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SOCIAL MEDIA ANALYTICS AND INSIGHTS REPORT.

ADPR 5750 - Social Media Analytics

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girl scouts



The Girl Scouts of the United States of America is a youth organization for girls in the United States and American girls living abroad. It was founded by Juliette Gordon Low in 1912. Their achievements are recognized by various special awards such as the Girl Scout Bronze, Silver, and Gold Awards.



RESEARCH OVERVIEW

TIME PERIOD cookie season (January - March) and off season (June - August)

DEMOGRAPHIC primarily female audience

GEOGRAPHY North America, Brazil, and the UK

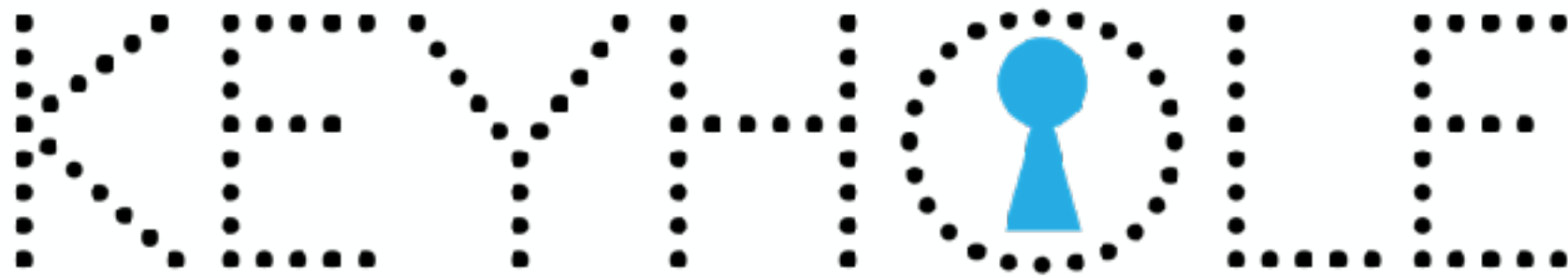
SOCIAL MEDIA PLATFORMS Twitter - Facebook - Instagram - Pinterest



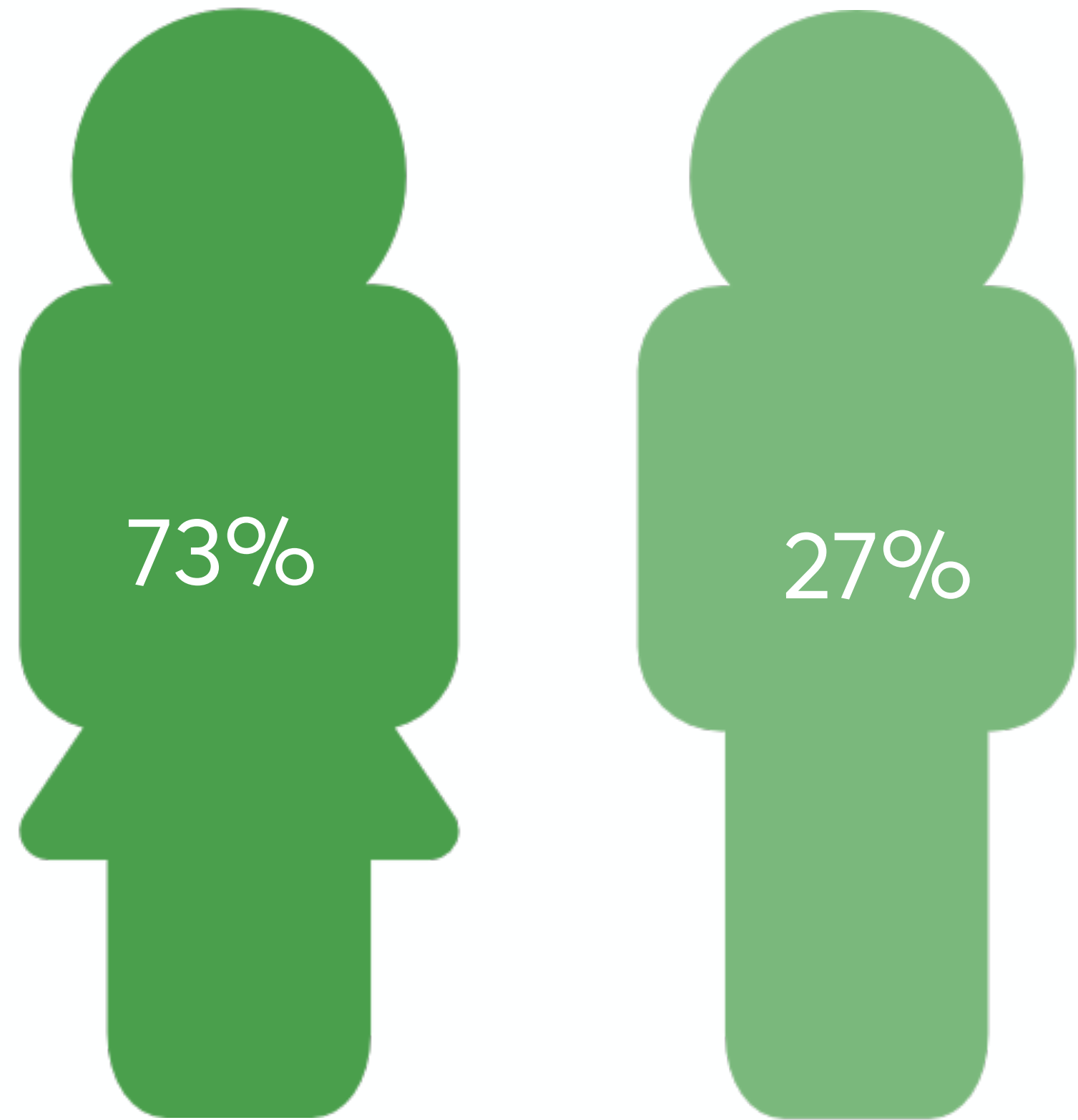
@girlscouts



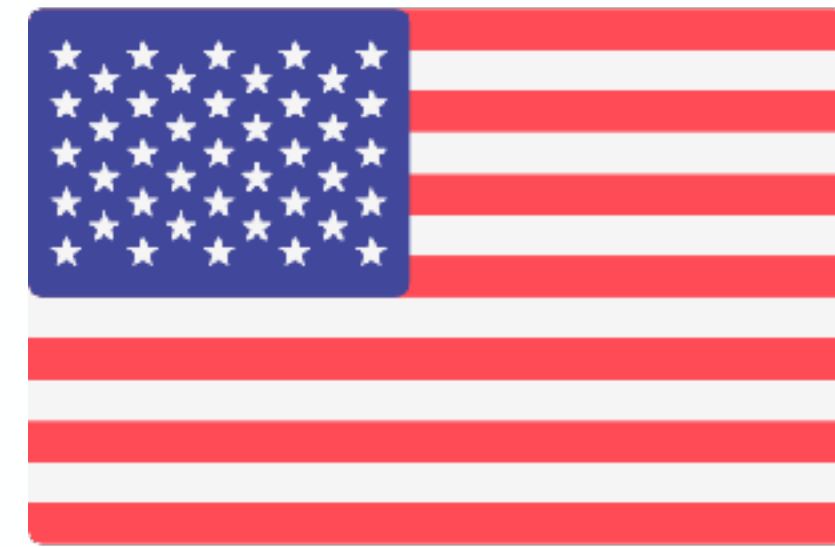
Crimson Hexagon



DEMOGRAPHIC



71k post (60%) of Tweets from Sept. 2015- Aug. 2016 have identifiable gender



(86%) 75968



(3%) 2205



(1%) 1189

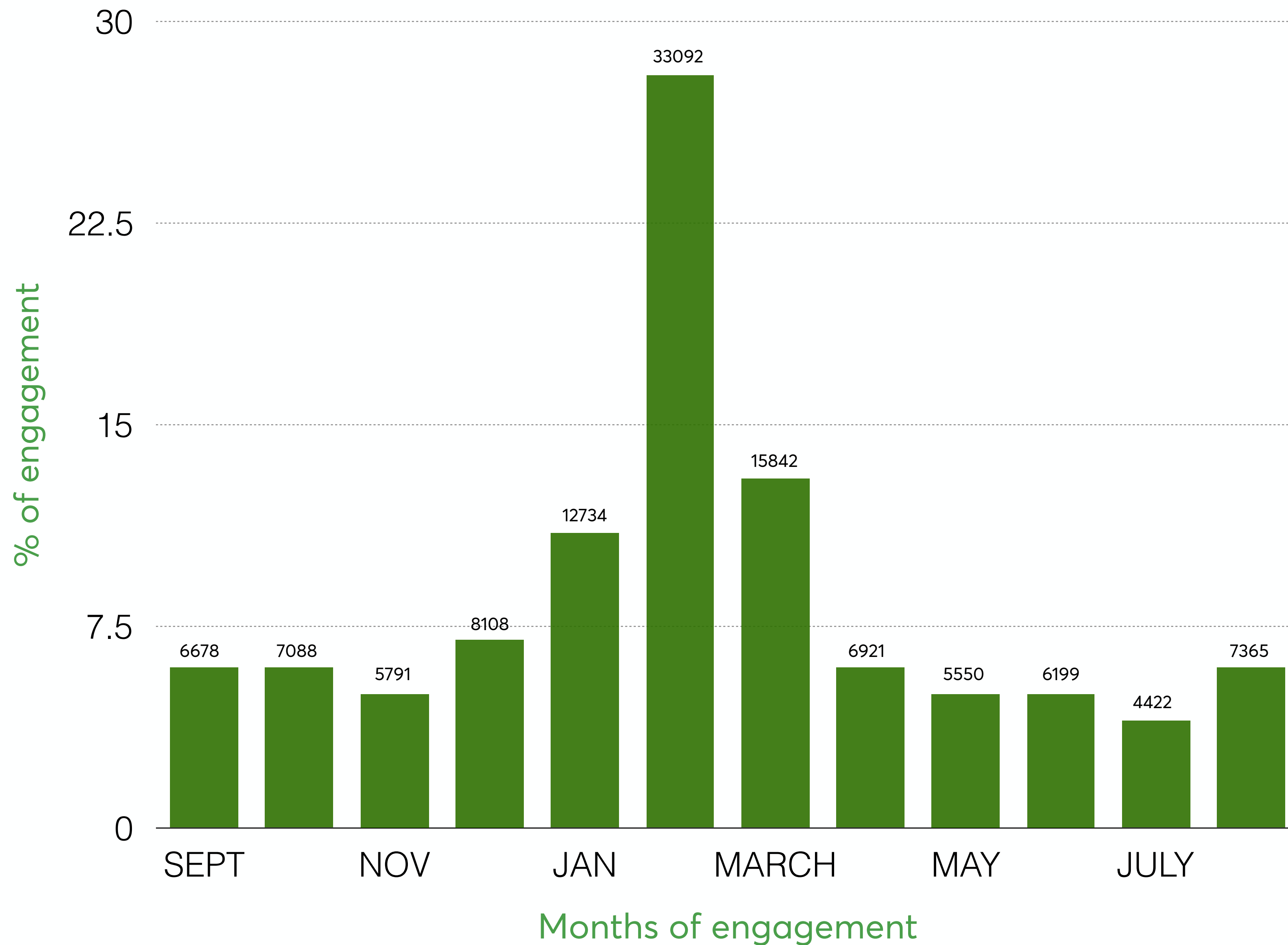


(1%) 1165



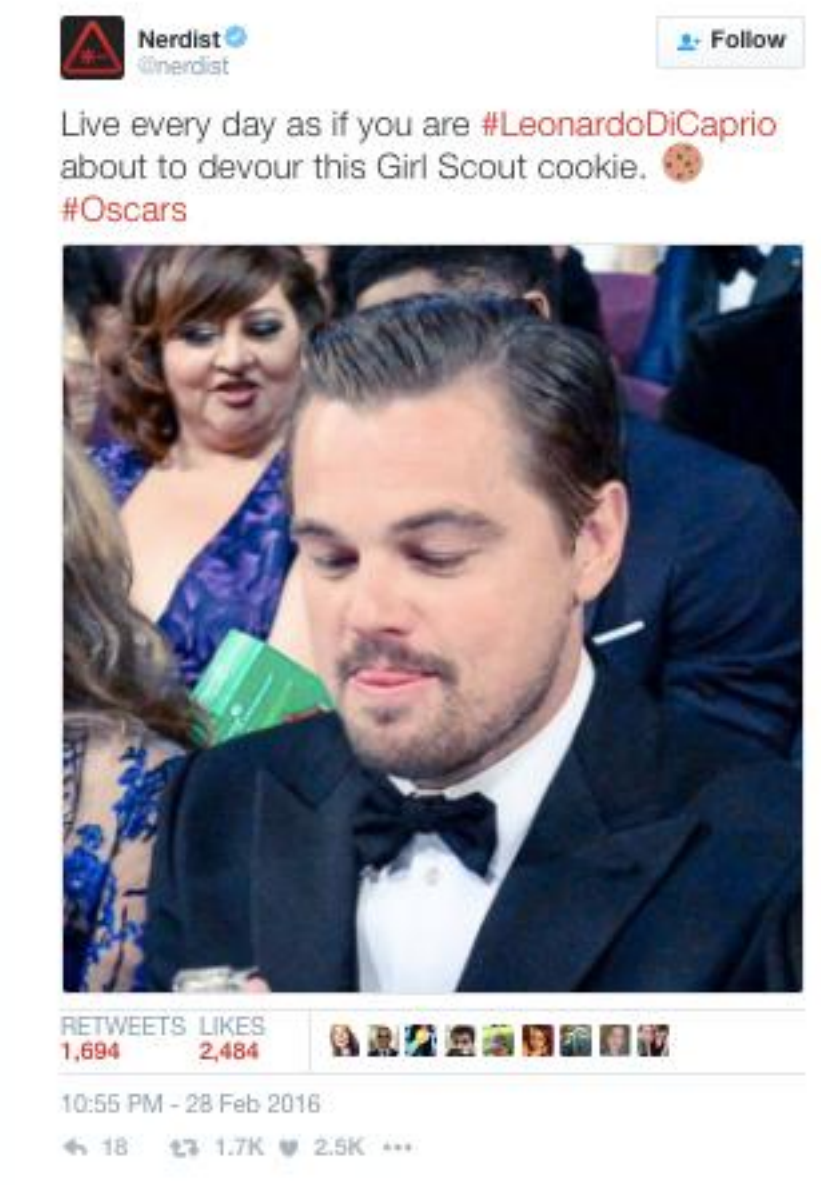
(1%) 531

TOTAL ENGAGEMENT IN 2016

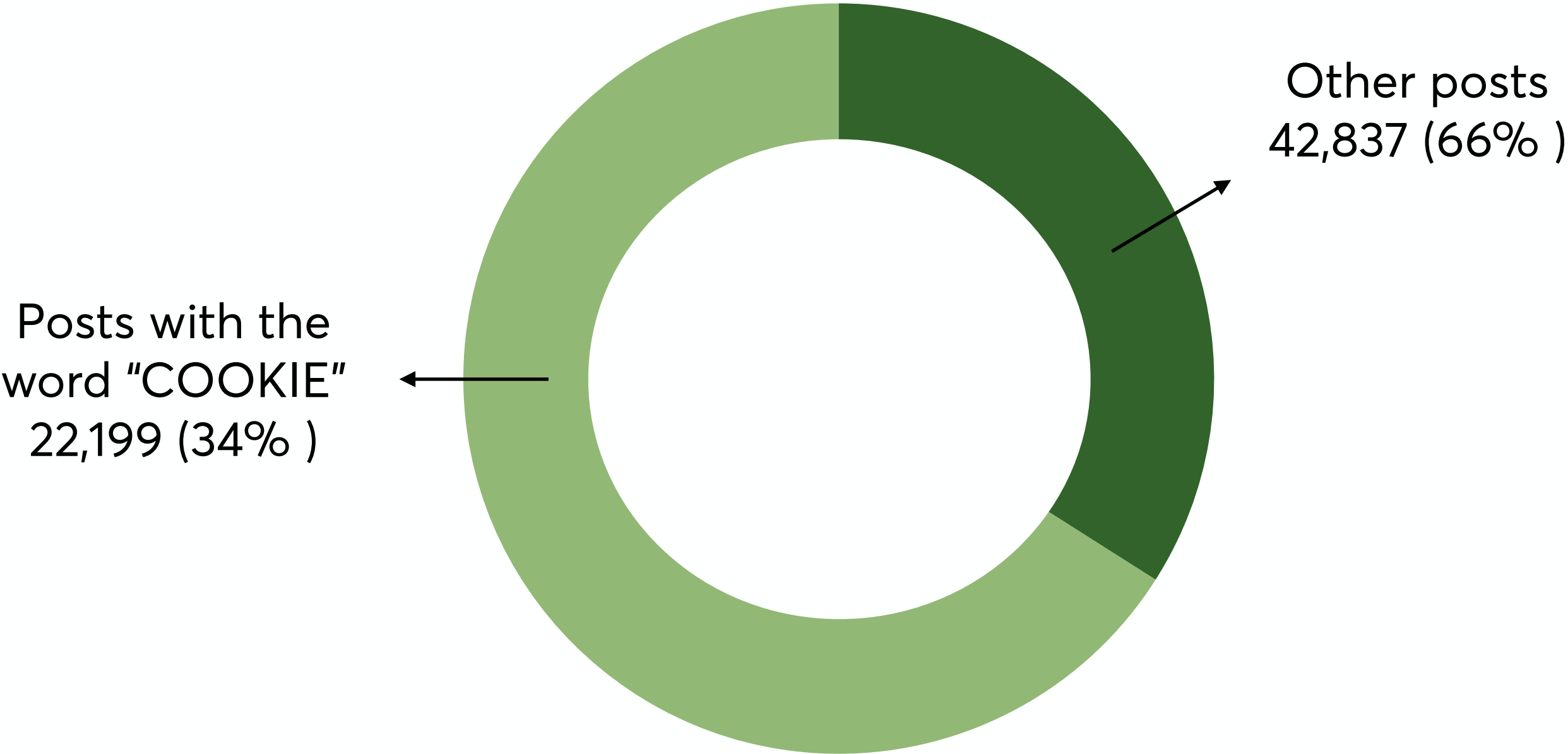


ENGAGEMENT PEAK

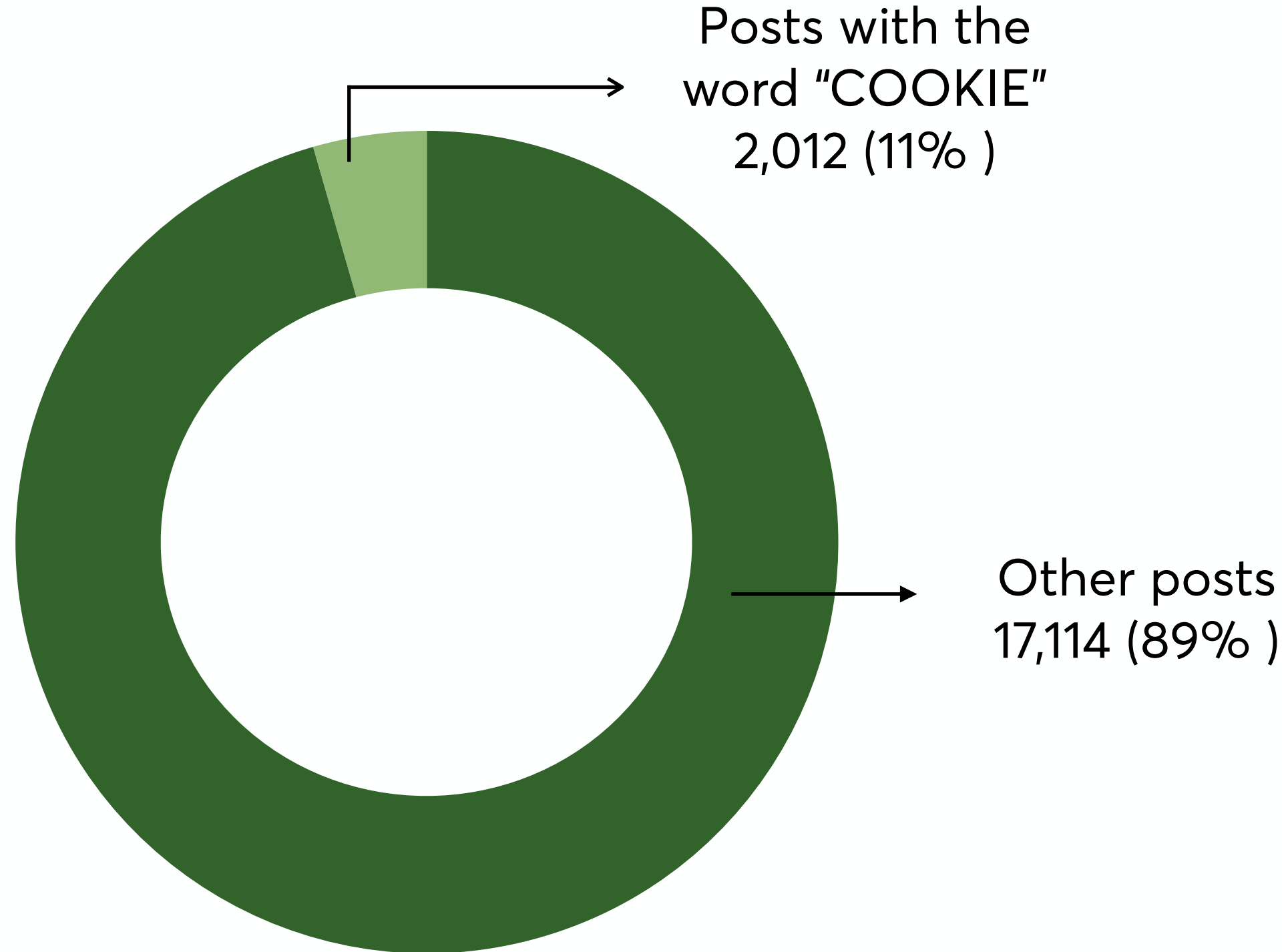
February, because there was an event at the Oscars where the Girls Scouts sold cookies.



POSTS WITH KEYWORD "COOKIE"



Cookie season

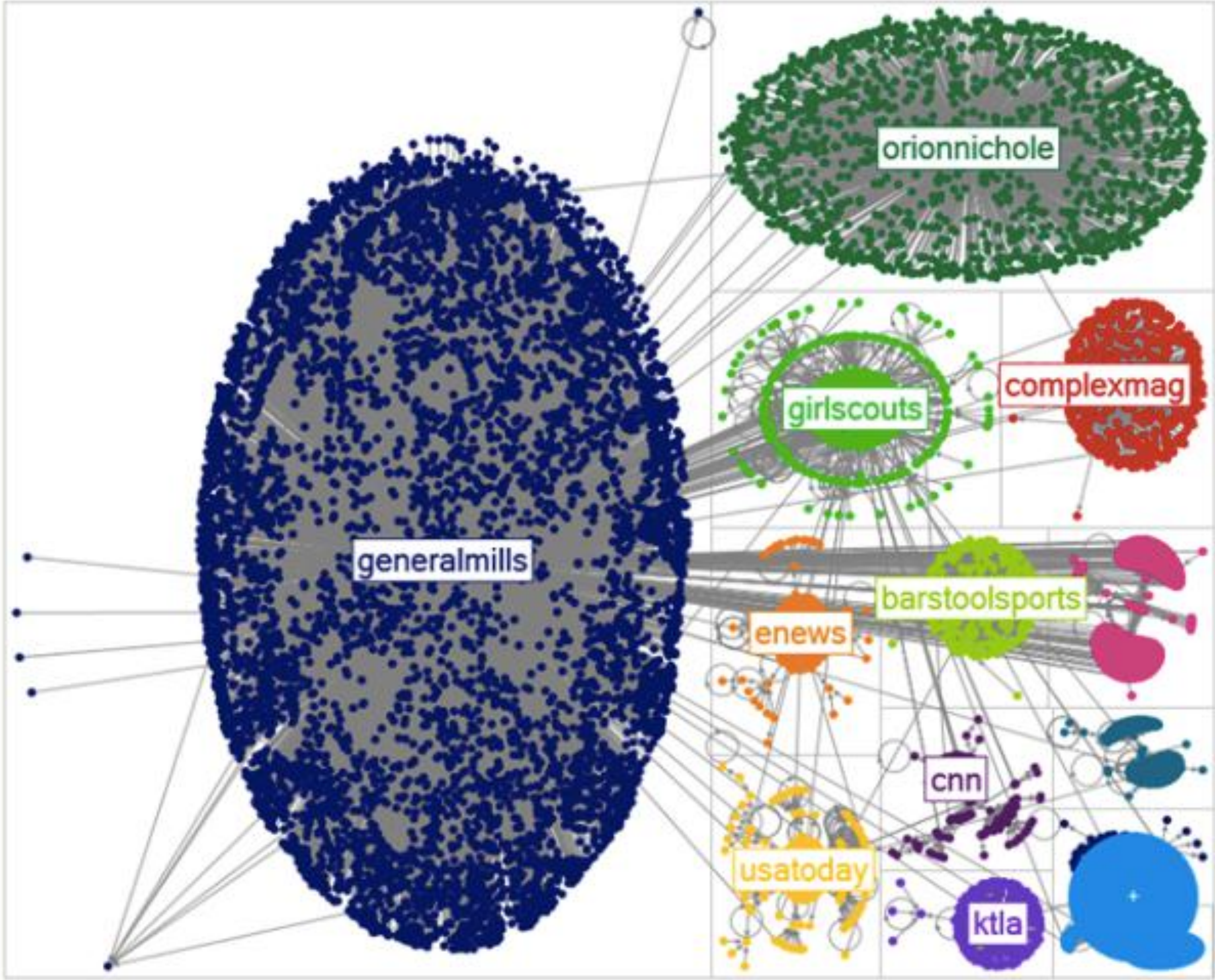


Non-cookie season

LEFT GRAPH Between Jan. 1, 2016 to March 31, 2016 312,016 talked about cookie sales.

RIGHT GRAPH Between June. 1, 2016 to Aug 31, 2016 19,126 talked about cookie sales.

GIRLSCOUTS TWITTER MAIN NETWORK



Girl Scouts @girlscouts Follow

Whether it's in @girlscouts or at work, little by little things get done. via @FastCompany bit.ly/2eEWyrV

RETWEETS 25 LIKES 32

General Mills @GeneralMills Follow

Yes, it's true! Girl Scouts Cookie cereals will hit U.S. stores in January. We'll share more details soon!

RETWEETS 7,961 LIKES 10,400

Complex @Complex Follow

THIS IS HAPPENING: trib.al/ySenLPC

🍪🍪🍪 2016 FTW!! 🍪🍪🍪

RETWEETS 527 LIKES 812

RECOMMENDATIONS

- Focus on increasing awareness of STEM
- Reach out to male audience
- Establish a presence on Tumblr
- Increase social media engagement with photos
- Create a hashtag during events



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