HeadCount
FINAL REPORT

ADPR 5750: Social Media Analytics

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ORGANIZATION

WHAT IS HEADCOUNT?

HeadCount is known for hosting voter registration drives at concerts and using music to promote participation in democracy.

MISSION STATEMENT

"HeadCount is a non-partisan organization that uses the power of music to register voters and promote participation in democracy. We reach young people and music fans where they already are – at concerts and online – to inform and empower."
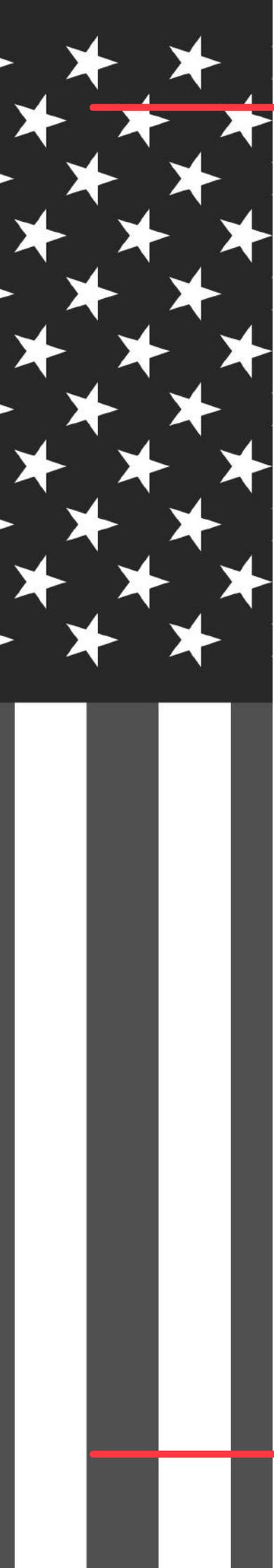
EXECUTIVE SUMMARY

BUSINESS PROBLEMS

HeadCount faces the issue of maintaining its relevance on social media outside of key election seasons. This report will explore how HeadCount can increase social media activity during those times.

KPIS

Engagement: We measured engagement by focusing on the top media used: Twitter and Instagram. From there we evaluated number of posts, average conversation sentiment, top retweets and influential users, and mentions.

DATA OVERVIEW

This project analyzes the owned and earned data obtained from Brandwatch and Keyhole. The owned data analysis reveals what drives the most engagement from HeadCount's own Twitter account, and the earned data analysis informs us about social media activity and conversations surrounding the organization and general topic of voter registration and turnout, as well as social media activity from comparable accounts, on Twitter, Facebook, Reddit, Instagram, and Tumblr.

OWNED DATA

TIMEFRAME: SEPTEMBER 1, 2020 – JANUARY 1, 2021

VOLUME: 452 TWITTER POSTS

DEMOGRAPHICS: 34% FEMALE 66% MALE

EARNED DATA

TIMEFRAME: SEPTEMBER 1, 2020 – FEBRUARY 28, 2021

VOLUME: TOPIC- 39M MENTIONS ; **ORGANIZATION**- 127K MENTIONS

DEMOGRAPHICS: TOPIC- 49% FEMALE, 51% MALE; **ORGANIZATION**- 59% FEMALE, 41% MALE

COMPETITION DATA

TIMEFRAME: SEPTEMBER 1, 2020 – FEBRUARY 28, 2021

ORGANIZATIONS ANALYZED: @HeadCountOrg, @RockTheVote, @FairVote

TOP INSIGHTS RECOMMENDATIONS

EARNED DATA

HeadCount should try to capitalize on trending hashtags to increase engagement. They can emphasize and integrate in the most relevant trending hashtags at the time to get their tweets included in conversations. The tweets in that hashtag may not all be related to the specific topic that HeadCount is discussing, but the relevant trending hashtag can bring visibility and reach to the tweet. For example, if "#USElection" was trending nationally on Twitter, HeadCount could use it in a sentence and add themselves into that growing conversation. Or when a HeadCount affiliated musician, like Billie Eilish releases new music and their name trends, like #BillieEillish, HeadCount can tweet with the hashtag showing their partnership, thus appealing to her fans. They can find relevant topics to their organization and insert themselves into the conversations in order to raise awareness of their organization. This will ensure their tweets are being seen by more accounts and expand their reach to accounts looking at the trending hashtags. We see on page 10 where HeadCount only tweeted 30 times using trending hashtags, but these tweets got the most retweets on average of any tweets with hastags. One of the popular trending hashtags from December 2020- January 2021 was #Georgia, and using this hashtag in relation to voting in Georgia's runoff election helped boost HeadCount's engagement.

OWNED DATA

HeadCount should engage in partnerships with musicians to promote contests related to voter registration and turnout. Contestants must follow @HeadCount on Instagram and Twitter and engage with the content for an opportunity to win a private concert/meet and greet. Contact musicians and musical groups whose values align with HeadCount and reach out to them about partnerships. This gives them an opportunity to use their platform in a positive way and gives HeadCount the opportunity to capitalize on their large followings. On page 15, we see that HeadCount affiliated celebrities generate thousands of mentions and retweets. Partnering with celebrities can keep HeadCount relevant even in non election years. This will allow the celebrities' fanbases to learn about HeadCount and be incentivized to vote.
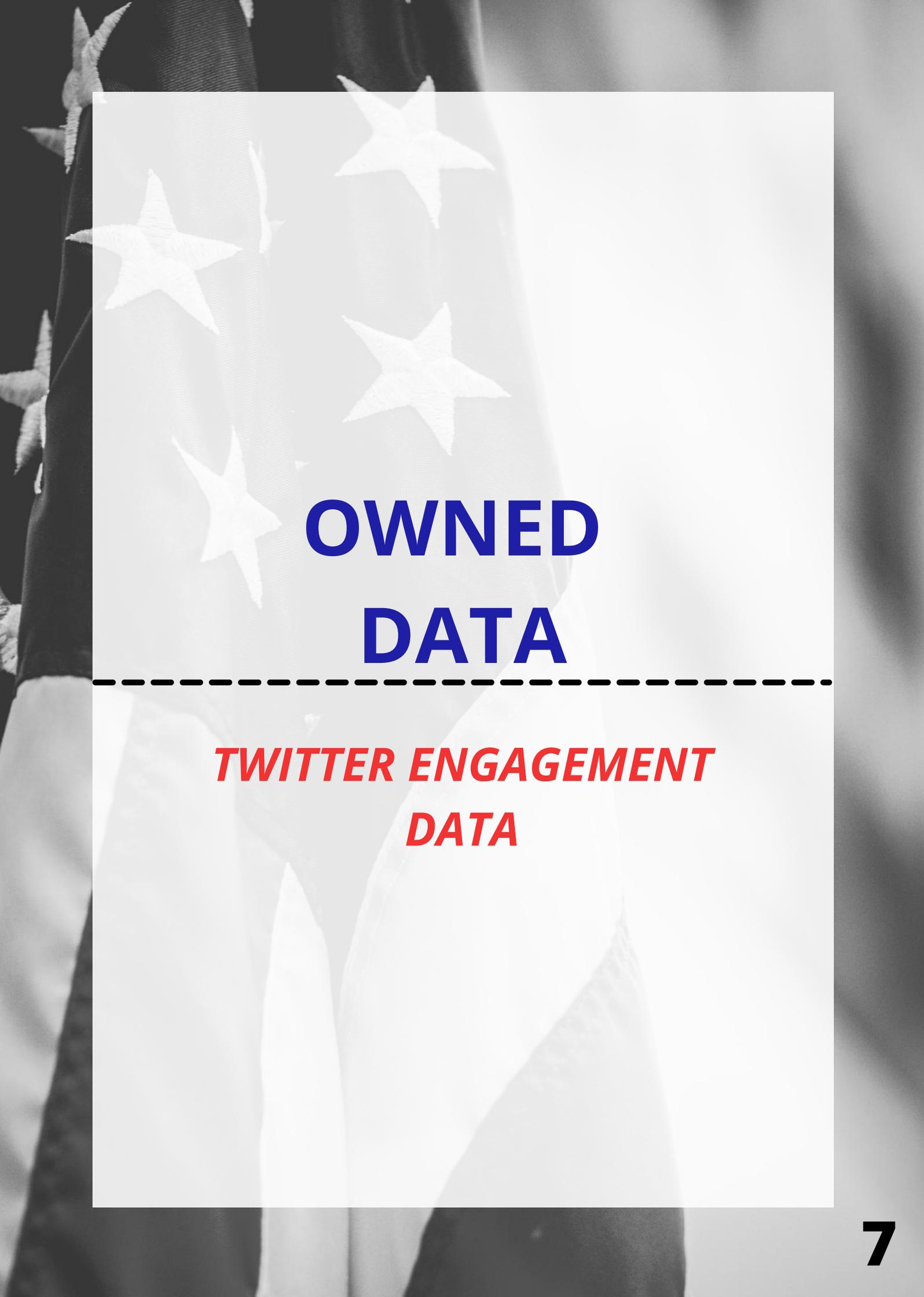
OWNED DATA

TWITTER ENGAGEMENT DATA

OWNED DATA

OVERVIEW OF TWITTER DATA

This report explores HeadCount's activity on Twitter from September 1st, 2020 to January 1st, 2021. HeadCount has 3,013 total followers on Twitter and tweeted 452 times during this time period. HeadCount joined Twitter in 2009 and has 42.3K total tweets. It uses the hashtag #TheFutureIsVoting in its bio.
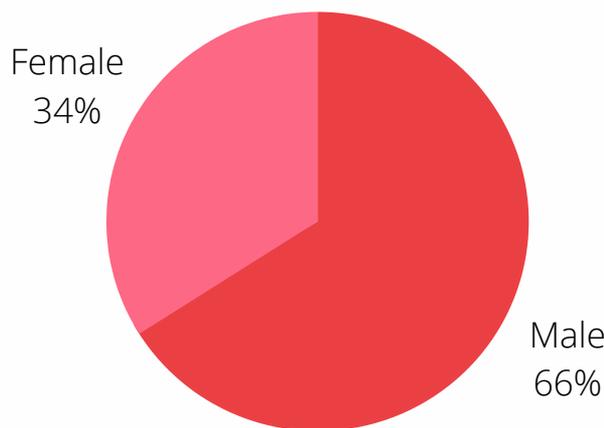
Female
34%

Male
66%

GENDER BREAKDOWN

According to data obtained from Keyhole, HeadCount's followers are predominantly male. 66% of its followers are male and 34% are female.

GEOGRAPHIC BREAKDOWN

Based on insights taken from Keyhole, the majority of HeadCount's followers come from New York (22% of followers) and California (16% of Twitter followers). HeadCount is based out of New York, and due to the high populations in California and New York, this is somewhat expected.

FOLLOWER GEOGRAPHY

HIGHEST FOLLOWER CONCENTRATION
SECOND HIGHEST FOLLOWER CONCENTRATION
THIRD HIGHEST FOLLOWER CONCENTRATION
FOURTH HIGHEST FOLLOWER CONCENTRATION
FIFTH HIGHEST FOLLOWER CONCENTRATION
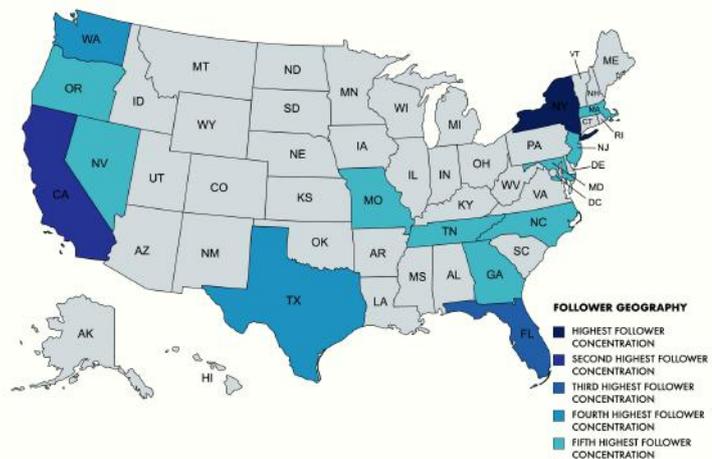
Created with mapchart.net

OWNED DATA

THEME OF CONTENT
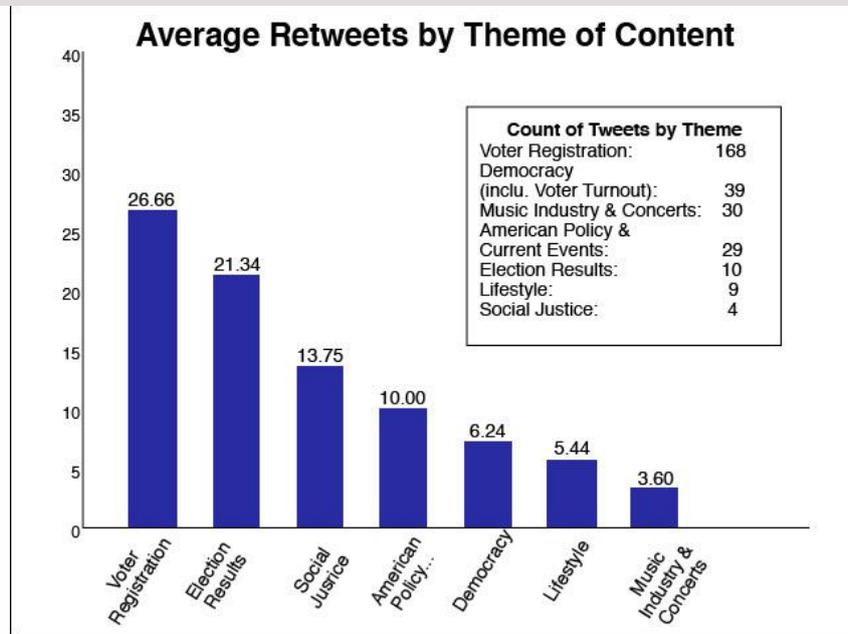
Data from Brandwatch revealed that content from HeadCount related to voter registration generated the most retweets with 168 total tweets and 26.66% of total retweets. Closely following this content type was election results, which accounted for 21.34% of retweets, but only had 10 total tweets. It is important for HeadCount to continue tweeting about election results when relevant, in order to establish its credibility as a go-to source for this information. HeadCount faces the issue of staying relevant on social media outside of election seasons, but by generating the highest possible engagement when it has the opportunity, it is likely that people will turn to HeadCount's account outside of election seasons for its other content such as social justice, American policy, democracy, etc. As for voter registration, HeadCount is well-established as a source for voter registration information and resources year-round, and clearly this type of content is successful in generating engagement.

OWNED DATA

HASHTAGS

Trending Hashtags are hashtags rising through the Trending page of Twitter. They are trending because they are being widely used and talked about on the app. These hashtags used by HeadCount were trending topics when they were tweeted.

Average Retweets by Hashtag

Count of Tweets by Hashtag	
None:	180
Voting/Elections:	63
Trending Hashtags:	30
Holidays:	17
Events:	9
Slogan:	7
American Current Events:	4

Bar values: Trending Hashtags 82.78, Slogan 45.67, None 16.38, Voting/Elections 14.75, Events 9.38, Holidays 9.00, American Current Events 5.67
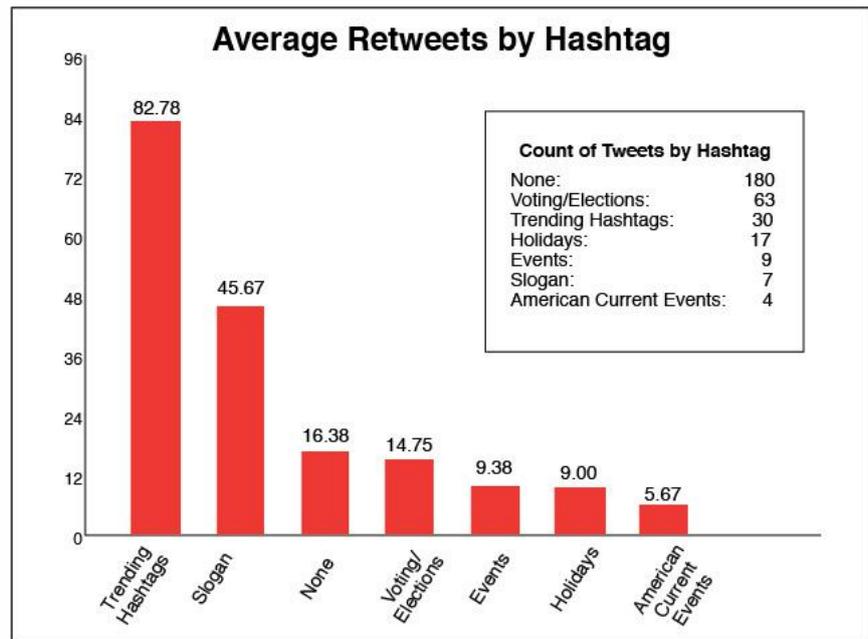
TOP HASHTAGS BY ENGAGEMENTS

Hashtag	Engagements
#Nevada	2,286
#Positions	1,056
#MobtheVote	503
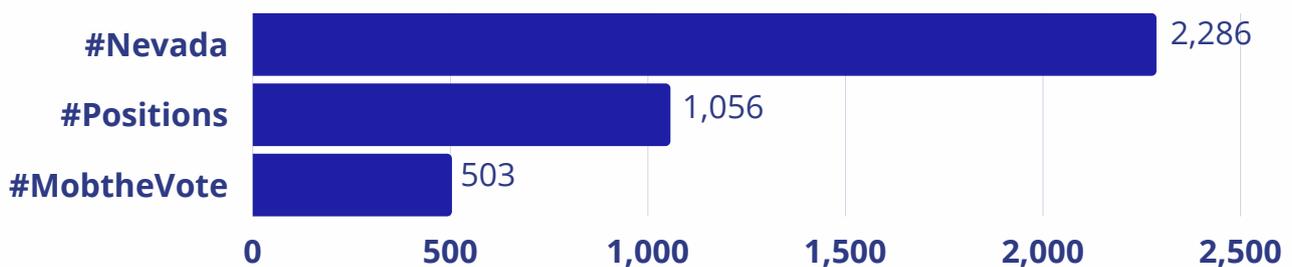
The top hashtags from HeadCount were #Nevada, #Positions, and #MobtheVote. #Nevada was used in 3 tweets meant to make users aware of voter registration deadlines in Nevada. #Positions was used with an image of Ariana Grande in reference to her 2020 Album, *Positions*, which fits with HeadCount's mission of using music and pop culture to draw social media users to voter registration. This informs us that using hashtags related to the music industry is effective in generating engagement, especially when there is existing buzz surrounding those hashtags. Finally. #MobbtheVote is a hashtag uniquely associated with another organization, March On Ballots (@MarchOnBallots). HeadCount tweeted in June in partnership with this organization to register Black voters across the country.

OWNED DATA

IMAGE CONTENT
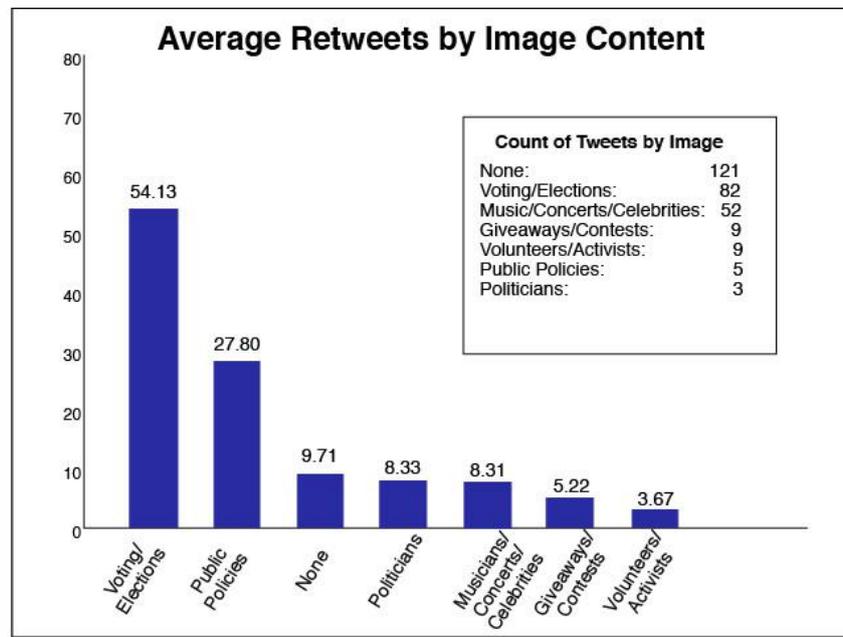
Data from both Keyhole and Brandwatch revealed that tweets with image content within the category of voting/elections received the most social media engagement. This mostly includes HeadCount branded infographics that make information about voter registration and elections easily accessible to social media users. We also saw a high volume of retweets for image content related to public policies, yet only 5 total tweets in that category. HeadCount can capitalize on that high engagement by creating more tweets with image content related to public policies.

This tweet received 6,810 engagements which caused a spike in the overall volume of engagement for HeadCount in November.

This tweet from June which featured this infographic also caused a spike in the overall volume of engagements. It received 11,386 engagements.

OWNED DATA

MENTION TYPE

When HeadCount mentioned other nonprofits, it saw high engagement. In most cases, HeadCount mentioned other nonprofits to share resources. Although this mention type accounted for 14.79% of retweets, HeadCount only mentioned other nonprofits in 14 tweets.

Average Retweets by Mention

Count of Tweets by Mention
Mention	Count
None:	181
Musicians/Celebrities:	146
Other Nonprofits:	14
Activists/Public Figures:	6
Festivals:	5
Sponsors:	4
Venues:	1
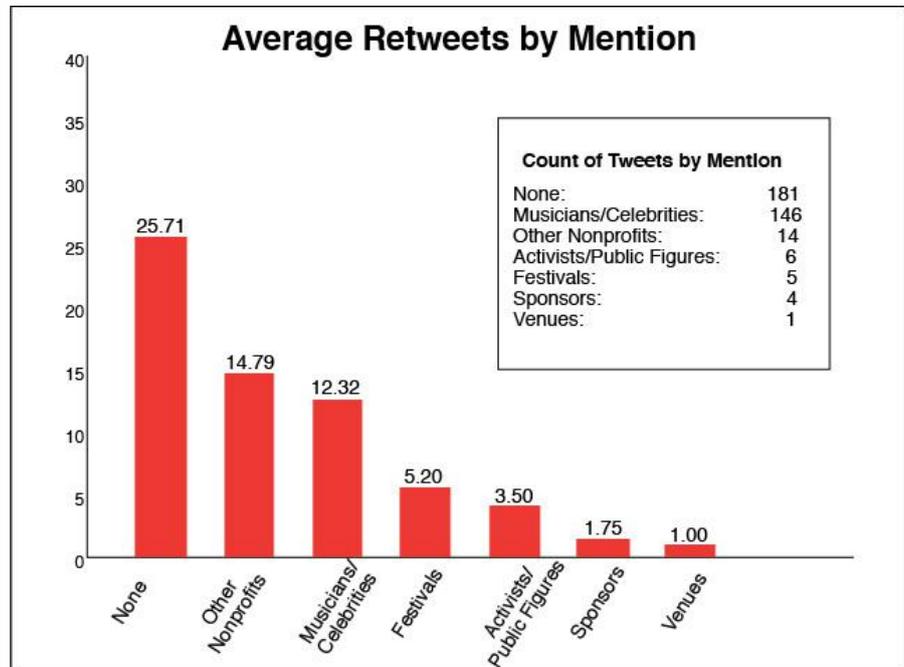
The next most popular mention type on HeadCount's Twitter (not including tweets with zero mentions) was musicians/celebrities. Again, this fits HeadCounts mission of using the music industry to promote participation in voting, however this mention type is used the most frequently with 146 total tweets, but only accounts for 12.32% of HeadCount's retweets. This shows that mentioning musicians and celebrities in its tweets might not be the most effective way of incorporating the music industry into HeadCount's social media strategy.

EARNED DATA

*ORGANIZATION AND TOPIC DATA ACROSS PLATFORMS*

EARNED DATA

ORGANIZATION: DESCRIPTION

*This includes data obtained from Brandwatch related to the HeadCount organization. This data was measured from September 1st 2020 to February 28th, 2021. There are 127K mentions analyzed in this dataset.

GENDER BREAKDOWN

Women are significantly more likely to engage in conversations about not only HeadCount itself but to share detailed information about politics, voter reform, and voter resources. Men are likely to use #HeadCount and #TheFutureIsVoting but are not adding as many unique insights to the conversation.

Male 41%

Female 59%
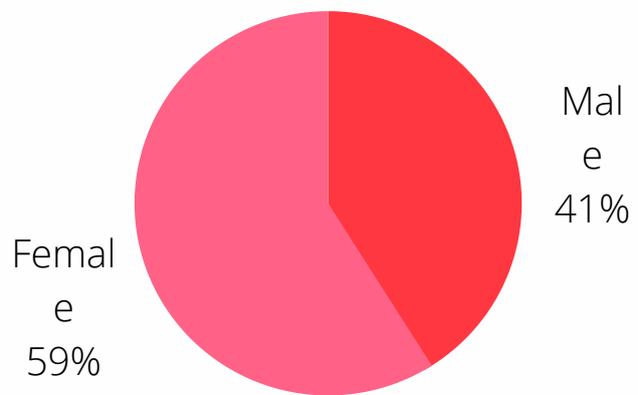
BREAKDOWN BY PLATFORM
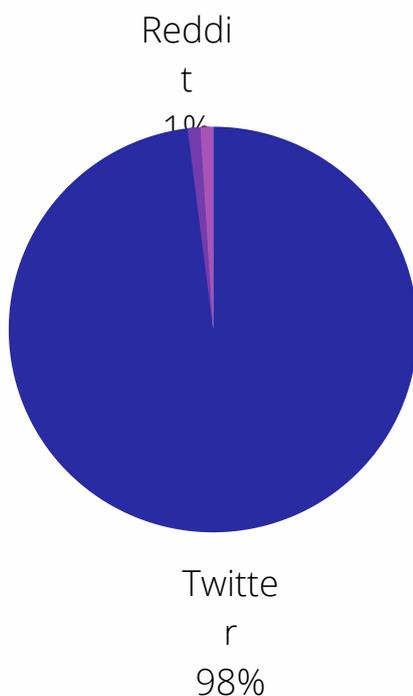
Reddit 1%

Twitter 98%

The overwhelming majority of the data is from Twitter. There is a low mention volume on Instagram, Tumblr, Reddit, Facebook, etc. Of the platforms Brandwatch has access to, Twitter has the most active conversations, and it is the platform we have the most access to for data. Percentage wise, there is not enough data from Instagram, Facebook, or Tumblr to appear in the breakdown. Brandwatch reports the content source breakdown to be 98% Twitter, 1% Reddit, and 1% Blogs.

EARNED DATA
INFLUENTIAL USERS

@arianagrande
### Total Mentions: 39,000

Ariana tweeted once on October 7th and again on November 3rd encouraging her followers to register to vote. Her tweet on October 7th 2020 accumulated 260.1k likes, 15.4k comments, and 25.k1 retweets. Her tweets on November 3rd 2020 accumulated 154.5k likes, 2.3k comments, and 17.8k retweets.

Ariana Grande ✔ @ArianaGrande · Oct 7, 2020
turning in these mixes and reminding u again to register to vote if u haven't already / to vote early

@camila_cabello
Total Mentions: 17,000

Camila Cabello tweeted on September 22nd 2020 promoting voter registration using the hashtag #VOTEREADY and linked headcount.org. This tweets received 27.8k likes, 4.2k retweets and 2k comments. This tweets averaged at around 4 million impressions.

camila ✔ @Camila_Cabello
COMIN TO U FROM ACROSS THE POND WHERE ITS NIGHT TIME. it's national voter registration day in America! 42 days left until the most important election of our lives.
Your voice matters so make sure it's heard. Go to headcount.org OR Text VOTER to 40649. LOVE U #VoteReady
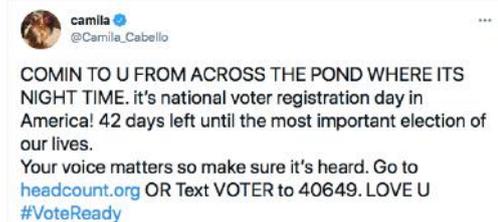
@davematthewsbnd
Total Mentions: 1,184

Dave Matthews Band tweets tagging @HeadCountOrg accumulated 337 retweets. Dave Matthews Band tweets had the 5th most engagement total.

dave matthews band ✔ @davematthewsbnd
TODAY is National Voter Registration Day! The future is voting! Visit headcount.org and register to vote or text VOTER to 40649. Check your voter registration status for a chance to see an exclusive Dave Matthews performance: glblctzn.me/davematthews @HeadCountOrg

In general the tweets which generated the most social media activity were from celebrities musicians. Partnerships with celebrities incentivizes voter registration and are effective in generating social media activity related to HeadCounts mission

EARNED DATA

TWITTER CONVERSATIONS:

EARLY VOTING/VOTER TURNOUT

2,985 mentions, 2,392 unique authors

Early voting and voter turnout had the least mentions on Twitter. This conversation is about when voting starts, encouraging people to take advantage of early voting, motivating people to get to the polls, and details about main in voting. These conversations occurred mostly around the November 3rd election as well as during the Georgia runoff.

VOTER REGISTRATION

48K mentions, 40K unique authors

Voter registration is about sharing resources and encouraging social media users to register to vote. In some cases, voter registration was incentivized through contests and giveaways. Dave Matthews tweet is included in this conversation.

ELECTIONS

37K mentions, 32K unique authors

Conversations about elections were related to election results from the 2020 presidential election and Georgia runoff. These conversations were often related to democracy in general and the importance of elections.

INSTAGRAM CONVERSATIONS:

Due to limitations in Brandwatch, this data does not include exact measurements for social media activity related to HeadCount on Instagram. However, in general we can see that conversations on Instagram about HeadCount were mostly related to voter registration. There were very few mentions related to early voting on Instagram, but a larger volume of mentions related to voter turnout and elections, specifically around the 2020 presidential election. During that time, many people were using Instagram to have conversations about the importance of voting. HeadCount's Instagram was used as a resource that was shared during those conversations because the HeadCount website shares valuable information about voter registration and turnout.

EARNED DATA

TOPIC: DESCRIPTION

*This includes data from Brandwatch related to the topic of voter registration and turnout. This data was measured from September 1st, 2020 to February 28th, 2021. In total, there were 39M mentions related to this topic. This report includes a breakdown by conversation based on custom classifiers.

VOLUME BREAKDOWN BY PLATFORM

Reddit
4%
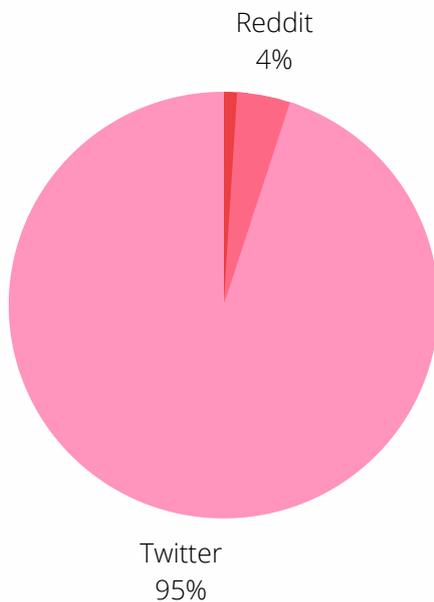
Twitter
95%

The majority of conversations about this topic are happening on Twitter. Over the past few years, Twitter has become essential for news and political discussions from both politicians and the media. Twitter gives celebrities and musicians a platform to speak out on, which HeadCount can leverage to generate social media activity and engagement on its own account. 4% of these conversations are happening on Reddit, and about 1% are happening on Tumblr. Again, data from Instagram is not easily accessible on Brandwatch, so we are lacking information from Instagram.

GENDER BREAKDOWN

The majority of conversations related to this topic are by male authors. Based on the Gender Comparison from Brandwatch, a high volume of mentions from men are related to next year's election. Mentions from women were related to voter encouragement and politics.

Male
51%

Female
49%

EARNED DATA

Positive
15%

Neutral
57%

Negative
28%
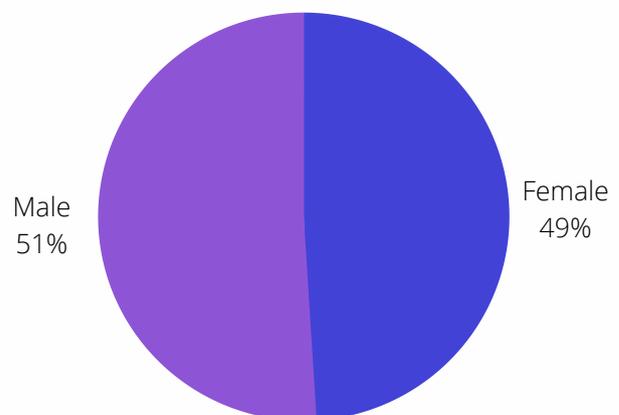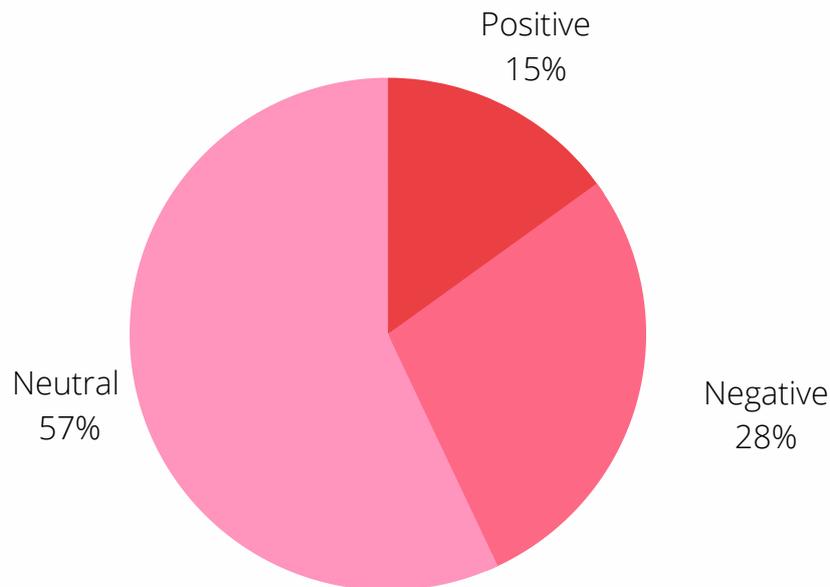
Neutral conversations made up for the majority of mentions on Twitter (2M mentions). Neutral conversation within this topic were heavily related to voter suppression, with several of the most retweeted posts discussing difficulties voters faced when registering and casting their ballots with a neutral sentiment. There were many tweets that used the keyword "ballot", whether that was in encouraging mail-in ballots, or discussing ballot counting post election. Positive conversations made up the least amount of volume in this category with 5M mentions. The positive conversations centered around Twitter users vocalizing their enthusiasm to exercise their right to vote in the presidential and state elections. The negative conversations regarding our topic data centered around Donald Trump. Many tweets used negative keywords to describe their lack of affinity for Donald Trump during election season. There were also conversations that included complaints about lines at polling places and difficulties voting.

Overall, this is a topic that includes many influential users including Barack Obama, Kim Kardashian, Selena Gomez, Lady GaGa, P!nk, and news outlets such as CNN and The Washington Post. The themes within this topic that were most apparent were early voting, voter registration, voter fraud, mail-in voting, and voter turnout.

EARNED DATA

Early Voting:

Number of mentions: 10M
25.6% of mention volume

Demographics:
Male: 45%
Female: 55%

Sentiment Breakdown:

Positive
19%

Negative
20%

Neutral
61%
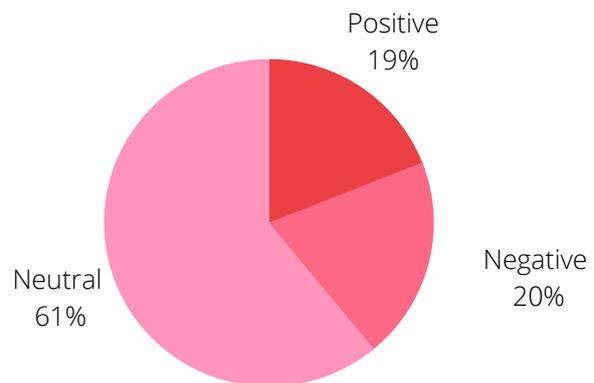
The conversation within the early voting theme is heavily revolved around the lines at polling places leading up to the November 3rd presidential election. This conversation spiked on October 12th, about 3 weeks before election day. The majority of these conversations had a neutral sentiment, or about 61%, with the remaining 20% negative and 19% positive. The neutral discussions were informational, with tweets that were meant to make social media users aware of places where early voting was open. Negative conversations were from social media users complaining about long lines and early mornings at their polling places. Positive conversations were from social media users who had the opposite experience, where polling places had no line during early voting. A unique item associated with this theme is the URL vote.org which got 8,115 mentions. This URL leads to a website that shares "everything you need to know to vote in state election centers". Another unique item mentioned in this theme is the Twitter account @resistbot which was mentioned 5,482 times. This account allows people to contact their local officials by texting RESIST to a certain cell phone number.

Voter Registration:

Number of mentions: 2M
5.12% of mention volume

Demographics:
Male: 44%
Female: 56%

Sentiment Breakdown:

Positive
12%

Negative
16%

Neutral
72%
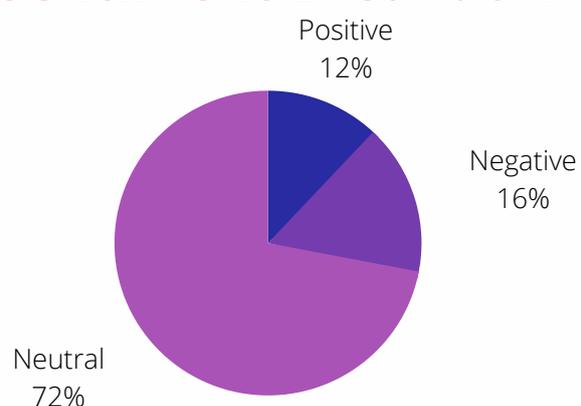
The conversations about voter registration revolve around encouraging people to register to vote and check their registration status. These conversations spiked during National Voter Education Week (October 5) and on National Voter Registration Day (September 21). Two unique hashtags associated with this topic are #VoteReady (14K mentions) and #NationalVoterRegistrationDay (6K mentions). Some of the influential users within this theme were Ivanka Trump, Michelle Obama, and Joe Biden. The majority of these conversations are neutral, with informational posts and shared links to outside resources such as iwillvote.com. Negative tweets were complaints from social media users about registration that was rejected for various reasons. Positive conversations about voter registration mostly occurred on National Voter Registration Day, where social media users emphasized how easy it is to register yourself.

Voter Fraud:

Number of mentions: 11M
28.21% of mention volume

Demographics:
Male: 49%
Female: 51%

Sentiment Breakdown:

Positive
11%

Neutral
55%

Negative
34%
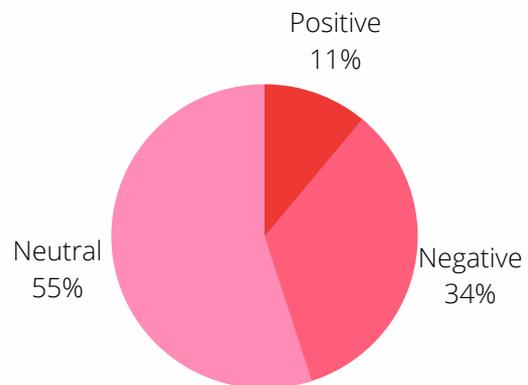
This election brought about many conversations about voter fraud within the larger conversation of voter registration and turnout. Not only did this topic see a smaller gap between male and female authors, but there was a larger volume of negative tweets than the previous themes within this dataset. These conversations mostly occurred post-election, when the integrity of the U.S. presidential election was falsely put into question. The most retweeted post in this category was meant to spread awareness about the Georgia senate runoff election. A unique item in this theme is #StopTheSteal which had 13K mentions. Most of the negative conversations associated with this theme were related to ballot fraud. Many social media users were enraged either because the believed the election was rigged, or because people were accusing the election of being rigged.

Mail-in Voting:

Number of mentions: 12M
36% of mention volume

Demographics:
Male: 47%
Female: 53%

Sentiment Breakdown:

Positive
16%

Neutral
56%

Negative
28%
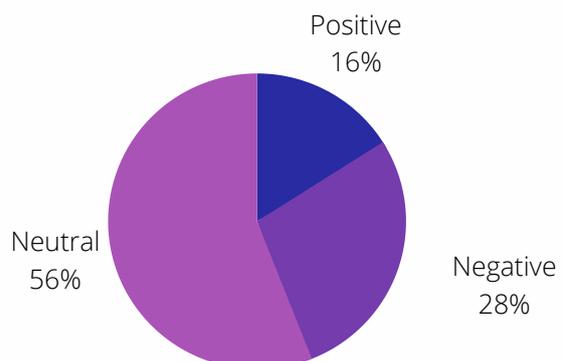
The theme of mail-in voting accounted for a large portion of the overall conversation within this topic. This conversation spiked around the November 3rd election, but it was a hot topic both before and after. Before the election, the conversations related to mail-in voting were about encouraging users to turn in their mail-in ballots and follow all instructions in order to ensure those ballots were counted in the election. After the election, the conversations were about the counting of those mail-in ballots and ensuring your ballot was counted. Again, #StopTheSteal was used heavily within this theme, with 33K mentions. There are many influential users in this theme, such as Lady GaGa, P!nk, TIME, Washington Post, and Hillary Clinton, all of whom were discussing ballot counting and checking the status of mail in votes. Positive conversations about mail-in voting were about the benefits of this process, and negative conversations were about ballots not being counted. Another unique hashtag commonly associated with this theme was #CountEveryVote which had 26K mentions.

Voter Turnout:

Number of mentions: 430K
1.1% of mention volume

Demographics:
Male: 45%
Female: 55%

Sentiment Breakdown:

Positive 11%
Neutral 51%
Negative 38%
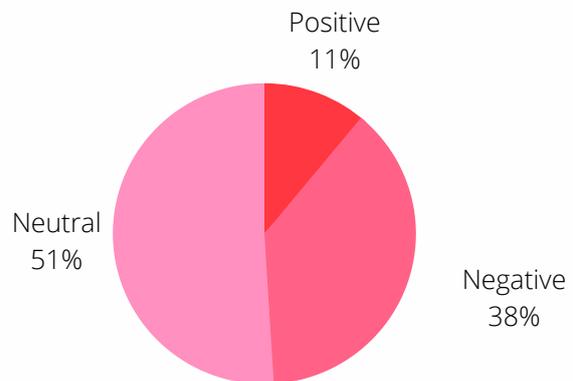
Conversations related to voter turnout were mostly about the record turnout we saw in the 2020 Presidential Election. Another major topic for this election was voter suppression as it related to voter turnout. Many people were celebrating the record number of minorities who were about to exercise their right to vote due to efforts to reduce voter suppression in certain states. Unique items in this theme were #Election2020 (1K mentions) and top influential users were The New York Times and Stacey Abrams. Post-election, the conversations in this theme were about voter reform laws that have passed. In fact, this conversation spiked around February 22nd, 2021, due to changing voting laws in certain areas during this time. Positive conversations about voter turnout were applauding this boost in voter turnout, while negative conversations in this theme often used the keyword "voter suppression" but had similar content to the neutral and positive posts. Even though the theme of Voter Turnout is directly related to the overall topic of Voter Registration and Turnout, the keywords associated with Voter Turnout brought this surprisingly relatively low mention volume.

COMPETITION DATA

COMPETITION ANALYSIS

DEMOGRAPHICS:

@FairVote	@HeadCountOrg	@RockTheVote
43% Female	59% Female	55% Female
67% Male	41% Male	45% Male

SHARE OF VOICE

Fair Vote 3.6%

HeadCount 46.5%
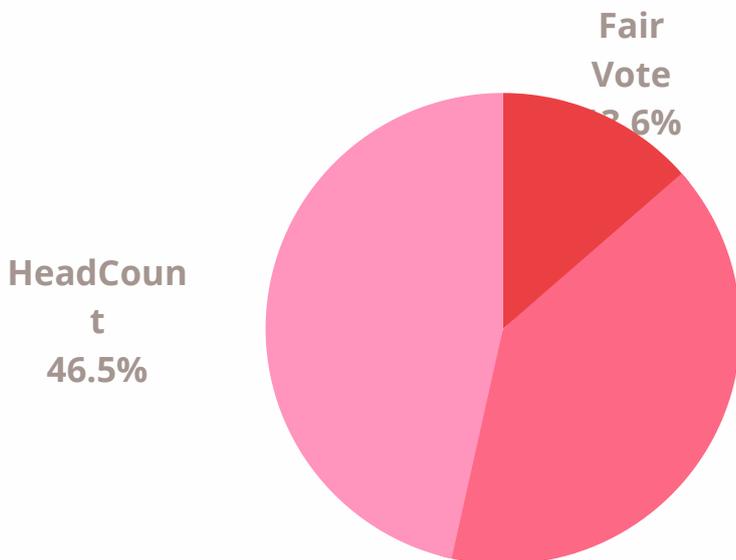
Rock the Vote 39.9%

### Number of Posts:

Fair Vote- 37k
Rock the Vote- 109k
HeadCount- 127k

Top Trending Topics: Presidential Debate, Presidential Election, Election Results 2020, National Voter Registration Day, Ruth Bader Ginsburg

Top Partnerships: Patti Lupone, DC Comics, Lady Gaga, Tenacious D, Leonardo DiCaprio, David Dobrik, Camila Cabello, Conan Gray, Loren Gray, Demi Lovato, and Victoria Justice

COMPETITION ANALYSIS

COMPARATIVE SENTIMENT ANALYSIS
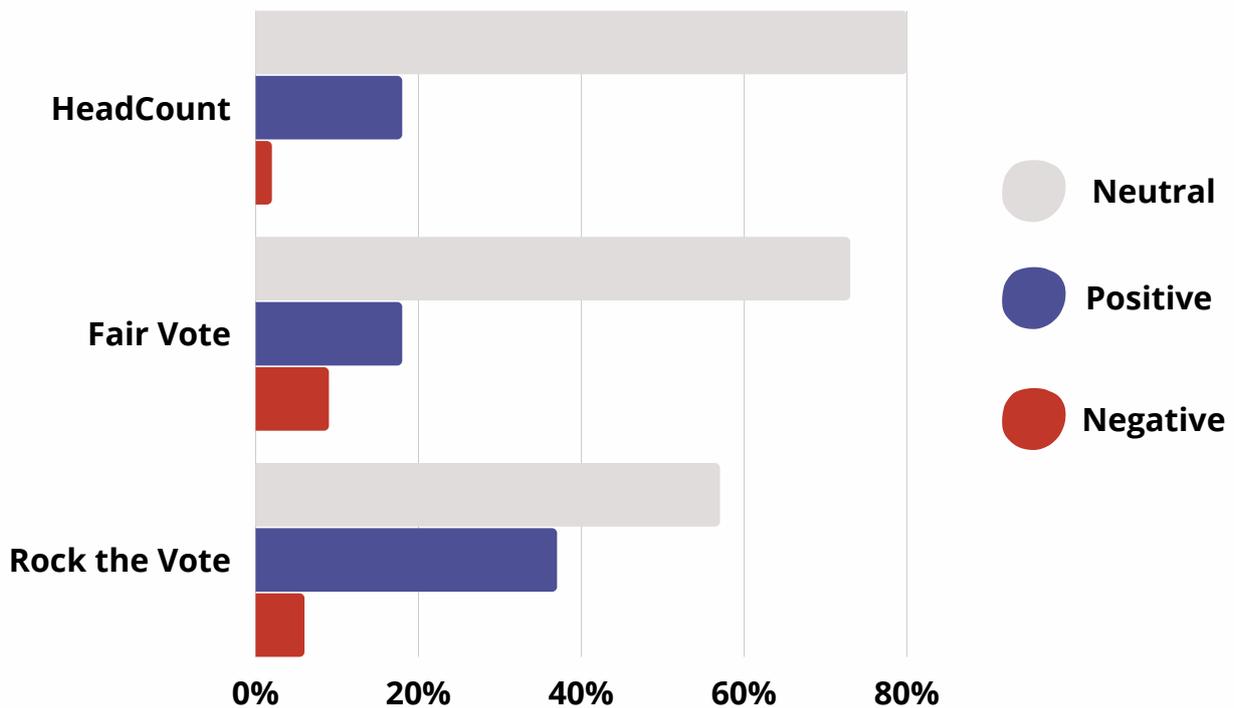
HeadCount's tweets were mostly of a neutral sentiment without leaning towards specific emotions as much as the similar competitor accounts. FairVote is similar in positive sentiment, and Rock The Vote has the most tweets with a positive sentiment, FairVote and Rock The Vote both have more tweets with negative sentiment, but FairVote has the most.

OVERALL RECOMMENDATIONS

OWNED DATA

Increase social media activity in non-election seasons.HeadCount saw major spikes in social media activity on important dates. Find other important holidays and dates and run social media campaigns on those days. For example, they could do campaigns for Juneteenth, Martin Luther King Day, July 4th, and other American holidays.HeadCount has major spikes surrounding Election Days and social media activity is extremely low outside of those days.

Share more social media posts that are palatable for their non-partisan audience in order to make it clear that they are not affiliated with a political party. HeadCount can create content making it clear they do not affiliate with a specific political party. They need to make it known in their social media that they are a nonpartisan organization because that is very rare with political organizations. They can stick to their values and show how they feel about specific issues and policies, without alienating different demographics of political parties. HeadCount has many posts that come across as more politically polarizing, even though they are trying to remain nonpartisan and impartial to political parties. They will be able to reach more people if their content is not targeting a specific demographic of a political party or leaning.

HeadCount can try to boost engagement on their content concerning music and concerts.They could use trending topics relating to music, such as joining in on trending musical conversations like when affiliated artists release new music or make headlines. HeadCount could also tweet at least once from every concert they are working, providing potential higher engagement with the accounts of the crowd and the artist. By regularly engaging with the musical artists on the nights of their concerts that HeadCount has a presence at, this will also engage the attendees of the concerts and the musicians' fanbases. HeadCount is currently making a lot of content related to music and concerts, but the large amount being posted is not lining up with the minimal engagement being recieved. On page 9, we see that tweets about the theme of music are the third most tweeted about by HeadCount, but they are getting the least amount of retweets. They need to boost the engagement on the music and concert content, as it is a huge part of their mission as an organization.

OVERALL RECOMMENDATIONS

OWNED DATA

HeadCount can use informative and visually pleasing infographics to raise awareness for the smaller elections that get less coverage but exist every year, nonetheless. They can tweet more infographics. These simple but informative infographics can be used to educate Americans on elections they didn't know about to prioritize.Part of HeadCount's mission is to raise election awareness for the non-Presidential, highly talked about elections. This social media tactic would fulfill that goal while also helping increase engagement in non Presidential election years.On page 11, the data shows that HeadCount's infographics got more retweets than the other media types they used. These can be used during non election seasons to continue engaging with and educating their audience.

Continue to engage in campaigns centered around the social justice causes that HeadCount believes in.They can do social media campaigns on key social justice issues, including highlighting relevant musical artists and events. For example, they can have a campaign for Pride Month in June. Then, they can hihglight the LGBTQ+ musiicians that they are affiliated with, such as Brendon Urie of Panic! at the Disco, who is Pansexual.

HeadCount should use social media campaigns to target 17.5-18 year olds, who are avid social media users, because they are the age of first being able to register to vote. HeadCount's current social media does not have that much of a focus on targeting specific age groups. They partner with musicians who have different fanbases, but their content doesn't specialize towards different age groups. HeadCount's main focus is Twitter, with some but less content on Instagram and Facebook. They could prioritize TikTok and Instagram, as those social media are more popular with the younger age demographic that HeadCount needs to target. HeadCount's main focus is registering people to vote. Their slogan "The Future is Voting" shows their priority on young voters and the future. They should make an effort to connect with this demographic more to help further their mission.

OVERALL RECOMMENDATIONS

EARNED DATA

Create content that allows for user generated interactions on Instagram by running challenges where Instagram users mention HeadCount and interact with posts. Create an incentive such as winning a free concert ticket for Instagram users who repost or interact with HeadCount's post/Instagram account. HeadCount needs to boost its social media activity across platforms rather than primarily generating activity on Twitter. On page 14, we see that Twitter makes up 98% of their earned data. We want to increase the amounts on other platforms by giving users more opportunities to interact with HeadCount.

Continue creating social media content related to the theme of voter registration. Create tweets and Instagram posts that share voter resources, including helpful URLs, and encourage followers to vote. On Page 16, we see Voter Registration having the highest volume of tweets compared to the other themes. Voter registration was the topic with the most social media activity.

HeadCount should incentivise registering to vote in non election seasons by showcasing people on their social media who have registered to vote through their website. They can utilize Instagram stories to shoutout a newly registered to vote person daily or weekly in order to recognize and engage with their audience. This provides a fun, easy incentive to register to vote. They could even partner with celebrities to get a celebrity shoutout video for a new voter once a month. HeadCount needs to engage with their audience and increase in voter registrations and relevancy outside of election season. This method would enable them to have a continuous open conversation with their target audience year round and incentivise voter registration and social media engagement.

APPENDIX

Organization Data Query

a. author: (@HeadCountOrg OR #HeadCountOrg OR "The Future Is Voting" OR #TheFutureIsVoting OR (HeadCount AND (vote OR "voter registration" OR voter OR "the future is voting")))

Themes

1. Early Voting and Voter Turnout, Boolean: "Early Voting" OR #earlyvoting OR "Advance Voting" OR #advancevoting OR "get out the vote" OR #getoutthevote OR "mail-in voting" OR #mailinvoting OR "voter suppression" OR #votersuppresion OR "voter turnout" OR #voterturnout

2. Voter Registration, Boolean: "register to vote" OR #registertovote OR "voter registration" OR #voterregistration OR "check your registration" OR "register now" OR #registernow

3. Elections, Boolean: "Elections" OR #elections OR "election" OR #election OR "election day" OR #electionday OR "presidential election" OR #presidentialelection OR "state election" OR #stateelection OR "election 2020" OR #election2020

Topic Data Query

a. ("register to vote" OR #RegisterToVote OR "voter registration" OR #VoterRegistration OR "your vote matters" OR #YourVoteMatters OR "early voting" OR #earlyvoting OR "advance voting" OR #advancevoting OR "make your voice heard" OR #justvote OR "voter suppression" OR #votersuppression OR "get out the vote" OR #getoutthevote OR "mail-in ballot" OR #mailinballot OR "vote by mail" OR #votebymail OR "voter turnout" OR "voting by mail" OR "ballot" OR "check your registration" OR "update your registration" OR #goodtovote OR #yourvoiceyourvote OR #registertovotenow OR "polling place" OR #goodtovote OR (election AND ("go vote" OR #govote))

APPENDIX

Topic Data Theme Analysis Query

1. Early Voting, Boolean: "Early Voting" OR #earlyvoting OR "Advance Voting" OR #advancevoting
2. Voter Registration, Boolean: "register to vote" OR #registertovote OR "voter registration" OR #voterregistration OR "check your registration" OR "register now" OR #registernow
3. Voter Turnout, Boolean: "get out the vote" OR #getoutthevote OR "voter suppression" OR #votersuppresion OR "voter turnout" OR #voterturnout
4. US Presidential Election, Boolean: "election day" OR #electionday OR "presidential election" OR #presidentialelection OR "election 2020" OR #election2020
5. Mail in Ballots, Boolean: "Mail in Ballots" OR #mailinballots OR "vote by mail" OR #votebymail OR "ballot box" OR "ballot dropbox" OR "mail-in voting" OR #mailinvoting
6. Voter Fraud, Boolean: "Voter Fraud" OR #voterfraud OR "stolen election" OR #stolenelection OR "steal the election" OR "found ballots" OR "lost ballots" OR "fair election" OR "rigged election"

Competition Data Query

a. @HeadCountOrg OR #HeadCountOrg OR "The Future Is Voting" OR #TheFutureIsVoting OR (HeadCount AND (vote OR "voter registration" OR voter OR "the future is voting"))

b. FairVote OR @fairvote

c. "Rock The Vote" OR #RockTheVote OR @rockthevote