



SEE > Suite

Grady College of Journalism
and Mass Communication

UNIVERSITY OF GEORGIA

ITGETSBETTER PROJECT



PREPARED BY

Amirah Frye, Carley
Cronic, Colin Mulhern

Table of Contents

<i>Executive Summary.....</i>	1
<i>Recommendations.....</i>	2-3
<i>Owned Data Insights.....</i>	4-7
<i>Earned Data Insights: Organization Data Set.....</i>	8-12
<i>Earned Data Insights: Key Topic Data Set.....</i>	13-17
<i>Earned Data Insights: Competition.....</i>	18-21
<i>Top Influencers.....</i>	22
<i>Appendix: Boolean Queries.....</i>	23-24

Executive Summary

IT GETS BETTER PROJECT®

Statement of Business Problem

The It Gets Better Project inspires people across the globe to share their stories and remind the next generation of LGBTQ+ youth that hope is out there and that it gets better. Our current issue is not utilizing and reaching our current existing audience by incorporating the content interact with most and not implementing the methods that would connect most with our potential audiences.

Data Overview

We analyzed 300 tweets from the official ItGetsBetter twitter account from December 2020 to February 2021 for our owned data. Using Brandwatch, we found our earned data. The ItGetsBetter twitter account has an audience of over 189.5K followers and on Instagram has over 99.5k followers. We lack direct data on It Gets Better's Instagram and Facebook.



KPI's:

1. Engagement: We analyzed engagement by measuring the number of likes, retweets, comments, and shares across social media platforms.
2. Common themes: We analyzed common themes in conversation across platforms
3. Sentiment: We were able to measure whether mentions of our brand had a positive, negative, or neutral feeling attached.

RECOMMENDATIONS

- 01** ACCORDING TO OUR SPIKE ANALYSIS, WHICH SHOWS INCREASED ENGAGEMENT WHEN CELEBRITIES INTERACT WITH IT GETS BETTER, WE RECOMMEND THAT THEY COLLABORATE WITH MORE LGBTQ+ PUBLIC FIGURES SUCH AS DRAG QUEENS, QUEER ACTORS, SINGERS, AND/OR POLITICAL TRAILBLAZERS.
- 02** BASED ON OUR OWNED DATA, WHICH SHOWS AN INCREASED NUMBER OF AVERAGE RETWEETS WHEN TWEETS INVOLVE STORIES AND/OR TESTIMONIALS, WE RECOMMEND HIGHLIGHTING MICRO-INFLUENCERS ON THE ITGETSBETTER TWITTER ACCOUNT BY TWEETING THEIR ACCOUNT AS WELL AS WHAT THEY ARE CONTRIBUTING TOWARD LBGTQ+ PROGRESS. THIS WOULD INTRODUCE THEM TO OUR EXISTING AUDIENCE WHO, FROM THE DATA, INTERACT WITH THESE TYPES OF RETWEETS THE MOST.
- 03** WE CAN SEE THE TOP TRENDING TOPICS THAT TWITTER USERS INTERACT WITH AND TWEET THE MOST FROM OUR EARNED DATA. WE RECOMMEND UTILIZING HASHTAGS THAT INCORPORATE THESE TOP TOPICS SO THAT POTENTIAL AUDIENCES CAN USE THE HASHTAGS TO GAIN ATTENTION FROM THE ITGETSBETTER TWITTER PAGE.
- 04** FROM OUR EARNED DATA, WE SAW THAT HOLIDAYS SUCH AS TRANS DAY OF VISIBILITY CAUSED A SPIKE IN ENGAGEMENT WITH OUR ORGANIZATION. IT WOULD BE BENEFICIAL TO INCREASE POST VOLUME DURING IMPORTANT DAYS SUCH AS THIS TO INCREASE USER ENGAGEMENT.
- 05** WE SAW THE HIGHEST AMOUNT OF ENGAGEMENT FROM THE 'IT GETS BETTER' SKIT THAT WAS AIRED ON SNL. PURSUING COLLABORATION WITH OTHER TELEVISION SHOWS OR NETWORKS COULD PROVE TO BE BENEFICIAL IN INCREASING ENGAGEMENT AND BRAND AWARENESS.

RECOMMENDATIONS

06 BASED ON OUR OWNED DATA, WE CAN SEE THAT OUR EXISTING AUDIENCE INTERACTS MOST WITH TWEETS THAT CONTAIN IMAGES DEEMED AS HUMOROUS OR ENTERTAINING. WHILE IT GETS BETTER DOES NOT CURRENTLY UTILIZE THIS INFORMATION AND CURRENTLY DOES NOT INCLUDE MANY IMAGES IN THEIR TWEETS, IF THEY WERE TO START INCLUDING FUNNY IMAGES IN THE TWEETS THEY COULD SEE MORE ENGAGEMENT IN TERMS OF RETWEETS. WE RECOMMEND UTILIZING FUNNY AND ENTERTAINING IMAGES IN TWEETS TO GARNER THE HIGHEST NUMBER OF RETWEETS.

07 FROM THE USE OF CUSTOM CLASSIFIERS FOR OUR ORGANIZATION DATA SET, WE WERE ABLE TO SEE A HIGH VOLUME OF CONVERSATION SURROUNDING LGBTQ+ RIGHTS. THEREFORE, IT IS IMPORTANT TO CONTINUE TO KEEP UP INVOLVEMENT IN THESE CONVERSATIONS, ESPECIALLY ON TWITTER WITH THE UTILIZATION OF RELEVANT HASHTAGS.

08 ACCORDING TO OUR DATA RETRIEVED BY THE TOP INFLUENCERS STATISTICS, WE RECOMMEND THAT INFLUENCERS EXPAND THEIR REACH AND FOLLOWER COUNT BY UTILIZING ORGANIZATIONAL SOCIAL ACCOUNTS AND SHARING THEIR PERSONAL PLATFORM WITH USERS OF THE LGBTQ+ COMMUNITY.

09 BASED ON THE COMPARATIVE SENTIMENT ANALYSIS, WE SAW THAT A MAJORITY OF THE SENTIMENT WAS NEUTRAL. WE RECOMMEND THAT TO REFLECT A MORE POSITIVE SENTIMENT, MORE ENGAGING POSTS SHOULD BE CREATED TO ATTRACT USERS RATHER THAN MAINLY TOPICS RELATED TO POLITICS AND THE LGBTQ+ COMMUNITY THAT LEAD TO BOTH A NEUTRAL AND NEGATIVE SENTIMENT.

10 BASED ON COMPETITIVE TALK, THE MOST FREQUENT HASHTAGS WERE RELATED TO THE TRANS COMMUNITY AND WE RECOMMEND THAT MORE NON-PROFIT ORGANIZATIONS ARE MENTIONED IN HASHTAGS TO EXPAND REACH AND ENGAGEMENT.

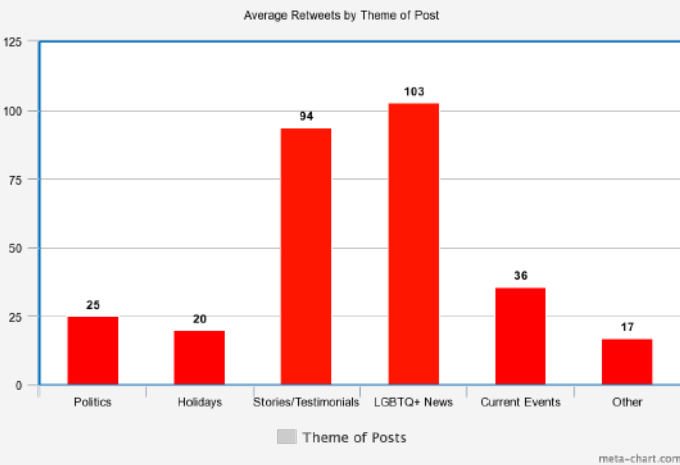


OWNED DATA INSIGHTS

**IT GETS
BETTER
PROJECT**

Actionable Insights

Average Retweets by Theme of Post



Impact of LGBTQ+ and Testimonies

As we look at our data, it is obvious that there is a consistent theme throughout many of the post, and they generally relate to the LGBTQ+ community and their personal stories/testimonies. Based on the mission and work of The It Gets Better Project, they focus heavily on empowering this community and it is prevalent throughout the theme of their Twitter posts.

Current Events Integration

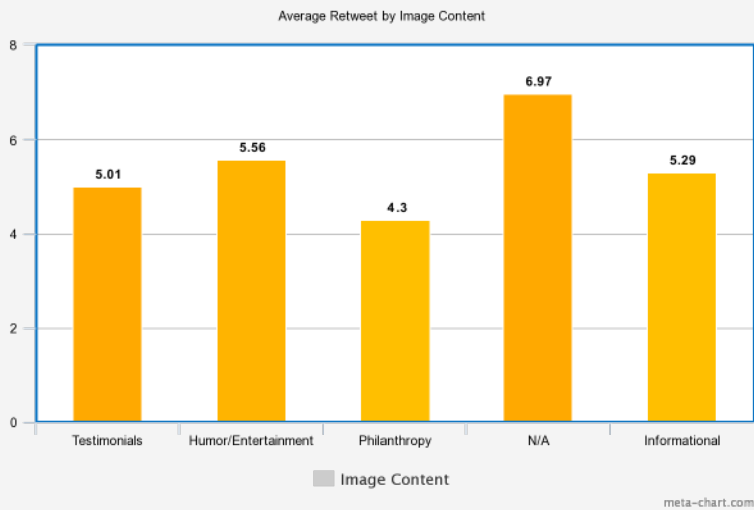
Although the main idea of IGB's Project is to encourage and empower the LGBTQ+ community and provide a safe space for members of the community, they make a great effort in incorporating current events that are being faced by the world as well as politic headlines that are impacting the LGBTQ+ community.

Analysis of Data

34% of their theme of posts are related to LGBTQ+ news specifically as well as 31% of the theme of posts being relates to stories and testimonials, which we saw had a tremendous amount of engagement because these tweets consisted of videos, and stories from members of the LGBTQ+ community and what their doing to raise awareness.

Actionable Insights

Average Retweets By Image Content



Lack of Consistency

As seen by our results, our organization is pretty inconsistent when it comes to the type of Image Content they produce on their Twitter. Typically, the Image Content they produce is attached to a link to an article or a video that they're highlighting, which is why it's harder to categorize them.

Lack of Image Content

The second highest category for retweets is N/A, which shows that there is a serious overall lack of image content being posted in general. Our organization could definitely benefit from producing more image content.

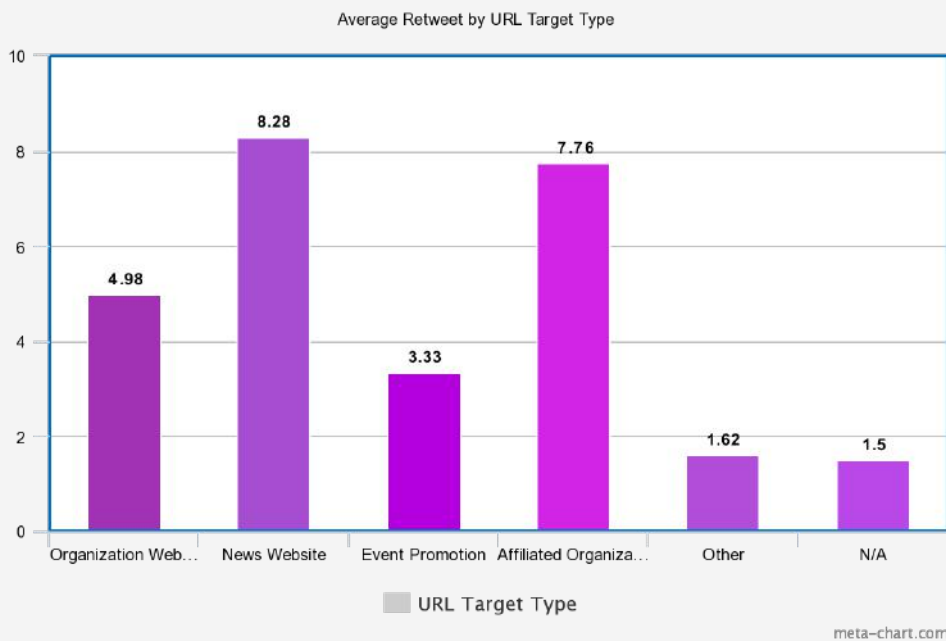
Popularity of Humorous Tweets

Shortly behind the highest category is the Humorous/Entertainment category, which shows how much their followers enjoy this type of image content.



Actionable Insights

Average Retweets by Target Type



Analysis of Data

The tweets including the URL types of news websites and publications were the most retweeted, being at 138. The ItGetsBetter Twitter account uses their platform to share LGBTQ+ related news but does so but still crediting the original publisher by including their own tweet headline but linking the URL to the news website.

Importance of URL Types

By linking the URL's of different websites and publications, ItGetsBetter is providing their audience with information from many different sources which may offer different views, opinions, standpoints, and information. Users are able to see credible information from a variety of different sources. We can see that the data is almost evenly distributed among the different URL times showing us the the audience is likely to interact and retweet any URL as long as the information is relevant to them, essentially LGBTQ+ information.



EARNED DATA INSIGHTS: ORGANIZATION DATA SET

**IT GETS
BETTER
PROJECT**

Time Period:

3 months from
Jan. 1, 2021-Mar. 31, 2021

Platform breakdown:

Total Reach Per Content Source

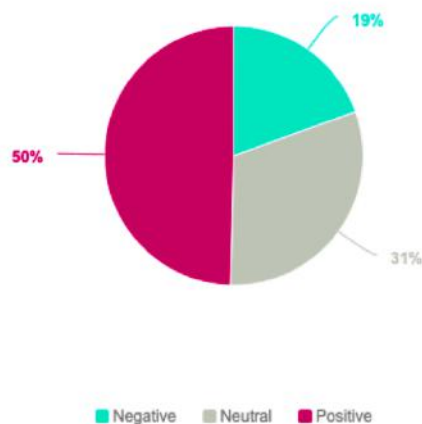
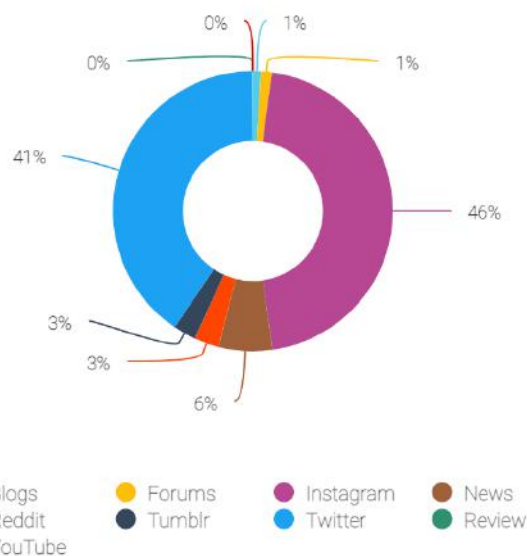
1. Instagram (8,538,907)
2. Twitter (7,306,725)

TOTAL MENTIONS

Our total mentions reported for this time period were 16k.

16k

▲ 637%
Previous Period: 2150

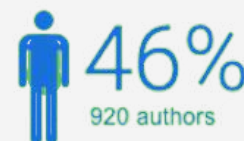


Sentiment:

Overall, 50% of mentions were positive, while 31% were neutral and 19% were negative.

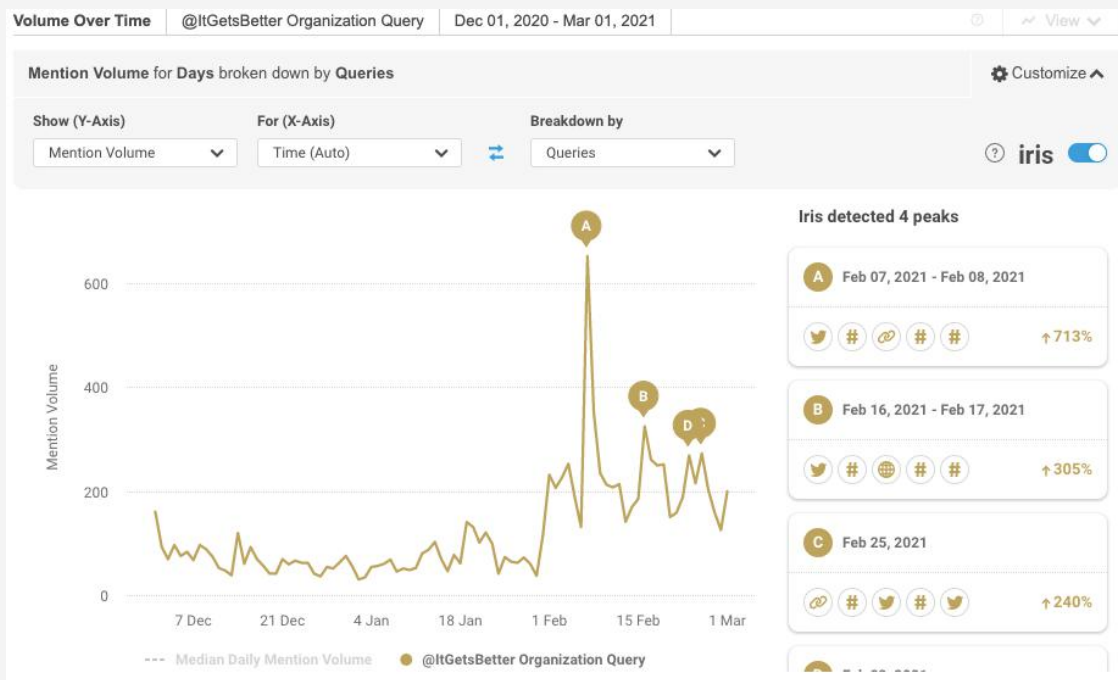
Gender Breakdown:

54% of those who engage in conversation surrounding our brand identify as female while 46% identify as male.



Spike Analysis

From our organization boolean search, we were able to discover insights about our organization and the users and conversations associated with it. For example, we discovered that Instagram and Twitter were by far the most used platforms associated with our organization, with Instagram taking up 46% and Twitter at 41%. News follows at 6%, and Reddit and Tumblr follow at 3% each. Total mentions over our time period per content source include: Instagram: 7,247, Twitter: 6,447, Reddit: 443, and Tumblr: 419. Our demographics by gender were almost evenly split, with Male at 54% and Female at 46%.



Our spike analysis allowed us to see the highest peaks of mentions over the past 3 months. The highest peak was on February 7th, when Saturday Night Live aired a skit about our organization. The second highest peak occurred on February 16th, when Entertainment Tonight Canada retweeted the link to the SNL skit.



Feb. 16th,
2021 (n=224)
Entertainment
Tonight
Canada
retweeted
the link to the
SNL skit



Feb. 7th,
2021 (n=533)
Saturday
Night Live
performed a
skit about It
Gets Better

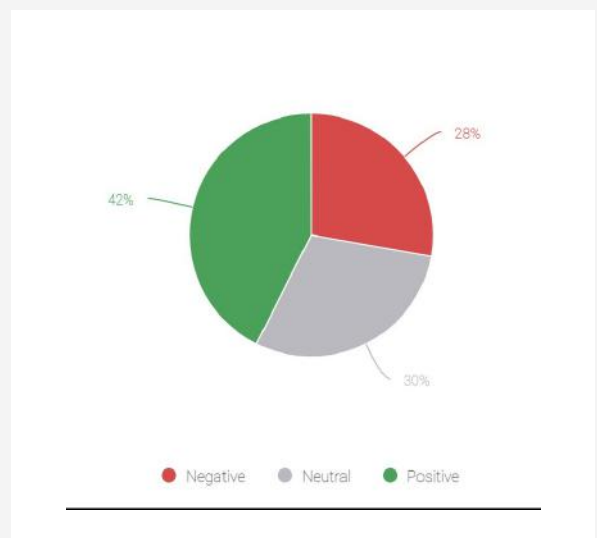
Organization Custom Classifiers

The process of creating custom classifiers

To begin the process of creating custom classifiers, we first selected custom classifiers from the tools menu in Brandwatch. After checking that the time frame was correct, we created four categories to sort our mentions. Our four categories were LGBTQ+ Awareness, LGBTQ+ Rights, LGBTQ+ Discrimination, and then one category was used to sort the irrelevant mentions. We then began scanning the mentions, and dragging them into their fitting categories, with each category needing at least 10 mentions to run. Below are our results from the Custom Classifiers.

1. LGBTQ+ Discrimination

This sub-category has to do with mentions discussing LGBTQ+ discrimination. While we expected most of the mentions to have negative sentiment, we found that the largest percentage was actually positive at 42%. After analyzing the data further, we found that the reason for this was because many of the mentions of LGBTQ+ discrimination mentioned people or projects that were actively opposed to LGBTQ+ discrimination. Aside from the positive sentiment, 30% of mentions were neutral and 28% were negative.



54 total mentions included this theme over our three-month time frame. One popular person associated with these conversations was Lil Nas X, who discussed the importance of being actively against LGBTQ+ discrimination.

Organization Custom Classifiers

Sub-categories:

2. LGBTQ+ Awareness

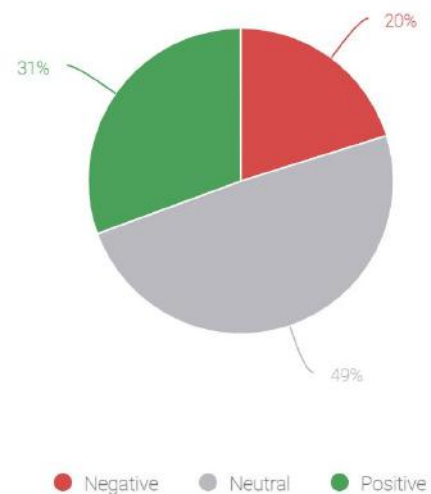
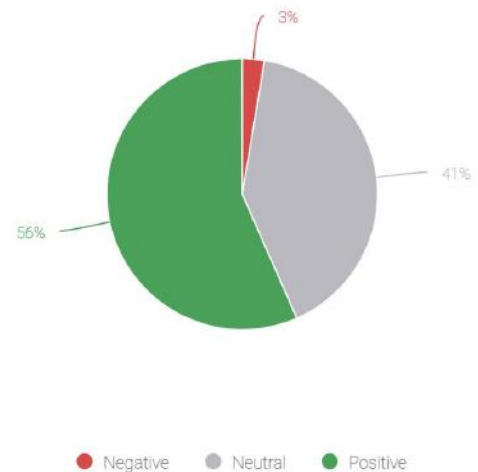
This sub-category has to do with mentions discussing raising LGBTQ+ awareness. Our sentiment analysis shows that 56% of mentions were positive, while 41% were neutral and only 3% were negative.

76 total mentions included this theme over our three-month time frame. We found that two of the most popular people associated in conversation were actress Raven-Symone and actor Elliot Page.

3. LGBTQ+ Rights

This sub-category has to do with mentions discussing topics or relevant news related to LGBTQ+ rights. Our sentiment analysis shows that 49% of mentions were neutral, 31% were positive and 20% were negative.

1144 total mentions included this theme over our three-month time frame. We found that many of these mentions also discussed the topic of human rights. Politics was another heavily-involved theme, with discussions such as former President Trump's stance on LGBTQ+ rights.

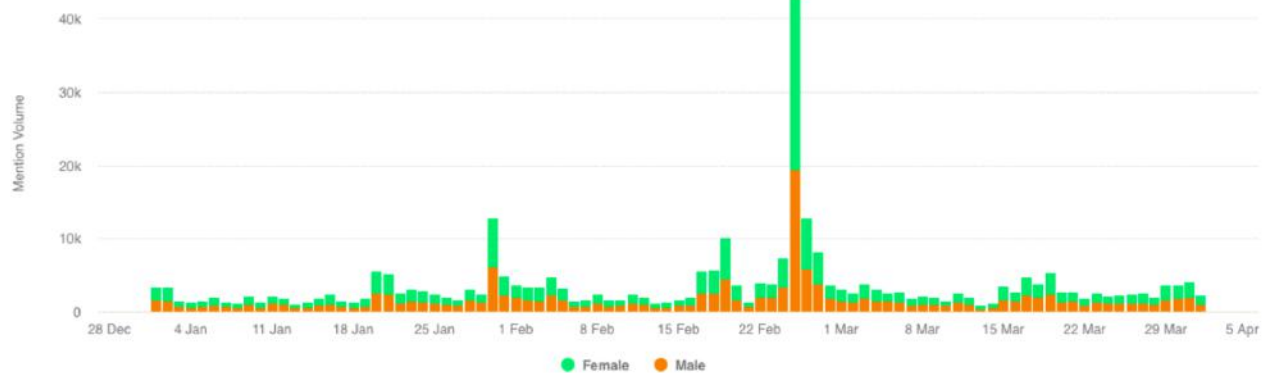




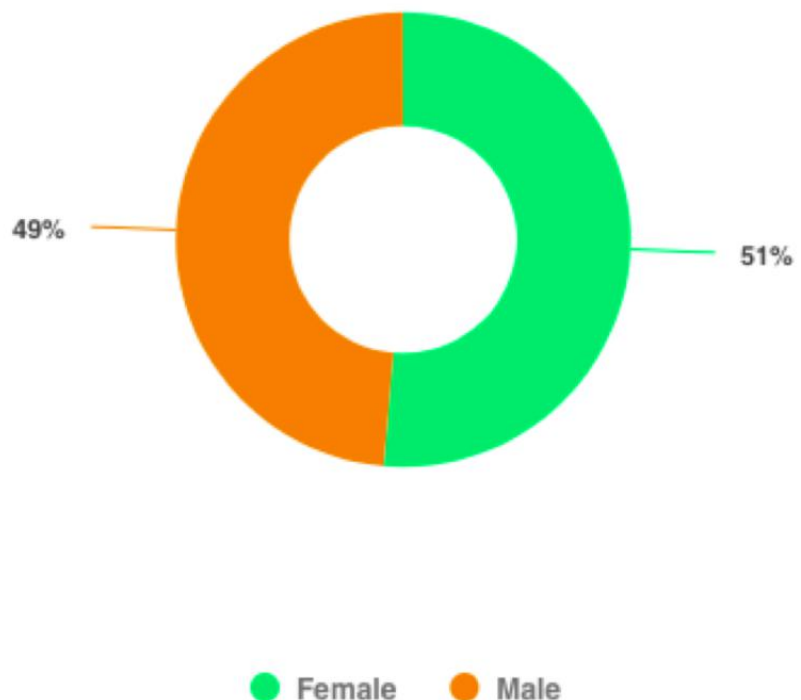
EARNED DATA INSIGHTS: KEY TOPIC DATA SET

**IT GETS
BETTER
PROJECT**

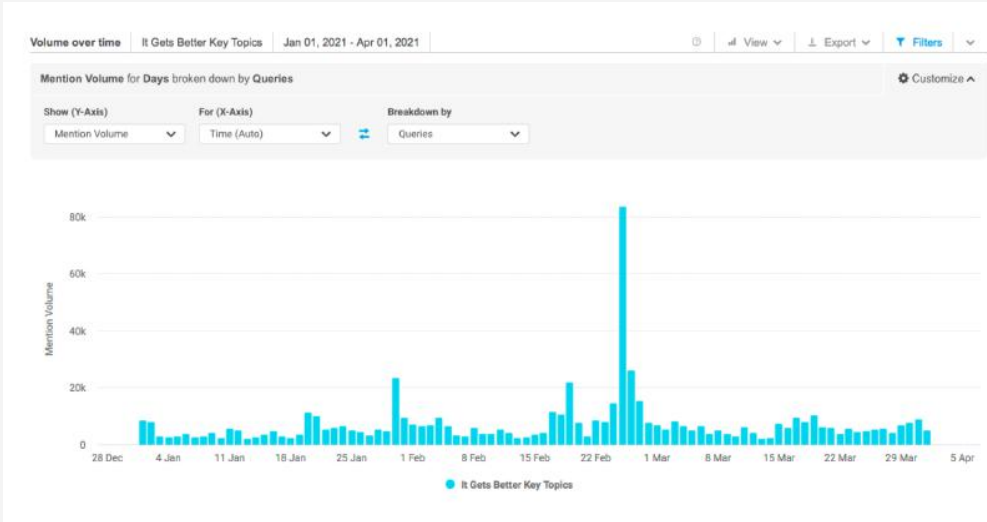
Data Description: Gender Demographic



The data description shows us that females are the ones who are using our key words more than males on their social media platforms



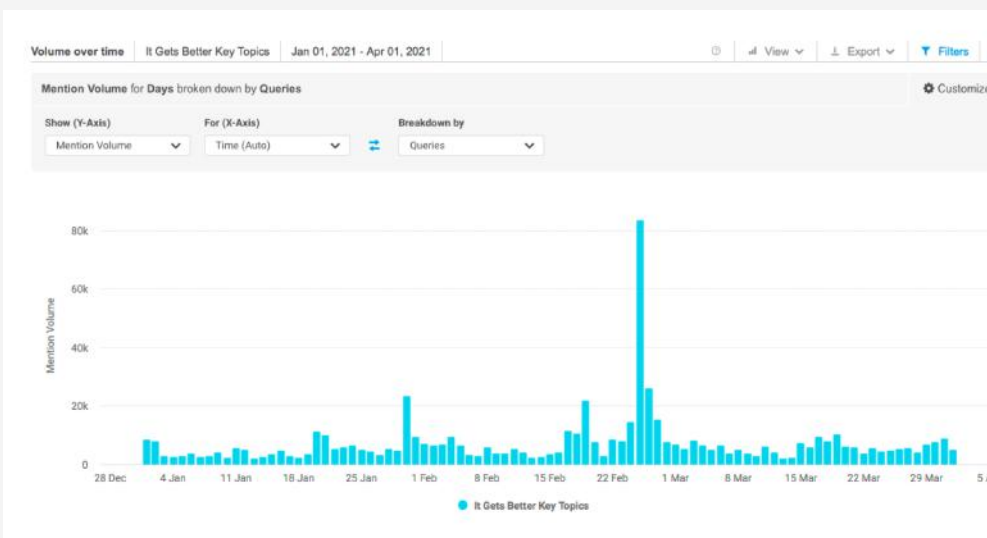
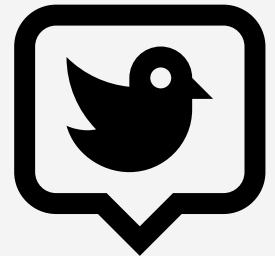
Spike Analysis



Spike 1: February 27th 2021 (n=1375), Taylor Swift quote tweets GLAAD



Spike 2: January 30th 2021 (n=317) President Biden gives a list of issues he has taken action of, one including LGBTQ rights.

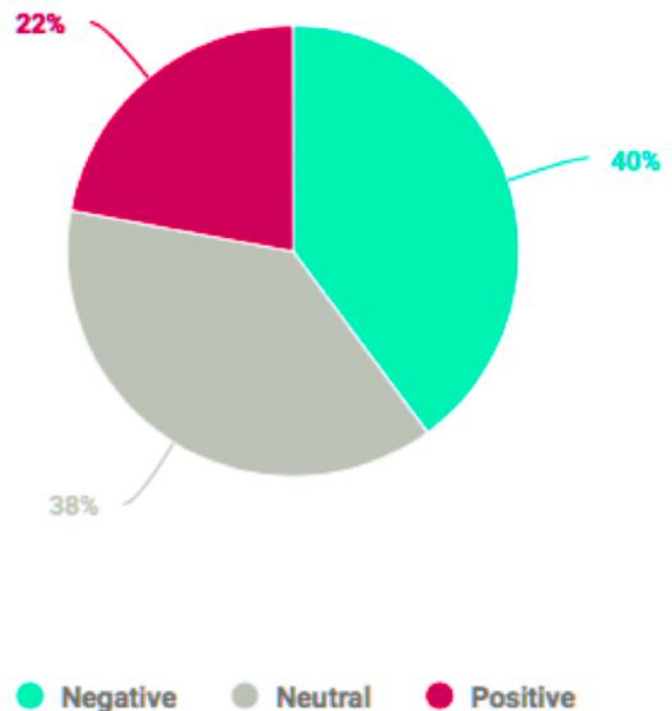


Spike 3: February 19th 2021 (n=291), Viral tweet acknowledging a gay, African American Youtuber who was a pioneer for the LGBTQ community on Youtube.



Sentiments

A majority of our key topics on Twitter are neutral because the tweets are simply citing facts pertaining to the topics. Many of those that are negative are reporting LGBTQ news in regards to politics which happen to often be negative. Positive tweets include elements about success in the LGBTQ community.





EARNED DATA INSIGHTS: COMPETITION

**IT GETS
BETTER
PROJECT**



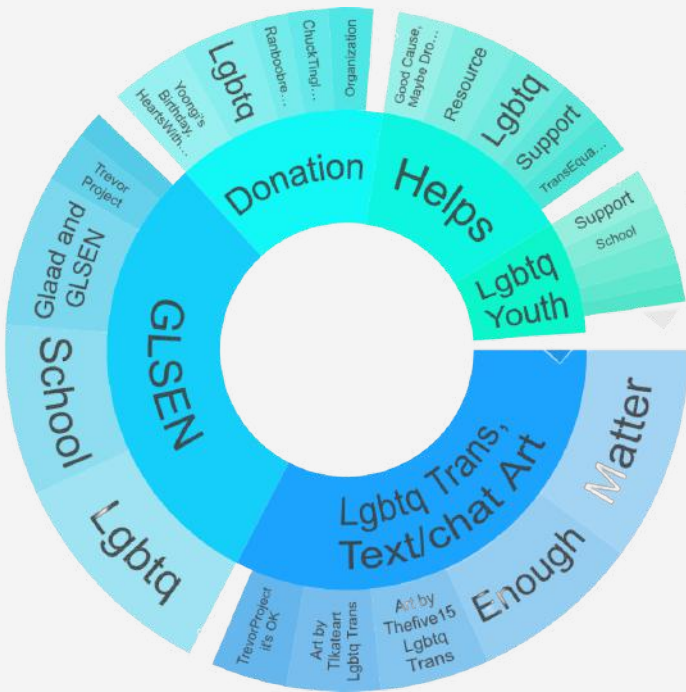
Competitive Talk

#ranboomybeloved mental health
 #thebelovedsupport leading national
 nonbinary people #thetrevorproject

#heartswithyoongi **Trans**
 support the trans and nonbinary Senate
 safe school environments free of harassment
 AMERICA

#btsarmy **Trevor Project** #humanrightscampaign
 crisis intervention and suicide prevention services
 young people under 25
 resources that support Today is International
 people in your life LGBTQ youth
 #protecttranskids

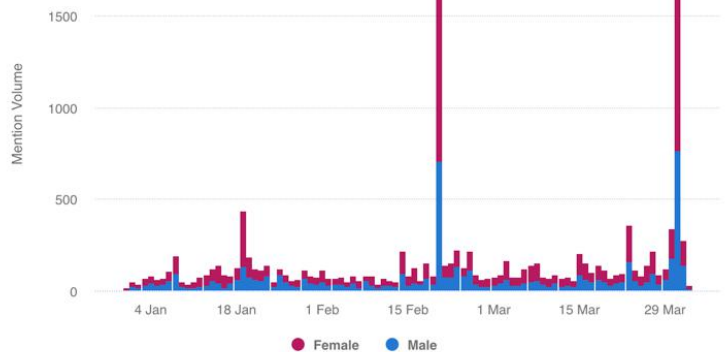
#transdayofvisibility
 transgender and nonbinary youth
 Today is #TransDayofVisibility
 national organization providing
 #ranboobreakswitch United States



Female Male

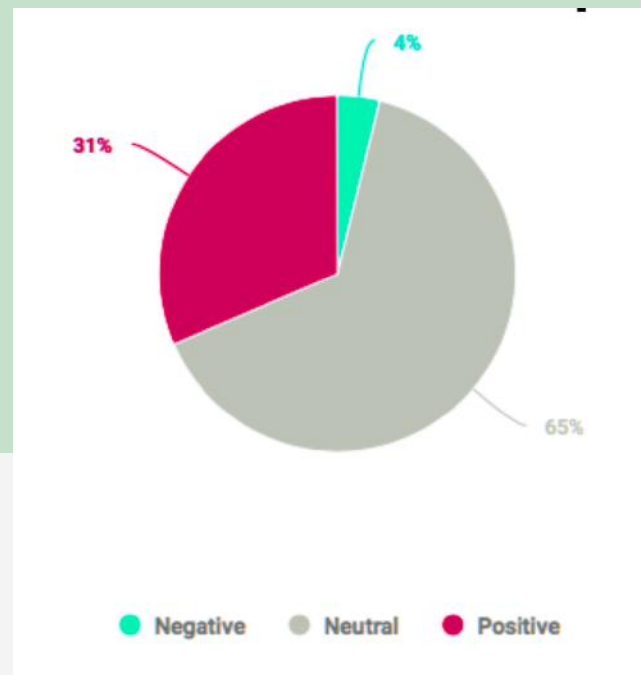
Here, we can see the most talked about hashtags, organizations, people, phrases, and keywords. We can see that tweets including keywords such as Trans, Trevor Project, and support the trans binary are the most talked about topics. Combined we see these tweets total mentions over 32,000 times.

32K
Total Mentions





Comparative Sentiment Analysis



We noticed a majority of the sentiment between organizations associated remained neutral by 65% and a positive sentiment with 31%. This does not mean that the content being published was bad but people either felt good about it or had not feelings towards it at all but depending on the post for instance this example was celebrating Trans Day of Visibility and had a more positive sentiment than negative based on Twitter engagement.

 **The Trevor Project** @TrevorProject · Mar 31

Happy #TransDayOfVisibility 🏳️‍🌈! #TDOV 🏳️‍🌈 is an important time to learn how to support the trans and nonbinary people in your life 💙💜💙

Our guide, illustrated by @DamiAnimated, is a resource you can share with your community. Download it here: trvr.org/TDOV 📄



7 942 4.3K

Spike Analysis

The Trevor Project
 @TrevorProject

Happy #TransDayOfVisibility! #TDOV is an important time to learn how to support the trans and nonbinary people in your life 💙💜💙 Our guide, illustrated by @DamiAnimated, is a resource you can share with your community. Download it here: <https://t.co/10fqXmNfOo> 📄 <https://t.co/4y3dGS1mJA>

Twitter • 31 Mar

Spike A
 n=4155

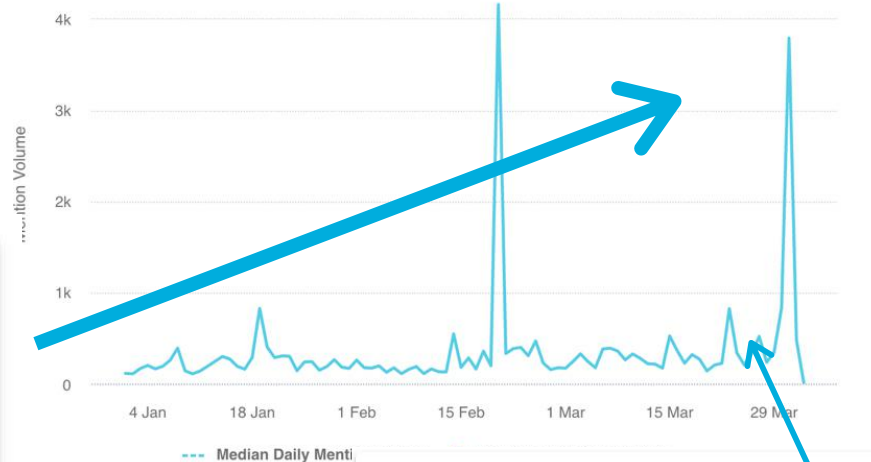
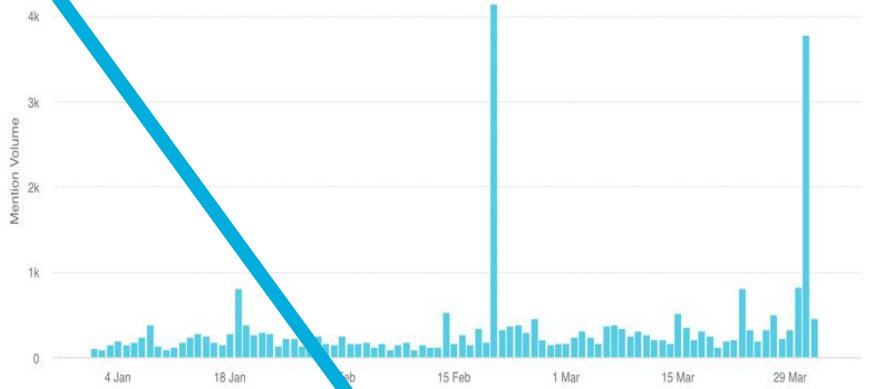
The Trevor Project reflecting on #TransDayofVisibility

Spike B
 n=3788

Another organization informing people of their resources

Spike C
 n=824

ItGetsBetter in support of No Name Calling Week



GLAAD
 @glaad

RT @Shakeenz 📄 A resource to help you #ProtectTransKids with help from @chasestrangio @ACLU @glaad @GLSEN @spicenter @TransEquality @TrevorProject @TransLifeline @genderandfamily @HRC @freedom4allusa Please read & share widely! #LetThemPlay 🗨️ (1/2) <https://t.co/D6y483hx5d>

Twitter • 23 Mar

Ellen Pompeo
 @EllenPompeo

If we've learned anything in the last 4 years, we know that words matter -- I am supporting @GLSEN for No Name-Calling Week -- Let's put #KindnessInAction for safe school environments free of harassment of LGBTQ+ students #safetobe <https://t.co/1PWJoNhj53>

Twitter • 19 Jan

Top Influencers

INFLUENCERS WHO SUPPORT THE LGBTQ+ COMMUNITY INCLUDE ACTIVISTS, MENTAL HEALTH ADVOCATES WITHIN THE COMMUNITY AND ADVISORS WITHIN OTHER ORGANIZATIONS SUPPORTING THE LGBTQ+ COMMUNITY.



JERSEY CRAIG
(@JERSEY_CRAIG)

Founder of #LGBTVoices

Reach- 11,108

Following- 44.5K



FRANCO N (@FRANCOCNAC)

Mental Health Advocate

Reach- 3,063

Following- 23.55K



ELIZA BYARD (@EBYARD)

Senior Executive Advisor

@GLSEN

Reach- 6,645

Following- 14.2K



APPENDIX: BOOLEAN QUERIES

**IT GETS
BETTER
PROJECT**

Appendix: Boolean Queries

WE SELECTED SEARCH TERMS BASED OFF OF THE SIMILARITIES IN WHICH OTHER ORGANIZATIONS, TOPICS AND COMPETITION SHARED WITH OUR SELECTED ORGANIZATION, ITGETSBETTER. THIS GAVE US MORE LEVERAGE AND INSIGHT INTO WHAT ALL WE COULD COMPARE AND REFLECT ON WITH THE EARNED DATA.

Organization: (“It Gets Better” AND (LGBTQ OR organization OR gender)) OR @itgetsbetter OR #itgetsbetter NOT “Covid-19”

Topics: (LGBTQ AND (“equality” OR “organizations” OR “lgbtq community”)) OR (LGBTQ AND (“gay marriage”)) OR (lgbtq AND (“mental health” OR “equality” OR “rights” OR “power” OR “celebrate”))

Competition: "TheTrevorProject" OR "LGBTQVictoryFund" OR "GLSEN" OR "HumanRightsCampaign" OR "#thetrevorproject" OR "#lgbtqvictoryfund" OR "#glsen" OR "humanrightscampaign" OR "@thetrevorproject" OR "@lgbtqvictoryfund" OR "@glsen" OR "@humanrightscampaign"