Fair Fight Action

ADPR 5750: Social Media Analytics

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Executive Summary

Fair Fight Action

"Voting is the bedrock on which our community's future and your ambitions are built."

Fair Fight Action was founded by Stacey Abrams in 2018 as a voting rights organization in the state of Georgia, but it has expanded its influence to other states. The organization works to increase voter participation and voter education for underrepresented Georgians and Americans. Fair Fight Action has been credited for registering thousands of voters over the past two years.

Executive Summary

Through analyzing earned data, our aim is to identify trends in Fair Fight Action's content and engagement during election cycles. We want to know if their content changes in any way as time draws closer to an election including the sentiment of their content and the rate that they produce content. In terms of competitors, we argue that FFA's unique quality is that they go beyond neutral messages and blatantly criticize factors and people that contribute to voter suppression. The tweets in our data set span from June 1, 2020 to September 13, 2020. Our report focuses on two main themes: mail-in voting and voter suppression. Mail-in voting covers absentee ballots either mailed back or placed in drop boxes at local elections offices. This theme is prevalent due to the COVID-19 pandemic that has led more people to require mail-in options. The theme of voter suppression involves any politicians that allow or encourage activities that make it more difficult for people to cast their votes, as well as laws and policies that serve the same purpose.

Business Problem Questions

1. Does Fair Fight Action increase their content during election cycles?

2. Is Fair Fight Action's overall sentiment mostly negative?

3. What is the impact of COVID-19 on the main topics of FFA including mail-in voting and voter registration?

Actionable Insights

- We learned that the overall tone that FFA portrays on their Twitter account is <u>negative but informative to the issues of voter suppression and voter rights</u>; however, this does not impact mentions. FFA should continue this tone of seriousness in order to highlight the problems of voter suppression and keep their mission statement at the forefront.

- Fair Fight Actions sees the <u>most engagement activity close to electoral events</u> such as voting holidays, voter deadlines, or voter registration opening. FFA should create content that is tailored specifically toward voter registration information to keep people informed and keep engagement high.

- <u>The impact of COVID-19 on vote by mail shows a positive correlation</u>. When there is a spike in vote by mail mentions for the topic and organization data for FFA there was also a spike in COVID-19 cases in the United States. Because there are spikes continuing to arise across the United States, FFA should continue to push content tailored toward mail-in voting to keep voters and followers aware of their options.

- FFA is not a typical GOTV organization. <u>The organization highlights voter suppression in the United States</u> (has a stronghold in Georgia and Texas). Instead of maintaining a neutral tone that focuses on voter participation, <u>FFA criticizes politicians, organizations, and political administrations that have either allowed or encouraged voter suppression practices</u>. This correlates to the negative tone FFA consistently uses on their Twitter platform. It allows them to keep their mission statement alive, keep voters and other followers informed and keep politicians and political figures in check.

Twitter Engagement

Fair Fight Action
Demographics and Overview

Time Frame

July 1st 2020 — September 13th 2020

We are focusing on two dates for our analysis which are June 9th and August 11th, key election dates for the state of Georgia.

Platform Used

Twitter and News

Volume

62k Total Mentions

Tools

Brandwatch and Keyhole

Key Performance Indicators

Total Engagement Volume
Number of Retweets
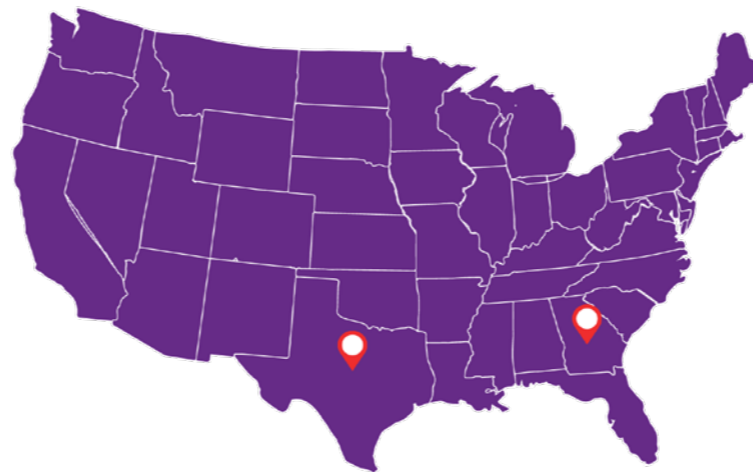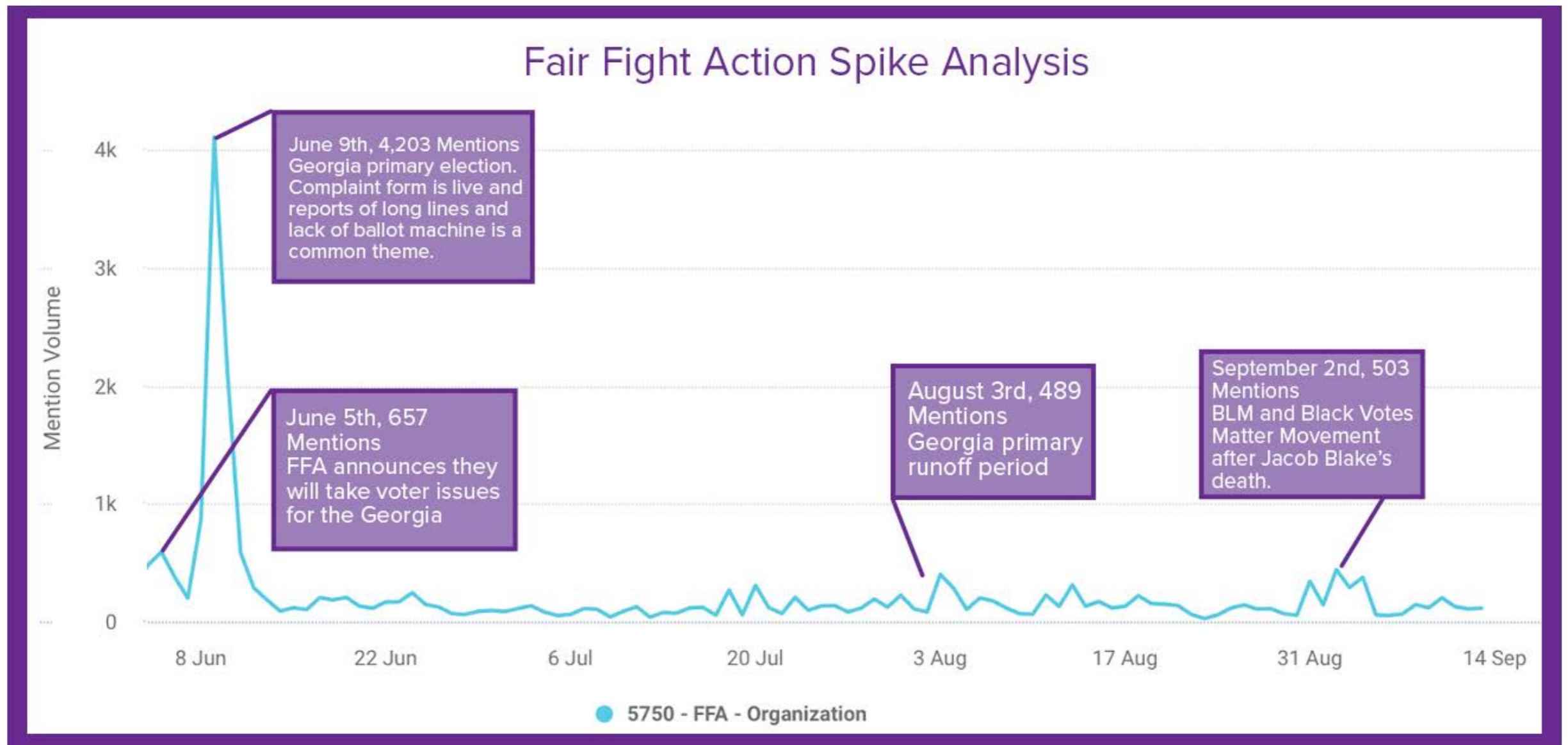Demographics of Audience
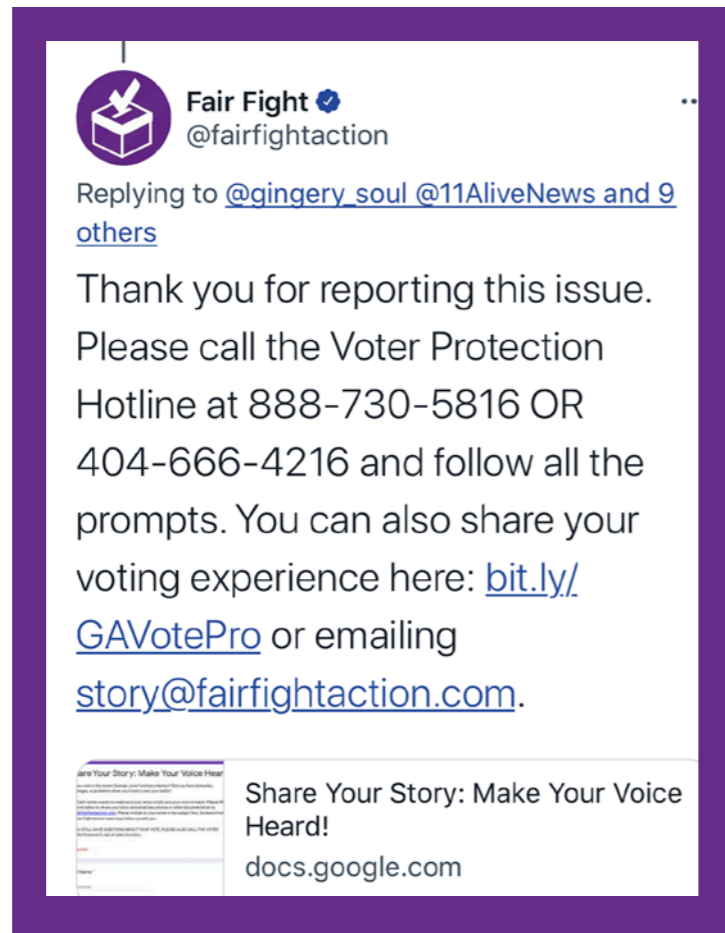
Audience

Female: 63%

Male: 37%

Geography

The top key words from followers' biographies indicate that FFA is popular amongst writers, teachers, professors, and people interested in rights or political certain views. Because of these kinds of occupations, it is implied that FFA is a trusted source used to educate others on voter rights and voting issues.

Twitter Engagement

Fair Fight Action Spike Analysis

June 9th, 4,203 Mentions
Georgia primary election.
Complaint form is live and
reports of long lines and
lack of ballot machine is a
common theme.

June 5th, 657
Mentions
FFA announces they
will take voter issues
for the Georgia

August 3rd, 489
Mentions
Georgia primary
runoff period

September 2nd, 503
Mentions
BLM and Black Votes
Matter Movement
after Jacob Blake's
death.

Mention Volume

4k
3k
2k
1k
0

8 Jun   22 Jun   6 Jul   20 Jul   3 Aug   17 Aug   31 Aug   14 Sep

● 5750 - FFA - Organization

Looking at the Spike Analysis, there are peaks
during critical voting periods (the highest peak in
our time frame of study being the June 9th primary
elections) and social justice movements. This shows,
unsurprisingly, that FFA's Twitter presence is high
during political moments/events.

Election Day Tweet Examples

Fair Fight ✓
@fairfightaction

Replying to @gingery_soul @11AliveNews and 9 others

Thank you for reporting this issue. Please call the Voter Protection Hotline at 888-730-5816 OR 404-666-4216 and follow all the prompts. You can also share your voting experience here: bit.ly/GAVotePro or emailing story@fairfightaction.com.

Share Your Story: Make Your Voice Heard!
docs.google.com

Fair Fight ✓
@fairfightaction

GEORGIA: Today is primary runoff election day and many communities across the state are holding elections!

Check here to find out if there's an election in your community ➡️ GAVBM.com

*ELECTION DAY!
AUG 11
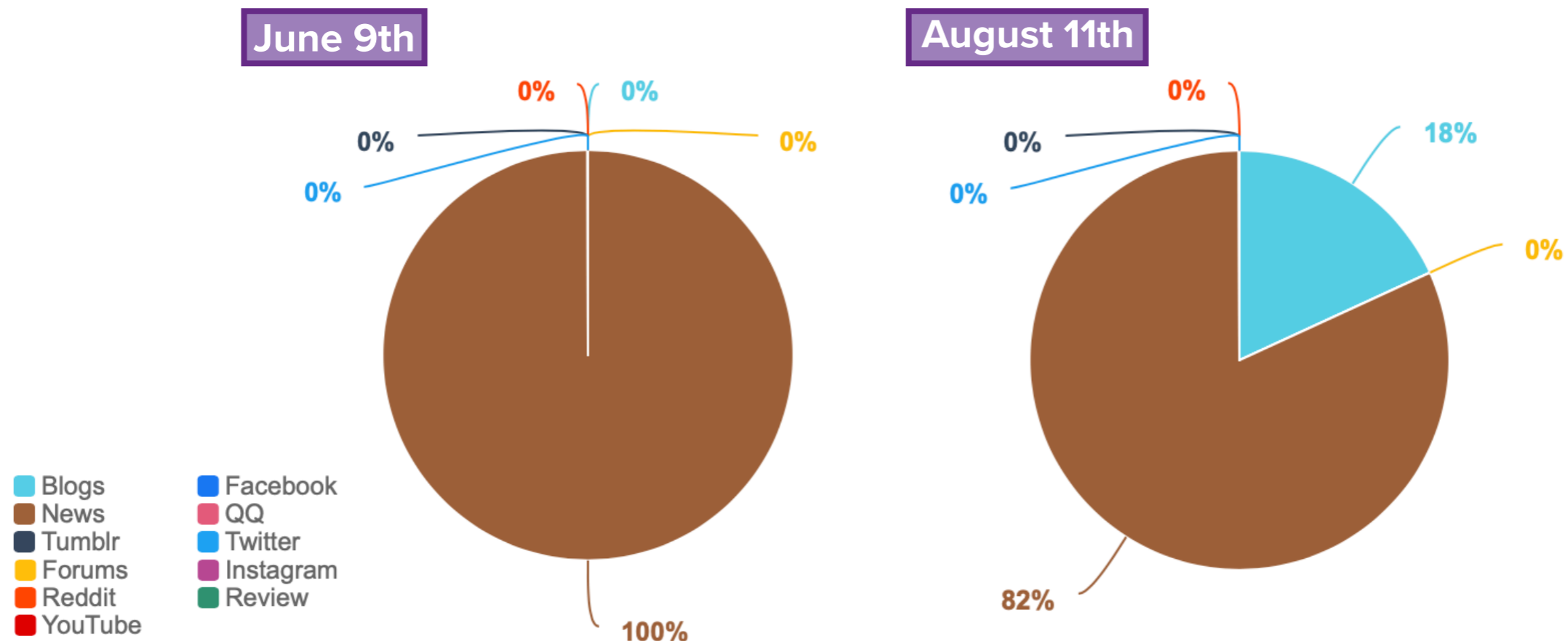*only some communities are holding run-off elections.

Analysis

Election day tweets contained reminders regarding voting right and general election rules. Other election day tweets contained resources for live voter protection in the form of hotlines and Google Forms to serve as documentation. FFA shows a huge mass organization of ready-to-take action.
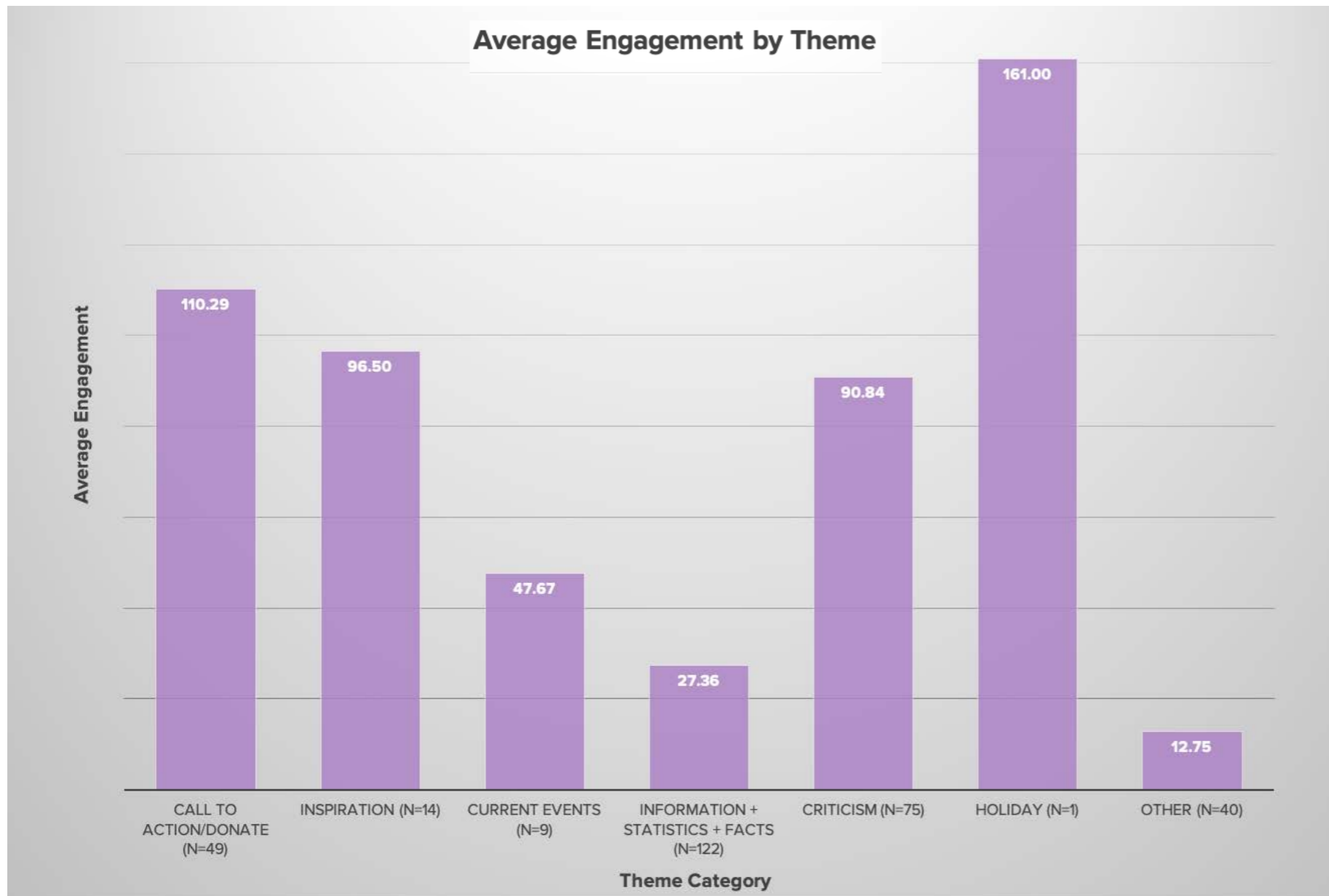
Fair Fight Action Conversation

Organization Data Cross Platfom Analysis

June 9th

August 11th

June 9th chart:
0%
0%
0%
0%
0%
0%
100%

August 11th chart:
0%
0%
18%
0%
0%
82%

Legend:
- Blogs
- News
- Tumblr
- Forums
- Reddit
- YouTube
- Facebook
- QQ
- Twitter
- Instagram
- Review

Analysis

On both June 9th and August 11th, News was the most popular content source for the topics we discussed. News completely dominated on June 9th whereas August 11th had a small share of Blog usage. On August 11th, Blog was used 18% of the time, and News was used 82%. News most likely dominated because of the organization referencing news media during these important election dates.

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Sentiment of FFA Tweets

Average Engagement by Theme

Actionable Insight

Holidays for FFA include election days. Most of the tweets on election day are negative but are also involve the most engagement for the organization.

Analysis

The "Holiday" theme category generated the highest level of engagement. This correlated with a spike in June with the June 9 primary election alongside "Juneteenth" sparked voting discourse, specifically about racial equality and representation. Information and statistics also proved to be ineffective, and the remaining themes were relatively even in generating engagement.

Sentiment of FFA Tweets

Negative: 60%
Neutral: 38%
Positive: 2%

Negative   Neutral   Positive

Actionable Insight
FFA tweets are mainly negative due to their mission of raising awareness around voter suppression and infringement on voter rights.
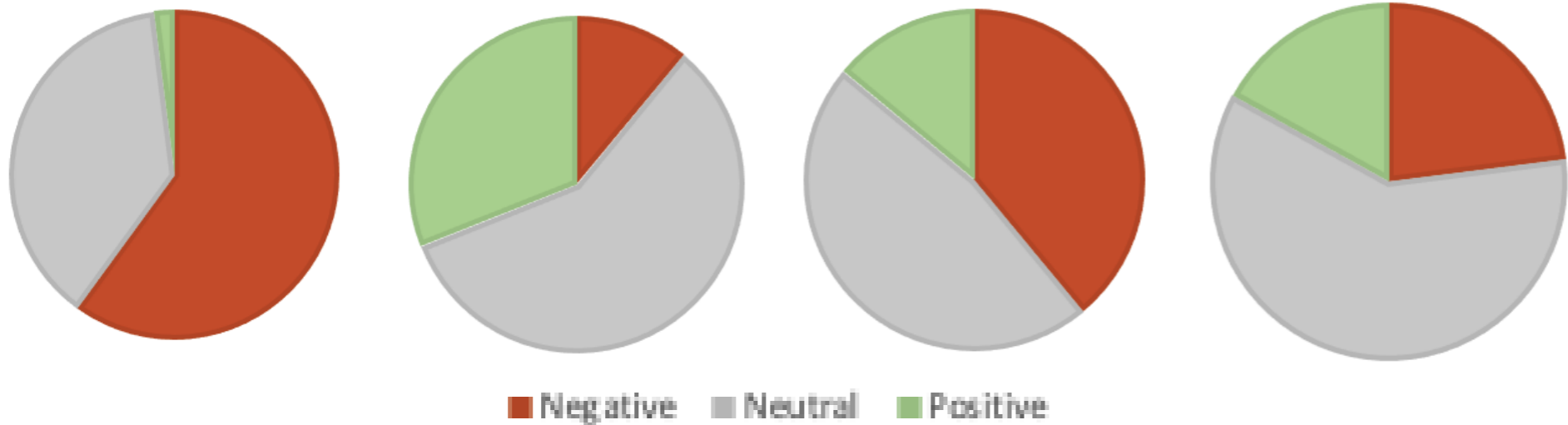
Analysis

While many of Fair Fight Action's tweets are informative (sharing tweets about polling places and issue reports) or consist of criticism of our political figures, the News outlets seem to be more concerned with topics that explain the events leading up to the election or events that are predicted to take place during the election. This includes voter fraud and the choice of certain nominees. It seems as though the organization is more concerned with keeping the public more up to date on housekeeping and administrative errors, whereas the news is more concerned with discussing the events taking place that could affect voter turnout and other key analyses in regards to the election. This makes sense, as Twitter is a quick way to receive an important update; whereas, the news can provide more details.

Competition Conversation

Competition Conversation

FFA
Volume: 12k total mentions

Platform: Twitter and News

Femaie: 47%
Male: 53%

Negative: 60%
Neutral: 38%
Positive: 2%

Rock the Vote
Volume: 12k total mentions

Platform: Twitter and News

Femaie: 47%
Male: 53%

Negative: 11%
Neutral: 58%
Positive: 31%

ACLU
Volume: 15k total mentions

Platform: Twitter and News

Femaie: 47%
Male: 53%

Negative: 39%
Neutral: 47%
Positive: 14%

When We All Vote
Volume: 38k total mentions

Platform: Twitter and News

Femaie: 55%
Male: 45%

Negative: 23%
Neutral: 60%
Positive: 17%

FFA competitors have a more neutral sentiment in their tweets. 58% neutral for a Rock the Vote, 47% neutral for ACLU, 60% for When We All Vote, and 38% for FFA.

Negative   Neutral   Positive

Actionable Insight
FFA is significantly more negative in their tweet sentiments compared to their more neutral competitors.

Actionable Insight
Twitter and News platforms have similar content and sentiment; there is not much differentiation between platforms.

Competitor Voter Organizations

Competition Volume Comparison

Legend: ■ Fair Fight ■ Rock the Vote ■ ACLU ■ When We All Vote

Actionable Insight

The share of voice is dominated by When We All Vote due to the high profile founders of the organization. Co-founders are Michelle Obama, Tom Hanks, Lin-Manuel Miranda, Janelle Monae, Chris Paul, Faith Hill and Tim McGraw. Starting an organization with high profile players has a huge impact.

ACLU ☑ @ACLU · 9/11/20
The Trump administration's recent HUD rule is another attack on fair housing — rolling back a standard that is the very foundation for equal access to safe and stable housing.

Fair housing is a civil right.

Trump Attacks on Fair Housing Will Hurt Marginalized Communities the M...
msmagazine.com

♡ 8   ⟲ 137   ♡ 237   ↥

Rock the Vote ✔ @RockThe... · 9/10/20
It's not up to us to determine what's important. What we will tell you is exercising your right is the bottom line. Whether you take it to the streets or the polls-- preferably both, make sure you are making your voice heard. #RockTheVote

🎨 kjdietz88

"iF we want to bring about Real change, then the choice isN't between Protest and Politics

♡   ⟲ 8   ♡ 19   ↥

When We All Vote ✔ @WhenWeAllVote   ⋯

The election isn't soon. It's now.

Millions of Americans will be voting in October. Will you?

Take the first step—get registered:
weall.vote/register

Michigan Secretary of State Says At Least 3 Million Expected To Vote By Mail
npr.org

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Mail-In Voting and Registration Status Conversation

Demographics

Time Frame

July 1st 2020 — September 13th 2020

Platform Used

Twitter and News

Volume

62k Total Mentions

Audience
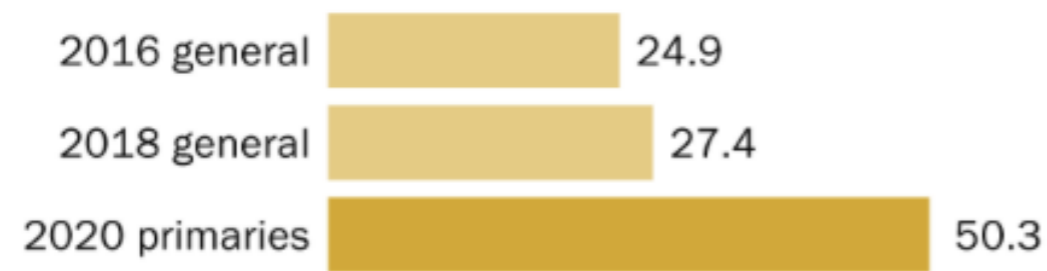
Female: 63%

Male: 37%

We chose Twitter and News for our analysis because they had the highest volume of data out of all media platforms. The other platforms had close to none. We believe this is the case because our organization deals with prevalent world news events and politics, so it makes sense that their mention volume would be so high on news media and on Twitter where important news updates are made frequently available. We are focusing on two dates for our analysis which are June 9th and August 11th, key election dates for the state of Georgia.

Mail-In Voting Conversation

In the U.S., absentee/mail voting surged in the 2020 primaries

% of total votes cast absentee/by mail

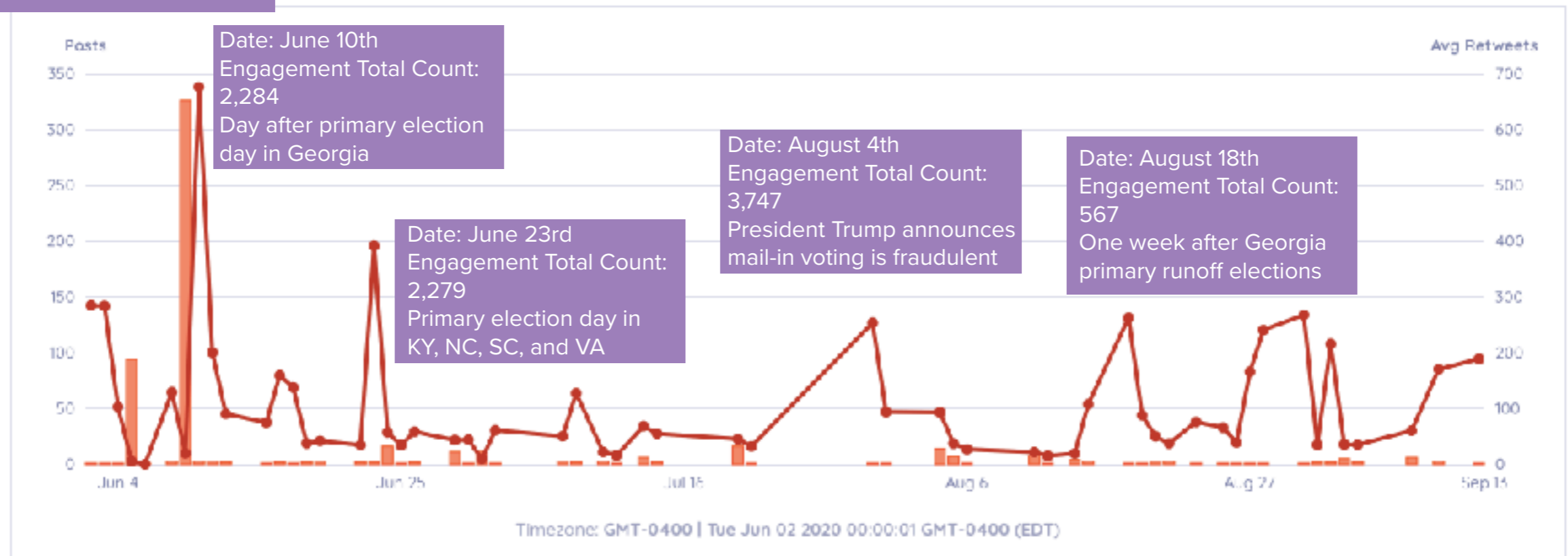|	
2016 general	24.9
2018 general	27.4
2020 primaries	50.3

PEW RESEARCH CENTER

Analysis

With the COVID-19 pandemic at play, the U.S. saw a surge in mail in voting during the primary elections in June 2020. Mail-in voting accounted for 50% of the votes cast in the primary election which is unprecedented. Voting in person posed too many health risks for vulnerable populations, and thus, citizens opted to cast their vote safely from their homes.

There is a mixed sentiment around absentee voting. On the one hand, it provides a safe option for those who do not want to risk COVID-19 exposure from going to the polls. However, there is also a newfound tension around mail-in voting due to comments made by President Trump. He has been pushing a narrative that mail-in ballots are fraudulent and cannot be trusted, so his supporters have begun to question and doubt the validity of mail-in voting. Because of this divide, there is a negative sentiment about mail in voting that was not historically there before.

Twitter Engagement for Topics

Spike Analysis

AVERAGE ⌄   TOTAL   LIKES   **RETWEETS** | GROUP BY DAY ⌄

Date: June 10th
Engagement Total Count: 2,284
Day after primary election day in Georgia

Date: June 23rd
Engagement Total Count: 2,279
Primary election day in KY, NC, SC, and VA

Date: August 4th
Engagement Total Count: 3,747
President Trump announces mail-in voting is fraudulent

Date: August 18th
Engagement Total Count: 567
One week after Georgia primary runoff elections

Timezone: GMT-0400 | Tue Jun 02 2020 00:00:01 GMT-0400 (EDT)

To coincide with our goal of finding the impact of COVID-19 on the main topics of FFA (voter registration and mail in voting). FFA's highest engagement spike occurred on June 10th with an average of 676 retweets (total: 2.284 retweets). June 10th was the day after Georgia's primaries where FFA saw their highest posts of 326. Many of the retweets were of the June 9th posts. We also see a spike in FFA's posts during that same date, showing that the election period drove up FFA's informational content as well as conversation on their media platforms because it was such a crucial day for voting.

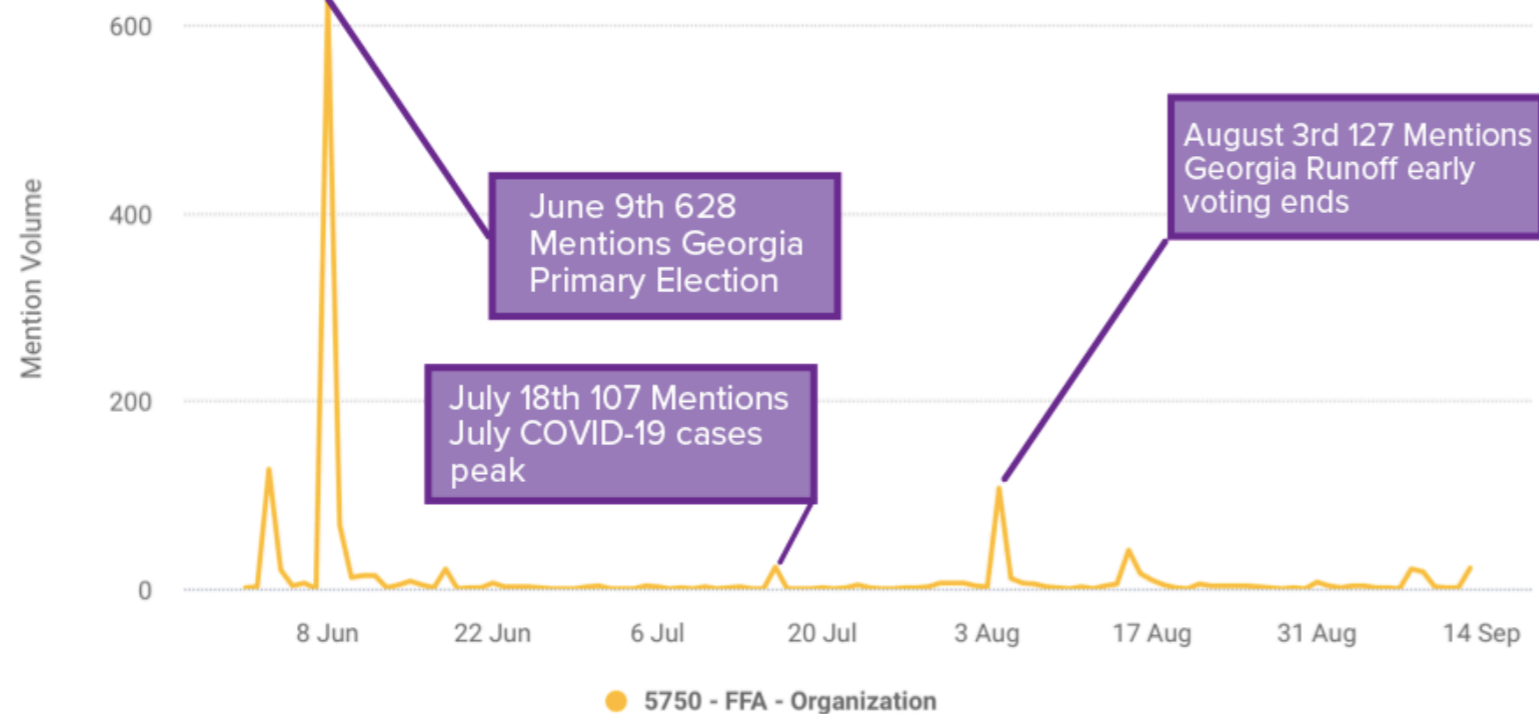# Registration Status Conversation

Analysis

Multiple states including Georgia and Texas, FFA's main targets, have seen record numbers of voter registration and voter turnout in 2020. Texas' voter turnout increased by 1.8 million since 2016 according to USA Today. The impact of COVID-19 has led to increased mail-in voting rates which has in turn led to increased voter registration rates because of the convenience and popularity of voting from home. It is also a presidential election year, and this election is one of the most polarizing and popular of all time. More citizens are registering to vote because the issues of this election are grave and relevant to basic human rights, thus driving more people to use their voice via their right to vote.

Voter registration has a positive sentiment around it because both political parties need voter turnout to win, so everyone is being encouraged to register no matter who you vote for. It is seen as a positive to participate in elections, and registering to vote is the first step to do so.

Top 3 Peaks: 127, 628, 107

June 9th 628 Mentions Georgia Primary Election

July 18th 107 Mentions July COVID-19 cases peak

August 3rd 127 Mentions Georgia Runoff early voting ends

Mention Volume

5750 - FFA - Organization

Fair Fight ✔
@fairfightaction

MONDAY MORNING:
"Georgia almost at 19K coronavirus cases statewide"
"Dozens of new deaths reported in Georgia"
"Deaths likely to hit 800 soon"

MONDAY AFTERNOON:
"Georgia to reopen businesses Friday as U.S. deaths top 40,000"
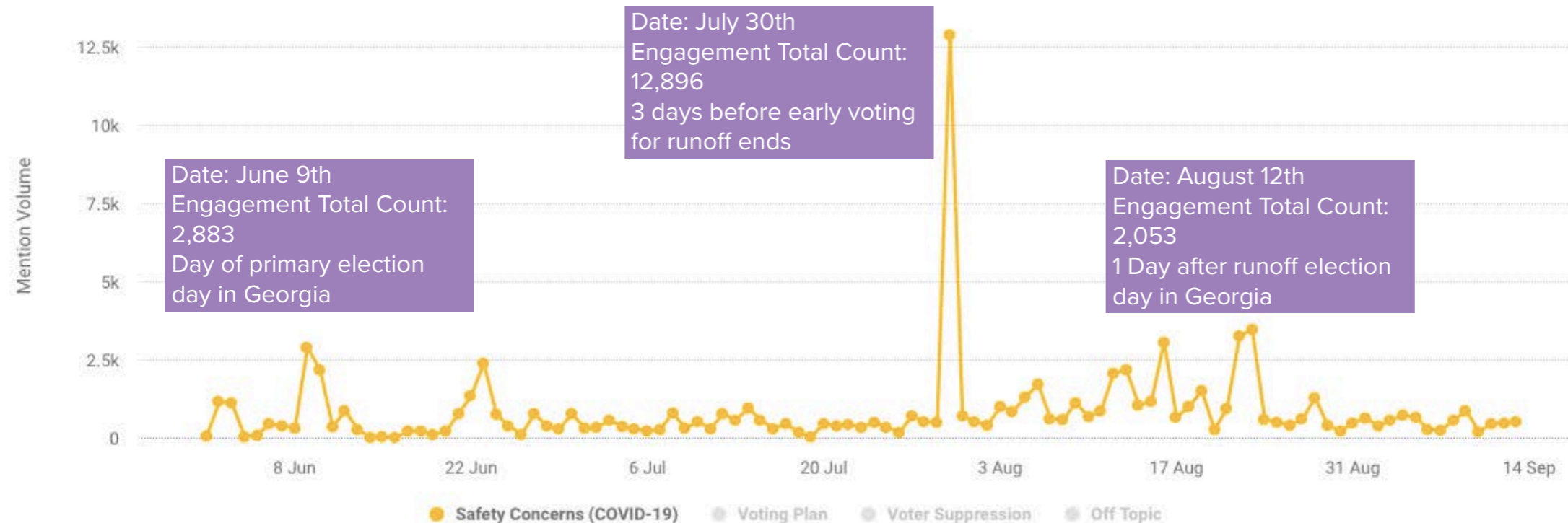@GovKemp is endangering Georgians. #gapol

Actionable Insight

The topic of voting by mail also spiked during both elections (June and August), with a predominantly negative sentiment (63%). The gender split was almost even, with similar spikes in June and August, coinciding with the elections.
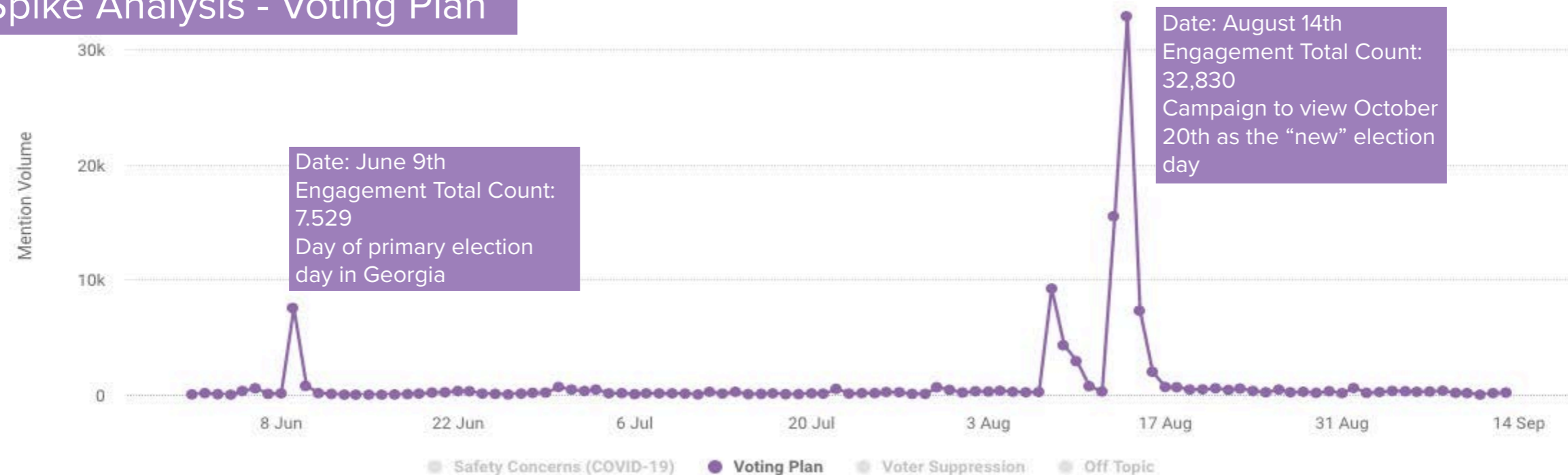
United States COVID-19 Cases

New cases ▼   🇺🇸 United States ▼   All regions ▼   All time ▼

28,709 June 05

18,805 June 09

53,357 August 11

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Spike Analysis - COVID-19 Concerns

Date: June 9th
Engagement Total Count: 2,883
Day of primary election day in Georgia

Date: July 30th
Engagement Total Count: 12,896
3 days before early voting for runoff ends

Date: August 12th
Engagement Total Count: 2,053
1 Day after runoff election day in Georgia

Legend: Safety Concerns (COVID-19) · Voting Plan · Voter Suppression · Off Topic
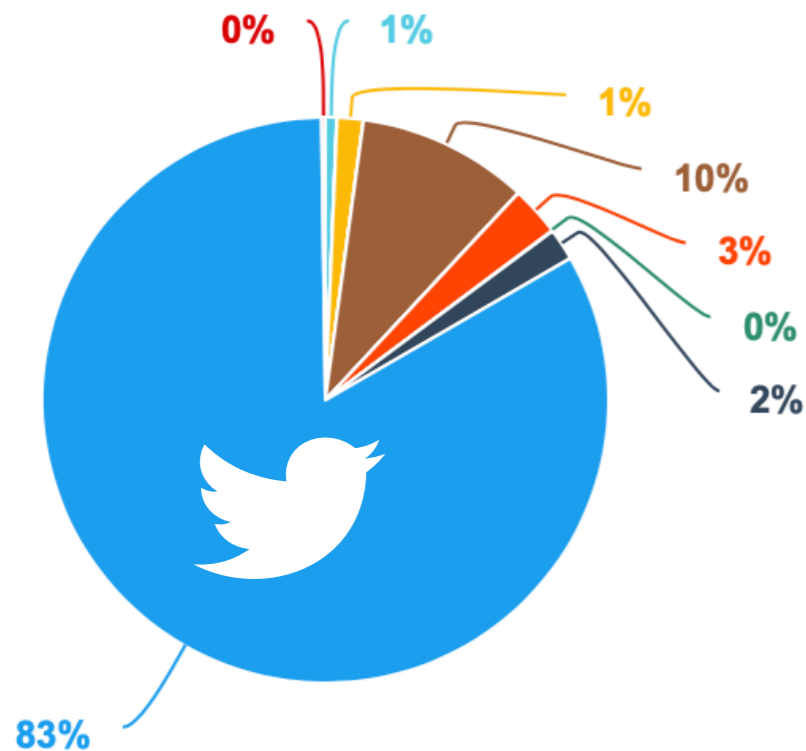
Using custom classifiers as filters, we were able to see some of the more nuanced conversations surrounding mail-in voting. We saw some of the largest spikes for mentions right before election days when it came to COVID-19 concerns and plans on voting.
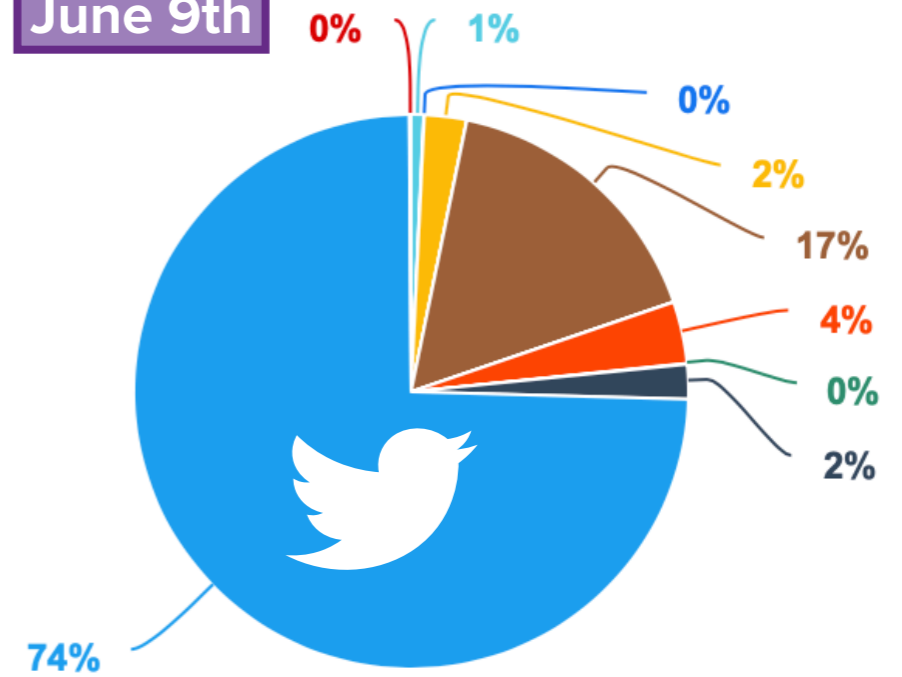
Spike Analysis - Voting Plan

Date: June 9th
Engagement Total Count: 7.529
Day of primary election day in Georgia

Date: August 14th
Engagement Total Count: 32,830
Campaign to view October 20th as the "new" election day

Legend: Safety Concerns (COVID-19) · Voting Plan · Voter Suppression · Off Topic

Topic Data Cross Platform Analysis

0%   1%   1%   10%   3%   0%   2%   83%

0%   1%   0%   2%   17%   4%   0%   2%   74%

Blogs   Facebook
News   QQ
Tumblr   Twitter
Forums   Instagram
Reddit   Review
YouTube

Analysis

On both June 9th and August 11th, Twitter was the most popular content source for the topics we discussed, followed by News. On June 9th, Twitter was used 74% of the time, and News was used 17%. On June 11th, Twitter was used 83% of the time, and News was used 10%. These were both important election dates, so it makes sense that Twitter and News were the most popular media for political discourse. Twitter was by far the most popular platform for the topics of voter registration and mail-in ballots because it allows for the rapid transmission of information via retweets or quick updates. News came in second because there is always a high level of news coverage dedicated to any election, but it trailed Twitter since News cannot hyperfocus on one topic and must show multiple segments of various coverage topics.

Sentiment of Tweets for Topics

Fair Fight ✔
@fairfightaction

These voters had their ballots rejected and their votes not counted despite doing everything right and dropping their ballot off before the receipt deadline.

8:57 AM · 7/1/20 · Twitter for iPhone

Fair Fight ✔
@fairfightaction

Good morning, my name is Hillary Holley, the Organizing Director with Fair Fight Action. After the disorganized and haphazard rollout of the new election system that failed every 2019 pilot program, the June 9th elections were met with another unprecedented obstacle: COVID-19.

8:57 AM · 7/1/20 · Twitter for iPhone

Fair Fight ✔
@fairfightaction

Ten bucks says @GaSecofState and @GabrielSterling will blame this on Fulton County 👇 #gapol

> **Rome News Tribune** @romene... · 8/11/20
>
> Polls are likely to stay open until later tonight after a series of late openings and reported poll equipment issues. From what we understand the county elections board has requested the courts to issue an injunction t...

FFA clearly calls out systems and individuals for not upholding electoral standards for how the voting process should be conducted. They use a negative tone to emphasize the issues of the voting process and demand proper voting rights for people.
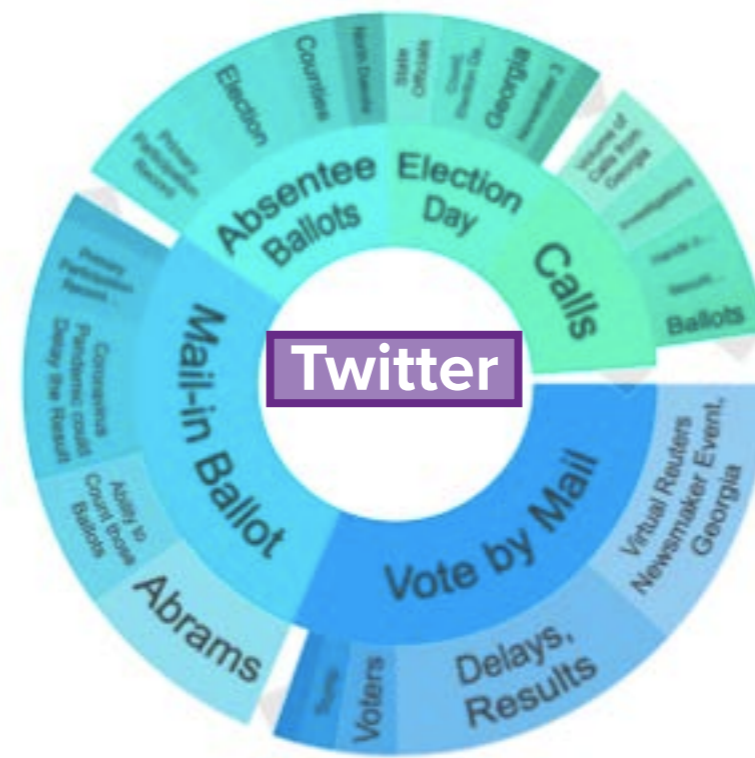
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Topic Wheel

The topic of voting by mail yielded a much higher mention volume overall for Fair Fight Action than the topic of voter registration.

Out of all of their topics, "Mail-in Ballot" and "Vote by Mail" are the most prominent and stimulate the most engagement. Those topics are very relevant to the current political dialog in the country, so FFA does well by engaging in relevant topics.

Topic Twitter + News Analysis

Topics on Twitter differed from topics from News because Twitter content mainly focused on the voting process and logistics, such as "Ballot," "Vote by Mail," and "Absentee Ballots." By contrast, the news focused on the associations and implications of voting such as "Human Rights," "Association," and "Civil Rights." This is interesting because it shows that people turn to Twitter for more concrete actions like voting by mail, but they turn to the News to see what issues and trends are associated with their vote.

Overall Recommendations

Overall Recommendations

Organization

- FFA should be a prominent leader in the fight for voter rights. Especially during election years, FFA should be mobilizing citizens to register to vote and condemning any voter suppression tactics.
- FFA needs to stick to their central purpose of encouraging voting and protecting voter rights. They may deviate slightly by using celebrity endorsements or relevant holidays, but the majority of their content should be about voter registration, voter protection, voting information, etc.
- Videos and text-only content resonate best with FFA's audience, so the organization needs to implement videos from Stacey Abrams herself or meaningful word strategies rather than visuals.

Overall Recommendations

Topic

- The topic of voting in general is usually neutral and encourages all people to exercise their right to vote, no matter who they vote for. However, FFA takes a unique approach by using a more negative tone to condem voter suppression. We recommend that FFA continue their more negative tone around this topic because the organization's purpose is to strike conversation around important issues and differentiate them from their competitors.
- The topic of mail-in voting has become controversial this year due to the political divide in the country; some people are insinuating that mail-in voting is fraudulent, so public option on this topic is split. FFA can take this opportunity to use their negative tone in order to advocate for mail-in voting as a safe option. They can continue to call out politicians and other entities who are trying to discourage voters from using absentee voting. This way, their negative tone condemning the mail-in voter fraud argument can allow users to consider all voting options and encourage more voters to cast their vote safely.

Overall Recommendations

Competition

- Compared to the competition, FFA has a more neutral sentiment in the news. The competitors are regarded more negatively, so we recommend that FFA continue to remain neutral in news settings in order to be more well-received by the news.
- As for Twitter, the competition has a neutral sentiment on that platform. Here, we recommend that FFA maintain their more negative sentiment to keep differentiating themselves from the competition. What sets FFA apart is their tendency to blatantly

Potential Audience

- The competition had much more even gender splits than FFA, so FFA should target more men in order to gain interest from a demographic they haven't quite captured yet. Men are a potential audience for FFA.

Appendix

Competition Search

@fairfightaction OR "fair fight action" OR "fair fight"
AND (voting OR "voter rights" OR VRA OR election
OR elections)

Topic Search

"Voting rights" OR "Voter rights" OR "Rights" OR
"long lines" OR "Voter Suppression" OR "Mail In
Voting"
- Custom Classifiers
  - Voting Plan
  - Safety Concerns
  - Voter Suppression
  - Off Topic

Competition Search

"rock the vote" OR @RockTheVote OR "Movement
Voter Project" OR @MovementVote OR ACLU
vote OR @ACLU OR "When We All Vote" OR @
WhenWeAllVote OR #WhenWeAllVote