21 September 2015

Lessons Learned
Social Media Monitoring during Humanitarian Crises

acaps

Contents

The Social Media Monitoring Project in Nepal

Carried out in English and Nepali, and operating from 1 June to 27 August, social media monitoring was part of ACAPS support to the Nepal Earthquake Assessment Unit. Insights gained through social media (mainly Twitter, Facebook, YouTube, Flickr and blogs) and national media monitoring were intended to feed into the "Communication with Communities" (CwC) project.

Issues of main interest were:
- needs, concerns, developing trends and emerging risks among the effected population; and
- conversations related to the quality and accessibility of aid.

The ACAPS team in Nepal produced fortnightly monitoring reports, covering the period from 17 June to 14 August. At the request of OCHA, distribution of these documents was limited. The project was supported by financing from the UK's Department for International Development (DFID).

This document summarises the experiences of the pilot social media monitoring project set up to following the 25 April earthquake in Nepal, and draws out key lessons learned and recommendations. It was informed by a lessons learned workshop in Nepal as well as interviews and email exchanges with members of the project and external recipients of project's reports. Written by Timo Lüge, the lead consultant responsible for the project, this is not an independent evaluation of the project.

Key Findings

- Monitoring of social media conversations in the aftermath of the Nepal earthquake was found mainly to be useful in two ways:

  1. **Analysing public reactions to media reports:** The data enabled the team and clients to see which issues were widely discussed, and whether these conversations led to sustained discussion or merely short-term spikes. (See detailed example in Annex 1.)

  2. **Seeing the relative prevalence of topics and identifying changes:** Where a pure quantitative analysis can only show that a certain area of discussion is gaining or losing volume, a qualitative analysis was able to identify which sub-topics gained importance. For example, a shift in conversation from response-related topics towards reconstruction. (See detailed example in Annex 1.)

- Social media monitoring was not useful in breaking down needs geographically. The digital divide between rural and urban populations, as well as between different socio-economic groups, led to a bias in the data.

- The social acceptability of topics plays an important role in the scope of possible analysis: while queries related to issues such as shelter or food returned results of consistently high quality, some WASH, protection and

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health issues could not be easily monitored as they were not discussed publicly.

- Social media monitoring in a rapid-onset emergency should start as soon as possible to provide the most benefit to decision makers, since the volume of social media updates is largest in the first days of the emergency.

- It is vital to have qualified, computer-literate national staff who are familiar with social media, the local media landscape, the local geography, and basic information management techniques. A social media expert should be deployed on-site during the first phase to set up and customise the systems, help train staff, and increase awareness of the possibilities and limitations of analysis.

- Social media monitoring could provide significant value to decision makers in contexts where humanitarian access is poor, the information landscape is fragmented, and social media is widely used. But more information is needed to develop more generalised recommendations regarding where social media can add the most value. Additional pilots would be useful in building on the lessons learned during the Nepal project.

- Like all other forms of assessment, social media monitoring alone cannot provide a comprehensive overview of needs or opinions. It is just one piece of the analysis puzzle, and knowing the limitations and bias within social media data is essential.

What Social Media Analysis Can Do

Social media use is increasing as more and more people move to urban areas and have access to ICT infrastructure. Already today, two-thirds of all smartphones are in the developing world, and this percentage is expected to increase (Gillet and Hatt, 12/09/2014).

Humanitarians need to be able to tap into social media conversations: social media monitoring can help improve situational awareness since the conversation is immediate, direct, and – in many countries – a well-established form of communication. Monitoring social media can help identify needs and provide an unfiltered view of the opinions and attitudes of parts of the population. As such it can assist with resource allocation and contribute to assessment processes.

Social media can also be used to address the immediate needs of affected households by connecting responders and affected people directly. This was not within the scope of ACAPS' project as it is best undertaken by first responders. In Nepal, Kathmandu Living Labs gathered and verified requests for assistance, and coordinated with responders.

Lessons Learned

Topic	Recommendation	Experience
Set-up	**Develop framework agreements with pre-selected providers of social media analysis solutions to enable faster deployment.** Define a timeframe (e.g. yearly or every two years) to review providers and agreements.	Software product selection including bid analysis and contracting took too long. The procurement process took close to three weeks. It is appropriate to go through this process in order to obtain the best solution for the best price, but this process should happen before a disaster hits.
	Set up a system to start social media monitoring immediately after an emergency. In addition to individual consultants, ACAPS should look to the Digital Humanitarian Network (DHN) to see whether this role can be fulfilled by DHN-members on a pro bono basis. *Caveat:* A rapid start will likely result in pressure to make information directly available to first responders in real time. However, a social media emergency hotline or virtual dispatcher is a very different. It is important to define and communicate the scope of the project clearly.	In the two days following the earthquake in Nepal, over 2 million tweets mentioned the disaster. By this project's start date, a lot of social media conversations had already returned to "business as usual" and the volume of conversations had almost dropped to pre-earthquake levels. This severely limited the usefulness of social media monitoring and analysis. Despite the fact that in Nepal, there was funding, good humanitarian access, and a well-developed local media landscape that covered most of the issues related to the response, having social media monitoring reports early in the emergency would have been "incredibly useful", according to CwC.
Remote vs on-site support	**Deploy a social media expert at the beginning of an emergency to help with set-up and training and to increase awareness of the possibilities and limitations of social media analysis.** Afterwards, support can continue remotely.	Being on-site is key to getting up and running quickly. Coordinating and supporting the team in Nepal remotely was sometimes challenging at the beginning of the project, since the team members were extremely busy. In addition, internet bandwidth was frequently not good enough for training purposes, which meant that many calls had to be moved past the working hours of offices that shared the same internet connection.
	Customised training videos should be produced for each emergency, independently of whether the initial training happened on-site or not. **In some cases social media monitoring could happen remotely, if remote staff are familiar with both the language and the context.**	The team in Nepal appreciated the training videos produced by the social media consultant since these could be watched on demand. National staff were essential for the success of the project as the international staff depended on them to analyse Nepalese language content and refine search queries independently of the English queries.

Topic	Recommendation	Experience
Connectivity and bandwidth	**Verify that a basic broadband connection is available**	Social media monitoring and analysis tools require a basic but stable broadband connection. The vast majority of social media analysis tools cannot be used offline. Since many of them generate reports dynamically, a basic broadband connection is necessary to work with them.
Support for local language	**Identify languages that are spoken in countries that are prone to natural disasters and evaluate platforms that support these languages or that are language agnostic.**	Most social media analysis tools only support content written in some major languages such as English, French and Spanish. It became clear during the selection phase that it would be very difficult to identify tools that were able to analyse content written in Devanagiri script. Some functionality that was available for English content was not available for Nepali.
Boolean queries	**Triple the time you think you will need to create meaningful searches, and refine them regularly.** **Try to use tools that can go beyond Boolean searches and include NLP or AI mechanisms to reduce noise.**	Language is ambiguous, which results in noise when searching for text strings across a large dataset. A search for "nails", for example, will find both conversations about reconstruction and beauty salons. Refining the queries so that the irrelevant part of these results is eliminated while the relevant part is retained requires expertise, patience, time and trial and error. To address this issue, some software providers have started to equip their products with natural language processing (NLP) abilities that enable the software to identify context or an artificial intelligence (AI), which can be trained by the user to distinguish between relevant and irrelevant results. The social media consultant felt that being able to share the Boolean queries with staff from the UN Global Pulse project as a form of unofficial peer-review process was helpful.

Topic	Recommendation	Experience
Bias in data	The data will be influenced by multiple forms of bias, many of which cannot be eliminated. **Try to get more information about data bias, for example by including questions about social media use when surveying the affected population.** If you cannot eliminate bias, try to keep it consistent so that trends are consistent for the dataset. Be transparent about the bias.	Social media conversations do not reflect the voices of the most vulnerable, due to lack of access to the technology. However, following a natural disaster, many issues, such as blocked roads or lack of water and shelter, affect people across all strata of society – although to varying degrees – and are therefore likely to be mentioned on social media. The use of geofencing techniques (in this case, limiting monitoring to those messages identified as coming from Nepal) to eliminate noise meant that approximately only half of the updates posted in Nepal made it into the dataset, as the origin of the data could not always be identified. This was deemed acceptable to meet the purpose of identifying trends and topics of importance across the whole affected population. However, there is no hard data on how much potentially relevant information was lost in this way.
	Deploy social media monitoring mainly in disasters in urban settings, unless the affected country has high internet penetration in rural areas. Evaluate whether most affected people live in an urban or a rural context. Urban areas have a better ICT infrastructure than rural areas, and urban areas tend to attract people with higher income and better education, more likely to use social media. In cases where isolated incident reports can add value, social media monitoring should also be considered in rural areas.	The lack of availability of social media in rural areas of Nepal led to a bias in the data. 93% of all tweets originated from the greater Kathmandu area, which meant any attempt to compare the volume of conversations on particular topics across districts would have been misleading.

Topic	Recommendation	Experience
Public nature of social media – sensitive conversations	**Be clear on the issues that are suitable for social media monitoring and analysis, according to what is acceptable for public discussion.**	In order to be analysed, social media conversations need to be public. This implies that people need to be comfortable communicating publicly about the issues that are being monitored. Social media is generally not an appropriate tool to monitor very sensitive topics. During this project, not enough data could be found on health and protection issues to provide a basis for a meaningful analysis.
Access to historical data	**Tools should be selected that include historical data, or where access to historical data can be negotiated at very limited additional cost.**	Historical data is very valuable when trying to determine whether changes have been brought on by the emergency or are a result of long-term trends or seasonal effects. In the case of Nepal, one assumption was that conversations related to shelter and landslides would increase with the start of the monsoon rains, unrelated to the earthquakes. It was therefore very important for the project to be able to compare their data to data from the year before (see Annex 1). Most social media analysis tools cannot provide a lot of historical data for a query, they simply capture information from the moment a user saves a query to the system. Many systems are able to retrieve much older data, but this is normally an additional paid-for service.
Future use of social media monitoring and improving quality	**Start pilot projects in at least two more emergencies with different contexts:** 1) A context with poor humanitarian access and a high concentration of affected people, such as the Syrian and Iraqi IDP and refugee populations. 2) A country with a comparatively good ICT landscape and high social media penetration such as the Philippines or Nigeria.	Whether social media can play a large or a small role in contributing to assessments and situational awareness depends on the humanitarian situation, as well as the media and ICT infrastructure. While some of the lessons learned in Nepal can be applied to other contexts, the response was not typical as far as disaster preparedness activities, resources and humanitarian access were concerned. Team members used the tools to briefly look at other humanitarian emergencies (e.g. Iraq) where humanitarian access or access to information are a big challenge. A cursory look at these results was promising.

Annex 1. Examples of Project Outputs

Social media analysis was helpful in Nepal in providing feedback on how the affected population reacted to news related to the response.

Error! Reference source not found., or example, shows an increase in social media conversations following media reports on 18 June alleging that a UN agency had distributed substandard food. While reactions to these allegations were very negative, subsequent comments at the beginning of July by a senior UN official, which were perceived as insensitive, triggered an even stronger reaction on social media.

The data also showed that these reports did not lead to an ongoing, sustained discussion on social media, but only flared up when media reported on the issue.

The data provided by the project helped the UN to gauge the public's reaction to the allegations.

Figure 1. Changes in volume of a query that monitored food-related issues.

Qualitative analysis of social media messages was able to show shifts in conversations over time. Here, the assumption is that topics of high importance are being discussed more frequently on social media than topics of low importance. A change in volume and topics can thus be an indicator of which topics are more important to the demographic that is using social media.

Error! Reference source not found. and **Error! Reference source not found.** show how, in the first o weeks after the 25 April earthquake, conversations on social media relating to shelter focused mainly

Figure 3. The frequency and proximity of terms that were identified as part of the shelter query in the two weeks after the 25 April earthquake. The size of each section represents the frequency of these terms.

Figure 3. Four weeks after the 25 April earthquake, conversations contained fewer mentions of destruction or tents and more related to reconstruction.

on destruction and emergency shelter solutions like tents. Four weeks later, the conversation had shifted to issues related to reconstruction.

Obviously this is *not* proof that affected people in Nepal had moved from the emergency to the reconstruction phase. Rather, social media data like this can be used as one indicator among many to inform the overall situational analysis.

The availability of historical data enabled the team to compare current levels of conversations related to relevant topics with the same period of the year before. This helped to more clearly establish a baseline for what level of conversations related to certain topics could be considered "normal" at that time of the year and what can most likely be attributed to extraordinary events like the earthquakes.
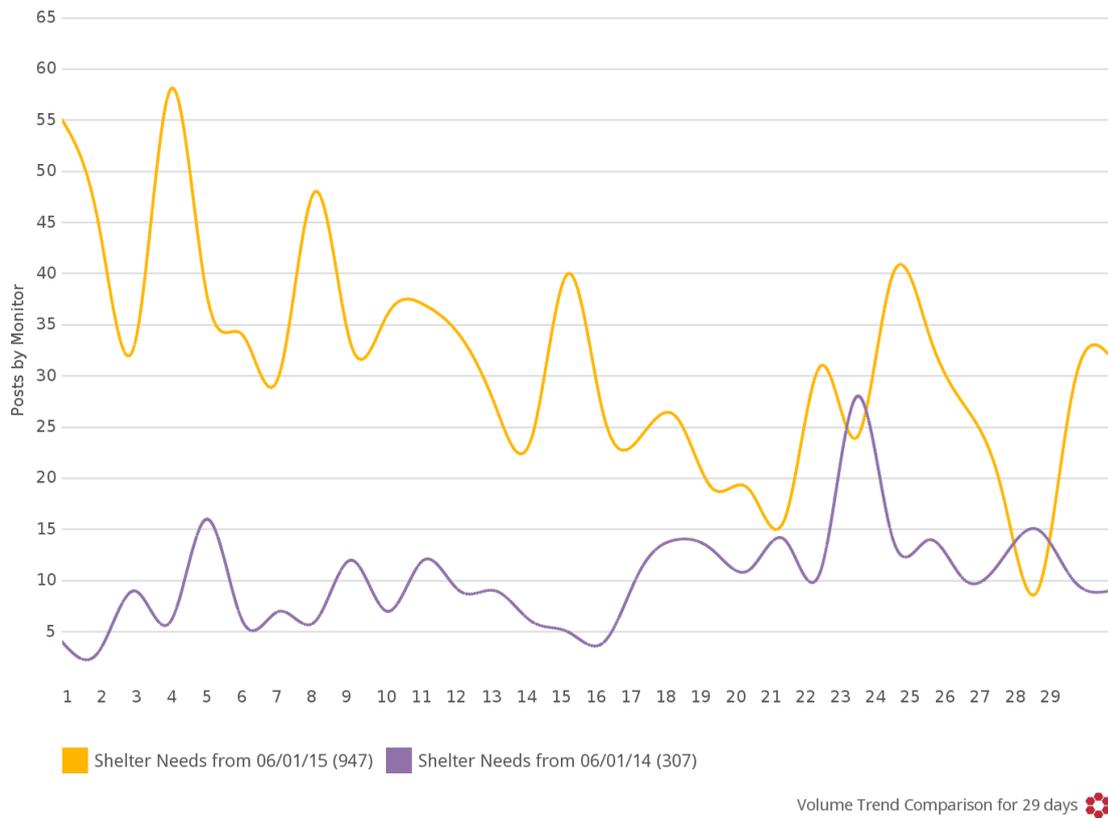
Figure 4. Comparison of the volume of discussions related to shelter in June 2015 with the year before

Four products were chosen for this project. A small number of other tools were discarded during the evaluation phase, because they did not meet the requirements as well or were more expensive.

Mention

Mention continuously monitors the public internet for the occurrence of keywords in near real time. This includes websites, news sites, social media, forums, blogs, YouTube etc.

Mention was very helpful for monitoring local and international media. While the search engine did not originally crawl all sources that were relevant for the project, the company was quick to add the missing domains to its index.

Unfortunately, Mention only supports very basic Boolean search queries, meaning that it was impossible to use

Very little training was necessary to master Mention's clear interface.

Mention for social media monitoring – the results contained too much irrelevant information. Due to a lack of sufficiently advanced quantitative analysis tools, Mention was also not useful when looking for trends.

During a lessons learned workshop in Nepal, half of local consultants working with Mention said they would recommend using Mention again in a future, with the other half saying they would "maybe" recommend it.

Pros
- Very easy to use
- Captures information that would otherwise not be tracked, such as blogs, forums and new sites.
- Much faster than visiting individual portals to monitor news.
- Quick to set up (only requires a credit card)
- Price

Cons
- No Nepali language support
- Queries are limited to only five Boolean operators each, resulting in very noisy results
- Number of searches limited by the type of account, i.e. price
- No functionality for meaningful quantitative or qualitative analysis
- Individual domains such as ReliefWeb, Cluster portals, etc. cannot be defined as sources as the search is based on keywords across content categories (websites, blogs etc).

Flipboard

Flipboard is a free web service that facilitates the creation of curated content repositories (boards). Authorised users can easily add content to the board via a browser plugin, while anonymous users can read the content via a web browser or a mobile app.

The team used Flipboard extensively as a mainly internal content repository for articles that were found on Mention.

The workflow *Mention -> Flipboard -> Other information products* was perceived as very fast and useful for information-sharing within the team.
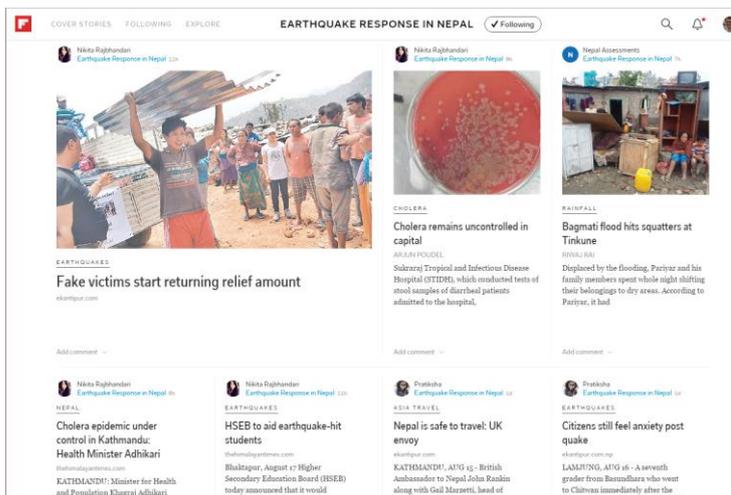
All team members who worked with Flipboard would recommend using it again in future emergencies.

Pros
- Very easy to use
- Good tool to share and archive content for the team or to reuse in other information products
- Visually appealing
- Free

Flipboard with news reports collected by the ACAPS team.

Cons
- No search functionality
- PDFs and content that requires a log-in cannot be added to a board. In addition, a small number of websites (e.g Ekantipur and the Kathmandu Post) blocked sharing via Flipboard.

Crimson Hexagon

Crimson Hexagon (CH) is sophisticated social media analysis tool that allows the user to search across publicly available social media updates on multiple social media platforms. Its strength is searching and analysing Twitter.

CH allows for very complex Boolean search queries (see Annex 3) and also includes an artificial intelligence (AI). The usefulness of the latter depended on the topic that was being analysed and whether the terms used in those queries were also frequently used in other contexts.
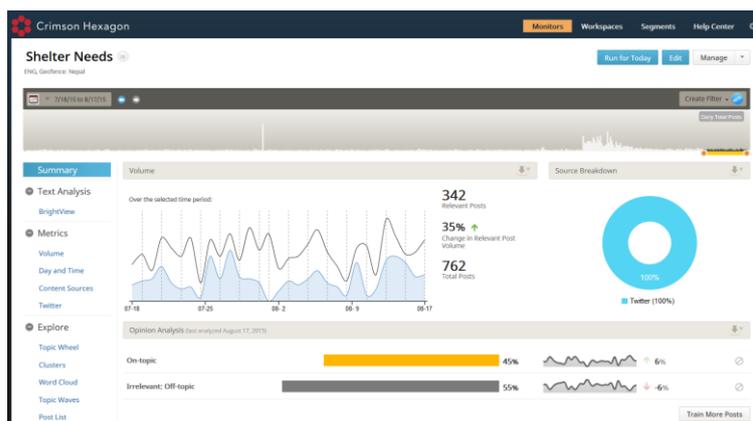
Crimson Hexagon provided the most sophisticated data analysis tools, but was also the most complex to use.

Food-related queries in English, for example, benefited very little from the AI (noise reduction: 4%), whereas English WASH-related queries benefited greatly (noise reduction: 43%), since some WASH terms are also frequently used in vulgar or vernacular speech. The same applied in Nepali: the food-related query had very little noise reduction whereas the majority of tweets returned by the WASH query were identified as irrelevant by the AI and removed from the results. This improved the quality of the remaining results. Training the AI did take longer than the company suggested but was not a significant burden.

Visualisations are a strength of CH and the team used the topic wheels (clusters of key words ranked by proximity and frequency, see **Error! Reference source not found.** and **Error! Reference source t found.** in Annex 1), as well as visualisations that showed changes over time for all reports.

Pros
- Very strong Boolean search capability that can be augmented by an AI to reduce irrelevant results
- Very good visualisations

- Historic data available as part of the package
- No limit on number of results
- Most functions support Nepali

Cons
- Very complex
- Resetting a search can occasionally cause a monitor to freeze for hours.

Geofeedia

Geofeedia takes a radically different approach to search: instead of using by keywords, Geofeedia users draw a polygon on a map and are shown all social media updates with precise locations (i.e. with GPS coordinates in the metadata) from within that area.

The disadvantage of this approach is that it limits the results dramatically. The advantage is that Geofeedia finds results independent of language and even updates that contain no text at all, such as videos or images.
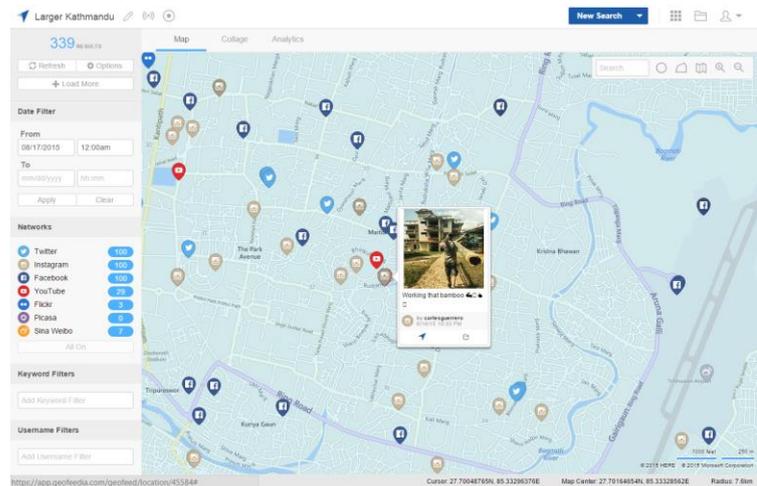
Geofeedia finds social media results based on location data and is completely language agnostic.

Geofeedia is particularly useful when a precise geographic location is to be monitored, making the tool particularly suited to urban areas or semi-closed areas like refugee camps.

Since, at the start of the project, most needs were in rural areas with poor or no ICT infrastructure, the team feels that Geofeedia was not the right tool for this particular project.

However, team members did feel that it would be a very valuable tool in areas where humanitarian access or access to information are severely limited and in areas with large groups of displaced people in camp like settings.

Pros
- Very easy to use
- Completely language agnostic
- Finds social media updates that contain no text such as videos or images
- Provides a broad overview off all topics from a geographic area, which can facilitate the discovery of unknown issues

Cons
- The map base layer is not very detailed in many humanitarian settings. No connection with OpenStreetMap and no way to import polygons.
- Shows only a small fraction of all social media updates
- A lot of noise, including a lot of nudity, which might not make the tool appropriate for all users in all cultural settings.

Annex 3. Boolean Searches

This annex outlines examples of Boolean searches in English that were created to monitor social media in Nepal. Similar queries were also run in Nepali. A direct translation was not possible since many of the terms that needed to be excluded in English might not need to be excluded in Nepali and vice versa. Nepali and English search terms are shown together on the following pages. In Crimson Hexagon they were set up as separate monitors.

Boolean searches need to capture the way ordinary people speak about issues, rather than focus solely on technical terms.

Rain and landslide related issues
(flood OR floods OR flooding OR landslide OR landslides OR dam OR dams OR levee OR "dry monsoon" OR monsoon OR wind OR storm OR hail OR "water level" OR rainfall OR damp OR muddy OR boulder OR boulders OR "rock fall" OR "rock falls" OR "mud slide" OR "mud slides" OR precipitation OR ((rain OR rainfall) AND (heavy OR excessive OR crazy OR unbelievable OR "so much" OR "too much")) OR ((river OR stream OR creek) AND (overflow OR overflowing))~2 OR (road AND (blocked OR block OR blockage))~3) AND -(tornado OR "current weather in" OR rugby OR Texas OR Georgia)

((बाढी OR बाढीहरु OR पहिरो OR पहिरोहरु OR बाँध OR बाँधहरु OR विस्थापित OR स्थानांतरण OR निकासी) AND -(बुढा OR होला OR सम्बिधान OR संबिधान OR "बिधालय पुनर्निर्माण" OR पनि OR SLC OR पनि OR अनि OR कुरा OR हुन्छ OR भने OR संबिधानमा OR संबिधानको OR "लाठे खाडीमा दु" OR "Via Sharethis"))

Shelter related issues
((shelter OR home OR house OR homes OR houses OR building OR buildings OR farm OR farms OR tent OR tents OR homeless) AND (damaged OR destroyed OR construction OR build OR rebuild OR "building materials" OR wood OR nails OR "corrugated iron sheeting" OR CGI OR "plastic sheeting" OR tarp OR tarpaulin OR "zinc sheet" OR new OR plywood) AND -(animation OR movie OR movies OR #photography OR #animals OR salon OR fingers OR football OR soccer OR Arsenal OR Dortmund OR "home page" OR "free home" OR "new home kit"))

(((((आश्रय OR गृह OR घर OR गृहहरु OR घरहरु OR भवन OR भवनहरु OR छाप्रो OR "अस्थायी घरहरू" OR "अस्थायी घर" OR शरण OR पाल OR पलहरु OR तिरपाल OR "जस्ता पाता" OR "निर्माण सामाग्री" OR काठ OR किल्ला OR "नालीदार फलाम पाता" OR "सी जी आइ" OR "प्लास्टिक पाता" OR पुनर्स्थापित) AND (क्षतिग्रस्त OR नष्ट OR आवश्यक OR आवश्यकता)) OR ("घर बिहिन" OR पुनर्निर्माण)) AND -(हामी OR भन्ने OR मेरो OR भने OR भन्दा OR नयाँ OR पनि))

WASH issues
((water AND (drinking OR contaminated OR (safe AND (don't OR not OR "not enough"))~3)) OR (river AND (drinking AND water))~3 OR sanitation OR hygiene OR "water purifiers" OR "septic tank" OR "septic tanks" OR excretion OR pooping OR pee OR piss OR peeing OR pissing OR contaminated OR "water source" OR "water treatment" OR diarrhea OR diarrhoea OR ((soap OR toilet OR toilets OR latrine OR latrines) AND (don't OR not OR "not enough" OR dirty OR disgusting))~3 OR ((pipeline OR pipes OR pipe OR sewer OR sewage) AND (overflow OR overflowing OR street OR burst))~3 OR

(("sanitary napkins" OR tampon) AND (don't OR not OR "not enough" OR old OR dirty))~3) AND -(India AND ("heat wave" OR heat)) AND -(Astronaut OR #jobs) AND -(((piss OR pissing) AND off)~2) AND -ExquisiteWater

(((पिउने AND (पानी OR (दूषित OR "सुरक्षित लाग्दैन" OR "सुरक्षित छैन" OR "पर्याप्त छैन"))) OR सरसफाइ OR स्वच्छता OR "पानी सुध्दिधकरण गर्ने" OR "पानी सुध्दिधकरण" OR "सेप्टिक ट्यांक" OR "सेप्टिक ट्यांकहरु" OR हग्नु OR पिशाब OR "पिस्हब फेर्नु" OR ("पानी स्रोत" AND (दूषित)) OR (शौचालय OR शौचालयहरु OR चर्पी OR चर्पीहरु OR ("पर्याप्त छैन")) OR ((पाइपलाइन OR पाइपहरु OR पाइप OR ढल OR ढलहरु) AND (फुतेको OR "अतिप्रवाह भएको" OR अतिप्रवाह)) OR "सेनेटरी नैपकिन" OR पखाला OR पेचिश OR हैजा OR औलो) AND -(इंडिया OR "गर्मी लहर" OR गर्मी OR "अन्तरिक्ष यात्री" OR कालापानी OR "पानी पर्यो" OR पाउने OR पाउन OR हुन्छ OR पनि OR हुन्छ OR अनि OR भनेर OR मेरो OR होला OR भन्दा OR बिचरा))

Food issues:
(Rice OR Bread OR Vegetables OR Veg OR Noodles OR Lentils OR Dal) AND (hungry OR need OR rotten OR "not enough" OR (don't AND enough)~2 OR ((don't OR have) AND enough)~2)

((((खाना OR खानेकुरा OR खाद्यान्न OR अनाज OR गहुँ OR धान OR चामल OR रोटी OR तरकारी OR दाल) AND (आवश्यक OR कुहिएको OR "पर्याप्त छैन")) OR "खानाको अभाव" OR "खाद्य सामान को अभाव" OR "खानेकुराको अभाव") AND -("सलमान खान" OR संविधान OR पाउने OR पाउन OR हुन्छ OR पनि OR हुन्छ OR अनि OR भनेर OR मेरो OR होला OR भने OR गर्ने OR छैन OR दिल OR पार्टी))

Health issues:
(((feel OR feeling) AND (sick OR ill))~3 OR injured OR hurt) AND -(love OR "when someone hurts" OR "John Hurt" OR sports OR ESPN OR Cricinfo)

Temporary relocation:
("temporary relocation" OR "temporary relocations" OR evacuation OR evacuations OR evacuated OR evicted OR "kicked out" OR "forced out" OR "forced to move" OR relocated) AND (families OR homes OR houses OR village OR villages OR buildings)

("अस्थायी स्थानांतरण" OR "अस्थायी स्थानांतरणहरु" OR निकासी OR निकासीएको OR खाली OR धपइएको OR "सार्ने बाध्य" OR पुनर्स्थापित) AND (परिवार OR घर OR घरहरु OR गाउँमा OR गाउँ OR भवन)

Annex 4. Terms of Reference

Position:	**Consultant – Social and Local Media Mapping**
Department:	ACAPS
Responsible to:	ACAPS Lead Analyst, Nepal
Location:	home-based
Duration:	3 months

ACAPS Background
The Assessment Capacities project (ACAPS) is dedicated to improving assessments of humanitarian needs in complex emergencies and crisis through the provision of context-specific information and analysis. ACAPS delivers:

- Independent analysis to support evidence-based decision making for humanitarian operations
- Deployment of experts to support assessments in crisis.
- Capacity development of humanitarian actors to carry out better needs assessments.
- Methodological tools: innovative approaches to collect more reliable and timely data.

Emergency Context- Nepal Earthquake 25 April 2015
On 25 April, 11:41 a.m. local time, an earthquake with of 7.8 magnitude and a depth of 2 km, hit Nepal near the capital city of Kathmandu. The epicentre was located 81km northwest of Kathmandu, and 68km east from Pokhara. Quake tremors were felt from between 30 seconds and two minutes. A series of aftershocks, including an earthquake of 7.3 magnitude on May 12 east of Kathmandu, caused further localised damage.

Purpose of the position
ACAPS is providing analysis support for a duration of 3 months in Nepal. The overall project objective is to promote shared situational awareness on key priorities, severity of needs, geographic and sectoral gaps, and vulnerable groups and communities, with key humanitarian decision makers and operational stakeholders to inform their strategy, programme design, and advocacy.

The purpose of the position is:
- To support the successful implementation of the 3-month DFID funded analysis project in Nepal
- To lead the monitoring of social and local media communications as they relate to the needs of affected population in Nepal

Roles and responsibilities
- Develop an information flow strategy and implement a proactive process for capturing social and local media communications, in English and Nepali, to better understand the needs and concerns of affected population, developing trends and emerging risks and vulnerabilities.
- Coordinate with key stakeholders involved with social and local media monitoring in Nepal to ensure ACAPS contribution to monitoring of humanitarian needs and gaps is complementary.
- Provide technical support and training to ACAPS in Nepal for the supervision and management of the different platforms or softwares used for social and local media monitoring
- Support the analysis of the received information and the production/design of ACAPS analytical products (layout, visual design, key messages, etc.).
- Capture lessons learned on best practice for social and local media monitoring in humanitarian crises for application in future ACAPS analysis projects.
- Report on the progress of the social and local media project component to the ACAPS management.

Outputs
- Identification of main social media repositories and relevant datasets
- Identification of most relevant software solutions for the project
- Design of the social media analytical strategy and main outputs (bi-weekly digest)
- Remote technical support and training

- Lessons learned report on methodology and use of social media mapping in humanitarian response and early recovery in the Nepal context.

Reporting lines

The Information Analyst will report to ACAPS Lead Analyst based in Nepal. Technical support can be received from Head of Analysis, ACAPS Geneva.

Timeframe

17 days total over 3 month period, attributed approximately as follows: 5 days for design, 3 days per month (x3) for technical support, 3 days for lessons learned paper production.

Qualifications, experience and competencies for the position

Qualifications
- Relevant university degree or higher education, preferably in communications, marketing, social media management.

Experience
- At least five years of research, analysis and communication experience
- Strong familiarity with humanitarian emergency response operations, humanitarian coordination mechanisms and the UN cluster system
- Experience in monitoring and analysis of social media communications, including identification of gaps and trends.
- Ability to work individually on a project or in a team environment
- Proven experience in project management and the ability to handle multiple priorities simultaneously while meeting deadlines
- Experience in multi-sectoral, multi-agency assessments is a plus.

Language
- Fluent in written and spoken English.

Knowledge
- Proven knowledge and understanding of Social Media platforms, their respective participants and how to extract relevant data for analysis in different scenarios
- Solid understanding of the principles of emergency preparedness, response and early recovery.
- Considerable knowledge of the workings of the humanitarian processes and systems (UN system, Red Cross movement and NGOs) and humanitarian operations across a variety of geographic areas.

Core competencies
- Excellent verbal and written communication skills, including drafting concise reports
- Ability to communicate results in a fast paced environment
- Excellent interpersonal skills
- Ability to manage people, organize multiple, simultaneous tasks, and deliver results within a specified period.
- Ability to analyse the overall needs, develop programme strategy and project concepts.
- Proven analytical skills
- Proven interpersonal and negotiating skills. Demonstrated ability to effectively work in emergency and/or complex operations within a multi-cultural environment.
- Basic understanding of social statistics
- Ability to work under pressure and with limited supervision