



“Everything Has Become Corruptible”

Social media perceptions of UN agencies and INGOs in the DRC

21 September - 21 October 2025

Context

The Democratic Republic of the Congo (DRC) remains one of the world's most complex and protracted humanitarian crises. By late 2025, over 21 million people required humanitarian assistance, reflecting the scale and persistence of overlapping emergencies across the country. In the eastern provinces of North Kivu, South Kivu, and Ituri, the situation is particularly dire: recurrent fighting has displaced millions and left around 2.7 million people facing severe food insecurity, while nationally one in two children under five endures chronic malnutrition. Attacks on humanitarian infrastructure have become increasingly frequent, with warehouses looted and supplies of food and medicine destroyed, severely hindering aid delivery. The advance of armed groups such as the M23 and the presence of other armed groups continue to destabilise the region, constraining humanitarian access and harming civilians. Protection concerns are mounting, with rising reports of gender-based violence, child recruitment, abductions, and other grave violations, which doubled in early 2025 compared with the previous year. Meanwhile, cholera, measles, and mpox outbreaks persist, spreading rapidly through areas where health systems have collapsed and infrastructure remains damaged. Together, these factors paint a picture of deepening vulnerability, where humanitarian needs outpace the capacity of local and international actors to respond.

Key findings

- **Public sentiment expressed in the examined comments were largely favourable towards aid actors.** Across 1,123 analysed comments, 67 percent expressed appreciation, support, or trust in aid organisations. Explicitly negative comments represented less than 5% of total engagement and were rarely directed at specific agencies.
- **Engagement was highly uneven across organisations.** A limited number of actors - particularly MSF, UNFPA, and UN Women - generated a disproportionate share of total reach and comment volume.
- **Comment sections function as informal entry points for participation.** Many users used replies to express interest in volunteering, employment, or partnership with UN agencies and INGOs. Such patterns suggest that humanitarian communication channels are perceived not only as sources of information but also as accessible pathways into civic and professional engagement.
- **Gender-focused content attracted overwhelmingly supportive engagement.** Among 109 comments on gender-related posts, only four expressed negative sentiment, mostly raising concerns about moral priorities or government responsibility. Campaigns were broadly welcomed, with users commending empowerment initiatives and the visibility of women professionals.
- **Critical voices, though marginal, reveal persistent undercurrents of mistrust.** A small number of comments questioned the sustainability or transparency of aid projects, linking INGOs to political or economic grievances. These patterns echo narratives observed in sentiment analysis of aid related thematic topics in the DRC where aid intentions were negatively connected to wider societal concerns. The low number of critical voices in this analysis suggest a limited spread of wider scepticism into the conversations about more focused aid related content.

- **Accessible, people-centred language drives engagement.** Posts using clear, conversational phrasing, minimal jargon, and balanced visuals showing individuals in active roles tended to perform best. Content that humanises staff and emphasises everyday field realities consistently outperformed institutional or abstract messaging.

The data at a glance

This analysis draws on social media content posted between 21 September and 21 October 2025, focusing on UN agencies active in the DRC and international NGOs affiliated with the CONAFOHD network.

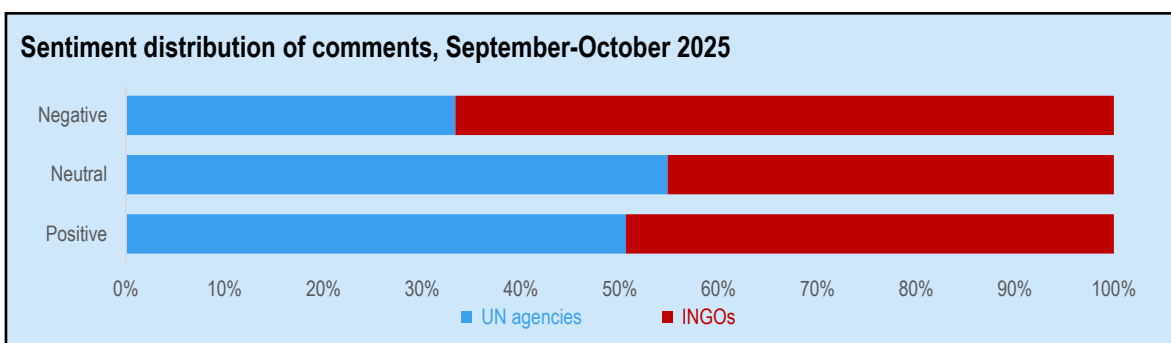
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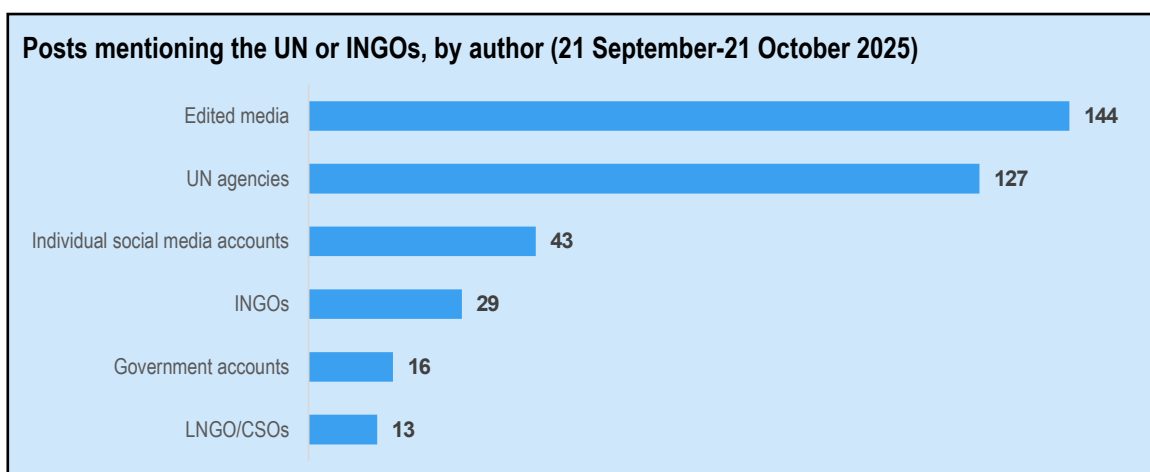
- **A total of 382 posts mentioning or published by UN agencies** (refers to mentions of the United Nations and its agencies, not MONUSCO as it was covered in a previous [report](#)) **and INGOs** were identified across public social platforms - 265 referencing or from UN agencies, and 117 referencing or from International NGOs.

	Posts	Comments	Reach
UN agencies	265	286	3.2 million
INGOs	117	842	11.2 million

- **97% of posts were neutral in tone**, with only 2% positive and 0.5% negative, mainly originating from individual users.
- **A total of 1,123 comments were identified - 67% positive overall.** INGO-related posts attracted 545 positive comments (79%), while UN agency-related posts drew 209 positive comments (74%).
- **Platform activity was higher on X** (227 posts; 59%) than on Facebook (155 posts; 41%), together reaching an estimated 14.4 million users. Although UN agencies accounted for most posts (265), they generated 3.2 million in reach, while INGOs achieved the remaining, larger share despite posting or being mentioned in posts less frequently (117 posts).

This distribution illustrates that while most institutional content remained informational and non-polarising, user reactions were strongly affirmative, showing public engagement with humanitarian narratives in the DRC.





Content originated from a broad range of actors, with nearly half of the posts coming from NGOs and civil society organisations, followed by a significant share from established media outlets. A smaller proportion came from individual users and government sources. UN agencies accounted for the majority of posts (265; 69%), reaching 3.2 million users (22% of total reach) across 17 agencies and attracting 286 comments, nearly half of which (136) were under UNFPA’s 27 posts. In contrast, international NGOs published fewer posts (117; 31%) yet generated a substantially larger share of the overall reach - over three quarters of the total - across 24 organisations. Their posts also prompted stronger engagement, drawing 842 comments, of which 625 (74%) were concentrated under 20 posts published by or mentioning Doctors Without Borders (MSF).

In contrast to previous analyses in this series, the high share of NGO and civil society posts here does not necessarily reflect a rise in aid-related content. This data is the result of a query that exclusively searched for the mentioning of aid agencies by name. The number of posts and comments are therefore not a reflection of an overall rise or fall in aid related content within other discussions, as was the case in [previous briefs](#). In this dataset, 73% of comments followed content posted by aid agencies and only 18% of comments were under edited media posts. This also highlights a notable difference in media participation with earlier reports - such as perceptions following the [USAID Freeze](#), or perceptions about the [Wazalendo](#) - which had 88% and 97% of comments respectively under edited media posts.

This highlights two key insights into how perceptions of the aid sector form through comments on social media and coverage by the edited media: Firstly, aid-related content remains marginal to edited media posts. Pure aid-related content attracts less editorial coverage and public attention than political or security topics, which generate more public debate and engagement. Sentiment towards aid agencies expressed under edited media posts are often expressed in relation to wider concerns and are more vulnerable to false associations being made to broader topics and may then drive misrepresentation of aid agency intentions among a wider public less concerned and informed about aid agency practices and principles. Secondly, aid agencies have the possibility to influence discussions through their own content creation via their own platforms. However, audiences engaging with such content are likely to already have an interest in aid activities, meaning these communications often reinforce existing views rather than reaching or influencing a broader public.

Social media perceptions of INGOs

This section analyses 837 comments posted in response to content published about or shared by INGOs. Engagement around INGO posts was highly concentrated: 620 comments (74.1%) appeared under just 11 MSF (Médecins Sans Frontières) posts (published by or mentioning MSF).¹ Overall sentiment was strongly positive, with 545 positive comments (65.1%), while 98 comments (11.7%) were neutral in tone. Only 43 comments (5.1%) were explicitly negative, and a notable 151 comments (18.0%) contained political opinions that diverged from the original topic, focusing instead on broader national or regional issues.

The majority of comments across INGO-related posts express gratitude. Users responded most positively to content that seemed to highlight visible service delivery, community engagement, and local partnerships. Mentions of specific places, projects, and individuals recur throughout, signalling that audiences value tangible evidence of presence and connection.

Several social media users expressed the desire to join INGO teams, leaving comments that read as informal job applications or requests for contact. A smaller but significant share of responses consists of constructive feedback or factual corrections. These include clarifications about project locations, partner organisations, or unmet needs in specific communities. While limited in volume, such contributions reveal a high level of public attentiveness.

Among the most engaging formats are human-interest stories, especially those that depict local staff members overcoming logistical or environmental challenges. Posts showing field teams working in remote areas, navigating difficult terrain, or transporting medical supplies consistently attract supportive comments. By providing glimpses into daily realities rather than institutional abstractions, these posts make INGOs appear accessible, grounded, and trustworthy.

At the same time, roughly 18% of all INGO-related comments introduce political or contextual commentary. These diversions often evoke broader grievances about governance, security, or international influence, framing humanitarian activity within national or regional politics. While rarely hostile toward INGOs, such interventions can dominate discussion threads and shift attention away from the intended message. This dynamic reflects the politically charged nature of the digital environment, where even neutral humanitarian content can be interpreted through wider debates on sovereignty and accountability.

Negative sentiments - only 5.1% of the total sample (43 out of 837 comments) - remains limited but revealing. More than half of these appear under MSF posts, particularly those featuring local staff, suggesting that visibility-focused storytelling can also attract scrutiny. The main areas of concern fall into the following categories:

¹ In total, 49 posts mentioning or published by MSF were detected. Of these, 14 were published by MSF itself — three of which did not generate any comments, while the remaining 11 generated a total of 620 comments.

- **Hiring fairness and access to employment.** A frequent grievance relates to recruitment practices. Commenters allege favouritism, nepotism, or opaque hiring processes, expressing frustration at repeated failed applications. This reflects a persistent perception that international organisations are exclusive or network-driven, fuelling resentment among qualified but excluded professionals.

“Everything has become corruptible; whose uncle is he in the organisation?” (“Tout est devenu corruptible, il est l’oncle de qui dans l’organisation?”)

- **Pay and labour value.** Several comments point to a perceived imbalance between effort, remuneration and job security.

“Whatever he does, he will be dismissed one day.” (“Quoi qu’il fasse il sera licencié un jour”)

- **Dignity and privacy concerns.** Several users question why individuals are featured publicly, suggesting that such exposure compromises personal dignity. These reactions point to ongoing sensitivities around consent, representation, and the privacy in humanitarian storytelling.

“But why expose him?” (“Mais pourquoi vous l’exposer?”)

- **Programme continuity and unmet needs.** Some comments challenge project closures or limited service reach, citing examples where activities ended despite persistent needs. This reflects an underlying demand for sustained presence and clearer communication on exit or transition plans.

“60 consultations per week for an XXX mobile clinic is too few; perhaps 6,000, or 600 consultations, i.e. 100 to 1,000 consultations per day.” (“60 consultation par semaine pour une clinique mobile de XXX c’est trop petit, peut être 6000, ou 600 consultation soit 100 à 1000 consultation par jour”)

- **Sector-wide mistrust and disinformation.** A few commenters revive common anti-aid tropes, including accusations of corruption, diversion of funds, or collaboration with armed groups. Though marginal, such claims demonstrate how quickly humanitarian narratives can be drawn into wider political and conspiracy frames.

“Meanwhile, weapons supplied to various terrorist groups by the same NGO are being transported by helicopter...” (“Pendant ce temps, les armes fournies aux différents groupes Terros par le même ONG sont acheminés par hélicoptère...”)

Overall, the selection of comments identified through queries that pulled posts that included aid agency names, confirms that visible, localised, and people-centred storytelling consistently performs best for INGOs. Posts that identify locations, highlight collaboration with local actors, and show tangible community impact generate the most supportive engagement. Conversely, abstract or bureaucratic language tends to limit emotional connection and reduce comment volume.

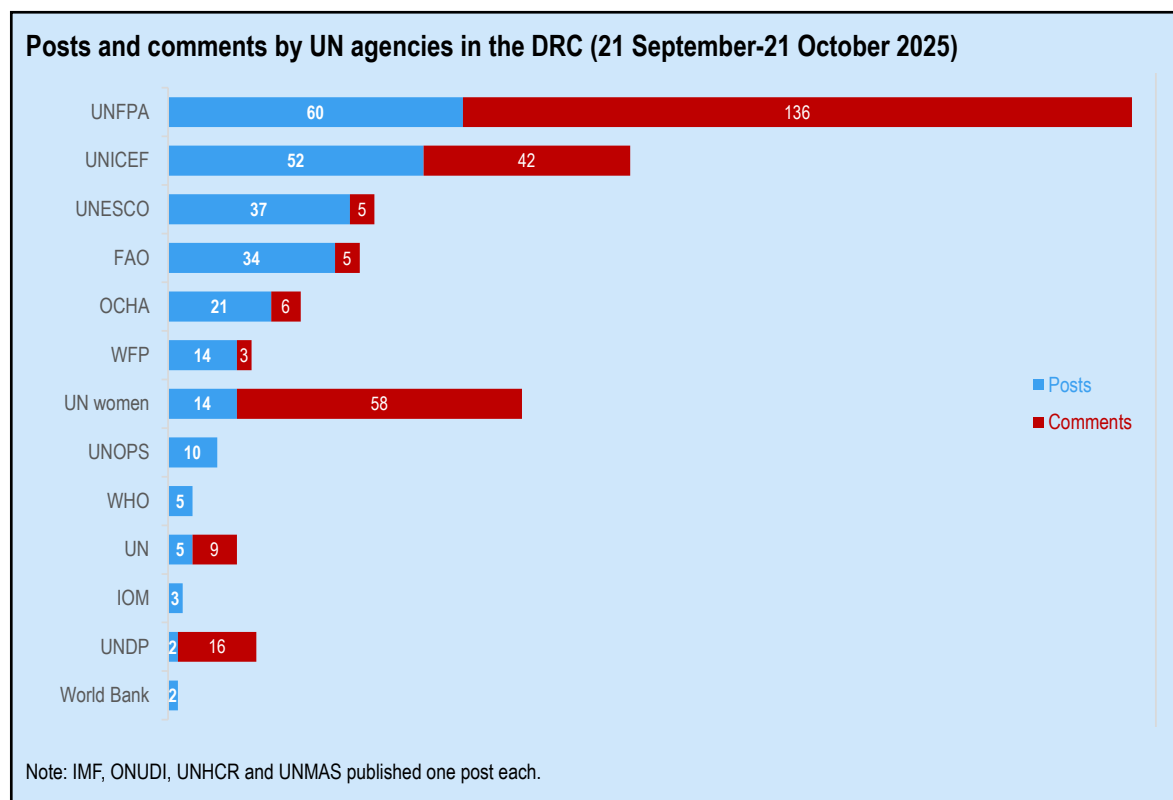
The high proportion of aspirational and employment-related comments also points to a wider opportunity: some audiences express a desire to participate in humanitarian work. Clearer information on recruitment, volunteering, and partnership mechanisms could channel this interest productively, reducing off-topic applications while reinforcing a sense of inclusion.

During the reporting period, 117 posts were published by or mentioned INGOs, yet nearly three-quarters of all comments were concentrated around MSF in fewer than twenty posts. This suggests that INGO engagement is highly uneven and context and time specific.

Finally, while critical voices remain marginal, their potential to influence perception is significant. Political interpretations, allegations of unfair hiring, or doubts about authenticity can quickly shape online sentiment if unanswered. Prompt, factual replies, referencing policy frameworks or verifiable data supported by visual evidence, help maintain credibility and demonstrate accountability. In such a dynamic communication environment, listening and responsiveness are as crucial to reputation as the content itself.

Social media perceptions of UN agencies

This section analyses **286 comments** responding to 265 posts published by or mentioning UN agencies operating in the DRC. Engagement was led overwhelmingly by **UNFPA**, whose **60 posts attracted 136 comments (47.6%)**, making it the single most interactive UN agency in the dataset. Sentiment patterns show a distinctly positive orientation: **209 comments (73.1%)** were positive, expressing support, congratulations, or appreciation; **43 comments (15.0%)** were neutral in tone; **25 comments (8.7%)** introduced political opinions unrelated to the original post; and only **nine comments (3.1%)** were negative. This pattern underscores the strong emotional resonance of content centred on maternal health, sexual and reproductive rights, and women’s empowerment - thematically dominant areas for UNFPA, UNICEF and UN Women which had the highest comment counts.



The most striking feature of the comments in response to posts mentioning UN agencies in the DRC is the breadth of positive engagement, particularly in response to appointment announcements, field missions, and project milestones. Comments under UNFPA posts celebrating the arrival of a new Representative or highlighting maternal health programmes contained expressions of congratulations and encouragement.

A recurring thread across UN-related comment sections is the desire for participation, partnership, and affiliation. Many users use these spaces to ask how they can join, volunteer, or collaborate with the UN system, often identifying themselves as community volunteers, youth advocates, or humanitarian actors already active in the field. Comments explicitly offer to send CVs, request internships, or seek guidance on how to enrol in UN-supported training and advocacy initiatives. Others approach the comment space as a form of public petition, calling for UN engagement in their local contexts.

“I am ready and willing to work with him.” (“Je suis prêt et disponible à travailler avec lui.”)

“I am pleading on behalf of my territory, Bolomba, which has no water (H²O) and is exposed to various waterborne diseases, to help us build drinking water sources to ensure good health.” (“Je plaide pour mon territoire qui est Bolomba sans eaux (H²O) exposé à des diverses maladies hydrique, de pouvoir nous aider à érigé certains sources d'eau potable pour assurer la bonne santé”)

“I am a product of UN Women. The guidance and technical support I received personally have made me the expert I am today in gender, mediation, peace and security. I owe much of the skills I have acquired in political participation and civic engagement to UN Women. Thank you so much for all your contributions, and long live 15 years of UN Women! 🎉👏” (“Je suis le produit d'ONU Femmes. L'accompagnement et l'appui technique que j'ai reçus à titre personnel ont fait de moi l'experte que je suis aujourd'hui en genre, médiation, paix et sécurité. Les compétences que j'ai acquises en matière de participation politique et d'engagement citoyen, je les dois en grande partie à ONU Femmes. Merci infiniment pour tout cet apport, et vive les 15 ans d'ONU Femmes ! 🎉👏🎉👏”)

Taken together, these interactions show that UN social-media content functions not merely as information dissemination but as a perceived gateway to civic participation. The audiences engaging with UN posts are not always passive; they can perceive, depending on the content and framing, the UN as an accessible actor capable of amplifying community concerns and offering pathways for inclusion in development and humanitarian work.

Expressions of local pride and recognition are another feature of UN-related engagement. Many commenters refer directly to their home provinces or towns celebrating the fact that their regions appear in UN communications or are visited by agency representatives. This geographic identification conveys a sense of ownership and inclusion in the broader UN narrative. Posts that showcase Congolese partners, particularly women-led or community-based organisations, consistently attract positive reactions. This localisation of appreciation suggests that recognition at the subnational level resonates deeply with audiences who seek to see their communities represented within the UN's global framework.

“Central Kasai welcomes you and wishes you every success in your new term of office, Mr Representative.” (“Le Kasai central vous souhaite la bienvenue et bonne réussite de votre nouveau mandat Mr le représentant”)

“The GBV database manager in Central Kasai expresses his gratitude for your willingness to serve the community.” (“Le chargé de base des données VBG au Kasai central, manifeste sa joie pour votre disponibilité de servir la population”)

A minority of comments (8.7%) contained political opinions, with users shifting discussions toward wider grievances about governance, economic hardship, or perceived inefficiencies within the UN system. Three comments drew direct parallels between UN agencies and MONUSCO, invoking long-standing frustrations about the perceived limited impact of the mission. Similar associations appeared consistently across our DRC social media monitoring datasets, as highlighted in both the **MONUSCO** and **LNGO** social media reports, where peacekeeping, development, and humanitarian actors were frequently conflated and evaluated through a shared narrative of international ineffectiveness. This cross-cutting pattern underscores how references to MONUSCO serve as a recurring shorthand for broader disillusionment with external engagement in the DRC. Others commenters expressed dissatisfaction with state service delivery - particularly around teachers’ pay and public-sector conditions - using UN platforms as venues for venting discontent. These comments are rarely hostile toward the specific agencies posting, but they illustrate how UN messaging also operates within a politicised public sphere where audiences can blur distinctions between different UN bodies and other political actors.

Negative comments (3.1% of the total) were limited in number but diverse in tone, ranging from measured scepticism to overt rejection. Some users questioned the effectiveness and sustainability of UN initiatives, arguing that public communication emphasised visibility and training outputs without sufficient evidence of lasting results. Others criticised what they perceived as detachment from local realities. A few comments adopted conspiratorial framings, portraying the UN as complicit in conflict or morally compromised. Finally, an isolated set of remarks addressed representation and tone, accusing UN spokespeople of arrogance or self-congratulation, and questioning whether women’s empowerment efforts translated into concrete employment opportunities.

“🙄 Training young people and women is all well and good... but these projects must be followed up with real jobs and long-term support. Otherwise, it's just smoke and mirrors!” (« 🙄 Former les jeunes et les femmes, c’est bien... mais encore faut-il que ces projets soient suivis d’emplois concrets et de soutien durable. Sinon, ce n’est que de la poudre aux yeux ! »)

“The same UN members turned crop fields into battlefields. It's their fault.” (“Les mêmes Membres de l'ONU ont transformé les champs de cultures en champs de batailles. C'est de leur faute.”)

We'd appreciate it if you could take one minute to share your feedback on this report by completing a **[brief survey](#)**.

Gender-related discussions

This section examines 109 comments responding to 75 posts on gender-related aid interventions in the DRC. Of these, 53 posts originated from UN agencies - mainly UNFPA and UN Women - and 22 from INGOs. These posts addressed issues such as GBV, women’s health, family planning, and empowerment campaigns linked to global breast cancer awareness (*Octobre Rose*), the International girls day (*Journée internationale de la jeune fille*), and the MSF program closure announcement.

Overall, the tone of the discussion was overwhelmingly positive. Of the 109 comments, only four (3.7%) expressed a clearly negative or critical sentiment, while the remainder conveyed approval. Users frequently offered congratulations and affirmed the importance of supporting women’s empowerment and health initiatives. This suggests that, at least within this set of posts and comments identified with reference to a named aid agency, gender-focused communication tended to attract favourable reactions and is not subject to the same levels of contestation observed in discussions around different types of aid or accusations of disrespect for local cultures. However, these discussions attracted comparatively lower engagement: most posts received only a handful of comments rather than hundreds and reached an estimated 1.6 million users across 75 posts (compared with 14.4 million users across 382 posts in the full dataset), representing roughly **40% lower average reach per post**.

A notable share of positive comments referenced admiration for women leaders and professionals, often describing them as “mentors”. Such language points to a strong identification with female figures of authority and may indicate that posts highlighting women’s achievements resonate particularly well with audiences.

The limited number of negative comments clustered around three areas. The first reflected frustration with limited progress, rather than rejection of gender equality itself. One user criticised the DRC government for not including more women, noting:

“Programmes for women’s health discussed mainly by men. How effective are they in terms of decision-making and follow-up?” (“Des programmes pour la santé des femmes discutés majoritairement par les hommes. Quelle efficacité dans la prise de décisions et leur suivi ?”)

This suggests a perception gap around representation and gender balance in institutional communication, but also indicates an audience that has internalised gender thinking and expects more meaningful inclusion. By contrast, a second comment reflected moral or priority-based scepticism, stating:

“They invest more in sex than in development 🙄🙄🙄🙄 mawa” (“Les s’investissent dans le sexe que dans le développement 🙄🙄🙄🙄 mawa”).

While numerically marginal, these observations highlight that “negative” sentiment can stem from divergent perspectives, some pushing for greater representation, others questioning values, underscoring the complexity of public responses to gender-related communication.

Posts announcing the end of MSF’s GBV care programme in Salamabila (Maniema) elicited measured and largely empathetic reactions. Suggesting that audiences interpreted the withdrawal as a milestone rather than a failure. The posts themselves emphasised results achieved since 2019 and included calls for continuity through local and governmental actors, which may have shaped responses toward understanding rather than anger. Only a few users voiced concern about who would “take over” services, indicating limited but present anxiety about continuity of care. Overall, the framing of MSF’s withdrawal as a transition rather than an abandonment likely contributed to the predominantly supportive tone.

In summary, gender-focused communication posted by UN agencies and INGOs during the observation period elicited mostly positive, non-polarised engagement. Commenters were responding to posts that combined empowerment with local visibility and recognisable leadership figures. Nonetheless, the few dissenting voices underscore the importance of maintaining balanced, context-sensitive communication that recognises both moral sensitivities and expectations for inclusive representation.

Post structure and content of positive posts

One INGO drove positive sentiment

Across all INGO content, posts by MSF were the primary drivers of positive engagement, accounting for the majority of affirming and supportive reactions. Eleven MSF posts published between 21 September and 21 October 2025 generated 520 of the 720 positive comments (72.2%), showing a clear pattern in the kind of communication that resonates with DRC audiences. These posts share a set of structural and tonal characteristics that combine operational transparency, human warmth, and moral clarity, transforming technical updates into emotionally meaningful narratives. What follows is an analysis of post structure and content observed within this dataset; it should be read as indicative rather than prescriptive, as the sample size remains limited and does not capture the full diversity of INGO communication practices.

- **Staff-focused storytelling: personalising professionalism:** Several of the high-performing posts use a staff spotlight format, introducing local professionals working in different roles. Each post follows a consistent formula: a personal introduction, a brief description of daily challenges, and a reflection on motivation or purpose. The tone is informal, encouraging, and rooted in the language of service rather than self-promotion.

This format works because:

- It humanises the organisation, turning an international brand into a collection of relatable, local figures.
- It offers narrative intimacy: readers encounter individuals who reflect their own experiences of perseverance, education, or community service.

- **Operational impact posts:** Several of the most engaged posts summarise project completions or handovers. These updates combine clear data presentation (number of consultations, patients treated, or facilities built) with assurances of continuity.

The balance of transparency and reassurance is crucial. Figures are specific enough to convey credibility (“XXX consultations conducted over X months”, “XXX survivors of sexual violence supported”), while explanations of exit strategy (“the handover is now assured by the Ministry of Health”) project accountability and calm.

- **Logistics and fieldwork posts:** Another defining strand of this INGO’s successful content highlights the physical and logistical effort behind humanitarian operations — carrying equipment, driving rough roads, or setting up emergency facilities illustrated through visuals and not just words. These images and captions elevate logistical work from backstage to centre stage. The tone avoids drama or self-praise; instead, it focuses on persistence and teamwork.
- **Linguistic tone and visual coherence:** Across these 14 posts, several stylistic patterns recur:
 - **Conversational openings** (“Hello Goma”) invite participation and situate the story geographically.
 - Inclusive pronouns (“we”, “our teams”) project collective ownership rather than hierarchical distance.
 - **Moderate use of emojis** adds warmth while keeping professionalism intact.
 - **Balanced visual composition** - typically one or two people framed in an active working scene - draws attention to human agency rather than branding or equipment.

Rather than relying on dramatic crisis imagery or abstract appeals, the INGO communicates everyday activities. This approach transforms logistical and medical updates into narratives of collectiveness.

Positive content driven by UN and partner organisation posts

The remaining positive engagement came from a smaller set of posts published by UN agencies and implementing local partners. Together, these posts generated a few hundred positive and neutral comments - less concentrated but still illustrative of what works for institutional communication in the DRC’s online environment.

- **Visibility through local partnership and event framing:** Posts announcing events or commemorations performed well because they anchored global campaigns in specific local contexts. By naming local institutions, showing mixed groups of students, practitioners, and officials, and including visual evidence of participation, these posts translate abstract advocacy themes into recognisable community scenes.

The format typically combines:

- a clear headline and date, signalling relevance;
- several documentary-style photos showing activity rather than ceremony.
- **Personal testimony and narrative entry points:** Among UNFPA and UNICEF posts, the few that centre on individual stories — such as short profiles of young women or community members benefiting from for example water supply extensions or contraceptive access — achieved above-average reactions. The reason likely lies in narrative accessibility: audiences are more likely to engage when the message is person-centred and outcome-focused than when it relies solely on policy language.
- **Institutional voice and the role of tone:** While less informal than several INGO posts, UN content that avoided bureaucratic phrasing and maintained a positive tone elicited appreciative responses. The use of short sentences, clear verbs, and minimal acronyms correlates with higher engagement.

This report is part of a series analysing social media activity in the DRC. The series has explored a range of topics, including narratives surrounding [LNGO's](#), [MONUSCO](#), the [peace deal](#) with Rwanda, discussions about the [Wazalendo](#), the ways in which [displacement](#) influences broader narratives of blame, aid, and identity, as well as conversations linked to the [USAID](#) funding freeze.

For insights into aid agency access and safety in eastern DRC, explore our analysis series focused on humanitarian operations, food security, health care, education, and community protection in IDP and refugee camps. The series examines conflict dynamics involving the [Allied Democratic Forces](#) (ADF) and the [M23](#).

Conclusion

Social media perceptions of international aid actors in the DRC during this selected four week period based on the fact that posts included reference to a named aid agency were broadly favourable, with online discussions characterised more by appreciation and aspiration than by hostility or rejection. While the humanitarian landscape remains deeply complex and politically charged, this sample suggests that UN agencies and INGOs continue to benefit from a degree of trust and moral credibility, particularly when their communication highlights tangible community impact and visible local partnerships. The strong performance of a handful of specific organisations likely indicates that audiences respond most positively to messaging that is human-centred, clear in tone, and anchored in the realities of everyday service delivery rather than abstract advocacy. MSF’s communication style exemplifies this dynamic, generating the strongest positive response across the dataset. Eleven MSF posts accounted for over 70% of all positive comments, combining operational transparency with emotional authenticity and a focus on local staff and community impact. This combination of clarity, and local focus likely explains why their content resonated with audiences.

Unlike previous analyses in this series that focused on thematic areas like [IDPs](#), the [Wazalendo](#) or [USAID](#), where public debate was largely driven by media outlets, this sample illustrates direct engagement with communication produced aid actors themselves. This reduced media amplification likely reflects the relatively lower controversy surrounding aid-related content, which tends to generate steady but localised interaction rather than widespread public debate.

At the same time, engagement patterns point to an important asymmetry: a small number of organisations generate the vast majority of online conversation. Negative sentiment remains limited but should not be disregarded. Even isolated claims of corruption, exclusion, or moral disagreement can accumulate influence if left unaddressed, particularly within an information environment where political frustrations often overlap with humanitarian narratives.

In this context, transparent communication around employment criteria, pathways into employment, and programme funding becomes increasingly important. Managing these discussions responsibly is essential, especially in periods of shrinking budgets that force difficult staffing and programmatic decisions affecting not only aid agencies but also the communities from which they draw their staff.

Finally, while the analysis identifies consistent patterns across posts and comment sections, the findings should be interpreted with caution. The dataset captures a snapshot of social media discourse over a four-week period, rather than a complete or continuous picture of public opinion. Experience from weekly [Sahel social media monitoring](#) demonstrates how online engagement and dominant topics fluctuate significantly from week to week, often in response to contextual events, news cycles, or emerging crises. Similarly, this analysis reflects dynamics specific to the observed period and should therefore be understood as indicative rather than representative. Nonetheless, it provides valuable insight into how digital audiences in the DRC perceive international action: as a mix of gratitude, expectation, and scrutiny. **Sustained listening, transparency, and context-aware communication will remain essential** to maintaining public trust and reinforcing the legitimacy of humanitarian work in an increasingly contested online space.

Methodology

What Insecurity Insight analyses on social media:

💬 What is social media data?

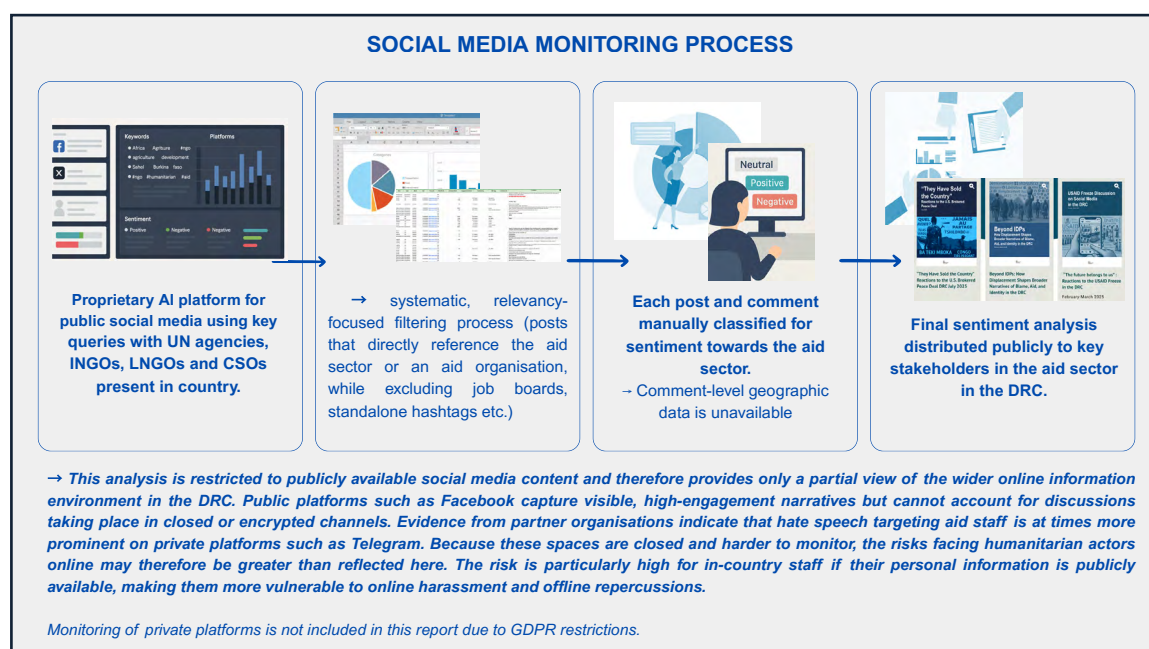
Public social media data refers to openly available posts and user interactions, such as comments, shares, and reactions, on platforms like X and Facebook. It includes both aid agency–driven communication (content shared by aid actors) and externally driven discussions initiated by media, influencers, or individuals.

Engagement may remain limited to communities already interested in aid or expand widely when humanitarian topics intersect with broader social or political grievances. Mis- and disinformation can spread through inaccurate posts or misleading links between aid policies and unrelated issues. As such, public social media data offers valuable insight into perceptions of aid, but it represents a situational snapshot, shaped by visibility, context, and interpretation rather than a complete view of public opinion.

⚠️ Key terms:

- **Misinformation:** False or misleading information shared without the intention to deceive.
- **Disinformation:** Intentionally false or manipulative content shared to mislead or cause harm.
- **Hate speech:** Language that incites discrimination, hostility, or violence.
- **Harmful information:** Any online content, whether intentionally deceptive or not, that misrepresents the intentions or actions of humanitarian or peacekeeping actors and can negatively affect aid access, the safety of aid workers, or the protection of local partners. Insecurity Insight focuses on the impact of such information rather than the motives of those who share it.

All comments were categorised by sentiment—positive, neutral, negative towards UN agencies active in the DRC and international NGOs affiliated with the CONAFOHD



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This document is funded and supported by the generous support of the H2H Fund which is supported by aid from the UK government. The opinions expressed in it do not reflect in any way the position of the H2H Network or the UK government who are not responsible for the content expressed in this document.

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Help support our work by sharing this resource. Please copy and paste this link: <https://bit.ly/Oct2025DRCSMMLNGOs>

Data Use and Privacy Disclaimer

This report includes analysis of publicly available social media content collected from open platforms. All data has been anonymised to remove or obscure identifying details, and no content from closed groups was used. The analysis was conducted in the public interest and in line with the EU General Data Protection Regulation (GDPR), under a legitimate interest basis. The purpose of this analysis is to support humanitarian dialogue, inform policy, protect aid workers and those they help, and contribute to public interest research.

Insecurity Insight. 2025. "Everything has become corruptible" Social media perceptions of UN agencies and INGOs in the DRC (November 2025). Switzerland: Insecurity Insight. <https://bit.ly/Nov2025DRCSMMUN>