MAY 2021

alzheimer's association™

FINAL PROJECT
AdPR 5750: Social Media Analytics

Melissa Flores: mf69425@uga.edu
Jordan Kouns: jok94431@uga.edu
Ariana Vlajk: asv44981@uga.edu

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

1785

Table of Contents

Background

Alzheimer's Association

Alzheimer's is a progressive, neurodegenerative disease that affects approximately 5.8 million people in the US alone and many more worldwide. Organizations such as the Alzheimer's Association are dedicated to finding a cure, bringing awareness, and supporting those affected by it. Alzheimer's Association's message is delivered and distributed among their target audience effectively. In today's world, advertising is not just about selling: it is about sharing a message

Executive Summary

What is the demographic breakdown of the Alzheimer's Association audience?
58% female and 42% male

Where are these individuals located?
The United States leads in AA mentions with over 31,000, and the United Kingdom is second

How many people are talking about Alzheimer's Association?
Alzheimer's Association received over 53,000 mentions with 15,000 unique authors across all platforms

What is the sentiment surrounding Alzheimer's Association?
58% neutral, 38% positive. and 4% negative

Who has the highest share of voice among AA and its competitors?
AA leads SOV with 59%. Alzheimer's Society follows closely with 38%.

Which hashtag received the most impressions for AA?
#endalz

Data Overview

For **owned data,** we analyzed Alzheimer's Association's Twitter using Brandwatch. We analyzed a total of 343 tweets within our timeline. Our goal through this process was to discover what drove the most engagement with posts from Alzheimer's Association

For **earned data**, we analyzed Alzheimer's Association's Twitter, Instagram, and News using Brandwatch. We analyzed 53,400 mentions in total. Additionally, we analyzed the topic of memory care to better understand the contents of the conversations at hand. Finally, we compared this organization to its biggest competitors: Alzheimer's Society, Cure Alzheimer's, and Alzheimer's Foundation of America

Timeline:
Owned Data: September 1, 2020 - January 1, 2021
Earned Data: November 1, 2020 - March 1, 2021

Business Problem

After analyzing Alzheimer's Association's social media presence from all perspectives, we found several challenges facing the brand as a whole. First, there is a lot of repetitive posting across all platforms, particularly Twitter. In order for this brand to effectively grab the attention of its target audience, they need to post relevant and intriguing content or they run the risk of losing engagement. Second, they have a disproportionate amount of activity in the United States compared to the rest of the world. To fix this, they need to either spend time spreading the brand internationally or partner with a similar organization who already has traction in other countries.

Top Recommendations

Owned Data

- Capitalize on creating content "information about disease" during the high engagement periods (reference page 10).

- Utilize imagery that is more personal; which includes patients, families affected by it, and supporters (reference page 11).

- Avoid the over-use of graphic imagery across numerous tweets (reference 11).

- In addition to using #endalz hashtag; tweets should include a secondary specific to the event call to action hashtag (reference page 12).

- Increase the usage of links associated with AA's website in order to facilitate the process in which audiences gather further information (reference page 12).

Earned Data

- Capitalize on the engagement during specific events and create event-oriented content (reference page 16).

- Utilize on the positive and joyful messaging by providing a welcoming platform for the audience to share their connection to Alzheimer's (reference page 17).

- Partner with relevant podcasts and other independent media forms, that reference the Alzheimer's Association and endorse engagement within the Alzheimer's Association's account (reference page 20)

- Creating more posts including links to independent articles that share positive information regarding memory care (reference page 25).

- Find and share more stories that explore the inside lives of those struggling with memory related issues and also share the stories of the caretakers as it creates a sense of relatability and comfort (reference page 24 - Chelsea Clinton Retweet)

- Alzheimer's Association, Cure Alzheimer's, Alzheimer's Foundation of America, and Alzheimer's Society should unite together to create a collaborative social media campaign in order to raise awareness or funds for Alzheimer's prevention and treatment. Each organization should send out tweets encouraging their followers to tweet using their unique hashtag and whichever organization receives the most tweets will donate a certain amount of money towards this cause (reference page 26).

- Cure Alzheimer's has the highest proportion of men (76%) so the other organizations should attempt to grab the attention and engagement of men by using hashtags like #deMENtia or #Malecaregivers where they are encourgared to have a space to tell their stories and struggles with these diseases or with being caretakers (since men are not typically seen as the ones in that role). This will help expand their audiences

Alzheimer's Association

Owned Data

Overview

Alzheimer's Association has high engagement patterns on Twitter, as it is the most abundantly used platform for the organization. This report will examine the engagement patterns of tweets from September 1, 2020 to January 1, 2021. Additionally, this includes **tweets and original replies** from Alzheimer's Association during the allotted time frame and excludes any retweets that the organization may have used.

We coded and analyzed roughly 343 tweets during the allotted time frame. Our intention was to discover what drove the most engagement with posts from Alzheimer's Association with our owned data. This included analyzing details about our audience segment, and what themes and topics were relevant.

We found a larger reaction to content focusing on "information about disease" using imagery that includes patients, celebrities, and families affected with a targeted hashtag and URL.
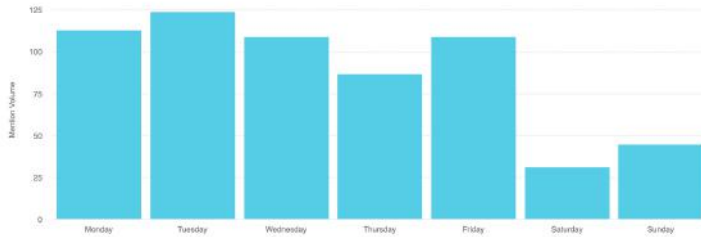
Key Metrics

- Average number of retweets
- Total engagement volume
- Theme
- Image Type
- Hashtag Type
- URL

Data Description
- Platform: Twitter
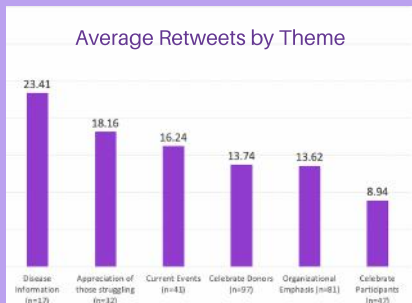- 52% female, 48% male
- 68% neutral, 30% positive, 2% negative

Predictive Analytics

Average number of retweets

Average Retweets by Theme

Alzheimer's Association is most active on Twitter on Mondays and in the early afternoon (10am-2pm)


Tweet sharing information about the disease

The theme that received the most engagement was the category 'information on the disease'; which received on average (n=30) retweets by day.

Information regarding the disease attracts a large diverse audience. As a result, continuing to provide updates and new research about the disease allows for engagement to remain high. It is important for the organization to continue to capitalize on this theme during their active hours of activity.

Average Retweets by Image Content
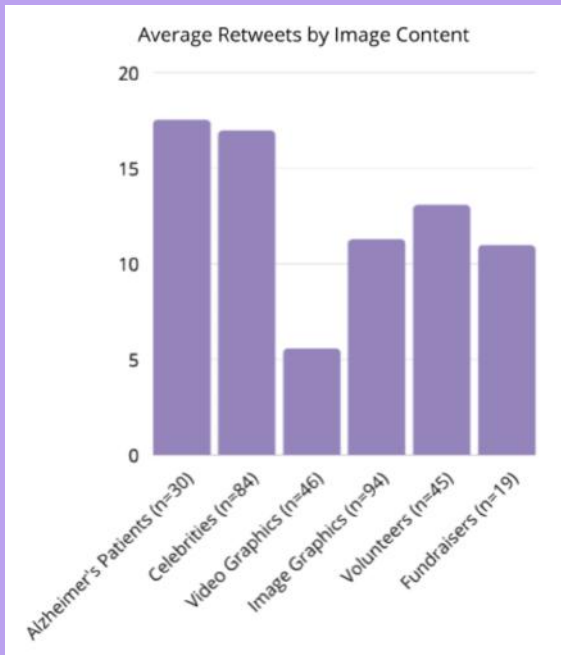
Regarding the average retweets by image types, we found that images of Alzheimer's patients and celebrities have almost equally high levels of engagement

The content depicting real people creates higher engagement activity. While graphics also pose high engagement levels; it is important to create original content for every separate use.

The total number of graphics is 140 (video graphics n=46 plus image graphics n=94). The number is very high in comparison to other categories; however, the engagement is very low. As a result, the usage of the same constant graphics is ineffective. These are examples of some of the same imagery content displayed with various tweets. Notice the retweets average is significantly low.
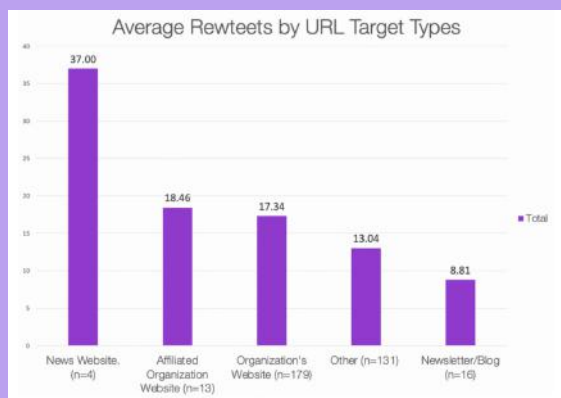
Owned Data

Average Retweets by Hashtag Type
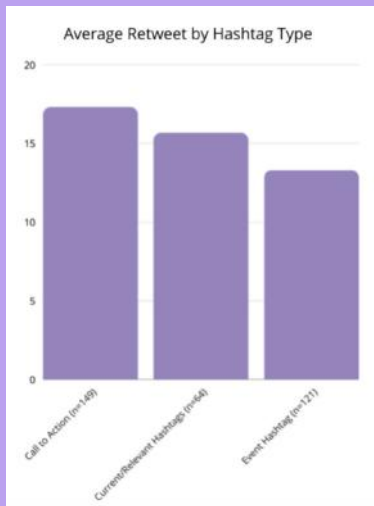
Hashtags that pose a call to action to audiences earned the most engagement and retweets across the board.

Creating a specific call to action hashtag for each event welcomes audiences to engage with the event through it's progression (i.e. #RegisterToEnd)

Average Retweets by URL Target Types

Despite being the smallest category, tweets including URLs that lead to news websites obtained the most engagement, as people want to keep up with any breaking stories or research related to the disease

Audiences tend to engage with content that provides further information.

Alzheimer's Association

Earned Data

Organization,Topic, Competition

Overview

With our earned data set, our goal was to discover what created the most conversation surrounding Alzheimer's Assoication and identify any influential users that could help expand our reach moving forward. We analyzed the topic of memory care and the conversations surrounding it and how it relates to AA. We also analyzed how AA matches up with its competitors, which include: Cure Alzheimer's Fund, Alzheimer's Foundation of America, Alzheimer's Society, and Alzheimer's Research and Prevention Foundation.

Key Metrics

- Narrative by Sentiment
- Demographics
  - Gender and location
- Total mentions
- Top influencers
- Top hashtags

Data Description
- Platform: Twitter, Instagram, News
- 58% female, 42% male
- 59% neutral, 37% positive, 3% negative

Alzheimer's Association Cross Platform Conversation

Out of all the social media platforms, Twitter had the highest and most significant activity levels. We believe that this is due to the conversational aspect of this outlet. With other platforms, like Instagram or Youtube, people usually just post their media and do not engage or act further, making it very one-sided. We decided to analyze Instagram and News platforms in order to obtain the full scope of data.

We collected data between November 1, 2020 to March 1st, 2020. These months tend to be the most active throughout the year due to the following Alzheimer's Association related events: National Alzheimer's Awareness Month, Walk to End Alzheimer's Black History Month, and National Giving Hearts Day. Throughout these Alzheimer's related events, the association tends to be the most active. Below you can find the top highest levels of engagement during this specific timeline.

- Top Hashtags include #endalz and #alzheimers
- Top URL is the link to the Alzheimer's Awareness website

AA Platform Breakdown

- 3445 — 7%
- 2,653 — 5%
- 46,873 — 88%

Legend: ● Instagram ● News ● Twitter
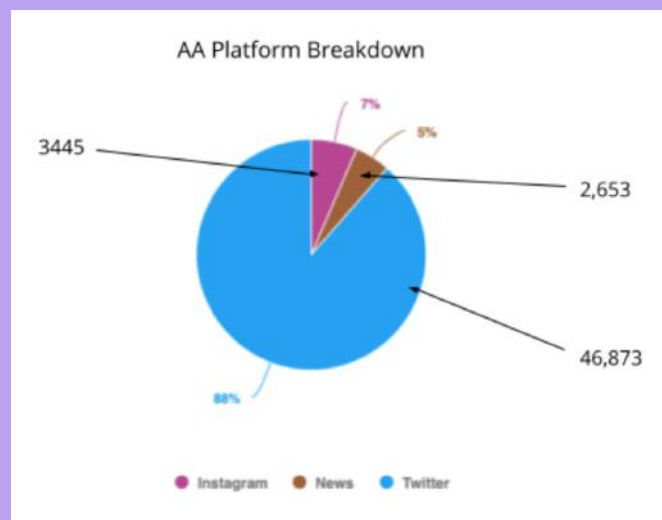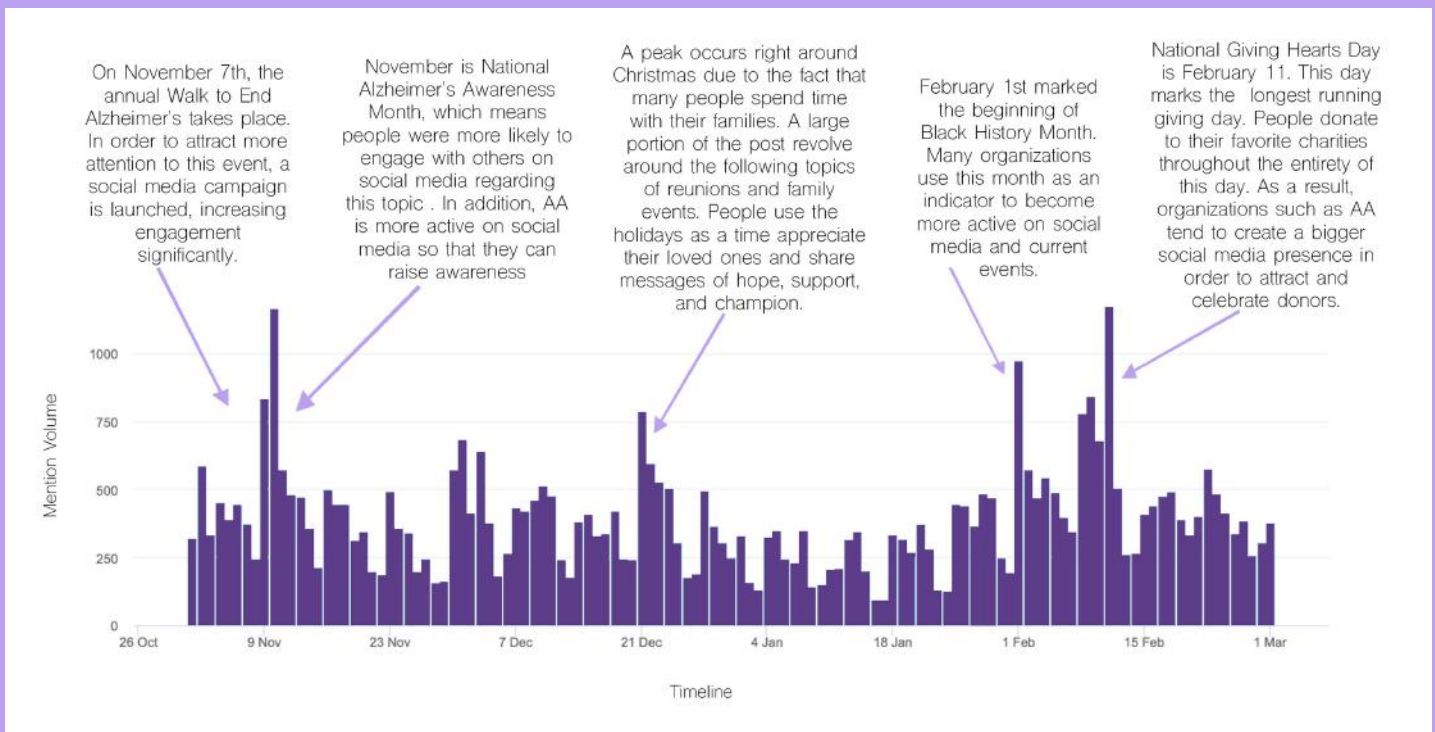
Total mentions: 53,400
Unique authors: 15,000

Alzheimer's Association Cross Platform Conversation

Twitter

Engagement

As depicted in the spike analysis; AA highest levels of engagement occurred during a specific event. Alzheimer's Association related events: National Alzheimer's Awareness Month, Walk to End Alzheimer's Black History Month, and National Giving Hearts Day. In order to increase activity, the organization should focus on creating content for two separate audiences. For example, on November 7 content should target either those who can physically participate on the walk versus those who are simply donating. While the posts are categorize; the quantity of post should stay consistent throughout the entire month.

Narrative by Sentiment

Words such as 'family, support, honor of our mothers' will most often have a positive association. The neurological disease tends to cause major impacts in the every day life of patients. As a result, many of the messages by the organization revolve around the themes of support and champion towards both Alzheimer's patients and families. There exists a certain level of positivity and hope surrounding the messages. "Joy" is the most prevalent emotion surrounding AA's content (84% of all post).
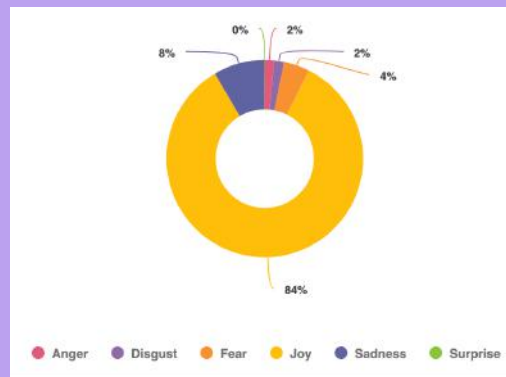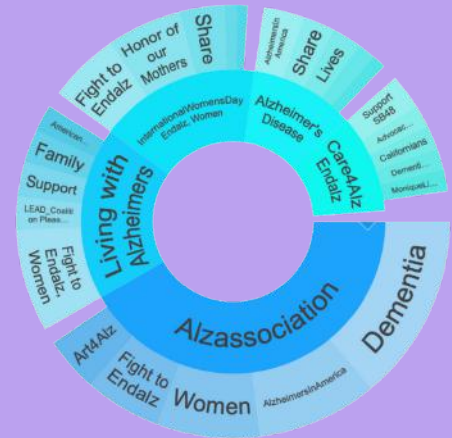

Below, you can find two examples of tweets expressing "joyful" and positive messaging. The Alzheimer's Association's mission and values aligns with providing positive outlook on the Alzheimer's community. As a result, AA should capitalize on providing a platform for the community to express their messages of hope. The organization can advance this platform by creating specific campaigns, encouraging the audience to share their personal connection and engage with their community. This platform can be organized through the use of a specific hashtag (i.e. #youralzstory).

Alzheimer's Association
Cross Platform Conversation

Support

One of our trending topics within the organizational umbrella is 'support.' This includes tweets where people provide emotional, mental, or financial help and assistance to each other regarding Alzheimer's and dementia. There were 9, 621 mentions.
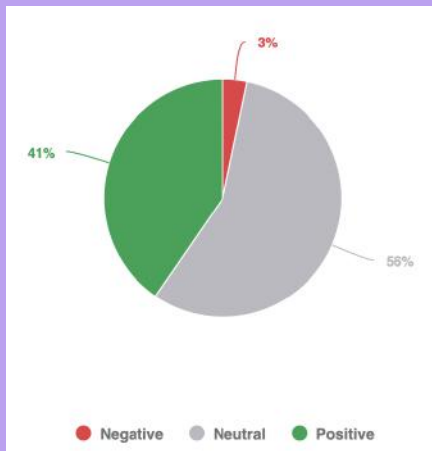
In terms of sentiment, roughly half of the tweets were neutral because the conversation regarding 'support' discussed raising awareness and promotion to sign up for the Walk 2 End Alz, both of which lack positive or negative language.
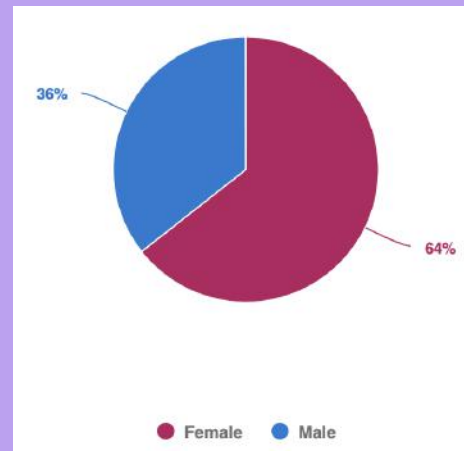
The majority of authors posting within the topic of 'support' were female, with accounts like @SusanGKomen and @PamelaEvette, promoting advocacy for Alzheimer's and sharing their support for the organization.


The most influential user for this category is @WNYAlz and this is the tweet from their account that received the most impressions. @WNYAlz is the Western New York chapter. The chapter has a total of 1,348 followers on twitter. This account is extremely active and consistently engages with AA's primary account. This account has the largest number of mentions (a total of 679 mentions) out of all the unique authors involving the AA's account.
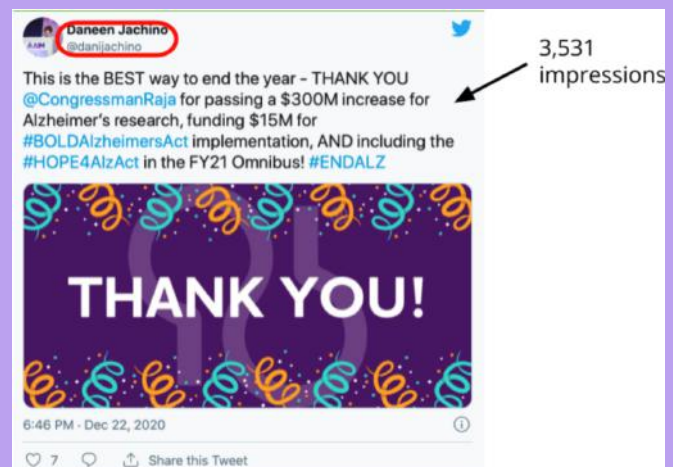
Alzheimer's Association Cross Platform Conversation

Research

One of our trending topics within the organizational umbrella is 'research.' These tweets include new updates, information, advances, or medical findings related to Alzheimer's. There were 8,848 mentions

2%
28%
70%

● Negative ● Neutral ● Positive

34%
66%

● Female ● Male
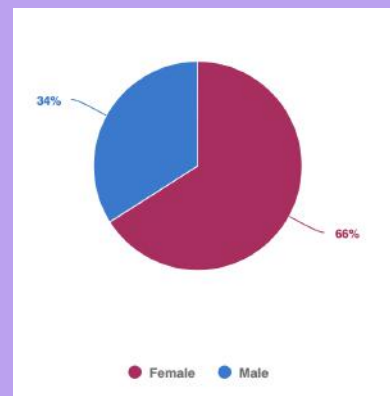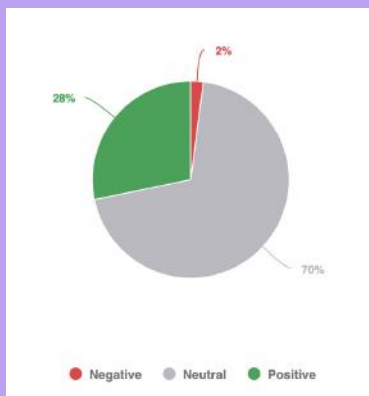
Because there is no cure for Alzheimer's, people are always searching for new advances and discoveries that can help ease the burden of this disease, which is what makes 'Research' a trending theme

Daneen Jachino
@danijachino

This is the BEST way to end the year – THANK YOU @CongressmanRaja for passing a $300M increase for Alzheimer's research, funding $15M for #BOLDAlzheimersAct implementation, AND including the #HOPE4AlzAct in the FY21 Omnibus! #ENDALZ

3,531 impressions

THANK YOU!

6:46 PM - Dec 22, 2020

♡ 7   ♡   ⬆ Share this Tweet

Alzheimer's Association Cross Platform Conversation

Research

The most mentioned URL within the theme of 'research' is a link to a podcast from the account **@Joyshouse** discussing overcoming Alzheimer's and dementia through advocacy and research. Additionally, the guest on the podcast was Ian Kremer, who is an influential user to the organization. The post that included the link was shared over 200 times, and successfully promoted the podcast episode along with Alzheimer's research and support for the Alzheimer's Association.
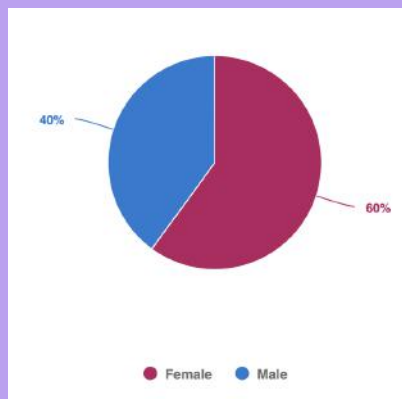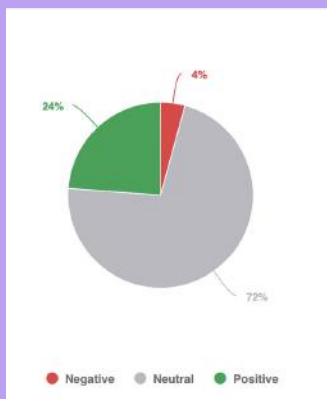

Joy's House is a non-profit dedicated to the care of adults with debilitating diseases, such as Alzheimer's and Dementia. The account @JoysHouse is great example of finding support from other organizations and utilizing different audiences.

A top hashtag discussed funding the #BOLDAlzheimersact which is promoting the increase of federal funding for Alzheimer's research.
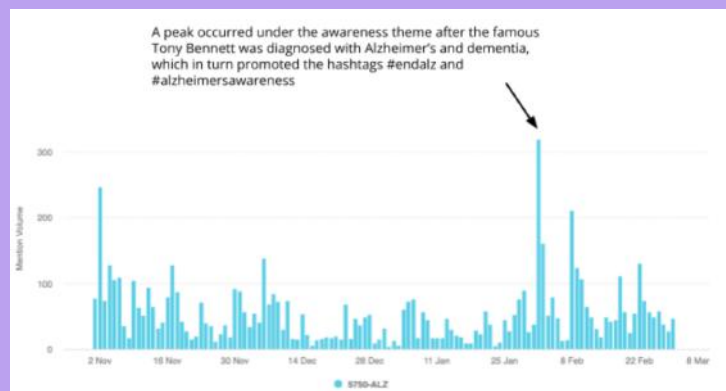
Alzheimer's Association Cross Platform Conversation

Awareness

One of our trending topics within the organizational umbrella is 'awareness.' These tweets detail individuals or organizations who are bringing awareness to events related to Alzheimer's Association. There were 6,557 mentions

4%
24%
72%

● Negative ● Neutral ● Positive

40%
60%

● Female ● Male

Ian Kremer @LEAD_Coalition · May 2
Please re-Tweet to help overcome stigma: This day and every day, remember the beauty in each person living with #Alzheimers disease or another form of #dementia.

IN THE END, WE WON'T REMEMBER THE MOST BEAUTIFUL FACE AND BODY. WE'LL REMEMBER THE MOST BEAUTIFUL HEART AND SOUL
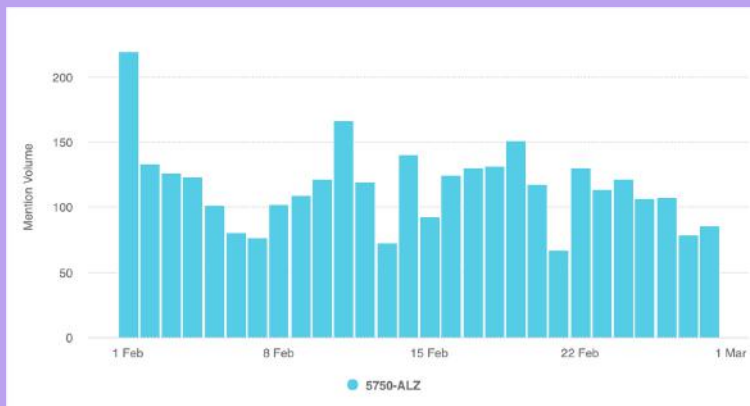
○ 4   ↻ 212   ♡ 297   ↑

Most of the tweets within this trend have a neutral tone, as people are trying to objectively bring awareness to a disease and they do not want to let emotions, both negative and positive, get in the way


A peak occurred under the awareness theme after the famous Tony Bennett was diagnosed with Alzheimer's and dementia, which in turn promoted the hashtags #endalz and #alzheimersawareness

Alzheimer's Association Cross Platform Conversation

Instagram

The data depicted in the graph only features February because Brandwatch has engagement limitations. Despite these limitations, it is still clear that there is a spike and a trend in this data


Instragram only accounts for 7% of total mention share with 3445 mentions. There is a spike in February due to Black History Month beginning, which means AA took to social media to spread the word about Alzheimer's and share their support for the African American community. Additionally, this accounts for the high levels of positive tweets.
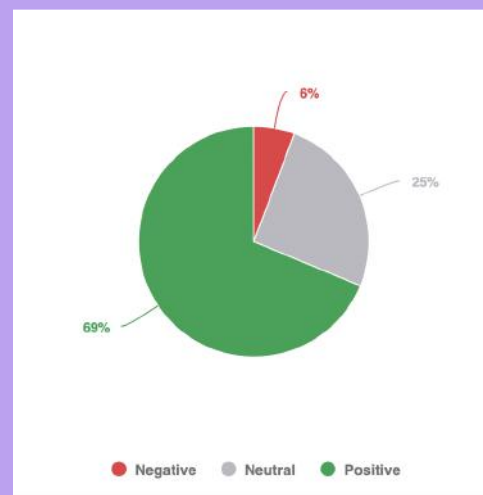
Topic Data - Memory Care

The most prominent theme that we discovered was "memory care" which encompasses individuals who struggle with a disorder related to their memory, in addition to the people who take care of these individuals. Much of the conversation within "Memory Care" discusses patient facilities, research concerning the topic and the current stigma regarding memory care.

Data Description: 50, 734 posts with 19,000 unique authors

39%   61%

● Female   ● Male
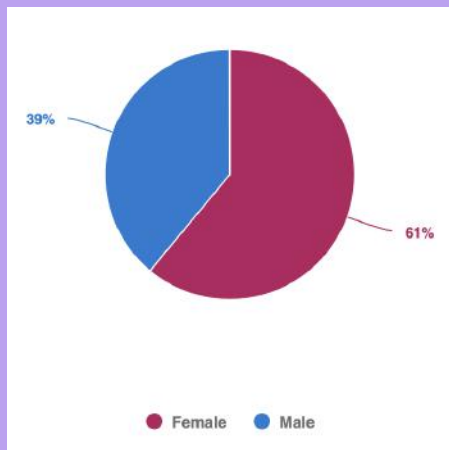
t is important to consider that a lot of the social media content revolving the hashtag and topic "memory care" come from organizations or assistance living residence. As a result, gender is a not a distinctive element to analysis when breaking down this topic. Conversations discuss genderless subjects like facilities and research.

14%   12%

74%

● Negative   ● Neutral   ● Positive
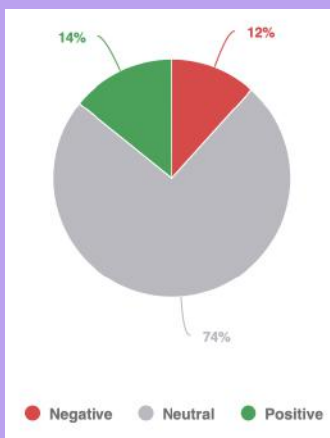
These trends of neutrality indicate that regardless of the occasion of a certain day the memory care tend to always have a foundational posting of disease information. Messages revolving 'memory' tend to stray away from emotional language. Instead these messages carry factual and logical statements regarding the disease. In addition. the trends of neutrality stay consistent. As a result, a lot of the social media content revolves facts, medical updates, academic journals, etc.

Memory Care

Twitter

Total Mentions: 22,376

The most retweeted post regarding 'memorycare'.

This social media content was retweeted by Chelsea Victoria Clinton. Clinton is an American writer and global health advocate. Additionally, she is the only child of former U.S. President Bill Clinton and former U.S. Secretary of State and 2016 presidential candidate Hillary Clinton. As a result, Clinton has a large following and therefore her platform is able to reach a greater audience.
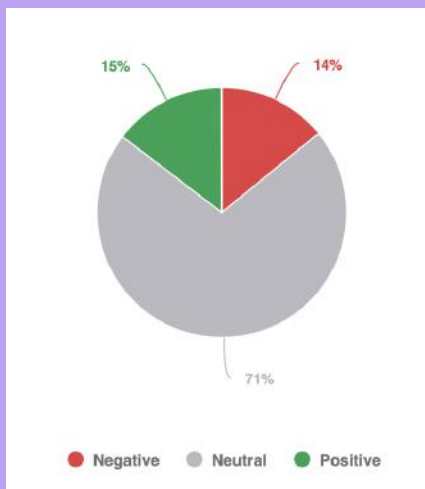
Memory Care - Theme

Care

Total Mentions: 19,544

A neutral sentiment makes up the majority of the total mentions due to a highly retweeted post created by the account @clutchscience, sharing a link to a story regarding a patient's experience with the disease. Because the post shared a link to another website, the sentiment is considered neutral, while the story in itself could be categorized as having a positive sentiment. Posts that included a positive sentiment describe people's positive experiences in a memory care facility, either as a worker or a visitor and interacting with the residents there. Negative sentiment posts were either personal stories or posts that discussed politics.
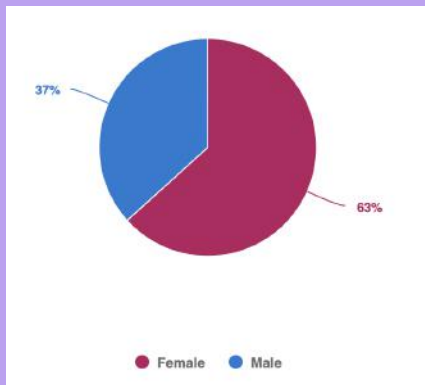
The gender demographics for posts falling under the topic of 'care' were heavily created by female authors. The mention volume broken down by gender was 63% (~6024) female created, and the remaining 37% (~3514) of posts created by males.

The most popular and frequently used hashtags in this topic of posts are the hashtags **#memorycare #assistedliving** and **#caregiver**, which summarizes the topic well and is used effectively and purposefully.

Competition Data

Alzheimer's Associations biggest competitors include: Alzheimer's Society,Cure Alzheimer's, and Alzheimer's Foundation of America

Cure Alz 0.5%   Alz Found. of America 1.5%

Alz Society 38.2%

Alz Association 59.8%
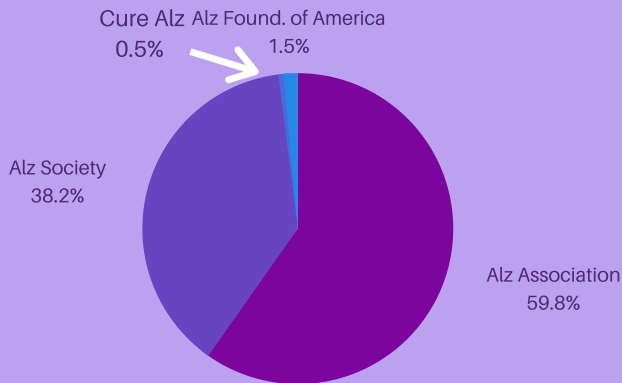
Total Mentions = **29,931**

@CureAlzheimers= **176**

@AlzheimersFoundationofAmerica= **170**

@AlzheimersSociety= **9,030**

@AlzheimersResearchFoundation= **85**

@Alzheimer's Association= **20,470**

Alzheimer's Society was responsible for this spike because they tweeted in honor of National Alzheimer's Awareness Month and encouraged others to do the same

Cure Alzheimer's Foundation tweeted about Elf Day, one of the largest charity donation days of the year

On December 11th, Barbara Windsor passed away from Alzheimer's related complications and Alzheimer's Society tweeted about it, which drew lots of engagement.

There was a peak on January 14th because several Premier League players hosted a live stream to talk about raising funds for Alzheimer's, which was retweeted by Cure Alz

Alzheimer's Research Foundation shared some info about new trial vaccines for COVID, and those with Alzheimer's and dementia are eligible for early dosage due to immune compromization.
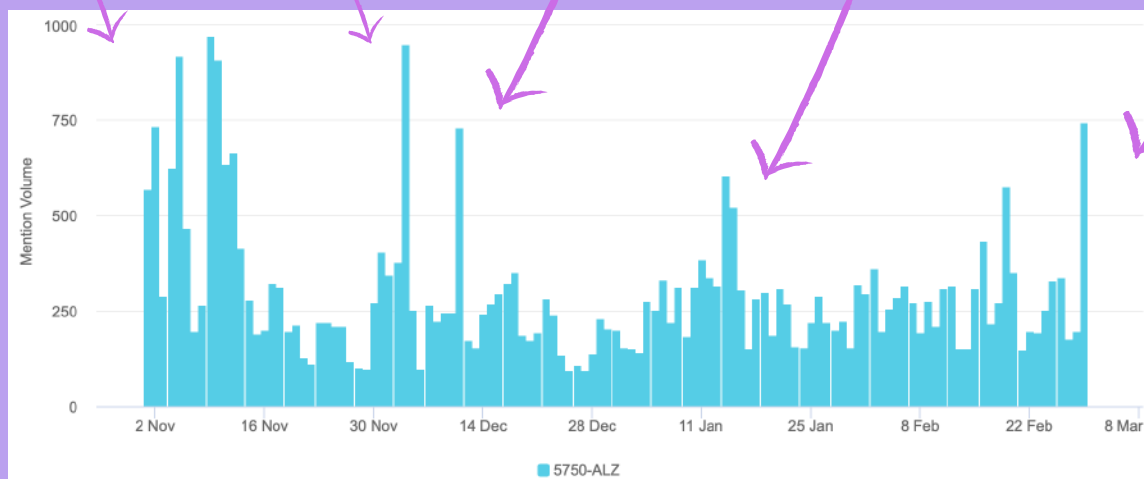
Competition Data

Cure Alzheimer's

- 434 mentions and 211 unique authors
- Influential users: @BaldMove, @ARonHubbardBM
- Trending topics: Raise money, charity, Alzheimer's cure
- Top Hashtags:#FaceTheDisease
- 60% neutral, 38% positive, and 2% negative
- 24% female, 76% male
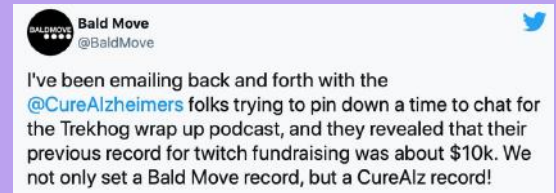
The tweet that received the most engagement involved a fundraising effort on the social media site Twitch

Alzheimer's Found. of America

- 1336 mentions and 989 unique authors
- Influential users: @AWDtwit, @KennethHowardC3
- Trending Topics: Charity proceeds, raising awareness, Family caregivers
- Top hashtags: #alzheimers, #alzheimersdisease
- 76% neutral, 22% positive, 2% negative
- 51% female, 49% male

@AWDtwit created plush characters and donated all proceeds to @alzfdn and this drew lots of engagement

Alzheimer's Society

- 33,996 mentions and 4,566 unique authors
- Influential users: @rightsforresid2 and @janis_cottee
- Trending topics: Charity proceeds, Living with Alzheimers
- Top Hashtags: #unitedagainstdementia, #dementia
- 52% neutral, 41% positive, 7% negative
- 57% female, 43% male

@Janis-Cottee retweeted this collaborative effort to bring awareness to disproprtionate care

Influential Users

@ynb
19 Mentions, 39,186 users reached, 488.1K followers
Original Posts: 50

Yvette Nicole Brown is a famous television star and actress who supports and advocates for the Alzheimer's community. Her account, @YNB, was selected because she often posts very influential content regarding her own experiences as a caretaker to her father, who struggles with the disease, while tagging the Alzheimer's Association and using hashtags like #endalz. Yvette influences the conversation because she has an extremely large following and she exposes a new audience to Alzheimer's Awareness, which in turn gathers more support for the organization. She is very passionate about the fight to end Alz and is a great supporter that the Alzheimer's Association can rely on.

Ian Kremer
@LEAD_Coalition

Please re-Tweet if you agree: When #Alzheimers disease and other forms of #dementia take away our words, we still can communicate with #kindness, touch, laughter, expression, and love.

#caregiving #ENDALZ

All people smile in the same language.

@LEAD_Coalition
55 Mentions, 32,670 users reached, 44.2K followers
Original Posts: 52

Ian Kremer is the executive director of the Leaders Engaged on Alzheimer's Disease. LEAD is a coalition working to improve conditions for patients and advance science to end Alzheimer's and Dementia. He is constantly posting relevant content regarding the disease and updates on advancements, while also engaging with the Alzheimer's Association and retweeting their posts. He revolves his content around the science of the disease and gathering research on relevant medical advancements, which opens up the conversation to a new topic of discussion that contrasts the organization's typical posts.

@totalzackward
23 Mentions, 50,195 Users Reached
134K followers
Original posts : 16

Zack Ward is a Canadian actor, made famous for his role in *A Christmas Story*, and a well known activist for the fight against Alzheimer's. While he does post original content regarding the Alzheimer's Association, more significantly, he played a vital role in the account's engagement around the holiday's with his own personal Alzheimer's story. His story was posted as an article on the organization's website, which ended up being one of the most top shared URLs from the account. He has often retweeted @alzassociation posts, which boosts involvement in the account due to his large following.

Appendix

ORGANIZATION:

(@alzassociation OR @AlzheimersAssociation OR #endalz

OR "Alzheimers Association" OR alz.org)

TOPIC:

("Memory care" OR #memorycare)

COMPETITION:

(("Cure Alzheimer's Fund" OR @CureAlzheimers OR

#Facethedisease) OR ("Alzheimer's Foundation of America"

OR @alzfdn) OR ("Alzheimer's Society" OR @alzheimerssoc

OR #unitedagainstdementia) OR ("Alzheimer's Research &

Prevention Foundation" OR @PreventAD OR #PreventAD))