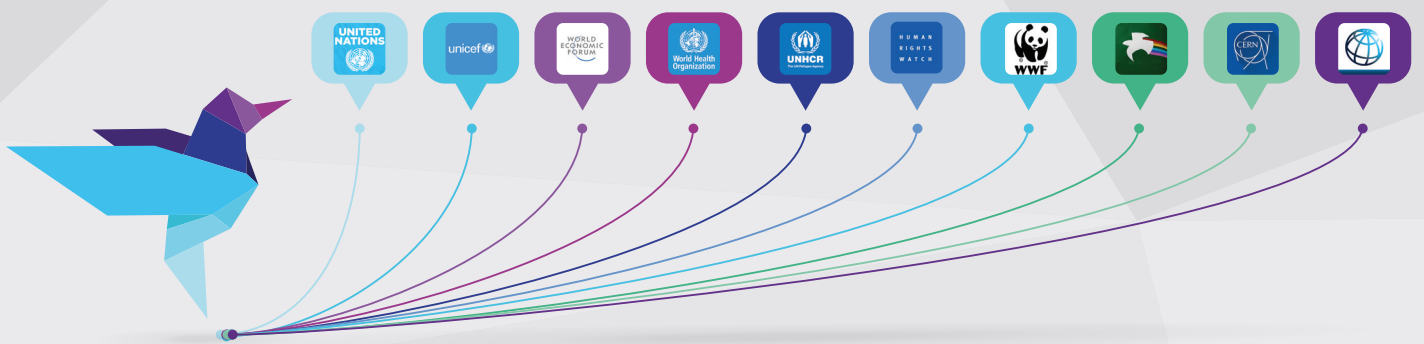


Twiplomacy

International Organisations on Twitter



February 2015

TABLE OF CONTENT

Asian Development Bank	13	The Organisation of Islamic Cooperation	110
African Development Bank	14	International Organisation of the Francophonie	112
African Union	16	Organisation for the Prohibition of Chemical Weapons	115
Pacific Alliance	18	Organisation for Security and Co-operation in Europe	116
Asia-Pacific Economic Cooperation	19	General Secretariat of Iberoamerican states	118
Arab League	21	Secretariat of the Union for the Mediterranean	121
Arctic Council	23	United Nations	123
Association of Southeast Asian Nations	25	United Nations Economic and Social Council	131
European Organisation for Nuclear Research	27	United Nations Foundation	133
The Commonwealth	29	United Nations Peacekeeping	135
UN Climate Change Conference 2015	30	United Nations Women	137
Council of Europe	31	United Nations AIDS	140
The European Bank for Reconstruction and Development	33	United Nations Conference on Trade and Development	143
European Central Bank	36	United Nations Development Programme	146
European Patent Organisation	37	United Nations Environment Programme	149
European Space Agency	39	United Nations Educational, Scientific and Cultural Organization	150
European Organisation for the Safety of Air Navigation	41	United Nations Framework Convention on Climate Change	152
Food and Agriculture Organisation	43	United Nations Population Fund	155
G20 Turkey	46	United Nations Human Settlements Programme	158
G8 Presidency	48	United Nations Refugee Agency	159
The Global Fund	49	United Nations Children's Fund	161
Greenpeace	51	United Nations Institute for Disarmament Research	163
Human Rights Watch	54	United Nations Industrial Development Organisation	165
Inter-American Development Bank	57	United Nations Office for Disaster Risk Reduction	167
International Atomic Energy Agency	60	UNITAID	170
International Criminal Court	62	Office for the Coordination of Humanitarian Affairs	173
International Committee of the Red Cross	63	United Nations Office on Drugs and Crime	176
International Energy Agency	66	UN Research Institute for Social Development	179
International Fund for Agricultural Development	68	United Nations Relief and Works Agency	180
International Federation of Red Cross	71	UN Volunteers programme	183
International Labour Organisation	74	United Nations World Tourism Organisation	186
International Monetary Fund	77	Universal Postal Union	187
International Maritime Organisation	81	Visegrád Group	189
International Criminal Police Organisation	82	World Economic Forum	190
International Trade Centre	84	United Nations World Food Programme	192
International Organisation for Migration	87	World Health Organisation	195
International Organisation for Standardisation	90	Pan-American Health Organisation	198
International Telecommunication Union	93	World Intellectual Property Organisation	199
International Union for Conservation of Nature	96	World Meteorological Organisation	200
North Atlantic Treaty Organization	99	World Bank	202
Organization of American States	102	World Trade Organization	204
Organisation for Economic Cooperation and Development	103	World Wide Fund	206
Organisation of Ibero-American States	105		
United Nations Human Rights	107		

Introduction

When the European Organisation for Nuclear Research (CERN) discovered the Higgs boson, also known as the “God particle,” it announced this major science discovery via [Twitter](#).

When the Nobel Prize committee was unable to place a phone call to the 2013 Nobel Peace Prize winner the Organisation for the Prohibition of Chemical Weapons (@OPCW), it used [Twitter](#) instead.

When the World Health Organisation (@WHO) wants to send important messages in times of epidemic outbreaks, it uses Twitter alerts to push the tweet directly to a follower’s mobile phone.

When Pierre Krähenbühl, the Commissioner General of UNRWA wanted to express his outrage after the bombing of a UNRWA operated school in the Gaza strip he took to [Twitter](#).

The social networking site has become a formidable broadcasting tool and an indispensable communication channel for international organisations to amplify their messages to a global audience. No international organisation can ignore the power of digital communications and especially Twitter.

Over the past eight years, all leading international organisations have set up at least one institutional Twitter account, and more than half of the 90 organisations analysed in this study have created a personal Twitter profile for the head of the organisation. A number of organisations, especially UN organisations, have beefed up their digital teams and now tweet in the six official UN languages, namely English, French, Spanish, Russian, Arabic and sometimes in Chinese. In the latest installment of the award-winning Twiplomacy study, global public relations and communications firm Burson-Marsteller looks at how international organisations use Twitter to promote their stories and how they engage with their followers. In February 2015, Burson-Marsteller analysed the 846 Twitter accounts of 90 international multilateral organisations and non-profit organisations including secondary sector-specific accounts and accounts in other languages. Data for each account was gathered on 2 February 2015 looking at 60 data points, including the number of followers, the number of @replies and the average number of retweets for each account.



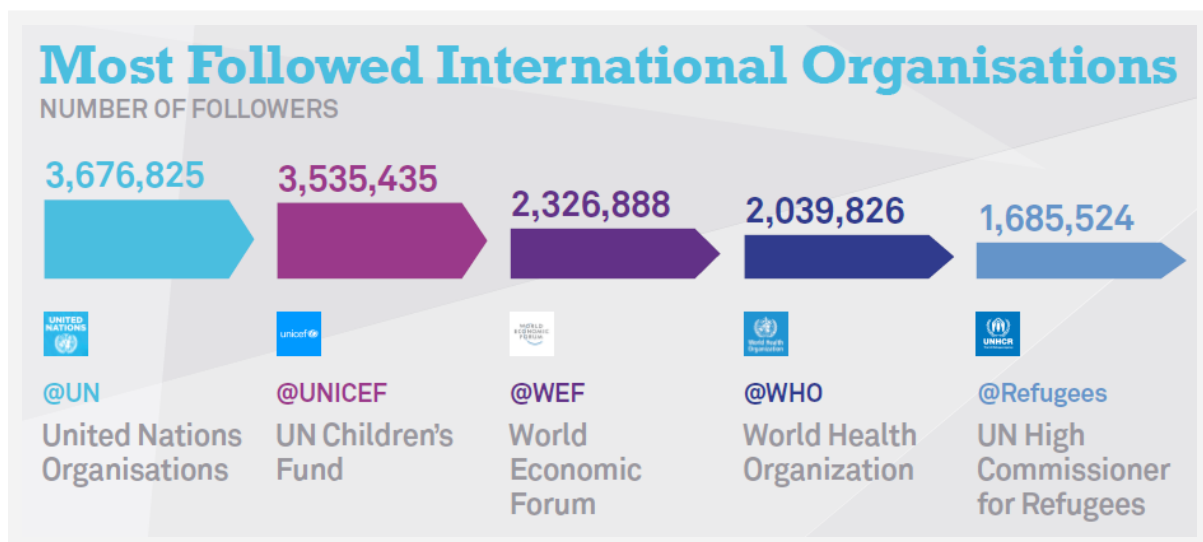
The most effective International Organisations in terms of number of retweets



The United Nations Children's Fund (UNICEF) is by far the most effective international organization on Twitter considering that each tweet sent by [@UNICEF](#) is retweeted on average 184 times. The [@UN](#) is second with 141 retweets per tweet followed by the European Organisation for Nuclear Research ([@CERN](#)) with 121 retweets per tweet. [@WWF](#), [@WHO](#), and [@Greenpeace](#) complete the Top five list with more than 93 retweets per tweet. The average number of retweets is not the only indicator of a successful Twitter strategy but it surely is a better indicator than the number of followers. The [@WorldBank](#) has more than a million followers but its tweets are only retweeted on average 33 times. Likewise the [@WEF](#) and [@Refugees](#) accounts which were both on Twitter's initial suggested user list and which have a large number of dormant followers only average 63 and 53 retweets per tweet respectively. In terms of average retweets per 100 followers Pierre Krähenbühl ([@PKraehenbuehl](#)), the Commissioner General of [@UNRWA](#) is by far the overall champion with 328 retweets per 100 followers thanks to a series of personal tweets he sent during the attack on Gaza in July 2014 which have been retweeted several thousand times.



The Most Followed International Organisations



Not surprisingly the @UN has become the most followed international organisation with 3,676,825 followers ahead of @UNICEF with 3.5 million followers. Two other organisations have more than a million followers namely the @WEF and @WHO. @Refugees, @HRW, @WWF, @Greenpeace, @CERN, and the @WorldBank complete the top 10 list with more than a million followers each. The main Twitter accounts of all international organisations combined have a total of 30,943,725 followers, while the median average of followers per account is 25,077.

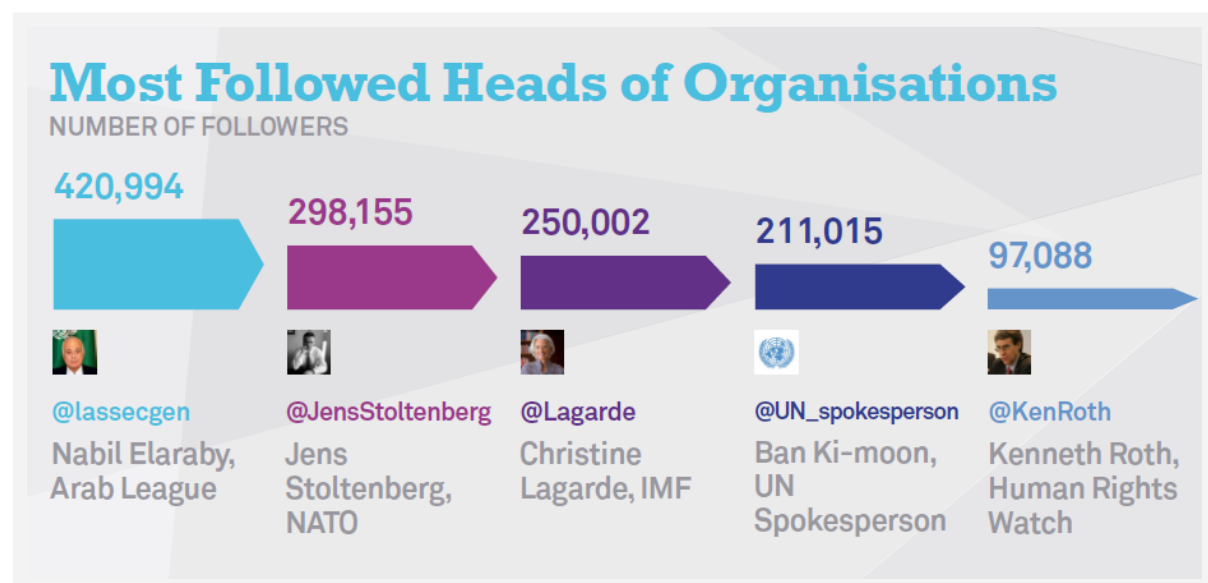
The Most Listed International Organisations

Another important measure of influence of a Twitter account, and one that hardly be gamed or bought is the number of times an account appears on Twitter lists. In this regard, the @UN is the most listed international organisation appearing on 31,508 Twitter lists. @CERN and @UNICEF are both listed on more than 22,000 Twitter lists and @WHO, @HRW, @Greenpeace, @WEF, @WWF, @Refugees, and the @WorldBank all appear on more than 10,000 Twitter lists. It is interesting to note that organizations which started on Twitter early are also more likely to be included on Twitter lists.

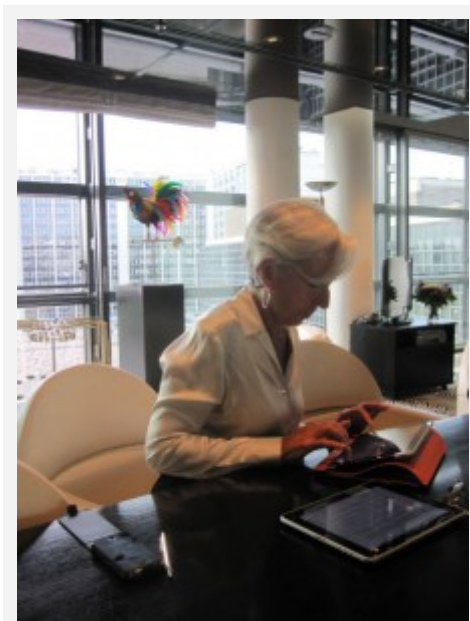
In this respect Christine @Lagarde the head of the IMF is the most popular, appearing on 4,124 lists well ahead of @KenRoth and the @UN_Spokesperson appearing on 2'774 and 2'624 Twitter lists respectively.

Personal Accounts of Heads of International Organisations

Since 2011, the interest for Twitter engagement has also reached the executives of each organisation. Fifty-six heads of international organisations have personal Twitter accounts that are most often managed by their teams and very few tweet personally.



Nabil Elaraby, the Secretary General of the Arab League is the most followed. His personal institutional Twitter account @lassecgen was set up under his predecessor and now has more than 420,000 followers. NATO Secretary General and former Prime Minister of Norway @JensStoltenberg, early adopter of the micro-blogging service is in second position followed by Christine @Lagarde, the Managing Director of the International Monetary Fund (IMF), who rarely tweets herself.



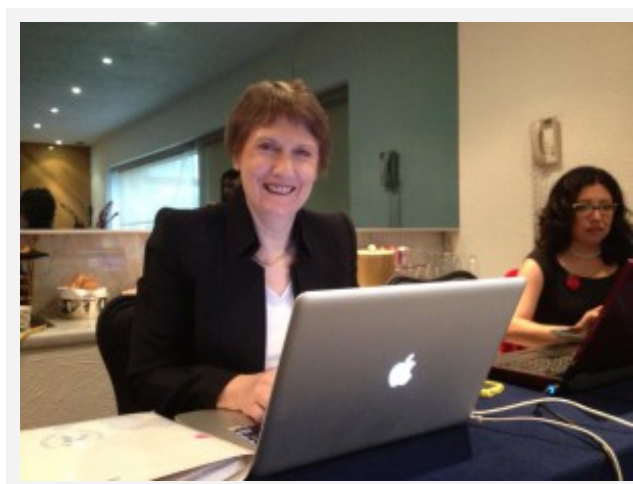
Many heads of international organizations such as [@GuyRyder](#), the Director General of ILO, [@PKraehenbuehl](#), the Commissioner-General of UNRWA and [@GrazianoDaSilva](#), the Director General of FAO started on Twitter the day they assumed their new roles. Mukhisa Kituyi's first act after taking office as new Secretary General of the United Nations Conference on Trade and Development (UNCTAD) on 2 September 2013 was to set up his personal branded Twitter account [@UNCTADKituyi](#).

Twitter played a crucial role in the election of the new head of the World Trade Organisation (WTO). Four of the nine candidates had a Twitter account for their election campaigns. The Brazilian foreign ministry had set two Twitter accounts in English ([@AzevedoWTO](#)) and in Spanish/Portuguese ([@AzevedoOMC](#)) for its successful candidate, diplomat Roberto Azevêdo. The campaigns accounts have been deleted and the new director general of the WTO now tweets as [@WTODGAZEVEDO](#). In her bid to

become managing director of the International Monetary Fund (IMF), Christine Lagarde opened a Twitter account in May 2011 and sat down for a "*Lagarde chat*" answering questions from her followers.

Some heads of international organisations have added their organisation's name to their Twitter handle such as [@HelenClarkUNDP](#), [@MorenoBID](#), [@BabatundeUNFPA](#), others have set up '*personal institutional*' Twitter accounts for their leaders such as [@lassecgen](#), [@ITUsecGen](#), [@WMO_President](#), [@ISOSecGen](#) et al.

A 'personal institutional' account might seem less personal at first glance, but it has the advantage of growing its audience overtime as the head of the organisation will not take the followers with him as he leaves office. However there is no way to archive tweets sent by the previous office holder. When Sam Kutesa took over as president of the United Nations General Assembly in September 2014, the tweets sent under his predecessor John Ashe were simply deleted. Likewise all the tweets sent by his predecessor Vuk Jeremić on the [@UN_PGA](#) account he had created in October 2012 were also deleted.



In general the leaders of international organisations are not very personal on Twitter and will often simply retweet tweets from their institutional accounts which often retweet the tweets sent from their leaders, creating a virtuous cycle of self-satisfying retweets.

The Most Prolific International Organisations



All organisations combined have sent 2,446,952 tweets. The Organization of Ibero-American States (Organización de Estados Iberoamericanos, OEI) is the most prolific with 67'484 tweets sent – more than double the number of tweets sent by the UN and the United Nations Development Programme (@UNDP) with a total of 33'094 and 30'620 tweets respectively. Human Rights Watch (@HRW) and its director Kenneth Roth are among the most active international organization posting on average 36 tweets per day. Its director Kenneth Roth is equally active, producing 25 tweets per day. The World Economic Forum is the second most active organization posting on average 27 tweets per day, driving followers to its blog. The @EspacioOEI is in third position with 26 tweets per day. This hyperactivity might seem spammy, but given that tweets are generally only seen by a fraction of your followers and half a shelf-life of an hour it is perfectly acceptable to post once an hour. UNDP's Administrator

@HelenClarkUNDP is the second most frequent tweeter after @KenRoth with more than 18 tweets each day. All international organisations combined tweet an average of five times per day.>



Most conversational heads of International Organisations

Very few leaders tweet themselves. Notable exceptions are Sir Suma Chakrabarti (@EBRDSuma), Rob Steele (@ISOsecGen) and UNRWA's Pierre Krähenbühl (@Pkraehenbuehl) who tweet personal observations and are all worth following. Richard Sezibera, the Secretary General of the East African Community is the most conversational head of an international organisation. More than half of his tweets are @replies to other users. He is followed by NATO Secretary General @JensStoltenberg and the President of the African Development Bank @DonaldKaberuka with 41% and 27% @replies respectively.

In general International Organisations are hardly conversational with the notable exception of the World Health Organization (@WHO), the European Organisation for the Safety of Air Navigation (@Eurocontrol), and the International Maritime Organization (@IMO_hq) which a third of their tweets being @replies to queries by followers.



@Eurocontrol, the European Organisation for the Safety of Air Navigation, is an interesting example as it has been answering questions about flight delays since the eruption of the Eyjafjallajökull volcano in Iceland disrupted air travel across Europe in 2010.

Who are they Following?

All international organisations combined, follow 293,673 other Twitter users. The Food and Agriculture Organisation (@FAOnews) is following 63,954 other Twitter users since it was initially automatically following every one of its followers. The UNHCR (@Refugees) and @NATO are following 39,836 and 36,398 other Twitter users respectively. On average, each organisation is following 2,144 other Twitter users which is much more manageable. The @UN, @UNDP, the @WorldBank, @WHO and @UNICEF are the top five most popular organisations among their peers. The @UN is followed by 106 of the 145 institutions in this study.>

The Early Adopters



Greenpeace was the first international organisation to sign up to Twitter on 4 April 2007, followed by the World Economic Forum two weeks later. Fourteen organisations signed up in 2008, including @WWF, @UN, @Refugees, @WHO and the Federation of the Red Cross and Red Crescent Societies. Being early adopters has definitely helped these organisations garner large following on their accounts. Jarmo Sareva, the director of the UN Institute for Disarmament Research (UNIDIR) was the last to sign up on 26 November 2014. 63 of the 145 accounts analysed have been verified by Twitter.>

Maintaining Twitter Lists

Twitter lists can be quite useful to facilitate Twitter reading and are very useful to list secondary accounts and other official staff accounts. Surprisingly few organisations maintain and update Twitter lists, be it for their own staff, their regional offices or other language accounts. Only a third of the analysed accounts

have created public Twitter lists. The @UN has created 21 lists including one with the 641 Twitter accounts of the of the UN system. @Eurocontrol maintains 20 Twitter lists, including a list of all airlines, airports and aviation journalists on Twitter. The @UNDP account has 14 lists and boasts 151 regional and thematic Twitter accounts on its worldwide list. The International Fund for Agricultural Development (@IFADnews) is following the most other lists, 20 in total, and only 50 accounts follow other lists. And finally, Twitter lists are also practical to run Twitter direct message campaigns, which the World Economic Forum and the Global Fund have done to reach out directly to their most influential followers. Direct messages on Twitter have proven to be extremely effective to contact influential followers and to amplify a specific tweet which is rarely seen by all followers of an organisation. The @WEF, the @GlobalFund, the Council of Europe (@CoE), the @OECD, the @WHO and the @UNFoundation are also among the few organisations accepting direct Twitter messages from any of their followers without following them. Interestingly Direct Messages on Twitter are still manageable, even with millions of followers and are not overloading your inbox.

Branded URLs

A special mention for the OECD, UNHCR, UNICEF, the World Bank and the World Economic Forum which all use their own branded link shorteners ([oe.cd](#), [rfg.ee](#), [uni.cf](#), [wrlld.bg](#) [wef.ch](#)) to shorten and brand every single link in their tweets.>

Twitter Design

The vast majority of the accounts analyzed have a branded Twitter header. However 26 accounts still don't have a branded header, hich is with the avatar the main visual element of a Twitter account visible on all platforms. Half of the accounts analyzed also have a branded Twiter background which is only visible on Twitter's website as a background for each tweet.

Twitter Video

Quite a few international organisations use Google+ hangouts to answer questions from their community, and 15 organizations have trialled Vine, Twitter's video application. One of the best examples of the six second video format is the #HappyBirthdayUN greeting from Secretary General Ban Ki-moon.

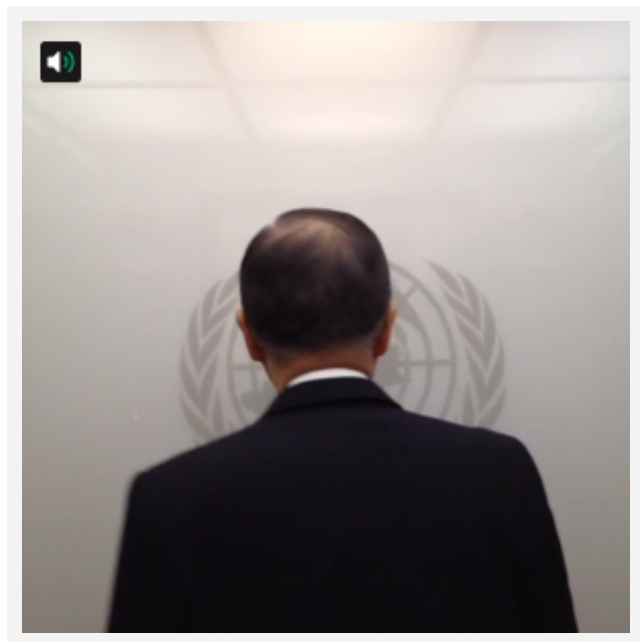
About the Twiplomacy Study

"*Twiplomacy*" is an award-winning study of the use of Twitter by world leaders, governments and international organisations, conducted by leading global public relations and communications firm Burson-Marsteller. Burson-Marsteller

identified 846 Twitter accounts of 90 international organisations around the world. The study analyses each organisation's Twitter profiles and their recent tweet history. Data used was taken in February 2015 using Twitonomy. More than 50 variables were considered, including: tweets, following, followers, listed, the date the organisation joined Twitter, ratio followers/following, ratio listed/100 followers, tweets/day, retweets, % of retweets, user @mentions, average number of @mentions/tweet, @replies, % of @replies, links, average number of links/tweet, hashtags, average number of hashtags/tweet, tweets retweeted, proportion of tweets retweeted by others, total number of tweets retweeted, average number of tweets retweeted, users most retweeted, users most replied to, users most mentioned, hashtags most used, platforms most tweeted from. Burson-Marsteller also used Twitonomy to find the most popular tweet and Twitter to identify the first tweet on each account. Burson-Marsteller also looked at each account to see if it had a header and/or a background, if the account is dormant, active or protected. We also checked in which language the account tweets and checked for the presence of Twitter lists.

The full Twitonomy data set can be downloaded here: [Twiplomacy February 2015 Data Sheet](#) (426kb, XSLX). A PDF of the entire study is available here [How do International Organisations Tweet \(2015\)](#).

All organisations covered in this study are also in a public [Twitter list](#) on the [@Twiplomacy](#) account.



Asian Development Bank

The Asian Development Bank (ADB) joined Twitter on 26 August 2009 and is quite active with an average of 14 times a day. More than a third of the tweets are retweets often of the @ADB_Pacific, the @ADBpublications accounts and its Vice President @spgroff. The @ADB_HQ makes good use of photos and visuals.



AsianDevelopment...

@ADB_HQ

Guided by a vision of an Asia-Pacific region free from poverty, Asian Development Bank has been working to improve people's lives since it was founded in 1966.

Tweet analytics (as of February 2015)

Tweets: 10,198

Following: 1,500

Followers: 29,551

Listed: 625

Joined Twitter: 08/26/2009

Tweets/day: 13.94

Retweets: 35%

Replies/Tweet: 0.01

Tweets retweeted: 0.65

Average of
retweets: 4.99

First tweet



AsianDevelopmentBank

@ADB_HQ

Follow

Dhaka forum links social enterprises with impact investors. <http://bit.ly/gHv09H>

2:11 AM - 11 Jan 2011

Most popular tweet



AsianDevelopmentBank

@ADB_HQ

Follow

Kids join [#mangroves4mankind](#), organized by [@Official1D_PHIL](#), [@ADB_HQ](#), & [@theGEF](#) in [#Cebu](#) bit.ly/15FikVF

5:31 AM - 28 Jan 2015

31 RETWEETS 38 FAVORITES

AfDB_Group

The African Development Bank (@AfDB_Group) started to tweet on 15 December 2009. The bank tweets on average four times per day in a very formal style in English and in French on the same account. The @AfDB_Group account makes good use of hashtags for specific topics and the most used are #AfDB and #Africa. Besides broadcasting news items, the account is being used to announce job vacancies in various African governments as well in relevant development organisations. The interaction-level of the account is very low only 9% of all tweets are @replies, however 75% of its tweets are retweeted.



AfDB_Group

@AfDB_Group

The African Development Bank Group works to reduce poverty and improve living conditions on the continent.

Tweet analytics (as of February 2015)

Tweets: 5,317

Following: 523

Followers: 43,899

Listed: 566

Joined Twitter: 12/14/2009

Tweets/day: 4.44

Retweets: 15%

Replies/Tweet: 0.09

Tweets retweeted: 0.75

Average of
retweets: 4.94

First tweet



AfDB_Group

@AfDB_Group

 Follow

Civil Society Organizations Share
Experience and Knowledge
<http://bit.ly/4q1040>

5:36 PM - 15 Dec 2009

2 RETWEETS

Most popular tweet



AfDB_Group

@AfDB_Group

 Follow

Two weeks to the [#AfDBAM2014](#) in
Kigali. Discover [#Rwanda](#) through
Rwandapedia, an AfDB-supported
project bit.ly/1iPOld6 [#AfricaWeWant](#)

3:11 PM - 5 May 2014

49 RETWEETS 15 FAVORITES

Donald Kaberuka

Donald Kaberuka, the President of the African Development Bank, is the third most conversational leader of the international organisations analysed. More than a quarter of his tweets are @replies to other Twitter users. @DonaldKaberuka started his personal account on 6 May 2013. He tweets on average once a day from an iPad often sharing pictures of his bilateral meetings. He mentions other Twitter users in many of his tweets including the @AfDB_Group, Harvard Professor @Calestous Juma and the @_AfricanUnion.



Donald Kaberuka

@DonaldKaberuka

President. African Development Bank Group (AfDB).

Tweet analytics (as of February 2015)

Tweets: 853

Following: 92

Followers: 29,420

Listed: 239

Joined Twitter: 05/06/2013

Tweets/day: 1.38

Retweets: 21%

Replies/Tweet: 0.27

Tweets retweeted: 0.68

Average of
retweets: 15

First tweet



Donald Kaberuka ✓

@DonaldKaberuka

Follow

AU@50 celebrating a journey of achievements and challenges. Priority now transformation and economic independence: Africa's hour has come.

5:43 PM - 25 May 2013

46 RETWEETS 2 FAVORITES

Most popular tweet



Donald Kaberuka ✓

@DonaldKaberuka

Follow

Good news for the East Africa Region .Board approval of 120mn USD transmission lines for Rusumo power plant for Tanzania Rwanda Burundi

1:34 PM - 27 Nov 2013

126 RETWEETS 21 FAVORITES

African Union

The African Union, based in Addis Ababa, Ethiopia joined Twitter on 20 May 2010 and put an under-score before its name since the @AfricanUnion handle had already been taken. The African Union only follows 16 other Twitter accounts, including @DlaminiZuma, the Chairperson of the African Union Commission, her deputy @Erastus_Mwencha and the @AUSummit account, set up to broadcast news from its meetings. The account tweets on average once a day and often mentions the activities of its Peace and Security Department as well as the chairpersons.



African Union

@_AfricanUnion

For an integrated, prosperous and peaceful Africa. Official page of the AU. Tweets signed NDZ, are by the Chairperson.

Tweet analytics (as of February 2015)

Tweets: 2,229

Following: 15

Followers: 78,453

Listed: 683

Joined Twitter: 05/20/2010

Tweets/day: 1.3

Retweets: 20%

Replies/Tweet: 0.06

Tweets retweeted: 0.67

Average of
retweets: 10.45

First tweet



African Union

@_AfricanUnion



Addis Ababa, 14 April 2010 - Chairperson Ping Discusses Humanitarian Challenges in Africa with ICRC President
<http://au.int/?q=node/2439>

6:25 PM - 24 May 2010

1 RETWEET

Most popular tweet

**CAMPAIGN TO END
CHILD MARRIAGE
IN AFRICA**



©UNICEF/SLRA2013-0251/Olivier Asselin

STOP!
CHILD MARRIAGE

STAND UP FOR
healthy and educated
Children.

#EndChildMarriageNow!!!



AFRICAN UNION



African Union
@_AfricanUnion

Follow

Stop child marriage ~ stand up for healthy and educated children
[#EndChildMarriageNow!!](#)

3:42 PM - 27 May 2014

432 RETWEETS **189** FAVORITES

Alianza del Pacífico

The Pacific Alliance (Spanish: Alianza del Pacífico) is a Latin American trade bloc consisting of four member states (Chile, Colombia, Mexico, and Peru), which all border the Pacific Ocean. The @A_delPacífico joined Twitter on 8 April 2013 and tweets on average three times per day exclusively in Spanish. 92% of its tweets are retweeted and on average eight times per tweet.



Alianza del Pacífico

@A_delPacífico

Cuenta Oficial de la Alianza del Pacífico. Iniciativa de integración regional conformada por Chile, Colombia, México y Perfacebook.com/thepacificalli...Hs4Q

Tweet analytics (as of February 2015)

Tweets: 2,335

Following: 801

Followers: 19,003

Listed: 281

Joined Twitter: 04/08/2013

Tweets/day: 3.51

Retweets: 5%

Replies/Tweet: 0.08

Tweets retweeted: 0.92

Average of
retweets: 7.92

First tweet



Alianza del Pacífico

@A_delPacífico

[Follow](#)

[#AlianzadelPacífico](#): Iniciativa de integración regional que conforman [#Chile](#), [#Colombia](#), [#México](#) y [#Perú](#).

5:41 PM - 9 Apr 2013

69 RETWEETS 8 FAVORITES

APEC Secretariat

The Asia-Pacific Economic Cooperation @APEC tweets on average once per day and a fifth of its tweets are retweets mainly of its Executive Director Alan @Bollard_APEC and the 2015 summit chair @APEC2015PH. The account uses hashtags in most of its tweets including #apec #trade and #energy. @APEC tweets interesting economic data about the region and links to YouTube videos of its sessions and press conferences.



APEC Secretariat

@APEC

The official APEC Twitter feed. APEC works to advance free trade and sustainable growth for Asia-Pacific prosperity. Retweets do not mean endorsement.

Tweet analytics (as of February 2015)

Tweets: 1,532

Following: 865

Followers: 5,659

Listed: 192

Joined Twitter: 01/26/2011

Tweets/day: 1.06

Retweets: 21%

Replies/Tweet: 0.03

Tweets retweeted: 0.59

Average of retweets: 3.62

First tweet



APEC Secretariat

@APEC

Follow

APEC - 2010 Guide to Investment Regimes of APEC Member Economies (7th Edition) - Out Now

publications.apec.org/publication-de...

6:41 AM - 24 Feb 2011

Most popular tweet



APEC Secretariat

@APEC

Follow

#APEC Leaders issue Declaration in Beijing: apec.org/Press/News-Rel...

12:50 PM - 11 Nov 2014

72 RETWEETS 29 FAVORITES

Alan Bollard

Alan Bollard, the Executive Director of APEC joined Twitter on 13 March 2014. @Bollard_APEC tweets once every three day often sharing pictures of his media interviews as well as @APEC studies



Alan Bollard

@Bollard_APEC

Official Twitter page of the Executive Director of the APEC Secretariat. Retweets do not mean endorsement.

Tweet analytics (as of February 2015)

Tweets: 102

Following: 94

Followers: 239

Listed: 7

Joined Twitter: 03/13/2014

Tweets/day: 0.32

Retweets: 13%

Replies/Tweet: 0.05

Tweets retweeted: 0.64

Average of
retweets: 2.72

First tweet



Alan Bollard

@Bollard_APEC

Follow

Discussions underway on the issues of [#marine](#) [#sustainable](#) [#development](#) in [@APEC](#) economies in Xiamen, China.

9:41 AM - 18 Mar 2014

5 RETWEETS 1 FAVORITE

Most popular tweet



Alan Bollard

@Bollard_APEC

Follow

.[@APEC](#) economies promote international regulatory cooperation to lower trade barriers & manage global risks:bit.ly/1n3P8tO

7:45 AM - 19 Aug 2014

[Reducing regulatory divergence stimulates open and dynamic trade](#)

At a session conducted alongside the APEC meetings being held in Beijing this week, APEC economies came together to determine how to reduce unnecessary regulatory divergences to stimulate open and...



APEC Secretariat @APEC

7 RETWEETS 1 FAVORITE

Nabil Elaraby

Nabil Elaraby, the Secretary General of the Arab League is the most followed head of the international organisations covered in this study with more than 420,000 followers. The official Twitter account of the Arab League is a personal-institutional account for its Secretary General. The @lassecgen account was created on 9 June 2009 under Amr Moussa and only follows five other Twitter users including Twitter @Support, @TwitterEng, @YouTube and @Firefox. The profile is run by the Media Department at the Arab League, tweeting official statements from Nabil Elaraby and the latest news from the Arab League on average three times per day. The account rarely @mentions other users and automatically posts videos from the YouTube account and whenever a new picture is posted to his Facebook profile. The account tweets exclusively in Arabic about the current situation in the Arab world and latest decisions made by the Arab league. His most retweeted tweet was sent on 19 February 2012, denying that Dr. Nabil Elaraby would run for the Egyptian presidency.



Nabil Elaraby

@lassecgen

Latest news from General Secretariat of the League of Arab States. Profile run by Media Dept. at Arab League.

Tweet analytics (as of February 2015)

Tweets:	11,991
Following:	5
Followers:	420,994
Listed:	1,812
Joined Twitter:	06/09/2009
Tweets/day:	3.07
Retweets:	0%
Replies/Tweet:	0.01
Tweets retweeted:	0.79
Average of retweets:	4.22

First tweet



Nabil Elaraby ✓
@lassecgen

Follow

موسي يدعو لتعديل التشريعات العربية لتنفيذ الربط الكهربائي وتنويع مصادر الطاقة

3:53 PM - 9 Jun 2009

Most popular tweet



Nabil Elaraby ✓
@lassecgen

Follow

د. نبيل العربي ينفي مجدداً نيته الترشح لمنصب رئاسة الجمهورية: on.fb.me/x2eudx

2:55 PM - 19 Feb 2012

77 RETWEETS 4 FAVORITES

Nabil Elaraby

A personal Twitter account for @Nabil_Elaraby was set up on 15 January 2013 and widely promoted to top international media organizations. But only a month later, after having sent 217 tweets, the account has gone silent “due to technical reasons”. The account which tweeted in Arabic and sometimes in English is asking its 180 followers to follow the official account @lassecgen instead.



Nabil Elaraby

@nabil_elaraby

الامين العام لجامعة الدول العربية Secretary General of the League of Arab States July 2011- present

Tweet analytics (as of February 2015)

Tweets: 217

Following: 59

Followers: 183

Listed: 25

Joined Twitter: 01/15/2013

Tweets/day: 0.29

Retweets: 0%

Replies/Tweet: 0.15

Tweets retweeted: 0.07

Average of
retweets: 1.31

First tweet



Nabil Elaraby

@nabil_elaraby

Follow

حديث جريدة الشرق الأوسط: اهمية انعقاد القمة
التنموية القادمة في الرياض في ظل الطرف العربي
الراهن

10:03 AM - 16 Jan 2013

2 RETWEETS

Most popular tweet



Nabil Elaraby

@nabil_elaraby

Follow

More than 1.5 Billion USD have been
pledged to the Syrian people during the
Kuwait Humanitarian Pledging
Conference

3:52 PM - 30 Jan 2013

4 RETWEETS

Arctic Council

The Twitter account for the @ArcticCouncil was set up on 27 May 2012 and tweets on average once per day often mentioning Vincent Rigby @saochair. Obviously its most used hashtag is #arctic. Its most retweeted tweet is the suggestion by the Finnish Prime Minister for a motto for the region: "The #Arctic: even cooler than you think."



Arctic Council

@ArcticCouncil

The Arctic Council was established in 1996 to promote cooperation and interaction among Arctic States with the involvement of Arctic Indigenous communities.

Tweet analytics (as of February 2015)

Tweets:	217
Following:	21
Followers:	1,719
Listed:	60
Joined Twitter:	05/27/2012
Tweets/day:	0.82
Retweets:	3%
Replies/Tweet:	0.02
Tweets retweeted:	0.88
Average of retweets:	5.23

First tweet



Arctic Council

@ArcticCouncil

Follow

Welcome to our new official @Twitter account! Follow us for regular updates on the #Arctic Council and its work.
ow.ly/wK5YV

3:36 PM - 12 May 2014

34 RETWEETS 1 FAVORITE

Most popular tweet



Arctic Council

@ArcticCouncil

Follow

PM @alexstubb of #Finland suggests a motto for the region: "The #Arctic: even cooler than you think."

10:36 AM - 20 Jan 2015

62 RETWEETS 36 FAVORITES

Vincent Rigby

The Twitter account of the Chair of the Arctic Council @saochair was set up on 3 May 2011 and rotates every two years as another country takes the chairmanship. Vincent Rigby is currently the Senior Arctic Official managing the account and chronicles the work done by the Arctic Council but the account is not very personal and rarely @mention or @replies.



Vincent Rigby

@saochair

Chair of Arctic Council Senior Arctic Officials during Canada's Chairmanship - Président des hauts fonctionnaires de l'Arctique, Conseil de l'Arctique 2013-15

Tweet analytics (as of February 2015)

Tweets:	915
Following:	414
Followers:	1,712
Listed:	113
Joined Twitter:	05/03/2011
Tweets/day:	0.67
Retweets:	16%
Replies/Tweet:	0.02
Tweets retweeted:	0.46
Average of retweets:	2.77

First tweet



Vincent Rigby ✓

@saochair

Follow

The delegations have all arrived in Nuuk. Negotiations begin.

6:31 PM - 9 May 2011

Most popular tweet



Vincent Rigby ✓

@saochair

Follow

The Arctic Council facilitated the creation of the Arctic Economic Council. The Founding meeting: Sept 2-3 in Iqaluit ow.ly/AMFpN

6:29 PM - 27 Aug 2014

18 RETWEETS 3 FAVORITES

ASEAN

The Association of Southeast Asian Nations (ASEAN) set up the @ASEAN Twitter account on 5 February 2010, which tweets three times per day. The account is used to inform followers about the association's activities and projects in South-East Asia. The account makes good use of videos and pictures promoting the beauty of Asia, and sharing the meetings of its secretary general. Le Luong Minh does not have a personal Twitter account, while the Twitter handle reserved for him @ASEANSG is inactive. The most retweeted tweet is about the eruption of Kelud Mountain in Indonesia in February 2014.



ASEAN

@ASEAN

The official Twitter account of ASEAN - One Vision, One Identity, One Community - Retweets ≠ endorsement | contact: pocssocmed@asean.org

Tweet analytics (as of February 2015)

Tweets: 3,709

Following: 783

Followers: 31,327

Listed: 487

Joined Twitter: 02/05/2010

Tweets/day: 2.98

Retweets: 13%

Replies/Tweet: 0.01

Tweets retweeted: 0.8

Average of
retweets: 12.52

First tweet



ASEAN

@ASEAN

Follow

The ASEAN Secretariat is now on Twitter!
Follow us! Be part of the ASEAN
Community!

1:00 PM - 5 Feb 2010

4 RETWEETS

Most popular tweet



ASEAN
@ASEAN

 Follow

[#PrayForKelud](#). Let's pray for the people of [#Indonesia](#) especially those who live near and around Kelud Mountain.

5:00 AM - 14 Feb 2014

4,229 RETWEETS **173** FAVORITES

CERN

The European Organisation for Nuclear Research (CERN) is the third most effective international organisation on Twitter, since its tweets are retweeted on average 121 times. CERN opened its English Twitter account on 25 June 2008 and also tweets in French @CERN_FR since September 2009. The recruitment team also created a Twitter account for job openings @CERN_JOBS and provides advice, hints and tips for interviews. CERN also maintains 15 other specific Twitter accounts for each of their experiments such as @CMSexperiment, @ATLASexperiment and @LHCbExperiment and often retweets and @mentions them. @CERN consistently posts tweets with pictures including a weekly #ThrowBackThursday and it promotes its regular Google+ hangouts on specific research topics with the hashtag #HangoutWithCERN and encourages its Twitter followers to send questions via the hashtag #askCERN. Its most popular tweet, posted on 4 July 2012 is about the discovery of the Higgs boson in the large hadron collider.



CERN

@CERN

CERN, the European Organization for Nuclear Research, is the world's largest particle physics lab and has #RestartLHC for #13TeV collisions. French: @CERN_FR

Tweet analytics (as of February 2015)

Tweets: 1,899

Following: 329

Followers: 1,087,779

Listed: 22,507

Joined Twitter: 06/25/2008

Tweets/day: 0.8

Retweets: 17%

Replies/Tweet: 0

Tweets retweeted: 0.81

Average of
retweets: 120.74

First tweet



CERN 
@CERN

 Follow

CERN announces start-up date for LHC:
<http://press.web.cern.ch/press/PressReleases/Releases2008/PR06.08E.html>

5:03 PM - 7 Aug 2008

4 RETWEETS 6 FAVORITES

Most popular tweet



CERN 
@CERN

 Follow

#CMS: "we have observed a new boson with a mass of 125.3 ± 0.6 GeV at 4.9 sigma significance." Thunderous applause. **#Higgs #ICHEP2012**

9:53 AM - 4 Jul 2012

4,597 RETWEETS **773** FAVORITES

The Commonwealth

The Commonwealth Twitter account @Commonwealthsec was set up on 13 April 2009 and for the first two years it automatically tweeted every “new photo” uploaded to its Flickr account. Today the Commonwealth secretariat tweets twice a day and uses its Twitter account to promote #youth, #development and #elections issues. 40% of its tweets are retweets, mainly of other Commonwealth accounts such as @thecgf, and the @ComSecYouth programme. Only 36% of its tweets are ever retweeted. However, the account also maintains a public Twitter list with 14 other official Commonwealth Twitter accounts.



The Commonwealth

@commonwealthsec

Promoting democracy, human rights, economic development and environmental sustainability | Our 2015 theme is #YoungCommonwealth

Tweet analytics (as of February 2015)

Tweets: 4,762

Following: 1,946

Followers: 16,249

Listed: 387

Joined Twitter: 04/13/2009

Tweets/day: 2.01

Retweets: 40%

Replies/Tweet: 0.02

Tweets retweeted: 0.36

Average of
retweets: 6.32

First tweet



The Commonwealth

@commonwealthsec

 Follow

The Commonwealth brings people of diverse countries and cultures together: Sharma

1:01 PM - 29 Apr 2009

1 RETWEET

Most popular tweet



The Commonwealth

@commonwealthsec

 Follow

#Commonwealth observer group did not advise #maldives police to take action to prevent 19 October #election
thecommonwealth.org/media/news/com.

9:18 AM - 19 Oct 2013

293 RETWEETS 36 FAVORITES

COP21 - Paris 2015

The official Twitter account of the UN Climate Change Conference 2015 was set up on 11 July 2014. @COP21 tweets on average once per day in English but also in French in the run-up to the conference in Paris in December 2015. While 59% of its tweets are retweets of other climate change actors, the account receives on average 45 retweets for each tweet sent. It is interesting to note that the Twitter accounts for previous UN Climate Change Conferences (@COP15, @COP16, @COP17CMP7Durban, @COP18CMP8, @COP19CMP9Warsaw, @LimaCop20) are all dormant and abandoned.



COP21 - Paris 2015

@COP21

UN Climate Change Conference 2015 in Paris. Conférence des Nations unies sur les changements climatiques à Paris en 2015. Compte officiel.

Tweet analytics (as of February 2015)

Tweets:	75
Following:	382
Followers:	5,043
Listed:	93
Joined Twitter:	07/11/2014
Tweets/day:	1.36
Retweets:	59%
Replies/Tweet:	0.05
Tweets retweeted:	0.41
Average of retweets:	45.97

First tweet



**COP21 - Paris 2015** 
@COP21 

RT pour découvrir le logo de la #COP21
RT to discover #COP21 logo
RT para descubrir el logo de la #COP21
#Paris2015

4:44 PM - 9 Dec 2014

241 RETWEETS **28** FAVORITES

Council of Europe

The Council of Europe has been tweeting since March 2009 in its official languages: English (@CoE) and in French (@CoE_fr). The English account, which has far more followers than the French one, is fairly active with more than six tweets per day. It mainly shares news about the Strasbourg-based organisation and the European Court of Human Rights. The account rarely @mentions or @replies other Twitter users, however 18% of its tweets are retweets, mainly of Daniel Holtgen the @CoESpokesperson of Spokesperson of Secretary General Thorbjørn Jagland. The @CoE's most used hashtag is #ECtHR for decisions by the European Court of Human Rights.



Council of Europe

@coe

Sets standards, fights for democracy, human rights and the rule of law and ensures that Europe is so much more than you think.

Tweet analytics (as of February 2015)

Tweets: 10,257

Following: 415

Followers: 122,111

Listed: 2,257

Joined Twitter: 03/13/2009

Tweets/day: 6.3

Retweets: 18%

Replies/Tweet: 0.06

Tweets retweeted: 0.77

Average of
retweets: 6.98

First tweet



Council of Europe ✓

@coe

 Follow

New article on anti-discrimination website on how to successfully communicate the values of social diversity.

10:50 AM - 13 Mar 2009

Most popular tweet



The EBRD

The European Bank for Reconstruction and Development (EBRD) started tweeting from @EBRD in March 2009 and is fairly active with more than eight tweets per day. The account focuses mainly on EBRD news, current activities and funded projects and the countries most mentioned are #Ukraine, #Moldova, #Kazakhstan and #Russia. On a number of occasions the @EBRD invites its followers to “Have your say” and to shape the discussions at the EBRD’s annual meeting with the hashtag #EBRDopen. The bank is not very conversational with only 3% of its tweets being @replies. However, 95% of its tweets include @mentions, mainly of President @EBRDsuma, its Director of Communications @EBRDcharles and its chief economist @ErikBerglof. The @EBRD account makes good use of videos and most tweets contain a picture.



The EBRD

@EBRD

The official account of the European Bank for Reconstruction and Development. We invest in changing lives.

Tweet analytics (as of February 2015)

Tweets: 5,786

Following: 984

Followers: 9,414

Listed: 330

Joined Twitter: 03/03/2009

Tweets/day: 8.58

Retweets: 14%

Replies/Tweet: 0.03

Tweets retweeted: 0.52

Average of
retweets: 2.61

First tweet



Follow

The EBRD blog is live! Join the conversation at <http://www.ebrdblog.com/>

11:44 PM - 15 Jun 2009

1 RETWEET

Most popular tweet



The EBRD 
@EBRD

 **Follow**

Amazing pix from [#Chernobyl](#) this week, the eastern segment of the New Safe Confinement has now been lifted into place

4:14 PM - 30 May 2014

70 RETWEETS **23** FAVORITES

Suma Chakrabarti

Sir Suma Chakrabarti started tweeting @EBRDsuma shortly after his election as President of the EBRD on 11 July 2012. Sir Suma is not very active, but he does tweet himself from his Blackberry, often commenting on his different visits and providing interesting insights into his meetings. @EBRDsuma is not afraid to give a personal note to his tweets, commenting on his holidays in India and how his “17 year old leftie daughter wants old India back - Calcutta intelligentsia, not Mumbai and Delhi business” or summing up his week at the World Economic Forum in Davos: “All meetinged out, countries and companies becoming like one. Optimism up - slow recovery under way and EBRD help wanted.” The Indian-born banker definitely deserves more followers and to be verified.



Suma Chakrabarti

@ebrdsuma

President of the European Bank for Reconstruction and Development

Tweet analytics (as of February 2015)

Tweets: 180

Following: 34

Followers: 1,179

Listed: 79

Joined Twitter: 07/11/2012

Tweets/day: 0.19

Retweets: 2%

Replies/Tweet: 0.11

Tweets retweeted: 0.59

Average of
retweets: 2.71

First tweet



Suma Chakrabarti

@ebrdsuma

Follow

Magic week - brill visits to Russia/Bulgaria, talking reform in both countries, seeing EBRD projects. Loved staff engagement. More please.

2:01 AM - 21 Jul 2012

1 RETWEET

Most popular tweet



Suma Chakrabarti

@ebrdsuma

Follow

Istanbul for first Annual Meeting as EBRD President. All eyes on growth and what we and others can do to lift the numbers in our countries.

10:12 PM - 8 May 2013

13 RETWEETS

ECB

Befitting a bank, the official Twitter account of the European Central Bank is very formal in style and rarely retweets, @mentions, @replies or engages with other Twitter users. The @ECB account rarely posts photos, videos nor hashtags. However 94% of its tweets are retweeted and on average 16 times. The account was set up on 19 October 2009 when Jean-Claude Trichet was President of the ECB. @ECB tweets on average 3.8 times a day, mainly official news, working papers, and statements from its President Mario Draghi and senior leadership as well as regular job ads. Among its most popular tweets is the warning that “the @MarioDraghiECB is fake and NOT an official account of the ECB president”. The account has since been suspended. It’s most retweeted tweet is the announcement about Quantitative Easing in the Eurozone made on 22 January 2015.



ECB

@ecb

The European Central Bank is the central bank for Europe's single currency, the euro. Its main task is to maintain the euro's purchasing power.

Tweet analytics (as of February 2015)

Tweets: 4,798

Following: 59

Followers: 193,236

Listed: 3,849

Joined Twitter: 10/18/2009

Tweets/day: 3.83

Retweets: 2%

Replies/Tweet: 0.05

Tweets retweeted: 0.94

Average of
retweets: 16.8

First tweet



ECB ✓
@ecb

Follow

447,000 counterfeit euro banknotes (on a total of 12.8 billion) withdrawn from circulation, 8% more than during H1 2009 <http://bit.ly/8ZcyCf>

1:10 AM - 12 Jan 2010

Most popular tweet



ECB ✓
@ecb

Follow

Draghi: Combined monthly purchases will be €60 billion, to be carried out at least until end-Sept 2016

2:40 PM - 22 Jan 2015

696 RETWEETS 100 FAVORITES

European Patent Office

The European Patent Organisation, based in Munich, set up its Twitter account on 6 April 2009 and is tweeting on average three times per day. #Inventor, #Innovation, and #Patent are among its most used hashtags on the @EPOorg account as well as the hashtag for the annual European Inventor Award #eia14. The account often repeats tweets with different angles but the same stock picture or video. The organisation which boasts 7,000 staff across Europe has also a specific Twitter account for job openings @EPOjobs.



EuropeanPatentOf...

@EPOorg

The official European Patent Office Twitter account.

Tweet analytics (as of February 2015)

Tweets: 4,699

Following: 671

Followers: 14,360

Listed: 555

Joined Twitter: 04/06/2009

Tweets/day: 3.06

Retweets: 20%

Replies/Tweet: 0.05

Tweets retweeted: 0.68

Average of
retweets: 4.68

First tweet



EuropeanPatentOffice

@EPOorg

 Follow

Welcome to the Twitter Channel for the European Inventor of the Year 2009. More Info about the event at <http://is.gd/q3gy> #EPO #IOY09

10:00 AM - 6 Apr 2009

Most popular tweet



EuropeanPatentOffice

@EPOorg

 Follow

Christofer Toumazou, winner of the European Inventor Award 2014 cc
[@dna_electronics](#) [@imperialcollege](#) [#EIA14](#)

11:57 AM - 17 Jun 2014

44 RETWEETS 8 FAVORITES

ESA

The European Space Agency (ESA) tweets in English (@ESA), French (@ESA_fr), Italian (@ESA_Italia), Spanish (@ESA_es), German (@ESA_de), Dutch (@ESA_nl), Greek (@ESA_Hellas) and Romanian (@ESA_Romania) and lists 43 Twitter accounts as well as 10 astronauts on its Twitter lists. @ESA is particularly active with more than 18 tweets per day and the account is also among the most conversational of all international organisations analysed, as 22% of its tweets are @replies to other Twitter users. Forty-five percent of its tweets are retweets mainly of European astronauts on Twitter such as @AstroSamantha currently orbiting the Earth. The account is worth following for its stunning pictures of our planet taken from the International Space station, which are tagged #ISS and #EarthFromSpace. Its most popular tweet was the landing of the Philae Lander @Philae2014 on comet 67P and not surprisingly #CometLanding has become the most used hashtag on the @ESA account.



ESA

@esa

European Space Agency, keeping you posted on European space activities.

Tweet analytics (as of February 2015)

Tweets: 20,956

Following: 608

Followers: 332,571

Listed: 8,101

Joined Twitter: 02/20/2009

Tweets/day: 18.6

Retweets: 45%

Replies/Tweet: 0.22

Tweets retweeted: 0.42

Average of
retweets: 53.22

First tweet



ESA 
@esa

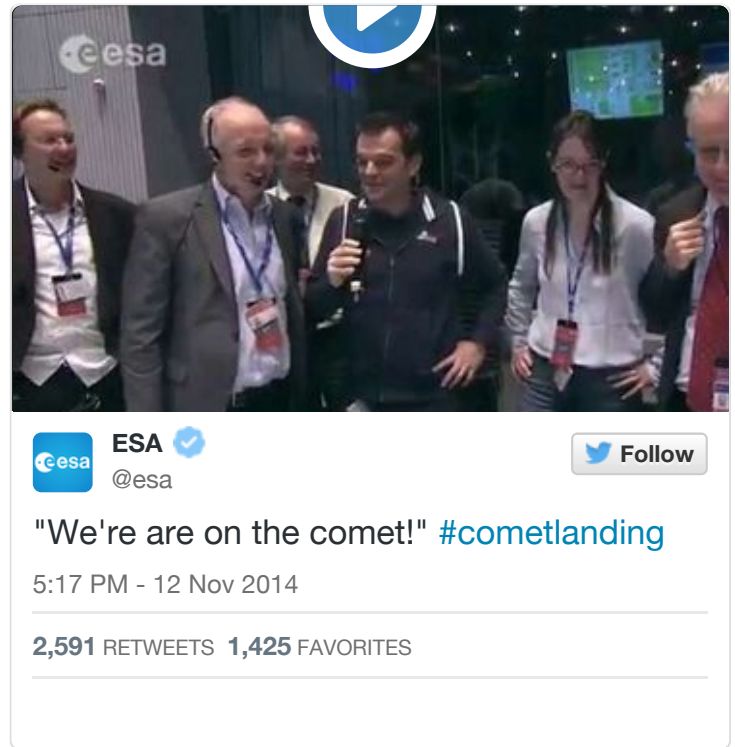
 **Follow**

Planck follows Herschel to launch site:
Planck, ESA's microwave observatory
that will study the relic radiation ..
<http://tinyurl.com/cuh3wu>

11:40 AM - 21 Feb 2009

1 RETWEET

Most popular tweet



EUROCONTROL

@Eurocontrol, the Twitter account of the European Organisation for the Safety of Air Navigation came to worldwide fame on 14 April 2010 when it masterfully handled the fallout of Iceland's Eyjafjallajökull volcano eruption, which closed 77% of European airspace, grounding 100,000 aircraft. With phone lines jammed and the website too difficult to update Eurocontrol's social media manager took to Twitter to send updates about the ash cloud using the #ashtag. The number of followers shot up from a mere 200 to over 7,000 by the end of the week. Today the account still tweets mainly about #flightdelays its most prominent hashtag. The account is highly conversational as 31% of its tweets are @replies to Twitter users, providing answers and updates about the weather conditions and possible delays. @Eurocontrol maintains 20 useful Twitter lists including a list of all the airports and airlines on Twitter. The account tweets on average three times a day and its most popular tweet was the news of the Etna volcano eruption on 5 January 2012, which was retweeted 337 times.



EUROCONTROL

@eurocontrol

The European Organisation for the Safety of Air Navigation. We keep you informed on the air traffic situation in Europe and on developments in ATM.

Tweet analytics (as of February 2015)

Tweets: 12,221

Following: 506

Followers: 70,562

Listed: 2,446

Joined Twitter: 08/11/2009

Tweets/day: 3.59

Retweets: 14%

Replies/Tweet: 0.31

Tweets retweeted: 0.56

Average of
retweets: 13.15

First tweet



EUROCONTROL ✓

@eurocontrol

Follow

2nd invitation for best and binding offers for SESAR Joint Undertaking: On 9 July 2009, a second invitation..
<http://bit.ly/351LVU>

12:11 PM - 21 Oct 2009

Most popular tweet



EUROCONTROL 

@eurocontrol

 Follow

Etna has erupted. No significant impact yet but some flights may be rerouted to avoid ash ow.ly/8iSq5

11:01 AM - 5 Jan 2012

337 RETWEETS **12** FAVORITES

FAO Newsroom

The Food and Agriculture Organisation (@FAOnews) is a champion of following other Twitter users. The Rome-based organisation follows more than 63,000 other Twitter users, the result of an earlier auto-follow policy, which meant the account automatically followed everyone back. @FAOnews is also among the most active with more than 18,000 tweets since its debut on 28 January 2009. @FAOnews sends more than eight tweets a day on average, providing regular updates and information about its activities. The organisation rarely @replies its followers, but does mention other Twitter users including its Director General @GrazianoDaSilva. FAO maintains five Twitter lists including a list with 80 regional and sector-specific FAO accounts.



FAO Newsroom

@faonews

News & info from the Food & Agriculture Organization of the United Nations (FAO, aka #UNFAO), the UN agency that leads international efforts to defeat hunger.

Tweet analytics (as of February 2015)

Tweets: 18,973

Following: 63,954

Followers: 149,463

Listed: 3,804

Joined Twitter: 01/28/2009

Tweets/day: 8.56

Retweets: 21%

Replies/Tweet: 0.02

Tweets retweeted: 0.77

Average of
retweets: 11.6

First tweet



FAO Newsroom

@FAOnews

 Follow

Race against time in Liberian Armyworms plague - Moths could spell new disaster: <http://www.fao.org/news/story/en/item/9919/icode/>

9:36 AM - 29 Jan 2009

Most popular tweet



2015
International
Year of Soils



FAO Newsroom

@FAOnews



Happy new year! Did you know, 2015 is the
Int'l Year of Soils – find out more
buff.ly/1Hvvd0O #IYS2015

10:27 AM - 1 Jan 2015

241 RETWEETS **104** FAVORITES

Graziano da Silva

Graziano da Silva, the Director General of FAO, tweets mainly in English but also in Spanish, Portuguese, French and Italian on the same account. #FoodSecurity, #Hunger, #Nutrition and #hambre (Spanish for hunger) are among his most used hashtags. The account is managed by his staff and he has only signed few tweets with his initials JGS since starting on Twitter in November 2010, including one on the day he became FAO director general: "Thank you for all the Happy New Year messages and wishing you all a great 2012 back. Work has already started.-JGS". @GrazianodaSilva's most popular tweet is in Spanish stating: "We cannot afford to waste one third of the food produced when 870 million people go hungry".



Graziano da Silva

@grazianodasilva

#UNFAO Director-General.

Candidate for re-election

(grazianodasilva.org) Committed to working in partnership to reach a hunger-free and sustainable world.

Tweet analytics (as of February 2015)

Tweets: 5,370

Following: 334

Followers: 7,130

Listed: 259

Joined Twitter: 11/02/2010

Tweets/day: 6.76

Retweets: 1%

Replies/Tweet: 0.03

Tweets retweeted: 0.71

Average of
retweets: 3.19

First tweet



Graziano da Silva

@grazianodasilva

Follow

Política de Mercado de Trabajo y Pobreza Rural. Una muy buena publicación de FAO
<http://tinyurl.com/2vatu3k>

5:59 PM - 24 Nov 2010

2 RETWEETS 1 FAVORITE

Most popular tweet



Graziano da Silva

@grazianodasilva

Follow


No podemos permitir q se desperdicie 1/3 de la comida producida cuando 870 millones de personas pasan hambre -
ow.ly/22Eh6c

11:45 AM - 11 Sep 2013

47 RETWEETS 5 FAVORITES

G20 Turkey

Since 2009 the countries leading the G20 meeting have created Twitter accounts for their respective presidency with carrying results (@G20blog, @G20SeoulSummit, @SeoulSummit, @FranceG20, @G20Mexico, @G20rus, @G20Russia_rus, @G20Australia). The Turkish authorities have created an English (@G20Turkey2015) and a Turkish language Twitter account (@G20turk) in 2014 which have yet to garner a sizeable following. @G20Turkey2015 tweets on average every three days and its tweets are retweeted on average 16 times.



G20 Turkey


@G20Turkey2015



Official account of the Turkish Presidency of the Group of 20 (G20)


Tweet analytics (as of February 2015)

Tweets:	11
Following:	3
Followers:	548
Listed:	8
Joined Twitter:	08/13/2014
Tweets/day:	0.27
Retweets:	0%
Replies/Tweet:	
Tweets retweeted:	1
Average of retweets:	16.27

First tweet



**G20 Turkey** 
@G20Turkey2015



Turkey assumes #G20 Presidency. Deputy PM Babacan's Press Conference;
bit.ly/13BzeDO

4:46 PM - 24 Dec 2014

9 RETWEETS 6 FAVORITES

Most popular tweet



G8 Presidency

The @G8 Twitter account was registered in December 2012 and started to tweet on 2 January 2013, when the UK assumed the rotating presidency of the gathering of the eight leaders of the world's biggest economies. The account was particularly active during the two day annual summit held 17-18 June 2013 at Lough Erne, Northern Ireland. The account which was supposed to be handed to the Russian 2014 G8 Presidency but since Moscow's membership was suspended in 2014 it is dormant since the end of 2013 and there is no Twitter account for the G7. While active the @G8 sent on average one tweet per day highlighting #Trade, #Tax, #Transparency.



G8 Presidency

@G8

Official channel for the G8 Presidency

Tweet analytics (as of February 2015)

Tweets:	374
Following:	931
Followers:	7,048
Listed:	179
Joined Twitter:	12/12/2012
Tweets/day:	0.49
Retweets:	28%
Replies/Tweet:	0.01
Tweets retweeted:	0.68
Average of retweets:	13.38

First tweet



G8 Presidency 
@G8

 Follow

The UK has assumed the G8 Presidency for 2013. Find out our Prime Minister's priorities. gov.uk/G8 #G8UK

12:58 PM - 2 Jan 2013

92 RETWEETS 3 FAVORITES

Most popular tweet



G8 Presidency 
@G8

 Follow

The UK has assumed the G8 Presidency for 2013. Find out our Prime Minister's priorities. gov.uk/G8 #G8UK

12:58 PM - 2 Jan 2013

92 RETWEETS 3 FAVORITES

The Global Fund

HIV AIDS, Malaria and TB are the key hashtags on the @GlobalFund's Twitter stream set up on 24 April 2009. The Fund tweets on average more than once a day, posting pictures, videos, interesting facts and links to suggested articles on the key issues the organisation aims to fight. 28% of its tweets are retweets of other news sites and NGOs. Its most popular hashtag to date is #TheBigPush, a campaign initiated by the Fund in partnership with the Huffington Post to end Mother-to-Child HIV Transmission. In September 2013 the Fund's Thunderclap campaign to “#BeTheGeneration to defeat AIDS, TB & malaria” reached a global audience of 100 million people through the support of its most influential followers.

THE
GLOBAL
FUND

The Global Fund

@globalfund

Official Twitter account of The Global Fund to Fight AIDS, Tuberculosis and Malaria - We can #BeTheGeneration to defeat these diseases [Instagram.com/globalfund](https://www.instagram.com/globalfund)

Tweet analytics (as of February 2015)

Tweets: 2,613

Following: 3,444

Followers: 112,948

Listed: 1,946

Joined Twitter: 04/24/2009

Tweets/day: 1.24

Retweets: 28%

Replies/Tweet: 0.06

Tweets retweeted: 0.64

Average of
retweets: 7.93

First tweet

THE
GLOBAL
FUND

The Global Fund 
@GlobalFund

 Follow

A Global Fund twitter account...

6:15 PM - 27 Apr 2009

1 RETWEET 1 FAVORITE

Most popular tweet



AM YANGKA, BHUTAN

ONE OF THE FIRST TB PATIENTS AM YANGKA CARED FOR AS A COMMUNITY HEALTH WORKER HAPPENED TO BE HER OWN FATHER-IN-LAW.

THEGLOBALFUND.ORG

The Global Fund 
@GlobalFund

 Follow

Today is [#WorldHumanitarianDay](#). Thank you to every person who dedicates their lives to the service of others

3:36 PM - 19 Aug 2014

463 RETWEETS **760** FAVORITES

Greenpeace

Greenpeace was the first international organisation on Twitter, setting up its account on 4 April 2007 and the organization has been particularly active with an average of 24 tweets per day. The @Greenpeace Twitter account is among the ten most effective Twitter accounts of the organisations analyzed, garnering 93 retweets for every tweet. The account is also highly conversational with 14% of the tweets being @replies to their followers. #ClimateChange and #SaveTheArctic are the most prominent hashtags on the account which consistently uses pictures to rally its followers to its campaigns and to promote its causes. @Greenpeace often retweets its regional accounts as well as the Twitter account of its Executive Director @KumiNaidoo. The account also maintains ten Twitter lists including a list of their 118 staff on Twitter.



Greenpeace

@greenpeace

We're an independent global campaigning organisation acting to change attitudes and behavior, to protect the environment and promote peace.

Tweet analytics (as of February 2015)

Tweets: 23,602

Following: 3,435

Followers: 1,253,723

Listed: 15,662

Joined Twitter: 04/04/2007

Tweets/day: 23.94

Retweets: 37%

Replies/Tweet: 0.14

Tweets retweeted: 0.54

Average of
retweets: 92.69

First tweet



Greenpeace 
@Greenpeace

 Follow

lovin' forests <http://tinyurl.com/62enq3>

12:31 AM - 16 Aug 2008

1 RETWEET 1 FAVORITE

Most popular tweet



Kumi Naidoo

Greenpeace's International Executive Director, Kumi Naidoo is among the ten most effective heads of international organisations on Twitter as his tweets are retweeted on average 24 times. @KumiNaidoo is also among the most active leaders with more than seven tweets a day on his Twitter account, which he opened on 2 February 2009. He often retweets other Greenpeace tweets (44%) but he is hardly conversational with only 3% of tweets being @replies. However in August 2013 he organized an Ask Me Anything session on Reddit: "Want to ask me what it's like working as Executive Director of @Greenpeace? <http://on.fb.me/16uSiS6> @reddit_AMA pic.twitter.com/0x2aZXxFtT" and in October 2013 he joined a Google+ hangout to answer questions about the 30 activists detained in Russia.



Kumi Naidoo

@kuminaidoo

Activist. Speaking truth to power.
Greenpeace International Executive Director. Tweets by Kumi and his team.

Tweet analytics (as of February 2015)

Tweets: 7,598

Following: 1,595

Followers: 30,408

Listed: 1,149

Joined Twitter: 02/02/2009

Tweets/day: 7.51

Retweets: 44%

Replies/Tweet: 0.03

Tweets retweeted: 0.53

Average of
retweets: 24.23

First tweet



Kumi Naidoo

@kuminaidoo

Follow

I've joined Greenpeace to take climate action alongside courageous activists like those in Indonesia: <http://bit.ly/one5th>
#F4C #cop15

4:50 PM - 19 Nov 2009

4 RETWEETS

Most popular tweet



Kumi Naidoo

@kuminaidoo

Follow

Bring Back Nigeria's 200 Missing School Girls. PETITION Pls Sign and RT.
#BringBackOurGirls
change.org/en-GB/petition...

11:21 AM - 8 May 2014

545 RETWEETS 162 FAVORITES

Human Rights Watch

Human Rights Watch (@HRW) is the most active of all the organisations analyzed in our study, posting on average 36 tweets per day. @HRW which joined Twitter on 8 May 2008 is also among the 10 most effective organisations with 71 retweets per tweet and it is the sixth most followed international organisation. Three quarters of its tweets are retweets mainly of its Executive Director @KenRoth, its European Media Director @ASTroehlein, its German Director @WenzelMichalski and its EU Director @LotteLeicht1.



Human Rights Watch

@hrw

HRW provides timely information about #humanrights crises in 90+ countries. Curated by @jimmurphysf & @astroehlein Staff list: twitter.com/hrw/lists/our-...

Tweet analytics (as of February 2015)

Tweets: 29,049

Following: 7,897

Followers: 1,639,083

Listed: 16,106

Joined Twitter: 05/08/2008

Tweets/day: 36.4

Retweets: 75%

Replies/Tweet: 0

Tweets retweeted: 0.25

Average of
retweets: 71.62

First tweet



Human Rights Watch

@hrw

Follow

Human Rights Watch released the 19th World Report. Read more:
<http://www.hrw.org/world-report-2009>

6:36 PM - 16 Jan 2009

4 RETWEETS 8 FAVORITES

Most popular tweet



Human Rights Watch

@hrw

Follow

#JeSuisCharlie hrw.org/the-day-in-hum...
by @TheMagnusShaw

12:26 AM - 8 Jan 2015

1,375 RETWEETS 801 FAVORITES

Kenneth Roth

The Executive Director of Human Rights Watch @Kenneth Roth has been on Twitter since 3 December 2008. He is the most active of all the heads of international organisations with an average of 25 tweets per day and his is the second most effective, garnering 69 retweets for every tweet sent. Not surprisingly he has become the fifth most followed leader of an international organization. #Egypt, #Syria, #ISIS and #China are the most used hashtags on his account. Interestingly @KenRoth rarely retweets, @mentions nor @replies his followers.



Kenneth Roth

@KenRoth

Executive Director, Human Rights Watch

Tweet analytics (as of February 2015)

Tweets: 30,251

Following: 693

Followers: 97,088

Listed: 2,774

Joined Twitter: 12/03/2008

Tweets/day: 24.86

Retweets: 8%

Replies/Tweet: 0

Tweets retweeted: 0.92

Average of
retweets: 69.36

First tweet



Kenneth Roth ✓

@KenRoth

 Follow

Here's my quickie analysis of how Obama is doing on human rights:
<http://www.npr.org/templates/story/story.php?storyId=122764163>

10:28 PM - 20 Jan 2010

1 FAVORITE

Most popular tweet



Kenneth Roth ✓

@KenRoth

 Follow

[#China](#) shuts down Instagram to prevent mainlanders from seeing images like this from Hong Kong trib.al/QeBsfFE

1:26 AM - 29 Sep 2014

6,338 RETWEETS **2,023** FAVORITES

Inter-American Development Bank

The Inter-American Development Bank tweets in English (@the_IDB), Portuguese (@bidbr) and Spanish @el_BID to a mainly Latin-American audience of. It is therefore no surprise that its Spanish account is the most popular, with nine times more followers than the English account. The @el_BID account is prolific with twelve tweets per day most of which link to the website and showcase innovative approaches by finance institutions to social development in Latin America and the Caribbean. The account consistently retweets and @mentions others mainly its President, Luis Alberto Moreno (@MorenoBID) and mentions other sectorial BID accounts such as @BIDSPH, @BID_Ciudades, @BID_Idear, @BID_Igualdad, and @BID_urbano.



el BID

@el_BID

Conocimiento para una mejor calidad de vida - Banco Interamericano de Desarrollo.

Tweet analytics (as of February 2015)

Tweets: 16,117

Following: 212

Followers: 217,261

Listed: 1,555

Joined Twitter: 12/31/2008

Tweets/day: 12.01

Retweets: 5%

Replies/Tweet: 0.03

Tweets retweeted: 0.94

Average of retweets: 12.38

First tweet



Follow

BID celebra su 50 Aniversario. Vea la agenda de las actividades de la Asamblea Anual
<http://tinyurl.com/cwgp2b>

11:46 PM - 5 Mar 2009

Most popular tweet



Luis Alberto Moreno

The president of the Inter-American Development Bank, Luis Alberto Moreno is the sixth most followed and the fifth most effective head of an international organisation on Twitter, considering that his tweets are retweeted and on average more than 35 times. @MorenoBID, joined Twitter on 31 May 2012 and tweets mainly in Spanish with occasional tweets in English. In his first tweet @MorenoBID asked his followers to “Join me and get to know people and ideas that transform Latin America and the Caribbean.” The former Colombian diplomat tweets on average a little bit more than once a day, but almost never retweets or @replies to other Twitter users. The account frequently quotes major news-outlets such as El Pais, The New York Times, The Economist, the Financial Times and the Wall Street Journal. Besides these quotes, @MorenoBID tweets facts and figures relevant to the region.



Luis Alberto Moreno

@MorenoBID

Mis encuentros con personas, ideas y proyectos que están transformando a América Latina y el Caribe.

Tweet analytics (as of February 2015)

Tweets: 1,363

Following:	91
Followers:	82,728
Listed:	511
Joined Twitter:	05/31/2012
Tweets/day:	1.42
Retweets:	2%
Replies/Tweet:	0
Tweets retweeted:	0.98
Average of retweets:	35.83

First tweet



Luis Alberto Moreno


@MorenoBID



Acompáñenme a conocer la gente y las ideas que están transformando a América Latina y el Caribe.

8:24 PM - 18 Jun 2012

15 RETWEETS
1 FAVORITE

Most popular tweet



Firearm Homicides per 100,000

1
10
100

Map by Zara Matheson, Martin Prosperity Institute
Data Source: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6015a1.htm>
<http://www.guardian.co.uk/news/datablog/2012/jul/22/gun-homicides-ownership-world-map>



Luis Alberto Moreno


@MorenoBID



Sorprendente mapa compara la tasa de homicidios de ciudades en EEUU con la de varios países en LAC

3:55 AM - 14 Jan 2015

668 RETWEETS
252 FAVORITES

IAEA

#Japan, #Nuclear, and #Fukushima are among the top hashtags on the Twitter account of the International Atomic Energy Agency set up on 23 January 2009. Some of the agency's most retweeted tweets are about the situation at the Fukushima Daiichi nuclear plant, which exploded on 11 March 2011 after the Great East Japan Earthquake and tsunami. @IAEAorg tweets on average once a day, but rarely @mentions or @replies to other Twitter users. The Vienna-based UN agency uses the account to broadcast updates and news about its activities, without interacting or engaging with its followers. A fifth of its tweets are retweets of other IAEA departments such as the Nuclear Energy Department (@IAEANE), the Technical Cooperation Programme (@IAEATC) the Incident and Emergency Centre (@IAEAIEC), its Research Reactor Section (@IAEARR), the Nuclear Sciences and Applications Department (@IAEANA), and its International Nuclear Information System (@INISsecretariat).



IAEA

@iaeaorg

The latest news and updates from the International Atomic Energy Agency (IAEA).

Tweet analytics (as of February 2015)

Tweets: 2,820

Following: 174

Followers: 66,455

Listed: 3,009

Joined Twitter: 01/23/2009

Tweets/day: 1.28

Retweets: 21%

Replies/Tweet: 0.01

Tweets retweeted: 0.61

Average of
retweets: 14.63

First tweet



IAEA ✓
@iaeaorg


 **Follow**

New web story: A Pest That Knows No Borders
<http://www.iaea.org/NewsCenter/News/2009/pestnoborders.html>

9:30 AM - 23 Jan 2009

1 FAVORITE


Most popular tweet



Climate Change: a U.N. Report


On March 31, the Intergovernmental Panel on Climate Change reported that heat waves and heavy rains are intensifying, ice caps are melting, sea ice is disappearing, water supplies are being stressed, coral reefs are dying and fish and many animals are migrating toward the poles or going extinct.

The 7 key findings




WATER

Changing precipitation or melting snow and ice are altering hydrological systems, affecting water quantity and quality.




GLACIERS and PERMAFROST

Shrinking glaciers are affecting water resources. Permafrost is warming and thawing in high-latitude and high-elevation regions.




ANIMALS

Many terrestrial, freshwater, and marine species shifted their geographic ranges, activities, migration patterns, abundances, and species interactions.




CROPS

Wheat and maize yields for many regions have been hurt. Effects on rice and soybeans have been smaller. Food and cereal prices have periodically spiked following specific climate extremes.




HEALTH

Impact on human illness has been relatively small, though there has been greater heat-related mortality and less cold-related mortality in some regions.



NATURAL DISASTERS

Heat waves, droughts, floods, cyclones, and wildfires reveal significant vulnerability of some ecosystems to climate variability.





ECONOMICS


The poor are impacted more severely due to increased food prices, destruction of homes in vulnerable regions and loss of jobs related to climate. Insurance costs are expected to rise. Large and costly risk reduction initiatives and construction will tax financial resources. Poverty and hunger hotspots are expected to increase.

Produced by SwitchYard Media

Source: Intergovernmental Panel on Climate Change



IAEA 
@iaeaorg



Today is #EarthDay, read how the #IAEA monitors the #environment: ow.ly/w1jLH

12:40 PM - 22 Apr 2014

333 RETWEETS **125** FAVORITES

Int'l Criminal Court

The International Criminal Court, based in The Hague is on Twitter since 31 July 2009 and is one of the few international organisations not following any other Twitter user. The @IntlCrimCourt Twitter account is mainly used to broadcast its verdicts and hearings, including a weekly tweet review of its activities. The account has never sent a single @reply, nor does it retweet or @mention other Twitter users, however it does tweet YouTube video recordings of the public hearings in the Hague. The @IntlCrimCourt tweets in English and French on the same Twitter account, which can be confusing for followers who only speak one of the two official languages. However the court is quite successful as 96% of its tweets are retweeted and on average 17 times.



Int'l Criminal Court

@IntlCrimCourt

International Criminal Court (ICC)-
Cour pénale internationale (CPI): to
end impunity for war crimes, crimes
against humanity and genocide

Tweet analytics (as of February 2015)

Tweets: 1,752

Following: 0

Followers: 124,680

Listed: 1,727

Joined Twitter: 07/31/2009

Tweets/day: 0.87

Retweets: 0%

Replies/Tweet: 0

Tweets retweeted: 0.96

Average of
retweets: 17.55

First tweet



Int'l Criminal Court

@IntlCrimCourt

 Follow

The test tweet

11:50 AM - 31 Jul 2009

1 RETWEET

Most popular tweet



Int'l Criminal Court

@IntlCrimCourt

 Follow

The Prosecutor of the #ICC Fatou
Bensouda opens a preliminary
examination of the situation in Palestine
icc-cpi.int/en_menus/icc/p...

4:13 PM - 16 Jan 2015

369 RETWEETS 128 FAVORITES

ICRC

The International Committee of the Red Cross tweets on average four times per day in English @ICRC. The Geneva-based organisation also maintains accounts in French @CICR_fr, Spanish @CICR_es, Portuguese @CICV_pt, Arabic @ICRC_ar, Russian @MKKK and German @IKRK as well as a host of spokesperson accounts. More than a third of its tweets are retweets of other official ICRC accounts namely its President @PMaurerICRC and its Director General @YDaccordICRC, and its Head of Operations for the Middle East @RMardinilCRC. #Syria, #SouthSudan, #CAR (Central African Republic), #Ukraine, and #Mali are the most used hashtags on the Twitter account which was created on 26 October 2009. The account has a steady flow of tweets mainly comprising of news updates with links to its official website, as well as pictures and mentions of donors and its is fairly effective with 23 retweets per tweet.



ICRC

@icrc

International Committee of the Red Cross ensuring humanitarian protection and assistance for victims of war and other situations of violence.

Tweet analytics (as of February 2015)

Tweets: 5,802

Following: 249

Followers: 256,379

Listed: 3,090

Joined Twitter: 10/26/2009

Tweets/day: 4.13

Retweets: 36%

Replies/Tweet: 0.04

Tweets retweeted: 0.62

Average of
retweets: 23.06

First tweet



Follow

An ICRC website is available for people seeking to restore contact with relatives following the Haiti earthquake.
<http://bit.ly/6E6d1W>

10:27 PM - 14 Jan 2010

6 RETWEETS

Most popular tweet



ICRC 
ICRC @ICRC

 Follow

We've been told by Russian authorities that an aid convoy is heading to [#Ukraine](#) border. We're not in charge of this convoy at the moment.

2:06 PM - 12 Aug 2014

947 RETWEETS **145** FAVORITES

Peter Maurer

Peter Maurer, the President of the ICRC started his Twitter activity on 4 April 2014. @PMaurerICRC tweets on average every second day, chronicling his meetings with foreign leaders and sharing his observations about today's humanitarian challenges and the ICRC's work around the world. He mentions other Twitter users in every second tweet and is fairly effective as his tweets are retweeted on average 23 times. It is interesting to note that the ICRC managers and spokespersons all have branded Twitter accounts including their name and the ICRC acronym.



Peter Maurer

@PMaurerICRC

President, Int'l Committee of the Red Cross (@ICRC). Passionate about #humanitarian action and its impact on people's lives. Keen jogger. Proud father of 2.

Tweet analytics (as of February 2015)

Tweets: 192

Following: 301

Followers: 4,642

Listed: 139

Joined Twitter: 08/29/2012

Tweets/day: 0.63

Retweets: 16%

Replies/Tweet: 0.06

Tweets retweeted: 0.8

Average of retweets: 23.03

First tweet



Peter Maurer ✓

@PMaurerICRC

Follow

Big step: I'm on Twitter. Follow for tweets about today's #humanitarian challenges and @ICRC's work around the world.

1:01 PM - 4 Apr 2014

57 RETWEETS 37 FAVORITES

Most popular tweet



Peter Maurer ✓

@PMaurerICRC

Follow

I've never seen such massive destruction ever before #Shujaia

11:27 AM - 5 Aug 2014

429 RETWEETS 82 FAVORITES

IEA

The International Energy Agency (@IEA) is fairly prolific with more than seven tweets per day, 16% of which are retweets mainly of its Executive Director Maria van der Hoeven @VanderHoeven_M. Not surprisingly #Energy, #Oil, #Gas, #Electricity, #Coal, and #Renewables are the most common hashtags which the account uses abundantly. The account created on 23 October 2009 makes good use of pictures and infographics garnering an average of 17 retweets per tweet.



IEA

@IEA

The International Energy Agency (IEA) facilitates the global energy dialogue, providing research, statistics & recommendations.

Tweet analytics (as of February 2015)

Tweets: 9,251

Following: 5,214

Followers: 56,058

Listed: 1,928

Joined Twitter: 10/23/2009

Tweets/day: 7.32

Retweets: 16%

Replies/Tweet: 0.03

Tweets retweeted: 0.82

Average of
retweets: 17.1

First tweet



IEA
@IEA

Follow

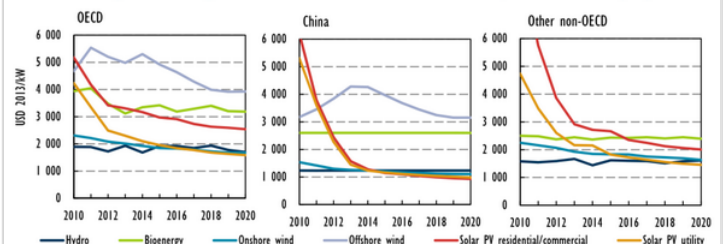
“By any measure, we have a very well supplied market”. Head of the IEA Oil Market Division David Fyfe

5:00 PM - 13 Sep 2010

1 RETWEET 1 FAVORITE

Most popular tweet

Weighted average annual renewable investment costs, historical and projected



Notes: Average unit investment costs are based on gross additions, which include capacity refurbishments that are typically lower cost than new capacity. Costs vary over time due to technology changes as well as where deployment occurs in a given year.



IEA
@IEA

Follow

With #renewable investment costs falling, #solar #wind #hydro are more & more viable options: bit.ly/MTREMR14

1:12 PM - 29 Aug 2014

817 RETWEETS 28 FAVORITES

Maria van der Hoeven

The Executive Director of the International Energy Agency (IEA) @VanderHoeven_M is active on Twitter since 19 January 2014 and tweets on average once per day mainly using the hashtag #energy. 13% of her tweets are retweets and she mentions other users in every second tweet.



Maria van der Hoe...

@VanderHoeven_M

Executive Director of the International Energy Agency: Steering the world towards a more secure, sustainable energy future

Tweet analytics (as of February 2015)

Tweets: 312

Following: 499

Followers: 2,775

Listed: 111

Joined Twitter: 12/19/2013

Tweets/day: 0.81

Retweets: 13%

Replies/Tweet: 0.12

Tweets retweeted: 0.73

Average of
retweets: 7.7

First tweet



Maria van der Hoeven

@VanderHoeven_M

Follow

Welcome new followers! Looking forward to connecting & sharing views of what will and should be in energy.

1:14 PM - 14 Jan 2014 Paris, Ile-de-France, France

3 RETWEETS 4 FAVORITES

Most popular tweet



Maria van der Hoeven

@VanderHoeven_M

Follow

#OPEC to let oil market balance itself. Hard to argue with that.

4:23 PM - 27 Nov 2014 Paris, Ile-de-France, France

53 RETWEETS 11 FAVORITES

IFAD

The International Fund for Agricultural Development (IFAD) started its Twitter adventure on 1 May 2009 and since then has been a very active posting more than seven tweets a day. The @IFADnews account shares news about IFAD activities, agriculture and development related messages including live coverage from IFAD activities, events, missions and stories from the field. @IFADnews is particularly active during live events sending over 100 updates a day. The account has used some innovative tactics on Twitter including live chats with the lead author of IFAD's flagship publication; follower interaction through questions and comments, especially for corporate events and the use of a Twitter wall to live stream tweets during conferences. More than a quarter of its tweets are retweets of other IFAD executives. Among the most mentioned accounts on its Twitter feed are other Rome-based agencies, namely @FAOnews, @WFP and the IFAD President Kanayo Nwanze @knwanze.



IFAD

@ifadnews

IFAD is a specialized agency of the United Nations and an International Financial Institution (IFI)

Tweet analytics (as of February 2015)

Tweets: 15,707

Following: 803

Followers: 37,591

Listed: 983

Joined Twitter: 05/01/2009

Tweets/day: 7.06

Retweets: 27%

Replies/Tweet: 0.08

Tweets retweeted: 0.58

Average of
retweets: 3.62

First tweet



IFAD

@IFADnews

Follow

IFAD approves US\$204.39 million for rural poverty work worldwide
<http://tinyurl.com/cn2t8t> #ifad, #agriculture, #ruralpoverty #un #ifi

1:40 PM - 1 May 2009

Most popular tweet



IFAD

@IFADnews

Follow

Did you know that poor people spend between 50 to 80 per cent of their income on #food? #agr2012 #IFAD
bit.ly/147iju

1:41 PM - 25 Sep 2012

121 RETWEETS 11 FAVORITES

Kanayo Nwanze

IFAD's President Kanayo Nwanze (@knwanze) joined the Twittersphere on 26 January 2010, while at the Annual Meeting of the World Economic Forum in Davos to discuss the reconstruction Haiti after the earthquake: "As I make my way to #Davos, thinking about how to rebuild #Haiti". Kanayo Nwanze tweets on average every second day and not surprisingly #agriculture is among the most used hashtags. Though, his account is not as active as other leaders of international organisations he often tweets about his agenda and institutional travels with a mix of informal pictures from his institutional engagements.



Kanayo Nwanze

@knwanze

I began my second term as IFAD's President on 1 April 2013. A Nigerian national, throughout my professional life I've been an advocate and leader of change.

Tweet analytics (as of February 2015)

Tweets: 914

Following: 386

Followers: 2,854

Listed: 136

Joined Twitter: 01/26/2010

Tweets/day: 0.5

Retweets: 25%

Replies/Tweet: 0.09

Tweets retweeted: 0.5

Average of
retweets: 4.05

First tweet



Kanayo Nwanze

@knwanze

Follow

As I make my way to [#Davos](#), thinking about how to rebuild [#haiti](#)
<http://bit.ly/6u7nHO> [#ifad](#) [#agriculture](#)

4:01 PM - 26 Jan 2010

1 RETWEET

Most popular tweet



Kanayo Nwanze

@knwanze

Follow

To End Hunger in Africa, We Must Put Women at the Center of Agricultural Growth - Forbes onforb.es/12l2Lw4
cc:[@wfp](#) [@unwomen](#) [@faonews](#)

9:13 AM - 13 Dec 2012

[To End Hunger in Africa, We Must Put Women at the Center of Agricul...](#)



Editor's note: Sheila Sisulu is the Deputy Executive Director for Hunger Solutions in the Office of the Executive Director of the World Food Programme. This article was originally written for...

F Forbes @Forbes

50 RETWEETS 4 FAVORITES

IFRC

The International Federation of Red Cross (IFRC) was among the earliest adopters of Twitter, starting on 28 August 2008 with the @Federation Twitter handle. The @Federation tweets on average almost five times per day, but it has far less followers than its sister organisation the @ICRC. The account tweets in English, mainly posting about their activities, tips to deal with natural catastrophes and field stories including a wealth of pictures and videos from the ground. @Federation consistently retweets and mentions other Twitter accounts of other Red Cross and Red Crescent Societies. It maintains eight Twitter lists including a list with Twitter accounts of its 347 members and staff. A quarter of its tweets are retweets, mainly of its staff and its and its Secretary General @As_SylIFRC.



IFRC

@Federation

International Federation of Red Cross and Red Crescent Societies, the world's largest humanitarian network.

Tweet analytics (as of February 2015)

Tweets: 9,332

Following: 849

Followers: 56,105

Listed: 1,673

Joined Twitter: 08/28/2008

Tweets/day: 4.94

Retweets: 24%

Replies/Tweet: 0.16

Tweets retweeted: 0.64

Average of
retweets: 12.25

First tweet



IFRC 
@Federation

 Follow

Just created a twitter account

12:06 PM - 28 Aug 2008

Most popular tweet



IFRC 
@Federation

 Follow

We highly condemn the attacks against
[#PalestineRCS](#) ambulances & aid workers
in [#Gaza](#) yesterday bit.ly/WHQMLX

1:02 PM - 26 Jul 2014

366 RETWEETS **100** FAVORITES

Elhadj As Sy

Elhadj As Sy, the Secretary General of the IFRC started his Twitter activity @As_SyIFRC on 8 August 2014, but only tweets intermittently. Almost a third of his tweets are retweets namely of the @Federation and other Red Cross officialss, especially during the World Economic Forum annual meetings in Davos in 2015 Almost a third of his tweets are retweets namely of the @Federation and other Red Cross officials and the most used hashtag is #ebola.



Elhadj As Sy

@As_SyIFRC

Secretary General of the @Federation. Working to respond to the needs of vulnerable people & build their #resilience to cope with hazards around the world.

Tweet analytics (as of February 2015)

Tweets: 113

Following: 40

Followers: 729

Listed: 16

Joined Twitter: 08/08/2014

Tweets/day: 0.64

Retweets: 31%

Replies/Tweet: 0.13

Tweets retweeted: 0.61

Average of
retweets: 8.48

First tweet



Elhadj As Sy

@As_SyIFRC

Follow

As of today I'm officially on Twitter, adding to the global voice on behalf of the people that @Federation serves across the world.

6:38 PM - 8 Aug 2014

16 RETWEETS 8 FAVORITES

Most popular tweet



Elhadj As Sy

@As_SyIFRC

Follow

Should the world be "very worried" about #Ebola? No. We must be prepared w/out panic, stigma & intervene where it matters, at the epicentre

7:17 AM - 28 Oct 2014

35 RETWEETS 11 FAVORITES

ILO

The International Labour Organisation (ILO) tweets in English (@ILO), Spanish (@OITnoticias) and French (@OITinfo) and maintains a list of 20 country offices on its Twitter list. The @ILO account started as @ILOnews on 30 August 2011 and tweets on average five times per day. The @ILO Twitter stream often gives a #redcard to #ChildLabour the key topic on its Twitter stream. The account also repeats tweets several times over the span of a week to get in front of more eyeballs in different time zones. Three quarters of its tweets are retweeted with an average 12 retweets per tweet. A fifth of the tweets are retweets namely of the Director General @GuyRyder and other ILO staff. The Geneva-based organisation also has a secondary Twitter account, @ILO_IPEC, which focuses solely on the work of the International Programme on the Elimination of Child labour and which was set up in 2009 on the occasion of the World Day Against Child Labour.



ILO

@ilo

Official twitter account of the International Labour Organization: Promoting jobs and protecting people since 1919.

Tweet analytics (as of February 2015)

Tweets: 4,891

Following: 1,150

Followers: 48,729

Listed: 1,006

Joined Twitter: 08/30/2011

Tweets/day: 5.06

Retweets: 21%

Replies/Tweet: 0.05

Tweets retweeted: 0.74

Average of
retweets: 12.7

First tweet



ILO @ilo

Follow

World Congress on Safety and Health at
Work - www.ilo.org/oshcongress2011

9:51 AM - 6 Sep 2011

1 RETWEET

Most popular tweet



ILO 
@ilo

 **Follow**

Congratulations to Nobel Peace Laureate Kailash Satyarthi, a true champion in the fight to end child labour.

12:55 PM - 10 Oct 2014

1,230 RETWEETS **689** FAVORITES

Guy Ryder

The ILO Director General Guy Ryder sent his first tweet the day he took office on 1 October 2012 highlighting the many challenges and opportunities on his new role as Director General of the International Labour Organisation. The @GuyRyder account, managed by the Department of Communication, is not very active with only one tweet every other day and Guy Ryder has personally signed only 21 tweets with his initials ^GR. The account chronicles the activities of the Director General at various international fora as well as his media appearances.



Guy Ryder

@GuyRyder

Director-General of the International Labour Organization. This account is run by @ILO's Department of Communication. Tweets by the Director-General signed ^GR.

Tweet analytics (as of February 2015)

Tweets:	383
Following:	206
Followers:	3,839
Listed:	149
Joined Twitter:	09/19/2012
Tweets/day:	0.45
Retweets:	12%
Replies/Tweet:	0.02
Tweets retweeted:	0.83
Average of retweets:	8.81

First tweet



Guy Ryder

@GuyRyder



First day as the #ILO's Director-General: I think we've got a lot of challenges ahead of us, but enormous opportunities too.

11:25 AM - 1 Oct 2012

5 RETWEETS

Most popular tweet



Guy Ryder

@GuyRyder



Immensely saddened at the deaths of miners in Turkey. @ILO is ready to provide support to ensure safety of workers. bit.ly/Qlvr0W

2:14 PM - 14 May 2014

125 RETWEETS 52 FAVORITES

IMF

The global economic crisis has brought the International Monetary Fund (IMF) to the spotlight and in the headlines of all major international news media. The IMF tweets in English (@IMFnews) since 18 March 2009, and in Spanish (@FMInoticias), Arabic @AkhbarAsunduk and in French (@FMIactualites) since 2013. However the language accounts have far less followers than the main account which also sometimes tweets in Russian and Greek. The IMF generally broadcasts its perspective on the international economic outlook. @IMFnews tweets on average four times per day and 87% of its tweets are retweeted, on average 20 times. Activity spikes during the annual meeting of the IMF, when the account live tweets key statements from the discussions, which can also be followed on a special @IMFLive account. Not surprisingly Christine @Lagarde is most often mentioned in the tweets.



IMF

@imfnews

Breaking news and alerts from the International Monetary Fund.

Tweet analytics (as of February 2015)

Tweets: 6,934

Following: 352

Followers: 488,725

Listed: 6,935

Joined Twitter: 03/18/2009

Tweets/day: 4.37

Retweets: 12%

Replies/Tweet: 0.02

Tweets retweeted: 0.87

Average of
retweets: 20.39

First tweet



IMF

@IMFNews

Follow

IMF Overhauls Lending Framework, introduces Flexible Credit Line (FCL) more <http://tinyurl.com/c3g8ql>

7:28 PM - 24 Mar 2009

1 FAVORITE

Most popular tweet

Latest IMF projections

Global growth revised down despite falling oil prices and faster growth in the United States.
(percent change)

	Projections				Difference from October 2014 WEO projections	
	2013	2014	2015	2016	2015	2016
World Output	3.3	3.3	3.5	3.7	-0.3	-0.3
Advanced Economies	1.3	1.8	2.4	2.4	0.1	0.0
United States	2.2	2.4	3.6	3.3	0.5	0.3
Euro Area	-0.5	0.8	1.2	1.4	-0.2	-0.3
Germany	0.2	1.5	1.3	1.5	-0.2	-0.3
France	0.3	0.4	0.9	1.3	-0.1	-0.2
Italy	-1.9	-0.4	0.4	0.8	-0.5	-0.5
Spain	-1.2	1.4	2.0	1.8	0.3	0.0
Japan	1.6	0.1	0.6	0.8	-0.2	-0.1
United Kingdom	1.7	2.6	2.7	2.4	0.0	-0.1
Canada	2.0	2.4	2.3	2.1	-0.1	-0.3
Other Advanced Economies	2.2	2.8	3.0	3.2	-0.2	-0.1
Emerging Market and Developing Economies	4.7	4.4	4.3	4.7	-0.6	-0.5
Commonwealth of Independent States	2.2	0.9	-1.4	0.8	-2.9	-1.7
Russia	1.3	0.6	-3.0	-1.0	-3.5	-2.5
Excluding Russia	4.3	1.5	2.4	4.4	-1.6	-0.2
Emerging and Developing Asia	6.6	6.5	6.4	6.2	-0.2	-0.3
China	7.8	7.4	6.8	6.3	-0.3	-0.5
India	5.0	5.8	6.3	6.5	-0.1	0.0
ASEAN-5 ¹	5.2	4.5	5.2	5.3	-0.2	-0.1
Emerging and Developing Europe	2.8	2.7	2.9	3.1	0.1	-0.2
Latin America and the Caribbean	2.8	1.2	1.3	2.3	-0.9	-0.5
Brazil	2.5	0.1	0.3	1.5	-1.1	-0.7
Mexico	1.4	2.1	3.2	3.5	-0.3	-0.3
Middle East, North Africa, Afghanistan, and Pakistan	2.2	2.8	3.3	3.9	-0.6	-0.5
Saudi Arabia	2.7	3.6	2.8	2.7	-1.6	-1.7
Sub-Saharan Africa	5.2	4.8	4.9	5.2	-0.9	-0.8
Nigeria	5.4	6.1	4.8	5.2	-2.5	-2.0
South Africa	2.2	1.4	2.1	2.5	-0.2	-0.3

Source: IMF, *World Economic Outlook Update*, January 2015.

¹ Indonesia, Malaysia, Philippines, Thailand, and Vietnam.



IMF
@IMFNews

Follow

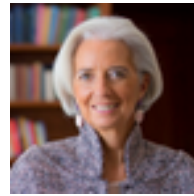
See IMF's updated forecast for the global economy #WEO

5:47 AM - 20 Jan 2015

339 RETWEETS 106 FAVORITES

Christine Lagarde

The IMF's Managing Director, Christine Lagarde joined Twitter on 25 May 2011 when she was still France's Finance Minister and she has quickly become the third most followed head of an international institution. She is also the third most effective leader of an international organisation on Twitter since her tweets are retweeted on average 61 times. @Lagarde only follows nine other accounts, an interesting and select mix including @AriannaHuff, @MelindaGates, @HillaryClinton, Lithuanian President Dalia @Grybauskaite_LT, New York Times columnist @NYTimesDowd, Nobel prize-winning economist Joseph Stiglitz @joestiglitz, and French serial entrepreneur @Loic Le Meur. As part of her bid to become head of the IMF, on 9 June 2011 she answered questions live on Facebook and Twitter. Laconic and direct in her answers, she did not however use the dedicated hashtag #Lagardechat in her tweets, making her replies less easily accessible. @Lagarde's team tweets in English and sometimes in French, maintaining a formal tone. Most tweets revolve around her official visits, speeches and participation in conferences, often on women's issues. Considered one of the most prominent women on the international stage, her tweet on International Women's Day in 2012, advising young women to "educate yourselves, work hard, be brave, and help each other", was retweeted 1,330 times.



Christine Lagarde

@Lagarde

Managing Director of the International Monetary Fund (IMF). Also follow @IMFNews.

Tweet analytics (as of February 2015)

Tweets: 539

Following: 9

Followers: 250,002

Listed: 4,124

Joined Twitter: 05/25/2011

Tweets/day: 0.4

Retweets: 1%

Replies/Tweet: 0.04

Tweets retweeted: 0.89

Average of retweets: 61.74

First tweet



Christine Lagarde
@Lagarde

Follow

Conférence de presse à 11h45. Live tweet à venir

11:41 AM - 25 May 2011

3 RETWEETS 3 FAVORITES

Most popular tweet



Christine Lagarde 

@Lagarde

 Follow

Happy International Women's day. My advice to young women: educate yourselves, work hard, be brave, and help each other.

5:04 PM - 8 Mar 2012

1,336 RETWEETS **136** FAVORITES

IMO

The London-based International Maritime Organisation (@IMOHQ) has been tweeting “to promote safer shipping on cleaner oceans” since 3 August 2010. The main themes on IMO’s Twitter feed are its activities and #maritime issues, with a special focus on the issue of #piracy. @IMOHQ also tweets about other UN programmes and activities such as #rioplus20. The organisation is the third most conversational organisation with almost a third of its tweets being @replies to other Twitter users mainly answering questions about the organisation and its activities and often linking to their website and Facebook page. It has most interactions with @Crewtoo, home of seafarers online and #ThankYouSeaFarers is its most used hashtag.



IMO

@imohq

The latest news from the International Maritime Organization (IMO), the UN agency that leads international efforts to promote safer shipping on cleaner oceans.

Tweet analytics (as of February 2015)

Tweets: 4,559

Following: 1,127

Followers: 25,077

Listed: 525

Joined Twitter: 08/03/2010

Tweets/day: 3

Retweets: 16%

Replies/Tweet: 0.3

Tweets retweeted: 0.58

Average of
retweets: 4.91

First tweet



IMO
@IMOHQ

Follow

I uploaded a YouTube video -- Invaders from the sea (IMO-BBC Documentary)
<http://youtu.be/w9JgAXgiqLQ?a>

5:12 PM - 25 Nov 2010

4 RETWEETS 2 FAVORITES

Most popular tweet



IMO
@IMOHQ

Follow

90% of the world's goods are transported by sea by thousands of unsung heroes - today add your voice to our campaign & RT [#thankyouseafarer](#)

7:05 AM - 25 Jun 2013

96 RETWEETS 6 FAVORITES

INTERPOL

The International Criminal Police Organisation, INTERPOL consistently refers to itself in capital letters in all its tweets and its Twitter profile where it promotes the YouTube channel as well as its website. Interpol uses Twitter to raise awareness of crime around the world, frequently posting content from their website, including global alerts and press releases. The organisation, headquartered in Lyon, France features the mugshots of the most wanted fugitives on its Twitter profile and also maintains a Twitter list with eight sector-specific Twitter accounts including @INTERPOL_EC for environmental crime, @INTERPOL_SPORT to fight corruption in sports, @INTERPOL_Cyber criminality and @INTERPOL_EDU an educational website for teenagers. @INTERPOL_HQ rarely replies to other Twitter users and mainly @mentions its own accounts. The account automatically tweets every time a video is uploaded, favourited or liked on its YouTube channel, making @YouTube the account's most frequent @mention.



INTERPOL

@INTERPOL_HQ

CONNECTING #POLICE FOR A
#SAFERWORLD. #INTERPOL
#TURNBACKCRIME

Tweet analytics (as of February 2015)

Tweets: 2,440

Following: 1,235

Followers: 40,602

Listed: 880

Joined Twitter: 06/25/2009

Tweets/day: 1.19

Retweets: 17%

Replies/Tweet: 0.03

Tweets retweeted: 0.76

Average of
retweets: 9.58

First tweet



INTERPOL

@INTERPOL_HQ

Follow

INTERPOL to work with UN
Peacekeeping to build police capability in
post-conflict countries – see
www.interpol.int

3:26 PM - 25 Jun 2009

4 RETWEETS 1 FAVORITE

Most popular tweet



INTERPOL

@INTERPOL_HQ

 Follow

In 2013 passengers were able to board planes more than a billion times without having their [#passports](#) screened against INTERPOL's databases

1:48 PM - 9 Mar 2014

314 RETWEETS **58** FAVORITES

ITC

The ITC is a subsidiary of the World Trade Organisation (WTO) and the United Nations Conference on Trade and Development (UNCTAD) and provides trade-related technical assistance. #Trade, #Women and #Export are among the most used hashtags on the @ITCnews Twitter account. The Geneva-based organisation started using Twitter on 23 June 2011 and mainly tweets in English and sometimes in French and Spanish. The account tweets three times per day on average, mainly posting about projects and job openings. Almost a third of its tweets are retweets, mainly of its Executive Director @AranchaGlezLaya, its market analysis account @ITC_MktAnalysis, and its trade and environment account @ITCenvironment.



ITC

@ITCnews

ITC's mission is to enable small business #export success in developing and transition-economy countries. ITC is the joint agency of the @UN and the @WTO.

Tweet analytics (as of February 2015)

Tweets: 3,707

Following: 1,245

Followers: 6,002

Listed: 171

Joined Twitter: 06/23/2011

Tweets/day: 3.29

Retweets: 31%

Replies/Tweet: 0.18

Tweets retweeted: 0.49

Average of
retweets: 2.5

First tweet



Follow

ITC to develop 4 projects to connect
SMEs to the tourism industry:
bit.ly/iiFwFd

11:04 AM - 23 Jun 2011

Most popular tweet



Follow

We will not save the world by fashion, but we can support [#women](#) living in extreme [#poverty](#)
rendezvous.blogs.nytimes.com/2012/11/
[@FollowWestwood](#) [@IHTLuxury](#)

10:30 AM - 16 Nov 2012

['We Will Not Save the World by Fashion'](#)

The iconoclastic English fashion designer and environmental activist Vivienne Westwood delivers some hard truths to her high-fashion peers at the IHT Luxury Conference: The Promise of Africa, The...



 **The New York Times** [@nytimes](#)

19 RETWEETS 1 FAVORITE

Arancha Gonzalez

Arancha Gonzalez, the Executive Director of the International Trade Centre set up her Twitter account [@AranchaGlezLaya](#) on 25 November 2012 when she was still at the World Trade Organisation. She tweets on average more than three times per day from her iPad or Blackberry and almost two-thirds of her tweets are retweets, mainly of the [@ITCnews](#) and other international trade and development organisations. Her most used hashtags are [#SMES](#), [#Women](#), [#Trade](#), and [#Africa](#).



Arancha Gonzalez

[@AranchaGlezLaya](#)

Executive Director of the International Trade Centre ([@ITCnews](#)). Passionate about [#AidforTrade](#), SMEs, women economic empowerment and development

Tweet analytics (as of February 2015)

Tweets: 3,003

Following: 749

Followers: 2,091

Listed: 71

Joined Twitter: 11/25/2012

Tweets/day: 3.76

Retweets: 60%

Replies/Tweet: 0.12

Tweets retweeted: 0.22

Average of
retweets: 2.54

First tweet



Arancha Gonzalez

@AranchaGlezLaya

Follow

Catalunya: governar necesitara construir consensos. Ciudadanos no quieren aventuras#Catalunya#25N

11:25 PM - 25 Nov 2012

1 RETWEET

Most popular tweet



Arancha Gonzalez

@AranchaGlezLaya

Follow

Thanks @PaulKagame 4 inspiring speech on entrepreneurship at opening of @wedf @ITCnews committed 2 supporting #Rwanda

11:19 PM - 16 Sep 2014

39 RETWEETS 22 FAVORITES

IOM

#Migrants, #Migration, #MigrationMeans, and #FamilyMigration are the top hashtags on the @IOM_news Twitter account of the International Organisation for Migration, which was established in 1951 as the Intergovernmental Committee for European Migration (ICEM) to help resettle people displaced by World War II. The Geneva-based organisation started its Twitter journey on 27 October 2009 and sends on average more than 13 tweets per day. The account is used to raise awareness of migration and to spread a positive image of migrants. More than a third of its tweets are retweets mainly of its UN office @IOMatUN and other IOM offices around the world. The account often @mentions its director general @DGIOM. The IOM maintains a Twitter list with the Twitter handles of 66 other IOM offices worldwide.



IOM

@IOM_news

The official Twitter account for the International Organization for Migration (IOM). Retweets are not endorsements.

Tweet analytics (as of February 2015)

Tweets: 8,229

Following: 925

Followers: 24,828

Listed: 691

Joined Twitter: 10/27/2009

Tweets/day: 13.09

Retweets: 37%

Replies/Tweet: 0.04

Tweets retweeted: 0.56

Average of
retweets: 6.59

First tweet



IOM 
@IOM_news

 **Follow**

Preventing Human Trafficking in Build Up
to African Cup of Nations:
<http://bit.ly/LJ8RH>

6:51 AM - 29 Oct 2009

1 RETWEET

Most popular tweet



William Lacy Swing

William Lacy Swing, the Director General of the International Organisation for Migration (IOM), started his Twitter activity on 9 September 2013. The @DGIOM is a 'personal-institutional' Twitter account, which is maintained by his staff and will be handed to his successor once he leaves office. Since September 2013 his team has only tweeted intermittently posting a tweet every three days. His most retweeted tweet was sent on 15 October 2013 during the release of IOM's World Migration Report: #Migrants are not commodities: they are mothers, fathers, neighbors & friends. #WMR2013", he tweeted.



William Lacy Swing

@DGIOM

Director General of the International Organization for Migration (IOM)

Tweet analytics (as of February 2015)

Tweets: 154

Following: 103

Followers: 1,515

Listed: 74

Joined Twitter: 09/09/2013

Tweets/day: 0.31

Retweets: 6%

Replies/Tweet:

Tweets retweeted: 0.73

Average of
retweets: 5.1

First tweet



William Lacy Swing

@DGIOM

Follow

Good day All! I am proud to be associated with the launch of IOM's World Migration report ow.ly/oYClz

12:30 PM - 18 Sep 2013

4 RETWEETS 1 FAVORITE

Most popular tweet



William Lacy Swing

@DGIOM

Follow

#Migrants are not commodities: they are mothers, fathers, neighbors & friends. #WMR2013

4:32 PM - 15 Oct 2013

29 RETWEETS 9 FAVORITES

ISO

Generating interest in ISO standards and promoting their five-digit codes is the challenge of @MariaLazarte the social media manager of the International Organisation for Standardisation mentioned in the Twitter bio of @ISOstandards. Since 8 July 2009 the Geneva-based organisation has sent out an average of 2.7 tweets per day in English and sometimes in French on the same account. The account proactively tries to engage its followers with questions such as: "Guess who, guess who... Do you know which well-known ISO standard celebrates its second birthday this month?" Its most frequently used hashtags are #ISO26000 on social responsibility, #ISO14001 on environmental management, #ISO50001 on energy management, and #ISO9001 standard on supply chain quality management. The organisation maintains one Twitter list containing 39 national standardisation bodies on Twitter.



ISO

@isostandards

Because great things happen when the world agrees. International Standards | Geek-friendly | Informatively fun. Tweets by @marialazarte & the Comms team

Tweet analytics (as of February 2015)

Tweets: 5,266

Following: 188

Followers: 21,679

Listed: 675

Joined Twitter: 07/08/2009

Tweets/day: 2.74

Retweets: 12%

Replies/Tweet: 0.14

Tweets retweeted: 0.7

Average of
retweets: 5.87

First tweet



ISO

@isostandards

Follow

#ISO26000 social responsibility standard entering final stage <http://ow.ly/1QwCj>

10:42 AM - 27 May 2010

6 RETWEETS 1 FAVORITE

Most popular tweet



ISO

@isostandards

Follow

First draft of ISO 45001, ISO's occupational health and safety standard, is now available ow.ly/zjghB

5:02 PM - 18 Jul 2014

49 RETWEETS 16 FAVORITES

Rob Steele

The standardisation body has also created a personal-institutional Twitter account for its Secretary General Rob Steele on 3 July 2013. The @ISOSecGen only tweets intermittently but Rob Steele tweets himself and is very active and entertaining during events such as the World Economic Forum when he shares his views and insights on the debates. His most popular tweet was sent on 29 January 2014 when he shared a picture of a flipboard where he had sketched his highlights from Davos.



Rob Steele

@ISOSecGen

Every day is an adventure in the world of standards. Thoughts on innovation, progress and strategy.
@isostandards Secretary-General

Tweet analytics (as of February 2015)

Tweets: 141

Following: 32

Followers: 414

Listed: 25

Joined Twitter: 07/03/2013

Tweets/day: 0.28

Retweets: 2%

Replies/Tweet: 0.15

Tweets retweeted: 0.67

Average of
retweets: 3.48

First tweet



Rob Steele

@ISOSecGen

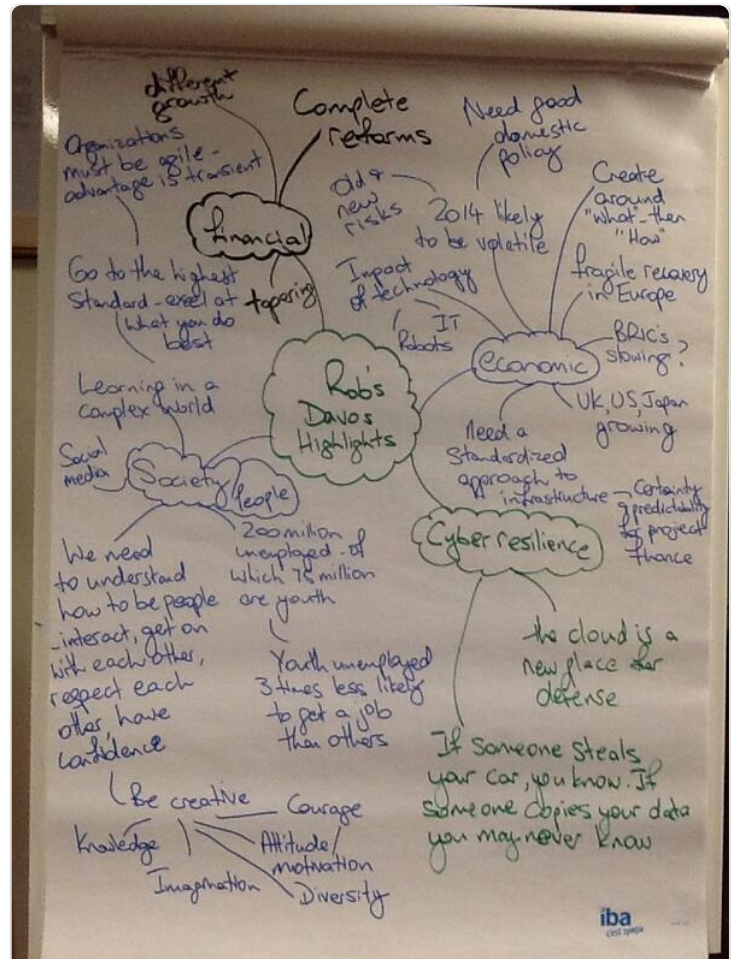
Follow

Ready for the #ISOGA in St. Petersburg next week

9:15 AM - 13 Sep 2013

1 RETWEET

Most popular tweet



Rob Steele
@ISOsecGen

Follow

#WEF some of the issues and ideas that I found inspiring, interesting or shocking at Davos this year #isostandards

7:02 AM - 29 Jan 2014

15 RETWEETS 10 FAVORITES

ITU

Geneva-based International Telecommunication Union (ITU) opened its institutional Twitter account on 16 May 2009. @ITU is fairly active with more than five tweets per day, almost a quarter of which are retweets mainly of the Director of the Telecommunication Development Bureau, Brahima Sanou @ITU_BDTDirector and its Secretary General, Houlin Zhao @ITUSecGen. The account has been particularly active during ITU events such as #ITUworld, which is also its most used hashtag. The account often posts pictures, chronicling the meetings of its secretary general with other foreign dignitaries.



ITU

@itu

@UN ICT agency, connecting the world through #spectrum management, brokering #standards + bridging the #DigitalDivide

Tweet analytics (as of February 2015)

Tweets: 8,470

Following: 1,115

Followers: 35,737

Listed: 1,376

Joined Twitter: 05/16/2009

Tweets/day: 5.47

Retweets: 23%

Replies/Tweet: 0.05

Tweets retweeted: 0.72

Average of
retweets: 6.88

First tweet



ITU
@ITU

Follow

At WSIS 09 Forum Nicholas Negroponte announces initiative to connect every child at no cost #WSIS09

11:52 AM - 18 May 2009

Most popular tweet



ITU Sec Gen's Office

The ITU has set up a ‘personal institutional’ Twitter account for its Secretary General @ITUSecGen on 16 June 2009. The account was reasonably active under Hamadoun Touré, who signed his personal tweets “HT” and used it to debunk allegations levelled against the ITU: “Idea that ITU/UN is trying to take over the internet is simply ridiculous!” it tweeted on 2 May 2012. The account has gone dormant since the Chinese Houlin Zhao has taken office as Secretary General on 1 January 2015.



ITU Sec Gen's Office

@ITUSecGen

Office of Houlin Zhao, Secretary-General of the International Telecommunication Union (@ITU). Tweets from Mr Houlin Zhao are signed -HZ

Tweet analytics (as of February 2015)

Tweets:	751
Following:	114
Followers:	5,777
Listed:	204
Joined Twitter:	06/11/2009
Tweets/day:	0.36
Retweets:	8%
Replies/Tweet:	0.04
Tweets retweeted:	0.65
Average of retweets:	5.69

First tweet



ITU Sec Gen's Office 
@ITUSecGen

 Follow

Presented ITU WTISD award to President Lula of Brazil, who has been a tireless campaigner for childrens' rights
<http://tr.im/oyQS>

9:49 AM - 16 Jun 2009

1 RETWEET 1 FAVORITE

Most popular tweet



ITU Sec Gen's Office 
@ITUSecGen

 Follow

Internet is a valuable global public resource and every citizen in the world should be able to benefit from [#WCIT12](https://twitter.com/ITUSecGen/status/1404141414141414141)
bit.ly/YtNGtS

8:38 AM - 6 Dec 2012

120 RETWEETS 22 FAVORITES

IUCN

The International Union for Conservation of Nature based in Gland, Switzerland tweets about #Conservation, #Nature and #Biodiversity, which are the @IUCN's most used hashtags. The IUCN tweets on average once per day and has 32 regional and species-specific Twitter accounts including @IUCN_Tapirs, @IUCNShark, @IUCN_Forests, and @IUCN_Water. Thirteen percent of its tweets are retweets of other accounts, namely its @IUCNRedList account, which is the official account of the IUCN's Red List of Threatened Species. The organization has recently started to share amazing wildlife pictures on its Twitter feed.



IUCN

@IUCN

IUCN is the world's oldest and largest global environmental network - a democratic membership union with more than 1,200 government and NGO member organizations

Tweet analytics (as of February 2015)

Tweets: 3,346

Following: 1,449

Followers: 52,188

Listed: 1,835

Joined Twitter: 03/10/2009

Tweets/day: 1.51

Retweets: 13%

Replies/Tweet: 0.05

Tweets retweeted: 0.71

Average of
retweets: 8.3

First tweet



IUCN
@IUCN

Follow

Looking for the Eurasian Lynx in Switzerland's Jura mountains.
<http://tinyurl.com/cgshho/On-the-trail-of-the-Lynx>

9:42 PM - 10 Mar 2009

Most popular tweet



IUCN
@IUCN

Follow

The evidence is clear: spending time in nature is good for mind, body and soul
ow.ly/vAOr8 @WPCSydney

11:55 AM - 9 Apr 2014

103 RETWEETS 48 FAVORITES

Inger Andersen

Inger Andersen, the new Director General of the IUCN joined Twitter on 6 January 2014 when she was still Vice President for the Middle East and North Africa at the World Bank. @Andersen_Inger tweets on average once per day and more than a third of her tweets are retweets, mainly of her former employer @WorldBankMENA. She mainly tweets from her iPhone often mentioning the @IUCN and @WPCSydney the World Parks Congress held in Sydney in November 2014.



Inger Andersen

[@andersen_inger](#)

Director General, IUCN - the International Union for Conservation of Nature

Tweet analytics (as of February 2015)

Tweets: 439

Following: 309

Followers: 928

Listed: 17

Joined Twitter: 03/24/2014

Tweets/day: 1.30

Retweets: 39%

Replies/Tweet: 0.09

Tweets retweeted: 0.42

Average of
retweets: 3.72

First tweet



Inger Andersen

[@andersen_inger](#)

 Follow

Hello all! I'm happy to join the Twitterverse with my official account

1:56 PM - 2 Apr 2014

1 RETWEET

Most popular tweet



Inger Andersen

@andersen_inger

 Follow

"If we do not live with respect for what we have been given, we are doomed." - Prof. Patrick Dodson [@WPCSydney](#) [@IUCN](#)

11:40 PM - 12 Nov 2014

21 RETWEETS **13** FAVORITES

NATO

#Afghanistan, #Libya, #Ukraine and #Russia are among the most used hashtags on the official @NATO Twitter account which was registered on 20 October 2009, but only sent its first tweet on 11 May 2010. @NATO rarely retweets, @mentions or @replies other Twitter users but has a host of secondary accounts for its executives including its Secretary General @JensStoltenberg, Deputy Secretary General Alexander Vershbow (@NATOdsg), Spokeswoman Oana Lungescu (@NATOpres), Deputy Spokeswoman Carmen Romero (@NATODepSpox) and its Director of the NATO office in Moscow Robert Pszczel (@NATOMoscow) who also tweets in Russian @NATOMoscowR. These accounts as well as the diplomatic missions accredited to NATO are also listed on its Twitter list. The account makes a good use of videos and photos regularly sharing videos hosted on its YouTube channel and photos from different military exercises and operations. Ninety-four percent of its tweets are retweeted and on average 20 times.



NATO

@NATO

Official Twitter account of NATO - the North Atlantic Treaty Organization. #NATO

Tweet analytics (as of February 2015)

Tweets: 2,451

Following: 534

Followers: 227,906

Listed: 3,329

Joined Twitter: 10/20/2009

Tweets/day: 1.42

Retweets: 5%

Replies/Tweet: 0.01

Tweets retweeted: 0.94

Average of retweets: 20.42

First tweet



NATO
@NATO

Follow

This Twitter account will soon present you with the latest news from [#NATO](#) - In the meantime, please visit <http://www.nato.int>

4:16 PM - 11 May 2010

2 RETWEETS 1 FAVORITE

Most popular tweet



Jens Stoltenberg

NATO's Secretary General and former Norwegian Prime Minister @JensStoltenberg is the second most followed leader of the international organisations covered in this study and the fourth most effective, averaging 40 retweets per tweet. @JensStoltenberg is also the second most conversational, replying personally to his followers often in Norwegian. The NATO Secretary General tweets on average once per day and often shares unusual pictures from his trips and meetings including a close-up picture of a draft speech he is working on or being escorted by a Dutch fighter jets over Estonian airspace.



Jens Stoltenberg

@jensstoltenberg

Tweet analytics (as of February 2015)

Tweets: 2,367

Following: 36,398

Followers: 298,155

Listed: 2,322

Joined Twitter: 02/13/2009

Tweets/day: 1.11

Retweets: 17%

Replies/Tweet: 0.41

Tweets retweeted: 0.55

Average of
retweets: 40.11

First tweet



Jens Stoltenberg ✓

@jensstoltenberg

Follow

Har akkurat avsluttet dagens regjeringskonferanse. Sitter nå og forbereder meg til FNHs årskonferanse

4:42 PM - 30 Mar 2009

4 FAVORITES

Most popular tweet



Jens Stoltenberg ✓

@jensstoltenberg

Follow

Vi vil aldri glemme.

8:05 AM - 22 Jul 2012

3,151 RETWEETS 413 FAVORITES

OEA

The Organization of American States (OAS) tweets in Spanish (@OEA_oficial) and in English (@OAS_official), however the English account has only a fraction of the followers it enjoys in Spanish. @OEA_oficial, which was established on 24 January 2011 tweets on average once per day mainly about the activities of its Secretary General Jose Miguel Insulza. 15% of its tweets are retweets mainly of other OAS sector-specific accounts such as the commission for women @CIMOEA and the commission for Human Rights @CIDH.



OEA

@oea_oficial

Cuenta oficial de Twitter de la Organización de los Estados Americanos (OEA) en español. Para inglés, siga @OAS_official.

Tweet analytics (as of February 2015)

Tweets: 1,416

Following: 202

Followers: 227,776

Listed: 1,309

Joined Twitter: 01/24/2011

Tweets/day: 1.01

Retweets: 15%

Replies/Tweet: 0.02

Tweets retweeted: 0.81

Average of
retweets: 19.19

First tweet



OEA

@OEA_oficial

Follow

La [#CIM](#) realiza el "Foro Hemisférico sobre el Liderazgo de las Mujeres para la Democracia de Ciudadanía"
<http://bit.ly/ia0s0e> [#OEA](#)

3:26 PM - 4 Apr 2011

Most popular tweet



OEA

@OEA_oficial

Follow

Consejo Permanente realizará Sesión Privada el 6 marzo para considerar solicitud de Panamá de llamar Reunión de Cancilleres sobre Venezuela

7:01 PM - 5 Mar 2014

3,454 RETWEETS **352** FAVORITES

OECD

The Organisation for Economic Cooperation and Development (OECD) tweets in English (@OECD), French (@OCDE_fr) and Spanish (@OCDEenEspanol) and is among the most 'listed' organisations which underscores its reputation. The @OECD is fairly active tweeting on average five times per day mainly about #Tax, #Education, #Energy and #Health its most used hashtags. The @OECD is one of the few organisations which consistently tweets a #FollowFriday recommendation for other interesting Twitter accounts to follow. The @OECD also maintains 14 Twitter lists including one with 56 OECD-related and sector-specific Twitter accounts such as @OECDtrade, @OECDagriculture and @OECD_Pubs. The OECD also has the shortest branded link shortener oe.cd which is open to anyone who wants to shorten OECD pages.



OECD

@oecd

Organisation for Economic Co-operation and Development, global policy forum: Better policies for better lives. Tweets signed Gurria are the Secretary-General's.

Tweet analytics (as of February 2015)

Tweets: 8,204

Following: 741

Followers: 287,720

Listed: 4,658

Joined Twitter: 03/19/2009

Tweets/day: 5.32

Retweets: 5%

Replies/Tweet: 0.08

Tweets retweeted: 0.88

Average of
retweets: 22.49

First tweet



OECD
@OECD

Follow

Watching the OECD turn bank secrecy on its head! Google news: "oecd" & "tax havens".

10:37 PM - 19 Mar 2009

Most popular tweet

If liberty means anything at all, it means the right
to tell people what they do not want to hear.

(George Orwell)



OECD 
@OECD

 Follow

We stand w/the int'l community in defense
of freedom of press. Our thoughts R w/the
victims & families [#CharlieHebdo](#)

3:51 PM - 7 Jan 2015

577 RETWEETS **242** FAVORITES

OEI

The Organisation of Ibero-American States is the most prolific of the international organisation covered in this study sending on average more than 26 tweets per day. Since starting out on Twitter on 3 November 2010 @EspacioOEI, which unites 23 Portuguese and Spanish-speaking nations of the Americas, Europe and Africa has sent more than 67,000 tweets exclusively in Spanish. Almost half of the tweets are retweets, namely of its different educational programmes such as @iberciencia, @cienciadelaoei, @ibertic_OEI, and @CooperacionIB.



OEI

@EspacioOEI

Organización de Estados
Iberoamericanos para la
Educación, la Ciencia y la Cultura

Tweet analytics (as of February 2015)

Tweets: 67,484

Following: 380

Followers: 39,532

Listed: 1,075

Joined Twitter: 11/02/2010

Tweets/day: 26.51

Retweets: 51%

Replies/Tweet: 0.08

Tweets retweeted: 0.39

Average of
retweets: 7.92

First tweet



OEI

@EspacioOEI

 Follow

Página de Educación en la OEI
<http://fb.me/KXJY7zH7>

9:56 PM - 2 Nov 2010

1 FAVORITE

Most popular tweet



OEI
@EspacioOEI

Follow

Paulo Speller (Brasil) es el nuevo Secretario General de la OEI desde el 1 de enero de 2015 oei.es/noticias/spip....

7:03 PM - 17 Jan 2015

211 RETWEETS **21** FAVORITES

UN Human Rights

The institutional Twitter account of the office of the United Nations Human Rights office @UNrightswire s among the most followed and the most listed of all the international organisations analyzed in this study. Tweeting since 27 August 2009, the account sends out on average five tweets each day reporting on the state of human rights around the world and action taken by the High Commissioner as well as a number of UN agencies. The account often uses two hashtags in each tweet: one to specify the country and one for the issue requiring action. Not surprisingly the most used hashtags are #humanrights.



UN Human Rights

@unrightswire

Official Twitter account of the
United Nations Human Rights office
facebook.com/UnitedNationsH...
gplus.to/unitednationsh...

Tweet analytics (as of February 2015)

Tweets: 7,288

Following: 719

Followers: 786,383

Listed: 5,025

Joined Twitter: 08/27/2009

Tweets/day: 5.38

Retweets: 8%

Replies/Tweet: 0.01

Tweets retweeted: 0.92

Average of
retweets: 39.54

First tweet



UN Human Rights 
@UNrightswire

 Follow

Get the Handbook for Civil Society:
<http://www.ohchr.org/EN/AboutUs/CivilSociety/Pages/Handbook.aspx>

9:40 AM - 27 Aug 2009

Most popular tweet



Navanethem Pillay

The Twitter experience of Navanethem Pillay, the High Commissioner of the United Nations for Human Rights has been short-lived. @Navi_Pillay joined Twitter on 3 November 2013 but has only sent 19 tweets mainly during April 2014 and July 2014. Two thirds of these are retweets.



Navanethem Pillay

@Navi_Pillay

Official Account of the High Commissioner of the United Nations Human Rights - Cuenta oficial de la Alta Comisionada de las Naciones Unidas para los DDHH.

Tweet analytics (as of February 2015)

Tweets: 19

Following: 16

Followers: 2,039

Listed: 36

Joined Twitter: 11/03/2013

Tweets/day: 0.06

Retweets: 63%

Replies/Tweet:

Tweets retweeted: 0.37

Average of
retweets: 9.71

First tweet



SaharaWatch

@SaharaWatch

Follow

Morocco will receive next month, the High Commissioner for [#HumanRights](#) [@Navi_Pillay](#). [#WesternSahara](#) [#Morocco](#)

10:27 PM - 9 Apr 2014

3 RETWEETS 2 FAVORITES

Most popular tweet



Navanethem Pillay

@Navi_Pillay

Follow

Pillay alarmed at mounting civilian toll in Gaza, appeals to all sides to abide by international law

ohchr.org/SP/NewsEvents/...

12:54 AM - 15 Jul 2014

37 RETWEETS 24 FAVORITES

OIC

The Organisation of Islamic Cooperation (OIC) is an international organisation consisting of 57 member states with the declared aim to be "the collective voice of the Muslim world". The OIC, based in Jeddah, Saudi Arabia has been active on Twitter since 5 July 2011 and tweets on average twice a day in Arabic and English mainly promoting the activities of its secretary general, Iyad bin Amin Madani. The tweets are very official and formal in tone consisting mainly of press releases and statements by the secretary general. The @OIC_OCI rarely uses pictures, retweets, @mentions or @replies other users and only 36% of its tweets are retweeted.



OIC

@OIC_OCI

The Organization of the Islamic Cooperation. The 2nd largest inter-governmental organization after the UN which is the voice of the Muslim world.

Tweet analytics (as of February 2015)

Tweets: 2,651

Following: 129

Followers: 4,072

Listed: 153

Joined Twitter: 07/05/2011

Tweets/day: 2.02

Retweets: 4%

Replies/Tweet: 0.01

Tweets retweeted: 0.36

Average of
retweets: 2.25

First tweet



OIC

@OIC_OCI

Follow

OIC Journal Issue 15 English:
bit.ly/nLAg0d #OIC

4:55 PM - 10 Jul 2011



[OIC Journal Issue 15 English](#)

The Organization of the Islamic Conference (OIC) is the second largest inter-governmental organization after the United Nations which has membership of 57 states spread over four continents. The...



issuu @issuu

Most popular tweet



OIC

@OIC_OCI



OIC condemns ISIS threats and forced displacement of Christians in Iraq

bit.ly/1rl6Y0r

1:24 AM - 22 Jul 2014

27 RETWEETS **8** FAVORITES

La Francophonie

The international Organisation of the Francophonie (OIF) represents 57 countries of French language and francophone culture. The @OIFFrancophonie has been on Twitter since 14 October 2010 and tweets on average once a day, exclusively in French. The account chronicles the activities of its secretary general @MichaelleJeanF and often posts pictures of her bilateral meetings. Its most retweeted tweet is the nomination of Michaëlle Jean as its new secretary general in November 2014.



La Francophonie

@oiffrancophonie

L'Organisation internationale de la Francophonie (OIF) : 80 États et gouvernements -- culture | démocratie | éducation | économie | dvpt durable | numérique

Tweet analytics (as of February 2015)

Tweets: 1,602

Following: 70

Followers: 20,716

Listed: 403

Joined Twitter: 10/14/2010

Tweets/day: 1.02

Retweets: 18%

Replies/Tweet: 0.02

Tweets retweeted: 0.65

Average of
retweets: 7.73

First tweet



La Francophonie

@OIFfrancophonie

 Follow

L'Organisation internationale de la Francophonie (OIF) se lance sur Twitter. Suivez l'actualité de la Francophonie sur [@OIFfrancophonie](#)

6:06 PM - 18 Oct 2010

1 RETWEET

Most popular tweet



La Francophonie

@OIFfrancophonie

 Follow

[@MichaëlleJeanF](#) nouvelle Secrétaire générale de la [#Francophonie](#). Elle devrait prendre ses fonctions déb janvier 2015

3:05 PM - 30 Nov 2014

838 RETWEETS **251** FAVORITES

Michaëlle Jean

Michaëlle Jean, the Secretary General of the Organisation internationale de la Francophonie (OIF) joined Twitter on 29 September 2009 when she was Governor General of Canada. @MichaelleJeanF tweets on average once per day often sharing her opinion and statements about foreign policy issues.



Michaëlle Jean

@MichaelleJeanF

Secrétaire générale de la Francophonie, 27e Gouverneure générale du Canada

Tweet analytics (as of February 2015)

Tweets: 2,806

Following: 661

Followers: 29,312

Listed: 689

Joined Twitter: 09/29/2009

Tweets/day: 1.44

Retweets: 15%

Replies/Tweet: 0.01

Tweets retweeted: 0.61

Average of
retweets: 7.91

First tweet



Michaëlle Jean

@MichaelleJeanF

Follow

I posted 5 photos on Facebook in the album "Woman of Courage Prize / Prix courage au féminin": <http://bit.ly/Gz0rO>

4:47 PM - 29 Sep 2009

Most popular tweet



Michaëlle Jean

@MichaelleJeanF

Follow

@MichaelleJeanF succède à Abdou Diouf à la tête de l'#OIF #Francophonie #SFDK2014 michaellejean.ca/presse/

3:28 PM - 30 Nov 2014

1,044 RETWEETS 469 FAVORITES

OPCW

The Organisation for the Prohibition of Chemical Weapons (OPCW) came to prominence on 11 October 2013 when the Hague-based organization won the Nobel Peace Prize. Notably the Nobel Committee used Twitter to get in touch with the organization whose phone lines were engaged. @OPCW tweets on average once per day and on average every tweet is retweeted more than nine times which is pretty good given the relatively low number of followers.



OPCW

@OPCW

Official Twitter account of the Organisation for the Prohibition of Chemical Weapons.

Tweet analytics (as of February 2015)

Tweets: 1,777

Following: 381

Followers: 9,121

Listed: 379

Joined Twitter: 11/09/2010

Tweets/day: 1.28

Retweets: 26%

Replies/Tweet: 0.04

Tweets retweeted: 0.43

Average of
retweets: 9.88

First tweet



OPCW ✓
@OPCW

Follow

The Organisation for the Prohibition of Chemical Weapons is pleased to commence tweeting updates, news, and relevant information [#opcw](#)

11:22 AM - 19 Apr 2011

2 RETWEETS 1 FAVORITE

Most popular tweet



OPCW ✓
@OPCW

Follow

OPCW wins the [#NobelPeacePrize](#) !

11:01 AM - 11 Oct 2013

766 RETWEETS 157 FAVORITES

OSCE

The Organisation for Security and Co-operation in Europe (OSCE) is “the world’s largest regional security organisation” and best known for its election monitoring missions. The @OSCE has been on Twitter since 6 February 2009, tweeting in English, on average three times per day. Obviously #Ukraine is among its most used hashtags and more than a third of its tweets are retweets often of the @OSCE_SMM Twitter handle, the account of the special monitoring mission to Ukraine. The @OSCE account also retweets tweets from the rotating presidencies, namely @Serbia2015OSCE and @SwissOSCE2014 as well as the spokesperson account @catheebie. Since 12 February 2013 the Vienna-based organisation also tweets in Russian @OSCE_ru and lists eight other official accounts on its Twitter list.



OSCE

@OSCE

The Organization for Security and Co-operation in Europe is the world's largest regional security organization. RT ≠ endorsement.

Tweet analytics (as of February 2015)

Tweets: 4,588

Following: 886

Followers: 58,634

Listed: 1,647

Joined Twitter: 02/06/2009

Tweets/day: 3.15

Retweets: 37%

Replies/Tweet: 0.05

Tweets retweeted: 0.59

Average of
retweets: 13.67

First tweet



Follow

OSCE supports Kazakhstan, Kyrgyzstan in managing transboundary water resources: BISHKEK, 6 February 2009 - More .. <http://tinyurl.com/dx4sta>

2:25 PM - 6 Feb 2009

1 RETWEET

Most popular tweet



Follow

No OSCE [#observation](#) of so-called “elections” in east [#Ukraine](#) Sunday 2 November and no OSCE monitors at polling stations - SG Zannier

9:30 PM - 1 Nov 2014

405 RETWEETS 96 FAVORITES

lamberto zannier

Lamberto Zannier, the Secretary General of the Organization for Security and Co-operation in Europe (OSCE) joined Twitter on 23 June 2012 but he is not very active. @LamZannier only tweets on major occasions to express his condolences to the victims of the downing of Malaysia Airlines Flight 17 in July 2014 or to express his support for the cartoonists of Charlie Hebdo on 8 January 2015 with a @Je suis Charlie” tweet.



lamberto zannier

@lamzannier

Tweet analytics (as of February 2015)

Tweets: 17

Following: 12

Followers: 243

Listed: 11

Joined Twitter: 06/23/2012

Tweets/day: 0.02

Retweets: 12%

Replies/Tweet: 0.06

Tweets retweeted: 0.82

Average of
retweets: 4.64

First tweet



lamberto zannier

@lamzannier

Follow

SG of OSCE Parliamentary Assembly
lashing out at ODIHR on election
observation again. Not good.

12:44 PM - 5 Dec 2012

1 RETWEET

Most popular tweet



lamberto zannier

@lamzannier

Follow

#secdays night owl: good to have focus
on youth, but even more important to
involve young generation in setting future
security agenda.

8:26 PM - 27 May 2014

12 RETWEETS 5 FAVORITES

SEGIB

The General Secretariat of Iberoamerican states (SEGIB) comprises all Spanish and Portuguese-speaking Latin American and European countries. The Madrid-based organisation joined Twitter on 18 November 2010 and @SEGIBdigital tweets on average five times per day mainly in Spanish. More than half of its tweets are retweets mainly of @InnovaCiudadana and its youth organization @OIJ_DIGITAL. The account also chronicles the activities of its new General Secretary Rebeca Grynspan.



SEGIB

@SEGIBdigital

Conversación abierta con
ciudadan@s y medios para renovar
el sistema iberoamericano /
Conversa aberta com cidadãnia e
mídia pra renovar o sistema
iberoamericano

Tweet analytics (as of February 2015)

Tweets: 10,090

Following: 3,915

Followers: 12,818

Listed: 275

Joined Twitter: 11/18/2010

Tweets/day: 5.17

Retweets: 54%

Replies/Tweet: 0.07

Tweets retweeted: 0.33

Average of
retweets: 4.52

First tweet



SEGIB ✓

@SEGIBdigital

 Follow

Inauguramos @SEGIBCumbre. Mañana
sigue aquí Presentación XX Cumbre
Iberoamericana con Iglesias/Marchesi

12:29 PM - 22 Nov 2010

2 RETWEETS

Most popular tweet



SEGIB 

@SEGIBdigital

 Follow

.@RGrynspan durante la Clausura del X Encuentro Empresarial Iberoamericano con el Rey Felipe VI y el Presidente @EPN.

2:12 AM - 8 Dec 2014 Rebeca Grynspan and 2 others

337 RETWEETS **22** FAVORITES

Rebeca Grynspan

Rebeca Grynspan, the General Secretary of SEGIB is a former Vice President of Costa Rica and Associate Administrator of the UNDP. @RGrynspan joined Twitter on 15 May 2011 and tweets on average once a day. Half of her tweets are retweets mainly of her former employer the @UNDP, @PNUD and @HelenClarkUNDP. The account often uses photos to document her meetings with foreign dignitaries.



Rebeca Grynspan

@RGrynspan

Secretaria General Iberoamericana

@SEGIBdigital

Tweet analytics (as of February 2015)

Tweets: 1,301

Following: 564

Followers: 5,135

Listed: 175

Joined Twitter: 05/15/2011

Tweets/day: 1.05

Retweets: 50%

Replies/Tweet: 0.05

Tweets retweeted: 0.3

Average of
retweets: 3.63

First tweet



Rebeca Grynspan ✓

@RGrynspan

Follow

I will start to be more active on social networks.

5:32 AM - 14 Sep 2011

Most popular tweet



Rebeca Grynspan ✓

@RGrynspan

Follow

Honrada de ser elegida como la nueva Secretaria General Iberoamericana @SEGIBdigital. Agradezco la confianza d la Comunidad Iberoamericana

11:19 PM - 24 Feb 2014

45 RETWEETS 29 FAVORITES

UfM Secretariat

The Secretariat of the Union for the Mediterranean joined Twitter on 14 June 2011 and tweets on average once a day but has so far had little impact. Almost a third of the tweets from @UfMSecretariat are retweets and its most used hashtag is #UFM followed by #SecGen which refers to its Secretary General Fathallah Sijilmassi @Fsijilmassi.



UfM Secretariat

@UfMSecretariat

Union for the Mediterranean
(Official page). Promoting regional
cooperation in the Euro-
Mediterranean region: Projects for
Progress

Tweet analytics (as of February 2015)

Tweets: 1,090

Following: 218

Followers: 1,463

Listed: 82

Joined Twitter: 06/14/2011

Tweets/day: 0.84

Retweets: 31%

Replies/Tweet: 0.03

Tweets retweeted: 0.41

Average of
retweets: 2.01

First tweet



UfM Secretariat

@UfMSecretariat

Follow

Ambassador Youssef Amrani, new
Secretary General of the Secretariat of
the Union for the Mediterranean

9:36 AM - 12 Jul 2011

Most popular tweet



UfM Secretariat

@UfMSecretariat

Follow

'Mediterranean cooperation is no more a
matter of choice but a must', #UfM
#SecGen @IBEI #SummerSchool

7:43 PM - 7 Jul 2014

14 RETWEETS 3 FAVORITES

Fathallah Sijilmassi

Fathallah Sijilmassi, the Secretary General of the Union for the Mediterranean (UFM) is on Twitter since 25 December 2011 and tweets on average every second. The account chronicles his meetings with other foreign dignitaries. A third of his tweets are retweets mainly of the @UfMSecretariat Twitter account.



Fathallah Sijilmassi

@fsijilmassi

Diplomate marocain. Secrétaire Général de l'Union Pour la Méditerranée

Tweet analytics (as of February 2015)

Tweets: 422

Following: 531

Followers: 1,024

Listed: 46

Joined Twitter: 12/25/2011

Tweets/day: 0.42

Retweets: 35%

Replies/Tweet: 0.01

Tweets retweeted: 0.27

Average of
retweets: 2.14

First tweet



Fathallah Sijilmassi

@FSijilmassi

Follow

suivez ufmsecretariat pour l'actu Union Pour la Méditerranée / Union For the Mediterranean. ou ufmsecretariat.org

12:32 PM - 5 May 2012

Most popular tweet



Fathallah Sijilmassi

@FSijilmassi

Follow

Le ForumUME organisé par la CGEM est un grand succès : 600 opérateurs économiques maghrébins parlent intégration régionale. L'UpM soutient.

9:01 PM - 17 Feb 2014

15 RETWEETS **4** FAVORITES

United Nations

The United Nation Twitter account, set up on 16 March 2008 and has become the most followed international organisation on Twitter on its English @UN account. The UN also tweets in other UN languages, namely French @ONU_fr, Spanish @ONU_es, Arabic @UNArabic and Russian @UnitedNationsRU. In Chinese the United Nations Organisation is active on Sina Weibo. The @UN is the most listed international organisation appearing on 31,508 Twitter lists. The account also maintains 22 Twitter lists including a list with the 662 other accounts of the UN family. The @UN is very active on the microblogging platform with more than 21 tweets per day, often retweeting other UN organisations, namely the @UN_Spokesperson, the @UN_News_Centre, the Twitter account of the UN Mission for Ebola Emergency Response @UNMEER, the @WHO and @UN_Women. The account makes good use of pictures and videos and is reasonably conversational with 14% of its tweets being @replies to other Twitter users. Its most used hashtags are #EbolaResponse and #UNGA for the UN General Assembly.



United Nations

@un

Official twitter account of United Nations. Get the latest information on the UN.

Tweet analytics (as of February 2015)

Tweets:	33,094
Following:	898
Followers:	3,676,825
Listed:	31,508
Joined Twitter:	03/16/2008
Tweets/day:	21.11
Retweets:	33%
Replies/Tweet:	0.14
Tweets retweeted:	0.64
Average of retweets:	141.12

First tweet



United Nations 
@UN

 Follow

Highlights at the United Nations today:
<http://www.un.org/news/dh/pdf/english/2008/19122008.pdf>

2:14 AM - 20 Dec 2008

1 FAVORITE

Most popular tweet



UN Spokesperson

UN Secretary General Ban Ki-moon does not have a personal Twitter account, but his activities are communicated through the @UN_Spokesperson Twitter account using the hashtag #UNSG. The account which is maintained by Stéphane Dujarric, the spokesperson for the Secretary-General and has become the fourth most followed personal account among all accounts analysed in our study. The account chronicles the Ban Ki-moon's activities through pictures of his handshakes with foreign leaders. The account has also shared an interesting six-second Vine video of the General Secretary on United Nations Day on 24 October 2013.



UN Spokesperson

@UN_Spokesperson

Official Twitter account of the Office of the Spokesperson for United Nations Secretary-General Ban Ki-moon.

Tweet analytics (as of February 2015)

Tweets: 8,427

Following: 522

Followers: 211,015

Listed: 2,624

Joined Twitter: 05/26/2010

Tweets/day: 6.85

Retweets: 19%

Replies/Tweet: 0.02

Tweets retweeted: 0.81

Average of
retweets: 30.02

First tweet



UN Spokesperson ✓

@UN_Spokesperson

Follow

Highlights of the Noon Briefing by the Spokesperson for the United Nations Secretary-General Ban Ki-moon (May 27, 2010) <http://bit.ly/a1urs4>

9:20 PM - 27 May 2010

Most popular tweet



UN Spokesperson ✓

@UN_Spokesperson

Follow

Vehicle of @UN #Syria #ChemicalWeapons team hit by sniper fire. Team replacing vehicle & then returning to area.

12:49 PM - 26 Aug 2013

579 RETWEETS 28 FAVORITES

UN GA President

The ‘personal-institutional’ Twitter account of the President of the United Nations General Assembly @UN_PGA was set up by Vuk Jeremić, President of the 67th session of the UN General Assembly on 8 October 2012. On 17 September 2013 the account handed to John Ashe the president of the 68th session and since 16 September 2014 it is managed by Sam Kutesa, the President of the 69th Session of the UN General Assembly. Every time the tweets sent under the predecessor have been simply deleted while the number of followers continues to grow. Sam Kutesa’s team tweets on average once a day in a very official style, rarely using pictures and rarely @mentioning other Twitter users.



UN GA President

@UN_PGA

H.E. Sam Kutesa, President of the 69th Session of the United Nations General Assembly. Official Twitter Account. Retweets and following are not endorsements.

Tweet analytics (as of February 2015)

Tweets:	196
Following:	296
Followers:	13,168
Listed:	259
Joined Twitter:	10/08/2012
Tweets/day:	1.39
Retweets:	3%
Replies/Tweet:	0.01
Tweets retweeted:	0.96
Average of retweets:	20.04

First tweet



UN GA President

@UN_PGA

Follow

Opening of the 69th session of the General Assembly bit.ly/1r59x7B

9:05 PM - 16 Sep 2014

[24 Hour Live and pre-recorded Programming](#)



UN Web TV is available 24 hours a day with selected live programming of United Nations meetings and events as well as with pre-recorded video features and documentaries on various global issues.



UN Web TV @UNwebcast

20 RETWEETS **8** FAVORITES

Most popular tweet



UN GA President

@UN_PGA



Angola, Malaysia, New Zealand, Spain and Venezuela have been elected as non permanent members of the UN Security Council in [#UNGA](#)

6:56 PM - 16 Oct 2014

463 RETWEETS **152** FAVORITES

UN Geneva

The Twitter account of the United Nations Office at Geneva (UNOG) is among the most followed UN accounts set up on 8 September 2010. @UNGeneva tweets in English and French on the same account and is particularly prolific with 24 tweets per day, a quarter of them being retweets of other UN accounts namely the @UN_Spokesperson and its Director General @UNOG_DG as well as other Geneva-based UN accounts. Not surprisingly #EbolaResponse, #HumanRights, #Geneva and #Syria are among the most used hashtags on this Twitter feed. UNOG also maintains a Twitter account of its political affairs and partnerships section @UNOGPolitical as well as a dormant account for the @PalaisdeNations and an account to promote international organisations in Geneva: @GenevaImpact.



UN Geneva

@UNGeneva

Official account of the United Nations Office at Geneva (#UNOG).

We're also at

facebook.com/UNGeneva

instagram.com/UNGeneva &

@UNOG_DG

Tweet analytics (as of February 2015)

Tweets: 19,685

Following: 718

Followers: 100,759

Listed: 1,138

Joined Twitter: 07/08/2010

Tweets/day: 24

Retweets: 24%

Replies/Tweet: 0.08

Tweets retweeted: 0.71

Average of
retweets: 16.59

First tweet



UN Geneva ✓
@UNGeneva

Follow

Human Rights Committee to review
Cameroon, Colombia, Estonia and Israel
next week. Learn more here:
www2.ohchr.org

3:08 PM - 8 Jul 2010

UNOG Director General

Michael Møller, the acting Director-General of the United Nations Office at Geneva set up a 'personal-institutional' Twitter account on 7 November 2013. @UNOG_DG tweets on average twice a day, often promoting #Geneva and the #GenevaImpact. More than a third of his tweets are retweets of other UN accounts including @UNGeneva, @UNOGPolitical and the specific Twitter account set up to promote the impact of international organisations in @GenevaImpact. In December 2014 Michael Møller organized his first Twitter chat with the hashtag #AskMichael about the impact of international organisations in Geneva.



Director-General

@UNOG_DG

Michael Møller, Acting Director-General of the United Nations Office at Geneva. Working for peace, rights and well-being together with all International Geneva

Tweet analytics (as of February 2015)

Tweets: 1,128

Following: 650

Followers: 2,764

Listed: 90

Joined Twitter: 11/07/2013

Tweets/day: 2.54

Retweets: 38%

Replies/Tweet: 0.07

Tweets retweeted: 0.42

Average of
retweets: 4.53

First tweet



Director-General

@UNOG_DG

Follow

Yesterday I opened the [#GenevaLectureSeries](#) with [#Ahtisaari](#) and [#Ramos-Horta](#). Excellent event! flickr.com/photos/unisgen...

6:20 PM - 14 Nov 2013

1 RETWEET 1 FAVORITE

Most popular tweet



UN ECOSOC President

The official account of the United Nations Economic and Social Council (UNECOSOC) has been made more personal by adding a photo of its president as the profile picture, although he doesn't tweet personally on the account. The account was created on 26 February 2012 under the presidency of Slovak diplomat Miloš Koterec. The current president is Austrian diplomat Martin Sajdik. Although @UNECOSOC does not engage in conversation with other Twitter followers, it frequently retweets and @mentions other UN accounts such as @UN, @UNDP, @UN_Women, and @UNICEF. The hashtags used reflect its different campaigns. #FutureWeWant is a multi-year UN project leveraging the visual arts and technologies to illustrate how sustainable development can improve the quality of lives and communities. #InnovateYourFuture is a call for youth to share their thoughts on how science, technology, innovation and culture can help shape a sustainable world. The campaign is coordinated via Twitter, dedicated Facebook page, and Thunderclap, a crowd-speaking platform. The campaign culminated, at the ECOSOC annual meeting in July 2013. It is interesting to note that @UNECOSOC follows more than 20,000 other Twitter users including a number of other UN accounts.



UN ECOSOC Pres...

@unecosoc

Martin Sajdik - United Nations
Economic and Social Council
President - Official Twitter Account
of ECOSOC

Tweet analytics (as of February 2015)

Tweets: 1,733

Following: 21,314

Followers: 48,892

Listed: 457

Joined Twitter: 02/26/2012

Tweets/day: 1.61



Retweets: 32%

Replies/Tweet: 0.07

Tweets retweeted: 0.55

Average of
retweets: 6.03

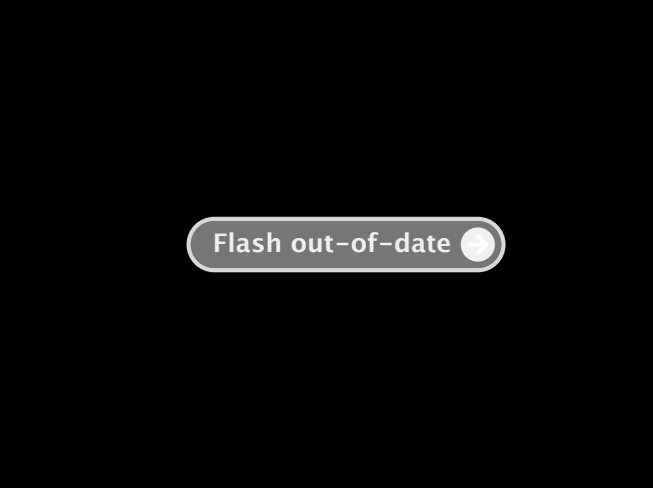
First tweet


**United Nations** 
@UN

Follow

Have you sent in your ideas & questions?
Be part of a UN debate on youth unemployment. bit.ly/yoOY9m
[#UN4youth](#)

6:00 AM - 25 Feb 2012



 YouTube @YouTube

103 RETWEETS 15 FAVORITES

Most popular tweet

**UN ECOSOC President**
@UNECOSOC

Follow

[#Women](#) have a vital role to play in achieving [#SustainableDevelopment](#).
[#genderequality](#) [#Beijing20](#) [#Youth2015](#)

3:51 PM - 3 Jun 2014

79 RETWEETS 49 FAVORITES

UN Foundation

United Nations Foundation was launched in 1998 with a \$1 billion gift from Ted Turner to support UN causes. The @UNFoundation is the sixth most active international organisation on Twitter sending on average almost 24 tweets per day. The Foundation which strives to “connecting people, ideas and resources with the United Nations” joined Twitter on 12 May 2009 and more than a quarter of its tweets are retweets namely of its various initiatives such as @Plus_SocialGood, @cookstoves and @GivingTues, @GirlUp and the @GlobalMomsChall. The organisation maintains 15 Twitter lists including a list of the Twitter accounts for its 18 campaigns.



UN Foundation

@unfoundation

Connecting people, ideas and resources with the United Nations.

Tweet analytics (as of February 2015)

Tweets: 24,385

Following: 1,983

Followers: 328,700

Listed: 4,712

Joined Twitter: 05/12/2009

Tweets/day: 23.88

Retweets: 28%

Replies/Tweet: 0.02

Tweets retweeted: 0.71

Average of
retweets: 11.91

First tweet



UN Foundation

@unfoundation

Follow

BIG win for the UN RT @RocchiJulia
House to cough up money U.S. owes
U.N. - USATODAY.com <http://ff.im/48o2E>

5:23 PM - 18 Jun 2009

Most popular tweet



UN Foundation

@unfoundation

Follow

.@BarackObama: " We are 1st generation
to feel impacts of #climatechange and
the last generation that can do anything
about it" #Climate2014

7:10 PM - 23 Sep 2014

290 RETWEETS 100 FAVORITES

Kathy Calvin

Kathy Calvin, the President and CEO of the UN Foundation https://twitter.com/Kathy_Calvin joined Twitter on 21 May 2013 and tweets on average once a day. A third of her tweets are retweets mainly of the @UNFoundation and its various initiatives. Her most used hashtags are #2030now, #GivingTuesday and #SocialGood.



Kathy Calvin

@Kathy_Calvin

President & CEO of @UNFoundation. Advocate. Storyteller. Champion for girls. Motorcycle rider. Tri-sector athlete.

Tweet analytics (as of February 2015)

Tweets: 620

Following: 130

Followers: 4,381

Listed: 150

Joined Twitter: 05/21/2013

Tweets/day: 1

Retweets: 31%

Replies/Tweet: 0.06

Tweets retweeted: 0.54

Average of
retweets: 5.07

First tweet



Kathy Calvin

@Kathy_Calvin

Follow

I'm entering the twitterhood, feet first & gung ho! [#newbie](#)

1:05 AM - 26 May 2013

4 RETWEETS 8 FAVORITES

Most popular tweet



Kathy Calvin

@Kathy_Calvin

Follow

International Day of the Girl is a reminder that we must stand w/ them & promote the rights & well-being of girls everywhere [#dayofthegirl](#)

3:02 PM - 11 Oct 2013

69 RETWEETS 13 FAVORITES

UN Peacekeeping

The Twitter account of the UN peacekeeping missions and operations was set up on 10 June 2009 and is one of the most followed UN accounts. @UNPeacekeeping tweets on average six times per day often mentioning and retweeting the Twitter accounts of its missions in Haïti @MINUSTAH, Mali @UN_MINUSMA, Darfur @unamidnews, Liberia @UNMILNews and the Central African Republic @UN_CAR, South Sudan @unmisspio, the Democratic Republic of Congo @MONUSCO and Afghanistan @_UNAMA_. @UNPeacekeeping maintains a Twitter list with the 18 official accounts of its operations worldwide.



UN Peacekeeping

@UNPeacekeeping

The official twitter account of United Nations Peacekeeping.

Tweet analytics (as of February 2015)

Tweets: 6,438

Following: 428

Followers: 179,134

Listed: 2,638

Joined Twitter: 06/10/2009

Tweets/day: 6.36

Retweets: 17%

Replies/Tweet: 0

Tweets retweeted: 0.83

Average of
retweets: 16.57

First tweet



UN Peacekeeping ✓

@UNPeacekeeping

 Follow

Welcome to our new look Twitter feed.
We are looking forward to hearing from
you.

5:38 PM - 9 Feb 2011

2 RETWEETS

Most popular tweet

EBOLA SYMPTOMS

50-90%
Of people infected with Ebola die.

But people who
SEEK TREATMENT EARLY
have a better chance of survival.

2 - 21
Number of days from exposure to virus to onset of symptoms.

Patients become
CONTAGIOUS
once they begin to show symptoms.

If someone has been in an area known to have Ebola or in contact with someone suspected to have Ebola and they begin to have symptoms, they should seek medical care **IMMEDIATELY**

GRAPHIC © RAJ
SOURCE: UNICEF, WHO
RESEARCH: LAUREN HOLMES (WWW.LAURENHOLMES.JS) - KATJA MISCHKE (WWW.ABOUTME/KATJA.MISCHKE)

visual.ly | unicef

UN Peacekeeping
@UNPeacekeeping

Great infographic from @UNICEF highlighting the symptoms and prevention of #Ebola, RT to help raise awareness

9:40 PM - 23 Oct 2014

709 RETWEETS 229 FAVORITES

UN Women

The UN entity for gender equality and the empowerment of women has been tweeting since 3 November 2008 in English @UN_Women, French @ONUFemmes and Spanish @ONUMujeres. @UN_Women, is extremely active with an average of 18 tweets per day, mainly sharing and promoting the UN's work in the field of gender equality and women's empowerment. Among its most prominent hashtags are #HeforShe, #OrangeUrHood and #GenderEquality which are also reflected on its Vine channel. @UN_Women's Twitter communication is particularly effective considering that each tweet is retweeted on average 77 times. The most retweeted and mentioned account is that of the Executive Director @Phumzileunwomen as well as Emma Watson @EmWatson.



UN Women

@UN_Women

UN Women is the #UN entity for #genderequality & women's empowerment. Executive Director: @phumzileunwomen.

Tweet analytics (as of February 2015)

Tweets: 24,922

Following: 2,941

Followers: 598,692

Listed: 7,523

Joined Twitter: 11/03/2008

Tweets/day: 18.28

Retweets: 25%

Replies/Tweet: 0.01

Tweets retweeted: 0.74

Average of
retweets: 77.84

First tweet



UN Women ✓
@UN_Women

Follow

sign the petition here!
<http://www.rocketxl.com/unifem/site/>

11:51 PM - 3 Nov 2008

Most popular tweet



UN Women ✓
@UN_Women

Follow

Huge congrats to [#MalalaYousafzai](#) on becoming the youngest person to win the [#NobelPeacePrize!](#) ow.ly/CyV2j

4:31 PM - 10 Oct 2014

2,722 RETWEETS 2,198 FAVORITES

Phumzile Mlambo

Phumzile Mlambo-Ngcuka started on Twitter on 11 July 2013, a day after being appointed as Executive Director of the UN Entity for Gender Equality and Empowerment of Women and her header picture is the same as on the @UN_Women account. @Phumzileunwomen is the sixth most active head of an international organisation, with more than three tweets per day and among the 10 most effective as each tweet is retweeted more than 20 times. Among her most used hashtags are #GenderEquality, #OrangeUrWorld, #ViolenceAgainstWomen. The former deputy president of South Africa tweets mainly from an iPad and Hootsuite.



Phumzile Mlambo

[@phumzileunwomen](#)

Executive Director of
@UN_Women/ @ONUFemmes/
@ONUMujeres. A champion for
women & girls worldwide.

Tweet analytics (as of February 2015)

Tweets:	2,133
Following:	592
Followers:	29,287
Listed:	545
Joined Twitter:	07/11/2013
Tweets/day:	3.76
Retweets:	45%
Replies/Tweet:	0.07
Tweets retweeted:	0.5
Average of retweets:	20.57

First tweet



Phumzile Mlambo

@phumzileunwomen

 Follow

Launching the national education collaboration trust in SA, a good day for education and girl children.

8:17 PM - 16 Jul 2013

2 RETWEETS 3 FAVORITES

Most popular tweet



Phumzile Mlambo

@phumzileunwomen

 Follow

Finding Nigerian girls is an international responsibility. So is ending gender based terrorism,

7:31 PM - 6 May 2014

518 RETWEETS 189 FAVORITES

UNAIDS

The UN Programme on HIV and AIDS @UNAIDS tweets on average twice a day using hashtags such as #HIV, #AIDS, #ZeroDiscrimination and #CrowdOutAIDS. The Geneva-based organisation often mentions other UN accounts including @UN, @UNICEF, @UN_Women, @UNPeacekeeping, @UNDP, and @WHO as well as @AnnieLennox and their Executive Director @MichelSidibe. The account is particularly active around World Aids Day on 1 December. Not surprisingly its most popular tweet was sent on 30 November 2011 asking its followers to add a Twibbon to their Twitter profiles. The UN Programme on HIV/AIDS also tweets in Spanish @OnusidaLatina since October 2009 to a much smaller following. The account mostly retweets tweets from the UNAIDS Latin America Regional Director, César Núñez (@CesrNunez) and other United Nations Programmes.



UNAIDS

@unaids

The goal of UNAIDS is to lead and inspire the world in Getting to zero: zero new HIV infections, zero discrimination and zero AIDS-deaths.

Tweet analytics (as of February 2015)

Tweets: 6,584

Following: 2,433

Followers: 140,086

Listed: 2,311

Joined Twitter: 01/19/2009

Tweets/day: 2.55

Retweets: 11%

Replies/Tweet: 0.1

Tweets retweeted: 0.83

Average of
retweets: 18.3

First tweet



UNAIDS
@UNAIDS

Follow

Press Release : UNAIDS and broad coalition working towards the release of nine men who have sex w..
<http://tinyurl.com/7o23u6>

10:45 AM - 19 Jan 2009

1 FAVORITE

Most popular tweet

 **UNAIDS** 
@UNAIDS



Tomorrow is [#WorldAIDSday](#) - wear the [#RedRibbon](#) to show your support [#EndOfAIDS](#) twb.ly/v8TDcw

10:44 AM - 30 Nov 2011

Show your support for



The end of AIDS

Show my support

 +  = 

[The end of AIDS](#)

As we mark 30 years of AIDS, let's be inspired by the early days of AIDS activism. AIDS has proven to be much more than an epidemic—it is a movement that has inspired people across the world and well...

 **Twibbon** @twibbon

443 RETWEETS **18** FAVORITES

Michel Sidibé

The Executive Director of the UNAIDS, Michel Sidibé opened his personal account on 31 January 2013. @MichelSidibe tweets on average once a day, raising awareness on #HIV and #AIDS his most used hashtags. More than 40% of his tweets are retweets of the @UNAIDS account and its regional directors @CesrNunez, @SaldanhaVP, @Mandeep_Dh, and @gbragatwit.



Michel Sidibé

[@MichelSidibe](#)

@UNAIDS Executive Director

Tweet analytics (as of February 2015)

Tweets: 1,105

Following: 1,758

Followers: 6,452

Listed: 128

Joined Twitter: 01/31/2013

Tweets/day: 1.52

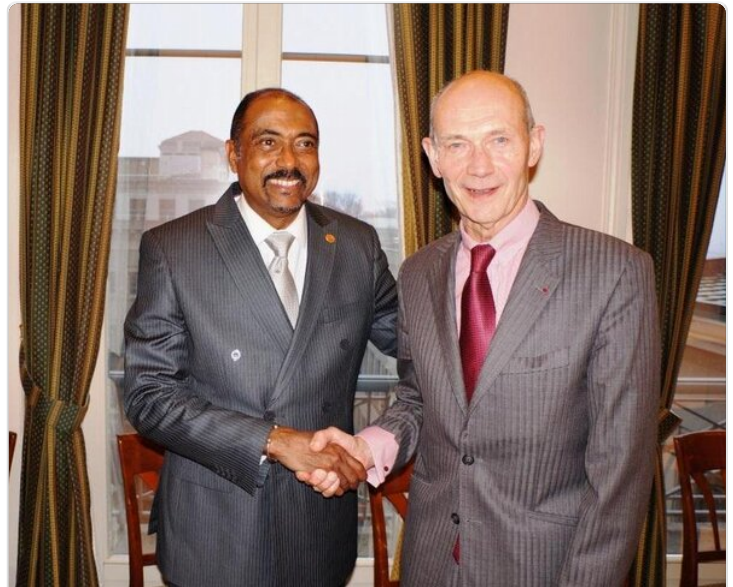
Retweets: 41%

Replies/Tweet: 0.07

Tweets retweeted: 0.55

Average of
retweets: 16.23

First tweet



Michel Sidibé ✓

@MichelSidibe

Follow

Engaging meeting w/ DG @WTO Pascal Lamy on future of #technology & innovation. See new study bit.ly/X8SX6U

6:02 PM - 7 Feb 2013

1 RETWEET 1 FAVORITE

Most popular tweet



Michel Sidibé ✓

@MichelSidibe

Follow

My thoughts & prayers to families of those tragically lost on flight #MH17. Many passengers were enroute to #AIDS2014 here in #Melbourne.

1:17 AM - 18 Jul 2014

732 RETWEETS 229 FAVORITES

UNCTAD

The United Nations Conference on Trade and Development joined Twitter on 24 November 2009. The @UNCTAD account is not very active, tweeting on average once per day. It is very formal, posting content from the UNCTAD website and press releases.

@UNCTAD does not interact with its followers and has only sent four @replies. A third of its tweets are retweets, mainly of its Secretary General @UNCTADKituyi as well as other sector-specific accounts such as @UNCTADwif, @UNCTADXIII, @UNCTADstat, and @ICT4DatUNCTAD. In December 2012 UNCTAD also secured the @CNUCED Twitter handle, its French acronym; however the account has only sent 37 tweets since inception.



UNCTAD

@unctad

The United Nations Conference on Trade and Development promotes the development-friendly integration of developing countries into the world economy.

Tweet analytics (as of February 2015)

Tweets: 1,912

Following: 438

Followers: 59,582

Listed: 821

Joined Twitter: 11/24/2009

Tweets/day: 1.01

Retweets: 37%

Replies/Tweet: 0.02

Tweets retweeted: 0.51

Average of
retweets: 4.62

First tweet



UNCTAD

@UNCTAD

 Follow

RT @WTOPublications: World Tariff Profiles 2009> A joint WTO/UNCTAD/ITC publication><http://bit.ly/7LLGW5>
[#UNCTAD](#) [#WTO](#) [#ITC](#)

2:56 PM - 30 Nov 2009

1 RETWEET 1 FAVORITE

Most popular tweet



UNCTAD

@UNCTAD

 Follow

The new member of #UNCTAD Virtual Institute's network is @FUNGLODE. Read news: bit.ly/1I2YIzX

5:38 PM - 18 Jun 2014

48 RETWEETS 18 FAVORITES

Mukhisa Kituyi

Mukhisa Kituyi's first act after taking office as Secretary General of the United Nations Conference on Trade and Development (UNCTAD) on 2 September 2013 was to set up his personal branded Twitter account @UNCTADKituyi. "Glad to join UNCTAD. Passionate about development. Great opportunity to put trade at service of development. Let's take the journey together", he tweeted several weeks later. The Kenyan diplomat tweets on average every second day, sometimes sharing pictures of his bilateral meetings.



Mukhisa Kituyi

@UNCTADKituyi

Secretary-General of UNCTAD.
Promoting development-friendly
integration of developing countries
into the world economy.

Tweet analytics (as of February 2015)

Tweets: 215

Following: 57

Followers: 4,671

Listed: 57

Joined Twitter: 09/02/2013

Tweets/day: 0.44

Retweets: 15%

Replies/Tweet: 0.05

Tweets retweeted: 0.83

Average of
retweets: 7.74

First tweet



Mukhisa Kituyi

@UNCTADKituyi

Follow

Glad to join UNCTAD. Passionate about development. Great opportunity to put trade at service of development. Let's take the journey together

11:59 AM - 26 Sep 2013

6 RETWEETS 6 FAVORITES

Most popular tweet



Mukhisa Kituyi

@UNCTADKituyi

Follow

As the world explores a moral campus for globalization @Davos, Africa is busy chasing land grabbers and despots overstaying their tenures

4:18 PM - 22 Jan 2015 Igis, Graubünden, Schweiz

117 RETWEETS 29 FAVORITES

UN Development

The United Nations Development Programme (UNDP) is one of the most prolific organisations on Twitter tweeting in English (@UNDP), Arabic (@UNDPArabic), French (@PNUDfr) and Spanish (@PNUD). The UNDP has one of the largest presences on Twitter with 151 regional and country accounts and 255 members of staff on its Twitter lists. Since it was set up in February 2009 the @UNDP account has sent more than 30,000 tweets averaging close to 15 tweets per day which are scheduled via Hootsuite. Its most used hashtags are #Ebola and #EbolaResponse, #Development, #ClimateChange, and #Poverty. Until late 2014 the UNDP used its own daily hashtags sharing content about the specific areas of its work: #EqualityMonday, #EmpowerTuesday, #GreenWednesday, #EndHIVThursday, #EndPovertyFriday, #DemocracySaturday and #ResilienceSunday. The UNDP also has a specific live tweet account @UNDPLive that tweets up to 200 times per day especially during conferences. @UNDP consistently mentions other Twitter users including @HelenClarkUNDP as well as other UNDP regional accounts.



UN Development

@undp

The United Nations Development Programme helps empower lives & build resilient nations. Follow @HelenClarkUNDP & offices worldwide: on.undp.org/JAhO2

Tweet analytics (as of February 2015)

Tweets: 30,620

Following: 4,409

Followers: 617,967

Listed: 7,496

Joined Twitter: 02/11/2009

Tweets/day: 14.95

Retweets: 10%

Replies/Tweet: 0.05

Tweets retweeted: 0.87

Average of
retweets: 28.66

First tweet



UN Development ✓
@UNDP

Follow

<http://tinyurl.com/awntf7>

5:01 PM - 11 Feb 2009

1 FAVORITE

Most popular tweet



UN Development



Follow


@UNDP

Where does your country stand in human development? Here's the full 2014 Human Development Index [#HDR2014](#)

4:50 PM - 24 Jul 2014 Human Development

1,439 RETWEETS **429** FAVORITES

2014 Human Development Index

Very high human development	High human development	Medium human development	Low human development
1 Norway	50 Uruguay	103 Maldives	145 Nepal
2 Australia	51 Bahamas	103 Mongolia	146 Pakistan
3 Switzerland	51 Montenegro	103 Turkmenistan	147 Kenya
4 Netherlands	53 Belarus	106 Samoa	148 Swaziland
5 United States	54 Romania	107 Palestine, State of	149 Angola
6 Germany	55 Libya	108 Indonesia	150 Myanmar
7 New Zealand	56 Oman	109 Botswana	151 Rwanda
8 Canada	57 Russian Federation	110 Egypt	152 Cameroon
9 Singapore	58 Bulgaria	111 Paraguay	152 Nigeria
10 Denmark	59 Barbados	112 Gabon	154 Yemen
11 Ireland	60 Palau	113 Bolivia (Plurinational State of)	155 Madagascar
12 Sweden	61 Antigua and Barbuda	114 Moldova (Republic of)	156 Zimbabwe
13 Iceland	62 Malaysia	115 El Salvador	157 Papua New Guinea
14 United Kingdom	63 Mauritius	116 Uzbekistan	157 Solomon Islands
15 Hong Kong, China (SAR)	64 Trinidad and Tobago	117 Philippines	159 Comoros
15 Korea (Republic of)	65 Lebanon	118 South Africa	159 Tanzania (United Republic of)
17 Japan	65 Panama	118 Syrian Arab Republic	161 Mauritania
18 Liechtenstein	67 Venezuela (Bolivarian Republic of)	120 Iraq	162 Lesotho
19 Israel	68 Costa Rica	121 Guyana	163 Senegal
20 France	69 Turkey	121 Viet Nam	164 Uganda
21 Austria	70 Kazakhstan	123 Cape Verde	165 Benin
21 Belgium	71 Mexico	124 Micronesia (Federated States of)	166 Sudan
21 Luxembourg	71 Seychelles	125 Guatemala	166 Togo
24 Finland	73 Saint Kitts and Nevis	125 Kyrgyzstan	168 Haiti
25 Slovenia	73 Sri Lanka	127 Namibia	169 Afghanistan
26 Italy	75 Iran (Islamic Republic of)	128 Timor-Leste	170 Djibouti
27 Spain	76 Azerbaijan	129 Honduras	171 Côte d'Ivoire
28 Czech Republic	77 Jordan	129 Morocco	172 Gambia
29 Greece	77 Serbia	131 Vanuatu	173 Ethiopia
30 Brunei Darussalam	79 Brazil	132 Nicaragua	174 Malawi
31 Qatar	79 Georgia	133 Kiribati	175 Liberia
32 Cyprus	79 Grenada	133 Tajikistan	176 Mali
33 Estonia	82 Peru	135 India	177 Guinea-Bissau
34 Saudi Arabia	83 Ukraine	136 Bhutan	178 Mozambique
35 Lithuania	84 Belize	136 Cambodia	179 Guinea
35 Poland	84 The former Yugoslav Republic of Macedonia	138 Ghana	180 Burundi
37 Andorra	86 Bosnia and Herzegovina	139 Lao People's Democratic Republic	181 Burkina Faso
37 Slovakia	87 Armenia	140 Congo	182 Eritrea
39 Malta	88 Fiji	141 Zambia	183 Sierra Leone
40 United Arab Emirates	89 Thailand	142 Bangladesh	184 Chad
41 Chile	90 Tunisia	142 Sao Tome and Principe	185 Central African Republic
41 Portugal	91 China	144 Equatorial Guinea	186 Congo (Democratic Republic of the)
43 Hungary	91 Saint Vincent and the Grenadines		187 Niger
44 Bahrain	93 Algeria		
44 Cuba	93 Dominica		
46 Kuwait	95 Albania		
47 Croatia	96 Jamaica		
48 Latvia	97 Saint Lucia		
49 Argentina	98 Colombia		
	98 Ecuador		
	100 Suriname		
	100 Tonga		
	102 Dominican Republic		

Helen Clark

UN development chief, @HelenClarkUNDP is the seventh most followed head of an international organisation and the second most active, sending more than 18 tweets per day. More than two-thirds of her tweets are retweets mainly of @UNDP accounts. The former Prime Minister of New Zealand also ranks as the most connected and influential head of an international organisation on Twitter as she is followed by 387 of the 844 accounts analyzed in this study. She joined Twitter in September 2010, more than one year after she took office, to raise awareness for the Millennium Development Summit. Helen Clark regularly participates in Google Hangouts and Twitter chats.



Helen Clark

@HelenClarkUNDP

I'm Administrator @UNDP and former Prime Minister of #NewZealand, passionate about human #development world-wide.

Tweet analytics (as of February 2015)

Tweets: 19,718

Following: 1,378

Followers: 77,237

Listed: 1,672

Joined Twitter: 09/17/2010

Tweets/day: 18.42

Retweets: 67%

Replies/Tweet: 0.1

Tweets retweeted: 0.3

Average of
retweets: 12.84

First tweet



Helen Clark
@HelenClarkUNDP

Follow

Welcome to my new Twitter profile! I am very excited about this opportunity to engage here with the global online community.

4:00 PM - 19 Sep 2010

1 FAVORITE

Most popular tweet



Helen Clark
@HelenClarkUNDP

Follow

Today is Intl Day for Elimination of [#ViolenceAgainstWomen](#). Retweet if u agree that women & girls have a right to live free of violence!

12:40 PM - 25 Nov 2012

216 RETWEETS 11 FAVORITES

UN Environment

The United Nations Environment Programme (UNEP), based in Nairobi set up its Twitter account on 6 May 2009. @UNEP rarely retweets or @replies, but does mention other Twitter users in 69% of its tweets. 96% of its tweets are retweeted and each is retweeted on average more than 30 times. @UNEP often shares videos and pictures including an infographic about how to “reduce your footprint”. One of its most used hashtags is #ThinkEatSave used to promote #WorldEnvironmentDay. @UNEP often uses Thunderclap to amplify its campaigns against #ClimateChange.



UN Environment

@unep

The official twitter account of the United Nations Environment Programme (UNEP)

Tweet analytics (as of February 2015)

Tweets: 8,052

Following: 1,697

Followers: 323,625

Listed: 5,809

Joined Twitter: 05/06/2009

Tweets/day: 6.69

Retweets: 3%

Replies/Tweet: 0.02

Tweets retweeted: 0.96

Average of
retweets: 30.74

First tweet



UN Environment

@UNEP

Follow

World Environment Day (WED) 5 June, 2009. Visit www.unep.org/wed

1:21 PM - 6 May 2009

2 FAVORITES

Most popular tweet



UN Environment

@UNEP

Follow

Today is International Day of the World's [#IndigenousPeoples](#). Focus this year is on rights of indigenous peoples.

1:30 PM - 9 Aug 2014

498 RETWEETS 188 FAVORITES

UNESCO

UNESCO, based in Paris set up its first Twitter account on 12 February 2009. Its main account @UNESCO tweets in English and separate language accounts were created for French @UNESCO_fr, Spanish @UNESCO_es, Russian @UNESCO_russian, Arabic @UNESCOarabic and Chinese @UNESCO_chinese although the latter has been dormant for several years. @UNESCO tweets on average of six times per day, linking to press releases and publications on the UNESCO website. The account is used to inform rather to engage in conversation with users as it rarely replies to other Twitter users. However @UNESCO is particularly effective as its tweets are retweeted on average close to 60 times. UNESCO also has an Instagram account where it shares pictures of the World Heritage sites. A Twitter account @UNESCO_DG has been created for the Director General Irina Bokova, but it is still inactive.



UNESCO

@unesco

Building peace in the minds of men & women: Official Twitter of the United Nations Educational, Scientific & Cultural Organization

Tweet analytics (as of February 2015)

Tweets: 9,279

Following: 1,045

Followers: 635,670

Listed: 5,462

Joined Twitter: 02/12/2009

Tweets/day: 6.56

Retweets: 11%

Replies/Tweet: 0.01

Tweets retweeted: 0.89

Average of
retweets: 59.79

First tweet



UNESCO

@UNESCO

 Follow

underwater heritage: wrecks, submerged
monuments, landscapes
<http://bit.ly/14tWYC>

11:37 AM - 29 May 2009

Most popular tweet



UNESCO

@UNESCO

 Follow

70y ago today, [@AuschwitzMuseum](#) was freed. Jan 27 is [#Holocaust](#) Remembrance Day [ow.ly/HZ0cr](#) [#WorldHeritage](#)

12:00 AM - 27 Jan 2015

2,468 RETWEETS **928** FAVORITES

UNFCCC

The United Nations Framework Convention on Climate Change (UNFCCC) joined Twitter on 18 November 2008 as @UN_ClimateTalks but changed its Twitter handle to @UNFCCC in late January 2014 when it also started to tweet in French (@CCNUCC) and in Spanish (@CMNUCC). The English account @UNFCCC tweets on average eight times per day and every tweets has a picture or an infographic. Almost a third of its tweets are retweets mainly of the other two language accounts as well as the Executive Secretary Christiana Figueres @CFigueres. For the COP21 UN Climate Change Conference in Paris in December 2015 the @UNFCCC encourages its followers to use “#ADP2015 for the negotiation; #Paris2015 for the outcome; and #COP21 for the event and venue. “



UNFCCC

@unfccc

Providing information on the latest developments in the climate change negotiations and related news. We also tweet in French (@CCNUCC) and Spanish (@CMNUCC).

Tweet analytics (as of February 2015)

Tweets: 8,896

Following: 461

Followers: 151,493

Listed: 3,758

Joined Twitter: 11/18/2008

Tweets/day: 8.52

Retweets: 29%

Replies/Tweet: 0.03

Tweets retweeted: 0.7

Average of
retweets: 26

First tweet



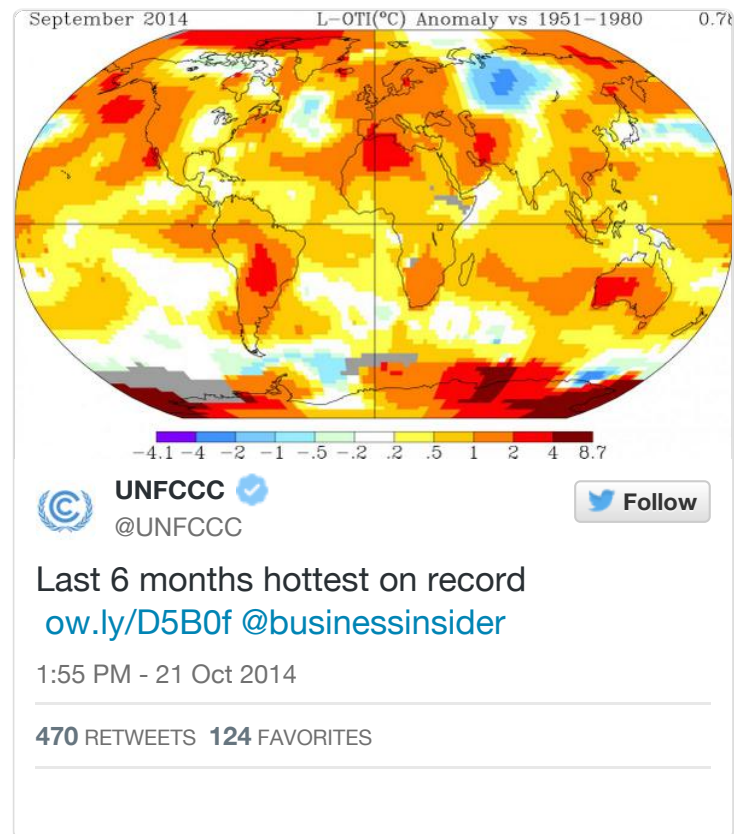
UNFCCC ✓
@UNFCCC

Follow

UNFCCC Executive Secretary Yvo de Boer speaking in the run up to COP 14:
<http://tinyurl.com/5lr4yh>

8:43 AM - 19 Nov 2008

Most popular tweet



Christiana Figueres

Christiana Figueres, the Executive Secretary of UNFCCC, opened her personal Twitter account @CFigueres on 26 January 2011 and she is among the ten most followed, most active and most conversational leaders of the international organisations covered in this study. The most used hashtags on her personal account are #Climate, #ClimateChange, #ClimateAction and #Paris2015. Thirteen percent of her tweets are @replies to other users and she frequently invites her followers to live Twitter chat sessions, photographic proof of which is posted on her Twitter profile.



Christiana Figueres

[@cfigueres](https://twitter.com/cfigueres)

Executive Secretary of the UN Framework Convention on Climate Change (UNFCCC). Passionate about fighting climate change. Mother of two wonderful young ladies.

Tweet analytics (as of February 2015)

Tweets: 3,772

Following: 192

Followers: 48,598

Listed: 1,416

Joined Twitter: 01/26/2011

Tweets/day: 3.33

Retweets: 15%

Replies/Tweet: 0.13

Tweets retweeted: 0.8

Average of
retweets: 17.68

First tweet



Christiana Figueres ✓

@CFigueres

Follow

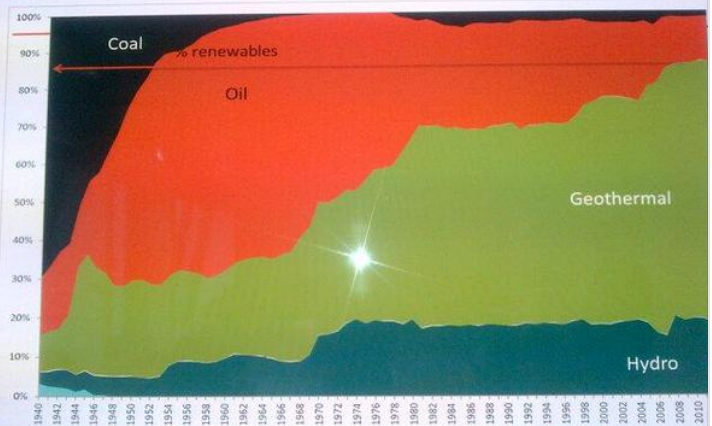
Told [#DSDS2011](#) Delhi summit that [#COP16](#) [#Cancun](#) Agreements were big step for nations but small step for the planet <http://bit.ly/halnZi>

8:28 PM - 6 Feb 2011

8 RETWEETS

Most popular tweet

Primary Energy Use in Iceland 1940-2013
Geothermal is Iceland's single largest source of energy today



Christiana Figueres ✓

@CFigueres

Follow

Iceland 1940 had 80% coal and oil. Today 80% geothermal and hydro. A transformation to emulate.

2:05 PM - 1 Nov 2014

388 RETWEETS 154 FAVORITES

UNFPA

The United Nations Population Fund started its Twitter adventure on 24 September 2010 and @UNFPA tweets on average seven times per day. @UNFPA often encourages its followers to retweet and to share their messages. In January 2015 UNFPA launched a campaign to #ShowYourSelfie, a visual petition to bring the stories and faces of today's youth into the spotlight <http://showyourselfie.org>. The International Conference on Population and Development #ICDP and #EndFGM (female genital mutilation) are among its most used hashtags. @UNFPA also maintains a Twitter list with the Twitter accounts of 32 country offices around the world. The account often retweets its Executive Director @BabatundeUNFPA.



UNFPA

@unfpa

The United Nations Population Fund: Delivering a world where every pregnancy is wanted, every childbirth safe, and every young person's potential is fulfilled.

Tweet analytics (as of February 2015)

Tweets: 6,037

Following: 1,681

Followers: 72,074

Listed: 1,199

Joined Twitter: 09/24/2010

Tweets/day: 7.39

Retweets: 32%

Replies/Tweet: 0.03

Tweets retweeted: 0.67

Average of
retweets: 12.66

First tweet



UNFPA
@UNFPA

Follow

UNFPA Welcomes World Leaders' Action Plan for Progress on Maternal Health and Poverty
<http://www.unfpa.org/public/home/news/pid/6709>

8:44 PM - 27 Sep 2010


1 FAVORITE

Most popular tweet






In South Sudan,
a 15-year-old girl has a greater
chance of dying in childbirth
than of finishing school.

END THE TREND!



#TimeToAct

**UNFPA** 
@UNFPA



Something's wrong when a 15-year-old has
a bigger chance of dying in childbirth than
finishing school. [#TimeToAct](#)

11:10 AM - 10 Jun 2014

1,026 RETWEETS **250** FAVORITES

Babatunde Osotimehin

The Executive Director of UNFPA, Babatunde Osotimehin joined Twitter on 19 April 2011. @BabatundeUNFPA tweets on average once a day and a quarter of his tweets are retweets, mainly of the @UNFPA and other UN accounts. The account chronicles his activities often posting pictures of his meetings and activities. Babatunde Osotimehin advocates “universal access to reproductive health, including family planning” according to his Twitter bio and among his most used hashtags are #FamilyPlanning, #EndFGM and #EndFistula.



Babatunde Osotim...

[@babatundeunfpa](#)

Executive Director @UNFPA and a global leader of public health, women's empowerment and young people. Advocating for universal access to reproductive health.

Tweet analytics (as of February 2015)

Tweets: 1,310

Following: 544

Followers: 11,652

Listed: 294

Joined Twitter: 04/19/2011

Tweets/day: 0.95

Retweets: 28%

Replies/Tweet: 0.05

Tweets retweeted: 0.67

Average of
retweets: 13.71

First tweet



Babatunde Osotimehin ✓

@BabatundeUNFPA

Follow

In a world of 7 billion I am passionate about the 2 billion young people. What about you ?

6:33 PM - 21 Apr 2011

1 RETWEET

Most popular tweet



Babatunde Osotimehin ✓

@BabatundeUNFPA

Follow

All girls & boys have the right to pursue their education without facing the risk of losing their lives. [#PeshawarAttack](#)

2:02 AM - 17 Dec 2014

386 RETWEETS 263 FAVORITES

UN-Habitat

The United Nations Human Settlements Programme @UN-Habitat is on Twitter since 2 June 2009 and tweets on average once per day. 42% of its tweets are retweets, mainly of Douglas Ragan (@PracticalRad) the head of its Youth and Livelihoods Unit and the @WorldUrbanForum. Joan Clos the Executive Director of UN-Habitat and former Mayor of Barcelona has a personal Twitter account @JoanClos which is dormant since September 2012.



UN-Habitat

@unhabitat

The United Nations Human Settlements Programme, UN-Habitat, is the United Nations agency for human settlements.

Tweet analytics (as of February 2015)

Tweets: 2,369

Following: 303

Followers: 36,449

Listed: 868

Joined Twitter: 06/02/2009

Tweets/day: 1.34

Retweets: 42%

Replies/Tweet: 0.06

Tweets retweeted: 0.44

Average of
retweets: 5.96

First tweet



UN-Habitat
@UNHABITAT

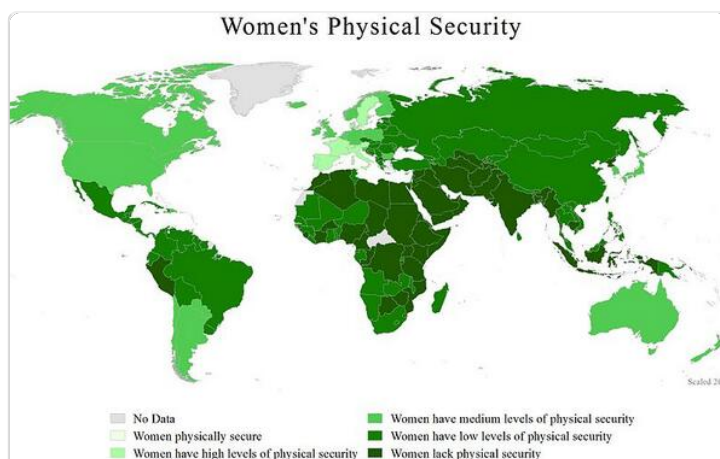
Follow

World Urban Campaign launched
<http://www.unhabitat.org/wuc>

11:36 PM - 5 Apr 2010

1 RETWEET

Most popular tweet



UN-Habitat
@UNHABITAT

Follow

A Map of Women's Physical Security
Worldwide #orangeday @SayNO_UNiTE

12:19 PM - 25 Oct 2013

142 RETWEETS 19 FAVORITES

UN Refugee Agency

The UN Refugee Agency, the UNHCR has mothballed its @UNHCR account and tweets about displaced persons on the aptly named @Refugees account in English. The UNHCR also tweets in French @Le_HCR, Spanish @ACNURAmericas, Portuguese @ACNURBrasil and Arabic @Refugees_Arabic and it lists a plethora of regional and staff accounts on its Twitter list. The @Refugees account tweets on average more than 16 times per day and almost every tweet contains a strong visual. Not surprisingly its tweets are retweeted more than 50 times on average. The organisation encourages its spokespersons and field officers to be personally active on social media and frequently retweets @MelissarFleming, @Ce_Schmitt, @AoifeUNHCR @KarindeGruijl, @And_Harper, @lieneveide and @NasserTouaibia. In October 2013 the UNHCR created a special Twitter account for the Za'atari refugee camp @ZaatariCamp, giving exclusive insights into 144,000-strong Syrian refugee camp in the Jordan desert. The @Refugees account was on the original Twitter suggested user list in 2009 and is the fifth most followed international organization covered in this study. The account makes good use of pictures and videos illustrating refugee stories from around the world as well as interesting infographics about specific issues. Not surprisingly its most used hashtags over the past six months have been #Iraq, #Syria, #CARcrisis and #SouthSudan.



UN Refugee Agency

@refugees

The official account of UNHCR. Follow us as we provide vital aid and protection to the forcibly displaced around the world.

Tweet analytics (as of February 2015)

Tweets: 18,683

Following: 39,836

Followers: 1,685,524

Listed: 10,707

Joined Twitter: 04/11/2008

Tweets/day: 16.48

Retweets: 12%

Replies/Tweet: 0.03

Tweets retweeted: 0.86

Average of
retweets: 53.44

First tweet



UN Refugee Agency ✓

@Refugees

 Follow

This is the first message of REFUGEES. It will bring updates and news about UNHCR's activities and plans. Stay tuned

4:06 PM - 18 Apr 2008

1 FAVORITE

Most popular tweet



UN Refugee Agency 

@Refugees

 **Follow**

As this woman fled Nigeria with her family she found this baby, crying next to his dead mother. She now cares for him

12:46 AM - 23 Jan 2015

1,207 RETWEETS **353** FAVORITES

UNICEF

The United Nations Children's Fund (UNICEF) is the most effective international organization on Twitter averaging 184 retweets per tweet. @UNICEF started tweeting on 21 April 2009 in English and has become the second most followed international organization after the @UN. UNICEF also maintains active Twitter accounts in four other UN languages: in Arabic @UNICEFinArabic, French @UNICEFFrancais, Spanish @UNICEFenEspanol and even Chinese @UNICEFChinese and lists 112 Twitter accounts of its country offices on its Twitter list. @UNICEF is very active with an average of 17 tweets per day and mentions other Twitter users in every second tweet. The account has reduced the number of retweets, but rather quotes tweets from its regional offices instead. UNICEF is notably one of the few organisations to have its own custom link shortener <http://uni.cf>, which is consistently used in its tweets. UNICEF's Executive Director, Anthony Lake, has a Twitter account @TonyLake but it is protected and inactive.



UNICEF

@unicef

UNICEF promotes the rights and wellbeing of every child in 190 countries and territories, with a special focus on reaching those in greatest need.

Tweet analytics (as of February 2015)

Tweets: 16,609

Following: 25,191

Followers: 3,535,435

Listed: 22,264

Joined Twitter: 04/21/2009

Tweets/day: 17.78

Retweets: 19%

Replies/Tweet: 0.01

Tweets retweeted: 0.81

Average of
retweets: 184.21

First tweet



UNICEF 
@UNICEF

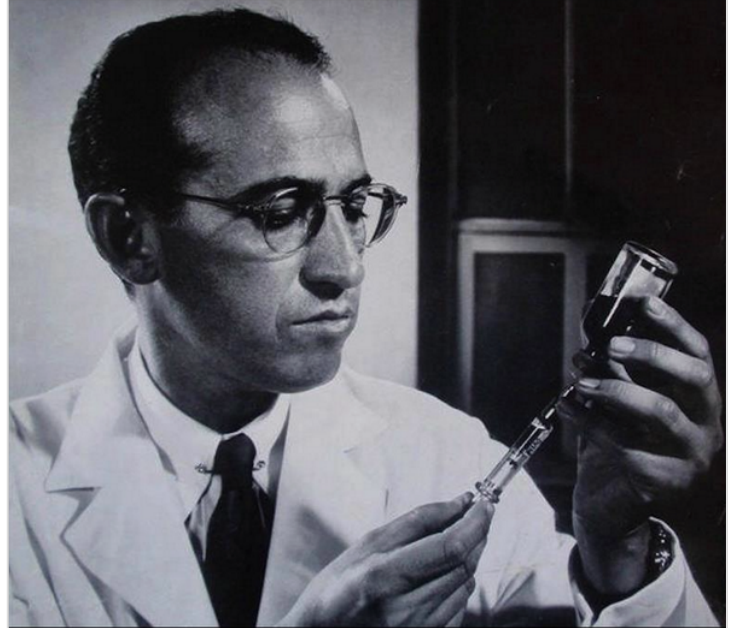
 Follow

Sri Lanka: A catastrophe for Sri Lanka's children trapped in northern conflict zone
<http://tinyurl.com/p56kow>

2:02 AM - 14 May 2009

Most popular tweet

Jonas Salk chose not to patent his 1955 polio vaccine, making it more affordable for the millions of people who needed it.



**As a result, he missed out on earning an estimated US\$7 billion.
Thank you, Dr Salk (1914 – 1995).**



UNICEF 
@UNICEF

 Follow

Thank you Jonas Salk, born 100 years ago today, who refused to patent [#polio](#) vaccine uni.cf/1xAv48i [#endpolio](#)

4:52 PM - 28 Oct 2014

4,658 RETWEETS **3,173** FAVORITES

UNIDIR

The United Nations Institute for Disarmament Research (@UNIDIR) joined Twitter on 19 November 2011 but has been tweeting only intermittently and it has yet to make an impact on the social network. More than half of its tweets are retweets mainly of its staff and its new Director Jarmo Sareva.



UNIDIR

@UNIDIR

Tweet analytics (as of February 2015)

Tweets: 122

Following: 140

Followers: 802

Listed: 42

Joined Twitter: 11/19/2011

Tweets/day: 0.19

Retweets: 53%

Replies/Tweet: 0.07

Tweets retweeted: 0.34

Average of
retweets: 3.05

First tweet



UNIDIR

@UNIDIR

 Follow

Join us at our new website unidir.org

2:09 PM - 22 Apr 2013

6 RETWEETS

Most popular tweet



UNIDIR

@UNIDIR

 Follow

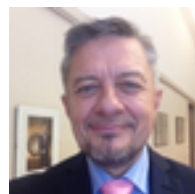
UNIDIR welcomes new Director Jarmo Sareva of Finland!

8:30 AM - 7 Jan 2015

12 RETWEETS 2 FAVORITES

Jarmo Sareva

Jarmos Sareva, the new Director of UNIDIR started his Twitter account after his nomination to become the new Director of UNIDIR on 26 November 2014. He tweets mainly himself on average three times per day and 41% of his tweets are retweets. Among his most used hashtags are #Disarmament and #Nuclear.



Jarmo Sareva


@Jarmo_Geneva

Director, UNIDIR. Tweeting in my personal capacity. RT: ≠ Endorsement

Tweet analytics (as of February 2015)

Tweets:	216
Following:	277
Followers:	135
Listed:	9
Joined Twitter:	11/26/2014
Tweets/day:	3.18
Retweets:	41%
Replies/Tweet:	0.1
Tweets retweeted:	0.19
Average of retweets:	2

First tweet



Jarmo Sareva
@Jarmo_Geneva

Follow

Thanking all friends for wonderful cooperation during time in [#UNODA](#)! Looking forward to assuming post of Director [#UNIDIR](#) in January.

11:51 AM - 26 Nov 2014

1 FAVORITE

Most popular tweet





Jarmo Sareva
@Jarmo_Geneva

Follow

[#BWCMS14](#) side event on coordinating biological security programming within Global Partnership.

1:35 PM - 4 Dec 2014

5 RETWEETS 3 FAVORITES

UNIDO Newsroom

The United Nations Industrial Development Organisation @UNIDO is fairly active, averaging more than seven tweets per day. It was among the first organisations to set up a Twitter account on 5 September 2008 under former Director General Kandeh Yumkella who also has a personal Twitter account @KYumkella. Li Yong, its current Director General and former Vice-Minister of Finance of China is not active on Twitter. UNIDO's main goal on Twitter is to lead and contribute to efforts to promote the cause of industrial development, manufacturing, energy and the environment and show their relevance to sustainable and inclusive growth. Indeed the most used hashtags are: #Economy, #Africa, #Manufacturing, #Industry, #Development and #Energy. The account often posts articles and news stories directly from the @Guardian, @AllAfrica, @BloombergNews and @Reuters as well as video from UNIDO's YouTube account. UNIDO interacts with followers mostly through retweets including many retweets of its quarterly @MakingItMag publication.



UNIDO Newsroom

@UNIDO

News on #economy, #manufacturing, #energy, #environment, inclusive&sustainable industrial #development, #industry, #CSR, #action2015. RTs=endorsement

Tweet analytics (as of February 2015)

Tweets: 23,627

Following: 715

Followers: 41,018

Listed: 853

Joined Twitter: 09/05/2008

Tweets/day: 7.36

Retweets: 30%

Replies/Tweet: 0.01

Tweets retweeted: 0.63

Average of
retweets: 2.84

First tweet



UNIDO Newsroom

@UNIDO

Follow

Director General discusses with Ethiopian Prime Minister: On 28th January 2009, Dr. Kandeh Yumkella, Director Ge..
<http://tinyurl.com/cuaf4d>

12:41 AM - 9 Feb 2009

Most popular tweet



UNIDO Newsroom

@UNIDO

Follow

Population growth and climate change explained by Swedish academic Hans Rosling – video gu.com/p/3fphp/tw via [@guardian](#)

10:33 AM - 18 May 2013



[Population growth and climate change explained by Hans Rosling – video](#)

Han Rosling demonstrates the dynamics of population growth, child mortality and carbon dioxide emissions



The Guardian @guardian

114 RETWEETS **66** FAVORITES

UNISDR

#DRR (Disaster Risk Reduction) is by far the most used hashtag on the Twitter account of the United Nations Office for Disaster Risk Reduction (@UNISDR). The Geneva-based organisation joined Twitter on 4 August 2009, and since then the account has been averaging more than four tweets per day. @UNISDR consistently mentions other Twitter users, mainly its @PreventionWeb Twitter account and its Executive Director @WahlstromM as well as other UN agencies. The account makes good use of videos and pictures and maintains a Twitter list of its 33 members of staff on Twitter.



UNISDR

@unisdr

Official Twitter account of the UN's office for disaster risk reduction (UNISDR) and secretariat of the International Strategy for Disaster Reduction.

Tweet analytics (as of February 2015)

Tweets: 6,494

Following: 678

Followers: 25,004

Listed: 728

Joined Twitter: 08/04/2009

Tweets/day: 4.28

Retweets: 18%

Replies/Tweet: 0.13

Tweets retweeted: 0.69

Average of
retweets: 5.79

First tweet



UNISDR 
@unisdr

 Follow

IPCC Special Report 'Managing the risks of extreme events and disasters':
<http://bit.ly/T3gqz>

4:02 PM - 4 Aug 2009

Most popular tweet



UNISDR ✓

@unisdr

Follow

Evacuations like these saved countless lives. Great community response to the warnings. Well done India. [#Phailin](#)

10:05 AM - 13 Oct 2013

478 RETWEETS 96 FAVORITES

Margareta Wahlström

“Welcome to my new Twitter account! I am looking forward to discussing and seeing how we can move the disaster risk reduction agenda forward.” Margareta Wahlström tweeted on 29 June 2011 when she set up her Twitter account @WahlstromM. The Special Representative of the Secretary General for Disaster Risk Reduction is not very active, tweeting irregularly and often retweeting the @UNISDR account.



Margareta Wahlstr...

@WahlstromM

The official Twitter account of the Special Representative of the Secretary General for Disaster Risk Reduction, Margareta Wahlström.

Tweet analytics (as of February 2015)

Tweets: 360

Following: 29

Followers: 2,898

Listed: 163

Joined Twitter: 06/29/2011

Tweets/day: 0.27

Retweets: 17%

Replies/Tweet: 0.09

Tweets retweeted: 0.79

Average of
retweets: 3.68

First tweet



Margareta Wahlström

@WahlstromM

Follow

Anticipating and reducing risk needed as world's most populated countries face severe drought and flooding
unisdrdev.org/archive/20536 @unisdr

12:47 PM - 29 Jun 2011

2 RETWEETS 1 FAVORITE

Most popular tweet



Margareta Wahlström

@WahlstromM

Follow

It's the International Day for Disaster Reduction - Let's empower more women and girls to develop careers in disaster management. [#iddr](#)

8:55 AM - 13 Oct 2012

27 RETWEETS 1 FAVORITE

UNITAID

#HIV, #AIDS, #TB and #Malaria are the most used hashtags on the Twitter account of UNITAID, which raises money through innovative financing to shape markets for HIV/AIDS, tuberculosis and malaria in low-income countries. @UNITAID joined Twitter on 5 October 2009 and tweets on average once per day. A quarter of its tweets are retweets including its Chairman, UN Under-Secretary-General Philippe Douste-Blazy.



UNITAID

@UNITAID

UNITAID raises money through innovative financing to shape markets for HIV/AIDS, tuberculosis and malaria in low-income countries.

Tweet analytics (as of February 2015)

Tweets: 2,393

Following: 623

Followers: 5,532

Listed: 196

Joined Twitter: 10/05/2009

Tweets/day: 1.24

Retweets: 26%

Replies/Tweet: 0.07

Tweets retweeted: 0.45

Average of
retweets: 2.75

First tweet

 **UNITAID**
@UNITAID

 Follow

UNITAID has delivered treatments for [#HIV](#) / [#AIDS](#), [#malaria](#) and [#tuberculosis](#) to 93 countries. See <http://unitaid.eu/thankyou> for more info.

9:27 PM - 20 Oct 2009

1 RETWEET

Most popular tweet



UNITAID

@UNITAID

 Follow

.@FlorentTorres @EmoireOff et
@LouisDelortOff sont avec UNITAID et
#PourUneViePourUnRêve. #solidarite

3:36 PM - 21 Jun 2013

72 RETWEETS 40 FAVORITES

Ph. Douste-Blazy

UNITAID's Chairman Philippe Douste-Blazy joined Twitter on 9 June 2008 and tweets only occasionally. A quarter of its tweets are retweets mainly of Laurence Thurion @lthurion, Chief of Staff to the UN USG in charge of Innovative Financing for Development and @UNITAID. Among his most used hashtags are #UNITAID, #HIV, #Aids and #Malaria.



Ph. Douste-Blazy

@pdoustebrazy

UN Under-secretary-general in charge of Innovative Financing for Development. Chairman of UNITAID.

Tweet analytics (as of February 2015)

Tweets:	841
Following:	137
Followers:	3,458
Listed:	198
Joined Twitter:	06/09/2008
Tweets/day:	0.39
Retweets:	25%
Replies/Tweet:	0.03
Tweets retweeted:	0.42
Average of retweets:	3.87

First tweet



Ph. Douste-Blazy ✓

@pdoustebrazy

Follow

Retrouvez l'interview croisée avec Bill Clinton dans Le Figaro Magazine du 7 mars <http://tinyurl.com/azglyx>

9:32 PM - 8 Mar 2009

1 FAVORITE

Most popular tweet



Ph. Douste-Blazy ✓

@pdoustebrazy

Follow

[#Malaria](#) kills more than 2,000 [#children](#) under five every day, roughly one child every 45 seconds [#UNITAID](#) [#MDGs](#)

6:40 PM - 28 Jul 2012

110 RETWEETS 3 FAVORITES

UNOCHA

The Office for the Coordination of Humanitarian Affairs joined Twitter in early 2009 but was not active until July 2011. Since then @UNOCHA has been fairly active with almost eight tweets sent from its New York headquarters every day. UNOCHA uses Twitter to advocate for humanitarian issues, sharing stories of new and neglected emergencies. It also works to amplify the voices of affected communities, aid workers and senior humanitarian officials, including using real-time updates. 41% of its tweets are retweets, mostly often of the UN Emergency Relief Coordinator @ValerieAmos and UNOCHA's 18 regional offices also listed on its Twitter list. Its most used hashtags reflect its regional operations: #Gaza, #SouthSudan, #CARcrisis, #Iraq, and #Syria. UNOCHA also tweets in French @UNOCHA_fr to a much smaller following.



UNOCHA

@unocha

The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) mobilizes & coordinates humanitarian assistance to people in need worldwide.

Tweet analytics (as of February 2015)

Tweets: 12,145

Following: 1,114

Followers: 110,521

Listed: 1,649

Joined Twitter: 02/19/2009

Tweets/day: 8.95

Retweets: 41%

Replies/Tweet: 0.01

Tweets retweeted: 0.59

Average of
retweets: 28.07

First tweet



UNOCHA ✓
@UNOCHA

Follow

Welcome to our new Twitter profile!
Follow @UNOCHA for updates on key
#humanitarian issues & news about our
work in emergencies worldwide

4:50 PM - 6 Jul 2011

1 RETWEET

Most popular tweet



World Food Programme ✓
@WFP

03 Oct

Make this the one photo you share today: One mother, one child, living in quarantine in [#Liberia](#).
[#EbolaResponse](#) @WFP pic.twitter.com/slcCb574AJ



UNOCHA ✓
@UNOCHA

Follow

Make this the one photo you share today:
1 mother, 1 child, quarantined in [#Liberia](#).
[#EbolaResponse](#) via @WFP
pic.twitter.com/RMgNCEMH0Z

12:59 PM - 6 Oct 2014



941 RETWEETS 749 FAVORITES

Valerie Amos

UN Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, @ValerieAmos, is among the ten most followed heads of the international organizations covered in this study. Valerie Amos who debuted on the microblogging platform on 9 May 2011 is also among the most effective as her tweets are retweeted on average 26 times. The account, managed by her spokesperson's office, is not particularly active, tweeting once a day, but it has engaged with followers through regular Twitter interviews using the hashtag #AskValerie. Valerie Amos personally tweets during missions to crisis-affected countries, posting real-time updates and photos.



Valerie Amos

[@ValerieAmos](#)

The official Twitter account of the Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, Valerie Amos.

Tweet analytics (as of February 2015)

Tweets:	1,357
Following:	265
Followers:	40,095
Listed:	840
Joined Twitter:	05/05/2011
Tweets/day:	0.99
Retweets:	14%
Replies/Tweet:	0.06
Tweets retweeted:	0.85
Average of retweets:	26.31

First tweet

**Valerie Amos**
@ValerieAmos

Follow

Welcome to my new Twitter profile! I am looking forward to discussing the key humanitarian challenges facing us all.

8:33 PM - 9 May 2011

4 RETWEETS 1 FAVORITE

Most popular tweet



**Valerie Amos**
@ValerieAmos

Follow

10 trucks crossed into [#Syria](#) from Jordan today with UN food, hygiene & medical kits. 15 via Turkey since yesterday

7:13 PM - 6 Aug 2014

540 RETWEETS 348 FAVORITES

UNODC

The United Nations Office on Drugs and Crime was among the first organisations to set up a Twitter account on 8 December 2008. The UNODC tweets in English (@UNODC), French (@ONUDDC), Spanish (@UNODCesp), Portuguese (@UNODCprt) and Russian (@UNODCrus). The English account has by far the most followers and tweets on average three times per day, mainly about #HumanTrafficking, #Crime, #Corruption and #Drugs. The organization posts news articles, videos of its campaigns, infographics, links to its e-newsletter, publications and stories, and shares the activities of its Executive Director Yury Fedotov. On 8 August 2012 UNODC used Twitter to reach out publically to the most followed celebrities on Twitter with an @reply to @Oprah Winfrey, @AlGore, @LeoDiCaprio and 90 other influential tweeps trying to raise awareness of its latest campaign against #HumanTrafficking. The Twitter account of its Executive Director @YuriFedotov is the most retweeted, @mentioned and @replied on the @UNODC time line.



UNODC

@unodc

UNODC assists Governments and other entities across the world to roll back threats caused by illicit #drugs, transnational organized #crime and #terrorism.

Tweet analytics (as of February 2015)

Tweets: 6,182

Following: 211

Followers: 57,603

Listed: 1,438

Joined Twitter: 12/08/2008

Tweets/day: 3.14

Retweets: 18%

Replies/Tweet: 0.13

Tweets retweeted: 0.68

Average of
retweets: 6.87

First tweet



UNODC
@UNODC

Follow

Saying No to Corruption!

8:07 PM - 8 Dec 2008

Most popular tweet



Yury Fedotov

Executive Director Yury Fedotov started using Twitter on 5 October 2011 sending out this first tweet: "Welcome to my official Twitter acc. I'll be tweeting about today's global challenges incl. illicit #Drugs, #OrganizedCrime & #Terrorism". @YuryFedotov tweets on average twice a day and uses almost one hashtag in every tweet with #Drugs, #HumanTrafficking, #Drugs, #Corruption and #Crime being the most used ones. His team often posts pictures of his bilateral meetings and the account has probably one of the biggest collections of handshake pictures on Twitter.



Yury Fedotov

@YuryFedotov

Executive Director of @UNODC & Director-General of the UN Office in Vienna (UNOV). Committed to tackling illicit #drugs & #OrganizedCrime. RTs not endorsements.

Tweet analytics (as of February 2015)

Tweets: 2,805

Following: 85

Followers: 3,885

Listed: 141

Joined Twitter: 10/04/2011

Tweets/day: 2.3

Retweets: 9%

Replies/Tweet: 0.12

Tweets retweeted: 0.53

Average of
retweets: 2.8

First tweet



Yury Fedotov

@YuryFedotov

Follow

Welcome to my official Twitter acc. I'll be tweeting about today's global challenges incl. Illicit [#Drugs](#), [#OrganizedCrime](#) & [#Terrorism](#)

4:49 PM - 5 Oct 2011

6 RETWEETS

Most popular tweet



Yury Fedotov

@YuryFedotov

Follow

Transnational organized crime networks driving growth behind cruel, illicit trade in wildlife j.mp/1odUCER

10:31 AM - 21 May 2014

42 RETWEETS 6 FAVORITES

UNRISD

The UN Research Institute for Social Development (@UNRISD) joined Twitter on 23 March 2009. The Geneva-based organization tweets on average once a day about #Gender, the #GreenEconomy, #Poverty, and #Development, its most used hashtags. UNRISD also uses Twitter to live tweet its seminars and to advertise job vacancies. Its Director Sarah Cook is on Twitter @SarahCookUNRISD, but hasn't activated her account yet.



UNRISD

@UNRISD

UN Research Institute for Social Development - Multidisciplinary research and policy analysis on the social dimensions of contemporary development issues.

Tweet analytics (as of February 2015)

Tweets: 1,712

Following: 510

Followers: 23,326

Listed: 733

Joined Twitter: 03/23/2009

Tweets/day: 0.8

Retweets: 20%

Replies/Tweet: 0.05

Tweets retweeted: 0.42

Average of
retweets: 2.55

First tweet



Follow

UNRISD Event Announcement:
<http://tinyurl.com/ch8fd5>

10:43 AM - 23 Mar 2009

1 FAVORITE

Most popular tweet



Follow

"Women's Day is an opportunity to reflect, take stock, and strategize for gender equality worldwide":

tinyurl.com/7v8yn6m #womensday

9:47 AM - 8 Mar 2012

68 RETWEETS 3 FAVORITES

UNRWA

The United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) tweets on average twice a day in English and Arabic on the same account about the plight of the five million Palestinian refugees. Its most used hashtags are #Gaza, #Palestine, #Syria and #Yarmouk, a refugee camp on the outskirts of Damascus and heavily damaged during the fighting in Syria.

@UNRWA makes good use of pictures documenting the human suffering. Not surprisingly its Twitter communication is fairly effective as its tweets are retweeted and on average 53 times.



UNRWA

@unrwa

UNRWA is the United Nations Relief and Works Agency, responsible for the welfare of Palestine refugees.

Tweet analytics (as of February 2015)

Tweets: 3,431

Following: 390

Followers: 57,543

Listed: 1,229

Joined Twitter: 05/26/2009

Tweets/day: 2.72

Retweets: 9%

Replies/Tweet: 0.02

Tweets retweeted: 0.86

Average of
retweets: 53.56

First tweet



UNRWA
@UNRWA

 Follow

is experimenting with twitter

1:12 PM - 26 May 2009

Most popular tweet

“There is literally
no safe place
for civilians
in Gaza.”

- UN OCHA Spokesperson, Jens Laerke



UNRWA
@UNRWA

Follow

The number of displaced Palestinians in [#Gaza](#) is now more than double the peak number from the 2009/9 conflict.

11:21 AM - 24 Jul 2014

3,144 RETWEETS 654 FAVORITES

Pierre Krähenbühl

Pierre Krähenbühl joined Twitter on 30 March 2014 the day he became Commissioner-General of UNRWA. @PKraehenbuehl who tweets personally from his iPhone came to prominence on 30 July 2014 when he strongly condemned Israel's shelling of an UNRWA school in Jabalia, Gaza in a series of tweets which were each retweeted several thousand times. "No words to adequately express my anger and indignation", he tweeted. "This is 6th time one of our @UNRWA schools has been struck. Our staff leading int'l response are being killed. This is a breaking point." With his impassionate personal tweets he has become the most effective leader of an international organisation, averaging 170 retweets per tweet.



Pierre Krähenbühl

[@PKraehenbuehl](#)

Commissioner-General @UNRWA - UN Agency providing assistance and protection to 5 million Palestine refugees in the Near East

Tweet analytics (as of February 2015)

Tweets: 307

Following: 62

Followers: 11,031

Listed: 311

Joined Twitter: 03/30/2014

Tweets/day: 0.99

Retweets: 29%

Replies/Tweet: 0.05

Tweets retweeted: 0.69

Average of
retweets: 170.83

First tweet



Pierre Krähenbühl

@PKraehenbuehl

Follow

Today assuming post of [#UNRWA](#) Commissioner-General. Honored to work with organization's staff to serve Palestine refugees in Near-East.

3:39 PM - 30 Mar 2014

8 RETWEETS 7 FAVORITES

Most popular tweet



Pierre Krähenbühl

@PKraehenbuehl

Follow

After my visit 2 [#Gaza](#) hospital today, beyond politics & ideology, 1 question remained: how can world tolerate this?

10:09 PM - 31 Jul 2014

4,740 RETWEETS 1,384 FAVORITES

UNV

The UN Volunteers programme started its Twitter adventure on 4 April 2011 and is particularly active, sending on average nine tweets per day. The @UNVolunteers account is used to promote #OnlineVolunteering, a hashtag it uses consistently at the beginning of most of its tweets. The UNV presence on Twitter also includes other official account such as the @ActionCounts campaign, @UNVBurundi, @UNVColombia, @UNVHaiti, @UNVJordan, @UNVKenya, @unvph @UNV_PARA, @UNVRwanda, @UNVUzbekistan with tweets in Spanish, Portuguese and Arabic.



UNV

@UNVolunteers

The United Nations Volunteers (UNV) programme contributes to peace and development through volunteerism worldwide.

Tweet analytics (as of February 2015)

Tweets: 14,172

Following: 2,082

Followers: 28,942

Listed: 508

Joined Twitter: 04/04/2011

Tweets/day: 9.38

Retweets: 16%

Replies/Tweet: 0.03

Tweets retweeted: 0.74

Average of
retweets: 3.76

First tweet



UNV

@UNVolunteers

Follow

#volunteers worldwide are getting into #IYV+10 - here's the outcome from Latin America <http://bit.ly/hPLRgX>

12:06 PM - 4 Apr 2011

Most popular tweet



UNV

@UNVolunteers

Follow

This Friday is International Volunteer Day! What will you do to make change happen in your community? #IVD2014 #actioncounts Happy #IVD2014

10:04 AM - 5 Dec 2014

117 RETWEETS 35 FAVORITES

Richard Dictus

Richard Dictus joined Twitter on 24 January 2013, just three weeks after having started his new job as Executive Coordinator of UNV. More than a third of his tweets are retweets mainly of the @UNVolunteers account. @RDictusUNV who tweets every other day is one of the most conversational leaders among his peers, with 15% of his tweets being @replies to other users. Dictus is also among the handful of leaders who tweet themselves and who fosters dialogue with his audience through Facebook chats and Google+ hangouts. The account also shares images from his missions and behind-the-scenes photos during conferences including 'groufies', group selfies with his staff.



Richard Dictus

@RDictusUNV

@UNVolunteers Executive Coordinator, believer of transformational change through #volunteerism, #volunteers and civic engagement

Tweet analytics (as of February 2015)

Tweets: 419

Following: 590

Followers: 1,526

Listed: 81

Joined Twitter: 01/24/2013

Tweets/day: 0.57

Retweets: 39%

Replies/Tweet: 0.15

Tweets retweeted: 0.41

Average of
retweets: 3.3

First tweet



Richard Dictus

@RDictusUNV

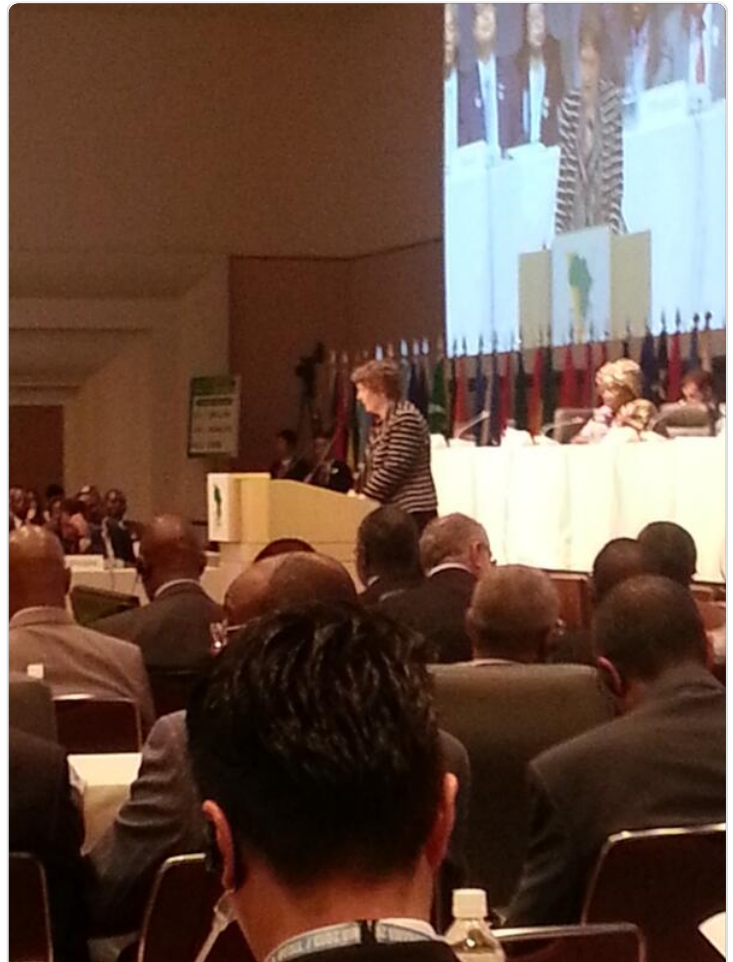
 Follow

Hello, everyone! I'm @UNVolunteers new Executive Coordinator. Looking forward to discussing more about #volunteerism with you. #actioncounts

5:10 PM - 24 Jan 2013

12 RETWEETS 4 FAVORITES

Most popular tweet



Richard Dictus

@RDictusUNV

 Follow

Helen Clark at [#ticadv](#) closure; women are the greatest opportunity to unleash Africa's future. Now is the time!

3:36 AM - 3 Jun 2013

21 RETWEETS **4** FAVORITES

UNWTO

Not surprisingly #Tourism is the dominant hashtag of the United Nations World Tourism Organisation's Twitter feed @UNWTO set up on 5 June 2009. The @UNWTO is tweeting on average three times per day mainly in English but also in Spanish and sometimes in French. The Madrid-based organisation chronicles the activities of its Secretary General Taleb Rifai and promotes its different reports and research publications which also have their own Twitter account @UNTWO_pub.



UNWTO

@unwto

The official twitter page of the World Tourism Organization (#UNWTO), the @UN agency responsible for the promotion of sustainable tourism. Also at @UNWTO_pub.

Tweet analytics (as of February 2015)

Tweets: 3,689

Following: 1,683

Followers: 31,241

Listed: 820

Joined Twitter: 06/05/2009

Tweets/day: 2.95

Retweets: 11%

Replies/Tweet: 0.05

Tweets retweeted: 0.84

Average of
retweets: 8.14

First tweet



UNWTO

@UNWTO

Follow

Encouraging the Tourism and Travel Industry towards a Low Carbon Economy
<http://bit.ly/8S72A>

8:07 PM - 5 Jun 2009

Most popular tweet



UNWTO

@UNWTO

Follow

H.E. Enrique Peña Nieto, President of #Mexico, speaking at the #WTD2014 Ceremony in Guadalajara @PresidenciaMX

8:00 PM - 26 Sep 2014

350 RETWEETS 84 FAVORITES

Universal Postal Union

The Universal Postal Union (UPU) based in Bern, Switzerland is on Twitter since 7 May 2010 but only tweets every other day. The @UPU_UN account is fairly active during the #WorldPostDay on 9 October. The UN specialized agency for postal services wants to create the postal network of the future, helping its 192 member countries shift from cash to electronic payments.



UniversalPostalUnion

@UPU_UN

The UPU official Twitter account; the UN specialized agency for postal services has 192 member countries and is creating the postal network of the future.

Tweet analytics (as of February 2015)

Tweets: 698

Following: 261

Followers: 948

Listed: 56

Joined Twitter: 05/07/2010

Tweets/day: 0.57

Retweets: 25%

Replies/Tweet: 0.12

Tweets retweeted: 0.24

Average of
retweets: 2.31

First tweet



UniversalPostalUnion

@UPU_UN

 Follow

Check out some photos from World Post Day 2010:... [fb.me/19DAs33wX](https://www.facebook.com/19DAs33wX)

3:37 PM - 21 Sep 2011

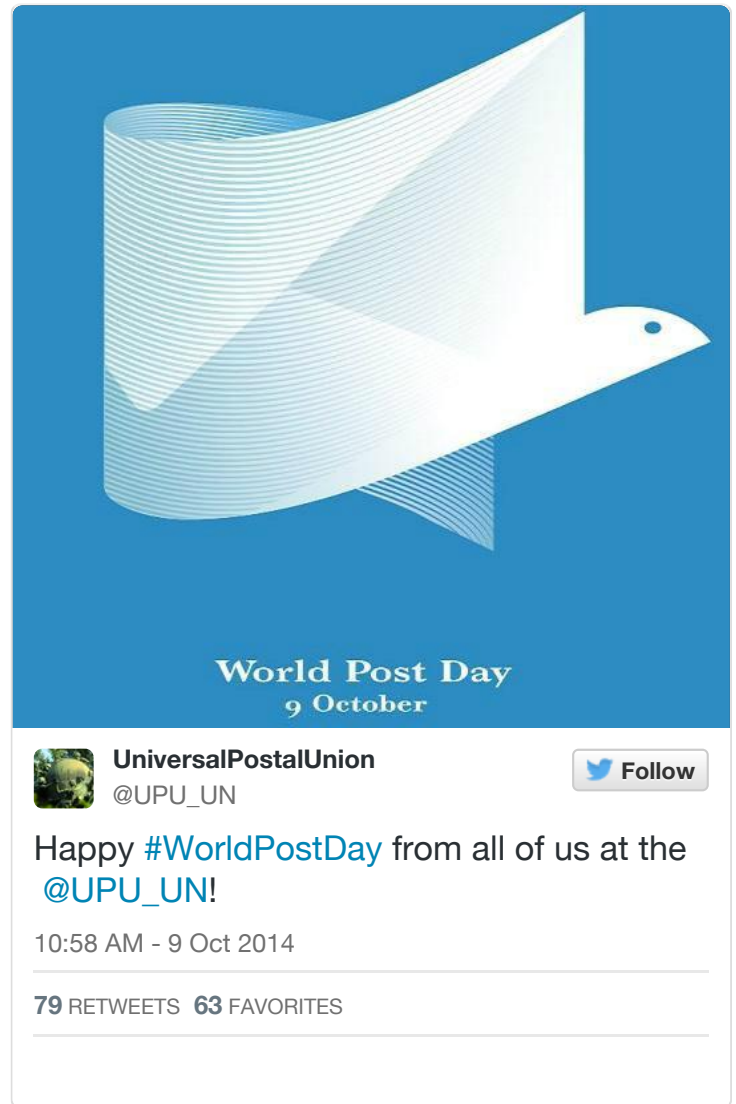
[World Post Day 2010 Celebrations](#)

View the album on Flickr.

 [Flickr @Flickr](#)



Most popular tweet



V4 PRESIDENCY

The Slovak foreign ministry set up a Twitter account on 30 June 2014 to document its presidency of the Visegrád Group (V4), an alliance of four Central European states (Czech Republic, Hungary, Poland and Slovakia). The @V4_PRES account tweets only irregularly, promoting the activities of the alliance. Almost two-thirds of its tweets are retweets, mainly of @PeterJavorcik, the State Secretary of the Slovak Ministry of Foreign Affairs and @RehakLubomir its Political Director. The Twitter account has yet to make an impact.



V4 PRESIDENCY

@V4_PRES

Tweet analytics (as of February 2015)

Tweets: 48

Following: 23

Followers: 275

Listed: 4

Joined Twitter: 06/27/2014

Tweets/day: 0.22

Retweets: 63%

Replies/Tweet: 0.02

Tweets retweeted: 0.31

Average of
retweets: 5.2

First tweet



V4 PRESIDENCY

@V4_PRES

 Follow

Just setting up my Twitter. [#myfirstTweet](#)

10:52 AM - 30 Jun 2014

1 RETWEET 3 FAVORITES

Most popular tweet



V4 PRESIDENCY

@V4_PRES

 Follow

Launching Slovak V4 Presidency at press conference in Bratislava - priorities, logo [@MiroslavLajcak](#) [@PeterJavorcik](#). V4 starts tweeting!

10:56 AM - 30 Jun 2014

12 RETWEETS 6 FAVORITES

World Economic Forum

The World Economic Forum was one of the first international organisation to set up a Twitter account on 18 April 2007. In 2009 the account was on the original Twitter suggested user list and today @WEF is the third most followed international organisation with more than two million followers. The @WEF is also the second most active international organization averaging more than 27 tweets per day which are retweeted on average 63 times. Most of its tweets are either questions, designed to increase interaction or BuzzFeed-style listicles. Almost all tweets are accompanied by a high-quality visual, linking back to its blog. The Forum also repeats some of these tweets at different intervals throughout the week to drive more visitors to its blog. The World Economic Forum can best be described as a media company, publishing blog posts syndicated from LinkedIn, Medium, Business Insider, the Thomson Reuters Foundation, and ProSyn. However, @WEF rarely retweets and never @replies to its followers. The Forum also maintains the @Davos account, named after the city where it holds its annual meeting. The @Davos account is also tweeting its blog posts and live tweets its events with up to 400 posts per day. The Forum also tweets in Spanish @WEF_ES, Japanese @WEF_JP and has accounts for its @YGLvoices, the @Schwabfound and its @TechPioneers.



World Economic F...

@wef

The international institution for public private cooperation. Follow us for research, insight and analysis on global issues.

Tweet analytics (as of February 2015)

Tweets: 11,375

Following: 211

Followers: 2,326,888

Listed: 14,812

Joined Twitter: 04/18/2007

Tweets/day: 27.52

Retweets: 1%

Replies/Tweet:

Tweets retweeted: 0.99

Average of
retweets: 63.68

First tweet



World Economic Forum 
@wef

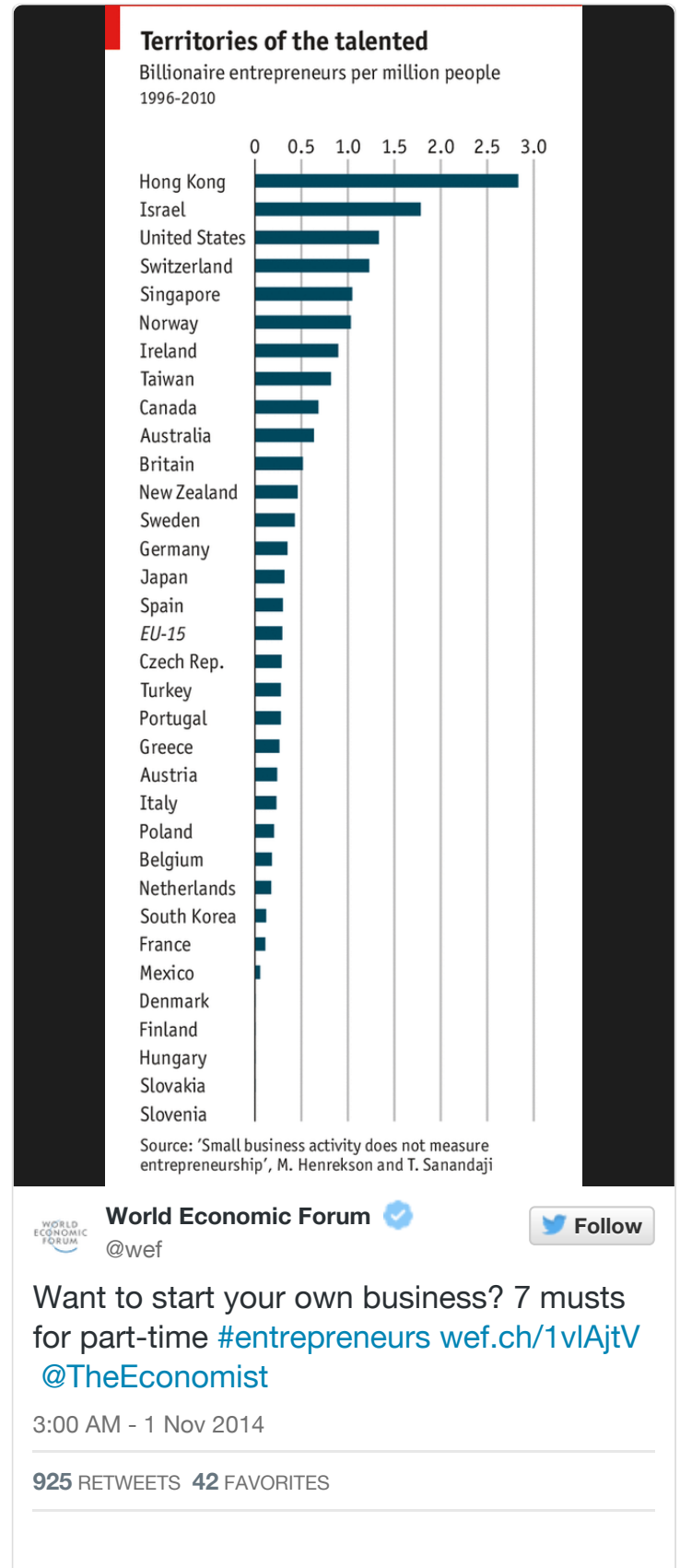
 Follow

Watch this space for the World Economic Forum Annual Meeting Twitter from Davos starting 23 January 2008

10:09 PM - 23 Nov 2007

1 FAVORITE

Most popular tweet



World Food Programme

The United Nations World Food Programme (@WFP) is the tenth most effective international organization, averaging 60 retweets per tweet. Its most popular tweets was retweeted more than 10,000 times. The @WFP tweets on average ten times a day and almost every tweet has a picture. A quarter of its tweets are retweets, mainly of other WFP accounts such as @WFPlogistics, @WFP_Media, and @WFP_Europe and it often mentions the activities of its Executive Director @WFPERtharin. Its most used hashtags reflect the organisation's mission to fight hunger including: #Food and #Hunger as well as the countries in their focus such as #CARcrisis, #SouthSudan, #Syria and #Iraq. The World Food Programme has accounts in various languages including French, German, Spanish, Italian, Danish, Finnish, Swedish, Japanese, Arabic and Farsi all listed in a Twitter list.



World Food Progra...

@WFP

Fighting hunger worldwide. The United Nations World Food Programme is the world's largest humanitarian agency on the front lines against hunger.

Tweet analytics (as of February 2015)

Tweets: 15,985

Following: 678

Followers: 862,297

Listed: 9,623

Joined Twitter: 03/31/2009

Tweets/day: 10.64

Retweets: 27%

Replies/Tweet: 0.06

Tweets retweeted: 0.71

Average of
retweets: 60.3

First tweet



World Food Programme 
@WFP

 **Follow**

Just added myself to the
<http://wefollow.com> twitter directory
under: [#activism](#) [#humanitarianism](#)
[#aidworker](#)

11:15 AM - 31 Mar 2009

Most popular tweet



WFPErtharin

Ertharin Cousin, the Executive Director of the World Food Programme (WFP), has been on Twitter since 10 August 2012, but only tweets occasionally. More than two-thirds of her 300 tweets are retweets of other accounts and mainly the @WFP handle. It is interesting that the Twitter handle chosen combines the World Food Programme official acronym and the Executive Director's first name @WFPErtharin, meaning that the handle will have to be changed once she leaves office.



WFPErtharin

@WFPErtharin

Executive Director of the United Nations World Food Programme -- @WFP. Working to improve the lives of hungry people worldwide.

Tweet analytics (as of February 2015)

Tweets:	299
Following:	72
Followers:	2,939
Listed:	133
Joined Twitter:	08/10/2012
Tweets/day:	0.33

Retweets: 66%

Replies/Tweet: 0.08

Tweets retweeted: 0.29

Average of
retweets: 11.85

First tweet



WFP Ertharin

@WFP Ertharin

Follow

Attending 10 Downing Street Hunger summit. Cameron convening Global community for call to action that will end child stunting.

11:26 AM - 12 Aug 2012

23 RETWEETS 3 FAVORITES

Most popular tweet



WFP Ertharin

@WFP Ertharin

Follow

[#Philippines](#) amid [#Haiyan](#) destruction these boys found joy "shooting hoops" we share dreams a future free from want!

12:51 PM - 17 Nov 2013

262 RETWEETS 163 FAVORITES

WHO

The Geneva-based World Health Organisation (WHO) has gone “Twitter first”, sometimes updating its Twitter feed before updating its website. The @WHO account is also using Twitter Alerts, allowing users to sign up to receive important updates in times of crisis via text message on their mobile phones. WHO joined Twitter on 23 April 2008 and tweets mainly in English 15 times per day, focusing on health tips with lots of infographics and linking to its website. The account has become the fourth most followed account of the international organisation in this study with well over two million followers. The account is also the most conversational, @replying to other Twitter users in every third tweet. @WHO frequently organizes Twitter chats with its specialists on a range of topics. Ninety-four percent of @WHO’s tweets are retweeted and receive on average 96 retweets making it the fifth most effective international organization on Twitter. Not surprisingly its most used hashtag is #Ebola which is also one of its most retweeted tweets.



WHO

@who

Official Twitter account of the World Health Organization, the United Nations' health agency

Tweet analytics (as of February 2015)

Tweets: 14,389

Following: 970

Followers: 2,039,826

Listed: 18,256

Joined Twitter: 04/23/2008

Tweets/day: 15.01

Retweets: 2%

Replies/Tweet: 0.35

Tweets retweeted: 0.94

Average of
retweets: 96.7

First tweet



WHO 
@WHO

 Follow

Bringing WHO news to the world: setting up Twitter....

9:57 PM - 23 Apr 2008

1 FAVORITE

Most popular tweet



WHO 
@WHO

 Follow

He did not cry when his mother died of [#Ebola](#) because he didn't want to scare his brothers goo.gl/2TZaXR

1:03 PM - 30 Sep 2014

3,147 RETWEETS **777** FAVORITES

Carissa Etienne

While Margaret Chan, the Director General of WHO is not on Twitter, her regional counterpart, the Director of the Pan American Health Organization (PAHO) is.

@CarissaEtienne is not very active and her team tweets in English and in Spanish. 92% of her tweets are retweets mainly from @PAHOWHO and @OPSOMS. Carissa Etienne doesn't have a Twitter background nor a header picture and has not made her affiliation with PAHO/WHO known on her Twitter profile.



Carissa Etienne

@CarissaEtienne

Commonwealth of Dominica 2

November 1952

Tweet analytics (as of February 2015)

Tweets: 588

Following: 69

Followers: 1,251

Listed: 33

Joined Twitter: 06/12/2012

Tweets/day: 0.61

Retweets: 92%

Replies/Tweet: 0.01

Tweets retweeted: 0.03

Average of
retweets: 3.05

First tweet



Carissa Etienne

@CarissaEtienne

Follow

"The fundamental purposes of the Pan American Health Organization shall be to promote the physical and mental health of the people"

8:13 PM - 22 Jun 2012

Most popular tweet



Carissa Etienne

@CarissaEtienne

Follow

Thank you all! Muchas gracias a todos!
Muito obrigado! Merci beaucoup!

8:22 PM - 31 Jan 2013

8 RETWEETS 6 FAVORITES

PAHO/WHO

The World Health Organisation also has 43 Twitter accounts for its regional and national offices around the world including @WHOEMRO, @WHO_Europe and @WHOAFRO. The Pan-American Health Organisation, in Washington is very active with an average of twelve tweets per day on its English account @PAHOWHO and 14 tweets per day on its Spanish account @OPSOMS. Almost half of its tweets are retweets, mainly of the @WHO account and other national accounts in Latin America. Both accounts often tweet about #Ebola but also about the #Chikungunya virus.



PAHO/WHO

@pahowho

Founded in 1902, #PAHO is the world's oldest international #publichealth agency. Specialized health agency of the Inter-American System/Regional Office of @WHO

Tweet analytics (as of February 2015)

Tweets: 13,893

Following: 3,531

Followers: 24,653

Listed: 740

Joined Twitter: 02/11/2009

Tweets/day: 12.58

Retweets: 49%

Replies/Tweet: 0.09

Tweets retweeted: 0.47

Average of
retweets: 4.77

First tweet



PAHO/WHO ✓

@pahowho

Follow

is reinventing paho.org

10:33 PM - 11 Feb 2009

Most popular tweet



PAHO/WHO ✓

@pahowho

Follow

[#Breastfeeding](#) is one of the most effective ways to ensure children's good health and survival - Dr. [@CarissaEtienne](#) [ow.ly/ntBdy](#)

11:54 PM - 30 Jul 2013

145 RETWEETS **31** FAVORITES

WIPO

#Patents, #Trademarks and #Copyright are the key hashtags on the Twitter account of the World Intellectual Property Organisation (WIPO) which has been tweeting since 5 December 2011. The @WIPO account has a steady flow of tweets with an average of three tweets per day. @WIPO rarely uses pictures but does occasionally share pictures of its Director General Francis Gurry meeting other dignitaries. The account maintains three Twitter lists including one with “the people who have transformed our lives” and a list with the 23 IP offices in member states. WIPO also secured the @OMPI Twitter handle, its French and Spanish acronym but the account is dormant.



WIPO

@wipo

The official account of the World Intellectual Property Organization. Follow our efforts to promote the use of IP for innovation & creativity.

Tweet analytics (as of February 2015)

Tweets: 3,299

Following: 244

Followers: 21,994

Listed: 667

Joined Twitter: 12/05/2011

Tweets/day: 3.2

Retweets: 10%

Replies/Tweet: 0.08

Tweets retweeted: 0.8

Average of
retweets: 8.53

First tweet



Follow

Welcome to all our followers on the official WIPO Twitter account.

3:59 PM - 20 Mar 2012

15 RETWEETS 1 FAVORITE

Most popular tweet



Follow

Global Innovation Index 2014 is out: Switzerland, UK and Sweden lead worldwide innovation rankings – ow.ly/zilEK. #GII2014

4:33 AM - 18 Jul 2014

157 RETWEETS 69 FAVORITES

WMO | OMM

Climate change, weather, and drought dominate the Twitter feed of the World Meteorological Organisation which has been tweeting mainly in English, but also in French and Spanish on the same account since 10 February 2010. The @WMOnews tweets an average four times per day, sharing useful and interesting content including graphs and maps of global weather patterns. More than 40% of WMO's tweets are retweets mainly from other organisations in the same field, such as the @UNFCCC, @NOAA, @IPCC_CH, @MeteoFrance, @NOAANCDC, @EUMetsat and the @MetOffice.



WMO | OMM

@WMOnews

The World Meteorological Organization is the U.N.'s authoritative voice on weather, climate and water.

Tweet analytics (as of February 2015)

Tweets: 4,577

Following: 265

Followers: 15,400

Listed: 763

Joined Twitter: 02/10/2010

Tweets/day: 4.04

Retweets: 42%

Replies/Tweet: 0.09

Tweets retweeted: 0.48

Average of
retweets: 10.12

First tweet



WMO | OMM

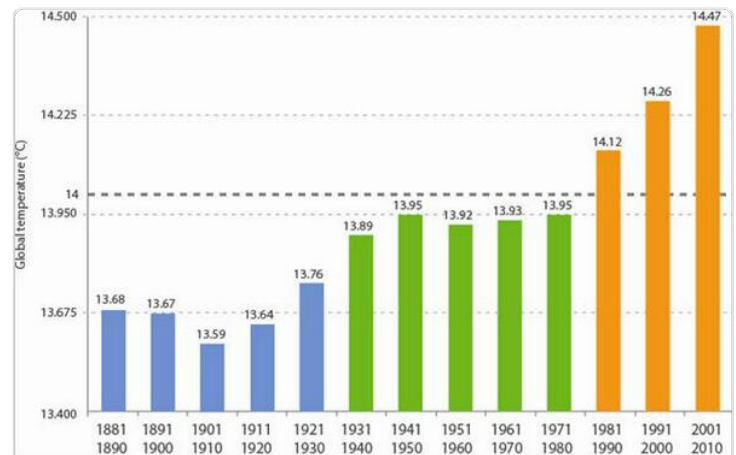
@WMOnews

Follow

Cooperation for Reducing Risks of
Natural Disasters <http://bit.ly/bKp32w>

12:02 PM - 23 Mar 2010

Most popular tweet



WMO | OMM

@WMOnews

Follow

Report: Unprecedented, high-impact
climate extremes during 2001-2010,
warmest decade on record goo.gl/54Zte

1:27 PM - 3 Jul 2013

335 RETWEETS 36 FAVORITES

David Grimes

The Geneva-based World Meteorological Organisation set up a 'personal- institutional' Twitter handle for its president @WMO_President. David Grimes is an irregular Twitter user lacking somewhat in personal engagement, having sent only 80 tweets since 24 June 2011 attracting only 128 followers. His most recent tweet, sent on 17 February 2015 is a simple "LoL". However the advantage of a 'personal-institutional' account is that the Twitter handle will outlive its owner, increasing its followers over time.



David Grimes

@WMO_President

Tweet analytics (as of February 2015)

Tweets: 79

Following: 15

Followers: 126

Listed: 10

Joined Twitter: 06/24/2011

Tweets/day: 0.06

Retweets: 8%

Replies/Tweet: 0.08

Tweets retweeted: 0.18

Average of
retweets: 1.29

First tweet



David Grimes

@WMO_President

Follow

wmo.int

4:00 PM - 24 Jun 2011

1 RETWEET

Most popular tweet



David Grimes

@WMO_President

Follow

14 new Global Cryosphere Sites in polar regions are selected to measure changes in snow, ice as part of a new Cryonet monitoring network

7:50 AM - 3 Mar 2014

4 RETWEETS

World Bank

The World Bank is the 10th most followed international organization with slightly more than one million followers, however its tweets are only retweeted 33 times on average which is much less than other organizations with similar follower numbers. The World Bank joined Twitter on 31 March 2009 and tweets in English (@WorldBank), French (@BanqueMondiale), Spanish (@BancoMundial) and Arabic (@AlbankAldawli) and has regional accounts for Africa (@WorldBankAfrica @BM_Afrique), Asia (@WorldBankAsia) and Latin America (@BancoMundialLAC). All these accounts have an impressive Twitter following due to a Twitter promotion campaign during the month of October 2014. The World Bank maintains a Twitter list with 48 Twitter feeds including thematic accounts for its data (@WorldBankData), publications (@WBPubs), videos (@WorldBankVideos) and photos (@WorldBankPhotos). The bank boasts five executives on Twitter but its President, Jim Yong Kim, is not using Twitter yet. The @WorldBank account is quite active with more than 17 tweets per day and often repeats key tweets in different time zones over several days to increase the engagement. The @WorldBank rarely @replies to its followers, but does organize regular online chats on its website and organizes photo contests on its Instagram account.



World Bank

@worldbank

The official World Bank Twitter feed. The World Bank's mission is to fight poverty with passion and professionalism for lasting results.

Tweet analytics (as of February 2015)

Tweets: 18,906

Following: 521

Followers: 1,078,775

Listed: 10,340

Joined Twitter: 03/31/2009

Tweets/day: 17.52

Retweets: 7%

Replies/Tweet: 0.02

Tweets retweeted: 0.93

Average of
retweets: 33.82

First tweet



World Bank 
@WorldBank

 Follow

Local Governments across Africa
Highlight Innovative Governance
Practices <http://bit.ly/2QXjkG>

9:32 PM - 21 Sep 2009

1 FAVORITE

Most popular tweet



World Bank 
@WorldBank

 **Follow**

By 2050, the planet will have 9 billion people. Food production must increase 70% to feed them all: bit.ly/YGnE5k
[#ittakes](#)

4:23 PM - 8 Apr 2013

4,951 RETWEETS **549** FAVORITES

WTO

The @WTO Twitter account tweets on average 1.6 times per day and often retweets tweets from its Director General Roberto Azevêdo (@WTODGAZEVEDO). The WTO strives to engage its audience in its annual public forum by inviting its followers to tweet questions to be put to the panelists. However the account is hardly conversational as only very few tweets are @replies. Until 2013 the @WTO Twitter account was linked to its YouTube channel automatically sending tweets whenever a new video was uploaded or favoured on the official YouTube channel, making @YouTube its most mentioned Twitter user.



WTO

@wto

The World Trade Organization deals with the global rules of trade between nations. Also follow @WTODGAZEVEDO

Tweet analytics (as of February 2015)

Tweets: 2,658

Following: 53

Followers: 131,798

Listed: 1,351

Joined Twitter: 07/23/2010

Tweets/day: 1.61

Retweets: 10%

Replies/Tweet: 0.01

Tweets retweeted: 0.57

Average of
retweets: 4.64

First tweet



@wto

Follow

The WTO seeks your views about the key forces shaping world trade
<http://dlvr.it/32IIX>

5:04 PM - 26 Jul 2010

1 RETWEET 1 FAVORITE

Most popular tweet



@wto

Follow

Bali package adopted by all #WTO members. This is a stepping stone towards the completion of the Doha Round #MC9 news: tiny.cc/7snp7w

8:17 AM - 7 Dec 2013

140 RETWEETS 14 FAVORITES

Roberto Azevêdo

Twitter has played a crucial role in the election of the head of the World Trade Organisation (WTO). Four of the nine candidates had a Twitter account for their election campaigns including: @MXcandidacyWTO, @pangestu4wto. The Brazilian foreign ministry had set up two Twitter feeds in English (@AzevedoWTO) and Spanish/Portuguese (@AzevedoOMC) for its successful candidate, diplomat Roberto Azevêdo. The campaign accounts have since been deleted and the WTO Director General tweets personally as @WTODGAZEVEDO since 3 September 2013. @WTODGAZEVEDO on average every three days, often personal observations from his meetings. Roberto Azevêdo mainly tweets in English but also in Spanish and his mother tongue Portuguese.



Roberto Azevêdo

@WTODGAZEVEDO

Director-General of the World Trade Organization (WTO)

Tweet analytics (as of February 2015)

Tweets: 151

Following: 16

Followers: 4,288

Listed: 135

Joined Twitter: 09/02/2013

Tweets/day: 0.29

Retweets: 3%

Replies/Tweet: 0.01

Tweets retweeted: 0.94

Average of
retweets: 9.64

First tweet



Roberto Azevêdo

@WTODGAZEVEDO

Follow

In St Petersburg this week, meeting [#G20](#) leaders including Chinese President Xi & French President Hollande. Topic: Ministerial Conference

2:00 PM - 3 Sep 2013

15 RETWEETS 3 FAVORITES

Most popular tweet



Roberto Azevêdo

@WTODGAZEVEDO

Follow

For the first time in its history, the [#WTO](#) has truly delivered. We are back in business!

9:05 AM - 7 Dec 2013

86 RETWEETS 9 FAVORITES

WWF

The World Wide Fund for Nature regularly shares amazing wildlife pictures on its Twitter feed and posts a weekly #PicooftheWeek. The WWF, based in Gland, Switzerland was an early adopter of Twitter, and has started tweeting in English on 7 February 2008. Over the past seven years the organisation has become the seventh most followed international organization and the fourth most effective as its tweets are retweeted on average 104 times. @WWF tweets on average four times a day and often uses hashtags to amplify and promote its campaigns such as #SeizeYourPower, #SOSVirunga, #EarthHour, #Iam4Rhinos and #KillTheTrade. The @WWF also maintains 11 Twitter lists including a useful list of its 58 staff members and its 62 offices worldwide on Twitter.



WWF

@WWF

Building a #future in which
#humans live in harmony with
#nature. Donate us a daily tweet at
justcoz.org/WWF

Tweet analytics (as of February 2015)

Tweets: 8,594

Following: 2,889

Followers: 1,608,791

Listed: 13,757

Joined Twitter: 02/07/2008

Tweets/day: 4.7

Retweets: 12%

Replies/Tweet: 0.11

Tweets retweeted: 0.83

Average of
retweets: 104.91

First tweet



WWF
@WWF

Follow

saving the planet

3:20 PM - 23 Apr 2008

5 RETWEETS 1 FAVORITE

Most popular tweet



WWF
@WWF

Follow

Don't buy ivory products! No object is worth the life of an [#elephant](#). RT if you agree.

9:25 AM - 11 Aug 2014

2,038 RETWEETS 798 FAVORITES

Marco Lambertini

The WWF social media team set up a ‘corporate-personal’ account for Marco Lambertini on 19 December 2013, when he was chosen as new Director General of the World Wide Fund for Nature. Marco Lambertini tweets on average every second day and consistently mentions @WWF and supporting its campaigns.



Marco Lambertini

@WWF_DG

Director General of @WWF International, the global conservation organization. More news & stories @WWF_media.

Tweet analytics (as of February 2015)

Tweets: 262

Following: 601

Followers: 1,094

Listed: 36

Joined Twitter: 12/19/2013

Tweets/day: 0.73

Retweets: 45%

Replies/Tweet:

Tweets retweeted: 0.46

Average of retweets: 6.36

First tweet



WWF Media team

@wwf_media

Follow

-@WWF is delighted to announce Dr Marco Lambertini as new Director General of WWF International bit.ly/1c63jt9 @WWF_DG

9:20 AM - 6 Feb 2014

[Marco Lambertini named Director General of WWF International](#)

WWF announced today the appointment of Marco Lambertini as Director General of WWF International.



WWF @WWF

39 RETWEETS 19 FAVORITES

Most popular tweet



The page features a decorative header at the top with a row of colored squares in light blue, medium blue, dark blue, purple, and magenta. The background of the entire page is a complex geometric pattern of overlapping triangles in various shades of gray and white.

Acknowledgements

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Matthias Lüfkens

[@Twiplomacy](#)

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Geneva, 10 March 2015