



ADPR 5750: SOCIAL MEDIA ANALYTICS

# GIRL SCOUTS OF AMERICA

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SPRING 2021

# EXECUTIVE SUMMARY

The purpose of this report is to gather and analyze actionable social media insights regarding the The Girl Scouts of America organization, as well as topics related to the organization, and its competition in order to propose effective recommendations for future social media use. Owned data (engagement associated with platforms owned by Girl Scouts) and earned data (social media activity regarding the organization, related topics, and competition) are both analyzed in this report.

Utilizing the social media monitoring program Brandwatch, we primarily analyzed Twitter, Tumblr, and Reddit, as there was a lack of available Instagram and Facebook data.

Female empowerment is an undoubted key topic related to this exclusively-female organization, and related themes analyzed included topics such as girl power, female leaders, social good, and even partisanship/politics.

The relevant organizations that we analyzed in competition with the Girl Scouts of America were the Boy Scouts of America, the Boys and Girls Club, and Girls on the Run.

## DATA OVERVIEW

### PLATFORMS ANALYZED:

Twitter, Tumblr, Reddit

### VOLUME:

Owned Data – 303 Tweets  
Earned Data – 316,257 posts

### DATE RANGE:

October 1, 2020 - February 23, 2021.

### PROGRAMS USED:

Brandwatch, Excel, Keyhole



### SHARE OF VOICE:

Compares the organization's amount of posts to the overall amount of posts and measures how much the organization captures the conversation.

### SENTIMENT:

Measures user's feelings about the organization and whether posts are positive, negative or neutral.

### ENGAGEMENT:

Measures Twitter retweets, replies and mentions, Tumblr post volume, themes and conversation, Reddit volume and conversation.

## KEY PERFORMANCE INDICATORS (KPI)

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# STATEMENT OF BUSINESS PROBLEMS

## GIRL SCOUTS' MISSION:

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. – **source: *GirlScouts.org***

## THE ORGANIZATION'S BACKGROUND:

We're 2.5 million strong—more than 1.7 million girls and 750,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we've honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place.

We're the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. – **source: *GirlScouts.org***

## BUSINESS PROBLEMS + QUESTIONS

Girl Scouts of America is a company well-known for their yummy cookies and mission to "build girls of courage, confidence, and character, who make the world a better place." But many of their social media practices may have to evolve as the world does...

- How can the Girl Scouts address diversity + inclusion measures on social while maintaining a female-exclusive organization?
- How can the Girl Scouts evolve to address changing societal values + trends while still staying true to the brand's original mission?
- How can the Girl Scouts satisfy a maximum amount of audience members, despite growing differences within Girl Scout's audience?
- How can the Girl Scouts take turn GS cookie eaters into GS followers?
- How can the Girl Scouts capitalize on earned media activity?
- How can the Girl Scouts increase their owned social media engagement?

# RECOMMENDATIONS

In terms of post theme, tweets posted by the Girl Scouts of America that are related to female empowerment have highest average engagement (23.21) among all posts. Because of this, we recommend that the organization increase the amount of female empowerment-themed tweets they post each month – whether that be through highlighting female success stories, sharing motivational "girl power" quotes, or by openly supporting women's rights initiatives.

Closely following female empowerment posts in average engagement are tweets regarding product promotion. Tweets posted by the Girl Scouts of America promoting their products and services (cookies, programs, merchandise, etc.) have an average engagement rate of 23.04. At the same time, we can also see that Girl Scouts tweets that incorporate sweepstakes hashtags (such as #YaySweepstakes) have a successful average engagement of 50.5. Because of these patterns, we recommend that the Girl Scouts increase how often they highlight their products and promotions via Twitter, and that it would be effective for them to begin including sweepstakes hashtags such as #YaySweepstakes in their tweets (whenever applicable) in order to increase engagement even further.

Tweets posted by the Girl Scouts of America that mention a celebrity/public figure do very well, with an average engagement of 22.6. Because of this, we suggest that the Girl Scouts continue to seek out public figures/celebrities with ties to their brand and their key theme of female empowerment. When tweeting about these affiliations, we suggest Girl Scouts mention/tag the celebrity to drum up engagement, as well as add #GirlPower hashtags to reaffirm their brand mission and values.

Oftentimes, cookies are the first thing that comes to mind when one thinks about the Girl Scout organization and brand. So it makes sense that tweets containing pictures of cookies do very well on the Girl Scouts Twitter, considering there is great brand recognition of the cookie product. Seeing as tweets containing pictures of cookies have an average engagement rate of 28.67, we suggest the organization continue taking advantage of this strong product affinity and increase the amount of images of cookies they tweet. We also suggest they continue promoting sweepstakes with cookies as the prize in order to increase engagement and boost traffic to their site, as one promotional sweepstakes they tweeted offering up cookies on February 8, 2021, garnered 30 retweets, 110 likes, and 203 replies.

On February 17, 2021, a major spike in social media activity took place surrounding Girl Scout's thin mint cookies after influencer and YouTuber @AndreaRussett tweeted about her love for the cookies, earning over 65 replies, 791 retweets, and 6,200 likes. Once again, we recommend that GS utilize their strong product affinity here, but this time, by taking advantage of popular influencers who like their cookies. Therefore, we suggest the Girl Scouts begin sending free PR packages (including cookies) to supportive influencers. If these influencers post their free products, social media activity will increase, as will eventual engagement with the Girl Scouts social medias.

# RECOMMENDATIONS

Girl Scouts tend to dominate the earned social media activity across Twitter, Tumblr, and Reddit when compared to competitors, like the Boys Scouts, the Boys & Girls Club, and Girls on the Run. But, due to recent backlash for partisanship + palm oil, this earned media holds only a 24% positive sentiment, with a 25% negative sentiment. It is our recommendation that these scandals have heavily affected the sentiment surrounding Girl Scouts, and that the organization needs to address these issues in order to regain a more positive sentiment with users. In terms of addressing these issues, we recommend the Girl Scouts move forward as transparently as possible, making sure to update individuals on their progress and changes.

Undoubtedly, the highest social media activity in regards to the Girl Scouts of America took place when in October 2020, they were faced with an extreme amount of backlash after posting to congratulate new conservative Supreme Court Justice, Amy Coney Barrett, and deleted the tweet in response. This deletion even furthered the outrage, and led to journalism Megyn Kelly publicly knocking the brand. Due to this set of circumstances, we highly recommend that the organization, though often posting about female empowerment, try at all costs to avoid mentioning divisive political figures on their social media platforms. Any figure who can be seen as alienating to any potential Scout or follower should not be featured. We also recommend that the Girl Scouts also avoid deleting any of their Tweets, as this can be seen as deceptive and even cowardly, as many pointed out after the Girl Scouts did so.

Much of Girl Scout's most recent earned media activity has been due to Troop 6000, a troop founded for homeless girls in New York City. Girl Scout cookie eaters around the US have supported the group in masses. Due to the great response, it's clear that individuals are very apt to support such causes that help young women, especially those impoverished. Therefore, we recommend the Girl Scouts create more, similar opportunities and share them via social media. We also recommend that GS replaces some of their senior-citizen-focused philanthropy work to work that is more geared towards diverse and underprivileged youth.

Girl Scout cookie sale season runs from January - March. During this time, the Girl Scouts own social media pages, as well as social media activity in general, often sees a large rise as fans of the cookies anticipate and celebrate one of their favorite times of the year. Because the Girl Scouts have such a strong product, which many feel a great affinity towards, we recommend Girl Scouts take advantage of this, by interacting with users who tweet in support of the cookies in order to broaden their organization's follower count and overall base. This can convert social media activity and engagement into a more valuable, long-term audience.

When it comes to utilizing hashtags, the highest average engagement on the Girl Scouts social media came from hashtags referencing sweepstakes (50.5) followed by holidays (19.2). When it comes to earned data, we also see that #NationalCookieDay and #WomenInScienceDay are two holidays which garner the highest spikes of social media activity. Because of this, we recommend that the Girl Scouts of America begin tweeting about more of these smaller holidays which fit their mission and brand. We also suggest that the organization help to improve the engagement of these tweets by adding appropriate holiday hashtags, as well as offering sweepstakes and tagging those as well when possible in order to create more of an incentive for users to interact, engage with, and hopefully even follow the organization.



# OWNED MEDIA DATA

ENGAGEMENT ACROSS  
GIRL SCOUTS' SOCIAL PLATFORMS



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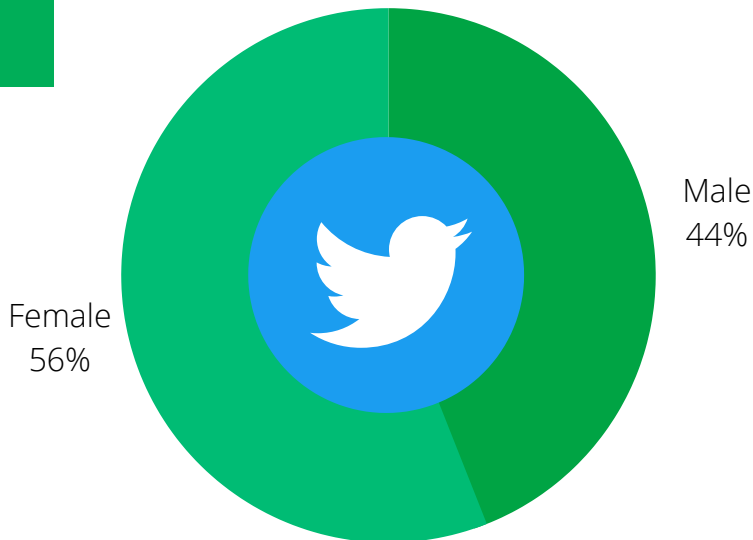
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# OVERVIEW

We analyzed the social media presence of Girl Scouts of America on Twitter, as this platform was the most frequently used by the organization. @GirlScouts currently has over 96,700 followers on Twitter, follows 2,360 other accounts, and has tweeted over 49,000 times.



## VOLUME + DATE RANGE:

303 original tweets authored by @Girlscouts were analyzed as owned data for this report. All owned data was collected between October 1, 2020 - February 23, 2021.

## DEMOGRAPHICS:

Girl Scout of America's Twitter engagement is skewed slightly more female, with 56% of engagement coming from a female audience, and 44% from a male audience. Over 95% of this audience is located in the United States of America.

## THE GIRL SCOUTS TWITTER PROFILE:

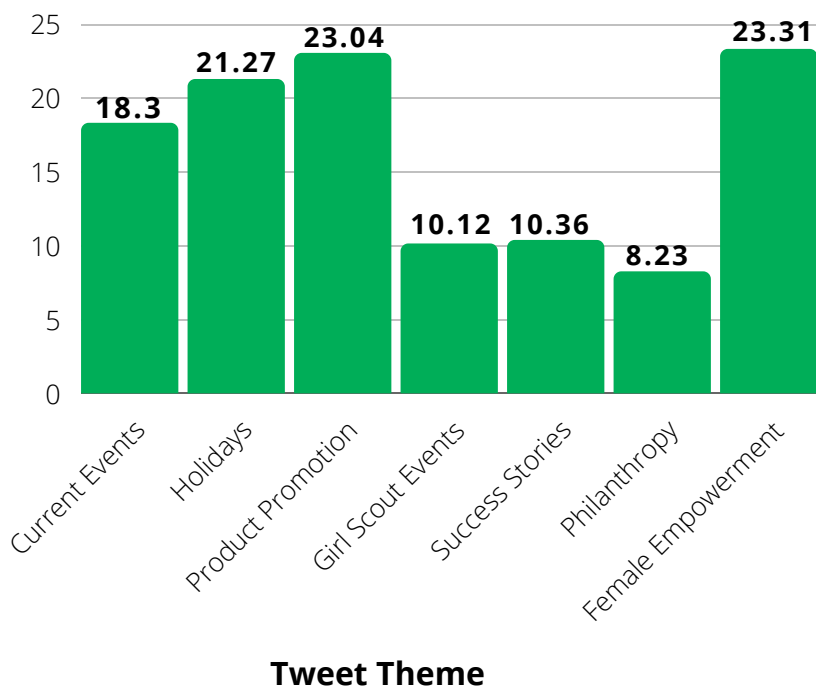




# ACTIONABLE INSIGHTS

## AVERAGE ENGAGEMENT BY TWEET THEME

Average Engagement by Tweet Theme



Tweet Theme

## PRODUCT PROMOTION

Following female empowerment in engagement/popularity are tweets about products, promotions, and sales. These tweets typically advertise Girl Scout cookies, programs, merchandise, etc. and earn an average engagement of 23.04, making them almost as successful as tweets regarding female empowerment. This could have something to do with the fact that consumers are generally very familiar with Girl Scouts' products (cookies, programs), as compared to other aspects of their organization (mission, values).

## FEMALE EMPOWERMENT

The highest engagement the Girl Scouts of America's Twitter sees occurs when the organization tweets about the theme of female empowerment. These tweets include highlighting successful women (many of whom are Girl Scout alum), as well as posting motivational stories and quotes that encourage girl power and inspire young women. The Girl Scouts' Twitter saw an average engagement of 23.31 when they used their platform to highlight these empowering women and stories, more than double the engagement of posts regarding philanthropy (8.23), Girl Scout events (10.12), and brand success stories (10.36).



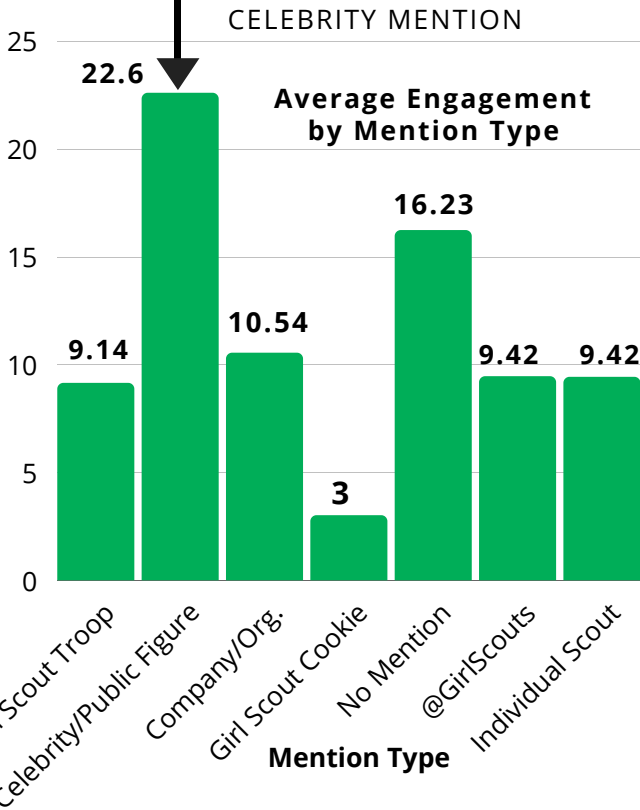
FEMALE EMPOWERMENT TWEET

# BY MENTION TYPE

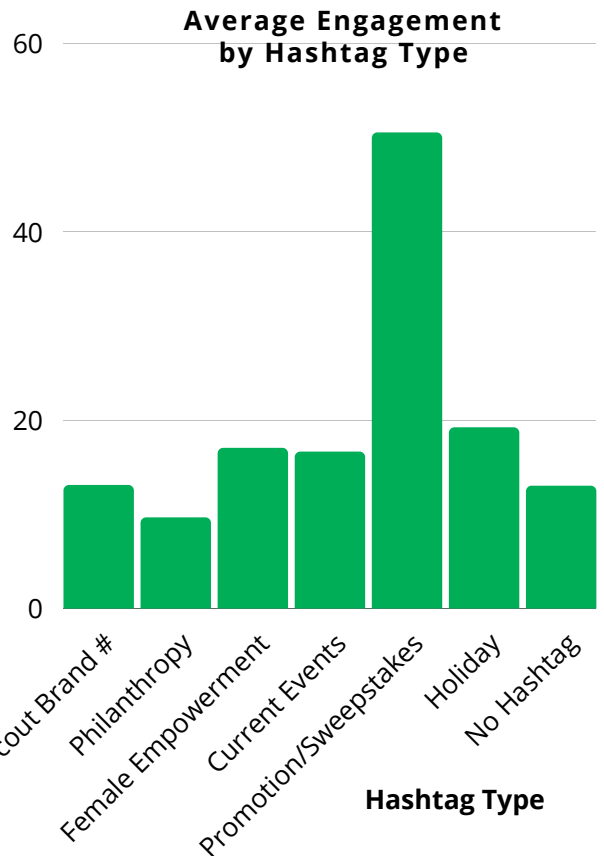


# CELEBRITIES + PUBLIC FIGURES

When it comes to mention type, tweets that mention celebrities or public figures have by far the highest average engagement across the Girl Scouts of America's Twitter (22.6). The Girl Scouts continuously highlight and support female public figures on their social media, from activists like Malala Yousafzai, to Girl Scouts alums like Taylor Swift, and these generally receive a large amount of engagement. Many times, this is because the public figure responds or retweets, which can increase reach and engagement tenfold. Other times, these tweets do well simply because of the name recognition associated with mentioning a public figure or celebrity.



# BY HASHTAG TYPE



# #SWEEPSTAKES

By a landslide, the highest level of average engagement by hashtag type posted by the Girl Scouts of America's Twitter took place when hashtags relating to sweepstakes and product promotion were posted. Most notably is the #YaySweepstakes hashtag, which is commonly used by the Girl Scouts and garners high engagement when used in promotional posts. Most recently, this hashtag was used when the Girl Scouts tweeted to promote their latest sweepstakes prize – a free year's supply of Girl Scout cookies. As suspected, this tweet generated a large amount of shares, mentions, and retweets and greatly elevated the average engagement for these type of posts.

# ACTIONABLE INSIGHTS

## AVERAGE ENGAGEMENT BY IMAGE CONTENT

### COOKIES

The highest average engagement (28.67) the Girl Scout's Twitter sees in regards to image content are by far the posts which involve Girl Scout cookies. Delicious cookies are often one of the first things that comes to mind when one thinks of the Girl Scouts brand and organization. Because Girl Scout cookie sales only run through January, March, much of the engagement we monitored during our timeframe of October - February was made up of cookies fans looking forward to and celebrating #CookieSeason. Many of these tweets also include promotional sweepstakes offering up cookies, like the one below, posted on February 8, 2021, which garnered 30 retweets, 110 likes, and 203 replies.



### QUOTES & GRAPHICS WOMEN & GIRLS

Nearly tied for the second-highest average engagement (15.25) that we see on the Girl Scouts Twitter comes from posts with images including quotes and graphics. Many of these posts include elements that encourage engagement, particularly through replies or quote tweets, and are motivational - many falling under the theme of female empowerment. Just are photos that include women and girls, which have an average engagement rate of 14.92. These posts highlight women and girls, from individual scouts to powerful leaders - again, many falling under the theme of female empowerment. It makes sense that posts that include photos with quotes + graphics and women + girls are quite popular with their existing audience, considered the majority of their Twitter followers and fans are female (55%).



COOKIE IMAGE CONTENT



# EARNED MEDIA DATA

CROSS PLATFORM CONVERSATIONS  
REGARDING THE GIRL SCOUT ORGANIZATION



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# ORGANIZATION DATASET: TWITTER

## CUSTOM CLASSIFIERS ~ AI ANALYSIS

To analyze the social media activity and conversations regarding the Girl Scouts of America organization, we analyzed a set of popular topics surrounding the organization using Custom Classifiers on the Brandwatch program.

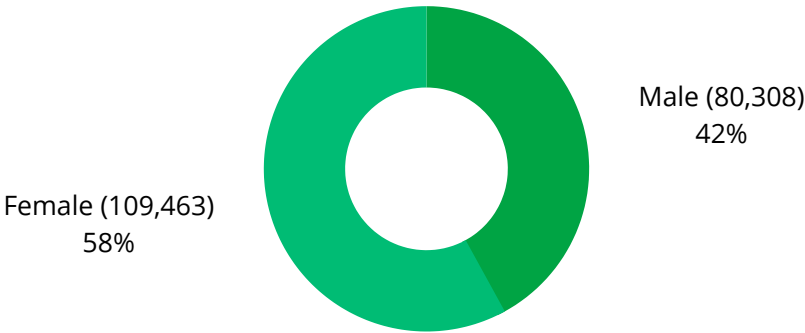
Custom Classifiers allow users to analyze data by specific, hand-picked categories, which are trained using the artificial intelligence system algorithm, called Brightview.

Using Custom Classifiers, we segmented the data into three main categories based on post type. The categories included:

**Cookies/Cookie Season  
Ties to Palm Oil + Child Labor Industry  
Political Partisanship**

### VOLUME + DATE RANGE:

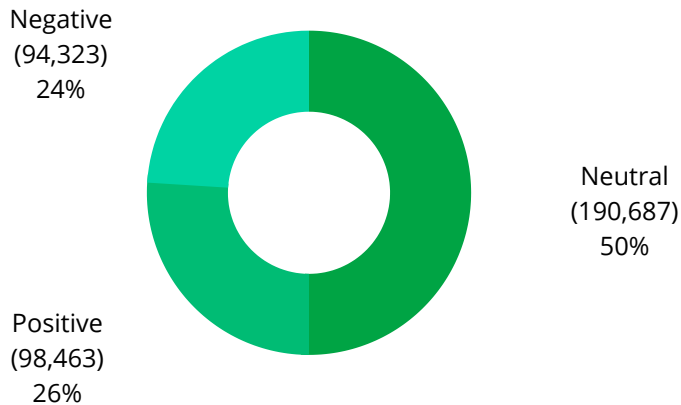
383,474 tweets between October 1, 2020 - February 23, 2021 analyzed.



**DEMOGRAPHICS:**  
Girl Scout of America's Twitter engagement is skewed slightly more female, with 58% of engagement coming from a female audience of 109,463, and 42% from a male audience of 80,308.

### OVERALL SENTIMENT:

When it comes to social media activity regarding the Girl Scouts of America organization, 50% of the overall conversation is neutral, while 26% is positive, and 24% is negative.



## COOKIES

From October 20, 2020 - February 23, 2021, there were 74,198 tweets published about the topic of Girl Scout cookies. Of these tweets, 32,085 (43%) were neutral, 26,208 (35% were positive) and 15,903 (22%) were negative. When it comes to these tweets, 59% of authors are female, while 41% are male.

As noted earlier, Girl Scout cookie sales season runs from January to March. This season can be clearly noted as social media activity surrounding the Girl Scouts organization and cookies skyrocketed between those months. Nearly all peak activity detected references the sale of cookies, and general love for the product.



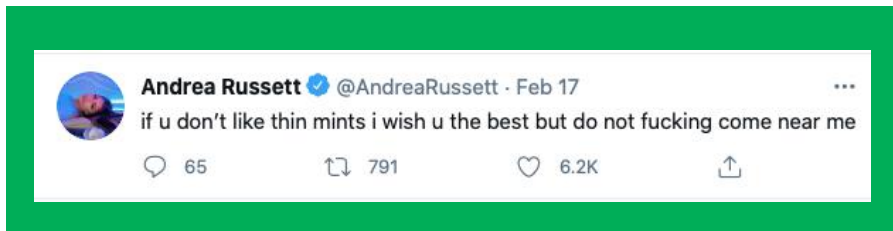
**COOKIE SALES TWEET**



Peak A took place on January 25, 2021, after Twitter user @Suite\_Tea promoted young Allie's cookie sales page. The Tweet garnered 606 retweets, 17 replies, and 854,304 impressions.

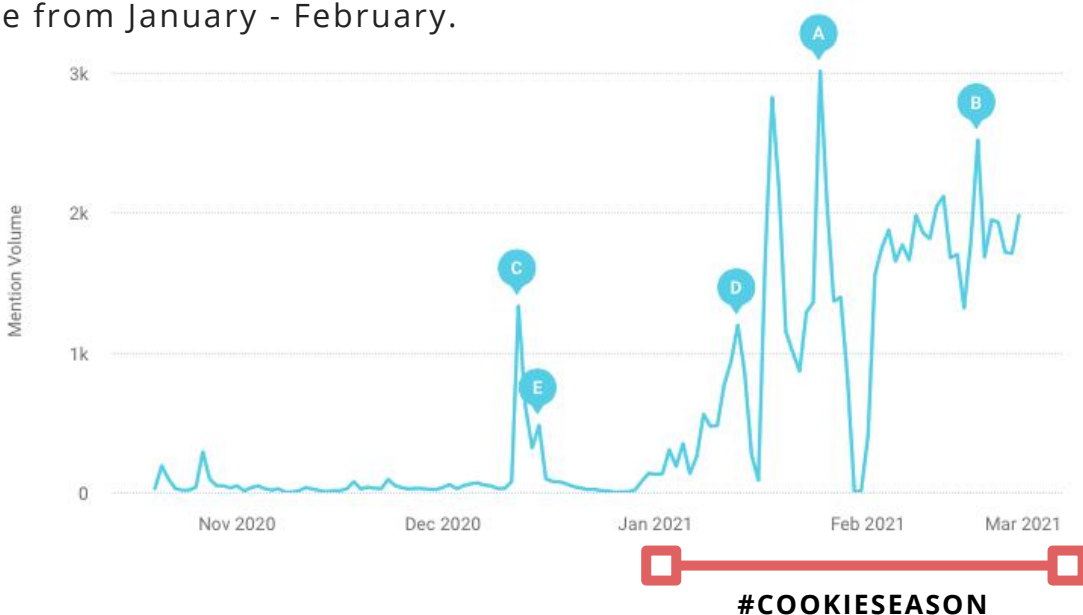


The second-highest spike took place on February 17, 2021, after YouTuber and Twitter user @AndreaRussett posted about her love for thin mint cookies, which earned her over 65 replies, 791 retweets, and 6,200 likes.



### SPIKE ANALYSIS:

Note the general increase in activity when cookie sales season begins and takes place from January - February.



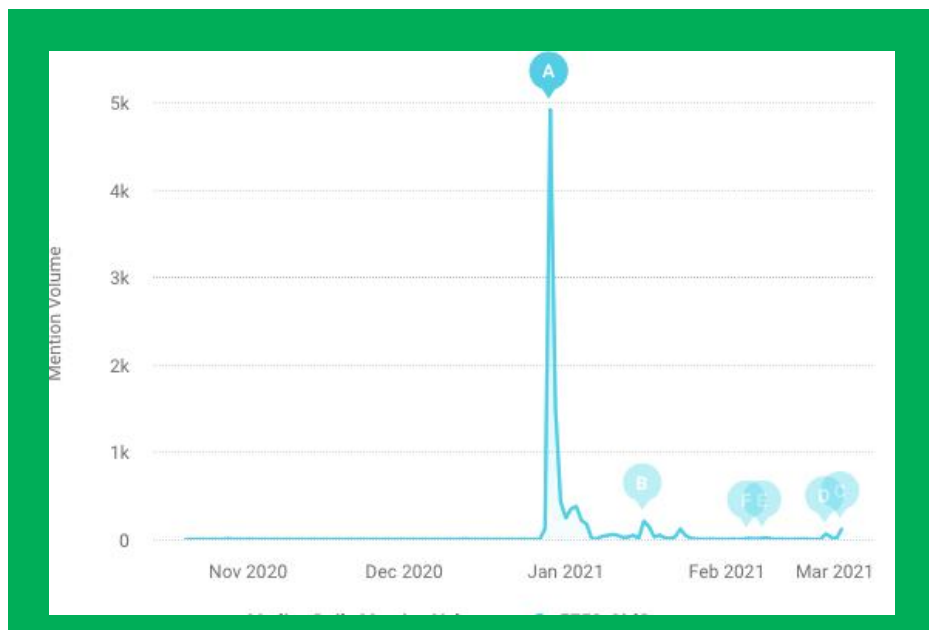
## PALM OIL + CHILD LABOR INDUSTRY

Earlier this year, the Girl Scouts organization was thrown into a scandal when multiple news outlets posted articles tying the organization's cookie products to the unsustainable palm oil industry, as well as the child labor taking place within the palm oil industry. Between October 20, 2020 and February 23, 2021, there were 9,616 tweets published regarding Girl Scout's affiliation to the issues. Of those talking about the incident, 56% were female, and 44% were male. When analyzed by sentiment, 77% of these tweets were neutral, 17% were negative, and only 5% were positive. When it came to analyzing the tweets by emotion, nearly half (47%) of users had responded in "disgust."

### SPIKE ANALYSIS

The scandal came to a head when the Associated Press posted a tweet linking their article exposing the link between the organization and child labor in the palm oil industry. This tweet gained 737 retweets, 16,523,378 impressions, and over 1,100 likes.

This tweet was followed by a flood of smaller spikes, caused by everyday citizens and Twitter users who took to posting about the issue themselves, like this Twitter thread posted by @yashar, which earned 358 retweets, a reach of 191,025, and over 1,000 likes.



## POLITICAL PARTISANSHIP

### THE DELETED TWEET

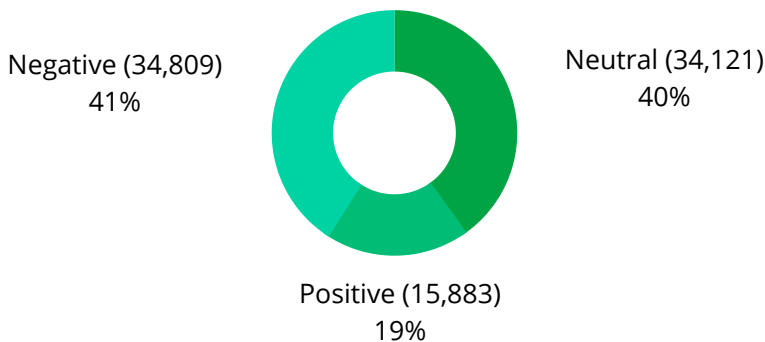


Issues arose once again for the Girl Scouts organization when in October 2020, they were faced with an extreme amount of backlash after posting to congratulate new conservative Supreme Court Justice, Amy Coney Barrett. After receiving a number of hateful responses, the organization deleted the tweet, which even furthered the outrage, after many individuals posted a screenshot of the deleted tweet and accused the Girl Scouts organization of "caving to the liberal mob."

Popular conservative journalism Megyn Kelly shared the screenshot to her 2.5 million followers, calling the Girl Scouts of America "pathetic" and "partisan." This tweet gained over 3,300 retweets and 17,200 likes, and it was just one of 140,828 total tweets about the scandal. Compared to other post types, this topic garnered a bit more equal of a gender split when it comes to the users engaging in the social media activity, with 51% of users being female and 49% male.

### OVERALL SENTIMENT

The overall social media activity surrounding the topic was overwhelmingly negative, with 41% of tweets being negative, 40% neutral, and only 19% positive. Some thanked GS for removing the post, while others were disgusted by the move.



MEGYN KELLY'S RESPONSE





# EARNED MEDIA DATA

CROSS PLATFORM CONVERSATIONS  
REGARDING KEY RELATED TOPICS



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# TOPIC DATASET: TWITTER

We analyzed social media activity and conversations regarding topics related to the Girl Scouts of America (like female empowerment and women in stem) across Twitter, Tumblr, and Reddit using Brandwatch.

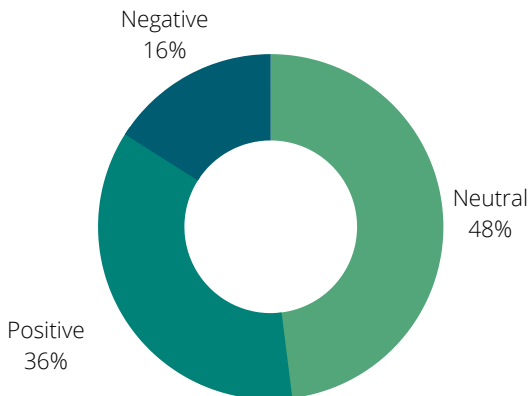


## VOLUME + DATE RANGE:

There were over 6,465,317 posts authored between October 20, 2020 - February 23, 2021 regarding topics surrounding the Girl Scouts of America. Out of these 6,465,317 mentions, a large 5,068,764 (78.4%) came from Twitter, while 707,736 (10.9%) came from Tumblr, and 689,481 (10.9%) from Reddit.

## DEMOGRAPHICS:

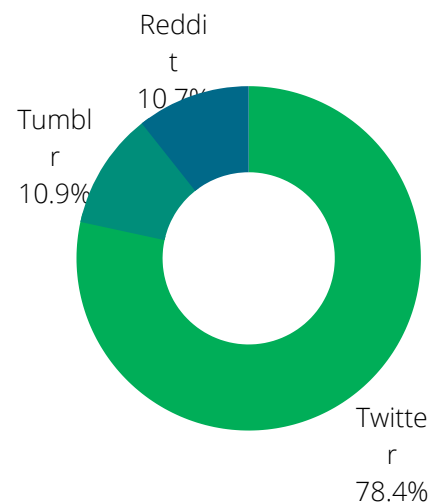
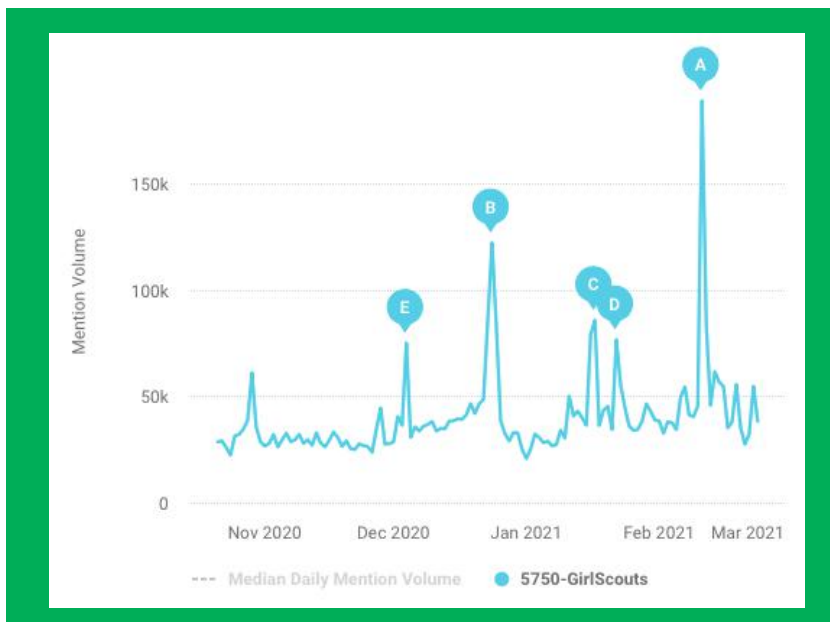
When it comes to the Twitter topic dataset, 57% of users are female (1,054,022) while 43% (798,348) are male.



## TWITTER SENTIMENT

According to Brandwatch, Twitter sentiment regarding topics relating to the Girl Scouts of America are 48% neutral (2,394,831), 36% positive (1,829,446), and 16% negative (808,259).

## TWITTER CONTENT OVER TIME



## WOMEN IN SCIENCE:

The largest spike in Twitter activity between October 20 - February 23 regarding topics associated with the Girl Scouts took place on February 11, 2021, when Twitter celebrated #womeninscience day. On this day, thousands of Twitter users, from large organizations like the United Nations to individuals around the world joined in to tweet in celebration of the day and of women and girls in science and stem. These tweets were often accompanied with the hashtags #womeninscience, #womeninstem, #womeninscienceday. The United Nation's tweet garnered a reach of 349,172, 884 likes, and 462 retweets. These tweets heavily tie to Girl Scout's mission of advancements for women and girls.

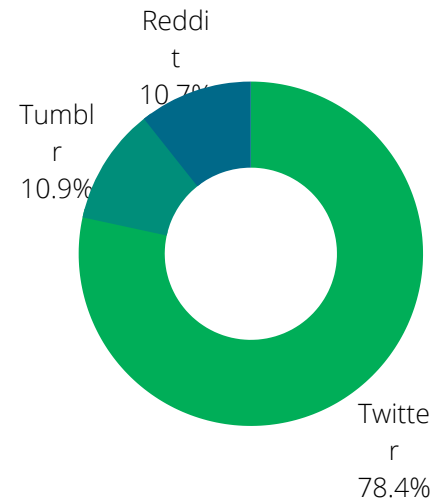


## NATIONAL COOKIE DAY:

Another spike took place when #NationalCookieDay arrived on December 4th, 2020. On this day, many accounts took to Twitter to celebrate one of their favorite snacks, most tweets tagging #NationalCookieDay. Seeing as how strong of a product affinity the Girl Scouts of America have when it comes to their cookies, this would be a great "holiday" for the organization to begin highlighting on their socials, perhaps promoting sweepstakes and free cookie deals on this day.

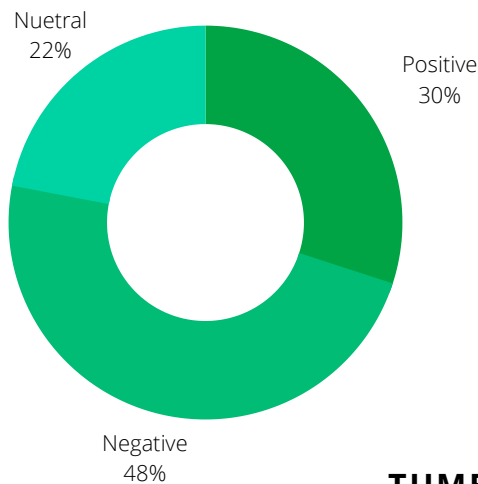
### VOLUME + DATE RANGE:

Between October 20, 2021, and February 23, 2021, there were 707,736 posts on Tumblr regarding the topic surrounding Girl Scouts. This makes up the second-highest portion of the overall mentions for topic data, just barely having a higher number than Reddit.



### DEMOGRAPHICS:

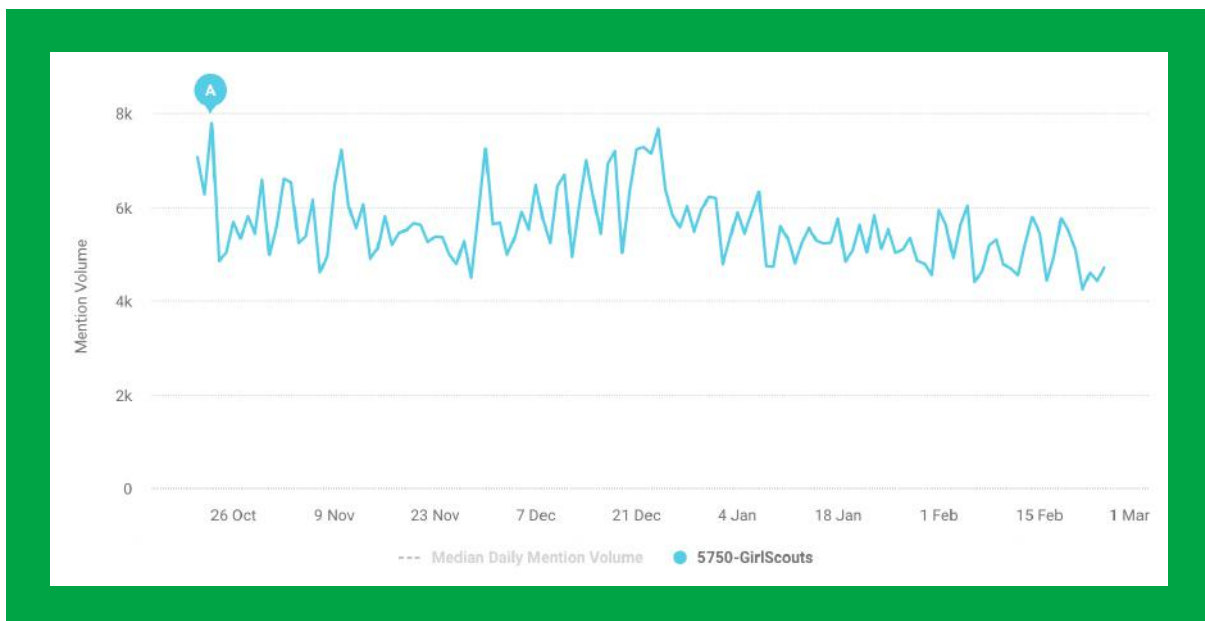
When using the Brandwatch tab for demographics, there is no data available for Tumblr. This is most likely due to users not needing to include their gender when making an account.



### OVERALL SENTIMENT:

The overall sentiment for topic data found on Tumblr is leaning more towards negative at 48% (335,702) of posts. 30% (214,213) of the posts are positive, and 22% (157,860) are considered to be neutral.

### TUMBLR CONTENT OVER TIME



## NO DISTINCT DRIVERS:

When overviewing the mention volume for the Tumblr topic data set, IRIS detected one peak, and there were no distinct drivers able to be found. When clicking on it and going through the posts manually, we still could not detect an overall theme that could connect the posts. It seems like a large portion of the mentions for the topic data set are extremely irrelevant to our overall topic. This could be due to having too wide of a query. One of them ((*girl AND ("empowerment" OR "development" OR "power" OR "leadership" OR "adventure" OR "strength" OR "strong")*)) that we hoped would give us mentions about female empowerment and strength, seemed to have resulted in some rather inappropriate results that we did not expect or want to Include due to lack of relevancy.

## COOKIES FOR SANTA:

Although only one peak was detected, the second-highest spike for volume occurs on December 24th, 2020: Christmas Eve. Although a peak was not detected and therefore there are no "distinct drivers", reviewing It by topic rather than snippets shows that most of the topics for this peak revolve around Christmas. Some of the largest words include "Santa", "Christmas", "Cookies", "Gingerbread" and "Milk". Many people on this day flocked to Tumblr to talk about all the cookies they were making for themselves, or to leave out for Santa.



-Note for Santa ✓  
- Milk & cookies ✓  
- carrots & water for the reindeer ✓  
Let's go Santa! 🍪🍪🍪  
📍🕒📍 ready! (at Miami, Florida)  
<https://www.instagram.com/p/CJNUqsjLU0T/?igshid=1o01f66vq51tu>

# TOPIC DATA SET: REDDIT

## VOLUME + DATE RANGE:

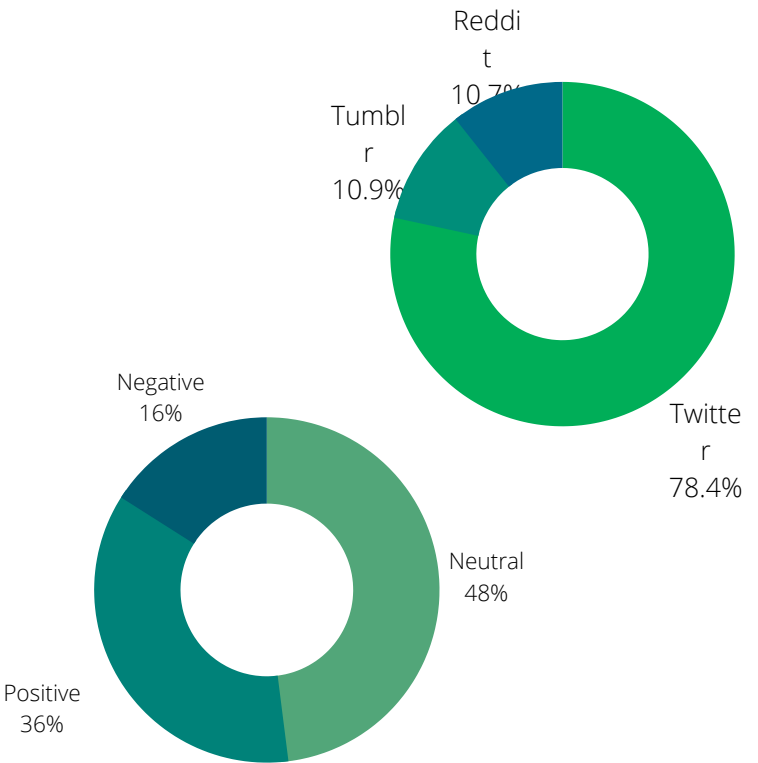
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## DEMOGRAPHICS:

When using the Brandwatch tab for demographics, there is no data available for Reddit. This is most likely due to users not needing to include their gender when making an account.

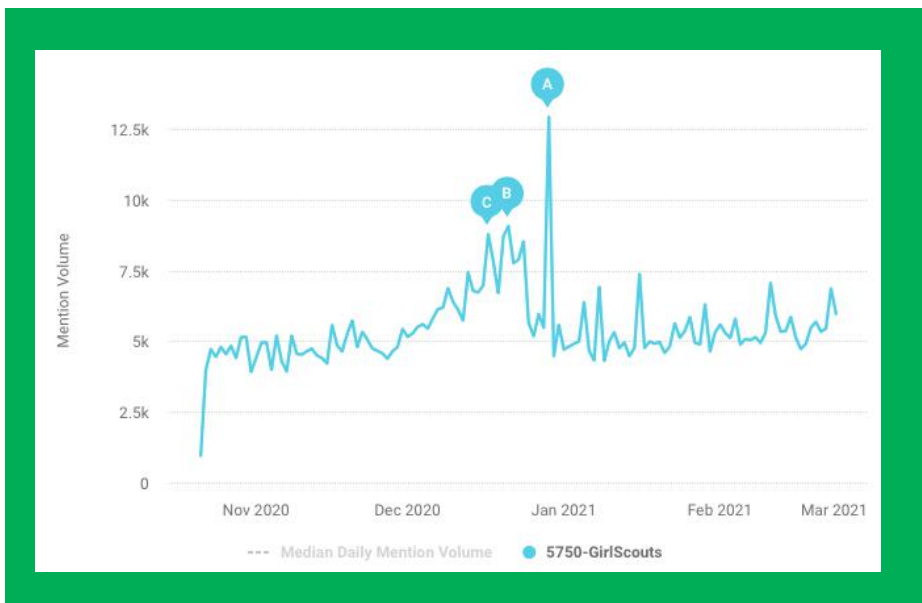
## OVERALL SENTIMENT:

The overall sentiment for topic data found on Tumblr is leaning more towards negative at 37% (248,829) of posts. 31% (203,101) of the posts are positive, and 32% (211,136) are considered to be neutral.



## CONTENT OVER TIME:

Reddit houses the least amount of social media activity regarding related topics, and also houses the least relevant of content. Out of three detected peaks, each contained a random assortment of threads commenting on cookie, but not Girl Scout cookies. Interestingly enough, the topics of female empowerment and women in science were not mentioned.





# EARNED MEDIA DATA

CROSS PLATFORM CONVERSATIONS  
REGARDING COMPETITORS



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**A** The highest amount of social media activity took place on October 28, 2020, after Republican journalist Megyn Kelly called @girlscouts "pathetic" and "partisan" in response to the organization deleting a controversial tweet that had congratulated right-wing Justice Amy Coney Barrett to the Supreme Court. This tweet gained over 3,300 retweets and 17,200 likes, and it was just one of 140,828 total tweets about the scandal.

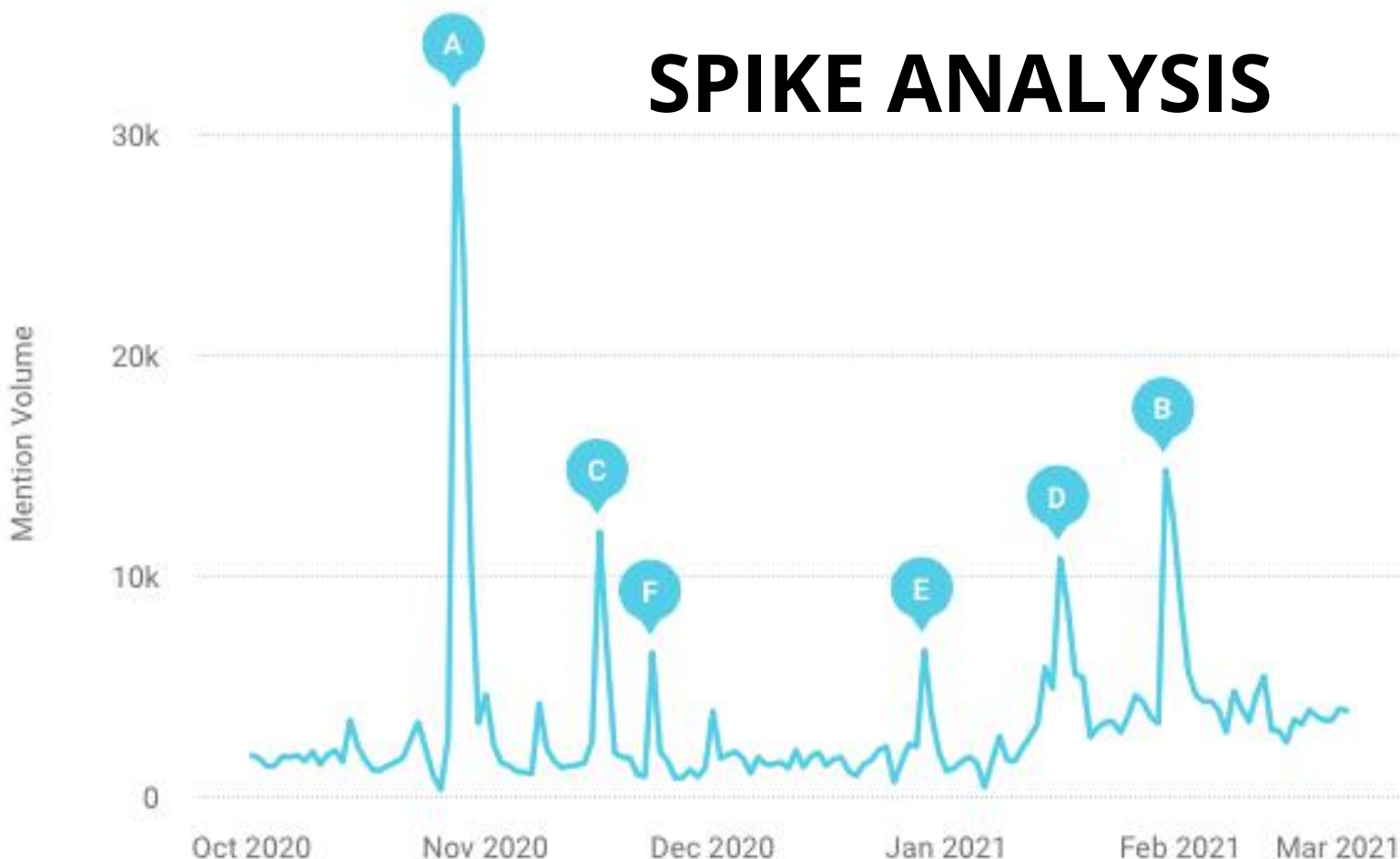
**B** **D** The second and fourth-highest amounts of social media activity took place on Jan. 16 and Jan. 30, both spurred by the beginning of cookie sales season and an outpouring of support to buy cookies from Troop 6000, a Troop specifically designed for girls in New York City's Shelter System.

**C** The third-highest amount of social media activity took place on November 16, when the Associated Press released a story claiming that around 90K sex abuse claims had been filed amidst Boy Scout's bankruptcy, which ignited public outrage.

**E** The fifth-highest amount of social media activity took place on December 29, after a screenshot from an article connecting Girl Scouts cookies to child labor in the palm oil industry, was posted to Twitter. Tweets of the article were shared largely through Twitter and heavily negative in sentiment.

**F** The sixth-highest amount of social media activity took place on December 3. This activity was due to the South Korean boy band, BTS, when the group revealed their name stood for "Bangtan Sonyeondan" which translates to "Bulletproof Boy Scouts."

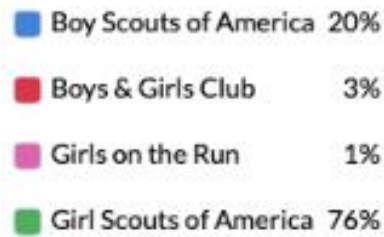
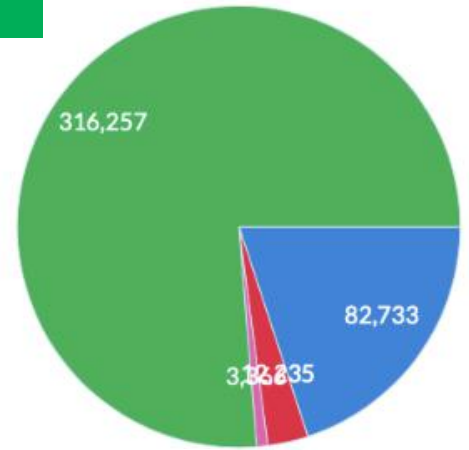
## SPIKE ANALYSIS





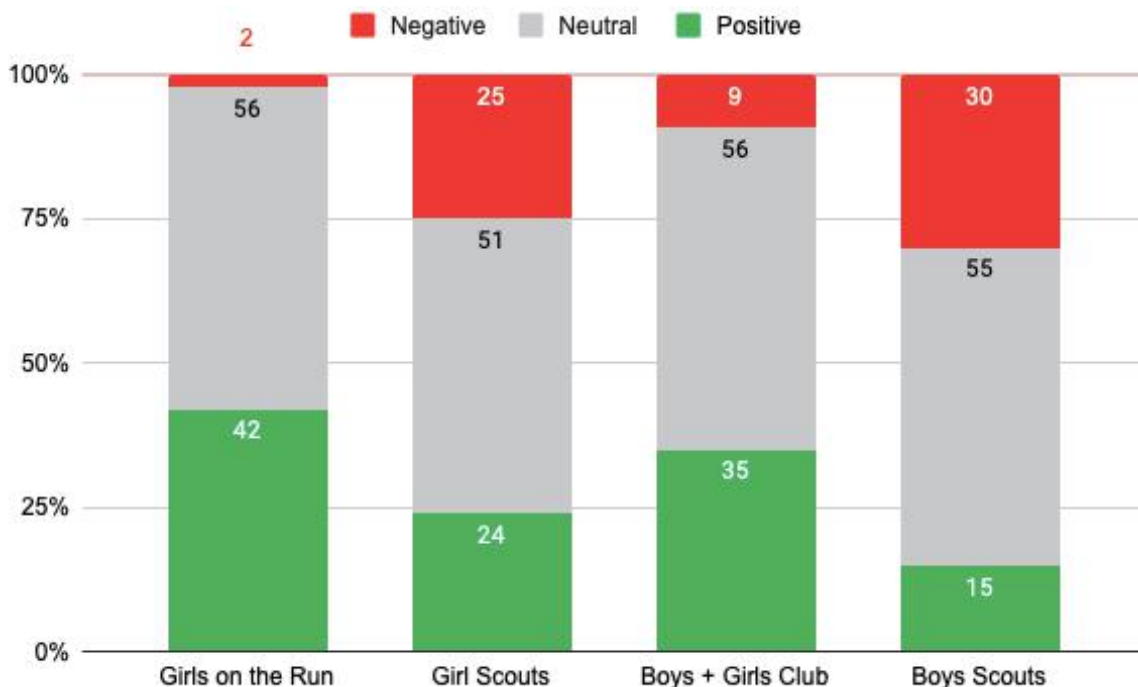
## SHARE OF VOICE

Girl Scouts of America dominates the Twitter Share of Voice when compared to similar organizations, holding 76% of activity as compared to Boys Scouts (20%), The Boys & Girls Club of America (3%) and Girls on the Run (1%).



## SENTIMENT ANALYSIS

Regarding the sentiment of the social media activity across each organization's Twitters, Girl Scouts saw nearly even positive (24%) and negative (25%) posts, along with 51% neutral posts. The Boy Scouts had the most negative sentiments at 30%, which could likely be due to recent sex abuse claims that have developed amidst the company's recent bankruptcy filing. Despite this, Boy Scouts still also earned 15% positive and 55% neutral sentiment posts. The Boy & Girls Club and Girls on the Run both saw high positivity (35%, 42%), low negativity (9%, 2%), and average neutral sentiment rates (56%,56%) despite holding less Share of Voice. It can be seen through this analysis that the Girl Scouts have a relatively high amount of negative sentiment surrounding their organization, and has room for improvement when it comes to positive sentiment, seeing as they trail both Girls on the Run (42%) and the Boys and Girls Club (35%) when it comes to their own positive sentiment (only 24%). Much of this may have something to do with the recent scandals that have rocked the Girl Scouts on social media: their supposed political partisanship, and their ties to child labor in the palm oil industry.



# INFLUENCIAL USERS

## YOUTUBER ANDREA RUSSETT

Adrea Russett is a very influential user on Twitter. She frequently tweets about Girl Scout cookies and how much she enjoys them. Because of her large following, these tweets get many retweets as well as likes. This is great exposure for the organization.



## @GIRLSINPOLITICS



@GirlsInPolitics has mentioned @GirlScouts more than any other Twitter page in their tweets, over 100 times. This makes them our most influential users on that platform. Their tweets are important because they have a large following on the app and have similar values to Girl Scouts.

## MEGYN KELLY



Megan Kelly is an influential User on Twitter due to her comments on the scandal when Girl Scouts deleted their tweet about the new Supreme Court Judge.

# APPENDIX

## ORGANIZATION DATA SET

@girlscouts OR "girl scouts" OR "girl scouts of america" OR "girl scouts usa" OR "girl scouts of the united states of america" OR "girl scouts of the usa" OR "girl scout cookies" OR "girl scout troop" OR #girlscouts OR #girlscout OR #girlscoutcookies OR #girlscoutsofamerica OR #girlscoutsusa OR #girlscoutsrock OR #gsgoldaward OR #girlscoutsgiveback OR #gssoutdoors OR #girlscoutsathome OR #campfirechats OR #gssilveraward OR #cupidcrew

## TOPIC DATA SET

(Girls AND ("youth programs" OR "after school programs" OR "youth organization")) OR (Girls AND ("summer camps")) OR (girl AND ("empowerment" OR "development" OR "power" OR "leadership" OR "adventure" OR "strength" OR "strong")) OR "cookie season" OR cookies OR #cookieseason OR #cookies OR "female empowerment" OR #girlsinstem OR #womeninscience (girls AND (confidence OR courage OR character))

## COMPETITION DATA SET

"boy scouts" OR #boyscouts OR "boy scouts of america" OR #boyscoutsofamerica OR "Scouts BSA" OR #scoutsbsa OR @boyscouts OR "america heritage girls" OR #americanheritagegirls OR (christian AND (scouting)) OR "boys and girls clubs of america" OR "boys and girls club" OR #bgca OR #boysandgirlsclub OR #boysandgirlsclubsofamerica OR "girls on the run" OR #girlsontherun OR @GOTRI



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