Girl Scouts of America

ADPR 7750: Social Media Analytics

Prepared By:

Amber Tanner - amber.tanner25@uga.edu
Emma Ward - emma.ward@uga.edu
Sasha Lawson - sasha.lawson@uga.edu

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

@SEESUITEUGA   @GIRLSCOUTS
SEESUITE.UGA.EDU   GIRLSCOUTS.ORG

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Executive Summary

The goal of this report is to explore and report social media insights for the Girl Scouts of America organization as well as related topics and its competition. The social media platforms studied include Twitter, Tumblr, and Reddit.

The overarching topic associated with Girl Scouts is women empowerment, a focal point for the all-girls organization. Related themes include girl power, female empowerment, women in STEM, girls in STEM and female leaders. These topics and themes were analyzed across platforms in order to better understand these conversations being had about women empowerment in different key social media spaces.

The organizations that compete with Girl Scouts include Girls in Action, American Heritage Girls, Girls Inc., Girls on the Run, Girls for a Change and Scouts BSA.

Overview

June 1
2020
→
Oct. 25
2020

Date Range

Brandwatch

Tool Used

Platforms

Key Performance Indicators

Share of Voice compares the organization's post amount to the overall post amount and measures how much the organization captures the conversation

Sentiment measures people's feelings about the organization and whether the posts are positive, negative or neutral

Engagement measures Twitter retweets, replies and mentions, Tumblr post volume, themes and conversation and Reddit volume and conversation

Statement of Business Problems

1. Negative sentiment regarding controversial statements

In order to reduce the negative sentiment regarding the Girl Scouts organization, limit the amount of potentially controversial (specifically political) statements that are posted on various social media platforms, especially Twitter (where tweets can go viral quickly). Failing to address this issue could lead to a negative perception of Girl Scouts, and, as a result, the negativity will encompass a larger portion of the sSOV (social share of voice).

2. Mentions of Girl Scouts alumni and accomplishments are not maximizing their potential

The organization should further highlight the accomplishments of Girl Scouts alumni. These posts receive engagement, but the potential engagement is not being met currently. Through sharing stories about their time as a Girl Scout and how it helped lead them to where they are today, alumni can encourage more Girl Scouts to join and continue as a Girl Scout. Giving positive attention towards alumni and creating a better understanding of the long-term benefits of the Girl Scouts organization will set Girl Scouts apart from their competition.

Top Recommendations

Incorporate relevant and timely occurrences going on in the world

- Tweets about Detroit, specifically about a girl scout reflecting on racism regarding her troop, were a top conversation found within both Unity and Girl Scouts Experience themes on Twitter
- Two of the top three stories on twitter in terms of retweets and impressions (2,455,970 combined) are both regarding NASA naming the headquarters after Mary W. Jackson, the first black female engineer

Highlight Girl Scouts' key individuals
- Feature opinion leaders in relevant fields such as @kitastew, who is a girl scouts alum as well as an author of the book titled Troop 6000
- Retweet and mention Girl Scout alumni like @dst6n0, who has generated 45820 tweets with 38365671 impressions

Remind the public of positive contributions from the Girl Scout community
- Post about current Girl Scout initiatives that are being taken such as #girlscoutsathome that was an initiative brought about by the stay-at-home orders due to COVID-19, and which connected girl scouts through numerous virtual events
- Highlight the positive occurrences that are going on within and beyond the organization like #girlscoutsgiveback
- Do not limit Girl Scout recognition to just current members, extend to relevant alumni as well again, such as @kitastew- as mentioned, the author of Troop 6000

Highlight women creating differences in their communities.

- Retweets increased when users shared inspiring stories of female leadership.
- When praise was given for the positive impacts of female leaders, retweets and replies increased, especially on Twitter.
- Focus on timely stories that showcase female leaders creating positive steps forward for women.
- Use #womenempoweringwomen or #girlpower.

Create more branded hashtags that invite cooperation from Twitter users (outside of current members and their families).

- Hashtags that are clear and include "Girl Scouts" will draw people in and pique their interest.
- Eg. #GirlScoutsCreate or #GirlScoutsAlwaysLendAHand will invite people to participate in a hashtag campaign by posting photos or tweets of how they interpret the hashtag.

Increase conversations and overall number of posts about women empowerment by posting on holidays and during special campaigns that support women and the empowerment of females.

- Eg. Day of the Girl (Volume Increase of 5099%), an international holiday to celebrate and educate about girls' rights
- By engaging in the conversation of specific holidays and campaigns about women empowerment, Girl Scouts can allow the organization's followers to see that they are not just concerned with internal information and promotion, but, instead, are willing to participate in external initiatives to promote women.

Collaborate with popular influential accounts like @stemettes on Tumblr to increase engagement.

- The conversations and themes on Tumblr are not at concentrated as they are on Twitter, so, to create specific conversations and engage users with the Girl Scouts organization, teaming up with @stemettes, who already has a solid following of admirers, might increase the influence Girl Scouts has on conversations that discuss key areas of emphasis for the organization (eg. STEM, girl power, and civic engagement).

Owned Data:

Engagement Data

Overview

We analyzed the social media presence of Girl Scouts of America on Twitter, as this platform was the most used by the organization. **@GirlScouts** currently has over 95,600 followers on Twitter and follows 2,373 other accounts. The organization has tweeted over 48,000 times.

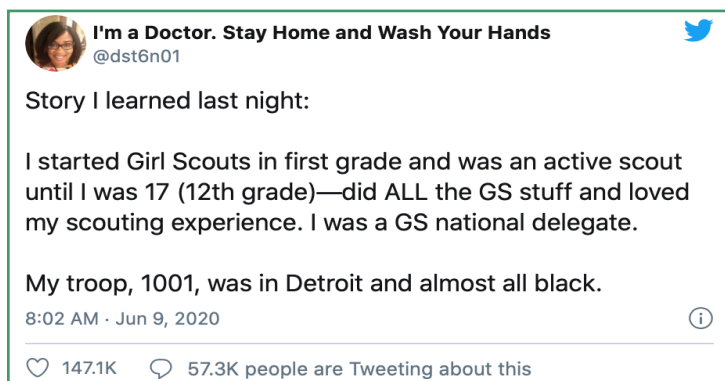**Gender Split**

Gender Split

Basic demographics for the users in our data set include a gender split of 62% female and 38% male authors, with the greatest gender split occurring in the middle of June.

Male
38%

Female
62%
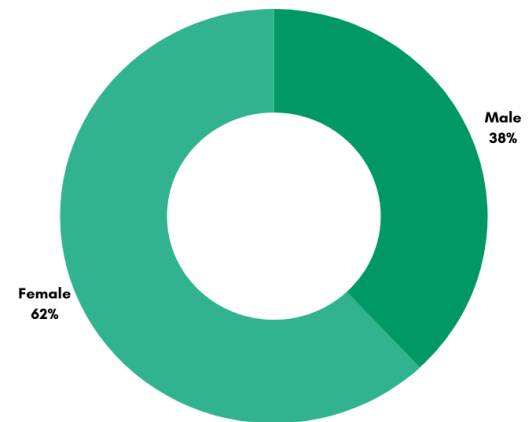
Mentioned Users

The most mentioned user in terms of number of retweets is a user by the handle @dst6n01, a Girl Scouts alumni. She tweeted a story of her experience as a young Girl Scout in an all-black troop in Detroit. This tweet generated 575,529 impressions.

I'm a Doctor. Stay Home and Wash Your Hands
@dst6n01

Story I learned last night:

I started Girl Scouts in first grade and was an active scout until I was 17 (12th grade)—did ALL the GS stuff and loved my scouting experience. I was a GS national delegate.

My troop, 1001, was in Detroit and almost all black.

8:02 AM · Jun 9, 2020

♡ 147.1K   ○ 57.3K people are Tweeting about this

The Girl Scouts organization-owned Twitter handle (@GirlScouts) is a close second in terms of tweets and a resounding first in terms of impressions. As we are analyzing the Girl Scouts Twitter presence, it makes sense that @GirlScouts would be high on the list of influential users.
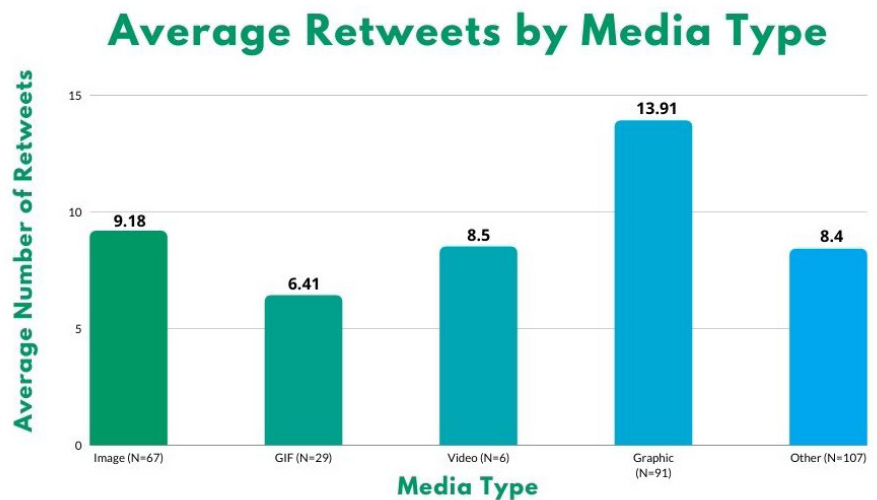
Emojis

The green heart emoji was used in the greatest number of retweets and created the second most overall impressions. The Girl Scouts' brand identity uses green throughout, so the use of a heart of the same color creates branding consistency.

The "two hands raised" emoji had the greatest total number of impressions, as it is usually associated with celebration and congratulatory statements.
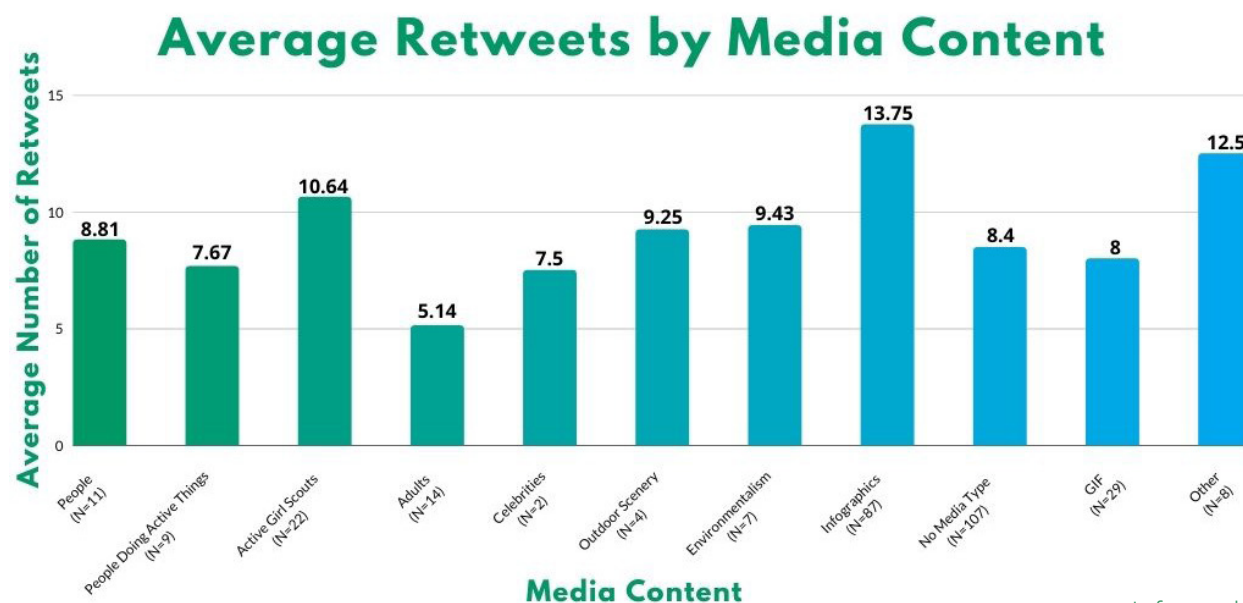
Insights

Media Type

Media type played an important role in the number of retweets that posts by Girl Scouts received. Posts that included a graphic (infographic or post including graphic design) received an average of 13.91 retweets, the highest of all media types. Images and videos received the next highest average retweets with 9.18 and 8.5 retweet, respectively.
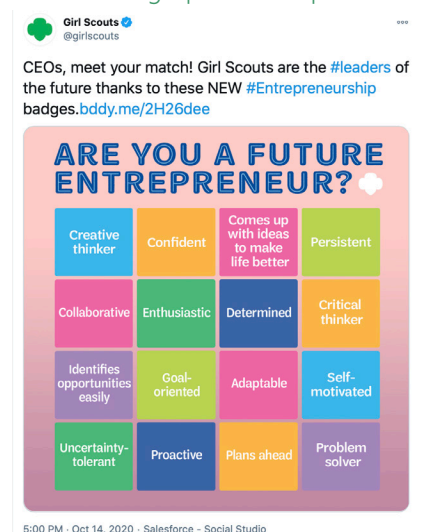

Average Retweets by Media Type

Bar chart — Average Number of Retweets by Media Type:
- Image (N=67): 9.18
- GIF (N=29): 6.41
- Video (N=6): 8.5
- Graphic (N=91): 13.91
- Other (N=107): 8.4

Media Content

Average Retweets by Media Content

Bar chart — Average Number of Retweets by Media Content:
- People (N=11): 8.81
- People Doing Active Things (N=9): 7.67
- Active Girl Scouts (N=22): 10.64
- Adults (N=14): 5.14
- Celebrities (N=2): 7.5
- Outdoor Scenery (N=4): 9.25
- Environmentalism (N=7): 9.43
- Infographics (N=87): 13.75
- No Media Type (N=107): 8.4
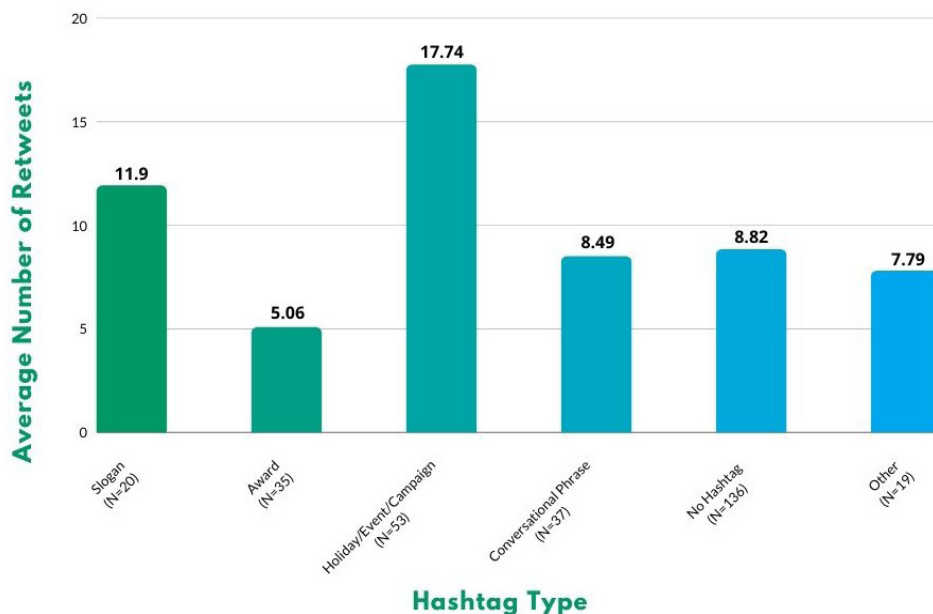- GIF (N=29): 8
- Other (N=8): 12.5

The content of media posted, not just media type, was an important engagement tool for the Girl Scouts Twitter, as well. Again, infographics were the content type that performed the best, receiving an average of 13.75 retweets. Infographics were often used to relay information for upcoming events or new badges and programs. Girl Scouts utilized a fun and playful aesthetic when posting these graphics, drawing attention from Twitter users and followers to posts that might otherwise be mundane. Following infographics, content that was categorized as "other" and images of active Girl Scouts (engaging in cookie sales or wearing their Girl Scout uniform for example) received an average of 12.5 and 10.64 retweets, respectively.
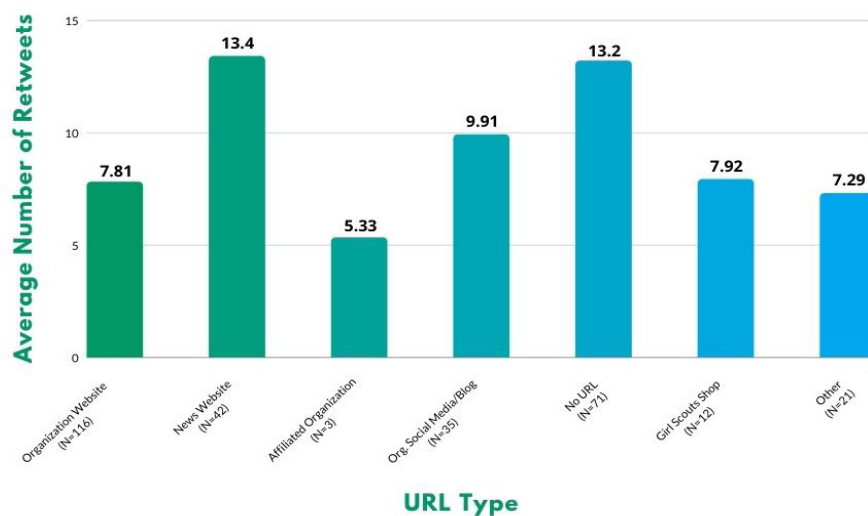
Infographic Example Post:

Girl Scouts @girlscouts

CEOs, meet your match! Girl Scouts are the #leaders of the future thanks to these NEW #Entrepreneurship badges. bddy.me/2H26dee

ARE YOU A FUTURE ENTREPRENEUR?

Creative thinker	Confident	Comes up with ideas to make life better	Persistent
Collaborative	Enthusiastic	Determined	Critical thinker
Identifies opportunities easily	Goal-oriented	Adaptable	Self-motivated
Uncertainty-tolerant	Proactive	Plans ahead	Problem solver

5:00 PM · Oct 14, 2020 · Salesforce - Social Studio

Insights

Average Retweets by Hashtag Type

Hashtag Type

Hashtags were used often by the Girl Scouts Twitter account. Out of the 300 total tweets analyzed, 164 tweets included a hashtag. Hashtags that promoted an event, holiday, or Girl Scouts campaign (which were utilized in only 53 tweets) were the most effective at garnering retweets, with an average of 17.74 retweets. Examples of this type of hashtag include: #HispanicHeritageMonth, #IDG2020 (International Day of the Girl, a holiday to promote girls' rights), and #GSOutdoors (campaign to promote outdoor exploration for Girl Scouts).

Slogan hashtags were also effective in garnering retweets. Examples of slogan hashtags include #NeverForget, a hashtag that the organization and many others used on the anniversary of the September 11, 2001 attacks. Tweets that used slogan hashtags (which were included in only 20 tweets) received an average of 11.9 retweets.

URL Type

URLs can be helpful on platforms in order to garner more traffic to an organization's website, a news article, or a press release about a brand and their accomplishments.

URLs to news websites received more retweets on average than other types of URLs or no URLs. News URLs received an average of 13.4 retweets. News URLs were only used in 42 tweets by Girl Scouts.

No URLs, however, garnered almost just as many retweets on average (13.2) than news URLs. Girl Scouts did not include a URL in 71 of their tweets.

Average Retweets by URL Type

Earned Data:

Cross Platform Girl Scouts Conversation

Hashtags

The most used hashtags include #womeninstem (5511 total tweets), #equality (2988 total tweets), and #girlswhocode (2760 total tweets). Also included in the top hashtags are #100daysofcode (2393 total tweets), #twitter (2322 total tweets) and #womenintech (2096 total tweets).

Another top hashtag that aligns with the top stories on Twitter is #suspendtrump (1331 total tweets). This last hashtag correlates directly with the second top story regarding President Trump's Twitter account being suspended for "hateful conduct".

Most Used Hashtags:

1. **#WomenInStem** - 5,511 tweets
2. **#Equality** - 2,988 tweets
3. **#GirlsWhoCode** - 2,760 tweets
4. **#100DaysOfCode** - 2,393 tweets

Demographics

The gender split for Twitter is 55% women and 45% men, the closest of our three identified platforms. Similar to the other platforms, however, the most common country for unique authors is the United States (44% of tweets).

Gender Split

Men 45%

Women 55%

Sentiment

Negative 14%

Neutral 52%
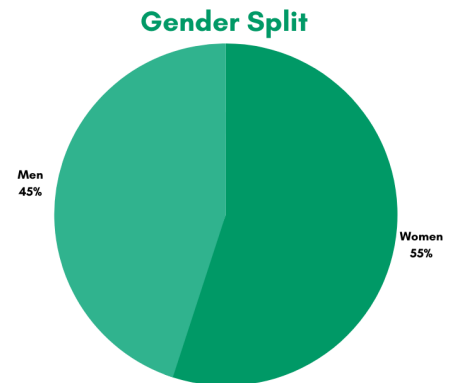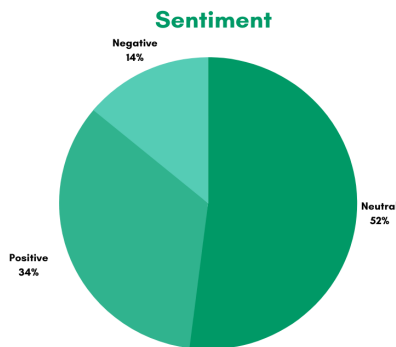
Positive 34%

Sentiment

Tweets about Girl Scouts were mostly neutral in sentiment (52%), followed by positive sentiment and negative sentiment, with 34% and 14%, respectively.

Spikes in Mention Volume

June 10th
31,030 mentions; @dst6no1 told her story of her experiences as a Girl Scout, specifically highlighting racism she was exposed to

June 24th
1189 mentions; conversation for this day was varied, however numerous tweets correspond to the NASA headquarters being named after their first black female engineer

July 7th
1178 mentions; conversation revolved around politics, with specific mentions of Kanye being very prominent

August 19th
2084 mentions;conversation surrounded the topic of Girl Scouts announcing its first black CEO

September 28th
1278 mentions; conversation is all over the place, but largely center around praise for the Girl Scouts organization in response to Girl Scouts tweeting "what skills has Girl Scouts taught you that you still use today?"
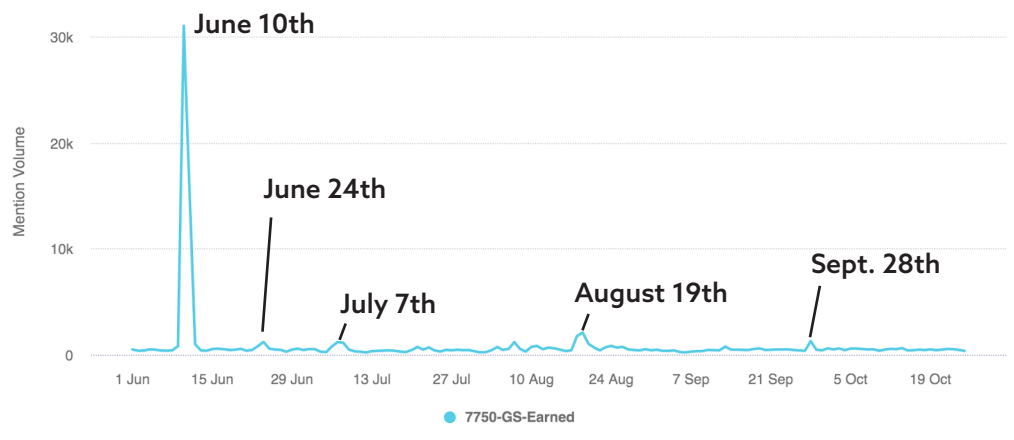
Themes & Conversations

Girl Scouts Story — 51,777

The theme of Girl Scouts Story is largely dominated by alumni tweets reflecting on their time in various troops. Far and beyond the largest conversation within this theme is one woman's (@dst6n01) reflection on her time as a Girl Scout, commenting about her realization of racism in the world and the memories she had associated with her experience in Girl Scouts. Similar to the Troop theme, the theme of Girl Scouts Experience benefited from the use of hashtags like #girlscoutsathome, which was mentioned 61 times and garnered 575,529 impressions. The user @dst6n01 was the most influential user in this theme, as well, being mentioned in 46,920 tweets with 39,997,441 total impressions. Overall, the sentiment is 94% positive (46,317 tweets) regarding tweets about girl scouts and their various experiences with the organization.

I'm a Doctor. Stay Home and Wash Your Hands
@dst6n01

Story I learned last night:

I started Girl Scouts in first grade and was an active scout until I was 17 (12th grade)—did ALL the GS stuff and loved my scouting experience. I was a GS national delegate.

My troop, 1001, was in Detroit and almost all black.

8:02 AM · Jun 9, 2020

147.1K   57.3K people are Tweeting about this

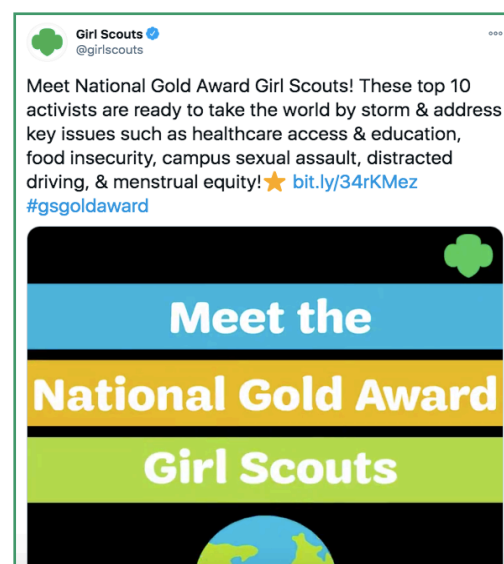## Black Women's Empowerment — 49,252

The conversation of Black Women's Empowerment is dominated by two sub conversations: the appointment of Judith Batty as the first black women CEO of Girl Scouts and the naming of NASA's headquarters after their first black female engineer, Mary W. Jackson. The sentiment is still overwhelmingly positive with a recorded 95% positive sentiment. However, the initial tweets are neutral, as they come from news sources such as CNN. The most popular hashtags were #judithbatty (159 tweets garnering 2,271,617 impressions), #NAAdvancementCP (146 tweets garnering 2,217,253 impressions), and #blackgirlmagic (64 tweets garnering 126,201 impressions). @CNN and @NASA were the most influential users, as the dominating conversations originated from tweets by the organizations. The two organizations were mentioned in 847 tweets and 587 tweets, respectively.

CNN
@CNN

The Girl Scouts of the USA, which had racially segregated troops in its early years, has appointed its first Black CEO after more than a century.

The Girl Scouts used to segregate Black and White girls. Now they have their ...
The Girl Scouts of the USA has reached a milestone. After more than a century, and a history which included racially segregated troops in its early years, the ...
cnn.com

11:06 AM · Aug 19, 2020 · SocialFlow

Girl Scouts Lifestyle — 10,147

The conversation within this theme is largely centered around Girl Scouts daily activities; this includes badges, at-home activities that were prevalent during the lockdowns as well as awards. This is a theme that largely serves as information for current Girl Scouts, as well as parents of current Girl Scouts. Since this category is largely information based, it comes as no surprise that it is largely neutral. The sentiment in this theme is 75% neutral (7,660), followed by positive sentiment at 23% (2,329). Hashtags that were the most impressionable include #STEM (mentioned in 990 tweets and garnering 13,909,878 impressions) and #GSGoldAward (mentioned in 298 tweets and garnering 2,612,923 impressions). The most influential users in this theme included @SylviaAcevedo, former Girl Scouts CEO, who was mentioned in 211 tweets garnering 9,845,023 impressions. @IfThenSheCan, a STEM activist group, was mentioned in 174 tweets garnering 1,170,974 impressions. The organization participated in a virtual event with Girl Scouts.
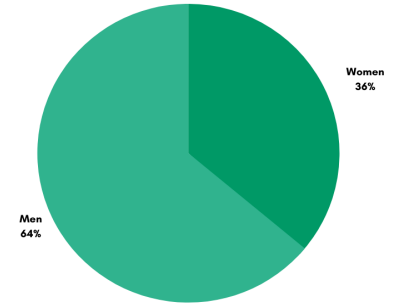

Girl Scouts
@girlscouts

Meet National Gold Award Girl Scouts! These top 10 activists are ready to take the world by storm & address key issues such as healthcare access & education, food insecurity, campus sexual assault, distracted driving, & menstrual equity! bit.ly/34rKMez #gsgoldaward

Meet the
National Gold Award
Girl Scouts

Overview

The gender split for Twitter is 64% men and 36% women, the most male-dominated platform for Girl Scouts. The United States was the most common location for unique authors, totaling 38% of all posts on Tumblr. Tumblr's sentiment is mostly positive (48%), with neutral sentiment and negative sentiment following with 32% and 20%, respectively.

Engaging Authors

NASA was one of the most engaging authors on Tumblr, with a total reach of 310,205. NASA and Girl Scouts often work together on initiatives for young girls in STEM.

Gender Split

Women 36%

Men 64%

Themes & Conversations

**Hashtags were not utilized in this dataset for Tumblr. While Tumblr users can use hashtags, they did not seem to be popular within the discussion of Girl Scouts.

Time	1,588

The theme of time is by far the most prominent on the Tumblr platform. While this conversation encompasses a lot, the main theme regarding time is the storytelling of memories and experiences from current and previous troop members. The most influential accounts for this theme are, unsurprisingly, the Girl Scouts and also the Boy Scouts, with the accounts being mentioned 40 times each. Overall, the sentiment in this theme is 64% negative (722 posts) on Tumblr, with 80% (838 posts) coming from the United States.

Community	1,479

The theme of community, specifically girls and people, is another prominent on the Tumblr platform. While this conversation also encompasses a lot, the main theme of the community conversation is relevant in terms of previous and current members of the Girl Scouts Organization reflecting on the impacts various communities had on their time as a member of the organization. Vintage Girl Scouts of America was an influential account for the theme of community, being mentioned in 370 posts. Overall, the sentiment in this theme is 47% negative (692 posts) regarding the conversation about community on Tumblr, with 88% (2910 posts) coming from the United States.

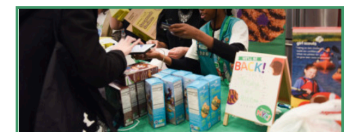### excuse me while i make snow angels in my nostalgia

When I was 9 years old I went to a Girl Scout summer camp.

A lot of memories have faded, but it marked a lot of firsts for me. First real summer camp, first time spending more than a few nights away from home and family, first time spending any significant amount of time surrounded by strangers.

This Homeless Shelter–Based Girl Scout Troop Is Having Their First Cookie Sale ›

"There isn't a law that says you can't own a business if you're ten years old!" a 10-year-old in the troop boldly declared.

Spikes in Mention Volume

June 25th

August 21st

August 23rd
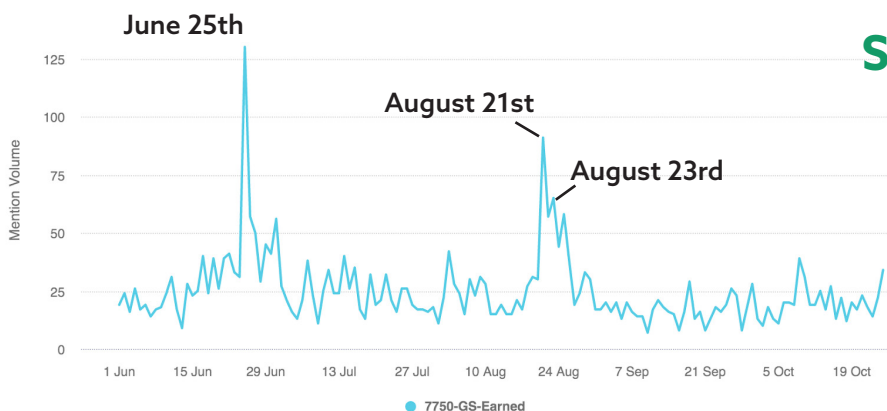
June 25th

130 mentions; the main conversation on this day is the Vintage Brownie pocket knife, accompanied by a few users upset regarding the fact that 6-year-olds were allowed to carry knives.

August 21st

91 mentions; this conversation is largely dominated by a user posting how Girl Scouts is essentially housewife training, and asking former Girl Scouts if they agree with this statement.
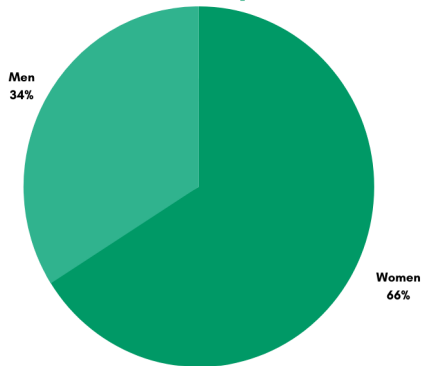
August 23rd

65 mentions; much of this conversation is related to the post in the spike from 2 days prior. However, a few posts included also mention how Girl Scouts is a means for self-improvement.

7,095 posts

Demographics

The gender split for Reddit is the highest across platforms in favor of female authors. The gender split is 66% women and 34% men. The United States was the most common location for unique authors, totaling 40% of all posts on Reddit. Reddit is largely negative (52%). This does not come as a surprise, however, due to the nature of the platform.

Gender Split

Men 34%

Women 66%

Themes & Conversations

1,326 — Boy Scouts

The theme of Boy Scouts is relevant on the Reddit platform is due to the controversial topic of whether or not it is allowed for girls to be in Boy Scouts. Overall, the sentiment in this theme is 59% negative (779 posts) regarding the conversation about Boy Scouts on Reddit. This is very reasonable when the origin of this conversation is a controversial question of whether or not girls should be banned from joining Boy Scouts. An account called "Eagle Scout" was mentioned 54 times; an eagle scout is a rank within the Boy Scouts.

Posted by 1 month ago

1 This may not be completely politically correct, but why must we allow girls to join Boys Scouts?
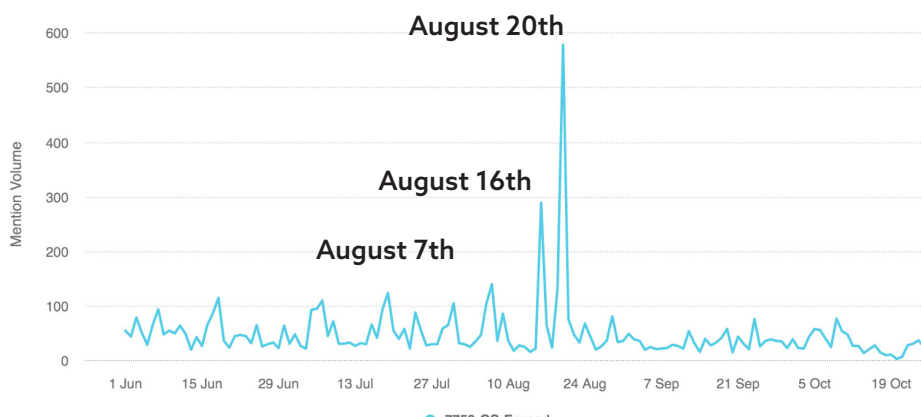
Culture & Society

Community — 1,441

The theme of community is prominent on Reddit as it was also prominent on Tumblr. However, people in this conversation theme on Reddit is centered around community and interactions, as well as the Girl Scouts organization as a whole. Similar to the previous theme of Boy Scouts, this theme of people is largely negative. Overall, the sentiment in this theme is 47% negative (683 posts) regarding the conversation about community on Reddit. Due to the nature of the platform as a whole, this negative sentiment is not a surprise to find.

Posted by u/[deleted] 1 month ago

36 CMV: Girl Scouts is child labor, and little kids cannot choose to volunteer.

It depends on what is happening with the money, which is what OP is asking. Soup kitchens, at least those I am aware of, genuinely help community. If Girl Scouts are not spending the money for good purpose then they are complicit. "Nobody is forcing you to do it" is not a good argument

Spikes in Mention Volume

August 20th

August 16th

August 7th

(Line chart: Mention Volume (y-axis 0–600) vs date (x-axis 1 Jun – 19 Oct). Legend: 7750 GS Earned)

August 7th
139 mentions; this spike is varied in terms of conversation, but numerous mentions of NASA as well as politics such as mentions of President Trump contribute to the volume being higher than normal.

August 16th
288 mentions; the controversy surrounding whether or not girls should be allowed in Boy Scouts is the conversation topic on this spike.

August 20th
578 mentions; the conversation on this day is largely dominated by a user posting a photo of cookies for under $1 with the caption "beat this Girl scouts." Other smaller conversations include the induction of the first black female CEO of the Girl Scouts organization

Girl Scouts

Recommendations

Incorporate relevant and timely occurrences going on in the world

- Tweets about Detroit, specifically about a girl scout reflecting on racism regarding her troop, were a top conversation found within both Unity and Girl Scouts Experience themes on Twitter
- Two of the top three stories on twitter in terms of retweets and impressions (2,455,970 combined) are both regarding NASA naming the headquarters after Mary W. Jackson, the first black female engineer

Highlight Girl Scouts' key individuals
- Feature opinion leaders in relevant fields such as @kitastew, who is a girl scouts alum as well as an author of the book titled Troop 6000
- Retweet and mention Girl Scout alumni like @dst6n0, who has generated 45820 tweets with 38365671 impressions

Remind the public of positive contributions from the Girl Scout community
- Post about current Girl Scout initiatives that are being taken such as #girlscoutsathome that was an initiative brought about by the stay-at-home orders due to COVID-19, and which connected girl scouts through numerous virtual events
- Highlight the positive occurrences that are going on within and beyond the organization like #girlscoutsgiveback
- Do not limit Girl Scout recognition to just current members, extend to relevant alumni as well again, such as @kitastew- as mentioned, the author of Troop 6000

Highlight supporters of the organization as a whole
- Key individuals such as @dst6n0 are crucial in terms of support, as well as other alumni
- NASA's partnership with Girl Scouts, as well as their co hosted events and Q&As result in a large number of impressions with their audience

Continue to encourage previous girl scout members to interact with the organization's Tumblr
- This can be done by using keywords such as Girl and Scout when telling of experiences to encourage girl scout members to interact with the organization's Tumblr

Find positive similarities between the organization today and the Tumblr users' experiences in the past to encourage connection
- This can be accomplished through emphasizing key words such as Scout and People to show community present across the platform

Seek positive experiences by users that are posted to the platform to increase positive brand sentiment on Tumblr
- This can be highlighted through the storytelling of individuals such as through the themes of time and community
- Emphasize the importance of storytelling through the themes of time and community by highlighting important users and organizations

Encourage positive story sharing to counteract the negative overall sentiment
- This can be done by highlighting key users and organizations such as Vintage Girl Scouts of America Brownie and Brownie which are seen in many posts related to community on the Tumblr platform

Neutralize negative sentiment positive experience posts by
- This can be done by incorporating post by leaders such as 712588Kf

Emphasize the positive aspects of community
- This can be accomplished through highlighting key posters such as elcamp3

Neutralize controversial topics with positivity by incorporating relevant themes
- This can be done through highlighting themes such as time and community
- It can also be aided by highlighting key supporters on the platform such as elcamp3 and 712588Kf
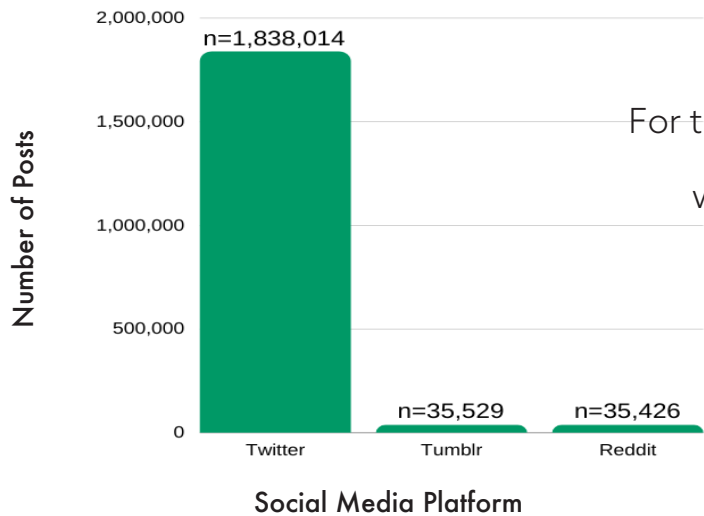
Earned Data:

Cross Platform Women Empowerment Conversation

Women Empowerment

2,281,454 posts

Most Used Platforms for Topic of Women Empowerment

Number of Posts

2,000,000

n=1,838,014

1,500,000

1,000,000

500,000

0

n=35,529   n=35,426

Twitter   Tumblr   Reddit

Social Media Platform

Most Used Platforms By Volume

For the general topic of "Women Empowerment," Twitter dominated the conversation of women empowerment in terms of usage and sheer volume with 1,838,014 total tweets, followed by Tumblr with 35,529 posts and Reddit with 35,462 posts.

Sentiment

Sentiment about the topic differed across platforms. Across all platforms, sentiment was neutral, with 51% of total mentions having a neutral sentiment.
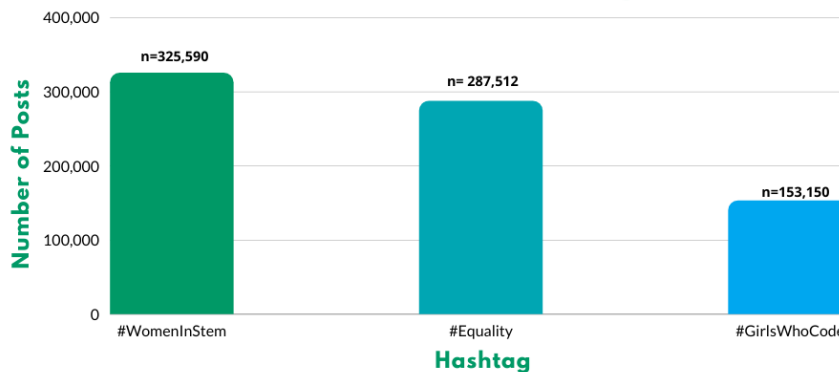
Gender Split

Men 45%

Women 55%
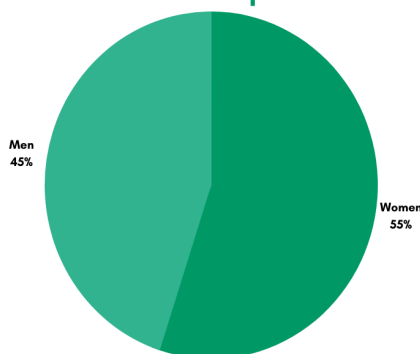
Demographics

The basic demographics of unique authors participating in conversations across all platforms included 55% female authors and 45% male authors, with 44% of authors located in the United States.

Hashtags

The top hashtags in terms of overall impressions and mention volume within our date range include #womeninstem, #equality, and #girlswhocode. #Womeninstem was mentioned 325,590 times on Twitter, followed by 287,512 mentions for #equality, and 153,150 mentions for #girlswhocode, respectively.

All three top hashtags discuss the role of female representation in fields that are usually male-dominated. Specifically, #womeninstem and #girlswhocode were used in conversations about women utilizing skills in science, technology, engineering, and mathematics. Girl Scouts encourage troop members to realize their potential in future endeavors in STEM.
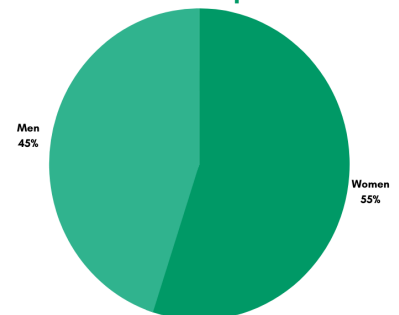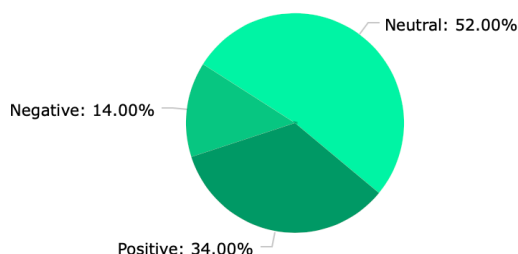
Most Used Hashtags

Demographics

The gender split for unique authors participating in the topic of Women Empowerment were 55% female and 45% male. As the topic is about the empowerment of women, it would make sense that more women are discussing the topic.

Gender Split

Men 45%
Women 55%

Sentiment of Posts on Twitter

Neutral: 52.00%
Negative: 14.00%
Positive: 34.00%

Sentiment

The sentiment surrounding the topic of Women Empowerment was mostly neutral (52% of total mention volume), while positive sentiment and negative sentiment accounted for 34% and 14% of total mention volume, respectively.

Twitter

Spikes in Volume for Conversations of Women Empowerment

August 11-13, 2020

Volume was 561% higher than usual, driven by conversations about the unfair expectations of "morality" for black female rappers (specifically Megan Thee Stallion) and a Fox News article written about new funding for the Women's Global Development and Prosperity Initiative led by Ivanka Trump.

October 11, 2020

Volume was 132% higher than usual, driven by conversations about the international holiday, the Day of the Girl, using the hashtags #girlpower and #dayofthegirl, and a discussion of President Trump's interruption of female leaders in comparison to his treatment of male military leaders.

October 7, 2020

Volume was 131% higher than usual, driven by conversations about female Nobel Prize winners not needing to be categorized by their gender and an increase in the use of the hashtags #womeninstem, #womeninscience, and #womeninacademia.

July 28, 2020

Volume was 119% higher than usual, driven by an increase in the use of the hashtags #womensupportingwomen, #challengeaccepted, and #womenempowerment, and conversations about K-pop band, Blackpink's, support of powerful women.
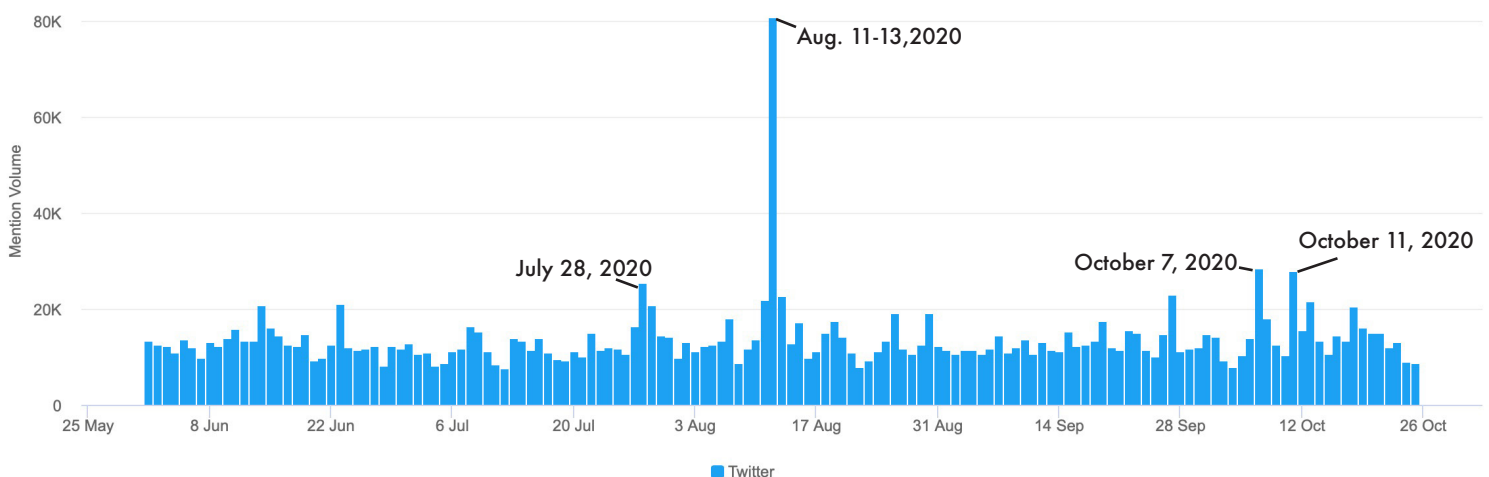
Looking at spikes (increases in the amount of engagement and overall posts about a certain topic) for the topic of women empowerment, it is evident that Twitter users respond to newsworthy occurrences, meaning that the topic of women empowerment was more heavily discussed when some event or circumstance regarding equality and the support (or lack thereof) of women occurred. Twitter users are timely, so it makes sense that engagement surged during newsworthy events.

Twitter

Themes & Conversations

Women in STEM	382,743

The theme of Women In STEM is mostly dominated by congratulatory tweets dedicated to women achieving great feats in fields of science, technology, engineering, and mathematics, otherwise known as STEM fields. Twitter users often speak of the gender differences between men and women performing well in STEM positions, and the conversations tend to yield discussions about how to increase the number of women in the field.

#womenintech was used 68,602 times, and #womenwhocode was used 45,332 times, showing the popularity of the theme. One of the leading influencers was an account @womentechnet, an organization aimed at connecting women in STEM with other professionals in the field.

1 Million Women In STEM
@MillionStem

This is #womeninSTEM. We're celebrating 1000 real role models that are kicking ass, smashing stereotypes & breaking barriers. We are because of you.

Read/join us 1mwis.com

#womenintech #womeninmaths #WomenInScience #womeninengineering #AcademicTwitter #WomenWhoCode

Equality	369,893

The theme of Equality brings up a variety of discussions on Twitter, mostly surrounding racial and gender equality in the United States. Twitter users use the platform to call out inequality in their daily lives and in political decision-making by country leaders. Twitter users often used the platform to celebrate advancements in equality and to highlight leaders who are helping make these advancements. Positive messages that encouraged other users were highly engaged with and produced a high number of impressions. The discussions are usually used to point fingers at the negative aspects of equality in the country, and tweets from politicians generate a large portion of the retweets and replies, making equality a highly-engaging theme within the topic of women empowerment. Senators and President Trump are often instigators of heated arguments in the theme of equality, as they use the platform to express their opinions on hot topics like Black Lives Matter and diversity.

@cedawpt is an organization aimed to "end discrimination for all women and girls" and positioned themselves as a top influencer within the theme of equality on Twitter. President Trump was also one of the most influential users, but his tweets often went against the supportive grain that tweets about equality often possess. Unsurprisingly #blacklivesmatter and #diversity (both popular topics currently) were used frequently in these discussions, being used 36,449 and 31,231 times, respectively.

Cartoon Network
@cartoonnetwork

Grandma's right. There is still a lot going on right now.

#Equality #Change #CraigoftheCreek

Girl Power	407,051

Twitter users discussed the theme of "Girl Power" in terms of congratulatory and celebratory tweets about powerful women. The conversations on Twitter surrounded achievements of women dominating in their respective fields and discussions on the importance of supporting other women in their endeavors. @MTV was one of the most impressionable Twitter accounts, tweeting supportive messages to female recording artists like Taylor Swift and Lady Gaga.

#vmas was used 12,033 times, and #seeherhearher was used 10,187 times; both were used to describe the inequality of female musicians. The majority of tweets surrounding girl power commend political decisions that support the advancement of women and achievements by powerful women in various fields, including entertainment, politics, STEM, and humanitarian aid.

MTV
@MTV

"Everyone always knew if they were hanging out with me that I was on a mission to spread joy through culture, through dance, through music." Congrats to @LadyGaga
#GirlPower @SeeHer2020 #SeeHerHearHer #VMAs

8:23 PM · Aug 30, 2020

36.9K   9.3K people are Tweeting about this

Spikes in Conversation and Engagement

There was one massive spike in regards to mention volume of our topic (Women Empowerment) on Tumblr. This spike occurred during July 27- July 29, 2020. Some conversations that occurred during this time included posts about the "Black and White Photo Challenge" on Instagram, which sought to support female equality and support for females in the lives of individuals.
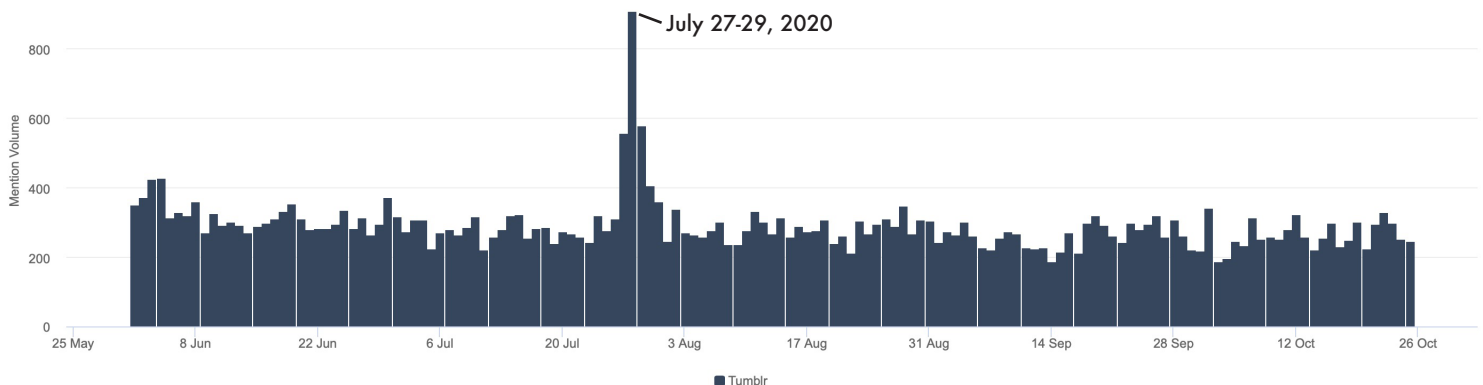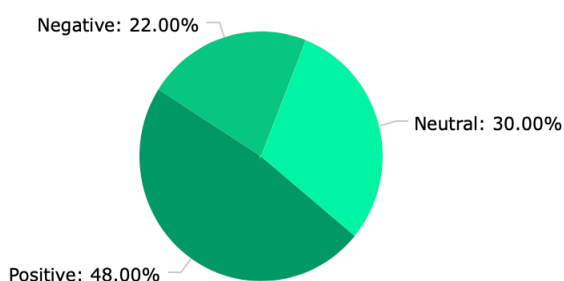

Demographics

Similar to Twitter, the gender split of unique authors on Tumblr was 55% female and 45% male. Again, the conversation is about women, therefore female authors are more likely to weigh in on the conversation.

Men: 45.00%
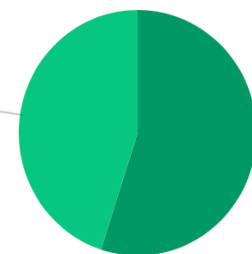
Women: 55.00%

Sentiment

Sentiment of Posts on Tumblr

Negative: 22.00%

Neutral: 30.00%

Positive: 48.00%

The sentiment surrounding the topic of Women Empowerment on Tumblr was mostly positive (48% of total mention volume) when compared to neutral sentiment and negative sentiment, which encompassed 30% and 22% of total mention volume, respectively.
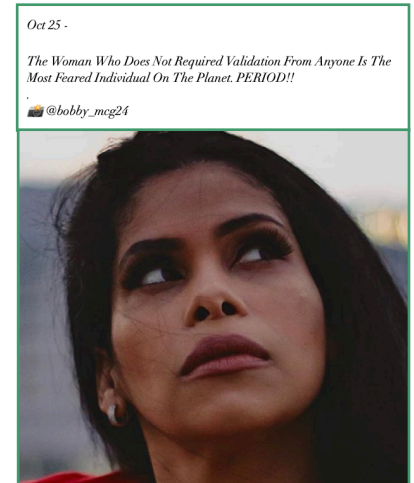
Themes & Conversations

Instagram	17,926

The majority of posts on Tumblr within the topic of Women Empowerment are posts with external links to Instagram. The links are to posts that, in a similar way to Twitter, support women creating meaningful change in communities and in their respective fields. In terms of mention volume, the dominating theme on Tumblr is Instagram, showing that external links to the other platform's posts are more popular than original posts on Tumblr about women empowerment.

Unsurprisingly, @instagram was the most influential account for the theme of Instagram on Tumblr, creating 92 posts with 989,740 impressions. @stemmettes also created major influence, creating just 24 posts, but garnering 1,915, 386 impressions.

The majority of posts on Tumblr within the topic of women empowerment about Instagram were positive, with 67% of all posts having a positive sentiment. Neutral sentiment was found in 29% of posts, while negative sentiment was found in 4% of posts.

Oct 25 -

The Woman Who Does Not Required Validation From Anyone Is The Most Feared Individual On The Planet. PERIOD!!

@bobby_mcg24

Love	8,533

"Love" was popularly used on Tumblr to express passion and excitement over certain aspects of women empowerment and girl power. In another context, the use of the word love was used not as a verb of expression, but, instead, was used in posts that supported gay and lesbian relationships. An example of this use would be "love is love." A major portion of the conversations on Tumblr in regards to female empowerment were in support of the LGBTQ community and the advancement of the equality of gay relationships.

@senatorduckworth (a Democratic female senator from the state of Illinois) proved herself influential, garnering 11,475,563 impressions with just 6 posts.

Posts about love within the topic of women empowerment were mostly positive, with 69% of all posts having a positive sentiment. Negative sentiment was found in 22% of posts about love on Tumblr, while neutral sentiment was found in 9% of posts.

Insta Live with Rotimi

ROTIMI ADEDOKUN   **IBUKUN ADEDOKUN**

WAT 5:30PM-6PM
CST 11:30AM-12PM

OCT 25, 2020

A woman with honor, support and love. She is a doer not a talker. Today get ready @iamibukunade is ready to share and get you ready for today woman Masterclass. #womenempowerment #women #womeninbusiness #womensupportingwomen #womenownedbusiness #total (at Oral Roberts University) https://www.instagram.com/p/CGwmHUzJQxv/?igshid=rxpz66rgol11

Spikes in Volume for Conversations of Women Empowerment

July 29- July 30, 2020

Volume was 3243% higher than usual, driven by conversations on a Reddit thread titled "Selling Nudes isn't Female Empowerment."

July 3- 4, 2020

Volume was 366% higher than usual, driven by posts on a Reddit thread titled, "Women Empowerment Scene in Action Movie Starterpack," in which users engaged in conversation about action movies demonstrating scenes of female power.

August 24- 25, 2020

Volume was 343% higher than usual, driven by posts discussing the Cardi B./ Megan Thee Stallion song, "WAP," and whether or not it can be considered "an anthem of female empowerment."

Sentiment

Sentiment on Reddit was overwhelmingly negative, with 52% of total mention volume having a negative sentiment. Neutral sentiment and positive sentiment trailed, encompassing 27% and 21% of total mention volume, respectively.
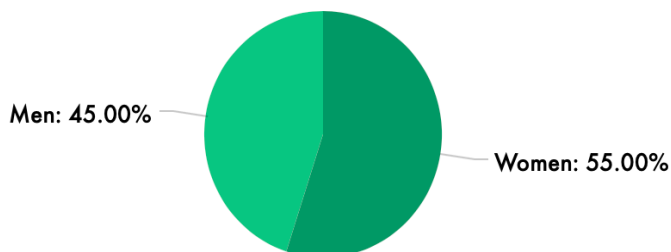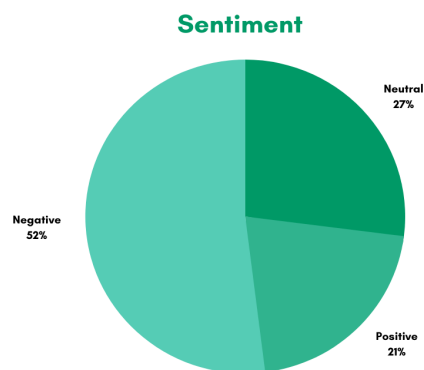
Demographics

The gender split on Reddit was 55% female and 45% male, like the other platforms.

Themes & Conversations

** Reddit does not utilize hashtags in the same way that Twitter and other platforms do. Instead of hashtags categorizing and tagging posts for other users to view in groups, Reddit users use hashtags to format text into headers and in titles of posts.

People   6,395

Reddit users spoke about the topic of women empowerment in a very discussion-based manner. Reddit popularity is dependent on a thread's ability to entice other readers to respond and "vote" on responses to a thread. Because of this algorithm, posts regarding women empowerment and the theme of "people" often included users asking questions and forming opinions about how people treat women in various aspects of life with responses creating long discussions among users. The majority of posts about people included opinions about the current state of women empowerment in entertainment (books, TV, movies) and discussions about timely news events (whether or not people support breastfeeding in public, etc.) and politics. One of the most influential users in this theme of people was the Prime Minister of India, who was mentioned 105 times. The theme of people was extremely negative in sentiment, with 71% of posts containing negativity.

> Posted by 1 month ago
> 16 **A feminist published a book about eradicating men and people support it...WHY?**

Men   4,945

Within the topic of women empowerment, men are often discussed as well. Reddit users utilize the topic of women empowerment to talk about the male position in either hindering or helping the advancement of empowering women. Reddit users often discuss entertainment, so posts about male characters' behavior in movies and TV shows were common and catalyzed longer threads and additional posts from other users. There were various threads dedicated to asking questions about the differences in male and female representation in fields of interest, and many, many posts regarding the role of men in women empowerment (not just in the United States, but all over the world). @pmoindia, the Office of the Prime Minister of India, was one of the most influential users in this theme with 68 mentions. Bloomberg Opinion was also mentioned 25 times. Reddit is usually negative, as users use the platform to have somewhat aggressive discussions on hot-button issues. The theme of men generated posts that were mostly negative, with 71% of posts having negative sentiment. Neutral posts made up 17% of posts, while positive sentiment only showed up in 12% of posts.

> Posted by 1 month ago
> 172 **Every man should watch Love and Monsters (2020) movie**

> 2 points · 1 month ago
> I just watched this movie last night and commented in another forum that while the mainstream media is all about female empowerment and bla bla bla, the same media pretends to keep selling us men the idea that having access to a vagina is something worth dying for and that carrying a woman on your arm is the ultimate source of status we can aspire to.

Determining If Something is "Good"   4,465

Users on Reddit also used the adjective "good" a lot when speaking on women empowerment. While good may just be a common and colloquial adjective, the context is important for the topic; users were determining whether a conversation topic was "good" for advancing women empowerment or not, which catalyzed many conversations about politics, daily occurrences and how best to deal with them, and entertainment. Users were looking for opinions, wondering if something was good or bad to determine the validity of an action or of a concern in regards to female empowerment and the role of women in various fields. One of the most influential users was @syombuak, who posted images of women in Kenya designing hospital equipment for their community. Sentiment was mostly negative for the theme of "good," which is slightly ironic. 56% of posts in this theme contained negative sentiment. Another influential user was @matthaiosTBW, a musician that angered users with a "female empowerment song" and then "bullied" a female artist after the song was released.

> Posted by 3 months ago
> 1.1k **Wonder Woman (2017) is a good example of a movie that empowers women, remakes of movies that starred men where they change the sex of the main characters to female are not**

Women and Gender   4,886

Users on Reddit also spoke about and debated on the theme of gender and the role of women when speaking on women empowerment. Users debated the current state of what it means to be a supporter of women and whether or not men (and their actions) support the ideals of women empowerment in various daily occurrences and in entertainment settings (TV shows and movies). Reddit is a generally negative platform, so the 66% of posts containing negative sentiment make sense for the platform and the polarizing nature of the theme. Users often took part in debates regarding timely news events that could be interpreted as either supporting women or hindering their progress. Gender expression and the lack of support for the transgender community was also discussed frequently, creating aggressive comments from supporters of both sides of arguments. A major influencer in this theme was @17abdul, who took part in multiple threads to discuss their opinion on the role of pushing quotas on gender or race diversity in entertainment spaces.

> VALERIYA URS
> @ValeriyaUrs
>
> Men who "support equality" but refuse to be called a feminist because "feminism was ruined by raging, man-hating crazy women" are just men who still think that everything a woman says should be said nicely and quietly. With a smile. ✨

Custom Classifiers

Artificial intelligence (AI) software can be very useful in categorizing and analyzing data. Brandwatch provides an AI called Brightview that users can utilize to get a closer look into their brand's data and digital presence.

The custom classifiers tool on Brandwatch is used to "train" an AI to organize posts (specifically from Twitter in this case) into categories in order to group nuanced ideas, like sentiment or industry-specific conversations. With regards to the conversation surrounding women empowerment, posts can become complex, as users express emotions, disagreements, and beliefs.

Custom classifiers begin with categories. Categories can be chosen to organize many insights, and we decided to create categories based on the "type" of post. Our categories included:

- **Women In STEM**
- **News Stories**
- **Highlighting Strong Women**
- **Encouraging Statements**
- **Event Information**
- **Identifying Negative Examples**

In order to "train" the AI to categorize posts into these categories automatically, users must assign posts in the data set to the corresponding categories. Brightview and Brandwatch work to better understand the data being organized and eventually "learn" to perform this task without need of assistance.

Categorizing posts can allow users to see which categories are generating positive engagement, negative conversations, and other insights that can improve the overall presence digital presence of a brand.

After allowing Brightview to help categorize our posts, we closely examined posts in terms of sentiment (what conversations that were negative and positive were discussing), most popular URLs in each category, and popular posts from that category in order to expand our understanding of Twitter conversations about women empowerment and how Girl Scouts of America can better fit into this social space.
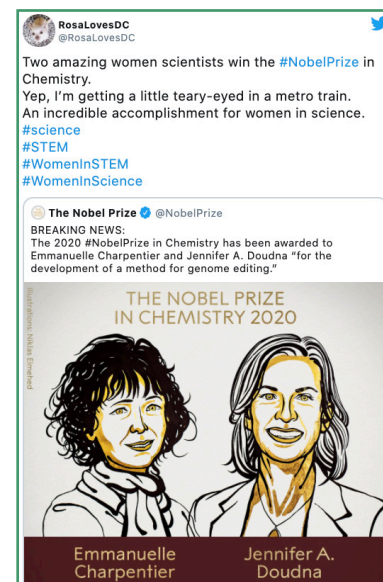
Categories

Women In STEM

Summary:

This category consists of discussion about women working and being represented in STEM fields, which are careers in science, technology, engineering, and math. There were 185,530 tweets in this category.

Positive Conversations:

This theme's positive conversations mostly discuss the role of women in STEM and celebrates the accomplishments of women working in science, technology, engineering and math. The theme also includes many tweets that encourage younger women to explore STEM career paths; encouragement and celebration encompass a majority of this theme.

Negative Conversations:

The negativity in this theme originates from Twitter users getting upset about the lack of representation in STEM fields and the inequality that women face when working in these fields, such as disparaging comments about their intelligence and uncomfortable situations women face in their daily workplace interactions.

Top URL:

The URL that was used the most by Twitter users discussing Women In STEM was a link from ChemistryWorld.com to view live updates about the 2020 Nobel Prize winners.

News Stories

Summary:

This category consists mostly of links to articles and summaries of timely news events surrounding the topic of women empowerment. Many news outlets were authors for this category. There were 668,372 tweets in this category.

Positive Conversations:

A majority of the positive conversation consisted of Twitter users celebrating Women's Equality Day and discussing the positive role that female leaders play during the COVID-19 pandemic.
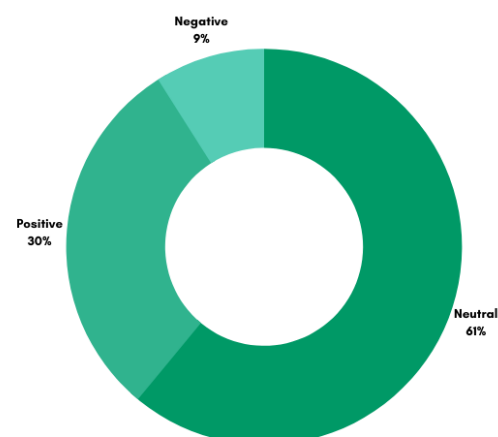
Negative Conversations:

The negative conversations discuss the discrepancies of women working in entrepreneurship and technology roles and the inequality they face. Users also recognized the lack of diversity within these already underrepresented fields.

Sentiment:

As this category describes tweets that either report or discuss news events (which are inherently neutral and non-biased), this category is the most neutral of all other categories. Of the total 668,372 tweets in this category, 61% were neutral in sentiment.

Sentiment

Negative 9%

Positive 30%

Neutral 61%

Categories

Highlighting Strong Women

Summary:
This category consists of tweets that highlight the achievements of strong female leaders and role models. There were 207,656 tweets in this category.

Positive Conversations:
Congratulatory tweets about Andrea Ghaz, a female scientist who won the Nobel Prize in physics, made up a large portion of the positive conversations. Users also shared encouraging birthday wishes for Malala, a role model for women's strength.

Negative Conversations:
In contrast to the category name, negative conversations in this category were mostly just users who didn't agree with the strong women being highlighted. Some users complained that, because of women empowerment, the achievements of men were being "forgotten."


Phumzile Mlambo ✔
@phumzileunwomen

In 2010, four previously distinct parts of the @UN merged to form @UN_Women, a brand-new entity focusing exclusively on gender equality & women's empowerment. Since then, we have been a strong champion for women & girls, providing them with a powerful voice. #GenerationEquality

women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights
women's rights are human rights

7:35 AM · Jul 9, 2020

Top URL:
The most popular URL in this category was a crowdfunding link to donate to CEDAW People's Tribunal, an organization aimed to eliminate all forms of discrimination against women

Event Information

Summary:
This category was utilized to share event information about virtual panels, seminars and other events. Many events were being held for female STEM organizations or female empowerment groups. There were 89,359 tweets in this category.
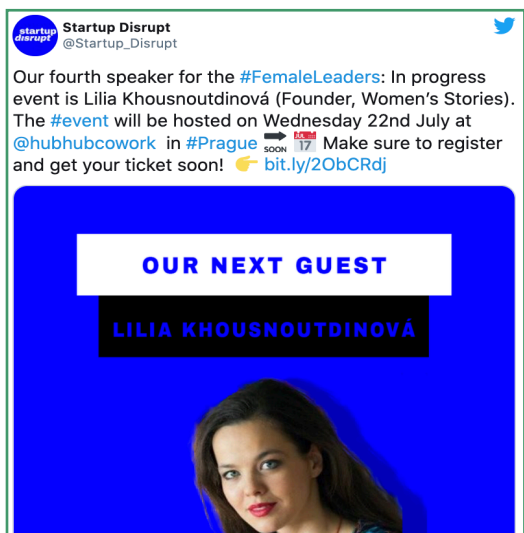
Positive Conversations:
The majority of positive sentiment in this category was due to the excitement of potential attendees of these events. Panelists for conferences and keynote speakers in symposiums would tweet to notify their followers of their opportunity and optimism.
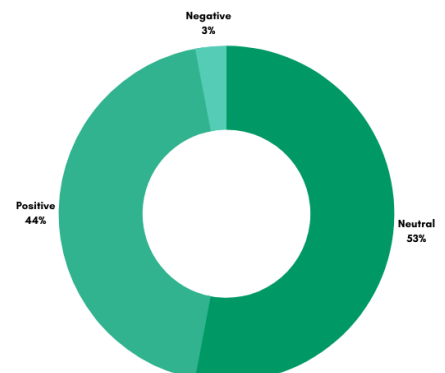
Negative Conversations:
There was very few negative tweets in this category. The few tweets that were negative were users expressing their discontent in an issue that was being spoken about at one of the events being promoted.

Startup Disrupt
@Startup_Disrupt

Our fourth speaker for the #FemaleLeaders: In progress event is Lilia Khousnoutdinová (Founder, Women's Stories). The #event will be hosted on Wednesday 22nd July at @hubhubcowork in #Prague 🔜 📅 17 Make sure to register and get your ticket soon! 👉 bit.ly/2ObCRdj

OUR NEXT GUEST

LILIA KHOUSNOUTDINOVÁ

Sentiment:
The sentiment in this category was mostly positive. This might be due in part to users being excited about an upcoming event and expressing that positivity online. Of the total 89,359 tweets in this category, 44% were positive in sentiment.

Sentiment

Negative 3%
Positive 44%
Neutral 53%

Categories

Identifying Negative Examples

Summary:
This category consists of tweets that identify examples of negativity in regards to the empowerment of women and females. There were 679,173 tweets in this category.

Positive Conversations:
There were few positive conversations in this category. Some that were positive were responses to negative posts supporting the woman being discussed.

Negative Conversations:
An overall negative category by nature, the negativity stemmed from the opinion's of users who posted about a woman (or women) who was not empowering other women by their actions (according to the original poster's beliefs). Many users wrote about politicians, celebrities, and also male leaders who were hindering the advancement of equality.

Top URL:
The most popular URL in this category was a Fox News article about Ivanka Trump's $122M investment for women empowerment initiative. It was a very polarizing subject.

Encouraging Statement

Summary:
Tweets in this category consisted of positive and encouraging statements meant to empower women and join in on the movement of female empowerment. There were 215,342 tweets in this category.

Positive Conversations:
The conversations were mostly positive. Users encouraged women and female leaders for their actions and bravery. #GirlPower and #WomenSupportingWomen were popular hashtags to use in conjunction with uplifting comments.

Negative Conversations:
There was very few negative tweets in this category. The few tweets that were negative were users expressing their disagreement in the support of a female figure. For example, if someone posted a tweet supporting a female politician, some users would respond and disagree with the positivity of that politician's actions of beliefs.
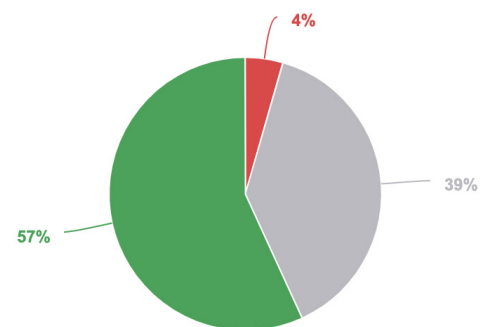
Sentiment:
The sentiment in this category was the most positive of all the other categories. This might be due in part to the encouraging nature of category itself. The category was organized to include encouraging statements, so positivity would be expected. Negativity in this category stemmed from other users responding to encouraging statements with disagreement. Of the total 215,342 tweets in this category, 57% were positive in sentiment.

■ Negative ■ Neutral ■ Positive

Women Empowerment

Recommendations

Highlight women creating differences in their communities.

- Retweets increased when users shared inspiring stories of female leadership.
- When praise was given for the positive impacts of female leaders, retweets and replies increased, especially on Twitter.
- Focus on timely stories that showcase female leaders creating positive steps forward for women.
- Use #womenempoweringwomen or #girlpower.

Utilize hashtags that reach specific target audiences.

- For example, a story highlighting the achievements of the first black female astronaut in space should be accompanied by #WomenInSTEM, as it is highly popular among users interested in the topic and promotes an integral aspect of Girl Scouts' programming.

Utilize the overall positive sentiment on Tumblr for exciting news and female empowerment-themed posts.

- The theme of women empowerment generated the greatest amount of positive sentiment on Tumblr, compared to Twitter (mostly neutral sentiment) and Reddit (mostly negative sentiment).
- Understanding how each platform is going to respond to women empowerment posts will allow Girl Scouts to better utilize their accounts on each.

Increase conversations and overall number of posts about women empowerment by posting on holidays and during special campaigns that support women and the empowerment of females.

- Eg. Day of the Girl (Volume Increase of 5099%), an international holiday to celebrate and educate about girls' rights
- By engaging in the conversation of specific holidays and campaigns about women empowerment, Girl Scouts can allow the organization's followers to see that they are not just concerned with internal information and promotion, but, instead, are willing to participate in external initiatives to promote women.

Post inspiring stories of women (both in the US and internationally) that are paving the way for younger girls in various ways on Reddit.

- Reddit posts that included photos and short summaries of the impact powerful women were creating in their communities received greater engagement than posts that were opinion-forward or chose a side on a particular debate.
- Eg. The Kenyan women creating hospital equipment (shown in Reddit section)

Collaborate with popular influential accounts like @stemettes on Tumblr to increase engagement.

- The conversations and themes on Tumblr are not at concentrated as they are on Twitter, so, to create specific conversations and engage users with the Girl Scouts organization, teaming up with @stemettes, who already has a solid following of admirers, might increase the influence Girl Scouts has on conversations that discuss key areas of emphasis for the organization (eg. STEM, girl power, and civic engagement).

Create more branded hashtags that invite cooperation from Twitter users (outside of current members and their families).

- Hashtags that are clear and include "Girl Scouts" will draw people in and pique their interest.
- Eg. #GirlScoutsCreate or #GirlScoutsAlwaysLendAHand will invite people to participate in a hashtag campaign by posting photos or tweets of how they interpret the hashtag.
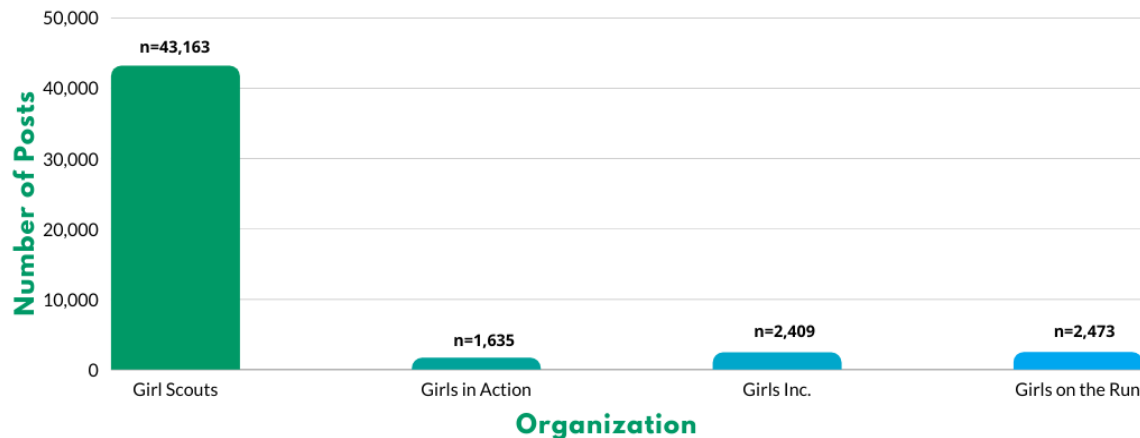
Earned Data:

Cross Platform Competition Conversation
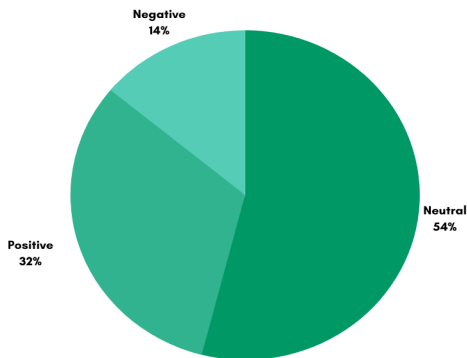
Competition

Share of Voice

Girl Scouts more than dominated the share of voice in a comparison between Girl Scouts, Girls in Action, Girls Inc., and Girls on the Run. The number of posts about Girl Scouts was more than 40,000 more than the organization with the second most posts, Girls on the Run.
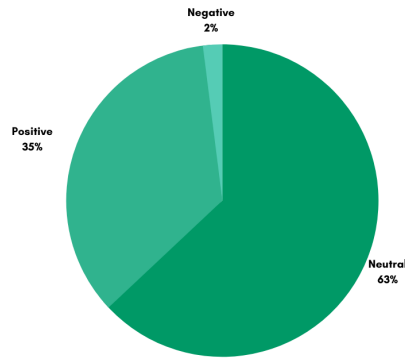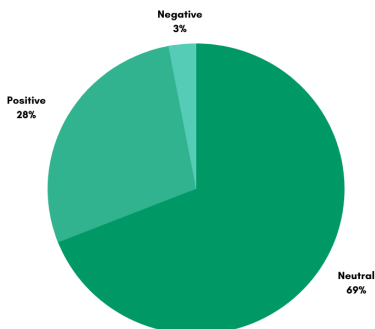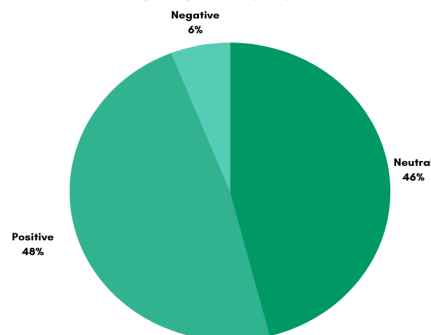
Share of Voice (Volume)

Number of Posts (y-axis) vs **Organization** (x-axis)

- Girl Scouts: n=43,163
- Girls in Action: n=1,635
- Girls Inc.: n=2,409
- Girls on the Run: n=2,473

Sentiment

Girl Scouts of America
- Negative 14%
- Positive 32%
- Neutral 54%

Girls On The Run
- Negative 2%
- Positive 35%
- Neutral 63%

Girls Inc.
- Negative 3%
- Positive 28%
- Neutral 69%

### Girls In Action
- Negative 6%
- Positive 48%
- Neutral 46%

Sentiment is indicative of the conversations that people are having about an organization, so having positive conversations surrounding an organization is important.

Girls on the Run had the largest percentage of positive sentiment (50%), while Girl Scouts of America had the largest percentage of negative sentiment (14%).

But, volume is important to keep in mind. Girl Scouts dominated the share of voice (by volume), so it makes sense that, with more posts in general, that they would have more negative ones, too.

Spikes in Mention Volume

7750-GS-Earned
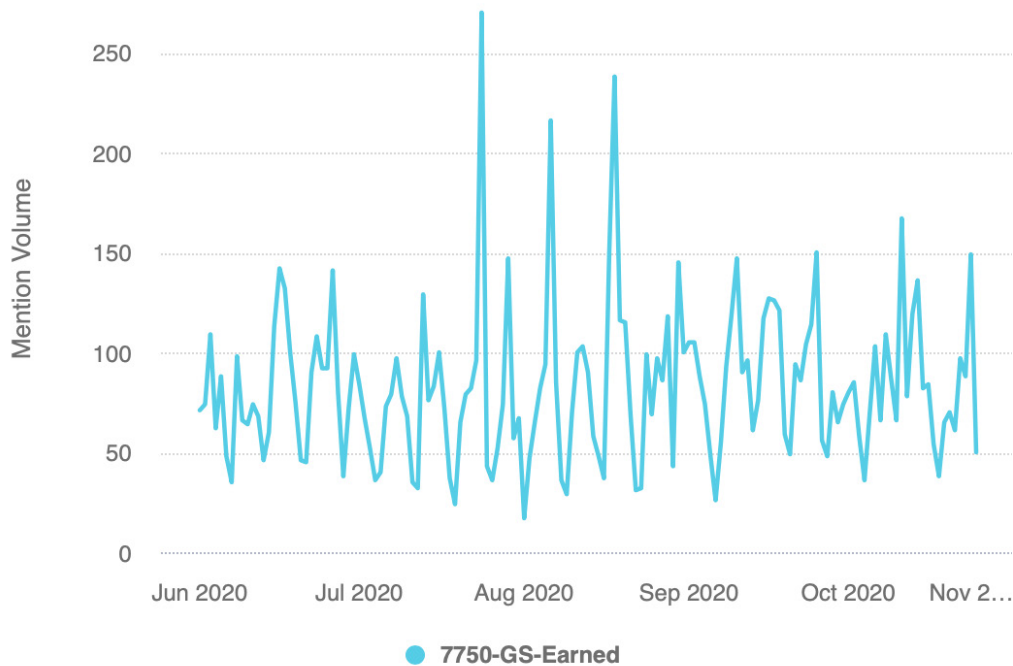
July 24
273 mentions; Girls Inc. tweeted a quote from Congresswoman Ayanna Presley's speech on women empowerment.

August 18th
226 mentions; LaTosha Brown tweeted that she was joining a panel hosted by Girls Inc. to encourage women of color to vote.

August 6th
219 mentions; pop star Iggy Azalea tweeted about Girls Inc. and thanked them for the work they have done to further women's rights.

Comparison of Geography

All competitor organizations were mentioned most by Twitter users in the United States. As they are all United States-based organizations, it makes sense that the most conversations would originate in the US. 88% of users mentioning Girl Scouts were from the US.

Recommendations

Increase positive sentiment.
- Make encouraging posts that highlight strong women and examples for the Girl Scouts of America.
- The organization's competition typically sees a surge in engagement and positive sentiment when they do this.

Maintain share of voice among competitors.
- Continue posting with the same frequency and maintain the current daily online Twitter presence.
- This will allow the organization to maintain their share of voice in the conversation and to continue dominating the overall share of voice.

Avoid controversial topics in order to neutralize negative sentiment.
- The positive sentiment of tweets mentioning Girl Scouts is lower in comparison to those mentioning their competitor organizations.
- This might be in part due to their controversial tweets about certain political issues.

Search Terms

Organization

"Girl Scouts"
OR #girlscouts
OR @girlscouts
OR site:girlscouts.org

Theme Queries:

"reach her goal for girl scouts" OR "STEM" OR
"award" OR "community" OR "badges"
"experience" OR #experience OR "troop" OR #troop
#black OR "black"
"time" OR "#time"
"girls" OR "people"
"boys" OR "boy scouts" OR "boy scout" OR #boy
OR #boyscout" OR "boys and girls"
"scout" OR "time"
"time" or #time
"cookies" OR "cookie" OR "sell" OR "selling"

Women Empowerment

"girl power" OR "women empowerment"
OR "female empowerment" OR
"women in STEM" OR "girls in STEM"
OR "female leaders" OR #femaleleaders
OR #girlpower OR #womeninstem
OR #femaleempowerment OR
#girlscandoanything OR #equality
OR #womensupportingwomen
OR #girlscanchangetheworld
OR #femaleentrepreneur OR
#empoweringwomen OR
#empoweringgirls OR #girlswhocode

Theme Queries:

"women in STEM" OR #womeninstem
equality OR #equality
"girl power" OR #girlpower
Instagram OR #instagram
love OR #love
"people" OR #people
men OR #men
good OR #good
women OR #women OR gender OR #gender

Competition

"Girls in Action" OR @girlsinaction3 OR "Girls Inc" OR @girls_
inc OR "Girls on the Run" OR @GOTRI OR "Girls for a Change"
OR @girlsforachange