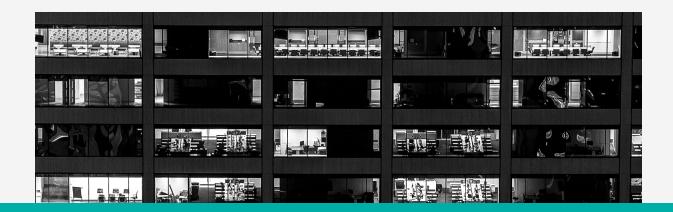
D-8 ORGANIZATION FOR ECONOMIC COOPERATION





Media Report

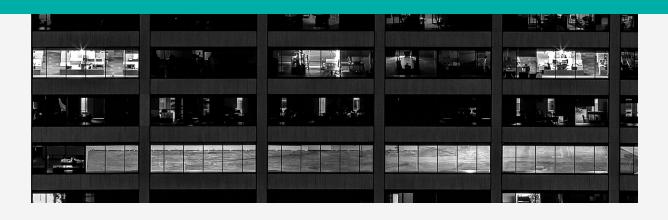
JANUARY-DECEMBER 2020

PREPARED BY

Mr. Ilham Uludag Research Analyst and Press Secretary

APPROVED BY

Ambassador Dato'Ku Jaafar Ku Shaari D-8 Secretary-General



www.developing8.org

Executive Summary

The D-8 Organization for Economic Cooperation celebrated its 23rd anniversary last June and is about to be an Organization that has existed for almost a quarter of a century. During this time under review, its name did not gain currency around the world as one would expect. However, it has started to make waves and it is now a household name and its works have started to gain more attention around the world. The crafty utilization of awareness and visibility tools helped the Organization to make itself popular across the globe.

Although the exposure of D-8 Organization has decreased to a certain extent due to the COVID-19 pandemic that turned into a global health crisis, the level of awareness and recognition of the D-8 Organization in the year 2020 has increased considerably and the Organization has managed to find for itself a place on the global awareness map. It should be pointed out that the COVID-19 pandemic has shown us that not every plan can play out as envisaged and things can always go in different direction. As the D-8 Organization, we will continue our work to further increase our visibility without interruption no matter how difficult the conditions are. We also hope that the D-8 Organization will reach the level of visibility it deserves, going forward.

In this media report, the activities carried out by the D-8 Organization for Economic Cooperation in the year 2020 in media and the data related to them are provided for analysis. It is believed that this data will provide a perceptive glance at the activities of the D-8 Organization in 2020.

What D-8 is doing for visibility

Nowadays there are many social media platforms and various media tools. All these platforms and tools make a great contribution to the organizations to reach their existing and potential followers. All of them have different styles and target groups. And now all these platforms and tools are actively used not only by commercial organizations, but also by nonprofit, international and diplomatic institutions and organizations. In this context, as the D-8 Organization, we also have been using these platforms and tools in order to reach people in the D-8 Countries and in different parts of the world in order to disseminate information about the activities of the D-8 Organization and, most importantly, to strengthen the



bond between us. As D-8
Organization, we are actively
involved in various social media
platforms. However, we have close
relations with media institutions and
organizations and they follow and
publish our activities. As D-8, we can
say that the awareness and visibility
level of the D-8 Organization has
reached higher levels, especially in
the last three years.



Social Media

The D-8 actively takes place on six different social media platforms and shares its activities and events on them to reach its followers and audience.

The D-8 Organization is more active on Twitter and Facebook platforms and has more followers compared to other social media platforms.

In addition to Twitter and Facebook, D-8 also uses Instagram, Youtube, Linkedin and Flickr platforms to reach its followers in D-8 Member States and other parts of the world.



The number of new followers between January-December, 2020 compared to the same period (Jan-Dec) of the year 2019 is 1.363 more.

No. of Impressions of Tweets*

Jan 1 - Mar 31, 2020: 219,033

Apr 1 - Jun 30, 2020: 564,200

Jul 1 - Sep 30, 2020: 193,200

Oct 1 - Dec 31, 2020: 169,577

Last Year's Numbers

Jan 1 - Mar 31, 2019: 146,200

Apr 1 - Jun 30, 2019: 164,400

Jul 1 - Sep 30, 2019: 313,500

Oct 1 - Dec 31, 2019: 230,000

No. of Engagements of Tweets**

Jan 1 - Mar 31, 2020: 31,102

Apr 1 - Jun 30, 2020: 11,206

Jul 1 - Sep 30, 2020: 2,379

Oct 1 - Dec 31, 2020: 2,673

Last Year's Numbers

Jan 1 - Mar 31, 2019: 1,137

Apr 1 - Jun 30, 2019: 1,382

Jul 1 - Sep 30, 2019: 3,594

Oct 1 - Dec 31, 2019: 17,506

No. of Profile Visits***

Jan 1 - Mar 31, 2020: 3,944

Apr 1 - Jun 30, 2020: 9,344

Jul 1 - Sep 30, 2020: 3,365

Oct 1 - Dec 31, 2020: 3,237

Last Year's Numbers

Jan 1 - Mar 31, 2019: 1,641

Apr 1 - Jun 30, 2019: 4,167

Jul 1 - Sep 30, 2019: 2,380

Oct 1 - Dec 31, 2019: 4,621

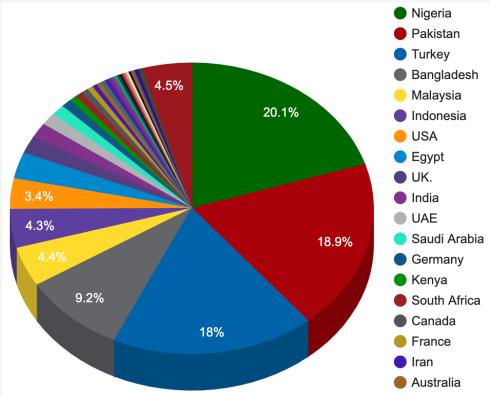
^{*}Number of times users saw the Tweets

^{**}Total number of times a user has interacted with a Tweet

^{***}Number of visits to the profile of D-8 Twitter account by people







• The map indicates the percentage of the followers on Twitter account with their locations.



Comments from Twitter

Number of Followers: 30,350





Replying to @D8org @RTErdogan and 2 others

Kutlu olsun. Birliğimizi her alanda daha da güçlendireceğiz. Kendi bölgesel faaliyetlerimiz , küresel çıkarlarımız ve ortak hedef ve menfaatlerimiz temelinde.Akılcılık ve ilmin liderliğinde çalışacağız. Demokratik , çağdaş , özgür dünyanın etkin , güçlü üyesi olacağız.Selamlar.

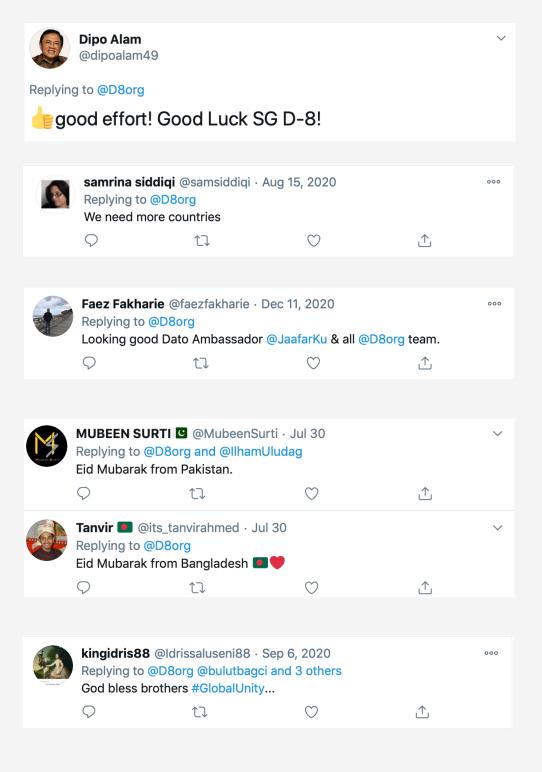
Translated from Turkish by Google

Happy birthday. We will further strengthen our Union in every field. We will work on the basis of our own regional activities, global interests and common goals and interests. We will be an active and powerful member of the democratic, contemporary, free world. Greetings.



Comments from Twitter

Number of Followers: 30,350





Comments from Twitter

Number of Followers: 30,350





D-8 ORGANIZATION FOR ECONOMIC COOPERATION

PAGE 9



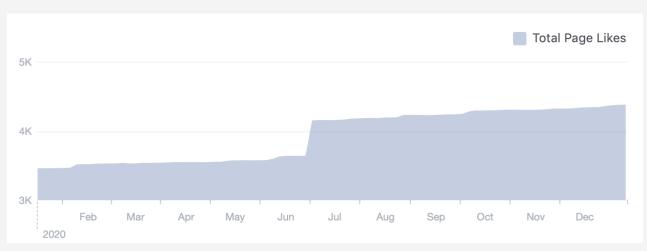
Number of Followers: 4,475

The number of new followers between January-December, 2020 compared to the same period (Jan-Dec) of the year 2019 is 246 percent more.

Total Page Followers as of December 31, 2020: 4,475

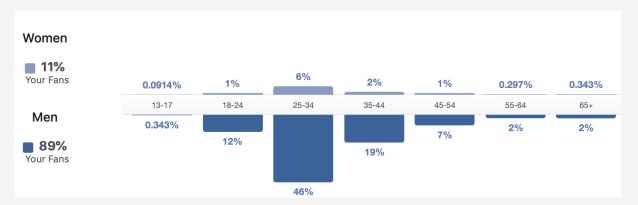


Total Page Likes as of December 31, 2020: 4,375





Country	Your Fans	City	Your Fans
Pakistan	1,095	Dhaka, Dhaka Division,	420
Bangladesh	767	Istanbul, Istanbul Provi	292
Turkey	585	Karachi, Sindh, Pakistan	215
Iraq	269	Lahore, Punjab, Pakistan	210
Egypt	196	Baghdad, Iraq	118
Indonesia	183	Chittagong, Chittagong	98
Malaysia	180	Cairo, Cairo Governora	96
Nigeria	177	Islamabad, Islamabad	75
Tunisia	114	Peshawar, Khyber Pak	58
Jordan	61	Ankara, Ankara Provin	57



^{*}The graph and figures demonstrate the location / region of the followers of the Facebook account and details of their gender.



The number of new followers between January-December, 2020 compared to the same period (Jan-Dec) of the year 2019 is 246 percent more.

No. of Impressions of Posts*

Jan 1 - Mar 31, 2020: 582,636

Apr 1 - Jun 30, 2020: 2,183,763

Jul 1 - Sep 30, 2020: 231,427

Oct 1 - Dec 31, 2020: 14,886

No. of Engagement of Posts**

Jan 1 - Mar 31, 2020: 86,199

Apr 1 - Jun 30, 2020: 178,156

Jul 1 - Sep 30, 2020: 43,694

Oct 1 - Dec 31, 2020: 1,264

Last Year's Numbers

Jan 1 - Mar 31, 2019: 7,900

Apr 1 - Jun 30, 2019: 17,000

Jul 1 - Sep 30, 2019: 241,700

Oct 1 - Dec 31, 2019: 170,000

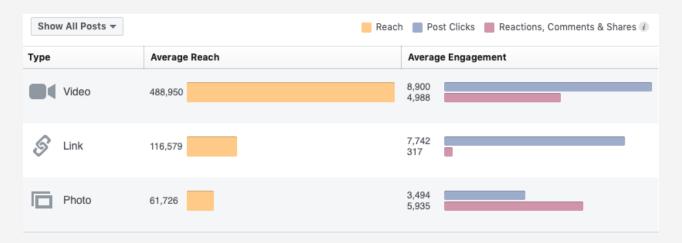
Last Year's Numbers

Jan 1 - Mar 31, 2019: 790

Apr 1 - Jun 30, 2019: 1,600

Jul 1 - Sep 30, 2019: 33,273

Oct 1 - Dec 31, 2019: 28,467



^{*}Number of times users saw the Posts

^{**}Number of times people have engaged with the Posts (Comments, Clicks, Shares)



Number of Followers: 4.475



Emmy Iorliam God energize, strengthen and empower all of you to discharge creditably your responsibilities effectively for the growth and development of the organization.

Like · Reply · Message · 15w



Muhammad Nordin Alhamdulillah thumma Alhamdulillah.Allah Most Gracious and Most Mercifull we seek His forgiveness .May Allah guide D8 countries to overcome covid19 pendemic with sabr and syukur.

Like · Reply · Message · 15w



Isa Musa May Allah bless you and strength your cooperation.

Like · Reply · Message · 15w



Md. Mashud Rana Love and respect from Bangladesh [10].
Best wishes.

Like · Reply · Message · 7w



Muhammad Abbasi We people of Pakistan support u.

Like · Reply · Message · 7w



🖚 🔁 💵 繩 🚺 🍳 مہدی حسن سندیلہ

Like · Reply · Message · 7w



Ahmad Ahmad Greats

Like · Reply · Message · 5w



Janna G Greats

Like · Reply · Message · 6w



Number of Followers: 4,475



Muhammad Nordin Alhamdulillah.thumma Alhamdulillah. May Allah Most Gracious and Most Mercifull Shower His Blessing to Mankind with the pendemic covid19.

Islamic worldview defines a good life (Hayat Tayebah) living lightly on Earth (Zohd) and caring for both people and... See More

Like · Reply · Message · 3w



HL Bhatti D8 can standout in post covid regional supply chain scenario.

Like · Reply · Message · 3w



Ugur Ugur May God keep our unity forever inshallah

Like · Reply · Message · See Original (Turkish) · 7w

Translate All Comments



Omar Faruk congratulations from Bangladesh

Like · Reply · Message · 6w



Zakir Hussain Thanks for sharing the deliberation of such important event of D8

Like · Reply · Message · 7w



Selçuklu Sarıklısı Wishing all the D-8 member States best wishes in their future endeavors.türkey

Like · Reply · Message · 7w



Nuru Dass Wishing all the D-8 member States best wishes in their future endeavors.

Like · Reply · Message · 7w





Number of Followers: 4,475







Number of Followers: 4,475



Rtn Mahotav U Alhmahomud Congratulations

Like · Reply · Message · 21w



Md. Shafique Ahsan

Congratulation

Like · Reply · Message · 21w



Muhammad Abbasi

Good work

Like · Reply · Message · 21w



Muhammad Bux Kumbhar

Very great

Like · Reply · Message · 21w



Mir Nadir Khan Almani

Very Nice

Like · Reply · Message · 21w



Abdulrahman Jg

Alhamdulillah for everything

 $\textbf{Like} \cdot \textbf{Reply} \cdot \text{Message} \cdot 8w$



Isa Musa

MashaAllah God bless D8.

Like · Reply · Message · 8w



Umesh Singh Rawat

Nice

 $\textbf{Like} \cdot \textbf{Reply} \cdot \text{Message} \cdot 7w$



Oz Cöz

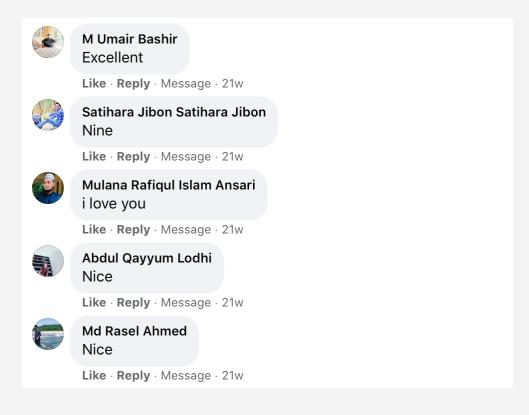
We wish do relationships so strongly

Like · Reply · Message · 4w



Number of Followers: 4,475





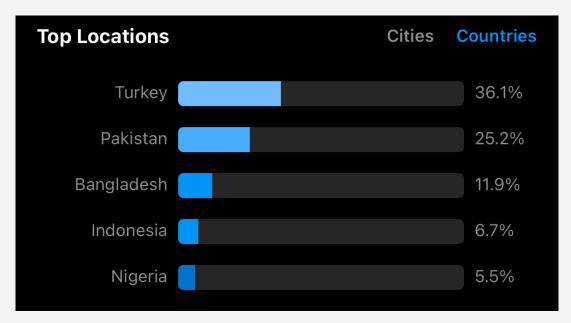


The number of new followers between January-December, 2020 compared to the end of the year 2019 is 98 percent more.



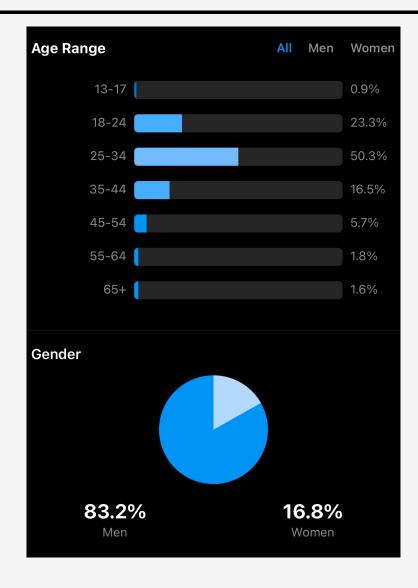
 The number of followers on Instagram account of D-8 was 363 at the end of the year 2019 and it has 718 followers as of December 31, 2020 and the number of the followers increased by 98 percent according to last year.

Location of Followers (Top 5)





The number of new followers between January-December, 2020 compared to the end of the year 2019 is 98 percent more.

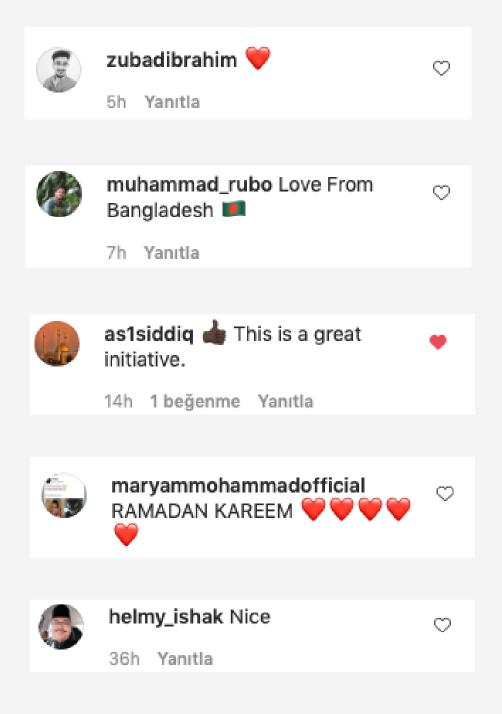


- As it is seen in the graphic below, the most of the followers of Instagram account of D-8 are from young population.
- Also, around 83 percent of the followers are men and 17 percent are women.



Comments from Instagram

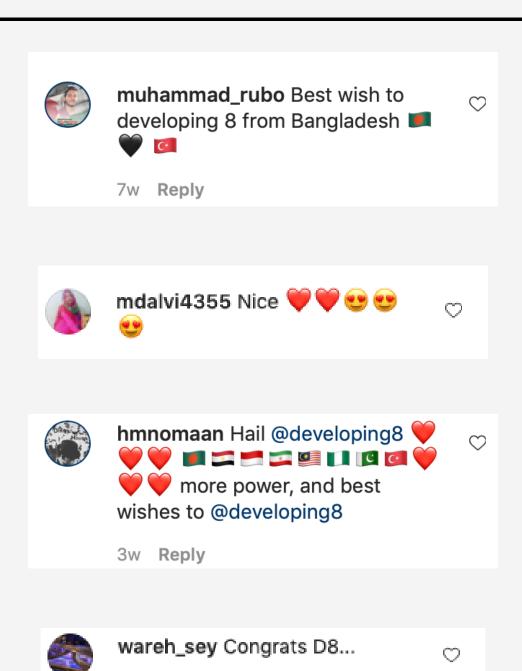
Number of Followers: 718





Comments from Instagram

Number of Followers: 718



53h Yanıtla



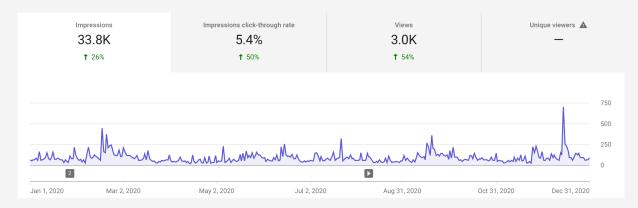
Number of Subscribers: 199

The number of new followers between January-December, 2020 compared to the end of the year 2019 is 76 percent more.

An Overview



• The number of subscribers has increased by 76% compared to the end of the year 2019.



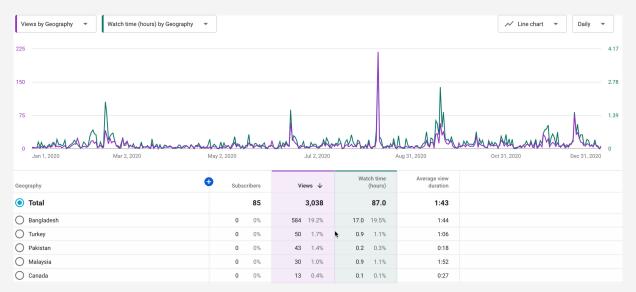
 The number of views of videos has increased compared to the same period of the year 2019.



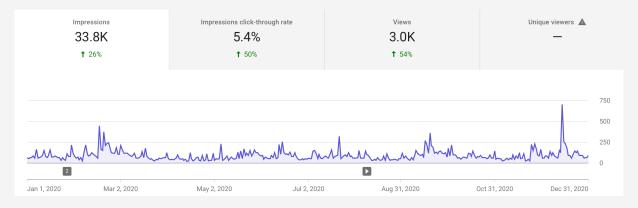
Number of Subscribers: 199

The number of new followers between January-December, 2020 compared to the end of the year 2019 is 76 percent more.

An Overview



 The graph demonstrates the views and watch time of the visitors in the year 2020 according to their geography.



• The number of impressions of videos has reduced by a small percentage compared to the same period of the year 2019.



Comments from Youtube

Number of Subscribers: 199



Sivasliyakamoz • 1 month ago (edited)

Keep this good job going. I would also know if there are possibilities to support or participate the organization.



DarwisAsrul 👩 • 1 year ago

congratulation YM Dato' Ku Jaafar Ku Shaari....with this collaboration, we wish for a better economic expansion...



Ebubekir • 9 months ago

We are looking forward for new videos :)



Sabbir Ahmed 🙃 • 5 months ago

Very Good Decision. Go on D8!



Smsajid Hossain4 · 8 months ago





Sb Sumon • 3 weeks ago

Love...from...Bangladesh...



Muhammet Emre TOPAL • 2 months ago

Great National Vision!!!



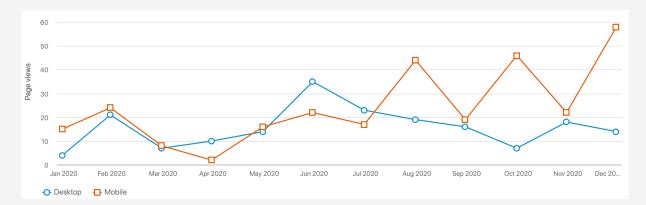
Mohammad Asna · 3 months ago

May Allah Bless u Sir...

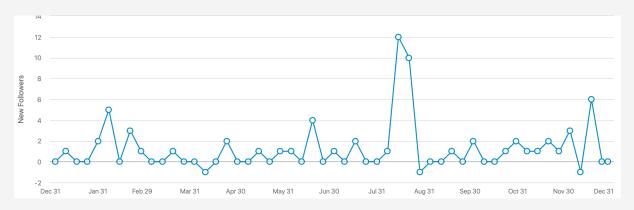


The number of new followers between January-December, 2020 compared to the end of the year 2019 is 82 percent more.





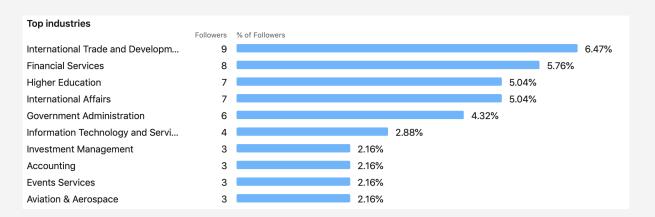
• The number of page views of the LinkedIn account of D-8.



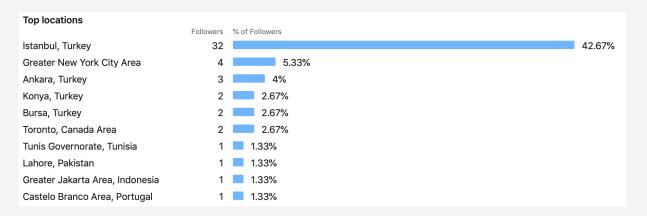
 The number of followers has increased by 82% compared to the end of the year 2019.



The number of new followers between January-December, 2020 compared to the end of the year 2019 is 82 percent more.



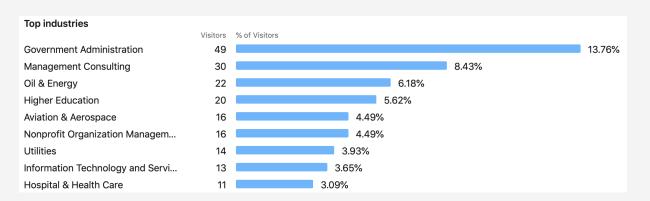
• It is showing the top industries followers of the account working in.



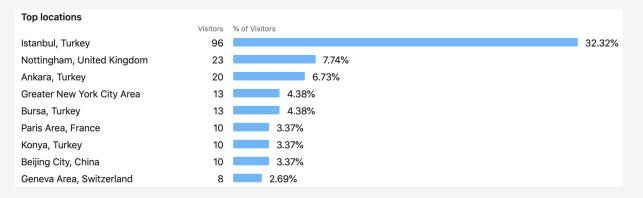
 It is showing the main locations of the followers of the LinkedIn account.



The number of new followers between January-December, 2020 compared to the end of the year 2019 is 82 percent more.



• It is showing the top industries visitors of the account working in.



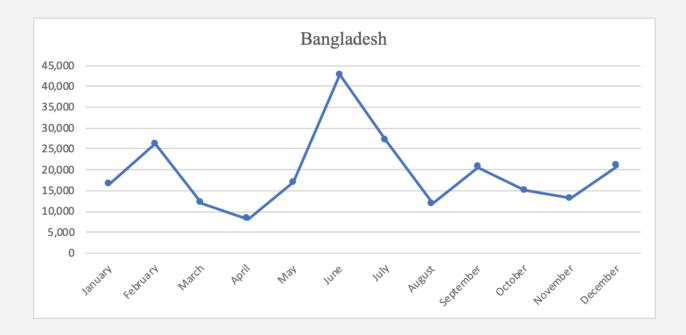
• It is showing the main locations of the visitors of the LinkedIn account.

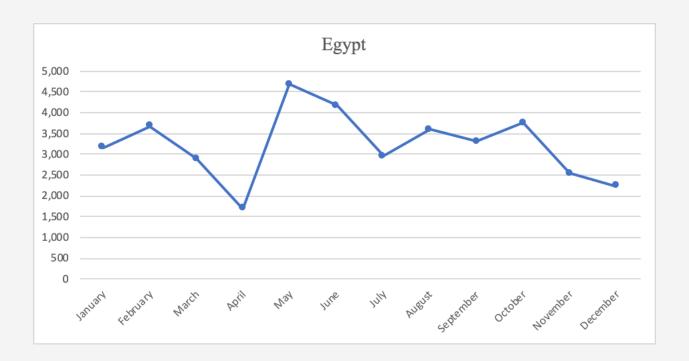


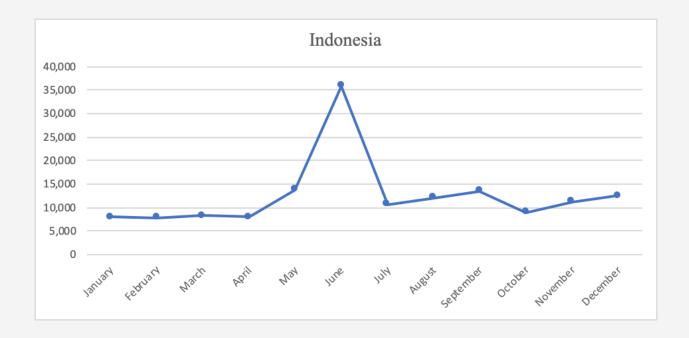
Website

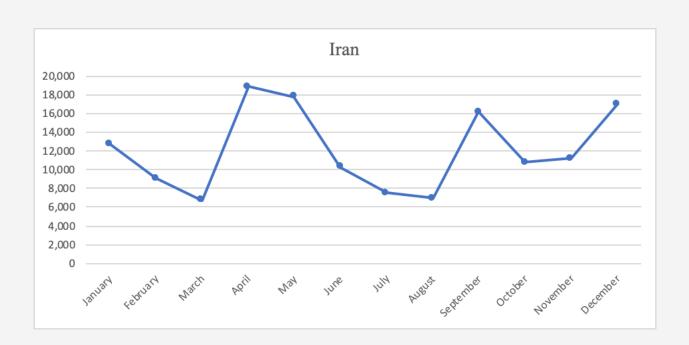
The D-8 has been using its renewed website for two years and also it benefits from this modern design of the website.

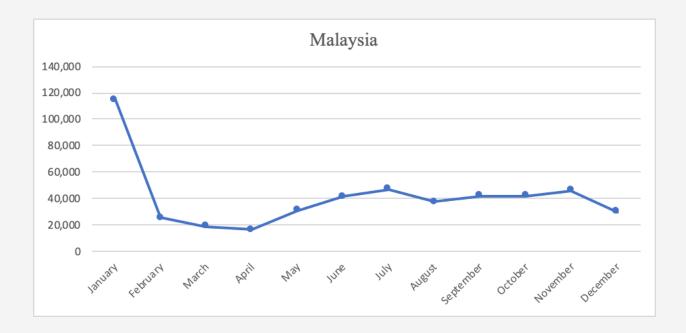
In this part, you will find out the traffic data of the website of D-8 Organization for the period of January - December, 2020.

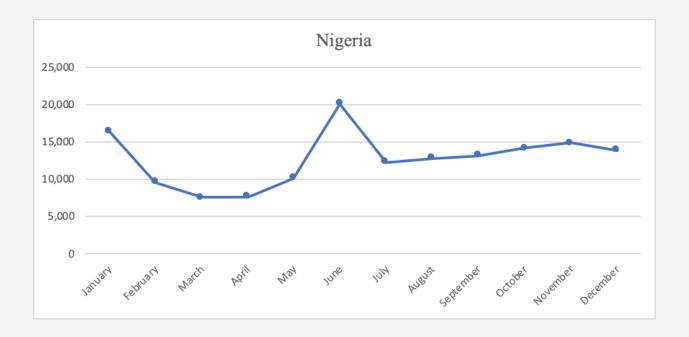


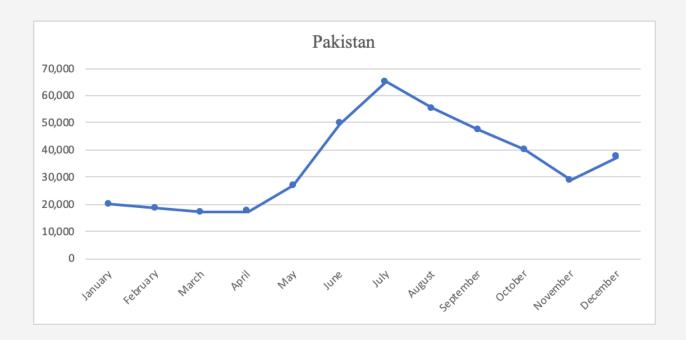


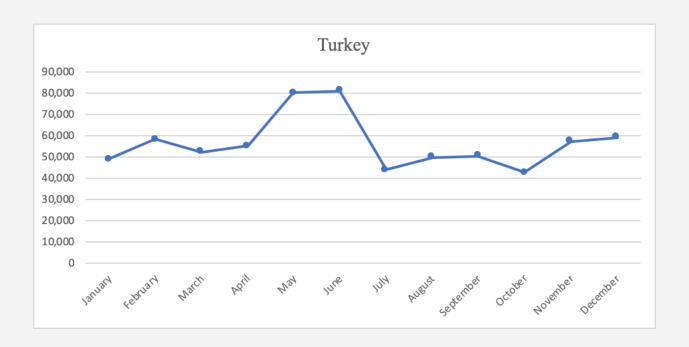


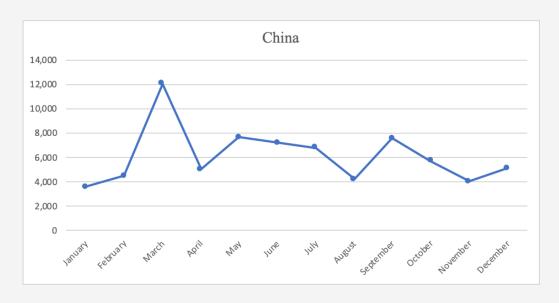


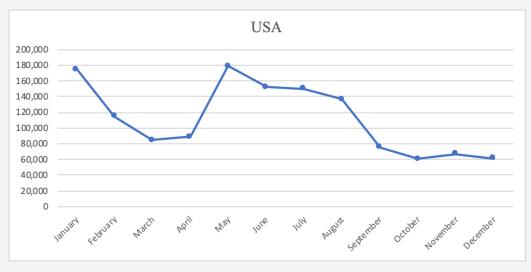


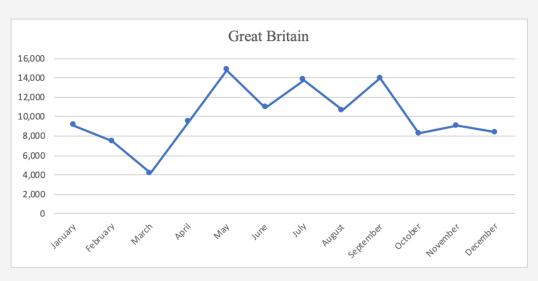


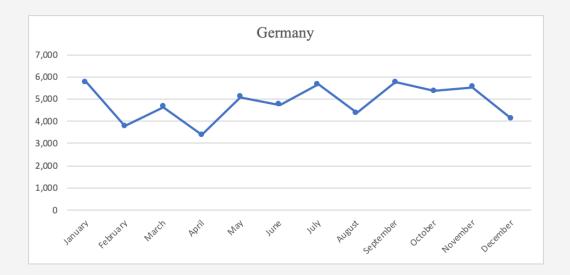


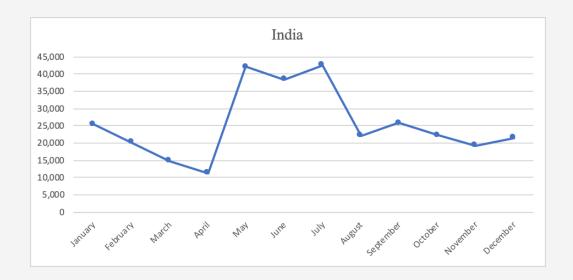














D-8 in Media

The D-8 Organization for Economic Cooperation has appeared in local and international media actively every time.

D-8 Organization takes place in local and international media at certain periods and spreads its name. Due to the COVID-19 pandemic, which has become a global health crisis, the D-8 continues to remain active, although the number/duration of being in media activities is less compared to previous periods.



 The Secretary-General was interviewed by News Agency of Nigeria (NAN) in Nigeria before signing the HQ Agreement for D-8 HSP Office.



• The Secretary-General was interviewed by news agencies of Nigeria after visiting the Vice President of Nigeria.



• The Secretary-General was interviewed by Anadolu Agency of Turkey and evaluated the activities of D-8 Organization.



• The Secretary-General addressed the Wednesday Conferences organized by Economic and Social Research Center (ESAM) in Ankara.



 The Secretary-General was one of the special guests at the Int'l Muslim Intellectual Forum organized jointly by ICYF and Ibn Haldun University.



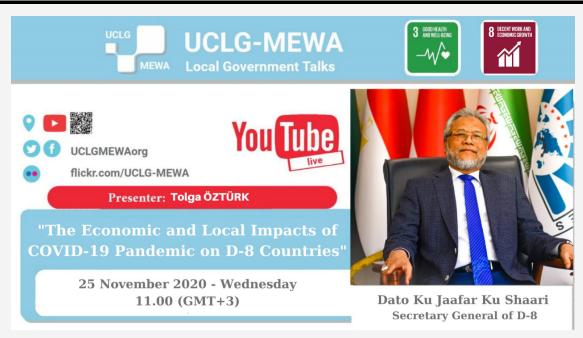
 The Secretary-General attended the Special Edition Talks series organized by ICYF to discuss Post-Pandemic World.



• The Secretary-General participated the "Rebuilding Economy" Panel Session at Dhaka Forum 2020 Virtual Conference.



 D-8 Secretary-General attended the "Recovery Townhall" virtual event organized by World Tourism Forum Institute regarding tourism developments.



 The Secretary-General attended the "Local Government Talks" organized virtually by UCLG-MEWA.



 The D-8 Secretary-General Ambassador Dato'Ku Jaafar Ku Shaari addressed the Global Tourism Forum "Recovery and Beyond" Summit.

Nigeria to collaborate with D8, others on economy, healthcare - Osinbajo

D-8 Health programme will unlock Nigeria's market potential – Secretary General

Virtual Working Group Meeting of the Focal Persons of the D-8 Health and Protection (HSP) Programme on COVID-19 Pandemic

Coronavirus: D-8 members boost cooperation solidarity

Calls for solidarity in areas of commodities, technology, equipment, pharmaceuticals

D-8 Genel Sekreteri Shaari: Pandemi sonrası ekonomide çözüm izolasyon değil, iş birliği

• TRT News: "D-8 Secretary General Shaari: The solution in the postpandemic economy is cooperation, not isolation."

FOREIGN

D-8 records \$4tln GDP, \$110bn intra trade in 23yrs, says Sec-Gen

D-8 ORGANIZATION FOR ECONOMIC COOPERATION

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D-8 in News

WORLD, ECONOMY

D-8 secretary-general marks anniversary of organization

'After 23 years, the D-8 has turned itself into an economic powerhouse ...' says Dato' Ku Jaafar Ku Shaari

DAILY SABAH

D-8 secretary-general marks 23rd anniversary of organization

TURKEY, ECONOMY

Turkish president marks 23rd anniversary of D-8 bloc

D-8 member states demand fair, peaceful and stable world, says President Erdogan

PM Felicitates D-8 Member States On 23rd Anniversary, Reiterates Commitment To Its Goals

▲ Umer Jamshaid ② 2 months ago 🗎 Wed 17th June 2020 | 12:00 AM

WORLD, ASIA - PACIFIC

Pakistan felicitates D-8 states on 23rd anniversary

Premier Khan says organization played key role in promoting solidarity, and strengthening cooperation among members

How to strengthen the D-8 **Organisation for Economic** Cooperation

Iran considering to waive visas for D8 countries

November 29, 2020 - 22:15

Tourism

TURKEY

Turkey calls on D-8 countries to fight food waste

One-third of food produced in world lost or wasted, says Turkish agriculture minister

WHO Lauds Nigeria For D-8 **Programme Office Donation**



FEATURED LATEST NEWS

WORLD

D-8, World Tourism Forum Institute ink agreement

WTFI aims to increase tourist traffic among D-8 members by 50%

DAILY SABAH

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D-8 member countries seek aircraft production, maintenance cooperation with Turkey

D-8 secretary general reveals organization's strategic plans

Secretary-general of D-8 discusses future plans of 23-year-old economic group ahead of Dhaka summit

Coronavirus: D-8 members boost cooperation, solidarity

Calls for solidarity in areas of commodities, technology, equipment, pharmaceuticals

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Organization

D-8

MEDIA REPORT



D-8 Organization for Economic Cooperation

