

# Make-A-Wish®

ADPR 5750 SOCIAL MEDIA ANALYTICS

Spring 2021

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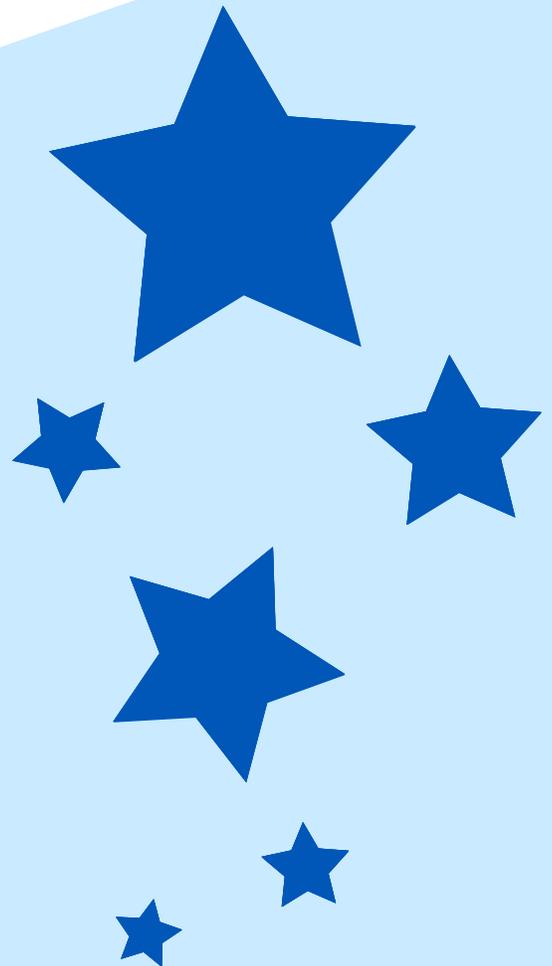
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# EXECUTIVE SUMMARY



## STATEMENT OF BUSINESS PROBLEMS

- 1 Make-A-Wish has little retweets when the tweet includes a donation link. Tweets that are centered around donations to the Make-A-Wish organization have little to no engagement.
- 2 Make-A-Wish links that lead back to their website homepage or other forms of social media have little engagement resulting in a lower search engine optimization.
- 3 While many of their tweets have a positive or neutral sentiment, the term “wish kid” has become associated with a negative context. Popular tweets concerning Make-A-Wish are mostly consistent of derogatory terms and jokes.
- 4 @MakeAWish embeds images in 74% of their posts, but the 12% of posts with embedded videos garnered the highest engagement out of all their posts. Despite the exponential engagement of posts with videos, there's a lack video content.
- 5 @MakeAWish doesn't use hashtags in their posts often yet posts that include hashtags receive higher average retweets overall.

### TOP RECOMMENDATIONS

1. We recommend expanding partnerships past brands and corporations to celebrities and public figures with large followings.
2. We recommend that Make-A-Wish uses unique tactics, such as hashtags, to distinguish themselves, their content, and users' content from other conversations that use the phrase "make a wish".
3. We recommend that Make-A-Wish emphasizes and creates conversations pertaining to their celebrity donors and wish-fulfillers across platforms more.

### KEY PERFORMANCE INDICATORS

- Average Retweets
  - Our team created pivot tables to decipher which characteristics tweets had that led to high average retweets.
- Sentiment
  - Our team analyzed whether tweets were positive, negative, or neutral.
- Mention Volume
  - Our team tracked total mentions across all platforms to see which themes were trending around “make a wish” conversations and analyze spikes that occurred.



# RECOMMENDATIONS



<b>what to do?</b>	<b>how to do it?</b>	<b>why?</b>
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<p>We recommend that Make-A-Wish uses unique tactics, such as hashtags, to distinguish themselves, their content, and users' content from other conversations that use the phrase "make a wish"</p>	<p>Make-A-Wish should ideate and utilize hashtags that are specific to the organization like their #thewisheffect or #wishesawaiting. These hashtags relevant to MAW rather than a universal phrase, which drives conversation about MAW itself.</p>	<p>There are many instances in which one can use the phrase "make a wish" such as on birthdays, 11:11 or, in NCT U's case, using a common phrase for the name of a new song. Millions of users post online using the phrase, yet only thousands are talking about MAW in reality</p>
<p>We recommend that Make-A-Wish partners with NCT U to increase donations, raise money via fundraisers, and increase their share of voice in the conversation about the phrase "make a wish."</p>	<p>Since Make-A-Wish is an international organization and NCT U's hit song shares the same name as the organization, the two can partner through social media, the band's tour, album sales, etc. in which proceeds are donated to benefit fulfilling wishes or other MAW causes. NCT U could also hold a fundraiser concert or livestream to benefit Wish Kids.</p>	<p>NCT U has a large following, and many of the band's fans, members, and music associates are already using #makeawish millions of times. Therefore, if MAW partners with NCT U, Wish Kids and MAW can benefit, especially those who are k-pop fans, and then the two can be associated together. This could increase MAW's share of voice online in regard to conversations using the phrase "make a wish".</p>
<p>We recommend that Make-A-Wish emphasizes and creates conversations pertaining to their celebrity donors and wish-fulfillers across platforms more.</p>	<p>Make-A-Wish does already post about celebrity involvement in their owned posts, yet these celebrities are often talked about in other conversations unaffiliated with the organization. MAW can benefit by engaging in these conversations and sharing more celebrity content relevant to the particular conversations.</p>	<p>John Cena, Justin Bieber, and NCT U are three examples of high-profile celebrities that are prominent in conversations about Make-A-Wish or the phrase "make a wish". John Cena received 8,192 mentions and NCT U received 2,997,287 mentions on Twitter; interacting with these mentions and conversations can additionally increase MAW's share of voice and build even more awareness of the organization and their missions on social media.</p>
<p>We recommend that Make-A-Wish engages in prominent conversations not affiliated with, but still relevant the organization.</p>	<p>Make-A-Wish can like, comment, retweet, and share posts in these conversations on their accounts to remain relevant on the platforms.</p>	<p>Social media algorithms favor accounts that engage and post frequently. Even if they don't post multiple times a day, engaging with these conversations can spike their engagement.</p>



# RECOMMENDATIONS



<b>what to do?</b>	<b>how to do it?</b>	<b>why?</b>
--------------------	----------------------	-------------

<p>We recommend that Make-A-Wish extend its partnerships by partnering with celebrities and public figures who align with their values.</p>	<p>Make-A-Wish should reach out to philanthropic celebrities and public figures. If these celebrities are already involving themselves in philanthropy, then they will be open to working with Make-A-Wish and share content that aligns with the organization.</p>	<p>Make-A-Wish receives high average retweets using partner mentions and partner affiliated hashtags. These people already have large followings, so partnering with them provides an opportunity for maximum engagement, awareness, and social media activity involving MAW.</p>
<p>We recommend that Make-A-Wish post more videos to balance out their media content.</p>	<p>Make-A-Wish already creates a surplus of media content, and due to COVID-19 many wishes were granted virtually. These recordings and media content can be compiled and posts on platforms to engage with users.</p>	<p>Make-A-Wish's media content is primarily still images embedded into posts. Yet, embedded videos spike average retweets and viral videos see a surge of social media activity. By increasing the number of videos posted to their accounts, MAW can ultimately drive more activity and engagement to their organization.</p>
<p>We recommend that Make-A-Wish drives donation links in their posts or utilize fundraising features on social platforms.</p>	<p>Many social media provide features for accounts to have fundraisers and users can donate directly through the platform. Utilizing these features allow followers and viewers to contribute to the cause without leaving the social media platform.</p>	<p>Donation-themed tweets received the lowest average engagement. However, Make-A-Wish can't grant wishes without funds to grant them. If they prioritize fundraising and donations on social media more in a convenient way, they should ultimately be able to raise more money and grant more wishes.</p>
<p>We recommend that Make-A-Wish limit the use of Wish Kids as call to actions and the lead theme of posts.</p>	<p>Make-A-Wish should focus more on the philanthropic and familial aspect such as posting about wish granters, Wish Kids' families, or the wish granting process.</p>	<p>The term "wish kid" seems to garner negative sentiment or used in a degrading way. Therefore, limiting the use of the children on social media platforms can subsequently limit the use of the term in a negative way.</p>



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# OWNED DATA

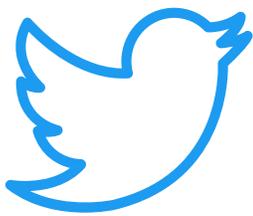


# DATA OVERVIEW

## KEY INSIGHTS

- Video content produces the highest average of retweets than other media types, yet images are embedded in 74% of tweets (N = 275). During March 2020, videos with uplifting **#messagesofhope** were consistently posted in light of COVID-19 and in turn contributed to this high average of retweets.
- Donation-themed tweets receive the lowest average retweets of all theme categories, averaging only 8.15 retweets, yet philanthropy-themed tweets earn the highest average retweets at 24.11. This is interesting considering donations and fundraisers are considered philanthropic.
- Partnership hashtags garner the highest average of retweets, yet partner mentions are less effective than celebrity and television-affiliated mentions. Make-A-Wish's biggest partners include Disney, Subaru and Macy's, in which **#macysbelieve** is frequently used during the holiday season, but data supports partnerships with celebrities or television affiliations to maximize average retweets.

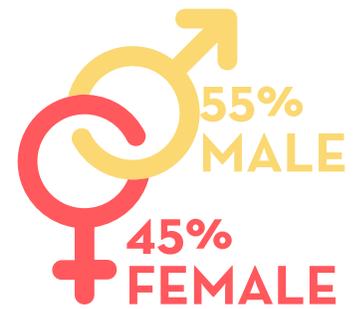
## THE DATASET



**370**  
Tweets tracked  
on Twitter

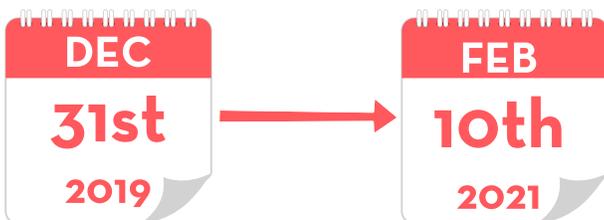


**370**  
UNIQUE  
AUTHORS



USING:  Brandwatch

### TIMELINE:



### TRENDING TOPICS

Granting wishes

Making every wish come true

Wishes for children with critical illnesses



## OVERVIEW

For our owned media portion, we chose the most recent 370 original tweets from MAW's @MakeAWish Twitter (n = 775). We wanted understand engagement most, so we based our analysis on learning what type of tweet receives the highest number of retweets. We chose six categories to analyze: theme, media type, media content, non-media content, mention type, hashtags, and links. We coded values to each tweet by specific properties, and categorized them accordingly. After, we created pivot charts to visualize and gain better understanding of the data collected.

## RESEARCH QUESTIONS

- 1 **What types of MAW's tweets generate audience more engagement?**
- 2 **Should MAW use certain media in their tweets to increase their audience engagement? What media types increase engagement?**
- 3 **Do tweets using mentions or hashtags perform better or worse than those without them?**

## IMPORTANT TERMS

### CATEGORY DIFFERENTIATION:

#### **Affiliated MAW Locations:**

geographic-specific MAW's locations, typically by state.

Example: @MakeAWishGA or @wishesandiego

#### **Partnership or Partners:**

A brand or company that is working with MAW for an event, fundraiser, donating a % of purchase, etc.

Excludes: Disney, Macy's, & Subaru as they are MAW's largest and most frequent partners

### HASHTAG DIFFERENTIATION:

#### **Seasonal:**

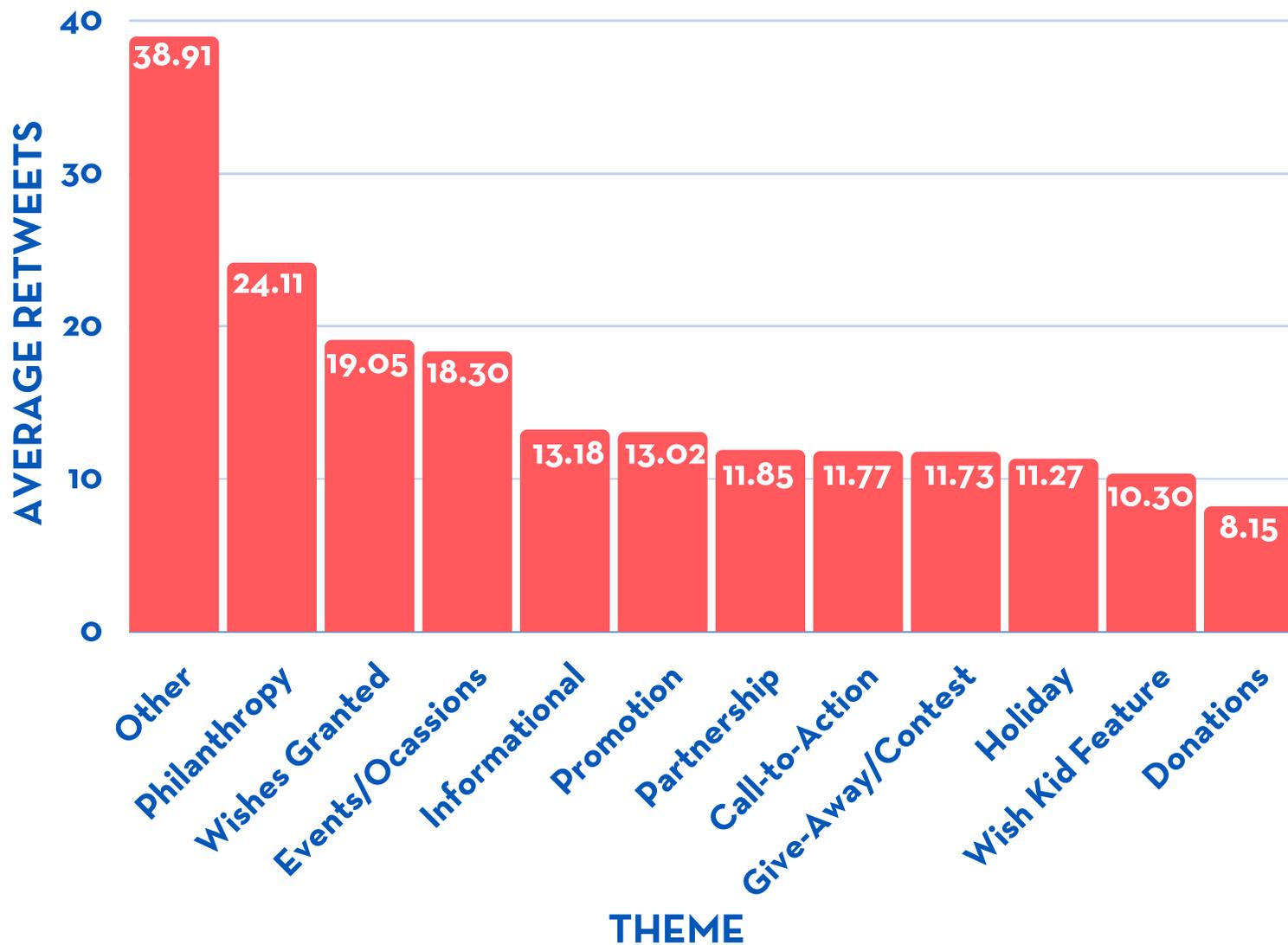
refers to hashtags that are relevant during specific seasons, such as spring, summer, fall, & winter. Includes "seasons" or times of year such as "back to school season" or "awards season"

#### **Time Specific:**

Refers to hashtags that are a specific day of the week, such as #wishwednesday or are only relevant within a certain such as #tomorrow

# AVERAGE RETWEETS BY THEME

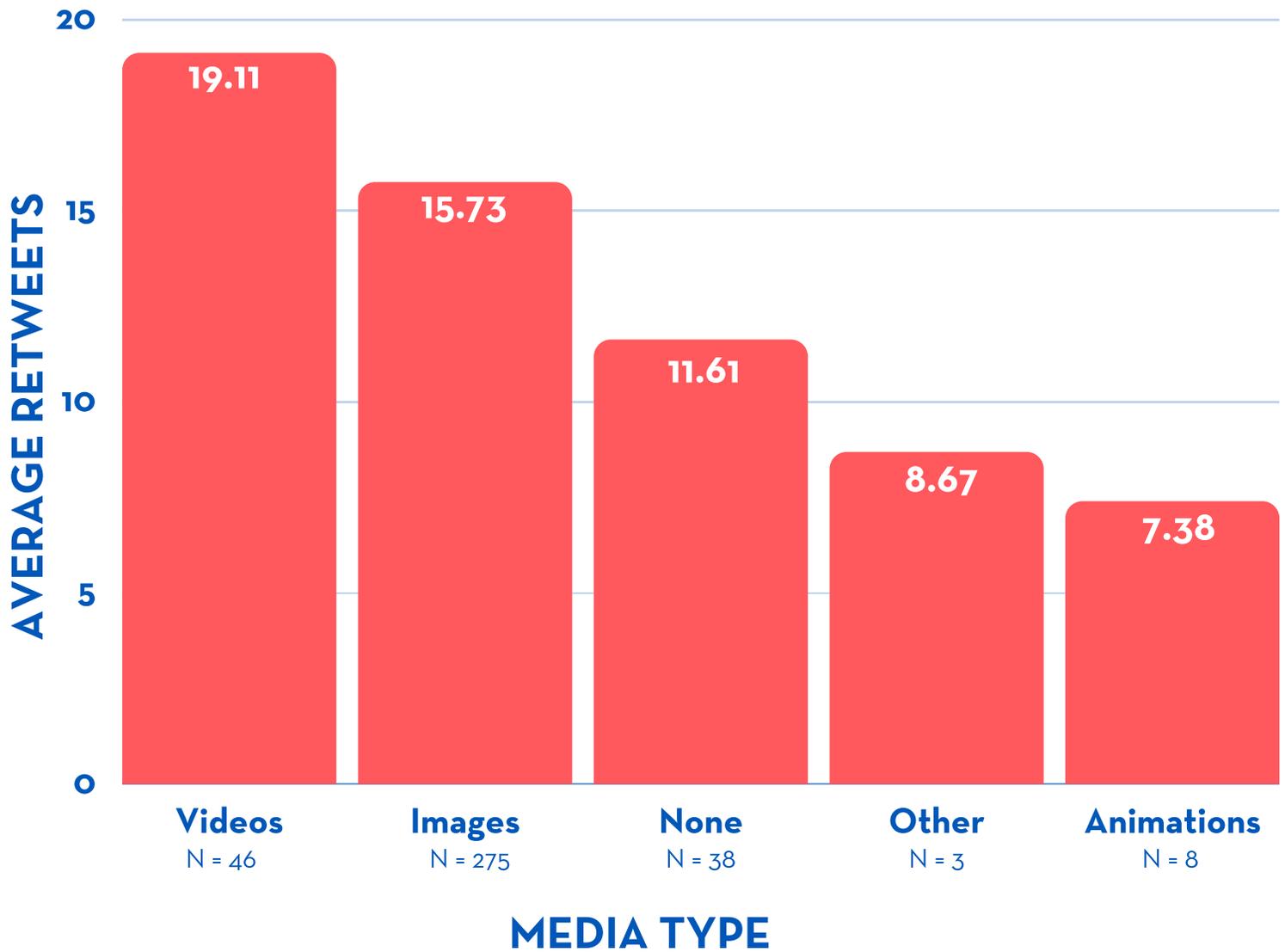
N = 370



Other N = 11	Events/Occasions N = 27	Partnership N = 62	Holiday N = 11
Philanthropy N = 18	Informational N = 11	Call-to-Action N = 30	Wish Kid Shout-Out N = 30
Wishes Granted N = 95	Promotion N = 51	Give-Away/Contest N = 11	Donations N = 13

When categorizing each tweet, the main idea of the tweet portrayed determined its overall theme; any media content was disregarded as it could bias theme data. The graph above displays the average number of retweets categorized by theme. Philanthropic tweets earned the highest number of average retweets (24.11) of all themes, which is notable as philanthropy aligns with MAW’s values as a non-profit. Additionally, tweets pertaining to the "Wishes Granted" theme received the second highest number of average retweets (19.05). When MAW posts tweets portraying philanthropy or wishes granted, average retweets are high.

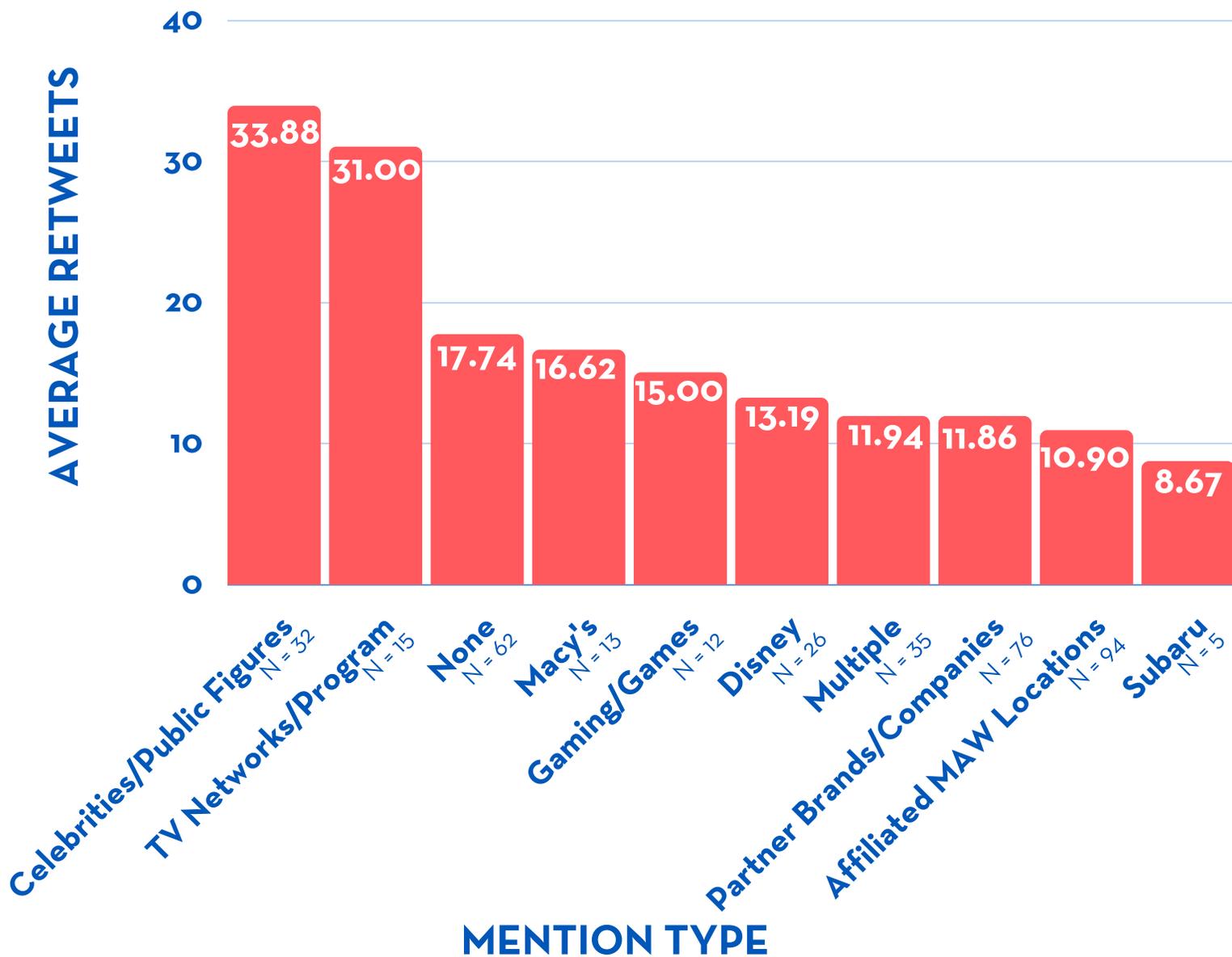
# AVERAGE RETWEETS BY MEDIA TYPE N = 370



The graph above shows average retweets categorized by videos, images, and animations media types. Tweets that embed videos have the highest average retweets (19.11) and those that embed images the second highest average retweets (15.73). Of the entire sample, 74% of tweets included images ( N= 275), but only 12% of tweets included videos. Since tweets with videos have higher average retweets, MAW should switch out their images for videos wherever possible to drive even more engagement and more retweets. The data also shows that animations don't receive as much engagement in comparison to tweets with videos or images. Additionally, only 8 tweets were gathered that included animations, so MAW should consider using videos rather than animations as well.

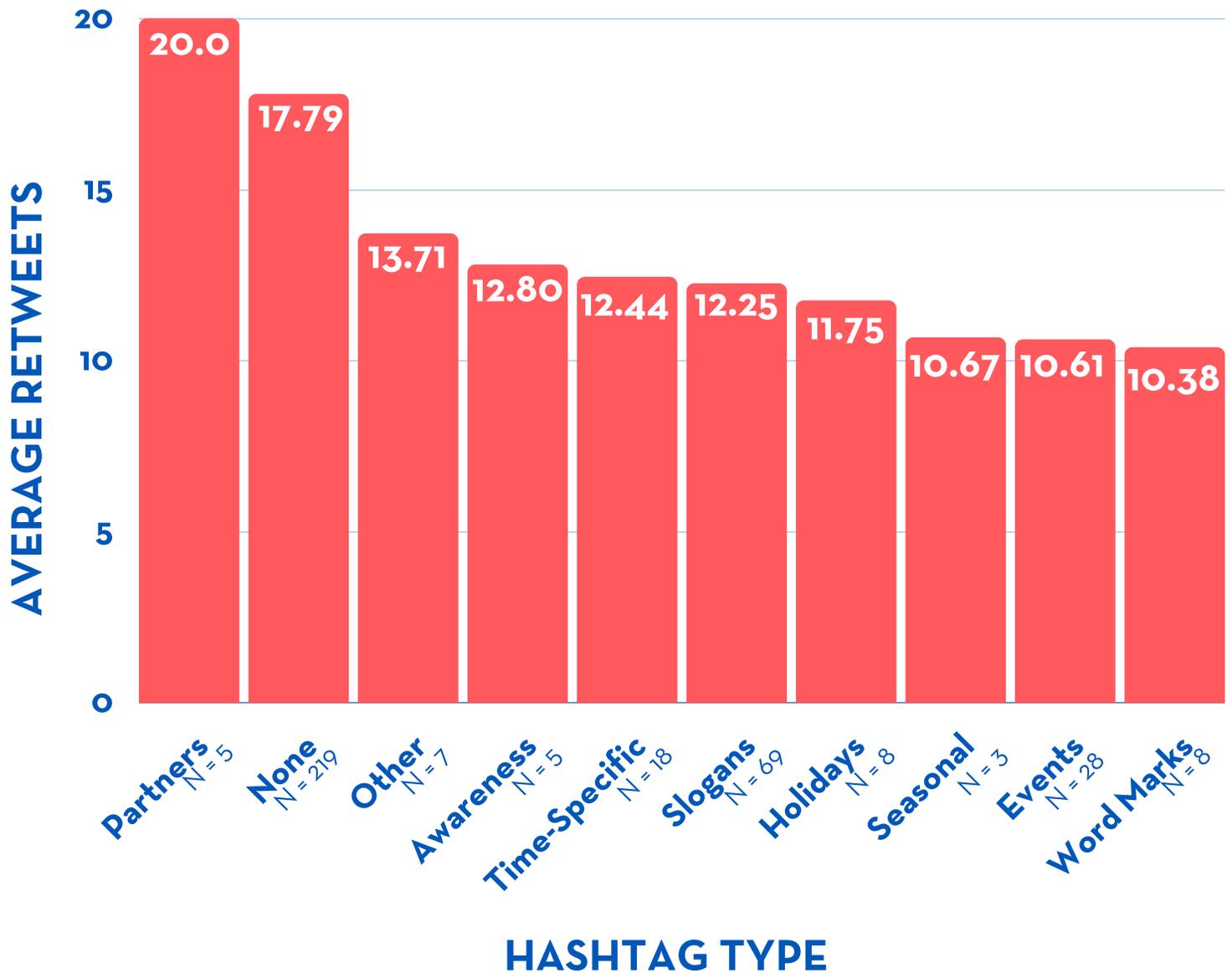
# AVERAGE RETWEETS BY MENTION

N = 370



The graph above shows average retweets categorized by mention. It clearly shows that tweets that mention celebrities/public figures or TV networks/programs receive that highest average retweets. Tweets that mention celebrities or public figures trump the other mention types earning 33.88 retweets on average. This is significant as this was the highest number average retweets of our entire owned data analysis. This graph also shows that mentions of MAW's well-known partners, Macy's, Disney, and Subaru, are less effective in gaining average retweets. Therefore, MAW should extend their partnerships to TV networks/programs or celebrities/public figures instead as they report as the most effective method for increasing average retweets.

# AVERAGE RETWEETS BY HASHTAG TYPE N = 370



The graph above shows average retweets categorized by hashtag type. In comparison to other analyses, all categories of hashtag types garnered above 10 average retweets. This data supports the idea that hashtags drive high overall average engagement, and in MAW's case, they do. However, tweets without any hashtags drive the second highest average engagement (17.79); this may be due to other high-average retweet drivers such as celebrity mentions or embedded videos. Partner hashtags drive the highest average retweets (20) out of all hashtag types analyzed. Therefore, MAW could post tweets that mention partners and partners' hashtags to drive engagement even further and maximize high average retweets.



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# EARNED DATA



# DATA OVERVIEW

## KEY INSIGHTS

- Conversations pertaining to celebrity, athlete, or professional involvements with Make-A-Wish America consistently spike mention volume across platforms. In particular, John Cena and his record number of fulfilled wishes is a topic of conversation online more than any other celebrity.
- On the platforms analyzed, the phrase "make a wish" in conversation is often used as an insult, to belittle, or criticize someone. This type of insult often pertains to someone asking for handouts or special treatment - in the context of "this isn't the Make-A-Wish Foundation" or "you're not a 'Make-A-Wish' kid."
- The phrase "make a wish" earns more mention volume than Make-A-Wish America across all platforms. This is due to the various ways in which one can use the phrase such as blowing out candles on a cake, seeing a shooting star, when the clock strikes 11:11, wishing someone a happy birthday, and more. These conversations consistently overshadow the conversations about the non-profit organization.

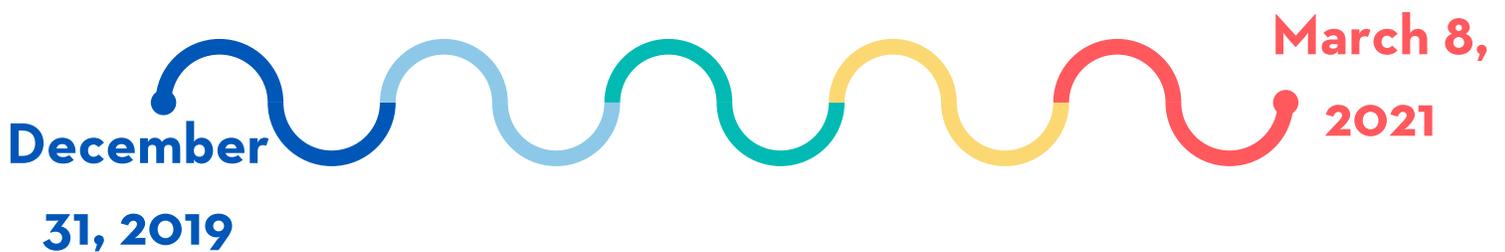
### THREE SECTIONS:

1. **Organization:**  
**Make-A-Wish America**
2. **Topic:**  
**"make a wish"**
3. **Competition:**  
**St. Jude & Kids Wish Network**

### PLATFORMS TRACKED:



USING:  Brandwatch





EARNED DATA:  
ORGANIZATION  
**MAKE-A-WISH**

CROSS PLATFORM CONVERSATION



# MAKE-A-WISH AMERICA

## CROSS PLATFORM CONVERSATION

### DEMOGRAPHICS

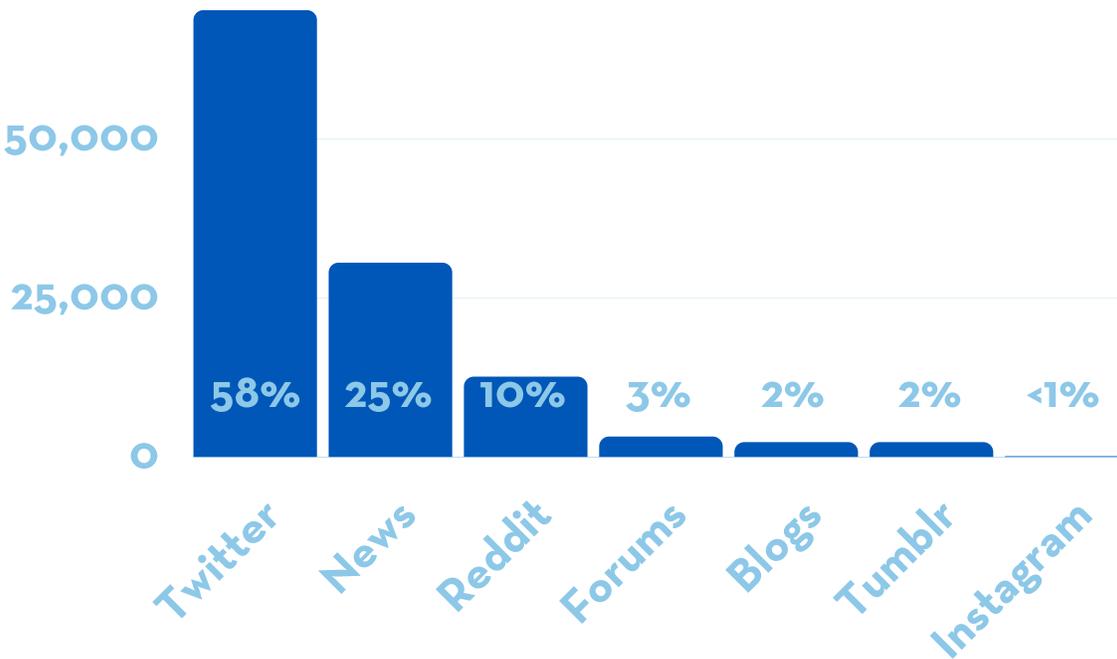


**121k MENTIONS**  
across all platforms



**81k AUTHORS**  
across all platforms

### MENTION VOLUME BY CONTENT SOURCE



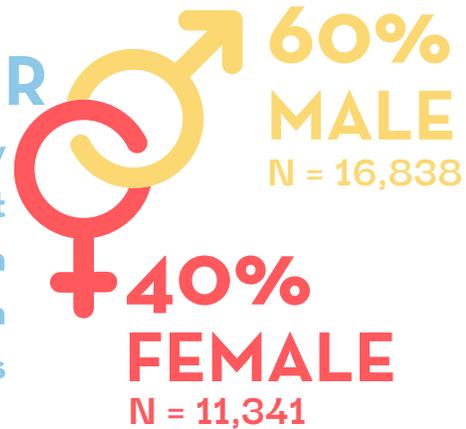
Twitter N = 70,230  
 News N = 30,502  
 Reddit N = 12,570  
 Forums N = 3,146  
 Blogs N = 2,268  
 Tumblr N = 2,267  
 Instagram N = 16

### MENTIONS BY CONTINENT



### GENDER

The majority of posts about Make-A-Wish were written by male users





# MAKE-A-WISH AMERICA



## CROSS PLATFORM CONVERSATION

### TWITTER THEMES

N = 70,214

#### Wishes Fulfilled by Celebrities

We chose "wishes fulfilled" from the trending topics of the data set. We found that tweets pertaining to the number of wishes fulfilled and celebrities who fulfilled the wishes garnered a significant amount of social media activity. In particular, we found that John Cena and Justin Bieber were two celebrities that continued to fulfill wishes with Make-A-Wish America during the COVID-19 pandemic. We found this activity notable because celebrity content also received high engagement as we learned from Make-A-Wish's owned data.

N = 9,060

**Justin Bieber Crew**  
@JBcrewdotcom

Justin Bieber is one of the celebrities who granted wishes through the Make a Wish foundation during the COVID-19 pandemic by video calling children whose wish was to meet him.

Oprah Winfrey, DJ Khaled, and Justin Bieber are among the celebrities who have fulfilled wishes requested by ill children through the Make-A-Wish Foundation since the coronavirus pandemic made it impossible for the young fans to meet their idols in person.

**moon**  
@XS\_mp3

fun fact john cena holds the record for the most make a wish foundation wishes fulfilled

11:58 PM - Sep 29, 2020

27.8K 6.5K Copy link to Tweet

#### Fundraisers & Donations

Fundraisers and donations is another prominent theme throughout the data set. Donations and fundraisers are a prominent focus of Make-A-Wish, and a significant amount of activity online came from users talking about fundraisers and donations for the organization. Most notably, one user garnered 6,597 retweets from sharing her donation on Twitter. She donated her \$17,500 scholarship to Make-A-Wish, which allowed 11 kids who were #waitingforwishes to have their wishes granted.

N = 11,759

**suzy**  
@MunozAsusena

i was able to grant 11 kids their wishes from the Make-A-Wish Foundation with the scholarship i received): i don't like putting my donations out, but this is a little positivity i had to share ): my heart is at ease knowing wishes are being grant to kids who deserve it most.<3

12:29 PM - Nov 25, 2020

40.7K 6.7K Copy link to Tweet

#### Politics

The theme of politics was prominent throughout the data set, but political conversation including the phrase "Make-A-Wish" saw a significant increase after the passing of Supreme Court Justice, Ruth Bader Ginsburg, in September 2020. These tweets were in regard to RBG's dying wish, which was to fill her seat after the 2020 Presidential election. 58% of tweets in this theme were reported "positive", yet only 6% of tweets were "joyful" - likely due to the sarcastic tone of these tweets which Brandwatch does not detect.

N = 6,618

**Bridget Phetasy**  
@BridgetPhetasy

Look, I loved RBG too--but this isn't the Make-A-Wish Foundation.

**The Hill** @thehill

Sen. Kamala Harris: "Already the President and his party have decided to ignore Justice Ginsburg's final wish."

1:03 AM - Sep 29, 2020

20.9K 2.6K Copy link to Tweet

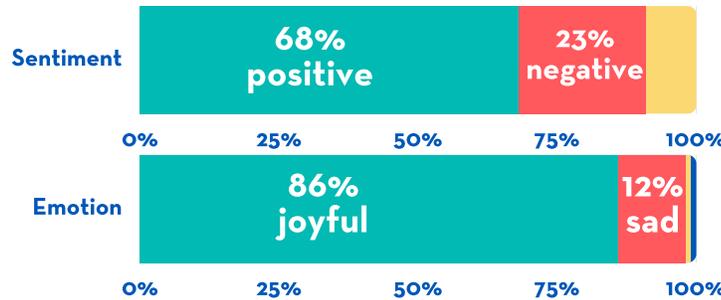
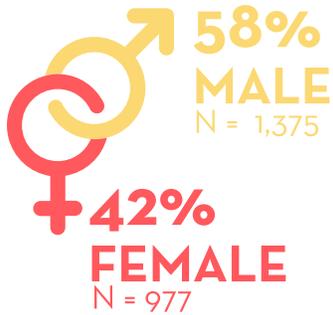


# MAKE-A-WISH AMERICA

## CROSS PLATFORM CONVERSATION

### THEME ANALYSIS

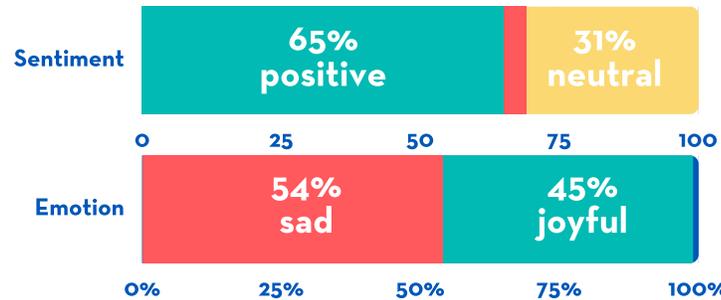
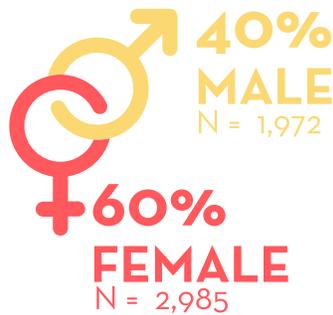
#### Celebrity Wishes Fulfilled



12,283 MENTIONS ACROSS ALL PLATFORMS

"John Cena"  
8,182 mentions on Twitter

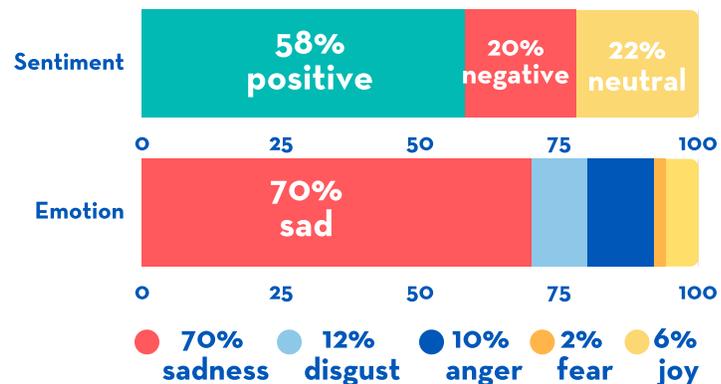
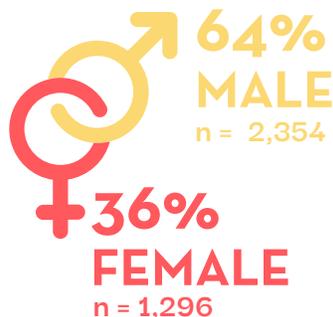
#### Fundraisers & Donations



27,281 MENTIONS ACROSS ALL PLATFORMS

"wishes"  
5,354 mentions on Twitter

#### Politics



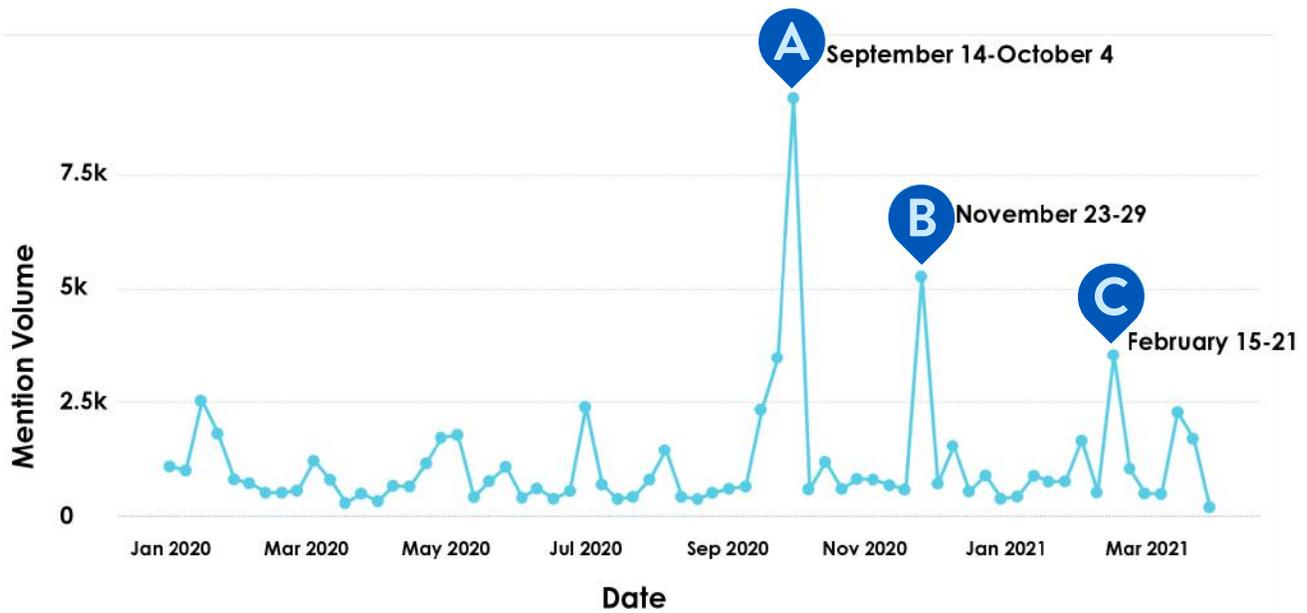
13,873 MENTIONS ACROSS ALL PLATFORMS

"Make-A-Wish"  
6,539 mentions on Twitter



# SPIKE ANALYSIS

## MAKE-A-WISH TWITTER CONVERSATION



**September 28, 2020:** Volume was up 1209% due to two distinct viral tweets. One tweet, pertaining to John Cena’s involvement with MAW, received 4,781 retweets. The other, pertaining to Ruth Bader Ginsburg’s Supreme Court seat, received 1,597 retweets. We believe that both tweets’ activity are spawned from the increase Make-A-Wish conversation surrounding RBG’s Supreme Court seat. While the political tweet’s sentiment is positive, we believe it is supposed to be sarcastic; it states, "this isn't the Make-A-Wish Foundation," meaning that the US Supreme Court doesn't give out "wishes" like MAW does. The tweet about John Cena's record of 650 wishes fulfilled is believed to be an attempt to change the subject of conversation online; or, it's just a "fun fact", as the tweet reads, inspired by the influx of the phrase "Make-A-Wish" online.



**November 23-25, 2020:** A spike occurred when Make-A-Wish partnered with popular department store, Macy’s. Macy’s said they would double every donation sent in so long as a letter to Santa was written. Many other affiliated Make-A-Wish organizations got in on the fun by retweeting Macy’s and causing the volume of mentions to rise by 160%. Another memorable moment was when twitter user @mmoersusena announced that she was able to fulfill 11 wishes to kids by donating her \$17,500 scholarship. Total the mentions volume was raised to 463% higher than normal.



**February 19-21, 2020:** Make- A-Wish spiked to 3,533 mentions. This is thanks to soccer players, Sonny and Bale, donating their celebration to cancer patients out in Korea. Much joy was found in this spiked area, many heart emojis, as well as 653 mentions of the hashtag #coys, which stands for “come on you spurs”, one of the team’s cheers. On the other end of the spectrum, a tweet from @fr1sbee grew in popularity. The tweet included an image of a naked woman giving a lap dance to a teen, claiming that the teen received this as his “wish” from the Make-A-Wish Foundation. Both of these tweets grew Make-A-Wish’s mentions by 280%.



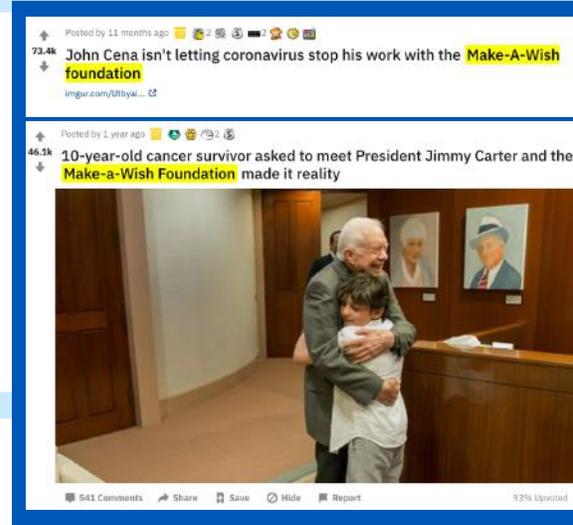
## CROSS PLATFORM CONVERSATION

### REDDIT THEMES

N = 12,570

#### Celebrities

Many users on Reddit enjoy posting about celebrities and their involvement with Make-A-Wish. John Cena is also a popular conversation on this platform; many threads and comments refer to his world-record for most wishes fulfilled or his continuation of granting wishes throughout the pandemic. Other notable celebrities and public figures mentioned on Reddit are former President Jimmy Carter, Guy Fieri, and Michael Jordan.



#### Wish Kids' Wishes

Another active topic of conversation is about Wish Kids and their wishes, often revolving around comical or heartwarming stories. Most notably, the post with the highest Reddit score is that of a Wish Kids' time on set at "Thor: Ragnarok", an installation in the Marvel Universe, in which the child suggested a humorous change in the script. However, while most posts about Wish Kids appear to be well intended, some mentions of wish kids are negative or used to criticize.

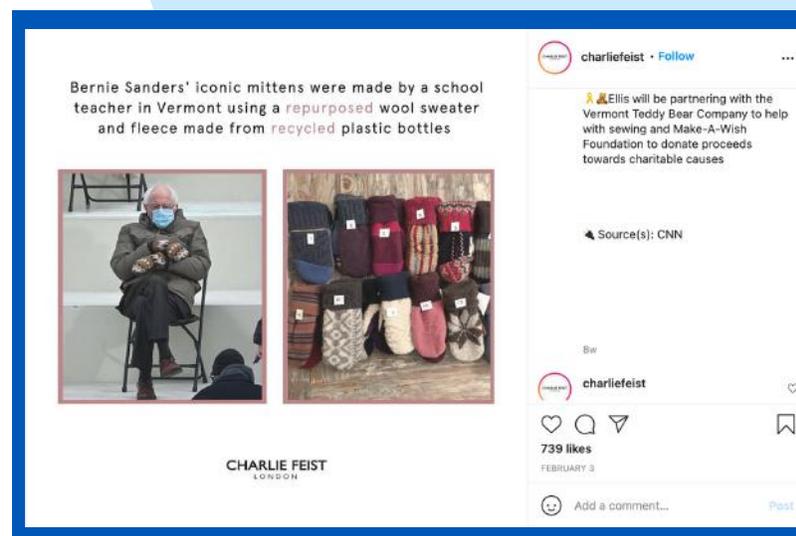


### INSTAGRAM THEMES

N = 16

#### Proceeds

Make-A-Wish conversation on Instagram is limited, however that may be due to Facebook, its parent company, tightening the reigns on data access. The data make also be limited to the COVID-19 pandemic, in which Make-A-Wish halted posting for periods of time, and many wishes were unable to follow through with global lockdowns. However, of the data collected, the theme of proceeds was prominent. Make-A-Wish's own posts were in our data set, but disregarded; yet, the other 11 posts collected revolved around donating a portion of profits to Make-A-Wish.





# MAKE-A-WISH AMERICA

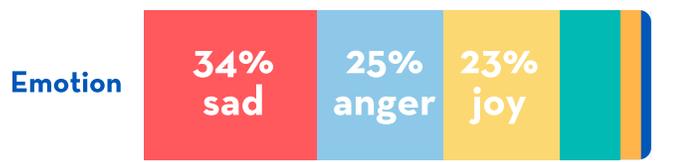
## CROSS PLATFORM CONVERSATION

### REDDIT

N = 12,570



35% positive (n = 4,412)  
 37% negative (n = 4,703)  
 28% neutral (n = 3,455)



- 34% sadness n = 2,728
- 25% anger n = 1,993
- 23% joy n = 1,900
- 12% disgust n = 977
- 4% fear n = 360
- 2% surprise n = 154

**"Make-A-Wish"**  
 3,786 MENTIONS  
 ON REDDIT

**"kid"**  
 949 MENTIONS  
 ON REDDIT

### INSTAGRAM

N = 16



69% positive (n = 11)  
 12% negative (n = 2)  
 19% neutral (n = 3)

**Top Hashtag:**  
**#wishesarewaiting**



- 80% joy n = 8
- 20% sadness n = 2

**"Make-A-Wish"**  
 16 MENTIONS  
 ON INSTAGRAM

**"kids"**  
 7 MENTIONS  
 ON INSTAGRAM



EARNED DATA: TOPIC  
**"MAKE A WISH"**  
CROSS PLATFORM CONVERSATION

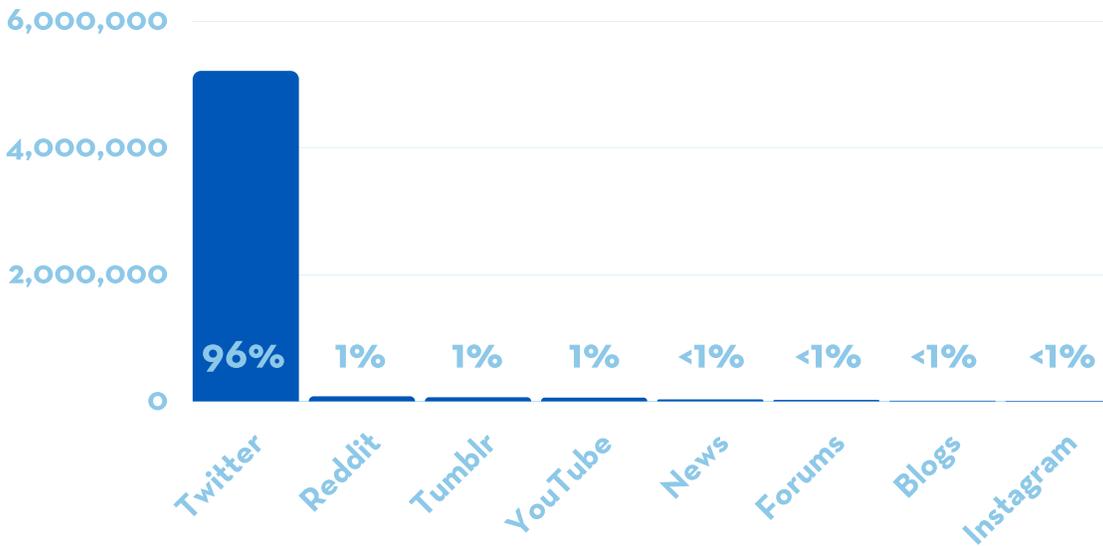
# "MAKE-A-WISH"

## CROSS PLATFORM CONVERSATION

### DEMOGRAPHICS



### MENTION VOLUME BY CONTENT SOURCE



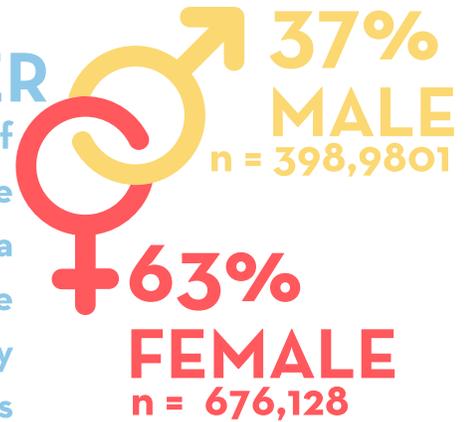
- Twitter n = 5,212,946
- Reddit n = 85,192
- Tumblr n = 59,143
- YouTube n = 55,270
- News n = 27,250
- Forums n = 18,643
- Blogs n = 6,338
- Instagram n = 479

### MENTIONS BY CONTINENT



### GENDER

The majority of posts using the phrase "make a wish" were written by female users



# "MAKE-A-WISH"

## CROSS PLATFORM CONVERSATION

### TWITTER THEMES

N = 5,212,946

#### NCT U - "Make A Wish (Birthday Song)"

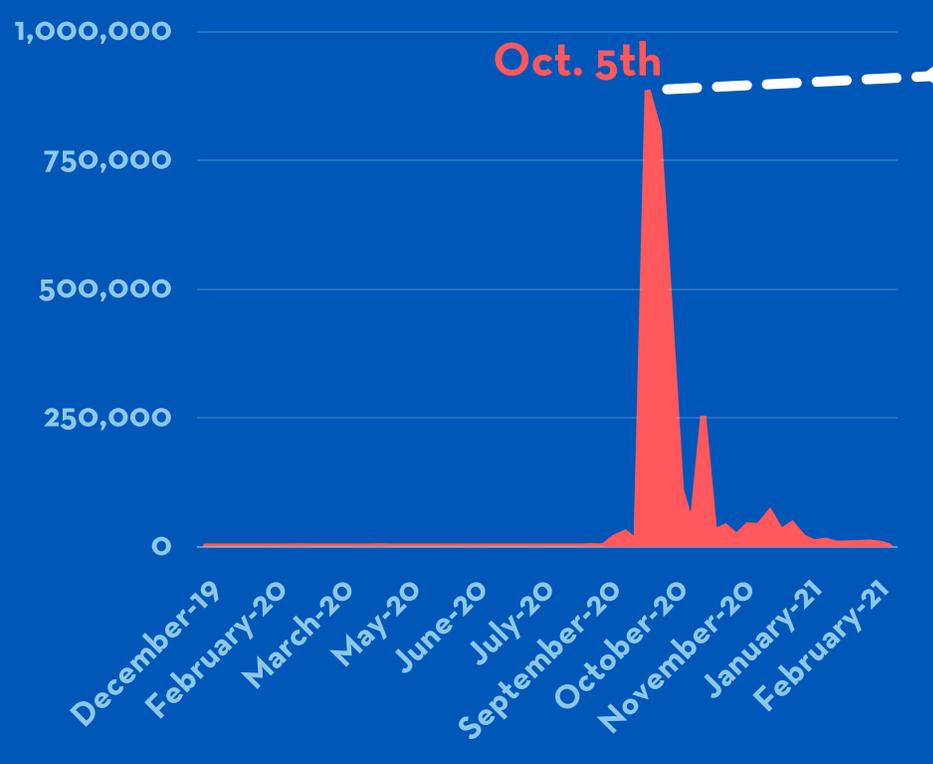
NCT U is a sub unit of famous K-Pop band, NCT. NCT stands for Neo Culture Technology, and is made up of various "units" hence the "U" in NCT U. Fans of NCT U are known as #NCTzens (pronounced N-citizens), and they maintain a powerful influence online. On October 5, 2020, volume on Twitter was 637,625% higher than usual due to NCT U's release of their new song "Make A Wish (Birthday Song)". #NCTzens took to Twitter and tweeted #MakeAWish 1,386,907 times. Approximately 99% of the social activity generated from NCT U's song came from Twitter solidifying NCTzens presence on the platform.

N = 2,987,287

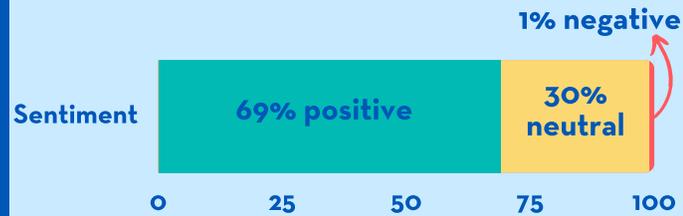
This theme had an immense influence on the conversation surrounding "make a wish" online (for both our Topic and Organization data). Before conducting further analysis, NCT U's "Make A Wish (Birthday Song)" significantly skewed our data. Therefore, we dove more into the metrics to truly get an understand of this theme.



#### Spike Analysis for NCT U Theme



On October 5th, NCT U announced that the first single, "Make A Wish (Birthday Song)" from their new album, "Resonance", would be released on October 12th. #MAKEAWISH garnered 1,386,907 mentions on Twitter. October 5th was the initial spike yet the peak spanned from October 5th-November 16th in which #MAKEAWISH was a popular topic of conversation.



Asia had the highest volume of posts, responsible for **437,715 MENTIONS**





# MAKE-A-WISH AMERICA

## CROSS PLATFORM CONVERSATION

### TWITTER THEMES

N = 5,212,946

#### 11:11

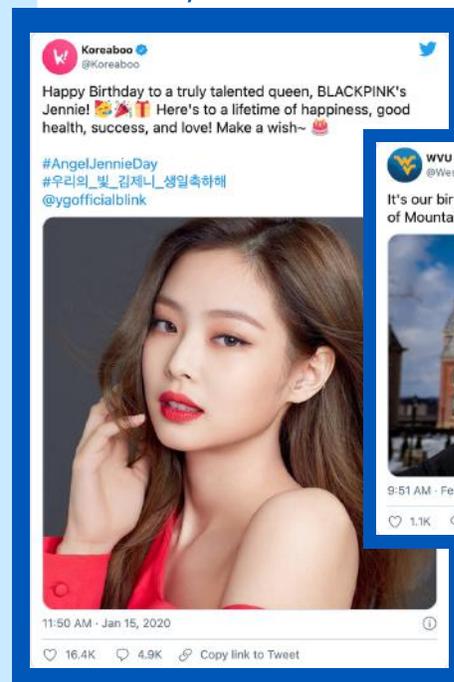
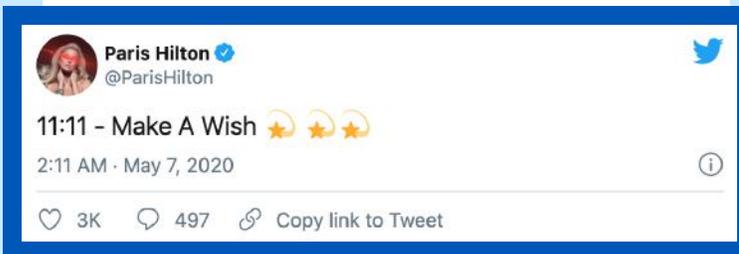
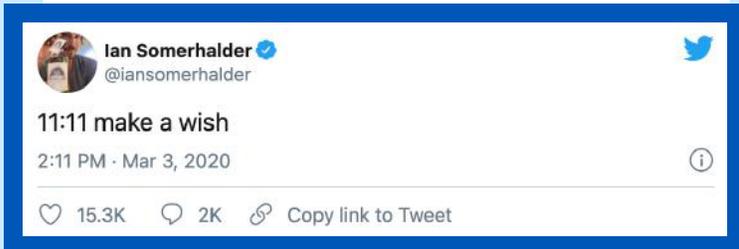
N = 88,463

In numerology, repeated number sequences such as "1111", "222", and "333" are considered to be an omen for good luck or symbolize chance or coincidence. In particular, "1111" is often linked with "11:11", and because of the chance of a wish coming true, many people make a wish when they see the clock read 11:11. Many Twitter users tweet at 11:11 as a reminder to other users to "make a wish", but . Notably, celebrities Paris Hilton and Ian Somerhalder tweeted "11:11 make a wish" and garnered the most social media activity of any other celebrities tweeting about 11:11. Additionally, the overwhelming majority, 79%, of users' tweets are positive; yet, the 6% of negative posts tend to be questions rather than blatantly negative tweets.

#### Birthday Wishes

N = 86,682

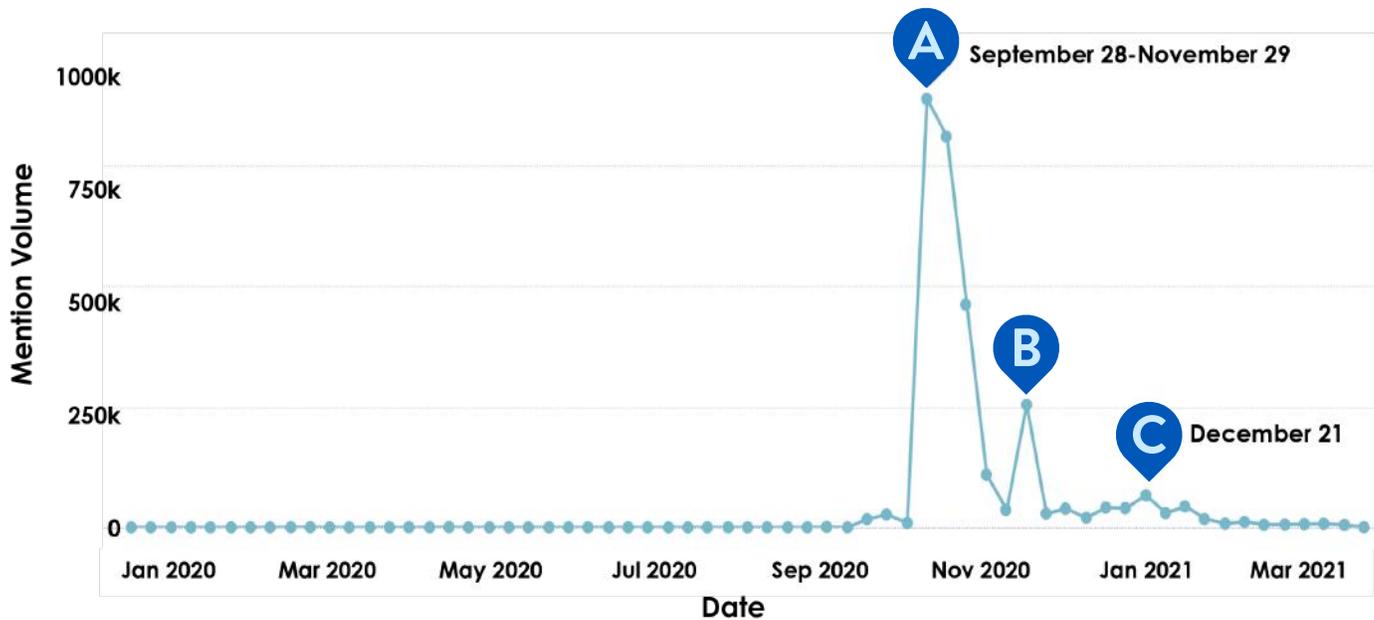
For the theme of birthday wishes, we were inspired by NCT U's song, "Make A Wish (Birthday Song)". It's common for people to use the phrase "make a wish" when one blows out candles on a birthday cake or to wish someone a happy birthday. On Twitter, the terms "birthday" and "wish" were tweeted in conjunction with "happy" 37,106 times. It's also notable that while we segmented this theme from that of NCT U's, other K-Pop bands, BTS and BLACKPINK, were popular topics of conversation; many posts were made to wish the members of the bands happy birthday and tweeting "make a wish". Additionally, the most common use of "make a wish" in posts on Twitter were to wish people a happy birthday - celebrities or otherwise.





# SPIKE ANALYSIS

## MAKE-A-WISH TWITTER CONVERSATION



**A** **October 12, 2020:** As previously mentioned, famous k-pop band NCT U released a single called "Make a Wish (Birthday Song)" on October 12th. The announcement of the song's release sparked conversation online beginning at the end of September, and sustained through the end of November. October 12th, the day of the song's release, saw the highest number of mentions of "make a wish" on Twitter - all referring to NCT U's new song. The phrase was mentioned a total of 1,008,713 times on this day, and volume spiked 1297% higher than normal. The time frame of 5-6pm in Korea (or 5-6am EST) received the most postings, and a YouTube link for the song's music video was shared on Twitter 85,022 times during this hour.

**B** **November 9, 2020:** A second spike occurred on November 9, 2020 and the high volume was due to the "Make a Wish (Birthday Song)" music video reaching 100 million views on YouTube. The majority of these tweets were celebrating the achievement of NCT U, as their music video broke the record for the fastest music video at their record label to reach this milestone. This spike is included in spike A's span, yet 288,638 mentions appeared on this day alone, making it a notable spike itself.

**C** **December 21, 2020:** A third spike occurred and, once again, the high volume was due to NCT U. The k-pop band was performing on MTV Indonesia's World Stage on December 28th, and so many of their fans, #nctzens, were talking online about the performance and their dance practices. The highest mention volume was on December 21st, yet the spike's range was from December 7th 2020 to January 10th 2021. Volume was 516% higher this day than normal, and #nct received 115,071 mentions alone, and #makeawish received 64,460 mentions this day.



# MAKE-A-WISH



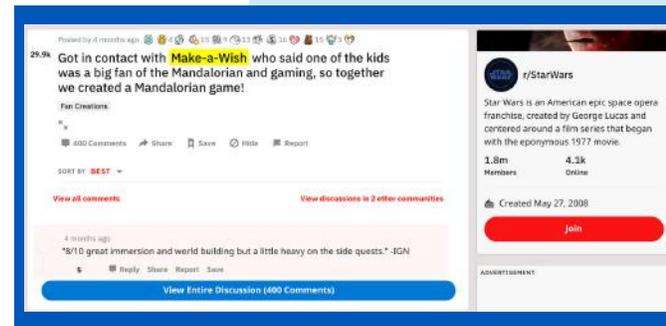
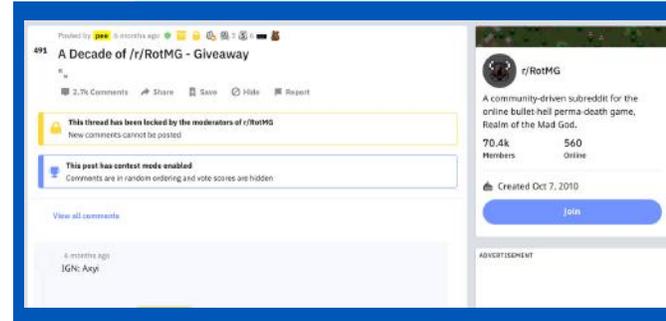
## CROSS PLATFORM CONVERSATION

### REDDIT

N = 85,192

#### Gaming

On Reddit, much of the conversation around the phrase "make a wish" involves video games. There are several subreddits dedicated to various video games, yet a few stood out from our data set. The first was the Star Wars subreddit; one thread received almost 30k upvotes (i.e. likes) and 400 comments. The original post was about a user who was in contact with a Wish Kid who loved The Mandalorian, and they created a Mandalorian game together. The second was the "Realm of the Mad God" video game subreddit. In this Reddit community, they host "Make a Wish" giveaways in which players can enter a raffle to earn a virtual item of their choice. Many users in this subreddit also mention IGN, or Imagine Games Network, as the two entities are affiliated. The original post on this subreddit was about in celebration of the video game's 10 year anniversary. Users shared their favorite moments on the thread, and 2.7k users commented; many of the comments stated that the Make a Wish Giveaway was their favorite Realm of the Mad God memory.



### TUMBLR

N = 59,142

#### "Make a wish" as Call to Action

Tumblr is predominantly used for personal blogging, and many of the posts that contain the phrase "make a wish" are call to action posts integrating the phrase in ways like "reblog and make a wish". One post in particular from "heartsmajic" received 17,496 notes, which is equivalent to retweets on Twitter. Other popular blogs on the platform mention the phrase "make a wish" when sharing spiritual or celestial advice or practices. For example, one user, "squarecarousel" shared artwork in which she explained the meaning behind each element she included in the piece; her explanation described a few symbols in which they found comfort in making a wish when seen out in nature. The most popular times to post on the platform were 11am (n = 2,595), 1pm (n = 2,662), and 5pm (n = 2,780).





# SUB-DISCUSSIONS

## "NCT-U'S AWARD WINS AND MILESTONES" N = 1,462,779

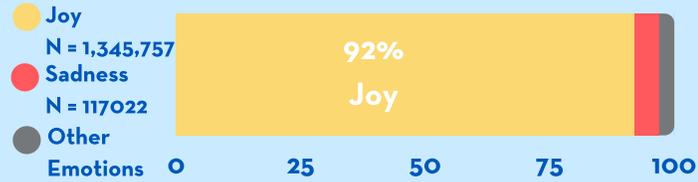
Though they came to fame in 2016, NCT-U's song Make A Wish "Birthday Song" skyrocketed to the billboard top charts in 2020. Over 90% (N= 377886) of the emotion of the tweets was joyful in regards to the band. And 70% (N= 166002) of these fans of NCT-U were female. Though this does not directly relate to the Make-A-Wish Foundation, NCT-U has been known to donate and to do philanthropy for other charities such as UNICEF.



### SENTIMENT BREAKDOWN



### EMOTION BREAKDOWN



## "MAKE A WISH" CALL TO ACTIONS N = 295,248

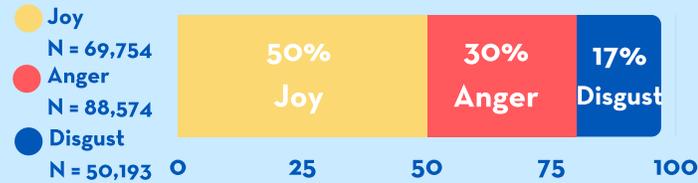
A popular discrepancy in data, the call to action regarding birthdays, wish making, 11:11, etc., gained over 295k (N= 295,248) mentions. This data was positive 69% (N=204414) of the time with 26% (N=76422) of that data being unknown. 50% (N=69754) of that data was joyful. The data was pretty evenly tweeted between men and women with women being the higher of the two at 56% (N=47565). The majority of this data was unrelated to the Make-A-Wish foundation.



### SENTIMENT BREAKDOWN



### EMOTION BREAKDOWN

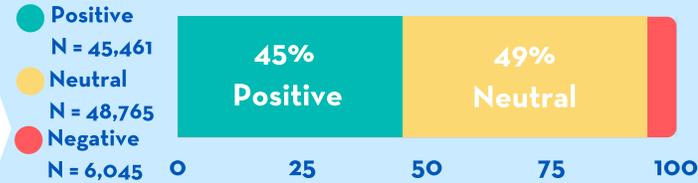


## DONATIONS AND FUNDRAISERS N = 100,271

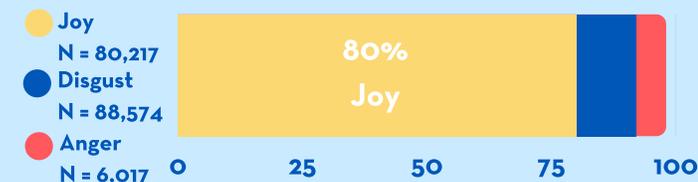
Donations and Fundraisers were primarily focused on the Make-A-Wish foundation, but had a lower number of mentions at 100k (n= 100,271) tweets. The data showed that most of these tweets, 49% (n = 48765), were neutral but 45% (N=45461) were positive. Similar to the Call to Action, 52% (N=14072) of the tweeters, were women with the other half being male. "Granting wishes" and "Donations" were some of the key terms in this data set.



### SENTIMENT BREAKDOWN



### EMOTION BREAKDOWN





# INFLUENCERS



## INFLUENCERS FOR ORGANIZATIONAL DATASET

### MOBILE LEGENDS @MobileLegendsOL

Multiplayer Online Battle Arena player account  
959,112 Twitter followers  
2,999 total tweets



**MobileLegendsOL (Mobile Legends: Bang Bang)** @MobileLegendsOL 9 Oct  
We've held quite a lot of events recently especially on Twitter. What rewards are you expecting? Make a wish in the comment below! PS: Due to some reasons, exclusive skins and the new skins over the past 3 months can't be the rewards of the next event. #MobileLegendsBangBang <https://t.co/SpGOD34B4D>  
Retweets: 2619 Replies: 45665 Impressions: 1280270  
Reply Retweet Like Engage



### TINYTANOFFICIAL @TinyTAN\_Official

Art by this user is known as "chibi". The content creator chooses to focus his/her chibi on the band BTS.  
216,351 Twitter followers  
130 total tweets



**TinyTANofficial (TinyTAN\_official)** @TinyTANofficial 2 Oct  
The cutest battle in board game history! Make a wish then make your toss! #TinyTAN #Yutnori #Chuseok\_boardgames <https://t.co/EuIDzT1W3w>  
Retweets: 35338 Replies: 740 Impressions: 28778897  
Reply Retweet Like Engage

### JOHN CENA @JohnCena

John Cena is a professional wrestler and actor and he currently holds the record for most wishes granted.  
12,949,983 Twitter followers  
6,723 total tweets



**JohnCena (John Cena)** @JohnCena 29 Apr  
I've had the honor of granting more than 650 Wishes and counting. Today is a day to celebrate @MakeAWish and their incredible milestone of 40 years of granting wishes. #WorldWishDay <https://t.co/JGVweqBOAu>

## INFLUENCERS FOR TOPIC DATASET

### DAN LEACH @DanLeach971

Dan Leach is an on-air host for 97.1, a radio station in Michigan.  
16.8K Twitter followers  
125 total tweets



### MACY'S @Macys

Macy's is an American department store chain that is also partnered with Make-A-Wish foundation.  
Followers = 2,116,351  
130 total tweets



### LOCAL NEWS NETWORKS

@news4buffalo is a local news station that is located in Buffalo, New York.  
@CBS2Boise is a news station that is located in Boise, Idaho.  
@News3LV is a NBC affiliated news tv station located in Las Vegas, Nevada



@News3LV  
163.5k followers



@news4buffalo  
179K followers



IdahoNews.com  
@CBS2Boise  
33.2k followers



EARNED DATA:  
**COMPETITION**  
TWITTER CONVERSATION



# COMPETITORS

Make-A-Wish has many competitors, yet we chose to analyze St. Jude and Kids Wish Network because of the commonalities between the organization's missions and activations. All three organizations raise money to benefit children suffering from critical illnesses, and they all use similar tactics via donations, sponsorships, product sales, and other fundraising methods. Make-A-Wish America is a very well-known organization, but St. Jude is also widely-known because it is a well known hospital. Kids Wish Network is a smaller organization than Make-A-Wish, but they also grant wishes for children in a similar manner. Due to the variation of size and awareness of these competitors, we wanted to analyze and compare the three non-profit organizations.

## KIDS WISH NETWORK

Since 1997, Kids Wish Network has impacted many children's lives through their fundraising efforts. Kids Wish Network has a "Kid Wishes" program that grants wishes to kids that are suffering from illnesses and diseases. This foundation believes wishes open the minds of children and all them to positively think about the future and believe that anything is possible.



3,270 twitter followers  
12,163 Twitter mentions

## ST JUDE CHILDREN'S RESEARCH HOSPITAL

Founded in 1962 by Danny Thomas, St. Jude Children's Research Hospital's mission has been to advance cures and means of prevention for pediatric catastrophic diseases through research and treatment. Their practices are consistent with Thomas' dream that "no child should die in the dawn of life".



St. Jude Children's  
Research Hospital

429,200 twitter followers  
648k Twitter mentions

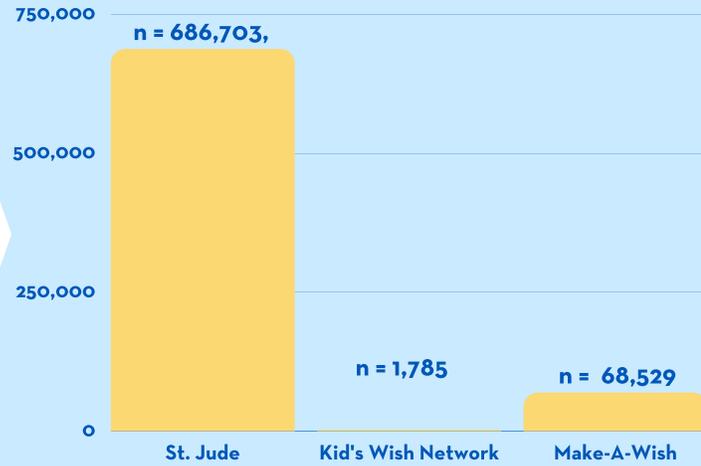


# COMPETITION ANALYSIS

## SHARE OF VOICE

N = 768,466

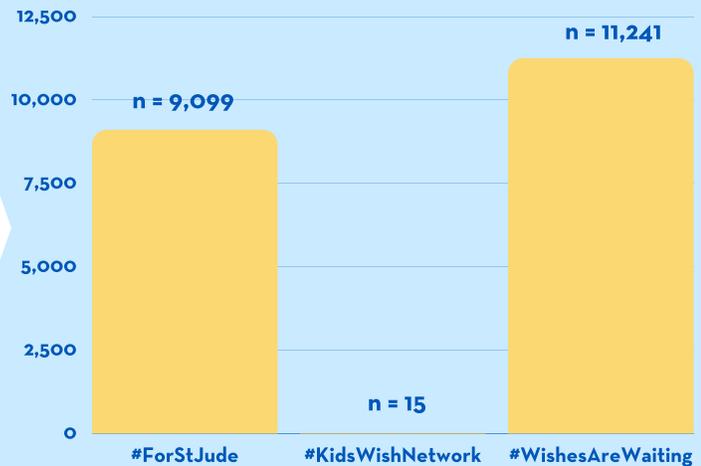
On Twitter, between December 31, 2019-March 8, 2021, St.Jude had the highest mention volume at 687k; Make-A-Wish had the second highest volume of mentions, with 69k; Kids Wish Network had a minuscule number of mentions, at only 1,785. Similarly, St. Jude has the highest number of followers on Twitter (n = 429,200), Make-A-Wish has the second highest number of followers (n = 214,300), and Kids Wish Network has the least amount of followers (n = 3,266). We believe that there is a correlation between the number of mentions each organization receives and its number of followers.



## ORGANIZATIONAL HASHTAGS

N = 20,356

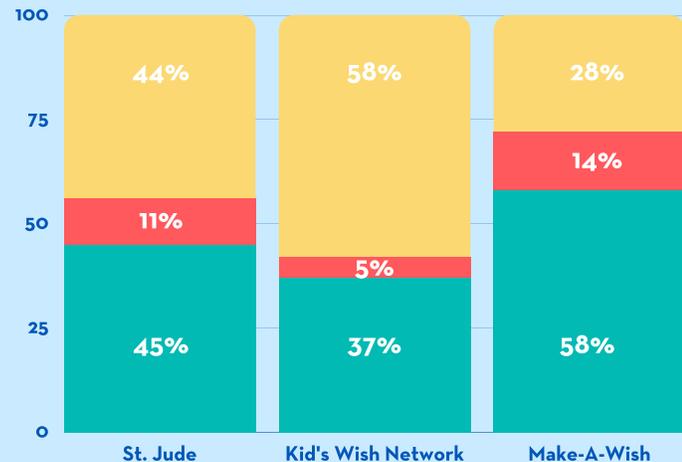
All three organizations use organizational hashtags in their Tweets; all of the hashtags pertain to either the organization itself, or as a call to action/awareness tactic. For example, Make-A-Wish's #wishesarewaiting was mentioned on Twitter 11,241 times, St. Jude's #ForStJude was mentioned 9,099 times, and Kids Wish Network's #kidswishnetwork was mentioned only a measly 15 times. Kids Wish Network rarely uses hashtags in their tweets, yet this organizational hashtag was the most used. St Jude's was used as a call to action to help drive donations, and Make-A-Wish's was used similarly to drive donations so that Wish Kids could receive their wishes during COVID-19.



## SENTIMENT

N = 768,466

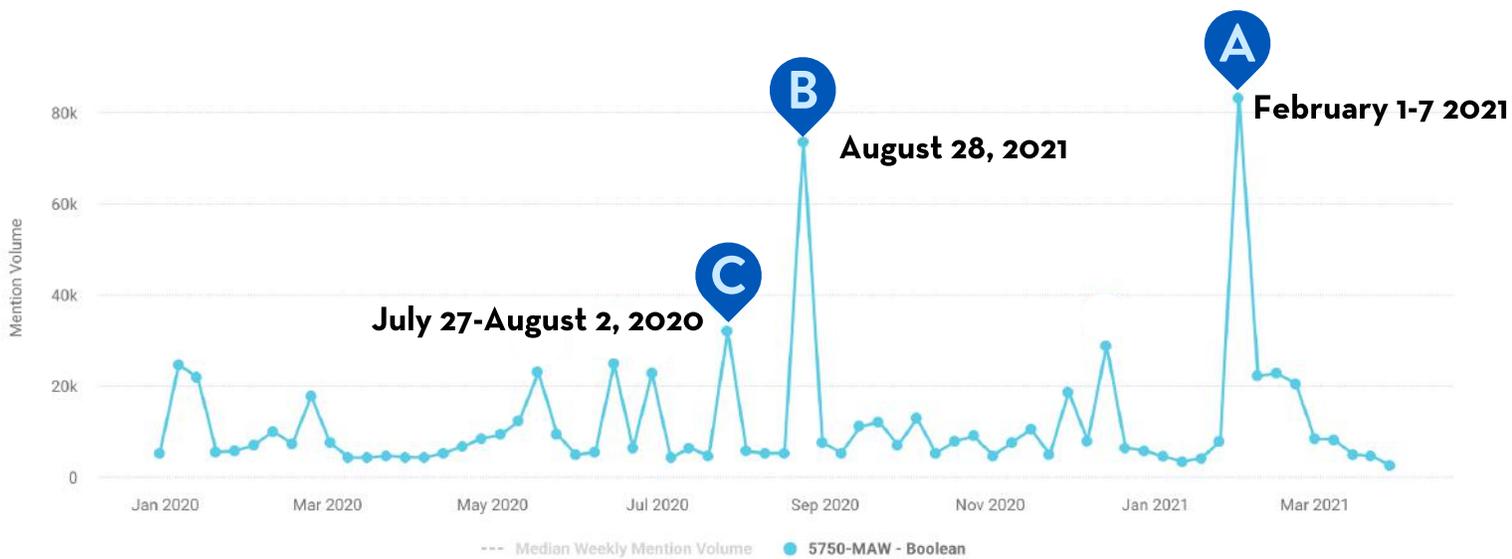
The sentiment data for Make-A-Wish, St. Jude, and Kids Wish Network all have a significant share of positive tweets. Make-A-Wish has the largest share and 39,831 tweets of their 68,529 total mentions reflected a positive sentiment. St. Jude's sentiment is overwhelmingly positive or neutral, as 89% (n = 607,808) of tweets reflected these sentiments. The majority of Kids Wish Network's tweets were neutral, and we attribute this to the organization's small share of voice and Twitter followers; users appear to not know enough about Kids Wish Network, so it's understandable that the majority of tweets about the organization would reflect neither positive nor negative sentiments.





# SPIKE ANALYSIS

## COMPETITION TWITTER CONVERSATION



**February 1-7, 2021:** In February 2021, a spike occurred pertaining to one of St. Jude's initiatives to help critically ill children around Valentine's Day. One user, @briannaemi, tweeted about how people can send Valentine's Day cards to children in the hospital, and she shared the link as a call to action for other users to send cards. This tweet drove the spike, as it generated 76,531 retweets and 182.7k likes on Twitter. Volume was up 731% during this time, and the link [www.stjude.org](http://www.stjude.org) received 9,238 additional mentions as it was shared by other users inspired by @briannaemi's tweet.



**August 28, 2020:** On August 28th, volume was up 611% higher than normal. This spike is attributed to the death of Chadwick Boseman, who passed away on August 28th due to stage 4 colon cancer. The beloved actor and star of Marvel's "Black Panther" visited many critically ill children at St. Jude while he endured his own battle with cancer. User @hypemvn, like many others, contributed to the conversation around Boseman's work at St. Jude and paid their virtual respects on Twitter with admiration for his dedication to helping young children. @hypemvn's tweet received 193.9k likes and 40,742 retweets.



**July 27, 2020:** Volume was 261% higher than usual during this spike from July 27-August 2, 2020. This increase is attributed to St. Jude's event, Birdies for St. Jude. The event revolves around pledges of donations for birdies in golf; one makes a pledge to donate an amount of money for every birdie scored during a the World Golf Championships. The hashtags #birdiesforstjude received 11,961 mentions on Twitter, and many notable professional golfers and celebrities promoted the event online, including Jordan Spieth and Niall Horan.

# Make-A-Wish<sup>®</sup>

ADPR 5750 SOCIAL MEDIA ANALYTICS

Spring 2021

Sarah Frost

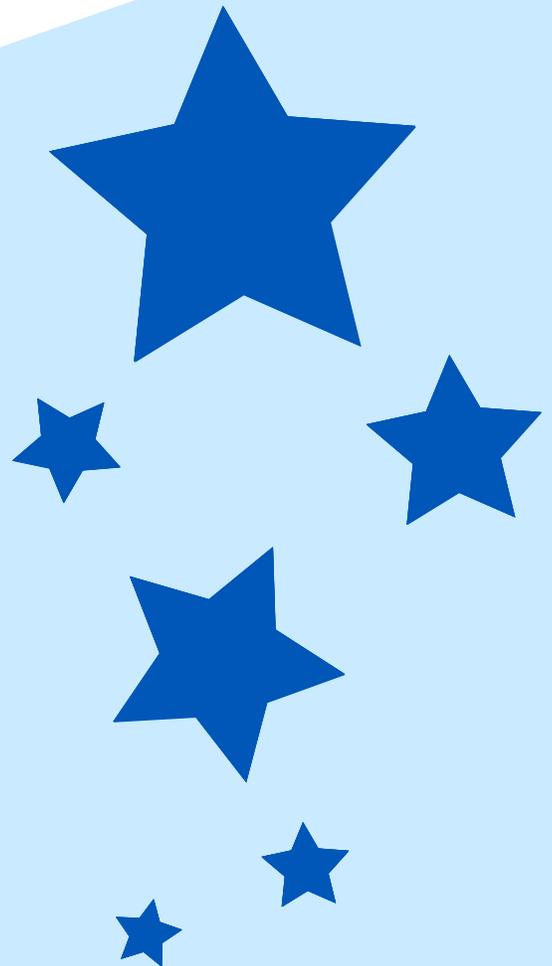
[smf54550@uga.edu](mailto:smf54550@uga.edu)

Alyce Burnett

[ahb28786@uga.edu](mailto:ahb28786@uga.edu)

Carlton Yarborough

[cmy74837@uga.edu](mailto:cmy74837@uga.edu)



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