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CASAAMedia

Samantha Henning, Missy Harris & Caroline McCarthy

Social media Engagement & Evaluation



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Executive Summary

- Tools: Crimson Hexagon
 - Twitter monitor:
 - 12/19/13-4/10/16
 - 11,381 followers
 - 13,144 posts
 - Buzz monitor:
 - 1/1/15- 5/1/15
 - 6.3 billion impressions
 - 1,220,000 posts
- Social Media Platforms
 - Twitter: 83%
 - Tumblr: 12%
 - Forums: 5%
 - Facebook: < 1%

Executive Summary

□ Actionable Insights

- Most users engage with @CASAA through hashtag and hyperlink usage, with sentiment being expressed more through hashtags
- The western region of the U.S. has the most positive sentiment regarding e-cigarettes
- Men and women who talk about e-cigarettes also talk about other topics, but topics vary widely by gender
- Men who talk about e-cigarettes tend to talk about Derby County F.C. more than any other topic not relating to e-cigarettes

Executive Summary

- Recommendations
 - @CASAA should have a campaign to partner with Derby County F.C., a soccer club in England, for an e-cigarette giveaway or contest
 - Use more hashtags and hyperlinks in posts
 - Develop a Snapchat account

Statement of Business Problems

@CASAmedia is a nonprofit NGO that works to spread the word about the availability of e-cigarettes and reduced-harm alternatives to smoking. To get this word spread across social media platforms, we @CASAmedia needed to find who to focus their posts towards, and using what types of information in order to create the most engagement.

Suggested Goals

To find out if:

- Do certain regions of the United States talk more about e-cigarettes than others?
- Are men or women more outspoken about e-cigarettes?
- Do certain time periods of the day receive more social media traffic?
- Which social media platforms are used the most by users talking about e-cigarettes?

Become an influencer in the conversation about e-cigarettes



KPIs

■ Twitter:

- Retweets
- Likes
- Replies
- Mentions
- Number of Followers

■ Tumblr:

- Reposts
- Likes
- Mentions

■ Facebook:

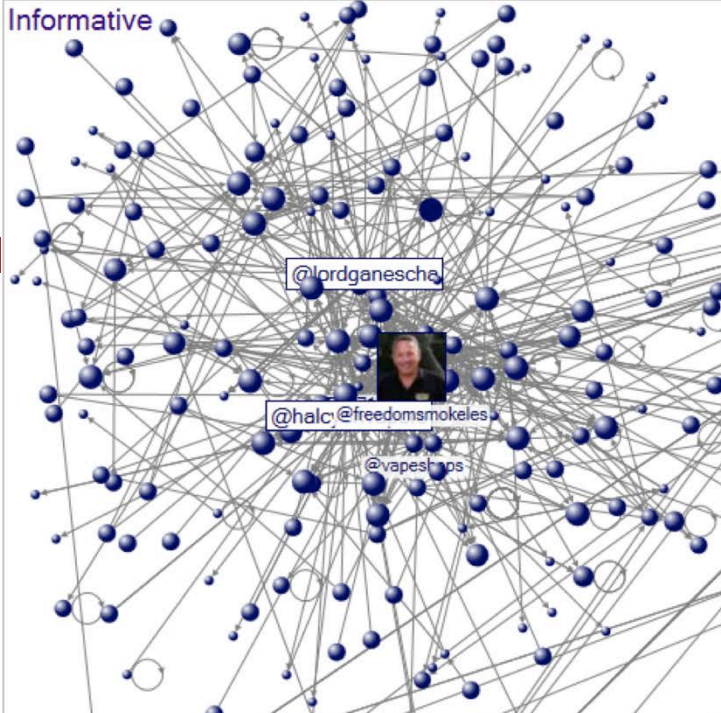
- Shares
- Likes
- Comments

Insights: Networks

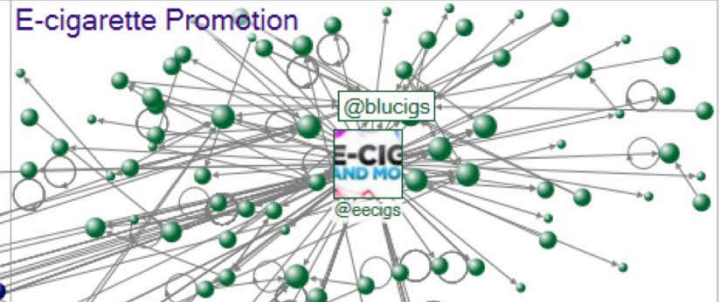
NodeXL

- We gathered all of the tweets from our boolean search, and loaded them into NodeXL. After breaking them down by group and categorizing the, we learned that the tweets that received the most interaction were either informative, promotional or regarding an event. If @CASAAmedia wants to be involved in these conversations, we recommend they host events and offer facts and information regarding e-cigarettes and vaping.

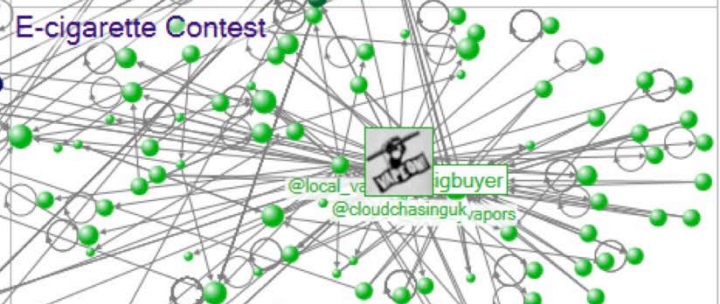
Informative



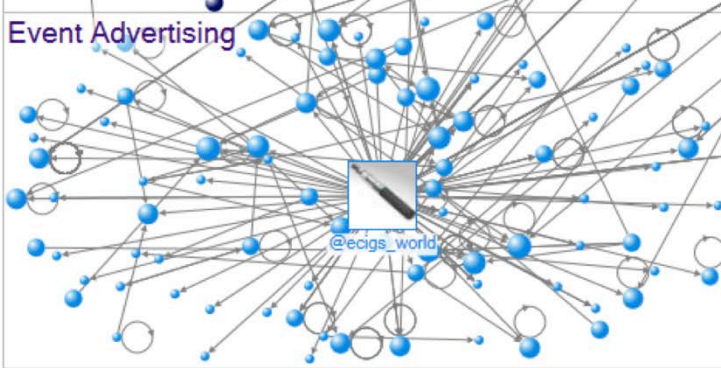
E-cigarette Promotion



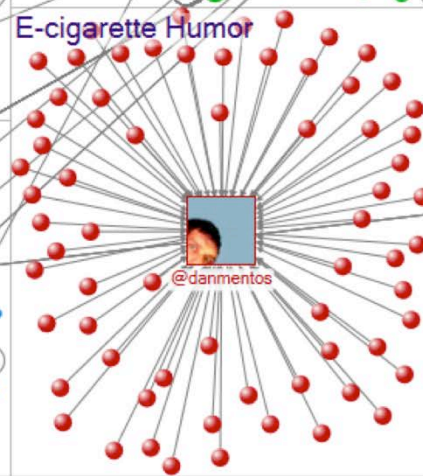
E-cigarette Contest



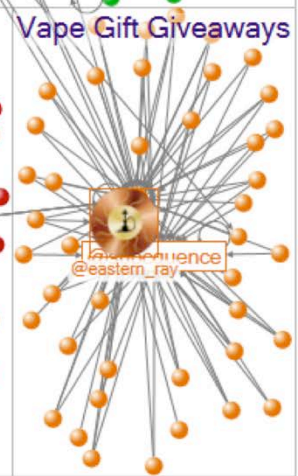
Event Advertising



E-cigarette Humor



Vape Gift Giveaways



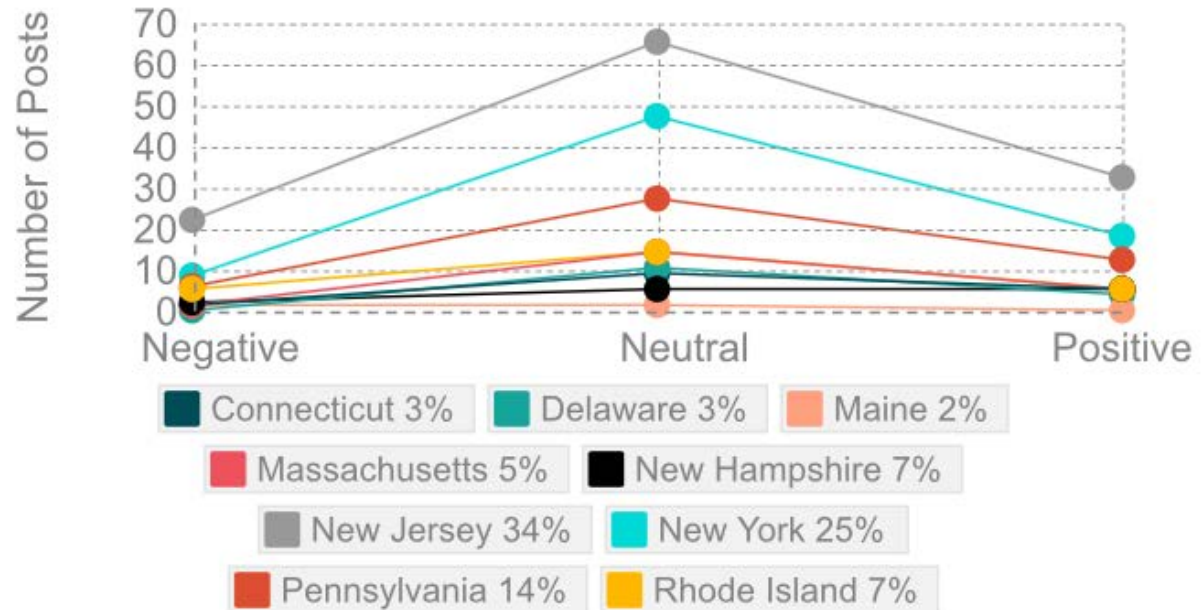


Insights: Regions- Owned Data

We broke down the United States by region, and examined each region's tweets. The most important regions, to us, were the western, northeastern, and southern regions of the U.S. E-cigarette usage in the Western region of the United States is very high, so we are not surprised by the findings in this pivot table. We found that in Oregon, Nevada and Colorado, specifically, sentiment towards e-cigarettes is very positive. New Jersey is overwhelmingly the largest tweeting state throughout the Northeastern states, followed by New York. Also, there is more positive sentiment from New Jersey and New York than there is negative sentiment. From this, we conclude that New York and New Jersey are hubs for the vape community. The southwestern region of the United States, overall, holds not very many e-cigarette users, based on the 525 total tweets we analyzed. Texas tweets the most, but that could be due to the large population in Texas.

Insights: Regions- Northeast

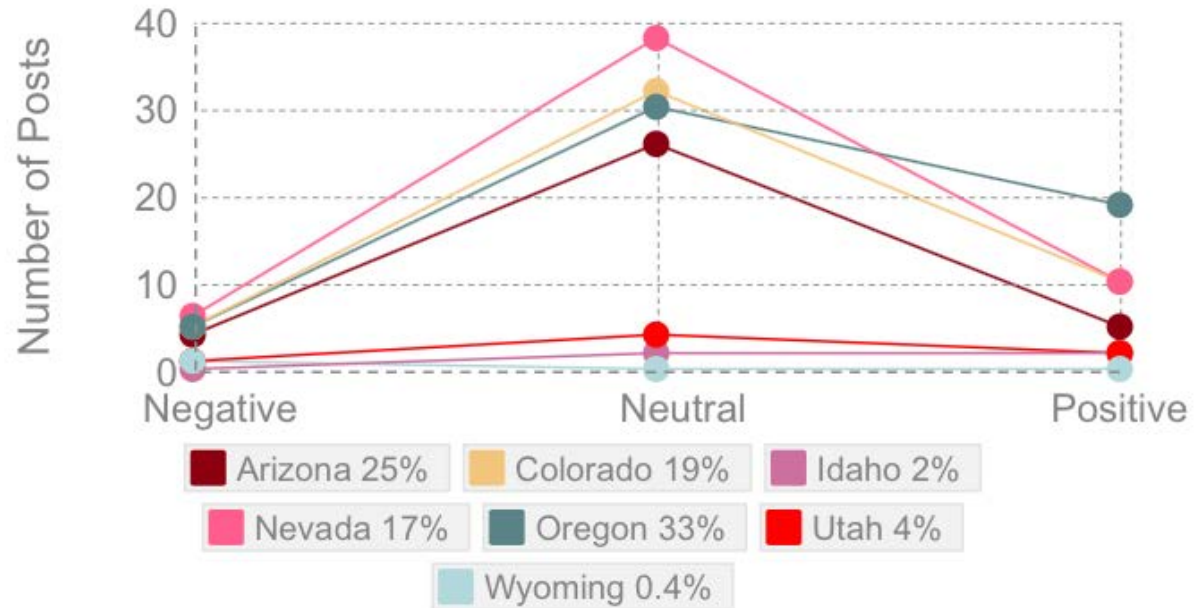
When analyzing the northeastern states, we found that the most tweets came from New York and New Jersey. With this, we conclude that there is a large amount of vape users in those two states.



Northeastern States: 674 total tweets

Insights: Regions- West

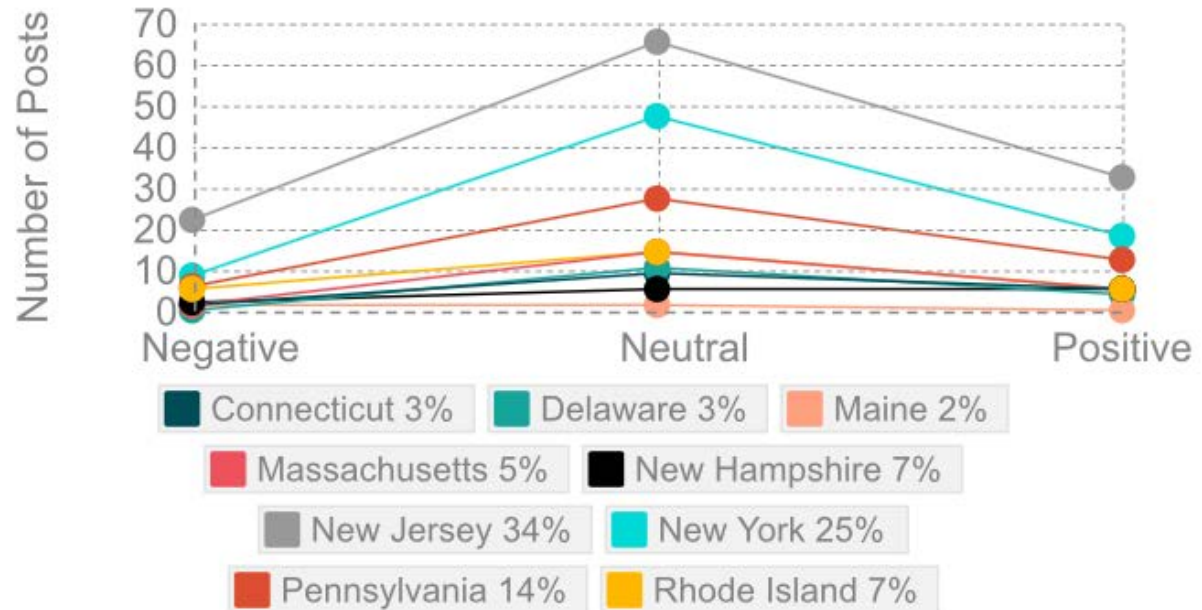
E-cigarette usage in the western region of the United States is very high, so we are not surprised by the findings in this pivot table. We found that in Colorado specifically, the positive engagement from twitter users was very great.



Western States: 483 total tweets

Insights: Regions- Southwest

After analyzing tweets in the southwest, we found that these states are not avid e-cigarette users and do not interact often with @CASAAmedia. This could mean that overall they have neutral sentiment in regards to e-cigarette usage and do not feel compelled to tweet about it, or they are not e-cigarette users.



Northeastern States: 674 total tweets



Insights: Regions

The most important regions, to us, were the western, northeastern, and southern regions of the U.S. E-cigarette usage in the Western region of the United States is very high.. We found that in Oregon, Nevada and Colorado, specifically, sentiment towards e-cigarettes is very positive. New Jersey is overwhelmingly the largest tweeting state throughout the Northeastern states, followed by New York. Also, there is more positive sentiment from New Jersey and New York than there is negative sentiment. From this, we conclude that New York and New Jersey are hubs for the vape community. Knowing this, it could be beneficial for @CASAA to partner with a local vape shop or e-cigarette company in those regions to set up giveaways or contests to interact with the users and get people talking about their organization.

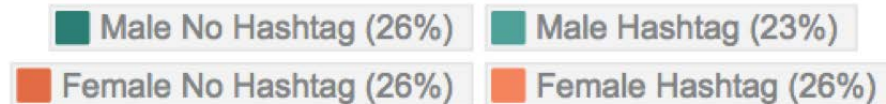
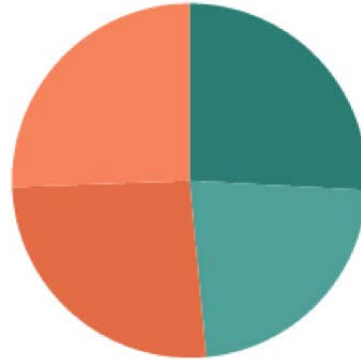


Insights: Hashtag & Hyperlink Usage

To further our analysis, we applied filters to the downloaded data of male and female sent tweets to CASAA. First, we tried to compare the male use to the female use of hashtags and hyperlinks; however, our data showed that both males and females use more hyperlinks and less hashtags when engaging with CASAA on twitter. With this information we compared the entire post list to the use of hashtags and hyperlinks.

Insights: Hashtag Usage

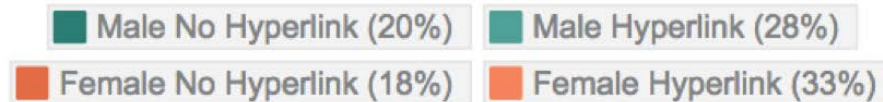
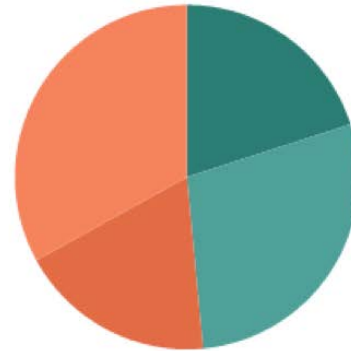
Actionable Insights:
If @CASAAmedia wants to relate to their male audience, we suggest they do not use a hashtag because they will more likely get a response. But when trying to engage with females, the use of hashtags will not affect their response rate.



Overall Hashtag Use

Insights: Hyperlink Usage

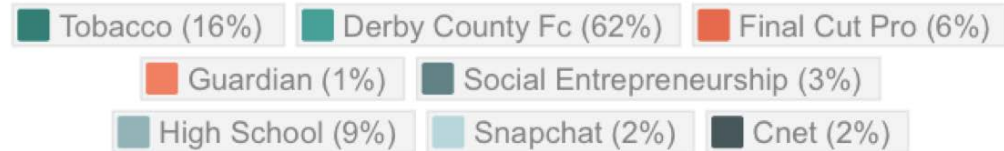
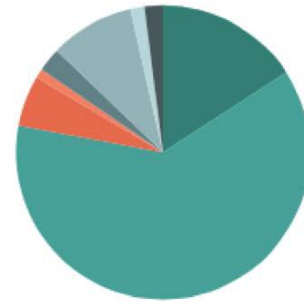
Actionable Insights:
In regards to
hyperlinks, males and
females engage with
hyperlinks more often
than not. This means in
order to better
connect and interact
with users,
@CASAAmedia should
use post more
information with
hyperlinks



Overall Hyperlink Use

Actionable Strategy: Interact with Males

Most of the males that tweet about vaping and ecigarettes also tweet about Derby County F.C. and tobacco.



Affinities of Male Tweets

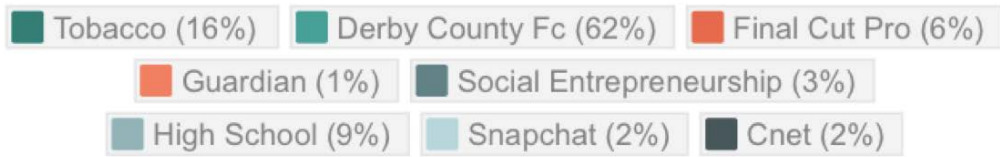
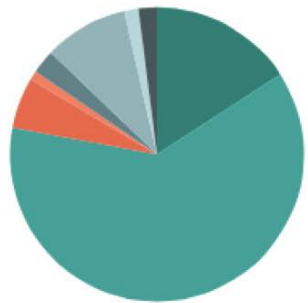
Actionable Strategy- Interact with Males

In order for our stakeholder to interact with males on Twitter who also talk about e-cigarettes, it is vital for their social media presence to appeal to the males' interests. For example, @CASAAMedia should talk about Derby County, FC, an English soccer club, because this topic of conversation is very popular among their male audience. Additional topics that our stakeholder should include in their conversations with males are tobacco and high school. Even simply using a popular tobacco hashtag in their tweet to get the attention of males would help with their overall social media presence.



Actionable Strategy: Interact with Females

On twitter, the women that talk about vaping and ecigarettes also talk mainly about high school, archaeology, tobacco, and snapchat.



Affinities of Male Tweets



Actionable Strategy- Interact with Females

To appeal to the female audience, @CASAAMedia should consider including conversations on their social media platforms about high school, Archaeology and snapchat. By sparking conversation, the @CASAAMedia will increase its female followers and interactions through likes, retweets and mentions.

> Proposed Next Steps

Based on the previous graphs we suggest that our stakeholder @CASAAmedia look to partner with Derby County F.C. for a social media campaign to get involved with the conversation of males on Twitter. In addition, we propose that our stakeholder consider making a snapchat account and tweeting about this account to start conversation and appeal to new followers, predominately female followers.

Proposed Next Steps

Looking at our NodeXL networks, we found that many Twitter users that are interest in e-cigarettes also interact with Tweets about Vape Contests, Vape Festivals and Vape Giveaways. We suggest that our stakeholder should try to host and promote one of the listed items above. If @CASAAmedia does not want to host a contest or giveaway, then we suggest that they at least join in on the conversation about those activities. This way, @CASAAmedia can attract new followers to view their tweets and ultimately learn more about vaping and e-cigarettes.

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