WORLD WILDLIFE FUND

FINAL REPORT
ADPR 7750

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EXECUTIVE SUMMARY

DATE RANGE: JAN 01, 2021-MARCH 24TH, 2021

WHAT IS WWF?

WWF stands for the World Wildlife Fund, an organization dedicated to wilderness preservation and protecting the environment. According to their website, they are "the leading organization in wildlife conservation and endangered species."

STATEMENT OF WWF BUSINESS PROBLEMS

In a time of not only political uncertainty, but also uncertainties around the COVID-19 pandemic, WWF has had to navigate where their organization and brand fits into all of these heavy yet important discussions on social media throughout 2020 and into 2021. They have had to figure out how to relate environmental issues back to the other issues people care about right now without offending anyone or raising any controversy. They also face the problem of making people care about issues like climate change and pollution and realize that it is a real issue that will only get worse if nothing is done about it On top of all of this, they must stay relevant and up-to-date to keep up with competing organizations, such as Unicef, Green Peace, and Oceana.

GOALS

The purpose of this research is to analyze the conversation around World Wildlife Fund and its relevant topics. By looking at owned and earned data using social media listening tool Brandwatch, we hope to identify themes that stand out and generate earned media, explore different types of engagement and the audiences that participate across social platforms, as well as identify competitive insights. Lastly, we aim to provide recommendations to increase WWF's share of voice.

DATA OVERVIEW

OWNED DATA

VOLUME OF POSTS ANALYZED: 306

DATE RANGE: January 01, 2020 - December 31, 2020

ANALYZED:
- Theme of posts
- Image content
- Hashtag type
- URL type
- Mention type

EARNED DATA - ORGANIZATION

VOLUME OF POSTS ANALYZED: 214K

DATE RANGE: January 01, 2020 - March 24, 2021

- Except Instagram - Brandwatch only analyzes the past 30 days for Instagram so the date range was March 01, 2021 - March 31, 2021

DEMOGRAPHICS:

Female 41%
Male 59%

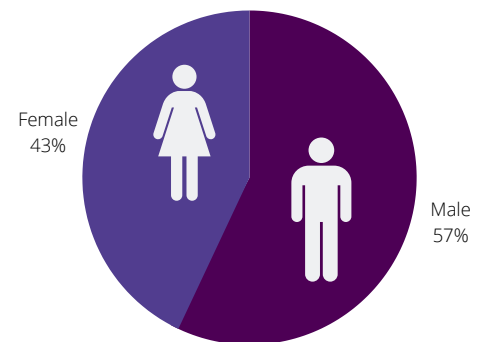## EARNED DATA - KEY TOPIC

VOLUME OF POSTS ANALYZED -

- **Twitter: 63,323,799**
- **Reddit: 3,563,350**
- **Instagram: 33,487**

DATE RANGE: January 01, 2020 - March 24, 2021

- Except Instagram - Brandwatch only analyzes the past 30 days for Instagram so the date range was March 01, 2021 - March 31, 2021

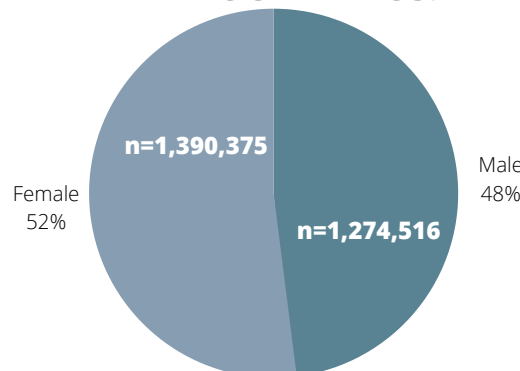**TWITTER DEMOGRAPHICS (not available for Reddit & Instagram):**

Female 43%
Male 57%

EARNED DATA - COMPETITION

DATE RANGE: January 01, 2020 - March 24, 2021

COMPETITORS:

- **Unicef**
- **Oceana**
- **Green Peace**
- **The Nature Conservancy**
- **The Wildlife Conservancy**

DEMOGRAPHICS:

n=1,390,375
Female 52%
n=1,274,516
Male 48%

SHARE OF VOICE:

Oceana 7.4%
Green Peace 7.5%
n=539,000
n=550,000
WWF 13.7%
n=1,000,000
n=5,000,000
Unicef 68.5%
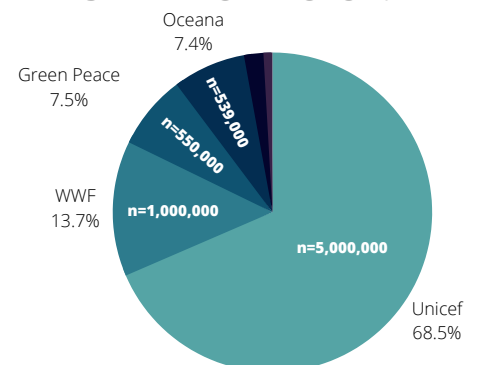
RECOMMENDATIONS FOR WWF

OWNED DATA RECOMMENDATIONS

WHAT ➡ HOW ➡ WHY

WHAT	HOW	WHY
1 - We recommend that WWF posts more about climate change, continue to post pictures of animals and nature frequently, and to include hashtags related to biodiversity in their posts.	WWF should post more about the dangers of climate change including the harmful effects it is having on our planet as well as how individuals can make a difference to prevent climate change in their everyday lives. WWF should make sure images are high quality and aesthetically-pleasing. They should use hashtags including ones like #biodiversity, #biodiversitysummit, #fornature, #nature, etc.	Climate change was the theme that WWF posted the least about in 2020, but it was the theme that drove the highest amount of engagement from WWF's followers at 49.3%, almost half of all engagement! Pictures of animals and nature drove the most engagement and so did the biodiversity hashtags.
2 - WWF should post more news articles and mention news sources more.	WWF should post more news stories relating to environmental issues and climate change while mentioning the news source it came from at the same time.	Because news articles were the most engaged with URL types and news sources were the most engaged with mention types in 2020.

EARNED ORGANIATION DATA RECOMMENDATIONS

WHAT	HOW	WHY
3 - Generate more concern and passion amongst users through the continuation of status reports and generation of new ones.	We recommend that WWF not only continues to share their popular status reports on Twitter, but they should also generate mini status reports that continue to show facts and small parts of information that generate concern and passion amongst users.	Because the WWF environmental status reports are so widely circulated and boost conversation. Not only does this lead to awareness, but it also encourages users to create and sign petitions.
4 - WWF_US should adopt similar media practices to WWF_UK.	WWF_US should adopt the practice of evaluating legislation and laws that affect the environment on Twitter.	It prompts significant and important dialogue.
5 - WWF should increase its Instagram presence.	This can be done by sharing more photos, videos, and links to environments and habitats that are pristine. Specifically, WWF should continue to promote days like #WorldWildlifeDay.	Based on the data, we believe that more people will be inclined to share this content as it is aesthetic and garners more likes. Promoting awareness days advances a trend and prompts users to post and share their own content which is relevant to the hashtag.
6 - We recommend that WWF better amplify their presence on Reddit.	WWF can post about their environmental reports here so that users can engage with and converse more about the facts and figures provided by the reports.	Because Reddit is a forum that allows bigger and more in-depth conversations than Twitter.

WHAT ➡ HOW ➡ WHY

WHAT	HOW	WHY
7 - Engage in and create positive conversation around the important key topic of climate change and the climate crisis.	By encouraging people to trust and believe in science when it comes to climate change. WWF can relate this notion to people with the timely example of COVID-19 and trusting science enough to take the vaccine. Also WWF should avoid negative conversation being cautious of the topic of politics. However, WWF could use insights from negative conversation to their advantage by warning their audience that there is not enough being done about climate change, and invoking that sense of fear in their audience to, in turn, inspire them to act. Then, WWF can offer some suggestions and resources as to what people can actually be doing to prevent climate change.	The data shows that there is a disconnect between people believing that climate change is real, and there is a lot of similar conversation out there in relation to COVID-19 and the vaccine, and users are typically clumping the topic of Coronavirus with climate change. WWF should be cautious about politics, especially ones comparing the actions of Donald Trump and Joe Biden, because there are a lot of opposing opinions on the topic, and it could lead to controversy. Also, users are fearful of the effects of climate change, but WWF offering suggestions on what individuals can do to prevent it could spark action and more positive brand recognition.
8 - Recruit youth activists such as Greta Thunberg and Disha Ravi as brand spokespersons and/or influencers who partner with WWF.	WWF could begin a relationship with activists like these in a number of ways. They could begin working with them through interviews, partner with them for a social media challenge, or even just tweet at them when they have accomplished something or made a statement that aligns with WWF's brand and/or awareness of climate change issues.	These activists are popular within the key topic of climate change, especially on Twitter, and they are actively trying to reduce climate change and its harmful effects on the planet. There is a lot of conversation around and interest in what youth activists are doing and what they have to say. They can be an inspiration to users everywhere to take more action when it comes to climate change.
9 - WWF should involve themselves in discussion around climate action and support actions that are being made towards progress.	Even though we mentioned earlier to be cautious of the topic of politics, we believe it could be beneficial here in highlighting when a law is passed or something is put into action that will benefit the environment. WWF doesn't have to praise the politicians who were responsible, but can simply celebrate these moments happening such as re-entering the Paris Agreement. In doing so, two helpful hashtags WWF could use would be #climateemergency and #thegreennewdeal. We also saw a lot of conversation around calling on politicians to take action, so this could also be something WWF explores without crossing any lines.	Climate action is something we mainly see happening in politics as it is something that needs to be done on a large scale to have a lasting effect. Leaders in politics must make steps like re-entering the Paris Agreement if there is any hope for reversing the harmful effects of climate change on this planet. Therefore, this is a conversation WWF should be a part of and something they should encourage and celebrate when a progressive step is made.

EARNED KEY TOPIC DATA RECOMMENDATIONS

WHAT → HOW → WHY

WHAT	HOW	WHY
10 - WWF should pay attention to other topics being mentioned alongside climate change to understand what else users are concerned about and determine what priorities people put in front of or behind climate action.	WWF should monitor conversation through social media and understand what other issues are going on in the world besides just climate change. WWF can offer a helping hand in other areas such as homelessness, showing compassion for people in addition to wildlife and the environment. In terms of health, WWF should acknowledge how pollution slowed during the pandemic and how it's picking back up as the pandemic slowly comes to an end. They should stress that even though COVID-19 is slowing, that doesn't mean we should go back to producing more waste and that more still needs to be done to prevent climate change. In discussing this, they should use the popular hashtag #covid19.	The data shows specific issues such as those of housing, health, and race are constantly being mentioned alongside the issue of climate change. Understanding people's fears and concerns in these areas can help WWF gain an understanding of their fears with climate change. Also, we found a lot of fear in social conversations that pollution would pick back up as the pandemic comes to an end, so WWF should offer solutions and suggestions to combat this from happening.
11 - WWF should create a Twitter challenge for Earth Day or another awareness day of an environmental issue. A day that's driving a lot of conversation that WWF could post around is the 2021 United Nations Climate Change Conference.	WWF should partner with an influential user who is passionate about the subject of the awareness day and post something with a catchy hashtag to get the challenge started. The influential user will create buzz around the challenge which will then draw attention to what they are trying to raise awareness for and for WWF as an organization. The user could even be a popular music group such as what Hyundai did with BTS in the example mentioned below or what UKinKorea did with BLACKPINK (see positive conversation in Twitter theme 3 on climate action). If WWF were to post about the conference, they should use the hashtag #cop16.	We saw that this was successful with the #DarkSelfieChallenge Hyundai did partnering with popular KPOP boy band BTS, making Hyundai and BTS some of the most mentioned tweeters within the topic. WWF could generate the same kind of by doing a similar challenge in order to drive conversation around climate change, especially on a day like Earth Day where interest in and conversation around this topic increases.
12 - WWF should pay attention to what and how they're posting on different platforms and appeal to the audiences on each.	To be a part of the larger conversations on the actual actions of policy makers and people who are leaders in politics, WWF should look to Twitter to be a part of and form some of those larger conversations. On Reddit, WWF should discuss topics of sustainability as well as causes and effects of pollution. On Instagram, WWF should keep the tone positive and post beautiful, high-quality and aesthetically-pleasing photos primarily of animals, the ocean and soil/plants. The captions should warn users of climate change, pollution, extinction, etc., but should also provide links and resources that will provide information for users to take action against climate change. Across platforms, WWF should focus on providing actionable items that individuals can do everyday to take steps towards a cleaner planet and towards saving some of the landscapes and animals that are already endangered.	These are what we found to be the most popular points of conversation on these platforms, and based on all of our research, we suggest this as the best way to engage with users on individual platforms as well as across platforms.

WHAT ➡ **HOW** ➡ **WHY**

| WHAT	HOW	WHY
13 - WWF should partner with celebrities.	Reach out to celebrities (or their representatives) who share similar values to WWF and have voiced concerns about environmental protection. Create a series of hashtags, posts, video clips, and/or Tweets that support the relationship between the celebrity and WWF. Make sure each post is linked to the WWF website so that engaged audiences will be able to connect and learn more or donate.	Celebrities have more influence and offer more reach across different audiences. Celebrity endorsements can also create a mutually beneficial publicity for both the spokesperson and WWF in terms of positive sentiments, donations, and awareness.
14 - Only get political based off of organizational values.	Avoid voluntarily taking a stance on political agendas, unless they are relevant to the mission of WWF. Only comment on topics that genuinely relate to WWF and its goals. Call on followers to take action and participate in their local governments, and show support for legislation that promote environmental awareness and protection.	Politics are polarizing; when taking political actions/stances, remain aligned with brand values. There will be some negativity surrounding any political decision, so taking care to remain consistent to organizational values will strengthen WWF's authenticity.
15 - Engage in World Events (especially in environmental ones).	Create content and generate conversation around certain holidays, special events, and even pop culture news. Use trending topics to push exposure and offer perspective and generate interest in WWF. While staying on topic, relate the event or reference to something relevant to WWF, whether the connection be complex, simple, or even humorous. Actively posting on environmental observance days, like Earth day, Arbor day, and World Turtle Day will spread awareness of these important causes, and will also garner social media activity.	Taking advantage of a conversation that is already happening could increase visibility and mentions. Staying up to date on trending topics and showing that through social media posts will also increase WWF's likability and relevance among younger generations and social media users. Creating content that is relevant to the conversation (and especially funny posts), will give WWF an edge in reaching and retaining new, young followers.

OWNED DATA

JAN 01, 2020 - DEC 31, 2021

THEMES OF POSTS
Themes may include...

Animals | Climate Change | Climate | Food Security |

**Fun Facts | Nature | News | Sustainability**

NUMBER OF POSTS WITHIN EACH THEME
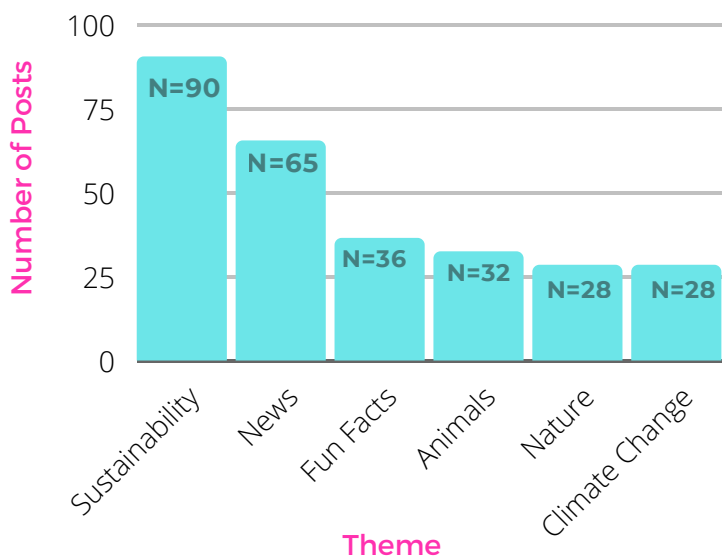
- This graph is showing the number of posts counted in each theme for the year of 2020 (N=304)
- Food Security and Climate were two themes that did not have enough posts about them to be included in this view
- Of the 295 tweets counted with significant themes, Sustainability was the one most frequently posted about in 2020; Climate Change was the least

ENGAGEMENT OF WWF THEMES

- This graph is showing the average engagement of posts within each theme (N = average of 210)
- The theme of posts with the highest engagement in 2020 was Climate Change; The theme with the lowest engagement was just Climate
- **Key Insight:** Even though Climate Change was posted about the least, this theme was the highest one engaged with. We would recommend for WWF to post more about Climate Change
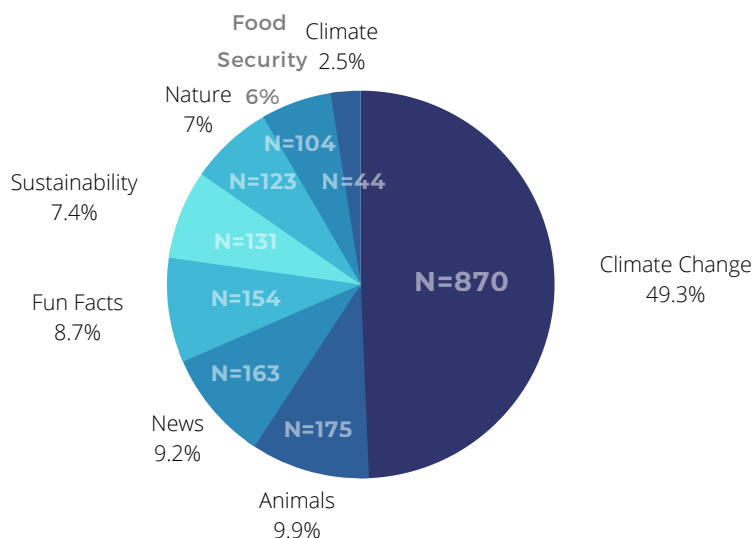
IMAGE CONTENT
Image types may include...

Animals | Communities | Nature | People

NUMBER OF POSTS WITHIN TYPE OF IMAGE CONTENT
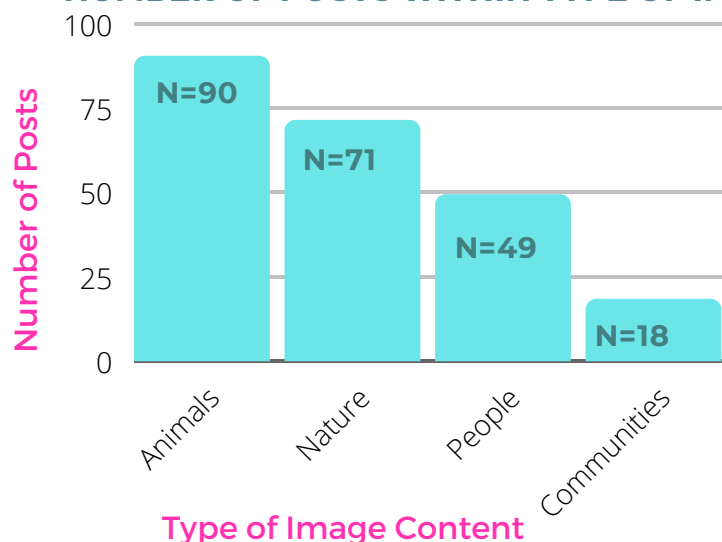
- This graph is showing the number of tweets posted by WWF with certain types of images throughout 2020 (N=276)
- There were 28 tweets in 2020 with no images attached to the post, and 48 tweets that did not fall into any of the four major categories
- Images that were posted most often contained Animals and contained Communities the least

ENGAGEMENT OF WWF IMAGE TYPE
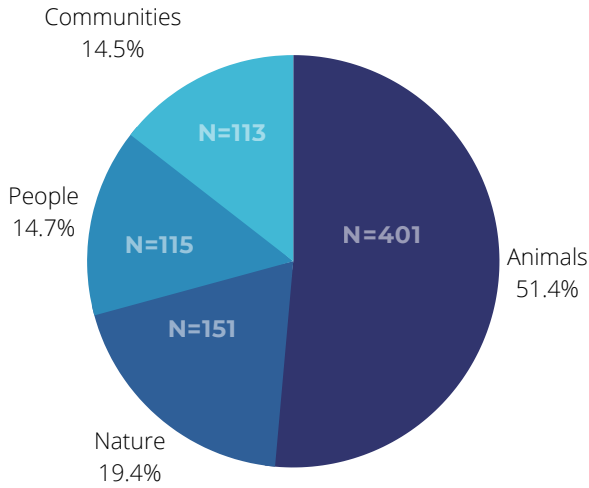
- This graph is showing the average engagement of posts with images worth noting and categorizing (N=210)
- Posts with Animal images were engaged with the most, while posts with images of Communities were engaged with the least
- The trend in this graph goes in the same order from highest to lowest as the one above.
- **Key Insight:** WWF should continue to frequently include images of animals in their posts

HASHTAG TYPE

Hashtag types may include...

Animals | Biodiversity | Call to Action | Conservation | Environmental Empowerment & Observance Days | Political

NUMBER OF POSTS WITHIN TYPE OF HASHTAG TYPE
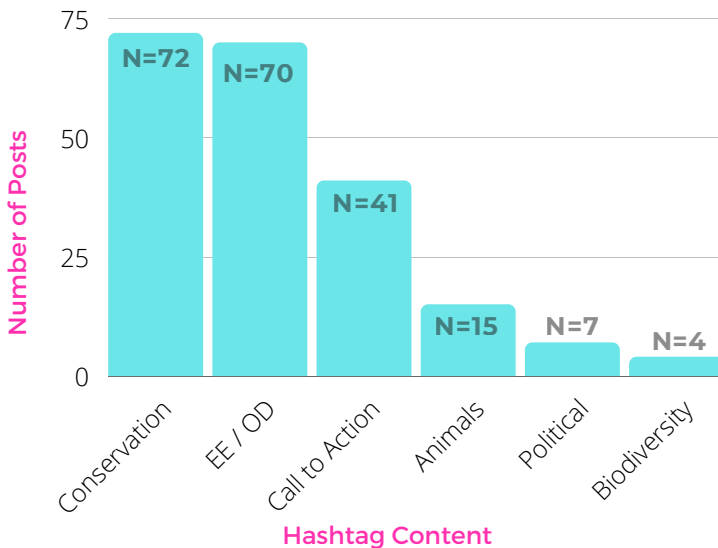
- Of the 305 Tweets examined, 209 included a hashtag (N=209)
- There were 96 Tweets that did not include a hashtag, and 23 Tweets with hashtags that did not fit one of these categories
- Out of the 209 posts that included hashtags, the two main types of hashtags had to do with conservation and environmental empowerment / observance days

ENGAGEMENT OF WWF HASHTAG TYPE

- This graph shows engagement with WWF Tweets based on hashtag type (N=210). Not shown in the graph are categories "other" and "no hashtag"
- Tweets with hashtags related to biodiversity received the most engagement, and Tweets with political hashtags received the least engagement
- There is not extreme variation between the engagement of the hashtag type themes, with the lowest average engagement being 117 and the highest being 178
- **Key Insight:** WWF should include hashtags related to biodiversity in their posts
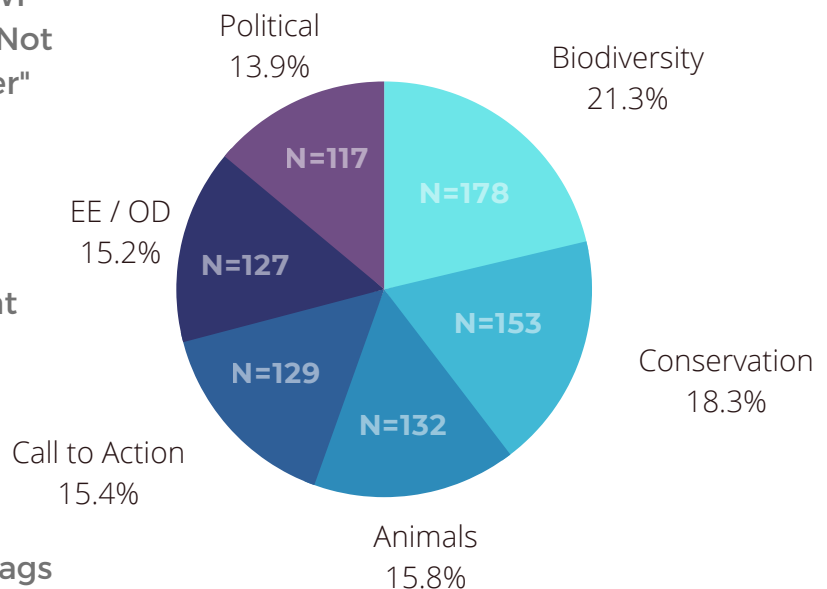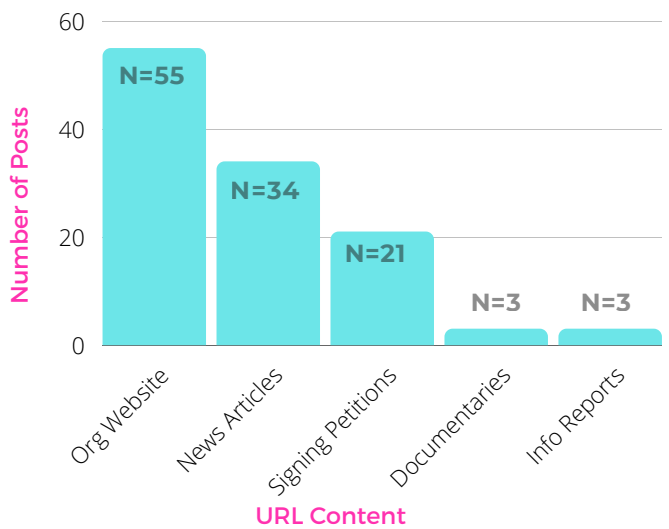
URL TYPE
URL types may include...

Documentaries | News Articles | Organization's Website | Signing Petitions | Viewing Informative Reports
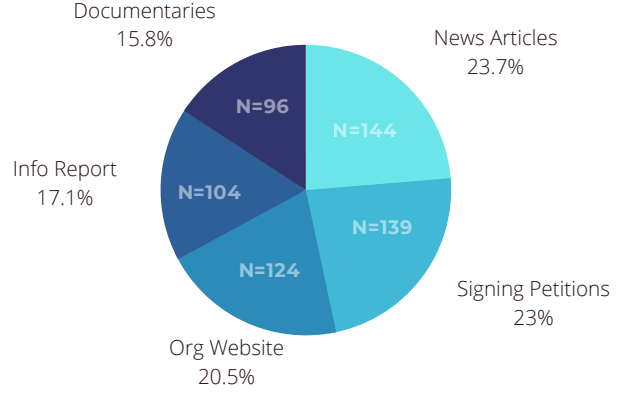
NUMBER OF POSTS WITHIN TYPE OF URL

- Of the Tweets examined, 116 included a URL (N=116)
- This graph shows the categories of the URL types and how many Tweets fit in each category. Tweets with no URL or URLs in the "other" category are not portrayed in the graph
- The organization website was the most common URL type, and documentaries and informative reports had the fewest URL links

ENGAGEMENT

ENGAGEMENT OF WWF URL TYPE

- This graph shows the average engagement with WWF Tweets based on URL type (N=209). Not shown in the graph are the categories "other" and "no URL"
- Tweets with URLs that had to do with news articles and signing petitions had the most average engagement
- **Key Insight:** WWF should link relevant news articles to increase engagement
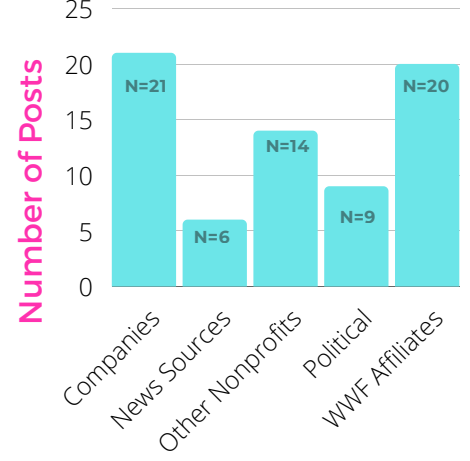
WWF MENTION TYPES Mention types may include...

Companies | News Sources | Political | WWF Affiliates| Other Nonprofits | Other | No Mention

NUMBER OF POSTS WITHIN MENTION TYPE

- This graph is showing the number of tweets posted by WWF with certain mention types 2020 (N=304)
- There were 222 tweets in 2020 with no mentions embedded in the post, and 12 tweets that did not fall into any of the five major categories
- Mentions that were posted the most contained Other Companies and Mentions that were posted the least contained News Sources

AVERAGE ENGAGEMENT PER MENTION TYPE

- This graph is showing the average engagement of posts with Mentions worth noting and categorizing (N=210)
- Posts with Political Mentions were engaged with the most, while posts with Mentions of WWF Affiliates were engaged with the least.]
- There is not a set trend with either of the graphs
- **Key Insight:** WWF should continue to frequently embed Political Mentions within their posts to encourage content engagement

Image Content
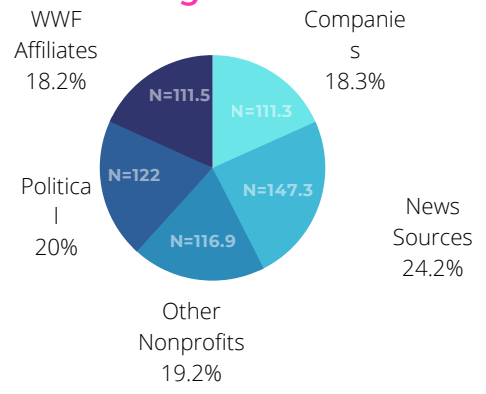
EARNED ORGANIZATION DATA

JAN 2020 - MARCH 24, 2021

WWF CONVERSATION: ORGANIZATION OVERVIEW

Date range: January 01, 2020 - March 24th, 2021

Total Number of Mentions: 214K

Unique Authors: 102K

Across the three platforms, positive content seems to be the most prevalent on Instagram, while the majority of negative posts comes from Reddit and Twitter. More images of picturesque environments are shared via Instagram, which explains why the majority of users have an affirmative reaction to shared content. Reddit and Twitter mainly consist of the circulation of reports and petitions, which garners negative emotions due to the content of the information shared.

The demographic makeup of the users interacting with WWF if nearly 50/50, with a slight male skew. Women are typically more action oriented, with topics related to "sign the petition" at 71% female. Men have mostly interacted with climate change as it relates to national parks at 56%.

GEOGRAPHY

United States: 34,267 mentions

United Kingdom: 22,736 mentions

Canada: 5,215 mentions

Top Cross Platform Hashtags: #wwf, #covid19, #4nature4us

Most Mentioned Tweeters: @wwf, @wwf_uk, @defragovuk

Top Influencers: @ovppodcast, @WWFEU, @BOON_YING

PLATFORMS USED

Instagram 5%
Reddit 2%
Twitter 93%

BREAKDOWN BY SENTIMENT

Positive 19.4%
Negative 12.2%
Neutral 68.4%

DEMOGRAPHICS

Female 41%
Male 59%

INFLUENCERS & INFLUENTIAL USERS

Jamie Margolin: @Jamie_Margolin, 55.6k Twitter followers, 76.5k Instagram followers

- Founder of youth activist organization fighting for climate change
- Average of 9,720 reach on Twitter
- Fighting for climate and environmental justice, similar to WWF, and participates in similar conversations as WWF
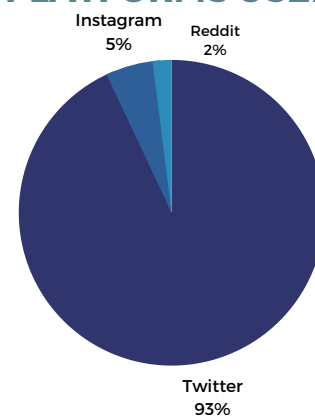
Saleemul Huq: @SaleemulHuq, 33K Twitter followers,

- Director at International Center for Climate Change and Development (ICCCAD)
- Climate change activist speaking out against environmental injustice
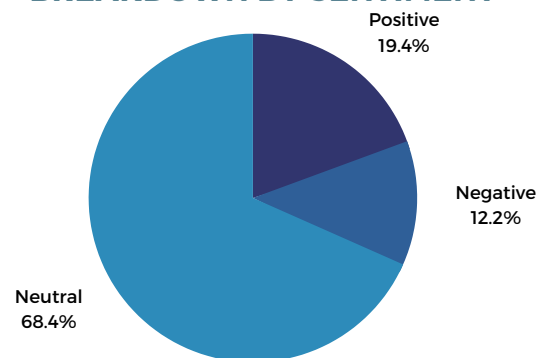- Average reach of 11,267 on Twitter

Elm Grace: @ElmGrace, 9,860 followers on Twitter

- Climate and social justice advocate
- Author of a youth activist manifesto for climate justice
- Generates and participates in conversation around climate change and nature
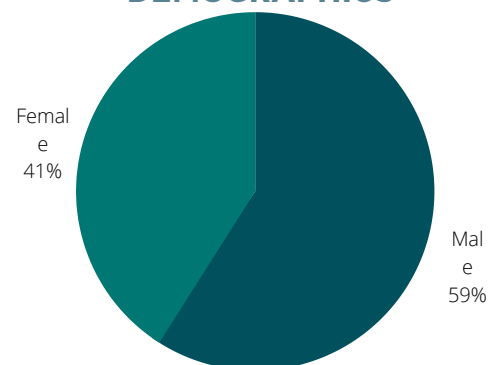- Average of 3,970 reach on Twitter

TWITTER: ORGANIZATION CONVERSATION

TOTAL MENTIONS: 146K

BREAKDOWN BY CLASSIFIERS

Food Security 7.5%
Climate / Climate Change 16.8%
Nature 39.6%
Sustainability 17.9%
Animals 18.2%

CUSTOM CLASSIFIERS

NATURE N=22592

This classifier includes tweets referring to the love of or preservation of nature and earth's ecosystem/habitats. Popular conversations around Nature involve world recognition days of animals or other eco-conscious days, articles on how people are destroying nature, and environemental laws.

ANIMALS N=10383

This classifier includes tweets referring to and depicting different species of animals. Popular conversation around Animals include protecting the orangutan species, facts about elephants, and how wild tiger populations have fallen by around 95% since the beginning of the 20th century.

SUSTAINABILITY N=10215

This classifier includes tweets referring to how humans are currently living an unsustainable life as well as how to live more sustainably in the future. Popular conversations around Sustainability include raising awareness of and fighting against trophy hunting, the effects of overfishing, and endangered species.

### CLIMATE / CLIMATE CHANGE N=9606

This classifier includes tweets referring to and depicting the state of the world's climate and how climate change is affecting the planet and humans. Popular conversation around Climate / Climate Change includes discussing environment bills, speaking up for forests, and asking members of parliament to take action.

FOOD SECURITY N=4252

This classifier includes tweets referring to the security and sustainability of producing food. Popular conversation around Food Security includes articles on the hidden costs of British produce (extinction of species), food products being the cause of deforestation, and urging people to diversify their diet.
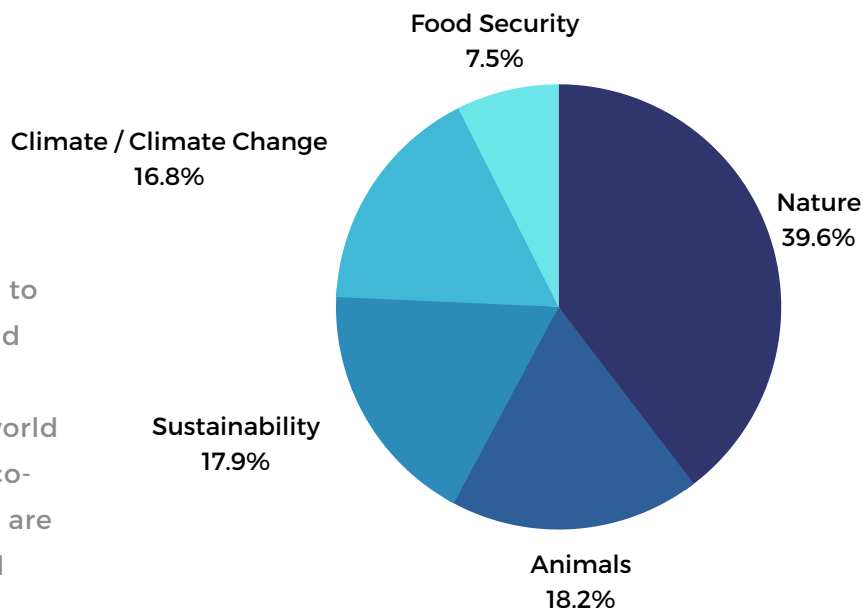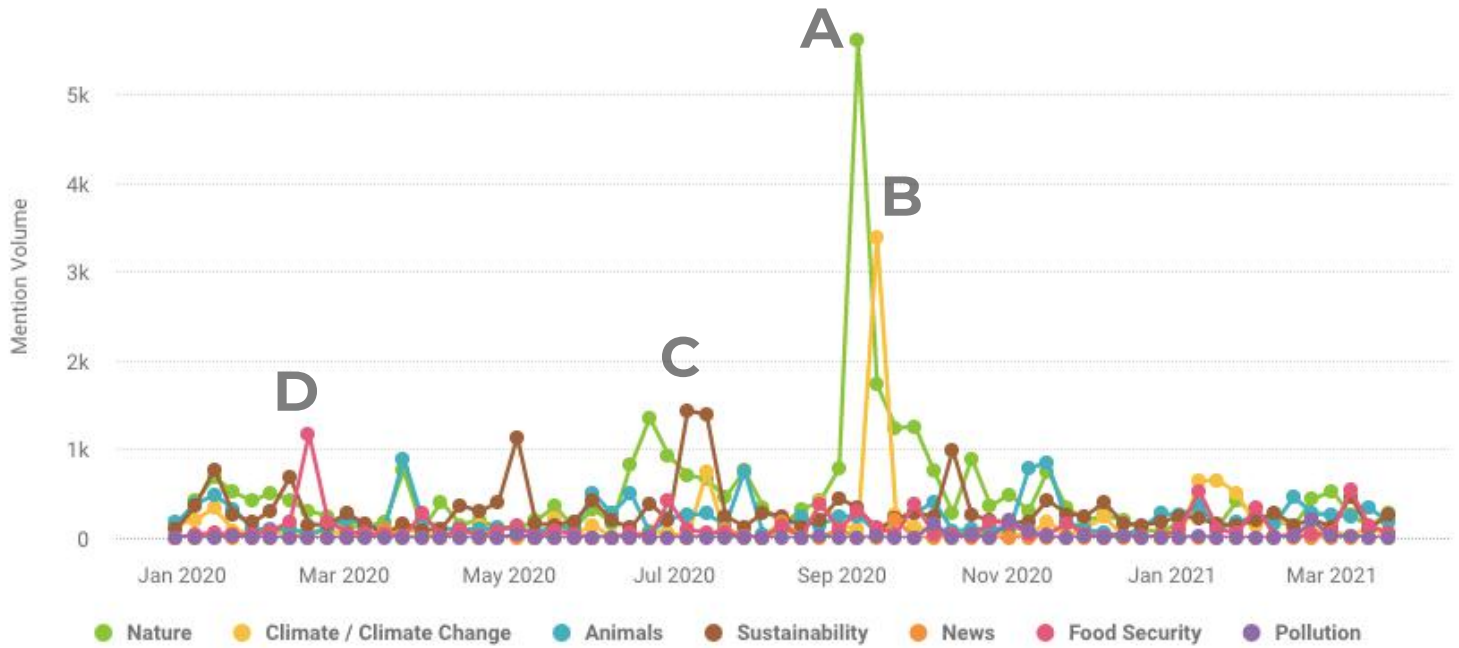
A - Nature's Peak: Sep 07, 2020 - Sep 20, 2020 (N=5617)

Volume during this time period was **1547% higher** than usual due to the following actions.

- **2,644 mentions** sharing a link from a BBC article titled "Wildlife in 'catastrophic decline' due to human destruction, scientists warn." This article and tweet mentions a report from WWF stating that 'wildlife populations have fallen by 68% since 1970' and warning that "nature is being destroyed so fast by human activity that it is 'driving wildlife to extinction.'"

- **993 mentions** sharing a link for "The Living Planet Report 2020" from wwf.org and **588 mentions** using the hashtag #livingplanetreport, **147 mentions** using #wwf and **122** mentions #lrp2020. A specific call-out that was popular in tweets is that "animal populations have declined by 68% since 1970."

- **536 mentions** of #standupfornature where most mentions stated the user is standing together with @wwf_uk to stand up for nature by calling on the UK government (@govuk) to input "stronger laws to put nature on a path to recovery."

B - Climate / Climate Change's Peak: Sep 14, 2020 - Sep 20, 2020 (N=3390)

Volume during this time period was **5457% higher** than usual due to the following actions.

- **3084 mentions** of a link from fal.cn which was a WWF UK site to donate in efforts trying to save the Amazon rainforest. Popularity rose from a tweet from @LewisHamilton, a British race-car driver, calling out that "if we lose the Amazon, we lose the fight against the climate crisis."

C - Sustainability's Peak: Jul 06, 2020 - Jul 19, 2020 (N=1435)

Volume during this time period was **567% higher** than usual due to the following actions.

- **1,578 mentions** sharing a link from change.org, a WWF petition created to stop supporting trophy hunting and to back a ban on UK trophy imports.

- **57 mentions** sharing a link from wwf.org.uk which goes to a report on the UK's overseas land footprint.

D - Food Security's Peak: Feb 17, 2020 - Feb 23, 2020 (N=1175)

Volume during this time period was **1961% higher** than usual due to the following actions.

- **400 mentions** using the hashtag #offourplates where the discussion was around the food we eat causing deforestation and asking members of parliament to speak up against deforestation.

- **326 mentions** sharing a link from fal.cn which is a WWF page calling for users to ask their member of parliament to stand up for the forests.

- **240 mentions** sharing a link from an independent.co.uk article on how the WWF warns that "British food consumption is linked to #wildlife loss and #deforestation overseas."

# INSTAGRAM: ORGANIZATION CONVERSATION

TOTAL MENTIONS:8,414

Trending Topics:

Cleaner and Safer Earth

Conversation mostly centers around sharing positive images and videos related to natural environmental beauty. Mentions occur when users encourage a donation to WWF in order to keep habitats and environments clean

Endangered Species

Conversation is again mainly positive, sharing images of animals and infographics that display conservation success with endangered species.

BREAKDOWN BY SENTIMENT

Neutral 26%

Negative 8%

Positive 66%
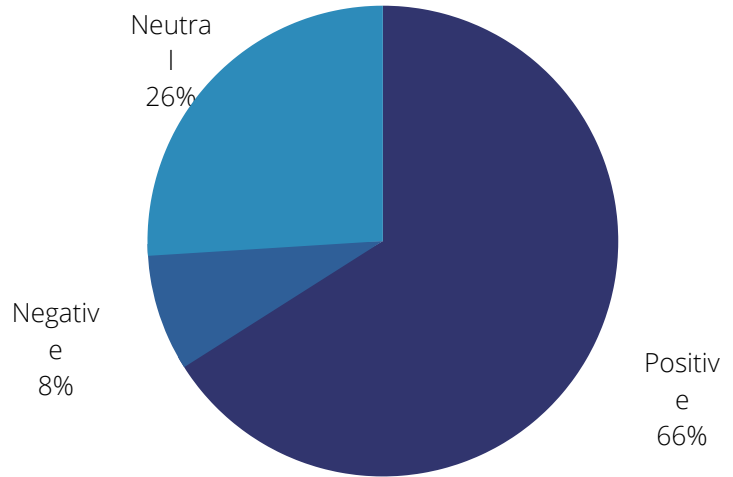
INSTAGRAM: SPIKE ANALYSIS
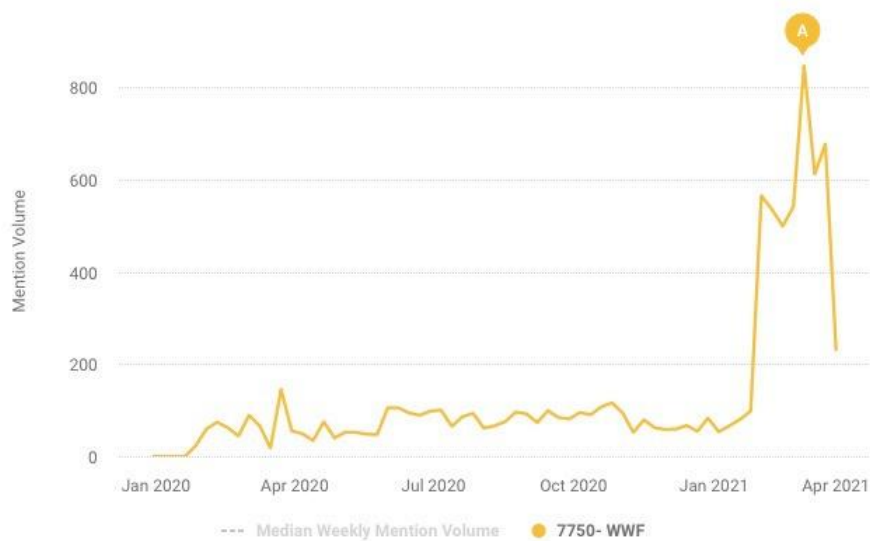
Peak A: February 1st 2021 through March 28th 2021

related to #WorldWildlifeDay and WWF turning 60

N=847

- Volume was 1029% higher than usual driven by
  - Use of hashtag #wildlife n=3813
  - Use of hashtag #wildlifephotography n=1508
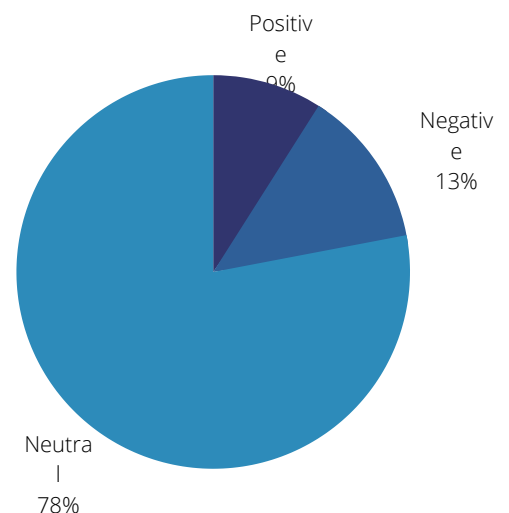 - Use of hashtag #nature photography n=1174

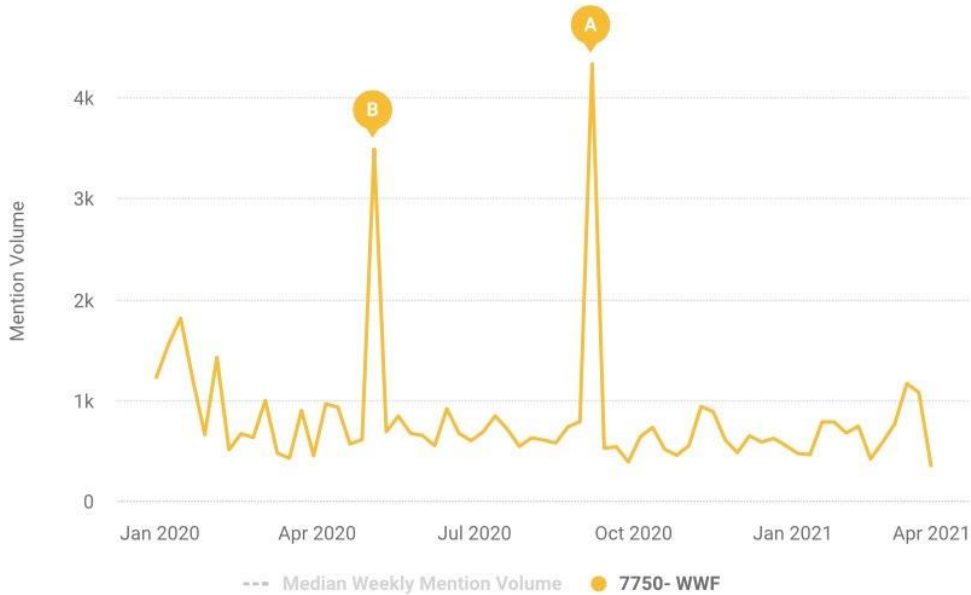# REDDIT: ORGANIZATION CONVERSATION

TOTAL MENTIONS: 3,573

Trending Topics:

- National Parks:
  - The conversation is mainly involved with the conservation and status of US National Parks. It is typically negative in the sense that most users are commenting on the lack of care, fires, and overall deterioration of US land.
- Living Planet Report:
  - Like with Instagram and Twitter, much conversation and discussion occurred from users when the WWF released its yearly environmental status report. The Reddit threads mostly deal with arguments on extinction denial surrounding the fact mammals, birds, and insects are rapidly decreasing.

BREAKDOWN BY SENTIMENT

Positive 9%

Negative 13%

Neutral 78%

REDDIT: SPIKE ANALYSIS

Mention Volume

Jan 2020 — Apr 2020 — Jul 2020 — Oct 2020 — Jan 2021 — Apr 2021

--- Median Weekly Mention Volume   ● 7750- WWF

Peak A: Sept. 7th 2020 - Sept. 13th 2020
N= 4331

- Volume was 561% higher than usual driven by:
  - 3173 mentions on a Reddit Thread
    - Natural world being destroyed at rate 'never seen before', WWF warns as report reveals catastrophic decline of global wildlife
    - World faces 'unraveling' of nature with 'unprecedented' rate of species decline, WWF report find

Peak B: May 4th 2020 - May 10th 2020
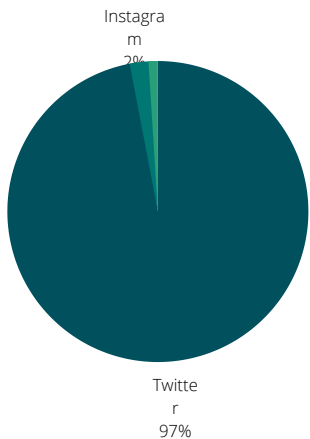**N=3487**

- Volume was 432% higher than usual driven by
  - 2651 mentions on a Reddit Thread
    - 72% in Japan believe closure of illegal and unregulated animal markets in China and elsewhere would prevent pandemics like today's from happening in future. WWF survey also shows 91% in Myanmar, 80% in Hong Kong, 79%in Thailand and 73% in Vietnam.
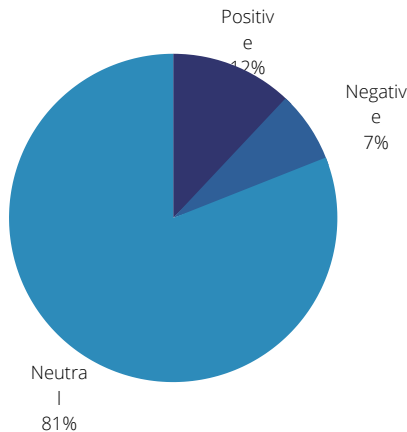
CROSS PLATFORM THEMES

BOTTOM-UP: UK ENVIRONMENTAL LAWS AND REGULATIONS

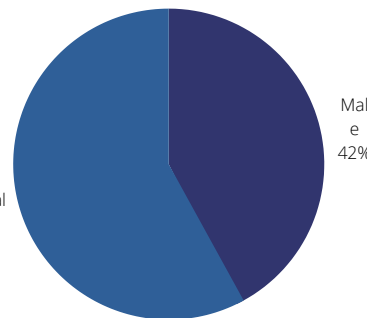### TOTAL MENTIONS: 18K   /   UNIQUE AUTHORS: 11K
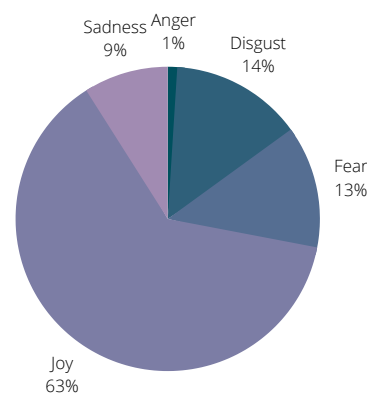
CONTENT SOURCES

Instagram 2%
Twitter 97%

BREAKDOWN BY SENTIMENT

Positive 12%
Negative 7%
Neutral 81%

DEMOGRAPHICS

Male 42%
Female 58%

BREAKDOWN BY EMOTION
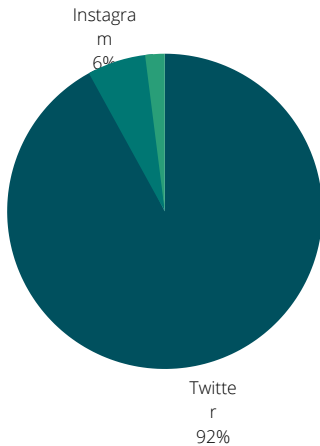

Sadness 9%
Anger 1%
Disgust 14%
Fear 13%
Joy 63%

BRIEF SUMMARY OF CONVERSATION

A large portion of conversation that involved and mentions WWF is the UK dialogue on environmental rules and regulations. The topic "Government protect our seas" is one of the largest, with 1,864 mentions. The discussion mainly centers around users urging followers to sign a petition to protect English marine protected areas on the coast. Furthermore, the topic "destruction of nature" is a relatively new but trending topic in which users are spreading light about the UK environmental practices of trading and selling resources that continue Amazon deforestation.
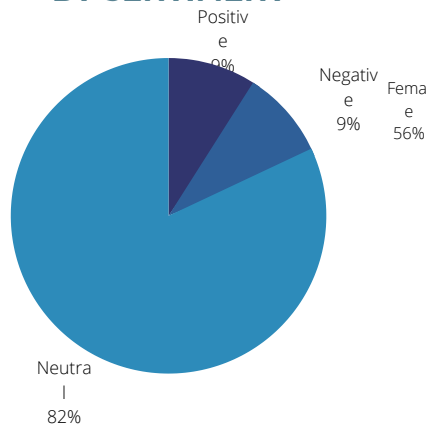
TOP DOWN: WWF AND COVID-19

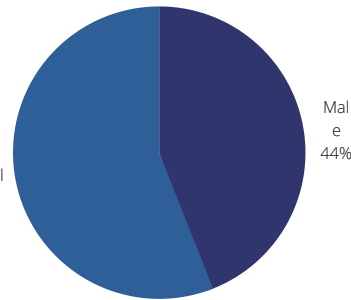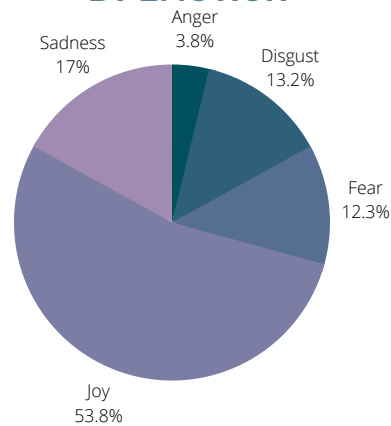### TOTAL MENTIONS: 4,144   /   UNIQUE AUTHORS: 3,069

CONTENT SOURCES

Instagram 6%

Twitter 92%

BREAKDOWN BY SENTIMENT

Positive 9%

Negative 9%

Neutral 82%

DEMOGRAPHICS

Male 44%

Female 56%

BREAKDOWN BY EMOTION

Sadness 17%

Anger 3.8%

Disgust 13.2%

Fear 12.3%

Joy 53.8%

BRIEF SUMMARY OF CONVERSATION

The conversation regarding the COVID-19 pandemic was related to how the virus impacts the natural environment. For instance, one of the new trending topics is the WWF urging consumers to use the pandemic to protect the forests. Deforestation can actually lead to the release of new diseases, so WWF is using it's platform to interconnect politics, the virus, and its own agenda to raise awareness about the havoc of cutting down forests. WWF suggested socially distanced activities outdoors as well. When WWF manages to tie the environment into larger global issues, they garner more attention and discussion.

EARNED KEY TOPIC DATA

JAN 01, 2020 - MARCH 24, 2021

KEY TOPIC OVERVIEW

KEY TOPIC: Climate change/the climate crisis, including the issue of pollution and call for protection of our planet.

TWITTER KEY INSIGHTS

Total Mentions: 63,323,799
Unique Authors: 10,893,035

👍 **11% Positive Conversation**

- Verifying that climate change is real and associating that with vaccines working, overall encouraging people to trust and believe in science
- Voting for climate change and praising politicians like Joe Biden for taking action against climate change
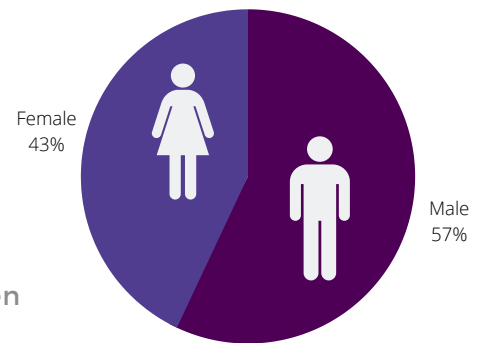
👎 **36% Negative Conversation**

- Politicians not believing in and/or not taking action against climate change
- Feeling that there is not enough being done about climate change
- Discussion around how climate change will only get worse if nothing is done
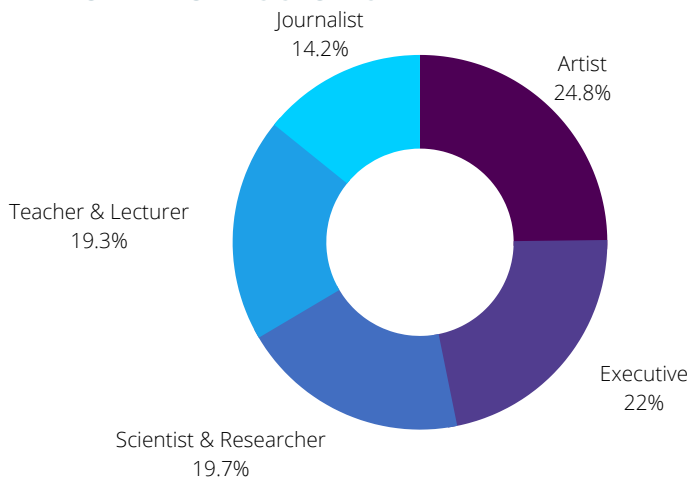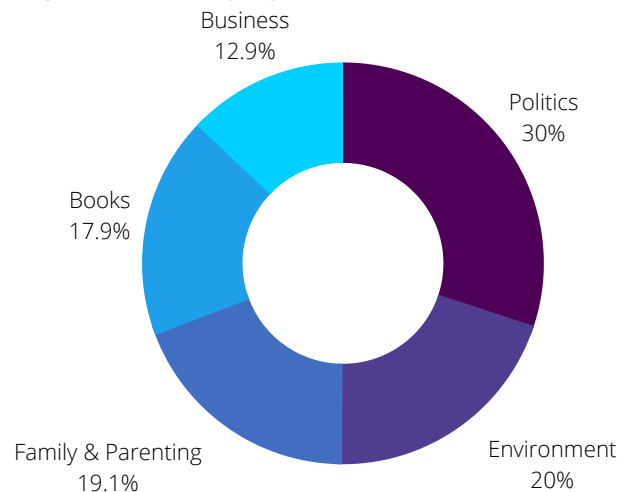
DEMOGRAPHICS

GENDER

In this topic, males seem to lean slightly more towards talking about air pollution in other locations such as India and China. Females lean slightly more towards discussing environmental justice. Both males and females equally discuss politics by mentioning Donald Trump and Joe Biden frequently.

Female 43%
Male 57%

TOP PROFESSIONS

Journalist 14.2%
Artist 24.8%
Teacher & Lecturer 19.3%
Executive 22%
Scientist & Researcher 19.7%

TOP INTERESTS

Business 12.9%
Politics 30%
Books 17.9%
Family & Parenting 19.1%
Environment 20%

The **top profession** discussing this topic has been artists. Some of their conversation revolves around COVID-19, youth activist Greta Thunberg, and criticisms against "The Left." The **top interest** in audiences discussing this topic is politics. Some of the conversation revolves around politicians such as Donald Trump, Bernie Sanders, and Joe Biden. There seems to be debate over how important the topic of climate change is in comparison to other issues.

TRENDING TOPICS

CLIMATE ACTION
N = 184,538 (0.29% of total mentions)

Discussion around being in the Paris Agreement, making America a leader once again in climate action and fighting for progress, and being on the same team to accomplish change together. Climate action is mentioned alongside topics regarding healthcare, wages, marginalized groups of people, racial justice, and student debt.

JOE BIDEN
N = 112,598 (0.18% of total mentions)

Discussion around the President of the United States and what he is doing for climate change amongst other action he is taking. There are supporters and non-supporters of his decisions of making steps towards battling climate change. There is praise as well as hate for Biden's actions reversing some of former President Donald Trump's policies and making efforts in new directions such as rejoining the Paris Climate Accord, reversing Muslim's immigration ban, etc.

SYSTEMIC RACISM
N = 31,872 (0.05% of total mentions)

This topic also consists of discussion around political controversy, criticizing both former President Trump and current President Biden. There is also news regarding President Biden's priorities including climate change and systemic racism in addition to the coronavirus pandemic and the recession.

ENVIRONMENTAL JUSTICE
N = 32,069 (0.05% of total mentions)

Discussion around the election and "voting for climate and environmental justice." Again, there are mentions of other topics associated with climate change involving issues of housing, health, and race. There is other conversation around building a "healthier and more just world."

EXAMPLE TWEETS

Department of State ✔ @StateDept · Feb 19
🏴 United States government organization

.@POTUS signed the instrument to bring the U.S. back into the Paris Agreement on his first day in office, and today, the U.S. will officially become a Party to it again. Learn more about the Biden-Harris Administration's commitment to climate action: go.usa.gov/xsTcT.

Donna Ladd 🕵 @DonnerKay

Amen. Both systemic racism and climate change are real and evidence-based, not "wedge issues" to be ping-ponged back and forth in a two-sided, red-blue horse race. Journalism must, must grow up and do better at truth-reporting.

> **Wesley** ✔ @WesleyLowery
> "When you stop debating whether climate change or systemic racism is real and whether it's a problem, you can then debate the more salient question what to do about it," she said. "To me that is reality-based journalism, not advocacy journalism." nytimes.com/2021/03/21/bus...

9:37 AM · Mar 22, 2021

♡ 20   💬   🔗 Copy link to Tweet

UNIQUE HASHTAGS

#climateemergency N = 167,192
Discussion involves running out of time to resolve the issues of climate change, the loss of wildlife, and implementing technology to solve the climate crisis.

#covid19 N = 152,042
Discussion involves not using Covid-19 as an excuse for abandoning climate action. as well as the political divide between those who are at risk and those who aren't at risk denying the facts (relating to climate change and Covid-19).

#greennewdeal N = 38,026
Discussion involves Biden embracing the Green New Deal and an expression of a want/need for the deal to be passed.

TWITTER SPIKE ANALYSIS
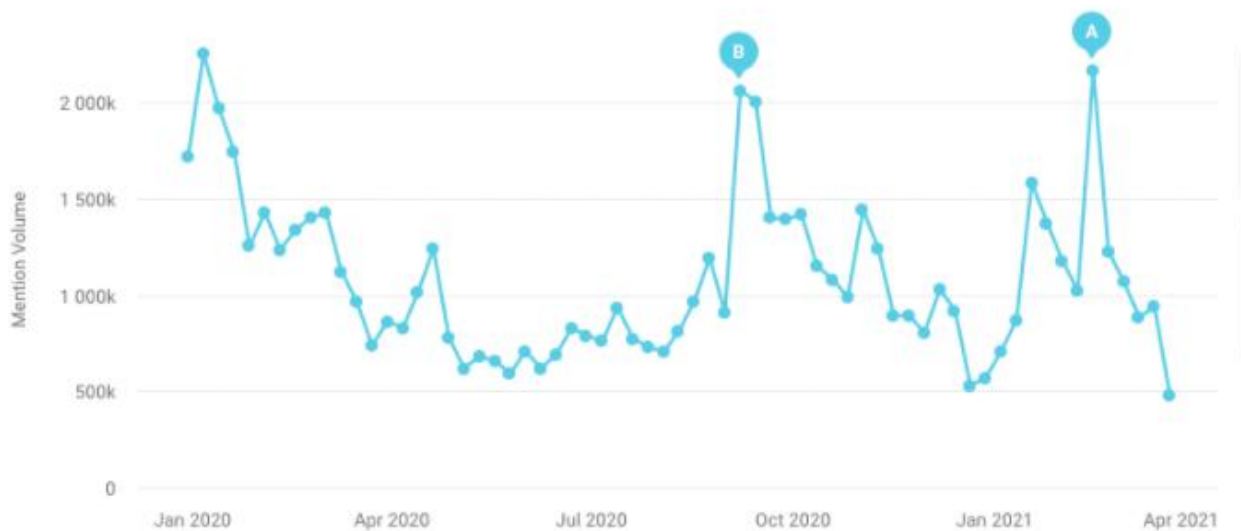
PEAK A: Feb. 15, 2021 - Feb. 21, 2021

Volume during this time period was **123% higher** than usual due to the following actions.

- There were **82,096** mentions/retweets of a tweet stating that "**it's a good time to declare climate change a national emergency**," paired with alarming pictures such as red skies from forest fires in California and Oregon. There were also 59,751 retweets of @evan_soy: "Climate change INCLUDES snow storms and record breaking winters."
- **36,473** mentions of **#madeinindia** and **30,152** mentions using **#carbonneutral** due to the **world's first solar heated military tent** being made in India.
- **31,693** mentions using hashtag **#disharavi**, the name of an Indian youth climate change activist. There was popularity around her name when she was arrested on Feb. 13th for supposedly being **involved in an online toolkit with other youth activist Greta Thunberg.**
- **30,332** retweets of President Joe Biden's tweet "Today, **America is officially back in the Paris Climate Agreement.** Let's get to Work."

PEAK B: Sep. 07, 2020 - Sep. 20, 2020

Volume during this time period was **112% higher** than usual due to the following actions.

- **96,799** retweets of former President Obama's tweet about **the fires across the West Coast** and calling people to **"vote like your life depends on it- because it does.**"
- **78,349** retweets of a tweet showing a video of the red skies from the West Coast fires with the caption "**we should not only talk about climate change but actively pursue environmental justice.**" There were also **47,689** retweets of a tweet that states that "plastic straws didn't turn the sky red, **the capitalist ruling class ignoring climate research for 3 decades turned the sky red.**"

TWITTER THEMES   THEME 1 - CLIMATE CHANGE

Total Mentions: 24,807,529
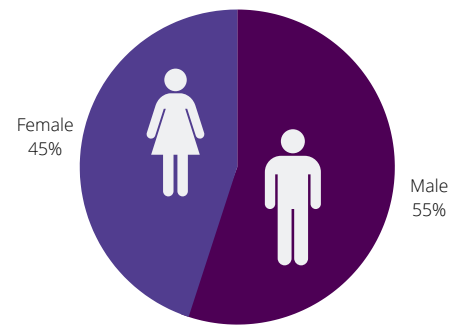**Unique Authors: 6,367,354**

👍 **12% Positive Conversation**

- Climate change being real
- Voting
- Political leadership

👎 **35% Negative Conversation**

- Famous people and politicians who don't believe climate change is real
- People being sad that climate change is real
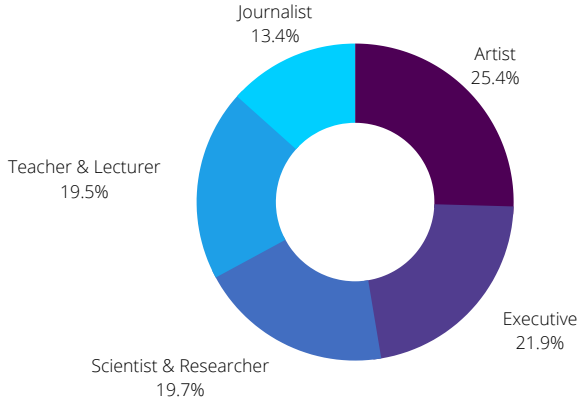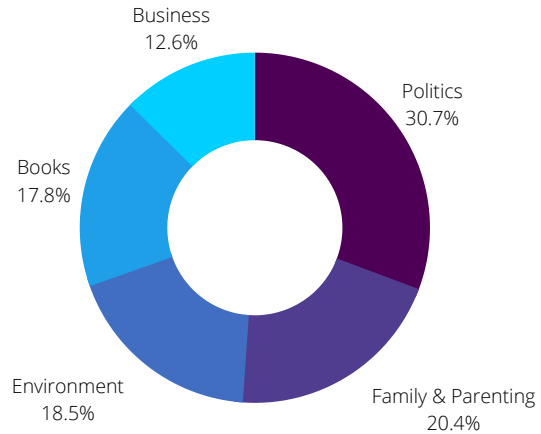- The fact that there is not enough being done to prevent climate change

GENDER

As in the overall Twitter key insights, males seem to lean slightly more towards talking about global warming in other locations such as China and the UK. Females lean slightly more towards talking about tackling climate change, racial equity, and climate change being real.

Female 45%

Male 55%

TOP PROFESSIONS

Journalist 13.4%
Artist 25.4%
Teacher & Lecturer 19.5%
Executive 21.9%
Scientist & Researcher 19.7%

TOP INTERESTS

Business 12.6%
Politics 30.7%
Books 17.8%
Environment 18.5%
Family & Parenting 20.4%

The **top profession** discussing this theme has been artists. Some of their conversation revolves around politicians, not enough being done for climate change, and possibly dying from climate change in the future. The **top interest** in discussing this theme is politics, in which conversation revolves around former President Trump and current President Biden and what they have (or haven't) done/are doing to fight against climate change.

MOST MENTIONED TWEETERS

- **@joebiden** - President of the United States is often mentioned either in praise of or being hated on for the steps he is taking and policies he is prioritizing to take action against climate change.
- **@bts_twt** and **@hyundai_global** - Hyundai started a selfie challenge for Earth day in partnership with popular KPOP boy band BTS.
- **@berniesanders** - A far-left politician who believes in taking action against climate change. Received a lot of response from a tweet where he called out Donald Trump for not believing in climate change.

MAJOR POINTS OF THEME

- Whether climate change is real and how big of a concern it should be for individuals and especially for leaders
- Emphasis on politics and the difference in action against climate change between former President Trump and current President Biden
- Climate change is often associated with other more "liberal" or "left-sided" concerns such as racial inequality and wage gaps.

THEME 2 - POLLUTION

Total Mentions: 6,847,314
**Unique Authors: 3,058,121**

👍 **5% Positive Conversation**

- People inventing tools amongst other actions to try and combat pollution
- Decrease in pollution in response to the pandemic

👎 **45% Negative Conversation**

- People and communities with little access to clean water
- Politicians whose policies worsened the pollution problem
- Mass extinction

GENDER

The difference in male and female conversation in this theme includes males being more likely to discuss electric cars and noise pollution while women are more likely to discuss nitrogen dioxide pollution and the Trump administration.

Female 39%

Male 61%
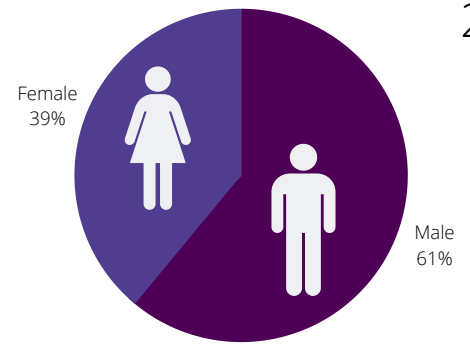
TOP PROFESSIONS & INTERESTS

Like the Climate Change theme, the **top profession** discussing this theme has been artists and the **top interest** in discussing this theme is politics, in which conversation revolves around…

- Pollution levels rising again as the pandemic slows
- Moving towards reducing pollution together
- Energy projects that will reduce pollution and provide jobs

- Pollution slowing down during the pandemic
- Scientists discovering ways to transition to clean, renewable energy

MAJOR POINTS OF THEME

- Discussion on different types of pollution, how pollution is changing, what it's doing to our earth, and action we can take to try and reduce pollution
- The pandemic seemed to reduce pollution even in some of the worse areas for it, like China; However, there are concerns that as the pandemic comes to an end, pollution will increase again
- There are a lot of scientists and innovators trying to come up with strategies, plans, and technologies that will help reduce the amount of pollution in the future and work towards clean and renewable energy.

THEME 3 - CLIMATE ACTION

Total Mentions: 1,307
Unique Authors: 852
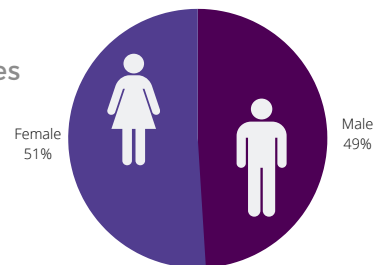
👍 **12% Positive Conversation**

- Hoping for more climate action now that President Biden is in office,
- Mentions of #cop26 and the 2021 United Nations Climate Change Conference,
- Mentions of KPOP girl group BLACKPINK working with UKinKorea ahead of #cop26

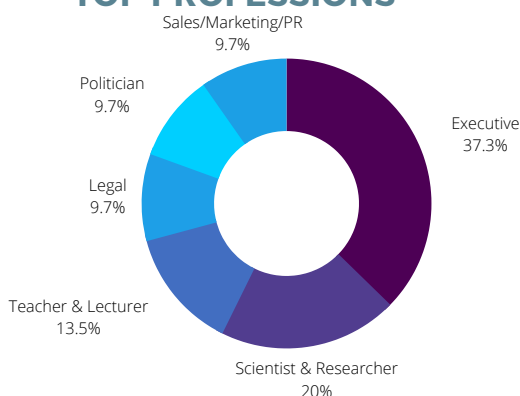👎 **15% Negative Conversation**

- "Greenwashing" or giving a false impression of sustainability, calling out groups that do not support climate action, and land use decisions
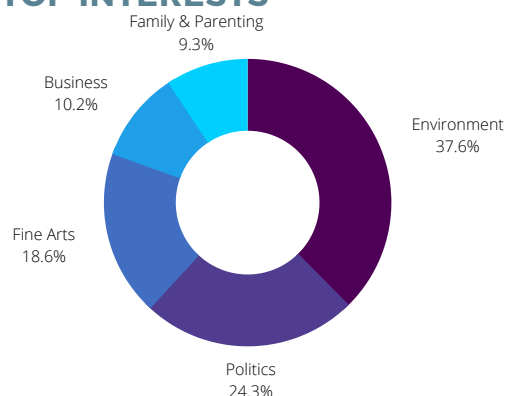
GENDER

The difference in male and female conversation in this theme includes females being more likely to use the hashtags #climateaction and #cop26 as well as discuss climate action in specific areas while males are more likely to discuss mitigation, adaptation, and faith in relation to climate action.

Female 51%

Male 49%

TOP PROFESSIONS

- Sales/Marketing/PR 9.7%
- Politician 9.7%
- Legal 9.7%
- Teacher & Lecturer 13.5%
- Scientist & Researcher 20%
- Executive 37.3%

TOP INTERESTS

- Family & Parenting 9.3%
- Business 10.2%
- Fine Arts 18.6%
- Politics 24.3%
- Environment 37.6%

The **top profession** discussing this theme has been executives. Their conversations revolve highly around climate action in a post-COVID world, ocean health, non-discrimination, and demanding climate action now. The **top interest** in discussing this theme is the environment. People highly interested in the environment within this theme tend to discuss climate action in a post-COVID world, the United Nations Climate Change Conference, and climate justice.

MAJOR POINTS OF THEME

- Discussion on climate action that can be taken by individuals and politicians
- A lot of conversation around and excitement for the 2021 United Nations Climate Change Conference scheduled for November
- Concern and talk about what climate action will look like in a post-COVID world
- An urgent demand for leaders to be making decisions towards climate action

REDDIT KEY INSIGHTS

Total Mentions: 3,563,350
Unique Authors: 1,225,772

👍 **13% Positive Conversation**

- Talking about the weather
- Supporting other people's views on climate change
- The sustainability of products

👎 **59% Negative Conversation**

- Discussion around climate change not being real
- Pollution and its negative effects
- Disappointment in others for not voting for politicians who will fight against climate change
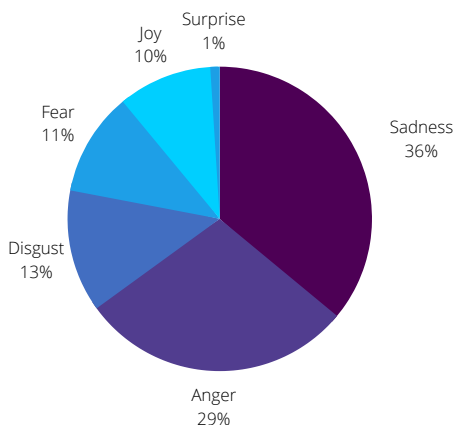
Surprise 1%
Joy 10%
Fear 11%
Disgust 13%
Anger 29%
Sadness 36%

EMOTION

The top emotion regarding this topic on Reddit is sadness. Discussion based on this emotion involves topics like refugees, racial inequality, pollution, voting, and harmful effects of climate change. The next top emotion is anger which includes similar conversation to the sadness emotion. The conversations marked with the emotion of joy are mainly discussing nice, warm weather.

VOLUME MENTION FOR DAYS OF THE WEEK

It appears that users discussing this topic tend to do so gradually throughout the week, discussing more and more from Monday to Wednesday and then less Wednesday through Sunday. Weekends seem to be the most unpopular times for users discussing this topic.

Days of the Week

REDDIT SPIKE ANALYSIS

7750-WWF-Topic
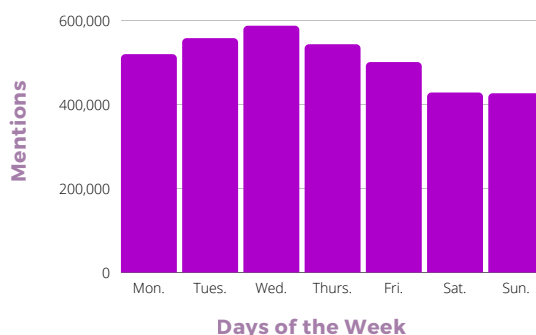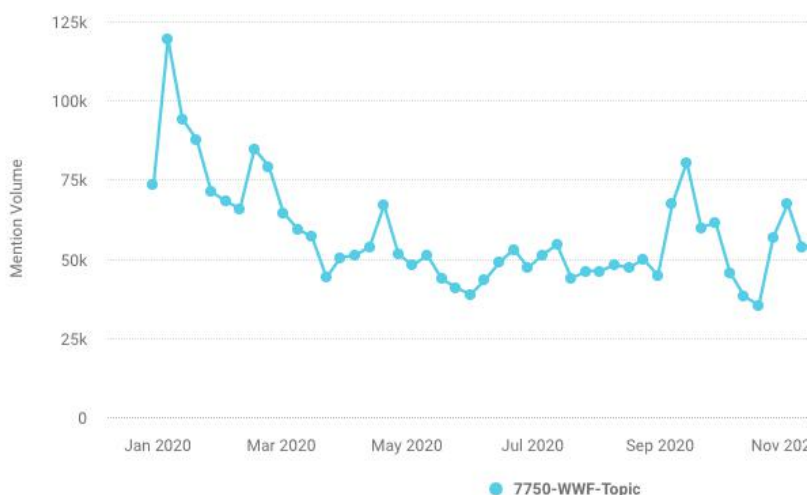
Iris in Brandwatch did not detect any distinct peaks in the filtered time period, but upon extra analysis, we found a few insights for the highest mention volume in 2020 on Jan. 6th (N=119378). We suspect that the volume was higher during this time because it was around the period of Australia's bushfire season. Conversation revolved around the fires getting worse in Australia, raising awareness of climate change, and how to not get discouraged by it.

REDDIT THEMES

THEME 1 - POLLUTION

Total Mentions: 1,616,803
**Unique Authors: 766,964**

👍 **4% Positive Conversation**

- Discussion on how pollution can make the sky look "cool" but it's still scary and being happier in places where there is less pollution

👎 **81% Negative Conversation**

- Low fertility rate in men being a cause of pollution
- Electric cars being part of the problem NOT the solution
- The world being stuck with new plastic it can't recycle
- Sulfur pollution

EMOTION

The top emotion regarding this topic on Reddit is anger. The discussion with this emotion revolves around blaming sulfur pollution on the shipping industry, the pollution helicopters and military resources cause, the small window there is to fix pollution and avoid drastic effects, and calls for activism to avoid mass pollution.

Fear 8%
Joy 11%
Anger 34%
Disgust 21%
Sadness 26%
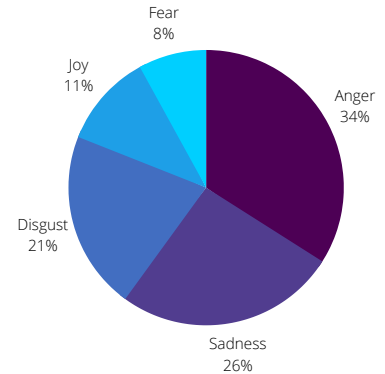
MAJOR POINTS OF THEME

- The harmful effects pollution can and will have on the human race if people don't start to act and stand against it
- Conversations around machinery that worsens the problem, even electric cars which are created in an attempt to reduce pollution
- A lot of users on Reddit are pointing blame at many different factors when it comes to pollution, including the shipping industry and the military,

THEME 2 - CLIMATE CHANGE

Total Mentions: 801,295
Unique Authors: 388,028

👎 **71% Negative Conversation**

- North Korean missiles
- Climate change being a "hoax"
- Refugees
- Denial of climate change as a whole

👍 **9% Positive Conversation**

- Sustainability of brands
- Clean energy research
- Investing in climate change prevention
- Humans' impact on the environment

EMOTION

The top emotion regarding this topic on Reddit is sadness. Discussion based on this emotion involves topics like refugees, denial of climate change, Australians caring about climate change but not voting for people who will take action against it, and climate change lowering the population.

THEME MAJOR POINTS

- Concerns about the effects of climate change on people's health; some even believe it can cause side effects to younger generations or that it will become a cause of a decreased population
- Discussion around whether or not climate change is real and some users deny that it is
- Brands and countries' dedication to sustainability.

INSTAGRAM KEY INSIGHTS

Date Range: Mar. 01, 2021 - Mar. 31, 2021
Total Mentions: 33,487
**Unique Authors: 15**

👍 **65% Positive Conversation**

- Photographers capturing climate activists
- Animal and climate awareness days
- Resources and links for people to help fight against distinction and climate change
- Cleanup missions
- Pictures of people, kids and animals seem to be the most popular

👎 **12% Negative Conversation**

- Habitat loss
- Wildfires & droughts
- Pollution
- Endangered species

EMOTION

The top emotion regarding this topic on Instagram **across all themes** is surprisingly joy. It seems that users on Instagram are more often putting a positive spin on their posts regarding climate change while still warning others of its danger. Users will state an issue, but will then give more information on something being done to fix it or providing resources and information on how others can help take action. There are also a lot of climate activists highlighted and praised within the joy emotion.

Fear 4%
Anger 4%
Sadness 8%
Disgust 10%
Joy 74%
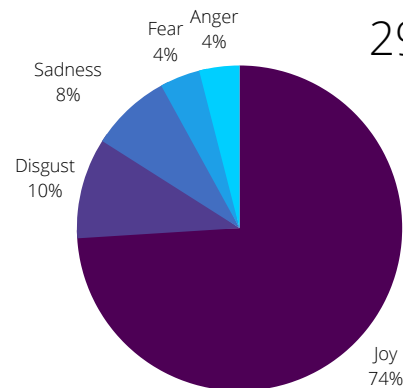
IMAGES   The most popular images on Instagram include the following:

Image Type Mentions

- **Animals 9,875**
- **Sea 8,245**
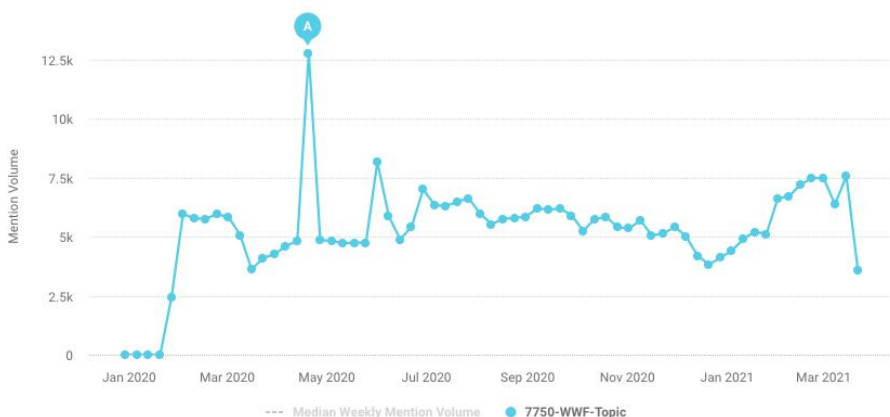- **Soil 7,229**

Top Animal Image
721,499
Interactions

Top Sea Image
353,995
Interactions

Top Soil Image
7,454
Interactions

Canada bans single-use plastics!

INSTAGRAM SPIKE ANALYSIS

PEAK A: Apr. 20, 2020 - Apr. 26, 2020 - Volume during this time period was **135% higher** than usual due to the following actions.

- There were **7,239 mentions** using **#earthday,** which was on Wednesday, April 22nd. Conversation was driven around what people could do to protect the earth while isolated at home during quarantine and more on how we can and should protect the earth.

INSTAGRAM THEMES

THEME 1 - SUSTAINABILITY

Total Mentions: 12,976
Unique Authors: 1

👍 **73% Positive Conversation**
- Discussion on green peace activists
- Stopping "single-use" & living plastic-free
- No waste & recycling

👎 **7% Negative Conversation**
- Littering
- The "plastic apocalypse"
- Poor waste management & plastic waste on beaches and oceans

THEME 2 - NATURE
Total Mentions: 12,313
Unique Authors: 7

👍 **69% Positive Conversation**
- The difference one person can make with simple actions
- Planting trees, loving and embracing nature
- Being eco-friendly
- Highlighting rare animal and bug species and valuing/respecting their habitats

👎 **6% Negative Conversation**
- The negative conversation around this theme includes discussion on the plastic apocalypse, what a world without nature looks like, littering, and ocean pollution.

MAJOR POINTS OF THEME 1

- Reducing the amount of waste individual people and large corporations produce on a daily basis
- Finding more sustainable ways to do simple, every day tasks
- Plastic seems to be one of the largest concerns in terms of type of waste that is unable to be broken down or composted
- Urging people to live sustainably in their everyday life by reusing materials and recycling materials that can be

MAJOR POINTS OF THEME 2

- Having a love and respect for nature and what it provides us with
- Users discuss planting trees, endangered species, and the "plastic apocalypse"
- Conversation around what a world without nature would look like, including loss of habitats and animal species, in hopes of urging people to take action against climate change and other harmful factors to the environment

THEME 3 - RECYCLING

Total Mentions: 2,625
Unique Authors: 1

👍 48% Positive Conversation

- World Recycling Day
- Sustainable products and businesses
- Shifting the nation's values
- Reviving landscapes and parts of the earth that need it
- Cleaning up litter and trash

👎 25% Negative Conversation

- Discussion on littering
- Fish being trapped in plastic bags
- Too much plastic
- The amount of trash that goes into the ocean in a day

MAJOR POINTS OF THEME

- Reviving the planet we live on through sustainability and recycling.
- Days dedicated to awareness on this subject
- Littering & endangerment of species
- Being able to escape the threats of climate change with the right tools and resources
- Mentions of people creating new, innovative solutions and technologies to help reduce climate change.

INFLUENCERS - ACROSS PLATFORMS

Greta Thunberg: @GretaThunberg

- Young climate and environmental activist with 5M Twitter followers and 11.2M on Instagram
- Actively participates in conversation around climate and protecting the Earth.
- Values align with WWF and her platform is used to push climate action and advocacy.

KEY TOPIC SUMMARY

Overall, there is a lot of conversation around politics when it comes to climate change and pollution, and it is commonly either the top or second to top interest among audience members. There are a lot of posts of either supporters or non-supporters of either former President Trump and his policies or President Biden and his policies. There are also large conversations around youth activism and other issues relating to climate change such as environmental justice and systemic racism. The major differences between content sources are that the largest amount of conversation is on Twitter. There is also more discussion of climate action and what individual people as well as people in leadership and in politics are doing to prevent climate change. On Reddit, there seems to be more jokes about climate change and sharing of news stories on the issue. Instagram is a more joyful, positive platform when it comes to climate change and it's themes. It promotes the love and respect of nature through positive and aesthetic photography.

EARNED COMPETITION DATA

JAN 2020 - MARCH 24, 2021

NUMBER OF MENTIONS PER ORGANIZATION (1 MONTH)

DATA DESCRIPTION

Looking at WWF in relation to its competitors on Brandwatch allowed comparison and generalizations from data compiled from Twitter. The organizations that we looked at are Unicef, Green Peace, Oceana, the Nature Conservancy, and the Wildlife Conservancy. The dataset runs from Jan 1, 2020 to March 24, 2021. The graph to the right, however, shows post volume amongst the competition from February 1, 2021 to March 1, 2021, to give an indication of how much each organization is mentioned on Twitter in just one month.
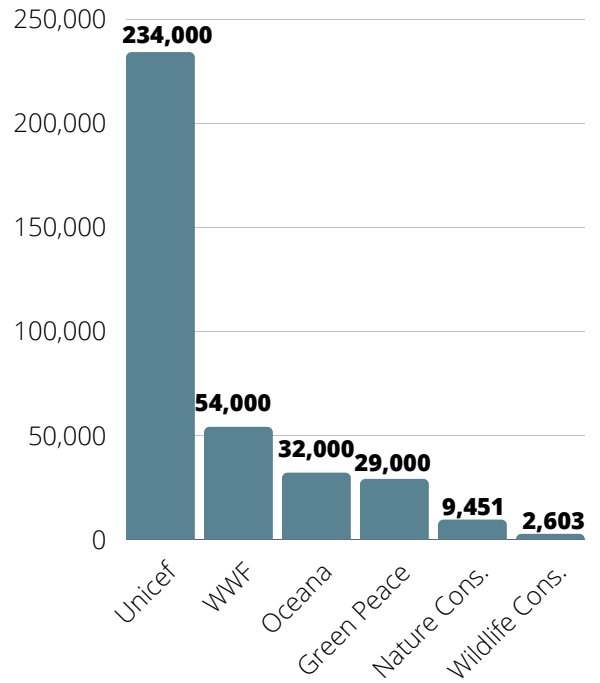
SHARE OF VOICE

UNICEF has the most prominent share of voice on Twitter amongst the competitors, with over half of the mention volume from this dataset. Following UNICEF is WWF, with a 13,7% share of voice. Considering the total volume that these percentages were derived from (n=7m), UNICEF has a very high volume of mentions and share of the conversation amongst these organizations on Twitter and has the most visibility of the nonprofits that compete with WWF.

SHARE OF VOICE
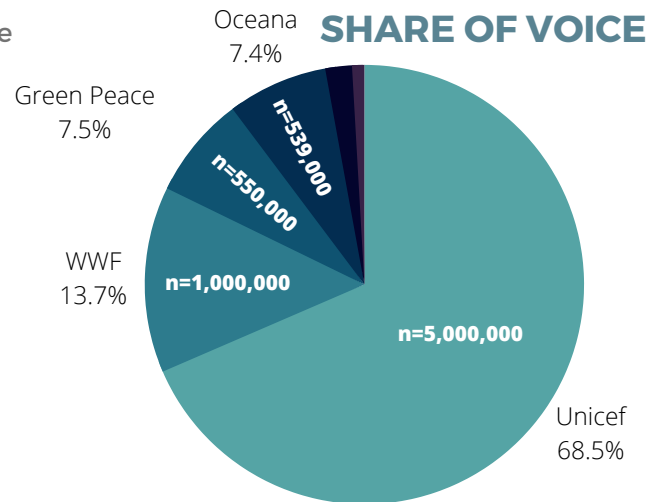

ORG HASHTAG MENTIONS

#UNICEF : 172k   #NatureConservancy : 453

#WWF : 165K   #StandForWildlife : 463

#GreenPeace : 21k   #Oceana : 2,872

SENTIMENT ANALYSIS

WWF and its competition all have a majority of neutral sentiments. UNICEF and WWF have the highest percentages of positive sentiment, and Green Peace has the highest percent of negative sentiments. These organizations work towards conservation, advocacy and protection for various groups, and draw attention from people who are inclined to share their opinions on topics of environmentalism, humanitarianism, and advocacy, but also serve to provide information about current events or movements. Neutral sentiments can come from this spread of information.
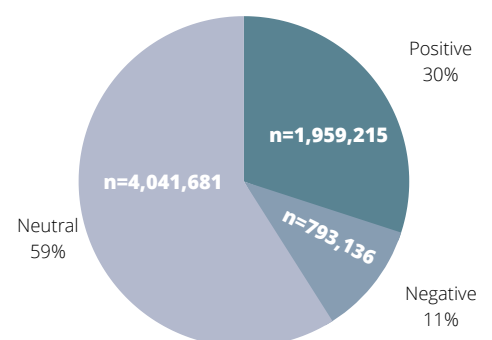
SENTIMENT BY ORG: KEY: NEGATIVE NEUTRAL POSITIVE
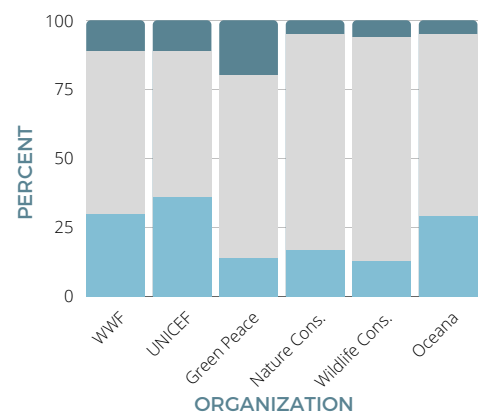
## DEMOGRAPHIC CONSIDERATIONS

In looking at the entire dataset of WWF and competing organizations, females are slightly more active and account for more mentions than males. Females account for 52% of mentions (n=1,390,375) while males make up 48% of mention volume (n=1,274,516). Women tend to be slightly more environmentally responsible and involved, so considering the topics that these organizations support, these findings are justified.
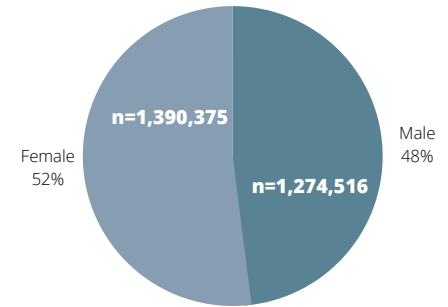
OVERALL SENTIMENT

TOP COUNTRIES BY AUTHOR

USA **n=275,181**
UK **n=146,903**
India **n=82,484**
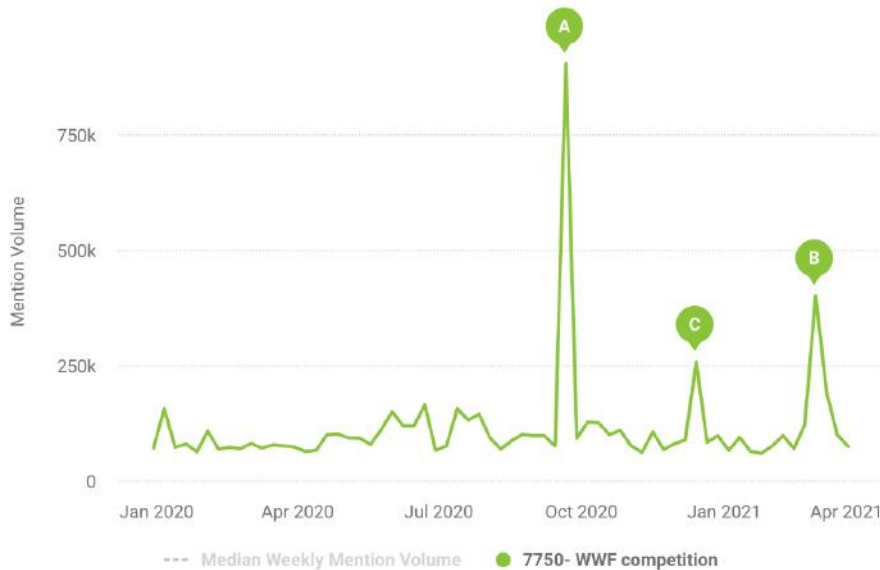Indonesia **n=43598**

COUNTRY

UNIQUE AUTHORS (%)
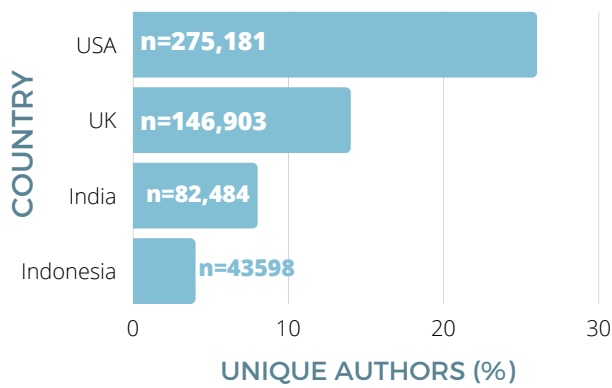
TOTAL MENTIONS BY GENDER

Geographically, the United States has the most mentions (n=836,000), making up 25% of mention volume for this data set. Following the US is the UK, with 13% of mention volume (n=438,000), then India with 8% of mentions (n=234,000), and then Indonesia with 4% of mention volume (n=142,000). UNICEF HQ is in New York City, so having high activity in the USA is justified by share of voice data and geographical considerations.

Female 52% **n=1,390,375**

Male 48% **n=1,274,516**

SPIKE ANALYSIS (TWITTER)

--- Median Weekly Mention Volume   ● 7750- WWF competition

PEAK A: Sept. 21, 2020 - Sept. 27, 2020

Volume was **889% higher** than usual during this time period, and the spike was caused by UNICEF. UNICEF announced on Twitter that they would be a part of a special message during the United Nations General Assembly (#UNGA) along with popular Korean boyband, BTS. The initial tweet had 74,838 retweets. There were 73012 mentions sharing a link from the video of BTS's message, and there were also 43,908 retweets of the 12 hour countdown tweet,

PEAK B: March 1, 2021 - March 14, 2021

Volume was **338% higher** than usual during this time period, driven by UNICEF and their renewal of their partnership with BTS, the popular Korean boyband. This alliance has once again driven social media activity for UNICEF, and both time periods during which UNICEF and BTS collaborated highly increased activity for the category and UNICEF's mission. The initial tweet received 66,544 retweets, and a secondary tweet with BTS received 45,325 retweets. and 34,026 mentions shared a link from www.unicef.org,

PEAK C: Dec. 14, 2020 - Dec 20, 2020

Volume was **179% higher** than usual, once again driven by UNICEF and their intervention in the UK. UNICEF annoucned that it would be stepping in to help with COVID-19 food insecurity, which led to disputes in Parliament. The conversation was instigated by Zarah Sultana (a member of British Parliament). Her initial tweet received 9,746 retweets, and there were 28,984 mentions sharing a link from an article announcing UNICEF's intervention, and 10,379 mentions sharing a link from Rees-Mogg's (a member of Parliament)'s interview. There were also several tweets that generated activity in relation to UNICEF and the UK by famous singer Liam Payne (7,355 retweets), another tweet by Zarah Sultana (6,334 retweets), Jo Maugham, a British barrister (4,222 retweets), and Sky News (4,092 retweets).

SUMMARY: WWF has the second highest share of voice in relation to its competition. Organization hashtags might not be directly effective toward share of voice, but rather gaining successful earned media can come through partnerships with celebrities or influential people. Neutral sentiments make up a majority of mentions amongst these organizations, and aligning with good causes could increase positive sentiment. When politics comes into play, there will be mixed feelings in the conversation, and political action could rapidly generated earned media (whether good or bad). Females are slightly more likely to take action with environmental topics online and lastly, the most mention action comes from the US and the UK. These are two of the most well-developed countries in the world, and are not typically the locations where environmental and humanitarian efforts are focused, indicating that the conversation is primarily informative.

APPENDIX

ORGANIZATION

("World Wildlife Fund" OR "the world wildlife fund" OR @wwf OR #worldwildlifefund OR #wwf OR "wwf") AND (UK OR "UK laws" OR laws OR regulations OR "UK environmental law") NOT (wrestle OR wrestling OR WrestleMania OR WWE OR Champion OR champion OR championship OR wrestlers OR WCW OR rock OR hulk OR watch OR TV OR superstars OR "old WWF" OR "watch WWF" OR "wwf raw" OR raw OR somi OR "SOMI" OR #somi)

TOPIC

(Climate AND (forest OR #forest OR #deforestation)) OR climate OR "climate change" OR "climate crisis" OR #climatechange OR #climatecrisis OR #climate OR climatechange OR #VoiceForThePlanet OR pollution OR "plastic pollution" OR #StopPlasticPollution OR (climate AND plastic) OR #PlasticPollutionTreaty OR #DefendTheDeep OR (climate AND ocean) OR (climate AND pandemic) OR #ProtectOurPlanet

COMPETITION

"World Wildlife Fund" OR "the world wildlife fund" OR @wwf OR #worldwildlifefund OR #wwf OR "wwf" NOT (wrestle OR wrestling OR WrestleMania OR WWE) OR "unicef" OR @unicef OR #unicef OR "Green Peace" OR @greenpeace OR #greenpeace OR "the nature conservancy" OR @nature_org OR #natureconservancy OR "wildlife conservation society" OR @thewcs OR #StandforWildlife OR "oceana" OR @occeana OR #oceana

ORGANIZATION THEMES

TWITTER THEME 1 - BIODIVERSITY LOSS
'"biodiversity loss" or #biodiversity

TWITTER THEME 2 - CLIMATE CHANGE
""climate change" or#climatechange

TWITTER THEME 3 - NEW UK LAWS
"new laws" or UK

REDDIT THEME 1 -NATIONAL PARKS
"national parks" or #nationalparks

REDDIT THEME 2 - LIVING PLANET REPORT
#living planet or #lpr

INSTAGRAM THEME 1 - CLEAN EARTH
"cleaner earth"or "safer earth"

INSTAGRAM THEME 2 -ENDANGERED SPECIES
"endangered species" or #endangered species

TOPIC THEMES

TWITTER THEME 1 - CLIMATE CHANGE
"Climate change" OR #climatechange

TWITTER THEME 2 - POLLUTION
Pollution OR #pollution

TWITTER THEME 3 - CLIMATE ACTION
"Climate action" OR #climateaction

REDDIT THEME 1 - POLLUTION
Pollution

*Reddit doesn't use hashtags

REDDIT THEME 2 - CLIMATE CHANGE
"Climate change" NOT weather

INSTAGRAM THEME 1 - SUSTAINABILITY
Sustainability OR #sustainability

INSTAGRAM THEME 2 - NATURE
Nature OR #nature

INSTAGRAM THEME 3 - RECYCLING
Recycling OR #recycling