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SOCIAL MEDIA ANALYTICS,
ADPR7750

AUDUBON
SOCIETY

SEE > SUITE
SOCIAL MEDIA ENGAGEMENT & EVALUATION

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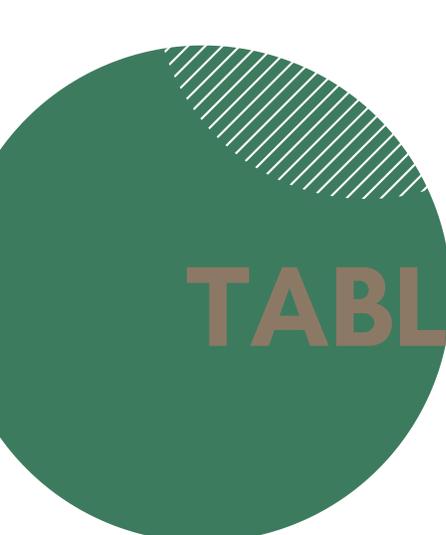


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Challenge: Finding the organizations niche, a wealth of organization topics lead to timeline clutter and no focus on actual organization themes

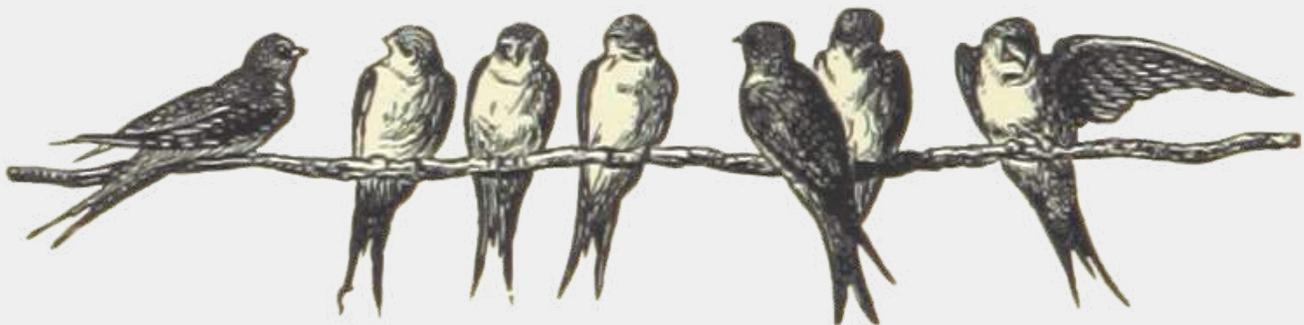
Goal: The specific types of conversations surrounding the organization and its specific topics

Challenge: Birding and conservation discussions are happening yet Audubon Society is lacking in audience participation

Goal: Use current conversations to boost audience engagement and drive Audubon Society content

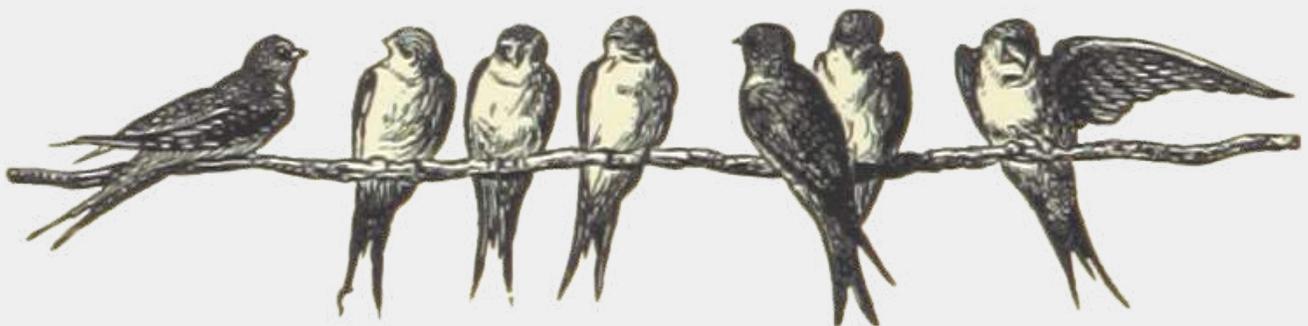
Challenge: Engagement on social media is low despite the amount of activity and posts the organization create on social media

Goal: Determine how the use of thematic insights can help predict what content audiences react best to



KEY INSIGHTS & RECOMMENDATIONS

- Use a thematic approach to choose relevant engaging content
 - Increasing the number of appreciation tweets each month in order to catch the audiences
- Don't miss out on the action, use public participation to reach goals
 - Using accounts like @scifri, @nonprofitorgs, and @joycecaroloates who participate in organization discussions and have a high twitter reach and impact can encourage others to post more about the organization in order to support bird wildlife conservation.
- Share content with a purpose, use hashtags to reach a broader audiences
 - #ProtectTheBirds, #BirdsTellUs, #JoyOfBirds, or #SaveGrouse were found to be some of the top hashtags associated with the Audubon society. However only a very small percentage of Audubon tweets use hashtags. Therefore, a popular hashtag should be used on most-all tweets.
- Participation is everything. Get users involved in each tweet even when you don't have a call to action
 - Asking leading questions, hosting contests and bird watching or conservation days are a great way to involve the public and increase user engagement. Increasing user engagement strengthens relationships and allows audiences to actively interact with the organization and each other



@THEAUDUBONSOCIETY

- 300 tweets made by The Audubon Society from February 29-March 27 2020



AUDUBON SOCIETY



- 47,519 posts mentioning Audubon Society from January-March 2020
- 99.8% of posts from Twitter and 0.2% from Tumblr

KEY PERFORMANCE INDICATORS

- Engagement: This was measured by combining interaction factors to determine audience interests
- Engagement Demographics: Who is viewing the information and do their values and interests align with the organization mission
- Total Reach: The number of users who actually saw and/or interacted with each post including likes, retweets and shares

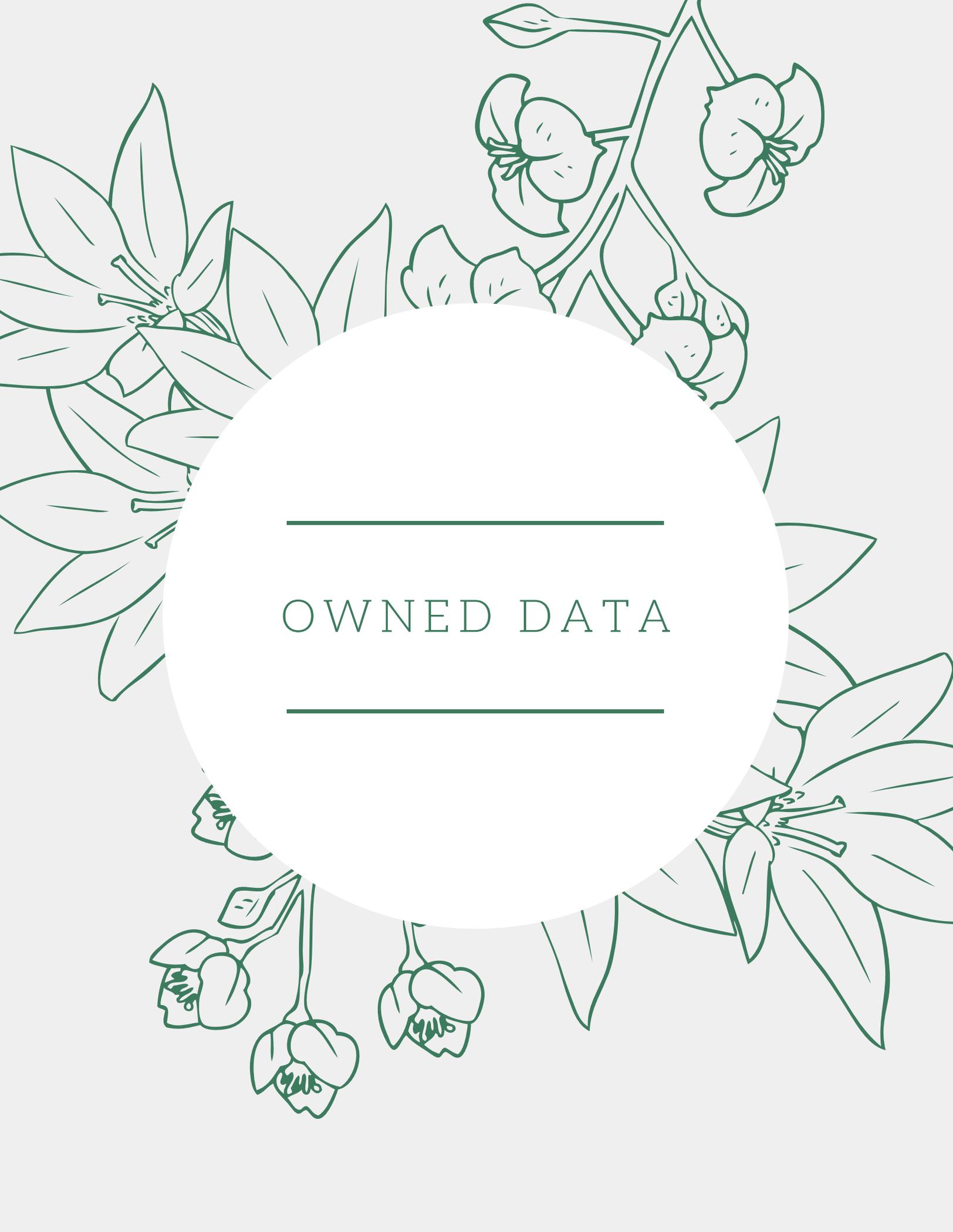
PROTECT THE BIRDS

- 467,666 total posts related to the topic protect the birds from January-March 2020
- 66.6% of posts from Twitter, 18.2% from Tumblr, 14% from Reddit, and 1.2% from Yahoo

COMPETITORS

- 8799 total posts mentioning Birdlife International
- 7554 total posts mentioning Cornell Lab
- 6360 total posts mentioning American Bird Conservancy





OWNED DATA

posts made by
audubon society



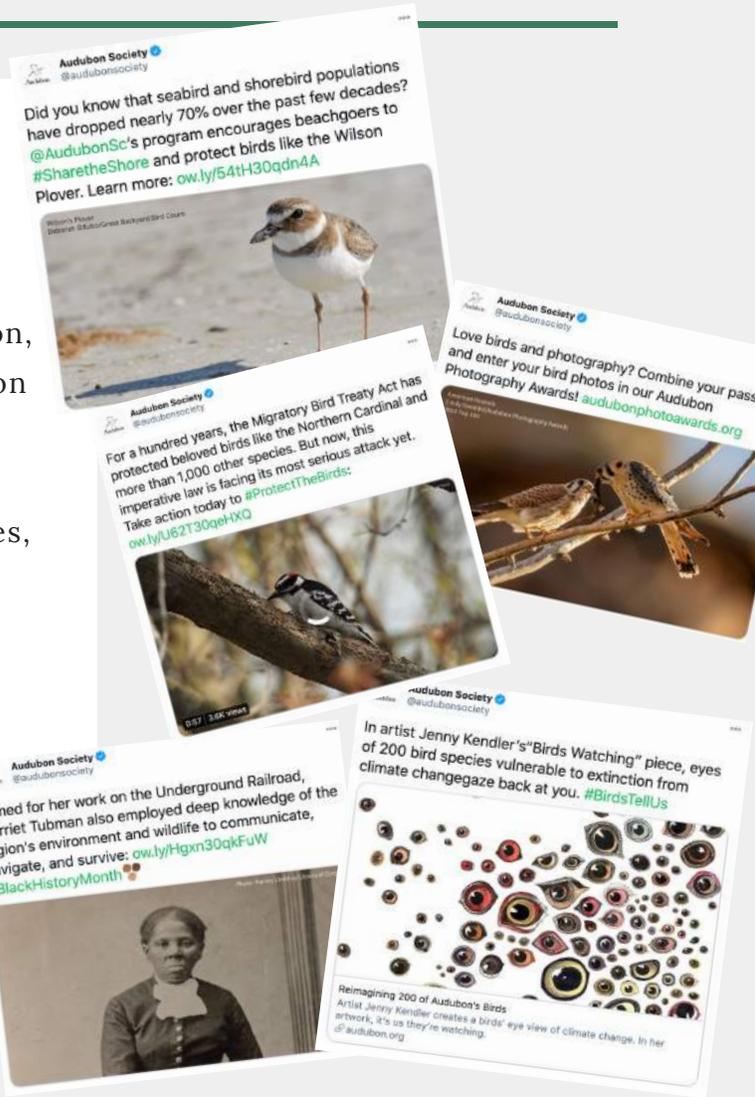
January 1, 2020 - March 27, 2020



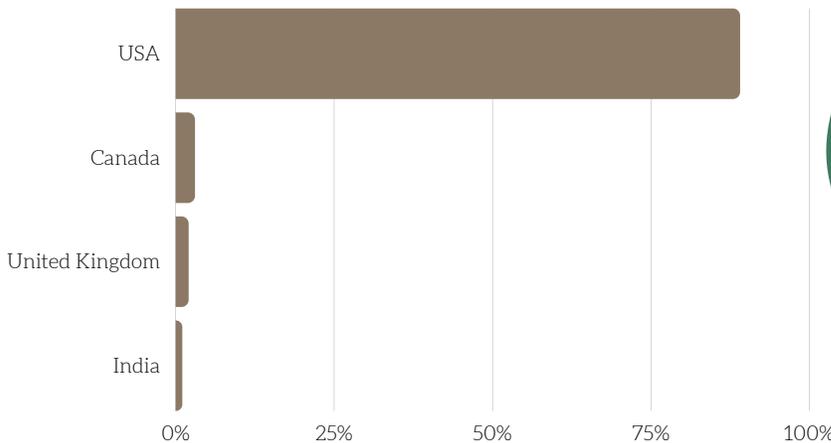
300 Posts from @AudubonSociety



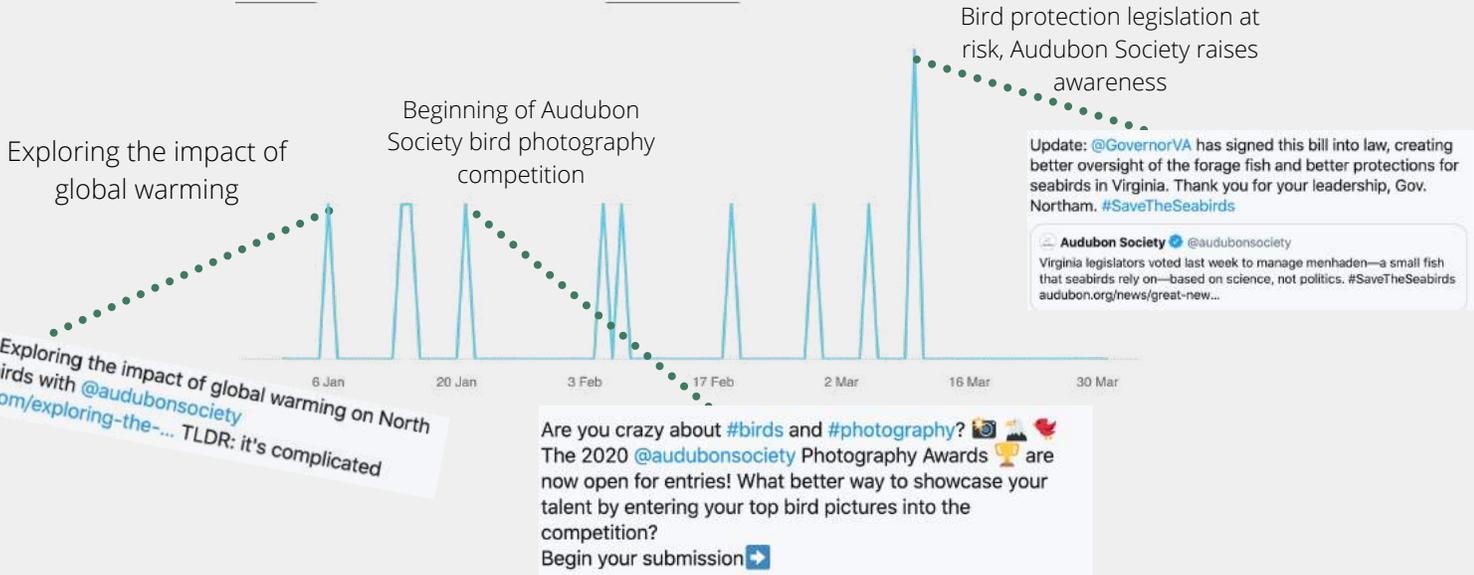
Content Classification: Appreciation, Information, Shoutout, Organization news, Organization event, Bird watching, Wildlife protection/outreach Current issues, DIY, Other



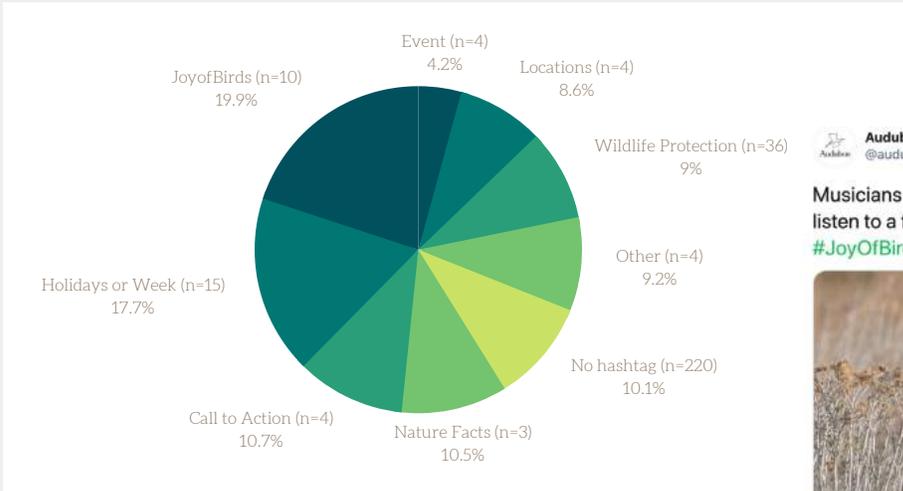
63% of authors were identified as female while 37% of authors were male



The United States accounts for 89% of all Audubon Society posts

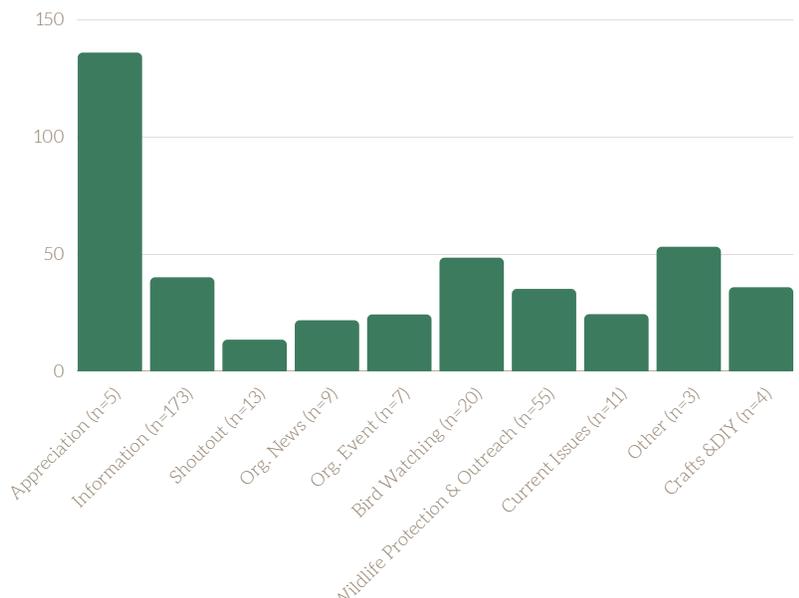


AVERAGE ENGAGEMENT BY HASHTAG



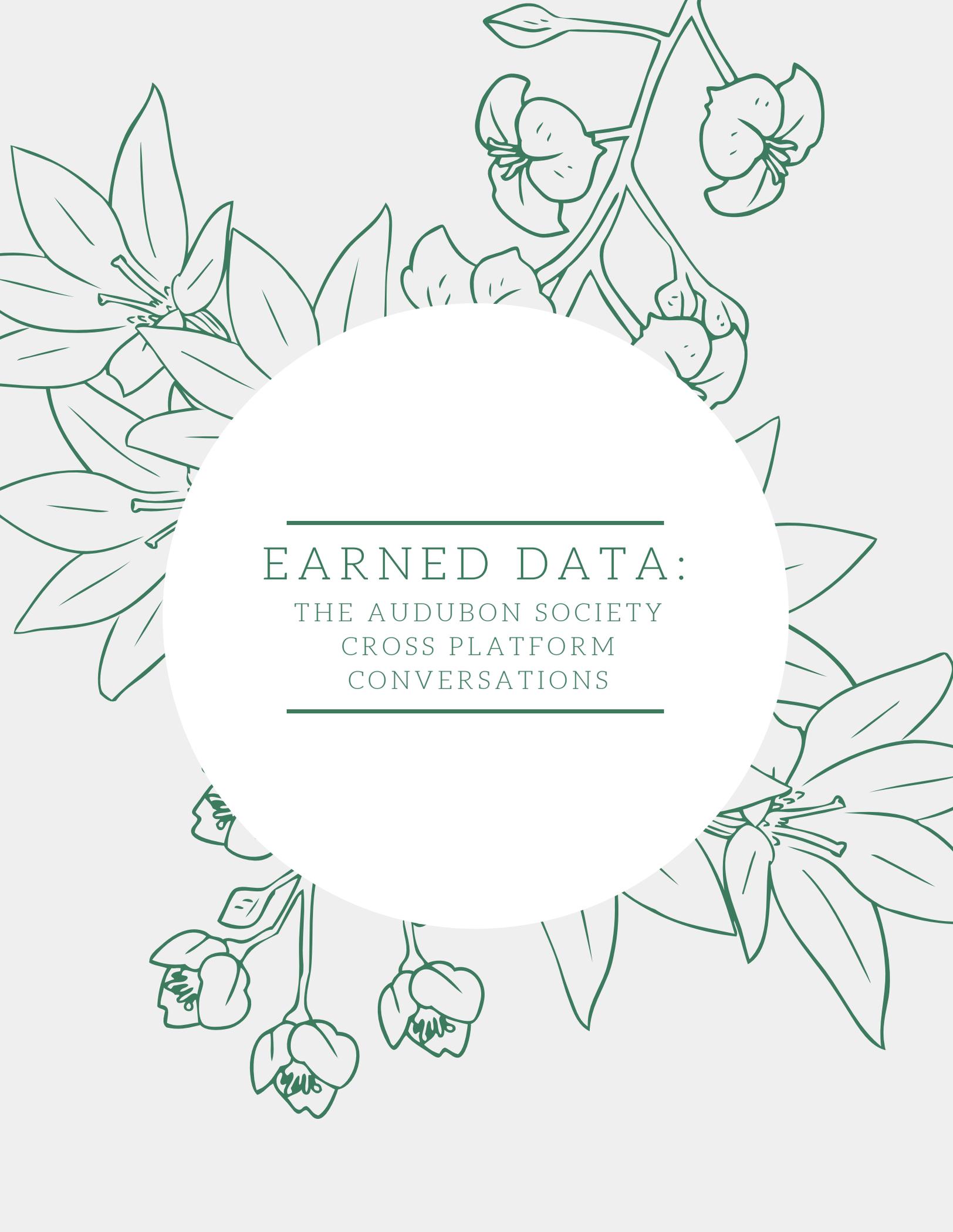
The highest average engagements are the hashtags #JoyofBirds and any holiday or week. People are more likely to interact with posts showing bird appreciation. Bird appreciation tweets coupled with user-submitted photos of birds are well received on days when they align with local or national holidays

AVERAGE ENGAGEMENT BY THEME



It's #WorldWildlifeDay and we want to know: What's your favorite bird?

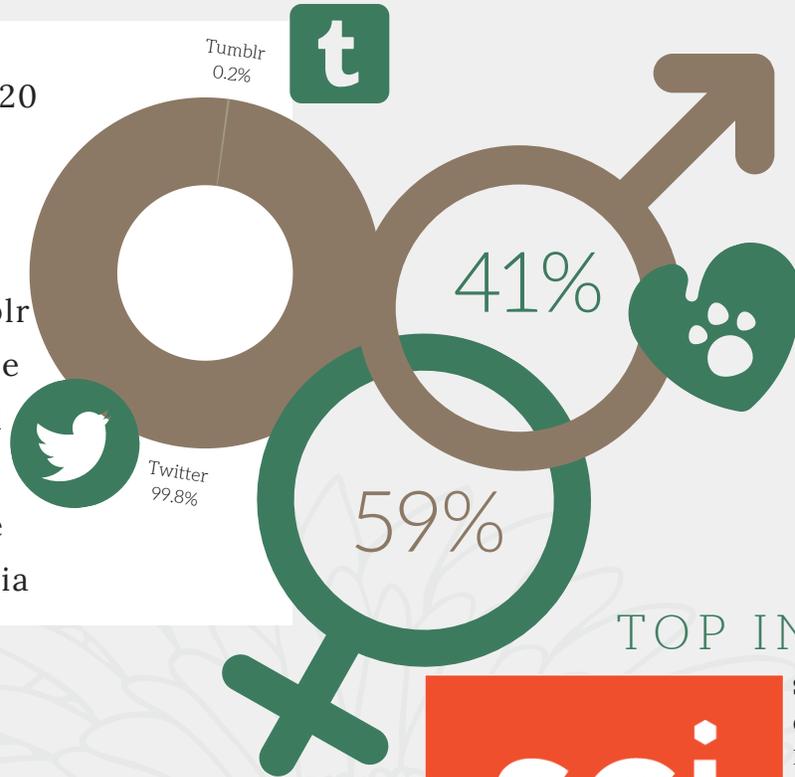




EARNED DATA:
THE AUDUBON SOCIETY
CROSS PLATFORM
CONVERSATIONS

KEY METRICS

- January to March 2020
- Total volume of conversation: 47,519
- 99.8% from Twitter and .02% from Tumblr
- 59% female, 41% male
- 76% from the United States, 6% from Canada, 5% from the UK, 1% from Australia



TOP INFLUENCERS

Science Friday

@scifri

Podcast group that discusses science related current events

Followers: 760K

Average Post Reach: 42,911

Average Post Impact: 69.4 / 100

Tweets about Audubon Jan-Mar: 13



Nonprofit Tech for Good

@nonprofitorgs

Social media resource that promotes nonprofit organizations and news and resources

Followers: 791.8K

Average Post Reach: 43,588

Average Post Impact: 72.4 / 100

Tweets about Audubon Jan-Mar: 4



Joyce Carol Oates

@joycecaroloates

American author noted for her works about violence and evil in modern society

Followers: 210.4K

Average Post Reach: 24,480

Average Post Impact: 61.2 / 100

Tweets about Audubon Jan-Mar: 13

TOP HASHTAGS

#ProtectTheBirds

6.9% of posts

Awareness for wild bird conservation

ElizaBOO Scarell @ebethsorrell · Jan 8

Ask your U.S. Representative to defend the Migratory Bird Treaty Act—America's most important bird protection law. Take action with @audubonsociety. #ProtectTheBirds

#BirdsTellUs

3% of posts

Promotion for environmental conservation impacting birds

Audubon Society @audubonsociety · Mar 28

Wondering how climate change is impacting your local birds? Enter your zip code into Audubon's Birds and Climate Visualizer to find out. ow.ly/cAAs50yTdKz #BirdsTellUs

#JoyOfBirds

2.2% of posts

Lovely and/or interesting things about birds

Audubon Society @audubonsociety · Mar 29

Have you ever wondered how the sleek Swallow-tailed Kite soars with such grace? ow.ly/9kP730dZIQ3 #JoyOfBirds

#SaveGrouse

1.5% of posts

Awareness for the protection of the Greater Sage-Grouse

Nicolas Gonzalez @NicoSGonzalez · Mar 27

Even during a global crisis, the Trump administration wants to eliminate common-sense environmental safeguards. Don't let @BLMNational weaken protections for the Greater Sage-Grouse. Take action with @audubonsociety. #SaveGrouse act.audubon.org/onlineactions/...



Audubon Society @audubonsociety · Jan 5
On #NationalBirdDay we want to know: What's your favorite bird?



Audubon Society @audubonsociety · Mar 19
Happy #FirstDayOfSpring! We're thankful for the joy birds can bring during this time. What are you looking forward to seeing this season? #JoyOfBirds

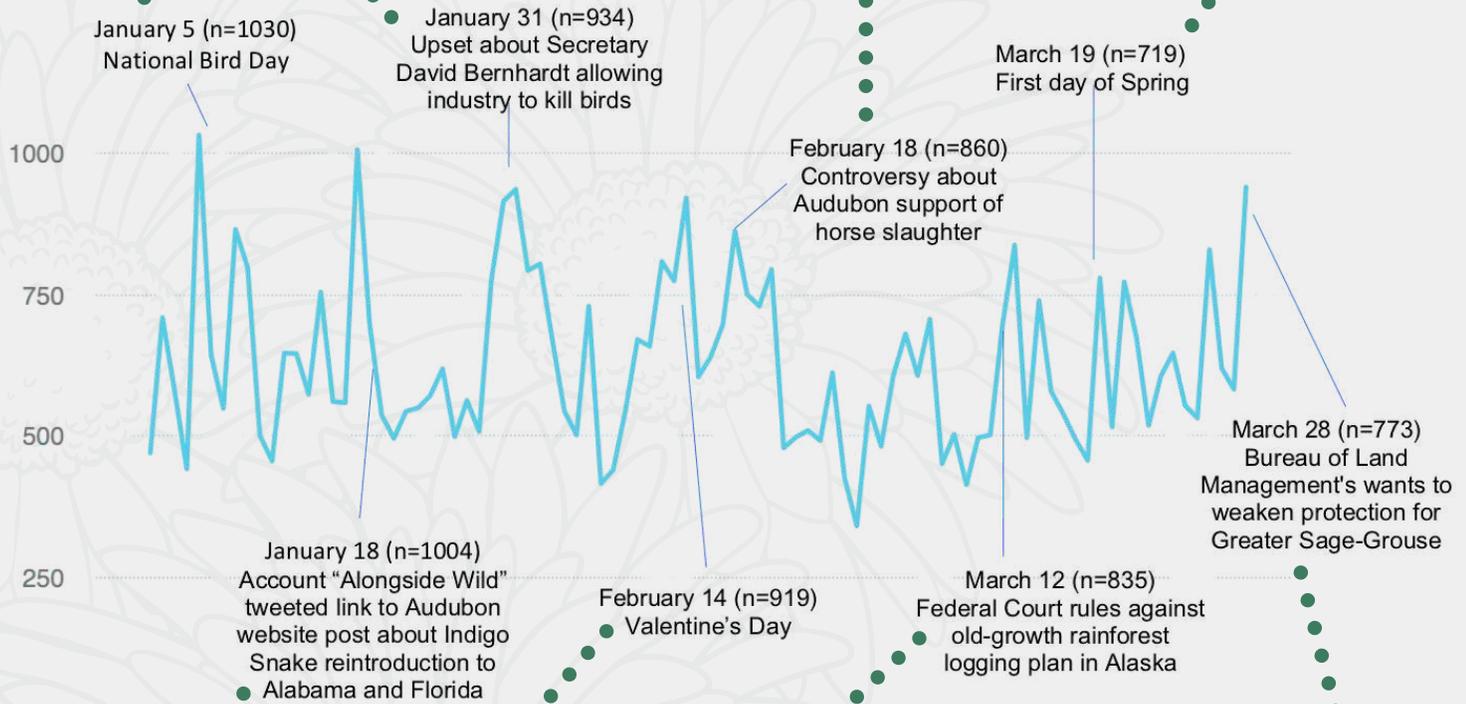


Stephen Donnelly @tvc15ma · Jan 30
Why is @SecBernhardt giving industries a free pass to kill birds? We need to #ProtectTheBirds—take action with @audubonsociety:



Freedom4Horses @Freedom4Horses · Feb 17
Please remember that @audubonsociety and @SierraClub support the removal and slaughter of wild horses and burros! Please do not follow or support them! Their employees have posted some of the nastiest comments on Facebook! #wildhorses #PSA #MondayMotivaton #YouShouldKnow #share

Mention Volume



Audubon Society @audubonsociety · Mar 12
Good news! Yesterday, a federal judge rejected an enormous commercial timber harvest and road-building plan in the Tongass National Forest of Southeast Alaska. Audubon and seven other conservation groups joined together in a lawsuit challenging the plan.



Audubon Society @audubonsociety · Feb 14
Happy #ValentinesDay!



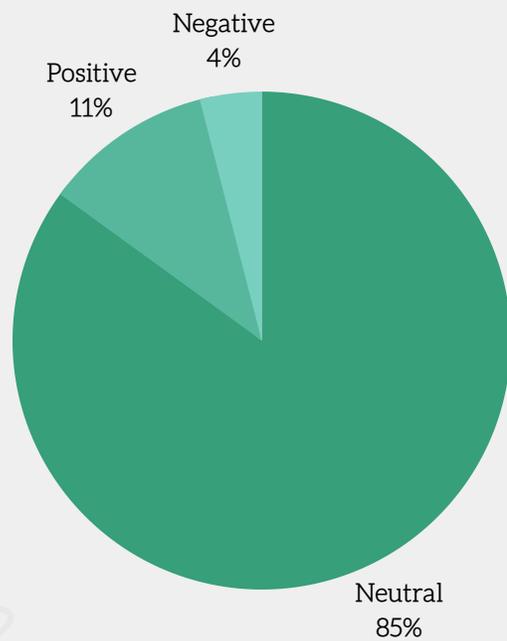
Randall C Herrington @RandallCHerring · Mar 28
Don't let @BLMNational weaken protections for Greater Sage-Grouse. Take action with the @audubonsociety. #SaveGrouse



David Steen, Ph.D. @AlongsideWild · Jan 17
For more background on the ongoing Indigo Snake reintroductions in Alabama and Florida, check out this @audubonsociety article by @susancosier.

NEGATIVE SENTIMENT

Majority of negative sentiment conversation is about birds in danger. Particularly, threats to bird species and government policies that endanger birds. Throughout Twitter, there is a lot of conversation about the increasing severity of climate change and its impact on wild birds, companies and organizations at fault for putting birds in danger, threatened species, and specific threats to birds such as toxic pollution, habitat loss, and abandoned fishing lines. Another common negative conversation topic is policy makers, government officials, and policies that endanger birds. Much of these conversations revolve around spreading awareness about politically driven threats to wildlife, calling others to take action against policies that are harmful to wild birds, and calling out politicians for their involvement in the endangerment of birds.



Western Values Project @Western_Values · Feb 3

As long as it undermines wildlife and public lands protections, while risking America's outdoor heritage, the Trump administration and conflict-ridden @SecBernhardt are certain to be on board.

Stephen Donnelly @tvc15ma · Jan 18

Take action with @audubonsociety to #SaveTheSeabirds. Seabird numbers have declined by 70% since 1950 due to overfishing & other threats. Tell your U.S. Rep to support the Forage Fish Conservation Act to help reverse these declines.

Daniel Riddle @birdcrazed6 · Mar 20

Here's the wonderful and small Tri-colored #Heron up close. This is the non breeding plumage but awesome nonetheless!
@audubonsociety #birding #birdphotography



POSITIVE SENTIMENT

Positive sentiment conversations tend to revolve around celebrating birds. Some common topics throughout this kind of conversation include interesting facts about a bird species, praising a photo of a beautiful or cute bird, and photos of birds that people have seen in their day to day life or while birdwatching. The Audubon society is mentioned in many positive posts made by bird watchers and bird photographers as a way to share their hobbies with the organization and other bird loving accounts. Positive sentiment posts are particularly popular when they mention a bird related calendar event, such as the first day of spring, world bird day, and world wildlife day, and when they ask engaging questions.



Total Volume

- Total volume of conversation: 2647 posts
- 90% neutral, 5% negative, 5% positive
- 64% female, 36% male
- 80% USA, 5% Canada, 4% UK, 1% Mexico

Twitter Insights

Conversation peaks occur when federal policies are changing and the public is needed. Topics often pick up steam when cosigned by the Audubon Society

- Unique topics include:
 - Nature: broad topic focusing on the admiration and protection of natural resources including national and local land
 - Bird Law: Environmental policy and legislation focused on the protection of bird species
 - Land: National, federal and local lands used for research and recreation
 - Conservation group: Organizations fighting for the protection of natural resources
- Unique hashtags include:
 - #savetheseabirds: created to raise awareness about sea bird conservation
 - #conservation: general hashtag focused on environmental conservation
 - #protectthebirds: primary hashtag used to accompany bird protection awareness
 - #birdbudget: how to bird on a budget

News Insights

Using the conservation theme, news results from other organizations highlighting conservation changes are the primary result, coming second in information sources after twitter





Total Volume

- Total volume of conversation: 5060 posts
- 87% neutral, 11% positive, 2% negative
- 69% female, 31% male
- 89% USA, 3% Canada, 2% UK, 1% Mexico

Twitter Insights

Controversial topics including possible threats to bird habitats perform well and lead to increased engagement. Unlike the conservation theme, these policies have not yet passed which leads to a call to action from the organization or audiences. Mentioning the policy makers responsible for the changes lead to peaks in engagement with the tweets

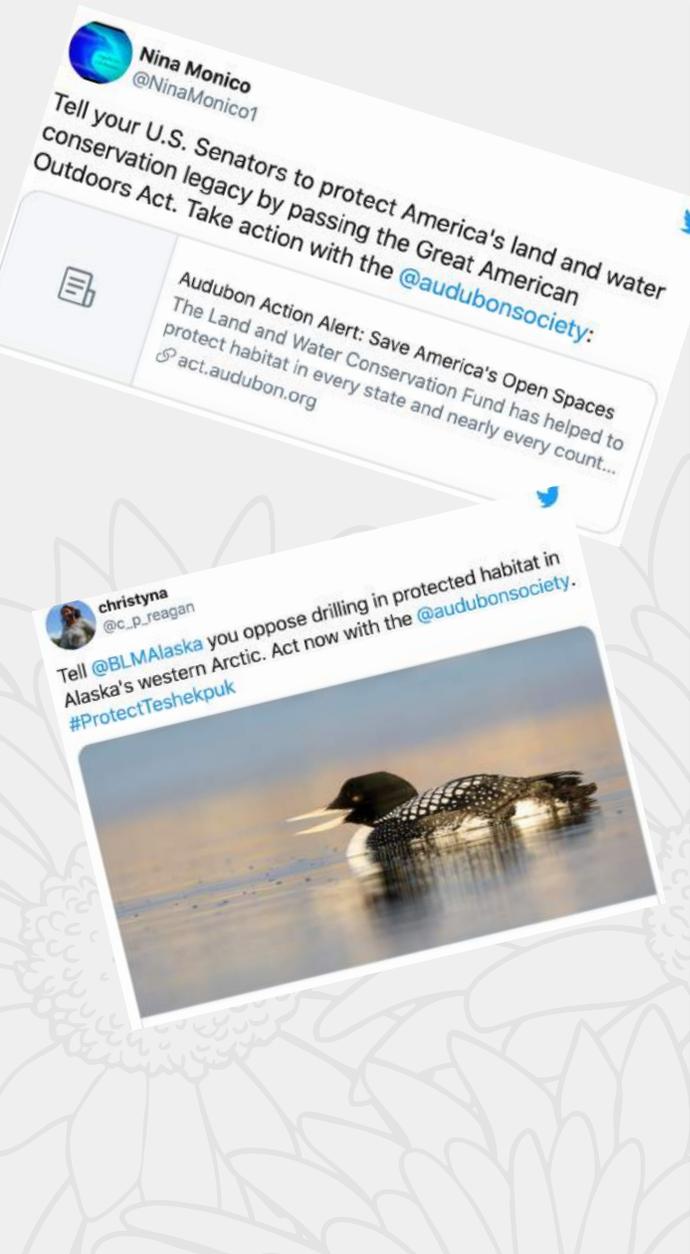


Sentiments & Authors

Conversations from these themes can be angry. Users are upset with state and local representatives at protection laws

- Influential users:
 - @secbernhardt- Secretary of the Interior, responsible for management and conservation of federal and national land
 - @blmnational- The Bureau of Land Management, responsible for the administration of federal lands
 - @blmalaska- Regional BLM agency
- Top hashtags:
 - #coronavirus: users discussing how birding is the perfect hobby to get out of the house and still be socially distant
 - #savenonprofits: nonprofits are one of the primary environmental groups & need funding to run





Total Volume

- Total volume of conversation: 4929 posts
- 91% neutral, 6% positive, 2% negative
- 61% female, 39% male
- 76% USA, 6% Canada, 4% UK, 1% Australia

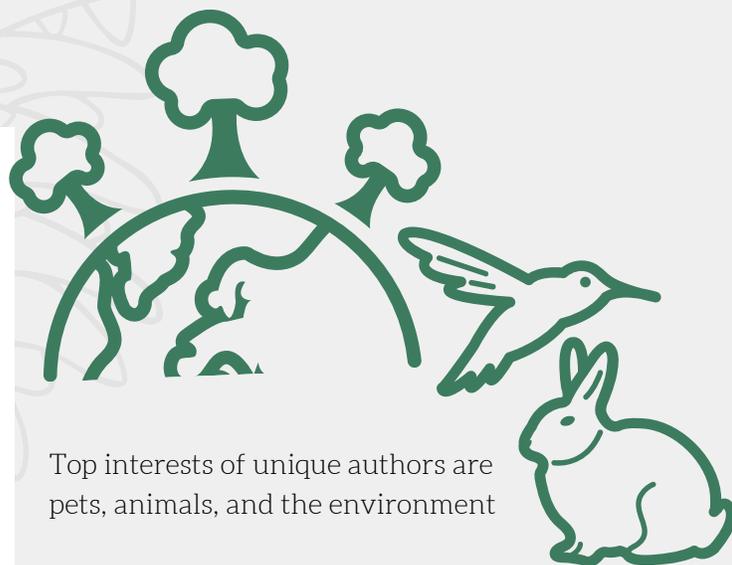
Twitter Insights

Content that combines a mention to a land protection agency or policymakers increases engagement and encourages users to take action

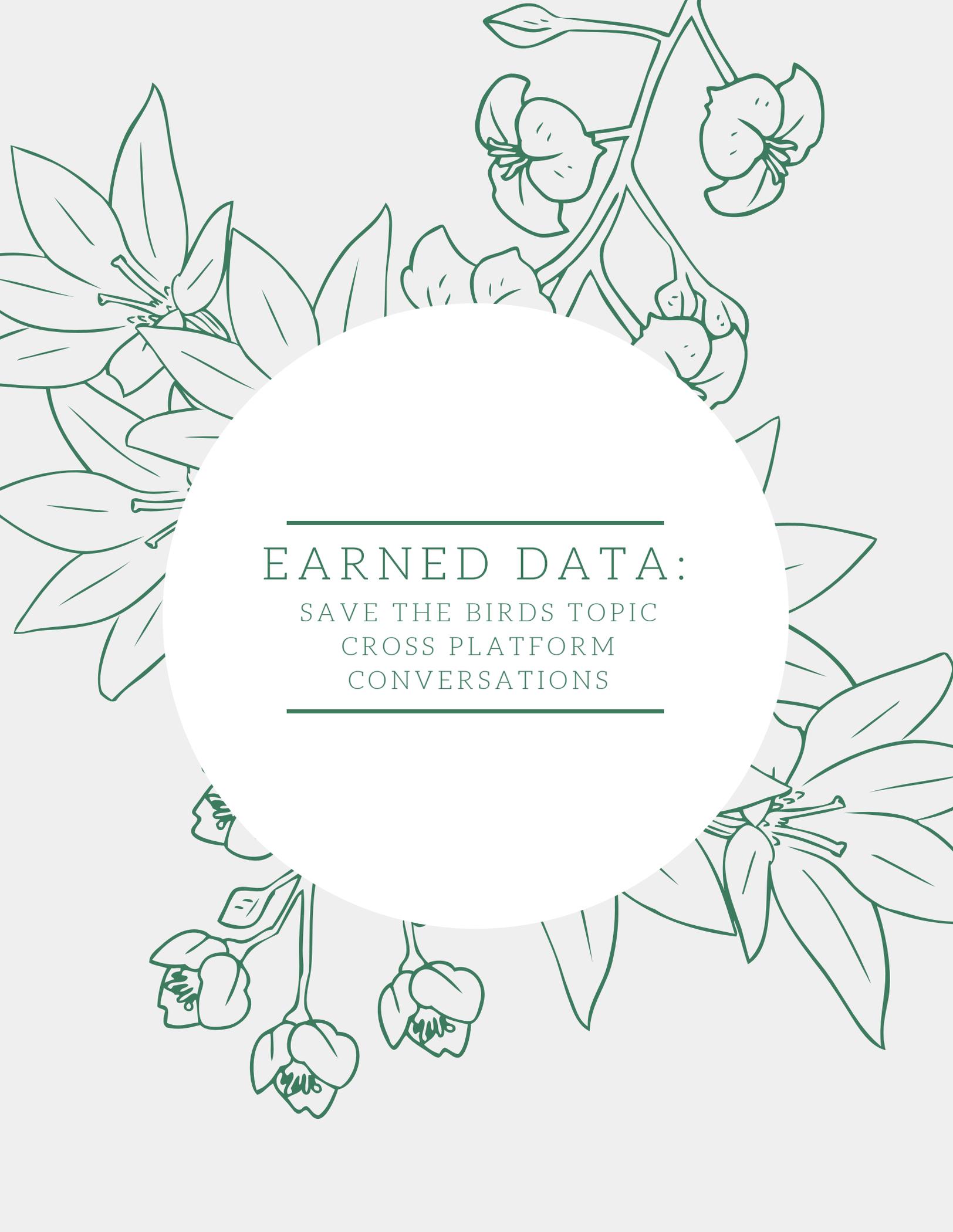
- Top hashtags
 - #protecttheshekpuk: Calling for the protection of coastal land in Alaska
 - #nature: basic hashtag used to cover space in tweets and possibly gain more impressions
 - #birds: birds remain a primary topic even when discussing land protection
- Influential users/organizations
 - @blmalaska: Regional bureau of land management chapter
 - @usfws: United States Fish & Wildlife Service, governmental land protection agency

Tumblr Insights

Audiences primarily use tumblr to share photographs and short posts about birding or the Audubon Society as a whole. Audiences use hashtags relating to the Audubon Society even if their post is unrelated to the messages being spread



Top interests of unique authors are pets, animals, and the environment



EARNED DATA:
SAVE THE BIRDS TOPIC
CROSS PLATFORM
CONVERSATIONS

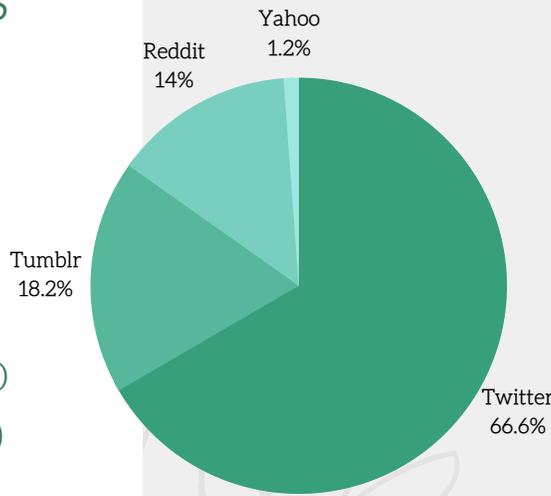
TOPIC ANALYSIS

TOTAL MENTIONS:
461,858

TWITTER AS A PRIMARY
CONTENT SOURCE



JANUARY TO
MARCH, 2020



TOP INFLUENCERS



Chris Packham
@ChrisGPackham

Wildlife TV presenter and conservationist. Author of book Back To Nature: How to Love Life
Followers: 439K
Average Post Reach: 106512
Average Post Impact: 70 / 100
Tweets about topic Jan-Mar: 9

TOP HASHTAGS

#NestsDownForNature

1.4% of posts

Protest of roadside anti-bird nets

Chris Packham @ChrisGPackham · Mar 12
I'm calling on @HighwaysNEAST to immediately remove the anti-bird netting installed on the A19.

We must stop squeezing nature into smaller spaces – help us stop this cruel practice @HambletonDC.

#NestsDownforNature
Share this

David Yarnold @david_yarnold · Jan 30
The Trump administration's Bird Killer Department—formerly known as the @Interior—just gets crueler and more craven every day. And today they're doubling down despite the fact that America did not elect this administration to kill birds. #ProtectTheBirds

!! L@@@!! @Rajniin48551148 · Mar 20
#WorldSparrowDay
You too can help save lives of little birds by a simple act of placing water and seeds in some earthen pots. Your simple act will go a long way in helping these feathery beings and maintaining natural balance.

#WorldSparrowDay

0.8% of posts

World sparrow day, spreading awareness for protection of sparrows

#FeedTheBirds

0.5% of posts

Initiative to encourage people to leave out feed and water for birds

shailesh insan @Shaileshinsha5 · Feb 24
#FeedTheBirds
Initiative of St Dr. @Gurmeetramrahim Singh Ji Insan To save the birds from scorching heat by joining the 'Birds Nurturing' movement. Thousands of followers @derasachasauda have set up a routine practice of keeping feed and water for birds.

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PETA
@peta

The largest animal rights organization in the world. Actively against using animals for testing, food, clothing, entertainment, or any abuse.
Followers: 1M
Average Post Reach: 671,378
Average Post Impact: 75.3 / 100
Tweets about topic Jan-Mar: 10



NYT Science
@NYTScience

Branch of the New York Times focused on science, medicine, environment, space, and astronomy with a weekly email news letter.
Followers: 1.1M
Average Post Reach: 49,273
Average Post Impact: 73.7 / 100
Tweets about topic Jan-Mar: 13



Trump administration removes bird protection policies, Kpop superstar poses question about being eaten by bird (n=25541)

Antibird netting is installed on the highway causing uproar(n=5890)

World sparrow day overseas, bird watching and field guide being shared(n=4722)

Shannon Bearman @BearmanShannon
 The Trump administration is gutting critical protections for migratory birds. Take action to save the #MigratoryBirdTreatyAct via @NRDC

Help Save Migratory Birds from the Trump Administration!
 act.nrdc.org

Nimmi Chopra @ChopraNimmi777

Great Initiative 🙌
 To help these birds, Dera followers ensure to keep feed and water for them.

#WorldSparrowDay

@Rajniin48551148

#WorldSparrowDay
 You too can help save lives of little birds by a simple act of placing water and seeds in some earthen pots. Your simple act will go a long way in helping these feathery beings and maintaining natural balance.

Chris Packham @ChrisGPackham

I'm calling on @HighwaysNEAST to immediately remove the anti-bird netting installed on the A19.

We must stop squeezing nature into smaller spaces – help us stop this cruel practice @HambletonDC.

#NetsDownforNature
 Share this 📌

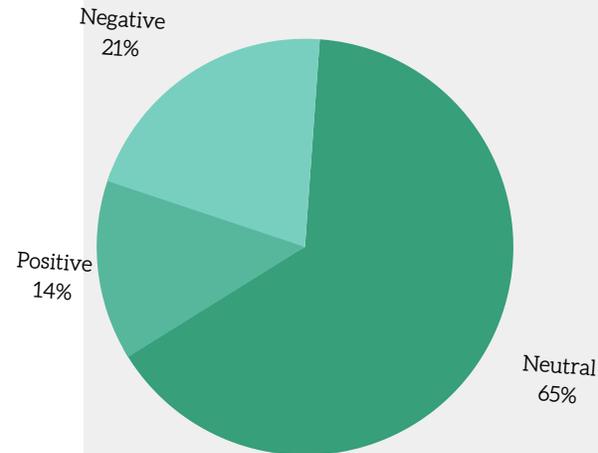
Betty Lea @Betty_Lea

The @realDonaldTrump Administration is GUTTING critical protections for #migratory #birds !! 🙌🙌🙌 !! . PLEASE Take action NOW to SAVE the #MigratoryBirdTreatyAct !! 🙌❤️🐦❤️🙌 !! via @NRDC 🐾❤️🐾❤️🌍❤️

Help Save Migratory Birds from the Trump Administration!
 act.nrdc.org

NEGATIVE SENTIMENT

The majority of negative sentiment conversation is towards the United States government for the removal of and replacement of long-standing bird protection laws. Many of the tweets are used as an attempt to call policy makers and government officials out on the destructive practices currently happening while also informing the public of the policies the government is attempting to overturn.



Kyle Griffin
@kylegriffin1

A controversial Trump legal opinion weakened a law to protect birds. Now officials want to make it permanent. Interior officials said they'll propose rules clarifying that oil, gas and wind companies will not be penalized if they accidentally kill birds.



Senator Mazie Hirono
@maziehirono

While the focus is on impeachment, [@realDonaldTrump](#) is attacking one of our oldest conservation laws to give industries a free pass to kill birds. Nearly 3 billion birds across hundreds of species have been lost in North America. We must protect the Migratory Bird Treaty Act.



Animals Asia
@AnimalsAsia

We are so proud to partner with FLIGHT: [@ProtectingBirds](#) in Indonesia. They work with the authorities and other organisations to protect wild birds by doing dangerous investigations and intercepting traffickers. So great to see these wild releases!

POSITIVE SENTIMENT

Positive sentiment conversations tend to revolve around the conversational mention of birds in tweets or organizations pairing up to further conserve and protect environmental areas. Organizations are specifically mentioned when directing people towards conservation resources, bird identification or general questions.

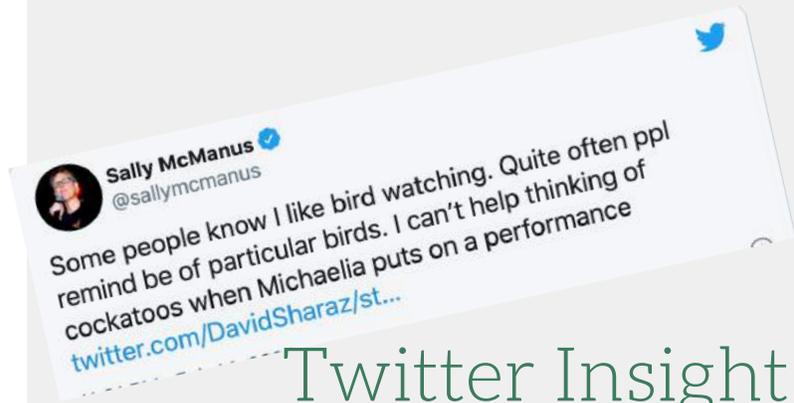
- Total volume of conversation: 165,040 posts
- 57% neutral, 29% negative, 14% positive
- 55% female, 45% male
- 41% USA, 25% UK, 7% India, 6% Canada

Top Hashtags

- #birds: used to gain more impressions on a tweet by covering a wide topic
- #birdwatching: a way for at-home bird watchers to connect and share their birding stories and pictures

Top Influential Users

- @natures_voice: The official national Twitter account for the RSPB, sharing the ups & downs of nature
- @outdooreyes:The Great Outdoors: Kayaking, Skiing, Surfing, Snowshoeing, Hiking, Camping, Gear, Trails, Mountains & Photography.



Twitter Insights

The conversations for this theme are primarily centered around bird watching which is in line with the theme. This is mirrored by the top news stories for the filter which are all related to wildlife protection and nature appreciation. The top trending topics for the filter were the Audubon photography awards, bird watching, and 15 adorable baby birds. Positive subconversations were fueled by the stay at home order when people were looking for new hobbies to participate in.



Website Insights

With the start of quarantine and the start of summer many website posts describing how to birdwatch safely, locations to birdwatch and introduction to birdwatching. Websites help draw users who want to know more about birdwatching on a deeper level especially those who are just gaining and interest in bird watching. For this theme twitter users are primarily focused on ways to link bird watching with something they enjoy or having it symbolize something that feels good to them.



- Total volume of conversation: 420,000 posts
- 97% neutral, 1% negative, 2% positive
- 55% female, 45% male
- 41% USA, 25% UK, 7% India, 6% Canada

Top Hashtags

- #netsdownfornature: calling for the takedown of highway netting for birds
- #protectthebirds: blanket tweet used for bird protection action
- #migratorybirdtreaty: conservation treaty that is under fire

Top Influential Users

- @nrdc: Natural Resources Defense Council
- @usda: the United States department of Agriculture



Twitter Insights

Twitter is frequently used as a call to action for audiences invested in bird protection. Twitter makes it easy for users to mobilize including setting up meetings, signing petitions, and bringing attention to issues

Positive subconversations for the theme focus on organizations coming together to discuss how to help birds during this time or ways that you can assist in helping out with legislation decisions. Negative subconversations are primarily focused on the removal of bird protection legislation



Tumblr Insights

Tumblr posts under this theme are primarily related to pet questions and protections or bird photography questions and advice. Users utilize a mix of hashtags to get more eyes on their post although the post itself may not be fully related to the general topic



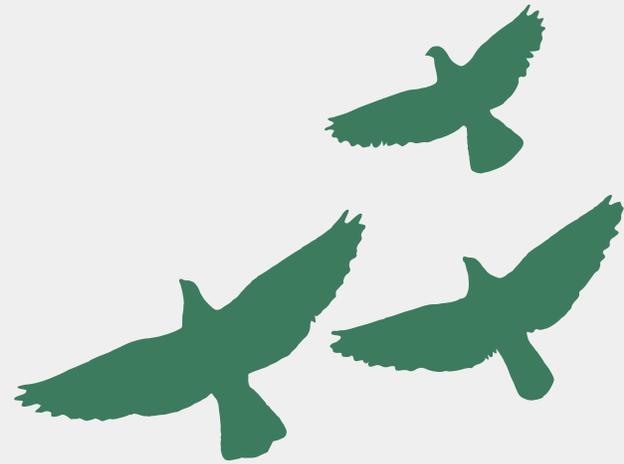
- Total volume of conversation: 101,420 posts
- 66% neutral, 23% negative, 11% positive
- 50% female, 50% male
- 31% India, 29% USA, 17% UK, 7% Australia

Top Hashtags

- #worldsparrowday: National sparrow protection day in India
- #feedthebirds: Volunteers in india keep food and water on the roof for birds during summer

Top Influential Users

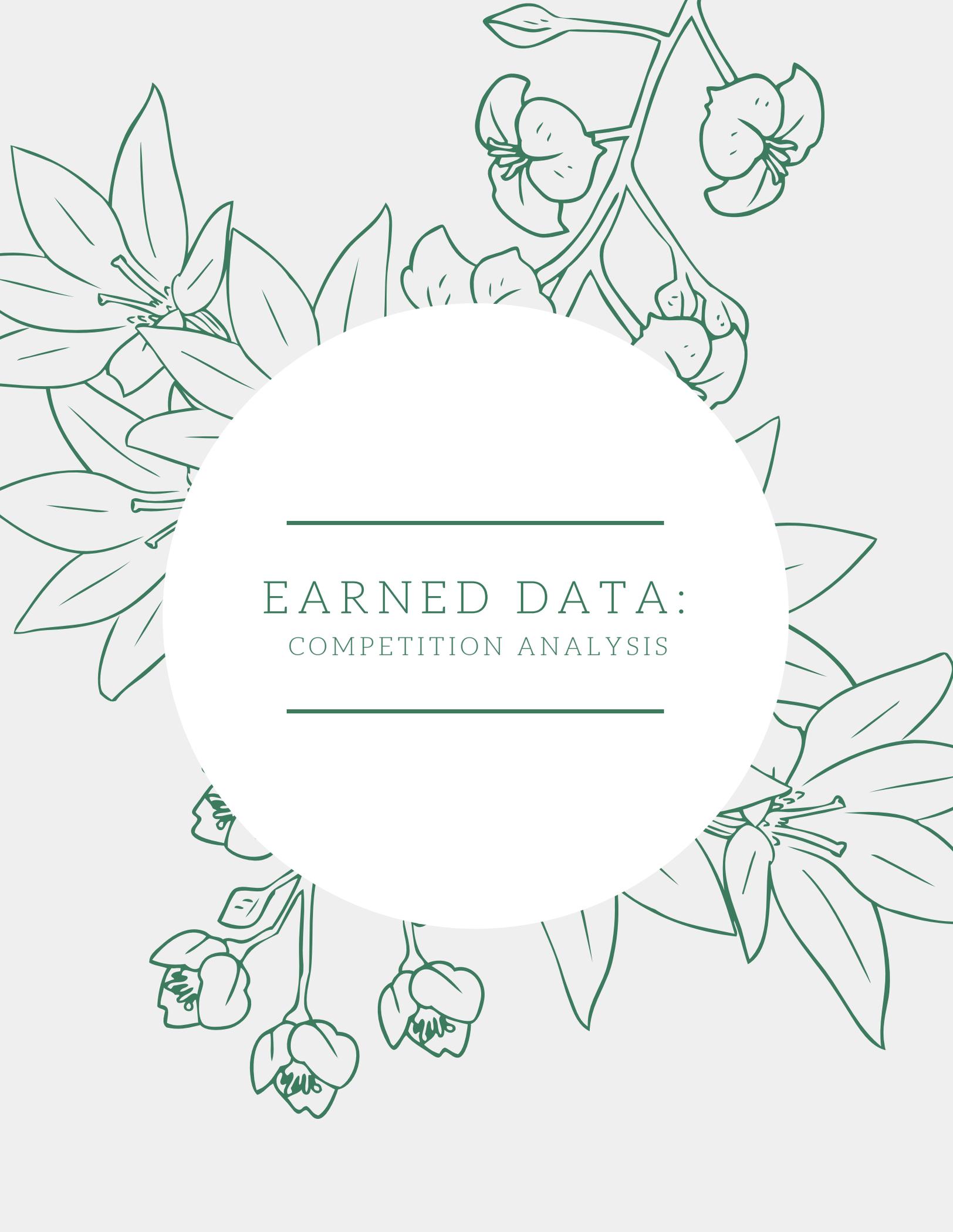
- @Gurmeetramrahim: started initiative to save the birds from the scorching heat
- @derasachasauda: A Socio-Spiritual organization that preaches & practices humanitarianism and selfless services to society.



Twitter Insights

This theme is centered around the protection of resources that are valuable to birds and helping them obtain the resources when they are scarce. A common resource scarcity that affects birds is the lack of local water sources. This inspired users to create days where they go out and either protect the resource or give the resource a boost to encourage birds to visit. The positive subconversations for this topic are focused on bird care at home and easy tips to help out birds. Similar to other themes negative subconversations centered around the lack of natural resource protection

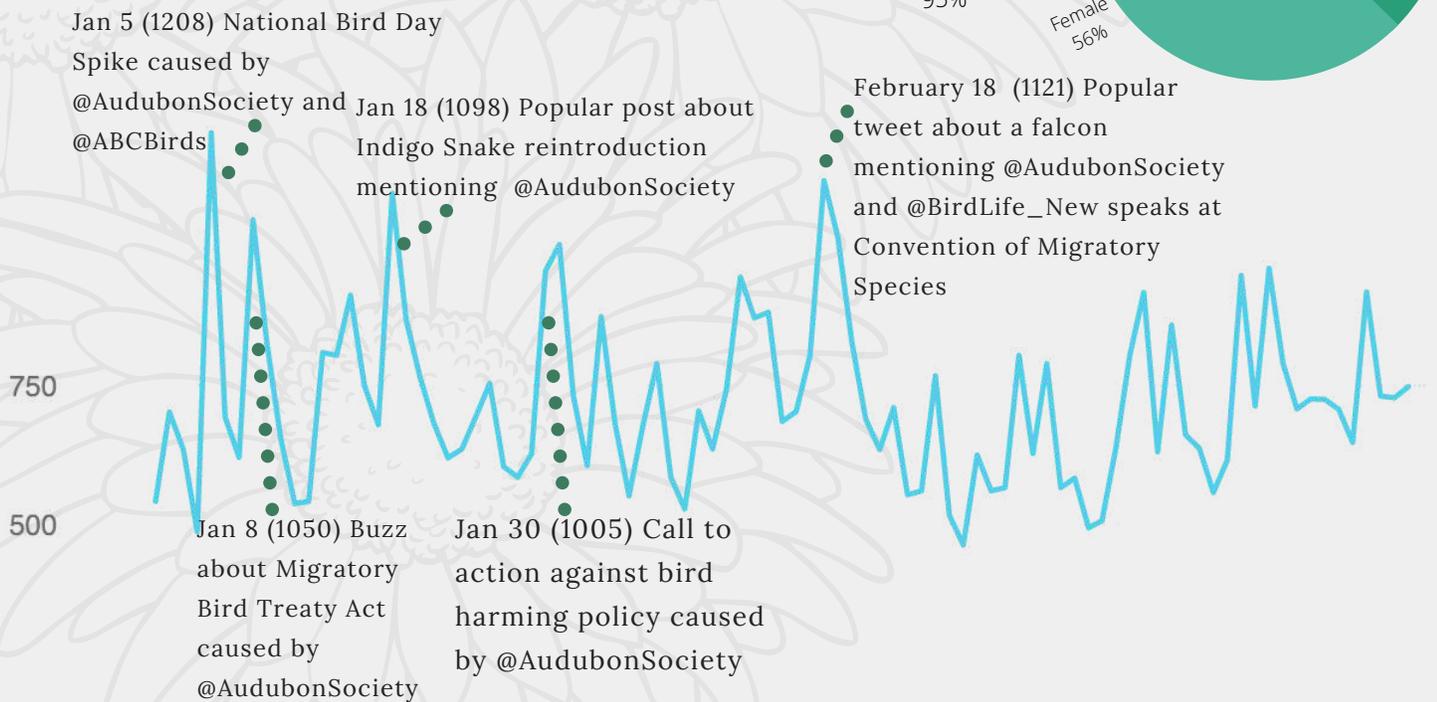
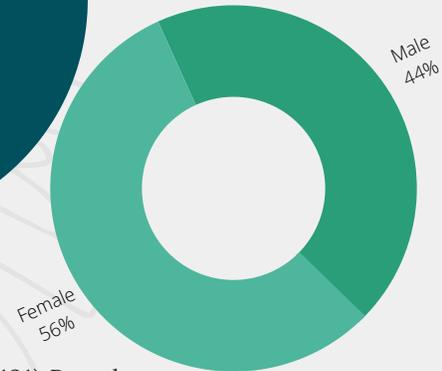
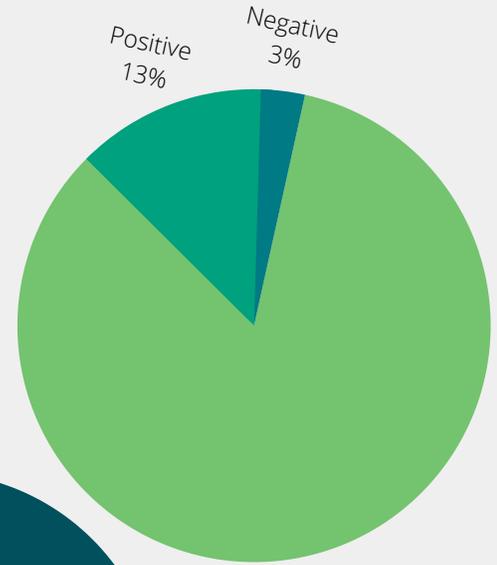
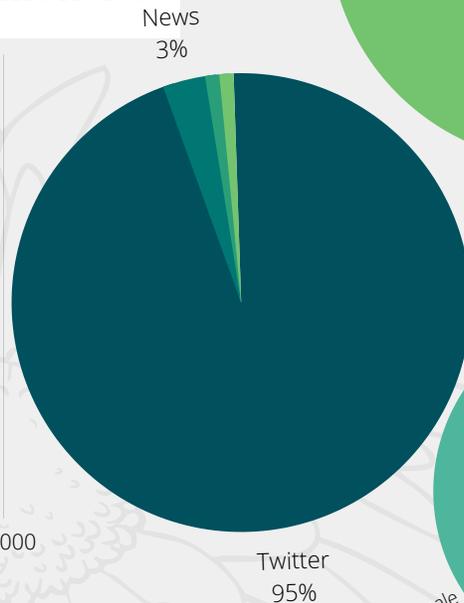
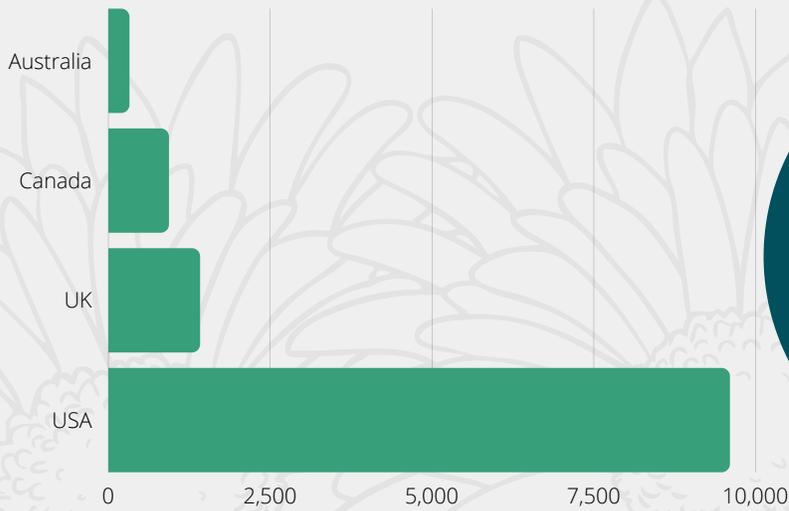




EARNED DATA:
COMPETITION ANALYSIS

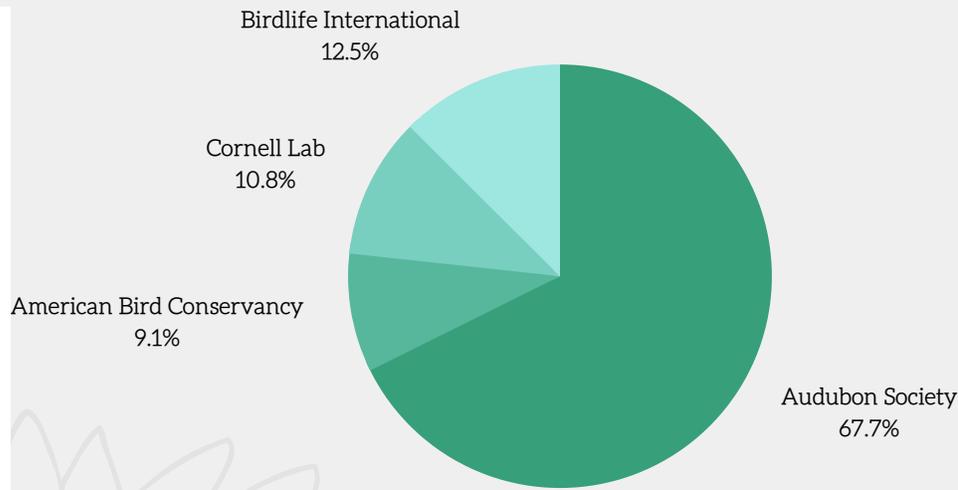
THE AUDUBON SOCIETY, THE CORNELL LAB, BIRDLIFE INTERNATIONAL, AMERICAN BIRD CONSERVANCY

- 68,931 posts mentioning the four organizations from January-March 2020
- 64% USA, 9% UK, 6% Canada, 2% Australia
- 95% Twitter, News 3%, Blogs 1%, Tumblr 1%



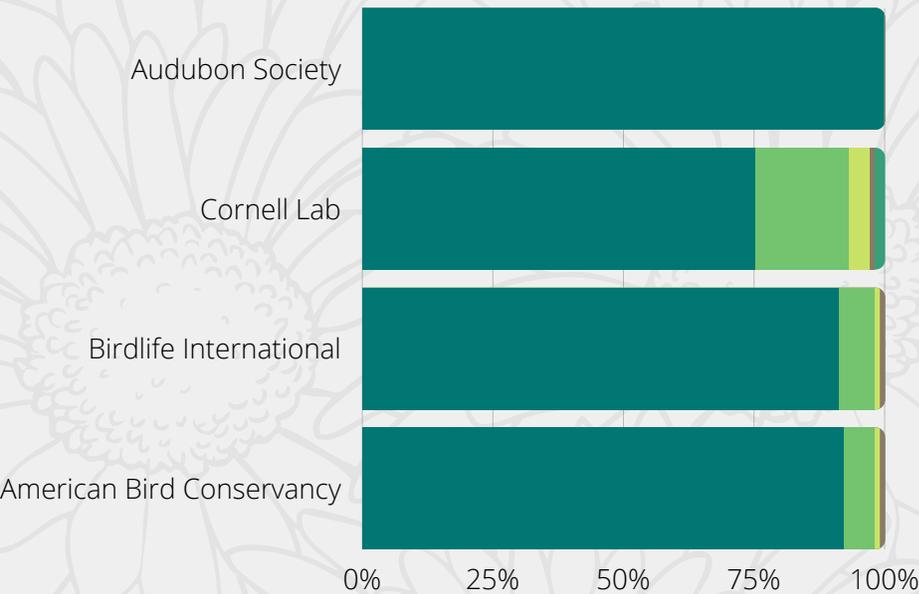
Share of Voice

The Audubon Society has the highest volume of post mentions amongst its competitors (47519), making up more of the post volume than the other three competitors combined. They are followed by Birdlife International (8799), then Cornell Lab (7554), and lastly American Bird Conservancy (6360).



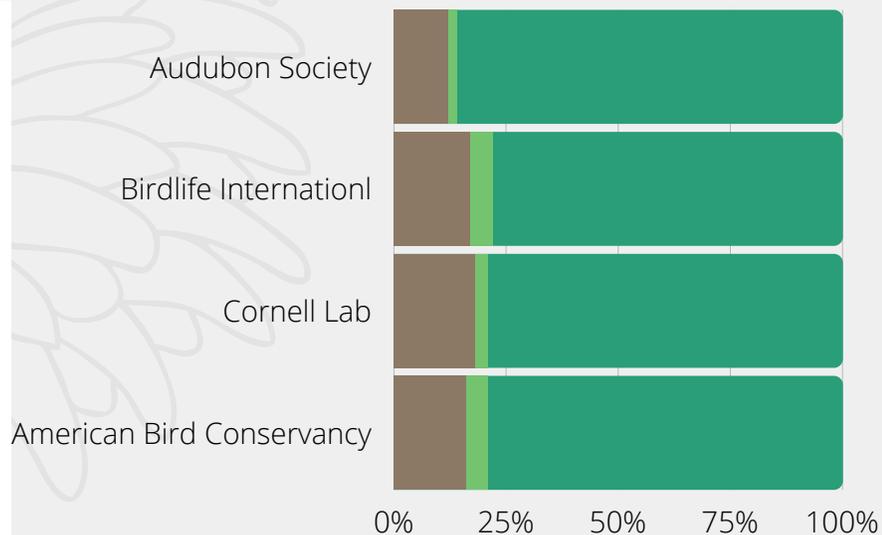
Source

Cornell Lab has the most diverse source mentions, with 75% of mentions from Twitter, 18% from News, 4% from blogs, and 1% each from Reddit, Tumblr, and Youtube. They are followed by Birdlife International, with 91% from Twitter, 7% from News, and 2% from other, then American Bird Conservancy with 92% from Twitter, 6% from News, and 2% from other, and lastly Audubon Society with 99.8% from Twitter and .02% from Tumblr.



Sentiment

The Cornell Lab has the highest proportion of positive posts (18%), followed by BirdLife International (17%), then American Bird Conservancy (16%), and lastly The Audubon Society (12%). BirdLife International and American Bird Conservancy are tied for the highest proportion of negative tweets (5%), followed by Cornell Lab (3%), and then the Audubon Society (2%).





RECOMENDATIONS

RECOMMENDATIONS

In order to best reach out to and increase engagement with current Audubon Society audience members, The Audubon Society should:

Show your appreciation

In terms of tweets made by the Audubon Society, appreciation type tweets had by far the highest level of interaction. Therefore, more tweets like this should be made. This can be done by making a point to shoutout individuals and other organizations that help the Audubon Society and make efforts to help birds.

Use hashtags to improve reach

Tweets made by the Audubon Society with the hashtag #JoyOfBirds and bird related calendar event hashtags (ex. #WorldWildlifeDay) had the highest level of engagement. However, only a very small portion of tweets mentioning the Audubon Society used these hashtags. Therefore, the Audubon Society should make a point to use these hashtags as much as possible in order to improve engagement. A spreadsheet should be made that keeps track of national and worldwide bird related calendar events and tweets should be made using the hashtag on each respective day.

Connect with influential accounts

The accounts @scifri, @nonprofitorgs, and @joycecaroloates were found to have a history of posting about the Audubon Society and have a high twitter reach and impact. Therefore, the Audubon Society Twitter account should reach out to them and thank them for their support of the Audubon Society, as well as encourage them to continue to post more about the organization in order to support bird wildlife conservation.

RECOMMENDATIONS

Appeal to positive emotions

The Audubon Society tweets with the highest level of positive sentiment included attributes such as asking an engaging question to Twitter followers and mentioning national bird day. In order to associate the Audubon society with positive emotions, these attributes should be mimicked in future tweets. Therefore, the Twitter account should post more tweets that ask a question and mention bird-related days. Additionally, because much of the positive conversation involved birdwatching, the Audubon Society should make posts encouraging all types of birdwatchers to show their posts and mention @theaudubonsociety, as well as interact with these posts, in order to fuel positive conversation.

Use negative emotion to enact change

Negative sentiment related attributes should be used to further emphasize issues of bird conservation. The Audubon Society should make posts that spread awareness about bird endangerment, and let viewers know what they can do to take action against bird endangerment, as well as encourage them to share these posts to spread awareness. These kinds of posts can include specific threats to birds, climate changes, companies endangering birds, and policies that harm birds. By sharing posts with ways to help, it will make users feel like they are making an impact by sharing and continuing the conversation.

RECOMMENDATIONS

Start interesting conversations

The top themes found for the Audubon Society were nature conservation, taking action, and land conservation. Therefore, the Audubon should focus on starting and furthering conversations about these topics that attract user engagement.

Further conversation about nature conservation

When talking about conservation, there is an increase in engagement when federal policies are in the process of changing or have recently changed. In order to use this trend to increase engagement even more, the Audubon society should frequently post about federal policy changes and what this means for the future of bird conservation.

Spreading awareness about taking action

When posting about encouraging Twitter users to take action towards a goal, it was found that posting about controversial topics and mentioning the policymakers responsible for the changes leads to increased engagement. Therefore, in order to increase engagement when discussing this topic, the Audubon Twitter account should spark conversation through posting controversial topics and holding policymakers responsible or reaching out to thank them (depending on the positive/connotation of the policy) by mentioning them every time.

Encourage conversation about land conservation

When tweeting about land protection, it was found that mentioning a land protection agency or policymaker encourages engagement. Therefore, when applicable, other accounts involved should always be mentioned. Additionally, it was found that the majority of tweets surrounding this topic and the Audubon society were retweets or replies to a tweet from the Audubon society. Therefore, in order to increase engagement even further, tweets about this topic should encourage users to also make original tweets of their own in order to spread awareness.

RECOMMENDATIONS

In order to best expand the Audubon Society audience by reaching and attracting new potential audience members, The Audubon Society should:

Branch out to new platforms

Although Twitter was shown to be the source with the most post mentions of the “protect the birds” topic, there are still a considerable amount of topic mentions on Tumblr, Reddit, and Yahoo. However, there were virtually no mentions of The Audubon Society on these alternative sources. Therefore, the Audubon Society should make posts and start conversations on these alternative sources in order to reach untapped audiences on these platforms.

Use new hashtags to reach new audiences

#NestsDownForNature, #ProtectTheBirds, #WorldSparrowDay, and #FeedTheBirds were found to be the top hashtags related to the topic “protect the birds.” However, the Audubon society, rarely, if ever, uses the hashtag #FeedTheBirds and #NestsDownForNature (or other similar hashtags for current conservation events). Therefore, by using more hashtags for current events and bird conservation initiatives, they can reach an audience that cares about bird conservation, but may not know about the organization.

Create mutually beneficial relationships

The accounts @ChrisGPackham, @PETA, and @NYTScience were found to have a history of posting about the topic “protect the birds” and have a high twitter reach and impact. Therefore, the Audubon society should reach out and form a relationship with them to encourage them to post about the Audubon society. Because they have similar goals as the Audubon Society, a kind of relationship could be formed where they agree to make posts about the Audubon society if the Audubon society agrees to make posts promoting them.

RECOMMENDATIONS

Join conversation about new topics

The top themes found to be associated with the topic “protect the birds” were bird watching, bird protection, and resource conservation. Therefore, the Audubon should focus on participating in conversations about these topics in order to increase interaction with the many users interested in them.

Discuss Birdwatching

Twitter users have increasingly been interested in birdwatching during the seasonal change and as a new activity they can enjoy during COVID-19 quarantine. Therefore, the Audubon Society should make posts about birding, particularly as a way to enjoy oneself in a socially distant way. By doing this, the Audubon Society can set themselves up to be discovered by a new audience that enjoys bird watching but might not know about the Audubon society.

Join conversation about bird protection

The theme bird protection is frequently discussed on a variety of platforms as a call to action, as it often is used by Twitter users to encourage their followers to take action to protect birds. Therefore, the Audubon society should focus on making easily shareable posts that give viewers clear instructions on what they can do to protect birds in order to reach an audience that cares about this topic but might not know about the organization. Additionally, many people on Tumblr use this platform to ask questions about bird protection. Therefore, the Audubon society should make a point to find these kinds of posts and answer the users' questions in a way that directs them back to the organization's account and website.

Post about resource conservation

The theme resource conservation is frequently used by social media users to create resource conservation initiatives, such as days where they do things to help birds or setting up bird water pots. Additionally, the primary resource type that is posted most frequently about is water conservation for birds. Therefore, the Audubon Society should make posts where they promote pre-existing resource conservation initiatives that help protect birds as well as making initiatives of their own to conserve bird related resources, particularly water conservation.

RECOMMENDATIONS

In order to best expand the Audubon Society audience by reaching and attracting new potential new audience members who follow competitor organizations, the Audubon Society should:

Learn from competitors

Competitor organizations have large proportions of emotionally linked posts compared to the Audubon Society. Therefore, in order to best appeal to new audiences that follow and engage with competitor organizations, the Audubon Society should produce more posts with a negative or positive sentiment, versus neutral sentiment, in order to appeal to audience members' emotions. Additionally, competitor organizations have much more diverse source mentions, particularly in the news. The Audubon Society should partner with American Bird Conservancy, Birdlife International, and Cornell Lab in activities that make the news, such as attending conferences and participating in national initiatives. Because this is such a new domain for the Audubon Society, it is better to partner with other companies, in order to find success by association.



APPENDIX, BOOLEAN SEARCHES

Organization

@audubonsociety OR "AudubonSociety" OR
#audubonsociety

Topic

"Protect the Birds" OR #ProtectTheBirds OR #SaveTheBirds OR #SaveTheSeabirds
OR #ProtectTheSeabirds OR #SaveTheTongass OR #ProtectTheTongass OR
#SaveGrouse OR #ProtectGrouse OR #ProtectTheKnoopPrairie OR
#SaveTheKnoopPrairie OR((Save OR Protect OR Help) AND (Birds OR Bird OR
Seabirds OR Tongass OR Grouse OR "Knoop Prairie"))

Competition

"Birdlife International" OR "Bird Life International" OR @BirdLife_News OR
#birdlifeinternational
OR
"American Bird Conservancy" OR @ABCBirds OR #AmericanBirdConservancy
OR
"Cornell Lab" OR "Cornell Birds" OR @CornellBirds OR #CornellLab OR
#CornellBirds