



WWF

WWF Social Media Analytics Report

AdPR 5750

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Clayton Hoffman (hoffman.clayton@gmail.com)

Aubry Snow (snow.aubry@gmail.com)

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Suggested Goals & Business Problems

- ▶ Suggested Goals:
 - ▶ Growing audience
 - ▶ Overall awareness of endangered animals and wildlife
 - ▶ Encouraging action (i.e. donations, volunteers, etc.) because these animals need as much resources as possible in a short amount of time to avoid extinction.
- ▶ Challenges
 - ▶ A major challenge for this organization is “slacktivism”; i.e. people like to share, and like but are less likely to donate their time and money to this cause.

Executive Summary- Key Insights

Insights

1. It is clear that people enjoy sharing fun graphics explaining what's happening with the wildlife of the earth as well as cute photos of baby animals.
2. With posts about partnerships being mandatory, posts about rangers are the lowest performing content category.
3. Twitter posts that are shared most often are announcement posts celebrating a holiday (like World Ocean's day, for example).
4. We found that WWF doesn't really encouraging action on its social channels.
5. The post around pandas garnered the highest engagement during our reporting period.

Recommendations

1. WWF should continues to post tweets with pictures of endangered animals and wildlife, but spread this content to their other channels as well.
2. In posts about rangers, show pictures of the ranger with the wildlife that he's protecting.
3. WWF should continue to post announcements and holidays about conservation and nature on Twitter, though spread these posts to their other platforms in order to boost engagement on those other channels as well
4. In order to gather more resources for these animals, WWF should post about initiatives, ways to get involved, how to donate, etc.
5. Utilize their logo of the panda in conjunction with the recent event of Pandas becoming un-endangered as a symbol of hope and a means to encourage donations (time and money) to WWF.

Executive Summary-Goals vs. Insights

► Goals

1. Growing audience
2. Overall awareness of endangered animals and wildlife
3. Encouraging action (i.e. donations, volunteers, etc.) because these animals need as much resources as possible in a short amount of time to avoid extinction

► Insights

1. Expand high performing content categories (i.e. posts about endangered animals, announcements, and holidays) to other platforms to continue building engagement on those channels as well.
2. Expanding this content will drive overall awareness of endangered animals and wildlife
3. We found that WWF doesn't really encouraging action on its social channels. In order to gather more resources for these animals, WWF should post about initiatives, ways to get involved, how to donate, etc.

Executive Summary- Data Overview & KPIs

Data Overview

- ▶ Time Period: May 21st, 2016 to September 21st, 2016
- ▶ Owned Data source: Twitter
- ▶ Owned number of posts: 379
- ▶ Earned data source: Twitter, Facebook, Tumblr, Blogs
- ▶ Earned number of posts: 310,215

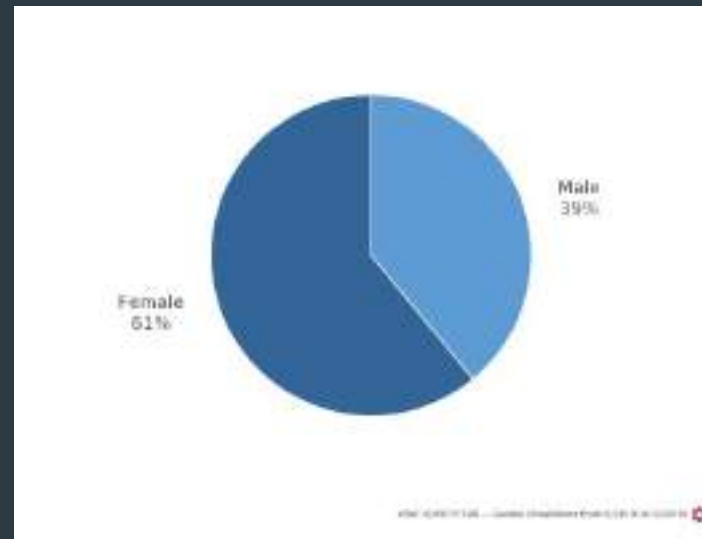
KPIs

- ▶ Awareness
 - ▶ Impressions
- ▶ Engagement
 - ▶ number of followers
 - ▶ likes
 - ▶ shares
 - ▶ comments
 - ▶ mentions
 - ▶ engagement rate (total engagement/total impressions)

Owned Data Analysis

Data Overview: Owned

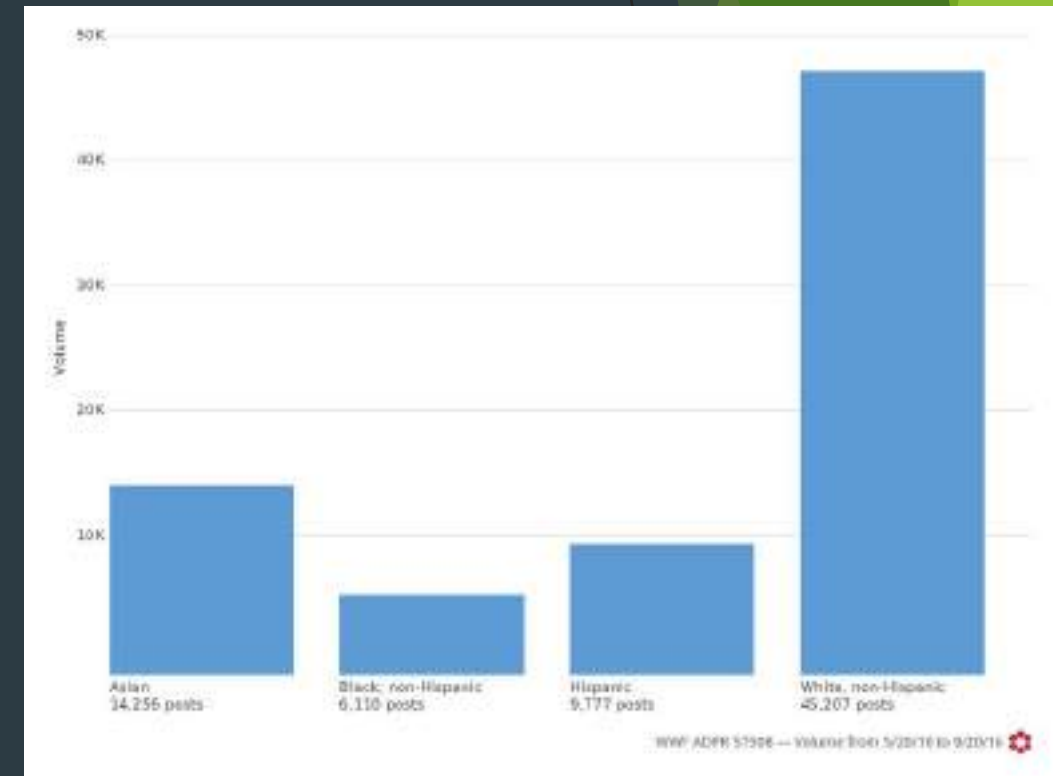
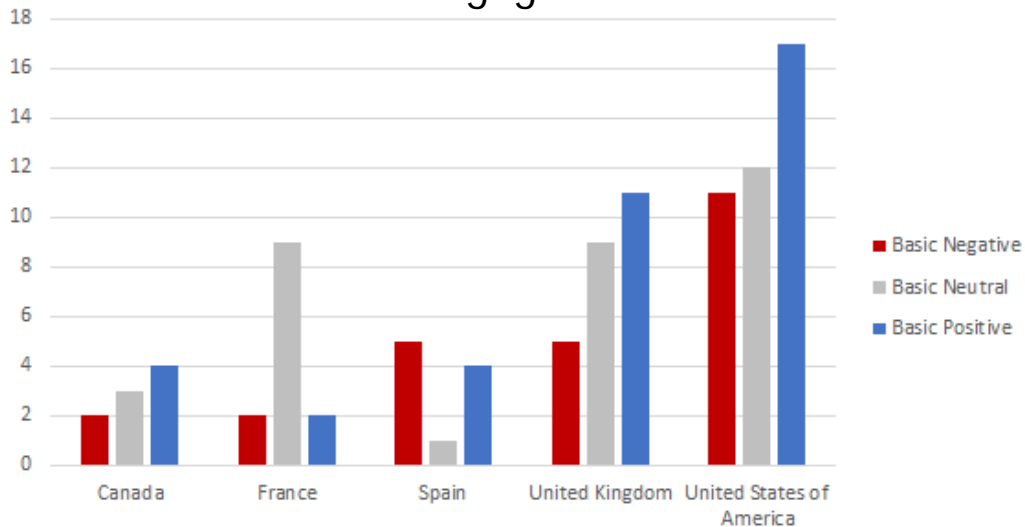
- ▶ Accounts analyzed: Twitter
- ▶ Date Range: 05/21/2016 to 09/21/2016



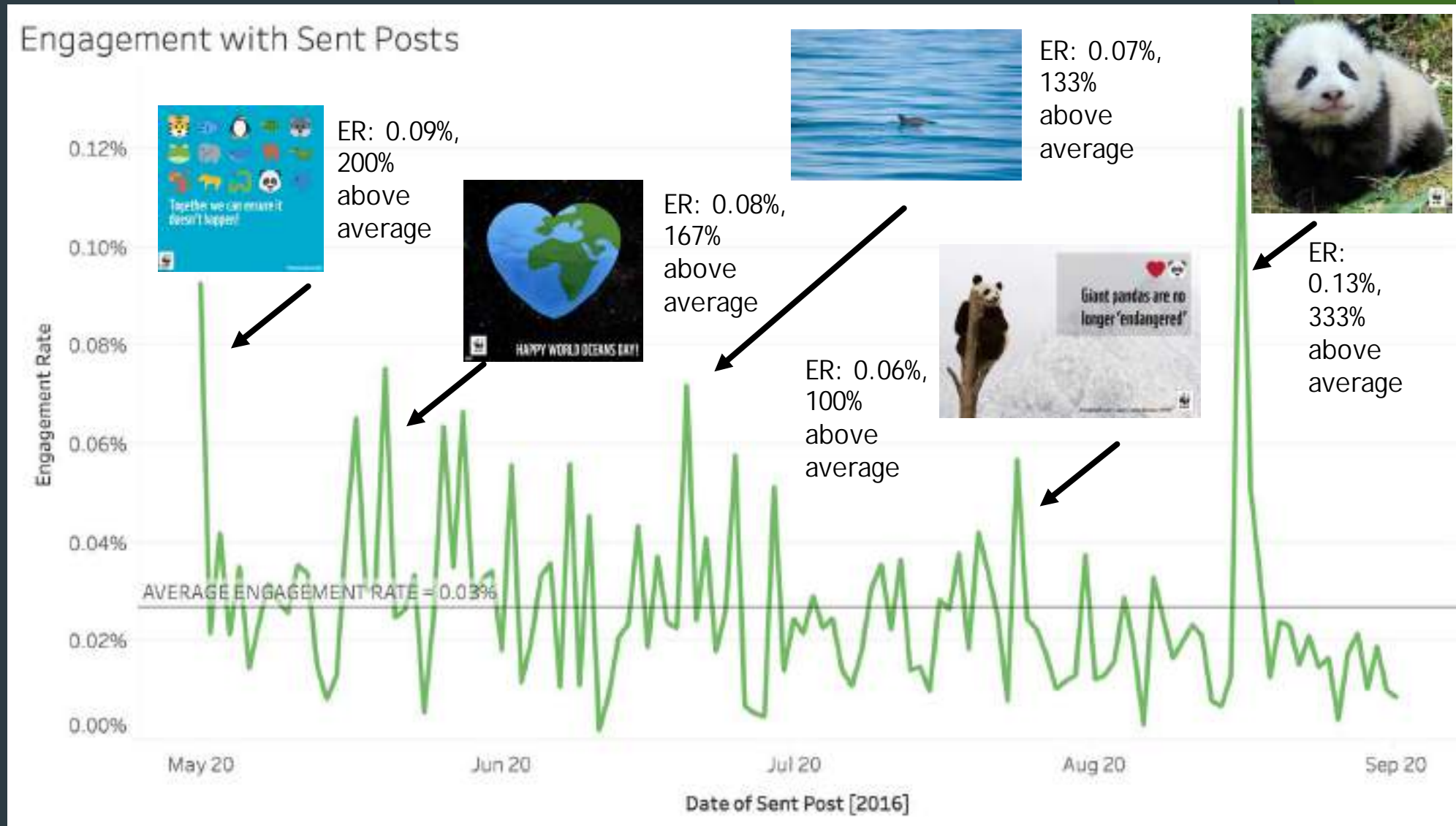
58% identifiable gender

43% identifiable race

Sentiment in Most Engaged Countries



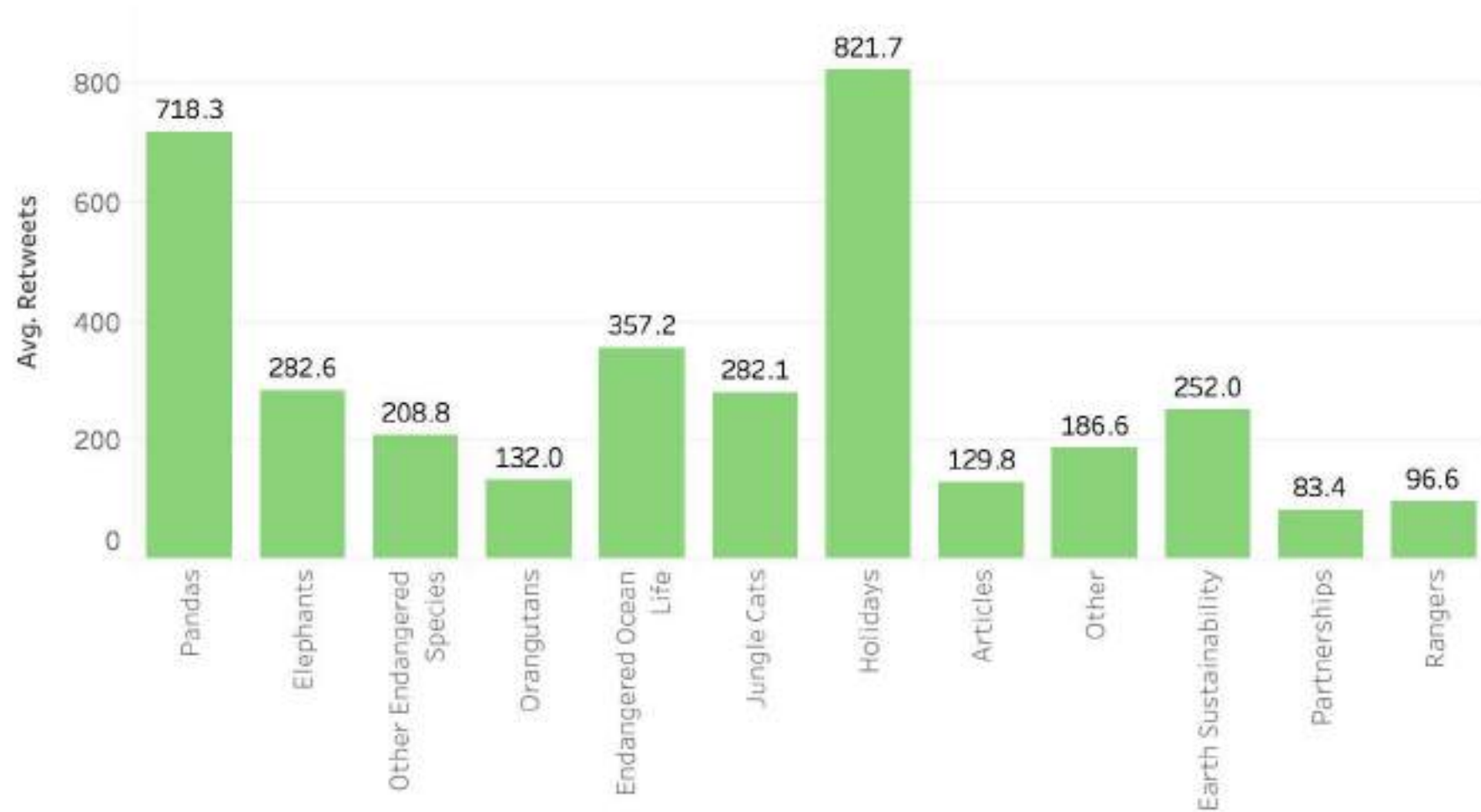
Owned Data Timeline



And here are WWF's engagement spikes with the post that caused each spike highlighted so we can see what kind of content from WWF people are engaging the most with.

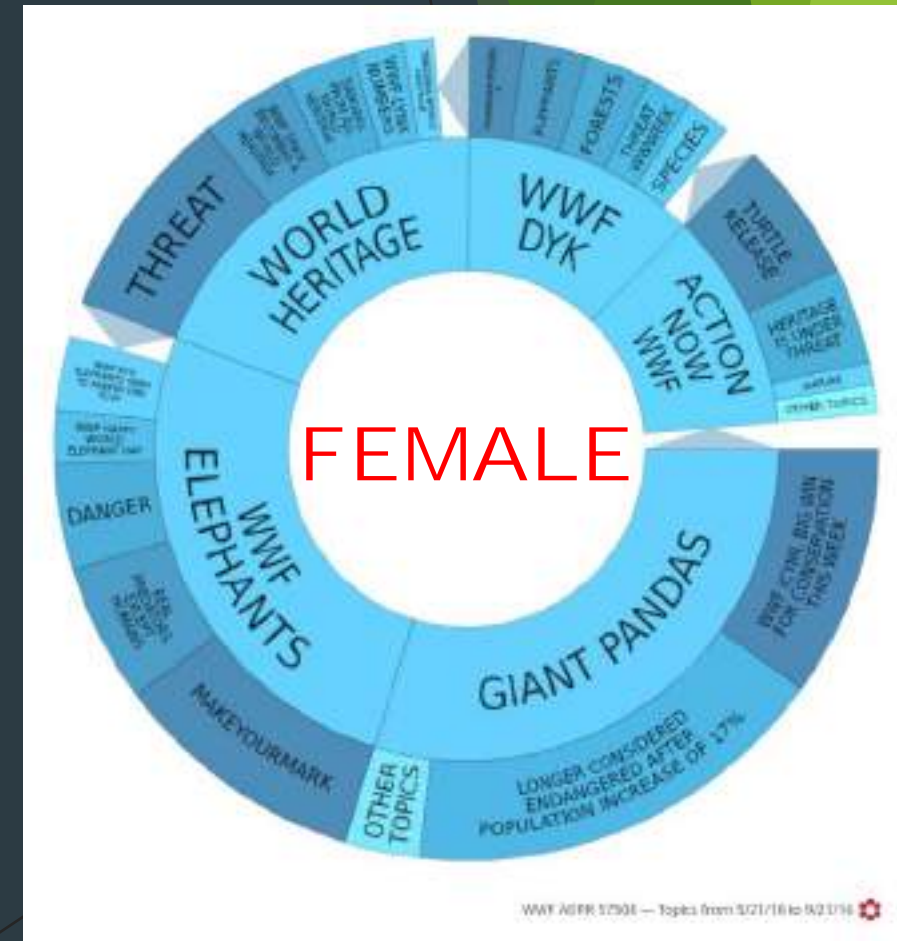
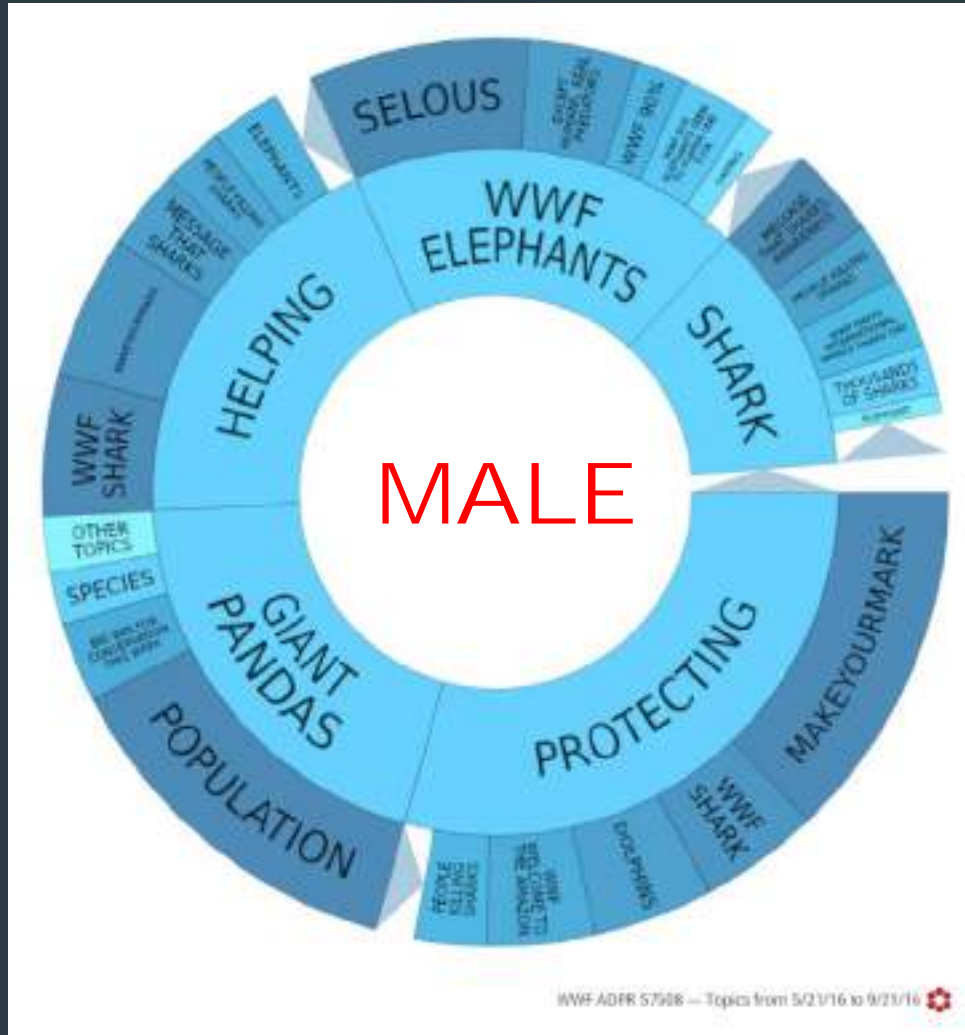
Owned Content Analysis

Content Analysis: Average Retweets by Content Category



Topics of Discussion by Gender

- These are the topics men and women are discussing when talking about WWF on Twitter.
- Men are discussing specific endangered species and general topics like “protecting”.
- Women are discussing topics like world heritage sites, and actions that WWF is taking. They also have used the hashtag #DYK (did you know) in their discussion.



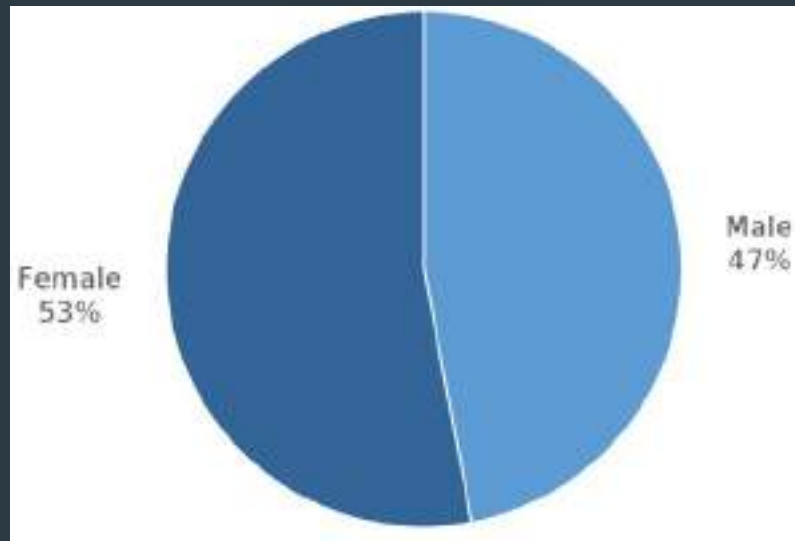
Actionable Insights

- After viewing the timeline of our data, it is clear that people enjoy sharing fun graphics explaining what's happening with the wildlife of the earth as well as cute photos of baby animals.
- We can also see that topics of conversation differ between genders. Women are tweeting more about action and sharing information about wildlife and heritage sites, while men are tweeting more about specific species.
 - Both genders tweet a lot about the giant panda however, which is newly endangered and also the symbol of WWF.
- There is a huge amount of conversation about WWF among Caucasian twitter users (45,207 posts), while the number of posts from other ethnicities combined is still significantly lower (30,143 posts).

Earned Data Analysis

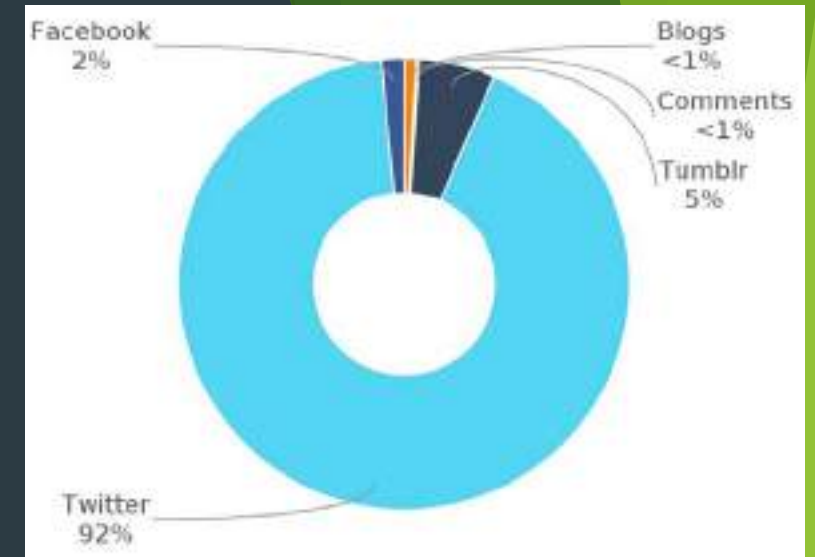
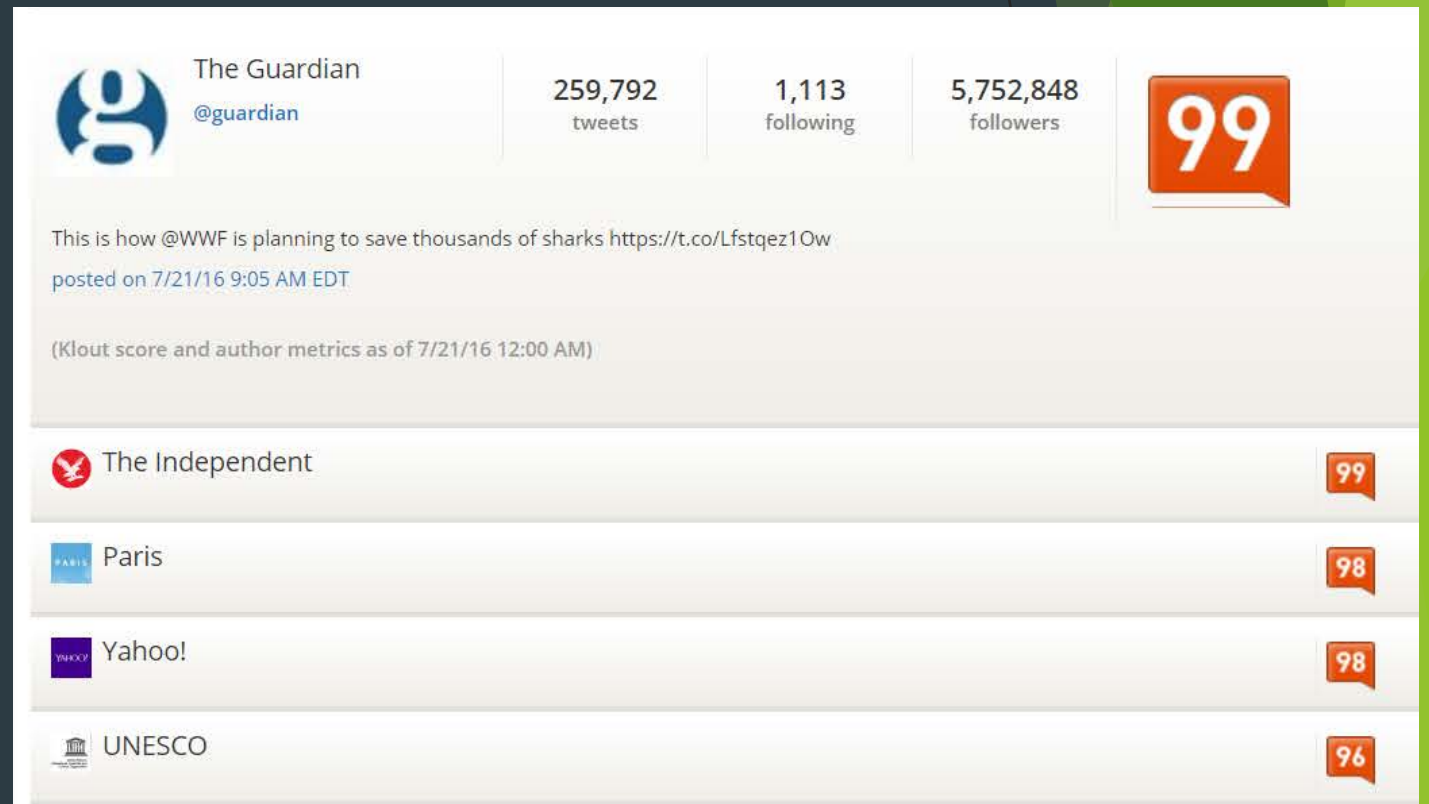
Data Overview: Earned

- Date Range: 05/21/2016 to 09/21/2016
- Total Post Volume: 310,215 posts
- Total Followers/Likes
 - Twitter: 2.8 million followers
 - Facebook: 2.9 million likes



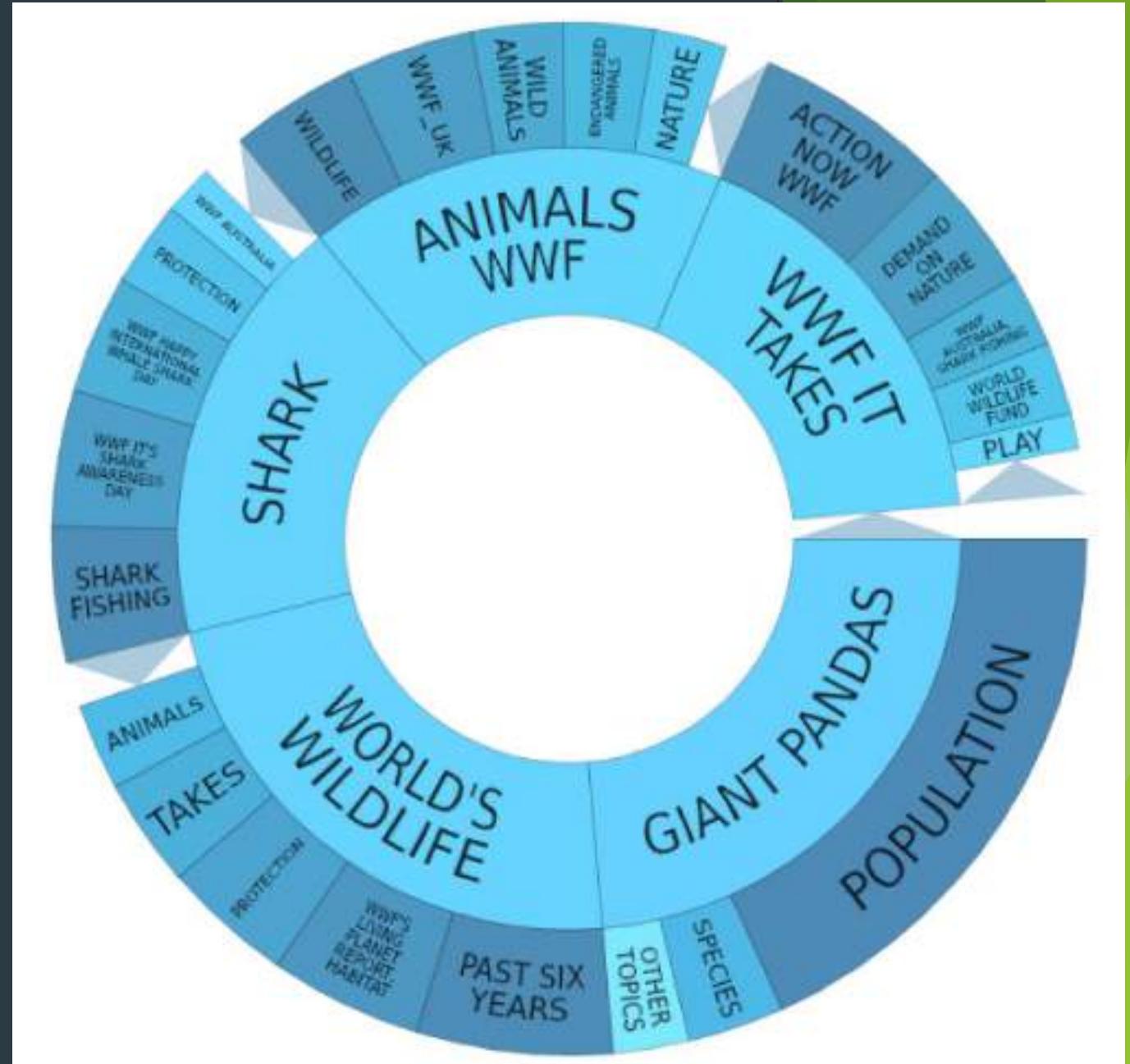
51% identifiable gender

Top Authors



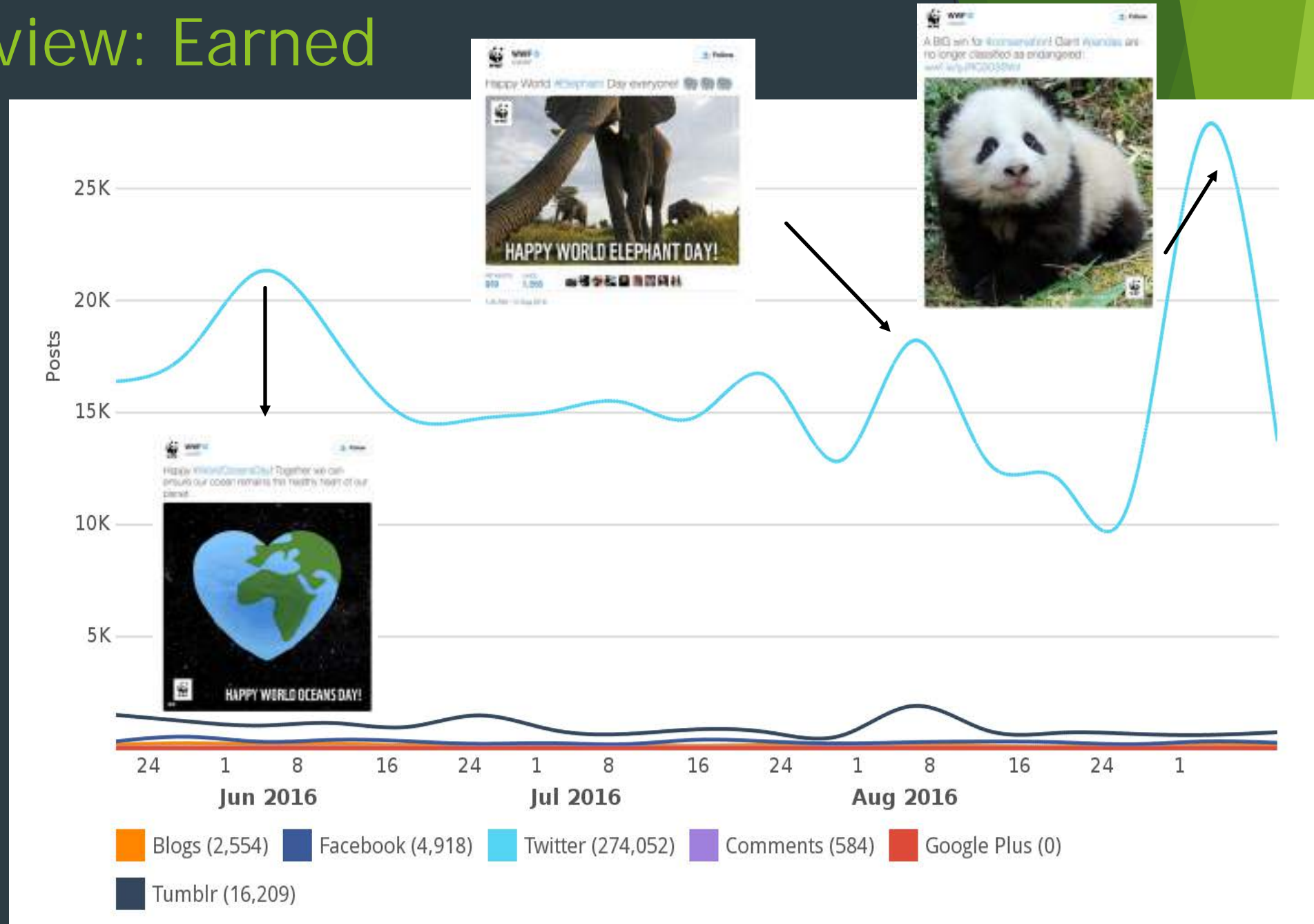
Data Overview: Earned

- As you can see, the large majority of the topics are focused around action (donating time, money, etc.) and endangered animals.



Data Overview: Earned

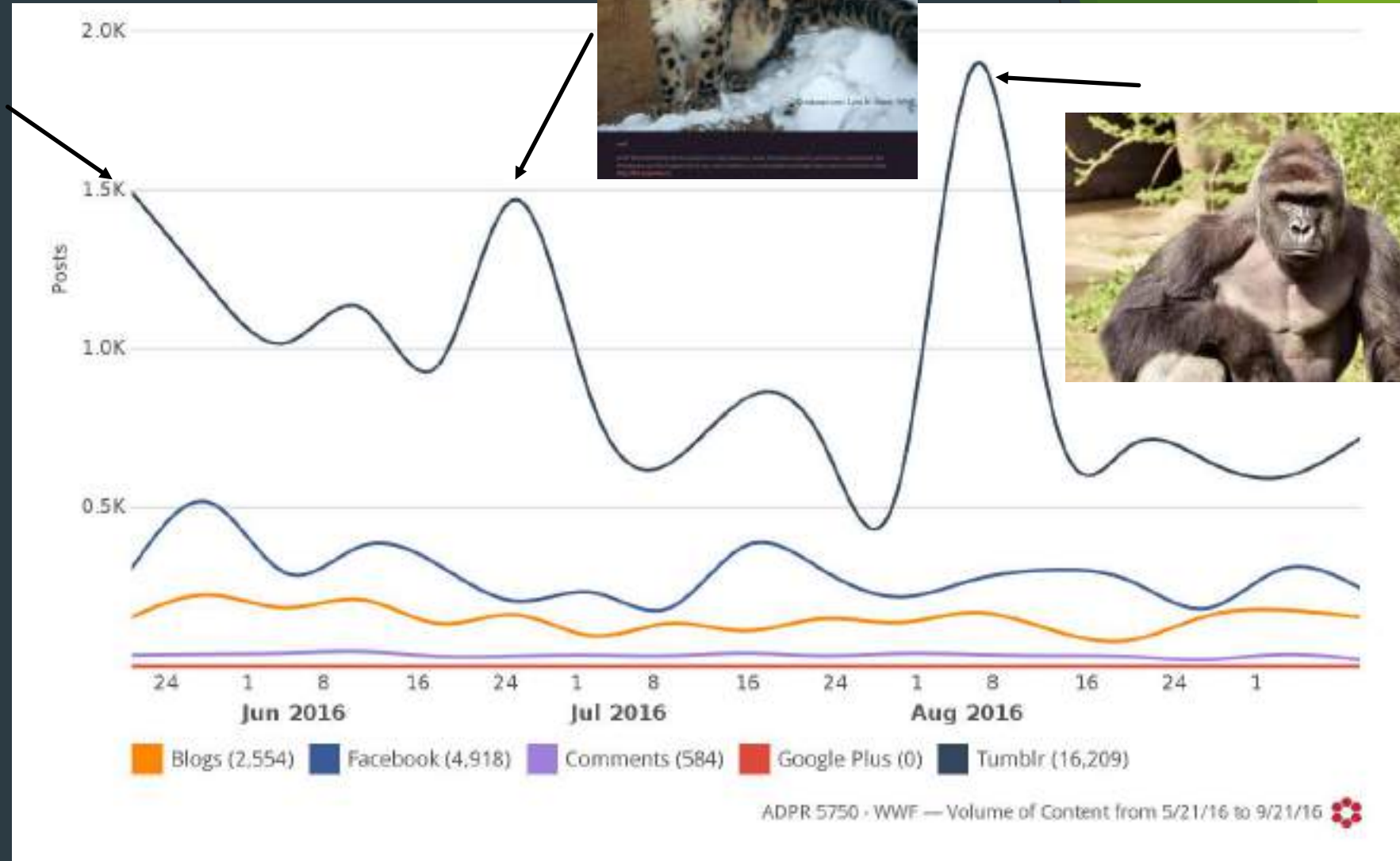
- Here you can see that, similar to owned data, the highest volume of posts tends to be shares of announcements about conservation and endangered animals. These types of posts are easy to share, interesting to most, and visually appealing.



Data Overview: Earned



- Here you can see that the highest volume of posts on all other platforms (Tumblr is shown here) revolve around endangered animals as well.



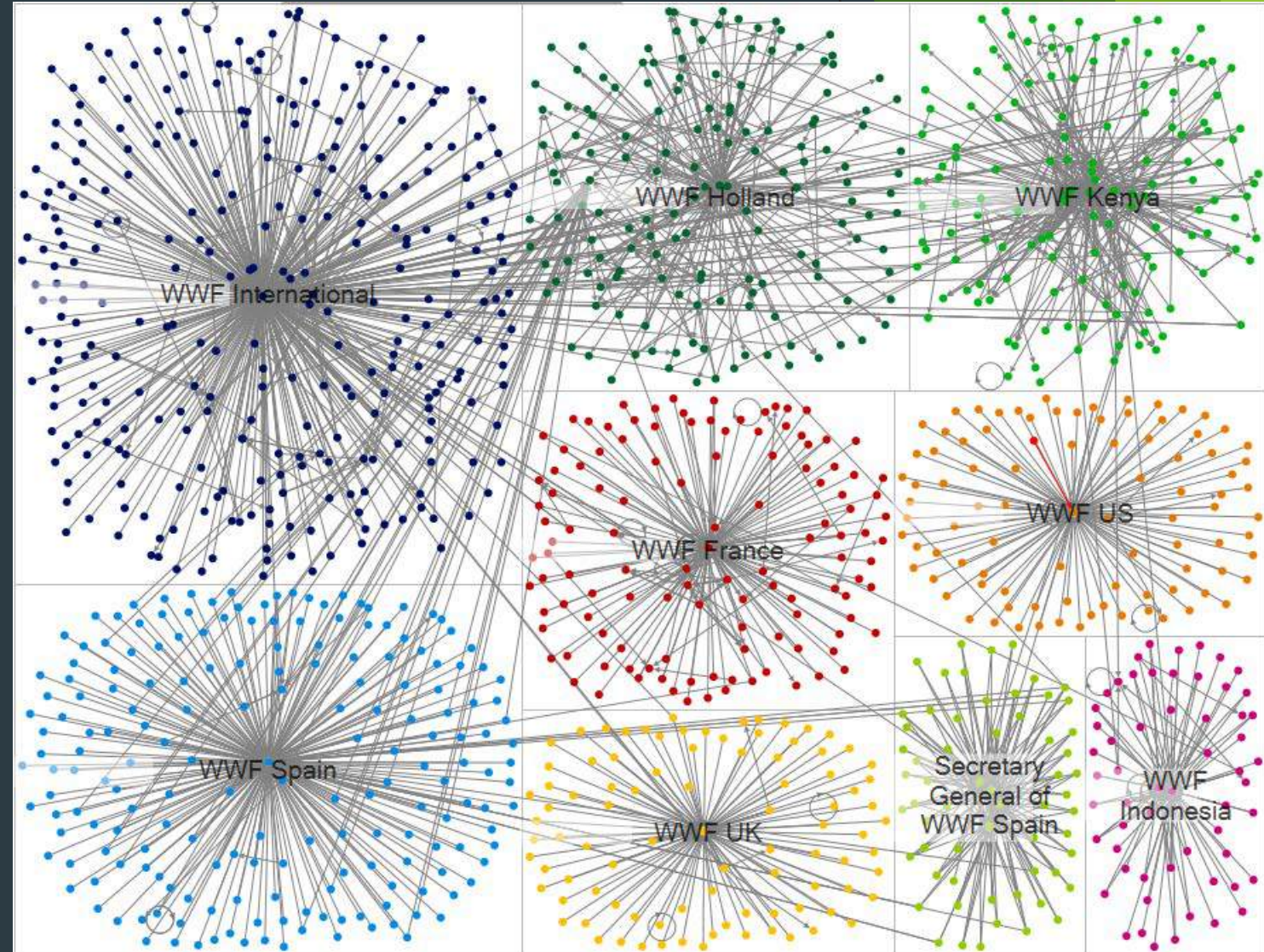
Actionable Insights: Earned

- ▶ We found in our analysis that Twitter has the highest volume of posts mentioning WWF at 92%.
- ▶ On Twitter, the posts that are shared most often are announcement posts celebrating a holiday (like World Ocean's day, for example). These posts are visually appealing, relevant to everyone, and interesting to most making them easy to share across a wide range of individuals. Therefore, we recommend that WWF continue to disseminate these posts on Twitter and perhaps spread these posts to other social platforms to increase engagement and post volume.

Network Analysis

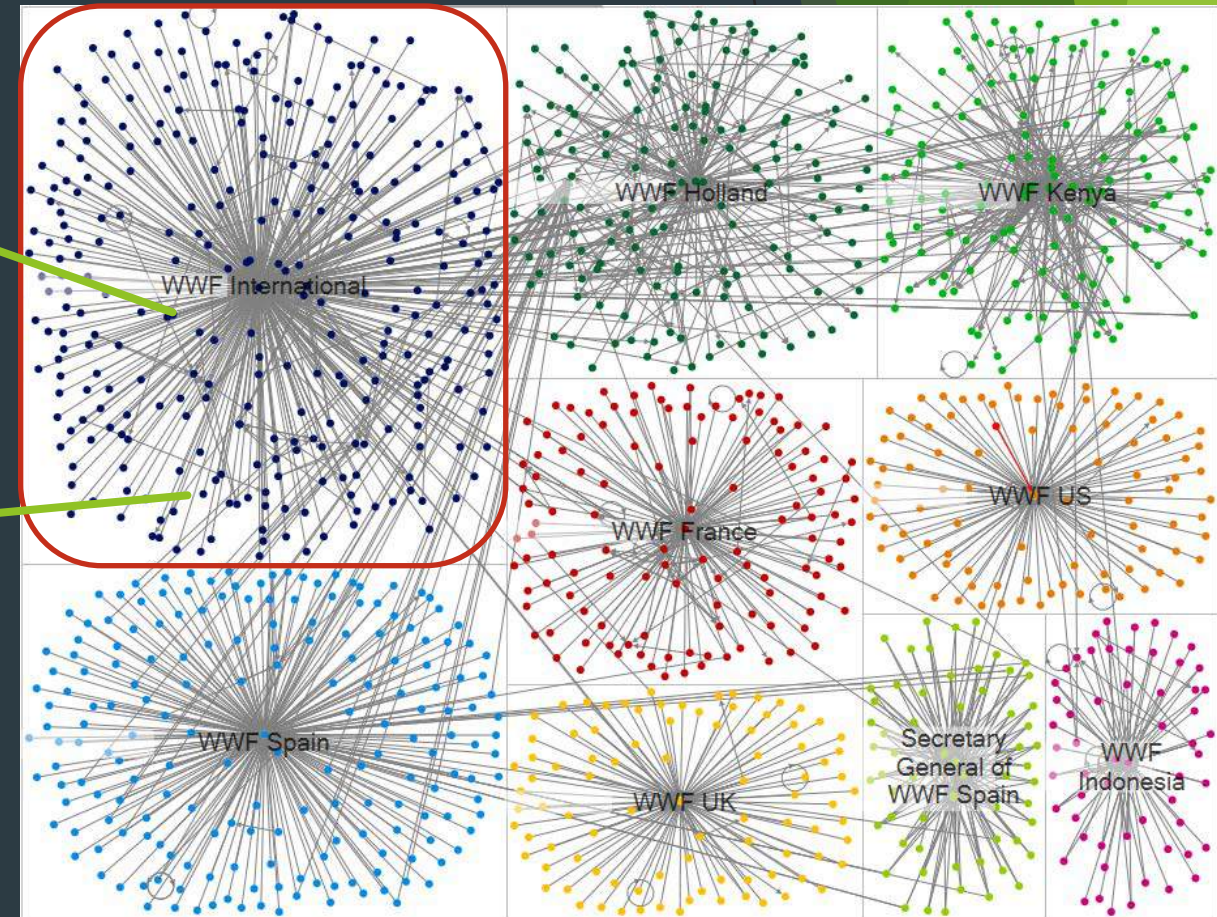
Network Analysis Groups

These are all of the groups talking to each other about WWF and sharing WWF content. Each group is a different country, and by looking at the most popular posts in each of these groups, we gain a better understanding of what different groups care about and talk about the most.

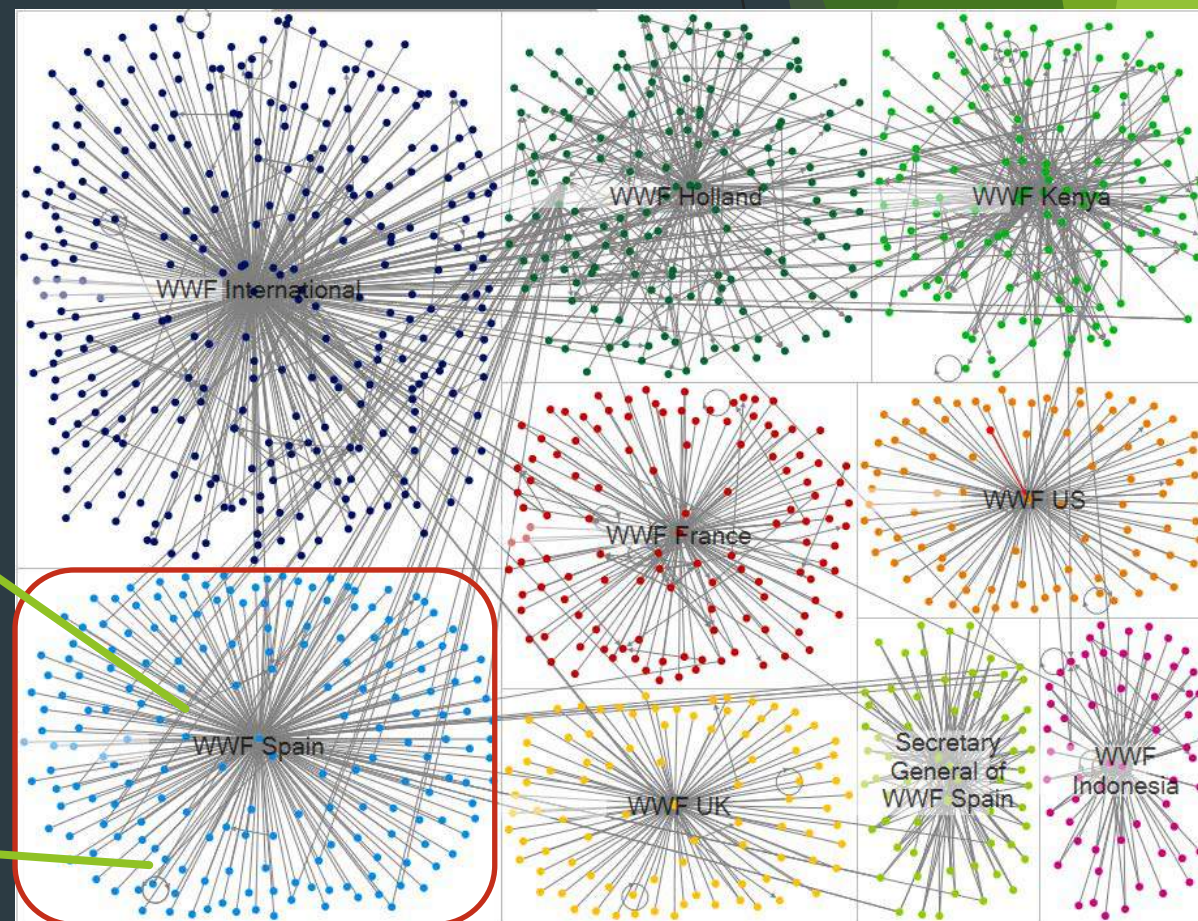


Network Analysis Group 1: International

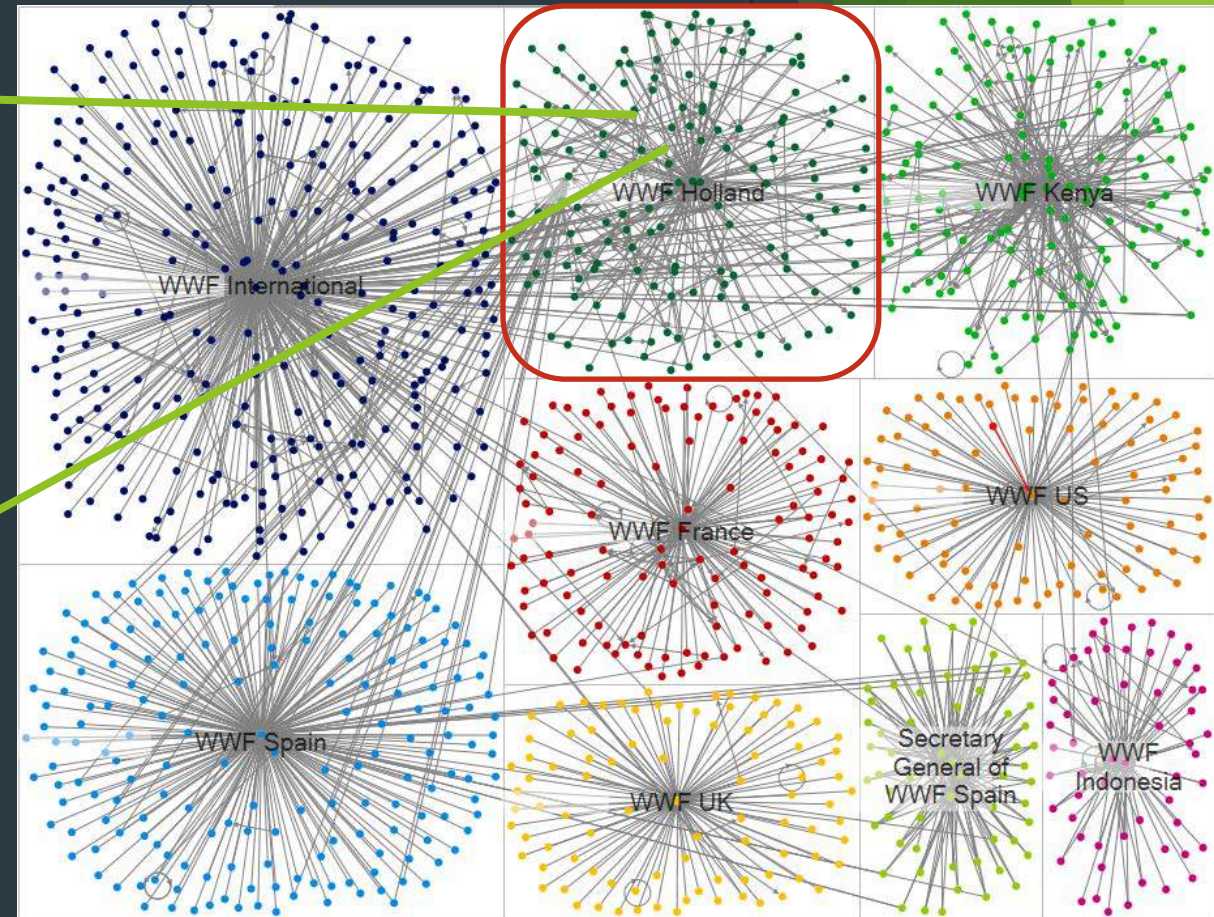
**SELOUS: TANZANIA'S
LARGEST WILDERNESS
IN DANGER**



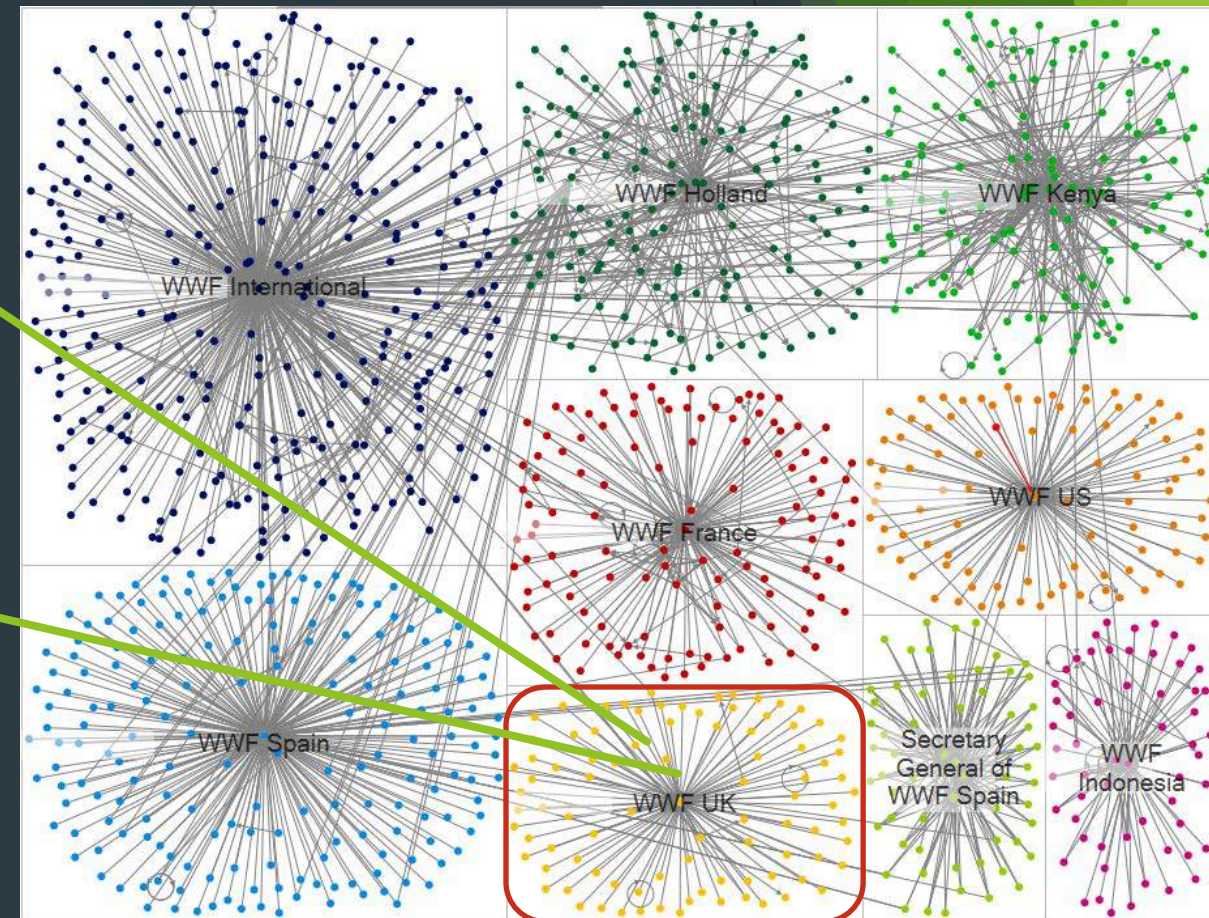
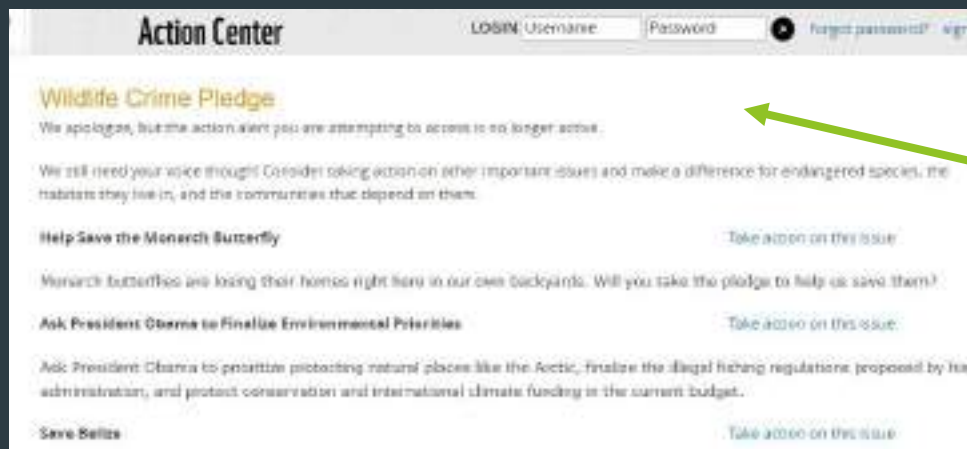
Network Analysis Group 1: Spain



Network Analysis Group 1: Holland



Network Analysis Group 1: UK



Moving Forward: Actionable Strategy and Next Steps

Insights

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