

# The Future of Syria

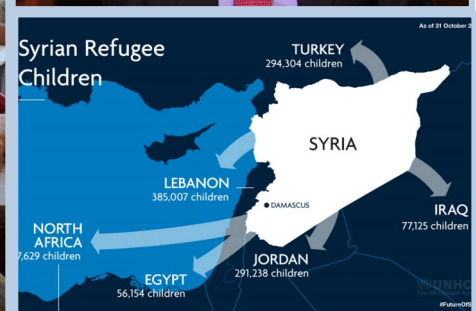


Refugee Children in Crisis

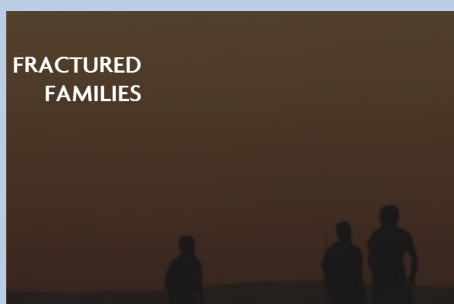
UNHCR Children Report - December 2013

## Preliminary Impact report and summary

(coverage as of the 11th December 2013)



FRACTURED  
FAMILIES



## Executive Summary

### Media Coverage results

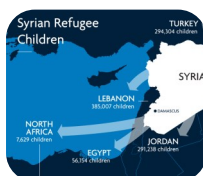
- **1668** - Online news articles from **86** different countries.
- 'Top' news outlets who covered the story include: **ABC (USA), Aftonbladet (Sweden), Al Jazeera (America/Arabic), BBC (UK/Global/Arabic), Bloomberg, CNN (International/Arabic), De Telegraaf (Netherlands), Der Western (Germany), Fox News, France 24, La Repubblica (Italy), LA Times, Reuters, RFI (France), RTS (Switzerland), The Telegraph, The Christian Science Monitor, The Guardian, The Huffington Post, The New York Times, The Washington Post, UOL Noticias (Brazil), Voila (France) and Yahoo.**
- Extensive broadcast coverage included (TV and Radio): **Al Arabiya, Al Jazeera, ARD (Germany), BBC TV (UK/Global/Arabic), BBC Radio (World Service/Radio 2, 3 & 4), CBC TV & Radio (Canada), CNN, CTV (Canada), Deutsche Welle (Germany), France 24, RFI (France), RTS (Switzerland) and Sky News (Arabic).**
- Home page features: **BBC, Guardian and Al Jazeera.**
- Live and pre-recorded interviews/statements by - **The High Commissioner, Volker Turk, Adrian Edwards, Ninette Kelley, William Spindler, Peter Kessler, Dan McNorton, Dana Sleiman, Killian Kleinschmidt, Roberta Russo, Federico Fossi and Fatoumata Lejeune-Kaba.**
- Foreword from the **Special Envoy Angelina Jolie.**



**\*On average UNHCR**  
was mentioned **3.2**  
**times** per article



**42% (699 of 1668)**  
quoted or mentioned  
the **High**  
**Commissioner**



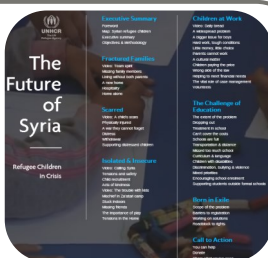
**\*94% of articles**  
mentioned a statistic  
from the report

### Additional coverage patterns

- The 'clowns without borders' performance in Za'atari refugee camp was used in **259 articles** - incorporating coverage and statistics from the report.
- Thematically - mentions of '**child labour**', '**unaccompanied children**' and '**lack of schooling**' were the most frequent.

### Microsite Performance

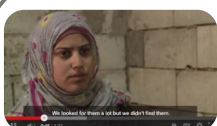
- **21,859 visits**, generating **43,455 pageviews**
- Average visit duration **00:02:16**



### Social Media Performance



- **11,989** : #FutureofSyria Tweets or re-Tweets
- **288,548,925** : #FutureofSyria social impressions



### Video Content

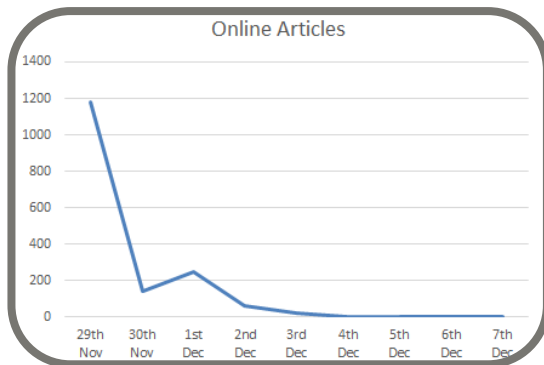
- **13,063** views of UNHCR Children Report videos (from the 29th Nov - 10th Dec)
- **16,354** estimated minutes watched
- **46 external websites** embedded UNHCR Children Report videos

### Celebrity Social Media Support

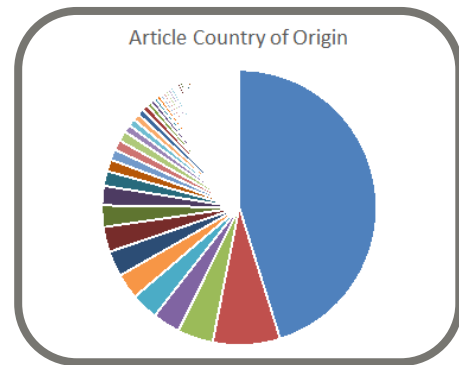
**7 celebrities** tweeted or retweeted about the report - garnering a social reach of **10.5 million** and resulting in **2,866 visits** to the microsite - which accounted for **15%** of total web traffic.

\* A content analysis has been conducted of **50** online news articles. The articles contained within the sampling group were chosen firstly on the basis of those with the largest potential audience. Secondly, they were selected in order to make the sample group geographically representative of the coverage.

**1668** - Online news articles from **86** different countries



Online coverage peaked on the day of the report's launch - 29th November. There was additional peak in coverage on Sunday 1st December.



The USA was the largest contributor of online articles (752), followed by Germany (132), France (70), Switzerland (54), Spain (53) and Canada (50).

### Content Analysis

- **42% (699 of 1668)** quoted or mentioned the **High Commissioner**

The High Commissioner was the most frequently quoted UNHCR spokesperson and the most used quote was;

*"If we do not act quickly, a generation of innocents will become lasting casualties of an appalling war,"*

- **80% (40 of 50\* within the sample group)** quoted or mentioned the **High Commissioner and/or a UNHCR spokesperson**

UNHCR spokespeople were quoted extensively in online articles, some containing embedded videos of TV and Radio interviews



Syrian war is making casualties of 'a generation of innocents,' warns UN



- **\*On average UNHCR was mentioned 3.2 times** per article - UNHCR retained strong brand visibility within the online sample group and in the context of the report was **mentioned more frequently than "UN" or "United Nations"**. There was however a pattern of more articles quoting **'UN report'** in the headline (**38%**) instead of **'UNHCR report'** (**10%**).
- **\*94% mentioned a statistic from the report** - The statistics contained in the report were used by the majority of online articles, the most popular of which were;
  - *'About 1.1 million of 2.2 million refugees registered with the UN's refugee agency are children'*
  - *'In Jordan, fewer than half of the 291,238 children are in school, '*
  - *'As of September 2013, the UNHCR had registered 2,440 unaccompanied or separated children in Lebanon and 1,320 in Jordan.'*

- **Additional content trends** - The 'clowns without borders' story was used in **259 articles (16% of online articles)** - incorporating coverage and statistics from the report as well as quotes from the High Commissioner.



\* A content analysis has been conducted of 50 online news articles. The articles contained within the sampling group were chosen firstly on the basis of those with the largest potential audience. Secondly, they were selected in order to make the sample group geographically representative of the coverage.



## The Future of Syria

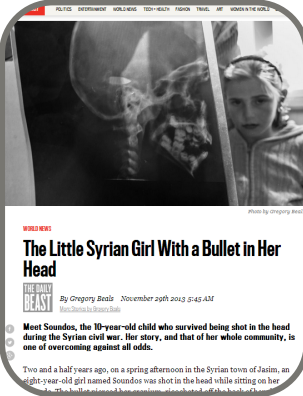


Refugee Children in Crisis

## Digital Coverage

In addition to traditional news outlet coverage the report received a second strand of equally valuable coverage from digital influencers, online blogs and multi platform promotion.

### Blogs



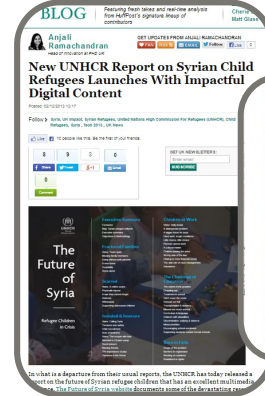
**The Daily Beast - 'The Little Syrian Girl With a Bullet in Her Head'** - Greg Beale (monthly site visitors - 15 million)



**Huffington Post - 'The Gardenia Boys - 10-Year-olds standing alone on street corners selling flowers at midnight'** - Bathoul Ahmed (daily site visitors - 2.9 million)



**Huffington Post - 'Drawings by Syrian Refugee Children Reveal what is going on inside their heads'** - Tatiana Nasser (daily site visitors - 2.9 million)



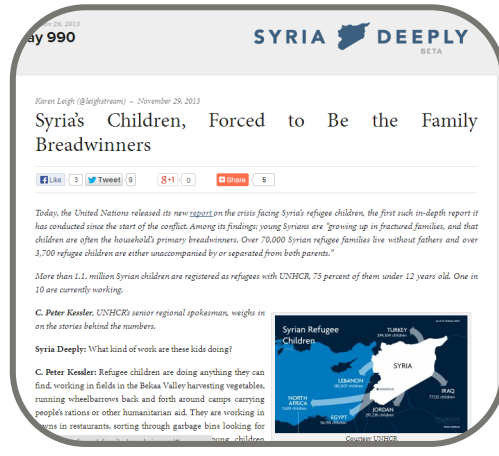
**Huffington Post - 'New UNHCR report on Syrian Child refugees launches with impactful digital content'** - Anjali Ramachandran (daily site visitors - 2.9 million)

Twitter promotion - 3 tweets / 6,400 followers

### Q and A



**Guardian Online - Syria crisis; Zaatari refugee camp manager answers readers question (Killian Kleinschmidt)** - Live twitter Q and A hosted on the Guardian's website, Killian answered over 20 questions from members of the public

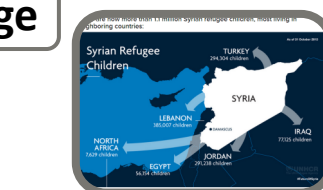


**Syria Deeply - Syria's Children forced to be the family breadwinners** - Q and A with Peter Kessler

### Multi-Platform Digital Coverage

# BuzzFeed

Website buzzfeed.com (a hosting platform for viral content) published an excellent example of alternative digital news coverage. The site hosted UNHCR videos, infographics and photos captioned with statistics from the report. They also issued 3 tweets promoting both their online article and the report (**633,000 followers**).



## Microsite Performance

**21,859** - visits

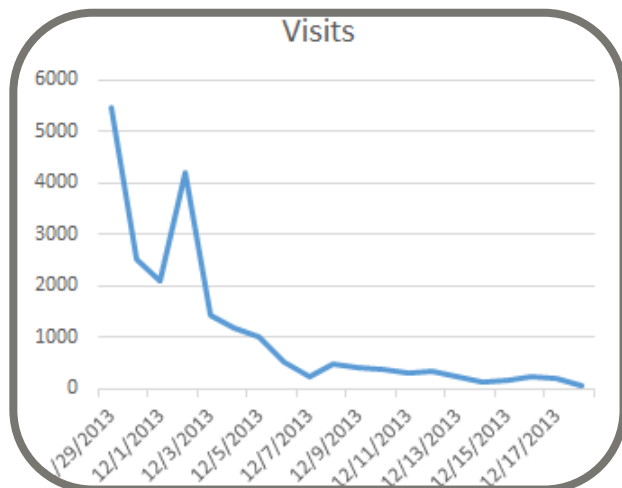
**00:02:16** - Avg Visit duration

**17,172** - Unique Visitors

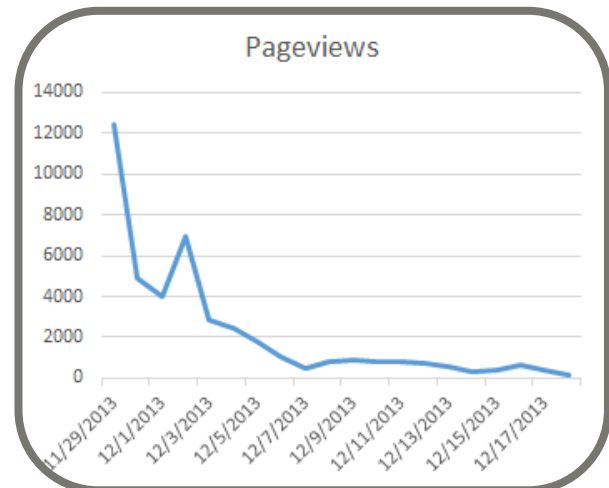
**64.4%** - of visits were 'New visits'

**43,455** - Pageviews

**1.99** - Avg Pages/Visit



Traffic peaked on the launch date (5,463 visits). It then peaked again on the 2nd December when Stephen Fry tweeted about the report, accounting for 42% of the daily traffic (1,786 visits out of 4,225)



The microsite home page was the most visited page (18,803 views) followed by; 'the Executive Summary (5,759), Fractured Families (5,360), CTA page (2,933), 'Scarred' (2,370) and Isolated and Insecure (2,199)

### Traffic Sources

Traffic Source	Visits	% New Visits	Pages / Visit	Avg Visit Duration	Visitor location	Visits	% New Visits	Pages / Visit	Avg Visit Duration
Direct traffic	6,842	76.37%	2.29	0:02:58	United States	4,822	71.69%	1.87	0:02:05
t.co (Twitter)	4,750	59.18%	1.64	0:01:23	United Kingdom	3,083	73.40%	1.68	0:01:29
facebook.com	2,655	63.09%	2.20	0:02:49	Canada	1,040	72.31%	2.09	0:02:19
Stephen Fry - Tweet	2,051	95.12%	1.05	0:00:08	Germany	1,024	71.88%	2.21	0:02:27
Google	1,203	40.9%	2.52	0:04:11	Lebanon	863	55.5%	1.97	0:02:43
Mobile Facebook	1,042	82.53%	1.76	0:01:31	Australia	750	70.8%	1.77	0:02:02
Luol Deng - Tweet	367	91.01%	1.14	0:00:22	Switzerland	741	43.18%	2.97	0:04:20
Neil Gaiman - Tweet	181	77.90%	1.36	0:00:43	Jordan	691	50.51%	2.20	0:03:25
un.org	129	48.06%	2.77	0:03:59	Netherlands	548	65.88%	2.12	0:02:23
Unhcr.or.jp	120	61.67%	3.04	0:03:29	Belgium	525	70.67%	2.12	0:02:28

In total there were **390** different microsite traffic sources;

In total **174** different countries referred traffic to the microsite.

- Prominent websites that referred traffic to the microsite included - Relief Web, Huffington Post, tagesschau.de, BBC, CNN, Yahoo, CBC, un.org, Bloomberg, rtve.es and Al Jazeera
- Social media accounted for 56% of traffic
- Celebrity social media accounted for 15% of traffic

## Broadcast Coverage and Interview Schedules

UNHCR received extensive broadcast coverage from the 29th Nov - 2nd Dec. Interviews with the High Commissioner and UNHCR spokespeople featured heavily and below is a summary of the highlights (to date).

**Broadcast Coverage Highlights:** 3onnews, ABC America, Al Arabiya, Al Jazeera, ARD, BBC 1, BBC 24, BBC World, BBC Arabic, BBC radio (2,3 & 4), CBC, CBS, CNN, CTV, Deutsche Welle, Euronews, Fox News, France 24, Future TV, ITV, LBC News, NOS, RFI, RTS and Sky News (Arabic).



### High Commissioner - António Guterres:

**Interview Schedule:** BBC World - HC statement featured in a piece by Beirut correspondent Paul Wood filmed in Aarsal, Lebanon, BBC World Live - studio interview, BBC World Service Radio: Newshour, CNN - Live studio interview with Hal Gorani, Al Arabiya and Al Jazeera.

Additional Broadcast coverage of the HC's visit to the region, including extracts from his press conference: ITV, Euronews, CBC, Sky News (Arabic), BBC and ABC.



### Regional and National UNHCR Spokespeople interview highlights:

- Volker Turk: BBC Radio 4 and ARD
- Adrian Edwards: France 24
- Ninette Kelly: Al Jazeera and CBC
- William Spindler: Deutsche Welle
- Peter Kessler: CTV, Al Jazeera, CNN and CBC
- Dan McNorton: ARD
- Dana Sleiman: Al Jazeera, RFI, Deutsche Welle and Anadol
- Killian Kleinschmidt: BBC World and BBC World Service Radio
- Roberta Russo: CNN, Al Jazeera, Skynews Arabic, CBC, NOS, CTV, Radio Capital and Future TV
- Fatoumata Lejeune-Kaba: RTS, RFI and France 24
- Federico Fossi - Radio Vaticana



- **11,989:** #FutureofSyria tweeted or re-tweeted
- **288,548,925 :** #FutureofSyria social impressions
- There were also a large number of Tweets that didn't elect to use the UNHCR #tag 'FutureofSyria', but still promoted the report. We are still in the process of counting these messages but so far they have reached **over 1,500** (tweets and re-tweets)
- Twitter highlights include:

## UN organisations

## High Profile Individuals

(celebrities influencers are covered on page 8)



UN (2 million)



WFP (550,000)



Queen Noor (346,000)

Valerie Trierweiler RT  
(254,000)

UNOCHA (44,200)

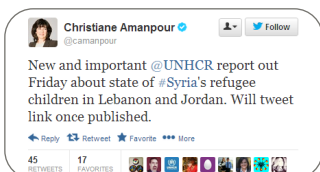


UN Youth (60,100)



Narul Izzah RT (258,000)

## Media Outlets &amp; Journalists

Christine Amanpour  
(864,400)The Associated Press  
(2.7 million)

Guardian (1 million)

Al Jazeera English  
(1.8 million)

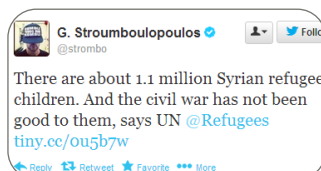
Rappler (239,000)



Buzzfeed (633,000)



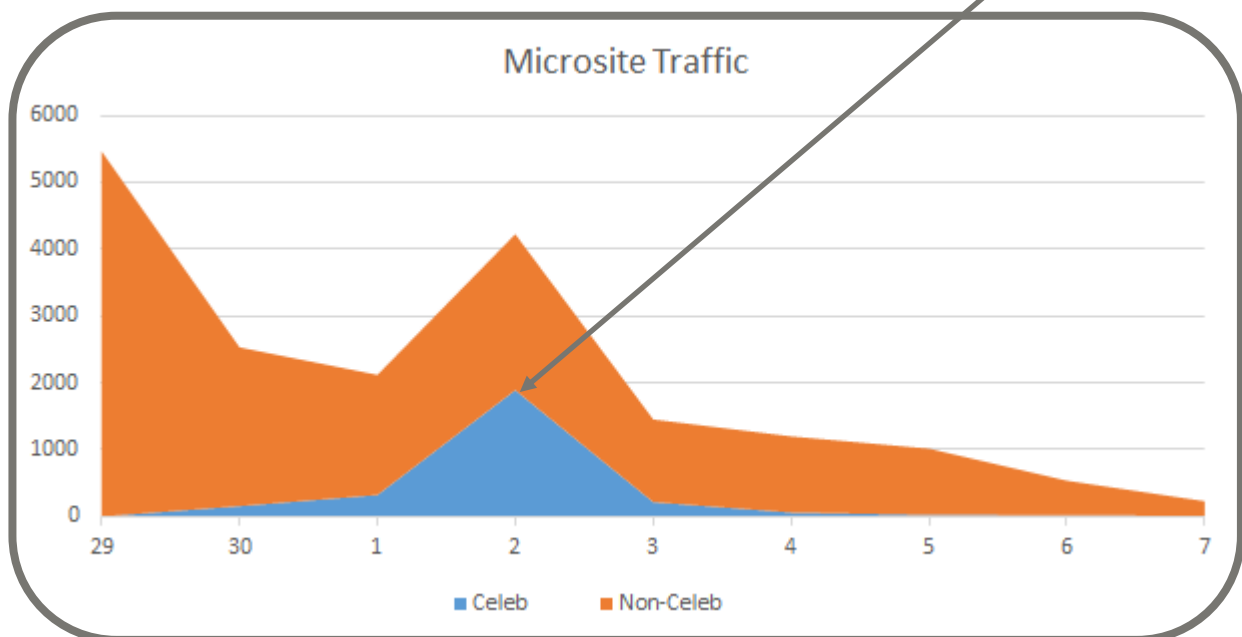
Hala Gorani (115,000)

BBC Newshour  
(16,800)George Stroumbouloupoulos  
(409,800)Greta Van Susteren  
RT - (377,000)Jessica Chasmar  
(102,000)

## Celebrity Support

- **7 celebrities** tweeted or retweeted 14 times about the report - **David Morrissey, Elif Shafak, Khaled Hosseini, Luol Deng, Mia Farrow, Neil Gaiman and Stephen Fry**
- **10.5 million** - Social reach
- **19.1 million** - Social impressions
- **2,866** - visits to the microsite - which accounted for **15%** of total web traffic
- **739** - Re-Tweets
- **322** - Favourites

On the 2nd of December when Stephen Fry tweeted - celebrity social media accounted for 43% of traffic





# UNHCR Social Media Performance

## Twitter

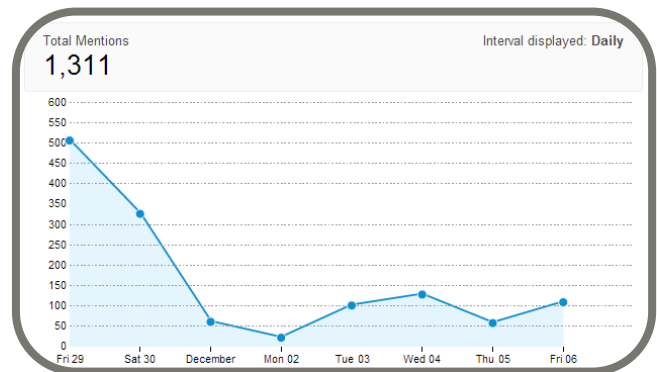
- **166** Tweets

Resulting in;

- **6,845:** re-Tweets
- **1,836:** Favourites
- **1,311:** @Refugees mentions

### Top performing Tweets

Date (GMT)	Text	Favorites	Retweets
03/12/2013 08:03:53	Mohammed earns US\$60 /month in a fish shop to pay for the underground storage room his family lives in #FutureofSyria <a href="http://t.co/p42rNWd9iN">http://t.co/p42rNWd9iN</a>	52	236
29/11/2013 20:31:09	Every 30 seconds, a Syrian child becomes a refugee. Help us help them <a href="http://t.co/bylENchTy6">http://t.co/bylENchTy6</a> #FutureofSyria <a href="http://t.co/shKBBTPADh">http://t.co/shKBBTPADh</a>	42	235
29/11/2013 23:31:46	Every 30 seconds, a Syrian child becomes a refugee. Help us help them <a href="http://t.co/kqt70lQlvm">http://t.co/kqt70lQlvm</a> #FutureofSyria <a href="http://t.co/shKBBTPADh">http://t.co/shKBBTPADh</a>	49	224
29/11/2013 07:50:33	291,238 Syrian refugee children in Jordan, 385,007 in Lebanon <a href="http://t.co/9LUnnBG4FD">http://t.co/9LUnnBG4FD</a> #FutureofSyria <a href="http://t.co/aEtNgnIGGY">http://t.co/aEtNgnIGGY</a> via @eujin2	27	150
30/11/2013 15:41:16	1.1 million children, Fractured families, Breadwinners, Born stateless, No school, Scarred, <a href="http://t.co/lxYyy8NySn">http://t.co/lxYyy8NySn</a> #FutureofSyria #Syria	23	119

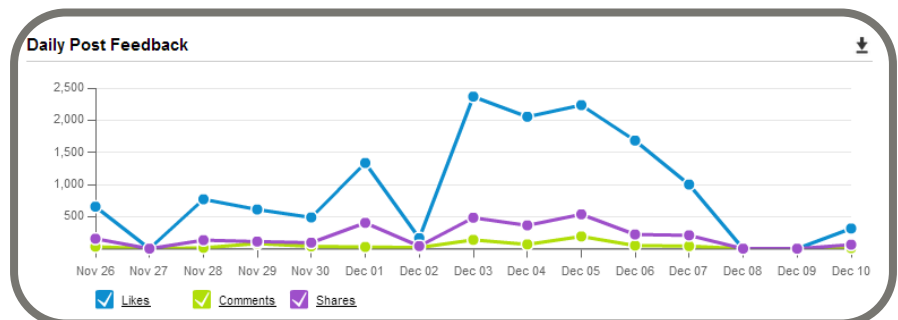


## Facebook

- **13** Facebook Posts

Resulting in;

- **419,666:** social impressions
- **6,991:** Likes
- **345:** Comments
- **1,762:** Shares



## YouTube

- **10** videos were either created or used for the Children Report
- **13,063** views (from the 29th Nov -12th Dec)
- **16,354** estimated minutes watched
- **46** websites embedded one or more of the Children Report videos - this led to **912 views** and a estimated **1920 minutes** watched
- Websites that embedded UNHCR video content include: **Aljazeera.com, CBC.ca, Facebook, Google+, MSN, NRK.no, parool.nl, UN.org, Twitter, Yahoo and Wordpress**