



ADPR 5750

Social Media Analytics

August Hubbard
Camber Bransky
Michael Izzi
Alexa Guzman



SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

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Executive Summary

The National Park Foundation (NPF) is the official charitable partner of the National Park Service. Our team hopes to examine the online presence of the NPF in order to provide actionable insights to boost reach and overall charitable contribution. We have reviewed and analyzed data from websites, blogs, Reddit, Twitter Instagram, from January 2022 to January 2023, in order to monitor how seasonal visitorship may impact the NPF's annual online presence. In the future the NPF should focus its media efforts on corporate partnerships, donation drives, and posts which highlight America's National Parks to boost charitable effort and park viewership.

Business Problem

Despite the NPF's important mission, the organization is facing a business problem related to its online presence. The National Park Foundation has a large online following. With 684K followers on Facebook, 273K followers on Instagram and 140.5K followers on Twitter. Despite an amassed following over a million the NPF still struggles with engagement online and on social media. As a result, the NPF is missing out on potential donations, volunteer support, and advocacy efforts. The NPF needs to develop a strategy to improve its online presence and better connect with younger generations to ensure the long-term success of its mission.



Data Overview

Timeline

January 2022



January 2023

Owned Data

For owned data, we analyzed National Park Foundation's media platforms using a brand analytic tool called Brandwatch. Brandwatch allowed our team to investigate which tweets and conversation gained the most traction for NPF. The window of time used to analyze NPF's media activity ranges from January 1, 2022 - January 1, 2023.

Earned Data

For earned data, we analyzed the conversations surrounding the National Park Foundation by creating booleans that filter specific themes. We investigated data within a 12 month period and assessed conversations about NPF on Twitter and other media outlets. We found 1,696 total mentions of NPF across all media platforms within our date range.

Key Performance Indicators

- Sentiment
- Gender Demographics
- Engagement by mention volume and shares
- Spike Analysis
- Engagement on media platforms like Twitter, News, and Blogs

Trending topics

1. Subaru will donate
2. 2023 National Park Foundation Calendar
3. Official charity

Volume

18.43k mentions
8.6k unique authors

Platforms



Twitter



News



Blog



Recommendation 1

Based on owned data

Corporate Partnerships perform well online. The NPF should try to expand its corporate partners.

How?

Our team recommends for NPF to reach out to other eco-friendly companies, for charitable contribution and partnership.

Why?

When performing a boolean search for partnerships 15.59% of the online conversation especially twitter and blogs focuses on the NPF's corporate partnerships. Many news outlets especially business related news outlets such as yahoo.finance consistently report the corporate social responsibility efforts of corporations partnered with the npf.

Top News Stories

1. Tupperware Partnership with the NPF
2. Winnebago Releases Corporate Responsibility Report
3. Star power from stage and screen set to celebrate the 100th National Christmas Tree Lighting

Total Mentions

NPF

18.43K

Total Mentions

Search "Partnerships" of NPF

1,182

NPF's Partners



L.L.Bean

Tupperware



Recommendation 2

Based on owned data

The NPF should focus on creating more posts about donation.

How?

Having a media schedule especially an annual one could greatly help to boost awareness and overall charitable effort.

Why?

The Themes of "give" or "donate" accounts for only 12.5% of online conversation, and the sentiment is largely more negative than positive.

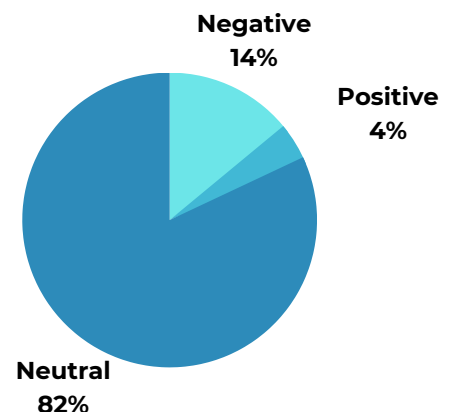
TOPIC ANALYSIS: GIVE/DONATE

Number of Posts: 51
N= 51
(12.35% of total dataset)

CONCLUSION:

The Themes of "give" or "donate" account for **only** 12.5% of online conversation.

CONVERSATION SENTIMENT



Recommendation 3

Based on owned data

The NPF should advertise recreational activities and environmental efforts surrounding National Parks.

How?

Creating posts which highlight National parks, and educational opportunities given by NPF and partners.

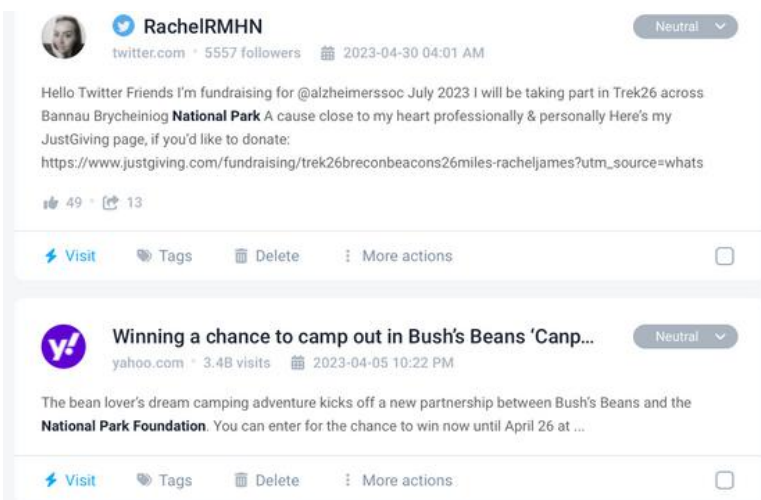
Why?

Posts about park activities receive greater engagement. Post of these nature may also increase park visitorship.

TOPIC ANALYSIS: OUTDOOR EDUCATION

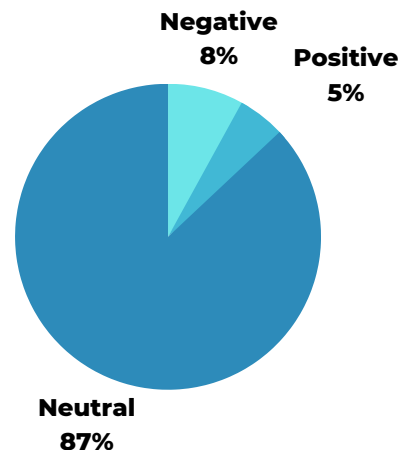
Number of Posts: 183.68k
(63.9% of total dataset)

POPULAR TWEETS FROM BRAND 24



The image shows two tweets and a Yahoo article snippet. The first tweet is from RachelRMHN (@RachelRMHN) on Twitter, dated 2023-04-30 04:01 AM, with 49 likes and 13 retweets. The text of the tweet is: "Hello Twitter Friends I'm fundraising for @alzheimerssoc July 2023 I will be taking part in Trek26 across Bannau Brycheiniog National Park A cause close to my heart professionally & personally Here's my JustGiving page, if you'd like to donate: https://www.justgiving.com/fundraising/trek26breconbeacons26miles-racheljames?utm_source=whats". The second tweet is from Yahoo, dated 2023-04-05 10:22 PM, with 3.48 visits. The text of the article snippet is: "The bean lover's dream camping adventure kicks off a new partnership between Bush's Beans and the National Park Foundation. You can enter for the chance to win now until April 26 at ...".

CONVERSATION SENTIMENT



54%
99,187
authors

46%
84,493
authors



Recommendation 4

Based on earned data

The NPF should create posts which highlight news in sustainability

How? Giving attention and praise to new research, legislation or funding which is relevant to the NPF

Why?

Posts about new developments in sustainability perform well on social media, much of the online conversation around sustainability relates to new developments at Stanford University

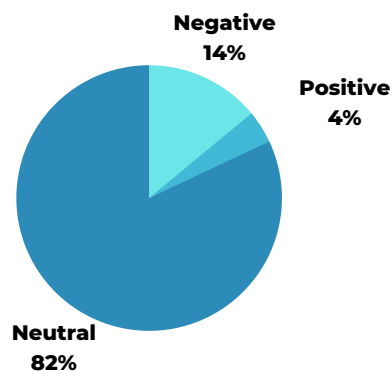
ECOLOGICAL PRESERVATION

Number of Posts: 66.4k
(23.1% of total dataset)

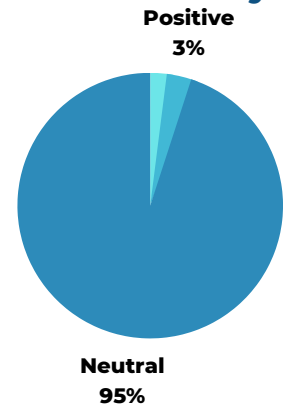
SUSTAINABILITY

Number of Posts: 37.58k
(13.1% of total dataset)

Ecological Preservation



Sustainability



N=287.66K posts total*



Recommendation 5

Based on earned data

The NPF should work to partner with youth organizations to get kids excited about outdoor conservation

How?

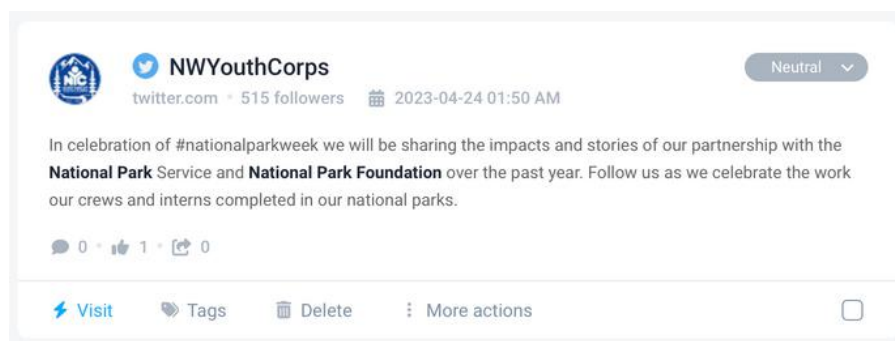
Partner with local and national youth programs to educate kids about the NPS and NPF

Why?

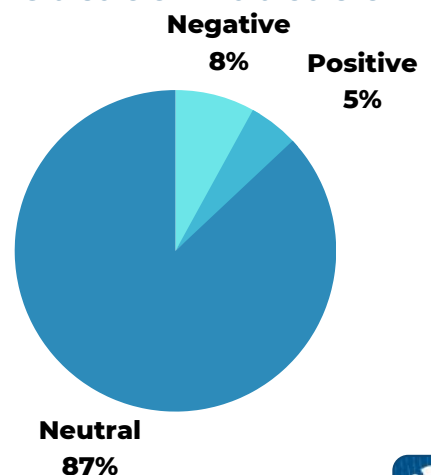
There is a large conversation on twitter surrounding outdoor education and youth getting involved in conservation

THEME: OUTDOOR EDUCATION

Number of Posts: 183.68k
(63.9% of total dataset)



Outdoor Education



Recommendation 6

Based on earned data

The NPF should advertise and provide ways consumers can get involved with sustainability and preservation

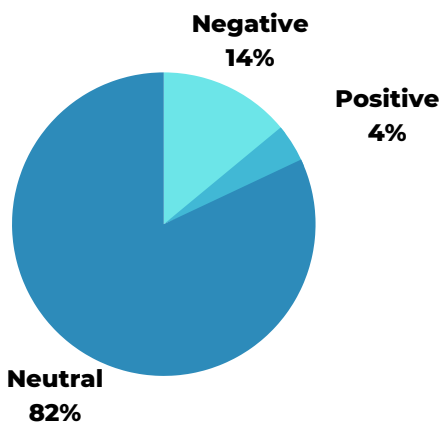
How?

Our team recommends for NPF to reach out to other eco-friendly companies, for charitable contribution and partnership.

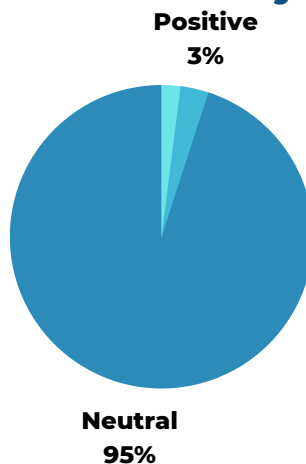
Why?

Much of the online conversation especially twitter focuses on the NPF's corporate partnerships.

Ecological Preservation



Sustainability



ECOLOGICAL PRESERVATION

Number of Posts: 66.4k
(23.1% of total dataset)

SUSTAINABILITY

Number of Posts: 37.58k
(13.1% of total dataset)



Recommendation 7

Based on topic analysis

The NPF should target the female population.

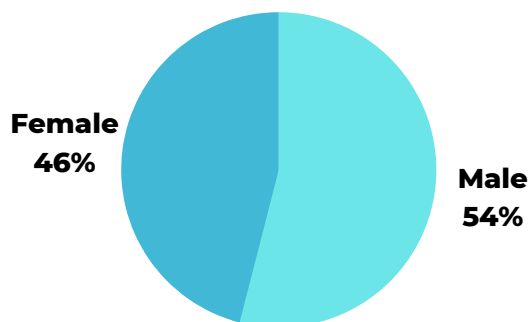
How?

Our team recommends for NPF to engage more with the female community. Examples can be posting a Mother's Day shoutout on behalf of NPF, hosting women's yoga on a National park, or acknowledging the hard working women staff of NPF on social media platforms.

Why?

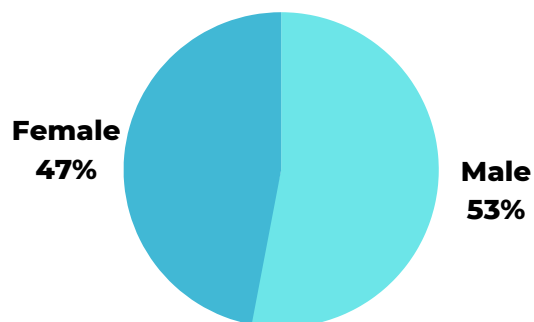
Much of the online conversation around the topic of outdoor education and youth education is coming from the male population. Targeting women on NPF's daily posts will increase female engagement, thus improving overall reach.

TWITTER PLATFORM ANALYSIS



Male: 13,167 Authors
Female: 11,120 Authors

BLOG PLATFORM ANALYSIS



Male: 12,897 Authors
Female: 11,462 Authors

Recommendation 8

Based on topic analysis

The NPF should increase opportunities for children in school to learn about environmental education.

How? Our team recommends for NPF to create fundraisers, host summer camps for children enrolled in public schools, and increase overall partnership with local schools.

Why? Much of the online conversation around the topic of outdoor education and youth education is coming from the male population. Targeting women on NPF's daily posts will increase female engagement, thus improving overall reach.

KEY INSIGHTS

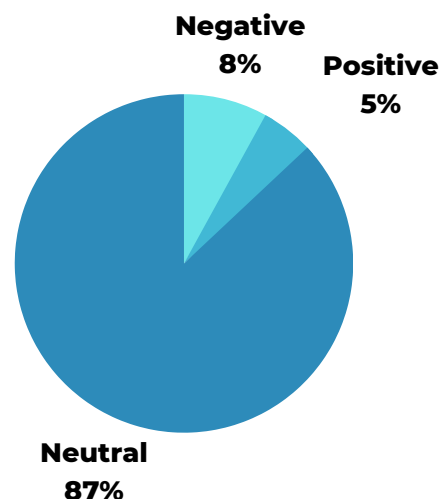
TRENDING TOPICS

1. School Board
2. Forest Hills
3. School Environment

OUTDOOR EDUCATION

Number of Posts: 183.68k
(63.9% of total dataset)

CONVERSATION SENTIMENT



Recommendation 9

Based on topic analysis

The NPF should focus on engaging its audience through Blogs.

How?

Our team recommends for NPF to create daily blogs about educational efforts to spread awareness and increase the engagement

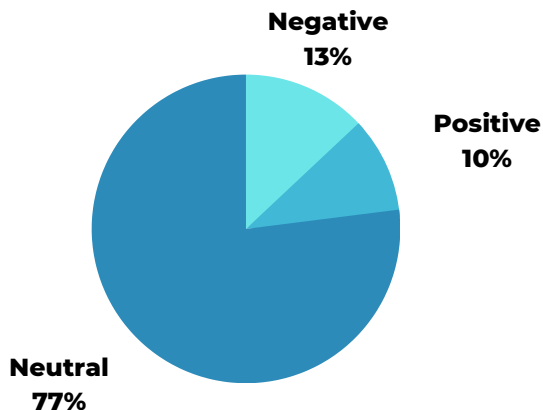
Why?

Based on the platform breakdown on the topic of Youth Education and Outdoor Education, data shows that Blogs carry 30% of the conversation demographics. NPF can use this to its advantage to engage with more users who share a common interest of environmental education.

CROSS PLATFORM CONVERSATION DEMOGRAPHICS

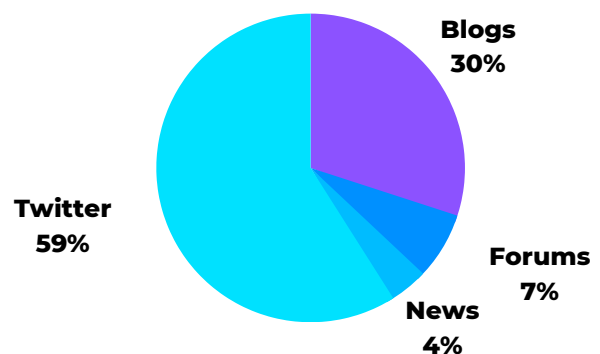
287660 Total Mentions

CONVERSATION SENTIMENT



49001 Unique Authors

PLATFORM BREAKDOWN





Organization

Data Analysis

Dataset Description

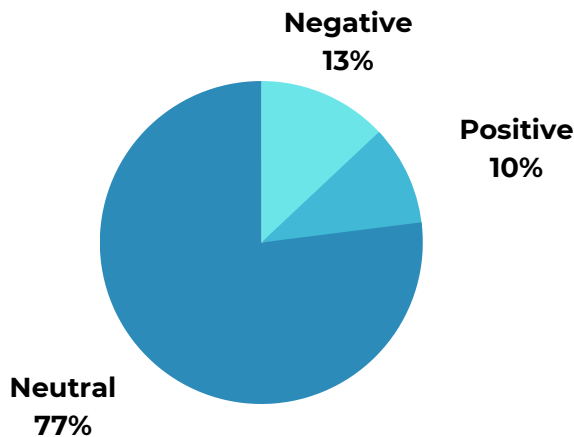
Using Brandwatch, our team was able to analyze the National Park Foundation's presence across multiple media platforms.

We broke down our statistics by platform in order to figure out which platform creates more engagement for NPF. Using a timeline ranging from January 1st 2022 to January 1st, 2023, we have found that between the platforms of Twitter, News, and Blogs, Twitter carries 59% of talk about NPF. These results have helped our team understand where NPF should focus its media efforts in order to achieve the goal of increasing its charitable efforts and park viewership.

CROSS PLATFORM CONVERSATION DEMOGRAPHICS

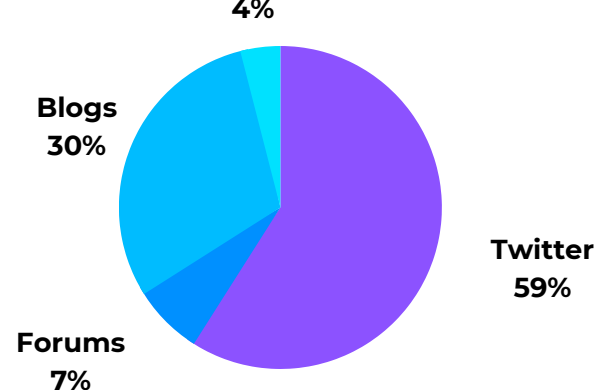
18.42k Total Mentions

CONVERSATION SENTIMENT

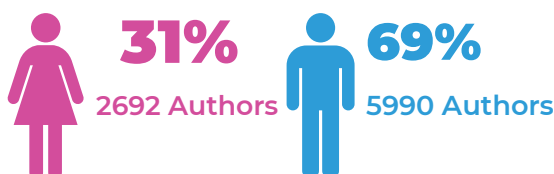


8682 Unique Authors

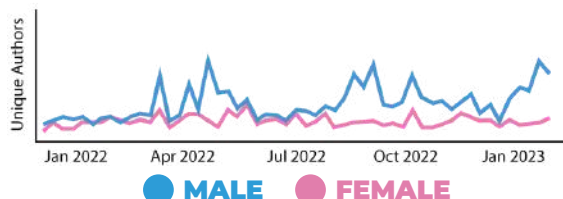
PLATFORM BREAKDOWN



GENDER ANALYSIS



GENDER SPLIT TREND

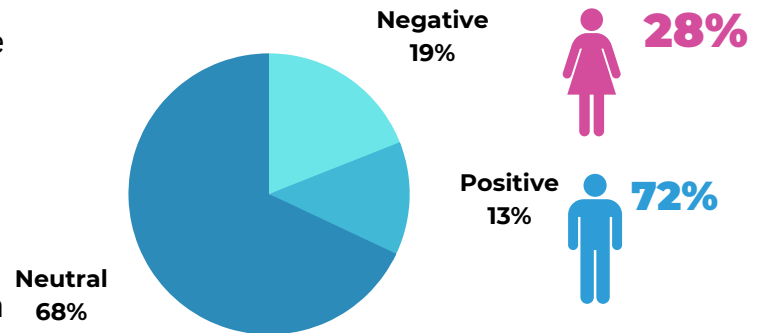


Cross Platform Analysis

Twitter

Much of the twitter conversation comes from larger organizations and accounts like the history channel (2 779 232 followers) and Niantic Labs (1 052 661 followers), However the conversations are different in nature. The History Channel tweeted promoting a special documentary and grant they created partnership with the NPF for the Lincoln Memorial. @solelinks and @snkr_twitr both made tweets about a recent NPF collaboration with Adidas creating a limited edition pair of sneakers.

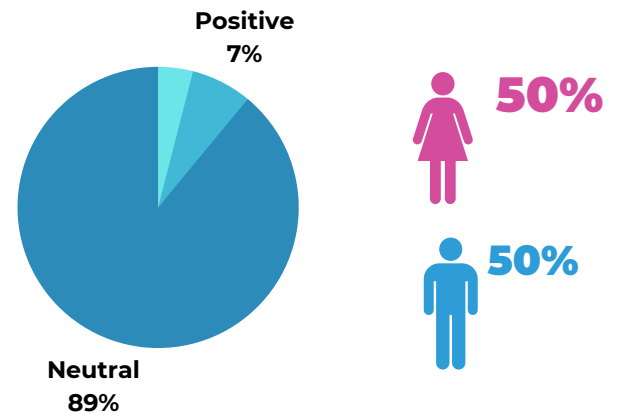
7086 Total Mentions CONVERSATION SENTIMENT



News

Much of the news conversation relates to the NPF's corporate partnerships. Yahoo news was the top news outlet mentioning the NPF four times, which had an average impact of 95.8 and an average reach of 4978. Yahoo published 3 articles which focused on the NPF's partnerships with Subaru and Pendleton Woolen, and one article which highlights a new recycling program which was launched in Yosemite national park. Fox news published an article which gave interesting facts about national parks during national park week which had an average impact of 58.1 and an average reach of 4504.

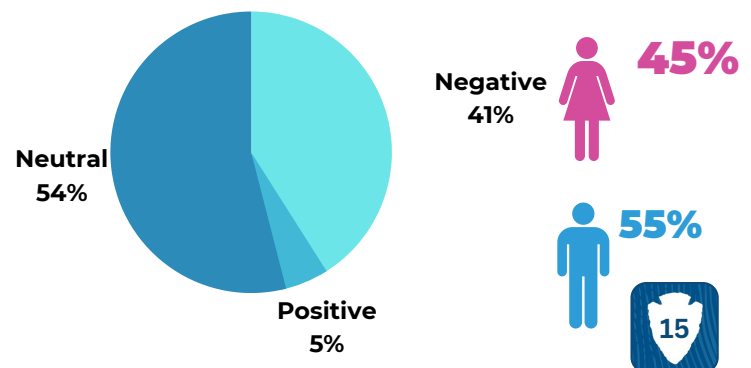
3030 Total Mentions CONVERSATION SENTIMENT



Blogs

Most often, blog conversation centers around charity with many of the blogs mentioning efforts and ways to go about aiding or donating to multiple charities, the blog conversation are not particularly specific to the NPF.

269 Total Mentions CONVERSATION SENTIMENT



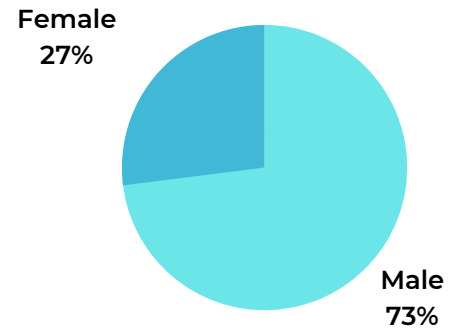
Theme Analysis by Gender

Twitter Only

1

DONATING

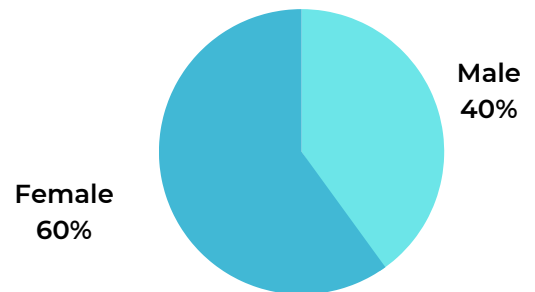
Number of Posts: 51
N= 51
(12.35% of total dataset)



2

CONSERVATION

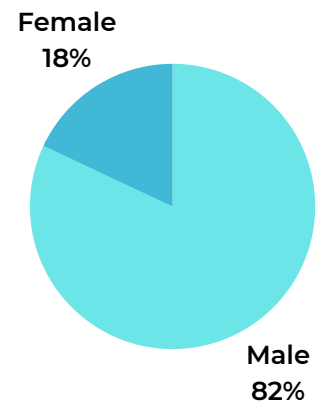
Number of Posts: 62
N= 62
(10.16% of total dataset)



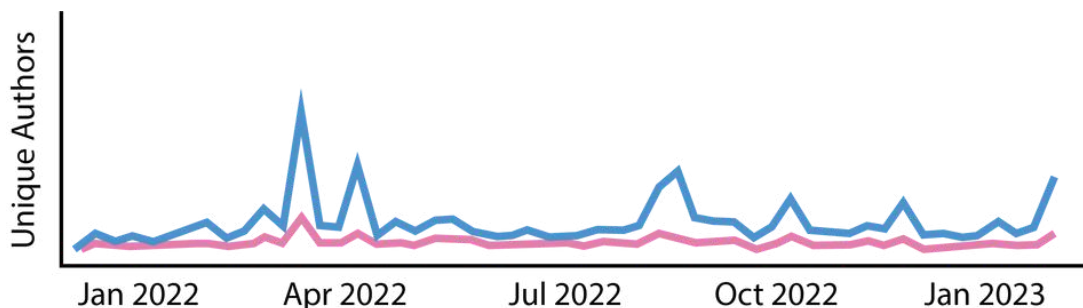
3

ENVIROMENT

Number of Posts: 61
N=61
(9.06% of total dataset)



GENDER SPLIT TREND



● MALE ● FEMALE



Peer Organization Analysis

Comparable Organizations



992.9k followers

The Nature Conservancy is a non-profit organization focused on the conservation of natural resources and the environment. The organization has a large online presence, with a user friendly website and active social media channels. The Nature Conservancy uses its online presence to advertise its conservation projects and engage with its supporters. The organization's website provides information on its initiatives, and its social media channels are regularly updated with photos and videos of the organizations efforts. Overall, the Nature Conservancy's online presence is highly effective in connecting with its audience and raising awareness.



228k followers

The National Parks Conservation Association (NPCA) is a non-profit organization dedicated to protecting and enhancing America's national parks. The NPCA has a comprehensive website that provides extensive information on national park issues, campaigns, and efforts. The organization also maintains active social media channels that are frequently updated with news. However, the NPCA's online presence is not as engaging as some other conservation organizations, and its social media channels do not have as much engagement with followers. Overall, while the NPCA's online presence is strong in terms of information and resources, it could benefit from more engagement with its audience.



CELEBRATING **40 YEARS**

9432 followers

The National Park Trust is a non profit organization dedicated to preserving and protecting America's national parks. The organization's website is engaging and easy to navigate, and provides information on its initiatives and projects in an accessible way. The National Park Trust's social media channels are also active, regularly sharing photos and updates on its work. However, the organization's online presence could benefit from more information on its impact and success stories, as well as more engaging posts to connect with new users. Overall, the National Park Trust's online presence is effective in engaging with its audience and promoting its mission, but it could benefit from more emphasis on its impact.



The National Park Service is the official charitable partner of the National Park foundation, so online conversation pertaining to the NPS is still relevant to our organization. Online conversations pertain largely to news in national parks as well as many people sharing their vacations and other media pertaining to national park visitorship.

Earned Data

Complete Overview Across Platforms

Timeframe:

January 2021



January 2022

Platforms Assessed:



Twitter



News



Blog

Trending Topics:

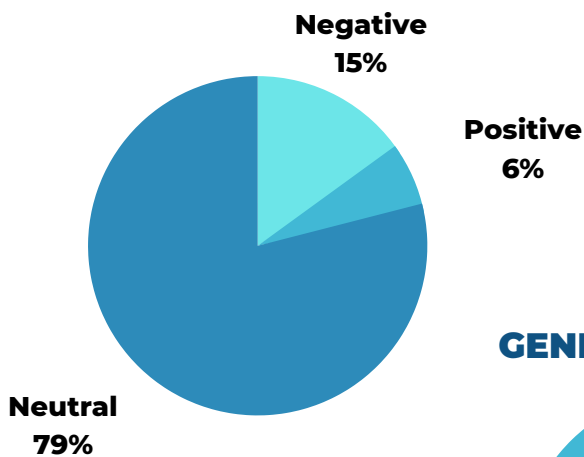
1. Review Conference
2. United States
3. Nature Conservancy

CROSS PLATFORM CONVERSATION DEMOGRAPHICS

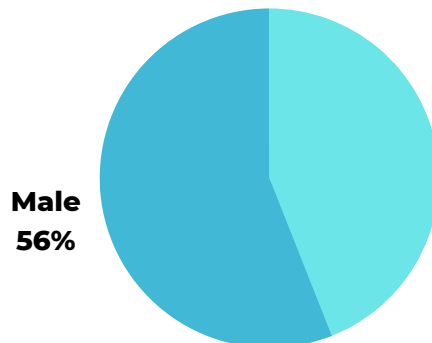
562.38k Total Mentions

144.26k Unique Authors

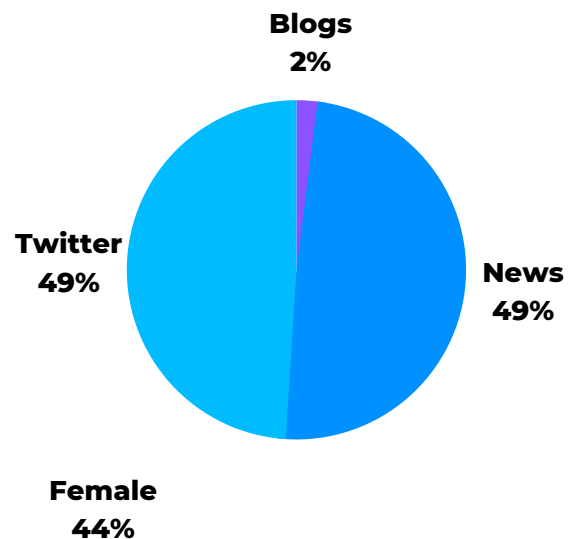
CONVERSATION SENTIMENT



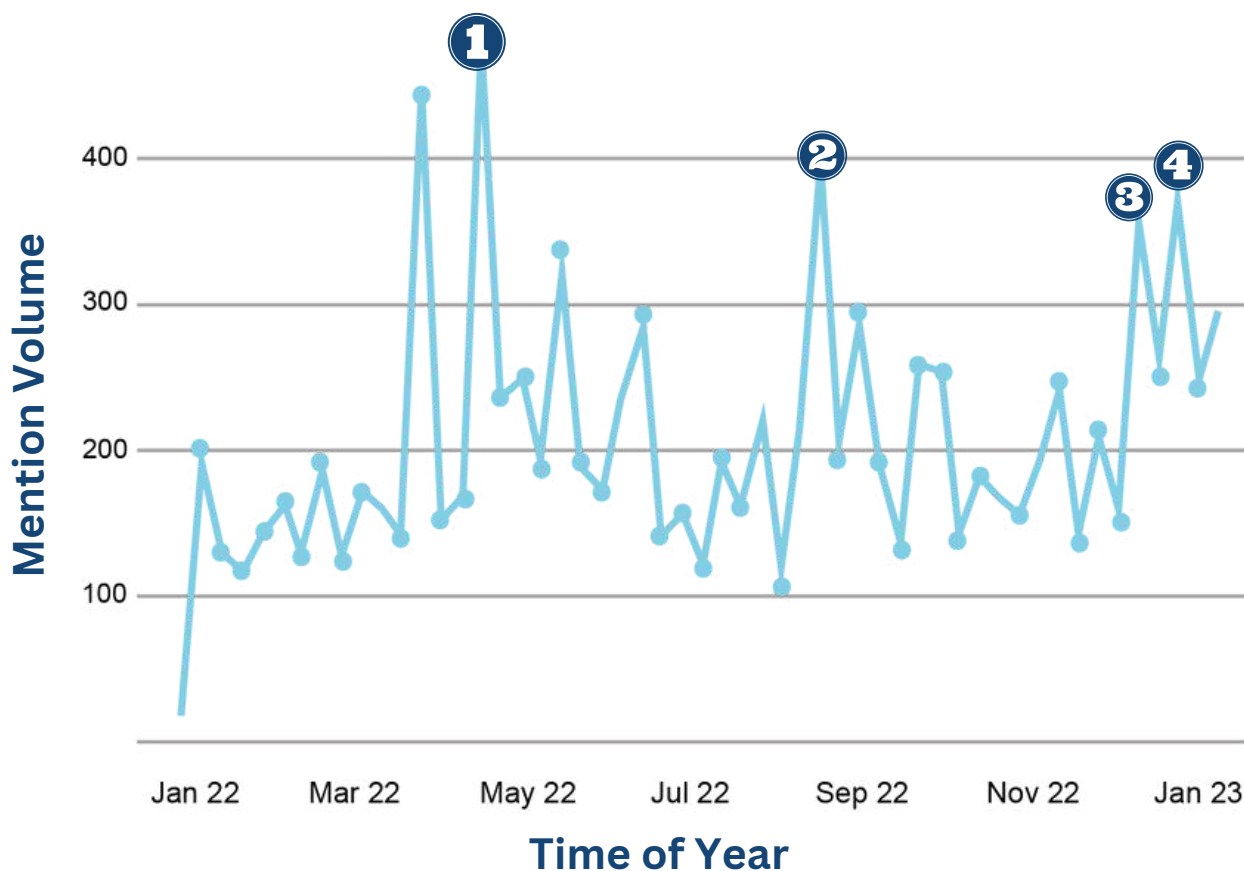
GENDER ANALYSIS



PLATFORM BREAKDOWN



Spike Analysis



1 NianticLabs announces the renewal of its ongoing work with National Park Foundation with a goal of making national parks and public lands more accessible.

2 NPF encourages readers to go outside and witness the Perseid Meteor Shower, one of the most popular astrological events of the year using NPF's Apple Maps Guide.

3 NPF wants its readers to help others reduce their single-use plastic and food waste with sustainably-minded products from NPF's partner Tupperware.

4 NPF highlights the support it receives from its audience and how it further allows them to protect natural wonders.



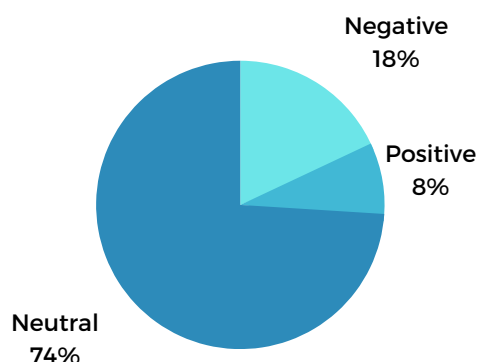
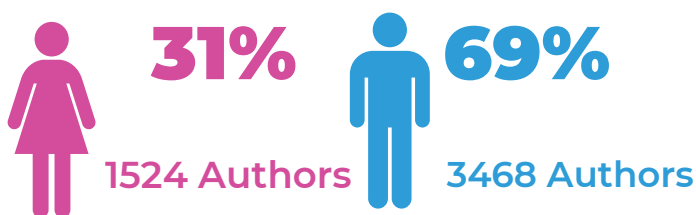
Peer Organization Comparison



WONDER CALLS

21115 TOTAL MENTIONS

CONVERSATION SENTIMENT



Conversation Analysis

The Nature Conservancy has been the subject of an ongoing conversation on social media, particularly on Twitter, where users have rallying others to support the organization's work in preserving the natural world.

Recently, UpSkillYourLife (@UpSkillYourLife) retweeted a post by ZachMatthai (@ZachMatthai), which encouraged people to donate to the Nature Conservancy to help with tasks such as planting trees and protecting endangered species. Much of the online news conversation comes from business news outlets such as yahoo.com and yahoo finance which highlight sustainable efforts of corporations through partnership with the NPS.



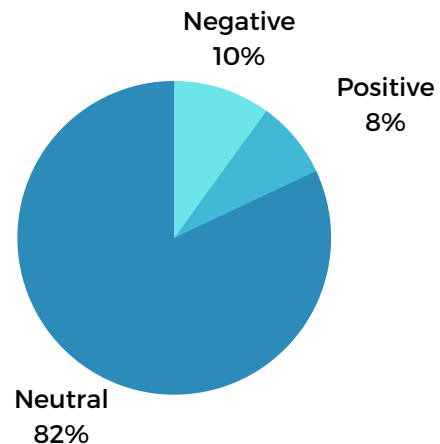
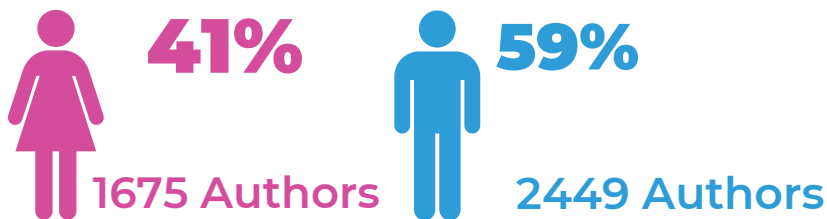
Peer Organizations



228k followers

9963 TOTAL MENTIONS

CONVERSATION SENTIMENT



Conversation Analysis

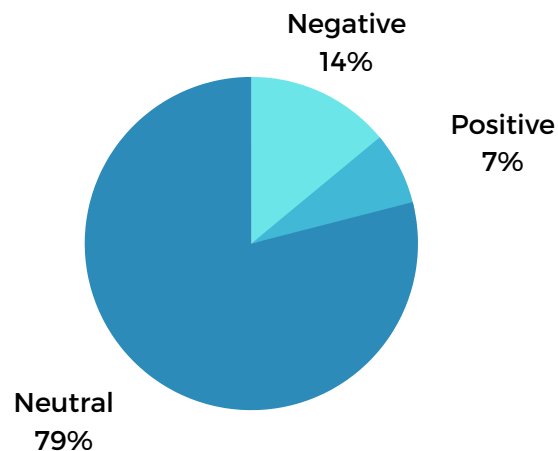
The National Parks Conservation Association (NPCA) has been a topic of discussion on Twitter lately, particularly during National Park Week. NPCA shared a tweet featuring seven members of their Veterans Council discussing how they connect with national parks as places to reflect, learn, share their own stories and find community. This tweet highlights the importance of national parks as a space for community and reflection. In addition, 3BLNews shared a tweet recognizing Yellowstone Bourbon for being awarded the National Park Defender Award by NPCA. This tweet demonstrates the ways in which companies can support conservation efforts and collaborate with organizations like NPCA to protect and preserve national parks.

Peer Organizations



334701 TOTAL MENTIONS

CONVERSATION SENTIMENT



Conversation Analysis

Recently, Twitter has been sparking with conversation about the National Park Service. The New York Times tweeted about the Natchez Trace Parkway, which is overseen by the National Park Service, describing it as a beautiful and relaxing drive that is free of commercial vehicles and other distractions. Meanwhile, Fox News reported on the National Park Service's plan to clear out homeless encampments in Washington D.C. by late 2023. These tweets highlight the diversity of topics that people are discussing when it comes to the National Park Service, from the beauty of the parks to the social issues that they face.

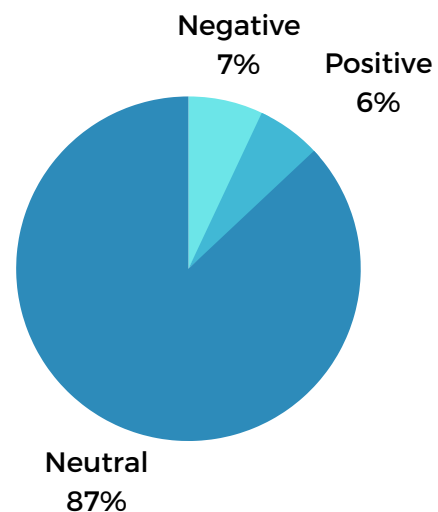
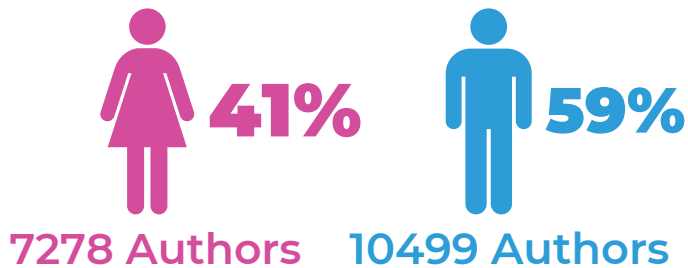
Peer Organizations



992.9k followers

62493 TOTAL MENTIONS

CONVERSATION SENTIMENT



Conversation Analysis

The online conversation surrounding the Nature Conservancy is focused on its mission to fight for a healthier planet. Actor Rainn Wilson (@rainnwilson) recently tweeted about joining the organization's effort and encouraged others to take action as well, using the hashtags #EarthDay and #PlanetTogether. Wilson's tweet also included a link to the organization's website, where people can learn more and get involved. This tweet highlights the growing awareness and concern for the environment and the need for collective action to protect it.

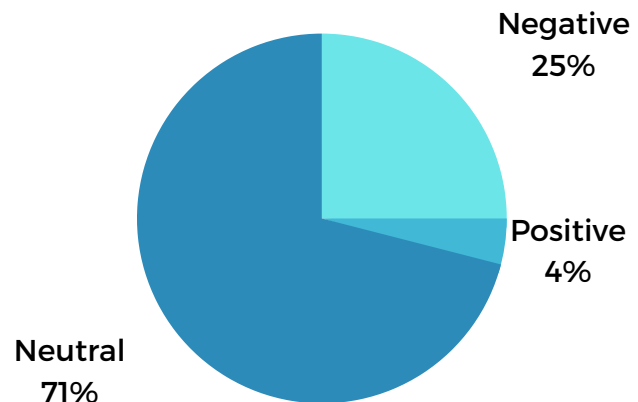
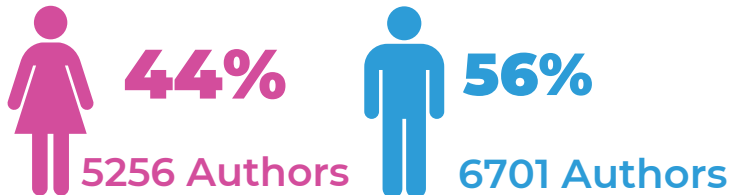
Peer Organizations



9432 followers

34442 TOTAL MENTIONS

CONVERSATION SENTIMENT



Conversation Analysis

According to an article on finance.yahoo.com, there is currently online conversation surrounding the National Park Trust and the launch of a new initiative called "Parks For Less." This initiative is being supported by Pacifico Beer, and aims to increase access to national parks by providing discounted admission fees to park visitors. The online conversation seems to be focused on the positive impact that this initiative could have on both park attendance and conservation efforts, as well as the potential for other companies to follow Pacifico Beer's lead in supporting the National Park Trust.

3 Comparisons

1

As seen in the national park foundation organization data, there is a majority male author base online surrounding the NPF. This trend also appears to be reflected in the online presence of various national park-related organizations, such as the National Park Foundation, National Park Service, National Park Conservation Association, The Nature Conservancy, and National Park Trust. Despite efforts by these organizations to promote diversity and inclusion in their messaging and outreach, the gender gap in online engagement persists. This highlights the need for continued efforts to engage with diverse audiences and ensure that all voices are heard in conversations about the preservation and enjoyment of our national parks.

2

For the National Park Service, National Park Foundation, and National Park Trust the conversation sentiment is largely negative, this may be due to the fact that most talk about global warming, or negative environmental factors are considered negative in sentiment. Despite this the NPF and NPS may want to try and make a greater effort to create more positive conversation online.

3

All organizations have a high number of mentions, however the National Park Service tops the chart with 334,701 mentions across all platforms. This could be due to its affiliation with NPF as the official charitable partner.



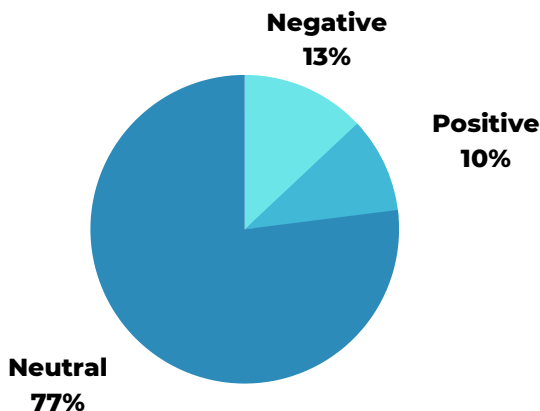
Topical Conversation Analysis

Dataset Description

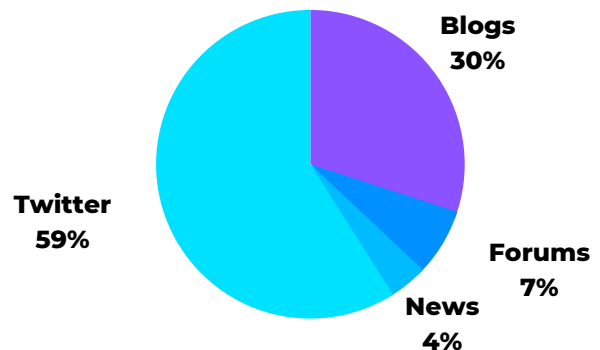
Using Brandwatch, our team filtered our data using a topic that best relates to the National Park Foundation: Youth Education and Outdoor Education. We then narrowed it down to three subcategories relating to the topic. We found that ecological preservation, sustainability, and outdoor education were themes that best support the topic of youth and outdoor education. After extensive data analysis, we have concluded that the theme "outdoor education" preforms the best in terms of engagement, conversation, and sentiment. Our goal with this analysis is to assess common themes around NPF to determine the best content the organization should post in order to increase engagement.

CROSS PLATFORM CONVERSATION DEMOGRAPHICS

287660 Total Mentions
CONVERSATION SENTIMENT



49001 Unique Authors
PLATFORM BREAKDOWN



Timeline

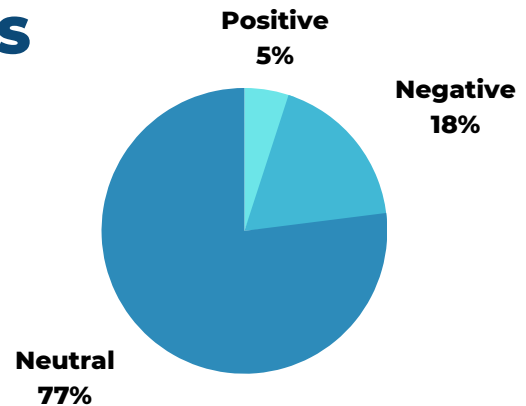
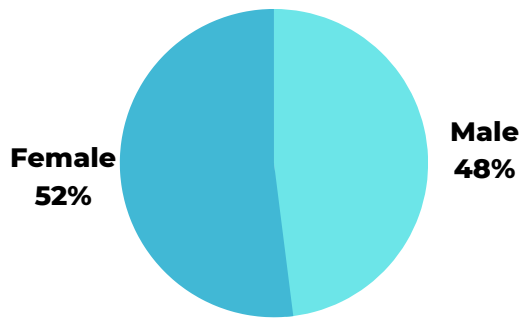
January 2021



January 2022

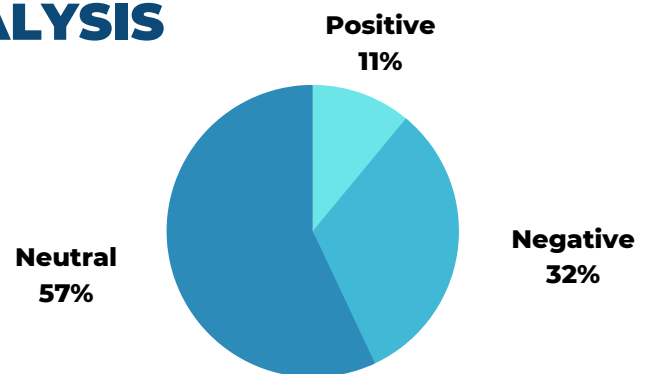
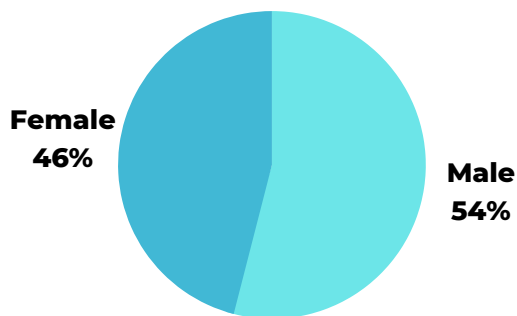
Key Platform Analysis

NEWS PLATFORM ANALYSIS



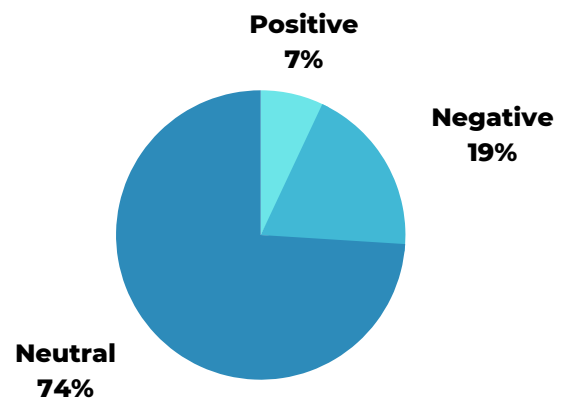
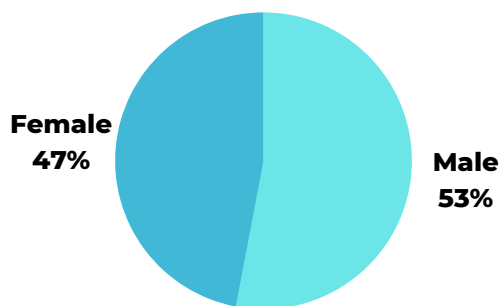
Male: 170 Authors
Female: 185 Authors

TWITTER PLATFORM ANALYSIS



Male: 13,167 Authors
Female: 11,120 Authors

BLOG PLATFORM ANALYSIS



Male: 12,897 Authors
Female: 11,462 Authors

Theme Analysis

Based off Twitter Data

1

ECOLOGICAL PRESERVATION

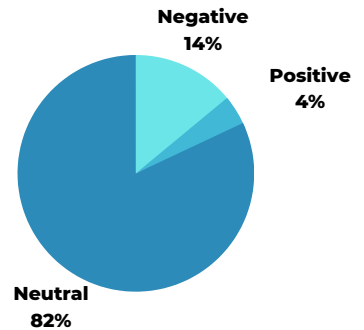
Number of Posts: 66.4k
(23.1% of total dataset)



30%



70%



Online conversations about ecological preservation are important for the National Park Foundation as they help raise awareness and mobilize public support for preserving America's national parks and their natural resources. Social media also provides a platform for sharing success stories and engaging younger generations in environmental conservation efforts.

2

SUSTAINABILITY

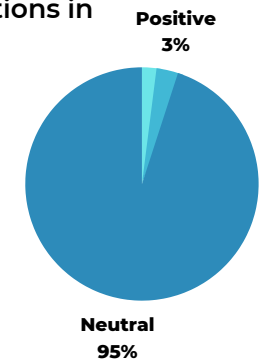
Number of Posts: 37.58k
(13.1% of total dataset)



17%



83%



The online conversation regarding sustainability is highly relevant to the National Park Foundation, as it plays a critical role in promoting and preserving the natural resources of the National Parks. Online discussions on sustainability often focus on ways to reduce waste, conserve energy, and protect the environment, all of which are essential components of ensuring the long-term sustainability of the National Parks. The National Park Foundation works to promote sustainable practices and policies within the parks, such as reducing carbon emissions and promoting eco-friendly tourism. The Foundation also engages with the online community, sharing information and resources to encourage greater awareness and support for sustainability efforts within the National Parks.

3

OUTDOOR EDUCATION

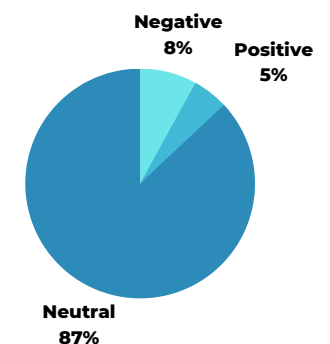
Number of Posts: 183.68k
(63.9% of total dataset)



32%



68%



The online conversation regarding how outdoor education is relevant to the National Park Foundation focuses on the role of the Foundation in promoting outdoor education and environmental stewardship among young people. Many Twitter users highlight the importance of the National Park Foundation's educational programs, such as the Junior Ranger Program, which encourages children to explore and learn about national parks. Some users also point out that outdoor education and conservation efforts are closely intertwined, and that the National Park Foundation plays a key role in preserving the natural and cultural resources of the parks for future generations. Overall, the online conversation emphasizes the crucial role of outdoor education in fostering a love of nature and inspiring young people to become responsible environmental stewards, and recognizes the National Park Foundation as a vital partner in achieving this goal.



Appendix

Organization Data

"National Park Foundation" OR NPF OR ("National Park" AND Charity AND Donate AND Give AND Protect) OR @NationalParkFoundation

"National Park Foundation" OR NPF OR ("National Park" AND Charity AND Donate AND Give AND Protect) OR @NationalParkFoundation NOT Police NOT Nigeria NOT Naga NOT psoriasis NOT Press NOT Phylogenetic NOT Financial NOT Festival NOT Football NOT Nagaland NOT Natpress NOT labour NOT playoff NOT team NOT starter NOT nigerians NOT innocent NOT killing NOT #Titans

Topic Data

(" Youth Education" OR #youtheducation OR "education program" OR #educationprogram OR School)

AND

(Environment OR Conservation OR Sustainability OR Nature OR Forest OR Parks OR Protection OR "Clean Energy" OR Recycling OR "Park Conservation" OR Parks) NOT Tax

Themes

Theme: Donating, Boolean: Give OR Donate

Theme: Conservation, Boolean: Protect OR Enhance

Theme: Forest, Boolean: Forest or Parks

Theme: Energy, Boolean: Energy OR Waste

Theme: Environment, Boolean: Environment or Money

Appendix

Competition Data

OR "National Park Service" OR "NPS" OR "National Parks Conservation Association" OR "NPCA" OR "National Park Trust" OR "NPT" OR "The Nature Conservancy" OR "TNC"

New Tool Search Queries

The screenshot shows the 'Create a New Topic' interface. On the left is the 'Query Builder' with a list of keywords: National Park Foundation, NPF, National Park, Give, Protect, Donate, and Charity. On the right is the 'Topic Preview' for 'National Park Foundation' showing a 'Volume Snapshot' graph and a tweet example.

Day	Total Twitter Volume	Avg. Messages Per Day
31 MAR	1	0
1 APR	1	0
2 APR	1	0
3 APR	1	0
4 APR	1	0
5 APR	1	0
6 APR	1	0
7 APR	1	0
8 APR	1	0
9 APR	1	0
10 APR	1	0
11 APR	1	0
12 APR	1	0
13 APR	1	0
14 APR	1	0
15 APR	1	0
16 APR	1	0
17 APR	1	0
18 APR	1	0
19 APR	1	0
20 APR	1	0
21 APR	1	0
22 APR	1	0
23 APR	1	0
24 APR	1	0
25 APR	1	0
26 APR	1	0
27 APR	1	0
28 APR	1	0
29 APR	1	0
30 APR	1	0

The screenshot shows the 'Keywords' configuration page. The project name is 'National Park Foundation'. The main keyword is 'National Park Foundation'. Required keywords are 'National Park Foundation' and 'NPF'. Excluded keywords are 'Nigeria, Police, Brutality, Taxes'. The language is set to 'English'.

Keyword	Required keywords	Excluded keywords
National Park Foundation	National Park Foundation	Nigeria, Police, Brutality, Taxes
NPF	NPF	Nigeria, Police, Brutality, Taxes

New Tool Analysis



In addition to brandwatch our team also analyzed analytics from Sprout Social. Sprout offers similar features to brandwatch but is more suited for agencies. Sprout also offers services like a social media calendar and more analytics for owned data on company accounts. Sprout was more user friendly in its interface and boolean processor, however lacked much of the filtering ability, as well as the directed search ability featured on brandwatch it was far easier to analyze twitter data on sprout as the ui makes viewing the content of tweets much easier, however Sprout lacked the ability to look at metrics beyond one month.

A screenshot of the Sprout Social web application interface. The main heading is "Create a New Topic" with a "Preview" link. Below this is a "Query Builder" section with several input fields for keywords: "National Park Foundation", "NPF", "National Park", "Give", "Protect", "Donate", and "Charity". Each field has a dropdown menu labeled "Word or Phrase" and a trash icon. There are "Add Keyword" buttons and "Or" and "And" operators between the fields. To the right is a "Topic Preview" section showing "Past 30 Days of Twitter Volume" with a count of 11. Below this is a "Volume Snapshot" chart showing a line graph of volume over time from March 31 to April 30. The chart shows several peaks, with the highest peak around April 20. Below the chart is a tweet from "x - THE VGK ..." dated April 30, 2023, at 9:44 pm. The tweet text reads: "That's a Huge Deal For My Family My Late Aunt Had MS and it affected our Family so significantly that my Dad Started a Charity Snowmobile Event called Trans Montana a Ride From Yellowstone National Park to the Canadian Line." It shows 2 engagements. The interface includes a sidebar on the left with various icons and a top navigation bar with "esc" and "to go back" buttons.

New Tool Analysis

BRAND24

Our team also utilized the platform Brand 24. Brand 24 offers many features similar to brandwatch with a slightly different UI and Boolean search system. The dashboard works well and is very user friendly however lacks a lot of the customization ability that brandwatch provides. The free trial of Brand 24 was also very limiting as you can only analyze data from the past 30 days. The dashboard makes analyzing popular content much easier than brandwatch and also provides a graph of the correlation between mentions and sentiment.

The screenshot shows the Brand 24 dashboard interface. At the top, there are navigation tabs: Keywords, Sources, Notifications, Reports, Additional sources, and Facebook & Instagram sources. The 'Project name' is set to 'National Park Foundation'. Below this, there are three columns for keyword configuration: 'Keyword' (with a 'REQUIRED' label), 'Required keywords' (with a 'OPTIONAL' label), and 'Excluded keywords' (with a 'OPTIONAL' label). The 'Keyword' column contains 'National Park Foundation', 'NPF', and 'National Park'. The 'Required keywords' column contains 'Donate'. The 'Excluded keywords' column contains 'Nigeria,Police,Brutality,Taxes'. There is a '+ add next keyword' button and a 'Language' dropdown set to 'English'. At the bottom right, there are 'Remove project' and 'Save' buttons.

