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Feeding America

Jill Davis: jad85732@uga.edu

Jharell Ybarra: jdy21520@uga.edu

Data and Data Sources



Timeframe

- Crimson Hexagon (March 1, 2016- September 30, 2016)
- Quintly (September 19, 2016- December 10, 2016)
- NodeXL (March 1, 2016 - November 30, 2016)



Owned Insights

- Twitter: Total Sent Posts (905), Total Engagements (12,837)

Earned Insights

- Total Posts: 113,578
- Twitter: To analyze the Total Volume of Conversation
- Facebook: To analyze The Most Engaged Content



Owned Demographics

- Ethnicity: 8% Asian; 17% black; 6% Hispanic; 69% white
- Engagement by Country: 93% United States, 1% Canada, 6% from various other countries

Earned Demographics

- Twitter Gender: 59% Female, 41% male
- Facebook Gender: 67% Female, 33% Male



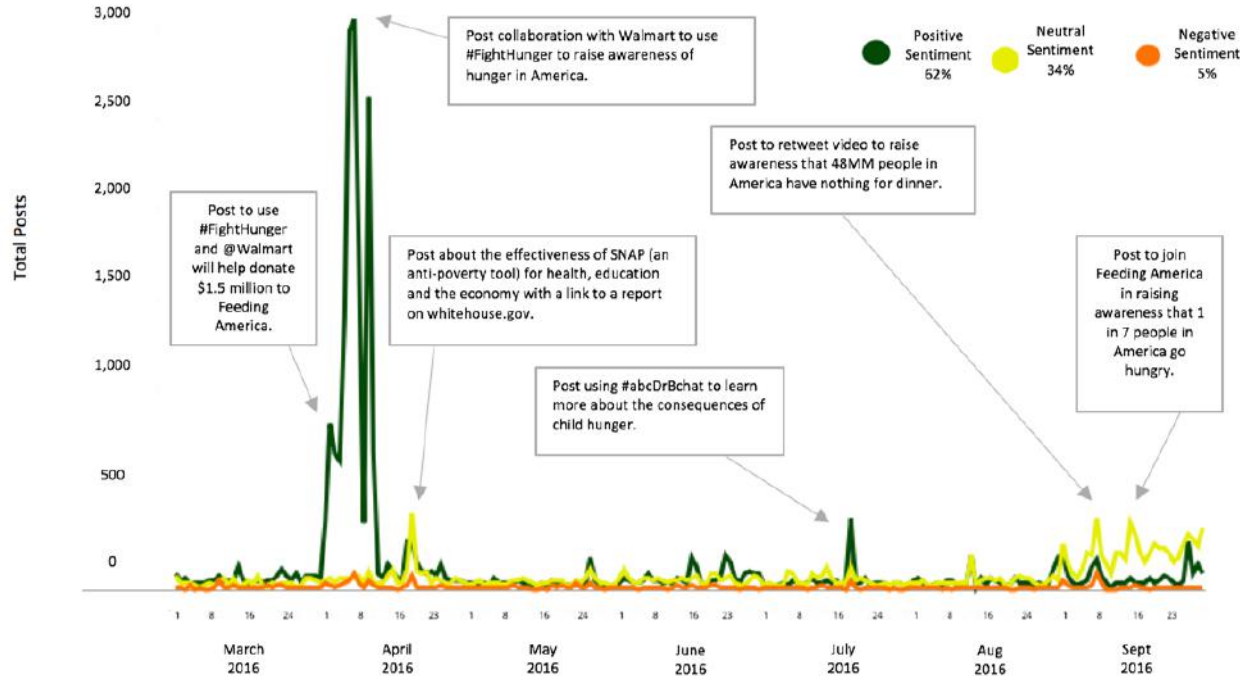
Key Actionable Insights

Main Actionable Insights

- The most successful collaboration with Feeding America is the sponsorship by Walmart that donates \$0.90 per retweet to Feeding America to fight hunger and raise awareness.
- User's tend to engage the most with tweets that contain a video and or a hashtag like #FightHunger or #HungerActionMonth.
- Engagement spikes when celebrities like Alyssa Milano or Joe Jonas endorse and promote Feeding America on Twitter.

Owned Insights

Engagement of Feeding America's Twitter Over Time



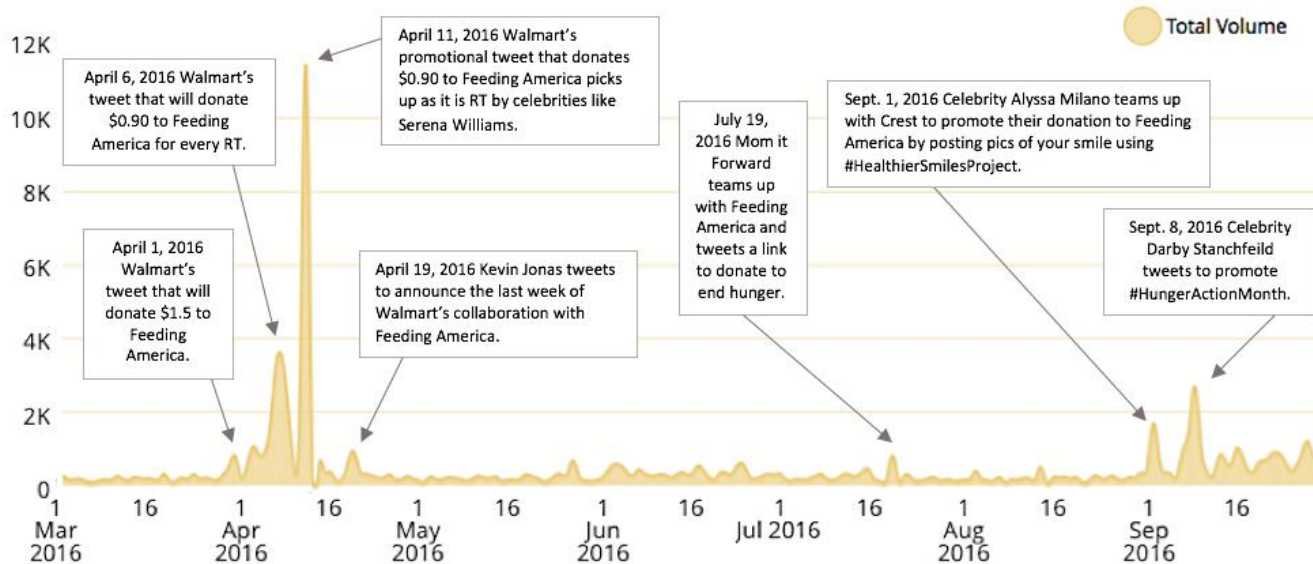
Examples of Engagement Spikes



(One facebook post)

Earned Insights

Volume of Conversation on Twitter Over Time



Feeding America Conversation Spikes

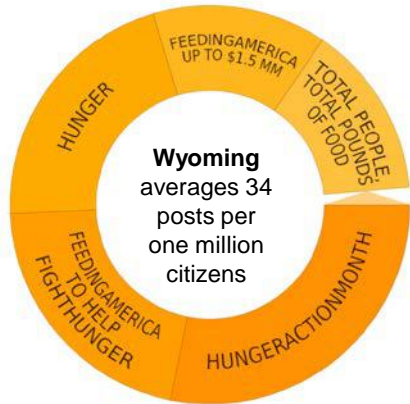
Examples of Conversation Spikes



(One facebook post)

Earned Insights

Geography



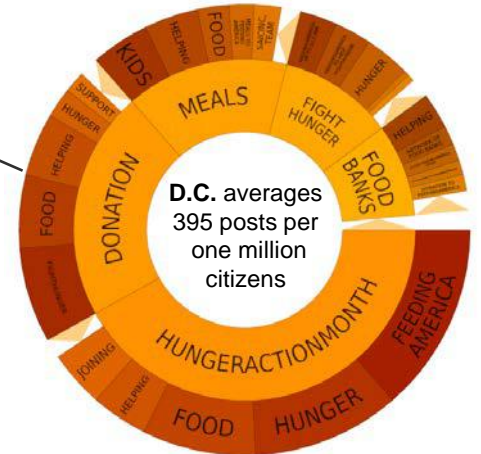
Wyoming has the least posts per capita pertaining to Feeding America. To spread awareness Feeding America should collaborate with local businesses, colleges and political leaders throughout the state by engaging with them on Facebook and Twitter.

Lowest vs. Highest Interaction (Per Capita)



Tweets per capita were analyzed and measured automatically by using Crimson Hexagon.

D.C. has the highest posts per capita pertaining to Feeding America. The tweets relate to donations and most popular hashtags such as #HungerActionMonth. Feeding America should continue the use of hashtags and promoting donations on facebook and twitter.

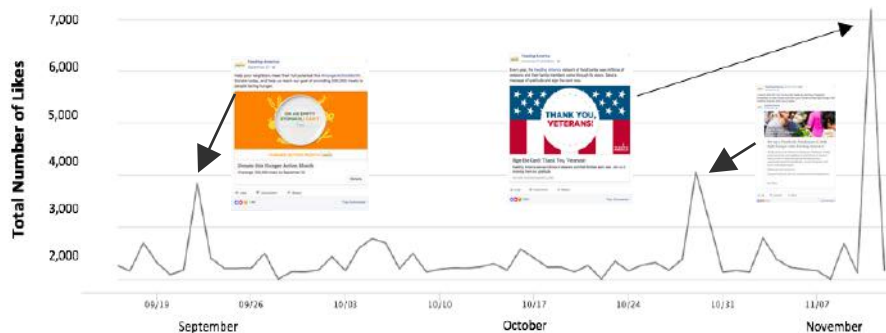


Additional Findings

Facebook

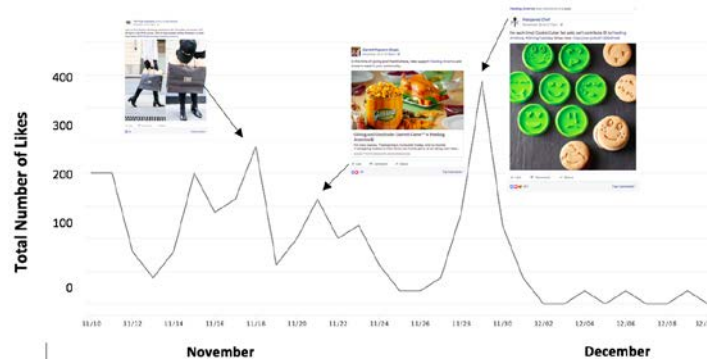


Owned Data
Interaction Rate by Likes



- With Quintly we were able to analyze Feeding America's Facebook page and saw a significant spike in interaction on Nov. 11. Further research found this was due to a post that let you write a letter of gratitude to a veteran.
- Feeding America's Facebook should post more content that is interactive with its users and/or has some type of emotional appeal.

Earned Data
Interaction Rate by Likes



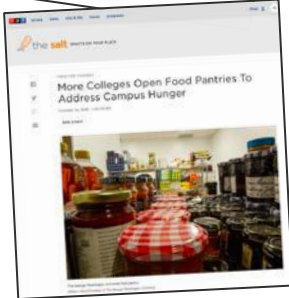
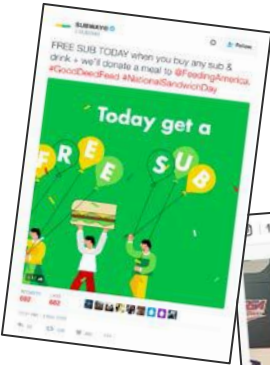
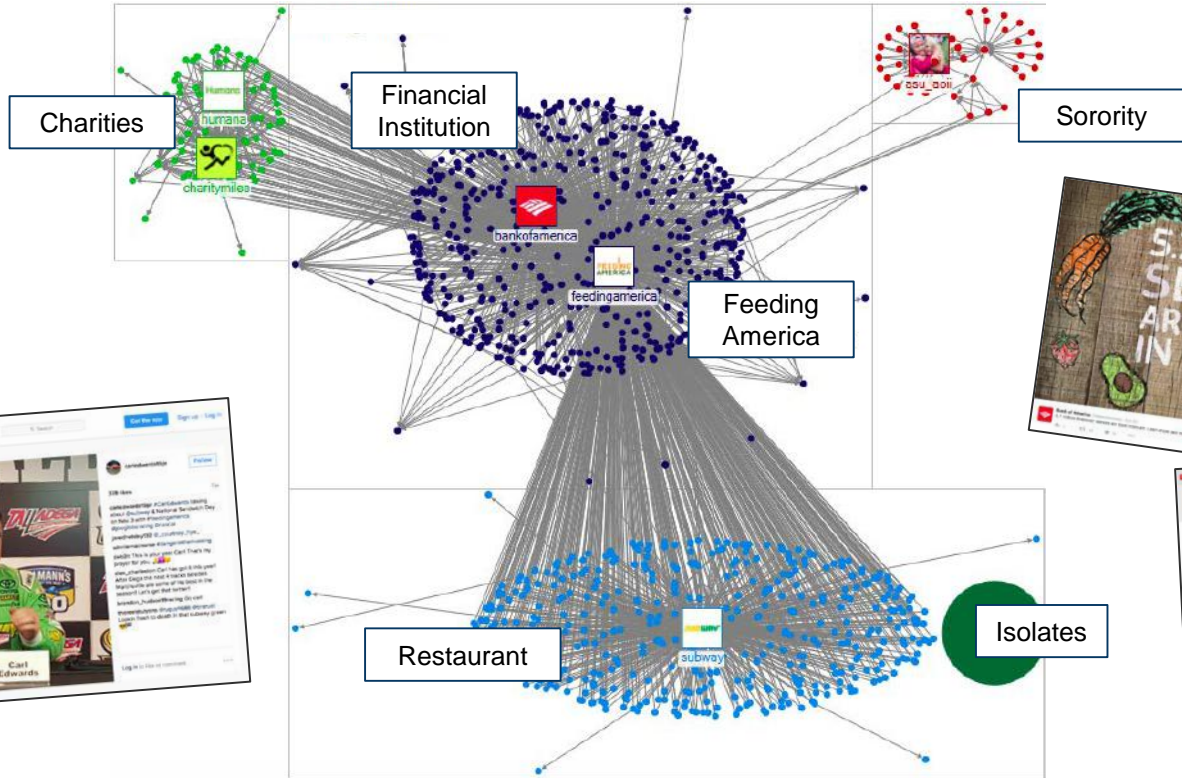
- On Quintly, Pampered Chef and Frye became import promoters of Feeding America on Facebook.
- Feeding America's Facebook should continue teaming with "millennial" brands like Frye and "baby boomer" brands like Pampered Chef to broaden their potential range of engagers.



Network Insights

NodeXL

Data from March 1, 2016 - November 30, 2016





Recommendations

Main Recommendations

- Feeding America should continue to team up with businesses like Walmart, The Cheesecake Factory and Subway as it creates a buzz on both Facebook and Twitter.
- Feeding America should increase the use of hashtags similar to #HungerActionMonth and #FightHunger. Tweets that use these hashtags see higher rates of engagement.
- Feeding America should reach out to local businesses, colleges and local political figures to increase awareness in underpopulated areas.
- Feeding America's Facebook should post more content that is local or interactive with its users and/or has some type of emotional appeal, due to the interaction spikes seen with these type of posts such as the "Veterans Day Letter" campaign.



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