This monthly report provides key highlights of the digital conversations on COVID-19 and its impacts in Eastern and Southern Africa.

The report builds on different categories of online signals including search trends, social media content (posts, comments) and digital news articles. Social media and digital news platforms monitored include digital news outlets, Facebook, Twitter, and Instagram. Twitter and digital news are mainly monitored using the social listening tool Talkwalker. Facebook and Instagram are mainly monitored using the platform Crowdtangle. WhatsApp is also monitored through third-party reports. Data collected are analyzed to identify rumours, questions or concerns related to COVID-19 and are analyzed for volume, engagements generated, tone of conversation and user reactions, as well as themes. For Talkwalker, sentiment analysis is based on deep learning algorithms and advanced pattern recognition embedded in the tool. For Facebook, user reactions represent engagements to a post through the use of emotion emojis. Search trends refer to user search interest on Google and YouTube that is related to COVID-19. These are monitored using Google Trends.

The report includes key highlights and recommendations; a section covering COVID-19 online conversation; a section on immunization-related conversation (including COVID-19 vaccines); a section on sexual and reproductive health, HIV and gender-based violence in times of COVID-19; a section on education in times of COVID-19.

For additional information please contact UNICEF ESARO C4D: ssommariva@unicef.org, masani@unicef.org, and hballesterbon@unicef.org
Engagement generated by online conversations around COVID-19, immunization and SRH/HIV/GBV issues has been decreasing in May compared to April. Education-related content generated increased engagement compared to the previous month.

COVID-19 vaccines were a main topic, accounting for about one quarter of the COVID-19 related conversation and over 95% of the immunization conversation.

Rumours and misinformation tracked were in large part focused on vaccine safety, with allegations that the COVID-19 vaccine is deadly or that it makes individuals magnetic. Conversations around statements made (and not made) by French virologist Luc Montagnier were also spreading in the region.

**Recommendation:** Amplify content to debunk most widespread claims (for example Viral Facts Africa social media content “No, COVID-19 vaccine doesn’t make you magnetic”), while avoiding engaging directly with fringe and less widespread misinformation.

**Recommendation:** Continue to track emerging rumours to support communication actors to develop evidence-based and nuanced messaging and engage with trusted sources.

Inaccurate information about vaccine effectiveness and the origin of the pandemic was also circulating.

**Recommendation:** Share vaccine safety data to put individual reports of adverse effects in perspective, highlighting rarity of severe adverse reactions. Share information on the effectiveness of the vaccine in preventing mortality and thus ending the pandemic.

Users were also often confused about eligibility criteria for the vaccine, particularly around age requirements.

**Recommendation:** Continue to provide information about which segments are prioritized and why, sharing updates on when the vaccine will be available to other groups.
Concerns around safety and need for COVID-19 immunization for children were tracked, particularly in relation to the possible link with myocarditis cases in the US.

**Recommendation:** Continue to monitor conversation around trials for COVID-19 vaccines involving children and vaccine rollout among young adults in other countries, while focusing on current communication priorities to promote the vaccine to identified population targets (e.g. elderly, healthcare workers, teachers).

Conversations related to gender-based violence represented the largest share of engagements of SRH/HIV topics on social media and digital news. However, few posts providing information on services for survivors were identified among popular content.

Personal accounts, particularly around HIV diagnosis, teen pregnancy and infertility, drew engagement on social media, highlighting the power of human-interest stories in generating conversations around key issues.

There appears to be a mismatch between the type of content that circulates on social media and that is covered by digital news (in large part related to violence) and the type of questions users ask on social media and on Google, which are mainly related on contraception and how to navigate HIV-related issues.

**Recommendation:** Share localized resources on services available for survivors and individuals at risk of violence.

**Recommendation:** Provide accurate information to answer identified questions around SRH/HIV issues in simple and direct formats (e.g. Q&A) and engaging local influencers active on these topics to share the content through social media.

Posts related to return to school conveyed concerns over teachers’ health and need to prioritize them in the vaccine rollout, questions on how schools will implement prevention measures, and impact of the pandemic on learning. Confusion on school re-opening dates was also tracked.

**Recommendation:** Share timely updates on how schools are working to guarantee that preventive measures are in place to protect students, teachers and other staff. Design specific SBC interventions to promote vaccination demand for teachers, when possible, considering vaccines availability in countries.
COVID-19 ONLINE CONVERSATION IN ESAR

Overview
Online conversations regarding COVID-19 showed a slight decrease in engagement compared to April on Twitter (-5%), digital news (-5% as well), and on Facebook (-10%).

Heatmap of COVID-19 online results on digital media in the region and conversation volume and engagement tracked by platform, May

Most popular content
Online conversations about COVID-19 that generated most interactions in the past month were related to the vaccine (23% of total engagements), followed by content about how the virus is transmitted (15%), mortality due to the disease, school reopening and testing (each 12%).

Share of engagement by subtopic, digital news and Twitter, May
Content on transmission was related to the **third wave** and **asymptomatic transmission**. On mortality, popular content was related to the situation in **India** and **mucormycosis**.

For more information on COVID-19 vaccine conversation, see page 9. For more information on school-related conversation, see page 19.

Popular posts on COVID-19 included:

- [Article](#) about deadly oxygen shortages in India
- [Article](#) about Pfizer vaccine availability at Dis-Chem pharmacy in SA
- [Post](#) about the B.1.617 / delta variant in Botswana
- [Post](#) about lockdowns expected to increase mortality
- [Post](#) about lack of travel restrictions from India to SA
- [Post](#) from Africa CDC about use of oximeters for COVID-19 cases
- [Post](#) from UNICEF Africa on supporting mothers during the pandemic
- [Post](#) from UNICEF Kenya about teachers receiving the vaccine
- [Post](#) from PS Kenya about vaccine eligibility

On social media and Google, **user searches and questions** were related to information on symptoms (Burundi, Madagascar, Malawi, Namibia, South Africa, Uganda, Tanzania, Zambia), transmission (Botswana), testing availability (Kenya, Rwanda, Tanzania, Zimbabwe), lockdown restrictions and curfews (Botswana, Uganda, South Africa), **cytokin storms** among COVID-19 patients (Botswana, Uganda, South Africa), and **ivermectin** for COVID-19 (Kenya, South Africa).

Several searches on Google were related to COVID-19 vaccines (see page 11), particularly around **French virologist Luc Montagnier**.
Sentiment
Around 20% of posts on Twitter were categorized by the sentiment algorithm of the social listening tool Talkwalker as negative, compared to 10% positive.

Negative tone was associated with this post about variants and travel restrictions, the situation in India, and a post claiming that asymptomatic transmission, need for mask mandates, use of PCR tests, and long COVID-19 are all false narratives. Emotions showed similar distributions across subtopics, with anger being the main category.

On Facebook the following posts generated peaks of user reactions (engagement through emojis) over the past month:
- Death of Somali writer and actor Soraan due to COVID-19: 23k 😞 (26 May)
- Death of Ms Zemi Yenus founder of Joy Autistic Center in Ethiopia due to COVID-19: 17k 😞 (11 May)
- Post from MoH in South Africa to thank nurses for their work during the pandemic: 11k 😍 (12 May)

User reactions to COVID-19 content, Facebook, May
Rumours and concerns in ESAR countries
Misinformation on the origin of the pandemic and ivermectin were tracked online, as well as concerns around the health impact of COVID-19. For information on COVID-19 vaccine rumours see page 13.

Inaccuracies and misinformation about the origin of the pandemic:
- Claims that the pandemic is a hoax and the virus does not exist have been tracked in South Africa (here and here),
- In line with global trends, the debate over the “lab leak” theory has seen an increase online in the region. While the issue continues to be investigated, some users claim with certainty that virus comes from a lab in Wuhan. Related claims have been tracked in South Africa (here, here and here), Uganda (here), South Sudan (here), and Somalia (here).

Claims on COVID-19 treatments:
- Claim that Ivermectin is being undermined to facilitate vaccine uptake and profits tracked in South Africa (here and here), and in Namibia.

Conversations around COVID-19 health effects:
- A post about COVID-19 patients developing macroglossia (swollen tongue) was shared by a Nigerian outlet based in Kenya.
- Rising interest for information on mucormycosis (black fungus), a life-threatening infection that has been identified in some COVID-19 patients in India, was tracked in Kenya.
IMMUNIZATION-RELATED ONLINE CONVERSATION IN ESAR

Overview
Online conversations regarding vaccines showed a decrease in engagement compared to April on Twitter (-15%) and on Facebook (-50%), and no substantial change on digital news (+1%).

Heatmap of immunization-related online results on digital media in the region and conversation volume and engagement tracked by platform, May

Most popular content
Online conversations about immunization that generated most engagements in the past month were related to COVID-19 vaccines (96%), with only 4% of engagement related to other immunization programs, particularly the flu vaccine, Ebola vaccine and BCG vaccine (tuberculosis).

Share of engagement by subtopic, digital news and Twitter, May

- COVID-19: 96%
- Other: 4%
Within the COVID-19 vaccine content, online conversations that generated most engagements were related to access, specific vaccine brands, and vaccine safety. In terms of access, content was related to vaccine equity, access for individuals with co-morbidities and concerns for a new wave. Most cited vaccine brands in conversations were Pfizer, AstraZeneca and J&J. Level of engagement generated by conversations mentioning specific vaccine brands is shown in the figure below. On safety, popular content was related to reports stating that healthcare workers have been told not to say if they experienced side effects, social media users sharing their experiences of side effects (examples here and here), and a post from the Russian Embassy in South Africa promoting Sputnik vaccines.

Engagement over time for content mentioning specific vaccine brands, Twitter and digital news, May
Most popular posts related to **COVID-19 vaccines** included:

- Post from Kenya’s deputy president encouraging to focus on COVID-19 vaccines
- Post from Kenya MoH calling for vaccine equity
- Post about Ethiopia receiving COVID-19 vaccines from China
- News that South African-born pharmaceutical billionaire Dr. Patrick Soon-Shiong has committed money to produce the vaccine
- News of reverend Dr. Lekganyane receiving the vaccine in South Africa
- Post stating that healthcare workers have been told not to report side effects in South Africa
- Post by National Department of Health in South Africa encouraging registration for people over 60
- Article about oxygen shortage in India
- Post from UNICEF Madagascar announcing arrival of COVAX vaccines
- Article about episodes of myocarditis in teens receiving COVID-19 vaccines

Most popular immunization posts related to **other vaccines** included:

- Post from MoH in Kenya about female students at a local school getting their HPV shot (and the teachers being vaccinated against COVID-19)
- Article about South Africa experiencing fewer flu cases
- Post from a user asking on Twitter if other people will get the flu vaccine this year
- Post from MoH in Uganda on outreach efforts to provide several healthcare services including the HPV vaccine
- Article about the importance of not neglecting TB vaccines
- Post from MoH Zimbabwe about HPV, TCV and polio campaign efforts

On **social media and Google**, users were searching for information on how to register to get the COVID-19 vaccine (Angola, South Africa), general inquiries about vaccine safety (Kenya), questions about age eligibility (Angola, Namibia), questions about real statements and statements falsely attributed to French virologist Luc Montagnier (Kenya, South Africa, Madagascar, Namibia, Uganda, Zimbabwe).
Sentiment
Around 25% of posts on Twitter were categorized by Talkwalker as negative, compared to 10% positive. Negative tone was driven by concerns about COVID-19 vaccine access for the elderly and lack of sufficient doses in Kenya, expiration of vaccines, backlash after statements by the Kenyan government that people don’t die because they didn’t get the second dose, a post from a user in Uganda saying that people have died of COVID-19 after receiving the vaccine, and one from South Africa about alleged plans to vaccinate children against COVID-19.

On Facebook the following posts generated peaks of user reactions (engagement through emojis) over the past month:
- Global citizen vax live concert: 8k (May 4)
- Post from SA MoH talking about lives lost due to COVID-19 and encouraging vaccination: 2.5k (May 21)
- Death of a doctor in Madagascar the day after he received COVID-19 vaccine: 2k (May 20)
Rumours and concerns in ESAR countries

Most of the rumours, mis/disinformation narratives or concerns tracked were related to the vaccine safety.

Concerns and misinformation about COVID-19 vaccine safety:

- A video of President Biden saying that the AstraZeneca vaccine is not approved in the US was circulating on social media in Zambia and used to claim that the vaccine is unsafe. The video was also reportedly circulating on WhatsApp in Uganda.

- Statements made by French virologist Luc Montagnier that COVID-19 vaccines create new variants were picked up in Kenya and Lesotho. Contrary to reports tracked in South Africa as well as circulating on WhatsApp in the region, Montagnier has never said that the vaccine will kill everyone in 2 years.

- A video of Dr. Sherry Tenpenny saying that people who received the vaccine will soon die was shared in South Africa (fact-check here).

- A video showing Professor Deloris Cahill from Ireland make a series of false claims about the mRNA vaccines (including that people over 70 who take the vaccine will die in a few years, that people in their 30s will likely die in 5-10 years and that the vaccine causes infertility) was shared in South Africa.

- Reports of a frontline worker dying in South Africa, of a woman in Belgium dying after receiving the Johnson & Johnson vaccine, and of a BBC journalist dying after receiving the AstraZeneca vaccine were shared in South Africa and Madagascar.

- Claims that actor Ben Kruger died due to the COVID-19 vaccine (he actually died because of complications of COVID-19) were circulating in South Africa.

- Claims that the vaccine makes people magnetic (more recent links here and here, see here debunk from the BBC) were tracked in South Africa.

- Claim that vaccinated people are dying of COVID-19 (tracked in Uganda).

- Report of a man dying after receiving the vaccine in Botswana.
Claim that the vaccines are untested (tracked in South Africa).

News of a man 60+ years old dying after receiving the vaccine (in Namibia).

News of an Australian man experiencing severe complications from AstraZeneca vaccine and a British woman dying after receiving the same jab (shared in Kenya and Tanzania).

News of cases of hemophilia reported in France among three patients who had received the Pfizer vaccine was shared in Madagascar.

Misinformation about vaccines causing people to “drop dead like flies” and leading to a spike in deaths was tracked in South Africa.

An article published on the site of the U.S. anti-vaccine group Children’s Health Defense (led by Robert F. Kennedy Jr.) was among the top COVID-19 vaccine links shared in South Africa in the second week of May. The article reports on statements made by musician Eric Clapton that he has suffered from strong adverse reactions after receiving the AstraZeneca shot.

Confusion around COVID-19 vaccine access:

Some online users have suggested that individuals should undergo a health check or medical tests prior to receiving the vaccine. This narrative was tracked mainly in Madagascar following the death of Dr. Raherimandimby.

In Namibia, Madagascar and South Africa, users expressed confusion over vaccine eligibility criteria, particularly for elderly patients. Concerns about access for individuals with co-morbidities were also tracked (South Africa).

Misinformation about COVID-19 vaccine effectiveness:

Reports of individuals testing positive for COVID-19 after receiving the jab have been fueling claims that the vaccines are not working (examples here and comments here, both tracked in South Africa).

Reports of fully vaccinated individuals dying of COVID-19 in the U.S. were cited to support arguments that the vaccine is ineffective (tracked in South Africa and Uganda).
Concerns over expired doses:
The news that Malawi destroyed expired doses of AstraZeneca generated interest online. Conversations about this topic were also happening in Kenya, with reports of expired vaccines arriving from DRC. Commenting on this news, users in Zambia were expressing doubts over what other countries are doing with expired doses.

Claims around COVID-19 vaccination for children:
News of US CDC investigating a possible link between the vaccine and myocarditis in young adults was shared in South Africa.

Earlier this month, the South African anti-lockdown group Pandemics Data and Analytics has published an open letter to Save The Children which states “Mass vaccination and vaccine trials on healthy children are unethical”. An opinion piece published on the BMJ blog calling for caution in giving emergency authorization to COVID-19 vaccines for children was shared across anti-vaccine groups worldwide, including in South Africa.
Overview
Online conversations regarding sexual and reproductive health issues, HIV/AIDS and gender-based violence in ESAR saw a 5% decrease on Facebook, a 30% decrease on Twitter, and a 5% decline on digital news, in May compared to the previous month.

Heatmap of SRH/HIV results on digital media in the region and conversation volume and engagement tracked by platform, May

Most popular content
Conversations that generated most engagements in the past month were related to gender-based violence (39%), HIV and other sexually transmitted diseases (19% and 26% respectively), and contraception (16%). Only 1% of engagements was related to HPV vaccines and female genital mutilation (FGM). Posts mentioning HIV and SRH keywords that drew most engagements on Facebook were fictional stories shared as short chapters.

Share of engagement and results over time by subtopic, digital news and Twitter, May
Popular content included the following posts and articles:

- **Article** about a rape case in a South African prison
- **Post** by a Twitter user about her HIV status
- **Article** about proposed changes to gun laws that would impact self-defense cases, citing an organization advocating for women to lawfully own firearms for protection
- **Article** about a woman struggling with infertility
- **Post** from a Twitter user in South Africa saying she risked being raped
- **Post** stating that HIV infections are more likely to occur among intimate partners than from sex workers
- **Post** about stigma surrounding teen pregnancy
- **Post** from UNICEF Mozambique about SRH/HIV content on the Internet of Good Things
- **Post** from a user in South Africa sharing a terrible story about rape
- **Post** remembering people who passed away due to AIDS

On social media and Google, **user searches and questions** were related to information on “HIV symptoms” (tracked in Angola, Botswana, Kenya, Malawi, Namibia, Zimbabwe), types of contraceptives available (Kenya, Mozambique, Zambia), cost of abortion (South Africa), treatments for genital herpes (Kenya), how to use condoms and “side effects of condoms” (Kenya), how to “identify” if a person is undergoing antiretroviral treatment – ARV (South Africa), questions about dating someone with HIV (South Africa, Uganda), how to prevent mother-to-child HIV transmission (Zambia), and “honey bee condoms” (about [this](#) news story of defective condoms on the market in Zambia). In South Africa, the search “Can you get HIV by sleeping with an infected person once?” was rising on Google in the past week.
Sentiment
Around 40% of posts on Twitter were categorized by Talkwalker as negative, compared to 15% positive. Negative emotions were driven by anger in sexual violence and rape-related conversations, conversations about abortions and women’s safety, and stigma towards people living with HIV.

On Facebook the following posts generated peaks of user reactions (engagement through emojis) over the past month:

- **Story about stigmatization of teen mothers**: 7k 😊 (May 19)
- **Post against child and gender-based violence**: 3.5k 😊 (May 24)
- **Post from a user implying that women who choose to have children despite availability of abortion services should be able to provide for them**: 2.8k 😊 (May 5)
- **Story of a young woman witnessing her mother being raped**: 10k 😞 (May 26)
- **Report of a child in Glendale, SA, raped by his grandfather**: 1k 😞 (May 25)

Emotions of SRH/HIV/GBV content, Twitter, May

User reactions to SRH/HIV content, Facebook, May

Rumours and concerns in ESAR countries
Misinformation about fertility was circulating online:

- False claims around natural remedies that would help address fertility issues and to treat “excessive menstrual bleeding” have been de-bunked by AfricaCheck.
Overview
Online conversations regarding education in ESAR saw a 20% increase in number of engagements on Facebook in May compared to April, 100% increase on Twitter and 20% increase on digital news.

Heatmap of education-related results on digital media in the region and conversation volume and engagement tracked by platform, May

Most popular content
Conversations that generated most engagements in the past month were related to return to school (e.g. see #BackToSchoolNaJiunge), impact of COVID-19 on education (e.g. see #ChildSafetyOnlineUG), education reforms (see for example #UhuruEducationReforms), teachers strikes (#KCSE2020), updates on the investigation over alleged abuses at a local school in Kenya (#MaryJoyisinnocent), and calls for comprehensive sexuality education (see #IamForCSEKE).

Popular hashtags by sentiment, digital news and Twitter, May
Popular content related to return to school and impacts of COVID-19 included:

- **Statement** from Ministry of Basic Education in Botswana about reopening for a second term
- **Article** about the need to protect students from a second wave of COVID-19 in Uganda
- **Post** from UNICEF South Sudan about return to school and mental health
- **Post** from UNICEF Kenya about prevention measures for safe return and prioritizing teachers to receive the COVID-19 vaccine
- **Post** from UNICEF Mozambique about prevention measures
- **Article** about private schools reopening in Kenya for grade four against the government instructions to resume in person learning in July
- **Post** about school reopening in South Africa starting July
- **Post** from a user showing concern for learning gaps caused by the pandemic in rural areas
- **Article** about a teachers’ college in Zimbabwe under lockdown due to positive cases of COVID-19
Sentiment

Around 25% of posts on Twitter were categorized by Talkwalker as positive, compared to 20% negative. Negative emotions were mainly driven by anger towards abuse in schools, paraffin in school lunches, and backlash after a Twitter user shared her child was suspended from school because she had a non-alcoholic cider in her lunchbox. Positive emotions were driven by users celebrating graduations and other learning milestones, and programs to donate schools supplies or other items.

On Facebook the following posts generated peaks of user reactions (engagement through emojis) over the past month:

- Soweto’s Lindiwe Tsope first Oprah school learner to obtain a PhD: 18k ❤️ (May 10)
- Former Governor of Nairobi talking to a student sleeping on a bench: 8k ❤️ (May 9)
- Pictures of children returning to school in Uganda: 6k: 😍 (May 12)
- Teacher in Angola dying while crossing a river to go to class: 14k: 😞 (May 12)
- A post about teachers dying of COVID-19: 4k: 😞 (May 25)

Rumours and concerns in ESAR countries

Main concerns tracked online were related to teachers and school closures:

- Concerns about teachers dying from COVID-19 were tracked in Botswana here and here.
- Rumours about school closure were dismissed by the government in South Africa.