

Saudi Arabia's Vision 2030

Semiocast

Twitter debate

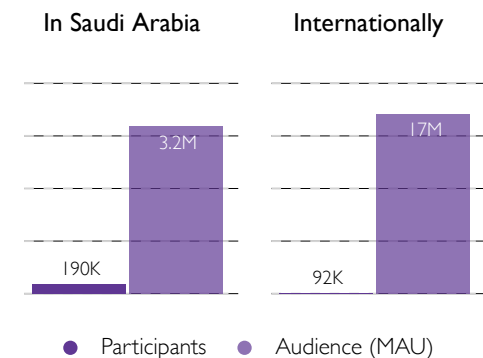
- With 7.4M monthly active users, **Saudi Arabia is one of the most active arabic-speaking nations on Twitter.**
- The announcement of Vision 2030 plan generated a huge debate on the social network with more than 860K tweets. The conversation **reached an exceptional 46% of all active Twitter users in the country.**
- The plan was extremely well received with **more than a third of praises.** Disapprovals were nationalistic or conservative, criticizing a westernized communication or fearing changes in such domains as women rights.
- The TV interview of MBS was especially praised by **young Saudis who voiced strong expectations of change.**
- Plan's objectives on the rank of Saudi Arabia internationally **fueled patriotic comments.**

Volume of tweets about plan "Vision 2030"

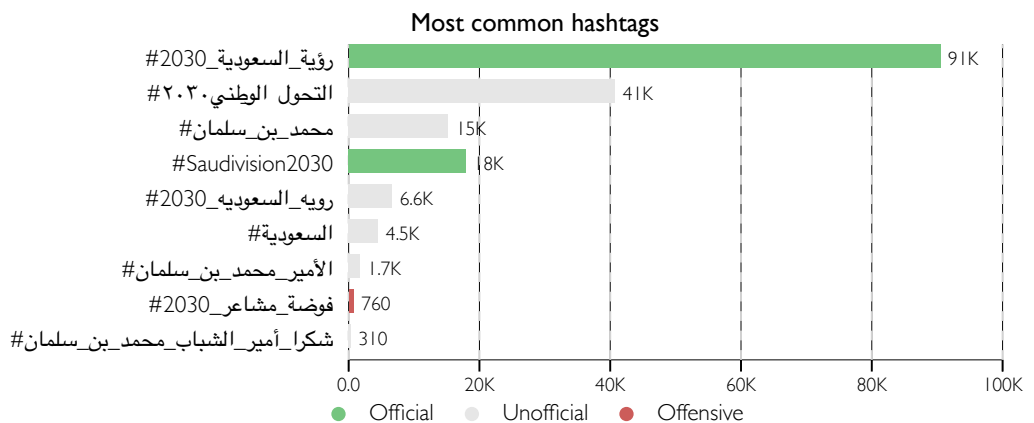


The first tweet was posted by official account @SaudiVision2030 introducing an official hashtag. Announcement of the plan the next day generated 15K tweets and as many retweets. The conversation really took off during the interview of Deputy Crown Prince Mohammed bin Salman (MBS) on Al Arabiya with 580K tweets and retweets. The next day, Crown Prince Muhammad bin Nayef posted his second tweet ever, yielding 71K retweets.

Reaching 46% of Saudi Twitter users

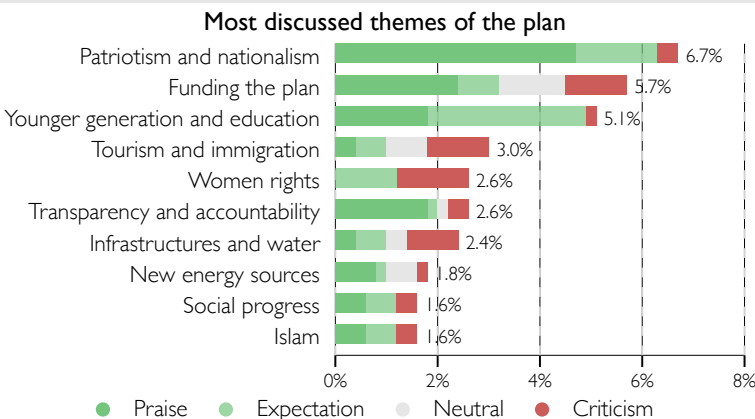


A team that masters the codes of Twitter communications



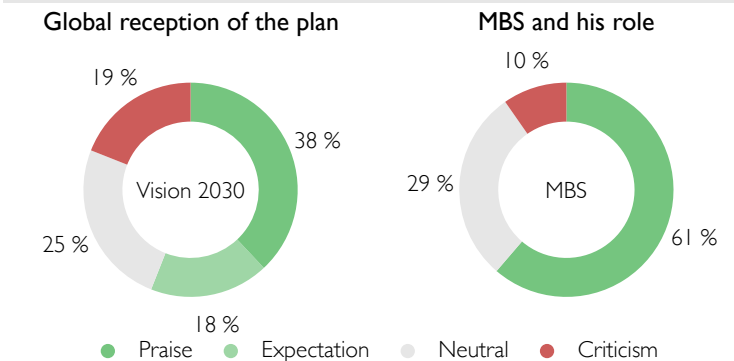
Saudi Arabia's team mastered the codes of Twitter by launching successful official hashtags. National and international leaders and celebrities such as Mohammed bin Rashid Al Maktoum, Ahmad Al Shugairi and Majed Abdullah praised the plan on Twitter.

Setting expectations for the nation and the youth



The plan generated a strong patriotic pride as well as expectations on the rise of Saudi Arabia in international rankings. It also created strong expectations on employment and education. Women rights is the most criticized theme, with half of comments expecting further rights for women and the other half criticizing the plan and expressing fears. Less than a third of Twitter users discussing Vision 2030 are women.

A strong success for MBS



The plan Vision 2030 was extremely well received with 38% of tweets praising the initiative, 18% expressing expectations, especially on the outcomes, and about 19% criticizing the plan. More than 6% of all tweets mention Prince Mohammad bin Salman : 29% of these tweets are quotes of the Prince televised interview and 61% are praises, appreciating his youth, the clarity of his message on TV and stressing that he provides hope for the future.