# MIE-1624 Course Project Group-9

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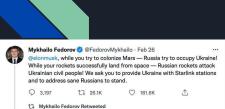


## **Crucial International Support During War**





#### Voice of the world



Elon Musk 📀 @elonmusk Replying to @FedorovMykhailo

Starlink service is now active in Ukraine. More terminals en route.

10:33 PM · Feb 26, 2022 · Twitter for iPhone

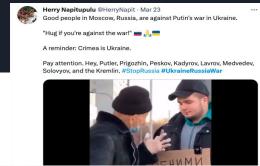
Anna KOMSA | | Quantum | Q

#Ukraine #UkraineRussiaWar

Putin prepares the Russians for new sacrifices and for them to comr themselves more to the war effort.

Anton Gerashchenko @ @Gerashchenko en · 5h Putin says sanctions "might have a negative impact" on Russian economy.





Katya = @blue eyedKeti · Mar 27 When you see those incredible children's eyes, words become unnecessary!!! 😘 It's very hard when children are left without parents...

#UkraineRussiaWar #StandWithUkraine

#WarCrimes

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CombatAddict @WarRead75588392 · 1h amazing people doing amazing things if you can help please do Slava Ukraini Heroiam Slava 19 Meraine Russia War #Ukraine Will Win #freeukraine #SlavaUkraini #ruzziaterroriststate

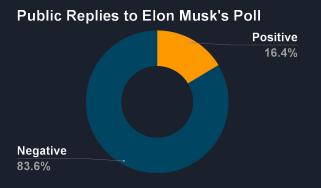
Sarah Ashton-Cirillo @ @Sarah Ashton LV · 2h We are \$2000 from reaching our target.

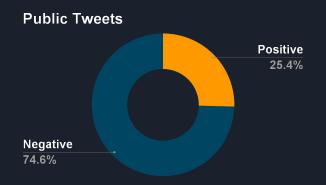
Please donate to the 209th Battalion of the 113th Brigade to purchase a truck for our Infantry Company.

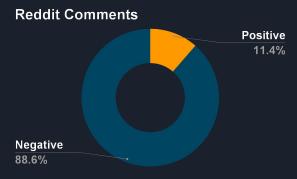
We'll be on the move soon and transportation and logistics are everything for us. twitter.com/SarahAshtonLV/...



### **Sentiment Classification**







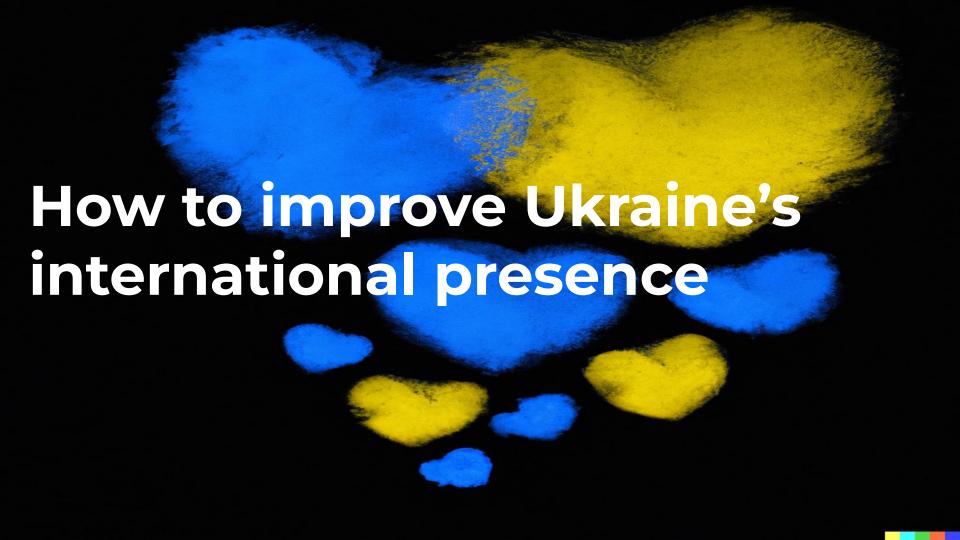












# What is Working



## What is Working

Digital Marketing Campaign





**Public Relations** 

Participation in International Events





Ukraine's official website

## **Recommendation - Unleash Eastern Potential!**



### **Recommendation - Unleash Eastern Potential!**

Promoting Ukraine's culture,

history, art and music by
international events & festivals

Online shops for Ukrainian artworks, clothes and food

Local language articles & social media content on updates of the war

Forming alliances through mutually beneficial trade agreements or business models

Documentaries, short films & promotional videos on Ukraine's culture & history

6 Identifying misinformation and addressing it

# Ask Us Anything: Q&A session

#### References

- 1. Slide 2-Image source: A protester sits on a monument in Kyiv during clashes with riot police in February 2014. Louisa Gouliamaki/AFP/Getty
- 2. Slide 4 -Image source: Digital art by Dominika Dancewicz / Courtesy of the artist
- 3. Slide 13 Image source : *Artificially created in Dall-E*
- 4. <a href="https://www.reddit.com/r/MapPorn/comments/t442yd/stance\_of\_countries\_on\_the\_russian\_inv">https://www.reddit.com/r/MapPorn/comments/t442yd/stance\_of\_countries\_on\_the\_russian\_inv</a> asion of/