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Assessing The Let's Move Social Media Campaign

ADPR 5750, Spring 2016

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Social media Engagement & Evaluation



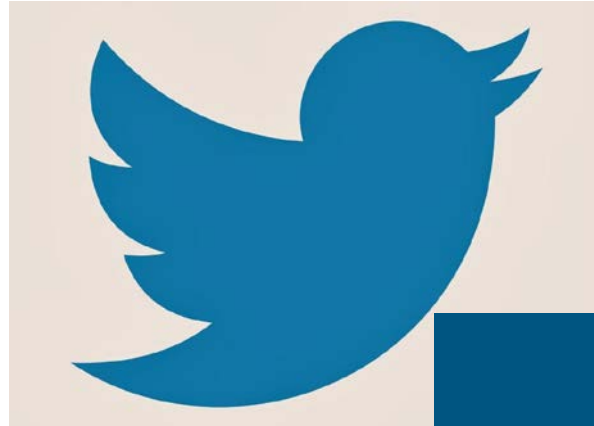
Research Overview

- **Timeframe of Data Collection:** Dec. 19, 2013 – Apr. 27, 2016
- **Social Platform:** Twitter
- **Social Listening Tool:** Crimson Hexagon
- **Network Visualization Tool:** NodeXL

Our Goal: To analyze the effectiveness of the Let's Move campaign in reaching and engaging with its Twitter audience.

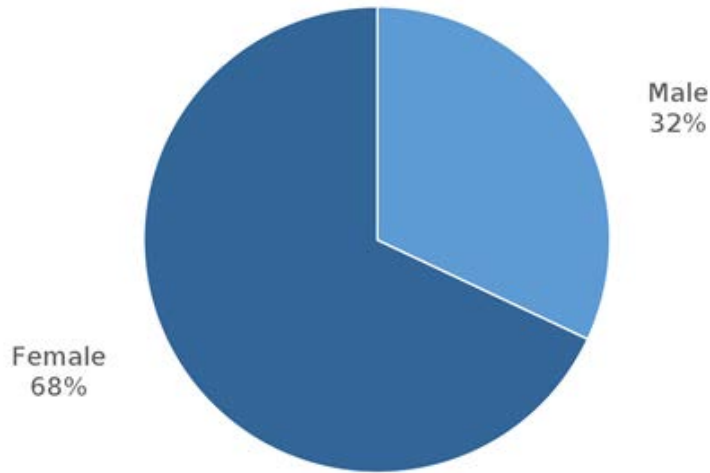
The Let's Move Campaign

- Let's Move is an initiative by First Lady Michelle Obama that began in February 2010.
- The campaign aims to reduce rates of childhood obesity and promote healthy lifestyles across the nation.
- The campaign is known for its celebrity endorsements as well as events at the White House such as the annual Easter Egg Roll.

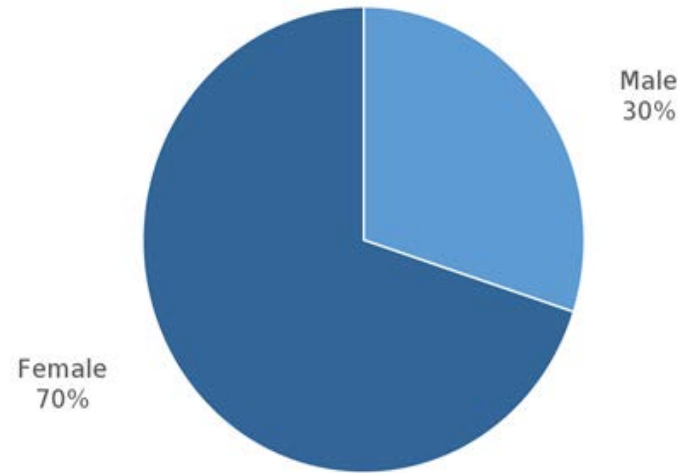


Spikes in the @LetsMove Timeline

The Easter season is an especially active time for engagement with @LetsMove.



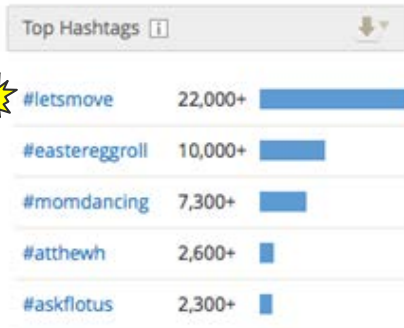
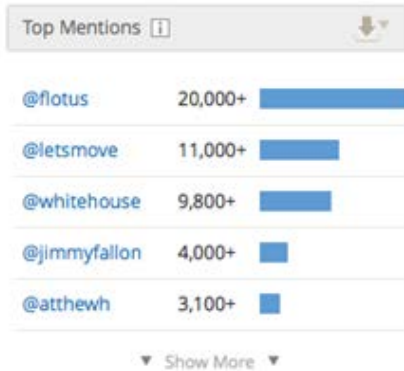
Feb. 15, 2013 – Apr. 4, 2013



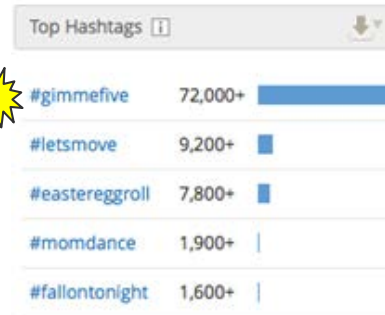
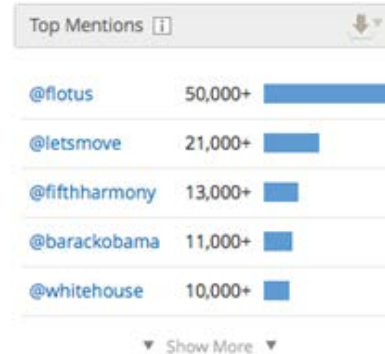
Feb. 21, 2015 – Apr. 10, 2015

Spikes: Mentions and Hashtags

Feb. 15, 2013 – Apr. 4, 2013



Feb. 21, 2015 – Apr. 10, 2015



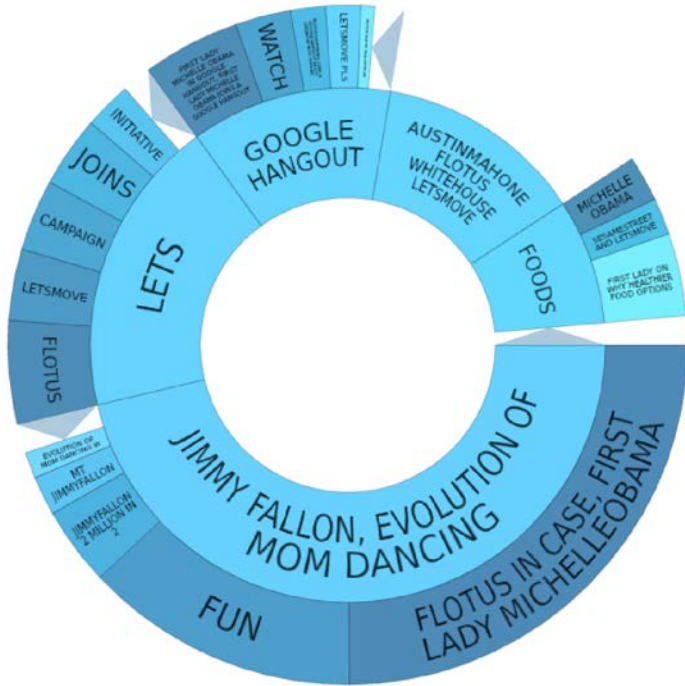


Spikes: Actionable Insights

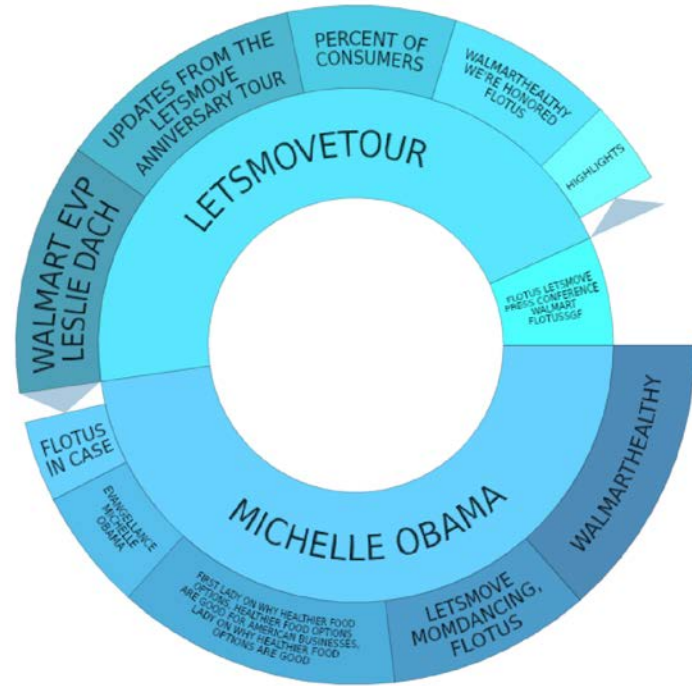
- ❑ Female users are more likely to engage with family-oriented topics such as [#eastereggroll](#)
- ❑ Women are more active engaging with [@LetsMove](#) during peak periods than men
- ❑ Let's Move should engage its female Twitter audience with similar programs/initiatives during peak periods

Conversation Topics by City, cont.

Los Angeles, CA



Fayetteville, AR





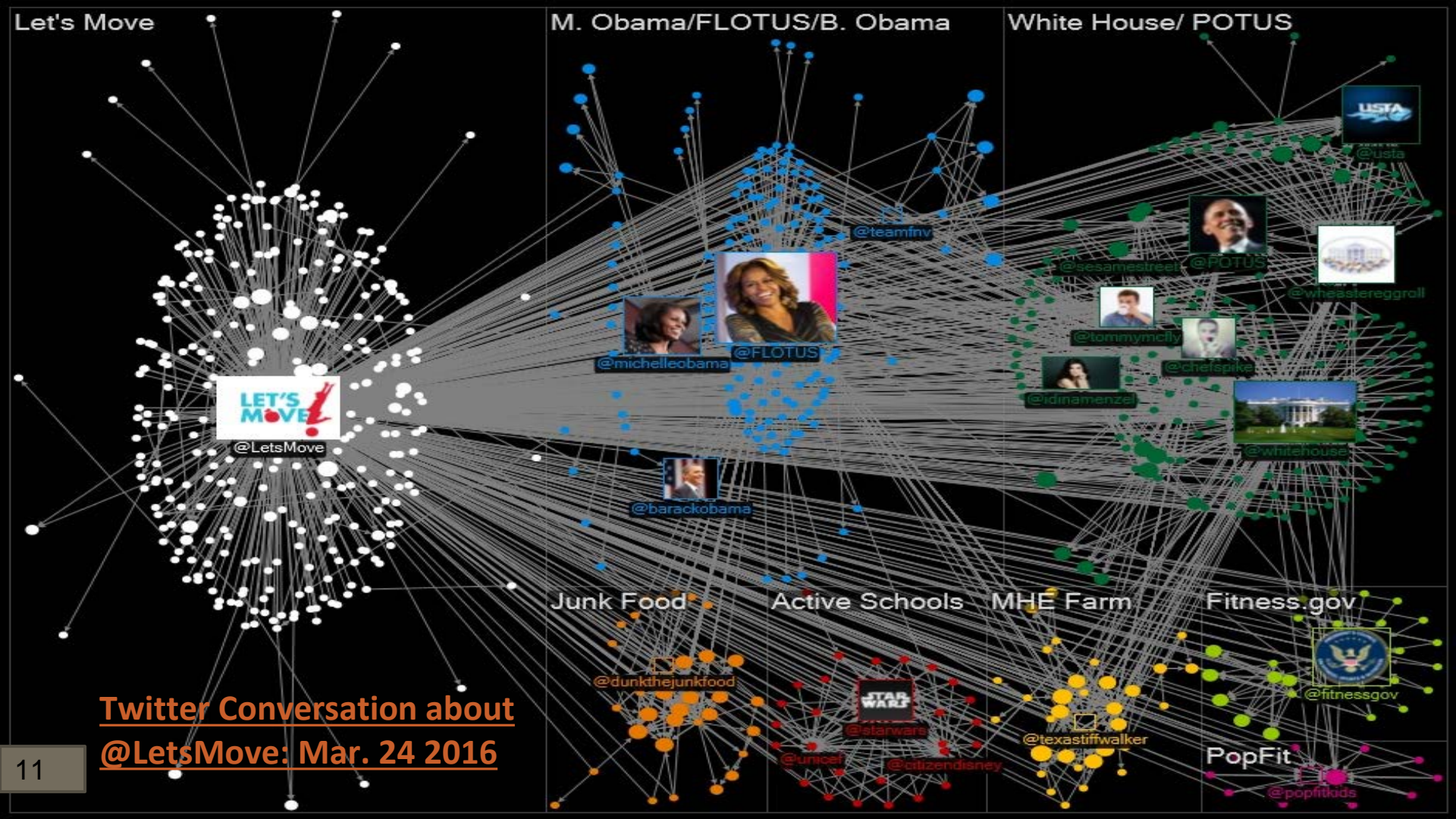
User Analysis: Contexts and Insights

- ❑ Users in big cities (ATL, DC, LA, CHI, NYC) discuss Let's Move in the context of national media happenings and Michelle Obama.
- ❑ In contrast, users in small towns (defined as towns ranking below the top 100 in the U.S. in population) tended to discuss Let's Move in the context of local community events related to the campaign or local spokespeople.
- ❑ To generate more conversation in small towns, Let's Move should appeal to the small town communities themselves, with personal visits or **shout-outs to local figures**.

@LetsMove Network Analysis

Using NodeXL, an open-source social network visualization tool, we took a bird's-eye view of the Twitter conversation about @LetsMove.





Let's Move

M. Obama/FLOTUS/B. Obama

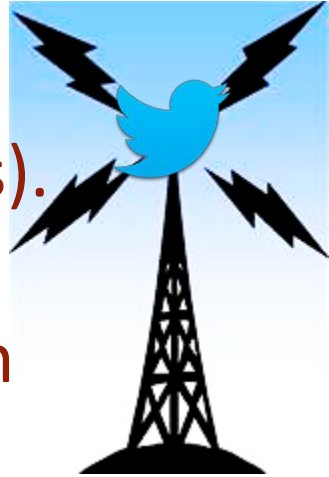
White House/ POTUS



Twitter Conversation about
@LetsMove: Mar. 24 2016

@LetsMove as a Broadcast network

- Like ABC, CBS and NBC that came before it, @LetsMove functions as a broadcaster, pushing out curated programming (tweets) to/through a network of affiliates (followers).
- The Twitter arm of the Let's Move campaign is truly following an **old media model**.
➡ *Is this a bad thing?*



Broadcast: An inescapable metaphor

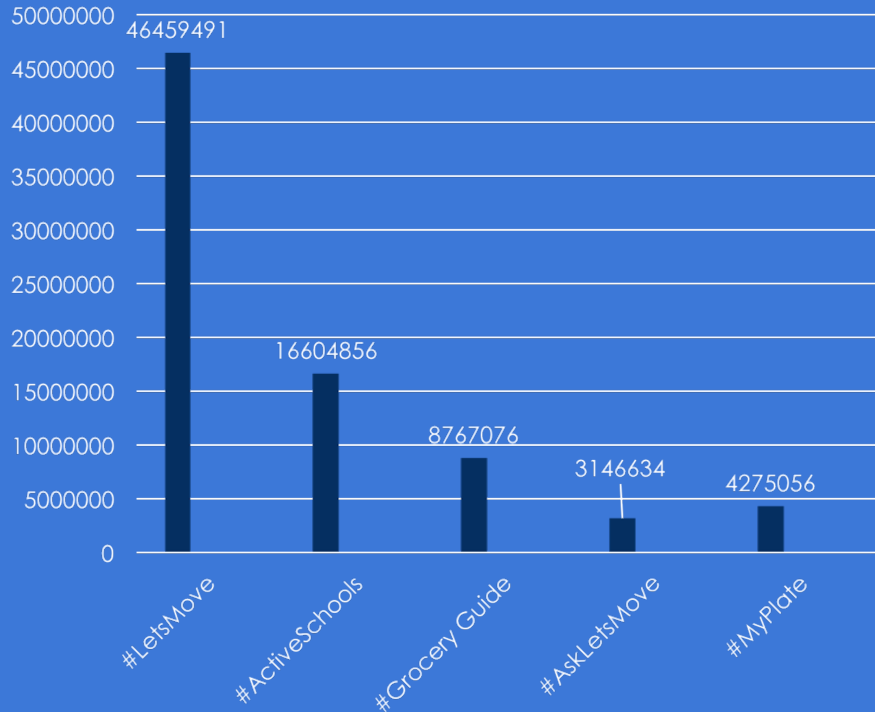
- ❑ The new media contain the old media
- ❑ Many (most?) organizations use social media in this way
- ❑ Requests to RT: “Boost the signal”
- ❑ Even the new media have an agenda-setting function: Mr. & Mrs. Obamas’ star power
- ❑ Let’s take a closer look at content...



Effective Hashtags

(Dec. 2013 – Dec. 2014)

Hashtag Vs. Impressions

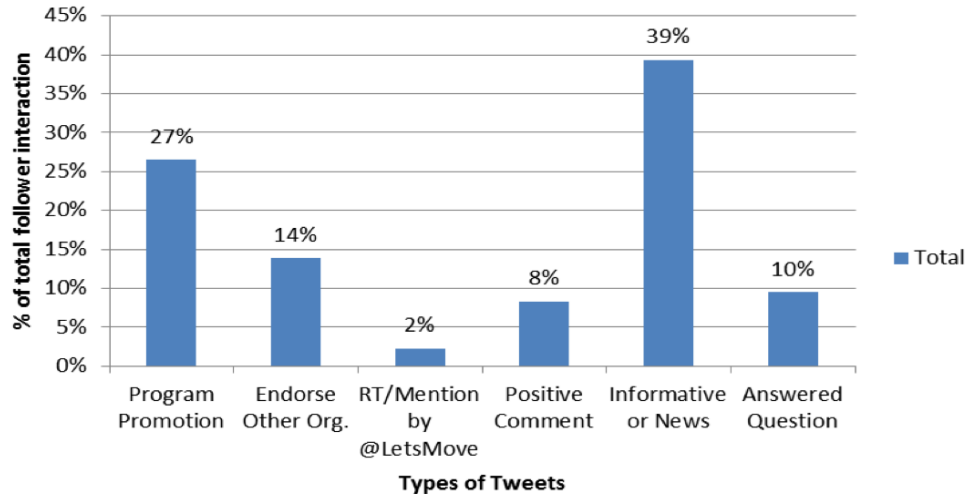


- We took a look at the most effective hashtags used by Let's Move based on the number of impressions the tweets received.
- During 2013 – 2014, @LetsMove had 230 million total impressions. Tweets that mentioned #LetsMove represented 20.2% and #ActiveSchools represented 7.2% of those total impressions.

Effective Content

(Dec. 2013 – Dec. 2014)

Tweet Content by Engagement



➤ To better engage with their audience, the campaign must understand what types of tweets grab the attention of Twitter users.

➤ We compared which types of tweets engaged the most users during 2013 – 2014.

➤ **Informative tweets** received the most user engagement while the program's engagement with users received the least.



Content Patterns- Actionable Insights

- ❑ **The campaign should use and track hashtags that generate the most impressions to increase visibility.**
 - **Currently, Let's Move should continue mentioning [#LetsMove](#) and [#ActiveSchools](#) if they want to reach the biggest potential audience.**
- ❑ **People view the [@letsmove](#) account as an information hub. To continue to effectively engage users, the program should continue to spotlight important news and updates.**



Suggestions for Future Research

- Through our research, we saw that the majority of users that engaged with the campaign were women. It would be beneficial to research the behavior of **males** on social media in order to create a strategy to better engage them in the future.
- **Facebook** and **YouTube** remain untapped sources of posts and opinions for analysis. Does YouTube follow a new media model, compared to the campaign's Twitter strategy?
- How can Let's Move use **dialogue** and **two-way communication** more effectively?