

JDRF FINAL REPORT

AdPR5750: Social Media Analytics



OUR ORGANIZATION

JDRF is the leading global organization funding Type 1 Diabetes (T1D) research. Their goal is simple, to find a cure for T1D, and they will stop at nothing to make this dream a reality.

They help drive scientific progress and research, organize fundraising and advocacy efforts, and continue to deliver new therapies and treatments that are improving the daily lives of T1D patients all over the world.

OUR GOALS



Who are our followers and advocates with influential social media accounts?

- How do we best utilize their social media presence to help spread our message to a larger audience?



How does our audience interact with us during all phases of key events (i.e. Children's Congress)?

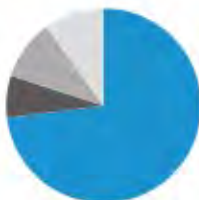
- What opportunities are available to increase involvement (i.e. donations, volunteering, activism, etc.)



What types of posts and keywords engage our audience the most and how can we increase these opportunities?

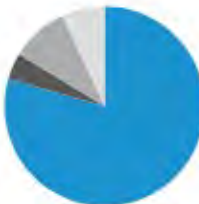
AUDIENCE DEMOGRAPHICS

Age:



■ 35 and over (73%) ■ 25-34 (7%) ■ 18-24 (10%)
■ 17 and under (10%)

Race:



■ White (non-hispanic) (79.41%) ■ Hispanic (4.32%)
■ Black, non-hispanic (9.42%) ■ Asian (6.85%)

Top U.S. Cities for Engagement:

1. New York

2. San Francisco

3. District of Columbia

4. Boston

5. Chicago



Gender:



■ Males (39%) ■ Females (61%)

CHALLENGES/OPPORTUNITIES

Growing Audiences

Majority women, aged 35 and older

Competition

Other diabetes charity organizations (i.e. American Diabetes Association, Children's Diabetes Foundation, Diabetes Research Institute Foundation)

Social Media Crisis

Crossfit scandal

EXECUTIVE SUMMARY



Actionable Insights

- The national account must stay up to date on local chapter happenings and engage in the conversation
- JDRF has several influential users and communities within their audience
- Posts with informative content, hyperlinks and hashtags are key to high levels of engagement



Recommendations

- Keep a pulse on local news and events
- Engage on social media with influential users and communities to leverage their unique audiences
- Create content with informative messages that contain hashtags and hyperlinks

EXECUTIVE SUMMARY

Data

Pulled primarily from Twitter and Facebook, via Crimson Hexagon, from June to August 2015 (timeline surrounding JDRF Children's Congress)

Metrics and KPI

Engagement

Did the Children's Congress event help to boost interactions on social media to allow for greater impact through the platform?

Sentiment

Do large cities with high engagement have good things to say about the organization on social media?

Did the event foster a positive sentiment in the JDRF community?



OWNED DATA

OWNED DATA SUMMARY

For this section, we analyzed the JDRF Twitter account (@JDRF) over the course of the three months between June 13 and August 15, 2015.

This time frame surrounds the JDRF Children's Congress, an event in which 150 kids are invited biannually to Washington D.C. by JDRF to meet with lawmakers and advocate for T1D legislation.

The demographics for this specific time period are as follows:

Gender

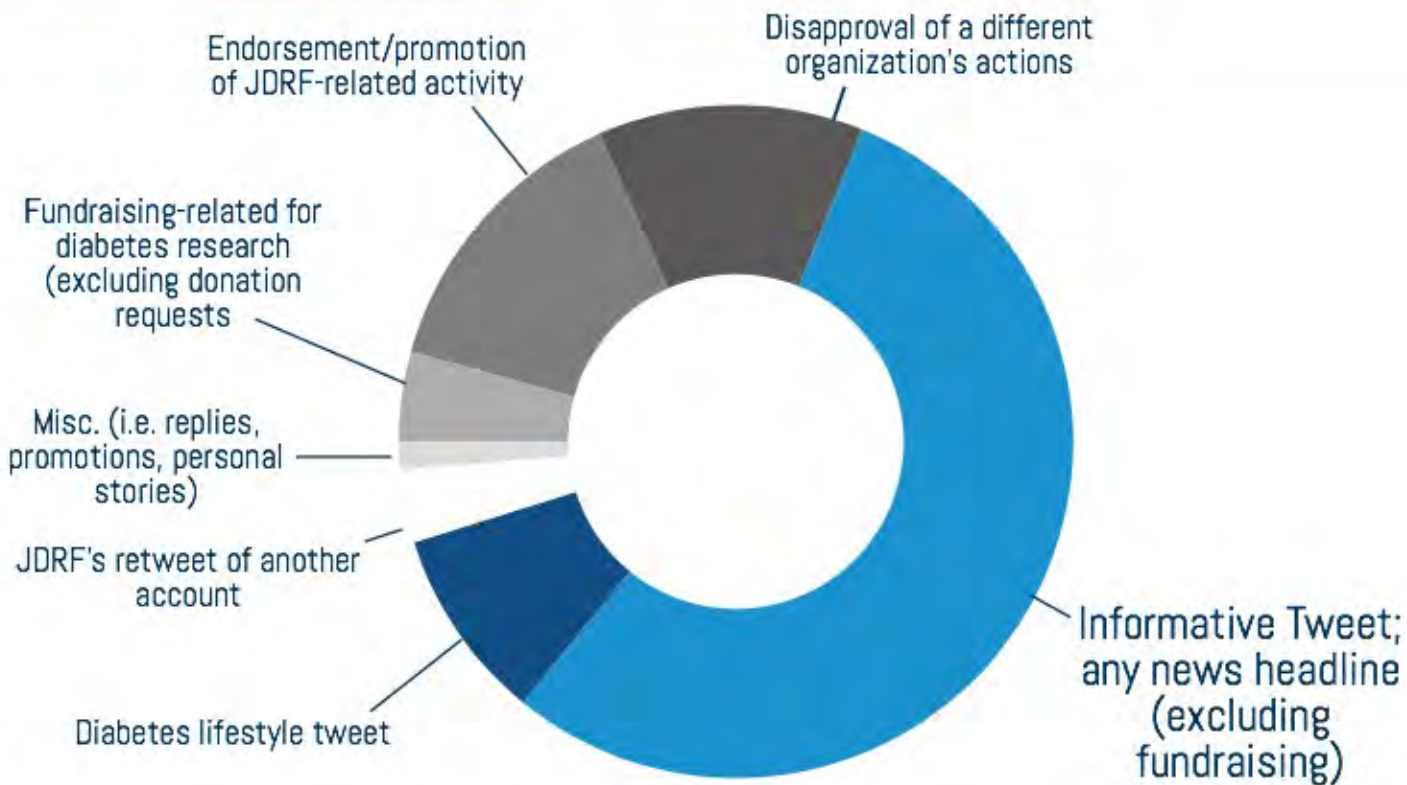
- 62% female
- 38% male

Age

- 12% - 17 & below
- 5% - 18-24
- 7% - 25-34
- 75% 35 & above

We focused in on engagement based on tweet content, and engagement based on presence of hashtag and/or hyperlink.

TOTAL ENGAGEMENT BY TWEET CONTENT



TOTAL ENGAGEMENT BY TWEET CONTENT

Informative tweets receive significantly more engagement than all of the other types of tweet content.

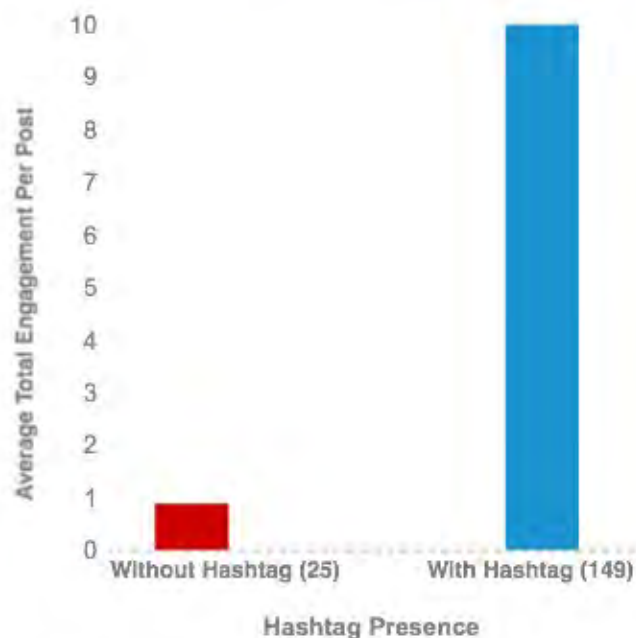
For example those covering research breakthroughs, tips for bettering quality of life, etc. Can be explained by our demographics, in which a majority of followers who interact with us are females over the age of 35 possibly pointing to mothers or other relatives of patients attempting to get more information on topics important to them.

Disapproval of a Different Organization's Actions category was unusually high for a non-profit organization.

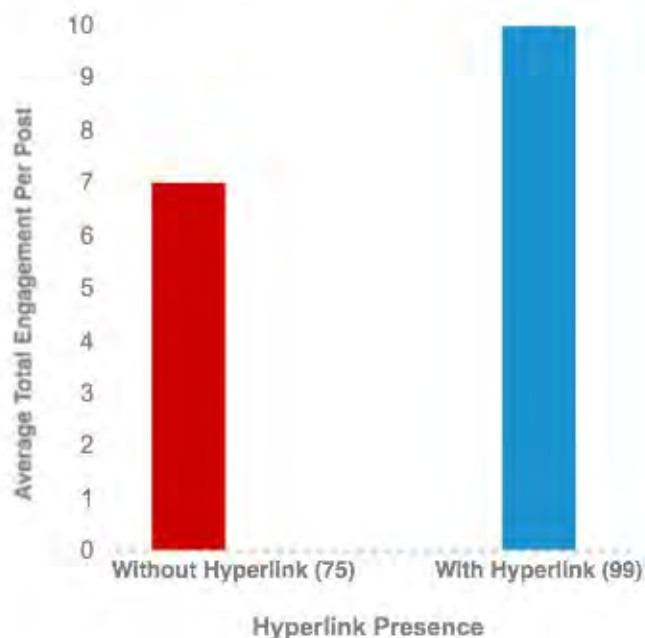
We believe that this portion of the data reported very highly because the CEO of Crossfit, Greg Glassman, made false claims about the cause of Type 1 Diabetes and was corrected multiple times by JDRF about this misinformation.

HASHTAG AND HYPERLINK ENGAGEMENT

Total Engagement Based on Presence of Hashtag



Total Engagement Based on Presence of Hyperlink



*Note: Top five most engaging Tweets are not included in this data set because they were outliers and had their numbers inflated due to the Crossfit incident

HASHTAG AND HYPERLINK ENGAGEMENT

Using more hashtags and hyperlinks in tweets will allow JDRF to connect better with the diabetes community.

The diabetes community is a tight-knit group that stay connected and in the conversation with the use of hashtags. As an organization JDRF must use more relevant and topical hashtags in their tweets because their followers engage well with posts including these. Almost every Tweet they make from now on should include a hashtag, character permitting.

JDRF's followers engage with posts that do and do not contain hyperlinks at comparable levels. However, certain types of hyperlinks seem to promote more engagement, such as informative or news articles. Producing and/or this type of content must be made a priority.

ENGAGING HYPERLINKS



The left example is a tweet with a hyperlink containing a news headline featuring JDRF celebrity spokesperson Nick Jonas that had high engagement.

The example to the right is a tweet containing an informative link that also resulted in high engagement.

ACTIONABLE INSIGHTS



Conversations within the top 10 U.S. cities were extremely affected by events and influencers in these local areas.

- This shows the importance that the national accounts stay on top of relevant local conversation to connect with these large chapters.



Informative tweets gain the most engagement, by continuing to create this type of content then JDRF will continue to engage their followers.



Hyperlinks and hashtags are key to boosting engagement.

- By engaging with relevant diabetes community hashtags and hyperlinking to relevant content, JDRF can increase engagement with their followers.

A hand holding a smartphone with a semi-transparent text box overlay. The text box contains the words "EARNED DATA" in a bold, dark font. The background is a blurred image of a person's face, suggesting a focus on digital identity and data.

EARNED DATA

EARNED DATA SUMMARY

For this section, we continued to analyze the conversation the time frame around JDRF's annual event, the Children's Congress (June 13-August 15, 2015). However we now include data from their Facebook page (<https://www.facebook.com/myJDRF/>). We focused on sentiment by geography, data surrounding the "Crossfit incident" and data surrounding engagement with Children's Congress content.

Our cross-platform demographics were 58 percent female and 42 percent male (representing 56 percent of the data). A quarter of the data had age available, with a massive majority being 35 years of age or older.

In addition, we've included the specific keywords used and their resulting data sets:

Facebook:

- 292 posts

- 60 posts including keywords "Crossfit" "CrossfitCEO" or "Glassman"

- 16 posts including keywords "Children's Congress" "Congress" or "#JDRFCC"

Twitter:

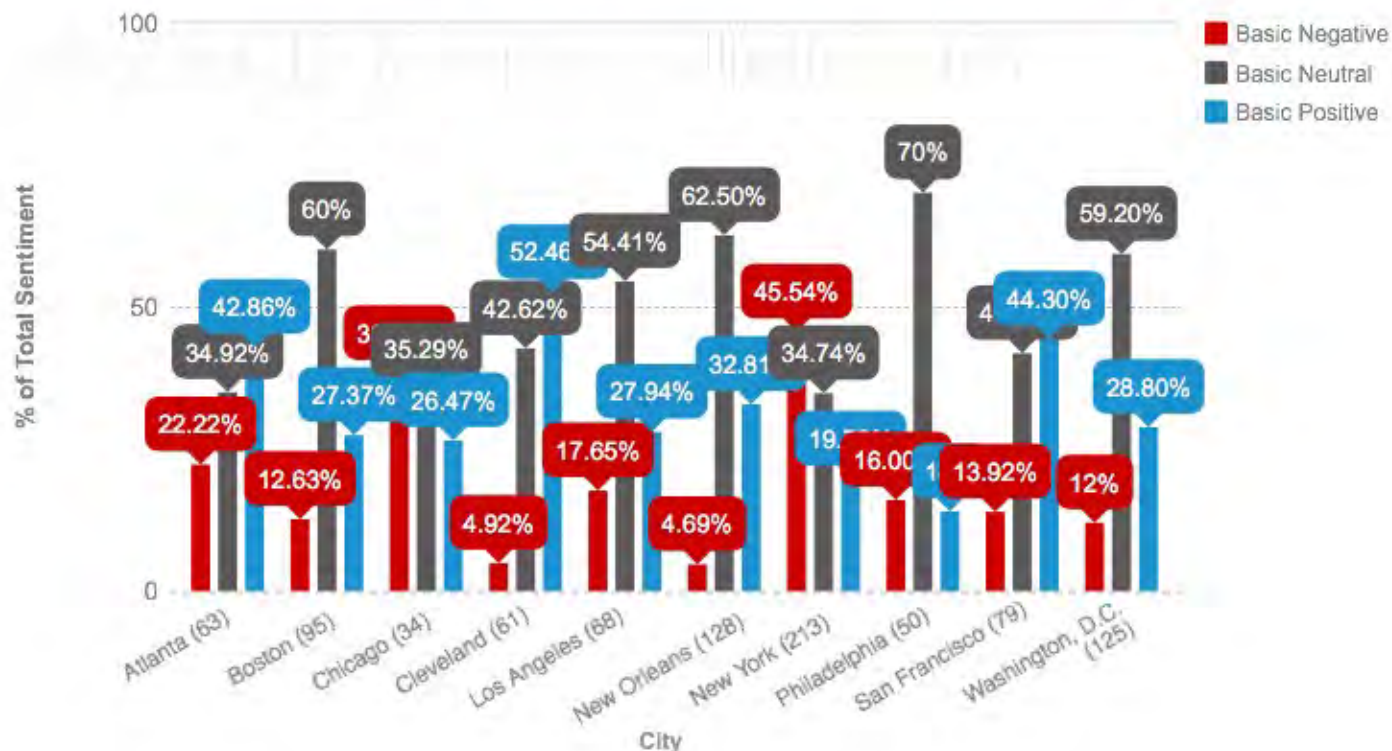
- 7,748 posts

- 1,066 posts including keywords "Crossfit" "CrossfitCEO" or "Glassman" [916 of these in excel data]

- 1,409 posts including keywords "Children's Congress" "Congress" or "#JDRFCC" [975 in excel data]

SENTIMENT BY GEOGRAPHY

Sentiment by Geographic Location



SENTIMENT BY GEOGRAPHY

Negative sentiment is relatively high in Chicago and New York.

Positive sentiment is relatively high in Atlanta, Cleveland, New Orleans, and San Francisco.

In order to discern why this trend occurred, we took a deeper look into the chapter sizes and local conversations in these areas in the time around the Children's Congress.

Chapter Sizes (Number of Staff)

Atlanta - 50	Los Angeles - 21	Philadelphia - 40
Boston - 23	New Orleans - 24	San Francisco - 38
Chicago - 103	New York - 45	Washington, D.C. - 39
Cleveland - 3		

We also dug deeper into the local conversations to find out what might be driving such high levels of both positive and negative sentiment in some areas. In the next slides, we've included examples of local influencers and events that had a key influence on sentiment.

POSITIVE SENTIMENT BY GEOGRAPHY EXAMPLES



LJ

@beyouannybettes

Follow

Im walking to help cure [#diabetes](#) in ATL on Oct 17th. Please consider a donation to [#JDRF](#) to help support my effort.

www2.jdrf.org/site/Donation2



JDRF NOLA branch

@NOLAJDRF

Follow

21 yrs of partnership with [@Walgreens](#). Incredible support, helping 2 raise more than \$24million for [#T1D](#) research! Thank you Walgreens! [#JDRF](#)

Atlanta - In Atlanta, an author of a bestselling book on diabetes organized a walk for T1D. She tweeted about it to her 20.6K followers. Example above, left.

New Orleans - The JDRF chapter in New Orleans tweeted positively several times about its partnership with Walgreens. Example above, right.

Cleveland - A Twitter account was created for Isabella, a 6-year-old from Cleveland who has T1D, who raises awareness about the disease. Example, right.

San Francisco - just had a collection of unrelated positive tweets, not prompted by any event.



Inspired by Isabella

@inspiredbyisabella

Follow

Isa loved seeing friends from [@jdrf](#) at [#CWDFFL15](#) today! See you at [#JDRFCC!](#) [#JDRFDC4CC](#) [#T1D](#) [#Type1](#) [#TypeOne](#) [#DOC](#)



NEGATIVE SENTIMENT BY GEOGRAPHY EXAMPLES

Users in Chicago and New York were more vocal online about the inappropriate comments made by CrossFit's CEO.

This is what appeared to be driving those cities' large amounts of negative sentiment.



Leslie Kramer

@LKramer3764

 Follow

@CrossFit Just stop already. Deal with your own belly fat and make a monetary donation to find a cure. Btw, there is no cure for #T1D. #jdrf



Scott E. Kelly

@scottekelly

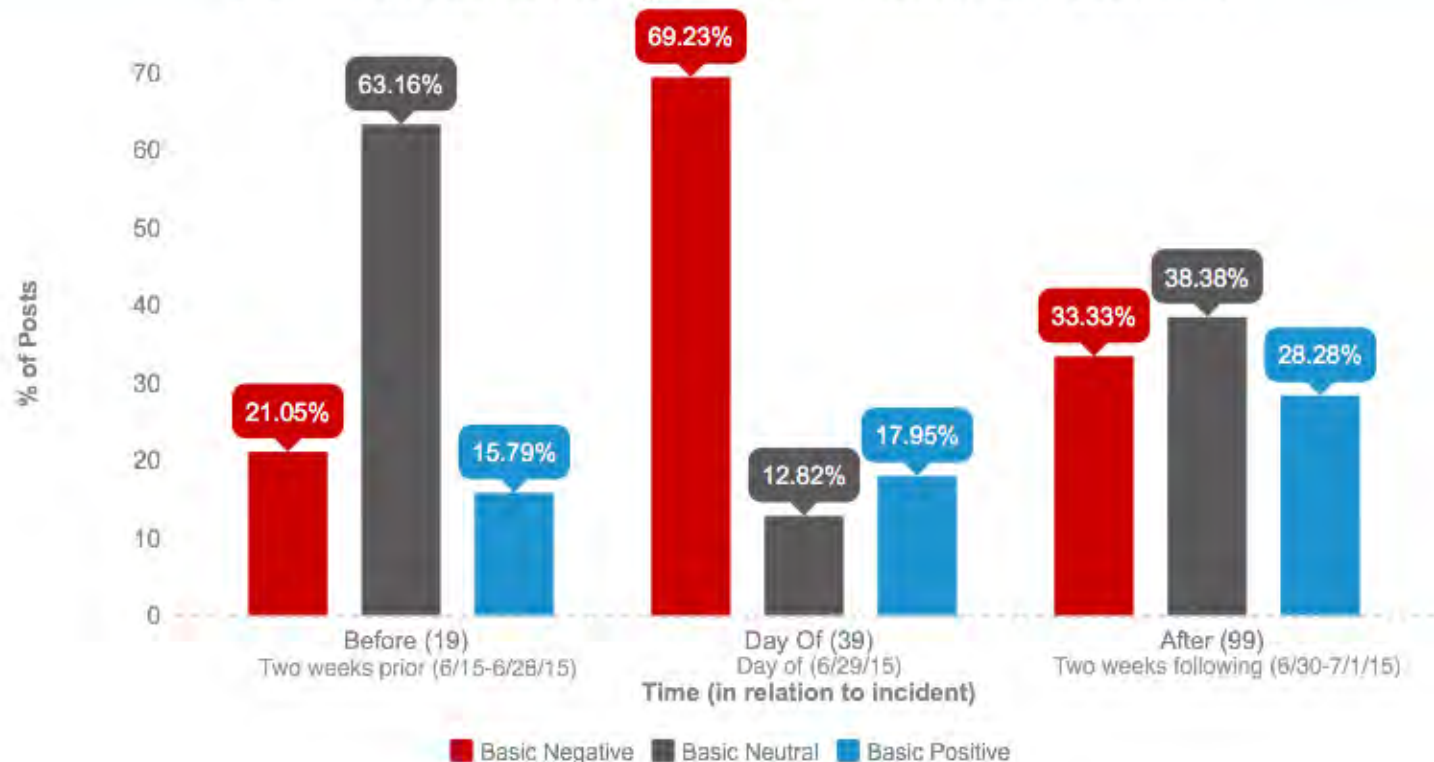
 Follow

@CrossFit and @CrossFitCEO I'm also trying to raise awareness. So rather than rude replies, how about you make a donation to @JDRF?

CROSSFIT INCIDENT ANALYSIS



Sentiment Surrounding Crossfit Incident on Facebook



CROSSFIT INCIDENT ANALYSIS



It's possible for bad incidents to have a positive effect on social media conversations.

There was an understandable outpouring of negative sentiment on the day of the Crossfit tweet incident. In the wake of the tweet, negative social media conversation jumped roughly 12% percent from before the incident. Interestingly enough, however, so did the percentage of positive posts.

We believe that while the incident immediately caused upset on social media, it also gave audience a reason to rally together as a community and increase positive posting.

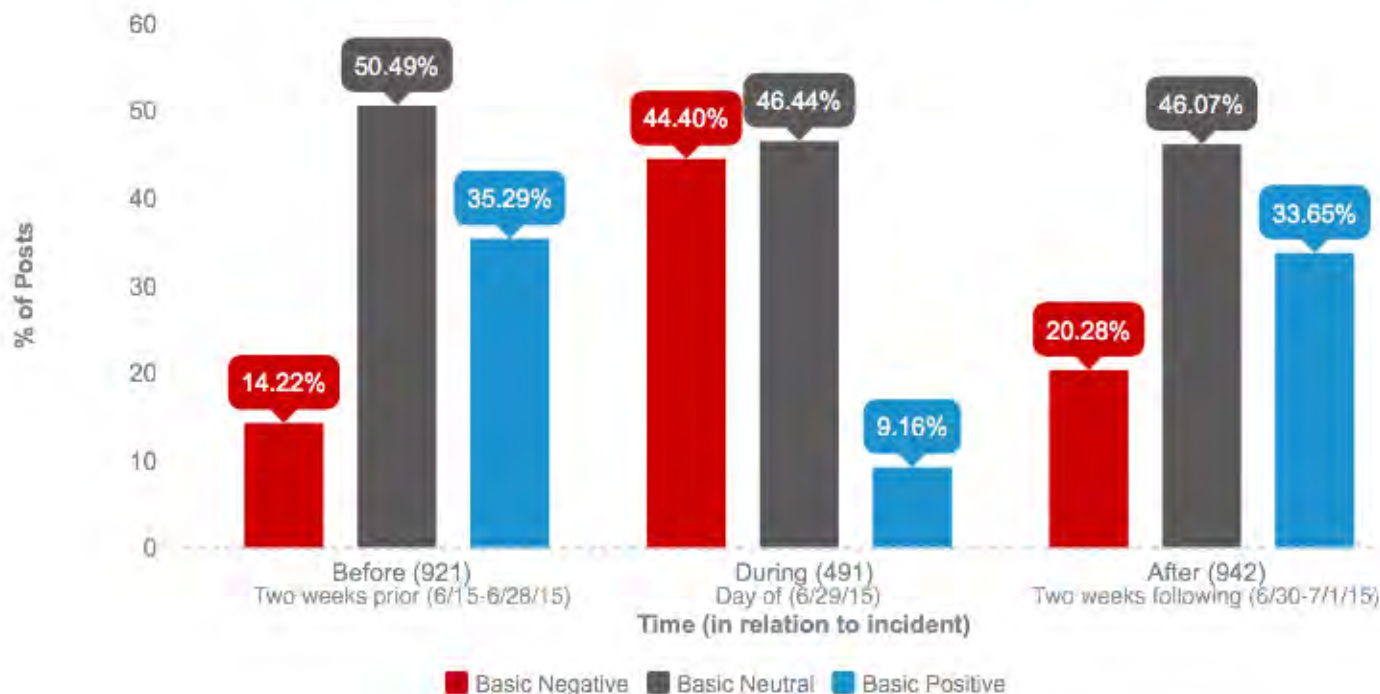
Hot button topic conversations result in an overall increase in posts.

While the Crossfit incident is an anomaly, it is important to note its effect on post numbers. Though negative, this type of conversation got the diabetes community to turn to social media to voice their opinions, and may be an avenue for the JDRF to monitor in the future.

CROSSFIT INCIDENT ANALYSIS



Sentiment Surrounding Crossfit Incident on Twitter



CROSSFIT INCIDENT ANALYSIS



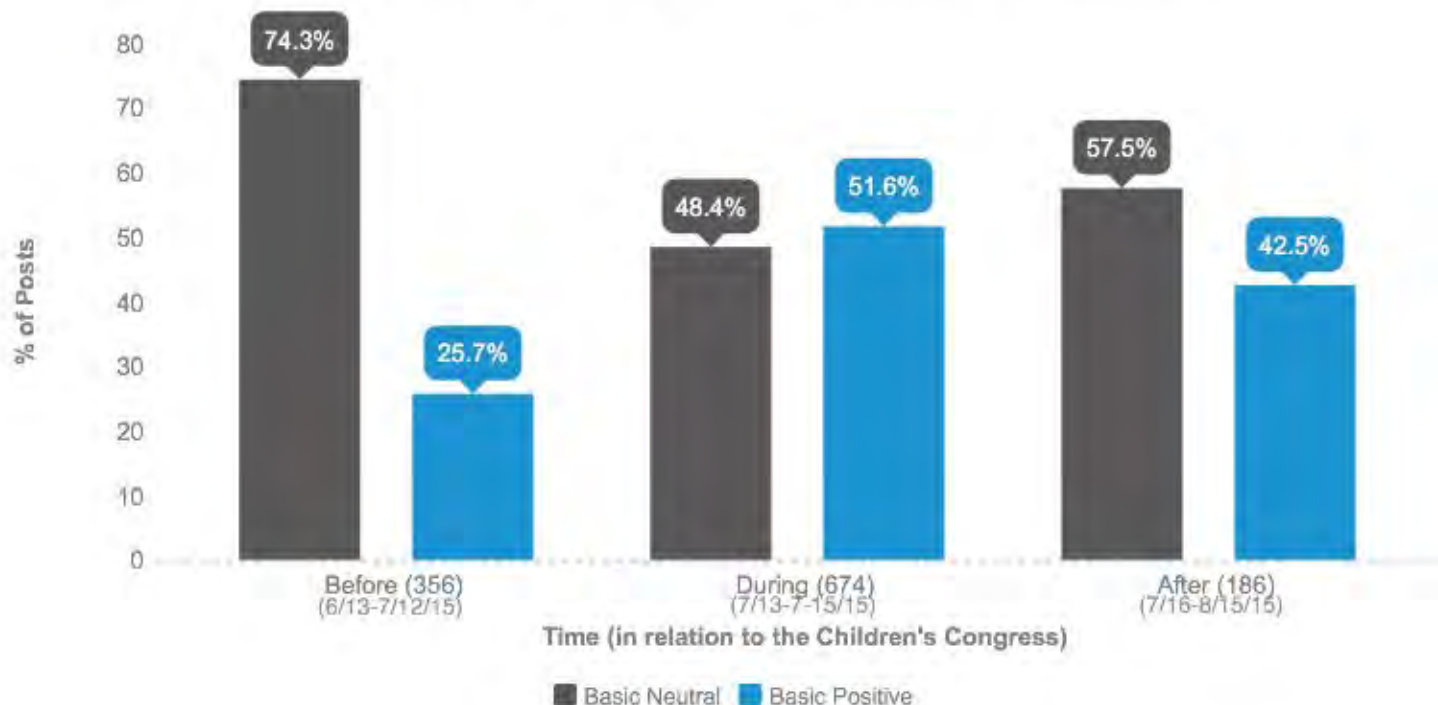
Twitter users went back to their normal positive tweeting habits after the day of Crossfit's unfortunate comments.

The Crossfit incident had a similar effect on follower sentiment on Twitter as well. The day of the incident there was huge spike in total tweets, with more than 20% of all the tweets from the month coming on that day. negative sentiment on that day was four times more prevalent than it had been in the two weeks leading up to the event and yet again the JDRF community came together in opposition of these misguided remarks.

Another interesting piece of data to notice is that positive sentiment reported at very similar numbers during both the two weeks before and after the incident. This is different than what we saw on Facebook as positive sentiment nearly doubled in the two weeks after the incident when compared to the two weeks before so. This would suggest Twitter users went back to their normal tweeting habits after the day of Crossfit's unfortunate comments, and that perhaps the sheer volume of posts one can have on Twitter would cause them to have somewhat of a shorter memory when it comes to remembering and responding to events on their platform.

CHILDREN'S CONGRESS

Sentiment Over Time (JDRF Children's Congress)



CHILDREN'S CONGRESS

It is imperative to double check automated coding software.

There seemed to be more negative sentiment after the event. Because this is not what we expected, we looked into what the negative tweets were actually saying. We found that none of the tweets actually expressed a negative sentiment, but the software incorrectly picked up negative words used in a positive manner. They were all either neutral or positive.

Positive sentiment was highest during and after the event, but the volume of posts decreased immensely.

After we recoded the data, we found that overall a higher percentage of tweets express positive sentiment during and after the event than before it. While this is a good thing, we feel that the JDRF is missing out on key opportunities to increase positive conversation prior to the Children's congress.

In the same vein, while it is great that the number of posts were high before and during the Congress, it's important that JDRF makes an effort to keep conversation going after the event is over.

ACTIONABLE INSIGHTS



Stay on top of "hot-button" topics that may be affecting the diabetes community and use these opportunities to enter conversations with target audience.



Twitter users went back to their normal positive tweeting habits after the day of Crossfit's unfortunate comments.



Encourage Children's Congress attendees to talk about the event on social media during and after the event.

- For example, partner with JDRF Congress ambassadors to get the word out and build up engagement with their audiences



NETWORK DATA

NETWORK DATA SUMMARY

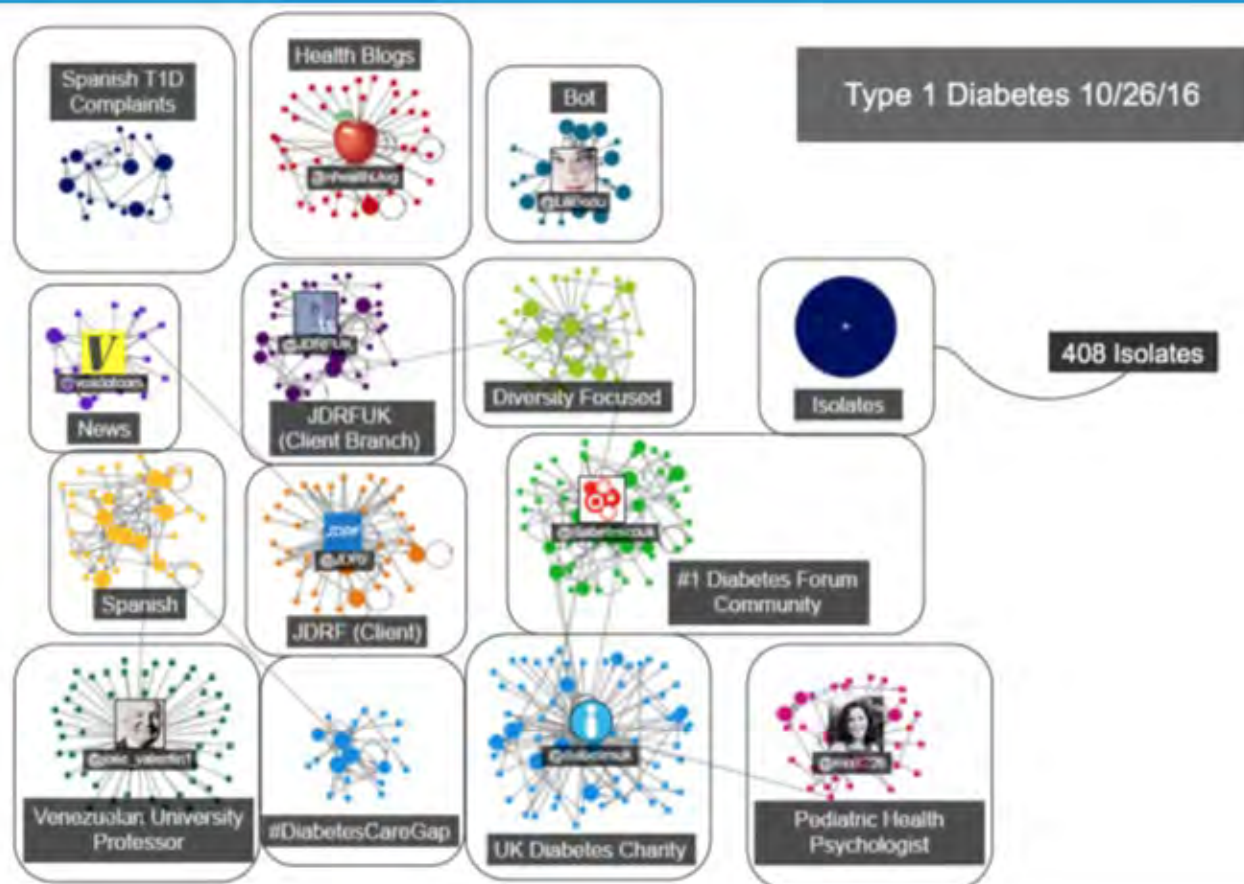
In order to further analyze the conversations within the diabetes community, we used NodeXL topics to capture a big-picture glimpse of the conversation surrounding Type 1 Diabetes and to observe where JDRF landed in the Twitter discussion.

NodeXL allowed us to see not only where these conversations are occurring, but how they interconnect with each other. This program also allowed us to visualize the conversations and relevant topics.

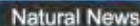
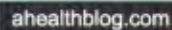
Timeframe and demographics remained the same and the other two sections, but our keywords were refined by a Boolean search, included below:

**T1D OR "Type 1 Diabetes" OR "Type One Diabetes" OR
#T1D OR #type1diabetes OR #diabetes OR #JDRF -T2D**

TYPE 1 DIABETES

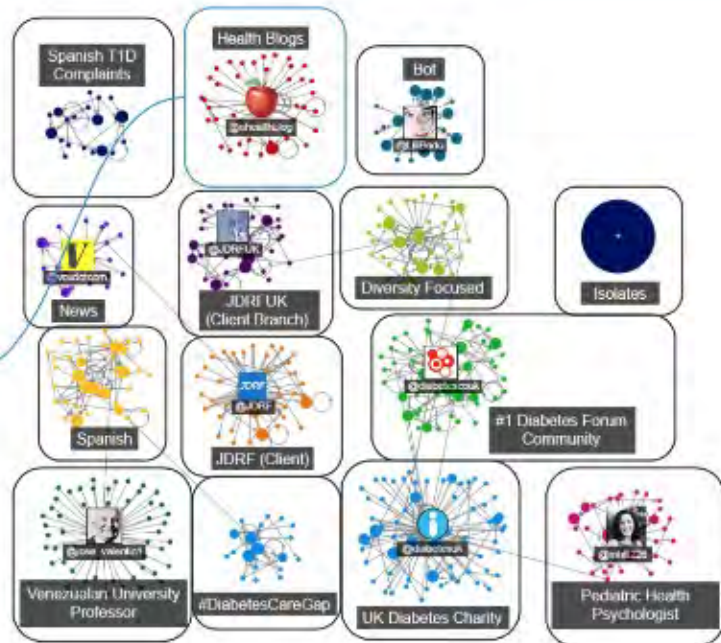


HEALTH BLOGS COMMUNITY



[Share](#) [Print](#) [Email](#)

Newstarget.com



SAMPLE TWEETS

DIVERSITY-FOCUSED COMMUNITIES

@D_Advocates



Diabetes Advocates

Follow

Diabetes & Racial Equality | 5pm PT Interview w/ #T1D Mom, #diabetesadvocate & Founder @DOColors bit.ly/2ep1gOp



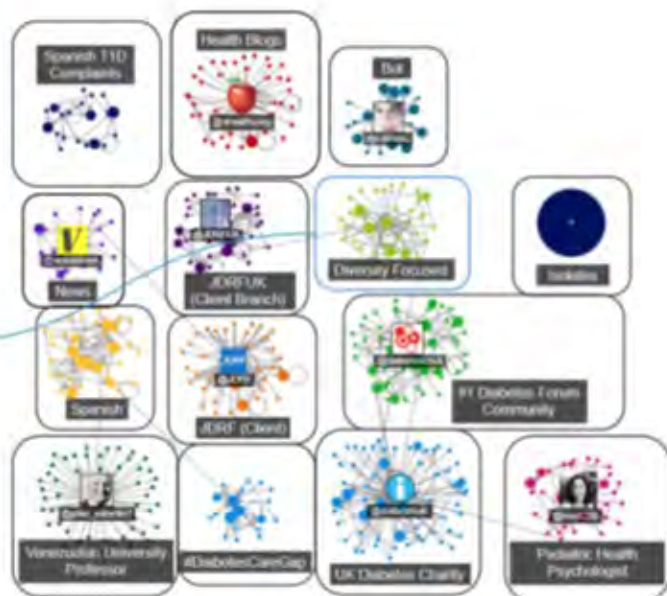
@DOColors



DOColors

Follow

Help us celebrate the diversity of the #diabetes community. bit.ly/2dWKCmc

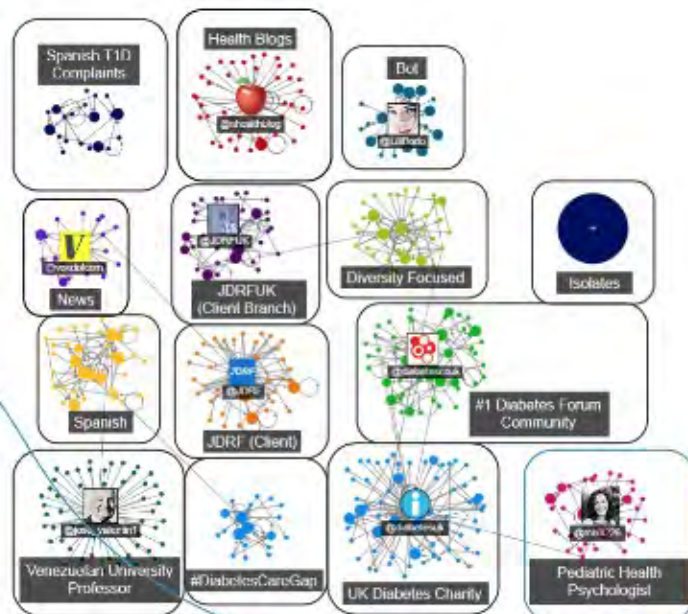


MOST RETWEETED TWEETS

PEDIATRIC HEALTH PSYCHOLOGIST COMMUNITY



@mhill227



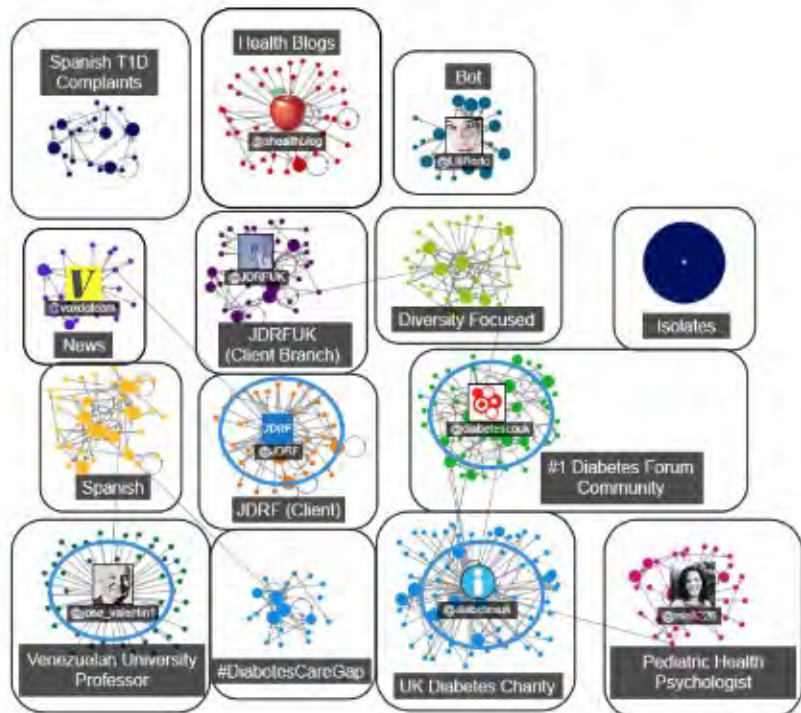
ACTIONABLE INSIGHTS

JDRF has influential audience members starting a conversation.

Reach out/partner with these users:

Highest Betweenness Centrality
@diabetesuk
@diabetescouk

Highest In-Degree Users
@diabetesuk
@jose_valentin1
@diabetescouk



INFLUENTIAL USERS

JDRF has influential audience members starting a conversation.



 Follow




Huge props to @AmDiabetesAssn & @JDRF Coming together for the diabetes community and better diabetes education - jdrf.org/2015/07/diabet...

9:51 PM - 10 Jul 2015



Diabetes Myths – Busted - JDRF

Diabetes myths sure have been in the news lately. A heated debate, which took place primarily via social media, peaked last week jdrf.org

  35  46



Sen. Susan Collins 
@SenatorCollins

 Follow

10 y/o Isabelle Levesque from Arundel, ME now speaking on her experiences living with Type 1 [#diabetes](https://twitter.com/diabetes) 1.usa.gov/1CEjYao [#jdrfcc](https://twitter.com/jdrfcc)

1:55 PM - 15 Jul 2015

  1  8

We need to engage with these users more in order to reach more people.

Included examples are users with highest Klout score and engagement who mention @JDRF. For example, father of the Jonas Brothers (left) and Maine Senator Susan Collins (above).

INFLUENTIAL USERS

JDRF has influential audience members starting a conversation.



Adam Scheftner ✓

@AdamScheftner

Follow

Pleased to participate in Mon-Tue @JDRF Children's Congress in DC #JDRFcc. You can help advocate, fund #T1D research. ow.ly/Py2iA

1:02 PM - 13 Jul 2015

↩ 59 ❤ 94

Other influential users who engaged with JDRF include ESPN sports writer, Adam Scheftner (above) and singer/songwriter Bret Michaels, who also has diabetes (right).



Bret Michaels ✓

@bretmichaels

Follow

Angela Rides Her Bike 100 Miles To Fight #Diabetes – Team Bret @AmDiabetesAssn @JDRF teambretmichaels.com/Stories/2015/0... pic.twitter.com/f9PYO0misR

3:57 PM - 5 Aug 2015



TeamBretMichaels.com Story: Angela R...

A year ago on July 12, 2014, I rode my bike 100 miles in one day to raise money for Diabetes. I am going to continue this fight teambretmichaels.com

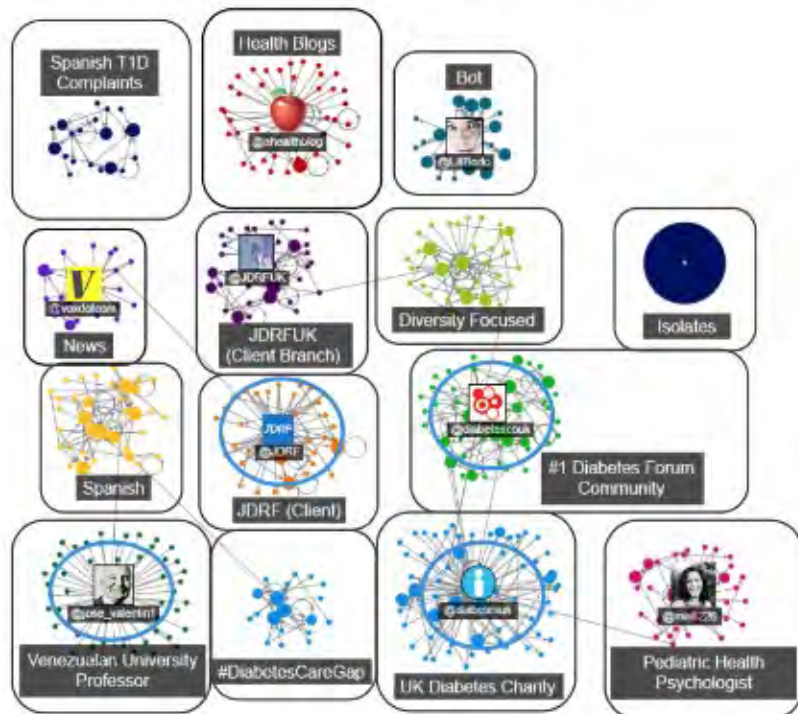
↩ 14 ❤ 43

ACTIONABLE INSIGHTS

Conversation about T1D is fairly isolated.

Talk more about most discussed topics in the other communities:

- Diversity within T1D community
- Engage with health and news sites
- Reply to @jose_valentin1 & @mhill226
- Discuss the #DiabetesCareGap





CONCLUSION

ACTIONABLE INSIGHTS SUMMARY



It is important for the national account to stay up to date on local chapter happenings and engage in the conversation

- Especially "hot-button" incidents that affect community as a whole



JDRF has several influential users and communities within their audience

- I.e. celebrities, government officials and passionate young adults and children with a large following)
- However, their conversations are relatively isolated from one another



Posts with informative content, hyperlinks and hashtags are key to high levels of engagement

STRATEGY AND NEXT STEPS

Based on our analysis of JDRF and their social media presence, we propose the following:

Keep a pulse on not only national news that affects their target audience, but to local news and events (especially in large cities with influential chapters).

Engage on social media with influential users and communities to leverage their unique audiences, to foster conversation and bring their isolated conversations together.

Continue to create content that features relevant informative messages and contain hashtags and hyperlinks to boost engagement with their followers.