



THE TREVOR PROJECT

SOCIAL MEDIA ANALYTICS REPORT

MARY KATE DANGLER, MDANGLER@UGA.EDU

JAMES DALTON LONG, DALTON17@UGA.EDU

CHASTITY VAN DYKE, CVANDEE2@UGA.EDU

TABLE OF CONTENTS

3 - 4 BACKGROUND

5 - 7 OWNED DATA ANALYSIS

8 - 13 EARNED DATA ANALYSIS

14 - 16 NETWORK ANALYSIS

17 ACTIONABLE STRATEGY & NEXT STEPS

WHAT IS THE TREVOR PROJECT?

The Trevor Project is a non-profit organization with the goal to prevent suicide among LGBTQ+ youth. It was founded in 1998 by James Lecesne, Peggy Rajski and Randy Stone; Lecesne, Rajski, and Stone were also the creators of the 1994 Academy Award winning film Trevor. The film is about a 13-year-old gay boy who is rejected by friends due to his sexuality, and consequently, tries to take his life.

Inspired by the situation presented in their film, the founders of the Trevor Project sought to create a support system for at-risk teens; they offer services such as the Trevor Lifeline, a 24-hr toll-free phone line, Trevor Text, TrevorSpace, a social network exclusively for LGBTQ+ youth, and the Trevor Resource Center.

The Trevor Project boasts an active social media network of 228K Twitter followers, 217,766 likes on Facebook, and 48.4k Instagram followers. They are actively supported by a multitude of celebrities such as Ellen DeGeneres, Kim Kardashian, Daniel Radcliffe, and Anderson Cooper. The Trevor Project partners with the Ben Cohen Foundation, City Year, Friends of Project 10, GLSEN, The National Suicide Prevention Lifetime, Teach for America, and others.

GOALS

Our goals for this project focus primarily on the desire to understand who the Trevor Project audience is, and how they interact with the brand on social media. In turn, we also wanted to see the Trevor Project's current success with their social media efforts.

RESEARCH QUESTIONS

- Do specific geographic locations exhibit a more positive response/engagement to the Trevor Project's posted content?
- How are individuals interacting with the brand's content, specifically on Twitter?
- What type of Twitter posts have the highest engagement rate among the Trevor Project's audience?

DATA OVERVIEW

The primary social media platform utilized for our study was Twitter, including the organization's account, @TrevorProject. Twitter is where the majority of the interactions with engagers takes place; we also looked at Facebook and Tumblr, yet found inconclusive results since data there was extremely limited.

Crimson Hexagon was the main data analysis tool we used, however, we also made use of free monitoring services Social Mention, Keyhole, and Mentionmapp as well as NodeXL for network analysis.

TIME FRAME: SEPT. 2015 - SEPT. 2016

OWNED DATA - 5100 POSTS ANALYZED

EARNED DATA - 8700 POSTS ANALYZED

September is National Suicide Prevention Month, so we decided to analyze a time frame that began and ended with the Trevor Project's highest engagement rates. This way, we could track what attention they garnered from a month of high conversation to the same time, the following year.

KEY PERFORMANCE INDICATORS (KPIs)

**STRONGEST
EMPHASIS**

RETWEETS

REPLY NUMBER

ENGAGEMENT*

SENTIMENT

**OTHER KEY
KPIs**

FOLLOWER COUNT

POST NUMBER

KEY USER KLOUT SCORE

POPULATION CHANGES

*(defined as sum of retweets and replies)

OWNED DATA ANALYSIS

When analyzing The Trevor Project's owned data, we looked at their Twitter activity from August 1st, 2015 to September 30, 2016. This was done to examine at what point in a year's time The Trevor Project garners the highest engagement levels. This gave us approximately 5,100 tweets from @TrevorProject and an additional 251,280 mentions of the same handle. From the owned data, we took a random sample of 200 tweets, which was then coded by various content types. From the post list, we filtered by location and gender to create a data sample of 962 tweets to analyze.

QUESTIONS ADDRESSED

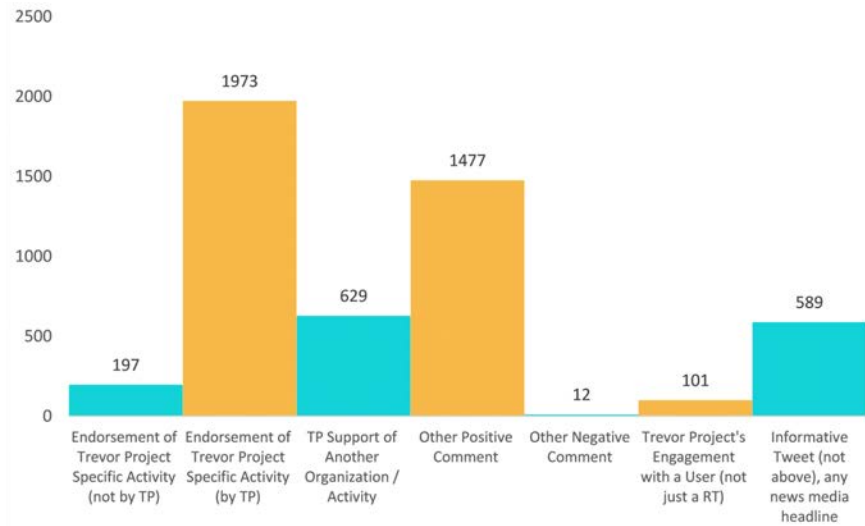
- Where is our audience located and what does their engagement with the Trevor Project look like?
- At which points in the year does engagement spike?
- What is the tone of user interaction across the U.S.?

ACTIONABLE INSIGHTS

- Men are more engaged in larger cities on the West Coast, whereas women are more engaged on the East Coast
- The Trevor Project's engagement spikes are around National Awareness holidays like World Aids Day and National Suicide Prevention Day
- In locations with higher engagement, there was a higher likelihood of positive tone in engagement with the brand
- Engagement is centered mostly around Retweets
- The community is most engaged in posts talking about Trevor Project resources

CONTENT ENGAGEMENT BY RETWEETS

The Trevor Project typically gets the most engagement in the form of Retweets on posts that share Trevor Project resources with the community. This is followed by general positive commentary.



EXAMPLES OF @TREVORPROJECT HIGHEST ENGAGED POSTS.

TREVOR PROJECT RESOURCES

Trevor Support Center

Trevor Lifeline

Ask Trevor

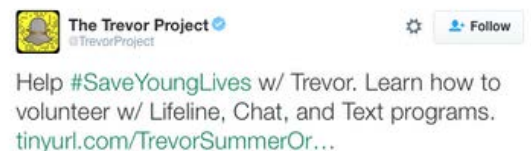
TrevorChat

TrevorSpace

TrevorText

"Coming Out as You"

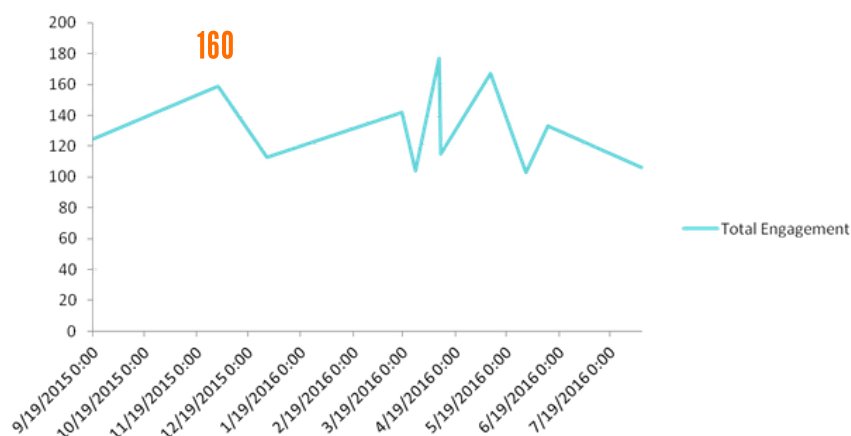
@TrevorProject resources are available for at risk LGBTQ+ youth who need mental or emotional support. These are available 24/7 for people to reach out to trained professionals.



ENGAGEMENT SPIKES

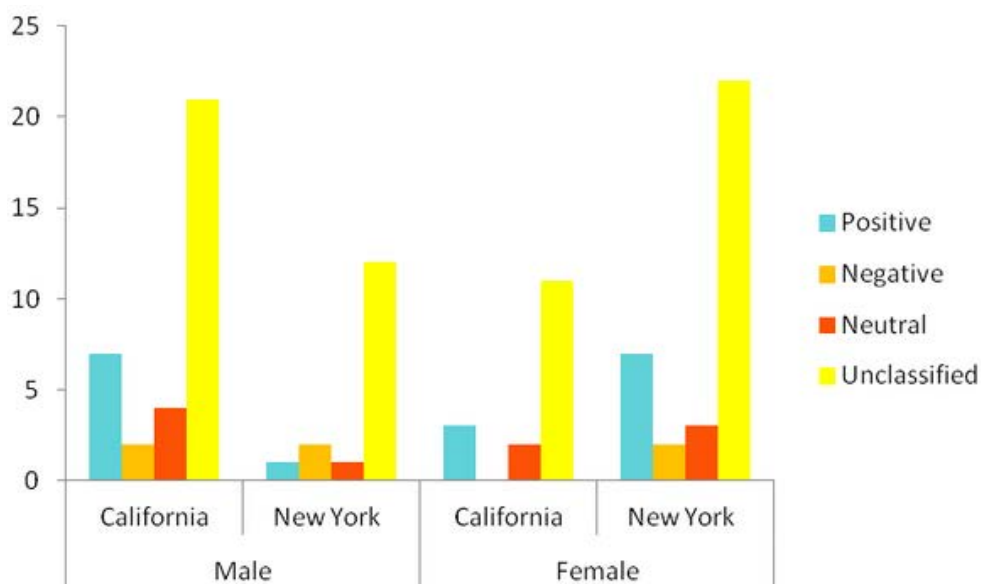
The second largest content type by engagement is "Support for Another Organization / Activity." In our initial analysis, we noticed that on **national holidays**, the brand usually has stronger engagement with followers. For example, December 01 is "World Aids Day," and @TrevorProject's engagement spiked to 160 (throughout the year, their engagement usually averages around 30).

ENGAGEMENT BY CONTENT TYPE
"SUPPORT FOR ANOTHER ORGANIZATION/ACTIVITY"



GEOGRAPHY & CATEGORY TYPE

From this dataset, we were able to conclude that men show a higher percentage of engagement on the West Coast, whereas women have higher engagement rates on the East Coast. The higher levels of male engagement on the West Coast can be attributed to the heavier populations of gay men in this area.



EARNED DATA ANALYSIS

In Crimson Hexagon, we created a Buzz Monitor (here defined as a monitor tracking conversation about @TrevorProject across multiple platforms) to collect data from the Trevor Project's presence on Twitter, Facebook, Tumblr, among other platforms. The monitor delivered a total of 8,700 earned posts from users in a time frame from September 2015 to September 2016. Content on platforms outside of Twitter represented less than 3% of the overall conversation, prompting us to focus our analysis solely on Twitter. We narrowed the post list down to 1,000 tweets through a simple random selection, which then allowed for us to use content analysis and a coding system to look for key insights.

QUESTIONS ADDRESSED

- At what time of day do users post about @TrevorProject?
- How does user sentiment around the brand vary based on gender and location?
- Is user discussion about the organization isolated or repeated?

ACTIONABLE INSIGHTS

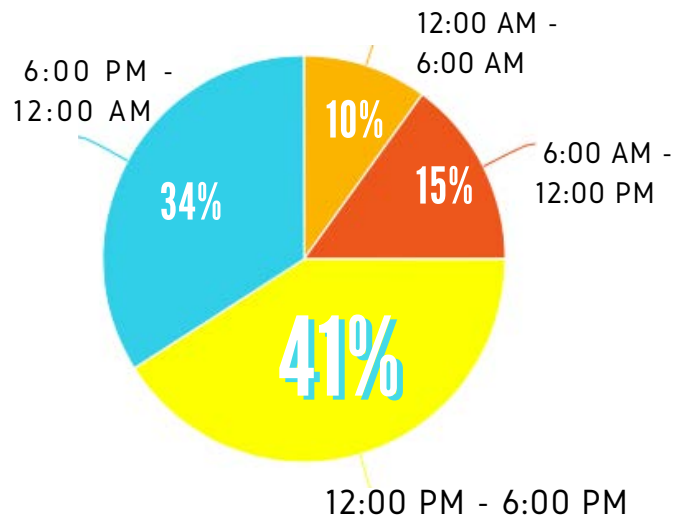
- Posts about the organization are typically most prominent from the hours of 12:00 P.M. = 6:00 P.M., particularly at 1:00 P.M.
- Highest activity originates from San Francisco, California, where it may be wise for the organization to engage with more specifically
- Users who discuss or interact with the organization only do so in an isolated manner, not tweeting repeatedly. This indicates a lack of passion and long-term loyalty towards the organization.

TIME PERIOD

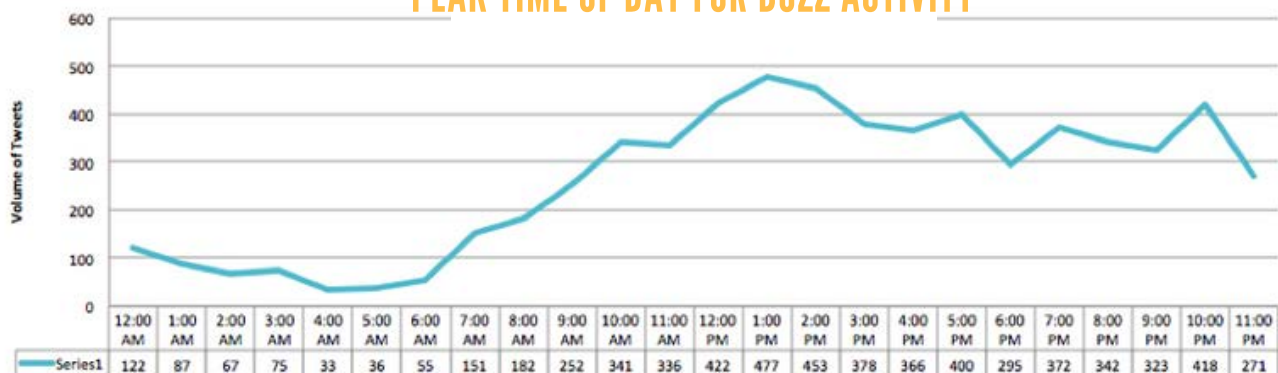
We chose a time period to September 2015 to September 2016 in order to account for varying seasonal trends, as well as for the covering of National Suicide Prevention Day (September 10th) - a holiday which sees some of the organization's highest spikes in activity.

By breaking the day into 4 distinct time periods, we determined the bulk of conversation revolving around The Trevor Project occurs between 12:00 PM - 6:00 PM. The 41% percent represents around 3,567 tweets out of the possible 8,700.

BUZZ ACTIVITY BY TIME OF DAY



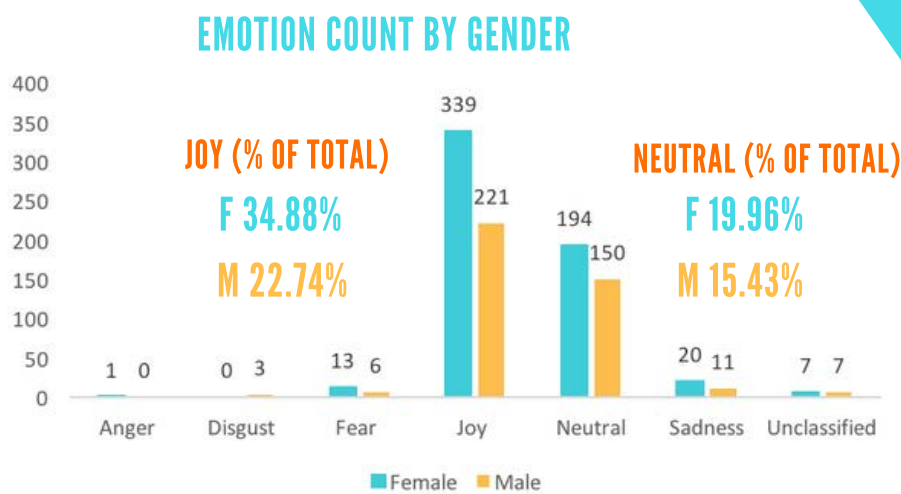
PEAK TIME OF DAY FOR BUZZ ACTIVITY



The peak of buzz activity for the Trevor Project occurs at 1:00 PM in the user's time zone. This could be due to the fact that this is around lunch time, so typically people are on a break and have a chance to check their social media networks. Smaller peaks occur at 10:00 AM, 5:00 PM and 10:00 PM.

GENDER & SENTIMENT

After sampling The Trevor Project's earned data, we found that tone and emotion results only varied slightly across gender - the distribution for each gender being largely the same. For tone females appear to have a slightly higher proportion of negative or positive responses. Meanwhile, men are slightly higher in basic neutral possibly indicating their propensity to be less emotionally expressive.



Sentiment By Gender

	F	M
POSITIVE	3.8%	3.75%
NEUTRAL	59.8%	61.75%
NEGATIVE	36.4%	34.5%

For emotion, the differences between men and women were likewise minimal; however, females did express a slightly higher proportion of "Joy," yielding 34.88% as opposed to the male 22.74%. The second largest emotional count was the "Neutral" emotion, with female posts representing 19.96% and male posts 15.43%.

GEOGRAPHY

In the United States there are higher levels of conversation occurring about The Trevor Project on the West Coast. This isn't surprising, as the organization was founded and is headquartered in Los Angeles, California.

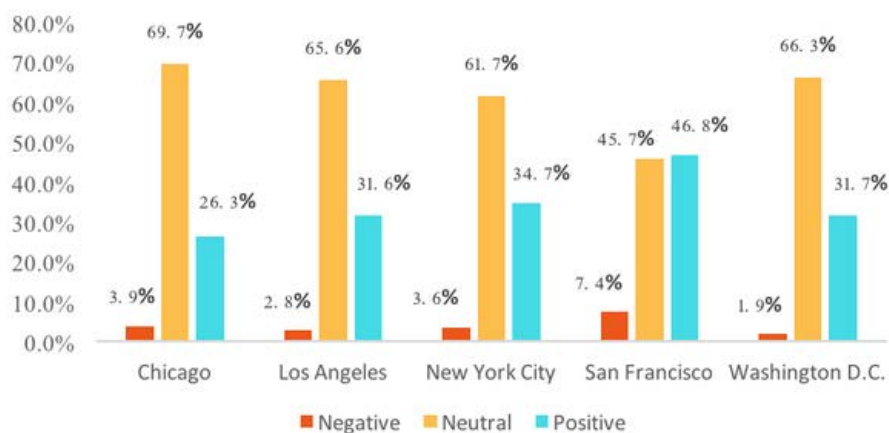
TOP 5 CITIES

LOS ANGELES, CALIFORNIA
NEW YORK CITY, NEW YORK
CHICAGO, ILLINOIS
SAN FRANCISCO, CALIFORNIA
WASHINGTON, D.C.

CITY & SENTIMENT

San Francisco's proportions of basic neutral and positive are much more telling when compared to the other 3 cities, yielding 45.7% and 46.8% respectively. San Francisco's irregularly high level of positive tweets could be attributed to the large LGBTQ+ community located there.

SENTIMENT BY CITY



JOY

represents over 50% of each city's emotional data. Consistent with the previous findings, San Francisco's engagement with The Trevor Project's social media presence is notably more positively joyful than in other cities.

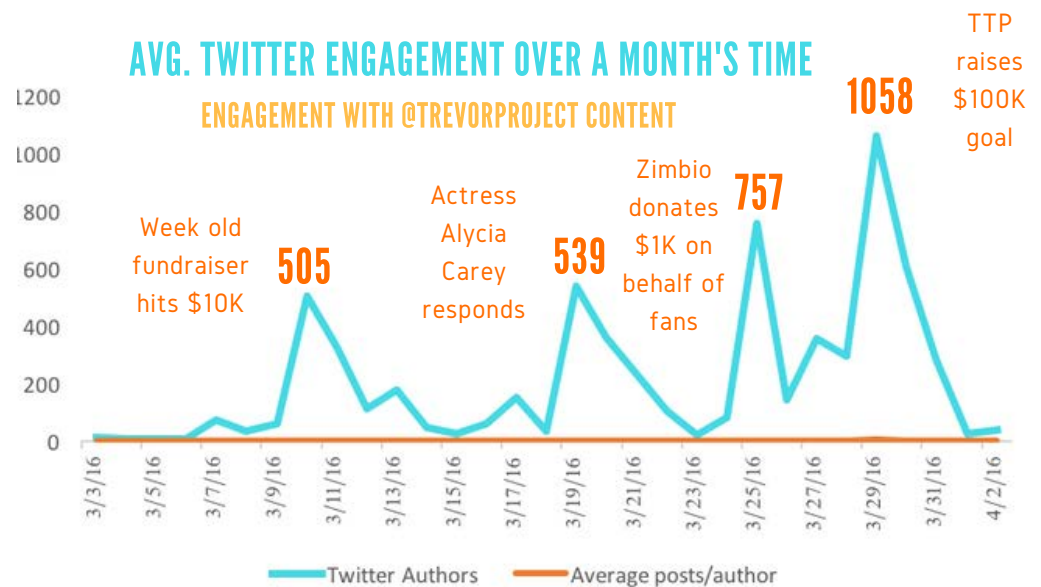
56.7% LOS ANGELES
59.0% NEW YORK CITY
50.0% CHICAGO
62.8% SAN FRANCISCO
54.8% WASHINGTON, D.C.



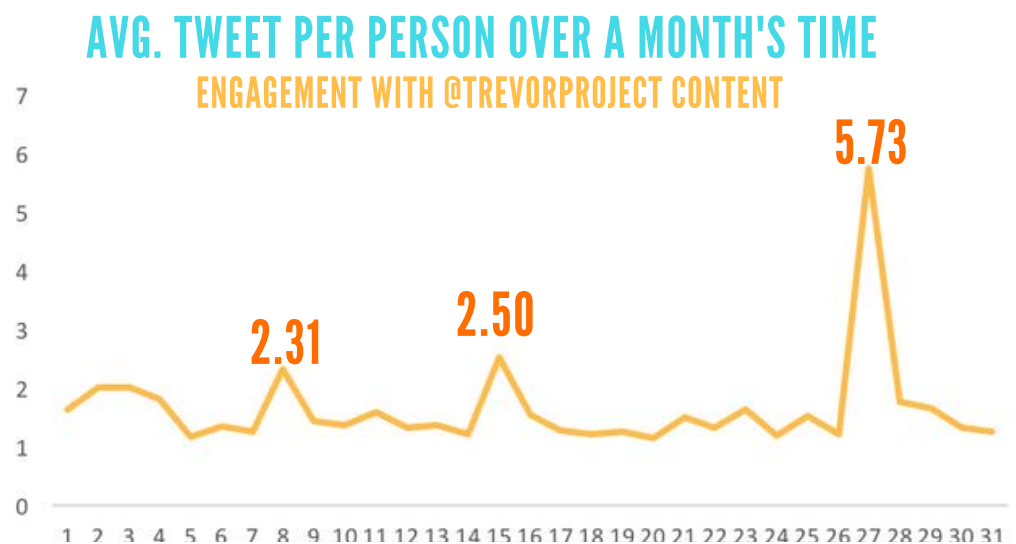
POSTS PER AUTHOR

In our initial timeline scan, we noticed a spike in activity around the beginning of March. Taking that spike into consideration, we analyzed the number of Twitter users that interacted with @TrevorProject and compared it with the average post per author over a month's time (March 3rd - April 2nd). We discovered this upward trend was accredited to the March 3rd episode of the drama television series The 100. In this episode, an openly lesbian character, Lexa, was killed off - much to the dismay of viewers, especially those in the LGBTQ+ community. The episode spurred national debate about the "BURY YOUR GAYS" trope, which refers to the tendency for television series to kill off LGBTQ+ characters disproportionately.

Despite the aforementioned numbers peaking at 1058 tweets, the measure of the Trevor Project's average posts per user waned at 1.63 posts per user. Repeated user engagement is consistently low indicating that the organization only has a short-term relevance with most of its consumers.



The typical user that interacts with the organization is supportive of the organization's mission but isn't displaying that support on social media, rather retweeting occasionally when the brand comes across their feed.



NETWORK ANALYSIS

To do @TrevorProject's network analysis, we used NodeXL to map out and measure the relationship between our brand and those than engage with @TrevorProject. We used the NodeXL data import feature to collect the data we would be analyzing, and then, through a process of filtering, we were able to segment the entire network into 8 distinct subgroups. The filtering process provided key conversation topics that groups were discussing, as well as who the top users were.

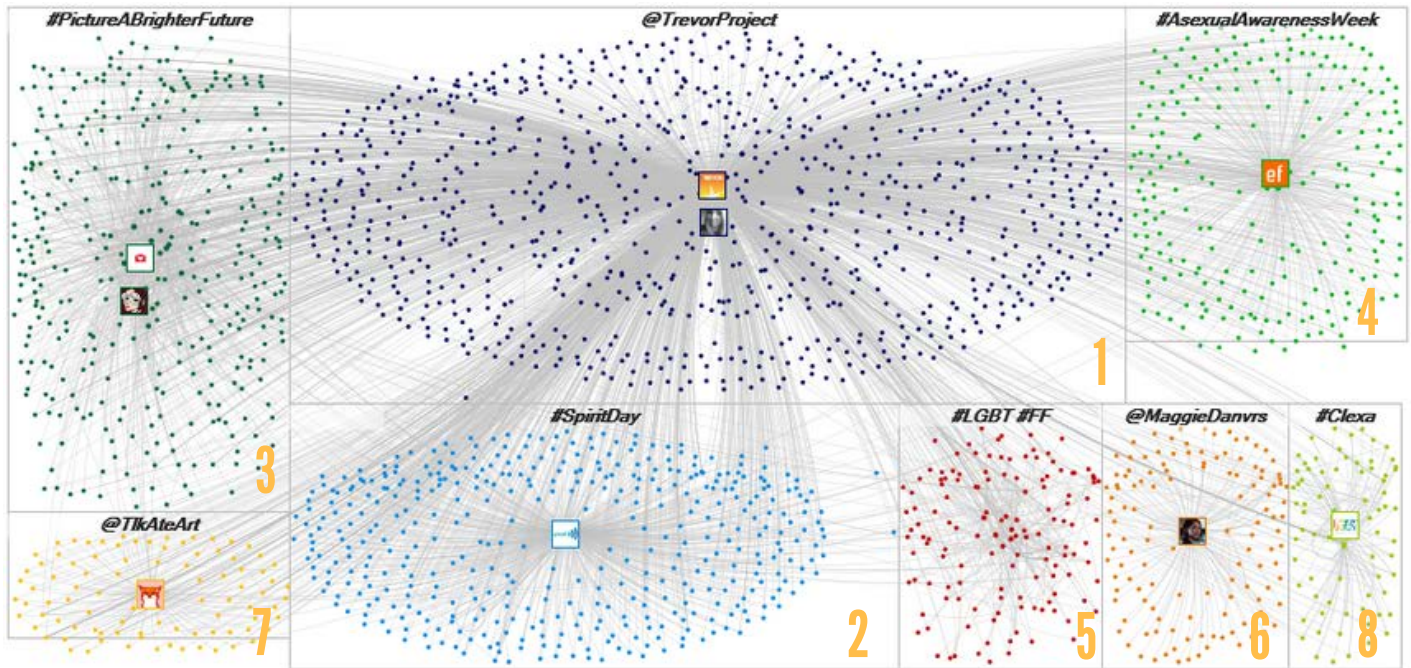
QUESTIONS ADDRESSED

- Who are they key users engaging with @TrevorProject?
- What are the different areas of conversation (groups) within @TrevorProject's network?
- Is there specific content (e.g. hashtags, handles) that show higher engagement rates?

ACTIONABLE INSIGHTS

- Users engage with @TrevorProject because of their high social activism.
- The brand could use the hashtags #PictureABrighterFuture, and #LGBT in conjunction with #FF (follow Friday) to increase the reach of their brand messaging. Percentages of @TrevorProject's network already uses these hashtags regularly.
- A small section of @TrevorProject's network was heavily involved with the #Clexa, which is in reference to the death of a popular gay character on NBC's The 100. The brand could reach more individuals by taking part in conversation about other television shows that feature openly gay characters/cast.
- The Trevor Project could reach out to Twitter users @MaggieDanvrs and @TikAteArt, as they each increased the amount of people discussing the brand by 80+ people.

NETWORK ANALYSIS



GROUP 1: @TREVORPROJECT This group shows isolates who interact solely with the @TrevorProject account (RT, Mentions, Quotes, etc.).

GROUP 2: #SPIRITDAY Spirit Day is an event that occurs in October where people wear purple to take a stand against bullying and support LGBTQ+ youth.

GROUP 3: #PICTUREABRIGHTERFUTURE This hashtag is used in conjunction with @donateaphoto to raise support for LGBTQ+ youth.

GROUP 4: #ASEXUALAWARENESSWEEK @TrevorProject was heavily involved in the conversation about Asexual Awareness Week (10/26-11/1).

GROUP 5: #LGBT #FF This shows that a large subsection of those that engage with the brand use the hashtags #LGBT and #FF (follow Friday) when discussing @TrevorProject.

GROUP 6: @MAGGIEDANVRS This user is a key player in conversation about @TrevorProject. Her initial contact with the brand increased brand engagement by 124 people.

GROUP 7: @TLKATEART Another key user that increased brand engagement in a large way - 88 people interacted with @TrevorProject because of her involvement.

GROUP 8: #CLEXA This group who interacts with @TrevorProject share the commonality in conversing about The 100's openly-gay character being killed off in the show.

TOP USERS

STORMY O'BRINK, @STORYOBRINK



822 Followed | 185 Followers | 424 Tweets | 102 Favorites | Iowa Feminist. Artist. Blogger. Full-time career queer. They/Them/Their pronouns. Officially unhacked as of 6/28/16.

THE TREVOR PROJECT, @TREVORPROJECT



2464 Followed | 229946 Followers | 14933 Tweets | 10790 Favorites
The leading national organization providing crisis intervention and suicide prevention services to LGBTQ+ youth. The Trevor Lifeline: 866.488.7386.

GLAAD, @GLAAD



45671 Followed | 326367 Followers | 25046 Tweets | 878 Favorites
The voice for acceptance.

EVERYDAY FEMINISM, @EVERYDAYFEMINISM



1070 Followed | 66287 Followers | 10919 Tweets | 7369 Favorites
Intersectional feminism for your everyday life! | Like us on Facebook: <https://t.co/dlz32JtTWf>

DONATE A PHOTO, @DONATEAPHOTO



278 Followed | 13218 Followers | 3765 Tweets | 79619 Favorites
Donate a Photo is a free app from Johnson & Johnson that takes your photos and makes them a way to do good. Available for iOS and Android in the US, UK, & Japan

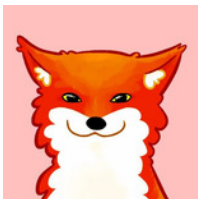
TOP USERS, PT. II

EMMA ROY, @EMMNOTEMMA



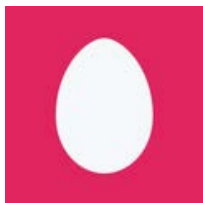
241 Followed | 1833 Followers | 727 Tweets | 423 Favorites | Iowa
Illustrator.

THE LATEST KATE, @TLKATEART



2 Followed | 99 Followers | 46 Tweets | 3 Favorites

LU, @MAGGIEDANVRS



89 Followed | 4814 Followers | 42365 Tweets | 39687 Favorites
robyn rihanna fenty and alycia debnam-carey

LGBT FANS, @LGBTFANS



66 Followed | 6109 Followers | 357 Tweets | 73 Favorites
Heda, may we meet again. Your fight is over, ours is just beginning.

RESULTING ACTIONABLE STRATEGY //

PROPOSED NEXT STEPS

- 1** We noted that the key time for engagement was 1:00 P.M.. The Trevor Project could begin scheduling more conversation-inducing posts at that time to shift user interaction primarily away from Retweets.
- 2** The Trevor Project also shows a marginal gap between males and females who interact with the brand, with females representing a higher proportion. We would recommend that The Trevor Project utilize content and appropriate hashtags to increase male engagement levels in order to maintain the mission to inform the public of the support the brand offers. We know, from research, that the “gender paradox of suicidal behavior” exists, which states that males die by suicide more frequently than females, but females show a higher rate of suicidal thoughts. The Trevor Project could act in conjunction with Stop Male Suicide and use the hashtags #StopMaleSuicide and #ManUp in order to make sure that their services are visible by potential users.
- 3** Like detailed previously, San Francisco has a notably equitable proportion of neutral and positive toned engagements when compared to the other high activity cities. Therefore The Trevor Project should increase engagement specifically within the San Francisco area. The higher proportion of positive tweets may indicate a higher receptivity and/or need for non-profit’s services in that area.
- 4** The Trevor Project in addition to sharing their own resources could share more positive resources and images from the internet as those have been shown to be most effective in getting engagement. They could partner with other similar organizations to do this.
- 5** The Trevor Project could host more events in highly engaged cities and promote those through their Twitter account. Events could be relevant to topics that users find relevant - e.g. Asexual Awareness Week, Spirit Day, or World Aids Day.
- 6** A key subsection of those that are engaged with @TrevorProject show an interest in LGBTQ+ topics related to popular television shows (e.g. #Clexa); the brand could key in on this and use it to their advantage. For example, on the show, How to Get Away with Murder (HTGAWM), there is an openly gay, HIV+ character. His partner began treatment on PrEP, which was the first time on television that this treatment was discussed. The Trevor Project could use HTGAWM’s time period to tweet positive content about the resources they offer to attract new users.