

HABITAT FOR HUMANITY FINAL REPORT

ADPR 5750: Social Media Analytics

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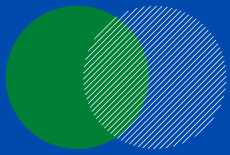
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Executive Summary



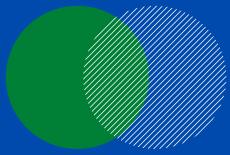
About Habitat for Humanity



Habitat for Humanity is a non-profit housing organization that functions globally, working in 70 countries. This organization works in local communities in all 50 states across America. Habitat's mission is to have a world where everyone has a decent place to live. They work towards this goal by building strength in the communities they are involved in. For families in need of a decent home, they have volunteers to help build the home as well as the family receiving the home.

Statement of Business Problems

- There are not enough mentions of Habitat when talking about housing insecurity in the country.
- Habitat for Humanity does not leave enough room for discussion and engagement with their audience because they keep the majority of their content light-hearted. They also do not have enough engagement compared to their main competitor, United Way.
- There is not engagement with the audience on social media platforms. Habitat should also attempt to gain more minority and smaller groups' support over large social media platforms.



Data Overview

Owned Data

Date Range:

- January 1, 2020 -
October 1-2020

Posts

300 Tweets Analyzed

Platform Analyzed:

Twitter

Followers

1 million

Earned Data

Date Range:

- January 1, 2020 -
October 1-2020

Platforms Analyzed: -

Twitter, Blogs and
Forums

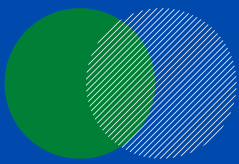
Posts

90,169 from 3 platforms

**Brandwatch was used to analyze both
Earned and Owned Data.**



Brandwatch



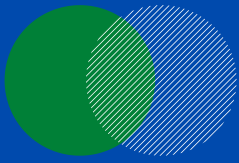
Data Overview

What we analyzed...

- Which types of tweets reported the **highest engagement** by dividing Habitat for Humanity's tweets into multiple **categories** such as image type, media type, tweet theme, hashtags, mentions, and link type.
- How audience engagement is expected to change when **celebrity endorsed** content or mentions are included in a post.
- Various **competition** organization accounts and analyzed their tweets with **highest engagement** so Habitat can use the strategies that are successful and **boost** their engagement overall.
- Which **types of media**, themes, or sentiments are **most effective** in grabbing audience attention and increasing engagement.
- Specific **conversation** examples on social media revolving around topics relating to Habitat such as, housing insecurity, LGBTQ+ community, homelessness, COVID-19, volunteering, and more.

KPIs

- We analyzed **engagement by** retweets, shares, and mentions
- We analyzed what **types of media** were the most effective by their engagement with the audience.
- We analyzed **common themes** discussed among different social media platforms



Executive Summary

Goals

Our main goal is to deliver valuable insights and recommendations for Habitat for Humanity, so they can grow their following, increase conversation across social media platforms, and engage better overall with their audience. We researched Habitat for Humanity, the topics associated with the organization, and their competitors. It was important to explore the themes that led to the most engagement and their strongest competitors in order to give them tailored recommendations.

We will accomplish this by...

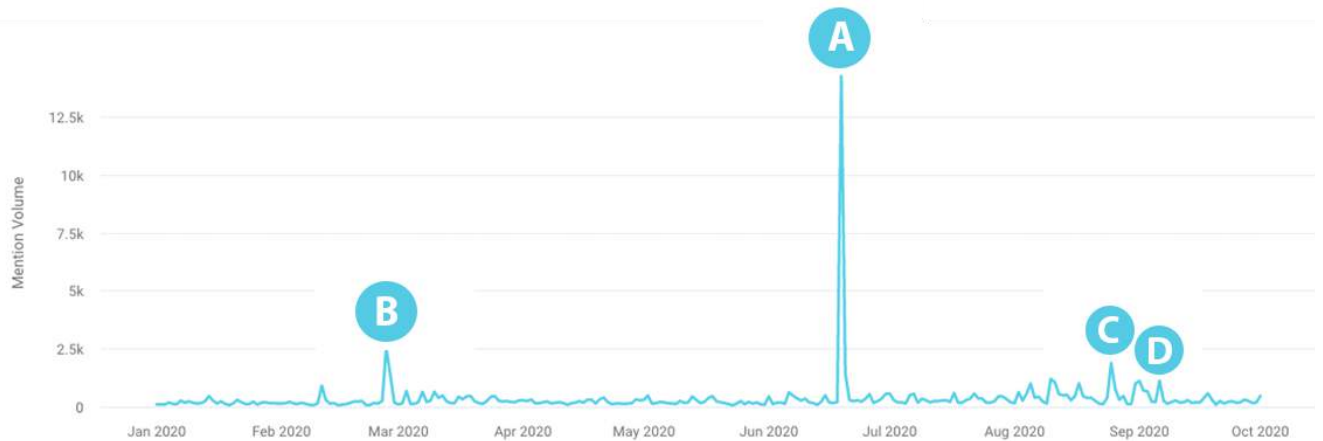
- Analyzing Habitat For Humanity's owned data by doing extensive research on the topics that gained the most engagement from followers.
- Discovering potentially trending topics that the audience cares about with the use of boolean queries and theme searches.
- Analyzing the organization's competition in order to understand why certain organizations have more engagement altogether across social media platforms.

Challenges

Our biggest challenges came when we sifted through the data sets extensively and attempted to find the most accurate key insights that could benefit Habitat for Humanity overall.

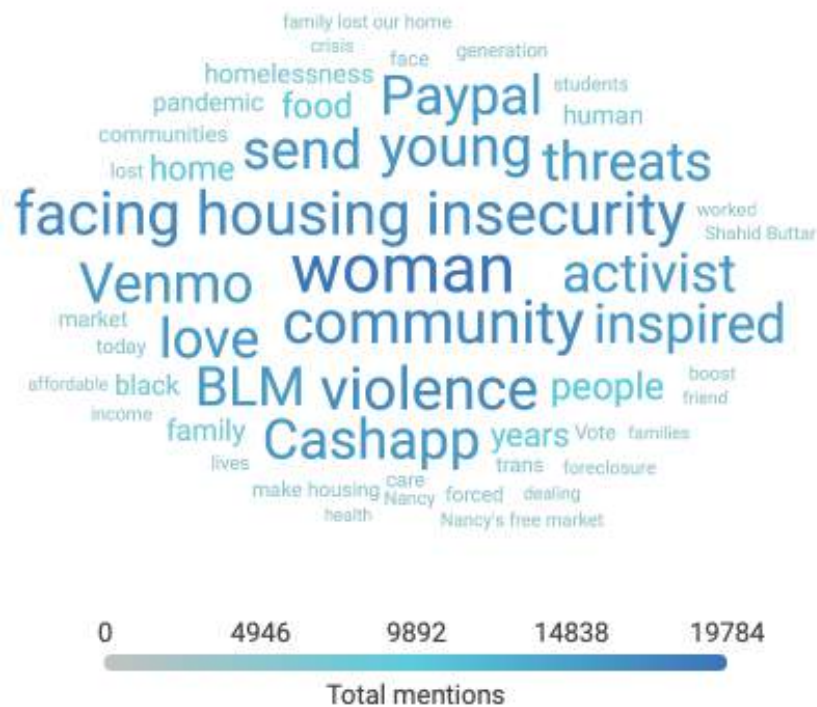


Key Insights



Spike A was specifically due to a tweet by Bernie Sanders that sparked multiple retweets.

Habitat for Humanity's tweet engagement is boosted significantly when a public figure or celebrity is mentioned in the tweet.



One of the largest themes that received engagement on Twitter was housing insecurity and included political issues concerning the BLM and LGBTQ+ communities.

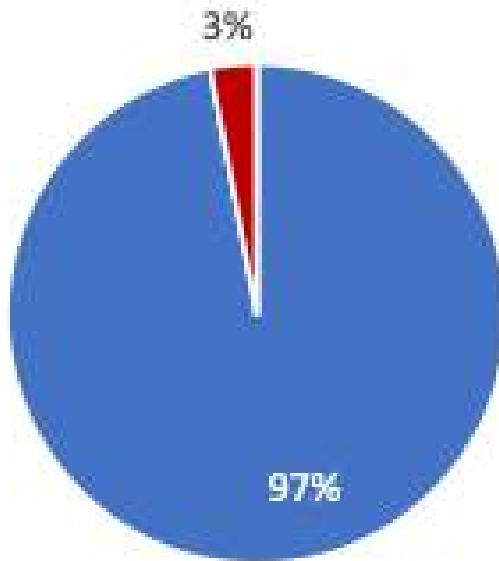
The word cloud above is a great representation of Habitat's top themes.



Key Insights

SHARE OF VOICE

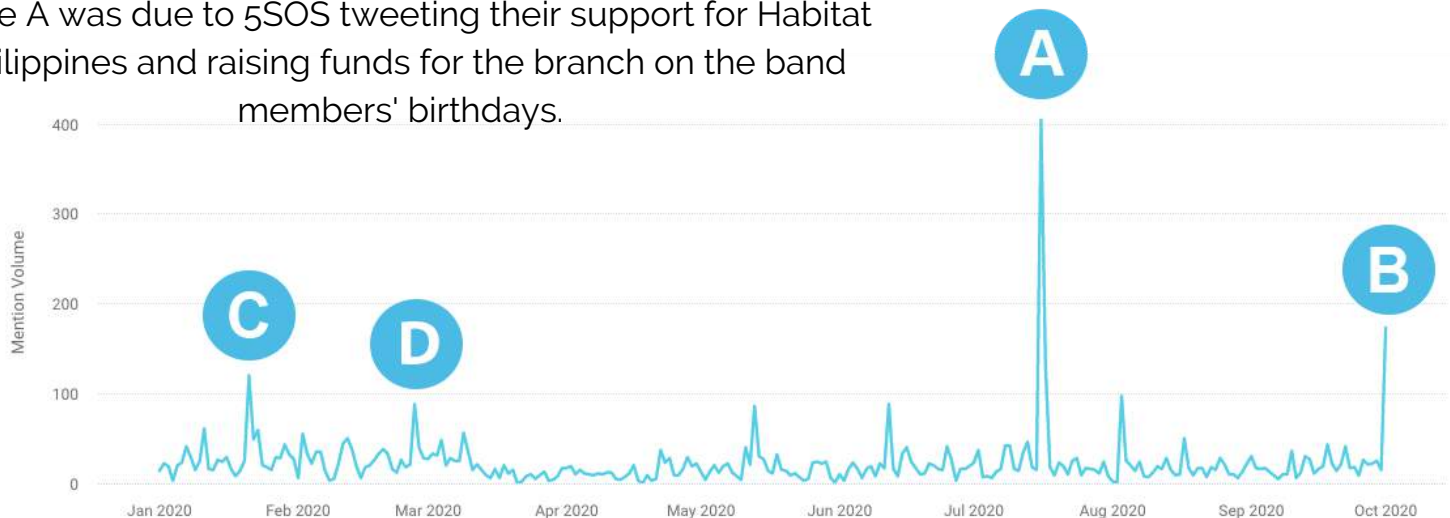
- United Way
- Cross Cultural
- Story Corps



Based on the Share of Voice chart used in the competition data set, United Way leads the conversation with 97% of competition mentions.

The largest spike in the spike analysis for the organization data set was due to a famous pop rock band, 5SOS, raising funds for Habitat Philippines and the families they help.

Spike A was due to 5SOS tweeting their support for Habitat Philippines and raising funds for the branch on the band members' birthdays.





Key Recommendations

Increase amount of posts discussing political issues concerning BLM and LGBTQ+ rights in relation to housing insecurity.

Create content with celebrities to increase engagement with audience.

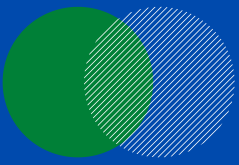
Focus on neutral sentiment for posts to gain potential followers.



Key Insights by Data Set



Owned Data



Owned Data

Description of Data

300 Tweets analyzed

Tweets posted from
January 1, 2020
- October 2020.

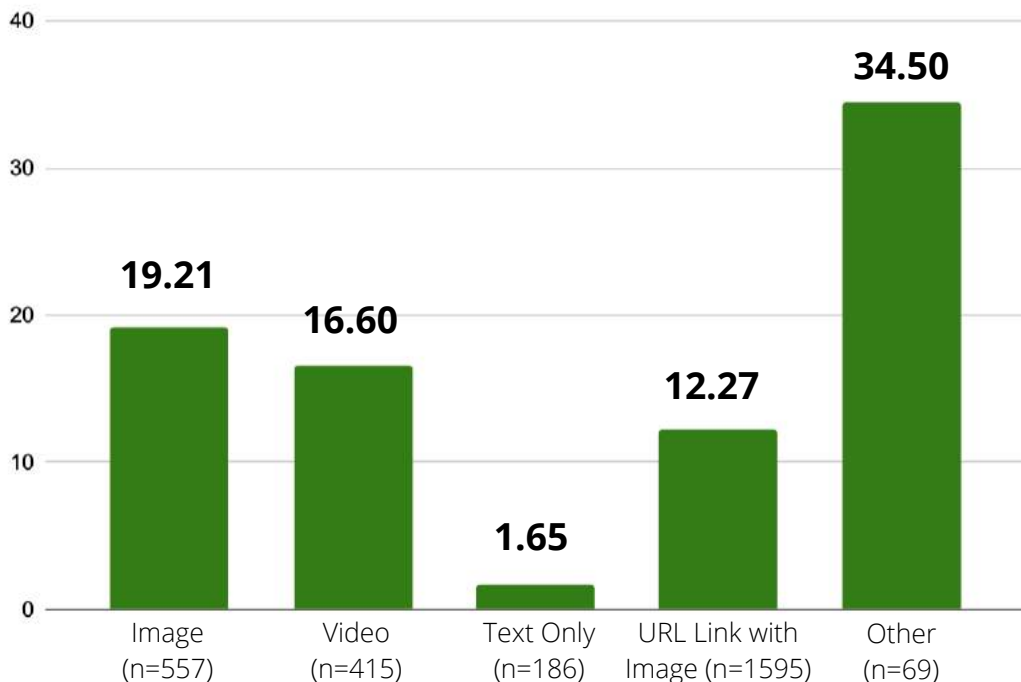
Demographic information
is not available on
Brandwatch.



Owned Data

Actionable Insights

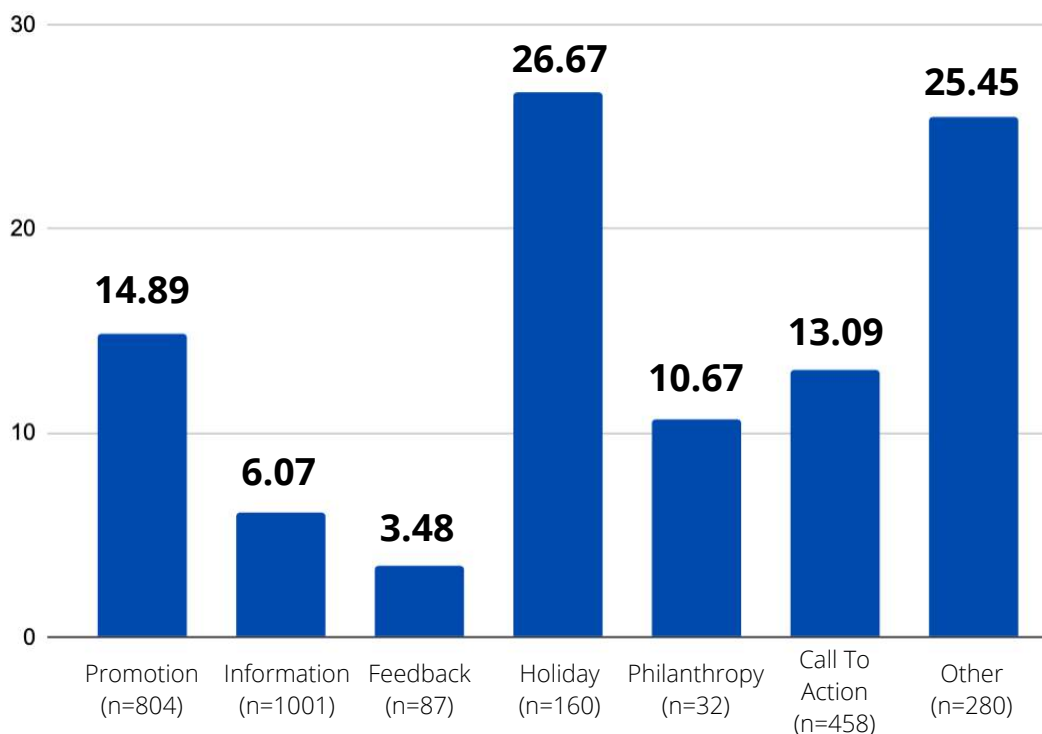
Average Engagement by Media Type



Posts with text only receive the least amount of average engagement.

Posts with a holiday theme receive the most average engagement while posts with feedback and information receive the least amount of engagement.

Average Engagement by Tweet Theme

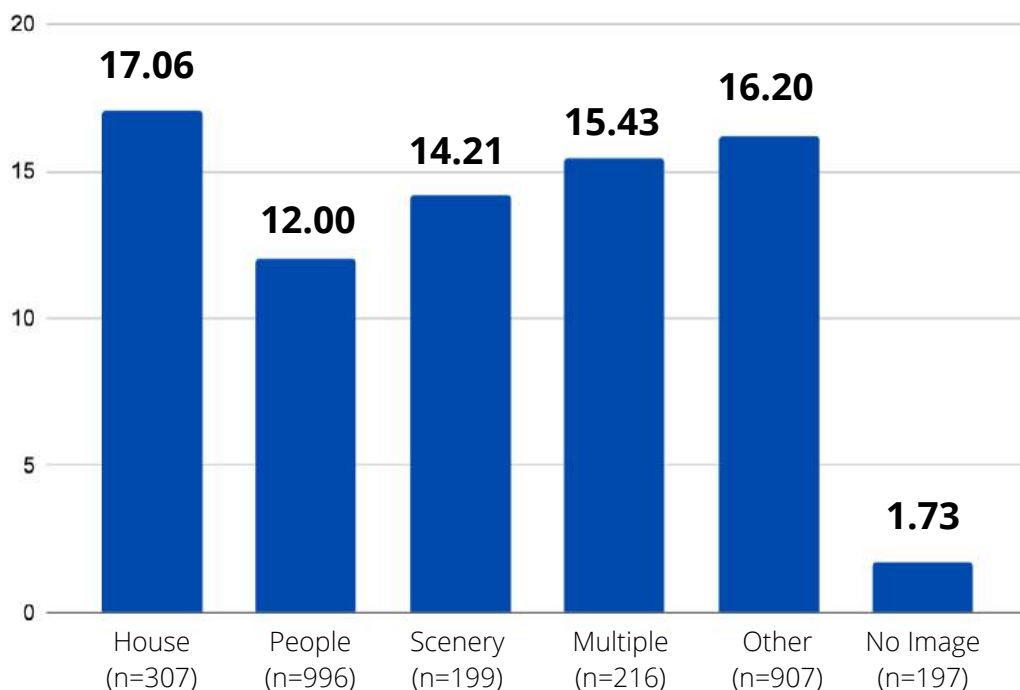




Owned Data

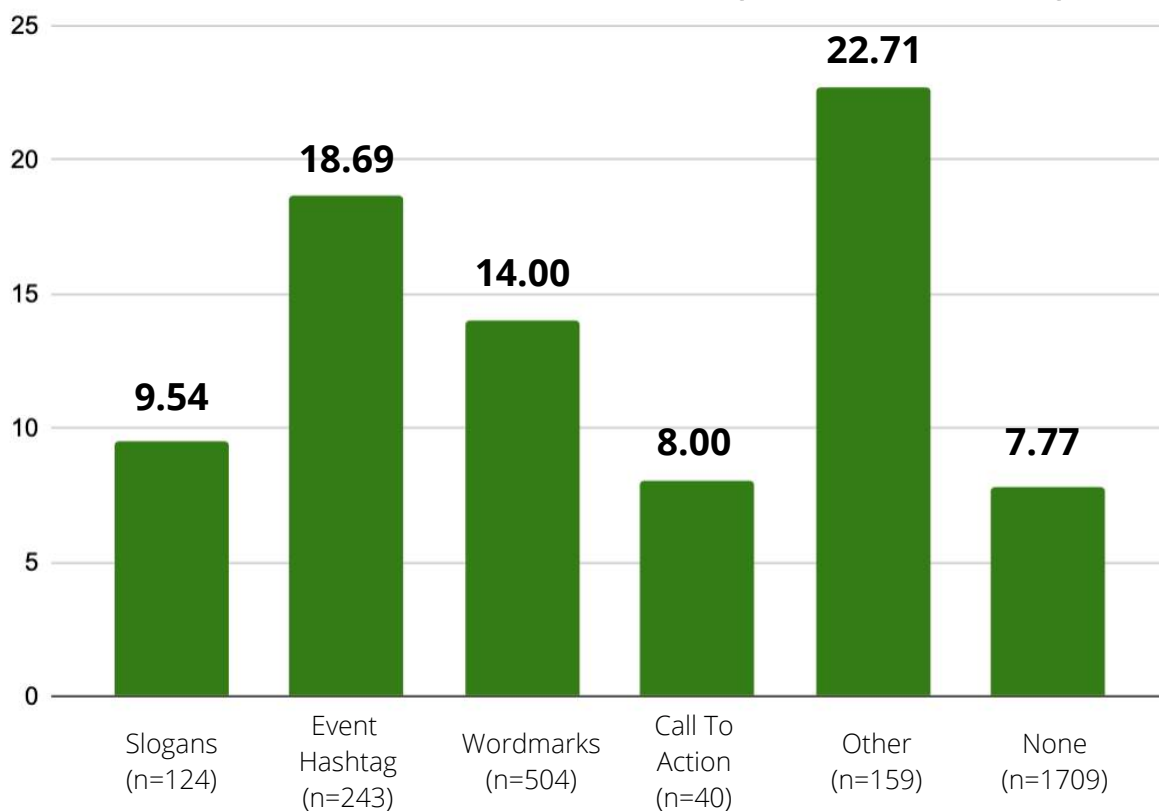
Actionable Insights

Average Engagement by Image Type



Posts with no images received a significant decrease in average engagement compared to posts with images.

Average Engagement by Hashtag Type



Event hashtags generated the most average engagement



Earned Data



Habitat for Humanity Cross Platform Conversation



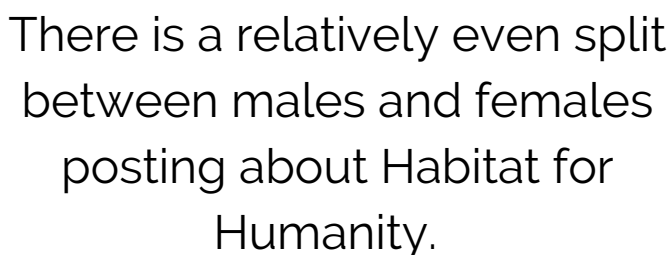
Total mentions with filter: 6196

- ## Forums 5%



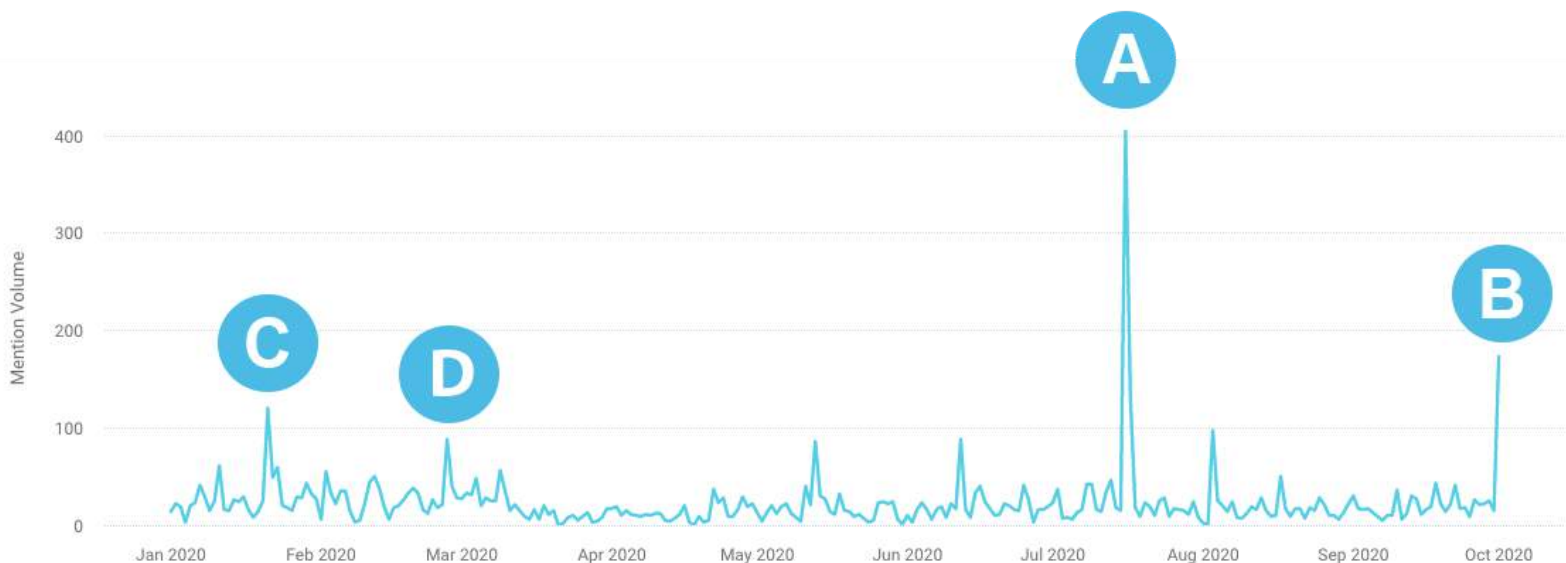
Gender

Male 48%





Twitter Spikes in Engagement



A) July 16-17, 2020 The main spike of conversation was due to a tweet about celebrating band members of 5SOS in the Philippines. These band members celebrated their birthdays by raising funds for Habitat Philippines and the families they serve. The tweet thanked the band members from 5SOS Philippines and emphasized how it will help families affected by Covid-19.

B) October 01, 2020 A tweet by Habitat was celebrating President Carter's birthday. Habitat thanked Mr. and Mrs. Carter for continuing their support of Habitat for Humanity and how they have helped families build homes for over 35 years. This tweet got 108 retweets and 152 mentions using the hashtag #habitatforhumanity.

C) January 21, 2020 This spike in conversation was due to a tweet from Habitat for Humanity celebrating national hugging day. The tweet discussed what people think of when they think about Habitat for Humanity and that visitors, volunteers, and Habitat homeowners do a lot of hugging when building. This tweet had 13 retweets and 14 mentions using the hashtag #nationalhuggingday.

D) February 27, 2020 This spike was partially caused by a tweet from Habitat for Humanity using #volunteering and asking for volunteers to help with upcoming events. This tweet resulted in 30 mentions using #volunteer after. Another tweet that caused this spike in conversation is a tweet from Habitat for Humanity talking about a child living in a house the built for his family. This tweet generated 15 retweets and 19 mentions.



Twitter Metrics

Top Hashtags

1. #habitatforhumanity
2. #habitat
3. #volunteer
4. #5sosgivestohabitat
5. #costofhome

- 5SOS (5 Seconds of Summer) is an Australian pop rock band with over 12.6 million Twitter followers. Ashton and Luke are both members of the band. In July 2020, a Twitter spike was due to 5SOS and their sponsorship with Habitat for Humanity Philippines. This shows that celebrities do help spike engagement and are necessary to target when creating content.

- These hashtags are so popular because they are wordmarks relevant to the organization and bring habitat for humanity to attention.
- 5SOS is a famous boy band, so their name included in a habitat for humanity hashtag brings the attention to millions of their fans. This shows the effect that celebrities can have and how they can increase engagement
- Volunteers are very important to the organization so they can get help building houses and gain more donations

Top Influencers

1. @5sosofficial
2. @ashton5sos
3. @luke5sos
4. @defenders
5. @echocarefdn



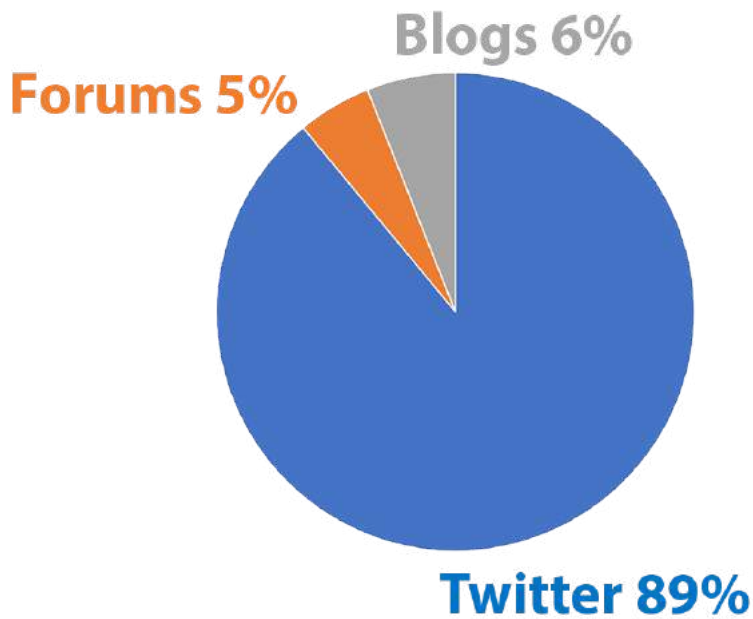
The Housing Insecurity Cross Platform Conversation



Timeline:

01 January 2020 - 01 October 2020

Total mentions with filter: 94k



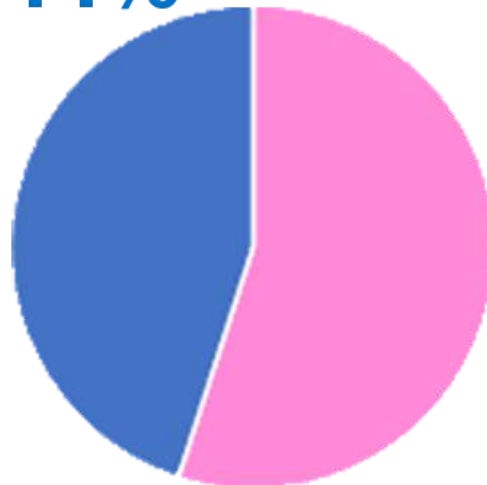
Twitter had 83,358 mentions, Blogs had 3,657 mentions, and Forums had 3,154 mentions

Topic Wheel



Gender

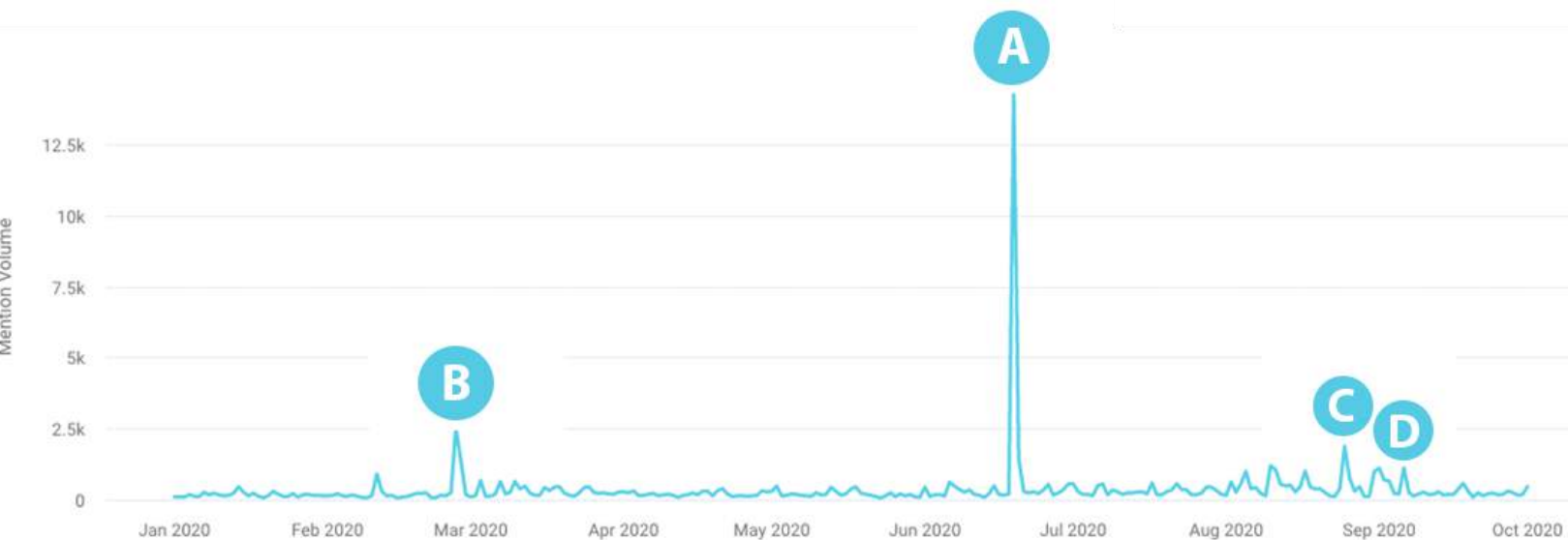
Male 44%



Female 56%



Twitter Spikes in Engagement



A) June 19-20, 2020 The main spike of conversation was the result of a tweet about a women facing housing insecurity who was raped. This tweet got over 20,000 retweets and had the purpose of raising funds. The tweet discussed that the women needing funds was a rape survivor and BLM supporter.

B) February 27-28, 2020 A tweet by Bernie Sanders sparked multiple retweets. In this tweet, Sanders called for affordable housing instead of "more gentrifying luxury apartments for the few." He also stated that he supports the residents of East Boston who are facing displacement. Another tweet that caused this spike in conversation was Sahid Buttar discussing his personal journey with housing insecurity and urging people to vote for him.

C) August 25-26, 2020 This spike in conversation included multiple political tweets discussing housing insecurity. A tweet from Nancy Pelosi against President Trump stated that he presents obstacles for those facing unemployment and housing insecurity. Ted Wheeler tweeted pushing the Oregon Cares Fund stating that it can help black business owners facing housing insecurity. #covid19 was a main hashtags used during this spike in conversation, showing that housing insecurity is directly related to public health disasters.

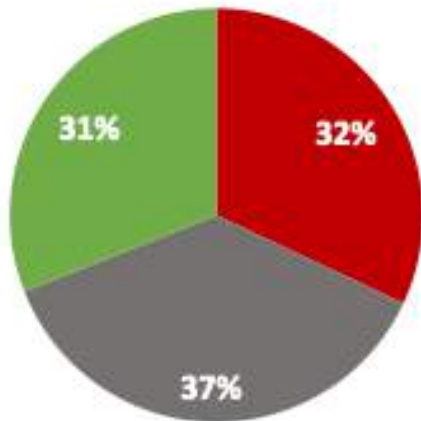
D) September 06, 2020 The main conversation in this spike was from a tweet talking about how the Trump Administration believes there should be more stimulus support, but they refuse to extend emergency unemployment benefits which will result in evictions. Another tweet that helped this spike was a reply to a pro fire arms meme. The reply talked about how the author has faced housing insecurity, unemployment, and how the pandemic has effected their life. They referenced the meme they were replying to by saying they do not care about someone's right to bare arms, they feel like the pandemic is more of important issue than baring arms.



Twitter Data Analysis

Topic: Housing Insecurity

■ Negative ■ Neutral ■ Positive



The overall sentiment of tweets posted about this topic is relatively even between negative, positive and neutral. The negative sentiment tweets relate to the effects of housing insecurity, including the effect that COVID-19 has had.

Negative sentiment tweets are due to the negative nature of the topic of housing. For example, discussions about eviction facing housing insecurity are bound to be talked about through a negative rather than positive lens. A majority of the positive tweets include companies or other users raising money and awareness about the issue of housing insecurity.

Positive types of conversations provide hope for those facing these issues. The most common negative emotion was disgust while the most common positive emotion was joy.

55% percent of tweets filtered out were by women, 45% of tweets filtered out were made by men. Women were more likely to discuss topics such as facing housing insecurity and queer issues in relationship to this, while men were more likely to talk about less specific issues.



55%
8607
authors



45%
6913
authors

Housing Inequality

The largest theme discussed in this topic was about facing housing inequality. Topics discussed included political issues such as the election, BLM and LGBTQ+ citizens. Many tweets were about how specific members of the LGBTQ+ community were facing housing insecurity and housing inequality because they were recently kicked out. There were 695 mentions, 395 of these mentions contained an emotion of fear and 188 mentions contains an emotion of joy.

Displacement

The Housing Stability and Displacement Act along with other programs that cities provide for housing assistance to prevent displacement were a main topic of discussion. With approximately 360 mentions about this theme, fear was the main emotion showed through these posts. A lot of tweets with this theme also blamed market rate development and gentrification for displacement.

Helping

There were 299 mentions of people discussing helping. Tweets with this theme helped raise awareness of housing insecurity and help funds to combat this problem. They also raised awareness for volunteering and donations. These things help Habitat keep giving to families in need. A lot of tweets with this theme included people discussing evictions, housing insecurity, and financial relief.



Twitter Metrics

Top Hashtags

1. #covid19
2. #cancelrent
3. #homelessness
4. #housing
5. #coronavirusevictions

- Cancel rent is a slogan and tenant rights movement in the U.S, that advocates for the cancellation of rental and mortgage payments during the coronavirus pandemic.
- Renters organized a national day of action calling on leaders to cancel rent, taking both to the streets and to social media using the hashtag #CancelRent to draw attention to the crises that people around the country are facing.
- #Covid19 and #cancelrent were trending on Twitter very frequently in 2020 due to the pandemic and the panic involved.
- Homelessness and housing are also widely used hashtags because so many people in the US are dealing with searching for a home or are in deep need of a home currently.

- Bernie Sanders, as a political leader, has most activity as an influencer and celebrity. He has made known his stance on housing: "In the richest country of the world, every American must have a safe, decent, accessible, and affordable home as a fundamental right." He contributes to the housing insecurity conversation and shows that political content and celebrities spark discussion.
- Other top influencers include news sources. This shows that news sources are large contributors to the housing insecurity conversation and it is necessary to include them in content.

Top Influencers

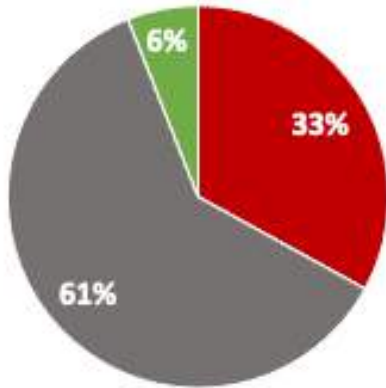
1. @BernieSanders
2. @Nytimes
3. @TheEconomist
4. @ABC
5. @Ilhan



Blog Data Analysis

Topic: Housing Insecurity

■ Negative ■ Neutral ■ Positive



The overall sentiment of tweets posted about this topic are neutral, with only 6% with a positive sentiment. Blogs that have a positive sentiment towards this topic often mention how to help solve this problem. Blogs that have a negative sentiment towards this topic discuss the negative aspects of the topic and how people are affected. The discussion of housing insecurity and displacement is naturally going to have a negative sentiment unless paired with hope of change.

55% percent of posts filtered out were by women, 45% of posts filtered out were made by men. Women were more likely to discuss political topics than men. This gender ratio is the same as those on Twitter, showing that this ratio between men and women discussing this topic is common, with women more likely to discuss this topic.



55%
8437 authors



45%
6844 authors

Financial Relief

Many blog posts talked about how you can help people and give them financial relief by donating. Some talked about how government officials are providing housing for people affected due to Covid-19, but will not give financial relief. This theme was closely related to Covid-19 because many people lost a lot of money from the pandemic, and need financial relief to help bring them back to their feet.

Stability

Blog posts talked about stability in relation to families housing and financial situations. For example, A blog post on oilcity.news talks about giving Wyoming families and businesses stability y providing financial relief. Other posts talked about displacement over time and how this will affect the stability of a state or city.

Covid-19

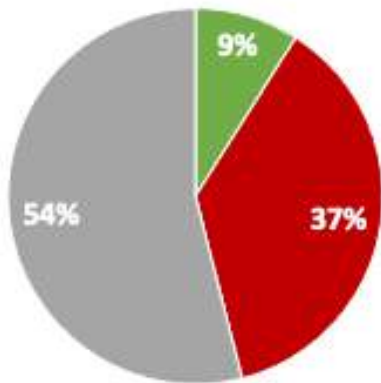
Covid-19 was heavily associated with housing insecurity. A lot of these blog posts talked about how this pandemic has increased housing insecurity significantly, because many people lost their jobs and could not afford their homes anymore. Other blog posts with this them were about charities, and how these organizations help people affected by Covid-19.



Forum Data Analysis

Topic: Housing Insecurity

■ Positive ■ Negative ■ Neutral



The largest sentiment off forum posts are neutral. Posts with positive sentiment only cover 9% of posts while posts with negative sentiment cover 37%. Posts that contained negative sentiments often discussed topics such as negative effects displacement and gentrification as well as housing insecurity related to political platforms. COVID-19, specifically the reform bill, is an example of a theme discussed that had negative sentiment in regards to this topic.

55% percent of posts filtered out were by women, 45% of posts filtered out were made by men. This ratio between men and women is the same as on Twitter and blogs. This same ratio shows women post more than men regarding this topic.



55%
7404 authors



45%
6041 authors

Displacement

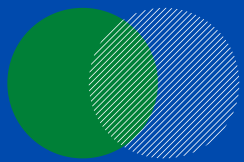
Many of the forums with the topic housing insecurity also talked a lot about displacement. They described how, due to Covid-19 many minorities are living in crowded and unhealthy living conditions. Many of them are facing housing insecurity and displacement because of Covid-19, wealth and education gaps. The rates of homelessness and displacement has gone up due to the pandemic.

Food Insecurity

This theme is strongly related to housing insecurity, according to the forums. Many people who are facing housing insecurity are also facing food insecurity due to their lack of income. There were also some forums that talked how school systems is the front line for dealing with food insecurity and other major issues.

Homelessness

Homelessness is another theme that relates to housing insecurity. Many forums dealing with this theme also talked about how housing insecurity is turning into chronic homelessness, which is a major problem.. This homeslessness can lead to kids dropping out of school, long-term unemployment, and crime.



Habitat for Humanity Competition Cross Platform Conversation



Timeline:

01 January 2020 - 01 October 2020

■ United Way
■ Cross Cultural
■ Story Corps

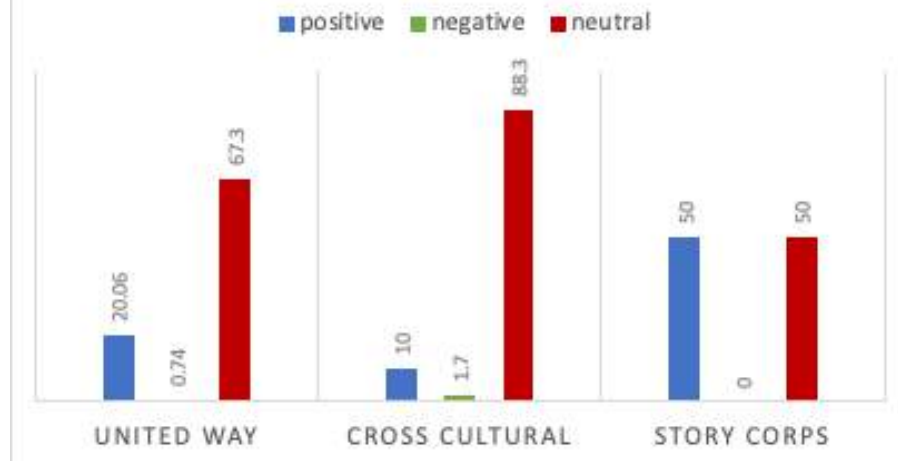


Share of Voice

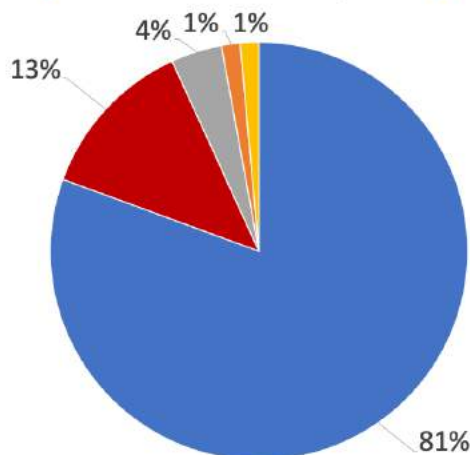
United Way has the largest share of voice in competitors of Habitat for Humanity, contributing to 97% of the competition conversation. StoryCorps contribution to the conversation was not significant enough to show on the pie chart, with only .03%. United Way's overwhelming contribution shows how important it is to target this organization's audience to become a potential audience for Habitat for Humanity.

The majority of sentiment shown in these organizations' tweets is primarily neutral. Cross Cultural Solutions has the largest amount of neutral tweets at 88%, followed by a significant amount from United Way at 67%. Positive sentiment is the next largest. Story Corps has the largest amount of tweets using a positive sentiment for 50% of their tweets and United Way follows behind with just 20%. All three organizations barely show on the graph for their negative sentiment tweets, with only 1% from Cross Cultural Solutions.

SENTIMENT ANALYSIS



■ United States ■ Canada ■ United Kingdom ■ India ■ Philippines

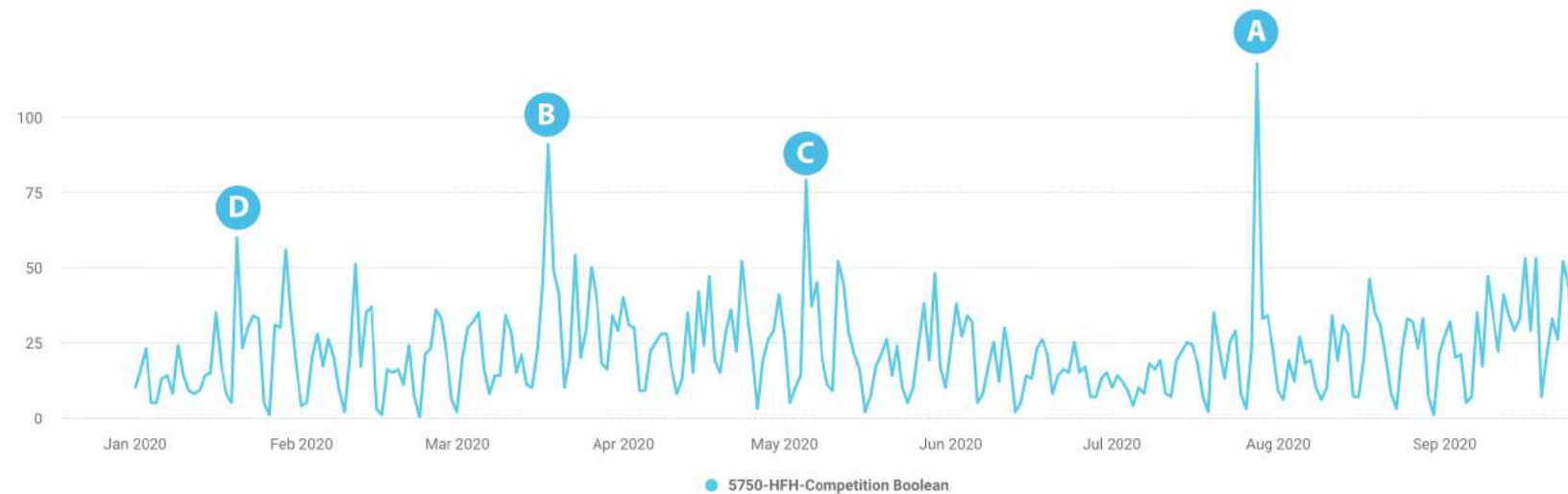


Geography Comparison

The United States is the leading country, with 81% mentions of competition data. The competition organizations headquarters are all based in the US, so most of their events and followers are based here. Most of the conversations based out of the US relate to events these organizations are having. Canada follows the US with 13% of mentions of competition data. Some of the competition has branches in Canada, and has events and followers in this region.



Twitter Spikes in Engagement



A) July 28, 2020 The main spike of conversation was the result of a tweet from Truist News announcing that they will start to work with United Way. Another tweet that caused the spike was another tweet from Truist News, showing a quote from their CMO about her support of United Way. Both tweets used the hashtag #LiveUnited and #TruistCares which both got over 100 mentions each from these tweets.

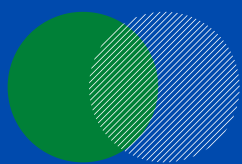
B) March 18, 2020 A tweet by a United Way support talked about how United Way can help with paying bills and Covid-19 relief. The author of this tweet provided United Way's hotline phone number, and said to call if anyone needs immediate help. This tweet got 27 retweets and over 50 mentions. Another tweet that contributed to this spike was a tweet from United Way talking about how they are responding to Covid-19. This tweet provided a link to a blog post.

C) May 5, 2020 This spike in conversation was from a tweet by United Way talking about Giving Tuesday. They thanked essential workers who are helping battle Covid-19 and they provided a short video to thank these essential workers. At the end of the tweet they ask their followers and viewers to offer a hand and help them on Giving Tuesday. They also provided a link to their website. They used the hashtags #GivingTuesday and #LiveUnited.

D) January 20, 2020 The main conversation in this spike was tweets talking about MLK day in relation to United Way. A lot of the posts were from United Way supporters and followers thanking the organization in relation to MLK day. Other tweets were only about MLK day and how these authors were giving back during this day.



Recommendations



Owned Data

Recommendations

Habitat for Humanity needs to increase engagement in order to compete.

- Based on our data from the Average Engagement by Hashtag Type, we recommend using more event hashtags to draw more engagement to important tweets and tweets regarding upcoming events.



Tweets like this with specific event hashtags will increase engagement.

- From our data we gathered regarding the Average Engagement by Image Type, we have concluded that including photos with tweets increases engagement. Tweets like this that included an image of a Habitat home or included people gained significantly more engagement than those that did not.



- Based on data from the Average Engagement by URL Type, we recommend that tweets include an affiliated organization's URL in order to gain more follower interest. Followers were more likely to click on a link if it was a different organization's. We recommend including tweets with links to news sources and including links that contribute to the conversation of housing insecurity. This will allow the audience to engage with content more than with lighthearted content.



Recommendations

Habitat for Humanity Cross Platform Conversation

2 out of 3 spikes in conversation were due to interactions with celebrities

- We recommend that Habitat for Humanity creates more content aimed to engage with celebrities. This will create engagement with the public and spark conversation.
- Continuing to create content featuring celebrities will increase engagement. Including political figures that are well known will also increase engagement and help in contributing towards conversations about housing security and minorities.



95% of organization posts were on Twitter

- Since the majority of engagement that audience has with the organization is done through Twitter, we recommend that Habitat for Humanity continues to focus on content on Twitter. While posts on other platforms such as blogs and forums can have positive engagement, engagement on Twitter is the most impactful. We suggest continual posting on twitter, engage with their audience through popular topics such as politics.
- By continuing to post on Twitter and following our other recommendations, engagement with the audience will increase. Posts should be made daily, if not multiple times a day.



Recommendations

The Housing Insecurity Cross Platform Conversation

The largest theme that received engagement on Twitter was housing insecurity and included political issues concerning the BLM and LGBTQ+ communities.

- Targeting these large respective communities and gaining their engagement on Twitter is a great way to spread the word about Habitat to new viewers. We recommend using more hashtags representing LGBTQ+ and using mentions relating to them while tweeting links to political conversation that discusses these communities. For example, linking a news article from The New York Times reporting about the discrimination that LGBTQ+ faces in relation to housing will spark conversation within this community and show that Habitat for Humanity cares about their community and fighting against discrimination.

54% of the topic data tweets have a neutral sentiment.

- Followed by, a slightly lower percentage of negative tweets at 37%. The amount of positive tweets is the lowest by far, with only 9%. We recommend tweeting with a neutral tone to keep interest because positive tweets did not boost engagement significantly enough. While the tweets should have a neutral sentiment, they should still contain content that sparks conversation, such as a link to an article that discusses why housing insecurity is an issue.

55% of content on the blog platforms was by women, with 45% by men.

- This ratio between men and women was the same for Twitter. Therefore, we recommend that Habitat for Humanity targets women more through tweets. As stated above, women are more likely to post about topics such as queer issues and housing insecurity issues. By posting more about these subjects, women are more likely to engage with Habitat for Humanity's content. Tweeting more about queer issues and political issues related to housing insecurity will also boost overall engagement.



Recommendations

Habitat for Humanity Competition Cross Platform Conversation

United Way contributes to 97% of the conversation for competitors.

- Targeting United Way's audience as a potential audience for Habitat for Humanity will be beneficial for the organization. Since both organizations are based in the United States and both organization's audiences commonly talk about politics, Habitat should discuss United States politics more on all platforms.



Habitat for Humanity's competitions' audiences had less than 2% of their posts contain negative sentiment.

- We recommend that Habitat for Humanity does not retweet or post tweets containing negative sentiment. Posting negative sentiment may deter potential audiences from engaging in content. By posting more neutral content as well as content that contains political context will help gain more potential followers.

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SOCIAL MEDIA ENGAGEMENT & EVALUATION

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