



OCEANA Protecting the World's Oceans

ADPR 5750: Social Media Analytics

Anna E Jense // aej15890@uga.edu

Kathryne R Zech // krz94208@uga.edu

Lakin Knop // lk27653@uga.edu

Table of Contents

Executive Summary.....	3
Owned Data – Twitter Engagement.....	4
Introduction	5
Dataset	5
Retweets by Text Theme, Image Type, Hashtag Type & URL Type	6 – 7
General Information	8
Top Posts	8
Top Hashtags	9
Optimal Time to Post	9
Post & Media Type	10
Insights & Recommendations	11
Earned Data of the Organization	12
Platform Use	13
Demographics	13
Key Themes	13
Organization Spike Analysis	14
Sentiment of the Organization	15
Insights & Recommendation	15
Earned Data of the Main Topics	16
Platform Use	17
Demographics	17
Key Themes	17
Main Topic Spike Analysis	18
Sentiment of the Organization	19
Insights & Recommendation	19
Earned Data of the Competition	20
Introduction of the Competitors	21
Share of Voice	21
Conversation by Competitors	22
Sentiment of the Competitors	23
Insights & Recommendations	23
Overall Insights & Recommendations	24 – 27
Appendix	28

Executive Summary

By using the tool Brandwatch, we were able to gain a plethora of information regarding the organization Oceana's online presence.

Overall, we determined that posts that include a text theme that is more causal is better received and more likely to be retweeted. Posts that include a video has a higher retweet rate than GIF or photos. Posts that include a hashtag that related to a holiday has a higher retweet count with alliteration hashtags being a close second. Posts that don't include a URL are more likely to be retweeted than those that include one. To summarize, posts that have a causal text theme accompanied by a video and a holiday-themed hastage without a URL are likely to receive the most interaction.

Another one of our main goals were to find out what Oceana's current audiences were talking about, how to appeal to new audiences, and how the organization compares to organizations with similar missions.

Twitter proved itself to be the content source where the majority of posts surrounding Oceana came from, with Tumblr and Reddit trailing pretty far behind for the next most popular platforms. Topics surrounding reducing plastic pollution, saving marine life, raising money for marine conservation organizations, and pop culture were the most interacted with across the platforms. Sentiment on Twitter was overwhelmingly positive, but more equally positive and negative on Tumblr and Reddit, which often focused on pollution or legislative actions that needed to be taken. Content that included hashtags for popular events such as #worldoceansday and #turtletuesday were highly engaging, as well as content containing visuals of cute marine life.

In order to gain a deeper understanding of Oceana's social media metrics, we decided to also use the tool Keyhole to analyze the data. Keyhole provides a variety of useful tools to help supplement previous findings for Oceana's social media, and serve to further cement our findings related to our goals. We used Keyhole to compliment findings specifically about the organization, and what performs best within owned data. Most frequent and most engaging post types are text posts. The single most frequent and most engaging media posts are videos.

Owned Data

Twitter Engagement

Owned Data — Twitter Engagement

Introduction

To gain a better understanding of which social media posts receive the highest engagement, we analyzed the Twitter account and posts of Oceana. We specifically examined the different types of text, images, hashtags, urls and mentions that the organization has used in the past.

We asked the following questions to guide direct our research:

- Which text theme receives the most interaction on this platform?
- Which image type receives the most interaction on this platform?
- Which hashtag type receives the most interaction on this platform?
- Which URL type receives the most interaction on this platform?

The ultimate purpose of completing this research is to determine which type of tweets Oceana should post more of to increase their engagement on Twitter. We decided to report current engagement based on the number of retweets a post receives by the type of text, image, hashtags and URL used in the tweets.

Dataset

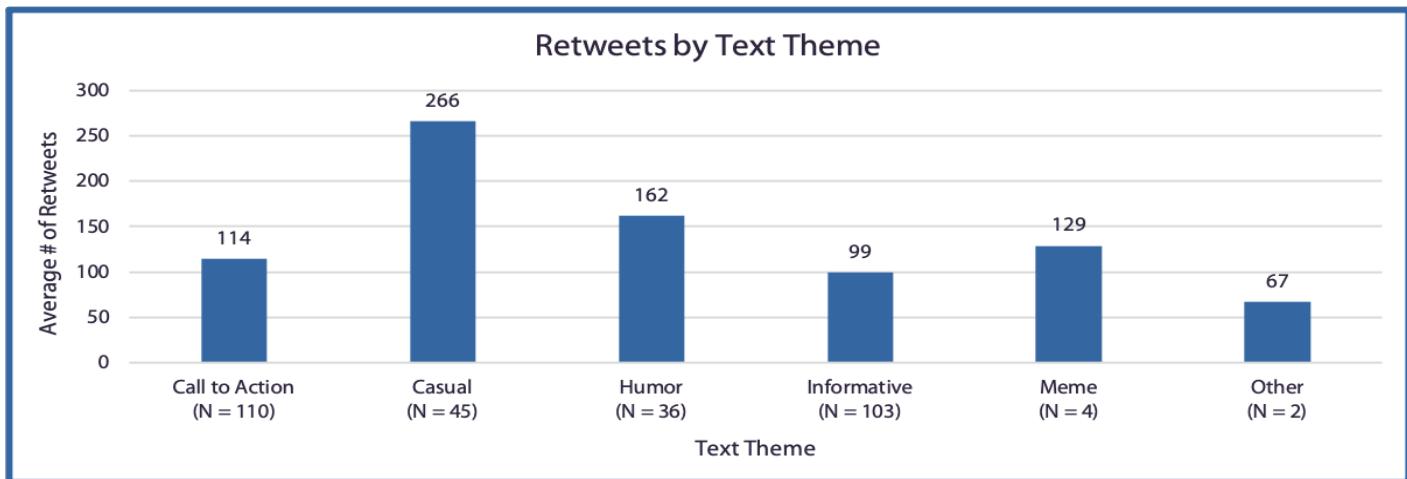
For this, we examined posts made between January 1, 2020 through October 31, 2020



Oceana posts most steadily during the spring months, February through April, with a steady average of 85 posts; in the summer months of June and July, they average 88 posts per week.

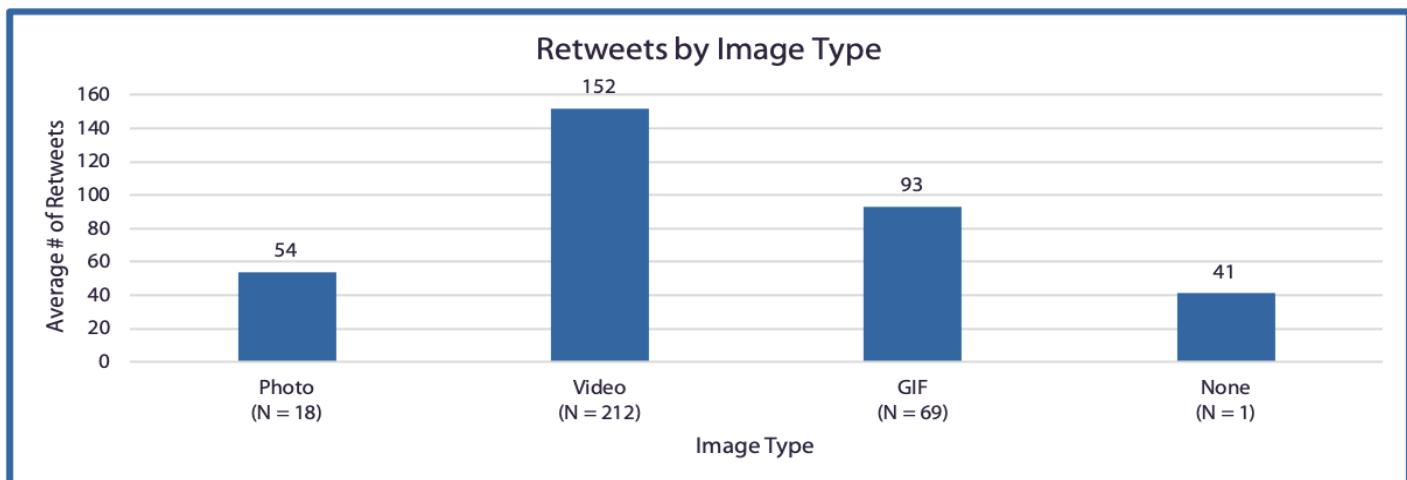
Owned Data — Twitter Engagement

Retweets by Text Theme



Oceana's goal is to be informative and interactive with its audience by posting informational and relatable content. When looking at the data, we found that Oceana's posts geared mainly toward imploring its audience to take action by asking them to sign a petition. It is clear that the audience did not interact with the "call-to-action" type of media as it has the third to last amount of average retweets per post in this category. Media posts that contained casual conversation got the most amount of average retweets.

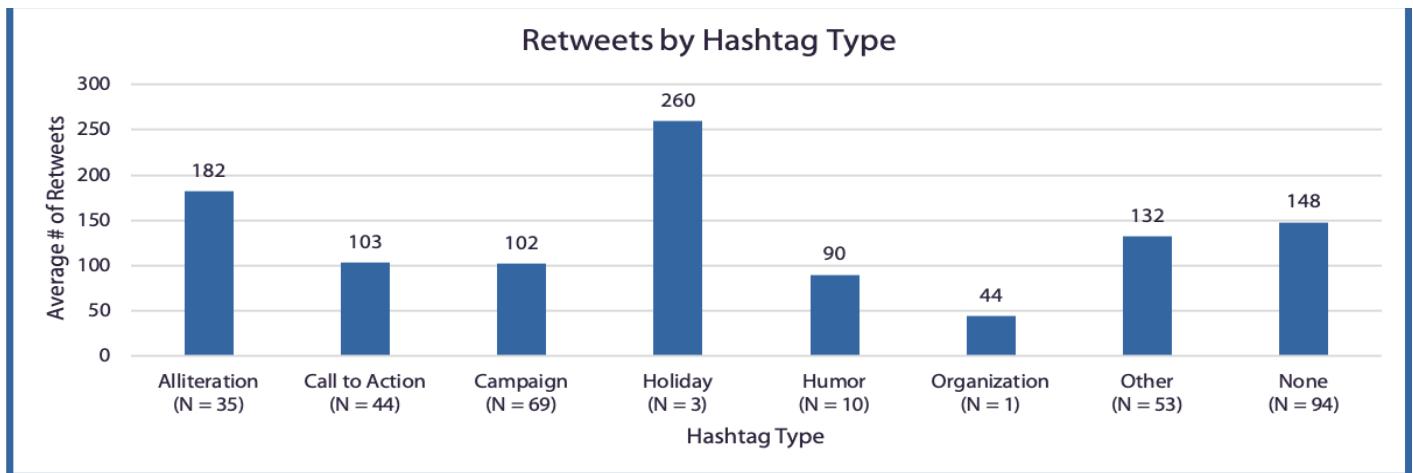
Retweets by Image Type



Oceana was very consistent with posting a image type with their posts. The main image type that has been used is a video and the second most popular type being a GIF. As video was the most used image type, it was also the image type that was retweeted most by Oceana's audience.

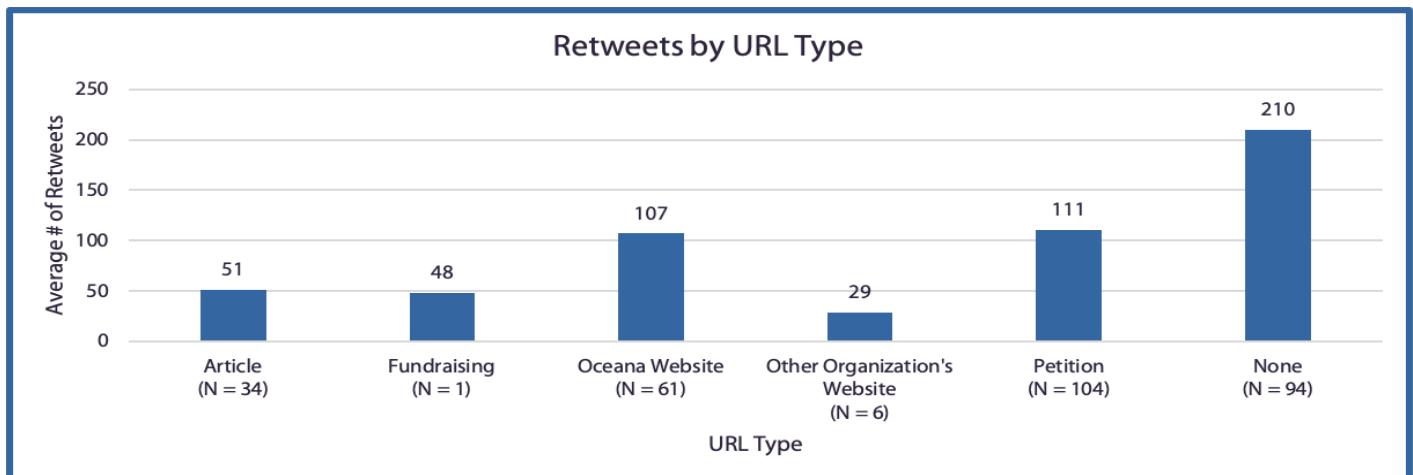
Owned Data — Twitter Engagement

Retweets by Hashtag Type



We determined that while Oceania includes more hashtags related to campaigns or hashtags than contained a call-to-action, they received the most retweets from posts that had hashtags related to a holiday or tweets that included alliteration. We concluded that these types of hashtags also received a higher percentage of retweets overall, compared to the frequency that they were posted.

Retweets by URL Type



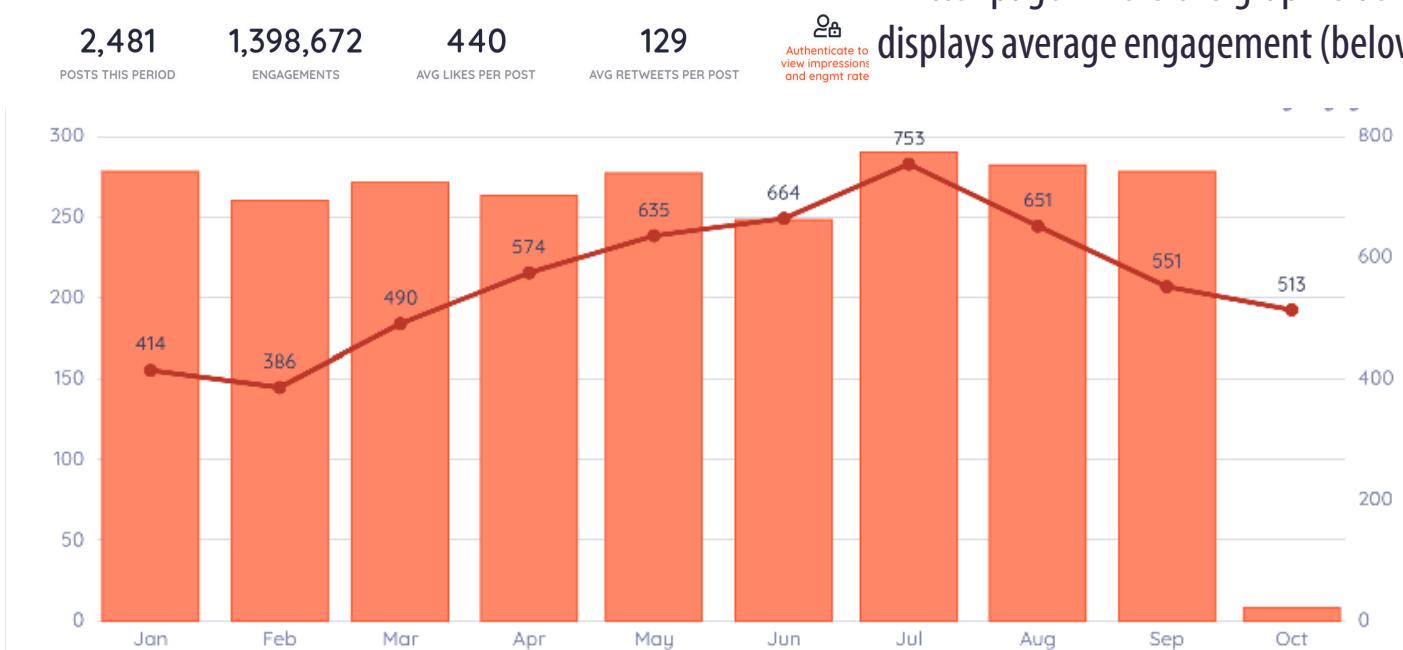
Most of the URL's associated with Oceana's posts are URL's that take the audience to a petition but the post that didn't include any type of URL received the most retweets. Tweets with a URL leading to a petition received the second highest number of retweets, followed closely by the URL for Oceana's website.

Owned Data — Twitter Engagement

General Information

Oceana @oceana
Dedicated to protecting & restoring the world's oceans on a global scale. #StandForOceans For press inquiries: @PressOceana
Twitter Verified http://oceana.org/take-action
Global Joined Apr 6, 2009

394,233 TOTAL FOLLOWERS 1,936 TOTAL FOLLOWING 44,680 TOTAL POSTS



Top Posts

When looking at the top Twitter posts based on engagement, we found that a common theme was including a popular hashtag along with a video, typically of cute marine animals.



A. June 24, 2020
Engagement: 5532



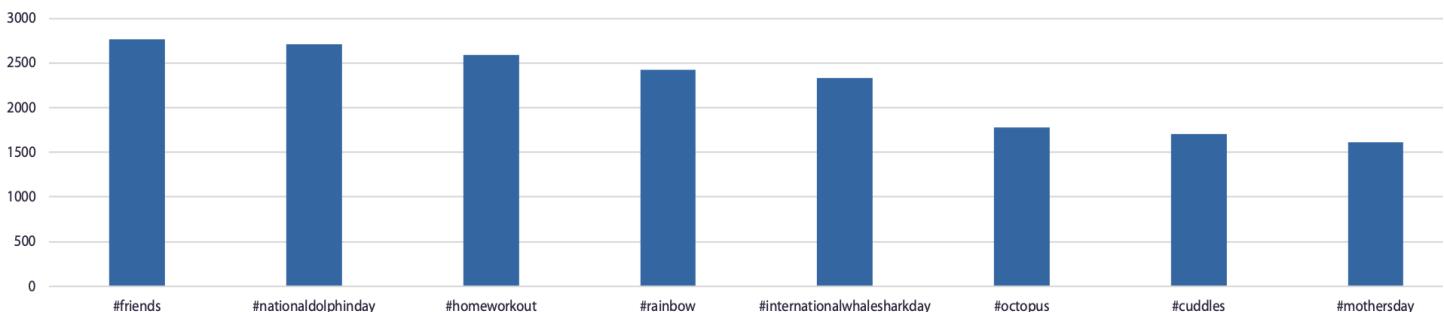
B. August 27, 2020
Engagement: 5493



C. March 23, 2020
Engagement: 5220

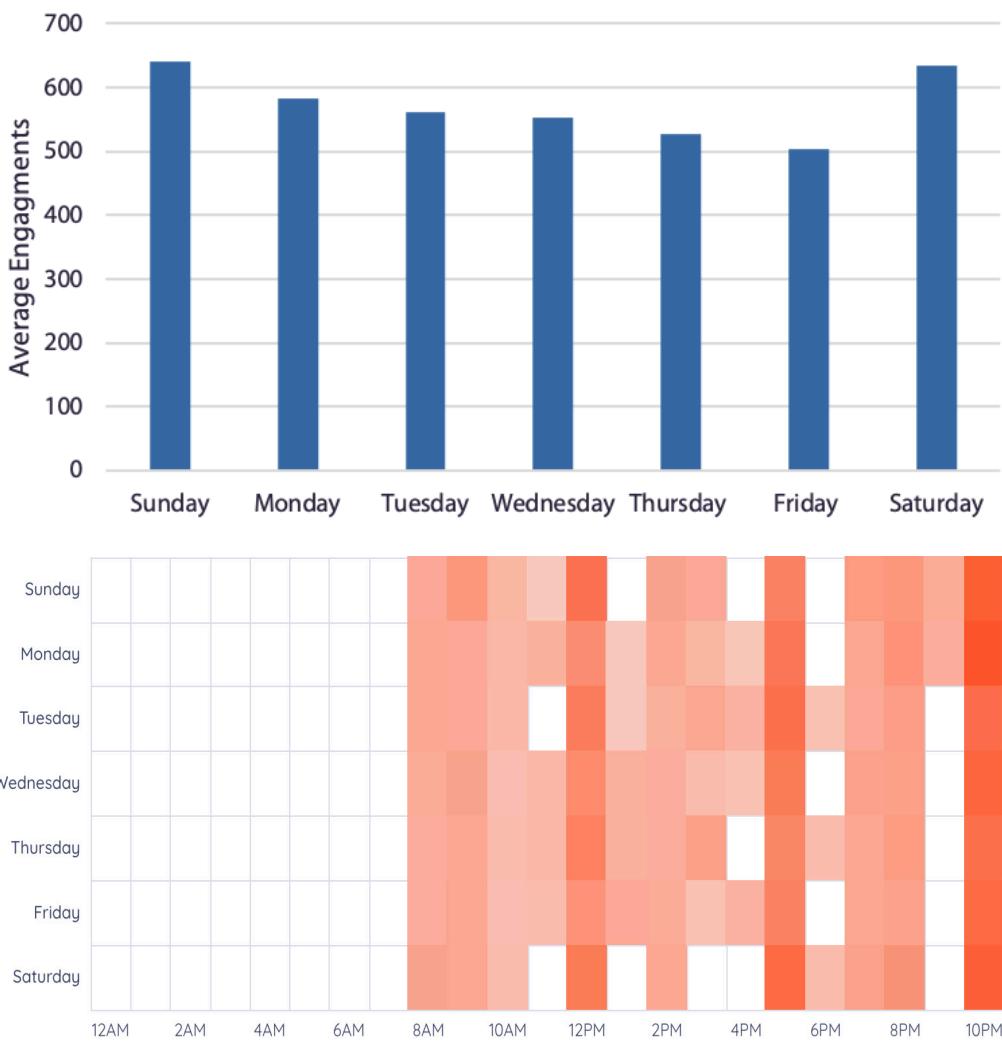
Owned Data — Twitter Engagement

Top Hashtags by Engagement



The hashtags #friends, #nationaldolphinday and #homeworkout received the highest engagement.

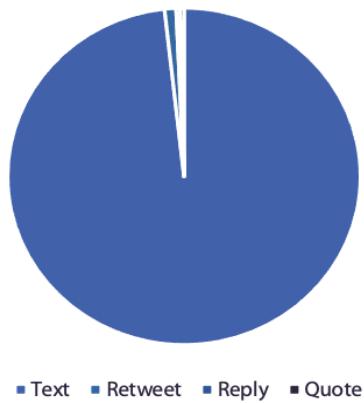
Optimal Time to Post



From the graphs, we concluded the best times to post is Monday at 10:00pm.

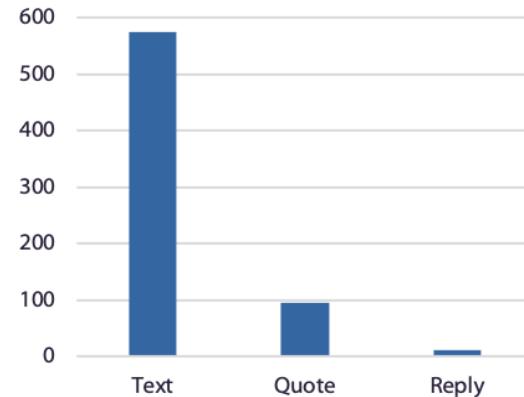
Owned Data — Twitter Engagement

Post Type



Most Frequent Post Type

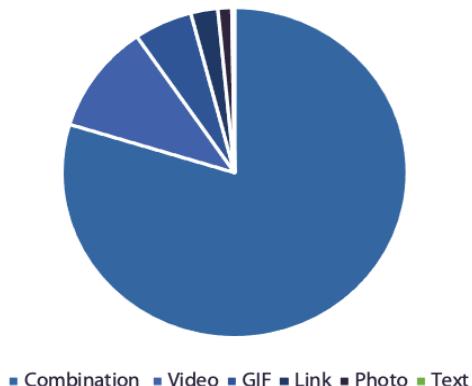
Text: 98.23% (2437 # of posts)
 Retweet: 1.05% (26 # of posts)
 Reply: 0.36% (9 # of posts)
 Quote: 0.36% (9 # of posts)



Most Engaging Post Type

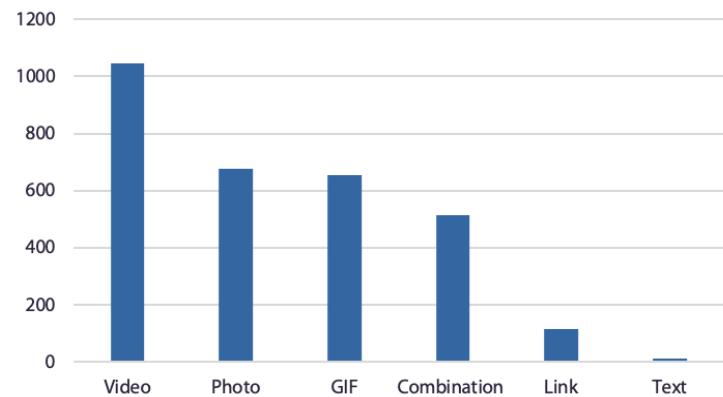
Average Engagement
 Text: 574
 Quote: 95 total
 Reply: 10

Media Type



Most Frequent Media Type

Combination: 79.51% (1952 # of posts)
 Video: 10.67% (262 # of posts)
 GIF: 5.47% (141 # of posts)
 Link: 2.53% (62 # of posts)
 Photo: 1.30% (32 # of posts)
 Text: 0.25% (6 # of posts)



Most Engaging Media Type

Average Engagement
 Video: 1046
 Photo: 676
 GIF: 655
 Combination: 513
 Link: 115
 Text: 12

Owned Data — Twitter Engagement

Insights & Recommendations

In order to create a highly engaging, well-performing Twitter account, Oceana should consider the entirity of our findings. One of Oceana's goals is increasing awareness about issues surrounding the oceans and protecting them, as well as the animals living in them.

In order increase activity on their account, Oceana should focus on creating tweets that include:

- content that is casual and amusing.
- a video or GIF.
- hastags related to a holiday.

If they choose to include a URL, one that links to a petition is likely to recieve the highest engagement.

We also determined that tweets without mentions of other people or organizations recieved the highest engagement. However, in order to meet the goal of motivating people to to actions to help save oceans, Oceana should try mentioning more conservation organizations.

Most frequent and most engaging post types are text posts. The single most frequent and most engaging media posts are videos. Hashtags including alliteration related to days of the weeks and marine species tend to recieve the most engagment. Finally, we determined that the best time to post is Monday at 10:00pm.

Earned Data

of the Organization

Earned Data — Organization

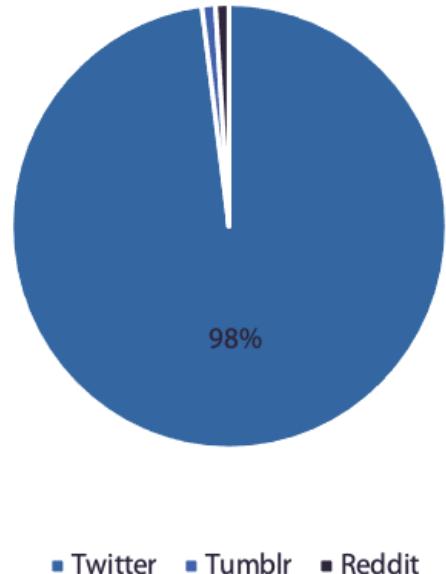
Platform Use

In regards to the organization itself, the platforms that have the highest volume of related posts are first, Twitter, followed by Reddit, second, and Tumblr, third. However, Reddit and Tumblr have significantly less volume than Twitter.

The following information are the number of related post on each platform:

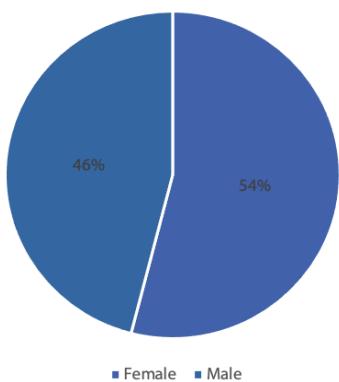
- Twitter: 354822
- Reddit: 3922
- Tumblr: 2189

Displayed in the graph to the right.



■ Twitter ■ Tumblr ■ Reddit

Demographics



Twitter Gender Demographics

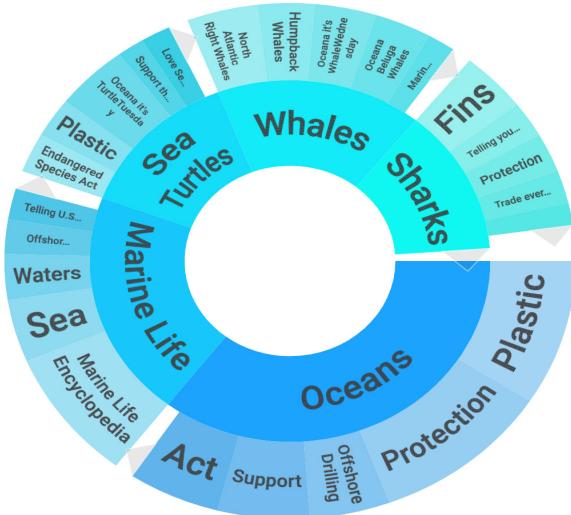
On Twitter, the majority of people who post tweets related to the organization, Oceana, are females.

Displayed in the graph to the left.

Key Themes

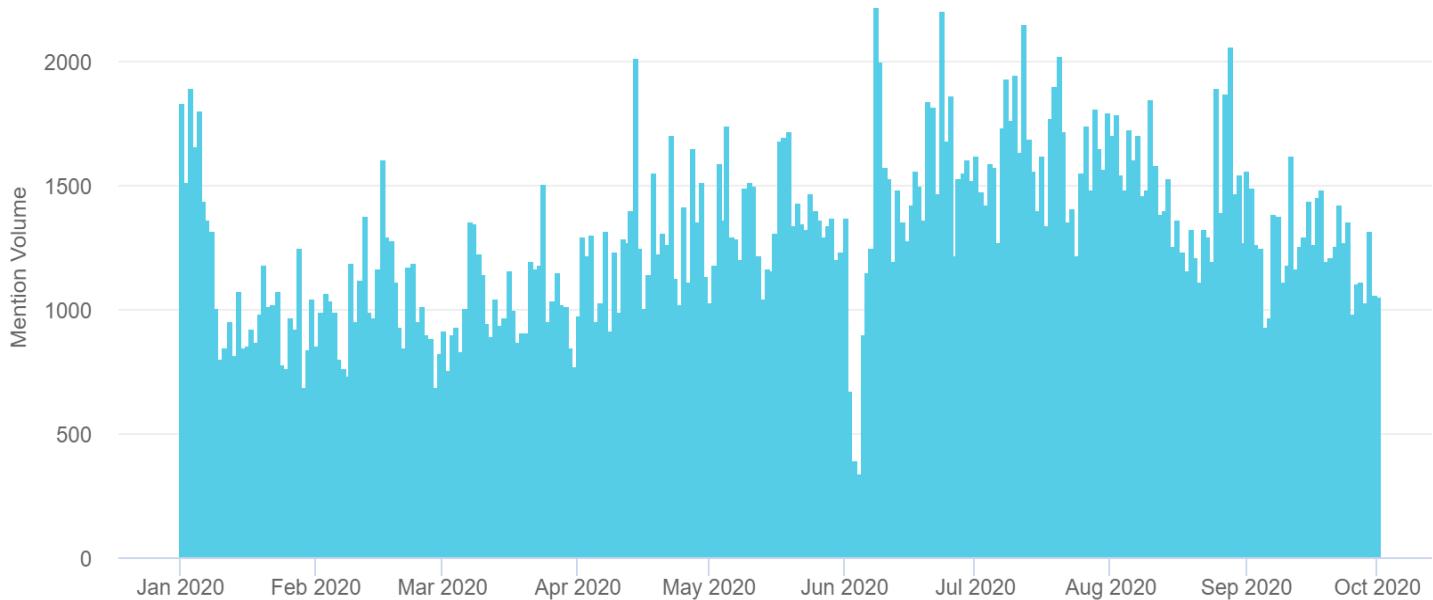
As you can see from the Topic Wheel (pictured right), the main topics and themes being discussed, related to the organization Oceana are:

- Oceans
- Marine Life
- Sea Turtles
- Whales
- Sharks



Earned Data — Organization

Organization Spike Analysis



A. The posts that Oceana shared on June 8th and 9th experienced volume that was 74% higher than usual. On those days, Oceana experienced a total mention count of 2220 (N=2220). The top mentions were included in posts that also included the hashtag #worldoceansday or #breakfreefromplastic.



B. The posts that Oceana shared on June 23rd experienced volume that was 73% higher than usual. On that day, Oceana experienced a total mention count of 2206 (N=2206). The top mentions were included in posts that also included the hashtag #turtletuesday or a link to a petition to support the Endangered Species Act.

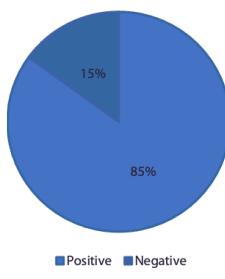


C. The posts that Oceana shared on July 12th experienced a volume that was 68% higher than usual. On that day, Oceana experienced a total mention count of 2146 (N=2146). The top mentions were included in posts that also included a link to a petition to support the Endangered Species Act or the hashtag #breakfreefromplastic.

Earned Data — Organization

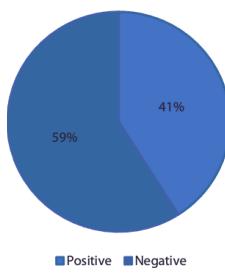
Sentiment of the Organization

Twitter Sentiment



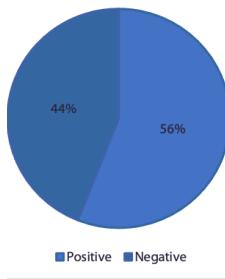
The Twitter posts with positive sentiment included cute videos and gifs of marine mammals as well as links to petitions to help issues surrounding marine life. The posts with negative sentiment included information related to legislative actions that are causing more harm to the oceans.

Reddit Sentiment



The Reddit posts with positive sentiment include events related to and the actual area that Oceania encompasses. The posts with negative sentiment discuss and highlight the importance of stopping plastic pollution.

Tumblr Sentiment



The Tumblr posts with positive sentiment revolve around the topic of whales and how much people love them. The posts with negative sentiment information related to endangered species, the importance of saving those species and resources on how to help.

Insights & Recommendations

- 1)** Many posts that included cute marine mammals on Twitter elicited a positive response. We recommend incorporating more videos and gifs of cute marine mammals in Oceana's social media to attract more users.
- 2)** Posts with high activity surrounded a holiday or event, such as World Oceans Day or Turtle Tuesday. We recommend creating specific hashtags for these events in order to make related content easy to find and interact with.
- 3)** The main topics of both positive and negative nature on Tumblr surrounded ocean life and protecting it. We recommend capitalizing on these interests by making Oceana's presence well-known through providing resources to help serve these causes.

Earned Data

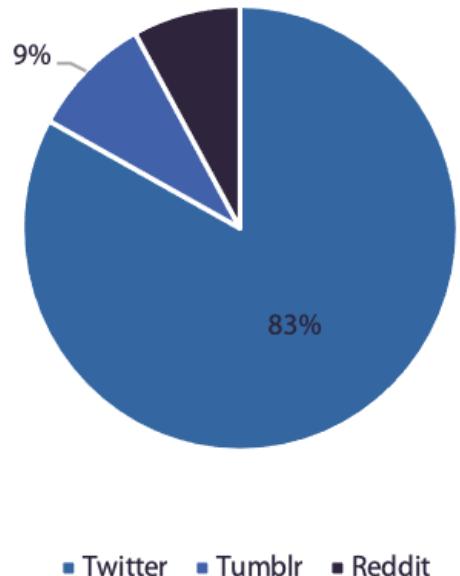
of the Main Topics

Earned Data — Main Topics

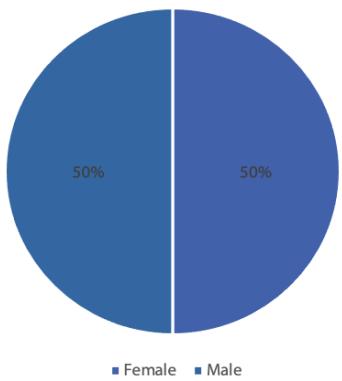
Platform Use

In regards to the organization itself, the platforms that have the highest volume of related posts are first, Twitter, followed by Tumblr, second, and Reddit, third, but both Tumblr and Reddit have significantly less volume than Twitter. The following information is related to the number of related post on each platform:

- Twitter: 1746624
- Tumblr: 192963
- Reddit: 181368



Demographics



Twitter Gender Demographics

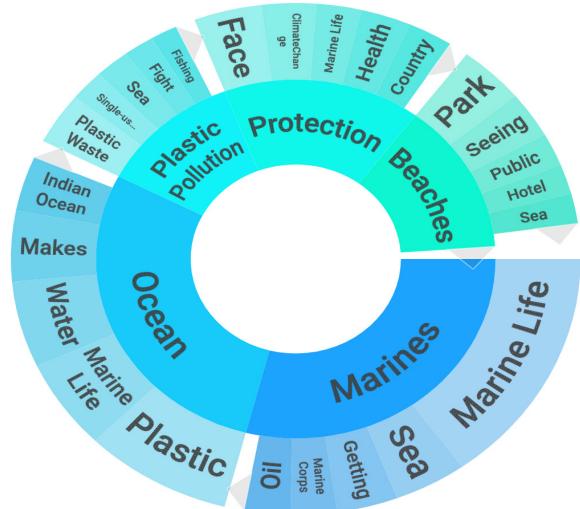
On Twitter, people who post tweets related to the main topics, are split 50/50 female to males.

Displayed in the graph to the left.

Key Themes

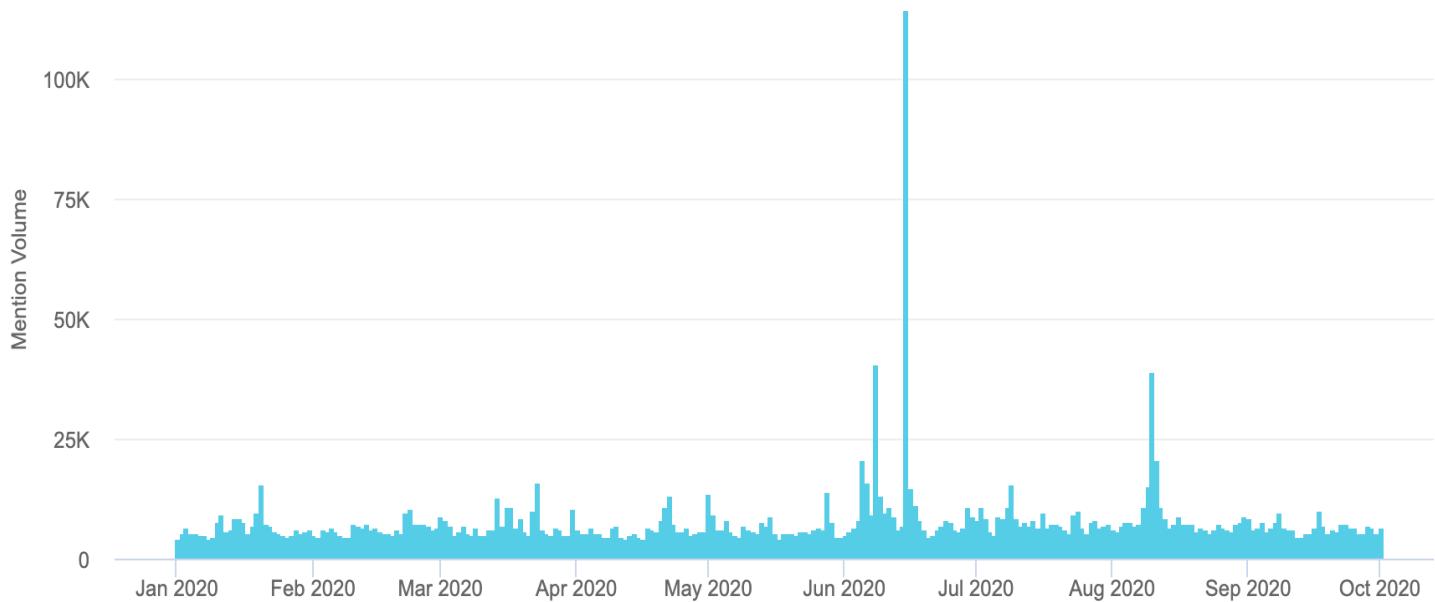
As you can see from the Topic Wheel (pictured right), the main topics/themes being discussed, related to the topics surrounding Oceana are:

- Marine
- Ocean
- Plastic Pollution
- Protection
- Beaches



Earned Data — Main Topics

Main Topics Spike Analysis



We all know "save the sea turtles" doesn't mean "fuck other aquatic animals" so tell me this... WHY the hell is "black lives matter" so controversial to you all????



A. The posts on June 15th experienced volume that was 765% higher than usual. On that day, posts that include related topics experienced a total mention count of 121304 ($N=121304$). The top post was tweeted by @Soph_biscuit and was retweeted 105,524 times.



Without these interventions, scientists say the Earth's coral reefs as we know them could disappear before the next century #WorldOceansDay



B. The posts on June 8th that experienced volume that was 267% higher than usual. June 8th is "World Oceans Day" and posts that include related topics experienced a total mention count of 51474 ($N=51474$).



Karmagawa @karmagawa · Aug 8

⚠ PLEASE SHARE AS WE MUST GET MORE HELP FOR MAURITIUS! ⚠
This oil spill is happening now in Mauritius as their coastline is covered in thick black oil, killing all wildlife & marine life in its path, but they're ill-equipped for the cleanup SO please retweet/let's get them help!

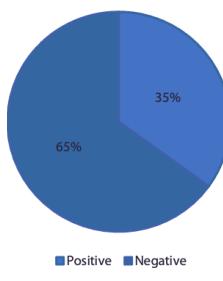


C. The posts on August 10th and 11th experienced volume that was 248% higher than usual. The majority of posts from that day were related to an oil spill in Mauritius. A post by @karmagawa that was pleading for help and a post sharing a link to raise money for the ocean clean both experienced high social media activity.

Earned Data — Main Topics

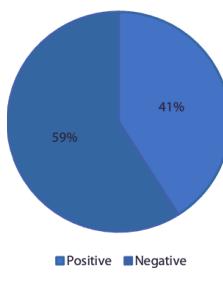
Sentiment of the Organization

Twitter Sentiment



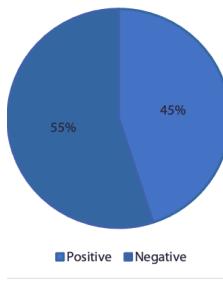
The Twitter post with positive sentiment include the artist Frank Ocean, saving the ocean, and reducing the use of plastic. The posts with negative sentiment include conversations about the effects of destructive fishing, harmful pollution in the ocean, and the Endangered Species Act.

Reddit Sentiment



The Reddit post with positive sentiment include many questions related to visiting the ocean as well as other erotic posts with the ocean as a metaphor. The posts with negative sentiment include topics related to Marines and the Marine One, as well as posts asking about marine pets.

Tumblr Sentiment



The Tumblr post with positive sentiment include various genres of fanfiction surrounding love in Oceana. The posts with negative sentiment include fanfictions surrounding the ocean and mermaid creatures, often with sad undertones and unhappy endings.

Insights & Recommendations

- 1)** The posts with the highest activity surrounded current events, such as the Mauritius oil spill. We recommend Oceana posting up to date about all current events on these topics.

- 2)** Posts with the highest activity related to the topic of ocean conservation were also connected to cultural events. We recommend using social media platforms to speak up about these events as well.

Earned Data

of the Competition

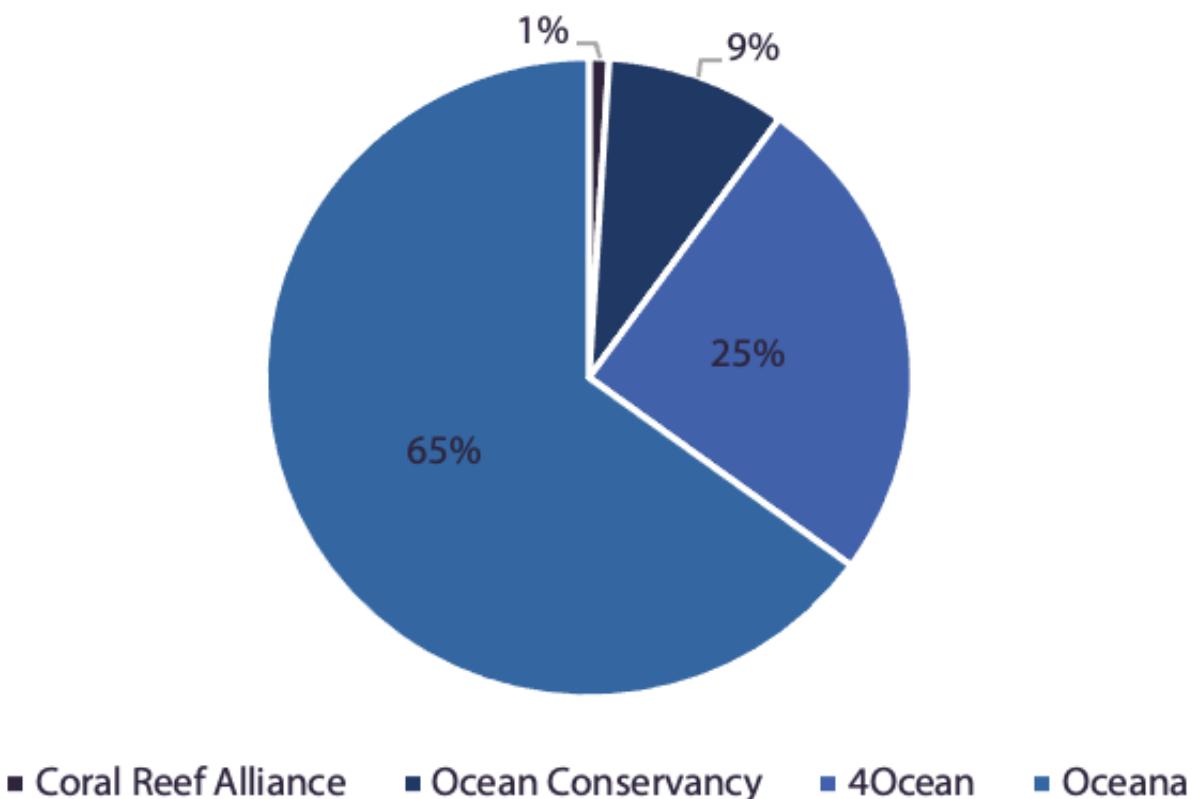
Earned Data — Competition

Introduction of the Competitors

In order to gain a better understanding of how Oceana's posts perform relative to competitors, we analyzed data from Oceana social media as well as from the following similar organizations:

1. 4Ocean (@4ocean) — 4Ocean's purpose is "to clean the ocean and coastlines while working to stop the inflow of plastic by changing consumption habits."
2. Ocean Conservancy (@OurOcean) — "Ocean Conservancy is working with you to protect the ocean from today's greatest global challenges. Together, we create science-based solutions for a healthy ocean and the wildlife and communities that depend on it."
3. Coral Reef Alliance (@coral_org) — 4Ocean's has a vision that "one day the world's coral reefs will have adapted to climate change because we acted swiftly."

Share of Voice



Oceana had the greatest share of voice with a total of 340,685 posts.

Earned Data — Competition

Conversation by Competitors



4ocean

The peak post for this organization was on August 18th, 2020. The important takeaway here is that 4ocean successfully pulled over 10 million pounds of trash from oceans and rivers. The organization also utilizes pop culture references, such as baby Yoda, in order to be more appealing to audiences.



Coral Reef Alliance

The top post regarding the Coral Reef Alliance mentioned donations in honor of the birthday of a member of K-pop group, BTS. Another cool aspect which drew lots of attention to this competitor was that all profits from pre-ordering an illustrated zine were donated.

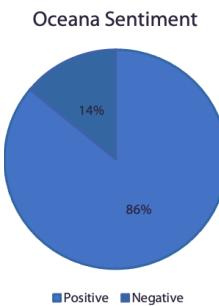


Ocean Conservancy

The top post for this competitor also revolve around donations from fans on behalf of another BTS member. This post included a PayPal link to make it easy to donate. They also used their organizations specific hashtag, #teamocean, to make themselves easily recognizable.

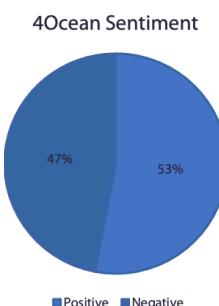
Earned Data — Competition

Sentiment of the Competition



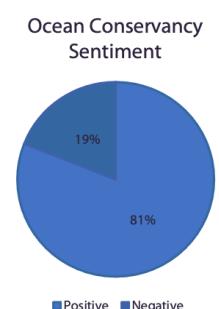
Oceana Sentiment (pictured left)

The Twitter posts with positive sentiment, regarding Oceana, include a post with the hashtag #ThankfulThursday and a gif of two sea otters. The posts with negative sentiment include conversations encouraging Oceana to continue to do more widespread work.



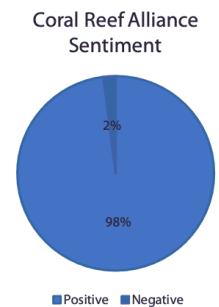
4Ocean Sentiment (pictured left)

The Twitter posts with positive sentiment, regarding 4Ocean, include many posts thanking the organization for their efforts. The posts with negative sentiment include links and references to articles about events that have had a negative impact on oceans and marine life.



Ocean Conservancy Sentiment (pictured left)

The Twitter posts with positive sentiment, regarding the Ocean Conservancy, include various posts regarding the passing of The Save Our Seas 2.0 Act. The posts with negative sentiment include discussions about the importance of taking action to clean up the oceans.



Coral Reef Alliance (pictured left)

The Twitter posts with positive sentiment, regarding the Coral Reef Alliance, include various thank you posts for cleaning up the coral reefs. The posts with negative sentiment include Twitter users discussing how climate change is killing the planet.

Insights & Recommendations

- 1)** Peak posts from competitors shared the theme of using celebrities to encourage donations. We recommend Oceana partner up with celebrities to raise awareness.
- 2)** Spikes in competitor activity correlate to pop culture references. We suggest incorporating these references to attract audiences that Oceana might not typically target.

Overall

Insights & Recommendations

Overall Insights & Recommendations

Based on the analysis of owned, earned, and competition data, we recommend that Oceana take the following next steps in order to increase the effectiveness of its social media and enhance it.

- 1) Capitalize on Cute Content.** Twitter posts from Oceana containing videos, gifs, or pictures with cute marine mammals garnered the highest amount of engagement in terms of average retweets and engagement. Clearly, using these endearing animals is the easiest way to capture the attention of social media users. In order to leverage this information, media containing endearing marine life should be included more frequently across Oceana's social media to reach a larger audience than those who are solely interested in issues surrounding marine life.
- 2) Connect Hashtags with Meaningful Events.** According to Twitter data from Oceana, peak post days included hashtags tied to specific daily or yearly events. Posts using the hashtag #worldoceansday contributed to a 74% increase in Twitter post volume, while #turtletuesday contributed to a 73% higher than usual volume of Twitter posts. Hashtags such as these, which are specific to a certain day or event, make it easy for users to find other related posts. Oceana should continue to make use of these popular hashtags, as well as create new ones recognizable as their own, in order to increase engagement with their posts and raise awareness of events hosted by the organization.
- 3) Make Action Steps More Accessible.** In analyzing the types of URLs included in Oceana's Twitter posts, links to petitions garnered the highest amount of engagement. Since one of the organization's main goals is to protect and restore oceans on a global scale, the power of the masses is certainly needed to attain it. Including petitions is both a great way to boost engagement as well as recruiting more people to get involved with the organization to ultimately achieve its goals. Petition links would also be beneficial because they are linked to Oceana's website instead of an outside source, so visitors can explore deeper into the organization's values, efforts, and other related areas of interest.

Overall Insights & Recommendations

- 4) Plug Into Popular Culture.** Top social media posts from competitors such as 4ocean, Coral Reef Alliance, and Ocean Conservancy included pop culture references. Whether that be the use of baby Yoda or K-pop stars, the method of including these famous figures certainly boosted the competition's engagement. Oceana should try to include more pop culture references to get in touch with younger demographics. It would also be beneficial to associate Oceana with prominent figures in society in order to encourage people to donate on behalf of a celebrity's birthday, as is successfully seen with competitors. Popular culture figures, while important, should still have some logical ties with or relevancy to Oceana as a whole.
- 5) Raise Awareness of Relevant Current Events.** One of the most highly engaged with and talked about topics surrounding Oceana and its competitors is ocean pollution. Correlating with that, one of the most interacted with posts surrounded a recent oil spill in Mauritius. Prominent environmentalist activists such as Greta Thunberg chimed in about this topic as well, which is important to note when analyzing how to approach Oceana's involvement in the topic. Oceana should post more about current events related to ocean crises like oil spills because it aligns with their organization goals. They should include resources for people to aid in the crises, as well as state how the organization itself is going to contribute to the solution. Current events tend to generate lots of buzz at the moment in time, so posting about these events is also beneficial to increasing engagement such as reach and retweets.
- 6) Increase Hope Through Resources.** On both Reddit and Tumblr, a large amount of negativity stemmed from topics of pollution affecting sharks and other marine life in oceans. While many of these posts expressed opposition to marine pollution, Oceana was hardly ever mentioned as a source for solutions. To decrease all the negativity and despair shrouding these topics, Oceana should post more resources, like petitions and fundraisers, on these platforms. By doing so, the posts would contain a more hopeful and even positive tone regarding the future of marine life and putting a stop to ocean pollution.

Overall Insights & Recommendations

- 7) Take a Stand.** Tweets surrounding controversial legislative actions are incredibly important to social media viewers who interact with Oceana and similar organizations. By speaking up about legislation surrounding marine life and staying up to date with it, Oceana can strengthen its position in the mind of users by putting their money where their mouth is. Oceana needs to continue making bold statements by choosing a side and calling people to action in their social media posts. This solidifies their image for people, making them more trustworthy. Including ways to get involved and more informed about the controversial issues also proves to be crucial for increasing engagement.
- 8) Provide Reliable Information.** Oceana's social media benefits from posts that include a gif or video of a fascinating sea creature along with a short snippet about it. A link to Oceana' own Marine Life Encyclopedia proves to be a high ranking form of interaction for Twitter users. By providing reliable information about marine life, Oceana builds its credibility amongst users. This is valuable for Oceana to keep in mind for future twitter posts so that people are more inclined to mention them in conversations surrounding topics like marine life.

Appendix

Boolean Queries

Organization

(@Oceana OR #oceana OR "Oceana" OR @PressOceana OR @OceanaEurope OR "Oceana's" OR oceanas OR @Oceana_Peru OR @Oceana_Any) NOT ("oceana county" OR @KissesDelavin OR #kissesdelavin)

Topic

("marine life" OR "ocean conservation" OR #finbannow OR "plastic pollution" OR "marine mammal protection" OR #marinemammalprotection OR #mmpa OR #nazcanow OR "global fin trade" OR #TeamOcean OR "endangered species act" OR #ESA) OR ((marine OR ocean OR aquatic OR "ocean life" OR "oil spill" OR "sea turtles" OR "coral reefs" OR beaches) AND (conserve OR protect OR save OR help))

Competition

((@Oceana OR #oceana OR "Oceana" OR @PressOceana OR @OceanaEurope OR "Oceana's" OR oceanas OR @Oceana_Peru OR @Oceana_Any) NOT ("oceana county" OR @KissesDelavin OR #kissesdelavin)) OR (@4ocean OR "4ocean" OR "4 ocean" OR #4ocean OR #4ceans OR "coral reef alliance" OR @coral_org OR #coralreefalliance OR @surfrider OR #surfrider OR "surfrider foundation" OR #surfriderfound) OR (surfrider AND foundation) OR (@OurOcean OR "Ocean Conservancy" OR #oceanconservancy) OR (@projectaware OR "Project Aware" OR "project aware")



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