



Best Friends®

SAVE THEM ALL®



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FINAL REPORT

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Best Friends

OVERVIEW

Best Friends Animal Society (BFAS) is a non-profit organization that promotes the adoption and well being of rescue animals. They are a no-kill shelter for animals and support other shelters that promote these same values. They believe that compassion and inclusion is the best method to put every animal in a foster home rather than a kennel. Since their inception in 1984, Best Friends has changed what it looks like to care for rescue animals.

MISSION STATEMENT

“The mission of Best Friends Animal Society is to bring about a time when there are No More Homeless Pets. We do this by helping end the killing in America's animal shelters through building community programs and partnerships all across the nation. We believe that by working together we can Save Them All.”



BUSINESS PROBLEM

Overall, Best Friends Animal Society has a solid social media presence on platforms such as Twitter and Instagram. They promote adoption for animals in need, advocate changes in laws regarding animals, and make a promise to devote time and donations to sanctuaries across the United States. Even with all of the amazing work that Best Friends does, two things we noticed were a lack of conversations about Best Friends from their audience as well as fluctuating engagement with their posts. There is a large conversation about adoption all over social media, and we hope to gather actionable insights that we can use to create recommendations for Best Friends in order to help them become a part of this particular conversation. Our goals include finding ways to increase conversation about Best Friends on Instagram, to participate more in conversations about adoption, to increase engagement on their Twitter account, and to reach new audiences through social media tactics that competitors implement.

KEY PERFORMANCE INDICATORS

Used to measure the success and goals of Best Friends Animal Society

Engagement

- Likes
- Retweets

Demographics

- Gender
- Location

Sentiment

- Positive
- Neutral
- Negative

Share of Voice

- Post Amount

DATA OVERVIEW

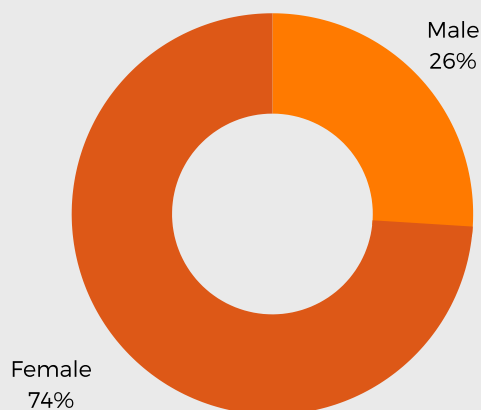
OWNED DATA

The owned data set was analyzed and collected from a sample of tweets from Best Friends Twitter account (@bestfriends) spanning across November 2020 to February 2021. We used Brandwatch to collect this data and in total there were 321 mentions.

EARNED DATA

The earned data set was analyzed and collected from a sample of tweets from Best Friends' Twitter account (@bestfriends) and Instagram account (@bestfriendsanimalsociety) spanning across November 2020 to February 2021. We used Brandwatch to collect this data and in total from the organization dataset there were 51,623 Twitter mentions and from the topic dataset there were 2,148,242 mentions across all platforms.

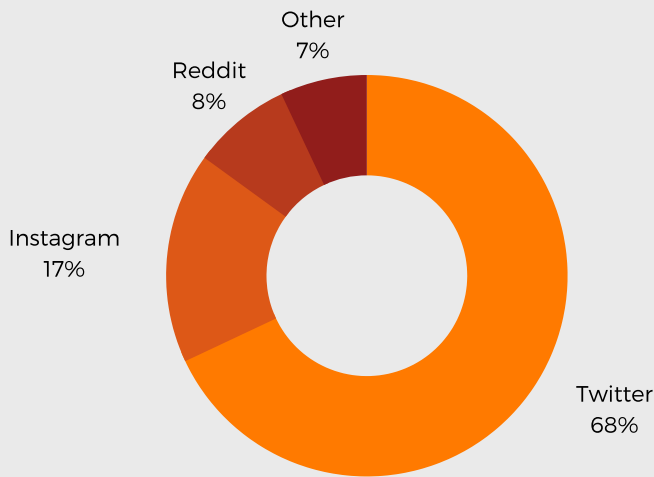
Organization Dataset



Demographics- Figure One

DATA OVERVIEW CONT.

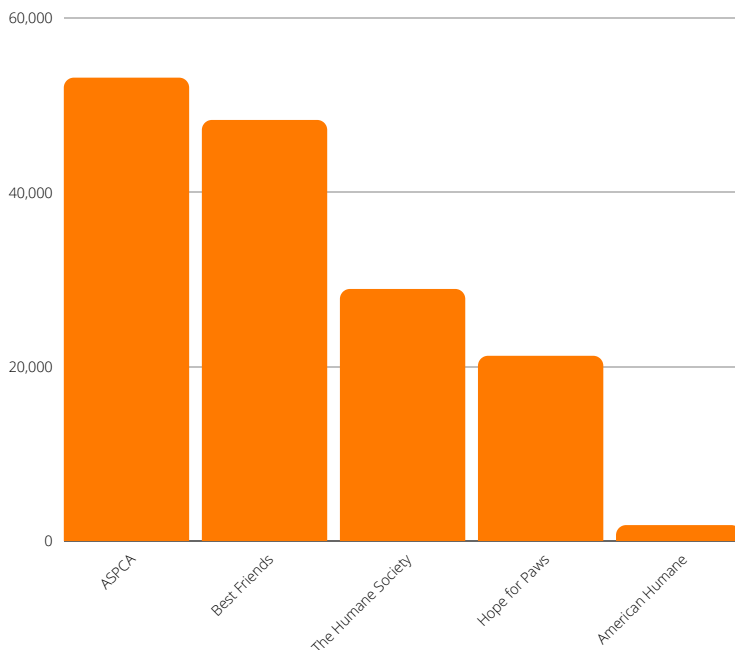
Topic Dataset



Platform Mention Volume- Figure One

We collected data for the topic pet adoption through analyzing various social media platforms. In general, we found that the mention volume consistently rose and fell with no notable peaks. The three most popular platforms are Twitter, Instagram, and Reddit. This report will focus on Twitter and Instagram, as not enough data was able to be collected from Reddit. Additionally, similar to Best Friends' owned data, the audience for "pet adoption" is primarily female with 30% of the audience being male and the other 70% being female. These groups differ in that women are generally interested in the cause which is to encourage fostering and rescue whereas men seem more interested in just adoption.

Competition Dataset



Share of Voice- Figure Two

This dataset analyzes all of Best Friends' competitors which include The Humane Society, American Society for the Prevention of Cruelty to Animals (ASPCA) Hope for Paws, and American Humane. Within this dataset, we conducted spike analyzes, sentiment comparison, voice differentiation, and demographic breakdown.

RECOMMENDATIONS

OWNED DATA

What to Do?

How to Do It?

Why?

1

Increase engagement levels for posts with media including people with animals.

Incorporate state & city hashtags and/or adoption. Use a city or state hashtag that represents the location of where the media was taken (for example: #Texas or #LosAngeles) to draw in a particular audience segment who live in that area of the US. If the animal that the person is with in the particular media is up for adoption or has been adopted, add #Adopt and #SaveThemAll.

Posts with hashtags about states & cities and/or adoption had the highest amount of engagement compared to other hashtags (24.27 & 24.59 respectively). By incorporating these hashtags into the posts it is more likely that engagement levels will increase for posts with media including people with animals. Currently, posts containing media of people with animals have only 19.65 engagement.

2

Increase engagement levels for posts that talk about volunteering.

InPost videos about volunteering such as videos of people volunteering at shelters, the CEO of Best Friends volunteering, or videos of individual volunteer stories and how they have made an impact on animals' lives. In addition, as loyal followers of Best Friends to submit videos of themselves volunteering so that Best Friends can post and mention that particular volunteer.

The media type category with the highest engagement is video (27.38), but it has a lower post count (n=53) than images (n=192). By posting videos of volunteers that increases engagement for posts with text themes of volunteering and the amount of posts with videos.

3

Increase engagement levels for posts with images by increasing the number of images posted with a mix of animals.

Create posts that incorporate images and have there be a mix of animals within these images. A mix of animals means posting photos of dogs, cats, and other types of pets all interacting and being playful together.

Media contents with a mix of animals has a relatively high engagement level (25.74), but a low amount of posts (n=19). Media type of Images has a large amount of posts (n=192), but has medium engagement (23.77 in comparison to video- 27.38). Creating posts that incorporate images and a mix of animals will help increase engagement for both of these categories.

RECOMMENDATIONS

OWNED DATA CONT.

What to Do?

How to Do It?

Why?

4

Increase engagement levels for posts advocating for legislative change.

Incorporate an adoption promotion of an animal that is being affected by the particular legislative change the post is discussing. Examples include posting stories and animal profiles that have been negatively affected by what Best Friends is trying to put an end to, like puppy mills and kill-shelters.

According to the data on page 11, the text theme with the most engagement is promoting adoption posts. Therefore, by combining these two text themes together, the advocating change category could see some increase in engagement. This allows viewers to connect this change to a particular animal that needs a loving home.

5

Increase engagement levels for posts with YouTube links attached to them.

Rather than adding a link to Youtube for the audience to click, embed the actual video into the tweet.

According to the data on page 12, the media type that receives the most engagement is video. Although Youtube is a video streaming platform, people must click the link from Twitter in order to watch the video. To skip this step and increase engagement in these posts, a video should be embedded directly into the post so that the audience can watch directly from Twitter.



RECOMMENDATIONS

EARNED DATA

What to Do?

How to Do It?

Why?

1

Reach out to the community on Twitter who loves cat adoption.

- Discuss cat adoption stories and heavily promote the adoption or fostering of cats and kittens
- Ask audience members to share their own stories when they adopted their cat and have them tag Best Friends in their tweets. To incentivise, mention that a randomly selected winner will receive a free Best Friend's cat adoption T-shirt

The cat adoption community takes over a decent amount of adoption conversations on Twitter (about 18%). The majority of these conversations include people sharing their adoption stories because they want to convince others to adopt shelter cats. By incentivising those who enjoy sharing their cat adoption stories, Best Friends will gain more support and engagement with the cat adoption community and further their mission to save these animals, cats specifically.

2

Increase positive conversations on Instagram about Best Friends by posting from an adopted animal's point of view.

- Include cute photos of the animal that's being spotlighted
- Use first person such as "I" in the caption as if the animal in the photo is the one posting
- Use the hashtag #adoptdontshop

Positive sentiment takes up 89% of overall conversations on the topic of adoption. These positive conversations consist of posts speaking from the animal's point of view. Among conversations about Best Friends, only 417 mentions contain the hashtag #adoptdontshop, and those are all on Twitter. But, as for the broader conversations about adoption, over 367,135 mentions use this hashtag on Instagram. See full analysis on page 23.

3

Partner with @dog_rates to create more awareness of Best Friend's mission on Twitter.

- "For every picture in the replies, we will donate \$1 to @bestfriends" campaign on Twitter
- Post on National Adopt a Shelter Pet Day (April 30) and replies should include a photo of people's adopted animals
- Create a campaign that discusses Best Friend's mission and have @dog_rates reach out to their audience

The largest spike in conversation about Best Friends on Twitter occurred during December 21-23 when @dog_rates tweeted about donating \$1 to Best Friends for every picture of a pet dressed up. One of the photos received over 1.6k retweets and Twitter accounts with large followings replied to the tweet. See full analysis on page 24.

RECOMMENDATIONS

EARNED DATA CONT.

What to Do?

How to Do It?

Why?

4

Partner with other organizations such as the ASPCA during Giving Tuesday and split the profits among one another.

- Create a joint fundraising campaign and share it across both the Best Friend's platforms and ASPCA.
- Use the hashtag #givingtuesday and #holiday

Among the competition dataset, one spike in conversation occurred on Dec 1 during Giving Tuesday with Best Friends and ASPCA mentioned the most. In addition, the ASPCA has the highest SOV (n= 53095) and Best Friends follows second (n= 48242). By partnering with other organizations, Best Friends can reach audience members who may not have heard of them before since they have always been loyal to a different organization. Among conversations about Best Friends, holiday-themed conversations were largely discussed, making up 27% of total conversations on Twitter. See full analysis on page 20.

5

Create a social media campaign that showcases animals already adopted and emphasizes "Forever Home" across all platforms in order to reach out to audience members more focused on animals finding a loving home.

- Include specific details about animals who have found their forever home
- Make sure to include the words "Forever Home" within each post

The theme, "Forever Home," makes up about 29% of the entire conversation about adoption, but within conversations about Best friends, only 7.5% mentions the theme of adoption and finding animals a loving home. By emphasizing this theme within their posts, Best Friends can be included more into conversations about adoption. In addition, within this theme, men are more likely to retweet posts containing specific information about animals who found a home. See full analysis on page 27.

6

Partner with Hope For Paws to reach new audiences

- Make a statement on social media explaining the partnership between the two organizations.
- Post content on social media that tags Hope for Paws and possibly have joint events that can be featured on social.

Both Hope For Paws and Best Friends share the same goals and messaging, therefore a partnership with them will create a cohesive campaign. Also, Hope For Paws has a more international reach with conversations in Thailand and Japan. They also have a larger male audience (40%) compared to Best Friends (25%). While other adoption organizations have a larger audience, Hope For Paws has the highest positive sentiment in conversations about them (54.3%), very similar to Best Friends (48.5%), which means there's less risk for negative conversations to arise about this partnership.

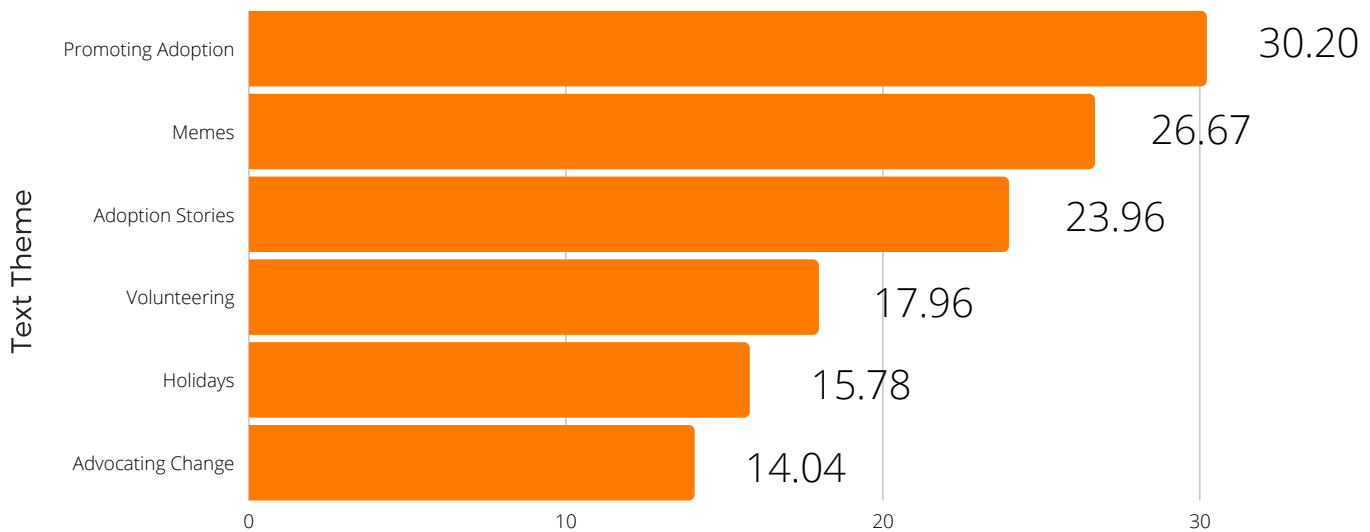


OWNED DATA

OVERVIEW

We analyzed tweets created by the Best Friends Animal Society **Twitter** (@bestfriends) from November 1, 2020 to February 1, 2021. A total of 321 tweets were collected and analyzed. The Best Friends Animal Society Twitter page has a reach of 232.5k followers.

AVERAGE ENGAGEMENT BASED ON TEXT THEME



Total Number of Posts (n): Promoting Adoption (n=70), Adoption Stories (n=53), Holiday (n=50), Meme (n=46), Volunteering (n=36), Advocating Change (n=27)

Not shown: DIY crafts (n=6), COVID (n=5), Other (n=28)

- Posts that promote adoption have the highest average engagement, with memes following close behind.
- In this chart, “memes” are defined as any posts that are humorous and talk about animals performing cute and funny actions. These posts do not talk about promoting adoption nor tells adoption stories. Most memes on this account are Tik Tok videos.
- Advocating change, defined as any types of legislative changes and/or calling people to action (such as petitions), receives the least amount of engagement. With this category being so important, it is imperative that solutions are made to enhance these post’s engagement.



Promoting Adoption

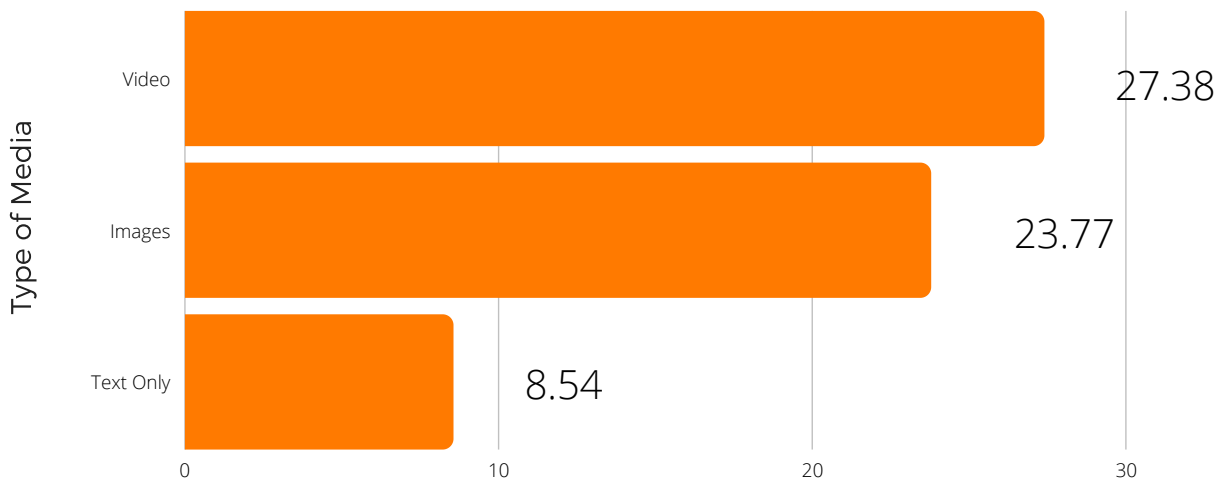


Meme



Advocating Change

AVERAGE ENGAGEMENT BASED ON TYPE OF MEDIA

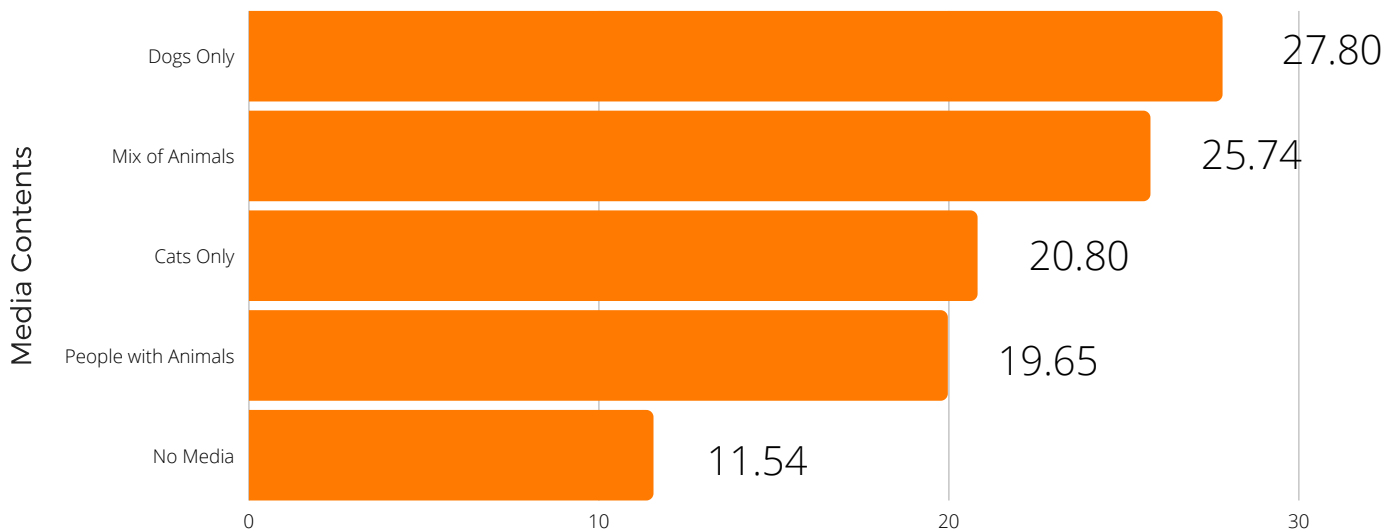


Total Number of Posts (n): Video (n=53), Images (n=192), Text Only (n=56)

Not shown: Other (n=20)

- Only 53 tweets included videos, but they have the highest average engagement at 27.38
- There is a large difference in engagement between text only tweets and tweets that use video or images. This indicates that BFAS should implement more tweets that include video or images.
 - Difference between text only and video: 18.84
 - Difference between text only and images: 15.23

AVERAGE ENGAGEMENT BASED ON MEDIA CONTENTS



Total Number of Posts (n): Dogs Only (n=76), Mix of Animals (n=19), Cats Only (n=40), People with Animals (n=130), No Media (n=28)

Not shown: Other (n=14), Celebrities (n=4), Other Animals (n=10)

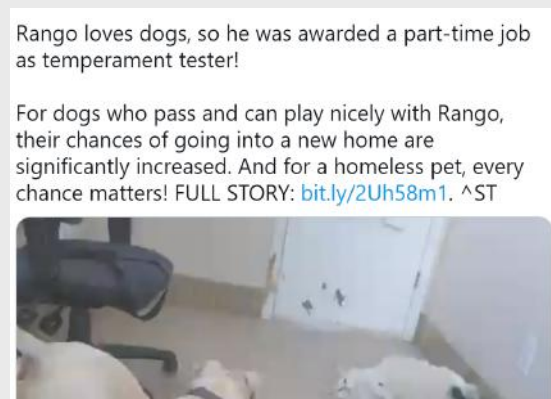
- The categories "Dogs Only" and "Cats Only" include tweets with media where the animals featured is either a dog or a cat by themselves. This category does not include people in the media.
- Media containing a mix of animals only has 19 posts, but has the second largest average engagement (25.74)



Media with Cats

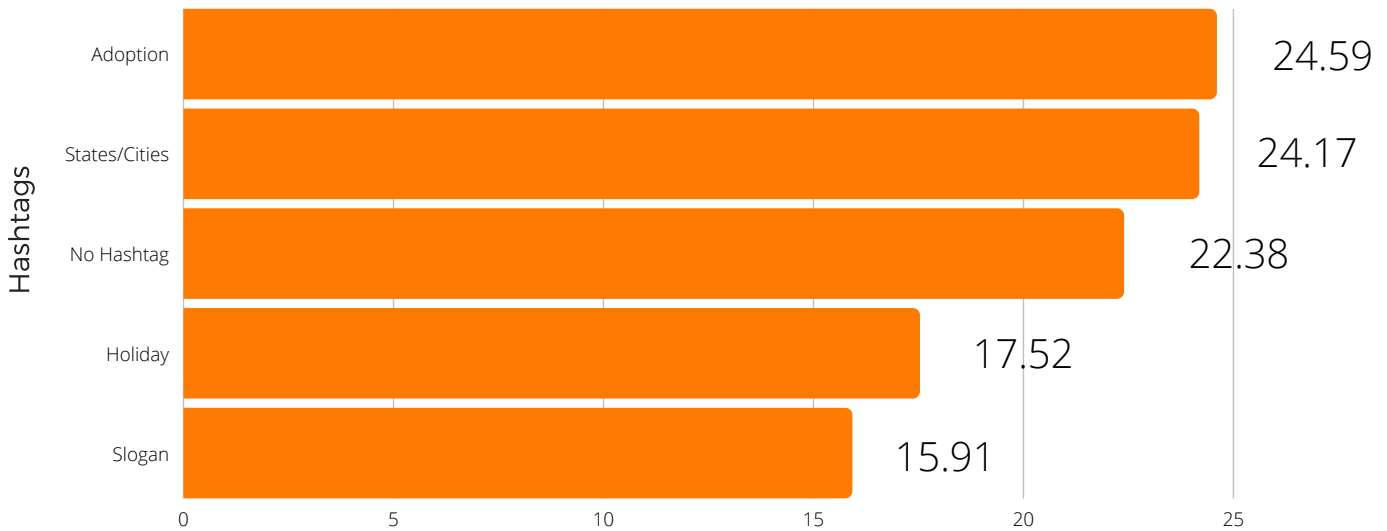


People with Animals



Mix of Animals

AVERAGE ENGAGEMENT BASED ON HASHTAG AVERAGES



Total Number of Posts (n): Adoption (n=61), States/Cities (n=29), No Hashtags (n=150), Holiday (n=23), Slogan (n=94)

Not shown: Other (n=24), COVID (n=8)

*Total number of posts will not equal to 100% because we analyzed hashtags using a dummy variable; multiple hashtags were used in one tweet



Slogan, Holiday, & State/Cities



State/Cities, Slogan, & Adoption



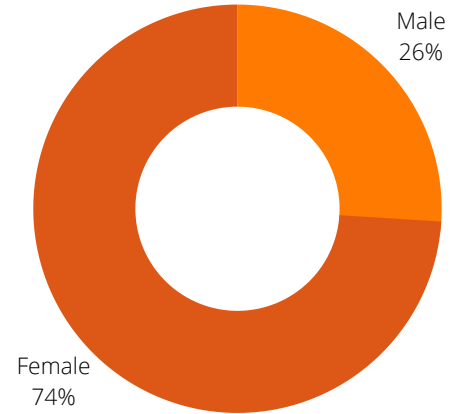
EARNED DATA

**BEST FRIENDS CROSS PLATFORM
CONVERSATION**

ORGANIZATION DATASET OVERVIEW

Total Mentions: 52,206 (all platforms)
Total Twitter Mentions: 51,623

We collected organization data through analyzing Best Friends' social media with a specific focus on Twitter. In general, we found that Best Friends' mention volume was highest during the holiday season and these posts along with the rest were received with primarily positive and neutral sentiments. Additionally, Best Friends' audience is primarily female which you can see the breakdown in figure one. Best Friends' mentions are also mainly confined to the United States, Canada, and the United Kingdom. The US has the most mentions at 22, 897 while the other two have about 2,000 each.



Demographics- Figure One

Men use the hashtag #resQwalked a lot more than women to talk about how they walked to raise money while women encourage people to raise money and support BFAs with #adopt #foster & #nokill

Spike Analysis



TOP ITEMS

Top Users

Account	Follower Count	About
WeRateDogs® (@dog_rates)	8.9 mil	Twitter account that rates people's dogs with funny comments. In December 2020, @dog_rates tweeted that for every reply they receive they will donate \$1 to Best Friends. This resulted in over 4,000 retweets and 31,000 replies some being from accounts with large followings such as @laurDIY (YouTuber and social media influencer; 5,821,371 Twitter followers) and @dog_feelings (Twitter account that tweets humorous thoughts as if they are from the point of view of a dog; 3,520,942 followers).
Animal Planet (@animalplanet)	1.9 mil	American pay television channel owned by Discovery, Inc. and focuses on showing shows and documentaries about animals. Partnered with Best Friends for their annual Puppy Bowl, emulates a football game using puppies for the players and is televised each year on Super Bowl Sunday. Conversations revolve around donations for Best Friends.
The Oval Pawffice® (@theovalpawffice)	200k	Fan page for Champ, Major, and Winston—the two dogs and cat of the White House. Each month, they partner with nonprofits to raise funds for them through the proceeds they receive by selling merchandise on their website www.theovalpawffice.com . Partnered with Best Friends in February and raised \$3,760 for them; tweeted all throughout the month of February about the partnership with Best Friends and tagged @bestfriends.

Top Shared Sites

- Bestfriends.org:** volume=5961
- Theovalpawffice.com:** volume=1916
- Support.bestfriends.org:** volume=1361
- Twitter.com:** volume=707
- Petfinder.com:** volume=506

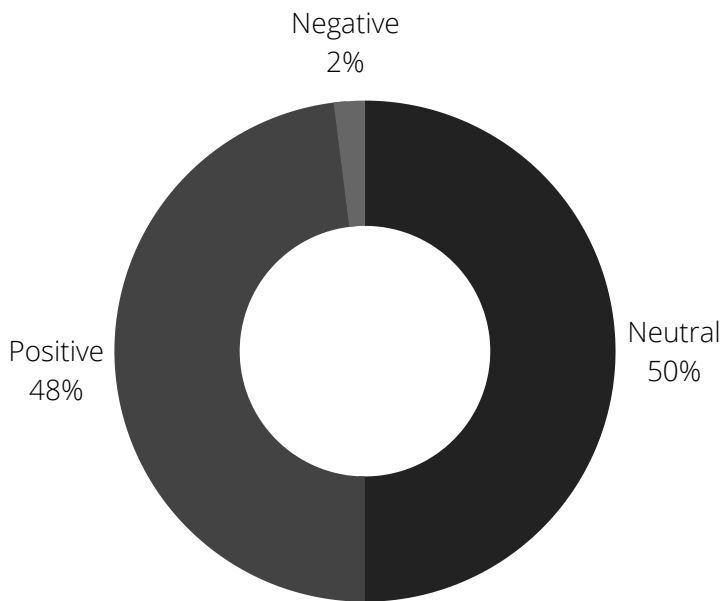
Top Hashtags

- #SaveThemAll:** 2181 mentions
 - Best Friends Slogan
- #ResQwalked:** 1787 mentions
 - ResQwalk is a free mobile app created by Best Friends; users can raise money for animal welfare organizations by walking
- #HowWeHelp:** 1,396 mentions
 - @TheOvalPawffice partnered with Best Friends in February 2021 for their #HowWeHelp campaign; proceeds from merchandise sold in February are donated to Best Friends
- #adopt:** 1165 mentions
- #GivingTuesday:** 711 mentions
- #foster:** 576 mentions
- #adoptdontshop:** 417 mentions

Top Retweets

The top 10 retweeted tweets revolve around donations. Two of the top retweeted tweets are replying to @dog_rates tweet about donations to Best Friends. Seven out of the ten top retweeted tweets are also from some of the top users.

NARRATIVE BY SENTIMENT



Positive

The large majority of positive conversations come from people commenting and retweeting images of their dogs dressed up in festive costumes for @dog_rate's tweet. Other positive conversations include people asking others to donate and support Best Friends through personal campaigns. In addition, large organizations and influencers, such as @TomFelton, ran watch-alongs and bigger campaigns to raise money for Best Friends.

Neutral

Neutral conversations are very much similar to the positive ones, but these tweets were determined neutral based on their wording. Other neutral conversations include mentions of legislative change such as the state of Denver striking down a 30 year old pitbull ban and those participating in Giving Tuesday.

Negative

Negative conversations include the loss of an animal family member. Other negative conversations involve people commenting on tweets that talk about animal abuse and how supporting organizations like Best Friends could help.

Overall, the negativity does not stem from audience members disliking Best Friends, but rather they tag Best Friends in these mentions to offer support.

Example Posts



Positive



Neutral

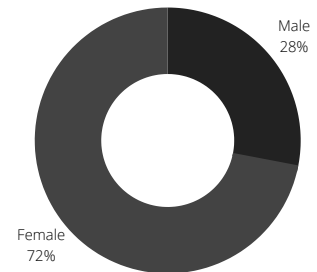
BREAK DOWN BY THEME

Supporting BFAS

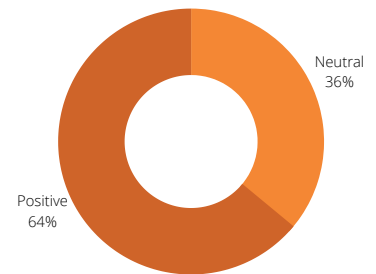
Number of Posts: N=9167 posts (17.77%)

The conversation in the Supporting BFAS theme revolves around supporting Best Friends whether that's through volunteering or by donating. The majority of these tweets are positive with 5,836 tweets or 64% of this theme and typically discuss how much money has been raised for BFAS. There are no negative conversations, but 3,314 tweets (36%) are neutral and discuss donations and volunteering similar to the positive conversations. However, the neutral conversations are not overly positive or negative. Women make up 72% (3,428 mentions) while men only make up 28% (1,307 mentions) in this theme. Women tend to tweet about how they have donated to Best Friends and tend to use positive sentiments. Men also tweet about how they have donated to Best Friends, but they tend to use more neutral and negative sentiments. Top unique tweeters include @ColourPopCo (1,277,203 followers), an American cosmetics brand who has partnered with Best Friends to sell products whose net profits will be donated to Best Friends. Top unique site is www.twitch.tv (57 mentions), and top unique hashtags are #cotus (tweets about the cat of the United States living in the White House) and #firstbutnotlast (tweets about the first ever White House dog to have been adopted from a shelter).

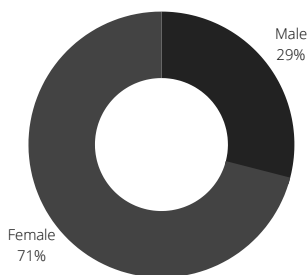
Demographics



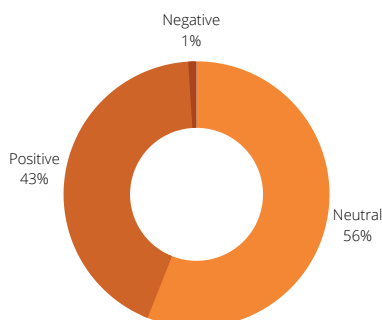
Sentiment



Demographics



Sentiment



Adoption and Fostering

Number of Posts: N= 5343 posts (7.57%)

The conversations in the Adoption and Fostering theme revolve around the topics of adoption and fostering animals such as dogs and cats. The majority of the conversations in this theme are neutral (n=3058; 57%) and are stories of animals getting adopted but do not use positive or negative words in the tweet. 2,225 tweets (42%) in the adoption and fostering theme are positive, and the conversations are about adopting and fostering kittens and dogs and include animal profiles and include positive keywords like "sweet." There are 60 negative tweets (1%) in this theme, and the conversations are about how "unwanted" animals are put up for adoption and how fostering helps the vulnerable animals. Women make up 71% (2,189 mentions) while men make up 29%. Both men and women for this theme would tweet about their own personal experiences with fostering or adopting animals, and they would also promote fostering and adopting animals. However, men would use more neutral and negative sentiments while women would use positive and neutral sentiments. Unique top shared sites include la.bestfriends.org (the Best Friends Lifesaving Center in Los Angeles), and www.adoptapet.com (site where you can look for and adopt a pet). Unique hashtags include #adoptasenioretpetmonth (tweets regarding the month of November being Adopt a Senior Pet Month) and #foreverhome (tweets about finding a home for shelter animals).

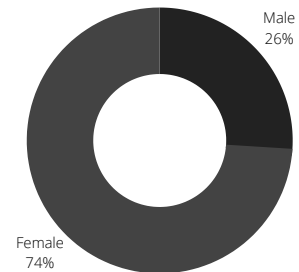
BREAK DOWN BY THEME

Animal Shelters

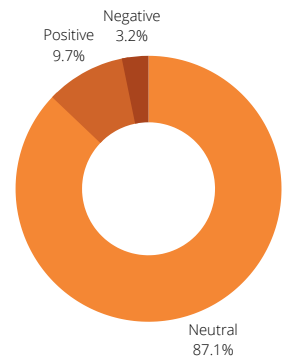
Number of Posts: N=12,1226 posts

The majority of conversations in this theme talks about Best Friend's goal to end all kill shelters in 2025. In addition, people are asking their followers to support local shelters in order to help orphaned animals find a home. Looking specifically at sentiment, negative conversations involve calls to action for people to support Best Friends in order to stop the killing of animals in shelters. Positive conversations are similar as they talk about supporting orphaned animals in shelters by donating to organizations such as Best Friends. Women take up the majority of conversations regarding shelters, but within this theme, many men talk about homeless animals and ask people to donate to organizations like Best Friends to help them. Men tend to focus on more negative conversations regarding mistreatment of animals and call people to action through this saddening information. Top unique hashtags include #firstbutnotlast, regarding the first ever White House dog to have been adopted from a shelter, and #texas, which refers to the horrible weather that occurred in Texas where animals are in desperate need of help in shelters.

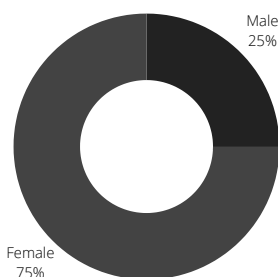
Demographics



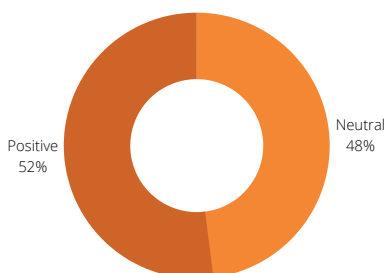
Sentiment



Demographics



Sentiment



Holiday/Christmas

Number of Posts: N= 14,098 posts

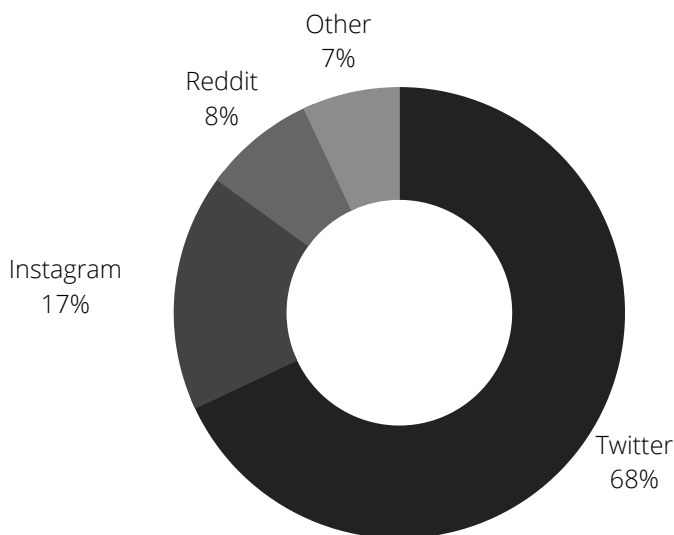
Conversations within this theme celebrate the holidays through love and giving with a focus on donating to Best Friends. Happy holidays is not just a saying, the large majority of conversations in this theme are extremely positive. They involve users sharing photos of their pets dressed up in festive costumes in order to raise money for Best Friends. In addition, negative conversations happen to follow the same path, but the only reason they seem to be negative is because users made a joke saying that their pets looked a little too "uncomfortable" in their costumes, yet they are totally rocking the look. Women, once again, are the majority of conversationists regarding this theme, talking about holiday festivities and dressing up their pets in Christmas sweaters. On the other hand, men keep their conversations simple and involve sayings such as "Happy Christmas." Men are more likely than women to retweet holiday posts regarding Best Friends rather than post their own original mentions. Top unique hashtags include #christmas and #christmaseve.

TOPIC DATASET OVERVIEW

Topic: Pet Adoption

Total Mentions: 2,148,242 (all platforms)

We collected data for the topic pet adoption through analyzing various social media platforms from November 1, 2020 to March 1, 2021. In general, we found that the mention volume consistently rose and fell with no notable peaks. The countries with the highest mention volume include the United States (58%), the United Kingdom (20j%), Canada (5%), and India (2%). The three most popular platforms are Twitter, Instagram, and Reddit. This report will focus on Twitter and Instagram, as not enough data was able to be collected from Reddit. Additionally, similar to Best Friends' data the audience for "pet adoption" is primarily female with 30% of the audience being male and the other 70% being female. These groups differ in that women are generally interested in the cause which is to encourage fostering and rescue whereas men seem more interested in just adoption.



Platform Mention Volume

The majority of the conversation on pet adoption happens on Twitter, but there are other platforms such as Instagram that add to it as well.

INSTAGRAM



Spike Analysis (369k posts)



Feb 7, 2021

There was a heavy increase in posts with hashtag #adoptdontshop. Many of these posts are from animal shelters promoting adoption for their animals. In addition, on this day, the Puppy Bowl was aired on TV, which emphasizes the importance of adopting animals.



Positive

The majority of positive conversations talk about daily activities in the perspective of a family pet. For example, one post with a video of a dog and their birthday cake has the caption "It's my 1st birthday." Another example is a picture of a dog with their toy, and the caption is the dog talking about how they're destroying this toy on a rainy day. Overall, dogs are the most mentioned adopted animal within these conversations on Instagram. Other positive conversations are reminders for people to adopt their next dog and also actual adoption postings of animals looking for their forever home.



Neutral

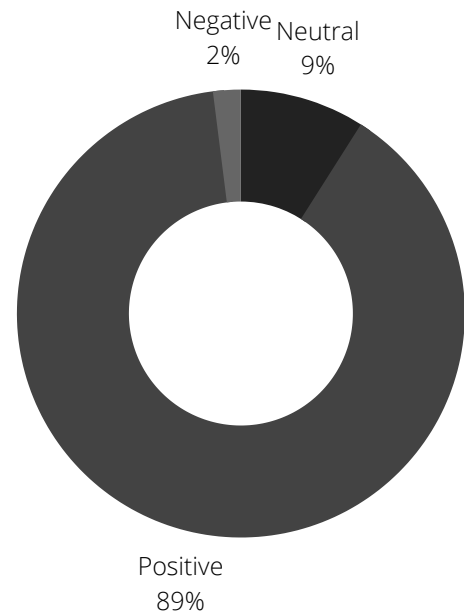
Overall, neutral sentiment shares similar conversations to positive sentiment. Neutral conversations have a larger focus on adoption postings versus positive ones and encourage more call to actions within each post. For example, an urgent post talks about a dog named Frenchie who needs to find a home quickly or else he will be euthanized. Another post asks people to adopt a little puppy named Thistle and includes detailed information about the puppy in the caption such as sex, size, and breed.



Negative

There are not many genuine negative conversations on Instagram regarding adoption. Many of these conversations that are labeled as "negative" happen to be told through a pet's perspective and are quite humorous. For example, one post, in the perspective of an adopted dog, talks about how her owner put her in a "stupid hat."

Sentiment Breakdown





INSTAGRAM - TOP ITEMS

Top Users

@CalmWithColly

- Follower count: 24.9k
- Yoga and meditation coach; posted a photo with her hugging her dog and used #AdoptDontShop; photo received 736 likes and a reach of 16243

@TreesToddart

- Follower count: 3,920
- Photographer, Social Media Strategist, and Graphic Designer; posted an artistic photo of their dog; used the hashtags #rescuedog and #adoptdontshop; photo received 134 likes and a reach of 4,595

Top Post (most likes)



Cats of Instagram - @cats_of_instagram - 121 million followers

210,864 likes - 940,370 video views

The Cats of Instagram account is dedicated to posting funny and cute videos of cats. The adjacent post by @cats_of_instagram isn't about pet adoption or fostering, but uses hashtags #cats, #cat, #rescue, #animals, and #adoptdontshop

Top Post (about adoption/fostering)



Antoni Porowski - @antoni - 4.4 million followers

196,283 likes

Antoni Porowski is a television personality and is most notably known as a host for the Netflix series "Queer Eye." The above post features Antoni with his boyfriend, Kevin Harrington, and the dog they ended up adopting from Austin Pets Alive.

Top Hashtags

#adoptdontshop (367,135 mentions)

Conversations using the hashtag #adoptdontshop are mostly positive (325,050 or 89%)



TWITTER

Spike Analysis (1.4mil posts)



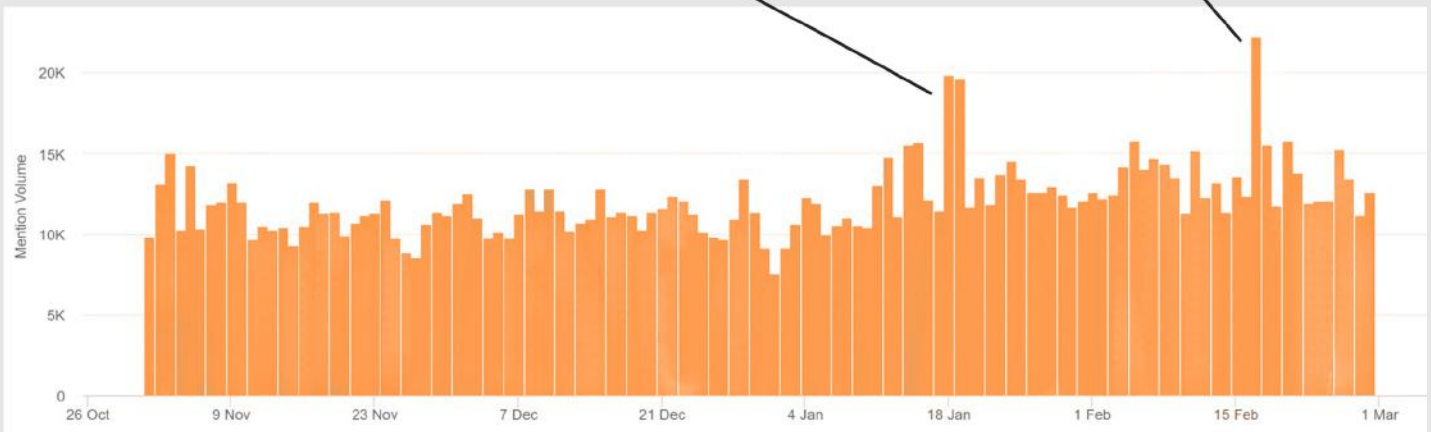
Jan 18-19, 2021

@AnimalWorld tweeted a video with the caption "You don't adopt a cat. The cat adopts you" and received over 17k retweets.



Feb 17, 2021

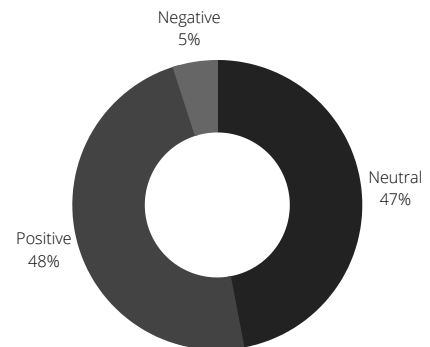
People retweeted @dog_rates' tweets that featured animals in different shelters and foster programs using the hashtag #TrupanionPartner.



Positive

Positive conversations make up the majority of mentions within Twitter (693,994 posts). Conversations include users encouraging others to "adopt don't shop" such as celebrity Ricky Gervais (@rickygervais), who posted a video explaining the significance of adopting animals from shelters. His post received over 6.2k retweets and 1k replies, all of which evoked positive sentiment.

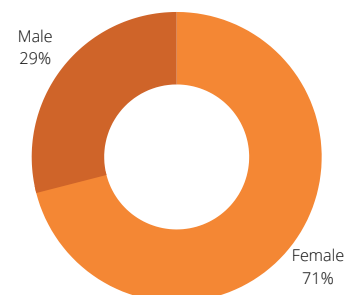
Sentiment Breakdown



Neutral

Neutral sentiment follows close behind to positive and has similar conversations. One leading conversation within this sentiment are spotlights of animals that are up for adoption in different states written by @dog_rates. These spotlights were done through a partnership with Trupanion.

Gender Breakdown



Negative

Negative conversations stem around sad adoption stories. Examples include people adopting senior animals who were given up so that their original owners could get a new puppy. Additional stories include animals with disabilities who are struggling with being adopted because of how they look.



TWITTER - TOP ITEMS

Top Users

Account	Follower Count	About
People for the Ethical Treatment of Animals (@peta)	1.1 mil	Largest animal right organization in the world. Mainly neutral conversations with a few positive conversations; mainly about adopting animals, specifically dogs, from shelters.
Austin Pets Alive! (@austinpetsalive)	30.8k	Nonprofit animal shelter in Texas. Conversations are about promoting and describing the animals in their shelter that need to be adopted.
The Dodo (@dodo)	2.3 mil	American media brand that tells the stories of animals and animal rights. Tweets typically contain videos to visually tell the stories of the animals which encourage their audience to help animals. Conversations are heartwarming stories and videos of foster and adopted animals.

Top Shared Sites

- Petango.com:** volume=24333
 - o Sit to search for adoptable animals in the U.S. and Canada; offers real-time updates of adoptable pets in shelters.
- Adoptapet.com:** volume=21449
 - o North America's largest pet adoption website.
- Dogstrust.org.uk:** volume=20685
 - o Dog rehoming and rescue charity in the UK
- Rspca.org.uk:** volume=14483
 - o Animal welfare charity in the UK specializing in rescuing animals.
- Petfinder.com:** volume=12044
 - o Online search database of animals that need homes.

Top Hashtags

- #adoptdontshop:** 1,577,374,231 impressions
 - o Tweets=110,261(41.5% of tweets)
 - o Retweets=328,543
 - o All tweets=438,806 (30.18%)
- #adopt:** 563,719,680 impressions
 - o Tweets=17,908 (6.7% of tweets)
 - o Retweets=152,440
 - o All tweets=170,349 (11.72%)
- #rescue:** 471,622,416 impressions
 - o Tweets=15,138 ()
 - o Retweets=138,307
 - o All tweets=153,446 (10.55%)
- #foster:** 425,870,773 impressions
 - o Tweets=10,123
 - o Retweets=121,523
 - o All tweets=131,646 (9.05%)
- #pledge:** 429,578,571 impressions
 - o People use #pledge to pledge for rescue
 - o Tweets=7,985
 - o Retweets=123,321
 - o All tweets=131,307 (9.03%)

Top Retweets

- @AnimalsWorld tweeted "You don't adopt a cat. The cat adopts you." with a video of a cat walking up to a woman gardening and started cuddling the woman.
 - o 17.3K Retweets; 1.3 million video views

Top URLs

- <https://www.adoptapet.com/>: volume=20605
- <https://www.seniorstaffyclub.co.uk/dogs-for-adoption/>: volume=8875
- <https://mainecoonadoptions.com/Adopt/>: volume=6653
- <https://www.cats.org.uk/axhayes/>: volume=5625
- <https://www.dogstrust.org.uk/rehoming/dogs/dog/filters/dar~~~~~n~/1197937/alfie/>: volume=3113

CUSTOM CLASSIFIERS

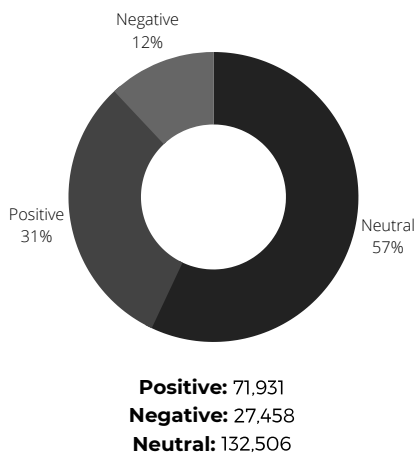
Time period: November 1, 2020 - March 28, 2021

Total Twitter posts: 1,852,048

Theme: **Animal Shelters**

Total Mentions: 231,895 (12.5%)

Animal Shelter conversations include tweets from people sharing stories of the pets they have adopted at animal shelters, volunteering at animal shelters, or promoting animals at shelters that need to be adopted or else they will be killed. Women take up the majority of conversations regarding shelters, but within this theme, many men talk about homeless animals and ask people to donate to organizations like Best Friends to help them. Men tend to focus on more negative conversations regarding mistreatment of animals and call people to action through this saddening information.



Sentiment Breakdown

Key Positive Issues

Positive conversations revolve around people sharing stories of the animals they adopted from animal shelters or volunteering at animal shelters. Key words found in positive conversations include "grateful," "love," "happy," and "kindness."

Key Negative Issues

Negative conversations for animal shelters include people talking about how their foster animals had to be sent back to the animal shelter for them to be adopted. People also discuss some negative experiences they have had with animal shelters such as not hearing back about an animal they wanted to adopt. Some tweets mention the negatives of purchasing a pet to promote adopting from an animal shelter.

Top Hashtags

- #adoptdontshop:** 12,235 all tweets
 - Promoting adoption of animals through shelters instead of purchasing animals
 - Tweets include animal profiles of animals living in shelters
- #adopt:** 7,921 all tweets
 - Shelters looking for people to foster animals
- #rescue:** 7,381 all tweets
 - Promoting adoption of animals

Top URLs

- <https://twitter.com/ggreenwald/status/988187200490823680>: 697 mentions
 - People are resharing this tweet that @ggreenwald posted in 2017 announcing their project to build an animal shelter in Brazil
- <https://www.gofundme.com/f/homeless-people-amp-animals-together>: 555 mentions
 - GoFundMe by Glen Greenwald to raise money for the animal shelter they are building
- <https://www.nycacc.org/emergencyplacement>: 1751 mentions
 - Animal Care Centers of NYC looking for homes of animals that are set to be killed if they stay in the shelter

Top Mentions

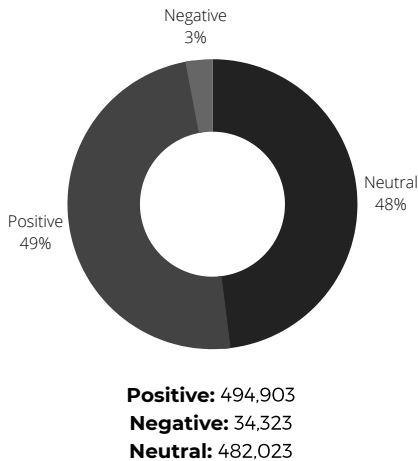
- @theovalpawffice:** 3610 all tweets
- @flotus:** 3249 all tweets
 - @theovalpawffice tweeted out mentioning FLOTUS and POTUS from the point of view of Major, the first shelter dog in the White House, thanking them for being good parents.
- @nasrene41:** 1496 all tweets
 - In December 2020, @nasrene41 tweeted out that Miami-Dad Animal Services have 9 dogs to be killed because they reached the capacity of the shelter

CUSTOM CLASSIFIERS CONT.

Theme: **Forever Home**

Total Mentions: 1,011,334 (54.6%)

Overall, conversations within this theme are heavily about animals in need of a loving family and home. Specifically, the majority of conversations are about animals from different areas around the U.S that are in need of a loving home spotlighted through @dog_rates. Much of these conversations about animals in need of a forever home are retweets.



Sentiment Breakdown

Key Positive Issues

The majority of positive conversation focuses on spotlighting dogs who are in need of a forever home. Rather than using words like adoption, these conversations include words like "loving family" or "forever home" to entice audience members.

Key Negative Issues

Negative conversation revolves around news of people giving up their senior dogs claiming their landlord doesn't allow dogs, but then these people actually end up just getting a puppy for their home.

Top Hashtags

- #teamZay & #k9hour:** 12,235 all tweets
 - These hashtags are used together in tweets spotlighting dogs that are in need of loving homes

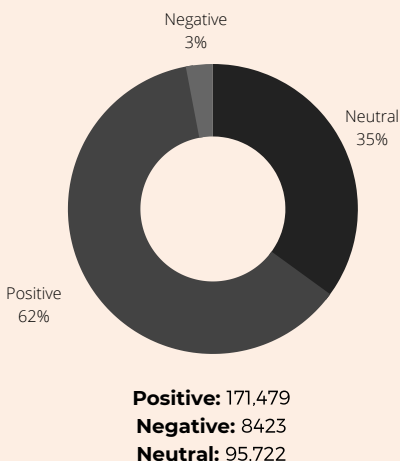
Top URLs

- Adoptapet.com**
 - Adopt a dog or cat today! Search for local pets in need of a home.

Theme: **Animal Rescue**

Total Mentions: 275,629 (13.7%)

Most of the conversations surrounding this theme are about rescue stories of animals that have been saved or people encouraging others to pledge to help rescue more animals. These conversations are focused on the mission of no kill shelters rather than just sharing cute stories of animals being adopted. Women post more than men for this theme and use terms like "time" and "give me a home" more than men. Men use terms like "forever home" more than women and also tweet more about Miami than women.



Sentiment Breakdown

Key Positive Issues

The majority of the positive conversation are calls to action in order to help animals that are in need of rescue. Positive sentiments also include heartwarming stories of animals that have been rescued through adoption or fostering.

Key Negative Issues

Negative conversations revolve around people calling attention to animals that have been put in compromising positions, and describe the horrible things animals have gone through and use words such as "terrified," "death row," and "kill."

Top Hashtags

- #pledge, #rescue**
 - These hashtags are used to call attention to animals that need to be rescued and as an encouragement to support the cause in general

Top Sources

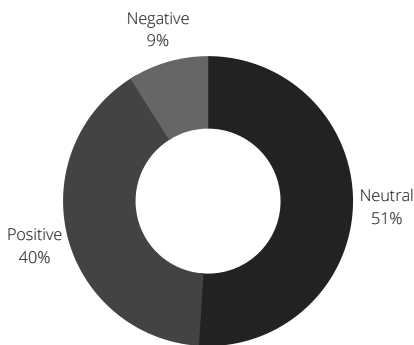
- @dodo**
- @peta**

CUSTOM CLASSIFIERS CONT.

Theme: **Cat Adoption**

Total Mentions: 1,011,334 (54.6%)

The majority of conversations include funny remarks about cat adoptions such as this saying: "You don't adopt a cat. The cat adopts you." This saying in particular was retweeted a bunch of times. Other conversations include people sharing stories of when they adopted their cat or posting videos in hopes that it will get people to adopt cats. The conversations of men and women are pretty similar and are mainly about cats that need to be adopted. However, men are more likely to share content, like retweeting other people's tweets, instead of creating their own content.



Positive: 132,947
Negative: 169,992
Neutral: 30,247

Sentiment Breakdown

Key Positive Issues

Positive conversations include people sharing their excitement about adopting a cat or sharing happy stories about their cat they adopted. Positive conversations are uplifting by showing photos of happy cats in their homes after they have been adopted.

Key Negative Issues

Negative conversations include the difficulties of adopting a cat as well as people wanting to adopt a cat but being allergic to them. Negative conversations include people wanting to adopt another cat but not knowing if they should because they already have animals. Other negative conversations include wanting to adopt a cat but can't because the place they live does not allow animals or it would be too small for cats.

Top Hashtags

#adoptdontshop
#cats

- These hashtags are used to encourage the adoption of cats specifically

Top URLs

- <https://mainecoonadoptions.com/Adopt/>
 - Cat adoption site
- <https://scrtwm.org.uk/>
 - Cat adoption site

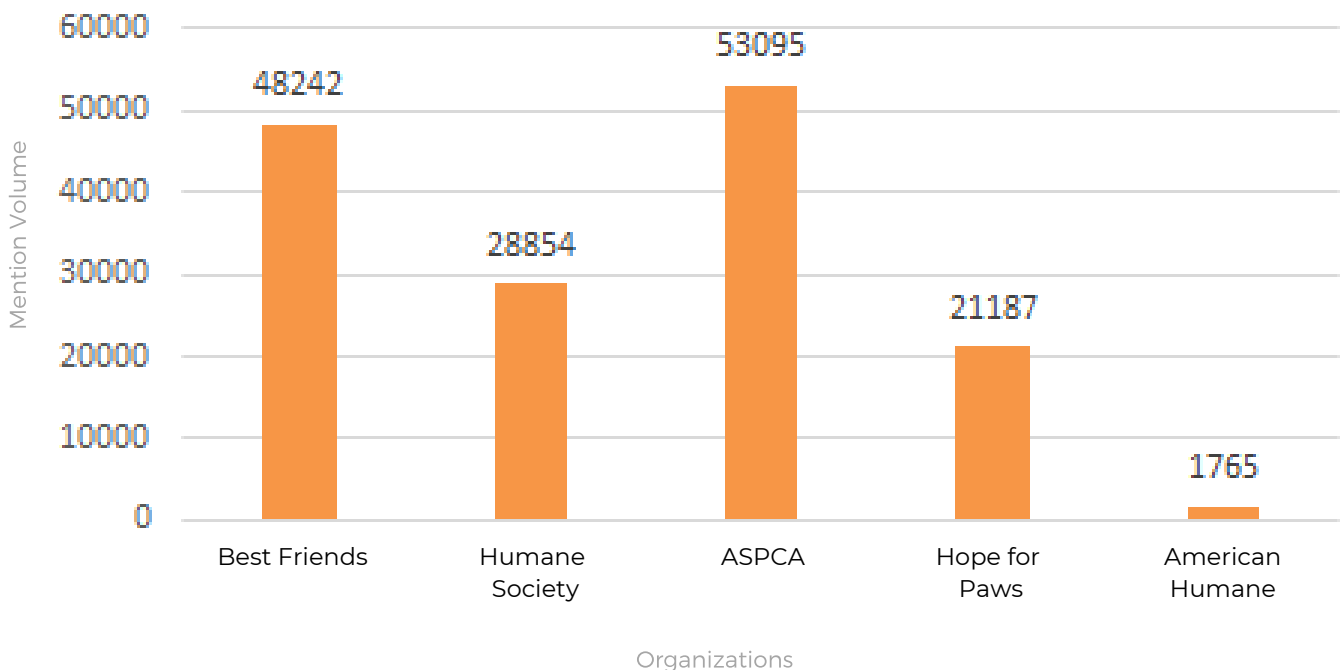


COMPETITION DATASET OVERVIEW

Dataset Information

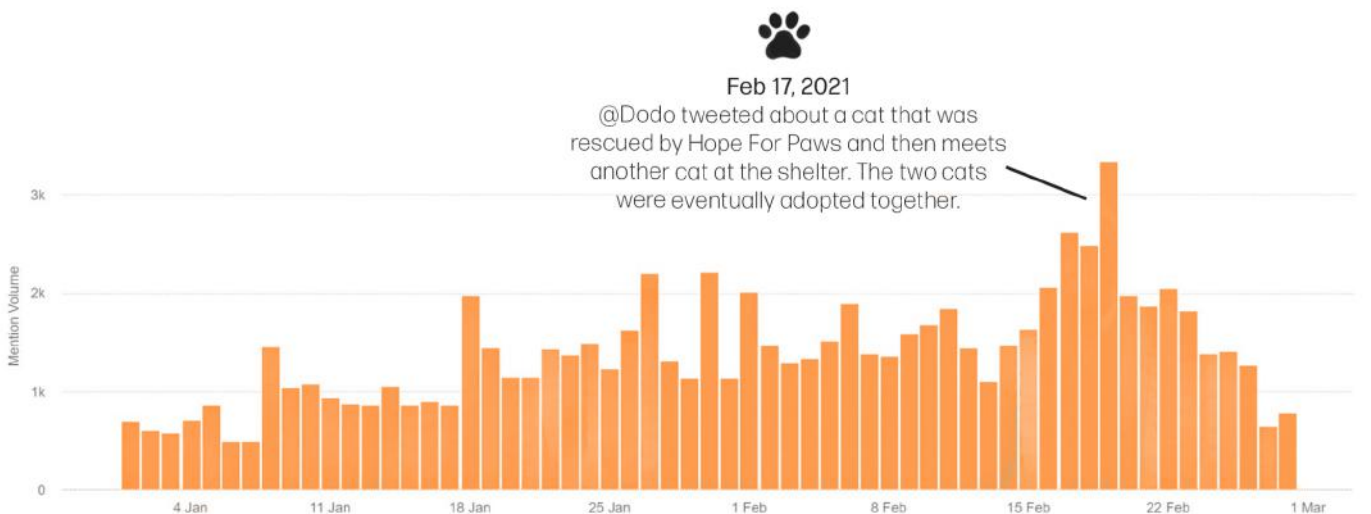
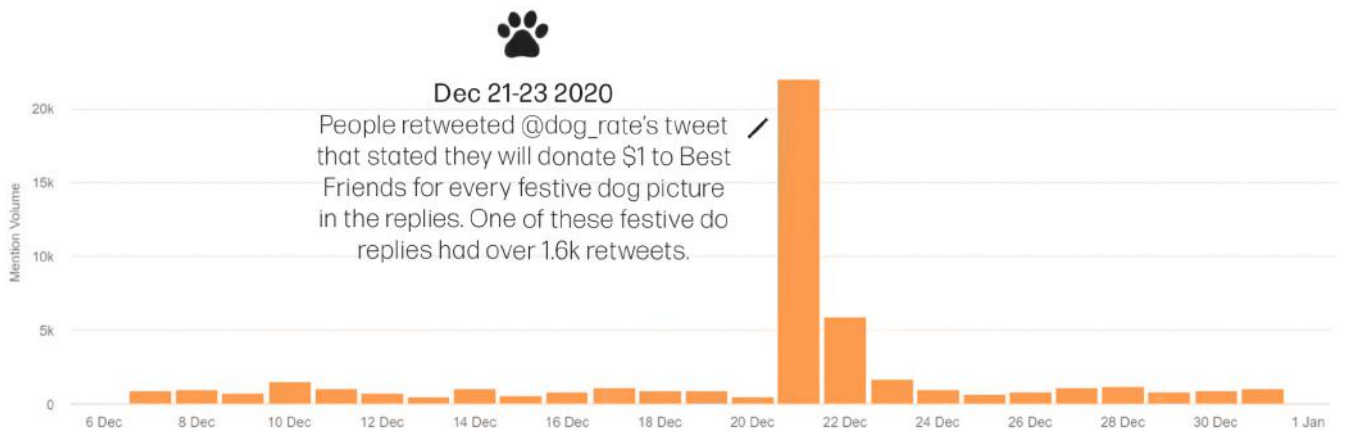
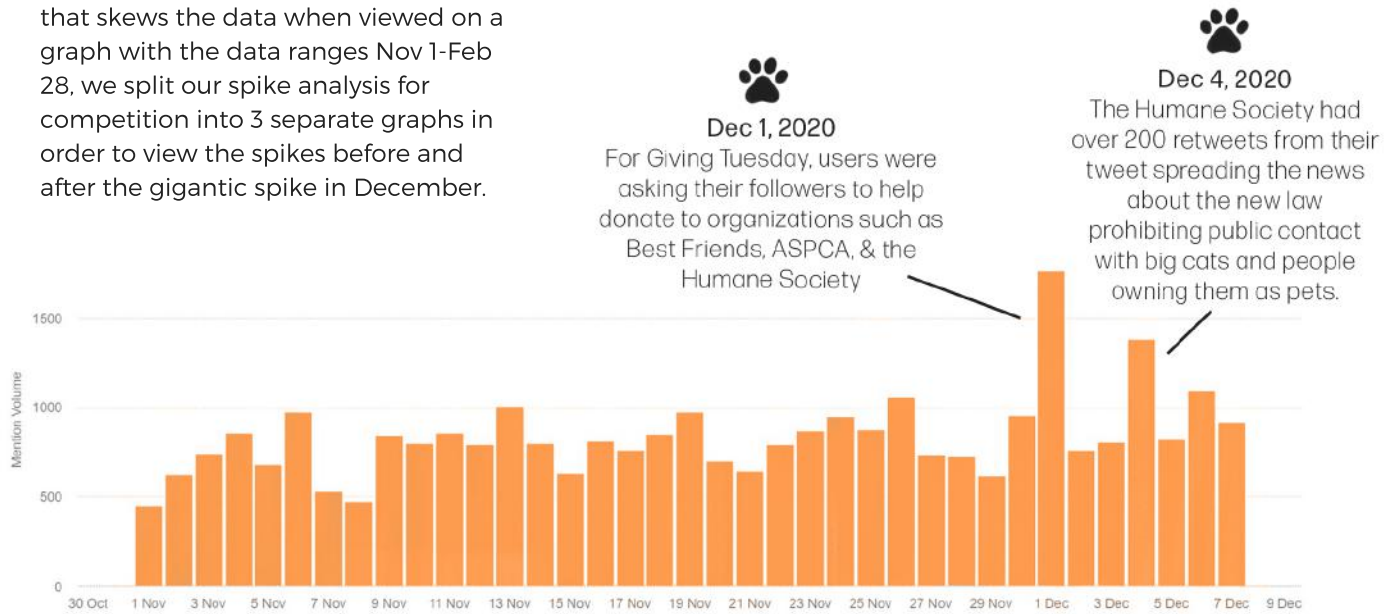
This dataset analyzes all of Best Friend Animal Society's competitors which include the Humane Society, American Society for the Prevention of Cruelty to Animals (ASPCA), Hope for Paws, and American Humane. Within this dataset, we conducted spike analyzes, sentiment comparison, voice differentiation, and demographic breakdown.

Share of Voice

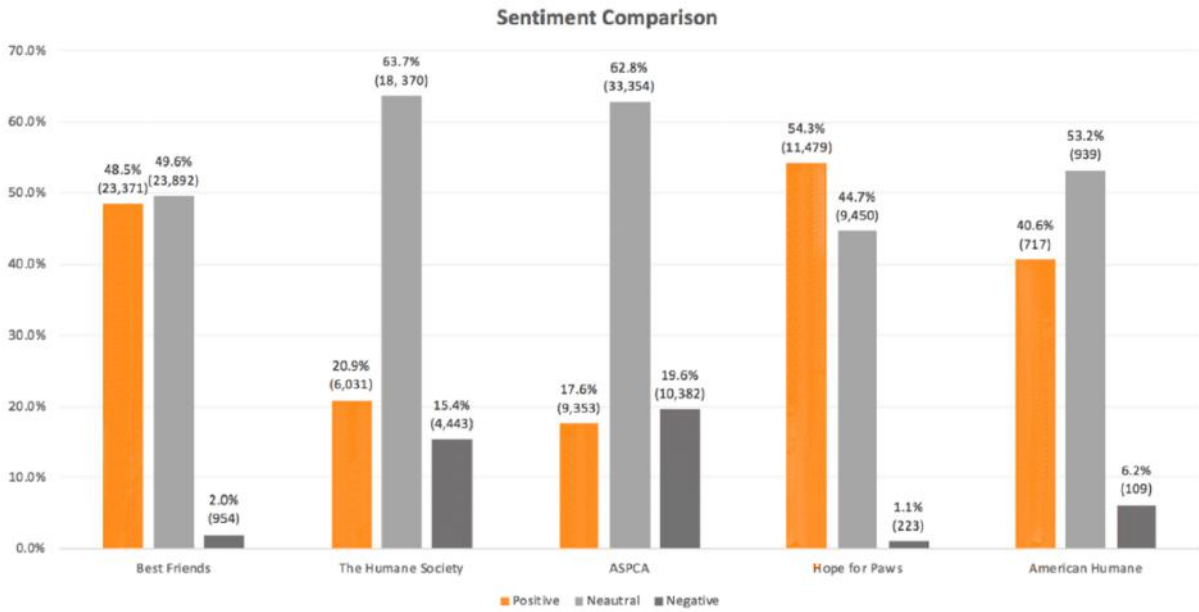


SPIKE ANALYSIS

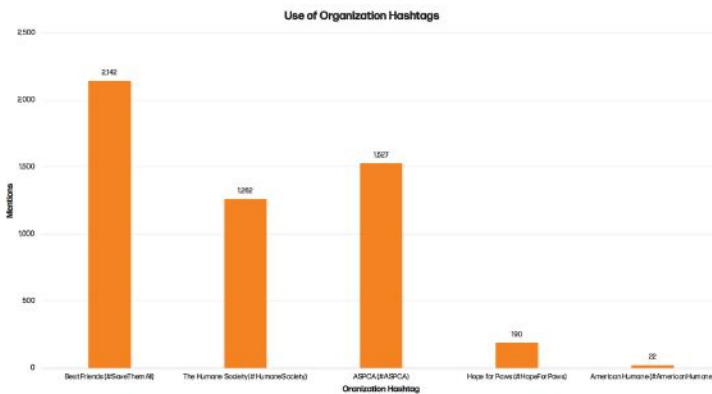
Due to a large spike on December 21 that skews the data when viewed on a graph with the data ranges Nov 1-Feb 28, we split our spike analysis for competition into 3 separate graphs in order to view the spikes before and after the gigantic spike in December.



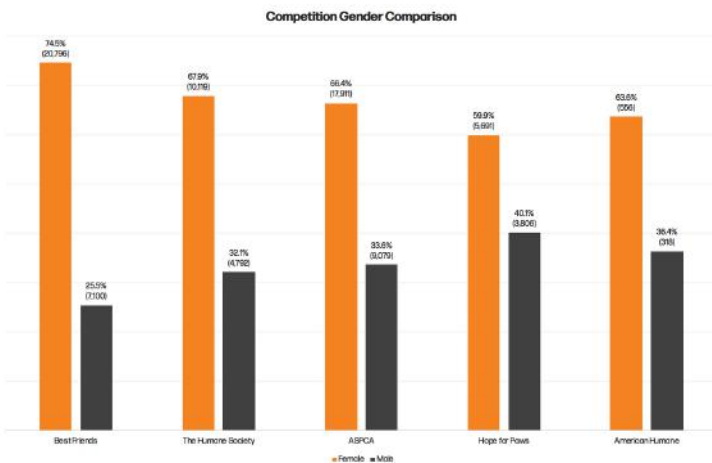
SENTIMENT COMPARISON



Hashtag Comparison



Gender Comparison



Top Cities

Best Friends (#SaveThemAll)

New York: 1636
 Los Angeles: 729
 Seattle: 539
 Washington DC: 568

The Humane Society of the United States (#HumaneSociety)

London: 412
 Los Angeles: 386
 New York: 969
 Washington DC: 616

American Society for the Prevention of Cruelty to Animals (#ASPCA)

New York: 24368
 LA: 692
 Chicago: 446
 Washington DC: 438
 San Francisco: 323

Hope for Paws

New York: 405
 LA: 167
 Bangkok Thailand: 168
 Kuala Lumpur, Malaysia: 135
 Tokyo: 174

American Humane

Washington DC: 138
 New York: 110
 La: 60
 Atlanta: 60

APPENDIX

Organization Dataset:

"Best Friends Animal Society" OR "bestfriends.org" OR @bestfriends OR @bfaspr OR @bfas_julie OR @bestfriendsanimalsociety

Themes:

Supporting BFAS

Boolean: volunteer OR volunteering OR volunteers OR #howwehelp OR donate OR donating OR donations OR donation OR donated

Adoption

Boolean: adoption OR adopt OR adoptions OR foster OR fosters OR fostering OR #adopt OR #SaveThemAll

Animal Shelters

Boolean: shelter OR shelters OR "no kill" OR "no-kill" OR sanctuary OR "animal society"

Holiday/Christmas

Boolean: christmas OR #christmas OR holiday OR #holiday OR holidays OR "Happy Holidays" OR festive OR #festive OR Santa

Topic Dataset: Pet Adoption

((adoption OR adopt OR adopting OR fostering OR foster OR #Adoption OR #Adopt OR #Foster OR #Fostering) AND (animal OR dog OR dogs OR cat OR cats OR pet OR pets)) OR #fosteringcats OR #fosteringdogs OR #fosterdog OR #fostercat OR #fosteranimal OR #AdoptDontShop OR #NationalPetAdoptionDay OR #nationalpetadoptionday OR #SaveThemAll OR "Adopt don't shop"

Competition Dataset:

"The Humane Society of the United States" OR @HumaneSociety OR "humanesociety.org" OR "The Humane Society of the U.S" OR #HumaneSociety OR @HSUSNews OR "American Society for the Prevention of Cruelty to Animals" OR "ASPCA" OR #aspcas OR #aspcalife OR "aspcas.org" OR "Hope for Paws" OR @HopeForPaws OR "HopeForPaws.org" OR @hopeforpawsrescue OR #HopeForPaws OR "American Humane" OR "americanhumane.org" OR @AmericanHumane OR #AmericanHumane

THANK YOU!



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