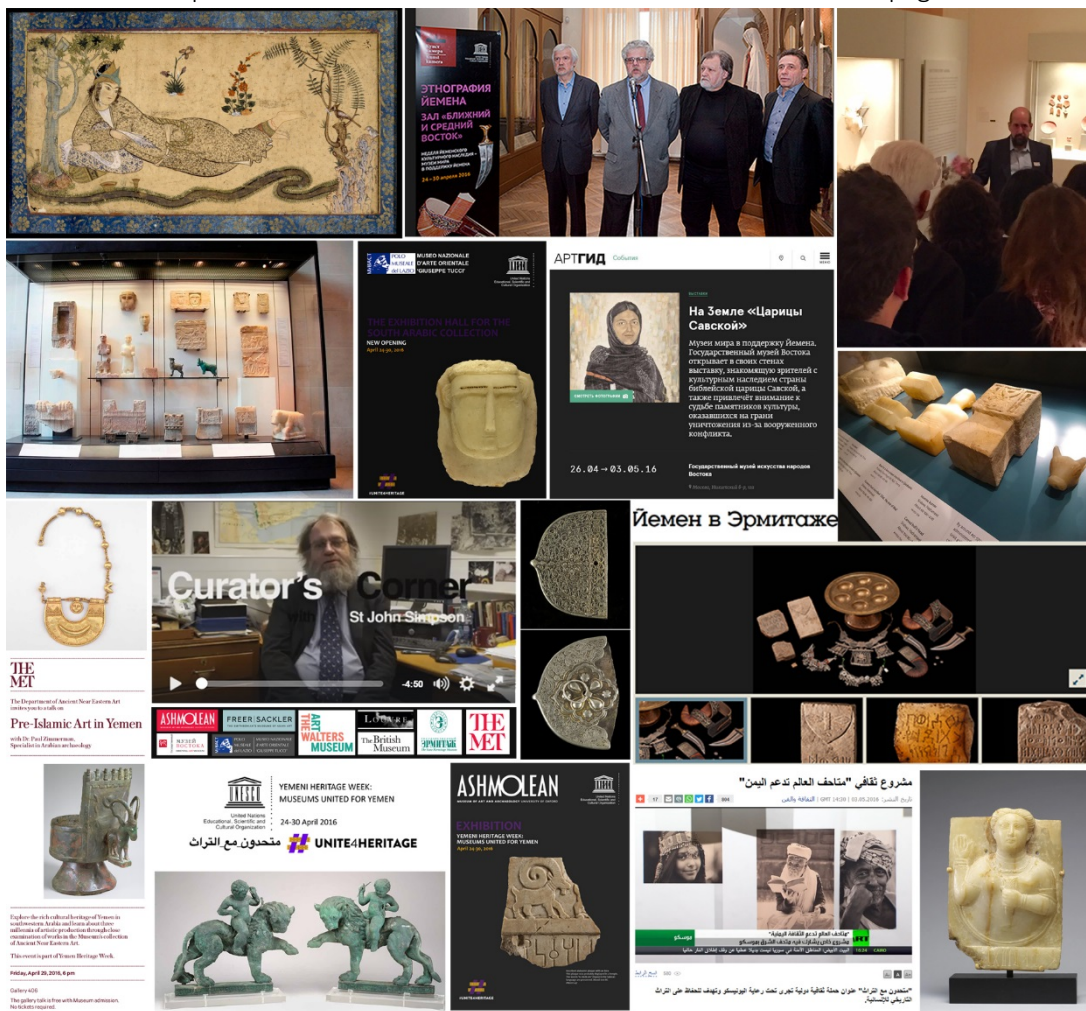


Report on social media responses about the Yemeni Heritage Week- Museums United for Yemen initiative

An international awareness-raising campaign, **Yemeni Heritage Week- Museums United for Yemen**, was organized from 24 to 30 April 2016 under the umbrella of UNESCO's #Unite4Heritage. The objective of this campaign was to raise the awareness of general public about the richness of cultural heritage in Yemen that is at risk due to the ongoing conflict. The campaign was organized in collaboration with 10 leading museums in the world - The Ashmolean Museum; The British Museum; Freer|Sackler, Smithsonian; Louvre Museum; Metropolitan Museum of Art; Museo Nazionale d'Arte Orientale "Giuseppe Tucci"; Peter the Great Museum of Anthropology and Ethnography (Kunstkamera), Russian Academy of Sciences; The State Hermitage Museum; The State Museum of Oriental Art; and The Walters Art Museum.

During the Yemeni Heritage Week the ten museums organized various activities that provided people around the world with unique opportunities to learn more about cultural heritage in Yemen, which is not widely known to the public. These activities included exhibitions and collection highlights, a gallery talk, press tours for journalists and press conferences, a video conference, introduction to Yemeni heritage on social media and on videos, a live video streaming on Yemeni heritage, and the publication of articles. The museums have also produced brochures and booklets as well as dedicated webpages.



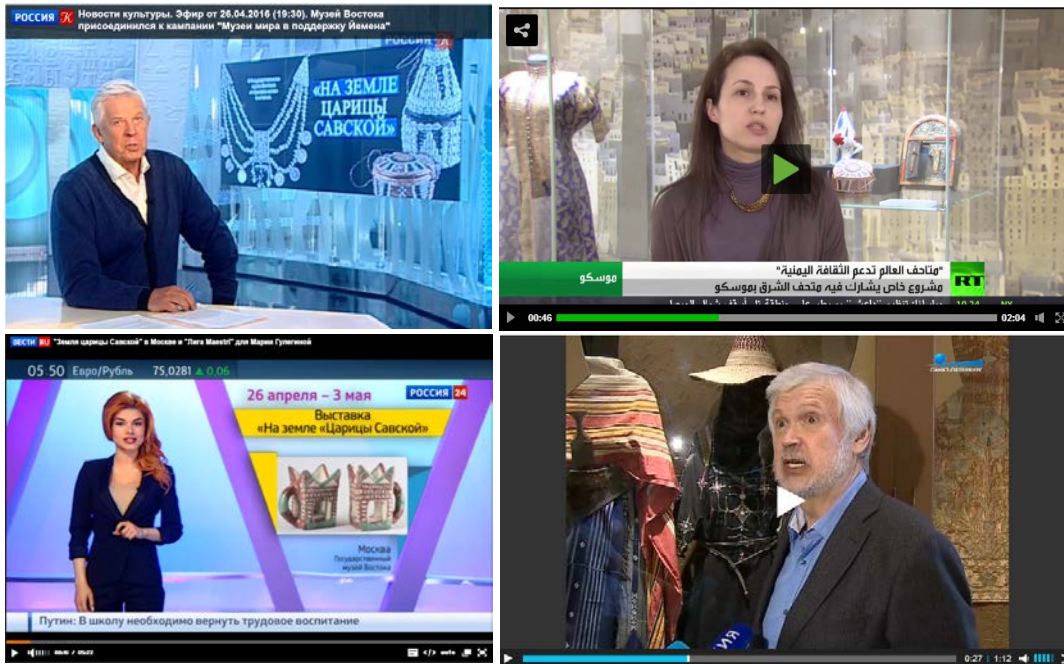


Brochures provided by 8 museums for the Yemeni Heritage week

The campaign was covered on social media by the museums, UNESCO and many other heritage-related pages. These social media posts reached tens of millions of people around the world and were received with much interest by the general public.

This interest was detected through monitoring the social media responses by UNESCO Office in Doha and several museums.

1. TV, Newspapers, Magazines Coverage



The Yemeni Heritage Week- Museums Unite for Yemen campaign was covered on different TVs, newspapers and magazines. This includes:

- Video on RT Arabic from the State Museum of Oriental Art, Moscow
<https://arabic.rt.com/features/821697-%D9%85%D8%B4%D8%B1%D9%88%D8%B9-%D8%AB%D9%82%D8%A7%D9%81%D9%8A-%D9%85%D8%AA%D8%A7%D8%AD%D9%81-%D8%A7%D9%84%D8%B9%D8%A7%D9%84%D9%85-%D8%AA%D8%AF%D8%B9%D9%85-%D8%A7%D9%84%D9%8A%D9%85%D9%86/>
- Video on Tv Kultura from the State Museum of Oriental Art, Moscow
http://tvkultura.ru/article/show/article_id/151134/
- Videos on Vesti from the State Museum of Oriental Art, Moscow
<http://www.vesti.ru/videos/show/vid/677979/cid/1/>
http://www.vesti.ru/videos/show/vid/678097/#/video/https%3A%2F%2Fplayer.vgtrk.com%2Fiframe%2Fvideo%2Fid%2F1517601%2Fstart_zoom%2Ftrue%2FshowZoomBtn%2Ffalse%2Fsid%2Fvesti%2FisPlay%2Ftrue%2F%3Facc_video_id%3D678097
- Media article on The Federal Agency for Scientific Organizations (FASO Russia) from Kunstkamera
http://fano.gov.ru/ru/press-center/card/?id_4=37067
- Media article on Donors Forum, a partnership of major Russian and foreign charity (donor) organizations working in Russia

<http://www.donorsforum.ru/reports/uchastie-muzeya-antropologii-i-etnografii-im-petra-velikogo-kunstkamera-ran-v-proekte-yunesko-unite4heritage-vmestevoimyanaslediya/>

- Media article on TASS News Agency of Russia
<http://tass.ru/kultura/3241210>
- Media article on «Russia K» TV
http://tvkultura.ru/article/show/article_id/151150/
- Video on Newstube
<http://www.newstube.ru/media/nedelya-kulturnogo-naslediya-jemena-nachalas-v-peterburge>
- Media article on Russia News
<http://ru.shafaqna.com/RU/RU/888619>
- Video and media article on “Saint-Petersburg” TV
<https://www.topspb.tv/news/news102918/>
- Media article STATE TELEVISION AND RADIO BROADCASTING COMPANY "SAINT-PETERSBURG
<http://www.vesti.ru/doc.html?id=2747874&cid=17>
- Media article on Fontanka.ru Poster Plus
<http://calendar.fontanka.ru/articles/3771/>
- Media article on Sputnik News
<http://news.sputnik.ru/kultura/bddf133a02806f33b6681f428283eda7f3787cb9>
- Media article on Newspile
<http://newspile.ru/news/977228>
- Media article on The St. Petersburg diary
<http://www.spbdnevnik.ru/news/2016-04-27/ermitazh-kunstkamera-i-institut-vostochnykh-rukopisey-ran-podderzhat-yemen/>
- Blog by the metropolitan museum
<http://www.metmuseum.org/blogs/ruminations/2016/yemeni-heritage-week-at-the-met>
- Media article on the Guardian
<http://www.theguardian.com/culture/2016/apr/24/british-museum-displays-yemeni-artefact-to-highlight-civil-war>

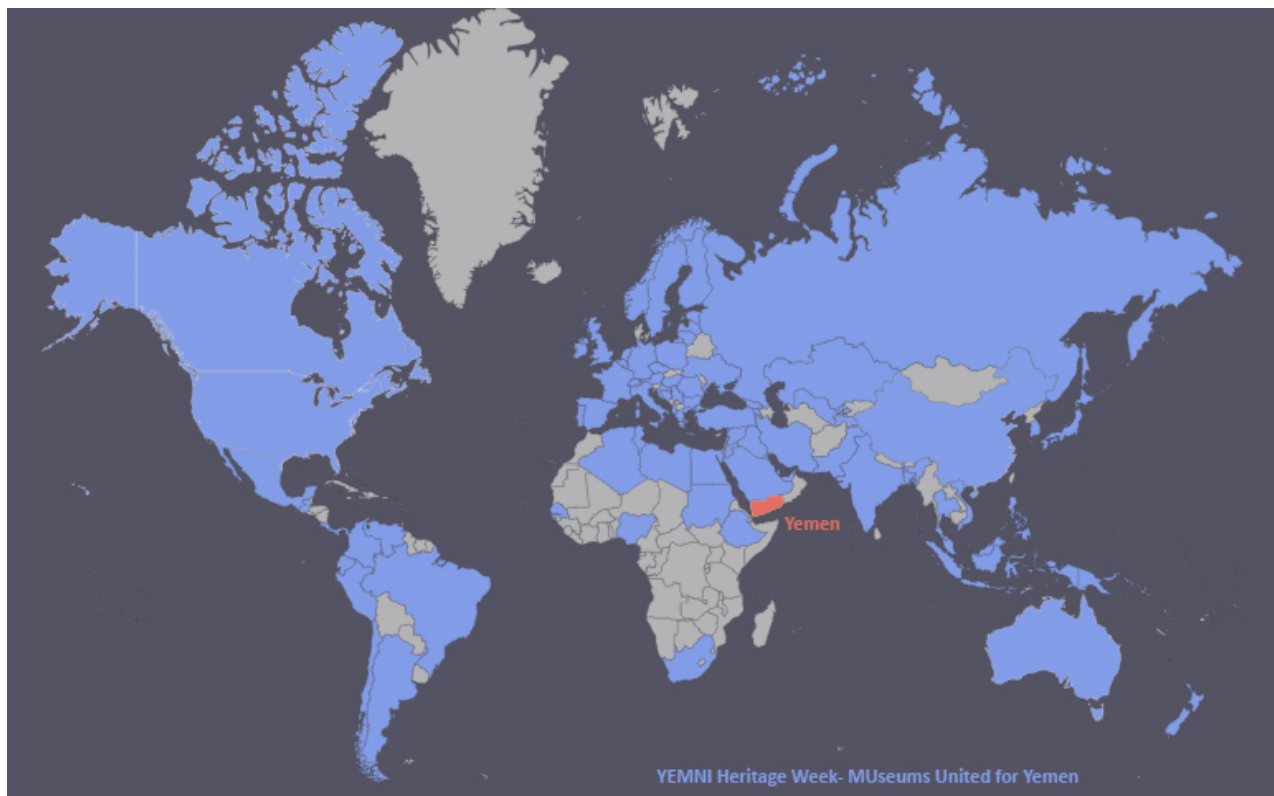
2. Social Media Coverage

2.1. Geographical coverage

The social media posts including, Facebook, Twitter, Instagram, Google+, Tumblr, Weibo, Periscope, YouTube, Vkontakte and other social networks, received impressions from ca. 90 countries covering all corners of the world.

The countries detected through the social network monitoring included;

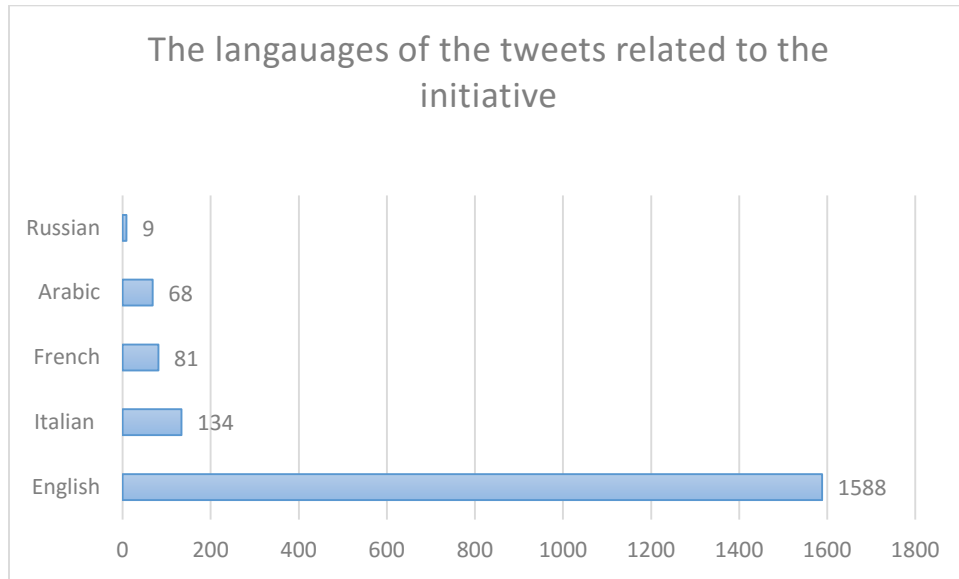
Albania, Algeria, Argentina, Armenia, Australia, Austria, Bangladesh, Bahrain, Belgium, Bosnia and Herzegovina, Brazil, Brunei Darussalam, Bulgaria, Canada, Chile, China, Columbia, Costa Rica, Croatia, Czech Republic, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Georgia, Germany, Greece, Guatemala, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kuwait, Latvia, Lebanon, Libya, Lithuania, Malaysia, Mauritius, Mexico, Monaco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Papua New Guinea, Peru, Philippines, Poland, Portugal, Qatar, Republic of Korea, Romania, Russia, Saudi Arabia, Senegal, Serbia, South Africa, Spain, Sudan, Sweden, Switzerland, Syria, Tajikistan, Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Ukraine, Uzbekistan, Venezuela, Vietnam and Yemen.



2.2. Languages

UNESCO Office in Doha carried out a specific monitoring task to detect the languages used to tweet about the Yemeni Heritage Week-Museum United for Yemen campaign. This monitoring was with the help of crowdsourcing tool developed by Qatar Computing Research Institute (QCRI) AIDR. <http://aidr.qcri.org/>

The languages used were distributed as follows for a representative sample of the tweets;



2.3. UNESCO

- On Twitter

The review was specific to 4 tweets by UNESCO with 136,100 impressions, 272 likes and 261 retweets.

- On Facebook

Content	Reach	Post clicks	Reactions & shares	Comments
Brochures photo	1704	70	47	10
GIF of museums logos	1000	675	55	11
Total	2704	745	102	22

- On Google+

GIF file has 7913 views, 25 likes and 1 comment

2.4. The British Museum

- On Twitter

The review by the British Museum was specific to 23 tweets with 27,976,317 impressions and 2400 retweets.

- o On Facebook

Content	Reach	Post clicks	Reactions & shares	Comments
Video intro with St John	65,500 13,628 video views	1,600	1,000	12
Personal sculptures	50,100	1,900	2,100	12
Religion	22,000	1,400	1,400	14
Bulls	27,800	1,200	1,300	12
Incense	16,400	1,000	1,000	11
Queen of Sheba	103,100	6,900	4,600	14
Total	284,900	14,000	10,400	75

- o On Instagram

Content	Likes	Comments
Intro-personal sculptures	5,290	35
Religion	6,076	33
Queen of Sheba	6,181	45
Total	17,547	113

2.5. The Louvre Museum

- o On Twitter

Reviews include 1 tweet by the Louvre with 24,700 impressions, 78 retweets.

- o On Facebook

Content	Reach	Post clicks	Reactions & shares	Comments
Exhibition photo	115,814	3,941	4,016	47
Article	12,235	274	484	12
Total	128,049	4,215	4,500	59

- o On Instagram

Content	Likes	Comments
Exhibition photo	7,992	20

- On Google+
21460 Views, 105 likes, 3 comments and 9 shares
- On Weibo
56 000 reach, 17 likes and 27 shares

2.6. Peter the Great Museum of Anthropology and Ethnography (Kunstkamera)

- On Twitter
Reviews for 4 tweets included 1906 Impressions and 5 likes
- On Facebook
For 9 posts there were **3113** Reach, **66** Likes and **7** Shares
- On Periscope
170 Video views, 60 Likes and 4 Shares.
- On YouTube
2 Videos with 77 views.
- On Vkontakte
Total posts: 6
40 Likes and 11 Shares

2.7. The Metropolitan Museum of Art

- On Twitter
Reviews include 9 tweet by the MET with 295,146 Impressions, 545 Retweets and 886 Likes
- On Facebook

Content	Reach	Reactions & shares	Comments
Exhibition Album	105,139	2,293	14
Video	351,231	4,665	1,492
Article	73,179	556	3
Total	529,549	7,514	1509

- On Instagram

Content	Likes	Comments
Astrolabe	13,078	60
Sculptures	11,900	41
Total	24,978	101

2.8. The State Museum of Oriental Art

- On Facebook

Content	Reach	Post clicks	Reactions & shares	Comments
Exhibition Album	1299	205	97	100

- On Instagram

Content	Likes	Comments
Jewelry	257	0
Architectural detail	246	0
Dagger	169	0
Basket, door	228	1
Exhibition preparations 1	177	0
Exhibition preparations 2	117	0
Total	1,194	1

2.9. Overall Data

Platform	Data
 Facebook	Reach 950,614 Posts Clicks 19,165 Reactions and shares 22,897 Comments 1,767
 Twitter	Impressions 28,434,172 Retweets 3,284
 Instagram	Likes 51,711 Comments 235
 Google+	Views 29,373 Likes 144 Comments 4
 Vkontakte	Likes 40 Shares 11
 Periscope	Video views 170 Likes 60 Share 4
 YouTube	Views 77 Videos 2
 Weibo	Reach 56,000 Likes 17 Shares 27

