



# GREENPEACE FINAL REPORT

ADPR 5750: SOCIAL MEDIA ANALYTICS



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## Greenpeace Owned & Earned Data

# STATEMENT OF BUSINESS PROBLEM

Greenpeace is one of the largest environmental advocacy organizations globally. The organization has a large following across all platforms however they can improve by diversifying their media type and personalizing their Tweets by mentioning other environmental activists and updating their following on issues they care about.

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## EXECUTIVE SUMMARY

Throughout this report, we explored...

- Why tweets that provide information about contribution are receiving **less engagement** than others
- Which **themes** to implement in text-only tweets in order to raise their **low engagement**
- Reasons why tweets with URLs generate less engagement than tweets with other types of media. We paid special attention to the category of tweets with URLs that direct the user to **Greenpeace's social media** and analyzed why they receive **less engagement**
- Various types of **mentions** across tweets and analyzed which type draws more attention in respect to the **theme** of the tweet
- How **user-generated content** that has negative sentiment receives the highest engagement

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Between the timeframe of June 1st, 2020 to September 1st, 2020, Greenpeace posted unique content onto their Twitter a total of 783 times. Out of those 783 tweets, our team analyzed 322 of them.

Greenpeace's Twitter demographics is nearly split evenly between their male and female audiences. Their audience on Twitter is 54% male and 46% female. The two audiences take similar stances in their interests. Their top interests include the environment and politics. Between these two topics alone, their audience mentioned Greenpeace a total of 67,199 times. 37,573 of these mentions were related to the environment, and 29,626 mentions were related to politics.

## THE DATASET

Volume, Time and Demographics



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# OWNED DATA



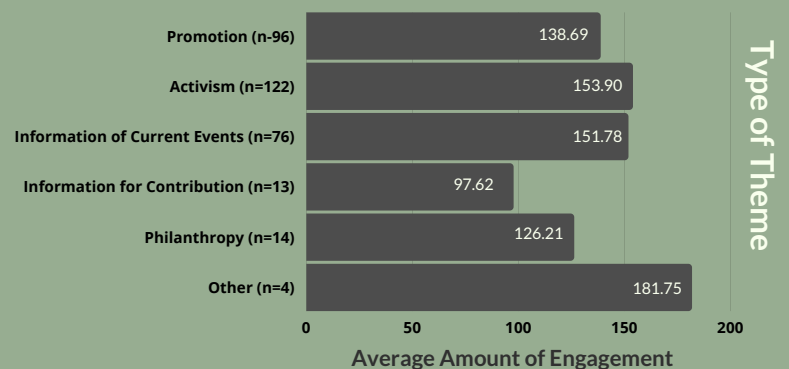
GREENPEACE  
TWITTER ANALYSIS

# DIFFERENT TYPES OF THEMES

Types of themes categorize Greenpeace's tweets into different subsections that better describe the information and content from the tweets. The organization's average engagement amongst different types of themes indicated that activism is not only the most frequent type of theme, but also the highest in terms of engagement.



Average Engagement Amongst Different Types of Themes

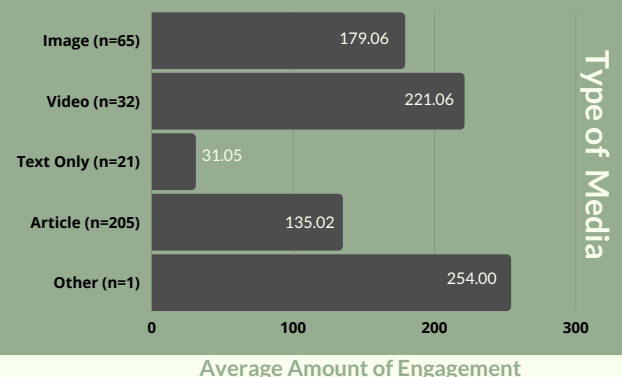


# DIFFERENT TYPES OF MEDIA

Although the majority of tweets incorporate links to external articles, they have lower engagement in comparison to images and videos. Articles have high counts in comparison to other types of media because it is easier to generate tweets by resharing credible resources and supporting similar organizations. In order to increase engagement with tweets with text, Greenpeace should include themes of activism or media content about natural disasters, both of which have high engagement.



Average Engagement Amongst Different Types of Media

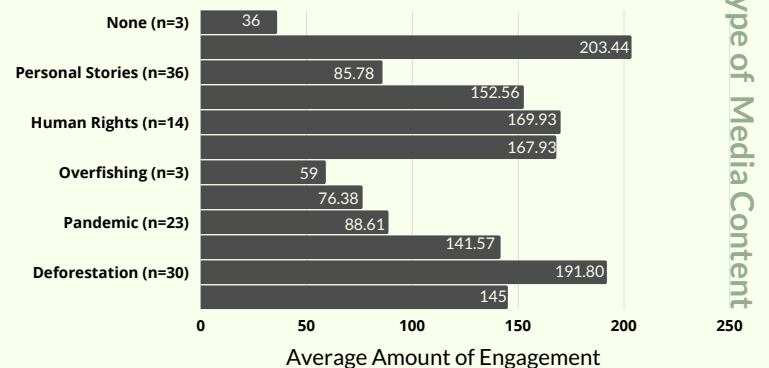


## DIFFERENT TYPES OF MEDIA CONTENT

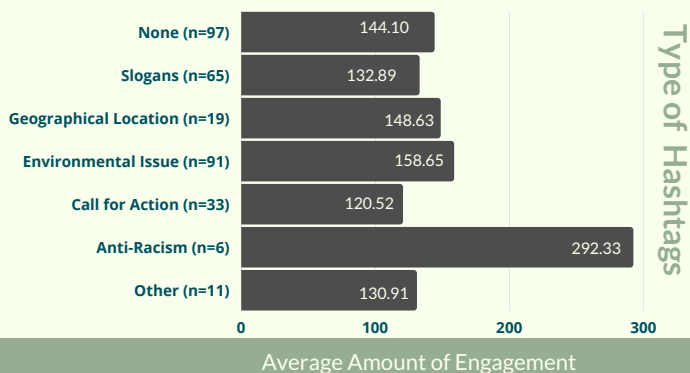
Natural disasters and deforestation have the highest amount of engagement but climate change has the most frequency amongst Greenpeace. Climate change being a very broad topic overall is a possible contributor to this outcome and can be improved by utilizing video or image as a media type.



Average Engagement Amongst Different Types of Media Content



Average Engagement Amongst Different Types of Hashtags



## DIFFERENT TYPES OF HASHTAGS

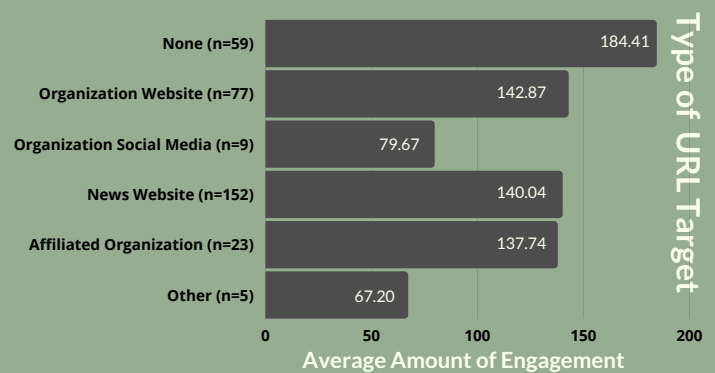
Average engagement amongst different types of hashtags had the highest frequency in tweets without a hashtag but had the highest engagement in anti-racist hashtags. Anti-racist hashtags had more engagement because of the spike of the Black Lives Matter movement. The highest count of hashtags was due to Greenpeace being mainly focused and centered around environmental issues. While using environmental hashtags they should increase the level of engagement higher through other means, such as media or mentions.

## DIFFERENT TYPES OF MEDIA CONTENT

Tweets that excluded the use of URLs had the highest amount of engagement but could have potentially had images or videos that contributed to the high rate of engagement. However, URLs are not required for high engagement but do offer some contribution. With URLs that led to other websites/articles such as organization website, news, or affiliate organizations, they all have similar engagement averages that are high. Organization social media URLs could be increased by emphasizing on activism or using hashtags.



Average Engagement Amongst Different Types of URL Target

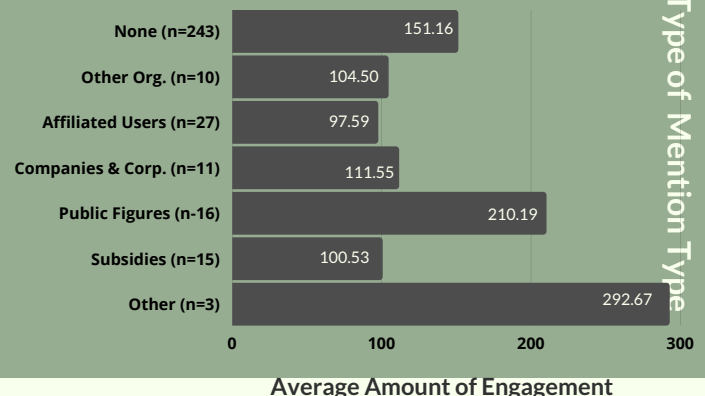


## DIFFERENT TYPES OF MENTIONS

Public figures reach another audience thus increasing more engagement and awareness. The majority count of tweets do not include any mentions, showcasing that mentions are not required for high engagement. Rather than promoting other organizations and public figures, it promotes the content of the tweet more.



Average Engagement Amongst Different Types of Mention Type





# OWNED DATA TWITTER RECCOMENDATIONS

## FIGHT FOR A CHANGE

Tweets about activism and Greenpeace's campaigns for a better, cleaner environment received the highest average engagement of all their posts. As this type of tweet is also the most frequent and important to the organization, Greenpeace should increase the level of engagement as much as possible. For their campaigns, this can be done through call-for-action or slogan hashtags so that the movement becomes more engaging and unifying. For activism and campaigns, use call-for-action or slogan hashtags to better engage and unify the people behind the movement



## BRING ISSUES TO LIFE

Although the majority of Greenpeace's tweets cited articles many credible sources so that their followers could gain a greater depth of information, this did not have the highest average of engagement. In contrast, tweets that had images or videos held much higher engagement, for images and videos sometimes have more power than words. By bringing the imagery to life, it can evoke stronger emotional ties to the viewers and inspire a greater call to action- after all, a picture is worth a thousand words. Bring the imagery to life with pictures and videos, this brings higher engagement and evoke stronger emotional ties to viewers and inspire a greater call to action





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# EARNED DATA

GREENPEACE  
ORGANIZATION ANALYSIS

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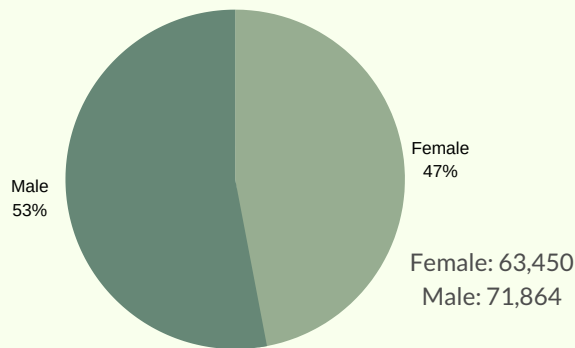
## EARNED DATA

## OVERVIEW

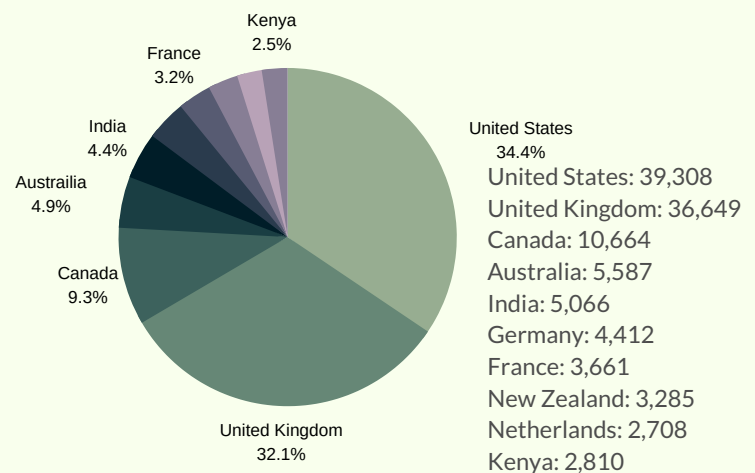
First, we analyzed Greenpeace's presence on their top platforms, Twitter, Reddit, and blogs from June 1st, 2020 to September 1st, 2020. In this search, our goal was to reach a better understanding of how to improve the Greenpeace's activity across all of their platforms through a sentiment analysis per conversation. The sentiment across platforms was overwhelmingly negative; this is primarily due to the anger and sadness associated with manmade disasters and climate change. While the conversations on Twitter primarily concerned current events and their relation to the environment, the conversations of reddit and blogs revolved around the politics of environmental issues.

## DEMOGRAPHICS

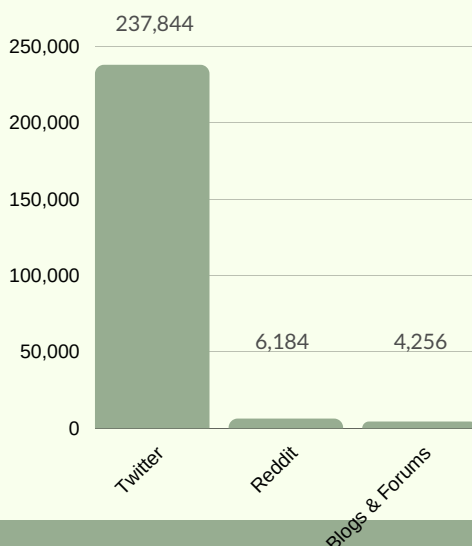
## MENTIONS BY GENDER



## MENTIONS BY COUNTRY



## MENTIONS BY PLATFORM



## TOP HASHTAGS TWITTER

**#ClimateEmergency**  
15,874 mentions

**#COVID19**  
12,301 mentions

**#BuildBackBetter**  
7,658 mentions

**#ClimateCrisis**  
7,502 mentions

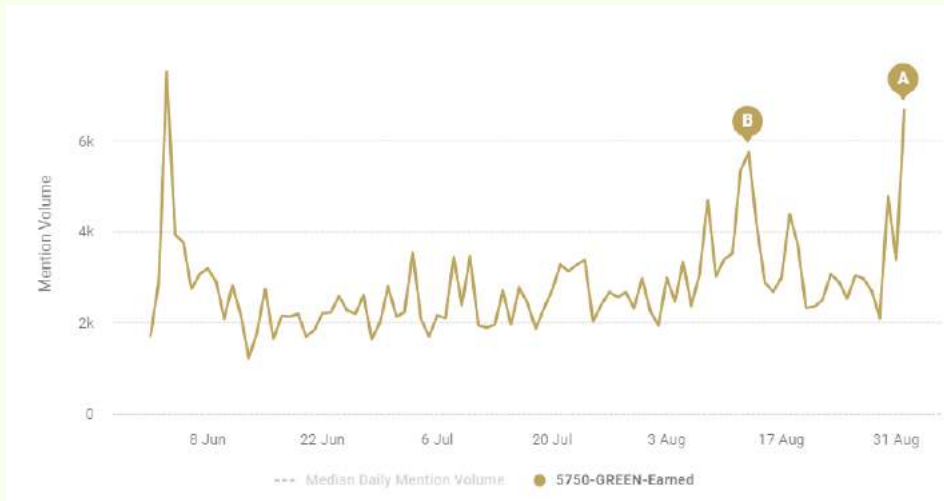
**#BreakFreeFromPlastic**  
7,495 mentions

## UNIQUE AUTHOR TWITTER



## EARNED DATA - ORGANIZATION

# SPIKE ANALYSIS



Conversation about Greenpeace spikes when the organization posts Tweets about trending issues, current environmental news, and when popular users interact with either their account, or organization's articles.

## TIMELINE

### Peak 1: August 12 & 13, 2020

The volume of mentions was 115% higher than usual due to the circulation of two major tweets.

- On **August 12**, #StandUp4Brexit tweeted an article about 23 supertrawlers owned by EU states breaking the ban on entering UK preservation areas. This tweet was mentioned a total 1,639 times.
- On **August 13**, 1,106 people retweeted a tweet criticizing Ben and Jerry's UK for their hypocrisy and poor environmental record.



### Peak 2: September 1, 2020

- The volume of mentions was 150% higher than usual due to a campaign effort to reduce plastic waste during the month of September. A total of 1,405 tweets mentioned #PlasticFreeSeptember and 1,433 tweets mentioned #BreakFreeFromPlastic.



EARNED DATA: ORGANIZATION

# CROSS PLATFORM CONVERSATIONS

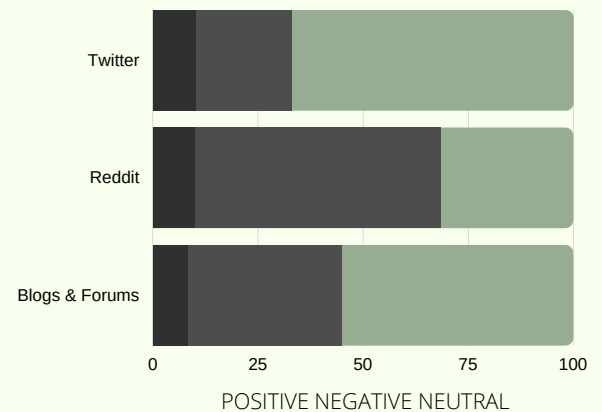


## CONVERSATIONS

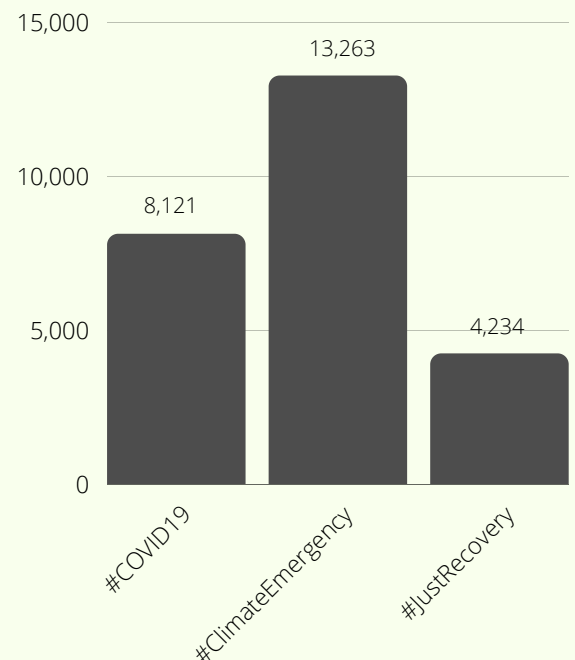
### COVID-19

There were 43,375 posts regarding COVID-19 and its impacts on local communities throughout the world and environment. There were 21,711 original authors; 52% of these users were female and 48% were male. There was an 80% negative sentiment regarding gold miners in Brazil who were causing deforestation and spreading the pandemic to the indigenous tribes in the Amazon. During the same time period, students in rural areas had to take their exams while their hometowns were being flooded. Additionally, the top hashtags in this conversation were #COVID19 (8,121), #ClimateEmergency (13,263) and #JustRecovery (4,234). #JustRecovery focuses on COVID-19's impact on the environment and focuses on how to move forward in an environmentally friendly way.

SENTIMENT TOWARDS GREENPEACE  
ACROSS DIFF. PLATFORMS



COVID-19 RELATED  
HASHTAGS ON TWITTER



# TWITTER CONVERSATIONS

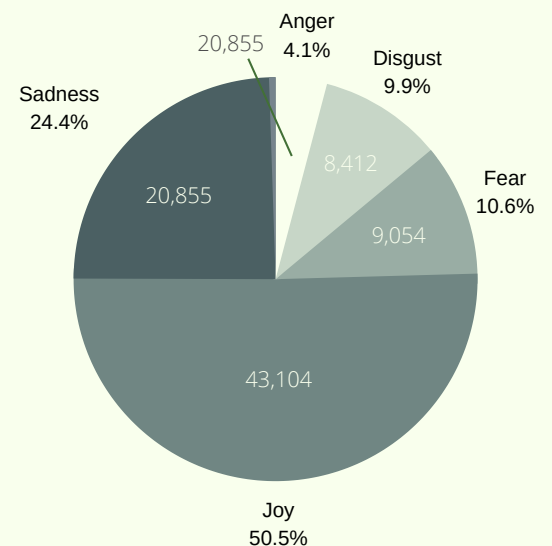
## FIRES

There were 51,235 posts regarding fires especially in the context of wildfires, deforestation and the ongoing global climate emergency. There were 23,382 original authors; 51% of these users were female and 49% were male.

The sentiment was primarily negative sentiment and surrounded the fire's impact on COVID-19 and record heats in California. The majority of these users were commenting on the burning atmosphere and demanding change. Additionally, there were conversations surrounding fires in the Amazon and how these action further their deforestation rates. This sentiment amounted to 70% of the posts. On the other hand, the positive sentiment, which amounted to 30% of the posts, focused on more hopeful emotions. Similar to other social campaigns, Twitter users promoted petitions and fundraisers related to wildfire damages as well as other educational infographics to update anyone who was unaware with the situation.



FIRE CONVERSATIONS BY EMOTION



# TWITTER CONVERSATIONS

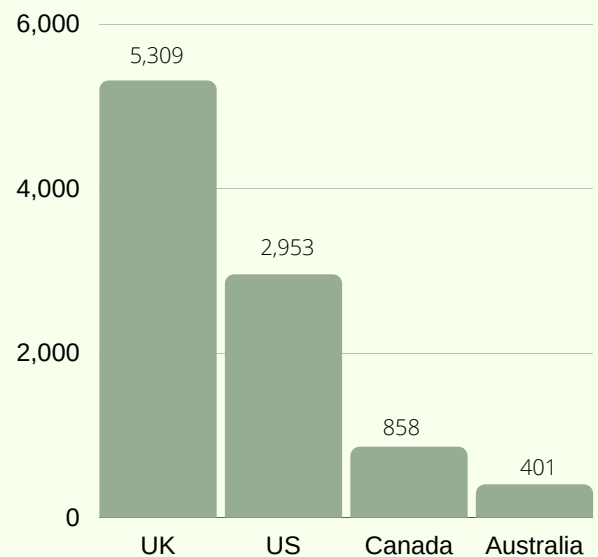
## OCEANS

There were 41,637 posts regarding Oceans and how human action has negatively effected this environmental scape. There were 26,177 original authors; 48% of these users were female and 52% were male. Only 6% of users held positive sentiments with regard to ocean conversations on Twitter, and roughly 38% of users held negative sentiments. Posts with negative sentiments mostly related to a demand for change, especially with global increasing rates of plastic pollutants in our oceans.

The top country to tweet about ocean conversations was the United Kingdom, who made up 40% of the users on Twitter. Normally the United States ranks as the leading country, but for this theme they only made up 21% of the users. We believe this irregular spike is due to a current event regarding the supertrawlers owned by EU states breaking the ban on entering UK preservation areas.



CONVERSATION BREAKDOWN  
BY COUNTRIES





EARNED DATA: ORGANIZATION

# UNIQUE AUTHORS

## TWITTER



### Greta Thunberg

A young environmental activist who has gone viral for challenging world leaders to take more action against climate change. Only 17 years old, many look to her as an inspiration on activism and trust her opinions.

- 1 Mentions
- 3,600 retweets
- 364,923 users reached



### New York Times

A news organization that focuses on the top headlines and stories from across America. Reports provide a neutral stance on stories to leave out as much bias as possible.

- 2 mentions
- 64 retweets
- 292,436 users reached

1,091



### Reuters

An international news organization that reports on a breaking news in markets, business, politics, and more from around the world.

- 8 mentions
- 37.6K retweets
- 163,893 users reached

## EARNED DATA: ORGANIZATION

# CROSS PLATFORM CONVERSATIONS



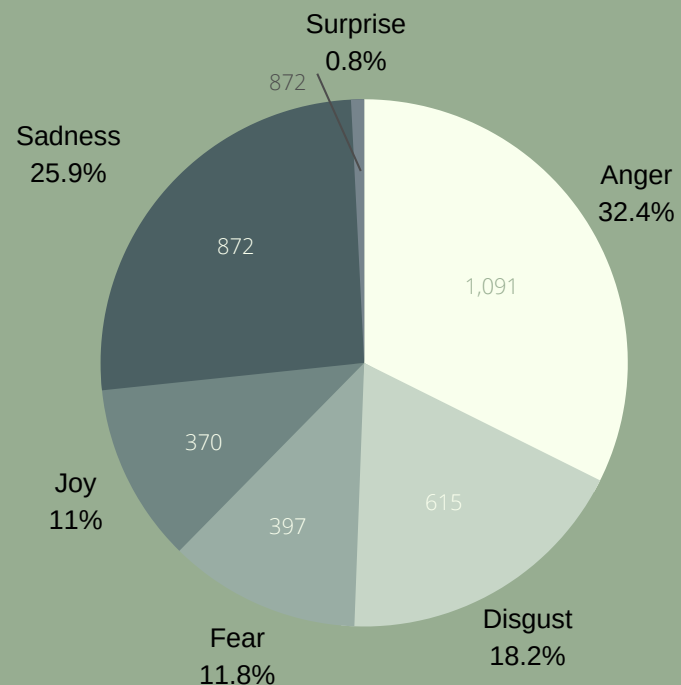
# REDDIT

6,184 posts

Posts on Reddit, hold the highest negative sentiments from their followers. On this platform people are more vocal and speak out their opinions due to the anonymity. Here, users aren't afraid to call out the politics behind environmental problems and voice their opinions against Greenpeace itself. During the time period of analysis, the spikes of activity on Reddit put a spotlight on the massive leak of 20,000 tons of diesel fuel in Russia, where 14.8k upvoted this topic by Greenpeace.RU. Within the comments, there were more sharing of information such as satellite images so that the oil spill's size and impact could better be brought to mind.



### CONVERSATION BREAKDOWN BY EMOTION



EARNED DATA: ORGANIZATION

# CROSS PLATFORM CONVERSATIONS

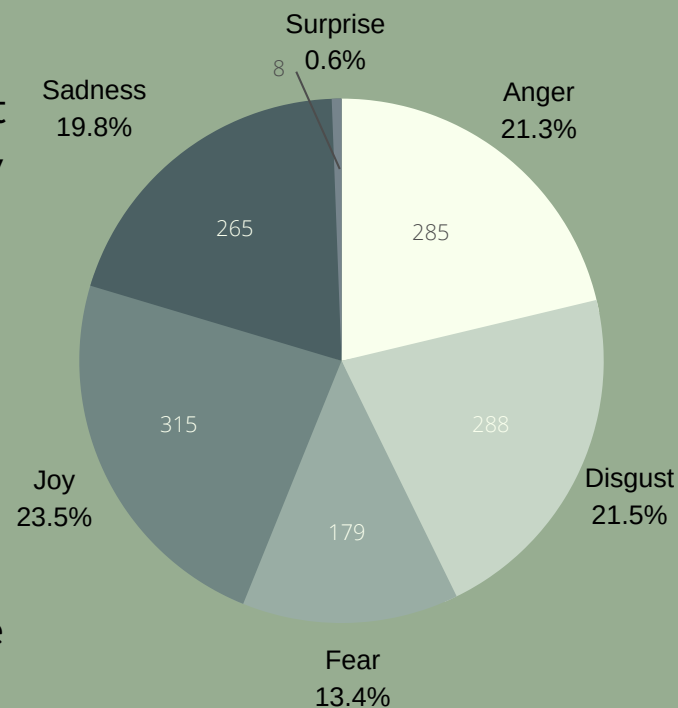


## BLOGS & FORUMS

4,256 posts

Similar to Reddit, users who post on blogs and forums focus more on the politics and law-making of the environment. User's post sentiment are 37% negative, as they demand attention to articles and events that aren't broadcasted on major networks. They also question the actions of politicians and even the Greenpeace organization. This correlates with the negative emotions (such as anger, sadness, disgust, and fear) that hold the bulk of the conversation towards Greenpeace on blogs and forums and how this platform has the lowest positive sentiment. One of the spikes during the time of analysis references the Amazon fires, where an Argentina Greenpeace spokesperson talked to newspapers that a fire to that scale were virtually impossible to stop. It essentially reblogs and spreads awareness like any other social media account

CONVERSATION BREAKDOWN BY EMOTION



# ORGANIZATION DATA RECOMMENDATIONS

## SOCIAL MEDIA ACTIVITY

Greenpeace can improve audience engagement and increase awareness across platforms by properly utilizing the strengths of each platform. According to the report, in comparison to Twitter, Greenpeace's presence is relatively inactive on other platforms (page 10). By catering to the functions of their less engaged platforms, such as Instagram or YouTube, Greenpeace can strengthen their overall presence and have more effective conversations with their different audiences. For Twitter, Greenpeace should focus on informing their audience on news concerning climate change and environmental activism while also directly engaging with and responding to their audience. Both Instagram and YouTube are visually-driven platforms, so they should create informative but visually stimulating content. For example, Greenpeace can feature short, informative documentaries surrounding the climate crisis and how affects different communities on Youtube to reach a greater audience.

## HASHTAGS

Greenpeace can improve their reach and engagement by revising their top hashtags. The organization utilizes both general and branded hashtags, but they don't necessarily perform as effectively as they had intended. Instead of relying so heavily on their branded hashtags (i.e. #BuildBackBetter) Greenpeace should be relying on more recognizable hashtags such as #ClimateChange, #ClimateCrisis or #ClimateEmergency to improve post engagement. These hashtags are not extremely specific to issues concerning climate change activism, and therefore will garner attention from users who are also passionate about the topic. According to our findings relating to their hashtag usage (page 10), Greenpeace's most engaging hashtags were the more widely recognizable, general hashtags. In addition, in a conversational analysis concerning COVID-19 on Twitter (page 12), posts with Greenpeace's branded hashtag, #JustRecovery, did not perform well. In comparison, Greenpeace posts including #COVID-19 and #ClimateEmergency received significantly more engagement.

## INFLUENCERS

Greenpeace can improve their presence across platforms by reposting and engaging with content from relevant influential users, such as activists, politicians or news organizations. When discussing the current climate crisis, Greenpeace should reach out to influencers like @GretaThunberg or @CNN, who share a similar interests. This will not only increase Greenpeace's reach, but also capture the attention of these accounts' audiences and bring in greater awareness to the organization. According to our findings on influential users on Twitter (page 15), users share the same opinion as the thought leaders they follow and they generally want to act as a virtual activist by reposting news on environmental crises. Therefore, if users can recognize how Greenpeace shares similar values and aligns with accounts that they already follow, then they will have no issue engaging and promoting Greenpeace's content.

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# EARNED DATA

OIL TOPIC ANALYSIS



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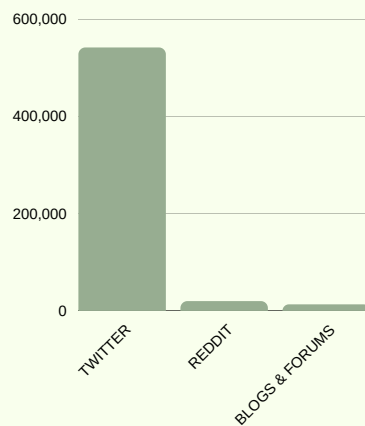
## EARNED DATA

## OVERVIEW

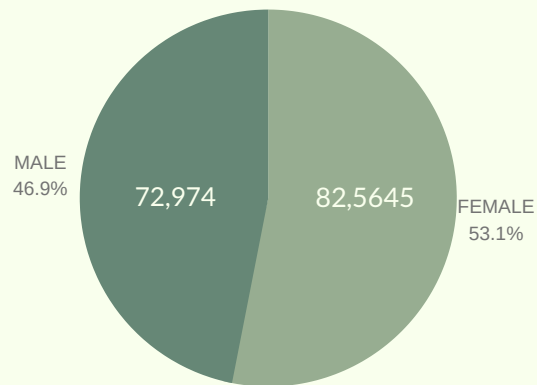
For our topic data set, we chose to focus conversations concerning oil from Twitter. We found that Oil was relevant among users that fall into Greenpeace's brand demographic because it encompasses themes of pollution, wildlife and habitat destruction, as well as major man-made incidents such as oil spills. Our objective in researching the topic of oil is to find conversations where Greenpeace could participate in and how to do so effectively.

## DEMOGRAPHICS

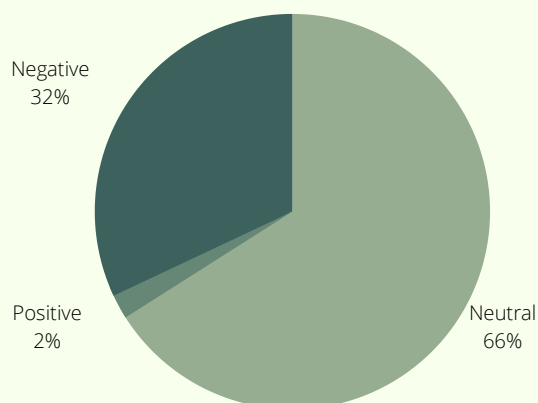
### MENTIONS BY PLATFORM



### GENDER BREAKDOWN



### OIL SENTIMENT TWITTER



### TOP HASHTAGS TWITTER

**#KeepItInTheGround**  
39,532 mentions

**#OilSpill**  
22,456 mentions

**#Mauritius**  
21,860 mentions

### UNIQUE AUTHOR TWITTER

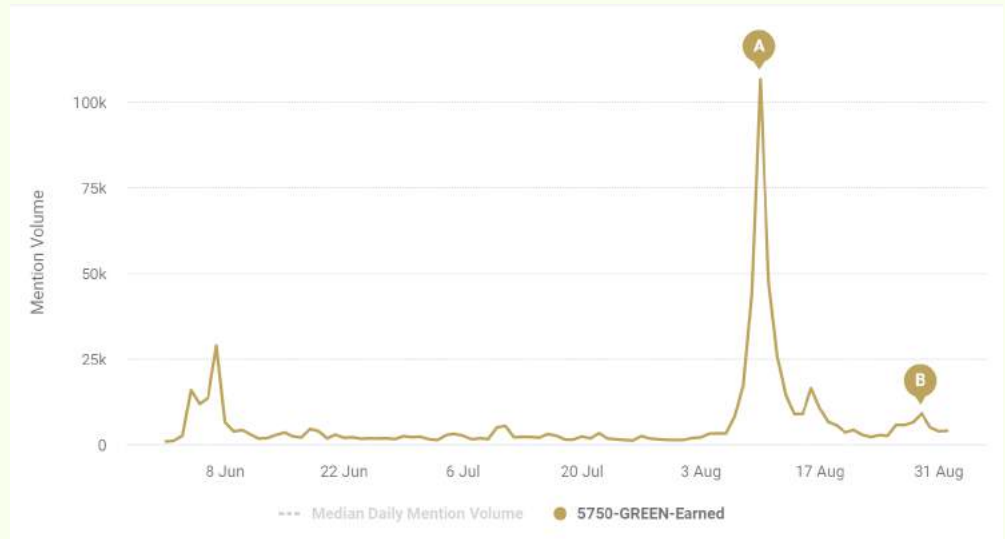




## EARNED DATA - TOPIC

## OIL SPIKE ANALYSIS

Conversation about oil spills increase following major news stories covering oil spill disasters. The conversations typically involve a campaign to spread awareness or demanding for action from politicians.



## TIMELINE

## Peak 1: July 24, 2020

- The first major spike behind the oil category is due to the attention it brings to politics. The majority of Greenpeace activity takes place in the UK and as this post is about protecting marine life in the UK, it speaks to Greenpeace's greatest audience. Not only does the post include the trending #ProtectTheOceans, it also calls out to one of the country's Member of Parliament, Ric Holden. This is a post demanding for action and change by reaching over 1.2 million people.



## Peak 2: August 7, 2020

- The volume of content regarding oil spills was 4232% higher than usual due to the circulation of a tweet by Karmagawa promoting the need for more volunteers to aid in cleaning the oil spill in Mauritius. This post was retweeted 101,853 times and was mentioned 39,588 times. Additionally, 18,905 tweets mentioned #Mauritius.



## Peak 3: August 29, 2020

- The volume of content regarding oil spills was 259% higher than usual due to the circulation of multiple tweets involving Mauritian solidarity and specifically a criticism on how the Mauritian government is mishandling the oil spill that occurred earlier that month. A total of 1,324 tweets mentioned #Mauritius and 1,002 tweets mentioned #MauritiusOilSpill.



EARNED DATA: TOPIC

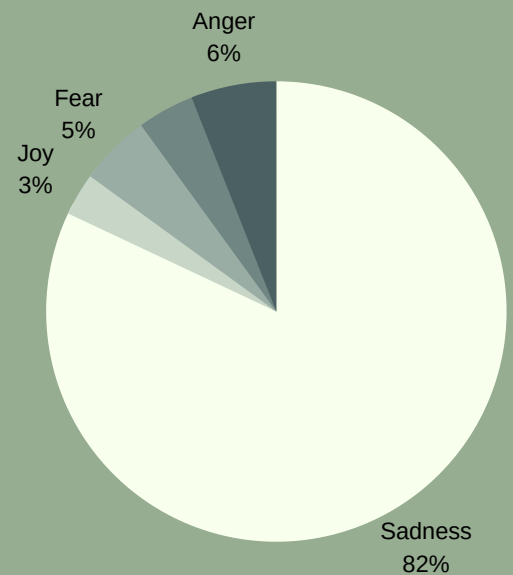
# CROSS PLATFORM OIL CONVERSATIONS


**TWITTER**

## BIODIVERSITY

On Twitter, there were 95,665 mentions including biodiversity concerning oil and the impacts on the environment. There were 72,267 original authors and the gender breakdown was 55% female and 44%, male. There was a 75% negative sentiment regarding the impacts of the oil spill on biodiversity in ecosystems of their favorite nature attractions. During this time period, the Illio City oil spill in the Philippines occurred and brought back many users to the effects of oil spills on their own towns and communities. This resulted in 63% of posts feeling sad and 14% feeling fear, summarizing how people were fearful about the thought of losing fish and other marine wildlife.

## EMOTION TOWARDS OIL & BIODIVERSITY

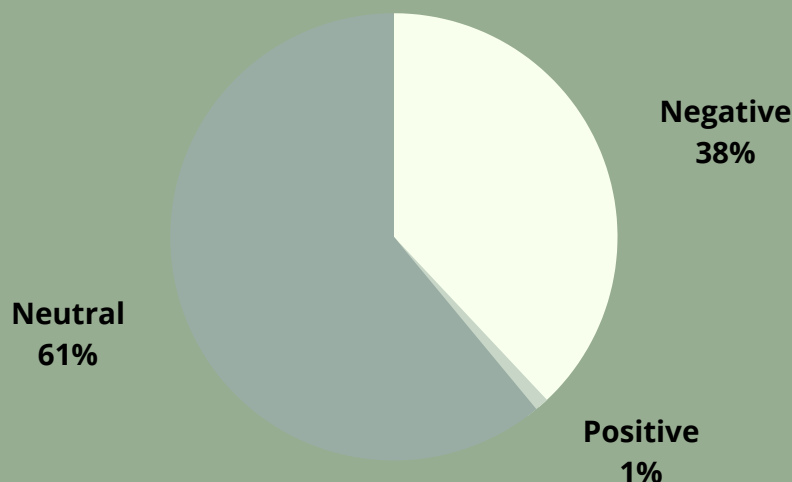


38,648 users retweeted a picture post regarding the damage done by the Oil Spill to marine life. The original author is Karmagawa, a non-profit organization directed towards protecting coral reefs.

## CUSTOM CLASSIFIERS

## BIODIVERSITY

We used custom classifiers to further analyze the conversation about biodiversity. The sentiment breakdown on the sub-conversation was 38% negative, 1% positive, and 61% neutral. The death of 14 dolphins in the Mauritius Oil Spill leaned the conversation towards negativity.

SENTIMENT ON SUB-CONVERSATIONS  
TOWARDS BIODIVERSITY

The top hashtag was **#Morrocoy** for this category, which refers to the name of a national park in Venezuela affected by an oil spill. It had 8,473 mentions. The sub conversation developed the most on Twitter and 4chan. 4chan had a large conversation after a post about how long it would take to make oil spill areas habitable again. The top URL was a link to a video by the newspaper The National that shows the damage to wildlife in Mauritius. It gained notoriety after a retweet from Pamela Anderson Foundation.



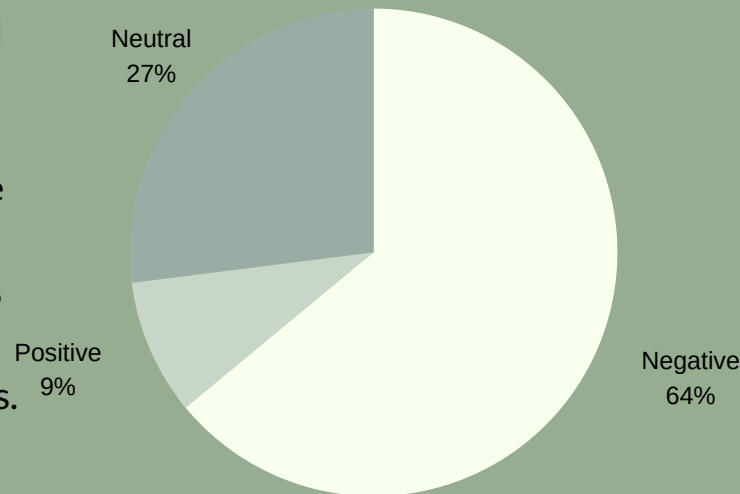
Ed Clowe, a journalist for The Telegraph, is the top unique author for the sub conversation about biodiversity.

# TWITTER CONVERSATIONS

## FOSSIL FUEL DEVELOPMENT

On Twitter, there were 55,630 mentions of fossil fuel development. Within those Tweets, there were 31,452 that were from original authors and 49% of those authors were female and 51% were male. The sentiment for those tweets was 64% negative, 27% neutral, and 9% positive. The 64% negative sentiment was from protests by environmentalists and various Indigenous groups. The top hashtag was #KeepItInTheGround (6,240) and 20,919 were from the U.S., 1,299 from Canada, 503 from the United Kingdom, and 191 from Australia.

### SENTIMENTS TOWARDS FOSSIL FUEL DEVELOPMENT



The #KeepItInTheGround is a movement focused on slowing down fossil fuel production and transitioning to a climate-friendly economy in order to protect workers, communities, and increase renewable energy. This movement includes well known public activists such as Leonardo DiCaprio and Greta Thunberg who also Tweeted about fossil fuels and used the hashtag.



Leonardo DiCaprio  
@LeoDiCaprio



The Indigenous movement is calling for a suspension of extraction in the Amazon and the urgent shutdown of two risky oil pipelines in [#Ecuador](#) that threaten Indigenous lives. Join the movement to protect the Amazon and our 🌍.

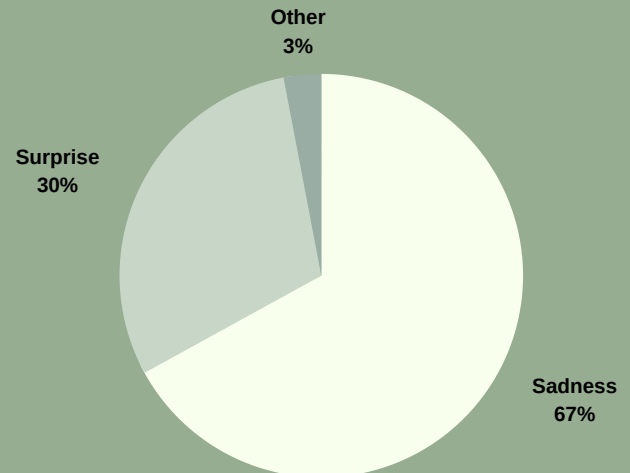
[#StopAmazonExtraction](#)  
[#KeepItInTheGround](#)

# TWITTER CONVERSATIONS

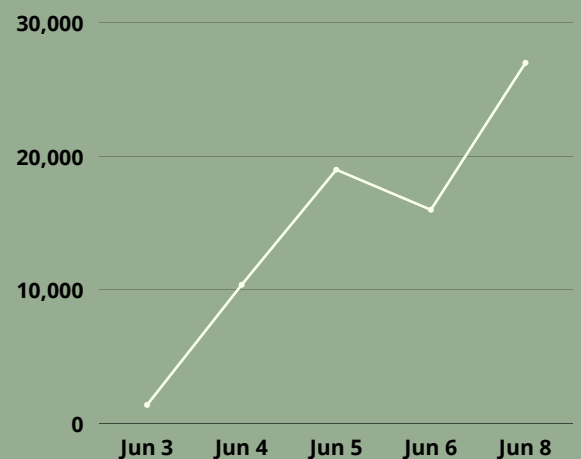
## ARCTIC OIL SPILL

On Twitter, there were 94,180 mentions regarding the June 3rd Arctic Oil Spill. Within those Tweets, there were 70,563 that were from original authors and 54% of those authors were female and 46% were male. The sentiment for those tweets was 57% negative, 43% neutral, and 9% positive. The negative conversation centered around criticism of Putin's anti-environmental policies and how he handled the situation.

### EMOTION TOWARDS ARTIC OIL SPILL



### VOLUME OVER TIME



hgchl2 (BLACK LIVES MATTER!1!)  
@hgchl2

This needs a LOT more coverage than what its already getting! If the virus and the police stuff in america wasnt bad enough, we now have this. This is Oil Spill is a huge enviromental threat, and its being said it could take "decades" to clean up. <https://t.co/Z4r3esMPdu>

Twitter · 04 Jun 2020

Furthermore, 30% of the conversation felt surprised and 67% felt sad. Upon more analysis, we found that users felt surprised because Russian President Putin declared a state of emergency in the Arctic. The conversation grew its volume post-incident thanks to Putin declaring the state of emergency, as seen in the dip on June 6th and the spike on June 8th.



# REDDIT CONVERSATIONS

## ARCTIC OIL SPILL

On Reddit, there were 675 mentions of the Russian oil spill that polluted the Arctic. Within those threads, 559 were from original authors and 47% of those authors were female and 53% were male. The top thread came from **u/phileo** and discussed the Russian whistleblower who exposed the severity of the oil spill.

### GENDER OF REDDIT AUTHORS



↑

52.0k

↓

Posted by u/phileo 4 months ago

The Russian whistleblower risking it all to expose the scale of an Arctic oil spill catastrophe

[edition.cnn.com/2020/0...](https://edition.cnn.com/2020/0...)

1.1k Comments

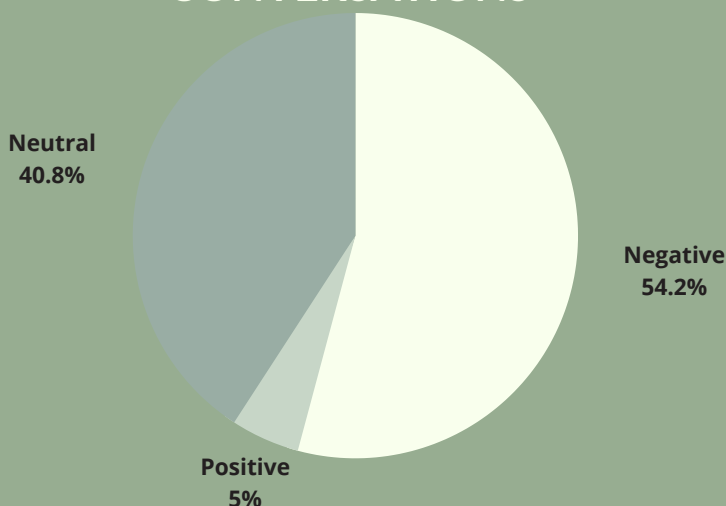
Share

Save

Hide

Report

### SENTIMENT AMONGST REDDIT CONVERSATIONS



This incident is recognized as the worst oil spill in Russian Arctic history. Users were mostly outraged by not only the environmental impact of the oil spill but also that the Russian government was attempting to conceal the man-made disaster from the public.



EARNED DATA - TOPIC

# OIL RECOMMENDATIONS

## NOT A TREND, A MOVEMENT



Greenpeace should focus on maintaining their level of activity and engagement behind major events such as the oil spill in Mauritius. Based on the popularity of top hashtags as #Mauritius or #Morrocoy (Page 23), both from oil spill locations, Greenpeace should set an example and continuously remind people and keep them updated on the situations so that the attention on Mauritius isn't a trend or a temporary source of content, but a movement towards an end goal. They can do this by repeatedly using the hashtags or giving updates on the situations of the oil spill in order to get the topic trending again and get people talking about it again.

## ACT AS A SOURCE



In tandem with the previous recommendation, Greenpeace should also maintain posting their articles about current environmental issues with their corresponding hashtag in order to update current and potential audiences. They can do this by sharing articles or informational videos. Videos that highlight environmental concerns proved they create the highest engagement among relevant demographics, as the Mauritius drone footage by The National (Page 23). Besides initially creating negative reactions or feelings towards oil, emphasizing key facts and becoming a resource to better understand the issues around oil should be Greenpeace's main focus.

## CONTRIBUTING TO THE COMMUNITY

Greenpeace should focus on tweets that call for community action. Tweets that included donations and petitions were part of the biggest spikes in our mention volume analysis (Page 5). Multiple tweets asking for volunteers went viral as the demographic feels more motivated to circulate it. Greenpeace can capitalize on the reach that tweets of this nature get by incorporating themselves more into its community.



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# EARNED DATA

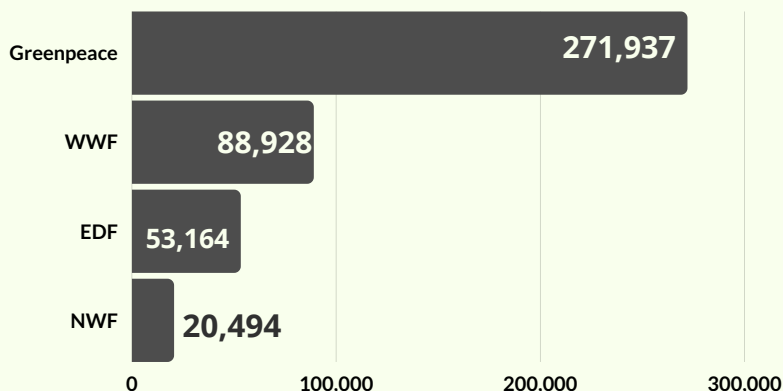
## COMPETITION ANALYSIS

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## COMPETITION OVERVIEW

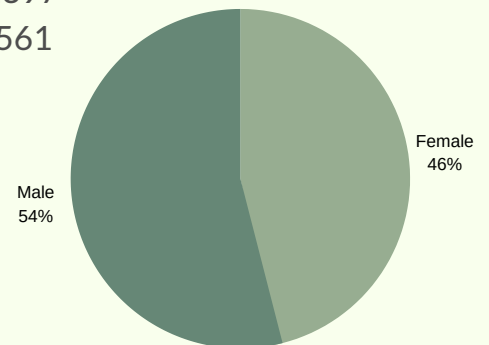
Greenpeace currently has a very strong standing against their main competitors: World Wildlife Fund (WWF), Environmental Defense Fund (EDF), and the National Wildlife Fund (NWF). From the time period of June 1, 2020 to September 1, 2020, Greenpeace has had the lead in post volume and mentions, and therefore has the largest share of voice amongst its competition. In addition, Greenpeace reserves the top shared URLs and Sites and the greatest reach due to their interaction with activists and influencers and their posts sharing about the most relevant news. However, Greenpeace does lack in their posts' sentiments because they have the least amount of positive posts at 10% while the leading WWF has 24%.

### POST VOLUME ORGANIZATION



### MENTIONS BY GENDER

Female: 90,397  
Male: 105,561



## TOP SHARED URL & SITES: TWITTER

### ACT.GP

PRESS RELEASE Climate & Energy #ClimateChange #FossilFuels  
ECB injects over €7 billion into fossil fuels since start of COVID-19 crisis

### WWW.GREENPEACE.ORG

PRESS RELEASE Inspire the Movement #Conservation #Kenya  
#PlasticsIndustry

Lobby The US Government to Make Africa Backslide on Plastics

### ACT.GREENPEACE.ORG

ADD YOUR NAME & PETITION

Do Not Backslide on PlasticACT Now and tell the Kenyan government to protect Africa's progress against plastic pollution



# EARNED DATA - COMPETITION

## SPIKE ANALYSIS

### TIMELINE

#### Peak 1: June 3, 2020

- The first major spike is due to @GretaThunberg sharing a URL to a Greenpeace article while also calling out the EU's "green" recovery plan.

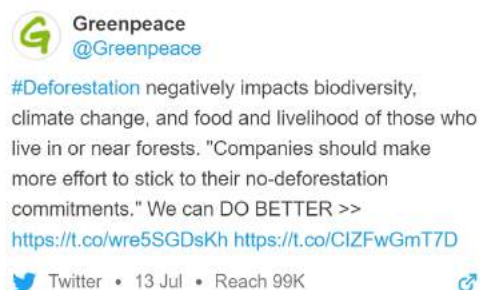
#### Peak 2: July 13, 2020

- The second major spike is due to a informative tweet by Greenpeace concerning #Deforestation, its negative impacts, and how to improve moving forward.

#### Peak 3: September 1, 2020

- The third major spike is due to Greenpeace Africa beginning their #PlasticFreeSeptember campaign in opposition towards the US-Kenya Trade deal.

In mentions between Greenpeace and its main competitors, Greenpeace dominated its competition at each peak. This primarily due to their high post volume and international notoriety. Although Greenpeace's competition didn't have the same amount of impact and reach as Greenpeace, organizations such as EDF had posts with many mentions by speaking about topics like COVID-19 and what we should do. Out of all of GP's competition, WWF was the one with the second most mentions where they were tagged in conversations about #wildlife, however, not all mentions had a positive sentiment because one of WWF's top mentions were about people demanding for their adopted elephants.



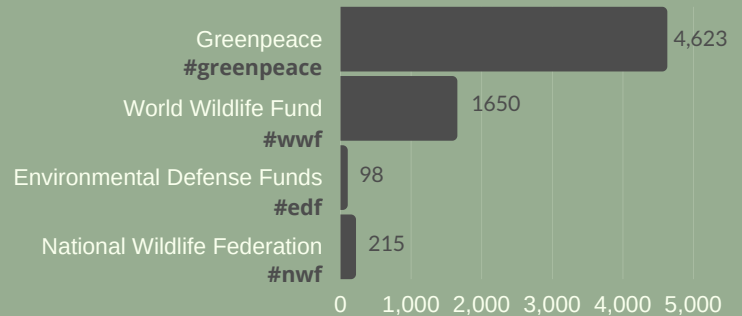
## EARNED DATA - COMPETITION

# CROSS PLATFORM CONVERSATION

## HASHTAGS

Compared to their competitors, Greenpeace uses 4,623 hashtags and uses them the most throughout their Tweets in order to unify their campaigns and interact with trending topics. Environmental Defense Fund uses the least amount of hashtags, using less than 100.

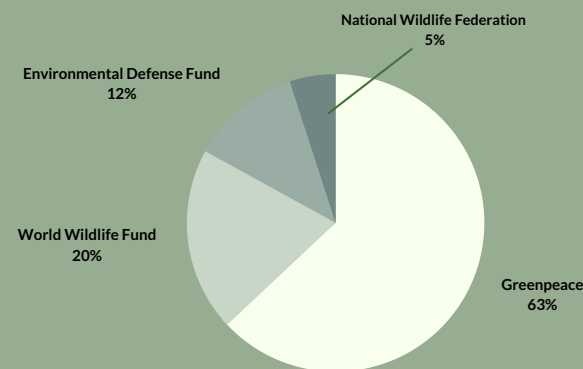
TOTAL USE OF HASHTAGS BY ORGANIZATION



## SHARE OF VOICE

Greenpeace overpowers Share of Voice in the environmental advocacy category with 63% SOV. Following Greenpeace, the World Wildlife Fund has 20% SOV with Environmental Defense Fund having 12% and National Wildlife Fund only having 5%. The difference between Greenpeace and National Wildlife Federation is 58%, showcasing how much Greenpeace dominates online.

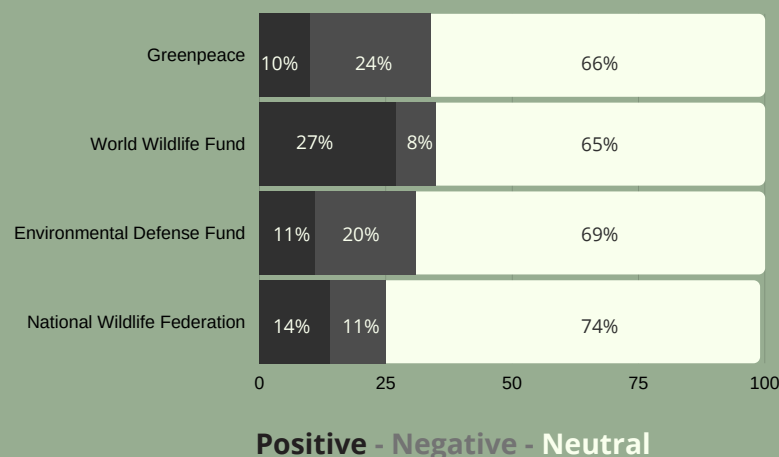
SHARE OF VOICE BY ORGANIZATION



## SENTIMENTS

In terms of sentiment, the World Wildlife Fund has the most positive posts, which is 27% in comparison to Greenpeace, which has 10% positive posts. Greenpeace has not only the least amount of positive posts, but also the most negative posts at 24%. Greenpeace's negativity can be linked to their consistent and direct posts about their stance on politics and current events. Unlike the World Wildlife Fund, Environmental Defense Fund with 20% SOV and Greenpeace with 24% SOV, utilize appeals to emotion in order to better engage audiences. The National Wildlife Federation has the highest neutral sentiment with 74% due to their focus on spreading information, resources, fundraisers, and petitions without using strong language.

SENTIMENT BY ORGANIZATION



# INSIGHTS

1. Greenpeace has a great reach and impact on their audience because they use hashtags to unify their campaigns and others', such as #FaceTheClimateChange, they work with key influencers like Greta Thunberg and Jane Fonda who share Greenpeace's messages on their own platforms and Greenpeace always talks about the topics that are relevant right now, such as new legislation that may negatively impact the environment..
2. Environmental Defense Fund while has low Share of Voice, had high social media activity when discussing nuclear power whereas Greenpeace and other organizations had lower.
3. Although World Wildlife Fund used less hashtags in comparison to Greenpeace, they still had the highest positive sentiment amongst all of the other organizations because they promoted environmental issues from a hopeful perspective leading to well known leaders and activists interacting with their Tweets.

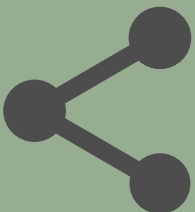
## RECOMMENDATIONS

### BALANCING SENTIMENTS



Greenpeace should increase positive sentiment by highlighting the strides in environmental activism and promoting the solutions to environmental disasters and not just the problems. They should go about this in a similar fashion as their competition, WWF, and use a more hopeful and less daunting tone in their posts. The negative sentiment surrounding Greenpeace in comparison to their competitors is the highest so they should try to better balance the sentiments behind their posts.

### SPREAD THE WORD



Greenpeace should ask for current followers and other activists to help spread the word and retweet Greenpeace's posts or campaign hashtags. Greenpeace could do this by showing how the environmental disasters influence their audiences' lives so that it would motivate them to repost. This will increase awareness of the organization and their work, put the topics they are campaigning for on more people's radar, and connect people through a commonplace.



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# APPENDIX

## ORGANIZATION

Greenpeace OR @greenpeace OR #greenpeace OR @greenpeaceusa  
OR #greenpeaceUSA

## TOPIC

("Oil Spill" OR #oilspill OR #KeepItInTheGround OR #MauritiusOilSpill  
OR #JusticeForMauritius OR ((oil OR #bigoil OR #Mauritius OR  
#NotoOil) AND (spill OR pollution OR #ProtectTheOceans)) NOT ("art"  
OR "painting" OR "canva" OR "Oil change" OR "car")

## COMPETITION

("World Wildlife Fund" OR @WWF OR #WWF) OR ("Environmental  
Defense Fund" OR EDF OR @EnvDefenseFund) OR ("Natural Wildlife  
Federation" OR @NWF OR NWF OR #wildlife)

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# ORGANIZATION

## THEME QUERIES

### COVID-19 QUERY

"Covid-19" OR "Corona" OR "Corona Virus" OR #covid19 OR #corona OR "Pandemic" OR "covid" OR "quarantine" OR #pandemic OR #globalpandemic

### FIRES QUERY

"Amazon" OR #Amazon OR #Savetheamazon OR "Amazon fire" OR "Amazon deforestation" OR #Deforestation OR "Fire season" OR "Fire" OR "deforestation" OR "Fire season" OR #AmazononFire

### OCEANS QUERY

"Oceans" OR "Ocean" OR "Sea life" OR "fishing" OR "sea" OR "Water" OR "Supertrawlers" OR #savetheoceans OR #ocean OR #oceans OR #supertrawlers OR "Fishing Fury" OR "Protected" OR "destroying" OR "marine" OR "plastics" OR "lobbying" OR "agreement"

# TOPICS

## THEME QUERIES

### BIODIVERSITY QUERY

"Biodiversity" OR "wildlife" OR "Sea creatures" OR "whales" OR "Turtles" OR "Dolphin" OR "animal" OR #savetheanimals OR "dead" OR "extinction" OR "jellyfish"

### FOSSIL FUEL QUERY

"Fossil fuel" OR #FossilFuel OR "pipeline" OR #stopfossilfuel