



WWF

WWF Social Media Analytics Report
AdPR 5750

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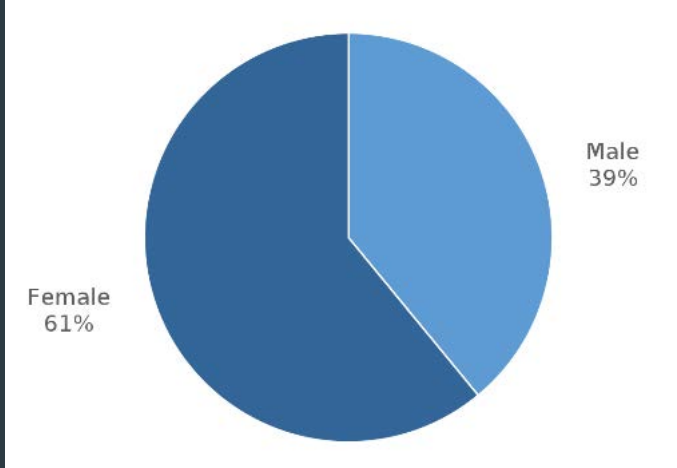
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Aubry Snow (snow.aubry@gmail.com)

Executive Summary- Data Overview

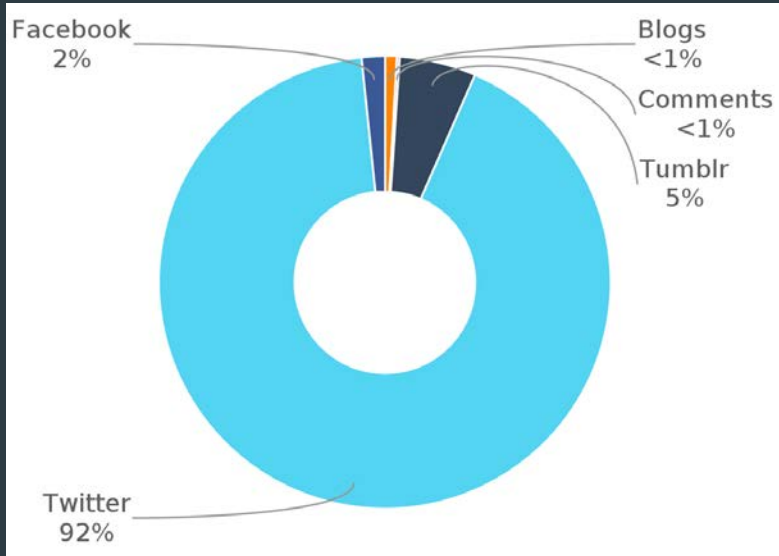
Time Period: May 21st, 2016 to September 21st, 2016

51% identifiable gender



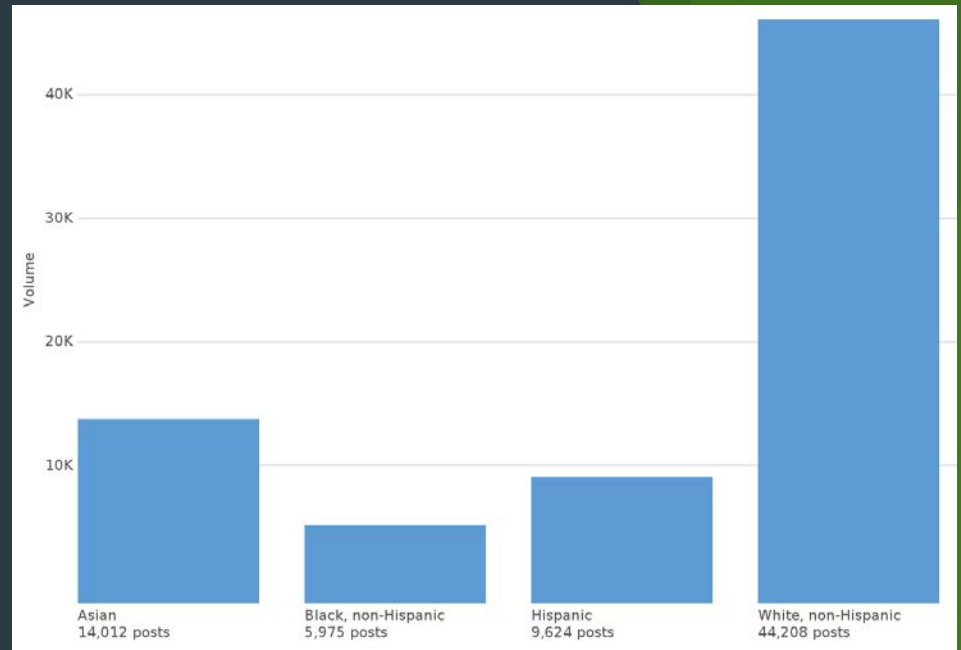
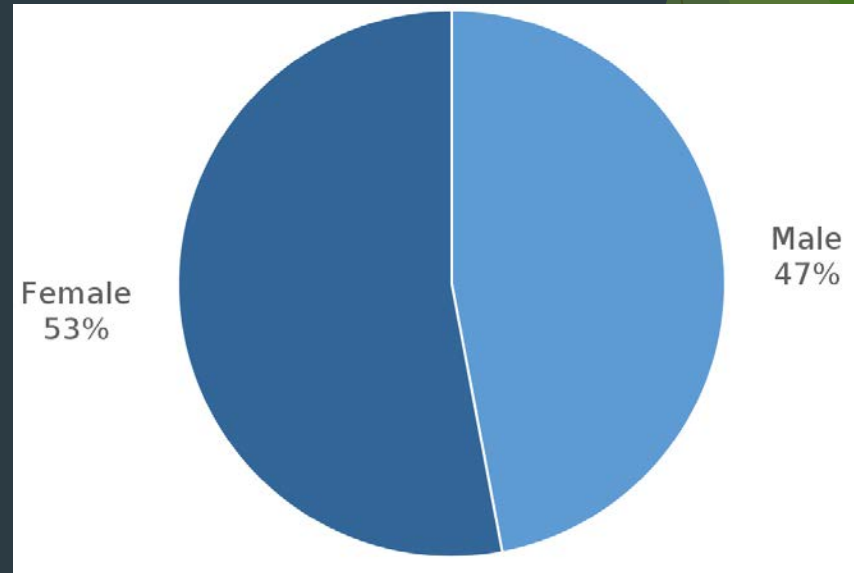
Earned

- ▶ Earned data source: Twitter, Facebook, Tumblr, Blogs
- ▶ Earned number of posts: 310,215



Owned

- ▶ Owned Data source: Twitter
- ▶ Owned number of posts: 379

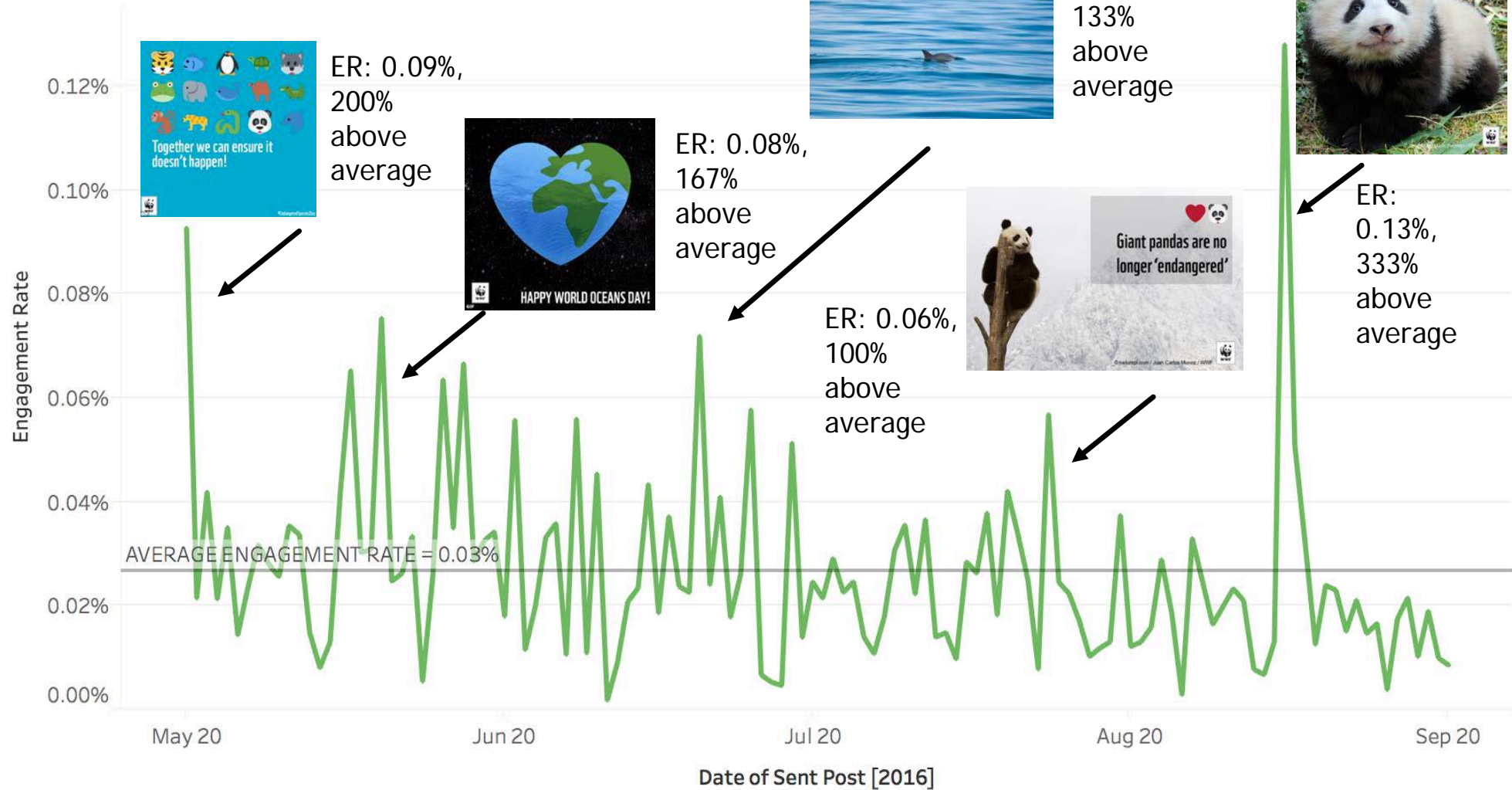


43% identifiable gender

58% identifiable gender

Owned Data Timeline

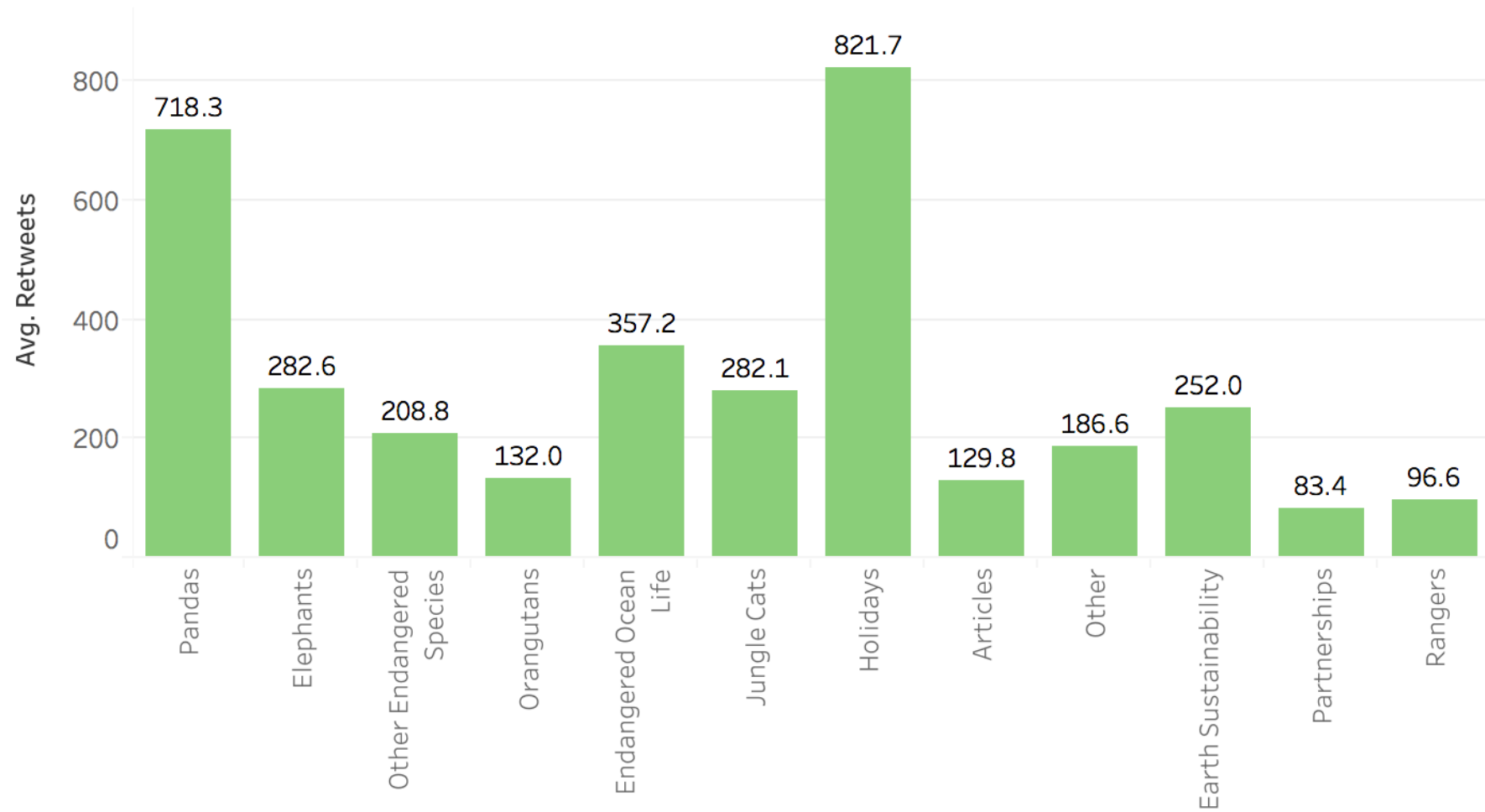
Engagement with Sent Posts



And here are WWF's engagement spikes with the post that caused each spike highlighted so we can see what kind of content from WWF people are engaging the most with.

Owned Content Analysis

Content Analysis: Average Retweets by Content Category

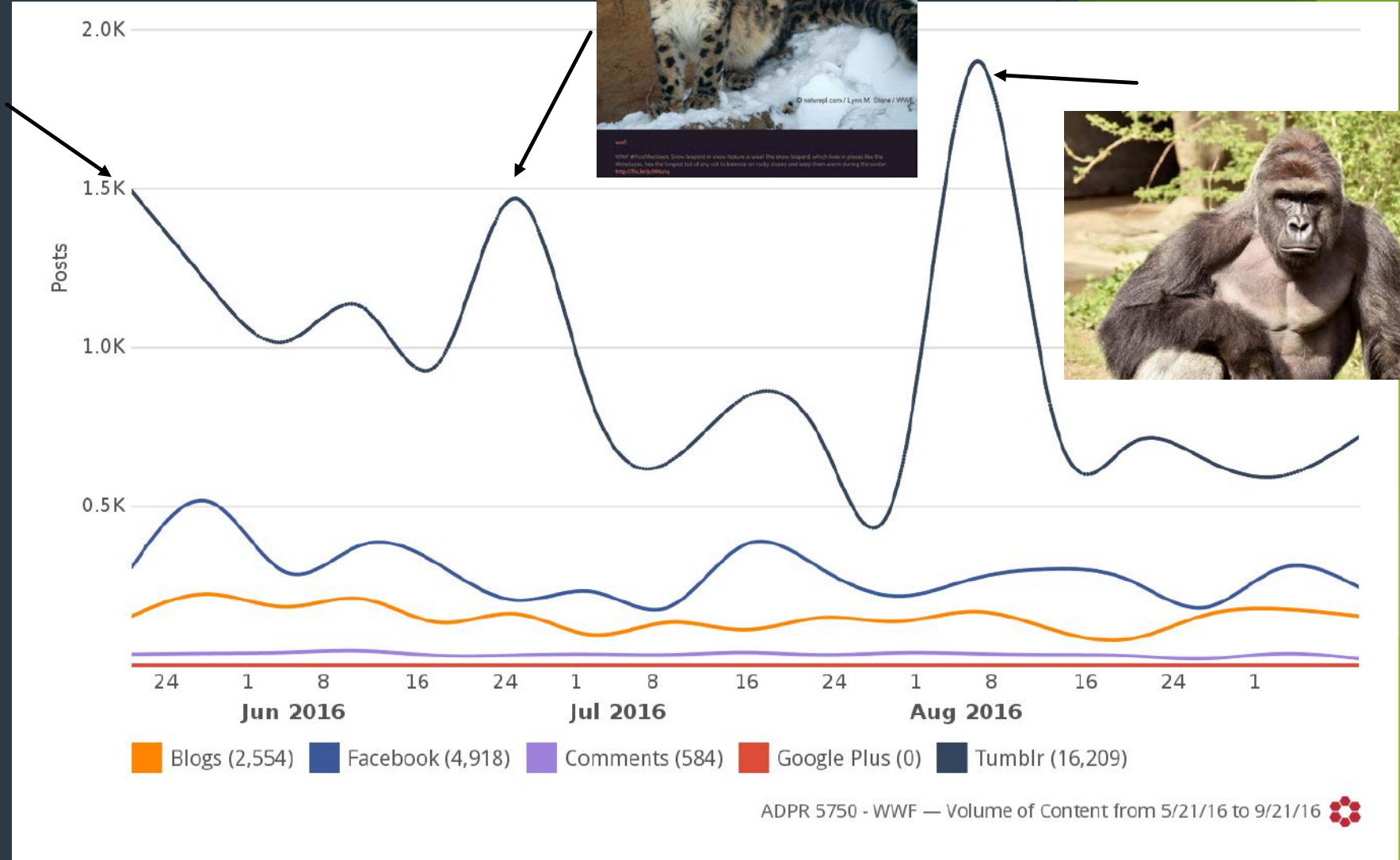


Data Overview: Earned

➤ Here you can see that, similar to owned data, the highest volume of posts tends to be shares of announcements about conservation and endangered animals. These types of posts are easy to share, interesting to most, and visually appealing.



Data Overview: Earned



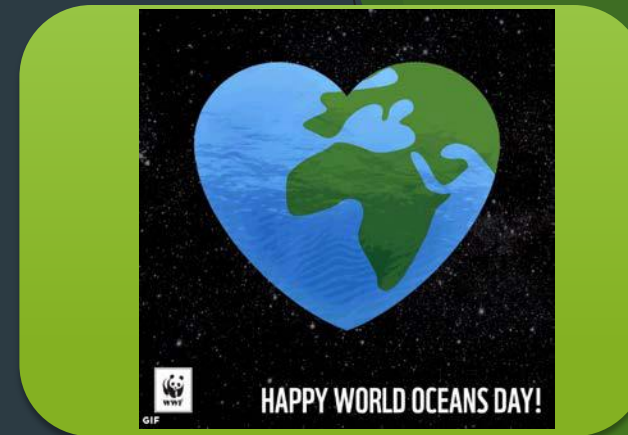
➤ Here you can see that the highest volume of posts on all other platforms (Tumblr is shown here) revolve around endangered animals as well.



- WWF should continue to post tweets with pictures of endangered animals and wildlife, but spread this content to their other channels as well.



- In posts about rangers, show pictures of the ranger with the wildlife that he's protecting.



- WWF should continue to post announcements and holidays about conservation and nature on Twitter, though spread these posts to their other platforms in order to boost engagement on those other channels as well



- WWF should post about initiatives, ways to get involved, how to donate, etc.



- Utilize their logo of the panda in conjunction with the recent event of Pandas becoming un-endangered as a symbol of hope and a means to encourage donations (time and money) to WWF.

Thank you!



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