



**American
Red Cross**

AMERICAN RED CROSS

FINAL PROJECT

ADPR 5750: Social Media Analytics

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AMERICAN RED CROSS

The American Red Cross's primary goal is to provide support for those in need. They show up in communities where tragedy has struck and work tirelessly for the betterment of human life to those affected by disasters and emergencies.

Their mission is to alleviate the suffering and hardship that these emergencies inflict by providing volunteers, medical supplies and professionals, and essential survival items and accommodations. They exist for those in a time of dire need, and they focus on turning “compassion into action.” Their social media serves as a call to action by urging their followers to donate or volunteer where necessary. As well as an informational resource for those seeking assistance in affected areas during these crises. They often provide a link in their tweets in which to help. Their tweets also redirect their followers to accounts that are dedicated to the specific effort.



<https://www.redcross.org/about-us/news-and-events/news/2019/companies-retailers-offer-more-ways-to-support-the-red-cross.html>

Data Overview

For **owned data**, we analyzed American Red Cross' Twitter using Brandwatch. We analyzed a total of 300 tweets within our timeline, narrowing it down to 90 after threading out the replies. Through our analysis, we found what drove the most engagement with posts from the Red Cross Organization.

For **earned data**, we analyzed the American Red Cross's presence on Twitter and Reddit using Brandwatch. We analyzed 523,000 total mentions within our January 1-October 1 timeline. We also analyzed the conversation of natural disasters to understand what stems from this topic. We were able to compare American Red Cross' engagement with their biggest competitors: United Way, FEMA, and Salvation Army.

Business Problem

After analyzing American Red Cross's social media presence from all sides, we have discovered a couple of challenges facing the brand. First, there is a disconnect between marginalized communities and the Red Cross's policies. ARC must employ effective communication strategies to address their discriminatory blood donation process and other contention points. However, this is not an isolated incident, with many of the ARC audience dissatisfied with the Red Cross's response to tragedy and natural disasters and the geographical areas that they prioritize over others. Red Cross needs to listen to the feedback from their audience and make necessary adjustments in order to remain a key player in the nonprofit sphere.

Through carefully selected public affairs communication tactics, via Twitter and other methods, The Red Cross has the opportunity to address these circumstances directly and ensure the longevity of the organization and the great work that they do.

Executive Summary

What is the demographic breakdown of the Red Cross audience?

52% female, 48% male

Where are the people who engage with the Red Cross on Twitter located?

The United States leads in Red cross mentions with just over 400k. The United Kingdom follows with 64k mentions.

How many people are talking about the Red Cross?

The Red cross received 2 million mentions in this time period with 924k unique authors.

What is the sentiment surrounding the Red Cross?

60% neutral, 18% negative, 22% positive. Much of the negative sentiment is regarding the LGBTQIA community and their inability to donate blood. Almost all other negative sentiment was surrounding events that occurred rather than towards the ARC organization.

Who has the highest share of voice among ARC and its competitors?

ARC leads in SOV with 55%. The United Way, with 22.5%, follows behind.

When did ARC receive the most mentions?

August 4, 2020. This was when the explosion in Lebanon happened (173,668 mentions). The topic of "donate" was the highest trending topic during this time period for ARC following the explosion.

Which hashtag received the most impressions for ARC?

#covid19 (#redcross was the most used hashtag, however.)

When were people talking about Red Cross the most? (Day of week and time of day)

Day of the week: Friday, Time of the day: 12 pm and 8 pm

Link with the most impressions?

https://abcnews.go.com/Health/coronavirus-updates-american-red-cross-antibody-tests-id/story?id=70301746&cid=social_twitter_abcn (This article was released on April 23, 2020, and was concerning an infants death from Coronavirus and was by ABC News.)

Top Recommendations

Owned Data

Addressing Animosity

- Many Twitter users are dissatisfied with ARC's policy on being a blood donor and LGBTQ+, so they should address this in a lengthy, detailed statement out of respect for their audience and in order to preserve the Red Cross reputation.

The Perfect Pair

- ARC receives the most engagement with its Tweets surrounding natural disasters. Using this information and what we know about the high engagement of pictures and infographics, combining these two elements would be helpful to ARC

Emoji Importance

- It's vitally important for brands to keep up with the times, especially in 2020. Data shows that a clapping hand emoji '👏' was featured in ARC tweets with the most impressions, and the globe emoji '🌐' was also popularly found in top tweets. Incorporating these consistently is an easy way to appeal to the audience.

Earned Data

Peak Performance

- According to the spike analysis, tweeting about how people can help, donate, or volunteer after a crisis creates positive sentiment. Use a direct link to the Red Cross website.

Celebrities Sell

- Tweets that received the most engagement were tweets posted by someone with a large platform and following, such as Melania Trump. When possible, leveraging these influencers posts about your organization by spreading the word that they mentioned ARC can help increase impressions

AMERICAN RED CROSS

Owned Data

Overview

The American Red Cross has high engagement patterns on Twitter, as found in our reports using Brandwatch. This report will explore the engagement patterns of tweets, coding, and analyzing tweets from mid-August to early September. We coded and analyzed around 300 tweets, narrowing it down to 90 after threading out the replies. Most notably, The American Red Cross is known for its volunteer efforts during natural disasters.

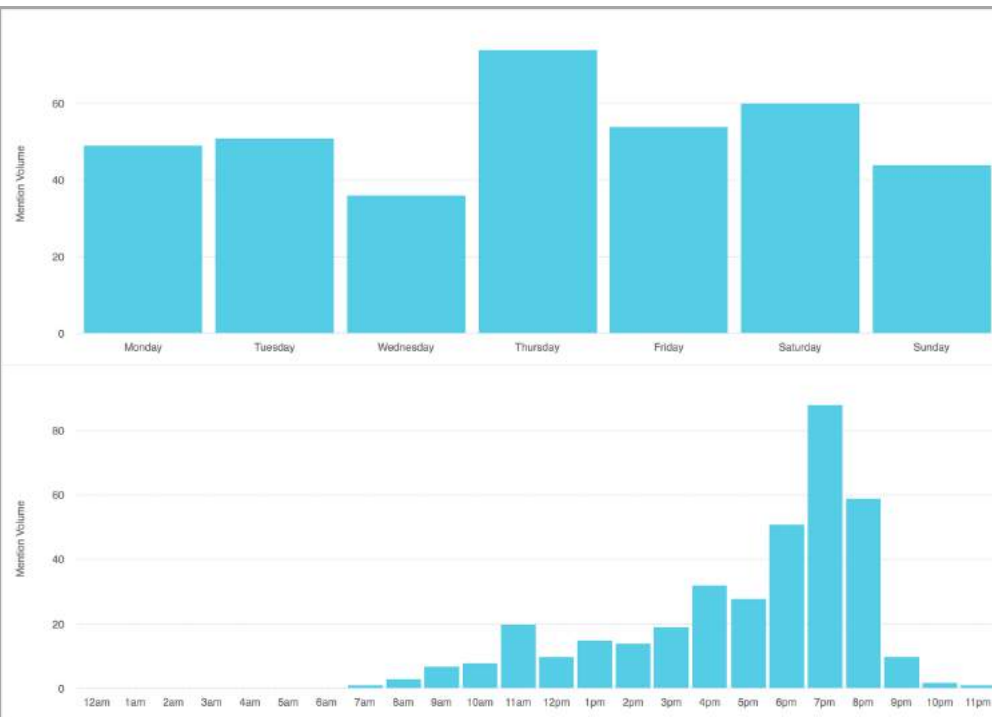
Our intention was to discover what drove the most engagement with posts from the Red Cross Organization with our owned data. This included analyzing what times were best to post, what topics and themes were most relevant, and who our audience segment was.

We found a larger reaction and engagement to tweets with images versus videos and gifs. Therefore, American Red Cross should focus more of its efforts on including images in its tweets. Tweets regarding natural disasters led to the highest engagement. There should be more of a focus on posting on Thursdays at 7pm.

KEY METRICS

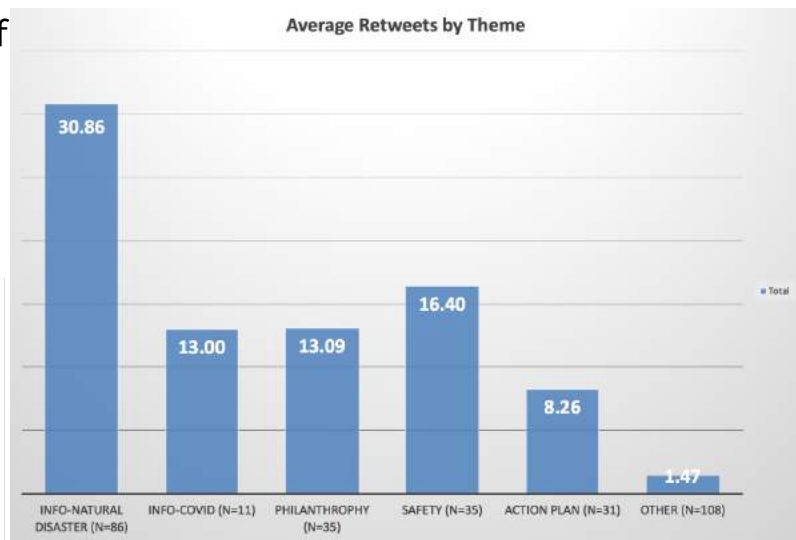
- average number of retweets
- total engagement volume
- theme
- hashtags use
- image type
- URL type
- trending topic

Owned Data



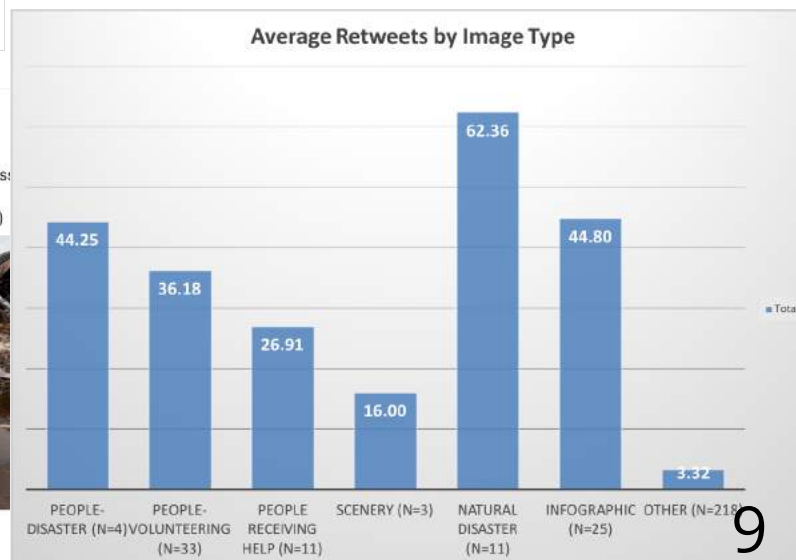
American Red Cross is most active on Twitter on Thursday's, followed closely behind by Saturday's. ARC is very active on Twitter at night time, specifically at 7pm.

Looking closer at Red Cross's engagement, we analyzed what themes drive the most of it. Info on natural disasters received the most retweets; the next highest category, safety, received only 50% of the retweets that info on natural disasters did.



Red Cross teams continue to support those impacted by #CaliforniaWildfires. Here's what our response looks like since yesterday: 🏠 12,300+ people given shelter. 🚒 Nearly 400 disaster workers mobilized in #California or virtually. 🍲 Nearly 3,400 meals and snacks distributed. <https://t.co/FHExzssCCO>

Twitter • 23 Aug • Reach 110K

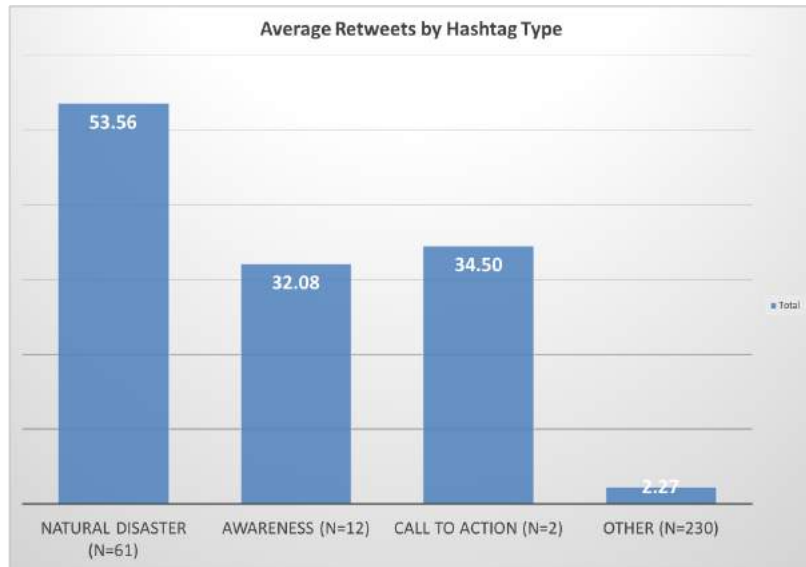


THREAD Images from #LakeCharles show the destruction #HurricaneLaura left. Over 400 Red Cross workers are on the ground to help shelter, feed and care for those who need it. #HurricaneLaura2020 (1)

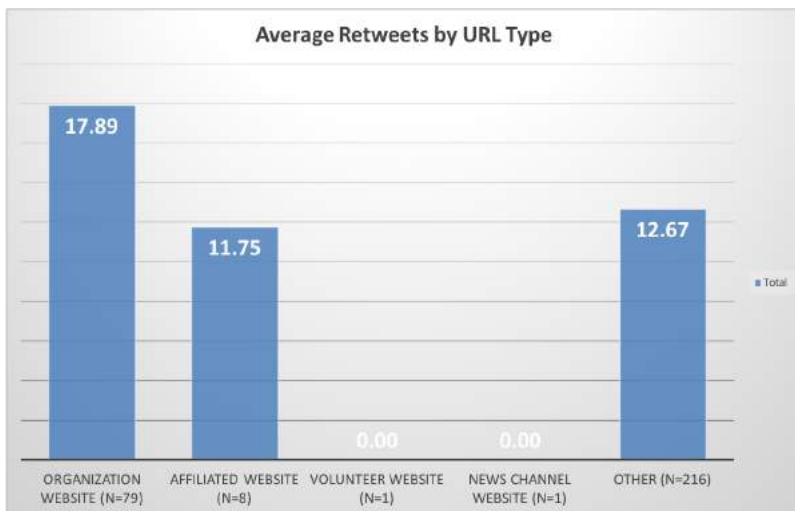


While analyzing the average retweets by image type, it is important to note that images of natural disasters received the most retweets, with infographics and people in disasters, follow closely behind.

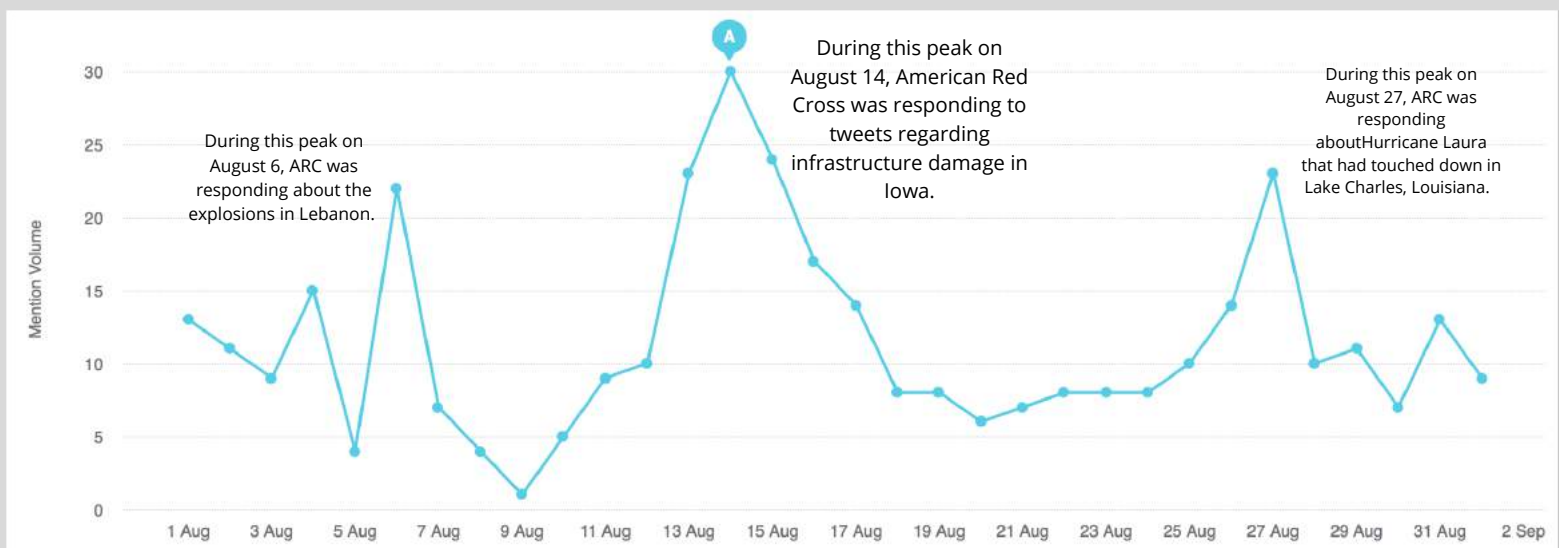
Owned Data



Hashtags about natural disasters earned the most engagement and retweets on the Red Cross Twitter page, followed by calls to action and then awareness.



Tweets including URLs leading back to the Red Cross website, obtained the most retweets. This makes a lot of sense as people follow the Red Cross on Twitter to get updates and information and find more in-depth material on the organization's website.



Recommendations

Posting Primetime

- Given that Red Cross's audience is most active on Twitter on Thursday evenings, their most pertinent and relevant content should be output during this time frame each week.
- Posting on Thursdays at 8 am or 3 pm is also a great option as posts receive lots of engagement at these times.
- The middle of the weekend, Friday and Saturday, is the least optimal posting time as people take time away from work and cell phones/the media.

Activating Engagement

- Use hashtags. Hashtags enable an organization to reach a larger audience than they may have previously. Data shows that using a minimum of 3 hashtags and a maximum of 5 hashtags per post will likely receive the most engagement.

Addressing Animosity

- Many Twitter users are dissatisfied with ARC's policy on being a blood donor and LGBTQ+, so they should address this in a lengthy, detailed statement out of respect for their audience and in order to preserve the Red Cross reputation.

The Perfect Pair

- ARC receives the most engagement with its Tweets surrounding natural disasters. Using this information and what we know about the high engagement of pictures and infographics, combining these two elements would be helpful to ARC

Emoji Importance

- It's vitally important for brands to keep up with the times, especially in 2020. Data shows that a clapping hand emoji '👏' was featured in ARC tweets with the most impressions, and a globe emoji '🌐' was also popularly found in top tweets. Being sure to incorporate these consistently is an easy way to appeal to the audience.

AMERICAN RED CROSS

Earned Data

Organization, Topic,
Competition

Overview

With our earned data set, our goal was to discover what created the most conversation surrounding the Red Cross organization and identify influential users/authors that could help expand our reach moving forward.

We analyzed the conversations surrounding the American Red Cross and the topic of Natural disaster. These conversations were analyzed on Twitter and Reddit platforms using Brandwatch. We also analyzed how American Red Cross matches up with its competitors: United Way, Salvation Army, and FEMA. We analyzed these conversations within our timeline of January 1- October 1.

KEY METRICS

- engagement demographics
 - gender
 - location
- sentiment
- total mentions
- top influencers
- top hashtags
- top URL

American Red Cross Cross Platform Conversation



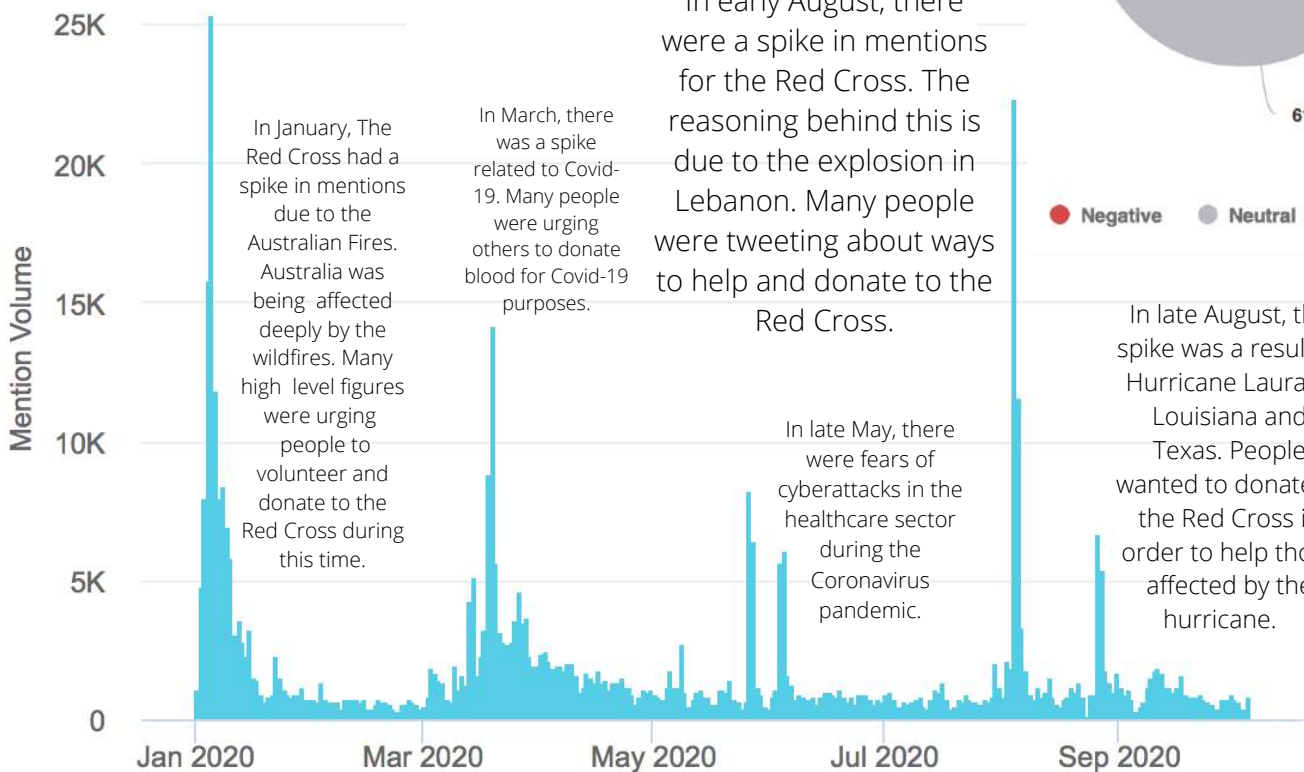
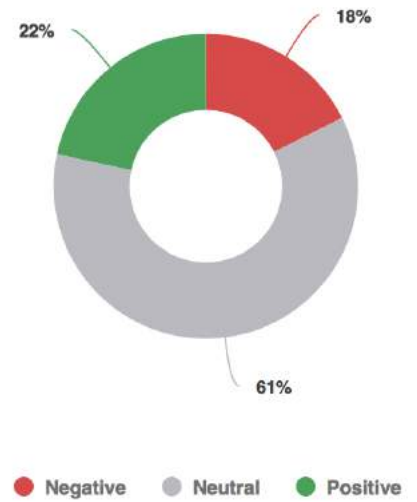
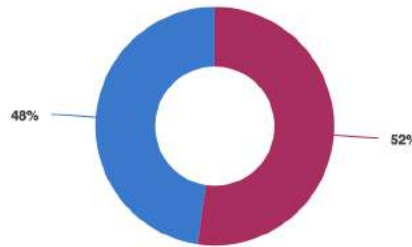
Earned Data

American Red Cross Cross Platform Conversation

American Red Cross Cross Platform Conversation accounted for 95% on Twitter and 5% on Reddit. ARC's presence on Reddit has less content volume compared to Twitter with 67K mentions. On Twitter, there were **523,000 total mentions**. The positive tweets are associated with thanking volunteers for their time and efforts after natural disasters, ways you can help and volunteer, and raising money for those affected by natural disasters. Negative tweets and posts on Reddit are regarding natural disasters and Covid-19. Negative tweets are not necessarily negative towards the American Red Cross, but they are negative because of the situations the American Red Cross is involved in helping and assisting.

- Top hashtags include #coronavirus, #beirut, #prayforaustralia.
- Top URL is redcrossblood.org with 3493 tweets and 4380 retweets.
- Artist is the top profession, followed by executive and journalist. The top interest is family and parenting.

Twitter



Earned Data

American Red Cross Cross Platform Conversation

Twitter

Influential Users

Some influential users are @FLOTUS, Melania Trump, with 16.2M followers; @US Surgeon General, with 890 k followers; @SenCoryGardner with 200,000 followers; Tennis star, Novak Djokovic, with 8.7 million followers.

Donate

There are **369458 mentions** with the conversation surrounding "donate." In August, there was a major spike in the conversation with 244668 total mentions, as many people were urging others to donate for Lebanon. There was an explosion in Beirut at this time, and Lebanon was suffering from the repercussions. There was also a noticeable spike in late January, as Australia was in need after the wildfires were destroying the continent. Many tweets with negative sentiments around 'donate' were about the Lebanon crisis, followed by the Australian bushfires. On the flip side, Many tweets with positive sentiments were also about the Australian bushfires.

- Only 9.6% had negative sentiments. Around 67.7% had neutral sentiments. And, 22.7% were positive sentiments.
- The proportion of females to males using this keyword is around 57% female to 43% males.
- Some influential users who used these keywords were singers, Camilla Cabello and Joe Jonas; and actress, Nina Dobrev.
- Top hashtags are #covid19, #lebanon, #nashvillestrong

Senator Cory Gardner is a top influencer for the American Red Cross. With 200,000 followers, we have considerable influence on the public.



US Surgeon General is telling people that you can still go out and donate blood during the pandemic. ARC is in need of blood more than ever during this time.



Camila Cabello is a singer with 12.1M followers. She is very active on Twitter. Here, she is encouraging people to donate funds to help with the wildfires in Australia.



Joe Jonas is a singer with 10.2M followers. He is also active on Twitter. In this tweet, he is encouraging people to donate funds after the explosion in Beirut.

American Red Cross Cross Platform Conversation

Twitter

Covid-19

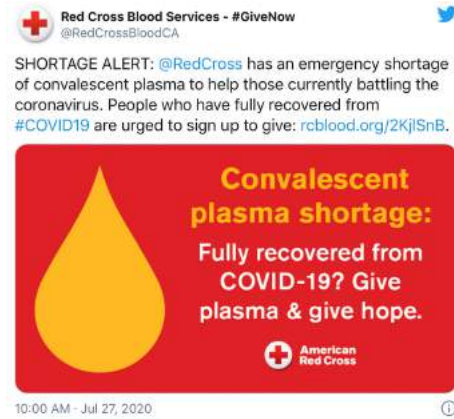
Coronavirus has been an ongoing conversation since the pandemic became a prominent topic in the United States in March, with **74k total mentions**. It reached its spikes in late March, April, late June, and August. Tweets regarding #covid19 or #coronavirus come from people urging others to donate blood if they are healthy and able with neutral sentiments overall. Surprisingly, many tweets with positive sentiments mention grieving the loss of a loved one in this pandemic. Finally, tweets with negative sentiments touch on the stress and uncertainty of the pandemic.

- A trending topic is "emergency shortage of convalescent plasma" in July, as many were urging people who had recovered from Covid-19 to donate their plasma to the ARC.
- Only 6.2% of tweets with this keyword had a negative sentiment. 16% had a positive sentiment. And, 77.7% had a neutral sentiment.
- An influential user is California Senator Dianne Feinstein, with 1.4 M followers.
- Top hashtags include #italy, #china, #covid19

Blood

There were **184k mentions** surrounding the conversations of "blood" in our time frame. There was a significant spike in late March and early April, as there was a "severe blood shortage." The blood shortage was a result of Covid-19 and the cancellations of blood drives throughout the country due to the pandemic. Major public figures such as FLOTUS Melania Trump and U.S. Surgeon General were urging people to donate blood. There was another big spike in April, with many universities holding emergency blood drives for the low blood supply. The next major spike was in early August, as Lebanon was in dire need of blood in their hospitals due to the explosion. This topic is generally neutral, as it is a call to action to donate blood to the American Red Cross.

- A trending topic was blood urgently.
- The top hashtags include, #blooddrives, #bloodmatters, #givebloodtogivetime
- The top URL is redcrossblood.org, in order to donate blood

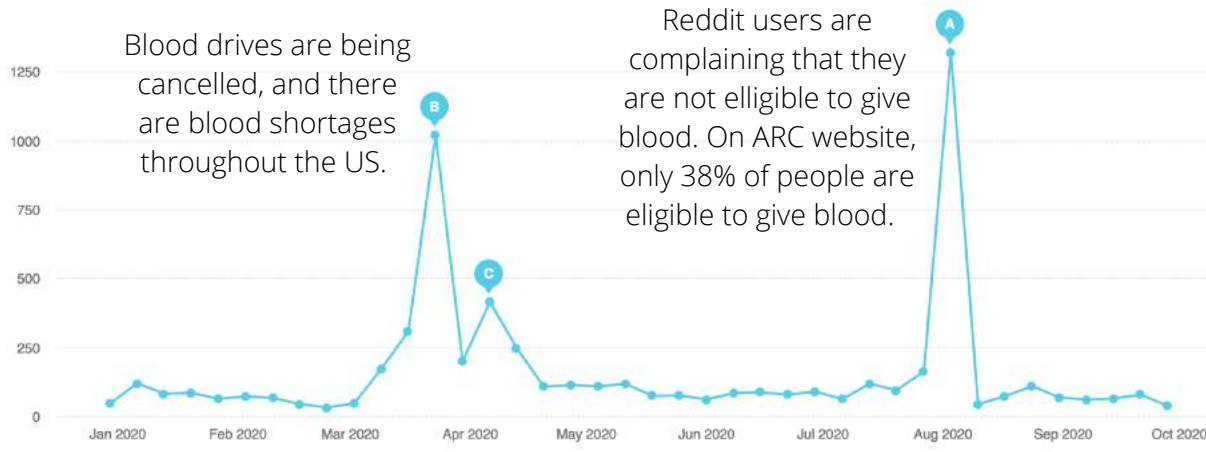


● Negative ● Neutral ● Positive

Earned Data

American Red Cross Cross Platform Conversation

Reddit



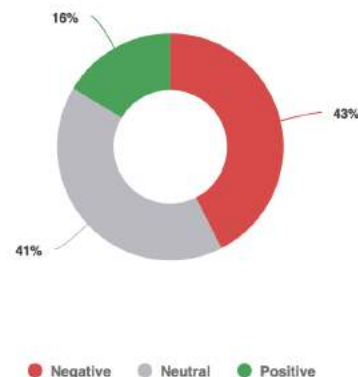
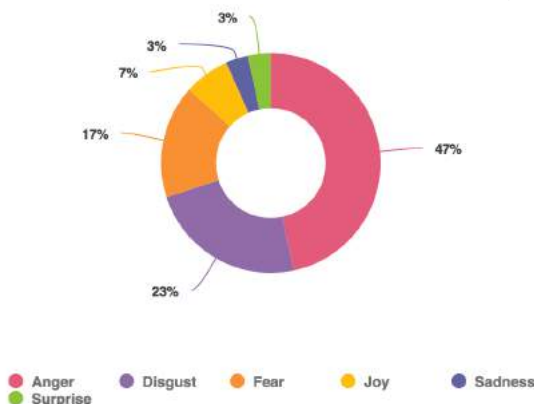
Covid-19 antibodies test

This has been a continuous trending conversation on Reddit. The American Cross is offering an incentive: donate blood or plasma, and they will test you for antibodies. Many people have found out by giving blood that they have already had and recovered from the virus. This conversation has been trending since the beginning of August.

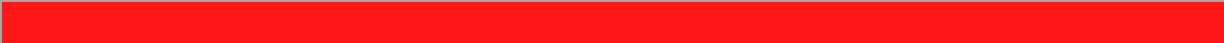

A reddit user informs everyone of Red Cross' current deal of testing antibodies for all of their donors.



After analyzing American Red Cross's presence on Reddit, it is apparent there is a higher percentage of negative sentiment than on Twitter. We found that 47% percent of posts on Reddit translated with anger. Many of the posts regarding anger stem from the American Red Cross' policy on gay men giving blood. Gay men who are sexually active are ineligible to donate. Many people consider it homophobic and discriminatory. 23% of the posts are regarding disgust. Many of these posts are about Covid-19, as many people are upset with others for not realizing they are not completely immune to the antibodies.



Natural Disaster Cross Platform Conversation



Earned Data

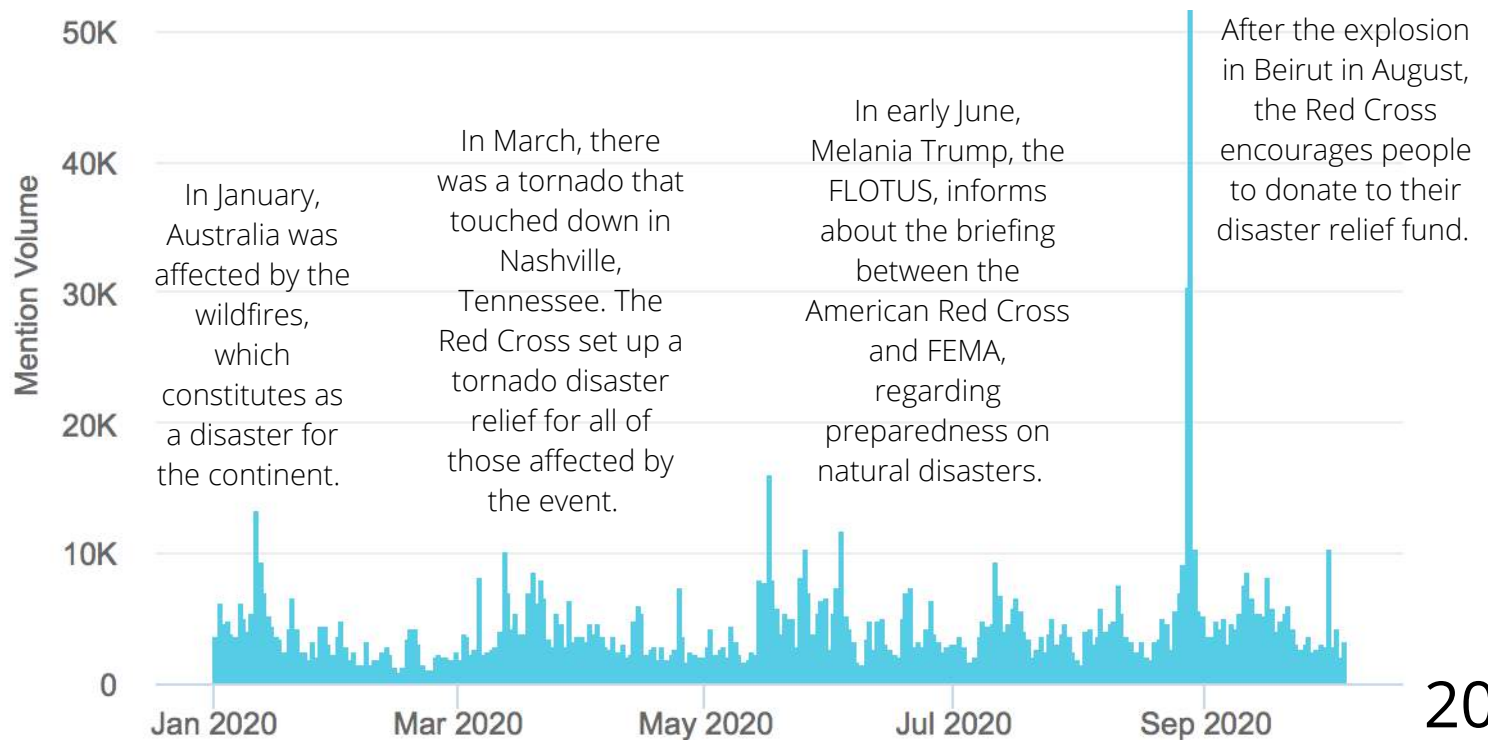
Natural Disaster Cross Platform Conversation

91% of the content is from Twitter, while 9% is from Reddit. There were **1,243,166** posts on Twitter, including the keyword "natural disaster" or "natural disasters." Some of the events and occurrences found throughout this theme include the Australian Bushfires and the Crisis in Lebanon, as well as the push for fighting against climate change. Many of the positive tweets help those affected by the fires in Australia and urged others to donate to help those affected by natural disasters. On the flip side, a handful of negative tweets are accusing the Red Cross of holding money for future natural disasters. Most of the negative tweets are not at the American Red Cross, but they are about natural disasters.

- Of the tweets on this topic, 70% have a neutral sentiment, followed by an even split of 15% negative and 15% positive.
- Top URL leads to an article on the Daily Mail, "How a breach of a vast, remote 'landslide dam' in one of the world's most earthquake-prone regions could cause 'the worst natural disaster in human history.'"
- Top hashtags include, #floods, #climatechange, #hurricanelaura
- Top professions, using Twitter mention data, include artists, teachers, and executives.
- Politics is the top interest when studying natural disaster mentions on Twitter.

On Reddit, there were 100k total mentions with the keyword. For the sentiment, 77% of the posts were negative, 16% were neutral, and 7% were positive. The trending topics were "Covid," "Trump," and "America." Reddit had the highest peak with the keyword "natural disaster" in March, as the pandemic was coming underway. Many people were comparing the effects of the pandemic with the effects of Natural Disasters.

Twitter



Earned Data

Natural Disaster Cross Platform Conversation

Influential Users

Top influencers for the topic are FLOTUS, Melania Trump, with 15.9 Million followers, Hillary Clinton with 27 Million followers, and singer, Shakira, with 52 million followers.

Hurricane

- There were a total of **102,000 mentions** about "hurricane."
- The tweet with the most social media activity that included the keyword was Melania Trump's, who mentioned hurricane preparedness resources. This tweet reached 4 million users.
- The presence of the hashtag '#dontforgetlakecharles' is something unique to this topic. It is a city that has experienced Hurricane Laura's brutal aftermath, but has received almost no recovery assistance.
- Top hashtags include: #laura, #hurricaneprep, #dorian
- Top URL leads to an article by the NY Times, reporting that 1.4 million people were out of power after Hurricane Isaias in August.
- Senator, Kamala Harris, is a top influencer, as she talks about the fact that there is a tropical storm 2 weeks before hurricane season even begins

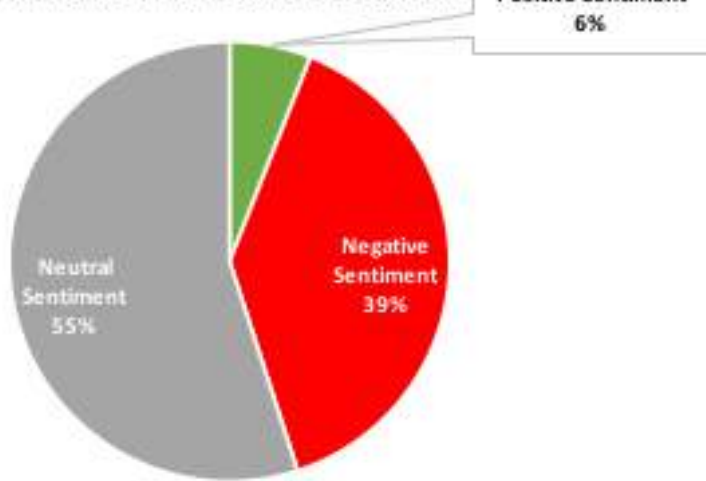
shakira (Shakira) @shakira
RT @UNICEF #COVID19 has a foothold across the globe and is now reaching countries that were already facing humanitarian crisis because of conflict, natural disasters and climate change. We need your support more than ever #ForEveryChild. <https://t.co/NhQyDtRqTv>

HillaryClinton (Hillary Clinton) @HillaryClinton
Small islands contribute the least to climate change but often suffer the worst of its consequences. At the CGI Action Network today, we talked about how to build resilience to natural disasters in communities on the sharp end of climate change.

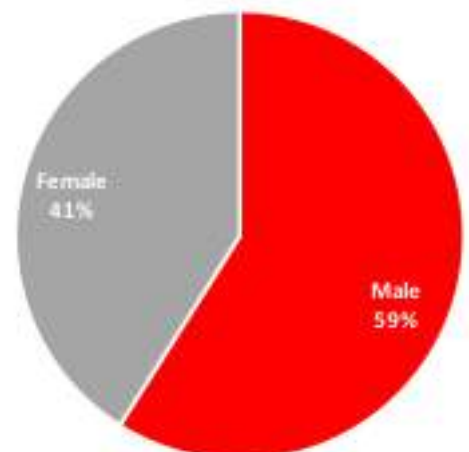
Shakira, who is an international singer, is using her platform to bring awareness to the countries who need our assistance following a natural disaster.

Politician, Hillary Clinton has been a big proponent of helping communities in need from natural disasters.

Hurricane Theme Tweet Sentiment



Demographic Breakdown



Earned Data

Natural Disaster Cross Platform Conversation

Climate

- There were a total of **146,850 mentions**, including the keyword "climate."
- As global warming and natural disasters get worse, many people are looking to help against climate change.
- Influential users such as singer, Shakira, and former First Lady, Hillary Clinton, have expressed their support with the keyword "climate" and by continuing the conversation of protecting it.
- The tweet sentiments in this topic are overwhelmingly neutral, making up 80% of all tweets. Followed by 12% positive sentiment and 9% negative sentiment.
- Top hashtag includes #climatecrisis, #climatechange, #climateemergency
 - Many of these tweets suggest that the increase in natural disasters is an effect of natural disasters.



Shakira
@shakira

RT @UNICEF #COVID19 has a foothold across the globe and is now reaching countries that were already facing humanitarian crisis because of conflict, natural disasters and **climate** change. We need your support more than ever #ForEveryChild.
<https://t.co/NhQyDtRqTv>

Twitter • 25 Mar • Twitter Followers 52M

Singer, Shakira, has 52 million followers on Twitter



Hillary Clinton
@HillaryClinton

Small islands contribute the least to **climate** change but often suffer the worst of its consequences. At the CGI Action Network today, we talked about how to build resilience to natural disasters in communities on the sharp end of **climate** change.

Twitter • 19 Feb • Twitter Followers 27M

Politician, Hillary Clinton, has 27 million followers on Twitter

World

- There were **266,000 total mentions** with the keyword "world."
- Many people believe astrologer Jean Dexon when he said the entire world would experience natural disasters, which has led to buzz on Twitter.
- There were 32,970 negative mentions and 5,848 positive mentions during our time period.
- Sadness had the highest emotional sentiment at 39%.
- Trending topics include "the entire world will experience natural disasters," "Supreme God," and "Saint Rampal ji Maharaj."
- Top hashtags include #covid19 and #environmentalnovel
- Many people believe Saint Rampal ji Maharaj will help save the world by stopping natural disasters.
- The top URL led to a news article explaining "Yemen's 'Manhattan of the Desert' risks collapse" because of the effects of natural disasters.

01



ManuGup62285457 (Manu Gupta) @ManuGup62285457

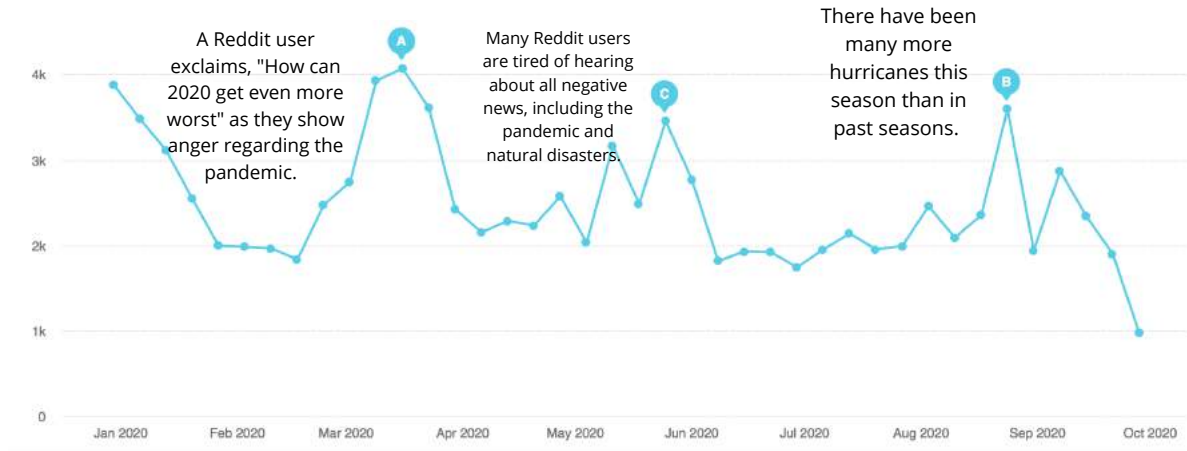
16 May

#समय_रहते_पहचान_लो "Jean Dexon" a famous American astrologer who predicted that at the end of 20th century, the entire **world** will experience natural disasters, BUT with the help of a spiritual leader @SaintRampalJiM, all will be fine 🙏
<https://t.co/7agm8cAiOd>

Retweets: 738 Replies: 3 Impressions: 542533 Reply Retweet Like Engage

Natural Disaster Cross Platform Conversation

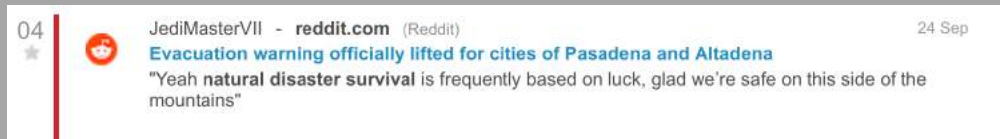
Reddit



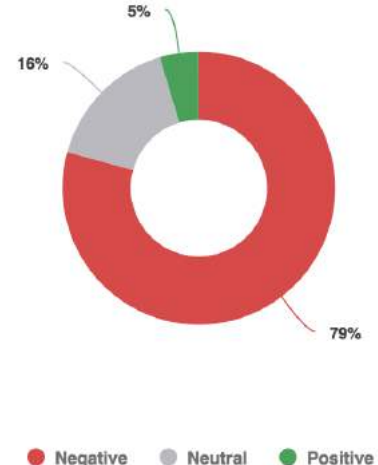
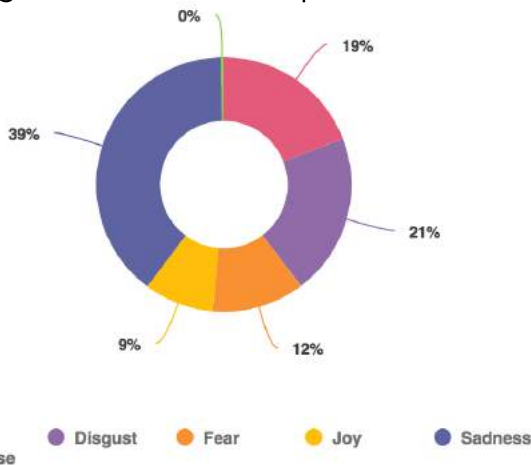
Natural Disaster Survival

Natural Disaster Survival is an ongoing conversation regarding natural disasters. The conversation peaked in March, June, and late August. In March, many users were comparing the effects of Natural Disasters on the ongoing pandemic. In June, people were tired of hearing about negativity on the news, such as Natural Disasters. In late August, hurricane season was underway, and many people blamed climate change for the increase in hurricanes.

This Reddit user's post shows a negative attitude towards natural disaster survival.



There was an overwhelmingly large percentage of negative sentiment towards "Natural Disaster" on Reddit. Analyzing emotional sentiment, there is a 36% sentiment towards anger. The trending topics were "Covid", "Trump", and "America". Reddit had the highest peak with the keyword "natural disaster" in March, as the pandemic was coming underway. Many people were comparing the effects of the pandemic with the effects of natural disasters.



Earned Data

Natural Disaster Cross Platform Conversation

Custom Classifiers

We created sub-conversations off of our topic, Natural Disaster. Our sub-conversations were climate change and damage and destruction. We learned more about natural disasters from these themes. For one, floods cause the most damage and destruction than any other natural disaster. Also, climate change is the most engaging topic for natural disasters because many people think climate change is causing more frequent and more deadly natural disasters.

Climate Change

There were 441k total mentions in our time frame of January 1-October 1. Many people conclude that the increase in natural disasters and their severity in recent years is due to climate change. Global warming is a growing problem for our environment. It is to blame for the increase in wildfires, hurricanes, and floods, specifically. The peak in January for the sub-conversation, "climate change," led to the conversation about how Australians urge others to be aware of climate change, as they were living through the wildfires. In late May, there was a spike in conversation because of the abnormal snowfall in Finland. There was a conversation after numerous hurricanes had hit the Atlantic in September, significantly more than in past years.

- Our top URL led to an article by CNN, reporting that the UN warns that the world will become uninhabitable hell for millions unless we make changes against climate change.
- 10% positive, 90% negative
- Trending Topics: political party and humanity works
- Top hashtag: #familiesarelosingtheirhomes, #relieffunds, #climatecrisis

Damage and Destruction

As expected, this was an ongoing topic, with 297k mentions in the time period. We learned from this conversation that floods cause the most damage and destruction, which is interesting. Canada had a hailstorm that led to the 4th costliest damage and destruction in Canada, with damage to at least 70,000 homes. It cost 1.2 billion in damages.

- 8% positive, 92% negative
- Trending topics: Calgary Hailstorm
- Top hashtags: #covid19, #cycloneisarga, #tokyo2020, #cycloneamphan
- Top URL is a news article by NBC News, reporting that experts project the worst for natural disasters is yet to come in the future.



American Red Cross Competition Conversation



American Red Cross Competition Conversation

American Red Cross's biggest competitors include the Salvation Army, United Way, and FEMA. These organizations play an active role in the social media sphere, garnering lots of attention and activity.



Salvation Army

Keywords: Food, helping, donations

Demographics: 55% male, 45% female

Influential Users/Brands: Atlanta Braves, iHeart Radio



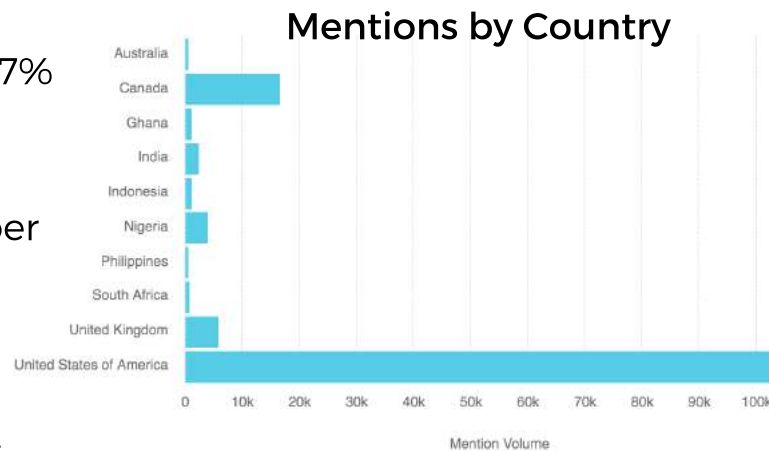
United Way

Keywords: Covid, community, support, donate

Demographics: 53% male, 47% female

Key hashtags: #liveunited #hopefromhome#toiletpaper

Geography: The most users tweeting about United Way are located in the United States, followed by Canada, then the UK.



FEMA

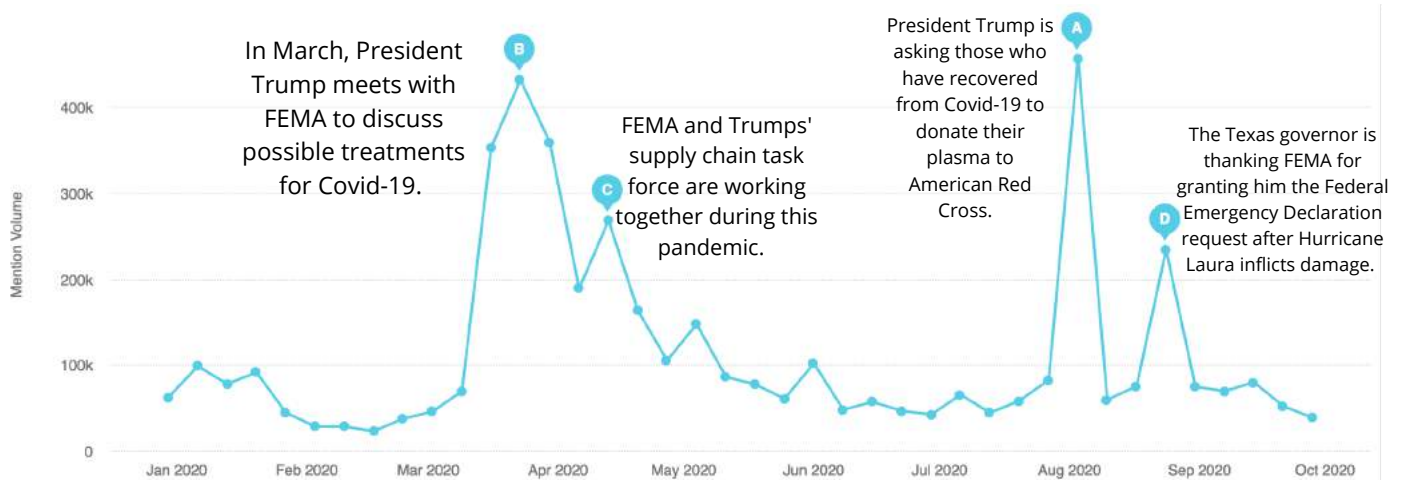
FEMA

Keywords: Trump, Puerto Rico, FEMA Camps, disaster, PPE

Demographics: 56% male, 44% female

Earned Data

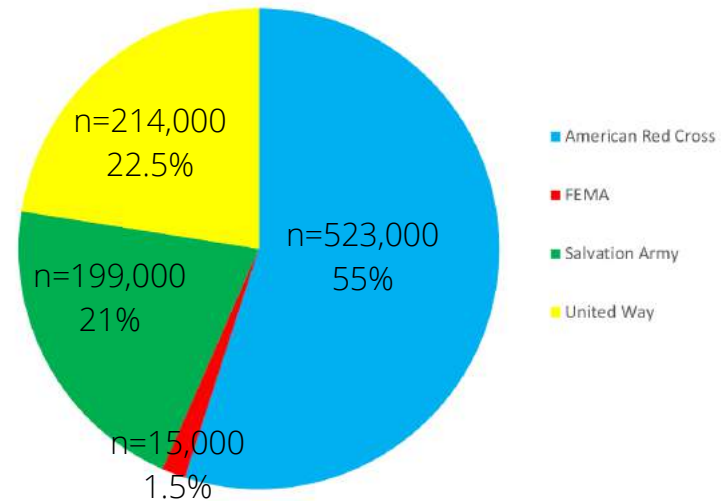
American Red Cross Competition Conversation



Share of Voice

The American Red Cross leads with 55% SOV. Next, United Way SOV is 22.5%. The Salvation Army takes the next spot with 21%. Finally, FEMA is the lowest SOV, with 1.5%

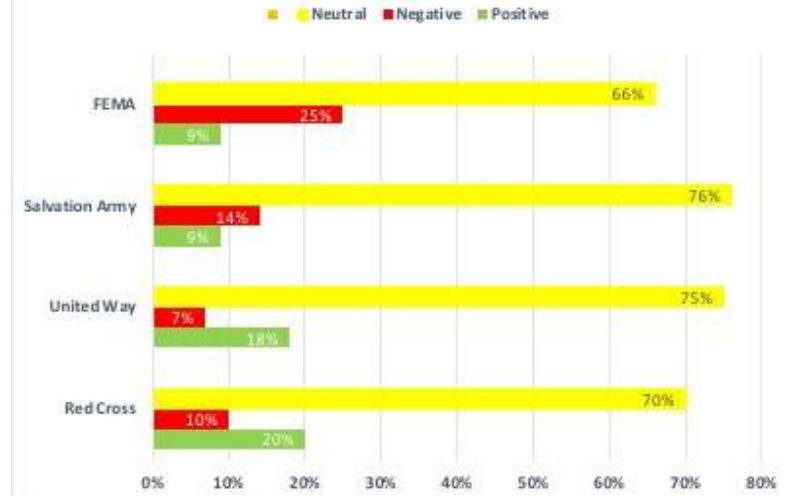
Share of Voice



Sentiments

Overall, most of these organizations' tweets are accompanied by neutral sentiments. However, there are some key differences. American Red Cross takes the cake for the highest proportion of positive sentiment tweets at 20%. And, the United Way wins in the category of having the lowest percentage of negative sentiment tweets at 7%.

Tweet Sentiments



Recommendations

Based on our findings, the following recommendations have been developed for the American Red Cross:

Up to Date

- Stay on top of current events and tweet about them in a prompt and timely manner. Spikes in tweets occur surrounding these large events.

Peak Performance

- According to the spike analysis, tweeting about how people can help, donate, or volunteer after a crisis creates positive sentiment. Use a direct link to the Red Cross website.

Celebrities Sell

- Tweets that received the most engagement were tweets posted by someone with a large platform and following, such as Melania Trump. When possible, leveraging these influencers' posts about your organization by spreading the word they mentioned ARC could increase impressions.
- Ask people in power and influencers to post "calls to action." These posts receive a more positive sentiment and high engagement.

Emotional Appeal

- Spikes occur when natural disasters or large world events occur. To increase engagement further, post photos of these events and disasters to elicit emotional responses on social platforms which encourage interaction

Appendix

Organization

"american red cross" OR "red cross" OR @redcross
OR #redcross OR #americanredcross

Theme - Coronavirus

"covid-19" OR #covid19 OR coronavirus OR
#coronavirus

Theme - Donation

Donate OR donation OR #donate

Theme - Blood

"blood" OR "blood drive" OR #blood

Appendix

Topic - Natural Disaster

"natural disaster" OR "natural disasters"

Topic Theme - World

"world" OR #world

Topic Theme- Hurricane

"hurricane" OR #hurricane

Topic Theme- Climate

"climate" OR "climate change" OR #climate

Competition

"salvation army" OR "@salvationarmyus" OR #salvationarmy OR #salvationarmyus OR "united way" OR @unitedway OR #unitedway OR "federal emergency management agency" OR "fema" OR @federalemergencymanagement OR #federalemergencymanagement