


2.6 External communications

The pace of global and regional interest in the COVID-19 situation in Africa picked up from January 2021, in proportion to the onset of the third wave of the virus, the expansion of its more aggressive variants, and discrepancies in, and reliability of vaccine access, further threatening the lives of millions. Urgent outreach and advocacy through mass and social media put additional pressure on world leaders to commit resources, medical supplies, equipment and personnel to the fight against COVID-19 on the continent.


545M
 people reached with social media content



48%
 engagement rate


35 000
 English-language followers growth (Jan–Jul 2021)


300 000


400 000
 French-language followers growth (Jan–Jul 2021)



6 500x
 published quotes by AFRO spokespersons on major news outlets such as the BBC, the New York Times, RFI, Le Monde, East African, and the Daily Nation, among others


11
 COVID-19 newsletters on vaccine and general topics, mostly targeting national health authorities and partners


100M
 people reached through AIRA's multi-lingual video productions

85 English
62 Fench
8 Portuguese
3 Swahili


16.5M
 monthly reach


45%
 engagement rate