventive measures to humanitarian mine action partners and his colleagues at UNMAS in Syria.

[UN in Syria](#)

[#RealLifeHeroes](#) [#TogetherForMineAction](#)

Like Comment Share

👍❤️ Celine Francois and 213 others

23 Shares

4 times more popular > an average post this Q

UNMAS Aug 13 · 🌐

UNMAS mission in Colombia 🇨🇴 is to support the peace process. With technical assistance from UNMAS, [Humanicemos DH](#) will soon become the first civilian humanitarian demining organization composed and led by former combatants working in mine action in [#Colombia](#). A first group of 17 former combatants were recently accredited to carry out non-technical survey operations. Ongoing training led by UNMAS is carried out in accordance with preventative measures against [#COVID19](#). UNMAS and [Humanicemos DH](#) are committed to contributing to a peaceful Colombia free from the threat of explosive ordnance. UNMAS would like to thank the European Union 🇪🇺 for its continuous support and generous contribution which makes this possible.

➔ Learn more about the UNMAS programme in Colombia: <https://bit.ly/3kHy4zA>

[#TogetherForMineAction](#) [#WearAMask](#)





Like Comment Share


👍❤️ Celine Francois and 229 others

21 Shares

3.7 times more popular > an average post this Q

UNMAS · Follow Aug 1 · 🌐

UNMAS Geneva Office



👍❤️ 129 12 Comments 42 Shares 7.9K Views

Like Comment Share




3.5 times more popular > an average post this Q

UNMAS Jul 10 · 🌐

[\[#TerritoryofWesternSahara\]](#)

🗨️ "I put our safety first & always remember that any mistake could be our last mistake." Khalifa Bujari is the youngest Team Leader working with UNMAS in the Territory of Western Sahara, responsible for every action his team takes. Khalifa started his career in mine action in 2018 and regrets the current halt of clearance operations due to COVID-19.

➔ Learn more: <https://bit.ly/3iMSDd4>

Like Comment Share

👍❤️ 234

32 Shares

3.5 times more popular > an average post this Q

Facebook: Q3 2020 Key Metrics*



'Total Impressions' is the number of times UNMAS posts entered people's screens. (Total Count)

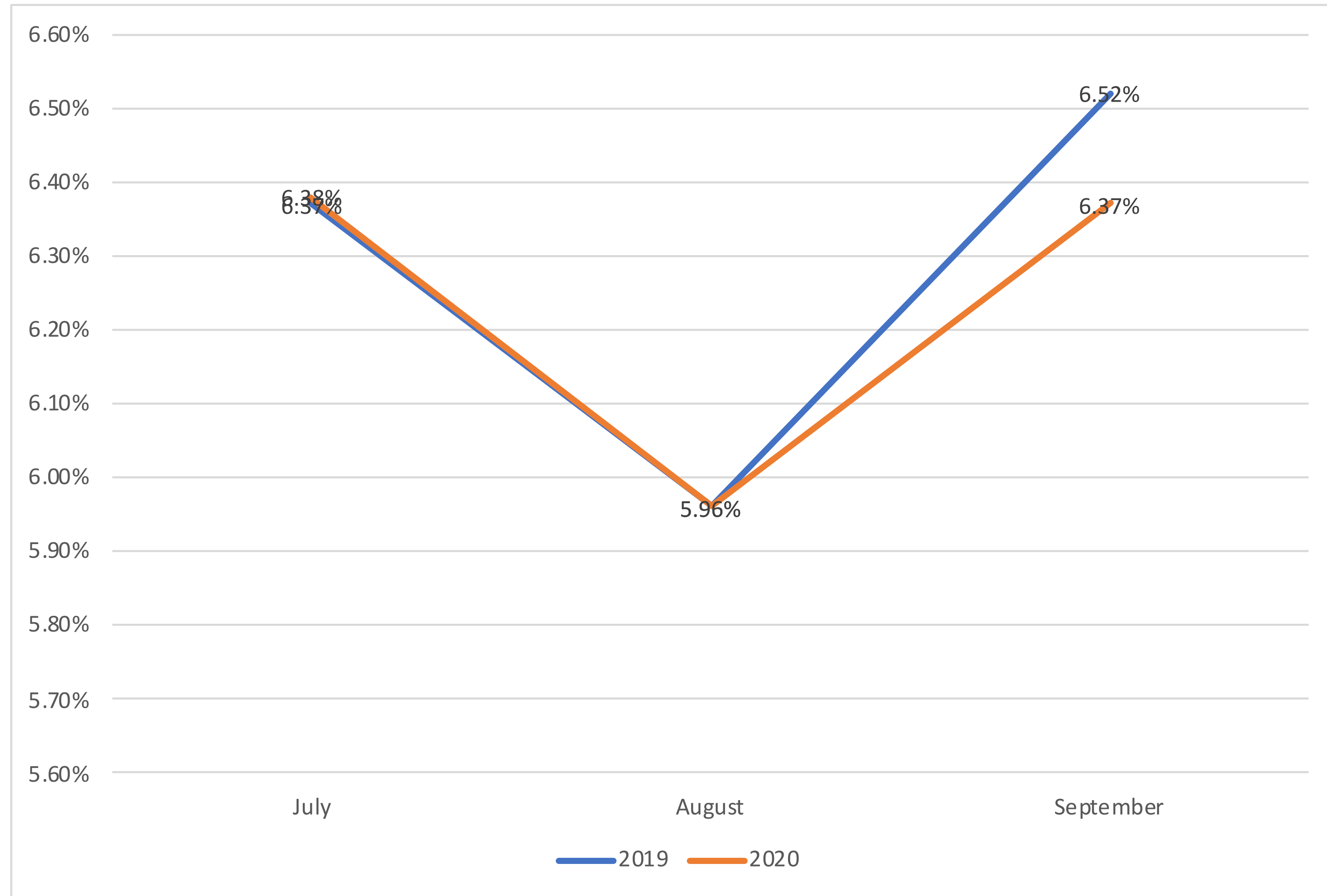
'Engaged Users' is the number of people who engaged in certain ways with posts, e.g. commenting on, liking, sharing, or clicking upon particular elements of the posts.

	# of posts	Total Impressions	Engaged Users
29 June - 5 July (General)	6	22,574	966
6 - 12 July (Western Sahara)	10	86,197	9,280
13 - 19 July (WAM)	8	32,309	1,708
20 - 26 July (Gender Parity)	11	45,645	2,339
27 July - 2 Aug (UNMAS Gva)	8	43,338	2,487
3 - 9 Aug (Libya)	7	32,002	1,962
10 - 16 Aug (Darfur)	7	38,059	2,329
17 - 23 Aug (WHD)	21	103,302	6,037
24 Aug - 30 Aug (Sudan)	5	27,141	1,854
31 Aug - 6 Sept (Afghanistan)	6	18,038	710
7 - 13 Sept (Burkina Faso)	9	26,680	1,243
14 - 20 Sept (UNGA)	9	25,413	1,452
21 - 27 Sept (Iraq)	11	41,100	2,524
28 Sept - 4 Oct (Nigeria)	9	38,443	3,075

*The numbers are approximate as social media weeks have a focus on specific programmes / themes but can also include content on other topics.

Facebook: Q3 2020 Comparison of average monthly engagement rate per reach (ERR); 2020 vs 2019

The engagement rate is the number of people who engaged with a post divided by the total number of people who saw the post.



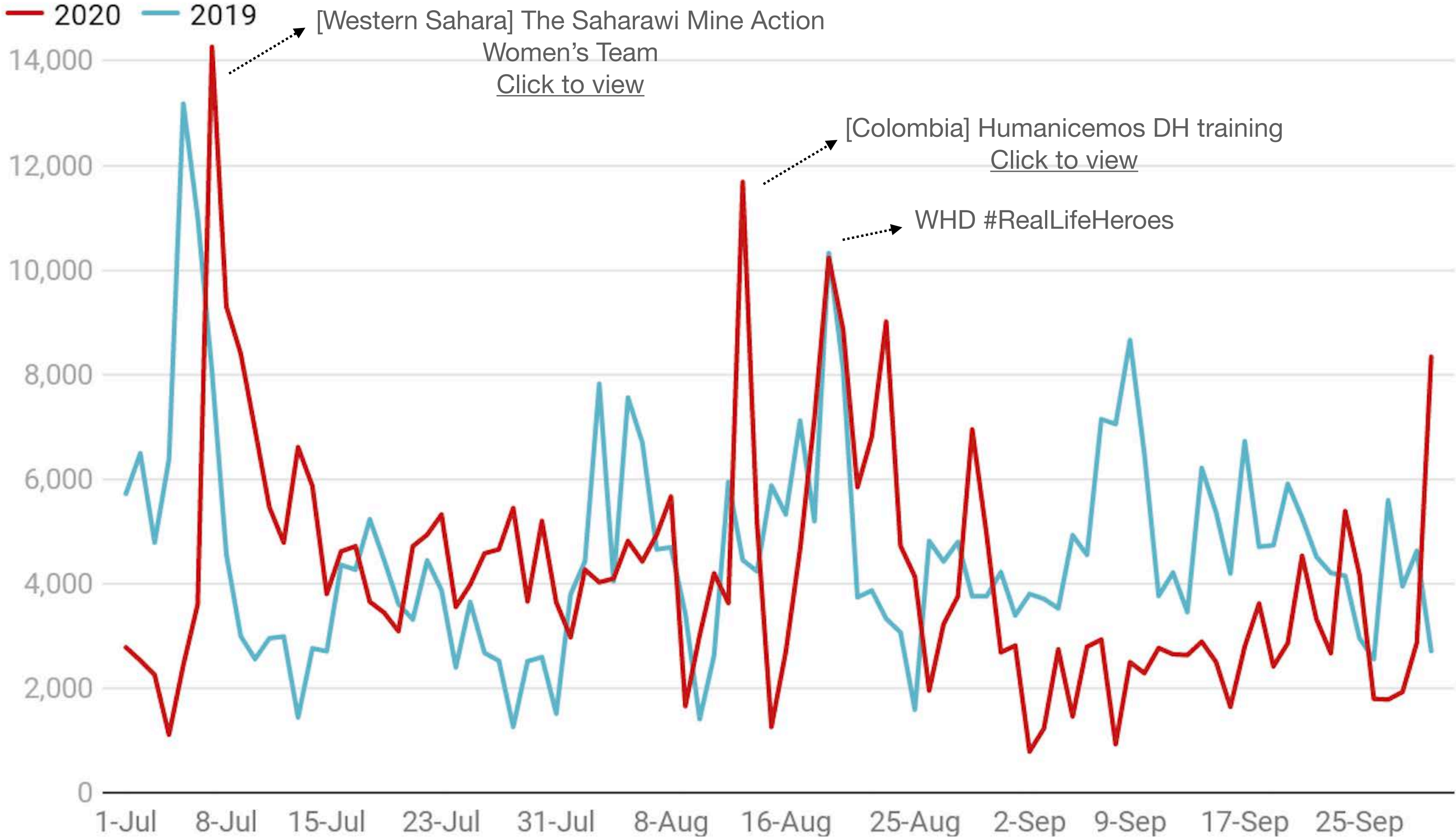
Average Engagement Rate for Q3 2020: 6.24%

Average Engagement Rate for Q3 2019: 6.28%

Facebook: Q3 2020 Daily Total Reach 2020 vs 2019



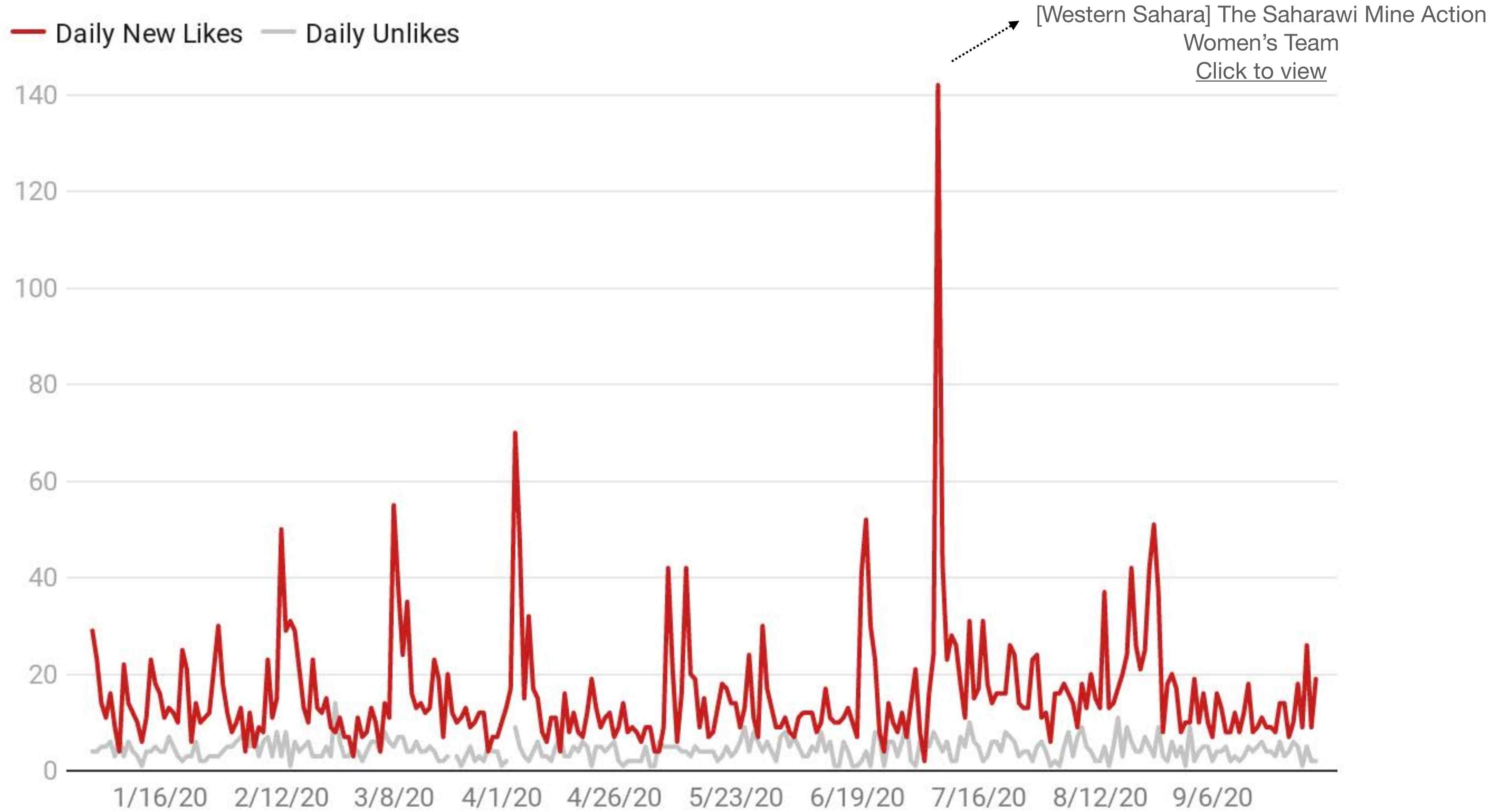
The number of people who had any content from UNMAS Page or about UNMAS Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with UNMAS Page, etc.



Average Daily Reach for Q3 2020: 4,205
Average Daily Reach for Q3 2019: 4,602

Facebook: Q1-Q3 2020 Daily New Page Likes

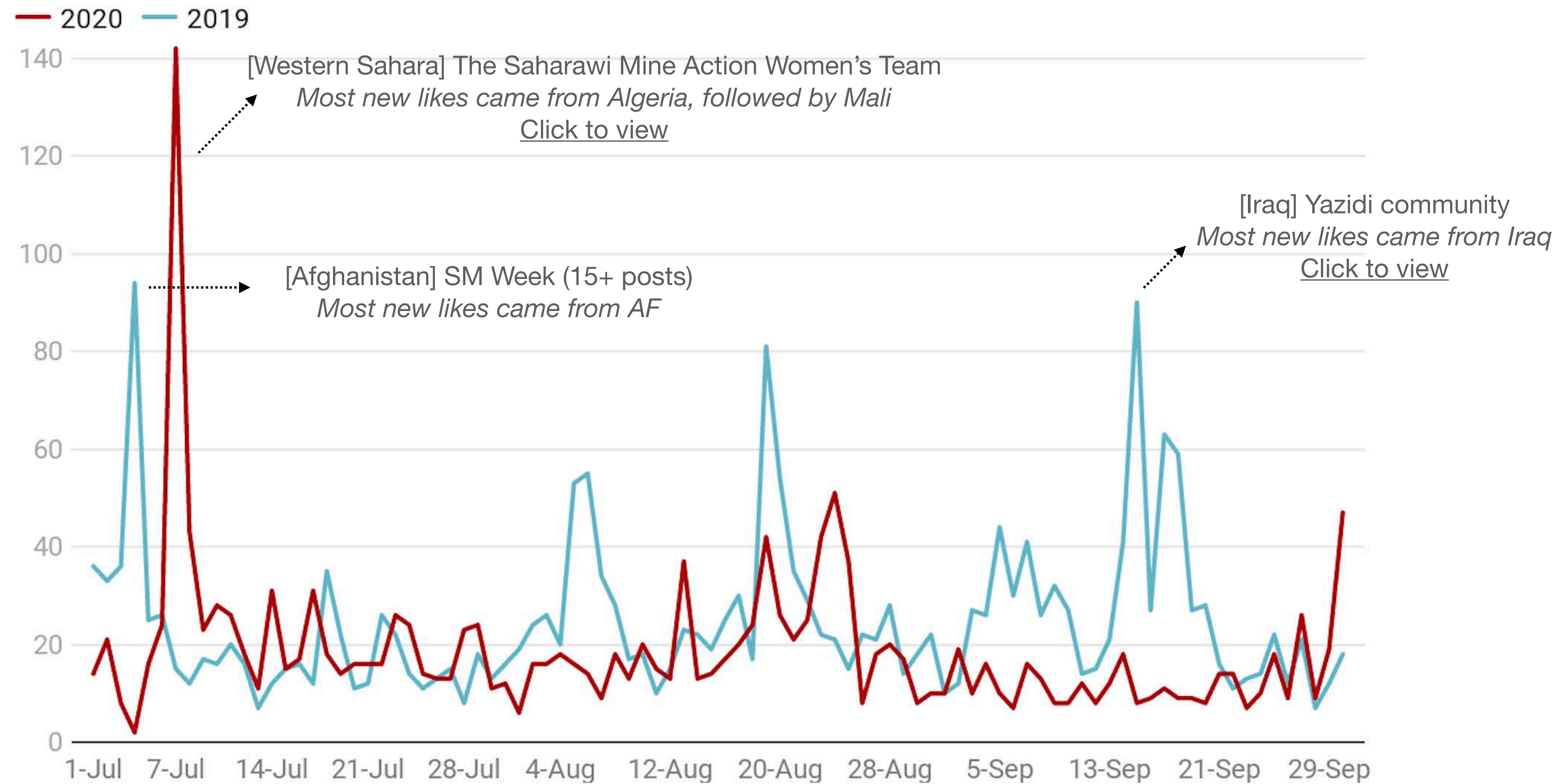
The number of new people who have liked UNMAS Page.



Facebook: Q3 Daily New Page Likes Comparison 2020 vs 2019



The number of new people who have liked UNMAS Facebook Page.

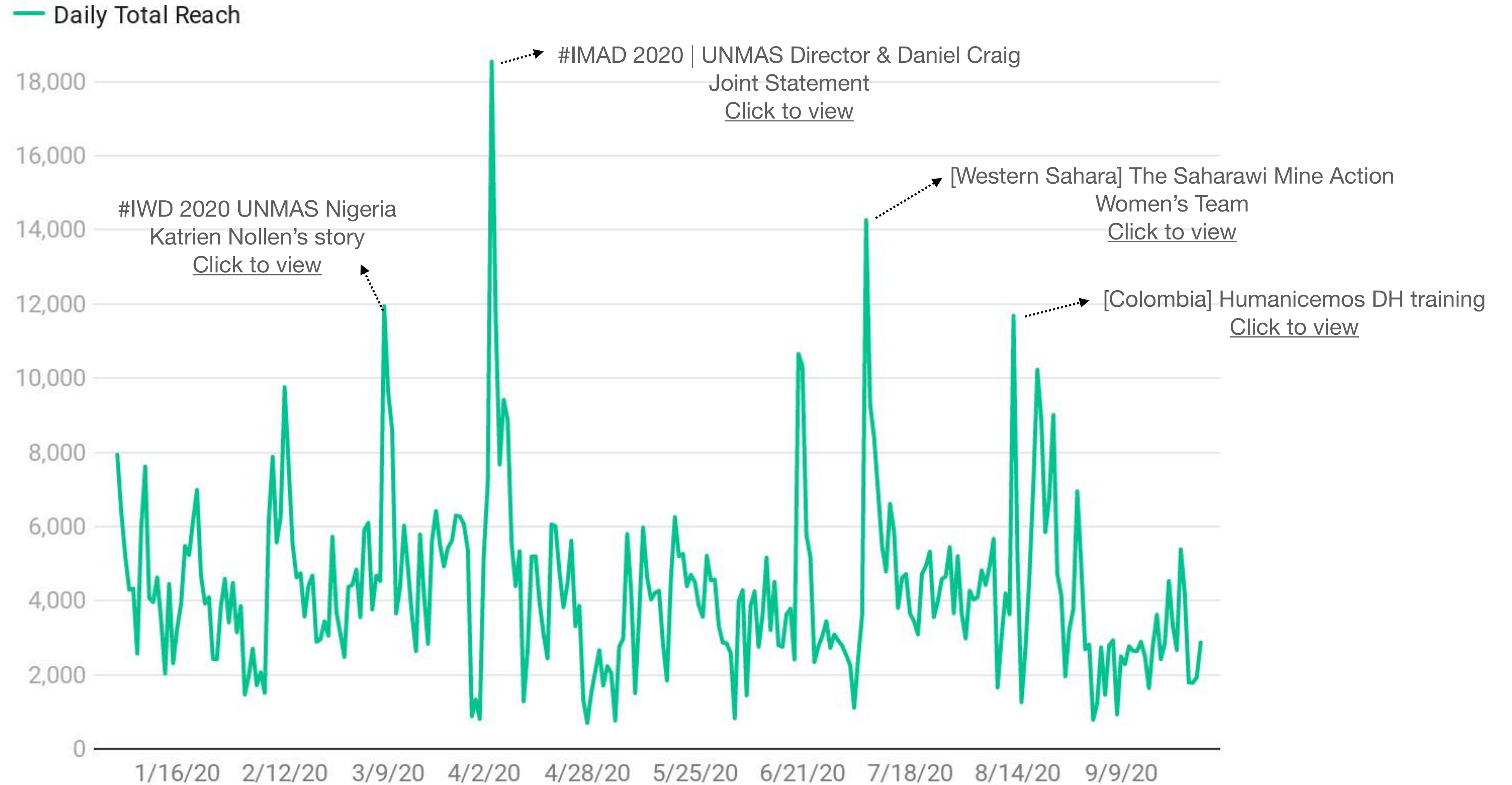


Cumulative total for Q3 2020: 1,728

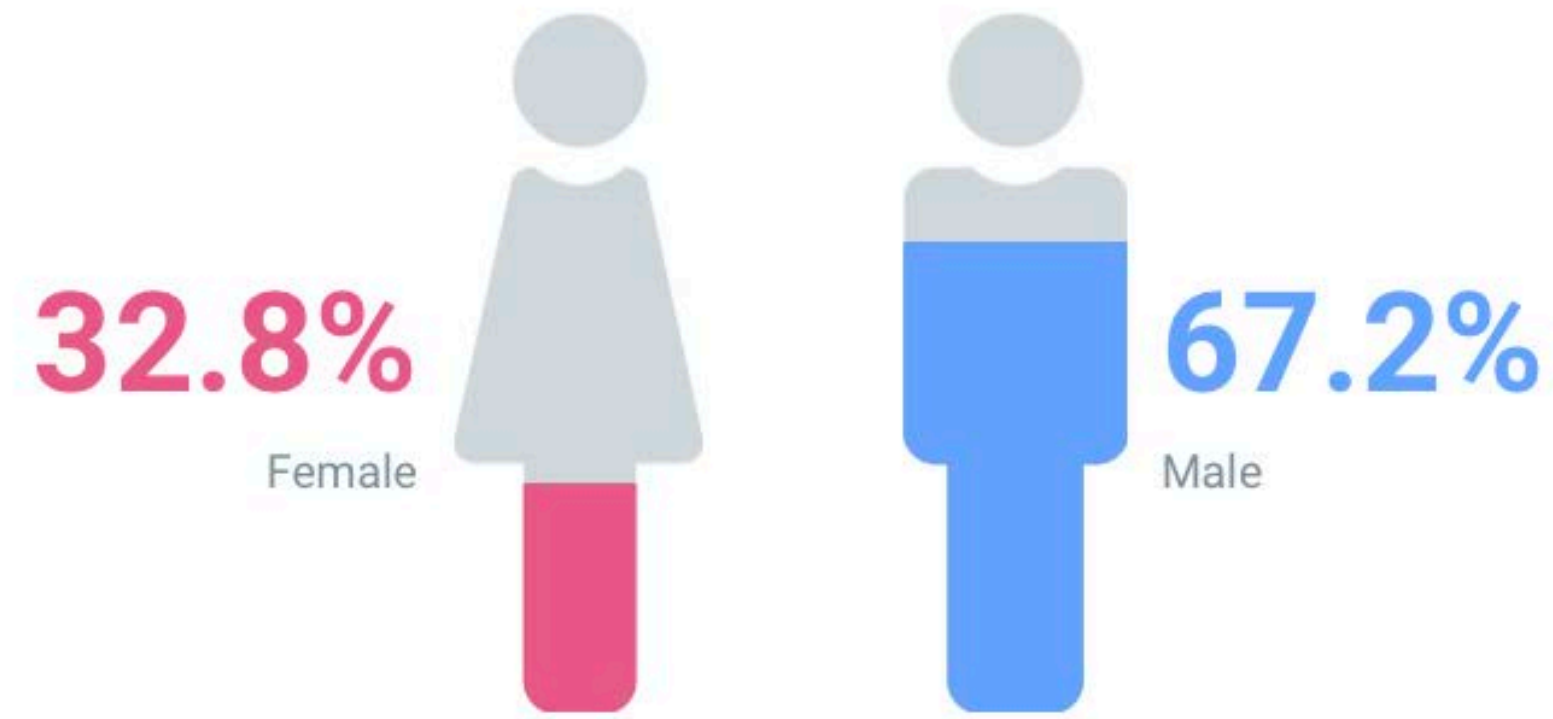
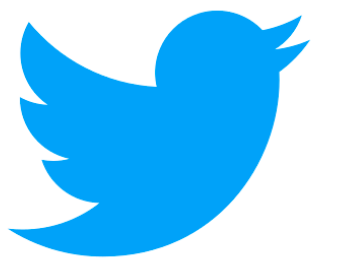
Cumulative total for Q3 2019: 2,287

Facebook: Q1-Q3 2020 Daily Total Reach

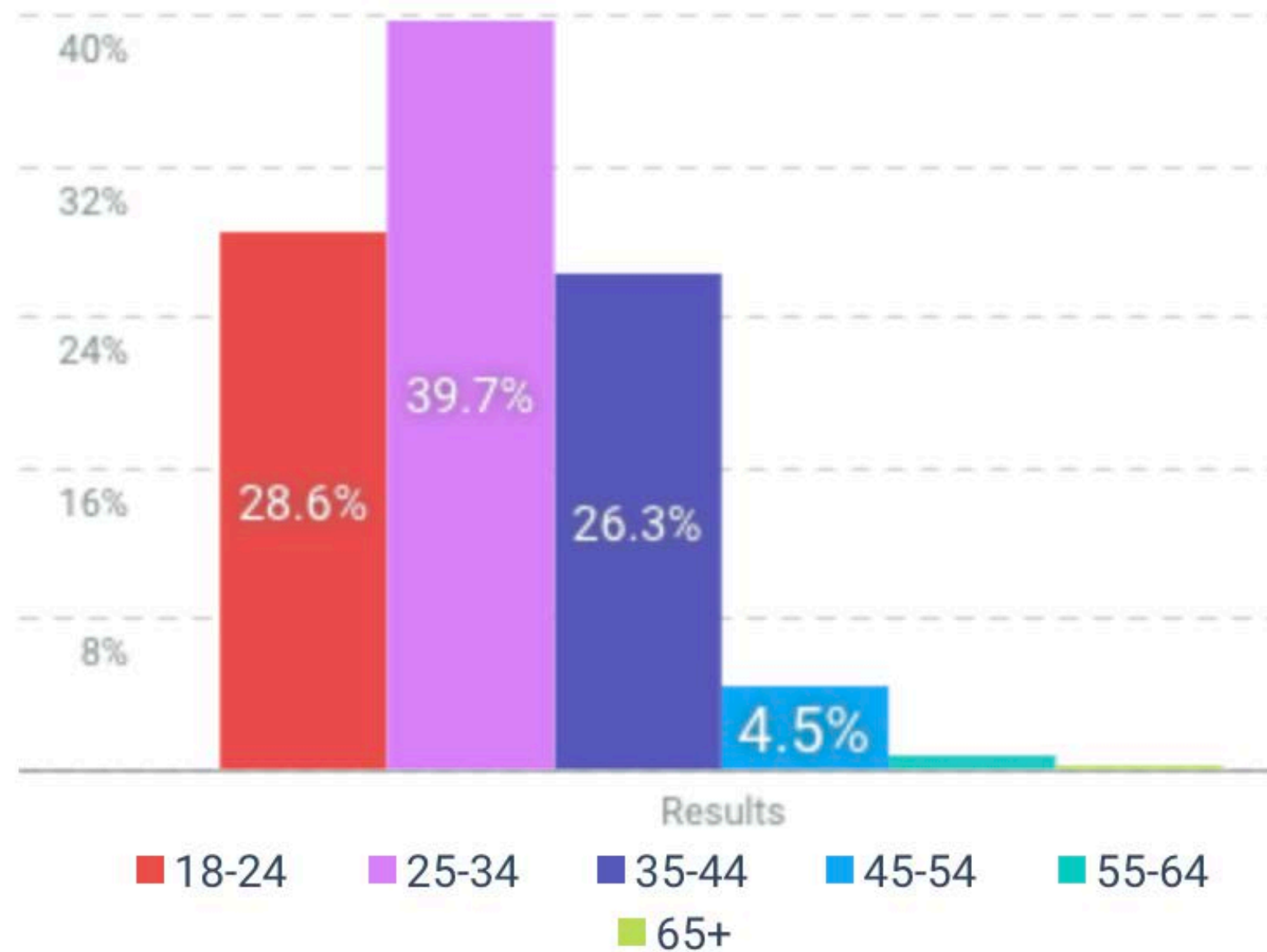
Reach is the number of people who saw UNMAS content.



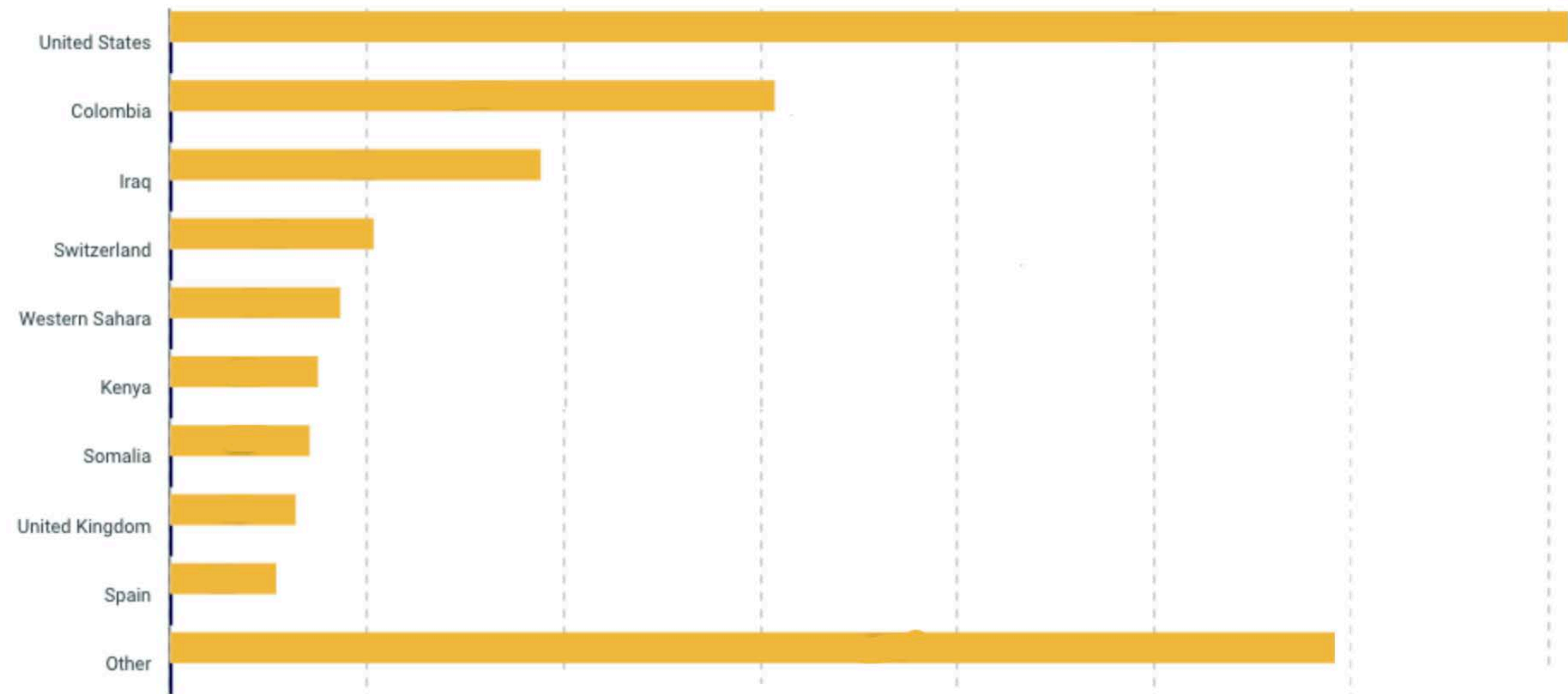
Twitter: Demographic Snapshot & Top Fans By Country (as of 30 September 2020)*



AGE

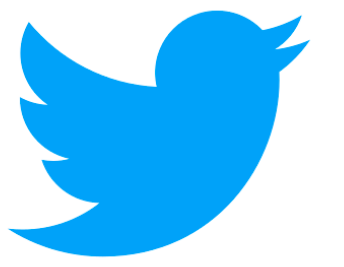


TOP COUNTRIES



*An estimate.

Twitter: Q3 2020 Top 5 Most Popular Posts by Engagement



Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

UNMAS @UNMAS

The Saharawi Mine Action Women's Team is passionate about mine action work in the Territory of Western Sahara. Their goal is to raise awareness to reduce the threat posed by explosive ordnance & work to establish an all-female demining team.

Learn more: bit.ly/311mYxQ

11:30 PM · Jul 6, 2020 · TweetDeck

View Tweet activity

63 Retweets 8 Quote Tweets 118 Likes

Most popular tweet this year so far!
18 times more popular >
an average post this Q

UNMAS @UNMAS

As part of the UNMAS victim assistance programme in #Sudan & with support from @JapanGov, Ahmed El Faki, a survivor of an EO accident, received an introductory business training & a new prosthetic leg. He is now able to run his own small business. #TogetherForMineAction

3:00 AM · Aug 28, 2020 · TweetDeck

View Tweet activity

6 Retweets 1 Quote Tweet 29 Likes

6.5 times more popular >
an average post this Q

UNMAS @UNMAS

"I put our safety first & always remember that any mistake could be our last mistake." Khalifa Bujari is the youngest Team Leader working with UNMAS in the Territory of Western Sahara, responsible for every action his team takes.

Learn more: bit.ly/3iMSDd4

10:30 AM · Jul 9, 2020 · TweetDeck

View Tweet activity

11 Retweets 3 Quote Tweets 15 Likes

4.5 times more popular >
an average post this Q

UNMAS @UNMAS

UNMAS Senior Programme Manager, Mr. Pehr Lodhammar, recently met with the Director General of the Directorate of Mine Action, Mr. Khalid Rashad and several DMA heads of departments in Baghdad and Mr. Siraj Barzani, Head of the Iraqi Kurdistan Mine Action Agency in Erbil.

UNAMI

3:18 AM · Oct 4, 2020 · Twitter Web App

View Tweet activity

3 Retweets 14 Likes

4 times more popular >
an average post this Q

UNMAS @UNMAS

UNMAS would like to thank the Government of Denmark, in addition to other donors, for their generous support in #Iraq, which has allowed UNMAS to honour its commitments throughout the COVID-19 pandemic. @Denmark_UN @DKUNmisgva

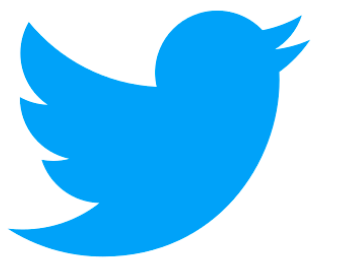
7:00 PM · Jul 27, 2020 · Twitter Web App

View Tweet activity

2 Retweets 1 Quote Tweet 16 Likes

3 times more popular >
an average post this Q

Twitter: Q3 2020 Top Mentions by Engagement



Sep 2020 • 30 days

Top mention earned 153 engagements



Umoja wa Mataifa

@UmojaWaMataifa · Sep 21

- 🔥 Uhuru wa kutembea
- 🔥 Kutofikisha misaada
- 🔥 Uzorotaji wa shughuli za kilimo
- 🔥 Kuzuia watu kupata maji, chakula, huduma na biashara..

Haya pia ni madhara ya mabomu ya kutegwa ardhini. Zaidi kuhusu kazi za @UNMAS. mineaction.org/en

🔥 Nchini #DRC pic.twitter.com/93iOjFUefc



🔄 1 ❤️ 11

Aug 2020 • 31 days

Top mention earned 540 engagements



Misión de la ONU en Colombia

@MisionONUCol · Aug 15

La certificación a un equipo de excombatientes de @HUMANICEMOS_DH por parte de @UNMAS muestra el compromiso de las personas en proceso de reincorporación con el desminado humanitario, la reconstrucción de los territorios y su contribución a la Paz. #AsíSeConstruyePaz 🕊️ 🇨🇴 pic.twitter.com/hVRSj6f5gi



🔄 2 🔄 46 ❤️ 110

Jul 2020 • 31 days

Top mention earned 1,791 engagements



United Nations

@UN · Jul 4

.@UNMAS & partners turn minefields into playing fields, helping to create #SafeGround.

Mine action supports communities & inspires survivors to reclaim their lives. bit.ly/3imPL6n #GlobalGoals pic.twitter.com/CiCIWHUT6G



🔄 19 🔄 69 ❤️ 282

Twitter: Q3 2020 Key Metrics*

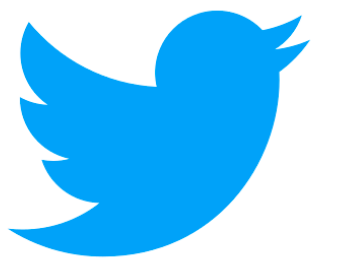


Impressions is a total tally of all the times the Tweet has been seen. Engagements is the total number of times a user interacted with a Tweet.

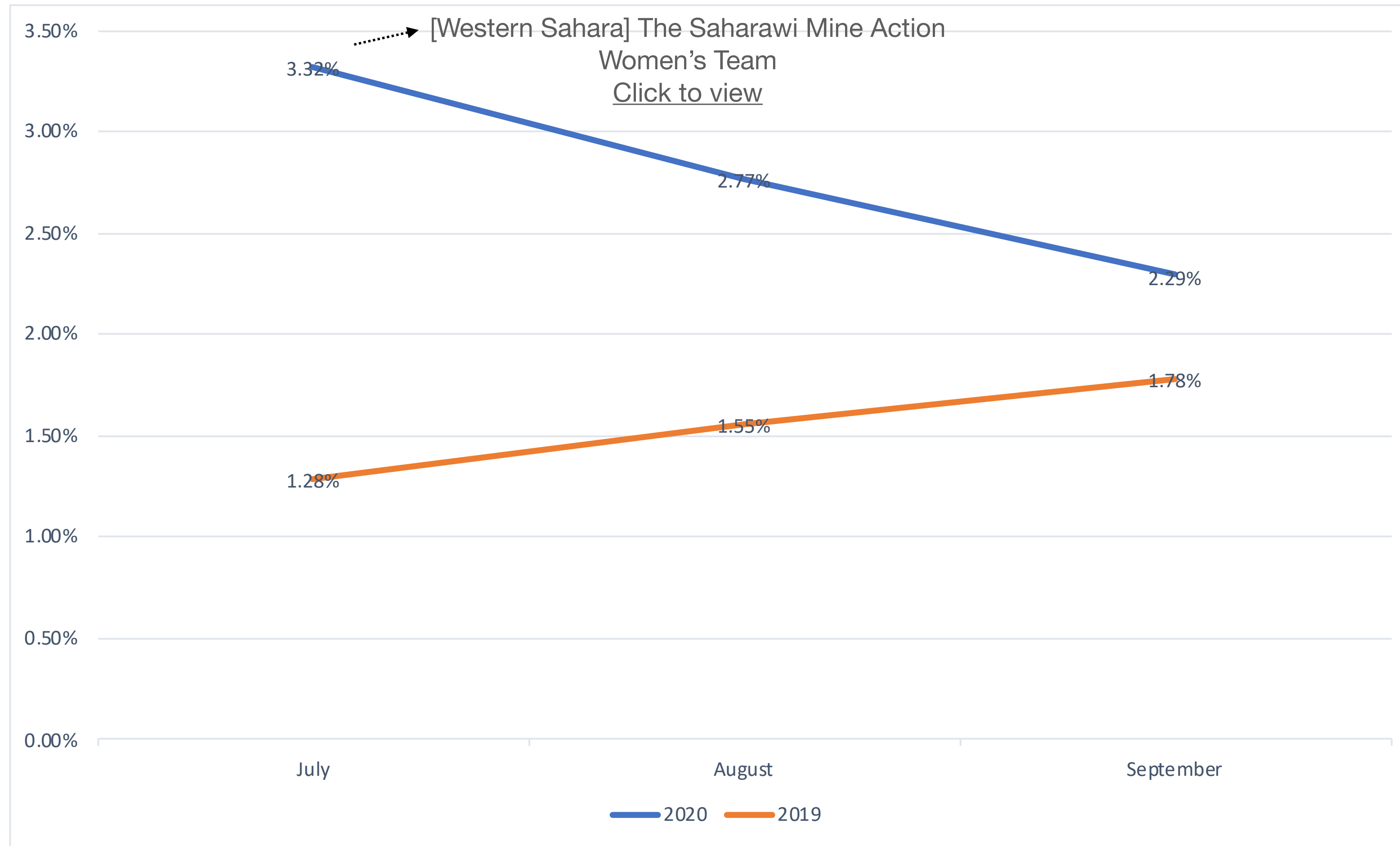
	# of Tweets	Impressions	Engagement
29 June-5 July (General)	14	10,033	149
6-12 July (Western Sahara)	16	39,691	2,216
13-19 July (WAM)	20	22,972	517
20-26 July (Gender Parity)	20	39,519	702
27 July - 2 Aug (UNMAS Gva)	11	25,492	968
3-9 Aug (Libya)	11	27,680	764
10-16 Aug (Darfur)	5	13,984	340
17-23 Aug (WHD)	20	29,237	790
24 Aug - 30 Aug (Sudan)	7	29,393	917
31 Aug - 6 Sept (Afghanistan)	7	11,850	350
7 - 13 Sept (Burkina Faso)	12	14,068	311
14 - 20 Sept (UNGA)	13	28,648	402
21 - 27 Sept (Iraq)	11	18,727	589
28 Sept - 4 Oct (Nigeria)	13	18,821	718

*The numbers are approximate as social media weeks have a focus on specific programmes / themes but can also include content on additional topics.

Twitter: Q3 2020 Comparison of average monthly engagement rate 2020 vs 2019

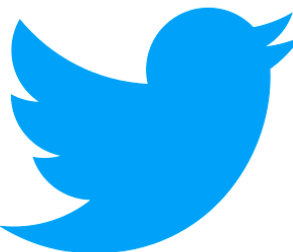


Twitter engagement refers to the retweets, follows, replies, favorites, and click-throughs tweets get - including the hashtags and links those tweets include. This Twitter Engagement Rate is equal to tweets' engagement divided by the number of impressions.

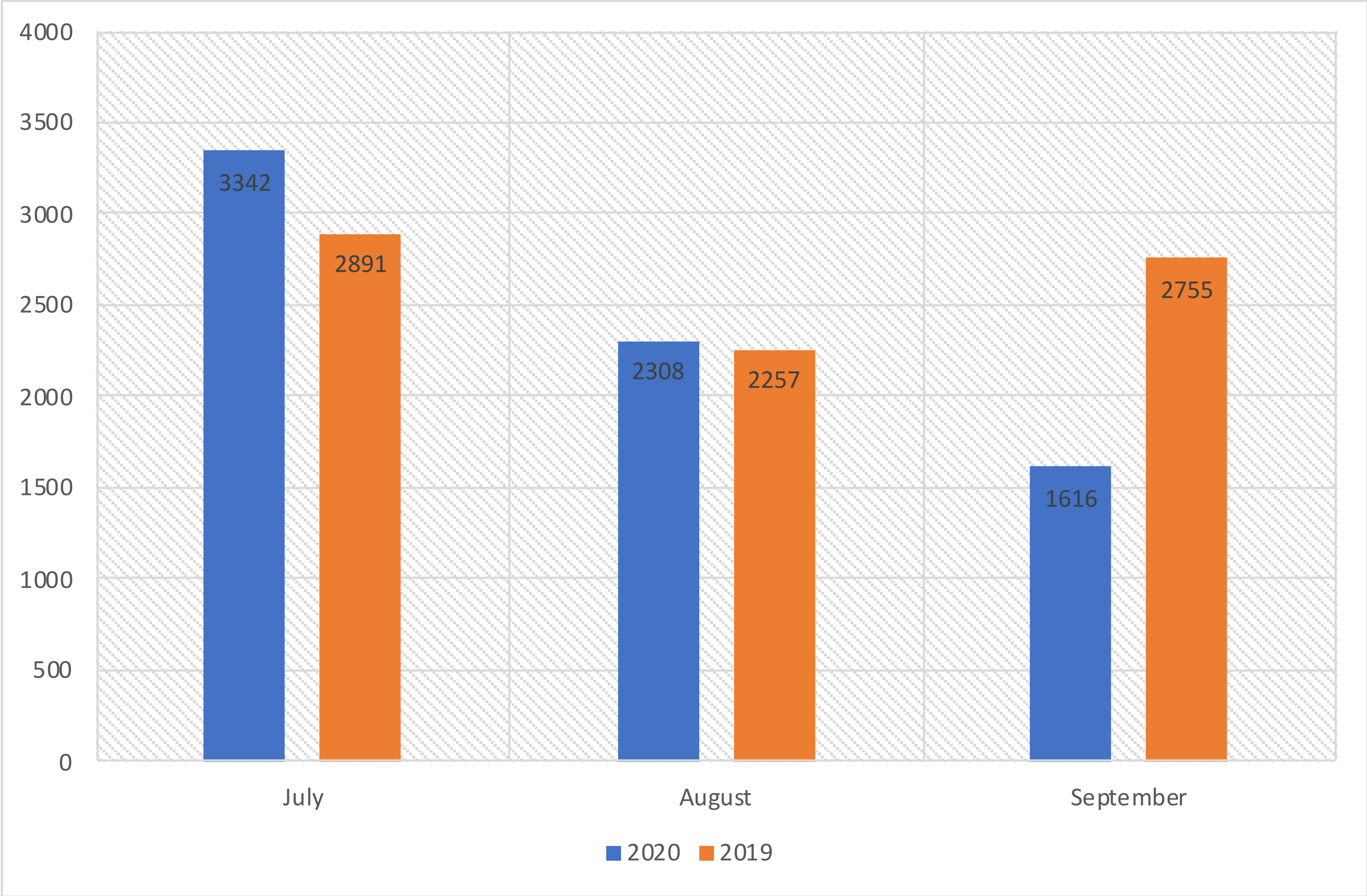


Average Impressions for Q3 2020: 2,79%
Average Impressions for Q3 2019: 1,54%

Twitter: Q3 Comparison of average monthly impressions 2020 vs 2019



Impressions are how many times UNMAS tweets have been seen.



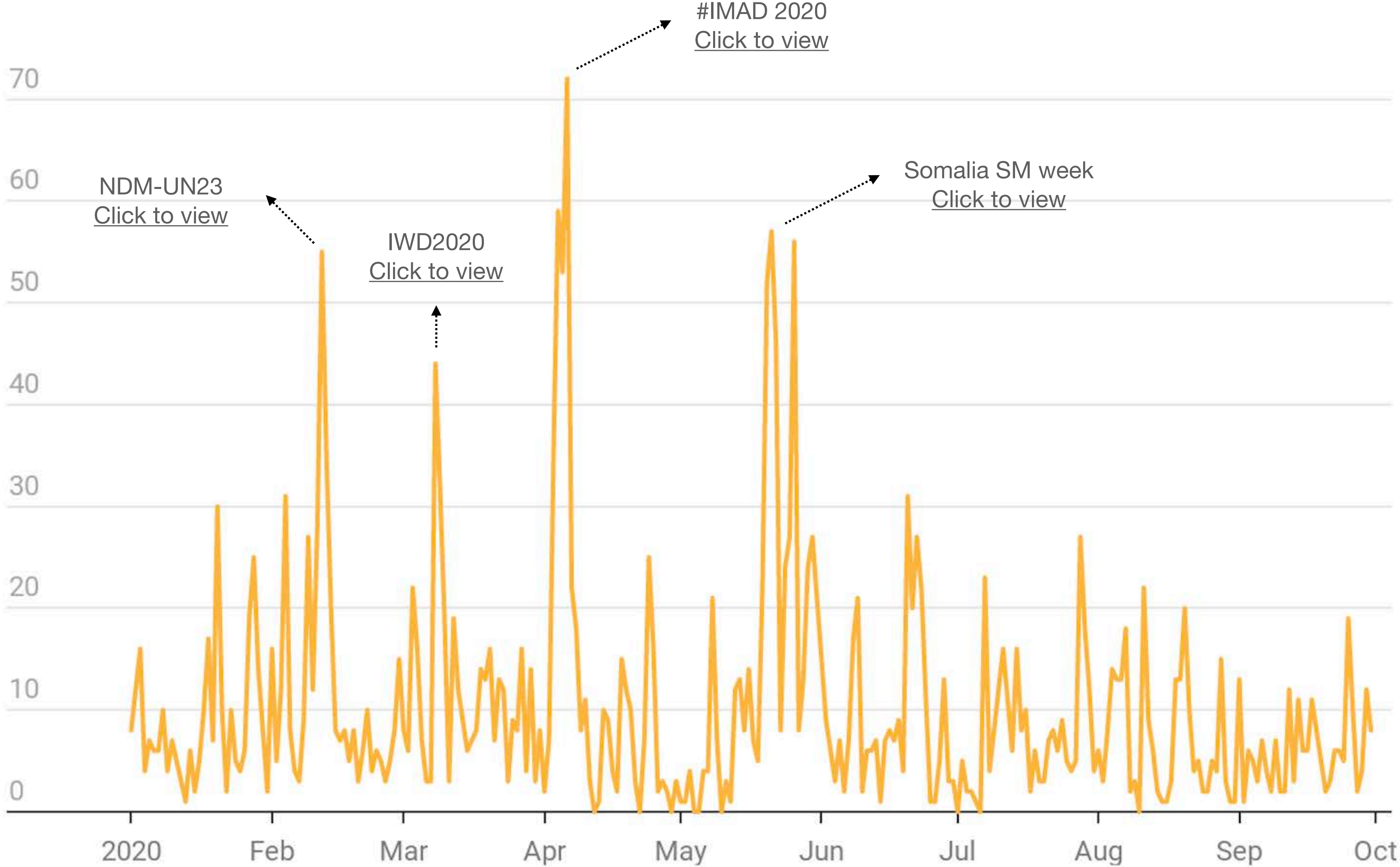
Average Impressions for Q3 2020: 2,422

Average Impressions for Q3 2019: 2,634

Twitter: Q1-Q3 2020 Profile Clicks



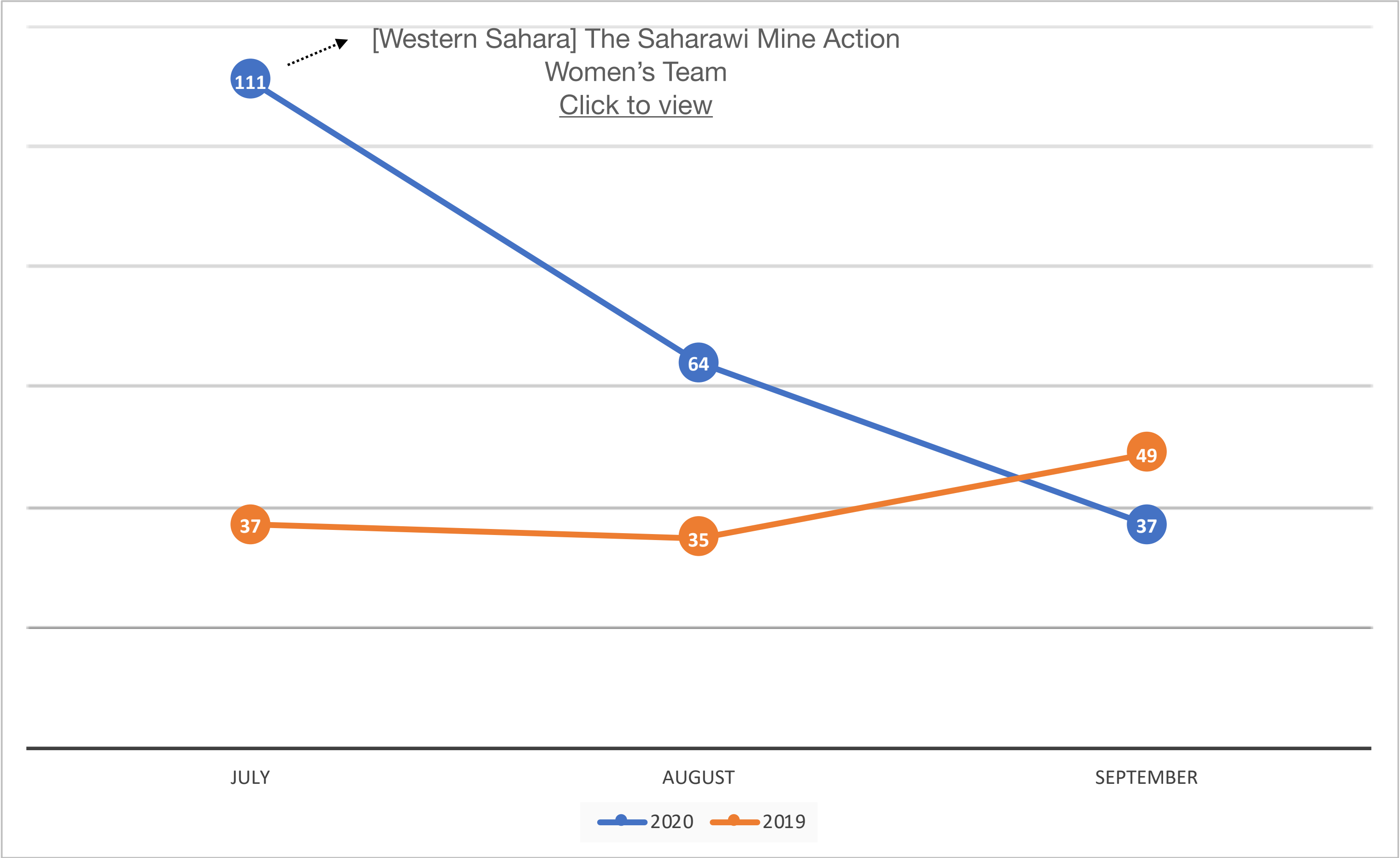
The number of times someone reading the Tweet clicked on the author's Twitter profile.



Twitter: Q3 Comparison of average monthly engagements 2020 vs 2019



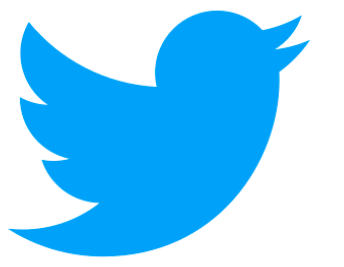
Engagements: Total number of times a user interacted with a Tweet.



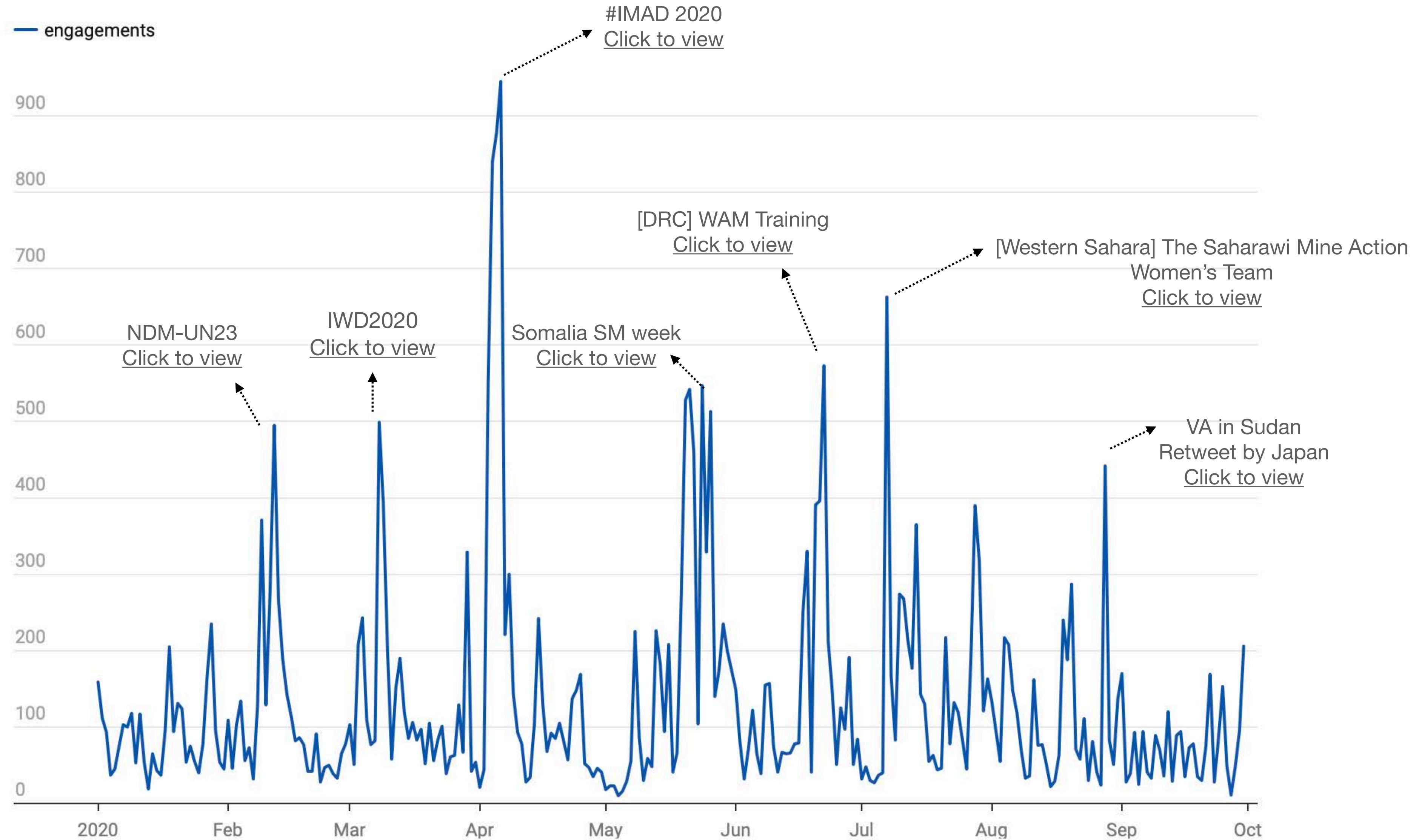
Average Engagements for Q3 2020: 70

Average Engagements for Q3 2019: 40

Twitter: Q1-Q3 2020 Overview by Engagement



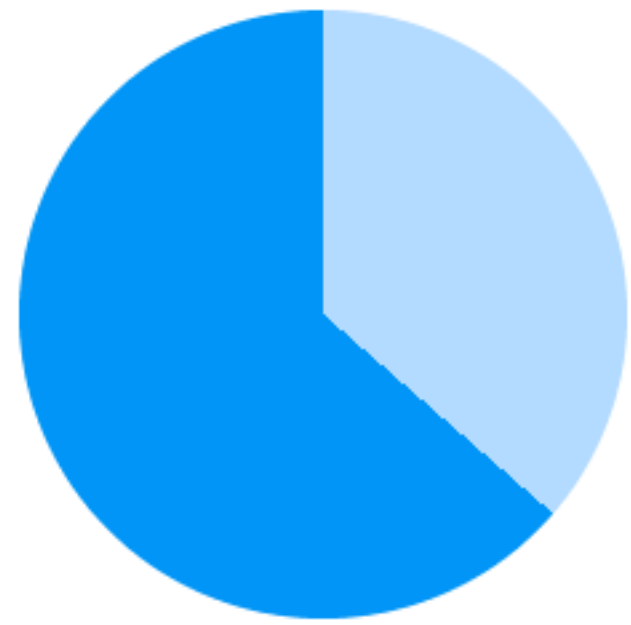
Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.



Instagram: Demographic Snapshot & Top Fans By Country (as of 30 September 2020)*



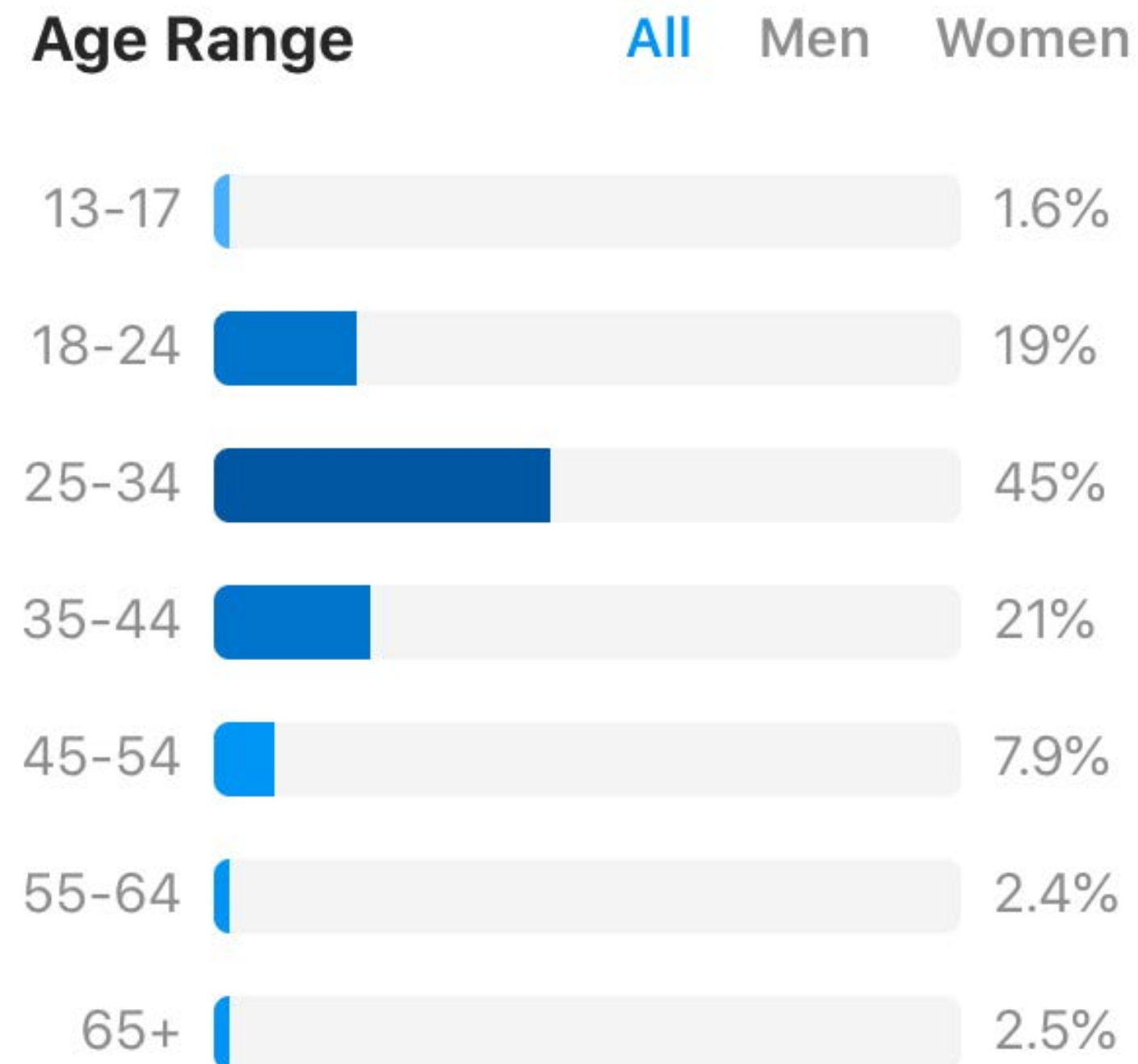
Gender



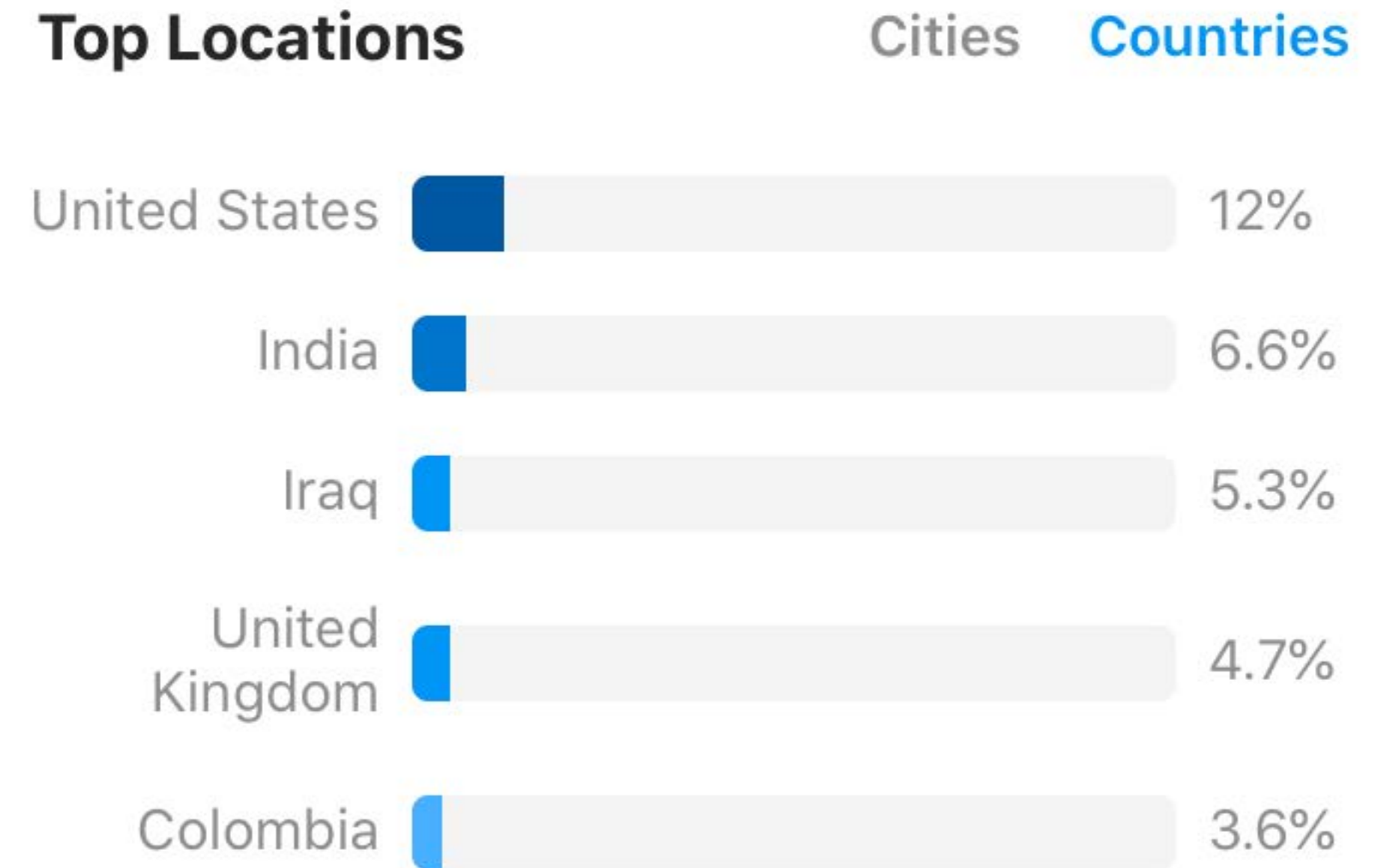
64%
Men

36%
Women

Age Range



Top Locations



*An estimate.

Instagram: Q3 2020 Most Liked Posts



un_mineaction ...

un_mineaction The Saharawi Mine Action Women's Team is a group of young women who are passionate about #mineaction work in the Territory of Western Sahara. Their goal is to raise awareness to reduce the threat posed by explosive ordnance, and they work to establish an all-female demining team.

In line with the UN Gender Guidelines for Mine Action Programmes and the SDGs, UNMAS in Western Sahara continues to encourage gender equality in mine action and peace operations and supports this initiative by providing training and advocacy support.

Like by wfuna and 193 others

JULY 7

Add a comment... Post



un_mineaction Caqueta, Colombia ...

un_mineaction UNMAS mission in Colombia is to support the peace process.

With technical assistance from UNMAS, Humanicemos DH will soon become the first civilian humanitarian demining organization composed and led by former combatants working in mine action in Colombia. A first group of 17 former combatants were recently accredited to carry out non-technical survey operations.

Ongoing training led by UNMAS is carried out in accordance with preventative measures against COVID-19. 🙏

Like by alicewhitehouse and 176 others

AUGUST 13

Add a comment... Post



un_mineaction ...

un_mineaction "I put our safety first & always remember that any mistake could be our last mistake." Khalifa Bujari is the youngest Team Leader working with UNMAS in the Territory of Western Sahara, responsible for every action his team takes. Khalifa started his career in mine action in 2018 and regrets the current halt of clearance operations due to COVID-19.

181 likes

JULY 10

Add a comment... Post



un_mineaction ...

un_mineaction UNMAS mission in Iraq is to support the Government of Iraq 🇮🇶 in assisting those impacted by explosive ordnance. Years of war, civil conflict, and political struggle have debilitated Iraq and its economy, killing thousands and displacing millions of people.

Despite the defeat of Da'esh three years ago, thousands of improvised explosive devices they left behind, camouflaged as everyday items and laid with the intention to maim or kill, continue to haunt affected communities.

Mine action personnel are working

Like by unitednationsrussian and 163 others

AUGUST 19

Add a comment... Post

Q3 2020 Main Influencers

- ***United Nations:***

1. [The Saharawi Mine Action Women's Team](#) (1.5K Likes, 100 Comments, 184 Shares)
2. [Safe Ground Campaign](#) (1K Likes, 63 Comments, 107 Shares)
3. [UNMAS Colombia #WearAMask challenge](#) (12,507 Likes on Instagram)
4. [UNV Job Posting with UNMAS in Mali](#) (109 Likes, 21 Comments, 46 Shares)

- ***UN Peacekeeping:***

1. [Landmines are silent killers](#)
2. [Mine detection dogs](#)
3. [UNMAS DRC - Women are key advocates of peace/Markella-Eleonora Mantika](#)
4. [Shorthand Story on COVID-19](#)

- ***OROLSI***

- ***Global Protection Cluster***

- ***Misión de la ONU en Colombia***