Ocean Conservancy®

A Dive into Ocean Conservancy's Social Media

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Executive Summary

Throughout this semester we collected data using an online digital intelligence platform called Brandwatch that allowed us to better understand the conversations taking place about and around the organization across various platforms.

While exploring the organization's social media, we found various things the organization is doing well and others they can improve upon to further advance their online presence and influence.

Overall, we determined that posts that engaged in influential partnerships brought the organization an influx of engagement. Similarly, the highest engagement on Twitter posts were those that focused on niche content that surrounded current events, specifically content-related to the preservation and protection of the oceans.

On the other hand, one key issue ocean conservancy is facing is the inability to attract users to its website from tweets that include their websites' links; currently, engagement levels on those posts that include it are low. This is a problem because their organizations' website is where people can donate money and educate themselves on the efforts that the organizations are doing in ocean clean-up and conservation. We believe that by leveraging the organizations' current position to discuss other prominent issues related to ocean conservancy, they will increase their online engagement and awareness and spread information some may be unaware of.

Our goal was the find out what ocean conservancy's primary audience was, what they were talking about, how the organization could grow its voice, and how ocean conservancy compared competitors who pursue similar company missions. Twitter is an important social media platform that captured the majority of the conversations. Approximately 63% of conversations took place on Twitter during the time period we analyzed. We recommend that ocean conservancy continue to use and emphasize its Twitter presence in order to effectively reach more people and increase the overall conversation surrounding its efforts.

Recommendations - Ocean Conservancy Owned Data

Engagement levels on posts that link to Ocean Conservancy's website are currently low, which could be attributed to their formatting

Tweets should include media with wildlife relevant to the attached link, formatted as a bit.ly link. Tweets with relevant wildlife and an attached link (n = 54) received over an average of 35 replies and retweets while Tweets with an embedded link (n = 112) received half this, (n = 17.49). See full analysis on p. 6

Incorporate their slogans into hashtags more often while also creating one central, encompassing hashtag of their mission

Of the over 300 tweets evaluated, over two-thirds of the tweets incorporated no hashtags, though a slogan hashtag gained high engagement. Hashtags which incorporated a slogan, most of which were #OurOcean, received an average of 110 retweets and replies, though only used 17 times. This may be the central, encompassing hashtag best for Ocean Conservancy.

Ride coattails of public figures to gain attention and engagement

When there is discourse relating to both OC's mission and public figures, the brand should share relevant content specifically mentioning the name of the politician, celebrity, etc. Tweets mentioning a public figure earned an average of 78.46 retweets, with the next most popular category being affiliated people with an average of 10.25. See full analysis on p. 8.

Recommendations - Organizational Earned Data

Ocean Conservancy should continue to engage in influential partnerships

As illustrated by the spike analysis on p. 13, the peak number of conversations surrounding our organization was when Ocean Conservancy was linked to influential people and organizations like Cleveland Browns RB D'Ernest Johnson & Seokjin of BTS.

Ocean Conservancy should continue to post niche content that surrounds current events

Content related to the preservation and protection of the ocean sparked the highest engagement compared to others that weren't. Hashtags related to the preservation of the ocean such as #oceanclimateaction, #oceandecade, and #actonclimate received substantially more engagement, with tweets including those three hashtags combining for over 1000 more mentions.

Ocean Conservancy should use their position to bring attention to issues that aren't prominently discussed but fall in to their niche.

Illegal fishing in Somalia is a prominent issue that is related to Ocean Conservancy, and one most people are probably unaware of. This topic, along with a blog post about the value of Narwhal tusks received some of the most conversation around it when discussing marine wildlife. These niche topics that aren't prominently discussed across mainstream news should be discussed across Ocean Conservancy platforms, as p. 16 shows there is enough activity around these topics to have conversations.

Recommendations - Topic Earned Data

Be more active in the global community to become the thought leader for ocean health

The change that Ocean Conservancy focuses on is a global battle, not just one located in the United States. Being at the forefront of this conversation can help spread their message. A majority (56.4%) of conversation related to change occurred during American working hours. 55.6% of conversation related to change also occurred in North America. Tweets should be posted throughout the entire day to attain a global coversation.

Team with European ocean conservation groups to increase presence

Again, with change being a global fight, Europe would be a great starting continent. With lots of content producers available there as seen in the analysis, they might be open to partnering. Several of the top shared URLs were from European based websites. Although they currently have a smaller percentage of the activity, it would appear that it is a receptive market, however Ocean Conservancy just hasn't tapped into it yet.

Highlight policy and actions that are productive towards accomplishing Ocean Conservancy's goal while bringing attention to harmful acts as well

With more productive policy and actions starting to roll out that help our environment, now is a great time to ride the coattails and create even more conversation around it. Even though this is the case, positive posts about policy and actions only made up 157 out of 812 posts. Ocean Conservancy should lead social media in a positive manner that highlights the progressive actions ongoing. Negative tweets should continue at around the same rate (around 5%) for the most productive conversations.

Recommendations - Competition's Earned Data

Ocean Conservancy should explore the ecotourism industry and promote any trips they offer.

Oceana, the largest competitor for Ocean Conservancy, saw a great increase in volume of mentions after they promoted a travel destination that they sponsor. Ocean Conservancy should get involved in ecotourism to drive affinity for the ocean and its beauty with their audience, as well as to increase social media engagement.

Ocean Conservancy should continue to reach out to and make connections with large, devoted groups.

Ocean Conservancy saw their own largest spike after teaming up with the BTS Army, the fandom dedicated to the K-pop sensation BTS. They should research equally dedicated groups and share content to attract their attention and support to Ocean Conservancy's mission.

Ocean Conservancy take their ocean wildlife content to the next level with videos and livestreams.
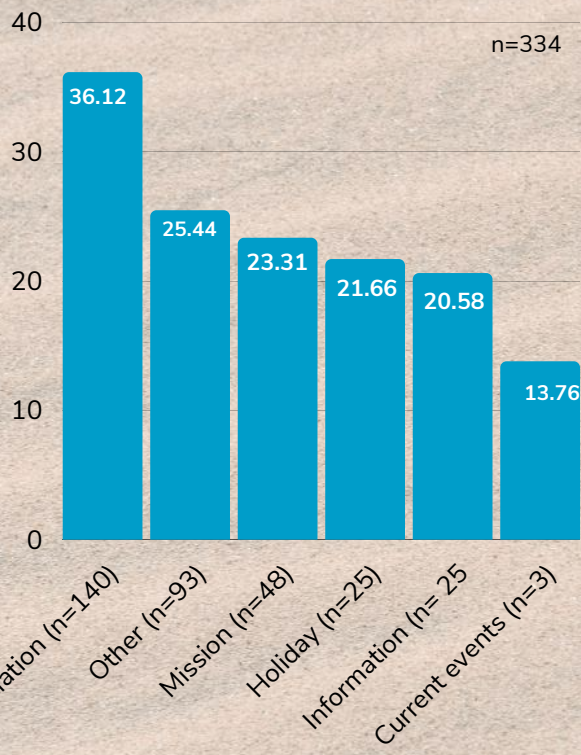
In general, Ocean Conservancy's content featuring photos of wildlife performs well. The spike seen specifically seen in data for EVNautilus demonstrates that taking wildlife to the next level with a diving livestream is popular with their audience. Therefore, Ocean Conservancy should also elevate their content and feature livestreams and videos.
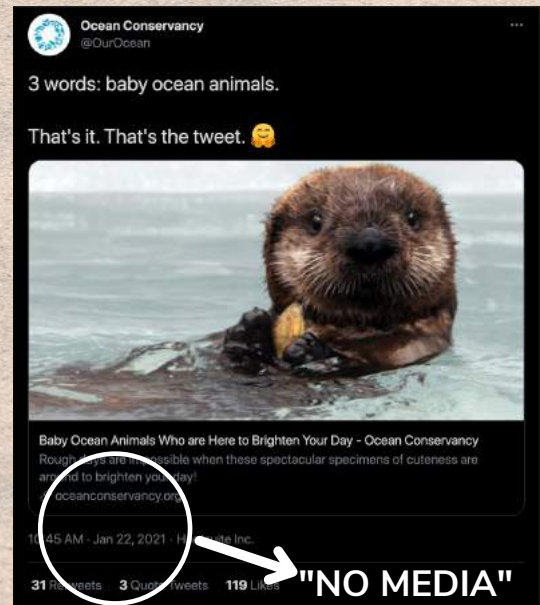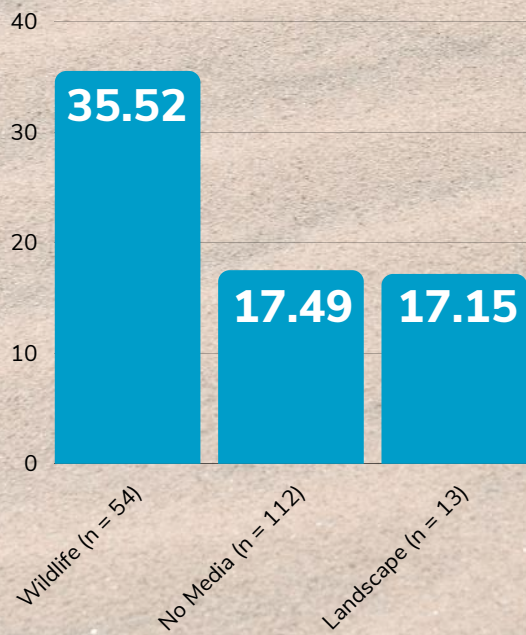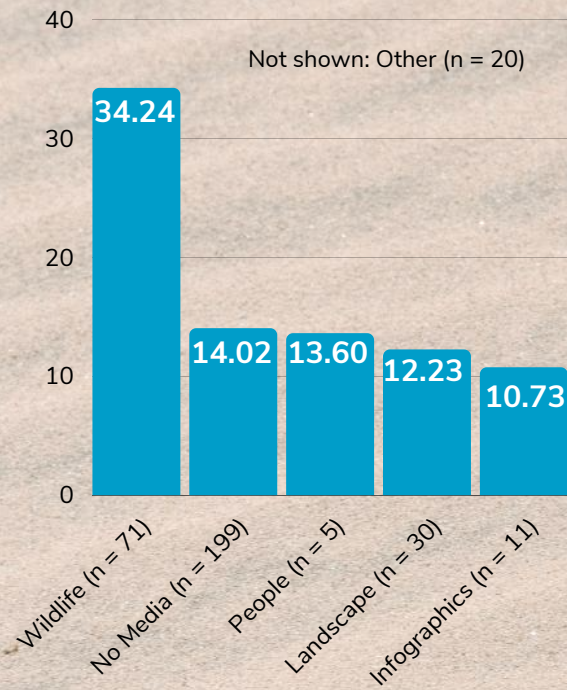
Owned Data

Owned Data - Engagement by Theme

Chart: Engagement by Theme, n=334

Theme	Engagement
Appreciation (n=140)	36.12
Other (n=93)	25.44
Mission (n=48)	23.31
Holiday (n=25)	21.66
Information (n=25)	20.58
Current events (n=3)	13.76

"APPRECIATION"

Ocean Conservancy @OurOcean
Rise and shine, friends! It's #ManateeMonday! ✨
ow.ly/VYRD50DnHrT
8:13 AM · Feb 1, 2021 · Hootsuite Inc.

"OTHER"

Ocean Conservancy @OurOcean
Communities of color often bear the brunt of environmental hazards.

This #FridayLearning, learn new research showing climate impacts put pregnant women of color at high risk for having premature babies, low birth weight + stillbirth [audio story]:

ow.ly/slbU50CJIES
5:18 PM · Dec 11, 2020 · Twitter for iPhone

2 Retweets   15 Likes

The appreciation theme focuses on highlighting & appreciating wildlife as exemplified by the tweet with the manatee. Content that focused on appreciation gauged the most engagement while tweets exemplified by the "communities of color" tweet did not fit our five main themes, which explains our high number of posts in the 'other' bar (n=93).
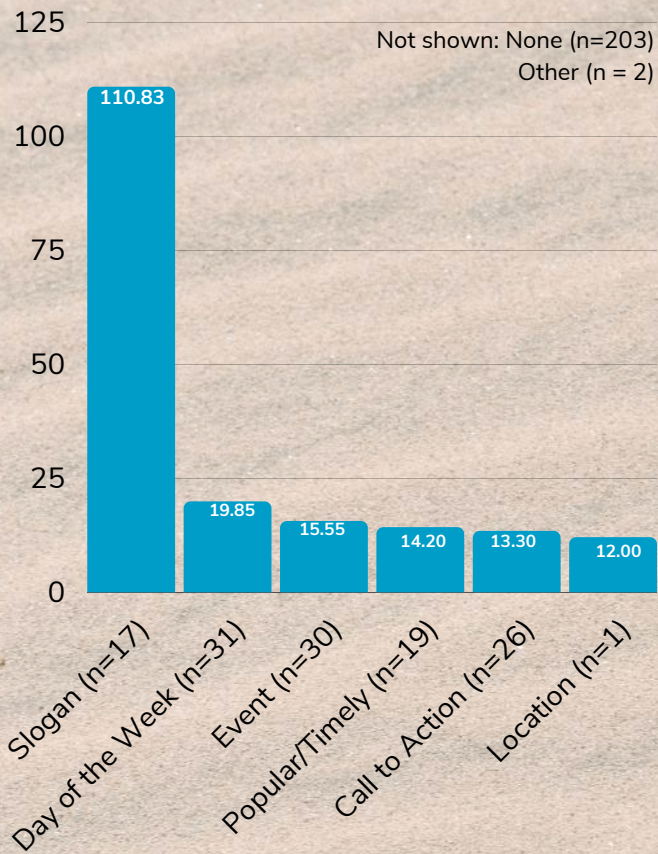
Owned Data – Engagement by Media Type

Not shown: Other (n = 20)

34.24	14.02	13.60	12.23	10.73
Wildlife (n = 71)	No Media (n = 199)	People (n = 5)	Landscape (n = 30)	Infographics (n = 11)

35.52	17.49	17.15
Wildlife (n = 54)	No Media (n = 112)	Landscape (n = 13)

Ocean Conservancy
@OurOcean

Raise your hand if you LOVE the fin-tastical unicorns of the sea! ✨🤩🦄

bit.ly/3ozFRA

"WILDLIFE"

GIF

NAT GEO WILD

11:54 AM · Jan 31, 2021 · Twitter for iPhone

133 Retweets   15 Quote Tweets   823 Likes

Ocean Conservancy
@OurOcean

3 words: baby ocean animals.

That's it. That's the tweet. 🦦

Baby Ocean Animals Who are Here to Brighten Your Day - Ocean Conservancy
Rough days are impossible when these spectacular specimens of cuteness are around to brighten your day!
oceanconservancy.org

10:45 AM · Jan 22, 2021 · Hootsuite Inc.

"NO MEDIA"

31 Retweets   3 Quote Tweets   119 Likes

When categorizing tweets based on media type, the top tweet would be categorized into the "Wildlife" category due to the bit.ly link and image of a narwhal, while the below tweet would be categorized into "No Media" due to it being an embedded link.

Owned Data - Engagement by Hashtag

Not shown: None (n=203)
Other (n = 2)

Chart values (bars):
- Slogan (n=17): 110.83
- Day of the Week (n=31): 19.85
- Event (n=30): 15.55
- Popular/Timely (n=19): 14.20
- Call to Action (n=26): 13.30
- Location (n=1): 12.00

Y-axis: 0, 25, 50, 75, 100, 125

#OurOcean is the most frequently used of slogan hashtags, which are by far the most engaging.

Ocean Conservancy
@OurOcean

What can the Biden administration do on climate? A lot. And #ourocean will play a huge role. Our CEO @Inveritas_Jones on how the ocean - especially shipping - can help us tackle climate change. bloomberg.com/features/2020-... @climate

The 41 Things Biden Should Do First on Climate Change
He's made some big promises. Now it's time to deliver.
bloomberg.com

Ocean Conservancy
@OurOcean

Happy #ManateeMonday! ✨

We LOVE manatees, and we also love keeping their ocean homes clean and safe from plastic pollution. That's why we 💙 our friends at FreeTheOcean.com, too, where every answered daily trivia question helps pull a piece of plastic from our seas 🌊

Sprinkling in hashtags like #ManateeMonday, which we defined as Day of the Week, might not be a bad idea.

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Owned Data - Engagement by Mention
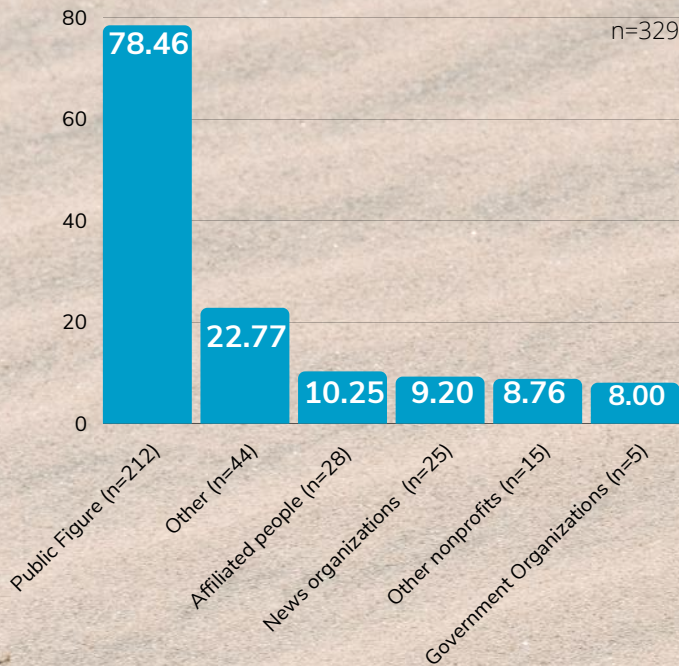
Once again another category dominates, this time Public Figures. While President Joe Biden is a favorite mention, new partnership with D'Ernest Johnson, a Running Back for the Cleveland Browns may be fruitful.

Ocean Conservancy @OurOcean

"I teamed up with @OurOcean, because I want to make the world a better place...I want to be able to take care of the ocean." - @DernestJohnson2

Thank you for the shout out! Check out the rest of his #SuperBowl interview with @AndyMc81 & @DawgsByNature:

Podcast: 1-on-1 with D'Ernest Johnson of the Cleveland Browns - Listen on "The D... Johnson opens up about his slow grind & inspiring journey to the NFL
dawgsbynature.com

The partnership, which began in the middle of December, could bring attention from a new and different audience due to his platform.

Earned Data - Organization

Earned Data - Data Description

Timeline: November 1, 2020 - January 31, 2021

Volume over time: 13,205

Volume breakdown by countries- Top 5

Ireland
1%

Canada
5%

United Kingdom
10%

United States
82%

Volume by platform

Blogs
19%

Forums
3%

Instagram
8%

Twitter
63%

Tumblr
5%

Volume breakdown by cities- top 5

London, United Kingdom
11%

Portland, Oregon
14%

District of Columbia (DC), United States
39%

New York, New York
19%

Brussels, Belgium
17%
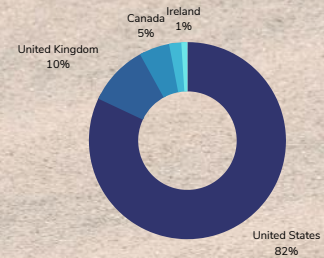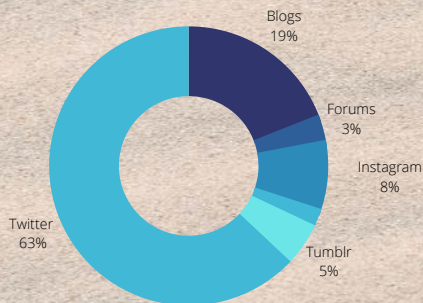
As illustrated by the pie chart, the majority of the conversation about ocean conservancy is taking place on Twitter with 63% of the overall conversation. Coming in with the second-best are blogs with just 19%, while others like Instagram with 8% are worth mentioning.

Volume breakdown by gender

Male
45%

Female
55%

14
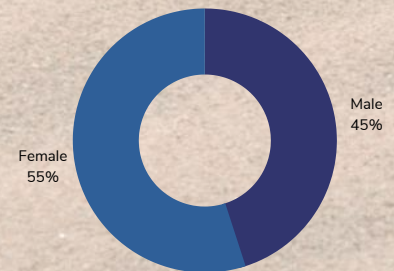
Earned Data - Spike Analysis

Mentions - Twitter

This massive spike in mention volume is mostly attributed to a tweet with #btsarmy, a wildly engaging portion of Twitter users, fans of the Korean band, BTS.

A combination of the Presidential Election and a donation project from Seokjin of BTS provided this spike.

The UNFoundation and Ocean Conservancy met at the Ocean-Climate Ambition Summit, providing a spike in engagement related to Ocean Conservancy and Ocean Climate Action.

By Gender - Twitter

There are two distinctive spikes - With the female spike, we can safely assume that this is related to the #btsarmy, which seemingly is a majority of females.

Secondly is a male spike, driven by Cleveland Browns RB D'Ernest Johnson revealing his cleats in partnership with Ocean Conservancy.

Earned Data - Top Items

Users

Articles shared: 53 | Retweets: 2 | Average reach: 6607

Quote tweets 38 | Retweets: 5 Average reach: 3571

Quote tweets: 34 | Retweets: 3 Average reach: 2764

Vehicle builder from Australia, interested in ecology and the environment.

CEO of Ocean Conservancy, resident of Portland, Oregon.

Chief scientist at Ocean Conservancy, Santa Cruz, California resident.

URLs

oceanconservancy.org | ecowatch.com | usmessageboard.com

Retweeted
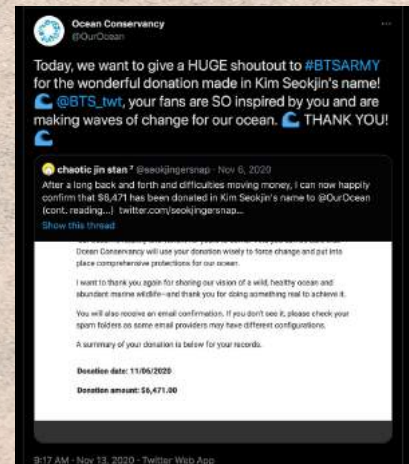
1730 retweets
105 quote tweets
4844 likes

Hashtags

#oceanclimateaction (slogan) ➡ 535 mentions

#oceandecade (UN initiative) ➡ 105 mentions

#actonclimate (slogan) ➡ 248 mentions

Earned Data - Sentiment Analysis
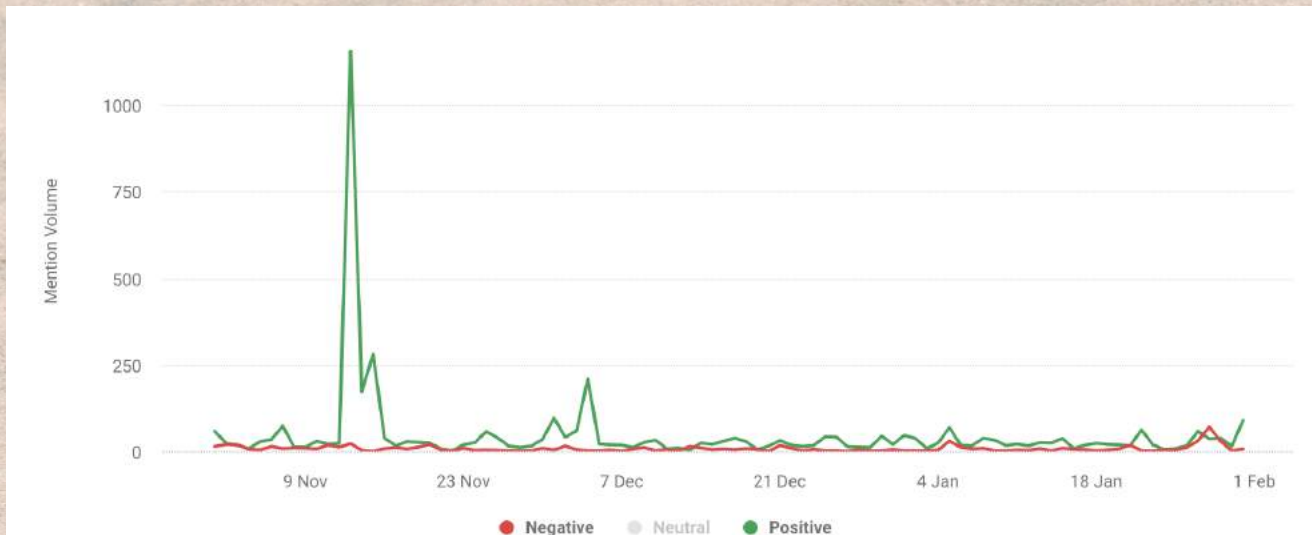
Positive sentiment remains relatively stable with the exception of one prominent spike on November 13. That day, the discussion revolved around Ocean Conservancy tweeting to thank the K-pop band BTS and their fans for their generous donations. Many members of the so-called BTS Army generated positive conversations about the brand as a result.

Other subjects of positive discourse include Giving Tuesday, cute pictures of wildlife and other tweets of appreciation for specific individuals and groups.

As demonstrated by the vertical scale of the two graphs, negative sentiment is significantly less common than positive sentiment for Ocean Conservancy. The major spike we see on this graph came from a positive tweet from the brand about John Kerry; users who were less fond of the politician made their opinions known. In fact, many negative conversations about the brand result from politicians and political stances.

Earned Data - Theme Analysis

Theme 1: Ocean Health, 5499 posts

This theme included any discussion about campaigns and actions related to the health and protection of the ocean.

Neutral (n = 2646) 50.9%
Positive (n = 2394) 46%
Negative (n = 161) 3.1%

Male (n = 1179) 47%
Female (n = 1330) 53%
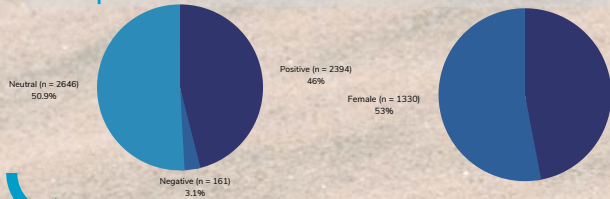
→ Negative conversations were mostly about climate change being fake or calling out hypocrisy.

→ Positive conversations were largely about the steps the Biden administration is taking to combat climate change.

Top Items

Hashtags:
#iogforum (174 mentions) | #iuufishing (204 mentions) #eugreendeal (175 mentions)
#iogforum and #eugreendeal both centered around protecting the Earth, while #iuufishing higlighted illegal fishing.

Countries:
Although the USA still dominates, conversation is more Eurocentric than usual.

USA (n = 1449) | Belgium (n = 207) | UK (n = 184) | France (n = 137) | Spain (n = 108)
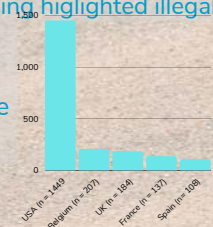
Theme 2: Pollution, 1819 posts

This theme included any discussion about any possible forms of pollution, mostly about plastic. It also included discussions of sustainability.

Positive (n = 232) 14.9%
Negative (n = 150) 9.7%
Neutral (n = 1171) 75.4%

Male (n = 434) 45.8%
Female (n = 513) 54.2%
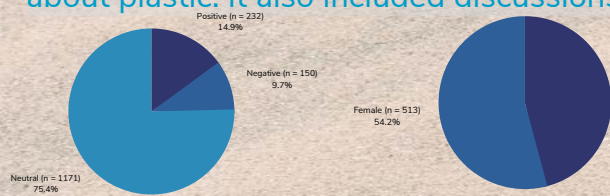
→ Negative conversations were tweets highlighting the impact of current plastic usage and where it goes.

→ Positive conversations were optimistic tweets about a more sustainable 2021.
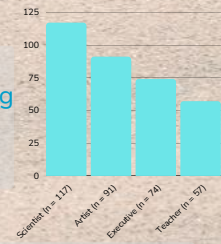
Top Items

Topics:
When discussing pollution, a lot of talk is about helping, but also about fishing and the waste it can create.

Helping (n = 269) | Sustainability (n = 196) | Plastic Pollution (n = 185) | Fishing (n = 181)
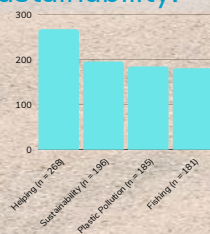
Professions:
Executives enter the mix, creating a diverse professional base of those talking about pollution.

Scientist (n = 117) | Artist (n = 91) | Executive (n = 74) | Teacher (n = 57)

Theme 3: Marine Wildlife, 1323 posts

This theme included discussions about any type of marine wildlife and discussions around their protection, like "Save the Turtles".

Positive (n = 310) 21.6%
Negative (n = 58) 4.1%
Neutral (n = 1064) 74.3%

Male (n = 598) 46.3%
Female (n = 694) 53.7%
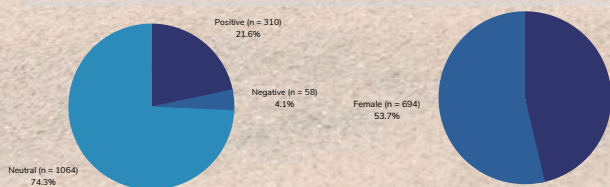
→ Negative conversations were tweets reacting to mistreatment of wildlife, via human interaction or pollution.

→ Positive conversations were mostly tweets of appreciation of marine animals.

Top Items

Shared URL:
https://oceanconservancy.org/blog/2019/03/08/exactly-narwhal-tusk/ received almost triple (n = 73) the conversation of other URLs.

Retweeted:
Of the ten top retweeted, two of ten (n = 159) featured tweets bringing attention to Somalia's illegal fishing problem. Seven (n = 534) appreciated wildlife, and the last and (most retweeted) thanked volunteers for helping cold shocked sea turtles.

These three themes encompassed 65.3% of the entire conversation or 8,641 posts of the 13,223 in the dataset.

Ocean Conservation
Pollution
Marine Wildlife
Other
0 2,000 4,000 6,000
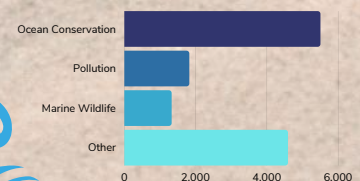
Earned Data - Key Topic: Conversations about Change

Key Topic - Data Set

We defined "conversations about change" as conversations that looked to help better the ocean. Largely this occurred with three main themes: donations, policies, and awareness and actions.

4482 Mentions (37% of total posts)

From November 1, 2020 to January 31, 2021

3610 Unique Authors

Posts from Twitter, Blogs, Instagram, Tumblr, Forums and Reddit

Spike D - Celebrates MLK and attempts to draw from his work on change to bring change to the ocean climate

Spike E and B - West Ham Midfielder Pablo Forlans and Browns RB D'Ernest Johnson (respectively) commit to using their platforms to bring change and awareness to ocean related issues

Spike C - Celebrates the success of the UN/Ocean Conservancy backed Ocean-Climate Ambition Summit

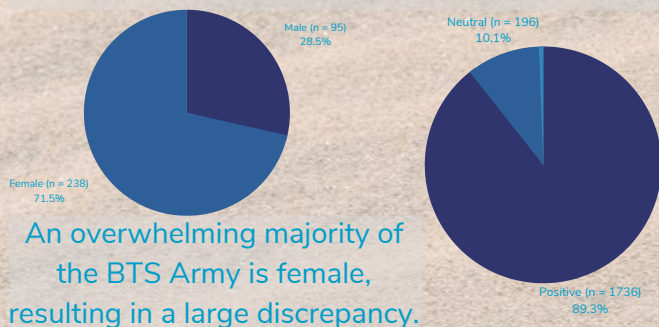**Spike A** - Ever appearing #BTSArmy, bringing change by donation
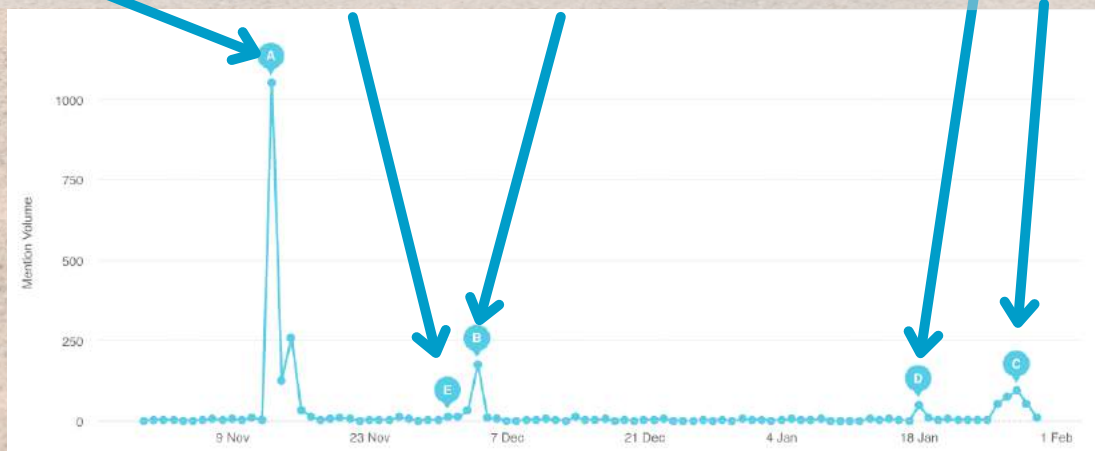
Key Topic - Themes

Change encompasses Ocean Conservancy's conversation on social media in what appears to be three different ways:

1) Bringing change through donations: 1943 posts

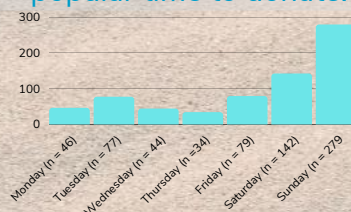As a non-profit, Ocean Conservancy relies on these donations to be able to empower change.

Male (n = 95) 28.5%

Female (n = 238) 71.5%

An overwhelming majority of the BTS Army is female, resulting in a large discrepancy.

Neutral (n = 196) 10.1%

Positive (n = 1736) 89.3%

As hoped for, a large amount of positive sentiment surrounds donations, with no real negative tweets.

Top Items:
Despite #givingtuesday being the top hashtag at 104 posts, the weekend seemed like the most popular time to donate.

Monday (n = 46), Tuesday (n = 77), Wednesday (n = 44), Thursday (n = 34), Friday (n = 79), Saturday (n = 142), Sunday (n = 279)
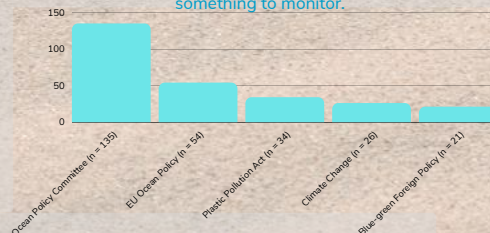
2) Bringing change through policy: 464 posts

Ocean Conservancy strives to bring policy to light in a positive manner. Backed with science, they look to change the course of the Ocean's health.

Negative (n = 66) 14.2%

Positive (n = 87) 18.8%

Neutral (n = 311) 67%

Female (n = 127) 54.7%

Male (n = 105) 45.3%
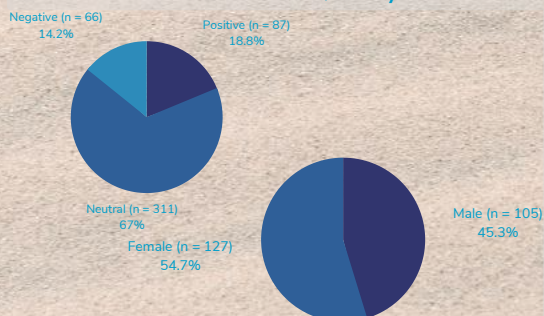
The positive sentiment is from encouraging signs of progress towards bettering the ocean. Negative tweets are more singling out politicians.
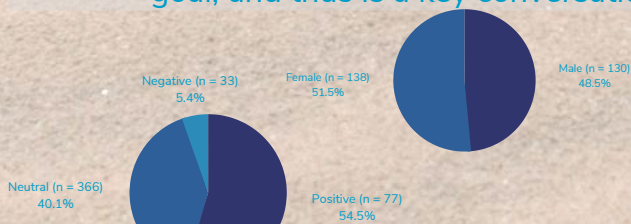
Top Items:
The most discussed topics are listed below, with the newly formed Ocean Policy Committee garnering the most conversation. Whether that is due to the newness or action is something to monitor.

Ocean Policy Committee (n = 135), EU Ocean Policy (n = 54), Plastic Pollution Act (n = 34), Climate Change (n = 26), Blue-green Foreign Policy (n = 21)

3) Bringing change through awareness and action: 3902 posts

Highlighting the amount of pollution in our ocean and the damage it does to our wildlife is another key way to raise awareness. Bringing about change to our trash problem is a key goal, and thus is a key conversation to monitor for Ocean Conservancy.

Negative (n = 33) 5.4%

Female (n = 138) 51.5%

Male (n = 130) 48.5%

Neutral (n = 366) 40.1%

Positive (n = 77) 54.5%

Positive conversations revolve around current actions helping the environment. Negative tweets are grim outlooks on the current environment.
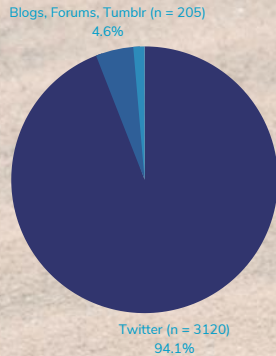
Top Shared URLs:
https://t.co/Fc9mv6iS4Y
https://t.co/ppUzunKgOI
Both URLs (n = 25 and 18, respectively) highlight European actions, though Europe only makes up 26% (n = 75) of the activity. The United States makes up 63% or 180 posts, for reference.
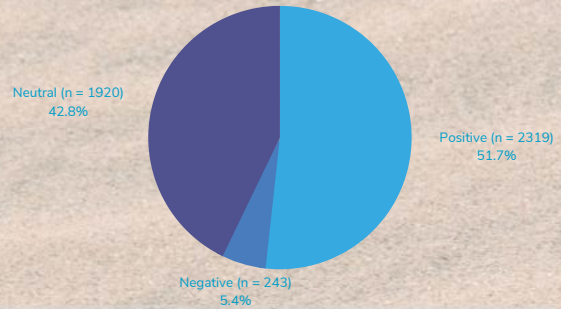
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Key Topic - Conversation Analysis

Sources of Conversation (n = 4482)

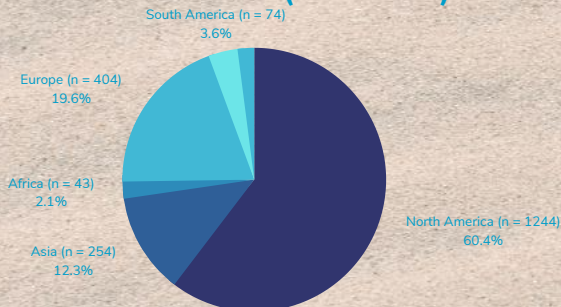Blogs, Forums, Tumblr (n = 205)
4.6%

Twitter (n = 3120)
94.1%

Although Twitter still dominates where conversations take place, blogs, forums, and Tumblr more than doubled in their activity in conversations regarding change. Instagram made up around 1% of mentions, a total 49 posts.

Location of Post (n = 2061)

South America (n = 74)
3.6%

Europe (n = 404)
19.6%

Africa (n = 43)
2.1%

Asia (n = 254)
12.3%

North America (n = 1244)
60.4%

Despite change being a global effort, the USA leads volume and its not very close. Improving the effort of activity globally should be an area of focus. A global conversation about ocean health is possible with social media, and awareness should be brought especially to water-locked areas like Oceania (with just 24 posts) or areas with poor water quality, like Asia .

Sentiment of Conversation (n = 4482)

Neutral (n = 1920)
42.8%

Positive (n = 2319)
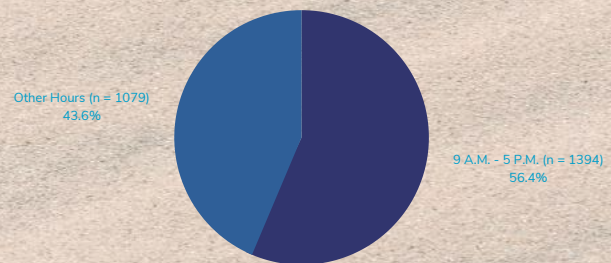51.7%

Negative (n = 243)
5.4%

As expected, conversation about change is largely positive. The majority of negative-sentiment tweets were mostly about "doomsday scenarios" of what could happen to our ocean if change does not happen.

Times of Post (n = 2473)

Other Hours (n = 1079)
43.6%

9 A.M. - 5 P.M. (n = 1394)
56.4%

Although it is not a huge majority, most posts are still within the typical hours of day that Americans work, 9 A.M. - 5 P.M. While it may overlap in some countries, this does leave a large portion of the world out of an ongoing conversation about change affecting the ocean, most notably Asia, Middle East, and Oceania region.

Gender Breakdown (n = 1583)

Male (n = 482)
45.4%

Female (n = 559)
54.6%
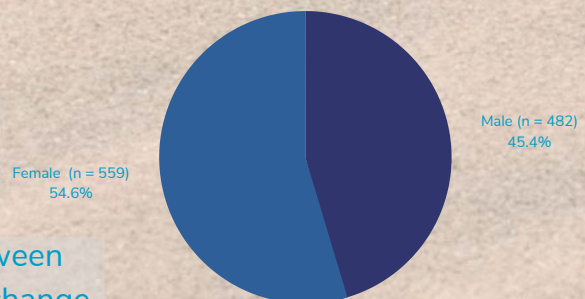
There is not much discrepancy between genders when discussing aspects of change.

Earned Data – Competition

Overview

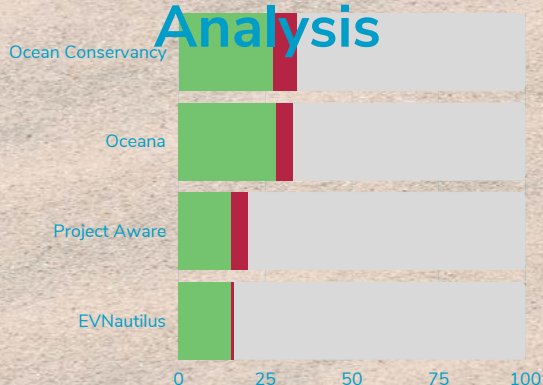## November 2020 - January 2021

Total volume of conversation: 135,818

58% female and 42% male

Sentiment Analysis

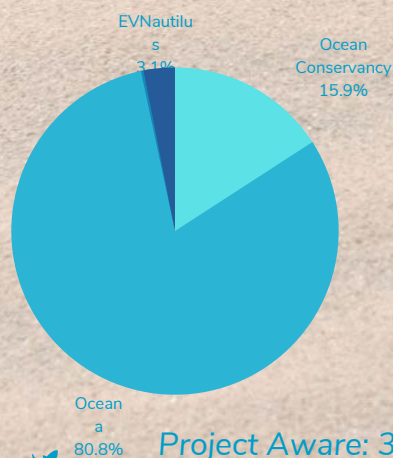## Share of Voice

Project Aware: 358 mentions

Top Mentions

@Oceana
@OurOcean
@EVNautilus
@ProjectAware
@InVeritas_Jones

Top Hashtags

#btsarmy (affiliated with K-pop band BTS)
- 1,640 mentions
#oceanclimateaction (slogan)
- 583 mentions
#oceaneu (political slogan)
- 274 mentions)
#actonclimate (slogan)
- 268 mentions
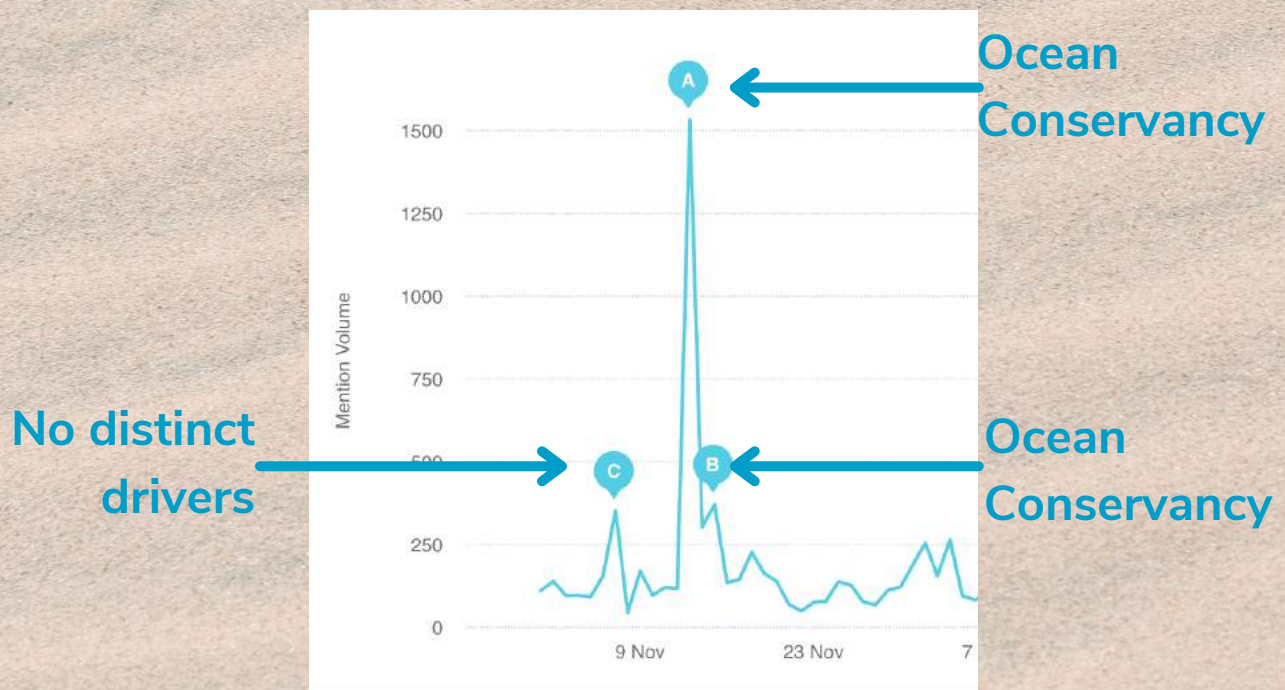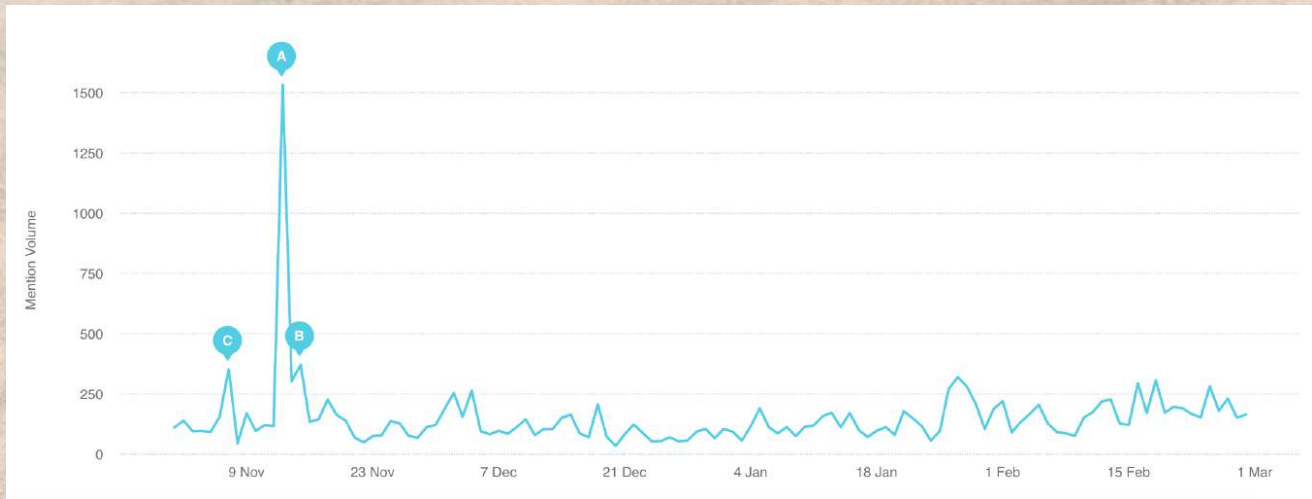#givingtuesday (event)
- 228 mentions

Spike Analysis

Ocean Conservancy

No distinct drivers

Ocean Conservancy

For this analysis of data including Ocean Conservancy and its competitors, we found Ocean Conservancy caused the two largest spikes in mentions, and the last one had no clear cause.

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Appendix

Organization Data Query:

("Ocean Conservancy" OR @oceanconservancy OR #oceanconservancy OR "oceanconservancy.org" OR author:@Ourocean OR author:@OceanConservancy OR #ourocean

Theme Data Queries:

Ocean health; "Ocean Cleanup" OR "Ocean Conservation" OR #OceanConservation OR "Ocean Climate" OR #OceanClimateAction OR "Global Warming" OR "Rising Water" OR "Melting" OR #ourocean OR "Save Our Ocean" OR "Climate" OR "Ocean Climate" OR "Our Ocean" OR "Policy" OR "Healthy Ocean" OR "Health"

Plastic pollution; "Plastic" OR "Litter" OR "Pollutant" OR "Garbage" OR #plastic OR "Sustainable" OR "Sustainable Solutions" OR "Protect" OR "Plasticpollution" OR "Sustainability" OR "Ocean Pollution" OR "Ocean Waste" OR "Clean"

Marine Wildlife; "Marine Wildlife" OR "Marine Animal" OR "Marine Life" OR "Save the Turtles" OR "Fish" OR "Ocean Animal" OR "Ocean Life" OR "Shark" OR "Dolphin" OR "Whale" OR "Sea life" OR "Sea creature" OR "Sea" OR "Baby Ocean Animals" OR "Cute"

Topic Analysis Data Queries:

"Change"[3] OR "policy"[2] OR "donation"[1] OR "donate"[1] OR "act"[2] OR "action"[3] OR "law"[2] OR "awareness"[3] OR "policies"[2] OR "donations"[1] OR "impact"[3] OR "effect"[3] OR "affect"[3] OR "give"[1] OR "help"[3] OR "giving"[1] OR "improve"[3] OR "better"[3]

1) Donations
2) Policy
3) Awareness and actions

Competition Data Queries:

"Oceana" OR @oceana OR #Oceana OR "oceana.org" OR author:@Oceana OR "Project Aware" OR @Projectaware OR #Projectaware OR "projectaware.org" OR author:@Projectaware OR"EVNautilus" OR @EVNautilus OR #EVNautilus OR "evnautilus.org" OR author:@EVNautilus)

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