American Cancer Society®

American Cancer Society REPORT 2022-2023

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

https://seesuite.uga.edu
@SeeSuiteUGA

TABLE OF CONTENTS

3 Executive Summary

5 Recommendations

10 Orginizational Data

13 Mentions by Profession and Region

14 Theme Analysis

20 Competition Data

25 Topic Data

29-30 Alternate Database Data

31 Appendix

EXECUTIVE SUMMARY

Date Range April 1, 2022- January 25, 2023

In order to analyze The American Cancer Society's social media engagement, we examined the organization's earned data and additionally comparable peer organizational data. In order to accurately gather said information we used the site Brandwatch, which is a suite website for social media monitoring and measuring.

The American Cancer Society has had a massive influx of mentions on social media, specifically on Twitter, regarding varying health crises around the world and is being tagged to garner attention towards the issue rather than draw attention directly to their cause and their specific channels. We have seen very little effort from the organization to cancel out the noise by ramping up its social presence or drawing on outside influences. Additionally, the American Cancer Society tends to dominate very few platforms and there are hardly any mentions on other very popular sites. It would be beneficial for the American Cancer Society to begin posting more across social platforms to drown out the negative noise.

1. Competitors-
    a. Cancer Research Institute
    b. American Institute for Cancer Research
    c. LiveStrong
2. Competitor Volume-
    a. Cancer Research Institute- 13.5k
    b. American Institute for Cancer Research- 2.1k
    c. Livestrong- 3.4k

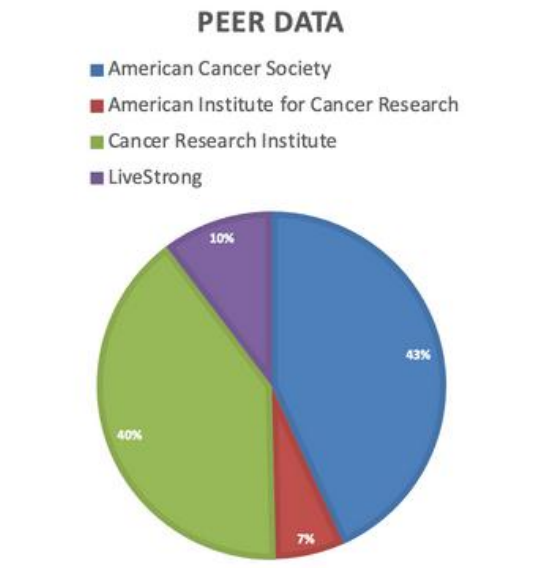
Organization Earned Data

Volume: 343k mentions

- Sources:
    - Twitter- 223k mentions
        - Fundraising is a popular theme regarding the American Cancer Society on this platform, so we are generally following a more positive sentiment. It is following more survivor stories or breakthroughs in technology due to high fundraising numbers. There are also neutral and unrelated topics like disasters overseas and general conversation about cancer numbers, both in decline and increase. Delivered more in a factual light rather than attached to a certain sentiment.
    - Tumblr- 8.4k mentions
        - Highly negative sentiment on Tumblr, following more of a narrative voice as it illustrates the dangers of Teflon exposure and its link to Cancer. There are threads and mentions regarding a particular insider article and repetitive tagging of the American Cancer Society.

Peer Organization Data

Volume: 33.8k Tweets



EXECUTIVE SUMMARY

Topic: Breast Cancer

We are going to further analyze our topic data set, Breast Cancer, to gain insights on the data surrounding the topic of breast cancer on different social media sites like Twitter and Tumblr.

We have collected information from different social media sites. We will breakdown, the volume, and basic demographics, and report insights by key platforms. Following gathering this information we will report gender-based differences and our theme analysis with custom classifiers related to our topic breast cancer.

Date Range April 1, 2022- January 25, 2023

BUSINESS PROBLEM

American Cancer Society is a national organization aiming to help those struggling with cancer diagnosis, prevention, and awareness. One issue the organization is facing is the amount of negative sentiment. Another large issue we found was the lack of earned data related to important themes related to the organization such as Cancer Survivors, Prevention/Early detection, and Cancer Treatments. For ACS's socials, we see a lack of user engagement on Tumblr compared to the amount on Twitter.

RECOMMENDATIONS

WHAT TO DO?	HOW TO DO IT?	WHY?

• #1- Increase survivor stories on Facebook and Instagram to increase positive sentiment.	• Create shareable experiences for users.
	• Search for shareable content from influences from:
	  ◦ Twitter: @CancerMD, @WebMD, @ONPASSIVE, @KateDilgran
	  ◦ Top #'s: #Patients #CancerSurvivor #CancerFighter #CancerStory
		• Sentiment among competitors has more positive engagements than our own. (Page 13)
		• Increasing these sentiments encourages more positive user engagement.

• #2- Increase the positive sentiment of the organization on Tumblr.	• Increase Organizational presence on Tumblr. • Increase daily postings to keep the brand within media users' news feed, this could take the form of a daily facts series where each day followers can get used to looking out for a new fact. This would help familiarity with the brand and its platforms, but also educate viewers at the same time, which would certainly improve the sentiment in a positive direction.	• ACS has no profile on Tumblr so all current content is user-driven. (Page 11) • The current conversation is largely that of negative sentiments. (Page 11)
• #3- Create photo posts and reels (short clips) for social media profiles to communicate clearly with consumers about the facts of different types of cancer.	• During months of cancer awareness campaigns, create easily understood content to effectively communicate types of cancer and how to look for signs and prevention methods. • These can be posted on Twitter or other video supporting platforms, and take viewers through self screening processes and urge them to get ahead of the signs. • Using trending sounds and voices overs for this content will increase the likelihood that it will be viewed and also well understood.	• Graphs show higher earned data when campaigns included hashtags such as #BreastCancer. (Page 21)

RECOMMENDATIONS

WHAT TO DO?	HOW TO DO IT?	WHY?
• #4- Increase engagement with Top and Mid-tier Influencers	• Find content that influencers have created and ask for permission to use/share. • Engage with influencers by tagging them. • These could be verified doctors like Niraj Gusani, a cancer doctor and patient advocate with a high following. He is not your traditional "influencer", but he does have influence so this would be a useful tactic.	• Influencers have high followings and can increase the exposure of the organization. (Pages 13 & 23) • This can increase our Share of Voice (SOV) on both Twitter and Instagram.
• #5- Provide more examples of useful and engaging content to viewers	• Post the most up-to-date info on cancer research and new ways to support the organization. Additionally posting a series of "Did you know" posts challenging viewers to expand their knowledge about American Cancer society and cancers in general to better engage them.	• The sentiment is overwhelmingly neutral. Providing positive news on cancer research can help increase negative sentiments among viewers. (Page 22)

• #6- Increase the use of Specific Hashtags to drive more page landings	• For every posting, include top hashtags, relevant titles, and info related to the organization.
	• These top hashtags could include:
	  ◦ #CancerStories
	  ◦ #CancerSurvivor
	  ◦ #AmericanCanerSociety
		• Specific hashtags show high use in our spike analysis. Creating and maintaining popular hashtags to increase donations and organization visibility. (Page 16)

RECOMMENDATIONS

WHAT TO DO?	HOW TO DO IT?	WHY?
• #7- Increased Earned and Owned Data on Tumblr.	• Create engaging content for users to share on their page. • Search for shareable content from influences.	• Current discussions on Breast Cancer are extremely small. • More discussions on Breast Cancer prevention and treatment are needed. • (Page 24)
• #8- Promote usage of QR code on Twitter and Tumblr among users	• Create a QR code to a LinkTree that has links to all socials for American Cancer Society in one place for user ease. • QR Code should also include quick links to info on cancer prevention and exams.	• Due to low conversations on the Topic of breast cancer across both platforms, a shareable QR code can increase site landings and social media landings. • (Page 23&24)
• #9- Increase the conversation about Breast Cancer outside of the month of October.	• Create conversations and campaigns outside of the normal month of October. Everyone knows October to be breath cancer awareness month but doesn't need to limit conversations to only October. Work with a professional sporting association like the NBA to incorporate a breast cancer game outside of October	• During months of cancer awareness campaigns conversation is high. In other months conversation decreases. • (Page 23)

RECOMMENDATIONS

WHAT TO DO?	HOW TO DO IT?	WHY?
• #10- Increase engagement and our share of voice on different platforms like Tumblr, Blogs & Forums.	• Make sure our accounts are active on different platforms and create content that fits each respective platform, like posting informational resources on a forum, but posting something more engaging for a viewer on a platform like Tumblr. • Engage with users on these different platforms in the form of responding to mentions or entering the conversations being started and therefore causing more conversation.	• Twitter dominates all of the conversations about our topic of breast cancer. (Page 21) • This can increase our Share of Voice (SOV) on both Twitter and other platforms.
• #11- Create and post video content highlighting specific, personal stories of people's experiences with breast cancer.	• Pick one person/story per month and highlight their journey with the hashtag #FacingBreastCancer, to have the stories housed in the same place and easy to engage with.	• The sentiment is notably more positive when the information being circulated around the topic is personalized, so having personal stories as organic content would make these numbers even better. (Page 22)
• #12- Provide more educational resources for early prevention/detection on ACS platforms.	• Elevate educational resources like the National Cancer Institute and the Prevent Cancer Foundation in the form of tags on posts or quotes/snippets from their resources. These posts or tags would link people back directly to the American Cancer Society's website, where the amplified educational resources would be housed. Additionally, partnering with educational influencers like Dr. Sunil Verma who specializes in cancer, would boost their content and reach.	• According to the data, people are often solely relying on symptom identification to prompt going to the doctor, instead of understanding the benefits of prevention (Page 28)

RECOMMENDATIONS- MOCK POSTS

MOCK POST FOR RECOMMENDATION #1

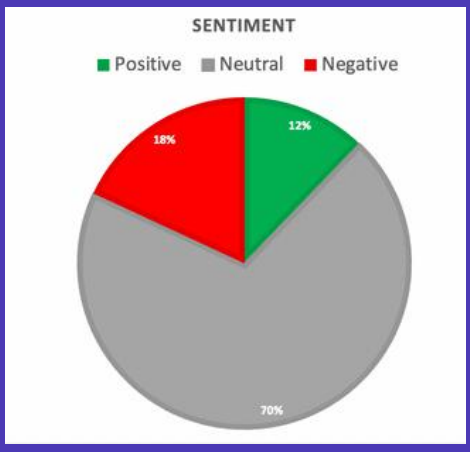
MOCK POST FOR RECOMMENDATION #9

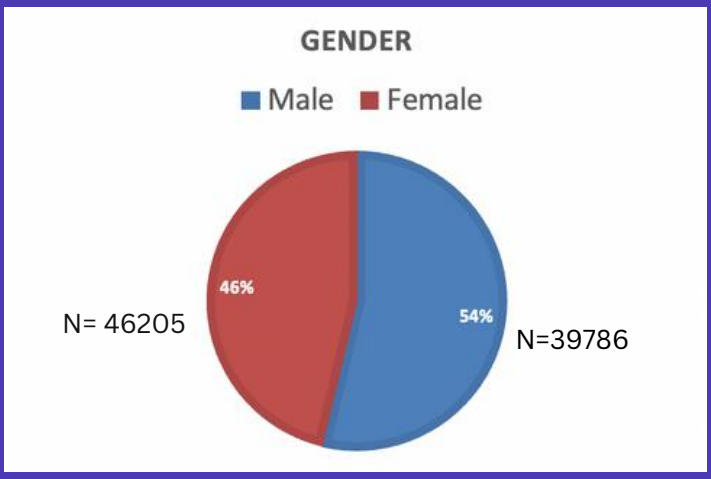
MOCK POST FOR RECOMMENDATION #12

ORGANIZATIONAL DATA

TWITTER

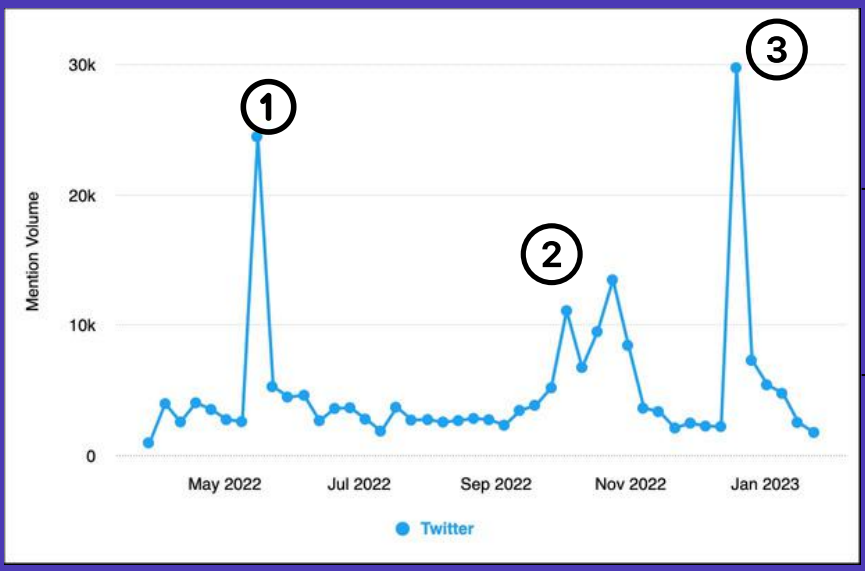
Sentiment Breakdown





The 12% (N= 41,995) of **Positive Conversations** are people sharing their positive news to the organization of being cancer-free or praising the organization for all of the good work that they do.

The 18% (N= 62,365) of **Negative Conversations** are typically people talking about their cancer which can come off as negative. As well as research that shows negative statistics like death rates or rates of people with different types of cancer.



1. Fighting 4 A Cure holds a few wrestling matches where all proceeds from the wrestling matches are donated to American Cancer Society

2. This spike is during the month of October which famously known as Breast Cancer Awareness month.

3. American Cancer Society and Richard M. Schulze Family Foundation announced the launch of $10 million challenge grant to benefit American Cancer Society's Hope Lodge Communities

Top Mentions:

TUMBLR

Positive Conversations

n=111

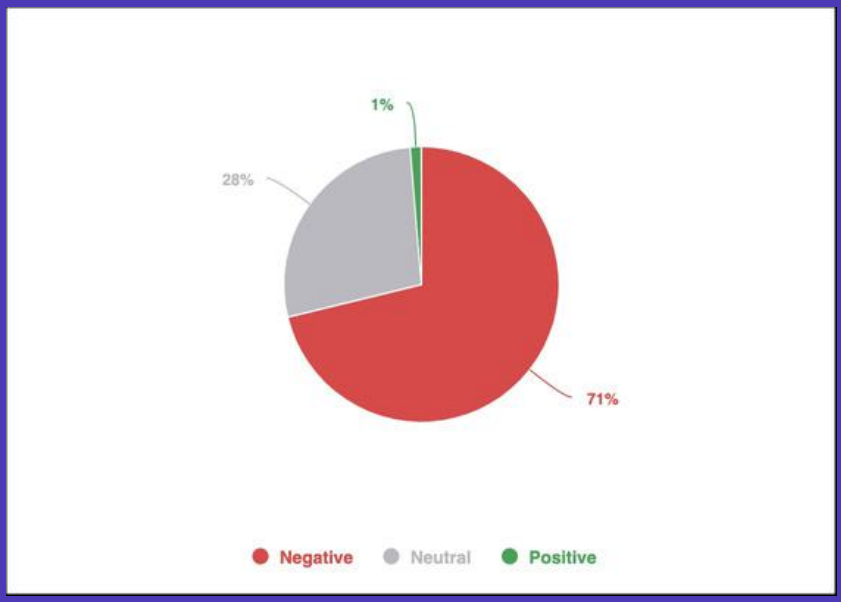
The most **positive conversations** on this platform surrounded cancer preventative tactics. Most notably, a window tinting service that prevents harmful UV rays from penetrating the inside of the home and causing cancer.

Negative Conversations

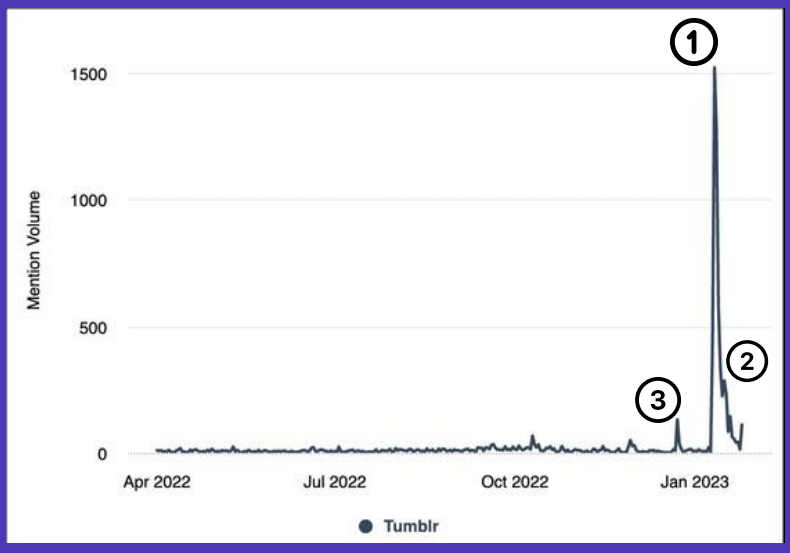
n=6,014

The most **negative conversations** on this platform surrounded the dangers of Teflon poisoning and how scratches on your pots and pans can add up to a dangerous amount and cause cancer. The American Cancer Society has warnings and rules related to this on their website, so they are being tagged as a citing source, but the cinversation at large is negative.

Sentiment Analysis



Spike Analysis



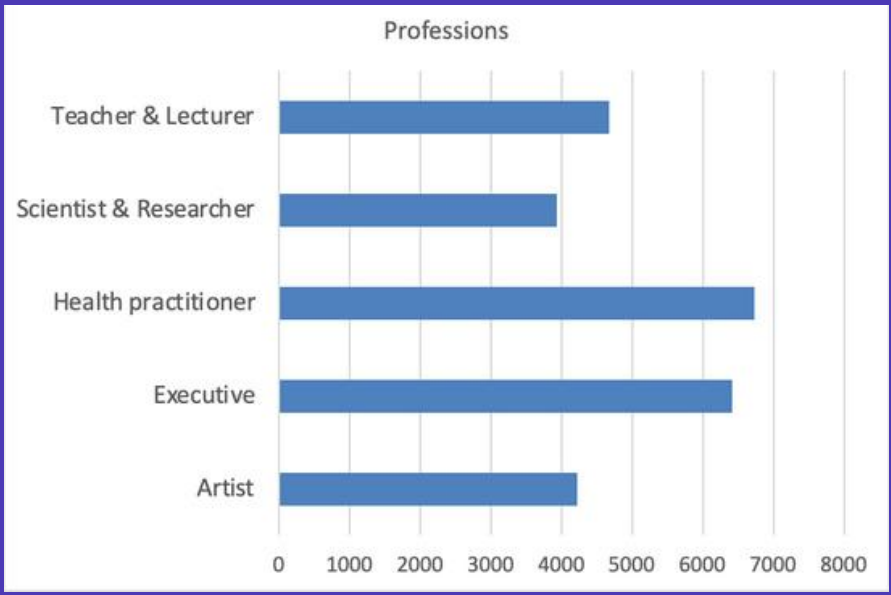
1. These conversations are about cosmetic surgeries, specifically that of breast reconstructions, and they are citing American Cancer Society's website to look for what to expect post surgery. (n=132)

2. These conversations are about the dangers of Teflon cookware, and the fact that a single scratch releases tons of micro-chemicals into your food and then into you. American Cancer Society is being cited alongside the EPA regarding safety precautions around this issue. (n=1,520)

3. These conversations are about the new statistics regarding the falling cancer rate. This is directly coming from one of American Cancer Society's own reports, and it states the cancer rate has fallen by 33%. (n=285)

ACS MENTIONS BY PROFESSION/REGION

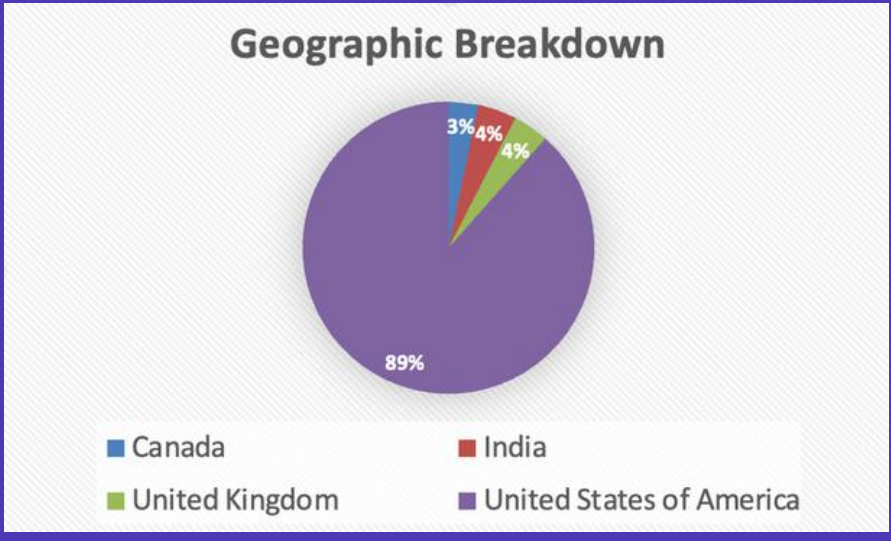
American Cancer Society Tweets by User's Profession:



The profession with the most tweets about The American Cancer Society is health practitioners followed by executives, teachers, artists, and scientists.

American Cancer Society Tweets by User's Country:

89% of tweets about the American Cancer Society came from The United States of America.

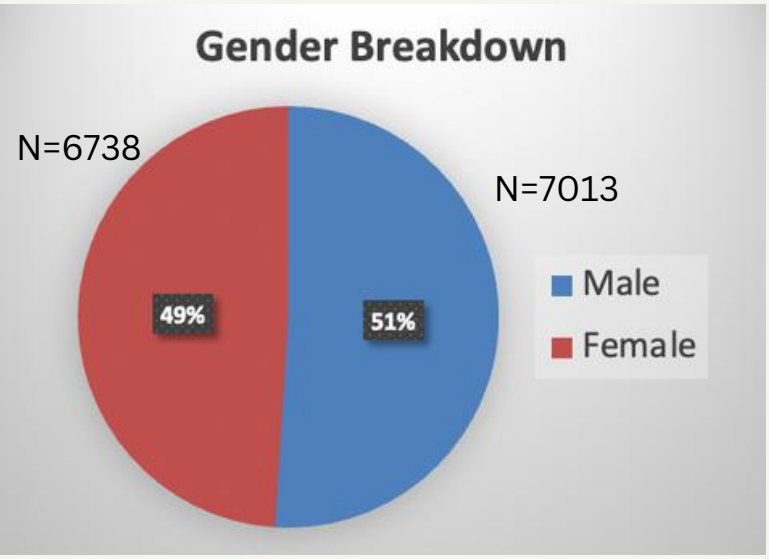


EARNED ORGANIZATION DATA: THEME ANALYSIS

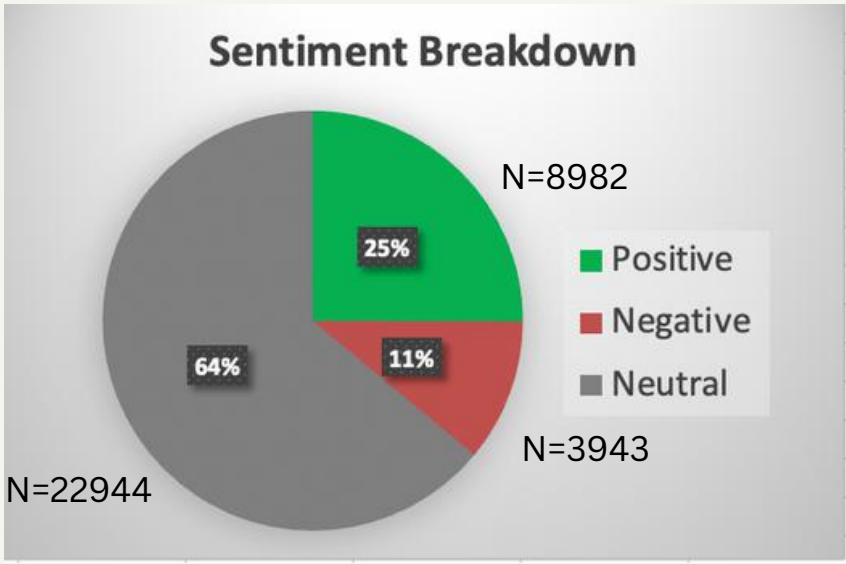
THEME: CANCER SURVIVOR

N= 35,850

GENDER BREAKDOWN



SENTIMENT BREAKDOWN



- The 25% (N=8,982) of Positive Conversations are typically success stories about people who have overcome the deadly disease and have gone into remission and are recovering or spreading their stories.
- The 11% (N=3,943) of Negative Conversations are about the Children Of Tigray and millions of people who have died to the collapse of healthcare in their country. They tag the American Cancer Society hoping for donations and help.

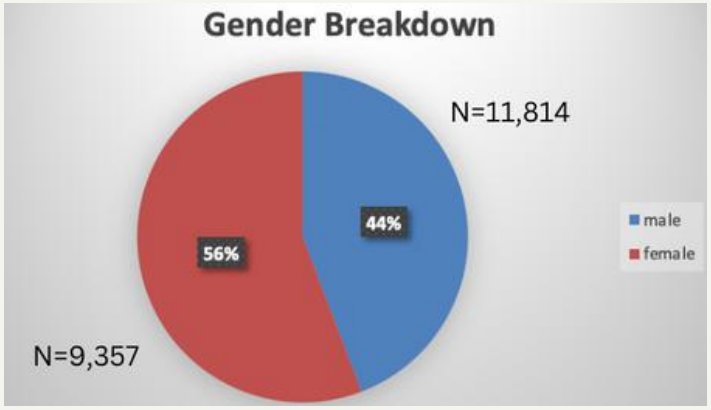
TOP HASHTAGS

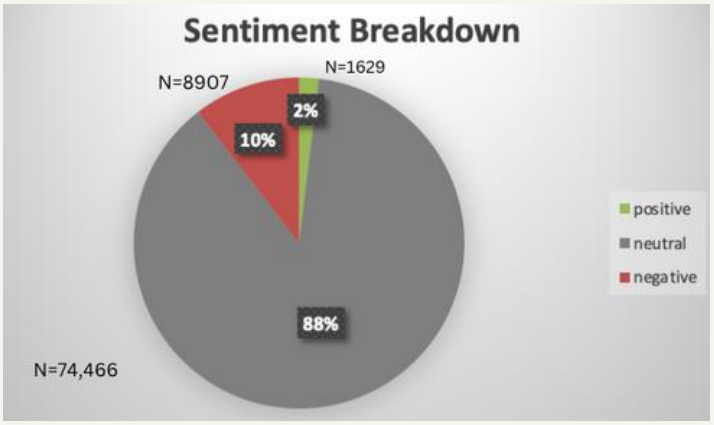
#CancerSurvivor
#IHadCancer
#CancerWarrior
#Survivors #Recovery

TOP MENTIONS

THEME: PATIENTS

N= 106,173





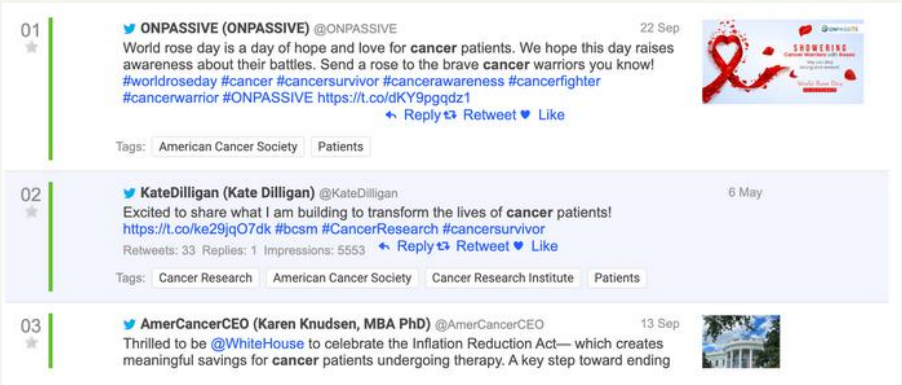
TOP HASHTAGS

#Patients
#CancerPatient

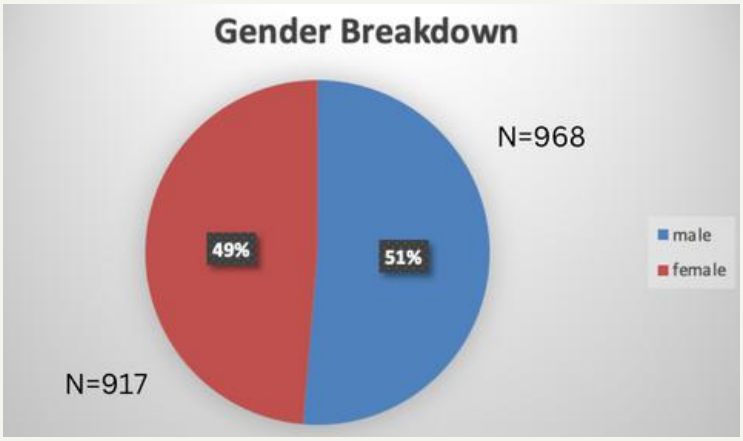
- The 2% (N=1,629) of Positive Conversations are typically celebratory of current cancer patients receiving treatment or new developments being made that will make advancements in the treatment of future patients.

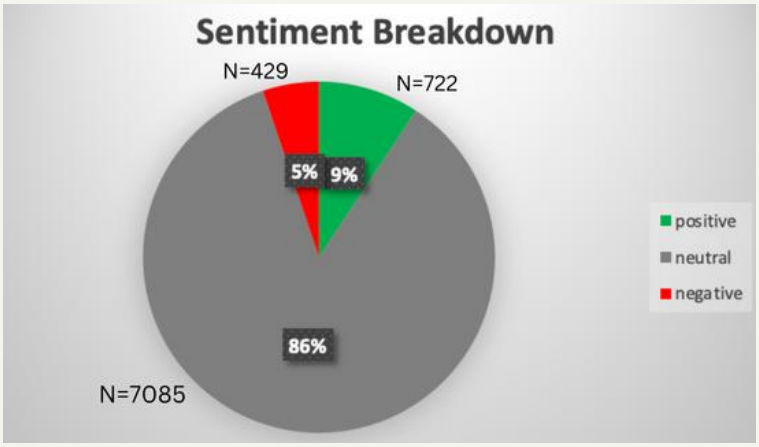
- The 10% (N=8,907) of Negative Conversations are about the Children Of Tigray and millions of people who have died to the collapse of healthcare in their country. They tag the American Cancer Society hoping for donations and help.

TOP MENTIONS



THEME: DONATIONS N= 10,171





- The 9% (N=722) of Positive Conversations are mostly discussing sentimental stories of gathering donations in various places in varying amounts, and how those donations go on to help current cancer patients.

- The 5% (N=429) of Negative Conversations are primarily about reports of fake donation sites or scammers trying to claim cancer to earn false donations.

TOP HASHTAGS

#Money
#Donations
#Donation
#DonateCancer

TOP MENTIONS

PEER ORGANIZATIONS

American Cancer Society®

CANCER RESEARCH INSTITUTE®
The Leader in Immunotherapy

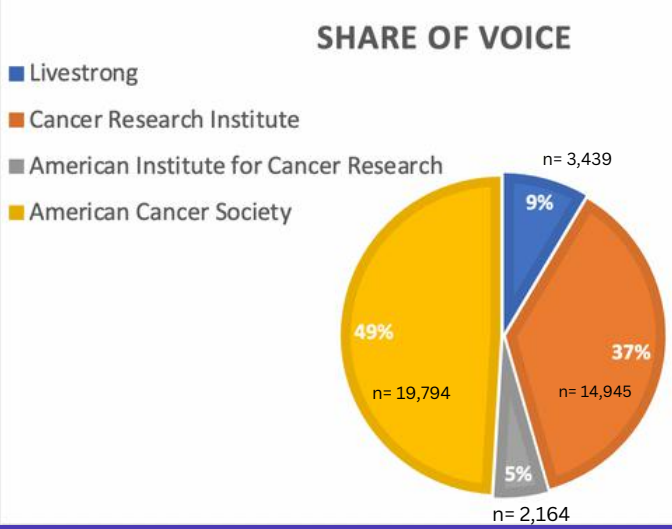
LIVESTRONG™

American Institute for Cancer Research®

COMPETITION DATA

TWITTER BREAKDOWN

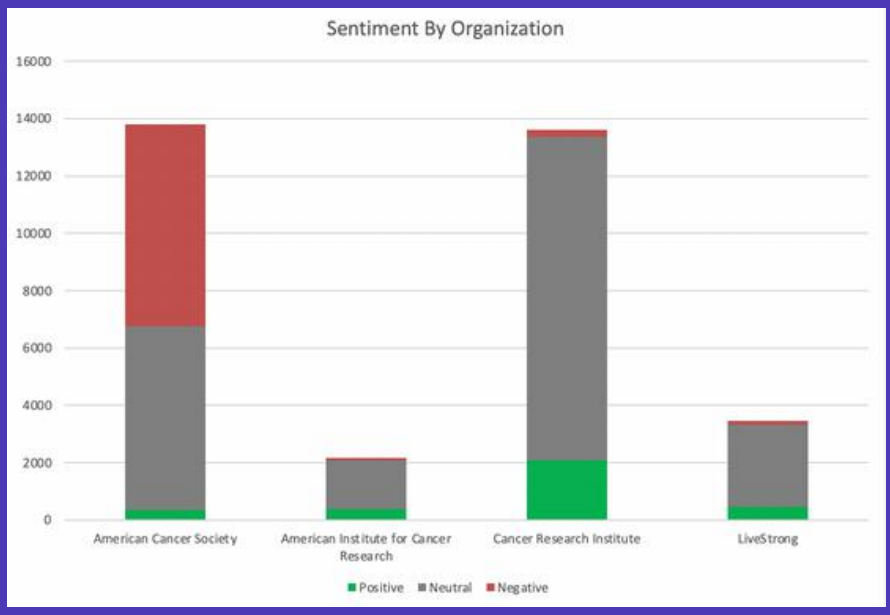
SHARE OF VOICE



Share of Voice

In the above pie chart we have illustrated the share of voice on Twitter of our organization American Cancer Society as well as its competitors like Cancer Research Institute, American Institute for Cancer Research, and LiveStrong. Among all of these organizations the American Cancer Society had the highest share of voice on Twitter, but Cancer Research Institute was a close second followed by LiveStrong and American Institute for Cancer Research..

SENTIMENT BY ORGANIZATION

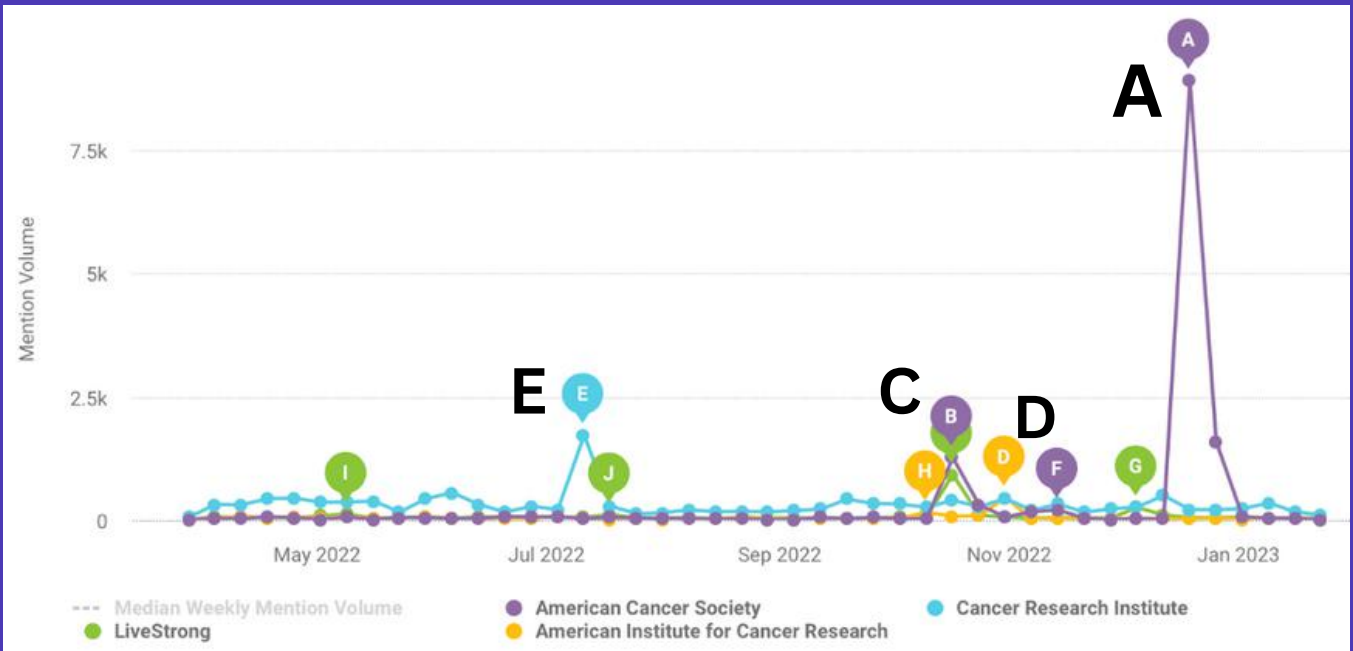


Sentiment by Organization

In the above graphic, we have illustrated the sentiment by the organization on Twitter for our organization as well as competitors like Cancer Research Institute, American Institute for Cancer Research, and LiveStrong. The graphic shows the positive and negative conversations that are had on Twitter for each organization. The negative conversations consist of negative stories that surround cancer with cancer being a negative topic Brandwatch has a hard time being able to tell difference between actual negative and neutral conversation and sometimes even positive. While we do see some positive conversations with success stories tied to cancer organizations or different donations or successful research.

COMPETITION DATA

SPIKE ANALYSIS



Spike Analysis

In the above graphic, we have illustrated the spike analysis on Twitter of our organization American Cancer Society as well as its competitors like Cancer Research Institute, American Institute for Cancer Research, and LiveStrong. American Cancer Society

A American Cancer Society spike seems to be people talking about the children of Tigray and all of the people dying due to lack of medication. (December, 19th n= 16,269)

C LiveStrong's Spike came from A LiveStrong Challenge that they hosted where people get together and ride 65 miles for cancer. Also celebrated 25 years as an organization. (October, 1st n= 1,170)

D American Institute for Cancer Research hosted and event with an hashtag #AICR2022 (November, 1st n= 495)

E Cancer Research Institute hosted both two members of Congress and the Senate to tour and discuss more about cancer research. (July 1st, n= 2,321)

COMPETITION DATA

MENTIONS OF ORGANIZATIONS' TWITTER ACCOUNTS

American Cancer Society

Impressions: 721,956

Reach: 85,416

Top #: #ChildrenOfTigray

LiveStrong

Impressions: 874,345

Reach: 40,462

Top #: #LiveStrongCancerInstitutes

American Institute for Cancer Research

Impressions: 137,461

Reach: 18,633

Top #: AICR2022

Cancer Research Institute

Impressions: 210,836

Reach: 22,462

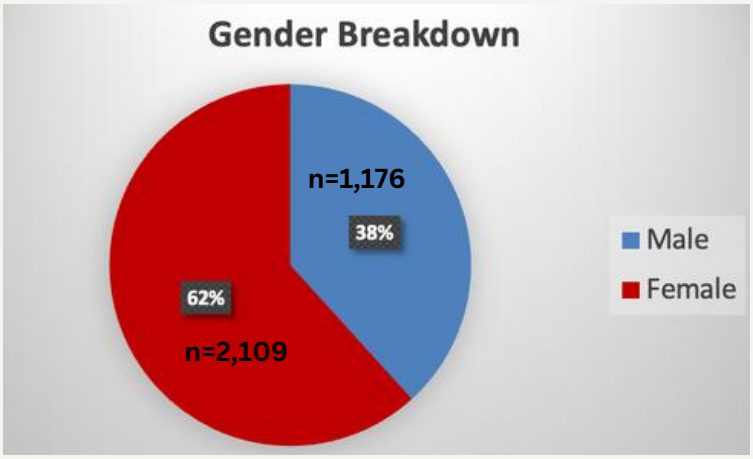
Top #: #CancerResearch

TOPIC DATASET OVERVIEW

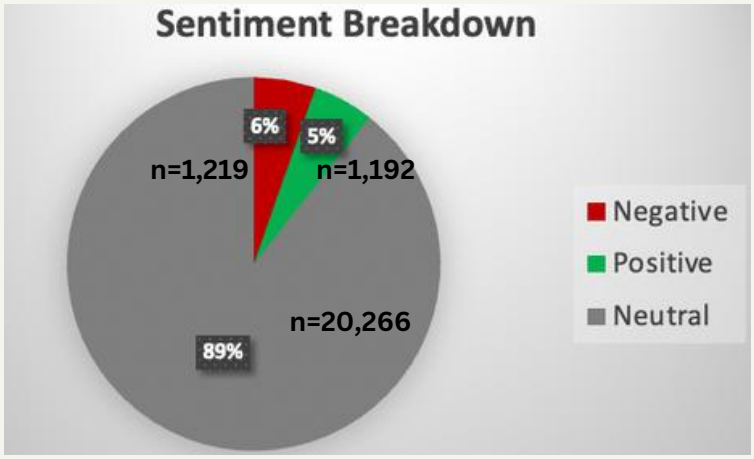
Date Range: April 1, 2021- January 25, 2022

Volume: 24,510

Gender Breakdown



Sentiment Breakdown



Breakdown By Sentiment

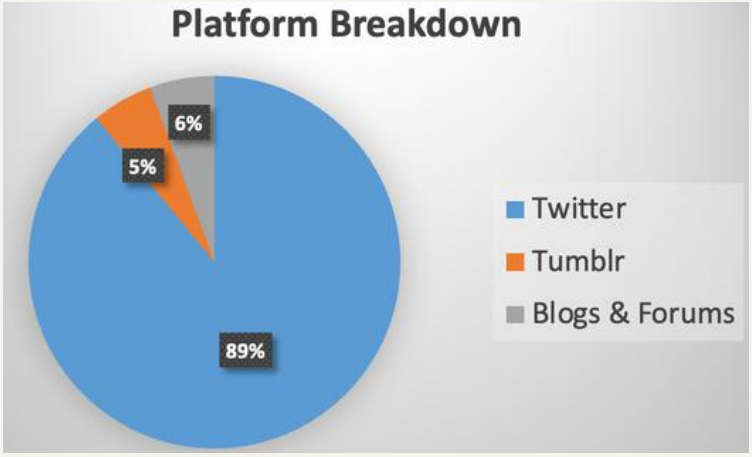
Overall Narrative:

Neutral conversations dominate the sentiment breakdown with a higher percentage of 89% (n=20,266). Majority of these conversations consist of people talking about mortality rates dropping. As well as conversations about Chevy #WeDriveFor campaign that raises money for Breast Cancer.

Platform Volume:

Twitter: 21,821
Tumblr: 1,299
Blogs & Forums: 1,385

Platform Breakdown



TWITTER

Volume:
21.82K Total Mentions
11.72K Unique Authors

Positive Conversations

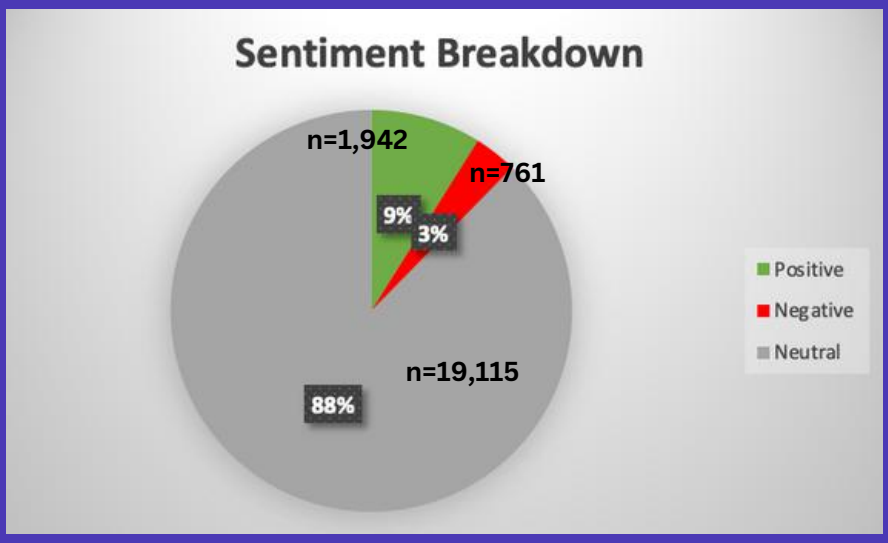
n=1942

The most **positive conversations** on this platform surround that of breast cancer fundraising events and walks. Celebrating the survivors and the current fighters, these events are popular topics on the platform. Additional mentions are "pink outs", which is wearing pink in support of breast cancer research and survivors, and also high mentions of Chevrolet's partnership with American Cancer called #WeDriveFor, where every use of that hashtag donated 5 dollars to the cause.

Negative Conversations

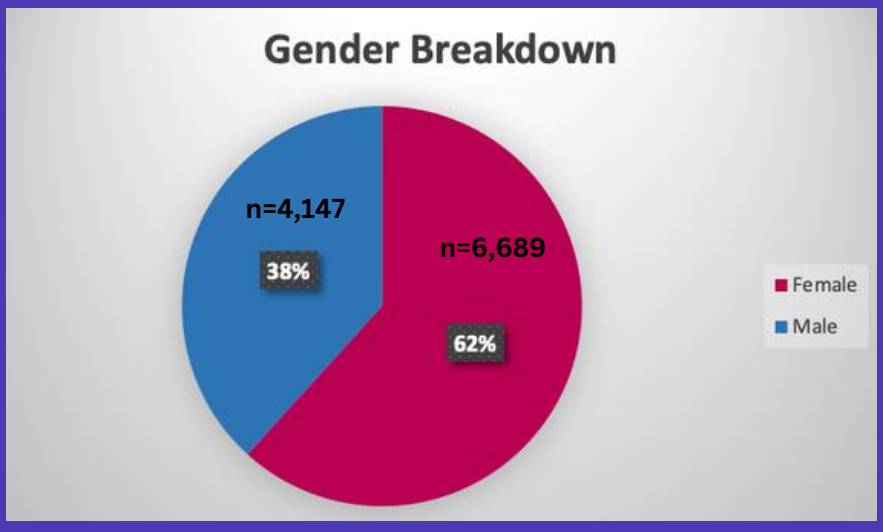
n=761

The most **negative conversations** on this platform are similar in theme to the positive ones, except they just highlight the negative portion of that topic. So some of the top mentions discuss participants of a breast cancer walk, or a user of the #WeDriveFor hashtag, but discusses whom they have lost to this disease and how much their lives have been affected negatively by this cancer. Overall, a lot of discussion of loss and tragedy surrounding Breast Cancer.



N= 21,818 TOTAL

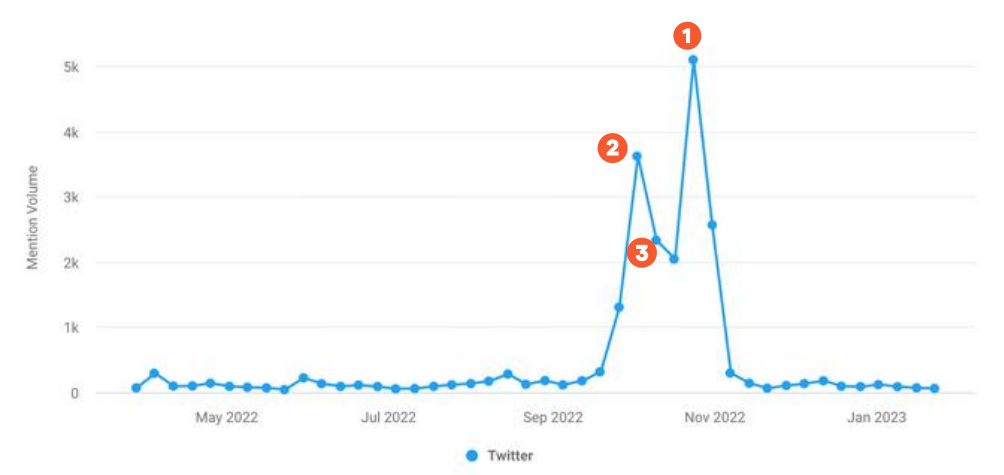
Sentiment:
9% Positive
3% Negative
88% Neutral



N= 10,836 TOTAL

Gender:
62% Female
38% Male

TWITTER

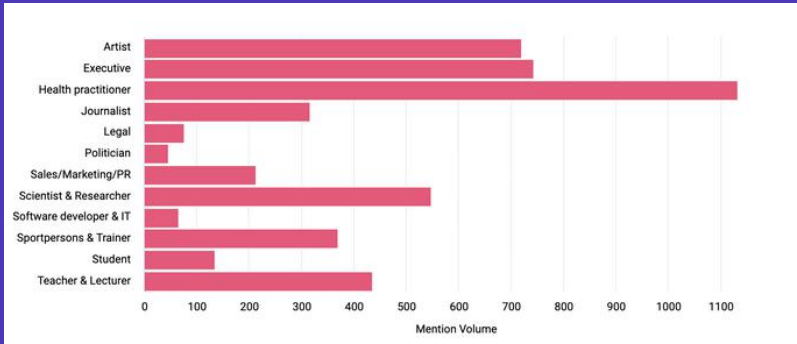


1. The top mention here specifically discusses the #WeDriveFor hashtag, which is Chevrolet's partnership with the American Cancer Society, where each time the hashtag is used, Chevy will donate 5 dollars to ACS for Breast Cancer research. (October, 24th) N=5,086

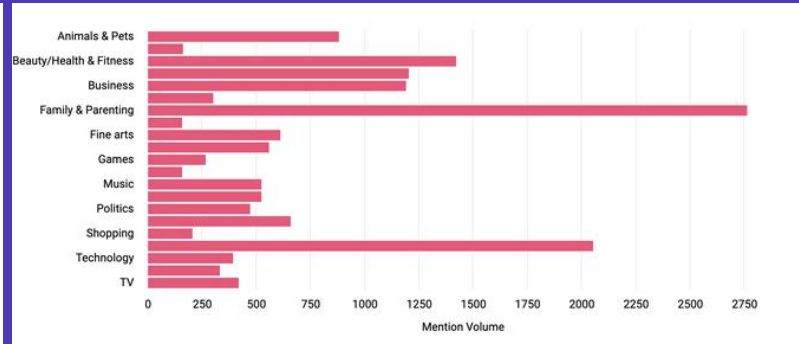
2. The top mentions here surround NFTs that when purchased, the money is donated towards Breast Cancer research. The mentions state that all purchases of NFTs through this specific tag/artist would be directly donated to the American Cancer Society for Breast Cancer Research. (October, 17th) N=1,984

3. The top mentions here again highly surround the #WeDriveFor campaign, but additionally, there are some seemingly local political figures using Breast Cancer research and donations as one of their platforms. (October, 3) N=3,625

Mention Volume for Profession



Mention Volume for Interest



TUMBLR

Positive Conversations

n=26

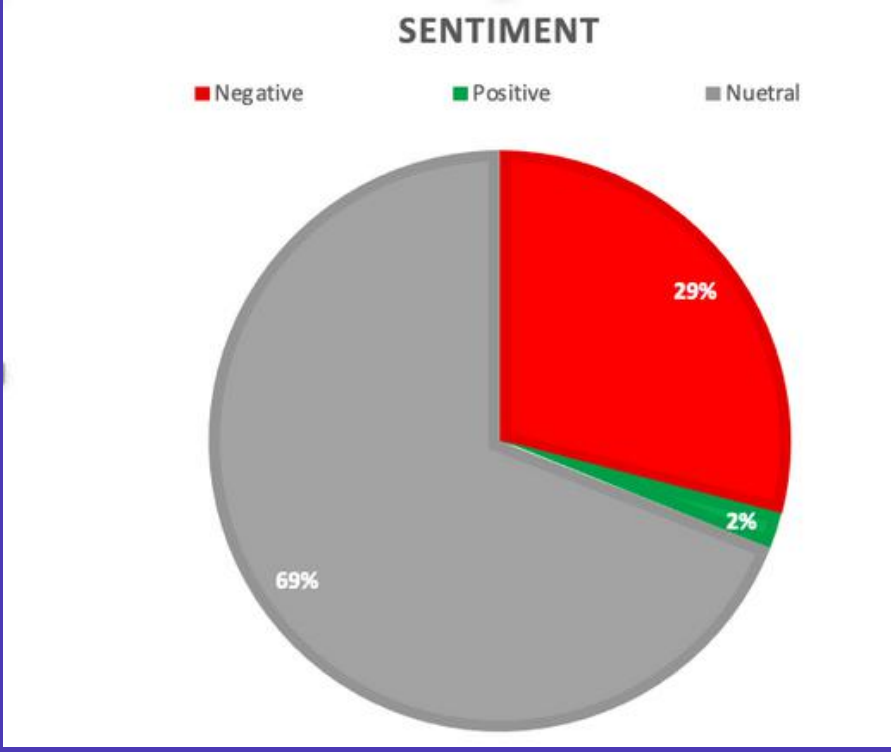
The most **positive conversations** on this platform surrounded Cancer Survivor stories. These stories are often uplifting and occur during Breast Cancer Awareness month of October. However, not all survivor stroies were included as positive due to the negative symptoms of cancer treatments such as hairloss and breast removal.

Negative Conversations

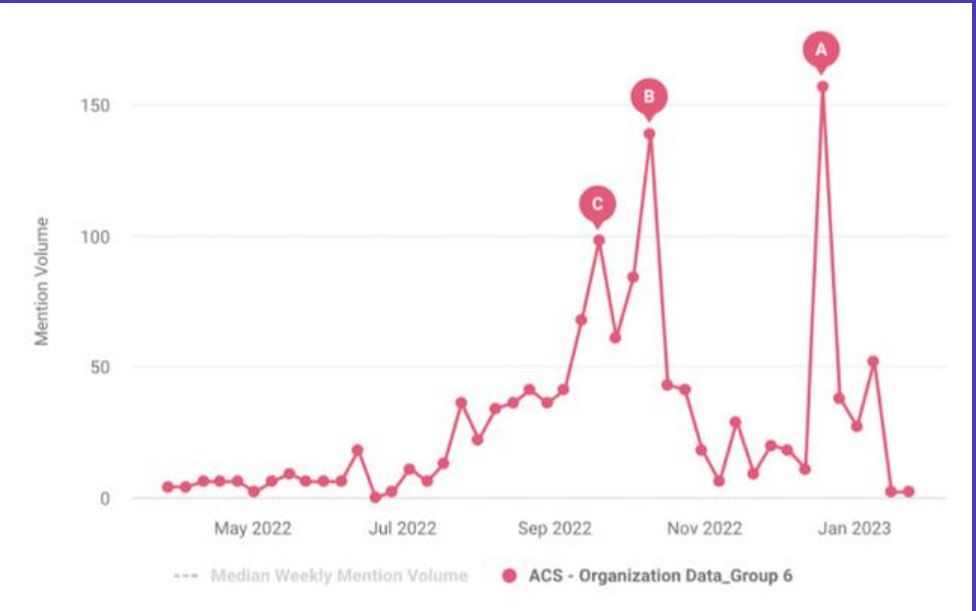
n=376

The most **negative conversations** on this platform included the emotional and physical distress that occurs with diagnosis of Breast Cacner such as mastectomies and radiation. This accounted for a large portion of the nagative conversations while a few discussions spoke about negative experiances in a clinical setting.

Sentiment Analysis



Spike Analysis



A: Hashtag campaigns are driving conversions on Tumblr during this time. Hashtags are #DriveForChevy #AmericanCancer #CancerPreventions n=159, December 19 2022

B: This Spike aligns with ACS's push for Brest Cancer Awareness month in October. Conversations include prevention and examinations with hashtags such as #BrestCancer and #BreastCancerAwareness n=139, September 10, 2022

C: The conversation prior to Spike B is about discussions on fundraising for Breast Cancer Awareness Month. Hashtags included: #PinkRibbion n=41, September 19, 2022

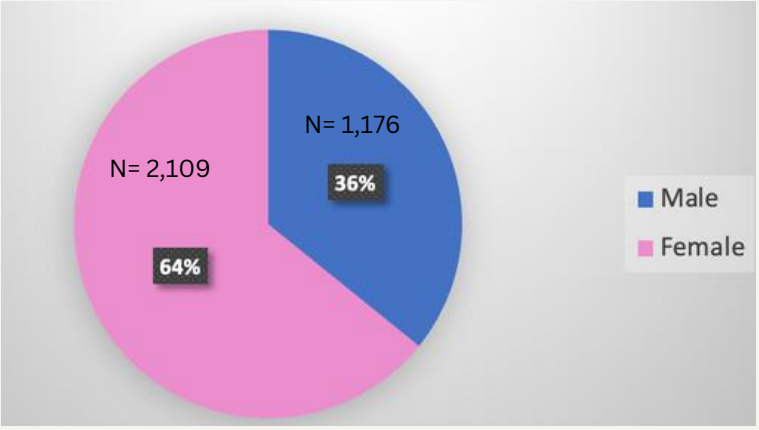
TOPIC DATA: THEME ANALYSIS

TOPIC DATA: THEME ANALYSIS

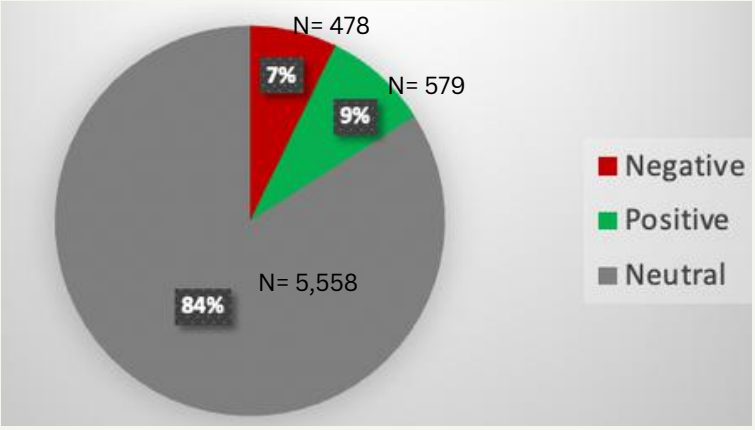
THEME: CANCER TREATMENTS

N= 6,091

Gender Breakdown



Sentiment Breakdown



TOP HASHTAGS

#WeDriveFor

#Chevy

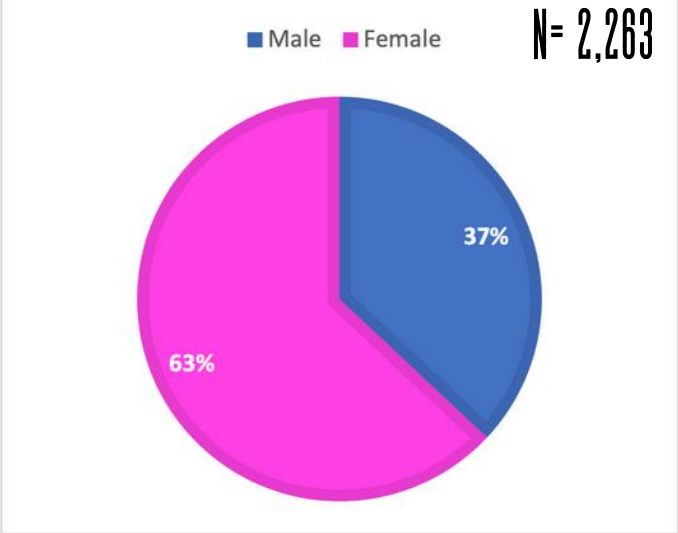
TOP MENTIONS

- The 9% (N=579) of Positive Conversations are about an event that the American Cancer Society held in Long Island where 60,000 people came to show their support to Making Strides Against Breast Cancer. In hopes of raising money of finding treatments and a cure for the disease.

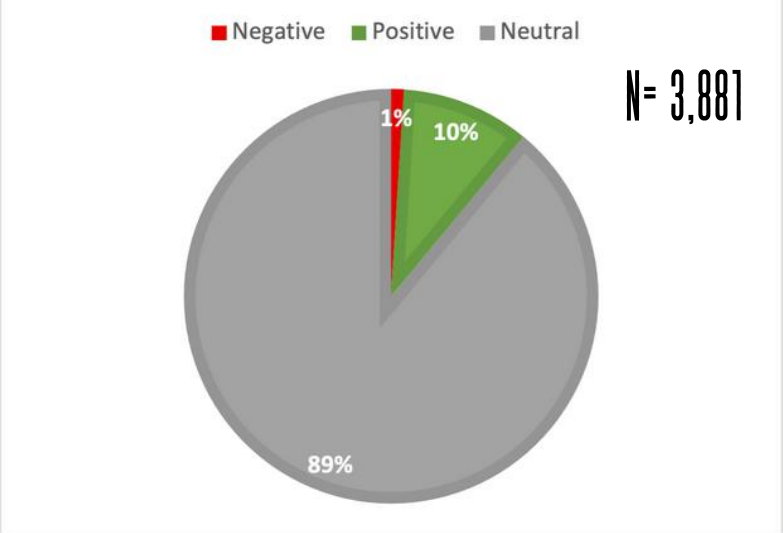
- The 7% (N=478) of Negative Conversations are about the sad and unfortunate people who were not able to get cancer treatments. Unfortunately passed away from Breast Cancer.

THEME: CANCER SURVIVORS

Gender Breakdown



Sentiment Breakdown



TOP HASHTAGS

#RealMenWearPink
#CancerSurvivor
#WeDriveFor
#CancerSurvivor

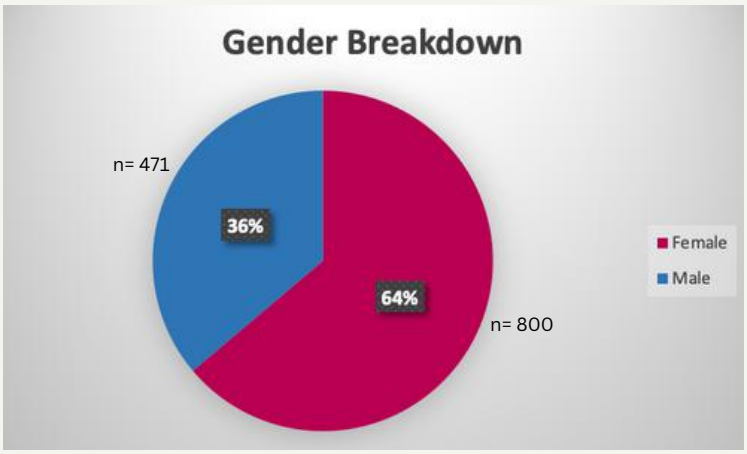
- The 10% of Positive Conversations is typically celebratory of recently or previously cancer-free patients. Also, of family members whose loved ones are cancer free. This positivity among survivors drives other positive sentiments among retweeters and sharers.

- The 1% of Negative Conversations detailed improper treatments received by cancer survivors. Improper treatment within treatment was seen by the survivors as an additional hardship during their treatment.

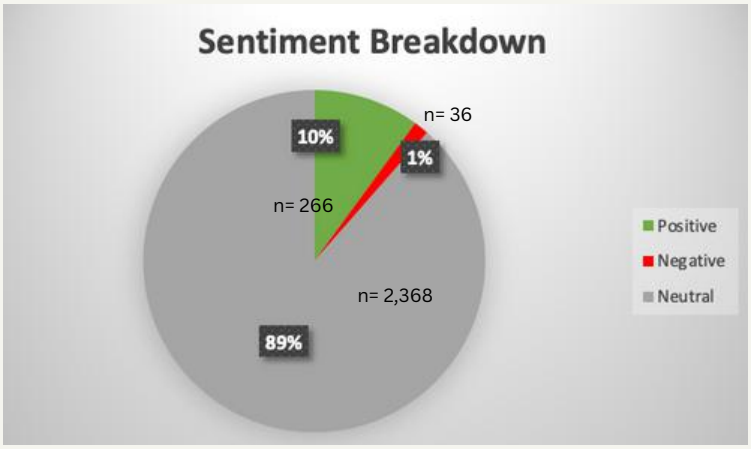
TOP MENTIONS/HASHTAGS

THEME: PREVENTION/EARLY DETETCTION

N= 2624 TOTAL



N= 1,271



N= 2,623

TOP HASHTAGS

#WeDriveFor
#getscreened
#cancerawareness
#breastcancerawareness

- The 10% (N=266) of positive conversations surround success stories of people getting screened and detecting breast cancer and being able to get treated. Additionally, positive conversations promote the good aspects of getting screened and even self-screening at home and how it could save your life as well as others.

- The 1% (N=36) of negative conversations surround certain abnormalities being overlooked at a preventative screening and then eventually catching the said abnormality too late. Or people relying only on symptom detection and not going to a screening and ending up regretting it. Most discussions involve this and the loss of loved ones.

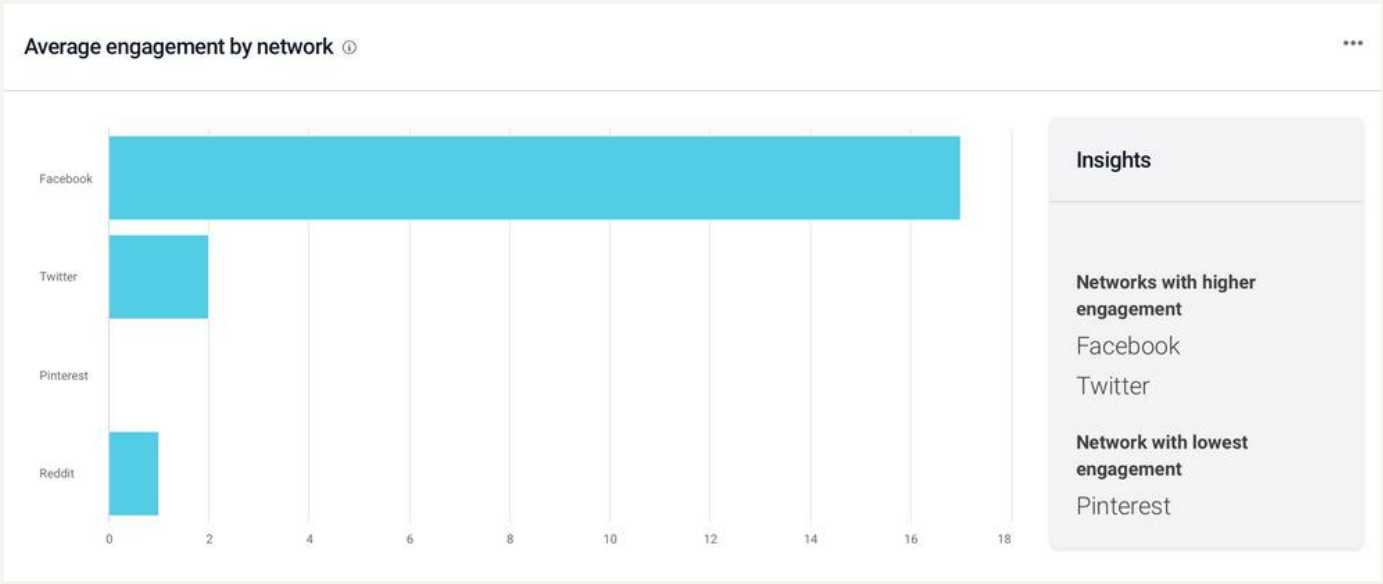
TOP MENTIONS

ALTERNATE ANAYLIS USING

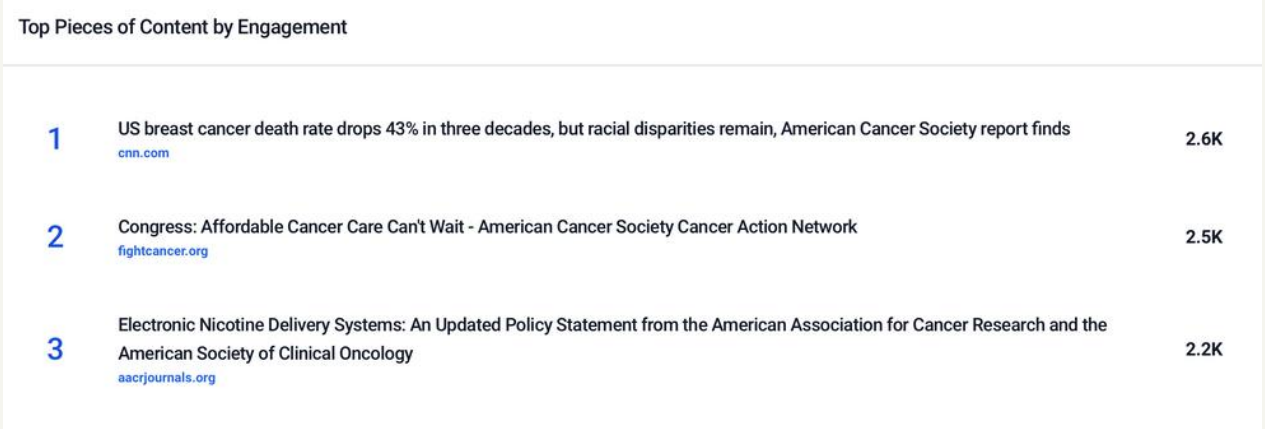
BUZZ SUMO

Word Cloud:

ACS Engagement Insights :



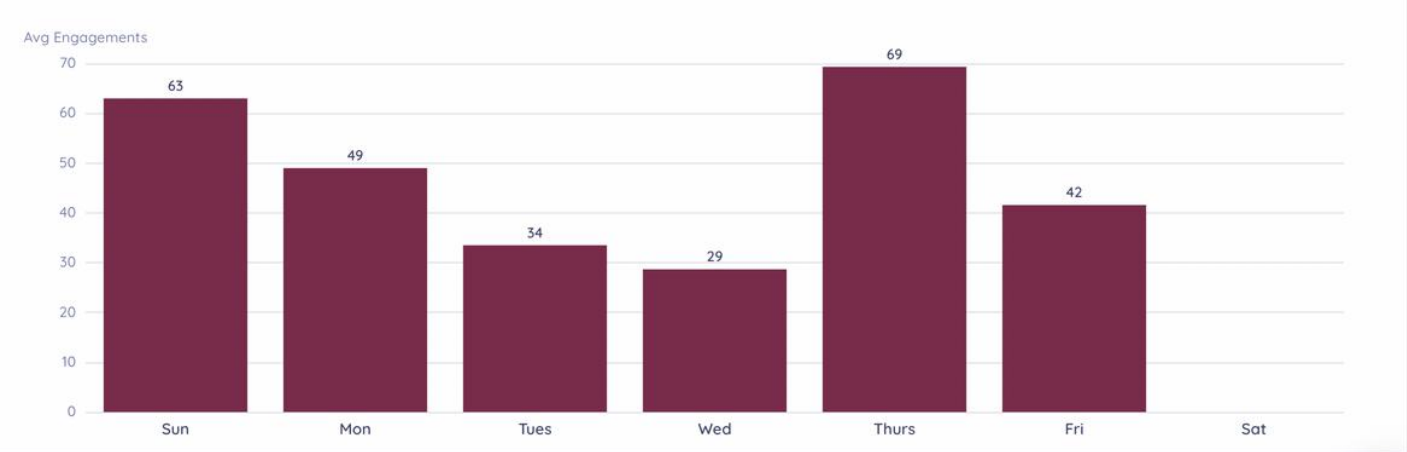
- **BuzzSumo provided good topics and themes related to the organization; however, it did not proved good insights into the needed platforms we focused on. Pieces of Content were useful in helping us identify where the best new outlets are for us to submit articles for publication if needed. The word cloud was useful in helping identify the most common topics currently found online.**



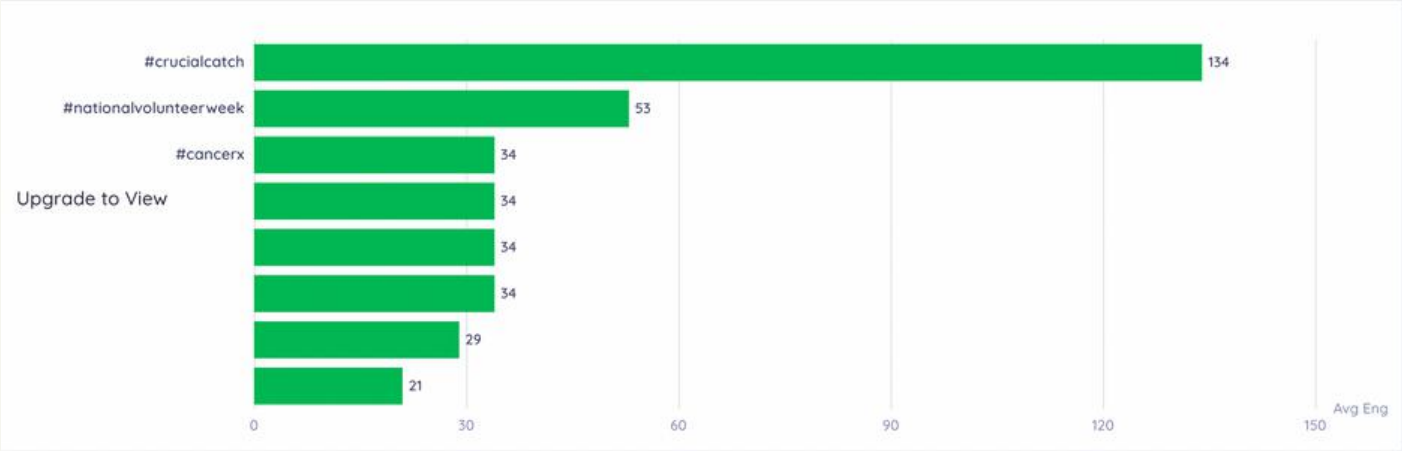
ALTERNATIVE ANALYSIS TOOL

KEYHOLE

Average Engagements By Day



The above graphic shows the average engagement on American Cancer Society posts throughout the week. As you can see Thursdays and Mondays have the highest averages and are the days where the American Cancer Society sees the highest engagements on their posts throughout the week



The above graphic shows the top hashtags on the American Cancer Society post and the total engagement for each hashtag. You can see that #crucialcatch, #nationalvolunteerweek, and #cancerx were the top 3 hashtags that had the highest engagement for each post.

The site was very easy to navigate and did have some insightful analytics that could be used to examine Twitter analytics. Although I was able to get a free trial there were many options that were unavailable because I didn't have an upgraded version of the software which restricted me from being able to access a lot of the information. It also only had access to analytics from the month of April which doesn't give much of a range of all of the analytics that are available on Brandwatch.

APPENDIX

ORGANIZATION DATA

"American Cancer Society" OR @americancancersociety OR #americancancersociety OR @AmericanCancer OR #ACS OR #EveryCancerEveryLife OR #CancerStories OR #CancerSurvivor OR #CancerFree OR (#BreastCancer AND #americancancersociety) OR (Breast cancer AND "American Cancer Society")

PEER ORGANIZATION DATA

"LiveStrong Foundation" OR "LIVESTRONGARMY" OR "LiveStrong Army" OR "American Institute for Cancer Research" OR "AIRC" OR "Cancer Research Institute" OR @livestrong OR @livestrongarmy OR @aicrtweets OR @cancerprevention OR @CancerResearch OR @cancerresearchinstitute OR @theNCI OR #livestrong OR #LivestrongArmy OR #AIRC OR "Cancer.gov" OR "cancerresearch.org" OR "livestrong.org" OR "aicr.org" OR #TheNIC NOT #Sustainiblebuilding NOT #Fashion NOT #emergingtech NOT #dubai NOT #smallcaps NOT #Nature NOT "Health Shots"

TAGS: MINI BOOLEAN

"American Cancer Society" OR @americancancersociety OR #americancancersociety OR @AmericanCancer OR #ACS OR #EveryCancerEveryLife OR #CancerStories OR #CancerSurvivor OR #CancerFree OR (#BreastCancer AND #americancancersociety) OR (Breast cancer AND "American Cancer Society") NOT (#wcc2022)