THORN

FINAL REPORT

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TABLE OF CONTENTS

THORN

Who Are We?

Thorn is a non-profit organization fighting to end online child sex trafficking

Mission

Thorn's mission is to build technology to defend children from sexual abuse online by eliminating all child sexual abuse material from the internet

Purpose & Desired Outcome

To analyze Thorn's ability to effectively reach a broad, yet engaged, audience. We hope to identify trends in effectiveness of posting time, type of content (text, visual, interactive, etc.) and overall TOV. Ideally we would like to learn how to take the analytics we gather and turn them into increased engagement

EXECUTIVE SUMMARY

- Our goal was to analyze which metrics are most effective in increasing reach leading to increased engagement.
- Twitter is the social media platform where Thorn gets the most traffic from users.
  - We measured their engagement success through Brandwatch by examining replies, retweets, and mentions.
- We looked at Thorn's data from January 1st, 2020- August 31, 2020.
- One of the main business problems is that they don't have a large variety of media types and are not utilizing the media types that are most successful.
  - We looked at engagement by media type and replies by media type, and we found they get the most engagement when their media includes video, but it only takes up 6% of the media types they use.
- Missing Kids is their main competitor. Missing Kids accounts for 85.5% of the posts in the topic of children sex trafficking.
  - Thorn's post volume is about 15% that of Missing Kids, so Thorn must post more in order to have more voice in that category

OWNED DATA: ENGAGEMENT
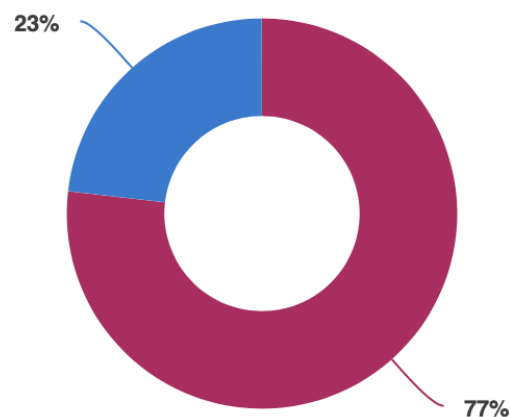
OWNED DATA

Overview

- Analyzed Thorn's Twitter account, @thorn, from January 1st, 2020 to August 31st, 2020
- Goal: analyze the account's engagement rates and determine possible recommendations to improve the overall engagement rate along with engagement consistency
- Looked into the demographics and geography of the audience, volume rates and owned data types of the Twitter account
- Answered questions such as: What is Thorn's most popular media type? What days and times garner the most engagement? What are some trending topics that could drive higher engagement?
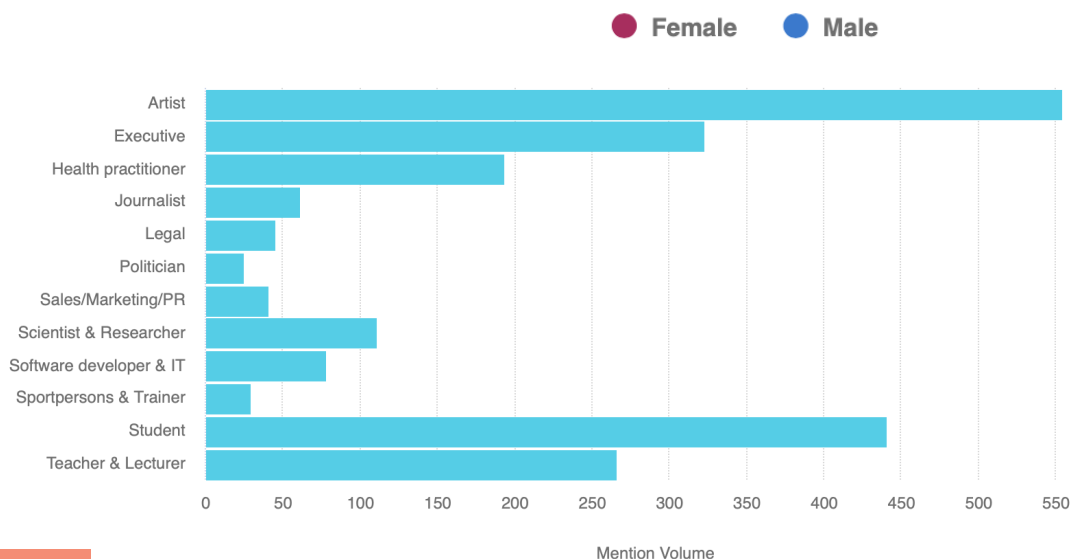
OWNED DATA
AUDIENCE

Demographics

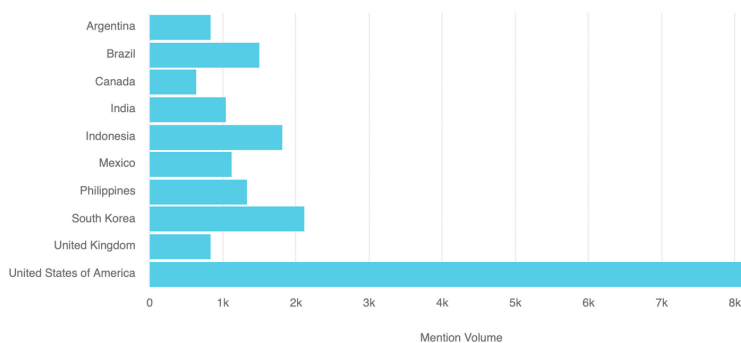77% of @Thorn's mentions originated from women vs 23% came from men

23%

77%

● Female ● Male

The audience's top 3 professions are artists, students and executives

Profession	Mention Volume
Artist	
Executive	
Health practitioner	
Journalist	
Legal	
Politician	
Sales/Marketing/PR	
Scientist & Researcher	
Software developer & IT	
Sportpersons & Trainer	
Student	
Teacher & Lecturer	

Mention Volume

Geographics

Over 8k of @Thorn's mentions originated from the United States

Country	Mention Volume
Argentina	
Brazil	
Canada	
India	
Indonesia	
Mexico	
Philippines	
South Korea	
United Kingdom	
United States of America	

Mention Volume

ashton kutcher
@aplusk

Thank you @BTS_twt and the army for the love for @thorn
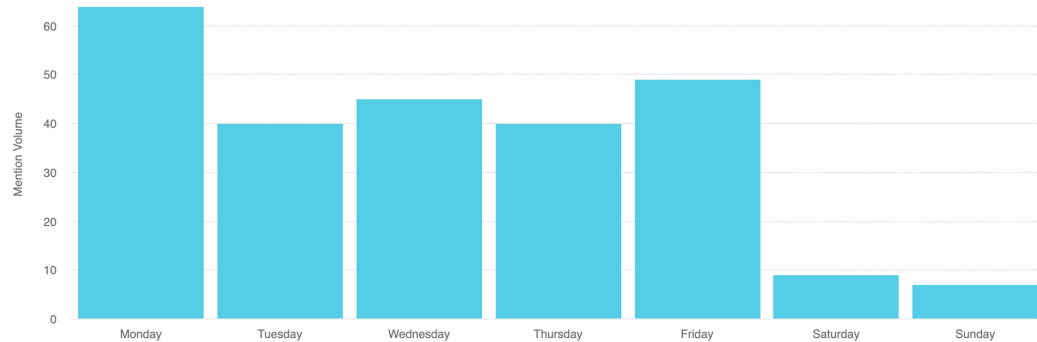
🐦 Twitter · 30 Jan · Reach 8M

The top Tweet from the United States came from Ashton Kutcher, reaching 8M users
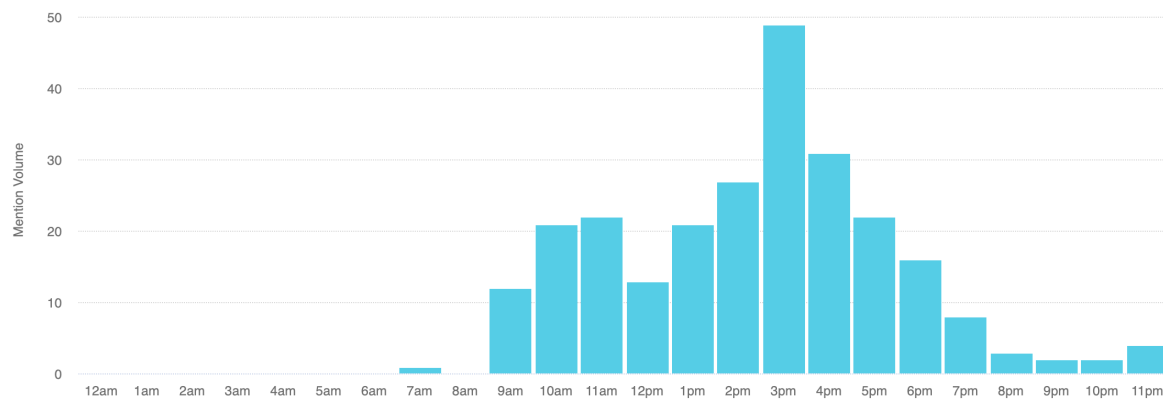
OWNED DATA
VOLUME

Volume by Weekdays

@Thorn's followers are more active during the first half of the week, primarily on Mondays
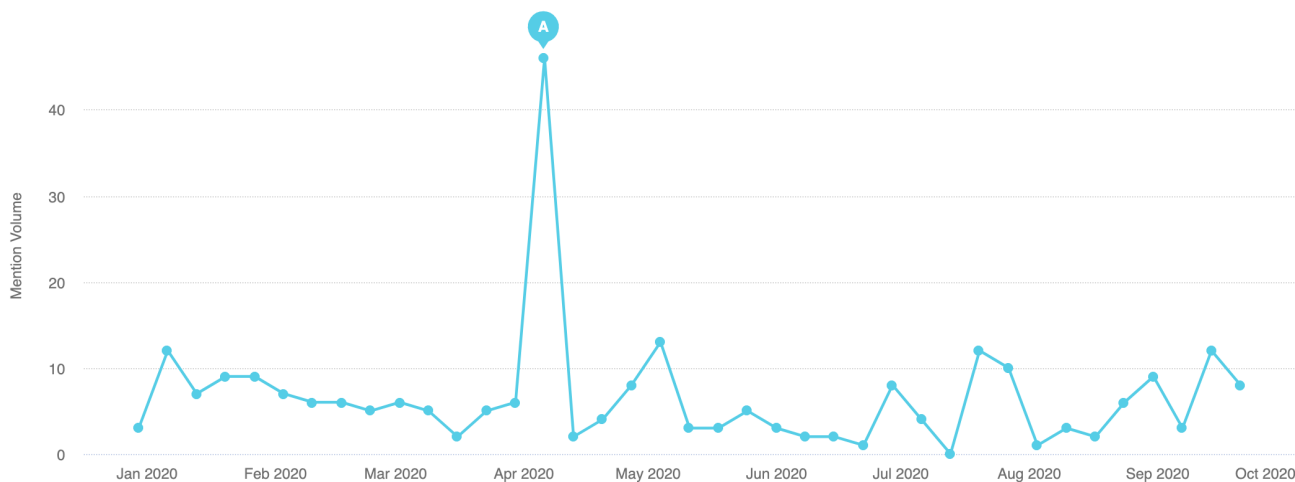

Volume by Time

@Thorn's followers are more active during the middle of the day and late afternoon, primarily 3-4pm

OWNED DATA

VOLUME

Volume over time

Tweets from @thorn were at an all time high in April 2020.
This is likely due to the launch of their application "Safer"
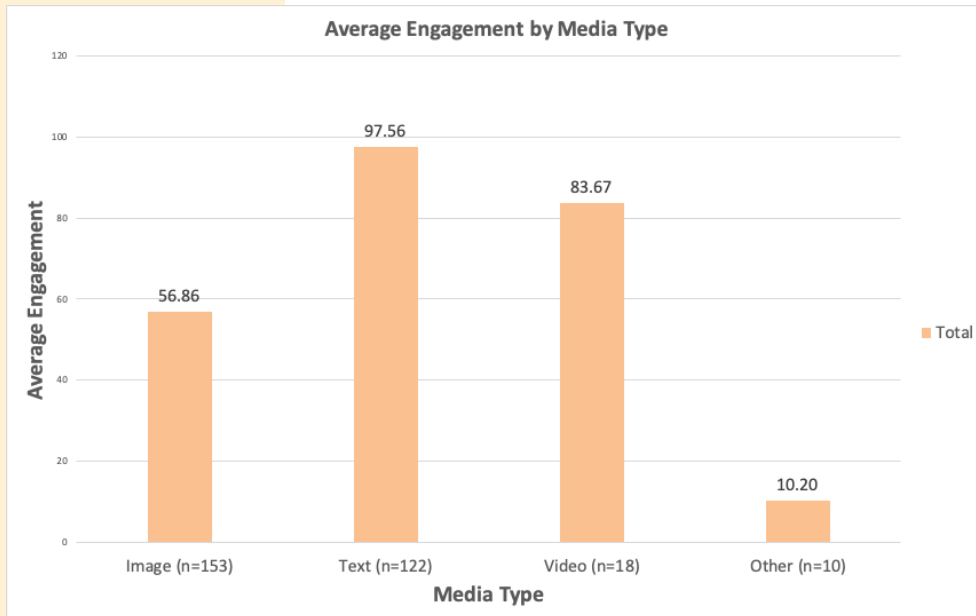
Trending Topics

The most popular trending topics fall under the organizational hashtag category.

OWNED DATA

TYPE

Average Engagement by Media Type

Average Engagement by Media Type

Video takes up only 6% of @thorn's tweets and almost has the highest engagement rate. Text has the highest engagement rate overall.

Average Engagement by Media Content

Average Engagement by Media Content
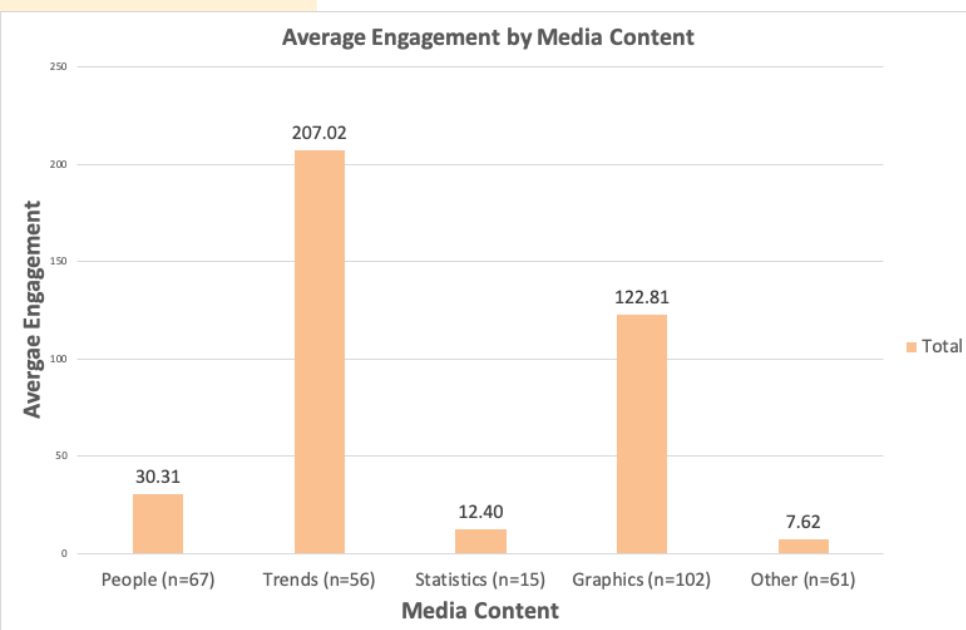
Using trends or graphics as the media content for tweets is crucial for generating high engagement

**Trends indicate the most popular trending topics that fall under the organizational hashtag category, such as "#getsafer," "#childsextrafficking," "#safertogether," "#knowwhatyouare" and "built by Thorn"

OWNED DATA

TYPE

Average Retweets by Media Type

Average Retweets by Media Types
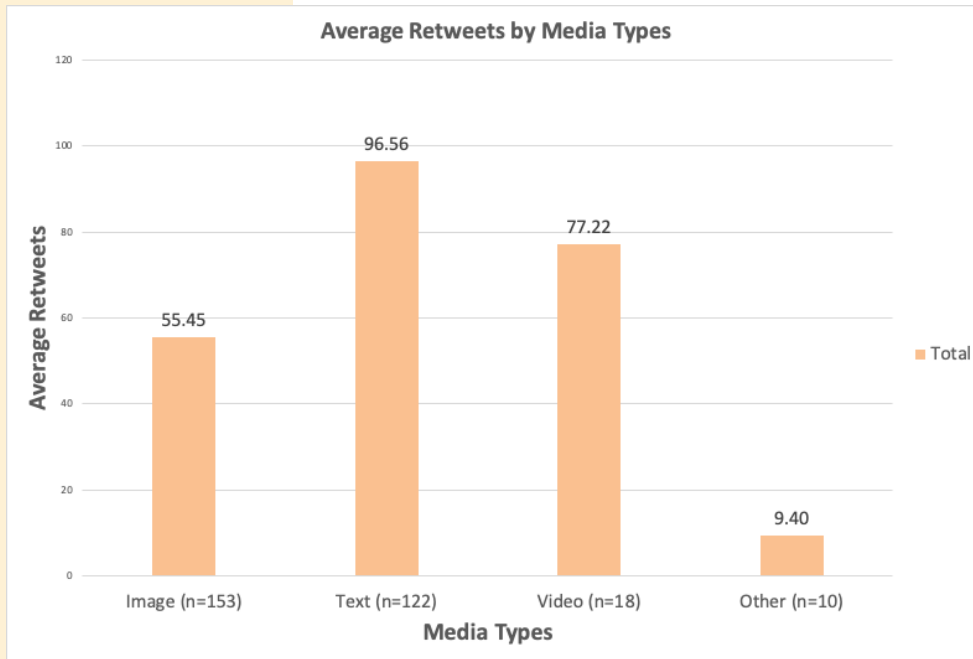
Users are likely to retweet when the media type is a text or video, even though video only takes up 6% of @thorn's tweets

Average Reply Count by Media Type

Average Reply Count by Media Type

Users were more likely to reply to @thorn's tweets when the media type was a video

EARNED DATA: CROSS PLATFORM ORGANIZATION CONVERSATION

EARNED DATA: ORGANIZATION

Overview

- January 1-August 31: Thorn - 63,000 total mention volume
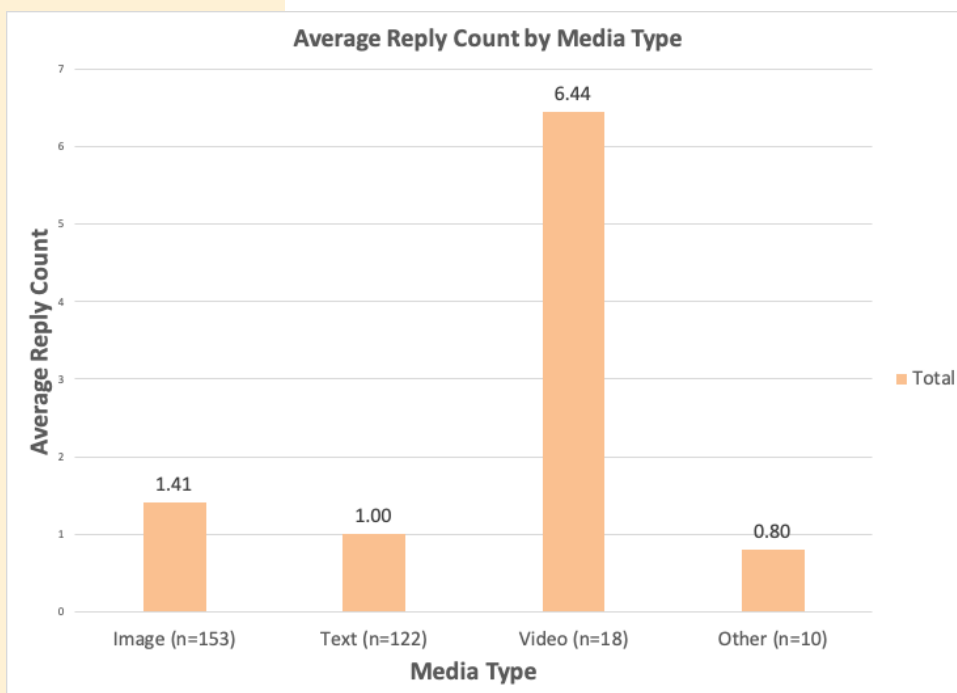- Twitter: 62,000/ 63,000 mention volume
- 1,000/ 63,000 comes from other sources, Reddit taking up most of that majority
- 77% of the social media activity comes from females, 23% comes from males
- The most engaged post: tweet from Ashton Kutcher, co-founder of Thorn, that received 43K retweets and reached 10 million users
- This tweet from Ashton Kutcher and a majority of the social media activity revolves around a campaign that BTS, a popular South Korean boy band, and its fanbase
  - BTS partnered with Thorn to raise awareness and money to help combat online child sex trafficking
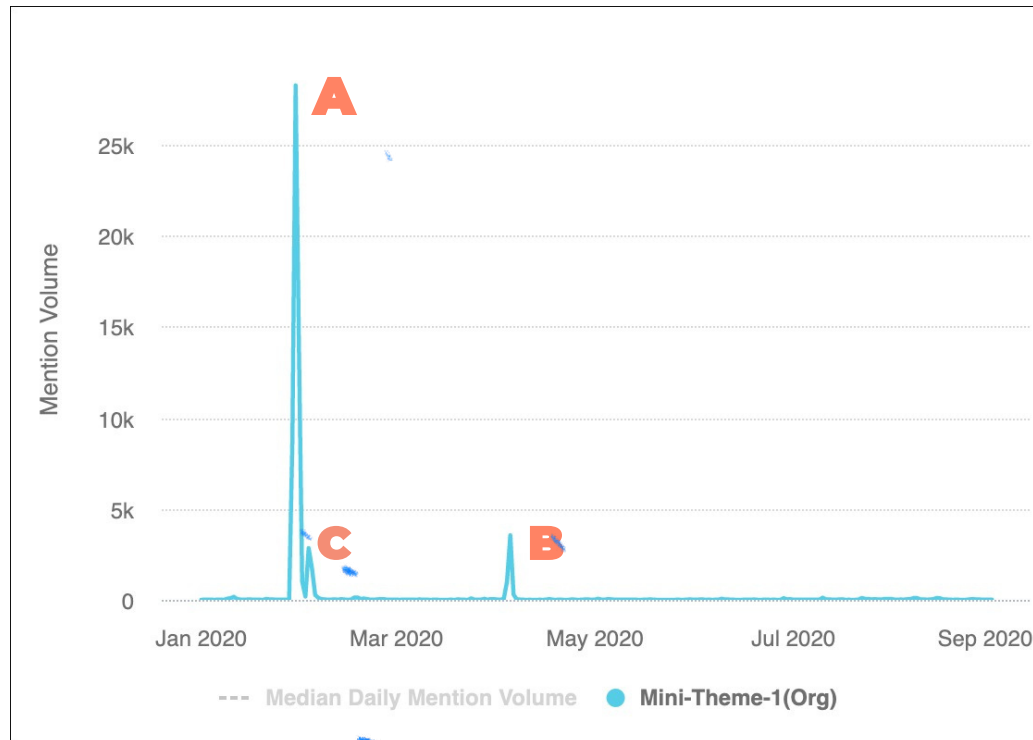
EARNED DATA

ORGANIZATION

SPIKE ANALYSIS

- **A:** Jan. 29 - Feb 6: Volume: 25,841 - 198676% higher
- **B:** April 4-6: Volume: 4,000 - 25228% higher
- **C:** Feb 2-Feb 5: Volume: 2,600

PEAK A

- 37,517 users retweeted a conversation between Ashton Kutcher, co-founder of Thorn and BTS, during a joint campaign between BTS and Thorn

ashton kutcher
@aplusk

Thank you @BTS_twt and the army for the love for @thorn

5:02 PM · Jan 30, 2020 · Twitter for iPhone

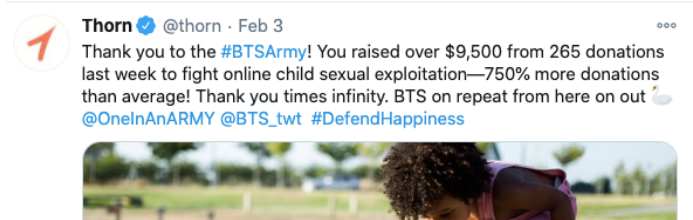**42.5K** Retweets **474** Quote Tweets **174.2K** Likes

- 14,330 users used the hashtag #btsarmy in a tweet talking about @thorn
- 9,643 users retweeted a conversation from Thorn thanking James Corden and BTS for their support and their fans' generosity for raising money for Thorn

PEAK B

- 4,432 users used the hashtag #bts in their conversations about Thorn and BTS's joint campaign to raise money for Thorn's efforts to combat online child sex trafficking
- 4,422 users retweeted a conversation about how BTS helped raise half a million dollars within 3 months of 2020 to multiple charities, including Thorn

PEAK C

- 2,841 users retweeted a conversation from Thorn thanking BTS and its fans for helping to raise almost $10,000 from the week of January 27th to February 3rd

Thorn @thorn · Feb 3

Thank you to the #BTSArmy! You raised over $9,500 from 265 donations last week to fight online child sexual exploitation—750% more donations than average! Thank you times infinity. BTS on repeat from here on out
@OneInAnARMY @BTS_twt #DefendHappiness

EARNED DATA

ORGANIZATION

SENTIMENT BREAKDOWN

- Positive:
  - 50,000 users reacted positively to Ashton Kutcher's, co-founder of Thorn, tweet thanking BTS and its fans for the love and support it's given Thorn
- Negative:
  - Volume was 1421% higher than usual during February 17-18
  - 213 users reacted negatively in conversation about a user that was searching for two game characters on Pinterest and got sent to the Thorn website, accused of child exploitation
- Neutral:
  - Volume was 5041% higher than usual during March 30-31
  - 4,602 users were neutral while engaging with MISSsingkids' tweet about how experts at Thorn were going to be in a Twitter chat in honor of National Child Abuse Prevention Month on April 6th

1%

9%

89%
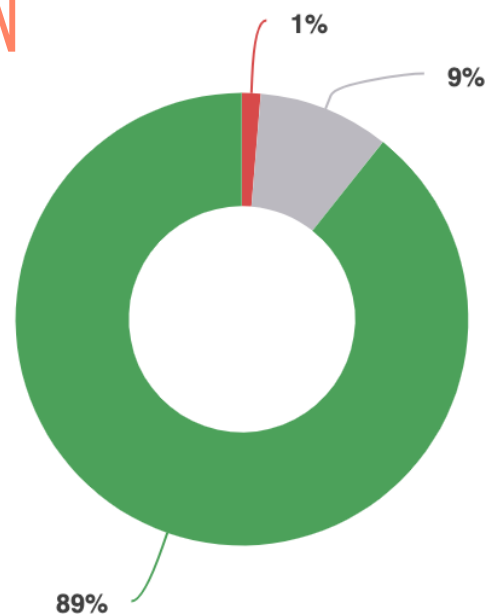
● Negative ● Neutral ● Positiv

KEY INFLUENCERS

Top Influencers ⑦   Export ⌄

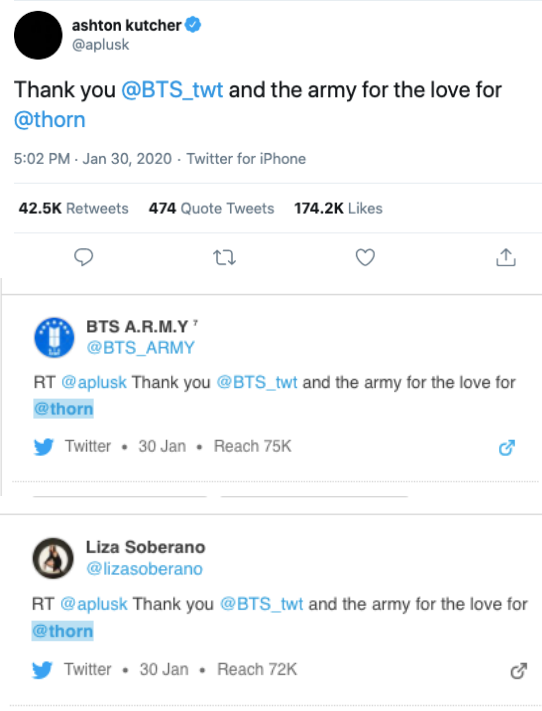| Author Name	Source	Mentions	▼ Reach
● aplusk	twitter.com	2	5 232 448
● BTS_ARMY	twitter.com	1	75 263
● lizasoberano	twitter.com	1	72 054

Ashton Kutcher: @aplusk
- 17.5M Twitter followers
- Verified
- Co-founder of Thorn
- Reached 10 million users in a single tweet thanking BTS and its fans for helping to support @Thorn

BTS Army: @BTS_ARMY
- 4.6M Twitter followers
- BTS fanbase account
- Reached 75 thousand users retweeting Ashton Kutcher's tweet mentioning Thorn

Liza Soberano: @lizasoberano
- 4.3M Twitter followers
- Lifestyle blogger
- Reached 72 thousand users retweeting Ashton Kutcher's tweet mentioning Thorn

ashton kutcher ✔
@aplusk

Thank you @BTS_twt and the army for the love for @thorn

5:02 PM · Jan 30, 2020 · Twitter for iPhone

42.5K Retweets **474** Quote Tweets **174.2K** Likes

BTS A.R.M.Y ⁷
@BTS_ARMY

RT @aplusk Thank you @BTS_twt and the army for the love for @thorn

🐦 Twitter · 30 Jan · Reach 75K

Liza Soberano
@lizasoberano

RT @aplusk Thank you @BTS_twt and the army for the love for @thorn

🐦 Twitter · 30 Jan · Reach 72K
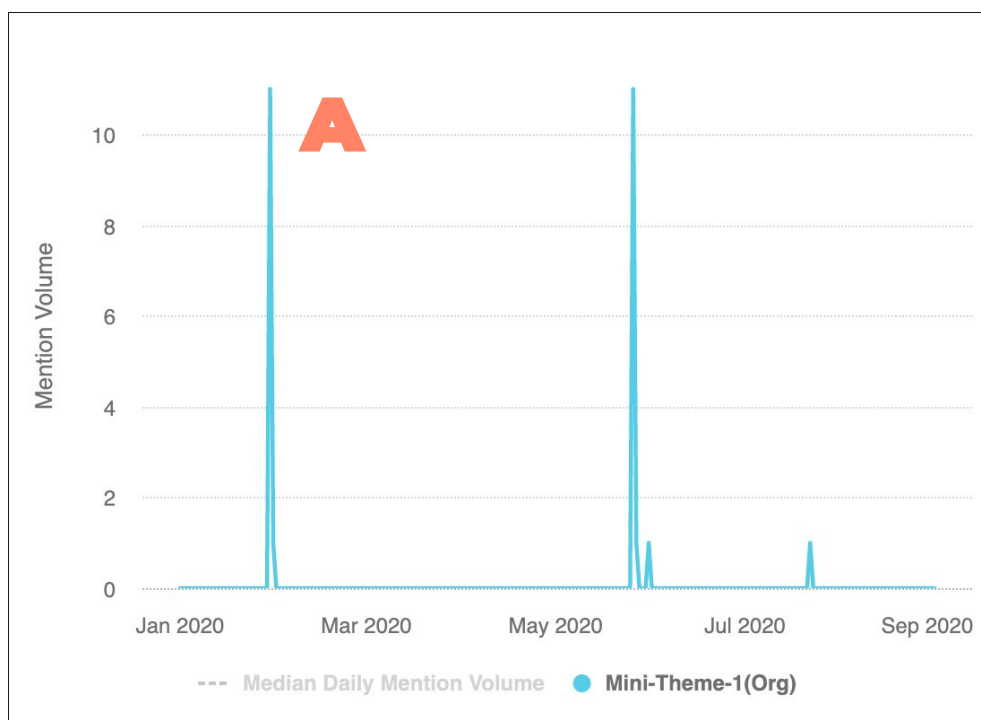
EARNED DATA
ORGANIZATION

REDDIT

PEAK A

- **Jan. 28-31**

Mention Volume: 11 users discussing donations to Thorn x BTS campaign / talking about the campaign in general

SPIKE ANALYSIS

*** The second large peak was a conversation not about our organization.

SENTIMENT BREAKDOWN

- 2 users reacted negatively to a conversation regarding a tweet from Ashton Kutcher discussing Thorn and questioning if Thorn was a scam
- 7 users reacted positively in their discussions about Ashton Kutcher's tweet, thanking BTS and its fans for the love and support it's given Thorn
- 3 users were neutral in a conversation regarding Ashton Kutcher's tweet thanking BTS and its fans for the love and support it's given Thorn
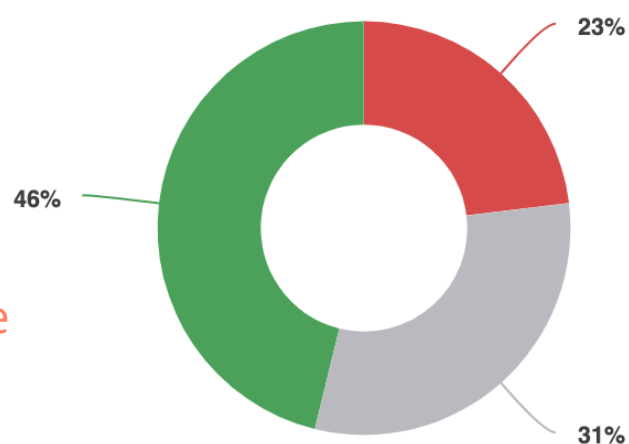
● Negative   ● Neutral   ● Positive

EARNED DATA: CROSS PLATFORM TOPIC CONVERSATION

EARNED DATA: TOPIC

Overview

- January 1, 2020 to August 31, 2020: Child sex trafficking topics has a total mention volume of 1,174,028 million in between
- Blogs and Reddit: 22,000 of the total mentions
- Tumblr: 2,026 of the total mentions
- Twitter: the remaining amount of mentions with 1,149,554 million platform mentions
- Tweet with 25 million mentions came from a user who was speaking about Ashton Kutcher's involvement in founding Thorn
- Majority of conversations on social media: surrounded conspiracy theories regarding Trump's involvement with the Jeffery Epstein case
- Other conversations included: support for ending child sex trafficking and mini conversation spikes during isolated events such, as the sex trafficking ring that was found in Ohio
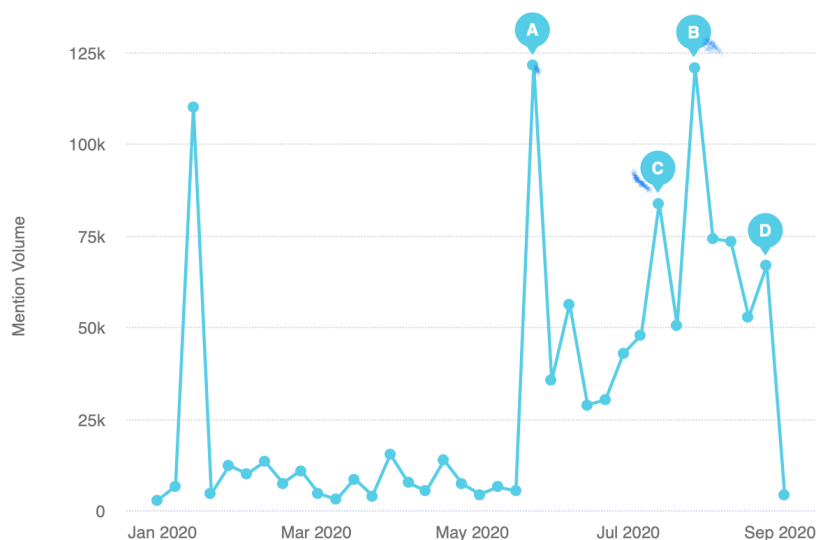
EARNED DATA

TOPIC

TWITTER

- **A:** Volume was 856% higher than usual during May 25th - 26th
- **B:** Volume was 851% higher than usual during July 27th- 30th
- **C:** Volume was 559% higher than usual during July 13th - 14th
- **D:** Volume was 425% higher than usual during August 24th - 25th

SPIKE ANALYSIS

PEAK A

- There were no distinct drivers for this peak
- There were 10 mentions with the highest reach – all of which discussed conspiracies regarding influential people being invovled in child sex trafficking

PEAK B

- 2,211 mentions sharing a link from www.dailymail.co.uk regarding a child sex trafficking ring based in Ohio.
- 1,073 retweets of a tweet regarding the details of the Ohio child sex trafficking ring.

PEAK C

- 13,000 retweets of this tweet

Jack Posobiec 🇺🇸
@JackPosobiec

RT @DenimRichards The real pandemic is **Child Sex Trafficking**!!

Twitter • 13 Jul

- 3,455 mentions sharing "#coronavirus". Most of the discussion was centered around coronavirus distracting from the ongoing child sex trafficking epidemic.

PEAK D

- 13,000 retweets of this tweet

Caitlin 🦋
@spiritualsluttt

RT @paigexsellwood the uk media not reporting on the **child sex trafficking** protests outside buckingham palace tells u everything u need to know

Twitter • 24 Aug

- 2,294 retweets of a tweet regarding silence in Hollywood about child sex trafficking

EARNED DATA

TOPIC

TWITTER

- There was a large increase in followers due to these specific topics in the month of August
- The largest spike took place on August 4th due to the arrest of Ghislaine Maxwell on allegations of child-sex trafficking
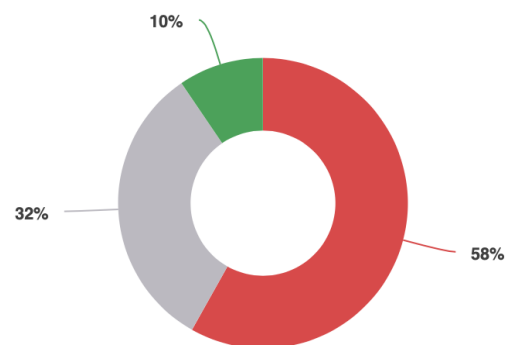
## FOLLOWER GROWTH OVER TIME

TUMBLR

- 1,178 posts with negative sentiments surrounding child sex trafficking
- 193 posts with positive sentiments – most of them related to national child sex trafficking day

SENTIMENT + EMOTION BREAKDOWN

10%
32%
58%

● Negative   ● Neutral   ● Positive

BLOGS + REDDIT

- The primary emotion surround the topic is disgust with 8,427 posts across both platforms
- The second most common emotion is anger with 2,646 posts across both platforms

1%
19%
7%
5%
16%
52%

● Anger   ● Disgust   ● Fear   ● Joy   ● Sadness   ● Surprise
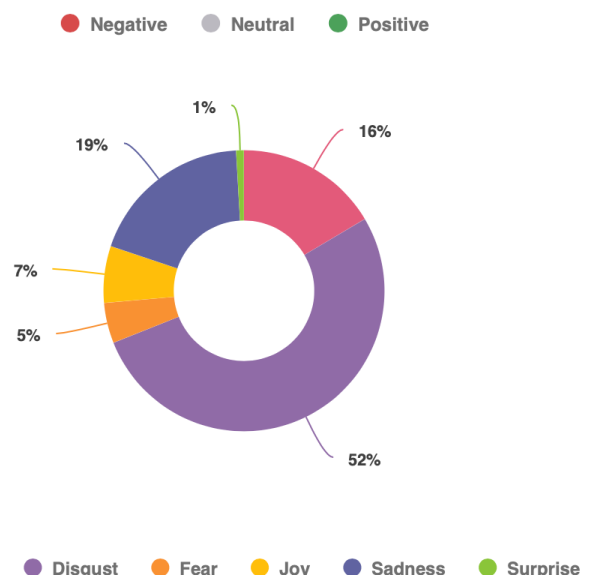
EARNED DATA

TOPIC

TWITTER

SENTIMENT + EMOTION BREAKDOWN

- Most of the trending topic key words pertaining to child sex trafficking pertain to president Trump and Minneapolis PD.

- Most of the conversations surrounding child sex trafficking and online abuse is centered around incidents that are prominent in the media. One of the most commonly seen being the Jeffery Epstein case and Donald Trump's connection to him.

- The top tweet related to Trump had a reach of 19,000.

Devoted to Our Democracy & Our Constitution 🏴‍☠️🏴‍☠️
@NatDialogues

Trump's Oklahoma campaign chair to plead guilt to child sex trafficking https://t.co/LFOJUD4R1p

🐦 Twitter • 14 Jun • Reach 19K

- The most common keyword related to this topic is "sex-trafficking".
- Thorn was one of the most common terms in the "location" category, followed by Hollywood and Minneapolis.
- The top tweet related to sex-trafficking involved Thorn and had a reach of 25 million.

rihannas titties
@_ayanag

ashton kutcher co founded a company called Thorn which develops technology to identify victims of child sex trafficking on the internet and then uses that information to help law enforcement rescue them from the trade. he helped save over 10k children in 2018 we HAVE to stan

🐦 Twitter • 15 Jan • Reach 25M
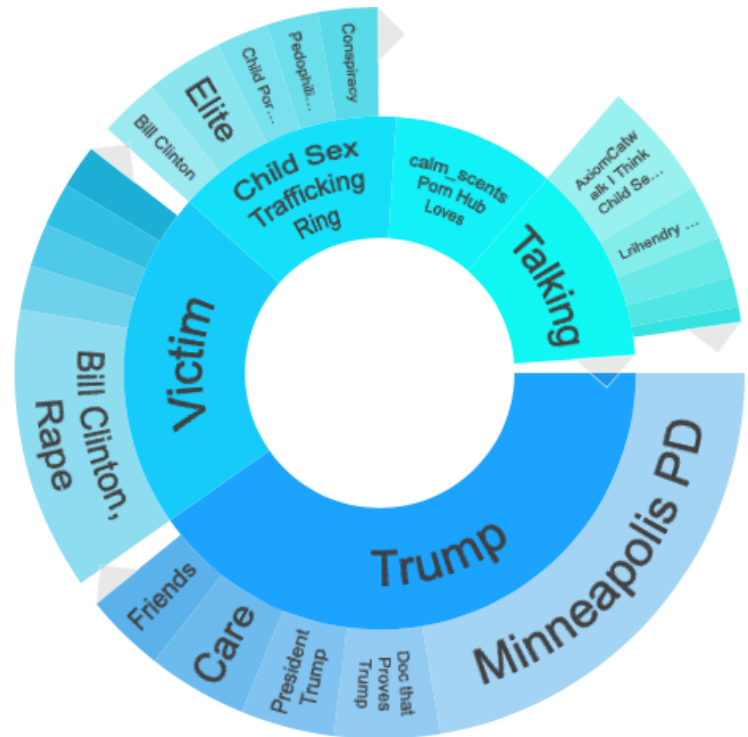
● Keywords ● People ● Locations ● Phrases

EARNED DATA

TOPIC

CUSTOM CLASSIFIERS

Our goal, when using custom classifiers, were to create categories or themes that would define and depict the sub-conversations we identify. Once we were able to describe the sub-conversations we identified, we analyzed each category to see which category had the most traffic and when, which tweets within these categories gained the most attention and qny influencers that have may impacted users' engagement. Our three categories were: Politics, Celebrities and Action

EARNED DATA
TOPIC

CUSTOM CLASSIFIERS

- Thorn's mention volume regarding politics spiked a the beginning of the year and towards the end. The largest spike took place on January 16th. The top tweet on this day was:


TrumpKissedABoyNamedKim. - thehill.com (Blogs)   16 Jan
A list of Trump Campaign and Administration associates who have been indicted in the last 2 years as of Sept 2018 A list of Trump Campaign and Administration associates who have been indicted in the last 2 years September 10, 2018 by middleamericandemocrat...
"...tickets. The indictment states they fabricated campaign expenses to mask what they were using the money to cover. Dental work, for example, was listed as donations to a charity called "Smiles for Life." Ralph Shortey – Trump Campaign Chair for the State of Oklahoma NBC News: Trump's Oklahoma campaign chair to plead guilt to **child sex trafficking** Ralph..."
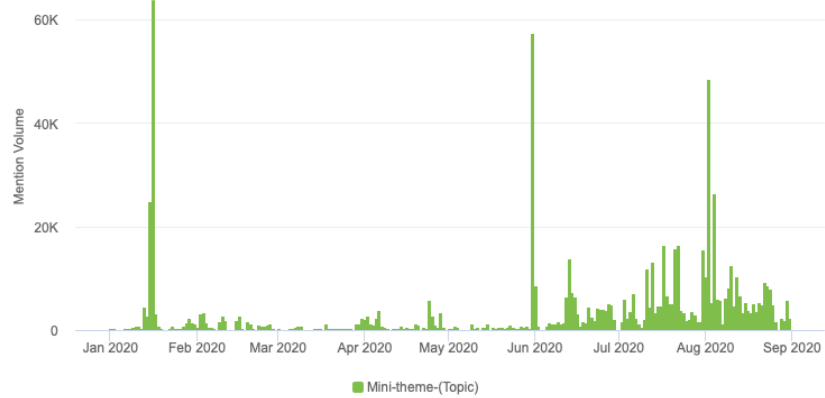
- Thorn's mention volume regarding celebrities took a larger spike towards the end of 2020. The largest spike took place on August 10th. The top tweet on this day was by influencer @FreeUlsterman:


🐦 **FreeUlsterman (Phillip)** @FreeUlsterman   10 Aug
RT @MissMalinSara I'm going to be doing some active work on **child sex trafficking** and raising awareness on it. There's so much that needs to be spoken about and I want to be a voice for it. Give @OURrescue a follow. 🙏💫
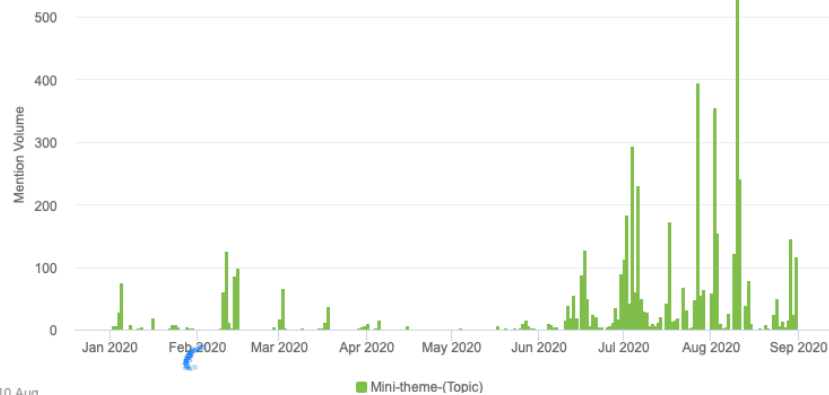
- Thorn's impressions regarding celebrities took a large spike in January and September of 2020. The largest spike took place on January 15th – with over 88 million impressions related to taking action against human sex trafficking.
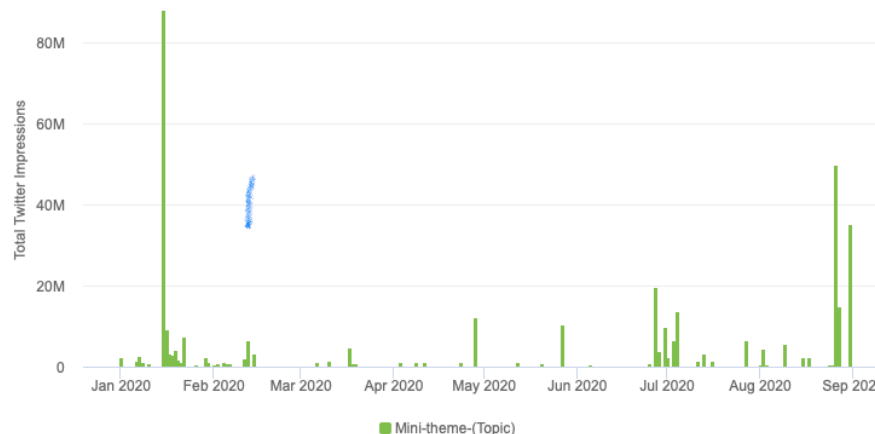
EARNED DATA: CROSS PLATFORM COMPETITION CONVERSATION

EARNED DATA: COMPETITION

Overview

- Thorn's top competitors in this field are Missing Kids, Stop It Now, Polaris, Journey Out, and In Hope
- Missing Kids is the main player and has far more data and volume than any other organization
- Thorn has the second largest amount of volume after Missing Kids, but they still only have a fraction of the amount Missing Kids does
- Missing Kids takes up 85.5% Share of Voice in this category with Thorn being second at 18.8%. In 3rd, there is In Hope with just .6% and the rest only take up less than .001%.
- Thorn has the most positive sentiment among all organizations with 98% of posts being positive, and Journey Out has the second most positive posts with 89%
- We found that In Hope has the most negative posts with 97% and this is most likely due to their partnership with Mind Geek who owns Porn Hub which lead to bad publicity for In Hope

EARNED DATA
COMPETITION

POST VOLUME

When it comes to post volume, Missing Kids is the main player in the non-profits against child sex trafficking field with 392,000 from January 1, 2020- August 31, 2020. Thorn is the second highest with 62,000. Among the other four organizations, In Hope is the highest with almost 3,000 while Polaris, Stop It Now, and Journey Out have less than 600.
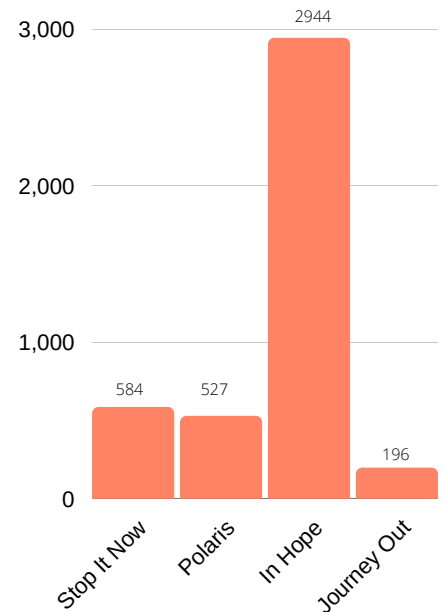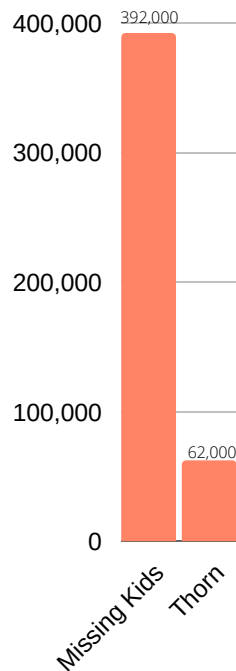
SHARE OF VOICE

Missing Kids takes over the Share of Voice in the topic of children sex trafficking with 85.5%. The second highest is Thorn with 18.8%. In Hope is 3rd with .6%. When compared on a bar graph and pie chart, the other organizations are barely seen at all. Stop It Now, Polaris, and Journey Out has less than .001% SOV.
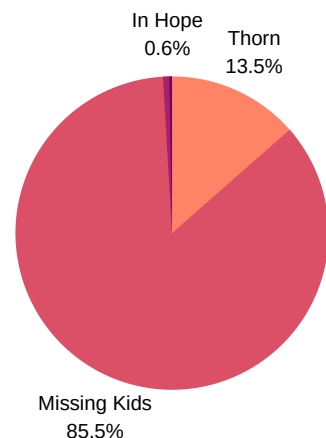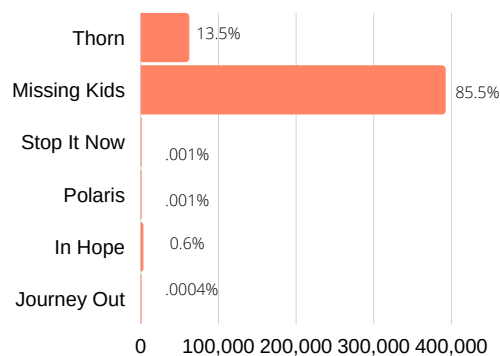
SENTIMENT

In regards to the sentiment of posts, Thorn has the highest majority of positive mentions (98%) in comparison to its competitors. In Hope has the highest percentage of negative posts (97%) which by looking through its negative mentions is due to complaints about In Hope's partnership with Mind Geek who own Pornhub. Stop It Now and Polaris have about half and half negative/positive, but more positive than negative. Journey Out has the second highest percentage of positive mentions (89%).
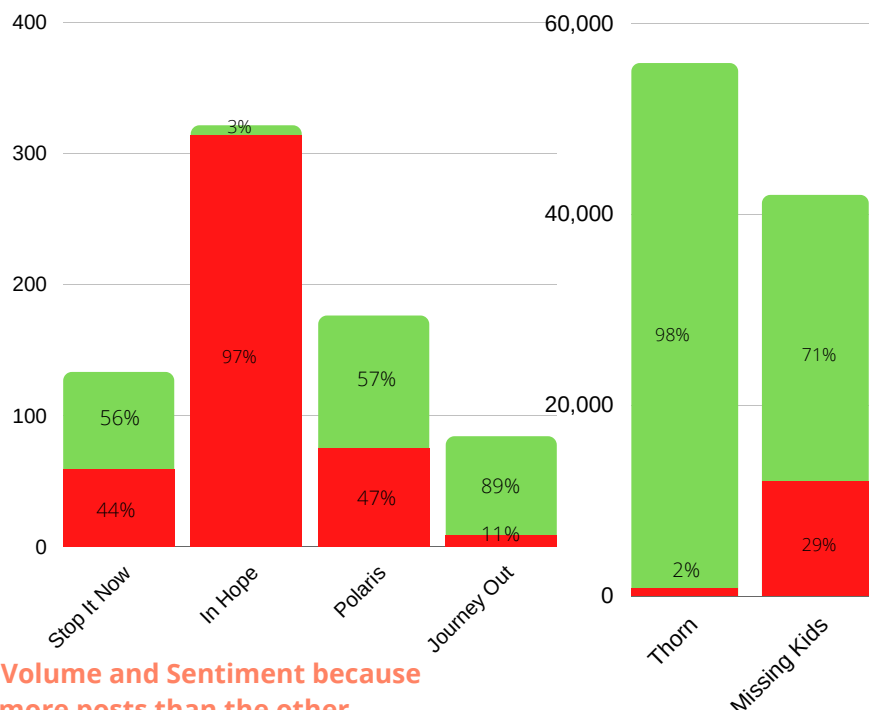
** We have made two separate graphs for Post Volume and Sentiment because Thorn and Missing Kids have significantly more posts than the other

RECOMMENDATIONS

1. It is important that Thorn ensures its content directs its audience towards hopefulness and gives ways to take action, in order to stay away from negative sentiment rather than discuss the negatives of sex trafficking since it's clear it is a negative topic.

2. Thorn's mention volumes and impressions reach large spikes when their content is related to or promoted by celebrities (page 23), so we suggest they look into recruiting more celebrities to promote the company and its mission.

3. Our Owned Data shows that Thorn's audience was more likely to reply and retweet their content if the tweet included video (shown on pages 10 and 11). Video is only 6% of Thorn's media type, but it has one of the highest engagements, so we would suggest that they create more video content since it is the media type their audience seems to want to engage and interact with most.

4. One of the top three professions amongst our audience is students (page 7). Thorn should take advantage and tap into that audience since that age group is most active on social media. Thorn could plan events (virtual or face to face) to raise awareness about the organization and their mission.

5. Regarding Earned Topic Data, there is a lot more Thorn could do to be more involved with the online conversation of child sex trafficking. There have been spikes in this discussion due to people's concern of the pandemic distracting from child sex trafficking and spikes due to the Hollywood's silence scandal when discussing child sex trafficking (page 19). Thorn should start showcasing ways they are helping during these times and promote how others can too.

RECOMMENDATIONS

6.
We found in our Earned Organization Data that there were three main peaks from January - September of 2020 (page 14), and all three were related to a fundraising partnership with the band, BTS and also a tweet from co-founder Ashton Kutcher. We suggest going forward, they find more ways to involve the co-founder, since he reaches a larger audience that could help grow his organization's awareness.

7.
The majority of users that reacted to Ashton Kutcher's tweet, reacted in a positive way which increased Thorn's positive sentiment (page 15). Thorn should continue to have Ashton Kutcher retweet their content or tweet more about Thorn in general. Kutcher is verified therefore the audience will likely have a sense of trust regarding Thorn's mission and may want to support them.

8.
Missing Kids is Thorn's biggest competitor. They have 85.5% Share of Voice in the topic of child sex trafficking. This is mostly due to their post volume being significantly higher than the rest of the organizations. Missing Kids posted 392,000 times from January 2020 -August 2020 while Thorn posted 62,000 times. Thorn should increase their post volume on Twitter, so they can increase their Share of Voice in the topic of child sex trafficking.

APPENDIX

Organization:
(@thorn OR @wearethorn) AND (#DefendHappiness OR #EliminateCSAM OR #SaferTogether OR @GetSaferio OR #getSafer OR @thorn) NOT ("Human Sex Trafficking" OR "Sex Trafficking" OR "Survivors" OR Traffickers OR "Vulnerable Children" OR #KnowWhatYouShare)

Topic:
"Child Sex Trafficking" OR #ChildSexTrafficking OR "Kid Sex Trafficking" OR "Minor Sex Trafficking"

Competition:
"Polaris" Or @Polaris OR "Stop It Now" OR @StopItNow OR "InHope" OR @INHOPE_PR OR "National Center for Missing & Exploited Children" OR @MissingKids OR "Journey Out" OR @JourneyOutLA

THORN

→

SEE > Suite
Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA