

LIVESTRONG™

ADPR 5750 - Fall 2016

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Project Introduction & Goals

The LIVESTRONG Foundation, established in 1997 by professional cyclist Lance Armstrong, is a non-profit dedicated to providing support for people affected by cancer. The foundation works through direct services, community programs, and systemic change for patients and survivors. **For the purpose of this project chose to analyze Livestrong social media data from January 1st, 2016 through November 20th, 2016. We further narrowed our focus to Twitter since 96% of all posts from this time were tweets.**

Goals:

- Identify who is talking about Livestrong
- Identify how topics of conversation differ across different social media platforms
- Identify key users sparking conversation about Livestrong
- Identify what the Livestrong audience is talking about and what are themes within their conversation
- Identify which content leads to the most engagement and which time periods does engagement spike
- Identify sentiment across the Livestrong audience

Executive Summary

For our nonprofit, we chose the LIVESTRONG Foundation, which provides support for those affected by cancer. We want to investigate how LIVESTRONG connects and engages with their audience by analyzing insights from both earned and owned data on their Twitter and Facebook accounts between January 1st, 2016 and November 20th, 2016.

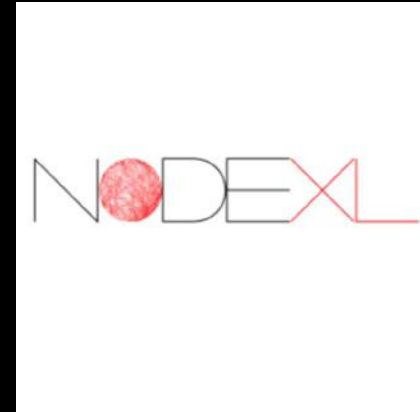
Our purpose is to understand who is talking about Livestrong on social media and what topics of conversation surrounding the organization. Through our analysis and research, we explore various demographics of the Livestrong audience such as gender, race, and geographic location. Through data collection, we would like to know how and when the Livestrong audience engages with various content, what's the sentiment towards the organization, and who are key users and themes within the conversation about Livestrong.

Based off this analysis, using Crimson Hexagon and Quintly we will put together final recommendations for our client to enlarge our involvement on social media and to help continue the conversation about Livestrong.



Data and Data Sources

- **Crimson Hexagon**
- **Quintly**
- **Owned Data Scope**
- **NodeXL**
- **Timeframe: 1/1/2016- 11/20/16**
- **Owned Data Scope: 23,080 owned posts to date**
- **Number of Influential Authors: 50**



Owned Insights

Key Actionable Insights

→ Owned Data

- Peak engagement times: Engagement by time of day? When do people engage?

→ Earned Data

- Sentiment: What are people's attitudes about LIVESTRONG across different platforms?
- What keywords are people associating with LIVESTRONG?

→ NodeXL

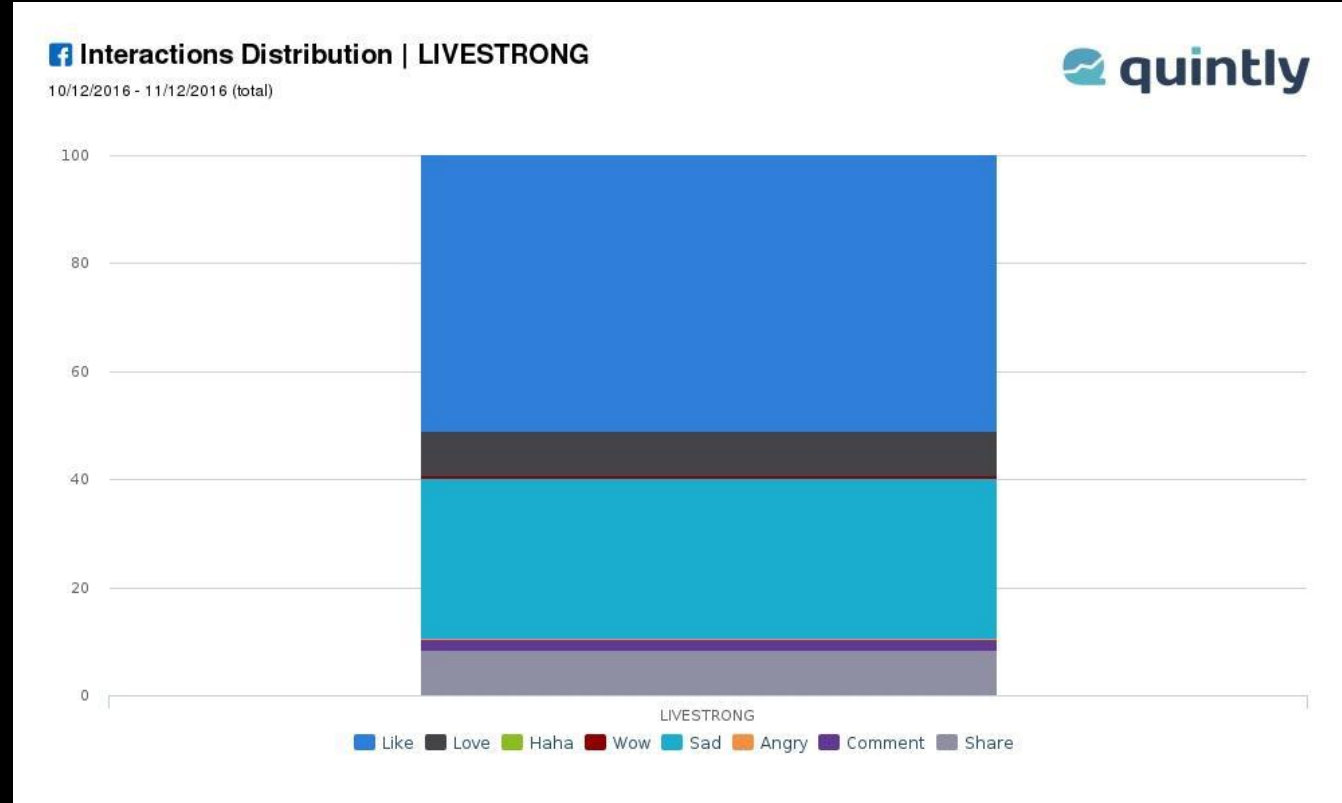
- Who are key influencers? What are different "clusters" discussing?





Facebook

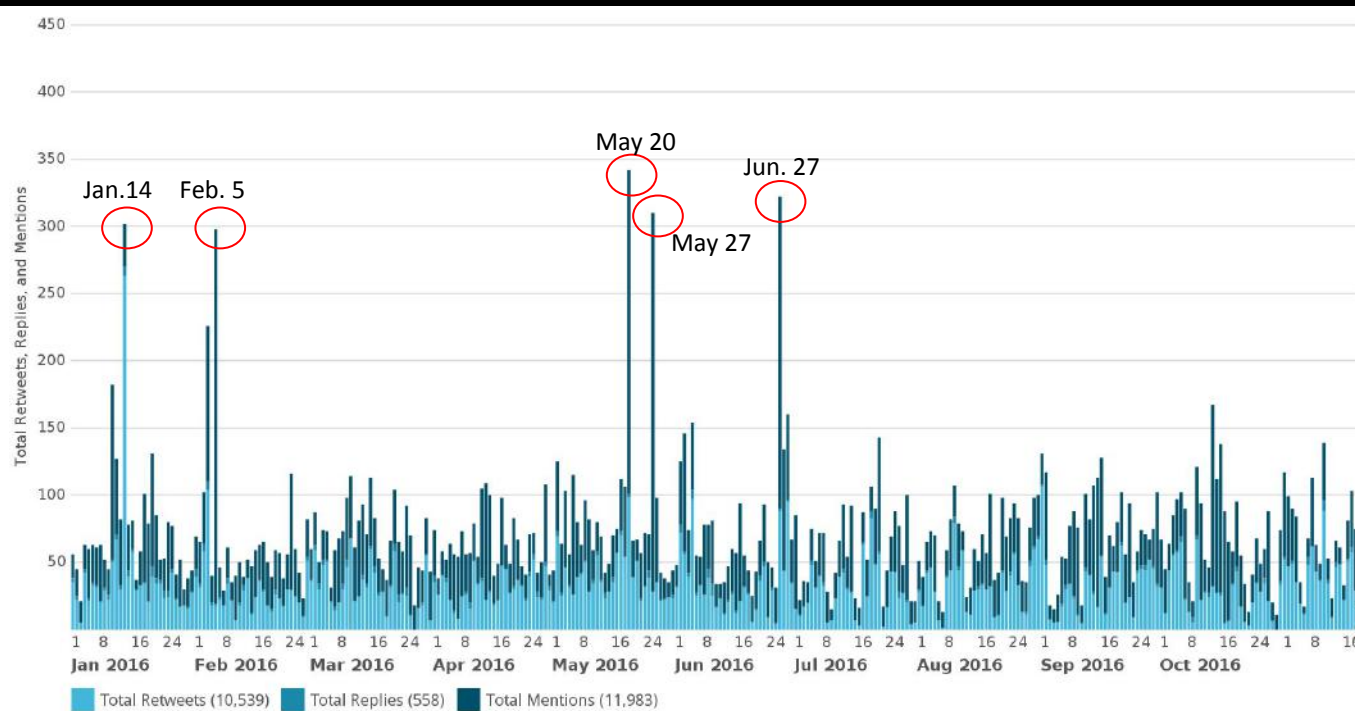
- With the new Facebook options to add emotion to a post, Quintly gives us the availability to view the followers reactions.
- Sentiment is huge in identifying what and why is reaching followers.
- Quintly allows us to uncheck certain emotions to show distributions for each emotion.







Total Engagement- Twitter

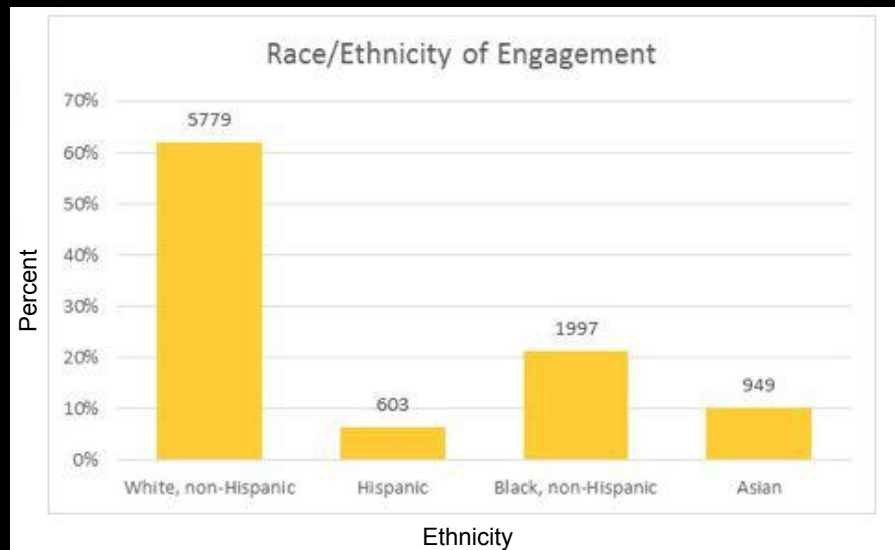


- Jan. 14- Famous actor Alan Rickman dies of cancer.
- Feb. 5- World Cancer Day
- May 20- LIVESTRONG Day
- May 27- Series of inspirational stories
- Jun. 27- LIVESTRONG leader assembly and memorial event.



Race/Ethnicity

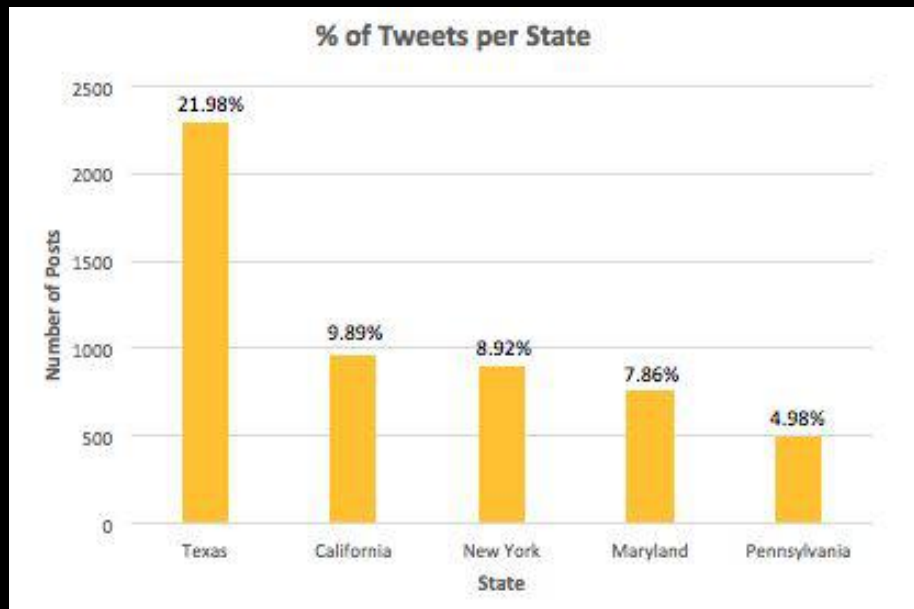
- Over the time period of January 1, 2016 to November 20, 2016, LIVESTRONG has been talked about in 8802 U.S. posts with identifiable ethnicity.
- The overall breakdown of racial/ethnic percentage is:
 1. White, non-Hispanic (61.84% of total posts)
 2. Black, non-Hispanic (21.22% of total posts)
 3. Asian (10.37% of total posts)
 4. Hispanic (6.56% of total posts)
- The 8802 posts represent 46% of total post engagement with LIVESTRONG





Location

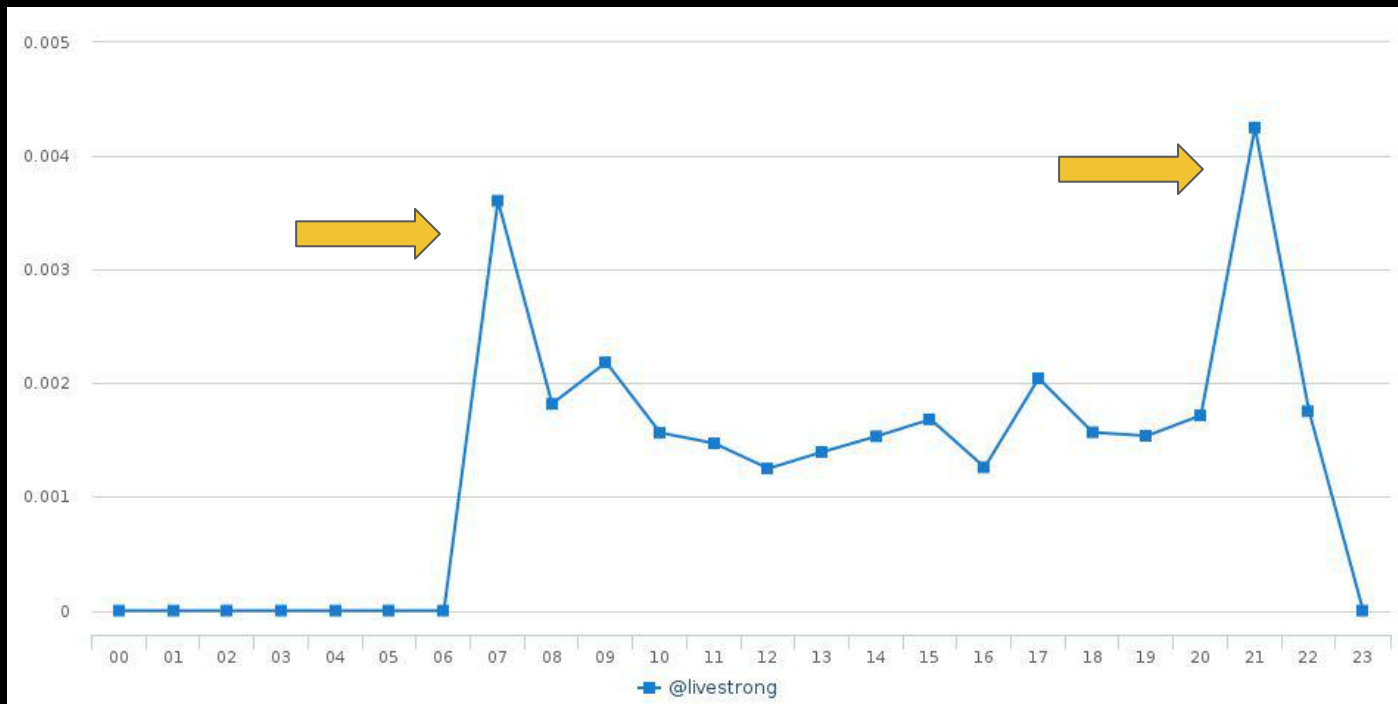
- Over the time period of January 1, 2016 to November 20, 2016, LIVESTRONG has been talked about in 14,726 posts with identifiable location. Those 14,726 posts have come from 97 different countries, but predominantly from the US because LIVESTRONG is a US non-profit and is headquartered in Texas.
- The top 5 states that talk about LIVESTRONG are:
 - 1.) Texas (21.98% of total tweets)
 - 2.) California (9.89% of total tweets)
 - 3.) New York (8.92% of total tweets)
 - 4.) Maryland (7.86% of total tweets)
 - 5.) Pennsylvania (4.98% of total tweets)





Interaction Rate By Hour

- LIVESTRONG should tweet between the hours of 7 AM and 9 PM.
- 7 AM and 9 PM are peak hours because people are looking at Twitter when starting their day or winding down.



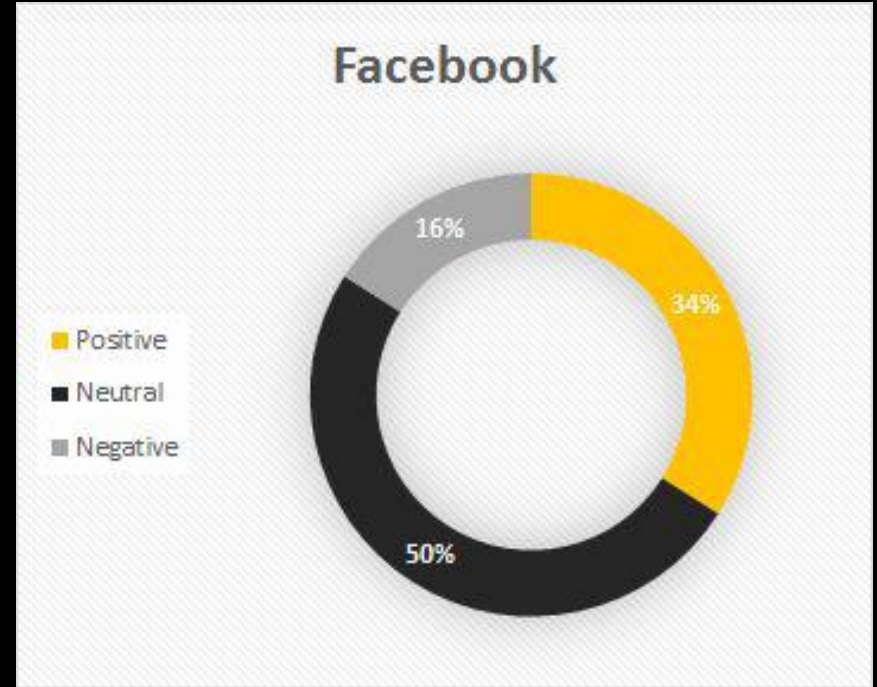
Earned Insights





Engagement Sentiment- Facebook

- Sentiment on LIVESTRONG's Facebook is similar to their Twitter because they post similar things.
- LIVESTRONG's Facebook followers can share posts which also boost positive sentiment.
- Below are responses to a video of the bike race "Ride for the Roses" posted by LIVESTRONG:





Adele Hand Spafford Awesome

Like · Reply · 3 · October 16 at 2:47pm



LIVESTRONG We think so too Adele! 😊

Like · Reply · 1 · October 16 at 2:57pm



Brian McQuestion First time riding the 100 in Austin- I participated in many of the Philly challenges. Excellent ride- well organized, and kudos to the staff/ volunteers - they are amazing!!!

Like · Reply · 2 · October 17 at 9:19am



Sandra Iris Ordonez First time riding Live Strong! Amazing organization, impressive security and assistance for all riders! Congrats!

Like · Reply · 2 · October 16 at 3:41pm



David Carino Be a survivor my self and getting back into cycling, hoping I can make it next year. Thank you

Like · Reply · 3 · October 16 at 6:09pm



Thomas Shuler This is why I got serious into riding.
Had a cough, wouldn't go away. Finally saw the Doctor, was told it was Tongue Cancer. Chemo, Radiation, much pain later the tumor was gone. My daughter had bought me a Livestrong Bracelet from Wal*Mart, so I wore it, and looked into getting back in shape.

Thanks for all the advice and support. Hope to make it to Austin one day to do the ride.

Like · Reply · 1 · October 17 at 10:22am



Susan Thayer I rode the 65 today. The best supported ride EVER! But so hot!!!!

Like · Reply · 2 · October 16 at 7:30pm



Mary Rastelli It was a beautiful event and day! I was so happy to ride as a SURVIVOR

Like · Reply · 2 · October 16 at 3:23pm

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LIVESTRONG

October 16 · 🌐

Today we celebrated the 20th anniversary of the **#LIVESTRONGChallenge** in Austin, Texas. Over those 20 years more than 50,000 riders have taken part, and we've collectively raised over \$75 million to support cancer survivorship programs. Thank you to everyone who has been part of it and we hope to see you again for the 21st year!



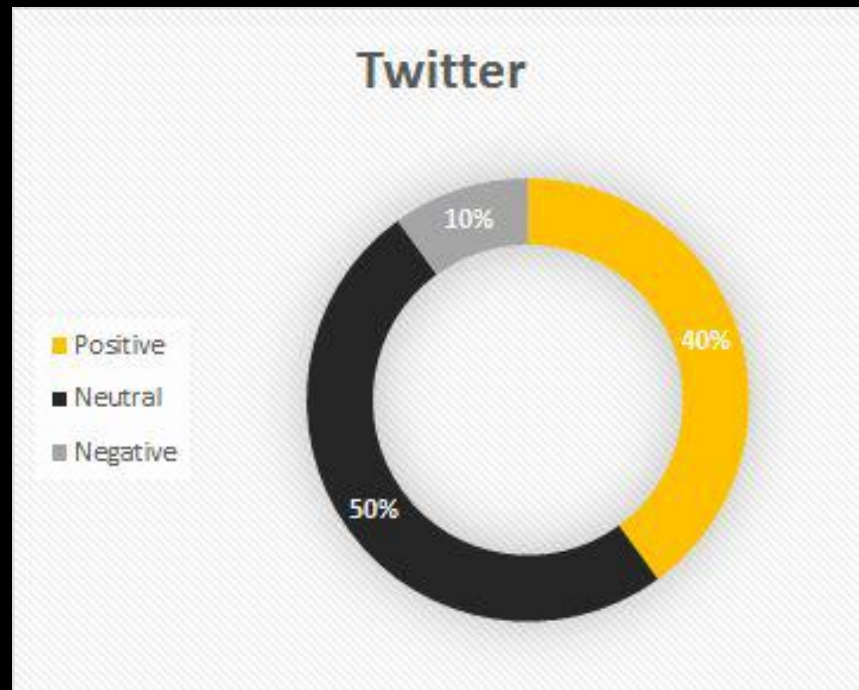
20 years ago, the very first Ride for the Roses took place on the streets of Austin.





Engagement Sentiment- Twitter

- We see the most positive sentiment on Twitter because LIVESTRONG is the most active on Twitter compared to its other social media outlets.
- LIVESTRONG also posts most frequently on Twitter.
- With posting at a higher rate, LIVESTRONG posts lots of inspiring stories that generally make their followers feel happy/good and reply with positive things.





Check out the latest video from our friends
[@CHECKfifteen](#) - [lvstr.ng/2dSp5sq](#)
[#BreastCancerAwareness](#) [#BCSM](#)



CANCERBUSTERS: Make The Call - CHECK 15 - October 2...
Here at CHECK 15, our goal is to create a Monthly Cancer Awareness Day. On the 15th day of every month, we'll be hitting the internet with a reminder to brea...
[youtube.com](#)

RETWEETS 14
LIKES 17



1:45 PM - 20 Oct 2016



CHECK 15 [@CHECKfifteen](#) · Oct 20
[@livestrong](#) Thanks for the share! [#WeAintAfraidOfNoCancer](#)



[#SagerStrong!](#) "Craig Sager bravely battles cancer" [lvstr.ng/2ccOEEed](#) via [@nypostsports](#)



RETWEETS 72
LIKES 130



"The most rewarding things you do in life are often the ones that look like they cannot be done." - [#ArnoldPalmer](#) RIP.

RETWEETS 53
LIKES 84



8:20 PM - 25 Sep 2016

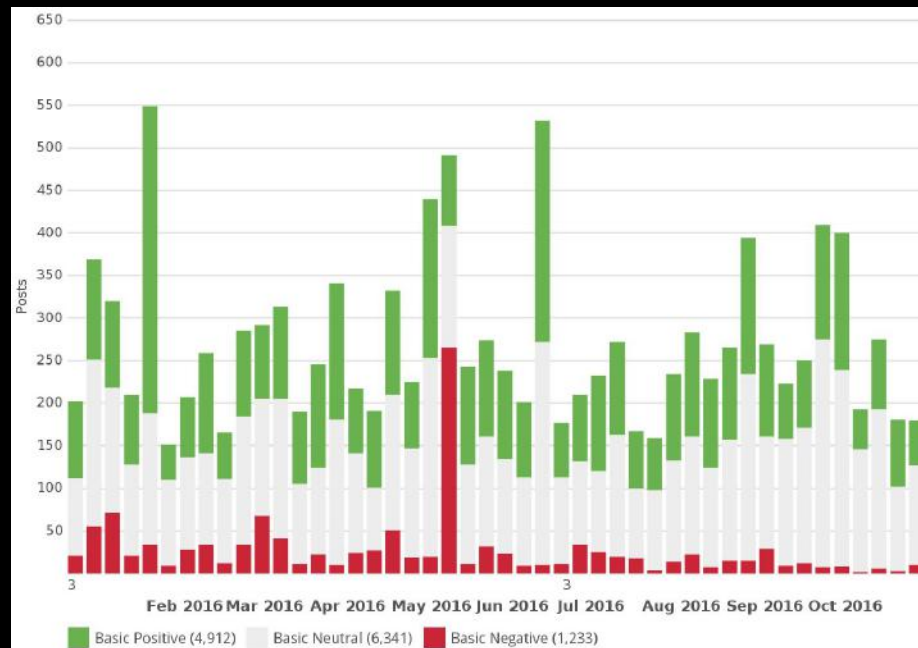


Engagement Examples- Twitter

LIVESTRONG™

Engagement Sentiment- Facebook and Twitter

- Over the time period of January 1, 2016 to November 20th, 2016, the overall engagement sentiment is positive with some months peaking over others.
- The two peaking points:
 - January with positive sentiment due to promotions concerning #newyearsresolutions and healthy lifestyles during the new year.
 - May with great negativity because LIVESTRONG began to withhold Lance Armstrong's name
- Throughout the months the tone is steady neutral.

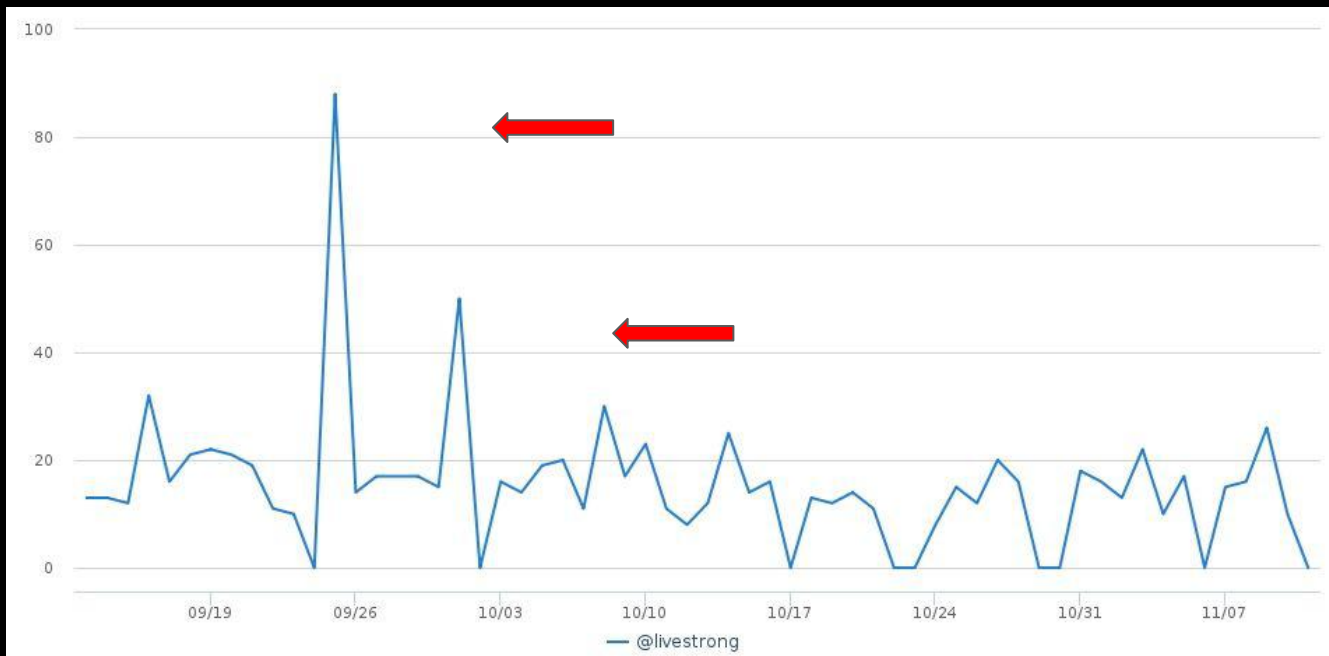


Basic Neutral	50%
Basic Positive	40%
Basic Negative	10%



Average Interactions Per Tweet

- LIVESTRONG experiences the highest average interaction per tweet when they tweet an inspirational quote by a famous athlete.





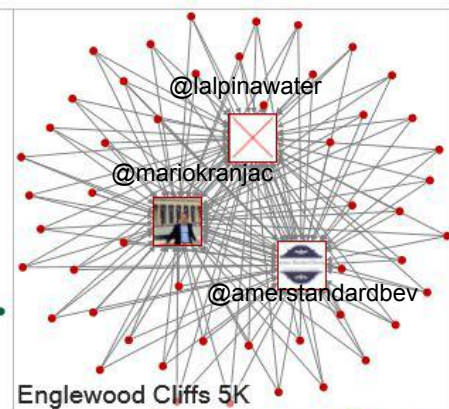
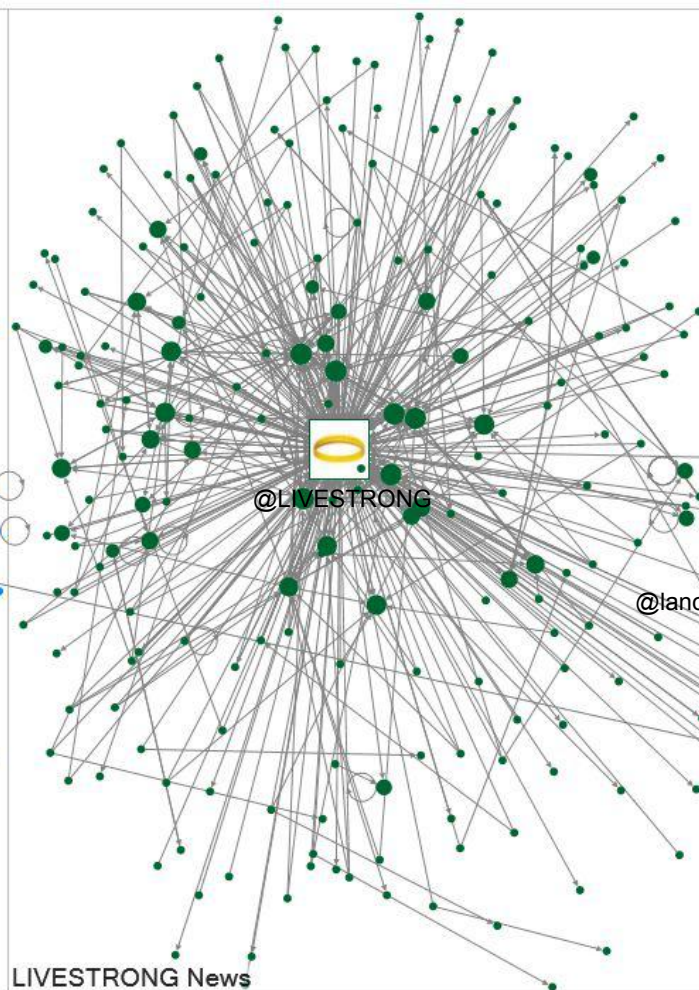
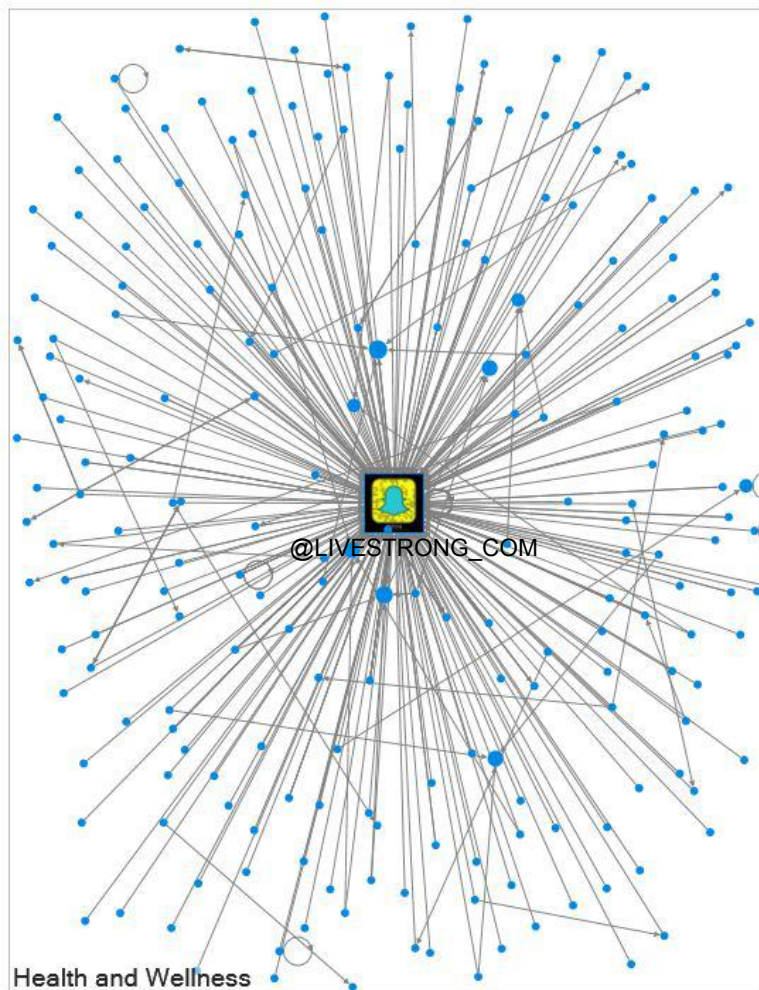
Average Interactions Per Tweet

- The highest average interactions came on September 25th and October 1st.



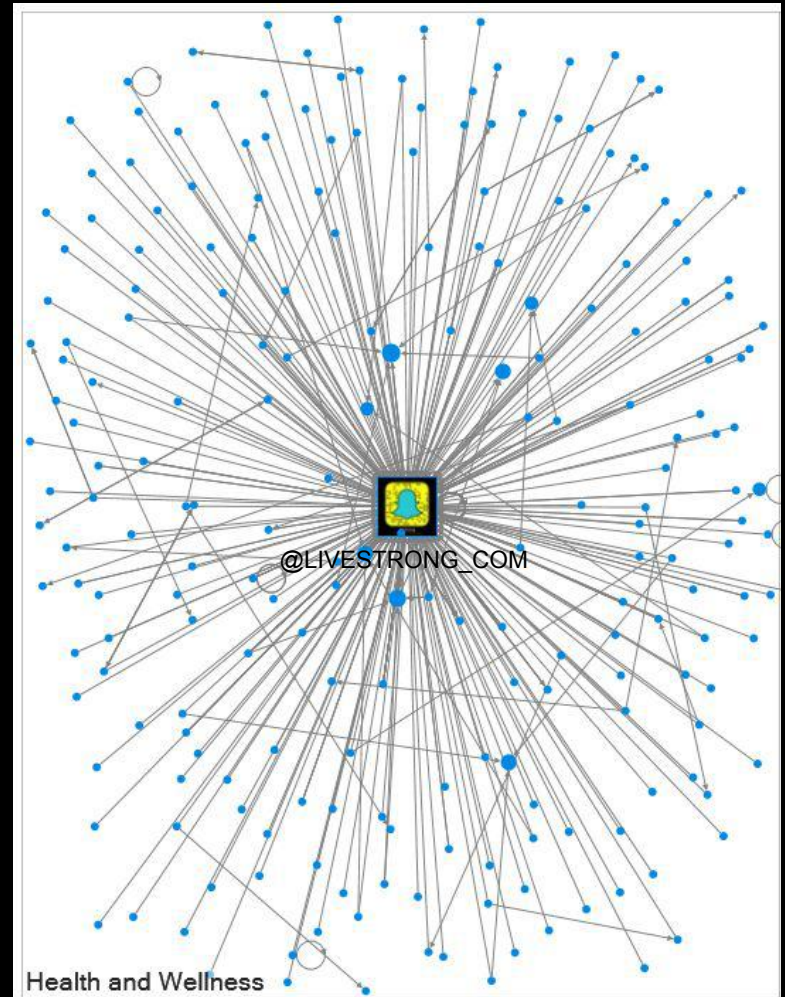
Network Insights- NodeXL

- Looking at the network using NodeXL, there are 7 major clusters: Livestrong News, Health and Wellness, Englewood Cliffs 5k, Livestrong Bracelet, Marathon and Triathlon, Campo Verde High School Football, and Weight Loss.
- Example of some clusters and their relationships to LIVESTRONG:



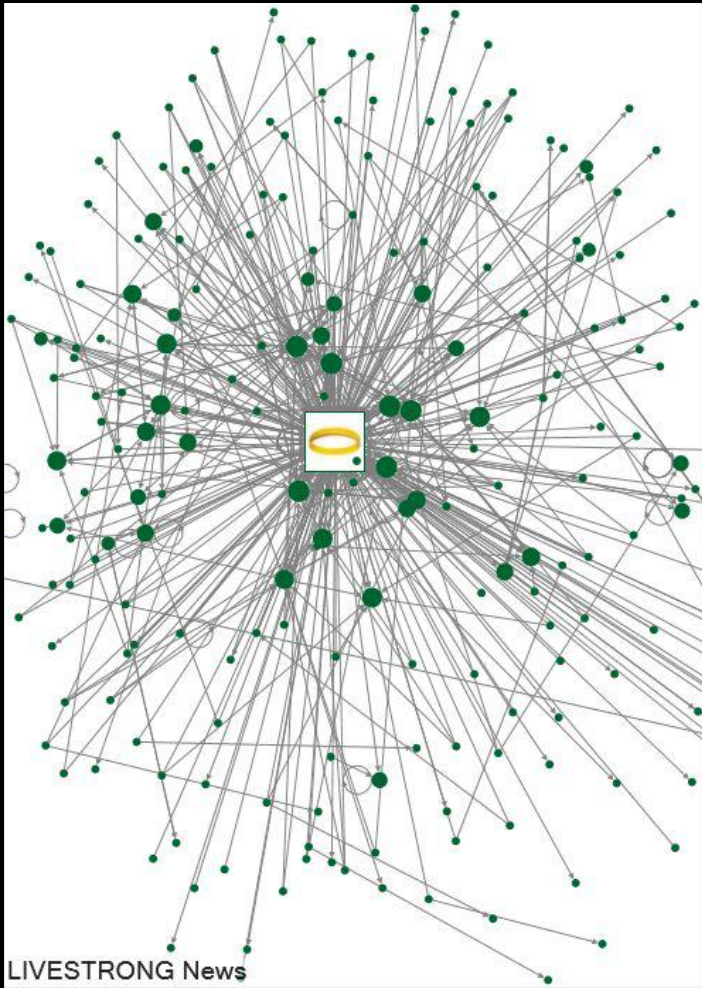
@LIVESTRONG_COM

Livestrong.com is leading the conversation about health and wellness. They tweet a lot of different exercises, recipes,



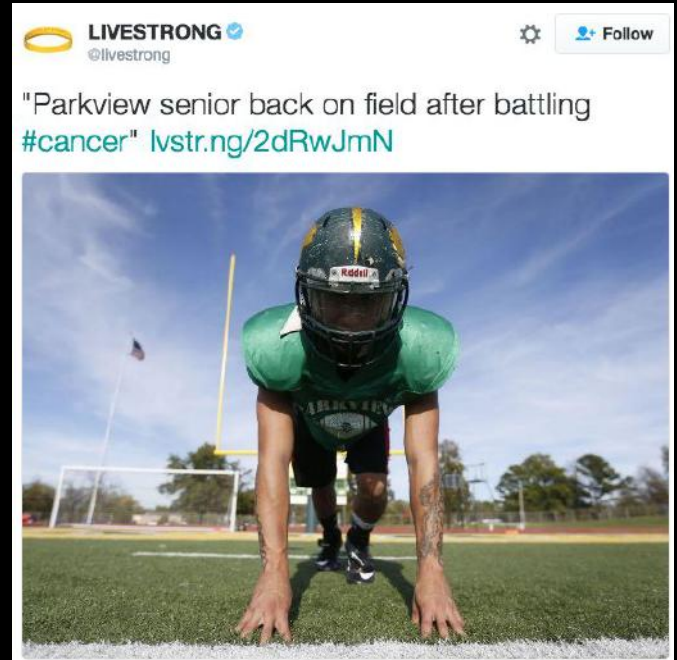
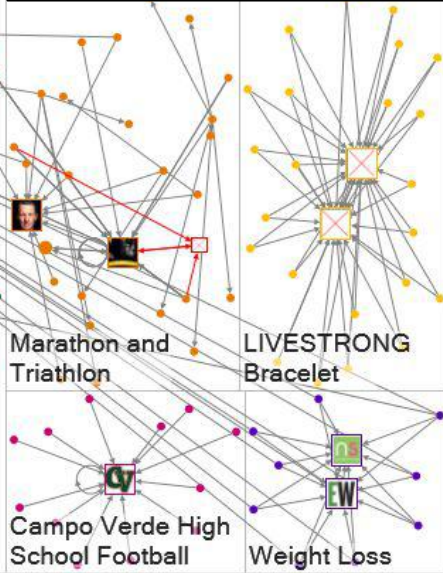
@LIVESTRONG

Livestrong is leading the conversation about all things livestrong. From updates, upcoming events, inspiration, and stories. They also promote health and wellness which is why they're linked to weight loss groups and marathon/triathlon.



LIVESTRONG News

v.smfoundation.org)



@EcoWatch

EcoWatch is an environmental news site linked to livestrong because of their tweets about healthy eating.



@coachragdalecv

Coach Ragsdale from Campo Verde High School is in the LIVESTRONG network because he tweeted about the football team's relation to LIVESTRONG.



Recommendations

Throughout our research using Crimson Hexagon and Quintly our findings highlighted what Livestrong is excelling at, and what they could do better to increase earned involvement.

Recommendations:

- Interactions with key authors
- Adopt Instagram

Continue:

- Time of posts
- Giveaways/ contests/ personal experiences

