Big Data Analytics

World Toilet Day campaign 2018

Campaign Analysis

December, 2018

UN WATER
19 November
WORLD TOILET DAY

Alto
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Top insights

1 The maximum potential audience reached almost 887 million, a 15% increase from last year. The activity and authors also increased with 12% and 22% respectively.

2 Five relevant communities stands out by engaged authors and comments generated: 1) UN's World Toilet Day campaign, 2) India, 3) Non-Profit, 4) Hispanic community and 5) Media outlets.

3 Twitter is the most active social media network with 97% of the conversation. To be compared with the conversation that reaches approximately 1% for Instagram and not even 0.5% for Facebook and even less for other social media networks. Mobile phones is the most used device by authors to comment, support and share content related with the World Toilet Day.

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Executive Summary - Analysis 10th November – 21th November 2018 – English and Spanish, 128 countries

COMPLETE WORLD TOILET DAY CAMPAIGN - METRICS

108.5 K	886,9 M	17.4 K	9,03 K	71.3 K
Activity	MPA*	Content shared	Conversations	Authors

PERCENTAGE OF DIFFERENCE IN COMPARISON WITH WTD 2017

+12.6%	+14.9%	+14.4%	+19.2%	+22.5%
Activity	MPA *	Content shared	Conversations	Authors

MENTIONS TO HASHTAGS ASSOCIATED WITH WORLD TOILET DAY

8 out of 10 people used hashtags associated to World Toilet Day campaign.

TOP SOCIAL SOURCES BY ACTIVITY

Twitter 97.2%

Instagram 0.99%

Facebook 0.30%

TOP AUTHORS WITH HIGHEST ACTIVITY AND AUDIENCE

By activity **UN WATER**

496 POSTS on Twitter

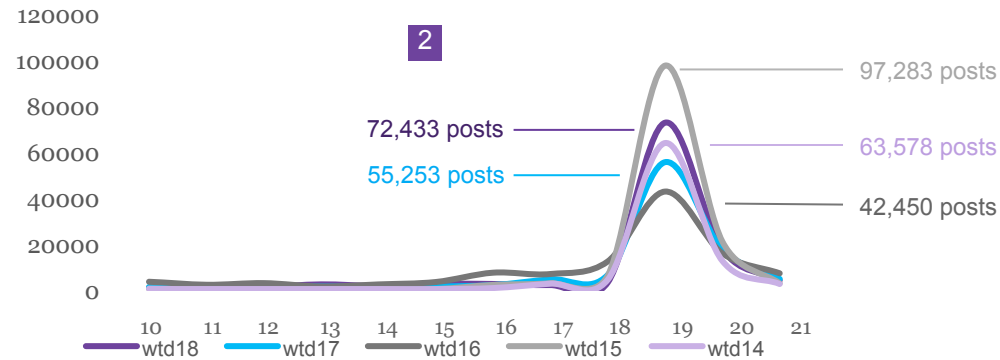
Twitter account

By audience **Bill Gates**

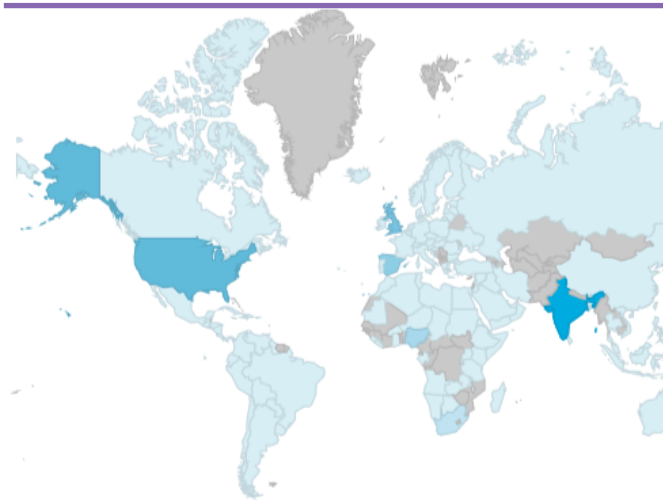
59,4 M AUDIENCE

Twitter account

EVOLUTION OF ONLINE COMMENTS ON 2015, 2016, 2017 & 2018 CAMPAIGNS



DISTRIBUTION OF GEO-LOCATED ONLINE COMMENTS



Country	% of comments
India	18,4 %
US	10,5 %
UK	8,5 %
Spain	5,5 %
Nigeria	3,7 %

1 During the World Toilet Day campaign **72,433 comments** were published.

2 This year, **India** lead the conversation covering at least 20 percent of the campaign.

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* MPA: Maximum Potential Audience/Reach

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Key metrics WTD 2014, 2015, 2016, 2017 & 2018

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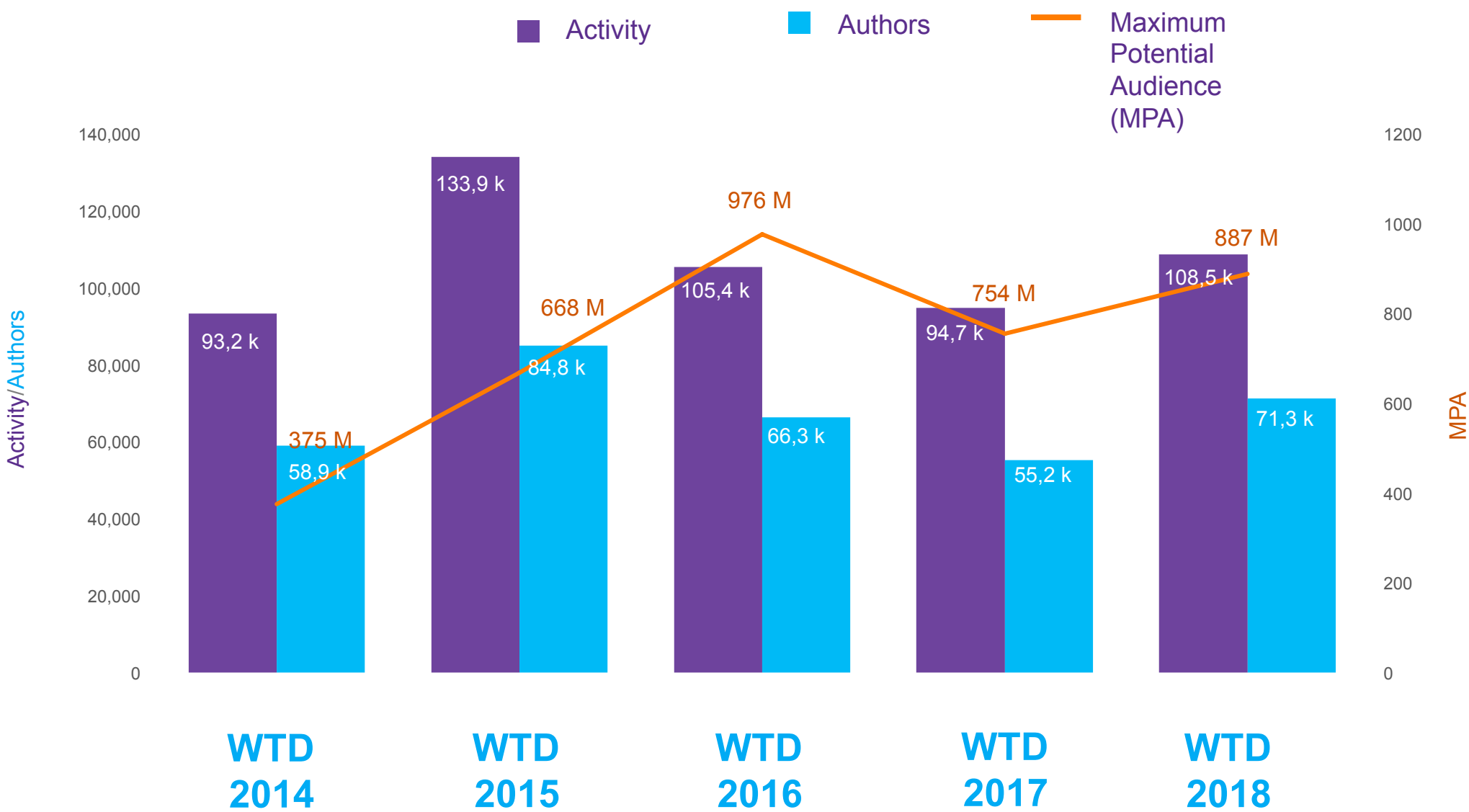

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Issue mapping – Most used terms during WTD

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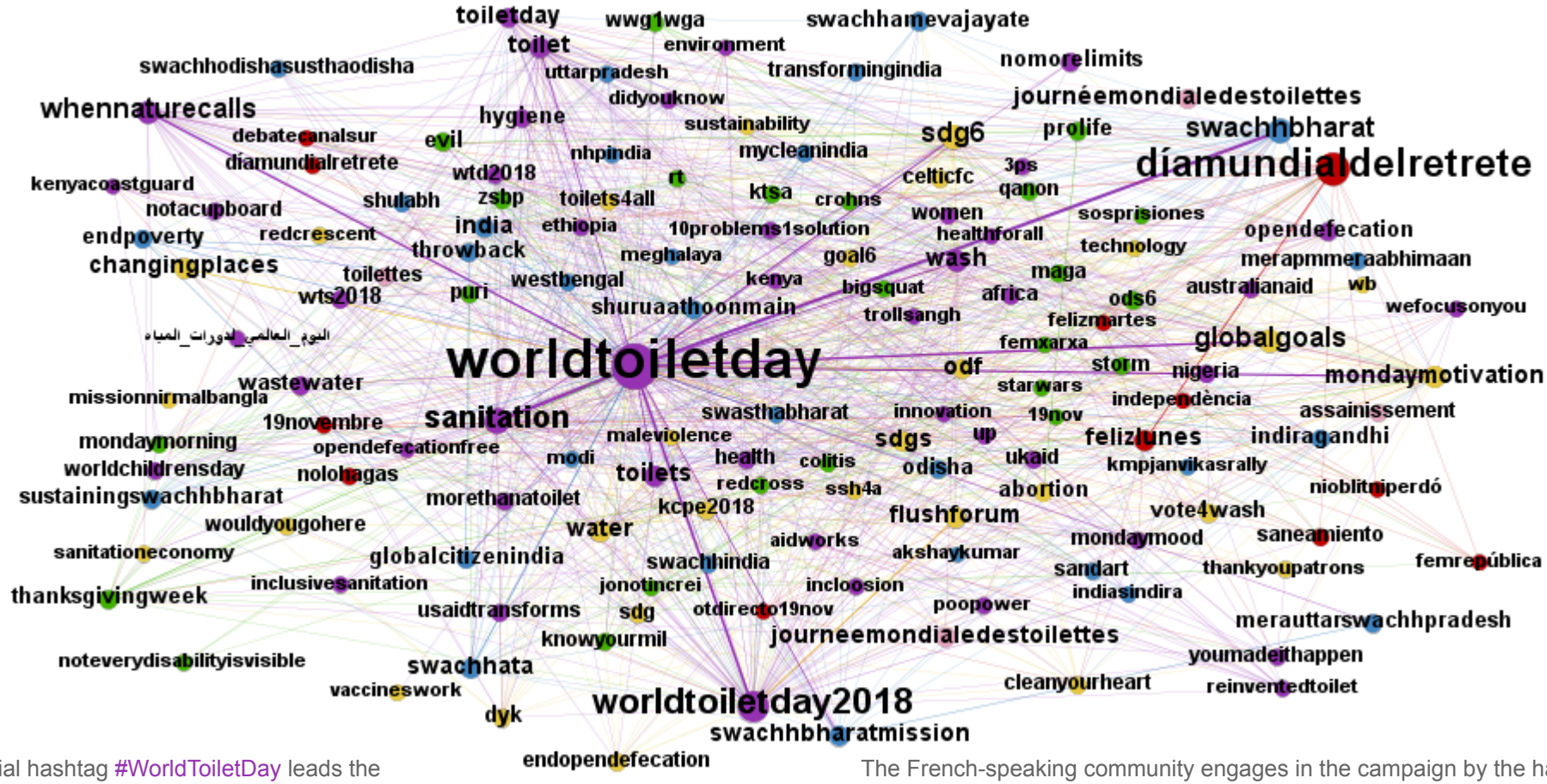

Official hashtag #WorldToiletDay leads the conversation, together with the hashtags #WorldToiletDay18 and #WhenNatureCall. Other hashtags used in relation to the campaign is#wtd2018, #healthforall or #reinventedtoilet.

Through the hashtags #swachhbharat, #swachhbharatmission and #swachhata we can see the participation of the Indian community, very relevant in number of authors and comments.

The Spanish-speaking community engages in the campaign through the use of hashtags like #DíaMundialDelRetrete or #saneamiento.

The French-speaking community engages in the campaign by the hashtags #journeemondialedestoilettes, #assainissement, #journéemondialedestoilettes and #toilettes.

The hashtags #sdg6, #globalgoals, #water, #sustainability, #toilets4all and #changingplaces interlinks the WTD with different health campaigns that promote decent healthcare around the world.

Other authors use different hashtags to join the WTD as well as #19nov, #noteverydisabilityvisible.

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5 communities include 65% of authors

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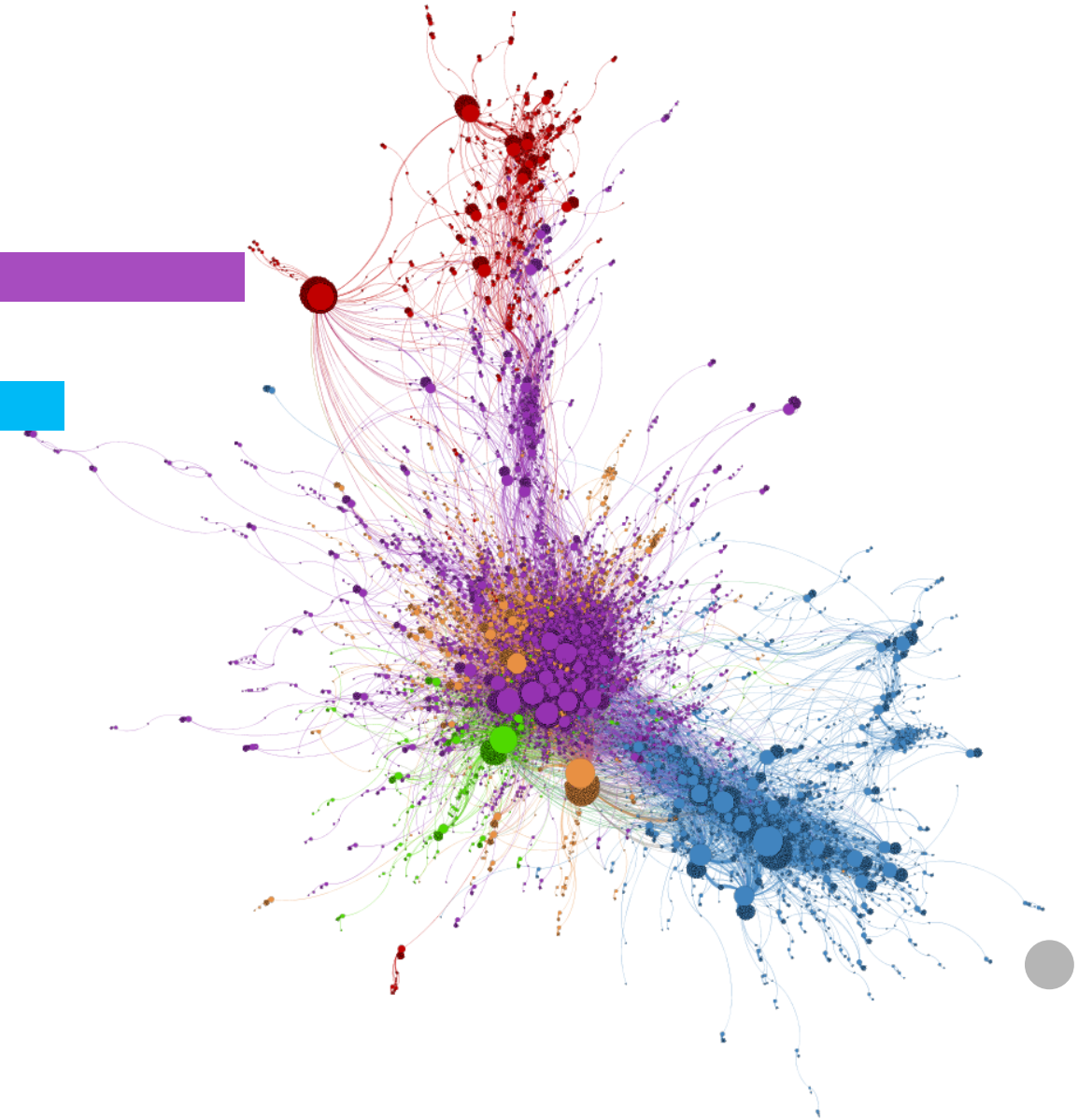
Most active communities



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Findings: 1. UN family plays a central role and drives messages

UN Women @UN_Women

In rural Nepal, menstruating girls are banished to sheds called "chhaupadi."

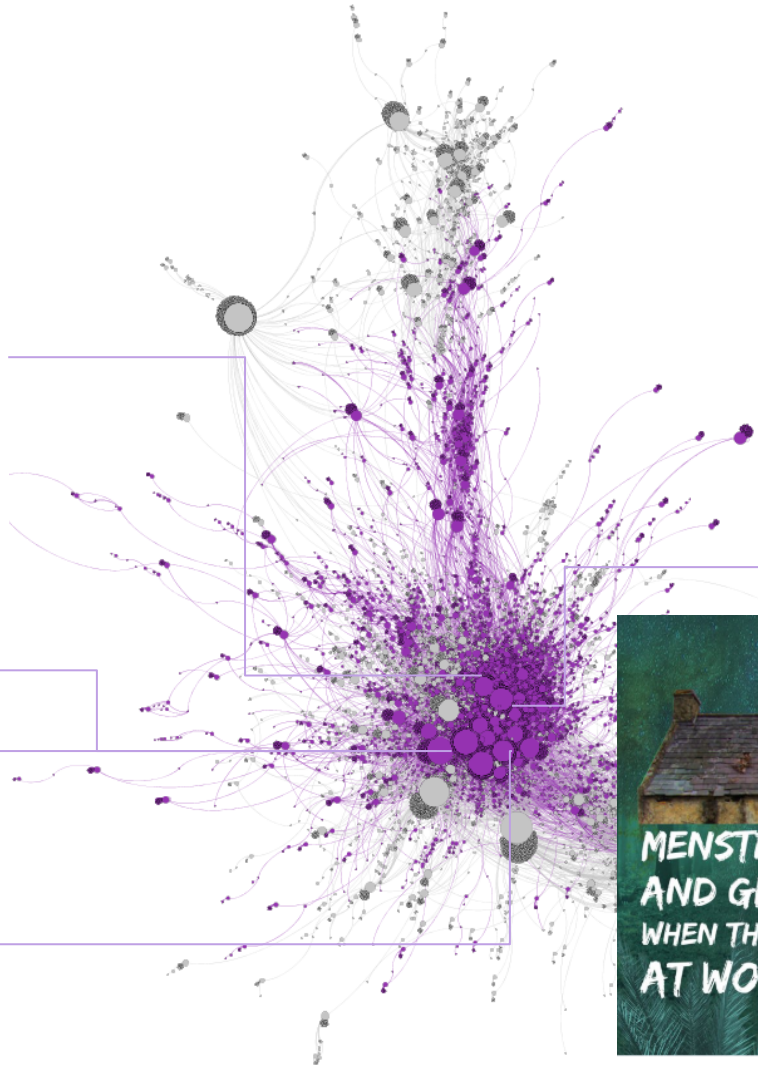
During menstruation, having access to sanitation and clean water sources is essential. Learn more on #WorldToiletDay: unwomen.org/en/news/storie...

216 3:35 - 19 nov. 2018

Abolishing chhaupadi, breaking the stigma of menstruati...
In rural Nepal, menstruating girls are banished to sheds called "chhaupadi", where they suffer in cold and isolation, often at risk
unwomen.org

World Health Organization (WHO) @... · 19 nov. 2018

En respuesta a @WHO
Why 🚽 is important?
Because it means protecting 445 million 👧 and 👧 who have no choice today but to go to the 🚽 in the open, risking abuse and attack.bit.ly/2A5gXku #WorldToiletDay



United Nations @UN

Monday's #WorldToiletDay focuses on the importance of recycling wastewater. Find out what's being done to protect the environment by ensuring everyone has access to a proper toilet: un.org/en/events/toil...

António Guterres @antonioguterres

In an era of technological miracles, we can and must meet people's basic needs. More than half the global population lacks proper toilets and sanitation. Clean, hygienic facilities are essential to people's dignity, and to public health. bit.ly/1z3w5av #WorldToiletDay

UN-Water @UN_Water

Missed opportunity. Period.

During #menstruation, #women and #girls often stay home, or quit altogether, when there are no safe #toilets and private #hygiene facilities at work or #school. #WorldToiletDay buff.ly/Uo7zQT

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2. Indian community is the second most active community online

Sudarsan Pattnaik @sudarsansand

#WorldToiletDay My SandArt with message "Swachh Bharat Mission" at puri beach in Odisha .

Poonam Mahajan @poonam_mahajan

This #WorldToiletDay , I feel proud to be known as a toilet MP in Mumbai for my work towards building more than 1200 toilets. Let us all take pledge to use toilets & do our bit in keeping our surroundings clean.

Narendra Modi @narendramodi

Today, on World Toilet Day, we reiterate our commitment towards enhancing cleanliness and sanitation facilities across the nation.

We in India take pride at the remarkable speed with which sanitation cover has increased in the last four years.

Akshay Kumar @akshaykumar

Happy to share that I will be associated with the @swachhbharat #WorldToiletDay Contest 2018. I will be interacting with the heads of the winning districts and States who organize the largest scale Swachhata campaigns during the Contest period. Visit sbm.gov.in/wtd2018

Amitabh Bachchan @SrBachchan

T 3001 - Today on the occassion of #WorldToiletDay .. Jai Bharat, Jai Swachhta

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Data Universe
Retweet Network
Giant Component
Detected communities

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3. Non-Profits align to UN messaging

World Vision
@WorldVision

Why do period-safe toilets matter? They improve girls' health, keep them in school, and reduce their risk of harassment. RT if you agree every woman & girl should be able to manage her menstruation safely, with confidence and dignity.#WorldToiletDay #NoMoreLimits

DFID
@DFID_UK

Why have we made a film about poo?

Simple: @loowatt @GSMA @Elrha @gatesfoundation #Aidworks #poopower #technology #toilet #WorldToiletDay #ReinventedToilet #UKaid

Bill Gates
@BillGates

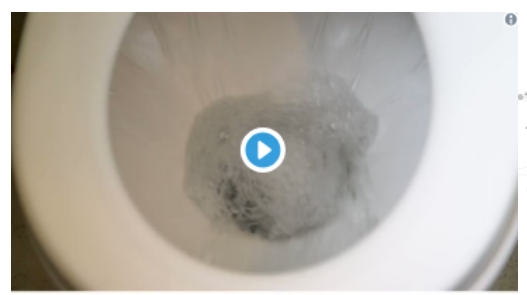
These six toilets could change the world: b-gat.es/2Bc5Msh #WorldToiletDay

IFRC Intl. Federation #RedCross #RedCrescent
@Federation

Today is #WorldToiletDay.

Did you know? 4.5 billion live without a safe toilet.

The world has set a hugely ambitious goal: by 2030, toilets for all

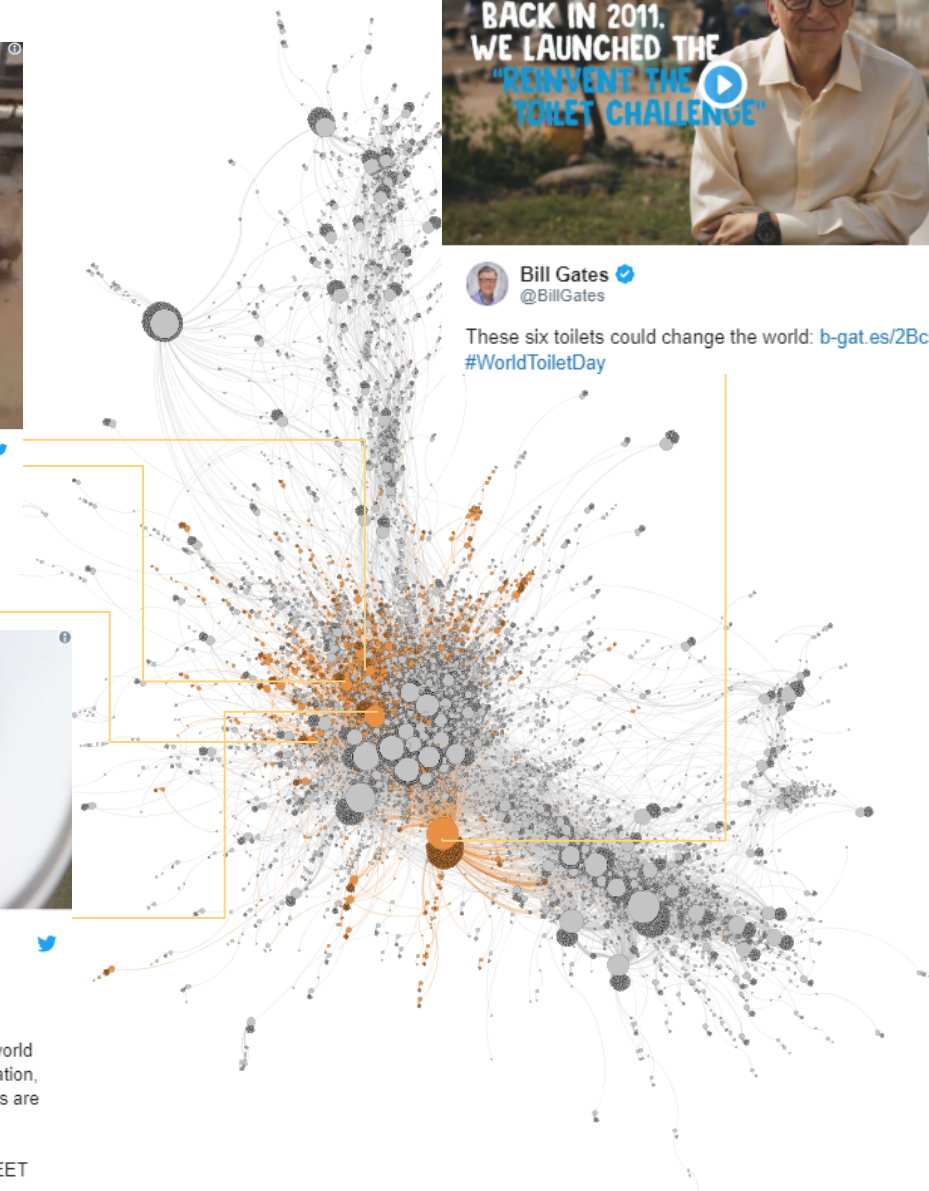


WaterAid UK
@WaterAidUK

Why talk toilets?

It's simple. Because when 1 in 3 people around the world STILL live without access to the human right of sanitation, diseases spread fast, children die and entire countries are locked in poverty.

Ahead of #WorldToiletDay next week, please RETWEET this video.



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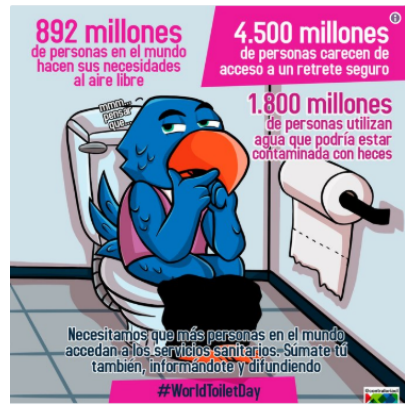
4. Hispanic community communicates through UN Spanish profiles

* Spanish part of the UN that is more aligned with the Hispanic community

pictoline
@pictoline

La próxima vez que vayas al baño, considérate afortunado #DíaMundialDelRetrete #WorldToiletDay

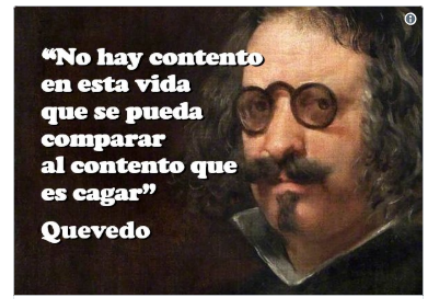


Contraloría
@Contraloriacl

Hoy se celebra el #DíaMundialdelRetrete (#WorldToiletDay) y queríamos recordarte algo que muchas veces olvidamos: el derecho de toda persona a poder tener servicios sanitarios

Archivo RTVE
@ArchivoRTVE

En 1775 Alexander Cummings, un relojero de Londres, inventa el primer retrete con el desagüe curvado para evitar los malos olores. Nos lo contó 'Tres14' 👉 rtve.es/v/462356/ #DiaMundialDelRetrete #FelizLunes

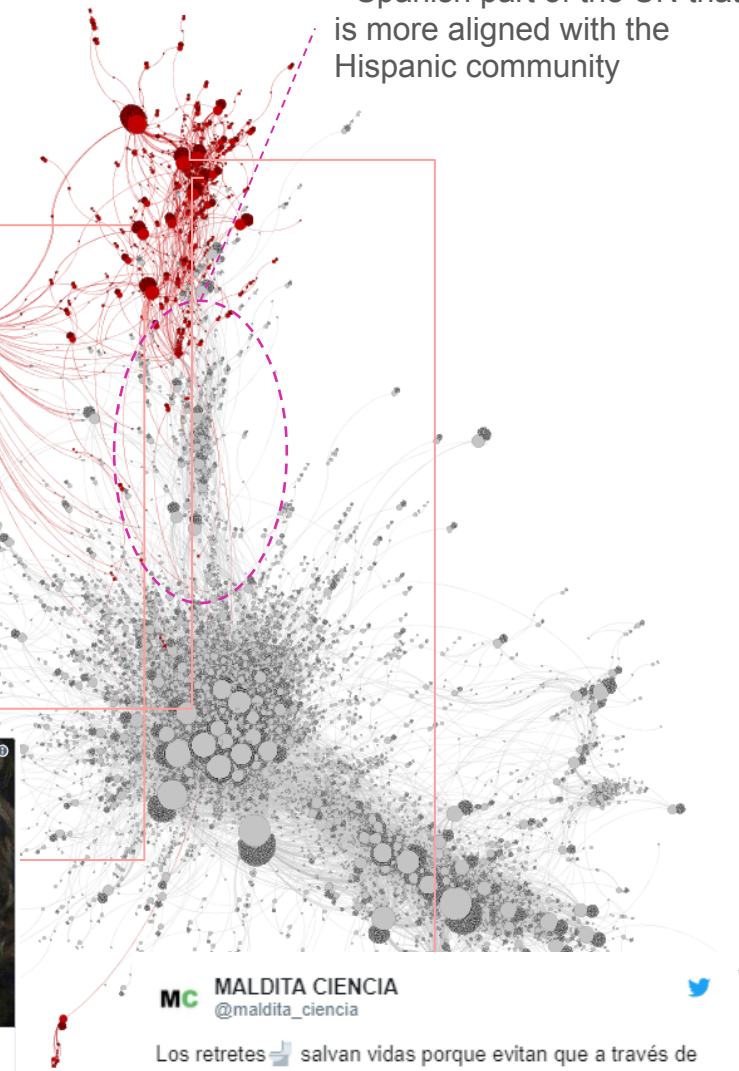


Universidad de Alicante UA
@UA_Universidad

En el #DiaMundialDelRetrete no podíamos dejar de hacer referencia a la #literatura satírica y escatológica de uno de los escritores referentes del Siglo de Oro, Quevedo. La cita es de su obra 'Gracias y desgracias del ojo del culo' (1628)

65 13:41 - 19 Nov 2018

44 people are talking about this



MC MALDITA CIENCIA
@maldita_ciencia

Los retretes 🚽 salvan vidas porque evitan que a través de las heces humanas se propaguen enfermedades mortales. Por eso hoy se celebra el #DiaMundialDelRetrete y es una cosa más seria de lo que parece 👇 un.org/es/events/toil...

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Detected communities

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5. Media outlets are the fifth most active community

-

World Economic Forum
@wef

A lack of school toilets is putting 620 million children in danger. Here's what needs to be done wef.ch/2TpWCzt #WorldToiletDay

BBC News (UK)
@BBCNews

#WorldToiletDay: Many UK workers 'lack decent facilities' bbc.in/2QSu5kf

97 11:30 - 19 nov. 2018

Many UK workers 'without decent toilets'

Workers at one bank branch were given a bucket in a separate room, said trade union Unite.

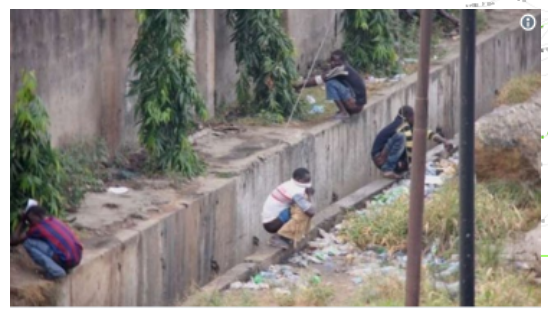
bbc.com

Al Jazeera English
@AJEnglish

Nearly half the world's schools lack clean drinking water, toilets and handwashing facilities aje.io/ksrzl

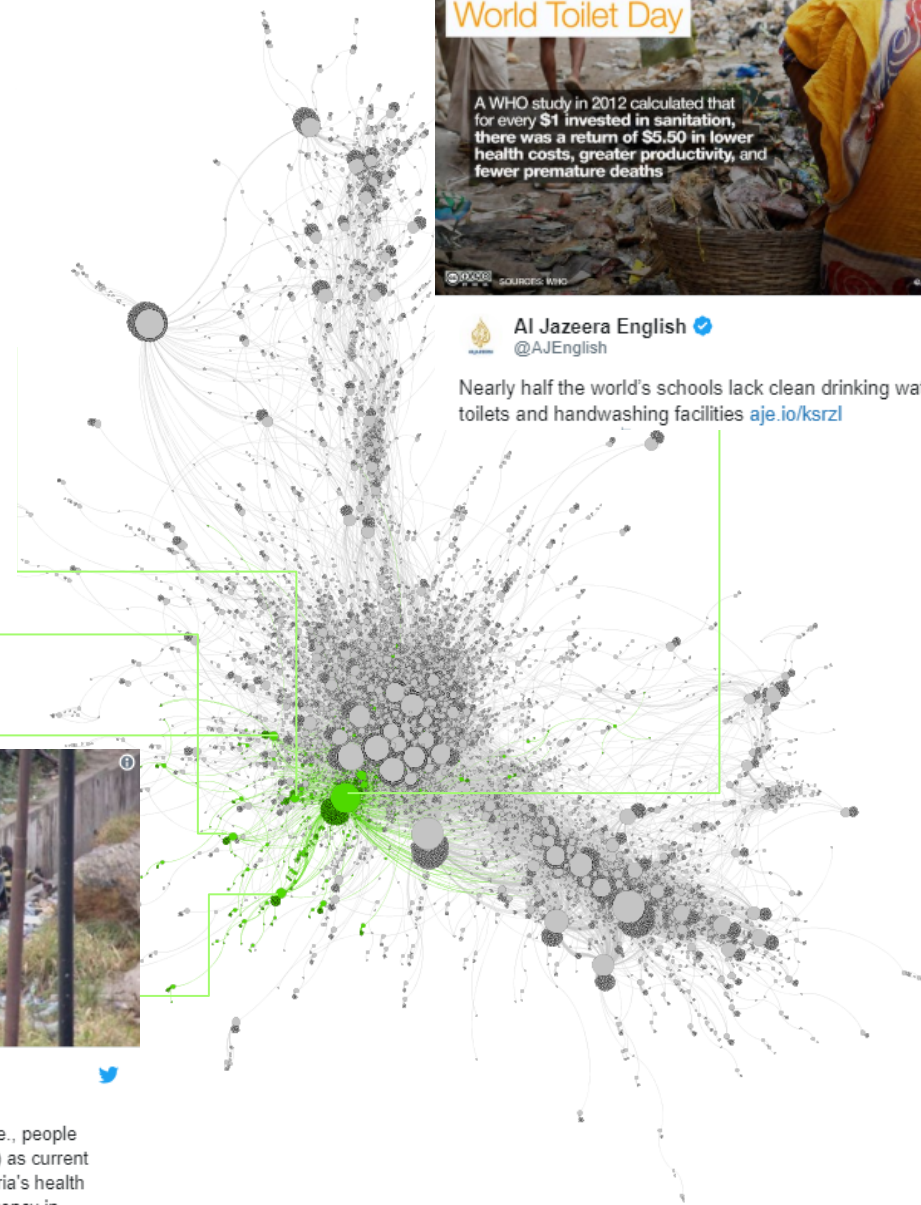
BBC
@BBC

Ever wondered where the saying to 'get hold of the wrong end of the stick' comes from? #WorldToiletDay



James Hall
@hallaboutafrica

Nigeria will lead world in "open defecation" (i.e., people going to the toilet outside only without a toilet) as current world leader India curbs practice, warns Nigeria's health minister. Pres Buhari declares national emergency in water/sanitation sector. dailytrust.com.ng/nigeria-may-ta...



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Users behavior – Most used devices during WTD

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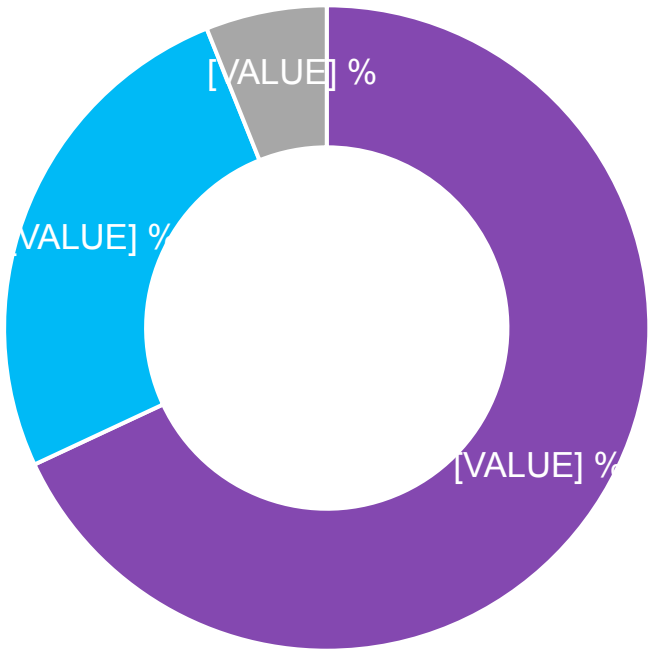
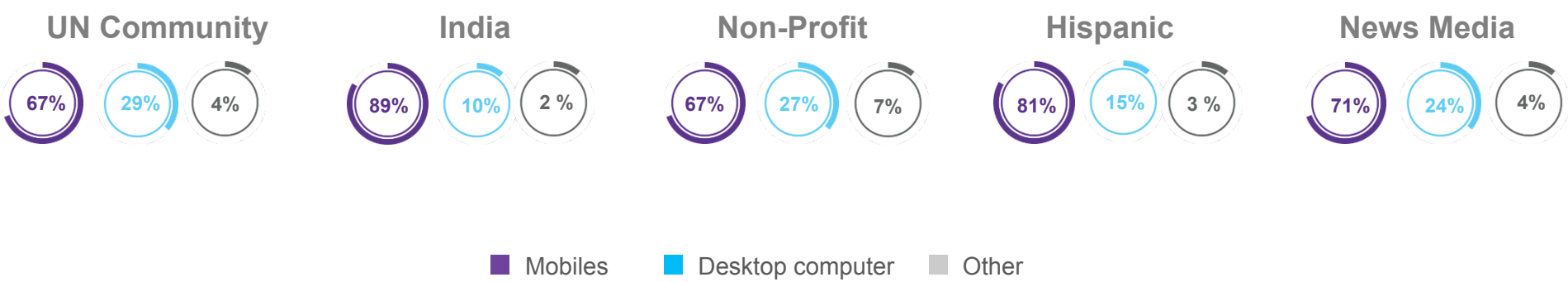


- Mobile
- Computer desk
- Other

Type	Times used
Android	61.98 %
iPhone	29.87 %
Mobile Web	7.94 %
iOS	0.18 %
BlackBerry	0.03 %

Used devices by community



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Glossary – Indicators definition

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- **Maximum Potential Audience** or **Audience:**
  - In case of Twitter author = the number of followers + the sum of all followers of the people who retweeted user's tweets + the number of the participants of the conversations/re-tweeting the user has taken part in
  - In case of Facebook author = the number of friends + the sum of friends of owners of the walls where the user has posted + the sum of friends of participants of the conversations which the user has been involved in + the number of the participants of the conversations the user has taken part in.
  - Otherwise = the number of the participants of the conversations the user has taken part in
  - Topics measured = every topic related to World Toilet Day + the particular topic for each year.

  Previously were included English and Spanish languages. Since 2018 the official hashtag #WorldToiletDay is included in new languages (French, Chinese, Russian, Arabic and Portuguese) – other related activity in these languages is **not** included (for example, people mentioning World Toilet Day)

- **Activity/Comments.** Posts and comments gleaned from the search.
- **Authors.** Unique users/authors who have generated the posts/conversations and/or shared links/content. Based on SNA analysis, authors are shorted by influence.
- **Conversations.** Groups posts as conversations and sorts them by virality.
- **Contents shared.** Identifies the origin of the most shared and viral content.

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Thank you

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