SALVATION ARMY U.S. REPORT

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ADPR 5750/7750: SOCIAL MEDIA ANALYTICS

02

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03   EXECUTIVE SUMMARY

BUSINESS PROBELM

The Salvation Army faces business problems including perceived mixed support for minority community, concerns that their religious ties affect who they care for, and the perception that certain groups are neglected based on their location or beliefs. To address these issues, the organization should communicate their stance on minority issues and highlight efforts to support the community. They should clarify that their mission is to serve all in need, regardless of religious affiliation, sexual orientation, or gender identity. Additionally, they should demonstrate a commitment to serving all individuals, regardless of location or beliefs, by communicating more effectively about their efforts to reach underserved communities. Addressing these business problems will help the Salvation Army US maintain its reputation and continue serving the community effectively.

DATA SUMMARY

ORGANIZATIONAL DATA

Total Mentions: 235k

Most Popular Platform: Twitter

Sentiment: Negative 21% Positive 8%

PEER ORGANIZATIONS' DATA

- *United Way SOV: 3.7%*
- *American Red Cross SOV: 5.9%*
- *Goodwill SOV: 68%*
  - *66.3% of total twitter mentions*
  - *73.1% of total twitter likes*

TOPICAL CONVERSATION DATA

- *Total mentions: 1.31 Million*
- *Unique authors: 253.7K*
- Highest platform: Twitter (81%)

04   ORGANIZATIONAL DATA RECCOMENDATIONS

1

WHAT: At a Philadelphia Eagles vs Dallas Cowboys game, three Dalla Cowboys jumped into the massive prop Salvation Army Bucket and played a game of "Whac-a-Mole" to which they were later fined for. Use the actions the actions of the Dallas Cowboys football team touchdown celebration to raise awareness for Salvation Army.

HOW: Create a Tumblr post with the Dallas Cowboys football team and discuss the benefits related to donating to Salvation Army US and giving back to their local communities. Use the hashtags #dallascowboyssalvation army and #salvationarmy

WHY: The Dallas Cowboys are on of the top mentions associated with Salvation Army US and consistently have conversations in regards to the players using the bucket as a celebration tool. The highest neutral sentiment for Salvation Army US was within the US with 12,128 neutral mentions.

TheSalvationArmyUS

Saddle Up With the Salvation Army US

The Dallas Cowboys is proud to support the Salvation Army US. DC and their fans know how important it is to give back to their community. To learn the benefits of donating, visit this link. #dallascowboyssalvationarmy#salvationarmy

Salvation Army US @TheSalvationArmyUS

Players from the Philadelphia Eagles, including Devonta Smith, joined forces with The Salvation Army US this morning. The only thing they are stealing are footballs! #EaglesSalArmy

🌐 Everyone can reply

2

WHAT: Following a touchdown at a Philadelphia Eagles vs the Dallas Cowboys games, Eagles' player, Devonta Smith, mocks the Cowboy's earlier celebration and pretended to steal money from a prop Salvation Army bucket on the field. The conversations around this event are negative. Salvation Army US should take a seemingly negative event, and utilize it in a humorous way, creating solidarity.

HOW: Create a sponsorship with Devonta Smith and the Philadelphia Eagles. Create twitter posts showing the players in solidarity with the Salvation Army US, using humor and the hashtag: #EaglesSalArmy

WHY: The Devonta Smith situation is a top mention on twitter, creating some discourse on whether it was positive or negative. Salvation Army US should collaborate with the Philadelphia to target Twitter audiences. Twitter is Salvation Army's top platform, and the gender breakup for Salvation Army is 67% Males.(Page 14 & 15). it is important to ensure conversations on their top platform have a positive impact on the organization.

3

WHAT: Provide transparency on the relationship between the Salvation Army US and the LGBTQ+ community.

HOW: The Salvation Army should send out a tweet stating "Salvation Army US does not tolerate discrimination. Visit this link to view our resources for the LGBTQ+ community" with the hashtag #SalArmyLGBTQ. While this will cause some negative sentiment conversations, it will reduce negative conversations from those who think they do not do enough to support the LGBTQ+.

WHY: LGBTQ+ is a top Twitter trend with negative sentiment toward Salvation Army US. Christians oppose donating due to LGBTQ+ housing, while others criticize the organization's lack of support. Salvation Army US values inclusivity and non-discrimination on the basis of race, sex, or sexual orientation. We aim to communicate these values to our diverse audience.

Salvation Army US @TheSalvationArmyUS

Salvation Army US does not tolerate discrimination. Visit this link to view our resources for the LGBTQ+ community. #SalarmyLGBTQ
https://www.salvationarmyusa.org/usn/the-lgbtq-community-and-the-salvation-army/

salvationarmyusa.org
LGBTQ Support | The Salvation Army USA
The LGTBQ+ Community and The Salvation Army

DOING THE M GOOD

Salvation Army US @TheSalvationArmyUS

'Tis the season for our Bell Ringers! Keep an eye out for them outside your local stores greeting you with a warm "Happy Holidays!" Share your support with a donation whether small or large! #backtoourroots #holidayseason

🌐 Everyone can reply

4

WHAT: Ask Salvation Army bell ringers to greet people with "Happy Holidays" instead of "good afternoon" during the holiday season.

HOW: During the holiday season (November- December) create a tweet showing the Salvation Army US's support for the holidays by informing the public they Bell Ringers will now be saying "Happy Holidays" instead of "Good Afternoon" or other statements. #BacktoOurRoots

WHY: The Salvation Army US has received negative feedback on Twitter in recent years during the holiday season for greeting customers by saying "good afternoon" rather than "Merry Christmas" or "Happy Holidays" Christian and other religious groups feel as if this greeting does not connect well to the organizations original Christian roots, especially when they are collecting money during the holidays.

5

WHAT: Increase awareness that the Salvation Army US sells items for any special occasion, from garments to decor, all at an affordable price.

HOW: Create a Twitter post that states "It's the moment, not the money spent. The Salvation Army US has all the supplies you need for any event. From a wedding dress to seating! #sayyestoSAUS

WHY: One of the main positive conversation regarding The Salvation Army US was consumers finding affordable, specialty goods. Consumer's shared their experiences finding items wedding dresses and the excitement associated with it. The Salvation Army should promote these goods and increase awareness.

Salvation Army US @TheSalvationArmyUS
It's the moment, not the moey spent. The Salvation Amry US has all the supplies you need for any event. From a wedding dress to seating! #SayyestoSAUS
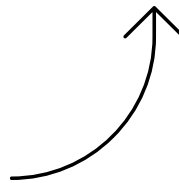
Salvation Army US @TheSalvationArmyUS

Holiday Giving | The Salvation Army USA   39/300

B *i* ∂ S̶ <> A˚ ⓘ ᴛ ☰ ☰ 99 ⬚ ⊞ ⊠ ▷   Markdown Mode

The holidays are the season for giving. This holiday, make a donation to the Salvation Army. It will be used to provide food and shelter to individuals and families. Give the gift of love this season and donate today!

6

WHAT: To encourage positive discussions of the Salvation Army US, more conversations need to be started about how they help individuals and families during the holidays with the donations they receive.

HOW: Create a Reddit post informing people of the food and shelter support services the Salvation Army has during the holiday season. Add the tag Salvation Army US

WHY: Currently, only 2% of discussions for the Salvation Army US are positive. They receive a lot of positive sentiment on Reddit for their holiday season support services, primarily for their food and shelter assistance. This should be emphasized to increase their positive sentiment percentage.

7

WHAT: Salvation Army should create more posts about helping in Turkey and Syria from the on going affects of its earthquakes in late 2022.

HOW: Salvation Army should create twitter posts that allow users to connect and interact with the humanitarian aid efforts within Turkey and Syria

WHY: The absence of other large nonprofit organizations in the aid relief of Turkey and Syria can be a great opportunity for Salvation Army to step in.

Salvation Army US @TheSalvationArmyUS

Come out and help with the humanitarian aid relief for the Earthquakes that happened in Turkey and Syria!
#SAUSTurkeyandSyria

TOPIC DATA RECCOMENDATIONS

Salvation Army US @TheSalvationArmyUS

As the war in Ukraine continues, it is nice to see countries uniting together to support Ukraine. The Netherlands and the United States have been providing defense assistance and humanitarian aid for Ukraine and a 1/7 trillion dollar bill was passed to help.
#TSAStandsWUkraine

⊕ Everyone can reply
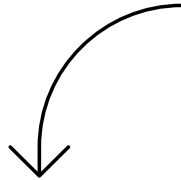
8

WHAT: Shift the narrative sentiment on the war in Ukraine by discussing the positive support they are receiving from the Netherlands and United States

HOW: Create a twitter post discussing the war in Ukraine. Talk about how while the war brings a lot of sadness and difficulties, it is times like this that unify different countries together. Go into detail about how the Netherlands and the United States are supporting Ukraine.

WHY: The war in Ukraine is a top mention in our dataset, with a high negative sentiment of 58%. To make the conversation more positive, the Salvation Army US should make a twitter post discussing the positive support Ukraine is receiving from other countries. Twitter is Salvation Army's top platform so the tweet should do fairly well.

9

WHAT: Reduce the negative sentiment on the war in Tigray by informing the public about the uprise in humanitarian support.

HOW: Create a Twitter post that discuss how the Eritrea withdrawal is allowing humanitarian aid to move in. This is bringing hope to Tigray's people. Use the hashtag #TSAstandswTigray

WHY: The war in Tigray is a top mention in our dataset, with a negative sentiment of 32%. To make the conversation more positive, The Salvation Army wants to inform people through Twitter that there is still hope and optimism now that Eritrea is withdrawing.

Salvation Army US @TheSalvationArmyUS

Eritrea's withdrawal from Tigray brings peace to its citizens and hope for the future as humanitarian aid is now able to move in. #TSAstandswTigray

🌐 Everyone can reply

Salvation Army US @TheSalvationArmyUS

Its not too late to show your support and help the flood clean up effort in Kelantan, Malaysia. Visit this link to donate today.
https://www.launchgood.com/campaign/monsoon_flood_relief_appeal#!/

1 0

WHAT: Following weeks of flooding, thousands of Malaysian citizens are displaced from their home and struggling with access to food, clothing, and other necessities. Show support for flood victims in Kelantan, Malaysia by donating supplies and money to ongoing aid efforts.

HOW: Salvation Army US should make a Twitter post stating that it is not too late to show support and help the effort in Kelantan, Malaysia. Salvation Army should provide a direct link that takes consumers to a secure website where they can donate money and supplies to the flood victims.

WHY: Using our custom classifiers, we noticed that there are many conversations discussing how Kelantan flood victims are continuing to ask for support. By creating a tweet for consumers to donate shows that Salvation Army thinks it is not only important, but not too late to support international disasters.

TOPIC DATA RECCOMENDATIONS

11

WHAT: Alter the negative sentiment about visiting a food pantry by informing people about their benefits.

HOW: Create a Reddit post discussing how food pantries can help people save money for their rent. Include in the post a link to the Salvation Army US food pantry resources. Add tag SalvationArmyUS.

WHY: Using our custom classifiers, we noticed that there are a lot of conversations about people needing to choose to pay their rent over purchasing their own food. The conversations further explain that even though people have bad perceptions about going to food pantries, they can help keep people out of homelessness. The Salvation Army US wants to inform people about how food pantries can be a valuable tool.

Salvation Army US @TheSalvationArmyUS

Visiting a food pantry should not be a kick to your ego. Food pantries can be a great resource to utilize during hard times and will help you save your money for important expenses like your rent. Visit the attached link to view the Salvation Army US food pantry resources.
https://www.salvationarmyusa.org/usn/cure-hunger/
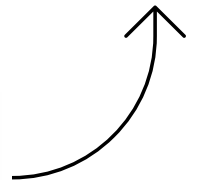
Salvation Army US @TheSalvationArmyUS

If you are looking for ways to support Tigray, they are in need of food assistance. To help, you can donate to the Ethiopia Children's Relief Fund. #SupportTigray

🌐 Everyone can reply

12

WHAT: There is a lot of negative sentiment on topics relating to Tigray within our data. To help change this, discuss how people can support Tigray's need for food aid and assistance. Also Provide ways that the public can support Tigray.

HOW: Create a Twitter post discussing Tigray's needs and the support options the public has to help. At the end of the post add the hashtag #SupportTigray

WHY: Tigray s a top mention in our data and a top negative sentiment at 32%. The Salvation Army US needs to increase the knowledge of the public on this topic to help increase positive sentiment.
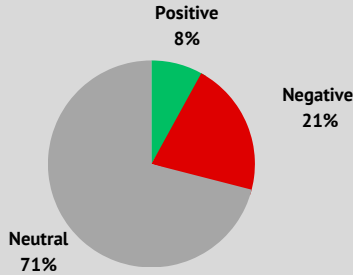
ORGANIZATIONAL DATA

11 ORGANIZATION DATA ANALYSIS

VOLUME

- Total mentions: **235.44K**
- Unique authors: **178.51K**
- December 24th, 2022 has the highest mention volume at **14,460**

OVERALL SENTIMENT

Positive 8%

Negative 21%

Neutral 71%

- Peak **Neutral:** Dec. 24
  - 12,128 mentions
- Peak **Negative:** Dec. 3
  - 2,079 mentions
- Peak **Positive: D**ec. 5
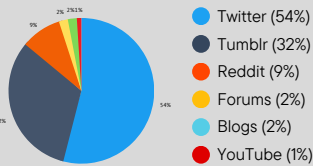 - 1,643 mentions

SENTIMENT BREAKDOWN: NARRATIVE

- Cowboys
- Dak and Zeke
- Hope
- Celebrations

- LGBTQ
- Ukraine
- Devonta Smith
- Holiday Season

BREAKDOWN BY PLATFORM

- Twitter (54%)
- Tumblr (32%)
- Reddit (9%)
- Forums (2%)
- Blogs (2%)
- YouTube (1%)

GEOGRAPHY - TOP COUNTRIES:

- **United States**: 114,570 mentions **(75%)**
- **Canada**: 10,650 mentions **(7%)**
- **UK**: 11,327 mentions **(8%)**

TWITTER GENDER SPLIT

33% Female (15,514)   **67% Male** (31,987)

SPIKE ANALYSIS

NOV 9
Brett Favre, an American football star stole welfare money intended for needy people. He was the punchline to a joke insinuating that he would steal from the Salvation Army US.

DEC 1
Bell ringers are out asking for donations. People are going to Twitter informing people of why you should not donate to them.

DEC. 24
Devonta Smith's celebration at Eagles vs Cowboys games. (More info. on Page 12).

JAN 9
Biden caught on camera apparently mistaking Salvation Army for Secret Service during El Paso trip.

TOP MENTIONS BY PLATFORM:

Twitter:
Devonta Smith, a Philadelphia Eagles player, pretended to put on a ski mask, kick open the door, and pretended to steal out of the Salvation Army bucket after scoring his second TD of the game. This was following a similar touchdown celebration from opposing team members, the Dallas Cowboys.

Tumblr:
Users on tumblr are urging people not to donate to Salvation Army US. They suggest getting rid of the middle man, Salvation Army, and instead donate to local shelters. "Annual Reminder to not donate to Salvation Army"

Reddit:
There is a divide between people on Reddit discussing if it is good to support second hand stores like the Salvation Army US or Goodwill and if the money those stores collect go towards helping people or not.

INFLUENTAL USERS ON TWITTER:

The top users for twitter are actively tweeting about both The Salvation Army US and Evangelical Christianity. Oher top accounts are promoters for The Salvation Army or employed by them to write songs, however some of the accounts are inactive or irrelevant based on their most recent tweets

Marsha Hollingsworth - @marshalh2004
388 Followers
Marsha is an influential user on twitter and often discusses topics regarding her previous positive experiences with The Salvation Army.

Frederick Hagglund - **@CDNFred**
674 followers
Frederick is a key influncial user on Twitter and often discusses topics relating to Christianity and its connection to the Salvation Army.

ADDITIONAL PLATFORMS: TIKTOK

BRAND24 - TOTAL MENTIONS: 302
DATES W HIGHEST MENTION VOLUME:
- **April 13, 2023**: "Thrifted finds vs how I styled them" weird things you can find at the salvation army, humanitarian aid for those in syria.
- **April 10th, 2023**: Humanitarian aid to Ukraine, user found a Zelda CD at a Salvation Army donation center

SENTIMENT:
- Highest **Negative** sentiment on April 10th: humanitarian crisis in Yemen
- Highest **Positive** sentiment: April 12: Donate blood Save life. Someone bought boots and expressed their excitement for how inexpensive they were

Days
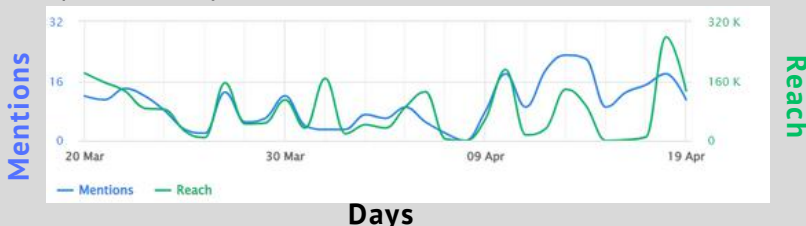
ANSWER THE PUBLIC
SEARCH VOLUME: 3,350,000
Cost Per Click: $3.97
HIGHLY SEARCHED QUESTIONS:
- Where Salvation Army donations go?
- When Salvation Army open?
- Are Salvation Army donations tax deductible?
- Can Salvation Army help with rent?
- How Salvation Army works?

HIGHLY SEARCHED COMPARISON QUESTIONS
SEARCHED ABOUT THE SALVATION ARMY
- Goodwill vs Salvation Army (720 searches)
- Salvation army versus goodwill (480 searches)
- Salvation Army vs United Way (10 searches)
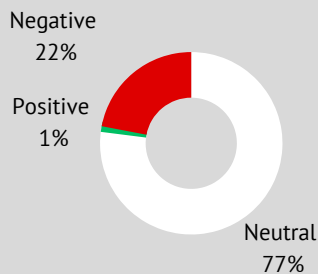- Salvation Army or Goodwill (480 searches)

THEME ANALYSIS

THEME: HOMELESS
Number Posts: 40,259

THEME SENTIMENT:

Negative
22%

Positive
1%

Neutral
77%

DEMOGRAPHIC:

58% Male, 42% Female

CONVERSATION OVERVIEW:
Homeless people, Salvation Army US homeless shelter, Homeless Mission #Temple #TX Army vet.

Negative Conversations:
Prioritizing giving aid and help to illegal immigrants rather than the homeless, the US Government is cutting mental health services which leads to more homelessness, and the pandemics effect on homelessness.

Positive Conversations:
The Salvation Army US helps the hungry and homeless, salvation army shows love to the homeless, and salvation army shelters .

TOP UNIQUE ITEMS:
Homeless people
Salvation Army US homeless shelter Homeless Mission #Temple #TX Army vet.

KEY INFLUENTIAL USERS:

@Codeofvets - Code of Vets
405.2KFollowers

Nonprofit organization that uses their twitter platform to help vets in crisis/ need in real time

OKC-SPAN - @OKC_SPAN
145 Followers

Live-tweets public meetings in Oklahoma City and Oklahoma County.
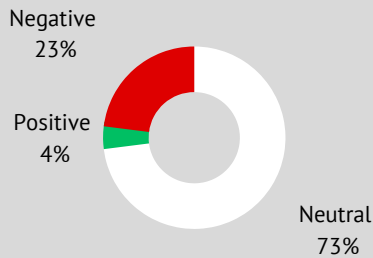Discusses aid and helping local homeless people.

THEME ANALYSIS

THEME: HELP/HELPS
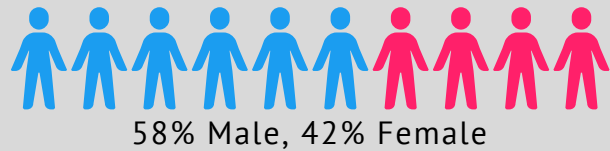Number Posts: 39,940
THEME SENTIMENT:

Negative
23%

Positive
4%

Neutral
73%

Demographic:

58% Male, 42% Female

CONVERSATION OVERVIEW:
How to become involved in salvation army & being referred to their local salvation army buildings.

Negative Conversations:
People dealing with problems in their specific, local salvation armies. One conversation included someone speaking about covid relief and how they were helping homeless people get clothes and donations.
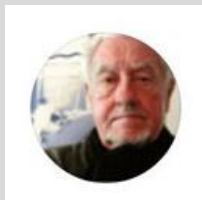
Positive Conversations:
Someone finding wedding supplies and a wedding dress at their local Salvation Army.

Top Unique Items:
hinterlandgazette, #lovehoteEliapple
Key Influential Users:

Stan Lessmann - @Lessmannstan
147 Followers

This influential user resides Omaha, Nebraska and advocates for both local and international affairs such as the War in Ukraine.

KOMO News -@Komonews
474.9K Followers

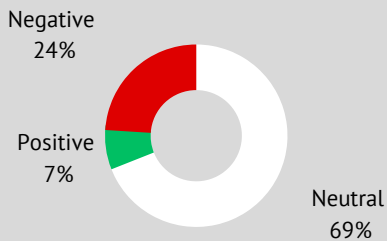Uses their twitter platfrom to provide the latest breaking news, traffic, and weather from Seattle and Western Washington

THEME ANALYSIS

THEME: SALVATION AMRY BUCKET

Number Posts: 34,797

THEME SENTIMENT:

Negative 24%

Positive 7%

Neutral 69%

Demographic:

85% Male, 15% Female

CONVERSATION OVERVIEW:

Devonta Smith the Philadelphia Eagles player, "kicked open the door", and the holiday season.

Negative Conversations:

Philadelphia Eagles player, Devonta Smith, pretended to put on a ski mask and rob the Salvation Army bucket that was on the pitch. Another user is upset that people aren't donating more to US veterans and that our country is doing more for illegal migrants that are "invading our shores"

Positive Conversations:

Encouraging christmas donations to give local kids hope in Western Washington, Dak and Zeke paid the fines of multiple cowboy playser after they were fined for using salvation army bucket to celebrate

TOP UNIQUE ITEMS:

@WXYZdetroit, #denverbroncos, @shooterMcGavin_

KEY INFLUENTIAL USERS:

RunItBackGaming -
@RunItBackGaming
473 Followers

Run it back gaming is a key influential because of their mass amounts of following and they mostly talk about gaming in their socials

The Salvation Army of Massachusetts
@SalvationArmyMA
1,764 Followers

Salvation army MA is the account of sal army in Massachusetts which is always in conversations about helping in local communities.

Hyundai Of Kirkland
@HyundaiOfKirkl1
10 Followers

This account of Hyundai of Kirkland is a Hyundai store in Kirkland, Washington and is synonymous with salvation army for charitable contributions

PEER ORGANIZATIONS ANALYSIS

PEER ORGANIZATION DATA ANALYSIS

BRIEF DESCRIPTION OF DATASET

The Salvation Army US' peer dataset is very insightful for informing decisions and identifying industry patterns and overall sentiment. Individually, Goodwill has more social media traffic and attention than The Salvation Army, however, the other oragnizations fall shortly behind.

SPIKE ANALYSIS:

NOV 9
Brett Favre, an American football star stole welfare money intended for needy people. He was the punchline to a joke insinuating that he would steal from the Salvation Army US.

DEC 1
Bell ringers are out asking for donations. People are going to Twitter informing people of why you should not donate to them.

DEC 24
Devonta Smith's celebration at Eagles vs Cowboys games. (More info. on Page 12).

JAN 9
Biden caught on camera apparently mistaking Salvation Army for Secret Service during El Paso trip.


PEER TOP HASHTAGS

Goodwill's top hashtag has the most retweets at 21,816, in comparison to the other organizations' top hashtag. Salvation Army US's top hashtag has the lowest amount of retweets, in comparison to the other organizations' top hashtag.
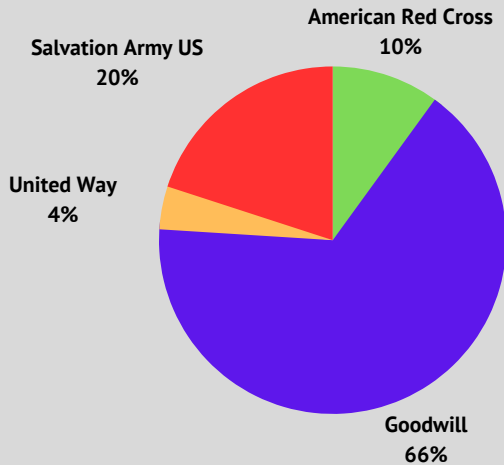
SALVATION ARMY US:
#lovtohateeliapple 625 retweets
#cowboys, 581 retweets
#redkettlekickoff, 528 retweets

UNITED WAY
#mufc, 3,108 retweets
#fulmun, 2,426 retweets
#muacademy, 2,426 retweets

AMERICAN RED CROSS:
#allowaccesstotigray, 10,956 retweets
#tigray, 6,079 retweets
#tigraygenocide, 4,401 retweets

GOODWILL:
#abiy, 21,816 retweets
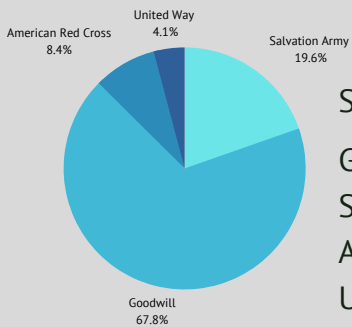*#isaias*, 21,637 retweets
#ethiopia, 20,868 retweets

SHARE OF VOICE
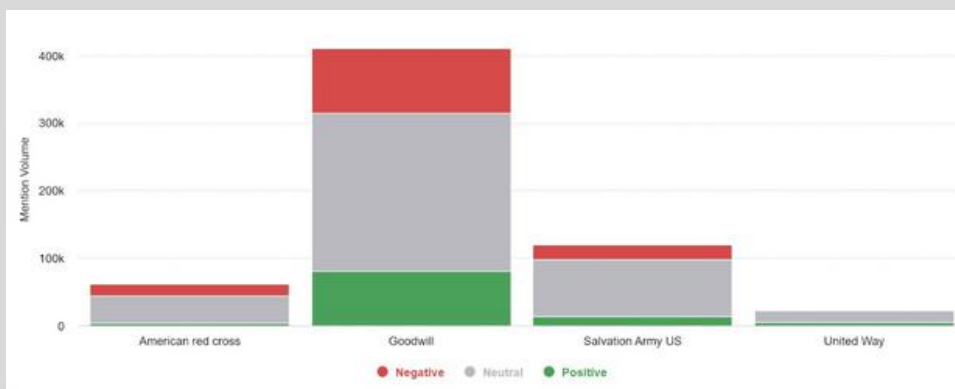
Salvation Army US
20%

American Red Cross
10%

United Way
4%

Goodwill
66%

Competition Conversation On Twitter

United Way
4.1%

American Red Cross
8.4%

Salvation Army
19.6%

Goodwill
67.8%

SHARE OF VOICE

Goodwill: 67.8%
Salvation Army: 19.6%
American Red Cross: 8.4%
United Way: 4.1%

United Way
6.1%

American Red Cross
8.1%

Salvation Army
19.5%
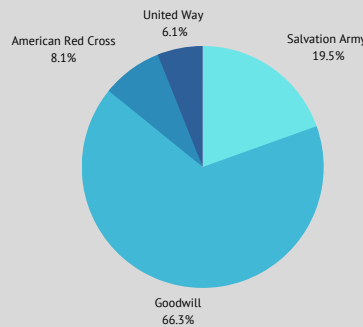
Goodwill
66.3%

TOTAL TWITTER LIKES

Goodwill: 73.1%
Salvation Army: 22.8%
American Red Cross: 2.5%
United Way: 1.6%

United Way
3.7%

American Red Cross
5.9%

Salvation Army
22.4%
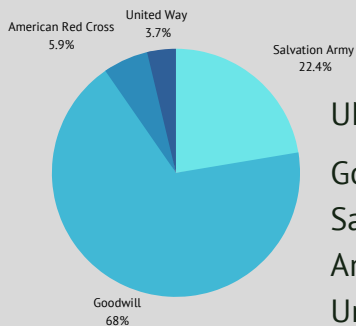
Goodwill
68%

UNIQUE AUTHORS

Goodwill: 68%
Salvation Army: 22.4%
American Red Cross: 5.9%
United Way: 3.7%

American Red Cross
2.5%

Salvation Army
22.8%
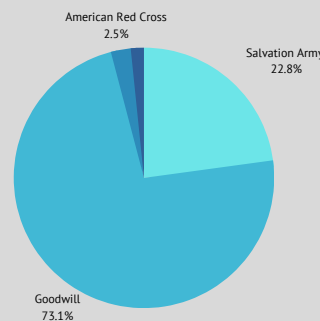
Goodwill
73.1%

TOTAL IMPRESSIONS

Goodwill: 66.3%
Salvation Army: 19.5%
American Red Cross: 8.1%
United Way: 6.1%

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TOPICAL CONVERSATION ANALYSIS

WAR IN TIGRAY

WAR IN UKRAINE

OTHER ACTIVITIES

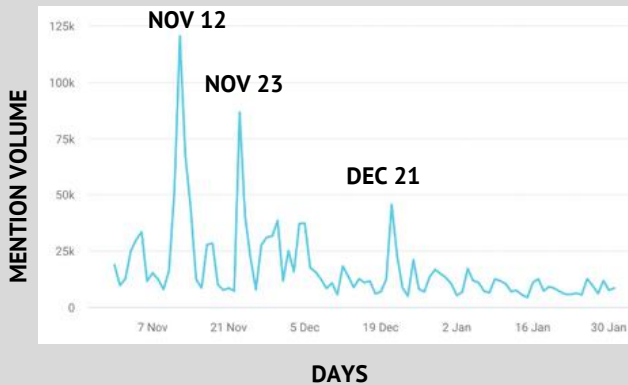## DATA DESCRIPTION

VOLUME

- Total mentions: 1.31 million
- Unique authors: 253.7k

November 12, 2022 has the highest mention volume at 121,701

BREAKDOWN BY PLATFORM

- Twitter (81%) 1,304,652
- Tumblr (11%) 167,600

SPIKE ANALYSIS

NOV 12

NOV 23

DEC 21

MENTION VOLUME

DAYS

NOV 12 - 121,701 mentions
Ethiopia's government hasblcoked food and aid for Tigray and have intentionally targeted aid workers.

NOV 23 - 86,341 mentions
Stark differences between African diplomacy around the Ukraine grain crisis & Russian blockade versus African's support for Tigray

DEC 21 - 47,364 mentions
$1.85 billion package of security assistance to help Ukraine defend itself against Russian aggression and Ethiopian authorities either limited or heavily restricted the aid getting into Tigray

GENDER SPLIT

45% Female Authors (42,542)

55% Male Authors (52,703)

GEOGRAPHY - TOP COUNTRIES:

- **United States**: 114,570 mentions **(75%)**
- **Canada**: 10,650 mentions **(7%)**
- **UK**: 11,327 mentions **(8%)**

Key Influential Users

@Tsrha_Kw - Tsrha
2,915 Followers

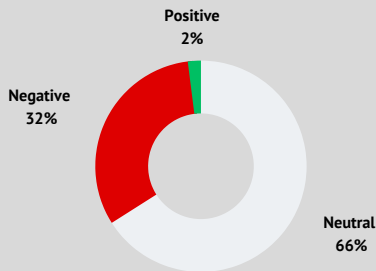**Tigray advocate who informs her followers of the latest war updates.**

@TDf_forlife - Mulu
6,201 Followers

Tigray advocate who spreads information on how others can help support the cause.

SENTIMENT

Positive 2%
Negative 32%
Neutral 66%

POSITIVE:

Mention volume: 29,591
Peak: The UK pledged 9 million pounds to help aid at the International Conference on Climate Resilient Pakistan.
Narrative: Supporting Ukraine, military, supporting local communities.

NEGATIVE

Mention Volume: 511,976
Peak: Biden receives political payback after punishing Florida hurricane Ian victims back in October.
Narrative: The war in Ukraine and the famine and war in Tigray.

NUMBER OF POSTS: 1.3m
SENTIMENT: Most conversations were neutral
MOST POSTS: November 22nd
DEMOGRAPHICS
- Male: 12,119
- Female: 13,046

TOP UNIQUE ITEMS:
- #AllowaidtoTigray
- @USAID

CONVERSATION OVERVIIEW:
Both the female and male conversations were mainly about providing aid and relief to the war torn regions of Africa and Europe. They are calling for help and support worlwide especially from the U.S. The humanitarian agencies are very busy based upon each category having high amounts of mentions for both gender categories.

Positive Male Conversations:
Higher amount or security being applied in Ukraine. Then negatives are about the supplied and aid being brought into Tigray after a truce was proposed 9 days beforehand

Positive Female Conversations:
News coverage and supporting voices for the attacks in Africa. The negative conversations were about Tigray still being held by the military while awaiting for humanitarian agencies to come aid them.

① WAR IN UKRAINE:

- N = 335,142
- 20.8% of all posts in dataset

GENDER BREAKDOWN:

55% Male : 45% Female

SENTIMENT:

- Positive 1%
- Negative 41%
- Nuetral 58%

KEY INFLUENTIAL USERS:

@Tsrha_Kw - Tsrha
2,915 Followers

Tigray advocate who informs her followers of the latest war updates.

TOP UNIQUE ITEMS:
- UKRAINE
- BIDEN

- **CONVERSATION:**
  - US House passes record $858 billion defense budget, including more aid for Ukraine. The budget includes an additional $800 million in security assistance for Ukraine – an increase of $500 million over U.S. President Joe Biden's request earlier this year. Individuals are wondering why is Biden sending billions of dollars to Ukraine while denying critical aid to Americans at home.
- **POSITIVE CONVERSATION**:
  - Ukraine appreciates the support from the Netherlands (defense assistance, humanitarian aid). "What's inside 1.7 Trillion BILL $44 Billion for Ukraine- I love it! $858 Billion for OUR MILITARY including a PAY RAISE FOR OUR TROOPS double LOVE IT $40 Billion In DISASTER AID! LOVE IT! Thank MR President BIDEN!"
- **NEGATIVE CONVERSATION:**
  - "Europe isn't strong enough. We would be in trouble without the United States." Individuals are saying that Ukraine would have lost the war without the resolute American aid. Hungary, despite being part of the EU and NATO, was not invited to White house, and is displaying antidemocratic tendencies and Putinazation, blocking aid to Ukraine.

@TDf_forlife - Mulu
6,201 Followers

Tigray advocate who spreads information on how others can help support the cause.

THEMES/CUSTOM CLASSIFIERS:

② WAR IN TIGRAY

- N: 532,879
- 33.1% of posts in dataset

GENDER BREAKDOWN:

53% Male : 47% Female

SENTIMENT:

Positive 1%
Negative 32%
Nuetral 67%
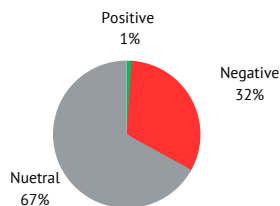
TOP UNIQUE ITEMS:
- FORCE
- #ERINTREAOUTOFTIGRAY
- HUMANITARIAN ASSISTANCE
- UNHINDERED ACCESS FOR AID

- **CONVERSATION:**
  - Representatives from Ethiopia & Tigray met in Mekelle to set up a monitoring team to assess progress on the disarmament of #TDF, restoration of services and humanitarian aid, and the withdrawal of #EritreaOutOfTigray
- **POSITIVE CONVERSATION**:
  - Victory: The Eritrea withdrawal is causing an uprise in hope and optimism for humanitarian aid to move in
- **NEGATIVE CONVERSATION:**
  - The Tigray Defense Forces are being pushed out due to peace agreements being made
  - The defense forces are being diminished by countries committing war crimes and now 7 million people are expecting aid from the United Nations

KEY INFLUENTIAL USER:

@gebremar3 - Senita
2,446 Followers

Spreads awareness about the War in Tigray and advocates to stop the genocide in Tigray.

THEMES/CUSTOM CLASSIFIERS:

(3) OTHER ACTIVITIES:
- N: 713,937
- 44.4% of all posts in dataset

GENDER BREAKDOWN:

56% Male : 44% Female

SENTIMENT:

Positive 1%

Negative 32%

Nuetral 67%
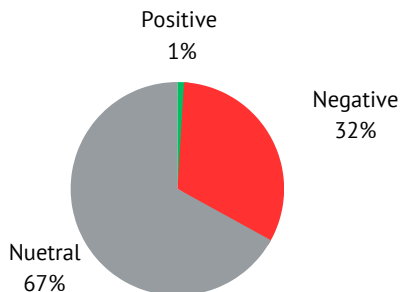
- **CONVERSATION:**
  - Humanitarian: Humanitarian aid to Tigray. There are around 5.2 million in need of humanitarian assistance in Tigray
  - Food: People of Tigray need food assistance. Most of the food aid was used for central Ethiopia and the army.
  - UN: reaching a low aid appeal: UN has only met 15% of its aid appeal
- **POSITIVE CONVERSATION**:
  - Surround topics on support, military, and security. This is because military assistance to Ukraine has helped provide security and support to the Ukrainian citizens.
- **NEGATIVE CONVERSATION:**
  - Surround topics on Tigray, U.N, and people. This is because the war in Tigray and the little help from the U.N is negatively impacting Tigray's citizens

APPENDICES

ORGANIZATION QUERY

Salvation Army US:

@salvationarmyus OR #salvationarmyus OR salvationarmyusa.org OR "the salvation army usa" OR "salvation army" NOT @dallascowboys NOT @neilyhoops

PEER ORGANIZATIONAL QUERY

"goodwill" OR "american red cross" OR @goodwill OR goodwill.org OR "goodwill" OR #goodwill OR "united way" OR #unitedway OR unitedway.org OR @unitedway OR "American red cross" OR @redcross OR www.redcross.org OR #redcross

Organization Themes:

Goodwill:

"goodwill" OR @goodwill OR goodwill.org OR "goodwill" OR #goodwill

American Red Cross:

"American red cross" OR @redcross OR www.redcross.org OR #redcross

United Way:

"united way" OR #unitedway OR unitedway.org OR @unitedway

TOPIC CONVERSATION: HUMANITARIAN AID TO DEVELOPING COUNTRIES

(Aid OR #aid OR donation OR #donation OR #developingcountry OR #humanitarian) AND (Disaster OR Disasters OR "natural disasters" OR "disaster relief" OR poverty OR africa OR "americas and caribbean" OR europe OR "south asia" OR "south pacific and east asia" OR restoration OR "natural hazards" OR earthquake OR earthquakes OR hurricane OR hurricanes OR tornado OR tornadoes OR wildfire OR wildfires OR drought OR droughts OR flood OR floods OR "food shortages" OR assistance OR shelter OR "clean water" OR sanitation OR "medical care") NOT putin

NEW ANALYTIC TOOLS: BRAND24 & ANSWER THE PUBLIC

BRAND24:

This Social Listening tool was helpful in providing access to more platforms than Brandwatch. Despite this advantage, the site did not allow you to access data prior to 30 days ago without paying. In addition, there was a lack of filters such as gender filtering and geography. The site did not allow you to filter certain metrics, such as influential users, by source/platform, an insight that would be extremely helpful when looking specifically into TikTok and Podcasts like we are.

ANSWER THE PUBLIC:

Our experience with using the social media listening tool, Answer The Public, was very insightful in helping us understand what the public commonly searches about The Salvation Army. It showed us what was highly searched, average searched, and lowest searched overall as well as for competitors. We would recommend this tool for helping groups identify what information to add in their Boolean queries. A major disadvantage of this tool is its limited geographic coverage and the ability to search only 3 times without paying.