

# SIERRA CLUB

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sierraclub.org  
@SierraClub

seesuite.uga.edu  
@SeeSuiteUga



**SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

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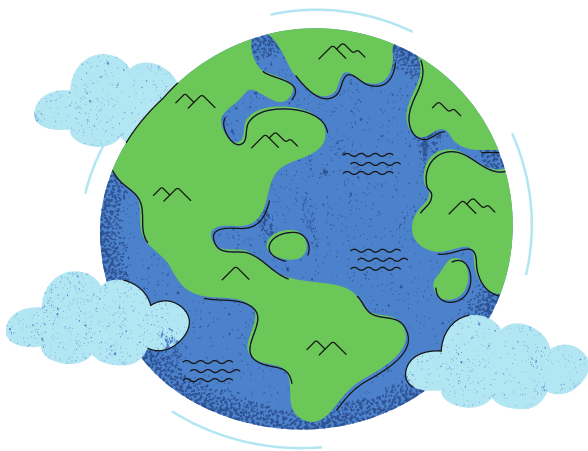
RECOMMENDATIONS



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# ORGANIZATION OVERVIEW

Founded on May 28, 1892 by John Muir, The Sierra Club is a nonprofit organization that promotes environmental conservation. The Sierra Club is comprised of volunteers, advocates and activists around the United States and Puerto Rico who fight to influence public policy decisions affecting natural resources.



**"THE SIERRA CLUB IS THE MOST ENDURING AND INFLUENTIAL GRASSROOTS ENVIRONMENTAL ORGANIZATION IN THE UNITED STATES. WE AMPLIFY THE POWER OF OUR 3.8 MILLION MEMBERS AND SUPPORTERS TO DEFEND EVERYONE'S RIGHT TO A HEALTHY WORLD. "**

*SierraClub.org*

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# EXECUTIVE SUMMARY



## STATEMENT OF BUSINESS PROBLEM

The Sierra Club has a very large following with over 300,000 followers on each social media platform. The problem is they are not generating much engagement from their posts. We aim to address this problem by looking at a few key questions:

- Which content type receives the most engagement?
- How do people feel about Sierra Club? Sentiment? Emotions?
- What topics receive the most audience feedback?
- What individuals or organizations are currently interacting the most with Sierra Club?



## KPI'S (KEY PERFORMANCE INDICATORS)

Throughout this assignment, we worked with and discovered multiple KPI's that were used to measure Sierra Club's success and goals, including:

- Hashtags used for campaigns
- Top Countries
- Volume of posts from multiple sources
- Top User Interests
- Number of Retweets



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# KEY INSIGHTS



Twitter accounted for 141,000 posts of the total volume for organizational earned data. Most of these posts were related to **politics** and the **environment**.



Using **humor** and **relatability** to display a love for nature is the most effective way of increasing audience engagement.



Sierra Club actively engages with other organizations and frequently **expresses support** for their causes.



Tweets containing **media** such as pictures, videos, and illustrations **most effectively** delivers information to Sierra Club audiences.



Although Twitter has a higher volume, Flickr offers a unique opportunity to reach the audience in a different way.

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# KEY RECOMMENDATIONS



## OWNED DATA

- ▶ Try to include more media (videos, GIFs, etc.) as this will likely produce more engagement from followers because we found them to have the best interactions.
- ▶ Try to post more light-hearted content every now and then to keep followers interested as this has been seen to produce the most engagement.
- ▶ Diversify the content posted by not continuously repeating what is posted as we have found this produces less interactions from followers.



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# KEY RECOMMENDATIONS



## EARNED DATA

- ▶ Attempt to create a better and more sufficient social media presence on Instagram.
- ▶ Include media that will stir-up emotion in the viewer. Pictures work the best.
- ▶ Take sides on controversial topics. The Sierra Club's audience is concerned with politics and policy change.
- ▶ Relate current events back to the organization's mission. Make sure the audience knows why the Sierra Club cares.

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# DATA OVERVIEW


Data was collected from the Sierra Club Twitter profile using Brandwatch social media analytics software and Microsoft Excel. Total engagement is measured by adding retweets and comments for each post.



## **Owned Data** – Twitter

Date Range: Jan 1, 2020 – Sep 28, 2020

**Total Posts:** 13,458



## **Earned Data** – Cross Platform

Date Range: Jul 23, 2020 – Oct 20, 2020

## **Organization**

**Total Posts:** 141,000

**Topic:** Environmental Content

**Total Posts:** 74,000,000

**Competition:** Similar Organizations

**Total Posts:** 367,000



# OWNED DATA

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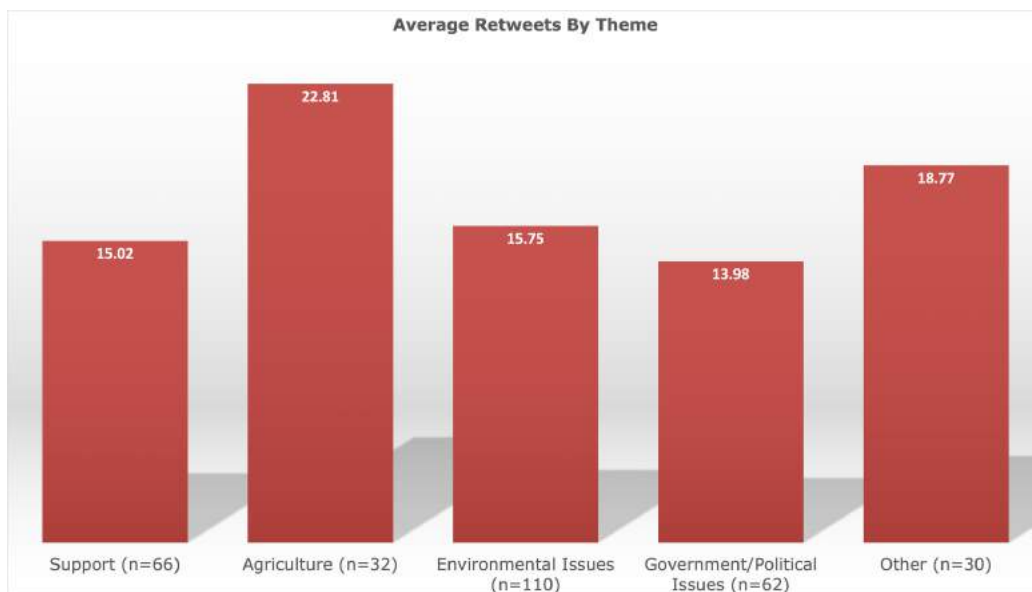
# OWNED DATA

Data Collected from January 1, 2020 – September 28, 2020

Twitter profile – @SierraClub

- 373,423 Followers
- 5,128 Following
- 13,458 Mentions

Average Retweets by Theme

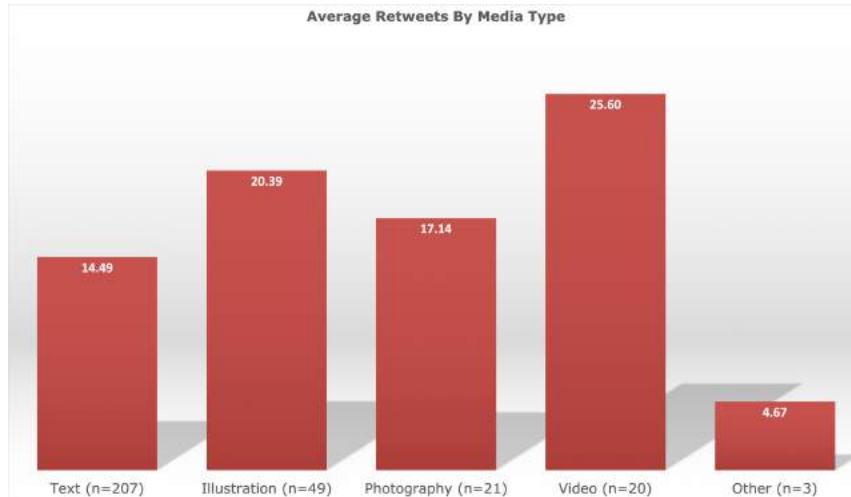


Agriculture is Sierra Club's most relevant theme per tweet. This topic encapsulates most of what Sierra Club's mission surrounds, the protection and safety of the environment, and strengthening our communities within said environment. Topics concerning agricultural issues receive the highest level of engagement compared to other themes. Outside of their primary focus, Sierra Club supports other movements and organizations in their cause. They demand action and progress. They focus on worldly political issues and stay up to date on all issues pertaining to the environment.

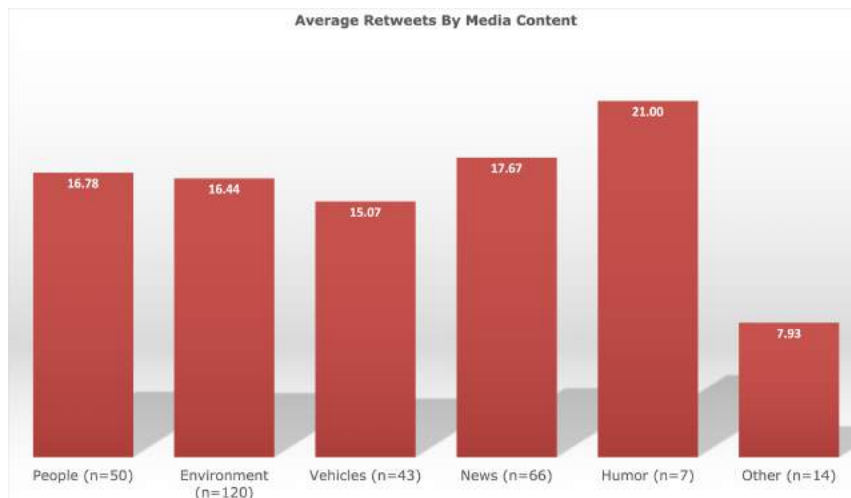
# OWNED DATA

Data Collected from January 1, 2020 – September 28, 2020

## Average retweets by media type



## Average retweets by media content



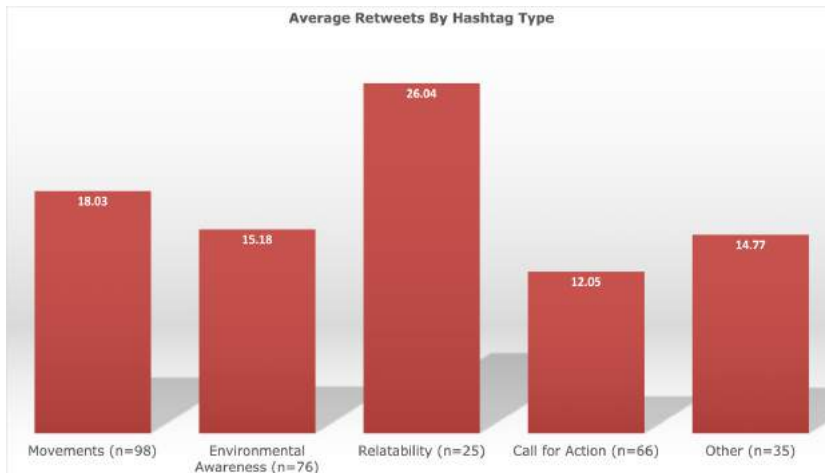
The Sierra Club is a modern information source for environmental problems. They primarily accomplish this task through videos and illustrations. This most effectively delivers the information. It is all encompassing, visual, and engages most authentically with our primary focus, the environment and environmental issues.



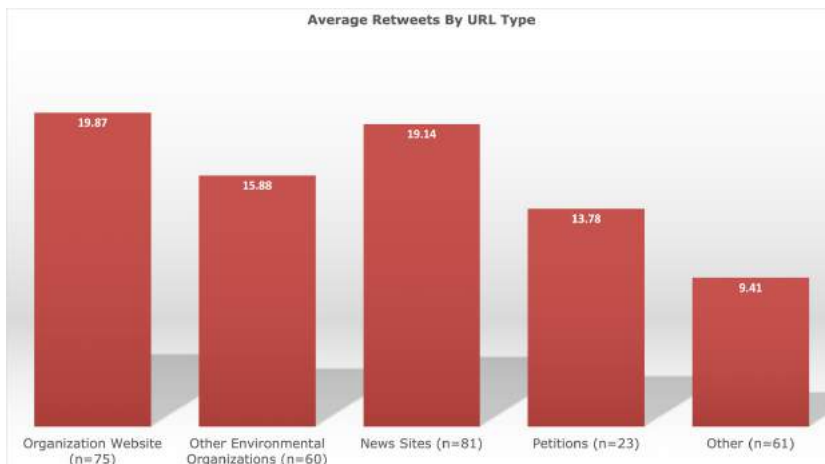
# OWNED DATA

Data Collected from January 1, 2020 – September 28, 2020

## Average retweets by hashtag type



## Average retweets by URL type



Sierra Club quite often uses humor and relatability to display a love for nature and to more effectively engage the audience personally. Sierra Club is a highly active organization. They are constantly engaging with other companies and supporting causes related to their movement. They share massive amounts of information between news sites, and are always keeping our audience properly informed.



# RECOMMENDATIONS

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1

Try to include more media (videos, GIFs, etc.) as this will likely produce more engagement from followers because we found them to have the best interactions.

2

Try to post more light-hearted content every now and then to keep followers interested as this has been seen to produce the most engagement.

3

Post more media content about the Sierra Club organization to show users what the organization is about and the actions it takes to succeed on its goals as this has been known to bring a larger interactive audience.

4

Diversify the content posted by not continuously repeating what is posted as we have found this produces less interactions from followers.





# EARNED DATA

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# ORGANIZATION

DATA COLLECTED FROM JULY 23, 2020 - OCTOBER 20, 2020

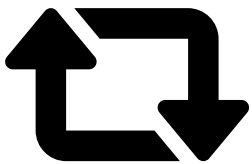
## TWITTER

Twitter accounted for 141,000 posts of the total volume. Many of these posts were related to politics and policies affecting the environment. Mention volume often spikes as a result of current events.

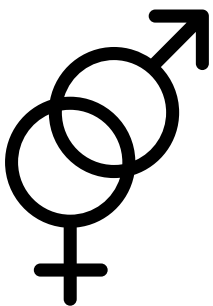
## DEMOGRAPHICS



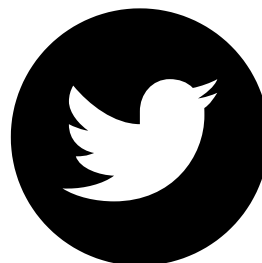
US: 83%  
Canada: 5%  
UK: 3%  
Australia: 1%



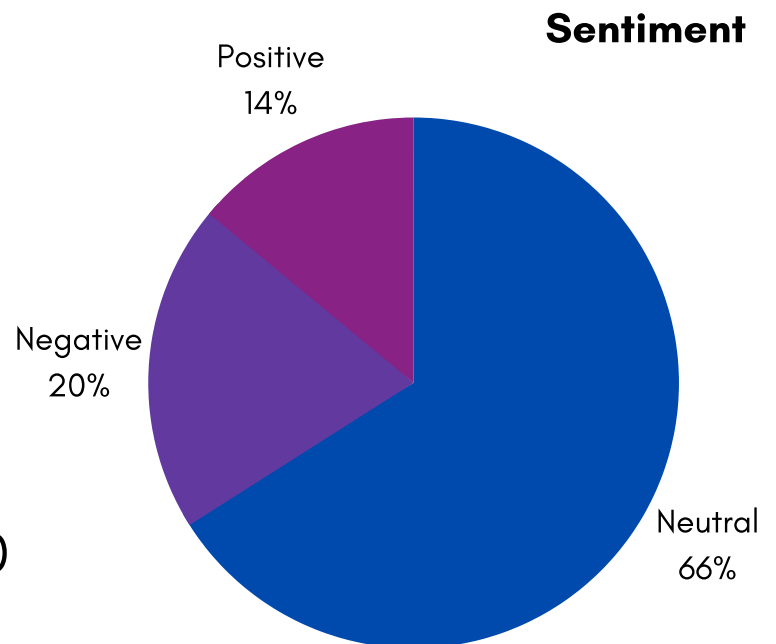
Volume: 141,000  
Retweets: 59,000



Female: 53%  
Male: 10%  
Unknown: 37%



Twitter: 97%  
Reddit: 1%  
Flickr: 1%  
Blogs: 1%



# TOPIC

DATA COLLECTED FROM JULY 23, 2020 - OCTOBER 20, 2020

## BREAKDOWN

-Total mentions: 74,000,000

-Total authors: 32,000,000

-Twitter: 85% -Reddit: 5.8%

-Tumblr: 5.9% -Yahoo: 0.8%

## DEMOGRAPHICS



### Top user interests

- Politics
- Family & Parenting
- Sports
- Books



### Top user professions

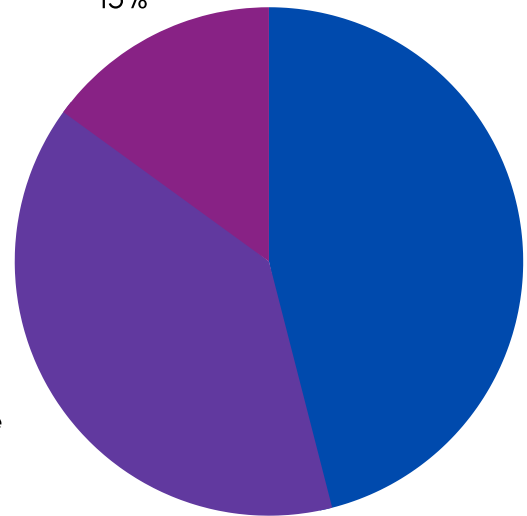
- Artist
- Executive
- Scientist/Researcher
- Teacher/Lecturer

Positive  
15%

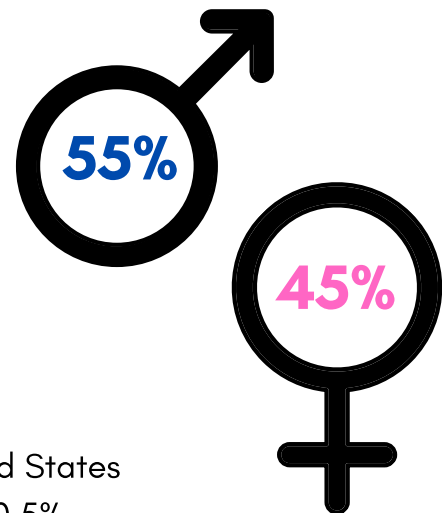
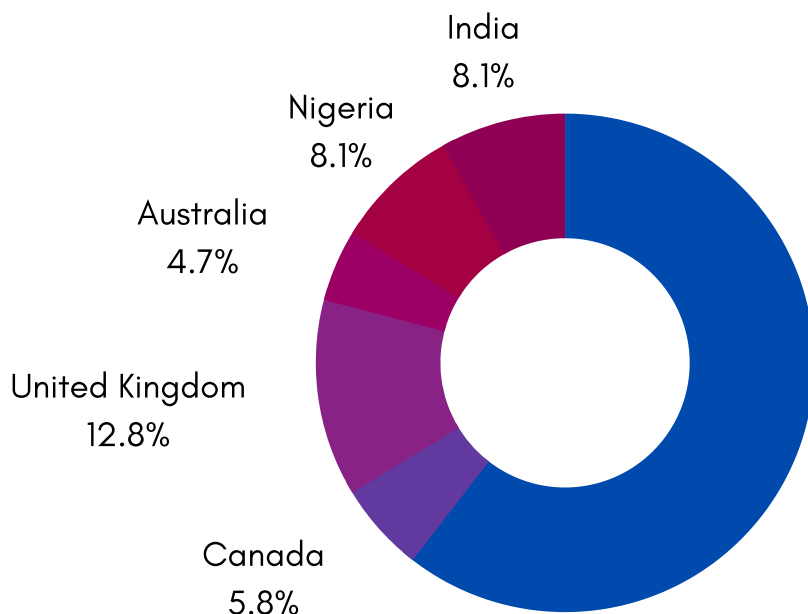
### Sentiment

Neutral  
46%

Negative  
39%



### Top Countries



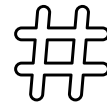
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# TOPIC

DATA COLLECTED FROM JULY 23, 2020 - OCTOBER 20, 2020



## Top Hashtags



- #nature
- #climatechange
- #environment
- #covid19
- #justice
- #endsars
- #government
- #photography
- #climatecrisis
- #climate

## Prominent Keywords



- Trump
- time
- covid19
- president
- support
- Democratic party
- Pandemic

## Most Mentioned



- realdonaldtrump
- youtube
- pmoindia
- joe Biden
- narendramodi
- change



# TOPIC

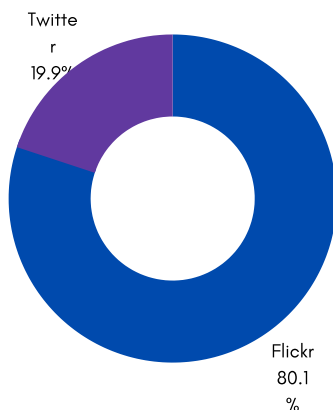
DATA COLLECTED FROM JULY 23, 2020 - OCTOBER 20, 2020

## REDDIT

Reddit lays hosts to a massive amount of visitors per month. There is immensely high traffic channeled into the site. This can be a useful insight. Reddit has a higher volume of use, but lower impact than more engaging mediums such as Twitter and Instagram. This is good for focusing our data.

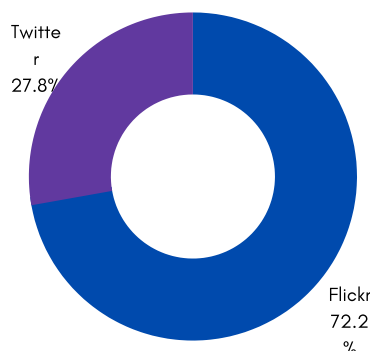
## FLICKR

We found that sites with engaging, unique content centered by photos and videos tend to have higher impact on viewers in regards to our topic. Flickr would be a high impact medium for our topic as a result. This site is centered around the sharing of engaging content primarily through photos and videos



### Impact Metrics

This data reveals which site impacts viewers of our topic the most. Although Twitter has a higher volume, Flickr offers a unique opportunity to reach the audience in a different way.



### Reach

Flickr has a high impact and a high reach potential. Higher than its general counterparts. Photo-centered sites such as Flickr and Instagram receive much more positive responses/sentiment despite lower numbers in volume traffic. Reddit receives high volume but leaves little impact. Twitter is neutral.

# COMPETITION

DATA COLLECTED FROM JULY 23, 2020 - OCTOBER 20, 2020

## TWITTER

**Total mentions:** 367,000

**Volume over time:** Mention volume often spikes high as a result of current events. We analyzed quick raises and drops in volume content through months of September and October. We concluded that the change in volume is likely related to wildfires, election, and the current political climate.

## DEMOGRAPHICS



### Top Countries

- US: 83%
- Canada: 5%
- UK: 3%
- Australia: 1%



### Top Hashtags

- #climatecrisis
- #covid19
- #greenpeace
- #actonclimate



### Most Mentioned

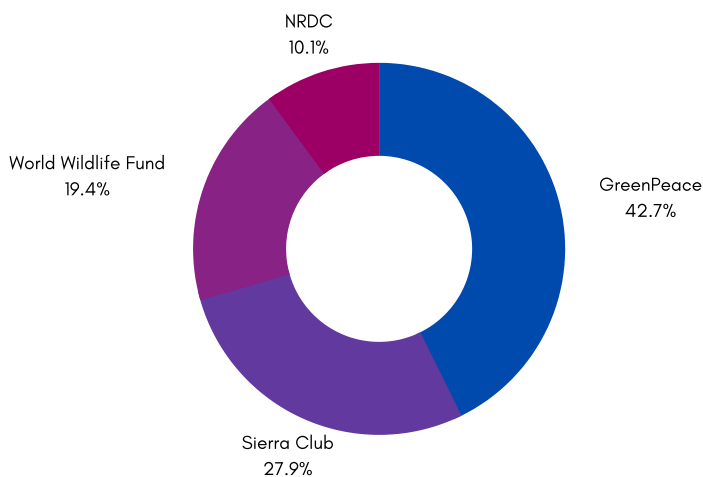
- greenpeace
- WWF
- NRDC
- gretathunberg
- kaohua3
- kirstiealley



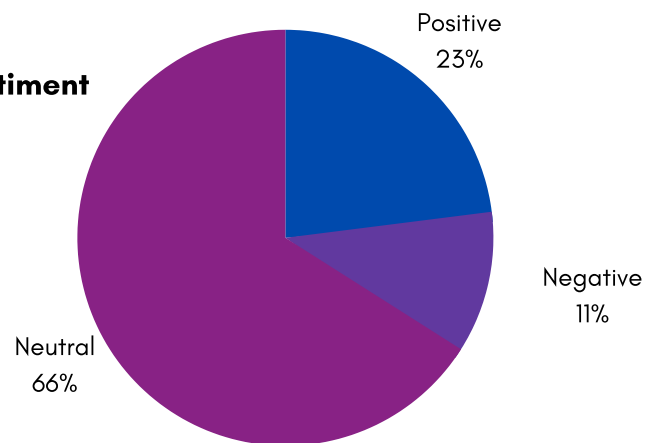
### Trending Topics

- Climate change
- Fossil fuels
- Greenpeace activists
- Trump administration
- Protected areas
- Climate crisis
- Protect people

### SOV of Total Conversation Volume



### Sentiment







# RECOMMENDATIONS

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1

Our first recommendation to the Sierra Club is to develop a better social media presence on Instagram. We found that Flickr's photo and video centered platform has high reach and high impact potential. We recommend Instagram for Sierra Club because it is a more widely used social media platform.

2

Take sides on controversial topics. The Sierra Club's audience is concerned with politics and policy change according to our research. Speaking out on important issues helps boost Sierra Club's impact.

3

Include media that will stir-up emotion in the viewer. Pictures work the best with the Sierra Club audience.

4

Partnering with similar organizations such as Greenpeace or WWF for social media campaigns in support of policy changes will increase Sierra Club's reach and impact.