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VH1 SAVE THE MUSIC FOUNDATION

final report

ADPR 5750: Fall 2016
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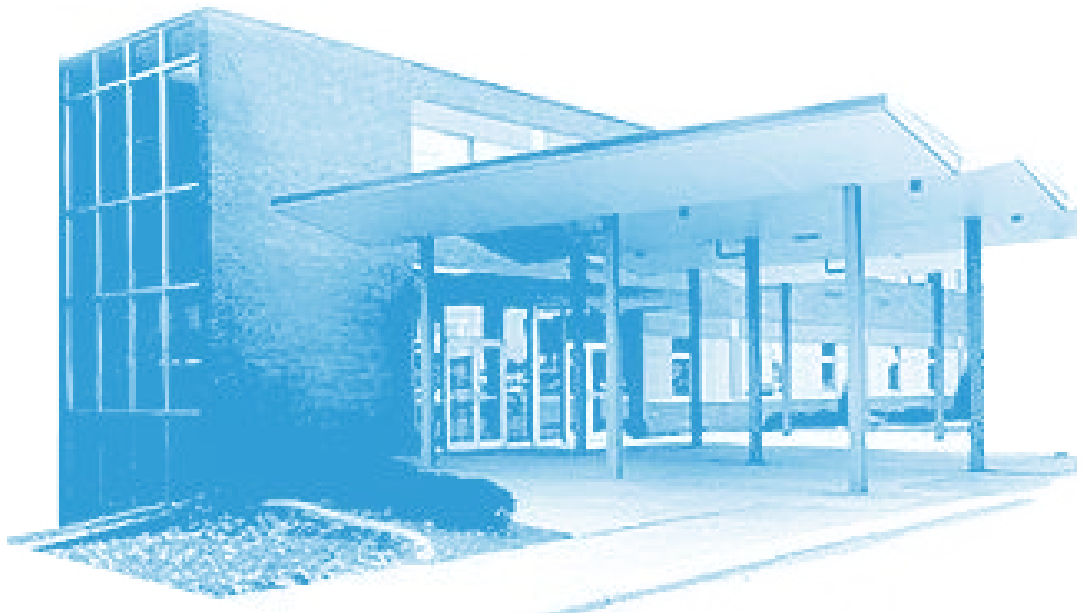
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GOALS & DESIRED OUTCOMES

- Our goals for VHI Save The Music are to increase engagement, awareness, and donations.
- By creating conversation with followers on Twitter, Save The Music can increase their current low engagement.
- In addition to VHI's Save The Music Foundation, key stakeholders include annual classes of "Celebrity Ambassadors" including past members such as Mariah Carey and Ingrid Michaelson. Each "Celebrity Ambassador" maintains a social media presence. We hope to find earned data from the social media accounts of these "Celebrity Ambassadors." By finding earned data, VHI Save The Music may garner awareness with the help of such endorsements.
- Key themes on VHI's Save The Music platforms include promotion of foundation events as well as photos and quotes to invoke an emotional connection to music. Posts such as these aim to inspire followers to action resulting in website click-throughs and donations.
- Partner mentions- celebrities and corporate donors alike- are a common and logical theme throughout all social media accounts. The impact of high-status influencers can also result in more donations.



EXECUTIVE SUMMARY

CRIMSON HEXAGON OWNED DATA

We explored actionable insights of owned data ranging from the significance of gender to the significance of influencer location on follower engagement. Listed below are the relationships we explored and the questions each relationship answered.

Significance of gender. Which gender is more involved with Save the Music and should therefore be targeted?

Content Class vs. Engagement Rate. Does the type of content they post significantly impact engagement?

Social Media Content Class vs. Rate of keyword use. Does posting more on social media increase the rate at which people are using keywords that indicate discussion about our cause?

Influencer Locations vs. Follower Locations. The basic question: Where are our followers and which influencers have the most impact?

We examined five hundred seventy-nine randomized tweets spanning our entire timeframe, between June 2015 and February 2016. While few people reported their age, our major demographics include non-hispanic whites and women. Sixty-five percent of users report to be women while only thirty-five percent are men. Non-Hispanic Whites are significantly more engaged while the remaining groups rank as following: Asian, non- Hispanic Blacks, and Hispanics.



EXECUTIVE SUMMARY

CRIMSON HEXAGON EARNED DATA

Additionally, we studied earned data and found actionable insights ranging from cross-platform data to the significance of keyword use in earned data. Listed below are the relationships we explored and the questions each relationship answered.

Cross-Platform Data Which platforms are most effective? Which platforms do users engage with?

***Key Actionable Insight:** Twitter is the main platform used with less than 1% of earned data found on Facebook.

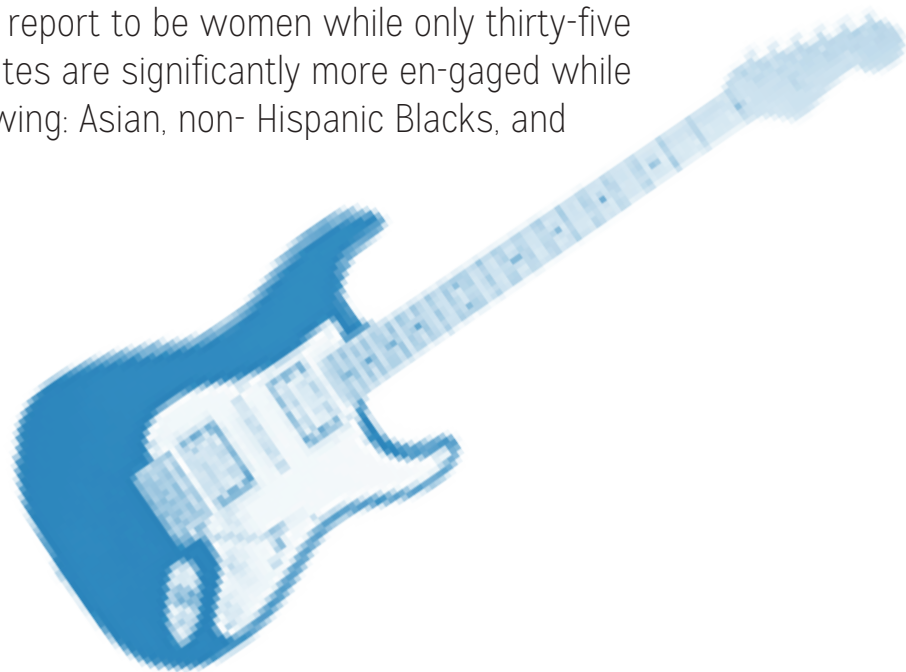
Keyword Use in Earned Data. Which keywords were used most and are therefore most effective?

***Key Actionable Insight:** “Save The Music” is the most commonly used keyword used in about 42% of tweets.

Sentiment and Gender. Does sentiment vary with gender? Which gender is more positive? Which is more neutral or negative?

***Key Actionable Insight:** Women tend to reflect more positive sentiment while men generally reflect a neutral sentiment.

We examined 2,078 tweets from September 20, 2016 to October 20, 2016. While few people reported their age, our major demographics include non-hispanic whites and women. Sixty-five percent of users report to be women while only thirty-five percent are men. Non-Hispanic Whites are significantly more engaged while the remaining groups rank as following: Asian, non- Hispanic Blacks, and Hispanics.



EXECUTIVE SUMMARY

ADDITIONAL ANALYTICS TOOL

Significance of sentiment. What sentiment is more represented? How can it be improved?

Content Class vs. Engagement Rate. Does the type of content they post significantly impact engagement?

Social Media Content Class vs. Rate of keyword use. Does posting more on social media increase the rate at which people are using keywords that indicate discussion about our cause?

We examined forty randomized tweets over the last thirty days using Rival IQ as well as Social Mention analytics tools. Sentiment is overwhelmingly neutral for our organization, but Fender Music Foundation is able to garner more positive responses. VH1 Save the Music's engagement rate is more than double their competitor's rate. Link and photo posts receive the majority of engagement, but status updates and videos also receive some attention. Posting to social media does increase the rate at which people are using the keywords; however, there was a specific social media campaign during our timeframe. This finding could negatively change over time.



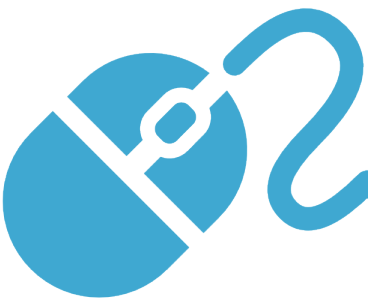
DATA OVERVIEWS



Our listening timeframe consist of June 2015 through February 2016. We chose this timeframe because the program efforts run from June through February. However, the time frame for our boolean search was from September 20, 2016 – October 20, 2016.



We pulled data from Twitter and Facebook. However, facebook proved to be insignificant with 99% of our data coming from Twitter.



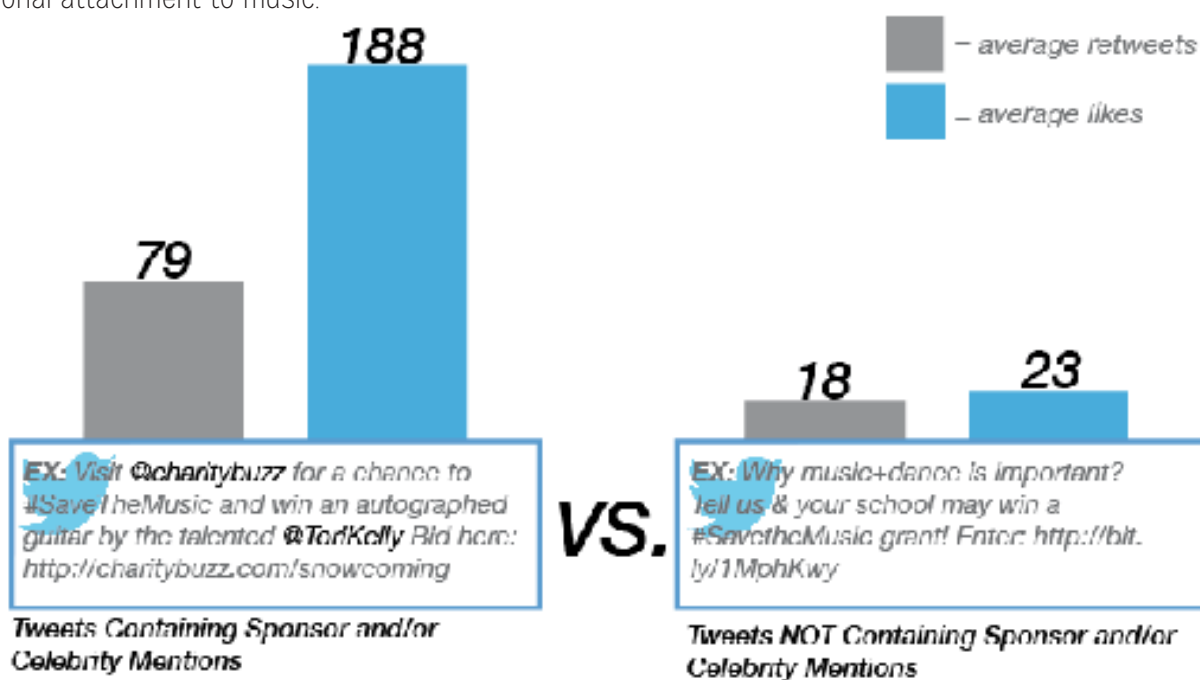
To collect our data, we used both a Crimson Hexagon buzz monitor and a Twitter monitor to collect both owned and earned data. We also used Node XI to retrieve information on our networks.

OWNED DATA INSIGHTS

Average Engagement Differences in Types of Tweets

Content Class vs. Engagement Rate. Does the type of content they post significantly impact engagement?

The content type absolutely impacts engagement. When we analyzed the spikes in engagement, we learned that in posts that contained celebrities and other influencer mentions, the engagement, measured in retweets and likes, was much higher than tweets that do not, such as quotes about music and images that evoke an emotional attachment to music.



Even though the organization benefits schools and music educators, there are not many posts that are for this audience. In the few posts that are, they received strong levels of engagement (48 retweets and 134 likes) in comparison to their average posts which have an average of 18 retweets and 23 likes. What we found from this example is that it is important to gear your posts toward the donors, but also to the people that the organization benefits.

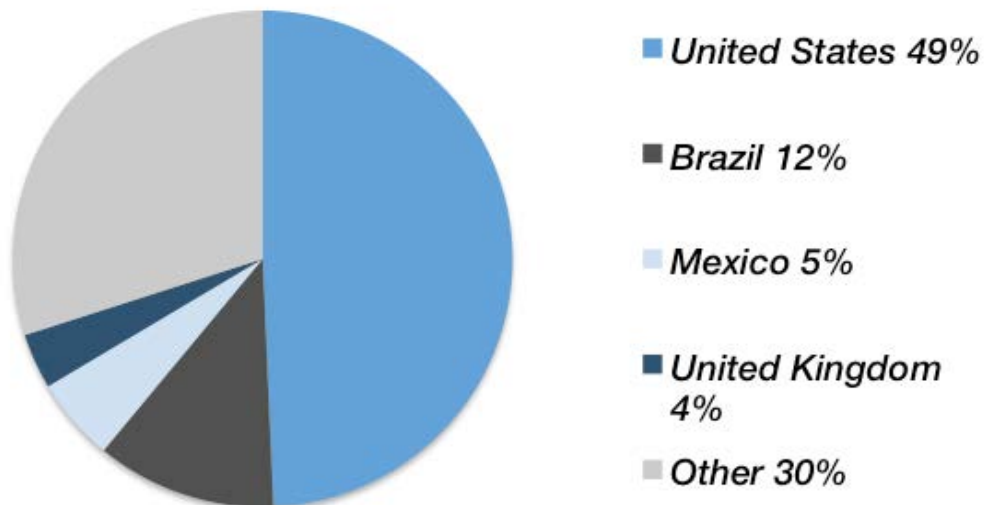
OWNED DATA INSIGHTS

Average Engagement Differences in Types of Tweets

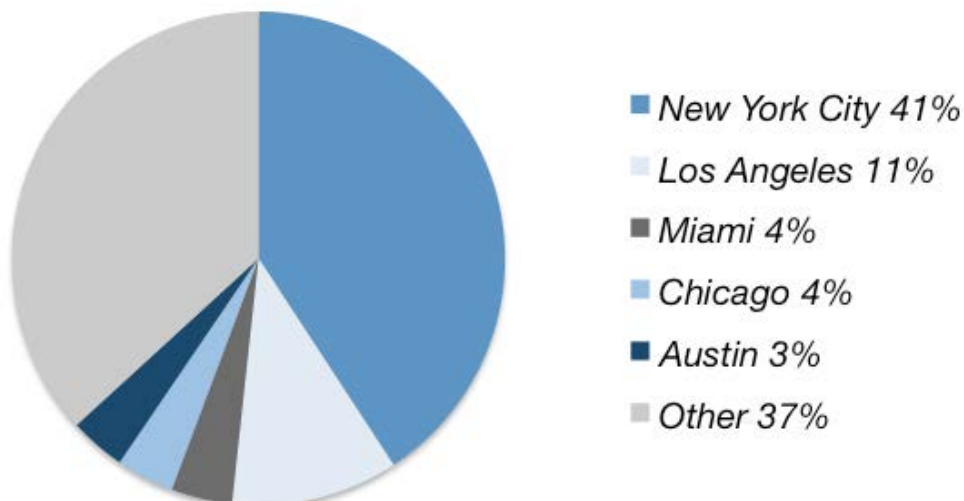
Influencer Locations vs. Follower Locations. The basic question: Where are our followers and which influencers have the most impact?

Almost all of our followers and influencers are in the United States, and within the United States a large portion are from NYC, LA and a few other major cities. This makes sense because most of the celebrity ambassadors and sponsor companies are in these cities, as well as most of the events that VHI Save The Music holds. The same influencers that increase our engagement when mentioned are the ones that are from these geographical areas.

Followers and Influencers by Country



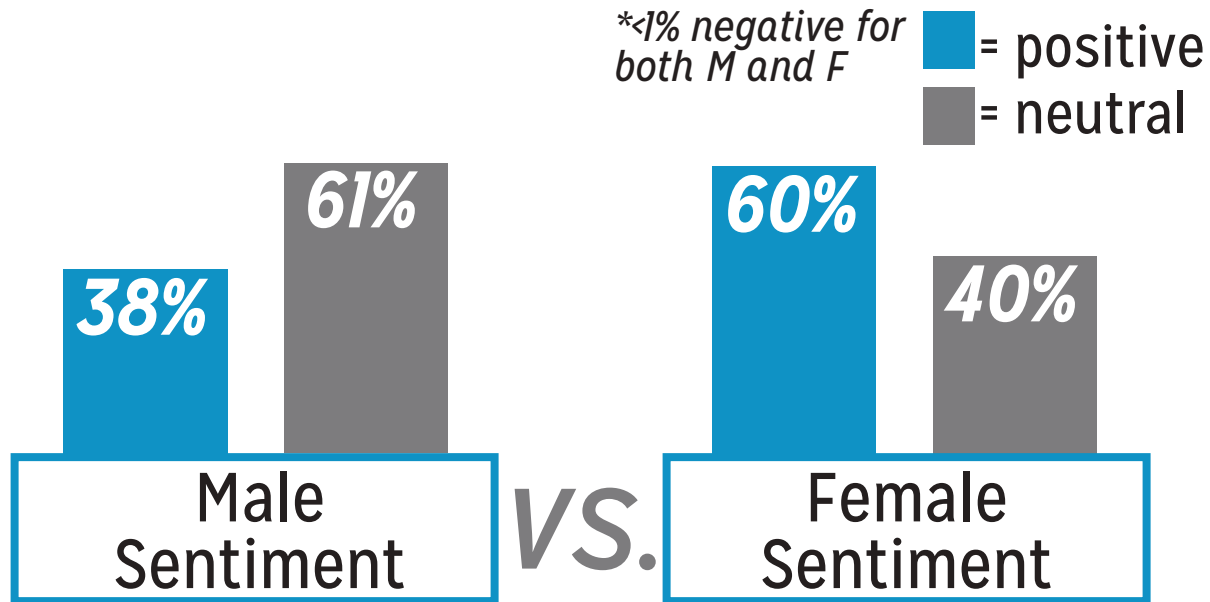
Followers & Influencers Within the US



EARNED DATA INSIGHTS

Sentiment and Gender

When we compared sentiment to gender, we found that in both male and female earned data, there was only 1% negative sentiment, however, the neutral and positive sentiments between the genders differed. In males, out of 502 total posts, there was 38% positive sentiment and 61% neutral sentiment. Females, out of 571 posts, showed 60% positive sentiment and 40% neutral sentiment.

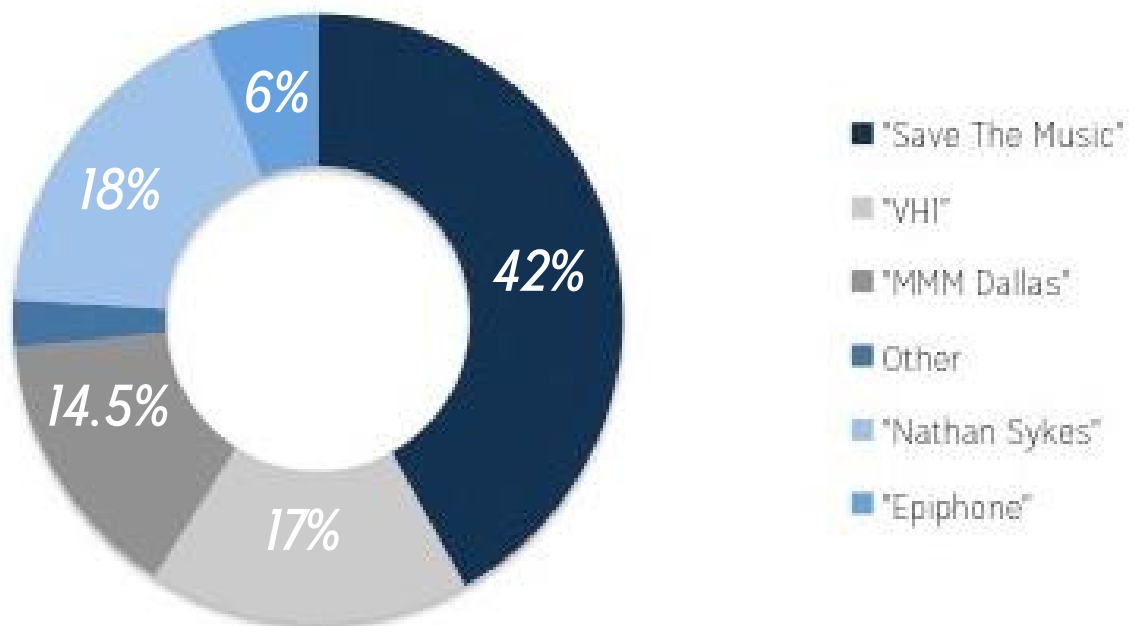


EARNED DATA INSIGHTS

Keyword Use

When seeing how our keywords used in Assignment 2 were relevant in our earned data, "Save The Music" was used in 881 out of 2078 posts (42%) and "VHI" was used in 346 posts (17%). When looking at other topics and keywords which were used frequently, current events that VHISaveTheMusic is hosting, such as "MMM Dallas", were very widely used, with this one being contained in 302 posts (14.5%). Also, not to our surprise, VHISaveTheMusic's celebrity ambassadors continue to produce high levels of engagement, with people such as Nathan Sykes being mentioned in 376 posts (18%). Also, the mentions of brands, such as Epiphone, actually did fairly well in engagement, in this case having 116 posts out of the total.

Keyword Use in Earned Data



OWNED DATA- ANALYSIS OF ENGAGEMENT

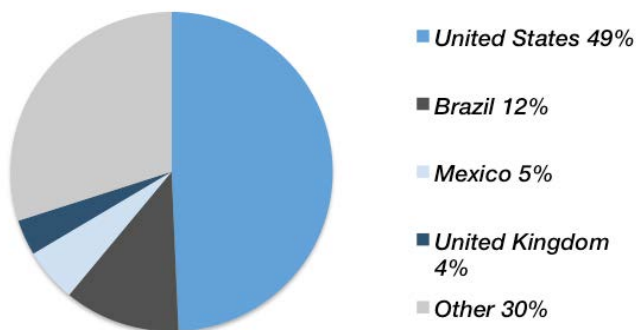
Social Media Account: @VhISaveTheMusic

Timeframe

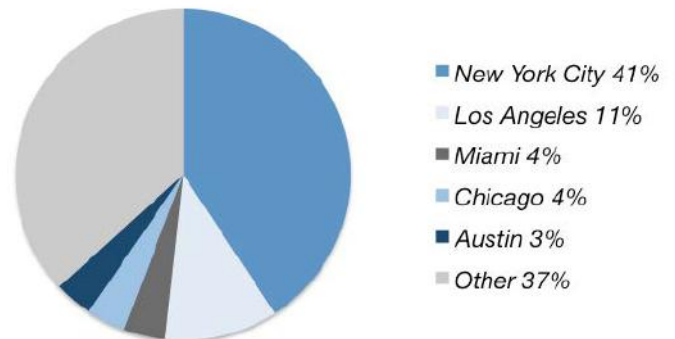
Our listening timeframe consist of June 2015 through February 2016. We chose this timeframe because the program efforts run from June through February.

Our Audience

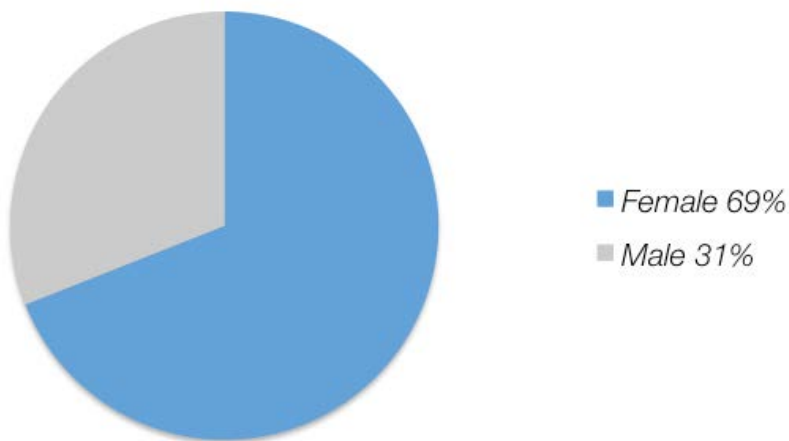
Followers and Influencers by Country



Followers & Influencers Within the US



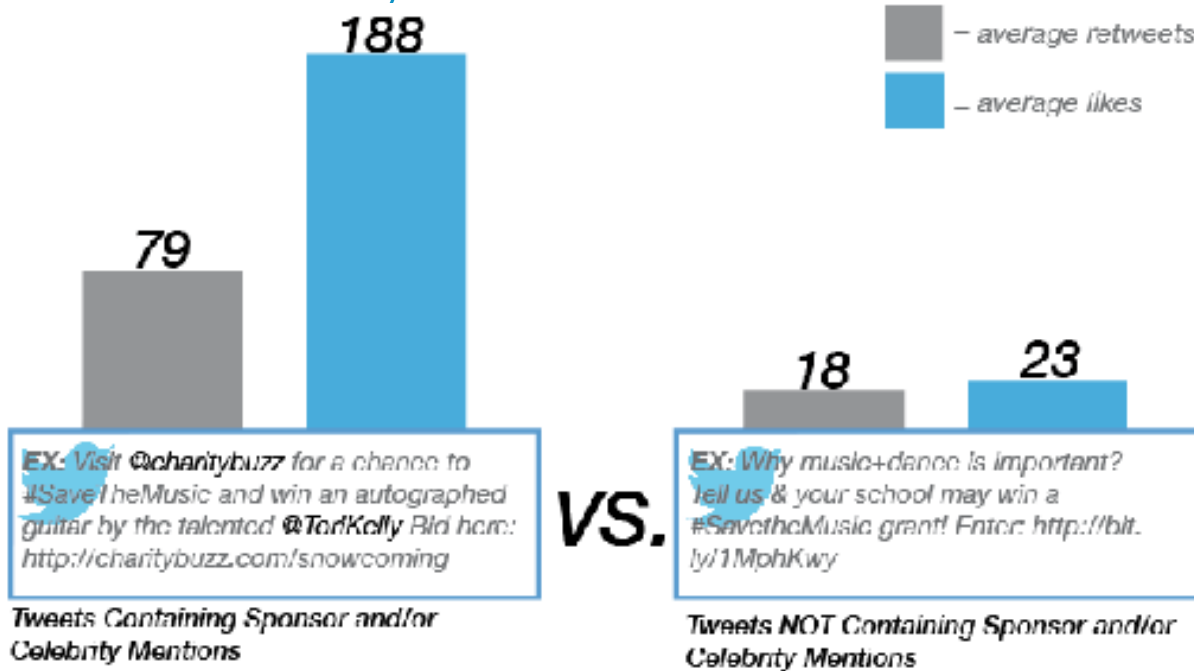
Gender of Followers/Influencers



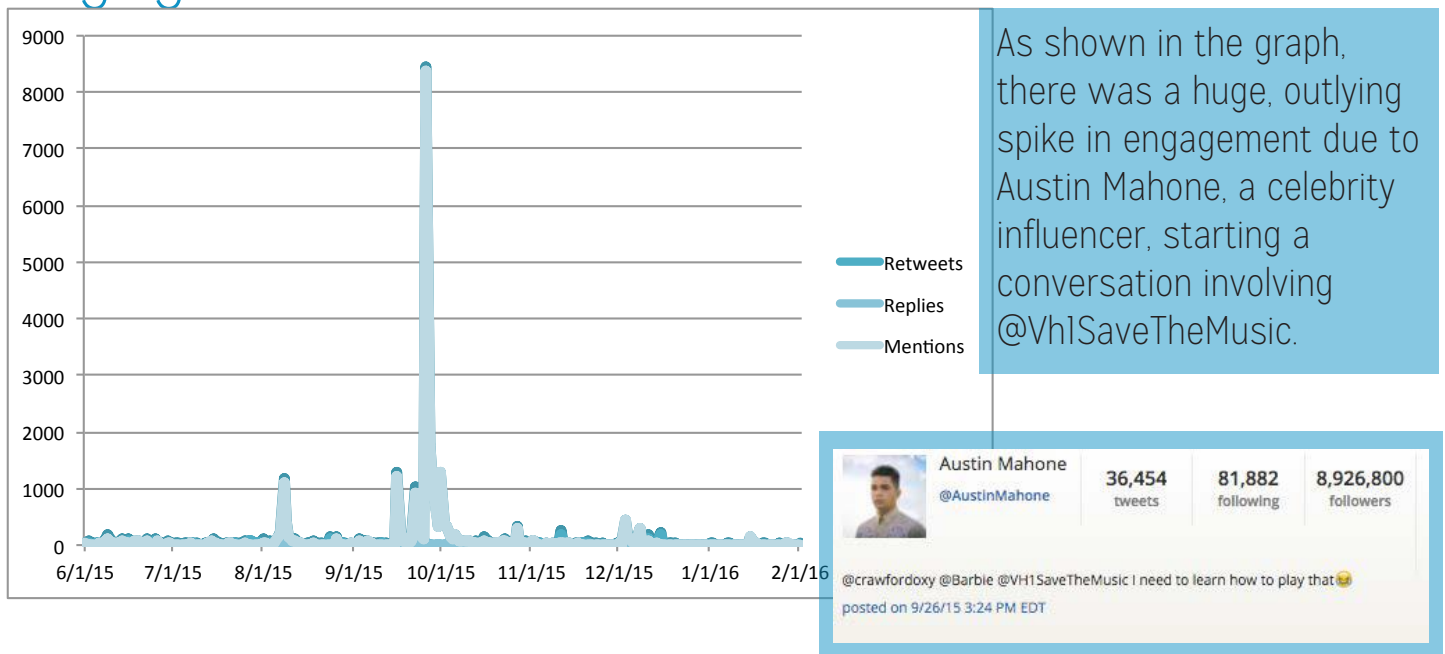
Most of our audience is in the United States, due to the fact that our organization only works within the US. Our audience is mostly female, with females also showing the higher levels of engagement. Race was uninformative, with only 9% of our audience reporting age. Race/ ethnicity was uninformative as well due to the fact that Crimson could only find the race of 34% of our audience.

OWNED DATA- ANALYSIS OF ENGAGEMENT

Predictive Analysis

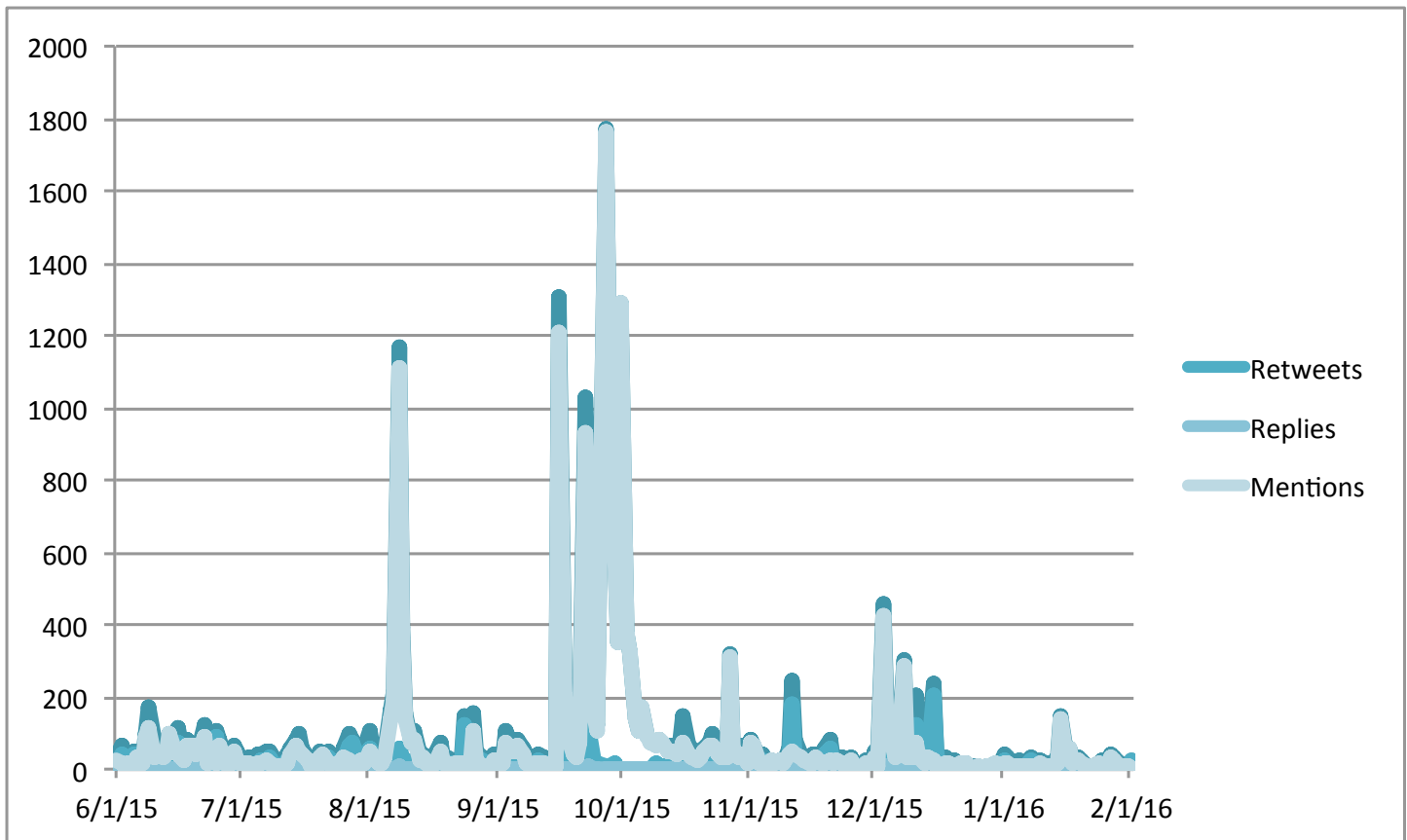


Engagement Trend



OWNED DATA- ANALYSIS OF ENGAGEMENT

Engagement Trend Continued



Once we took out the outlying spike in engagement, we could more accurately tell what the true trends in engagement were. All the spikes are from celebrity ambassadors and corporate partners, such as Toyota's "Toyota Giving" campaign. Some of the smaller ones are due to VH1 Save The Music's events, but those also include celebrity ambassadors which influence the engagement surrounding those events.

EARNED DATA- ANALYSIS OF ACTIVITY

Timeframe: June 1, 2016- February 1, 2016

Boolean Search

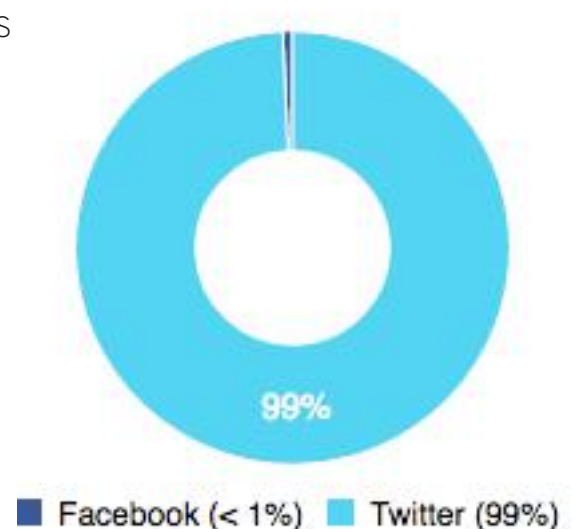
To collect the earned data, we used a monitor created with a Boolean search, which was as follows:

("VH1 Save The Music" OR VHISaveTheMusic OR vhlavethemusic OR "vhl save the music" OR "VH1 Save the Music" OR @VHISaveTheMusic OR #VHISaveTheMusic OR #SaveTheMusic) OR ((VH1 OR vhl) AND (AVNET OR "Alex & Ani Energy" OR "CMA Foundation" OR NAMM OR "ASCAP Foundation" OR jetBlue OR bai OR Lego OR Toyota OR Musicnotes.com OR "Anthony Hamilton & The Hamiltones" OR "Nathan Skyes" OR "Elle King" OR "Zella Day" OR "Nate Ruess" OR "Matt Nathanson" OR "R. City" OR Donations OR Contributions OR Events OR "Musically Mastered Menu" OR "Hamptons Live"))

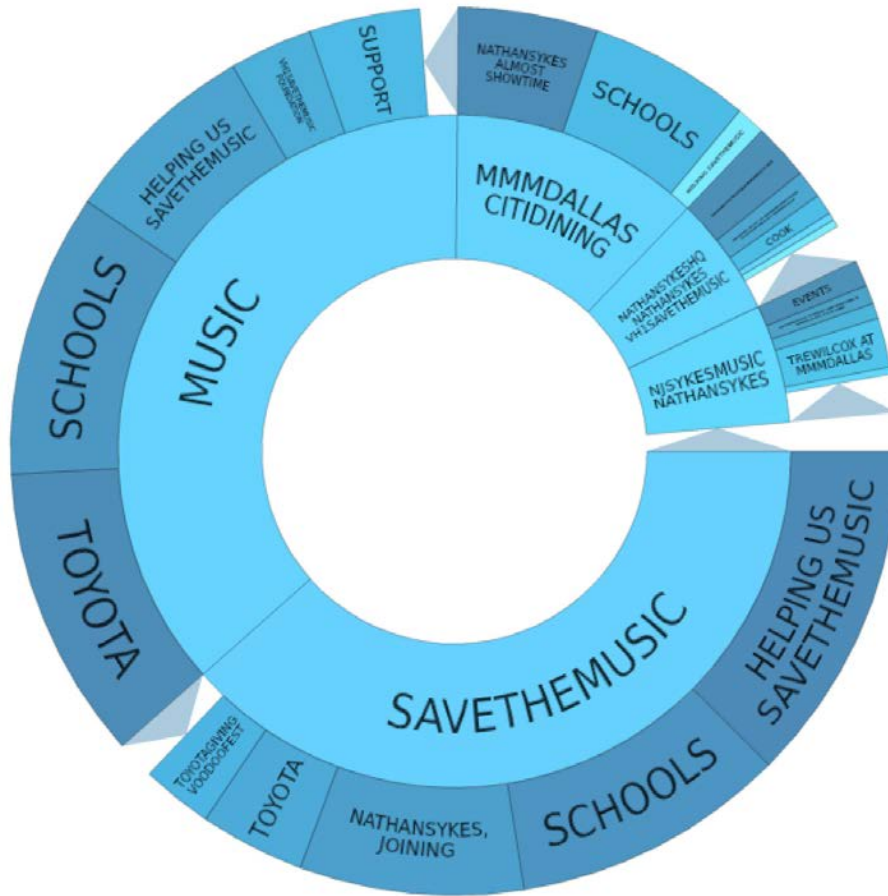
We not only used important keywords relating to VHISaveTheMusic, but also made sure to include their celebrity ambassadors, events that VH1 Save The Music hosts, and brands that are associated with the organization.

Cross-platform Data

When looking at the content sources for our earned data, we found that 99% of it comes from Twitter, less than 1% of it comes from Facebook, and an insignificant amount of it comes from Instagram, Tumblr, Etc. VHISaveTheMusic clearly focuses most, if not all, of their attention on their Twitter engagement. When we looked at their Instagram account, we verified that most of their pictures have very few likes, and no comments, resulting in no earned data coming from that platform.



EARNED DATA- ANALYSIS OF ACTIVITY

AdPR 5750 - VH1 Save The Music Bool... — Topics from 9/16/16 to 11/28/16

Obviously, it is not surprising that “savethemusic” and “music” are the top topics in conversation. However, corporate partners, such as “Toyota” and the organization’s events, such as “MMM Dallas” continue to start conversations that bring high levels of engagement. Also, consistent with our owned data findings, celebrity ambassadors such as “Nathan Sykes” are the largest contributions to conversations on Twitter.

EARNED DATA- ANALYSIS OF ACTIVITY



VH1 Save The Music 
@VH1SaveTheMusic

 Follow

Huge thank you to chef [@TreWilcox](#) & [@NathanSykes](#) for joining us at [#MMMDallas](#) and helping [#SaveTheMusic](#) 🎵
+ 🍴 = 🌟 [#citidining](#)

5:13 PM - 21 Oct 2016 · Dallas, TX

  41  61

As shown in this tweet, mentioning a celebrity ambassador and an event in the same tweet drew above average levels of engagement. This tweet also sparked a conversation, allowed Nathan Sykes to mention the event himself, and brought a lot of attention to the event.



Toyota USA 
@Toyota

 Follow

There's room for music all over; help [@VH1Savethemusic](#) keep music in schools [@VoodooNOLA](#) [#ToyotaGiving](#) [#savethemusic](#)

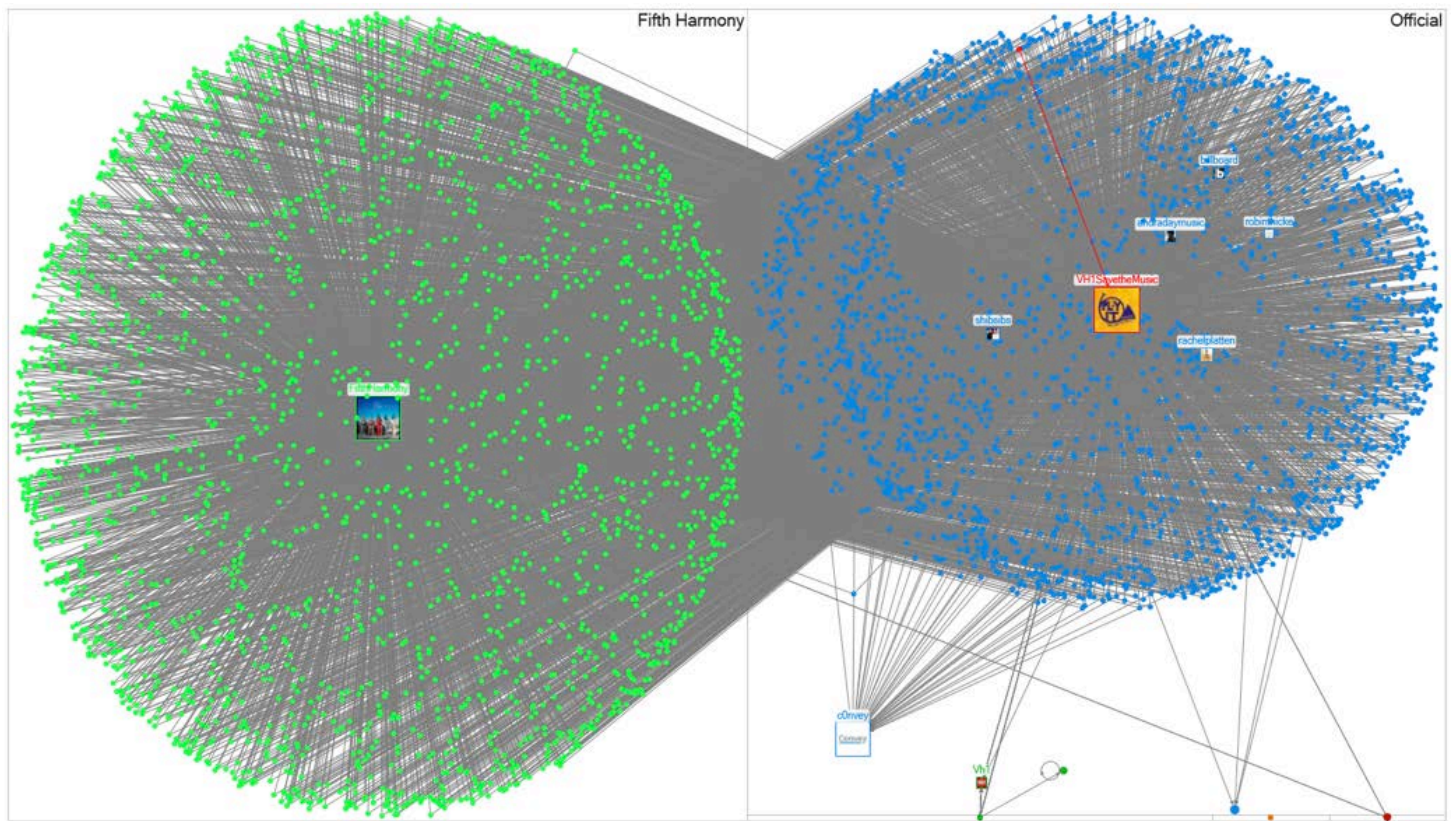
7:28 PM - 30 Oct 2016

  13  52

This tweet sparked a spike in engagement because of Toyota's strong social media presence. Vh1 Save The Music needs to take greater advantage of current and potential corporate sponsorships.

NETWORK ANALYSIS

In our analysis of our Twitter conversation using Node XL, our group discovered a unique network shape. According to our graph, it seems only two networks played a significant role in the conversation regarding #savethemusic. We gathered tweets between the timeframe of November 22, 2016 and December 2, 2016. In our analysis, we chose to eliminate the third group because they were isolates, and groups 7, 8, 9, and 10 because each only consisted of two users.



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)



Fifth Harmony
@FifthHarmony

Follow

On this **#GivingTuesday** we want to help **@VH1SaveTheMusic** give children access to music 🎵❤️ Donate here: on.vh1.com/2fIUbpJ **#SaveTheMusic**

RETWEETS 5,106 LIKES 12,655

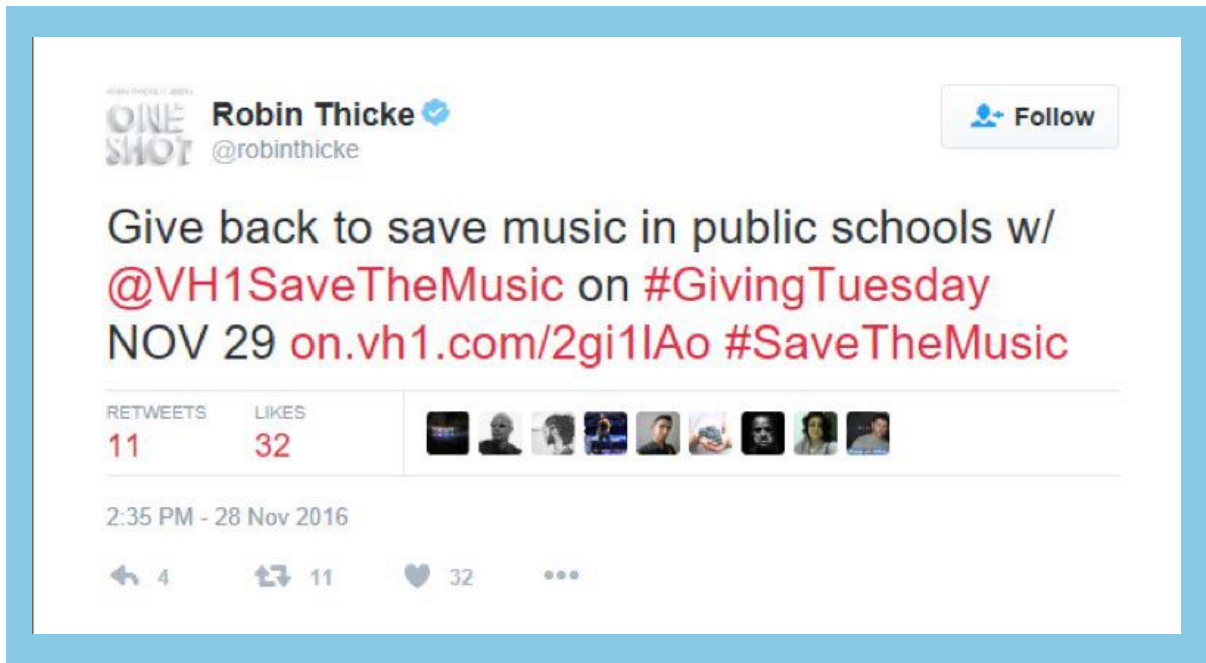


12:20 PM - 29 Nov 2016

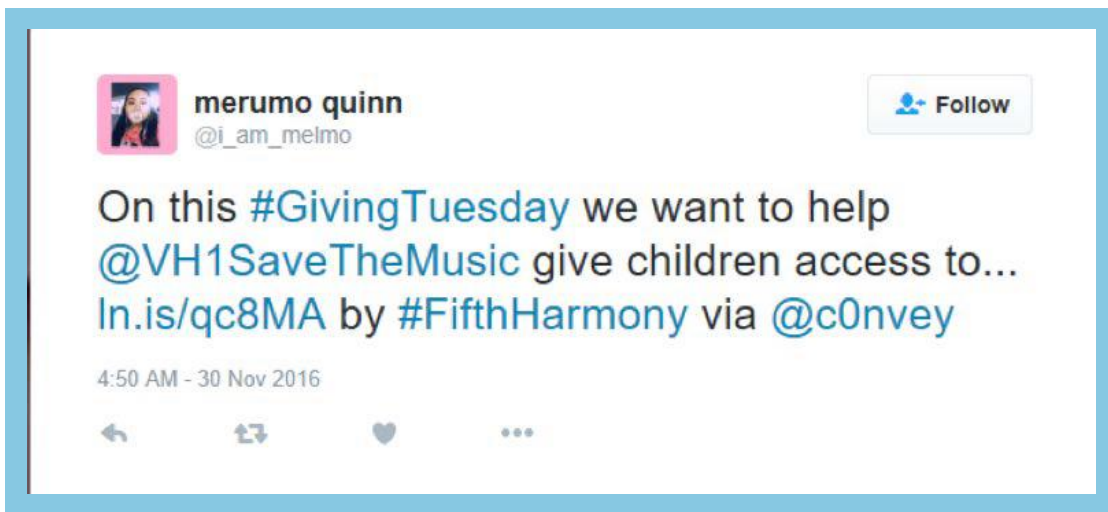
213 5.1K 13K

The #GivingTuesday tweet by @FifthHarmony and the subsequent retweet by @VH1SaveTheMusic fueled the overwhelming majority of all conversations involving #savethemusic. The engagement between these two tweets well overshadowed the other posts in the conversation. We assume our graph would have isolated more groups had these outlying tweets not received as much attention.

NETWORK ANALYSIS



#GivingTuesday served to spark the #SaveTheMusic conversation from several users. Many used the charitable holiday to mention @VH1SaveTheMusic's endeavors. Interestingly, with these tweets, having a high number of followers does not guarantee high engagement. As you can see above, @RobinThicke made a post like @ShibSibs, but despite @RobinThicke having over a million more followers, his tweet received far less engagement. When trying to find celebrity endorsements, the type of audience matters more than the number of followers.



@c0nvey appeared as its own group in our conversation. This seems to be a social media booster account that seems to drive engagement and fuel whatever conversation it's assigned to.

NETWORK ANALYSIS



The final class of tweets we discovered dealt with the #VH1Divas holiday event that was publicized by @billboard and @VH1. These tweets received a moderate amount of engagement despite being tweeted by accounts with a high number of followers. Continually collaboration with these accounts could lead to increased engagement in the future!

To conclude, celebrity endorsements of #SaveTheMusic were key during this time period. Finding more accounts like @FifthHarmony who have a large follower base and, more importantly, an audience that is responsive to charity initiatives would boost the conversation tremendously. Finding ways to promote holidays or twitter events such as #GivingTuesday would also yield benefits as convincing other accounts to tweet about #SaveTheMusic could directly lead to the discovery of more accounts as powerful as @FifthHarmony's. Keeping track of these holidays and celebrities' network are definite ways to boost the #SaveTheMusic conversation according to our NodeXL analysis.

SUGGESTIONS

- Posts focused on events occurring in NYC or LA could increase event attendance due to followers' geographic location.
- Utilize other platforms such as Instagram and Facebook by interacting with the audience and driving them to the other platforms from Twitter.
- Include other keywords such as "Music Education" along with "Save The Music" to ensure that followers understand what VHI is promoting. This will additionally help gain new followers such as educators that may not otherwise follow VHI and its programs.
- Including popular brand names that are associated with VHI Save The Music in giveaways, sponsorships, etc. We found that when they used Epiphone guitars for a giveaway, where the entry process was to simply retweet the post, there was high engagement on said post.

