



To support the humanitarian response in the Sahel region, [Insecurity Insight](https://insecurityinsight.org) is conducting ongoing social media monitoring to understand perceptions and key concerns around the aid response in Burkina Faso, with the aim of contributing to the development of aid agencies' communication strategies in response to community sentiment.

Summary

In Burkina Faso, aid-related organisations were less frequently mentioned on social media between July and September 2024 than between April and June. However, in the smaller number of identified mentions, the proportion of negative content was higher and positive sentiment less frequently expressed than in the April-June period.

Discussions around UN agencies and the United Nations General Assembly (UNGA) on 22 and 23 September 2024 generated the highest number of posts (36) and comments (121). Posts about UNGA and other UN agencies posted by Burkina Faso's representatives at the UN or its agencies were generally positive, which highlights how the access to global aid-related events provided by these representatives influences opinions about UN and aid-related international affairs in Burkina Faso's local social media space.

A social media post on 23 July of a video showing members of a non-state armed group using an ultrasound machine, which was allegedly stolen from the Médecins Sans Frontières (MSF) office in Djibo following an attack on 17 July, reached an estimated 26,200 social media users, generated 254 engagement actions, and triggered a number of accusations that MSF supported "terrorism". The narrative around reports on attacks on MSF are very similar to allegations made in March 2023 following the murder of MSF staff, highlighting how the same false accusations repeatedly resurface in response to violence against aid agencies. (See the section below entitled "Methodology and limitations" for definitions of "post" and "comment".)

One of the most influential social media accounts spreading disinformation or hate speech targeting aid agencies is operating from outside of Burkina Faso, but its content is consumed and commented on by social media users with IP addresses in Burkina Faso. A new account, with few followers for the moment, was set up by someone claiming to be a disgruntled UN worker.

In Burkina Faso, negative content about aid agencies tends to mention specific aid agencies, which is different from other countries in the region, where the accusations are often more general about aid as a concept and rarely mention a specific aid agency.

Aid-related organisations in Burkina Faso's social media sphere

As in the previous quarter, international aid-related organisations received more attention on social media than local aid organisations from Burkina Faso. From July to September 2024, at least 31 **aid-related organisations operating or present in Burkina Faso were mentioned in 109 public posts on Facebook and X** (formerly Twitter), 29 of which were international organisations and only two referred to Burkinabé organisations (see Figure 2). These international organisations included 15 aid or development organisations, nine humanitarian organisations, four UN organisations, and one aid donor.

Publicly available posts about aid agencies are mainly sourced from Facebook (81%), and the remainder from X.

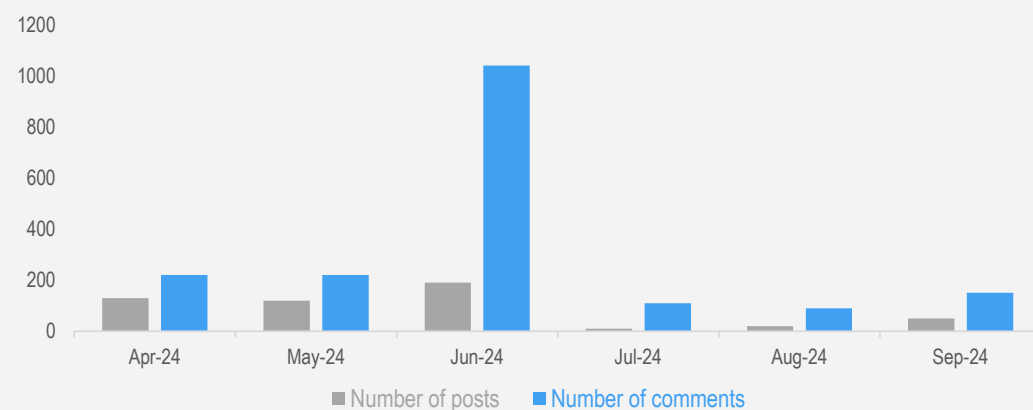
Edited media from Burkina Faso distributed via social media were the main source of content related to aid agencies, accounting for 58% of posts (see Figure 3).

Social media accounts linked to organisations or networks operating in the aid or civil sector were the second most important source of content related to aid agencies, accounting for around 18% of posts.

Other sources, including local authorities, donors, influencers etc., accounted for 24% of content.¹

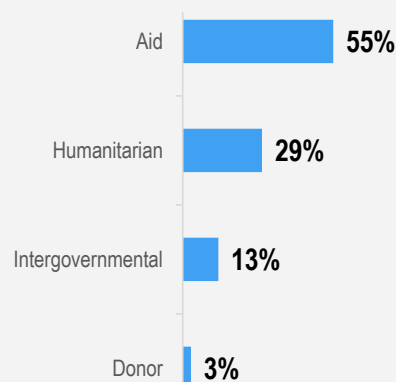
In July-September 2024, posts that referred to named aid-related organisations in Burkina Faso are estimated to have reached over 1.8 million people, averaging 16,400 views per post. Furthermore, it is estimated that these posts resulted in nearly 12,480 engagement actions in the form of comments, shares and emoji reactions, with an average of around 116 engagements per post.

Figure 1: Number of identified aid-related post and comments in Burkina Faso, April-September 2024



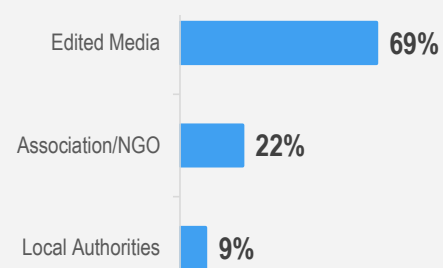
Source: Insecurity Insight

Figure 2: Number of organisations discussed on public social media, by type (humanitarian, intergovernmental, aid and donor)



Source: Insecurity Insight

Figure 3: Source of social media posts referring to aid-related organisations operating in Burkina Faso (%)



Source: Insecurity Insight

The data at a glance

In the third quarter of 2024 (July-September), 31 international aid-related organisations were mentioned in 109 public posts on Facebook and X (formerly Twitter) in Burkina Faso, compared to 358 during the first quarter of 2024. These 31 aid-organisations included 15 international aid or development organisations, two local aid or development organisations, nine international humanitarian organisations, four UN organisations, and one international aid donor.

The sources of social media posts were very similar to the second quarter (April-June). Facebook accounted for 81% of the posts between July and September, with X accounting for the remainder. Local edited media were the main content source, contributing 58%, followed by the social media accounts of aid or civil sector networks at 18%, local authorities at 7%, and other sources at 17%.

These posts reached an estimated 1.8 million people, averaging 16,400 views per post, and generated nearly 12,480 engagements. Unlike in the April-June quarter, where sentiment analysis could not identify any negative posts and 64% of posts were considered to include positive content about aid agencies, in the third quarter of 2024 only 23% of content was classified as positive and 3% of posts included negative content related to aid agencies.

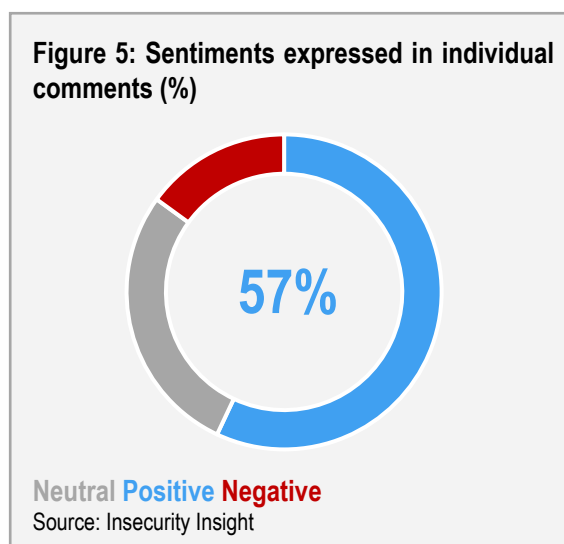
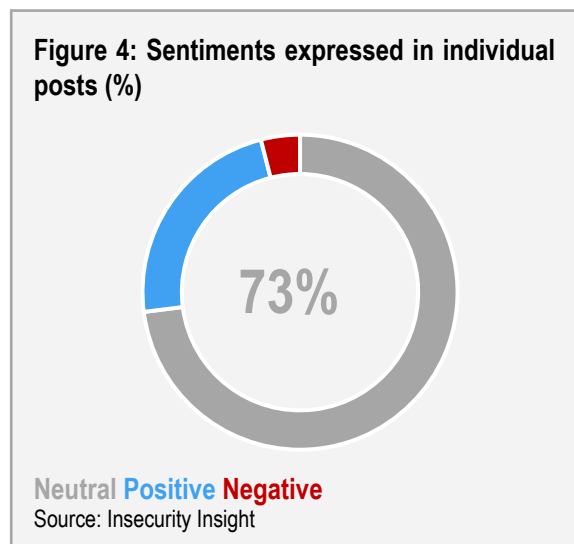
These 109 posts generated 335 comments on social media platforms, a similar rate of just above three comments on average per post that was observed during the second quarter. Fifteen per cent of these comments written in response to posts expressed negative sentiments that often stemmed from mistrust and misinformation. Negative comments linked aid organisations to terrorism and the creation of corruption and dependency, highlighting the need for aid agencies to address misinformation in order to maintain the safety and efficacy of aid operations in Burkina Faso and the wider region.

Content containing misinformation, disinformation, and hate speech targeting NGOs appears to have mostly been disseminated by social media users who seem to hold pro-military and pro-Alliance of Sahel States views. During the examined period, 62% of these users also posted content related to Burkina Faso's military leaders and wider geopolitical concerns.

Opinions, misinformation, disinformation and hate speech

From July to September, public posts mentioning individual aid-related organisations on social media expressed mainly neutral content (73%), just under a quarter (23%) provided positive stories and 3% included negative sentiment (see Figure 4). For comparison, during the previous quarter of 2024, 64% of identified posts contained positive content and no negative content was identified. As in the second quarter, most of the content uploaded by the local edited media between July and September (89% of total posts) presented aid-related organisations' activities in a neutral light by reporting on the facts surrounding their activities, while the rest of the posts were positive. Also similar to the content identified during the second quarter, content shared by aid agencies and civil society organisations (18% of total posts) in the third quarter presented aid activities in a positive way (48% of posts) and neutral way (52%) through the dissemination of information about partnerships and programmes. The negative posts were all posted on X by individuals not affiliated with any organisation or edited media. Two such posts named an aid agency and the other two made general comments about and false allegations against the aid sector.

From July to September, a total of 335 comments about aid-related subjects were written in reaction/response to these posts (i.e. not counting comments unrelated to such organisations). The majority of these comments generally expressed positive (56%) or neutral (28%) sentiments. However, 51 comments, or 15% of the total, expressed negative sentiments, compared to only 9% of comments during the second quarter (Figure 5). The negative comments were mainly clustered around neutral posts (17 out of 19), and of the final two, one was positive and one negative.



Negative sentiments in these comments referred to 14 aid-related organisations: one donor, five intergovernmental organisations, four humanitarian organisations, and four aid or development organisations. Several instances of negative sentiments towards the aid sector as a whole (i.e. referring to “NGOs” in general terms rather than specific aid-related organisations) were also detected. However, as seen in this section, individual aid-related organisations were targeted more frequently.

Negative sentiments towards aid-related organisations generally took two forms:

- misinformation, disinformation, and hate speech (MDH); and
- unfavourable or critical opinions.

1. Misinformation

These comments spread incorrect information, but likely without malicious intent. They reflect a general misunderstanding of or lack of knowledge about humanitarian principles, as well as the objectives and purposes of aid organisations. This included suspicion about foreign aid and its potential negative effects without evidence, and false claims about expired vaccines harming children.

- *"We don't know the real purpose of these donations. It could be catastrophic in the long term, which is why strict monitoring is necessary to avoid harming the people in the future."*²
- *"Spare our children from your expired vaccines!!!"*³

These comments reflect a distrust and misunderstanding of vaccines, donations, and the role of foreign aid. Although they may not be intended to cause harm, they spread misinformation that can erode public trust in these organisations.

2. Disinformation

These comments intentionally spread false information with the goal of misleading others or causing harm. They included false allegations designed to discredit medical professionals and aid workers, and false statements aimed to portray international NGOs as foreign agents (spies) and supporters of terrorism, thereby damaging their reputation, fostering mistrust, and misrepresenting the purpose of humanitarian work.

- *"Doctors are terrorist accomplices."*⁴
- *"The NGOs, especially from these countries, are spies, trainers, and suppliers for terrorists, period."*⁵

These comments are deliberately misleading and seek to damage the reputation of aid workers by making allegations of criminal activity or terrorist support. Such accusations pose a serious threat to the organisations' operations and the safety of their staff. False allegations of terrorism involvement, claims of unnecessary aid, and accusations of criminality can erode public trust and endanger both the mission and the personnel of these organisations.

3. Hate speech

These comments contain language that encourages discrimination against particular groups or individuals, incites violence, or promotes hatred, including comments that incite hatred based on racial or national identity, allege that aid organisations support terrorism, promote violence, and use derogatory language.

- *"They believe that we the Africans & Arabs & Asians are less intelligent than them."*
- *"Sooner or later, you will all be burned, you cursed imperialists."*⁶
- *"We don't want NGOs involved in our internal affairs. They are the sponsors of the terrorists."*⁷

These comments employ divisive language and unfounded accusations to stir up hostility toward aid workers and foreign entities. They are particularly dangerous because they can provoke real-world violence and jeopardise the safety of humanitarian staff. By using racial or national slurs, xenophobic claims, and inciting hatred, these remarks create a hostile environment that undermines the critical work of these organisations.

"The NGOs, especially from these countries, are spies, trainers, and suppliers for terrorists, period."

MDH related to an attack on an MSF centre

On 26 November 2023, Jama'at Nusrat al-Islam wal-Muslimin (JNIM) militants launched simultaneous attacks on an IDP camp, an army base, and Volunteers for the Defence of the Homeland positions located around Djibo town, Soum province, Burkina Faso.

On 17 July 2024, also in Djibo town, an MSF office was targeted by repeated gunfire during an attack. The medical centre supported by MSF was vandalised and two water distribution sites were destroyed.⁸

Armed groups stole equipment during both attacks. However, six days after the 17 July attack a video surfaced on X (see post below) that the post described as 'terrorists' using an ultrasound machine, which was allegedly taken from the MSF office in Djibo during the attack. According to France24, the post showed members of JNIM while MSF in its communication referred to 'unknown armed group'. The post referring to terrorists reached an estimated 26,200 social media users and generated 254 engagement actions that included instances of MDH.

Several comments directly exaggerated or misinterpreted the situation, accusing MSF of working with terrorists or intentionally supplying them:

- *"Doctors Without Borders are terrorist accomplices."*⁹
- *"They buy weapons to give to criminal terrorist groups."*¹⁰
- *"They use taxpayers' money to buy equipment that ends up with terrorists."*¹¹

These comments falsely suggest that MSF is directly involved in aiding terrorists by providing them with equipment or funding. This form of disinformation not only harms MSF's reputation, but also endangers the lives of aid workers, because it erodes the trust they rely on to safely operate in conflict zones.



Some comments escalated and expressed violent threats and racist or xenophobic sentiments:

- *"There's not much difference between you and the terrorists, you're just a bunch of stateless people."*¹²
- *"You're the source of fake news. You yourself are a terrorist."*¹³

The language used, such as "imperialists" and "terrorists", is extremely emotionally charged and inflammatory, aiming to dehumanise aid workers and potentially incite violence against them.

On 2 September 2024, a driver working for MSF was killed by Burkinabé forces in Djibo town, allegedly based on accusations of MSF's collaboration with JNIM militants. The incidents or alleged motives could not be independently verified, nor is it known whether there would be any connections to the widespread false allegations on social media that MSF was "supporting terrorists".

Other comments reflect general frustration and disappointment with foreign aid organisations, seeing them as ineffective or even harmful:

- *"During your 10 years of terrorism, you haven't built hospitals capable of caring for the sick in the region?"⁴*

These remarks express disillusionment with MSF and other aid groups, tapping into a broader sentiment expressing dissatisfaction with foreign involvement, which could fuel larger anti-NGO sentiment in the region.

Such allegations and the use of hate-filled language directed at MSF are reminiscent of previous incidents. For instance, Insecurity Insight's analysis of social media responses following the [26 November 2023](#) attack and a similar case on [8 February 2023](#) revealed that users believed MSF was intentionally aiding terrorists or acting on behalf of Western states. This underlines how specific narratives about aid actors persist on social media over long periods of time, but only surface at intervals when an incident triggers a similar response.

On 22 October [MSF announced](#) the withdrawal from certain areas of Burkina Faso due to escalating insecurity and threats to its staff. The organization has expressed deep concern over the growing violence, particularly in the northern and eastern regions of the country, which has made it increasingly difficult to safely deliver medical assistance. This decision comes as Burkina Faso continues to face a worsening humanitarian crisis, exacerbated by attacks on healthcare workers and facilities. MSF emphasized that without safety assurances for its personnel, maintaining operations in these conflict-affected areas has become untenable. Discussions on social media related to the decision to withdraw, will be included in the next update covering October to December 2024.

4. Unfavourable opinions

While negative in their outlook, unfavourable opinions are not dangerous or problematic in themselves and can possibly be seen as a form of feedback for the aid sector compared to other comments classified as MDH, which pose a direct threat to organisations' continued safety and access to beneficiaries. Criticism of this kind expressed opposition to gender equality projects and dissatisfaction with certain aid-related activities, suggesting that aid agencies should carefully prioritise their programmes.

- *"Pathetic activities!!!! We are keeping an eye on things. There are more important priorities than this!!!!"⁵*
- *"The Westerners started with the promotion of equality It's not these gender-related projects that will enable the development of a nation, but rather the joint commitment of deserving sons and daughters."⁶*

These comments reflect frustration or dissatisfaction with the actions or focus of aid workers. While negative, they are not harmful or threatening and can be seen as feedback or criticism rather than dangerous speech. They provide critical feedback on project priorities, gender equality programmes and general dissatisfaction aid-related work/activities.

The difference between posts containing MDH and unfavourable opinions can also be seen in the characteristics of various social media profiles. Users who posted unfavourable opinions about aid-related organisations tended to have more diverse posts in their feed about lifestyles, sports, etc., indicating that they are not necessarily trying to purposefully spread MDH and influence opinion. The evidence also suggests that they post more personal information (marital status, occupation, etc.) than the eight accounts analysed for MDH (see more details in the section on the “Reach of social media profiles”).

Mixed reactions around UN organisations

Sentiment surrounding the UN General Assembly (UNGA) and UN entities revealed a mix of neutral, negative, and positive engagement, highlighting the impact of international events and processes on perceptions of aid operations at the local level. Two edited media platforms and two regional influencers posted about UN agencies and UNGA, emphasising their mission and impact. These posts generated overwhelmingly positive reactions. For instance, one influencer from Burkina Faso’s delegation at the UN issued two posts about UNGA, both of which garnered exclusively positive feedback. Similarly, an edited media platform featured this influencer’s work at UNGA, and received 100% positive comments. Another regional influencer, who serves as a UNICEF ambassador, posted about the organisation’s role and similarly received only positive comments. This suggests that when social media influencers from Burkina Faso engage positively with UN organisations, they can significantly shape public opinion and strengthen trust in these institutions. It highlights how important it is that representatives from Burkina Faso are able to attend and follow UN processes.

However, some comments expressed negative or neutral sentiments about UN agencies. For example:

- *“Be vigilant about anything coming from the United Nations.”¹⁷*
- *“I’m sure the @UN Agencies think we’re like animals, because they don’t answer us.”*

Of the 42 posts that mentioned the UN or its agencies, 21% conveyed positive sentiment, 74% were neutral, and 5% expressed negative sentiment. These posts generated 155 comments, 80% of which were positive, highlighting the influential role that edited media and regional social media influencers play in shaping public perceptions of and fostering support for the UN’s work.

Reach of social media profiles

Of the eight analysed social media profiles that posted MDH about UN agencies and aid organisations, seven accounts expressed negative sentiments about these organisations, and a few targeted specific aid organisations. All eight accounts mainly posted political and military content. Five of these accounts expressed explicit public support for Burkina Faso’s military government and the Alliance of Sahel States. Six of the social media users posting negative content about the aid sector were male and the other two did not have a private profile picture or gendered username. The two anonymous profiles contained less personal information than those posting unfavourable opinions and were more likely to post political content.

Of the eight profiles analysed, five were based in Burkina Faso, one in the United States, and one in Italy, while the location of one is unknown. The majority (seven out of eight) had smaller audiences, with posts and comments typically garnering limited engagement. The majority of these accounts had been active for over two years, and four of the seven users did not use private profile pictures or real names, likely due to the political nature of their content. Two accounts showed evidence of being linked to unreliable external profiles, including Bitcoin promotion and possible scam activities.

Three of these accounts frequently re-posted MDH originating from more prominent regional influencers, such as Delphine Sankara, Nathalie Yamb and Ibrahima Maiga. This indicates that they are part of a wider network that amplifies existing content rather than generating original posts.

Profile analysis

Profile: [Mohammed Ahmed Alharazi](#)

Gender: Male

Platform: X

Location: Rome, Italy

Reach: 63 followers

Profession: Self-described as a former WFP employee

Post frequency: Every day

Language: French

Presence on social media since: September 2023

This social media user claims to be a former employee of the World Food Programme (WFP) and has become vocal about his dismissal by that organisation, claiming it was due to his refusal to engage in corruption.¹⁸ Since his dismissal, which likely occurred around September 2024, he has dedicated his social media presence to posting MDH against the WFP and other UN agencies, accusing them of corruption and of dehumanising African, Arab, and Asian populations.

His account, which is active almost daily, has a limited reach. This account was included in this brief because it posted negative comments in response to a WFP post on its activities in Burkina Faso, in which he wrote:

"I'm sure the @UN Agencies @WFP think we're like animals, because that don't answer us or respond to us. In @UN Agencies eyes, we're less intelligent than UN staff or the leaders of European countries, they believe that we the Africans & Arabs & Asians are less intelligent than them."

Profile: [Ibrahim Maiga](#)

Gender: Male

Platform: X

Location: United States

Reach: 94,900 followers on X and 971,000 on Facebook

Profession: Self-described as a Sahelian political scientist

Post frequency: Multiple times a day

Language: French

Presence on social media since: 2010

While this analysis generally only looks at social media content generated in Burkina Faso, Ibrahima Maiga was included due to his significant influence in spreading MDH about Western media and the aid sector in Burkina Faso.

His 971,000 followers on Facebook make him a prominent voice in pro-government and anti-Western narratives. He regularly targets Western media and discredits international aid organisations, portraying them as tools of foreign interference.

Maiga's reach and verified status on X and Facebook give him considerable credibility, making him a key figure in shaping public opinion against foreign aid and Western media.

Conclusion

- From July to September 2024, social media activity in Burkina Faso mentioned at least 31 aid-related organisations, comprising 17 aid or development organisations, nine humanitarian organisations, four UN organisations and one aid donor, which is lower than the April-June monitoring period, although the proportion of negative content was higher.
- During the past six months (April-September 2024) there was little change in platform usage. Facebook remained the platform of choice, accounting for 81% of the analysed posts. Local edited media were the primary source of content related to aid agencies, generating 58% of the posts.
- Although this monitoring period highlighted fewer posts and comments than the previous one, the ratio of views per post between July and September 2024 is on average 16,449, whereas it was 11,846 between April and June 2024.
- While posts expressed either positive or neutral sentiments, 15% of the comments (51 out of 335) expressed negative sentiments, some of which can be considered unfavourable but seemingly fact-based opinion, while some had traits of MDH. This is an increase from the 9% recorded between April and June 2024.
- Unfavourable opinions or criticisms of aid agencies particularly focused on the alleged lack of lasting or real impact of some aid-related organisations or of the aid sector in general in Burkina Faso.
- MDH included claims directly linking international aid organisations to terrorism, including claims that these organisations provided armaments and medical supplies to rebels.
- Underlying all negative sentiments was often a mistrust of aid-related organisations and their programmes. Some users viewed foreign aid as a tool to create dependency, and expressed their suspicion that the aid provided by foreign or “Western” entities concealed ulterior motives.
- Understanding misinformation, disinformation and hate speech is important for aid agencies’ security risk management policies. Misperceptions about these agencies’ intentions can become a direct threat to both their safety, and that of their personnel and operations. Addressing these issues is crucial for maintaining the safety and efficacy of aid operations in Burkina Faso and the wider region.

Recommendations for the aid sector

- Leverage local influencers: Ensure the participation of Burkinabé influencers in and their access to important aid-related events, and support their access to information that enables them to share their informed views with a wider public.
- Promote open dialogue and listening platforms: Create dedicated online and offline spaces where communities can ask questions and share their concerns about aid work. By fostering open dialogue, aid organisations can gain valuable feedback and better understand the root causes of negative perceptions while addressing any concerns in real time. Accept constructive and angry criticism.

- Adjust communication strategies to existing online sentiment: Be aware that specific narratives about individual aid agencies and the aid sector as a whole persist in influencers' minds over long periods of time and only surface occasionally. A communication strategy that is ignorant of such narratives risks triggering the repeated expression of such false narratives online.

Recommendations for international aid agencies

Foster local partnerships for greater credibility: Collaborate with trusted local organisations, civil society groups and community leaders to amplify accurate information about aid work. These partnerships can help build a network of local advocates who can dispel rumours and promote the legitimacy of aid efforts.

Methodology and limitations

Publicly available social media data published in French related to aid work in Burkina Faso between July and September 2024 was analysed using keywords associated with a list of 165 local and international aid organisations known to be operating in the country. To do so, Insecurity Insight used proprietary technology powered by an artificial intelligence tool to identify pertinent data on various social media platforms. The collected data was subsequently analysed and the findings presented in this brief. For ethical and technical reasons, the data does not include private social media content. Moreover, the analysis does not include sentiments expressed in languages other than French and is only based on the analysis of written content.

Eight accounts identified as having posted written negative content sentiment towards the aid sector were further examined to understand their reach, audience and the topics they focused on. The posts and comments of these accounts were analysed according to predetermined criteria examining their geographic location, reach, followers, topics, political links and socio-economic indicators.

Other resources

Protecting the Humanitarian Space in Mali: From April to June 2024, at least 54 international and Malian aid-related organisations were discussed across Facebook and X in Mali. These individual organisations reached over 1.5 million social media users and generated over 27,000 engagement responses. Negative sentiment towards the aid sector was more commonly expressed in general terms. Criticism included accusations of complicity in harmful vaccination campaigns, serving Western interests, perpetuating dependency on foreign aid, and manipulating Malian cattle herders to leave Mali. In [English](#) and [French](#)

Protecting the Humanitarian Space in Niger: From April to June 2024, 32 predominantly international aid-related organisations were mentioned in 248 public posts on Facebook and X (formerly Twitter) in Niger. Misinformation, disinformation and hate speech targeting NGOs appeared to have mostly been disseminated by social media users who seemed to also hold pro-military and pro-AES views. Some pro-democracy activists also expressed negative sentiments towards the aid sector. In [English](#) and [French](#)

Endnotes

1 This figure does not include content produced by the organisations themselves. For example, if organisation A publishes a post to publicise the work it is conducting, this post is not included in the data. However, if organisation A publishes a post about or referring to organisation B, then the post features in the data.

2 "On ne sait pas le but réel de ces dons. Ça peut être catastrophique à long terme d'où la nécessité d'un contrôle rigoureux afin de ne pas envenimer le peuple dans le futur."

3 "Épargner nos enfants de vos vaccin périmée!!!"

4 "Les médecins sont des complices terroristes."

5 "Les ONG surtout de ces pays sont des espions, formateurs, livreurs des terroristes point."

6 "Tôt ou tard vous serez tous grillés bande de maudits impérialistes."

7 "Nous voulons pas les ONG dans nos affaires internes .c'est eux les parrains des terroristes."

8 MSF I and MSF II.

9 "Les médecins sans frontières sont des complices terroristes."

10 "On achète les armes pour aller donner aux groupes criminel terroriste."

11 "Ils utilisent l'argent du contribuable pour acheter des équipements qui finissent avec les terroristes."

12 "Vous et les terrorists IL as pas trop difference, Rien que des apatrides."

13 "Toi tu la source de Fake news. Toi même tu es un terroriste."

14 "Pendant vos 10 années de terrorisme vous n'avez construit d'hôpitaux capable de prendre en charge les malades dans la région?"

15 "Des activités minables !!!! On veille au grain. Il y a plus prioritaire que ça !!!!"

16 "Les occidentaux ont commencé d'abord avec la promotion de l'égalité C'est pas des projets de genres qui permettront le développement d'une nation mais plutôt l'engagement commun des fils et filles méritant."

17 "Vigilance pour tout organe qui vient des nations unies."

18 The employment and dismissal of this individual by WFP could not be independently verified. The account did post several videos and photos showing WFP personnel and material.

Should you wish to provide us with any feedback or to get in touch, kindly write to: info@insecurityinsight.org

What is social media data?

The main components of social media data are posts and comments. A post refers to the uploading of fresh content by a user account or page that would appear both on the account or page “wall” and followers’ timelines. On X (formerly Twitter) a post would usually be referred to as a “tweet”. In this document, both Facebook “posts” and X “tweets” are referred to as posts.

A *comment* is different from a post and refers to a social media user’s *reply or response* to a post in the form of a comment that appears in the commentary section of the social media platform.

In addition to posts and comments, social media data also includes various *types of user engagement* with posts and comments, such as in the form of “likes” and “shares” (or “reposts” on X).

Some organisations, including *edited media outlets, NGOs, local authorities, political actors* and others, participate on social media space by uploading posts or publishing comments for different purposes, including to disseminate information.

The analysis presented in this document also includes posts and comments produced by aid agencies.

Additionally, seven social media profiles that had posted misinformation, disinformation and hate speech (MDH) about aid-related organisations in Burkina Faso were examined to analyse trends in the topics they were referring to and their reach.

The analysis is limited to publicly available posts or comments. It does not include information shared via private social media platforms like WhatsApp or private Facebook groups. It is further limited to written posts and does not include analysis of spoken video messages posted on YouTube.

This document discusses both unfavourable opinions expressed about individual aid-related organisations or the aid sector as a whole, as well as MDH.

Misinformation refers to situations where users pass on false content without being aware that they are spreading factually incorrect information. *Disinformation* occurs when users knowingly and deliberately spread false allegations. *Hate speech* occurs when negative sentiments are used to incite violence. MDH poses direct threats to safety and security, and contributes to shrinking the operational space of aid-related organisations. Unfavourable opinions provide insights into public perceptions that may potentially offer constructive accountability-related feedback for the affected populations that the aid sector seeks to serve.

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