An analysis of the #AidToo movement on Twitter:

What impacts can a hashtag achieve on sexual exploitation and abuse in the aid sector?

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Abstract
Abuses and sexual misconduct have been present in the aid sector for decades. In 2013, a UN investigation declared sexual exploitation and abuse the most significant risk to UN peacekeeping missions. Nevertheless, the culture of impunity and hypocrisy still prevails in the aid sector. A recent report supports that one in three UN workers has been sexually harassed over the last two years. In the momentum of the #MeToo movement and of timely disclosures of various cases of sexual abuses and harassment in the international aid sector, people soon started to use the hashtag #AidToo on social media to highlight the prevalence of sexual harassment and misconduct within the industry.

This study examines the major trends and the findings of an analysis conducted on the use of the hashtag #AidToo on Twitter over a ten-month period. As of the creation of the hashtag at the end of November 2017 and until the end of September 2018, over 13,000 tweets have used #AidToo in their content. Aid workers, journalists, NGOs, as well as news media compose the primary contributors of #AidToo tweets. Although limited to the political sphere and of limited reach, the movement has been sustainable and constant over its first year. Survivors and whistleblowers are the first to acknowledge that #AidToo has created a new safe space for discussion and has incited additional victims to speak up and share their experience. Aid organisations are now under constant scrutiny, along with their values, integrity, and funding. However, the online campaign has mainly been a Northern conversation, and one can wonder if the use of the hashtag on Twitter failed to include the Global South and to give a voice to the actual victims of sexual exploitation and abuse. The #AidToo campaign represents a real and welcomed opportunity as a wake-up call for the aid sector, although it is too soon to observe the long-lasting impacts.

Keywords: #AidToo, #MeToo, aid, online activism, safeguarding, SEA, sexual exploitation and abuse, social movements, Twitter
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List of acronyms and abbreviations
DFID Department for International Development (UK)
ICRC International Committee of the Red Cross
IDC International Development Committee (UK)
IFRC International Federation of Red Cross and Red Crescent Societies
LRA Lord's Resistance Army
MSF *Médecins Sans Frontières* (Doctors Without Borders)
NGO Non-governmental organisation
OHCHR Office of the United Nations High Commissioner for Human Rights
PSEA Protection from sexual exploitation and abuse
SEA Sexual exploitation and abuse
UK United Kingdom
UN United Nations
UNAIDS Joint United Nations Programme on HIV and AIDS
UNHCR Office of the United Nations High Commissioner for Refugees (also known as the UN Refugee Agency)
UNSG United Nations Secretary-General
US United States of America
Glossary

**Code of conduct**: A set of standards about behaviour that staff of an organisation is obliged to adhere to (Davey & Heaven Taylor, 2017).

**Investigation of sexual exploitation or abuse**: An internal administrative procedure, in which an organisation seeks to establish whether a staff member has broken the sexual exploitation and abuse policy (Davey & Heaven Taylor, 2017).

**Protection from sexual exploitation and abuse (PSEA)**: Measures taken by the UN and NGOs aimed to protect vulnerable people from sexual exploitation and abuse by their own staff and related personnel (Davey & Heaven Taylor, 2017).

**Safeguarding**: The responsibility that organisations have to guarantee that their staff, operations, and programmes do no harm to children and vulnerable adults and that they do not expose them to the risk of harm and abuse. Safeguarding is used as an umbrella term which includes PSEA and child protection. It does usually not comprise of sexual harassment of staff by staff, which is usually covered by the bullying and harassment policy (Davey & Heaven Taylor, 2017).

**Sexual abuse**: The actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions (UNSG, 2003). All sexual activity with children – as defined under the UN Convention on the Rights of the Child as any person under the age of 18 – is considered to be sexual abuse, regardless of the age of majority or age of consent locally. Mistaken belief in the age of a child is not a defence. Sexual abuse refers to a broad term, which includes a number of acts such as sexual assault, rape, and sexual activity with a minor (UN, 2016).

**Sexual exploitation**: Any actual or attempted abuse of a position of vulnerability, differential power or trust for sexual purposes, including profiting monetarily, socially or politically from the sexual exploitation of another (UNSG, 2003). This broad term includes transactional sex, solicitation of transactional sex, and exploitative relationships.

**Sexual harassment**: Any form of unwanted verbal, non-verbal or physical conduct of a sexual nature with the purpose or effect of violating the dignity of a person, in
particular when creating an intimidating, hostile, degrading, humiliating, or offensive environment (UN, 2016). Sexual harassment is not considered sexual exploitation and abuse.

**Sexual violence:** An umbrella term for sexual exploitation, abuse, and harassment (UN, 2016).

**Survivor or victim:** A person who has been sexually exploited or abused. The term ‘survivor’ implies strength, resilience and the capacity to survive (Davey & Heaven Taylor, 2017). When referring to ‘victim’ of the alleged perpetrator’s actions, it is not intended to negate that person’s dignity and agency as an individual.

**Whistleblower:** A person who exposes any kind of information or activity that is deemed illegal, unethical, or not correct – including sexual exploitation or abuse – within an organisation. Whistleblowing policy are in place to protect whistleblowers from any negative consequences of reporting these concerns (Davey & Heaven Taylor, 2017).

**Zero-tolerance policy:** The UN policy establishing that sexual exploitation and abuse by UN personnel is prohibited and that every transgression will be acted upon (UN, 2016).
1. Introduction

In 2009, I started to cover issues related to sexual exploitation and abuse for the gender unit of an international organisation, which had just signed the Statement of Commitment on Eliminating Sexual Exploitation and Abuse by UN and Non-UN Personnel (UN, 2008). The topic was fairly new to the organisation. And to myself. What an awkward feeling to discover how many stories of sexual misconduct by UN staff had occurred around the world and were well documented! And what a consternation when I found myself in front of the female gender focal point for the Korean office, who could not understand the contradiction between having our own staff visiting prostitutes at night while combatting human trafficking during the day. This well illustrated that there was still a long way to go.

Abuses and sexual misconduct have been present in the aid sector for decades (Bindel, 2018). In 2013, a UN investigation declared sexual exploitation and abuse ‘the most significant risk to UN peacekeeping missions’ (Leimbach, 2018). Nevertheless, the culture of impunity and hypocrisy still prevails. A recent report supports that one in three UN workers has been sexually harassed over the last two years (Gharib, 2019). In the momentum of the #MeToo movement started in October 2017, aid workers soon started to use the hashtag #AidToo on social media to discuss the prevalence of the topic within the industry.

On 9 February 2018, an investigation by the British newspaper The Times disclosed that, after the 2010 earthquake in Haiti, several foreign aid workers from Oxfam UK committed acts of sexual exploitation with local prostitutes – some of them underage – at a housing rented by the organisation (The Times, 2018). Oxfam then allowed three men to resign without further penalty, including the country director, and terminated four for gross misconduct. Saving the organisation’s reputation prevailed. In addition, Oxfam did not report the incidents to the Haitian authorities, assuming that any action would be taken (Ratcliffe, 2018b). Rapidly, journalists revealed that the country director had been beforehand under investigation for similar cases with other NGOs. The outrage was soon magnified by further allegations in the media of similar cases of sexual exploitation and abuse in other aid organisations. Private donations dropped. Public
funding was cut. While the general public was stunned, aid workers said this was no news. When the so-called ‘Oxfam scandal’ came to light, it was with disappointment – but no real surprise – that I realised that the topic had not really moved forward over the last decade. Other experts on the issue had made similar comments and expressed hope that the #MeToo and #AidToo movements would make a difference.

This degree project examines the #AidToo movement on Twitter and seeks to analyse its main trends and evaluates its role and potential impacts – positive and negative – on sexual exploitation and abuse in the aid sector. In recent months, how have aid organisations, donors, aid workers, whistleblowers, media, and journalists responded to the #AidToo movement? Notwithstanding, does it mean any real changes on the ground?

With those questions in mind, the paper begins offering a background overview (Section 2). It starts by setting the scene on sexual exploitation and abuse and addresses the culture of silence and impunity that prevails in the aid sector. It also discusses UN whistleblowers and retaliation, sexual misconduct among aid workers, as well as the contrast between sexual misconduct and the representation of the humanitarian worker as a heroic white saviour. After a presentation on how #AidToo movement started, the paper offers a review of existing research regarding the power of social media in communication for development and to which extend an online discussion can potentially have an impact and consequences offline. It then introduces the theoretical framework with Couldry’s concept of voice and why voices matter.

The sections 3 and 4 present the methodology and the results of an analysis conducted on the use of the #AidToo hashtag on Twitter over a ten-month period. As of the creation of the hashtag at the end of November 2017 and until the end of September 2018, over 13,000 tweets have used #AidToo in their content. What are their main trends ? This study examines who uses the hashtag, what messages they convey, where the online conversation takes place, and what the trigger events have been. It also explores existing patterns and aims to suggest predictions for the future.
The study has identified three elements of the #AidToo movement to be further discussed with a communication for development perspective. Section 5 focuses on #AidToo as a new space for discussion; on the voices of the victims that remain mostly unheard, and on potential reputational damages for aid organisations. The degree project closes with concluding points on #AidToo one year on, revises implications for the various actors, and makes some personal reflexions suggesting future research (Section 6).

2. Background

2.1 Setting the scene on sexual exploitation and abuse

“I was with my friends when I met him. He took me to one side and told me he’d pay me. Then he raped me and gave me one dollar. He told me he was going to help me but he didn’t. I never saw him again.”

Testimony of a young Congolese teenager about a UN peacekeeper (Frontline, 2018)

In 2002, Save the Children and the UNHCR (2002) published their first investigation on sexual abuse by aid workers in Guinea, Liberia and Sierra Leone. Following this publication, sexual exploitation and abuse by UN and NGO workers and peacekeepers gained wider media attention, while some measures to address these violations were developed (PSEA Task Force, n.d.).

In October 2003, the UN Secretary-General issued a bulletin, entitled Special Measures for Protection from Sexual Exploitation and Sexual Abuse, which stipulates that any acts of sexual exploitation or abuse committed by aid workers “constitute acts of serious misconduct and are therefore grounds for disciplinary measures, including summary dismissal”(UNSG, 2003). The Bulletin defines sexual exploitation as “any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another.” The term sexual abuse means the actual or threatened physical intrusion of a sexual nature. This can be by force or under unequal or coercive conditions.
Sexual exploitation and abuse by aid workers directly contradicts the principles upon which humanitarian action is based and represents a protection failure on the part of the aid community. Several organisations have adhered to a code of conduct, setting up a set of standards of behaviour that their staff are obliged to adhere to. For instance, the Bulletin prohibits sexual activity with children under 18; exchange of money, food, employment, goods, assistance, or services for sex; or using the services of sex workers. In addition, sexual relationships between humanitarian workers and beneficiaries are strongly discouraged (UNSG, 2003).

It is also stated that there is a zero-tolerance policy, according to which the organisation shall investigate all allegations of misconduct by its personnel, and when one is verified, pursue disciplinary or other action against the perpetrator. In addition, to ensure a safe environment, whistleblowers are not only protected but obliged to report when they develop concerns or suspicions. Does it really happen on the ground?

**Box 1  Sexual harassment is common and prevails in the aid sector**

“I was a UN project officer with a common 3-month contract working at the agency headquarters. I had faced misconduct from a senior colleague. Following the recommendations of my direct supervisor, I went to the ombudsman of the agency. The latter told me that other staff members had complained about the same person. Nonetheless, he warned me that getting a long-term contract with the organisation would not be possible if I would make an official complaint. He suggested that I should confront him directly instead of starting a lengthy and draining reporting process. He added that persons that did go through the official complaint were blacklisted and not hired afterwards. Ultimately, I decided not to complain as I didn’t want to jeopardize my chances for future missions and was scared to be blacklisted. The shocking thing was that I did share this with other colleagues on the floor and some of them – including women – said something like “oh that guy, he really likes women,” as if it was flattering to get hit at by a senior staff member.

Another stunning moment was after I confronted the guy in question when he came shouting out loud at the cafeteria in front of many people “if you want to get a job in Pakistan, the maximum you could be is a cleaning lady!”.”

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1 Based on personal interview with confidential source, on August and October 2018.
Even though the UN has a whistleblower protection policy and the Secretary-General has promised to change the culture of silence, UN whistleblowers’ experiences show that the policy has proved to be largely ineffective (Warah, 2018). Most UN whistleblowers have suffered severe and swift retaliation, such as the well-known cases of Kathryn Bolkovac, who disclosed acts of sexual exploitation by peacekeepers in Bosnia (Vulliamy, 2012), or Anders Kompass (see Box 2). Retaliation includes investigation for misconduct, frequent harassments, or being forced out, fired or blacklisted because they are perceived to be a threat (Warah, 2017).

The heroic aid worker

It can be argued that a major issue with sexual misconduct in the aid sector lies in the fact that the humanitarian aid workers are often portrayed as heroes. As noted by Neuman in *Dying for humanitarian ideas* (2017), for a long time, the humanitarian imagery has focused on the portrayal of the dominant saviour and the dominated victim relationship. The author argues that perpetuating the hero myth is a handy invention; “Not only does it create consensus, portraying a Western world happy to bring relief to the third world, it provides a way of disregarding the political dimensions of a crisis [...] After all, heroes are not fallible; they don’t make mistakes. They are not involved in politics. They save.” (Neuman, 2017).

For most people living in the Global North, disasters and humanitarian crisis are foreign news; Western audience receives this information which is entirely shaped by the media (Joye, 2009, p. 46). Such representations are often rooted in colonial history or are ideologically driven, through the incomplete and stereotypical portrayal of the ‘Other’ as supported by Sāïd (2003) through theories on Orientalism or by McEwan’s *Postcolonialism and Development* (2009) writings. People from the Global South are often portrayed as the exotic ‘Other’ in Western media, but this exoticism goes along with an idea of inferiority, chaos, helplessness, and suffering. As a consequence, it can be argued that there is an idea of impunity, based on in the imbalance of power, inequality and issues around lack of agency or voice within development and aid processes between ‘donors’ and ‘recipients’. Sexual misconduct in the aid sector takes place in distant and often remote countries where it is taken for granted that there is less accountability and less scrutiny. Aid workers are sent to places where they have a
high degree of anonymity, a weak protection system is established, and they likely think that they can get away without being held accountable (Sputnik, 2018).

And it is generally the case. A Frontline’s investigation has found that the French Didier Bourguet is the only civilian peacekeeper to have been jailed for sexual abuse while working abroad for the UN. It appears to be the one exception to this overall culture of immunity (Frontline, 2018). In 2017, an investigation by The Associated Press found that over the past twelve years peacekeepers and other UN personnel had faced about 2,000 allegations of sexual exploitation and abuse, including 300 involving children. It also reveals that more than 100 UN peacekeepers ran a child sex network in Haiti over a ten-year-period and nobody was ever jailed (Dodds, 2017).

**Box 2  When everyone is losing: reporting a case of sexual exploitation and abuse**

In 2014, Miranda Brown came across a terrific report which documented cases of child sexual abuses in the Central African Republic. The then Chief for East and Southern Africa at the UN Office of the High Commissioner for Human Rights (OHCHR) said that she had never seen such atrocities before. In exchange for food, young boys were apparently subjected to rape and other forms of sexual abuse by peacekeepers from France, Chad, and Equatorial Guinea. With her supervisor Anders Kompass, they reported the case first internally, then to the French authorities. They had never thought this would lead them to be considered as whistleblowers. They were both just doing their job by reporting horrific human rights abuses. French troops were sent home. A criminal investigation concluded the UN’s failure to respond to the allegations was a “gross institutional failure” (Edwards, 2018).” Eventually, despite promises, the victims in Bangui never received any psychological, health, or financial support. Most were homeless and out of school (McVeigh, 2018). After being suspended for leaking the report to French authorities, Kompass resigned due to the UN’s failure to act and hold senior officials to account (Laville, 2016). Miranda Brown lost her job due to reasons that were supposedly unrelated to the report and has suffered from significant consequences over the past years. She still hopes to eventually get her job back.

Sources: Miranda Brown (personal communication, November 19, 2018); Brown (2016)

**Sexual misconduct against aid workers too**

Sexual exploitation and abuse is a widespread issue in the aid sector, but not only for beneficiaries of the programmes (Greenwood, 2018). A 2017 report found that sexual assault against female aid workers seemed to be widespread, underreported, and
underacknowledged, with 86% of aid workers reportedly knowing a colleague who has experienced sexual violence at work, mainly from co-worker and security officers (Mazurana & Donnelly, 2017). The study also shows that most women survivors decide not to report the misconduct. Those who did were generally disappointed with the responses from their institution, as they suffered from significant personal and professional retaliations while their alleged perpetrators faced little consequences.

While many in the aid sector are fully conscious of the extent of cases of sexual harassment and assaults, it remains a common practice where impunity predominates. Acts of sexual misconduct are “seemingly brushed under the carpet for the sake of saving the noble and squeaky clean image [of the organisation]” (Houldey, 2018).

2.2 From #MeToo to the creation of the #AidToo movement

Larger #MeToo context

The #MeToo hashtag has launched a surge of solidarity against sexual harassment and abuse. For its 2017 Person of the Year, The Time magazine named ‘the breakers of silence’; instead of nominating a single personality, it opted to refer to millions of women who spoke out and shared their personal stories and to the global conversation they began (Time.com, 2017). Along the #MeToo movement, we have seen a number of high-profile sexual harassment cases become public, and many institutions taking concrete steps to ensure that people are held accountable. Many industries started to look at the issue more closely. In addition, the #MeToo movement has brought to light that sexual harassment and abuse affects any section of society in which there is an imbalance of power.

On 28 October 2017, The Times revealed simultaneously two cases of sexual harassment by Oxfam workers. First, Lesley Agams, former Oxfam country director in Nigeria, reported a sexual assault from a senior colleague in 2010 and was dismissed by the same man three months later ‘on performance issues.’ Oxfam’s top management later rejected her appeals against the dismissal (O’Neill, 2017a).
The same British newspaper also disclosed that seven Oxfam country directors in Asia, Africa and Latin America have been investigated over the previous year regarding serious allegations, including cases of sexual harassment and covering up evidence of sexual exploitation. As a consequence, the UK Department for International Development (DFID) urged Oxfam to investigate the allegations “as a matter of urgency”, while the UK Charity Commission was concerned that trustees were kept in ignorance (O’Neill, 2017b).

Agams said she was triggered by the Harvey Weinstein’s revelations and the #MeToo momentum; she felt she had to share her experience to demonstrate that even in the aid sector women are assaulted and harassed (O’Neill, 2017a). Since she started to speak out about what happened to her, many women with similar experience – and notably across African countries – got in touch with her (O’Neill, 2017b). Following the revelations, there was a hope that the media attention received would “inspire change within the sector” because the situation was judged as “unacceptable” (Edwards, 2017d). At the same time, concerns were raised among aid workers that negative media attention could instead discourage organisations from reinforcing their reporting mechanism (Edwards, 2017e).

**Devex launched the #AidToo campaign**

As previously states, sexual assault and harassment represent a major issue across the international development industry, with more than five out of six aid workers knowing a colleague who is a survivor of sexual violence associated to their work (Mazurana & Donnelly, 2017, p. 15). The media platform for the global development community Devex had been investigating stories of sexual harassment and assault within the aid and development for several months: in addition to reporting on the Oxfam revelations, Devex’s reporter Sophie Edwards went from presenting stories from survivors of sexual assault and harassment in February to discussing UN ‘toxic tolerance’ of sexual abuse of aid workers in June, or covering the findings of an investigations by the NGO Report The Abuse in August (2017a, 2017b, 2017c). As the #MeToo movement was prompting changes across Hollywood, the media, sports, and politics, Devex said it was time to hold the aid sector accountable, too.
In the framework of its coverage of sexual violence in global development, Devex launched #AidToo, “a digital conversation about the breadth of — and solutions to — sexual harassment and assault in the aid industry.” On 29 November 2017, Devex (@devex) posted a tweet with the very first #AidToo hashtag (see Photo 1). “Media. Entertainment. Politics. It’s time to talk about aid, too.” The post announced a forthcoming live chat on how organisations could respond to sexual violence in the aid industry.

Photo 1 First tweet using #AidToo, posted by Devex on 29 November 2017

Four hours later, Devex posted another tweet presenting a new Facebook live event on sexual violence in global development (see Photo 2). Over the next day, Devex followed up with a reminder and an invitation to contact them with any tip or story to share. Those first three original tweets received little engagement, with a dozen retweets each and a couple of favourites.

During the Facebook live event on 1 December 2017, managing editor Paul Harris emphasised that Devex wanted to provide a platform for this conversation. While #MeToo had spread across other industries, he said that the aid and development sector needed to recognise the shift happening with #MeToo and to become part of it. Reporter Sophie Edwards stressed that the issue had been totally underreported and
kept secret while it was highly prevalent; research and data were scarce; and survivors were frequently worried, insisting on the anonymous nature of their testimonies.

Photo 2  Devex Facebook live event on #AidToo

Then, on 6 December 2017, Devex’s live conversation on Twitter took place. Announced as the “#AidToo Twitter chat”, it examined how aid and development organisations should respond to sexual misconduct and suggested prevention policies, with eight questions successively tweeted.² It can be argued that this initial event received little engagement: each question ‘received’ between one and ten replies. Nonetheless, the overall engagement for that day was one of the highest for the #AidToo hashtag (see Section 4.2).

2.3 The power of a social media hashtag

A new source of power

From the Arab revolutions to #BlackLivesMatter and #MeToo, nowadays the voices of dissent have increasingly been conveyed as a result of the development of the Internet. Social media in particular, with its explosion of users worldwide, offer citizens and activists with unique tools to communicate their ideas, mobilise support, and take action

² The questions addressed the main advice for aid organisations; specific challenges for the sector and associated solutions; best practices to handle allegations; conducive environment for reporting; prevention policy; and how to make the topic a priority for aid agencies (Midden & Deshmukh, 2017).
outside established hierarchical power structures (de Ville, 2013). Platforms such as Facebook, Twitter, and YouTube have revolutionised the way information is produced and shared as everyone is encouraged to participate, which reinforces solidarity and collective identity (Brunsting & Postmes, 2002).

Nonetheless, the true significance of social media resides in their ability to near-instantly spread information – on a global scale and with different viewpoints – that might otherwise be ignored by traditional media (Guo & Saxton, 2014) or never reach a large audience (Mirani, 2010). Through the spread of knowledge, online activism increases people’s awareness, stimulates changes, and influences opinions across the world (Leonard, 2009; Lewis, Gray, & Meierhenrich, 2014). Mirani (2010) even claimed that “the revolution will be indeed be tweeted.” Another important element is that social media can trigger those in the position of power to become more transparent, more accountable, and to protect human rights and democracy (de Ville, 2013).

Controversial impacts of slacktivism

Everyone can be an ‘armchair activist’ noted Tostevin (2014), but do the contributions have any real impact? Criticism supports that online activism – also referred as slacktivism – is largely ineffective, creates ‘an illusion of activism’ (Lewis et al., 2014), or represents ‘a waste of time at their best’ (Dunning, 2014). Some argue that not only it is vain but harmful as slacktivism campaigns can be misleading because they are either based on bad information (Dunning, 2014) or creating social stereotypes (Morozov, 2014). Regarding the relationship between online activism and offline participation, opinions widely differ. Some argue that slacktivism prevents or reduces real-life political participation (Gladwell, 2010), while some research support that online activists are actually more likely to take meaningful actions (Ogilvy PR & CSIC, 2011). Additional research supports a neutral consensus with slacktivism not interfering nor replacing real-life activities (Christensen, 2011).

Encountered risks for activists

Other studies warn against state surveillance and the risks engendered for activists (de Ville, 2013; Ghobadi & Clegg, 2015). Any mistake or abuse can trigger online retaliation and may take proportions that may be hard to control or to predict. Social media
protests provoke the ruling elites into action, resulting in countermeasures, such as intensified surveillance to track activists. Monitoring and recording online communications and phone calls, extracting user data and storing private information, blocking online access, tracking down specific persons, or manipulating voting patterns are acts that well illustrate how states – their turn – can use digital networks to control the population, in the name of security. Those intrusive measures also concern ‘democratic’ regimes.

Ghobadi and Clegg (2015) suggest that “online activism could prompt reactions that will result in unintended and long-lasting consequences for the activists involved.” While the authors acknowledge that online activism provides a temporary shock to the organisational elites, helps organise collective actions, and amplifies the conditions for movements to form, one needs to consider the complex relationship between activists and targeted groups and be aware that outcomes are difficult to predict. Among sexual exploitation and abuse (SEA) whistleblowers, some are similarly “scarred going on social media”, as it represents a vast potential for intrusion into an individual’s life.3

Success and backlash of social media campaign: A illustration with #KONY2012

The ‘Kony 2012’ video represents a vibrant illustration of the opportunities, controversial impacts, and evolution over time of online campaigns. Produced by the San Diego-based organisation Invisible Children, Kony 2012 aimed to both stop Ugandan rebel leader Joseph Kony and raise awareness about the use of child soldiers by the Lord’s Resistance Army (LRA). By public mobilisation, largely online, the campaign wanted to make those children visible. The message was simple: the world needed to come together to ‘stop Kony’. And so was the rule: go out and be loud. That video has become the most viral ever, with over 100 million views on YouTube (Invisible Children, 2012), and Invisible Children raised US $28 million in 2012 (Taub, 2012; Taylor, 2014). On the other hand, to date, Joseph Kony is still free and the LRA still exists.

Kony 2012’s outreach was exceptional. But the campaign was highly controversial and the initial success quickly engendered severe criticism. In Beyond Kony2012, Amanda Taub (2012) stresses that the campaign offered an oversimplified and sometimes

3 Author interview with confidential source, November 2018.
misleading narrative, failed to provide a context about the conflict, and portrayed African as either helpless victims or heartless killers. Dunning (2014) further stated that Kony 2012 well exemplified how slacktivism can be used to exploit others as the money received was not used to stop Kony but to make another movie. In his opinion, raising awareness was not even useful.

The message might have been simplified, nevertheless according to Matthew Green (2012), the slacktivists behind the video had “achieved more with their 30-minute video than battalions of diplomats, NGO workers and journalists have since the conflict began 26 years ago.” In ‘Tweeting social change: How social media are changing non-profit advocacy’, Guo & Saxton (2014) emphasises that Kony 2012 video campaign provides a vivid example of how the Internet has created new opportunities for advocacy organisations to engage stakeholders and influence public policy. Moving away from #KONY2012 to the lesser #AidToo, online activism and social media can represent an opportunity as a wake-up call for the sector.

2.4 The concept of the voice as a framework

Nick Couldry defines voice as the ability of human ‘to give an account of themselves and of their place in the world’ (2010, p. 1). Nonetheless, he warns that giving an account or to speak up is not enough; how voice is valued – or not valued – is what truly matters. The emphasis lies in the fact that listening is equally important as speaking. Our stories can only become meaningful if others listen to them in a significant manner. When our accounts are taken seriously, they give a sense that we count and that our lives have both value and significance.

His concept of voice is of relevance for this degree project as the #AidToo movement is rooted in the emergence of new voices to break the silence regarding the prevalence of sexual abuse and assault in the aid sector. Voices have developed and spread in the form of a larger social movement where social media offer the means for people to give an account for themselves. For Couldry, narrative and voice are closely connected to agency expressed as democratic process (2010, p. 8). In the #AidToo context, this is particularly important as sexual assault and abuse is underreported,
underacknowledged, and deeply rooted in power imbalances. The capacity of news media and social media to enable and facilitate storytelling, as well as creating new narratives and interpretations is essential to give voice and broaden participation in debate.

Throughout history, the ability to speak and to be heard has been central to the notion of democracy; people are usually invited to share their opinion, to comment, and to participate as an essential part of the democratic process. Nonetheless, at the same time the consequences of neoliberalism are the increasingly unequal distribution of resources, as well as greater inequalities between and within countries. Couldry supports that in reality ‘neoliberal democracy’ is an oxymoron, as he refers to ‘a particular illusion of democracy’ where contemporary media gives voice to only a few and where the voice has been sacrificed. Similarly in #AidToo, the coverage of cases or allegations of sexual misconduct in aid organisations is detrimental to the organisation’s image and reputation. The priority often resides in saving the reputation at the expense of the victims and their support.

3. Methodology

3.1 Research methods

In this degree project, I seek to evaluate the impacts that the #AidToo hashtag on Twitter can achieve on SEA in the aid sector. In order to address this question, the #AidToo movement was examined by extracting historical data related to the #AidToo hashtag on Twitter over a ten-month period and conducting a thorough quantitative analysis.

By seeking to measure the impacts of a hashtag on the ground for a specific topic, this move the Internet research beyond the pure study of social media or online culture. Richard Rogers (Rogers, 2015) refers to ‘digital methods’ when the study of social media aims to learn something about society. Digital methods refer to techniques for the study of societal change and cultural condition with online data, where the online methods is repurposed with a social research outlook.
In parallel, I carried out a review of scholarly and grey literature on SEA, while surveillance of newspaper articles and news media was conducted. Magazines, guest columns, blog entries, and posts on social media constituted supplementary sources. In addition, semi-structured in-depth interviews were conducted as a complementary source of data collection to corroborate, validate, and complete the collected information. The main interviewees included the highest contributor to the movement, an associate editor who was part of the creation of the hashtag, and a UN whistleblower on SEA.

Having previously worked on the topic of PSEA, I find the magnitude of the problem disturbing while the topic has never really received the attention it deserved. To clarify my own position in the project, I can specify that I am not an active social media user, however I was interested in assessing whether the #AidToo campaign could help make the topic more visible. Being based near Geneva, I was privileged with access to numeral aid and development organisations, to whistleblowers and experts. I could also attend some events in person. Nonetheless, this only accentuates the headquarters and policy-level perspective that may potentially bias my research. Finally, being a woman certainly helped to collect stories from friends in the sector and to gain trust more easily in the course of my interviews.

3.2 Data collection and analysis

Although tweets are publicly available, the first step consisted in the creation of a Twitter account to explore the #AidToo hashtag and related discussion on the topic. I opted to use a passive account; the main goal was to browse through the tweets, follow key stakeholders on #AidToo, and to read relevant linked articles. Although the interference would have been very limited, I preferred to remain passive to not affect the data of the study. Regarding the data collection, the principal interrogation involved how to collect it and on which time period.

Selection of an adequate analytical tool

Given the large data – initially roughly estimated at about 1,000 tweets per month – I have revised various online tools which compile existing tweets based on selected
indicators, such as frequency, timeline, authors, content, location, language, impacts, related hashtags, images and links, likes and retweets, etc. Over ten online tools for Twitter hashtag historical data analysis were tested – usually through a free limited plan – and the indicators were compared. The main criteria for the tool selection were: (1) to provide historical data to cover the full intended period [1 Dec 2017 - 30 Sept 2018]; (2) to offer data for selected indicators; (3) to be exportable into a CVS format; (4) to offer a plan at a decent price; and finally (5) to be a responsive company.

First, some tools seemed to exclusively offer present hashtag tracking while some other tools only provided up to 30 days of historical data. In addition, several companies never replied despite contacting them through different means. Additional companies were evicted from the selection as their quotes were higher than others which seemed to provide similar results, according to the needs of the present research.

Tweet Binder (https://www.tweetbinder.com) and Vicinitas (https://www.vicinitas.io) both offered a plan between US$ 200 and US$ 250, an exportable dataset, and very prompt customer service. Tweet Binder offers a large sample of analysed results with an attractive and intuitive visual, while Vicinitas delivers a larger range of rough data that needs to be analysed. The final choice was to conduct the analysis with the latter, as it provides all tweets under the same dataset, with indicators deemed useful for the analysis, such as screen name, tweet text, device source, date and time, engagement, favourites, retweets, influence, tweet type, video or photo, and links. A separate datasheet for users includes screen name and user’s name, bio, location, language, following, followers, total posts, and favourites. In addition, the tool offers posts and engagement timeline, related used hashtags, mentioned users, sentiment distribution and timeline, as well as word cloud.

Selected timeframe

The analysis was initially to be conducted during a six- to eight-month period, starting shortly before the Oxfam scandal in February 2018. It was later discovered that the #AidToo hashtag started to be used in 2017, at the very end of November. Therefore, it was decided to start on 1 December 2017 until the end of September 2018, in order to cover a ten-month period. The quantitative analysis explores tweets with the #AidToo
hashtag during that specific timeframe. Earlier tweets – eight original tweets plus 29 retweets – from 29 and 30 November were discussed in the section of the birth of the hashtag (Section 2.2), but not counted within the quantitative analysis in the next section.

**Methods for analysis**

With a dataset of above 13,000 tweets, it was difficult to examine the content of each post. Instead, the study focuses on main trends and measure the general volume of tweets. For instance, it seeks to analyse who are the major contributors, where the tweets come from, what were the trigger events for the movement, and which were the most engaging posts. In addition to the rough CVS datasets provided by Vicinitas, the analysis was also based on their online analytical report (Vicinitas, 2018) and on the Twitter advanced search function, notably to search by date (Twitter, n.d.). The online interactive report included additional methods, such as sentiment analysis (distribution and timeline), mapping, and word cloud.

### 3.3 Shortcoming and limitations

**First tweets excluded.** The historical tracking was initially requested to Vicinitas as of December 2017 and until end of September 2018, in order to start with the Devex online chat on 6 December. I later discovered that the first #AidToo tweet was posted on 29 November and that a total of 37 posts were dated of 29 and 30 November. It was decided to conserve the initial timeframe in order to work with complete months. Those tweets from November are thus excluded from the following analysis.

**Timeframe.** The dataset was requested to Vicinitas in early October and therefore the period covered terminated at the end of September. Nonetheless, I regret that the timeframe of the analysed period did not cover the month of October as several events took place, and in particular the Safeguarding Summit. It would have been interesting to see how the #AidToo discussion was moving in relation to that event. Having been able to cover a full year would have been ideal to use the largest sample possible but was not a good fit with the academic schedule.
Accuracy of the data. Counting tweets can be tricky and results tend to show an important variation. In addition, the online results provided by Vicinitas also offered different findings from the ones I could calculate from their rough data. Vicinitas explained that the difference was mainly due to an approximation method used in the online results which produced a value typically 3-5% deviation from the accurate result, in order to compute complex techniques significantly faster (over ten times) at the cost of a small loss in accuracy (Vicinitas, personal communication, December 8, 2018). I, therefore, used the CVS data as the most accurate version of the tweets since the online results were marginally different. Finally, some of the results are based on a sample of tweets only, for instance, those where geolocation has to be enabled by the user. Users with private profiles are not included in the dataset either (see Section 4.3). This distorts the findings to some extent, although the main trends can be observed.

Interpretation of results. The innovativeness of the research is based on the fact that the topic is fairly new and that there is no available literature on it, yet. Likewise, the collected data is only a couple of months old. At the time of writing, it is still too soon to know the impacts of the #AidToo movement, and it is therefore complex to have no results to corroborate with. It consequently often felt difficult to make sense of the statistics, and in particular to interpret the findings with a view to measure social change.

4. Results and analysis

Based on the Twitter historical data for the #AidToo hashtag, this section presents the main findings of the study. For more comprehensive results, see the Appendices 1 and 2 with additional figures and tables. The quantitative analysis results are completed and corroborated when possible with additional sources, such as articles and interviews.

4.1 The How Many: An overview of the results

Out of all the contributors, 821 have written original tweets (15.8%), while the vast majority (84.2%) have uniquely posted retweets or replies. On average, about 43 tweets with #AidToo content were posted each day or about 300 per week. The engagement is
estimated at about 27,000, which sums favourites and retweets received by all the posts with #AidToo content. Of those, there are slightly more favourites (56.2%) than retweets (43.8%), with a daily average of 50 favourites for 39 retweets.

Figure 1 Content insights

Besides the volume of posts, the other manner to measure virality on Twitter is the influence or impression — how many people potentially saw those posts, based on each contributor’s followers. For the given study, the influence is of 117 million. Each contributor has an average of 5,107 followers.

Figure 2 #AidToo posts distribution

The virality of #AidToo has remained modest. Nonetheless, what do we expect by receiving more retweets or more likes? Will it always translate into an increased visibility of the issue and thus a better response to address it? As Couldry (2010) asserts, the answer lies much deeper than simply calling for more voices. It is essential to know that the voice matters. While interpreting those above statistics, one cannot assume that the
more the better. Higher number of tweets or of overall engagement is therefore not necessarily connected to progressive social changes on the ground.

From a statistical perspective, the precision and accuracy of the data are difficult to assess. The company Talkwalker estimated that there was a total of 23,400 uses of the hashtag #AidToo in the time period (between 1 December 2017 and 9 October 2018) across all channels – social platforms, online news, blogs, forums, tv, radio, newspapers – with 22,400 of these coming from Twitter (Charlie Wood, Talkwalker, personal communication, October 9, 2018). This count estimate varies significantly from the 13,055 posts mentioned hereabove (-41.7%). Such a large difference can be partially explained as the count estimate provided by the Twitter API is usually much higher than the actual tweets found. For instance, the ‘count’ for the specific query during the month of July shows 3,617 tweets but Vicinitas only found 2,632 (-27.2%). Similarly, for September, ‘count’ shows 787 entries compared to 522 found (-33.7%). According to Vicinitas, this is probably because when users delete their posts or their account, such operations are not used in updating the ‘count’, resulting in a higher estimate than the actual tweets found (Vicinitas, personal communication, October 18, 2018). Twitter, in its official documentation, underlines that counts are only an estimate and that one cannot expect that the ‘count’ given will equal the number of activities returned. Therefore, the total of activities does not reflect any tweet removal, while some tweets may be unavailable due to ‘user compliance actions’. This will be later illustrated and further discussed in Section 4.3.

Which devices are used to tweet on #AidToo? The study finds that desktop/web and iPhone consist of the main devices, while Android also comes at the third choice. To compare with, on average 80% of Twitter users are on mobile (Aslam, 2018). The rather large proportion of desktop/web (from 30 to 50%) may suggest that the related users

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4 In computer programming, an application programming interface (API) is a set of subroutine definitions, communication protocols, and tools for building software.

5 “Counts are only an estimate. It shouldn’t be expected that the count you receive will be the exact number of activities returned. However, you can and should expect that counts will always return a higher value than the number of activities returned via the data endpoints. […] The counts delivered through this endpoint reflect the number of Tweets that occurred and do not reflect any later compliance events (deletions, scrub geos). Some Tweets counted may not be available via data endpoint due to user compliance actions.” (Twitter developer, n.d.)
are in a professional environment when tweeting. This is corroborated by the findings regarding the main users of #AidToo – institutional account for news media and NGOs, in addition to individual advocates, including current and former aid workers.

4.2 The When: Timeline and review of most influential events

It can be argued that online engagement on #AidToo reflects the degree of public interest on the issue and, to a larger extent, offline responses. When the engagement is high, this can therefore translate into opportunities for social change. While I initially expected the hashtag to be scarcely used before February 2018, and then gaining momentum with the Oxfam scandal, the results show another pattern, with high performances on specific key dates discussed below (see Figure 3 below; Appendix 1, p. 60). By exploring these days, we can associate events that triggered particular online attention.

6 December 2017: Devex launched the #AidToo campaign

The most unexpected trend is a single pick on 6 December, when Devex launched its Twitter live chat on sexual violence in the aid industry, with several experts responding a set of eight questions on the issue. The high number of tweets and traffic that day was due to good participation in that Devex live conversation, and to the individual answers which have been retweeted and commented; there was a total of 817 posts compared to the 43 average posts per day. Following the Devex online chat, the #AidToo conversation focuses more on sexual harassment against aid workers than against beneficiaries of programmes as the top tweets and top hashtags for the months of December and January illustrate (see Appendix 2, pp. 68-69).

9 February 2018: The Oxfam scandal in Haiti makes the news headline

On 9 February, The Times (2018) runs the headline ‘Oxfam’s Shame’ and presents a full investigation, stating that “the unforgivable behaviour of charity staff in Haiti after its catastrophic earthquake should have been dealt with transparently, not swept under the carpet.” It will soon be referred to as the ‘Oxfam scandal’ and its multiple disclosures

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6 For a review of the live discussion, see Midden and Deshmukh (2017).
had major consequences for the organisation and the aid sector in general. Oxfam itself has acknowledged that this has been a “painful but needed moment” (IRIN & Graduate Institute, 2018). However, after low #AidToo activity in January, there is no prompt pick when the scandal was revealed. It actually took several days for the #AidToo hashtag to be associated with the event and then to see a steady expansion until the end of April. Subsequently, many hidden cases of sexual misconduct have come to light, involving a large range of NGOs and international organisations – including Oxfam, Save the Children, the International Committee of the Red Cross (ICRC), Médecins Sans Frontières (MSF), the International Rescue Committee (IRC), UNICEF, or DFID (BBC News, 2018; Le Figaro, 2018). The Oxfam scandal was not an end itself, but a mean as it resonated with many widespread similar stories. In February, #PSEA became a significant hashtag used along with #AidToo; this supports that the global conversation moves toward specific cases of sexual exploitation and abuse of beneficiaries.

Figure 3  Timeline of Twitter posts with #AidToo content, highlighting spikes in response to major news events, Dec 2017-Oct 2018

8 March 2018: The open letter calling for urgent reforms

On the International Women’s Day, deeply concerned that the culture of silence, intimidation and abuse continues as soon as the media spotlight on SEA begins to dim, more than a thousand female aid workers from around the world urge reform in an open letter calling to restore trust in the sector, take action, and better protect staff who report sexual misconduct (Sexual Harassment, 2018).
22 March 2018: IRIN event on #AidToo

Within the period following the Oxfam article in The Times, there is a pick of activity on 22 March 2018. This coincides with the event “The humanitarian #MeToo moment - where do we go from here?”, held at the Graduate Institute in Geneva and co-hosted by IRIN News. IRIN News (@irinnews) presented the panel as a “#AidToo event” and it was actively discussed on Twitter.

28 March 2018: #AidToo collective pledge and others

Three concurrent events seem to be covered on tweets dated of 28 March: (1) a video published with former Prime Minister of New Zealand and former UNDP Administrator UNDP Helen Clark on #AidToo (Devex, 2018); (2) an #AidToo collective pledge fighting sexual exploitation, harassment and abuse in the NGO community signed by 100+ CEOs (InterAction, 2018); and (3) an event on “#AidToo: politics, power and safeguarding in international aid” at the Blavatnik School of Government (University of Oxford, 2018).

7 July 2018

Another key date was 7 July 2018, with the exposure of the arrest of Joel Davis, a 22-year-old ‘humanitarian’ charged with child pornography and an attempt to arrange the rape of two young children while he was the director of the International Campaign to Stop Rape and Gender Violence in Conflict (Ratcliffe, 2018a; Vos, 2018). Interestingly, there are only four tweets that day, but 365 retweets.

29-31 July 2018

Finally, the #AidToo hashtag was very active toward the end of July, especially on 29 and 31. Posts on 29 July refer to the release of the full 2002 Report by the UNHCR and Save the Children on sexual violence and exploitation in West Africa. A single tweet by Elizabeth Lea Vos was retweeted 410 times and was a favourite 318 times. On 31 July, the UK International Development Committee (IDC) published a report following a six-month investigation on PSEA. It finds that NGOs have failed to tackle sexual exploitation and abuse, that abuses by aid workers and UN peacekeepers still take place in developing countries – including in war zones and refugee camps where human trafficking and prostitution are commonplace –, and warns that the aid sector is guilty
of “complacency verging on complicity” over sexual exploitation and abuse (Dearden, 2018; UK Parliament, 2018).

**Future projection**

By examining the posts timeline by month (see Appendix 2), there is decreasing #AidToo activity and engagement in August and even less in September. Nonetheless, I support that this does not forecast the rapid end of the hashtag. I expect that the last quarter of 2018 has even strengthened the movement. First, the International Safeguarding Summit organised by DFID on 22 October 2018 was a much-expected event, as an aftermath of the Oxfam scandal, and had been widely discussed on Twitter. Second, several academic panel discussions on #AidToo took place in Geneva, London, and Washington D.C. between the months of October and December 2018. In addition, new cases of sexual misconduct were revealed by journalists, while #AidToo and #MeToo were discussed in the framework of their first year anniversary.

4.3 The Who: Major contributors to the movement

**Most active contributors**

By examining the contributors who are the most actively using #AidToo, we notice a combination of (former) aid workers – including whistleblowers and victims –, PSEA experts and communications specialists, NGOs, as well as news media and journalists (see Figure 4). The top user is Inclusion Rider (@tinatinde) with 598 posts, which sums up for 4.6% of the total #AidToo posts. She is a gender and diversity coordinator with the International Federation of Red Cross and Red Crescent Societies (IFRC).

With twice less posts, there is then Joao Henriques (@JoaoHen33584130), whose profile does not provide any information. With relatively few followers, his impact and engagement are low but he is still the second most active user. His contribution exclusively encompasses retweets. Then follows two news media organisations: Devex, the media platform for the global development community which launched the #AidToo campaign, and IRIN, the world’s leading provider of humanitarian news and analysis.
In the following positions, we find three activists and whistleblowers who have been engaged on #AidToo. Shaista Aziz (@shaistaAziz) is a journalist, former aid worker and co-founder of the NGO Safe Space. She regularly writes op-eds for *The Guardian* on the topic. Megan Nobert (@megan_nobert) is the founder of Report the Abuse and was the victim of sexual assault while on a humanitarian assignment. Alexia Pepper de Caires (@je_ne_tweet_pas) is also a co-founder of the NGO Safe Space. Winner of the 2017 Humanitarian award, she also became notorious for having stepped on stage and interrupting the UK international development secretary Penny Mordaunt at the International Safeguarding Summit last October, where she urged for having a space for victims at the event.

**Figure 4** Major contributors, with most #AidToo posts, and their respective engagement

![Graph showing engagement and posts](image)

**Largest engagement**

Elizabeth Lea Vos is far behind in term of volume of posts (50), but she has a comparatively extensive engagement and constitutes the most engaging contributor by large. Her tweets will be further discussed in Section 4.5. The most popular contributor to an #AidToo tweet was the *New York Times*, with about 1,900,000 followers (see Photo...
3). Other most popular contributors consisted of NGOs – CARE, Refugees International, Mercy Corps – and media – Aftenposten (Norway), Nonprofit Quarterly, CBC the current, and later IRIN and Devex.

Having the right person who retweets and shares a post is essential on Twitter as it can make a significant change. #MeToo is a good example of how a hashtag can become viral overnight, thanks to an influential person. In October 2017, the actress Alyssa Milano wrote a tweet inviting people to reply with MeToo if they had been sexually harassed or assaulted. Overnight, 30,000 people had used #MeToo (Time.com, 2017).

**Photo 3  The one tweet written by the New York Times with #AidToo**

Users with most influence include individual activists, media, and NGOs. In terms of impact, the number of followers can make a tremendous difference. Inclusion Rider, Devex, and IRIN are the contributors who have generated the highest number of total impressions (see Appendix 1). CARE and the New York Times are also ranked in the top ten, although they respectively have only one and two posts on the content.
Some users have even incorporated #AidToo in their profile description, making a stance and reflecting a strong engagement on the topic.

**Gender split**

Data and breakdown on gender are not available by Vicinitas. Since I expected the discussion to be largely led by women, a basic online analysis was conducted with the tool Followthehashtag in order to obtain some references on the question (Followthehashtag, 2018). The findings are based on users who have added gender in their Twitter data. Results show that women are slightly more engaged than men on the topic as they counted between half and about two third of the contributors of #AidToo posts.

**The Absentees**

The present study observes that not all #AidToo contributors are included in the results. For instance, Lori Handrahan (@LoriHandrahan2) is absent from the list of user while she is very active on #AidToo. It was found that she made her tweets protected for a short period, which coincides with the date of the data collection (G. T. Tinde, personal communication, November 14, 2018). Protected tweets do not appear in search engines and third-party sites are not able to archive them. Therefore, any previous tweets do not appear in the results. Based on the significant amount of #AidToo tweets she has written, this substantially alters the results of the analysis. It also informs that other users can be similarly absent from the findings of the study.

While it is relevant to review who has been using #AidToo, it is equally significant to observe who has not as some individuals and organisations appear to avoid the hashtag. Indeed, by searching for “sexual exploitation and abuse”, numerous posts result written by UN agencies, including the World Health Organization (@WHO), the United Nations

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7 Three distinct analyses were requested between September and mid-December, covering from one to five weeks.
8 “If you at one time had public Tweets (before protecting your Tweets), those Tweets will no longer be public or appear in public Twitter search results. However, unprotected your Tweets will cause any previously protected Tweets to be made public. [...] If you at one time had public Tweets (before protecting your Tweets), those Tweets will no longer be public or appear in public Twitter search results. However, unprotected your Tweets will cause any previously protected Tweets to be made public.” (Twitter Help Center, n.d.)
It is key to keep in mind that the research focuses on #AidToo users, however, one should consider those who do not refer to the hashtag and the reason behind. I would support that #AidToo is associated with whistleblowers and a quest for justice, from which some aid organisations may prefer distancing themselves. The movement is mainly used by journalists and aid workers to reveal allegations and can be critical towards aid organisations. It may be easier to preserve one’s online reputation by remaining away from using #AidToo. Nonetheless, this element would need a deeper analysis, notably by exploring how organisations communicate on PSEA.

4.4 The Where: #AidToo on Twitter, a merely Northern conversation?

Geolocation

Where is the #AidToo conversation taking place? In which countries? The distribution is available, however exclusively for geotagged tweets; those represent only 1.8% of the total tweets in the study. This clearly shows that the country analysis is based on a small representation, and while the results can be of relevance, they have to be taken with precaution. The #AidToo hashtag has been used mainly in three countries: Switzerland (55.0%), the US (20.5%), and the UK (12.3%). Eight out of ten geotagged posts come from those three countries. Switzerland can be explained by its hub for international organisations, but as well since two major users – Inclusion Rider and IRIN – are based in Geneva. Several media and aid organisations are based in the US, while the #AidToo campaign and the Oxfam scandal both started in the UK.

The following countries – Thailand, France, Kenya, Panama, Serbia, Canada, and Norway – only count each 5 or less initial tweets (see Appendix 1, p. 63):. This can largely suggest that even when the countries are from the Global South, it refers more to international aid workers as Bangkok, Nairobi, and Panama host regional offices for the UN and other large international organisations and NGOs.

In brief, the movement has not really spread out and remains essentially a Northern conversation at policy and political level. Nonetheless, through another analysis by Followthehashtag (2018), the geolocation results for a 36 days analysis conducted from
7 November until 14 December 2018 seem to include more diversity, with geotags from South America, Australia and South East Asia, Eastern Europe, the Middle East, and notably different regions in Africa (see Figure 5). The cities are no longer only capitals. This may suggest that the movement is slowly reaching out to countries outside of the US, the UK and Switzerland, and getting to field locations. Nonetheless, the incidence in Latin America, Central Asia, and in the Middle East is very limited. What are the reasons behind? Is it a true lack of interest or is there issues based on language barriers, culture, or security?

![Figure 5: Geolocation of #AidToo posts, 7 Nov –14 Dec 2018](source: Followthehashtag (2018))

**Languages**

Almost all posts with the hashtag were written in English. Hardly more than 1% were written in other languages, such as Norwegian, French, German, Dutch, Spanish, or Nepali. About 230 tweets fall under the category “undetermined”; these are posts containing merely hashtags, users’ names, and links. The language used is therefore in line with the above geolocation, which is concentrated on headquarters for international organisations and diplomacy. While #MeToo has been translated into foreign hashtags such as #Balancetonporc in French or #Yotambien in Spanish, this was apparently not the case for #AidToo.
The research shows that the Global South is poorly represented in the #AidToo discussion, which remains firmly between Geneva, Washington D.C., New York, and London. In considering this result, one should take into consideration that Twitter itself is an essentially Northern forum, with 79% of its users based in the US (Aslam, 2018). In that in mind, we can wonder how to expect to hear the voice of the victims from the Global South.

4.5 The What: Most tweets with informative content

#MeToo has initially served to share personal stories of sexual harassment. #AidToo was created in the same line – using the #MeToo momentum – when Devex called for stories from the aid sector. Nonetheless, the hashtag is mostly used to share news articles and pieces of grey literature on the topic and, in the end, it is traditionally not the place to blow the whistle as #MeToo has been.

Most popular tweets

The study about the most popular tweets has revealed one specific contributor who was not particularly vocal on the issue: Elizabeth Lea Vos (@elizabethleavos). Out of the ten tweets that were most retweeted and most liked, she posted six. By examining the top twenty, she posted fourteen. Elizabeth Lea Vos is the editor in chief of Disobedient Media, an independent media company. While one could have expected to see more well-known contributors in the most popular tweets, it is interesting to note that this in contrast the majority of them are written by the same person and at the same time period.

In the most popular tweet, Vos notes on 28 July that the UK Parliament has published the full 2002 UN report on sex for aid in West Africa. It received 318 likes and was retweeted 410 times. That tweet was part of a thread of 15 messages from Vos, which also included other top tweets (for details, see Appendix 1, p. 64). Out of the 13,000 posts of the analysis, there were eight tweets that were retweeted more than 100 times each. They account for over 1,600 posts (12.3%) of the total posts captured.
Related hashtags

The main hashtag used along #AidToo is #MeToo, which was added to 44% of the posts. This may be explained as it provides an opportunity for more visibility to the #AidToo discussion, to keep a strong connection with #MeToo, or a combination of both. #MeToo is also the first hashtag used in every single month, showing consistency compared to other used hashtags that fluctuate with events, such as #Oxfam, #Haiti, #JoelDavis, or #aidopenletter (see Figure 6). Additional hashtags targeted sexual scandals with #Timesup or #MeTooUN.

Figure 6  Hashtags used along the analysed #AidToo posts

Mentioned users

By exploring the users who were most mentioned in the posts, the top three positions reflect the top #AidToo contributors (see Figure 4) with @devex, @tinatinde, and @irinnews (see Appendix 1, p. 65). Whistleblowers @megan_nobert and @shaistaaziz were frequently referenced to, along with several journalists (@hebajournalist, @benparker140). While tweets posted by @lorihandrahans2 are not included in the results, the user is still the 6th most mentioned user under the hashtag. Organisations
such as @interactionorg, @un, @commonsidc, @oxfam also make the top mentions. In addition, it is important to note that the UN is a significant example of an organisation who is often mentioned but who does not refer to #AidToo in its communication.

**Word cloud**

By comparing the word clouds for the ten weeks before and after the disclosure of the Oxfam scandal, we can note a shift in the discourse (see Figure 7). Before, the keywords are ‘sexual violence, harassment, and assault’ while after the focus is on ‘sexual abuse, harassment, and exploitation’. The concepts of ‘power’ and ‘safeguarding’ appear after, along with ‘change’ and ‘accountability’. At the beginning, it centred around ‘respond(ing)’ and ‘policies’.

**Figure 7 Comparison of word clouds ten weeks before and after the Oxfam scandal**

![Word Cloud](image)

*Note:* The cloud above illustrates the visual representation of tweets’ text data word from 1 December 2017 to 9 February 2018, while the set timeframe for the below cloud is from 10 February until 20 April 2018.

**Sentiments**

Sentiment analysis is the measurement of positive and negative language in order to discern the subjective opinion of the tweets. In addition to a third of the posts noted as ‘neutral’, it overall finds that the #AidToo posts are more positive (43%) than negative (23%) and this proportion is constant over the period (see Appendix 1, p. 65). Vicinitas
offers sentiment analysis, nevertheless as no further details are provided regarding its computation, it renders the interpretation of the results difficult.

Media

One in every five #AidToo posts includes media content, such as photo (93.0%), video (6.4%) or occasionally GIF (0.6%). In addition to pictures, several users frequently use screenshots in order to add context to tweets, make them stand out, or reiterate a point. For instance, Elizabeth Vos often uses screenshots in her tweets (see Photo 4). In addition, she frequently replies to her own tweets using a thread and retweets herself as well. Out of her 24 retweets, 22 are own retweets. Interestingly, her tweets (15) and retweets (24) resulted in no engagement, however, her replies (11) occasioned a significant engagement. In the top ten most engaging tweets using pictures, Elizabeth Vos appears seven times, each of them using both replies and screenshots.

Finally, a total of 87.2% of tweets shared with #AidToo contain a link, which support the informative nature of the posts content. The main domain used in links is an URL shortening service (bit.ly), which can be explained by the character limit in Twitter (280 characters since November 2017). This is followed by media platforms, namely irinnews.org, disobedientmedia.com (independent media), theguardian.com, devex.com, medium.com (online publishing platform). Interestingly, sexualexplorationreport.org comes next, which is the open letter signed by over a thousand female aid workers.
5. Discussion around #AidToo

This section highlights some main points on how #AidToo can impact the conversation on sexual exploitation and abuse in the aid sector, from a ComDev perspective. It examines #AidToo as a new space for discussion, the voice of the victims, and the balance between reputation and accountability for aid organisations.

5.1 #AidToo as a new space for discussion, on Twitter and beyond

In Section 2.3, we discussed the fact that criticism of slacktivism supported that social media activism was useless, if not harmful. On the #AidToo movement, there is a large agreement on the fact it has created a community and a space to discuss the issue. According to Lesley Adams, such space was missing at the time she blew the whistle in 2010. Social media networks have the power to transform the dynamic of activism; by supporting cooperation and solidarity, they ‘create togetherness’, which allows people to overcome fear and discover hope (Poell & van Dijck, 2018). And this may be particularly important on such a sensitive topic as social media allows to share stories in a confidential manner.

The #AidToo hashtag was not only limited to the discussion on Twitter. It has been commonly used in other social media platforms, but also ‘offline’ in news media articles or in public conferences. Of particular interest on Facebook, a significant contribution lies in ‘Fifty shades of aid’, a close group around aid-related issues, in which #AidToo well fits as it was set up as safe space for aid workers. Although the large number of members (20,000) can question the safety and confidentiality, messages can be sent to the admin who will then anonymously post “From the Mailbag”. It can be further noted that some contributors on Facebook, LinkedIn and Instagram can be recognised from Twitter’s most active users, showing connection between the different platforms.

The issue and the hashtag have been widely covered by media and news platforms, too. In addition to extensively covering the issue since the beginning of 2017, Devex was the initiator of the #AidToo campaign, and tags #AidToo in its associated stories. IRIN has dedicated a special ‘in-depth’ section on exploitation and abuse, which covers #MeToo, #AidToo, safeguarding, exploitation and abuse in the humanitarian sector (IRIN, 2018).
In addition, it is worth to note many blog entries from personal aid workers’ or organisations’ blogs, and regular opinion columns written in newspapers, such as in The Guardian. Finally, notable personalities referred to the campaign, for example ICRC Director general Yves Daccord in a blog article (Daccord, 2018) or former New Zealand’s Prime Minister and former UNDP Administrator Helen Clark in a video (Devex, 2018).

Over the past year, several public panel discussions took place— mostly in academic settings —, referring directly to #AidToo in their title or presented as #AidToo events. In addition, DFID organised two Safeguarding Summits on 5 March and 18 October 2018, which took place as a result of the Oxfam scandal and the #AidToo campaign although the UK government does not name it as such.

Other initiatives have emerged throughout the year, for instance the open letter that gathered over a thousand female aid workers (see Section 4.2), and mostly the NGO Safe Space – a platform for intersectional feminists in response to #AidToo led by Shaista Aziz and Alexia Pepper de Caires.

#AidToo has given more people a space to speak out, but more work clearly needs to be done to eradicate the issue. From a research perspective, there is also to date no scholarly literature available addressing the movement. Also, it is still too soon to measure the profound impacts of #AidToo.

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9 Those events included: “The humanitarian #MeToo moment - where do we go from here?” (22 March, IRIN & Geneva Graduate Institute); “#AidToo: politics, power and safeguarding in international aid” (28 March, Blavatnik School of Government - Oxford University); “#AidToo: Sexual exploitation in international cooperation” (26 May, Geneva Graduate Institute); “#AidToo: where do we go from here?” (15 October, LSE centre for women, peace and security); “United Nations Peacekeeping: Greater Accountability Toward the Local Population in the Era of #MeToo & #AidToo” (6 November, Geneva Peace Week); “#MeToo, #AidToo and the Way Forward” (29 November, Georgetown University); “Has #MeToo Really Taken Off in International Development?” (11 December, London International Development Center). Last but not least, there were both Safeguarding Summits on 5 March and 18 October, organised by DFID and which took place as a result of the #AidToo campaign, although the UK government does not name it as such.
5.2 Where are the voices of the victims?

Initially, #MeToo invited women to share their own experience of sexual harassment or assault by writing ‘me too’ on social media in order to reflect the high prevalence of the issue.

The findings of the research support that several victims and whistleblowers – like Shaista Aziz, Megan Nobert, or Alexia Pepper de Caires – are among the most active contributors of the movement on Twitter. Nonetheless, the minority of victims who had spoken out were usually aid workers and not aid beneficiaries. Overall, very little address has been made regarding the voices of the victims from sexual exploitation and abuse. Few articles and reports focus on the victims’ voice and on what happened to those who were abused and exploited (Ferstman, 2017; Frontline, 2018; MzAgams, 2018; Shuteriqi, 2018). Indeed, while the man at the centre of the Oxfam scandal has spoken out and dismissed accusations as lies and exaggerations, victims of sexual abuse by aid workers remain silent (Sputnik, 2018).

It was therefore welcomed that the issue was addressed during a conference on the humanitarian #MeToo moment last March (IRIN & Graduate Institute, 2018). An important point raised was that international aid workers had at least some resources and it is generally easier to take them to a safe place. While they can escape the context, fly home, and report with support from their family and from psychologists at headquarters, local staff and aid beneficiaries assault survivors experience a very different situation. Victims frequently risk a lot and can face retaliation due to the reporting. They are also very often on unstable and short-term contracts, while supporting an extended family. Culturally, when it comes to sexual assault and harassment, the stigma is strong and it might not be accepted to report such case. Victims may be retaliated from their family or the community. The consequences are deep and can sometimes even be deadly. Some solutions were suggested, such as developing a survivor-centered approach that includes ensuring informed consent before reporting, offering sensitivity training, and expanding codes of conduct to include survivors with community-based complaints mechanisms (G. T. Tinde, personal communication, November 14, 2018).
Little reporting and associated risks

The vast majority of victims do not report. An investigation by Frontline (2018) suggests that survivors of sexual exploitation and abuse usually do not know where, how, or to whom to complain. In the case of sexual harassment among aid workers, research from Report the Abuse revealed that most victims failed to report their experiences because they do not trust their institution’s practices and policies around sexual offences and fear personal and professional reprisals (Edwards, 2017e). In addition, lack of evidence to support the allegation and lack of confidence into the justice system can be additional elements to hold back from filling a complaint. Regarding the UN, reporting remains an internal process through its UN Ethics Office and voices have been calling to access for external arbitration instead (Miranda Brown, personal communication, November 19, 2018). Of 403 cases sent to the UN Ethics Office between 2006 and 2014, only 15 were found to meet apparent standards for retaliation, while only four were established as retaliatory cases (Brown, 2016: p. 12).

The topic is highly sensitive. During my research, I noticed that whistleblowers were in general keen on supporting research on the issue, as they want to advocate for the topic and be vocal; they have nothing left to lose. On the contrary, people currently working for aid organisations have shown a tendency to be reluctant to discuss how the topic has been received and addressed within their organisations.

It undeniably takes a lot of courage from victims to voice their own cases and concerns. As previously discussed, Couldry (2010) notes that ‘having a voice is not enough’ and that he needs to know that his voice matters. By applying the concept to whistleblowers, women who come forward by sharing their stories do it at a high personal cost and the results are uncertain. People who engage actively for justice and transparency via the #AidToo campaign risk being ostracised professionally. Moreover, there is a high risk of re-traumatisation and isolation (Nobert, 2017). Despite a lot of information about sexual harassment and abuse in media and social media, another risk is to see no concrete follow-up by the organisations that allow such acts to continue. Whistleblowers choose to raise their voice in a quest for justice and social change. In that context, Couldry’s reference to having their voice heard and recognised cannot be ensured.
Voices from the Global South

Another important voice has been largely missing from the #AidToo discussion. It was noted that the voices of victims and survivors as beneficiaries were absent, but this is similarly true for aid workers from the Global South and local staff. This absence is reflected on Twitter as the study reveals a high concentration of tweets in the UK, Switzerland, and the US.

In an article, Lesly Adams – who spoke out against sexual harassment at Oxfam – points out that there is a “growing disillusionment and disdain” for the aid sector in the Global South. Western donors do not respect the values they are preaching. There is an increasing perception that they cannot be trusted and used the money “to bully the recipients into uncritically accepting biased, flawed and disempowering assumptions and frameworks” (MzAgams, 2018). She adds that Western attention is focused on reputation and brand protection rather than real change. Such a perspective is welcomed and is essential to broaden our understanding of the issue in order to better address it.

As I initially expected, the study supports that #AidToo on Twitter is being mostly used by academic and aid workers and no victims as aid beneficiaries would report the misconduct either through the official channel or social media. Is there a way to better integrate their voice without putting them at risk? Can we argue that social media strengthen and further widen the divide between developed and developing countries?

5.3 A reputation at risk for aid organisations

A significant element around the #AidToo movement is the important role played by the media to put pressure on aid organisations and the precious work done by journalists. When their reputation is at risk, organisations have to act to preserve a good image, and indirectly retain donors’ money and trust. Sexual misconduct is in every way contradictory to humanitarian martyrdom. It leads to potential reputational damage to the concerned agencies and international cooperation in general, while benefitting media or politicians who want to undermine the aid sector.
Behind the Oxfam scandal

Oxfam has been the main organisation in the spotlight and since February 2018 people often refer to the so-called ‘Oxfam scandal’. The hashtag #Oxfamscandal was also largely used in February and March (Appendix 2, pp. 70-71). Nonetheless, number of voices rose to support the organisation, underlining that they have been a key example in reinforcing safeguarding. For instance, Dyan Mazurana, an associated research professor and the author of the report *Stop sexual assault against aid workers* emphasised that Oxfam was commonly regarded as having the best policies around preventing and protecting aid workers. It is the only organisation to her knowledge that publishes data on allegations against staff (Edwards, 2017e). Oxfam stated that allegations represented a wake-up call and showed that the efforts made by the organisation regarding reporting were working (Anders, 2017); Oxfam’s increasing number of reported cases may well reflect a move in the right direction with improved safeguarding measures accompanied by a stronger reporting mechanism (Edwards, 2017e).

At the end of October 2017, *The Times* disclosed severe allegations of misconduct by seven Oxfam country directors and a testimony from Lesley Agams, a former Oxfam country director who said she was assaulted by a colleague at a conference. However, the echoes were far stronger in February 2018, albeit some support that the allegations were about aid workers paying for prostitutes. Why did it become such a scandal then? The are several factors to consider. First, the somehow exotic representation of Haiti as a poor country devasted after a humanitarian disaster where devoted aid workers end up abusing beneficiaries and potentially minors, may have caused more outcry. Then, the fact that Oxfam was in the spotlight for the second time in the space of a few months; the public was possibly less keen on giving them the benefit of the doubt the second time. Timing was also important. The first story came out immediately after the Weinstein scandal and in the middle of a huge surge of #MeToo stories from various industries, which may have outshined it in the public eye.

Finally, as the Haiti scandal originated from a leaked 2012 internal report, there was a sense that the organisation had tried to cover up embarrassing issues. At the same time, they also preserved a culture of impunity across the sector; even after *resigning from*
Oxfam, the former Haiti country director joined another NGO. This illustrates how aid workers are often fired or asked to resign and then move to another position without facing any repercussion. As an aid worker states, ‘A classic story for all agencies is to send the person accused to another duty station. It means impunity’ (Beaumont & Ratcliffe, 2018).

**Media force organisations to act**

Organisations campaigns help construct notions of development and what development should look like. Their policy initiatives are mainly shaped by what looks good and what works in media terms. In this context, the public disclosure of cases of sexual exploitation and abuse within their organisation is highly unpopular and forces these organisations to act.

As a new illustration of this, several cases were disclosed in December 2018. Following an independent review of UNAIDS that found “a patriarchal culture tolerating harassment and abuse of authority”, Sweden – the agency’s second largest donor – suspended its funding (Ratcliffe, 2018c). Ten days later, the chair of Save the Children UK just resigned before the end of 2018 after staff protests (Hurst, 2018). And at the same period, a new article in *The Times* revealed that despite promising a zero-tolerance approach on sexual misconduct, the UNHCR took nine months to investigate the allegations against a British officer then fired him within days after the newspaper made inquiries about the case (O’Neill, 2018). This well demonstrates the pressure exercised on aid organisations by news media and, at the end, how bad reputation risks financial repercussions.

**6. Conclusion**

In December 2017, the hashtag #AidToo emerged in the midst of the #MeToo movement to denounce the prevalence of sexual misconduct in the aid sector. Various cases of sexual abuses and harassment were timely disclosed in the media and aid organisations were put in the spotlight, along with their values, integrity, and funding.
This study has explored the major trends and the results of an analysis conducted on the use of the hashtag #AidToo on Twitter over a ten-month period. As of the creation of the hashtag at the end of November 2017 and until the end of September 2018, over 13,000 tweets have used #AidToo in their content. Aid workers, journalists, NGOs, as well as news media compose the primary contributors of #AidToo tweets. Although limited to the political sphere and of limited reach, the movement has been sustainable and constant over its first year. Survivors and whistleblowers are the first to acknowledge that #AidToo has created a new safe space for discussion and that it has incited additional victims to speak up and share their stories. However, the online campaign has mainly been a Northern conversation, and one can wonder if the use of the hashtag on Twitter failed to include the global South and to give a voice to the actual victims of sexual exploitation and abuse.

The Oxfam scandal and the explosion of public outrage around the prevalence of sexual abuse and misconduct in the aid sector took some by surprise. Nonetheless, for many, such as survivors, activists, humanitarian and development workers, policymakers, or researchers, this was not news. In this context, the #AidToo movement has been largely welcomed. Through the use of news media and social media, this has brought a new perspective: the future can now be different and the public will no longer accept the status quo. We can now break the culture of silence and impunity and request accountability. Hopefully, the vast negative publicity around the cases that were disclosed will not result in cutting funding and demonising organisations but will rather force the aid system to make perpetrators of abuse accountable instead of repressing whistleblowers and establish solid reparation mechanisms for both aid workers and beneficiaries.

**Practical implications of the movement**

While it is difficult to measure the impact and evaluate whether it was directly triggered by the Twitter movement, #AidToo as a larger concept has certainly led to some practical implications. Organisations in the aid sector have been forced to take actions. They have to reinforce their policies on sexual abuse and harassment and their implementation, to provide better victims’ assistance, and to offer safer reporting mechanisms. In addition, they need a shift to change their organisational culture for more inclusion and diversity.
Last but not least, aid organisations are now under constant scrutiny from the media and donors.

Presumably, whistleblowers have seen no significant changes regarding their own cases. However, there is new hope for change. There are more spaces for discussion – both online and offline – and they have received better visibility and support from women sharing similar experiences. Regarding victims and survivors, some might have been encouraged to speak up. Some might have preferred remaining silent, fearing personal and professional retaliation and discouraged by the complexity of a mechanism that remains unfortunately worthless most of the time. Media has played a crucial role in the process as they created #AidToo. In addition, it was used as a tool to disclose stories that led to the Oxfam scandal and to the #AidToo campaign. Media is more likely than before to cover the issue. And finally, the implication for the general public is that more people became aware of the topic. Moreover, it is most likely that the trust in the aid sector has generally decreased.

The #AidToo campaign will certainly not fix everything, and a shift to change the organisational culture will take time. Nonetheless, the study support that the online #AidToo movement has represented a real and welcomed opportunity as a wake-up call for the aid sector, although its long-lasting impacts still need to be measured in the future.

**Further research**

In addition to the Twitter historical data analysis, I initially planned to closely study how organisations had responded to the #AidToo movement, notably by examining the changes in their PSEA policies. The latter part was left out due to space and time constraint. After exploring #AidToo tweets, another research I would have liked to conduct is a review on how aid organisations themselves have reacted on social media to preserve their image and reputation. Although the large number of posts made it difficult, a deeper content analysis of the tweets would have been ideal. Also, the present study focuses on content used with the #AidToo hashtag. I believe that reviewing why the hashtag is not used is equally significant. It would be interesting to further examine who is not using the #AidToo hashtag and for which reasons, as well as
who is excluded from the conversation. Similarly, #AidToo stories have a main focus on women, and on boys and girls as victims of sexual abuses, while men are by large portrayed as perpetrators. Are there cases of men being abused, to which extent, and why are they silenced? Finally, the study would benefit from exploring similar trends for other related hashtags – for instance, #MeToo or #PSEA – in order to better compare the data and to put the analysis into a larger perspective.
References


Dodds, P. (2017). AP Exclusive: UN child sex ring left victims but no arrests. AP. Retrieved from


Green, M. (2012, March 12). Let the Kony campaign be just the start. Financial Times. Retrieved from https://www.ft.com/content/882c6c6a-6c34-11e1-8c9d-00144feab49a


https://apnews.com/e6ebc331460345c54abd4f57d77f535c1


APPENDICES

Appendix 1.

Twitter Analytics Report on historical data tracking of the #AidToo hashtag
Analysis on tweets from 01 Dec 2017 01:00 UTC to 01 Oct 2018 01:59 UTC with the #AidToo hashtag

Dataset and results obtained from Vicinitas (https://www.vicinitas.io/)

**Twitter Analytics Report**

**HISTORICAL TRACKING OF THE #AidToo HASHTAG**

**13,055**

**TOTAL TWEETS**

total of original tweets, retweets, and replies shared with the hashtag during the time of analysis

**5,181**

**CONTRIBUTORS**

total of unique users who posted #AidToo-related content

**LINKS 87.2%**

tweets shared with the hashtag that contain a link

11,378

**MEDIA 19.9%**

tweets shared with the hashtag that contain media (picture, video, or GIF)

2,601

1,305.5

Average posts per month

300.61

Average posts per week

42.9

Average posts per day
**EXPOSURE**

- **Influence**: 116,961,983
- **Average followers per contributor**: 5,107
- **Average influence per contributor**: 22,575
- **Average influence per post**: 8,959

**ENGAGEMENT**

- **Engagement**: The sum of favorites and retweets received by all the posts with the hashtag. It captures the interactions with the posts.
- **Favorites**: The number of times a tweet was favorited by others. It can be a sign of appreciation.
- **Influence (or impressions)**: The number of followers of a user, at the time of posting. It captures the total number of times the content was delivered to someone’s feed views. When used for a collection of posts, influence describes the cumulative number of followers of users who posted tracker-related content.
- **Posts**: The number of posts containing tracker-related content, including original tweets, retweets, and replies.
- **Replies**: The number of times a user replied to a tweet or another reply.
- **Retweets**: The number of times a tweet was retweeted by others, or that users retweeted a post. It can be a sign of value.
- **Tweet**: An independent post not related to any other post on Twitter.
- **Users**: The number of unique users who posted tracker-related content.

**BEHIND THE NUMBER**

- Distribution of overall engagement the posts received in the form of favorites and retweets:
  - Favorites: 43.8%
  - Retweets: 56.2%

**Source**: Vicinitas (2018, no date)
The When

POSTS TIMELINE, BY DAY: The number of tweets, retweets and replies posted during each time interval

POSTS TIMELINE, BY WEEK: The number of tweets, retweets and replies posted during each time interval

POSTS TIMELINE, BY MONTH: The number of tweets, retweets and replies posted during each time interval

ENGAGEMENT TIMELINE, BY DAY: The number of favorites and retweets received during each time interval
The Who

**MOST ACTIVE CONTRIBUTORS:**
Contributors with the highest number of #AidToo posts

<table>
<thead>
<tr>
<th>Contributors</th>
<th>Posts</th>
<th>Tweet</th>
<th>Retweet</th>
<th>Reply</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Inclusion Rider</td>
<td>598</td>
<td>4.6%</td>
<td>225</td>
<td>93</td>
</tr>
<tr>
<td>2 Joao Henriques</td>
<td>233</td>
<td>1.8%</td>
<td>3</td>
<td>225</td>
</tr>
<tr>
<td>3 Devex</td>
<td>214</td>
<td>1.6%</td>
<td>95</td>
<td>113</td>
</tr>
<tr>
<td>4 IRIN News</td>
<td>194</td>
<td>1.5%</td>
<td>168</td>
<td>23</td>
</tr>
<tr>
<td>5 Shaista Aziz</td>
<td>177</td>
<td>1.4%</td>
<td>105</td>
<td>64</td>
</tr>
<tr>
<td>6 Lauren R</td>
<td>169</td>
<td>1.3%</td>
<td>42</td>
<td>127</td>
</tr>
<tr>
<td>7 Jennifer Lentfer</td>
<td>164</td>
<td>1.3%</td>
<td>83</td>
<td>59</td>
</tr>
<tr>
<td>8 OldCrow???</td>
<td>139</td>
<td>1.1%</td>
<td>58</td>
<td>81</td>
</tr>
<tr>
<td>9 Megan Nobert</td>
<td>134</td>
<td>1.0%</td>
<td>45</td>
<td>85</td>
</tr>
<tr>
<td>10 Alexia Pepper de Caires</td>
<td>88</td>
<td>0.7%</td>
<td>46</td>
<td>31</td>
</tr>
</tbody>
</table>

**MOST ENGAGING CONTRIBUTORS:**
Top contributors by number of retweets and favorites generated by their #AidToo posts

<table>
<thead>
<tr>
<th>Contributor</th>
<th>Engagement</th>
<th>Favorites</th>
<th>Retweets</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Elizabeth Lea Vos</td>
<td>3,976</td>
<td>2,055</td>
<td>1,921</td>
<td>50</td>
</tr>
<tr>
<td>2 Inclusion Rider</td>
<td>2,059</td>
<td>1,150</td>
<td>899</td>
<td>598</td>
</tr>
<tr>
<td>3 Shaista Aziz</td>
<td>1,401</td>
<td>770</td>
<td>631</td>
<td>177</td>
</tr>
<tr>
<td>4 Devex</td>
<td>1,147</td>
<td>579</td>
<td>568</td>
<td>217</td>
</tr>
<tr>
<td>5 IRIN News</td>
<td>1,069</td>
<td>557</td>
<td>512</td>
<td>194</td>
</tr>
<tr>
<td>6 Megan Nobert</td>
<td>973</td>
<td>615</td>
<td>358</td>
<td>134</td>
</tr>
<tr>
<td>7 Alexia Pepper de Caires</td>
<td>776</td>
<td>463</td>
<td>313</td>
<td>88</td>
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<tr>
<td>8 Jennifer Lentfer</td>
<td>762</td>
<td>473</td>
<td>289</td>
<td>166</td>
</tr>
<tr>
<td>9 Danielle Cornish-Spencer</td>
<td>499</td>
<td>271</td>
<td>228</td>
<td>61</td>
</tr>
<tr>
<td>10 Helen Evans</td>
<td>148</td>
<td>73</td>
<td>75</td>
<td>41</td>
</tr>
</tbody>
</table>

**MOST IMPACTFUL CONTRIBUTORS:**
Contributors that have generated the highest number of total impressions (posts x number of followers)

<table>
<thead>
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<th>Type</th>
<th>Impressions</th>
<th>Posts</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
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<td>@tinatinde</td>
<td>21,610,524</td>
<td>598</td>
<td>36,138</td>
</tr>
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<td>2 Devex</td>
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<td>17,126,634</td>
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<td>80,031</td>
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<td>@irinnews</td>
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<td>194</td>
<td>81,614</td>
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<td>4 Nonprofit Quarterly</td>
<td>@npquarterly</td>
<td>2,777,618</td>
<td>23</td>
<td>120,766</td>
</tr>
<tr>
<td>5 CARE (care.org)</td>
<td>@care</td>
<td>2,636,786</td>
<td>2</td>
<td>1,318,393</td>
</tr>
<tr>
<td>6 GlobalGiving</td>
<td>@globalgiving</td>
<td>1,998,287</td>
<td>19</td>
<td>105,173</td>
</tr>
<tr>
<td>7 InterActionGiving</td>
<td>@interactionorg</td>
<td>1,992,992</td>
<td>61</td>
<td>32,672</td>
</tr>
<tr>
<td>8 New York Times World</td>
<td>@nytimesworld</td>
<td>1,900,577</td>
<td>1</td>
<td>1,900,577</td>
</tr>
<tr>
<td>9 Jennifer Lentfer</td>
<td>@intldogooder</td>
<td>1,849,920</td>
<td>164</td>
<td>11,280</td>
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<tr>
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<td>1,815,135</td>
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<td>10,255</td>
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<tr>
<td>Contributor</td>
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<td><strong>Inclusion Rider @tinatinde</strong></td>
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<td>36,138</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DeveX @deveX</strong></td>
<td>217</td>
<td>1,147</td>
<td>80,031</td>
<td></td>
</tr>
<tr>
<td>Devex is the media platform for the global development community. We connect + inform more than one million development professionals worldwide.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shaista Aziz @shaistaaziz</strong></td>
<td>177</td>
<td>1,401</td>
<td>10,255</td>
<td></td>
</tr>
<tr>
<td>Journalist, Writer, Campaigner: Race, Identity, Gender. @UKLabour Oxford City Councillor 🌹 Co Founder @womenshubPK, @IFFPUK. Rep’d by: <a href="mailto:cheryl@cherylhayes.co.uk">cheryl@cherylhayes.co.uk</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IRIN News @irinnews</strong></td>
<td>194</td>
<td>1,069</td>
<td>81,614</td>
<td></td>
</tr>
<tr>
<td>The world's leading provider of humanitarian news and analysis. Published from Nairobi, Bangkok, Jerusalem, Geneva &amp; London. Subscribe: <a href="http://irinne.ws/2CXx4Ev">http://irinne.ws/2CXx4Ev</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Elizabeth Lea Vos @elizabethleavos</strong></td>
<td>50</td>
<td>3,976</td>
<td>14,960</td>
<td></td>
</tr>
<tr>
<td>Editor In Chief @DisobedientNews The devil is in the details. Retweets are not endorsements. <a href="https://disobedientmedia.com">https://disobedientmedia.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Joao Henriques @joaohen33584130</strong></td>
<td>233</td>
<td>24</td>
<td>1,109</td>
<td></td>
</tr>
<tr>
<td><strong>Jennifer Lentfer @intldogooder</strong></td>
<td>166</td>
<td>762</td>
<td>11,280</td>
<td></td>
</tr>
<tr>
<td>(Re) sistor of ahistorical or apolitical social change efforts. @1000Currents Director of Communications. #globaldev #grassroots #philanthropy + #poetry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Megan Nobert @megan_nobert</strong></td>
<td>134</td>
<td>973</td>
<td>2,789</td>
<td></td>
</tr>
<tr>
<td>Lawyer, humanitarian, sexual violence survivor, dog mom, sock knitter. Founder and former Director of Report the Abuse (RTA). RT ≠ endorsement.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lauren R @laurenrajczak</strong></td>
<td>170</td>
<td>123</td>
<td>747</td>
<td></td>
</tr>
<tr>
<td>Intersectional feminist jedi in training. Women's Equality Party @WEP_UK Spokesperson to End Violence against Women &amp; Girls. Co-founder NGO Safe Space AidToo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Alexia Pepper de Caires @je_ne_tweet_pas</strong></td>
<td>88</td>
<td>776</td>
<td>603</td>
<td></td>
</tr>
<tr>
<td>Intersectional feminist jedi in training. Women's Equality Party @WEP_UK Spokesperson to End Violence against Women &amp; Girls. Co-founder NGO Safe Space AidToo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OldCrow 🌻 @cook_robert_l</strong></td>
<td>139</td>
<td>148</td>
<td>9,985</td>
<td></td>
</tr>
<tr>
<td>Retired. Democratic Socialist. #MedicareForAll #GreenNewDeal FreeJulianAssange Tweets are my personal opinions. #Mastodon #Unity4J</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shonagh Mc Aulay @mcaulayshonagh</strong></td>
<td>139</td>
<td>65</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>Intersectional feminist jedi in training. Women's Equality Party @WEP_UK Spokesperson to End Violence against Women &amp; Girls. Co-founder NGO Safe Space AidToo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Kenneth Dimalibot @kendimalibot</strong></td>
<td>82</td>
<td>33</td>
<td>3,280</td>
<td></td>
</tr>
<tr>
<td>Social @IRINnews; Digital @SubSelfie. Strategist. Storyteller. Humanitarian. Ex RedCross SavetheChildren. Tweets News Tech Marketing CommsAid Views=mine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE WHERE

GEOGRAPHICAL LOCATION: Geotagged tweets distribution, by engagement and frequency

<table>
<thead>
<tr>
<th>Location</th>
<th>Engagement</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>665</td>
<td>121</td>
</tr>
<tr>
<td>United States</td>
<td>562</td>
<td>45</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>159</td>
<td>27</td>
</tr>
<tr>
<td>Thailand</td>
<td>97</td>
<td>3</td>
</tr>
<tr>
<td>France</td>
<td>62</td>
<td>5</td>
</tr>
<tr>
<td>Kenya</td>
<td>54</td>
<td>4</td>
</tr>
<tr>
<td>Panama</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>Serbia</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>Canada</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Norway</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Followed by: the Netherlands (12 engagement – 3 frequency), Austria (11–2), Luxembourg (11–1), Somalia (9–1), Spain (5–1), Germany (4–1), Ghana and Lebanon (2–1), Belgium, Fiji, South Africa (1–1), Indonesia (0–1)

---

**Geo-enabled profiles**

Profiles of users who have enabled Twitter to identify their geolocation

- **Disabled**: 39.6%
- **Enabled**: 60.4%

---

TOP LANGUAGES: Most languages used in posts that contain #AidToo

<table>
<thead>
<tr>
<th>Language</th>
<th>Frequency</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>12,673</td>
<td>27,540</td>
</tr>
<tr>
<td>Undetermined</td>
<td>229</td>
<td>286</td>
</tr>
<tr>
<td>Norwegian</td>
<td>88</td>
<td>182</td>
</tr>
<tr>
<td>French</td>
<td>18</td>
<td>42</td>
</tr>
<tr>
<td>German</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>Spanish</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Nepali</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **English**: 97%
- **Undetermined**: 2%
- **Others**: 1%
### MOST POPULAR TWEETS: Top 10 tweets by engagement

<table>
<thead>
<tr>
<th>Username</th>
<th>Time</th>
<th>Text</th>
<th>Engagement</th>
<th>Favorites</th>
<th>Retweets</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elizabeth Lea Vos</td>
<td>28 July 2018 23:07</td>
<td>UK Parliament Publishes Full 2002 UN Report On Sex For Aid In West Africa #AidToo #MeToo <a href="https://t.co/DafDxoQFfH">https://t.co/DafDxoQFfH</a></td>
<td>728</td>
<td>318</td>
<td>410</td>
<td>14,960</td>
</tr>
<tr>
<td>Elizabeth Lea Vos</td>
<td>31 July 2018 16:09</td>
<td>#HarveyWeinstein used a power-imbalance to predate sexually. So imagine what type of power aid workers have over LIFE and DEATH in crisis-zones. Now explain to me why there isn’t a global uproar about this? #MeToo #AidToo #RoseArmy #Oxfam #Haiti <a href="https://t.co/DafDxoQFfH">https://t.co/DafDxoQFfH</a></td>
<td>612</td>
<td>327</td>
<td>285</td>
<td>14,959</td>
</tr>
<tr>
<td>Disobedient Media</td>
<td>6 July 2018 23:08</td>
<td>Anti-Rape Coalition Fails To Cover Up Association With Alleged Pedophile #JoelDavis Deleting evidence (which has already been saved) makes for a far more damaging effect than simply taking responsibility for a mistake. #AidToo <a href="https://t.co/Owl9cGDVju">https://t.co/Owl9cGDVju</a></td>
<td>543</td>
<td>290</td>
<td>253</td>
<td>12,941</td>
</tr>
<tr>
<td>Elizabeth Lea Vos</td>
<td>7 July 2018 23:23</td>
<td>We have seen zero accountability from @StopRapeCmpgn who have responded to the revelation of #JoelDavis’ arrest by lying about his position and systematically attempting (&amp; failing) to delete evidence of his real role. Shame on you. Hypocrites. #AidToo #MeToo #TimesUp <a href="https://t.co/Op9shPbH6d">https://t.co/Op9shPbH6d</a></td>
<td>346</td>
<td>193</td>
<td>153</td>
<td>14,960</td>
</tr>
<tr>
<td>Seyi Akiwowo</td>
<td>31 July 2018 06:45</td>
<td>Good morning MPs have published a report on aid charities failing to tackle sexual exploitation and abuse of those they were &quot;supposed&quot; to be helping and aid workers… Here???? is???? a ????thread: #Aidtoo <a href="https://t.co/ViYL45BwNz">https://t.co/ViYL45BwNz</a></td>
<td>291</td>
<td>162</td>
<td>129</td>
<td>5,098</td>
</tr>
<tr>
<td>Elizabeth Lea Vos</td>
<td>27 June 2018 19:20</td>
<td>Disobedient Media spoke with @LoriHandrahan2 who told us: “In April I wrote about what the arrest on child sex abuse charges of high-level former #UN employee #PeterDalglish’s meant for the #AidToo movement within the humanitarian community.” <a href="https://t.co/17XZMzQtei">https://t.co/17XZMzQtei</a></td>
<td>235</td>
<td>99</td>
<td>136</td>
<td>14,960</td>
</tr>
<tr>
<td>International Development Committee</td>
<td>30 July 2018 23:01</td>
<td>We have published our Report on Sexual exploitation and abuse in the aid sector. Read here: <a href="https://t.co/jgssnpKAWM">https://t.co/jgssnpKAWM #AidToo</a> <a href="https://t.co/PzUXHdNd6">https://t.co/PzUXHdNd6</a></td>
<td>228</td>
<td>89</td>
<td>139</td>
<td>6,564</td>
</tr>
<tr>
<td>Elizabeth Lea Vos</td>
<td>29 July 2018 00:28</td>
<td>The two-faced reality of abuse in aid work was epitomized recently by the arrest of #JoelDavis a two-time college dropout and founder of a defunct NGO who was nonetheless promoted to a position of extreme prestige. #AidToo <a href="https://t.co/BEUsNRhV1W">https://t.co/BEUsNRhV1W</a></td>
<td>201</td>
<td>100</td>
<td>101</td>
<td>14,960</td>
</tr>
<tr>
<td>Megan Nobert</td>
<td>14 June 2018 04:35</td>
<td>Though I struggle to believe that I’m worthy, I’m so grateful to @CARE and @InterActionOrg for believing in my work, voice of survivors, and #AidToo to award me Humanitarian of the Year. I will do my best to continue earning your support, and my part in raising survivor voices. <a href="https://t.co/eyeLdqLYq1">https://t.co/eyeLdqLYq1</a></td>
<td>197</td>
<td>175</td>
<td>22</td>
<td>2,788</td>
</tr>
<tr>
<td>Elizabeth Lea Vos</td>
<td>29 July 2018 00:17</td>
<td>This 2015 atrocity involved horrific abuse by child rapists wearing UN uniforms who were reported to lure and “reward” young children with food and water. The ultimate power imbalance is leading inexorably to the worst abuses over and over again. #AidToo #MeToo #ChildrenToo <a href="https://t.co/99All7F50p">https://t.co/99All7F50p</a></td>
<td>187</td>
<td>93</td>
<td>94</td>
<td>14,960</td>
</tr>
</tbody>
</table>
**RELATED HASHTAGS:** Hashtags used along the analysed #AidToo posts

<table>
<thead>
<tr>
<th>hashtags</th>
<th>engagement</th>
<th>posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>#metoo</td>
<td>12,488</td>
<td>5,752</td>
</tr>
<tr>
<td>#timesup</td>
<td>2,241</td>
<td>984</td>
</tr>
<tr>
<td>#oxfam</td>
<td>1,213</td>
<td>556</td>
</tr>
<tr>
<td>#joeldavis</td>
<td>1,174</td>
<td>511</td>
</tr>
<tr>
<td>#haiti</td>
<td>1,100</td>
<td>506</td>
</tr>
<tr>
<td>#globaldev</td>
<td>1,005</td>
<td>488</td>
</tr>
<tr>
<td>#reformaid</td>
<td>1,032</td>
<td>460</td>
</tr>
<tr>
<td>#women</td>
<td>952</td>
<td>431</td>
</tr>
<tr>
<td>#psea</td>
<td>840</td>
<td>409</td>
</tr>
<tr>
<td>#aid</td>
<td>810</td>
<td>384</td>
</tr>
<tr>
<td>#metooun</td>
<td>668</td>
<td>305</td>
</tr>
<tr>
<td>#un</td>
<td>554</td>
<td>305</td>
</tr>
<tr>
<td>#aidopenletter</td>
<td>739</td>
<td>303</td>
</tr>
<tr>
<td>#humanitarian</td>
<td>581</td>
<td>278</td>
</tr>
</tbody>
</table>

**MOST MENTIONED USERS:** Total number of posts associated with an user

<table>
<thead>
<tr>
<th>users</th>
<th>posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>@devex</td>
<td>930</td>
</tr>
<tr>
<td>@tinatinde</td>
<td>688</td>
</tr>
<tr>
<td>@irinnews</td>
<td>551</td>
</tr>
<tr>
<td>@megan_nobert</td>
<td>536</td>
</tr>
<tr>
<td>@shaistaaziz</td>
<td>438</td>
</tr>
<tr>
<td>@lorihandrahana2</td>
<td>382</td>
</tr>
<tr>
<td>@elizabethleavos</td>
<td>366</td>
</tr>
<tr>
<td>@iheid</td>
<td>308</td>
</tr>
<tr>
<td>@je_ne_tweet_pas</td>
<td>269</td>
</tr>
<tr>
<td>@interactionorg</td>
<td>259</td>
</tr>
<tr>
<td>@un</td>
<td>252</td>
</tr>
<tr>
<td>@hebajournalist</td>
<td>237</td>
</tr>
<tr>
<td>@mcilreavyp</td>
<td>188</td>
</tr>
<tr>
<td>@benparker140</td>
<td>185</td>
</tr>
</tbody>
</table>

**SENTIMENT DISTRIBUTION:** The percentage of posts ranging from very negative to very positive, based on the total sample of tracked posts

- **Neutral:** 34%
- **Positive:** 36%
- **Very Positive:** 7%
- **Negative:** 17%
- **Very Negative:** 6%

**SENTIMENT TIMELINE:** The timeline sentiment of tweets ranging from very negative to very positive
TOP MEDIA

Sexual exploitation and abuse in the aid sector

We must confront the horror of sexual exploitation and abuse in the aid sector, say MPs

International Development Committee

@CommonsDC

We have published our Report on Sexual exploitation and abuse in the aid sector. Read here: bit.ly/2CanYiy #AidToo

188 12:91 AM · Jul 31, 2018

148 people are talking about this

Elizabeth Lea Vos @ElizabethLeaVos · Jul 29, 2018

Re: @CommonsDC

In 2005, THIRTEEN YEARS ago, after the UNHCR report, UN forces from France, Chad and Equatorial Guinea were reported to have raped and sodomized refugee children in Central Africa. The incidents were said to involve children as young as nine years old.

The accounts given to The Associated Press by one of his mother's brother and another woman living in the camp were corroborated by several refugees who said they had been sexually abused by French soldiers, and the women echoed their account. The UNHCR's report documented the abuses, but it was not published until years later, and it was not until then that the abuses were widely publicized.

Elaboration:
The accounts given to The Associated Press by one of his mother's brother and another woman living in the camp were corroborated by several refugees who said they had been sexually abused by French soldiers, and the women echoed their account. The UNHCR's report documented the abuses, but it was not published until years later, and it was not until then that the abuses were widely publicized.

Megan Nobilet @megan_nobilet · Jun 14, 2018

Though I struggle to believe that I'm worthy, I'm so grateful to @CARE and @InterActionOrg for believing in my work, voice of survivors, and #AidToo to award me Humanitarian of the Year. I will do my best to continue earning your support, and my part in raising survivor voices.

176 3:30 PM · Jun 14, 2018 · Washington Convention Center Room 146A

35 people are talking about this

Inclusion Rider @InclusionRider · May 14, 2018

Where are the resources to prevent & respond to sexual exploitation & abuse of women & children struck by disasters #civilwar #displacement? Will gov's end #impunity 4 such crimes? pic.twitter.com/ZUEexIPv6x #TimesUp #AidToo #MeToo UN #MeToo #enoughisenough #PSEA TY @France24_en

66 12:14 PM · May 14, 2018 · Patumwan, Thailand

44 people are talking about this
TODAY: We’re hosting a conversation about responding to sexual violence in development. Join us at noon using AidToo to hear from @unwomen @InterActionOrg @McIlreavyP @TuftsUniversity @megan_nobert @PCIGlobal @KonTerraGroup + @QuantumImpact. See you there! https://t.co/CQ2ddMQGpA

CONGRATULATIONS TO @AshleyJudd and all of the Silence Breakers honored as @Time’s Person of the Year. Today we’ll be hosting #AidToo a conversation about preventing sexual violence in the aid industry. Join us at noon here on Twitter. https://t.co/wcCHWG9Gkp

30 years after being sexually assaulted as a @PeaceCorps volunteer Carrie Hessler-Radak made sweeping policy changes to counter sexual violence as the agency’s director. Now as @PCI Global CEO she’s calling on the dev community to do the same. #AidToo https://t.co/Gx02HHTHmA
If you have not read the Tufts report on sexual violence against aid workers, this should be your project for the week. Worth the me.

@PhoebsG86 #MeToo #AidToo  https://t.co/KYzr41JF8u

All of the right things are being said about addressing #sexualviolence against #humanitarians and #sexualexploitationandabuse, but how can we turn this into real concrete action and change?

#MeToo #AidToo  https://t.co/ON8fTNkoM7

"Respect is something we earn, but dignity is something we are all entitled to from the moment of birth." @PCIGlobal CEO + former @PeaceCorps Director @PCICarrie sheds light on #aidtoo #metoo  https://t.co/URZyrFxFyF
Why the #aid sector should seize its #metoo movement to change. My new blog https://t.co/U3ZPsigRUI #oxfam #aidtoo #SaveTheChildren

Danielle Cornish-Spencer @daniellewas
16 February 2018 09:25

In 2016 I interviewed 29 aid workers from all over the world about their experiences of harassment and violence. 50+ incidents were described. #aidtoo #metoo Read the report here: https://t.co/VCf03aarZN https://t.co/ZszF6RB6Y2

Megan Nobert @megan_nobert
11 February 2018 15:50

New Statement from @Oxfam. Adming we need to do better and setting out how we will get there is the way forward. I wish there were more reactions like this from humanitarian organisations. #AidToo https://t.co/hFvujp2C0J
Happy International Women’s Day economists! A few easy steps that might help address the ongoing gender disparities in our profession (mostly suggestions from @alice_evans and @Cindy_Y_Huang at the fantastic #AidToo event @CGD):

Heba Aly @hebajournalist
22 March 2018 17:29
Short thread with a few of my take-aways from @irinnews MeToo AidToo debate at @IHEID today. Full recording here https://t.co/fycHXd5U8j

Danielle Cornish-Spencer @daniellewas
8 March 2018 07:42
1100+ women in the aid sector agree that there is an urgent need to ReformAid. Hear our voices & trust women who come forward. We want to see deeds not words change not lip-service. #AidOpenLetter AidToo Thank you to @guardian for listening https://t.co/Ug9oCFfyGD https://t.co/TNr2Fwnzq3
Child trafficking and child rape are subjects that so many would rather not think about. Which is exactly what predators count on. Thank you Lori for opening eyes! “What Peter Dalglish’s Arrest Means for the #AidToo Movement” by @LoriHandrahan2 https://t.co/OCRiOalqoO

Huge congrats to my friend and partner in Fifty Shades of Aid shenanigans .@megan_nobert for this. Also props to her employees .@carecanada .@CAREGlobal for nominating her - thus proving that us aid workers can speak out against abuse in aid - and still get hired. #aidtoo https://t.co/nXGfGui6eI

My 25 years of built-up frustration with unabated sexual #violence against #women + #children in war & disasters came out live @F24Debate https://t.co/ZUEeXfPv6x TY @FrancoisF24 & team! #AidToo #MeTooUN #Cambodia #Haiti #Chad #peacekeeping #ReformAid #CommIsAid
TOTAL TWEETS: 1,174
Average posts per day: 37.9

TOP USERS

- Inclusion Rider @tinatinde
  - 14 May 2018 11:14
  - Where are the resources to prevent & respond to sexual exploitation + abuse of women & children struck by disasters, civilwar, displacement? Will gov’s end impunity for such crimes? https://t.co/ZUEeXfPv6x #TimesUp #AidToo #MeTooUN MeToo enoughisenoough #PSEA TY @France24_en
  - Retweets: 38, Likes: 58

- Ben Parker @benparker140
  - 4 May 2018 15:40
  - The @UN is “Establishing a system-wide database to avoid rehire of individuals who have perpetrated sexual harassment” - statement today from the UN Chief Executives Board... #AidToo #MeToo
  - Retweets: 25, Likes: 34

- New York Times World @nymesworld
  - 12 May 2018 02:43
  - The arrest of such a notable humanitarian has added urgency to a new effort by aid workers around the world who are saying it is now time to investigate themselves. Late last year they started a #MeToo-like movement called #AidToo. https://t.co/QBHkMuwUs5
  - Retweets: 31, Likes: 26

TOP HASHTAGS

- #metoo: 652
- #thewholestory: 111
- #timesup: 60
- #wha71: 59
- #psea: 57
- #metooun: 56
- #humanitarian: 52
- #women: 43
- #sexualharassment: 38
- #endvaw: 33

TOP MENTIONS

- @tinatinde: 82
- @benparker140: 64
- @soljourno: 59
- @un: 54
- @ghc_iheid: 53
- @devex: 48
- @mmi_updates: 42
- @lorihandrahans2: 38
- @who: 31
- @je_ne_tweet_pas: 33

POSTS TIMELINE

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JUNE 2018

TOTAL TWEETS
1,002
Average posts per day
33.4

TOTAL TWEETS
23.0%
73.0%
4.1%
original tweet retweet reply

TOP USERS

TOP HASHTAGS

TOP MENTIONS

TOP HASHTAGS

TOP MENTIONS

POSTS TIMELINE

Elizabeth Lea Vos @elizabethleavos
27 June 2018 19:20
Disobedient Media spoke with @LoriHandrahan2 who told us: “In April I wrote about what the arrest on child sex abuse charges of high-level former #UN employee #PeterDalglish’s meant for the #AidToo movement within the humanitarian community.” https://t.co/7XZMzQtei

Megan Nobert @megan_nobert
14 June 2018 02:30
Though I struggle to believe that I’m worthy I’m so grateful to @CARE and @InterActionOrg for believing in my work voice of survivors and #AidToo to award me Humanitarian of the Year. I will do my best to continue earning your support and my part in raising survivor voices. https://t.co/eyeLdqL1y1

#SilencedMajority @rosebellk
8 June 2018 09:59
This week’s series on #AfricanFeminism my story about racism invisibility and abuse. I hope more Africans especially African women start to share their stories and experiences. For there’s no #AidToo impact without confronting racism and white supremacy https://t.co/JsS8AmMNGW

POSTS TIMELINE

74
TOP USERS

Shonagh Mc Aulay @mcaulayshonagh
Inclusion Rider @tina
dine
Elizabeth Lea Vos @elizabethleavos
Joao Henriques @joohen33584130
Beth B. #FreAssange ...
EVOLVEFASTER #Reconnectulian...
Shaista Aziz @shaistaaz
Morgana @morgana03990390
Lesley Agams @mzogams

TOP HASHTAGS

#metoo 1.3K
#joeldavis 501
#haiti 252
#childrentoo 222
#timesup 220
#oxfam 197
#childrenincages 155
#harveyweinstein 101
#rosearmy 101
#ingo18 47

TOP MENTIONS

@elizabethleavos 238
@stoprapecmpgn 159
@commonsidc 73
@disobedientnews 56
@tinatinde 46
@shaistaaziz 36
@worldbank 33
@elpaisinenglish 30
@katemidden 29
@lorihandrahana

POSTS TIMELINE

UK Parliament Publishes Full 2002 UN Report On Sex For Aid In West Africa #AidToo #Metoo https://t.co/DafDxoQFH

Disobedient Media @disobedientnews
Anti-Rape Coalition Fails To Cover Up Association With Alleged Pedophile #JoelDavis Deleting evidence (which has already been saved) makes for a far more damaging effect than simply taking responsibility for a mistake. #AidToo https://t.co/0wI9cGDVju
AUGUST 2018

TOTAL TWEETS

1,043

Average posts per day

33.6

13.5% original tweet
84.3% retweet
1.6% reply

TOP USERS

Shonagh Mc Aulay @mcaulayshonagh
Inclusion Rider @tatininde
Megan Nobert @megan_nobert
Shaista Aziz @shaistaaziz
Dale Cook @computeracer
Alexia Pepper de Caires @je_ne_tweet_pas
FreedomMN #ConfirmKavanaugh...
Lauren R @laurenrajczak
Claire Seaward @cseaward79

My @guardian piece on @CommonsIDC report on #AidToo intersectionality and sexual abuse and harassment in the aid sector. “We also need to open up an honest debate about the history and legacy of aid as an entity and extension of colonialism.” https://t.co/mAHMt9Hd8u #MeToo

36

TRVST @trvstworld
29 August 2018 13:30

After the #OxfamScandal #AidToo what’s next for #govaldev? If you care deeply about injustice and inequality and think we could do more to listen to communities join us at Healing Solidarity Conference 17-21 Sept. All online. Book free tickets >> https://t.co/I4mzxIixqh https://t.co/Q6dlhJb8hC

18

April Houston @aprilhouston
7 August 2018 15:57

“There is no such thing as a child prostitute and men who ‘buy’ sex from minors are rapists.” Love this article and this headline - from Jacqui Hunt of @equalitynow. #AidToo https://t.co/9rw5jzexe

17

TOP HASHTAGS

#me too 522
#oxfam 188
#haiti 177
#harveyweinstein 164
#rosearmy 164
#aid 70
#un 57
#survivorstories 52
#me too un 48
#survivor 37

TOP MENTIONS

@shaistaaziz 61
@megan_nobert 58
@equalitynow 55
@commonsidc 52
@guardian 47
@tatininde 47
@jacq_hunt 40
@je_ne_tweet_pas 40
@indepcomoxfam 39
@devex 28

TOP MENTIONS
TOTAL TWEETS
522
Average posts per day
17.4

TOP USERS

Amber Minnings @amberminnings
19 September 2018 14:41

Sexual assault isn’t about sex, it’s about power & the abuse of power. To address issues of violence we need to address issues of power - @TheoSowa at @CCCICICC’s 2018 conference #IsCanadaBack #AidToo #MeToo https://t.co/DSWvQauQlp

Sarah Pierce @spierce_aidtoo
21 September 2018 19:59

I reported and I was fired. What message does this send to other survivors? The narrative needs to change. Speaking out should not be an act of courage; it is only an act of courage because society makes us ashamed of what someone else did to us. #WhyIDidntReport #AidToo

Shaista Aziz @shaistaaziz
15 September 2018 11:13

I’m speaking at Humanitarian Congress Berlin on October 5th and will be delivering a keynote on sexual harassment in the aid sector and the work of NGO Safe Space to support victims and survivors https://t.co/vElvxbaHBx https://t.co/lychMT3yTC #AidToo #MeToo #TimesUp https://t.co/6hyTxwUAuC

TOP HASHTAGS

#metoo 258
#timesup 68
#iscanadaback 47
#oxfam 40
#humanitarian 21
#metooun 19
#afriifem 18
#globaldev 17
#psea 17
#zerotolerance 15

TOP MENTIONS

@cccicccic 62
@theosowa 33
@megan_nobert 33
@devex 32
@je_ne_tweet_pas 30
@mzagams 29
@shaistaaziz 29
@pcdircarrie 23
@amberminnings 23
@un 22

TOP MENTIONS

Sarah Pierce @spierce_aidtoo
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POSTS TIMELINE

Posts
90
80
70
60
50
40
30
20
10
0
Sep 2 2018
Sep 3
Sep 4
Sep 5
Sep 6
Sep 7
Sep 8
Sep 9
Sep 10
Sep 11
Sep 12
Sep 13
Sep 14
Sep 15
Sep 16
Sep 17
Sep 18
Sep 19
Sep 20
Sep 21
Sep 22
Sep 23
Sep 24
Sep 25
Sep 26
Sep 27
Sep 28
Sep 29
Sep 30

#posts
#replies
#retweets
#tweets