

CONTENT ANALYSIS OF SOCIAL MEDIA

Brand Ukraine



Target

To research the representation of Ukrainian topics in foreign infospace



Sources

Social media and forums



As a result

To determine the position of Ukraine in the media field, its share according to quantitative and qualitative indicators

Methodology

The Brand Ukraine social networks report was prepared on the basis of an analysis of the Quora and Reddit forums, official pages of politicians, government agencies, opinion leaders with the largest audience, as well as the most authoritative and rated publications in 20 countries in Europe, the UK, the USA and Canada. The list of publications is compiled on the basis of data from the SimilarWeb Top Websites Ranking and internal ratings of news portals of countries.

The list of sources includes 26 social networks. But the main information load is represented by the four most popular information channels: youtube, twitter, facebook, instagram. During the preparation of the report, it was revealed that the majority of messages mentioning Ukraine in Telegram are presented in Ukrainian channels and Russian propaganda, so this source was excluded from the analysis.

In December, according to the list of selected sources, up to 200 thousand publications were previously analyzed. About 135 thousand of them have been identified as informative.

For the analysis of the Quora and Reddit forums, a qualitative approach was used to determine the discourse with the subject of mention and with a focus on the period of analysis. Among the messages, the most top questions/answers were selected according to the Upvote reaction.

Thus, the view in the report reflects the coverage of the Ukrainian topic exclusively in selected sources.

Summary

Key topics in December:**1. Ukrainian President:**

- Volodymyr Zelensky visited the White House ([instagram](#))
- Hillary Clinton about Ukrainian President ([twitter](#))
- The Spirit of Ukraine nomination ([twitter](#))

Record Count

135,169

2. Putin's statement regarding the war in Ukraine

- Vladimir Putin acknowledged that the conflict is “going to take a while” ([twitter](#))
- Putin used the word “war” to refer to the conflict in Ukraine ([facebook](#))

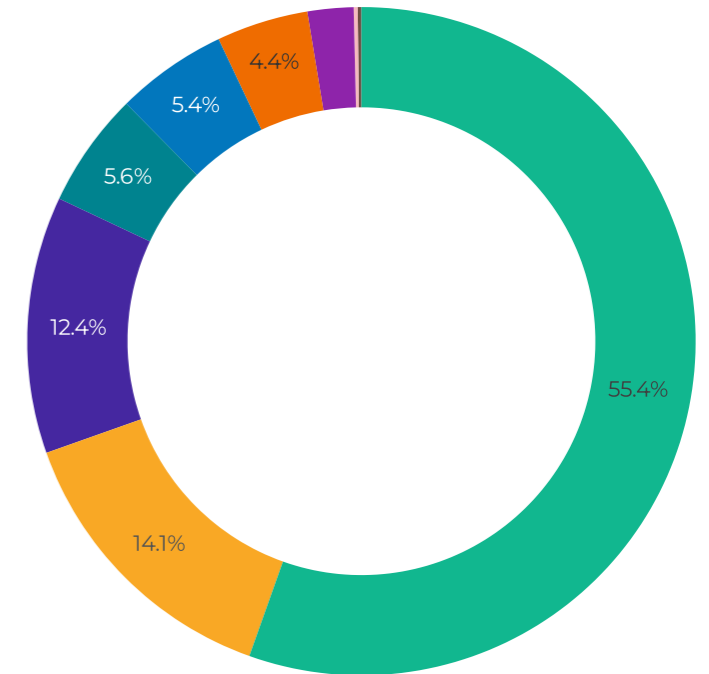
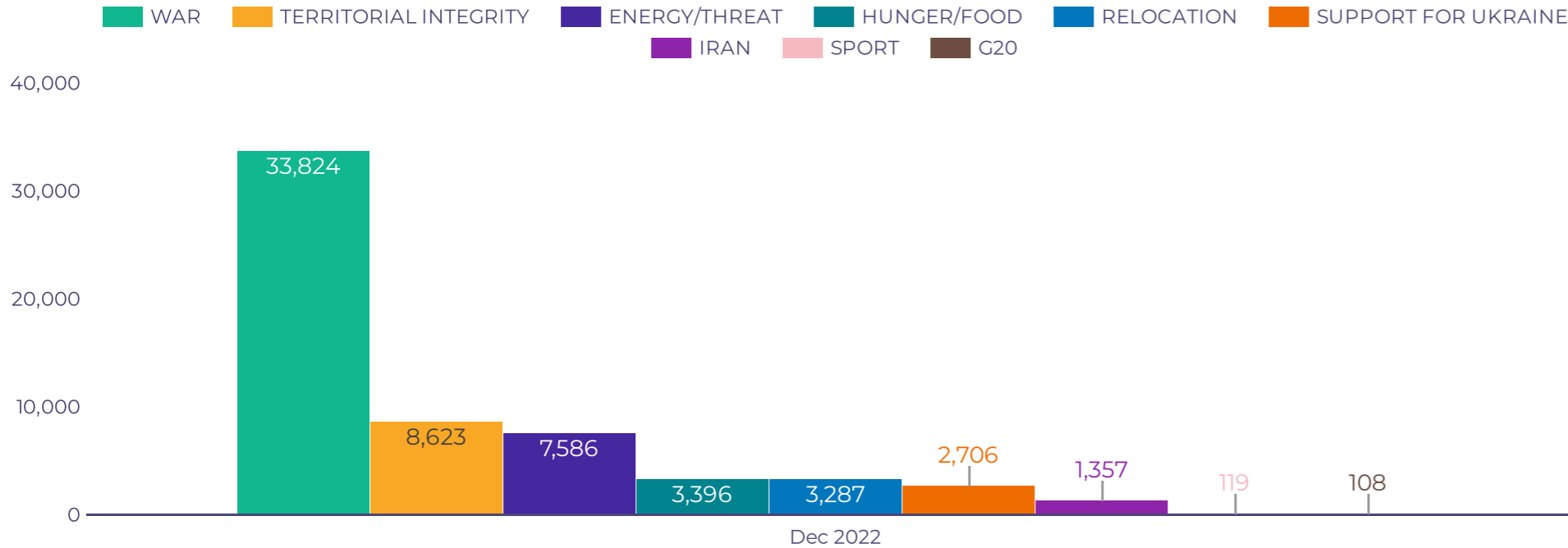
3. Russians missiles at Ukrainian cities:

- Russia fires dozens of missiles ([youtube](#))
- the biggest wave of strikes ([facebook](#))
- up to 120 rockets and ‘kamikaze’ drones bombard Ukraine ([twitter](#))

Potential reach

488,083,411,976

Topics



WAR – coverage of the war in Ukraine, war crimes of the Russian Federation, threats to world security due to Russian aggression

ENERGY/THREAT – news related to the energy sector of Ukraine, the impact of war on the energy sector in the world

TERRITORIAL INTEGRITY – news about territories that suffer from Russian aggression

HUNGER/FOOD – food crisis in the world, its deepening in connection with the war in Ukraine, Ukrainian food exports

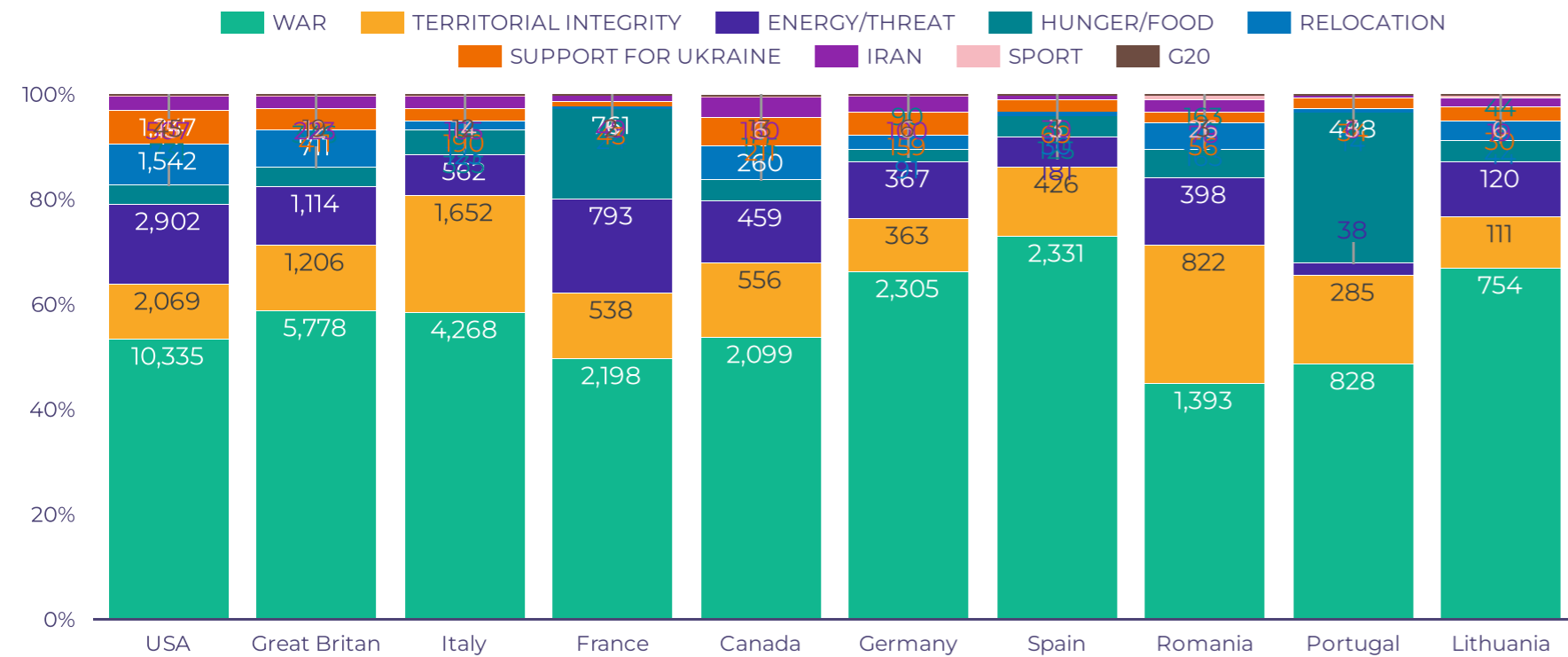
SPORT – sports news and sportsmen's activities

RELOCATION – news about the life of Ukrainians abroad

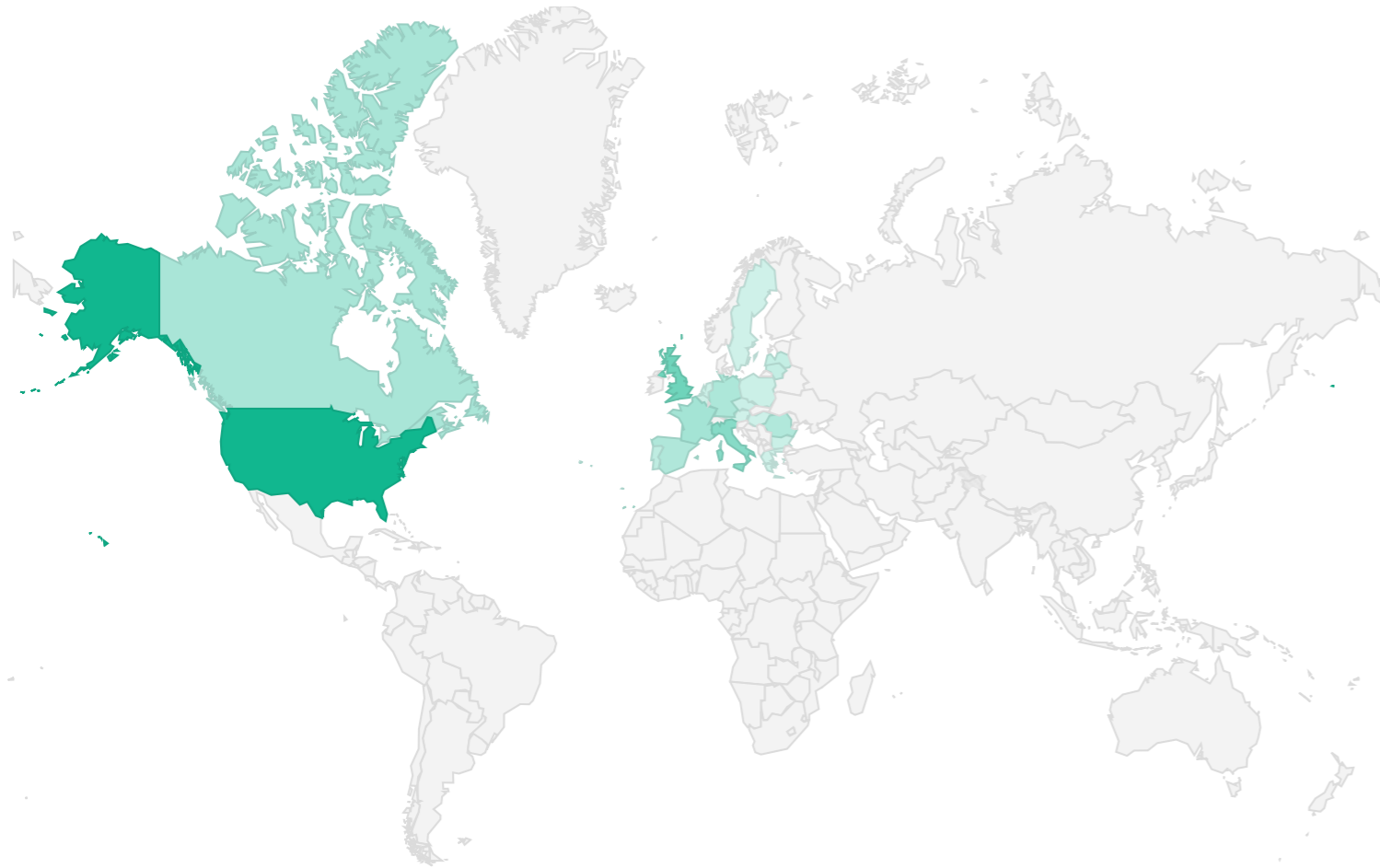
SUPPORT FOR UKRAINE – information on global support for Ukraine

G20 – news dedicated to the meeting of the G20 heads of state

IRAN – Iran supports Russia's military aggression in Ukraine



Topics



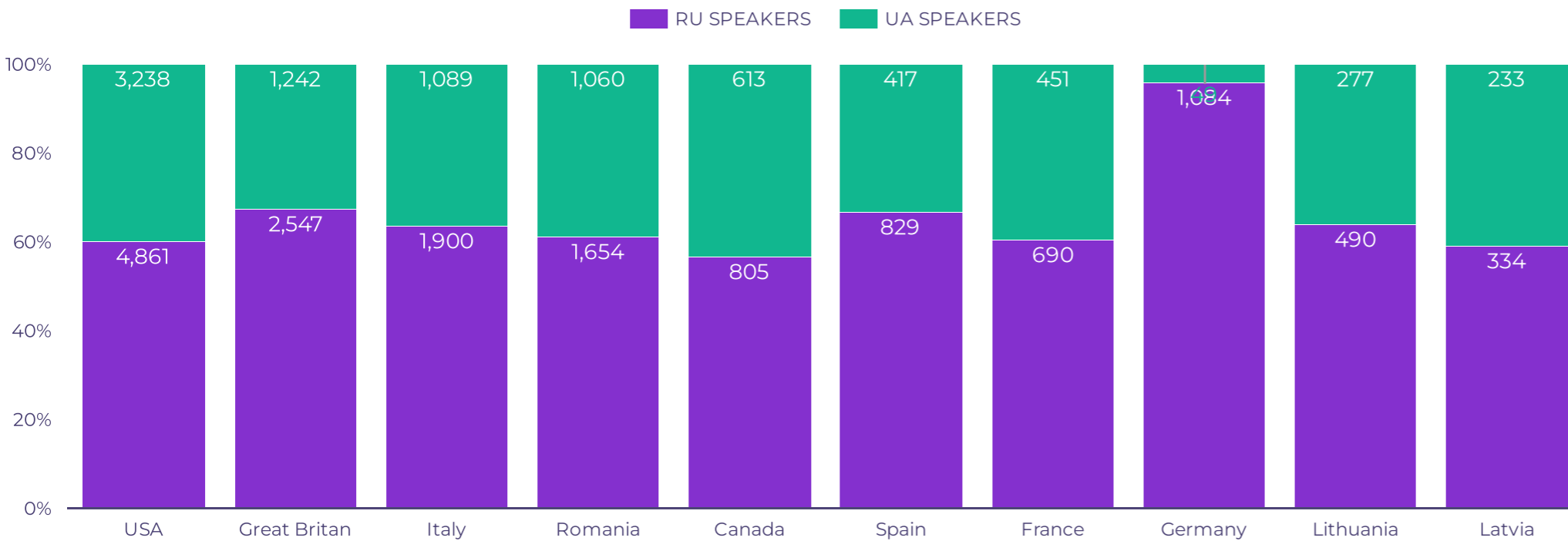
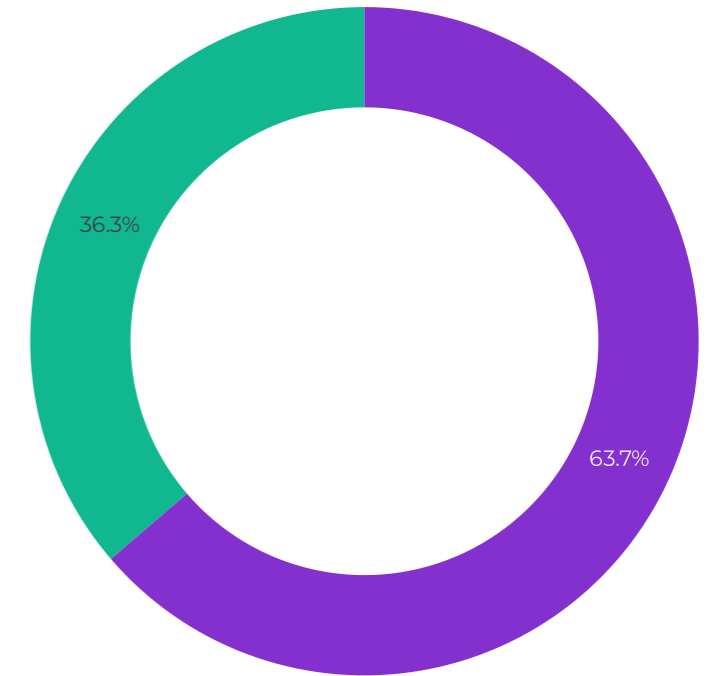
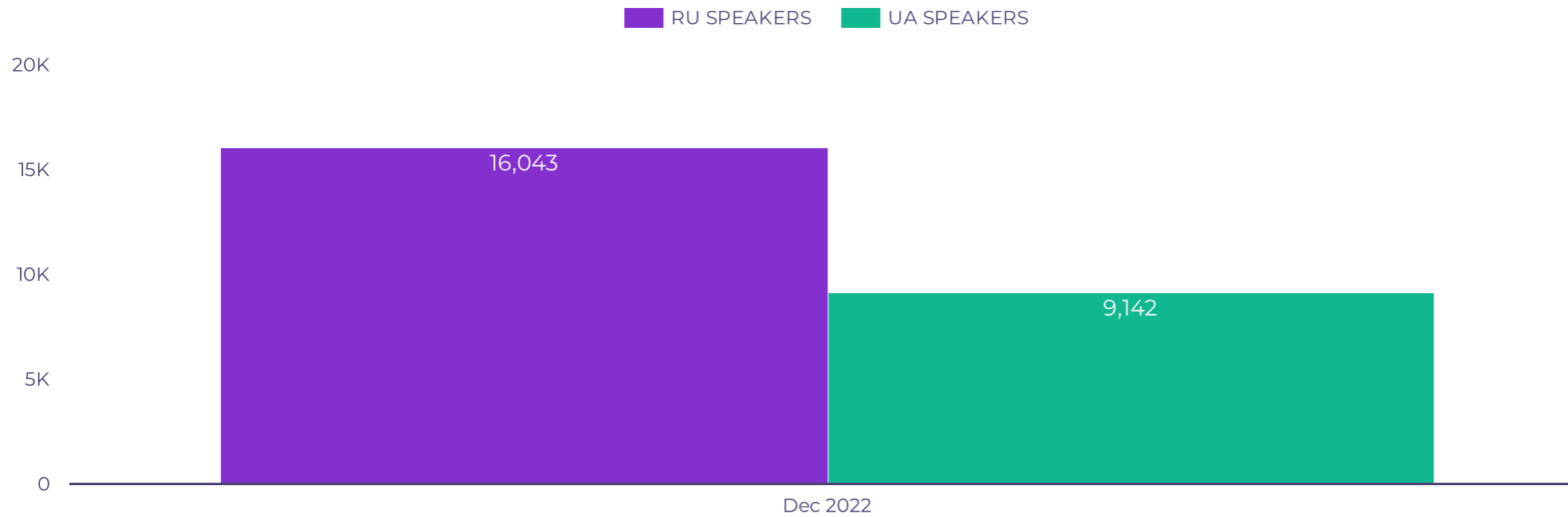
6 19,393

*To display the selected topic on the map, click on its name in the table

	Topics	Number of publications ①	Share of Voice (%)	Potential reach ②	Share of voice (%)
1.	WAR	33,824	55.44%	144,883,523,526	58.7%
2.	TERRITORIAL I...	8,623	14.13%	33,024,105,745	13.38%
3.	ENERGY/THREAT	7,586	12.43%	28,489,913,700	11.54%
4.	HUNGER/FOOD	3,396	5.57%	10,785,702,997	4.37%
5.	RELOCATION	3,287	5.39%	12,505,006,763	5.07%
6.	SUPPORT FOR ...	2,706	4.44%	10,877,355,159	4.41%
7.	IRAN	1,357	2.22%	5,637,639,057	2.28%
8.	SPORT	119	0.2%	226,856,701	0.09%
9.	G20	108	0.18%	384,919,413	0.16%

	Country	Number of publications ①	Share of Voice (%)	Potential reach ②	Share of voice (%)
1.	USA	19,393	31.79%	123,792,438,682	50.16%
2.	Great Britan	9,820	16.1%	57,651,908,149	23.36%
3.	Italy	7,321	12%	15,566,131,518	6.31%
4.	France	4,413	7.23%	16,283,663,855	6.6%
5.	Canada	3,909	6.41%	8,950,405,382	3.63%
6.	Germany	3,487	5.72%	5,078,189,187	2.06%
7.	Spain	3,196	5.24%	14,494,041,406	5.87%
8.	Romania	3,102	5.08%	1,937,058,045	0.78%
9.	Portugal	1,697	2.78%	1,740,346,659	0.71%
1...	Lithuania	1,129	1.85%	428,229,881	0.17%
11.	Latvia	1,118	1.83%	64,174,762	0.03%
12.	Czech	527	0.86%	30,194,726	0.01%
13.	Bulgaria	486	0.8%	283,730,291	0.11%
1...	Netherlands	452	0.74%	242,923,349	0.1%
15.	Poland	421	0.69%	52,055,291	0.02%

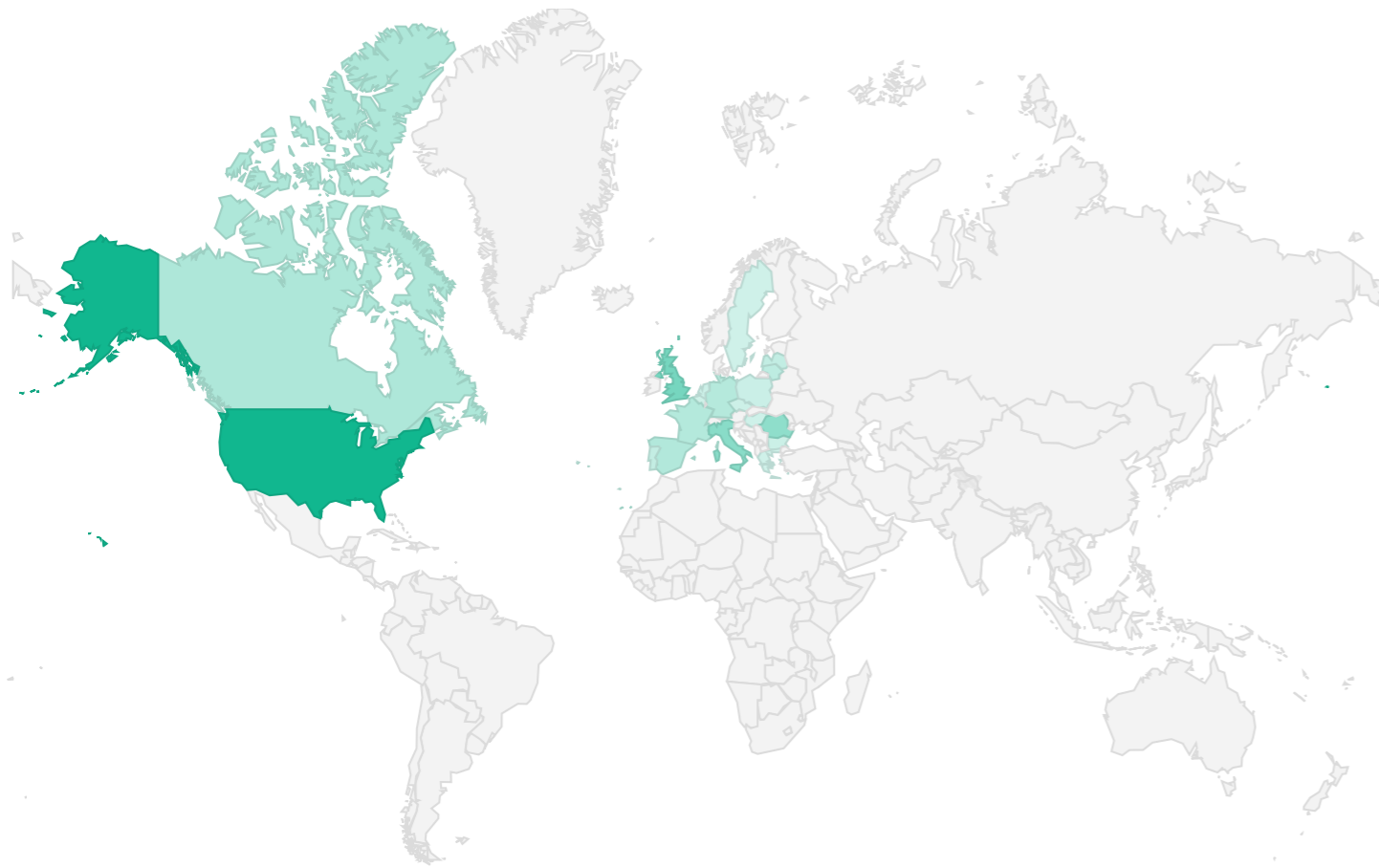
Speakers



UA SPEAKERS – mentions of the most influential Ukrainian political figures (Zelensky, Yermak, Podolyak, Arahamia, Reznikov, Shmyhal, Budanov, Zaluzhny, Kuleba, Stefanchuk, Tymoshenko, Nikiforov, Vereshchuk, Danilov, Poroshenko, Kim, Filatov, Fedorov, Kyslytsia, Kubrakov)

RU SPEAKERS – mentions of key figures of Russian politics and propaganda (Putin, Lavrov, Zakharova, Shoigu, Surovikin, Nebenzia, Peskov, Kadyrov, Medvedev, Prigozhin, Pushylin, Simonyan, Solovyov, Skabeeva)

Speakers

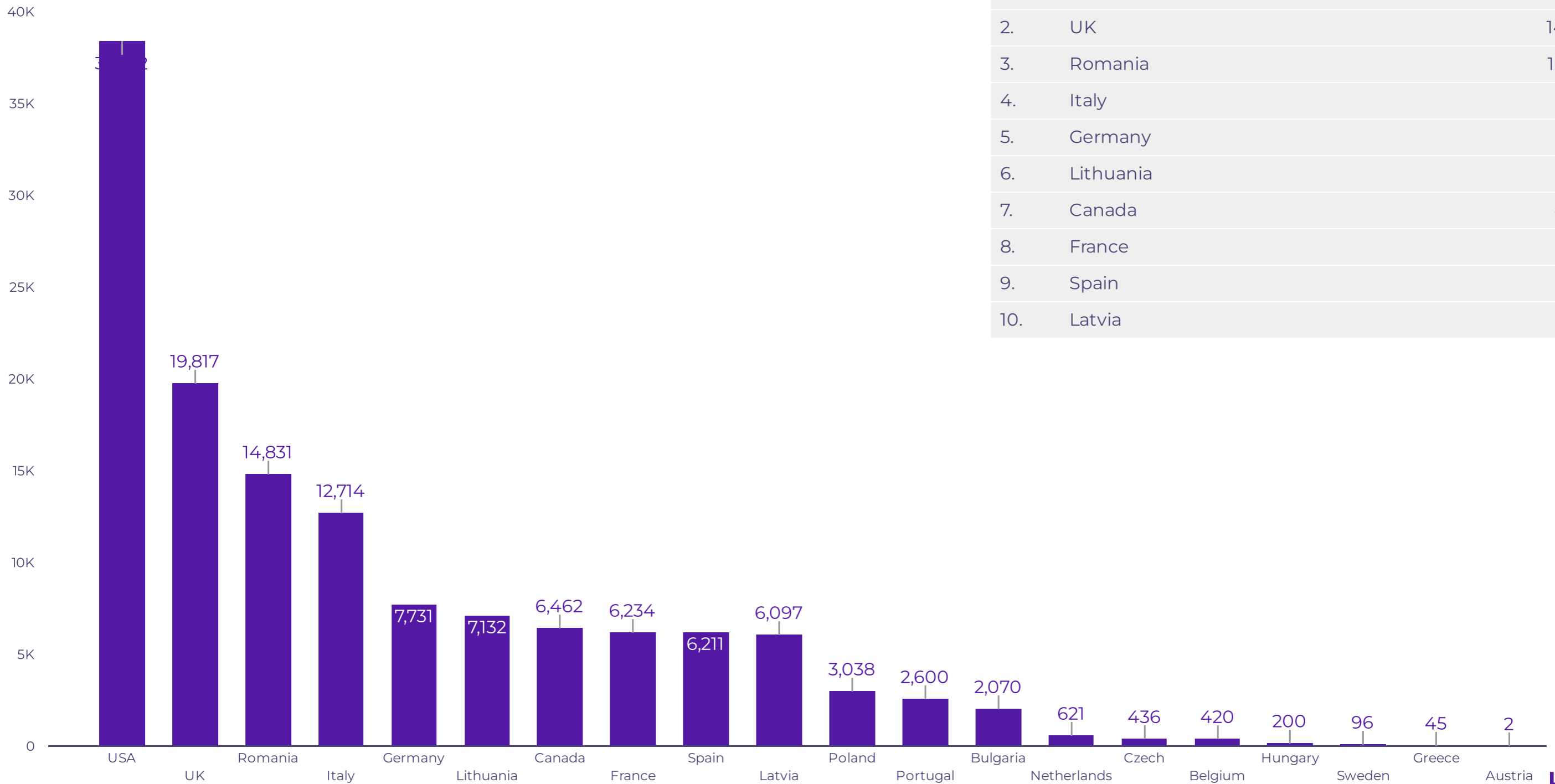


8 8,099

Speakers	Number of publications ①	Share of Voice (%)	Potential reach ②	Share of Voice (%)
1. RU SPEAKERS	16,043	63.7%	62,173,414,376	60.92%
2. UA SPEAKERS	9,142	36.3%	39,876,795,664	39.08%

Country	Кількість публікацій ①	Share of Voice (%)	Potential reach ②	Share of Voice (%)
1. USA	8,099	32.16%	52,397,567,268	51.34%
2. Great Britan	3,789	15.04%	23,321,022,880	22.85%
3. Italy	2,989	11.87%	6,644,368,213	6.51%
4. Romania	2,714	10.78%	1,734,572,474	1.7%
5. Canada	1,418	5.63%	4,026,597,788	3.95%
6. Spain	1,246	4.95%	6,728,800,057	6.59%
7. France	1,141	4.53%	4,413,199,129	4.32%
8. Germany	1,133	4.5%	1,619,703,162	1.59%
9. Lithuania	767	3.05%	311,187,806	0.3%
1... Latvia	567	2.25%	36,413,633	0.04%
11. Portugal	512	2.03%	537,361,028	0.53%
1... Poland	231	0.92%	51,506,765	0.05%
1... Bulgaria	174	0.69%	100,718,277	0.1%
1... Czech	146	0.58%	8,454,151	0.01%
1... Netherlands	141	0.56%	73,805,927	0.07%

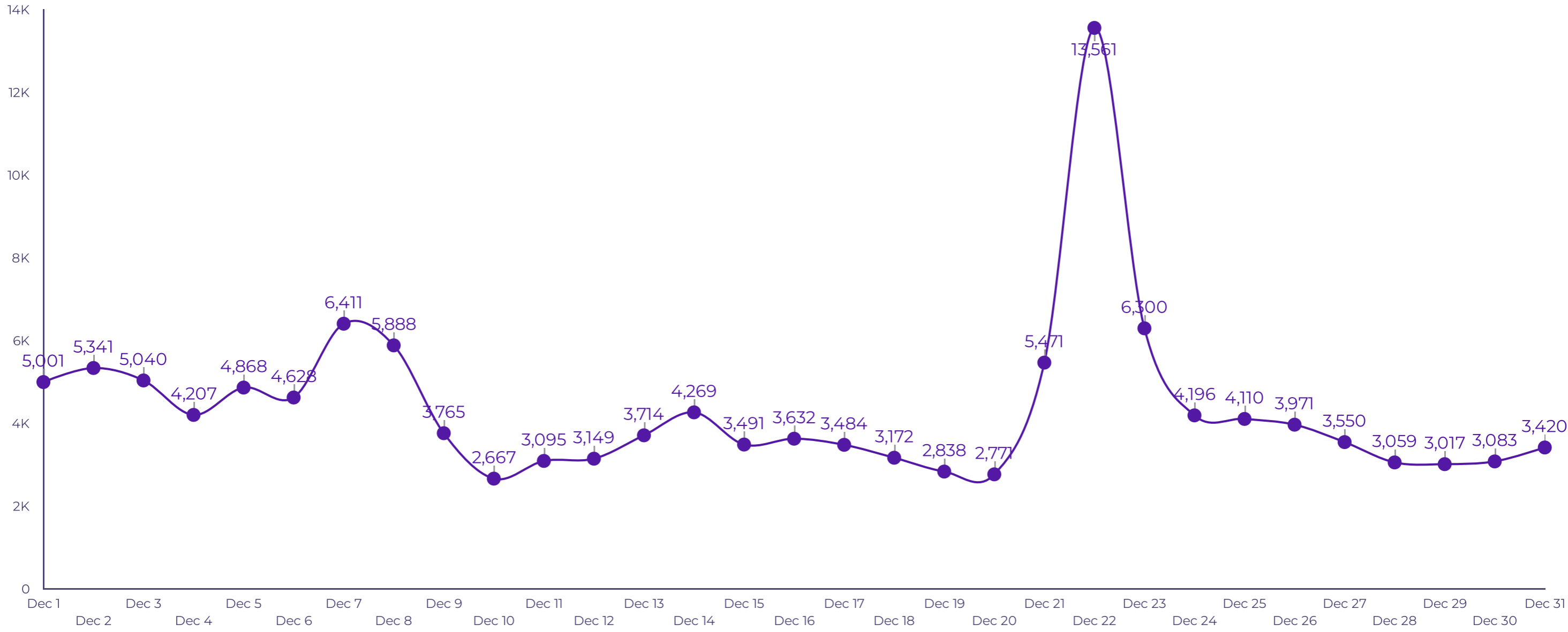
Number of mentions



TOP-10 countries		Share Of Voice
1.	USA	28.42%
2.	UK	14.66%
3.	Romania	10.97%
4.	Italy	9.41%
5.	Germany	5.72%
6.	Lithuania	5.28%
7.	Canada	4.78%
8.	France	4.61%
9.	Spain	4.6%
10.	Latvia	4.51%

Dynamics of mentions

The peak of informational activity falls on December 22. The reason is that Volodymyr Zelensky visited the White House.



Peaks of Mentions

December 7

Ukrainian President Volodymyr Zelensky and the "spirit of Ukraine" have been named TIME magazine's Person of the Year ([twitter](#))

December 8

President Vladimir Putin acknowledged that the conflict is "going to take a while" ([twitter](#))

December 22

Volodymyr Zelensky visited the White House ([facebook](#))

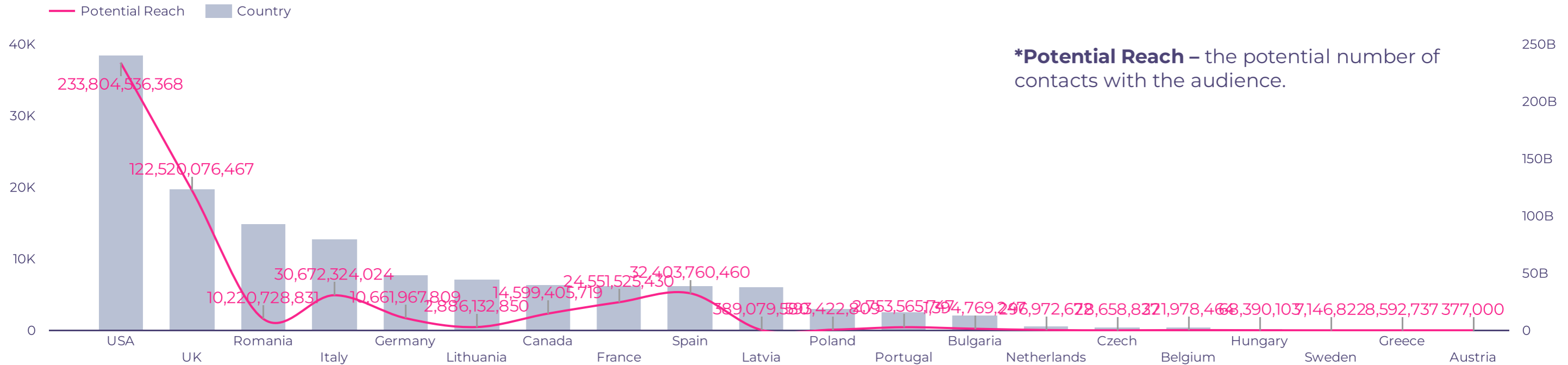
December 23

Russian President Vladimir Putin on Thursday used the word "war" to refer to the conflict in Ukraine ([facebook](#))

December 29-30

Russia launches biggest missile strike in weeks as up to 120 rockets and 'kamikaze' drones bombard Ukraine ([twitter](#))

Potential Reach

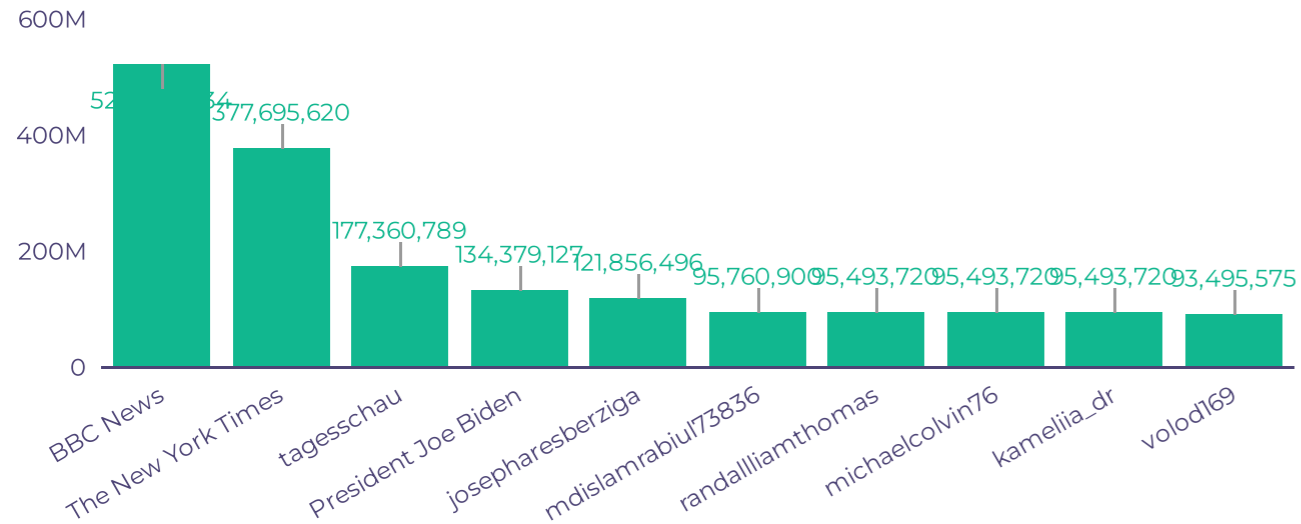


***Potential Reach** – the potential number of contacts with the audience.

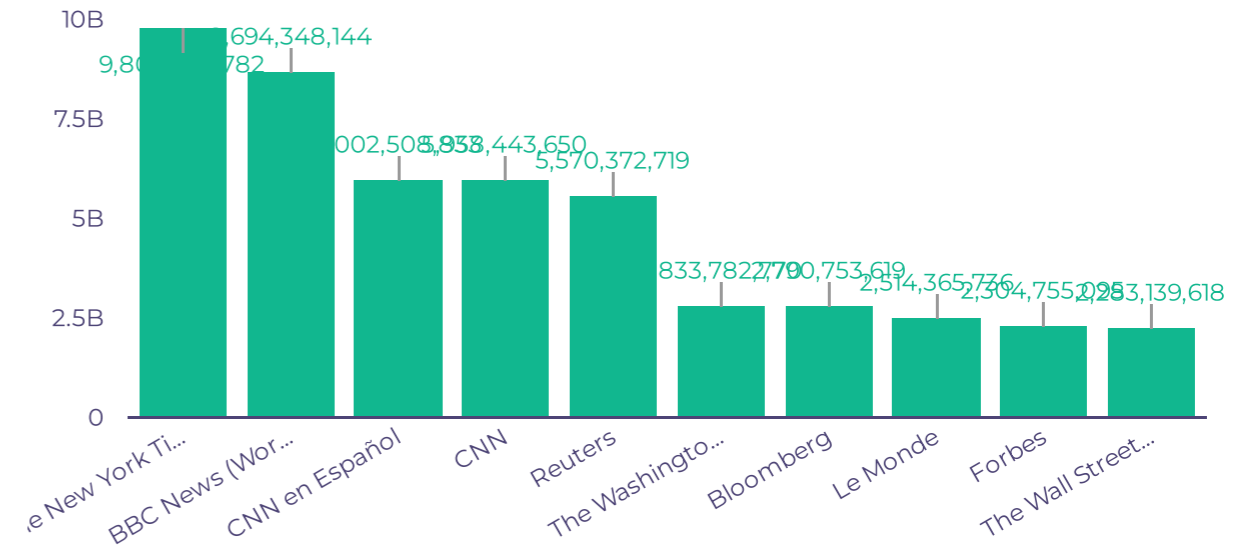
	Titel	Source	Data	Potential reach
1.	Screw, Ukraine	facebook	Dec 21, 2022	468,698,500
2.	@elonmusk Ukrainian country code has been removed f...	twitter	Dec 14, 2022	242,465,876
3.	EXCLUSIVE: TheBiden administration has launched an e...	twitter	Dec 21, 2022	200,109,080
4.	Biden made things WORSE for Ukraine, and the rest of t...	facebook	Dec 22, 2022	177,699,040
5.	The people of Ukraine need to know that Zelensky repea...	facebook	Dec 22, 2022	153,018,418
6.	Russian President Vladimir Putin on Thursday used the ...	twitter	Dec 23, 2022	150,357,312
7.	Ukrainian president Zelenskyy made an impassioned ple...	facebook	Dec 22, 2022	140,608,547
8.	At least one person was killed in explosions across Kyiv, ...	twitter	Dec 31, 2022	139,372,174
9.	Russian missile strikes across Ukraine target infrastruct...	twitter	Dec 16, 2022	139,244,332
10.	Explosions rattled villages and cities across Ukraine on T...	twitter	Dec 29, 2022	136,085,689

Rating of sources by audience

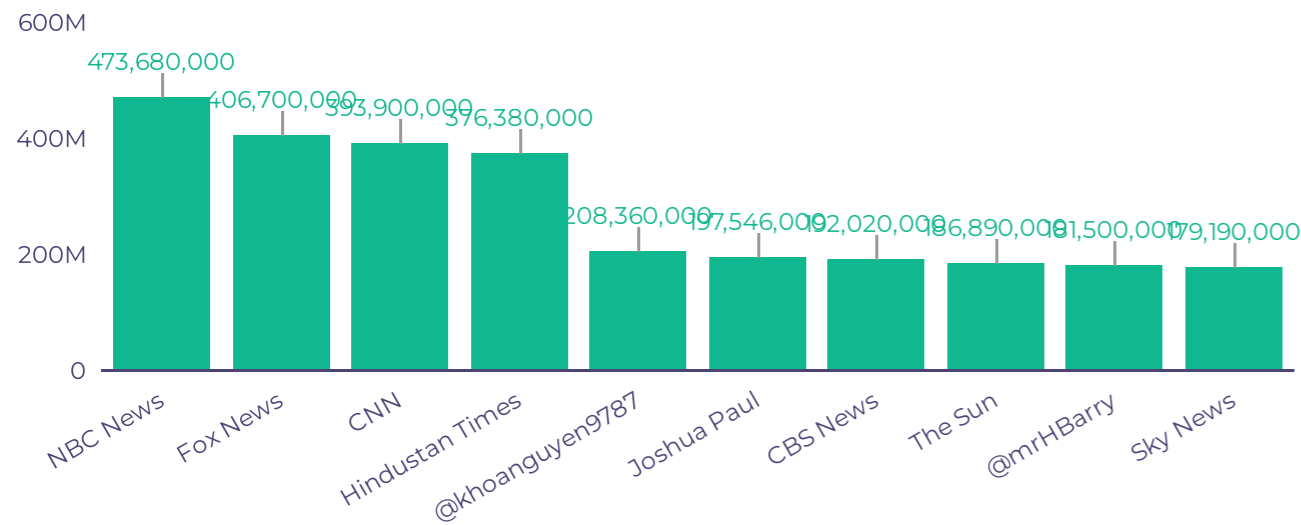
Instagram



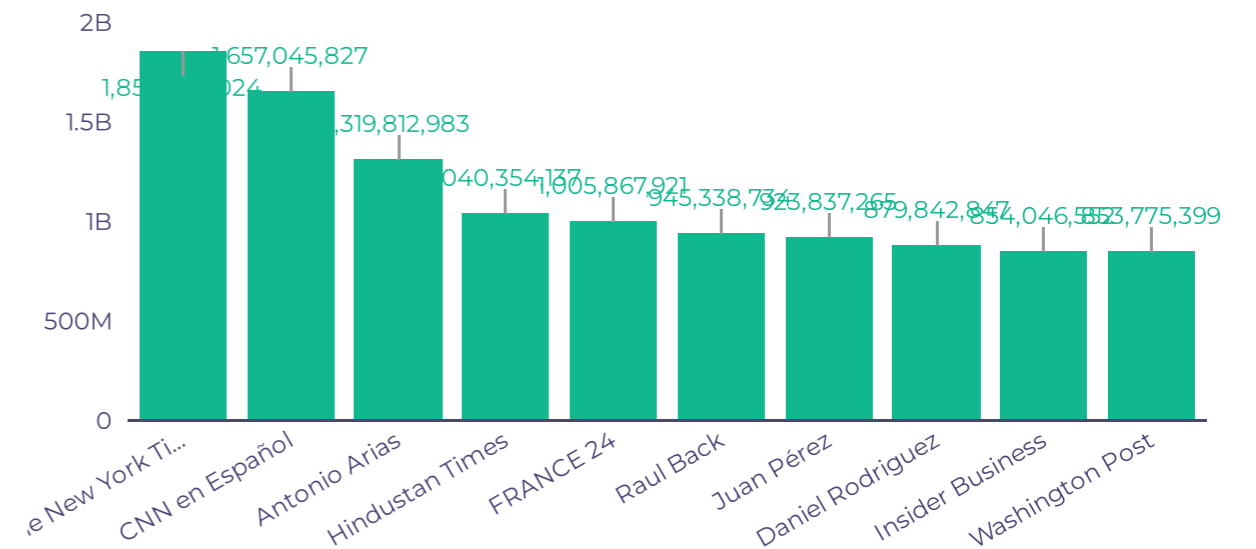
Twitter



Youtube

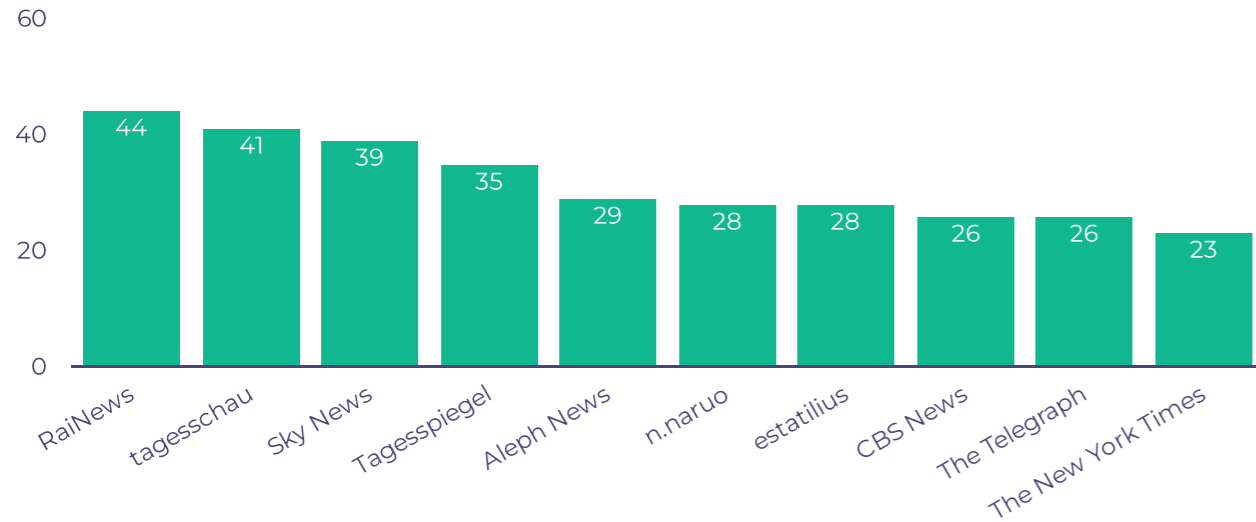


Facebook

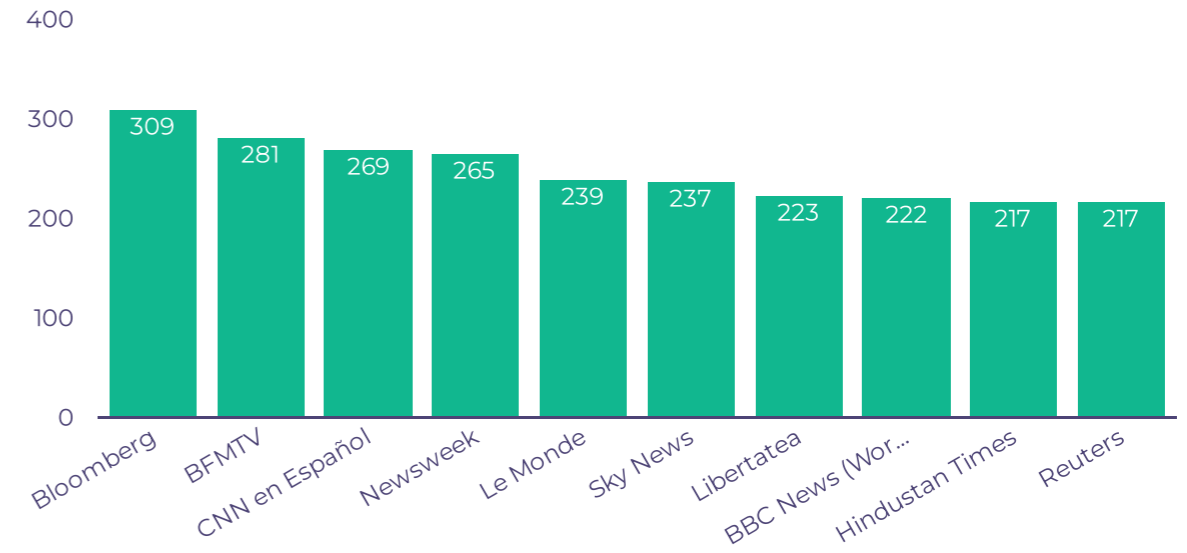


Ranking of sources by number of publications

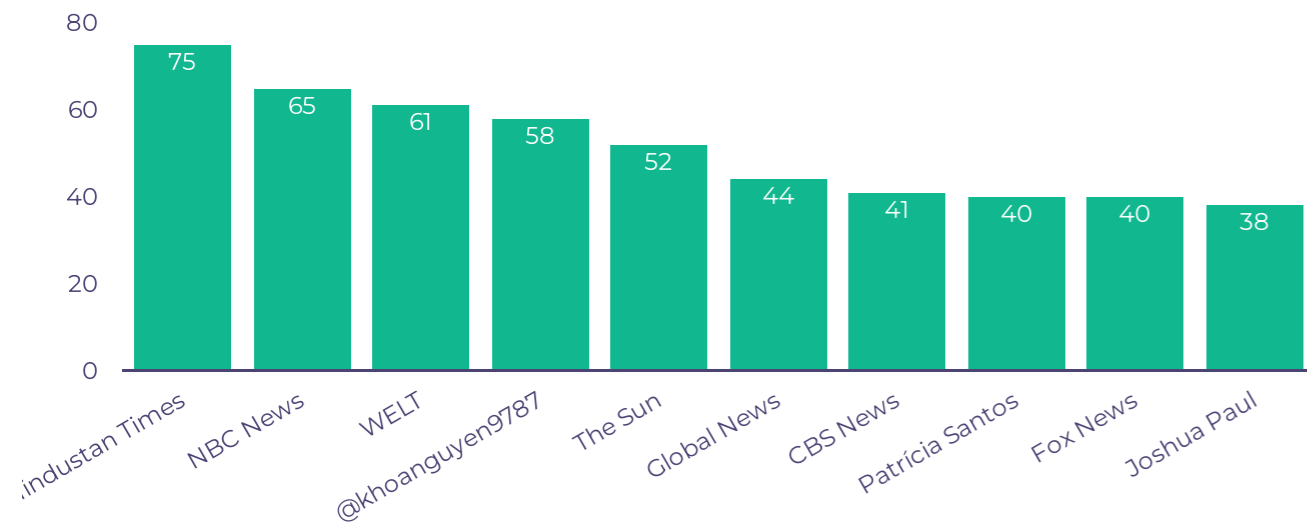
Instagram



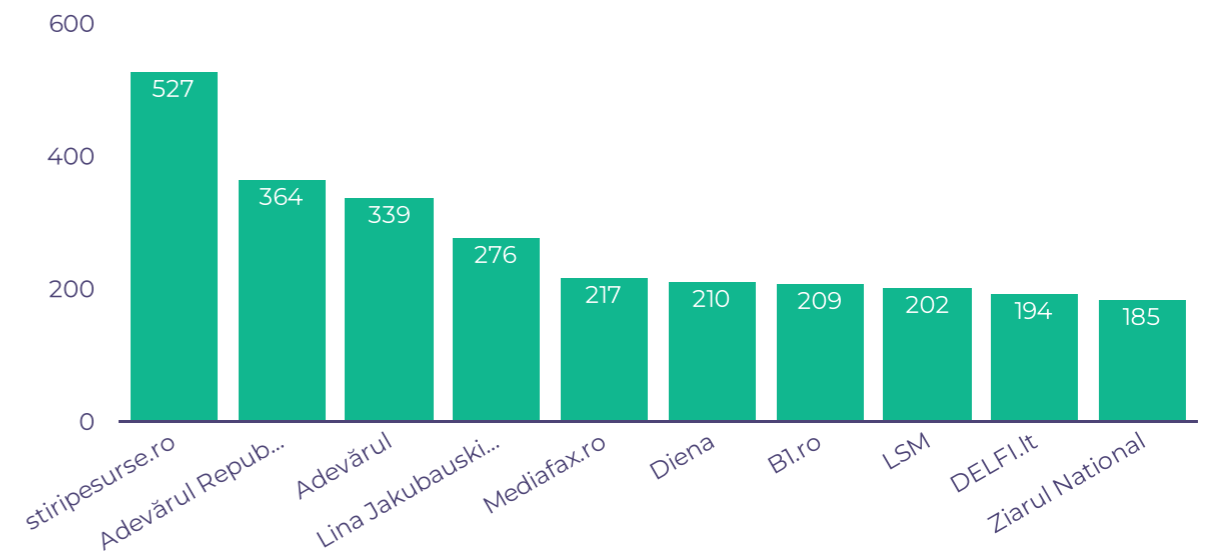
Twitter



Youtube



Facebook



Analysis of TOP issues on forums

Key topics on Quora:

1. [In question is discussed](#) the real value of mobilized troops to Russia's war goals. Noticed that Ukraine will run out of soldiers long before Russia does. Putin is willing to trade one Russian soldier for one Ukrainian soldier all day long.
2. [When asked](#) whether the war in Ukraine would really end in a stalemate, it was said that it could happen.
3. [What will Ukrainian drone attacks on Russian airbases mean for Putin's war on Ukraine?](#) It means, that Ukraine is extending further and further into Russia. Moreover, Moscow is now in reach of Ukraine.
4. [If the Russian people were allowed to know about the atrocities committed by their invasion of Ukraine, would they really care anyway?](#) If you were to drag the average Russian citizen to the edge of a mass grave in Bucha, Izyum, or elsewhere in Ukraine by their hairs, they still wouldn't care.
5. [When was asked](#) whether Russia need to be defeated at a high cost, it's follow an answer that Russia should pay reparations.
6. [The issue is discussed](#) whether it is legal for Ukrainians to attack outside of Ukraine, the answer follows if someone attacks your country, it immediately becomes perfectly legal to attack them back, and that means every square inch of Russia.
7. [Is Putin now worried about Ukraine having near missile range of Moscow?](#) Putin is not worried about that. Rather, Putin is worried that Moscow is now within drone range of Ukraine.

Key topics on Reddit:

1. [On the statement](#) that Putin says Russia wants end to war in Ukraine, ironically commented that he wants peace. Piece of Crimea, piece of Kyiv, piece of Donbas.
2. [Russia releases video of nuclear-capable ICBM being loaded into silo](#), following reports that US is preparing to send Patriot missiles to Ukraine. It is noted that the rocket is indeed written that.
3. [Time Magazine has named](#) Ukrainian president Volodymyr Zelensky and "the spirit of Ukraine" as its 2022 Person of the Year.
4. [Putin makes extraordinary claim only Russia can protect Ukraine](#) from Polish invasion. It is noted that they say Zelensky is the comedian.
5. [Russian troops have turned to Wikipedia](#) to find instructions on handling weapons and used 1960s-era maps in the country's invasion of Ukraine