

EXECUTIVE SUMMARY

Below are some of the key highlights from the audit conducted, both overall statistics as well as spotlights on both the Pre-Summit and Summit.

REACH	MENTIONS	KEY TERMS
<ul style="list-style-type: none">• Social media had a potential reach of 2.5 billion people over the period tracked.• Online media coverage had a potential reach of 202 million people over the same period.• On a yearly basis, total reach increased by 46% when comparing first to second year of data period (broadly 2020 and 2021).• The Pre-Summit and Summit both had potential reach of 230+ million people.	<ul style="list-style-type: none">• Overall, average monthly mentions of the term 'food systems' nearly tripled when comparing the first and last month tracked (Dec '19 and Nov '21).• On a yearly basis, overall mentions of the term 'food systems' increased by 50% when comparing first to second year of data period.• Mentions increased slightly more in online news media than social media.	<ul style="list-style-type: none">• The biggest news triggers for the use of the term 'food systems' were at the outset of COVID-19 (March 2020), around World Food Day (October 2020 and 2021), and Pre-Summit and Summit events themselves.• The top phrases used on Twitter include 'sustainable', 'people', 'global', 'health', and 'climate', which align with key narratives promoted by the UNFSS (e.g. 'People's Summit' and links to SDGs).

SPOTLIGHT ON: PRE-SUMMIT

- The total weekly reach on social media was above **20 million** people in June, July and August 2021.
- On average, online news coverage consistently reached almost **2 million** people each week in June, July and August.
- The top four topics which trended most on Twitter from July 26-28 are **'sustainable', 'people', 'Summit', and 'global'**.

SPOTLIGHT ON: THE SUMMIT

- The monthly social reach hovered around **25 million** people in August, September and October 2021.
- The monthly online media coverage reach around August, September, and October 2021 was consistently around **8-12 million** people.
- The top four topics which trended most on Twitter from September 24-26 2021 were **'UN', 'Food Systems Summit', '#UNFSS2021', and 'global/world'**.