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**HUMAN
RIGHTS
CAMPAIGN®**

ADPR 7750: Social Media Analytics

FINAL REPORT

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EXECUTIVE SUMMARY

STATEMENT OF BUSINESS PROBLEMS

The Human Rights Campaign is the largest political lobbying and advocacy group for LGBTQ rights in the United States. Their mission statement is to "inspire and engage individuals and communities to end discrimination and achieve fundamental fairness and equality" for everyone, specifically those who identify as LGBTQ. The main problems that the HRC faces on social media are as follows:



Majority of social media presence is on Twitter



Most engagement comes from negative topics



Not a part of other conversations surrounding human rights

STATEMENT OF GOALS

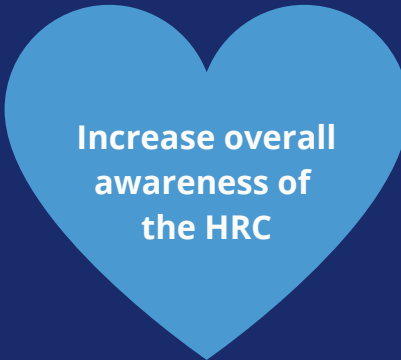
In addition to resolving these problems, the goals of this analysis are to:



Increase engagement on Twitter



Tap into potential new audiences



Increase overall awareness of the HRC

EXECUTIVE SUMMARY

KEY PERFORMANCE INDICATORS



AWARENESS

(current & potential audience)



ENGAGEMENT

(likes, comments, and retweets)



SHARE OF VOICE

(engagement compared to competitors)



THEME OF CONTENT

(Pride Month, legislation, etc)

EXECUTIVE SUMMARY

OVERVIEW OF DATA

OWNED DATA



TWITTER
(@HRC)

319 ORIGINAL
POSTS

2 MONTHS
(JUNE 1 - JULY 3)

EARNED DATA: ORGANIZATIONAL

151.31K TOTAL
POSTS

3 MONTHS
(MAY 1 - JULY 31)

EARNED DATA: COMPARABLE ORGANIZATIONS

22.24K TOTAL
POSTS

3 MONTHS
(MAY 1 - JULY 31)

TOP RECOMMENDATIONS

OWNED DATA RECOMMENDATIONS

- 1 When call to action hashtags are used on Twitter, provide an easily accessible way to answer by including URLs to petitions and other action items.
- 2 Look at public policy through the lens of everyday people and see how it has affected (or continued to affect) their lives. Tweet about the responses and include photo references.
- 3 Find balance between the simple and impactful tweets. Do not give the user too much to read, but make the few words worth it.

EARNED DATA RECOMMENDATIONS

- 1 Focus on movie and television releases, sports events, and other current events that are highly anticipated and appeal to a wide range of demographics. Example is the Olympic Games.
- 2 Focus on the brands that are on either side of the spectrum (very pro-LGBTQ or very anti-LGBTQ) and keep up with current news surrounding them.

TOP RECOMMENDATIONS

- 3 Research attitudes towards the LGBTQ community in states with a high population and tweet about how these attitudes differ between them.

TOPICAL CONVERSATION RECOMMENDATIONS

- 1 Stay engaged with the conversation surrounding Disney and other forms of media that could potentially skew children's perspectives of the LGBTQ community from a young age.
- 2 Interview celebrities from a wide range of industries on how gender identity and/or sexual orientation has affected their experience in the industry and tweet findings. Use hashtag #lgbtqrepresentation.
- 3 Focus on LGBTQ representation that is worth celebrating on Netflix and other streaming platforms that a wide audience has access to.

TOP RECOMMENDATIONS

OVERALL RECOMMENDATIONS

- 1 Actively contribute to conversations surrounding human rights that are trending on Twitter, especially those that have a strong positive or negative sentiment.
- 2 Tweet the most during Pride Month to encourage engagement from users outside of the HRC's regular following. Use general hashtags like #pride and #pridemonth.





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OWNED DATA ANALYSIS

DATA COLLECTION



TWITTER
(@HRC)

319

ORIGINAL
POSTS

2

MONTHS
(JUNE 1 - JULY 3)

To analyze owned data of the HRC, we used Brandwatch to extract 319 original posts from its Twitter account. We then imported these posts into an Excel sheet, where we individually coded each post based on theme of tweet, image content type, hashtag type, media type, URL target type, and mention type. We developed a schema (shown in the Appendix) to simplify this process.

Once our entire dataset was coded, we created pivot charts for each category to show the relationship between the values and level of engagement. From this, we are able to draw actionable insights regarding which posts had the most engagement, which ones had the least engagement, and use this information to make recommendations later on. The goal of these recommendations is to increase engagement even more among existing followers of the HRC on Twitter, gain new followers, and keep conversations surrounding The Human Rights Campaign at a steady level.

PREDICTIVE ANALYTICS

Theme of Tweet



N = 318

Not Shown: Other
(N = 22)

With this graph, we can conclude:

- Tweets regarding public policy drove the most engagement, followed by tweets regarding the general public (i.e. everyday people)
- Out of the 318 total posts, a little under half were about Public Policy.

Hashtag Type



N = 318

Not Shown: Other
(N = 5)

With this graph, we can conclude:

- Call to action hashtags drive the most engagement by over 100 retweets, followed by organizational hashtags like #Pride
- Out of the 318 total posts, over half did not have any hashtags.

PREDICTIVE ANALYTICS

Media Type



N = 318

Not Shown: Other
(N = 3)

With this graph, we can conclude:

- Tweets that are comprised of only text drive the most engagement but are followed closely by tweets that include images. Links drive the least engagement.
- Out of the 318 total posts, well over half were links to other websites.

URL Target Type



N = 318

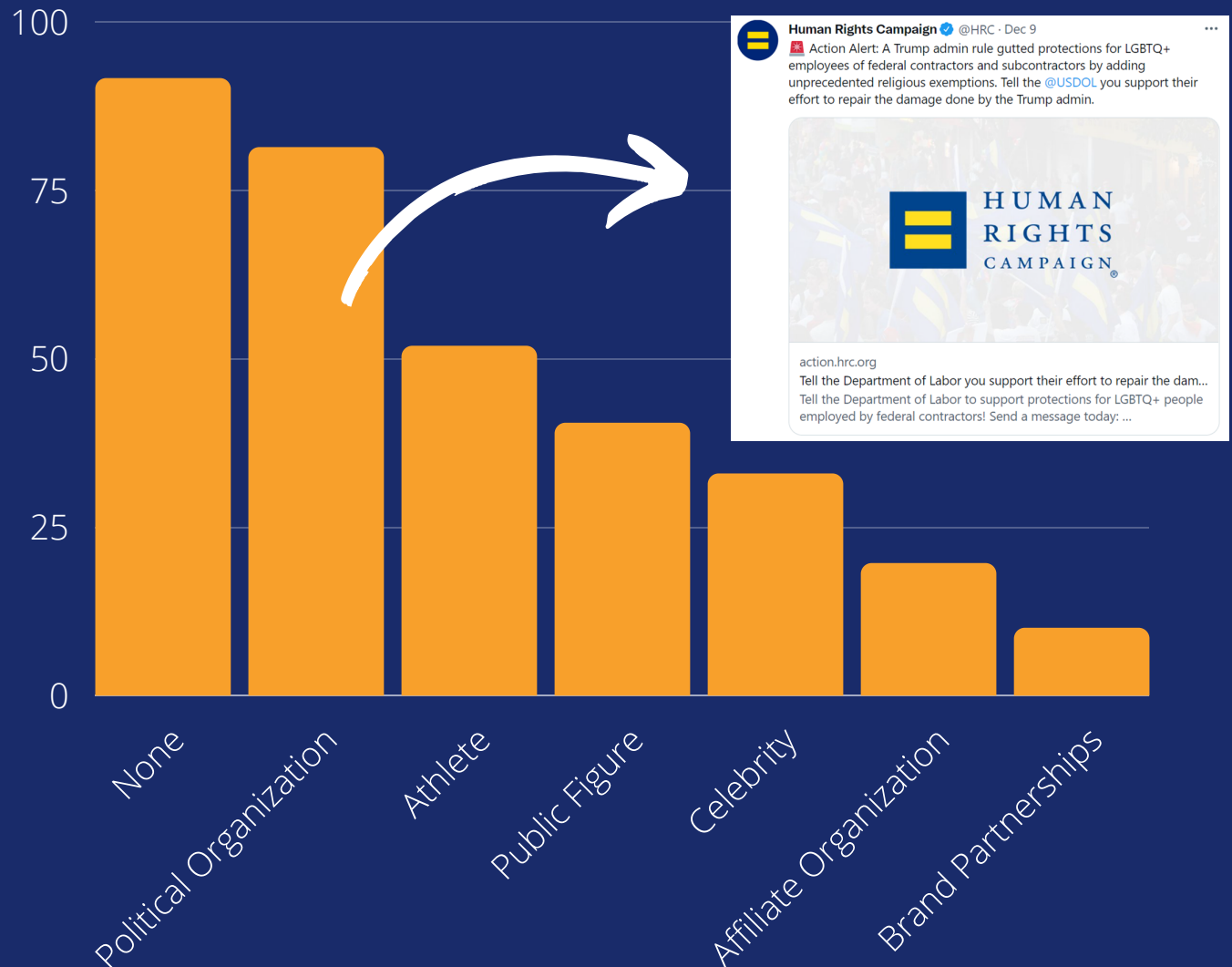
Not Shown: Other
(N = 7)

With this graph, we can conclude:

- Tweets without a URL target type drive the most engagement because links are the least popular type of media. Links to an affiliated website drive the least engagement.
- Out of the 318 total posts, around half did not link to anything.

PREDICTIVE ANALYTICS

Mention Type



N = 318

**Not Shown: Other
(N = 10)**

With this graph, we can conclude:

- Tweets that do not mention other users drive the most engagement, followed closely behind political organizations. Tweets that mention brand partnerships, like Coca-Cola, drive the least engagement.
- Out of the 318n total posts, well over half did not mention other users.



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**EARNED DATA ANALYSIS:
ORGANIZATIONAL**

DATA COLLECTION

151.31K TOTAL
POSTS

3 MONTHS
(MAY 1 - JULY 31)

To analyze earned data of the HRC, we used Brandwatch to construct a query (shown in the Appendix) that targeted conversations surrounding the HRC but were not directly posted by them. Of the 151.31K posts that were extracted over the course of 3 months, 5 overall themes were identified. These themes are Pride, Legislation, Burger King, Sports, and Florida.

Pride and Legislation were identified as being top-down themes, meaning we were expecting to see evidence of them due to the HRC being closely affiliated with them. Burger King, Sports, and Florida, on the other hand, were identified as being bottom-up themes because we did not expect to see them at first. They were identified as being significant themes only after we analyzed the data.

With access to our entire dataset and individual themes, we analyzed the spike analysis, sentiment breakdown, conversations by sentiment, key influential users, and top unique items to determine what made these datasets unique. We also analyzed the differences between genders.

DATA DESCRIPTION

OVERVIEW OF DATA

Volume: 151.31K posts

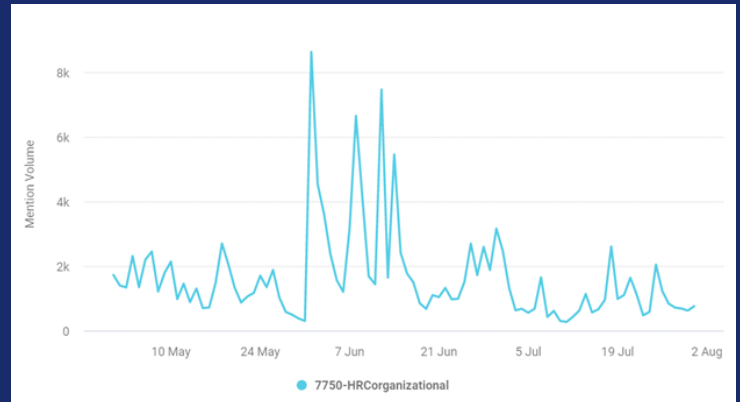
Platform(s): Twitter

Gender: Mostly male

Geography: mostly United States
(followed by Indonesia)

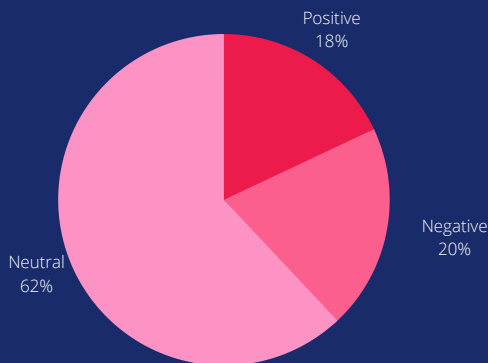
Sentiment: Mostly neutral (positive and negative are roughly the same)

SPIKE ANALYSIS



During the month of June, there were high peaks in tweet volume due to Pride Month. Dips before in May and after in July are due preparation and lack of conversation before and after Pride Month.

SENTIMENT BREAKDOWN



The conversation surrounding the HRC was overwhelmingly neutral, with more negative than positive conversations. Many tweets that were shining positive light on a negative situation (i.e legislation) were coded as neutral.

KEY INFLUENTIAL USERS



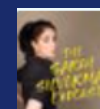
Demi Lovato | @ddlovato

54.M Followers | Reach: 689K | Posts: 11
Actress and Musician who is a part of the LGBTQ+ community and supports HRC



Matt Walsh | @MattWalshBlog

566K Followers | Reach: 663K | Posts: 10
Best selling childrens LGBTQ+ author and political speaker



Sarah Silverman | @SarahKSilverman

12.4M Followers | Reach: 125K | Posts: 5
Comedian, Actress, and Writer who discusses politics and homophobia in her comedy.

CONVERSATIONS

The conversation topics in our dataset aligned with the goals of the HRC in fighting for equality, celebrating pride, and being involved in legislation, pop culture, and history.

Fight for Equality
Pride Month
Love for All

POSITIVE

LGBTQ People
Pulse 5 Years Later

NEUTRAL

Trans Youth
Healthcare
Legislation

NEGATIVE

TOP UNIQUE ITEMS

Hashtags

- #pride (12.8k)
- #pulse5yearsater (5.8k)
- #Ihonorthemwithaction (5.7k)

• Top News Stories

- [Corporate Pride Political Donations](#) (4.8k Tweets)
- [Stop the Hate Campaign](#) (2.6k Tweets)
- [White House Prepares to Confront Anti-Trans Bill](#) (897 Tweets)

GENDER-BASED ANALYSIS

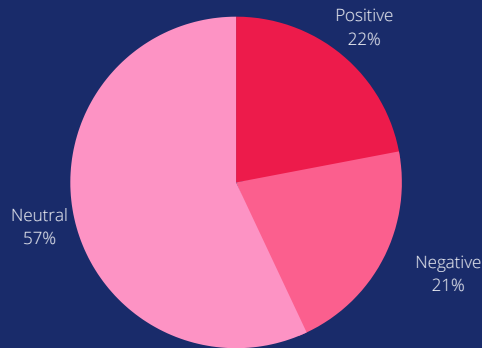


n= 17,728

DEMOGRAPHICS

- **82%** authors from USA
- **26%** profession is Artist
- **14%** profession is Executive
- **24%** talk about Family and Parenting
- **12%** talk about Politics

SENTIMENT BREAKDOWN



KEY INFLUENTIAL USERS



George Takei | @georgetakei

3M Followers | Reach: 127K | Posts: 11
Openly-gay American actor and activist for LGBTQ rights



Sam Champion | @samchampion

1514K Followers | Reach: 37K | Posts: 11
LGBTQ Newsanchor and Weatherman with an active social media presence



Mike Sievert | @MikeSievert

237K Followers | Reach: 41K | Posts: 5
CEO of T-Mobile who tweets about hsi company's connection to HRC

CONVERSATIONS

Pride Month
Chicken Sandwiches
Trans Kids

POSITIVE

LGBTQ people
Sexual Orientation
Biden

NEGATIVE

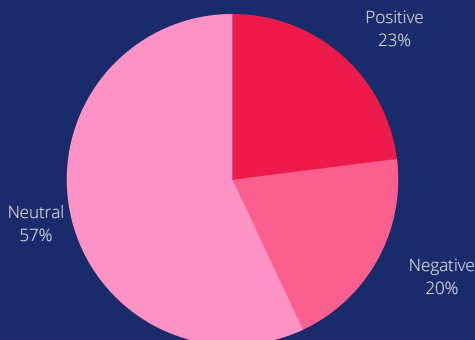
Florida
Anti Trans Bill
Pulse 5 years later

NEUTRAL

MALE TOP UNIQUE ITEMS: #pride (969) | #pulse (469) | #honorthemwithaction (465)

FEMALE TOP UNIQUE ITEMS: #pride (1564) | #letkidsplay (816) | #pulse (564)

SENTIMENT BREAKDOWN



CONVERSATIONS

Pride Month
Chicken Sandwiches
Trans Kids

POSITIVE

LGBTQ people
Trump
Gender Norms

NEGATIVE

Florida
State Legislatures
LGBTQ Rights

NEUTRAL

KEY INFLUENTIAL USERS



Sarah Silverman | @SarahKSilverman

12.4M Followers | Reach: 125K | Posts: 5
Comedian, Actress, and Writer who discusses politics and homophobia.



Brie Larson | @brielarson

2.5M Followers | Reach: 67K | Posts: 4
American actor and filmmaker who tweets about her political opinions.



Jameela Jamil | @jameelajamil

1.1M Followers | Reach: 44K | Posts: 2
English presenter, actress, and activist who works for BBC and supports left issues



n= 16,603

DEMOGRAPHICS

- **85%** authors from USA
- **22%** profession is Artist
- **18%** profession is Teacher/Lecturer
- **25%** authors talk about Family and Parenting
- **13%** talk about Politics

HRC represents LGBTQ+ topics and many audience members identify as non-binary. These demographics represent a large portion of the audience but is not inclusive of all members.

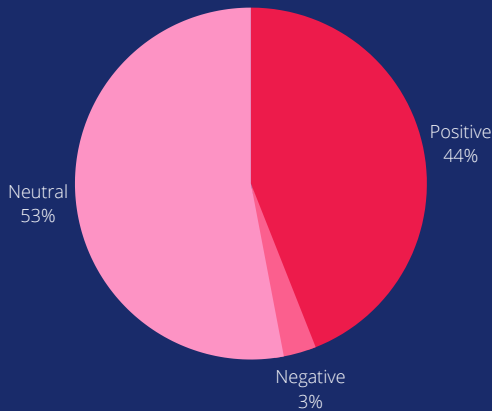
TOPIC ANALYSIS

PRIDE

N = 17.19K total posts
(11.36% of all posts in dataset)

TOP UNIQUE ITEMS: #pride (12.8K) | #chking (3.6K) | #letkidsplay (3.3K)

SENTIMENT BREAKDOWN

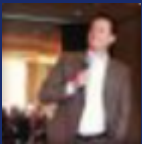


KEY INFLUENTIAL USERS



George Takei | @georgetakei

3M Followers | Reach: 127K | Posts: 4
Openly-gay American actor and activist for LGBTQ rights



Richard Grenell | @richardgrenell

581K Followers | Reach: 150K | Posts: 3
LGBTQ male and former Director of the United States National Intelligence



Michelangelo Signorile | @msignorile

100K Followers | Reach: 119K | Posts: 2
American journalist, talk show host, and editor who is a part of LGBTQ+ community

CONVERSATIONS

Celebration
Support
Burger King

POSITIVE

Homophobia
Chick-fil-A

NEGATIVE

Pride Month
President Biden
HRC

NEUTRAL

DEMOGRAPHICS



48%

Female
Authors



52%

Male
Authors

- 87% authors from USA
- 29% profession is Artist
- 13% profession is Teacher
- 13% authors talk about Politics

TOP NEWS STORIES

- **White House Proclamation on LGBTQ+ Pride Month 2021**
 - News Source: whitehouse.gov
 - 208 Tweets
- **HRC Equality Act Campaign**
 - News Source: hrc.org
 - 163 Tweets
- **Burger King donates to LGBTQ group for every sandwich sold in the month of June**
 - News Source: USA Today
 - 68 Tweets

The conversation surrounding Pride was heavily influenced by the competition between Burger King and Chick-fil-A. For every Ch'King chicken sandwich that Burger King sold during Pride Month, they donated a portion to the HRC, which caused people to side with Burger King and call out Chick-fil-A for their notorious undermining of the LGBTQ community.

This generated a lot of buzz on Twitter.

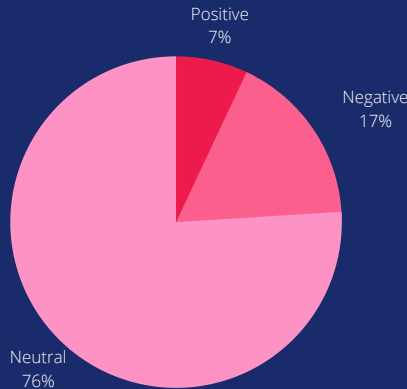
TOPIC ANALYSIS

LEGISLATION

N = 15.51K total posts
(10.25% of all posts in dataset)

TOP UNIQUE ITEMS: #pride (3.5K) | #letkidplay (3.5K) | #equalityact (3.1K)

SENTIMENT BREAKDOWN



KEY INFLUENTIAL USERS



George Takei | @georgetakei

3M Followers | Reach: 127K | Posts: 2
Openly-gay American actor and activist for LGBTQ rights



Kyle Griffin | @kylegriffin1

581K Followers | Reach: 129K | Posts: 2
Senior producer for political and cultural podcast at MSNBC, *The Last Word*



Judd Ledgum | @juddlegum

499K Followers | Reach: 164K | Posts: 2
American journalist, lawyer, and political staffer who advocates for LGBTQ policy

CONVERSATIONS

LGBTQ Businesses
Equality Act
Treating HIV

POSITIVE

State Legislators
Demanding Change
Trans Sports Bill

NEGATIVE

LGBTQ People
Pulse 5 Years Later

NEUTRAL

DEMOGRAPHICS



52%

Female Authors



48%

Male Authors

- 85% authors from USA
- 28% profession is Artist
- 13% profession is Teacher/Lecturer
- 15% authors talk about Politics
- 12% talk about Family & Parenting

TOP NEWS STORIES

- **HRC Stop the Hate Campaign**
 - News Source: hrc.org
 - 2.6K Tweets
- **Montana Law Makers pass Anti Trans Athlete Bill**
 - News Source: kulr8.com
 - 244 Tweets
- **Biden White House is preparing to confront Anti Trans Bills**
 - News Source: Daily Beast
 - 215 Tweets

The conversation surrounding legislation focused on the LGBTQ Business Equal Credit Enforcement and Investment Act, which supports LGBTQ business owners, and the Equality Act, which would reverse the Civil Rights Act of 1964 if passed and prohibit discrimination of people based on their gender identity and sexual orientation. The conversation also focused on individual states and their decisions to pass certain legislations or not, such as the Anti-Trans Sports Bill and anti-LGBTQ education bill.

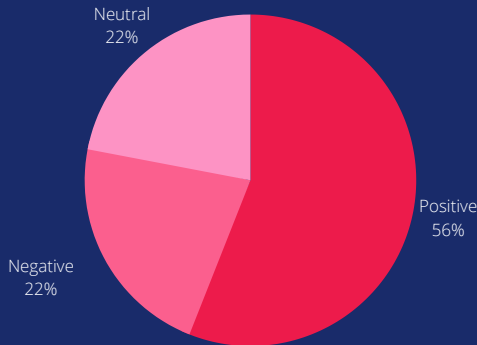
TOPIC ANALYSIS

BURGER KING

N = 7,811 total posts
(5.16% of all posts in dataset)

TOP UNIQUE ITEMS: #chking (3.6K) | #pride (3.5K) | #burgerking (500)

SENTIMENT BREAKDOWN



CONVERSATIONS

Chicken Sandwiches
Donations
Fast Food

POSITIVE

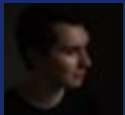
Chick-fil-A
Sundays
Donating to HRC

NEGATIVE

Pride Month
Contribute 40
Fast Food

NEUTRAL

KEY INFLUENTIAL USERS



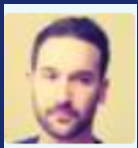
Matt Walsh | @MattWalshBlog

566K Followers | Reach: 663K | Posts: 2
British YouTuber, vlogger, and radio personality known for gaming



Carmine Sabia | @carminsabia

63K Followers | Reach: 80K | Posts: 1
Journalist, Christian Conservative, Media personality who tweets on political issues



Paul A. Szypula | @bubblebathgirl

27K Followers | Reach: 154K | Posts: 1
US Senate Candidate for New York who tweets on conservative political topics

DEMOGRAPHICS



- 94% authors from USA
- 28% profession is Artist
- 16% profession is Executive
- 17% talk about Family and Parenting

TOP NEWS STORIES

- **Burger King donates to LGBTQ group for every sandwich sold in the month of June**
 - News Source: USA Today
 - 92 Tweets
- **HRC Corporate Equality Index**
 - News Source: hrc.org
 - 122 Tweets
- **Burger King Trolls Chick Fil A over Pride Month Support**
 - News Source: krcg.com
 - 15 Tweets

The conversation surrounding Burger King focused on the release of the Ch'King. During the month of June, Burger King released their chicken sandwich, called the Ch'King, and donated a percentage to the HRC. Burger King also spoke negatively about Chick-fil-A and their lack of support for the LGBTQ community. The topics of chicken sandwich and fast food were received positively while Chick-fil-A and donations to the HRC were received negatively.

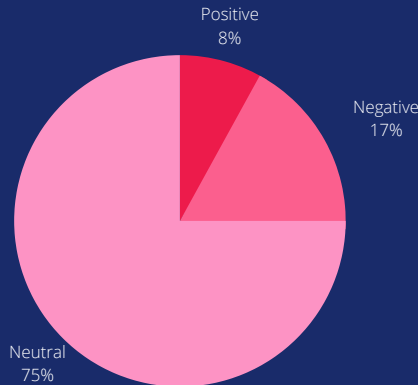
TOPIC ANALYSIS

SPORTS

N = 9,457 total posts
(6.25% of all posts in dataset)

TOP UNIQUE ITEMS: #letkidsplay (4.6K) | #pride (3.3K) | #txlege (300)

SENTIMENT BREAKDOWN



CONVERSATIONS

Erica Sully
Olympic Games
Katarzyna Zillman

Men in Women's Sports
Trans Athletes Attacks
Athlete Ally

Let Kids Play
Chris Mosier

POSITIVE

NEGATIVE

NEUTRAL

KEY INFLUENTIAL USERS

George Takei | @georgetakei

3M Followers | Reach: 127K | Posts: 4
Openly-gay American actor and activist for LGBTQ rights

Elliot Page | @theelliottpage

1.9M Followers | Reach: 55K | Posts: 1
Transgender actor who advocates for LGBTQ rights and policy

Madeleine Carlisle | @maddiecarlisle2

2K Followers | Reach: 33K | Posts: 1
Political reporter for Time magazine tweeting about political topics in America

DEMOGRAPHICS

53%

Female Authors

47%

Male Authors

- 84% authors from USA
- 30% profession is Artist
- 13% profession is Teacher
- 15% talk about Politics

TOP NEWS STORIES

- **Montana Law Makers pass Anti Trans Athlete Bill**
 - News Source: kulr8.com
 - 244 Tweets
- **LGBTQ Representation at Olympics can Change Lives**
 - News Source: espn.com
 - 200 Tweets
- **HRC Petition to Protect Transgender Athletes**
 - News Source: hrc.org
 - 196 Tweets

The conversation surrounding sports centers focuses on the 2020 Tokyo Olympics as well as the Texas Legislature Bill against transgender athletes, causing the #letkidsplay movement in opposition. The Olympics as a whole received a positive response because LGBTQ athletes were constantly breaking norms and their accomplishments were celebrated on social media.

On the other hand, the Texas Legislature Bill received a negative response because the idea that men and women would be able to compete in the others sport was considered and attacks on transgender athletes ensued as a result. It is important to note that many tweets arguing against the passing of the bill used negative sentiment language out of frustration.

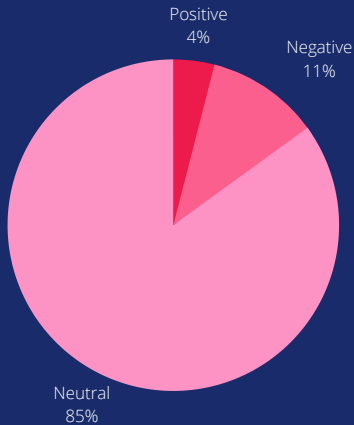
TOPIC ANALYSIS

FLORIDA

N = 5,856 total posts
(3.87% of all posts in dataset)

TOP UNIQUE ITEMS: #pride (2.1k) | #letkidsplay (1.5K) | #transrights (400)

SENTIMENT BREAKDOWN



Rev. Joe Paramore
Fighting for Rights
Sister District

POSITIVE

CONVERSATIONS

LGBTQ Discrimination
Suing Florida
Action in Federal Court

NEGATIVE

Signing Bills
LGBTQ Educators
Trans Day of
Visibility

NEUTRAL

KEY INFLUENTIAL USERS



George Takei | @georgetakei

3M Followers | Reach: 127K | Posts: 4
Openly-gay American actor and activist
for LGBTQ rights



Judd Ledgum | @juddlegum

499K Followers | Reach: 164K | Posts: 2
American journalist, lawyer, and political
staffer who advocates for LGBTQ policy



Madeleine Carlisle | @maddiecarlisle2

2K Followers | Reach: 33K | Posts: 1
Political reporter for Time magazine
tweeting about political topics in America

DEMOGRAPHICS



53%
Female
Authors



47%
Male
Authors

- 88% authors from USA
- 31% profession is Artist
- 12% profession is Teacher
- 14% talk about Politics
- 12% talk about Books

TOP NEWS STORIES

- **HRC Lawsuit against Trans Sports Ban**
 - News Source: hrc.org
 - 235 Tweets
- **HRC Mourns Black Transgender Woman killed in FL**
 - News Source: hrc.org
 - 56 Tweets
- **HRC Challenges Florida's Trans Sports Ban**
 - News Source: Time
 - 244 Tweets

The conversation surrounding Florida focused on their governor, Ron DeSantis, because he signed a bill that prevented all transgender kids within the state from playing sports. He signed this bill on the very first day of Pride Month, which generated a lot of backlash on social media from the HRC and its supporters and resulted in DeSantis being sued by the organization. The hashtag #LetKidsPlay was created to bring awareness to the issue on social media.



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FINAL REPORT

**EARNED DATA ANALYSIS:
COMPARABLE
ORGANIZATIONS**

DATA COLLECTION

22.24K TOTAL
POSTS

3 MONTHS
(MAY 1 - JULY 31)

To analyze earned data of comparable organizations of the HRC, we used Brandwatch to construct a query (shown in the Appendix) that targeted posts made by other organizations over the course of 3 months. While none of these posts were made by the HRC itself, these organizations are considered comparable to the HRC and therefore post about many of the same issues. These comparable organizations are GLAAD (Gay & Lesbian Alliance Against Defamation), NOH8, and HRW (Human Rights Watch) to just name a few.

With access to the entire dataset, we analyzed the spike analysis, sentiment breakdown, conversations by sentiment, key influential users, and top unique items to determine how this dataset compares to their own earned data. We also compared the geography of all 3 comparable organizations to determine their primary audiences.

Overall, we focused on the differences between the two types of earned data to determine what the HRC is not taking advantage of that their competition is.

DATA DESCRIPTION

OVERVIEW OF DATA

Volume: 22.24k posts

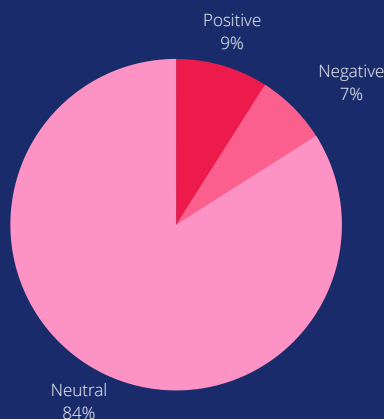
Platform(s): Twitter

Gender: Slightly more male

Geography: mostly United States (followed by India)

Sentiment: Mostly neutral (positive and negative are roughly the same)

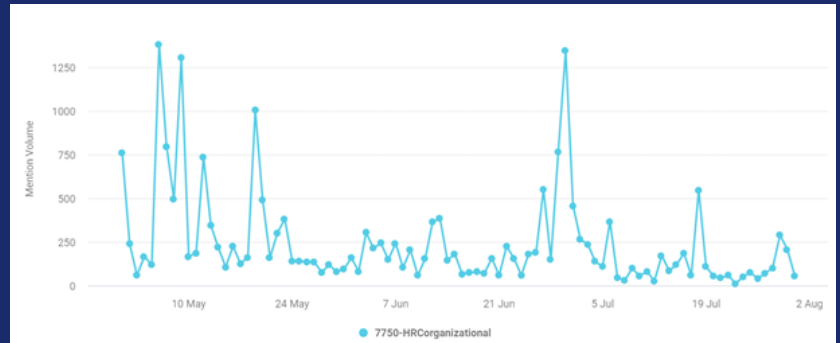
SENTIMENT BREAKDOWN



CONVERSATIONS

Human Rights] POSITIVE
Justice	
Giving a Voice	
POTUS] NEUTRAL
Minorities	
Ethiopia] NEGATIVE
Facebook	
Amnesty	

SPIKE ANALYSIS



The high peaks at the beginning of May and end of June are because of a peaceful protest in Cuba in which a police officer refused to repress the protesters and got arrested because of it. This does not directly relate to these organizations but is still relevant to the topic of human rights.

KEY INFLUENTIAL USERS



Demi Lovato | @ddlovato

54.1M Followers | Reach: 689K | Posts: 11

Actress and Musician who is a part of the LGBTQ+ community and supports HRC



Katelyn Burns | @transscribe

63.1K Followers | Reach: 125K | Posts: 10

First ever openly trans gender capitol hill reporter



Ilyse Houge | @iysleh

72.5k Followers | Reach: 105K | Posts: 6

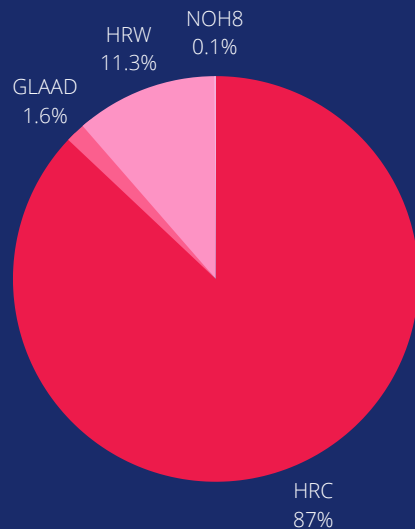
American progressive activist who served as president of NARAL Pro-Choice America

TOP UNIQUE ITEMS

- #fakecases (1.8k tweets)
- #legalterrorism (1.2k tweets)
- #womenempowerment (587 tweets)

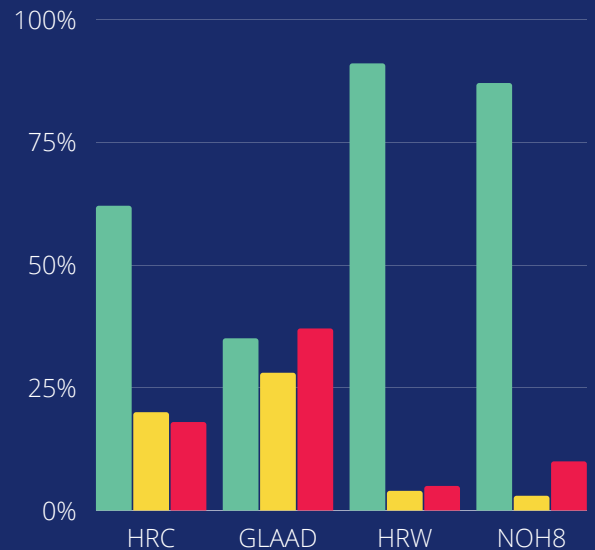
COMPARABLE ORGANIZATIONS ANALYSIS

SHARE OF VOICE



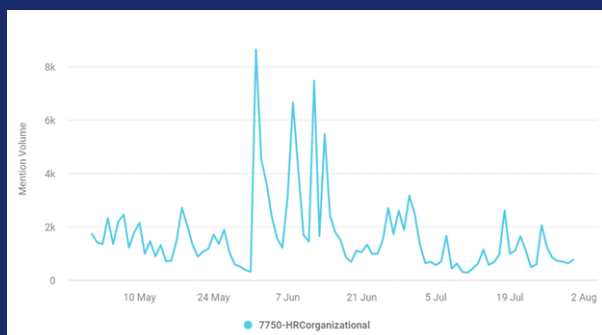
Compared to the competitors, the HRC has an overwhelming majority of the Share of Voice. This is correlated to the size of the HRC compared to some of the competitors as well as their Twitter following being much larger. However, this demonstrates that the HRC is seen as relevant and important compared to the competitors.

SENTIMENT ANALYSIS

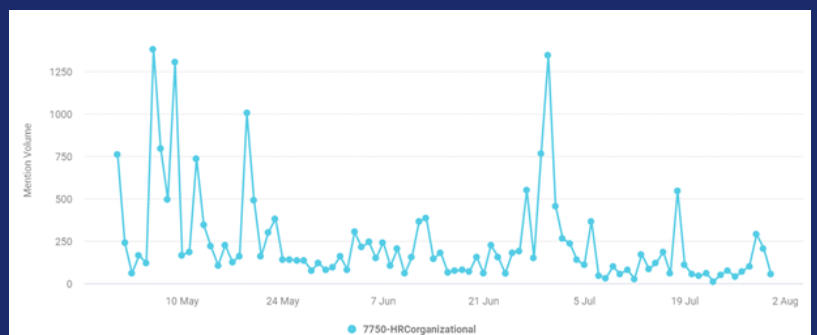


Between the HRC and its competitors, the majority of sentiment is positive. Since these organizations all focus on human rights and equity, it is important to note that negative sentiment is not equal to disdain for the organization, but rather argument for equality. Many of the positive sentiment tweets for these organizations come from Pride Month.

SPIKE ANALYSIS



ORGANIZATIONAL



COMPARABLE ORGANIZATIONS

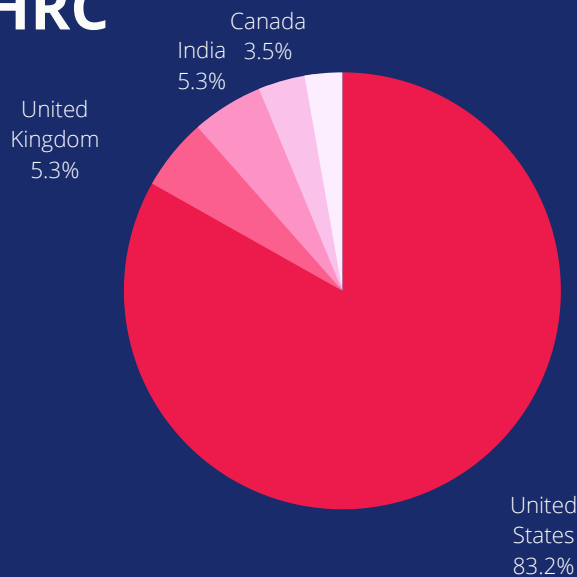
While the conversation surrounding the HRC experienced spikes solely in the month of June, the conversation surrounding comparable organizations experienced spikes in nearly every other month besides June. This implies that the HRC acknowledges and celebrated Pride Month much more on social media than its competitors. However, while Pride is a topic that sets the HRC from apart similar organizations, human rights continues to be a topic that unites them.

COMPARABLE ORGANIZATIONS ANALYSIS

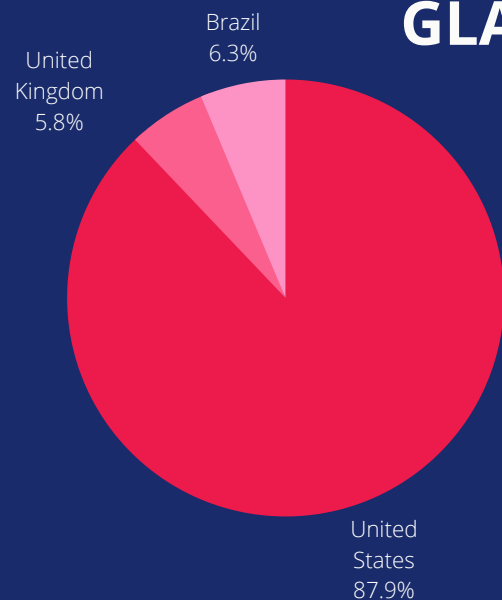
GEOGRAPHY

Mentions Based on Country

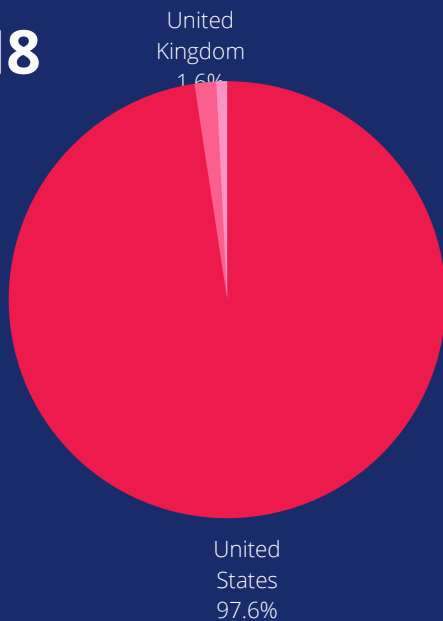
HRC



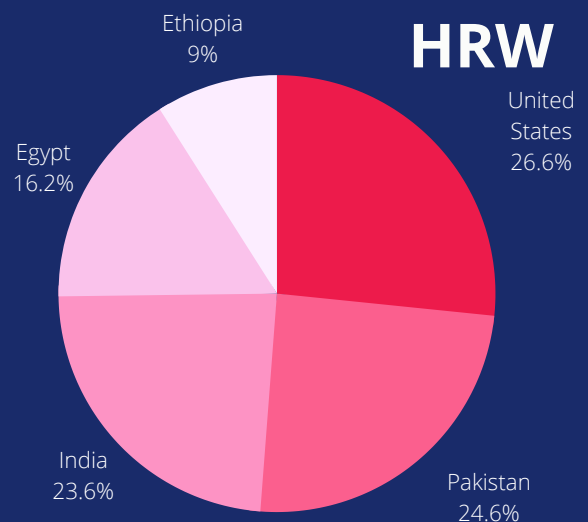
GLAAD



NOH8



HRW



For the HRC, Glaad, and NoH8 Campaign, a large majority of their mentions were based in the United States. Since these organizations fight for legislation and equality more specifically in the United States, HRC is on the same track as these competitors. For the HRW, their tweets were internationally spread, as they handle human rights issues across the globe. The HRC does not have this international breadth where the HRW does.



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FINAL REPORT

SOCIAL NETWORK ANALYSIS OF
TOPIC TWITTER NETWORK

DATA DESCRIPTION AND KEY METRICS

TOP HASHTAGS OVERALL

- #culpritsbailedinnocentjailed
- #hrc
- #legalterrorism
- #legalextortion
- #txlege

TOP USERS OVERALL

- @dogandwinelover
- @rk70534
- @gambiste
- @sarah052794
- @monicasloves

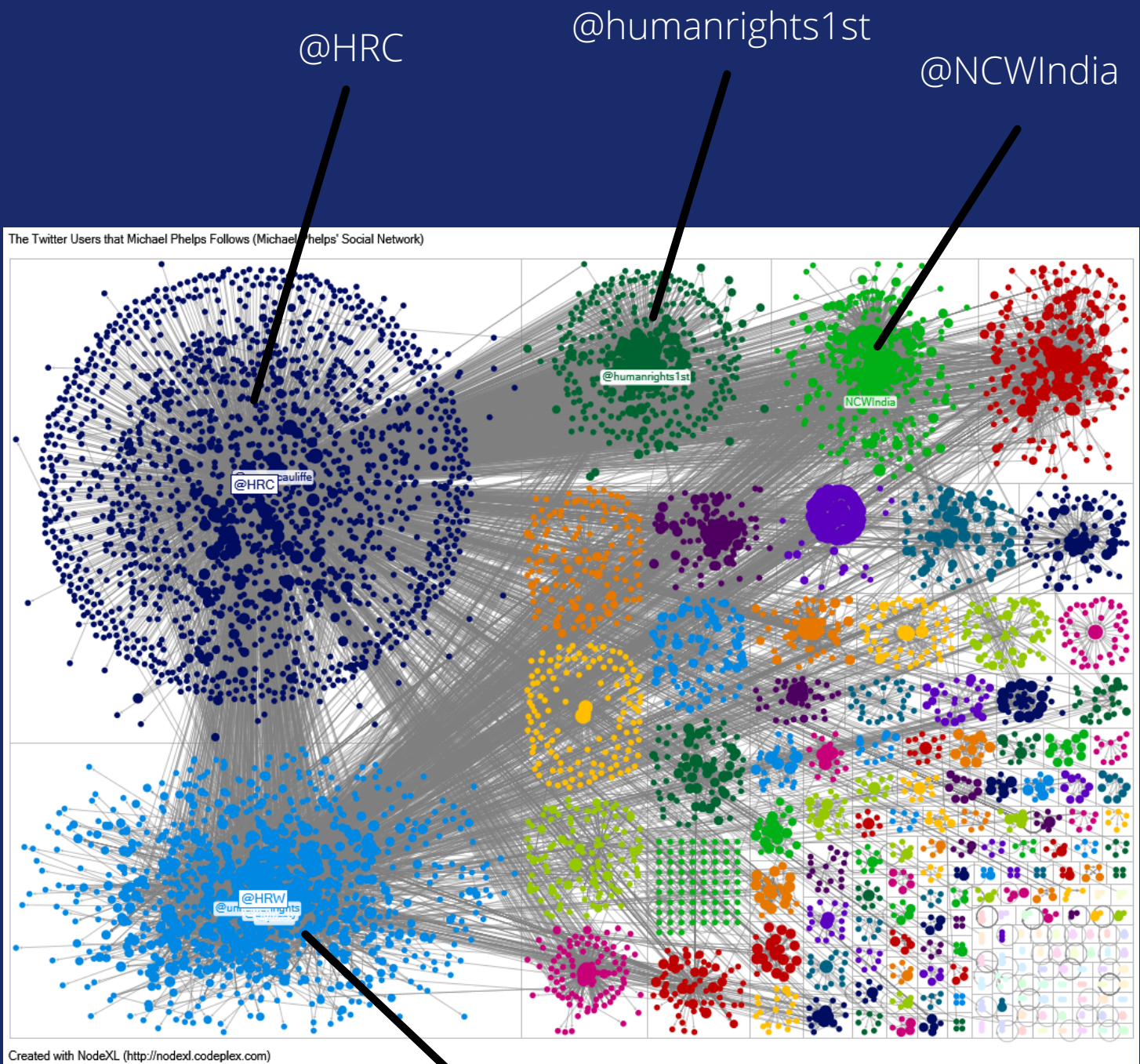
TOP HASHTAGS BY GROUPS

- GROUP 1**
- #txlege
 - #intersexawarenessday
 - #letkidsplay
 - #un
 - #massgraves
- GROUP 2**
- #tigraygenocide
 - #savetripuramuslims
 - #hrc
 - #tripuramuslimsunderattack
 - #islamaphobia_in_india
- GROUP 3**
- #culrpitsbailedinnocentjailed
 - #culpritsbailedinnocentja
 - #tigray
 - #tigraymassarrest
 - #tigraygenocide
- GROUP 4**
- #legalterrorism
 - #legalextortion
 - #fakecases
 - #mentoo
 - #ablanari

TOP USERS BY GROUPS

- GROUP 1**
- @solutioneer72
 - @rjber15
 - @7b73f39b85e1415
 - @serendipitysays
 - @bannerite
- GROUP 2**
- @httweets
 - @thehill
 - @ndiatoday
 - @indianexpress
 - @bcc
- GROUP 3**
- @gsr2551959
 - @dharamvirmumrej
 - @biren419
 - @rupeshsaigal
 - @ch_agan123
- GROUP 4**
- @cnnnews18
 - @ndtv
 - @timesnow
 - @indiatvnews
 - @aajtak

NETWORK VISUALIZATION BY CLUSTER



@HRW

NARRATIVE SUMMARY

BY CLUSTER

GROUP 1

TOP DOMAIN: hrc.org

TOP MENTION: @hrc

TOP REPLIED TO: @hrc

SUMMARY: The cluster of the biggest group, Group 1 has conversations that are the most focused on the HRC. The users in this cluster create the most bridges among other clusters, and the topics and major themes are bringing attention and awareness to the issues that the HRC deals with and surrounds themselves with.

GROUP 3

TOP DOMAIN: slassat.com

TOP MENTION: @humanrights1st

TOP REPLIED TO: @isupport_bapuji

SUMMARY: The topics in Group 3 are concerned with human rights. But different from HRC, these human rights conversations appear to not just concern LGBTQ rights, but all sorts of human rights issues. This cluster is bridged the most with Group 1 over the other smaller and even major groups. The users are involved in conversations concerning genocide, war, and other major issues.

GROUP 2

TOP DOMAIN: twitter.com

TOP MENTION: @hrc

TOP REPLIED TO: @amnesty

SUMMARY: Group 2 is the second largest cluster and, similar to Group 1 also has a lot of conversations that surround issues central to HRC. This group, however, also has major conversations surrounding themes that aren't necessarily directly associated with HRC but are similar in nature. The top users in this cluster are news sources, and are most bridged with other major clusters rather than the smaller ones.

GROUP 4

TOP DOMAIN: youtube.com

TOP MENTION: @hrc

TOP REPLIED TO: @qgroupmedia1

SUMMARY: Group 4 is mainly centered around women's rights and some various other human rights issues in India. The major conversations seem to include pro-feminist awareness and also some anti-feminist backlash. This group has many major bridges to Group 2, and appears to also be spreading lots of awareness for human rights issues.

APPENDIX

Owned Data Coding Schema

1) Hashtag Type

- Event
- Call to Action
- Organizational
- None
- Other

2) Theme of Tweet

- Celebrities
- Athletes
- General Public
- Public Policy
- Research
- Event
- Other

3) Media Type

- Text Only
- Image
- Video
- Link
- Other

4) URL Target Type

- News Article
- Affiliated Organization Website
- Organization Website
- None
- Other

5) Mention Type

- Public Figures
- Celebrities
- Athletes
- Affiliated Organizations
- Political Organizations
- Brand Partnerships
- No Mention
- Other

Earned Data Queries

Organizational

@HRC OR #HRC OR "The Human Rights Campaign" -(@UN_HRC OR #UN_HRC OR @HRC_MotorGP)

Comparable Organizations

@glaad OR #glaad OR "The Gay and Lesbian Alliance Against Defamation" OR
@hrw OR #hrw OR #humanrightswatch OR "Human Rights Watch" OR @NOH8Campaign OR #NOH8 OR
#NOH8Worldwide OR "NOH8 Campaign"

Topic Dataset Query: LGBTQ in the Media

(LGBTQ OR "LGBTQ+" OR LGBTQIA OR #lgbtq OR #lgbtqia OR lesbian OR #lesbian OR gay OR #gay OR bisexual OR
#bisexual OR transgender OR trans OR #trans OR queer OR #queer)

AND

(movie OR film OR #lgbtqfilm OR #lgbtqfilmmakers OR #lgbtqfilmfestival OR show OR TV OR television OR actor OR
actress OR celebrity OR model OR presence OR contribution OR contributions OR representation OR representations
OR #lgbtqrepresentation OR #lesbianrepresentation OR #gayrepresentation OR #birepresentation OR
#transrepresentation OR #queerrepresentation OR #representationmatters OR media OR #media OR #lgbtqmedia)



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**HUMAN
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ADPR 7750: Social Media Analytics

FINAL REPORT

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