



final report
**VH1 SAVE THE MUSIC
FOUNDATION**



ADPR 5750: Fall 2016

David Andriate Caroline Barfield Molly Harris

RESEARCH OVERVIEW



Our listening timeframe consist of June 2015 through February 2016. We chose this timeframe because the program efforts run from June through February.



We pulled data from Twitter and Facebook. However, facebook proved to be insignificant with 99% of our data coming from Twitter.



To collect our data, we used both a Crimson Hexagon buzz monitor and a Twitter monitor to collect both owned and earned data. We also used Node XI to retrieve information on our networks.

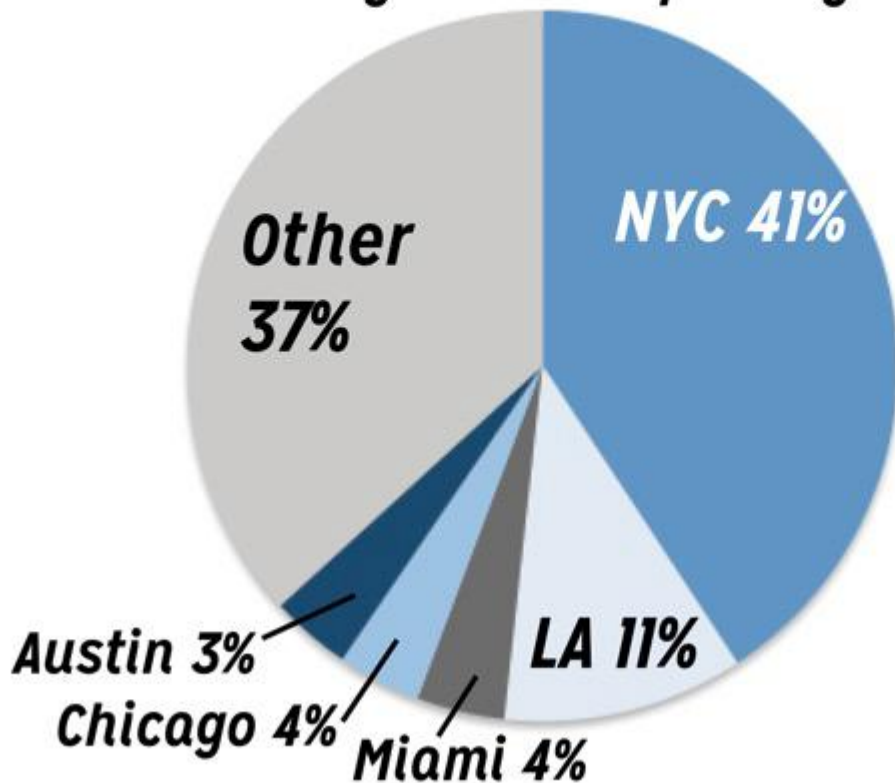
KEY ACTIONABLE INSIGHTS

1. Twitter is the main platform used with less than 1% of earned data found on Facebook.
2. Almost all of our followers and influencers are in the United States, and within the United States a large portion are from NYC, LA and a few other major cities. This makes sense because most of the celebrity ambassadors and sponsor companies are in these cities, as well as most of the events that VHI Save The Music holds.
3. We found that in both male and female earned data, there was only 1% negative sentiment, however, the neutral and positive sentiments between the genders differed, with females having a higher percentage of positive sentiment.
4. The keywords that produced the most engagement, with "VHI Save the Music" obviously being the most widely used, were keywords associated with events hosted by the foundation, celebrity ambassadors, and brand associations/sponsors.





LOCATION

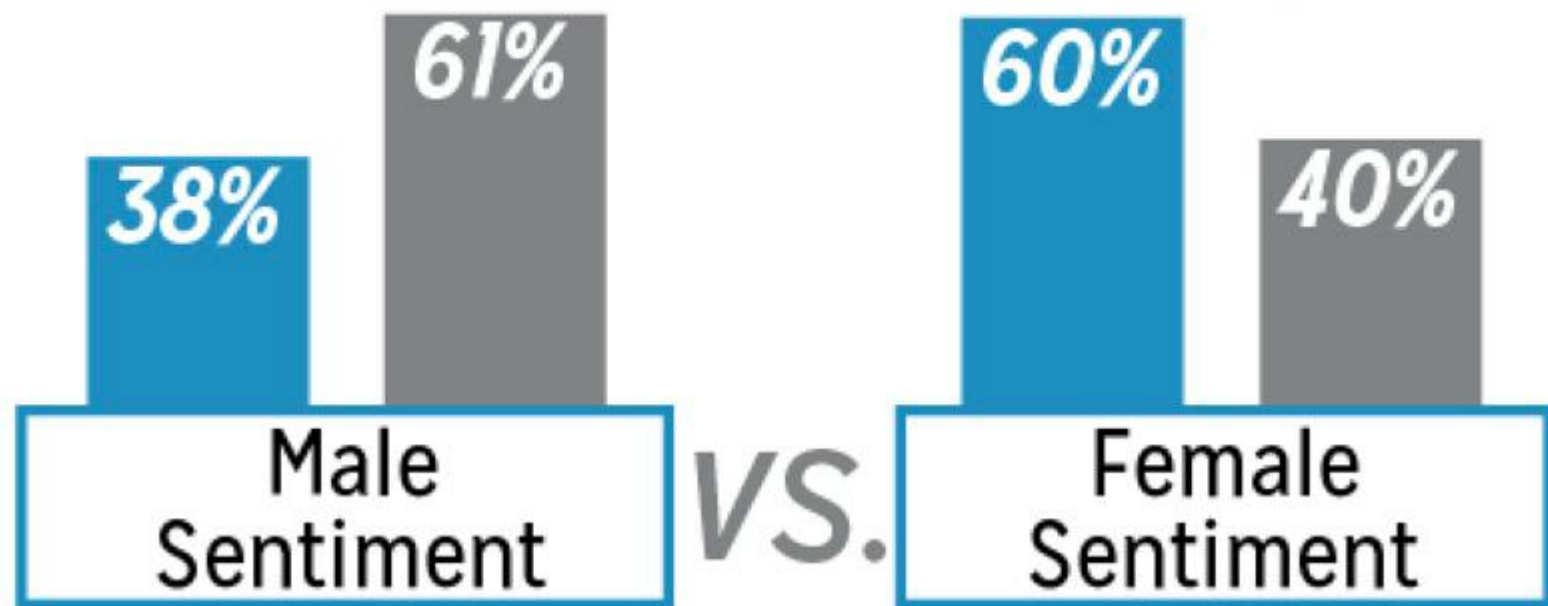
Percentage of Posts per Region



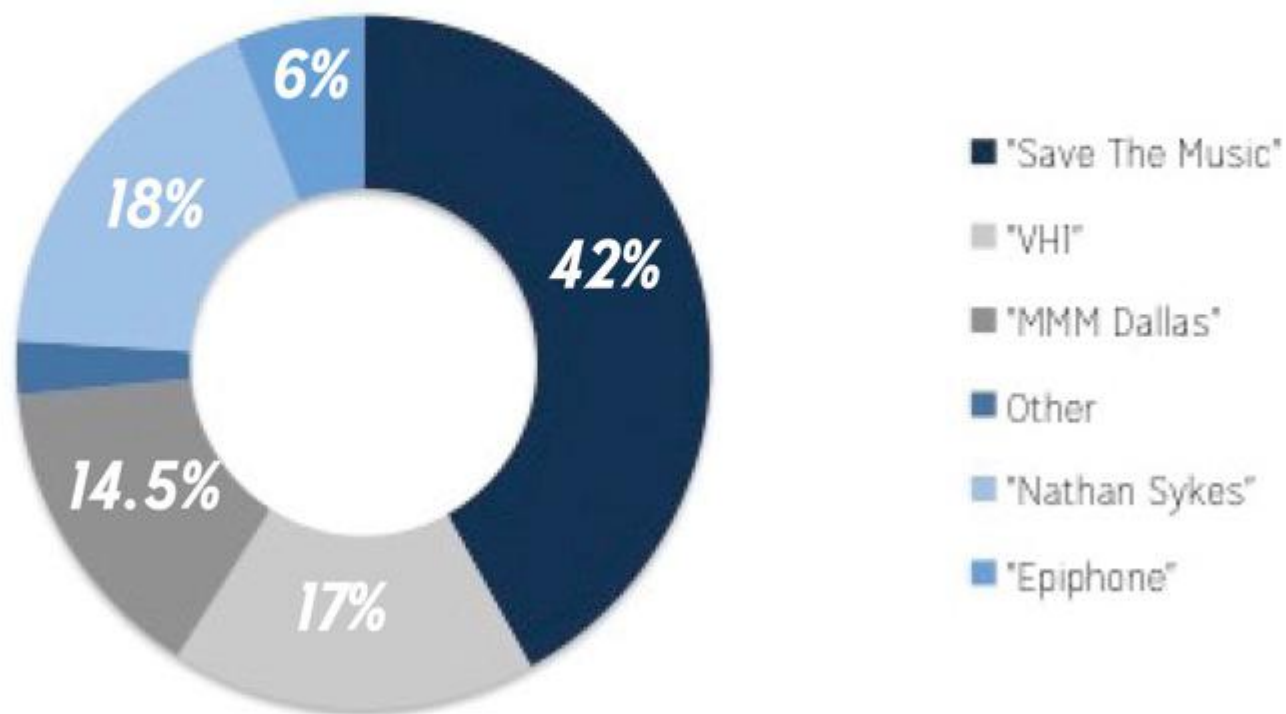
SENTIMENT & GENDER

**<1% negative for
both M and F*

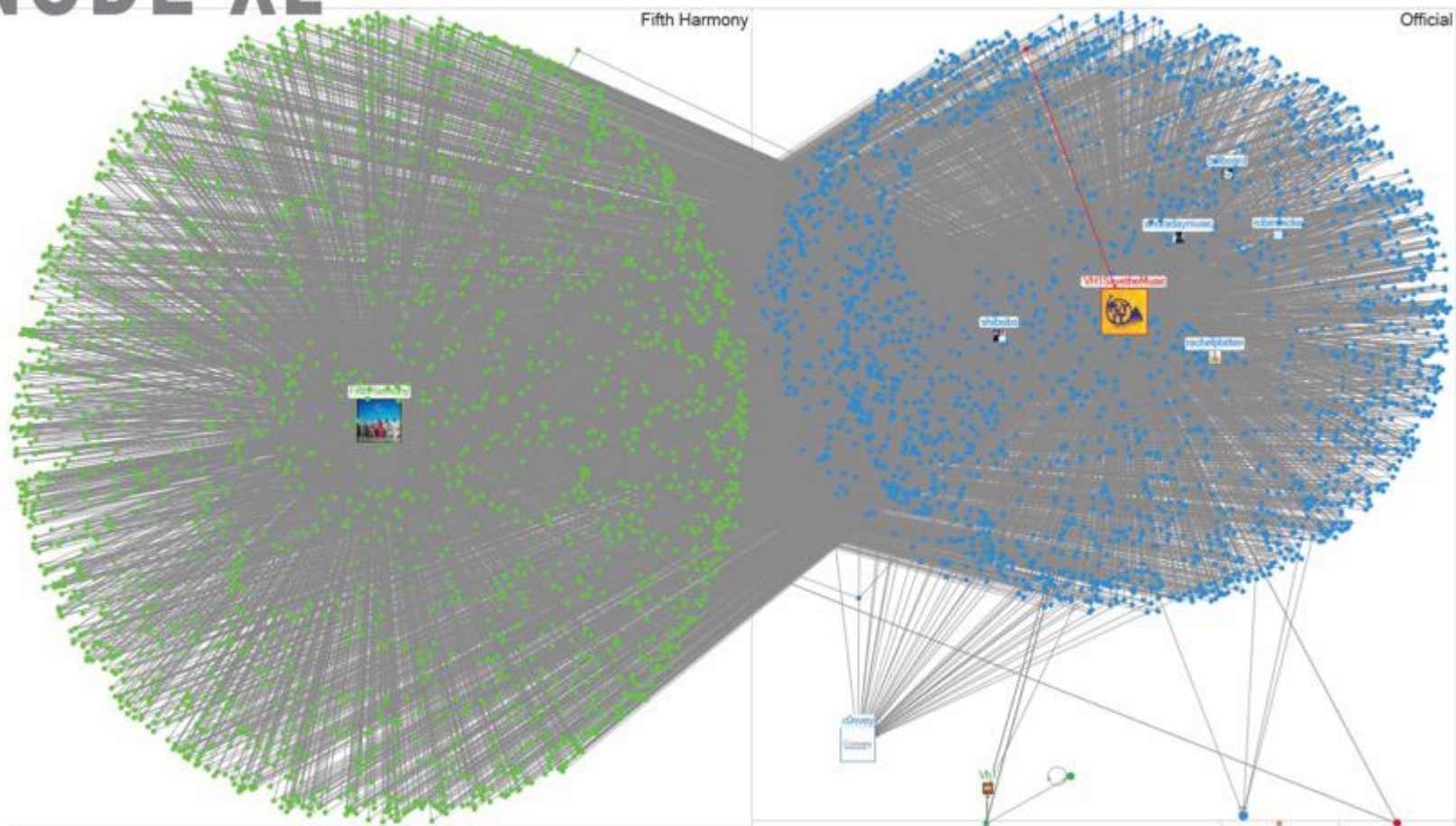
 = positive
 = neutral



KEYWORD USE IN EARNED DATA



NODE XL



NODE XL SIGNIFICANT TWEETS



Fifth Harmony

@FifthHarmony

Follow

On this [#GivingTuesday](#) we want to help [@VH1SaveTheMusic](#) give children access to music 🎵❤️ Donate here: on.vh1.com/2fIUbpJ [#SaveTheMusic](#)

RETWEETS

5,106

LIKES

12,655



12:20 PM - 29 Nov 2016

213 5.1K 13K ***



Rachel Platten

@RachelPlatten

Follow

Please support [@VH1SaveTheMusic](#) to help raise awareness about the importance of music for kids: on.vh1.com/givingtuesdaym... [#GivingTuesday](#)

RETWEETS

44

LIKES

156



9:56 AM - 1 Dec 2016

13 44 156 ***



billboard

@billboard

Follow

[#VH1Divas](#) partners with [@VH1SaveTheMusic](#) for holiday special, welcomes school carolers for pre-show performance



'VH1 Divas Holiday: Unsilent Night' Partners with Save The Music Foundation...

Youth Carolers from Park Place Community Middle School in Brooklyn will perform for the 'VH1 Divas Holiday: Unsilent Night' special as part of the franchise's partn...

billboard.com

RETWEETS

27

LIKES

100



SUGGESTIONS

- Posts focused on events occurring in NYC or LA could increase event attendance due to followers' geographic location.
- Utilize other platforms such as Instagram and Facebook by interacting with the audience and driving them to the other platforms from Twitter.
- Include other keywords such as "Music Education" along with "Save The Music" to ensure that followers understand what VHI is promoting. This will additionally help gain new followers such as educators that may not otherwise follow VHI and its programs.
- Including popular brand names that are associated with VHI SaveTheMusic in giveaways, sponsorships, etc. We found that when they used Epiphone guitars for a giveaway, where the entry process was to simply retweet the post, there was high engagement on said post.





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VH1
SAVE
THE
MUSIC
Foundation

**THANK YOU
FOR WATCHING.**

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