PETA

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

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ORGANIZATION MISSION

People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, and PETA entities have more than 9 million members and supporters globally. PETA opposes speciesism, a human-supremacist worldview, and focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: in laboratories, in the food industry, in the clothing trade, and in the entertainment business. PETA also works on a variety of other issues, including the cruel killing of rodents, birds, and other animals who are often considered "pests" as well as cruelty to domesticated animals. PETA works through public education, investigative newsgathering and reporting, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

When delving into PETA's social media accounts and engagement, we looked into their owned and earned data, as well as conversational and topic data such as sentiment. We evaluated the key insights using software called Brandwatch during the timeframe of September 1 — December 31, 2022.

As a group, we focused on researching Twitter, Instagram, Reddit, and Tumblr, as they had the highest post volume and user engagement. Facebook and Pinterest did not share as much information. There were 658.05k (658,049) mentions divided across 7 platforms and 267.29k unique authors. Following the completion of our research, we were able to come up with recommendations for PETA's presence on social media platforms.

GOALS

- Examine PETA's (social) positioning, target audience, and media strategies
- Analyze PETA's earned data
- Create recommendations to enhance PETA's social presence and generate higher levels of awareness on social platforms to retain and attract newer audiences.

SOCIAL PLATFORMS USED

| Twitter | Reddit | Instagram | Tumblr |

MEDIA PROBLEMS + RECOMMENDATIONS

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

**WHAT TO DO
HOW TO DO IT
KEY INSIGHTS**

3

RECOMMENDATIONS

RECOMMENDATION #1

We recommend that PETA make trigger warnings available on their social media platforms.

HOW TO DO IT

In each post's caption, when the content may be foul/triggering for some viewers, we recommend beginning with 'TRIGGER WARNING:' followed by the post's caption.

WHY (SUPPORTING INSIGHTS)

There is negative sentiment that supports that viewers need trigger warnings before watching animal slaughter and abuse videos, like those that are posted on PETA's pages. The negative sentiment stems from users questioning why PETA does not use trigger warnings in its content in the comments on graphic videos. Our partner organizations, Animal Justice Project and Cruelty-Free International share trigger warnings for users in the caption and preceding before videos graphic in nature.

RECOMMENDATIONS

RECOMMENDATION #2

We recommend that PETA modify the language and tone used in their Twitter content.

HOW TO DO IT

To do this we recommend that PETA use more positive language and upbeat tones in their graphics, videos, and written form content that are more approachable for their audiences. Rather than mostly highlighting problems and issues, PETA can focus on providing solutions and positive actions that people can take to make a difference. For instance, instead of demonizing meat eaters, PETA should showcase plant-based alternatives that can help encourage people to adopt plant-based practices into their consumption habits. Additionally, humor can be a powerful tool to connect with people in making them feel more at ease. Given this factor, PETA should explore the option of incorporating memes and pop culture references into their content to make their messaging more accessible to a wider audience. For example; using a popular quote or song lyric that can assist in conveying the positive aspects of living cruelty-free— while also being able to resonate with audiences due to prior association/preliminary knowledge.

WHY (SUPPORTING INSIGHTS)

Unfortunately, on Twitter, PETA is widely known for its jarring semantics, and explicit use of graphics and language. Our Twitter sentiment analysis found that PETA has a negative sentiment of 37% (260,817). Although this is a nonexhaustive measure of negative views towards PETA, we found that many of the topped liked and retweets in this category are based on criticisms of PETA messaging. For example, @FoxNews responded to a thread of tweets stating "PETA roasted over 'deranged' Thanksgiving tweets: 'Nobody takes these people seriously'" which amassed over 23 million impressions in which even more backlash was directed towards PETA.

RECOMMENDATIONS

RECOMMENDATION #3

On November 22 or during Thanksgiving of each year, we recommend that PETA create a 'This not That' segment to educate people about the alternatives to turkey and other meat carvings that people consume during the holiday season.

HOW TO DO IT

PETA can use its hefty presence across platforms to share recipes for vegan/vegetarian/animal-friendly alternatives for our favorite Thanksgiving meals. It can also be a way for PETA to interact with their followers by making an interactive post asking followers to share their favorite vegetarian and meat alternative recipes for the Thanksgiving season!

WHY (SUPPORTING INSIGHTS)

There is a peak in negative sentiment on November 22, 2022 relating to the mass animal slaughter that occurs each Thanksgiving season. One of our partner organizations, Animal Justice Project, promoted a similar campaign to that in our recommendation. During Thanksgiving week, AJP shared vegan alternative recommendations to Thanksgiving meats. Their followers were receptive to the campaign based on the comment section's and we think that followers of PETA will also be receptive of a similar campaign. PETA can improve this campaign by sharing recipes directly in the caption instead of having users follow links.

RECOMMENDATIONS

RECOMMENDATION #4

We recommend that PETA integrates a social media spotlight on donors to show ways their donation aids in the causes pursued. This would be a spotlight made available mostly on Instagram. The post would name the donor, who they are, and their reason for donating.

HOW TO DO IT

If the brand posts every time period, whether it be weekly, bi-weekly, or monthly. PETA could post a donor spotlight who provides information on why they donated or why they support the cause. Or a specific instance of where money they receive goes to help those who need it. By placing emphasis on how donors help by highlighting specific causes on social media it gains in positive content output. This integration can also bolster transparency with the audience in the conversation where their money goes.

WHY (SUPPORTING INSIGHTS)

On December 15th a Twitter user responds to a tweet about non-profit ad campaigns stating "..ASPCA, PETA, HUMANE SOCIETY! Millions in donations. How much is actually spent for the benefit of the animals? 10%? maybe?" A tweet from September 25th from @ChiragMRA read "People have proven that @peta is bunch of hypocrites and for donations they can preach anything irrelevant. #PETAHypocrisy" with 34 retweets and a reach 34, 796 shows this idea is not isolated and supported by multiple users.
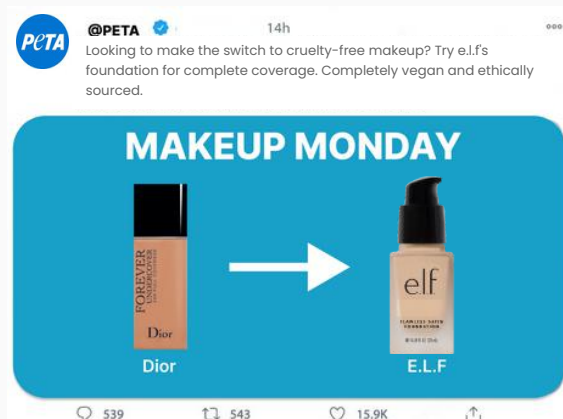
RECOMMENDATIONS

RECOMMENDATION #5

We recommend that PETA run a segment titled 'Makeup Monday' where they educate customers on companies that practice animal testing and provide customers with viable cruelty free cosmetic alternatives.

HOW TO DO IT

PETA should use Twitter as the medium for executing this segment as this platform appears to have the most activity and engagement with users who actively participate in the 'animal testing' conversation. PETA can execute this segment using the following methods. Creating infographics to make the information visually appealing to the users; PETA can co-host weekly Twitter chats with cruelty-free brands— where they feature products and users can ask questions and participate in live conversation. Additionally, as part of the weekly twitter chats, PETA should also share customer reviews on cosmetic products to establish rapport with prospective customers.

WHY (SUPPORTING INSIGHTS)

Various spikes throughout our dataset indicate the demand for increased awareness and conversations regarding the dismemberment of animal testing for cosmetic purposes. On December 18, was an increase in Twitter volume (n=354) after New York became the tenth state to ban the sale of cosmetics tested on animals. While some users responded to this news with celebration, many acknowledged this "small victory" yet still made the case for this accomplishment to be established on a national level. Additionally, there were users who began sharing various cruelty-free alternatives such as ethical elephant, NYX, and e.l.f Cosmetics. Based on how users appeared to be receptive to this content, having PETA conduct this segment will help bring more awareness to their brand and conversation topic alike.

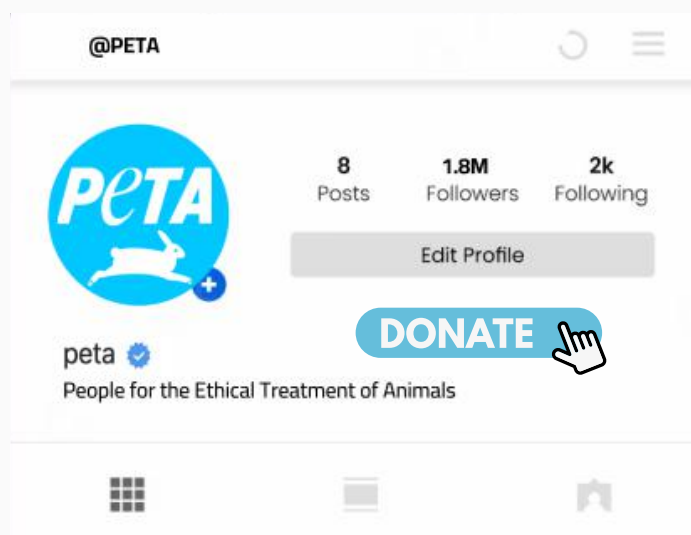# RECOMMENDATIONS

RECOMMENDATION #6

We recommend utilizing the new Instagram feature that attaches your donation campaign to your profile

HOW TO DO IT

By navigating the Instagram app and adding themselves as a cause to support. PETA could subsequently uplift other smaller organizations in this method as a way to broaden and connect their audience with causes that could also benefit from donations or simply just increased audience reach.

WHY (SUPPORTING INSIGHTS)

On Dec 22nd PETA released a statement about Lewis Hamilton's complacency toward a Formula 1 parent company. Leading to a jump in mentions (n=3061) citing that PETA cares about money and not helping animals due to Hamilton's prior affiliation with PETA. Another spike on Reddit on December 26th with a user responding to a comment who stated that "Peta is a scummy company that is only in it for the money and would rather kill every animal they see." Another comment from the same day reads "Pot calling the kettle black, [redacted] PETA, if you want to donate time, money or resources you have available Google search a better non profit." Building a better brand image can also begin by highlighting and partnering with other organizations so they can generate better user sentiment.

RECOMMENDATIONS
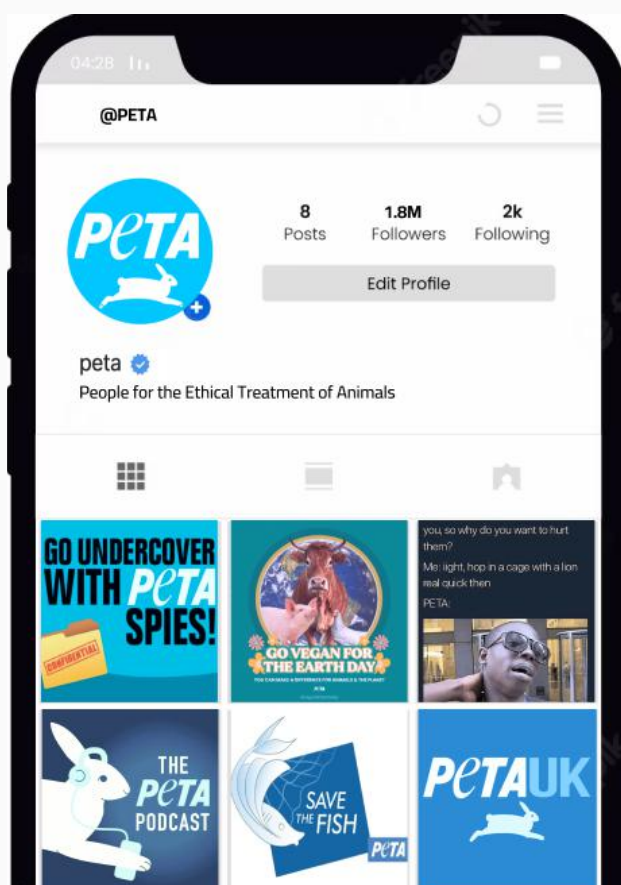
RECOMMENDATION #7

We recommend that PETA revamps its Instagram content and layout to make it more engaging, visually appealing, and informative for their followers

HOW TO DO IT

To make their Instagram profile more visually appealing, PETA should choose a color palate (such as their famous bright blue and other complementary colors) that highly reflects their brand identity— passionate and energetic. They should be used consistently throughout their posted content as this will help create a cohesive landscape for their followers to navigate. To further increase Instagram interactivity, PETA should use interactive features such as polls, quizzes, and challenges to foster engagement and a community in which their followers feel included. Additionally, PETA should leverage the stories and highlights feature, to showcase "exclusive content" and behind-the-scenes footage (for fundraising and activist events) as it's shareable content that will increase impressions, which in turn, can encourage more users to take action.

WHY (SUPPORTING INSIGHTS)

PETA has 1.4M followers on Instagram, however, struggles to generate engagement on this platform. Multiple studies, "5 Reasons Why Your Brand Should Have a Theme on Instagram" by Hopper HQ, explain the importance of establishing a strong brand identity and theme on Instagram. Additionally, our peer organizations, ASPCA, Cruelty-Free International, The Human League, and the Animal Justice project leverage the story feature to show how their followers can take action and support their movements; as well as using this feature to provide insights about the company.

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RECOMMENDATIONS

RECOMMENDATION #8

We recommend that PETA utilizes the discussion of ongoing policy within the local and federal governments to inform their audience on a quarterly basis. The discussions can be broken down to smaller community levels and be made available on all platforms, using the 'Live' feature.

HOW TO DO IT

PETA can compile the legislation that is open and about to go to the voting stage for that quarter into a Twitter thread. This allows for information to disseminate in a concise and clear way by breaking down complex legislation into sections. Twitter threads also allow for more information to be presented within the same topic set encouraging audience engagement.

WHY (SUPPORTING INSIGHTS)

On September 29th U.S. politician Rand Paul tweeted about passing a bill to end mandatory animal testing for experimental drugs which received 225 retweets and 1,063,413 impressions on Twitter. On October on 24th news outlets began reporting about a British politician who proposed legislation that would undo a ban on animal testing. This day had a mention volume of 1,937 and a tweet from that day received 1,622 retweets and 493,140 impressions. From these conversations, it seems that users like to be informed about animal testing policy and engage with it.

RECOMMENDATIONS

RECOMMENDATION #9

PETA should increase their collaboration with high-profile individuals (that have large followings) who are passionate about their cause to elevate their reach and visibility.

HOW TO DO IT

One way PETA can use collaboration to their advantage is by partnering with celebrities who are passionate about animal welfare such as Miley Cyrus, Joaquin Phoenix, and Ellen DeGeneres— who all have very large followings. The involved parties can work together on a campaign to encourage their followers to take action on supporting animal rights. Additionally, PETA should partner with policymakers who are passionate about animal rights to promote their messaging and advocacy for animal-friendly policies. This same business model can permeate into social media personalities that have large platforms and have an established history of caring for animal welfare.

WHY (SUPPORTING INSIGHTS)

PETA has a staggering following of 1.4 million followers on their Instagram account. However their engagement to followers ratio is very low with an average metric of 1.05%. To break this down further, on average PETA receives 14.6K likes and 300 comments on each post. This is not an exhaustive measure, with very few of their post surpassing 30k likes (and in one instance 98k likes). After evaluating PETA's Instagram metrics — we have found a surplus in engagement when PETA partners with notable figures, such as Taraj P. Henson, when she posed to advocate against wearing real fur.

Be like Joaquin

Join the cause and save the animals!

RECOMMENDATIONS

RECOMMENDATION #10

We recommend that PETA partner with animal shelters to waive the adoption fees one day every month.

HOW TO DO IT

It can be done by reaching out to organizations that PETA partners with to pay for a certain number of fees to be waived nationally. After this, funds will be disbursed to shelters throughout the United States which can then participate in an "adopt don't shop" event where the adoption fee is waived for animals adopted on these specific days. We recommend that these days be in the middle of each month, as mid-month does not interfere with many holidays in the United States. These days can be showcased on their website beneath the News >> Adoption tab where they showcase animals that are looking to be re-homed. PETA could also waive the adoption fee for those looking to adopt directly from their site.

WHY (SUPPORTING INSIGHTS)

PETA's sentiment on most social platforms leans negatively. However, when PETA is spoken of with positive sentiment, it is related to the work they are doing, rather than what is being posted by them on social media platforms. As an organization, PETA supports the 'adopt don't shop' campaign and this recommendation would further support their ideation.

PLATFORMS + TONE OF VOICE

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)
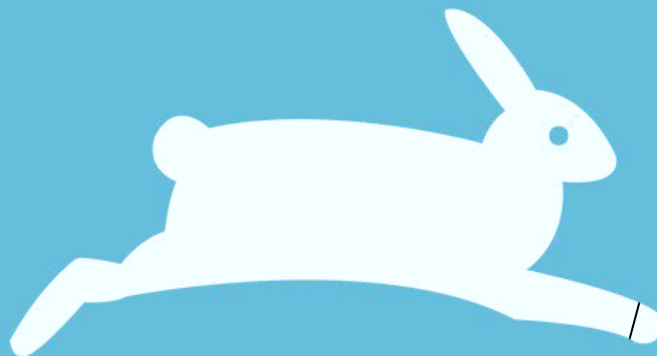
**INSTAGRAM
TWITTER
TUMBLR
REDDIT**

14

TWITTER

MENTIONS
594.4k

UNIQUE AUTHORS
207.56k

INFLUENTIAL USERS
@sealdefence
@peta
@megumii7andrift
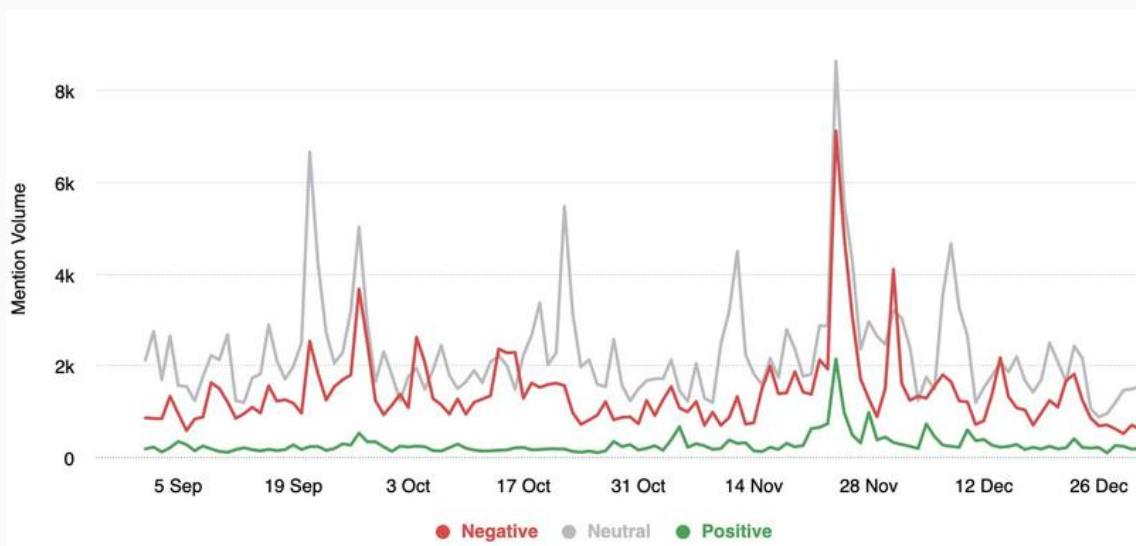
UNIQUE HASHTAGS
#gentlegoats
#animaltests
#endangeredmonkeys

Out of all of the People for the Ethical Treatment of Animals's social media channels, Twitter appears to have the most serious tone — in regards to the statements, graphics, and videos they post. Due to the explicit nature of this content, PETA tends to attract more criticism from not only their following but the general audience as well. Their account on Twitter is informative and news centric, updating followers on what is going on in the world of animal rights. It induces ethos, as most content pulls on the heart strings by graphically showing what cruelty animals endure every day.

PETA ✔ **@peta · 1h**
Experimenting on animals is a "scientific" dead-end—it's time for a humane U-turn ⬇️

headlines.peta.org
New Deal in Research Promotes Good Science, Eliminates Animal Ex...
Experiments on animals are cruel—and they don't help humans. PETA proposes a new deal in research.

💬   🔁 2   ♡ 6   📊 1,661   ⬆️

Show this thread

15

TWITTER

SENTIMENT OVER TIME

Sentiment regarding PETA on Twitter competes between being negative and neutral. Negative and neutral sentiment spiked around the Thanksgiving season, November 22nd, 2022, with the conversation hovering around animal cruelty and the wrongful killing of live animals. Neutral sentiment also spiked on December 8, with 5,301 mentions of PETA in one day. The Tweet with the highest reach of 37,055 from @PETAUK states, "The industry deliberately mislabels coffee as "wild-sourced" to deceive consumers and retailers. According to one worker, farmers can collect no more than 20 kg of feces a year from the jungle and up to 400 kg a year from imprisoned, force-fed civet cats." Sentiment was neutral with replies like a heart-breaking emoji.

INSTAGRAM

MENTIONS
1725
UNIQUE AUTHORS
2
INFLUENTIAL USERS
PETA
UNIQUE HASHTAGS
N/A

Although due to user data availability, the analytics for Instagram is limited. After reviewing Instagram, we concluded that the brand voice appears to be passionate yet disorganized due to scattered messaging (seen in Image 1). PETA's passion is evident through the jargon that supports the ethical treatment of animals and the content posted, which includes celebrity endorsements alongside graphic imagery to showcase the unethical animal treatment. The layout of their Instagram lacks cohesion due to the varying nature of each post (seen in Image 2). It appears PETA has a broad target audience, however, the humor and content displayed on their social media platforms seem to be geared toward Millennials and Gen-X (ages 27-58).
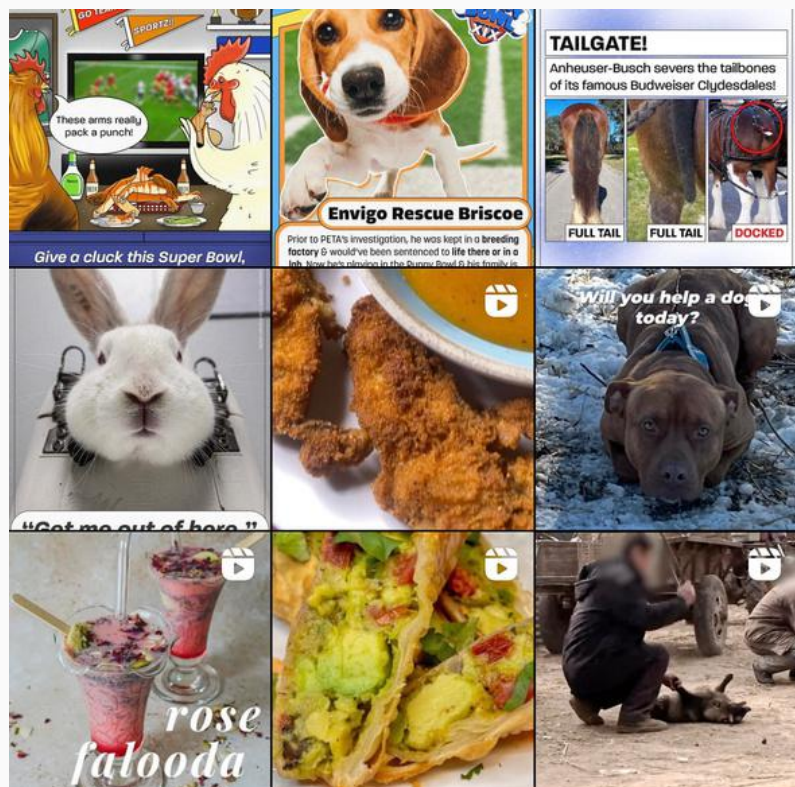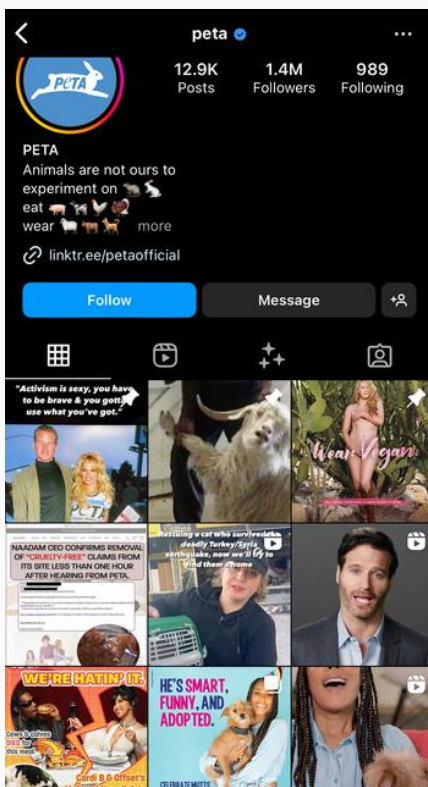
INSTAGRAM

SENTIMENT OVER TIME
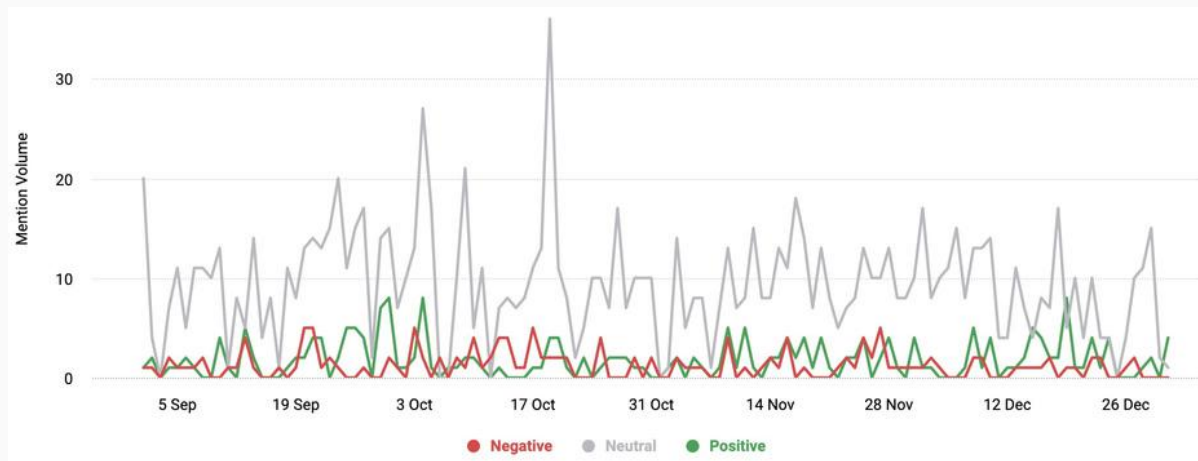
From our limited availability of the data set the graph has a primarily neutral conversation sentiment with the positive and negative remaining within the vicinity of each other. A large spike is seen on October 19th which relates to a post by PETA with a reach of 32, 420 PETA suggested a Halloween villain costume of Dr. Fauci released after PETA reported his agency using puppies for lab testing. The most liked comment posted by @kingjay_wvtsijon asked "Are y'all ok?". This comment adds the recommendation that users do not like PETA's messaging strategy of shocking the user.

REDDIT

MENTIONS
43,707
UNIQUE AUTHORS
30,939
UNIQUE HASHTAGS
N/A
INFLUENTIAL USERS
vegancirclejerk
MarkAnchovy

PETA has a sub-Reddit dedicated to bolstering the conversation about the treatment of animals. Through Reddit, PETA encourages the dissemination of information and is a platform for discussion. The subreddit contains a mix of news articles, discussions, and multimedia content that highlights animal welfare issues, such as animal testing, factory farming, and the fur trade. The community is regulated with a high volume of 'troll' posts, and every post requires approval. A noticeable spike occurred on Dec 26th with a user sharing a PETA sticker found on their jacket that said "Only [redacted] wear Canada Goose" promptly sparking a discussion on PETA's messaging tone. Reddit is a site that frequently criticizes PETA's tone and delivery of messaging noting at times that some are simply made to shock viewers.

REDDIT

SENTIMENT OVER TIME
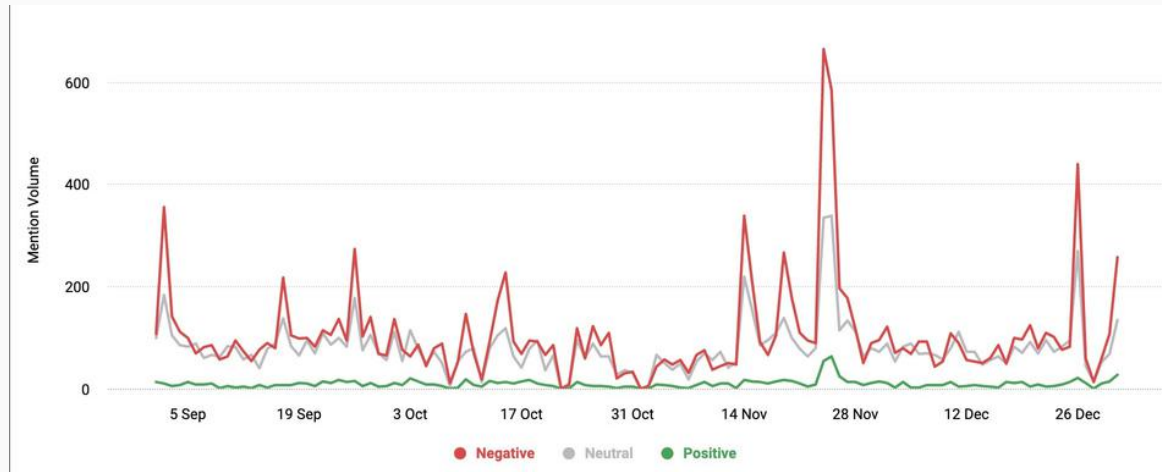
Conversations about PETA lean towards negative and neutral sentiment with a small portion of positive sentiment. The peak in conversation on November 24th which is also a major spike seen on Twitter as well as the discourse surrounding the Thanksgiving graphic posted by PETA. Most users are outraged with Reddit user @prinklesnout added, "As long as I can remember PETA has always been "edgy" and forcefully antagonistic, as well as hypocritical. Let's not forget that while preaching their message, at times, they were (according to several investigative articles) euthanizing more animals than they were supposedly saving." This shows distrust and another instance of apprehensiveness to the messaging used by PETA.

PETA + TUMBLR

MENTIONS
36.63k
**UNIQUE AUTHORS**
29.09k
UNIQUE HASHTAGS
N/A
**INFLUENTIAL USERS
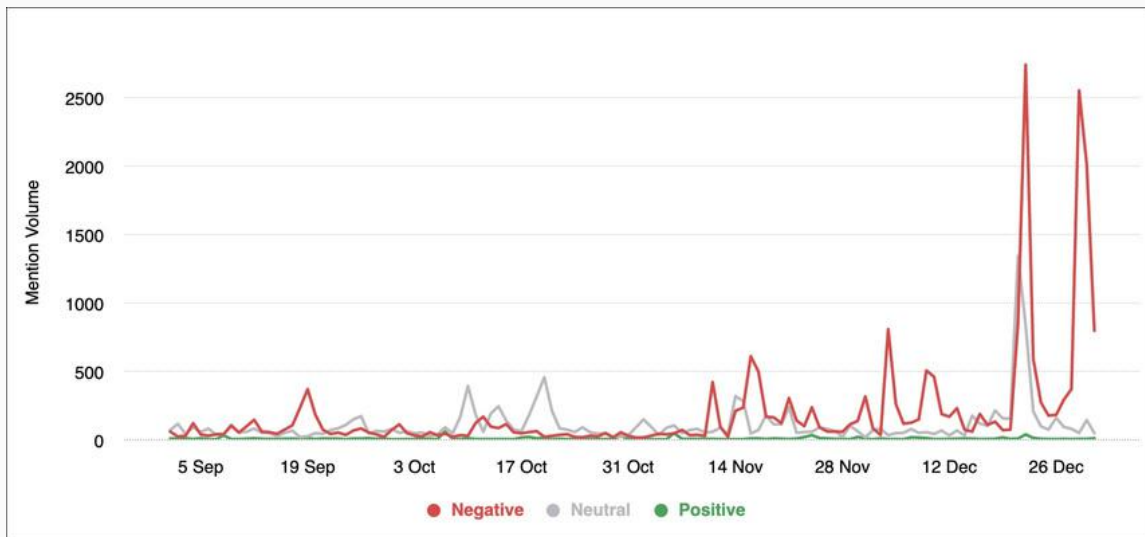(MENTIONS)**
don-lichterman (230)
aztinamk (164)
chelseycatmeow (49)

PETA can be found on Tumblr at https://officialpeta.tumblr.com/. As an organization, they have not actively posted since 2017. However, they are still an active topic of conversation. PETA's voice on Tumblr is a lot more colorful, where they repost recipes that are vegan-friendly and pictures of animals enjoying their natural habitat. They do not interact with blog followers via comments but do repost content that aligns with their beliefs as an organization. Through Brandwatch, we were able to find that the conversation on Tumblr peaked with negative sentiment regarding PETA on December 22, 2022 related to PETA's apparent spread of misinformation about wool and the shearing of sheep. Due to user data availability, the analytics for Tumblr is extremely limited.
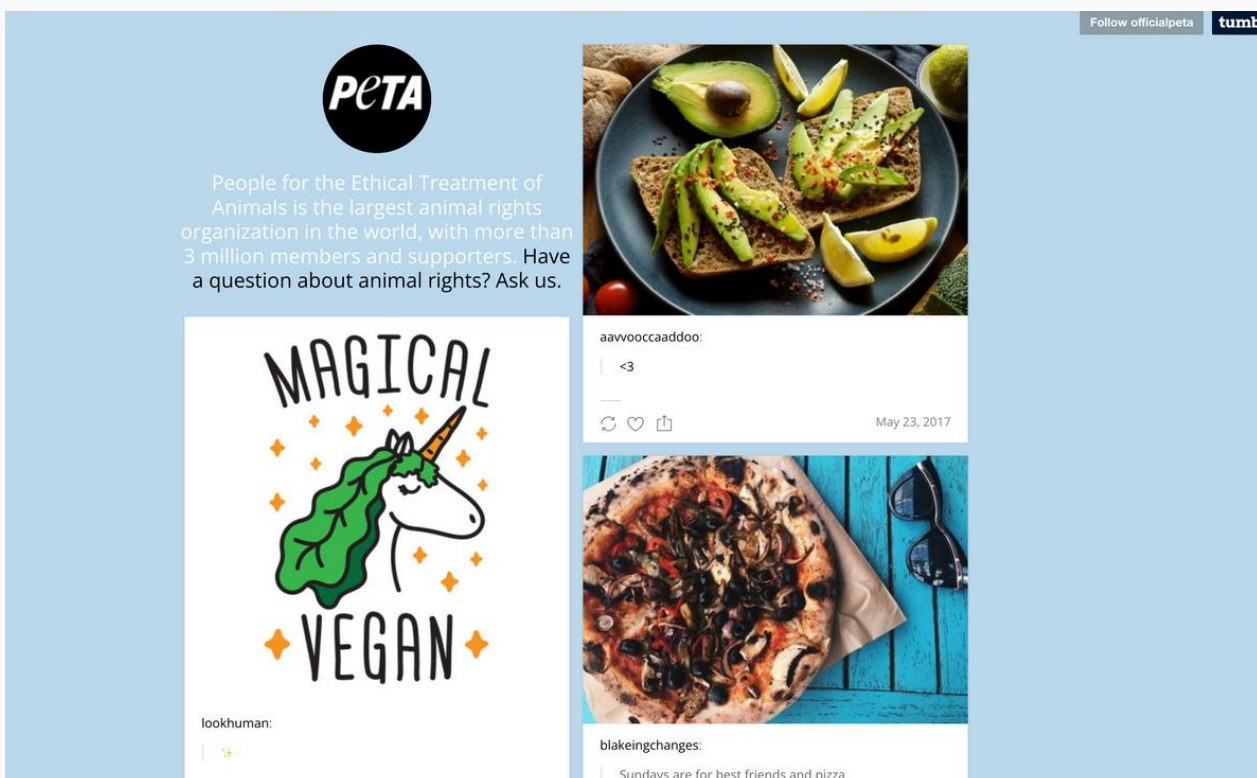
PETA + TUMBLR

SENTIMENT OVER TIME

The sentiment for Tumblr over time gets progressively more neutral and negative from September 1-December 31. On December 22, 2022, sentiment peaked with negative emotion with a mention volume of 2,779. The sentiment relates to the apparent spread of misinformation in regards to the shearing of sheep and the origin of a very popular yarn distributor. In addition, users discuss the negative relationship between vegans and the People for the Ethical Treatment of Animals. One comment states, "almost every vegan i know [redacted] hates peta." This further reinforces our recommendation that PETA should modify the language and tone used in their Twitter content.

PETA DATA INSIGHTS

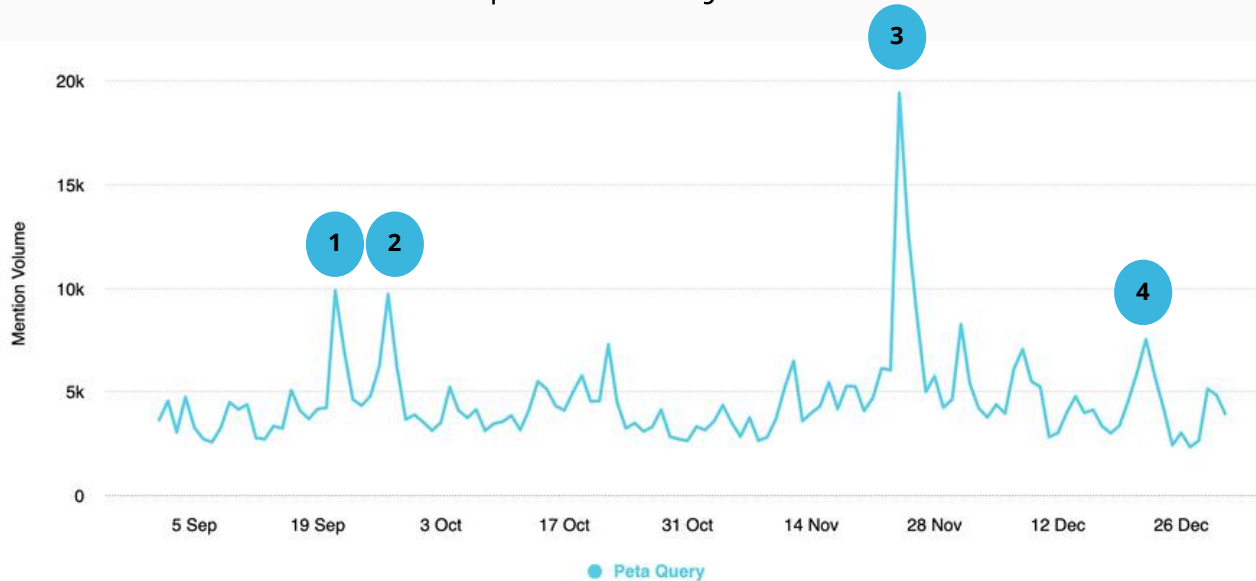*(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)*

**PETA +
PEER ORGANIZATION
DATA**

EARNED DATA: PETA

Spike Analysis

1. September 21, 2022: The first noticeable spike in this data set has an overall negative sentiment— regarding two prominent issues: PETA's post that demanded a "Sex ban for all meat-eating men." This post gained about 4k+ responses criticizing PETA's "toxic" judgment. The second issue was related to the Lumpy Virus outbreak that had taken the life of 85K cows and received tons of backlash from followers demanding India's government to take action and accountability.
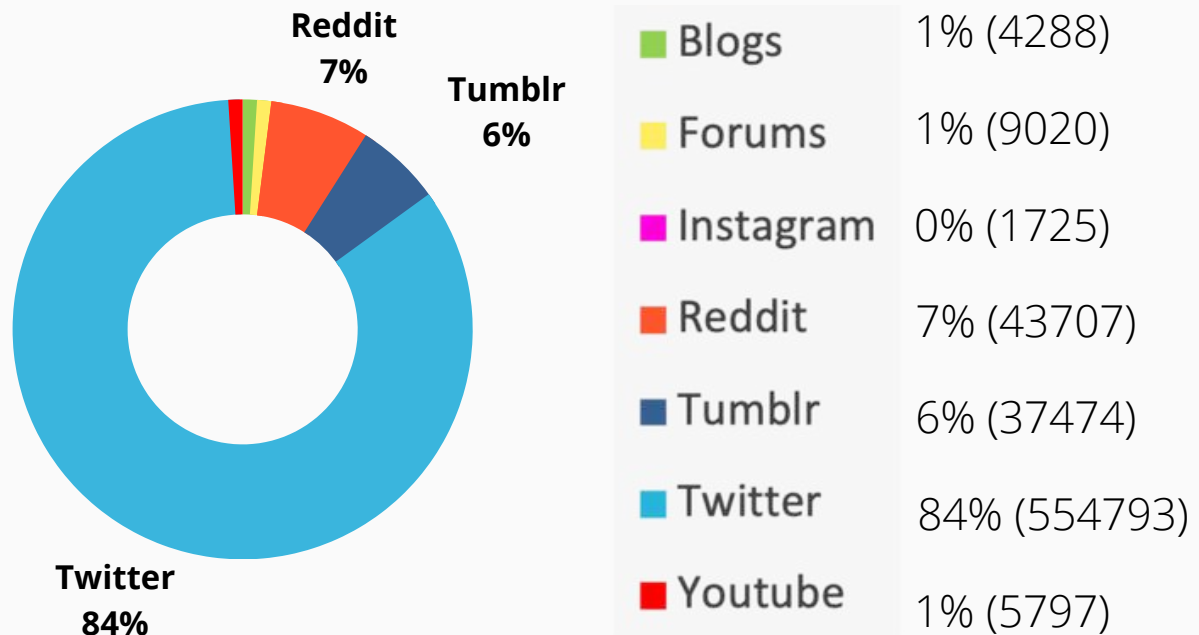
2. September 27, 2022: This spike is also related to the "Sex ban for all meat-eating men" statement made by PETA. At this point, the story was picked up by other prominent social accounts such as @IndiaToday and @SaycheeseDGTL. As more social outlets continued to share the statement; there seemed to be an upsurge in negative comments relating to Twitter users (and their followers) questioning PETA as an organization and their stance on social issues.

3. November 24, 2022: The most notable spike on this graph occurred on Thanksgiving day [a day in which PETA typically faces a plethora of backlash]. This was in response to one of PETA's posts telling people to imagine if they were the one being stuffed for Thanksgiving dinner — with a graphic to match it. As expected, this post was not well received given the day/timing of this topic.

4. December 22, 2022: This spike was generated based on a video PETA released in which they highlighted a few of the animals PETA's fieldworkers helped throughout 2022. This post generated over 2 million impressions and received some praise from their followers on Twitter.

EARNED DATA: PETA

CONTENT SOURCES

Reddit 7%

Tumblr 6%

Blogs	1% (4288)	
Forums	1% (9020)	
Instagram	0% (1725)	
Reddit	7% (43707)	
Tumblr	6% (37474)	
Twitter	84% (554793)	
Youtube	1% (5797)	

Twitter 84%

TOTAL MENTIONS

658,049

UNIQUE AUTHORS

267,285

LISTENING PERIOD

September 1, 2022 — December 31, 2022
- Emphasis on December 10 (National Animal Rights Day)

KEY METRICS

- Trends in Posted Content
- User Sentiment
- User Engagement
  - Likes
  - Retweets
  - Comments
  - Hashtags
 - Mentions
  - Shares

EARNED DATA: PETA

INFLUENTIAL USERS
- @Janefonda (906K followers)
  - Actress, Author, and Animal Rights Activist
  - Often works in tandem with Greenpeace on fighting the climate crisis and also supports ending the hunting of marine wildlife
  - Often praised by PETA for constant activism
- @iam_juho (5.4M followers)
  - Actress, Entrepreneur, Environmentalist, Activist
  - Famously know for her "hardcore" vegetarian lifestyle
  - Consistently speaks out against animal and environmental cruelty
  - Has Praised by PETA India for speaking out and spreading awareness on platform
- @RandPaul (4.6M followers)
  - U.S. Senator for Kentucky
  - Has a medical background in Ophthalmology
  - Introduced bipartisan FDA Modernization Act 2.0 that removes a requirements from the original FDCA act of 1983 that mandates animal testing of experimental drugs, cosmetics, and food
  - Received HUGE praise from PETA (5M+ impressions) after passing of bill into law on December 26, 2022.
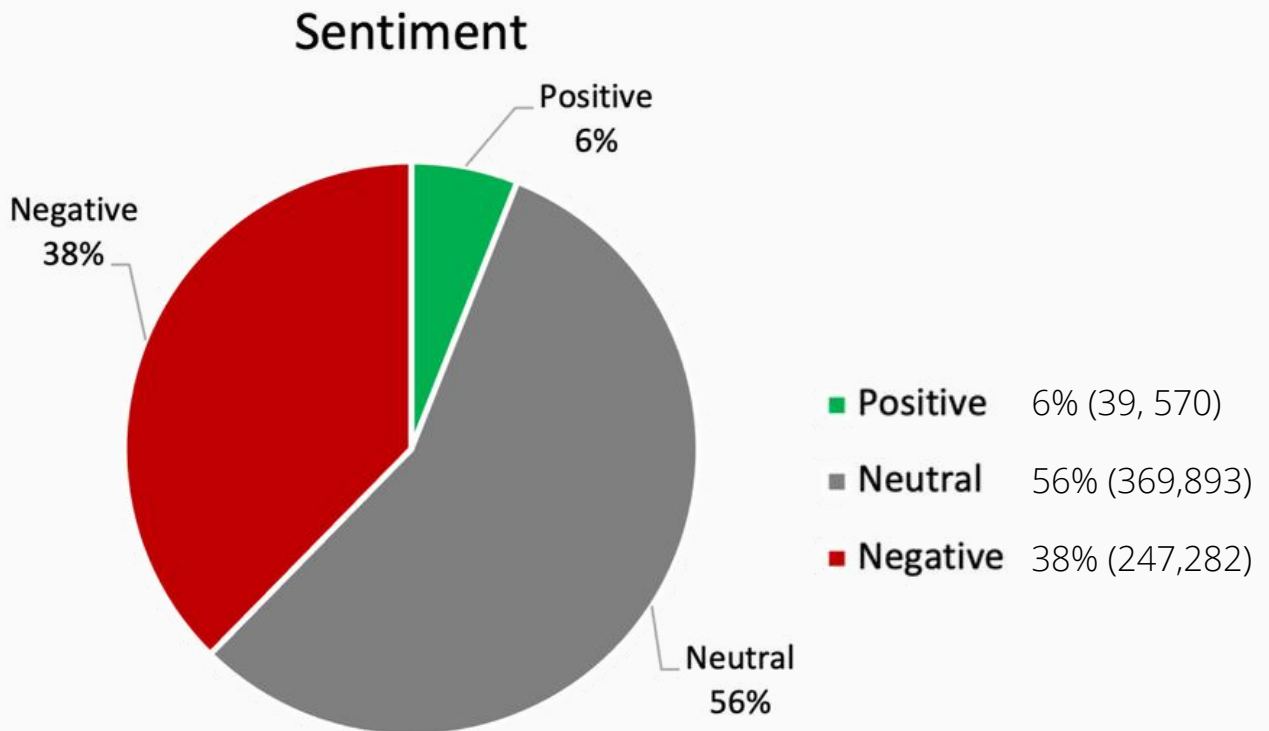
HASHTAGS
- #peta, #thanksgiving, #maxbidding, #vegan, #animalrights, #savecows

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Gender Breakdown

- **Male** 42% (118,462)
- **Female** 58% (166,912)
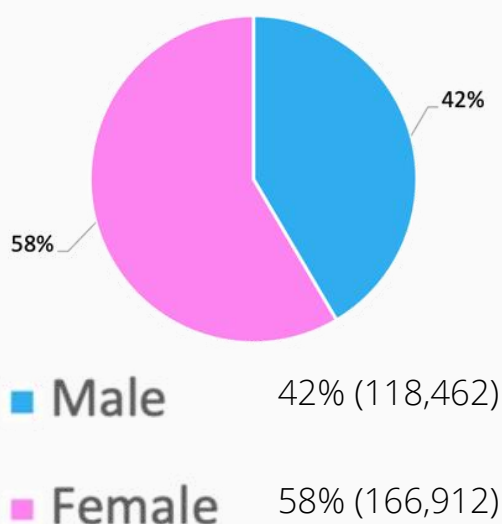
Analyzing the content produced by men and women, we found that men tended to have more of a humorous approach toward PETA as an organization, while women seemed to have a more empathetic tone in the sense of supporting PETA-related topics and spreading awareness. However, there appeared to be nearly equal distribution in negative sentiment spikes relating to graphic content posted by PETA. Although the tones vary slightly, the overall attitudes seemed to be aligned among both men and women.

EARNED DATA: PETA

Sentiment

Positive
6%

Negative
38%

- Positive   6% (39, 570)
- Neutral   56% (369,893)
- Negative   38% (247,282)

Neutral
56%

■ **Positive**

- We found most of the positive data to be content posted by PETA themselves— announcing small victories in the animal welfare community as well as followers praising PETA for their involvement and efforts in the animal rights movement.

■ **Neutral**

- Most of the neutral content seems to be based on informational content posted by PETA— in terms of giving updates on political legislation, industry insights related to animal welfare, as well as updated related to activist events and organizations

■ **Negative**

- A good bit of the negative content is regarding criticism towards PETA's use of explicit and intense imagery and analogies to promote their beliefs of living a lifestyle absent of the use in animals/pets in any way shape or form. Additionally, the majority of the negative content is not necessarily based on negative perception towards PETA but rather due to the negative nature of the treatment of animals across industries for personal and industrial use.

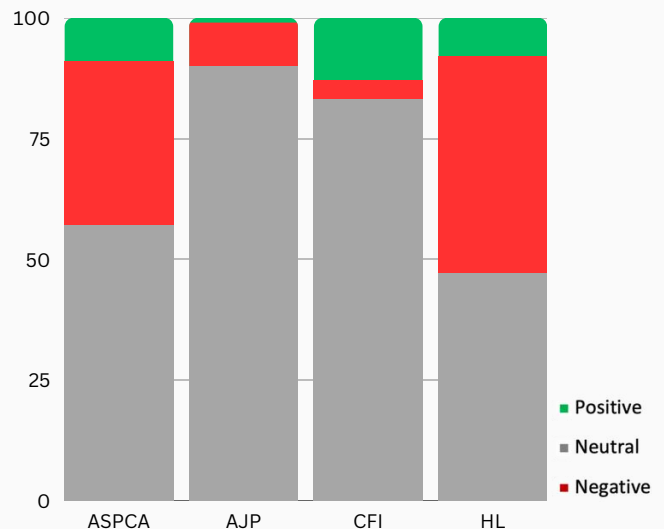# PEER ORGANIZATIONS

Share of Voice
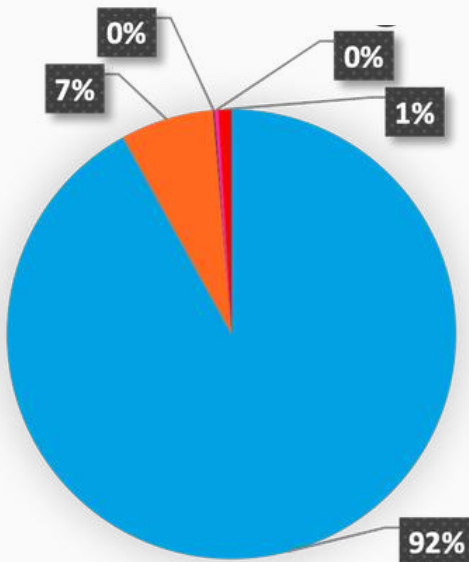
■ PETA	92% (555,293)
■ ASPCA	7% (40,717)
■ Animal Justice Project	0% (426)
■ Cruelty Free International	0% (1658)
■ Humane League	1% (5727)

Analyzing our peer organizations played an essential role in gaining a comprehensive understanding of the discussions surrounding organizations that have a similar form and functionality to PETA. These insights helped us dive into the conversations, content, and demographic information of comparable organizations, which enabled us to gain useful feedback on how internet users are engaging with their social media content. This will help PETA identify the relevant topics, events, and communications strategies they should potentially implement on their social platforms.
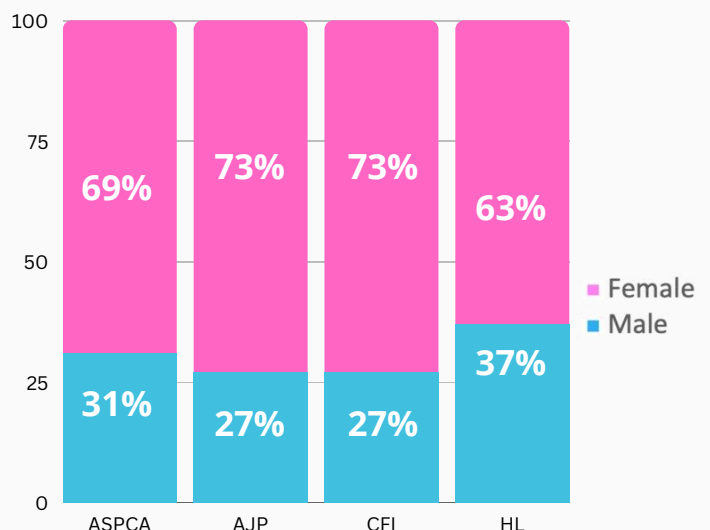
SENTIMENT BREAKDOWN

ASPCA: 40,638 Mentions
Animal Justice Project: 425 Mentions
Cruelty Free International: 1,656 Mentions
Humane League: 5,725 Mentions

GENDER BREAKDOWN

ASPCA: 16,614 Mentions
Animal Justice Project: 223 Mentions
Cruelty Free International: 915 Mentions
Humane League: 3,353 Mentions

PEER ORGANIZATIONS

SPIKE ANALYSIS

ASPCA

ASPCA possesses the largest peer dataset of all listed peer organizations. A considerable spike can be seen on November 13th with a mention volume of 1,474. The 13th marked the anniversary of Oreo, a dog that was put down by ASPCA. The top tweet noting this garnered 309 retweets. Other tweets on this day talk about the law that was passed in response and its impact. The second spike on November 24th has 946 mentions with the top tweet asking for support against government workers killing animals in Turkey.

ANIMAL JUSTICE PROJECT
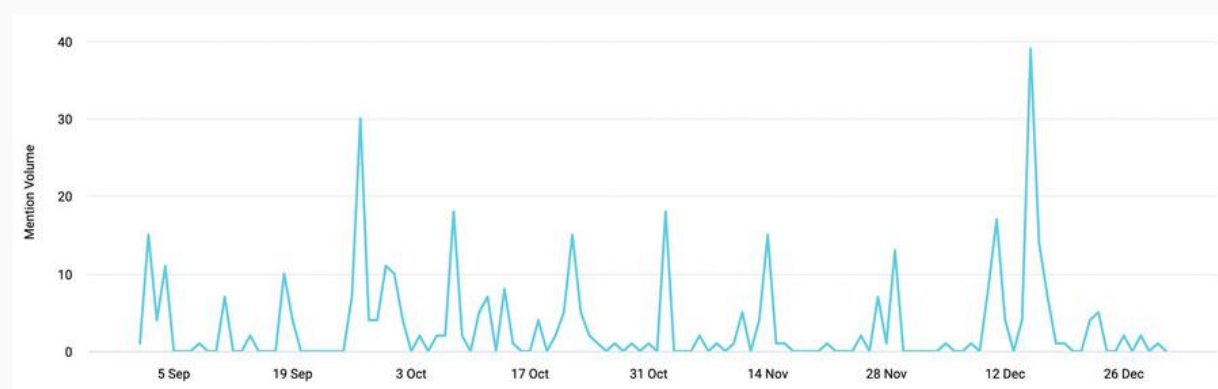
Animal Justice Project's largest spike occurred on December 15th with the organization reporting about animal rights protestors that scaled a building causing a road closure with the top tweet from @MirrorPolitics receiving 5 retweets. The second largest spike on September 27th is from the organization's investigative journalism that includes undercover footage of a young 9-day-old calf being kicked in the United Kingdom.

PEER ORGANIZATIONS

SPIKE ANALYSIS

CRUELTY-FREE INTERNATIONAL
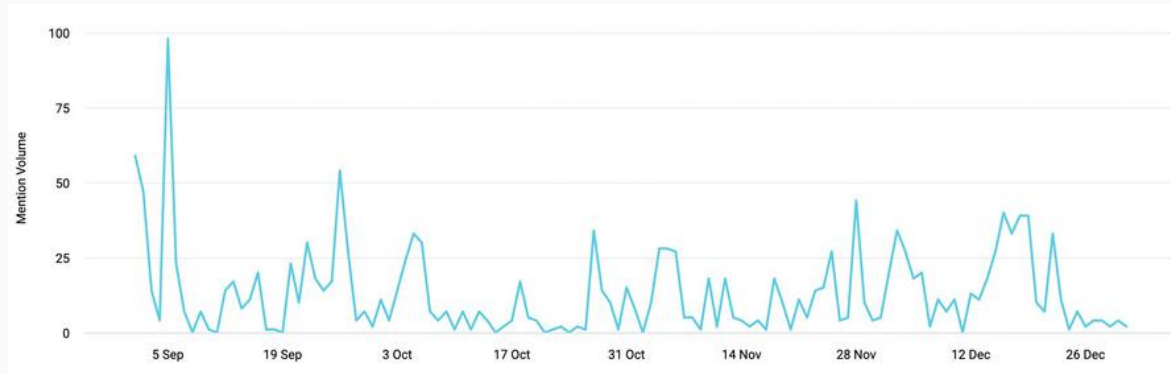
Cruelty-Free International's largest spike with a volume of 98 mentions on September 5th stems from the shares accumulated by the organization's tool to ask for U.S. Senators to amend the FDA Safety and Landmark Advancements (FDASLA). Another notable spike occurs on September 26th with 54 mentions of the organization announcing a makeup brand, Rimmel, as a cruelty free brand.

HUMANE LEAGUE
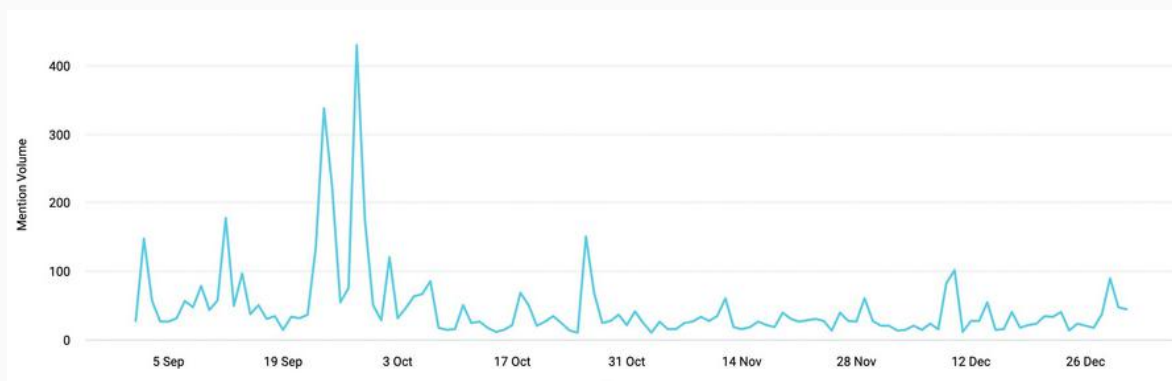
The Humane League's graph depicts two prominent spikes. September 24th includes a video from a cow slaughterhouse showing it trying to escape until the very last moment. The video garnered 127.5k views and 400 retweets. The more significant spike with a value of 429 mentions has a tweet from @PlantBasedNews of the Humane Leauge challenging the UK government for their broiler chickens.
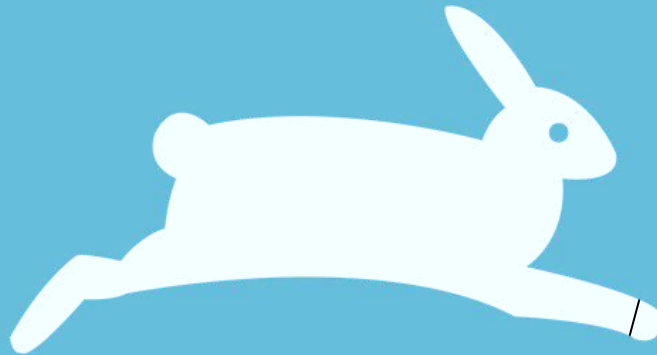
THEME ANALYSIS

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

**CRUELTY
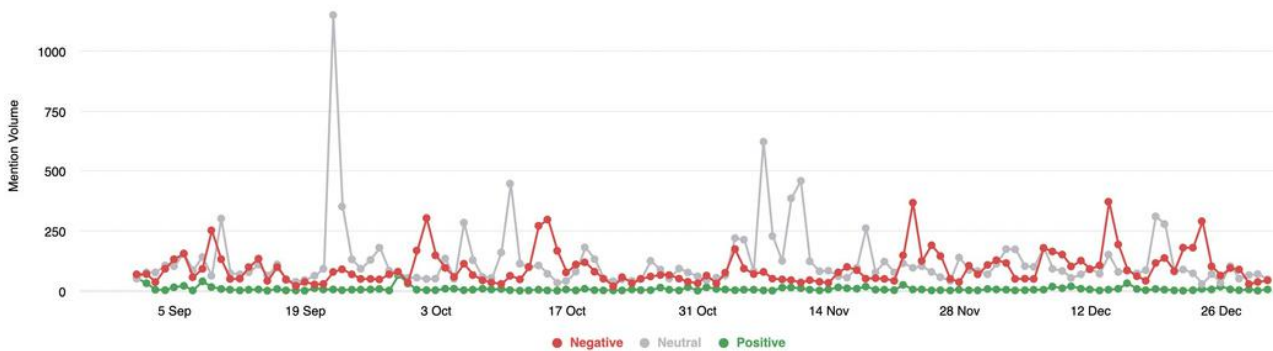VEGAN
PROTEST
MONEY
FASHION**

CRUELTY

MENTION VOLUME: N = 22,903

UNIQUE AUTHORS: 10,795

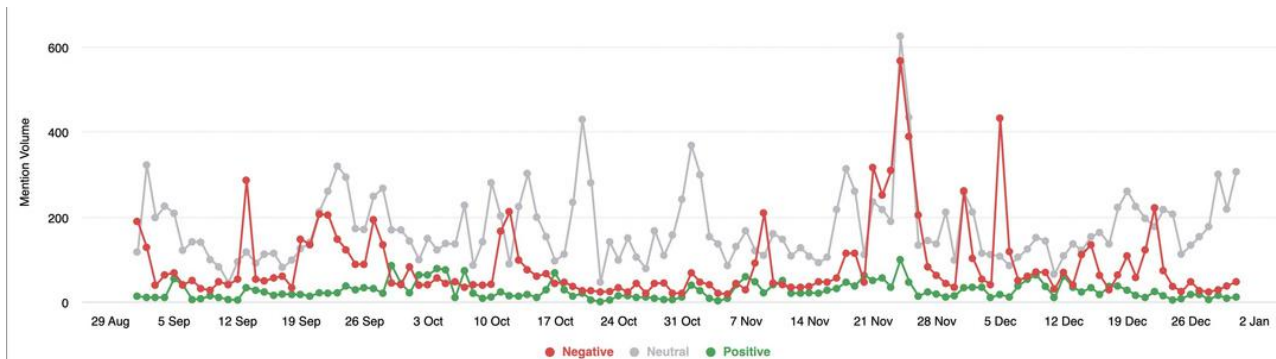**PERCENTAGE OF TOTAL VOLUME:** 3.50%

THEME OVERVIEW
Positive sentiment makes up for 3% of the sentiment of all of PETA's posts. This sentiment is related to posts of cruelty-free alternatives during the holiday season. It includes mentions of cruelty free options from one of our partner organizations, ASPCA. This further reinforces our recommendation regarding sharing recipes to vegan/vegetarian alternatives for Thanksgiving and other seasons, in which animals are slaughtered en masse.

SENTIMENT BREAKDOWN
- Positive (3%)
    - James Cromwell, the actor, speaks out on animal cruelty for PETA
    - Volunteers gave out 50 free tofurkey roasts in Toronto
    - Important to shop cruelty-free. Beauty without bunnies database
- Negative (42%)
    - Calling out cruelty against animals with pictures and asking for action
- Neutral (55%)
    - Calling out specific products and brands on their animal cruelty such as L'Óreal and Pantene

VEGAN

MENTION VOLUME: N = 33,154

UNIQUE AUTHORS: 10,795

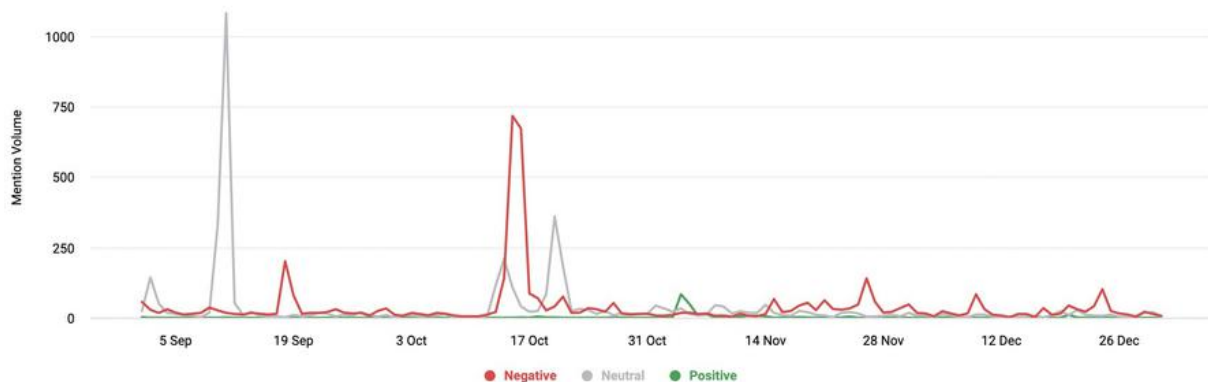**PERCENTAGE OF TOTAL VOLUME:** 5.27%

THEME OVERVIEW

The negative sentiment, totaling 38% of all sentiment, relates to PETA's messaging on their social platforms, specifically their messaging about vegan lifestyles. User @jzux on Twitter says, "i really swear to god PETA is run and funded by Big Meat in a ploy to make vegans/vegetarians look as bad as humanly possible". This tweet had a reach of 82,155. This inspired our recommendation that PETA modifies the language and tone used in their Twitter content. If their content was more educational in tone, rather than shaming, we would see more positive sentiment.

SENTIMENT BREAKDOWN
- Postive (6%)
  - PETA India's 2022 Most Influential Vegan Award for advocating vegan living
  - Halsey appreciation for living a "Cruelty-free" lifestyle
  - Celebrating Kat Graham birthday— she's a vegan actress
- Negative (38%)
  - People don't like PETA's vegan messaging
- Neutral (56%)
  - Vegetarian Culture/Diet
  - World Vegan Day

PROTEST

MENTION VOLUME: N = 9, 482

UNIQUE AUTHORS: 8,377

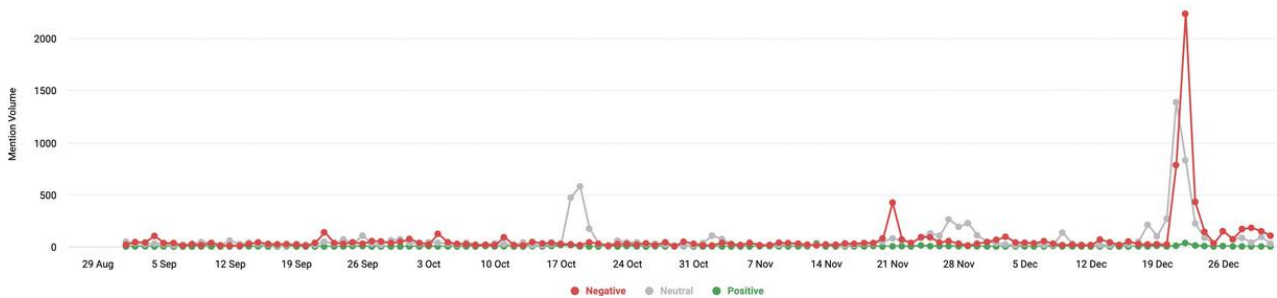**PERCENTAGE OF TOTAL VOLUME:** 1.45%

THEME OVERVIEW
The biggest faction being negative sentiment also is linked to the protests themselves since a protesting is in response to something negative this adds to its skew. PETA's past protests dominate the conversation in the neutral catagory.

SENTIMENT BREAKDOWN
- Positive (3%)
  - Individuals thanking PETA for protesting against dog cruelty at Texas A&M
- Negative (51%)
  - PETA protestors blocked a Starbucks in Detriot by encasing their feet in concrete causing it to close
- Neutral (46%):
  - Vegan activist joins PETA for 'human meat tray' animal rights protest
  - A user talked about the Dr.Oz dog experiment scandal and adds to get PETA on it to protest received 1,752 retweets

MONEY

MENTION VOLUME: N = 13,271

UNIQUE AUTHORS: 11,815

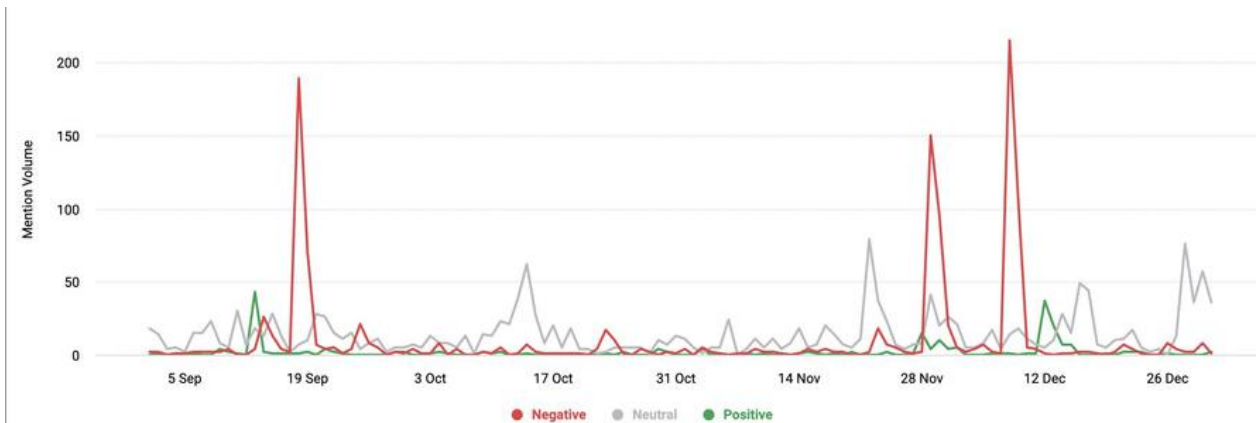**PERCENTAGE OF TOTAL VOLUME:** 2.03%

THEME OVERVIEW
The neutral category contains the top-reach item with a tweet from The Onion, a satirical news site, with a reach of 250k. This adds to the previously stated recommendation that users find PETA's conversation topics in ads unnecessary.

SENTIMENT BREAKDOWN
- Positive (1%)
  - Two Twitter users thank PETA for their tweet from Sep 23rd about toxic masculinity and men's increased meat consumption compared to women
- Negative (41%)
  - The top tweet from Sep 22nd with 141 retweets calls out PETA India and Bollywood celebrities for the negligence of the number of cows that die from diseases and lack of funding for this issue
- Neutral (58%):
  - Tweet with 245 retweets on Dec 20th from a satirical news site made a parody of the 'sexual' ads PETA has released

FASHION

MENTION VOLUME: N = 4,868

UNIQUE AUTHORS: 2,981

PERCENTAGE OF TOTAL VOLUME: 0.75%

Overall sentiment for fashion leans mostly neutral the top tweets discuss luxury brands and their reliance on fur. Another tweet details the film played by PETA for New York Fashion Week. This category also includes celebrity involvement within the fashion industry championing those that stand up against the use of animal fur and calling out those who have yet to do so.

SENTIMENT BREAKDOWN
- Positive (6%)
  - Championing Victoria's Secret for taking steps to use vegan-approved fabrics
- Negative (32%)
  - A video of PETA protestors storming the runway as a model remains unfazed garners 417 retweets
  - Animal skins should not be used for fashion and users note various instances of brands like H&M that use animal skin or fur
- Neutral (62%):
  - While the rest of the fashion world goes fur-free, Louis Vuitton, Fendi, and other @LVMH brands continue to use fox and mink fur
  - PETA played a film 'Stolen for Fashion' starring Pink and Ricky Gervais during NYFW

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TOPIC ANALYSIS

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

**SCIENCE
COSMETICS
POLITICS**

TOPIC DATASET

'ANIMAL TESTING'

Total Mentions: 74,552
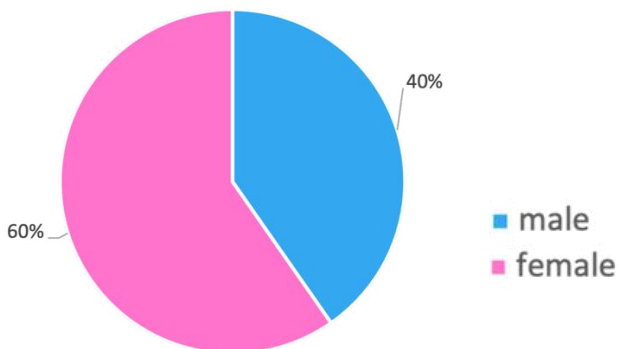
Unique Authors: 43, 404

Unique Hashtags: #animalrights, #crueltyfree, #endanimaltesting, #animalabuse, #animalexperiments

**Timeframe**: September 1 — December 31st + Future Mentions

Trending Topics

- Bipartisan FDA Modernization Act
- Animal testing being rushed
- Animal Testing Faciliity
- Stop Animal Testing
- Sign the petition
- Elon Musk

Gender Breakdown

Throughout our analysis, we found that men and women are closely aligned on their views regarding animal testing. Both groups find the practice to be outdated and are demanding that the government and companies alike should take accountability in stopping this practice.

Sentiment Breakdown
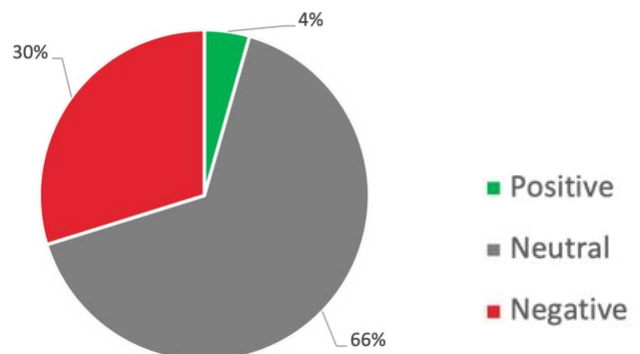
The overall attitude shared by users is negative, regarding their viewpoint on animal testing. There appeared to be recurring negative spikes that mentioned Elon Musk's Neuralink experiments that have resulted in 1,500+ animal deaths. Followed by positive and "neutral" comments that focused on the FDA Modernization Act which eliminates the requirement for drug companies to test on animals.

ANIMAL RIGHTS + TWITTER

Mentions

74,412

Unique Authors

43,283

Influential Users

@katbuzz92965 (Animal Rights Policy Activist)
@2021Telmo (Social Activist for animal rights)

Unique Hashtags

#AnimalTesting #AnimalExperiments
#Vegan

Animal Testing on Twitter from September 1st to December 31st has a mostly negative nature to the conversation. This is partly due to the skew caused by the topic of animal testing tends to become categorized with negative sentiment due to the vocabulary used in the tweets.

COSMETICS

Mention Volume: N = 4,705

Unique Authors: 3,414

Percentage of total volume: 6.31%

Unique hashtags: #animaltesing #BeCrueltyFree #BeautyIsPain #enviornmentalprotections #Beauty
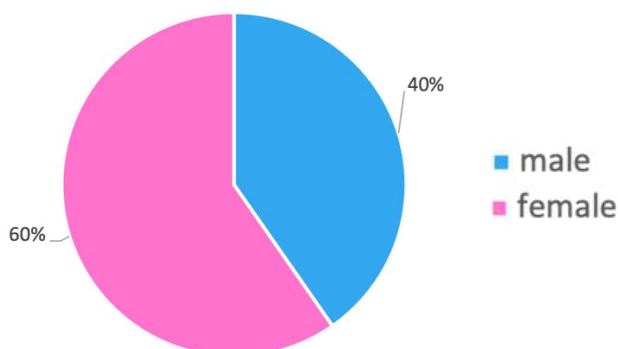
Sentiment Overview

Contrary to neutral sentiment on the pie-chart, the most registered emotion among men and women appeared to be overly pessimistic and negative in terms of the users viewpoint on companies testing on animals.

Cosmetics Conversation

After analyzing the topic of animal testing and its relation to cosmetics we found one common denominator that is shared amongst influencers, users, and journalist— that is their belief that cosmetic/makeup companies should not test any products on animals. The vast majority of users claimed that this practice is highly unethical and lacks humanity. Users claimed that animals are sentient beings capable of experiencing pain and suffering, thus rendering the unfairness of humans using them as test subjects for the sake of human vanity. Throughout the analysis, we found that consumers are increasingly demanding cruelty-free products are even willing to pay a premium on cosmetics that follow more "ethical standards".

Gender Breakdown

- male
- female

40%
60%

Sentiment Breakdown

- Positive
- Neutral
- Negative

4%
30%
66%
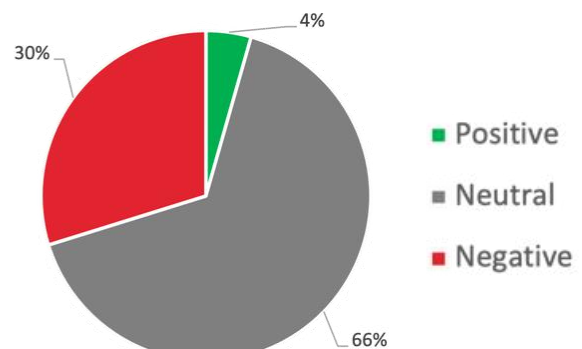
POLITICS

Mention Volume: N = 24, 977

Unique Authors: 16,964

Percentage of total volume: 33.5%

Unique Items: #AnimalCruelty #AnimalAbuse

Sentiment Overview

The sentiment for animal testing policy was dominantly neutral taking up 72% of overall sentiment. This was followed by negative sentiment at 21% of the portion leaving only 7% of the conversation to hold a positive sentiment. The neutral and negative conversation shares a large overlap due to the topic of legislation post-Brexit that could scrap animal testing laws in the UK which sparked a large conversation particularly among British politicians who opposed the law and what implications it could have.

Theme Summary

Upon further analyzing the theme of politics and policy changes in relation to animal testing, the positive conversation from the timeframe surrounds the passage of the FDA Modernization Act. The negative and neutral sentiments comprised primarily of concerns raised in response to the possible overturn of a ban on animal testing in the U.K. Users in the negative space had a larger amount of users denouncing animal testing whereas neutral provided news about policy concerning testing.

Gender Breakdown

41% male
59% female

Sentiment Breakdown

7% Positive
72% Neutral
21% Negative
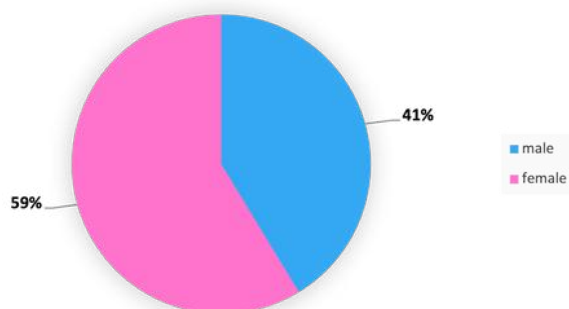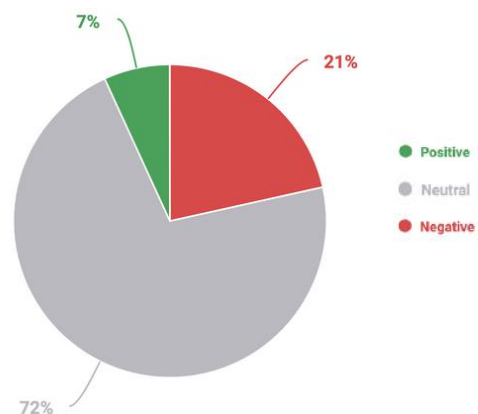
SCIENCE

Mention Volume: N = 2,788

Unique Authors: 1583

Percentage of total volume: 3.74%

Unique hashtags: #scienceperspective #sciencenews #technologynews #medicine #endanimaltesting #animalrights

Sentiment Overview

The conversation surrounding the intersection of animal testing and science is one that seems to have an overwhelming negative tone. The overall attitude shared among men and women is the viewpoint that "animal testing is bad science". The majority of positive comments were made by users who praised companies and policy-makers that support viable alternatives to animal testing such as @AnimalAid Non-Profit organization and senator Rand Paul who passed legislation.
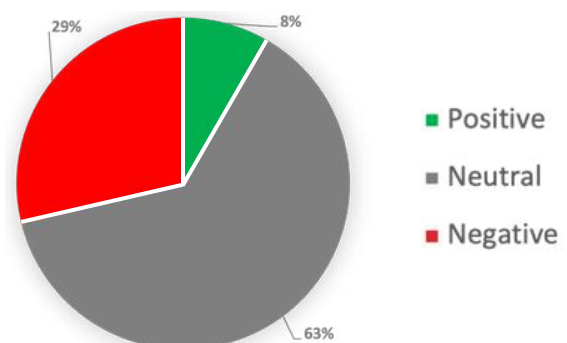
'Science' Conversation

The most recurring statement made by users alluded to a study conducted by the U.S. National Institute of Health that claimed "More than 90% of basic scientific discoveries, most of which are from experiments on animals, fail to lead to human treatments." Users claim that scientist should annex the option of animal testing due to enhanced technologies that enable practices such as In Vitro testing, epidemiological studies, micro-dosing, and computer modeling & simulation.

Gender Breakdown
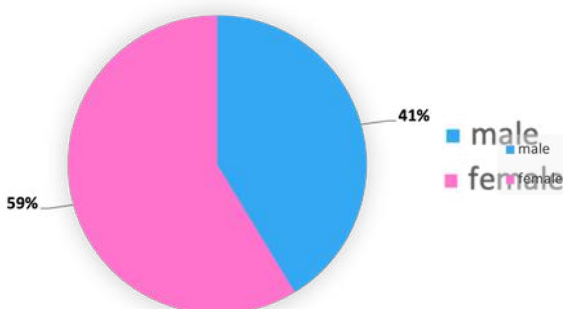
41% male
59% female

Sentiment Breakdown

29% | 8%
63%

■ Positive
■ Neutral
■ Negative

APPENDIX

(PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)

**Booleans
Data Platforms
Social Platforms
Key Metrics**

APPENDIX

ORGANIZATION BOOLEAN

((PETA OR @peta OR #peta) NOT (Credlin OR "Walang Aray" OR "Dan Andrews" OR "Rody Vera" OR "Sky News" OR "Peta Jensen" OR "Peta Theater" OR "Peta Theatre"))

PEER ORGANIZATION BOOLEAN

ASPCA OR @aspca OR #aspca OR
"Animal Justice Project" OR @AnimalJusticeProject OR #animaljusticeproject OR
"Cruelty Free International" OR @crueltyfreeintl OR #CrueltyFreeInternational OR
"Humane League" OR @thehumaneleague OR #humaneleague

THEME BOOLEAN

Abuse: Abuse* OR #Abuse
Cruelty: Cruelty* OR #cruelty
Money: Money* OR #money OR Fundraising* OR #Fundraising OR Giving* OR #giving
Vegan: Vegan* OR #Vegan OR Vegetarian* OR #Vegetarian
Protest: Protest* OR #protest
Fashion: Fashion* OR #fashion

TOPIC BOOLEAN

("animal testing" OR #animaltesting) NOT (cdc OR vaccines OR disease*)

INDIVIDUAL TOPICS BOOLEAN

1. **Cosmetic**: Cosmetic* OR Makeup
2. **Politics** Politics OR Law*
3. **Sciences**: Science*

APPENDIX

SECONDARY LISTENING TOOL

ANSWER THE PUBLIC

Answer the Public is a tool that assists users in developing content ideas and analyzing concerns and questions that people have regarding a specific subjects, phrases, or keywords. It works by generating visuals comprised of the most popular topics, and associated keywords using SEO data and presents them in a manner that is user-friendly.

HOW IS IT DIFFERENT FROM BRANDWATCH

Brandwatch is a social media listening and analytics tool that allows businesses to monitor and analyze online conversations about their brand, products, competitors, and industry. On the other hand, Answer the Public is a content research tool that provides a visual representation of the questions and queries people have about a particular topic or keyword.
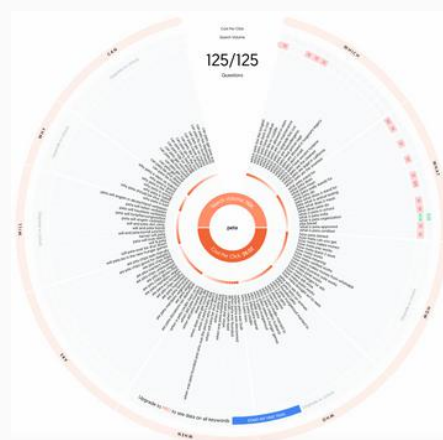
HOW IT ENRICHED OUR RESEARCH

By using this platform we were able to use various new metrics to analyze our data such as Search Volume, Cost-Per-Click, and all the results being sequenced into categories: Why, Who, Which, How, Will, Can, When, What, Are.

LOGO

VISUAL GUIDE

COST-PER_CLICK (CPC)

APPENDIX

SECONDARY LISTENING TOOL

BUZZ SUMO

Buzzsumo is a social listening tool that allows users to track and analyze social media activity related to specific keywords or topics. They operate by tracking social media engagement metrics such as shares, likes, and comments to provide insights on which topics and content types are resonating with audiences. The data metrics offered are designed to help users optimize their content strategy.

HOW IS IT DIFFERENT FROM BRANDWATCH

The tool can track the number of backlinks and domain authority for any given piece of content, which can be useful for identifying which pieces of content are driving website traffic. Buzzsumo also offers a content analysis feature that allows users to compare how different pieces of content are performing against each other based on a range of metrics, such as social shares and backlinks.

HOW IT ENRICHED OUR RESEARCH

By utilizing this feature PETA can learn which of their articles drove engagement to the website. Buzzsumo identified Facebook as the largest engagement platform for PETA's news which could be leveraged into pushing more links on Facebook to continue and drive engagement.

USER EXPERIENCE

Buzzsumo is an easy tool to utilize with a user-friendly interface and intuitive design. It displays information in visual manner making it easier to understand. Buzzsumo offers a range of features that helped to save time and streamline social media monitoring, such as the ability to set up alerts for specific keywords or competitors. The tool also offers detailed reports and visualizations, which make it easy for users to understand their social media performance at a glance.

"answer the public

APPENDIX

DATA PLATFORMS

BRANDWATCH

SOCIAL PLATFORMS

Twitter   Reddit   Instagram   Tumblr

KEY METRICS USED

Likes   Gender
Retweets   Sentiment
Hashtags   Total Volume
Mentions   Unique Authors
Shares   Influential Users

SEE > Suite
Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA
1785