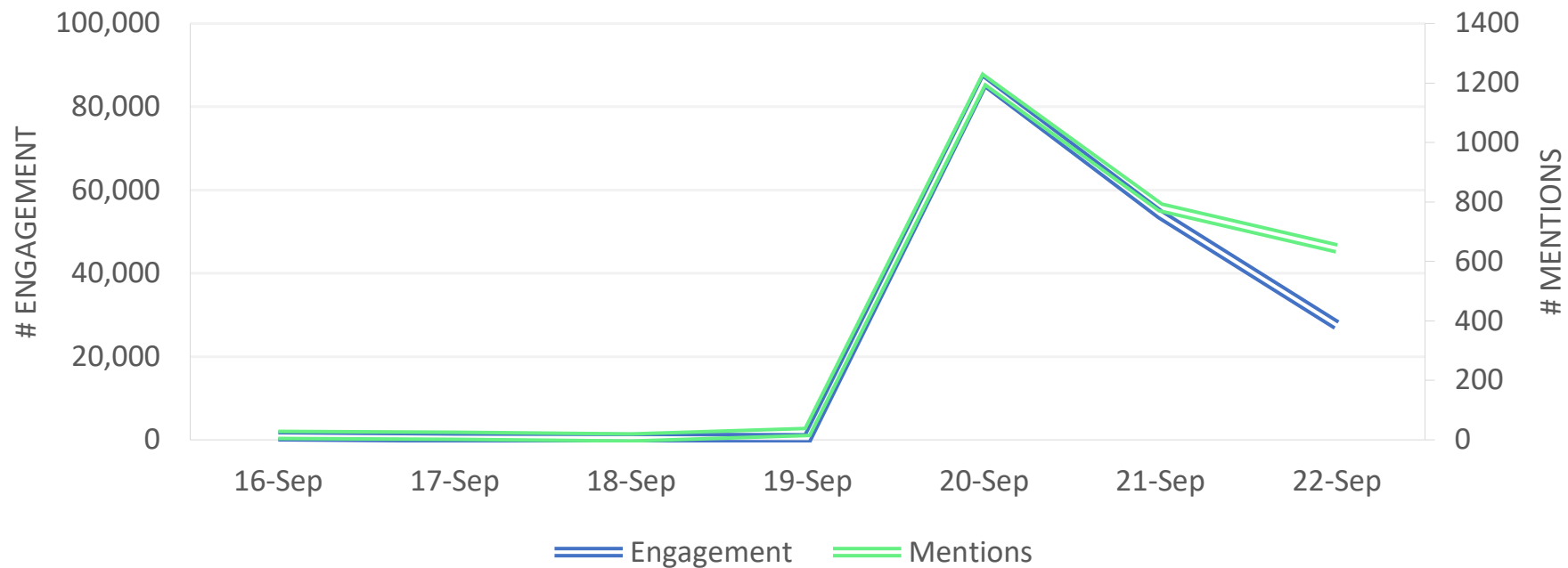


DIGITAL SOCIAL LISTENING ON EVD, ESAR, PAST 7 DAYS

OVERVIEW

- A total of 2.7k posts and articles mentioned EVD were tracked over the past 7 days, generating 170k engagements on social media and digital news in ESAR.
- Peak of engagement occurred on September 20th, when the Uganda MoH confirmed a case in Mubende District.
- [News](#) that Kenya issued a health alert on September 21st generated high engagement, as did [updates](#) on the number of cases on September 22nd.
- Over 70% of reactions on Facebook were “sad” and about 20% were “laughing” reactions. Sentiment trended negative (40% posts identified as negative, vs 4% positive).

Number of posts and related engagements around Ebola on Twitter, Facebook and digital news, ESAR, past 7 days



DIGITAL SOCIAL LISTENING ON EVD, ESAR, PAST 7 DAYS

TOP INFLUENCIAL ACCOUNTS

- Most influential Facebook pages included: Citizen TV Kenya, NTV Kenya, KBC Channel 1 TV, NBS Television, tuko.co.ke
- Most influential digital news sites were: citizen.digital, monitor.co.ug, Kenyans.co.ke
- Most influential Twitter accounts included: @ntvuganda, @DailyMonitor, @Citizen TV Kenya

TOP ACTIVE ACCOUNTS

Facebook page	# posts about EVD
933 KFM	11
allAfrica.com	13
BBS Terefayina	12
Bukedde TV	13
Citizen TV Kenya	17
Daily Monitor	20
KBC Channel 1 TV	12
KTN News Kenya	11
NBS Television	32
NTV Uganda	37
Peril of Africa	12
Platform for Truth and Justice	12
SEE TV Uganda	11
Standard Digital	13
The Star, Kenya	10
TV 47 Kenya	13
Urban Television	10

Digital news	# articles about EVD
ugnews24.info	51
independent.co.ug	10
redpepper.co.ug	6
theeastafican.co.ke	5
vanguardnews.ug	5
muhabarishaji.com	4
spyuganda.com	4
thecitizen.co.tz	4
dar24.com	3
monitor.co.ug	3

Twitter	# posts about EVD
NTV UGANDA (@ntvuganda)	35
NBS Television (@nbstv)	32
Daily Monitor (@DailyMonitor)	19
Citizen TV Kenya (@citizentvkenya)	17
MediaScape NewsUG (@MediaScapeNews)	14
KTN News (@KTNNewsKE)	12
The New Vision (@newvisionwire)	11
#MrInfluencerUgReports @UGNGGHZA (@MrInfluencerUg1)	10
The Standard Digital (@StandardKenya)	10
MwanzoTV (@MwanzoTv)	8


KEYWORDS AND HASHTAGS

border
#NBSUpdates
caused
response
secretary
community
increase
illness
sample
work
partners
bundibugyo
regional
business
humans
risk
world
spread
outbreaks
ugandan
permanent
supportive
truck
report
receiving
cases
highly
health
country
staff
mubende
patients
tahadhari
number
hospital
republic
ebola
zaire
tested
fatality
avoid
meat
include
transmission
deaths
district
deadly
body
confirmed
disease
blood
dalili
dead
infected
outbreak

[illegible]

USER COMMENTS

Concern that EVD will spread to other countries / mention of public events



Lawrey Ogola



Those who interacted with Yoweri Museveni last week should be quarantined

Like

Reply


2 d

Edited



44

..




Chacha Andrew


Very soon it shall be recorded in nairobi

Like

Reply

2 d





Kalamzinga

@Kalasinga_

...

Not Uganda reporting an Ebola related death just after Nyege Nyege 🧟

[Translate Tweet](#)

4:16 AM · Sep 20, 2022 · Twitter for iPhone

62 Retweets

7 Quote Tweets

206 Likes

USER COMMENTS

Measures



Hon Karen Wanjiku HSC TM
@WanjikuHSC

There is an outbreak of ebola in Uganda have we shut our boarders yet???

3:32 AM · Sep 20, 2022 · Twitter Web App

14 Retweets · 1 Quote Tweet · 164 Likes



namara ezra
@ezra_namara

Replying to @newvisionwire @MinofHealthUG and 2 others

Obwe I recently went there, should I self isolate?

9:48 AM · Sep 20, 2022 from Ntungamo, Uganda · Twitter for Android



Top fan

Derj Mayen

Our government needs to close our border with Uganda immediately, Ebola is deadlier than Corona

Like Reply 2 d

↳ 9 replies



Erastus Keny

This time round itafika Kenya,with immediate effect,Kenyan government should restrict movements between the two countries, don't wait till it's too late

Like Reply 2 d



Dr Githinji Gitahi, MBS
@daktari1

Will we have Geneva stockpiled Ebola Vaccines released to Uganda for health workers and ring vaccination?

Uganda declares Ebola Virus Disease outbreak | WHO | Regional Office for Africa



afro.who.int

Uganda declares Ebola Virus Disease outbreak | WHO | Regional Office for Africa...
The health authorities in Uganda today declared an outbreak of Ebola after a case of the relatively rare Ebola Sudan virus was confirmed in Mubende district...

8:31 AM · Sep 20, 2022 · Twitter for iPhone

7 Retweets · 11 Likes



joe chege
@joecheg24350654

Replying to @citizentvkenya

All those who went to nyege nyege from Kenya should be locked up and keys thrown away 🙄

8:23 AM · Sep 20, 2022 · Twitter for Android

USER COMMENTS

Denial / downplaying the severity



Nangai Perez

Again Someone in Ministry of Health wants to start constructing apartments from Ebola money

Like Reply 2 d



140



asha

@AishaGuluma

Replying to @CultonScovia and @bbstvug

Another mall and arcade in tax payers money 💰

4:39 AM · Sep 20, 2022 · Twitter for Android



Okethcwinyu Ronald

Someone's supermarket is at finish state but there's no money, the opportunity have come to corrupt some amount 😞😞

Like Reply 2 d



3



Top fan

Munga Jr Wa Mikasa

There is nothing like "ebola" in Uganda. It is a plan by President mu7 in conjunction with king samoei to tap the donor and relief funds by international community. They also want to create a window for unrestricted borrowing!! We blame H.E hon uhuru kenyatta for this!! He must be punished!!

But since it is the the work and decision of God which has no blemish, we support!!

Like Reply 2 d



16



Namu Mae

Its a joke, Uganda government officials just want money from WHO and western countries, what they stolen for COVID-19 is over.

Like Reply 2 d



Ani Mos

People are making themselves relevant over issues that have been and will be minor to this country.....people are dying in karimoja...floods are sweeping west Nile.... kitgum is bleeding with cattle raiders and elephantsi see drones and political slaves rotting in prison.....

Like Reply 2 d



Jay J Malcom

One case and it's already declared an outbreak

Like Reply 2 d



4



Moméntum Akool

How can one case be term as out break

USER COMMENTS

Confusion over Sudan strain



Mubarak Majdi Kuol Kech
What's Sudan strain

Like Reply 2 d



Eiman Tahir Ali
Rare Sudan strain 🤔 we didn't ever reporte an Ebola case in Sudan 🤔 we have monkeypox 🤔

Like Reply 2 d Edited



Nicholas Wani Lo'Maring
With the name Sudan, they will start blaming South Sudanese.

Like Reply 2 d



Mark Justin Okoro
Is now Ebola Uganda not Ebola Sudan 🤔🤔

Like Reply 2 d



Dengabiingar Mabior
With such name Sudan, they would blame us for outbreak...

Like Reply 2 d



94.3 QFM LIRA

20 September at 08:04 · 🌐

BREAKING NEWS 📰

Sudan confirmed one death of the Ebola virus outbreak
#943qfmupdates



7

2 comments 1 share

USER COMMENTS

Transmissions / Symptoms



Mau Mathiang Apac

Poor south sudanese are calling for border close while they don't know where their daily meals come from 😞

Like Reply 2 d Edited



Tsaraendrika Jessica

What are the symptoms to identify it

Like Reply See original (Malagasy) 2 d



#DisabilityIsn'tInability 🇳🇬
@BugembeNelson

What causes Ebola??

2:20 AM · Sep 20, 2022 from Kampala, Uganda · Twitter for iPhone

7 Retweets 1 Quote Tweet 79 Likes