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## AdPR 5750: Social Media Analytics



Fall 2020

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# MAKE A WISH FOUNDATION

# EXECUTIVE SUMMARY



## STATEMENT OF BUSINESS PROBLEMS

- 1.** @MakeAWish has low average retweets when wish kids are the center of the tweet. Tweets centered around wish kids perform exceptionally lower to tweets centered around celebrities.
- 2.** @MakeAWish constantly tweets their homepage in their content to drive their audience there but little traffic results in this action. Tweets containing the homepage link perform terribly to tweets linked with a direct donation page.
- 3.** @MakeAWish saw an exponential amount of average retweets when it linked videos to their content, yet only 3% of the tweets had videos.
- 4.** Wish kids are being used as jokes, memes and derogatory terms across all forms of social media. In our data you see most posts go viral when a wish kid is being used as a joke.
- 5.** People talk about St. Jude more than @MakeAWish, although they are similar organizations, @MakeAWish pushes almost as much original content as St. Jude yet is far behind in social media activity.

## TOP RECOMMENDATIONS

- We recommend a steady flow of wish granting videos and heartwarming stories that users love to watch.
- We recommend MAW tweet one to two more times a day to increase their share of voice.
- We recommend that @MakeAWish create a campaign about what a "wish kid" goes through.

## KEY PERFORMANCE INDICATORS

**Average Retweets** - Our team created pivot tables to find what properties tweets led to the most average retweets.

**Sentiment** - Our team took the themes we found individuals saying about our brand and analyzed whether it was positive, negative, or neutral.

**Share of Voice** - We analyzed how MAW's Twitter account compared to its competitors. This measurement shows how well MAW's posts are penetrating its users.



# MAKE A WISH FOUNDATION OWNED DATA



# DATA OVERVIEW



## KEY INSIGHTS

- When tweets are sorted by theme, they all have about the same amount of retweets. When MAW tweets outside those bounds, average retweets spike by nearly 30 points.
- Celebrity-centered tweets perform much stronger against any other facet, especially against wish kids.
- Videos produce the most amount of retweets. These heartwarming videos typically incline the user to share that story with their followers.

## PLATFORM WE TRACKED:



**Twitter**

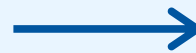
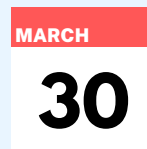
tracking 300 original tweets

**USING:**



**Brandwatch**

## OUR TIMELINE



## KEY DEMOGRAPHICS

On **April 29th**, @MakeAWish tweeted **#worldwishday** promising wishes when the pandemic was over. Another set of tweets highlighting granters' messages to wish kids telling them "be patient and stay safe" during the pandemic was accompanied by **#wishesarewaiting** since few wishes were granted in April and May.

@MakeAWish tweets are almost always overwhelmingly positive and highlight joy.



@MakeAWish tweets 1 to 2 times a day, on average, with most posted between **2 p.m. and 4 p.m.**

**Top Trending Topics:** **#childhoodcancerawareness** **#streamforwishes** **#disneychannel**

**#Childhoodcancerawareness** trended immensely in the month of September. Considering we only analyzed the first 8 days of September, this is a significant trending topic for MAW.

# OWNED DATA – MAKE A WISH FOUNDATION

# METHODOLOGY



For our owned media section we decided to take 300 original tweets from the MAW Twitter and see which type of tweets had the highest amount of average retweets. We analyzed to see which content, type of tweet, and links led to the highest amount of average retweets. We dissected each tweet to see which properties it contained. After finding those properties, our team then created pivot charts to show which properties performed better than others. The results are below.

## QUESTIONS WE ASKED:

1. What type of hyperlink was included in the tweet?
2. What was the tweet about?
3. Who was mentioned in the tweet?

## WHAT EACH CATEGORY MEANS FOR CONTENT:



**"Wish Kid":** A tweet where the content was centered around one of MAW's patients



**"Granter":** A tweet where the content was centered around a person granting a wish to a MAW patient



**Make-A-Wish America** @MakeAWish · Dec 8  
Dana, who was born with a nervous system disorder wished to be reunited with her BFF, Nixon. In a year like no other, let's continue to remind kids like Dana, who are facing their darkest days. that they're not alone. Help grant more wishes at [wish.org](https://www.wish.org).

**Call to Action:** A tweet where MAW asks a twitter user to interact with MAW in some way and it usually contains either a wish kid or granter

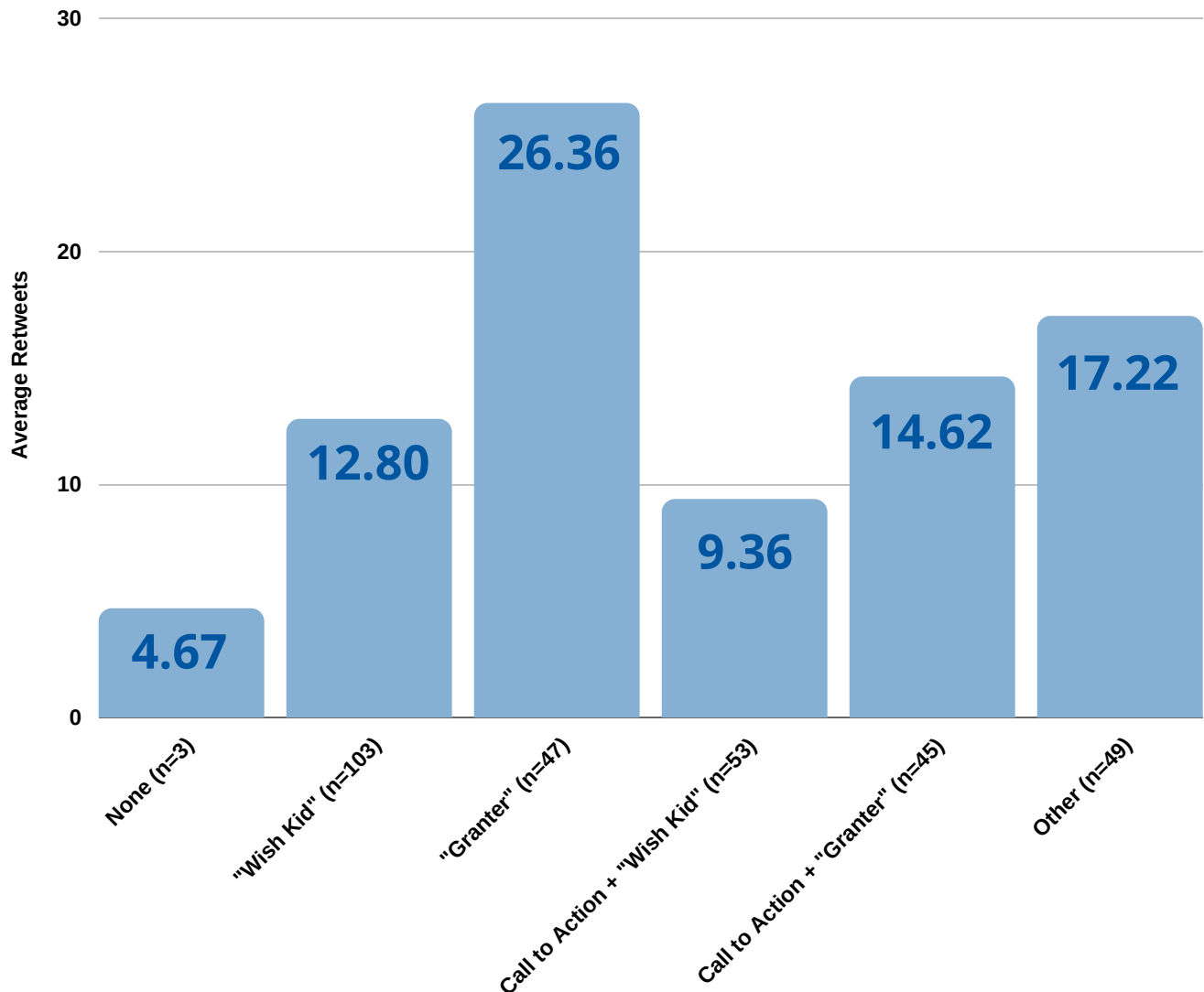
## WHAT EACH CATEGORY MEANS FOR MENTION TYPE:

**Sub-organization:** a Make-A-Wish affiliate like "Make-A-Wish Louisiana"

**External organization:** an organization that partnered with Make-A-Wish for promotion reasons



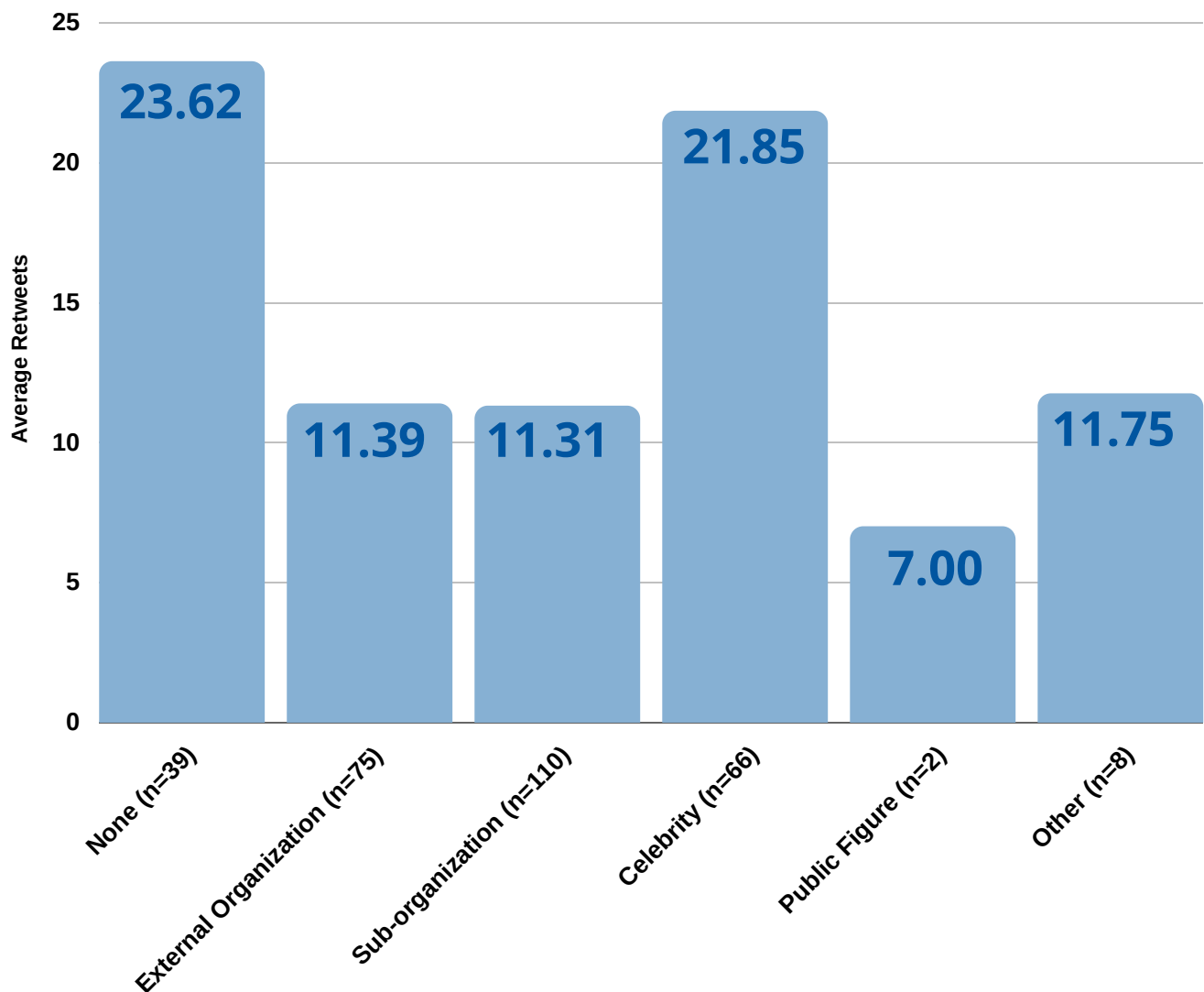
## Average Retweets by Media Contents



Media contents concern who is pictured in the media (i.e. photo or video) embedded in the tweet. This graph shows the average number of retweets received based on media contents. Notably the presence of “granters”, usually a celebrity or public figure, led to more average retweets. Whenever celebrities were involved in the original MAW tweets, average retweets spiked.



## Average Retweets by Mention Type

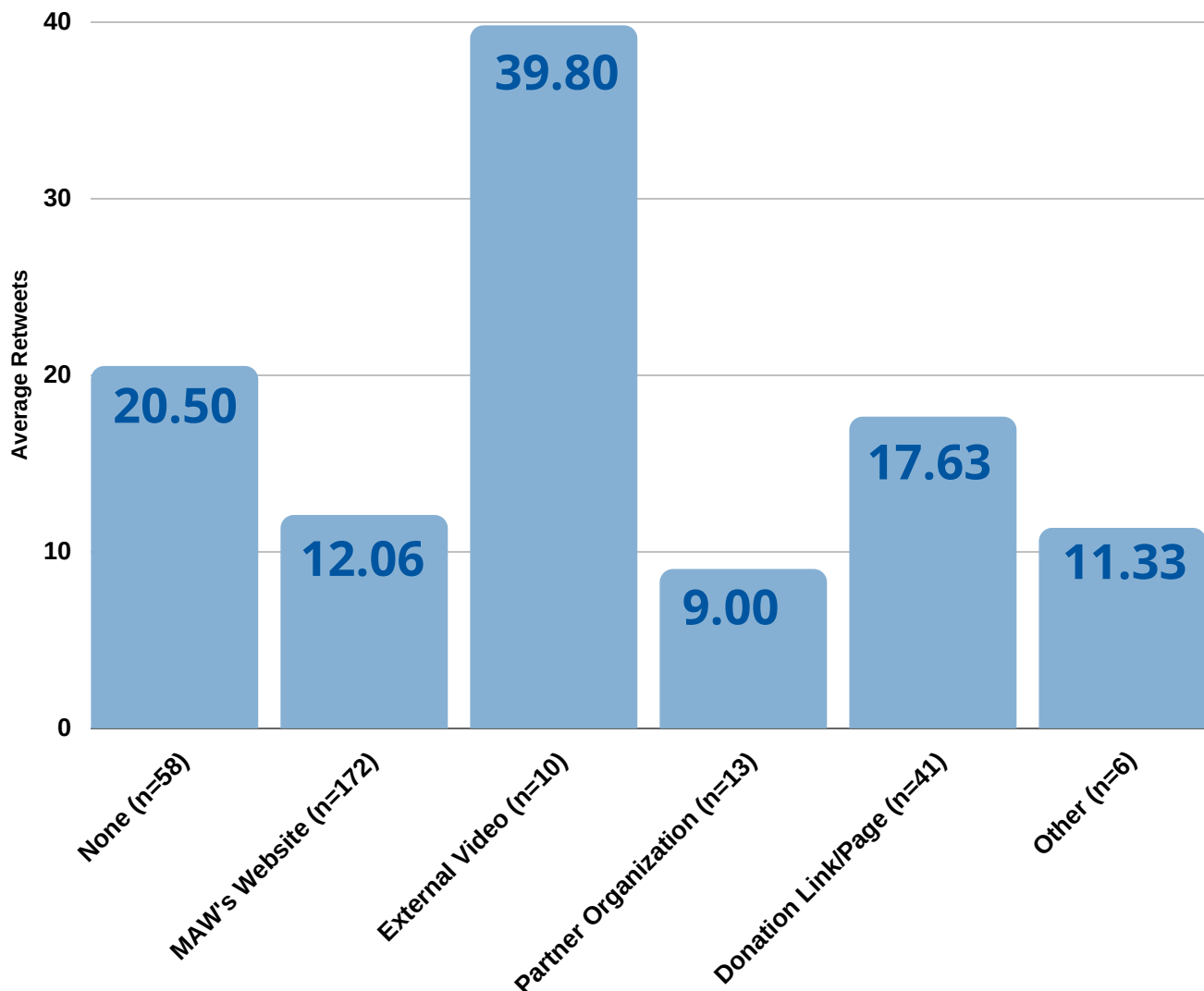


Mention type concerns which accounts MAW tags in its original tweets. This graph further explains how celebrity content drives more average retweets for MAW's content. You see that average retweets are 10 points higher when celebrities are tagged compared to when companies or other organizations are tagged.





## Average Retweets by URL Target Type



The graph above clearly shows when MAW ties a video, which is often a wish kid receiving a wish, retweets spike exponentially. This graph also reveals linking the organization website is a less effective method gaining average retweets. Since these videos usually include heartwarming material, the viewer may be more inclined to share with followers, which could lead to more retweets.



# MAKE A WISH FOUNDATION **EARNED DATA**



# DATA OVERVIEW



## KEY INSIGHTS

- Make-A-Wish has more social media activity when news outlets cover their stories: ESPN, "New York Post," etc.
- "Make a wish kid" is constantly used as a degrading insult or sarcastic joke on all platforms. It is also used when users display their disgust towards other individuals.
- MAW posts original content pretty similarly to the competitors we analyzed. Yet, St. Jude and March of Dimes have significantly more social media activity around their brands.
- There are a lot of community efforts to aid local MAW branches. It's not uncommon for people across the globe to donate to a local cause, retweeting more local campaigns could lead to more donations.
- Lots of activity pertained to #wishesarewaiting or some sort of delay due to the pandemic. Building that awareness during peak lockdown times was a smart choice because a large conversation was about how relatives or friends of wish kids had their wishes delayed.

## PLATFORMS WE TRACKED:



Tumblr



Blogs



Twitter



Reddit

USING:  Brandwatch

## OUR TIMELINE:

March 30th - September 8th

## THREE SECTIONS:

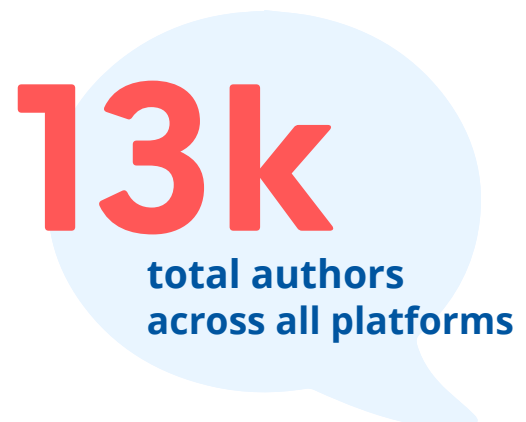
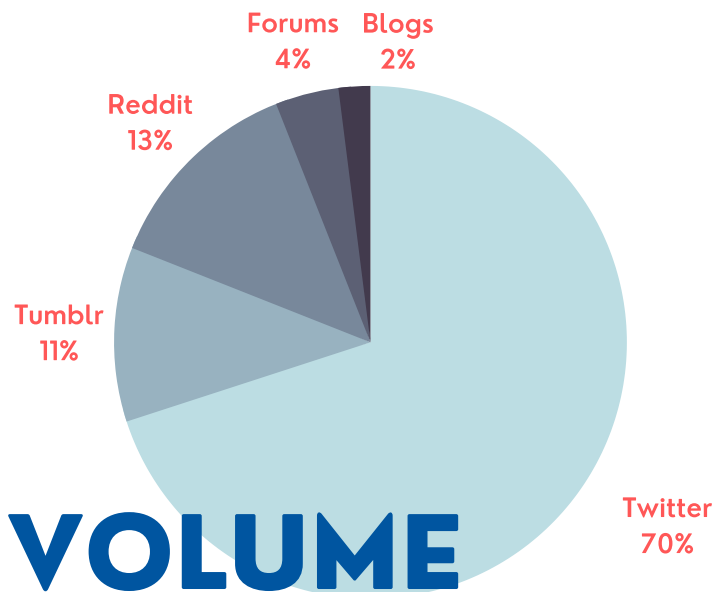
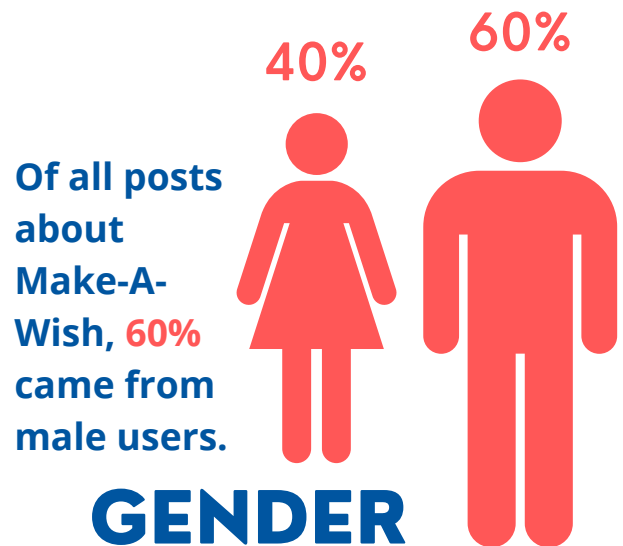
1. Organization:  
Make A Wish Foundation
2. Topic:  
"Wish granting"
3. Competition:  
St. Jude & March of Dimes



# MAKE-A-WISH

## Cross Platform Conversation

### Demographics



Of the **16,438** total mentions, Twitter had the highest social media activity with **70%**, or **11,544**. The next highest platform was Reddit with **13%**, or **2,073**.

# EARNED DATA – ORGANIZATION



## MAKE A WISH CROSS PLATFORM CONVERSATION

### Twitter

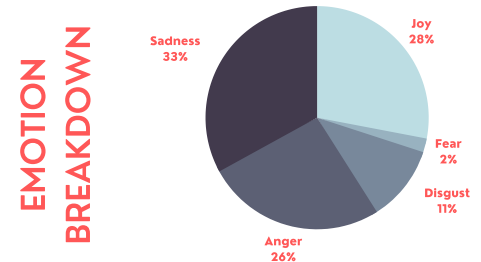
975 posts

#### THEMES

##### Granting Wishes

N = 2,974 posts

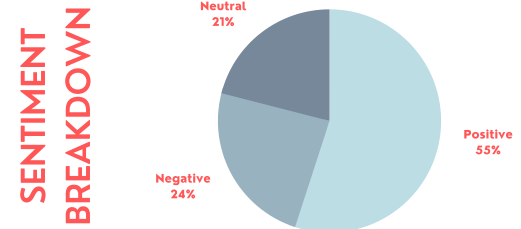
For granting wishes, we chose this theme from our top hashtags from our previous data. We found that MAW had prominent social media activity about John Cena's wish granting to a terminally ill patient during quarantine. We suspect this had high engagement because "The New York Post" wrote an article about it highlighting a feel-good story during the peak lockdown stage of COVID-19.



##### Raising Money

N = 1,131 posts

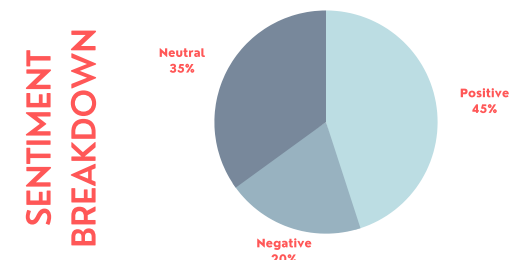
Another theme pertains to how companies or organizations wanted to raise money for Make-A-Wish particularly during the pandemic. A lot of traffic came when an organization raised over \$52k for MAW and this created goodwill for both the partner organization and MAW. You see lots of miscellaneous tweets wanting to help fundraise or monetarily contribute to MAW across Twitter.




##### Building Awareness

N = 2,733 posts

This last theme pertains to how certain companies promote their partnerships with MAW and people retweet them. Whether it's promoting the children themselves and people responding to MAW tweets or retweeting them, separate partnerships or individuals are going to comment on the organization's promotion of "Wish Kids" and converse about the stories. The tweets contain a similar amount of positive and neutral sentiment in their language.



1.

 **Gary Cassidy**  
@consciousgary  
John Cena, who has granted over 650 wishes via the **Make-A-Wish Foundation**, makes sure nothing stops hope - not even a pandemic. The 16-time World Champion fulfilled another wish by visiting a seven-year-old battling life-threatening illness in Florida.  
<https://t.co/TL7WhZJDjY>

2.

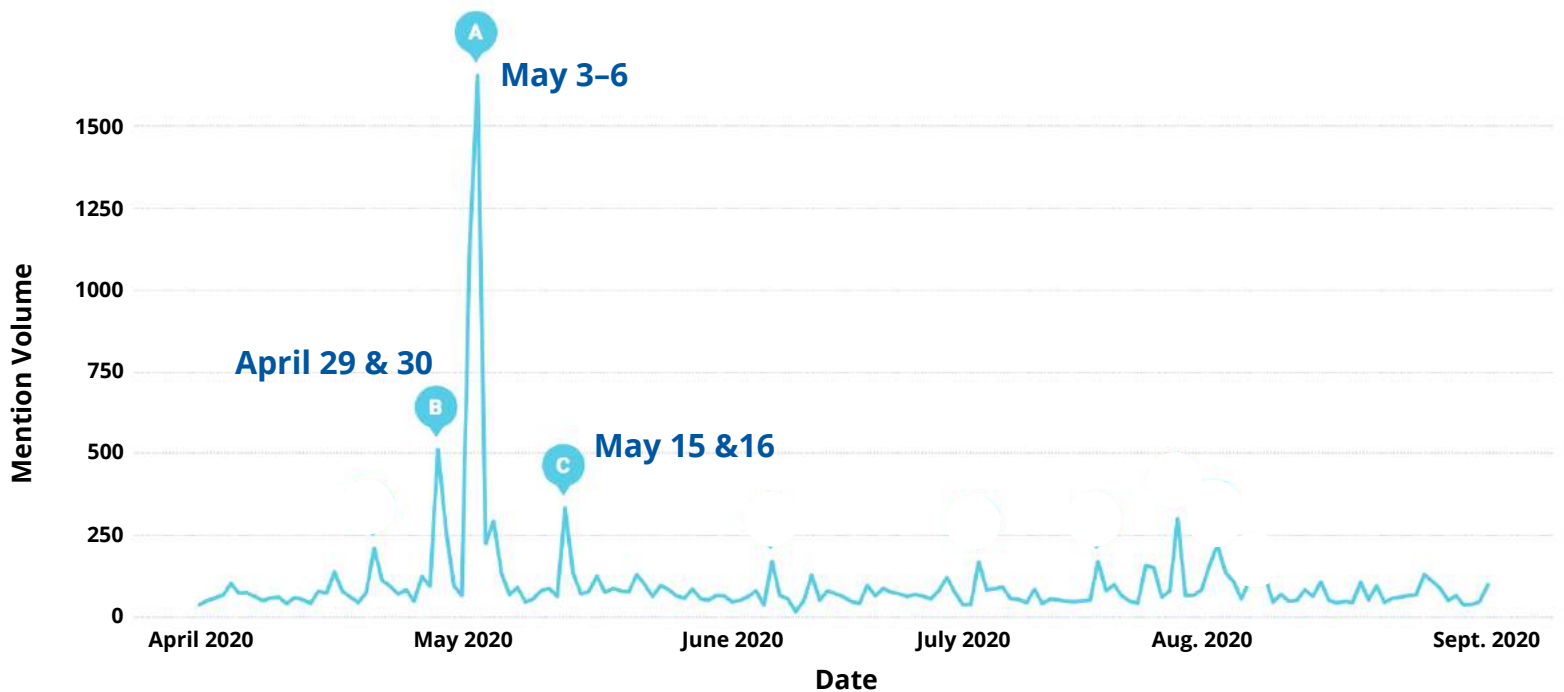
 **Ludwig**  
@LudwigAhgren  
WE RAISED \$52K TO MAKE A WISH FOUNDATION IDK THE PRICE PER WISH BUT GD THATS A POG CHAMP  
**AMOUNT OF WISHES**  
Twitter • 31 Jul • Reach 173K

3.

 **Subaru**  
@subaru\_usa  
Through our partnership with @MakeAWish, we have **helped grant** more than 2,500 wishes. In partnership with Omaze, we are giving YOU the chance to support Make-A-Wish. Plus you can enter for a chance to win a brand new Outback with the taxes and shipping costs covered. <https://t.co/yfD6gMy0AG>  
Twitter • 18 Aug • Reach 47K



## SPIKE ANALYSIS across Twitter



A

### May 3, 2020 - May 6, 2020

On May 3rd, there was a spike on Twitter pertaining to a tweet about John Cena granting wishes during a pandemic. We contribute most of this growth to the "NY POST" article that was published about the story. Particularly, people were reacting to John Cena's wish granting during the pandemic. This tweet reached over 700k different accounts with volume being 2,333% higher than daily average. #GivingTuesdayNow also was trending during that 4-day stretch so many MAW accounts tweeted during that Tuesday.

B

### April 29, 2020 & April 30, 2020

#WorldWishDay

During this two day stretch, mentions were up 860%. This revolves around #worldwishday and how it was honoring 40 years of wishing, which garnered a lot of retweets from Make-A-Wish's account.

C

### May 15, 2020 & May 16, 2020

On May 15th, Dwayne "The Rock" Johnson guest starred on Jimmy Fallon Tonight where he discussed being a wish granter. Mentions were up 690% more than the daily average. Also, a tweet from @richydisney went viral in which Mickey Mouse had a message to "Wish Kids" wanting to come to Disney World.



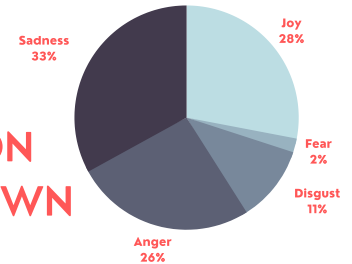
## MAKE A WISH CROSS PLATFORM CONVERSATION

### Reddit

2,073 posts

Most of the conversation on Reddit centered around more negative posts with 33% (684 posts) incorporating a sad tone, 26% (539 posts) anger, and 11% (228 posts) disgust respectively. The topics focused around granting wishes in a figurative sense, like a genie granting 3 wishes. Other conversations included spotlights on celebrities like John Cena, Michael Jordan, and Chadwick Boseman and their work as "Wish Granters." A spike of 284 posts came on May 4th discussing John Cena granting wishes during the pandemic. Unsurprisingly, most of the volume came later at night with the peak around 10 p.m. because a majority of Reddit users prefer to engage at night when they are in bed.

#### EMOTION BREAKDOWN

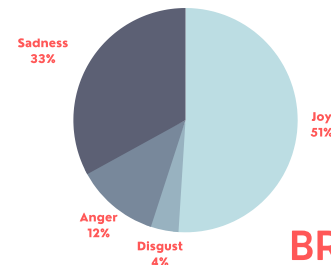


### Blogs

408 posts

Most of the conversation on blogs centered around very light-hearted posts with 51% (208 posts) incorporating a joyous tone. Conversations mainly included long-form blogs like the examples pictured here. Stories gave an in-depth look on "Wish Kids" and how they felt about their wishes coming true. Most of the volume came midday around 10 a.m. to 11 a.m.

#### EMOTION BREAKDOWN



1.



My brother told me a story about a stump that grants wishes. I made a wish but I wasn't prepared for the consequences.

... This time when I removed the wood from the stump and brought out the box, I was surprised to see there were two pieces of paper. One was blank, and the other read: **Make a wish**: My heartbeat pounded in my ears and my hand shook as I

2.



STAR WARS Baby Yoda Bracelets Benefit Make-A-Wish

...wonderful cause: **Make-A-Wish**. For each bracelet sold, Lokai will donate \$1 to the **Make-A-Wish Foundation**, which provides life-changing trips for children with critical illnesses. Given the COVID-19 pandemic and subsequent quarantine, the foundation recently had to pause their services. This is a great way to honor your favorite Star Wars characters and...

NEWS - PHOTOS

Backyard Wishes Come True for Critically Ill Child Thanks to Make-A-Wish

June 7, 2020 by Jaime Vining

No Comments

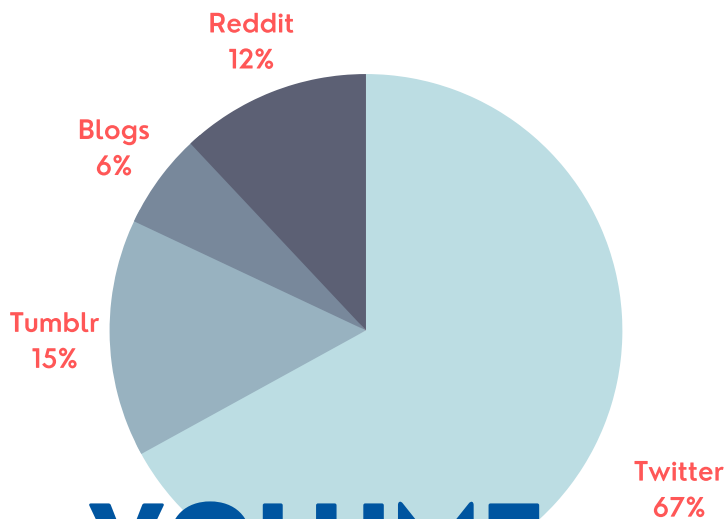


# WISH GRANTING

## Cross Platform Conversation

### Demographics

**1,534**   
total mentions  
across all platforms

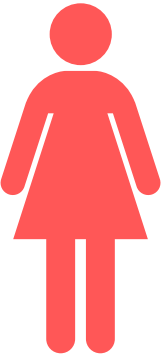
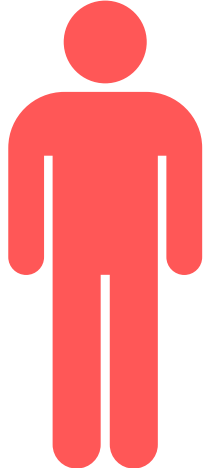


### VOLUME

Of the **1,534** total mentions, Twitter had the highest social media activity with **67%**, or **1,071** tweets. The second highest platform was Tumblr with **15%** or **216** posts.

Of all posts about Make-A-Wish, **56%** came from male users.

**GENDER**

**44%**  **56%** 

**1,289**  
total authors  
across all platforms





## WISH GRANTING CROSS PLATFORM CONVERSATION

## Twitter

975 posts

## THEMES:

## Wish Kids

N = 655 posts

Overall, when most people don't mention MAW, they strictly talk about "wish kids". This theme really spawns from the idea that they and their situation are the focus, not their story or personality. You see mostly positive sentiments (60% of the posts or 405) where people acknowledge their struggles but you also see where people use derogatory comparisons of athletes acting "like wish kids." You also see people make jokes using "make a wish kid" or where people blast other individuals for making fun of wish kids. Overall, the theme pertains to the sick children not the organization.

## Sponsorship &amp; Philanthropy

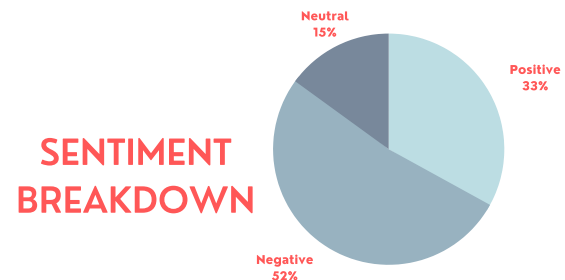
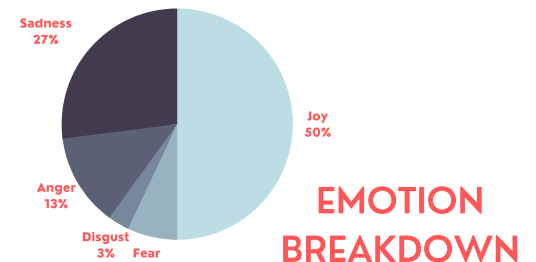
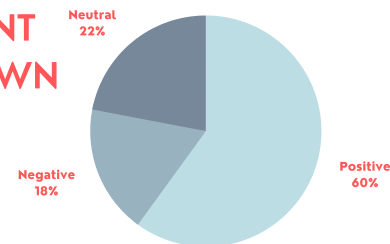
N = 259 posts

This theme pertains to how people try and sponsor or donate to certain children's philanthropy organizations. For the most part, this was in local communities. They tweet about how they have a program pertaining to wish granting. This is topical since it can be any organization and any person sponsoring, donating, or giving some sort to an organization. 50% (140 posts) of the tweets have a joyous tone with 27% (70 posts) more sad.

## Pandemic Effects

N = 76 posts

You see a lot of family members tweeting about how the pandemic altered their plans from wish organizations or how the pandemic ruined their fundraising opportunities. Most of the sentiment is sad but you do see where people offer hope and tweet some good news.

SENTIMENT  
BREAKDOWN

1.

Noix JouleSon  
@AbsCoverage

Listen guys. My guy @ryanmongillo is a huge habs fans and a very nice person, league source reports. He's a **Make a wish kid** who's **dream** is to hit 700 followers, his favorite number. Can you help a kid fulfill his **dream**? Make a difference in someone's life guys.

2.

9NEWS Denver  
@9NEWS

Meet Alex, this year's @CoreyRoseTV Wishes and Heroes Benefit Concert **wish kid**. Her **dream** is to go on an Alaskan cruise, and we're raising money to make it come true! #MileHighMornings <https://t.co/PUcxudDCE6>  
<https://t.co/81xT1JqbM3>

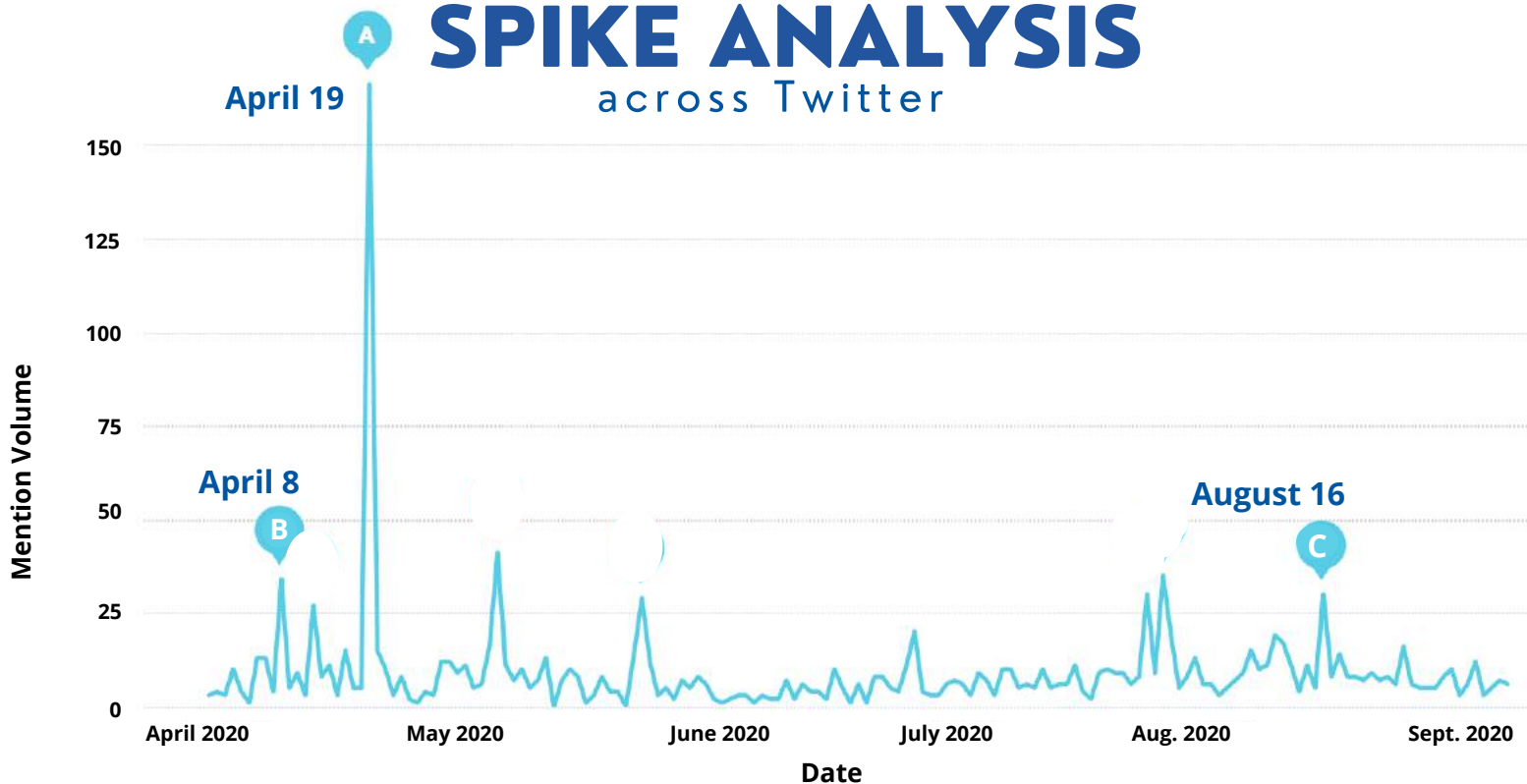
3.

melissa rau  
@melissa\_rau

@somegoodnews wlvb.com/video/wish-gra... after maddie's make-a-wish trip to scotland was postponed due to COVID19, the community brought scotland to her!! sending love to all of our strong, brave wish kids!!



## SPIKE ANALYSIS across Twitter



### A April 19, 2020

Mentions were up 5,333% from a viral tweet from the account @CRY1INGWOLF where he posts a series of pictures of a child with what looks like an exotic dancer or call girl. Although the tweets sentiment is positive the tweet itself is supposed to be sarcastic as MAW would never sponsor something like that. It seems as if the person in the photo is a famous YouTube personality.

### B April 8, 2020

Mentions were up 933% as someone tweeted how the Jonas Brothers gave some Wish Kids a surprise visit granting their wish. The tweet got around 30 retweets. This is topic and not organizational in the fact it's about the Jonas Brothers granting wishes, not MAW.

### C August 16, 2020

Mentions were up 833% when a tweet got 27 retweets comparing a professional athlete to a Make-A-Wish Kid. Again, a theme we see present when someone is displeased, they often angrily compare the situation to one of a Wish Kid's.



## WISH GRANTING CROSS PLATFORM CONVERSATION

## Reddit

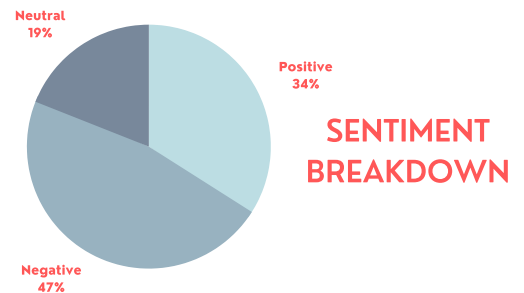
176 posts

## THEMES:

## Stories of Wish Kids

N = 32 posts

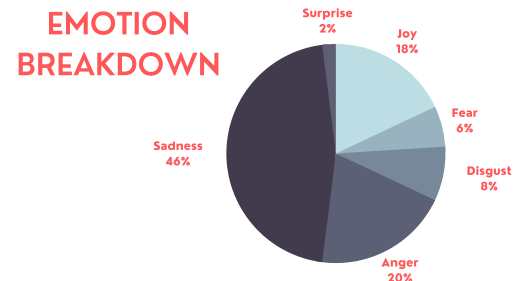
There are lots of posts talking about the narratives of Wish Kids and their trips or moments with celebrities. The sentiment language used in Reddit posts under this theme is difficult to gauge since Reddit has more vulgar content than Twitter. According to the data, 47% (15 posts) of the posts contain negative language. However, most posts could be positive but just contain foul language which skews the data.



## Celebrities

N = 26 posts

A lot of Reddit traffic comes from people focusing on the celebrities and their actions during the moment in which they grant the wish. They don't focus on the foundation, but the Granter and how they make the kid feel special. You see people on Reddit slam celebrities and other figures for not doing enough and you also see some praise for doing great work. In general, these posts are negative with 46% (12 posts) of them having a sad tone, 20% anger, 8% disgust, and 6% fear respectively.



## Tumblr

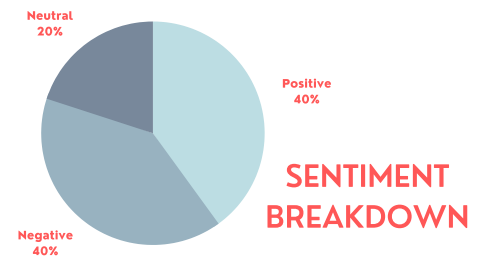
216 posts

## THEME:

## Parents

N = 38 posts

Tumblr pertained to a unique theme of appealing to the parents' side of a children's philanthropy experience. Some pertained to how parents have lots of hardships during these times, but moments lifting and highlighting the child could be beneficial. The sentiment language in these posts is pretty evenly spread as shown in the graph.



1.



Make-A-Wish kid puts Brock Lesnar in a headlock

2.



STOP FILMING YOURSELF DOING GOOD DEEDS.

The instances where this is not icky are few and far between. You are not a celebrity making a make-a-wish kids dream come true. I don't mean the videos where

3.



Feel Good Fashion: Giuliana Rancic's Janie and Jack Collab Is Beyond Cute and Helps Others

# EARNED DATA

# CUSTOM CLASSIFIERS

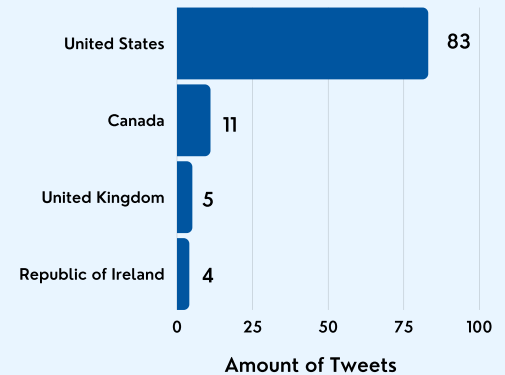
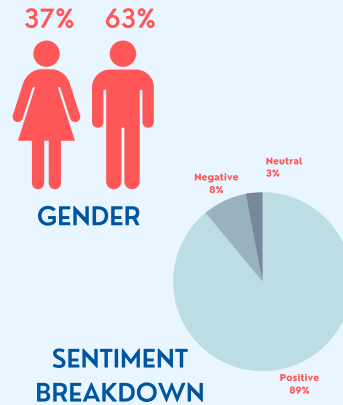


## SUB-DISCUSSIONS WE FOUND IN OUR THEME OF "WISH KIDS"

### "Wish kid used for comedic purposes"

299 posts

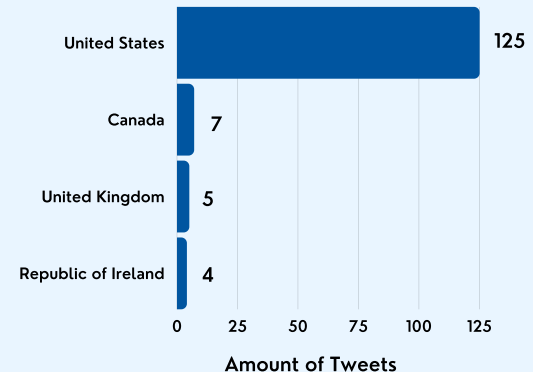
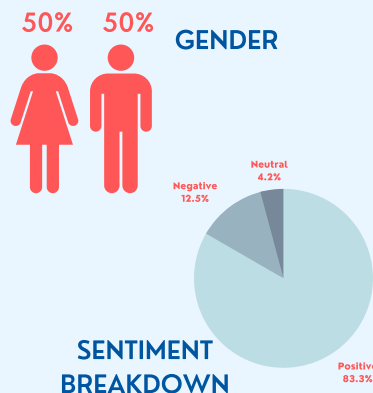
24/299 had a negative sentiment towards wish kids while all of these tweets used the term wish kid as a joke. Note that the sentiment of the joke doesn't matter in this instance as we want to discourage all of these types of tweets. This is roughly 20% of the conversation that pertains MAW on all platforms. The hashtags, mentions and URL's are different from the main theme. What's different about this theme is the context in which "wish kid" is used as a derogatory term.



### "Wish kids being mentioned in a positive tone"

386 posts

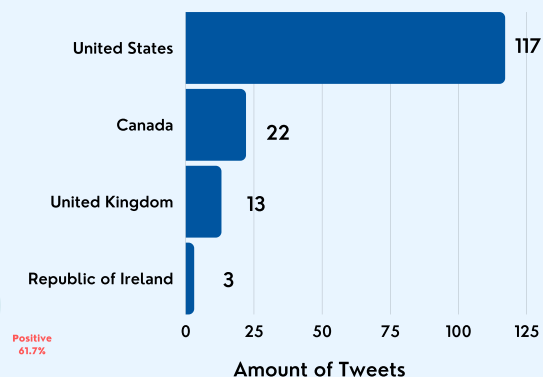
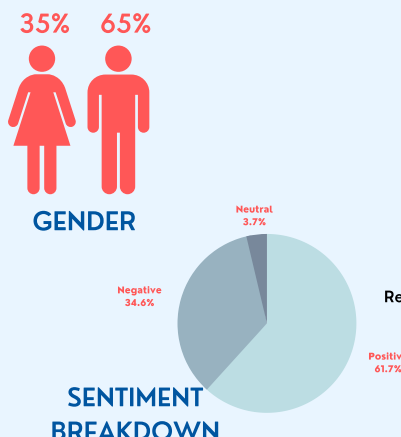
This subsection within our wish kids theme pertains to how wish kids are mentioned for their stories/situations. You see a more negative sentiment in this subsection because they could be referencing how terrible a wish kids situation. The users aren't using the wish kid as a joke or in a derogatory term in this subsection. This subsection is primarily focused on the wish kids themselves, not a donation or philanthropy event is tied in the contents of these tweets.



### "Wish kids tied with philanthropic promotions"

672 posts

This subsection dives into how the wish kid term is tied within a philanthropy promotion tweet. This is where the most negative sentiment comes in. You see most of the sentiment around people bashing celebrities or granters for using the wish kid as a prop in a photo op. Others angrily discredit the philanthropic itself saying events shouldn't be happening in a pandemic.



# EARNED DATA

# INFLUENCERS



## INFLUENCERS FOR ORGANIZATIONAL DATA SET

### 1. @birdwriter7

60.6K Twitter followers

#### Most Interacted Tweet:

🐦 birdwriter7 (#SuzyDavies #Children's #Author) @birdwriter7  
RT @MakeAWish We ❤️ this photo of wish kid Julia from @MakeAWishPHL when she received her laptop in the mail as part of her wish to start her own YouTube channel! ☐ Your donation is a message of hope for wish kids. Help us make every wish come true: donate at <https://t.co/hjp8SirWZ7>.  
<https://t.co/mVT3TLe7Jk>

### 2. @radiodisney

2.25M Twitter followers

#### Most Interacted Tweet:

🐦 radiodisney (RADIO DISNEY) @radiodisney  
RT @DisneyChannel Disney is all about creating magical moments. That's why we teamed up with @MakeAWish to surprise some #DisneyChannel fans (and wish kids) with an early screening of #UpsideDownMagic and a video chat with @lamlzabelaRose and @SienaAgudong! <https://t.co/75jyQYqQVQ> ✨  
<https://t.co/siXeBaZtMj>

### 3. @therock

14.6M Twitter followers

#### Most Interacted Tweet:

🐦 TheRock (Dwayne Johnson) @TheRock  
RT @MakeAWish 📺 Tune in alert! Check out @FallonTonight tonight (Friday, May 15th), as all-star wish granter Dwayne @therock Johnson calls in to to share stories from his 20+ years of wish granting & discuss how essential hope is to Make-A-Wish kids. ✨ Check local listings for time.  
<https://t.co/puNeKnM8xQ>

## INFLUENCERS FOR TOPIC DATA SET

### 1. @iheartradio

1.66M Twitter followers

#### Most Interacted Tweet:

🐦 iHeartRadio (iHeartRadio) @iHeartRadio  
The @jonasbrothers gave Make-A-Wish kids the sweetest surprise ❤️  
<https://t.co/qv3q6twMr7>

### 2. @DBGyt\_

32.6K Twitter followers

#### Most Interacted Tweet:

🐦 DBGyt\_ (DBG/BBALL Daily) @DBGyt\_  
Ngl it seems like girlgamerchas & girlgamershay seem to be in a contest and constantly trying to one-up each other for who can do/say the worst things on stream and still have a following... I would say Shay making fun of a make a wish Kid was a surprise but it really isn't...

### 3. All local news networks (@9NEWS)

447.4K Twitter followers

#### Most Interacted Tweet:

🐦 9NEWS (9NEWS Denver) @9NEWS  
Meet Alex, this year's @CoreyRoseTV Wishes and Heroes Benefit Concert wish kid. Her dream is to go on an Alaskan cruise, and we're raising money to make it come true! #MileHighMornings <https://t.co/PUcxudDCE6>  
<https://t.co/81xT1JqbM3>

# EARNED DATA

# COMPETITION



The selection process for competitors is two-fold. First, these organizations have similar missions to that of Make-A-Wish. All three fund programs and individual children suffering illnesses. Second, they are all nonprofits, raising money from donors and often collecting resources from people and organizations of influence.



Followers: 431.1k  
# of Posts: 10.6k

Founded in 1960, St. Jude's mission has been to advance cures and fund prevention research for critical pediatric diseases through research and treatment. They accept all patients regardless of ability to pay for treatments.

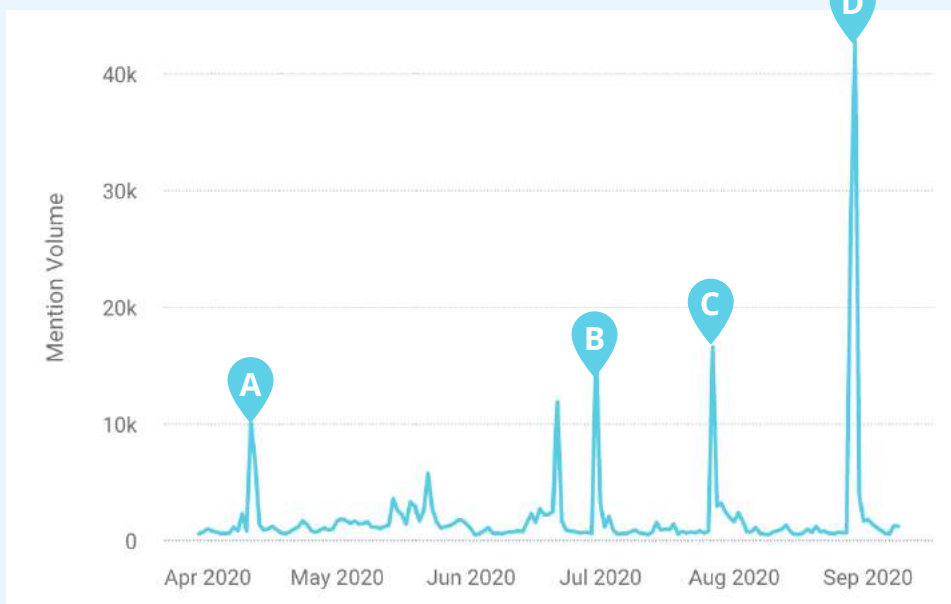


Followers: 65.5k  
# of Posts: 29.3k

Since 1938, March of Dimes was founded to pioneer the research which eradicated polio in the United States. Since then, they have shifted their focus outwards to address the largest threats to infant and mother health. The money they raise funds programs to educate medical professionals, fund research, and provide direct support to babies and their families in NICUs.

## SPIKE ANALYSIS

across Twitter



### A April 11, 2020

Dr. Henry Rosenberg made a viral tweet questioning why Sen. Mitch McConnell is so opposed to providing healthcare to all when his polio treatment was funded by March of Dimes.

### B June 30, 2020

Reddit post from popular Twitch streamer claims streamer DrLupo gets paid by St. Jude to do charity streams. Dr. Lupo takes to twitter to address the rumor.

### C July 27, 2020

Birdies for St. Jude event hosted by the World Golf Champions and FedEx.

### D August 29, 2020

The late Chadwick Boseman's legacy with St. Jude is reflected upon after his death is announced.

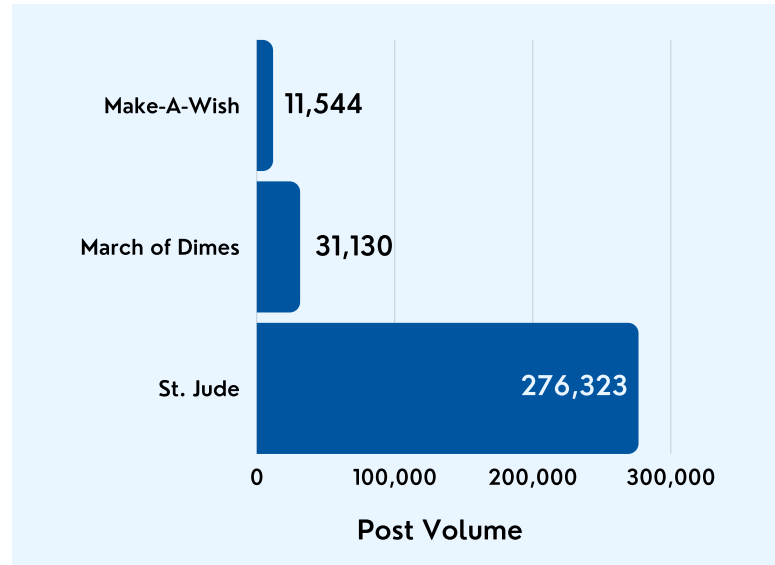


## EARNED DATA – COMPETITION



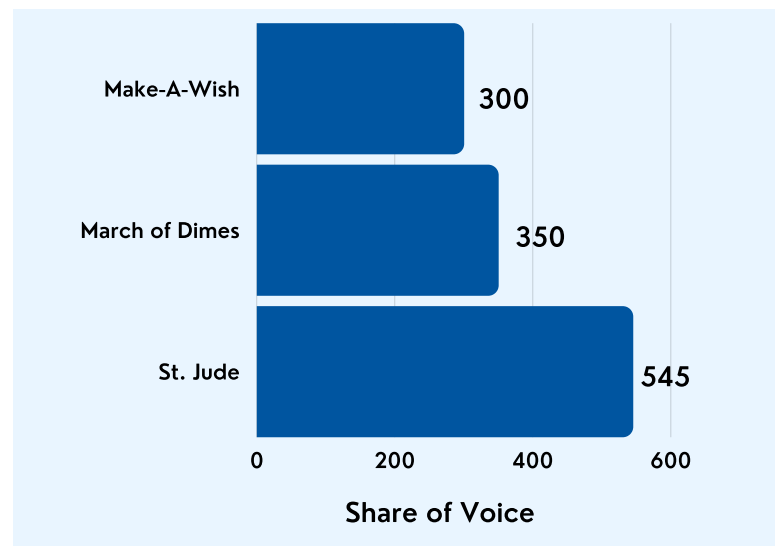
### Post Volume

While Make-A-Wish received a significant amount of mentions (11,544) from March 30, 2020 - September 8, 2020, St. Jude overshadowed both of its top competitors in Twitter mentions by a long shot. This is partially due to the fact that St. Jude has more followers on Twitter, but another reason for the massive volume of mentions is that St. Jude was subsequently mentioned and quote tweeted by a higher volume of popular accounts, garnering exponentially more Twitter mentions than Make-A-Wish and March of Dimes combined.



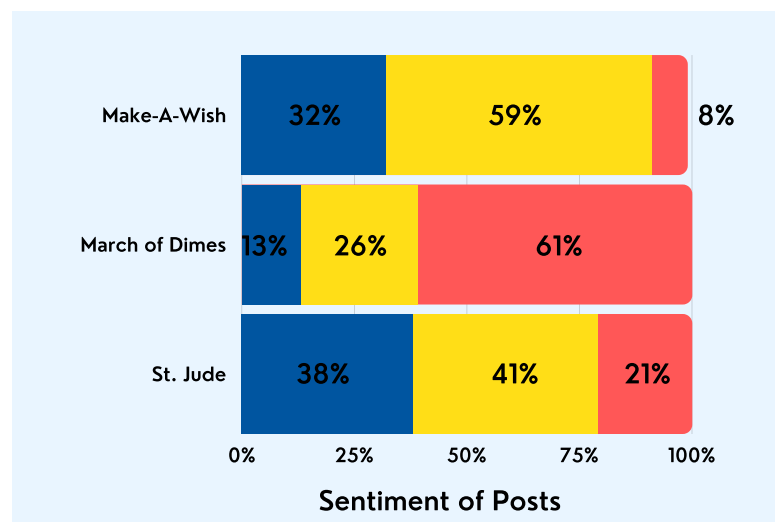
### Share of Voice

Make-A-Wish, March of Dimes, and St. Jude all possess a fairly equal share of the voice on the topic. While Make-A-Wish and March of Dimes both tweet an average of 1-2 times a day, St. Jude tweets an average of 2-3 times a day, making them the dominant voice within this topic. If Make-A-Wish tweets just one additional tweet each day, they would meet St. Jude and share equal voice within the conversation topic.



### Sentiment

Twitter sentiment data for Make-A-Wish and St. Jude are reasonably dispersed, however March of Dimes' negative sentiment volume raises questions. Upon looking further into this, March of Dimes seems to have been mentioned in many political disputes on Twitter regarding women's health care and abortion rights.





# MAKE A WISH FOUNDATION **RECOMMENDATIONS**





# OWNED DATA – MAKE A WISH FOUNDATION RECOMMENDATIONS



## RECOMMENDATIONS BASED ON OWNED DATA

### What to do?

### How to do it?

### Why?

We recommend a steady flow of wish granting videos and heartwarming stories that users love to watch.

Tweeting more videos of wishes being granted where the granter is the focus, will exceptionally increase @MakeAWish's average retweets.

After our research, we found how videos perform well, and content surrounding granters performed well. We feel combining these two features maximize retweets.

We recommend limiting the amount of times that @MakeAWish uses a wish kid as a call to action.

We think @MakeAWish should use granters to call action, rather than wish kids.

Our data suggests that celebrities using their platform to speak about MAW is highly more engaging to the audience rather than the patients themselves.

We recommend changing the link used in original tweets so that followers have a direct place to make a donation.

Make-A-Wish should link a donation page in the tweet, instead of the direct URL link to the organization's main page, which has no direct benefit to raising money.

Almost two-thirds of the tweets analyzed contained a URL link to the organization's main page. Tweets with a link to donation pages saw an increase in average retweets of 5 points.

We recommend engaging with material that is indirectly related to the organization's mission that may increase reach.

Like, comment, and retweet tweets that are similar to Make-A-Wish's mission of positivity and giving happiness to children

Our data suggests that tweets outside the normal bounds of MAW's Twitter saw a significant spike in average retweets.

# OWNED DATA – MAKE A WISH FOUNDATION RECOMMENDATIONS



## RECOMMENDATIONS BASED ON EARNED DATA

### What to do?

### How to do it?

### Why?

We recommend that MAW create an account on Reddit to create content which will implement more of a positive tone on the platform.

Although MAW has a strong presence on Twitter, it has no accounts on other platforms like Reddit and Tumblr, and is missing out on audiences. Treat Reddit similar to Twitter and share similar content.

Creating a Reddit MAW can push more of a positive tone about its brand and the people associated with them. Out of the platforms analyzed, Reddit had the most negative tone.

We recommend that MAW have more wish granting stories covered by media outlets.

Expanding a media relations team or even having better rapport with media members will increase the likelihood a wish granting story is covered by a media organization.

Every time MAW had its stories covered by media, MAW went viral and positive tweets about the brand followed.

We recommend MAW retweet every campaign associated with its cause.

Promoting these local campaigns can link audiences together as people from that local community could raise more for MAW itself.

There were sizeable campaigns our team found that raised money for MAW and the organization never promoted it.

We recommend MAW tweet one to two more times a day to increase their share of voice.

St. Jude had the most social media activity out of the competitors analyzed, we believe matching their share of voice will increase our reach and expose us to potential audiences.

St. Jude posts, on average, 1-2 times more than MAW, yet has exponentially more social media activity than MAW.

The phrase "make a wish kid" is frequently used to degrade people. To stop this from happening we recommend that @MakeAWish create a campaign about what a "wish kid" goes through.

Educating people to "wish kids" backgrounds and all the hardship each one goes through, will show users on the platform it isn't okay to use them as a punchline.

We believe if MAW created a campaign, less people would be inclined to tweet use "make a wish kid" as an insult.

# Make-A-Wish®



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