MusiCares

Social Media Report

ADPR 5750/7750E: Social Media Analytics

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Table of Contents

Executive Summary

Statement of Business Problems

1. MusiCares tweets aren't generating a significant amount of audience engagement despite their large social following. Different types of posts lead to different types of engagement.
2. MusiCares doesn't have any original branded hashtags and instead utilizes general and broad hashtags, which is a driving factor toward their low engagement average.
3. MusiCares doesn't create and post enough original content, resulting in a Twitter feed that is cluttered full of retweets and incorporates little organic tweets.
4. MusiCares has a higher amount of audience engagement of tweets that include videos, although video-based content only account for 9 of the posts in the overall dataset.

KPIS

Key Insights
Provides top-level data, like total mentions an unique authors
Sentiment
Provides the percentage of posts that were positive, negative, or neutral
Mention List
Provides a list of posts in the dataset
Volume Over Time
Provides a timeline of mentions and posts over a length of time
Demographics
Provides basic information on the people in the conversations
Top Tweets/Top Authors
Provides ranking of the most frequent authors/users
Volume By Country
Generates a global heat map to see where conversation is coming from

Executive Summary

Our Goal

Our overall goal for MusiCares is to increase engagement on social media platforms. It would be beneficial for MusiCares to incorporate more mentions, hashtags, and image and video-based content in posts across all social media platforms, but specifically Twitter.

Owned Data Questions

1. What types of image content generates the most engagement?
2. What theme of posts results in the most Twitter retweets?
3. Do Twitter posts about donations to the MusiCares fund get more interaction compared to other post's themes?
4. Do the presence of hashtags in a post make it more interactive and engaging?
5. Can URLs be incorporated into Twitter posts to create more interest?

Earned Data Questions

1. What topics on social media create the most engagement?
2. Which social media platforms talk about MusiCares the most often?
3. What does the post volume of MusiCares' competition look like?
4. What times of the year or what topics generate the most conversations on social media?
5. What is the most common sub-topic associated with supporting musicians on social media?

Recommendations:

More Original Content with Mentions

What to do?

We suggest that MusiCares increase original content with more mentions.

How to do it?

MusiCares should continue interacting with other accounts but create original posts by tagging and mentioning others in their posts. They should take advantage of mentions to increase interactions and engagement.

Why?

A lot of MusiCares posts did not include an image (n=144), URL (n=167), or hashtags (n=210), but these posts seem to get a higher average number of retweets no image average # of retweet = 34.50, no URL average # of retweets = 38.71, and no hashtag average # of retweets = 27.49) These all fall in the first or second slot compared to the other averages of twitter retweets. MusiCares tweets with no mention (n=83) only produced an average number of 9.63 Twitter Retweets. It is clear that when MusiCares mentions other accounts, they receive more engagement. Rather than focusing on mentioning famous musicians (n=186), they could add variety to the mix to include donors with received an average of 68.50 Twitter retweets.

Creating More Focused Hashtags

What to do?

Increase original hashtags in tweets to raise engagement and minimize use of broad hashtags.

How to do it?

Continue to use their general organizational hashtag (#MusiCaresForUs) but also include hashtags pertaining to the topics that MusiCares assists with such as #MusiCaresCovidRelief #MusiCaresRecovery and decrease use of general hashtags like #Twitter

Why?

While MusiCares had a smaller amount of tweets partnering with nonprofits and funds (n=17), these tweets showed the highest amount of engagement (Average of 67.00 RTs). This was because they would tweet things like "MusiCares #coronavirus relief fund". While the tweet is about their fund, it would be beneficial for them to create their own hashtag. This will help users identify the theme of post quicker allowing for easier engagement with tweet. Additionally this allows for better monitoring for tweet engagement since MusiCares currently helps fund a variety financial aspects for musicians. Also MusiCares has a handful of tweets with miscellaneous broad hashtags (n=16) and an underperforming amount of engagement (6.38 Average amount of RTs).

Recommendations:

More Image Content

What to do?
Increase overall engagement by incorporating more video content.
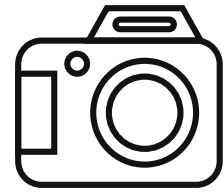
How to do it?
MusiCares should implement more video-based content in their Twitter strategy to increase overall engagement and drive post-link clicks. Specifically, they should include videos of celebrities, artists, donors and other notable figures that partner with MusiCares.

Why?
While MusiCares did not post a lot of tweets that included videos (n=9), the tweets that did include videos had a higher level of engagement as compared to other types of image content. Tweets including videos had an average number of 20 Twitter retweets per post. Contrastingly, tweets with other types of image content, such as images of flyers/graphics (n=36), had an average number of 10.64 Twitter retweets per post. Additionally, tweets including images of artists/donors (n=65), had an average number of 16.42 Twitter retweets per post. Incorporating more video-based content will help MusiCares generate more Twitter engagement overall, which would lead to more awareness, attention and donations.

Share more posts discussing mental health & wellness

What to do?
We suggest that MusiCares use the topic of mental health and wellness in their posts more frequently.

How to do it?
MusiCares should create a hashtag such as #MusiCaresformentalhealth or #MusiCaresmental to distinguish these posts from others in their strategy.

Why?
Through our organization research, we found that mental health and wellness only accounts for 8.67% of the posts surrounding MusiCares' mentions on social media. We believe that MusiCares could benefit from increasing this topic in their own posts to increase engagement and impressions. Mental health and wellness could also lean into the addiction recovery that we also researched in our topic dataset in relation to supporting musicians. Mental health is a very important topic and it would be beneficial to include it into a world of musicians who may be struggling mentally in a variety of capacities.

Recommendations:

More Conversations about Financial Contributions

What to do?

We suggest that MusiCares create more posts reminding the public of positive contributions from the MusiCares community.

How to do it?

Create engaging, yet informative content and graphics that showcases financial contributions and donations from the MusiCares community across all platforms.

Why?

Based on conversations across MusiCares' social media platforms, we found that conversations about financial contributions from donors, artists, celebrities and others in the MusiCares community performed well and resulted in high audience engagement. However, conversations about financial support and relief only accounted for about 9.65% of all posts in the data set. We think that incorporating more posts within this topic, and specifically highlighting contributions from donors and others within the MusiCares community, will generate a significant amount of engagement and impressions among users.

More Celebrities & Artists

What to do?

We suggest that MusiCares takes advantage of incorporating more collaborations with celebrities to boost earned data.

How to do it?

Partner with famous musicians involved in philanthropy with performance events that operate in phases: twitter reply party, online concert, and memorabilia auction.

Why?

After analyzing data surrounding conversations across social media, we found that conversations about famous musicians performing online performed well and resulted in high audience engagement. Conversations surrounding MusiCares and charity concerts and auctions make up 11.47% of all organization data set. We believe that MusiCares should create more posts and events that operate in more deliberate phases, this will not only help boost earned data for MusiCares but also help generate donations for the organization as well.

Data Overview

Throughout our analysis of MusiCares, we were able to use both owned and earned datasets.

Owned Data Overview

We examined 313 original tweets spanning across a 13 month period, between January 2020 and February 2021. When analyzing the tweets, we explored the relationship between certain content categories and twitter retweets. By using twitter retweets as our measurement of engagement, we were able to determine which aspects of MusiCares' tweets were associated with higher/lower levels of engagement. Listed below are the questions we explored throughout our analyzation process.

Earned Data Overview

We analyzed MusiCares' presence across their three top-performing social media platforms, Twitter, Tumblr, and Reddit. Next, we analyzed themes around certain topics relevant to MusiCares, including: COVID-19 relief, financial relief, addiction recovery, saving our stages, charity events and mental health. In this search, our goal was to find out what sparks conversations about these topics, how users discuss these themes, and potential conversations that MusiCares can engage in that they aren't already. Lastly, we explored how MusiCares' social media compares to their competition on Twitter. Our time frame for all of these searches took place over a 13 month period, from January 1, 2020 to February 1, 2021.
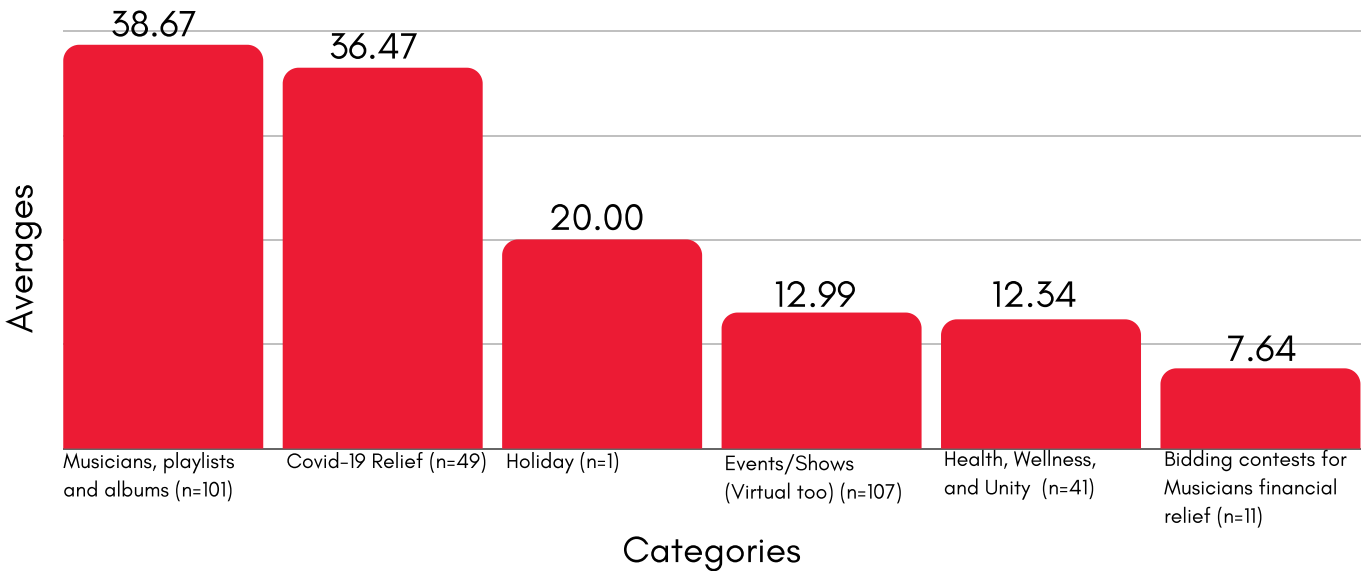
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Analyzing Owned Data

Theme

Average Number of Twitter Retweets by Theme

| 38.67 | 36.47 | 20.00 | 12.99 | 12.34 | 7.64 |

Averages (y-axis)

| Musicians, playlists and albums (n=101) | Covid-19 Relief (n=49) | Holiday (n=1) | Events/Shows (Virtual too) (n=107) | Health, Wellness, and Unity (n=41) | Bidding contests for Musicians financial relief (n=11) |

Categories (x-axis)
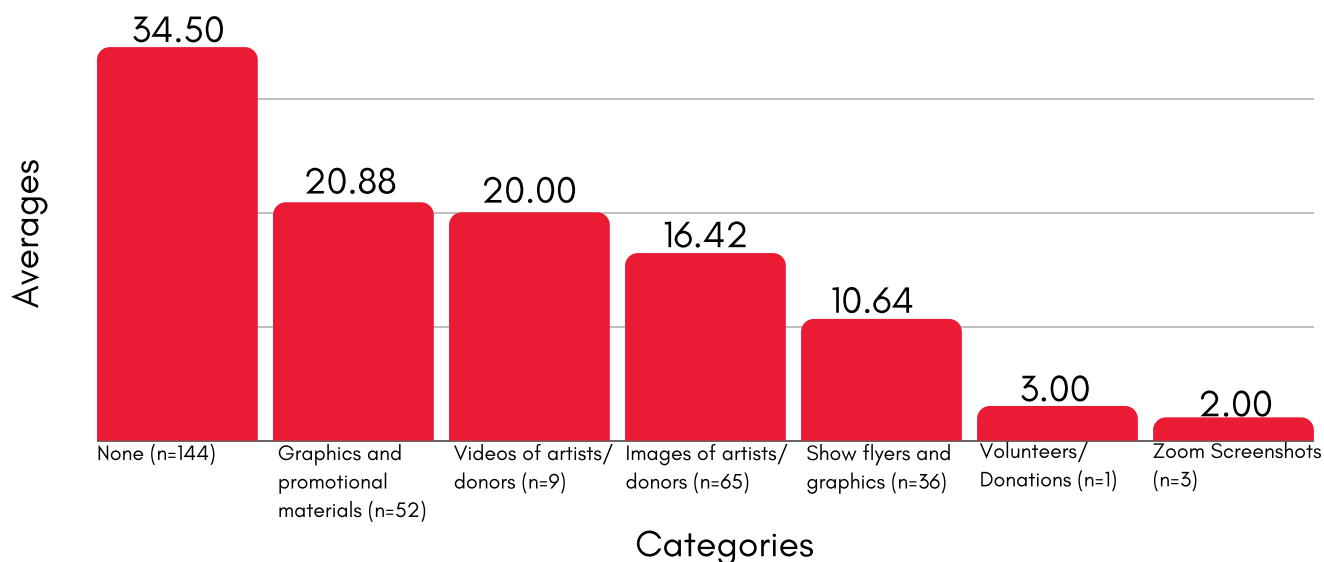
Theme	Average Number of Twitter Retweets by Theme
Musicians, playlists, and albums (n=101)	38.67
Covid-19 Relief (n=49)	36.47
Holiday (n=1)	20.00
Events/shows (Virtual too) (n=107)	12.99
Health, Wellness, and Unity (n=41)	12.34
Bidding contests for Musicians financial relief (n=11)	7.64

Key Findings

While MusiCares' largest theme of post was events and shows (n=107), they only counted for an average of 12.99 retweets. Compare this to the highest performing type of theme engagement, musicians + playlists + albums (n=101), which received an average number of 38.67 retweets.

Image Content
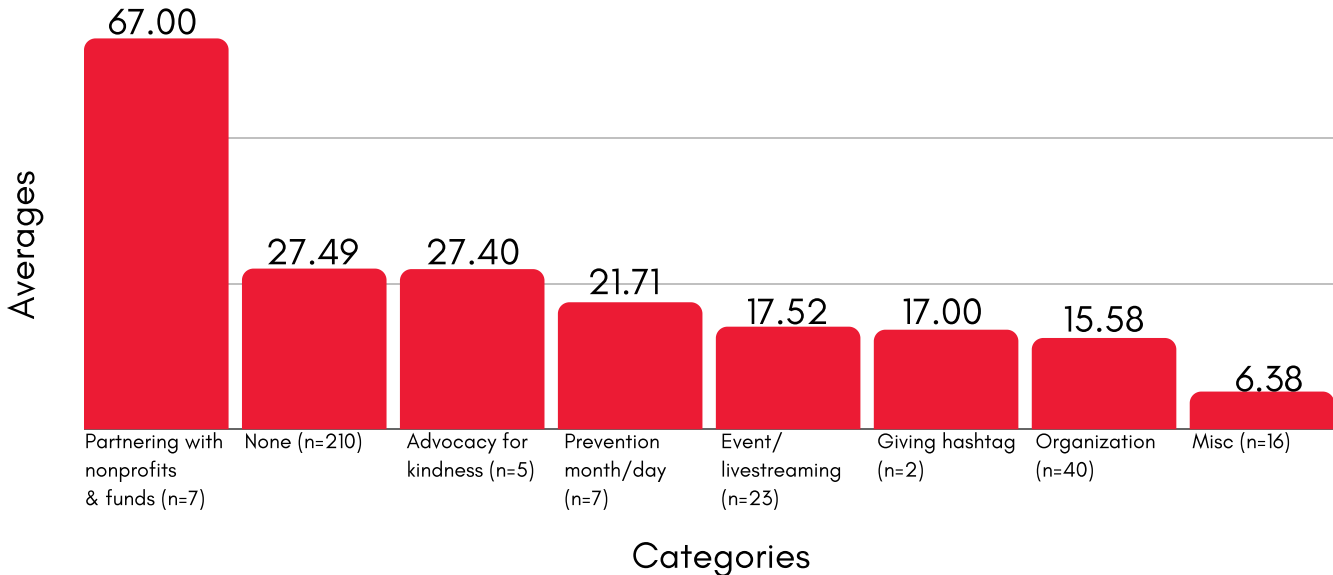
Average Number of Twitter Retweets by Image Content

Averages

Category	Value
None (n=144)	34.50
Graphics and promotional materials (n=52)	20.88
Videos of artists/donors (n=9)	20.00
Images of artists/donors (n=65)	16.42
Show flyers and graphics (n=36)	10.64
Volunteers/Donations (n=1)	3.00
Zoom Screenshots (n=3)	2.00

Categories

Type of Image Content	Average Number of Twitter Retweets by Image Content
None (n=144)	34.50
Graphics and promotional materials (n=52)	20.88
Videos of artists/donors (n=9)	20.00
Images of artists/donors (n=65)	16.42
Show flyers and graphics (n=36)	10.64
Volunteers/Donations (n=1)	3.00
Zoom Screenshots (n=3)	2.00

Key Findings

What sticks out the most is the fact that MusiCares' tweets with no images lead in both total number of retweets (n=144) and average number of retweets (~34.50) in the image content data. The second largest total number of retweets in the image content data is images of artists/donors (n=65). However, images of artists/donors only gets and average of 16.42 retweets, which is interesting.

Hashtag Type

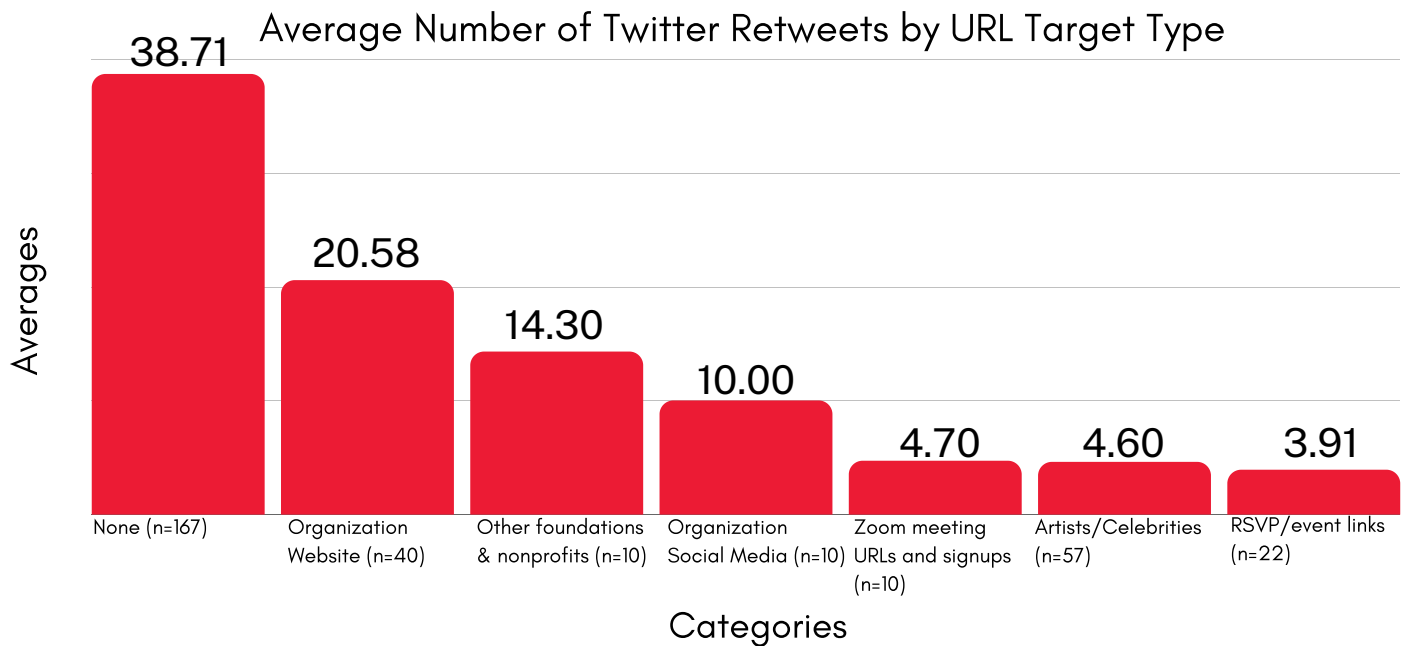## Average Number of Twitter Retweets by Hashtag Type

Hashtag Type	Average Number of Twitter Retweets by Hashtag Type
Partnering nonprofits and funds (n=7)	67.00
None (n=210)	27.49
Advocacy for kindness (n=5)	27.40
Prevention month/day (n=7)	21.71
Event/livestreaming (n=23)	17.52
Giving hashtag (n=2)	17.00
Organization hashtag (n=40)	15.58
Misc (n=16)	6.38

Key Findings

More often than not, MusiCares doesn't utilize hashtags in their tweets at all (n=210). However, we found that hashtags of partnering nonprofits and funds yielded the greatest number of retweets in comparison to the other hashtag types, although they were only utilized across 7 posts total. The lowest engaged type of hashtag fell into the miscellaneous category, which had an average number of retweets of ˜6.38 retweets.

URL Target Type

Average Number of Twitter Retweets by URL Target Type

Averages

38.71 — None (n=167)
20.58 — Organization Website (n=40)
14.30 — Other foundations & nonprofits (n=10)
10.00 — Organization Social Media (n=10)
4.70 — Zoom meeting URLs and signups (n=10)
4.60 — Artists/Celebrities (n=57)
3.91 — RSVP/event links (n=22)

Categories

URL Target Type	Average Number ofTwitter Retweets by URL Target Type
None (n=167)	38.71
Organization Website (n=40)	20.58
Other foundations & nonprofits (n=10)	14.30
Organization Social Media (n=10)	10.00
Zoom meeting URLs and signups (n=10)	4.70
Artists/Celebrities (n=57)	4.60
RSVP/event links (n=22)	3.91

Key Findings

Most of MusiCares tweets didn't include a URL at all (n=167). To add, tweets that didn't include URL's also had the highest average of twitter retweets at ~38.71 retweets. The second most engaged type of URL was the organization website (n=40), which had an average of ~20.58 twitter retweets. However, we found that the artists/celebrities URL category, which was the second most common type of URL tweeted by MusiCares (n=57), had a very low engagement rate at an average of ~4.60 of twitter retweets.

Mention Type

Average Number of Twitter Retweets by Mention Type

Averages

	68.50	31.69	23.79	23.30	22.31	9.63	3.00

Donors (n=2)   Famous Musicians (n=186)   Themselves (n=14)   Other non-profits & funds (n=10)   Entertainment Companies (n=13)   No Mention (n=83)   Affiliated People (Panelists) (n=2)

Categories
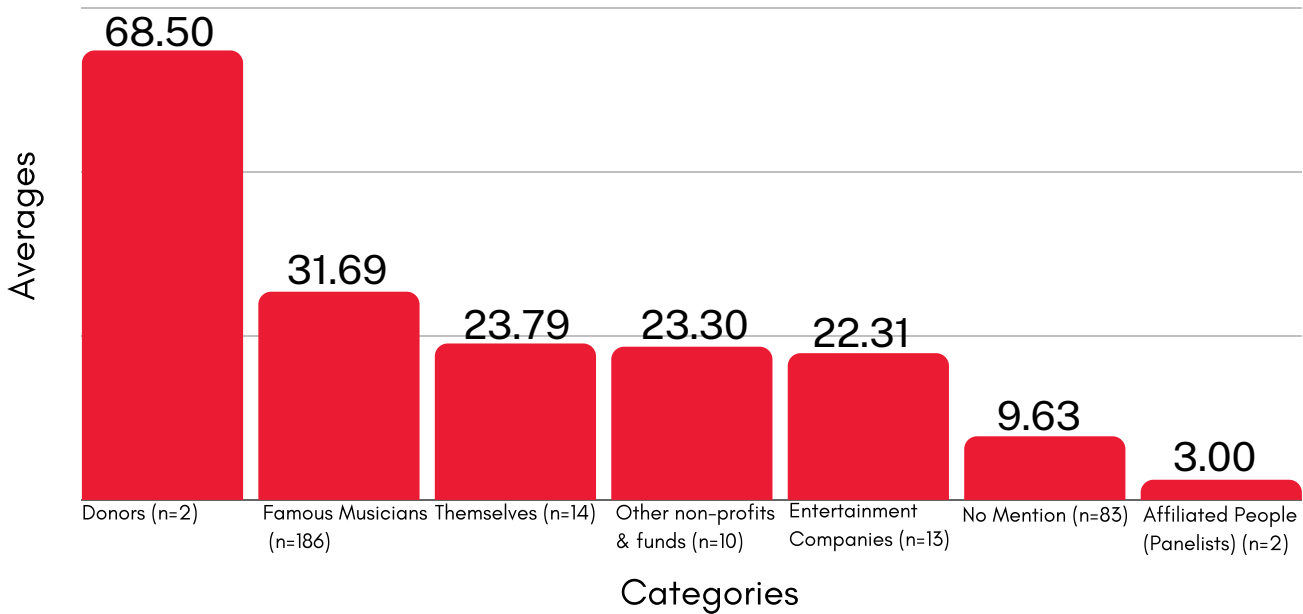
Mention Type	Average Number of Twitter Retweets by Mention Type
Donors (n=2)	68.50
Famous Musicians (n=186)	31.69
Themselves (n=14)	23.79
Other non-profits & funds (n=10)	23.30
Entertainment Companies (n=13)	22.31
No Mention (n=83)	9.63
Affiliated People (Panelists) (n=2)	3.00

Key Findings

The 'Donors' Mention Type was a total of 2 tweets but received the highest number of engagement (Average RTs of 68.50). Despite having n=83, 'No Mention' Mention type was the second lowest performing in engagement (Average RTs of 9.63).

Analyzing Earned Data

Organization Insights

Conversations on Social Media

COVID-19

24.87% of all posts in the organization data set involved conversation surrounding COVID-19 relief, funds and donations (n= 5,146 posts).

Finances and Funds

14.68% of all posts in the organization data set involved conversation surrounding financial relief, financial supports, donations, funds and grants (n= 3,038 posts).

Charity Events and Concerts

11.76% of all posts in the organization data set involved conversation surrounding charity concerts, charity events, charity livestreams or auctions (n= 2,352 posts).

Mental Health and Wellness

8.67% of all posts in the organization data set involved conversation surrounding mental health, wellness, unity and recovery (n= 1,794 posts).

Organization Insights

Twitter

When analyzing conversations about MusiCares, we found that Twitter accounts for 19,217 of these posts. Conversations about MusiCares are most prominent on Twitter compared to other social media platforms. The majority of posts about MusiCares' in our time period were related to The 2020 Grammys and Covid-19. We see a large spike of approximately 2,786 posts on January 20, 2020. This was the beginning of Grammy week that year. Another spike we see is on March 30, 2020 with 2,282 posts. This is around two weeks after our world went into lockdown because of Covid-19. Posts about MusiCares' were typically aimed towards Covid relief funds, donations, and the pandemic during this time.

Additionally, posts from Twitter had an interesting breakdown in terms of geographical location. According to Brandwatch, 51% of MusiCares' Twitter mentions derived from the United States. This makes sense because the majority of their events and opportunities are located in the USA. The next location with a large percentage is Japan with 14% of MusiCares' posts. It is also interesting to note that the majority of MusiCares' posts on Twitter were neutral in terms of sentiment at 65%.

Twitter Demographics

57% **43%**
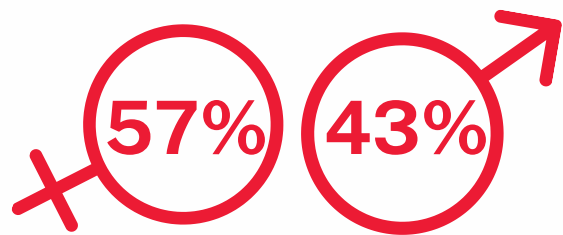
Of the total tweets about MusiCares, 57% came from female users.

Professor 7.7%
Journalist 14.1%
Executive 17.9%
Artist 60.3%

Neutral 54.2%
Positive 44.2%
Negative 1.7%

Japan 21.5%
USA 78.5%
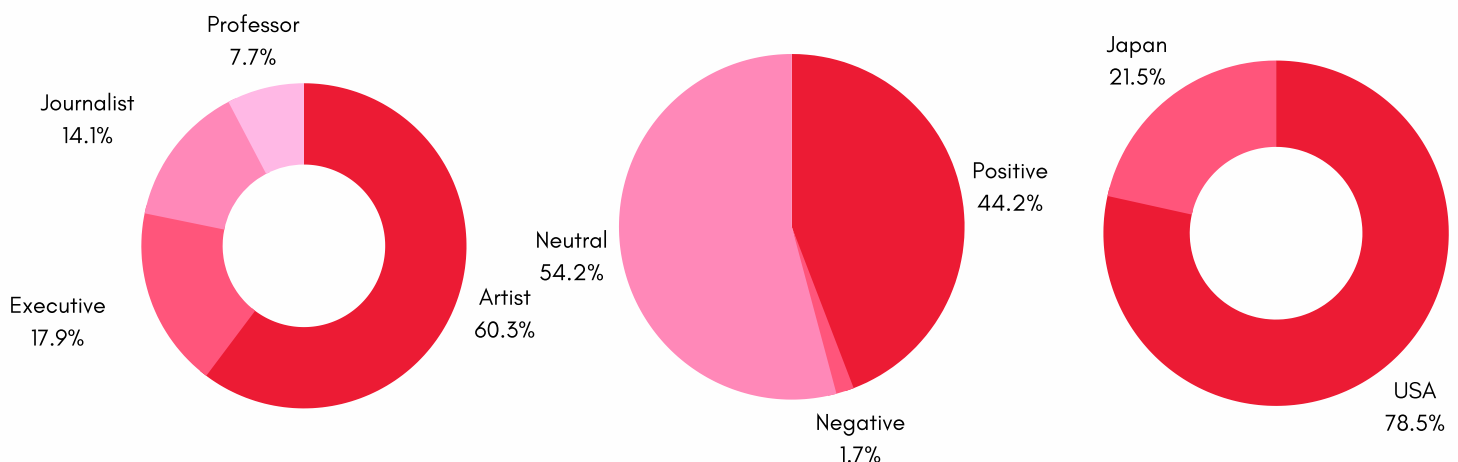
Organization Insights

Tumblr t

Tumblr accounts for 343 posts of the total volume. We see a spike of 102 posts on January 20, 2020, which is very similar to our Twitter findings. The majority of the MusiCares' Tumblr mentions were centered around Aerosmith and Run-D.M.C's performance of "Walk This Way" for the 2020 Grammys along with Aerosmith being nominated as MusiCares' Person of the Year.

Reddit

Positive
17%

Negative
14%

Neutral
69%
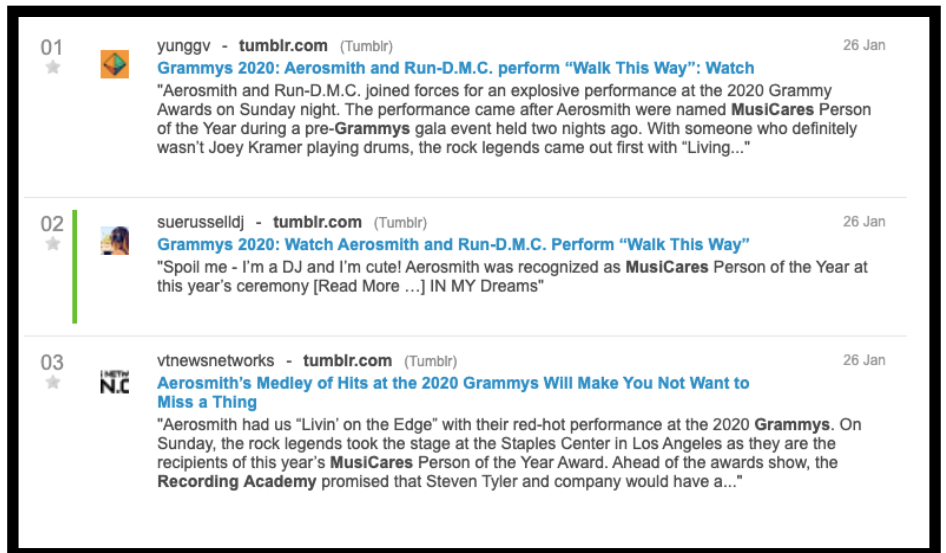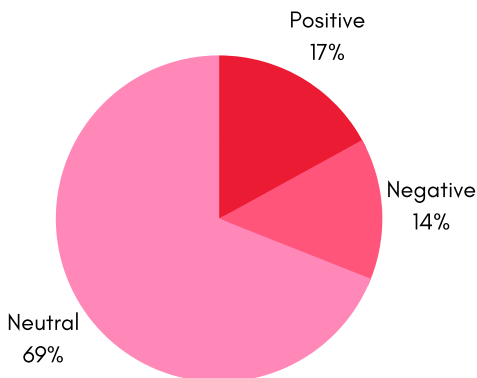
Reddit accounts for 52 posts of the total volume. The largest spike in posts occurs on March 16, 2020. The main conversation from this source was about MusiCares' Covid-19 Relief Fund for music industry members. The posts on Reddit had an interesting breakdown in terms of sentiment. Compared to other social media platforms, Reddit had higher percentages of both positive and negative sentiment. We see 17% positive sentiment posts and 14% negative sentiment posts.

Topic Insights: Supporting Musicians

Conversations on Social Media

COVID-19

43.15% of all posts in the topic data set involved conversation surrounding COVID-19, COVID-19 relief and COVID-19 relief funds (n=223,896 posts).

Addiction Recovery

23.28% of all posts in the topic data set involved conversation surrounding addiction, addiction recovery, rehabilitation and alcohol and drug recovery (n=73,239 posts).

Save Our Stages

18.57% of all posts in the topic data set involved conversation surrounding save our stages or supporting live music (n=172,148 posts).

Financial Relief

9.65% of all posts in the topic data set involved conversation surrounding financial relief, financial recovery, funds, donations & grants (n=36,391 posts).
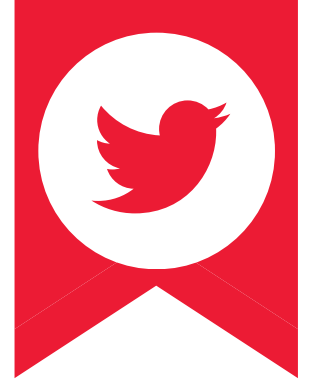
Supporting Musicians
The Conversation on Twitter.com

Twitter accounts for 638,499 of the total volume of posts associated with our supporting musicians boolean.

Save Our Stages

There are 172,148 tweets associated with the Save Our Stages topic, making up approximately 26.96% of all tweets in the topic data set. There was a large spike in tweets regarding the Save Our Stages topic on October 12, 2020, largely due to conversation around Miley Cyrus' new cover of "Zombies" by The Cranberries. Additionally, 20% of all tweets regarding the COVID-19 topic were of positive sentiment, while 77% of them were of neutral sentiment and only 3% of them were of negative sentiment. The top used hashtags among these posts were #saveourstages, #supportlivemusic and #sosfest.
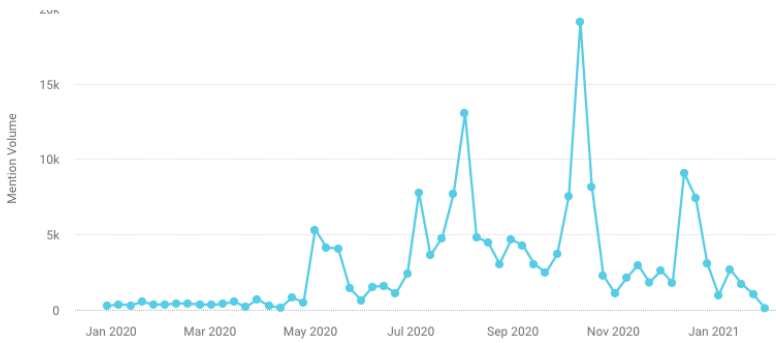
> **mcsbrokenheart (💔) @mcsbrokenheart** 18 Oct
> RT @MidnightSkyMC [DOWNLOAD] MTV UNPLUGGED: Backyard Sessions & **Save Our Stages** Fest (Live from Whisky A Go Go) BYS: https://t.co/et1sgYEx1o SOSF: https://t.co/t6JvdEmuCA covers by: @fightformiley, @toddysdeadpetz & @mileychronology thank you!! https://t.co/2U0joadOdG

> **Dantheman2039 (Dann)** @Dantheman2039 18 Oct
> RT @PopCrave .@MileyCyrus has released her cover of "Zombie" by The Cranberries from #SaveOurStages on official YouTube page. Watch: https://t.co/sTZM2VQvKR https://t.co/O3ghSz6kDa

COVID-19

There are 223,896 tweets associated with the COVID-19 topic, making up approximately 35.07% of all tweets in the topic data set. There was a large spike in tweets regarding the COVID-19 topic on January 25, 2021, due to conversation around a BTS charity relief auction for MusiCares. Additionally, 25% of all tweets regarding the COVID-19 topic were of positive sentiment, while 70% of them were of neutral sentiment and only 5% of them were of negative sentiment. The top used hashtags among these posts were #covid19, #BTS and #saveourstages.
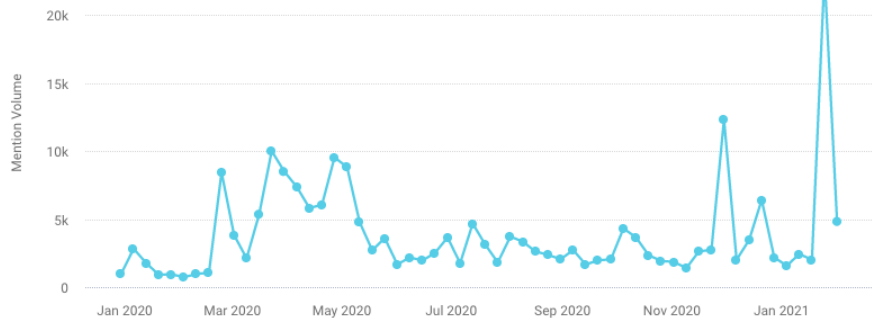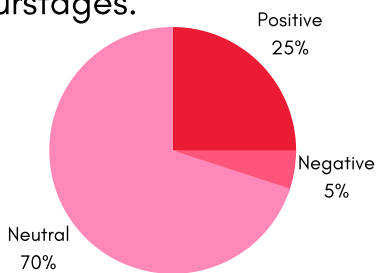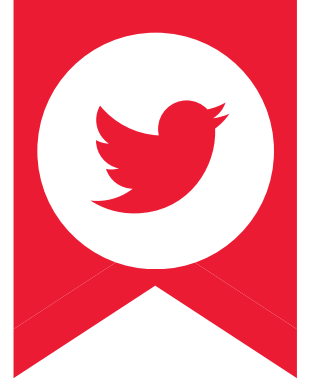
Supporting Musicians

Addiction Recovery

There are 73,239 tweets associated with the Addiction Recovery topic, making up approximately 11.47% of all tweets in the topic data set. There was a large spike in tweets regarding the Addiction Recovery topic on August 17, 2020, largely due to conversation around American political Gabby Giffords tweet about undergoing music therapy. Additionally, 26% of all tweets regarding the COVID-19 topic were of positive sentiment, while 63% of them were of neutral sentiment and only 11% of them were of negative sentiment. The top used hashtags among these posts were #recovery, #music and #saveourstages.
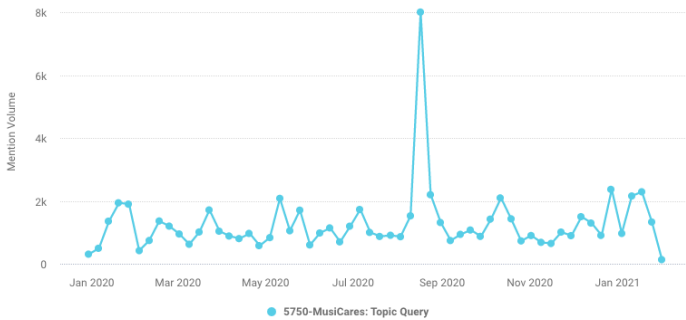
RandiBeyerlRN (Randi Beyerl) @RandiBeyerlRN   23 Aug
RT @GabbyGiffords Not many people know that I play the French horn. I hadn't played since I was child. But after I was shot, I started speech therapy, physical therapy, and music therapy. Relearning an instrument has been a huge part of my **recovery**, and I'm getting stronger every day. https://t.co/9u4yecQIil

Tags: Mental Health (MusiCares)

MusicEbook (Music Therapy E-books / Rachel See) @MusicEbook   23 Aug
RT @GabbyGiffords Not many people know that I play the French horn. I hadn't played since I was child. But after I was shot, I started speech therapy, physical therapy, and music therapy. Relearning an instrument has been a huge part of my **recovery**, and I'm getting stronger every day. https://t.co/9u4yecQIil

Tags: Mental Health (MusiCares)

Financial Relief

There are 36,391 tweets associated with the Financial Relief topic, making up approximately 5.69% of all tweets in the topic data set. There were two large spike in tweets regarding the Financial Relief topic on March 16, 2020, due to conversation around a Kenny Rogers donation fund, and on April 27, 2020, due to conversation around a COVID-19 relief concert. Additionally, 18% of all tweets regarding the COVID-19 topic were of positive sentiment, while 80% of them were of neutral sentiment and only 2% of them were of negative sentiment. The top used hashtags among these posts were #saveourstages, #covid19 and #sosfest.
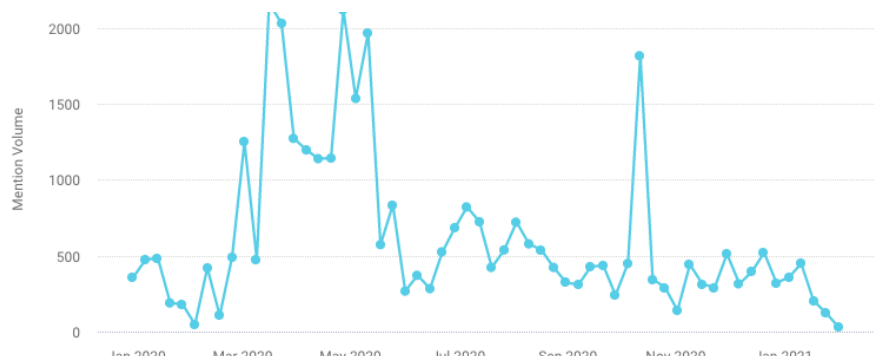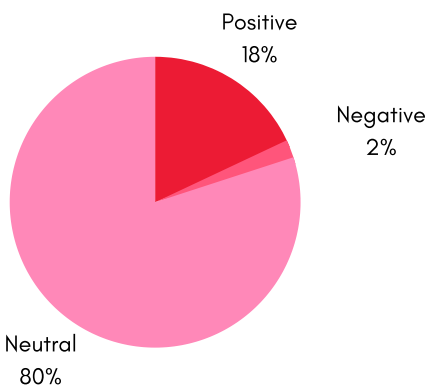
Supporting Musicians
Spike Analysis

Aug. 9, 2020

Oct. 18, 2020

Jan. 25, 2021
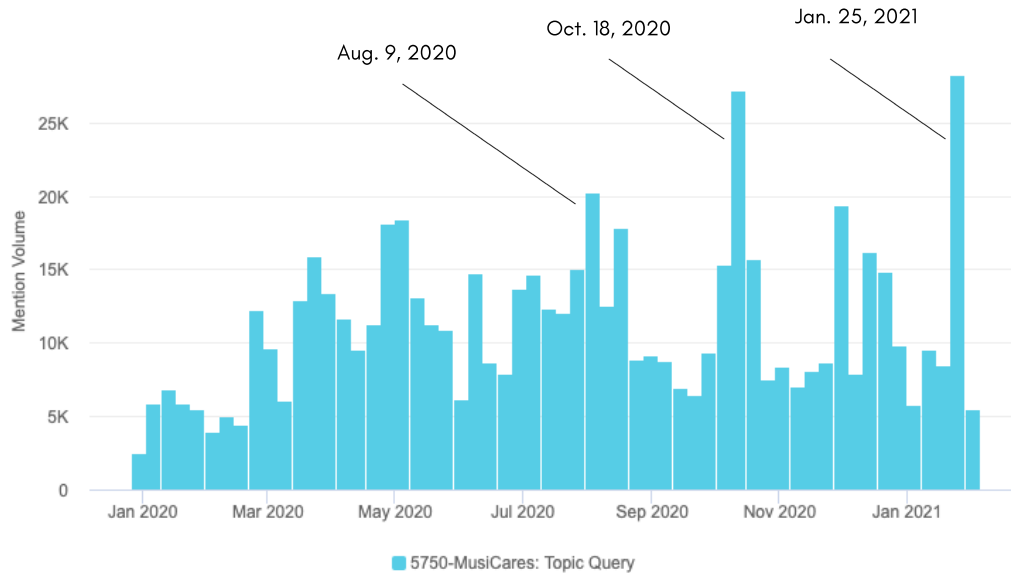
August 9, 2020

Mention volume was 71% higher than normal (n = 25,089), driven by tweets surrounding musical group Wayward Dawn and their livestream on BarbWiresRadio in support for musicians and artists in need. Users were tweeting their excitement for their livestream and retweeting the BarbWiresRadio tweet promoting the livestream.

October 18, 2020

Mention volume was 89% higher than normal (n=31,921), driven by tweets surrounding Joe Biden's televised Beastie Boys ad that ran during Sunday night football and advocated for saving our stages. Users were tweeting their praise for the ad campaign and encouraged other users to take action to save our stages and help musicians in need.

January 25, 2021

Mention volume was 93% higher than normal (n=32,908), driven by tweets surrounding Grammy-nominated K-pop band BTS and their donation of the costumes they wore in the music video of their mega-hit song "Dynamite." Users were retweeting MusiCares' tweet highlighting the band's donation to their charity relief auction.
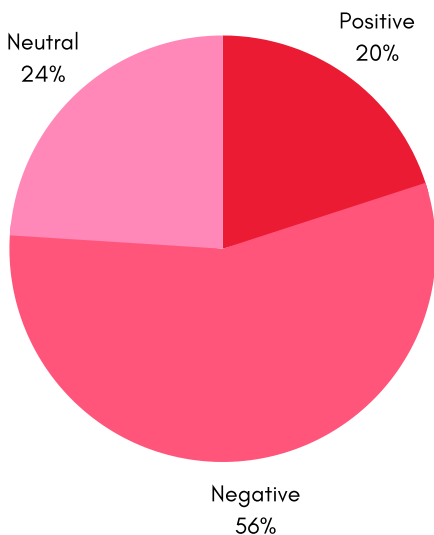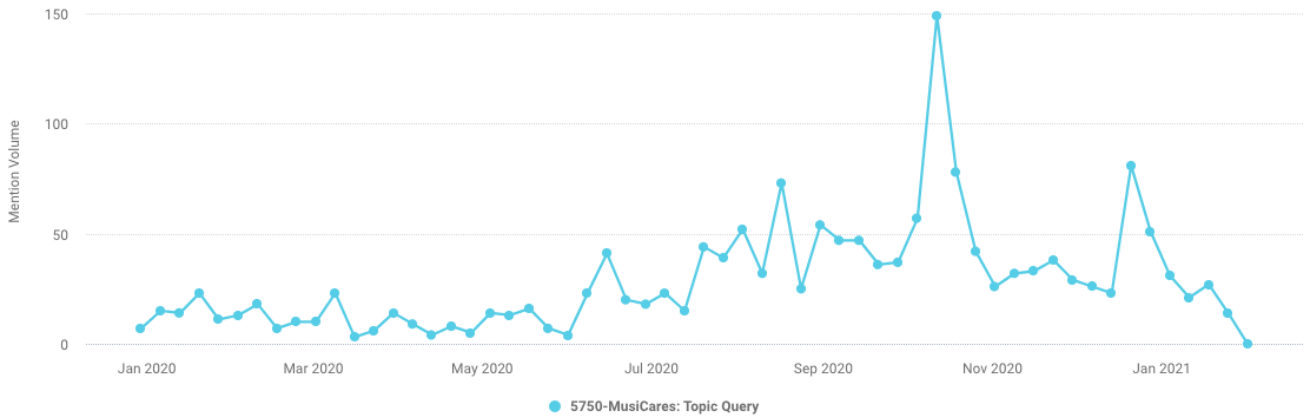
Supporting Musicians
The Conversation on Tumblr.com

Tumblr accounts for 96,322 of the total volume of posts associated with our supporting musicians boolean.

Save Our Stages

We can see 1,638 posts on Tumblr associated with the Save Our Stages topic. There was a spike in Save Our Stages mentions on Tumblr on October 18, 2020. The spike seems to occur because of a shared Instagram post of a Miley Cyrus performance at the SOS festival.

xlive4us - **tumblr.com** (Tumblr)   18 Oct
"Queen @mileycyrus backstage at #saveourstages #SOSfest 💙😤🥵
https://www.instagram.com/p/CGgrt7qpYKO/?igshid=1agpjv7pjcpqz"

ultimatemiley23 - **tumblr.com** (Tumblr)   18 Oct
"Queen @mileycyrus backstage at #saveourstages #SOSfest 💙😤🥵
https://www.instagram.com/p/CGgq65bJZIK/?igshid=7x4vfgv8bahv"

captain-bawo-love - **tumblr.com** (Tumblr)   18 Oct
Watch Miley Cyrus Cover the Cranberries' "Zombie"
"Watch Miley Cyrus Cover the Cranberries' "Zombie" She also performed the Cure's "Boys Don't Cry" and her own track "Midnight Sky" for the **Save Our Stages** Fest Source View On WordPress"

Mention Volume — 150, 100, 50, 0 — Jan 2020, Mar 2020, May 2020, Jul 2020, Sep 2020, Nov 2020, Jan 2021

● 5750-MusiCares: Topic Query

Neutral 24%
Positive 20%
Negative 56%

COVID-19

We can see 65,363 posts on Tumblr associated with COVID-19 in terms of supporting musicians. Since many musicians couldn't tour in 2020 due to COVID-19, many lost their main source of income. It is interesting to notice the change in sentiment of posts related to COVID-19 compared to posts of simply supporting musicians.
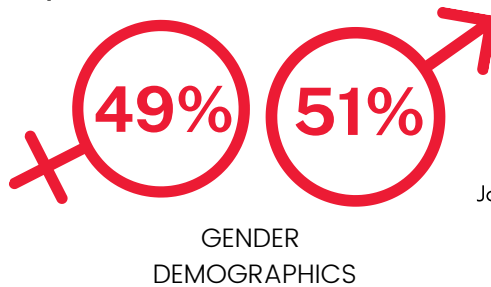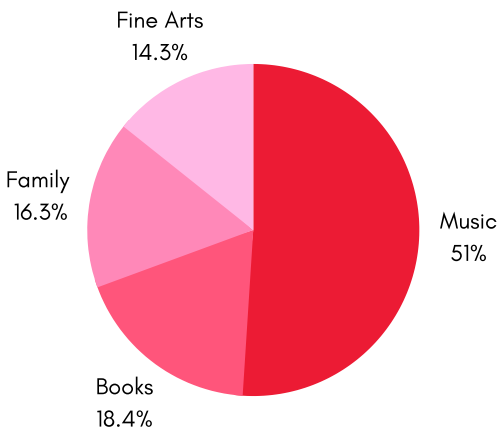
Supporting Musicians

Addiction Recovery

We can see 34,591 posts on Tumblr associated with addiction recovery in terms of supporting musicians. There is a large notable percentage of Tumblr posts about addiction recovery in the United States at 71%.
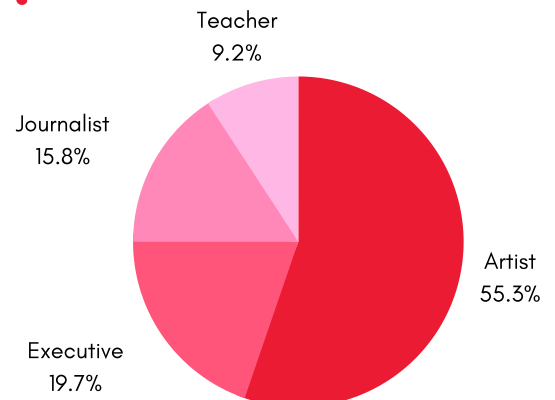

Total Mentions 33K

| 0 Mentions | 1-5 | 6-30 | 31-200 | 201-800 | 801-24K |
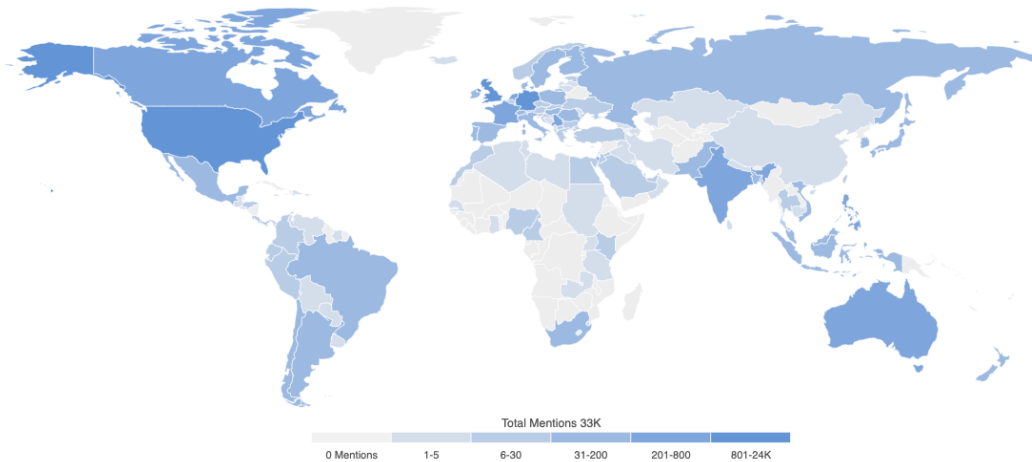
Financial Relief

On Tumblr, there were 7,239 posts associated with the financial relief related to supporting musicians. In terms of demographics, females accounted for 49% of posts on Tumblr while males accounted for 51%. Most of the posts were made by artists in the industry as well.

TOP INTERESTS

Fine Arts
14.3%

Family
16.3%

Music
51%

Books
18.4%

49% 51%

GENDER
DEMOGRAPHICS

TOP PROFESSIONS

Teacher
9.2%

Journalist
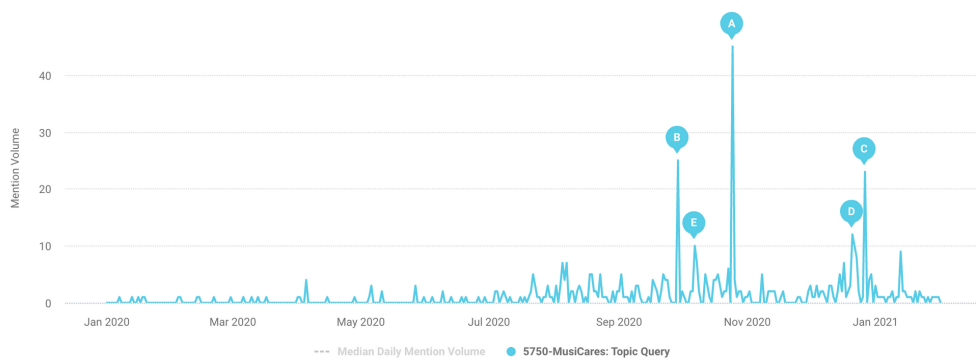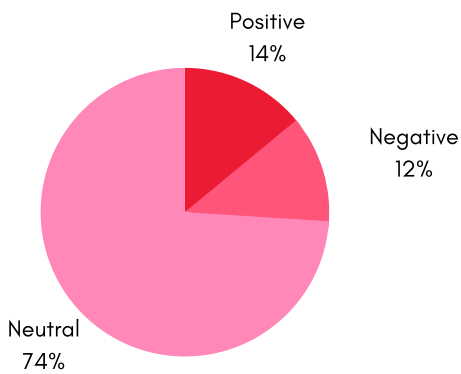15.8%

Executive
19.7%

Artist
55.3%

Supporting Musicians
The Conversation on Reddit.com

Reddit accounts for 40,003 of the total volume of posts associated with our supporting musicians boolean.

Save Our Stages

There are 493 posts associated with the Save Our Stages topic, this makes up 1% of all posts in the topic data set. In late October, there was a large spike associated with the Save Our Stages topic about Miley Cyrus's cover of "Zombie" by The Cranberries. Overall with posts regarding Save Our Stages topic, there was a 14% positive sentiment and 53% of the audience was made up of male users.

Positive
14%

Negative
12%

Neutral
74%

--- Median Daily Mention Volume   ● 5750-MusiCares: Topic Query

COVID-19

Neutral
24%

Positive
46%

Negative
30%

50% 50%

There are 22,818 posts associated with the COVID-19 topic, this makes up 57.0% of all posts in the topic data set. Most spikes were categorized as "no distinct drivers" by Iris on Brandwatch. However, we noticed a trend in Reddit users seeking out Meditation Music for stress relief. "Stress Relief" was the biggest word associated with this topic query, there was an even split of men and women interacting within this query. The biggest spike associated with the Meditation Music posts was on August 4th, 2020, this day was associated with an announcement of a large American COVID-19 death toll, reopening of schools, and the explosion in Beirut, Lebanon.
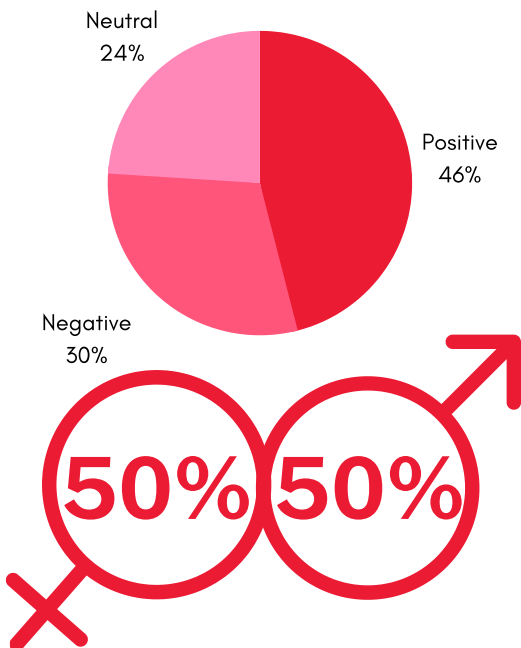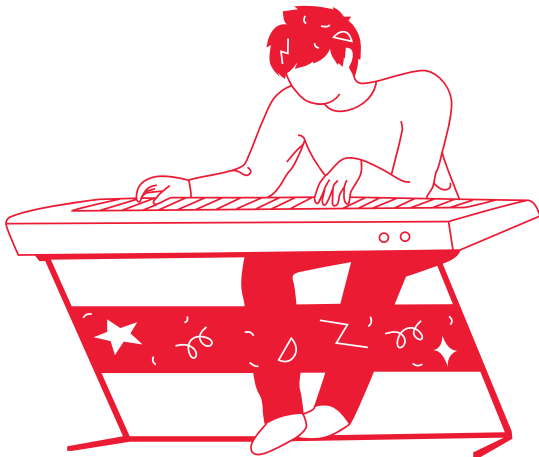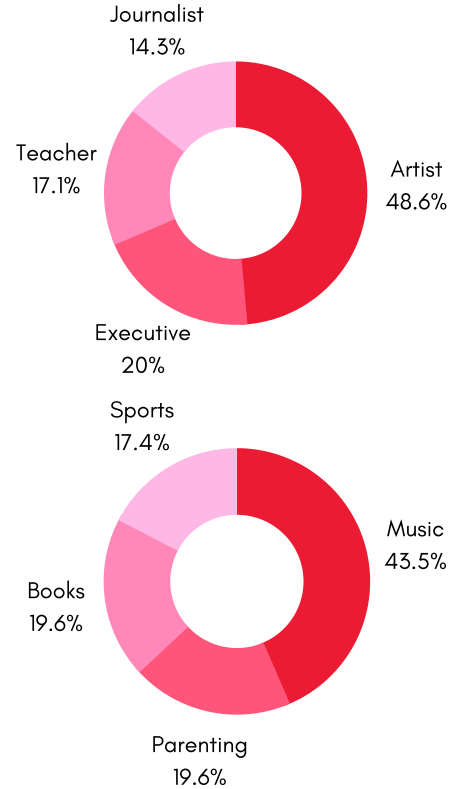
Supporting Musicians

Addiction Recovery

There are 14,729 posts associated with the Addiction Recovery topic, this makes up 36.8% of all posts in the topic data set. On July 11th 2020, the top trending posts were about Tony Hawk's documentary, Humanity Stoked. The documentary focuses on a variety of individuals and their love for skateboarding. which features commentary on drug addiction and recovery. The documentary was promoted on Reddit because the documentary's target audience with 52% men and 34% of users being involved in the Creative field and 20% of users being interested in music.

Journalist
14.3%

Teacher
17.1%

Artist
48.6%

Executive
20%

Sports
17.4%

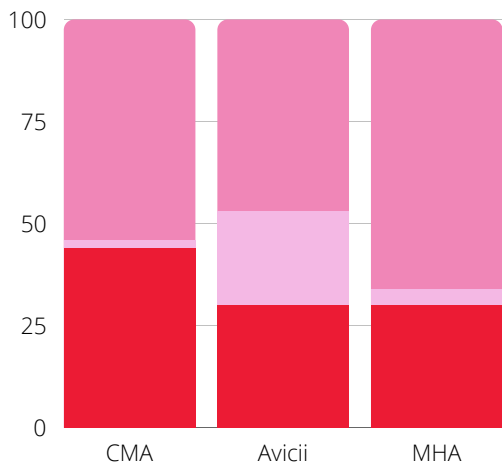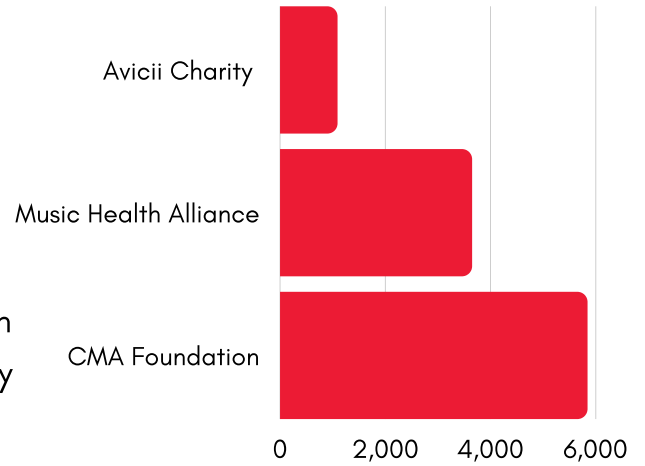Music
43.5%

Books
19.6%

Parenting
19.6%

Financial Relief

There are 1,993 posts associated with the Financial Relief topic, this makes up 4.97% of all posts in the topic data set. While the top Reddit posts weren't relevant to our topic query, we did note that in the Topics Wheel of the Financial Relief topic, there were conversations about "Music Funds" and "Relief Funds" were happening on Reddit.com. We also noticed that 25% of users are interested in Music while 42% of users are involved in the Creative field.

42% of Reddit users who are engaging in conversations about financial relief are Artists.

Competition Insights: Twitter

Post Volume

Post volume in the non-profit musicians relief category has a definite leader in terms of volume. Our Competition data set had a total of 10,790 posts on Twitter. The CMA Foundation leads the category with 5,835 of these total posts. In second is the Music Health Alliance with 3,642 of the total posts, and Avicii Charity comes in last with 1,085 of these total posts.


Sentiment

Regarding the sentiment of posts, the CMA Foundation has the most positive posts at 44%. The Avicii Charity and Music Health Alliance are tied in the amount of positive posts at 30%. However, the the Avicii Charity had the most negative posts at 23%. This is likely linked to their frequent use of negative words such as "suicide," "stigma," "struggle," and "issues." The CMA Foundation's high positivity can likely be linked to their involvement in public school music education and their partnerships with country artists and celebrities.

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Demographics

While observing the demographics from competition posts, Music Health Alliance leads with engaging both gender demographics equally in posts about charity merchandise and collaborations with Spotify and Dave Matthews Band. The CMA foundation's demographics were mostly women with the most activity being in early April 2020. The Avicii Charity did not have enough posts for Brandwatch to analyze.

Competition Gender Demographics

27
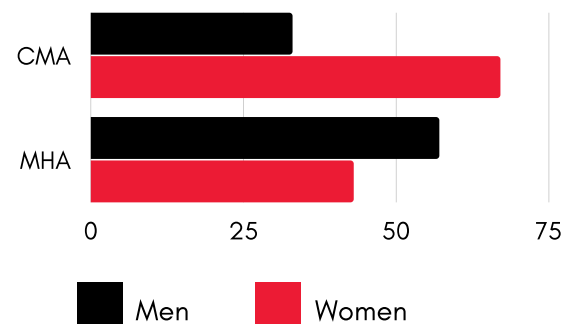
Top Influencers

To determine which users have the most impact and influence on MusiCares' audience, we analyzed top Twitter influencers within our topic dataset. Although the top influencers we found were not very active within the dataset, their high number of followers, high average impact score, and high average reach proved them to be the most influential as compared to other top authors within the topic dataset.

@TeamAriana

Twitter Followers: 416.8K
Average Impact Score: 99.5
Average Reach: 2,861,621
Total Mentions: 1

@TeamAriana's Most Interacted Tweet

@GabbyGiffords' Most Interacted Tweet

@GabbyGiffords

Twitter Followers: 378.6K
Average Impact Score: 99.2
Average Reach: 3,731,482
Total Mentions: 1
.

@Bose

Twitter Followers: 226.2K
Average Impact Score: 98.8
Average Reach: 973,033
Total Mentions: 1

@Bose's Most Interacted Tweet