



ADPR 5750: Social Media Analytics

# UNICEF SOCIAL MEDIA REPORT

01

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# Executive Summary

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What was an effective way for UNICEF competitors to up their engagement on social media?

- **The most effective way to up engagement was the use of Influencers. When PIH used Hillary Clinton and the NBA their average engagement was 98.65% and 97.3% respectively.**

What types of twitter post got the most engagement?

- **The most effective post at engaging followers are ones about hope and encouragement, which inspire a positive sentiment towards UNICEF.**

What is the conversation surrounding topics related to UNICEF?

- **The main topics being discussed are childrens education and Covid-19.**

Which organizations are having the highest impact on Twitter?

- **UNICEF only has an average impact of 4.4 on Twitter while the average impact of CRIN is 7.8, PIH is 8.4, and IRC is 9.4, w**

Which platform was used the most to discuss UNICEF?

- **The platform with the highest Organization Talk was Twitter with 91% and 3,101,309 mentions. UNICEF has 3,101,309 mentions on Twitter.**

Were men or women more likely to engage with the topic of Covid-19?

- **Women (61%) engaged more with the topic of Covid19 than Men (31%). The Covid-19 topics that relate to UNICEF are associated with children's education during the pandemic.**

# Business Problems

1. UNICEF has a high amount of engagement with some tweets, but it has lower amount in other categories. They need to figure out which content their audience engages with the most.
2. The sentiment surrounding the organization Unicef is neutral. Unicef needs to find a way to bring about more positive sentiment.
3. Unicef's competitors have higher engagement than Unicef on Twitter. Unicef should decide what is setting their competitors apart and find a way to increase their twitter engagement.

## KPI's

The Key Performance Indicators that influenced our decisions were:

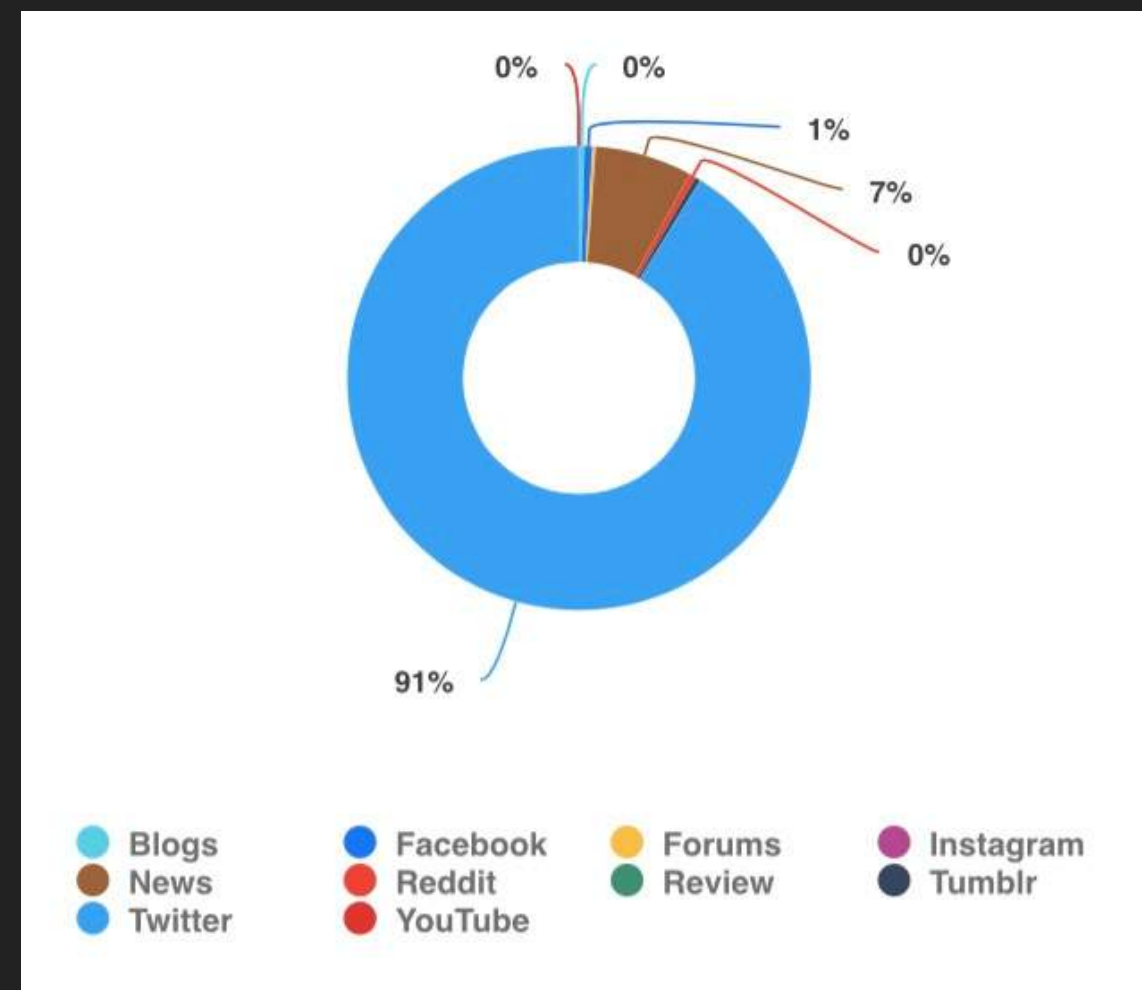
- Content Type (images videos, Infographics, other media)
- Volume of Content (totals and spike analysis)
- Demographics (gender)
- Engagement (averages)
  - mentions
- Sentiment (positive, negative, neutral)

# Data Overview From Brandwatch

Owned Data Timeframe: 1/1/2020

Main Platforms: Twitter @unicef

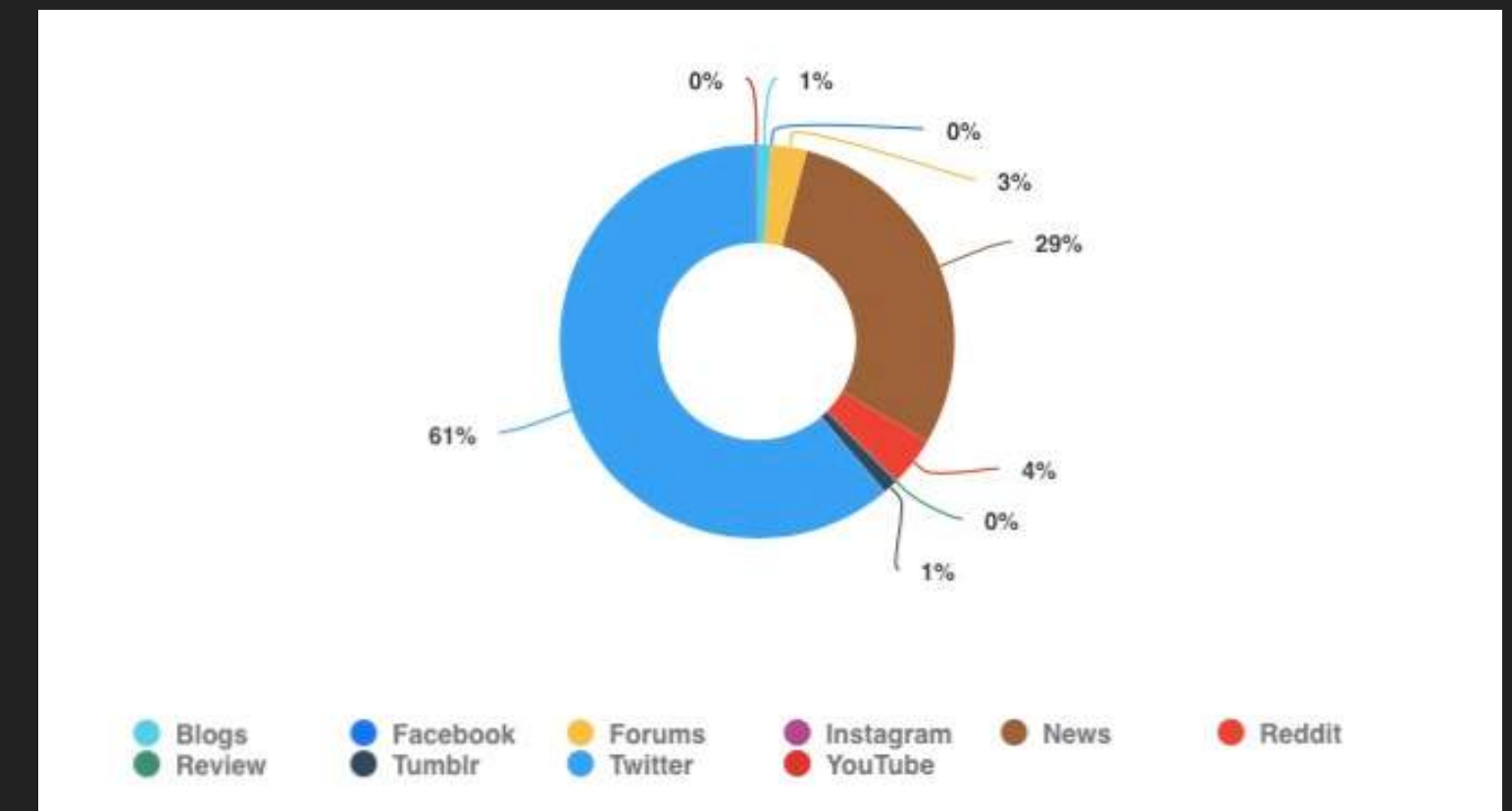
Posts: 3,747,799



Earned Data Timeframe: 1/1/2020

Main Platforms: Twitter @unicef, Tumblr, News

Posts: 75,838,587



# Top Recommendations

- UNICEF has attracted the most engagement through mentioning other organizations and branches. Therefore, it would be beneficial to mention other organizations because it gets the highest amount of engagement as well as attracting new viewers from the mentioned organization.
- UNICEF should focus on using more influencers and celebrity endorsements. Our competitor, Partners in Health (PIH) uses Hillary Clinton and the NBA for endorsements which has increased their overall engagement on social media. With Hillary Clinton's impact being 98.65% and the NBA's impact being 97.3%, strengthening our influencer presence on social media could dramatically increase our engagement.
- With one of our top engagement post being a positive message of hope, UNICEF should increase their amount of positive posts to alter the sentiment of our viewers when engaging with us on our platforms
- UNICEF should work to convert people from neutral and negative to positive. Feeling more positive sentiment towards UNICEF should increase involvement and connections between UNICEF and their viewers. Positive sentiment when engaging on our social media is crucial since they are a fundraising based company. Viewers should be able to associate UNICEF with positivity in order for them to help support Unicef as a whole.

# Owned Data



# Owned Data Actionable Insights

- The theme with the most engagement was Mental Health. This theme only had 29 posts, but it had more than double the engagement of the runner up theme of general healthcare. This theme was tweeted about 71 times.
- Video had the highest engagement among media types. Further, image and infographics were engaged with 18 thousand times fewer than video alone. Text and other media types should probably be dropped as they had barely any engagement. The other category in Media Contents should be explored because it had few tweets but high engagement.
- For mention types, they should look into getting more celebrity endorsements and mentioning them. UNICEF only mentioned celebrity endorsements in 12 tweets, but those tweets were interacted with only 3000 times less than the third place category of sub-branches. UNICEF should also continue to mention other organizations and maybe partner with them more to draw more attention to each issue.

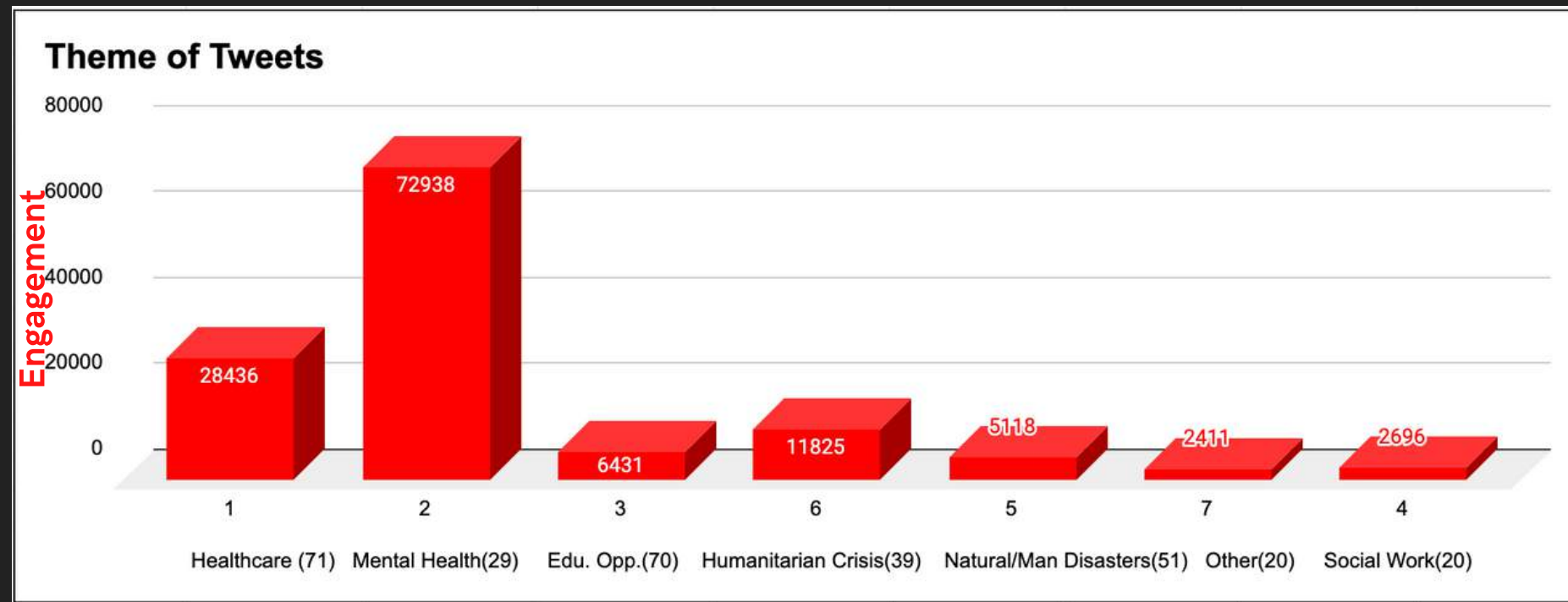


# Owned Data Set

- UNICEF has been mentioned 4 million times on Twitter since January 2020. There have only been three peak detections where the volume is higher than usual.
- On June 1, 2020, the volume was 143% higher than usual, due to a Thai actor, Mew Suppasit, performing at a UNICEF sponsored festival called Love Delivery in Thailand. On this day, UNICEF was mentioned 136 thousand times on Twitter.
- On July 22, 2020, the volume was 167% higher than usual because UNICEF announced the campaign that won the 2020 UNICEF Inspiration Award. UNICEF was mentioned 149 thousand times on Twitter that day.
- UNICEF recently hit a peak volume detection on September 22, 2020 when they announced they will be releasing a "message of hope." Volume was 1636% higher than usual.
- UNICEF has more engagement with female viewers, than male viewers. Reports show 56% of viewers are female, and 44% of viewers are male. However, over time, the male viewer engagement has increased. At the beginning of the year, the male engagement was only 7,000 viewers, and now the male engagement is 37,000 viewers.

# Owned Data

10

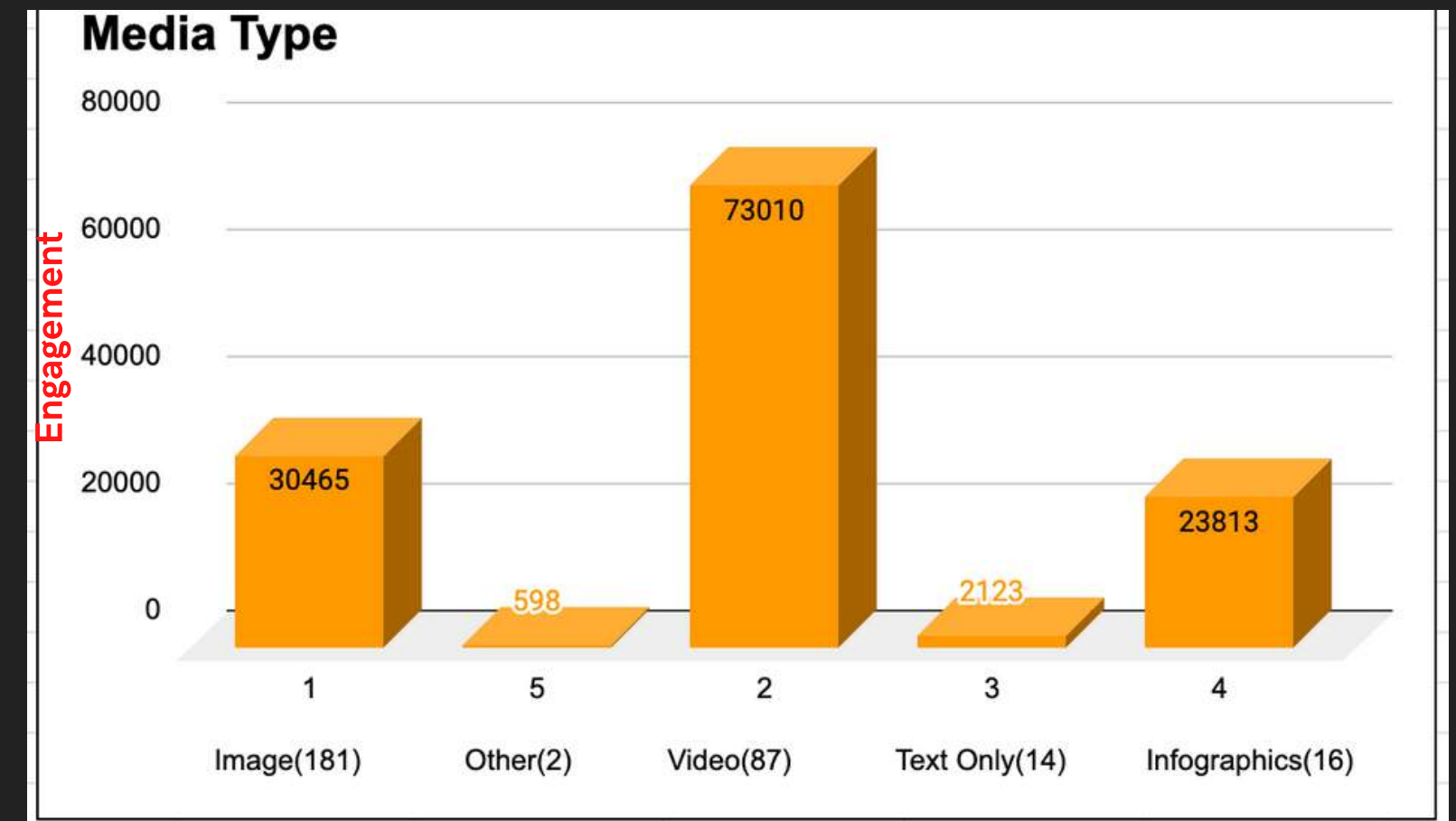


## Theme of Tweets

**Actionable Insight:** Our team found that the theme Mental Health was the category with the most engagement, even though there are only 29 tweets with that certain theme.

## Media Type

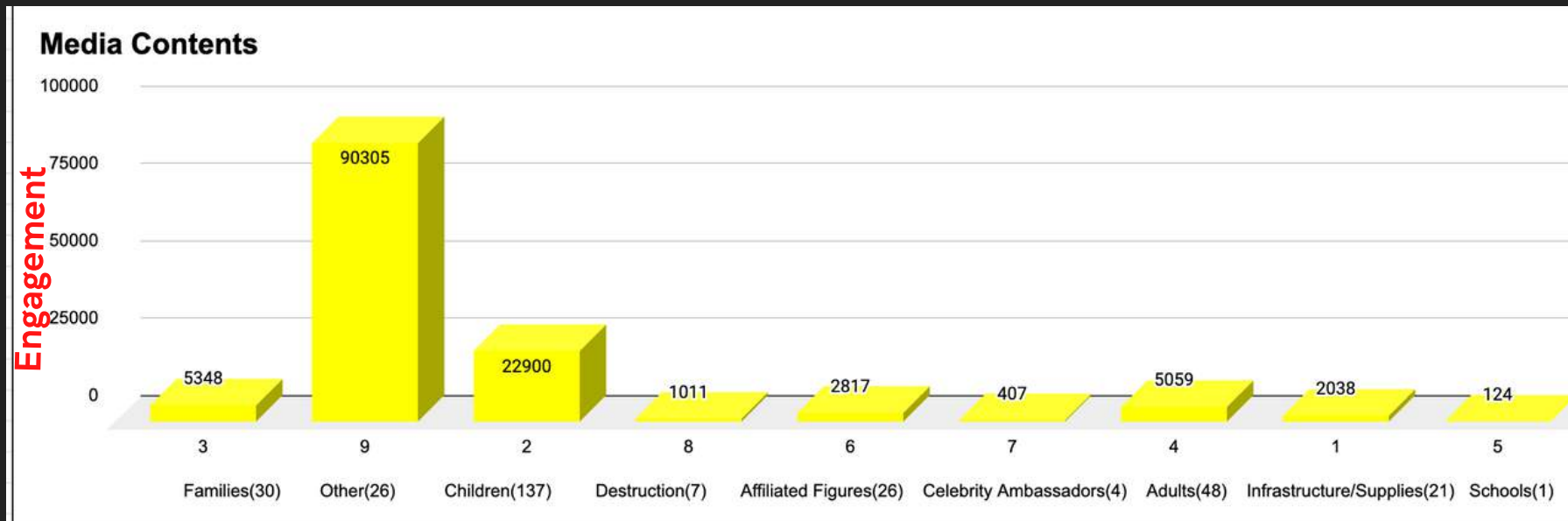
**Actionable Insight:** Our team discovered that using video in a tweet creates more engagement among viewers. Unicef has tweeted only 87 posts using video, which managed to attract almost 50 percent of our media type engagement.



# Owned Data

11

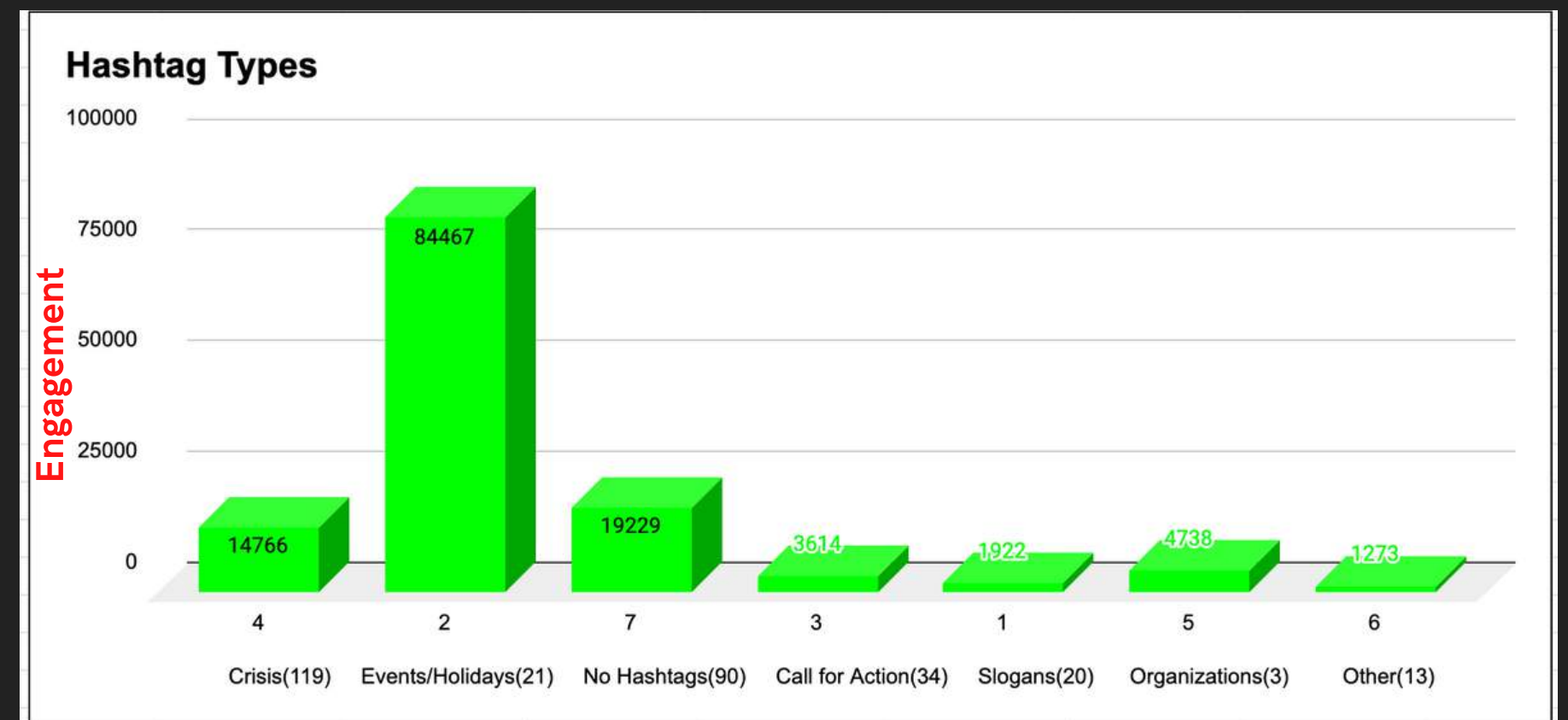
## Media Contents



**Actionable Insight:** The “other” category creates the most engagement among viewers. There are 26 tweets containing media contents with “other.” Breaking down what these tweets contain is essential.

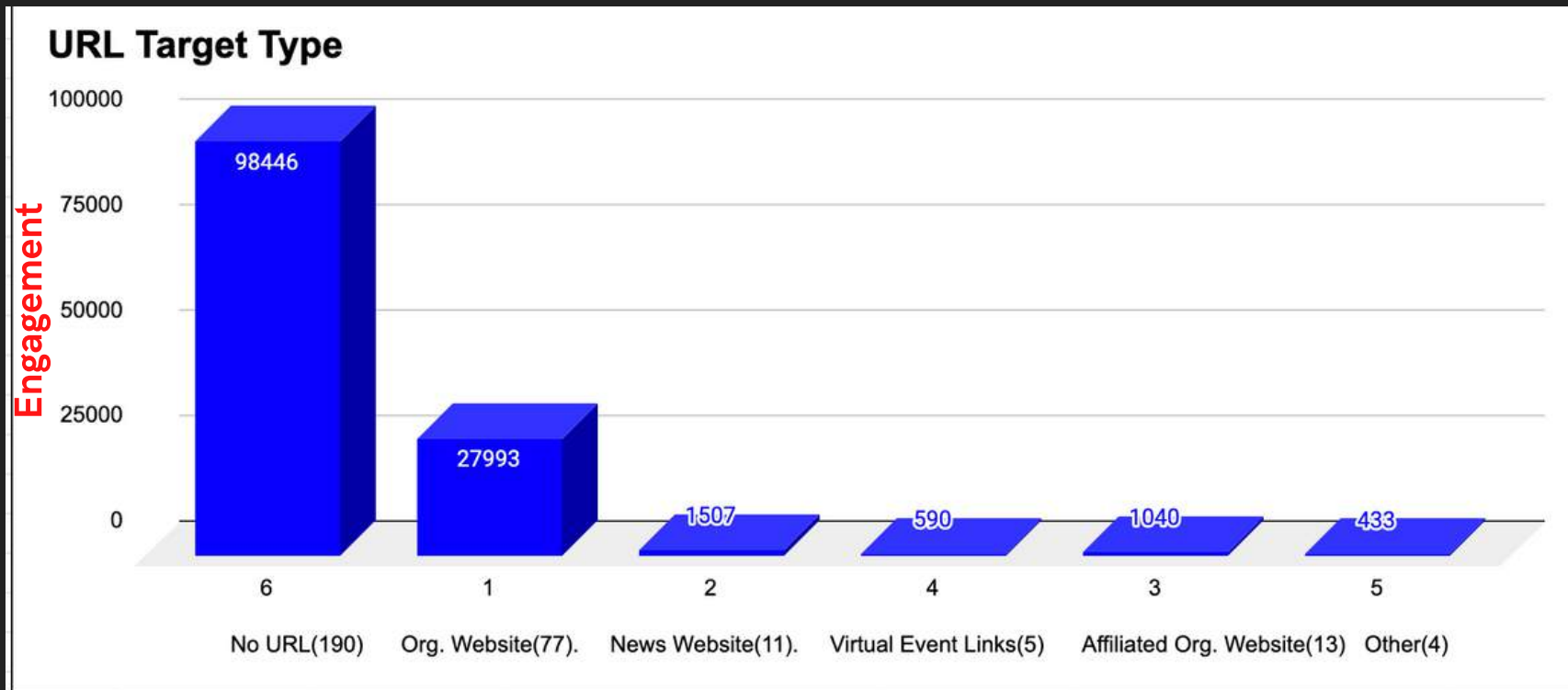
## Hashtag Types

**Actionable Insight:** The tweets that contain an event/holiday hashtag create the most engagement among viewers. Unicef only tweeted 21 tweets containing an event/holiday related hashtag, yet it still gets the highest engagement.



# Owned Data

12

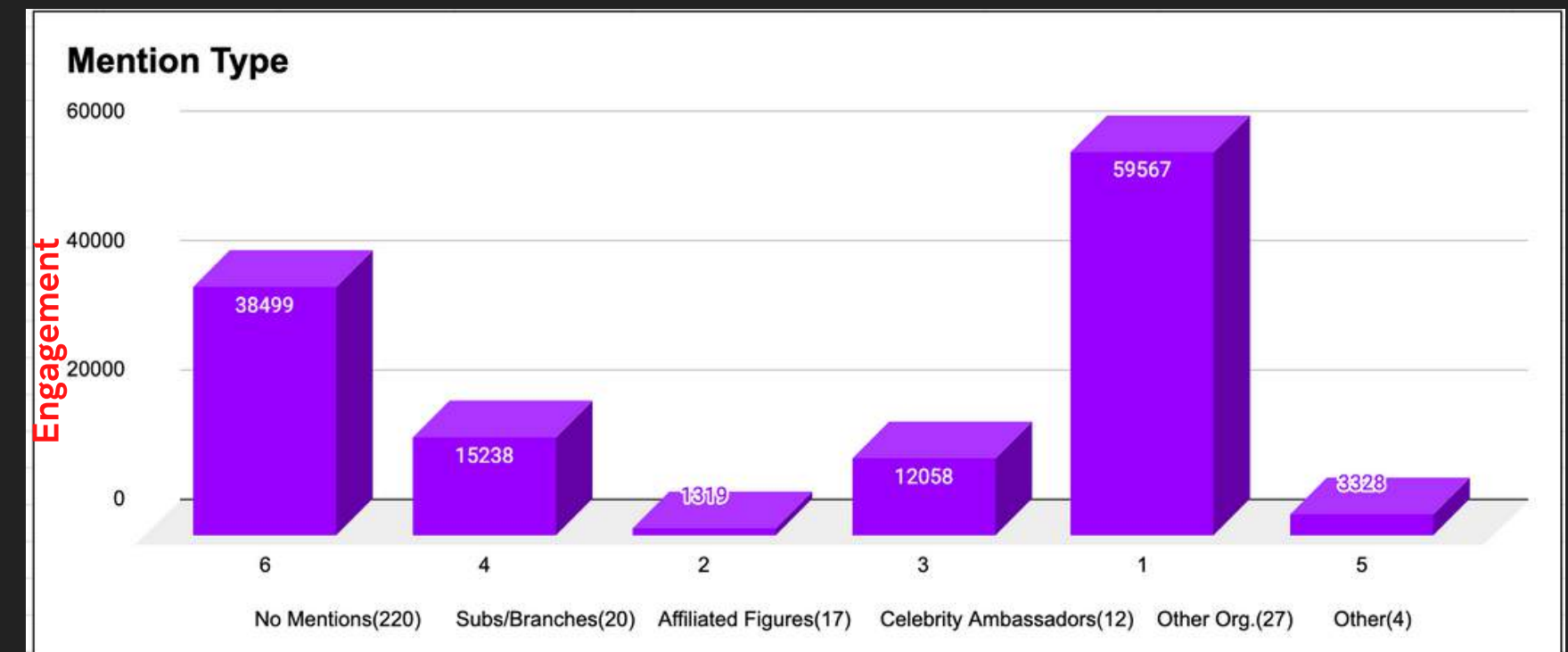


## URL Target Type

**Actionable Insight:** The tweets that do not contain a URL have the most engagement. Unicef has tweeted 190 tweets that do not contain a URL."

## Mention Type

**Actionable Insight:** The other organizations category creates the most engagement among viewers. Unicef has mentioned another organization 27 times



# Owned Data Recommendations <sup>13</sup>

- Since infograophics were third for media type, with 23813 mentions, Unicef should focus on using them more in order to increase engagement.
- Due to the high volume of engagement with healthcare related tweets, we recommend that UNICEF incorporates importance of health into dealing with humanitarian crisis, to increase awareness of humanitarian crisis during this pandemic.
- We recommend that UNICEF incorporate more hashtags for educational-related events to increase engagement within our theme of educational opportunities, since UNICEF and their viewers focuses more on children-related issues.
- For hashtag type, UNICEF needs to capitalize on events/holidays more, due it only having 21 tweets and the highest engagement.
- Based on the data, UNICEF should use their organization url more in their twitter post since it came in second with 27993 mentions. This should increase engagement and traffic on their web-page.
- UNICEF has attracted the most engagement through mentioning other organizations and branches. Therefore, it would be beneficial to mention other organizations because it gets the highest amount of engagement as well as attracting new viewers from the mentioned organization.
- UNICEF should consider mentioning more celebrities since it was almost engaged with as much as the sub-branches category, and they should continue to mention other organizations and partner with them more to gain more attention.













# Earned Data

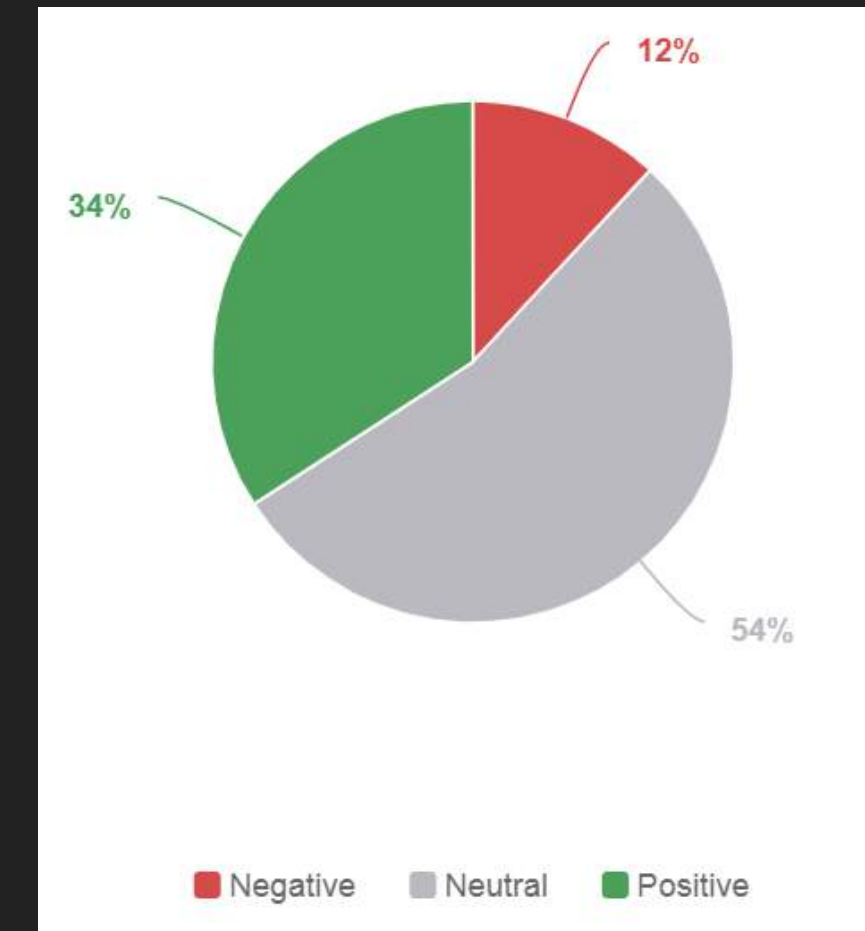


# Organization Talk

15

TWEETER	MATCHING TWEETS	SENTIMENT ②			IMPACT ②	TWITTER ②	DEMOGRAPHICS ②	
		POS	NEG	NEU	AVERAGE ▼	FOLLOWERS	ACCOUNT TYPE	GENDER
 @NiallOfficial	1	0	0	1	99.8	40407386	Individual	Male
 @shroukieee	1	0	1	0	99.8	23	Individual	Unknown
 @katyperry	1	1	0	0	99.6	108437545	Individual	Female
 @selenagomez	1	0	0	1	99.4	61831076	Individual	Female
 @GOP	1	0	1	0	99.3	2422527	Organisational	-
 @GOT7Official	1	0	0	1	99.3	8076198	Individual	Unknown
 @PitchPerfect	1	1	0	0	98.9	260035	Individual	Unknown
 @NoahUrrea	1	1	0	0	98.8	601203	Individual	Male
 @youtubemusic	1	0	0	1	98.8	598495	Individual	Unknown
 @espn	1	0	0	1	98.7	35098743	Organisational	-
Total for tweeters	10	3	2	5		257733231		

This shows the top influencers for UNICEF. The influencers with higher followers will have a more meaningful impact because more people will see it.










**Actionable Insight:** This pie chart shows the sentiment towards UNICEF's content. The majority of the sentiment is neutral, with a high positive sentiment and low negative sentiment. A majority of recent positive tweets are talking about Kim Seokjin and his being a part of the Love yourself campaign. The campaign's goal is to end violence towards children and teens. The negative sentiment is mainly focused around people being upset with UNICEF for not taking more action to help with the Armenian war.









Mentions 1 - 20 of 768553 (total estimated mentions ~1120026)

Search Go Sort by Newest

- 
**Justxayah (Jimmylyn) @Justxayah** 25 Oct  
 RT @jinnieslamp Aside from his group BTS being ambassadors for **UNICEF's** Love Myself campaign, Jin is also a part of the prestigious **UNICEF** Honors Club since 2018. It is an exclusive group for those who have exceeded 100M won donations, a fact that was only revealed last year.
- 
**sita64\_ (Winterbear7 ♣) @sita64\_** 25 Oct  
 RT @JinCrave Kim Seokjin is a critically-acclaimed singer & songwriter. He is a FILM MAJOR from Konkuk Uni, one of the most prestigious universities in SK. His song Moon was chosen as the 5th GREATEST boy band songs of ALL time by Rolling Stone. He's a **UNICEF** Honor's Club Member. @Variety <https://t.co/ZS9x9Bez3K>

- 
**Lululalaiamban1 (Puggi 🌞 SOLAR GIRL) @Lululalaiamban1** 25 Oct  
 RT @JinCrave Kim Seokjin is a critically-acclaimed singer & songwriter. He is a FILM MAJOR from Konkuk Uni, one of the most prestigious universities in SK. His song Moon was chosen as the 5th GREATEST boy band songs of ALL time by Rolling Stone. He's a **UNICEF** Honor's Club Member. @Variety <https://t.co/ZS9x9Bez3K>

- 
**nomjinnie (yuli-+♣️) @nomjinnie** 25 Oct  
 RT @JinCrave Kim Seokjin is a critically-acclaimed singer & songwriter. He is a FILM MAJOR from Konkuk Uni, one of the most prestigious universities in SK. His song Moon was chosen as the 5th GREATEST boy band songs of ALL time by
 

Mentions 1 - 20 of 388212 (total estimated mentions ~390792)

Search Go Sort by Newest

- 
**deblindenas (Deb Lindenaz CA) @deblindenas** 25 Oct  
 Deplorable. #onpoli
- 
**horses37779424 (horsesense) @horses37779424** 25 Oct  
 @JohnBWellsCTM @TuckerCarlson @TrumpWarRoom @PChowka @IamAliceVL @RedCross @UNICEF where the hell are you?
- 
**Ayaz\_ismayil (Ayaz) @Ayaz\_ismayil** 25 Oct  
 RT @AygnKazimova1 #Armenians involve children in the war. is this prohibited under international #humanitarian law or not? Will you tell this AM terrorist leadership to stop or not? Isn't that your responsibility too? @UN @ICRC @OSCE @UNICEF @UNHumanRights #DontBeBlind #Stopchildrenkilling <https://t.co/i7LZY9B8bX>

- 
**iLakha134 (Ilaha M) @iLakha134** 25 Oct  
 @MammadovMuxtar @unicefchief @UNICEFEducation @UNHumanRights @coe @eucopresident @Europarl\_EN @UNESCO @SavetheChildren @amnestyusa @HRW\_Brussels @unicefchief @UNICEF @UN @SCActionNetwork @save\_children @DciDirector @cecile\_pilot STOP THIS MADNESS! No child deserves it! Look at the faces of those ugly armenian soldiers that are forcing these girls...
- 
**Ulviyya07917861 (Ulya) @Ulviyya07917861** 25 Oct  
 @e\_akopyan @sbg\_gbs Let's go speak about #Armenia violates international humanitarian #law

These tweets display the positive and negative sentiments shown in the pie chart in the previous slide.









Mentions 1 - 18 of 18 (total estimated mentions ~18)

Search Go Sort by Newest



- 01  **tobyfricker (Toby Fricker)** @tobyfricker 23 Oct

RT @UNICEF This is how South Africa is reopening schools during the COVID-19 pandemic using a blend of classroom, digital, radio and television learning opportunities. #ForEveryChild, a quality education. <https://t.co/jGtfCpDTa7>
- 02  **coywolfpatrol (@CoyWolfPatrol)** @coywolfpatrol 30 Sep



RT @KentPage A big thank you to teachers for keeping children learning before, during and after #covid19 school closures! To reach every child with quality education, we must support teachers. @UNICEF\_Nigeria v/@unicef #ThankYouTeacher <https://t.co/7VNAIFShqv>

Retweets: 0 Replies: 0 Impressions: 320

Reply Retweet Like Engage


- 03  **Jn\_7L (JAnηA)** @Jn\_7L 8 Sep


RT @KentPage With remote learning, accessibility is limited - so limited that over 400 million students have had issues with it since #Covid19 shut schools down in March. That's why @UNICEF has partnered with @ITU to close this gap by 2030. v/@unicefusa <https://t.co/e5wW85yu6W>


- 04  **SumanShelly (Shelly Suman Khuntia)** @SumanShelly 2 Sep



RT @kissfoundation 'What will a return to school during the COVID-19 pandemic look like?' Have a look at this @UNICEF article on schools reopening in the age of coronavirus: <https://t.co/dCdNWQEPk6>

Mentions 1 - 20 of 44 (total estimated mentions ~44)

Search Go Sort by Newest


- 01  **coywolfpatrol (@CoyWolfPatrol)** @coywolfpatrol 30 Sep


RT @KentPage A big thank you to teachers for keeping children learning before, during and after #covid19 school closures! To reach every child with quality education, we must support teachers. @UNICEF\_Nigeria v/@unicef #ThankYouTeacher <https://t.co/7VNAIFShqv>


- 02  **KateRickey5 (Kate Rickey)** @KateRickey5 19 Aug

RT @UNICEF Social workers are a lifeline for vulnerable children, but they should not have to put their lives on the line to provide vital support during the #COVID19 pandemic. Governments must step up to provide the support and protection they need and deserve. #ENDviolence <https://t.co/zZYeNKQxZI>

Retweets: 0 Replies: 0 Impressions: 1884

Reply Retweet Like Engage
- 03  **Muneer78605790 (Muneer saeedi(pacifist)YEYEEYEEY)** @Muneer78605790 18 Aug

RT @UNICEF Social workers are a lifeline for vulnerable children, but they should not have to put their lives on the line to provide vital support during the #COVID19 pandemic. Governments must step up to provide the support and protection they need and deserve. #ENDviolence <https://t.co/zZYeNKQxZI>
- 04  **secret\_husband (secret\_husband)** @secret\_husband 17 Aug

RT @UN Amid #COVID19, social workers, counsellors & helpline workers are a lifeline for countless vulnerable children. @UNICEF supports these frontline workers as they continue their job of keeping children safe and engaged. <https://t.co/INPp3gNc4i> <https://t.co/Rv4idBYWvH>

**These tweets are examples that show that the top tweets are about Covid-19, Children, and Children's Education.**





# Organization Talk

Post with Top Engangment

19

September 23, 2020



September 27, 2020



- On September 23rd, 2020, volume was 6303% higher than usual. UNICEF Korea was releasing a message of hope on September 23rd. UNICEF was reminding people to tune in on this day.
- On September 27th, 2020, Volume was 204% higher than usual. BTS features in a special GIF in support of #UNGA.
- On October 11th, 2020, Volume was 333% higher than usual. There were terrorist attacks in the city of Ganja against civilians attacked by the Armenian.
- On October 28th, Volume was 170% higher than usual. Terrorist attacks from the Armanian continue killing innocent civilians

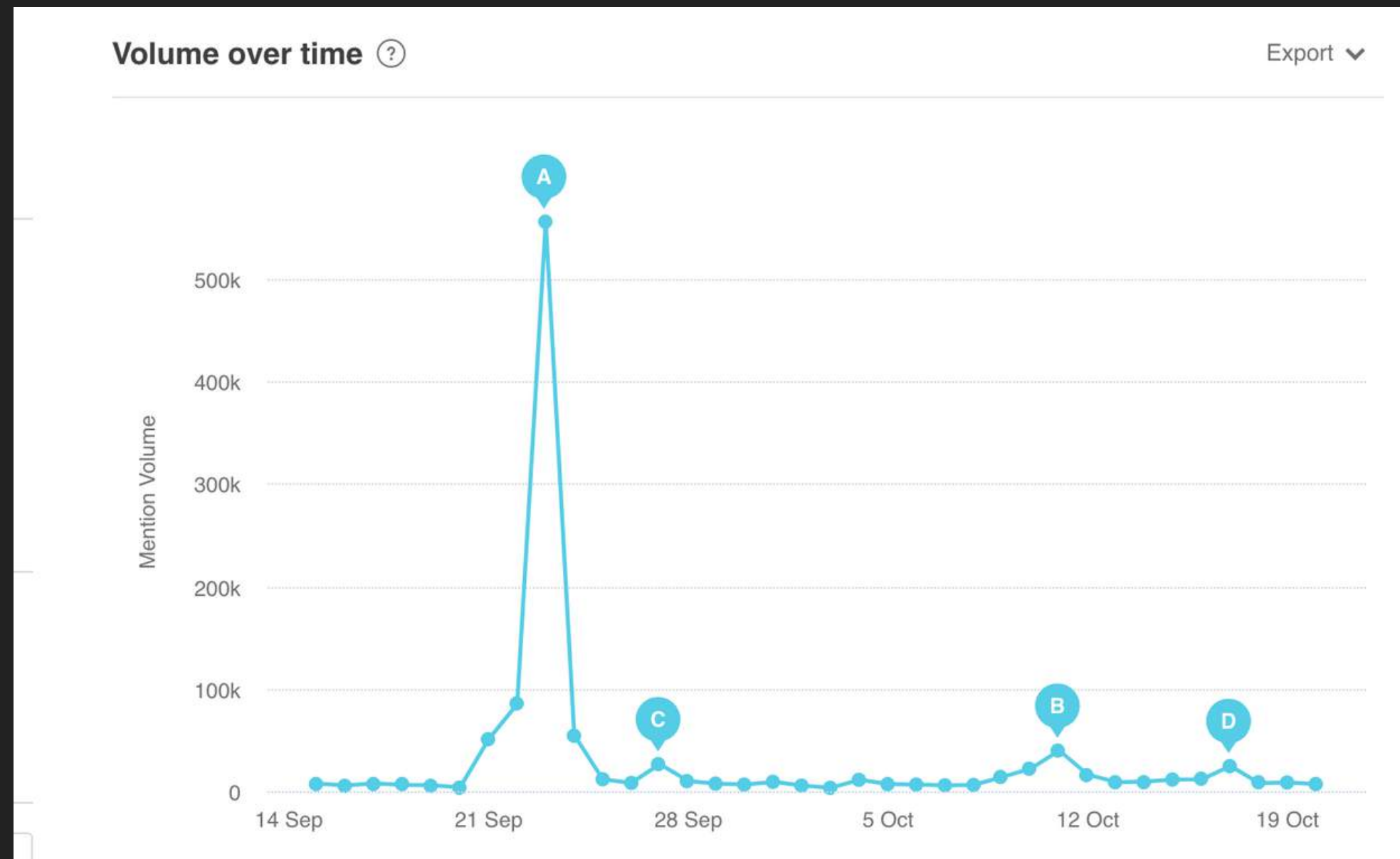
October 11, 2020



October 28, 2020



# Organization Spike Analysis



A (September 23rd, 2020)

- There was 526,667 thousand tweets. The volume was 6,416% higher than usual

B (October 11th, 2020)

- There was 36,494 thousand tweets. The volume was 351% higher than usual


C (September 27th, 2020)

- There was 24,846 thousand tweets. The volume was 207% higher than usual

D (October 28th, 2020)

- There was 36,290 thousand tweets. The volume was 349% higher)

# Organization Cross Platform

 Aditya Chunduru  
google.com

**Central government MoST likely very confused over COVID-19 vaccine**

...per cent of vaccine supplies to **Unicef**. The vaccine for the novel coronavirus may be developed anywhere in the world. But without Indian manufacturers being involved in the production of required quantities, (the distribution of vaccine) is not going to be feasible," Dr Venkateswaran said.

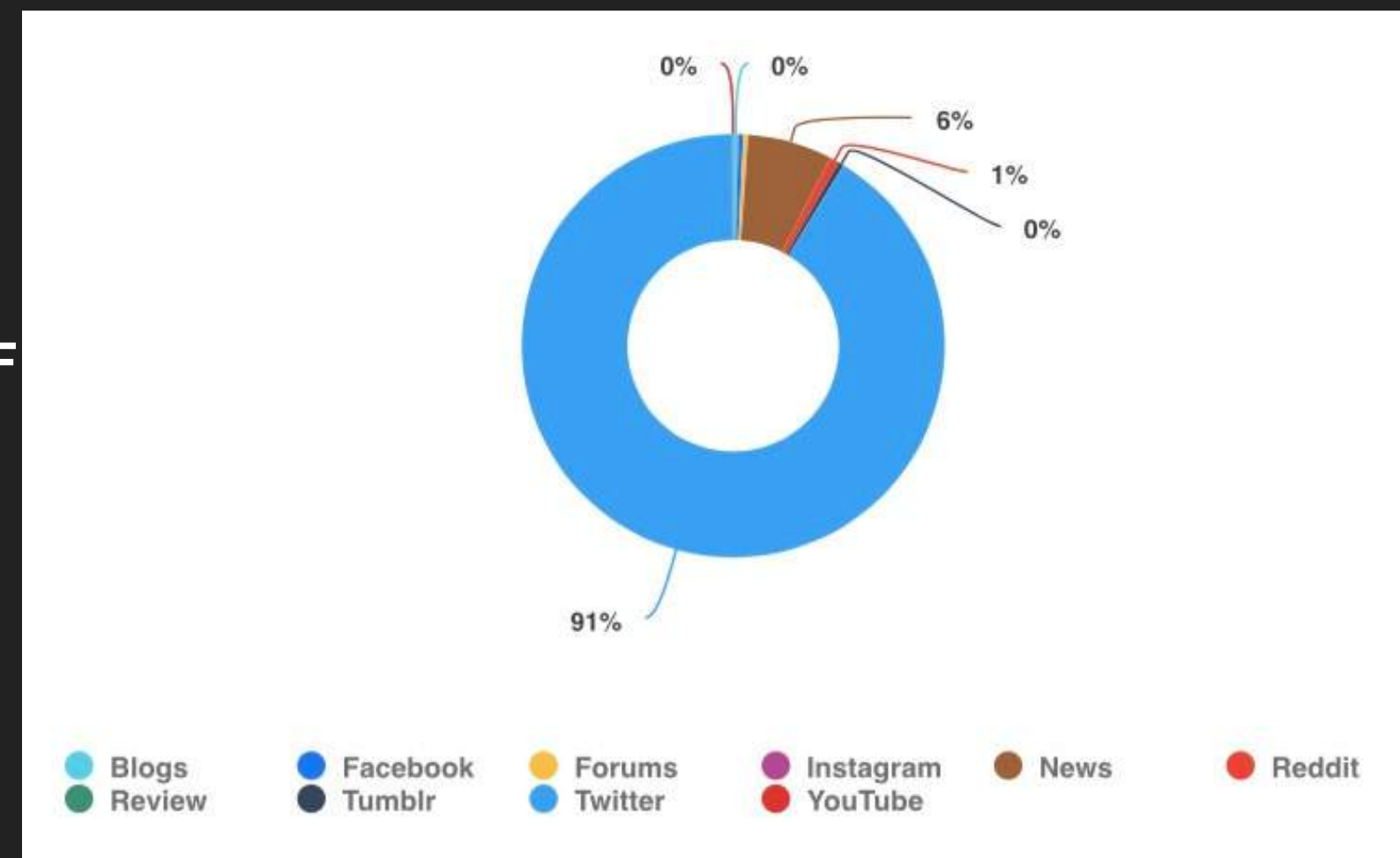
News • 6 Jul • Reach 4996

 **Sasha Alyson**  
@k\_colonialism

When **UNICEF** needed photos from Asia, Africa, and Latin America, did they hire local photographers in each place? No, they commissioned an Australian man living in New York. Why? This story (a 3-minute read) takes a look.  
<https://t.co/BV0oDjYbSX>

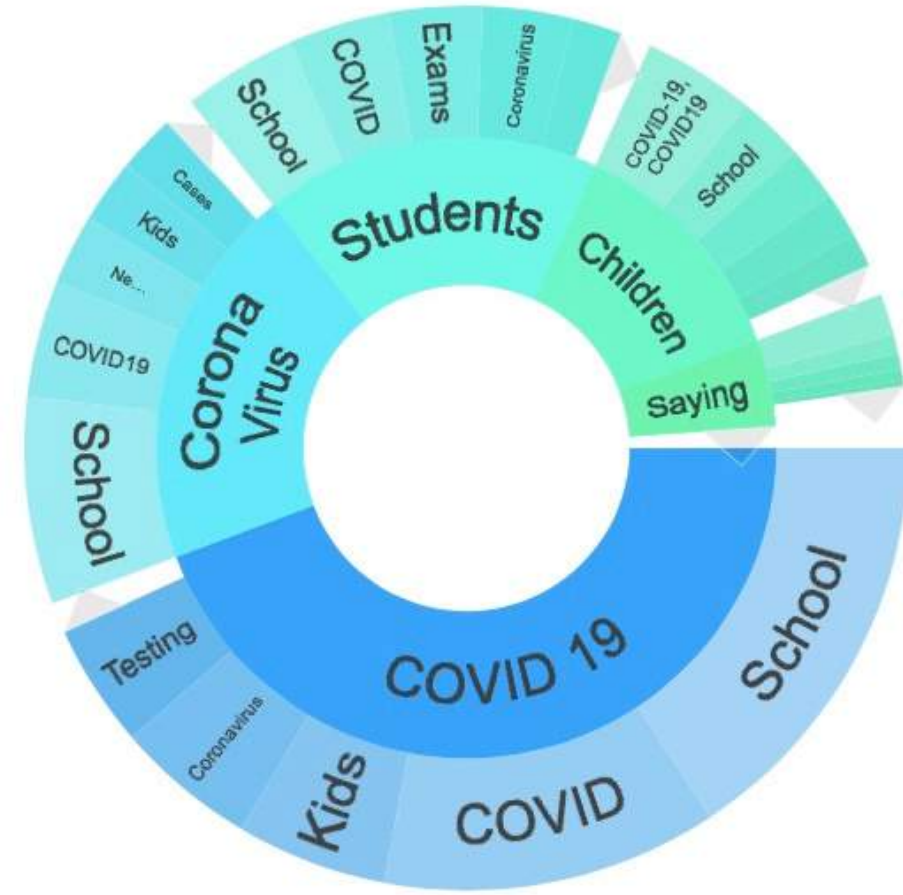
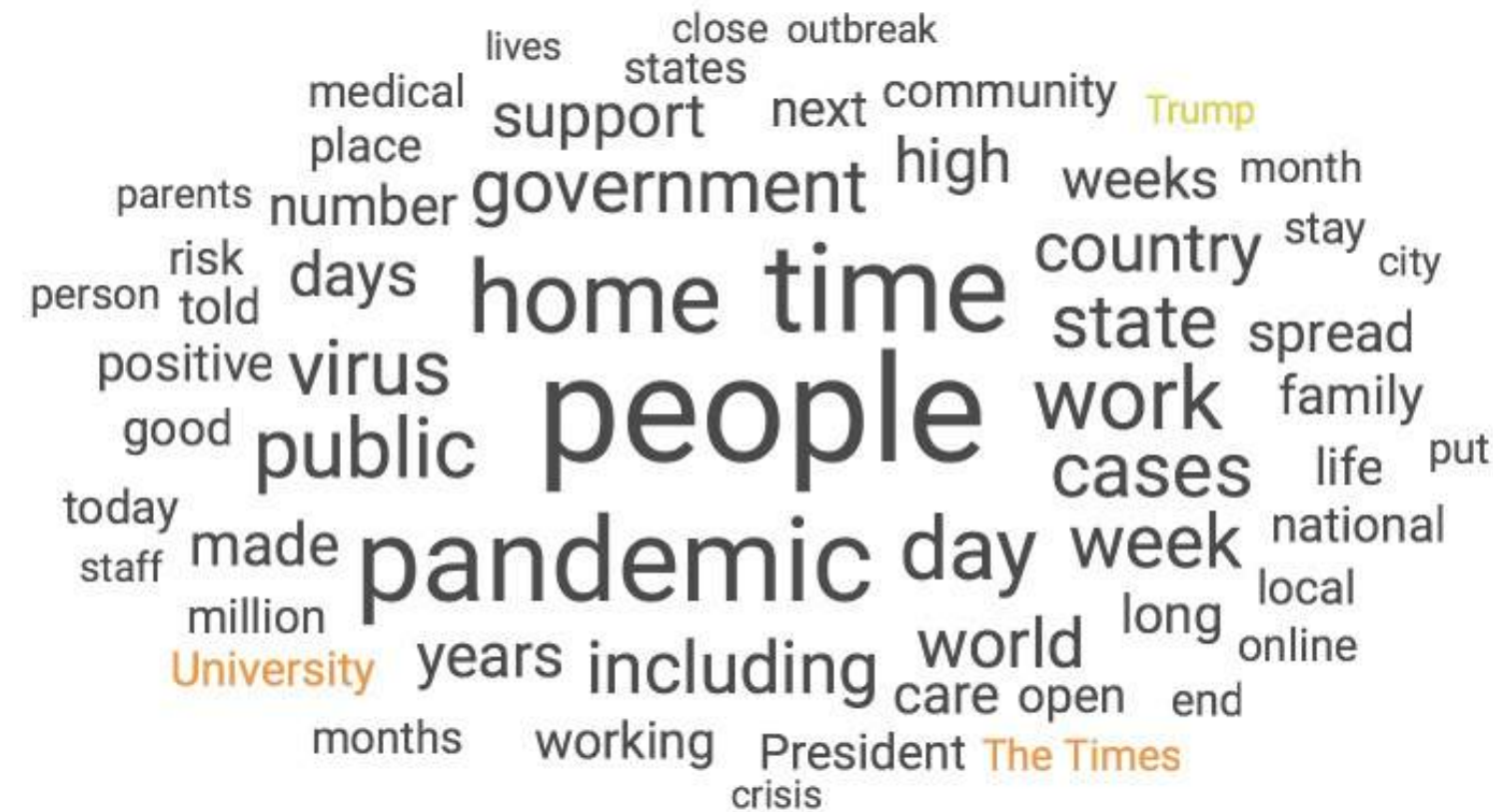
Twitter • 25 Sep • Reach 6M

The news is the 2nd most used media platform, with there being 220,999 mentions. The main conversations surrounding UNICEF in the news is how to get vaccine supplies to different UNICEF organizations.



Twitter is the most used platform, with there being 3,108,923 mentions. The main conversations on Twitter are about UNICEF in other countries like Africa and Asia.





"Children" and "Covid-19" are two of the main topics that are discussed surrounding UNICEF. "Children" is highly talked about because UNICEF is all about providing aid to children worldwide. "Covid-19" is highly discussed due to the recent pandemic that has affected children, which is Unicef's main mission (to provide aid to children around the world.)



# Topic Spike Analysis

## Conversation

March 16, 2020



The spike at the start of March 2020 was due to the start of the Coronavirus pandemic. Schools and universities were being shut down around the world.

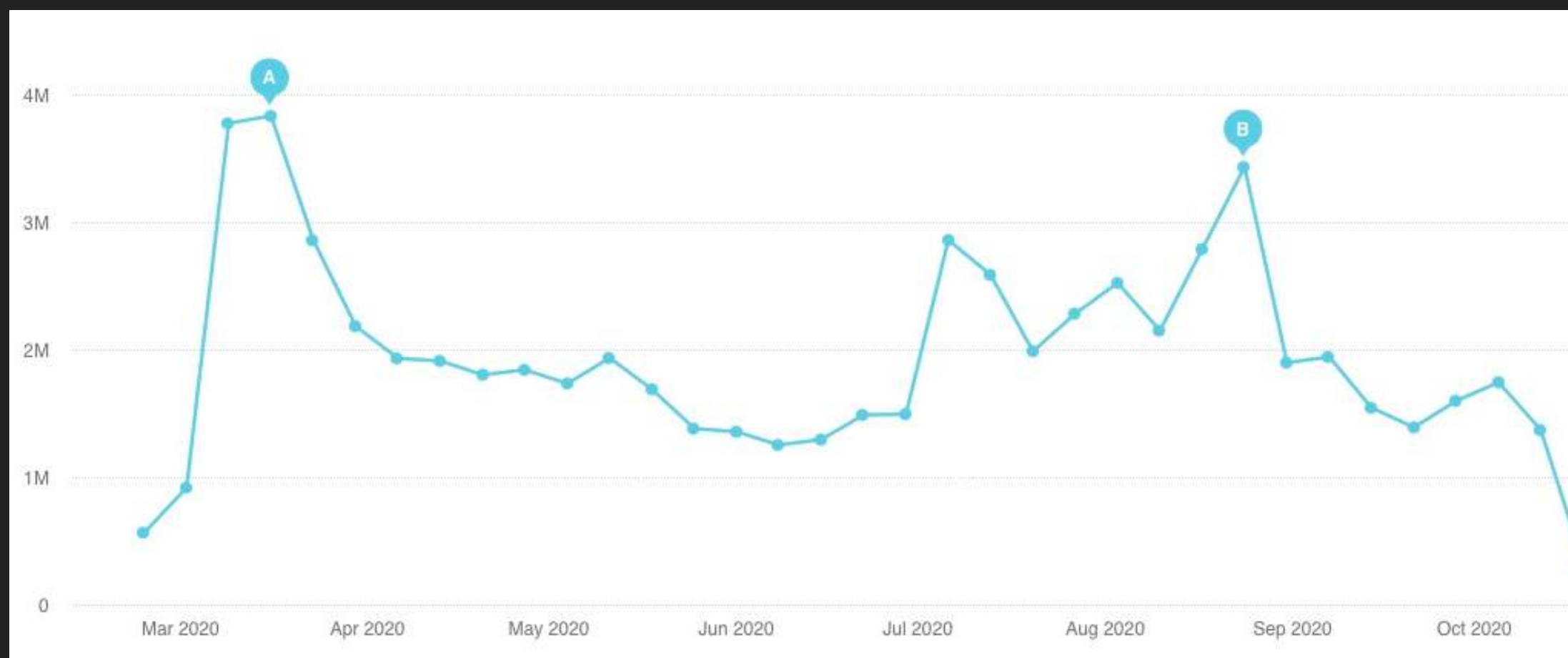
The spike in August 2020 is due to new data that was released showing that fewer children were being vaccinated since the Covid-19 outbreak.

August 24, 2020





# Topic Spike Analysis



A (March 16, 2020)

- There was 3,696,396 tweets, with the volume being 107% higher than usual

B (August, 24th 2020)

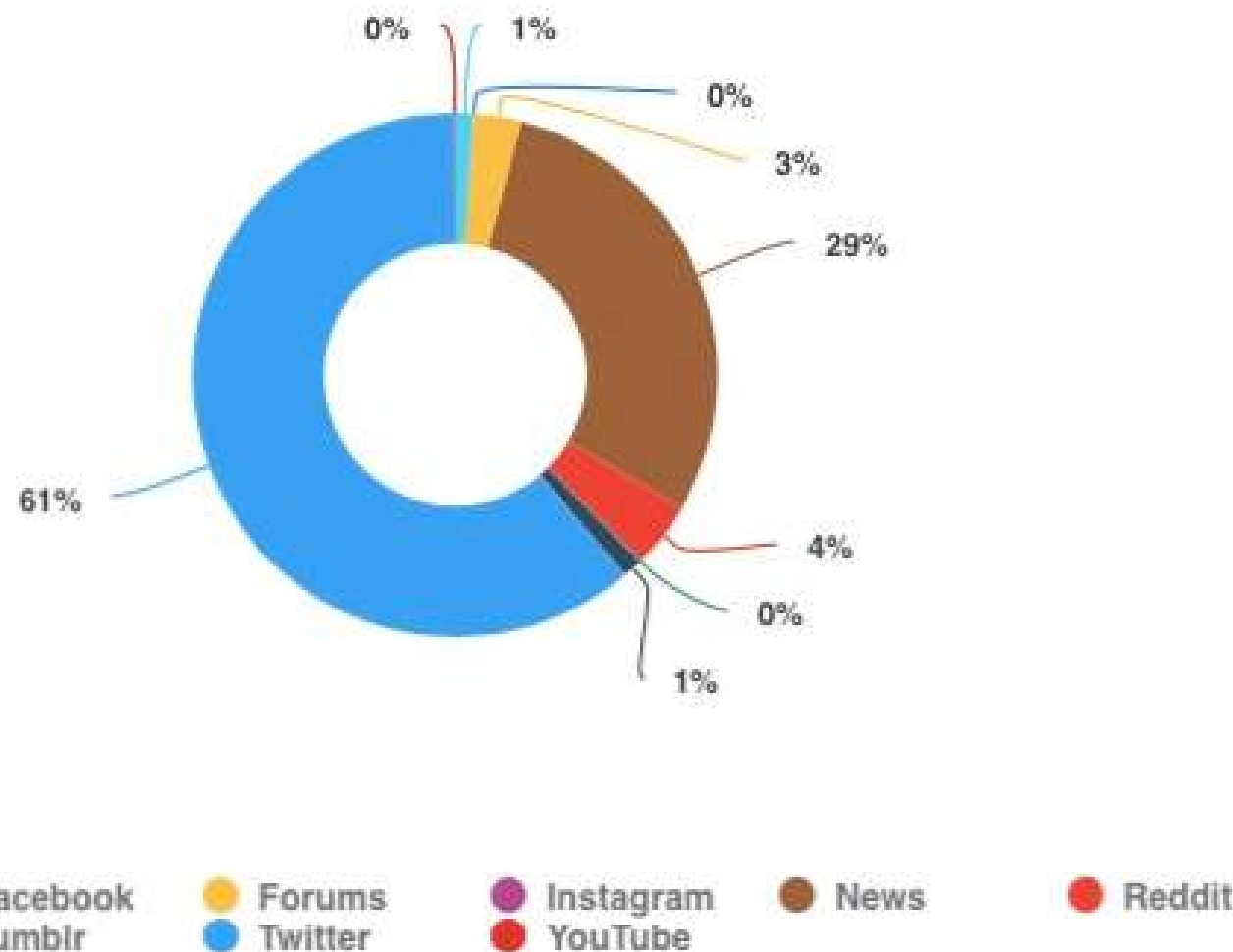
- There was 3,375,688 million tweets, with the being volume 89% higher





# Topic Data Cross Platform

25



Stephen Curry  
@StephenCurry30

I had a great conversation with @BillGates last week! We talked about the effect COVID-19 has had on technology, education, employment and more. Stay inspired. 🙏 #StateOfInspiration

Twitter is the most used platform, with there being 4,025,166 mentions. The main topics talked about on Twitter are about how Covid-19 is affecting children's education.



google.com

## Big Ten football reinstated; 8-game season to begin Oct. 24

...presidents and chancellors. "From the onset of the pandemic, our highest priority has been the health and the safety of our **students**. The new medical protocols and standards put into place by the Big Ten Return To Competition Task Force were pivotal in the decision to move forward with sports in the conference," Northwestern president Morton Schapiro, who...

News • 16 Sep • Reach 4997



The news is the next most used platform, with there being 1,334,291 mentions. The main topic talked about in the news is how Covid-19 is affecting the sport of football.



Sucker4PunishmentFML  
reddit.com

I really need some advice, and to get my feelings off my chest...

...grew up in an incredibly violent environment and has never tried to work through the residual damage and feelings. His mother and brother both have **mental health** issues and that just adds a whole other level of strain to our marriage because his mother in particular is incredibly manipulative and toxic and has created so many issues for us over...

Reddit • 22m •



Reddit is the 3rd most used platform, with there being 346,897 mentions. The main topic talked about on Reddit is mental health.



# Competitive Analysis



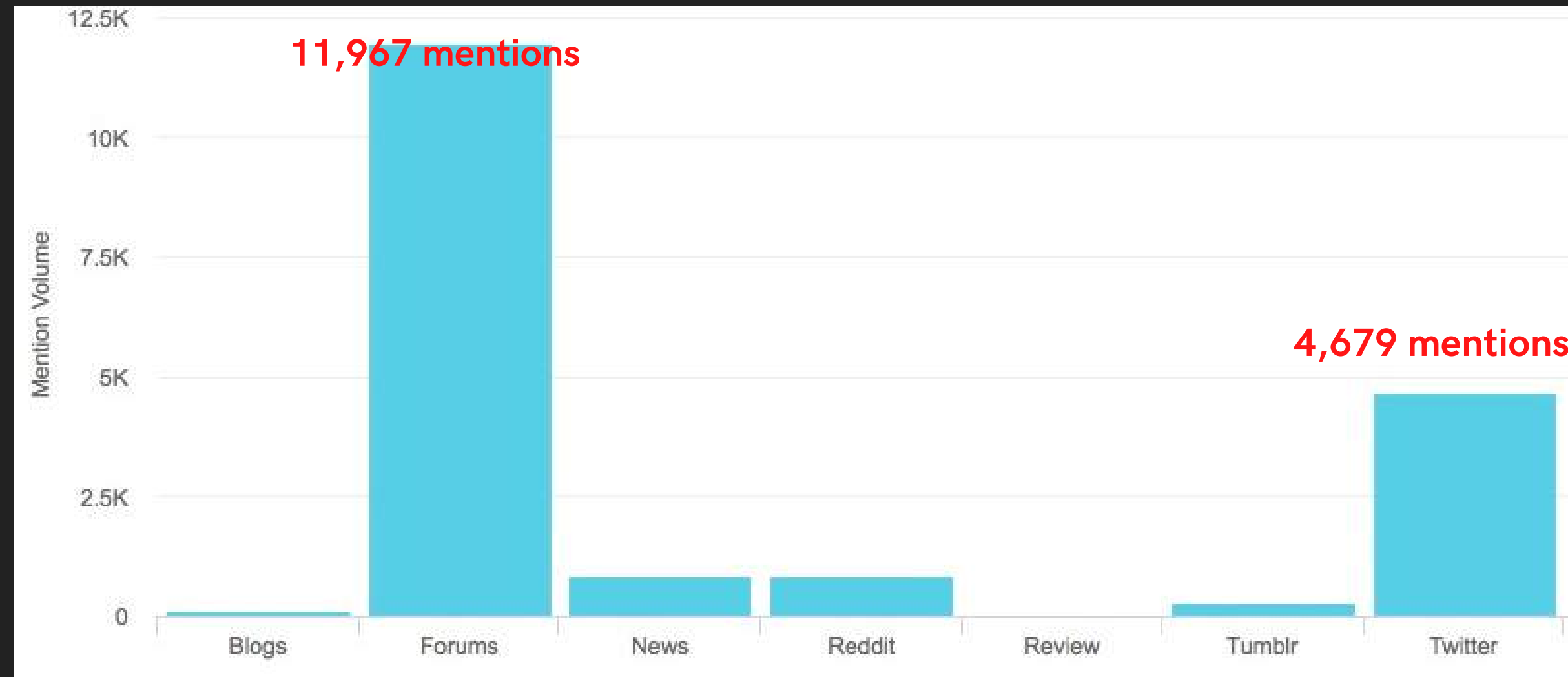
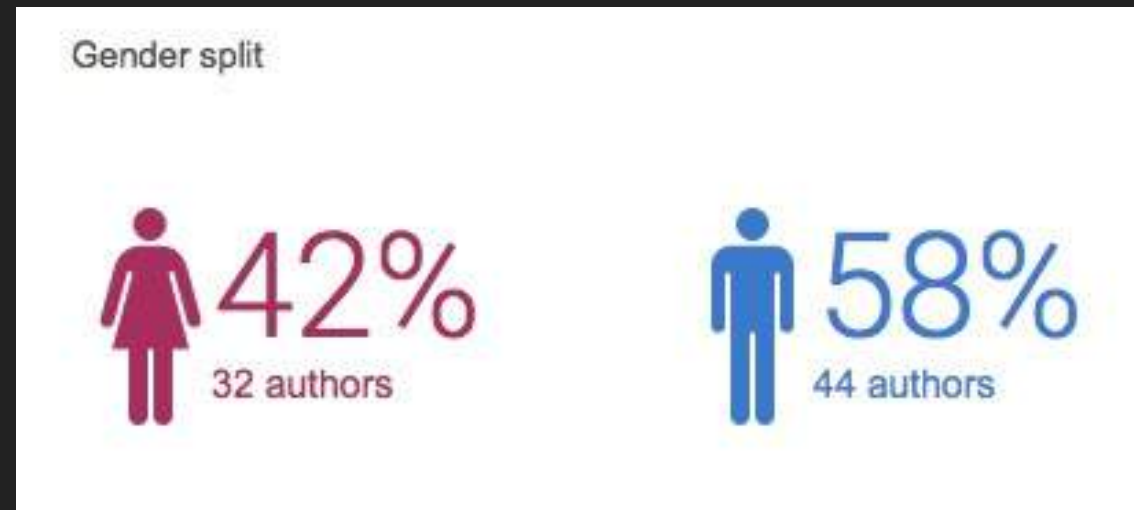


# Child Rights International Network

27

Child Rights International Network is a nonprofit that allocates for child rights.

**Actionable Insight:** Their main platform that has the most mention volume is Forums, whereas UNICEF's main platform is Twitter. They have more male followers than female, whereas UNICEF has more female followers than male. Their large engagement on forums shows that people like to actively discuss with the company.



## Top Influencers

USERNAME	IMPACT
 NavdeepSBains @NavdeepSBains	91.9
 JustinTrudeau @JustinTrudeau	85.1
 hyunjinbae_j @hyunjinbae_j	79.3
 GuardianNigeria @GuardianNigeria	73.9

# Partners In Health

28

Gender split

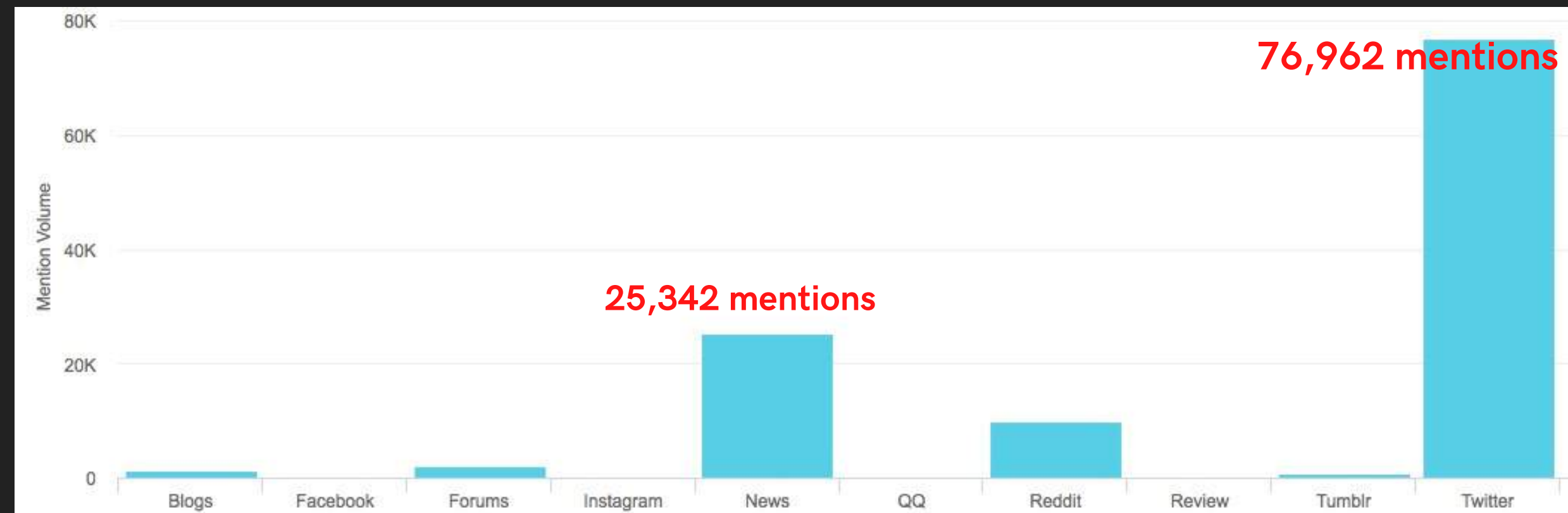


Partners In Health is a nonprofit organization that gives those in need the healthcare they deserve.

**Actionable Insight:** They have the most mention volume on Twitter, which is most likely due to the fact that Hilary Clinton is one of their main influencers on Twitter. Since Hilary Clinton's main followers are female, it makes sense for the majority of followers for Partners In Health to also be mostly female. This also shows that PIH is involved more on twitter and not as much on other platforms. The news is really the only other platform that their mentioned in.

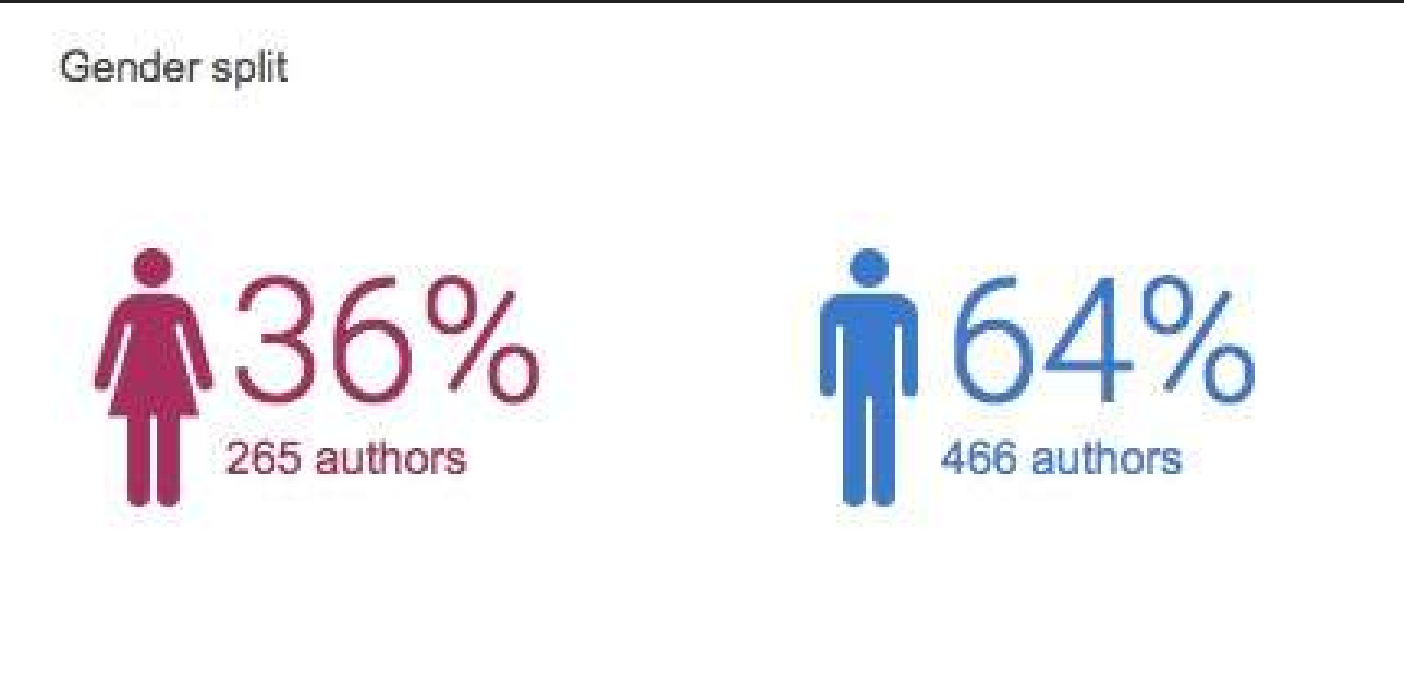
## Top Influencers

USERNAME	IMPACT ▾
 HillaryClinton @HillaryClinton	98.65
 nbacares @nbacares	97.3
 VancityReynolds @VancityReynolds	97
 NBA @NBA	96.3





# International Rescue Committee

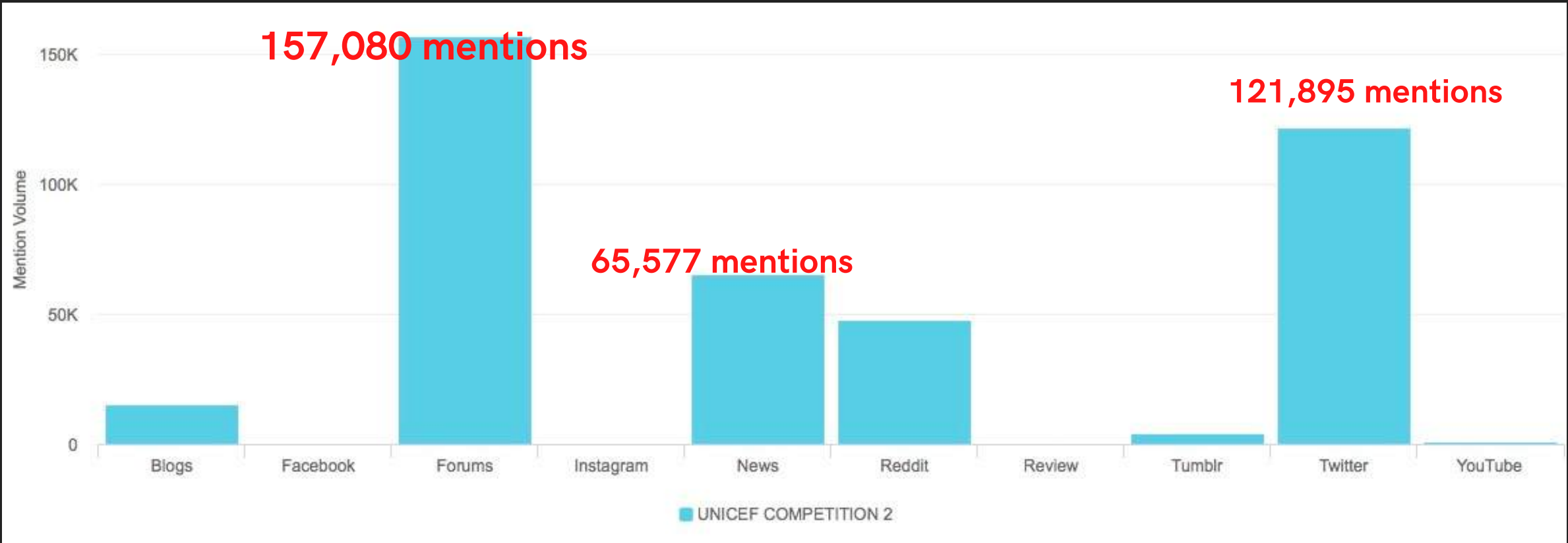


International Rescue Committee responds to the worlds worst humanitarian crisis and provides aid to those affected.

**Actionable Insight:** Their top influencers are main news outlets, which is due to the fact that those news outlets report on the main crisis going on in the world. Their main followers are mostly male, with forums being their main platform that has the most mention volume. The amount of mentions shows that IRC is a large non-profit as well, and they do well on forums, where they get involved with their viewers, and twitter. They also have high mentions in the news probably due to their top influencers being news organizations.

## Top Influencers

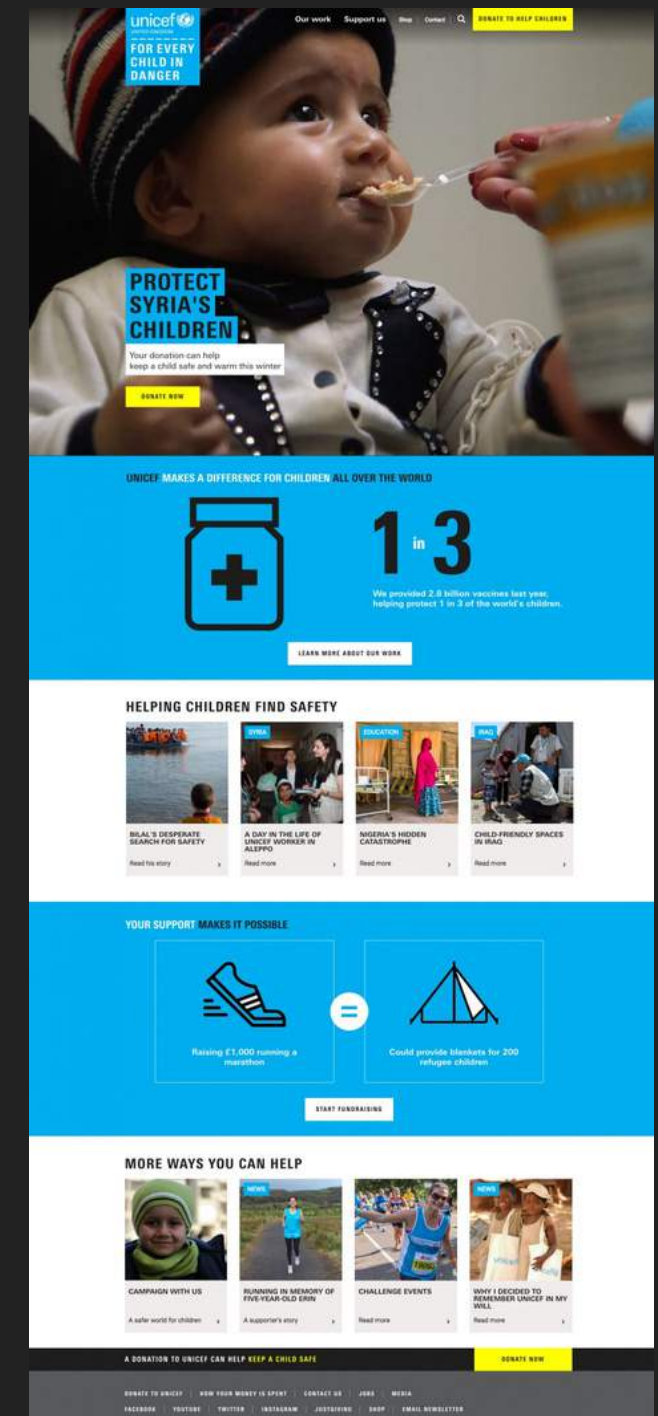
USERNAME	IMPACT
 CNN @CNN	97.8
 nytimes @nytimes	97.5
 Carnage4Life @Carnage4Life	96.9
 BBCWorld @BBCWorld	96.6



# Earned Data Recommendations

30

- UNICEF should focus on using more influencers and celebrity endorsements. Our competitor, Partners in Health (PIH) uses Hillary Clinton and the NBA for endorsements which has increased their overall engagement on social media. With Hillary Clinton's impact being 98.65% and the NBA's impact being 97.3%, strengthening our influencer presence on social media could dramatically increase our engagement.
- International Rescue Committee's top influencers are news and political bases and sixty-four percent of their viewers are male. UNICEF should incorporate more news and political influencers in order to increase our male population
- With one of our top engagement post being a positive message of hope, UNICEF should increase their amount of positive posts to alter the sentiment of our viewers when engaging with us on our platforms
- UNICEF should work to convert people from neutral and negative too positive. Feeling more positive sentiment towards UNICEF should increase involvement and connections between UNICEF and their viewers. Positive sentiment when engaging on our social media is crucial since they are a fundraising based company, we need our viewers to associate UNICEF with positivity to influence them to support us as a company.





# Appendix

## Organization

unicef OR "uni cef" OR "United Nations Children's Fund" OR "UN Children's Fund" OR "United Nations International Children's Emergency Fund" OR "UN International Children's Emergency Fund"

## Topic

((infant AND ("mortality rate" OR deaths)) OR ((#beruit OR #lebannon) AND (bombing OR explosions OR disaster OR explosion) AND (children OR kids)) OR (("Social work" OR "Social workers" OR "Social worker" OR "Mental Health") AND (Children OR Kids)) OR ((children OR kids) AND (#Covid OR Covid OR #Covid19 OR Covid19 OR #Coronavirus OR Coronavirus)) OR ((school OR schools Or education OR #education OR educational opportunities OR #educationaloppotunities OR students OR student) AND (covid OR covid 19 OR covid19 OR #covid OR #covid19 OR corona OR coronavirus OR #corona OR #coronavirus))

## Competition

"Child Rights International Network" OR "CRIN" OR "@CRINwire" OR "Partners in Health" OR "PIH" OR "PIH.org" OR "International Rescue Committee" OR "IRC" OR "RESCUEorg" OR "Rescue.org"