

# THE 19th\*

## FINAL REPORT

### ADPR 7750: SOCIAL MEDIA ANALYTICS



**SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

SEESUITE.UGA.EDU | @SEESUITEUGA

Ev Andrews | [evandrews@uga.edu](mailto:evandrews@uga.edu)  
Shaolynn Betts | [shaolynn.betts@uga.edu](mailto:shaolynn.betts@uga.edu)  
Mamie Johnson | [mamie.johnson@uga.edu](mailto:mamie.johnson@uga.edu)  
Madison Mueller | [madison.mueller@uga.edu](mailto:madison.mueller@uga.edu)

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# **19TH NEWS: EXECUTIVE SUMMARY**

# EXECUTIVE SUMMARY

TIME PERIOD USED: SUMMER 2020  
JUNE 1ST-AUGUST 31ST

## BUSINESS PROBLEM:

APPENDIX REFERENCE ID: RED

As a relatively young news organization and with a platform that only officially launched as of early August, **19th News struggles to compete with their competitors in terms of follower count, financial assets, and general notoriety.** Previous efforts have been geared towards generating an initial viewership through the use of key influencers with large audience bases, with branding efforts and promotional material dominating much of the overall conversation. With the large scale success and engagement levels experienced after the **19th Represents** events, **19th News** must now focus on how to continue to engage their viewers with their content in a more efficient and effective way.

Currently **19th News** primarily relies on links, quotes, and mentions surrounding news "influencers," including that of the founders of the organization, prominent political voices, fellow journalists or other news organizations, and important advocacy speakers in the realm of women's rights. **While their hashtags perform fairly well in terms of overall brand awareness, as a new organization 19th News will need to continue to grow its audience to remain competitive in the news industry. Additionally, 19th News has exhibited lower content engagement levels due to less than ideal posting schedules, a need to use more hashtags as well as more engaging media types like videos or images.** The goals of the analysis include determining what types of content performed better than others and what trends would best inform 19th News on how it can most effectively engage and expand that audience post-launch efforts.

## KEY PERFORMANCE INDICATORS:

To generate specific data relating to audience engagement, our team used social media analytics tools such as Brandwatch and Keyhole to analyze postings over a three month period from June 1st to August 31st. To ensure our data was significant enough to draw accurate conclusions while minimizing our margin of error, our team chose to focus on Twitter as our primary platform of interest due to a significant majority of the data coming from said social outlet. To ensure measurability, we focused on various aspects of audience engagement using the following metrics:

- **Engagement**
  - *number of posts*
  - *number of retweets given*
  - *number of likes/shares*
  - *number of times an influencer/organization is mentioned*
  - *average conversation sentiment*
  - *top media used*
- **Awareness**
  - *top hashtags used*
  - *trending key words/phrases used*
- **Audience Growth**
  - *number of followers per influencer*
  - *demographic shifts*

# EXECUTIVE SUMMARY CON'T:

# DATASET OUTLINES

## TWITTER ENGAGEMENT DATA FOR 19TH NEWS

Content 19th News creates

**854** tweets

**54,600** engagements

**18** average retweets

**Aug. 10th & Jul 27th** = key spikes

**Hashtags & Mentions** = main data drivers

## WOMEN IN ELECTIONS CROSS PLATFORM CONVERSATION

Content about a topic covered by 19th News

**79,487** tweets

**84,217** engagements

**976** average retweets

**Jul. 31st & Aug. 11th** = key spikes

**876,664** = average influencer following

## ANALYTICS TOOLS USED: BRANDWATCH & KEYHOLE

## 19TH NEWS CROSS PLATFORM CONVERSATION

Content 19th News indirectly creates

**79,803** tweets

**80,362** engagements

**1,345** average retweets

**Aug. 9th & Aug 25th** = key spikes

**983,201** = average influencer following

## TWITTER COMPETITION CONVERSATION

How 19th News compares to other organizations

**963,022** tweets

**10,619** hashtags used

**5%** of total conversation volume

**Jun. 27th & Jul 7th** = key spikes

**Teen Vogue** = top competitor

## KEY INSIGHTS

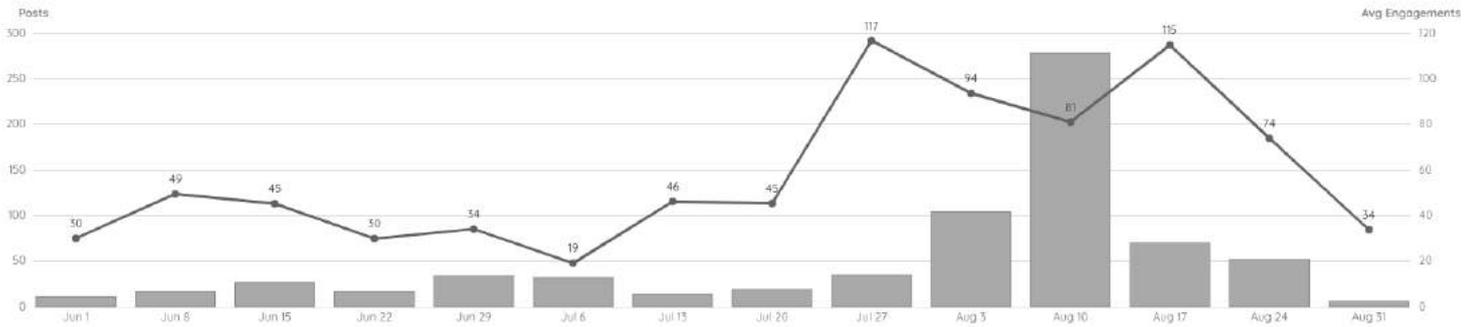
- mentions of and by celebrities or high-profile public figures drove high engagement
- conversation surrounding their mission statement and the 19th News CEO's were popular
- links were not as effective per post as other media types, but were still used the most
- while 19th News usually posts early in the morning at the beginning of the week, the highest engagement times correspond with later afternoon time blocks closer to the weekend
- hashtag use was inconsistent, but hashtags when used generated high engagement
- most conversation surrounding the 19th News was positive to neutral
- journalists & news organizations with large audiences also engaged with content from 19th News

## RECOMMENDATIONS

- increase mentions of involved parties or participants
- ensure that all links and hashtags utilize the same format to maximize engagement
- vary media usage to incorporate more visual and engaging posts instead of relying on links
- maximize posting schedule to capitalize on weekends
- increase mentions of involved parties or participants
- create and maintain unique hashtag use involving the 19th News and future events
- consider reaching out to fellow journalists to collaborate with other news organizations

# **19TH NEWS TWITTER ENGAGEMENT: OVERVIEW**

## DATASET ANALYSIS TIMELINE: JUNE 1 - AUGUST 31



## VOLUME

**854 tweets**

**54,600 engagements**

**57 average likes**

**18 average retweets**

## SPIKES

The majority of tweets were posted in the early weeks of August, with the highest number of tweets (N=278) posted during the week of August 10. These weeks also account for the highest amount of total engagement (likes and retweets), shown as the line on the graph above.

The week of July 27 also saw high engagement as 19th News officially launched its website. For example, the August 2 tweet below received 651 retweets and quote tweets.

In August, a key event, 19th Represents, was held, featuring high-profile guests that also drove a large amount of engagement.

## FOLLOWERS

### GEOGRAPHIC DISTRIBUTION

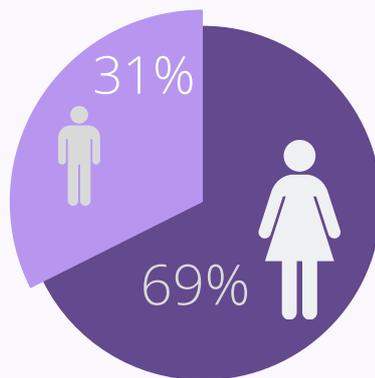
**United States 84%**

- Texas 17%
- New York 17%
- California 13%

**Canada 4%**

**Sweden 2%**

**China 2%**

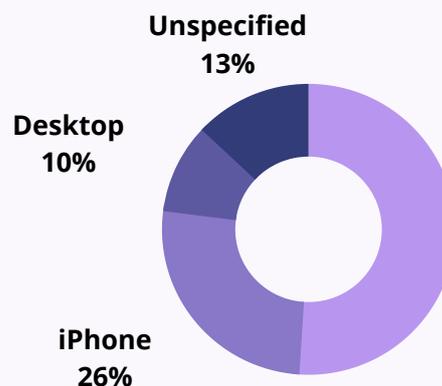


**Women** were more likely to post about Duchess of Sussex Meghan Markle, her appearance at the 19th Represents event and registering for the event. **Men** were more likely to post about the 19th News' reporting on anti-abortion activist Abby Johnson and her restrictive voting beliefs.

## DEVICES

### USED:

The 19th News Twitter was predominantly accessed on mobile devices.



**Other mobile 51%**

**19TH NEWS  
TWITTER  
ENGAGEMENT:  
ANALYSIS**

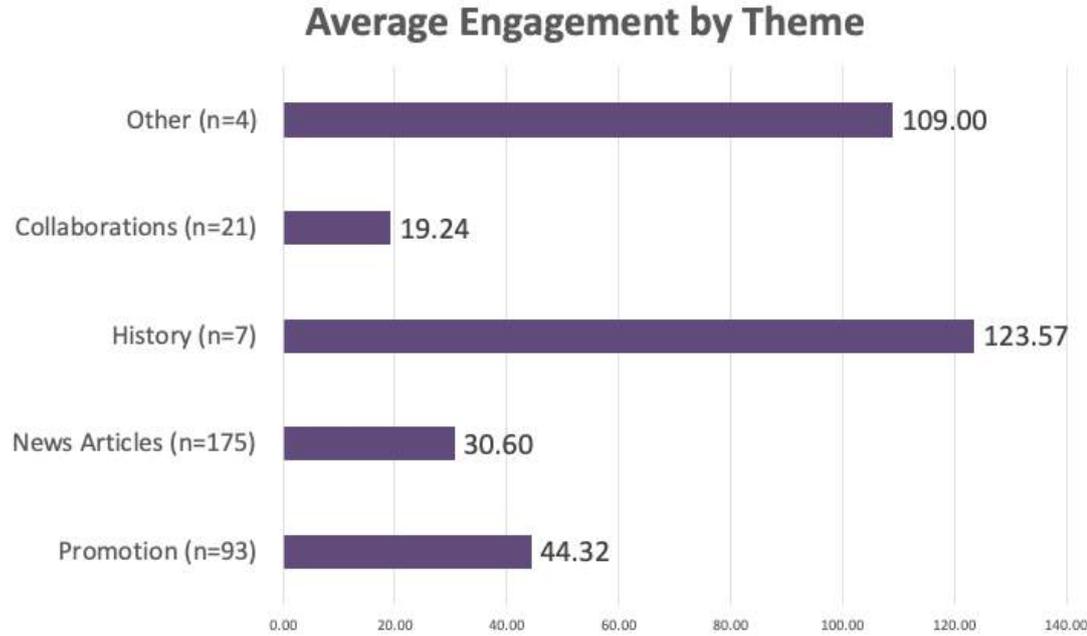
# ENGAGEMENT METRICS

## BY CATEGORY

### Dominant Themes

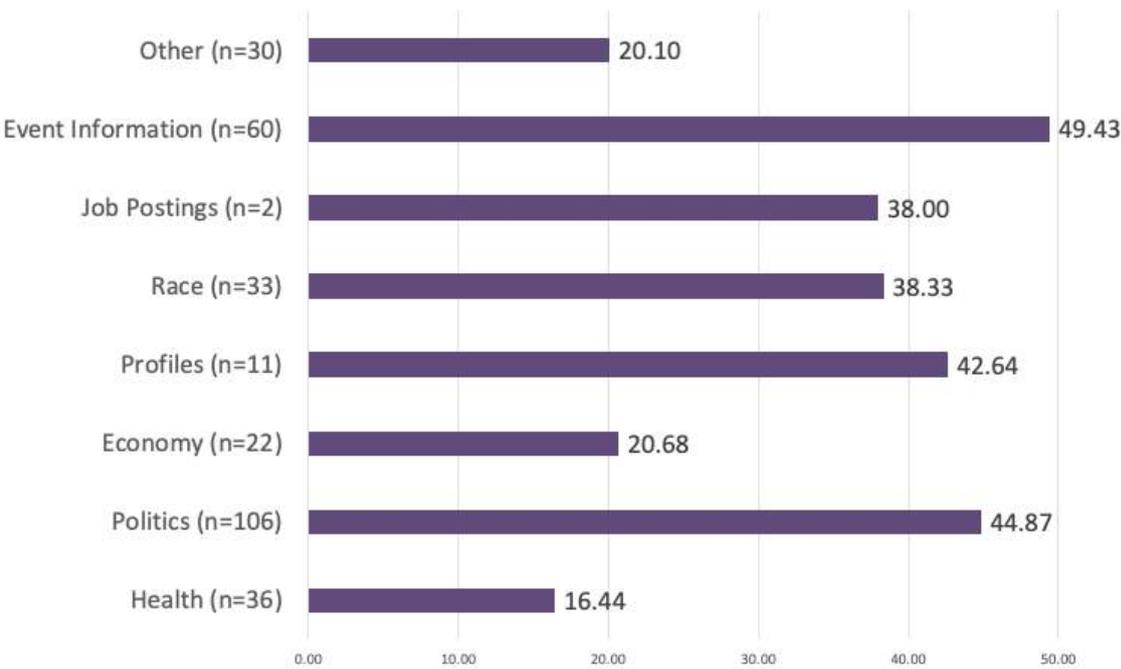
By Volume: News Articles

By Engagement: History



While News Articles make the bulk of 19th News' tweets, History-themed tweets yield more engagement. However, there were only seven History tweets compared to 175 tweets about News Articles. Both History and Other engagements were driven by outliers with extremely high engagement, such as a tweet about the 19th Amendment's ratification anniversary, a key milestone relevant to the 19th News mission.

### Average Engagement by Media Contents



## BY CONTENT

### Dominant Themes

By Volume: Politics

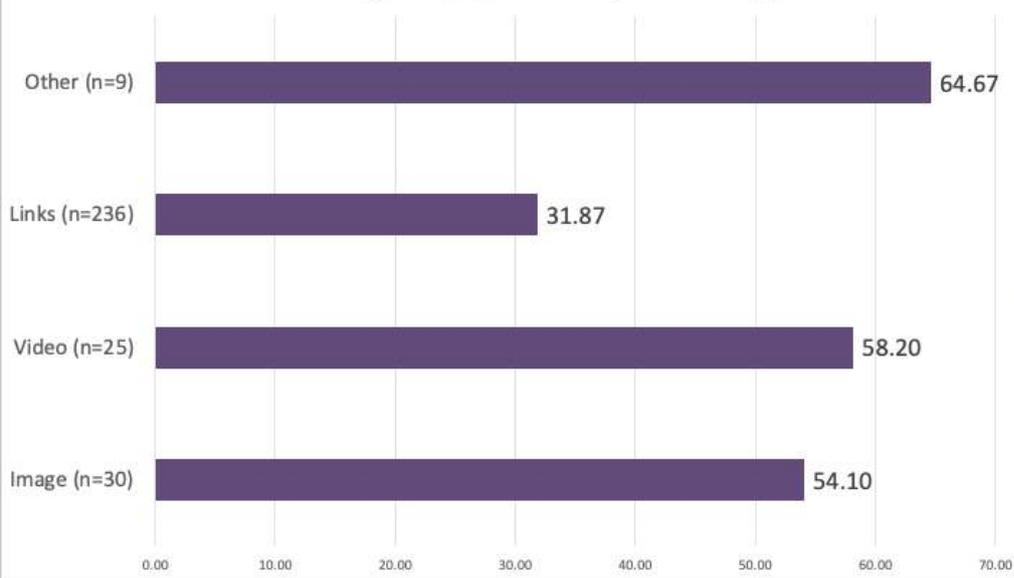
By Engagement:

Event Info

Examining media contents by what genre the tweet covered shows that, among news articles, political coverage performed the best, closely followed by Profiles, though there were much less tweets in that category. Coverage about Health and the Economy performed by far the worst, receiving less than half the average engagement of the other categories. Events had the most engagement and high number of tweets, showing the information about those, particularly the keystone launch event 19th Represents, plays a large role in Twitter engagements. Even though the 19th News rarely tweets about job opportunities in comparison to other media contents, the two tweets about Job Postings yielded very high engagement levels.

# ENGAGEMENT METRICS

### Average Engagement by Media Type



## BY MEDIA TYPE

### Dominant Themes

*By Volume: Other*

*By Engagement: Video*

19th News typically uses links in their tweets. However, this yields the smallest amount of engagement. "Other" media types were the most engaged, however there were not many of them used. Both videos and images received nearly double the engagement compared to links.

## BY MENTION TYPE

### Dominant Themes

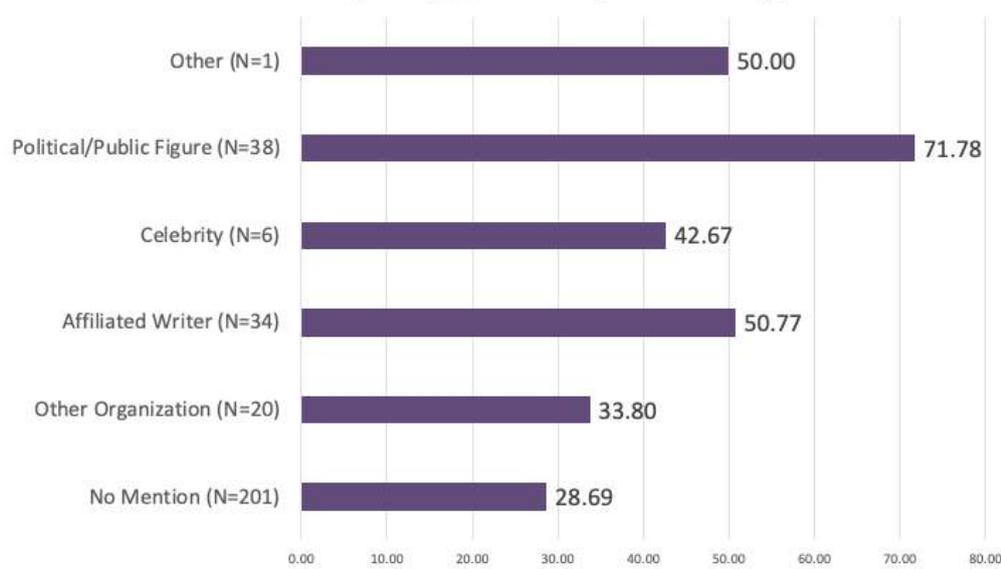
*By Volume: No Mentions*

*By Engagement:*

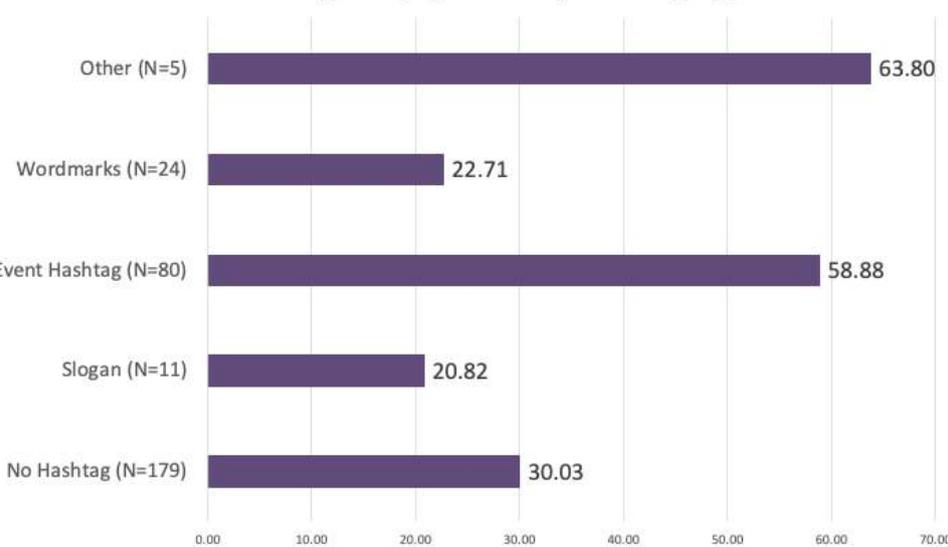
*Political/Public Figure*

Mentions of political or public figures drove the most engagement with an average of 71.78 engagements and was also the most used type other than no mention at all. Mentions of other organizations that 19th News has collaborated with received lower engagement. The majority of tweets did not include a mention, receiving the lowest average engagement of 28.69.

### Average Engagement by Mention Type



### Average Engagement by Hashtag Type



## BY HASHTAG TYPE

### Dominant Themes

*By Volume: None*

*By Engagement: Other*

Although outliers in the "Other" category had the highest engagement value of 63.8, hashtags around "Events" had the next highest average, 53.9, and were used frequently. Events were the only hashtag type with an average greater than no hashtag at all, with an engagement average of 30. Tweets that used slogans or wordmarks such as #19thnews were not used as much and didn't drive engagement.

# ENGAGEMENT METRICS

## BY DAY

### Most Engaged Day: Sunday

**19thnews** @19thnews · Aug 16  
 In case you missed it: At The #19thRepresents, Sen. @KamalaHarris joined us for her first sit-down interview as the 2020 Democratic vice presidential candidate.

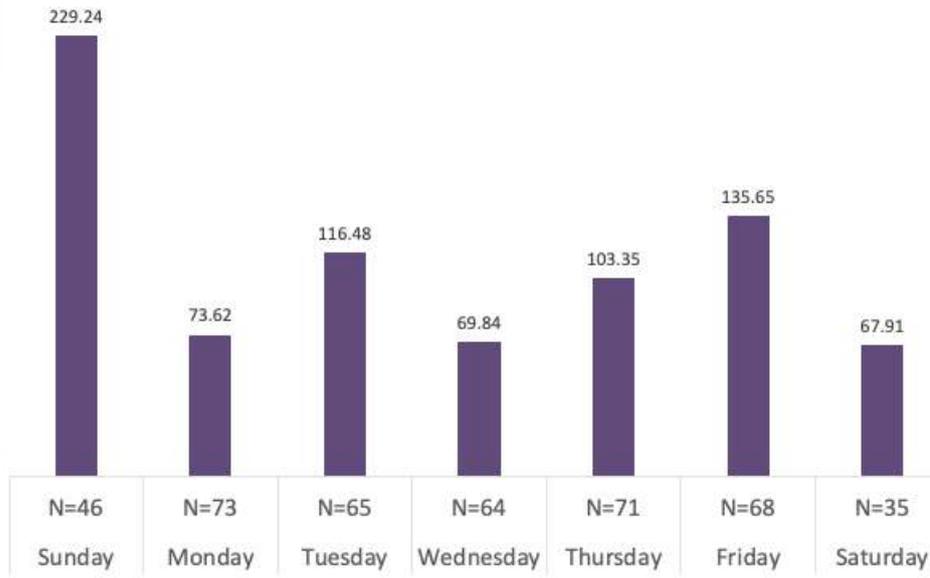


Kamala Harris applauds Biden's "audacity to choose a Black woman t...  
 In Harris's first interview since becoming the vice presidential pick, she spoke about voter access and how a Biden-Harris campaign will ...  
 19thnews.org

206 607 2.9K

A key tweet about Kamala Harris (shown above) drove Sunday to the highest engagement by a substantial margin.

### Average Engagement by Day



19th News posts the majority of its tweets on weekdays, and, of those, Friday sees the most engagement. While Saturday has the lowest amount of tweets, its average engagement values are nearly identical to that of some weekdays, most notably Monday and Wednesday.

## BY TIME

### Highest Average Engagement:

Sunday at 1 p.m. (1,231 average engagements)

### Most Posts: (average engagements & post totals)

- Friday at 1 PM - 56 (N = 12)
- Sunday at 11 PM - 84 (N = 11)
- Monday at 3 PM - 74 (N = 10)
- Thursday at 11 PM - 52 (N = 10)
- Friday at 11 AM - 105 (N = 10)

## KEY INSIGHTS

- Overall, the times that saw the most posts are 11 a.m. and 1 p.m., but engagement is concentrated toward the end of the workday
- Although Sunday clearly had the highest engagement, it was driven by one outlier tweet at 1 p.m.
- Mondays are one of the lowest engaged days, but had the highest amount of tweets
- The weekend audience appears to be undervalued



### ENGAGEMENT

Darker = High Engagement  
 (0 - 1,231)



### FREQUENCY

Darker = More Posts  
 (0 - 12)

**19TH NEWS  
CROSS  
PLATFORM  
CONVERSATION:  
OVERVIEW**

# CROSS PLATFORM CONVERSATION OVERVIEW

Category breakdown & general information: **B0\***

## Key:

N = Media Mentions

RT = Retweet

## TOTAL: 80,362 POSTS

Twitter - 79,803

News - 420

Reddit - 46

Blogs - 39

YouTube - 4



U.S. - 89%

Canada - 3%

U.K. - 2%

Australia - 1%

### Top Interests:

Politics - 17%

Books - 9%

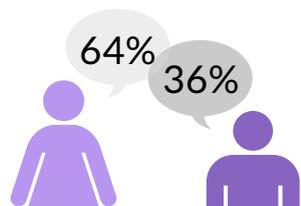
### Professions:

Journalists - 22%

Artists - 17%

Executives - 15%

## DEMOGRAPHICS:



**Women** - More likely to tweet about Meghan Markle, gender equality and the 19th Amendment.

**Men** - Tweet more about an RNC speaker's voting opinions and Trump

## TOP RETWEET : 6,309 RT'S



Rachel Maddow MSNBC  
@maddow

The idea is that... women should give up the right to vote if they get married? ish?



RNC speaker Abby Johnson supports household voting | The 19th  
Anti-abortion activist Abby Johnson has advocated for a head-of-household voting system, which historically barred women from the ballot.  
19thnews.org

## URLS

RNC speaker supports barring women from voting : 1,907 tweets, 12, 240 retweets

Pandemic's affect on women's employment : 304 tweets, 2,201 retweets

Black women's views on Joe Biden : 119 tweets, 1,127 retweets

## HASHTAGS

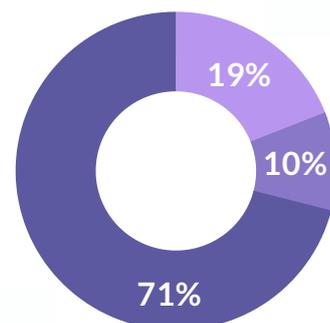
#19thRepresents : 1,412 tweets, 10, 533 retweets

#RNC2020 : 46 tweets, 1,676 retweets

#wearethe19th : 769 tweets, 552 retweets

## CONVERSATION SENTIMENT:

- Positive
- Negative
- Neutral



### Positive Conversation:

- Interaction with **Co-Founder and CEO** of *19th News* @eramshaw (N=254) or **Co-Founder and Editor** @emaravelous (N=104)
- 19th News appreciation** → From employees and audience (N=120)
- 19th Represents* speakers such as **Meghan Markle** (N=2,810) and **Kamala Harris** (N=69)

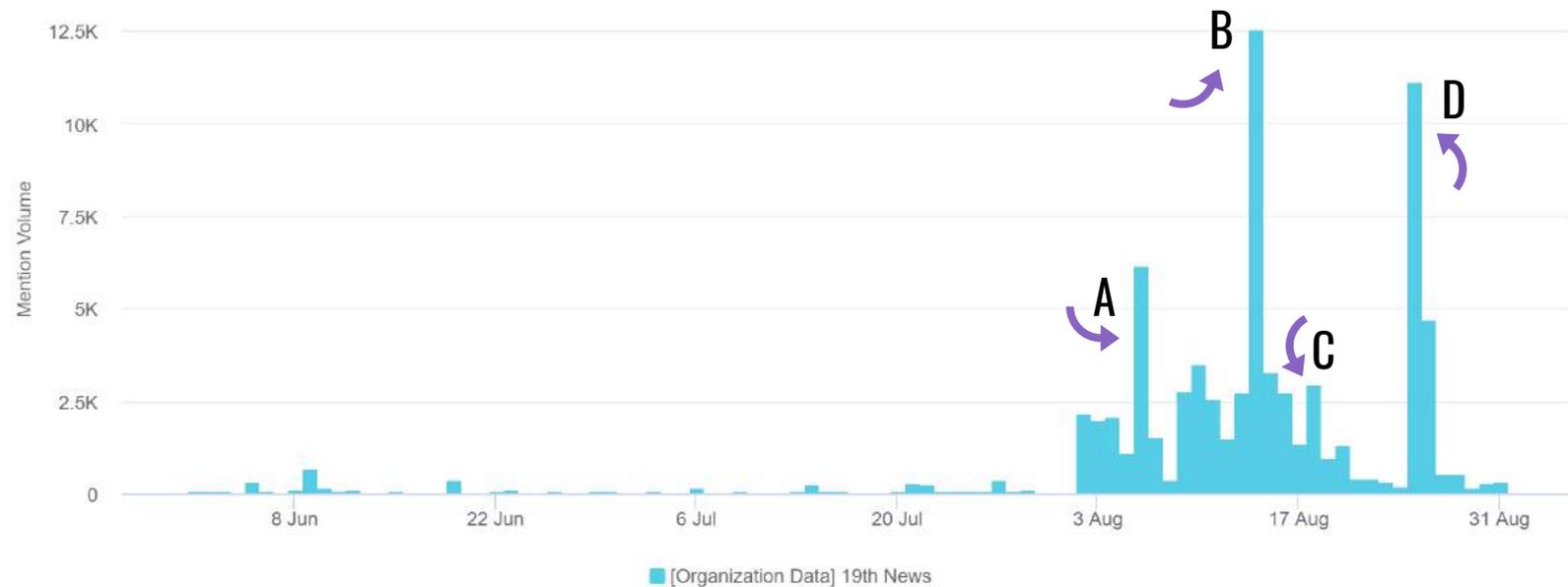
### Negative Conversation:

- Lack of Women in Power**
  - Specifically regarding U.S. political **gender inequalities** or being discouraged from running for office as a women (N=188)
    - Subtopics also included:
      - Trump & Presidency**
      - Black Women Representation**
      - Biden & Election**
  - RNC Speaker **Abby Johnson's** statement husbands "get the final say" about voting choice (N=88)

### Conversations on Other Platforms

- Reddit, Blogs and YouTube were dominated by conversations about statements from both **Meghan Markle** and **Kamala Harris** in their interviews from the "19th Represents" virtual event
- Of the 420 News mentions, 31% of participants in that conversation were journalists interested in Kamala Harris and her status as **the first black woman VP candidate**
- Other conversations involved an assortment of *19th News* reports and linked back to stories such as:
  - Articles on Hillary Clinton**
  - Joe Biden picking Kamala Harris for VP**
  - The Republican National Convention**

# 19TH NEWS CROSS PLATFORM OVERVIEW



## KEY SPIKES IN THE TIMELINE

- A** **Aug. 2 - Aug. 7 | 2,708% higher volume**
- Link shares about women’s economic losses during the pandemic (N=2,383)
  - Link shares about 19th News official website launch (N= 1,259)
- B** **Aug. 9 - Aug. 20 | 5,596% higher volume**
- mentions of #19threpresents hashtag (N=11,391)
  - Over 1,000 link shares for articles on the need for a Black woman vice president running mate, maternal mortality and funding drive for 19th News
- C** **August 20 | 524% higher volume**
- Link shares related to Kamala Harris’ speech and presence during the Democratic National Convention (N=655) and retweets of related tweet (N=273)
- D** **Aug. 25 - Aug 26 | 5,066% higher volume**
- Link shares about anti-abortion activist Abby Johnson, head-of-household voting (N=12,383), and retweets of related tweet (N=5,655)

## KEY USERS:

**Senator Elizabeth Warren**

@SenWarren

Tweets : 3

Followers: 605,445



**The Washington Post**

@washingtonpost

Tweets : 3

Followers: 1,605,9166



**Emily Ramshaw @eramshaw**

19th News Co-Founder & CEO

Mentioned in 3,462 tweets



**Erinn Haines @emaravelous**

19th News Co-Founder & Editor

Mentioned in 1,580 tweets

## HOW CATEGORIES WERE CREATED

While the themes analyzed were created using search strings, the following categories were generated by Brandwatch after manually classifying posts into certain categories - COVID-19, the 19th News launch, race and voting/elections. A variety of at least 10 tweets were sorted into each category as relevant. While each category contains tweets related to it, a variety of viewpoints and type of tweets (length, style, content, etc.) are represented. Brandwatch then sorted the remaining tweets in the dataset that fell into these categories automatically. The categories are presented alongside the themes as a point of comparison and to add additional data and analysis.

**19TH NEWS  
CROSS  
PLATFORM  
CONVERSATION:  
ANALYSIS**

# THEME: 19TH NEWS HEADLINERS

Search String: **B1\***

N = 18,671

**Key:**

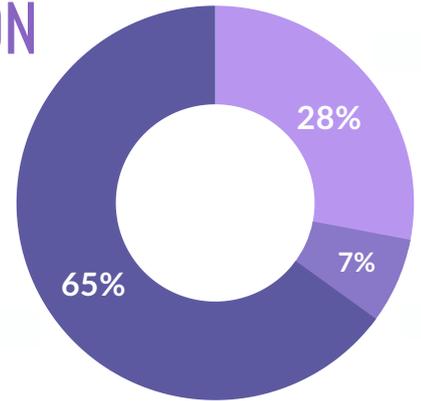
N = Media Mentions

## CONVERSATION REVIEW:

- Headliners and promotional content for the #19th Represents event, their guest speakers, and exclusive event content
  - Markle was particularly relevant due to her high profile status and this being her first public appearance since stepping back from the royal family

## CONVERSATION SENTIMENT:

-  = Positive
-  = Negative
-  = Neutral



## TRENDING ITEMS:

### Topics:

- Join us
- Register
- Attend

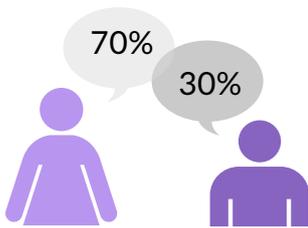
### Hashtags:

#meghanxthe19th  
22 tweets, 43 retweets

### URLS:

[Meghan Markle's 19th News interview](#)  
49 tweets, 450 retweets

## DEMOGRAPHIC SHIFTS:



**Women** - More like to tweet about specifically about Meghan Markle's appearance, while **men** tweeted more generally about the launch and event

## KEY USERS:



**Meena Harris** - @meenaharris  
Author and niece to Kamala Harris  
Quotes Meghan Markle  
Mentioned in 29 tweets, 607 retweets



**Kamala Harris** - @kamalaharris  
Attorney & VP Nominee  
Guest Speaker for 19th Represents  
Mentioned in 45 tweets, 541 retweets

### Positive Conversation:

- high amount of positive conversation
- included the phrase "good to be home", a quote used by Markle when asked to discuss race & gender on her platform during the summit
- excitement over the celebrities/large-scale figures attending the event

### Negative Conversation:

- the need for urgency surrounding the upcoming election and speaking up against Trump, primarily targeting Harris' role as potential VP and how she would address issues regarding race & gender

## A TOP POST: 603 RETWEETS

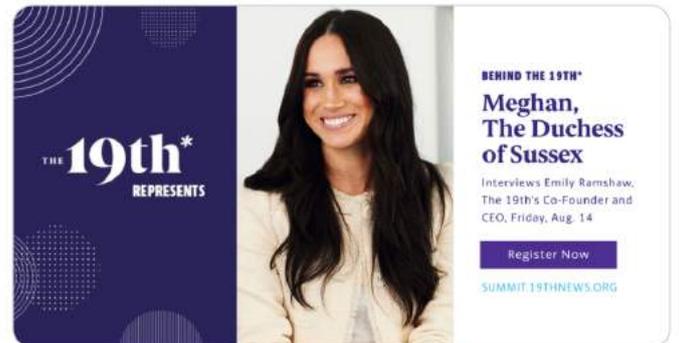


**19thnews** @19thnews · Aug 6

We have a new addition to The #19thRepresents virtual summit — Meghan, The Duchess of Sussex.

The Duchess will join us on our final day of programming, Friday, Aug. 14, for a conversation with our co-founder and CEO, @eramsshaw.

Register to attend: [bit.ly/2DEHt9Y](https://bit.ly/2DEHt9Y)



## KEY INSIGHT

The celebrity status of key speakers in the **19th Represents** event drew a tremendous amount of positive conversation. Due to this organization having an emphasis on news, headliners provide short, easy-to-understand and attention grabbing titles to draw more engagement from their audience. Lastly, including Meghan Markle as the Duchess of Sussex led to a slight percentage increase in audience engagement outside of the U.S., contributing to international attention.

## CONVERSATION REVIEW:

- The importance of voting in 2020
  - the greater number of women on the ballot and the impact of the female vote
- Abby Johnson's call for head-of-household voting and article links to said coverage
- Voting rights and voter trends

## TRENDING ITEMS:

### Topics:

- Abby Johnson
- GOP Convention
- "Modern-Day Poll Tax"
- Head-of-Household Voting

### Hashtags:

- #vote  
27 tweets, 115 retweets
- #womensequalityday  
8 tweets, 14 retweets

## KEY USER:



**Stacey Abrams** @staceyabrams  
Georgia state representative  
Voting rights activism  
Mentioned in 34 tweets, 152 retweets

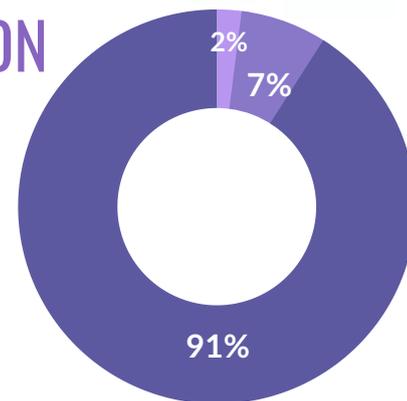
## THEME: VOTING & ELECTIONS

Search String: **B2\***

N = 18,114

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- encouraging people to vote, especially Black individuals, to remove Trump from office
- wishes to increase voting access, particularly surrounding poverty stricken areas

### Negative Conversation:

- criticism of Abby Johnson, her views, and voting against the GOP in general
  - rage against Republicans & Trump for their historical discrimination for women & POC
  - anxiety surrounding the results of the election

## CONVERSATION REVIEW:

- The imbalance of power for minority representation & race/ethnicity policy
- Strained race relations within the U.S.
- The potential Biden-Harris nomination

## TRENDING ITEMS:

### Topics:

- Maternal Mortality
- Exclusion of POC
- 2020 Election

### Hashtags:

- #blacklivesmatter  
12 tweets, 4 retweets
- #blackwomenleadvp  
7 tweets, 90 retweets
- #blackwomenlead  
4 tweets, 18 retweets

## KEY USER:



**Joy Reid** @JoyAnnReid  
Commentator & TV Host for MSNBC  
2 tweets mentioned 19th News  
Mentioned in 393 retweets, 1,682,266 followers

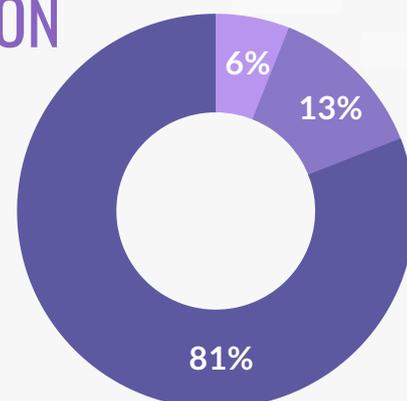
## THEME: RACIAL DIVERSITY

Search String: **B3\***

N = 11,573

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- the impact of the Black vote in the 2020 election, Kamala Harris and her status as a powerful Black female senator and potential VP, and Meghan Markle's platform for racial justice advocacy

### Negative Conversation:

- Trump administration criticism surrounding POC profiling, voter suppression, and exclusion

Negative conversations around the RNC speaker Abby Johnson's stances and beliefs generated heavy debate and conversation. Because of the election year, conversations surrounding voting policy, the election, and representation were also popular.

## KEY INSIGHT

## VOTING/ELECTIONS

N = 5,852

Most of the conversation was centered on what role women play in voting, whether that's reflecting on the history of suffrage, advocating against policies that would bar women from voting, or discussing what role women would have in electing Joe Biden. The 19th News' reporting about Abby Johnson's head-of-household voting system generated a substantial amount of conversation and engagement in both the dataset and this category. Other topics centered around Kamala Harris' nomination as vice president and her appearance at 19th Represents virtual summit.

**Positive Conversation:** Many tweets were about the 19th News story that had sources advocating for vote-by-mail as a safer alternative during the pandemic or about a story on Black sororities' role in suffrage.

**Negative Conversation:** Much of the conversation was against Abby Johnson advocating for head-of-household voting or reflecting a strong desire to vote for Joe Biden no matter what voter suppression tactics may be used.

## RACE

N = 9,611

The majority of this conversation centers around bringing coverage and light to the economic turmoil, racial injustices and negative health effects suffered by Black and Native women due to the pandemic and racism in the U.S. Key speakers on this topic include Sen. Elizabeth Warren who tweeted a 19th News article regarding maternal mortality, COVID-19 and the racial disparities it has exposed. Additionally, this category includes conversations about the hard fight Black women made to gain an equal right to vote and the economic losses they have faced due to the pandemic.

**Positive Conversation:** Discussing groups who have been disproportionately affected by the pandemic and trying to work to help them

**Negative Conversation:** Discussing the disproportionately negative impacts the pandemic is having on women, minorities and certain careers

## UNIQUE ITEMS:

**URLS:**

[Kamala Harris applauds Biden's "audacity to choose a Black woman to be his running mate"](#)  
53 tweets, 441 retweets

[Hillary Clinton in a Biden administration? 'I'm ready to help in any way I can.'](#)  
27 tweets, 646 retweets

**Hashtags:**

**#vote**  
19 tweets, 17 retweets

**#meghanxthe19th**  
19 tweets, 39 retweets

## KEY USERS:



**Quicktake** - @quicktake  
Bloomberg vertical  
3 tweets mentioning 19th News  
Mentioned in 665 retweets  
1,162,916 followers



**TimesUpNow** - @timesupnow  
Women's right's activist organization  
Advocates against workplace harassment  
Mentioned in 166 tweets & 585 retweets  
139,683 followers



**Brittney Cooper** - @professorcrunk  
Professor, feminist author  
Advocate for women's right to vote  
Mentioned in 72 tweets & 112 retweets  
141,680 followers

## UNIQUE ITEMS:

**URLS:**

[Suffrage Centennial article by 19th News](#)  
17 tweets, 274 retweets

[Maternal Mortality article by 19th News](#)  
Tweeted by Senator Elizabeth Warren @ewarren  
2 tweets, 452 retweets

[Systemic racism and COVID-19 article by 19th News](#)  
44 tweets, 221 retweets

**Hashtags:**

**#WinWithBlackWomen**  
16 tweets, 322 retweets

**#BlackWomenLeadVP**  
7 tweets, 89 retweets

## KEY USERS:



**Washington Journal** - @cspanwj  
C-SPAN Call-In Program  
3 tweets mentioning 19th News  
Mentioned in 55 tweets & 7 retweets  
1,162,916 followers



**Amanda Zamora** - @amzam  
19th News Publisher and Co-Founder  
3 tweets mentioning 19th News  
Mentioned in 51 tweets & 35 retweets  
17,872 followers

# THEME: WOMEN'S EQUALITY

Search String: **B4\***

N = 9,728

Key:

N = Media Mentions

## CONVERSATION REVIEW:

- 19th Amendment Centennial
- limitations of the 19th Amendment in protecting women of color and minority votes
- The importance of the upcoming election, gender politics in the White House, feminism advocacy, and reproductive rights
  - RNC speaker Abby Johnson's endorsement of Trump & head-of-household voting systems

## TRENDING ITEMS:

### Topics:

- Women & POC
- Abby Johnson
- One Voice, One Vote
- The 19th Amendment
- Head-of-household voting

### Hashtags:

**#velshi** - MSNBC host Ali Velshi  
6 tweets, 210 retweets

## KEY USERS:



### Katie Couric - @katiecouric

TV Journalist & Founder of Couric Media  
Celebrating the 19th Amendment  
Mentioned in 2,357 retweets  
1,728,935 followers



### Yamiche Alcindor - @Yamiche

PBS White House Correspondent  
Reporting on Abby Johnson  
Mentioned in 2,357 retweets  
1,079,057 followers

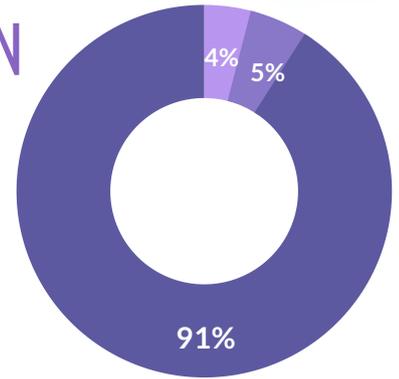


### Ali Velshi - @AliVelshi

TV Journalist & Business Partner for NBC  
Fight for Black Women Representation  
Mentioned in 244 retweets  
508,919 followers

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- high amount of positive conversation
- included the phrase "good to be home", a quote used by Markle when asked to discuss race & gender on her platform during the summit
- excitement over the celebrities/large-scale figures attending the event

### Negative Conversation:

- the need for urgency surrounding the upcoming election and speaking up against Trump, primarily targeting Harris' role as potential VP and how she would address issues regarding race & gender

## A TOP POST: 201 RETWEETS



### Ali Velshi @AliVelshi

White women won the vote when the 19th Amendment passed 100 years ago. But for Black women, the fight continued long into the 20th century. @19thnews' Errin Haines (@emaravelous) & @NYTmag's @nhannahjones join me 9aET to discuss the centennial & @KamalaHarris' nomination. #velshi

8:30 AM · Aug 16, 2020

741 225 people are Tweeting about this

## KEY INSIGHT

The conversations specifically about gender equality often included key words such as women's equality, equal pay, and the organization hashtag #The19thLiftOneLiftAll. The use of the organization's hashtag was noted in several key postings contributed by fellow journalists from other news organizations, who's heavy following also contributed to a greater increase in retweets per post.

## CONVERSATION REVIEW:

- Gender representation in politics
- Kamala Harris and Ruth Bader Ginsburg as two of the most prominent female figures in politics, especially in women's rights advocacy

## TRENDING ITEMS:

### Topics:

- 2020 Election
- Black Women
- Politics and Policy

### URL:

[What it takes to build a nonpartisan pipeline for women candidates](#)

8 tweets, 8 retweets

### Gender Contribution:

Females: 57%

Males: 43%

## KEY USER:



**Omid Scobie** - @Scobie

Harper's Bazaar Editor

Tweet about 19th Represents event

Mentioned in 298 retweets

51,623 followers

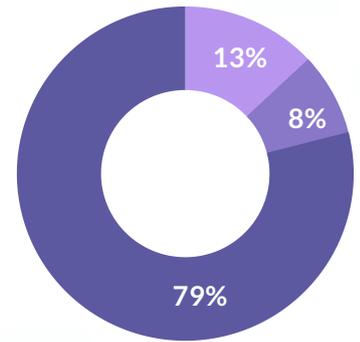
## THEME: WOMEN IN POLITICS

Search String: **B5\***

N = 5,852

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- supporting women in power and advocating for women's rights or positions of authority for women

### Negative Conversation:

- opposing public figures--such as Donald Trump--who have a history of diminishing women in power
  - criticizing their decisions or any political statement that disregards or disrespects women

## CONVERSATION REVIEW:

- Celebrating the initial launch the 19th New's site and the start of their publication
  - marks the start of their first content push & brand building efforts
- highlights the 19th News mission, basic details about the organization, latest news coverage, and general updates

## TRENDING ITEMS:

### Topics:

- Gender equity
- Thank you
- Proud to support
- Empowering women
- Online virtual summit
- Meghan Markle collaboration

### URL:

[19th News membership website](#)

551 tweets, 270 retweets

## KEY USER:



**Stacey Abrams** - @staceyabrams

Politician, Lawyer, & Activist

19th News Represents promotion

Mentioned in 240 retweets

808,882 followers

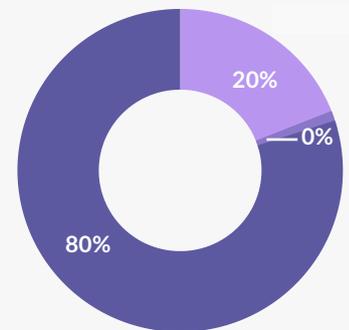
## THEME: 19TH NEWS LAUNCH

MINI-BOOLEAN: **B6**

N = 5,662

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- support for the 19th News' efforts and in recognition of the Founder's and CEO's who made it possible
- pride in being one of the first initial donors or how readers look forward to supporting their content
- comments about female empowerment and the construction of a supportive community

### Negative Conversation:

- less than 1% of the conversation were negatively generated due to the content itself being neutral

*There is a lot of interest and support for the launch, community, and overall mission of 19th News. Steadily increased followings of both the co-founders and leaders of 19th News have also generated buzz, with panelists of the **19th Represents** event also generating greater engagement due to their large follower platforms.*

## KEY INSIGHT

## 19TH NEWS LAUNCH

N = 7,118

Taking place during the official launch week of 19th News and on the cusp of their first large-scale event--the 19th Represents Virtual Summit--this conversation revolves around the mission of 19th News, calls-to-action for potential donors and thanks for their support, interview highlights coming soon from the Virtual Summit and the celebrity appearances of Meghan Markle and Kamala Harris, speculation over the topics that will be covered during the interviews, and shoutouts dedicated to the founders and editors of 19th News.

**Positive Conversation:** Many of the positive conversations were related to the event's guest speakers Markle and Harris, celebrations of the launch, and conversations about the new CEO and affiliated editors of the organization.

**Negative Conversation:** The small percentage of negative conversation was in regard to the discussion of politics and changes in policies.

## UNIQUE ITEMS:

Key Dates:

**Aug. 6th :** 1,223 Mentions  
- Week of the official website launch

**Aug 14th :** 1,540 Mentions  
-last day of 19th Represents and when Meghan Markle was set to speak with co-founder and CEO Emily Ramshaw (@eramshaw)

Hashtags:

**#meghanxthe19th** 20 tweets, 51 retweets  
**#inspiredbymeghan** 23 tweets, 37 retweets

## TOP CONTRIBUTORS:



**Omid Scobie** - @Scobie  
Harper's Bazaar Editor  
Reporting on Meghan Markle appearance  
Mentioned in 238 tweets & 270 retweets  
55,461 followers



**Joy Reid** - @JoyAnnReid  
MSNBC Radio Host and Author  
2 tweets mentioning 19th News  
Mentioned in 89 retweets  
1,804,693 followers



**Barbara Rodriguez** - @bcrodriguez  
19th News Statehouse Reporter  
Reporting on Meghan Markle appearance  
Mentioned in 145 tweets & 207 retweets  
11,115 followers

## COVID-19

N = 4,529

The discussion regarding COVID-19 is predominantly about the various repercussions of the Coronavirus and its disproportionate impact on women, the elderly, and minority populations. Black Maternal Mortality has been issue for years, and with the spread of the virus and a lack of healthcare response death tolls are occurring at a higher rate than before. Transgender and female voters may have issues casting their votes in the current elections, hindering their ability to change policy and address this crisis.

**Positive Conversation:** no significant data

**Negative Conversation:** There was little to no positive conversation, with much of the content relating to the increasingly dangerous maternal mortality crisis that Black & Native women have suffered from due to the pandemic. In addition, the dominant negative conversations also related to voting restrictions and complications for women and minorities.

## UNIQUE ITEMS:

URLS:

*Mothers are increasingly running for office. Will COVID-19 sideline their momentum?*

19th News article  
24 tweets, 97 retweets

*When Systemic Racism meets Coronavirus*

19th News article  
9 tweets, 37 retweets

Hashtags:

**#covid19** 41 tweets, 224 retweets  
**#coronavirus** 7 tweets, 22 retweets  
**#the19thlive** 4 tweets, 27 retweets

## KEY USER:



**News Hour** - @NewsHour  
PBS TV News Program  
2 mentions of 19th News & writer spotlight  
Mentioned in 71 retweets  
1,131,169 followers

# THEME: COVID-19 PANDEMIC

Search String: **B7\***

N = 4,718

Key:

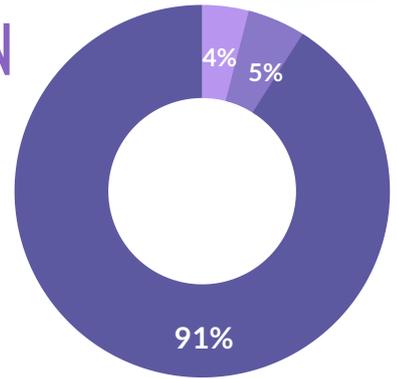
N = Media Mentions

## CONVERSATION REVIEW:

- How the pandemic has disproportionately affected Black populations
- maternal mortality rates and the increased risk for mothers facing this crisis
- how COVID has complicated other activities such as voting or employment
  - also involved coverage involving the wildfires rampant in California

## CONVERSATION SENTIMENT:

-  = Positive
-  = Negative
-  = Neutral



## TRENDING ITEMS:

### Topics:

- maternity mortality crisis
- Black Women
- Address the Crisis

### Hashtags:

- #covid19**  
64 tweets, 298 retweets
- #coronavirus**  
12 tweets, 28 retweets
- #pandemic,**  
12 tweets, 5 retweets

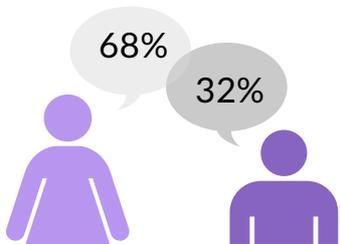
### Positive Conversation:

- included the phrase “good to be home”, a quote used by Markle when asked to discuss race & gender on her platform during the summit
- excitement over the celebrities/large-scale figures attending the event

### Negative Conversation:

- the need for urgency surrounding the upcoming election and speaking up against Trump, primarily targeting Harris’ role as potential VP and how she would address issues regarding race & gender

## DEMOGRAPHIC SHIFTS:



**Women** were more likely to tweet about COVID-19's role in the maternal mortality crisis, gender disparities and transgender Americans. **Men** were much more likely to post about the federal government's role.

## A TOP POST: 550 RETWEETS



Black & Native people die more often from pregnancy-related causes due to structural racism & discrimination – the same factors behind COVID-19 disparities. [@RepUnderwood](#) & I have a new bill to fight this maternal mortality crisis during the pandemic.



## TOP CONTRIBUTORS:



**Chabeli Carrazana** - @ChabeliH  
19th News Reporter  
COVID-19 effects on women's employment  
Mentioned in 27 tweets & 627 retweets  
6,178 followers



**Elizabeth Warren** - @senwarren  
Massachusetts Senator  
2 tweets about the Maternal Mortality Crisis  
Mentioned in 550 retweets  
6,614,197 million followers

## KEY INSIGHT

Due to the current pandemic and its disproportionate effect on communities of color, topics relating to this healthcare crisis were popular because of how relevant these topics are for day-to-day life. By hosting all of the **19th Represents** interviews on a single page, having prominent political and celebrity individuals address employment, family, and health in a shared space also generated a greater connection between the speakers, the audience, and the platform of the 19th News, increasing positive sentiment and overall engagement levels.

# **WOMEN IN ELECTIONS CROSS PLATFORM CONVERSATION: OVERVIEW**

**DATA OVERVIEW**

# WOMEN IN ELECTIONS: OVERVIEW

Category breakdown & general information: C0\*

## Key:

N = Media Mentions

RT = Retweet

## TOTAL: 84,217 POSTS

Twitter - N=79,487

Reddit - N=2,773

Blogs - N=1,402

Tumblr - N=482

YouTube - N=75



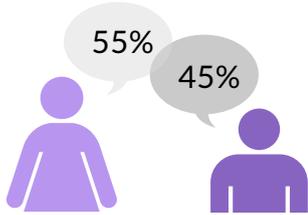
U.S. - 87%

Canada - 3%

U.K. - 2%

Australia - 1%

## DEMOGRAPHICS:



### Top Interests:

Politics - 21%

Family - 18%

### Professions:

Journalists - 22%

Artists - 17%

Executives - 15%

The topic conversation was relatively evenly split among gender, with **men** much more likely to post that Joe Biden won the election or the possibility that Kamala Harris may be the first Black woman vice president. **Women** tweeted more about how many women voted for Biden.

## TOP TWEET: 1,300 RT'S



Kaitlan Collins  
@kaitlancollins

Lara Trump tells Chris Wallace the campaign is doing everything they can to remind women voters "don't think about what this president has said, or the way he delivers the message specifically. Look at what he's actually done."

9:23 AM · Aug 30, 2020 · Twitter Web App

## URLS

CNN article: Joe Biden and women voters

165 tweets, 187 retweets

The Hill article: Trump denounces Harris for VP

65 tweets, 675 retweets

MSNBC video: Support for Black woman VP

5 tweets, 631 retweets

## HASHTAGS

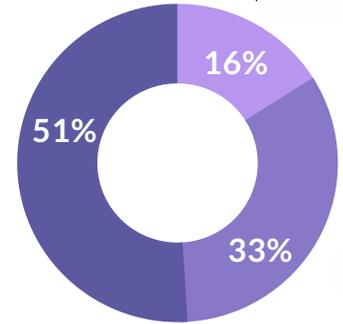
#womensequalityday: 274 tweets, 917 retweets

#19thamendment: 178 tweets, 917 retweets

#vppick: 9 tweets, 895 retweets

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

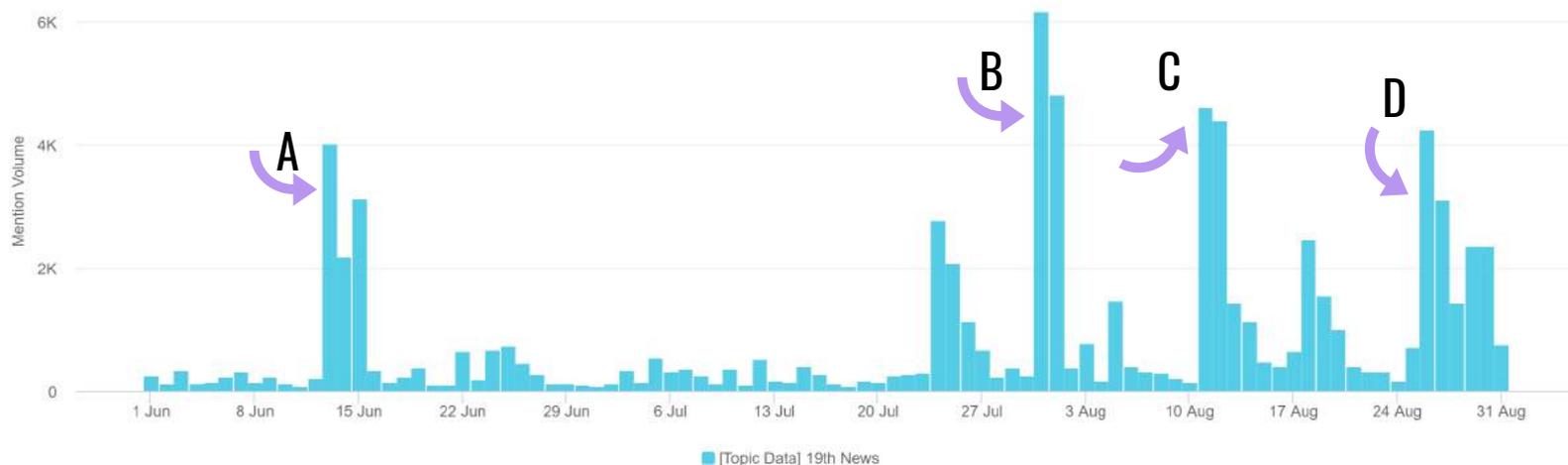
- o The possibilities of America getting its first woman president, with speculation surrounding the VP role in a post-Trump era and the possibility of Kamala Harris or Nancy Pelosi taking over the Presidency
- o The power of the women's vote in the 2020 election, with many users urging women to use their ballots to impact the election

### Negative Conversation:

- o Trump's contributions to the growing racism and social injustices in the US and his loss of key women voters in preparation of the upcoming election
  - Most engaging: Tweet by Don Winslow breaking down Trump's Presidency and his impact on the political landscape of the U.S.
- o Backlash against Trump's commentary against Kamala Harris as in regards to Biden's VP pick, proposing that his own daughter, Ivanka Trump, potentially be considered as a "more acceptable" alternative

### Other Media Conversation Overview:

- o Reddit, Tumblr, Blogs and YouTube were overwhelmed with a negativity rating of 54%
- o News forums were the 2nd most populated platform (N=26,675), with Reddit and other blogging platforms in 3rd when combined (N=4,167)
- o High traffic surrounded the speculation of Joe-Biden stepping down from the presidency and the controversy between Kamala or Ivanka as VP
- o Other topics covered included:
  - **How to Vote**
  - **Republicans Losing Women Voters**
  - **"The League of Women Voters"**
  - **Voting Rights and Access**



## KEY SPIKES TIMELINE

- A Jun 13 - Jun 15 | 1,062% higher volume**
  - 2,354 shares of CNN link about Biden polling well with women voters
  - 1,788 mentions of related tweet
- B Jul 31 - Aug 11 | 667% higher volume**
  - 10,183 retweets of tweet asserting racism and sexism played a role in Trump’s election
- C Aug 11 - Aug 13 | 1,279% higher volume**
  - 2,487 mentions of criticism against Kamala Harris and how that affects women voters
  - 964 mentions of #vppick
  - 739 mentions of MSNBC story about Harris’ history nomination
- D Aug 26 - Aug 30 | 1140% higher volume**
  - 2,249 mentions of a tweet criticizing polling of women voters with results in favor of Biden
  - 1,969 mentions of tweet about analyzing Trump’s campaign strategy of reminding women voters what he has done, not what he has said

## KEY USERS:

**New York Times - @nytimes**  
 Newspaper  
 Authored 5 tweets  
 Retweets:191  
 Followers: 47,165,562



**Joe Biden- @joebiden**  
 Politician & Presidential Nominee  
 Mentioned in 711 tweets  
 Retweets: 531  
 Followers: 20,875,216



**Kamala Harris - @kamalaharris**  
 Senator & VP Nominee  
 Mentioned in 477 tweets  
 442 retweets & 12,949,340 followers



**Donald Trump @realDonaldTrump**  
 U.S. President  
 Mentioned in 511 tweets  
 353 retweets & 88,687,896 followers

## TOPIC OF FOCUS: WOMEN IN ELECTIONS

General conversation outside of the 19th News surrounding the role, impact, and relevance of women in the world of politics and in determining the upcoming 2020 election.

**WOMEN IN  
ELECTIONS  
CROSS  
PLATFORM  
CONVERSATION:  
ANALYSIS**

**DATA ANALYSIS**

# THEME: VICE PRESIDENTIAL PICK

Search String: **C1\***

N=8,979

Key:

N = Media Mentions

## CONVERSATION REVIEW:

- Joe Biden selects Kamala Harris as his VP running mate
- Discussion that it is a way to get a woman president in office without her being officially voted in
- Some conversation is in support of Kamala and are praising her talent, while others are diminishing and insulting her

## TRENDING ITEMS:

### Topics:

- Kamala's treatment of Brett Kavanaugh
- Predicting Biden's win
- History in the making with Kamala's selection
- Potential of a female VP in office

### Hashtags:

- **#bidenharris2020**  
97 Tweets, 130 Retweets
- **#kamalaharris**  
84 Tweets, 18 Retweets
- **#vppick**  
11 Tweets, 894 Retweets

### URL:

- [Breitbart article: Trump says he wants to see a woman president, but not Harris](#)
  - 44 Tweets, 63 Retweets

## KEY USERS:



**Lucy Caldwell** - @lucymcaldwell  
Journalist with Mockingbird Lab  
1 Tweet  
Mentioned in 2,750 retweets  
10,158 followers



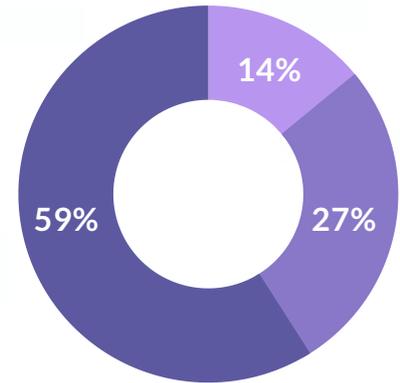
**New York Times** - @nytimes  
Established news publication  
4 tweets reporting on the impact Biden & Harris  
Mentioned in 66 retweets  
48,382,864 followers



**Aaron Rugar** - @atrupar  
Journalist for Vox  
4 tweets Covering Trump bashing Harris  
Mentioned in 394 retweets  
598,228 followers

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- in support of Biden's selection & public anticipation
- excited to have a female on the ballot and fully involved in a president campaign
- used the word "chills" to describe the feeling of witnessing a female being chosen for VP

### Negative Conversation:

- mostly pertains to the perpetration of "white fear" that Trump is catering to
- commentary surrounded Trump's statement pertaining to Kamala being "incompetent" in favor of his daughter Ivanka potentially taking over the presidency
- criticism over Kamala Harris and her "far left" agenda as well as her previous track record

## SAMPLE POST: 73 RETWEETS

**The New York Times** @nytimes · Aug 19  
Kamala Harris's life story resonates with women of color, dozens of whom said that they view her success as their own, and understand the challenges of living in a country wrestling with a history of discrimination

'Finally the Country Sees Us': Some Women of Color Cheer Harris's Rise  
In Kamala Harris, many women of color see a successful vice-presidential candidate standing atop a mountain of firsts — but also facing a gender...

60 73 350

## CONVERSATION REVIEW:

- How Kamala Harris as VP nominee potentially sets up the first Black woman president
- What motivated Biden to select Harris and what will happen after his likely one-term presidency

## TRENDING ITEMS:

### Topics:

- line of succession
- black female president one day

### Hashtags:

- #sheswithus  
15 Tweets, 52 Retweets
- #letherspeak  
11 Tweets 46, Retweets

## KEY USERS:



**MSNBC News** - @MSNBC  
News Network  
6 tweets about 1st black female president possibility  
Mentioned in 877 Retweets  
3,893,986 followers



**The Last Word** - @TheLastWord  
MSNBC T.V. Program  
4 tweets about Biden & Black representation  
Mentioned in 131 Retweets  
1,072,911 followers

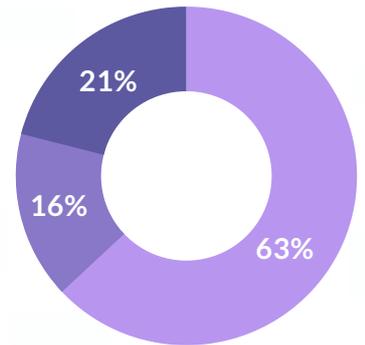
## THEME: BIDEN PRESIDENCY SET-UP

Search String: C2\*

N = 9,651

## CONVERSATION SENTIMENT:

- Positive
- Negative
- Neutral



### Positive Conversation:

- excitement for duo of Biden & Harris

### Negative Conversation:

- possibility of Biden being strategic with his VP pick of Harris and potentially planning to step down after being elected so she can be the first female president
- Trump calling Biden the worst Democratic candidate and going after his VP pick of Harris

## CONVERSATION REVIEW:

- Driven by a CNN article reporting that Biden is leading in polling among women voters
- Centered around the theme of the article, with no negative reactions and relatively more positive reactions present

## TRENDING ITEMS:

### Hashtags:

- #smartnews  
o satire against trump  
o 27 Tweets  
o 9 Retweets
- #biden2020landslides  
o 4 Tweets  
o 4 Retweets

## KEY USERS:



**CNN Politics** - @cnnpolitics  
Specialized political news program  
7 tweets about Biden's women polling #'s  
Mentioned in 3,480 Retweets  
3,888,293 followers



**Harry Enten** - @forecasterenten  
CNN Journalist  
1 tweet covering Biden's #'s among voters  
Mentioned in 418 Retweets  
205,124 followers



**Kyle Griffin** - @kylegriffin1  
Senior Producer for MSNBC  
1 tweet to cover Biden's female voter margin  
Mentioned in 2,102 Retweet  
1,003,269 followers

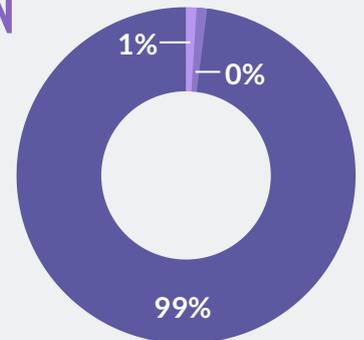
## THEME: BIDEN & WOMEN VOTERS

Search String: C3\*

N = 7,958

## CONVERSATION SENTIMENT:

- Positive
- Negative
- Neutral



### Positive Conversation:

- historic implications behind Biden's high polling numbers with female voters

### Negative Conversation:

- less than 1% of the conversation were negatively generated due to the content itself being neutral

### Why so much Neutral Conversation?

- most of the tweets were primarily composed of facts, so sentiment and opinion statements were not as relevant to the topic; only a few positively connotated tweets were present

# CONVERSATION REVIEW:

THEME: RACE & WOMEN VOTERS

Search String: C4\*

N= 5,191

- Race is discussed as a major factor in the upcoming election & the prominence of women voters
- How Kamala Harris' race plays a role in people's perception of her
- President Trump's tweet about his aggressive tone made a big impact

## TRENDING ITEMS:

### Topics:

- Black female voters
- History in the making

### Hashtags:

- #winwithblackwomen
  - 7 Tweets
  - 102 Retweets
- #voteforher
  - 225 Tweets
  - 285 Retweets

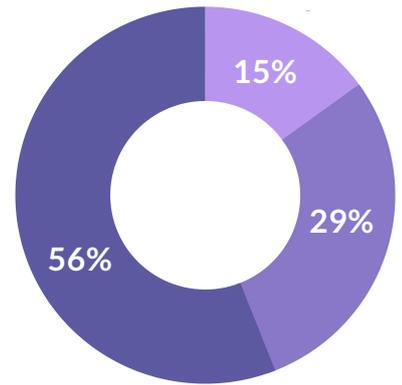
## KEY USER:



**Zerlina Maxwell** - @zerlinamaxwell  
MSNBC Journalist  
16 tweets about Harris & black representation  
Mentioned in 893 Retweets  
279,048 followers

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- how Black women have improved the Democratic party & impact of women voters on the election

### Negative Conversation:

- people claiming that "race riots" are now inevitable due to the rising racial tensions surrounding Black Lives Matter
- broadly discussed Harris potentially becoming the first Black woman president and/or vice president

# CONVERSATION REVIEW:

THEME: TRUMP'S FEMALE POTUS PICK

Search String: C5\*

N=4,484

- President Trump attacks Kamala Harris and her political background
- Recommends daughter, Ivanka, as better candidate

## TRENDING ITEMS:

### Topics:

- Ivanka Trump
- Rosanne Barr (interviewer)
- New Hampshire (location of affiliated Trump interview & speech)

## KEY USERS:



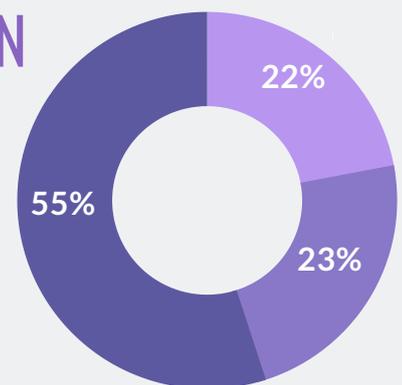
**The Hill** - @thehill  
American News Website  
9 tweets covering Trump's statement  
Mentioned in 829 Retweets  
4,051,655 followers



**Aaron Rugar** - @atrugar  
Journalist for Vox  
Covering Ivanka as potential POTUS  
Mentioned in 394 Retweets  
598,228 followers

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- praising and gratitude of female figures who have fought for gender equality & overall celebration of progress

### Negative Conversation:

- mainly people destroying Trump for his comments and stating that Ivanka would fail if she attempted to pursue a position in the Oval Office

# THEME: WOMEN'S EQUALITY DAY

Search String: C6\*

N = 5,096

Key:

N = Media Mentions

## CONVERSATION REVIEW:

- Celebration of the 100th Anniversary of the 19th Amendment
- Recognition of women like Ruth Bader Ginsburg

## TRENDING ITEMS:

### Topics:

- recognizing women's struggles
- Celebrating progress
- History of passing the 19th amendment

### Hashtags:

- **#womensequalityday**
  - 279 Tweet
  - 938 Retweets
- **#womensequality**
  - 109 Tweets
  - 140 Retweets
- **#womenvote100**
  - 40 Tweets
  - 170 Retweets
- **#equalitycantwait**
  - 22 Tweets,
  - 15 Retweets

### URL:

- [Biden's video in honor of Women's Equality Day.](#) ◦ 16 Tweets
- 1 Retweet
- 10,910 views

## KEY USERS:



**U.S. Department of Interior** - @interior  
U.S. Resource Department  
1 tweet for FLOTUS' art project plans  
Mentioned in 589 Retweets  
4,972,845 followers



**Lee Zeldin** - @repleezeldin  
NY Congressman  
1 tweet celebrating women's right to vote  
Mentioned in 63 Retweets  
326,819 followers



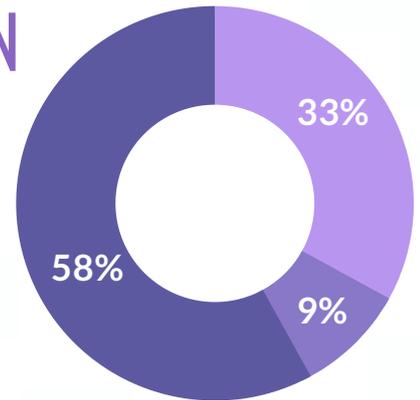
**Jackie Speier** - @RepSpeier  
CA House Representative  
1 tweet in support of the Trump presidency  
Mentioned in 474 Retweets  
177,429 followers



**Barbra Streisand** - @barbrastreisand  
Actress & Activist  
1 tweet about the 19th & Susan B. Anthony  
Mentioned in 161 Retweets  
723,405 followers

## CONVERSATION SENTIMENT:

- = Positive
- = Negative
- = Neutral



### Positive Conversation:

- Praise and gratitude for female figures who have fought for gender equality & overall celebration of progress
- celebration of the centennial of the 19th amendment

### Negative Conversation:

- Mourning over the passing of Ruth Bader Ginsburg
- fear over what her death may mean for future legislation pertaining to women's rights

## SAMPLE POST: 161 RETWEETS



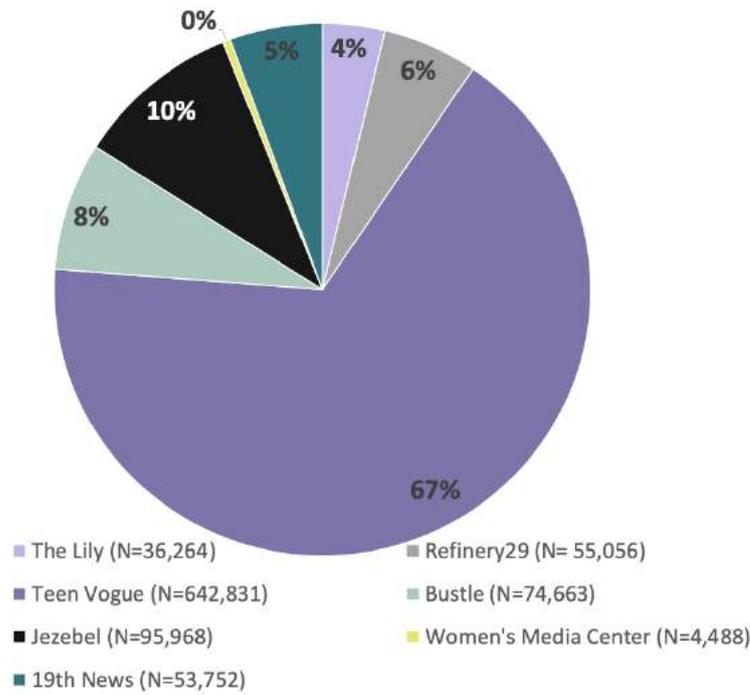
# **19TH NEWS COMPETITION TWITTER CONVERSATION: OVERVIEW AND ANALYSIS**

# COMPETITION COMPARISON

## COMPETITION OVERVIEW, INSIGHTS AND RECOMMENDATIONS

Total Analysis: **D0\***  
 Individual Analysis: **D1-D7\***

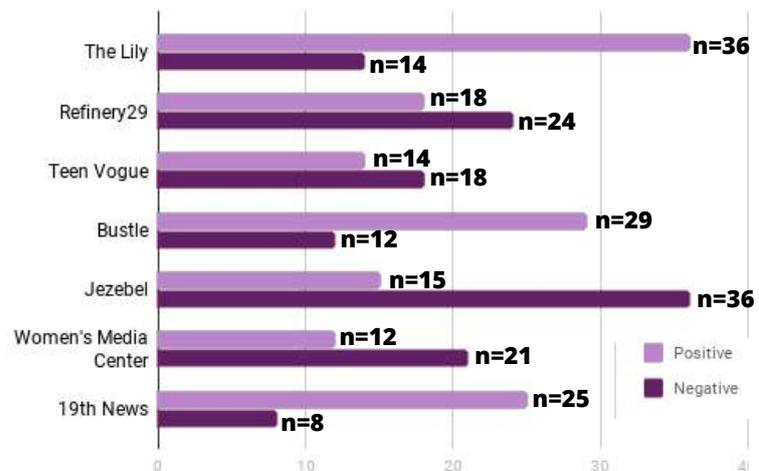
### VOLUME BY ORGANIZATION



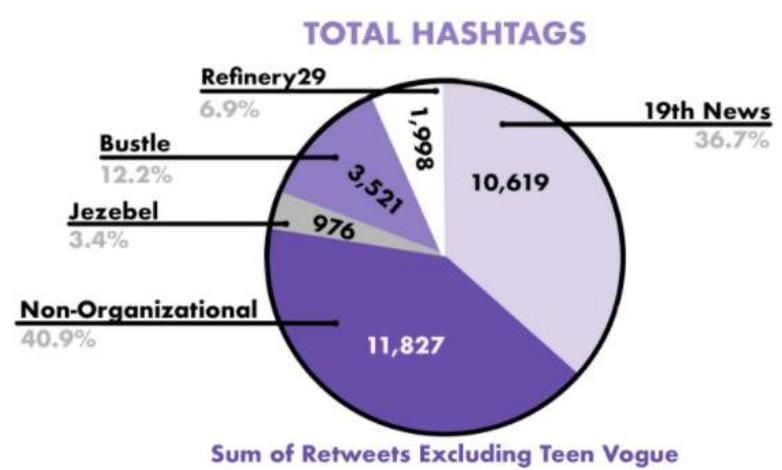
### CONSIDER THE FOLLOWING

We analyzed how well the 19th News performs on Twitter in comparison with six of its top competitors (D1-7). Despite its recent launch, we discovered that the 19th News competes very well, specifically due in part to its frequent use of **hashtags**, especially when controlling for Teen Vogue's overwhelming size. We discovered that hashtags were most responsible for **driving high engagement** within the 19th News' follower base and caused the organization to stand out amongst its competitors. Even though the 19th News is a new organization, it was able to compete better against competitors with larger audiences and longer histories.

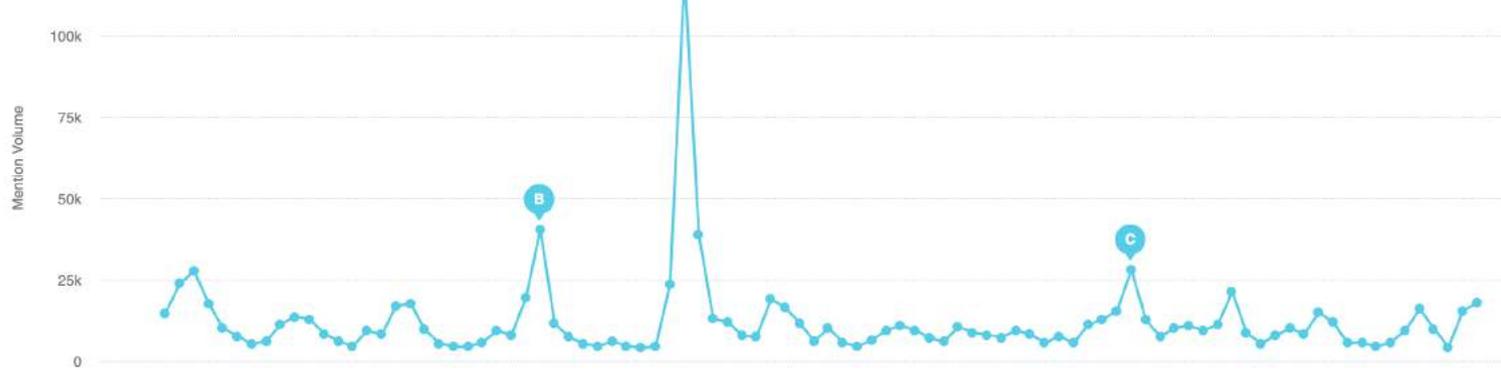
### SENTIMENT BY ORGANIZATION



### ORGANIZATIONAL HASHTAG USE



### SPIKE ANALYSIS



**Spike A** (July 7th) resulted from Teen Vogue's collaboration with K-Pop band TXT, which they publicized through their twitter, generating high engagement and conversation surrounding the topic.  
**Spike B** (June 27th) was led by high engagement with a tweet criticizing Teen Vogue's focus on consumerism.  
**Spike C** (Aug 7th) was led by conversations about Ted Cruz's involvement with Teen Vogue's editorial decisions and the backlash from this information.

# **CONCLUSION: WHAT WE RECOMMEND**

## ACTIONABLE STRATEGY:

Moving forward, we suggest the 19th News implements the following recommendations in order to expand their current engagement and drive followership and exposure.

## FINAL RECOMMENDATIONS AND NEXT STEPS:

### INCREASE HASHTAG USE

- The organization should continue to create hashtags to spread awareness about events, as well as use ones related to other events that 19th News would cover as part of its mission. As indicated by the volume spikes in the cross platform conversation as well as the top hashtags by engagement in the organization's Twitter, 19th News should focus on using key hashtags that link to events. The data shows hashtags for organization events, such as *#19thRepresents*; historical milestones, such as *#19thAmendment*; or that of special dates, such as the ratification anniversary hashtag, *#the19thLiftOneLiftAll*; exhibit higher engagement levels than content without hashtags present.
- 19th News should continue and increase the use of hashtags attached to their brand, such as #19thnews, #19threads, and #wearethe19th. As shown by the competitor analysis, using organizational hashtags such as *#wearethe19th* helped give the 19th News a greater share of the conversation. When analyzed without Teen Vogue, which dominated the conversation due to its large following, 19th News' organizational hashtags were in over a third of the conversation.
- 19th News should also use more hashtags related to high-profile subjects of future reports. For example, Teen Vogue's coverage of K-Pop stars led to massive spikes in engagement, with related hashtags dominating the conversation among all competitors and 19th News. Expanding hashtag use surrounding existing pop culture coverage, particularly with other musicians or celebrities who have hashtags related to them, could help reach new or potential audiences.

### VARY MEDIA TYPE USED

- The 19th News should tweet more images or videos to draw more engagement. While links are vital since most 19th News tweets are used to draw people to the articles, photos or videos could also be added to the tweet since those types of media draw more engagement. Images with important event information and videos of interviews performed particularly well in the Twitter engagement data for 19th News. Both videos and images received nearly the double the engagement of links, and those media types could be used to boost underperforming articles, such as economy and health tweets.

### CONSOLIDATE RESOURCES

- 19th News should ensure their links are presented in the same format. Recording the interviews and hosting them on a singular page allowed for a consolidation of various versions of similar links to that of a single access point, resulting in far higher levels of engagement, such as with the *www.19thnews.org* link versus the more highly engaged *bit.ly* version in the cross platform conversations.

## INCLUDE MORE MENTIONS

- **Promoting more 19th News collaborations, interviews or interactions with politicians and other public figures through mentions** could allow for the figure themselves to bring more engagement to the 19th. We have seen that many mentions and popular authors are 19th News writers, but wherever a public figure overlaps, traction increases greatly. Some key users include Sen. Elizabeth Warren, Stacey Abrams and Kamala Harris, who has previously partnered with 19th News. Many tweets they retweeted highly by public or political figures had some relevance to them such as a highly-engaged tweet about an article on legislation tweeted by Sen. Warren or a voting tweet retweeted by Stacey Abrams. Politicians and public figures were key contributions in many themes and conversations in the cross platform analysis on the Women in Elections topic, and further mentions of these figures could increase their engagement with 19th News tweets and grow 19th News' audience.
- 19th News should also **continue and increase mentions of affiliated writers**. Writers and other people involved at 19th News, such as CEO Emily Ramshaw, Co-Founder and Publisher Amanda Zamora, and Editor Erinn Haines, should be mentioned in tweets whenever relevant. 19th News should also encourage their staffers to continue to tweet about their reporting, as those newsroom members, among many others, appeared frequently as key contributors among the 19th News cross platform conversation. Additionally, while most 19th News' tweets do not mention another account, mentions of any type (public speakers, political figures, or affiliated writers) more than doubled the engagement of 19th News tweets compared to tweets with no mentions. Mentioning the writers of articles could help boost engagement of lower-performing tweets, such as ones that don't have relevant photo, video or hashtag to use.

## CONSIDER MEDIA PARTNERSHIPS

- In order to **capitalize on the large audiences of other prominent news organizations such as MSNBC or PBS**, 19th News should **continue to mention prominent journalists from these organizations** such as Joy Reid (@JoyAnnReid) or Yamiche Alcindor (@Yamiche) to build a connection that could lead to a collaboration, such as them serving as a guest speaker at a 19th News event or collaborating on a joint-published article. Serving as major contributors to key issues surrounding the need for greater racial and gender representation, these women bolster millions of followers and contributed an average of more than 2,000 retweets combined in the cross platform conversation, showing their influence over the conversation and their ability to encourage increased user interaction. This provides the **potential for collaboration** between news organizations, generating greater support within the newsroom community while creating a mutually-beneficial exchange of audience traffic to each organization's content.

## CONSIDER TIMING OF TWEETS

- 19th News should **post more frequently on Fridays and weekends**. When possible, **post closer to the afternoon or evening** to capture greater engagement when the workday is ending. Tweeting underperforming links health or economy articles (when not time-sensitive) at higher-engaged times of the day or week could also draw more engagement to these topics. As indicated by 19th News' Twitter engagement metrics in, capitalizing on this audience traffic would lead to higher engagement compared to the current posting schedule.

# APPENDIX

## A. Organization Dataset Query

0. Author:@19thnews

## B. Organization Dataset Mini-Boolean

0. @19thnews OR #19thnews OR "19th News" OR 19thNews OR "19thnews.org" OR #19threpresents

1. ("meghan markle" OR "duchess of sussex" OR meghan) OR ("kamala harris" AND #19threpresents)

2. vote OR voting OR voter OR ballots

3. "diversity and inclusion" OR "racial diversity" OR "racial equality" OR "racial justice" OR "people of color" OR "POC" OR "black lives matter" OR black OR latina OR latinx OR #blacklivesmatter OR #onev1 OR #winwithblackwomen

4. "women's equality" OR "19th amendment" OR "wage gap" OR "reproductive rights" OR abortion OR "equal pay" OR "gender equality" OR #velshi OR #The19thLiftOneLiftAll OR #vanguard

5. ("kamala harris" OR "ruth bader ginsburg" OR rbg OR women OR female OR woman OR inequality OR equality OR sexist OR sexism OR "gender gap" OR gender OR #whenallwomenvote OR #kamalaharrisforvp OR #winwithblackwomen) AND (represented OR representation OR office OR politics OR election OR elect OR seat OR elected OR senate OR "house of representatives" OR congress OR legislature OR woman OR statehouses)

6. "nonpartisan newsroom" OR "nonprofit newsroom" OR "gender, politics and policy" OR "Austin-based" OR "Texas-based" OR funder OR donor OR launches OR subscribe OR founding OR "community and tools" OR "virtual summit"

Author; @19thNews

7. "COVID-19" OR coronavirus OR pandemic OR COVID OR #covid19

## C. Topic Dataset Mini-Boolean

0. (#womensequality OR "women's equality" OR "women legislators" OR "women in congress" OR "woman president" OR "women voters" OR "women in power") AND (#trump OR #biden OR trump OR biden OR #2020election OR #politics OR #POTUS OR @POTUS OR #president OR @JoeBiden OR #Democrat OR #Republican OR #election OR "2020 election" OR vote OR #vote OR #joebiden OR #donaldtrump OR #conservative OR #liberal OR #democracy OR #debate OR #RNC OR #DNC OR #presidentialdebate2020 OR "presidential debate" OR @KamalaHarris OR #kamala OR #kamalaharris OR "Kamala Harris" OR #RuthBaderGinsburg OR "Ruth Bader Ginsburg" OR #RBG OR "Supreme Court" OR SCOTUS OR #SCOTUS OR @SCOTUS)

1. #vppick OR #vpnews OR #vpupdate OR #femalevp OR #presidentialdebate2020 OR "kamala harris" OR #kamalaharris OR #runningmate OR #bidenharris2020 OR #DNC OR #vpdebate OR #vpcandidate OR "pence vs. harris"

2. biden AND ("first woman president" OR @zerlinamaxwell OR "set it up")

3. biden AND "female voters"

4. (black OR "race riots")

5. Trump AND "first woman president"

6. #womensequalityday OR #19thamendment OR "women's right to vote" OR "100th anniversary" OR #womensequality OR "women's equality day"

## D. Competition Dataset Mini-Boolean

0. "The Lily" OR @thelilynews OR #thelilynews OR Refinery29 OR @Refinery29 OR #Refinery29 OR Bustle OR @bustle OR #bustle OR Jezebel OR @jezebel OR #jezebel OR "Women's Media Center" OR @womensmediacntr OR #womensmediacenter

1. "The Lily" OR @thelilynews OR #thelilynews

2. Refinery29 OR @Refinery29 OR #Refinery29

3. "Teen Vogue" OR @TeenVogue OR #teenvogue

4. Bustle OR @bustle OR #bustle

5. Jezebel OR @jezebel OR #jezebel

6. "Women's Media Center" OR @womensmediacntr OR #womensmediacenter

7. "19th News" OR @19thnews OR #19thNews OR #19threpresents



## **SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

**SEESUITE.UGA.EDU**

**@SEESUITEUGA**

### **CREATED BY:**

**EV ANDREWS**

evandrews@uga.edu

**SHAOLYNN BETTS**

shaolynn.betts@uga.edu

**MAMIE JOHNSON**

mamie.johnson@uga.edu

**MADISON MUELLER**

madison.mueller@uga.edu