

FACEBOOK CAMBODIA CIVIC INSIGHTS



The Asia Foundation
Improving Lives, Expanding Opportunities

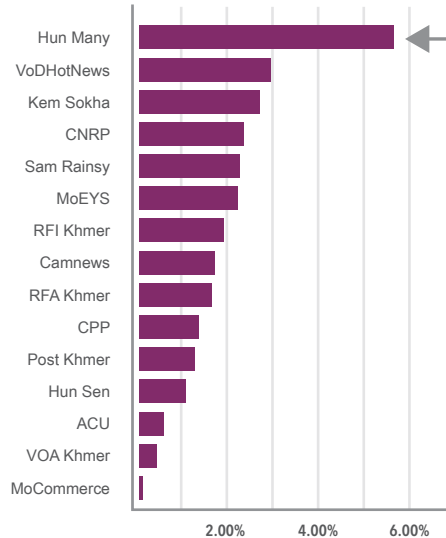
September 2016

This Month

From September 1 to September 30, 2016, The Asia Foundation's Cambodia Social Media Civic Insights Team followed six media pages, four politicians, three government agencies and two political parties' Facebook pages. The pages were selected to sample civic discussions on Facebook in Cambodia.

The final selection of the pages was based on the number of page followers using statistics from Socialbakers.com. Some pages were selected manually based on the same criteria. This report provides a snapshot of the topics discussed and level of engagement on those topics.

Most Popular Posts



ខ្ញុំមានកិត្តិយសបម្រើ និងការងារប្រយោជន៍កម្ពុជា ក្នុងគណៈប្រតិភូរដ្ឋសភានៃព្រះរាជាណាចក្រកម្ពុជា ប្រជុំ AIPA នៅរដ្ឋធានី វៀងច័ន្ទ ប្រទេសឡាវ! ហើយអ្វីដែលពិសេសនោះគឺ គណៈប្រតិភូនៅគ្រប់កម្រិតទាំងអស់ នៃព្រះរាជាណាចក្រកម្ពុជា ចូលរួមយ៉ាងស្មើមុខ ស្មើសិទ្ធិ ទាំងនៅកម្រិតប្រមូលជ្រើសរើស កម្រិតសភា កម្រិតមន្ត្រីជាន់ខ្ពស់ កម្រិតវិស័យឯកជន និងសហគ្រាស ថែមទាំងសហគ្រាសឆ្នើម និងកម្រិតយុវជន ថែមទៀត! កម្ពុជាឆ្ពោះទៅមុខ! ជ័យ ព្រះរាជាណាចក្រកម្ពុជា!

I'm honored to serve and protect Cambodia's interests with the parliamentary delegates of Cambodia during the AIPA summit in Vientiane, Laos. More importantly, all of the Cambodian delegates participated in an equal and happy manner, from the leadership level, the parliament level, private and enterprise sector to the entrepreneurial and youth level. Cambodia moves forward! The Kingdom of Cambodia.

Word Cloud - Frequency of Topics Covered (All Pages)

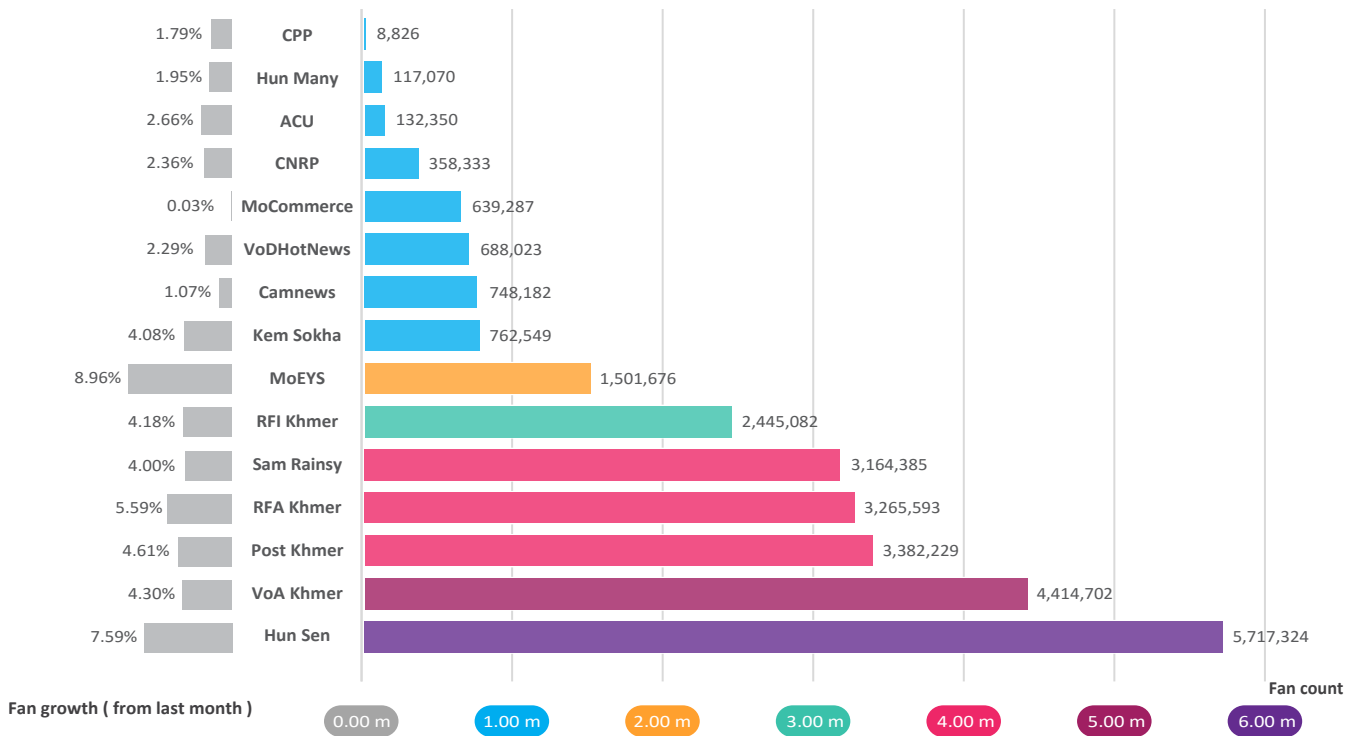


All Pages Covered

- News**
 RFA Khmer: Radio Free Asia Khmer
 RFI Khmer: Radio France International Khmer
 VOA Khmer: Voice of America Khmer
 Service Post Khmer: Phnom Penh Post Khmer
 VoDHotNews: Voice of Democracy
 Camnews
- Political Parties**
 CPP: Cambodian People's Party
 CNRP: Cambodia National Rescue Party
- Politicians**
 Hun Sen
 Sam Rainsy
 Hun Many
 Kem Sokha
- Government**
 MoEYS: Ministry of Education Youth and Sports
 MoC: Ministry of Commerce
 ACU: Anti-corruption Unit

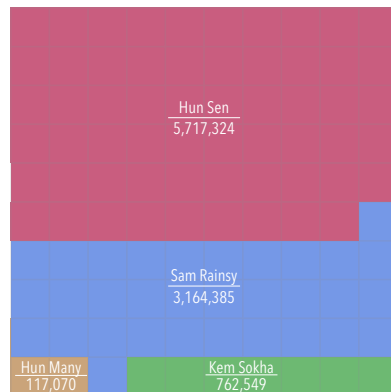
Note: Hun Many, VoDHotNews, Camnews, MoEYS, MoCommerce, Anti-corruption unit, CNRP, CPP and Post Khmer have not been verified as official Facebook pages.

Fans by Page - Total Fans as of September, 2016 and Fan Growth From Last Month



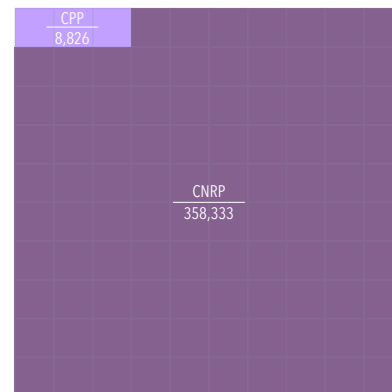
Fans by Page Type

Politician



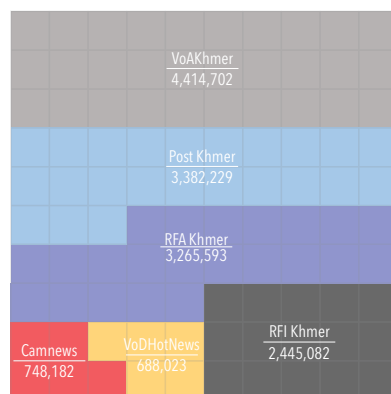
Total Fans: 9,761,328

Political Party



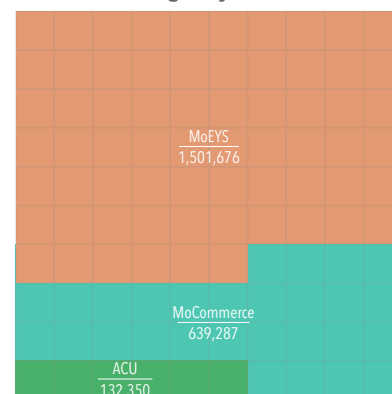
Total Fans: 367,159

Media



Total Fans: 14,943,811

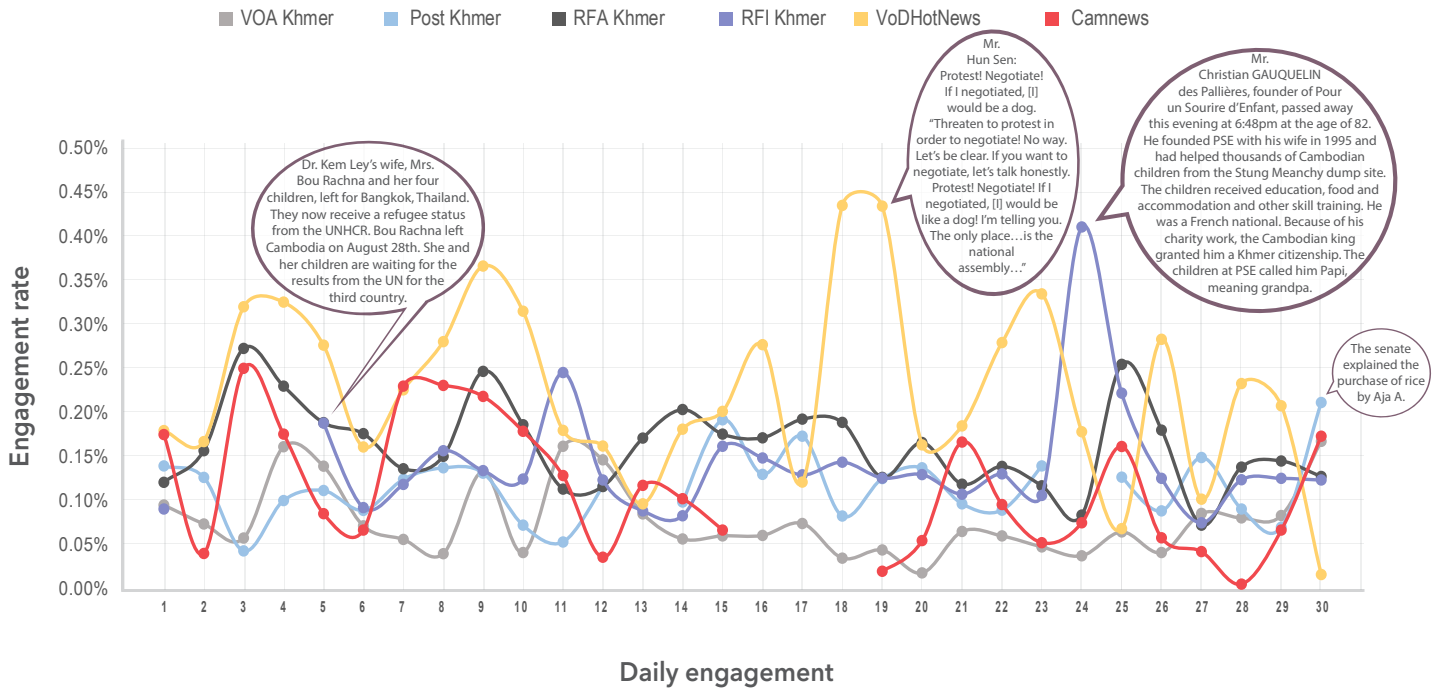
Government Agency



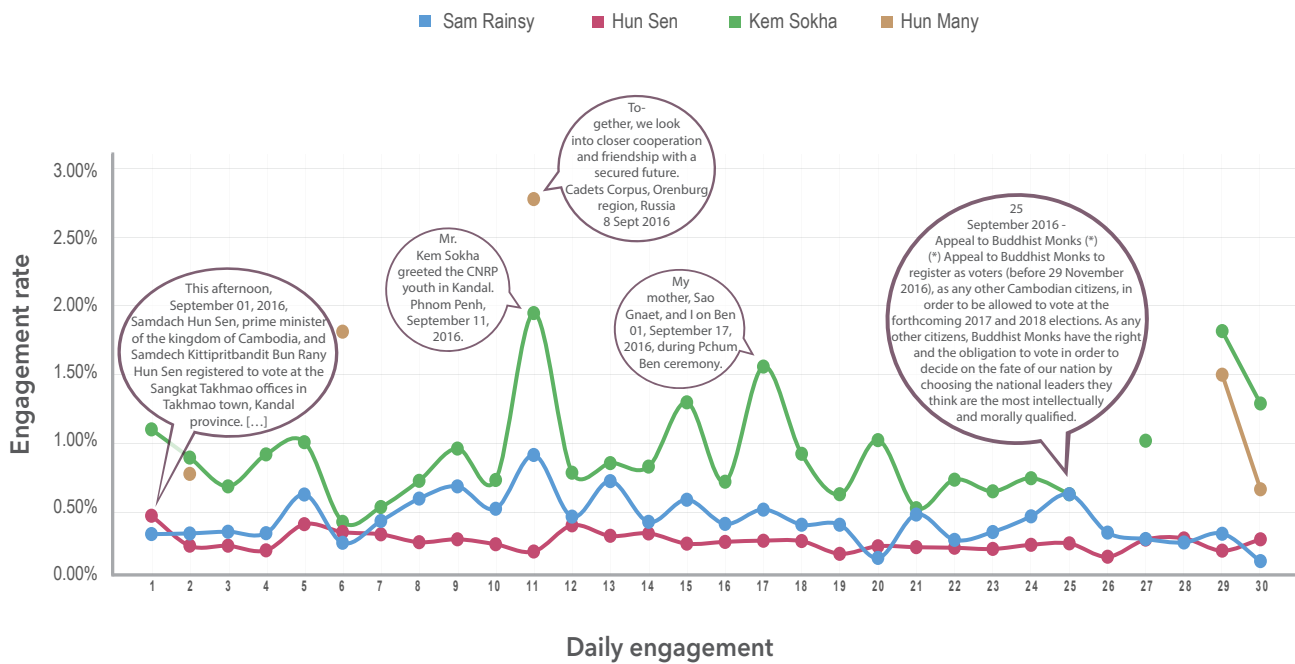
Total Fans: 2,273,313

Engagement

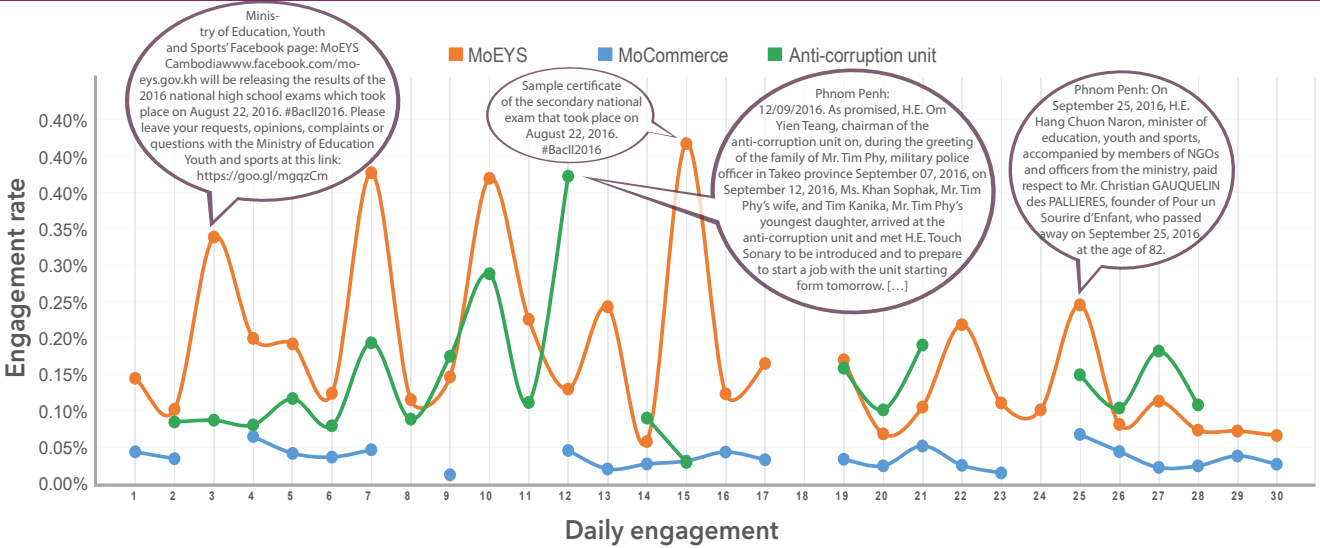
Media Pages Daily Average Engagement Rate and Post Highlights



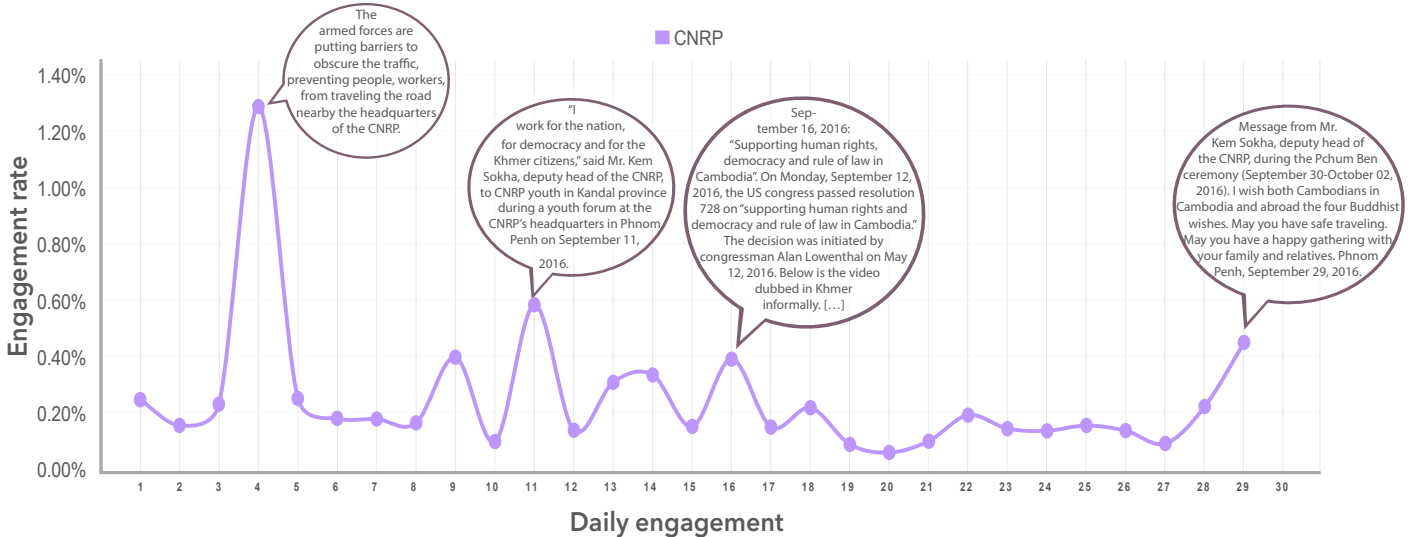
Politician Pages - Daily Average Engagement Rate and Post Highlights



Government Agency Pages Daily Average Engagement Rate and Post Highlights



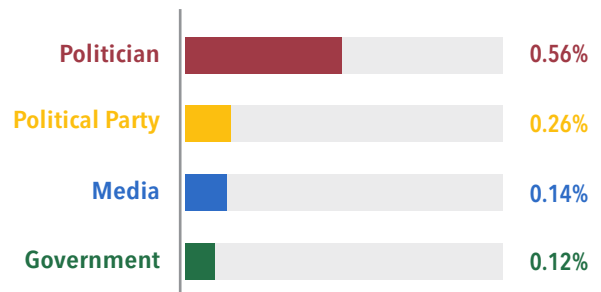
Political Party Pages Daily Average Engagement Rate and Post Highlights



What Pages Are Most "Popular"?

The total number of people who liked a page, or in other words "fans", is a good place to look to start trying to understand the popularity of a page. But measuring a page's popularity by the number of fans alone is often misleading because having fans doesn't mean that they are engaging with the page - in fact a fan that doesn't engage may not be a fan at all.

Average Monthly Engagement Rate (Page Type)



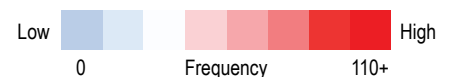
Q: How then is "engagement" measured?

A: Average page engagement rate = $\frac{(\text{Likes} + \text{Shares} + \text{Comments}) / \# \text{ post at a given time}}{\text{Total fans}} \times 100$

Topics

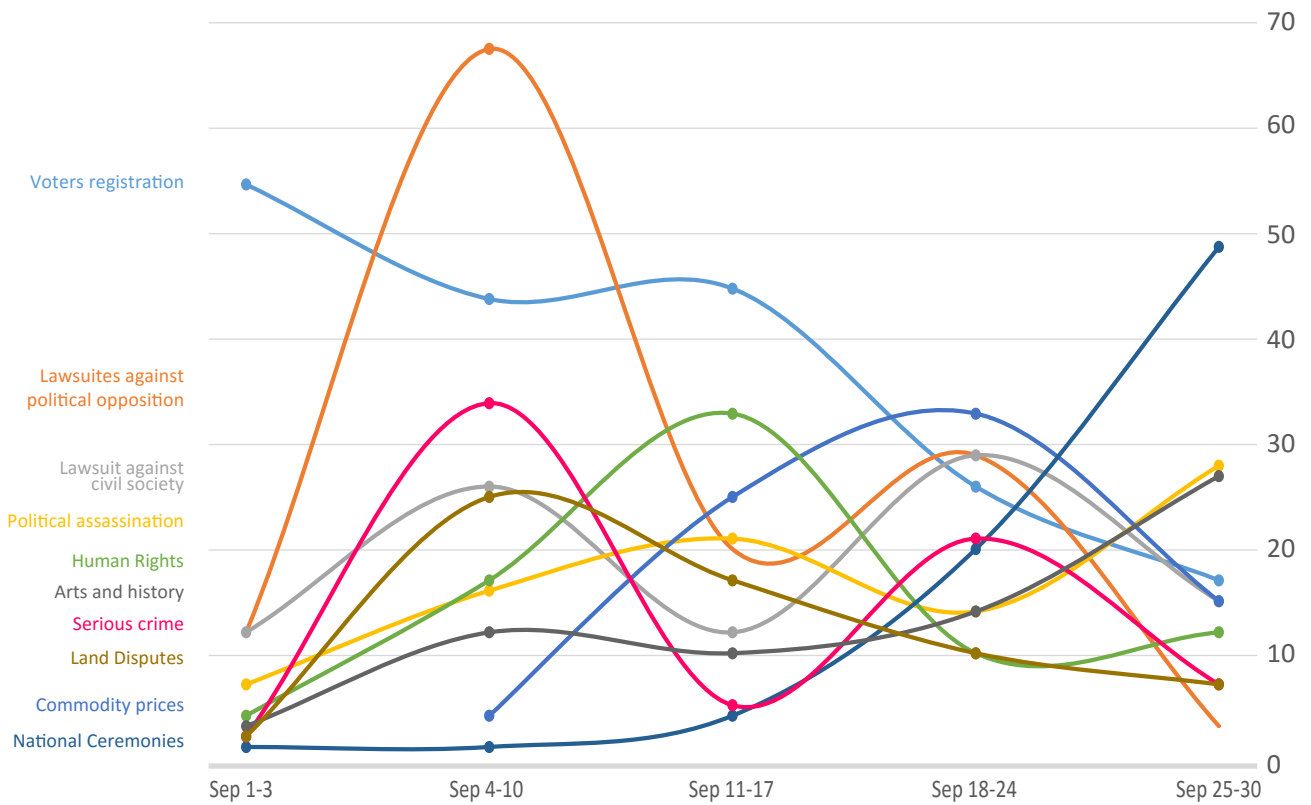
Top 20 Topics (All Pages)

Engagement Rate	Topic	Category	Politician					Political Party	Media					Government Agency		
			Hun Sen	Sam Rainsy	Hun Many	Kem Sokha	CNRP		Camnews	Post Khmer	RFA Khmer	RFI Khmer	VOA Khmer	VodHotNews	ACU	MoCommerce
0.37%	Constituent outreach and party organizing	POLITICS	75	23	0	22	120	4	0	6	0	1	7	0	2	2
0.22%	Lawsuits against political opposition		0	21	0	12	1	9	11	70	8	14	20	0	0	0
0.30%	Political Assassination		0	6	0	0	0	6	3	43	0	12	22	0	0	0
0.25%	Banning of public protest		0	8	0	0	1	9	1	25	1	8	16	0	0	0
0.29%	Arrest of activists/community representatives/NGO representative		0	7	0	0	0	8	6	21	3	4	7	0	0	0
0.29%	Petition		0	8	0	3	1	5	7	19	1	2	8	0	0	0
0.15%	Lawsuit against civil society	NATIONAL POLICY	0	10	0	0	0	10	3	58	1	11	11	0	0	0
0.16%	Voters registration		6	28	0	2	62	42	6	87	7	13	32	0	0	0
0.20%	2016 High school exam		8	0	0	0	0	1	8	8	10	1	2	46	0	100
0.30%	Human Rights		0	12	0	13	5	8	3	51	2	4	8	0	0	0
0.11%	Health		6	4	0	0	1	1	8	15	5	6	5	14	0	2
0.06%	Water		48	0	0	0	0	1	0	10	0	3	0	0	0	0
0.14%	National Infrastructure		28	3	0	0	0	1	7	11	0	1	3	0	0	0
0.18%	Commodity prices	ECONOMY	4	24	0	0	0	0	8	35	4	5	25	0	6	1
0.31%	National Ceremonies	PUBLIC CEREMONIES & EVENTS	8	7	3	7	6	4	8	37	6	9	11	0	1	26
0.20%	Arts and history		13	1	0	0	2	12	21	17	6	6	4	0	0	5
0.18%	Serious crime	CRIME	0	7	0	0	0	6	28	28	1	2	4	0	0	0
0.15%	Land Disputes		0	8	0	0	2	0	11	38	1	5	6	0	0	0
0.16%	Illegal logging		0	15	0	0	0	2	9	25	0	0	0	0	0	0
0.34%	Official trips	OTHER	73	0	2	0	0	2	0	1	0	2	0	0	7	1

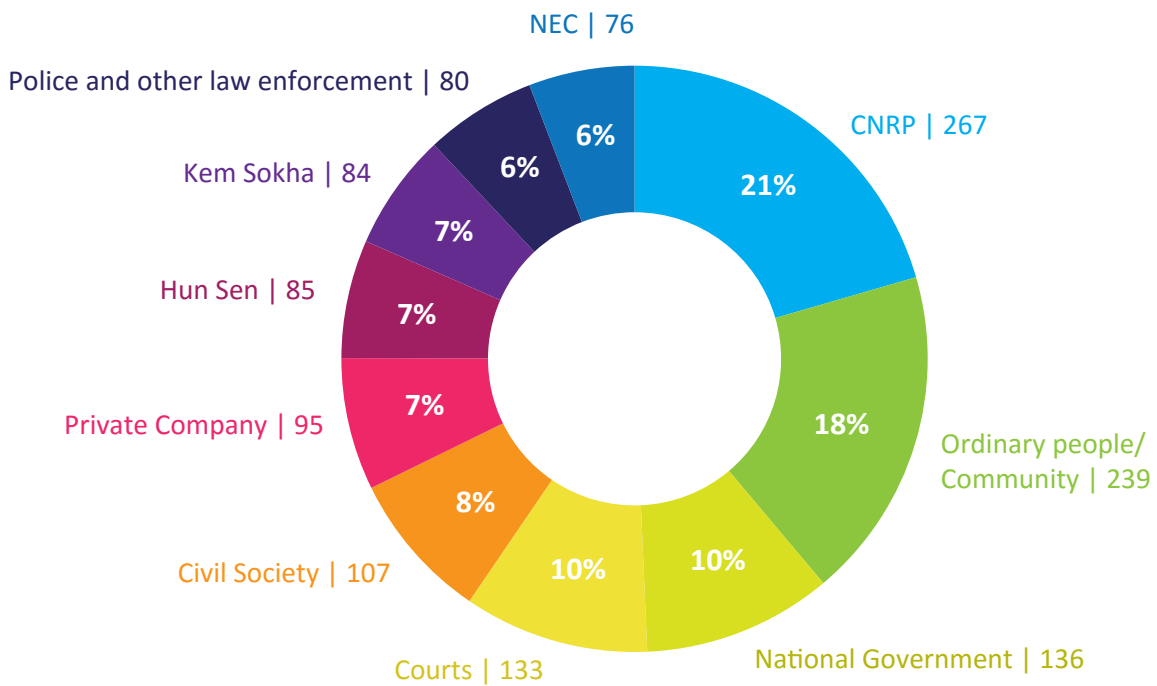


Media

10 Most Frequent Topic on Media Pages (Weekly)

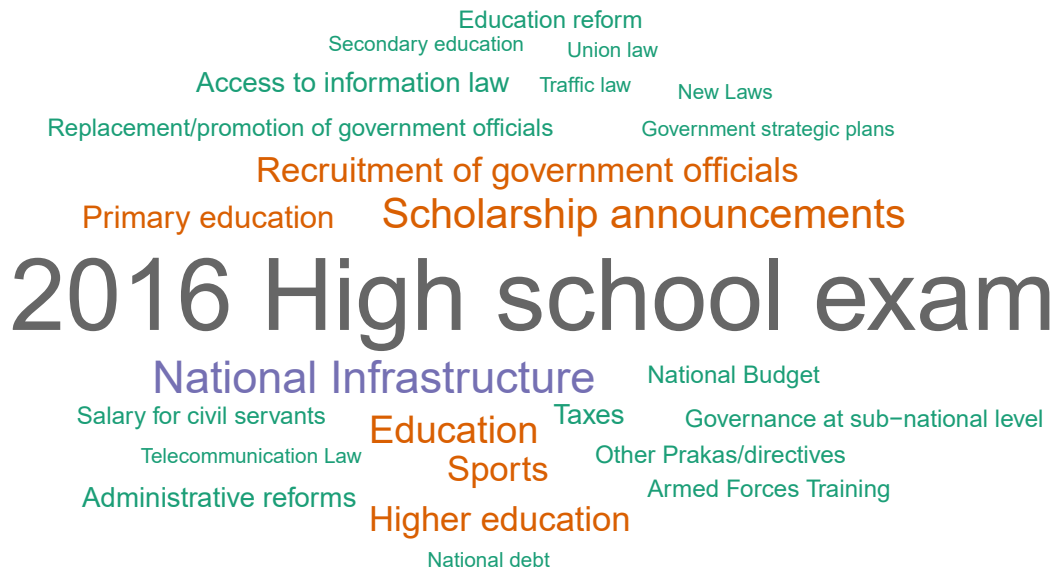


10 Most Frequently Mentioned Actors on Media Pages by Number of Post Mentioned

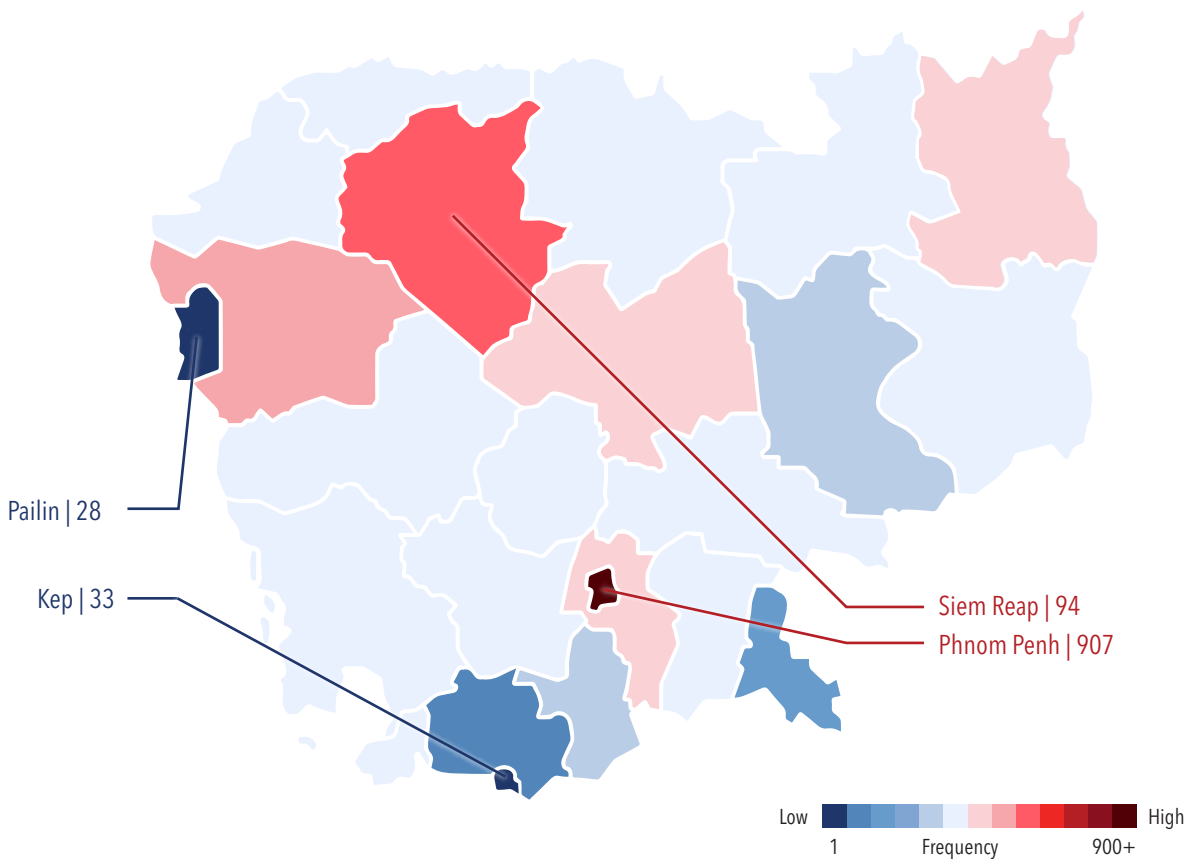


National Policy Development

World Cloud - Topics Related to National Policy Development (All Pages)



Frequency of Provinces Mentioned (All Pages)



About The Asia Foundation

The Asia Foundation is a nonprofit international development organization committed to improving lives across a dynamic and developing Asia. Informed by six decades of experience and deep local expertise, our programs address critical issues affecting Asia in the 21st century—governance and law, economic development, women’s empowerment, environment, and regional cooperation. In addition, our Books for Asia and professional exchange programs are among the ways we encourage Asia’s continued development as a peaceful, just, and thriving region of the world.

Headquartered in San Francisco, The Asia Foundation works through a network of offices in 18 Asian countries and in Washington, DC. Working with public and private partners, the Foundation receives funding from a diverse group of bilateral and multilateral development agencies, foundations, corporations, and individuals. In 2014, we provided nearly \$108 million in direct program support and distributed textbooks and other educational materials valued at over \$11 million.

Analysis On Demand

The Asia Foundation’s Cambodia Social Media Civic Insights Team can provide on the minute reports tailored to topics, pages, location and sentiment. The Asia Foundation’s in-depth country analysis is coupled with truly comprehensive expertise in Asia across all economic, social and political sectors. For more information, please contact Menghun Kaing, program officer at menghun.kaing@asiafoundation.org

The representations of the data in the publication are those of the authors, SocialRoo, and not necessarily those of The Asia Foundation.



The Asia Foundation

© Copyright The Asia Foundation 2016