



FEEDING AMERICA

Social Media
Analytics Report

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EXECUTIVE SUMMARY

BACKGROUND

Feeding America is a nonprofit organization in the United States that is focused on ending hunger and providing food equity and security for all Americans. They serve individuals daily through their extensive network of food banks, food pantries, and meal programs.

PROBLEM STATEMENT

Despite having over 100K followers on Instagram and 400K+ on Twitter, their posts don't receive anywhere near the amount of engagement that accounts with those followings typically do. We aim to learn why that is and what actions they could take to improve this.

RESEARCH METHODOLOGY

Using Brandwatch, we obtained comprehensive datasets using queries focused on Feeding America, its competitor organizations, in addition to a pressing topic related to the organization's values. After analyzing the conversations and data for each dataset, we found some actionable insights that could aid Feeding America moving forward.

KEY FINDINGS

The key findings that influenced our recommendations included the spike in engagement with Feeding America socials when celebrities or influential users posted about the organization, volume mention being higher in the fall months compared to the spring months, and political conversation being closely related to conversations about Feeding America, and higher engagement of competitor organizations to name a few.

RECOMMENDATIONS

Feeding America, a nonprofit organization, can enhance its outreach and engagement by implementing the following recommendations. In summary, we suggest that Feeding America increases its engagement across all social media platforms, ultimately increasing brand presence and awareness. They can do this in various ways, including launching social media campaigns, collaborating with celebrities and other influential users, creating educational content, and hosting more physical outreach events. All recommendations based on key findings for each data analysis are discussed in the following section.

Recommendations

RECOMMENDATIONS (OWNED DATA)

	WHAT TO DO?	HOW TO DO IT?	WHY DO IT?
1	Increase volume of community content and personal testimonies	Launch campaign initiatives like revamping the organization's website and providing a community column that gives direct links to personal testimonials to connect deeply with viewers	When looking over our content over time, we found that there is a high spike in mentions during the fall months so it would be beneficial if Feeding America prioritized social media activity beyond fall months for high engagement and consistency
2	Engage with social media users with the organization on a frequent basis	Identify and allocate budget to hire a social media team to be more active on all social media platforms. Use internal resources and create programs/communities that recognize users' collaboration with the organization by engaging in relevant hashtags, replies, and reposts	There is a high mention volume of through instagram hashtags promoting users to engage with #FeedingAmerica and #FoodInsecurity which could be a great strategy in getting more awareness and engagement

RECOMMENDATIONS (OWNED DATA CONT'D)

	WHAT TO DO:	HOW TO DO IT:	WHY DO IT:
3	<p>Create more community programs for all individuals from various communities to collaborate on organization brainstorm and awareness</p>	<p>Create an ambassador program where volunteers, regardless of age or background, can contribute to this organization through campus events, work mixers, social media partnership/gifting campaigns, or organic word of mouth and receive certificates</p>	<p>Other organizations utilize ambassadorships to deeply connect with users to the organization and create a positive sentiment to their experience and boost on personal resume</p>
4	<p>Increase and utilize their newsletter presence and seek out more active email subscribers</p>	<p>Continue sending out newsletters frequently that are easy to read. Create more landing pages on website, offer incentives, run sweepstakes, and utilize social media awareness and direct access to links. Use measuring tactics such as open rates, delivery rate, click rate, and conversion rate to analyze data.</p>	<p>Running events such as sweepstakes can offer a huge incentive for people to gain exposure to the organization and desirability to commit to service</p>

RECOMMENDATIONS (EARNED DATA)

	WHAT TO DO?	HOW TO DO IT?	WHY DO IT?
5	Collaborate and partner with influential public figures/celebrity figures to increase awareness of Feeding America's organization	Connect specifically with public figures and celebrities with a authentic platform to endorse and become the face of future FA social media campaigns	Harry Styles previously partnered with Feeding America through multiple social media platforms (Twitter and Reddit) which increased high engagement amongst Feeding America's existing and new audiences
6	Continue partnering with notable companies and create gamification strategies for all audiences	Analyze the strategies from comparable organizations and partner with notable brands to brainstorm gamification methods such as trivia, mobile gaming, charity streams, gamified education, etc	No Kid Hungry is a comparable organization that partnered with Citibank offering to donate \$10 for every RT on their Twitter post and gaming content creators would hold charity streams to raise money

RECOMMENDATIONS (EARNED DATA CONT'D)

	WHAT TO DO?	HOW TO DO IT?	WHY DO IT?
7	Use earned organization data insights to inform program evaluation and implement data management system	Feeding America should use data to evaluate the effectiveness of their programs and ways to track food distribution efforts. This can include data on the number of people served, the amount of food distributed, and the impact of their programs on hunger and food insecurity, etc.	This data can be used to identify areas where improvements can be made and to demonstrate the impact of their programs to donors and stakeholders. Our organization theme analysis supports this conversation.
8	Conduct a comprehensive survey to better understand the needs of the communities they serve	This survey should include questions about food preferences, dietary restrictions, and barriers to accessing food. The data collected from this survey can be used to tailor their food distribution programs and ensure that they are meeting the specific needs of the communities they serve.	Conducting a comprehensive survey is an effective way for organizations to better understand the needs of their existing audiences and tailor their programs and services accordingly. This can lead to more effective programs, increased engagement, and stronger relationships with their target audience.

RECOMMENDATIONS (EARNED TOPIC DATA)

	WHAT TO DO?	HOW TO DO IT?	WHY DO IT?
9	<p>For the topic "Unemployment" we would partner with local job placement organizations to provide resources and support for individuals who are unemployed</p>	<p>Partnering with local job placement organizations could include job training programs, resume building workshops, and job fairs.</p>	<p>By working together, Feeding America and local job placement organizations could create a comprehensive support system for individuals who are struggling with unemployment, especially in the southeast US.</p>
10	<p>For the topic "charity," we would create a user-friendly online donation platform</p>	<p>Feeding America should create a user-friendly online donation platform that makes it easy for individuals and organizations to donate. The platform should be secure and easy to navigate, with clear information on where donations go and the impact they have.</p>	<p>A user-friendly online donation platform is essential for Feeding America to improve their engagement with donors and increase donations to support their programs and services. By providing a convenient, secure, and transparent way to donate, Feeding America can build a strong community of donors who are committed to ending hunger in the US</p>



Organizational Data Analysis

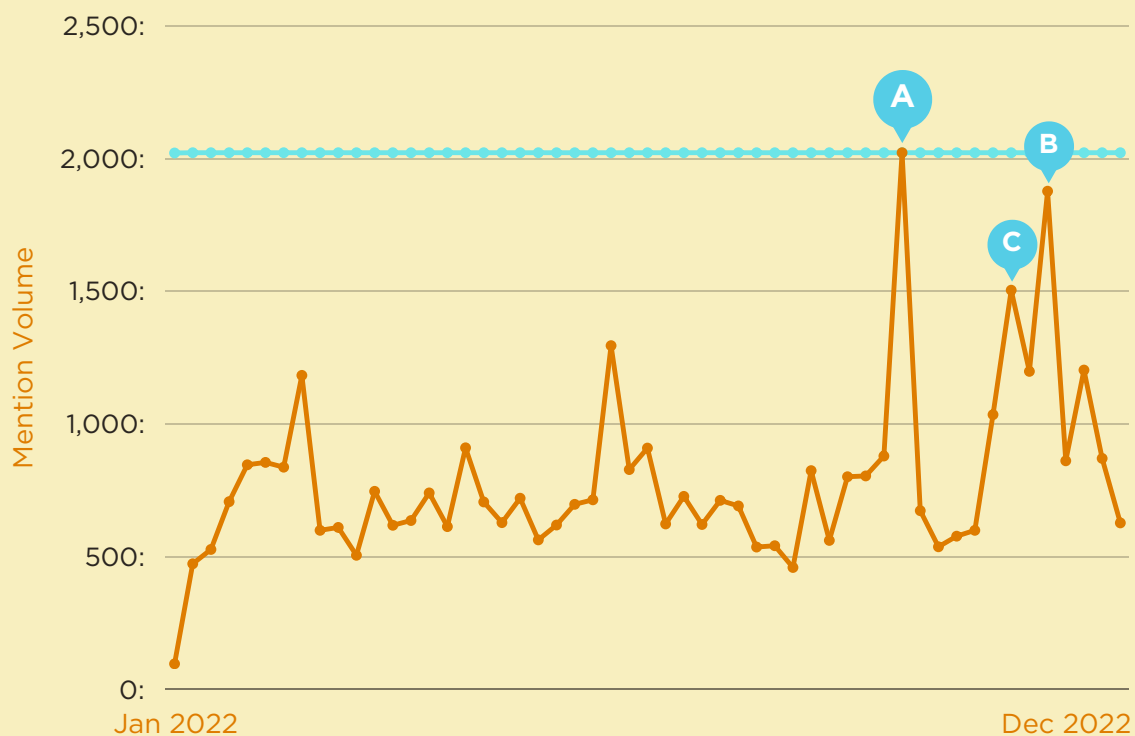
DATA OVERVIEW

Listening timeframe: January 1, 2022 - December 31, 2022

We examined the conversations on social media surrounding the Feeding America organization and pulled actionable insights from the data to inform our recommendations.

41.54K
Total Mentions

Total Mention Volume Over Time



As shown on the graph, there are a few peaks every few months, with the highest peaks in the fall. The peak on the week of **October 3rd (A)** had a mention volume of 2,022 (185% increase) and a large portion of those mentions were in regards to a Harry Styles Love On Tour partnership with Feeding America on October 9th. A large portion of posts around this time were also in relation to the #HispanicHeritageMonth tag. The conversation surrounding the peaks in November were largely related to users attempting to pull in donations for the holiday season. The week of **November 14th (C)** had a total mention volume of 1,504 and the week of **November 28th (B)** had a total mention volume of 1,876.

DATA BY PLATFORM



TWITTER

32.12K

16.63K

Total Mentions

Unique Authors

Trending Topics:

- food (10.3K mentions)
- meals (5.1K mentions)
- support (3.5K mentions)

Top Influencers:

- @Bhhba2 (530 mentions)
- @Cantdoesntexist (333 mentions)
- @Hunger (318 mentions)



INSTAGRAM

8.5K

345

Total Mentions

Unique Authors

Trending Topics:

- #FeedingAmerica (8.3K mentions)
- Community (2.5K mentions)
- #FoodInsecurity (1.4K mentions)

Top Influencers:

- @FeedingAmeric (7.9K mentions)



REDDIT

913

279

Total Mentions

Unique Authors

Trending Topics:

- food (843 mentions)
- find (711 mentions)
- local (695 mentions)

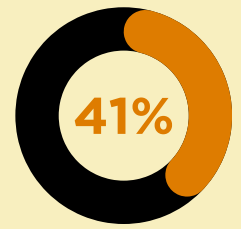
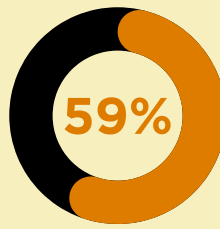
Top Influencers:

- @Food_Pantry (554 mentions)
- @test (22 mentions)
- @AskReddit (14 mentions)

THEME ANALYSIS (BY GENDER)

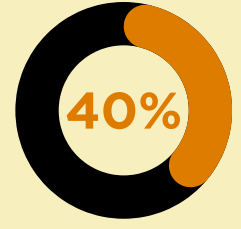
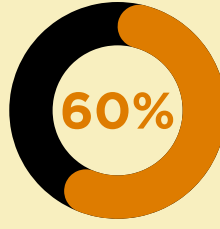
"MEALS"

N=32.12K
Total # of Posts: 6,816



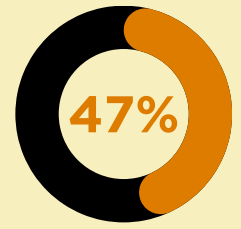
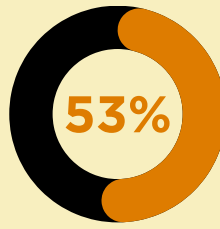
"FOOD"

N=32.12K
Total # of Posts: 13,932



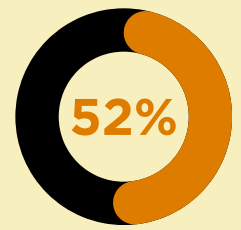
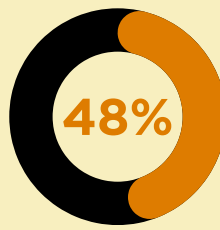
"HUNGER"

N=32.12K
Total # of Posts: 7,799



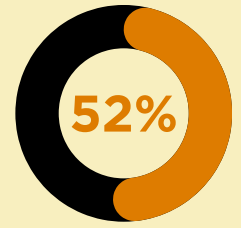
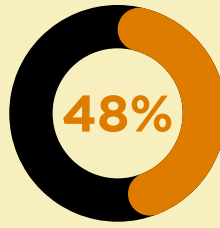
"COMMUNITY"

N=32.12K
Total # of Posts: 4,309



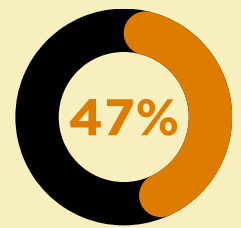
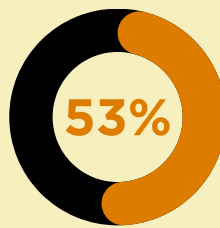
"DONATIONS"

N=32.12K
Total # of Posts: 6,885



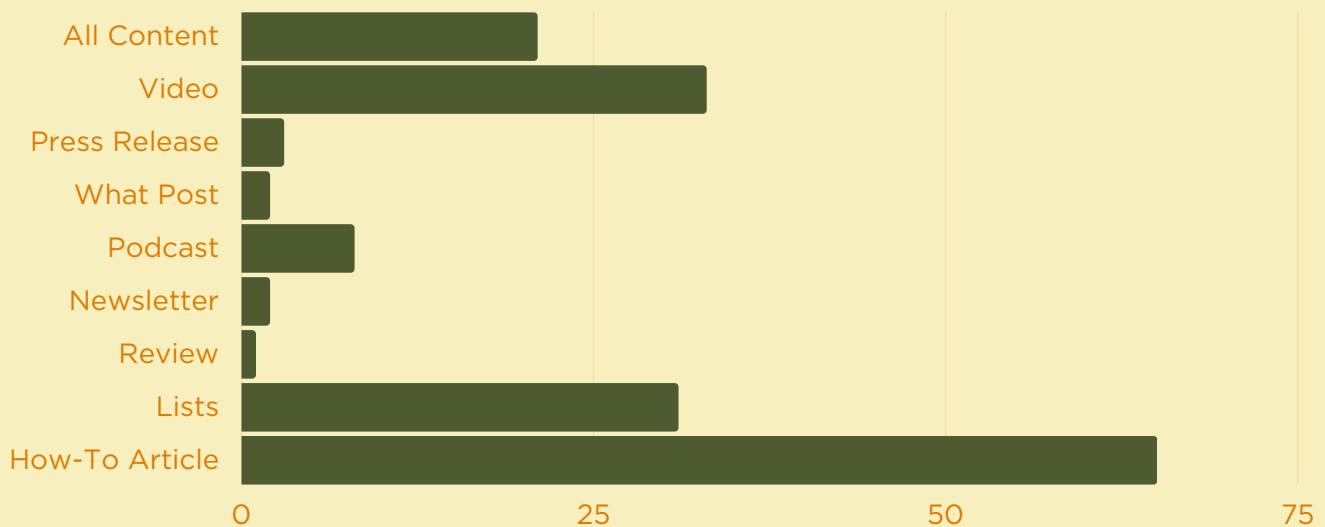
"FOOD BANKS"

N=32.12K
Total # of Posts: 3,521



BUZZSUMO DATA

Average Engagement by Content Types

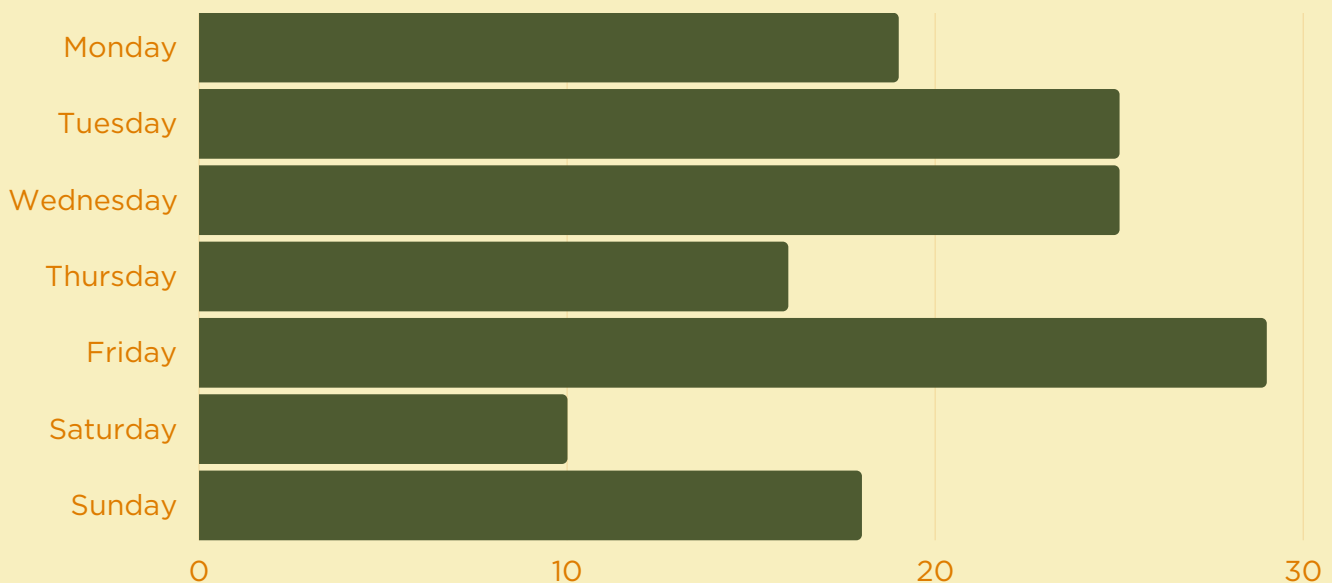


INSIGHTS:

Formats with higher engagement:

- How-to Article
- Video
- Lists

Average Engagement by Day Published

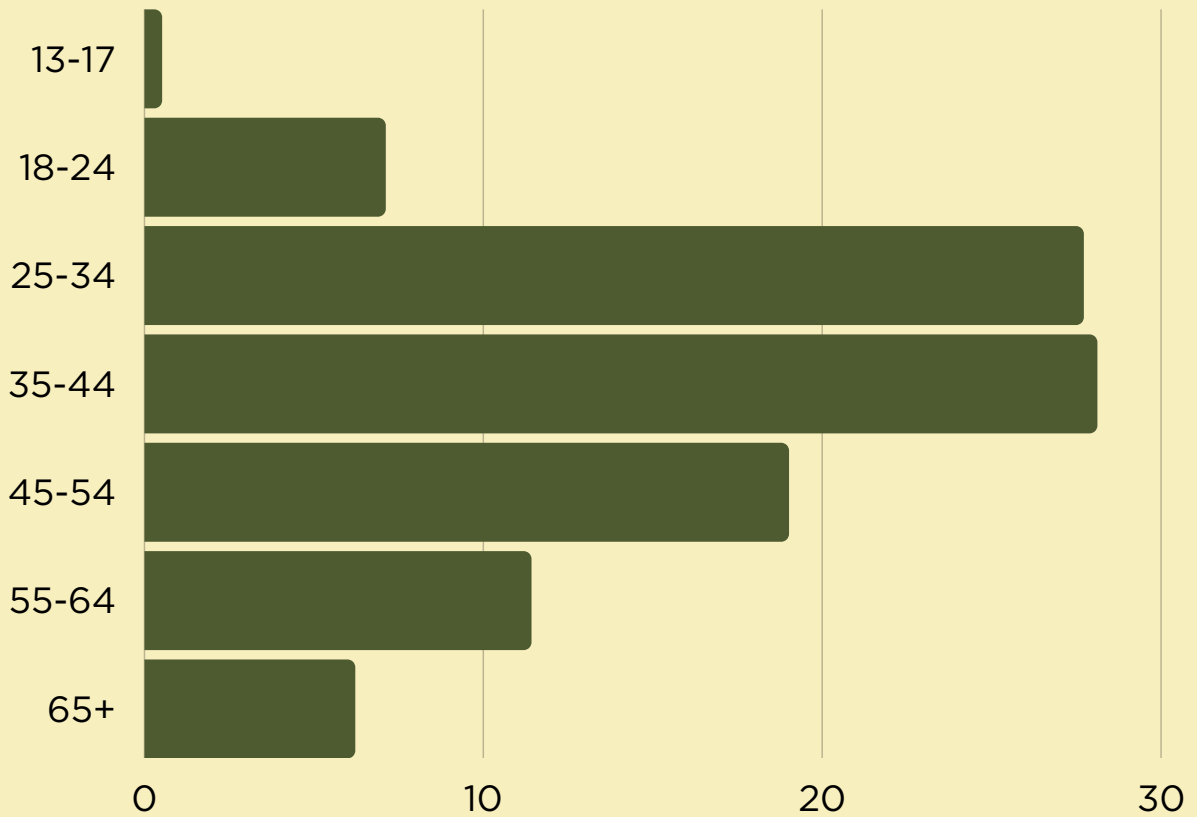


INSIGHTS:

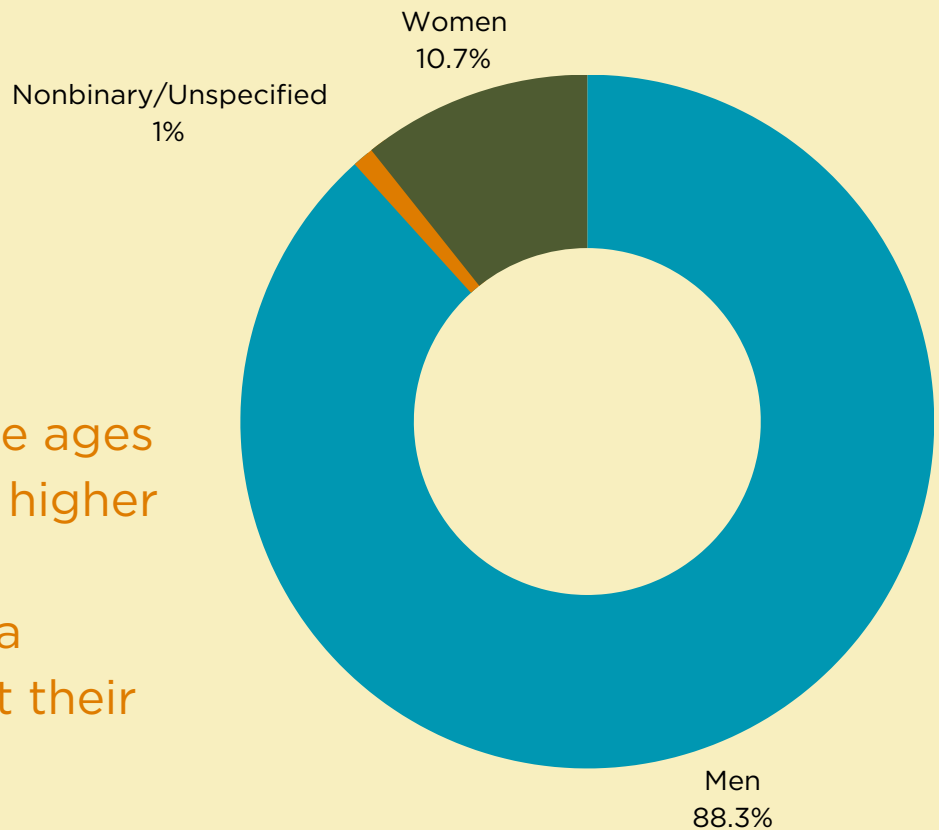
Friday is the best day to publish.

SPROUT SOCIAL DATA

People Reached by Age



People Reached by Gender



INSIGHTS:

Men between the ages of **35-44** have a higher potential to see Feeding America content and visit their page

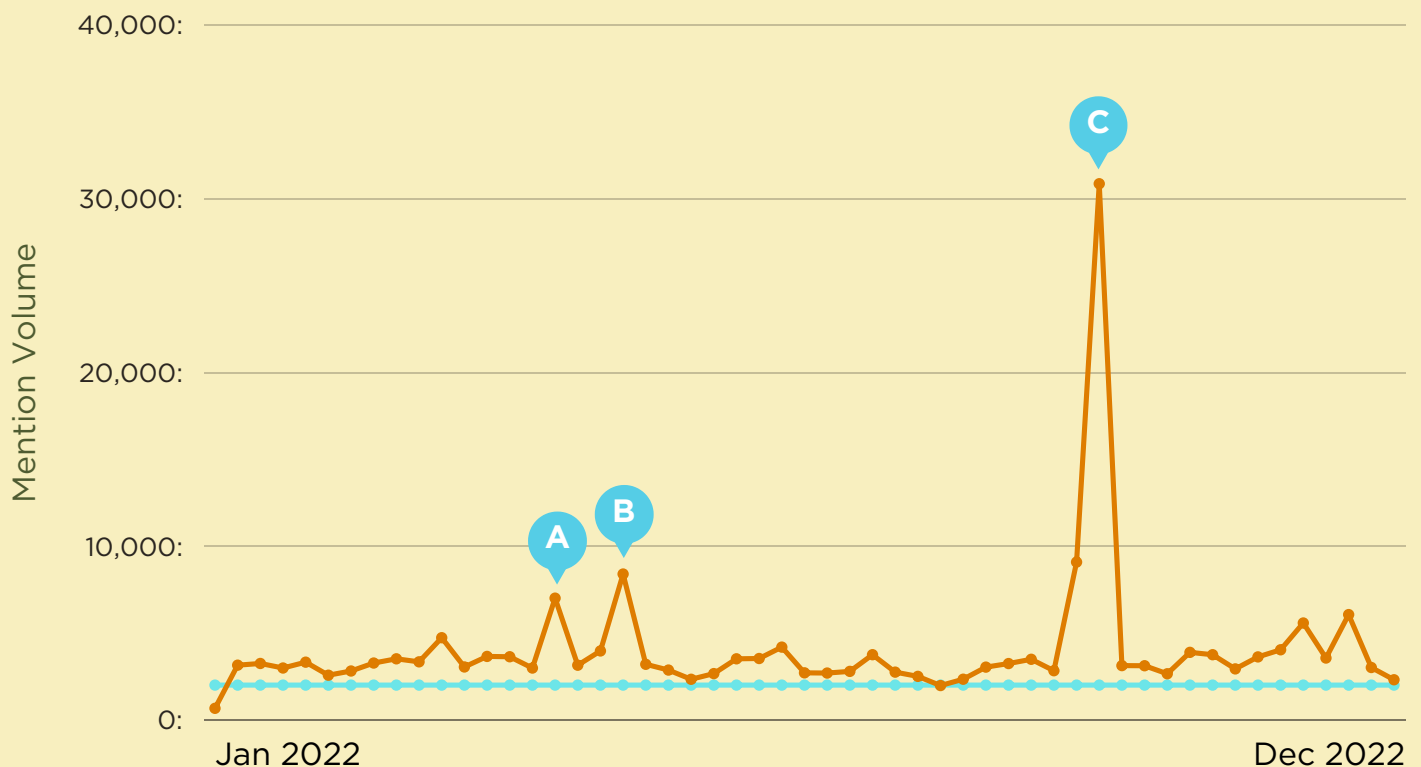
Peer Data Analysis

DATA OVERVIEW

Listening timeframe: January 1, 2022 - December 31, 2022

We examined the conversations surrounding some of Feeding America's biggest competitors: Meals on Wheels, No Kid Hungry, and Philabundance.

Total Mention Volume Over Time

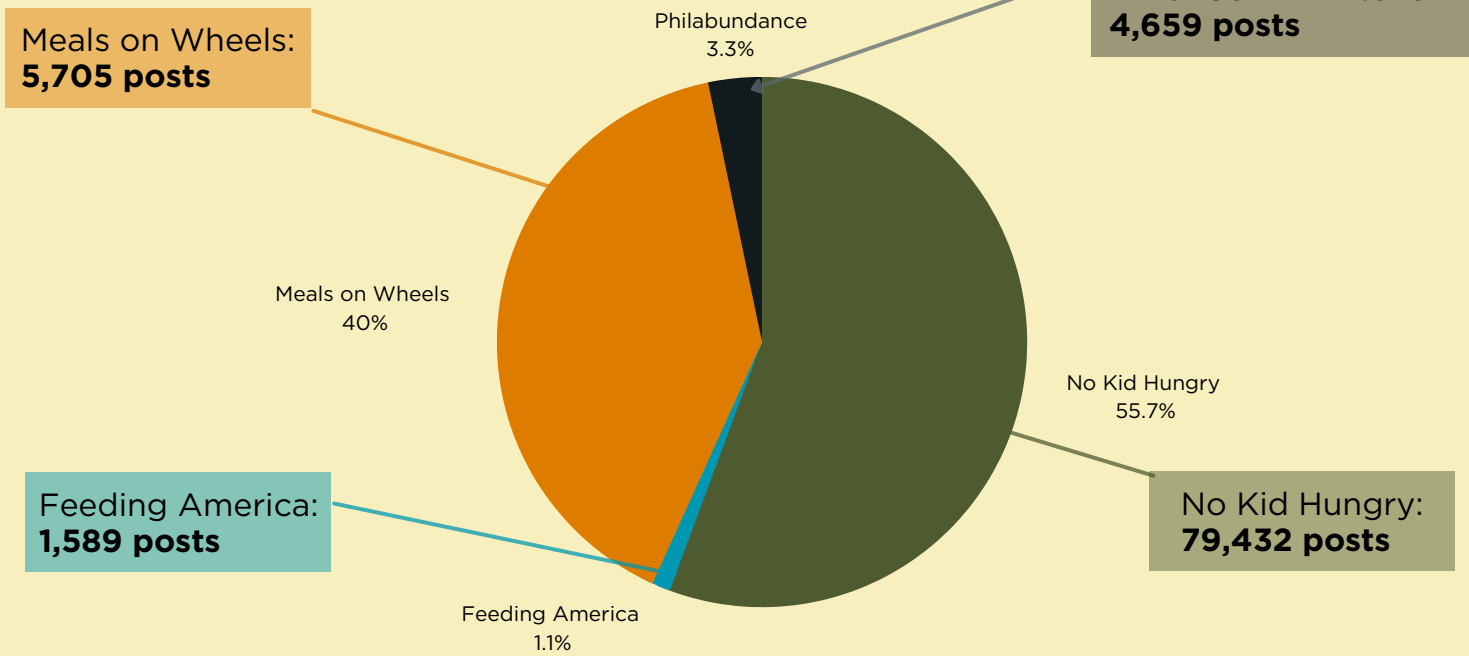


The above is a line chart displaying the combined volume of mentions between Feeding America and their peer organizations

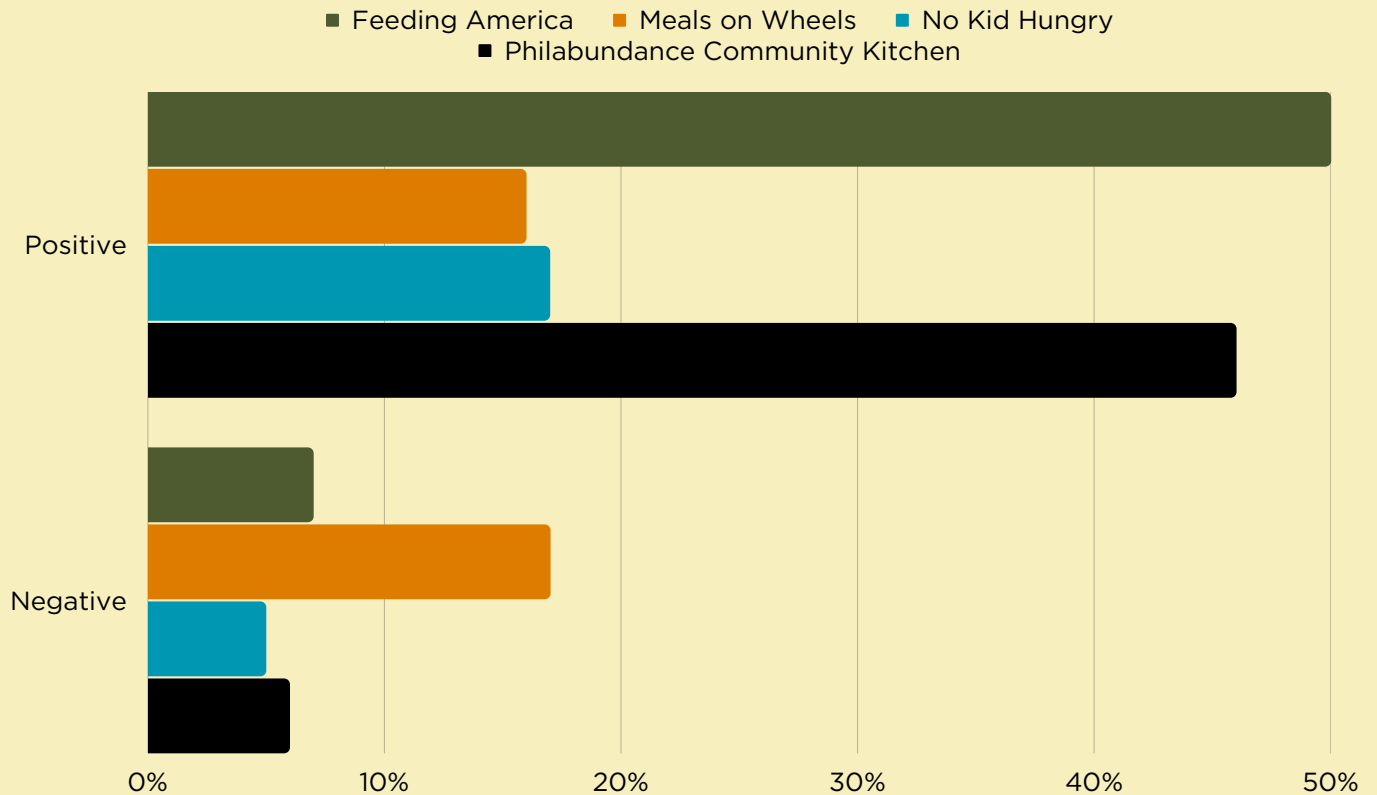
- **(A) Week of April 11, 2022: No Kid Hungry (3,822 mentions)**
 - Many posts about the Baby Devs NFT project launch and how they were donating 15% to No Kid Hungry.
- **(B) Week of May 2, 2022: Meals on Wheels (6,600 mentions)**
 - Many of the posts are related to politics and how funding was cut for meals on wheels.
- **(C) Week of September 26, 2022: No Kid Hungry (28,388 mentions)**
 - There were several RTs with @nokidhungry as Citibank was offering to donate \$10 to No Kid Hungry per retweet. In addition, multiple gaming content creators were holding charity streams where proceeds would be going to No Kid Hungry.

COMPARITIVE ANALYSIS & SHARE OF VOICE

Peer Analysis Share of Voice



Comparative Sentiment Analysis

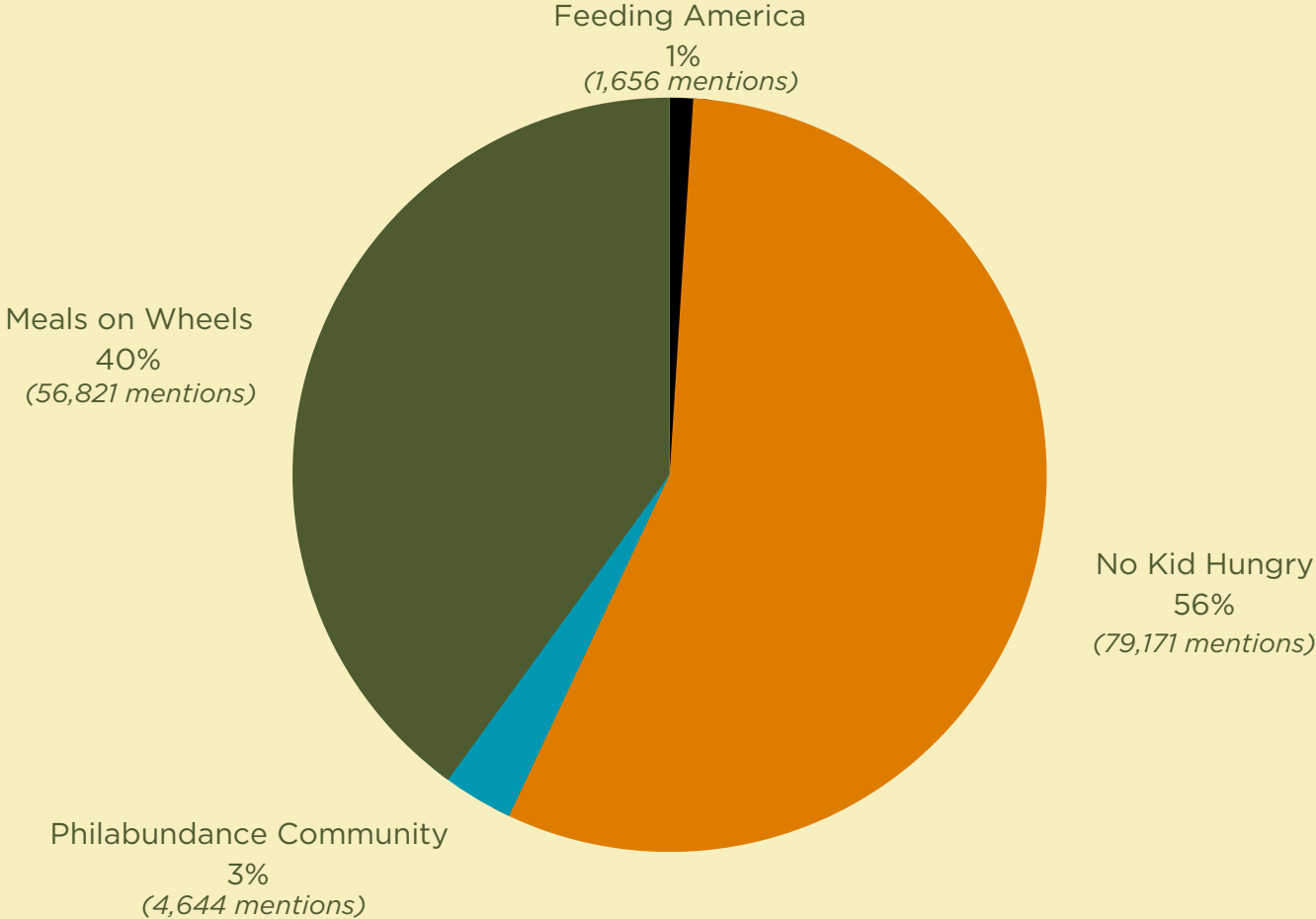


The above is a row chart comparing sentiment breakdown by each peer organization

Organization	Positive (%)	Negative (%)
Feeding America	50%	7%
Meals on Wheels	16%	17%
No Kid Hungry	50%	7%
Phil. Comm. Kit.	50%	7%

Total Mentions

Total Twitter Mentions



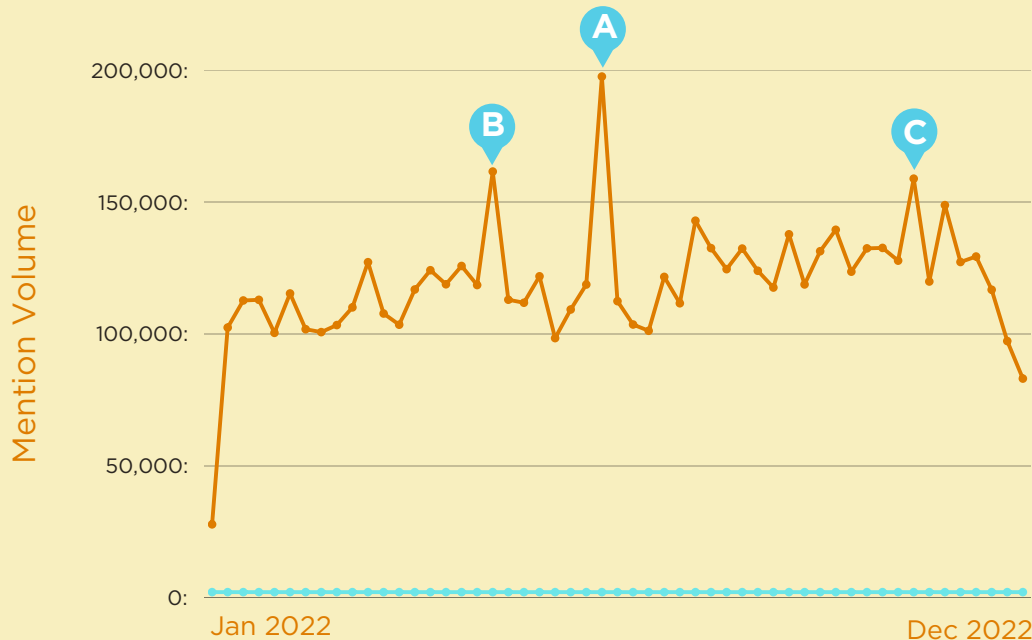
The above chart depicts the total volume of mentions on Twitter from January 1, 2022 through January 1, 2023 in comparison to the respective organizations. As displayed above, No Kid Hungry had the largest total volume of mentions within a span of one year with 79,171 mentions. This number accounts for 56% of the total combined mentions of all organizations. Meals on Wheels had the 2nd largest total mention volume at 56,821 mentions making up 40% of the total combined mentions of all organizations. Philabundance Community had the 3rd largest total mention volume at 4,644 mentions making up 3% of the total combined mentions of all organizations. Feeding America had the smallest total volume of mentions at 1,656 mentions, making up 1% of the total combined mentions of all organizations.

Topical Data Analysis

DATA OVERVIEW

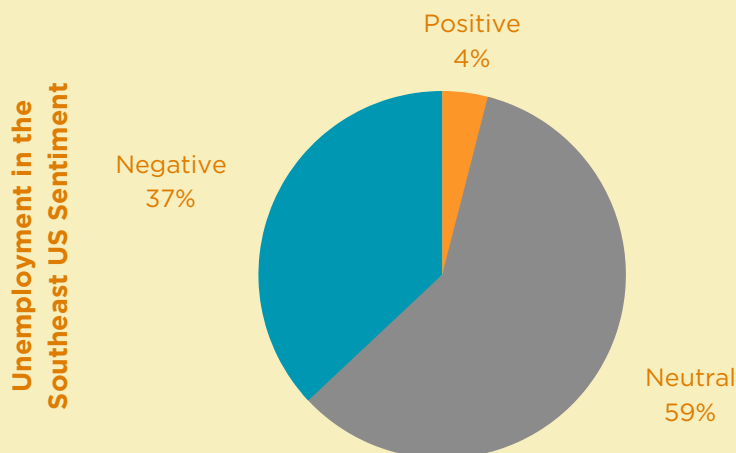
Listening timeframe: January 1, 2022 - December 31, 2022

Total Mention Volume Over Time



We analyzed the topic of “Unemployment in the Southeast US” to get a better idea of how Feeding America could expand in the Southeast region.

Shown on this graph is the data regarding the mention volume for our ‘Unemployment in the Southeast US’ query between Jan 2022 and Dec 2022. As seen on the graph, there is one notable peak on the week of **June 20th (A)**. The peak on the week of **June 20th** had a mention volume of 199,507 and a 67% increase. Most mentions were in regards to abortion rights and its relation to poverty in Southeast states following the Supreme Court’s decision to overturn Roe v. Wade. Another notable peak occurred on the week of **May 2nd (B)**. There were 161,659 mentions total and a lot of the conversations were about the correlation to poverty and crime rates in Southern states like Florida and Tennessee. The third largest peak was on the week on **November 7th (C)** with a mention volume of 158,972. Conversations surrounded the Senate election in Georgia.



Negative sentiment conversations are about governmental and environmental effects on impoverished communities in the South. Positive sentiment conversations are about unemployment relief programs in the South. When it comes to conversations about unemployment in the Southeast, negative sentiment remains consistently higher than positive.

DATA BY PLATFORM



TWITTER

1.46M

Total Mentions

1.44M

Total RTs

Top Hashtags:

- #tn (72,646 mentions)
- #memphis (72,495 mentions)
- #rescue (72,156 mentions)
- #foster (67,235 mentions)
- #pledge (44,351 mentions)

Top Tweeters:

- @StarFishVO
- @GovRonDeSantis
- @RealJamesWoods
- @kharge
- @Dhananjayang



INSTAGRAM

2.11K

Total Mentions

Top Hashtags:

N/A

Top Influencers:

N/A



REDDIT

284

Total Mentions

Trending Topics:

- People
- Time
- Money

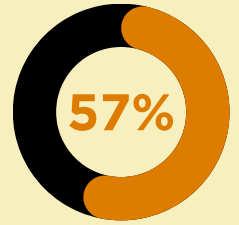
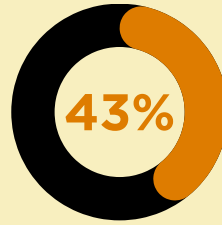
Top Authors:

- @PM_YOUR_BACON
- @-A_Foreigner-
- @-Acta-Non-Verba-

THEME ANALYSIS (BY GENDER)

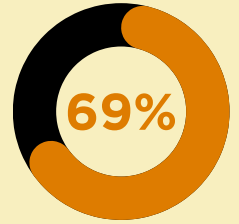
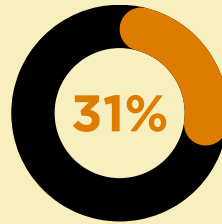
"POVERTY IN THE SOUTH"

N = 1,460,254
Total # of posts: 251,031



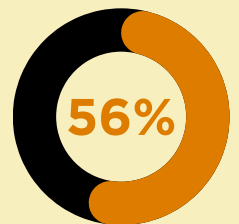
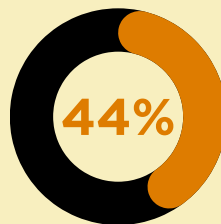
"CHARITY"

N = 1,460,254
Total # of posts: 49,142



"UNEMPLOYMENT"

N = 1,460,254
Total # of posts: 189,032



Appendices

ABOUT

SPROUT SOCIAL & BUZZSUMO

Sprout Social

How is this tool different from Brandwatch?

While assessing both Brandwatch Consumer Intelligence and Sprout Social, reviewers found Sprout Social to be an easier social media listening tool to navigate because it has a clear setup to make an account that allows for a free trial. Sprout Social's strengths lie in:

- SM listening tool → offers a variety of features
- Easy to set up and make an account and most importantly, allows a free trial
- Gives the option to automatically or manually generate insights/analytics through various social media platforms

Tools:

Impressions, engagements, mentions, post link clicks, audience growth

Track and respond & see the total message volume

Espresso Topic → reporting on any conversation related to the organization

BuzzSumo

How is this tool different from Brandwatch?

While Brandwatch is primarily for finding meaning and structure in online conversations, BuzzSumo's strengths lie in delivering content and media engagement insights. BuzzSumo has an accessible archive of 8 billion articles, and will show you what kinds of articles and platforms receive the most engagement according to your search term.

Tools:

Discovery, research, monitoring, Chrome ext., influencers, API

ORGANIZATION DATA QUERY:

"feeding america" OR "feedingamerica" OR #feedingamerica OR @feedingamerica NOT (feeding OR america OR "fighting america" OR "FA" OR "feeding USA" OR "Feeding US" OR "feding america")

PEER ORGANIZATION QUERY:

("meals on wheels" OR "mealsonwheels" OR "@_mealsonwheels") OR ("no kid hungry" OR "nokidhungry") OR ("Philabundance Community Kitchen" OR "philabundancecommunitykitchen" OR "@philabundance")

TOPIC DATA QUERY:

(Unemployment OR #unemployment OR Jobless OR #jobless OR "laid off" OR #laidoff OR "no job" OR "no jobs" OR #nojob OR unemploy OR #unemploy OR workless OR #workless OR "out of work" OR #outofwork OR "not working" OR #notworking OR Poverty OR #poverty OR #broke OR #imbroke OR "I'm broke" OR broke OR poor OR #poorer OR #poor OR "lower income" OR #nomoney OR "ain't got no money" OR "no cash" OR #nocash)

AND

("South East" OR #southeast OR "South East U.S." OR "SouthEast" OR "The South" OR #thesouth OR "down south" OR #downsouth OR "Georgia" OR #Georgia OR "GA" OR "Southern States" OR "Florida" OR #Florida OR "FL" OR "South Carolina" OR #SouthCarolina OR "SC" OR "Carolinas" OR "Tennessee" OR #Tennessee OR "TN" OR "Alabama" OR #Alabama OR #Bama OR "AL" OR "North Carolina" OR #NorthCarolina OR "NC")



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