



FINAL REPORT

ADPR 7740: SOCIAL MEDIA ANALYTICS



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ABOUT GIRL SCOUTS



"GIRL SCOUTING BUILDS GIRLS OF COURAGE, CONFIDENCE, AND CHARACTER, WHO MAKE THE WORLD A BETTER PLACE"

ORGANIZATION OVERVIEW

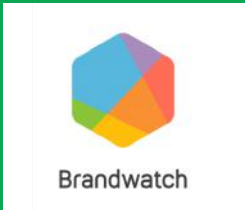
Girl Scouts is 1.7 million girls and 750,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk Taker, Leader). Girl Scout's journey began more than 100 years ago when the first Girl Scout troop was organized in Savannah, Georgia. Since then, Girl Scouts has honored the beginning vision and legacy, building girls of courage, confidence, and character who make the world a better place.

DATA OVERVIEW

TIME PERIOD



TOOL USED



PLATFORMS



KPIS

Sentiment- Sentiment analyzes the audience's feelings towards the topic, whether they feel positively, negatively, or neutral based on their verbiage in the post.

Engagement- Engagement measures reactions to post, like retweets, comments, likes, mentions, conversations, and more across platforms.

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

The goal of this report is to analyze the Girl Scouts organization's social media accounts across platforms like Instagram, Twitter, Tumblr, Reddit and Facebook. In addition, other comparable organizations like Girls Inc, Girls on the Run, American Heritage Girls and Frontier Girls were analyzed and compared.

The overall topic that was connected to the Girl Scouts organization was Women Empowerment. Other themes that branched off from the main topic include girl boss, girl power, female empowerment, and empowering girls. Themes like these were seen in conversations across platforms and were analyzed to better understand the engagement, trends, and connection to the overarching topic and organization.

STATEMENT OF BUSINESS PROBLEMS

Girl Scouts does not reach their entire current and possible audience, with the lack of use on the Instagram platform.

Girl Scouts Instagram account has a large reach of 164k followers and the highest engagement from all platforms, based on data from Rival IQ. The organization currently prioritizes Twitter for content, which produces a good amount of engagement, but utilizing Instagram more frequently would prove to be beneficial in promoting fundraising, initiatives, cookie sales, and increasing brand awareness even more.

Negative sentiment and conversations surrounding political statements and sharing point of view.

Girl Scouts spiked negative sentiment and conversation on every platform regarding their tweet about supporting a political figure in the Supreme Court, causing controversy. The tweet was then deleted and not addressed. Providing no response to the situation caused more negative sentiment and many users shared their opinions regarding the statement and the organization. Refraining from posting content about political themes and opinions would greatly limit this negative sentiment and conversation. In addition, doing so would ensure that negative feelings are not connected to the organization, as well as, the post.

Reminders of Girl Scouts events, initiatives, and programs are not being communicated enough for their potential.

Posts regarding their initiatives like special troops, Troop 6000, speaker events, and learning virtual sessions receive engagement, but are not being maximized. These posts can be used to further dive into what was learned at the event or program by the people who attended. Girl Scouts can use these personal stories and share them on their page to further recognize the organizations initiatives.

RECOMMENDATIONS

OWNED DATA

- **Decreasing engagement levels on events by using event hashtags would yield higher engagement on the Girl Scouts' Twitter.**
 - We found that this handle is used multiple times for the same event. Out of all the hashtag categories, the "events" handle was used the most (n=70), but didn't yield the highest engagement, with an average RTs of 8.51 (pg.10-12).
 - By decreasing the amount of times this handle is arbitrarily used, the audience would most likely engage with those tweets more.
- **Remind the audience of fundraising initiatives, events, and opportunities for the Girl Scouts organization and other charitable and nonprofit organizations.**
 - Posts about fundraising received a majority of engagement in "theme of tweet" (Average RTs= 13.91), as well as in "Media Contents" (pg.11). This is likely because of how much they emphasize their Girl Scout Cookies fundraiser.
 - Going off of this data, it will be crucial to highlight additional events. Highlighting more events will cause those in the organization to be a more active part of it, which will naturally increase social media engagement.
- **Minimize distractions when providing a link and maximize incentives for users to click on these links.**
 - Seeing how unlikely it is for users on Twitter in general to utilize the links left in posts, engagement in tweets with URL attachments show to have the lowest engagement (pg.12).
 - Therefore, don't utilize links unless they provide strong incentives for the user pertaining to the Girl Scouts organization. Give links that have a tighter focus.
 - Examples would be sites where you can donate, sign up for events, or informational pages specifically for the Girl Scouts Organization.
- **Highlight Girl Scouts Alum who are celebrities or large followings for their accomplishments.**
 - Mentioning celebrities had a large effect on engagement, as the tweet would not only reach the Girl Scouts of America Twitter account audience, but also the celebrity's large following.
 - Recognition received an average of 11.74 retweets. Giving alumni with a large following recognition will boost engagement for these posts. Not only will emphasizing celebrities help reach a bigger audience, but engagement will grow.
 - Emphasizing celebrities leaves room for higher engagement. Their Twitter rarely mentions celebrities (only n=7 out of 360 tweets had the Hashtag Celebrity handle).



RECOMMENDATIONS

GIRL SCOUTS EARNED DATA

- **Continuously produce content about initiatives that the Girl Scouts are involved in or supporting.**
 - There were over 30,000 posts about troops and Troop 6000 (pg 24). An additional 20% of posts within the dataset were about Girl Scout initiatives for being incorporated into the Boy Scouts of America.
 - With many users turning to troops for Girl Scout Cookie initiatives, a potential focus on highlighting more initiatives associated with Girl Scouts can increase engagement. Additionally, conversations seem to rise with conversations about initiatives dealing with Boy Scouts, showing an additional source of potential engagement.
- **Encourage more engagement on the Girl Scout's organization Instagram account.**
 - The Instagram account has a reach of more than 163k people and over a 30-day period in our dataset, Instagram had the most interactions out of any other social media channel (pg. 15). that can be utilized for increasing brand awareness and fundraising.
 - Encouragement can be done by linking Instagram post and their content on other platforms for the audiences' easy access.
 - In addition to linking to Instagram, featuring current and past Girl Scouts every week and tagging them will not only reach the page's followers, but also the members of the account tagged.
- **Neutralize the negative sentiment and conversations on Reddit.**
 - Reddit's negative conversations double the positive ones with 42% negative. These negative comments stem from controversies surrounding integrating Girl Scouts into the Boy Scouts of America (pg. 21).
 - This can be done by encouraging conversations that yield positive sentiment, such as discussing Girl Scouts initiatives. These include Girl Scout cookies, fundraising, and empowering girls.
 - These conversations saw increased positive engagement on Reddit and other platforms.



RECOMMENDATIONS

GIRL SCOUTS COMPARABLE ORGANIZATION EARNED DATA

- **Interact with more brands and large corporations.**
 - In comparable organizations like Girls Inc., Girls on the Run, and American Heritage Girls, large corporations increased engagement by donating and interacting with Girl Scout's competition.
 - Exposing a large audience to Girl Scouts will create more opportunities for interaction and engagement.
 - Interacting more with these corporations will increase awareness in Girl Scouts and their mission to those not following Girl Scouts.

WOMEN EMPOWERMENT EARNED DATA

- **Increase tweets around women's empowerment holidays, like International Women's Day.**
 - This can be done by incorporating content about holidays that empower and recognize women. Hashtags like #InternationalWomensDay, #WomenHistoryMonth, or #WomensEqualityDay should be implemented to celebrate these holidays and celebrate women.
 - This holiday spikes engagement with related tweets, and since Girl Scouts directly correlates with girl power and women.
 - This analysis can be found on page 20 showing the increase in engagement and positive sentiment around this topic.
- **Utilize hashtags and themes that reach specific target audiences that are within the entertainment industry.**
 - For example, a post recognizing the achievements of women in entertainment should be accompanied by a hashtag like #girlboss
 - The users are interested in this entertainment topic regarding women representation in media and often utilize #girlboss. This can be seen on the analysis on page
- **Highlight local Girl Scout's successes through tweets recognizing their achievements.**
 - Posts should recognize Girl Scouts and their achievements by using hashtags #girlboss and #girlpower.
 - This brings Girl Scouts Twitter to a more local setting by allowing them to showcase their members



OWNED DATA



OVERVIEW

OWNED DATA



Our data set investigates a three month period of the Girl Scouts of America twitter account (@girlscouts) and our findings present actionable insights and their connections to high or low engagement. Our dataset stretch from August 31st, 2020 to February 14th, 2021 with around 360 tweets. Based on the insights, there was high engagement with the topic of fundraising.

In order to collect enough Twitter data, our time frame stretched from August 31st, 2020 to February 17th, 2021. This resulted in having about 360 tweets in which we could pull data from. Because we used data from multiple months, it can be assumed that this organization does not utilize Twitter enough or effectively and, in turn, it misses groups of audience by this lack of activeness on the platform.

Given how large the Girl Scouts Organization is, the metrics we collected are relatively low. Reasons for this might be limited involvement of the organizations core audience on social media platforms like Twitter; Instagram has a much higher following count, at 160 thousand, compared to Twitter's 96 thousand. More engagement is seen on Instagram perhaps because of the visual aspects of the platform, where the organizations audience can easily engage in.

@GIRLSCOUTS

FOLLOWERS
96.7K
FOLLOWERS

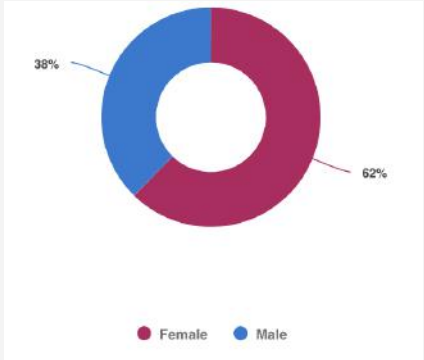


TOP HASHTAG

#MondayMotivation
It generated the highest engagement rate by follower.

GENDER BREAKDOWN

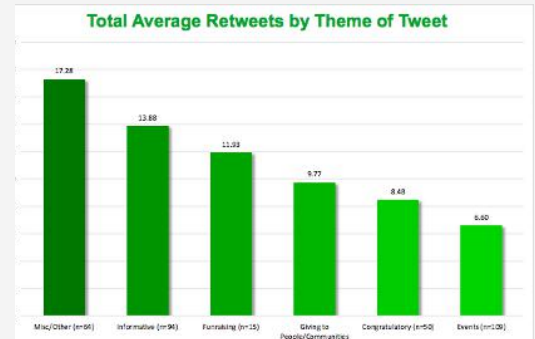
62% Female
38% Male





THEME OF TWEET

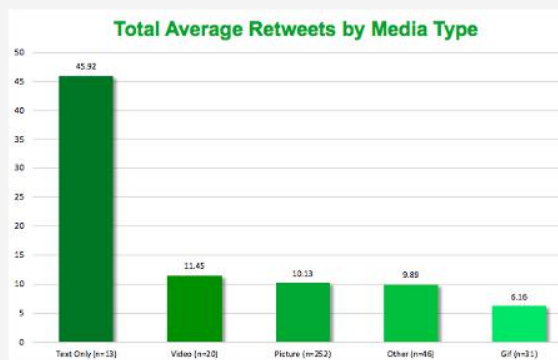
Theme of Tweets played an important role in the number of retweets Girl Scouts received. Posts that included Miscellaneous information received an average of 15.7 retweets, the highest of all that were measured. The next highest average with averages of 13.91 and 13.74 was Fundraising and Informative retweets. Overall all themes measured were pretty evenly distributed.



For Theme of Tweet posts, Fundraising had one of the highest engagement at an average of 13.91 retweets. Fundraising content was used to inform the audience of their charitable contributions, service projects and more. In this specific tweet, it discusses a service project implemented by Girl Scouts to support families who experience food insecurity. It also includes hashtags, a link, and an image.

MEDIA TYPE

Media Type is a crucial part in the number of retweets that posts by Girl Scouts received. Posts that included text only received an average of 45.92 retweets, by highly exceeding the other categories. Even though posts including text only totaled 13, it seemed to attract the most engagement. Videos received the next highest average retweets with 11.45 retweets.



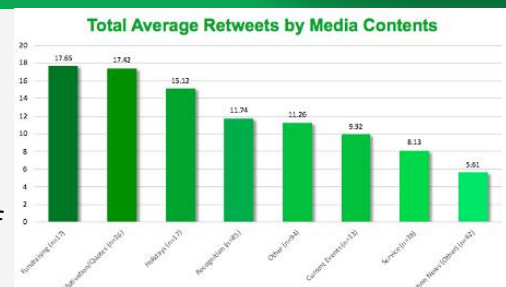
Text only is not the reason for engagement.

Although our data shows that tweets with only text produce the most engagement, there are other factors that influence this engagement, rather than the media type of text only. With high interaction topics like Fundraising or mention types like high profile celebrities, engagement could be skewed, despite having only text.



MEDIA CONTENT

The content of the media posted was another important engagement tool. Fundraising was the content type that received the most engagement, receiving an average of 17.65 retweets with a total of 17 tweets. Fundraising posts often included information about Girl Scouts Cookie, fundraising events and information about how to donate and buy goods. Following Fundraising, the second highest in retweets was Holidays with an average retweet of 15.12. These types of media contents included Girl Scouts posting about national holidays with a total of 17 posts.

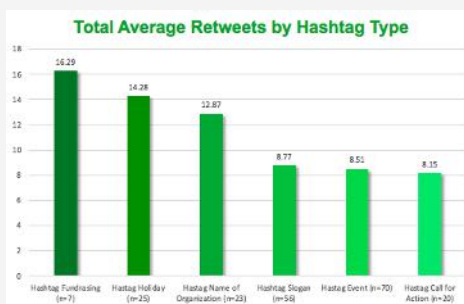
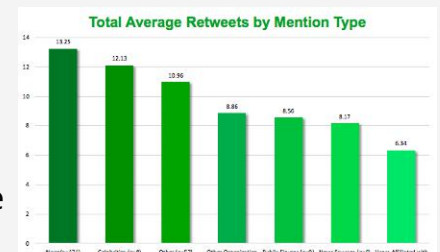


Based on the data, media contents played an important role for engagement on the Girl Scouts Twitter account. Fundraising had the highest engagement at an average of 17.65 retweets.

Fundraising content was used to display information, statistics, fundraising events and more to promote the charitable efforts of the organization. In this specific tweet, the media displays a picture of a product being used to fundraise for communities most affected by COVID-19.

MENTION TYPE

Utilizing a mention has the potential of reaching a greater audience than omitting, as the mentioned account can share with their followers and platform to engage more people. The Girl Scouts of America twitter account frequently uses mentions and it can be seen on the graph that mentioning celebrities creates engagement with an average of around 12 retweets per tweet. In contrast with this insight, mentioning users affiliated with the organization generates the least engagement. This generates the least most likely due to the fact that each account reaches the same or a similar audience.



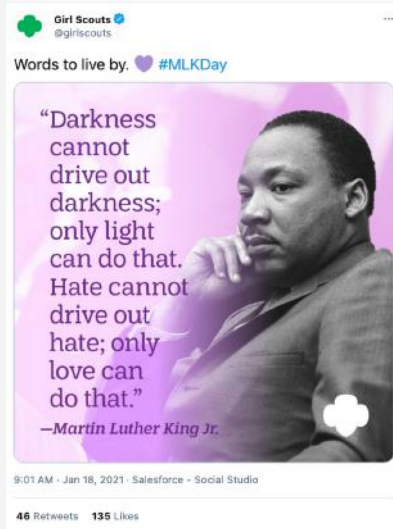
HASHTAG TYPE

Hashtags were very commonly used by the Girl Scouts Twitter account. We analyzed the hashtag category with Slogan Hashtag, Hashtag People's Names, Hashtag Holiday, Hashtag Name of Organization, Hashtag Event, Hashtag Call for Action, and Hashtag Other. We omitted the Hashtag People's Names graph because it had less than 15 posts.



HASHTAG FUNDRAISING

Hashtag Fundraising proved to have the most engagement out of all of the hashtag types with a total average of 16.29 retweets per tweet. This type of hashtag only had 7 total tweets, yet it received the highest average engagement. The topic of fundraising on the Girl Scouts twitter account is discussed frequently and receives a lot of engagement. This example shows a tweet about fundraising and donation with the fundraising hashtag #GivingTuesday. #GivingTuesday was the hashtag that was most prevalent with fundraising hashtag types.

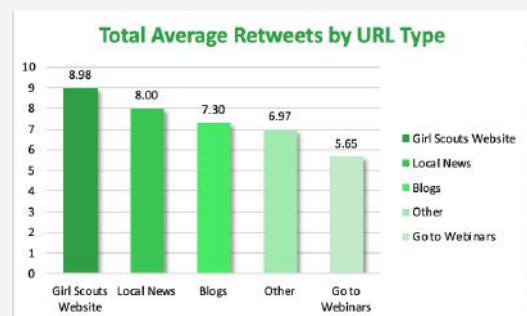


HASHTAG HOLIDAY

With Hashtag Holiday having only 25 tweets, it produced a high amount of engagement with around an average of 14 retweets per tweet. It has a higher average than tweets without the Hashtag Holiday. This graph shows that more people engage with holiday content, as it may relate to a larger audience. The audience may want to celebrate this holiday and interact with the tweet. This specific tweet was to celebrate and recognize MLK Day and so the Girls Scouts Twitter account used the hashtag #MLKDay.

URL TARGET TYPE

Including URLs can be beneficial to an organization's social media presence. On average, most of the tweets contained no link to outside sources, with an average of 21.26 retweets. Girl Scouts did not include a URL in 92 of their tweets. URLs to the Girl Scout's Website received the highest average of 8.98 retweets and were used in a total of 120 tweets by Girl Scouts.



EARNED DATA



OVERVIEW

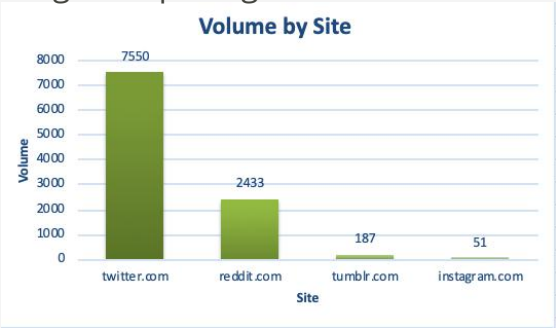
EARNED DATA
GIRL SCOUTS



The overall topic for Twitter was conversations regarding the sale of Girl Scout cookies, more specifically with the Troop 6000 who helps homelessness in NYC. In addition to cookie sales and Troop 6000, political issues were the second big driver of conversations. These conversations were negative more times than not. Some were negative conversations about a deleted tweet from Girl Scouts that showed favor of one party, while the other political conversations were mixed opinions about Girl Scouts leaving Trump's organization.

TWITTER DATA DESCRIPTION

Among the four platforms, Twitter has the highest volume at 7750. Coming in second is Reddit with 2433, and then Tumblr at third with 187. Instagram is last with only 51.



GEOGRAPHY

US has highest mention volume with over 150,000 posts. The UK and Canada had the next most volume with under 3,000.

VOLUME BY WEEKDAYS

Wednesdays have the heaviest mention volume with 40,627 mentions. Friday comes in a close second with 38,903.

VOLUME BY TIME

6pm has the most mention volume at over 23,000 tweets. 8pm and 9pm are second best with over 19,000.

7750
TWITTER
VOLUME

GIRL SCOUTS

Information on Influential Users



National Geographic at @natgeo | 157m Followers | Instagram | 1 mention | Reach 5,102,750

This is the Instagram for National Geographic. The only have 1 mention of Girl Scouts on this platform, but the post received over 250,000 likes and over 1,400 comments. The post was about the head of a local Girl Scouts group, who tried to help the community celebrate Easter when everyone was quarantining during the start of the pandemic. Despite only being one post, this user is very influential because of their large audience and effective reach.



Girls in Politics Initiative @GirlsInPolitics · 24m
Does your daughter want to be president? Register for Camp Congress for Girls #DC 2022 on May 14. Students learn about politics, run for office, vote & pass a bill. #GirlScouts earn a badge. Tickets ow.ly/NxdU50Efhoe #Virginia #Maryland #DistrictofColumbia #Baltimore

Girls in Politics Initiative at @GirlsInPolitics | 3,968 Followers | Twitter | 3,383 mentions | Reach 2,589



This is an account with over 3,000 followers and promotes young girls interested in politics. It also talks about the topic of the Girl Scouts organization and discusses badges that are beneficial for politics. In addition, they had over 3,000 mentions of Girl Scouts on their account. They are influential.



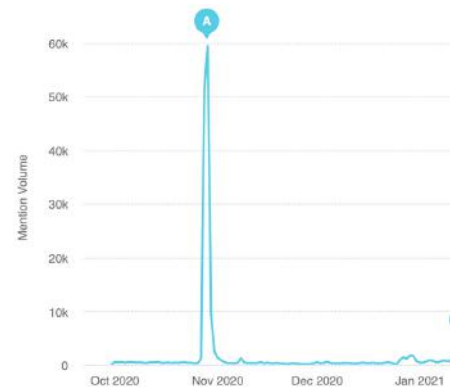
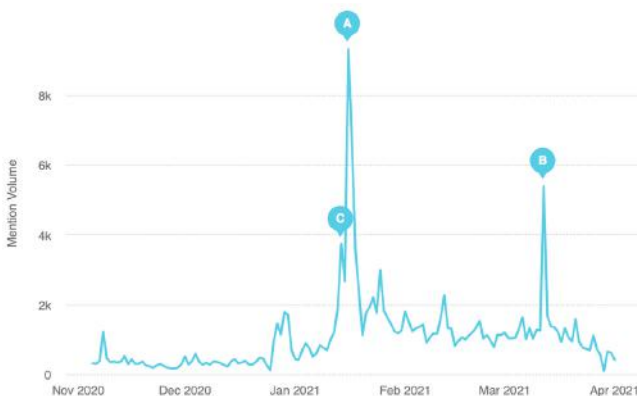
CONVERSATIONS

Point A

refers to a political tweet, which is now deleted, that received a lot of negative feedback and responses

Point B

refers to tweets about ordering **Girl Scout Cookies** from Troop 6000, a troop that helps homelessness in NYC.



Point A & Point C

refers to a tweet about Girl Scouts leaving Trump's Organization and received negative responses

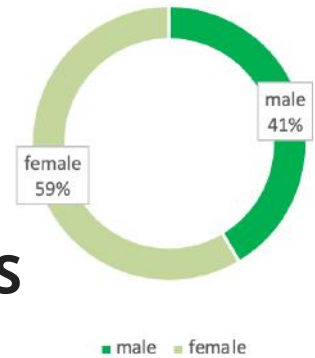
Point B

refers to tweets about purchasing Girl Scouts Cookies and promoting fundraising

GENDER BREAKDOWN

Share of voice for gender during the selected time period. Our Brandwatch data showed that the organization query for Twitter had a gender breakdown of 59% female with 56,157 tweets and 41% male with 33,518 tweets.

Twitter Gender Breakdown

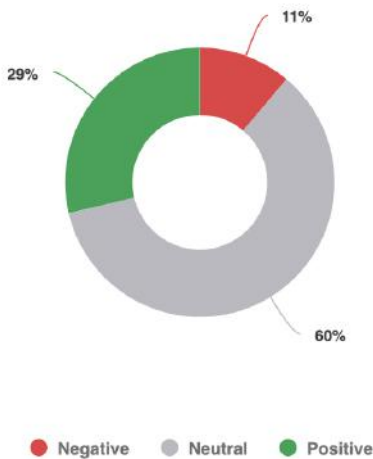


GENDER COMPARISON CONVERSATIONS

Male topics and conversation related more towards current events, like topics relating to politics, and Girl Scout cookie. Regarding the topic of cookies, the phrase "cookies to the troops" was used 74% by males and only 26% by females. In addition, discussing the topic of Supreme Court Justice, Amy Coney Barrett, was 68% by males and only 32% by females. They used hashtags like #cookies.

The female conversations focused more on selling cookies and supporting different Girl Scout troops. The topic of reach her goal for Girl Scouts was discussed 82% by females and only 18% by males. They also have high percentages in the topic about Troop 6000. They used hashtags like #girlscoutcookies.

SENTIMENT



The **positive** sentiment conversations refer to many tweets about Girl Scout cookies and also about the anniversary or birthday of the Girl Scouts organization. Hashtags used were #NationalGirlScoutDay and #cookies/. In addition, positive conversation spiked when the Troop 6000 story trended. Many people shared their support and their positive opinions about how this troop is helping homelessness in NYC. Another portion of the positive conversation was about sending Girl Scout cookies to military troops. People were encouraging donations and fundraising for this cause.

The **negative** sentiment conversations refer to reactions to the Girl Scouts of America Twitter account tweeting about Judge Barrett on her confirmation to SCOTUS and then deleting it. They received negative reactions for both tweeting and deleting because it showed political affiliation. This was a very controversial conversations and there was negative reactions and conversations on both sides of politics. In addition, the controversial decision that girls could join Boy Scouts that led Girl Scouts to sue caused negative comments, a s well.



EARNED DATA

TOPIC: WOMEN EMPOWERMENT



OVERVIEW

EARNED DATA

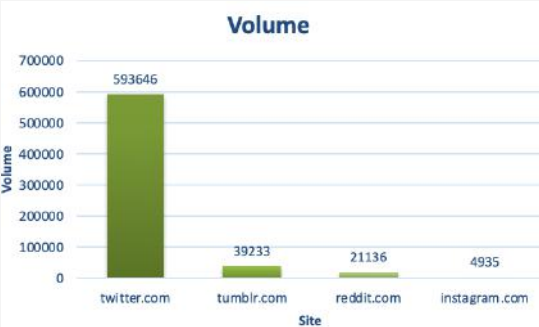
WOMEN EMPOWERMENT



The overall topic of conversations on Twitter was girl boss representation in entertainment like movies, games, and TV shows. Conversations were mainly positive and discussed women who embodied these characteristics of women empowerment and girl power. When they were negative it was about the forced representation and girl power ideas in movies, specifically in Avengers.

TWITTER DATA DESCRIPTION

Twitter has the highest volume at 593,646. Tumblr coming in second highest and Reddit and Instagram in third and fourth. Instagram is last because they do not utilize their account as much as their Twitter account. Top hashtags were #girlboss, #girlpower and #internationalwomensday.



VOLUME BY TIME

5pm and later in the day have the most mention volume. 5pm had an all time high of an average of 1,226. 6pm has a close average at 1,188. 12pm to 10pm had a consistent high mention volume overall.

VOLUME BY WEEKDAYS

Mondays have the highest mention volume with 109,087. The rest of the days of the week are consistent.

593,646
TWITTER
VOLUME

605,909
TWITTER
MENTIONS

EARNED DATA



WOMEN EMPOWERMENT

Information on Top Authors:



joan.and.clare at @joanandclare1 | 867 Followers | Twitter | 72 mentions | Reach 93

This is the Instagram account of Joan, who is an International Coordinator, and Clare, who is an Evaluation Office and they promote the Rise Up Movement. This movement aims at giving African Climate Activists a platform for their voice to be heard by the world. They mention girl power and empowering girls, as they educate young girls on climate activism, which aims to promote the ideals of empowering women. This tweet received 32 retweets and 126 likes. Although they are not a trending account, their content and reach is influential.



NASA STEM at @NASASTEM | 322.5k Followers | Twitter | 1 mention | Reach 178,908

This is NASA's STEM Instagram account. Although they only have one mention for the topic data, their large audience makes their account have an effective reach. This tweet received 253 retweets, 16 quote tweets, and 2,641 likes. It talks about girl power in relation to celebrating Women's History Month. Not only are they promoting this topic, but they are also promoting the event that is about girl power working at NASA. Their content and large audience make this user influential.



Point A

refers to a tweet by Robert Downey Jr. promoting #girlpower on International Women's Day.

Point B

refers to a post about a girl boss who discusses playing a childhood game.

Point C

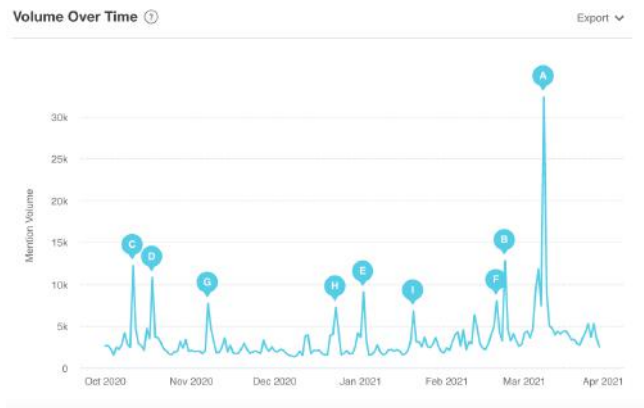
refers to a post shared by GlamSham about girl empowerment and style icons.

Point D

refers to a retweet discussing a movie shot designed to empower female heroes and received negative feedback.

Point E

refers to a tweet discussing a movie and the negative opinions on girl empowerment surrounding it.



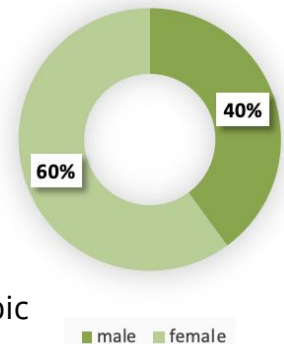


WOMEN EMPOWERMENT

GENDER BREAKDOWN

Share of voice for gender during the selected time period. Our Brandwatch data showed that the organization query for Twitter had a gender breakdown of 60% female with 134,269 tweets and 40% male with 87,461 tweets.

Twitter Gender Graph

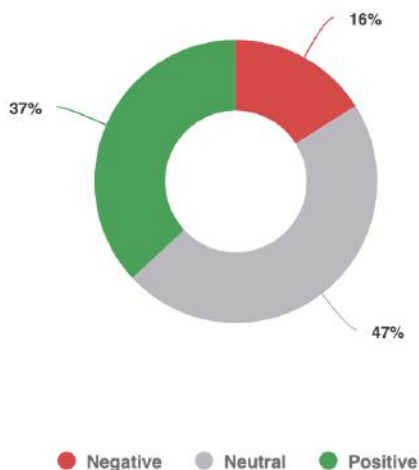


GENDER COMPARISONS

The female conversations focused more on celebrating and supporting characteristics of girl power, "girl boss", and women empowerment. The topic of boss babe was used 70% by females and only 30% by males. They also have high percentages in the topic about women in business. They used hashtags like #womeninbusiness, #motivation, and #womenempowerment.

Male topics and conversation related more towards current events, like topics relating to political figures, and entertainment. Regarding the topic of entertainment, names and words like Jamie Kelly, with 92% discussed by males, Johnny Depp, and Pirates centered the topic around entertainment.

SENTIMENT



The **positive** sentiment conversations refer to conversations regarding girl power on National Women's Day to celebrate. This holiday produced volume was 247% higher than usual. Other conversations refer to girl power and women empowerment in relation to women in business. The hashtag #girlpower was used a lot, in addition to #InternationalWomensDay, #womensupportingwomen and . #womenempowerment.

The **negative** sentiment conversations refer to reactions regarding entertainment and sexist comments from various people, one being Tina Fey. People sarcastically called her a girl boss for her words and drove up mentions. Many negative conversations are people discussing their opinions about these matters. For entertainment, many people discussed the Avengers movie and their forced women empowerment scene that was not genuine. It received a lot of backlash.

HEROISM & "GIRL POWER"

Nearly 40% of the posts in the dataset are about girl power and heroism. This large volume of posts can be attributed to movies and TV shows that have strong female leads, such as "Wonder Woman 1984" released in December and "WandaVision" released in January 2021. Users affiliated with or following the @GirlScouts Twitter handle participated in conversations about the main characters of these shows and how the characteristics portrayed in them can be applied to real life. 60% of the demographics are female and a large 70% are artists.



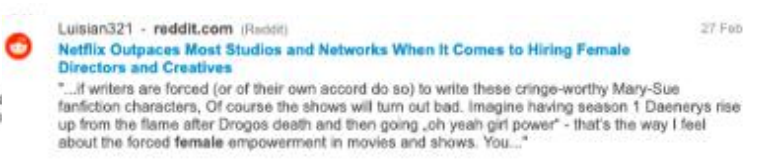
SUPPORTING WOMEN

About 12% of the Twitter posts from the organization data were conversations about female empowerment. Top hashtags used were "#girlpower" and "#internationalwomensday". Positive posts included celebrating the birthday of Ivanka Trump, who some see as a role model for females. Other positive posts were about International Women's Day in March, with a lot of conversations around that time increasing in frequency. User @_nikspace contributed to a lot of the negative sentiment regarding controversy about transgender females and their embracement. There was one tweet from her that garnered over 11K retweets and over 10 million impressions.



FEMINISM

Lots of the conversations on Reddit were about female placement in the entertainment industry and how it can be a way to empower other women. 39% of the sentiment were positive feelings, followed by a 30% of the demographic having a negative sentiment. A lot of the conversation came from the inauguration of Kamala Harris, who is another symbol of feminism in the American government. Most of the negative sentiment comes from the political discussions involving individuals like Kamala or Donald Trump.



EARNED DATA

CUSTOM CLASSIFIERS



OVERVIEW

EARNED DATA

CUSTOM CLASSIFIERS



The process of creating the opinion monitors begins with setting up the query. The query is the basis of those monitors or custom classifiers. Each custom classifier is a subcategory of this overall topic query.

Our topic query was about women empowerment, girl boss, and more.

So, our custom classifiers were:

**Girl power,
Girl Boss, and
Women Empowerment.**

In the tools section on the left side of the homepage, you will click custom classifiers, still remembering your chosen categories. After these were carefully chosen and the categories have been added, then you must dive into each of the topics mentions.

You will search through the mention of the query in the Custom Classifier tab, and individually select mentions for each category. The mentions that you choose are tweets that discuss and mention the category and overall relate to the topic.

Once at least ten mentions are selected, you will move on to the next category and repeat the selection process. After filling each category with topic specific mentions, the AI will find patterns with your selections and match your selections with the rest of the data.

Once this is done, you will be able to filter the data specifically by each category in the custom classifier. This allows you to view the conversations among each category and find patterns in sentiment, gender, conversation and more.

EARNED DATA



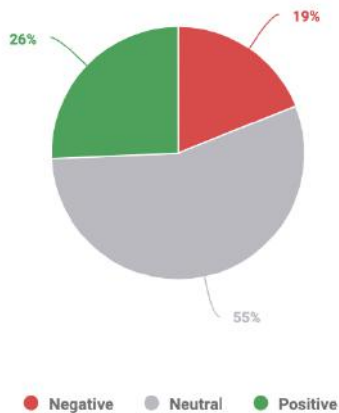
CUSTOM CLASSIFIERS | GIRL POWER

Summary

The majority of conversation are tweets on the holiday Day of the Girl discussing equality and, more specifically, generation equality. The discussions also included numerous conversations about representation in many categories, but specifically a lot about entertainment.

Positive

The positive sentiment points and conversations were about women representation in entertainment and sports, women in business, and inauguration day. Regarding representation, many conversations talked about lead characters being female in entertainment, as well as, girls taking part in male dominated sports. For women in business, there were a lot of conversations promoting women owned businesses. For inauguration day, many conversations talked about how there is now a woman in office and how it is making women's history



Negative

The negative sentiment points and conversations were about forced girl power in entertainment, like in Avengers and The Mandalorian. Many tweets share their opinions on the matter and why it is important to talk about. Many conversations mention specific scenes that either could have used more representation or explained why the representation seemed forced.

Top hashtags: #Girlpower, #internationalwomensday, #vote, #womenpower

Top Sources: Twitter

Top URLs: The top sites were to other tweets.

Top Mentions: @StoixeioJewelry, @in_stemm, and @SafiKahnMagical were the top three in mentions, but their content did not receive much engagement. @StoixeioJewelry is an account with a link to their jewelry shop in the biography. Their account only retweets content and does not have much interaction. @in_stemm is a bot account that retweets content and does not have much interaction. @SafiKahnMagical is a person from Pakistan who is a scientist and they have over 3,000 followers. Their tweets only received around 0-3 retweets and 0-3 likes. All three of these top users are not influential.

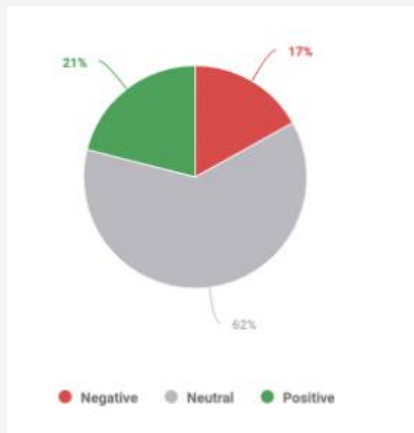
EARNED DATA



CUSTOM CLASSIFIERS | GIRL BOSS

Summary

This category has conversations mainly about specific women who represent a girl boss, like Pamela Harris and Margaret Thatcher, political and societal restrictions on women or sexism, like sex work and a male dominated world, and about some representation in entertainment.



Positive

The positive sentiment points and conversations were about celebrating International Women's day, inauguration day with Pamela Harris as Vice President, and some conversation about movies representing girl bosses with a female lead.

Negative

The negative sentiment points and conversations were about the societal pressure that comes with the term girl boss.

Top hashtags: #Girlboss, #internationalgirlday

Top Sources: Twitter

Top URLs: The top sites were to other tweets.

Top Mentions: @BELLTRON, @mugghetaboutit, and @bossbabetweets are the top three users with the most mention volume. @BELLTRON is an account that only retweets and does not have much interaction. @mugghetaboutit is a business account for cosmetics and it does not receive any retweets or likes. @bossbabetweets is a blogger that mainly tweets the links to her new blog post. She receives few engagements. All three of these top users are not influential.

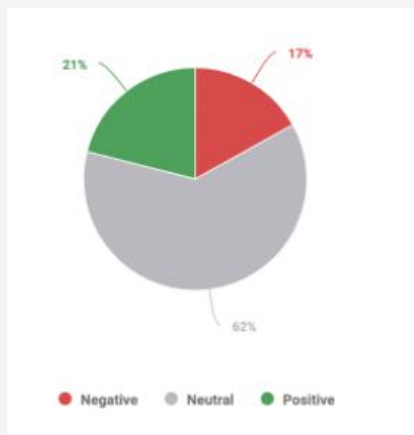
EARNED DATA



CUSTOM CLASSIFIERS | WOMEN EMPOWERMENT

Summary

A lot of the conversation is about equality and gender roles. The conversations are often retweeted, as they share different views of women in the workplace and opinions regarding equality.



Positive

The positive sentiment points and conversations were about Women's History Month, Women's march in Warsaw, and other topics that were not related and did not seem to have a pattern.

Negative

The negative sentiment points and conversations were about conversations that did not follow a pattern. Some talked about the hypocrisy in feminism.

Top hashtags: #feminism, #womensupportingwomen #womenempowerment

Top Sources: Twitter

Top URLs: The top sites were to other tweets.

Top Mentions: @SafikhanMagical, @in_stemm, and @goldshiper2 were the top three users with the most mentions. @SafiKahnMagical is a person from Pakistan who is a scientist and they have over 3,000 followers. Their tweets only received around 0-3 retweets and 0-3 likes. @in_stemm is a bot account that retweets content and does not have much interaction. @goldshiper2 is a business account trying to promote their products, but they do not receive much interaction. All three of these top users are not influential.

TWITTER

THEMES & CONVERSATIONS

PROMOTING GIRL SCOUT TROOPS INITIATIVES

Another 19.1% of posts surrounded the theme of girl scout initiatives. This is mostly in response to rising controversy about what the Girl Scouts Organization offers compared to the offerings of the Boy Scouts of America. Because of the controversial topic, 27% of the data had negative sentiments towards the topic, with people expressing the lack of equality between the two differing organizations. A substantial amount of posts (24%) stem from executives encouraging girls to be involved in the growing number of Girl Scout activities. Another important metric is that the main profession of these demographics are in politics, insinuating where a source of controversy could come from.

TROOPS

There were 31,461 posts about troops and Troop 6000 specifically, accounting for 9% of the posts within the dataset. Once again, more than half (52%) of the data had a neutral sentiment, with 36% of sentiment being positive. A lot of the posts pertaining to troops contain conversations about where to acquire girl scout cookies and identifying troops in the area that sell them. Mention volume is pervasive among teachers and lectures yet again, accounting for 66% of the data. A unique hashtag in this dataset is #archewell, which is the name of a non-profit organization whose core purpose is to unite communities through compassion. This hashtag had over 120,000 impressions and contributed to the conversation since this organization's values align with the values of Girl Scouts.



GIRL SCOUT COOKIES

Since the majority of the dataset takes place during the time where Girl Scouts begin campaigning for their cookies, the theme of "girl scout cookies" made up 21.6% of the 282,000 total posts (61,434). Approximately 52% of the sentiment was neutral, and 31% was positive. This is most likely because of how the conversations about Girl Scout cookies mostly were about how to obtain them, where to buy them, and so on. Positive sentiment were conversations about different offerings the Girl Scout Cookies had. Artists, teachers, and lectures made up the majority of the conversation, reflecting that their careers influence their behaviors. Most of these people interact with children which increases the likelihood that they'll want to be involved in the Girl Scout organization and help children by buying these cookies. Their careers may also explain why 57% of the data comes from females, since teaching is a female-dominated career.

TUMBLR

THEMES & CONVERSATIONS

SELLING COOKIES

A quarter of the posts concern conversations about selling Girl Scout cookies. About 39% of the sentiment is neutral and 32% is negative. The negative sentiment is from discussions about cookie flavors and negative experiences customers face when trying to obtain the cookies, such as poor customer services. Conversations under this theme are characterized by a colloquial discussion of how Girl Scout Cookies are and how they can provide a sense of comfort amid the pandemic.

"Should parents read their daughter's texts or monitor her online activity for bad language and inappropriate content?"

beautifuldaysahead:

butterflywithwritersblock:

anxietyas-fca:

panickinglut@cy84:

xx-bc13-w0nt-d13-xx:

stardustsinner16:

coldairballoons:

daeranilen:

PARENTAL ACTIVITY

About 14% of the dataset were about parenting and the parents of girl scouts. A whopping 91% of the sentiment was negative and this is largely because of a controversial tumblr blog about parenting. This blog recounted an experience at a Girl Scout's paneling event. A question was asked there about whether parents should be actively snooping in their children's online affairs. This was a question asked at the panel and the response led to polarizing views on the topic. The post accounts for a lot of the activity within this theme as it has sparked lots of conversation on the subject via replies and reposts.



THEMES & CONVERSATIONS

REDDIT

BOY SCOUTS VS GIRL SCOUTS

On Reddit, similar to Tumblr, there were more colloquial conversations on the theme of comparing the programs of the Boy Scouts of America to the Girl Scouts organization. This theme's conversations make up 23% of the dataset and 59% of the sentiment was negative. This negative sentiment was led by user @Proud_Tie, who made a Reddit post criticizing how girls are just now becoming eligible for the same Eagle Scout Award that the Boy Scouts have been receiving for years. Positive comes from the changing initiative of the girl scouts, like not having the need to make a program "co-ed" in order to match the organizations.



EARNED DATA

COMPARABLE ORGANIZATIONS
CONVERSATION



OVERVIEW

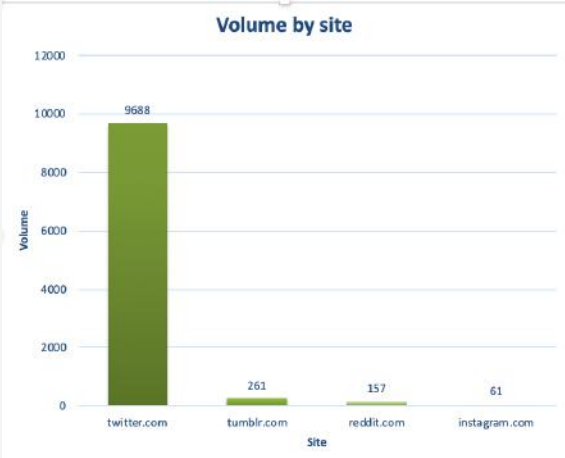
EARNED DATA
COMPARABLE ORGANIZATIONS CONVERSATION



The overall topic on Twitter were conversations about fundraising and donating to these organizations. Large corporations took part in these conversations and increased engagement and interaction by informing the audience of the donations to the specific nonprofit, whether it be Girls Inc. or Girls on the Run. In addition to fundraising conversations, recognizing the organizations for their contributions to girls lives and to the community was another trending topic.

TWITTER DATA DESCRIPTION

Twitter has the highest volume at 9,688. Tumblr coming in second highest and Reddit and Instagram in third and fourth. Instagram is last because they do not utilize their account as much as their Twitter account.



VOLUME BY TIME

9am to 4pm had the highest mention volume with 12pm as the highest volume.

VOLUME BY WEEKDAYS

Thursdays have the heaviest mention volume with 1,742 mention. Sunday came in last with 854 mentions

GEOGRAPHY

US had the highest mention volume. Canada came in second and the UK in third.

9,688
TWITTER VOLUME

329K
GIRL SCOUTS VOLUME

EARNED DATA

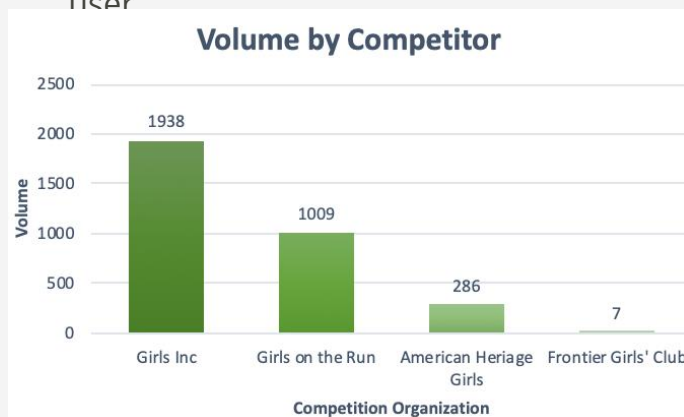
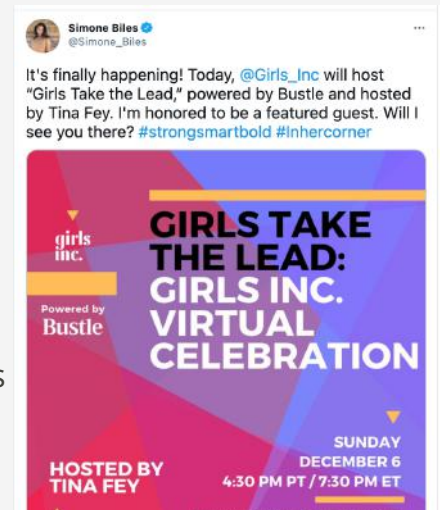
COMPARABLE ORGANIZATIONS CONVERSATION

Information on Top Authors:



Simone Biles at @Simone_Biles | 1.1m Followers | Twitter | 1 mention | Reach 60,009

This is Simone Biles's, the olympic gymnast, twitter account. Although she only has one mention, she embodies the characteristics of what these organizations are trying to inspire in young girls. Her tweet features the organization Girls Inc and she promotes the event that she is a featured guest at. This tweet received 17 retweets and 233 likes. With her large audience and fitting lifestyle as an empowered woman athlete, she is an influential user.



Girls Inc had the highest volume of all of the competition at 1,938. However, Girl Scouts still has the highest with 329k.

Point A

refers to a post from Pretty Little Thing supporting girls_inc by donating their t-shirt proceeds to them

Point B

refers to Weight Watchers celebrating Girls on the Run by donating for every order placed

Point C

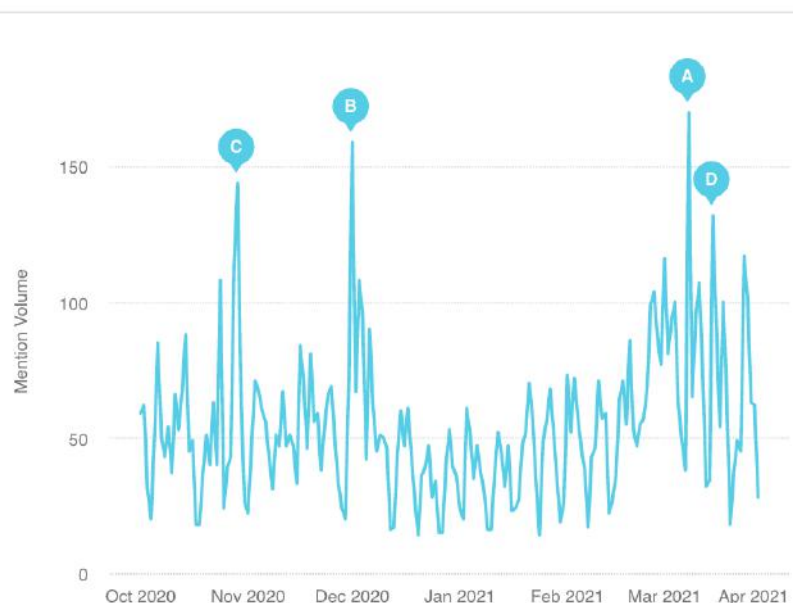
refers to a post recognizing American Heritage Girls and the positive affect it has on the girls

Point D

refers to a few tweets about the DAbill and how the government should protect and end all violence against girls

Volume Over Time

Export

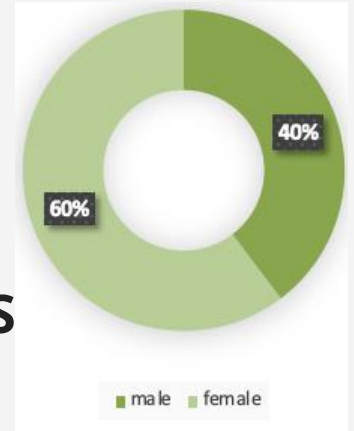


EARNED DATA

COMPARABLE ORGANIZATIONS CONVERSATION

GENDER BREAKDOWN

Share of voice for gender during the selected time period. Our Brandwatch data showed that the organization query for Twitter had a gender breakdown of 60% female and 40% male.

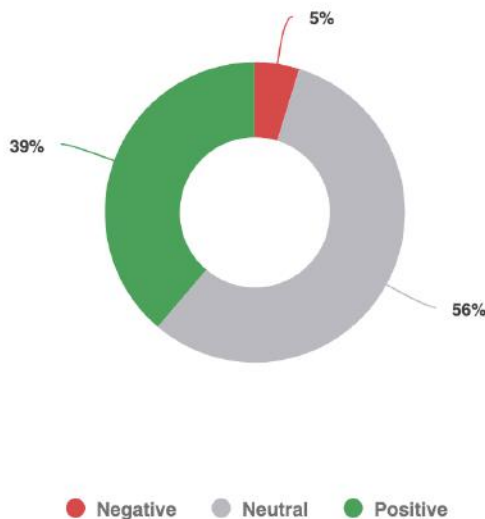


GENDER COMPARISON CONVERSATIONS

Male topics and conversation related more towards community service, supporting the organizations, and the features of the organizations. One feature of an organization was the American heritage Girls basketball and data showed that this topic was discussed 82% by males and only 19% females. They used hashtags like #communityservice and #girldad.

The female conversations focused more on celebrating the organizations and discussing the impact of these organizations like women empowerment and girl power. The topic of women empowerment was discussed 70% by females and only 30% by males They used hashtags like #leadership and #girlpower.

SENTIMENT

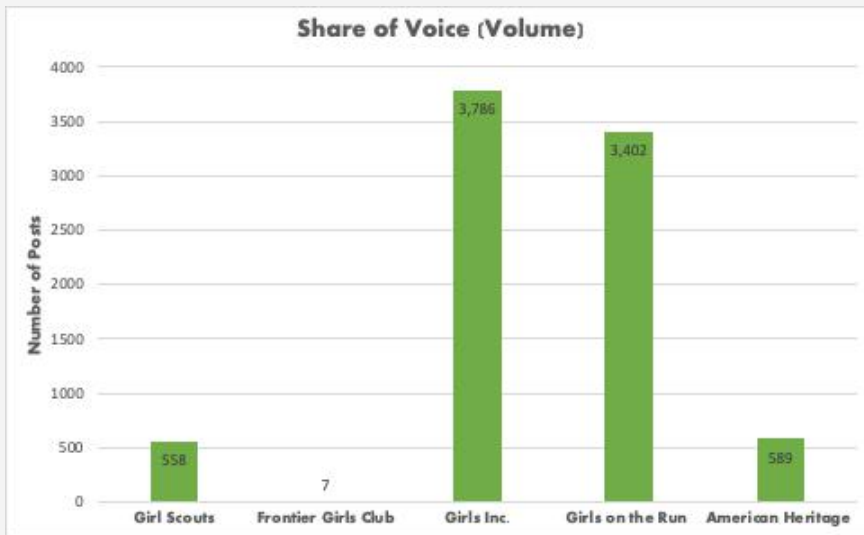


The **positive** sentiment spikes are conversations about celebrating International Women's day, Girl's Inc, and charitable acts with Girls on the Run and American Heritage Girls. A common hashtag was #InternationalWomensDay. In addition, there was a campaign that sparked positive conversations with the Girls Inc organization. Fathers shared their support for this organization and then used hashtags like #MyCauseMyCleats,, #StrongSmartBold. and #girldad. In addition to this campaign, Girls Inc also hosted an event with Tina Fey and other guest speakers that promoted positive conversations.

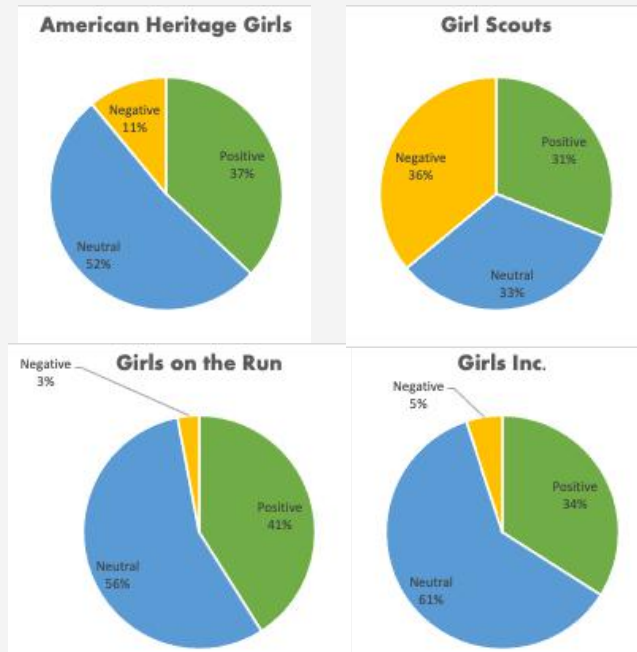
The **negative** sentiment refers to conversations about women who are being subjected to verbal abuse when running and trying to raise awareness. These tweets often mentioned the account RunEqual at @RunEqual, that is an organization who promote equality among men and women, and girls and boys and that they should have equal status in athletics.

SHARE OF VOICE

Surprisingly, Girls Inc. had the largest share of posts between the organizations, with Girls on the Run coming in at 2nd and the Girl Scouts Organization being second to last. In fact, the Girl Scouts only had a 6% share of the conversation compared to its competitors, which is a significant find that will heavily influence future recommendations.



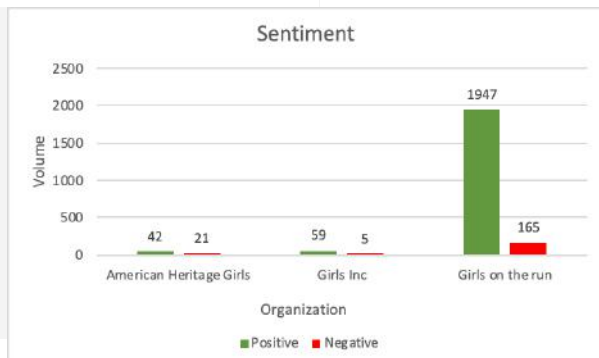
SENTIMENT



Excluding the Frontier Girls Club and the Girl Scouts Organization, all of the organizations had similar numbers regarding sentiment. American Heritage Girls, Girls on the Run and Girls Inc. all had the majority of their sentiment be neutral.

Additionally, across these 3 organizations, their negative sentiment was the lowest out of the 3. The Frontier Girls Club, who only had 7 posts out of the dataset, had 100% positive sentiment.

The Girl Scouts Organization had the largest negative sentiment out of the competition. This most likely stems from controversial posts that spark conversations from audiences on Twitter, which is less common from the other organizations.



APPENDIX

ORGANIZATION

"Girl Scouts"
 OR #girlscouts
 OR @girlscouts
 OR "girlscouts.org"

TOPIC

"Empowering girls" OR #empoweringgirls OR
 #empowergirls OR "Girl Power" OR #girlpower OR
 "Girl boss" OR #girlboss

COMPETITION

"Frontier Girls Club" OR @Frontiergirlsclubs OR #frontiergirls OR
 "American Heritage Girls" OR @ahgfun OR #ahgfun OR
 #americanheritagegirls OR
 "Girls Inc." OR @girlsinc OR #strongsmartbold OR #girlsinc OR
 "Girls on the Run International" OR "Girls on the Run" OR
 @girlsontheruninternational OR #girlsontherun



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