

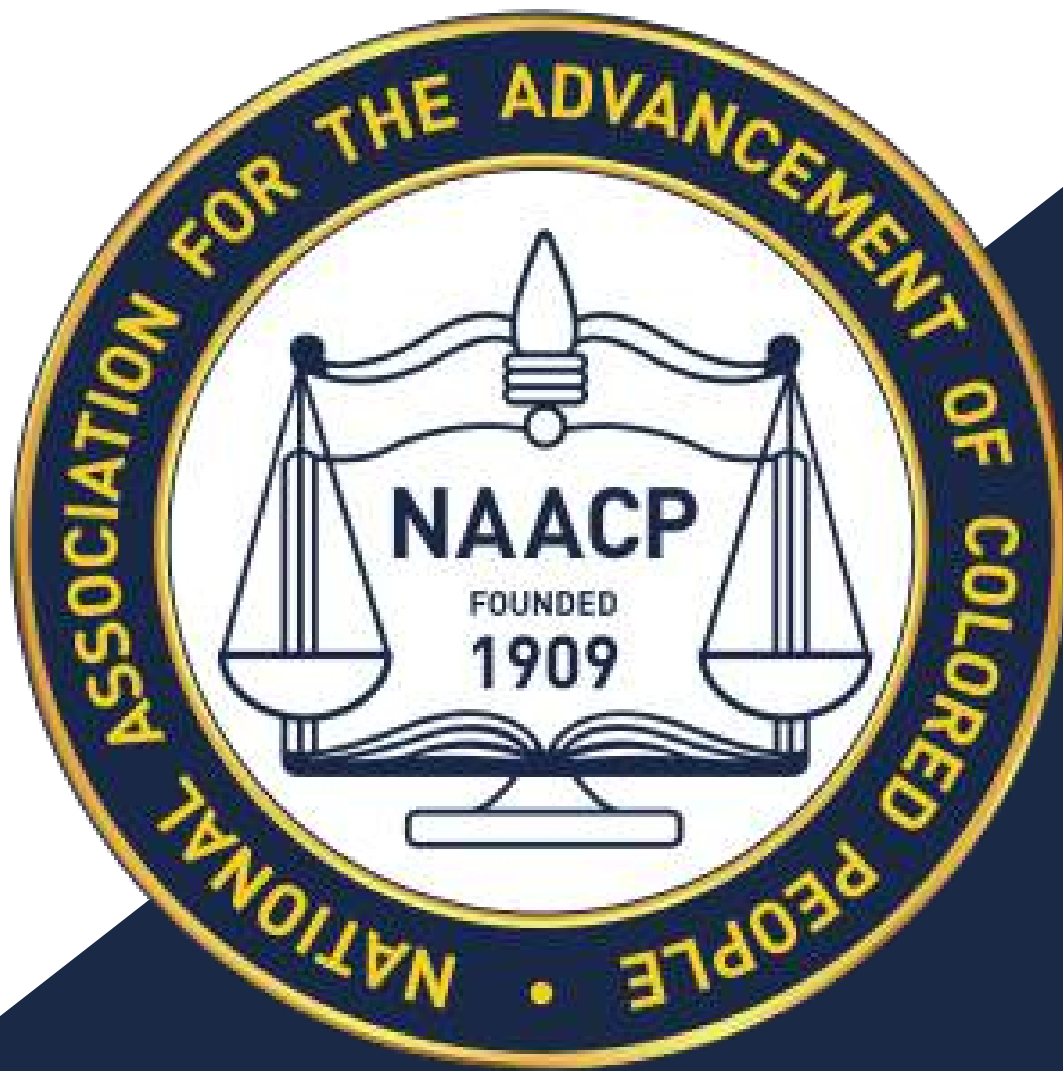


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# ADPR 5750 SOCIAL MEDIA ANALYTICS

# ANALYSIS REPORT



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# TABLE OF CONTENTS

## EXECUTIVE SUMMARY - P.3

- BUSINESS PROBLEMS - P.3
- DATA OVERVIEW - P.4
- TOP INSIGHTS + RECOMMENDATIONS - P.

## TWITTER ENGAGEMENT DATA - P.6

- DESCRIPTIVE ANALYTICS - P.7
- INSIGHTS + RECOMMENDATIONS - P.8

## EARNED DATA- P.11

- CROSS PLATFORM CONVERSATION:ORGANIZATION - P.12
- CROSS PLATFORM CONVERSATION: TOPIC- P.18
- TWITTER COMPETITION CONVERSATION - P.28
- EARNED DATA RECOMMENDATIONS - P.31

## CUSTOM CLASSIFIERS - P.25

## ACTIONABLE RECOMMENDATIONS - P.32

## APPENDIX - P.33

# EXECUTIVE SUMMARY

## BUSINESS PROBLEMS

The mission of the National Association for the Advancement of Colored People is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons. The non-profit organization has an active following all platforms, however, there are certain areas where the organization can improve. The following are areas in which the NAACP can potentially increase engagement and social media activity:

The purpose of the analysis is to determine the different engagement across social media platforms. Examining these platforms, can determine what type of posts get the most engagement and reach the most people in the target audience.

**Goal 1:** To increase engagement,  
posts should be responses and contain images + people

NAACP posts should focus more on sharing their stance in response to current events, create more posts using images to draw in the attention of the viewer, and include known, admirable people.

**Goal 2:** To increase positive emotions, instill a sense of hope and joy

Although negative emotions like sadness and disgust are means of venting, there is opportunity for the NAACP to incite more positive emotions through their posts and instill a better sense of hope and joy within their audience.

**Goal 3:** To increase consistency,  
there should be less variation in sentiment among platforms

NAACP has varying sentiments on two of their most used platforms. Topic sentiment of posts are predominantly neutral and joyous on Twitter while being negative and angry on Reddit. The organization should have less variation among platforms to help with consistency.

# DATA OVERVIEW

BRANDWATCH WAS USED TO COMPLETE ANALYSIS

## TIME FRAME

January 1, 2020 -  
October 20, 2020

## TWITTER HANDLE

@NAACP

## TWEETS ANALYZED

300 Posts

## CONVERSATION VOLUME

2 million  
total mentions

## TWITTER ENGAGEMENT DATA

The organization's Twitter page was the only social media platform analyzed, using Brandwatch. 300 tweets made by the organization from January 1, 2020 - October 20, 2020 were analyzed. Retweets were excluded from this analysis.

## CROSS PLATFORM CONVERSATION- EARNED DATA

Using Brandwatch, Posts from the platforms Twitter, Reddit, and news sources were analyzed for cross platform conversation data. Posts made by users between January 1, 2020 - October 20, 2020 were analyzed. There were 2 million posts in total.

## COMPETITION CONVERSATION- EARNED DATA

Posts that mentioned American Civil Liberties Union (ACLU), The National Urban League, and The Rainbow Push Coalition--NAACP's top competitors--were analyzed by using Brandwatch. Posts from the Twitter, Reddit, and news were analyzed from January 1, 2020 - October 20, 2020.

# KEY PERFORMANCE INDICATORS

The Key Performance Indicators, or KPI's, used to analyze the NAACP across media platforms is engagement. Engagement is measured by the actions taken by social media users. This includes likes, comments, mentions, shares, retweets, and clicks. All of these actions play a role in the engagement of a post.

## KPI GOALS:

- To find what media type for posts should be used to increase engagement
- To determine what type of post content and conversations spark engagement
- To determine what actions should be taken to spark engagement

## TOP INSIGHTS + RECOMMENDATIONS

The NAACP receives higher engagement on average when tweet themes correspond with current events or trending topics. They should place a focus on sharing their opinions throughout social media on those events or topics that relate to their mission in fighting for civil rights.

While Twitter and Reddit produce top engagement, Twitter skews more positive than Reddit. We recommend identifying top positive sentiment mentions from Twitter within "BLM" and "Civil Rights" topics and using them throughout Redditt and other lesser engaged social media platforms to drive engagement.

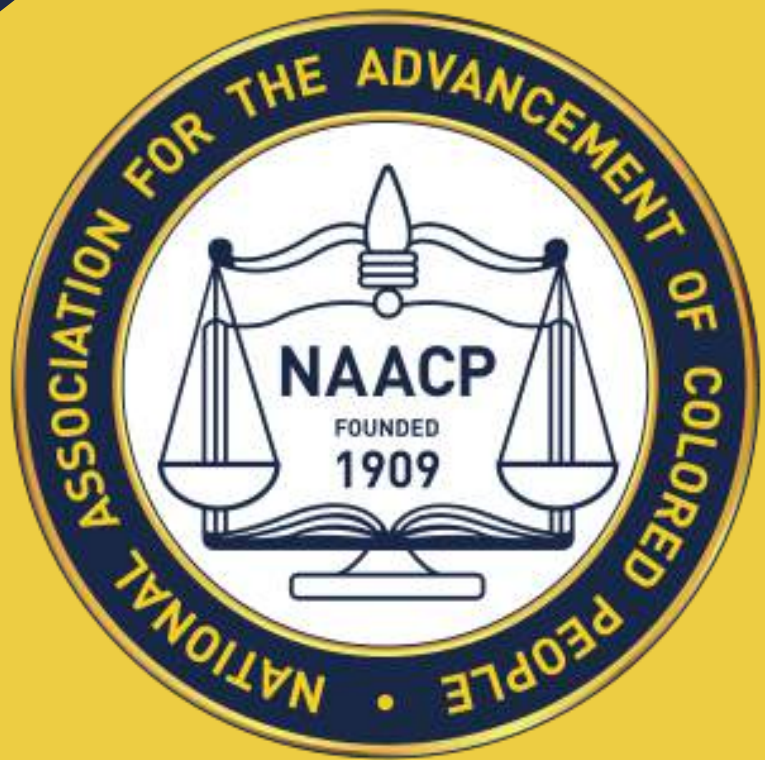
Key topics related to BLM and Civil Rights are conversation and engagement drivers. We recommend looking into collaborating with celebrities/influencers with content relating to the two topics. Doing so will engage existing audience and attract a new group of viewers, while creating content that will educate and uplift the community.

The NAACP has an approximately 50/50 gender split (51% male and 49% female), similar to its competitors such as the ACLU. We recommend the NAACP continue with a gender neutral tone that users have trusted and followed to increase impressions.

The ACLU has a larger voice on Twitter in comparison to the NAACP. However, the NAACP is talked about more on other platforms, like Redditt, than the ACLU. Although the NAACP does not have the largest Twitter presence amongst its competitors, it allows their current audience to express their sentiment through retweets/reshares.



# TWITTER ENGAGEMENT DATA



# DESCRIPTIVE ANALYTICS

## TIME FRAME

January 1, 2020 -  
October 20, 2020

## TWITTER HANDLE

@NAACP

## POST VOLUME

300 Posts

NAACP's audience is 52% female and 48% male. Being an artist is the top profession of our audience; the profession of an executive is a close second. On the other hand, being a politician is the least likely profession among our audience. The two highest interests for this demographic are Family & Parenting and Politics. The volume by weekdays of this dataset reveals more mentions on Tuesdays, Fridays, and Wednesdays respectively. The volume by time conveys much higher mentions around 10 pm EST.

# THEME OF TWEET

## ACTIONABLE INSIGHT

Even though the “other” value has a smaller count than most of the values, it still has the highest engagement. We think this could be because these posts were posted in the midst of many events and call to actions posts, giving the users something refreshing and different to engage in. Posts that are featured in the “other” value include birthday shoutouts, remembrances, congratulatory statements, holiday wishes, and legacies of influential leaders, to name a few. This value is the catch all for posts that do not have enough similar posts to warrant its own category. Posts that fall into the “events” value are largely about the NAACP Convention, the NAACP Arts Culture and Entertainment festival, and live streamings and discussions about current events covered on the media. Even though the “events” value has the most number of posts, it likely has the least engagement because many of the posts say the same thing and are reminders for the same events. This number of posts might become like white noise to the audience and they may not pay attention to it. However, as seen in this graph, the tweets centered around the theme of “response” has the highest average engagement when you exclude the “other” value. The “response” value includes posts that are responding to current events and what people are saying in the media. Posts respond to the media by verbalizing the where the organization stand on the issue. With this in mind, the “information” value closely follows the “responses” value as the second highest average engagement with about a 34.84% difference between the two.

## RECOMMENDATION

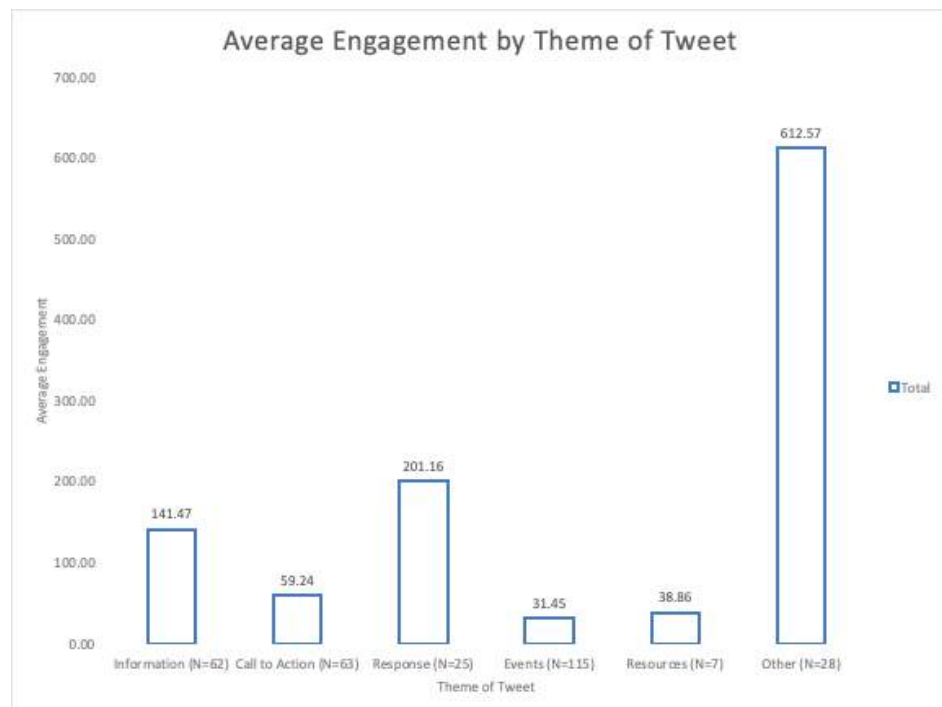
After disregarding the engagement for the “other” value, because of its random variation of tweets, NAACP posts should focus more on sharing their stance in response to current events taking place in the media and the nation. An example of this is the tweet pictured below.



Replying to @NAACP

This MUST change. [#JudicialDiversity](#) must be early & top priority throughout next administration. Trump decimated diversity on courts. He appointed ZERO Black appellate judges. We must restore & strengthen our judiciary by ensuring Black women are represented on our courts. 3/

11:35 AM · Aug 30, 2020 · Twitter for iPhone





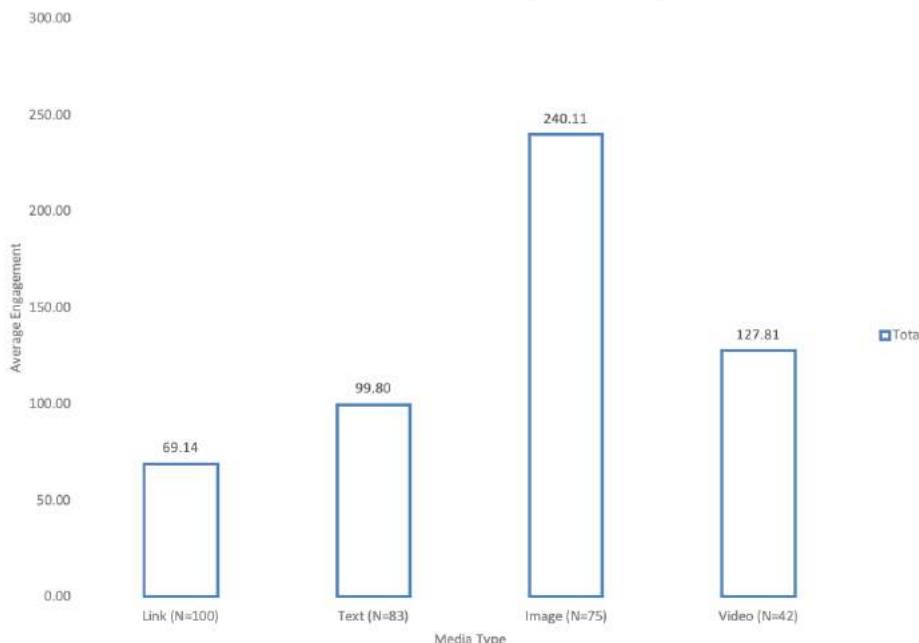
# MEDIA TYPE

## ACTIONABLE INSIGHT

Although more posts contain links, the posts with images have a much higher engagement. This may be because the image draws in and captures the audience's attention without having to read long text or click on additional links or videos. The "image" and "link" values have a 110.57% difference in average engagement. This shows that even though links are used more often, images bring higher engagement. While images may show the most engagement because they catch the eye of the viewer and capture their attention, links show the least engagement because they require additional action and take more time than glancing at a picture. They are easier to skip over when scrolling, just like tweets that contain only text. These types of tweets blend in and do not cause the audience to stop and look, whereas videos and images do.



Average Engagement by Media Type



## RECOMMENDATION

NAACP should create more posts, similar to the example tweet above, using images to draw in the attention of the viewer and have more active engagement.

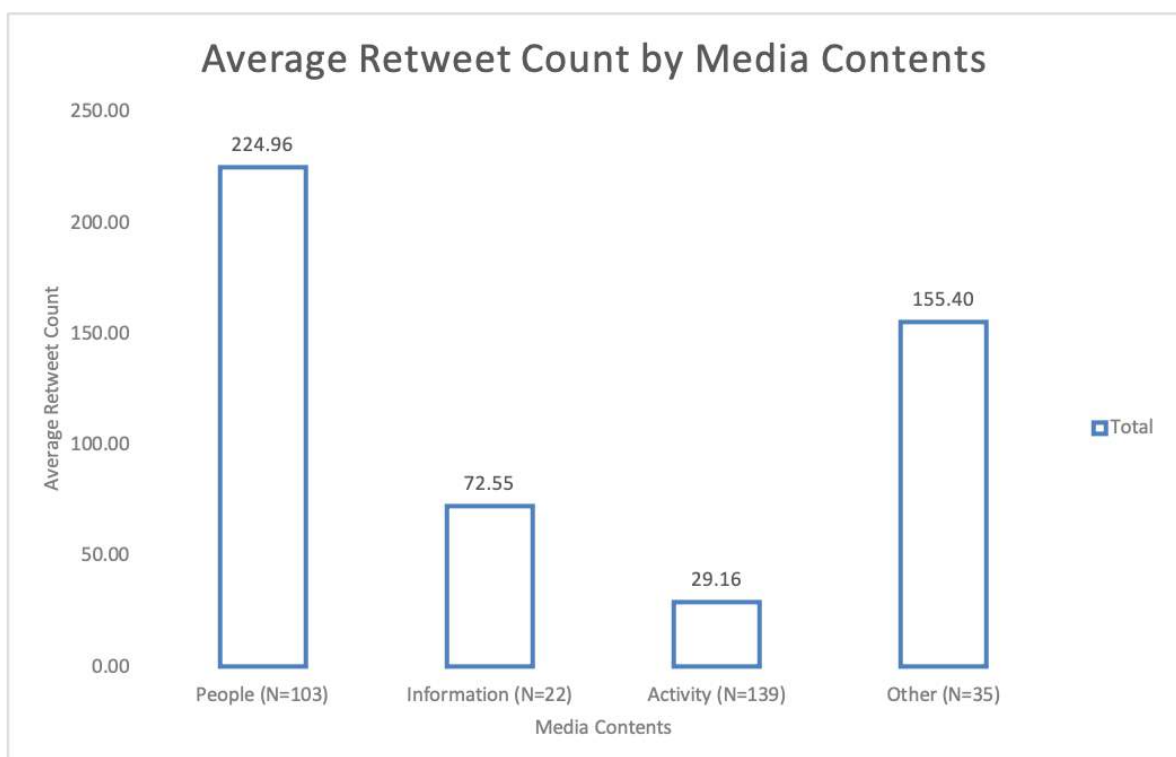
# MEDIA CONTENT

## ACTIONABLE INSIGHT

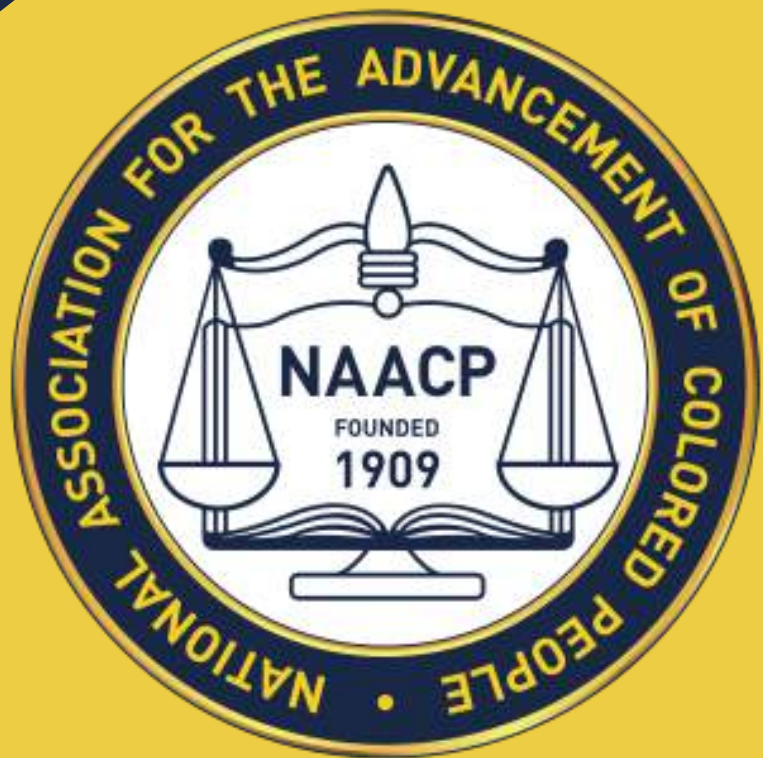
The “people” value had the highest average retweet count but it doesn’t have the highest count of tweets. Instead the “activity” value has the highest tweet count but the least amount of average retweets. The “other” value has the second to lowest tweet count but it’s average retweet count is second to the “people” value with a 36.58% difference. This may be due to people wanting to only retweet posts that include people they know and admire. These category of posts mainly include influencers/celebrities, civil rights activists, members of the NAACP or similar organizations, regular social media users, etc.

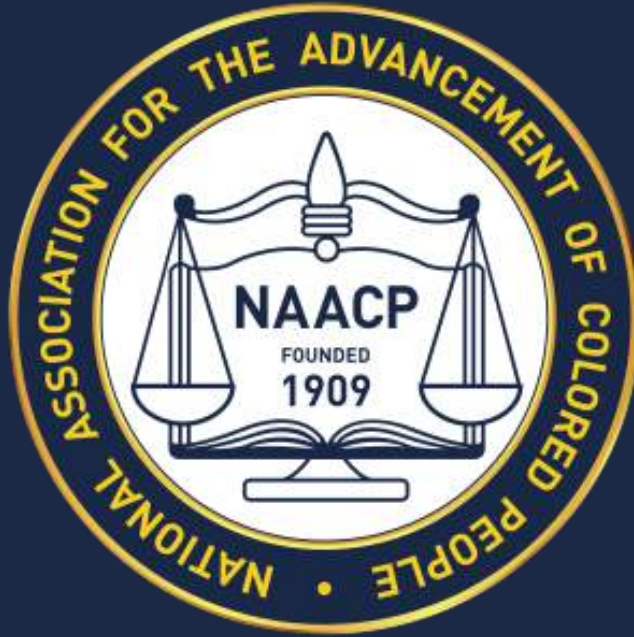
## RECOMMENDATION

NAACP should place a focus on creating tweets that involve people that their audience would engage with, such as influencers/celebrities, civil rights activists, members of the NAACP, etc.



# EARNED DATA





# **CROSS PLATFORM - ORGANIZATION - CONVERSATION**



# DEMOGRAPHICS

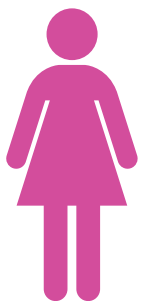
## TIME FRAME

January 1, 2020 – October 20, 2020

## VOLUME

With 2 million total mentions, Twitter stands out by far with the most mention by volume. The other content sources platforms do not compare and show enough mentions. Twitter has above a 1.5 million total mention volume with 1601109 mentions. The News has the second highest mention volume with 271657 mentions. Finally, Reddit has 48,998 mentions which is below the 500k mark.

## AUDIENCE



49%  
Female



51%  
Male

## PLATFORMS USED



TWITTER



REDDIT

## GEOGRAPHY

United States: 80%

United Kingdom: 4%

Canada: 3%

## MOST ENGAGEMENT

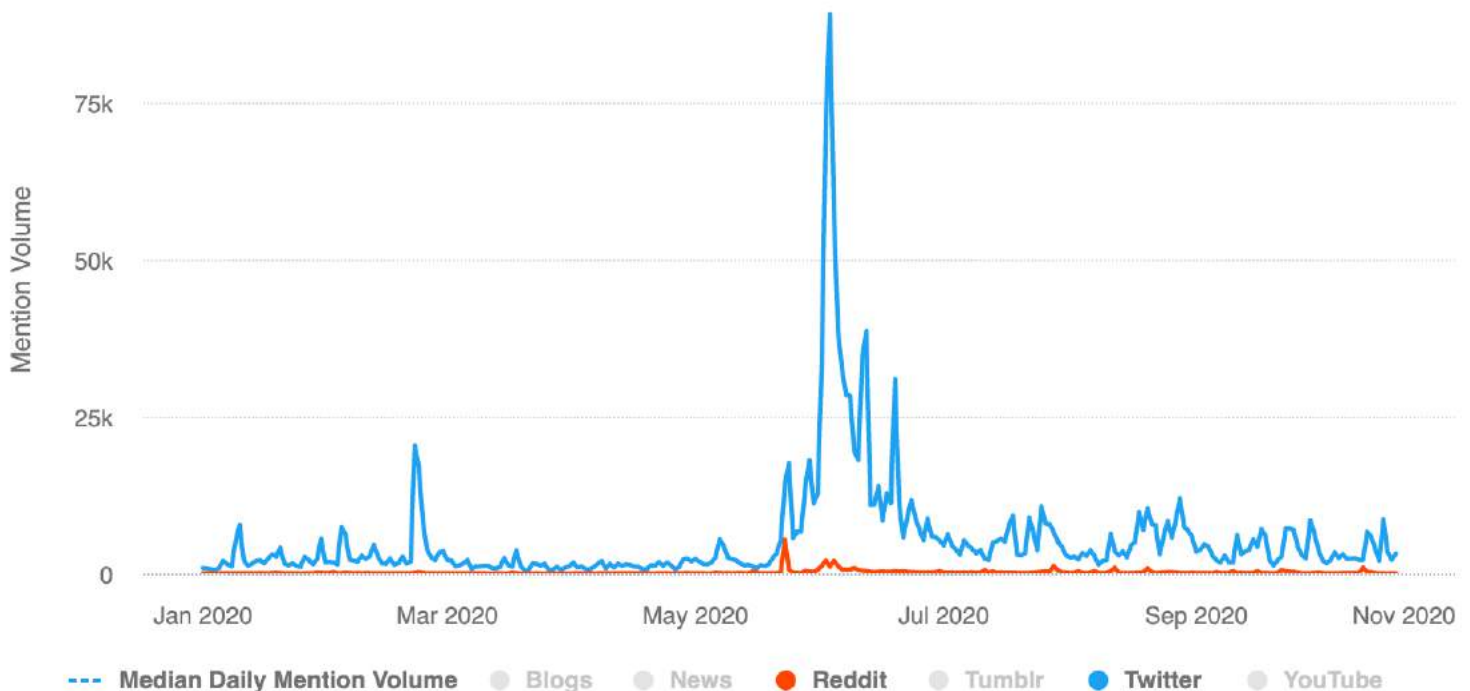


This Twitter post has the most overall engagement.



# SPIKE ANALYSIS

Content Sources Over Time



## ACTIONABLE INSIGHTS

### TWITTER

There is a small peak for Twitter on **February 22-February 23rd**. This spike shows high social media activity on Twitter leading up to and following the NAACP Image Awards. This took place during Black History month and the common hashtag is #naacpimageawards. **May 28th-June 15th** has the highest spike on Twitter. The common theme is Black Lives Matter with hashtags including #blacklivesmatter, #wearedonedying, and #justiceforgeorgefloyd. This overall theme is against police brutality and is calling the United States to make a change and recognize that the mistreatment of black people is a human rights violation. This spike occurred around the time of the death of George Floyd, which explains why this hashtag and posts demanding change had high social media activity. Another small peak can be seen on **June 12th** containing shares and posts about the anniversary of the assassination of Medgar Evers. This gained attention because he was an NAACP leader. Another spike can be seen on **June 17th-June 20th** with the hashtag #stophateforprofit. This hashtag started trending and had many mentions around the conversation of Facebook advertising and profiting off of hate based on racism.

### REDDIT

**May 23rd-24th** has the highest spike on Reddit. There were 5354 mentions on one Reddit thread. The main themes of the Reddit posts are civil rights and black lives matter. This particular thread received a lot of social media activity because it was in response to a current event of a black man being brutally beaten and assumed to be a burglar.

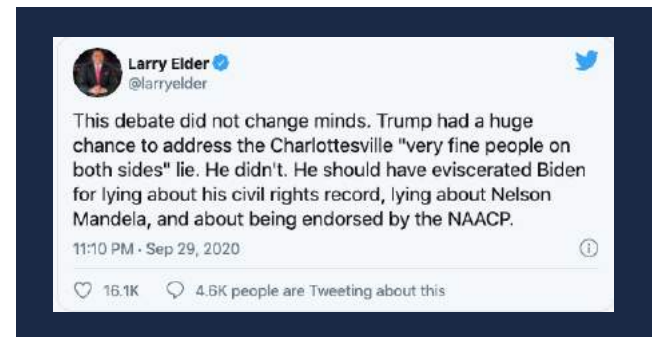
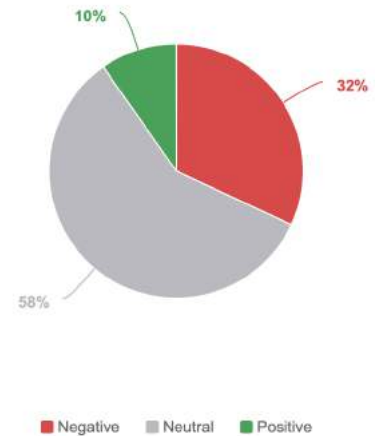
# SENTIMENT | EMOTION

## CONVERSATIONS

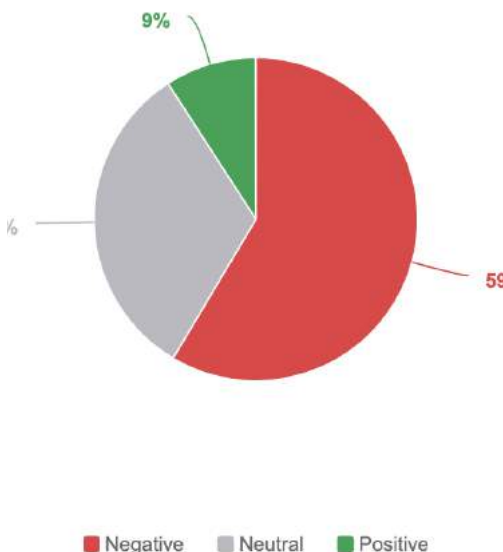
### CIVIL RIGHTS

The sentiment of the content on Twitter with the filter Civil Rights shows 58% Neutral, with 34606 mentions. The Twitter content also shows 10% of the total mentions have a positive sentiment with 5775 mentions and 32% negative sentiment with 18970 mentions. The main topics of this theme are civil rights movements, civil rights leaders, civil rights activists, civil rights groups, civil rights organizations with conversations centering around these. There is not a common theme for the neutral posts, but since negative sentiment is the second highest sentiment, conversations are centered around Civil Rights and advocacy groups, organizations, and the flaws within the systems, etc. The top posts are by Larry Elder on Twitter. He has the most mentions and followers that increased engagement. The top post can be seen to the right.

Twitter Sentiment- Civil Rights



Reddit Sentiment- Civil Rights



When analyzing the conversation of Civil Rights on Reddit, there are 1994 total mentions and the trending topics are black lives matter, civil rights marches, and black people. There is a 32% neutral sentiment with 644 mentions, 9% positive sentiment with 182 mentions, 59% negative sentiment with 1167 mentions. The overall conversations for the negative sentiment is about Robert Byrd and the controversy around his membership in the KKK and then how he devoted his life to helping the civil rights movement. Many people had negative sentiment about how the NAACP praised him at his funeral because he was a former KKK member.

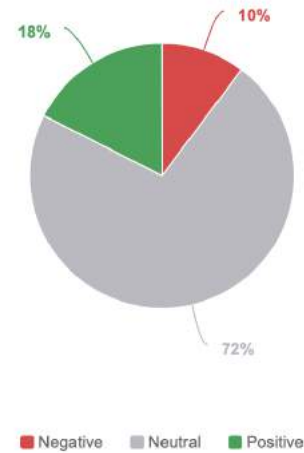
# SENTIMENT | EMOTION

## CONVERSATIONS

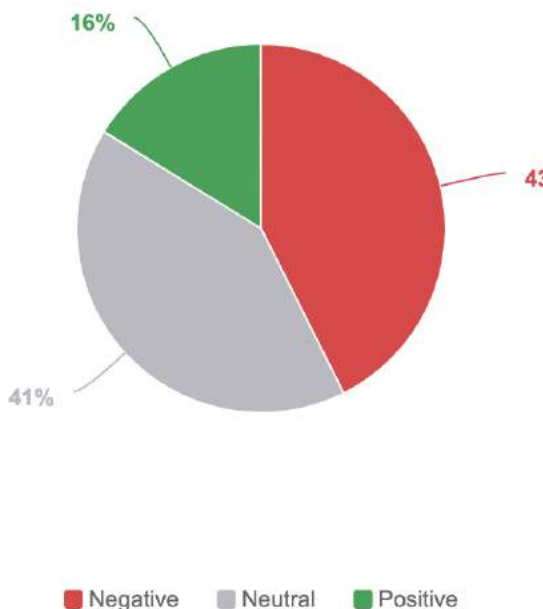
### BLACK LIVES MATTER

The second conversation is Black Lives Matter. When analyzing the sentiment through Twitter, there were 108K mentions where 72% of the mentions had a neutral sentiment with 77728 mentions. The mentions also had an 18% positive sentiment with 18850 mentions and a 10% negative sentiment with 11047 mentions. The neutral sentiment has a large amount and the most mentions. Many of the posts, as seen in the top post to the right, are about donations and raising money for the NAACP and Black Lives Matter. These neutral posts discuss the donations made and the benefits from it.

Twitter Sentiment- Black Lives Matter

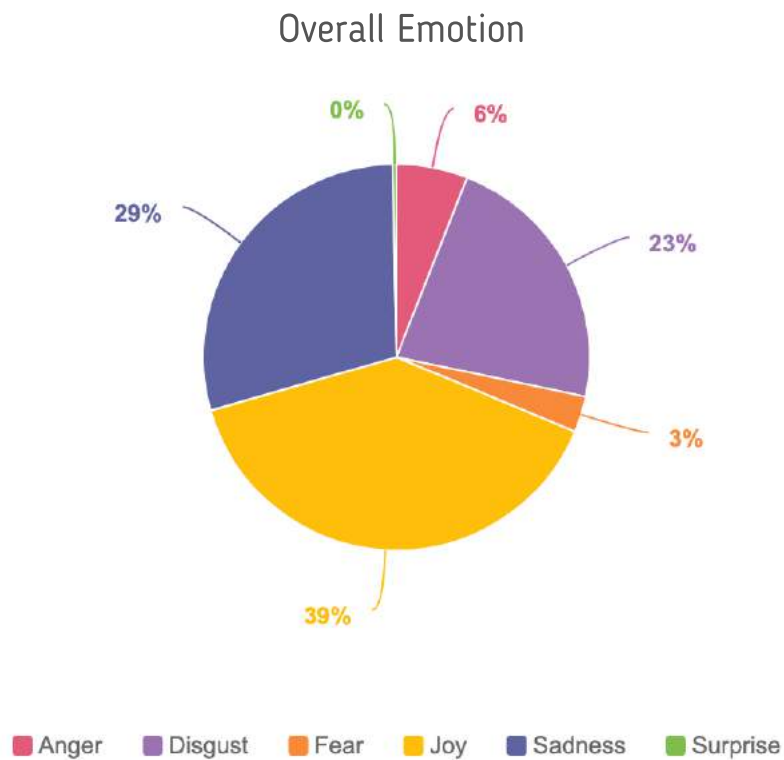


Reddit Sentiment- Black Lives Matter

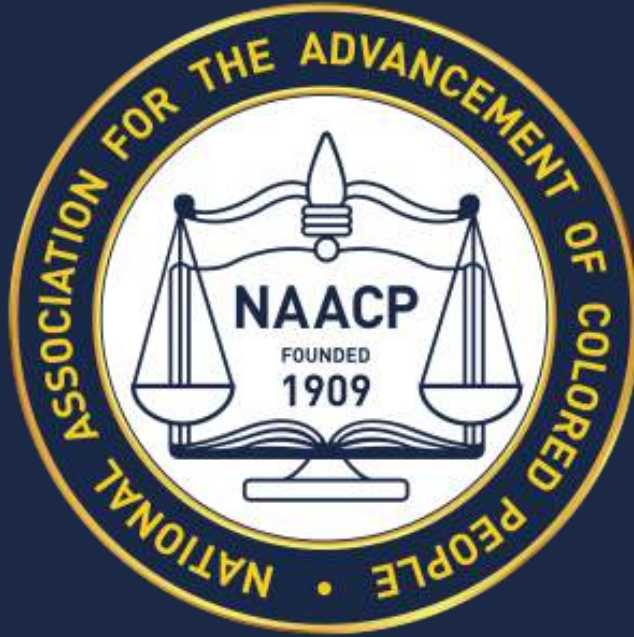


When analyzing the Black Lives Matter theme in terms of Reddit rather than Twitter, it is the same demographics with only 1211 total mentions. The mentions have a 41% neutral sentiment with 498 mentions, 16% positive sentiment with 196 mentions, and 43% negative sentiment with 515 mentions. The negative sentiment has the most mentions with the overall conversations being negativity around the organization Black Lives Matter, the protests around the movement, and the All Lives Matter as a racist reaction.

# EMOTION



As seen in this chart, the more negative sentiments have the highest total mention volumes. Joy has 39% mention volume while the other categories combined are negative emotions.



# **CROSS PLATFORM - TOPIC - CONVERSATION**



# DEMOGRAPHICS

## TIME FRAME

January 1, 2020 - October  
20, 2020

## VOLUME

Across all platforms:

(Youtube, Twitter, Reddit, Tumblr, Facebook, Blogs,  
Instagram, News, Reviews, Forums)

1,100M Total Mentions

1,303,081M Total Reach

7,390,404M Total Impressions

## PLATFORMS USED



TWITTER

910M Mentions



REDDIT

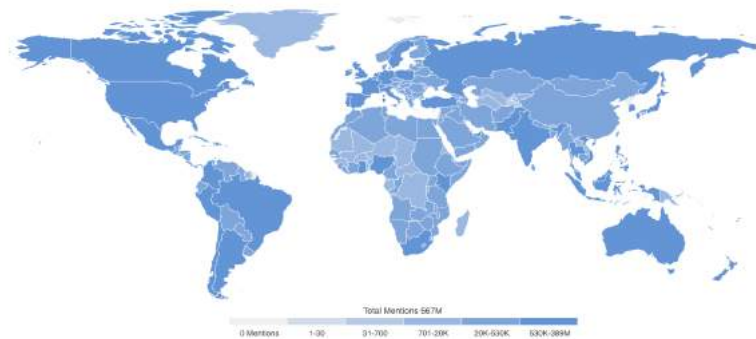
37M Mentions

## GEOGRAPHY

United States: 62%

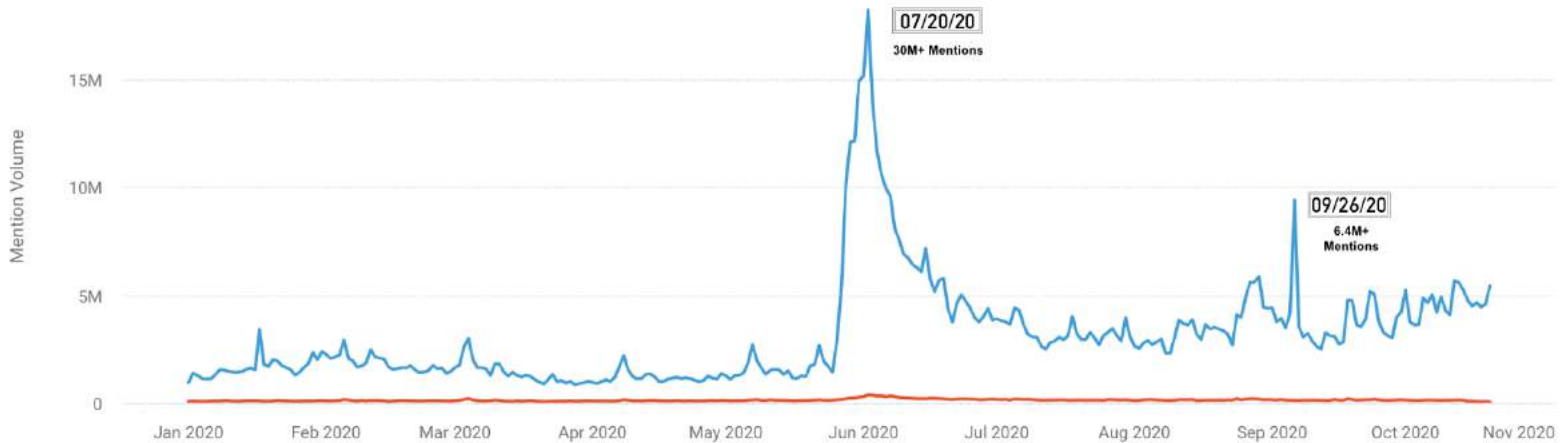
United Kingdom: 8%

India: 4%



# SPIKE ANALYSIS

## Content Sources Over Time



There is a distinct difference between the mention volume between Twitter and Reddit. May 28th - Jun 7th and in Sep 2020 there was a significant spike in Twitter's mention volume and Reddit saw it's biggest peak then as well, but no where near the same volume. The reason for this spike was due to death of George Floyd. It led to a 601% increase in volume on the NAACP's Twitter page. The trending hashtags on Twitter in that time frame were #blacklivesmatter, #georgefloyd, and #blm. Reddit experienced a much smaller peak but around the same time as Twitter's first spike, Reddits mention volume was 220% higher then usual. The second spike seen in September of 2020 on Twitter comes from a large amount of mentions with the hashtag #artistofthesummer, volume was 296% higher then usual.

**Kelvin11**  
@KelvinCasamayor

.@CNN's @DonLemon: There are two major crises in this country tonight, two deadly viruses killing Americans: #COVID19 and #racism.

#BlackLivesMatter  
#JusticeForGeorgeFloyd



**T. H. EL**  
@swearvinearvin

The #Modesto protest was nothing but peaceful. We marched for 10 miles without starting problems. Here's proof of how peaceful it was. Swat showed up after the protest and started inciting violence. #GeorgeFloyd #modestomarch #California #BlackLivesMatter #NoJusticeNoPeace



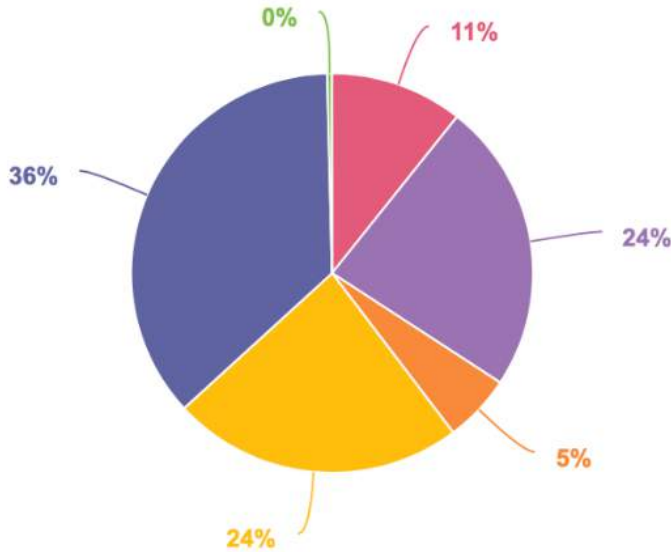
9:32 PM · May 31, 2020 from Modesto, CA  
1.1K 536 people are Tweeting about this

## ACTIONABLE INSIGHT

The #BlackLivesMatter hashtag mention increases around major news events related to race, violence and criminal justice and is often used in conjunction with the NAACP social media pages.

# SENTIMENT | EMOTION

## Emotion



Anger Disgust Fear Joy Sadness Surprise

The most notable emotions towards the topic are **sadness** (36%), **joy** (24%), and **disgust** (24%).

**Alexandria Ocasio-Cortez** @AOC  
US House candidate, NY-14

White supremacy is a belief system based on the idea that ppl of color, esp Black ppl, are fundamentally illegitimate as equal citizens or human beings.

Calling into question the citizenship of elected officials of color, esp when the answer is obvious, is one way it manifests.

6:51 PM · Aug 13, 2020

187.4K 39.5K people are Tweeting about this

## Sentiment

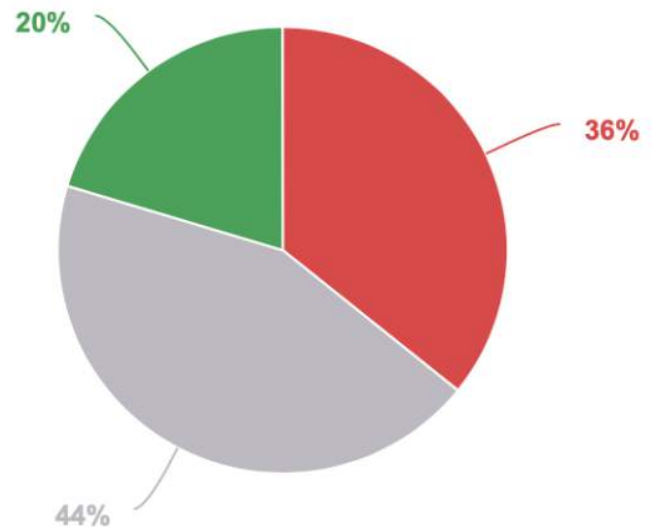
**Candace Owens** @RealCandaceO

Black Lives Matter and Antifa activists are what happen when a society gives birth to an entire generation of spoiled rotten brats who have never experienced any real suffering.



7:20 PM · Aug 25, 2020

64.3K 22.1K people are Tweeting about this



Negative Neutral Positive

The overall sentiment of the conversation is predominantly **neutral** (44%). There is a smaller amount of **positive** sentiment (20%) in comparison to **negative** (36%).

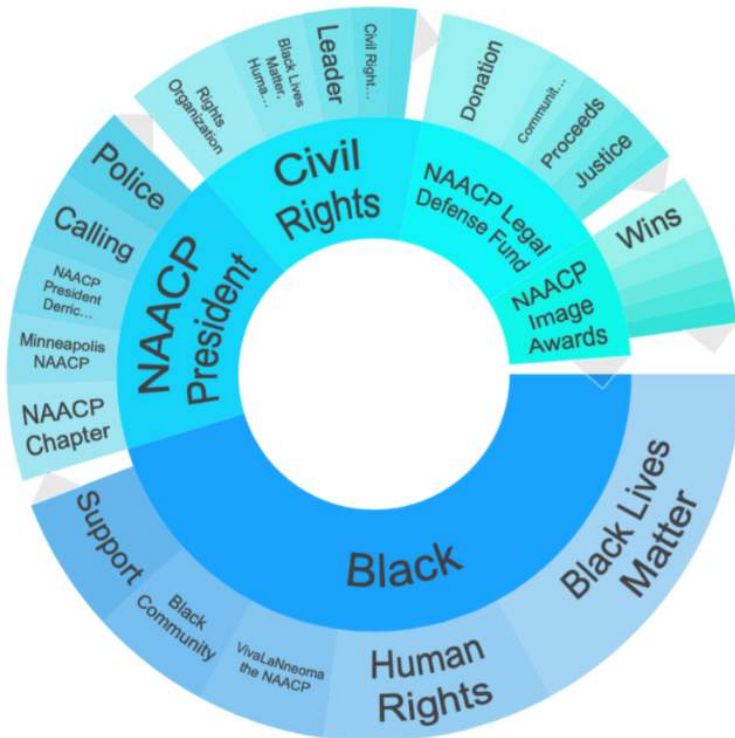
## ACTIONABLE INSIGHTS

Overall, sentiment for NAACP across all platforms is mostly neutral. Emotions in conversations vary depending on current events and past events.



# TOPIC BREAKDOWN

## ORGANIZATION



### Top Trending Topics

1. Black people (230 posts)
2. Mentions of NAACP President involvement within local and national communities (93 posts)
3. Civil Rights (73 posts)

### ACTIONABLE INSIGHT

The NAACP's current audience is already engaging with topics relating to their organization.

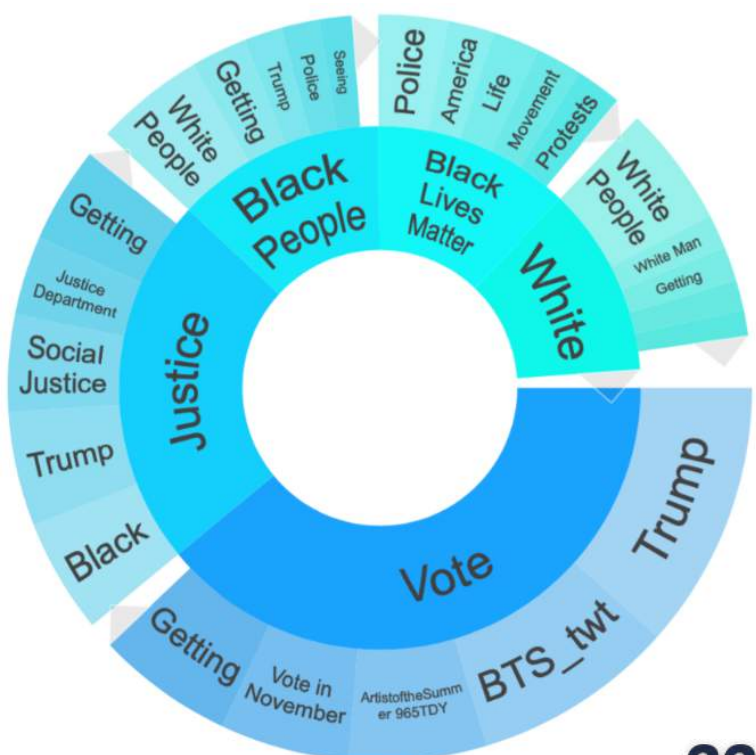
### Top Trending Topics

1. Voting in the 2020 elections (244 posts)
2. Justice for those affected by police brutality (144 posts)
3. Black People (82 posts)

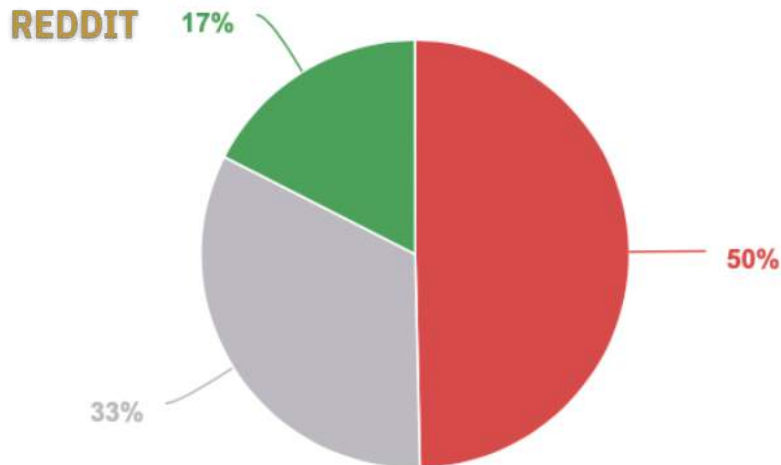
### ACTIONABLE INSIGHT

The NAACP's potential audience are already discussing topics that relate to the mission of the organization in terms of civil rights and equality.

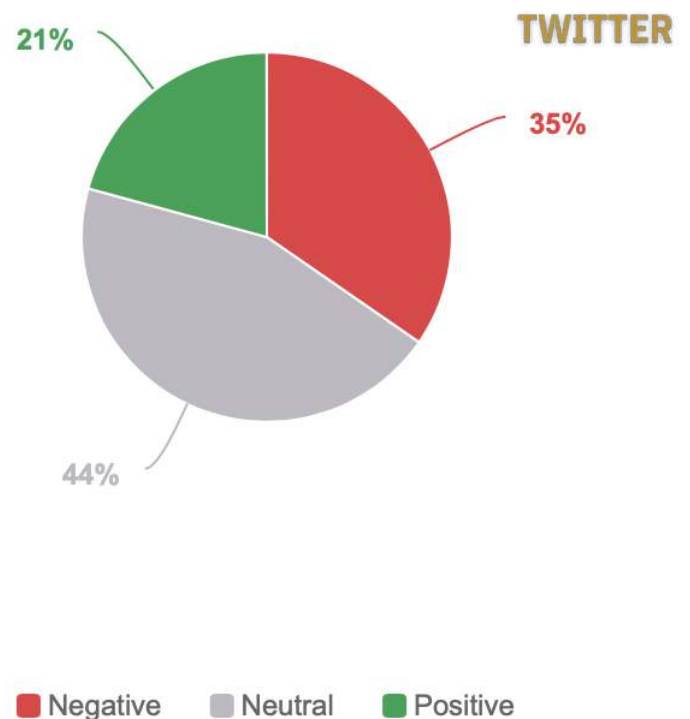
## TOPIC



# SENTIMENT BY PLATFORM



Reddit's overall sentiment is mainly **negative** taking up 50% of the conversation. There is a much smaller amount of **positive** posts (17%) compared to **negative** (33%).



Twitter's overall sentiment is mainly **neutral** at 44%. There are less **negative** posts than Reddit but it still makes up about 35% of all posts. And only 21% of all posts are **positive**.

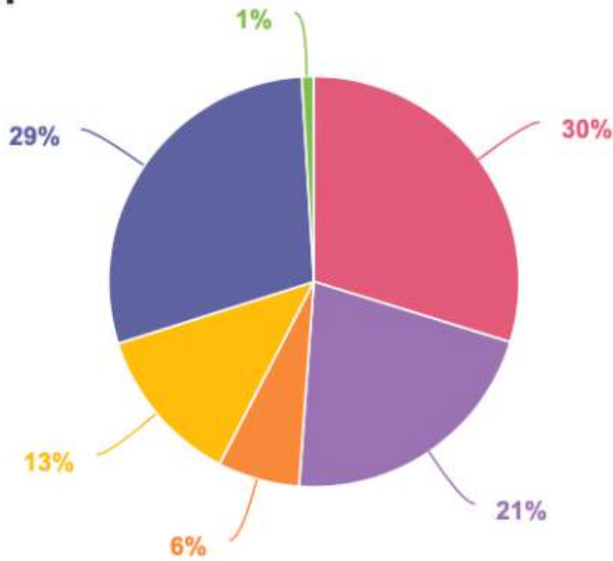
## ACTIONABLE INSIGHT

The topic sentiment varies slightly across both platforms as posts are predominantly **neutral** on Twitter and **negative** on Reddit.



# EMOTION BY PLATFORM

## REDDIT

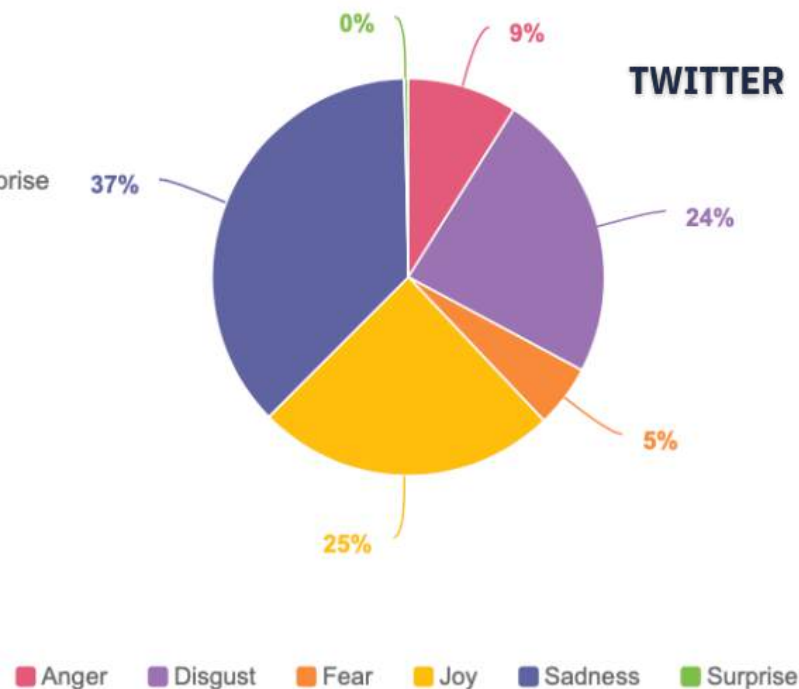


The most common identifiable emotions on Reddit's platform are **anger** (30%), **sadness** (29%), and **disgust** (21%).

■ Anger ■ Disgust ■ Fear ■ Joy ■ Sadness ■ Surprise

On Twitter the most notable emotion is **sadness** with 37% of all posts. 25% of posts are noted as the emotion **joy** and 24% are identified as **disgust**.

## TWITTER



■ Anger ■ Disgust ■ Fear ■ Joy ■ Sadness ■ Surprise

## ACTIONABLE INSIGHT

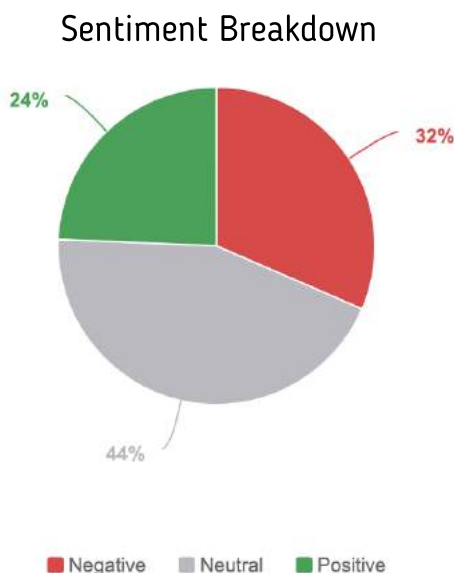
The topics discussed by the NAACP focus on human equality and the struggle for basic civil rights. These are topics that incite emotions of sadness and disgust which can be seen as notable emotions across both platforms. There is an opportunity for the NAACP to incite more positive emotions through their posts and instill a better sense of hope and/or joy within their audience.

# CUSTOM CLASSIFIERS

Using artificial intelligence through Brandwatch, we created custom classifiers to help organize and filter our topic data for NAACP. We organized the mentions into subcategories based on the content in the tweet. We trained the mentions to fit the subcategories, “Justice,” “Black Lives Matter,” and “Civil Rights.” These subcategories were chosen based on common themes within our dataset. An additional subcategory “Other” was added to train the irrelevant mentions that may mess up the data. We then applied these custom classifiers to different aspects of our data to analyze and study the data based on these different themes.

## JUSTICE

This subtopic generally contains conversations about fighting for justice, which is fitting because of the police brutality and protest that occurred during this time frame. All sentiments around this conversation are about standing for justice. Mentions containing negative sentiments talk about the fight for justice in terms of protesting while the neutral sentiment has mentions that just focus on the fight for justice in general. Mentions with a positive sentiment are generally encouragements to stand for justice and the progress that is being made.



**Top Hashtags include:** #blacklivesmatter and #georgefloyd

**Trending Topics:** Supreme Court, Justice Department, Social Justice

**Top Influencers:** @Jim\_Jordan and @RonnyJackson4TX

## RECOMMENDATION

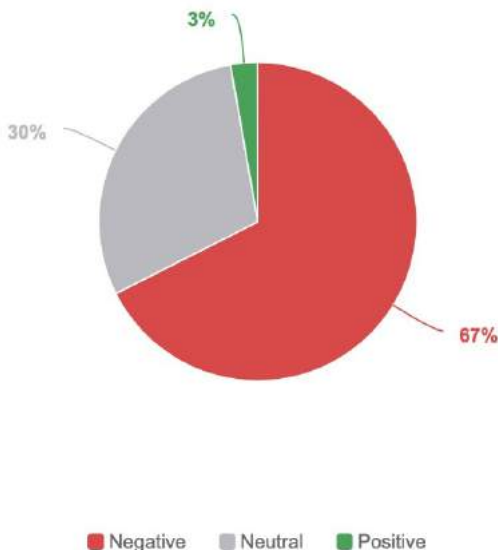
Since trending topics and conversations have to do with social justice in reference to the events that took place over the given timeline, NAACP should continue to call out and bring attention to injustice with the intent to make a change. They should do this to increase neutral sentiments around the conversation of justice.

# CUSTOM CLASSIFIERS

## CIVIL RIGHTS

This subtopic generally contains conversations about the importance of human and civil rights. Many of the mentions discussed the wrongfulness of treating people based on their identity. The sentiments around this conversation are about advocating for civil rights. Mentions containing negative sentiments talk about the fight for equal rights in terms of dismantling systemic racism while the neutral sentiment focuses on civil rights activism in general. Mentions with positive sentiment are generally about the strides of civil rights work and activism currently and in the past.

Sentiment Breakdown



**Top Hashtags include:** #atrocidity and #blacklivesmatter

**Trending Topics:** white supremacy, sexuality, police brutality

**Top Influencers:** @JustinHendrix and @lamSophiaNelson

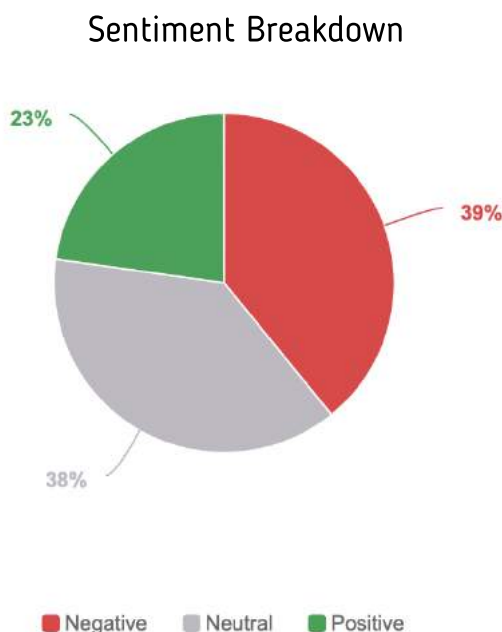
### RECOMMENDATION

Since trending conversations concern civil rights activism from the past and recent times that took place over the given time frame, NAACP should show their efforts that call out and bring attention to civil rights injustices. They should do this to increase positive sentiments around the conversation of civil rights.

# CUSTOM CLASSIFIERS

## BLACK LIVES MATTER

This subtopic consists of conversations surrounding the black lives matter movement in the United States. The majority of the mentions within this topic surround the murder of George Floyd and the protests that erupted due to the unjust treatment of black lives, specifically through police brutality. The sentiments around this conversation are mostly negative and neutral. Mentions with neutral sentiments are generally people educating others on police brutality and the civil rights movement, as well as people giving their support towards the BLM movement. The sentiments that are mainly negative involve peoples feelings of anger towards the innocent lives taken by police brutality.



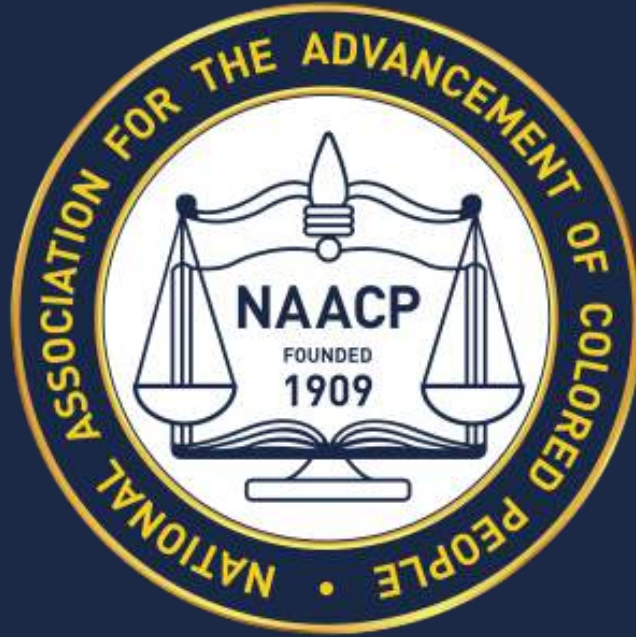
**Top Hashtags include:** #blacklivesmatter, #blm, #georgefloyd, #icantbreathe

**Trending Topics:** Black lives matter movement, black people, George Floyd

**Top Influencers:** @BTS\_twt and @YourAnonCentral

### RECOMMENDATION

Trending conversations concern the unjust treatment of black people and the innocent lives taken by police brutality. The NAACP should continue to show their support of the BLM movement and create uplifting posts throughout social media to increase positive sentiment on the topic.



# **TWITTER - COMPETITION - CONVERSATION**



# COMPETITION ANALYSIS

JANUARY 1, 2020 - OCTOBER 20, 2020

	RAINBOW PUSH COALITION	NATIONAL URBAN LEAGUE	AMERICAN CIVIL LIBERTIES UNION	NAACP
<b>VOLUME</b>	5173 Posts	16,930 Posts	4,913,599 Posts	1,955,698 Posts
<b>GENDER</b>	50% Male 50% Female	49% Male 51% Female	49% Male 51% Female	51% Male 49% Female
<b>PLATFORM</b>	Twitter 94% News 3% Reddit 3%	Twitter 79% News 4% Reddit 17%	Twitter 99% News ~0% Reddit 1%	Twitter 97% News ~0% Reddit 3%
<b>SENTIMENT</b>	Neutral 72% Positive 16% Negative 12%	Neutral 58% Positive 12% Negative 30%	Neutral 52% Positive 8% Negative 40%	Neutral 61% Positive 14% Negative 25%

**PEAK ENGAGEMENT TIME FRAME: MAY 28, 2020 - JUNE 15, 2020**

## KEY INSIGHTS

The NAACP has a similar gender split (51% male and 49% female) in comparison to its competitors that for the most part have approximately a 50/50 gender split.

The American Civil Liberties Union (ACLU) has the larger voice on Twitter in comparison to the NAACP and its competitors. However, the NAACP is talked about more on other platforms, like Reddit, than ACLU.

The NAACP has less negative sentiment and almost double the amount of positive sentiment compared to its top competitor, ACLU.

# SPIKE ANALYSIS

**JANUARY 1, 2020 - OCTOBER 20, 2020**

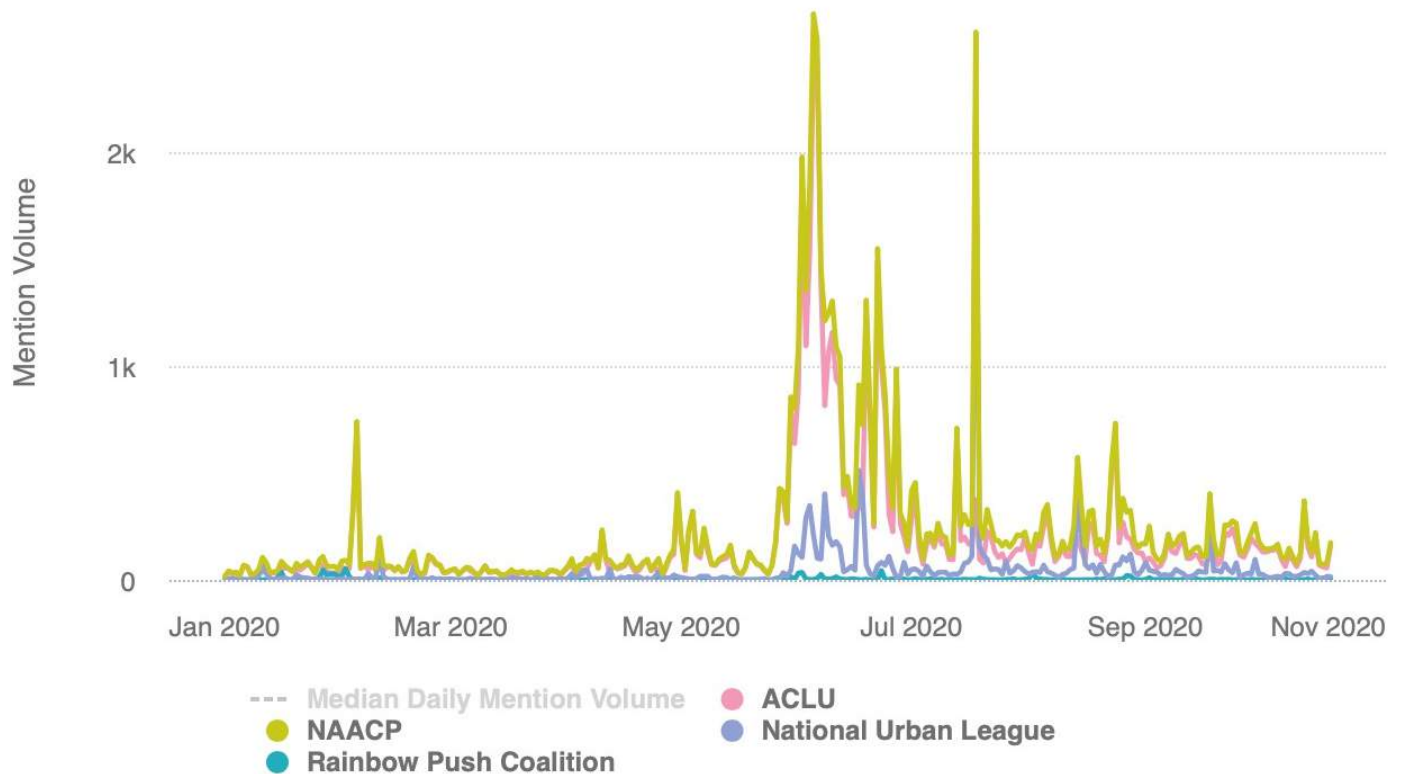
**PEAK ENGAGEMENT TIME FRAME: MAY 28, 2020 - JUNE 15, 2020**

**RAINBOW PUSH  
COALITION**

**NATIONAL URBAN  
LEAGUE**

**AMERICAN CIVIL  
LIBERTIES UNION**

**NAACP**



## KEY INSIGHTS

NAACP, ACLU, National Urban League, and Rainbow Push Coalition all exhibit spikes during the same time, which is from May 28-June 15, 2020. NAACP's competitors are non-profit organizations with similar missions and visions concerning civil rights and liberties, which explains why the peak engagement is the same. NAACP is responsible for the highest spike during the peak engagement time frame. ACLU had the second highest spike.

The spike in engagement during the peak time was conversation in response to white supremacy in to the killings of George Floyd and Ahmaud Arbery.

# EARNED DATA RECOMMENDATIONS

## ORGANIZATION

We recommend that the NAACP continue to utilize Twitter as a platform to share information and discuss voting, justice, and civil rights topics. There is a large amount of people interested in these topics on that platform, especially during the peak time frame.

## TOPIC

Key topics related to Black Lives Matter movement and Civil Rights cause engagement spikes. We recommend placing a focus on those topics, specifically when there is a spotlight throughout social media on racial injustices across our nation.

Conversations around the NAACP involve emotions of sadness and disgust, specifically around social injustice protests that occurred in the summer of 2020. The NAACP should place a focus on instilling a sense of hope/joy to increase positive sentiment across all platforms and even out the conversations to drive engagement.

## COMPETITION

Similar to its competitors, the NAACP currently has a 51% male and 49% female split. Because the focal topics of these organizations are justice, civil rights, and voting, we recommend continuing with a gender neutral tone that people trust and follow. Although the NAACP does not have the largest presence on Twitter among its competitors, it allows their current audience to express their sentiment through retweets/reshares.

# ACTIONABLE RECOMMENDATIONS

## START MENTIONING MORE PEOPLE!

The NAACP should place a focus on involving more people in their posts throughout platforms, such as influencers, activists, members of the NAACP, etc. This came from twitter engagement data related to media contents. Doing this will drive the engagement of existing audiences.

## KEEP TALKING ON CURRENT EVENTS & TRENDING TOPICS

The NAACP has benefitted greatly by creating content that involves their stance on current events and trending topics. This comes from earned data related to NAACP topic data. Stating your opinion on these topics will engage existing users and potentially a new audience.

## CREATE A GREATER PRESENCE ON TWITTER & REDDIT

The NAACP lacks a large audience on Twitter in comparison to competitors, such as the ACLU. Competition data shows that the NAACP lacks presence within these social media platforms. The NAACP also needs to place a focus on expanding their presence on Reddit to increase engagement across all platforms.

## HAVE MORE CONTENT THAT INCLUDES IMAGES

The NAACP should use more images in their posts to drive engagement among their current audience and draw people in to increase engagement for a potential audience. The main focal point of these posts should be the image itself to catch the eye of the user. This can be seen by the Twitter Engagement data under engagement by media type, which shows that images promote the most engagement.

# APPENDIX

BOOLEAN SEARCH STRINGS FROM BRANDWATCH

## ORGANIZATION SEARCH

NAACP OR naacp OR @naacp OR #naacp

## TOPIC SEARCH

“black lives matter” OR blm OR #blacklivesmatter OR #blm OR justice OR #justice OR “human rights” OR #humanrights OR “civil rights” OR #civilrights OR black OR #black OR “black history” OR #blackhistory OR equality OR #equality OR #wearedonedying OR “we are done dying” OR #voterrights OR #votingrights OR #allinforvoting OR #votingrightsact OR #vote OR #blackvotesmatter OR #ourlivesdependontit OR “vote” OR “voting rights” OR “voter rights” OR #votersuppression OR “voter suppression” OR #nonstopnovember OR #savetheusps OR “save the USPS” OR #blackvotesmatter OR #nojusticenopeace OR “no justice no peace” OR #systemicracism OR “systemic racism” OR #policebrutality OR “police brutality” NOT (“black color” OR “color black” OR “black and white”)

## COMPETITION SEARCH

aclu OR @aclu OR #aclu OR #americancivillibertiesunion OR “rainbow push coalition” OR @rainbowpushcoalition OR #rainbowpushcoalition OR @nationalurbanleague OR #nationalurbanleague OR “national urban league”



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