Factsheet 1: Sample of Online Sources for a Social Media Desk Review

Remember that all secondary sources should be checked for reliability before being used.

Topic	Source/Content
Social Media Penetration	Data Reportal, in partnership with We Are Social and Hootsuite, collects information from UTI, SM companies and other stakeholders to publish annual reports on countries' access to Social Media, including disaggregated analysis by gender and age. You can find them here.
Technology Landscape in a Country	Every year the advocacy organization Freedom House publishes the "Freedom of the Net", looking at country-level digital issues like online barriers to access, obstacles to user rights and restriction of content.
Media Landscape	The CDAC Network has a library of Media Landscape Guides, some unfortunately dated. But these guides give an idea of the role of local media, including the digital sphere, in various countries. They also point out opportunities and risks.
Internet Connectivity	As the UN-specialized agency for ICTs, the International Telecommunication Union (ITU) is the official source for global ICT statistics. On their websites you can find country-by-country data like: 1. Fixed telephone subscriptions (excel) 2. Mobile cellular subscriptions (excel) 3. Percentage of individuals using the internet (excel) 4. Fixed broadband subscriptions (excel) 5. Gender ICT statistics (excel)
Mobile	GSMA often releases studies looking at connectivity and access to mobile for refugees/IDPs and other groups. In these reports you can find statistics about mobile penetration in camps, what people do with mobile and what information they seek. See an example here.
Governance	Ranking Digital Rights (RDR) Index ranks companies on indicators evaluating their disclosure of commitments, policies, and practices affecting freedom of expression and privacy. The RDR Index includes policies of the parent company, operating company, and selected services provided by the company. RDR methodology and indicators can be used by local NGOs to conduct assessments of national telco providers.
INGOs	Organizations like Internews, BBC Media Action, Translators Without Borders and Reach Impact often conduct revealing assessments of the way communities communicate; their access to internet/mobile and their information networks; their trusted sources; their languages and habits.
Local Authorities	The Ministry of Information (or similar) may have a public report on the coverage of the internet and mobile connection in your country. In some countries, the media work with the government under a national media working group. This may have information about access to information and the most commonly used media channels. Be aware of the local political context and potential biases and inaccuracies in official reports.
International Organizations	The World Bank Open Data Portal also reports on issues related to ICT in any given country. The UNDP Human Development Data Portal can be good for fresh information about connectivity and mobile penetration, and how they relate to other development indicators.

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