

The Nature Conservancy



Social Media Analytics 5750/7750

Ava Carroll, Madeline Bates,
Kaylee Roeder




SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

TABLE OF CONTENTS



03	Executive Summary
05	Recommendations
15	Data Insights
20	Comparable Organizations
31	Cross Platform Topic Data Analysis
36	Topic Dataset
38	Gender Based Differences
40	Theme Analysis
45	Platform Analysis
46	Appendix

EXECUTIVE SUMMARY

The Nature Conservancy is a global environmental non-profit that aims to protect land and water. It was established in 1951, has saved over 100 million acres of land, and continues to contribute to a sustainable future. The report aims to analyze data from The Nature Conservancy's social media platforms to understand how to provide recommendations to continue spreading awareness about land and water conservation.

Questions

- How can The Nature Conservancy spread awareness about land and water conservation?
- How are individuals engaged on their social media platforms?
- How should they grasp a better understanding of themes and trends?



DATA OVERVIEW

Organization Data

Total Mentions

20,580

Timeframe

March 1, 2022 through May 31, 2022.

Platforms

Twitter

Peer Data

Total Mentions

103,282

Competitors

- WWF had 39,150 mentions
- Sierra Club had 39,640 mentions
- Audobon Society had 4,192 mentions

Timeframe

March 1, 2022 through May 31, 2022.

Themes

- Climate
- Wildlife
- Earth Day
- Conservation
- Restoring/protecting

Platforms

Twitter, Tumblr, Instagram, Reddit

Topical Conversation Data

Total Mentions

75,347

Themes

- Climate crisis (n=15.5k)
- Reforestation efforts (n=11.04k)
- Sustainability (n=10.07k),
- Habitat loss/endangered species (n=8991)

Timeframe

March 1, 2022 through May 31, 2022.

Platforms

Twitter, Tumblr, Instagram, Reddit



Brandwatch

RECOMMENDATIONS



RECOMMENDATIONS

Organization Data

1 Showcase Volunteers

How to do it:

- Posting on social media platforms of volunteers contributing to help the environment
- Encourage communities to get involved with volunteering. For example, planting trees, community gardens, picking up trash, recycling, or even educating.

Why/Key Insights

The recommended promotion shows that individuals can be more involved within their community. It displays that communities are coming together, making an impact, and communicating ways that someone can get involved within their community. This can help spread knowledge about sustainable practices for conserving land and water and can help create a community of people who are passionate about helping protect nature. This allows The Nature Conservancy to display its contribution to different communities.



2 Promote the Photo Contest

How to do it:

- Promote the Photo Contest on all social media platforms
- Engage views by providing an incentive on winning the photo contest
- Promote the contest for every skill set. It can be a photo shot from an iPhone, camera, etc.

Why/Key Insights

The Nature Conservancy has a photo contest each year. However, as seen in the data (p. 14) there are negative tweets about the photo contest. This reflects the need for The Nature Conservancy to evaluate the impacts of the photo contest and how to promote it. The photo contest is a great way to get people out in nature and capture photos. Increasing the awareness of the photo contest would be beneficial for the organization.



RECOMMENDATIONS

Organization Data

3 Create a Earth Day Everyday Campaign

How to do it:

- Create an Earth Day campaign that reflects that Earth Day should be every day
- Promote people to post pictures of what they are doing to help protect the environment leading up to Earth Day using the hashtag #EarthDayEveryday
- Post on social media about the campaign to keep the conversation going all month instead of just on Earth Day (April 22)

Why/Key Insights

As seen in the spike analysis Earth Day (April 22) has a lot of engagement. The Nature Conservancy does emphasize Earth Day, but they could create a campaign to keep the conversation going beyond just that one day. Earth Day was formed to recognize our world and bring attention to environmental problems. Creating a campaign for Earth Day will help align events with the organization. They could promote recycling and reuse which would allow viewers to understand similar goals better. This may increase the audience's participation in Earth Day activities and get them involved with The Nature Conservancy. The campaign could aim to increase social media engagement, raise awareness of the cause, and educate people about The Nature Conservancy and how it ties to Earth Day.



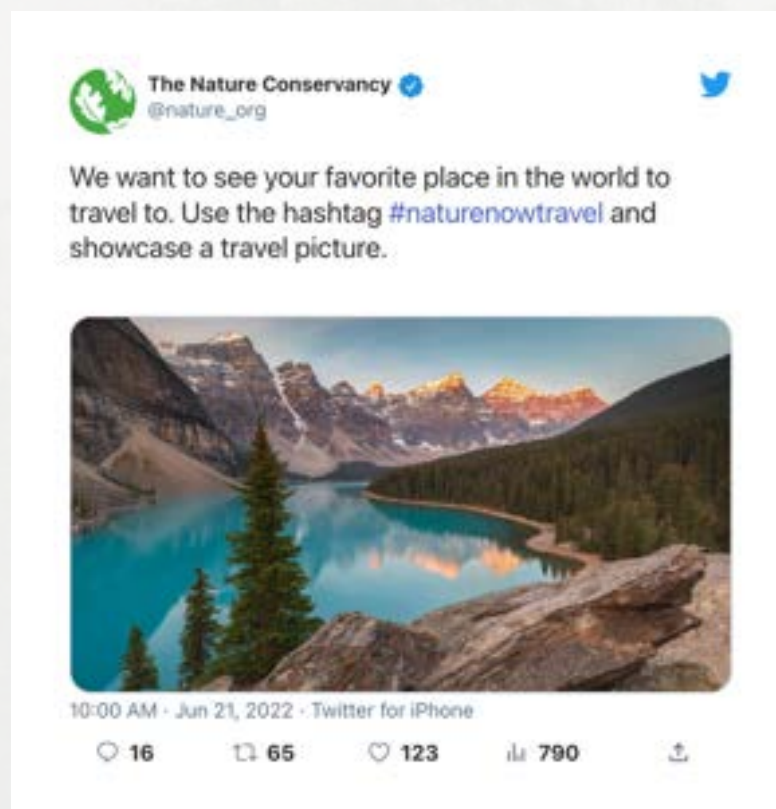
4 Use hashtags more Effectively

How to do it:

- The Nature Conservancy has common hashtags (#naturenow, #naturepositive) however they could promote their followers to use the hashtags on their posts.

Why/Key Insights

- The data reflects that the top hashtags are #Earthday and #climatechangeinit the hashtags #naturenow and #naturepositive. Nature Conservancy should use the hashtags #naturenow and #naturepositive more often on social media and promote the hashtags by encouraging interaction, use, and implementation of the hashtags. Increasing brand visibility and engagement through creating and using more effective hashtags would benefit the organization. They could even create a new hashtag like #natuyrenowtravel and infleunce followers to use the hasgtage to post a travel picture.



RECOMMENDATIONS

Organization Data

5 Increase Positive Sentiment

How to do it:

- Post more successful stories about how the organization has positively impacted nature
- Showcase communities coming together to make a bigger impact
- Spread awareness about actions that are being taken to protect our planet

Why/Key Insights

As found in the report majority of mentions about the Nature Conservancy are neutral. It would be beneficial for more positive mentions. As found in the data a lot of the positive mentions came after something good happened. For example, there were a lot of positive mentions after the Nature Conservancy highlighted local groups coming together on Earth Day to protect the environment.



6 Understand Negative Content

How to do it:

- Reflect what why negative conversations are taking place
- Understand how to face and combat the negative issues

Why/Key Insights

- A lot of the negative conversations were allegations of workplace misconduct and the treatment of female employees. The Nature Conservancy should understand where these allegations are coming from and research ways to address the issues in their workplace and all throughout the organization.

7 Partner with other organizations

How to do it:

- Reach out to other organizations to partner to spread awareness about conservation
- Organizations that the Nature Conservancy could partner with could be WWF, Greenpeace, Sierra Club, or Audubon society.
- After partnering with another organization create a campaign, fundraiser, or event.

Why/Key Insights

Partnering with another organization could spread awareness about nature conservancy and allow them to make more connections. This could also create a larger impact on the Earth.

- WWF appears almost 30 times more than TNC in mentions on Twitter, with almost three times more impressions. It would be beneficial to reach out to WWF for a partnership in order to get more mentions and impressions overall on Twitter, and spread awareness about TNC's goals/mission.



8 Reflect on what competitive organizations are doing

How to do it:

- Keep up with similar organizations' efforts
- Reflect on what can be improved upon

Why/Key Insights

Understanding similar organizations and what they are doing could inspire your organization to make improvements. As seen in the data WWF has the highest user engagement. Why is that? Do they have a higher organizational awareness? What efforts do they do that The Nature Conservancy could also be doing?

9 Increase social media posts

How to do it:

- Post more about upcoming events that relate to The Nature Conservancy's goals and purpose

Why/Key Insights

As seen in our data (p. 22) WWF has the highest share of voice. When looking at their twitter and Instagram they post more often than The Nature Conservancy. The organization should increase social media posts to engage followers more.

RECOMMENDATIONS

Topical Conversation

10

Promoting using influencers

How to do it:

- Connect with social media influencers that have relevant content
- Use influencers to promote events, campaigns, nonprofits, & other conservation efforts.
- Partner with them to engage a more online target audience while they post about The Nature Conservancy efforts/information about the organization
- Have them encourage their followers to donate to organizations & conservation campaigns.
- Use a variety of diverse voice as influencers to ensure everyone's voice being heard

Why/Key Insights

Having influencers on social media to promote the organization will bring in more traffic to The Nature Conservancy online. This could be beneficial to bring more awareness as well as make the brand more appealing by using their creative and engaging content strategies through their posts.



📷: Nicolai Brügger/TNC Photo Contest 2019



RECOMMENDATIONS

Topical Conversation

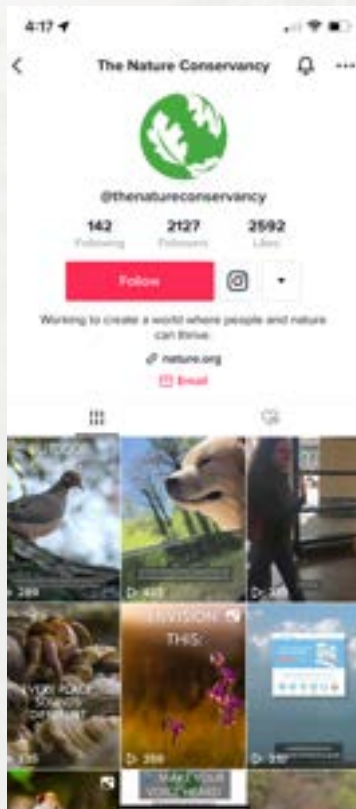
11 Use Other Platforms like TikTok

How to do it:

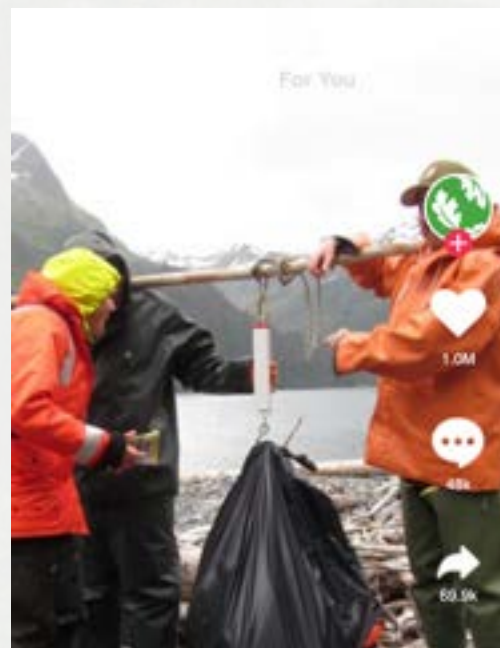
- Post TikTok videos of volunteers helping a community, animals, suggestions on how to help your community, conservation facts, and videos of nature.

Why/Key Insights

There are many different topics that The Nature Conservancy relates to. We analyzed climate crisis, reforestation efforts, sustainability, and habitat loss/endangered species. The organization should use the topics and promote them on TikTok. Currently, views and impressions are low on TikTok. Posting more often and about topics related to the organization it could increase brand awareness.



Sample Post:



ORGANIZATION



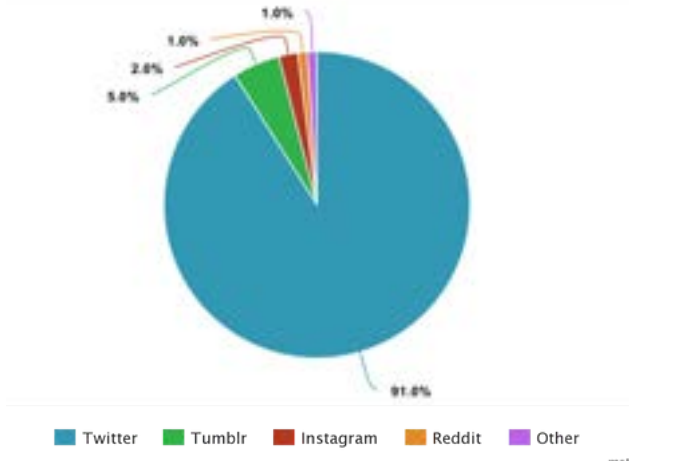
DATA INSIGHTS

DATA INSIGHTS: ORGANIZATION

Total Mentions: 20,580

Top Sites

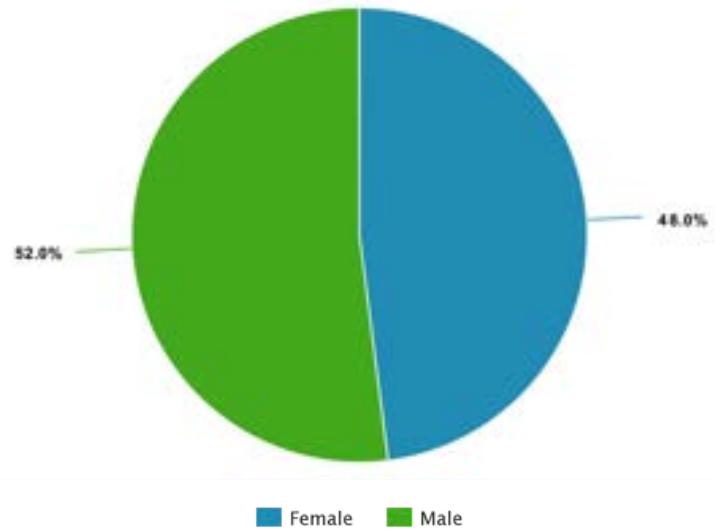
The Nature Conservancy Top Sites



Twitter is the top site at 91% (n=18,083) followed by Tumblr 5% (n=987), Instagram 2% (n=314), Reddit 1% (n=253), and other 1% (n= 144)

Gender Breakdown

The Nature Conservancy Gender Breakdown



48% of the tweets were female while 52% were male



When using Keyhole, it displayed a chart of the type of tweet. There were 54% original, 9% reply, and 37% retweet.

Conversations

Positive

- Impact conservation for countries
- Marine conservation projects
- A lot of successful scientists take part
- Protected acre of land

Negative

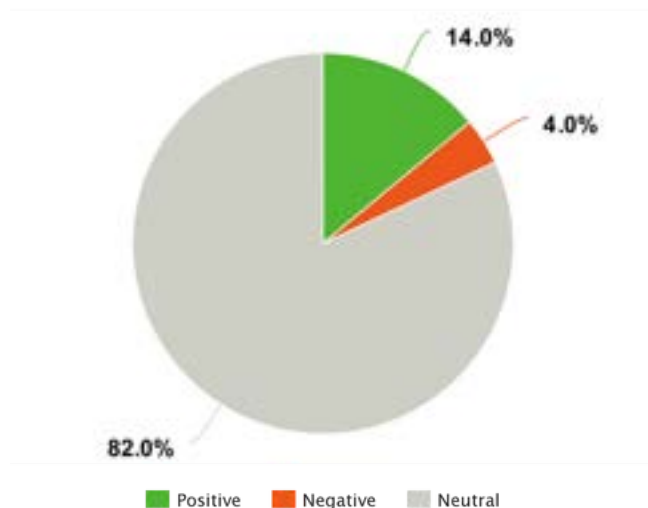
- Allegations of workplace misconduct
- Treatment of female employees scandal
- A global investigation into carbon offsets
- Limited Resources
- Where to focus efforts effectively
- Photo Contest

Neutral

- Locations where the organization has helped
- Different types of animals
- What different communities can do to promote sustainability, protection, and conservation.

Narrative by Sentiment

Narrative by Sentiment



Across all platforms, 82% of the mentions were neutral, 14% were positive and 4% were negative.

Top Items: Twitter (88%) (18007 mentions)

Top Hashtags

- **#earthday**: 835 mentions
- **#nature**: 548 mentions
- **#climatechange**: 547 mentions
 - Importance of planting trees and preserving nature to protect the climate
- **#climateaction**: 515 mentions
 - Reduce carbon emissions and support natural climate solutions
- **#lettheearthbreathe**: 352 mentions
 - Encouraging people to do activities that "let the earth breathe"
- **#IPCC**: 72 mentions
 - The Intergovernmental Panel on Climate Change
 - Nature removes carbon from the air

Top Mentions

- **@wwf**
 - Tweets: 3,751
 - Retweets: 6,507
 - Impressions: 175,714,138
- **@nature_org**
 - Tweets: 169
 - Retweets: 474
 - Impressions: 70,490,303

Top Shared Sites

- www.nature.org

- www.medium.com

Medium

Top Shared URLs

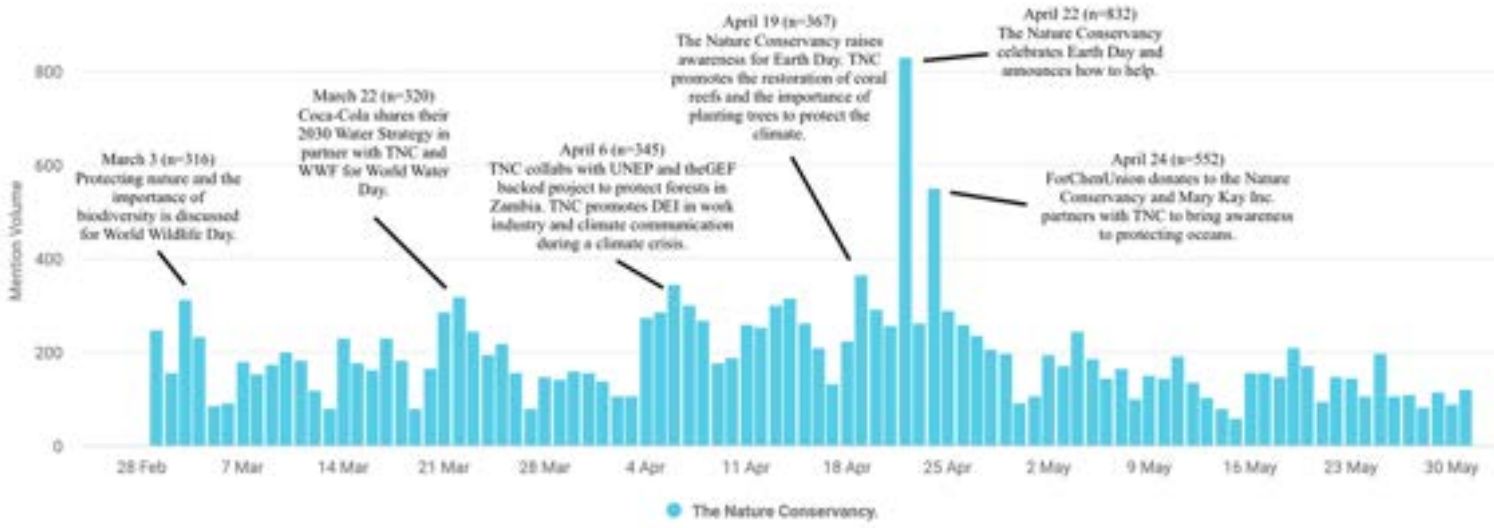
- <https://www.nature.org/en-us/>
 - The Nature Conservancy website is the Top URL.
 - Impressions: 1,136,707
 - Tweets: 267
- <https://medium.com/westwise/the-frank-and-joan-randall-preserve-in-californias-tehachapi-mountains-57f33da57251>
 - Article on California's newest nature preserve
 - Impressions: 1,092,180
 - Tweets: 265
- <https://citieswithnature.org/we-are-proud-to-launch-the-citieswithnature-action-platform-this-earth-hour/>
 - CitiesWithNature launches to promote cities taking action to protect and restore nature.
 - Impressions: 1,689,752
 - Tweets: 132

DATA INSIGHTS: ORGANIZATION

Total Mentions: 20,580

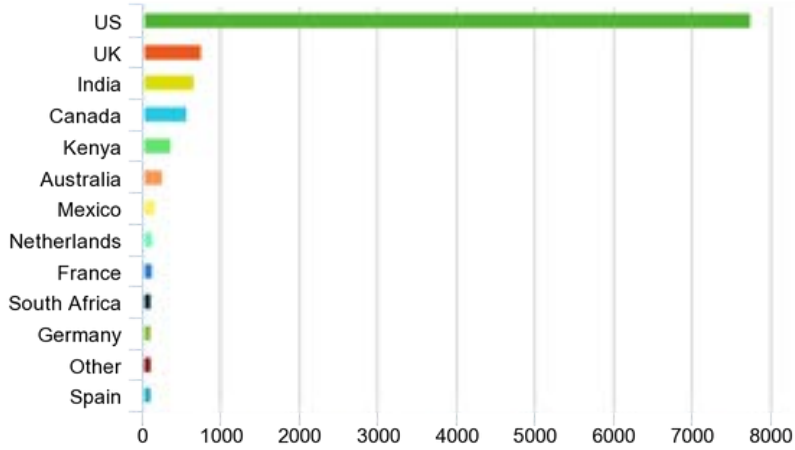
Spike Analysis

Mention Volume of The Nature Conservancy from March 1, 2022 to May 31, 2022.



Geography

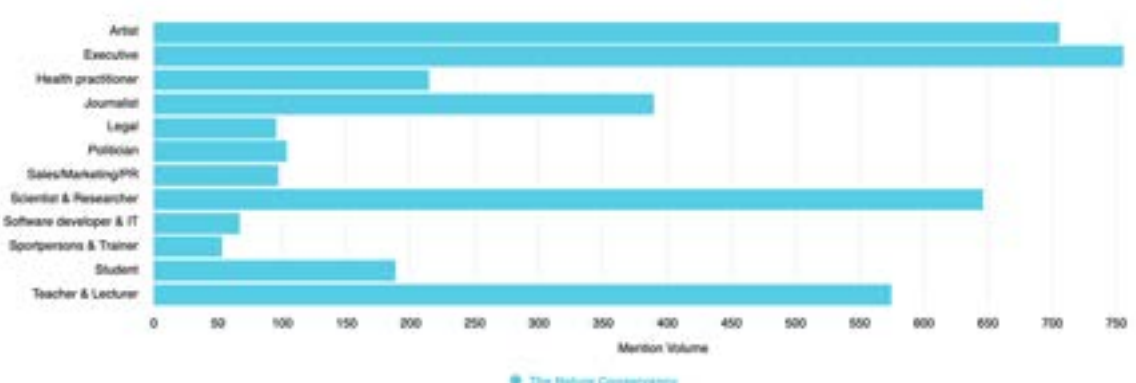
Geography Breakdown



Alternate tool (Keyhole)



User Profession



DATA INSIGHTS: ORGANIZATION

Total Mentions: 20,580

Influential users on Twitter



Prof. Katharine Hayhoe @KHayhoe

- 234.6K Followers
- Reach 22,646 – 16 posts
- Atmospheric scientist



Cory Doctorow @doctorow

- 488.3K followers
- Reach 544,006 – 5 posts
- Author and journalist



Senator Jeff Merkley @SenJeffMerkley

- 497K followers
- Reach 565,206 – 9 posts
- U.S senator of Oregon

Nature Conservancy Staff/Influencers

Through using Buzzsumo, we were able to gather data on users/influencers who have @nature_org in their twitter bios, mostly being staff of TNC.

Through using Keyhole, we were able to gather data on users/influencers who engaged with the term Nature Conservancy



Daniel Swain @Weather_West

- 92.6K Followers
- Avg # of Retweets Per Post - 84
- Climate Scientist for @UCLAIoES, @C3WE_NCAR & @Nature_Org



Avatar

- @officialavatar
- 355,887 Followers
- 2,487 Avg Engagements
- American media franchise



Kevin Weil @KevinWeil

- 74K Followers
- Avg # of Retweets Per Post - 3
- TNC Global Board Member and President of Product and Business at Planet



Zach Matthai

- @zachmatthai
- 5,062 Followers
- 153 Avg Engagements
- Photographer



Jack Bobo @Jack_A_Bobo

- 10.9K Followers
- Avg # of Retweets Per Post - 1.6
- Director of Global Food and Water Policy at The Nature Conservancy
- Recognized by Scientific American in 2015 as one of the top 100 influential people in biotechnology



Senator Toni Atkins

- @sentoniaticins
- 17,917 Followers
- 28 Avg Engagements
- represents the 39th District in the state Senate

COMPARABLE



DATA INSIGHTS

Sierra Club



Sierra Club makes up 38% of posts (n=39,640) out of total (n=103,282) combined with WWF, Audobon Society and the Nature Conservancy. The majority of the sentiment around conversation is neutral (n=26,523), and more negative conversation (n=9,988) is had than positive conversation (n=3,133).



World Wildlife Foundation (WWF)

Out of the total, the World Wildlife Foundation forms 38% of the posts (n=39,150). The majority of the conversation around WWF is neutral (n=30,449). The positive conversation makes up 13.7% (n=5,370) of the total conversation, and is higher than the negative conversations (n=3,326).

Audobon Society



The Audobon Society has the least amount of data and conversations, making up 4% of the total posts (n=4,192). Most of the posts have a neutral sentiment (n=3,654) around the conversation. The remainder of posts contain positive (n=444) and negative (n=106) conversations, which the numbers aren't high enough to consider significant.

Conversations

Overall a lot of the positive conversations for the peer organizations were about the positive impacts they were promoting in their organization, activities through the organization, and the impacts they have made on the earth. Moreover, the negative conversations for the organizations revolved around past issues the organization faced, and negative effects (threatened wildlife, endangered birds, climate change).

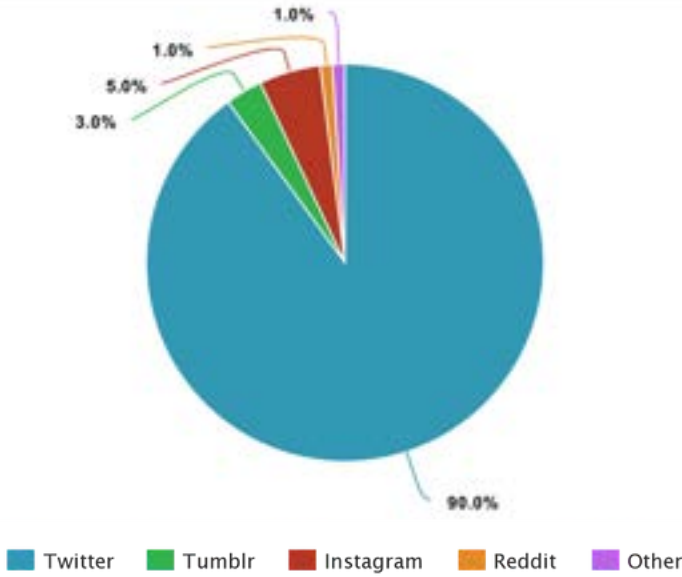
DATA INSIGHTS: PEER

Total Mentions: 103,282

There were 103,282 total mentions from comparable data. The Nature Conservancy had (20,300), WWF (39,150), Sierra Club (39,640), and Audubon Society (4,192) from March 1, 2022, through May 1, 2022.

Top Sites

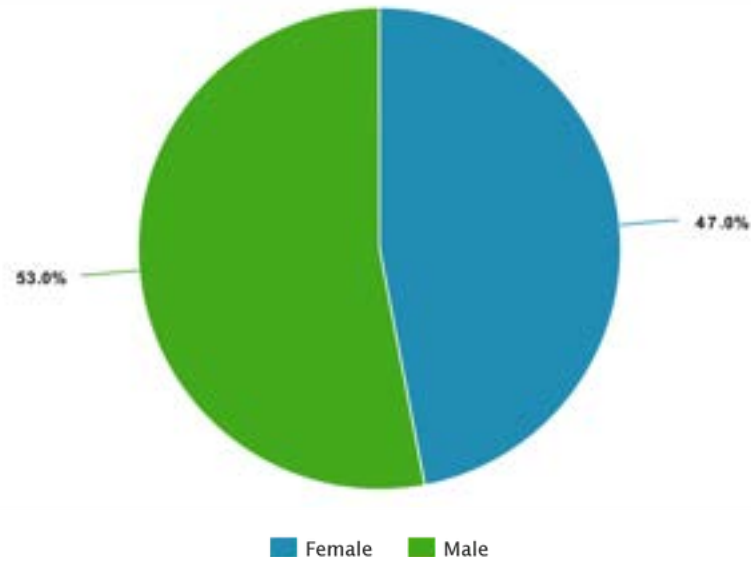
Comparable Organizations Top Sites



The majority of the mentions are from Twitter (90%), followed by Instagram (5%), Tumblr (3%), Reddit (1%), and other (1%).

Gender Breakdown

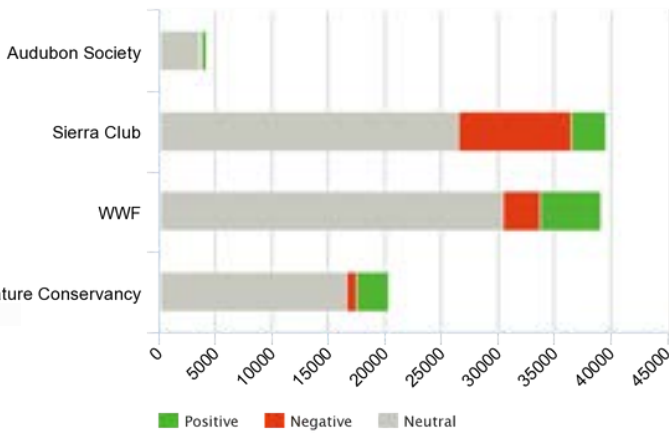
Gender Breakdown



47% of the tweets were female while 53% were male

Comparative Sentiment Analysis

Comparative Sentiment Analysis



Overall a lot of the positive conversations for the peer organizations were about the positive impacts they were promoting in their organization, activities through the organization, and the impacts they have made on the earth. Moreover, the negative conversations for the organizations revolved around past issues the organization faced, and negative effects (threatened wildlife, endangered birds, climate change).

WWF

Negative

- wildlife crime
- illegal wildlife trade

Positive

- conservation activities
- sustainability
- solutions for protection/restoration of environment

Sierra Club

Negative

- certain groups within the club
- political issues

Positive

- fight climate disruption
- successful wildlife-protection

Audubon Society

Negative

- audience participation
- birds in danger

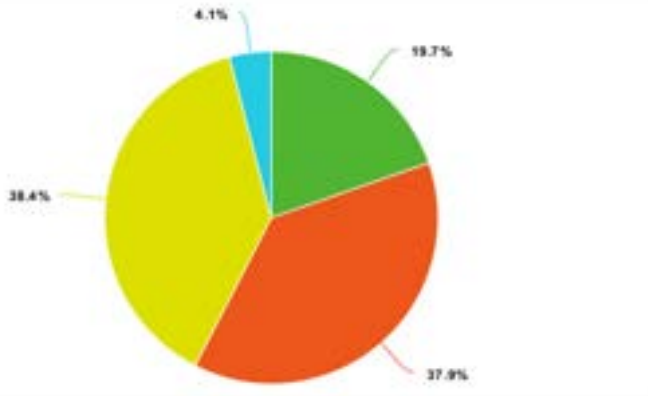
Positive

- celebrating birds
- facts about birds
- birdwatching

DATA INSIGHTS: PEER

Share of Voice

Share of Voice

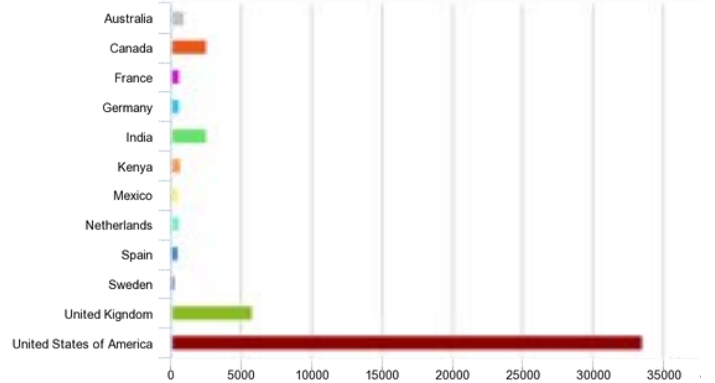


■ The Nature Conservancy
 ■ WWF
 ■ Sierra Club
 ■ Audobon Society

WWF has the highest share of voice (37.9%) followed by Sierra Club (38.4%), The Nature Conservancy (19.7%) and Audobon Society (4.1%)

Geographic Breakdown

Geography



The majority of mentions are from the United States of America.

Top Items

Top Mentioned Tweeters:

@wwf

Tweets: 9,017
Retweets: 14,886
Impressions: 306,276,765

@nature_org

Tweets: 3,747
Retweets: 6,478
Impressions: 172,258,712

@sierraclub

Tweets: 5218
Retweets: 8527
Impressions: 107,181,587

Top URL's:

<https://earthjustice.org/> (n=1,319)

- Sierra Club filed lawsuit against USPS for their plan to buy "gas-guzzling" mail trucks

<https://fightforourfutures.com/> (n=528)

- Promoting an Earth Day rally

<https://act.uscpr.org/a/sierraclub> (n=521)

- Article by US Campaign for Palestinian Rights discussing the Sierra Club's planned greenwashing trip to apartheid Israel

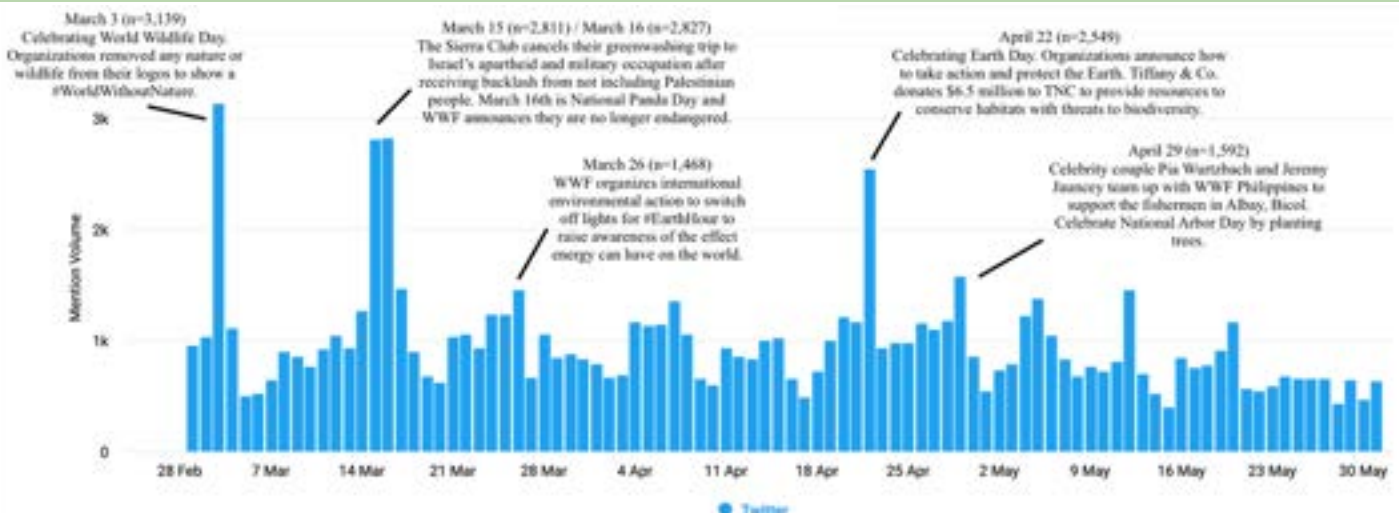
Top Hashtags:

#EarthDay (n=2,086)
#Worldwildlifeday (n=1,798)

Top Sites:

www.nature.org (n=3,868)
www.sierraclub.org (n=3,553)

Spike Analysis



THEMES



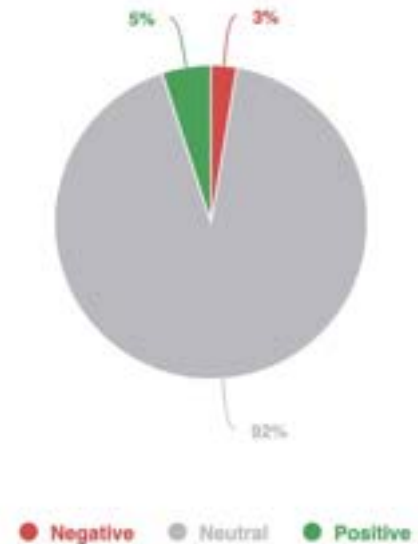
Theme 1: Climate

2,829 Posts (14% of data set)

Conversations

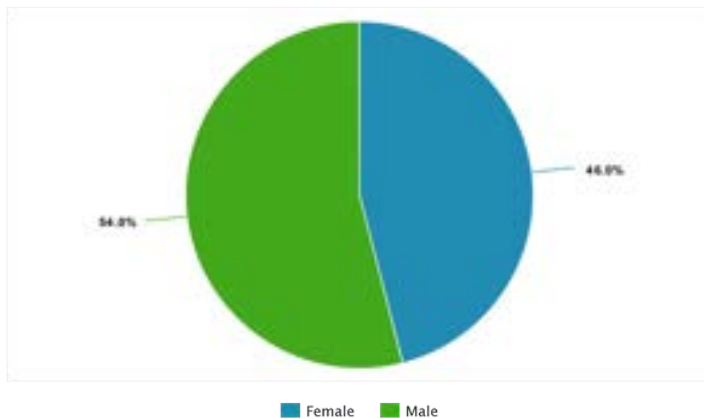
The conversations surrounding the theme of climate change were about what The Nature Conservancy was doing to combat climate change. Tweets also discussed the chief scientist of the organization and the steps they were taking to create an impact. Moreover, some conversations asked questions about natural climate solutions and what they could do to protect natural systems. The themes of conversation also reflect ways that The Nature Conservancy has helped protect the environment and take climate change action.

Sentiment Breakdown



Gender Breakdown

Gender Breakdown



54% Male / 46% Female

Positive Conversations (5%)

- Learning about climate change and exploring different ways for communities to take action
- Using nature solutions to stop climate change

Negative Conversations (3%)


- The Nature Conservancy falsely promotes the forest industry as the solution to climate crisis and supports the industry.
- Climate change cannot be solved by humans.

Top Influencers



Sky News
@SkyNews
8.3M Followers

Sky News is a British media and news company.



Amazon Web Services
@awscloud
2.1M Followers

Amazon Web Services is a service of Amazon that offers cloud computing platforms.



Katharine Hayhoe
@KHayhoe
236.3K Followers

Katharine Hayhoe is a Chief Scientist for The Nature Conservancy, Climate Scientist, Climate Ambassador for WEAnews and a Professor.

Theme 2: Wildlife

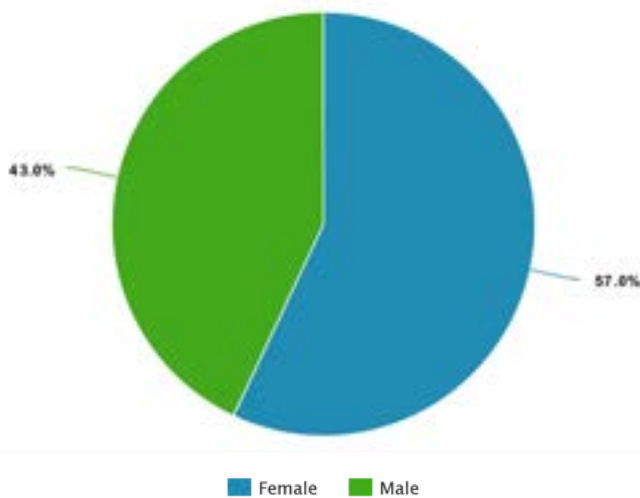
1,392 Posts (7% of data set)

Conversations

The theme conversations of wildlife were about habitat protection and preserving natural resources. The conversations also discussed the impacts of the World Wildlife Fund and The Nature conservancy on the environment. Some conversations even tried to influence people to donate to the organization to help continue to protect the environment. The tweets demonstrated ways that individuals can get more involved in helping wildlife and their habitats.

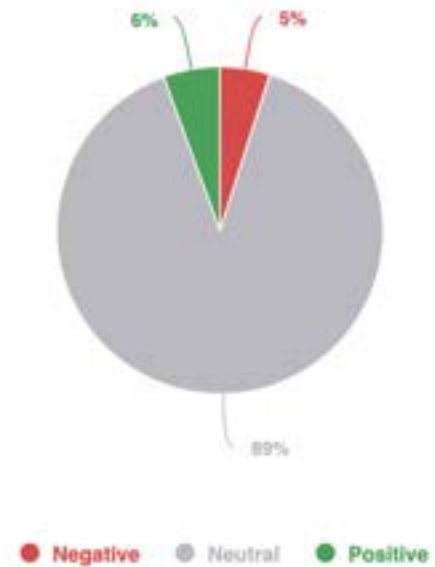
Gender Breakdown

Gender Breakdown



57% Female / 43% Male

Sentiment Breakdown



Positive Conversations (6%)

- Learning about conservation efforts for a wildlife preserve
- Improving wildlife habitats
- Touring wildlife habitats
- Supporting World Wildlife Day

Negative Conversations (5%)

- Pollutants contaminate habitats and wildlife
- Dams are unnatural and harm wildlife

Top Influencers



Little Green Space

@LGSpace

72.1K Followers

Little Green Space is a magazine and project based in the UK dedicated to improving wildlife and nature as well as encouraging sustainability.



World Wildlife Fund

@World_Wildlife

1.4M Followers

World Wildlife Fund is a non-profit conservation organization.

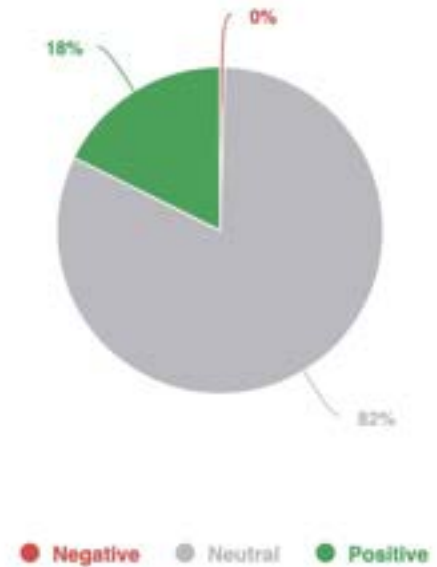
Theme 3: Earth Day

2,595 Posts (13% of data set)

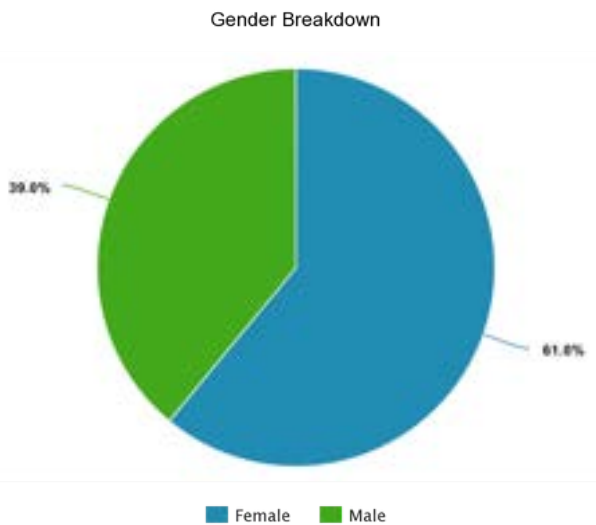
Conversations

The theme conversations of Earth Day were about what Earth Day is, its purpose, and Earth Day activities in communities. The conversations also reflected The Nature Conservancy's actions on Earth Day. Some conversations demonstrated individuals who were raising money themselves to donate to The Nature Conservancy inspired by Earth Day. While others were reflecting on the importance of protecting the earth and our natural resources.

Sentiment Breakdown



Gender Breakdown



39% Male / 61% Female

Positive Conversations (18%)

- Celebrating and highlighting Earth Day
- Donations being made to non-profit environmental conservation organizations
- Excitement for The Nature Conservancy's Annual Earth Day Virtual Summit on climate change

Negative Conversations (0%)

Top Influencers



Instagram
@instagram
33.7M Followers

Instagram is a social media platform designed for people to share content.



Rainn Wilson
@rainnwilson
4.4M Followers

Rainn Wilson is a famous actor from the series "The Office". Wilson stays active in the environmentalist community as well as donates to organizations/charities.

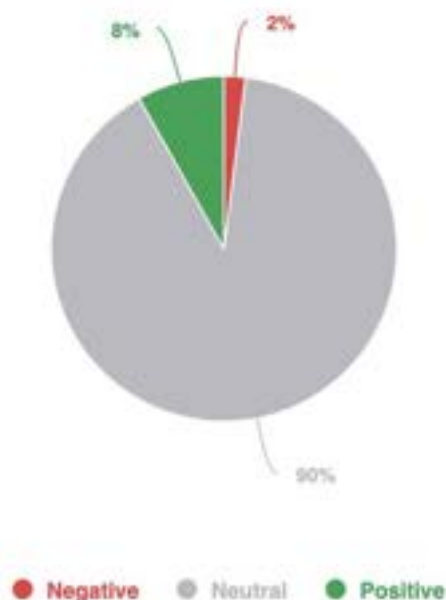
Theme 4: Conservation

2,137 Posts (10% of data set)

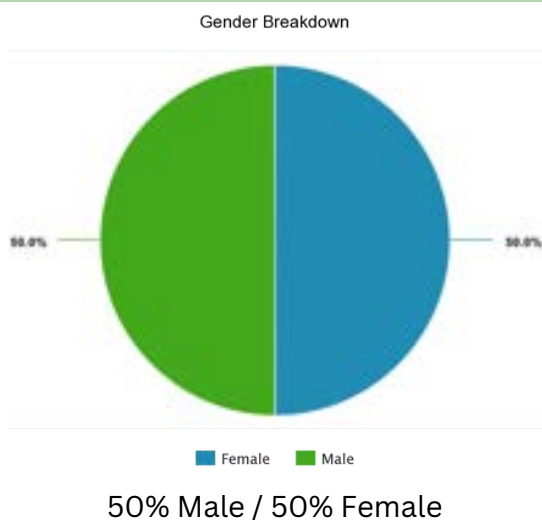
Conversations

The conversations surrounding the theme of conservation involve organizations educating the public on conservation efforts and how to help. Organizations are partnering with The Nature Conservancy to promote conservation funding and efforts to improve the environment. Tiffany & Co. provided \$6.5 million to support TNC and partnered with them to help conserve areas battling threats to biodiversity. Companies discuss the idea of brainstorming more impactful approaches of conservation to stop the climate crisis and halter biodiversity loss.

Sentiment Breakdown



Gender Breakdown



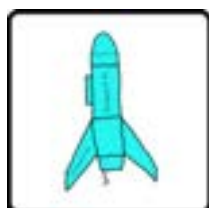
Positive Conversations (8%)

- Discussing conservation efforts
- Promoting conservation of nature
- Efforts to conserve state parks and wildlife preserves

Negative Conversations (2%)

- The Nature Conservancy exploits nature by destroying trees and supporting the forest industry

Top Influencers



Tiffany & Co.
@TiffanyAndCo
1.8M Followers

Tiffany & Co. is a craft jewelry company.



Governor Tony Evers
@GovEvers
107K Followers

Governor Tony Evers is the 46th Governor of the State of Wisconsin.

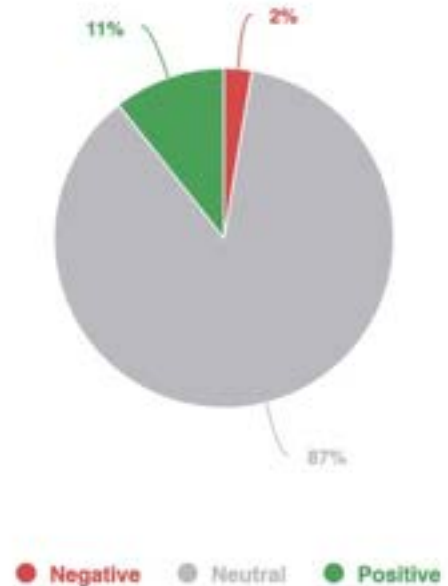
Theme 5: Restoring and Protecting The Environment

2,724 Posts (13% of data set)

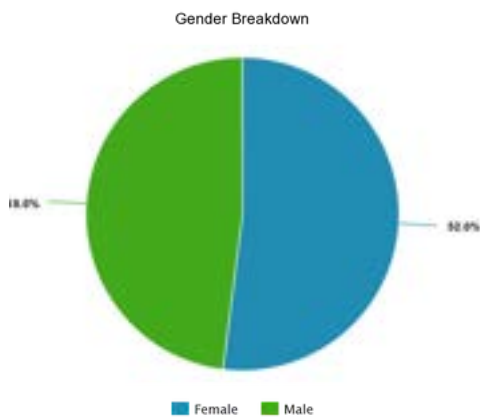
Conversations

The conversations surrounding restoring and protecting the environment include the importance of planting and protecting trees, restoring forests and ecosystems, maintaining clean water, reducing pollution and stopping climate change. Organizations/influencers are promoting projects with intent of restoring and protecting natural habitats. Companies are also educating the public on current issues and providing ways for them to help protect the environment.

Sentiment Breakdown



Gender Breakdown



48% Male / 52% Female

Positive Conversations (11%)

- Protecting and restoring the environment such as forests, land, rivers, oceans, state parks and wildlife.
- Promoting projects/organizations that are making efforts to protect and restore nature

Negative Conversations (2%)

- Forests are not being protected
- "Dead Zone" in the Gulf of Mexico is a threat to marine life

Top Influencers



UN Environment Programme
@UNEP
1.2M Followers

The United Nations Environment Programme is an organization that informs nations and people about environmental issues such as climate change, nature and biodiversity loss and pollution and waste, and encourages them to take action.



Little Green Space
@LGSpace
72.1K Followers

Little Green Space is a magazine and project based in the UK dedicated to improving wildlife and nature as well as encouraging sustainability.

THEMES VS GOALS

Themes of Conversation

VS

Goals of TNC

Climate



Reduce carbon emissions to help slow climate change
+
Help people at severe risk of climate emergencies

Wildlife



Conserve habitats saturated in biodiversity

Earth Day



Protect and conserve the overall Earth

Conservation



Conserve the oceans
+
Conserve land, forests and habitats with high carbon and biodiversity
+
Conserve rivers to improve water quality and quantity in freshwater ecosystems

Restoring and Protecting the Environment



Protect and restore healthy natural habitats that protect communities from natural disasters

The themes chosen based on the conversations surrounding The Nature Conservancy align with the organizations goals for 2023.

CROSS PLATFORM

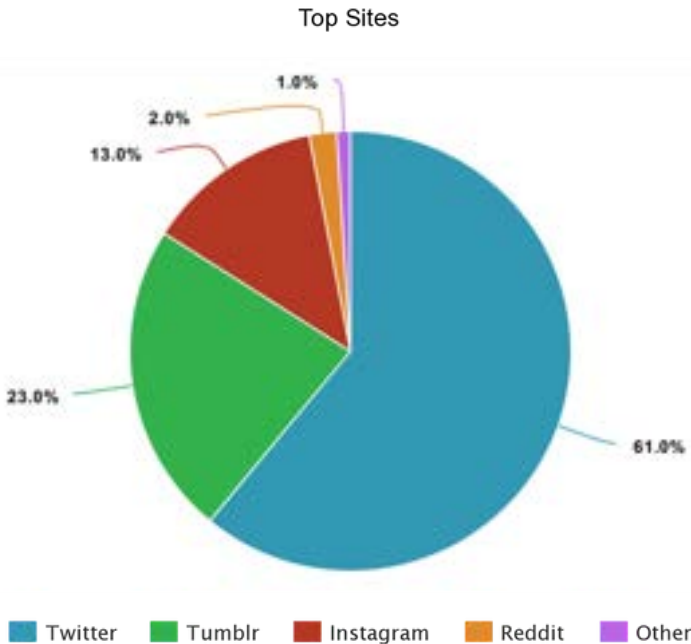


DATA ANALYSIS

DATA INSIGHTS: CROSS PLATFORM

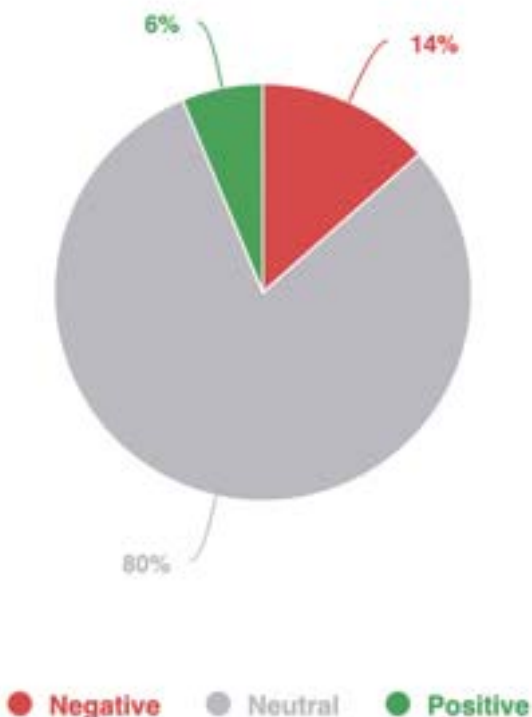
Total Mentions: 75,347

Top Sites

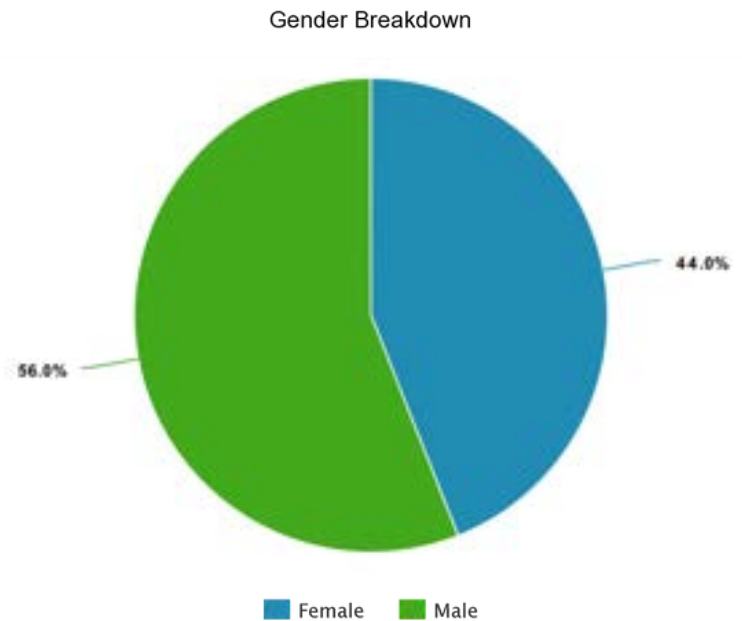


Twitter is the top site at 61% (n=40,515) followed by Tumblr 23% (n=15,361), Instagram 13% (n=8,515), Reddit 2% (n=1,611), and other 1% (n=764)

Narrative by Sentiment



Gender Breakdown



44% of the tweets were female while 56% were male

Conversations

Positive

- Benefits of planting trees as a way to combat climate change
- Protecting the oceans to help the effects of climate change
- Organizations impact to help combat climate change

Negative

- Negative effects of climate change
- Issues that arise in different countries because of climate change
- People who are not helping with climate change
- Negative changing of habitats

Neutral

- Promoting different ways to combat climate change
- Spreading information about different ways to get involved in protecting the environment in your community

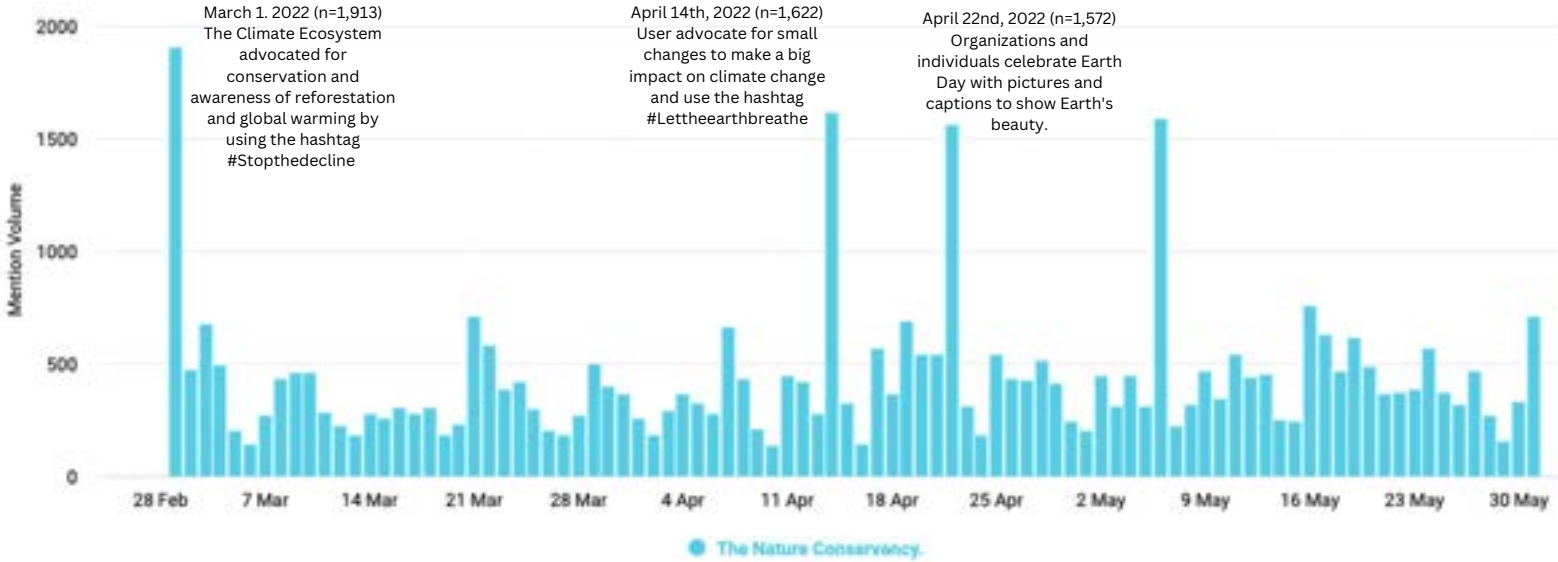
Overall Narrative

The overall narrative of the conversation is about the effects of climate change and what resources are available to combat the effects.

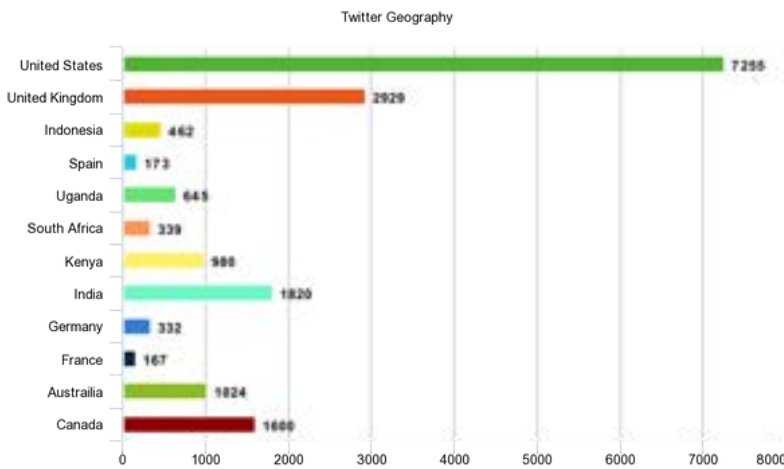
CROSS PLATFORM: TWITTER

Total Mentions: 40,515

Spike Analysis



Geography



Influential users on Twitter



Mike Mahoney

- @ecology_tweets - 5.9K Followers - Reach 2,697 - 219 mentions
- Retweeting all things #EcologyTwitter



Conservation International

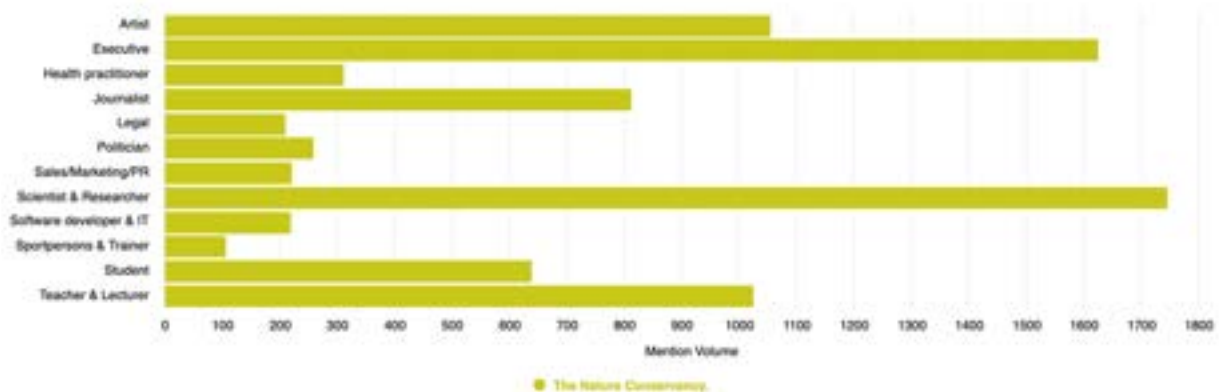
- @ConservationOrg - 177.1K followers - Reach 23,122 - 63 mentions
- American nonprofit environmental organization



The Greta Effect-EarthWinds

- @Living4Earth - 15.2K followers - Reach 6,282 - 75 mentions
- Greta Effect group

User Profession



Top Items: Twitter (61%) (40,515 mentions)

Top Hashtags

- #climatechange
 - Tweets: 2,709
 - Retweets: 9,407
 - Impressions: 87,681,438
- #conservation
 - Tweets: 1,138
 - Retweets: 3,665
 - Impressions: 28,854,026
- #climatecrisis
 - Tweets: 329
 - Retweets: 2,677
 - Impressions: 8,617,726
- #biodiversity
 - Tweets: 432
 - Retweets: 1,872
 - Impressions: 18,134,704
- #climateaction
 - Tweets: 309
 - Retweets: 1,395
 - Impressions: 10,779,495
- #environment
 - Tweets: 403
 - Retweets: 1,234
 - Impressions: 9,537,169
- #climate
 - Tweets: 332
 - Retweets: 1,256
 - Impressions: 8,944,600
- #globalwarming
 - Tweets: 210
 - Retweets: 1,891
 - Impressions: 1,679,492

Top Mentions

- @keuna6382 (Lorenze)
 - Discussing the effects climate change has on the Phillipines
 - Retweets: 1,927
 - Impressions: 900,075
- @ClimeToken (The Climate Ecosystem)
 - Global warming is affecting reforestation.
 - Retweets: 1,634
 - Impressions: 147,989
- @sherryrehman (SenatorSherryRehman)
 - Taking oath against climate change
 - Retweets: 335
 - Impressions: 5,046,868

Top Shared Sites

- www.onegreenplanet.org



- www.conservation.org



- www.iucn.org



Top Shared URLs

- <https://www.onegreenplanet.org/environment/climate-change-could-hinder-reforestation/>
 - Scientists are concerned about how climate change will affect forests.
 - Volume: 1,322
- <https://www.telegraph.co.uk/news/2022/04/16/new-climate-change-gcse-conserve-planet-launched/>
 - A new course for 2025 will be available for students to learn more about conserving the planet.
 - Volume: 306
- https://www.change.org/p/linkedin-let-s-save-the-bees?utm_source=share_petition&utm_medium=custom_url&recruited_by_id=456c8970-feca-11e8-95c0-e383d2242133
 - Petition to #savethebees
 - Volume: 301

CROSS PLATFORM: TUMBLR/INSTAGRAM

Narrative by Sentiment Tumblr

Positive

- First female chief scientist of the NOAA
- benefits of recycling
- participating in sustainability practices

Negative

- Communities are not doing enough to combat climate change
- discussions about endangered species and environments

Neutral

- Local environmental projects
- Countries legal movements



● Negative ● Neutral ● Positive

Narrative by Sentiment Instagram

Positive

- 2022 TransPac Wing project to raise awareness for climate change/climate action, ocean health & ocean conservation
- Bill passed the NYC Senate to help clear the toxic air

Negative

- Communities are not doing enough to combat climate change
- Discussions about endangered species and environments

Neutral

- Local environmental projects
- Different country's movements toward protecting the environment



● Negative ● Neutral ● Positive

Tumblr: Total Mentions 15,360

Instagram: Total Mentions 8,515

Top Mentions:

@thatprettyhistorian

Society is facing environmental problems because nothing is being done about climate change.

Key Influential Users:

- @minnesalawnews
- @guycrenshaw
- @makecitysmarter
- @don-litchterman
- @bpissuenews

Top Mentions:

• @going.zero.waste

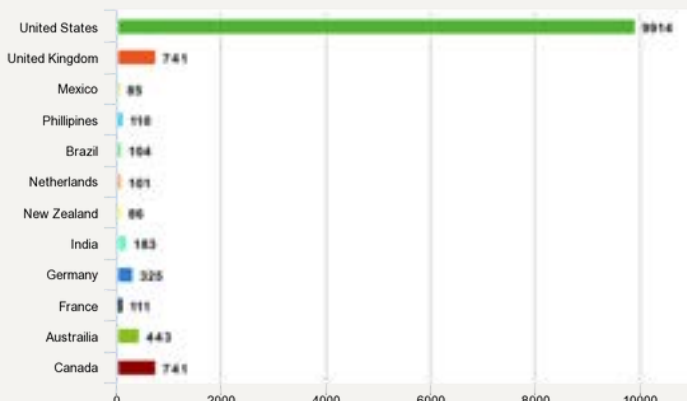
- Highlighting Earth Day and discussing conservation trends over the past several years.
- Reach: 256,201
- Likes: 12,416

• @pamgoneglam

- Highlighting Earth Day and ways to take action against the #climatecrisis
- Reach: 188,582
- Likes: 7,218

Geography Tumblr

Tumblr Geography



Key Influential Users:

- @4ocean
- @natgeo
- @natgeotravel
- @nature_org
- @greenpeace
- @greenpeaceusa

CLIMATE CHANGE &



RESTORATION &
CONSERVATION EFFORTS

TOPIC DATA SET

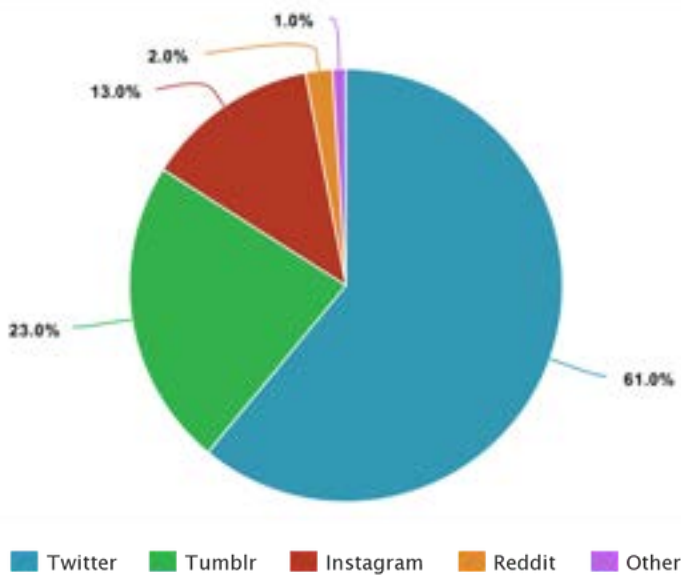
Climate Change & Restoration & Conservation Efforts

Total Mentions: 75,347

Data Overview: March 1st, 2022 - May 31st, 2022

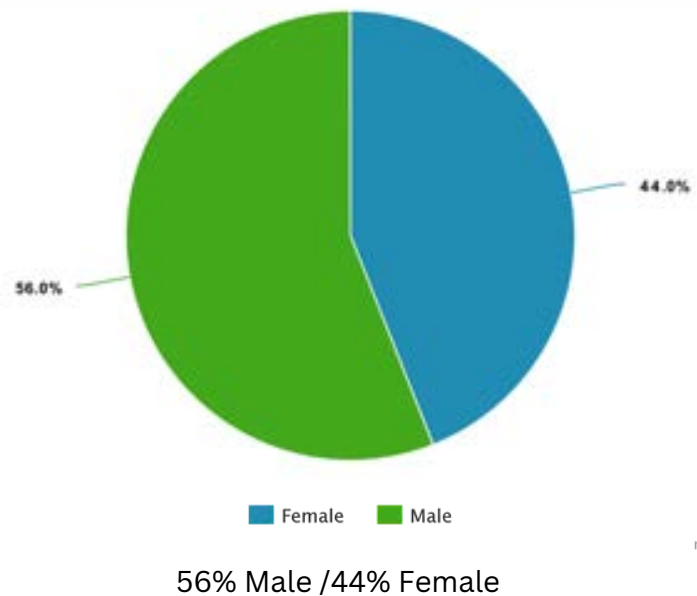
Site Breakdown

Topic Data Set Site Breakdown

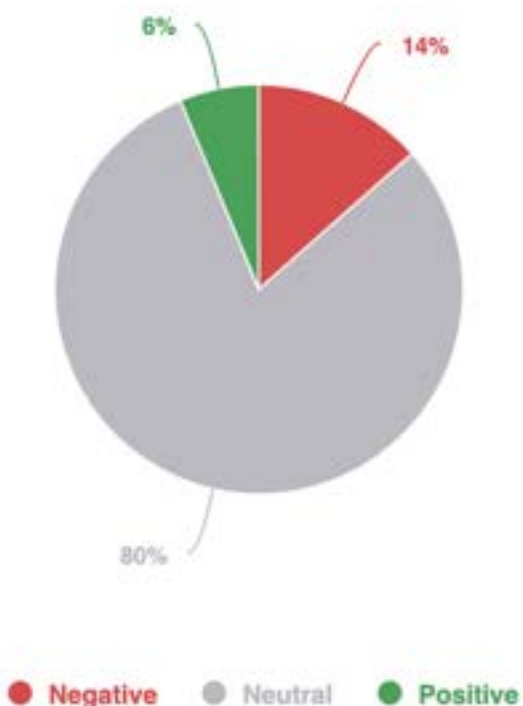


Gender Breakdown

Gender Breakdown



Narrative by Sentiment



Conversations

Most engaged posts:

- **@sherryrehman:** Senator advocating for climate change and that it needs to be paid more attention to
- **@govinslee:** spoke about local ecosystem restoration and bold solutions to climate change
- **@nadhimzahawi:** Launched a sustainability & climate change strategy
- **@natgeo:** Promoted National Panda Day and brought attention to their success story in habitat loss

GENDER BASED



DIFFERENCES

GENDER BASED DIFFERENCES

Total Mentions: 75,347

Female Total: 8,706 Male Total: 10,943

Comparing Topics

#ClimateChange #ClimateCrisis

#ClimateEmergency

- Female: 20%
- Male: 80%

Biodiversity Conservation

- Female: 40%
- Male: 60%

Conservation of the Environment

- Female: 64%
- Male: 36%

Combat Climate Change

- Female: 39%
- Male: 61%

Forest Restoration

- Female: 35%
- Male: 65%

Top Items

Top Influential Users

Female:

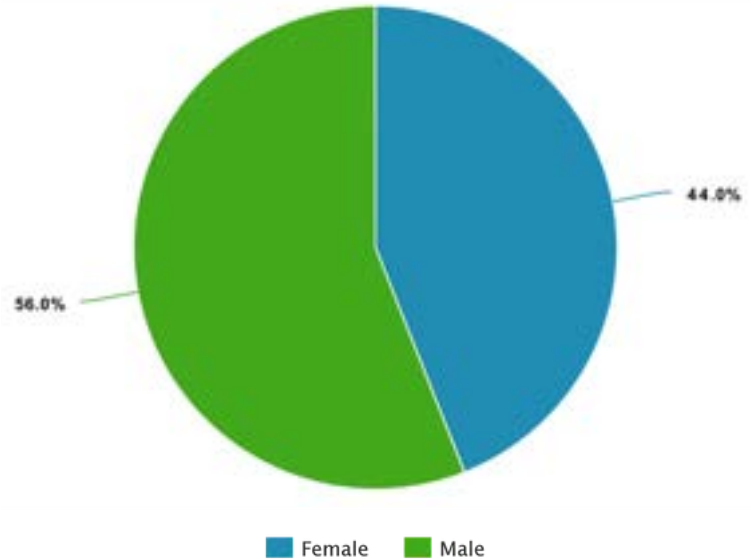
- **@RepMaxineWaters**- Representative of California's 43rd District in Congress
 - Waters received a 100% score as an Environmental Champion from the League of Conservation Voters
 - Reach: 188789
 - Retweets: 124

Male:

- **@ClintoneBill** - Environmental and Climate Justice Activist
 - Climate Change messages are meant to encourage people to take action to live in a better environment
 - Reach: 273709
 - Retweets: 599

Gender Breakdown

Gender Breakdown



56% Male / 44% Female

Narrative by Sentiment



Conversations

Positive

Female:

- Excitement for people learning about how to conserve the planet by fighting climate change and restoring natural habitats.
- Praising those who have made efforts to mitigate climate change or restore/conservate forests, land, coral reefs, etc.

Male:

- GCSE teaching students how to conserve the planet
- Importance of fighting against climate change and conserving the planet

Negative

Female:

- Anger towards the wildlife and habitat loss due to natural disasters and the lack of conservation efforts.
- The negative effects of climate change on wildlife and habitats.
- People asking for stronger restoration efforts to be made.
- Endangered species are being threatened with extinction.

Male:

- Planting trees won't fix climate change
- Congress is not taking initiative to conserve/restore the nation's habitats
- The need for mitigation against climate change is now but no one is taking action - global warming is happening

Neutral

Female:

- Creating awareness about environmental issues and how to take action against climate change
- Educating the public on reforestation, conservation, biodiversity loss, fossil fuels

Male:

- World Water Day and Earth Day- raising awareness and how to take action
- Educating public on the effects of climate change and how to conserve the environment

Overall Narrative

The overall narrative of the conversations for both genders are attempts to educate their audience on the negative effects of climate change and how to mitigate it.

THEME



ANALYSIS

CLIMATE CRISIS

Total Mentions: 15.5k

Top Items

Top Hashtags

- #climatechange - 2,859 Tweets / 24,356,290 Impressions
- #conservation - 1,821 Tweets / 11,220,477 Impressions
- #climatecrisis - 1,098 Tweets / 4,091,772 Impressions
- #savesoil - 948 Tweets / 2,192,296 Impressions
- #climateemergency - 776 Tweets / 2,127,883 Impressions

Top Shared URL's

- <https://www.telegraph.co.uk/news/2022/04/16/new-climate-change-gcse-serve-planet-launched/>
 - Climate Change GCSE on 'how to conserve the planet' 2025
 - Reach: 1,037,762
 - Tweets: 212
- <https://www.unwomen.org/en/news-stories/from-where-i-stand/2022/02/from-where-i-stand-gender-equality-is-essential-for-us-to-be-able-to-mitigate-climate-change>
 - Dr. Gladys, Uganda's first wildlife veterinarian, discusses gender equality in mitigating climate change
 - Reach: 590,578
 - Tweets: 185

Top Mention:

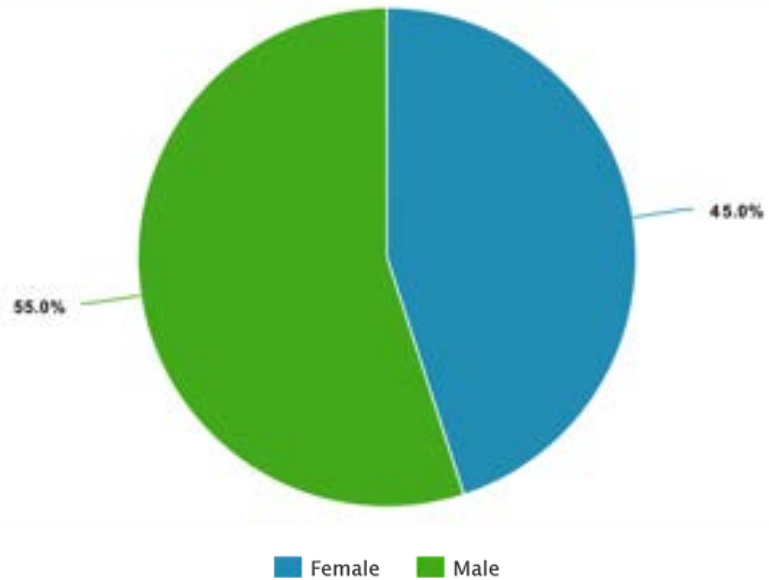
- @doctorgladys - Uganda's 1st wildlife veterinarian
 - Impressions: 579,607
 - Tweets: 183

Top Influential User:

- @AgrimAg85538878 - Climate Activist #savesoil
 - Reach: 108
 - Mentions: 133

Gender Breakdown

Gender Breakdown



Narrative by Sentiment



● Negative ● Neutral ● Positive

Conversations

Positive

- Actions that are taken by companies, individuals, and organizations to combat the climate crisis
- The restoration that has/ is taking place in different areas
- supporting climate crisis efforts
- Work made by others to contribute in protecting the environment and combating climate change

Negative

- Natural Disasters
- Effects that the climate crisis has on the world/ US
- Criticizing other people's work on their impacts to change climate change
- things that climate change effects

Neutral

- climate change GCSE will teach students how to conserve the planet
- preserve existing ecosystems
- forest restoration and how it impacts climate change
- Ocean conservation

Overall Narrative

The overall narrative of the conversation is about the effects of climate change and what can be done to combat it.

REFORESTATION

Total Mentions: 11.04K

Top Items

Top Hashtags

- #climatechange - 3,223 Tweets / 13,792,174 Impressions
- #globalwarming - 1,741 Tweets / 625,844 Impressions
- #climatecrisis - 1,491 Tweets / 1,925,363 Impressions
- #climateactionnow - 1,349 Tweets / 222,399 Impressions
- #climateemergency - 1,312 Tweets / 122,473 Impressions

Top Shared URLs

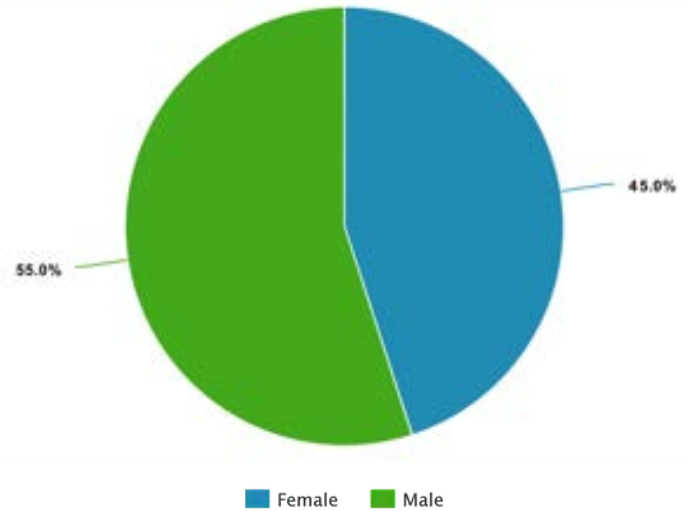
- <https://www.onegreenplanet.org/environment/climate-change-could-hinder-reforestation/>
 - "Climate Change Could Hinder Reforestation"
 - Reach: 83,603
 - Retweets: 1,297
- <https://www.iucn.org/our-work/oceans-and-coasts>
 - IUNC working toward conserving ecosystems
 - Reach: 103,671
 - Retweets: 225

Top Mentions

- **@iuncforests** - Non-governmental/nonprofit organization providing information on environmental issues and sustainability
 - Impressions: 1,792,158
 - Tweets: 203
- **@vanessa_vash** - Climate Activist
 - Impressions: 815,795
 - Tweets: 85

Gender Breakdown

Gender Breakdown



Narrative by Sentiment



● Negative ● Neutral ● Positive

Conversations

Positive

- Macquarie University lab efforts towards conservation efforts in reforestation
- Different brands who care about the planet
- National love a tree day May 16
- Earth Day
- Different organizations efforts in reforestation

Negative

- Minnesota wildfire
- Climate problems in the forestry industry in the US
- The Nature Conservancy promoting wood production and logging as a solution to the climate crisis
- Toxic land and drinking water

Neutral

- Carbon removal and storage
- Different opportunities to join in protecting soil and nature-based solutions
- GEF Climate Change Mitigation Tracking Tool
- Facts about nature and different countries reforestation efforts

Overall Narrative

The overall narrative of the conversation is about the efforts of reforestation like planting trees and different organizations. While also about wildfires and other natural disasters.

SUSTAINABILITY

Total Mentions: 10.07k

Top Items

Top Hashtags

- #climatechange - 4,748 Tweets / 36,810,611 Impressions
- #conservation - 1,829 Tweets / 11,844,445 Impressions
- #biodiversity - 724 Tweets / 4,499,361 Impressions
- #environment - 707 Tweets / 4,428,006 Impressions
- #earthday - 468 Tweets / 6,121,727 Impressions

Top Shared URL's

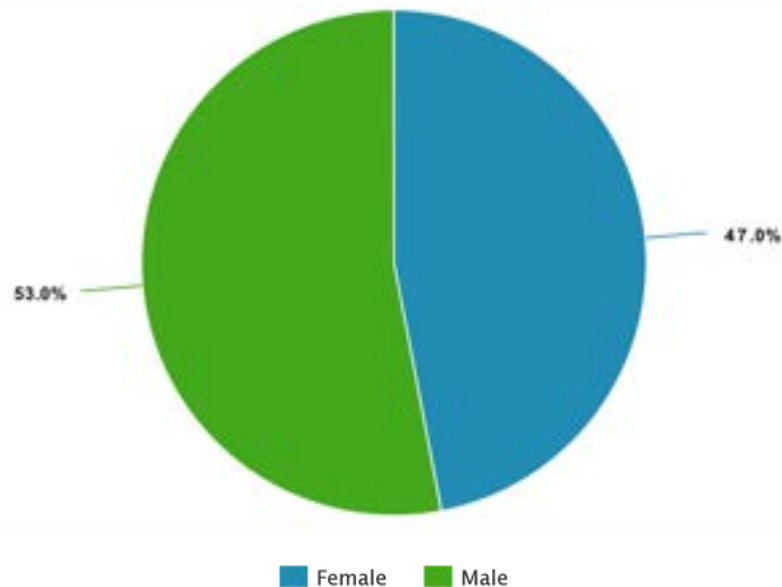
- <https://www.unep.org/news-and-stories/press-release/planting-trees-has-never-been-easier#:~:text=Trees%20are%20the%20cheapest%20and,for%2Dthe%2DPlanet%20Foundation>
 - Planting trees is the most effective way to reduce greenhouse gas emissions and stop climate change
 - Reach: 2,659,840
 - Tweets: 240
- <https://oracle.voicestorm.com/NoCommunity.htm>
 - Smithsonian shows visitors how to save the planet with VR
 - Reach: 38,780
 - Tweets: 135

Top Influential Users:

- @ecology_tweets - Ecology Twitter Account
 - Reach: 2,698
 - Mentions: 78
- @jane_eden - Account by @edenconserve to create awareness of conservation, endangered species and climate change
 - Reach: 2,273
 - Mentions: 65

Gender Breakdown

The Nature Conservancy Gender Breakdown



Narrative by Sentiment



● Negative ● Neutral ● Positive

Conversations

Positive

- Highlighting voices and working in nature and conservation
- agreement to integrate management, conservation & ecosystem restoration into tourism businesses' operations
- Finding joy in nature
- celebrating different animals and insects who help nature thrive

Negative

- Infestation of Asian longhorn beetles
- Environmental policies or the lack of policies
- Polluting oceans
- carbon offsets
- controversial conversations about impacts and efforts

Neutral

- Educating communities about sustainable impacts
- how to promote a sustainable lifestyle
- recycle and reuse
- Green energy and energy usage/solar panels
- Health and education

Overall Narrative

The overall narrative of the conversation is about policies and communities. The conversations also reflect resources and educating individuals about conservation.

HABITAT LOSS + ENDANGERED

Total Mentions: 8991

Top Items

Top Mentions:

@wef

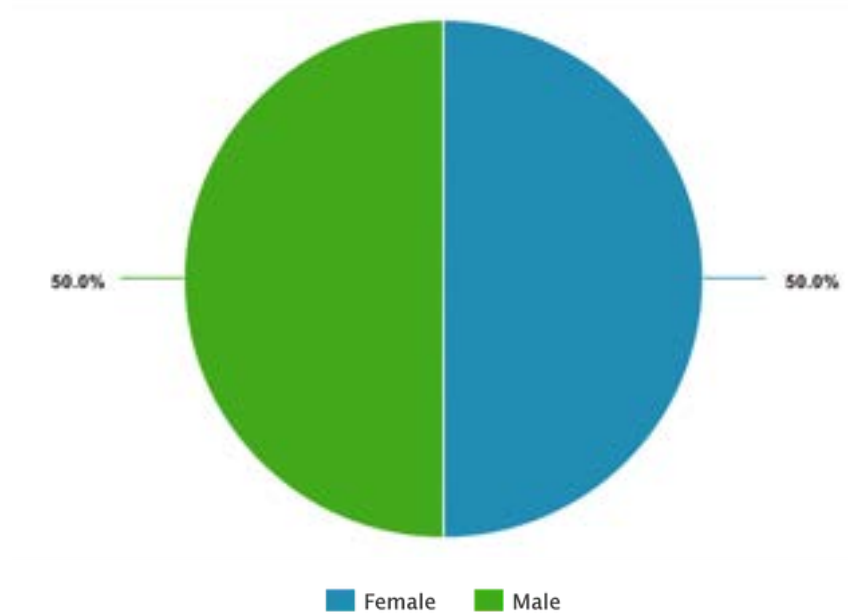
Promoting International Day of Forests and providing more information on how to help with forest conservation and preventing biodiversity loss.

Key Influential Users:

- @wef
- @environmentca
- @nature_org
- @voxdotcom
- @AWF_official

Gender Breakdown

Gender Breakdown



Narrative by Sentiment



● Negative ● Neutral ● Positive

Conversations

Positive

- World Parrot Day appreciates exotic birds
- Trees for the Future nonprofit promotes their Forest Garden Program
- Seagrass becoming a powerful tool in fighting against climate change
- Community carbon trees
- Rewilding efforts to slow or halt the loss of habitats

Negative

- Droughts causing animals to die & become endangered
- Global heating affecting species
- Ice caps melting and causing sea level to rise
- Greenhouse gases are choking our planet
- Nitrogen pollution piling pressure on certain species

Neutral

- NTPC releases Biodiversity Policy
- Users mention a lot about specific species that are in danger of becoming extinct along with ways to help save them
- Many promotions for campaigns, nonprofits, and conservation efforts

Overall Narrative

The overall narrative of the conversation is about endangered species and habitats. Many mentions are focused on specific endangerments and provide further information on how to help try to prevent it.

OTHER TOOLS

Alternate Tools

The logo for Keyhole, featuring the word "Keyhole" in a bold, yellow, sans-serif font. The letter 'o' is stylized to resemble a keyhole.The logo for BuzzSumo, featuring the word "BuzzSumo" in a blue, sans-serif font. To the right of the text is a blue icon consisting of three curved lines radiating from a central point, resembling a signal or broadcast symbol.

Benefits

The two tools we analyzed were Keyhole and Buzzsumo. Keyhole may be more limited in access than Brandwatch but it can do some things that Brandwatch cannot. Keyhole showcases top/rising insights and provides sentiment scores and timelines. On the other hand, Buzzumo can identify Twitter users with the organization's handle in their bio, and report data about the organization's staff.

Incorporate in the Analysis

The tool Keyhole and Buzzomo were used throughout the report. They were used to determine top influencers (p. 17). Keyhole was used to determine geographical locations (p. 16), and type of tweet (p. 14).

Experience with the Tools

Keyhole

The tool was very user-friendly and displayed many different insights. The tool provides an engagement/post timeline, influential users, top websites, sentiment, and locations. gender, top device, linked websites, and social media post type. I would recommend this tool to a friend. However, it was a little harder to find negative and positive conversations and some limitations on insights.

Buzzsumo

The tool seems to be a great tool when it comes to searching for key terms and phrases quickly. It provides engagement insights and monitors important aspects for your needed insights. I would recommend this tool to a friend who has a business or needs the use of SEO.

APPENDIX

The Nature Conservancy Boolean Query

"The Nature Conservancy" OR @nature_org
OR #TheNatureConservancy

Organization Themes:

Climate

"climate" OR "climates" OR "climate
change" OR #climatechange

Wildlife

"wildlife" OR #wildlife

Earth Day

"Earth Day" OR #EarthDay OR "nature heal"

Conservation

"conservation" OR #conservation OR
"conserve" OR #conserve

Restoring and Protecting the Environment

"restore" OR "restoration" OR "restoring"
OR "protect" OR "protection" OR
"protecting"

Topic Themes:

Climate Crisis:

"climate crisis" OR #climatecrisis

Reforestation Efforts:

"tree planting" OR "planting trees" OR "reforestation" OR
#reforestation

Sustainability:

"sustainable" OR #sustainable OR "sustainability" OR
#sustainability

Habitat Loss + Endangered Species:

"habitats" OR #habitats OR "habitat loss" OR #habitatloss OR
"habitat" OR #habitat OR "endangered wildlife" OR "wildlife" OR
#endangeredwildlife OR #wildlife

Comparable Organization's Boolean Query

"The Nature Conservancy" OR @nature_org OR
#TheNatureConservancy
"Sierra Club" OR @sierraclub OR #sierraclub
"World Wildlife Fund" OR @WWF OR
#WorldWildlifeFund
"National Audobon Society" OR @AudobonSociety OR
#AudobonSociety

Topic Dataset Query Boolean Query

("climate change" OR #climatechange)
AND (conservation OR conserve OR
#conservation OR "conserving wetlands"
OR "conserving grasslands" OR "conserving
forests" OR "habitat conservation" OR
"coastal restoration" OR reforestation OR
restoration OR "planting trees" OR
"preserving biodiversity")

Alternate Tools

Keyhole and Buzzsumo