

# **UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA**

Media monitoring analysis

**September 2024**



## Executive Summary

- In September, **the number of articles about Ukraine** in major international online media **decreased by 13%** compared to August, and mentions on social networks **increased by 7%**.
- There were **11K+ articles** about Ukraine in major international online media with **total reach of 219 million contacts**.
- The highest daily count of articles about Ukraine in September occurred on **September 16, when reports emerged that the suspect in the case of the assassination attempt on Donald Trump wanted to fight against Russia in the "International Legion" of the Armed Forces of Ukraine**. Other significant events that drew increased media attention to Ukraine included:
  - Putin's visit to Mongolia
  - Massive Russian shelling of Ukrainian cities on September 2
  - Volodymyr Zelenskyy's visit to the U.S.
  - Supply of Iranian ballistic missiles to Russia and a strike by the Armed Forces of Ukraine on the Moscow region
- The largest Ukraine-related topics in terms of the **share of voice** were:
  - ▶ Volodymyr Zelenskyy's visit to the U.S. — 10%
  - ▶ International support and Western weapons for Ukraine — 9%
  - ▶ Discussions on allowing Ukraine to use Western weapons to strike targets on Russian territory — 9%
  - ▶ Russian shelling of Ukrainian cities — 6%
  - ▶ Discussions about Ukraine's possible involvement in the Trump assassination attempt — 5%
  - ▶ Military operation by the Armed Forces of Ukraine in Russia's Kursk region — 5%

## Methodology





- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** and **mentions posted on social media** during September.
- The list of the top news media was defined **based on the audience size** of the source.
- The report covers **65 major news media sources** for the following languages:
  - English (30 sources)
  - German (16 sources)
  - French (12 sources)
  - Spanish (7 sources)

The list of the analysed media sources can be found on the [last page](#) of this report.

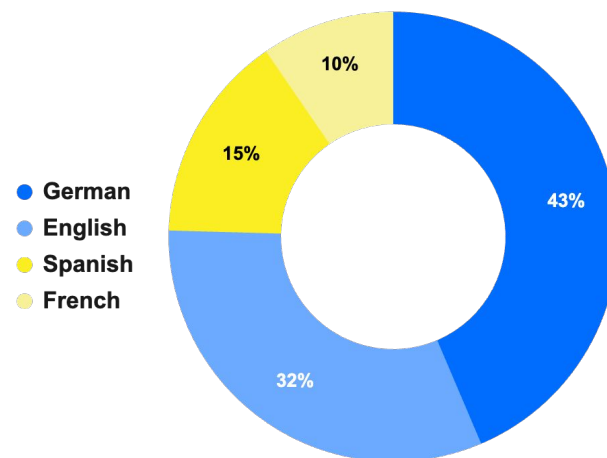
- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

**IN SEPTEMBER, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 13% COMPARED TO AUGUST**

**Language distribution of publications about Ukraine in major online media**

	Total number of publications about Ukraine (including duplicates)	Number of original publications about Ukraine		Total potential reach
<b>German</b>	6 734	3 010		55 635 127
<b>English</b>	3 100	2 199		135 703 898
<b>Spanish</b>	1 206	1 034		16 956 375
<b>French</b>	776	662		10 683 029

**Share of English, German, French, and Spanish articles among original publications about Ukraine in major online news media**

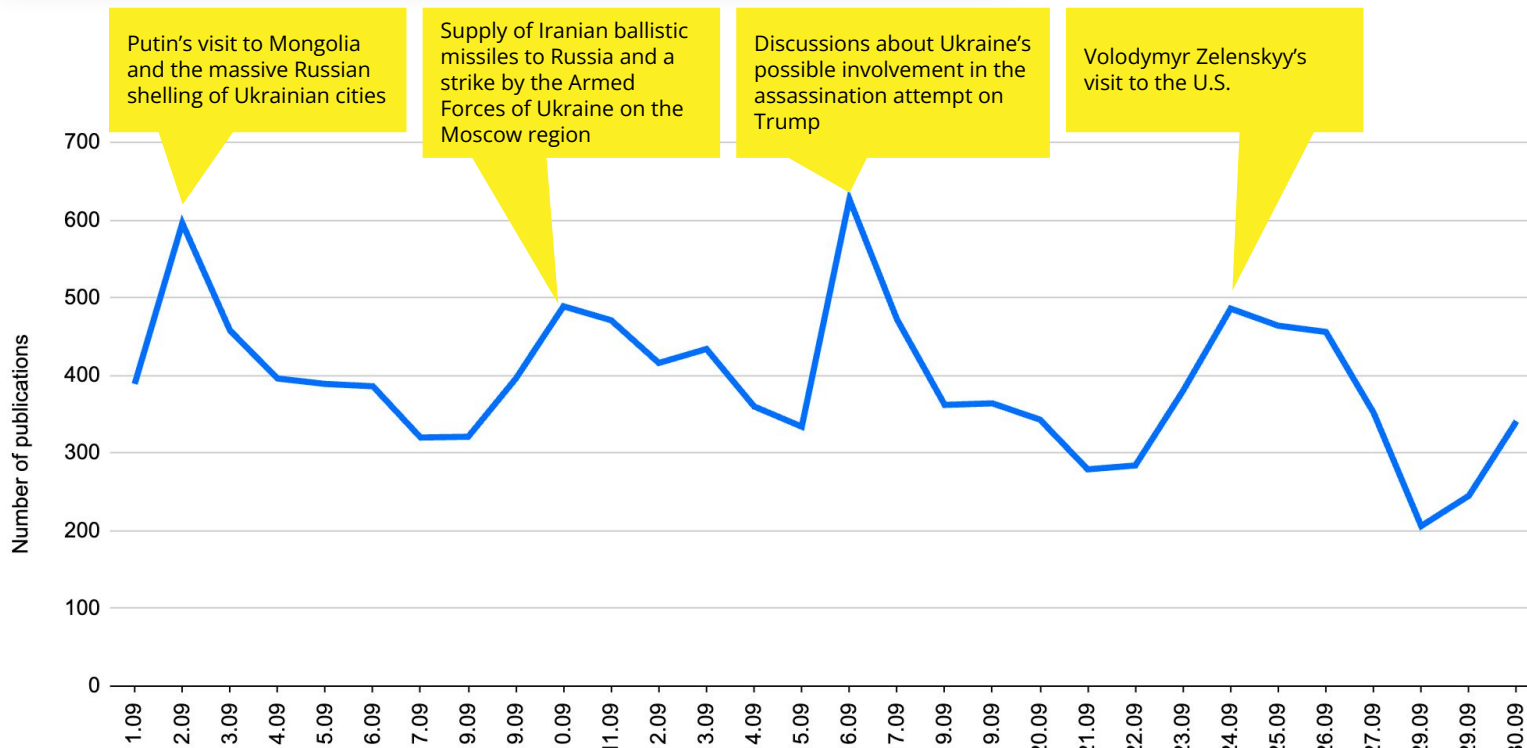


Total **11 816** articles -13% to August

Total **219 mln** reach +15% to August

**THE HIGHEST DAILY COUNT OF ARTICLES ABOUT UKRAINE IN SEPTEMBER OCCURRED ON SEPTEMBER 16, WHEN REPORTS EMERGED THAT THE SUSPECT IN THE ASSASSINATION ATTEMPT ON DONALD TRUMP WANTED TO FIGHT AGAINST RUSSIA IN THE "INTERNATIONAL LEGION" OF THE ARMED FORCES OF UKRAINE**

## Daily dynamics of publications and key topics about Ukraine



**Key topics about Ukraine in terms of the % of published articles**

Topic	Share of Voice
<b>Volodymyr Zelenskyy's visit to the U.S.</b>	<b>10%</b>
<b>International support and Western weapons for Ukraine</b>	<b>9%</b>
<b>Discussions on allowing Ukraine to use Western weapons to strike targets on Russian territory</b>	<b>9%</b>
<b>Russian shelling of Ukrainian cities</b>	<b>6%</b>
<b>Discussions about Ukraine's possible involvement in the Trump assassination attempt</b>	<b>5%</b>
<b>Military operation by the Armed Forces of Ukraine in Russia's Kursk region</b>	<b>5%</b>



*Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).*

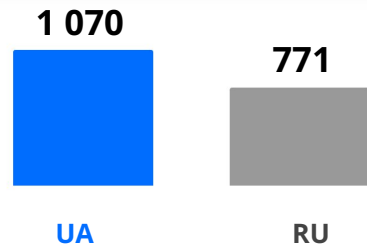
*We believe the analysed sample of sources represents the general trends in major foreign media.*

Source: Looqme media monitoring database, September 2024

IN SEPTEMBER, UKRAINIAN SPEAKERS WERE QUOTED SLIGHTLY MORE OFTEN THAN RUSSIAN SPEAKERS IN WESTERN MEDIA PUBLICATIONS. THIS IS LIKELY DUE TO VOLODYMYR ZELENSKYY'S VISIT TO THE U.S. AND PERSONNEL CHANGES IN THE UKRAINIAN GOVERNMENT

BRAND UKRAINE

### Number of articles citing Ukrainian or Russian public figures



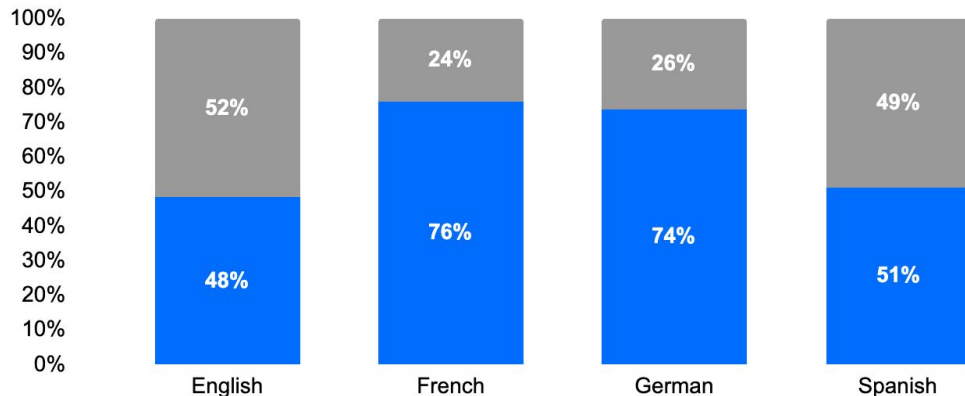
#### UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Shmyhal, Stefanchuk, Zaluzhny, Kuleba, Sybiha, Umierov, Podolyak, Arakhamia, Budanov, Nikiforov, Vereshchuk, Danilov, Poroshenko, Fedorov, Kislytsia, Kubrakov, Pavliuk, Syrskiy, Klitschko

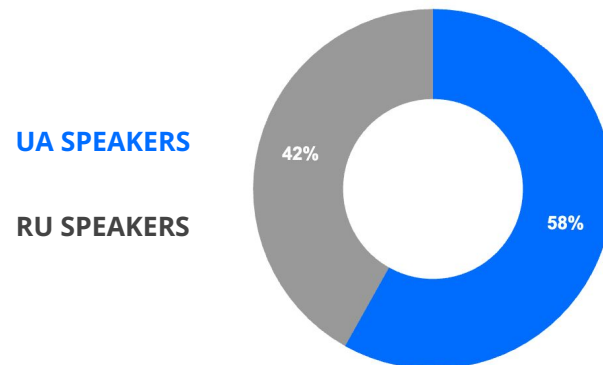
#### RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, Nebenzia, Peskov, Kadyrov, Medvedev, Pushylin

#### Share of articles citing Ukrainian or Russian public figures, different languages



#### Share of articles citing Ukrainian or Russian public figures, all languages



## Volodymyr Zelenskyy's visit to the U.S.

The visit of the President of Ukraine to the United States, which lasted from September 22 to 27, became the most discussed topic in September regarding Ukraine in Western media. The media focused on the following events: Volodymyr Zelenskyy's visit to a factory in Pennsylvania, his speeches at the UN Security Council and the UN General Assembly, as well as meetings with Joe Biden, Kamala Harris, and Donald Trump.

In various articles, it was emphasized that the **main purpose of Volodymyr Zelenskyy's visit to the United States was to present his "victory plan" to the Biden Administration.** Reports indicated that the plan includes a strategy for ending Russia's war against Ukraine and restoring Ukraine's territorial integrity. The publications underscored that the "victory plan" consists of not just military actions, but also critical diplomatic initiatives aimed at enhancing international support for Ukraine.

The media pointed out that reactions to the "victory plan" among U.S. politicians were varied. The White House expressed its support for Ukraine, yet some congressmen raised doubts about the necessary aid levels to implement the plan. On the other hand, Republicans in Congress are concerned that backing this plan might lead to a prolonged conflict and increased costs for the U.S.

The media focused on **Volodymyr Zelenskyy's speeches at the UN Security Council and the UN General Assembly,** which centred on calls for increased international support and heightened diplomatic pressure on Russia through sanctions. The speeches were viewed as an important diplomatic step to secure long-term support for Ukraine.

Widespread coverage in Western media was given to Volodymyr Zelenskyy's statement that Russia plans to attack Ukrainian nuclear power plants and disconnect them from the energy grid. This statement sparked a wave of discussions in the international community regarding the risks of a nuclear disaster in the event of such attacks.

Publications reported that **Volodymyr Zelenskyy's meetings with U.S. President Joe Biden, Vice President Kamala Harris,** and other key political figures included talks about further military aid to Ukraine and the execution of a strategic "victory plan." It was particularly highlighted that Zelenskyy aimed to meet Biden to acquire additional military support, including the potential supply of long-range ballistic missiles ATACMS.

**The visit of Volodymyr Zelenskyy to an ammunition manufacturing plant in Pennsylvania** sparked sharp discussions in the media. The event triggered political controversies within the United States. While Western media covered the visit as part of Zelenskyy's strategy to strengthen Ukraine's defense capabilities, it faced criticism from Republicans in the U.S. Notably, House Speaker Mike Johnson perceived the visit as a part of a political game ahead of the U.S. presidential elections and expressed concerns that the Ukrainian President's visit to a key state like Pennsylvania, alongside Democratic officials, might be an attempt to influence U.S. domestic politics. Additionally, Mike Johnson is calling for the dismissal of Ukraine's ambassador to the U.S., Oksana Markarova, who organized the tour.

Some publications emphasize that **the issue of continuing assistance to Ukraine is becoming a source of political controversy in the U.S., particularly among Republicans.** If the Republicans gain power after the elections in November, this could complicate the provision of further military support to Ukraine. Despite support from the Biden Administration, funding for Ukraine's defense is facing criticism, which could pose serious challenges for ongoing cooperation between the U.S. and Ukraine.

**Volodymyr Zelenskyy's meeting with Donald Trump** was one of the most discussed events of the visit, as it took place against the backdrop of complex political relations between the leaders and internal discussions in the U.S. regarding military assistance to Ukraine.

Prior to the meeting, **Donald Trump sharply criticized Volodymyr Zelenskyy,** stating that he had missed the opportunity to negotiate a deal with Russia that, in Trump's opinion, could have stopped the destruction of Ukraine.

The media emphasized that this meeting was an attempt by Zelenskyy to maintain support from both major political camps in the U.S., given the risk of an administration change following the presidential elections. Reports noted that Donald Trump, who had actively criticized the provision of significant military assistance to Ukraine during his presidential campaign, remained consistent in his stance on the need to achieve peace through negotiations, even if this would require territorial concessions from Ukraine.



## International support and Western weapons for Ukraine

This topic includes articles related to the providing of various types of military, economic and humanitarian assistance to Ukraine, as well as other actions to support Ukraine, post-war reconstruction and the search for diplomatic ways to end the war.

### Key events in September highlighted by Western media on the topic of international support for Ukraine:

- On her official visit to Kyiv, Ursula von der Leyen, the Head of the European Commission, [announced](#) a €35 billion loan from the EU to bolster Ukraine's energy infrastructure. This loan is expected to cover approximately 15% to 25% of Ukraine's winter electricity needs.
- The United Kingdom has announced that it will supply Ukraine with 650 Lightweight Multi-Role Missile Systems (LMM) to enhance the country's air defence capabilities.
- During a meeting of the Ukraine contact group at the American Ramstein Air Base, German Defence Minister Boris Pistorius announced that Germany would supply Ukraine with 12 more self-propelled howitzers and intends to transfer 77 Leopard 1A5 tanks as soon as possible.
- The German government has [announced](#) a new arms package for Ukraine. According to SPIEGEL sources, the Armed Forces of Ukraine could receive 22 Leopard 1 A5 tanks, Marder armored personnel carriers, Bandvagn 206 all-terrain vehicles, as well as ammunition and drones by the end of the year.
- Former U.S. Vice President Mike Pence urged the Republican Party to [unite](#) in support of Ukraine, stating that a Russian victory would mean a victory for China and would strengthen both authoritarian regimes.
- The statements of the leaders of MI6 and the CIA highlighted that the United Kingdom and the United States stand [together](#) in "countering Russian aggression and Putin's war against Ukraine."
- [Le Monde](#) emphasizes Ukraine's need for long-term security guarantees from NATO, as the current military situation shows that without these guarantees, Ukraine may remain vulnerable to aggression from Russia even after active hostilities end. Western experts believe that further security guarantees must be part of any future peace agreement. This topic is being discussed as an important part of the West's future strategy regarding Ukraine.
- India's Ministry of External Affairs [referred](#) to a Reuters report stating that European customers transferring Indian-made artillery shells to Ukraine as "speculative."
- Media attention has focused on a new \$375 million military aid package from the United States, which includes artillery ammunition, air defence systems, anti-tank missiles, and other equipment.
- Specifically, within the framework of the upcoming package, the U.S. is considering supplying Ukraine with guided bombs for F-16s, capable of striking targets over 130 kilometres away. This has provoked mixed reactions internationally due to the humanitarian risks associated with the use of such munitions. Reports indicate that the Biden Administration defends this decision as crucial for providing the Ukrainian army with the necessary resources to counter Russian aggression.
- Additionally, media reports highlighted that under the Ukraine Security Assistance Initiative, the U.S. Department of Defence will provide approximately eight billion dollars in armaments to Ukraine by the end of 2024.

## Discussions on allowing Ukraine to use Western weapons to strike targets on Russian territory

On September 11, a meeting took place in Kyiv between U.S. Secretary of State Antony Blinken and British Foreign Secretary David Lammy. One of the primary topics was granting Ukraine permission to use Western weaponry against targets on Russian territory. The media emphasized strong signals that the U.S. and UK may be willing to lift restrictions on Ukraine's capacity to target Russian military installations based on accurate intelligence. Putin's statements indicated that such a decision signifies Russia's ongoing conflict with NATO.

### Key messages in media publications on this topic:

- Western media has paid considerable attention to the fact that during the two and a half years since Russia's full-scale invasion of Ukraine, the Kremlin has consistently defined its so-called "red lines." Yet, despite various breaches of these "lines," an expected response from the Russian leadership has not occurred.
- The publications noted that the delay in lifting the ban on the use of Western weapons against targets in Russia allowed the Kremlin to undertake a series of measures aimed at minimizing the effectiveness of this weaponry.
- The media observed that this time the context is different, as the Kremlin has made threats to increase military cooperation with those opposing the West, particularly Iran, if the restrictions on using Western weapons for strikes against Russian territory are lifted.
- Western media extensively covered the meetings of high-ranking officials, highlighting the broad support for this initiative among leaders in the U.S. and the UK. In particular, it was emphasized that Joe Biden is under pressure from American legislators from both parties who advocate for lifting the ban. British politicians, including Keir Starmer, also voiced their support for lifting this ban, stating that Russia is responsible for starting the war in Ukraine and has the power to end it.
- Putin expressed concern over the potential for Ukraine to strike Russian territory using Western weaponry. According to him, the Ukrainian army would not be capable of executing such attacks without NATO's support, which would indicate the alliance's direct involvement in the war. The media extensively reported on the Russian leadership's warnings directed at the West.
- The Western reaction was described in the media as "cautious." Publications highlighted the White House's statement that it takes Putin's remarks seriously. Just hours before the meeting between the leaders of the U.S. and the UK on September 13, [The New York Times](#) published an article suggesting that it was very likely Washington would lift the veto on using its missiles against Russia, but only in very specific situations and against particular targets, always with prior agreement. Ultimately, at the meeting between Joe Biden and Keir Starmer, no decision was made to lift the ban; however, the leaders emphasized that they would continue their efforts to support Ukraine.

## German

**Volodymyr Zelenskyy's visit to Germany,**  
[Spiegel](#), [Welt](#), [ZEIT ONLINE](#)

**Wolodymyr Selenskyj fordert in  
Ramstein erneut  
Langstreckenraketen**

Selenskyj will zum Ukraine-Treffen nach Ramstein  
kommen

**Announcement of an international  
meeting in Germany regarding support  
for Ukraine,** [Bild](#), [Spiegel](#), [Welt](#), [ZEIT ONLINE](#),  
[FAZ.net](#)

**Internationaler Ukraine-Gipfel  
im Oktober in Deutschland**

**Biden kündigt internationales Ukrainetreffen  
in Deutschland an**

Biden kündigt Ukraine-Gipfel in Deutschland an – und  
verspricht Kiew Milliardenhilfen

**The German Minister of Defence  
announced a new military aid package for  
Ukraine within the "Rammstein" format,**  
[Spiegel](#), [FAZ.net](#), [T-online](#)

**Deutschland sagt Ukraine zwölf weitere  
Panzerhaubitzen zu**

Pistorius sagt Ukraine zwölf  
weitere Panzerhaubitzen zu

## French

**The meeting of Volodymyr Zelenskyy and  
Emmanuel Macron in New York,** [BFMTV](#)

**EMMANUEL MACRON VA RENCONTRER  
VOLODYMYR ZELENSKY ET MAHMOUD ABBAS  
AVANT SA PRISE DE PAROLE À L'ONU**

**France is set to deploy 1 billion euros of frozen  
Russian assets for financing military aid to  
Ukraine,**  
[Le Figaro](#), [20minutes](#)

**Guerre en Ukraine : Paris finance des aides  
militaires à Kiev avec des avoirs russes**

**Guerre en Ukraine : La France va acheter des armes à  
l'Ukraine avec des avoirs russes**

## Spanish

**Supplies of HAWK air defence system  
batteries to Ukraine from the Spanish  
Ministry of Defence,**  
[La Vanguardia](#), [20minutos](#), [El Espanol](#)











**Así es Hawk, la cúpula  
antiaérea que España envía a  
Ucrania: derriba misiles de  
crucero y drones de Rusia**

Robles anuncia el envío inmediato de una batería  
de defensa aérea a Ucrania

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **increased by 7%** from September to August.
- **Criticism of the priorities of U.S. President Joe Biden's administration, particularly regarding the allocation of financial aid to Ukraine while ignoring domestic issues**, became the most discussed topic on social media in September
- **Other trending topics included**
  - International support for Ukraine
  - Donald Trump's role in the Ukraine-Russia war: promises to end the war and criticism of aid
  - Volodymyr Zelenskyy's visit to the U.S.
  - Strikes on Russia and the use of Western weapons to target deep within Russian territory
  - Course of hostilities
  - Sports news

# SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

**BRAND** **UKRAINE**

	Source / Author	Description	Interactions	Engagement
	<a href="#">Leonie Hanne</a>	The author of the post, Leoni Ganne, shares her impressions of creating a dress in collaboration with the Ukrainian brand Milla Nova, which she wore at the Venice Film Festival.	486K	0.5M
	<a href="#">Pop Crave</a>	Doja Cat висловилася проти несправедливості в Палестині, Україні, Судані, Конго та інших країнах під час свого виступу на фестивалі Global Citizen.	273K	3.7M
	<a href="#">Kamala Harris Press Release (Parody)</a>	A sarcastic tweet mocking Kamala Harris suggests that the needs of North Carolinians, such as water, food, and electricity, are being ignored in favour of the United States allocating another \$35 billion for Ukraine.	207K	2.5M
	<a href="#">End Wokeness</a>	The author of the post compares the allocation of \$2.4 billion in aid to Ukraine with the denial of aid following Hurricane "Galen" in the U.S., highlighting the difference in funding approaches.	195K	3.1M
	<a href="#">Hodgetwins</a>	The tweet's author claims that if billions of taxpayer dollars are directed toward aiding Ukraine, then the Appalachian region should also receive the same amount of funding from the budget.	192K	2.8M
	<a href="#">Robert F. Kennedy Jr</a>	Robert F. Kennedy Jr. calls on U.S. Secretary of State Antony Blinken and President Joe Biden to stop escalating the war between Russia and Ukraine.	160K	2.6M
	<a href="#">Elon Musk</a>	Elon Musk explains that Starlink was not activated in Crimea due to U.S. sanctions, and fulfilling Ukraine's request without permission would violate legislation.	160K	12M
	<a href="#">Pete Buttigieg</a>	The author of the post emphasizes that despite his expectations, Donald Trump did not express a desire for Ukraine to win the war.	138K	2M
	<a href="#">Donald Trump Jr.</a>	Donald Trump Jr. is outraged that Volodymyr Zelenskyy, after receiving billions in aid from the U.S., criticizes Republicans following the assassination attempt on his father.	136K	2.8M
	<a href="#">Tagesschau</a>	The post is about the UN investigation into the systematic use of torture by Russians against Ukrainians and Russia's circumvention of sanctions through a shadow fleet of oil tankers	131K	0.5M

-  A positive publication for Ukraine
-  A negative publication for Ukraine
-  A neutral publication for Ukraine

## The list of analysed media

### **ENGLISH**

BBC, Daily Mail, The Guardian, Mirror Online, The New York Times, Washington Post, Mirror, Independent, Telegraph, CBC, CTV News, Express, Associated Press News, Reuters, Business Insider, CNN, FOXNews, CCTV, New York Post, USA Today, BuzzFeed News, The Sun, People, Wall Street Journal, MarketWatch, NBC News, National Public Radio, Sky News, NBS sport

### **GERMAN**

Bild, Spiegel, Welt, ZEIT ONLINE, FAZ.net, Süddeutsche Zeitung, T-online, Tagesschau, N-tv, ORF.at, Kronen Zeitung, Der Standard, Merkur.de, Finanznachrichten, Finanzen.net, FOCUS online

### **SPANISH**

El Mundo, El Pais, La Vanguardia, 20minutos, ABC, El Espanol, El Confidencial

### **FRENCH**

Le Figaro, Le Monde, Ouest-France, BFMTV, 20minutes, Franceinfo, Purepeople, HLN, Nieuwsblad, VRT, RTBF