

Online conversations on COVID-19 vaccines in Eastern and Southern Africa:

A longitudinal analysis of social listening data

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Understanding online conversations around COVID-19 vaccines using digital social listening

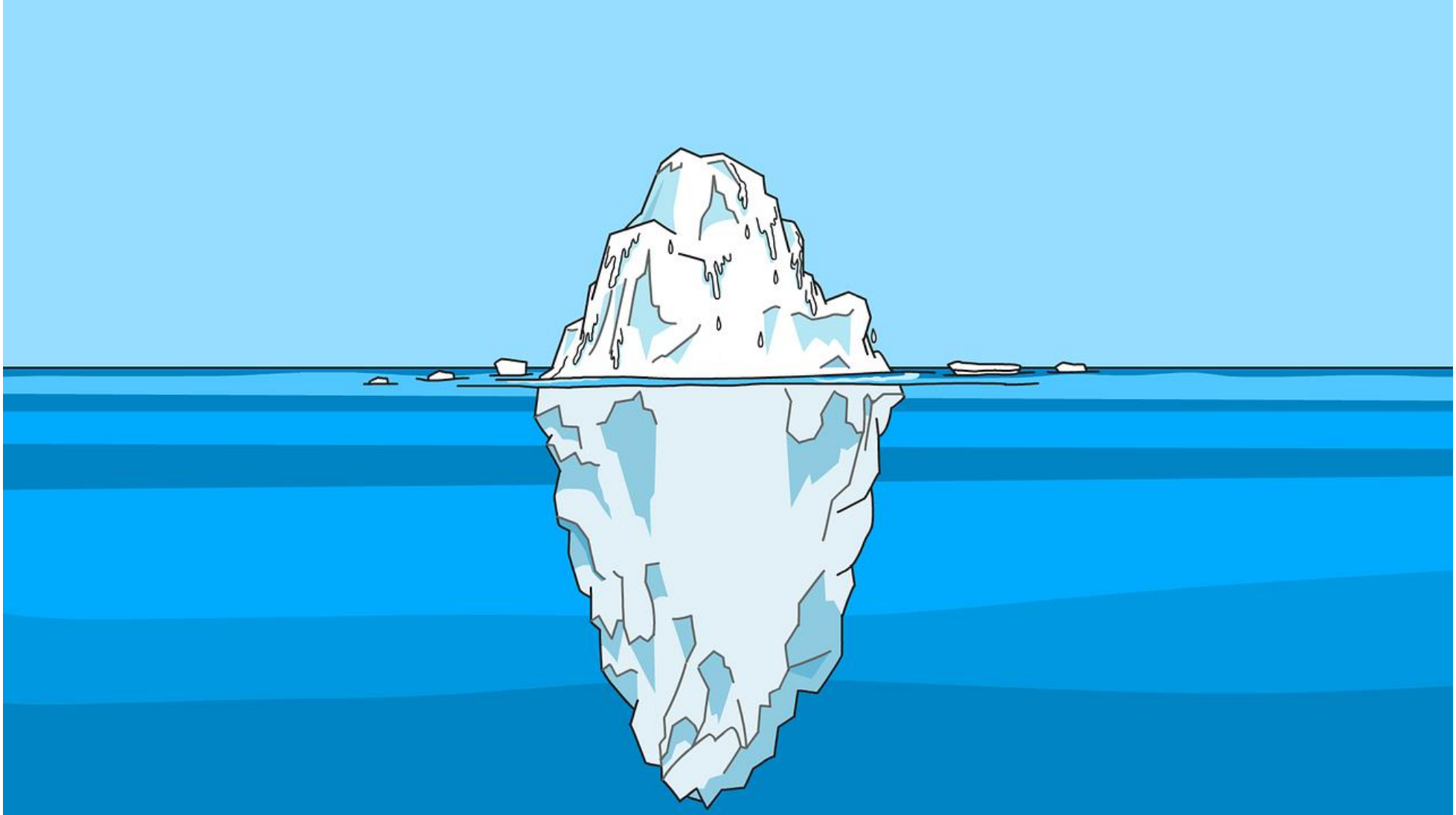
Social listening is the process of gathering feedback from a community

Digital social listening is the process of gathering feedback from online communities

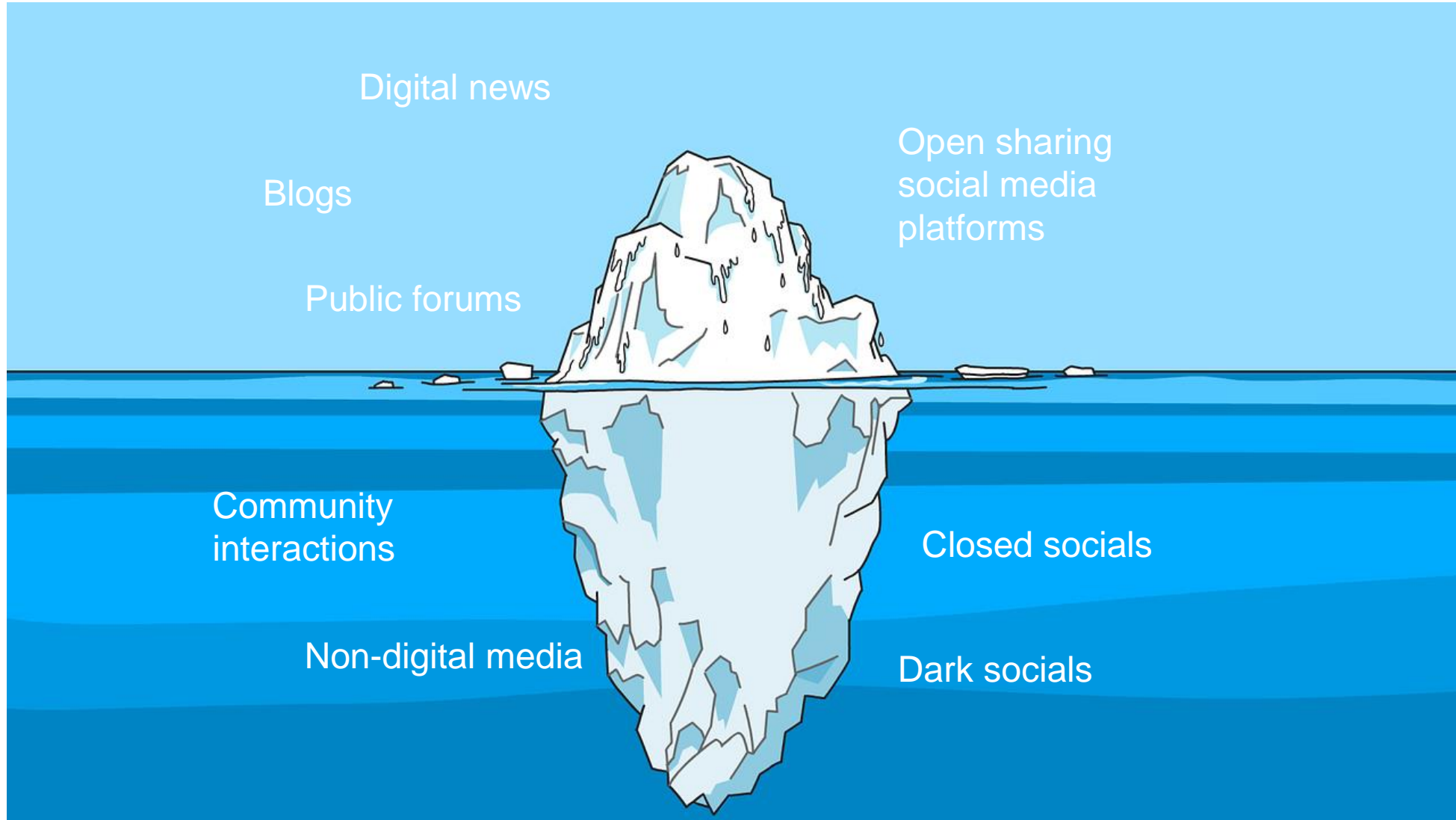
Social media platforms
Messaging apps
Digital news media
Search engines



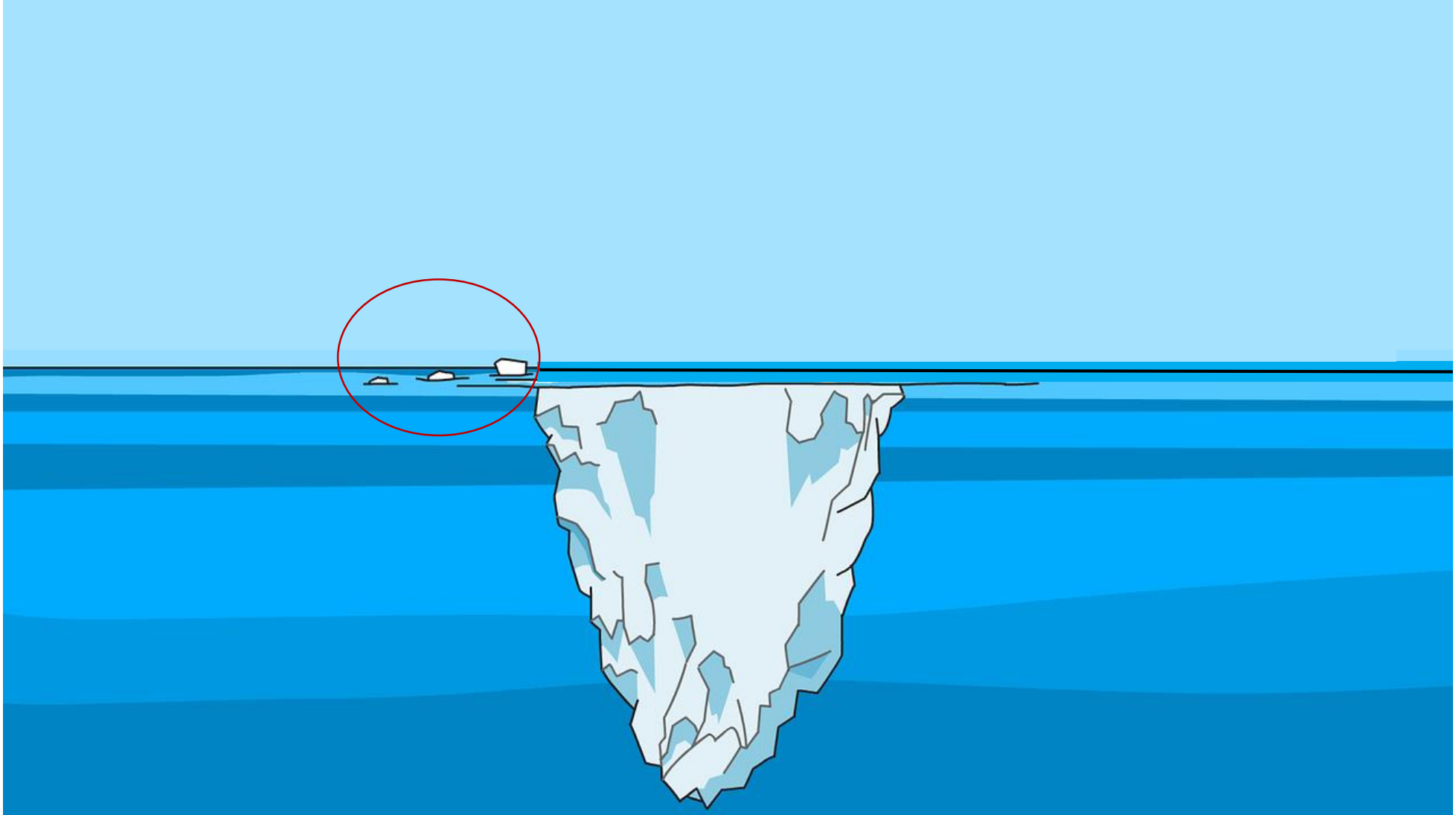
SIGNIFICANCE



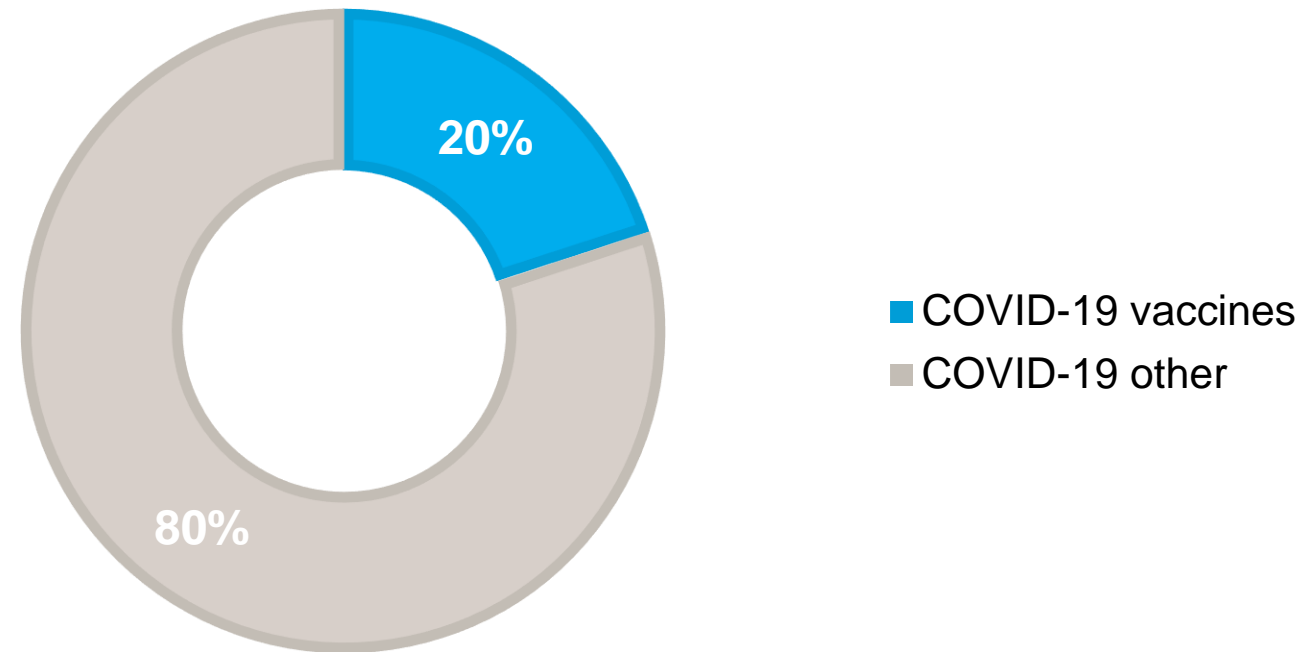
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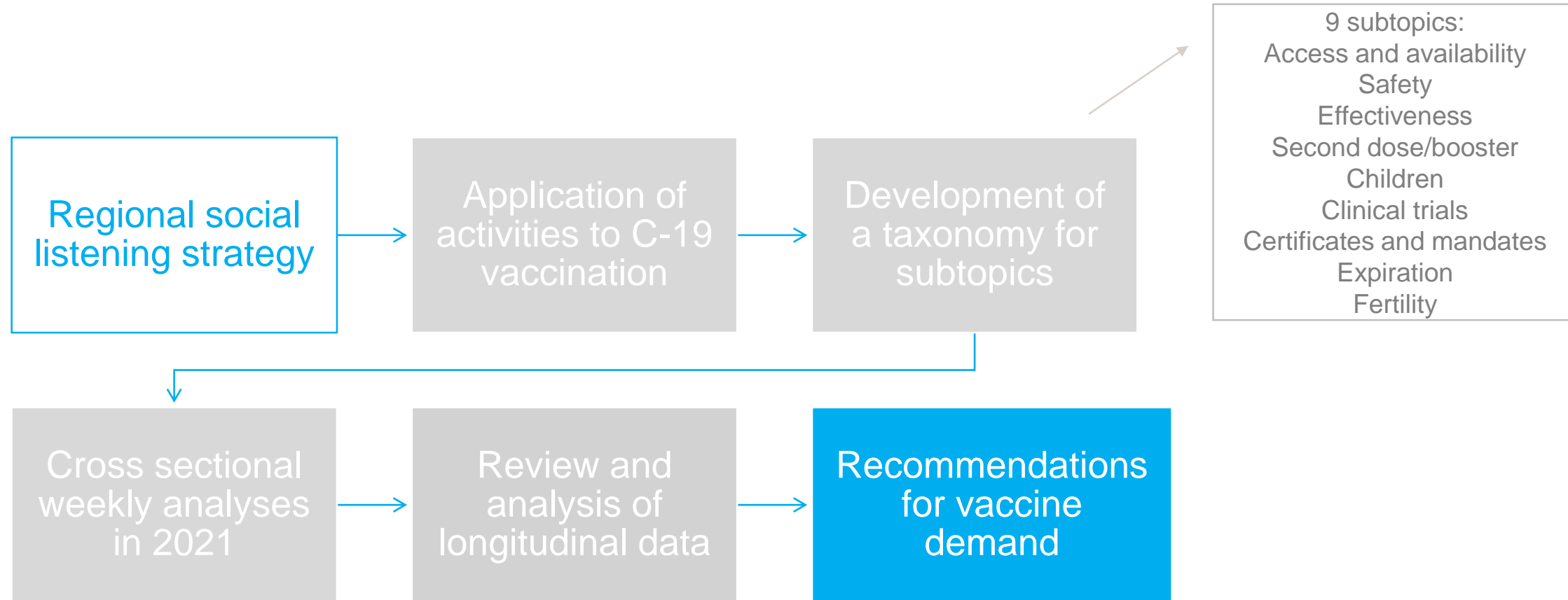
SIGNIFICANCE



Engagement on social media and digital news between December 2020 – 2021 in ESAR



APPROACH



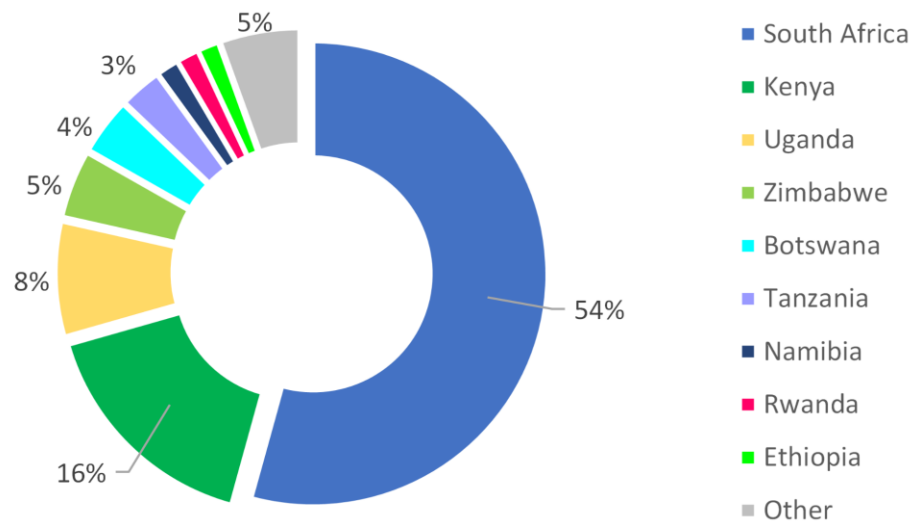
DATA

Online articles and posts
between Dec 2020 - 2021

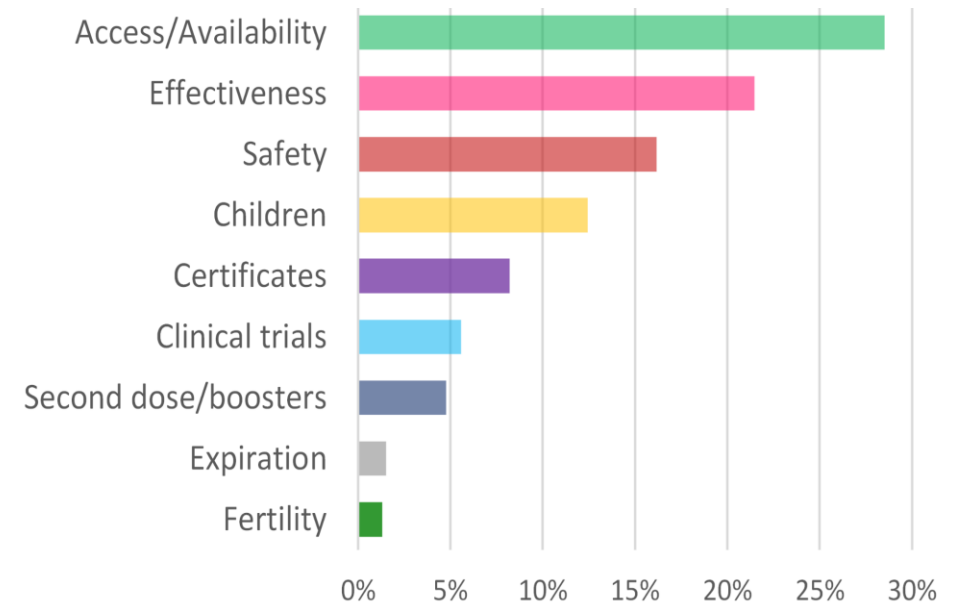
300k+ results

14+ million
engagements

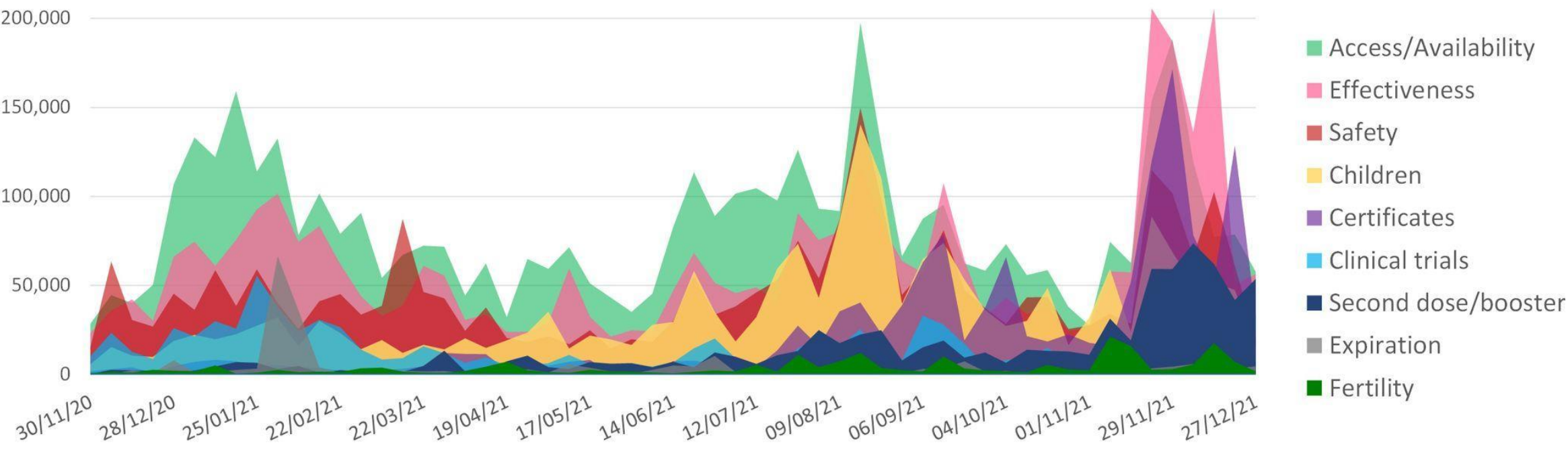
Share of results by country of origin (geolocation of user or outlet account)



Share of engagement of COVID-19 vaccine conversation by subtopic



Engagement around COVID-19 vaccine conversation over time by subtopic



RECOMMENDED ACTIONS

Vaccine effectiveness concerns emerge as more people get vaccinated and variants are announced

Center messaging on vaccine benefits

Pick up early signals of misinformation and questions when new variants are announced

Encourage information sharing behaviors that limit speculation on variants

Safety concerns remain constant over the period analyzed

Raise awareness on AEFI surveillance processes

Build literacy on how vaccines are tested and their safety profile

Provide information through trusted channels to set manage expectations regarding common side effects

Debunk widespread conspiracies

RECOMMENDED ACTIONS

Unequal allocation of vaccines globally and logistical access are the main topic of conversation

Prioritize calls to advocate for vaccine equity across regions and within countries to reach all, including underserved communities

Ensure adequate information sharing on eligibility criteria, vaccine registration processes, services location and schedules

Tone of vaccine promotional campaign should acknowledge frustration due to access challenges

Thank you

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