

Girl Scouts

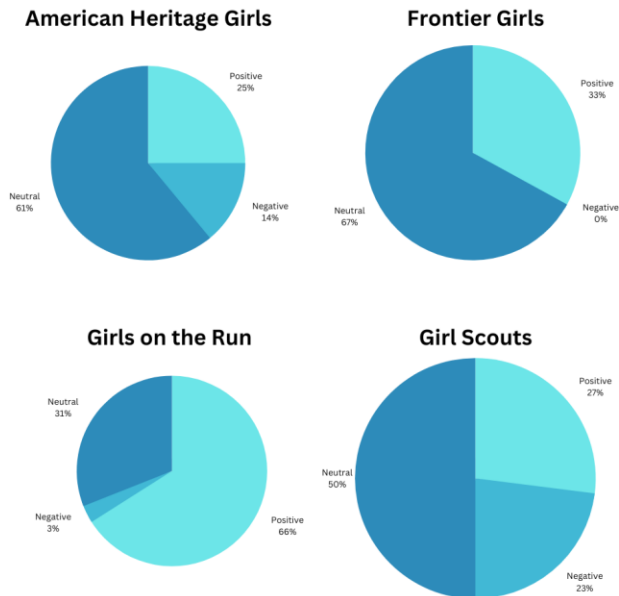
ADPR 7750/5750

Madeleine Morris | Rachel Egan | Madison Dickinson | Davia Allen

Blog Post

Based on the analytics from the Girl Scouts BrandWatch, the nationwide company has an extremely prominent social media presence. From May 2023 to July 2023, the organization experienced over 48 thousand interactions on the internet and social media combined. The next closest similar organization, Girls on the Run, has had 3,927 mentions on the internet and social media. Other not-as-distinguished organizations, like Frontier Girls and American Heritage Girls, have exhibited even less social media activity.

Girl Scouts headquarters are located in Savannah, Georgia, but after further analysis, we saw that top influential leaders came from Girl Scouts Troops all over the country. Our top two influential users on Twitter come from Ohio and Pennsylvania.



All 4 organizations had their posts classified as neutral more often than not, ranging from 31% neutral to 67%. Sentiment analyzes the wording and context of content and categorizes the posts as having a negative, a positive, or a neutral tone. Out of all 4 organizations, Girls on The Run had the most positive content, at 66%, while Girl Scouts had the most negative content, at 23%.