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THE **TREVOR** PROJECT
saving young lives

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DATA & DATA SOURCES

The primary social media platform utilized was Twitter, @TrevorProject

- Other platforms provided less than 3% of all Trevor Project-related engagement

Time Frame: Sept. 2015 – Sept. 2016

- **Owned Data**: 5100 Posts Analyzed
- **Earned Data**: 8700 Posts Analyzed
- September is **National Suicide Prevention Month** (decided to begin and end with a month of high activity for the brand)

Key Performance Indicators

- **Strongest Emphasis**: Retweets, Reply Number, Sentiment, and Engagement** (defined as sum of retweets and replies)
- **Other Key KPIs**: Follower Count, Post Number, Key User Klout Score, Population Changes

Monitoring Tools Utilized

- Crimson Hexagon
- Social Mention
- Mentionmapp
- Keyhole
- NodeXL



Mentionmapp

socialmention*

NODEXL

KEYHOLE



INSIGHTS (Gender & Geography)

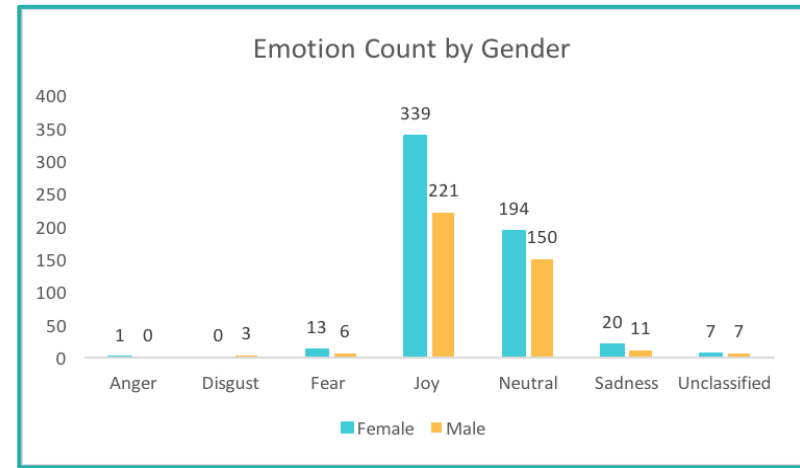
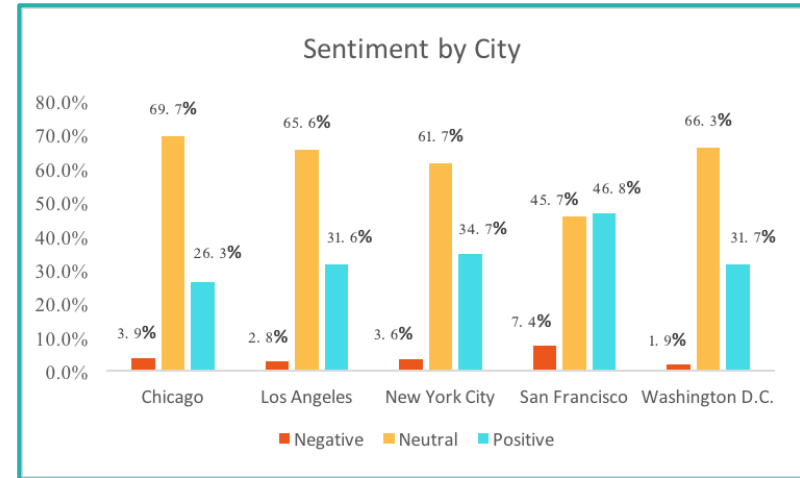
SENTIMENT BY GENDER

| | F | M |
|----------|-------|-------|
| POSITIVE | 33.8% | 33.8% |
| NEUTRAL | 59.8% | 61.8% |
| NEGATIVE | 36.4% | 34.5% |

Females represent a higher level of polarity (higher percentages in both positive and negative) to the high levels of neutrality expressed by men.

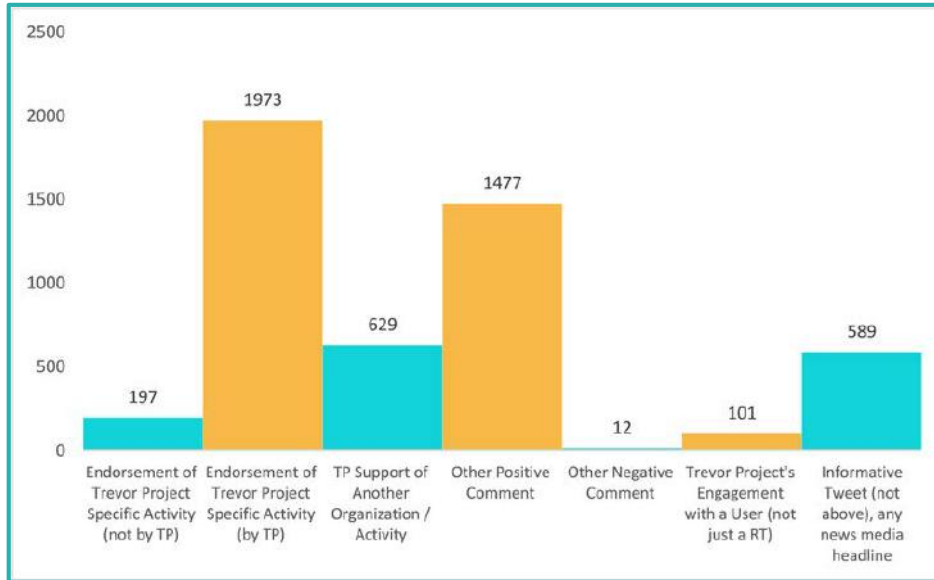
TOP 5 CITIES {
 Los Angeles, California
 New York City, New York
 Chicago, Illinois
 San Francisco, California
 Washington, D.C.

Joy represents over 50% of each city's emotional data; San Francisco (Sentiment by City) is an example of the stronger engagement rates on the West Coast.



KEY FINDINGS (Owned Data Analysis)

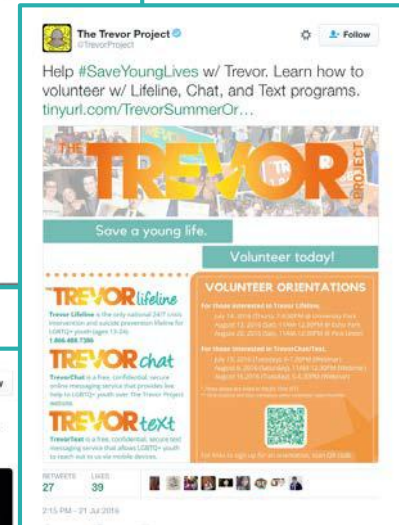
Content Engagement By RTs



The Trevor Project has higher engagement with their audiences in the form of RTs or posts that share the Trevor Project's resources with the community.

Resources:

Trevor Support Center, Trevor Lifeline, Ask Trevor, TrevorChat, & TrevorSpace

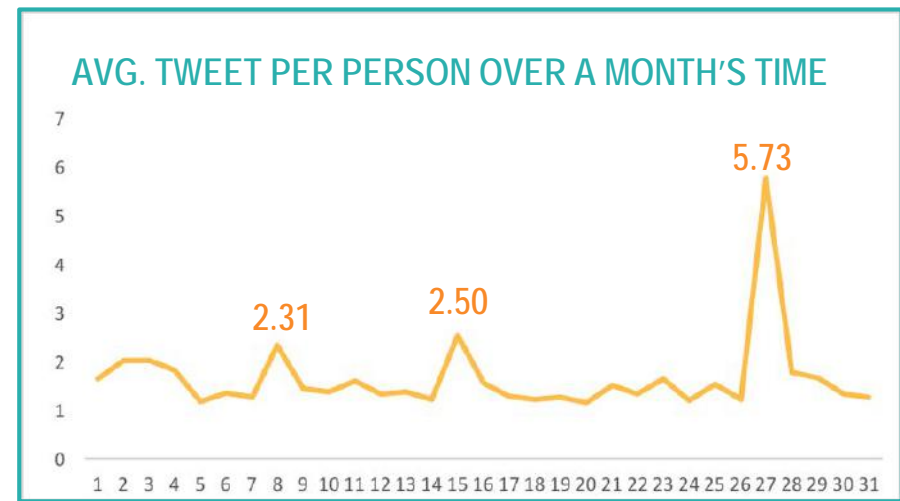
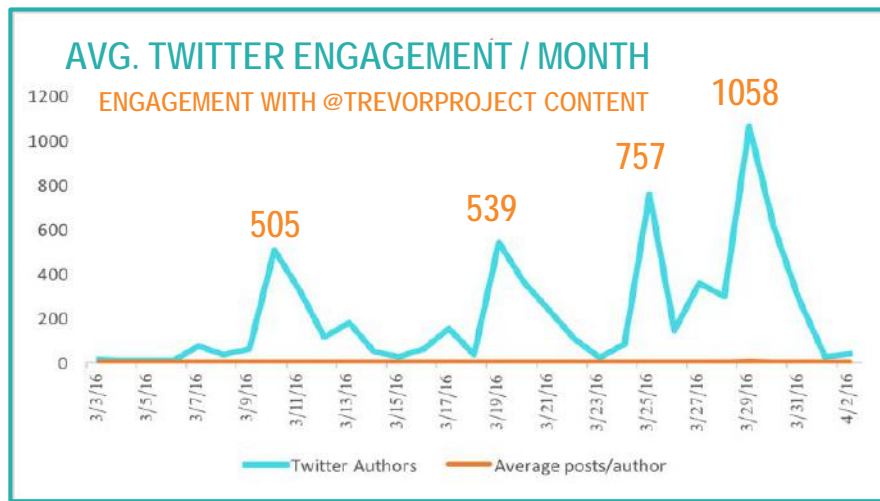


KEY FINDINGS (Earned Data Analysis)

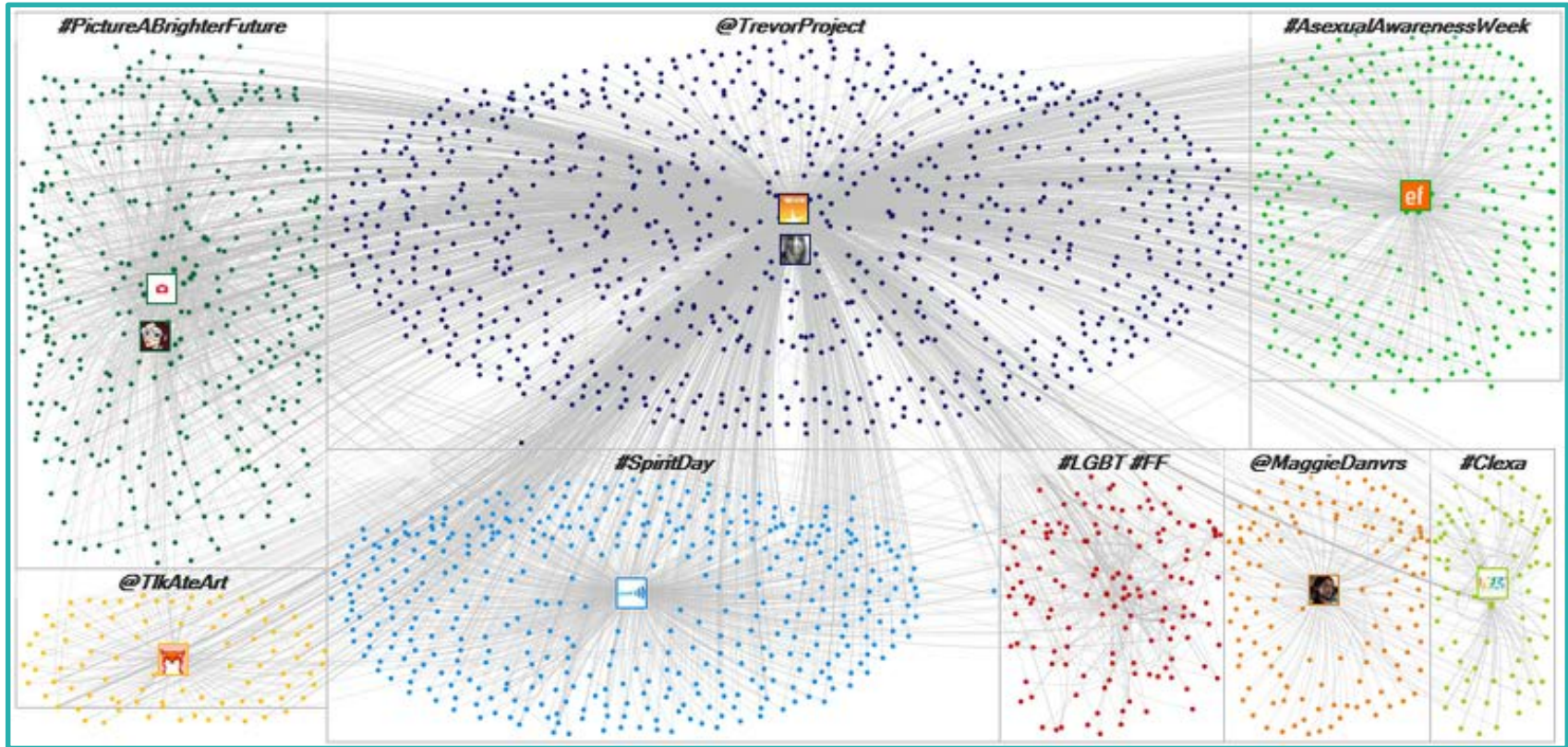
The first spike with @TrevorProject was March 3rd's episode of "The 100."

- In said episode, an openly lesbian character, Lexa, was killed off.
- Spurred national debate about "Bury Your Gays" trope
- Despite peak number of engagement of 1058, the measure of the Trevor Project's average post per user waned at 1.63 posts.

Repeated user engagement is consistently low, indicating that the organization only has short-term relevance with most users.



KEY FINDINGS (Network Analysis)



Group 1: @TrevorProject
Group 2: #SpiritDay
Group 3: #PictureABrighterFuture
Group 4: #AsexualAwarenessWeek

Group 5: #LGBT #FF
Group 6: @MaggieDanvrs
Group 7: @TikAteArt
Group 8: #Clexa

RECOMMENDATIONS

- A key subsection of those that are engaged with @TrevorProject show an interest in LGBTQ+ topics related to popular TV shows (e.g. #Clexa).
 - @Trevor Project could key in on this and target popular LGBTQ+ positive shows (e.g. How To Get Away with Murder) by tweeting positive content about the resources they provide during show times.
- “Gender Paradox of Suicidal Behavior” – males die by suicide more frequently than females, but females show a higher rate of suicidal thoughts
 - @TrevorProject could act in conjunction with Stop Male Suicide and use the hashtags #StopMaleSuicide and #ManUp in order to make sure their services are visible by potential users
- San Francisco shows a higher rate of engagement with the brand (indicative of a higher receptivity and/or need for their services)
 - @TrevorProject should increase engagement in this city to create a strong base network
- Those that engage with @TrevorProject do so because of their high social activism.
 - The brand could partner with other organizations, e.g. Stop Male Suicide, to promote their related platforms in the hopes of helping more individuals by providing support resources

Any Questions?