ADPR 5750/7750

FINAL REPORT

Instagram: @wfpusa
Twitter: @WFPUSA
Best Instagram Hashtag: #ZeroHunger
Best Twitter Hashtag: #ZeroHunger #EndHunger

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Executive Summary: Organization Introduction

The United Nations World Food Program (WFP) has been on the front lines of the world's worst hunger crises, fighting hunger and famine since 1962. WFP USA is the recognized leader in America's pursuit to end global hunger, inspiring individuals, businesses and policymakers to do everything in their power to create a zero hunger world. World Food Program USA works with U.S. policymakers, corporations, foundations and individuals to help provide financial and in-kind resources and develop policies needed to alleviate global hunger.

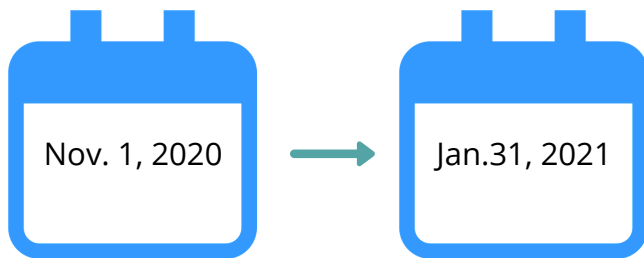# Executive Summary: Statement of Business Problems

WFPUSA is able to boast the largest SOV amongst non-profit organizations on Twitter, however engagement across other platforms is lacking. WFPUSA has a strong, identifiable voice through storytelling and pathos appeals, yet a small percentage of their audience has been captivated. Through careful analysis of WFPUSA's social media accounts and similar competitors within the category, this report identifies issues that the organization has encountered online with recommendations for WFPUSA to consider. These recommendations are based in key analytic insights found when scrutinizing WFPUSA's social media presence.
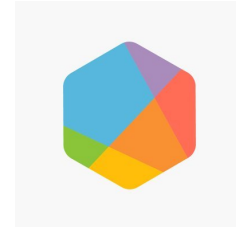
WFPUSA's Primary Struggles

1. Wildly varying engagement post to post.
2. Lack of engagement specifically on Instagram.
3. Failure to capitalize on influencer partnerships.
4. Organization specific hashtags (#ZeroHunger) bring back too many mentions unrelated to WFPUSA.
5. WFPUSA frequently becomes a scapegoat in bipartisan political conversations online.

Executive Summary: Data Overview

Timing

Nov. 1, 2020 → Jan.31, 2021

Data Collection Tool

Brandwatch Social Media Monitoring

Platforms

Twitter

Reddit

Post Volume

Section 1: Twitter Engagement (334)

Section 2: World Food Program Conversation (50,706)

Section 3: World Hunger Conversation (370,516)

Section 4: Competition Conversation (67)

421,623 mentions

Key Performance Indicators

Share of Voice: Measured by comparing the volume of mentions towards our organization compared to competitors. SOV tells us who is steering conversation

Engagement: Measured by collecting all mentions of WFP or the World Hunger topic across platform. Indicates audience interaction

Sentiment: Measure by keywords that indicate positive or negative connotations. Explains how audiences feel.

Insights and Recommendations:
1. Twitter Engagement

#1
Include Stories and Resources in Tweets

Images of resources have the highest average in the category, yet the lowest total of posts. Lots of room for potential engagement with resource images and story-themed tweets.

#2
Utilize Call to Action Hashtags and URL Links

Call to Action hashtags give people a cause to rally behind and even with the small sample size, show potential for a larger number of retweets. By far, the posts with links to information-based resources had the highest mean retweets. The WFP could benefit by continuing to share posts containing call-to-action hashtags and valuable URLs that inform the viewers.

#3
Partner with Public Figures in Tweets

Tweets that mentioned a public figure had higher average retweets than the other categories. Tweets mentioning partnering companies also did well given its low post count. Given more posts with partnering companies, this category could raise retweets largely.

Insights and Recommendations:
2. World Food Program Conversation

#1
Establish a prominent relationship with popular political figures

As the World Food Program had more support from the US, they were referred to more often in conversation. Therefore, with a better connection to political figures, the World Food Program should be able to gain more support and repeat its success.

#2
Seek opportunities for important awards/recognitions

When the World Food Program won the Nobel Peace Prize, they gained a huge amount of publicity. If the WFP were to continue to attain similar accolades they would garner more attention.

#3
Combat negative conversation around the organization

According to the CNN article, American citizens are frustrated. The World Food Program is in a double standard situation as citizens are upset when there is no foreign aid, but then also upset when there is. The World Food Program could create infographics to educate those that believe foreign aid dollars should be spent elsewhere.

Insights and Recommendations:
3. World Hunger Conversation

#1

Provide more aid to communities struggling regional war
Given that a large part of the conversation revolves around the lack of assistance in regions experiencing war, such as Tigray, Ethiopia, the World Food Program should call on other organizations and leaders to partake in the fight against starvation.

#2

Take advantage of Instagram
The World Food Program is predominately active on Twitter and Reddit, which leaves this major platform out of the mix. If the WFP took advantage of Instagram they could reach a younger audience and attain more engagement

#3

Include more women in the conversation
According to the demographic breakdowns, males hold the majority of conversation on every platform. WFP has a hashtag (#womenarehungrier) that's rarely used, taking advantage of this hashtag could bolster the presence of women in these conversations, therefore allowing the conversation to spread.

Insights and Recommendations:
4. Competition Conversation

#1
Maintain the overwhelming share of voice
The World Food Program boasts a SOV of 99.8% in the category. If the WFP can keep this extreme social media dominance over the competitors then they will have nothing to worry about. Focusing on growth, through other platforms like Instagram, and broadening the conversation to other individuals will keep the WFP at the top of online presence in the category

#2
Utilize platform-specific influencers and partake in seasonal events
As seen in the spike analysis for competition, a twitch stream was put on to collect donations for Action Against Hunger. The World Food Program could utilize influencers on different platforms to create similar event streams to raise money for the organization.

Section 1: Twitter Engagement

The Twitter Engagement section aims to analyze the WFPUSA Twitter Account by post type between **November 1, 2020 - January 31 2021** and how to maximize their Tweet potential moving forward.
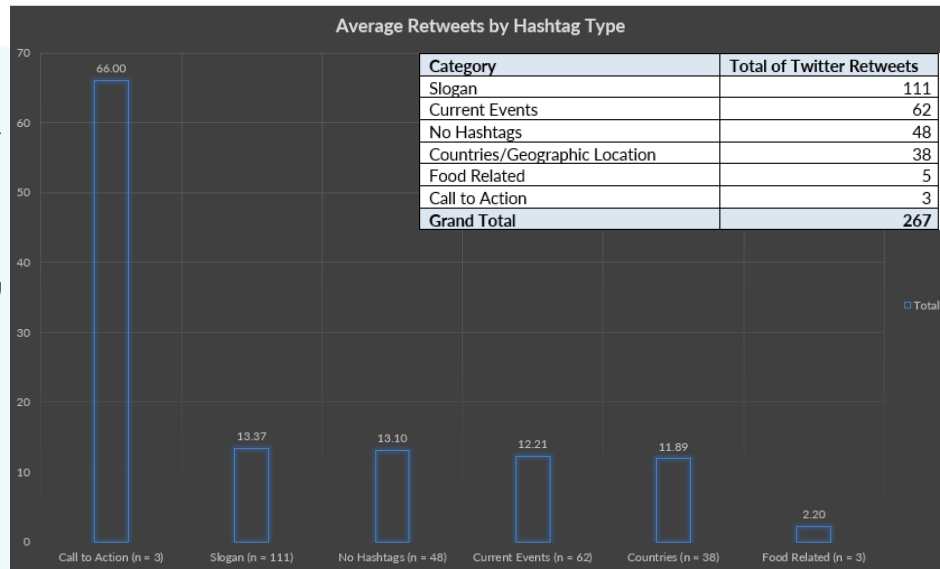
Analyzed Twitter Account: @WFPUSA

What type of posts on the WFP Twitter received the most engagement?

How can WFP reach maximum post optimization based off of current Twitter engagement?

What are some actionable insights that will help the WFP Twitter run more efficiently?
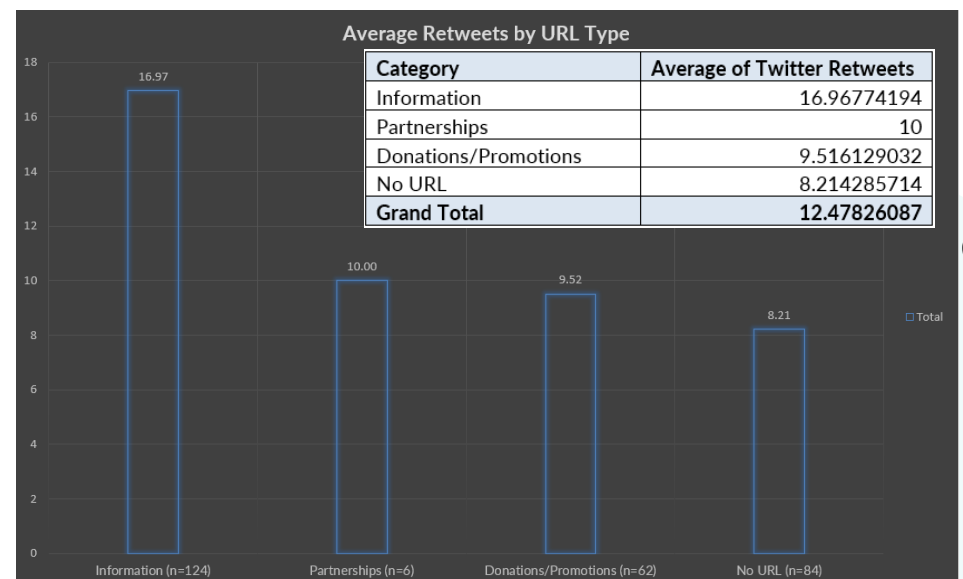
Twitter Engagement: Posts by Type

Average Retweets By Hashtag Type

Average Retweets by Hashtag Type

Category	Total of Twitter Retweets
Slogan	111
Current Events	62
No Hashtags	48
Countries/Geographic Location	38
Food Related	5
Call to Action	3
Grand Total	**267**

Average Retweets

- Call to Action (n = 3): 66.00
- Slogan (n = 111): 13.37
- No Hashtags (n = 48): 13.10
- Current Events (n = 62): 12.21
- Countries (n = 38): 11.89
- Food Related (n = 3): 2.20

☐ Total

Mention Type Categories

We can see in the graph to the left that **Call to Action hashtags** have a very high retweet average, but a very small sample size of posts. Across the different hashtag types, there doesn't seem to be any category with a healthy sample size that users gravitate towards over another. We can also see slogan hashtags have the highest number of total retweets.
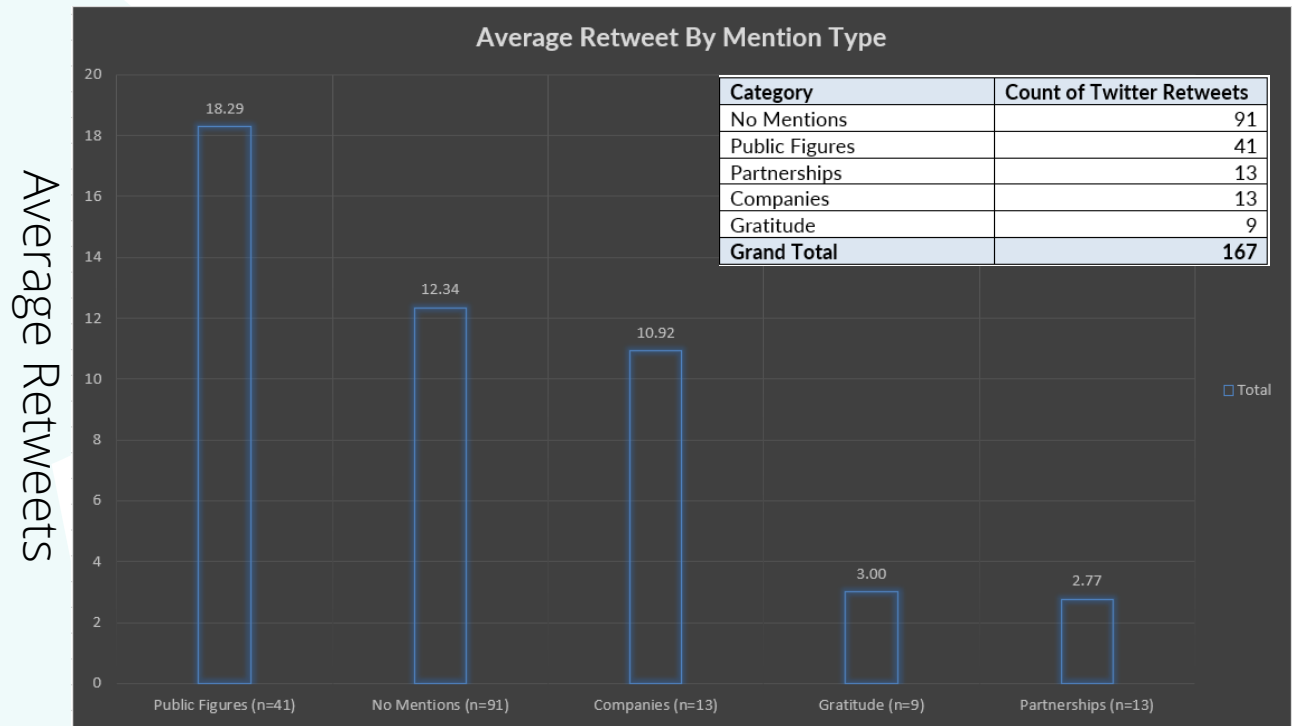
Average Retweets by URL Type

As seen in the graph to the right the most popular URL in the WFP's twitter posts are those that have **hot-links** for information regarding certain communities in need, current events, or other information that viewers should know.

Average Retweets by URL Type

Category	Average of Twitter Retweets
Information	16.96774194
Partnerships	10
Donations/Promotions	9.516129032
No URL	8.214285714
Grand Total	**12.47826087**

Average Retweets

- Information (n=124): 16.97
- Partnerships (n=6): 10.00
- Donations/Promotions (n=62): 9.52
- No URL (n=84): 8.21

☐ Total

URL Type Categories

Twitter Engagement: Posts by Type

Average Retweets By Mention Type

Average Retweet By Mention Type

Category	Count of Twitter Retweets
No Mentions	91
Public Figures	41
Partnerships	13
Companies	13
Gratitude	9
Grand Total	**167**

Average Retweets

- Public Figures (n=41): 18.29
- No Mentions (n=91): 12.34
- Companies (n=13): 10.92
- Gratitude (n=9): 3.00
- Partnerships (n=13): 2.77

☐ Total

Mention Type Categories

As displayed in the graph above on average, users retweet WFP's posts the most when the post **mentions a public figure** of sorts. Next to this, tweets that have no mentions or mention a company of sorts get the most retweets. However, tweets with **no mentions** at all have the highest overall count of Twitter retweets.

Section 2: World Food Program Conversation

The World Food Program section aims to look at that conversations that exist
around the organization across Twitter and Reddit.

Time Period:
November 1st, 2020
- January 31th, 2021

Using Brandwatch's
unique algorithm,
key insights were
collected
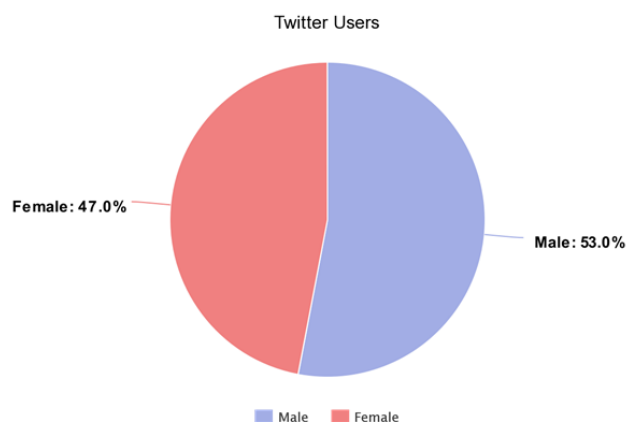
World Food Program Conversation

<u>Overview</u>

The following **earned data** has been gathered from the two most active platforms that engage in conversation about the World Food Program between **November 1, 2020- January 31, 2021**. The posts were analyzed to gather insight about who, where, and how much people engaged in conversation about the organization on Twitter and Reddit.
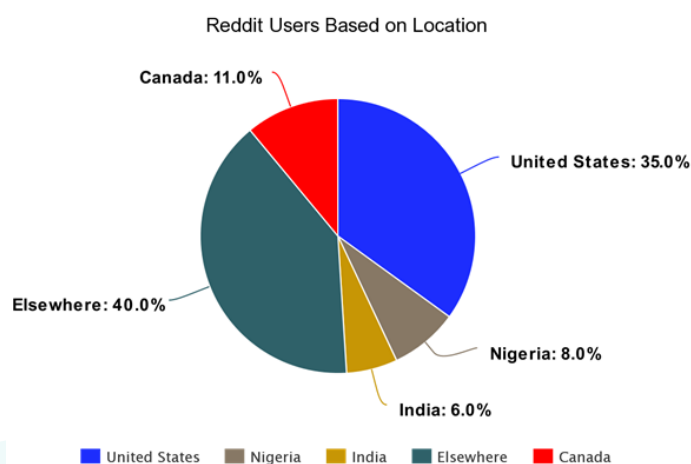
Total Volume: 50, 295 posts (up 69,000% during 11/1/20-1/31/21)
Demographics: Based on the 11,606 individuals posters, 53% were male and 47% were female.

Twitter Users

Female: 47.0%

Male: 53.0%

◼ Male ◼ Female

Total Volume: 411 posts (up 41,000% during 11/1/20-1/31/21)
Demographics: Most of the conversation around the WFP favors the North America, Nigeria, and India

Reddit Users Based on Location

Canada: 11.0%

United States: 35.0%

Elsewhere: 40.0%

Nigeria: 8.0%

India: 6.0%

◼ United States ◼ Nigeria ◼ India ◼ Elsewhere ◼ Canada

World Food Program Conversation: Spike Analysis

Total Volume: 50,295 Mentions

Secretary Pompeo ✔
@SecPompeo

When multilateral institutions work, we invest in them. The World Food Program recently won the #NobelPeacePrize for decades of life-saving assistance. America provides >40% of @WFP's budget.

2020 UN WORLD FOOD PROGRAMME CONTRIBUTORS

USA (43%)
The United States has increased support for the WFP by more than **50% over the last 4 years**

CHINA (.06%)
ALL OTHERS
SOURCE: WWW.WFP.ORG/FUNDING/2019

4:00 PM · Jan 11, 2021 · Twitter Web App

4,726 Retweets   296 Quote Tweets   20.3K Likes

January 11: Public figure Mike Pompeo shared an infographic from WFPUSA comparing the USA's contributions to WFP to China and the rest of the world.

December 10: The day the WFP won the Nobel Peace Prize.
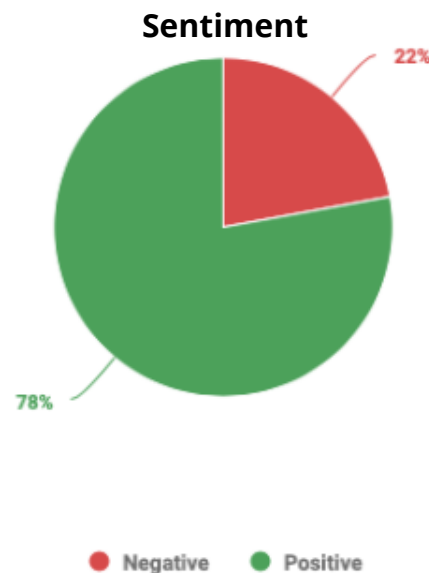
World Food Program Conversation: Key Themes

The following **earned data theme** has been gathered to single out conversation around the World Food Program's acceptance of the Nobel Peace Prize.
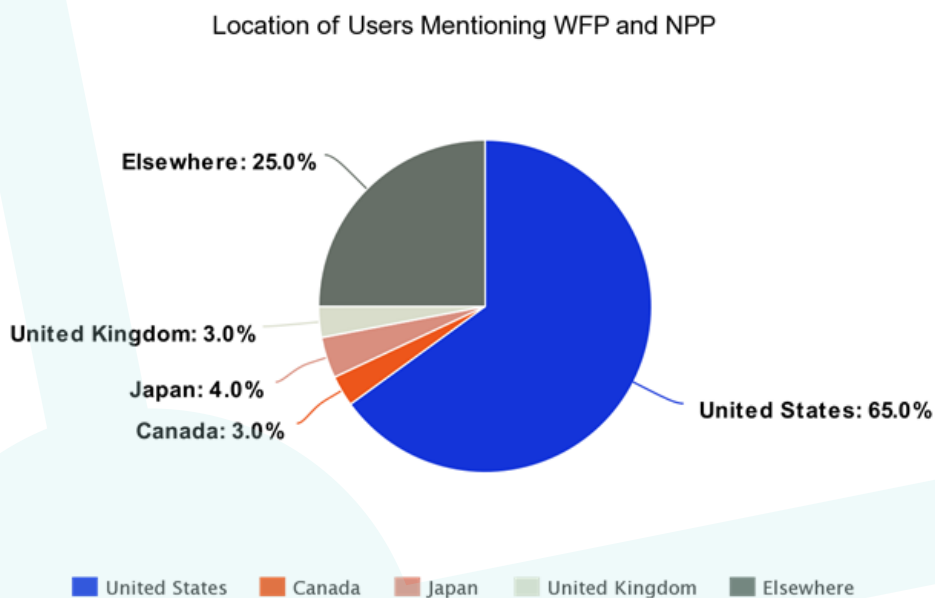
Sentiment Analysis

As seen in the chart to the right, 78% of social media users interacting within conversations around the WFP's acceptance of the NPP were positive, often congratulating them on a well-deserved win. 22% of users reacted negatively, often condemning how politicians have handled the war, starvation, and the pandemic.

Note: 89% of total users reacted neutrally and were excluded from the chart.

Sentiment

22%

78%

● Negative ● Positive

Location of Users Mentioning WFP and NPP

Elsewhere: 25.0%

United Kingdom: 3.0%

Japan: 4.0%

Canada: 3.0%

United States: 65.0%

■ United States ■ Canada ■ Japan ■ United Kingdom ■ Elsewhere

Geographic Analysis

As expected, the overwhelming majority of the conversation is located in the United States. This is to be expected as the United States is the highest donator towards the WFP. This fact is in line with Mike Pompeo's opinion that other countries should follow suit with the United States
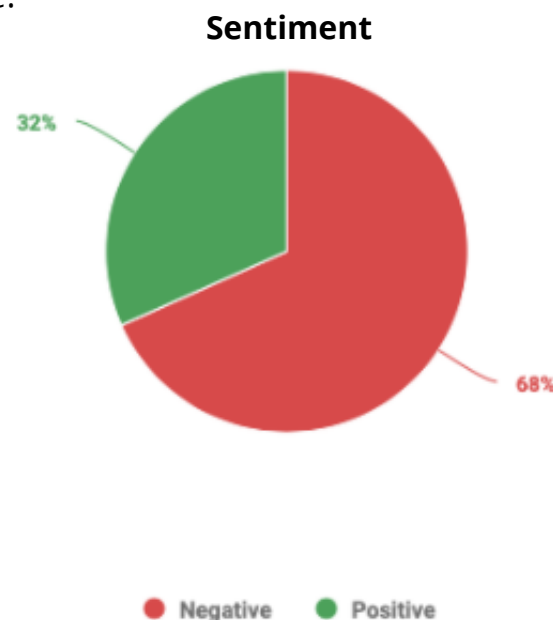
World Food Program Conversation: Key Themes

The following **earned data theme** has been gathered to single out conversation around the World Food Program's handling of the COVID-19 pandemic.

Sentiment

32%

68%

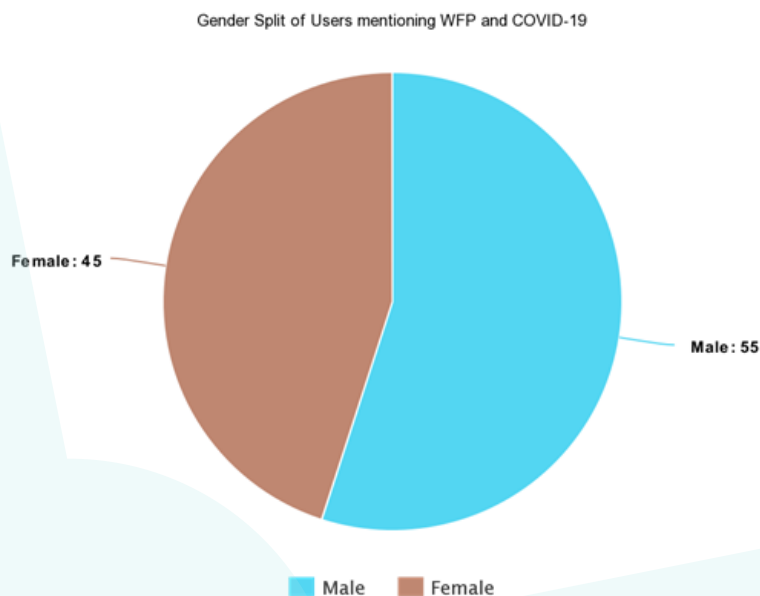● Negative   ● Positive

Sentiment Analysis

As seen in the chart to the right, 68% of social media user interacting around the WFP's role in COVID-19 relief were negative, with most conversations featuring individuals frustrated with COVID-19 making it harder for kids who depend on school provided meals to access food. 32% of users reacted negatively, often commending the WFP's progress in providing meals to hungry children.

Note: 78% of total users reacted neutrally and were excluded from the chart.

Gender Analysis:

Of the 1,218 users that partook in conversations around what the WFP has done for COVID-19 relief, men were more vocal about their opinions by a 5% margin. Positive and negative conversations remain consistent across genders; there does not seem to be a noticeable gender-based split

Gender Split of Users mentioning WFP and COVID-19

Female: 45

Male: 55

■ Male   ■ Female

meta-chart.com

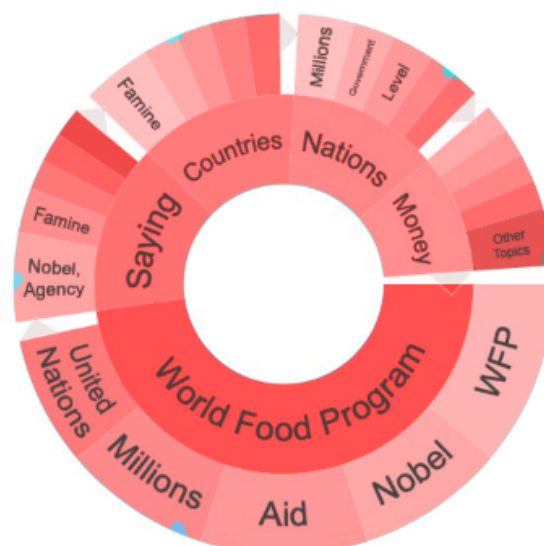# World Food Program Conversation Sentiment

Positive

Negative

Between the two platforms analyzed, conversations surrounding the World Food Program fewer involved positive sentiment. 67% of all Twitter posts and 20% of all Reddit posts had positive sentiment. Popular conversations included commending the WFP for continued service and results in regions struggling with food insecurity and users expressing their appreciation for how much WFP has done during the COVID-19 pandemic.

Most conversations surrounding the World Food Program involved negative sentiment. 33% of Twitter conversations and 80% of Reddit conversations about WFP had negative sentiment. None of the negative conversation is based around the WFP itself, but more so users wanting billionaires and politicians to step up and supply aid to these communities in need, and users being frustrated with food waste.

World Food Program Conversation

Influential Posters

@SecPompeo — Former U.S. Secretary of State, whose Tweet regarding America's involvement with WFP directed a lot of traffic to the organization.

@CNN — American newsource whose Tweet regarding America's donor status to the WFP reached 389,207 users.

@AP_Europe — Associated Press Europe account spreading the word that the WFP would accept their Nobel Peace Prize in a virtual ceremony due to COVID-19.
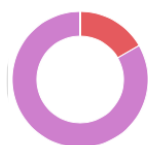
@UN — The United Nations (over the World Food Program), an international organization, which often reshares WFP tweets and provides WFP updates to followers.
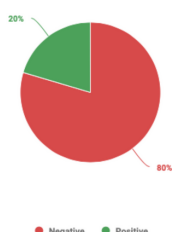
Actionable Insights

47% 5411 authors   **53%** 6195 authors

Women are engaging in conversation about the World Food Program **less than men**. They are only responsible for 47% of conversation while men account for 53%.

Younger demographics are not participating in conversation about the World Food Program. 18-24 year olds are responsible for **0%** of conversation, while 25-34 year olds are responsible for **16.7**% of conversation, while 35-44 year olds make up the remaining **83.3%** of the conversations surrounding WFP.
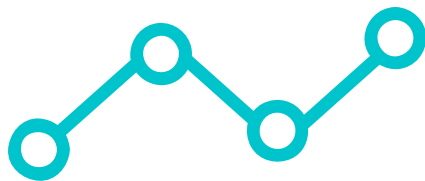
One of the popular subtopics of conversations came from Reddit. The topic involved wealthy first-world country residents not helping third-world communities when they are more than able. This single conversation from Reddit had an **80% negative** sentiment.

● Negative ● Positive

Section 3: World Hunger Conversation

The World Hunger section aims to look at that conversations that exist
around topics such as: combating world hunger, the ongoing crisis in Tigray, COVID-19's impact on struggling communities, and politicians who can help.

Time Period:
November 1st, 2020
- January 31th, 2021

Using Brandwatch's unique algorithm, key insights were collected
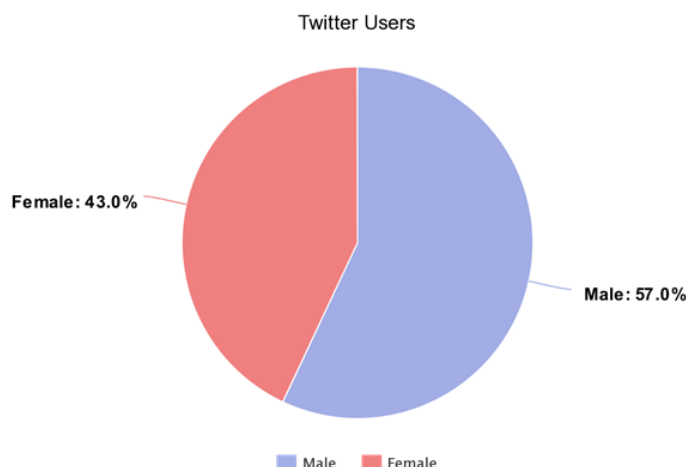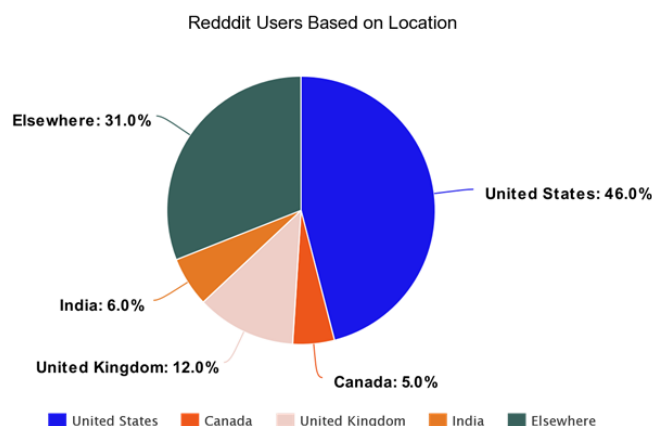
World Hunger Conversation

Overview

The following information is a study of conversations around WFP's main concern, World Hunger. The following earned data has been gathered from the two most active platforms that engage in conversation between **November 1, 2020- January 31, 2021** around the topics of <u>world hunger, famine, and regional strife that results in hunger across communities.</u>

Total Volume: 370,516 posts (up 176,000% during 11/1/20-1/31/21)
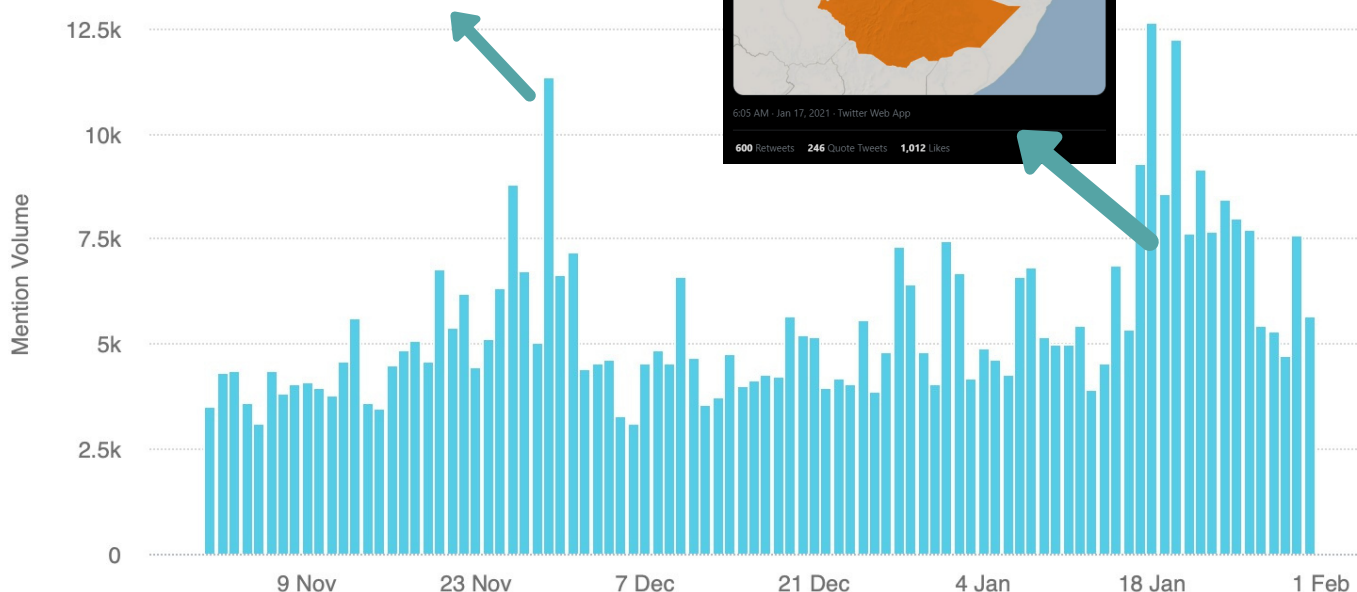**Demographics:** Based on the 101,202 individuals posters, 57% were male and 43% were female.

Twitter Users

Female: 43.0%
Male: 57.0%

Male ■ Female

Total Volume: 38,823 posts (up 97,000% during 11/1/20-1/31/21)
Demographics: Most of the conversation around the World Hunger stem from North America, United Kingdom, and India

Redddit Users Based on Location

Elsewhere: 31.0%
United States: 46.0%
India: 6.0%
Canada: 5.0%
United Kingdom: 12.0%

■ United States ■ Canada ■ United Kingdom ■ India ■ Elsewhere

World Hunger Conversation: Spike Analysis

Total Volume: 370,516 Mentions

November 29: Kevin Sorbo tweets about world hunger and its daily impacts. Compares it COVID19's survival rate.
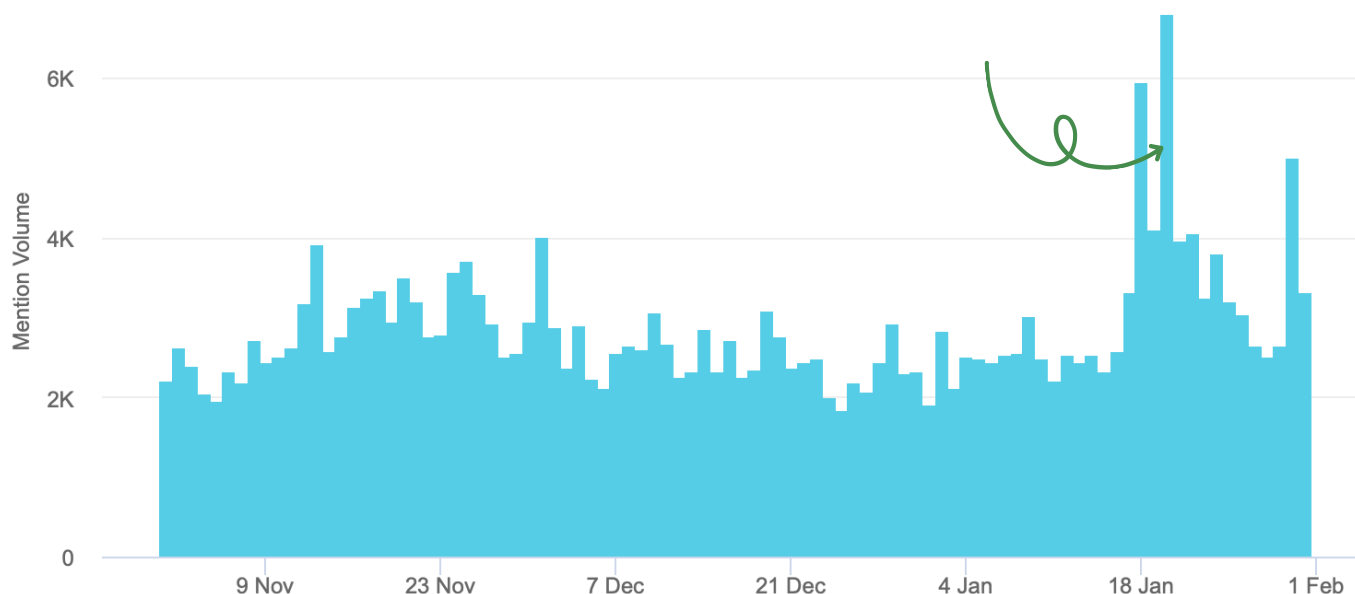
January 18: Ethiopian Government has been blocking humanitarian aid since the beginning of November 2020. On this day, the first humanitarian workers arrived in Tigray after pleading with the Ethiopian government to aid those in need

January 20: Tigray famine continues. Joe Biden and Kamala Harris are sworn in as President and Vice President of the United States. As a result, US citizens were hopeful the US government would reverse Trump's decision to support the ongoing war in Yemen.

World Hunger Conversation

__Top Conversation__

The largest spike in conversation around world hunger during the time period comes from January 16-22, 2021. As mentioned on the previous page, Joe Biden and Kamala Harris were sworn in as president and vice president of the United States on January 20th. Many US citizens expressed hopes for the new administration to halt the Trump administrations ongoing support of the war in Yemen that has caused massive waves of food insecurity across the region.

__Influential Users__

@RoKhanna	U.S. Representative from California's 17th congressional district asking why 1 in 8 Americans are going hungry
@MiamiHeat	Miami's pro basketball team partnering with World Central Kitchen to provide fresh meals for struggling Miami communities
@Pontifex	Pope Francis prays for a world without hunger on Thanksgiving Day
@ImranKhanPTI	Pakistani Prime Minister Imran Khan boasts his countries ability to feed his citizens throughout the tough year of 2020

World Hunger Conversation: Key Twitter Data

Potential Audience

Positive Sentiment Conversation

On Twitter, potential audiences would like those interested in Tigray Relief, Ending world hunger, and healthcare improvements for areas in need.

Negative Sentiment Conversation

Negative conversation themes on Twitter have to do with frustration towards politicians claiming to help, frustration with war, starvation, and how the pandemic has been dealt with in these struggling communities, such Tigray, Ethiopa.

World Hunger Conversation: Key Reddit Data

Potential Audience

Positive Sentiment Conversation

The WFP is leading the way in capturing those interested in combating World Hunger, continuing to grow this audience to younger generations could expand interest.

Negative Sentiment Conversation

Most of the negative conversation around the WFP is centered on right wing politicians. To capture a younger audience, they should look towards politicians that have a hold on this generation.
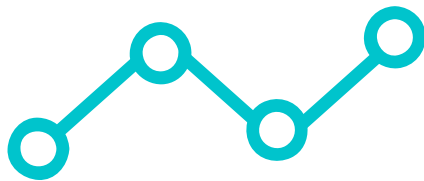
Part 4: Competition Conversation

This section explores the World Food Program's competition and related conversation on Twitter

15

Time Period - November 1st, 2020 - January 31th, 2021

Competition Organizations - Action Against Hunger

Competition Conversation: Action Against Hunger

Action Against Hunger is a global humanitarian organization created to fight world hunger and help those communities in need.
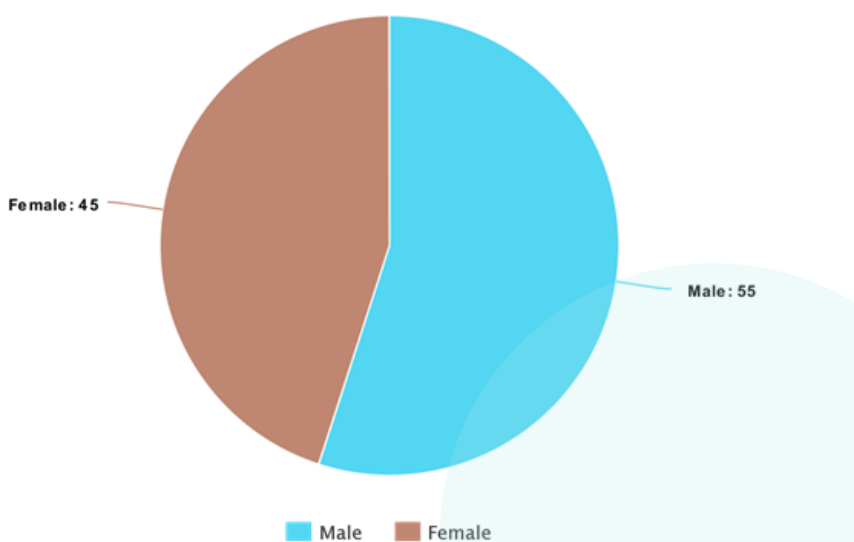
Total Volume: 67 Mentions

Demographics: Of the 22 total authors, 7 (32%) were female and 15 (68%) were male.
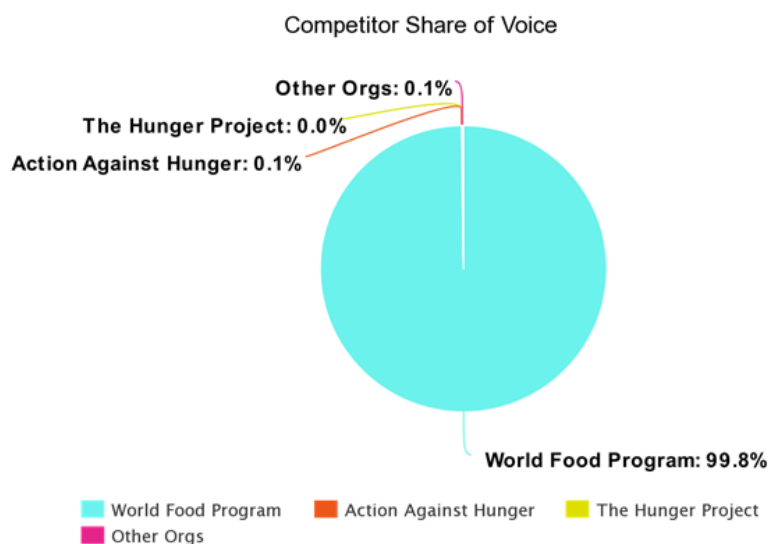

Gender Split of Users mentioning WFP and COVID-19

Female: 45

Male: 55

Male   Female

meta-chart.com

Competition Insights - Action Against Hunger

Share of Voice Analysis

The chart to the right speaks for itself. As far as non-profits focused on eradicating world hunger are concerned, the WFP is by far the largest in the category. Essentially all conversation is based around them, as *Action Against Hunger* and *The Hunger Project* have a combined 67 mentions while the WFP has 50,295 mentions.
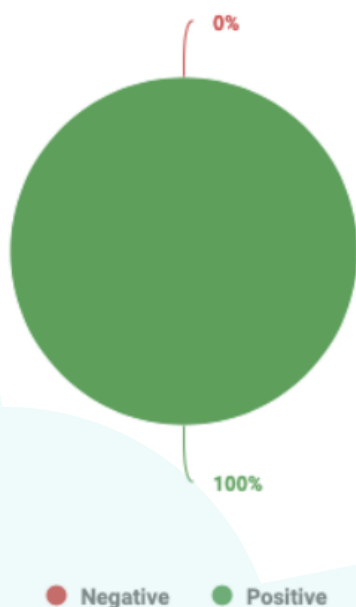
Competitor Share of Voice

Other Orgs: 0.1%
The Hunger Project: 0.0%
Action Against Hunger: 0.1%

World Food Program: 99.8%

Legend:
- World Food Program
- Action Against Hunger
- The Hunger Project
- Other Orgs

Sentiment Analysis of Action Against Hunger

0%

100%

Legend:
- Negative
- Positive

Positive Sentiment - Action Against Hunger has received in a very positive way with 100 percent of its posts having a positive sentiment
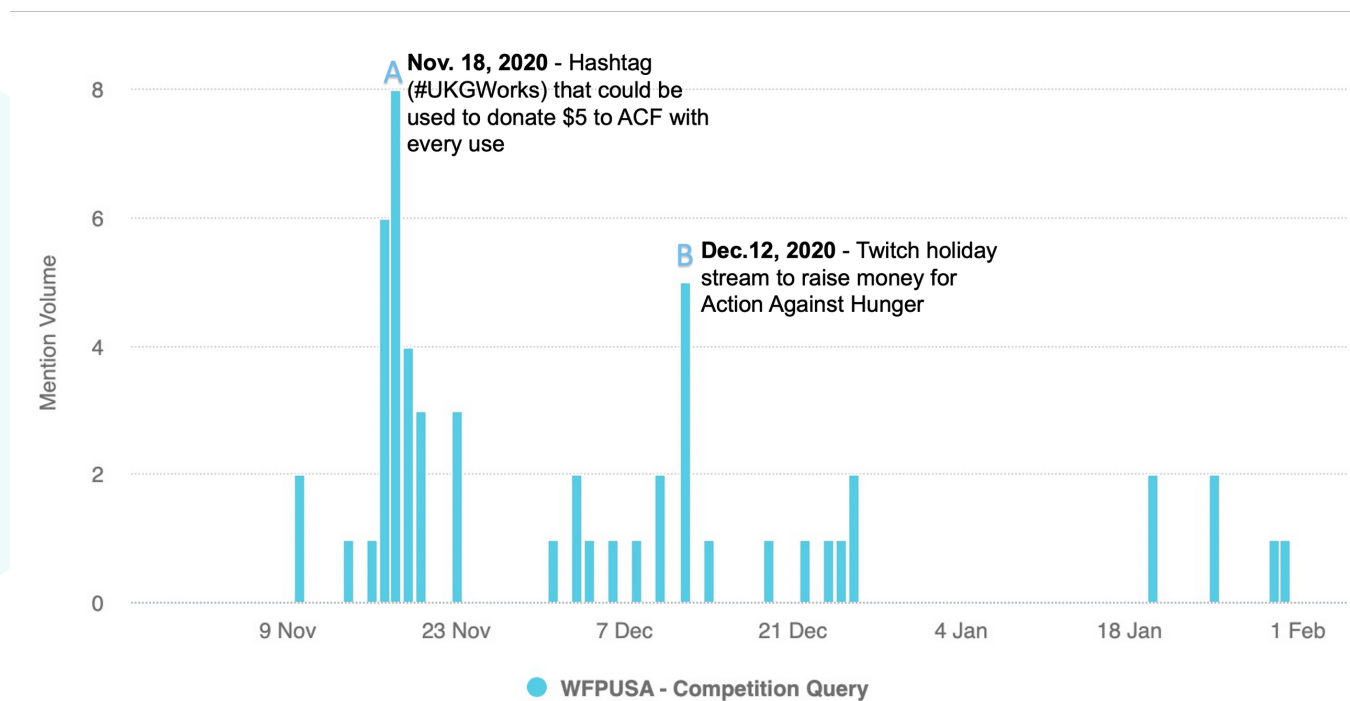
Negative Sentiment - There were a total of zero posts that registered as a negative sentiment

*excluding 74% of their posts which had no sentiment

Spike Analysis - Action Against Hunger

Total Volume: 67 Mentions

Nov. 18, 2020 - Hashtag (#UKGWorks) that could be used to donate $5 to ACF with every use

Dec.12, 2020 - Twitch holiday stream to raise money for Action Against Hunger

● WFPUSA - Competition Query

UKG (Ultimate Kronos Group) @UKGInc · Nov 18, 2020

Remember: every time you use #UKGWorks the next two days, we will donate $5 on your behalf to Action Against Hunger! @acfusa

What does this mean?

The number of mentions shown above was so low, peak detection softwares could not detect any peaks. Thus, indicating that WFPUSA has an extreme lack of online competition. The two tweets for Action Against Hunger with the most interaction utilized partnerships with companies (Ultimate Kronos Group) and platform-specific influencers (Twitch) to raise funds for the NPO.