

TEAM



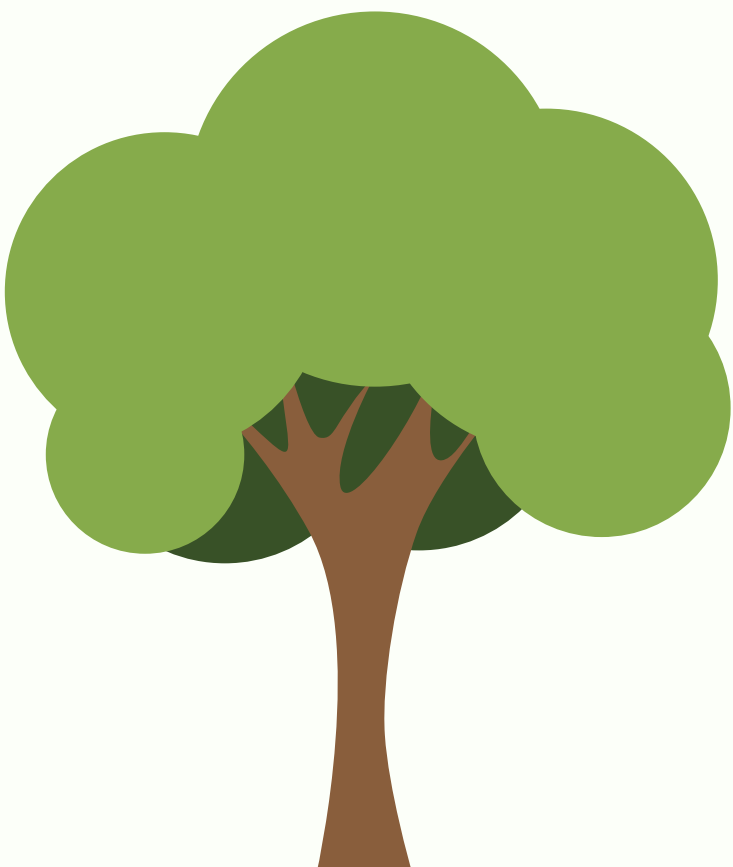
TREES



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TeamTrees Background

Official social accounts

Instagram: @teamtrees, Twitter: @teamtreesofficial,
Reddit: r/teamtrees, Facebook:
facebook.com/teamtreesofficial

How did TeamTrees® get started?

TeamTrees started in May 2019 when the Internet challenged MrBeast to plant 20 million trees to celebrate hitting the 20M subscriber milestone on YouTube. At his audience's suggestion, MrBeast teamed up with fellow YouTuber Mark Rober, and for 5 months they developed the campaign and organized their influencer friends and colleagues in order to have a fighting chance at achieving their insane goal: 20 million trees by 2020. #TeamTrees launched publicly on October 25th, announcing itself with a wave of #TeamTrees videos.

Who makes up TeamTrees?

Whether you donated to plant one tree, or one million trees, or simply helped to spread the word, you became part of #TeamTrees. With more than 800,000 unique donors, #TeamTrees raised more than \$21M before January 1, 2020. Support hasn't stopped either and #TeamTrees keeps growing. Why not plant a tree right now?

Executive Summary

We chose the non-profit TeamTrees to study this semester through a social media analysis tool, Brandwatch. We set out to gain insight on their social media of what helps and hurts their organization in terms of owned media vs. earned media on both Twitter and Reddit from October 1st, 2019 - March 31st, 2021. We have also analyzed TeamTrees's posts in comparison to their competition. On both social media platforms, the male engagement is higher than the female engagement. We have analyzed popular posts and what might push for more popularity in the future as well as top conversations and engagement in comparison to their competition.

Statement of business problems

- Many of the competition organizations have similar missions and goals as TeamTrees. TeamTrees has more reach than all of the competition, due to its influencers, but its influencers can cause some negativity back onto the organization if they get involved in controversy.
- TeamTrees is currently losing trust from their audience, which has caused a loss of control of the conversation on social media since starting the organization. This has also caused a loss of excitement about TeamTrees, planting trees, and getting donations.
- TeamTrees falls into the same patterns of posts, not allowing for new audiences to be reached by different types of posts.

Executive Summary

KPIs

For this project, there were many KPIs that were used to measure the success of TeamTrees and their goals. The KPIs that were used are:

- Mentions
- Hashtags
- Hyperlinks
- Number of likes and retweets for each post

Top Insights

- Posts with memes do better than any other posts
- TeamTrees has more male followers than female followers
- Most negative conversations on Twitter about TeamTrees are not related to the organization but people who are involved with the organization
- Most negative conversations on Reddit about TeamTrees are concerns about them not meeting their tree-planting goals
- TeamTrees leads the conversation about planting trees in comparison to the competition (OneTree Planted, Arbor Day and Eden Reforestation Project)
- Engagement with posts always spike around holidays, especially around Christmas and Earth Day

Recommendations



What to do?

Push for more donations around holidays.

How to do it?

Tweet "plant a tree for a loved one" as opposed to a gift so we can increase donations to Team Trees.

Why?

People donate the most around Christmas time, but we do not want this to be the only time donations peak. By capitalizing on people's increased feelings of generosity during special times of the year, we can circulate more awareness of TeamTrees and possibly more funding.

What to do?

Increase the usage of memes in order to increase the amount of retweets on a given tweet.

How to do it?

TeamTrees should look in to their older tweets and realize the ones where they uses memes had more retweets. They need to utilize humor more often to acheive the best engagement.

Why?

After carefully reviewing TeamTrees twitter account, we realized that $n=7$ of the $n=156$ tweets were memes. However of those 7, they yielded some of the most amounts of retweets per tweets overall. If TeamTrees were to continue this trend of using memes and getting a high volume of retweets, their Twitter and ultimately their account will get much more traffic and interactions.

Recommendations



What to do?

Tweet more with #teamtrees and tree-related hashtags to keep engagement high

How to do it?

The simple way to do this is for them to remember that before each tweet is sent, make sure that there is at least one #teamtrees or tree-related hashtag in the tweet.

Why?

We noticed that $n=11$ of $n=156$ tweets included a tree related hashtag. While that number of tweets with an actual tree related hashtag may be low, the average reach is nearly 20,000 more than the next category, which is team trees. These top two categories make up the majority of their reach, because after them, the reach falls off significantly. They need to make sure either the nonprofit name or a tree related hashtag is in the tweet.

What to do?

Redirect negative conversations about the influencers when they arise.

How to do it?

Engage with these negative conversations and stress the point that though people may let us down, TeamTrees as an organization is reliable and here to do good for the planet.

Why?

Potential donors can often be deferred from contributing when those that speak negatively about TeamTrees on social media have a viral tweet, putting the organization in jeopardy.

Recommendations



What to do?

Talk about current issues and movements going on in the world.

How to do it?

Do research about current movements and issues going on in the world, and tweet more about how TeamTrees gives its support.

Why?

This is a new trend for organizations to take a stance on current issues. The Earth Day tweets talking about the environment had high engagement. If TeamTrees continues to tweet about other issues such as racial injustice, they might be able to reach new audiences and increase their engagement.

What to do?

Have influencers tweet more about TeamTrees.

How to do it?

Tell TeamTrees's top influencers - MrBeast, Mark Rober, and Elon Musk - to tweet more content about the organization by engaging multiple types of media and tagging the TeamTrees account.

Why?

These influencers have a much greater reach than TeamTrees itself, and their combined reaches would create a much larger potential donor demographic.

Recommendations



What to do?

Increase female engagement and demographic on Reddit..

How to do it?

Team Trees can share more posts highlighting women's donations and the impact it makes on them. TeamTrees could also donate trees in influential women's names.

Why?

There is not much female engagement on Reddit, so opening up that market would be very big and impactful for TeamTrees.

What to do?

Get more involved in Reddit conversations about TeamTrees.

How to do it?

Search for threads actively criticizing TeamTrees or asking questions about the planting process and have TeamTrees or MrBeast reply in the comments often, asking what they can do better or how they can assure the audience they are doing what they say they are.

Why?

Most of the negative conversation about TeamTrees and what the organization actually does comes from Reddit, but that platform is under-engaged with by TeamTrees's social media. By actively contributing to the conversation and showing interest and involvement, TeamTrees can work to create more positive feedback for the organization.

Recommendations



What to do?

Turn the r/TeamTrees subreddit in to a basic questionnaire site for questions and tips on planting their own trees.

How to do it?

Start by leading by example and posting short video tutorials on how to plant a tree (how to dig the hole, how much water is needed, etc.).

Why?

The users will see that TeamTrees truly cares for the environment. It sends the message that they do not care if you donate to the organization directly, as long as you are trying to make an impact by planting for yourself.

What to do?

Post more memes on the subreddit.

How to do it?

Team Trees can copy or model these posts off of the successful memes that were posted on their Twitter.

Why?

It has been proven that tweets using memes get noticeably more engagement, so if the memes were brought to reddit, they would get more interactions on their content.

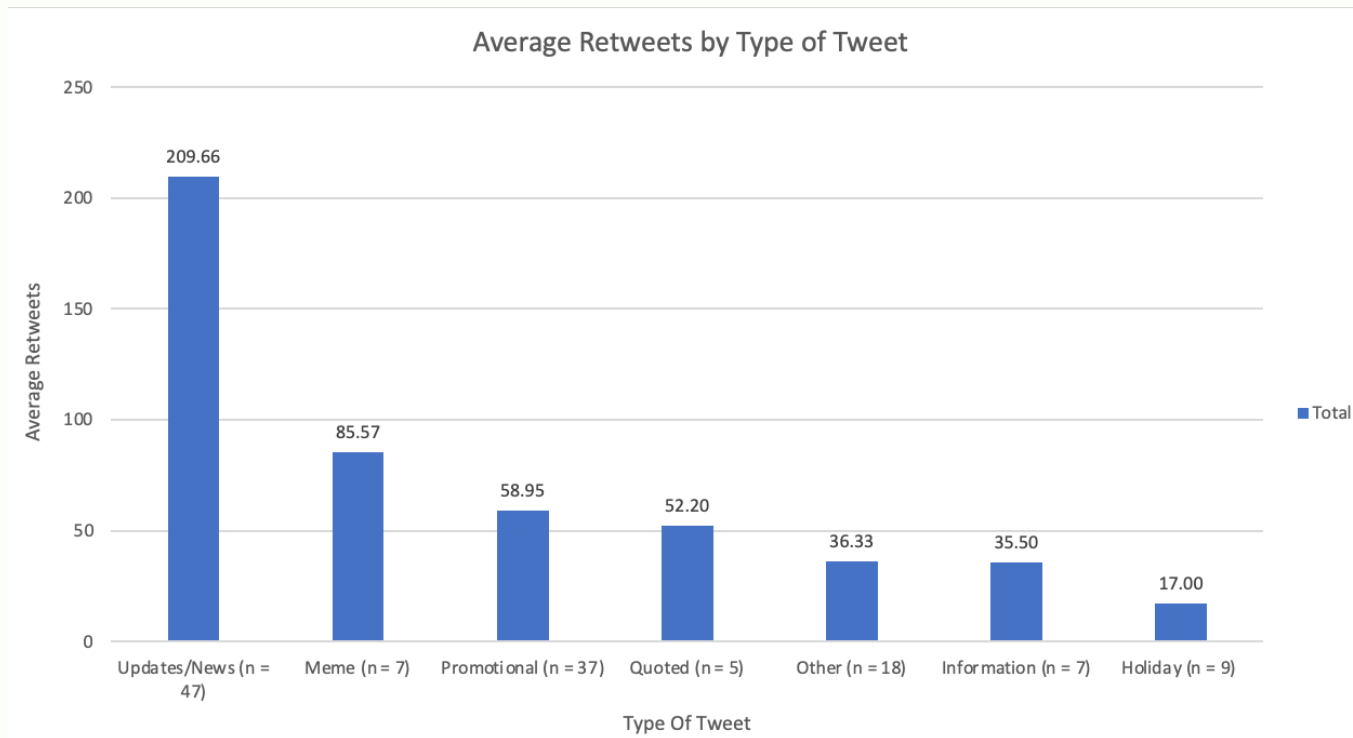
Owned Data



Analysis of Engagement

We analyzed TeamTrees's Twitter account from October 1, 2019 to March 31, 2021. The accounts that follow TeamTrees are mostly male, with percentages at 58% Male and 42% Female.

TeamTrees has 39.5K followers and follows 159 accounts, most being their larger donors. They have 406 total tweets.



TeamTrees receives the most engagement with their tweets when they tweet about updates, news, and memes.

Update/News - 35 Retweets



RT @MBPartnership We planted 10,000 trees in 5 sites as part of our reforestation program around Kianjavato for #WorldWildlifeDay: 2,000 trees each in Andranomaitso, Ambohimanana, Ambohitsara, Tsitola, Ambolotara TY @OmahaZoo @arborday #WWD2021 #teamtrees #moretrees #reforestation <https://t.co/h8LJBDokZv>

Twitter · 03 Mar 2021

Meme - 25 retweets



Engagement Over Time



Dec 2020 - 968602 Mentions

MrBeast tweeted about a contest, saying he will choose 5 people that retweet his tweet \$10,000 each for Christmas.

Jan 2021 - 810472 Mentions

DogeCoin had a major spike in popularity around this time, and some thought that since Elon was a top donor to TeamTrees, the two organizations would partner.

Feb 2021 - 1040390 Mentions

People are pushing for MrBeast to be on the Joe Rogan podcast with regular guest Elon Musk.

Mar 2021 - 515791 Mentions

MrBeast, TeamTrees founder, posted one of his most viral Youtube videos ever, prompting the "Who is MrBeast?" Internet phenomenon.

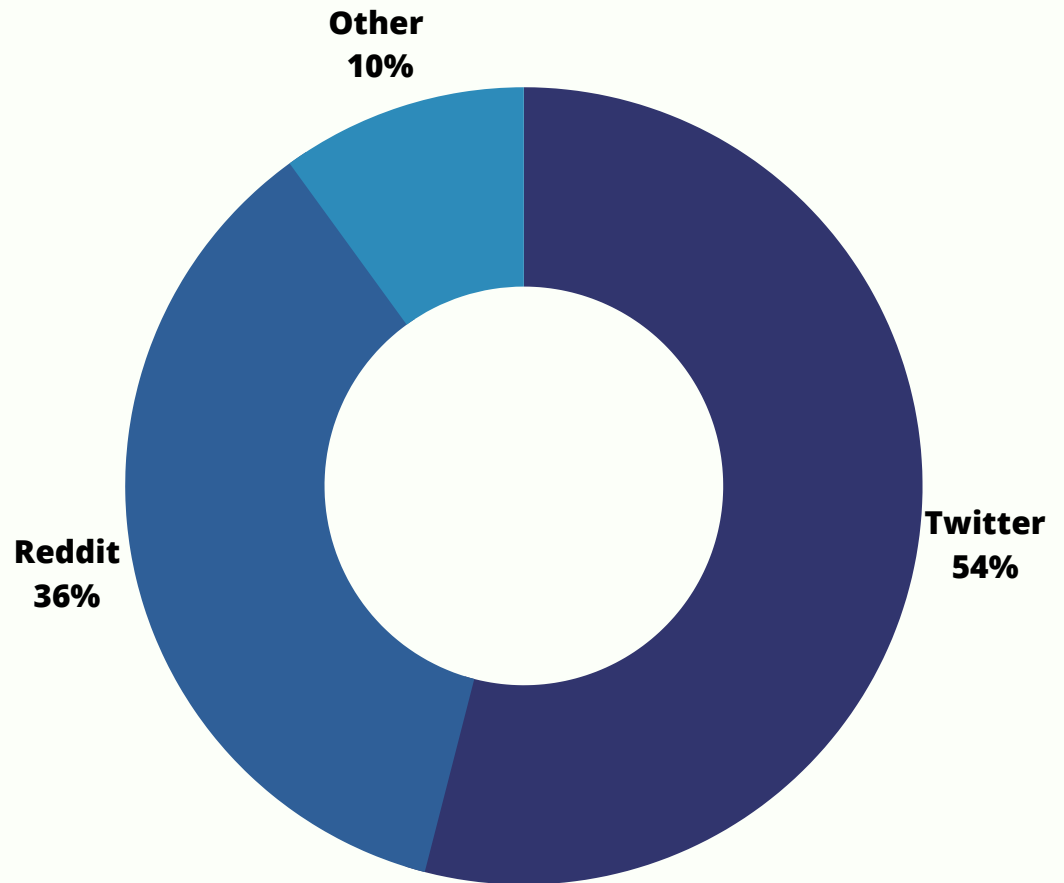
Earned Data

Organization, Topic, Competition



Organization

Most used social media platforms to find this data:



Team Trees Cross Platform Conversation accounted for 54% on Twitter and 36% on Reddit. On Twitter, there were **7390 total mentions** and 642 mentions on Reddit. Twitter holds the most conversation of the two platforms.

Twitter has the most mentions by far, with 58% of Twitter authors being men and 42% being women. The positive tweets were associated with people being proud of TeamTrees for planting trees so many trees in little over a year, while the negative tweets are not directly associated with TeamTrees but how much it costs to plant a tree and where those donations are truly going.

Organization

Spike Analysis Organization Data

Dec. 6 saw a small spike, because TeamTrees had a promotion on Twitter. They planted a tree for each of the 480 retweets generated from the original tweet.

Dec. 25 saw a large spike due to the high influx of donations and social media engagement on Christmas Day.

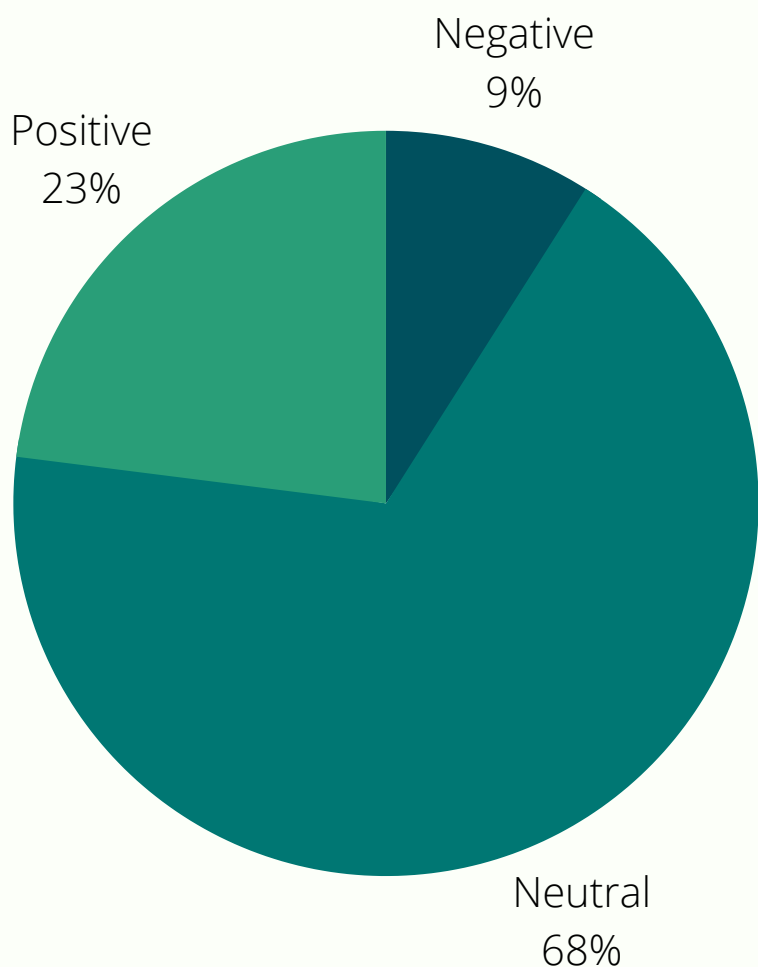
Feb. 20 was the one-year anniversary of the launch of TeamTrees, so there was a greater amount mentions and tweets about the organization.



Organization

Twitter

Most of the conversations on Twitter are about planting trees. Most people are still shocked by how many trees TeamTrees has planted and how they are still able to plant so many trees a year later. The positive conversations talk about how proud they are of TeamTrees for continuing to plant trees one year after starting the organization. Many negative conversations are not actually negative, but use negative phrases because they are defending what MrBeast has done and created. However, some negative conversations circulate around doubt that TeamTrees is doing what they say they are and actually are planting a tree for every dollar donated.



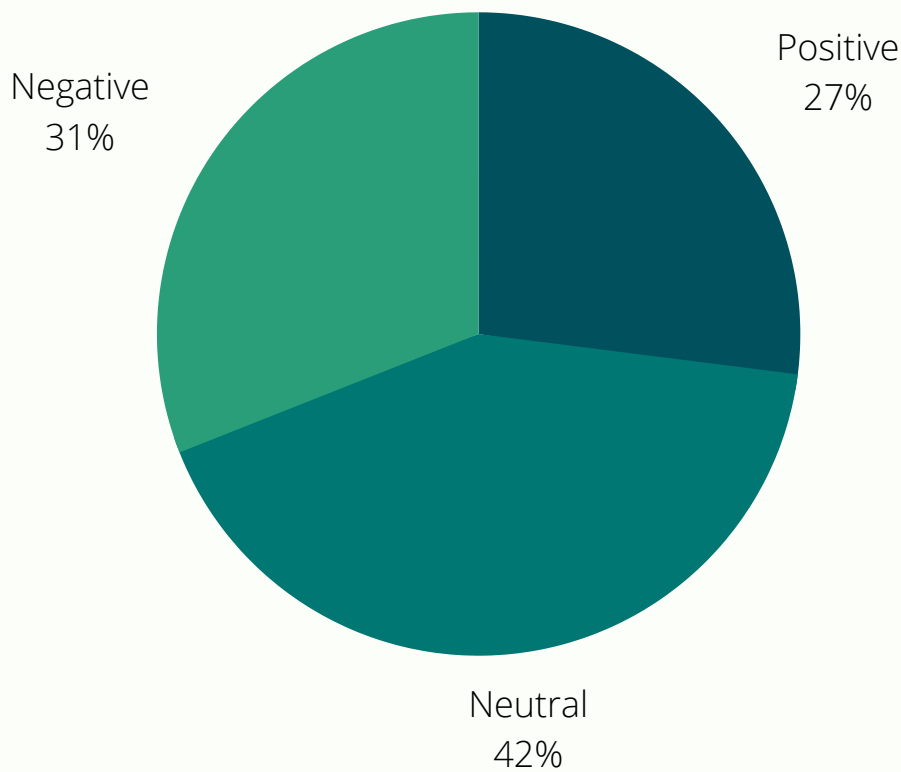
Because TeamTrees mainly utilizes Twitter for promotions and status updates on planting, both male and female conversations tended to focus on the statistics of trees planted and sharing their donations. The conversations were varied and not overwhelming in one topic over the other.

- Twitter Posts: 185
- Demographics:
Women - 53%
Men - 47%

Organization

Reddit

Most of the conversations on Reddit are about donating to TeamTrees. The positive conversations talk about how they are proud of those who donated to TeamTrees when they first started. The negative conversations are about how much it can cost to donate to TeamTrees and plant a tree and where those donations are going. It is important to note there is considerable doubt across this platform about how many trees are actually planted compared to how much has been donated.

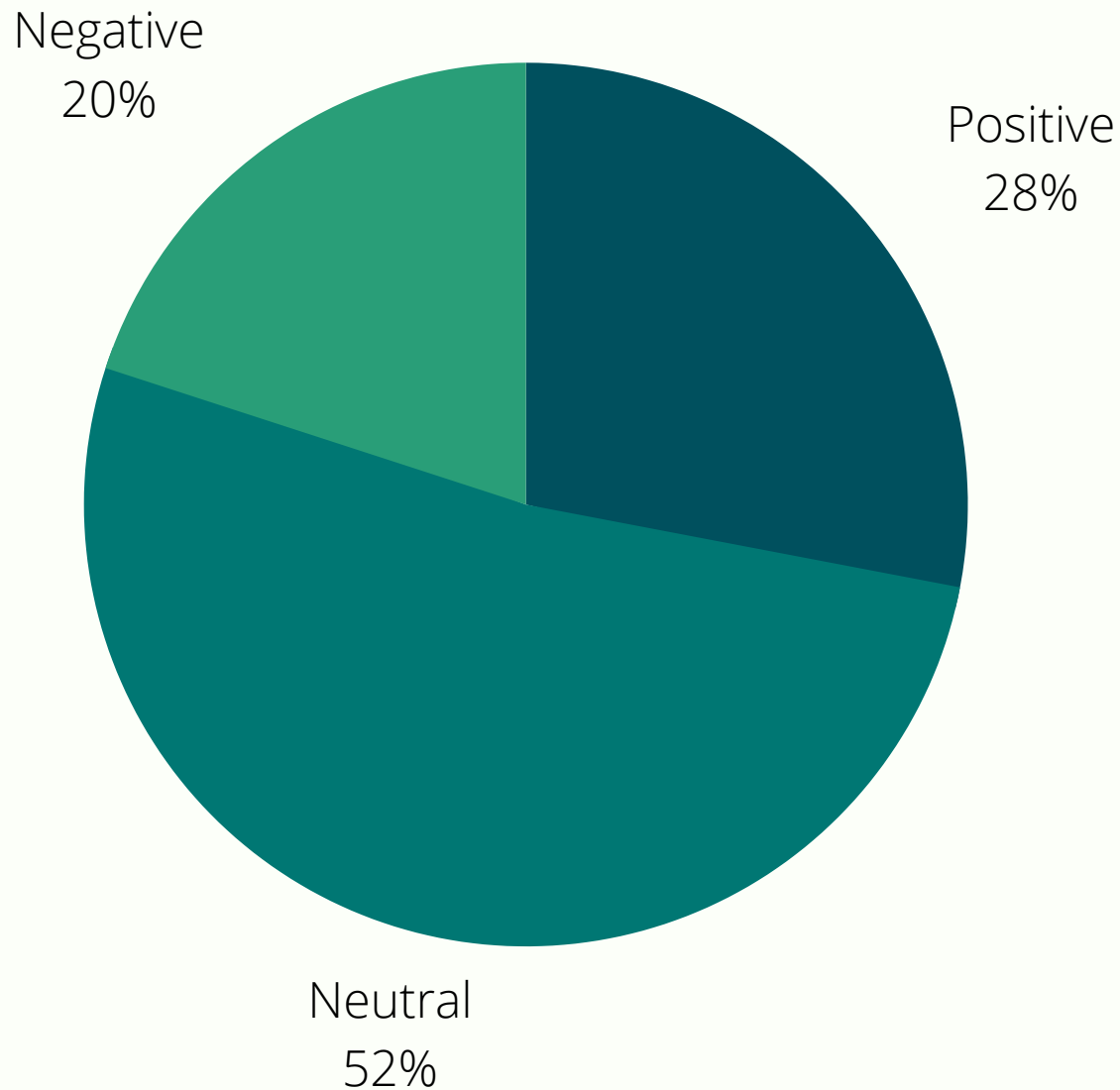


Male and female conversations on Reddit were evenly split. Men mainly discussed the updates on the planting of the trees and MrBeast's personal involvement with the project, while women focused on the actual donation process and how to increase donations.

- Reddit Posts: 642
- Demographics:
Women - 50%
Men - 50%

- Top Hashtag
#Teamtrees
- Top URL
teamtrees.org

Topic



Twitter

Positive conversations are talking about how many trees have been planted and how proud people are to see TeamTrees reach their goals. They also talk about saving the earth. Negative conversations are not truly negative but are sarcastic, and they discuss MrBeast's Youtube content.

Most of the general Twitter conversation is about Earth. The positive conversation is about how much people love Earth and want to take care of it. The negative conversation is about climate change. Although not all of the tweets are negative, they are more about what we need to do to slow climate change and save the Earth before it is too late.

Positive

1. Win



2. Give



3. Celebrate



4. Tweet



Negative

1. Climate



2. COVID



3. Earth



4. President



The conversations from the topic data are overwhelming male and center around winning donation contests, with the most mentioned word being "win" and the second most mentioned word being "give." There are noticeably few female conversations on Twitter for this data set, and they are more varied in topic. The top conversations circulated around current issues with the Earth, such as deforestation. The most used word was "today."

Influencers



MrBeast @MrBeast

10.3M Followers - Reach 6,890,248 - 26 Posts

MrBeast is an American Youtuber, who co-founded TeamTrees.



Mark Rober @MarkRober

389.8K Followers - Reach 27,338 - 26 Posts

Mark Rober is a former NASA and Apple engineer, who is now a Youtuber and co-founder of TeamTrees.



Elon Musk @Elonmusk

51.7M Followers - Reach 1,156,767 - 26 Posts

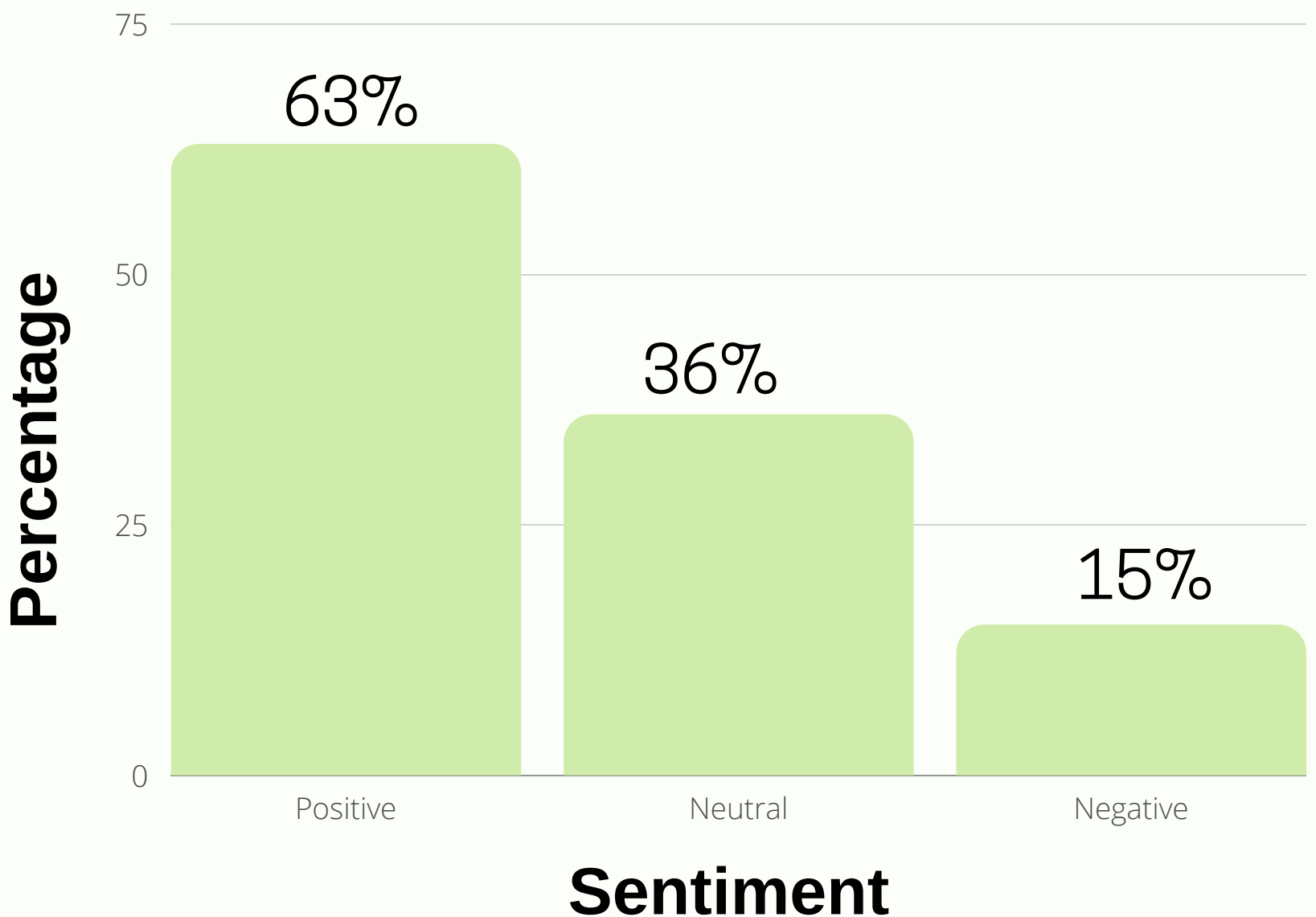
Elon Musk is the co-founder of Paypal, CEO of Tesla, and TeamTrees's largest donor.



Competition

Sentiment Analysis for Twitter

The sentiment breakdown was radically different for the competition data set, though competitors like the Arbor Day Foundation and One Tree Planted do the same thing as Team-Trees (plant trees for donations). The conversations were overwhelmingly positive, with only 1% of conversations being negative. This is an important distinction, because Team Trees's competitors have no bad press and future donors could choose to donate to these other organizations, due to all of these positive conversations in comparison to TeamTrees.



Competition

55% Women
(2,375 authors)
45% Men
(1,949 authors)



Demographics by country were largely the same with the top countries still being the US, UK, India, Canada, and Germany. However, it is important to note that men were the top authors for both the organization and topic data sets, but women are dominating the authorship in the competition data. This changes not only the posts and messages within but also the audience: women tend to write in a style that is more catered toward women and vice versa.

Appendix

Organization Data:

“team trees” OR @teamtreesofficl OR #teamtrees OR Teamtrees OR “Teamtrees.com”

Topic Data:

“Mr. Beast” OR @MrBeastYT OR “Mark Rober” OR @MarkRober “Elon Musk” OR @Elonmusk OR @tobi OR “planting trees” OR conservation OR #conservation OR “save the trees” OR “stop deforestation” OR #stopdeforestation OR earth OR “Earth Day” OR #Earthday OR “Arbor Day” OR #Arborday OR “climate change” OR #savethetrees OR wildlife OR “clean air” OR trees OR #trees OR “donating trees” OR “tree donations”

Competition Data:

“One Tree Planted” OR @onetreeplanted OR “Arbor Tree Foundation” OR #arborday OR @arborday OR #timefortrees OR “Eden Reforestation Projects” OR @eden_reforest OR #Edenprojects OR “Plant for the Planet” OR @Trilliontrees