

TWIPLOMACY 2022

# World Organisation Power Ranking

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# Twiplomacy 2022 World Organisation Power Ranking: *Global Leadership in the Permacrisis*

Twiplomacy's World Organisation Power Ranking lands at a turbulent moment in 21st century history.

The pandemic's constantly shifting sands have now been joined by a war in Europe, turning global conversations on their axis once again. Global energy status quos are being challenged, inflation is rising rapidly and cost of living is skyrocketing. The ramifications seem set to spill over to touch every life on the planet, much like COVID-19 did in 2020.

The **permacrisis**, a term coined in 2021 referring to volatility, uncertainty and a prolonged sense of emergency, seems even more apt in 2022.

With global emergencies, global solutions are called for and world organisations responding to these are finding new levels of digital influence. Twiplomacy's 2022 World Organisation Power Ranking

reveals the relative influence of global organisations in **#DigitalDiplomacy**, illuminating the power of international affairs conducted through digital channels. This vital snapshot captures the changes in digital influence brought about by the pandemic, and points to further shifts that will likely accompany the war in Ukraine.

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**Our latest ranking focuses on Twitter as a primary global platform for #DigitalDiplomacy, unrivalled for its ability to break and be news, and to drive debate and engagement with, about and between political actors. We also ground our new methodology in the open data provided by Twitter's API, which enables us to effectively measure digital influence in this highly political context.**  
.....





Twiplomacy is the home  
of **#DigitalDiplomacy**  
intelligence, news, analysis  
trends and research.

Focused on Twitter,  
Twiplomacy has been  
tracking the growth of  
**#DigitalDiplomacy** since  
2012 and is powered  
by BCW London.

# World Organisation Power Ranking

The WHO (1, @WHO) is undoubtedly a leader among world organisations with 1.5 times the influence of the second ranked UNICEF (2, @UNICEF). The WHO Twitter account has more followers than McDonalds, Coca-Cola and Walmart combined, and its enhanced influence as a result of the pandemic seems set to last into 2022.

The power of being a United Nations entity responding to global issues can also be seen throughout the top 10 with UNICEF (2, @UNICEF), UNESCO (3, @UNESCO), UNHCR (4, @Refugees), and UN Women (5, @UN\_Women) completing the top five.

Within the top 10, economics, development and the environment also feature with the World Bank (6, @WorldBank), UN Development Programme UNDP (7, @UNDP) and UN Environment Programme UNEP (9, @UNEP). The European Commission (8, @EU\_Commission) is the highest-ranked regional representative, with the African Union (22, @\_AfricanUnion) the only other to appear in the top 25.

## 01

**THE WORLD HEALTH ORGANISATION (WHO)**

**FACTOR: 21x | SCALED (1-100): 100**

[@WHO](#)

## 02

**UNITED NATIONS CHILDREN'S FUND (UNICEF)**

**FACTOR: 14x | SCALED (1-100): 67**

[@UNICEF](#)

## 03

**UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANISATION (UNESCO)**

**FACTOR: 8x | SCALED (1-100): 36**

[@UNESCO](#)

## 04

**UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHCR)**

**FACTOR: 8x | SCALED (1-100): 35**

[@REFUGEES](#)

## 05

**UNITED NATIONS WOMEN**

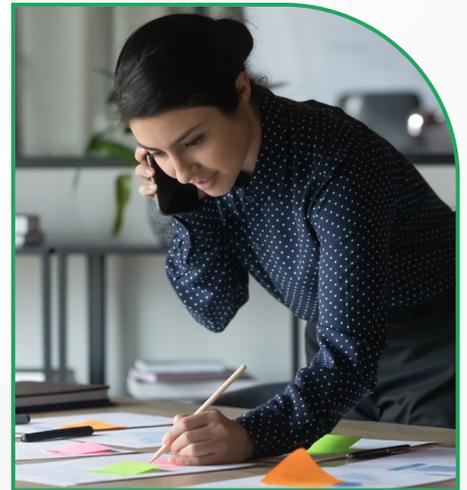
**FACTOR: 8x | SCALED (1-100): 34**

[@UN\\_WOMEN](#)

# World Organisation Power Ranking

## Top 5 Deep Dive

RANKING	01	02	03	04	05
ORGANISATION	WHO	UNICEF	UNESCO	UNHCR	UN WOMEN
TWITTER FOLLOWERS	10,770,383	9,096,085	3,559,736	2,687,980	2,136,930
ENGAGEMENT RATE	0.01%	0.01%	0.01%	0.01%	0.04%
AVERAGE POSTS PER YEAR	4,875	4,111	2,546	6,276	4,772
AVERAGE LIKES PER POST	569	522	200	269	583
AVERAGE RETWEETS PER TWEET	250	142	76	100	194
MONTHLY GROWTH IN 2022	142,065	70,460	21,278	21,157	23,243



## The Ranking

The new World Organisation Power Ranking includes all UN recognised organisations consisting of its own agencies and the intergovernmental organisations with a standing invitation from the UN to participate as observers.

## The Algorithm

Twiplomacy's new ranking algorithm has been designed to identify what influence is on Twitter among a particular list of handles.

Given a specified time interval and list of Twitter handles, the algorithm assigns a tailored weighting to variables including mentions, tweets, retweets, reach, impressions, follower changes, likes and follower count. We display this as a rescaled composite score calculated for each handle within a 1-100 range. Additionally, we give a rank metric called factor which represents an account's influence independent of the rescaled composite score. The factor metric is the ratio of the score of the organisation with the highest influence, divided by the score of the organisation with the lowest influence. Calculated prior to the rescaling, the factor indicates how many times more influential the top organisation is compared to the lowest one. Designed by the BCW Data & Analytics Team for Europe and Africa, Twiplomacy's new algorithm allows us to uncover what influence is in digital diplomacy in 2022.

# 06

**THE WORLD BANK**

**FACTOR: 7x | SCALED (1-100): 30**

[@WORLDBANK](#)

# 07

**UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)**

**FACTOR: 6x | SCALED (1-100): 28**

[@UNDP](#)

# 08

**EUROPEAN COMMISSION**

**FACTOR: 6x | SCALED (1-100): 23**

[@EU\\_COMMISSION](#)

# 09

**UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP)**

**FACTOR: 5x | SCALED (1-100): 20**

[@UNEP](#)

# 10

**JOINT UNITED NATIONS PROGRAMME ON HIV/AIDS (UNAIDS)**

**FACTOR: 5x | SCALED (1-100): 20**

[@UNAIDS](#)

RANK	NAME	HANDLE	FACTOR	SCALED (1-100)
11	THE INTERNATIONAL MONETARY FUND (IMF)	@IMFNEWS	4x	18
12	THE WORLD FOOD PROGRAMME (WFP)	@WFP	4x	14
13	WORLD TRADE ORGANISATION (WTO)	@WTO	4x	14
14	INTERNATIONAL RENEWABLE ENERGY AGENCY (IRENA)	@IRENA	3x	13
15	INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)	@ICRC	3x	12
16	THE FOOD AND AGRICULTURE ORGANISATION (FAO)	@FAO	3x	11
17	INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE (INT IDEA)	@INT_IDEA	3x	11
18	UNITED NATIONS POPULATION FUND (UNFPA)	@UNFPA	3x	10
19	UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE (UN-FCCC)	@UNFCCC	3x	10
20	INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES (IFRC)	@IFRC	3x	9
21	AFRICAN UNION (AU)	@_AFRICANUNION	3x	9
22	UNITED NATIONS INSTITUTE FOR DISARMAMENT RESEARCH (UNIDIR)	@UNIDIR	3x	9
23	INTERNATIONAL ORGANISATION FOR MIGRATION (IOM)	@UNMIGRATION	3x	8
24	GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA (GFATM)	@GLOBALFUND	3x	8
25	AFRICAN DEVELOPMENT BANK (AFDB)	@AFDB_GROUP	2x	8
26	THE WORLD METEOROLOGICAL ORGANISATION (WMO)	@WMO	2x	8
27	INTERNATIONAL ATOMIC ENERGY AGENCY (IAEA)	@IAEAORG	2x	8
28	THE INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (IFAD)	@IFAD	2x	7
29	UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME (UN-HABITAT)	@UNHABITAT	2x	7
30	INTERNATIONAL COUNCIL FOR THE EXPLORATION OF THE SEA (ICES)	@ICES_ASC	2x	7
31	ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)	@OECD	2x	7
32	EUROPEAN ORGANISATION FOR NUCLEAR RESEARCH (CERN)	@CERN	2x	7
33	EUROPEAN PARLIAMENT (EP)	@EUROPARL_EN	2x	7
34	INTERNATIONAL TRADE CENTRE (ITC)	@ITCNEWS	2x	7
35	COUNCIL OF EUROPE (COE)	@COE	2x	7
36	CARIBBEAN COMMUNITY (CARICOM)	@CARICOMORG	2x	6
37	THE INTERNATIONAL LABOR ORGANISATION (ILO)	@ILO	2x	6
38	IBERO-AMERICAN CONFERENCE	@SEGIBDIGITAL	2x	6
39	THE WORLD TOURISM ORGANISATION (UNWTO)	@UNWTO	2x	6
40	INTER-PARLIAMENTARY UNION (IPU)	@IPUPARLIAMENT	2x	6
41	CENTRAL AMERICAN INTEGRATION SYSTEM (SICA)	@SG_SICA	2x	6
42	LATIN AMERICAN AND CARIBBEAN ECONOMIC SYSTEM (SELA)	@SELAINFORMA	2x	6
43	THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANISATION (UNIDO)	@UNIDO	2x	5
44	UNITED NATIONS INSTITUTE FOR TRAINING AND RESEARCH (UNITAR)	@UNITAR	2x	5
45	COMMONWEALTH	@COMMONWEALTHSEC	2x	5
46	INTERNATIONAL OLYMPIC COMMITTEE (IOC)	@IOCMEDIA	2x	5
47	INTERNATIONAL CHAMBER OF COMMERCE (ICC)	@ICCWBO	2x	5
48	ASIAN DEVELOPMENT BANK (ADB)	@ADB_HQ	2x	5
49	NEW DEVELOPMENT BANK (NDB)	@NDB_INT	2x	5
50	THE INTERNATIONAL TELECOMMUNICATION UNION (ITU)	@ITU	2x	5

# WHO

10,770,383

*Twitter followers*

0.01%

*Twitter engagement*

142,065

*Monthly growth in 2022*

4,875

*Average posts per year*

569

*Average likes per post*

250

*Retweets per tweet*

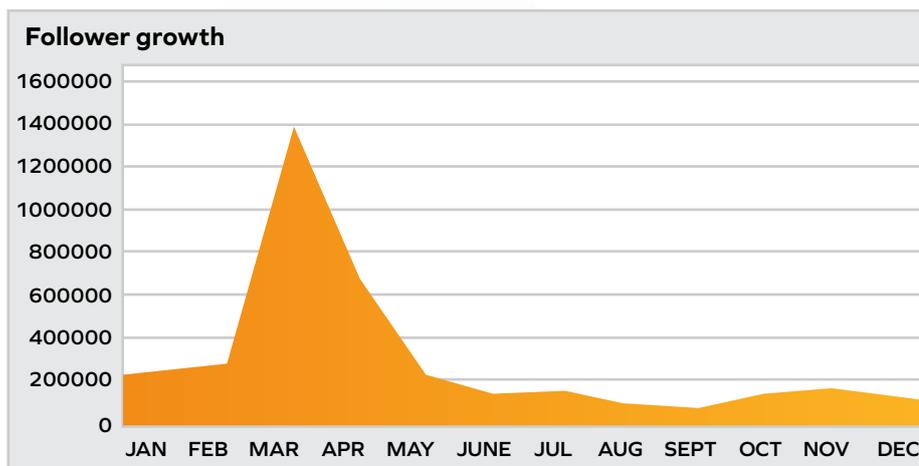
# WHO Leads the Way

## WHO's growth in 2020

To truly tell the story of the WHO's influence in 2022, we need to trace its rise through the pandemic.

In March 2020, as the world woke up to the COVID-19 emergency and many countries entered lockdown, the World Health Organisation's follower numbers on Twitter

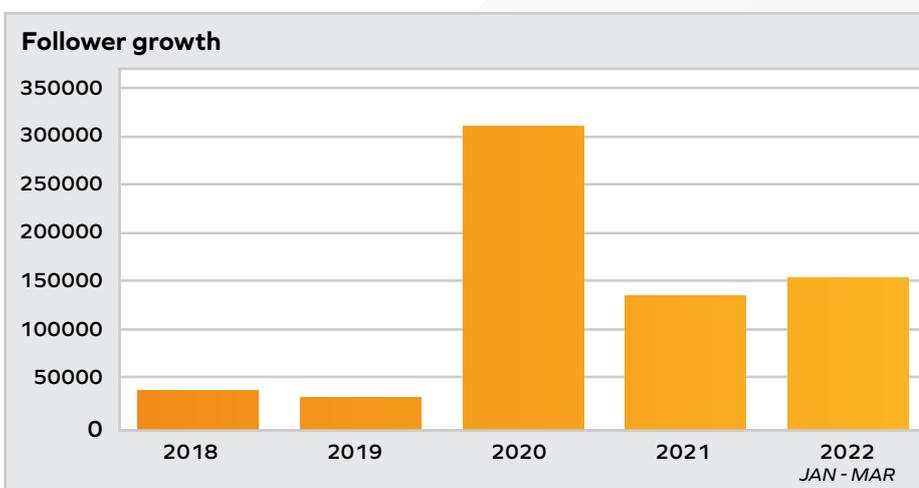
matched the exponential growth of the pandemic. Three key reasons led to this massive spike in a time of unprecedented crisis – a need for trustworthy information, moves to globally coordinate the response, and the search for clear consistent guidance from a credible source.



## WHO average growth per month

During 2020, the WHO Twitter account added 1.4 million followers at an average of 310,000 per month. This is a drastic increase from 2018 and 2019 when the WHO increased its average follower base at approximately 35,000 per month.

Since then, the WHO's expanded followership has shown no signs of waning, remaining significantly higher than pre-pandemic levels and pointing to a sustained increase in influence for the World Health Organisation on Twitter.



Taking a deep dive into WHO's content, we can see that it shares an engaging range of **highly visual video content**, featuring **data storytelling** and **live broadcasts** alongside **authoritative articles**.



The global health leader maintains a clear content strategy (the planning, development and management of posts) underpinned by clear content pillars (topics and themes the account posts on), and a blend of strategic and news-driven storytelling. For example, its Twitter feed not only drives conversation around major COVID-19 announcements, but also shines a spotlight on key dates such as International Women's Day, hosts live briefings with senior leaders around critical issues and highlights employee video entries from the epicentre of various crises around the globe.

*Hover over the tweet to see the original*

However, we found content strategies with clear content pillars across all the organisations in the top five, so it does not seem to be WHO's content mix per se that makes it stand out. Although the WHO ranks number one for average likes per post and retweets per post, this can be attributed to its comparably high follower base.

**A better comparison metric is to look at their engagement rate, which factors in their followers too. WHO's average engagement rate stands at 0.01%, which is considered 'good' for an account of this size. Nearly 70% of Twitter accounts of a similar make up (size, post frequency, etc), perform at the same level. WHO's prominence on Twitter can also be attributed to its strong community-building strategy.**

For example, the WHO's global Twitter channel interacts and collaborates closely with its network of **61 WHO accounts**, which regularly tag and cross-promote one another. UNICEF deploys a similar cross-promotion strategy and its network of **135 local office Twitter accounts** appear to have even greater clout.

Where WHO has gone further has been its proactive, capacity-building response to help combat the infodemic associated with the COVID-19 crisis. The WHO has leveraged its Twitter channel to share access to virtual training and resources designed to combat misinformation at community, local, national and transnational levels.

In turn, this has brought the account into conversation with and promotion by leading voices from global health and academia, earning the account influential mentions, such as from Yale University Public Health Professor Saad Omer. WHO's creation of shareable assets, including iconic memes distributed via its newsletters and social channels, have in turn encouraged wider sharing and engagement.

Engaged followers are helping WHO to outperform its historic standing on Twitter, but in influence alone it is the WHO's sheer size of following recruited during the pandemic that matters most. What remains to be seen is how WHO can make use of this influence as the COVID-19 crisis transitions to the new normal.

# UNICEF

9,096,085

*Twitter followers*

0.01%

*Twitter engagement*

70,460

*Monthly growth in 2022*

4,111

*Average posts per year*

522

*Average likes per post*

142

*Retweets per tweet*



UNICEF's **LOVE MYSELF** campaign with pop superstars BTS has created global moments that drive its work to help **#EndViolence** create waves across social media.

# Star Power Shines from UNICEF

*Hover over the tweet to see the original*

The permacrisis, however, is quite far away from second-ranked UNICEF's driving force of influence. UNICEF, the UN Children's Fund, has for several years enhanced its work for the world's children through partnering with some unexpected Digital Diplomats, the global music icons BTS.

Partnerships with global cultural influencers, from music to sports stars such as David Beckham, give UNICEF a star quality that strengthens its powerful work supporting the world's children.

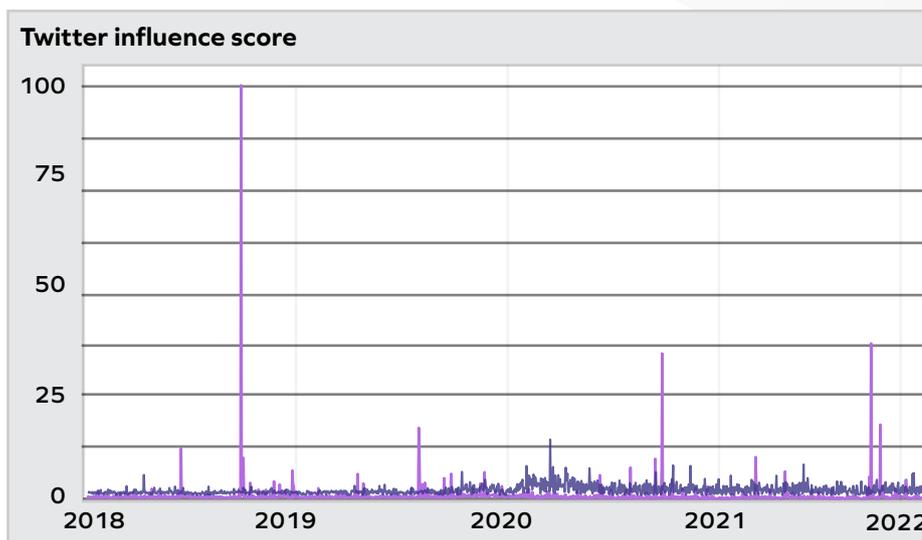
Even its strong campaigns are supported by content that reflects and tackles the impact of the permacrisis on its key audience. UNICEF derives its relative influence on Twitter from celebrity-driven campaign moments.

The largest spike in UNICEF's Twitter influence came amid South Korean superstars BTS's address to the UN in 2018. The K-Pop group followed this up with a speech at the UN two years later (and note

the differing scales on the y-axis).

This campaign-led approach compares to WHO's always-on, and community-centred strategy which has fuelled a steady increase in follower acquisition since 2018 that gained momentum and accelerated during the pandemic.

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# UNESCO

3,559,736

*Twitter followers*

0.01%

*Twitter engagement*

21,278

*Monthly growth in 2022*

2,546

*Average posts per year*

200

*Average likes per post*

76

*Retweets per tweet*

A less is more strategy delivers for UNESCO, despite a less developed supporting community than some accounts in the top five. It is a more **reflective**, **diverse** and **occasionally celebratory** account than many in the ranking.



# UNESCO - Less is More

UNESCO, The United Nations Educational, Scientific and Cultural Organisation, claims third place in our power rankings.

UNESCO's top-three position has been attained through a less-is-more strategy. The account's posting frequency on Twitter is considerably lower than competing organisations in the top five. On average, UNESCO posts at the lowest frequency with 2,546 tweets per year, 60% lower than the UNHCR which averages 6,276 posts annually.

In reality, UNESCO's lighter content cadence is likely informed by a content strategy that recognises the organisation's more reflective stance, compared to its UN counterparts reporting breaking news stories on the global agenda. One could also speculate about a content budget differential between WHO and UNESCO, not least during a pandemic.

The snapshot of UNESCO content posted in March 2022 shows the range of themes it covers, from sustainability to education, women's rights to online misinformation and climate change.

UNESCO's content receives 76 retweets per tweet, on average, compared to global leader WHO, whose content typically scored 250 retweets per tweet as users shared critical information during the pandemic.

UNESCO is an expansive organisation covering a wide variety of specialisms which cut across science, the arts and culture. Creating varied conversational pillars is necessary for reflecting UNESCO's diverse work. However, this places the organisation at a disadvantage compared to more focused entities that can show greater clarity of purpose to meet and manage follower expectations.

.....  
**This clarity seems to be a strong reason the other organisations' content is considered, at the highest end of the ranking, to be more engaging and sharable. UNESCO also lacks the powerful community of country-level and regional accounts that WHO and UNICEF enjoy. There are 15 UNESCO accounts on Twitter collaborating with the global feed, compared to 61 within the WHO ecosystem and 135 for UNICEF.**  
.....

UNESCO has recruited just over 870K more followers than UNHCR, but with growing global refugee crises claiming increased attention, the UN's refugee agency could overtake its cultural counterpart later this year.

*Hover over the tweet to see the original*



# UNHCR

2,687,980

*Twitter followers*

0.01%

*Twitter engagement*

21,157

*Monthly growth in 2022*

6,276

*Average posts per year*

583

*Average likes per post*

194

*Retweets per tweet*

Informative, practical,  
powerful. The UNHCR's  
Twitter feed reports from  
the heart of **global crises**,  
putting **human faces** to  
events through **highly  
visual content**.



# UNHCR is a Global Voice in Crisis Response

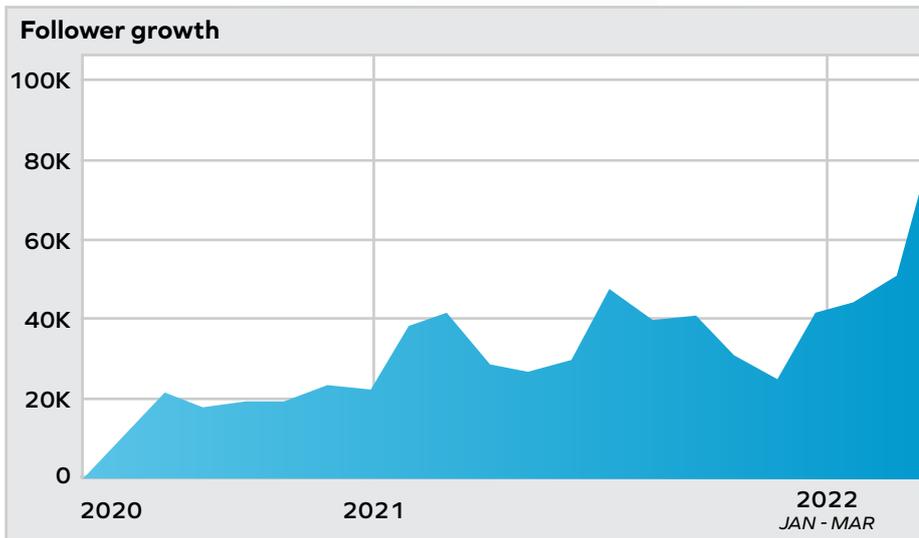
UNHCR, the UN refugee agency, outperforms its follower ranking to achieve fourth place on the overall power ranking.

*Hover over the tweet to see the original*

Crisis moments and harrowing personal stories that shake the world such as those witnessed in Afghanistan, Ethiopia, Myanmar and now Ukraine are driving the agency's digital influence. We need to look beyond the account's own tweets to see what is fuelling the organisation's influence on Twitter. UNHCR's influence is community driven.

As a respected global organisation, Twitter users regularly bring UNHCR into the conversation at times of crisis, as can be seen from its mentions.

Driven by the news agenda, the account commands strong levels of engagement with its followers, creating a digital footprint beyond its own account.





Locations
  Keywords
  Organization
  Hashtags
  Phrases

# UN Women

2,136,930

*Twitter followers*

0.04%

*Twitter engagement*

23,243

*Monthly growth in 2022*

6,276

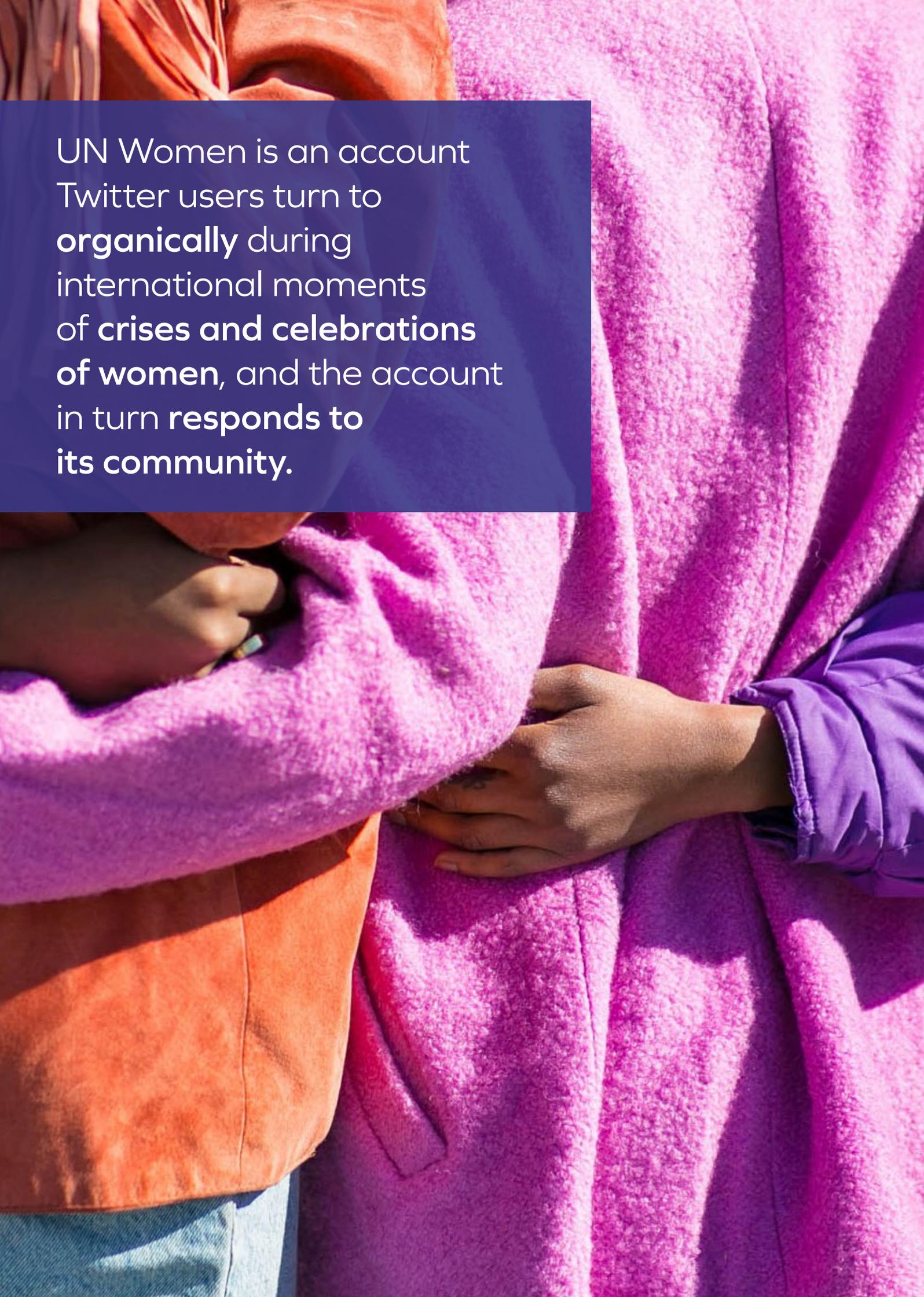
*Average posts per year*

583

*Average likes per post*

194

*Retweets per tweet*



UN Women is an account  
Twitter users turn to  
**organically** during  
international moments  
of **crises and celebrations**  
of **women**, and the account  
in turn **responds to**  
**its community.**

# UN Women Engages to Create Influence

Like UNHCR, UN Women is an account with a higher engagement rate which significantly expands its influence despite lower follower numbers. While identity politics is not a driver of influence in the list generally, with regional bodies struggling to feature in the top 50, UN Women’s content reaches and engages its followers more than any other feed in the top five.

*Hover over the tweet to see the original*

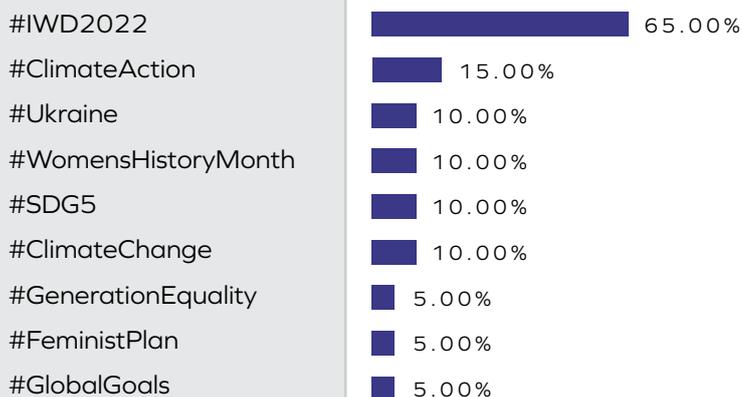
Most of the account’s posts are driven by highly visual elements. From eye-catching art to infographics, videos and portraits, UN Women’s messaging thrives on Twitter when because it is anchored by alluring, shareable visuals. On the rare occasions that the text speaks for itself, posts are enhanced with relevant emojis and hashtags, keeping content easy on the eye and maintaining a conversational tone by including prompts that encourage continued follower interactions.

For instance, we found that organic mentions of UN Women spiked on dates around instances of reporting on gender-based violence in Myanmar, as well as Iran’s election to the UN Women’s Rights Committee. This suggests that, thanks to its highly engaged and loyal follower base, UN Women has built an authoritative presence on Twitter. Its following fuels organic mentions as part of these debates even without UN Women pushing out its own tweets on these issues.

UN Women is also willing to join broader conversations around world events, tethering its content to significant global calendar moments such as International Women’s Day (#IWD2022) and Women’s History Month (#WomensHistoryMonth) as well as current affairs and issues, such as climate change (#ClimateAction; #ClimateChange) and the war in Ukraine (#Ukraine).

**All of which means that while UNICEF has four times more followers than UN Women, UN Women tweets are retweeted 194 times on average, compared to UNICEF’s 142 retweets, and an average of 583 likes per tweet compared to top ranking WHO’s 596.**

## Top Hashtags Used in UN Women’s 20 Sampled Posts:



# Conclusion

## Looking ahead in the Permacrisis

**2022 offers yet more change as war turns to an energy and cost of living crisis. Our world organisations have so far, during these times of change, been a source of leadership outside national governments.**

And yet it is not only crisis that has prompted a rally to global leadership. UN organisations driving long term societal change for the better such as UNICEF and UN Women have significant mobilisation power and, in some cases, a greater connection with their audience.

As we look onwards, we may expect to see further changes in the power ranking this year. The World Bank (6, @WorldBank), IMF (11, @IMFNews) and WTO (13, @WTO) are already important players but could become more so if the permacrisis moves towards recovery. Then their roles in the rebuild and response could come further into the spotlight, creating an opportunity to increase their social influence with an effective approach to digital diplomacy.

Likewise, we might also expect to see changes this year in the influence of the World Food Programme (12, @WFP), ICJ and European bodies.

The WFP is already moving to address pressures in food supplies exacerbated by the conflict in Ukraine, further complicated by rampantly rising inflation and burgeoning refugee crises. The ICJ and European bodies can be expected to receive a greater influence as the year progresses as the court probes alleged genocide in Ukraine and European bodies navigate the continent's response from the war. How far such developments will affect the relative social influence of these accounts will depend on how effectively each organisation can leverage the changing dynamics of digital diplomacy.

