

JDRF FINAL PRESENTATION

AdPR5750: Social Media Analytics



OUR ORGANIZATION

JDRF is the leading global organization funding Type 1 Diabetes (T1D) research. They help to:

- Drive scientific progress and research
- Organize fundraising and advocacy efforts
- Deliver new therapies and treatments that are improving the daily lives of T1D patients all over the world

Their goal is simple, to find a cure for T1D.

OUR GOALS



Who are our followers and advocates with influential social media accounts?



How does our audience interact with us during all phases of key events (i.e. Children's Congress)?



What types of posts and keywords engage our audience the most and how can we increase these opportunities?

CHALLENGES/OPPORTUNITIES

Growing Audiences

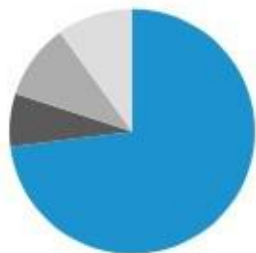
Majority women, aged 35 and older

Competition

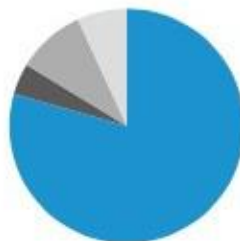
Other diabetes charity organizations (i.e. American Diabetes Association, Children's Diabetes Foundation, etc.)

AUDIENCE DEMOGRAPHICS

Age:



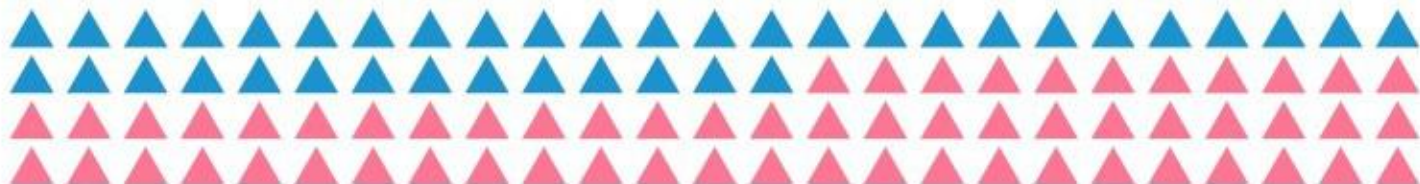
Race:



■ 35 and over (73%) ■ 25-34 (7%) ■ 18-24 (10%)
■ 17 and under (10%)

■ White (non-hispanic) (79.41%) ■ Hispanic (4.32%)
■ Black, non-hispanic (9.42%) ■ Asian (6.85%)

Gender:



■ Males (39%) ■ Females (61%)

AUDIENCE DEMOGRAPHICS



EXECUTIVE SUMMARY

Data

Pulled primarily from Twitter and Facebook, via Crimson Hexagon, from June to August 2015 (timeline surrounding JDRF Children's Congress)

Metrics and KPI

Engagement

Did the Children's Congress event help to boost interactions on social media to allow for greater impact through the platform?

Sentiment

Do large cities with high engagement have good things to say about the organization on social media?

Did the event foster a positive sentiment in the JDRF community?



OWNED DATA

OWNED DATA SUMMARY

Platform JDRF Twitter account (@JDRF)

Time Frame June 13 - August 15, 2015

Event JDRF Children's Congress

Focus - Sentiment based on geography

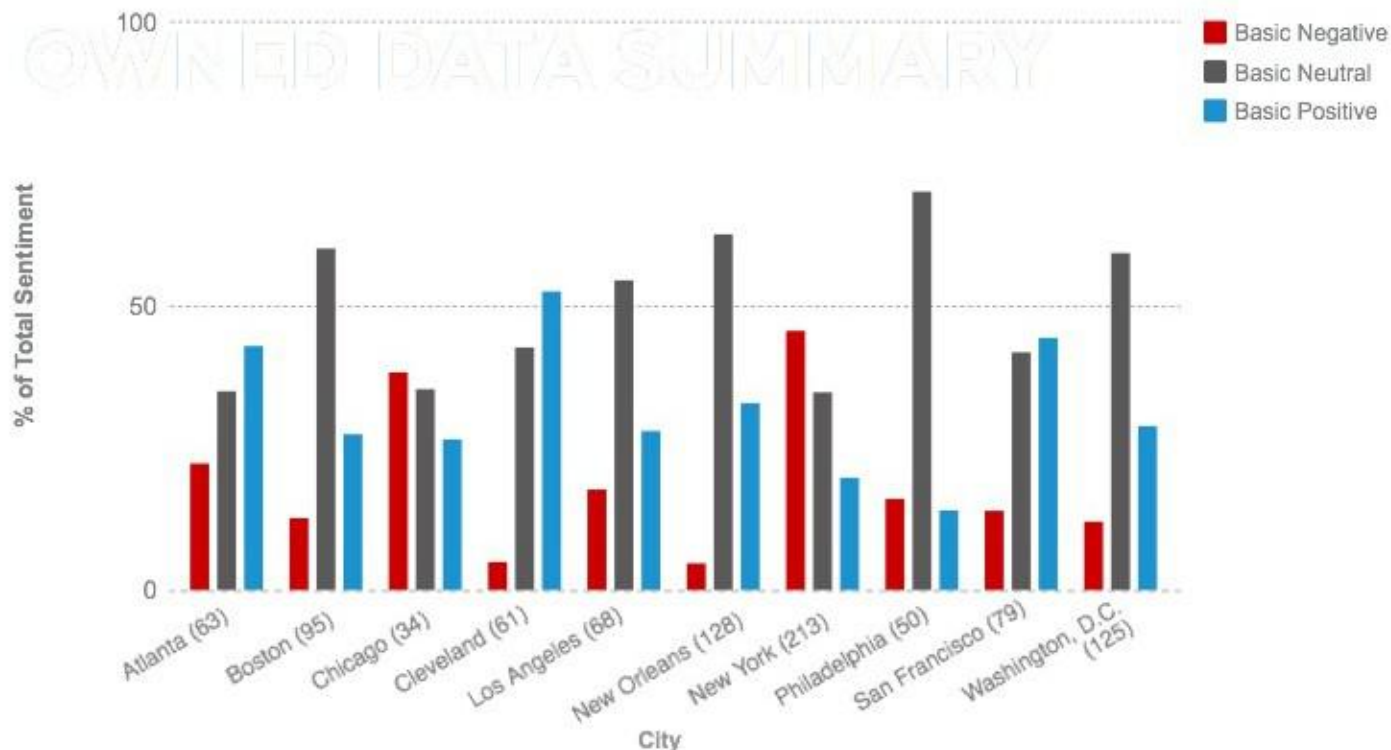
- Engagement based on tweet content

- Engagement based on presence of hashtag and/or hyperlink



SENTIMENT BY GEOGRAPHY

Sentiment by Geographic Location





**Positive sentiment is relatively high in
Atlanta, Cleveland, New Orleans, and San
Francisco.**

**But Negative sentiment is high in
Chicago and New York.**

Why?

POSITIVE CONVERSATION

ATLANTA:



LJ

@beyouonlybetter

Follow

Im walking to help cure **#diabetes** in ATL on Oct 17th. Please consider a donation to **#JDRF** to help support my effort.

www2.jdrf.org/site/Donation2 ...

NEW ORLEANS:



JDRF NOLA branch

@NOLAJDRF

Follow

21 yrs of partnership with [@Walgreens](#). Incredible support, helping 2 raise more than \$24million for **#T1D** research! Thank you Walgreens! **#JDRF**

CLEVELAND:



Inspired by Isabella

@inspiredbyisa

Follow

Isa loved seeing friends from [@jdrf](#) at **#CWDFFL15** today! See you at **#JDRFCC!**
#JDRFDC4CC **#T1D** **#Type1** **#TypeOne** **#DOC**



NEGATIVE CONVERSATION

CHICAGO
AND
NEW
YORK:



Leslie Kramer

@LKramer3764



Follow

@CrossFit Just stop already. Deal with your own belly fat and make a monetary donation to find a cure. Btw, there is no cure for #T1D. #jdrf



Scott E. Kelly

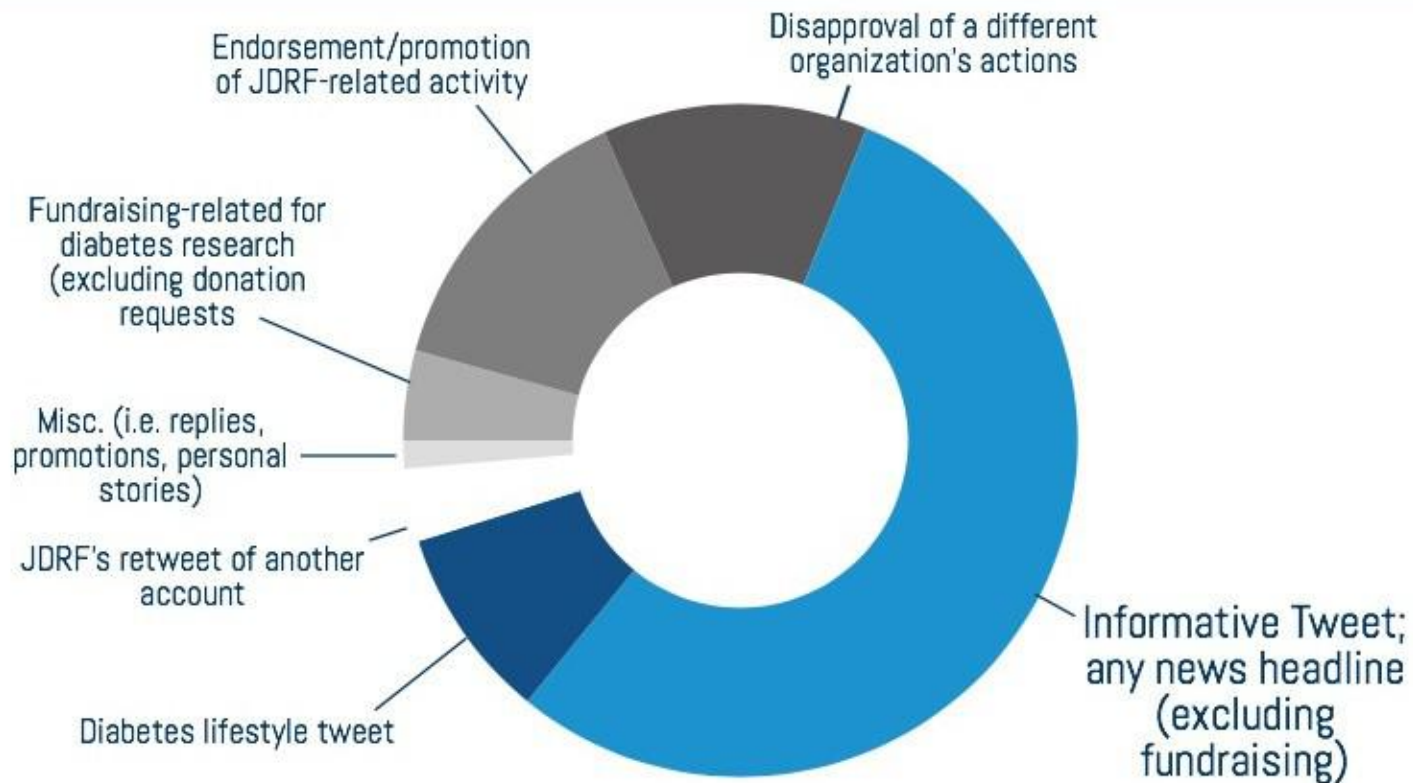
@scottekelly



Follow

@CrossFit and @CrossFitCEO I'm also trying to raise awareness. So rather than rude replies, how about you make a donation to @JDRF?

TOTAL ENGAGEMENT BY TWEET CONTENT



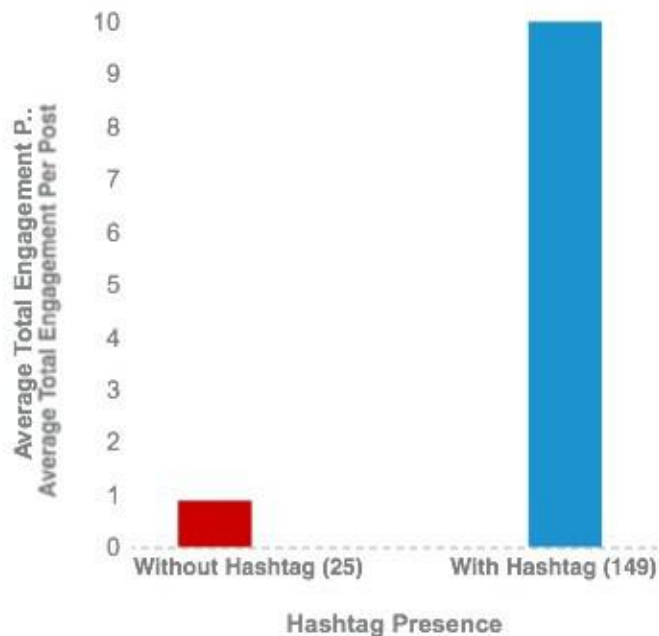


Informative tweets receive significantly more engagement than all of the other types of tweet content.

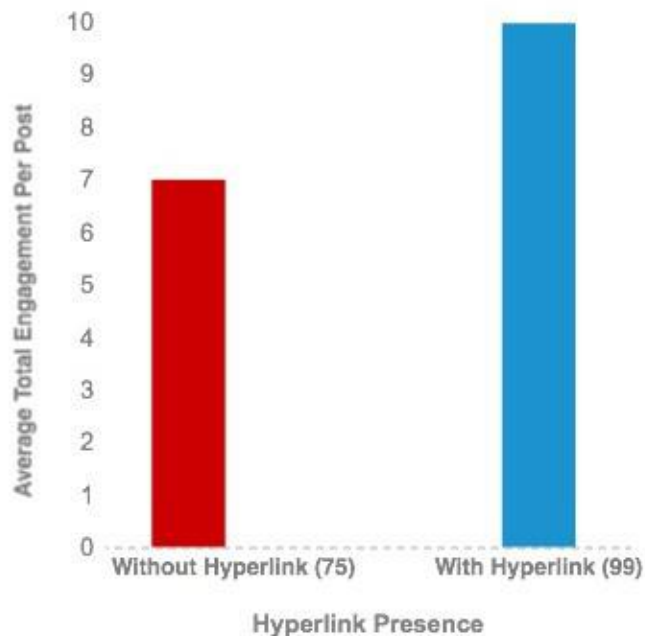
"Disapproval of a different organization's actions" category was unusually high for a non-profit organization.

HASHTAG AND HYPERLINK ENGAGEMENT

Total Engagement Based on Presence of Hashtag



Total Engagement Based on Presence of Hyperlink



*Note: Top five most engaging Tweets are not included in this data set because they were outliers and had their numbers inflated due to the Crossfit incident



**Using more hashtags and
hyperlinks in tweets will allow
JDRF to connect better with
the diabetes community.**

ENGAGING HYPERLINKS



Following

#T1D RT @TheTalkDaily: Truly admirable
#Diabetes struggle for @nickJonas support
@JDRF whipclip.com/video/9ulrx



Following

What IT's Really Like to Raise a Child with
#Diabetes ow.ly/QA1yG via @HealthyLiving
#T1D

RETWEETS

57

LIKES

61



1:45 PM - 11 Aug 2015

RETWEETS

41

LIKES

54



A hand holding a blue iPhone with a white rectangular overlay containing the text "EARNED DATA". The iPhone screen shows various app icons, and the background is a blurred outdoor scene with green foliage.

EARNED DATA

EARNED DATA SUMMARY

Platform JDRF Twitter account (@JDRF) and Facebook page

Time Frame June 13 - August 15, 2015

Event JDRF Children's Congress

Focus

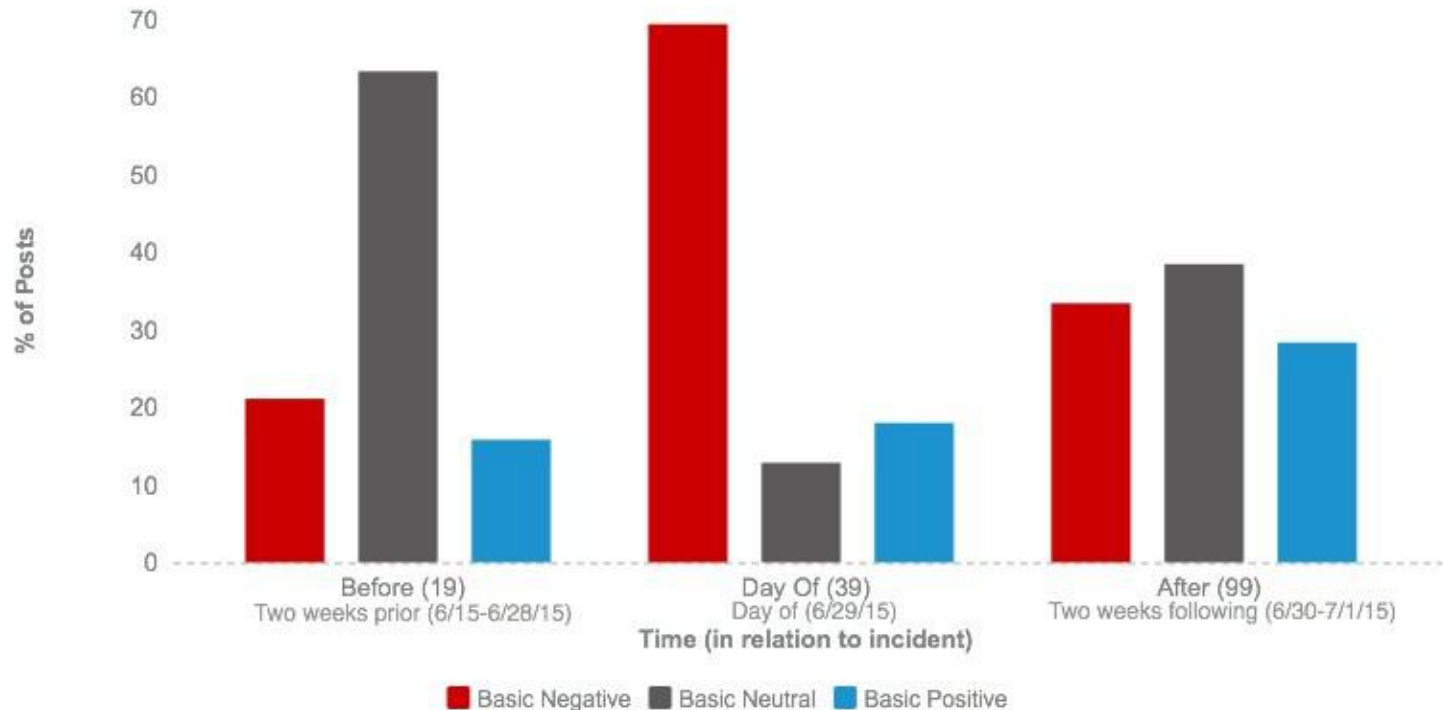
- Sentiment surrounding Crossfit incident
- Sentiment surrounding Children's Congress



CROSSFIT INCIDENT ANALYSIS



Sentiment Surrounding Crossfit Incident on Facebook





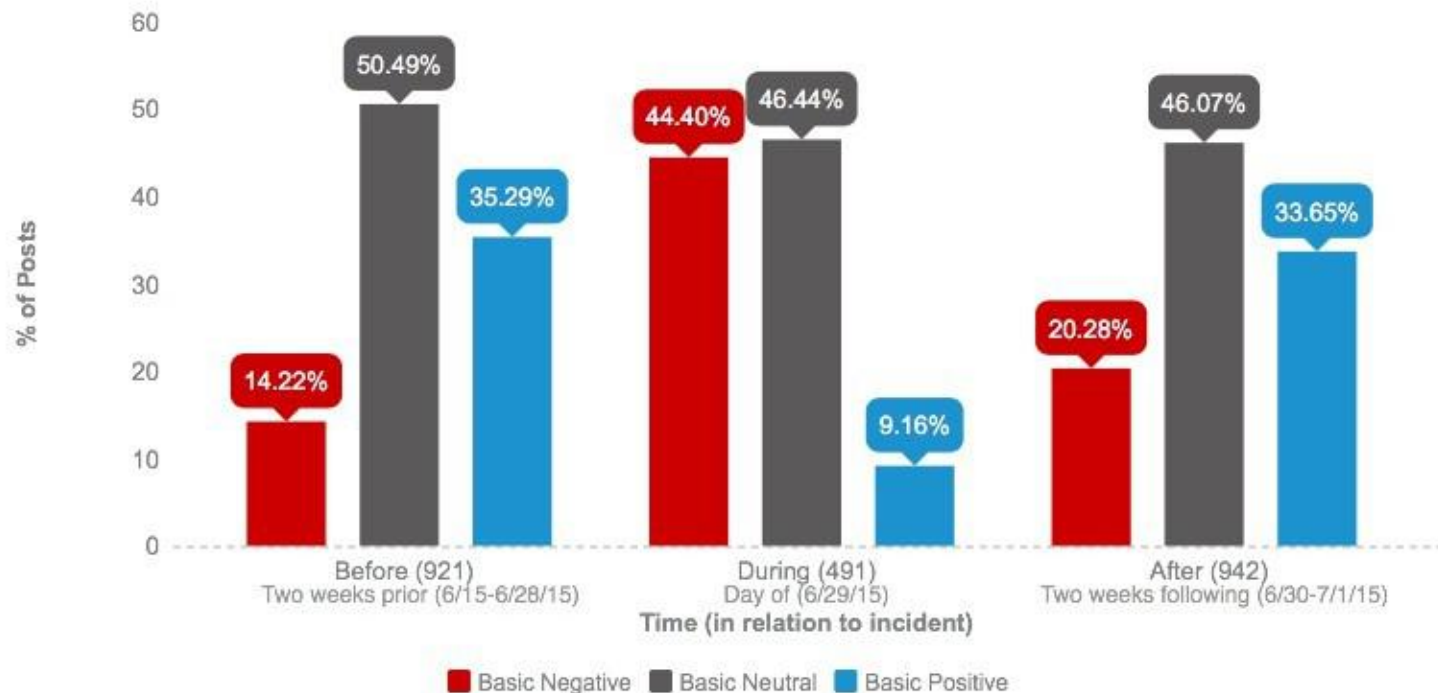
It's possible for bad incidents to have a positive effect on social media conversations.

Hot button topic conversations result in an overall increase in posts.

CROSSFIT INCIDENT ANALYSIS



Sentiment Surrounding Crossfit Incident on Twitter

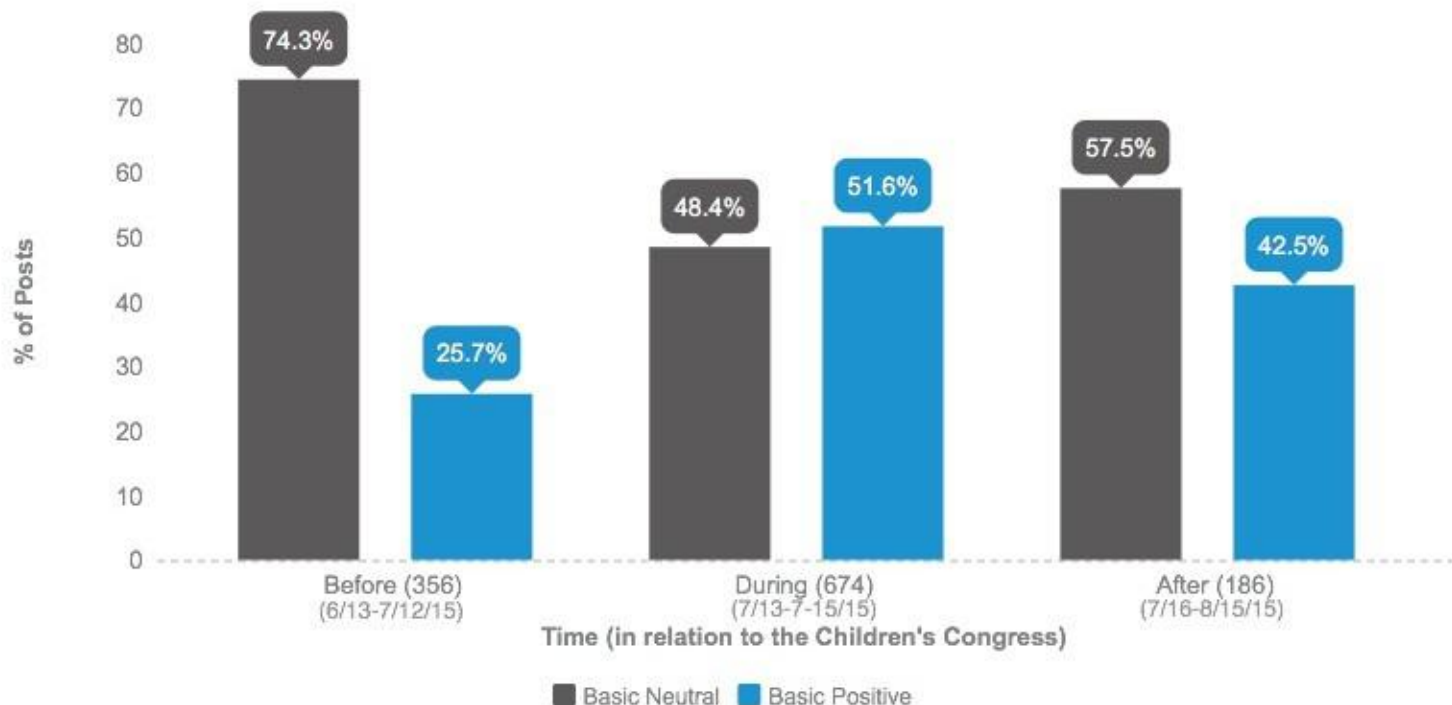




Twitter users went back to their normal positive tweeting habits after the day of Crossfit's unfortunate comments.

CHILDREN'S CONGRESS

Sentiment Over Time (JDRF Children's Congress)



It is imperative to double check automated coding software.

Positive sentiment was highest during and after the event, but the volume of posts decreased immensely.



NETWORK DATA

NETWORK DATA SUMMARY

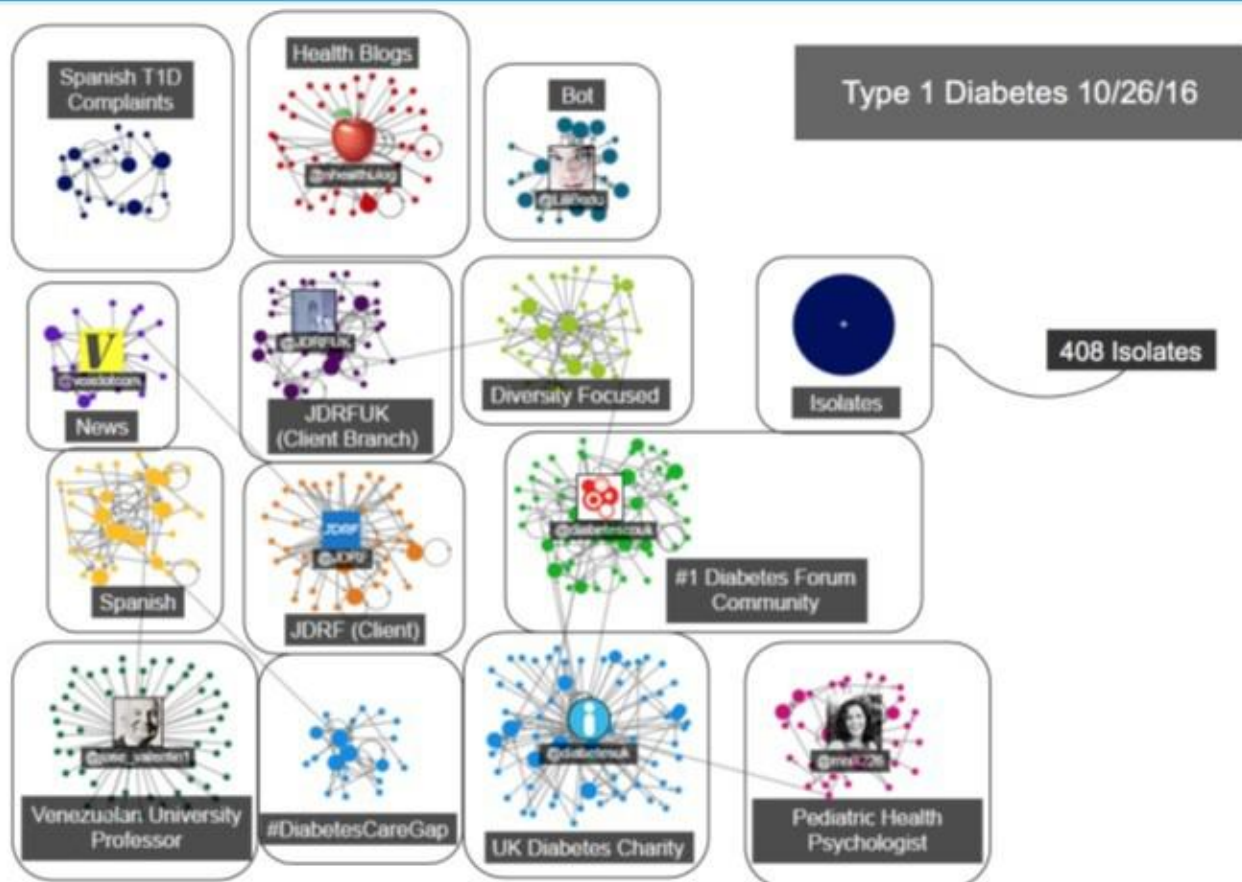
Platform, time frame and event remained the same as previous sections.

Focus

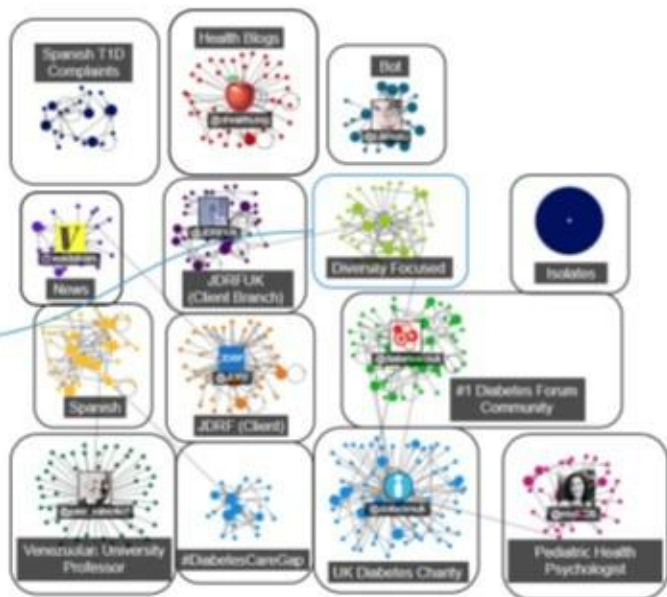
A different program, NodeXL, was used to:

- Visualize the conversations surrounding a keyword (T1 Diabetes)
- Make it easier to understand the different communities that the conversations are happening.

TYPE 1 DIABETES



DIVERSITY-FOCUSED COMMUNITIES



MOST RETWEETED TWEETS

PEDIATRIC HEALTH PSYCHOLOGIST COMMUNITY



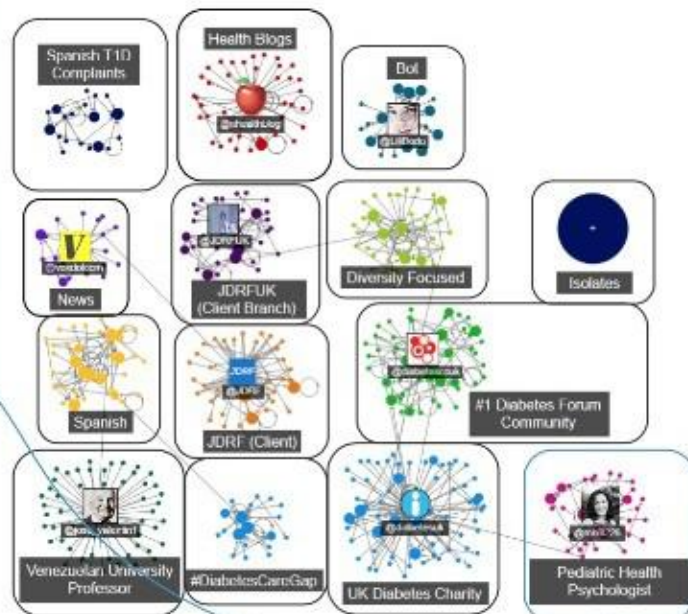
Dr Persis Commissariat: Parents of young kids w t1 #diabetes need extra education & support. SENCE study funded by @HelmsleyTrust #ISPAD2016



Dr Sarah Jaser on common sleep problems in kids w T1D & parents in @t1denexchange, links w a1c, severe hypos, dka, fear of hypos #ISPAD2016



@mhill227





**JDRF has influential audience members
starting a conversation.**

**Conversation about T1D is fairly
isolated.**

INFLUENTIAL USERS



KevinJonasSr ✓
@PapaJonas

Follow

Huge props to @AmDiabetesAssn & @JDRF Coming together for the diabetes community and better diabetes education - jdrf.org/2015/07/diabet...

9:51 PM - 10 Jul 2015



Diabetes Myths – Busted - JDRF

Diabetes myths sure have been in the news lately. A heated debate, which took place primarily via social media, peaked last week jdrf.org

35 46



Sen. Susan Collins ✓
@SenatorCollins

Follow

10 y/o Isabelle Levesque from Arundel, ME now speaking on her experiences living with Type 1 #diabetes 1.usa.gov/1CEjYao #jdrfcc

1:55 PM - 15 Jul 2015

1 8



Bret Michaels ✓
@bretmichaels

Follow

Angela Rides Her Bike 100 Miles To Fight #Diabetes – Team Bret @AmDiabetesAssn @JDRF teambretmichaels.com/Stories/2015/0... pic.twitter.com/f9PYO0misR

3:57 PM - 5 Aug 2015



TeamBretMichaels.com Story: Angela R...

A year ago on July 12, 2014, I rode my bike 100 miles in one day to raise money for Diabetes. I am going to continue this fight teambretmichaels.com

14 43



Adam Schefter ✓
@AdamSchefter

Follow

Pleased to participate in Mon-Tue @JDRF Children's Congress in DC #JDRFcc. You can help advocate, fund #T1D research. ow.ly/Py2iA

1:02 PM - 13 Jul 2015

59 94

A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's lines converge towards the top of the frame, creating a strong sense of height and perspective. The sky is a clear, solid blue. A large, semi-transparent white rectangle is centered over the image, containing the word "CONCLUSION" in bold, dark letters.

CONCLUSION

ACTIONABLE INSIGHTS



It is important for the national account to stay up to date on local chapter happenings and engage in the conversation

- Especially "hot-button" incidents that affect community as a whole



JDRF has several influential users and communities within their audience

- I.e. celebrities, government officials and passionate young adults and children with a large following)
- However, their conversations are relatively isolated from one another



Posts with informative content, hyperlinks and hashtags are key to high levels of engagement

STRATEGY AND NEXT STEPS

Based on our analysis of JDRF and their social media presence, we propose the following:

Keep a pulse on not only national news that affects their target audience, but to local news and events (especially in large cities with influential chapters).

Engage on social media with influential users and communities to leverage their unique audiences, to foster conversation and bring their isolated conversations together.

Continue to create content that features relevant informative messages and contain hashtags and hyperlinks to boost engagement with their followers.

THANK YOU

AdPR5750: Social Media Analytics

