



Children's Healthcare of Atlanta

Adrianna Allen | aga64957@uga.edu
Emma Downey | emma.downey@uga.edu
Sydney Wallace | sydney.wallace@uga.edu

ADPR 5750: Social Media Analytics



SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

<https://seesuite.uga.edu/>
@SeeSuiteUGA

CONTENT	PAGE
Executive Summary.....	3
Summary of Insights and Recommendations.....	4
Data Overview.....	5
Theme of Tweet Summary and Example.....	7
Media Type Summary and Example.....	8
Media Content Summary and Example.....	9
Mention Type Summary and Example.....	10
CHOA Dataset.....	12-17
COVID-19 Conversation Dataset	18-23
CHOA Competition Dataset.....	24-25
Insights and Recommendations.....	26
.	

BUSINESS PROBLEMS

- ▶ The content that CHOA posts receives different levels of engagement. CHOA must analyze which types of posts garner the most engagement overall.
- ▶ CHOA has not been as involved in current healthcare conversations across platforms as much as their competitors.

KPIS

1 Engagement

- Measures the amount of likes, retweets, comments and shares on each social media post across platforms.

2 Awareness

- Measures the amount of reach and impressions each post has in regard to CHOA's social media content.



4 Summary of Insights and Recommendations

Insights

- 1** Posts that mention partnering organizations garner the most engagement on Twitter.
- 2** Posts that follow current events, such as the coronavirus make up a lot of the conversation across platforms.
- 3** CHOA's largest competition, St. Jude Children's Research Hospital, has the most activity on Twitter.

Recommendations

- 1** CHOA should tag other organizations, such as sports teams or businesses, in their tweets.
- 2** CHOA should post more health related content to stay relevant.
- 3** CHOA should post more frequently to be more competitive in terms of engagement within the healthcare realm.

Data Overview

CHOA OWNED DATA

DEMOGRAPHICS

This data was not available.

VOLUME

300 tweets were analyzed in this dataset.

TIME

December 7, 2019-
September 5, 2020

COMPETITION DATA

TIME

December 1, 2019-
October 20th, 2020

VOLUME

22,856

CHOA EARNED DATA

DEMOGRAPHICS

Male: 53%
Female: 47%

ACTIVITY

News Sites: 56%
Twitter: 33%
Reddit: 3.7%
Blogs: 2.3%
Forums: 2.3%
Tumblr: 1.6%
Other: 1.1%

VOLUME

10,829 mentions analyzed

TIME

December 1, 2019-
October 20th, 2020

COVID-19

TIME

December 1, 2019-
October 20th, 2020

VOLUME

1,065 million



)

|

—

/

|

)

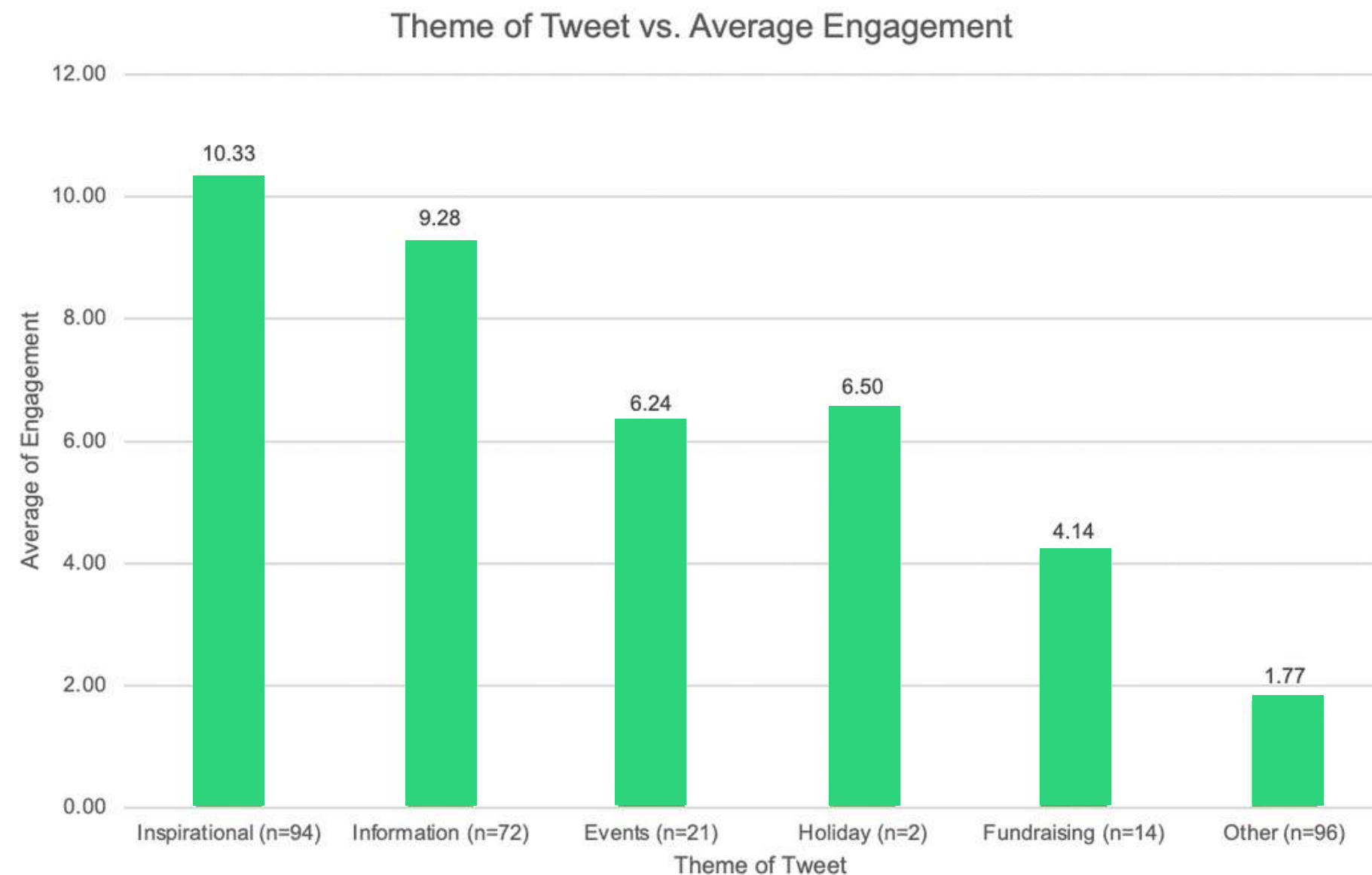
\

)

—

Twitter Engagement Data

Theme of Tweet

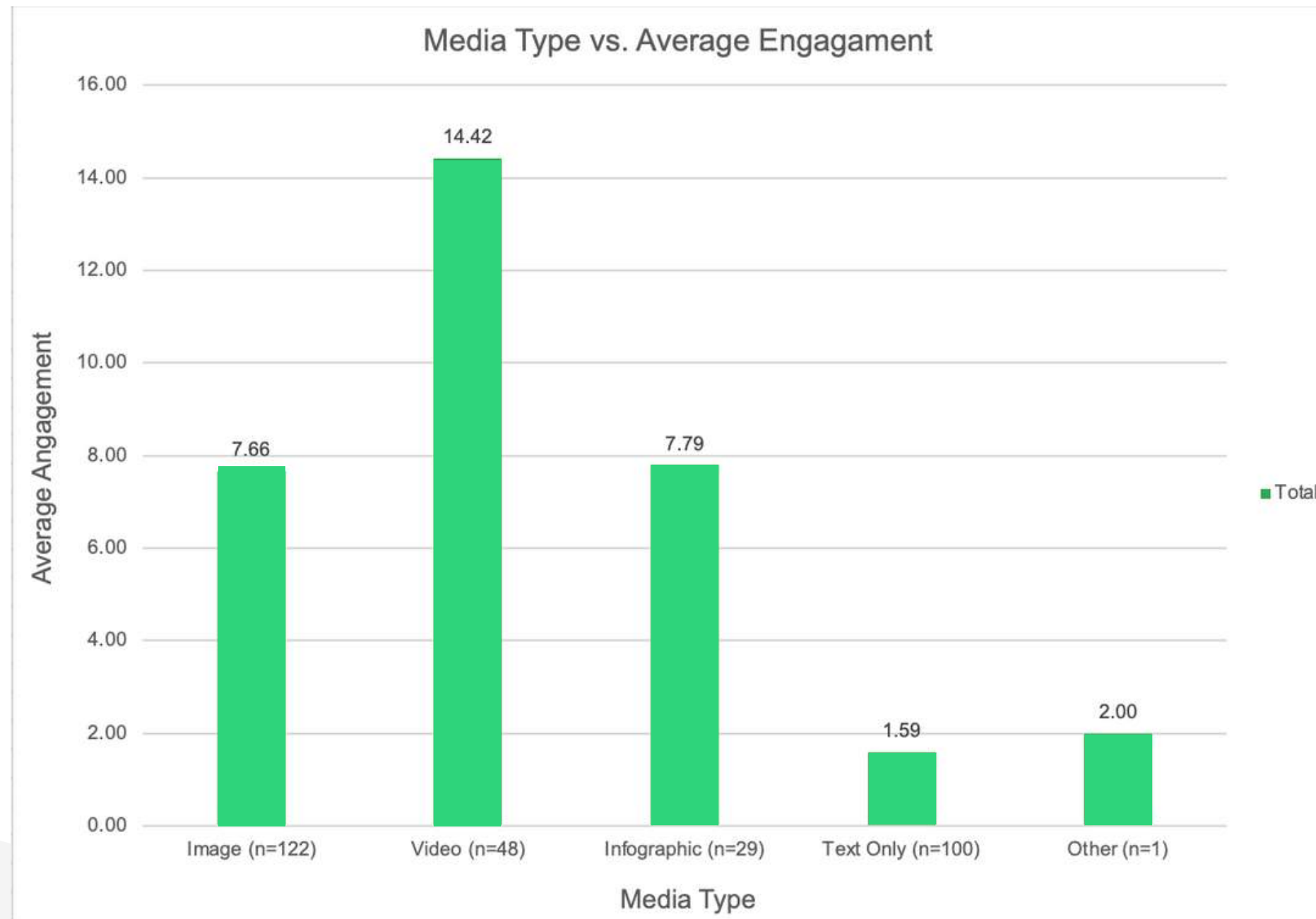


Tweets that had an inspirational theme had the most engagement, with informational themed tweets as a close second. Next, tweets about holidays created engagement as well, although there were only two tweets in this category. Next, events created an average amount of engagement. The events category had less engagement than holiday tweets, but a greater number of tweets. Fundraising was a theme of tweet that had less engagement than all of the above. The "other" category was the theme that had the least amount of engagement, even though this was the category with the most tweets.



This tweet received the second highest level of engagement for all the tweets analyzed. The theme of this tweet is inspirational, but it also promotes fundraising.

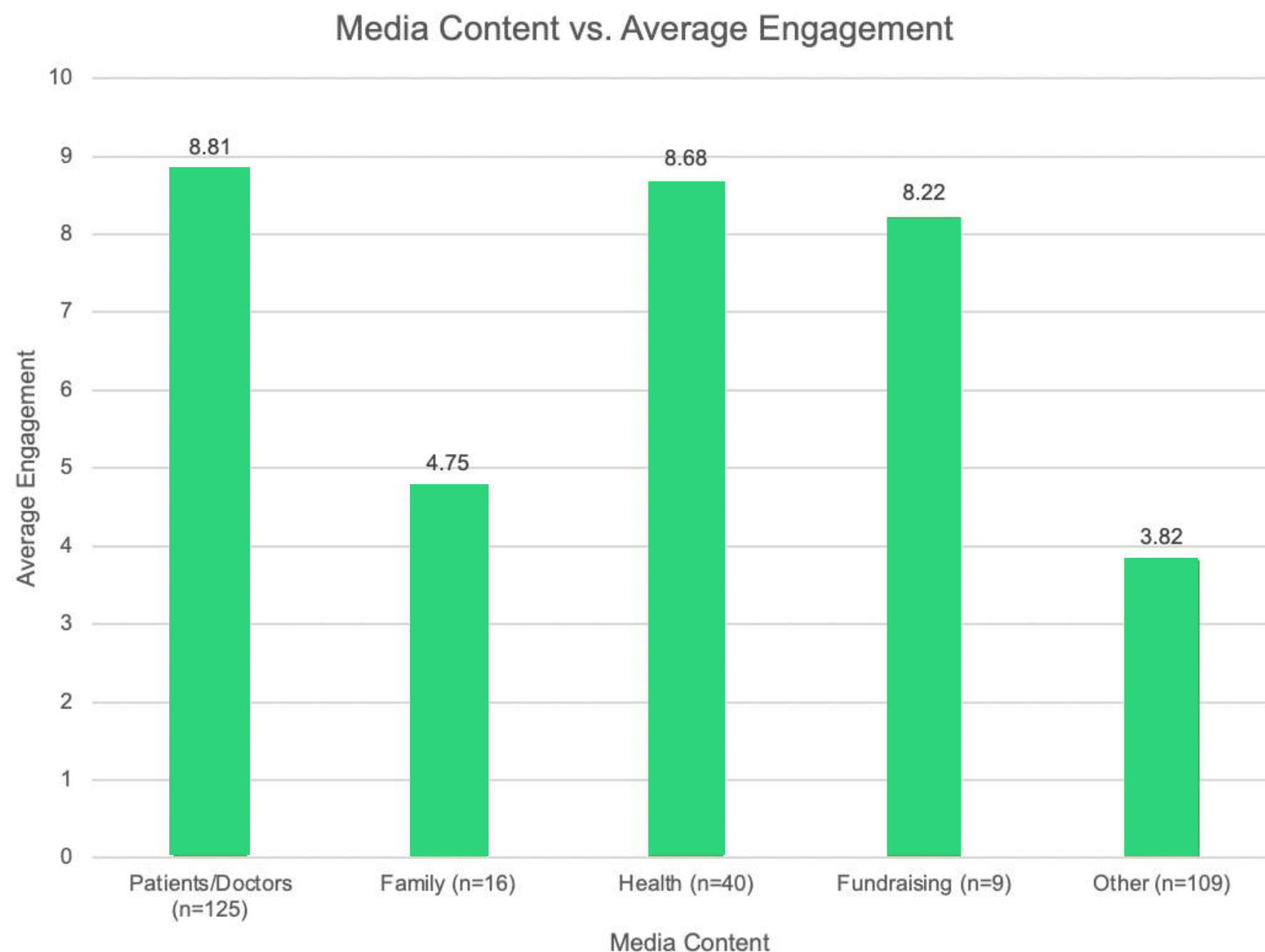
Media Type



The above tweet showcases a tweet containing an inspirational video, which was the most amount of engagement based on media type.

The above graph shows that the tweets that received the most engagement were those that contained a video and secondly, an infographic. CHOA has only posted 48 tweets that included a video in the past year, and those tweets received the highest average of retweets (14.42). Infographics were also successful in receiving engagement. CHOA posted even fewer infographics (29) than they posted images (122) in their tweets and the average number of retweets for both media types were about the same (7.79).

Media Content

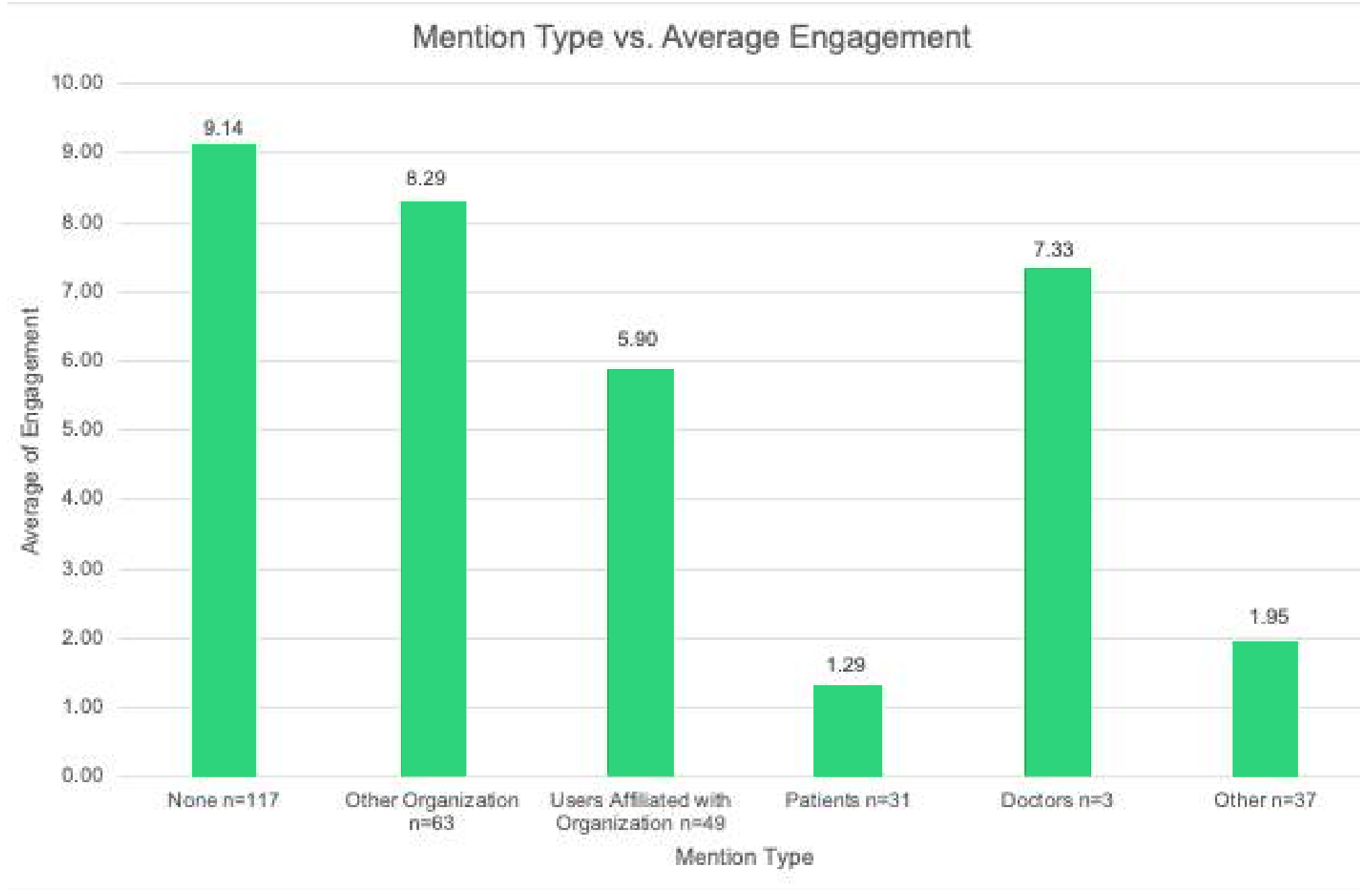


The above graph shows the most engagement was for patients/doctors. That being said, this media content had the most engagement because there were 125 tweets for this category. Health was the most successful category because there were 40 tweets, and still almost the same amount of engagement. Fundraising was the category that garnered the third most amount of engagement. Family created the least amount of engagement, with a close last being the category for tweets that did not fit into any of the other categories.



The above tweet showcases a tweet containing information about Health, which was the most successful category.

Mention Type



The above graph shows that the most engagement in regard to mentions was in posts that had no mentions at all. Throughout the 300 tweets, 117 of them did not include a mention. The graph also shows that the next highest group of engagement are with the tweets that mentioned another organization such as a sports team or a business. There were only 3 tweets that included a mention of a doctor at the hospital, but those tweets garnered a good amount of engagement overall.

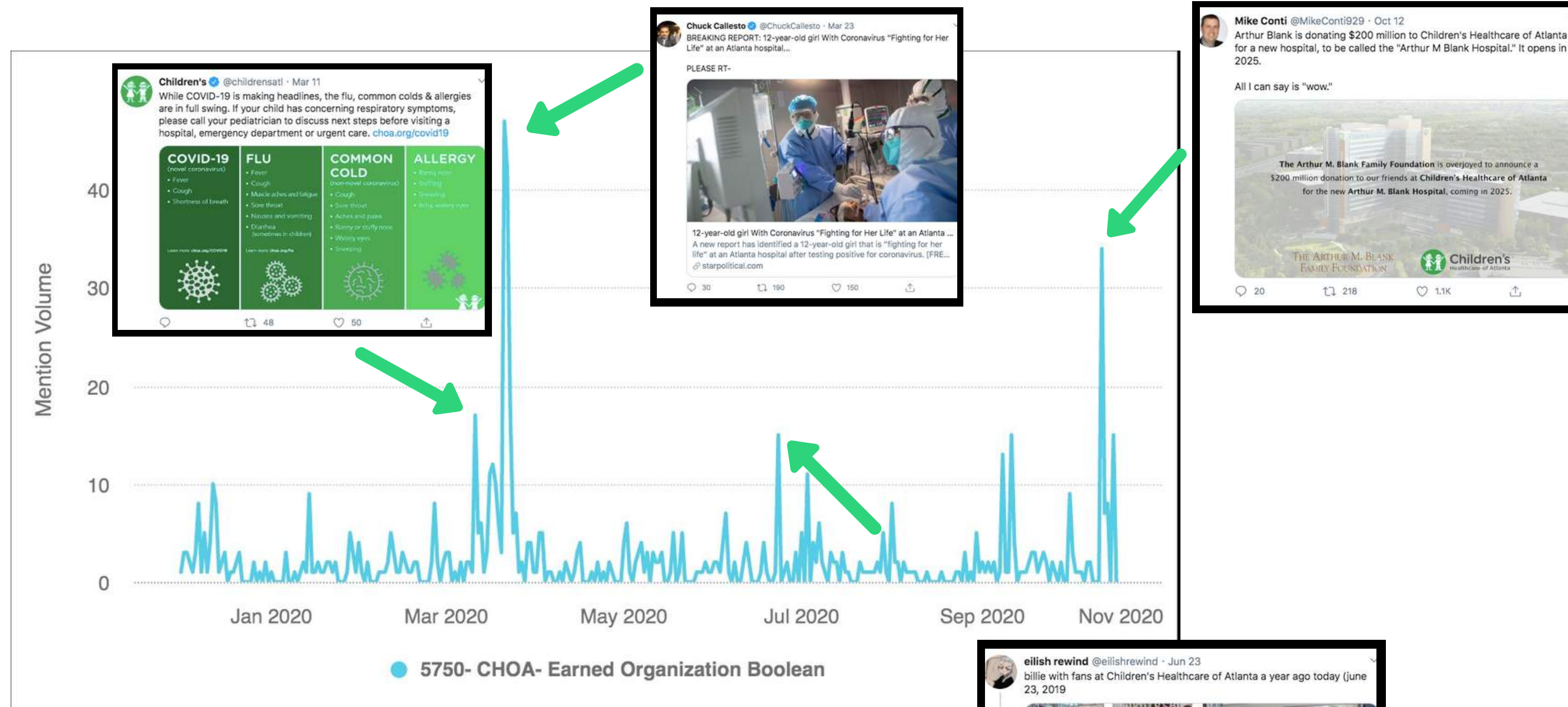


This tweet mentions Doctor Fortenberry and had the most amount of engagement among tweets that included doctors.



Earned Data for Children's Healthcare of Atlanta

Spike Analysis: Organization Data



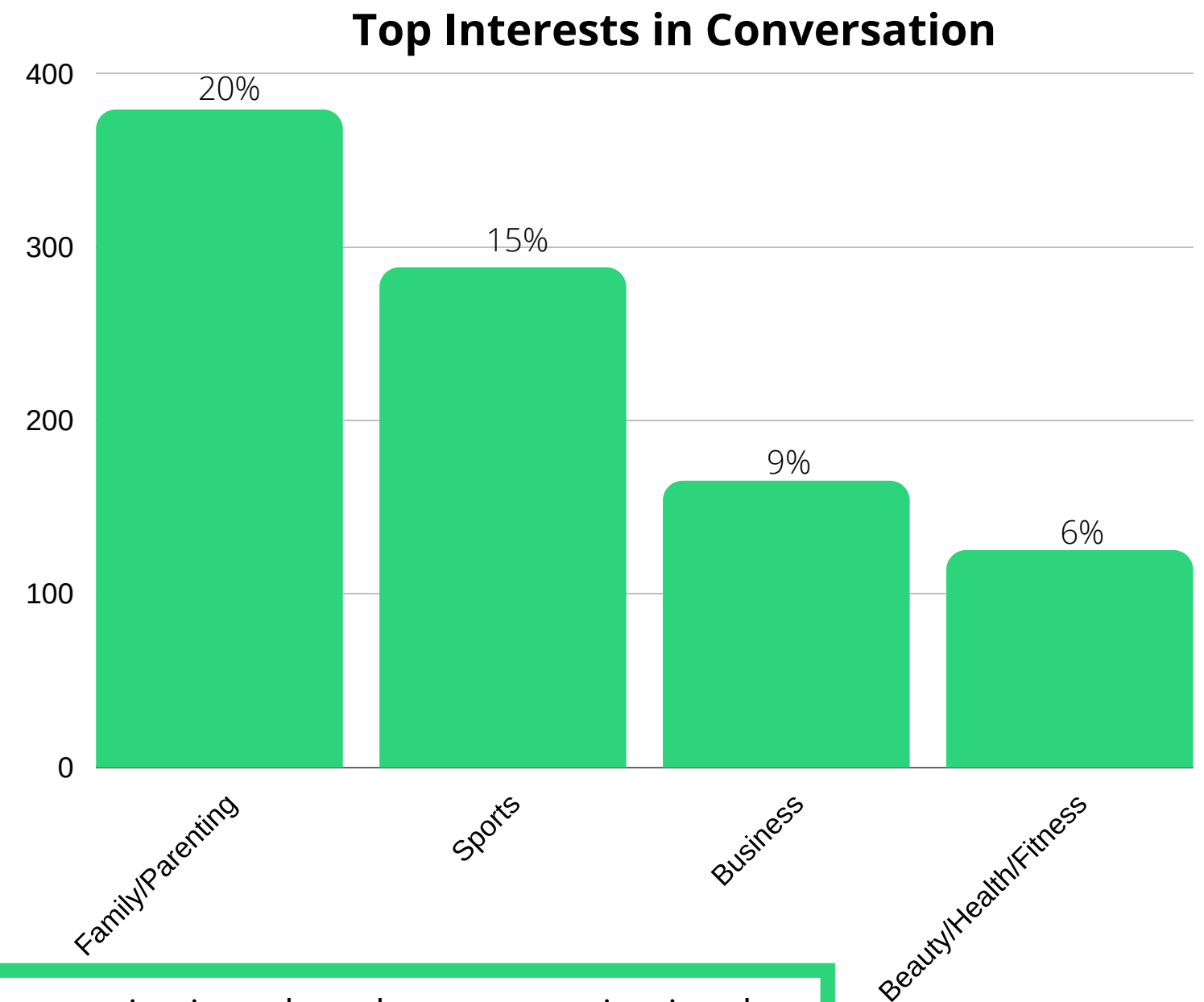
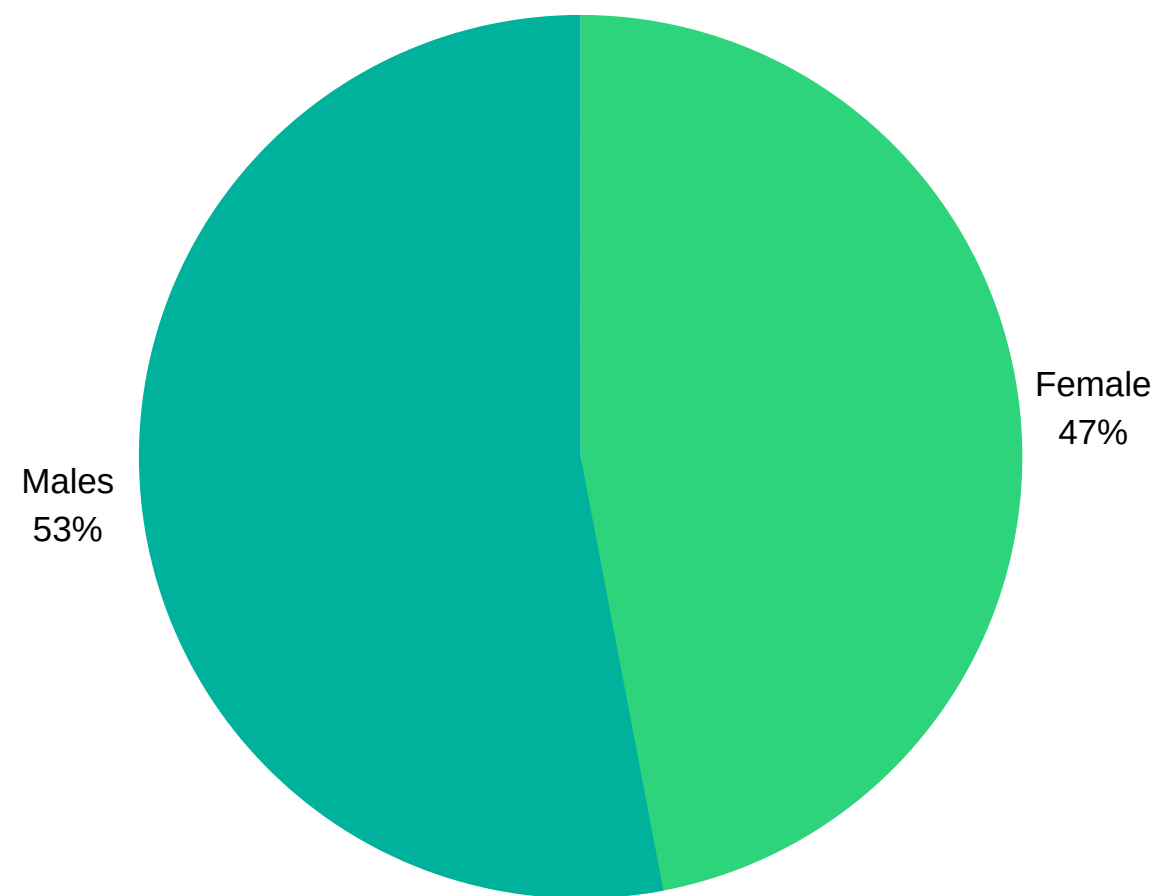
March 21-23 n=47: During this time, a 12 year old was sent to CHOA to be treated for COVID-19 and many users were tweeting to raise awareness and show support.

October 12 n=34: On this day, Falcons football owner, Arthur Blank, released a statement saying that he was going to donate \$200 million to build a new hospital opening in 2025.

March 11 n=17: On this day, CHOA posted an infographic about COVID-19 on their Twitter, which drew a lot of social media activity from users through retweets.

June 23 n=16: On this day, users retweeted a photo of celebrity, Billie Eilish, visiting patients at CHOA.

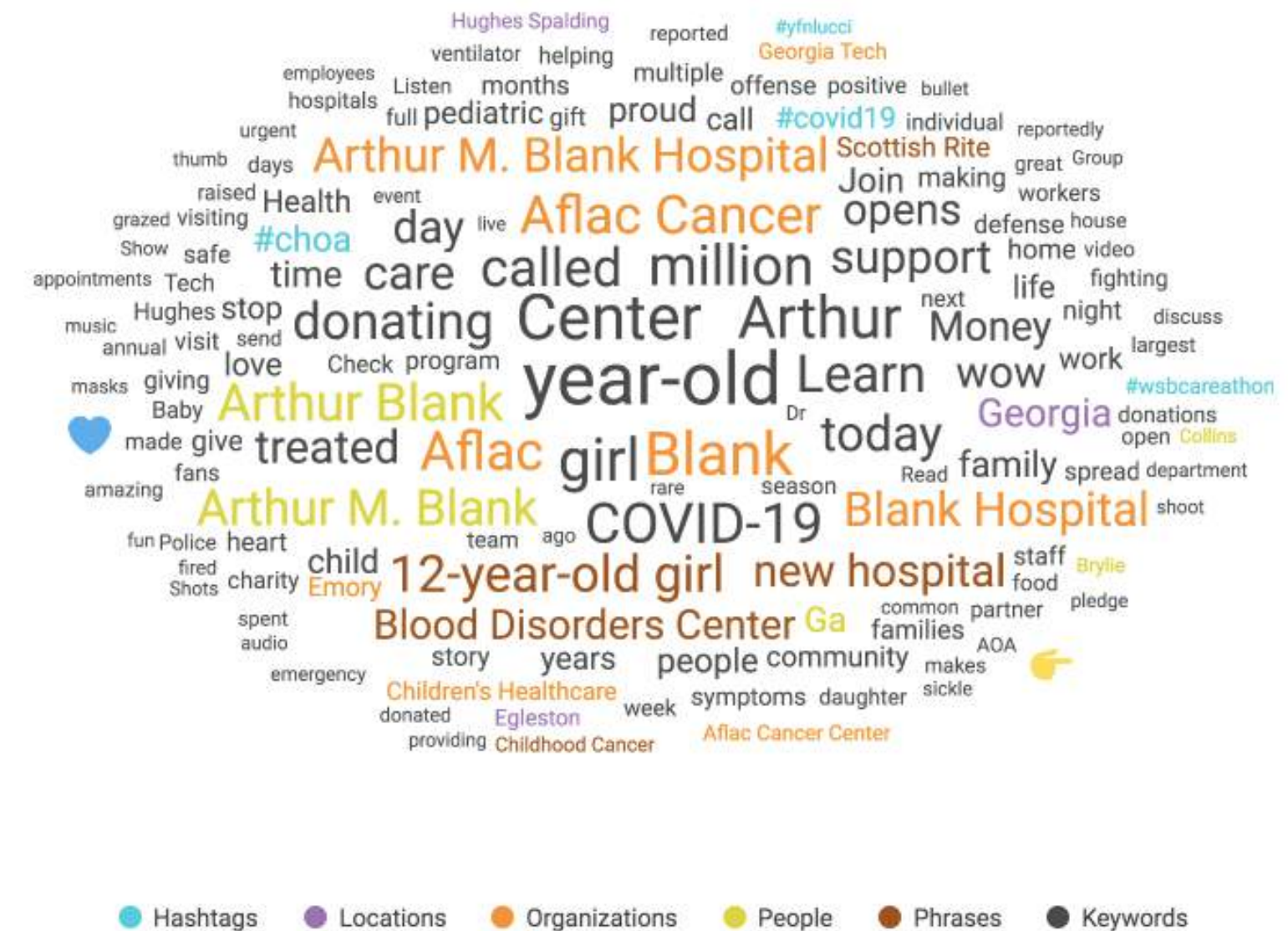
CHOA Conversation Demographics



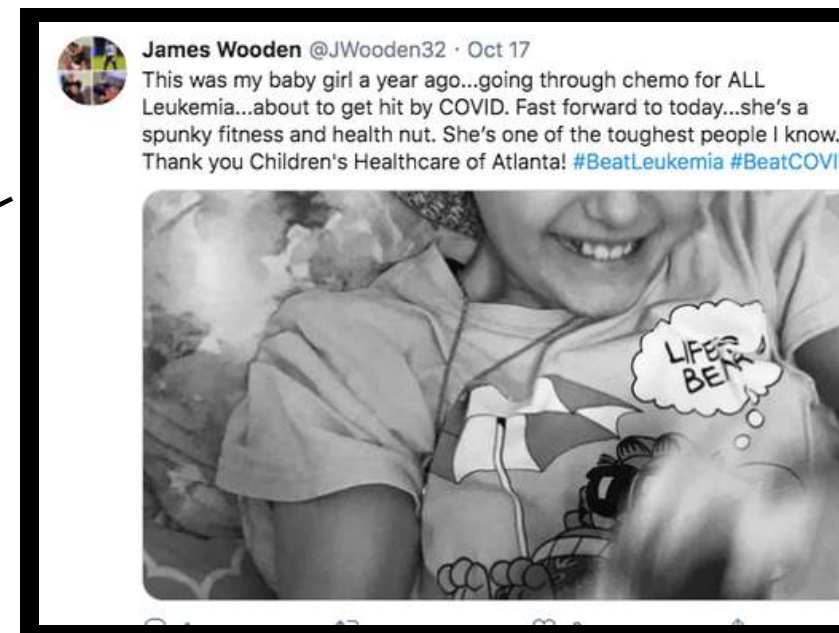
In general, slightly more men talk about CHOA than do women. Men engage with the organization when the conversation involves the sports teams that CHOA partners with such as the Atlanta Braves, Atlanta United, the Falcons, or the Georgia Tech/Georgia football teams.

Recently, many more men have been talking about the organization since Arthur Blank donated \$200 million dollars for a new hospital. Blank is the owner of the Atlanta Falcons football team, that is why Sports is 15% of the overall conversation.

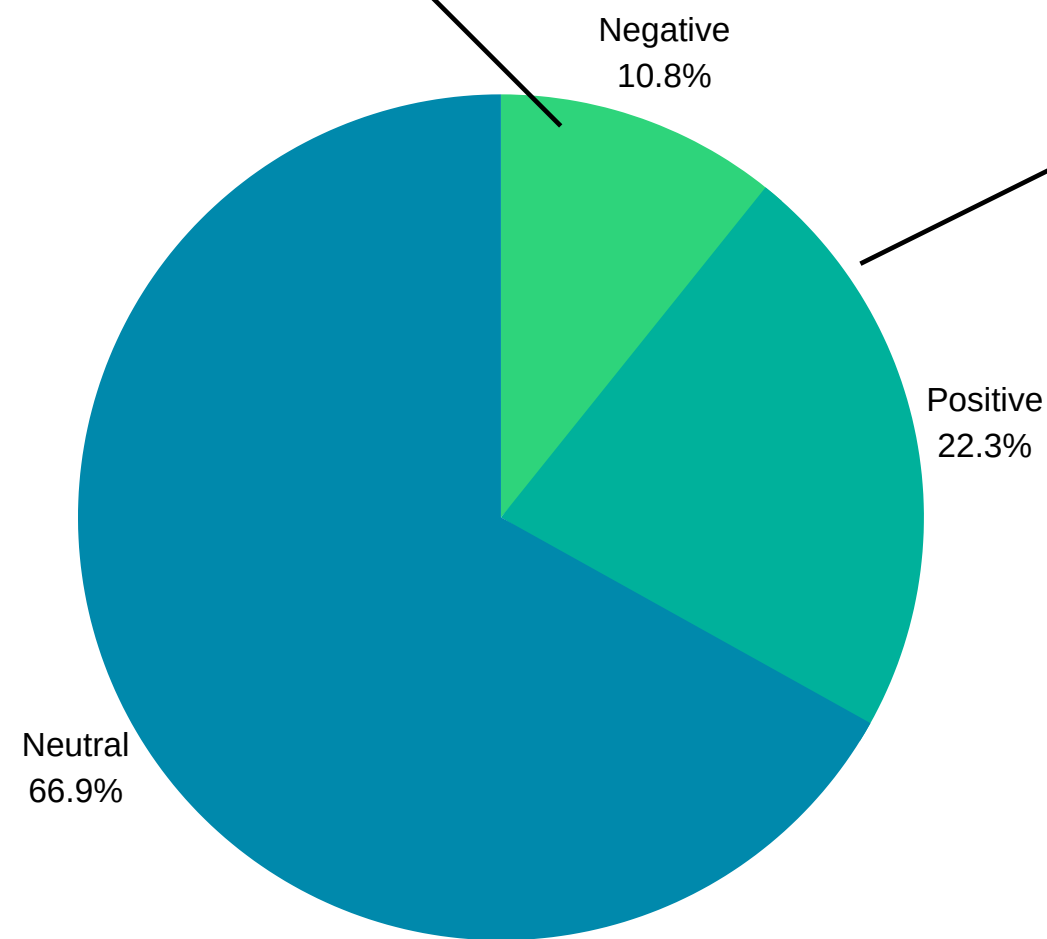
Family/Parenting is the highest topic of interest in conversation because it involves the patients. More women interact with the organization when it involves the patients and their illnesses.



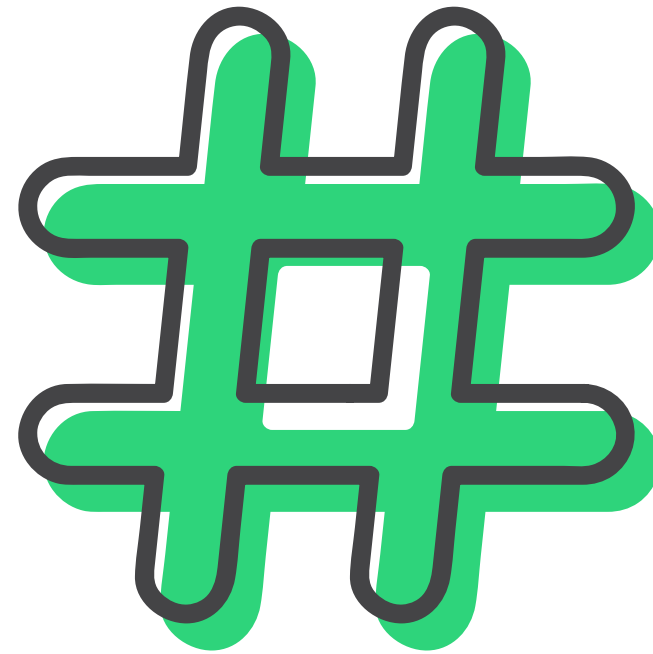
Twitter Conversation Surrounding CHOA



- There is more positive conversation (22.3%) on Twitter about CHOA than negative conversation. Many of the positive tweets include joyful tributes to patients who have healed and returned home, or the tweets include support for those who are still battling in the hospital.
- The negative tweets (10.8%) are not necessarily negative about the organization, but were in support of CHOA and against other organizations or politicians that threatened the safety of the patients during the coronavirus pandemic, or in general. In the example tweet, this negative post was a reaction, by a Twitter user, to Governor Kemp's tweet praising the state of Georgia for their progress during the COVID-19 pandemic. The user is calling out Kemp for a continued shortage of masks in Atlanta hospitals.



Top Twitter Hashtags



These hashtags show that the Twitter conversations about CHOA center around events at the hospital or the sports teams that the organization partners with. There are less hashtags that revolve around the illnesses that the children suffer from and more about how the public can rally around the children through events that prompt donations.

#1



#CAPEDAYATL

#2



#GOODCOMPANY

#3



#FALCONS

#4



#CAPEDAY

#5



#UNITEANDCONQUER

#6



#CHOA

#7



#SCAAWARENESSMONTH

#8



#ANDTOCARE

#9



#ARTHURBLANK

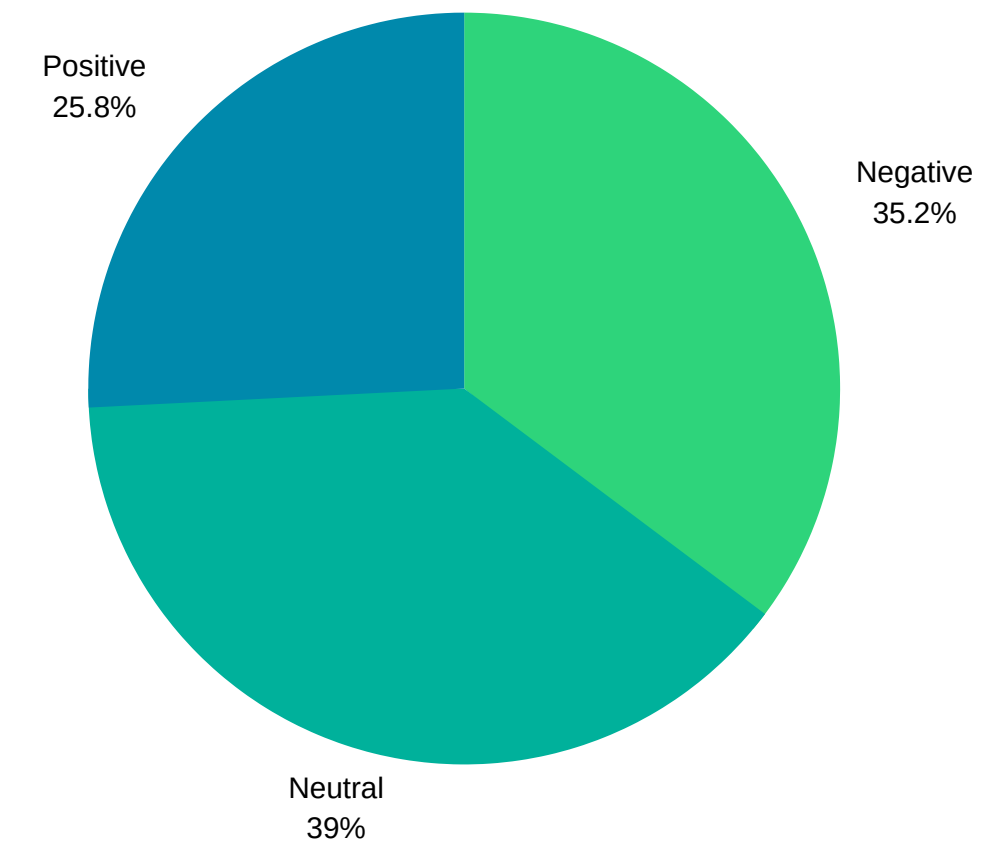
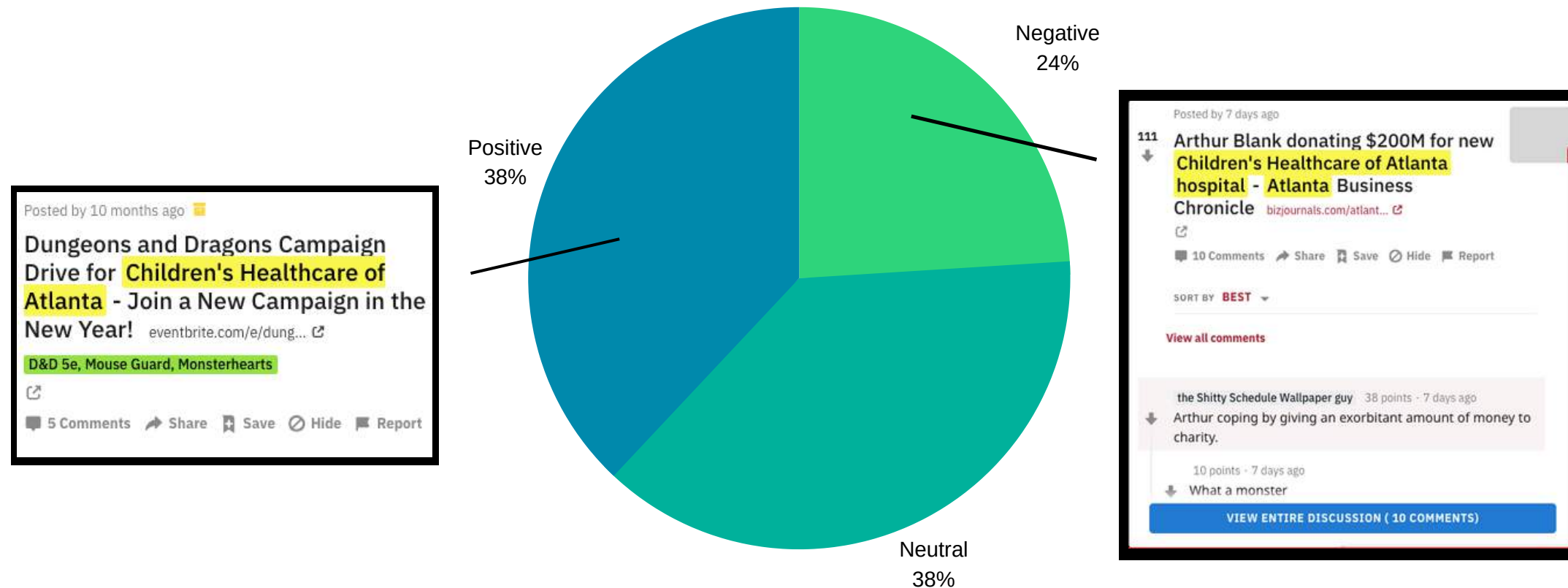
#10



#ATLANTA



17 Cross-Platform Conversation Surrounding CHOA



Most of the conversation on Reddit surrounding CHOA has to do with sports, especially the topic of Arthur Blank's donation. 35.2% of the Reddit conversation surrounding CHOA is negative. Recently, the conversation has come from fans who are arguing over whether or not Arthur Blank's contribution to build a new hospital is genuine or not.

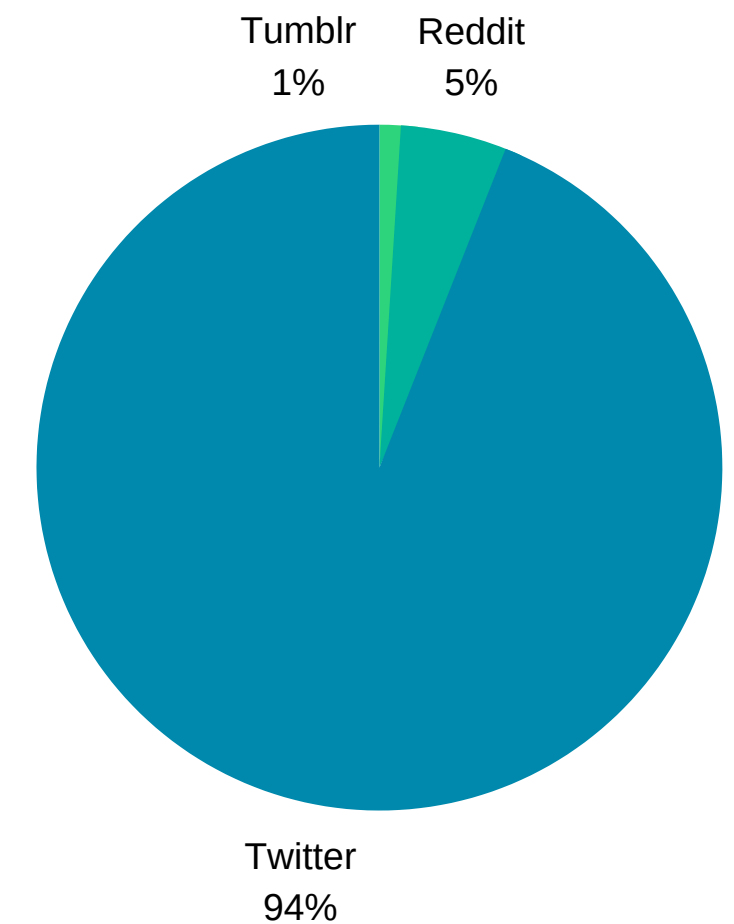
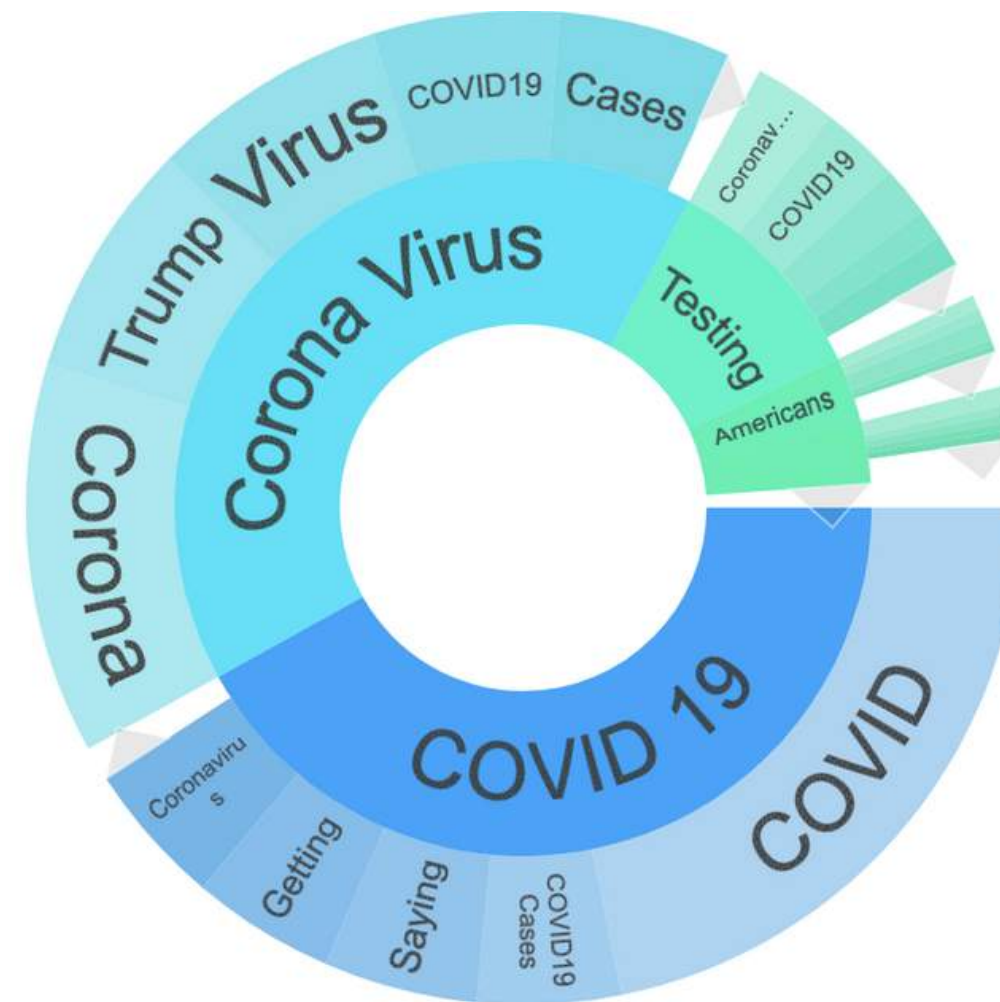
The positive conversations (25.8%) surround the topic of the Arthur Blank donation as well as the events that promote donation for the hospital. In the tweets about Blank, some families are offering their thanks for his contribution. Other positive conversations include threads that provide information for donation events that the community can get involved in.

The overall conversation on Tumblr has to do with the Arthur Blank donation, but it differs from the conversation on Reddit because there is more talk of the coronavirus. The conversation on Tumblr is more positive (38%). These positive conversations mostly include interested fans writing a blog post about their opinions of Arthur Blank's hospital donation.

The negative conversations (24%) include posts about the COVID-19 pandemic. These posts discuss the public's overall experience during the lockdowns across the country. The other negative posts came from users who do not support Arthur Blank.

COVID-19 Conversation

The most common topic surrounding CHOA was COVID-19. This topic is discussed in CHOA's dataset since CHOA is a hospital and COVID-19 is a global health crisis. The wheel on the right shows how the wording of the topic surrounding COVID-19 varies, as well as the idea that this topic encompasses other current events. There were two apparent spikes in this dataset; one was at the beginning of the pandemic, when daily life was rapidly changing. The other spike was when President Trump tested positive for the coronavirus after the first Presidential Debate.

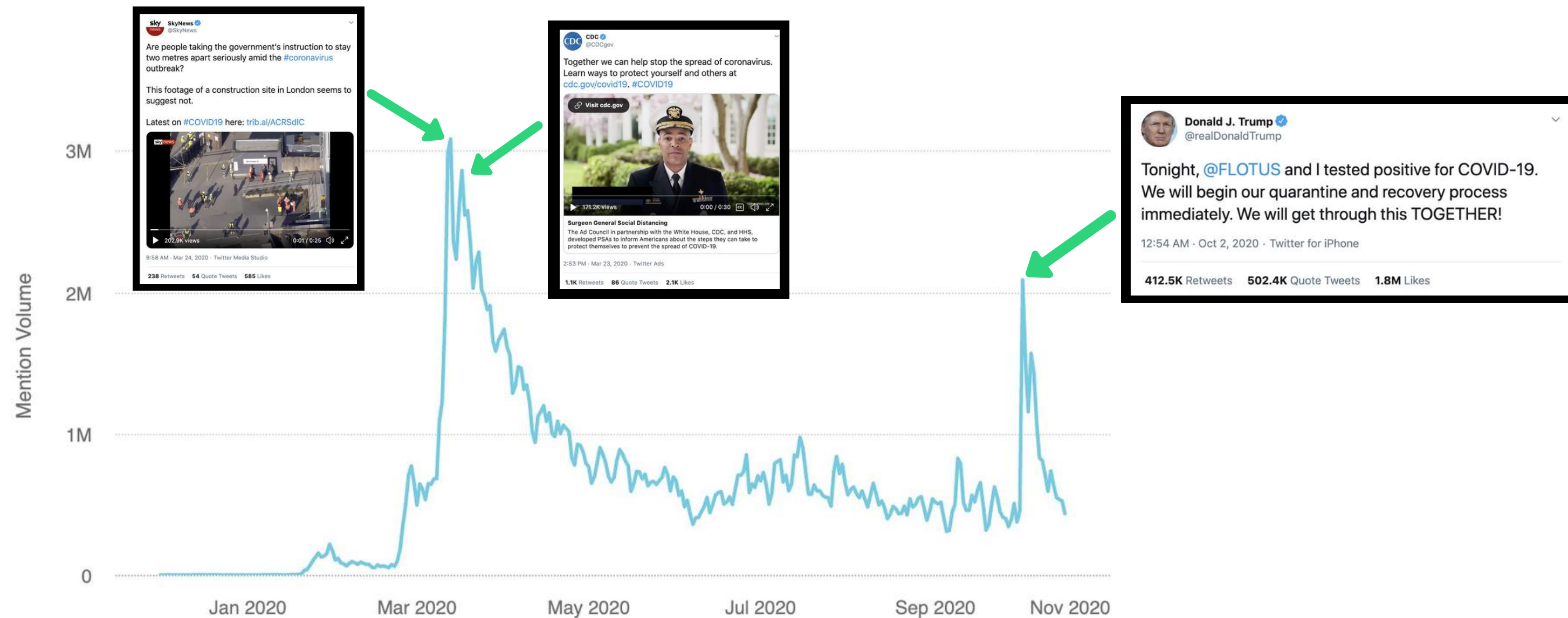


The most common platform used to discuss COVID-19 was Twitter. As shown in the graphic, Twitter accounted for 94% as the conversation, whereas Reddit accounted for 5% and Tumblr accounted 1% of the total conversation. This is due to the fact that Twitter often administers political conversations, and COVID-19 has various political connections.

TOP HASHTAGS

#coronavirus
#covid19
#covid

Spike Analysis: COVID-19 Data



March 16-18, n=2,831,244: During this time, repercussions of COVID-19 were being discovered, as well as new information regarding the virus. Volume was 454% higher than usual, using #covid19.

March 20-24, n= 2,341,287: During this spike, the conversation surrounding new information on COVID-19 continued. After initial conversations describing the virus after the first spike, conversations died down slightly, then spiked again due to changing information about the pandemic, with an example shown above.

October 2, n=2,066,094: On this day, President Trump tested positive for COVID-19. Volume was 275% higher than usual.

Top Influencers Discussing COVID-19

Twitter



Hilary Clinton was one of the top influencers surrounding the Twitter conversation on COVID-19. Although she did not post a lot about the virus compared to other users, the impact of her tweets was among the highest. This example shows that political leaders often get the most attention with the content that they post. In this tweet, Clinton not only makes a statement about COVID-19, but also about what she believes will help stop the spread.

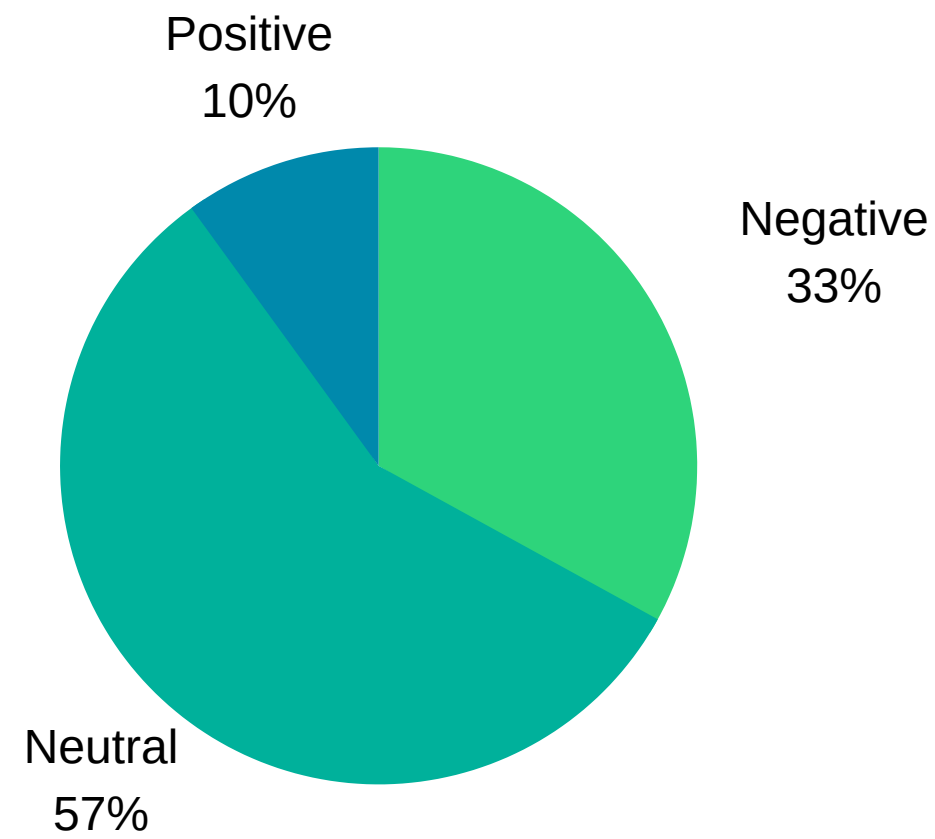
Other Top Influencers due to Impact

@Franklin_Graham

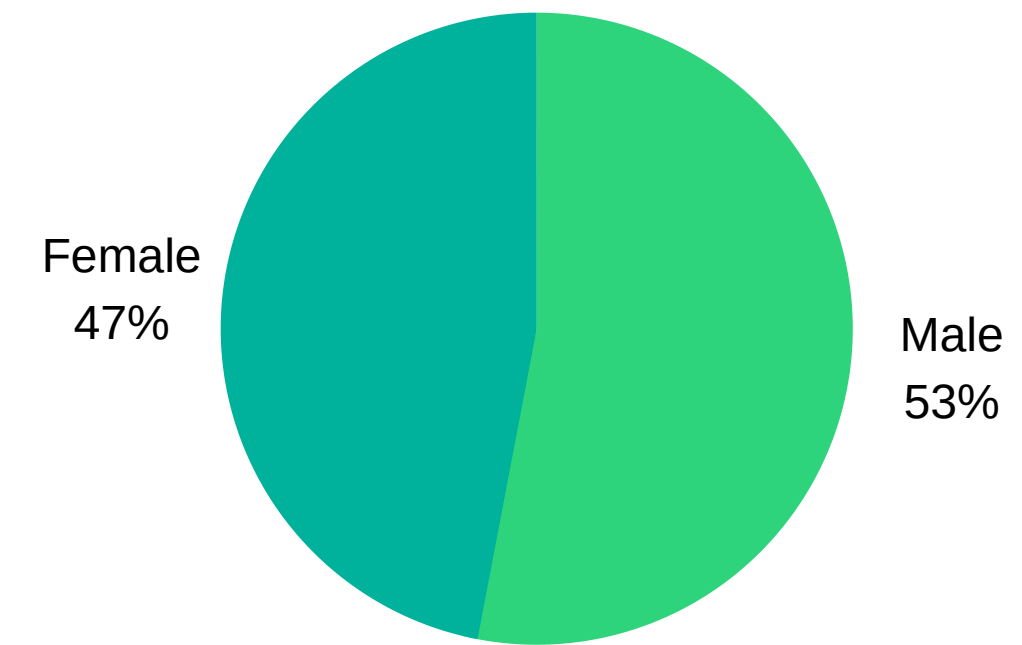
@keithtaylor21

The two influencers to the left describe two different types of users with varying impacts. First, Franklin Graham represents yet another public figure that is included in the conversation about COVID-19. On the other hand, Keith Taylor, a journalist in Kentucky, represents a user who received a lot of engagement on the topic, based on one tweet.

COVID-19 Sentiment & Demographics

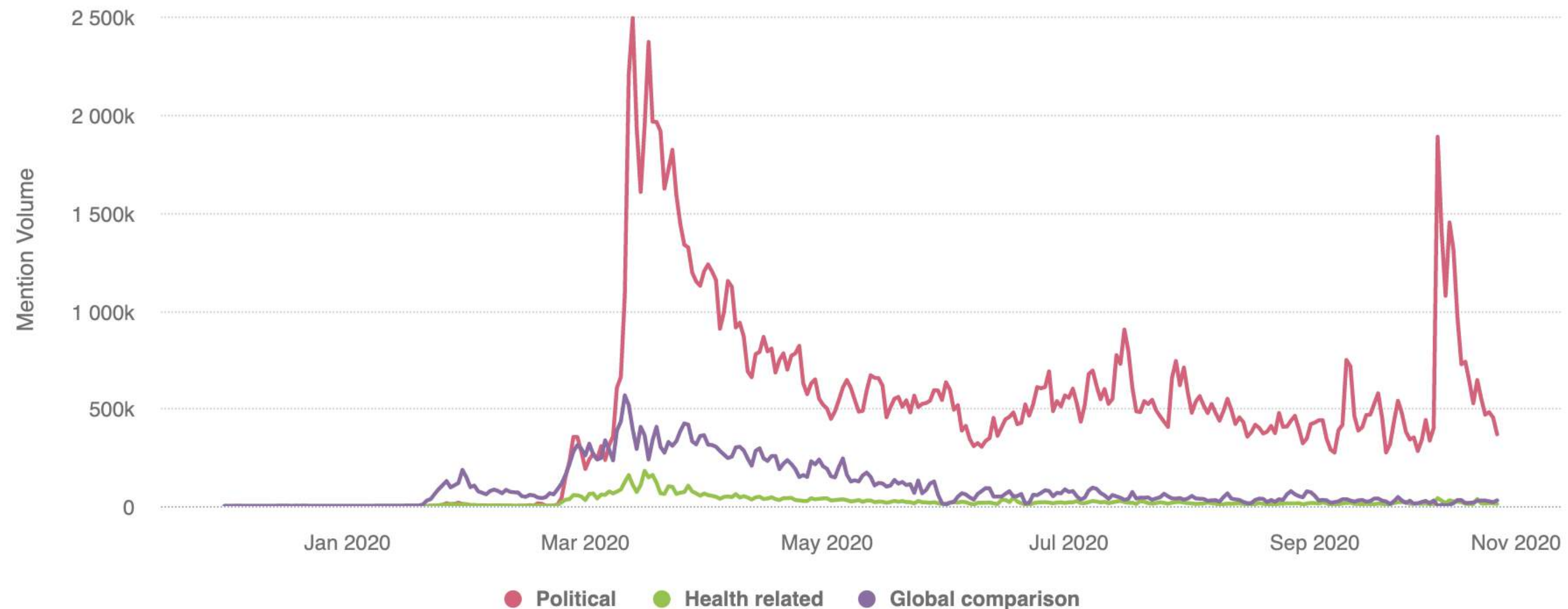


Across platforms, the conversation surrounding COVID-19 was only 10% positive, 33% negative and 57% neutral.



Males contributed to the conversation about COVID-19 53% of the time, whereas females contribute 47%.

COVID-19 Conversation Themes



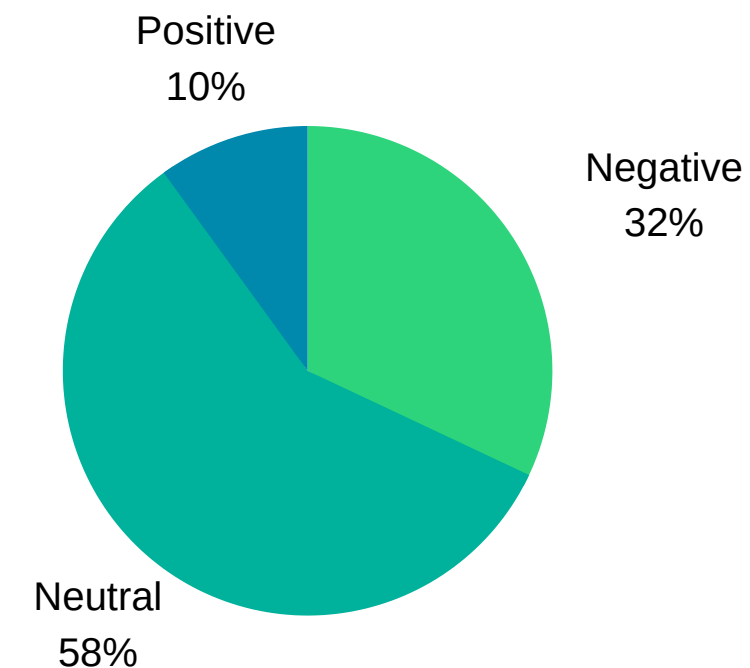
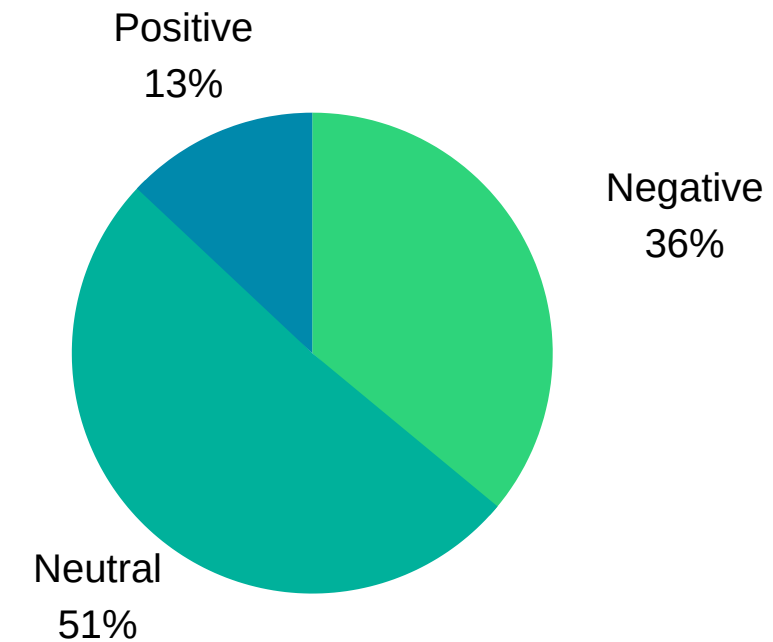
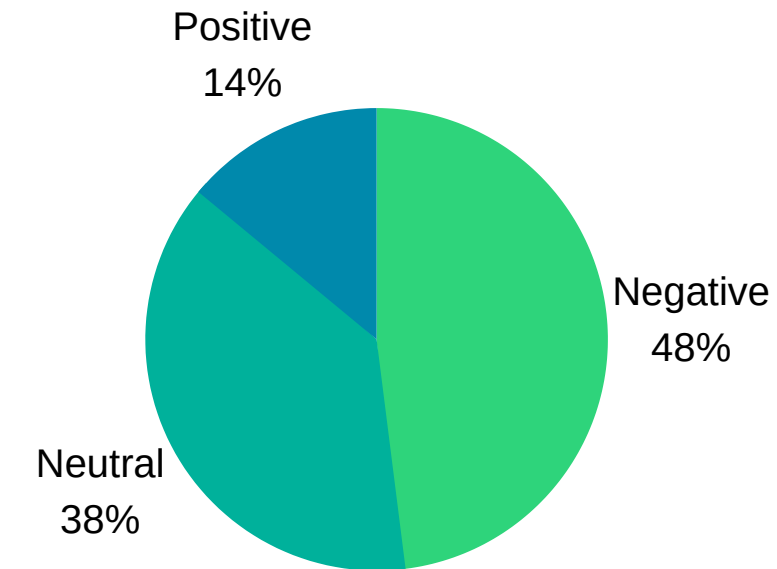
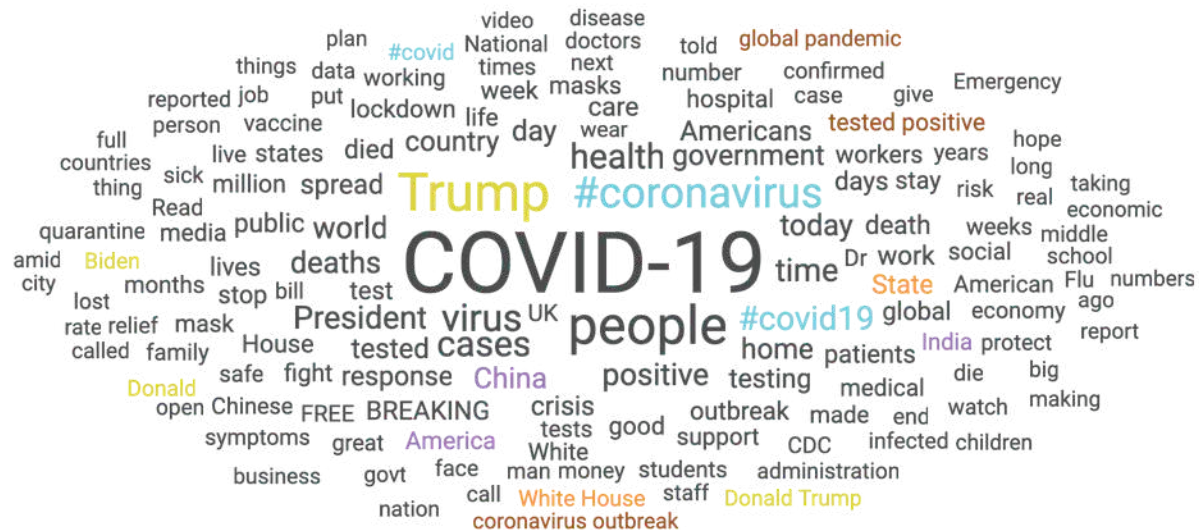
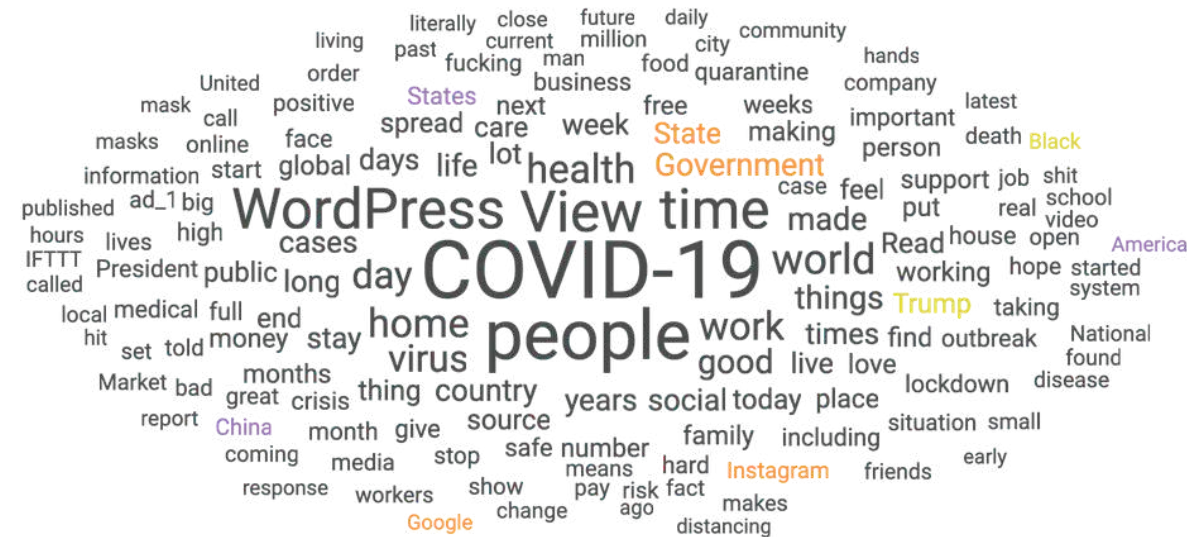
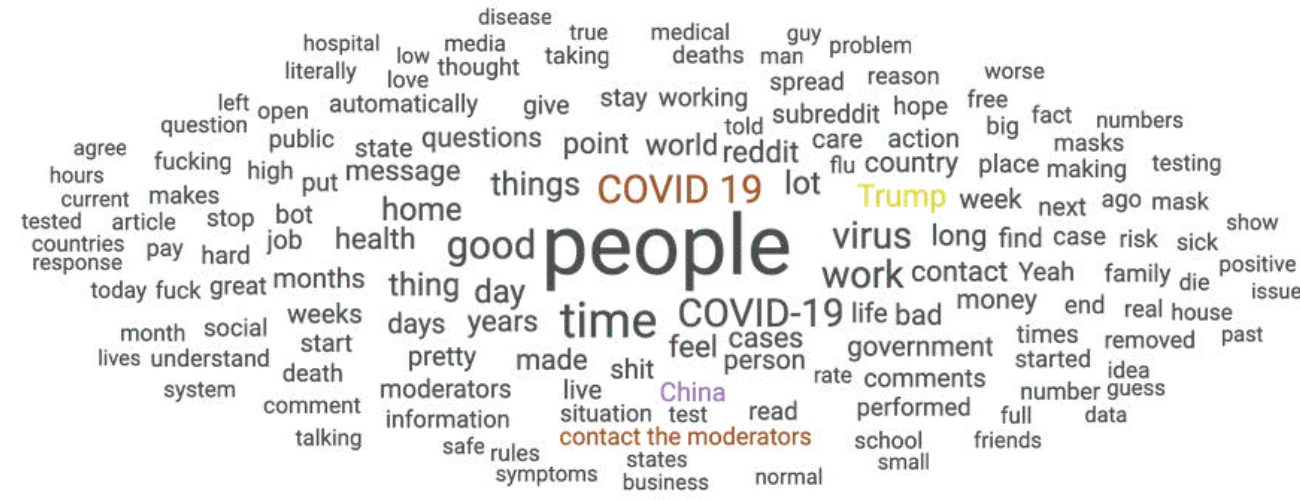
Within the topic of COVID-19, several topic themes were discussed. These themes were political, health related and compared the United States globally. As the graph shows, tweets that contained political messages had the most volume over time. The political category shows tweets that had direct ties to a political candidate or event. The health related category shows tweets from the CDC, or related accounts, discussing the health implications of COVID-19. Lastly, the global comparison category discussed other countries and their battle with the pandemic.

COVID-19 Conversation Sentiment

Reddit

Tumblr

Twitter

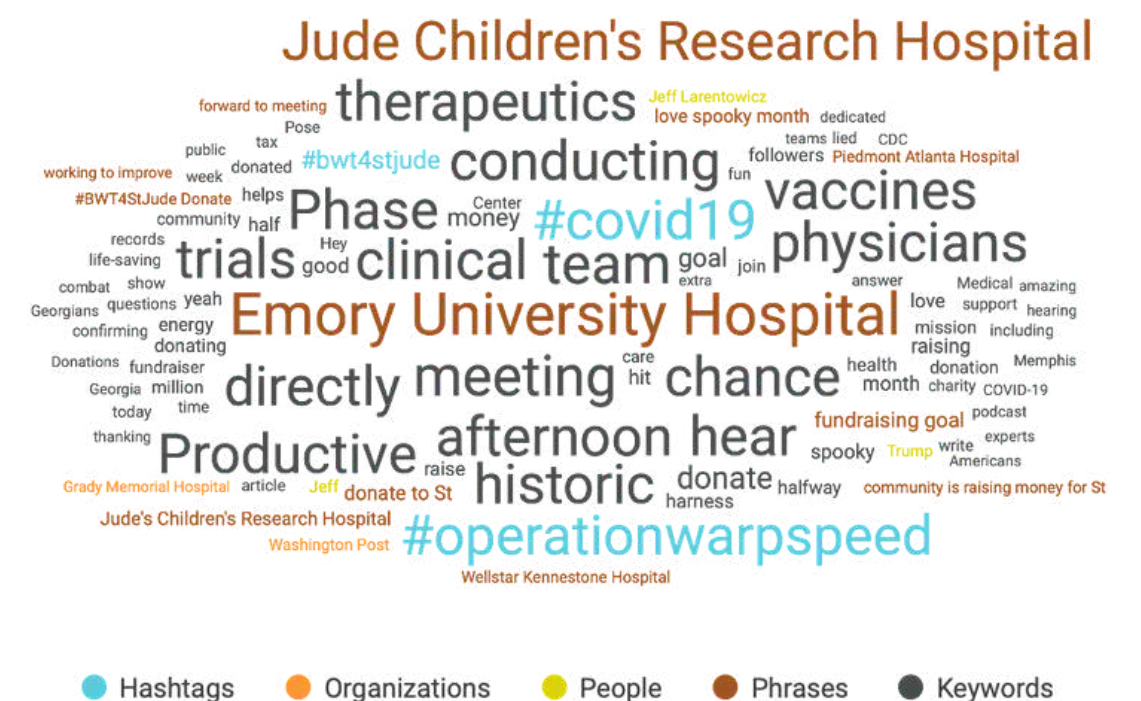
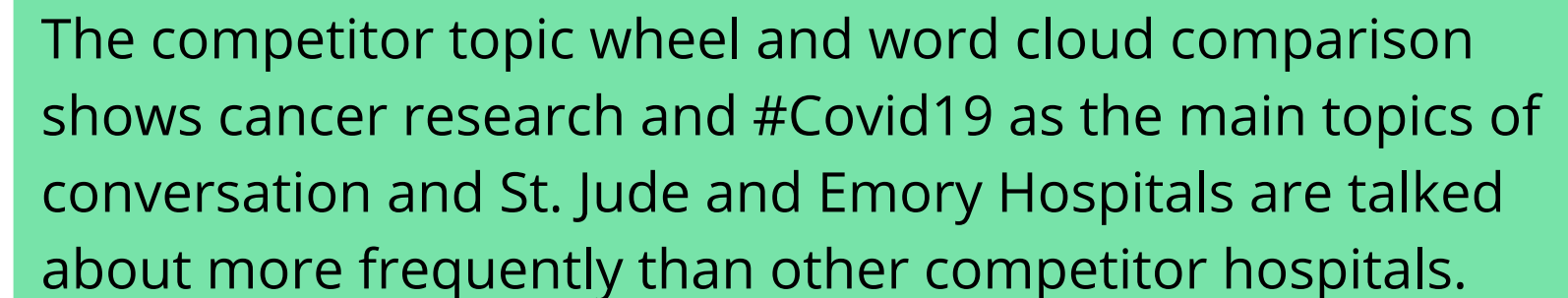


The word clouds to the left discuss the most used words in conversations about COVID-19 across platforms. As seen, Tumblr and Reddit emphasized people with the pandemic, whereas Twitter emphasized people, as well as political subjects. The amount of positive conversations on each platform were about the same, whereas the amount of negative conversations varied. Reddit reported the most negative conversations, with Twitter following, and then Tumblr.

This chart shows share of voice across Children's Healthcare of Atlanta's competitors' tweets from December 2019 - October 2020. St. Jude Children's Research Hospital dominates the share of voice in the Atlanta Hospital competitor category with 89% SOV. Following them is CHOA with only 7% SOV.

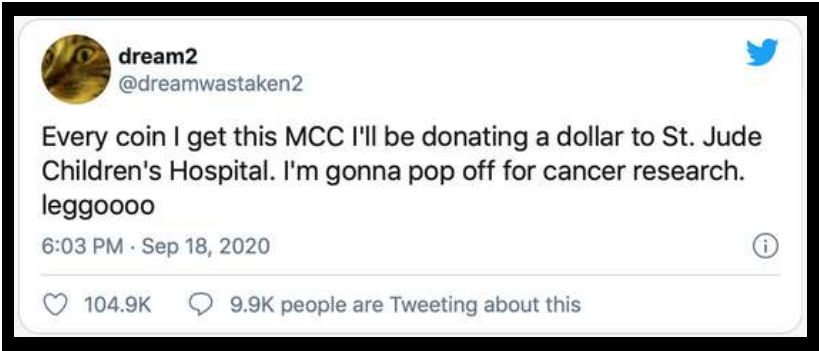
The infographic is a circular chart divided into four main quadrants, each with a central label and several surrounding segments:

- Raising Kids** (Top Right, light blue):
 - Exclusive Podcast, CancerWin...
 - Helping Support
 - Donation
 - Supp...
 - Joe Children's Research...
 - Donation
 - Helpin...
- Cancer Research** (Bottom Right, medium blue):
 - Chadwick Boseman
- Battling** (Bottom Left, light blue):
 - Family
 - Thank to your Ameri...
 - Helping
- Atlanta** (Top Left, light blue):
 - Children's Healthcare of Atlanta
 - Piedmont Atlant...
 - Northside Hospital
 - Emor...
 - Georgia
 - Donation
 - Litinsie
 - Helping
 - Slaves...LVL
 - Rain...



CHOA Competition Analysis

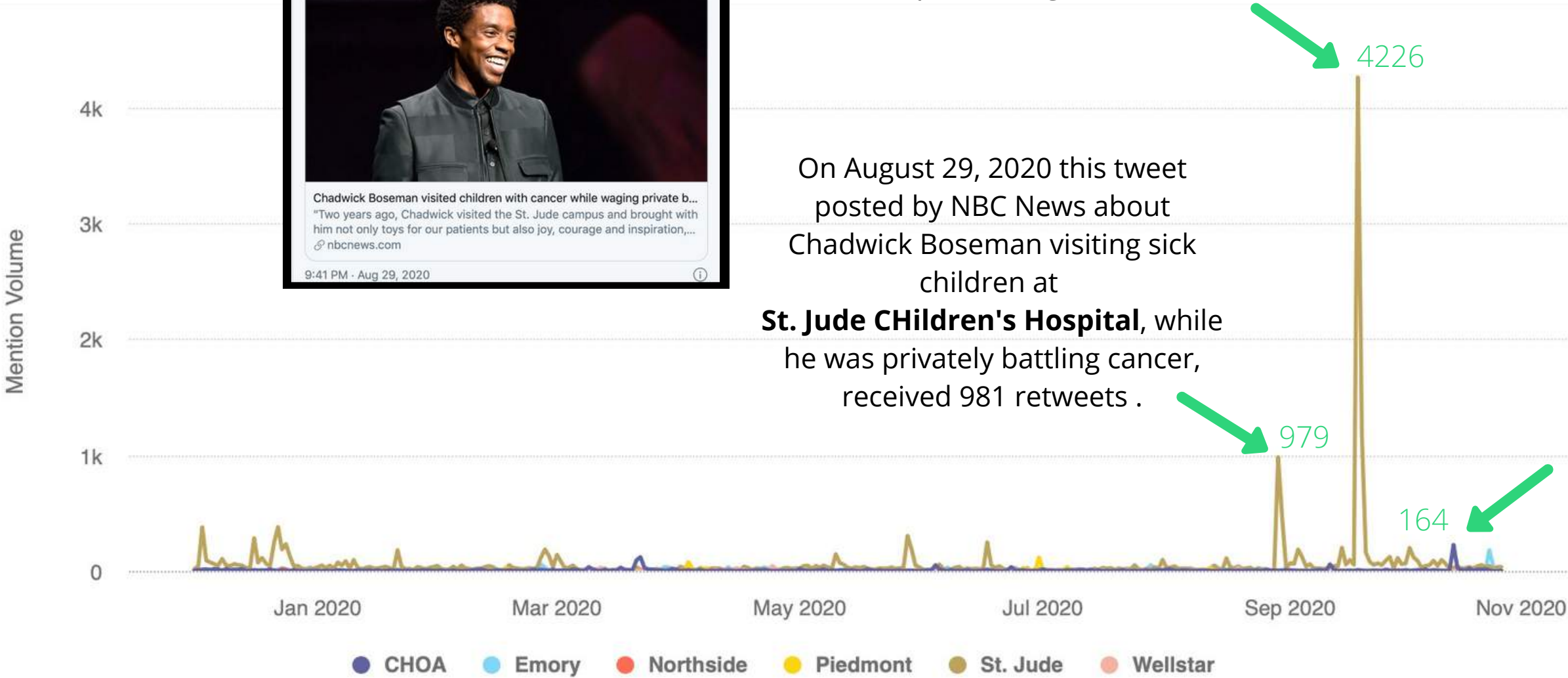
MENTION VOLUME



On September 18, 2020 the tweet about CHOA competitor, **St. Jude**, received the highest mention volume by promoting donations.

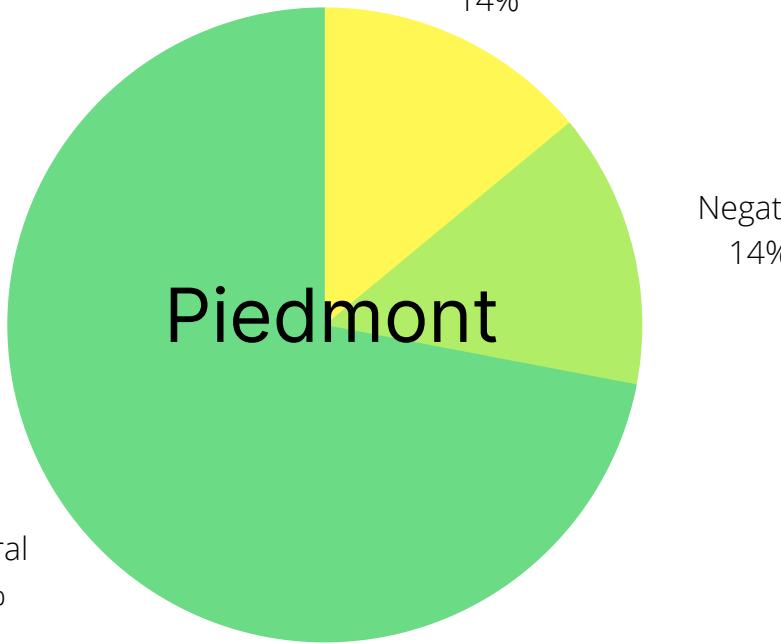
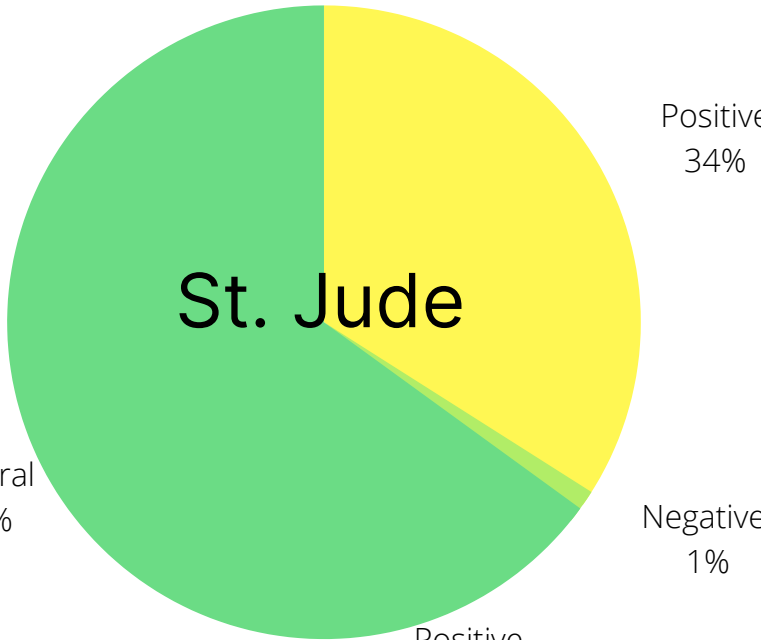
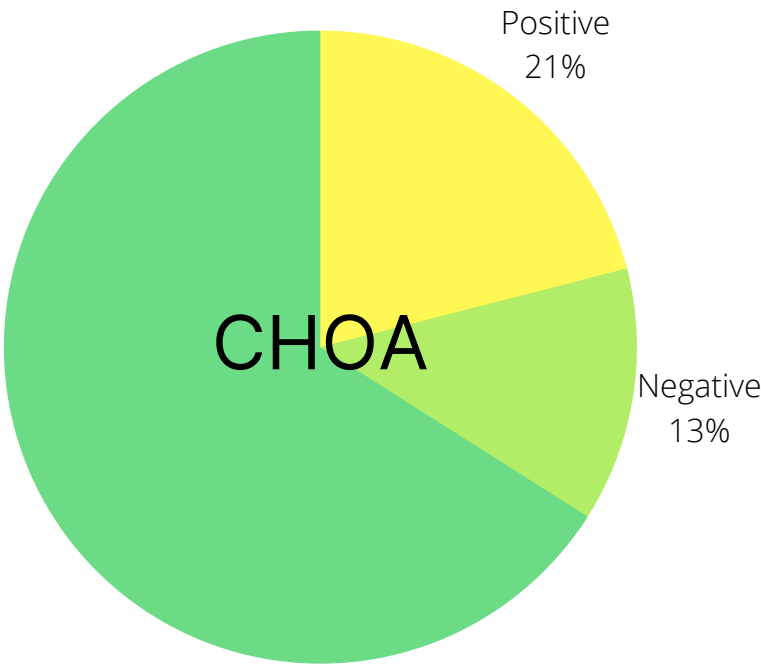


On August 29, 2020 this tweet posted by NBC News about Chadwick Boseman visiting sick children at **St. Jude Children's Hospital**, while he was privately battling cancer, received 981 retweets .



Regarding sentiment of posts with CHOA's main competitors, St. Jude has the most positive sentiment per mention volume of posts with 34%. CHOA has the second most positive posts (21%), with 13% of their posts being negative in sentiment. Piedmont has an equal percentage of positive and negative posts. St. Jude's positivity can be likely linked to their high mention volume in comparison to CHOA and competitors.

SENTIMENT



CHOA's highest peak mention volume got only 164 mentions in comparison to St. Jude's peak of 4226 mentions. This tweet on October 13, 2020 was about Arthur Bank's \$200 million donation to CHOA.

Insights and Recommendations

1- Based on the COVID-19 conversation on Twitter, posts that discuss relevant issues garner a lot of engagement. CHOA should post more about **current events**. We encourage them to increase involvement in conversations about COVID-19.

2- Posts that highlight celebrity visits to the hospital, such as Billie Eilish, receive a significant amount of retweets. CHOA should continue to highlight **celebrity interactions** and visits to patients at the hospital.

3- Content across platforms that discuss Arthur Blank's financial contribution to CHOA receive the most engagement. CHOA should post about specific **events** regarding **fundraising** and donations.

4- St. Jude posts more than CHOA about healthcare related topics. CHOA should **post more frequently** to increase share of voice in the healthcare realm on Twitter and other platforms.

5- Regarding media content and type, posts that include videos of patients and doctors, as well as infographics, garner the most engagement. CHOA should post more **video and infographic** content with inspirational and informational themes.

6- CHOA's posts that tag organizations, such as the Atlanta Braves or Atlanta United, receive a lot of retweets. CHOA should mention **partnering organizations** in their Twitter posts, such as sports teams or businesses, to reach a larger audience and increase engagement.

7- Posts that specifically mention doctors and highlight the patients' progress at the hospital get the most likes and retweets. CHOA should post more content of **patients and doctors** within their social media posts to relate with users and showcase the credibility of their staff.

8- Posts with themes that surround health-related issues, such as COVID-19 and the Flu, have the most interaction by users. CHOA should post content that surrounds **health information** to stay relevant within their industry.

