

October 2024

Humanitarian Needs in Lebanon

Social Media Listening Report



A large, faint magnifying glass graphic is centered on the page, with the text 'Table of Contents' overlaid on its lens.

Table of Contents

- 1 Methodology**
 - Topics covered
 - Platforms
 - Data collection & processing
- 2 Overview**
 - Social media findings
- 3 Community Responses**
- 4 Identified Needs**
 - Short-term
 - Long-term
 - Critical gaps
 - Community reactions and challenges

Methodology

Social Media Listening:

Monitoring online conversations to help organisations understand real-time concerns and respond quickly.

Focus Topics: Humanitarian Needs in Lebanon

Market: Lebanon (Arabic & English content)

Platforms Analysed: Facebook, Instagram, X (Twitter), TikTok, YouTube, Online News

Data Collection Approach: Combination of desk research and social media listening using keyword analysis on Talkwalker.

Key Focus Areas: Housing, healthcare, education, food security, and humanitarian efforts.

Data Analysis: Qualitative content analysis with thematic categorisation.



Timeline : 26 Sept |—————| 08 Oct 2024

Led by



Needs Assessment Overview

Data Collection

In the timeframe analysed, over 500K mentions were recorded across social media platforms, with critical discussions focusing on the displacement of approximately 1 million people from the south of Lebanon, Bekaa, and Beirut suburbs due to escalating violence. NGOs, activists, and influencers have been working together to provide essential resources such as shelter, food, medical supplies, and psychosocial support. Influencers and bloggers have amplified these efforts by mobilising resources, raising global awareness, and engaging their audiences. Emergency shelters have been established in schools, community centres, and public spaces, but despite these efforts, Lebanon's infrastructure remains overwhelmed and strained by the ongoing crisis.

Data Processing

The data was carefully reviewed, analysed, and coded through a qualitative content analysis. It was then grouped into categories based on relevant topics and themes.

- **500K mentions**
- **1M engagement**
- **1Bn potential Reach**

Community Response

Online posts show strong support for displaced families, with influencers amplifying calls for international aid.

The community's response was overwhelmingly **supportive**, with many social media posts expressing solidarity with displaced individuals and calling for international intervention. **NGOs, Foundations, and volunteers have been instrumental in distributing essential supplies such as blankets, hygiene kits, and food.** Influencers played a key role in amplifying these efforts, making the crisis more visible to the global audience. Volunteers are praised for their tireless efforts in providing aid and standing by the affected communities during difficult times.





Unlikely Support from Nightclubs

SKYBAR and SKINN clubs opening as shelters amid the humanitarian crisis in Lebanon

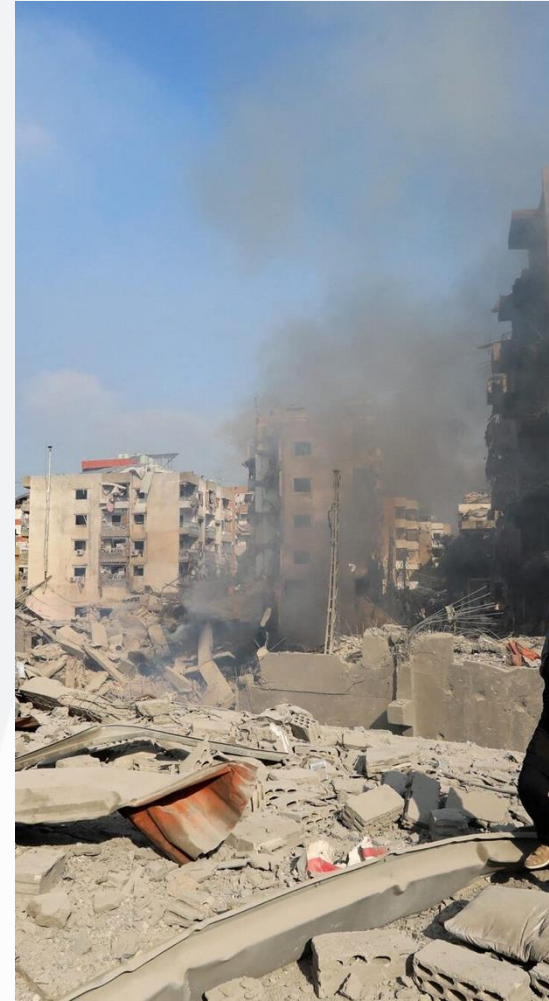
Known for their luxury and entertainment spaces, these clubs **have transformed their venues into emergency shelters to support those displaced by violence**. They are providing temporary lodging, basic food and water, hygiene products, and psychosocial health support in collaboration with NGOs. These efforts have been widely appreciated, with social media **filled with messages of gratitude, praising the venues for stepping up during the crisis and urging other businesses to do the same**.

Food bloggers leading the charge with their content

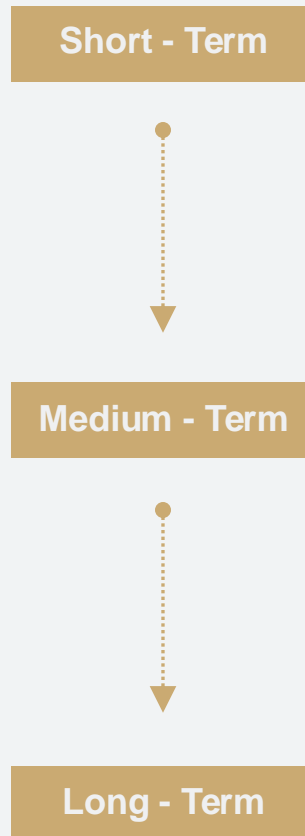
Food bloggers and influencers have transitioned from preparing and distributing meals to providing raw ingredients, kitchen utensils, and stoves, empowering displaced individuals to cook for themselves.

In response to the humanitarian crisis, **food bloggers and influencers have shifted from preparing meals to providing raw ingredients**, kitchen utensils, and stoves.

This shift not only supports **long-term food security but also helps preserve a sense of normality and dignity in a time of confusion**. The goal is to create self-sufficiency in temporary shelters, allowing families to cook for themselves and maintain routines as much as possible during this difficult period.



Identified Needs



- **Food and Water:** Immediate access to non-perishable food items and clean drinking water.
- **Shelter and Bedding:** Temporary shelters, including tents, mattresses, and blankets, to protect individuals from harsh conditions.
- **Medical Supplies:** First aid kits, medications for chronic conditions, and hygiene products to manage immediate health crises.
- **Hygiene Products:** Sanitary supplies, including soap, hand sanitiser, and diapers.
- **Psychosocial and Health Support:** Basic mental health services and psychosocial support to help individuals cope with trauma.

- **Long-Term Medical Care:** Sustained healthcare support, including treatment for chronic diseases, trauma recovery, and vaccination programs.
- **Education for Displaced Children:** Temporary educational programs or initiatives to keep children engaged and learning.
- **Mental Health Programs:** Detailed, ongoing mental health programs for trauma recovery and counselling for families and children.

- **Restoration of Infrastructure:** Rebuilding essential infrastructure, including schools, hospitals, and utilities.
- **Livelihood Support:** Vocational training and financial assistance to help displaced individuals regain financial independence.
- **Safety and Protection from Crime:** Security measures, safe spaces, and legal aid to protect vulnerable individuals, especially women and children.
- **Sustainability of Aid Efforts:** Coordinated efforts to provide sustained support and long-term aid solutions beyond immediate crisis responses.

Critical Gaps in Humanitarian Response

Infrastructure Strain, Health Risks, and Long-Term Challenges

- **Overwhelmed Infrastructure:** Lebanon's strained infrastructure is unable to handle the increased demand for basic services like shelter, healthcare, and sanitation.
- **Public Health Risks:** Overcrowded shelters, lack of sanitation, and limited access to medical supplies could increase the risk of disease outbreaks and worsen chronic health conditions.
- **Mental Health Crisis:** Without adequate psychosocial support, displaced individuals, especially children, risk long-term psychological trauma and instability.
- **Crime and Exploitation:** Vulnerable populations, particularly women and children, face heightened risks of violence, exploitation, and rising crime rates in displacement areas.
- **Lack of Long-Term Support:** Aid efforts focus heavily on short-term relief, leaving significant gaps in long-term needs like education, livelihood training, and infrastructure restoration.
- **Uncoordinated Efforts:** Insufficient coordination between NGOs, local authorities, and international organizations can lead to inefficiency in distributing resources and addressing critical needs.

Community Reactions and Emerging Challenges

- The ongoing humanitarian crisis in Lebanon has led to a range of responses from the community and exposed significant challenges. **From vigilante justice and the abandonment of migrant workers to a growing public health crisis, these examples highlight the complexity of the situation and the urgent need for coordinated action.** Community-led efforts and influencer campaigns play an important role, but more structured support from authorities and NGOs is critical to address these issues effectively.



THANK YOU!

