



SEE > Suite
Grady College of Journalism
and Mass Communication
UNIVERSITY OF GEORGIA

Feeding America

Final Report

Allison Fortner

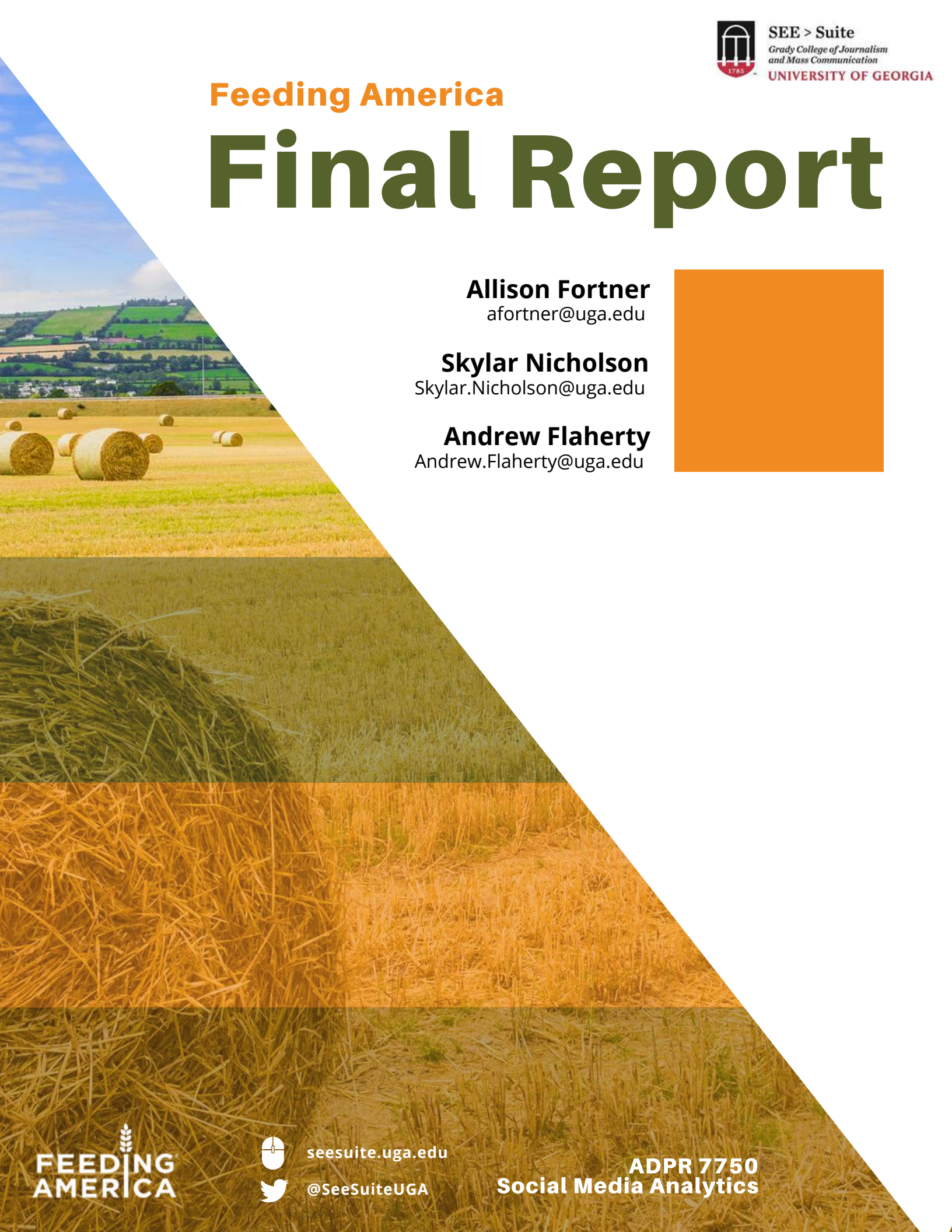
afortner@uga.edu

Skylar Nicholson

Skylar.Nicholson@uga.edu

Andrew Flaherty

Andrew.Flaherty@uga.edu



seesuite.uga.edu

@SeeSuiteUGA

ADPR 7750
Social Media Analytics

Table of Contents

Final Project: Preface.....2

Executive Summary.....3

Owned Data.....4

Owned Data Recommendations.....7

Feeding America Conversations.....8

Emerging Themes.....10

Recommendations.....14

Food Assistance Conversations.....15

Conversational Themes.....18

Recommendations [Part II].....23

Competition Conversations.....24

Recommendations [Part III].....27



Final Report

PREFACE

Throughout the Fall of 2020, we used Brandwatch to collect and synthesize data on Feeding America's Twitter content, as well as content from the general public to observe conversations on Feeding America, themes around Feeding America's mission and competitors. The following report is a collection of notable datasets like sentiment and spike analysis. We also highlight some of the most impactful messages - from Feeding America and from their competition.

Data Overview



Date Range: January 1 - September 10, 2020



Tools Used: Brandwatch



Post Count:



Feeding America's Engagement: 277 posts
Platform: Twitter



Cross-Platform Conversations about Feeding America: 512,244
Platforms: Twitter, Tumblr/Blogs, and Reddit



Cross-Platform Conversations about Food Assistance: 912,587
Platforms: Twitter, Tumblr/Blogs, and Reddit



Conversations about Feeding America's Competition: 777,129
Twitter

Executive Summary

Key Insights

- Hashtags, like the hashtag #ParksandRec, give a sense of community to the topic.
- Food assistance provides an educational opportunity for Feeding America.
- Politics are part of the "noise", but should not be a barrier for Feeding America. There may be political games when it comes to passing a relief bill, but Americans are scared, angry, and confused when it comes to food assistance.
- Organizations and companies that have a public leader have an advantage when it comes to content generation.

KPIs

- **Engagement on Twitter**
 - Retweets of a post
 - Replies to a post
 - Twitter Mentions of Feeding America
 - Engagement Rate of a post compared to the number of followers
 - URL Link Clicks
 - Use of Feeding America's branded hashtags
- **Audience Growth on Twitter**
 - Number of Twitter Followers

Key Recommendations

01 Maintain Hashtag Campaigns.

- Start a document of hashtags to cover a year including #findmyfoodbank, #feedtheneed, and #foodforthought.
- Use each tag **exclusively** for a certain action - like #foodforthought when providing a fact about food assistance.

02 Find the face of Feeding America.

- Feeding America needs a public figure to unite the networks of food banks and to speak to the American people. Don't use an influencer, but rather someone who "lives" in the cause.
- Being the network of food banks is no small task, but it does not relegate Feeding America to a "corporate voice." Engage with individual users. Recognize people socially.

03 Be for the people.

- Starting tomorrow, look for conversations about #COVID-19 or relief bills to start education campaigns about food banks and food shortages in America.
- Feeding America covers all of the U.S. Share stories from rural and city experiences alike. Show that people need food everywhere.



Business Problem

Feeding America experiences high spikes of engagement and interaction on Twitter thanks to one-off celebrity mentions of or donations to the organization. This results in a flood of engagement and awareness, followed by extensive lulls. Feeding America needs a way to keep newfound audience members by remaining consistently relevant. Additionally, the need for food assistance is growing because of COVID-19 and Feeding America needs a way to normalize receiving food assistance and educate about how to do so through their social media platforms.

Owned Data

FROM FEEDING AMERICA'S TWITTER

Dataset: January 1 - September 10, 2020

Total of Feeding America Tweets Analyzed: 277

Categories of Tweets

- Theme of Tweet
- Type of Media
- Hashtag Type
- Mention Type

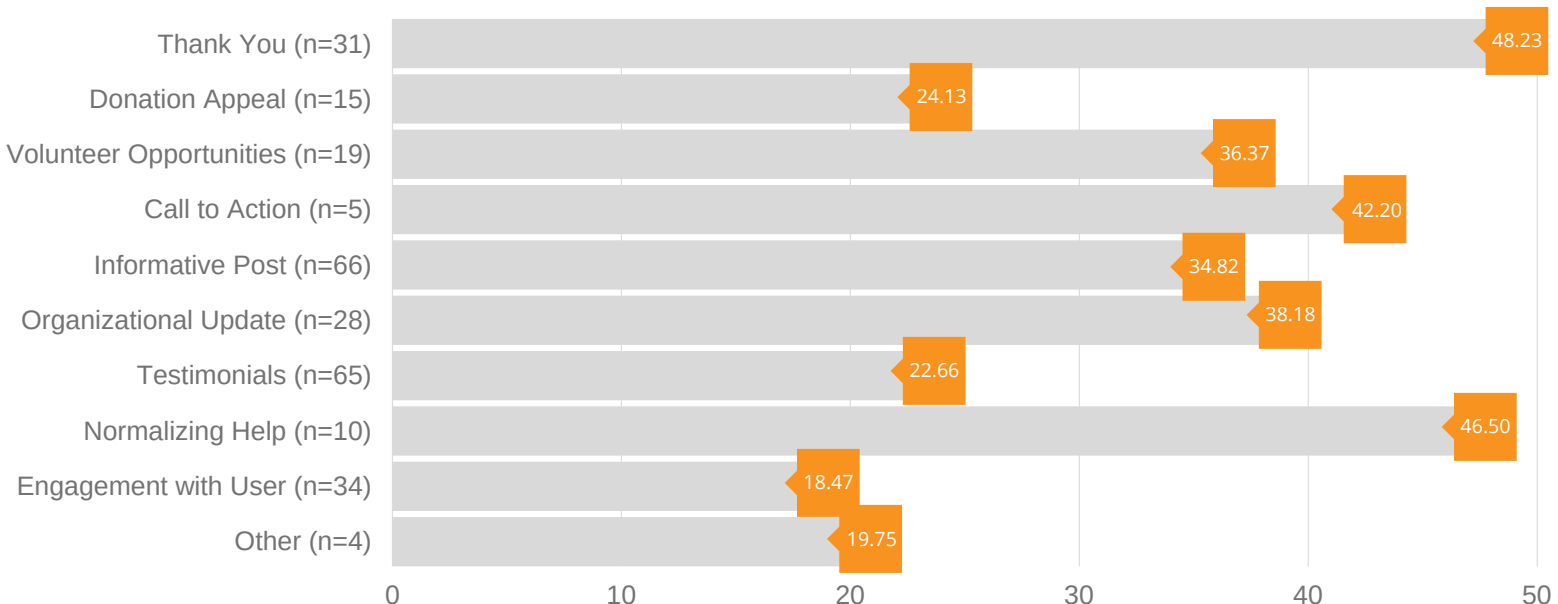
Insight Based on Theme - Tweets that incorporated topics of thankfulness, i.e thanking their following base for donating, resonated prominently with their following. There was a direct correlation with their appeal for help and people reacting in response.

What is in the Owned Data Category? Tweets and original replies from Feeding America on Twitter from January 1, 2020 to September 10, 2020. This set excludes any retweets that Feeding America might have used.

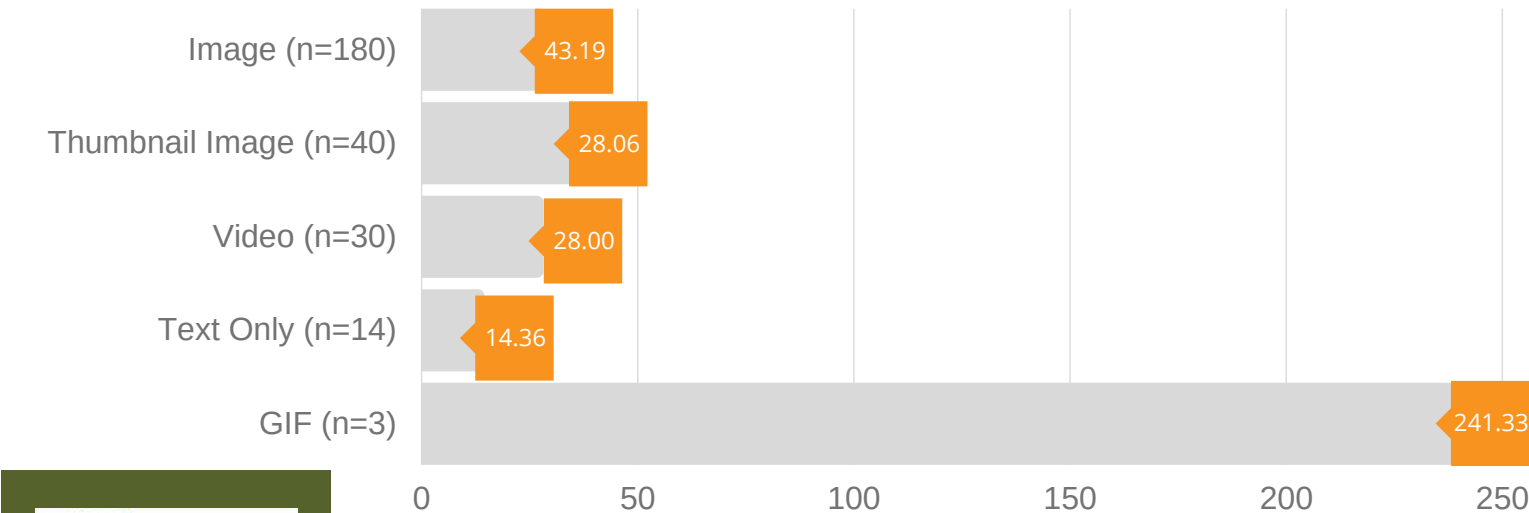


Average Retweets by Theme

EXAMPLE OF MOST RETWEETED CONTENT



Average Retweets by Media Type



Insight Based on Media Type - GIF's saw a significantly higher amount of engagement compared to other forms of media, despite the low amount of posts including a GIF. Try increasing the amount of posts that include GIF's and see if the engagement remains the same.

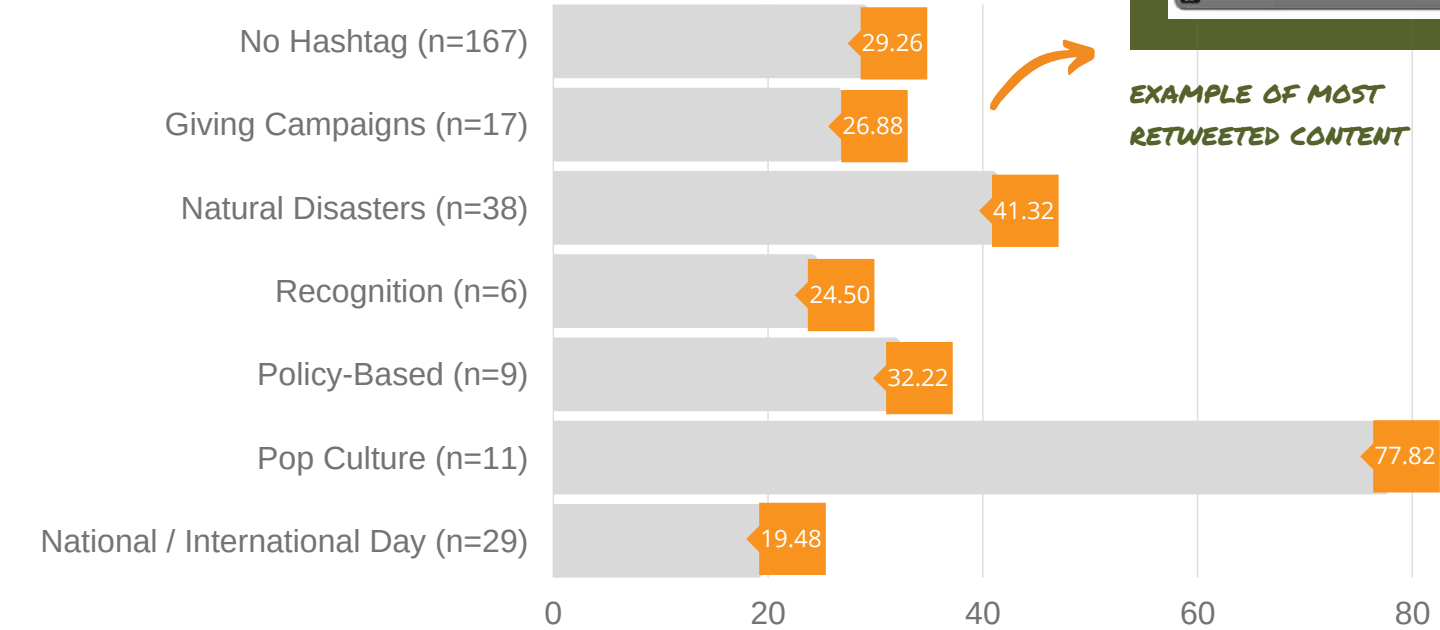
EXAMPLE OF MOST RETWEETED CONTENT

Insight Based on Hashtag - A large portion of Feeding America's posts do not include a hashtag. Hashtags, such as pop culture, performed well.

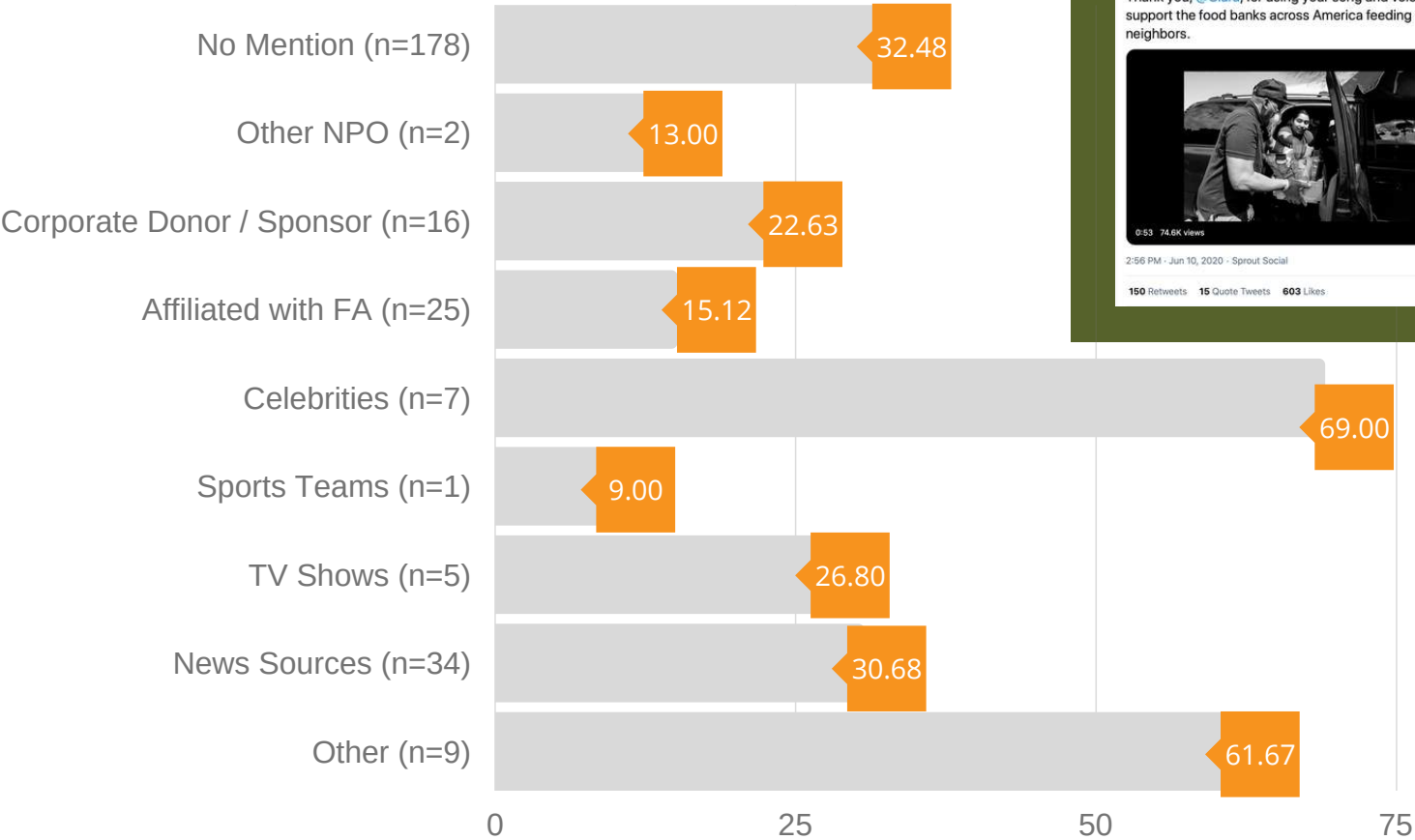


EXAMPLE OF MOST RETWEETED CONTENT

Average Retweets by Hashtag



Average Retweets by Mention Type



Insight Based on Mention Type - Posts that incorporated celebrities performed increasingly better compared to posts with no mentions. Tapping into the following of high profile users can be a great way to expand your following to new audiences for further engagement.



March 13 (360 retweets)
News of COVID-19
Response Fund



March 18 (161 retweets)
COVID-19 Operations Update



Engagement Over Time Spike Analysis

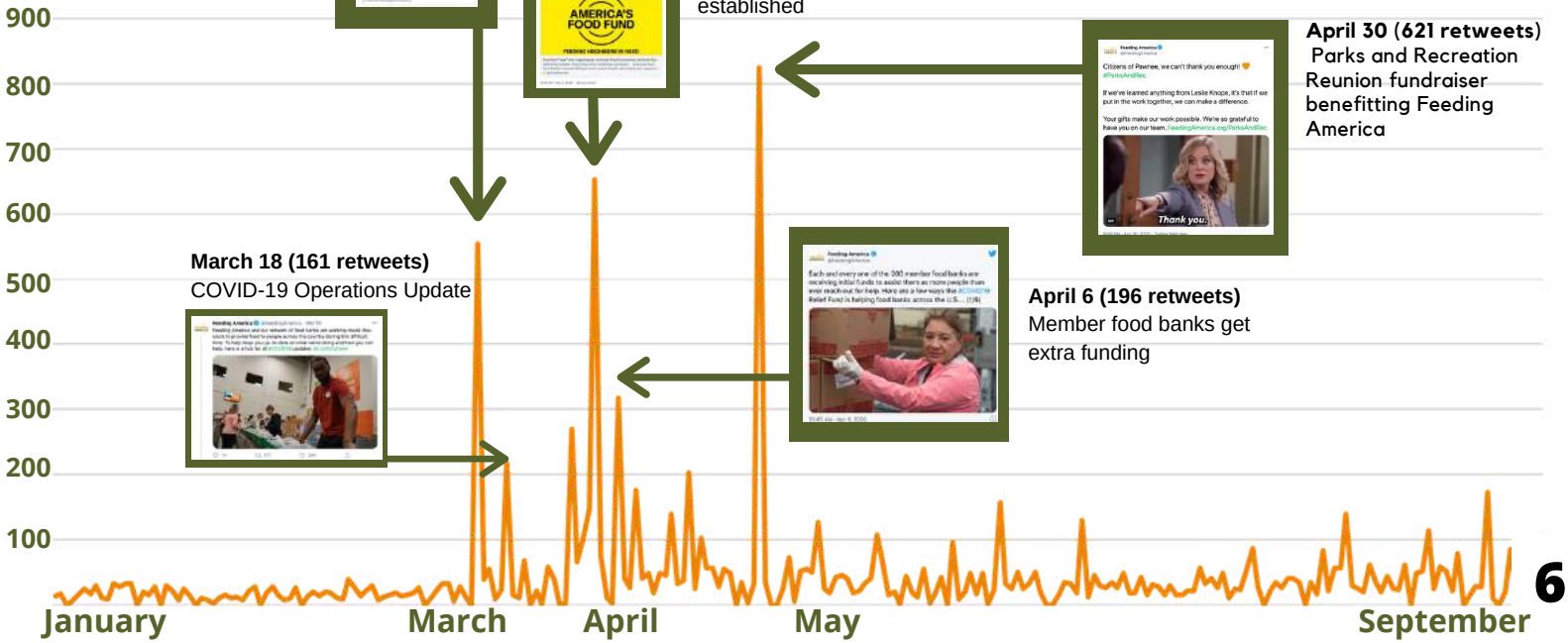
April 2 (332 retweets)
America's Food Fund
established



April 6 (196 retweets)
Member food banks get
extra funding



April 30 (621 retweets)
Parks and Recreation
Reunion fundraiser
benefitting Feeding
America



Recommendations

The Recommendation

The Strategy

The Why

01 You have to be a friend to have a friend.

The Strategy

We reference competitors like No Kid Hungry and World Central Kitchen, but in reality, these organizations are partners against hunger. Start promoting content produced by other organizations and start commenting on posts - like videos from Jose.

The Why

You'll reach new audiences just by interacting with these other organizations. Combining results from Average Retweets by Mentions for other nonprofits and corporate sponsors would allow Feeding America to reach retweet levels that are met by mentioning celebrities.

02 Give Feeding America a "face" (and ears).

The Strategy

Partner with celebrities to serve as ambassadors for Feeding America in a way where they interact with your accounts and content. A retweet can boost reach, but a retweet with a comment shows the audience that they are "friendly" with your voice. Back-and-forth interactions show that Feeding America is actively listening.

The Why

Linking Feeding America to a person (Jeff Bezos, Leslie Knope, Megan McCarthy) gives the organization a new dimension. Tweets that fall under the "Thank You" theme are Feeding America's most successful messaging.

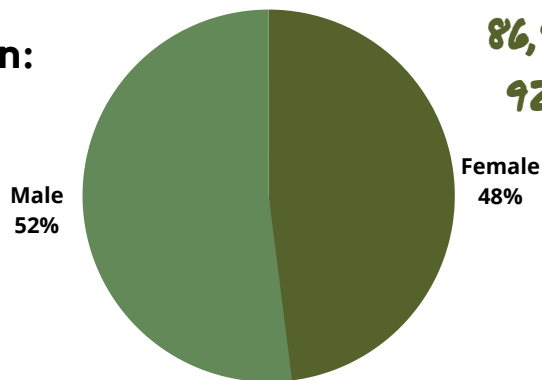
Cross-Platform Conversations

THAT ARE ABOUT FEEDING AMERICA

Dataset: January 1 - September 10, 2020

Total Volume of Conversations: 512,244 mentions

Gender Breakdown:



86,971 FEMALE AUTHORS

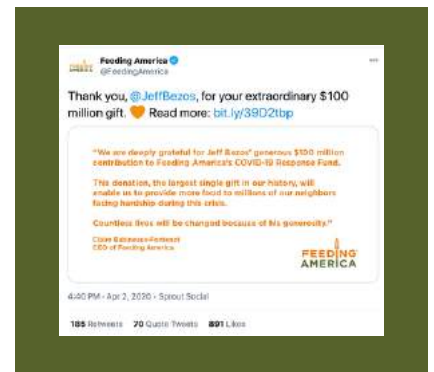
92,525 MALE AUTHORS

SPIKE ANALYSIS

March 19 Hillary Clinton names organizations to donate to in the wake of COVID-19.



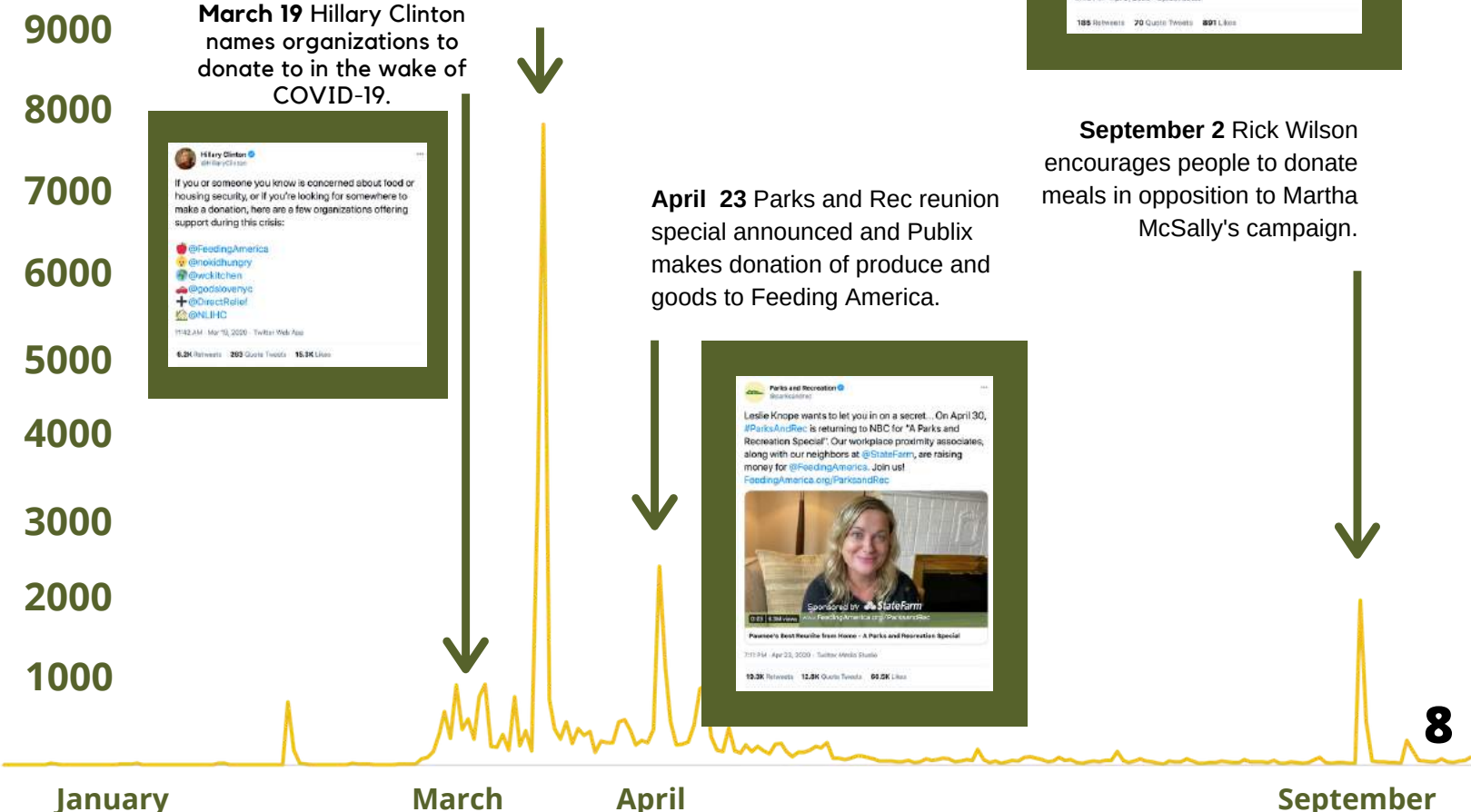
April 2 Jeff Bezos donates \$100 million to Feeding America.



April 23 Parks and Rec reunion special announced and Publix makes donation of produce and goods to Feeding America.



September 2 Rick Wilson encourages people to donate meals in opposition to Martha McSally's campaign.



Cross-Platform Conversations

THAT ARE ABOUT FEEDING AMERICA

Turn on, tune in...

Feeding America has been able to activate a large number of conversations this year through the image of family and community. The conversations tend to cluster near certain events, rather than ongoing "loud" conversations. However, through the summer activity was still happening; which signals that Feeding America is connecting on local levels.

Where are people talking?

Twitter: 496,513 posts
Blogs and Tumblr: 7,808 posts

Reddit: 5,801 posts
Other: 1,784 posts

Top URLs

1. TMZ article of Jeff Bezos' donation
74,657 posts
2. Donation link to FA COVID Response Fund
23,716 posts
3. Parks and Rec TV Special Donation Link
23,714 posts

Top Hashtags

1. #parksandrec
26,962 posts
2. #stf
26,789 posts
3. #covid19
13,236 posts

Top Mentioned Users

1. @WCKitchen | World Central Kitchen
33,298 Tweets
2. @Jimmykimmel | Jimmy Kimmel
28, 242 posts



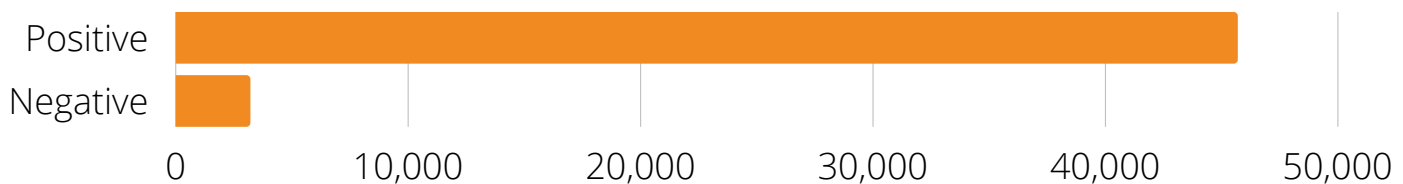
Feeding America Emerging Themes



Donations | 28,074 Twitter Posts

Conversations highlight contributions people have made to Feeding America, particularly celebrities. Artists encourage donations to Feeding America or pledge that the proceeds of their art will go to Feeding America. Tweets are typically generic that ask for donations, but don't go into detail about how the donations are helping children or families, what Feeding America does to set itself apart. From this conversation, it seems like Feeding America speaks for itself as a credible organization that needs little explanation - a win for the brand.

Sentiment Analysis



In posts with Positive Sentiment (n=45,669), celebrities dominate the conversation by calling their followers to donate and applaud other celebrities for their donations, though they typically don't go into detail about suffering families, instead choosing to focus on their donations and personal content.

Posts with Negative Sentiment (n=3,189), mention unsettling times and food insecurity and call out companies for their lack of help initiatives. Their tweet language uses loss framework to appeal to social followers to make a donation.

Insights

DEMOGRAPHICS - 28% (3,505) of the users were artists, creating art and donating the proceeds to Feeding America.

UNIQUE HASHTAG - #americasfoodfund (7,628 tweets) refers to a GoFundMe launched benefitting FA & other organizations created by Leonardo Decaprio, Laurene Powell Jobs, and Apple.

UNIQUE MENTIONS - @TaylorSwift13 cleverly used her Instagram story and infamous drama to benefit FA & the World Health Organization to receive 5,801 mentions

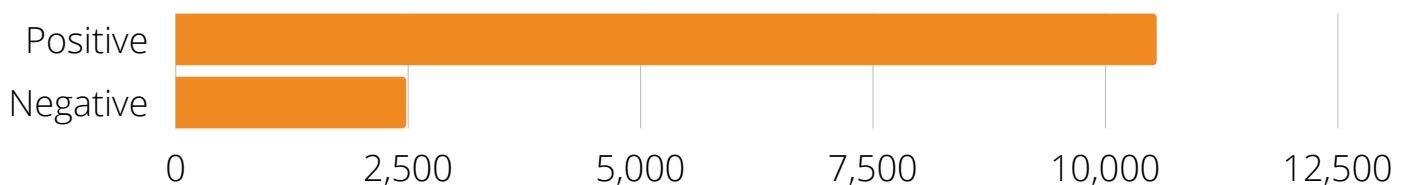
Feeding America Emerging Themes



Families | 27,556 Twitter Posts

One of the most consistent conversations in this theme is education of how to make an impact during the pandemic. There is a recurring tweet, "I just gave to Feeding America. Join me and give meals to hungry families." Additionally, there are retweets of news sources highlighting donations made by celebrities (highlights by CNN).

Sentiment Analysis



Positive sentiments (n=10,545) include accounts and users relaying their joy after making a donation to Feeding America. Users typically share a generic tweet about what their gift was. Other positive sentiments include joining in with celebrities and organization accounts in a giving campaign (i.e. giving alongside Jimmy Fallon).

Negative conversations (n=2,473) are mostly from political connections. The #MAGAMcSally trend stirs up emotions of anger. Another aspect of the negative conversations related to Feeding America are the stories, blog posts, and appeals from individual users, that are highlighting the financial struggles and needs of families and individuals.

Insights

TOP USERS - @KimKardashian (64,658,407 followers), @tim_cook (11,733,393 followers), and @SHAQ (15,302,997 followers) are the top users are celebrities and are not politicians.

This tweet from Tim Cook highlights one thing that World Central Kitchen has that Feeding America does not - a "face." Jose Andres allows users to add a more personal connection to the organizations.



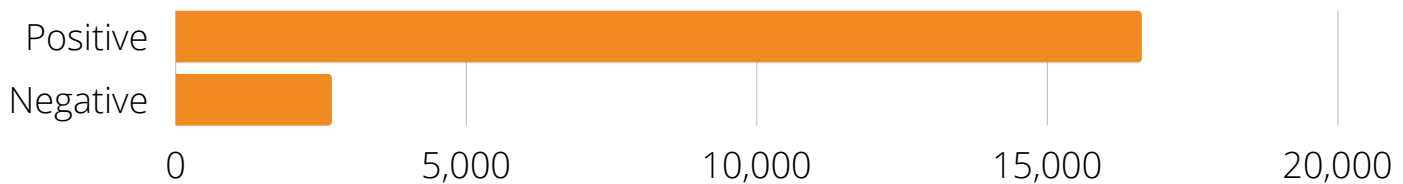
Feeding America Emerging Themes



COVID-19 | 63,936 Twitter Posts

The theme of COVID-19 engenders a prominent focal point on how the broader community can help in the fight to end hunger. It encompasses the uncertainty that the pandemic has forced communities to continue operating in and serves as an aid to share not only food resources, but also emotional support during this trying time.

Sentiment Analysis



Positive sentiments (n=16,616) A large amount of the positive posts appear to be from a USDA post that used the term "feeding America", but did not mean the non-profit organization Feeding America. The tweet referenced schools being the gateway to feeding America during the COVID-19 pandemic.

Negative engagement (n=2,678) The negative engagement tends to be largely focused around issues with the pandemic not relating to food insecurity and more on the issue of COVID-19 as a whole. There is more negative connotation to the hardships families are dealing with due to the pandemic.

Insights

DEMOGRAPHICS - 77% of conversation (n=22,942) around COVID-19 came from the United States

UNIQUE HASHTAG - #HowWeFeel (9,652 tweets) is related to the How We Feel app for coronavirus tracking. With each download of the app, the organization donated a meal to Feeding America.

UNIQUE URLS - BuzzFeed News story with information on how to donate your stimulus check to help others (1,784 tweets).

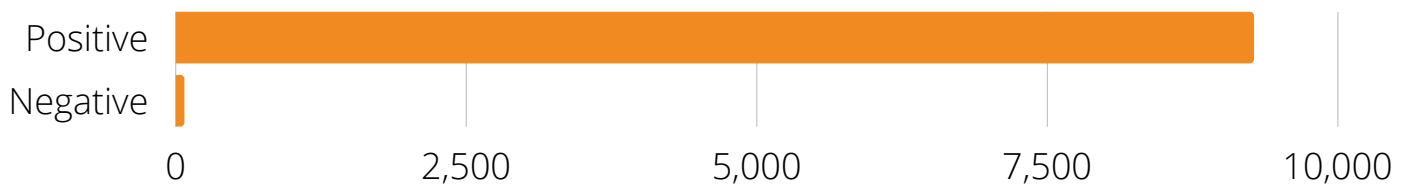
Feeding America Emerging Themes



Parks and Recreation | 30,987 Twitter Posts

Some notable trends from the conversations include this "inclusion" of the audience on Twitter. Phrases like "Thanks, Pawnee!" or "Take a trip back to Pawnee" invite the viewer to be in the set / interact with these characters. Conversations around donations included "tributes" to certain characters, joining in the donations to be part of this event, and how it felt to be a part of this.

Sentiment Analysis



Positive conversations (n=9,273) talk about the excitement over the return of classic / favorite characters, how much they loved a segment, how donating made them feel, or a call to also donate.

There were **some (n=70) tagged "negative" tweets**, but very few are actually negative in sentiments. At least one user reported frustration that it was not airing in their neighborhood. Some users reported not being able to donate due to an issue with the site at one point. However, many of the "negative" conversations just stressed how difficult this time is for some families.

Insights on Influential Users

TOP INFLUENTIAL USERS - The Top Tweepers for the Parks and Rec spike are actually mostly news / organization twitters. Only three profiles (Ben Schwartz, Chris Pratt, Megan Amram) are actual individual accounts of actors and producers.

Ben Schwartz: This Parks and Rec actor has 1,263,784 followers and posted once about the Parks and Rec event. He was prominent in Parks and Rec conversation and brought comedy and levity to a difficult conversation.

Chris Pratt: Another actor in Parks and Rec, Jurassic World franchise, Guardians of the Galaxy franchise; he has 7,703,297 followers. Chris posted once about the Parks and Rec event. His reach is greater because of his various audiences.

Megan Amram: This Parks and Rec writer is also known for her work as The Good Place Producer. She has 1,141,759 followers and posted 3 times about the Parks and Rec event.

Recommendations

BASED ON EMERGING THEMES

The Recommendation

The Strategy

The Why

03 Join conversations with pop culture.

The Strategy

Use memes, GIFs, and viral trends on Twitter to make people laugh and generate buzz within good taste. You can create relatable memes using celebrities, such as Kim Kardashian, who have donated to Feeding America. Start tomorrow by using a trending meme from a seasonal TV show, like This is Us.

The Why

Pop culture news sources (TMZ and Pop Crave) played a part in generating the highest reach in the Donations theme. They did this by employing celebrities of interest and humor into the conversation.

04 Donations and families can carry the conversation.

The Strategy

With yearly benchmarks on the health of food banks, communities can "own" the process of stocking up for their neighbors. In 2021, start the year connecting audiences to families and those receiving aid, and then close the year in donations and gearing up for year-end giving.

The Why

The donation theme and the families theme have spikes that are opposite of one another. Together, they bookend a summer of low, constant chatter. We think there is potential in connecting families to ending hunger throughout the year.

05 Join a cause, not a night.

The Strategy

We suggest using something like a reunion to establish a calendar date - like a holiday, for the audience to revisit. In Parks and Rec, Galentine's Day was a fictional holiday. Create a Feeding America "holiday" to celebrate long-term. The audiences that engaged in giving will likely respond to a campaign that occurs once a year. Place emphasis on the community and not the reunion.

The Why

If one thing is clear from the spike analysis, it is that Feeding America is fighting for attention, even during an event that is meant to promote the organization. We want the audience to donate and feel connected, like living in the town of Pawnee, and we want them to stay a while!

Food Assistance Conversations

THAT OCCUR ACROSS PLATFORMS

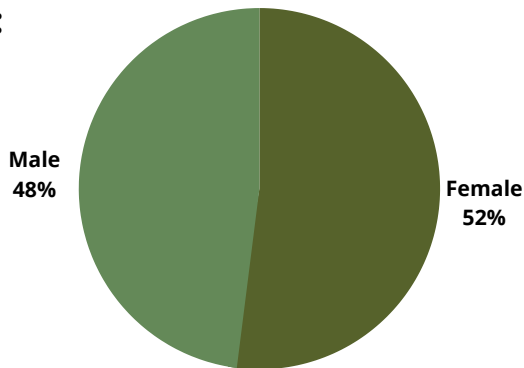
Dataset: January 1 - September 10, 2020

Total Volume of Conversations: 912,587 mentions

Gender Breakdown:



March 12 - 14: Republicans receive backlash for not passing a bill with coronavirus relief initiatives, including food assistance.



132,101 FEMALE AUTHORS
124,033 MALE AUTHORS

September 6 - 9: A cat video about fast food drive-throughs. A welcomed break from the regular buzz.

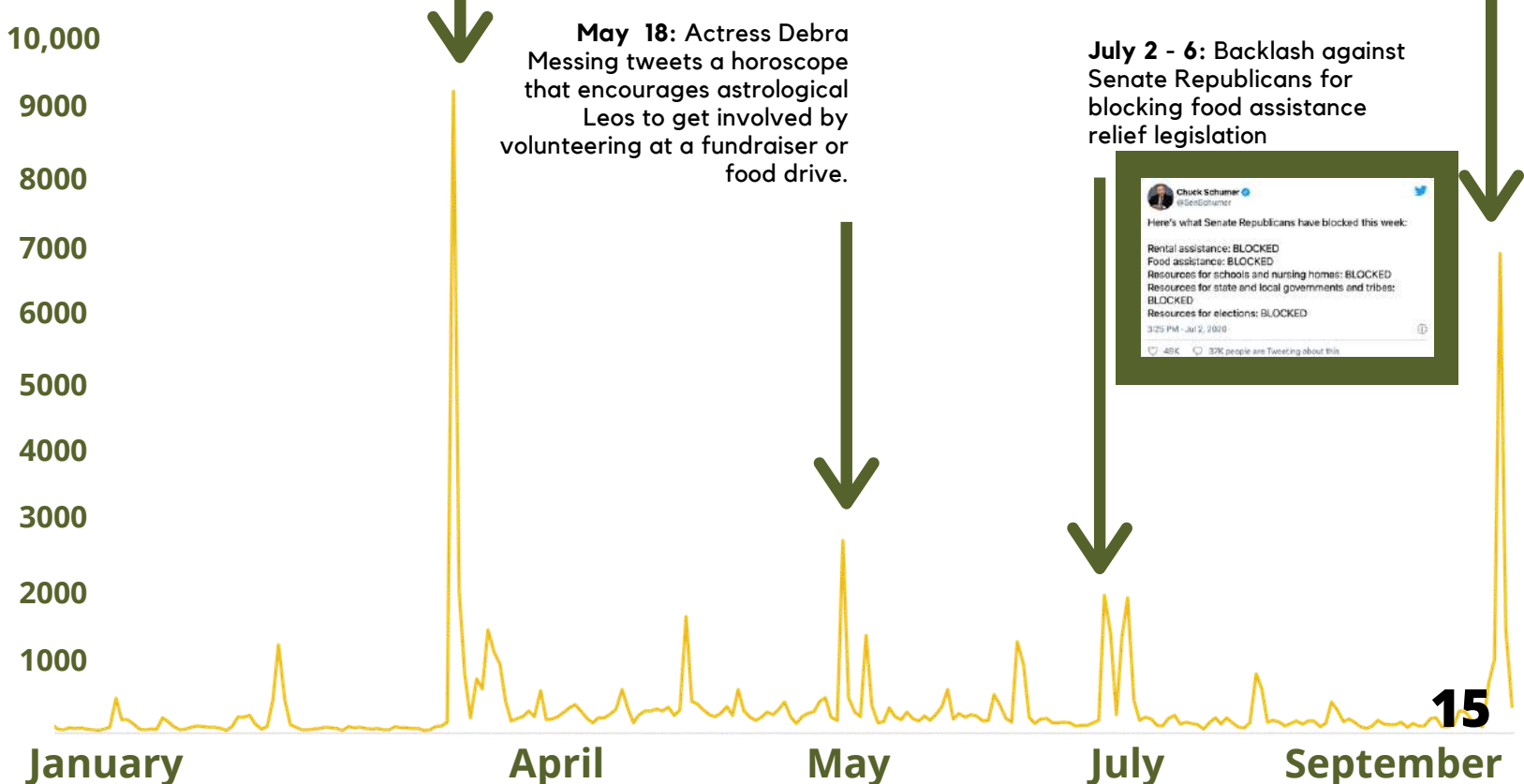


May 18: Actress Debra Messing tweets a horoscope that encourages astrological Leos to get involved by volunteering at a fundraiser or food drive.

July 2 - 6: Backlash against Senate Republicans for blocking food assistance relief legislation



SPIKE ANALYSIS



Cross-Platform Conversations

THAT ARE ABOUT
FOOD ASSISTANCE



Machine Learning Insights

In food assistance, we identified prominent themes that make up at least 50% of the conversation happening on Twitter. Brandwatch's Brightview algorithm sorts tweets into categories based on machine learning. We trained the machine learning function by sorting a selection of tweets into appropriate themes. The algorithm categorized the content accordingly. This helped us narrow down the conversation without knowing specific keywords that belonged in each category.

In this section's thematic analysis, insights identified with machine learning (referred to as custom classifiers) are **orange**. Insights identified with human-generated categories are **green**.

Where are people talking?

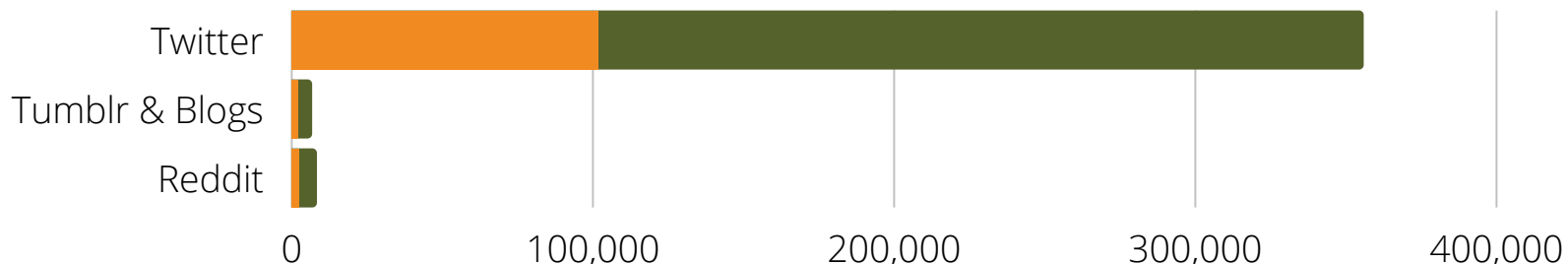
Twitter: 874,183 posts

Blogs and Tumblr: 13,722 posts

Reddit: 15,670 posts

Other: 9,010 posts

Sentiment Analysis by Platform



The positive to negative sentiment ratio remained largely the same across platforms. However, the conversation on Tumblr, blogs, Reddit and other was not significant enough to provide strong recommendations.

Top URLs

1. Horoscope prompting Leos to volunteer at food banks
24,484 posts
2. Washington Post Article on Relief Bill
4,963 posts
3. Farmers Coronavirus Food Assistance Program
4,402 posts

Top Hashtags

1. #covid19
26,579 posts
2. #coronavirus
10,623 posts
3. #familiesfirst
9,239 posts

Cross-Platform Conversations

THAT ARE ABOUT
FOOD ASSISTANCE

Top Users



Donald Trump
@realDonaldTrump
81,815,842 followers



CNN
@CNN
48,392,306 followers



The New York Times
@nytimes
47,236,992 followers

Top Mentioned Users



Chuck Schumer
@senschumer
75,602 mentions

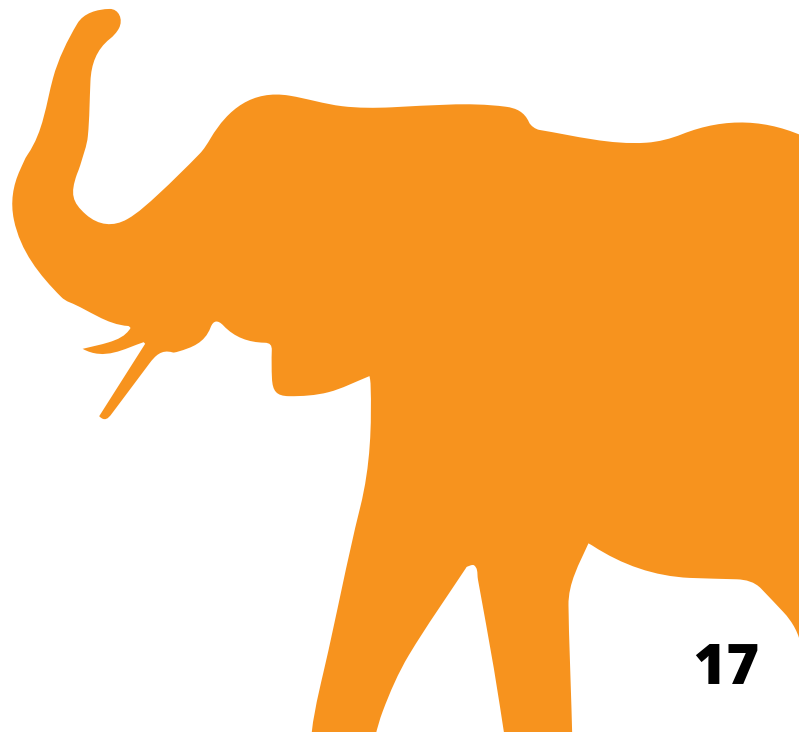


Joe Biden
@joebiden
17,141 mentions

Politically correct.

Let's talk about the elephant in the room - politics. Food assistance, at least in the year 2020, has become a political talking point. We'll review several topics that are outrightly political, and a few topics that "lean" to a political conversation. These conversations are worth having and we think there is good reason to pay attention to what people are saying.

Some themes share a spike with another theme (i.e. Michael Burkes' tweet in both Politics and the Updates on the Food Bank). We find this to be a reflection of the cross-conversational pull of food assistance.

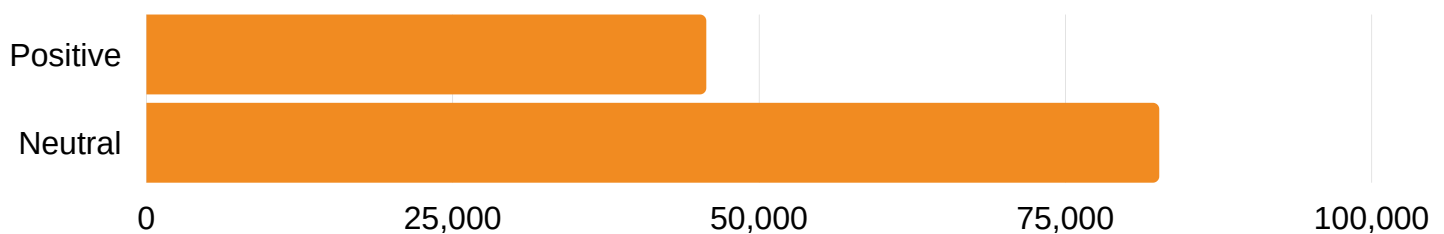


Food Assistance Conversational Themes

Politics / Relief Bill | 28,074 Twitter Posts

The conversations around politics and the March / April relief bill tend to use food assistance as a means to an end. For example, Republican-identifying authors tend to celebrate the passing of the bill by the GOP. However, Democratic-identifying authors used the creation of the bill as a way to call users into action. These conversations did little to inform users on food assistance / how to help.

Sentiment Analysis



Positive posts (n=14,248) include positive buzz surrounding the passing of the relief bill includes partisan "back-patting".

In **negative posts (n= 112,132)** conversations around certain bill / politics is trending negative. Much of the same information that was flagged as positive also ends up in this sentiment; however, there are more targeted attacks on each side of the political aisle. Each part of the conversation chooses a small selection of the story for their tweet; often times leveraging food assistance as a big win after it is passed.

Insights

SIGNIFICANT WORDS - unemployment, coronavirus, refusing, pass, offices, call, Republicans, free testing, and food assistance are all repeated phrases in these conversations. If anything, it supports the idea that food assistance is intertwined in a political picture in 2020.

UNIQUE HASHTAGS - #voter (6,583 mentions)- a lot of traction around a Tweet about registering republican voters. Oddly enough, it's linked to a food drive.

Custom Classifier Insights

UNIQUE HASHTAGS #peoplefoodplanet was used in 2,850 tweets highlighting hunger and global warming. #snap mentioned the importance of SNAP benefits in 3,3864 tweets.

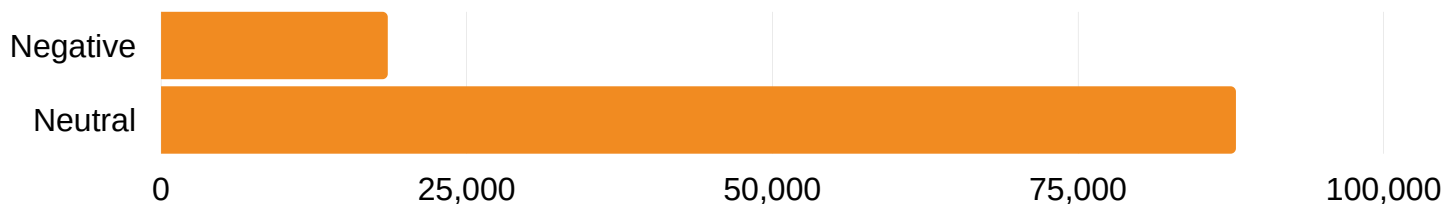
KEY INFLUENTIAL USERS The US Department of Agricultural @USDA was mentioned in 807 tweets related to the Coronavirus Food Assistance Program. USDA is active, has 676,815 followers, and would be a useful partner in food assistance education. They have control over SNAP and the US Food and Nutrition Service.

Food Assistance Conversational Themes

School | 103,464 Twitter Posts

The topic of food assistance in schools revolves around legislation and additional funding needed for these programs. Women have a more prominent voice in the conversation. Once the pandemic hit in April, the United States started to talk increasingly about the benefits of kids being in school and having access to school meal resources, as many students were sent home and not able to easily access these types of necessary resources anymore.

Sentiment Analysis



Positive posts (n=3,738) People use school meal assistance to get food for students at either a reduced rate or for free. For struggling families, this is a necessity to keep their kids fed. Generic / neutral tweets talk about the importance of a child not going hungry and how it can affect their ability to learn in school.

In negative posts (n=18,527) Stories of worry about the lack of food in communities dominate the conversation, compared to positive posts. People voice their opinions on the struggle to help kids get access to food through government provided resources.

Insights

UNIQUE HASHTAG - The #2020census hashtag, used in 110 tweets, pulls together information and stories on why reporting accurate information for the 2020 census is important. It relates to school meal assistance in terms of the number students allocated to a specific school district and the amount of funding that they get.

DEMOGRAPHICS - 59% Female (23,314 authors) & 41% Male (16,279 authors). Females were more likely, compared to males, to engage in the conversation about schools, which can be attributed to parental nature and engagement directly with children and their schools.

Custom Classifier Insights

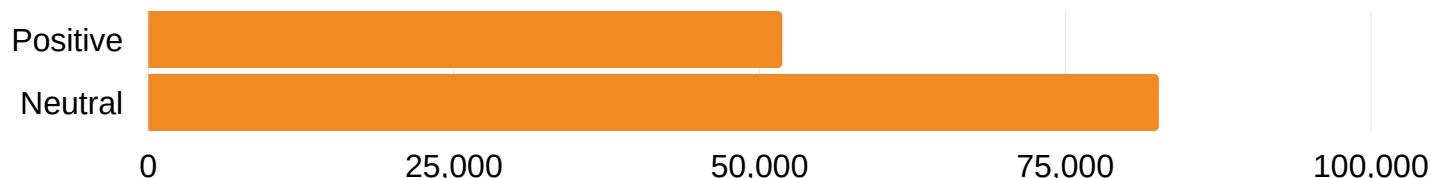
UNIQUE HASHTAGS - #countallkids was used in 189 tweets educating citizens about the benefits of counting all children (whether temporary residents or not) in the 2020 U.S. Census for securing funding.

Food Assistance Conversational Themes

Updates on Food Banks | 170,021 Twitter Posts

This theme spoke on global movements and local communities simultaneously. The conversation showed the international initiatives for other countries in need, while it also highlighted the food drives happening during the time of COVID-19 and was especially effective at drawing people to their local resources for help. While conversations with higher traction could be more political in theme, the majority of average users and news sources highlighted the need in their communities and the events taking place to address that need.

Sentiment Analysis



Positive posts (n=51,837) included the use of community food drives as a way to help with voter registration and promote their candidate of choice; however, there is also conversation around why SNAP assistance is more effective than donating to food banks. Generic tweets are about the good behind donations to local food banks and organizations.

In negative posts (n=7,117) sadness and lack of food dominate the conversation. People voice their opinions on the lack of help available through the government and the fact that food banks are relied upon and length of lines, particularly during the pandemic. Food drives around the world are highlighted (like in India or the Philippines), social movements such as #BlackLivesMatter come up, and sadness about the need for assistance is prevalent.

Insights

UNIQUE URL - There were 1,497 tweets of an NPR story about food banks getting attention while SNAP is more efficient, gives people more options, and supports local businesses.

UNIQUE HASHTAGS - #foodbank was used in 1,166 tweets to share information about community resources by individuals or news organizations. This hashtag was especially effective in normalizing receiving help.

Custom Classifier Insights

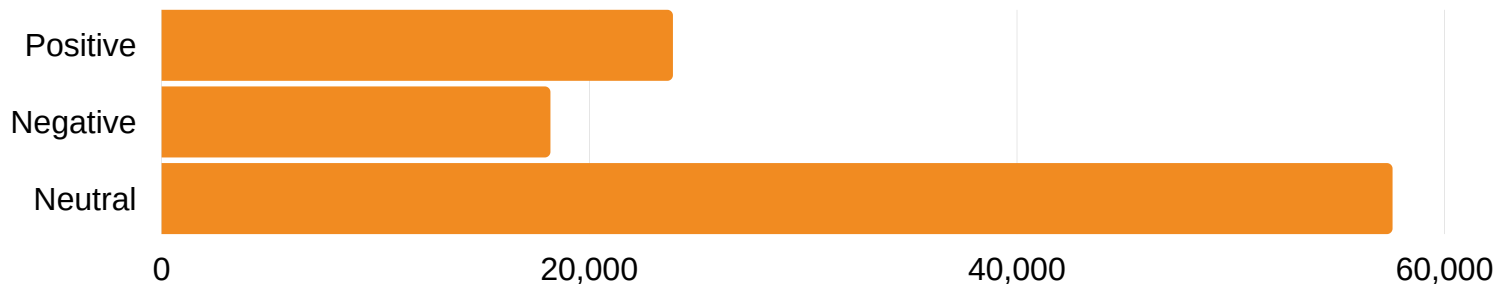
TRENDING TOPICS - "Food drive today" was used in 3,765 tweets identifying community efforts taking place through the country thanks to COVID-19. There seems to be some sort of confusion about food drives (where you collect donations) and receiving food. One popular tweet about a Food Drive received 334 retweets, but it was actually about a way to receive food assistance.

Food Assistance Conversational Themes

News on Food Assistance | 189,882 Twitter Posts

News on Food Assistance ranges from literal news updates on the policies in place to provide food assistance, to information redirecting the public to provide assistance through SNAP, to local food banks providing status updates. Food assistance is a topic many people share an opinion on, and from a broader perspective, is a conversation on the need for food as a whole being an issue in the United States.

Sentiment Analysis



Positive posts (n=23,901) People use community food drives as a way to help with voter registration and promote their candidate of choice; however, there is also conversation around why SNAP assistance is more effective than donating to food banks. Generic tweets (57,552) are about the importance behind donations to local food banks and organizations.

In negative posts (n= 18,173) Stories of sadness and lack of food dominate the conversation. People voice their opinions on the lack of help available through the government and the fact that food banks are relied upon and length of lines, particularly during the pandemic. Food drives around the world are highlighted (like in India or the Philippines), social movements such as #BlackLivesMatter come up, and sadness about the need for assistance is prevalent.

Insights

UNIQUE HASHTAG - #fighthunger is used in 1,803 tweets used to spread awareness on different initiatives users can get involved in to help end hunger. It is more heavily used in the United States with local food banks. 64% of the conversation happened in the U.S., compared to 4% in Canada.

DEMOGRAPHICS - The conversation was 49% female. Females were less likely compared to males to engage in conversation about politics.



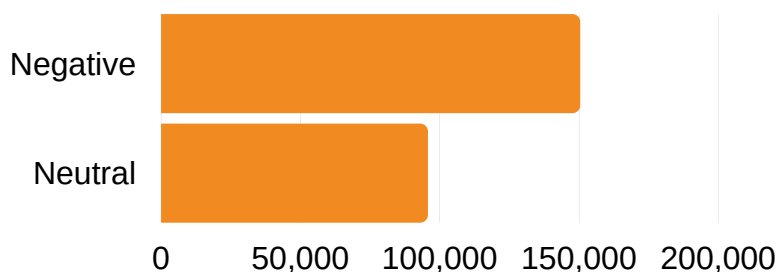
Food Assistance Conversational Themes



COVID-19 | 239,001 Twitter Posts

The topic of COVID-19 has a large focus on politics and a lack of resources available in the United States in the midst of the pandemic. People voice their opinions on the insufficient supply of financial resources allocated specifically to food banks and the dire need some communities face when it comes to managing hunger.

Sentiment Analysis



In negative posts (n=140,351) debate and criticism take center stage in this conversation. 56% of the conversation around COVID-19 is rooted in politics and a lack of resources in the United States. People voice their opinions on the insufficient supply of financial resources allocated specifically to food banks and the dire need some communities face when it comes to managing hunger.

Custom Classifier Insights

TRENDING TOPICS - "Serve Meals" was used in 3,416 posts to express the importance of serving meals to others throughout the pandemic.

UNIQUE HASHTAGS - #fighthunger was used in 1,223 tweets largely associated with sports posts like NASCAR and individual food banks across the country. #bettertogether encouraged people to share resources in the wake of the COVID-19 pandemic in 864 tweets.

SPIKE ANALYSIS

8000
7000
6000
5000
4000
3000
2000
1000

March 12 - Sen. Brian Schatz shared a tweet urging the public to get involved and call their local lawmakers to help pass a bill that would allow for more funding to go towards food assistance programs. The legislation that was in the process of being passed in Congress was the Families First Coronavirus Response Act. **The volume was 28619% higher than usual.**

March 18 - Ivanka Trump shared a tweet in support of the Families First Coronavirus Response Act being passed.

April 21 - The Prime Minister of Pakistan, Imran Khan, shared a tweet comparing the riots and protests that started to occur around the world, and especially in the United States regarding the topic of race, to the ongoing issues that Kashmiris face.

Recommendations

BASED ON CONVERSATIONAL THEMES

The Recommendation

The Strategy

The Why

06 Write it in the stars.

The Strategy

Look for food bank conversations in atypical conversations to point new audiences to volunteer and donation opportunities. Engage with users who are looking for volunteer opportunities **AND** users that are "looking for a sign." Giving back doesn't need to mean just giving money, so tweet with this link: www.feedingamerica.org/find-your-local-foodbank.

The Why

Tweets like the horoscope tweet from Debra Messing reach niche interest groups and point a young audience to local food banks. Things like horoscopes or memes engage your younger audiences without appearing as school.

07 Offer non-partisan engagement.

The Strategy

Look for hashtags like #COVID19; where the organization can join the conversation without an affiliation. If users can find Feeding America when they are exploring a news-worthy hashtag, there is good reason to have links to Feeding America's blog and resource pages. Sharing volunteer stories and positive stories of clients will boost the "hopeful" conversation. Engage with accounts like @USDA to reach across conversations.

The Why

People are passionate about politics, especially in the election year. Feeding America can't (and shouldn't) get involved in political conversation. Accounts like @USDA can provide nonpartisan insights into the conversation because they are involved with both food assistance with SNAP and relate to farmers.

08 Give them something to chew on.

The Strategy

Start a new conversation series that people can track with the hashtag #foodforthought. Couple this hashtag with short tweets about food drives, the experience, and what people can do to help. Avoid relying on links, but include pictures that show "behind-the-scenes" content.

The Why

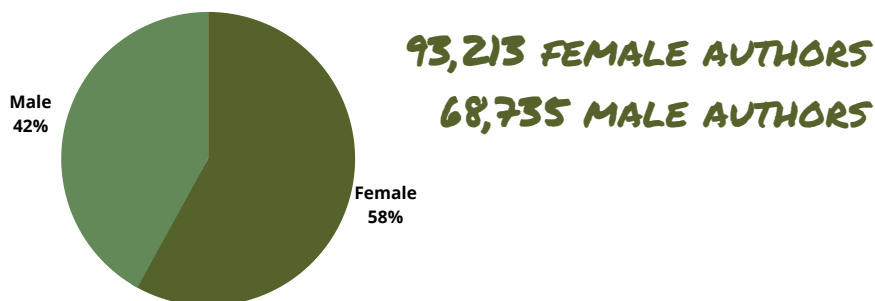
COVID-19 might have stirred the public interest in food assistance, but there is a lack of awareness on what it all means. You want the information to stand out from current themes and to provide a quick lesson. A series of educational tweets with a targeted hashtag could help clear public confusion around these matters and help avoid "food drive today" confusion.

Twitter Conversations by Feeding America's Competition

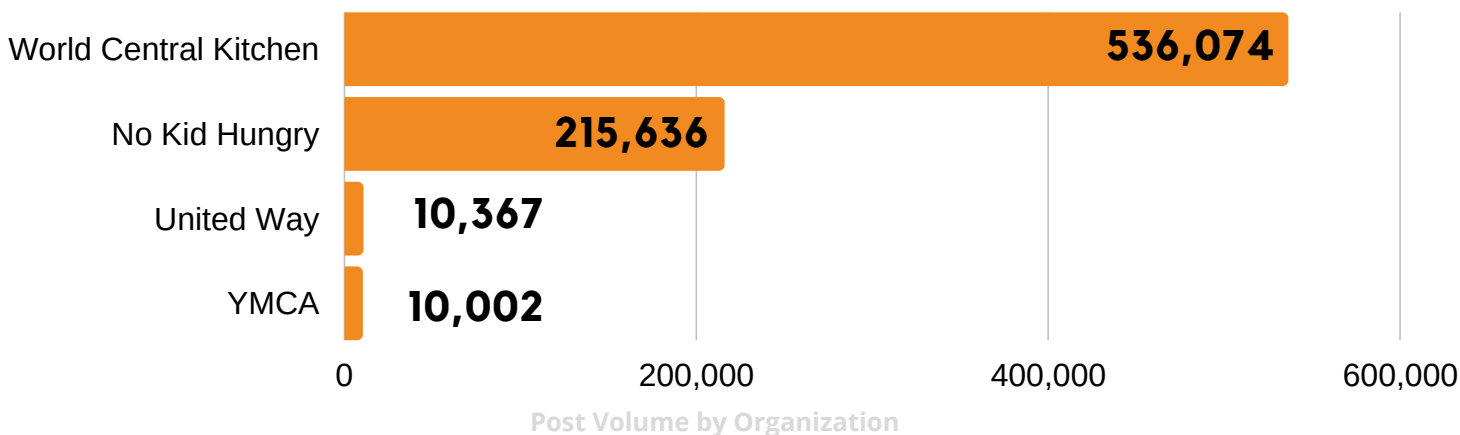
Dataset: January 1 - September 10, 2020

Total Volume of Conversations: 777,129 mentions

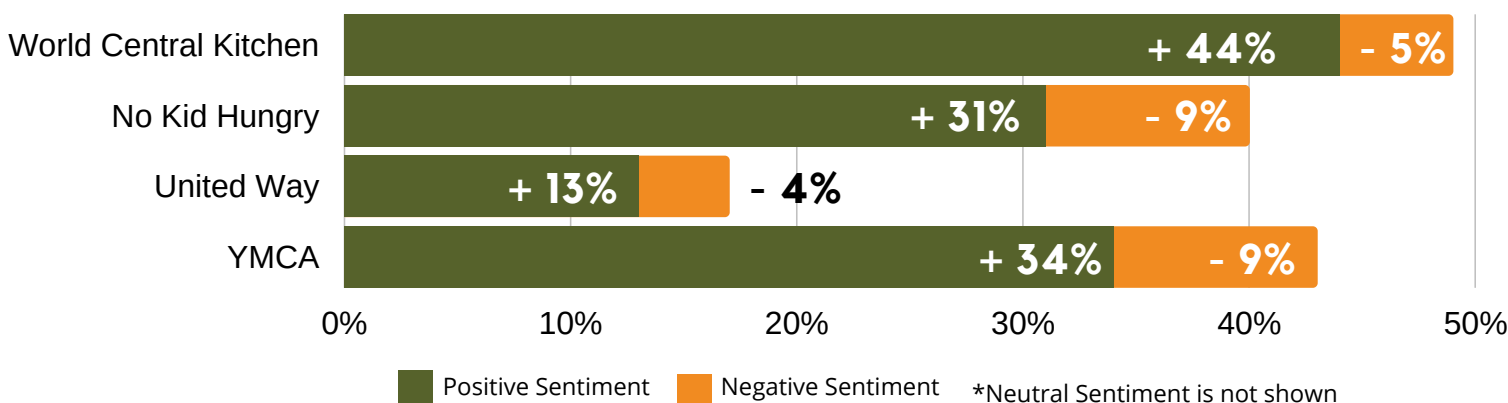
Gender Breakdown:



Post Volume



Sentiment Analysis



Twitter Conversations by Feeding America's Competition

Share of Voice



World Central Kitchen
@WCKitchen
42% of the conversation



The YMCA
@ymca
1% of the conversation



No Kid Hungry
@nokidhungry
17% of the conversation



United Way
@unitedway
1% of the conversation



39% of the conversation

What are people feeling across these conversations?

World Central Kitchen has the highest amount of positive sentiment in the competition dataset with 44% positive posts (n=234,038) and 5% negative posts (26,803). Positive posts about WCK come from the founder Jose Andrews who creates endearing videos with his family about cooking and incorporates things like cooking to the "Hamilton" musical soundtrack. WCK is able to capture joy in the face of hurt because of their founder's unique brand of promotion. Negative conversation is about the tragedy surrounding the events at which World Central Kitchen is volunteering.

Positive posts about YMCA promote community events giving out free food and express excitement around programming benefitting children, rather than highlighting need. News organizations frequently cover local YMCA events and praise the work they're doing for children in their communities, while YMCA also provides nutrition education through a series of cooking videos on their site that generates social media conversation. Local community members are more likely to engage with both positive and negative conversations about YMCA.

No Kid Hungry had 31% positive sentiment (n=67,483) and 9% negative sentiment (n=18,947). The negative sentiment was focused on children starving in the pandemic and was not necessarily bad press about the organization. Positive conversation centered around celebrities raising money for NKH through coronavirus, and they partnered with a video game streaming service to raise money, reaching a younger demographic than Feeding America.

United Way had both the lowest percentage of posts with positive sentiment at 13% (n=1,326) and negative sentiment at 4% (n=376). Positive conversation is community members sharing information about how to find out about local resources through United Way. The community rallies around normalizing receiving assistance, using words like "protecting the most vulnerable" to highlight the good they are doing. Negative conversations are about the fear surrounding the pandemic.

Feeding America Competition Earned Data



SPIKE ANALYSIS

Chef Jose Andres is the founder of World Central Kitchen and has been recognized for his relief efforts during the pandemic. Even in non-pandemic times, it's important to have a spokesperson for your organization who is easily recognizable. Feeding America should ensure a representative higher up in their organization who is comfortable in social spaces is actively engaging in conversations about food relief on social media and promoting Feeding America's mission.



The Bernie Sanders campaign used its communication resources to raise money for multiple charities.



The celebrity campaign to support No Kid Hungry, World Central Kitchen, and Feeding America by Leo Decaprio and Apple Fundraiser.



The cast of 2003's Cheaper by the Dozen film filmed themselves in classic poses from their childhood characters in the vein of a TikTok trend to raise money for No Kid Hungry.



Hillary Clinton asks followers to choose from several credible charities at the beginning of COVID-19, including Feeding America, No Kid Hungry, and World Central Kitchen.



Chef Jose Andres, founder of World Central Kitchen, is not afraid to get involved in voting matters. This could be seen as political, or simply a matter of social justice with the hashtag #ChefsForDemocracy.



20,000
18,000
16,000
14,000
12,000
10,000
8000
6000
4000
2000

January

March

April

May

September

26

Recommendations

BASED ON COMPETITION EARNED DATA

The Recommendation

The Strategy

The Why

09 Reach new audiences by engaging in video trends.

The Strategy

Partner with TikTok influencers and repost videos that resonate most on Twitter and Instagram. Consider coordinating short, funny vlogs that give a behind-the-scenes perspective at a food bank. You can start tomorrow by reposting videos from the TikTok hashtag, #foodbank.

The Why

Feeding America needs to reach nostalgic millennials and younger generations who interact with video trends by examining popular TikTok challenges and creating videos that incorporate those while strategically educating about food insecurity. The cast of Cheaper by the Dozen created a spike of over 10,000 posts with just one video.

10 Produce content with casual transparency.

The Strategy

Draw from the success of the Jose Andrews World Central Kitchen and the subsequent positive sentiment response. Feeding America should incorporate short, upbeat videos taken by volunteers or employees at food banks to show personality and passion behind the doors of Feeding America. Start tomorrow by emailing network food banks to encourage holiday videos.

The Why

Feeding America is excellent at producing polished content with videos or photos specifically identifying those in need, but they seldom share videos that show the personality of the organization.

11 Create messaging to normalize receiving assistance.

The Strategy

Create a concise way to spread the message to citizens of where they can turn to find help, such as a campaign and hashtag to references the popular Apple app "Find My". #Findmyfoodbank could be a way to spread awareness of local food banks by encouraging people to Tweet something like, "I live in 30601. Help me #findmyfoodbank!"

The Why

Organizations such as United Way and YMCA effectively spread information about normalizing the receipt of help in their own communities. Citizens and news sources highlight giveaways of food and offer ways to get in touch with local relief services.