

's wish
newfound
dence

Make-A-Wish Analytic Report

ADPR 5750 Fall 2016

Savannah Reece, Megan McCumber, Katie Scott Sellers
banana95@uga.edu, megan.mccumber25@uga.edu, kssellers@uga.edu

Tamara
leukemia
I wish to
prince

SEE > SUITE™

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Executive Summary



Share the
Power
of a Wish

Executive Summary

- From granting up to 15,000 wishes a year, Make-A-Wish is the top granter of wishes of children affected by illnesses that are often terminal.
- We examined tweets and topics pulled from our twitter and buzz monitors created in Crimson Hexagon from September 2015 up until the final portion of this project.
- Throughout the year, Make-A-Wish launches several fundraising campaigns and hashtags that help spike positive engagement.

Executive Summary

- The amount of celebrity involvement helps to spike the volume of posts, retweets, and replies relating to @MakeAWish tweets and wish kids.
- Though they do have competition in the wish granting field, Make-A-Wish far surpasses both of the two other 'leaders' in this category.
- The creation of more specific hashtags could help @MakeAWish narrow down their conversations to only tweets that pertain to their account and campaigns.



Help us help
children in need
Let's make magic together

MAKE-A-WISH.

Goals and Research

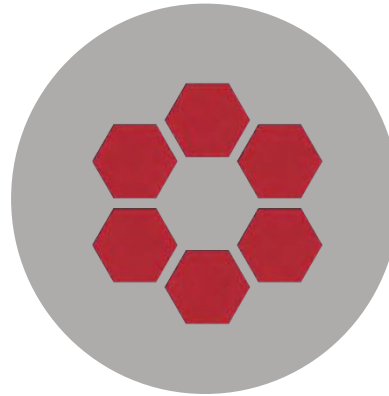
Goals

- Throughout this project, we strived to answer the following questions:
 - Does a certain region, ethnicity, or gender post more about/ to our account?
 - Which social media platform is the most effective?
 - Whether or not certain wishes gain more attention?
 - How does celebrity influence factor affect our accounts?
 - Does Make-A-Wish have significant competition?

Research Overview



Our data was gathered in our search monitors from September 1st, 2015 up until the time we completed this project.



To collect all of our data throughout this project we used both a Twitter and buzz monitor in Crimson Hexagon as well as a Rival IQ search.



Our data was pulled from the @MakeAWish Twitter, Tumblr, and Facebook accounts.

*“Thank you to
everyone who
helps Wishes
Work Wonders.”*

Aubrey , 7

complex esophageal disorder

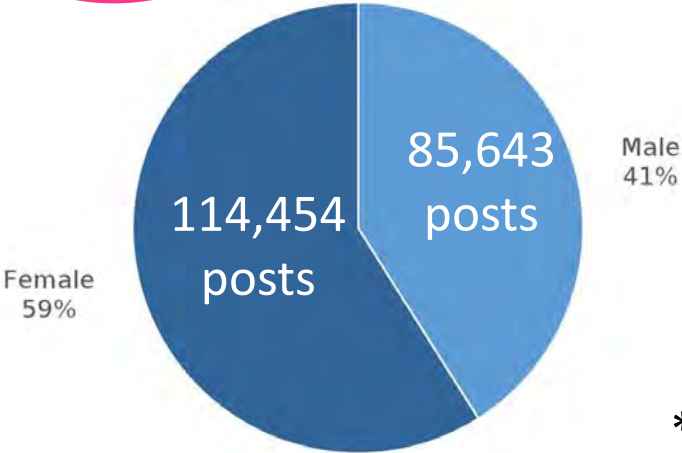
I wish to go surfing in Hawaii

Owned Insights

world
wish
day

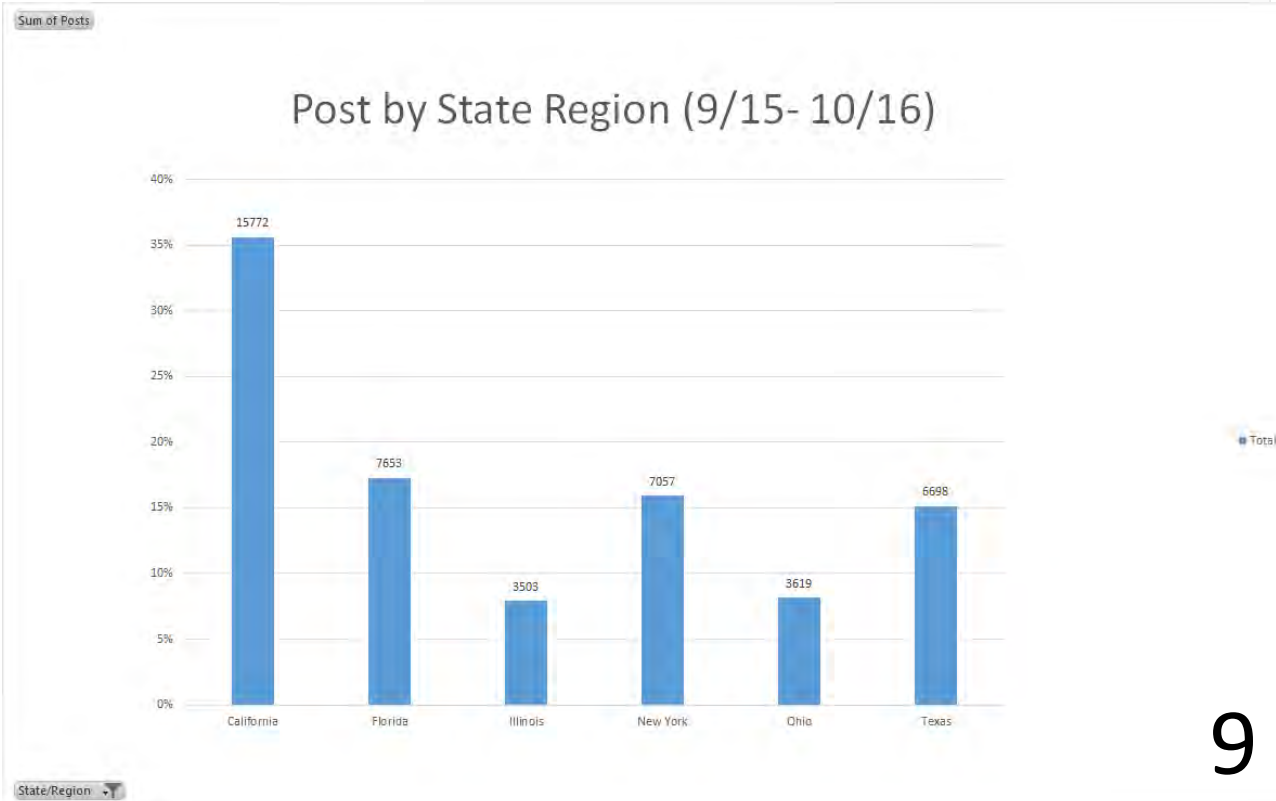
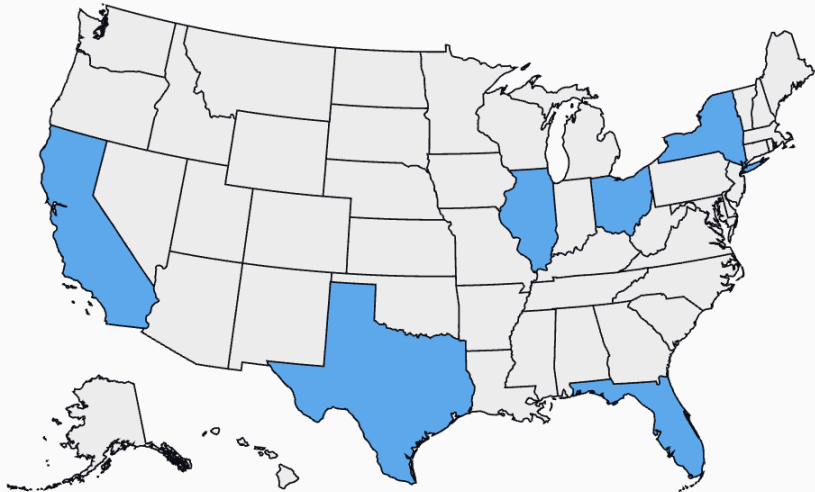
Gender and Geographic Insights

More females tweet about @MakeAWish than males.

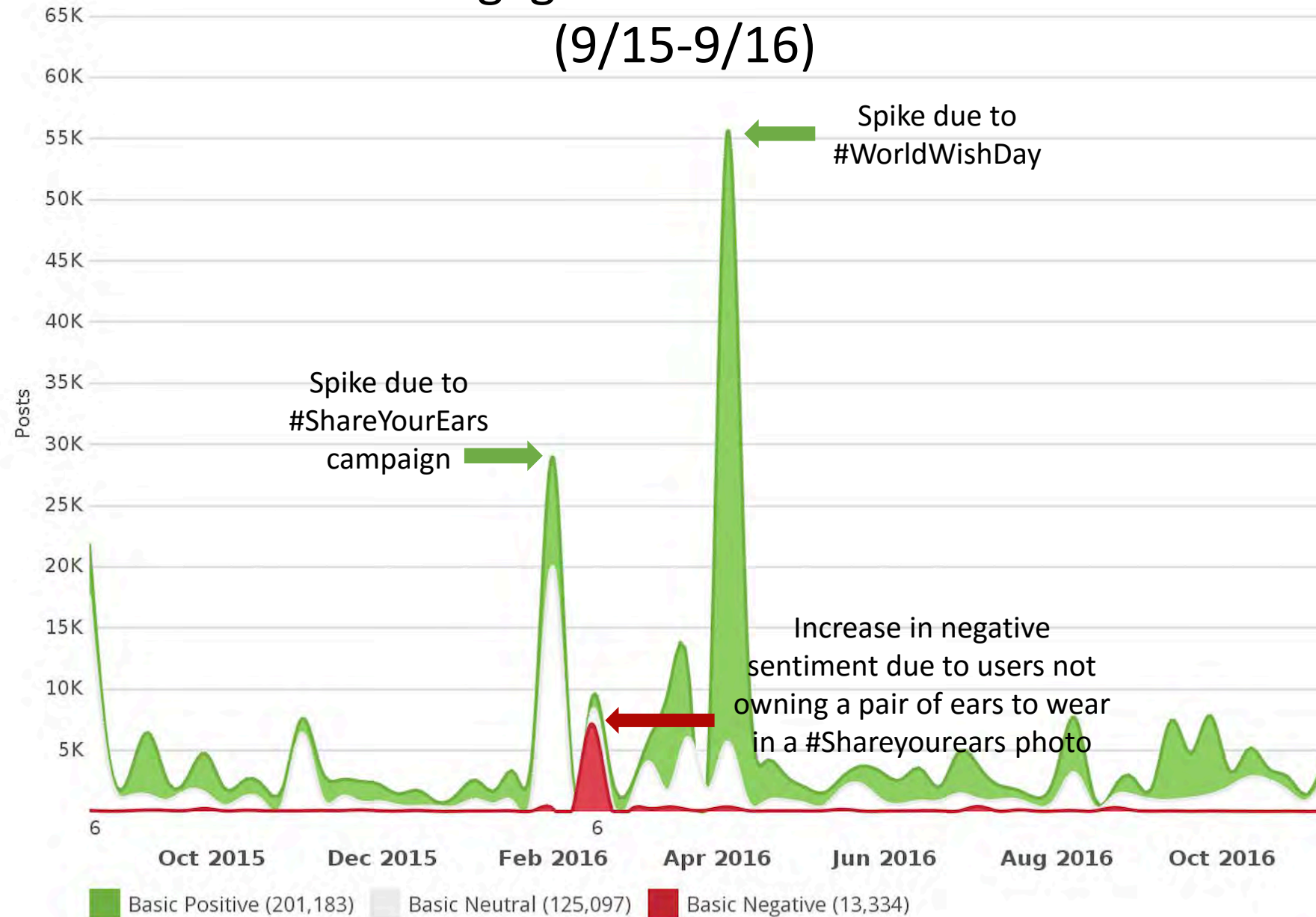


*53% had identifiable gender

Our most involved Make-A-Wish states were California, Florida, New York, Ohio, Illinois, and Texas



Engagement Sentiment (9/15-9/16)



Engagement Sentiment



Disney
@Disney

Follow

Smile and [#ShareYourEars](#)! For each pic posted, Disney puts five dollars toward Make-A-Wish: di.sn/ShareYourEars

5:00 PM - 19 Feb 2016

430 1,004

#SHARE YOUR EARS

In February of 2016, in honor of granting their 100,000th Disney wish, Make-A-Wish partnered with Disney Parks to launch the #ShareYourEars campaign. For every post including the hashtag, Disney Parks would donate 5 dollars to Make-A-Wish. Throughout the campaign period, Disney Parks raised 2 million dollars.



Meagan
@meaganbiebsgirl

Follow

Disney will donate \$5 to the make a wish foundation for every photo 'showing your Mickey ears' [#showyouears](#) ❤️

11:06 PM - 20 Feb 2016

1

Engagement Sentiment



Justin Bieber 
@justinbieber



Follow

Thanks for the bracelet Jen :) Happy
[#WorldWishDay](#) [@MakeAWish](#) [#neonwish](#)



RETWEETS
52,858

LIKES
124,611



April 29th, 2016
celebrates the day
that the Make-A-
Wish foundation was
inspired by their first
wish granted. This
trending hashtag
caused a huge spike
in positive
engagement
sentiment.

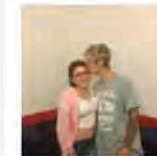


Make-A-Wish America 
@MakeAWish



Follow

Thanks, [@justinbieber](#), for being an amazing wish
granter and celebrating [#WorldWishDay](#) with us!
[@livelokai](#) [#neonwish](#)



Justin Bieber [@justinbieber](#)
Thanks for the bracelet Jen :) Happy [#WorldWishDay](#) [@MakeAWish](#)
[#neonwish](#)

RETWEETS
1,378

LIKES
1,299



11:07 PM - 29 Apr 2016

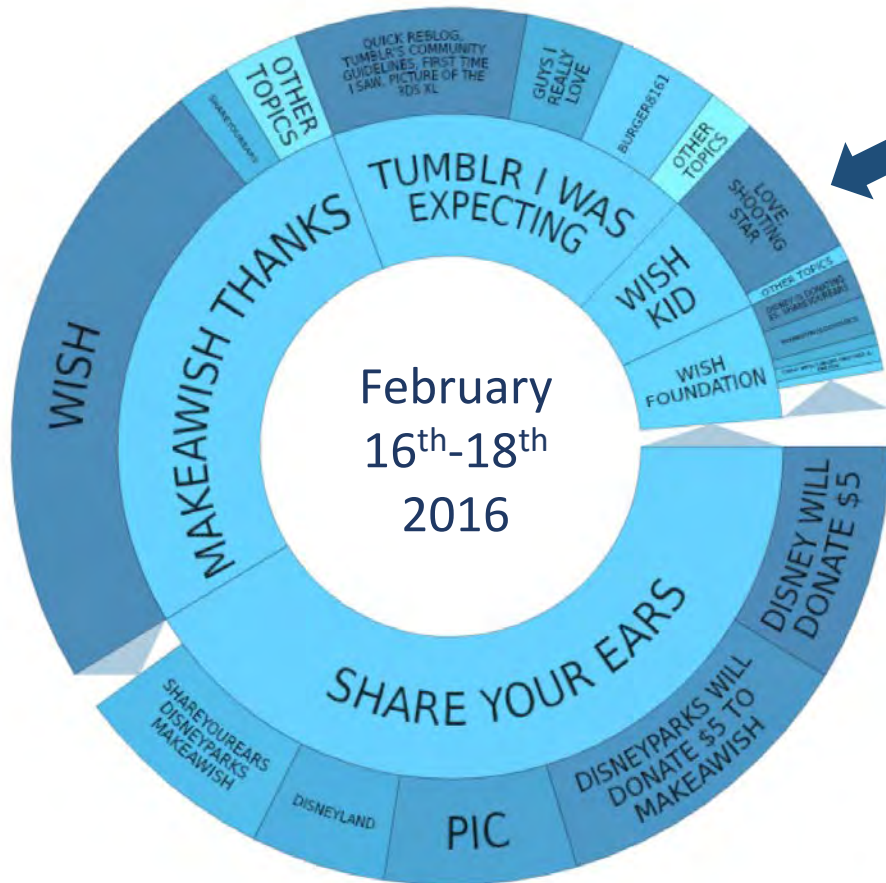
 12

 1.4K

 1.3K



Most Popular Engagement Topics



#ShareYourEars
campaign launch
date topics



#WorldWishDay
topics

Earned Insights

A young girl, Jazzlyn, is posing with Mickey Mouse at Disney World. Mickey is wearing a blue hat with stars and a red scarf. Jazzlyn is wearing a pink top and a white badge. They are standing in front of a mural that depicts a crowd of people cheering. The background is a teal wall with a grid pattern.

Jazzlyn, 7
hypoplastic left heart syndrome

*I wish to go to the Walt
Disney World® Resort*

Earned Data



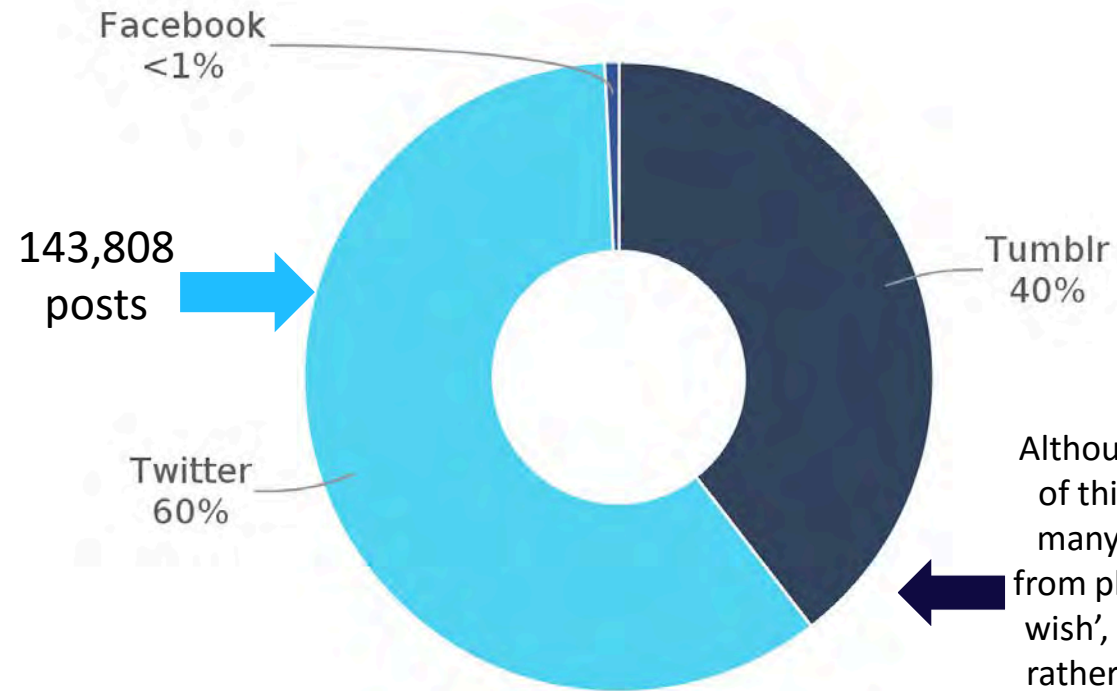
Our data was pulled from
9/24/16-10/24/16



In October of 2016, Make-
A-Wish had 239,680 posts



@MakeAWish Twitter is the
most used and successful
social media platform.



143,808
posts

Facebook
<1%

Twitter
60%

Tumblr
40%

Although Tumblr made up 40%
of this data, we realized that
many of the posts here were
from phrases including: 'make a
wish', '11:11', 'I wish for...' etc.
rather than our @MakeAWish
account.

Earned Data

On October 8th,
@ryanreynolds' tweet spiked to over 14,000 posts



Ryan Reynolds
@VancityReynolds

Connor McGrath woulda been 14 tomorrow. Thnx to @MakeAWish for placing me in his life. He made mine better. Love to his folks, Kim & Gerald.



RETWEETS 8,695 LIKES 73,296



Purpose World Tour
@JustinTourUpd

Photos of Justin Bieber with @MakeAWish fans a few days ago in Denmark.

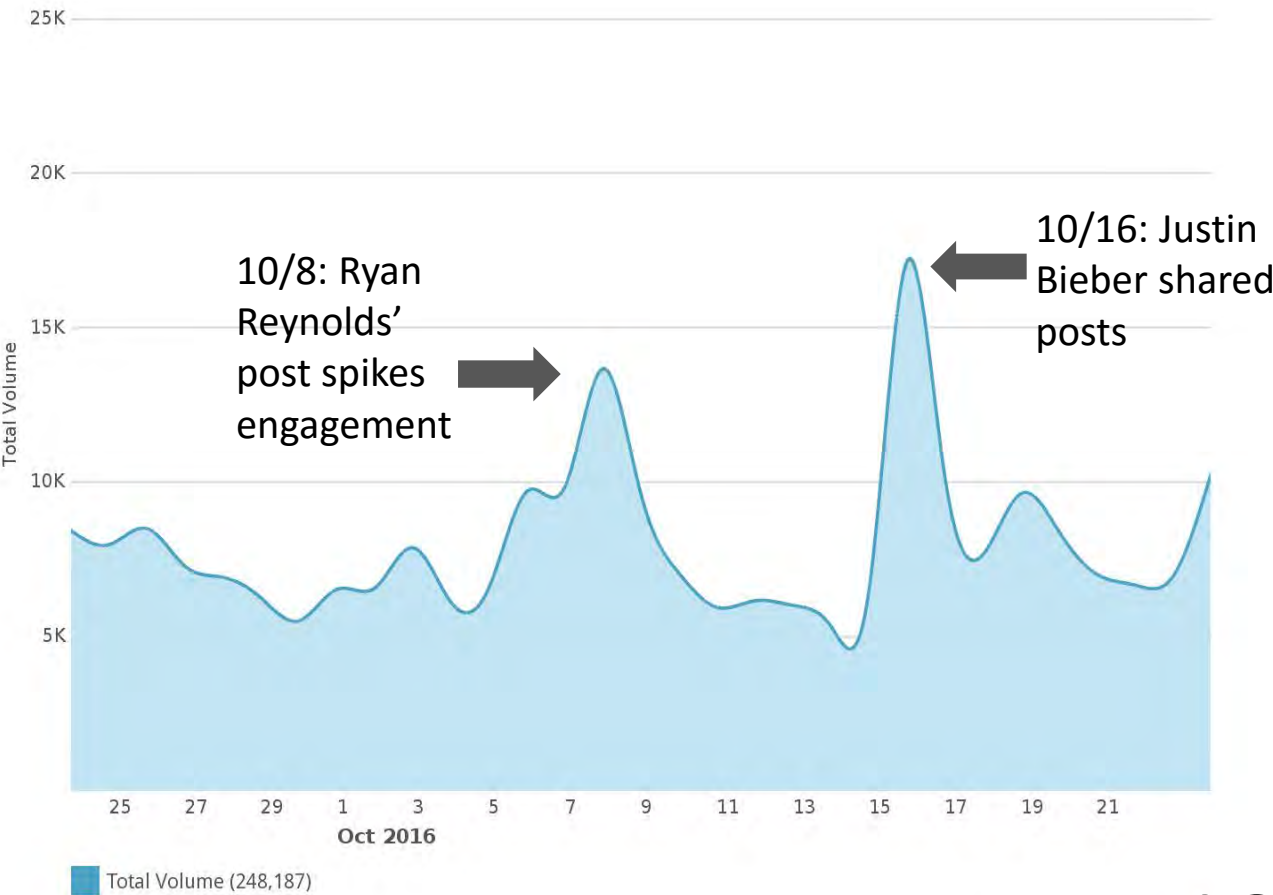


RETWEETS 38 LIKES 104

7:55 AM - 16 Oct 2016

On October 16th,
@justinbieber's tweet spiked up to 17,000 posts.

Volume of Total Posts



Boolean Search Terms

Make-A-Wish OR Wishinprogress OR
"Wish In Progress" OR Wishkid OR "Wish
Kid" OR @MakeAWish OR NeonWish OR
WishNation OR Issaics99wishparty OR
GiveAtWork OR MacysBelieve OR
5ChristmasWishList OR JobOpportunity
OR ChiOLovesMakeAWish



Rival IQ, NodeXL, & Suggestions

Owen, 5
seizure disorder

I wish to have
a service dog!



- We chose to use Rival IQ, another social media analytic tool, to compare @MakeAWish to their biggest competitors.
- Companies use Rival IQ to view their social audience, analyze their post performance, and view interactions by post.



Kids Wish Network
and the Granted Wish
Foundation are Make-
A-Wish's biggest
competitors.



213K Followers



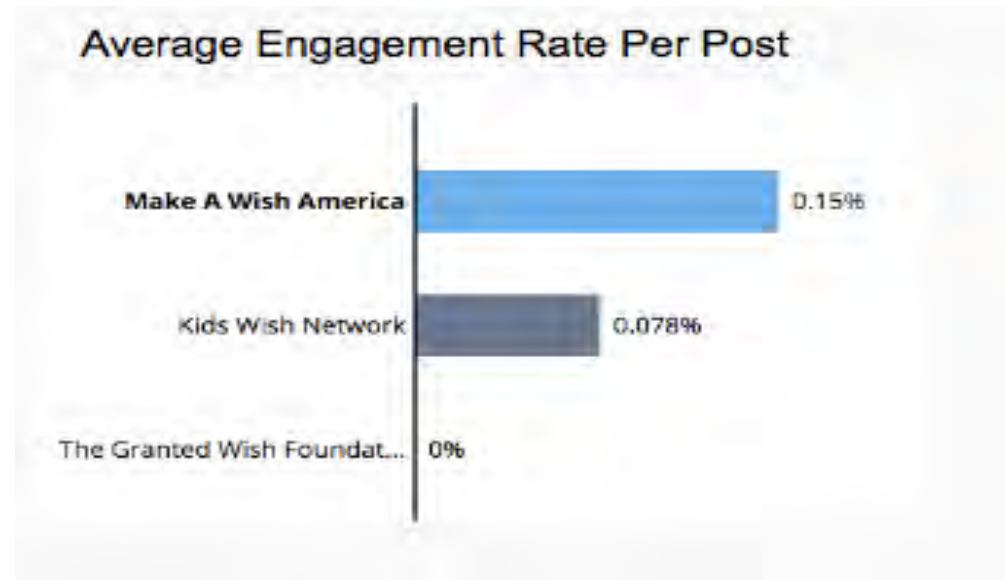
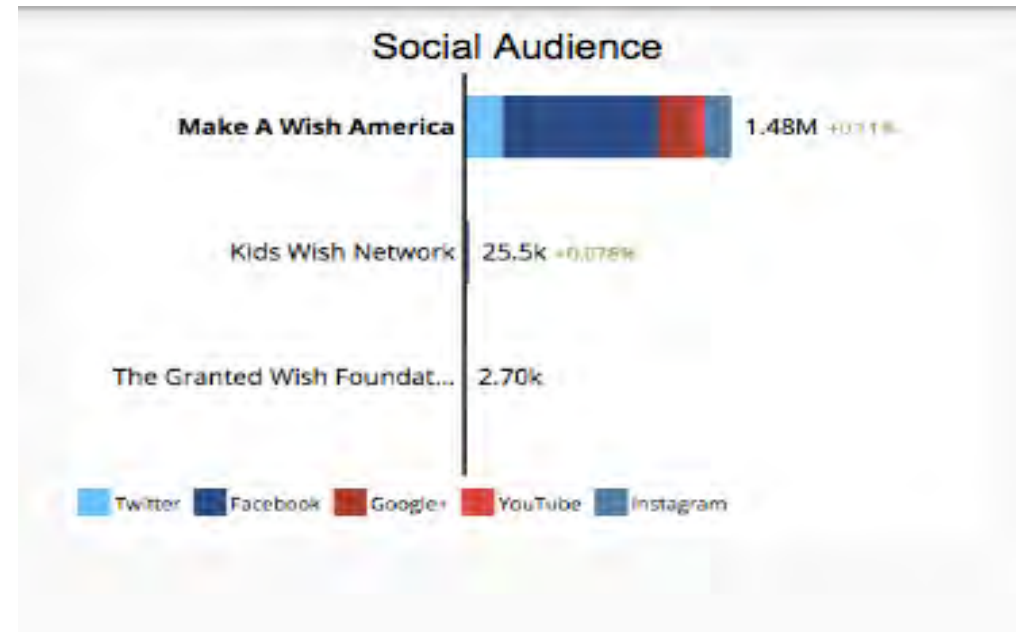
862,926 Likes



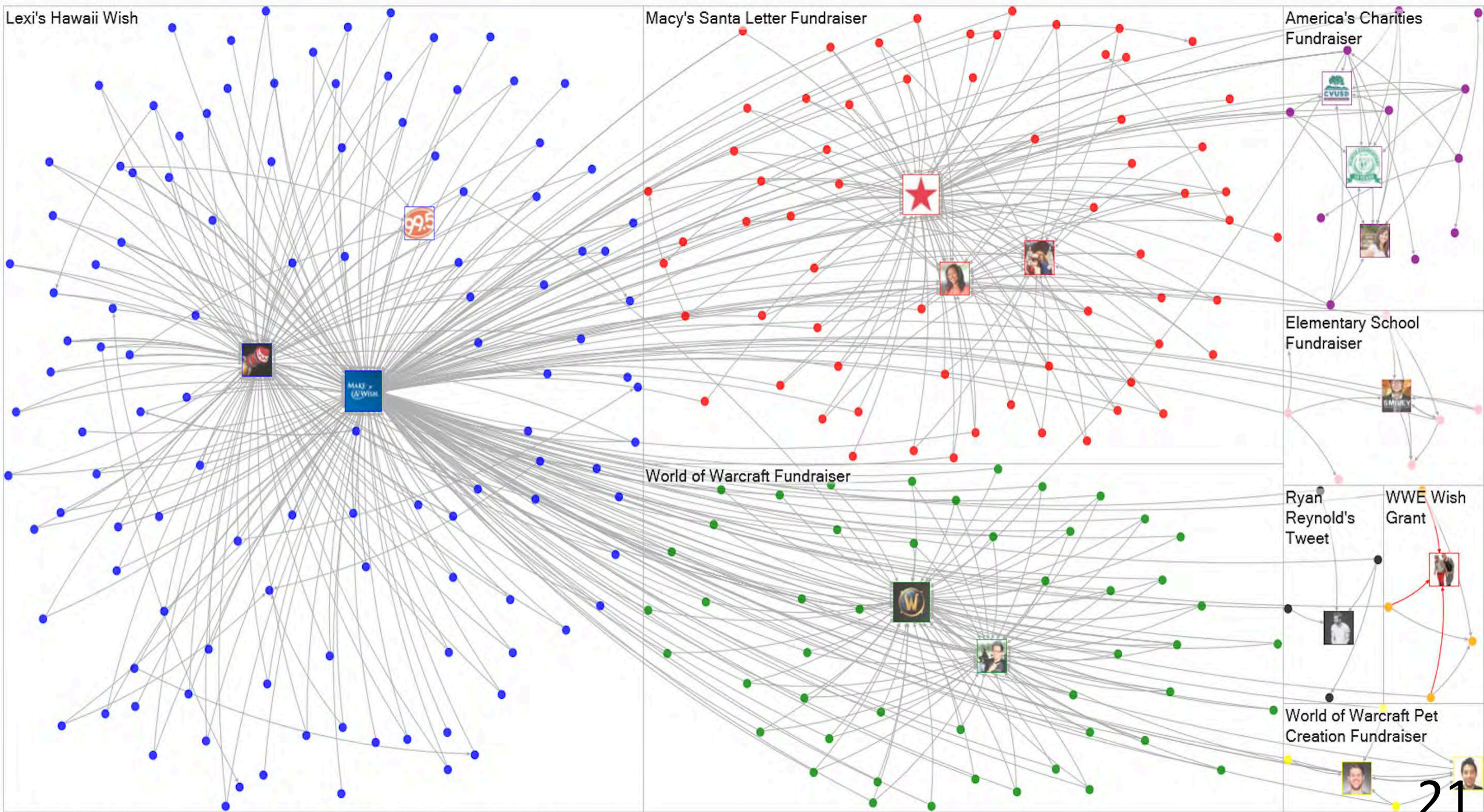
65,478 Subscribers



144,546 Followers



Make-A-Wish has an extremely large influence when it comes to their social audience, social engagement, and average engagement rate per post



NODEXL

- By using NodeXL, we were able to visualize Twitter conversations that involved our Make a Wish account.
- Our twitter search consisted of the following:
NeonWish OR WishNation OR MacysBelieve OR ChiOLovesMakeAWish

*We had a huge issue when trying to pull enough data into our Node Excel graph. Due to the high possibility of 'Make A Wish' having other meanings besides our non-profit (for example 'It's 11:11 make a wish!!'), we actually had to redo this graph 3 times before we were able to gather enough data.



Our top users:

1.



@MakeAWish

2.



@Macy

s

3.

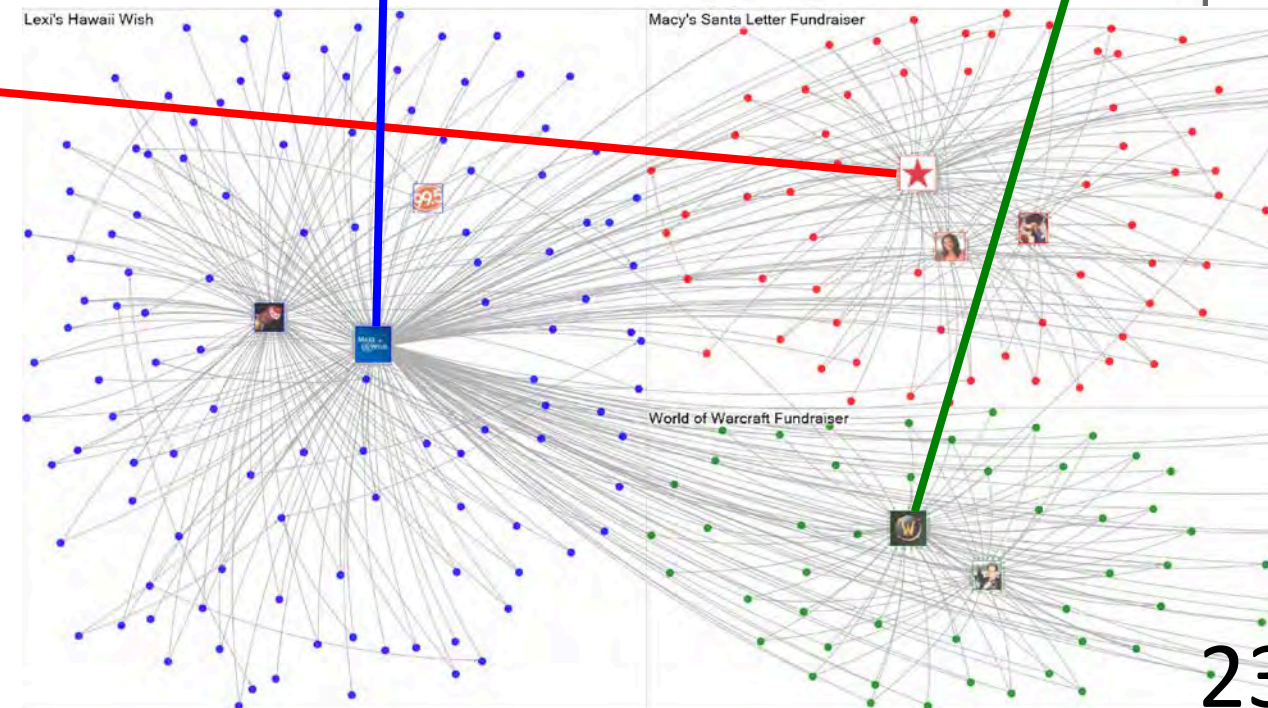


@Warcraft

22

NodeXL Groups

On this day on twitter, our three major groups were talking about the Macy's Believe campaign where children can write letters to Santa Claus and one letter written is one dollar donated, World of Warcraft's make a pet adoption fundraiser, as well as Make-A-Wish's granting of Lexi's Hawaii Wish.



Suggestions

For Make-A-Wish:



- More specific hashtags that relate directly to @MakeAWish
- Continue to launch fundraising campaigns with well known companies like Disney Parks and Macy's
- Continue to interact with celebrities like @JustinBieber

For future research:



- Dive deeper into demographics, specifically location as well as earned data.
- Explore more aspects of engagement sentiment