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Welcoming America
& Immigration

Social media **E**ngagement & **E**valuation

Introduction

- The Team:
  - Angela Edmonds
  - Qiuhui Li
  - Sarah Lindsay
  - Chris Shea

Background & Challenges

- 3,457 followers
- 1,974 tweets
- On Twitter since May 2010
- Model:
  - Connect
  - Build
  - Change
- Lack of social presence and engagement
- Overwhelmingly negative immigration Twitter conversation
- Lack of diversity in audience

Goals

1. To become a national center of social media conversation concerning immigrants in the U.S.

2. Utilize the conversation surrounding the upcoming Presidential election in order to advocate their mission

Research Overview

Owned Data:

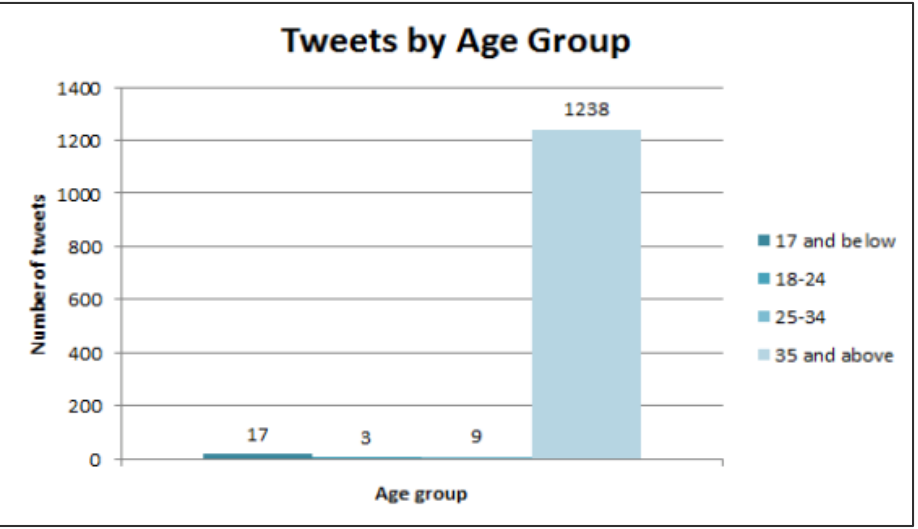
Our monitor covers tweets sent by Welcoming America (@welcomingUSA) from December 19, 2013 to March 16, 2016.

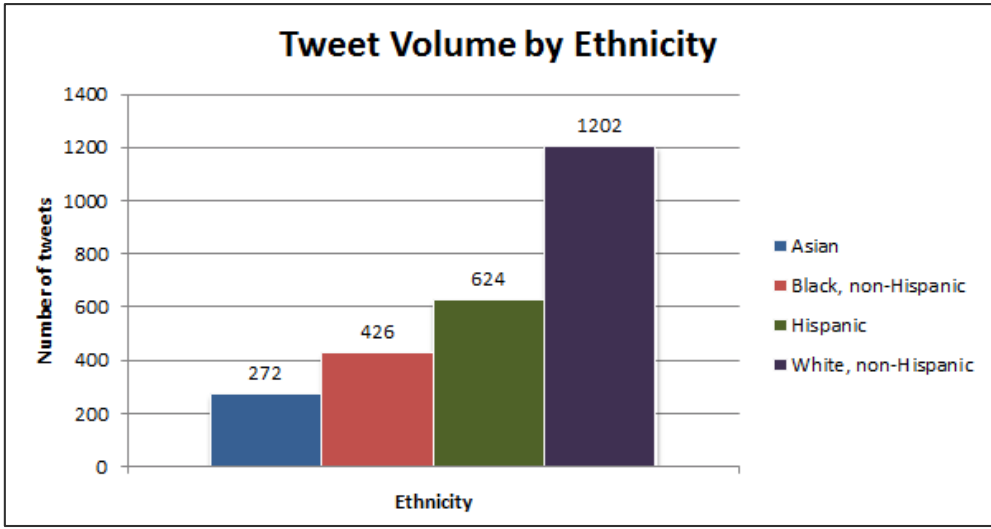
Earned Data:

- Boolean search on Crimson Hexagon.
- Focus on data from July 1 2015-Aug. 31, 2015

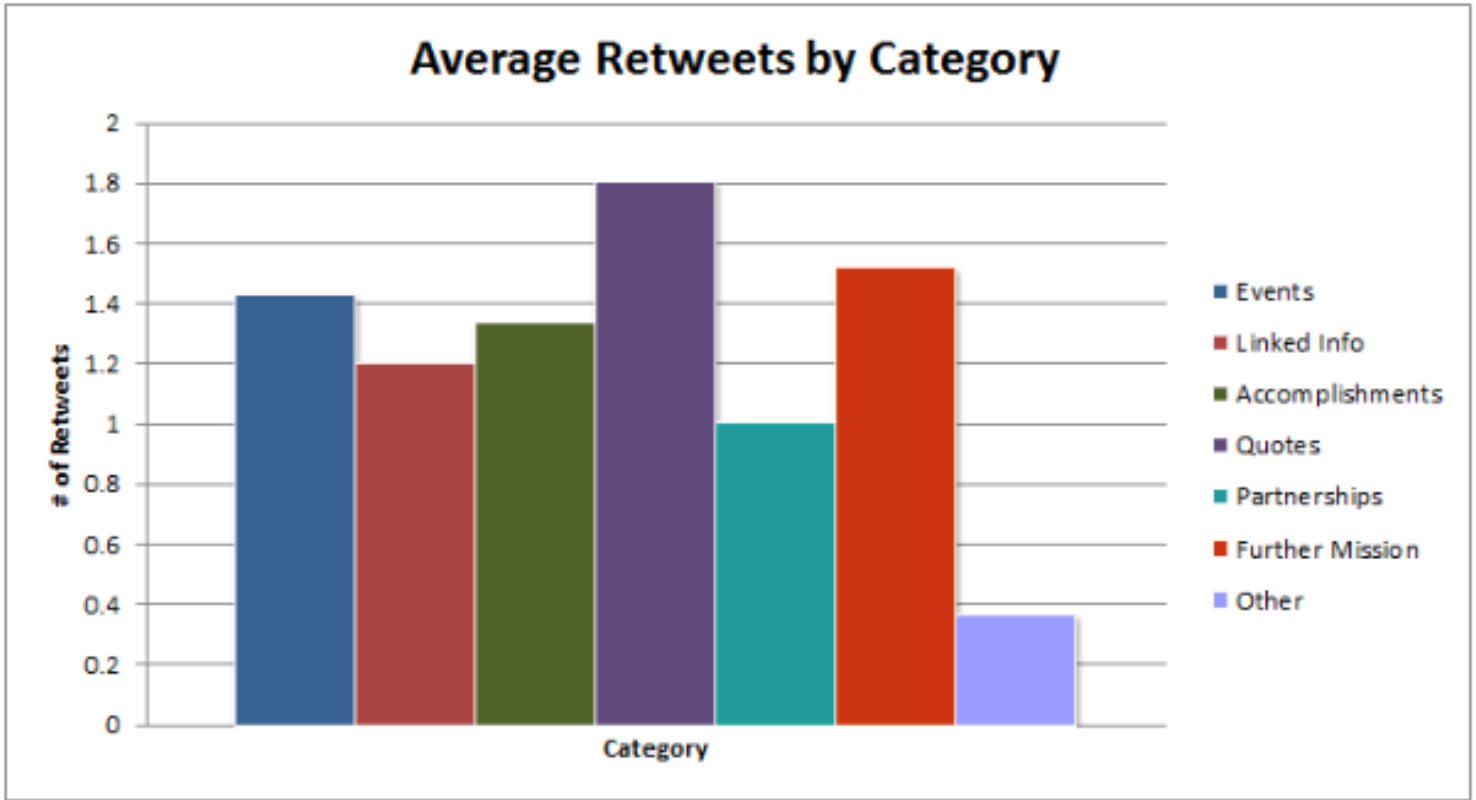
(immigration OR immigrants OR immigrant) AND (trump OR cruz OR kasich OR rubio OR bush OR carson OR GOP OR sanders OR clinton OR "republican party" OR "democratic party" OR "welcoming america" OR policy OR elections OR election OR candidates OR plan OR debate)

Owned Data: Demographics





Owned Data: Engagement

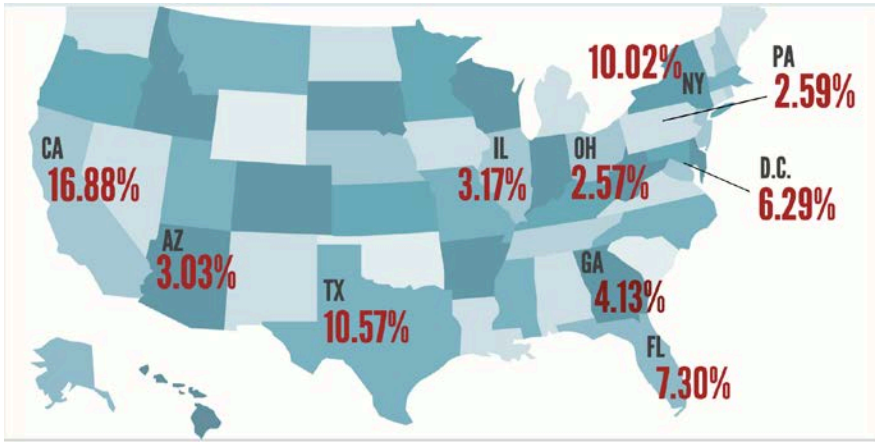


Actionable Insights

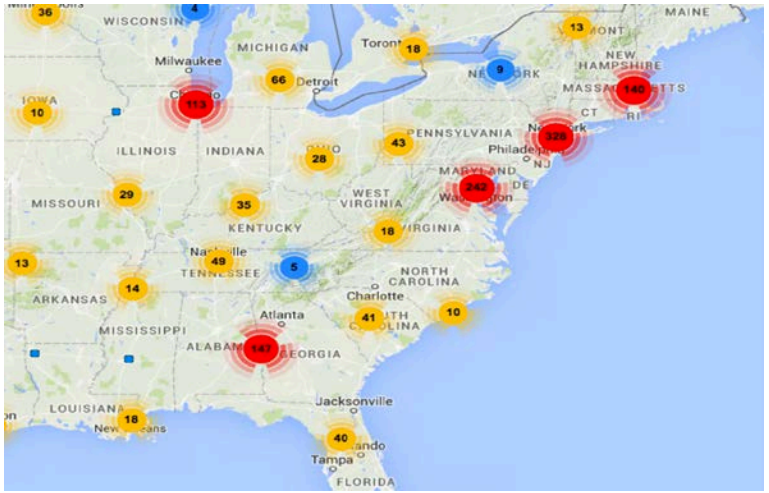
- Geared towards Millennials and diverse ethnic groups
- Engaging content: quotes, mission-based, inspirational, relevant
- More interaction with followers

Earned Data: Geographic

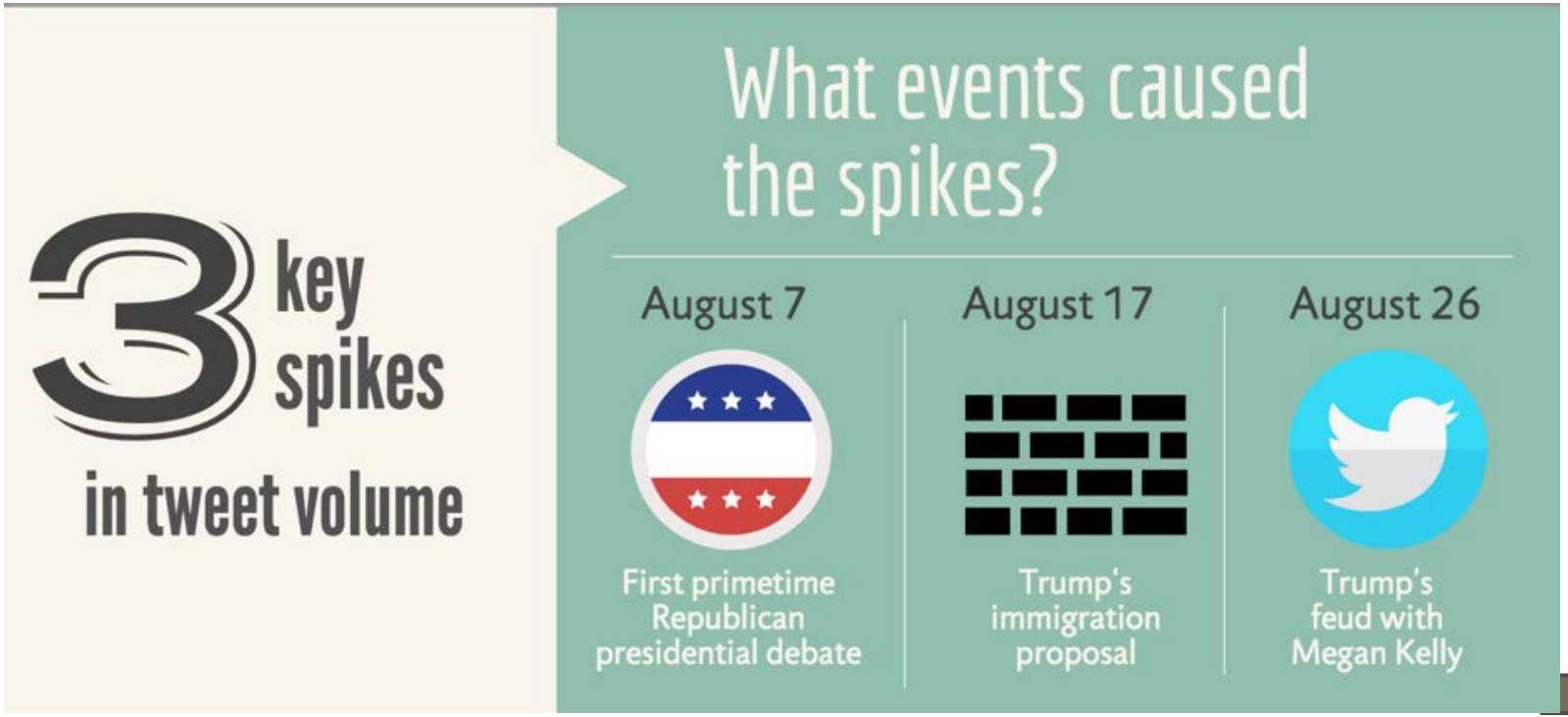
Crimson Hexagon



Followerwonk



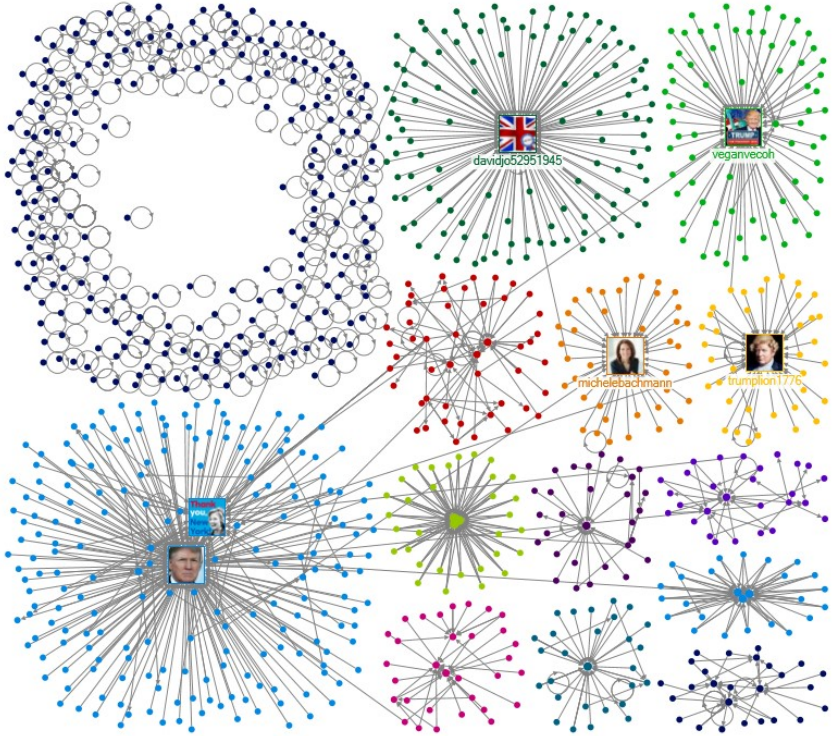
Earned Data: Event Spikes



Actionable Insights

- Opportunities to expand audiences at west cost
  - More interactions with “Influential Users”
- Engage in social media conversations surrounding Political events.
  - Always stay proactive and positive

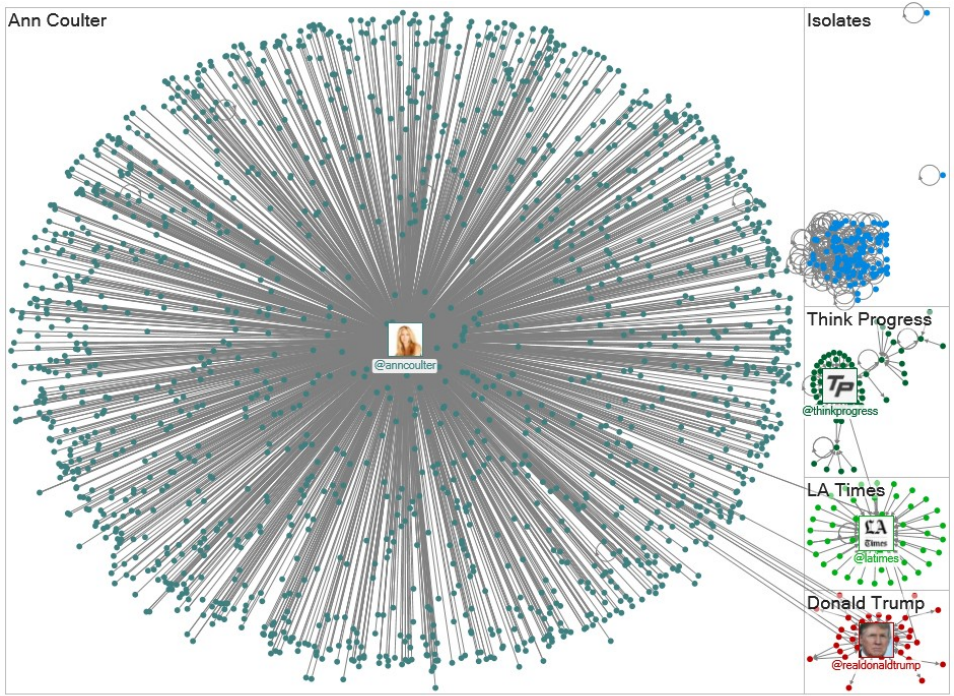
NodeXL: Key Users



Created with NodeXL Pro (http://nodexl.codeplex.com) from the Social Media Research Foundation (http://www.smrfoundation.org)

- Immigration and Clinton
- Key users are bridges to extend audiences.
  - Donald Trump
  - Hillary Clinton
  - David Jones

NodeXL



Created with NodeXL Pro (http://nodexl.codeplex.com) from the Social Media Research Foundation (http://www.smrfoundation.org)

- Immigration and Trump
- The conversation is dominated by Ann Coulter

Suggestions for Future Research

- Take a different approach to earned data
- Explore more of what drives positive sentiments
- Engage more with people who have different demographics

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Thank You

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