

ADPR 5750

YMCA

Final Report

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EXECUTIVE SUMMARY

The YMCA's mission:

"Reflecting its Judeo-Christian heritage, the YMCA of Metro Atlanta is an association of volunteers, members, and staff, open to and serving all, with programs and services which build spirit, mind, and body. Financial assistance is available based on need. The YMCA actively seeks to identify and involve those in need. They envision a future in which all people achieve health, gain confidence, make connections, and feel secure at every stage of life. The Y's Commitment to America is developing new generations of changemakers who will create the communities we all want to live in."

Organization Background:

The Y is the "leading nonprofit committed to strengthening the community by empowering young people, improving the health and well-being of people of all ages, and inspiring action in and across communities." The Y's programs serve more than 64 million individuals in 120 countries. These programs are designed to bring communities together and promote positive change.

Key Performance Indicators (KPI's)

Share Of Voice: Measures how much organizations capture a conversation

Sentiment: We measured whether the emotions attached to the content are positive, negative, or neutral

Engagement: We will be analyzing total mentions, retweets, reach, unique authors, followers, etc.

Spike Analysis: Measures spikes in conversation due to high activity

Common Themes: General topics related to the Y and the content are analyzed in relation to other KPI's

DATA SET OVERVIEW

TIME PERIOD OBSERVED

April 1st - September 1st 2021

OWNED YMCA DATA

Total Post Volume: 298 tweets

Unique Authors: 1

EARNED YMCA DATA

Total Post Volume: 3,367 mentions

Unique Authors: 717

EARNED COMPETITION DATA

Total Post Volume: 643.05k mentions

Unique Authors: 382.65k

PLATFORMS USED flickr

Twitter, Blogs, Forums,
Reddit, Tumblr, Youtube



EARNED YMCA TOPIC DATA

Total Post Volume: 643k mentions

Unique Authors: 383k

BUSINESS PROBLEM

After understanding both the earned and owned data surrounding the YMCA and their competition, there are a lot of positive interactions on social media for the Y, but as their audience grows and develops, there are many initiatives they can take to further understand their audience members and the issues important to them while staying true to the organization's core values/goals. YMCA has a goal of connecting with individuals through community, and to effectively do this they must hold the attention of, learn from, and listen to the needs of their supporters.

RECOMMENDATIONS

1

YMCA should capitalize on the "Notable Dates" value hashtag use. Not only are generic Holiday hashtags a great source of engagement for potential new followers, but YMCA's current followers enjoy the use of hashtags to signify Notable Dates and/or Holidays. Hashtags support higher reach and engagement for tweets, and the Holiday's brings many fun and memorable interactive trends and hashtags.

2

Looking at the level of engagement, especially in the Theme of Post and Attached Media Type graphics, the "other" posts rack up impressive numbers. This could mean that YMCA should be more interactive with subject that do not involve themselves so much. Pop culture, big sporting events, etc., are areas where YMCA could look at posting about and boosting engagement.

3

One way to guarantee some attention to your social pages is to create interactive content. Giveaways, polls, and other mediums of communication as such generate not only attention but real-life thought about the posts. These posts stimulate users and could be very memorable for giveaway winners. This could be what the YMCA needs to boost reach and gain followers/attention.

4

YMCA puts out great content however, we think the lack of engagement with their healthy living and video/film posts is due to the reuse of the same post multiple times over the span of a couple of weeks. We believe if they changed up their posts more, adding in new and unique content, they would get more engagement. They could do multiple posts about breathing, but show different techniques!

5

YMCA has been around for a long time and has done incredible things with well-known individuals. The majority of their retweets come when they mention other people and high-achieving affiliates. People love celebrities, so boosting the number of tweets with these mention types would be helpful. They should also add a YMCA member of the month tradition to keep followers intrigued.

RECOMMENDATIONS

6

After analyzing the spike analysis we believe that the YMCA should tweet more about single parents and what they're doing to support them. There are lots of people who tweet about the needs of single parents/being a single parent and this could help the YMCA get connected. The Y could host a virtual zoom Single Parents Forum where conversation can be had about important topics in the community

7

After seeing the difference in the tone and topic of the conversation between men and women, results showed females talking more about important social issues. YMCA should push these topics towards their male base. Encouraging single fathers to come out for events like father-son days, and using images of both mothers and fathers in imagery are just a couple of ways to bring men into the conversation by targeting them via media and verbal delivery could bring positive attention to YMCA.

8

After reading through some of the conversations about Child Safety found on Reddit, we found an NBC News Article that was the focus of one of the Spike Analysis Reddit spikes. We recommend that the YMCA continue to have conversations focused on Child Safety, and share news articles that support and correlate with their focus. We also believe that Reddit is a great platform the Y can utilize to host these conversations.

9

The photos associated with the Young Male Christian Association (YMCA) on Flickr represent an interest in Nostalgic Conversations and Media. 230 posts from top user and photographer "millicand79@gmail.com" contain historical archive images of the International Young Men's Christian Association Training School. These posts represent the highest spike in activity for the time period. The Y could benefit from posting #ThrowbackThursday images of prior prominent Y athletes and historical moments in the Y's history.

10

The after-school programs category, though it has one of the lower mention figures, it has an amazing reach of over 5 million. Increasing the number of posts on this topic, as well as striking conversations among followers and YMCA members would be beneficial to our audience, as well as the after-school programs themselves.

OWNED DATA



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITIES

OWNED DATA OVERVIEW

Using Brandwatch, our team collected 303 tweets from YMCA's official Twitter profile. The tweets compiled span 6 months of activity, from April 1st, 2021 to September 1st, 2021. These tweets feature various and original content promoting YMCA's offerings, values, interests, and collaborations with other organizations. YMCA utilizes diverse post formats in order to inform and inspire its audiences. Tweets may include hyperlinked videos, images, gifs, emojis, hashtags, as well as links to attached organizations, collaborations, or YMCA's own services offered.

In this section of the report we will explore:

- What is the Y's most consistent Twitter topic of interest?
- How does the Y interact on Twitter with other users and similar organizations?
- How does the Y integrate (if at all) hashtags, URLs, or media in their tweets?

KEY METRICS

TWITTER FOLLOWER COUNT: 40.4K

TOTAL VOLUME: 303

UNIQUE AUTHORS: 1

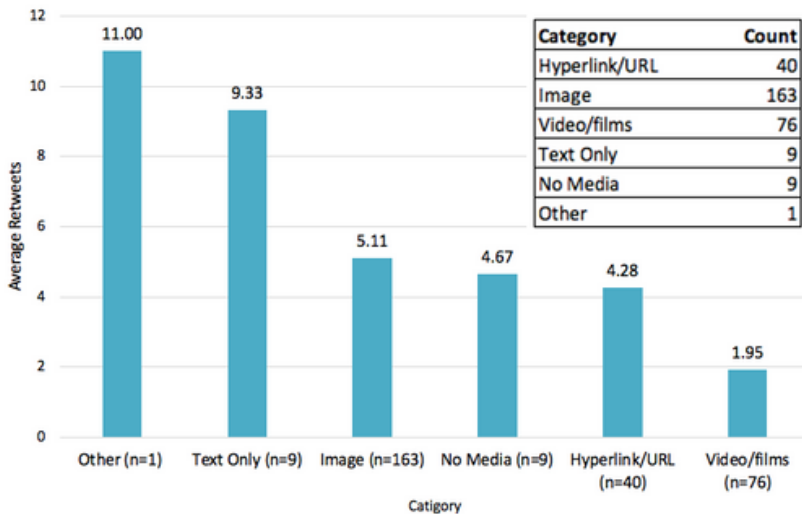
TOTAL RETWEETS: 1,165

TOTAL REACH: 3.98M



@YMCA

AVERAGE TWITTER RETWEETS BY ATTACHED MEDIA



YMCA Tweets containing photos are the most common attached media tweet format, with 163 of 298 posts total containing images, gaining 5 retweets on average. 76 tweets contain Video/films and this value contains the lowest average number of retweets (1.95). Although only 9 text-only tweets were captured, they average a little over 9 retweets which is the second-highest level of engagement for this category. Furthermore, the value containing the highest level of engagement is represented by only one tweet, fitting into "other" attached media. This tweet contains a gif and has 11 average retweets, which may be more due to the theme of the post or hashtags used rather than the media attached.

TWEETS WITH ATTACHED MEDIA:

ymca @ymca

📣 Work for the Y 📣

Don't just work. Work for change. Work for others. Work for a better us. See what employment opportunities your local Y has available.

ymca.org/find-your-y

#ForABetterUs

😊😊😊

ymca @ymca

#ChildhoodObesityMonth
#HealthyLiving

🥑🥦🍌🍌🍌



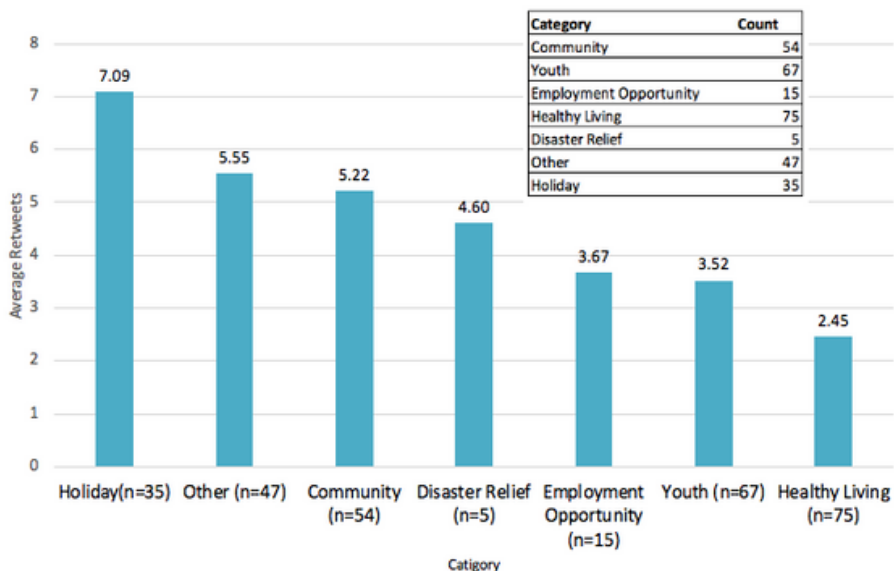
3:01 PM · Aug 27, 2021

According to the Centers for Disease Control and Prevention (CDC), the prevalence of **obesity affects about 13.7 million, or one in five U.S. children and adolescents.** Obesity can increase risk for health problems such as **type 2 diabetes, high blood pressure, high cholesterol and some cancers.**

The Y wants to help families adopt improved eating and physical activity habits so children can grow up to be healthy.

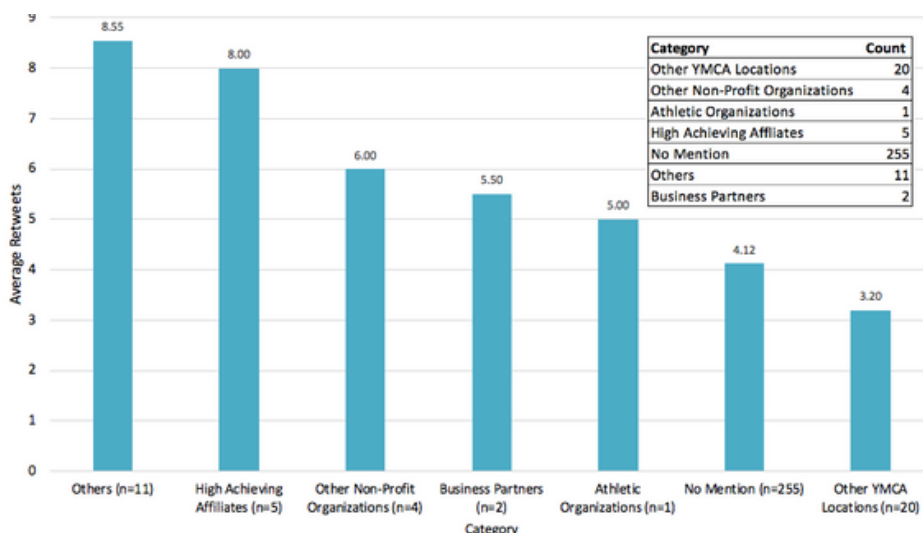
#ChildhoodObesityMonth

AVERAGE TWITTER RETWEETS BY THEME OF POST



YMCA's audience has the highest level of engagement with tweets centered around Holidays, averaging 7 retweets out of 35 posts. It is important to mention that the tweets with the second-highest average engagement belong in the "other" theme value. Also important to note would be that the Healthy Living-themed tweets receive the least amount of average retweets but represent the largest number of tweets, more than two times the amount of Holiday-themed tweets throughout the time period.

AVERAGE NUMBER OF RETWEETS BY MENTION TYPE

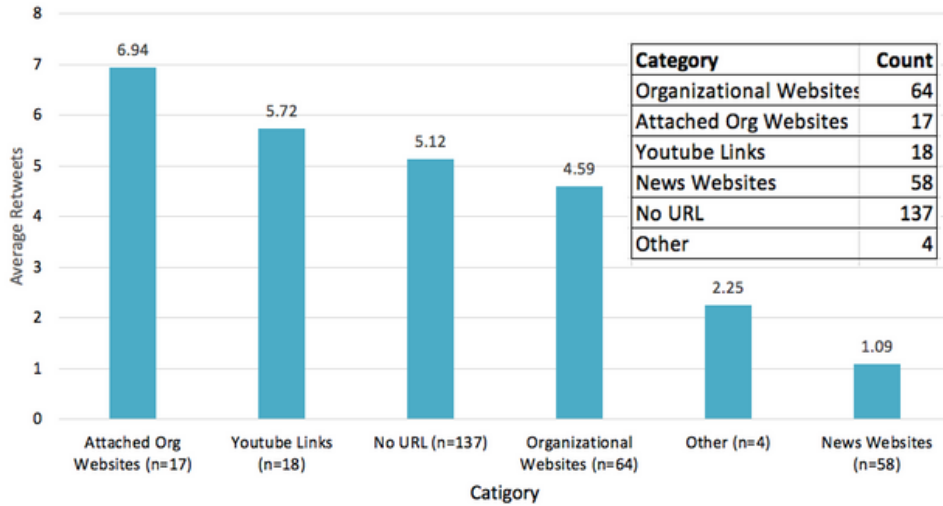


The most common mention type was no mention at all. At 255 tweets, these only averaged 4.32 retweets per post, putting the category at second to last on the graph. Mentions of other YMCA locations hold the second-highest number of tweets, yet gained the least amount of retweets, with 20 posts averaging 3.2 retweets per post.

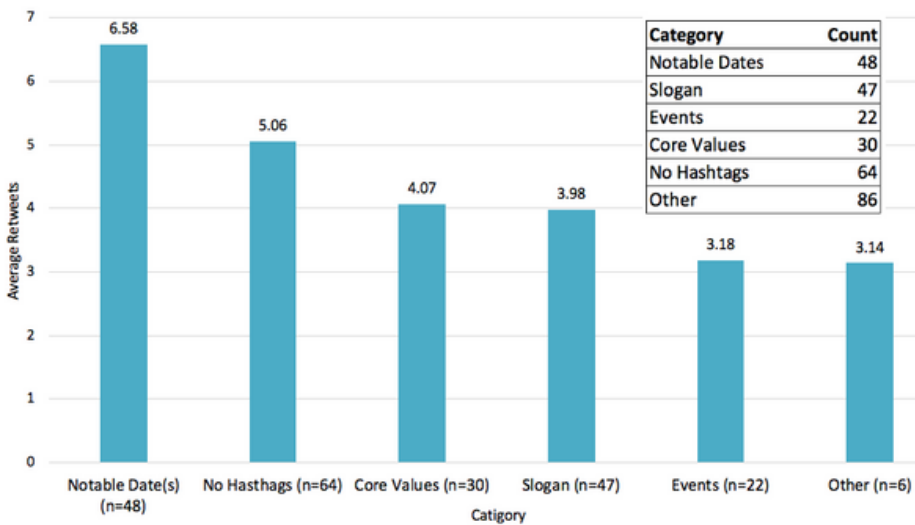
11 tweets mentioning others averaged 8.55 retweets per post. 5 tweets mentioning high achieving affiliates averaged 8 retweets per post. It is clear that posts mentioning 3rd party organizations and other individuals gain the most traction on Twitter.

AVERAGE NUMBER OF RETWEETS FOR URL TYPE

17 tweets with URLs linking to Attached Organizational Websites have the highest level of engagement, averaging with just under 7 (6.94) average retweets. With a similar count of 18 tweets, those containing Youtube Links contained the second most level of engagement, with an average of 5.7 retweets. The majority of tweets within this category, 137 of 298 contain no URL at all and garner around 5 retweets on average. Of the tweets containing a URL, the majority (n=64) are organizational (YMCA) webpages, which average 4.59 retweets.

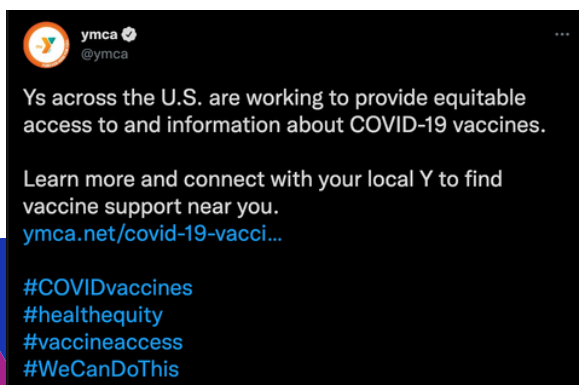


AVERAGE NUMBER OF RETWEETS BY HASHTAG TYPE



Of the tweets that contain a hashtag, the majority of them (n=86) fall into the other category, yet they represent the lowest average engagement. Tweets including hashtags of Notable Dates have the highest engagement, averaging 6.58 retweets. Tweets without a hashtag represent the second-highest count of those collected (n=64), with a little over 5 average retweets. YMCA uses hashtags often, especially to signify notable dates or YMCA slogans.

TWEET WITH HASHTAGS:



EARNED DATA: YMCA ANALYSIS



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITIES

EARNED DATA OVERVIEW

In order to understand the entirety of the social activity pertaining to our organization, we are now looking at conversations surrounding specific topics that are related to or of interest to the YMCA on Twitter, forums, Instagram, blogs, Reddit, Tumblr, & Youtube. Along with the Y, we examine the conversations around Competitor Organizations. We chose four organizations that share the priority of supporting the health and well-being of others, especially children. Demographics, Spike Analysis, Sentiment, Theme, and Content analysis' are based on data collected through Brandwatch between the time period. Topic Data is determined using Custom Classifiers to distinguish conversation by specific categories. This data is representative of online conversations about various topics that involve or are relating to the Y's core interests and services offered.

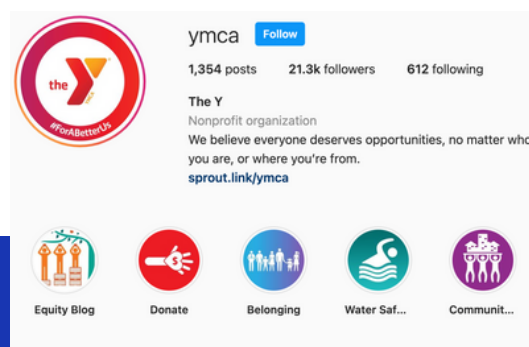
In this report we will explore:

- What topics involving children are most prevalent?
- What topics surrounding education, opportunity, and learning programs are occurring?
- What demographics are highlighted throughout our topic data set?

KEY METRICS

YMCA EARNED DATA:	TOPIC EARNED DATA:	COMPETITION EARNED DATA:
Total Volume: 221.25k	Total Volume: 221.25k	Total Volume: 643.05k
Unique Authors: 155.68k	Unique Authors: 155.68k	Unique Authors: 382.65k
Total Retweets: 1,097	Total Retweets: 1,097	Total Retweets: 427.46k
Total Reach: 5.61m		Total Reach: 894.72m

**Instagram Follower
Count: 21.3k**



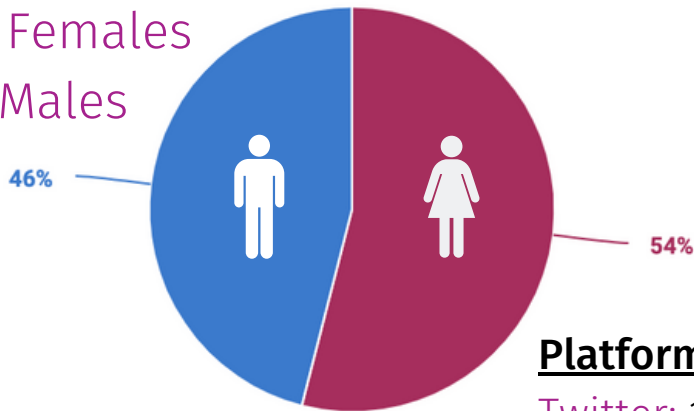
Earned Data Cross Platform Analysis

Twitter Demographics:

Audience

41,224 Females

35,117 Males



Top Topics

- Family
- Opportunity
- Helping
- School
- Education
- Single Parents
- Students
- Child Safety

Platforms

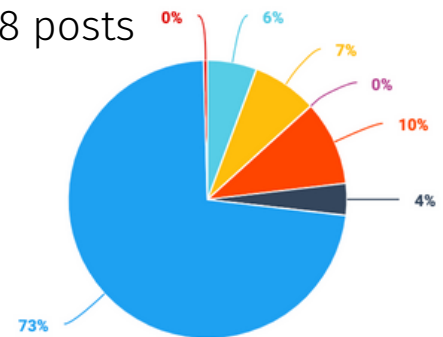
Twitter: 160,929 posts

Reddit: 21,773 posts

Forums: 16,679 posts

Blogs: 12,668 posts

Tumblr: 8,158 posts



Geography

North America: 77,143 mentions

Europe: 23,690 mentions

Asia: 8,993 mentions

Africa: 6,475 mentions

Australia: 6,404 mentions

South America: 897 mentions

Top Hashtags

#cop26: 374 mentions

#johnsonout: 364 mentions

#education: 90 mentions

#afterschool: 86 mentions

#learning: 66 mentions

#childcare: 58 mentions

Top Influencers

@GMcLaughlin126: 463 mentions

@OPFS: 203 mentions

@GrantGeek: 136 mentions

@iamrodneysmith: 109 mentions

@Chicana76RESIST: 108 mentions

@HeartThursdays: 107 mentions

● Blogs ● Forums ● Instagram ● Reddit ● Tumblr ● Twitter ● YouTube

Earned Data Cross Platform Analysis

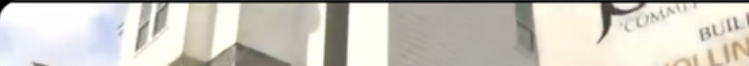
Twitter Demographics:

Top Posts

philip lewis @Phil_Lewis_

Slim Thug’s company Boss Life Construction restores abandoned homes in Houston to provide low-cost housing for low-income, single parents and the houseless

“We noticed that it was a lot of people buying [property] from our community that wasn’t from there...”



Kyle Griffin @kylegriffin1

Rep. Katie Porter has introduced legislation to make it easier for families headed by single parents to get help from the expanded child tax credit. The Single Parent Penalty Elimination Act would change the income threshold for Americans filing as heads of household.

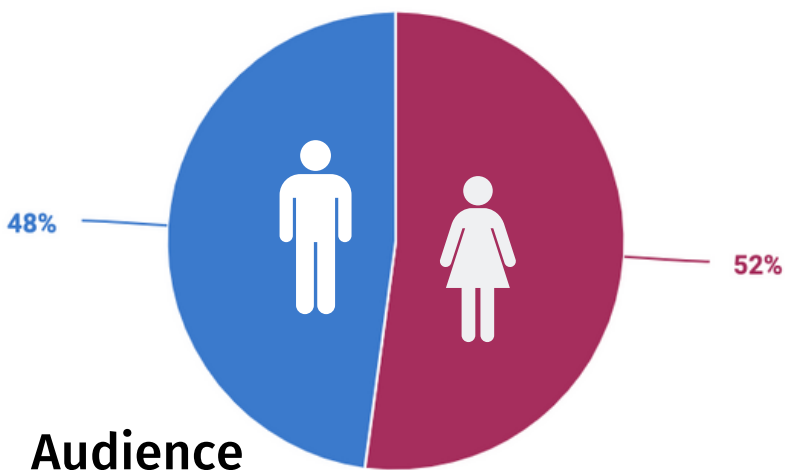
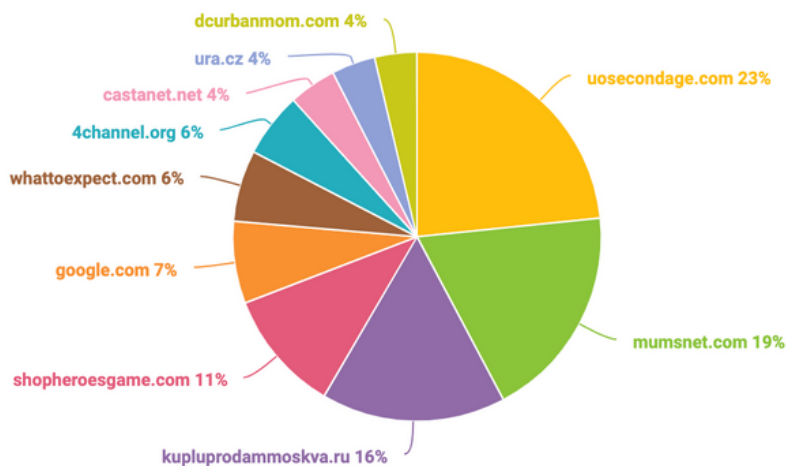
4:00 PM · May 15, 2021 · TweetDeck

1,172 Retweets 38 Quote Tweets 5,685 Likes

Blog & Forum Demographics:

Top Sites

- uosecondage.com
- mumsnet.com
- kupluprodamosva.ru
- shopheroesgame.com
- whattoexpect.com



Audience

- 2,241 Females
- 2,055 Males

Top Influencers

- RonaldWrodo: 1,355 mentions
- Anonymous: 463 mentions
- @GMcLaughlin126: 463 mentions
- 286038: 336 mentions
- Ronaldneure: 323 mentions
- TomGamegear: 239 mentions

Earned Data Cross Platform Analysis

Blog & Forum Demographics

Top Topics

- Family
- Opportunity
- Single Parents
- School
- Education
- Mental Health
- Child Safety
- Dating with Kids

Geography

North America: 14,253 mentions
Europe: 6,301 mentions
Asia: 1,044 mentions
Africa: 239 mentions
Australia: 486 mentions
South America: 80 mentions

Reddit Demographics

Top Topics

- Advancement Opportunities
- Low Income
- Married Couples
- Learning Opportunities

Top Influencers

AutoModerator: 137 mentions
throwaway50bil: 62 mentions
dv42_: 56 mentions
dannyboyboy: 39 mentions
BreamBum: 29 mentions
alightheadedjoke: 26 mentions

Top Threads

↑ Posted by u/SackWackAttack 7 months ago

81 **2% Deposit For Single Parents** abc.net.au/news/2...

↓

🔗

💬 122 Comments ➦ Share 📌 Save 🙄 Hide 🚩 Report



102 **Aside from single-parents-by-choice, why is it that there's so much hatred for single mothers but complete adoration for single fathers?**

Discussion



🗨️ 431 Comments ➦ Share 📌 Save 🙄 Hide 🚩 Report

Earned Data Cross Platform Analysis

Spike Analysis

"G" - May 30th - Flickr Images

- Volume Up 1079%
- posted by top user "millicand79@gmail.com."
- 230 posts into an archive of photos from the International Young Men's Christian Association Training School
- These posts explain why forums represent the highest spike of activity for the period

"D" - April 22nd - Twitter

- Volume Up 474%
- YMCA leads conversations about how to #standagainstracism (mentioned 52 times)
- 10 mentions sharing a link from pbs.twimg.com
- 93 mentions using #yforall & 13 using #becausey
- 112 mentions total

"K" - June 1st - Twitter

- Volume Up 780%
- YMCA shares what Pride Month means to them
- 26 mentions
- 15 using #pride & 11 using #pridemonth

"E" & "N" - June 27th-28th - Twitter & Reddit

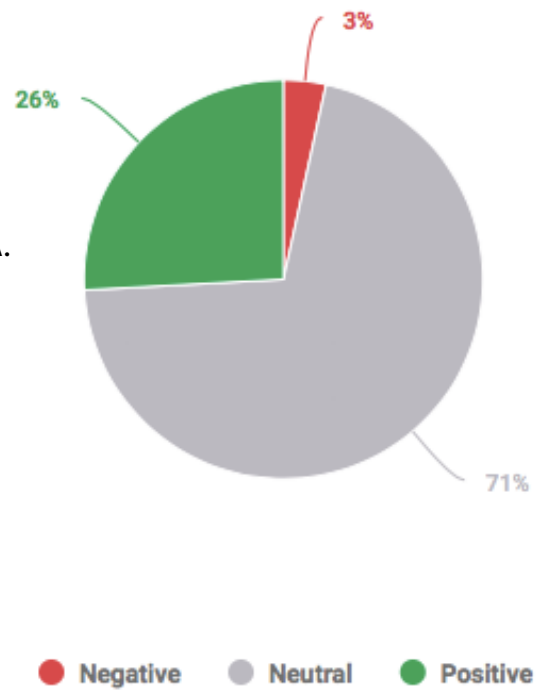
- Volume Up 665%
- Malika Andrew's Trae Young Interview where he mentions YMCA (video has 55.2k views)
- This spike represents the interaction and similar topics between Twitter & Reddit
- 151 retweets
- 33 Reddit mentions



Earned Data Cross Platform Analysis

Sentiment Across All Platforms

The majority of the social media activity observed had a neutral sentiment. These posts were majorly tweets pertaining to any number of the day-to-day procedures, core values & interactions of the YMCA. Forums also made up a wide amount of neutral content, specifically via Flickr. The positive content surrounded many of the efforts and causes the YMCA prides itself in supporting, like NAYDO '21, a service project helping migrant youth at the U.S.Mexico Border. Lastly, the negative content surrounds critiques associated with YMCA former member turned Pro-Athletes, discussions of systematic issues such as racism, and other political discussions often associated specifically with the "Young Men's Christian Association."



"K" ↑ 400%

-33 mentions
-#naydo #naydo2021
#yforall #ymca

"A" - ↑1079%
- 230 mentions
- flickr photo archive

"B" - ↑16%

-159 mentions
- 11 mentions using
#pridemonth

"E" - ↑620%

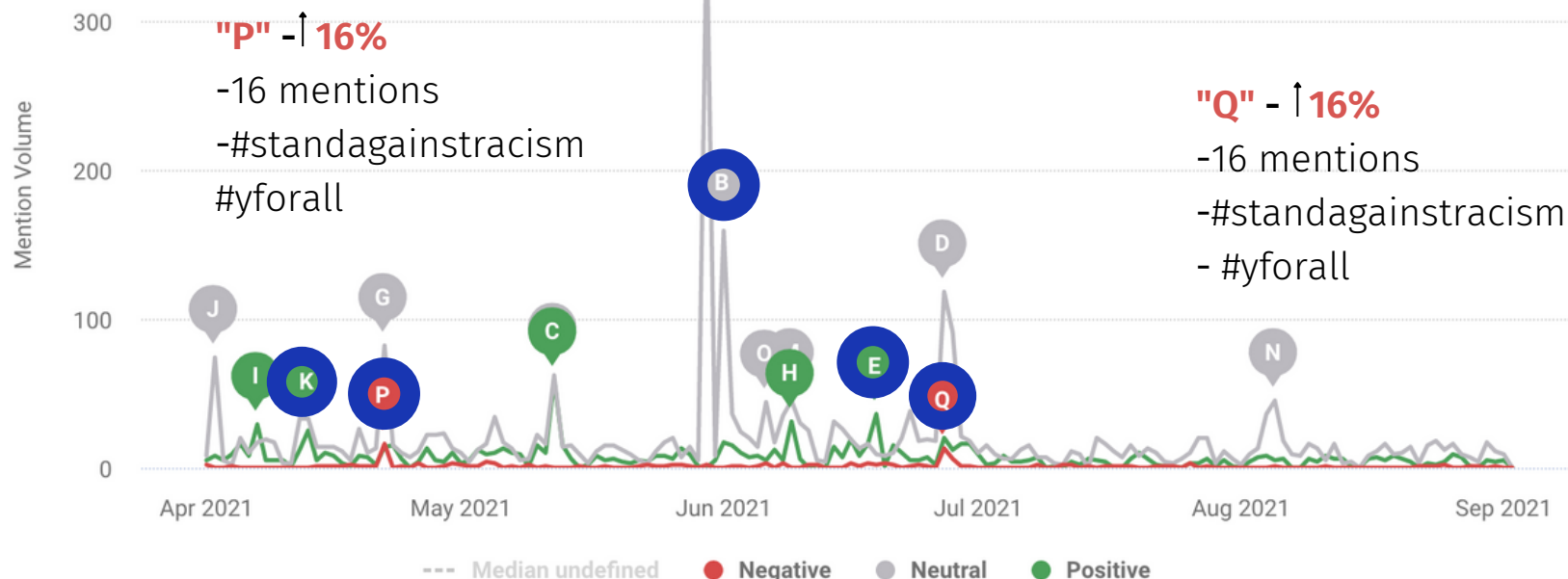
- 36 mentions
-#juneteenth

"P" - ↑16%

-16 mentions
-#standagainstracism
#yforall

"Q" - ↑16%

-16 mentions
-#standagainstracism
- #yforall



Earned Data Theme Analysis

Healthy Living

For **healthy living** (N = 1641/4,184 = 39%) the theme encompasses being healthy and holding yourself accountable. The top hashtags for this are #forabetterus #socialresponsibility #healthyliving #fitfact. The top URL links are <https://www.ymcadc.org/careers/> and <https://www.ymcadc.org/support-the-y/give/>. There are 17 unique authors and the top influences for this are @YMCAAsheboro and Coleman Hodges. The main trending topics are Additional CSA grants, Decatur Active Living Advisory Board, and promoting healthy living.

Childcare

The **childcare** (N = 317/4,184 = 7%) theme is a pretty popular one. “Child care” has 54 unique authors and the trending topics are the salvation army, lie in a coffin, and true striving. The top influencers are Djando and @gscymca. Some of the trending topics are “key,” “families,” “christian.” For “#summercamp” the main trending topics are “family,” “#forabetterus” and “exciting.” The top mentioned tweeters are @globalymca and @mcgawycampecho.

Back-to-School

The **back-to-school** (N = 743/4,184 = 17%) theme is all about advice and events for the back-to-school season. The top hashtags retaining to the theme are #backtoschool and #youthdevelopment. With 17 unique authors coming mainly from Twitter and Wikipedia, the top influencers on the topic are @YMCAAsheboro and Coleman Hodges from swimswam.com. The vast majority of mentions were neutral, with 16% being positive and 0% negative.

Immigration

The **immigration** (N = 391/4,184 = 9%) theme wraps around the concept of acceptance, inclusion, and connection. The top hashtags for this one are #celebrateimmigrants, and #immigrantheritagemonth, with more community-oriented ones such as #strongertogether. The top influencers are Djando and a blogger from a Jewish history site. Trending topics under this theme include Jewish immigrants and Gregory Fedin, a Russian immigrant who recently passed.

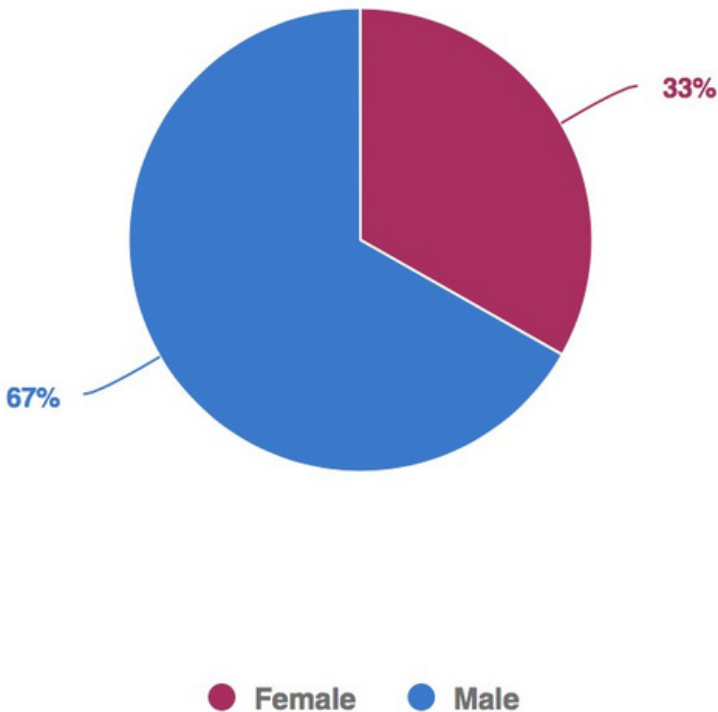
Themes Gender Analysis

Male:

The conversation about YMCA is guided by 67% males. Included in the 822 posts, hot topics include Trae Young, the word "join", and conversations about youth events like summer camp. The top influential users are @jdickerson and @betterjobsearch. The male conversation revolves mainly around awareness of the YMCA, job openings within the organization, and youth events. The top hashtags used by the male demographic are #forabetterus and #fivedaysofaction.

Female:

33% of users talking about YMCA are females, racking up 409 posts. Top hashtags in this demographic are #ForABetterUs when coupled with #strongertogether. A lot of the conversation is about inclusion and diversity. Hot topics mentioned by women are swim lessons, LGBTQ+, and the month of June. Top users among women are @SarahSpain and @KristenLedlow. When mentioning the YMCA, most women tend to speak about the inclusion movements and kids' events.



EARNED DATA: YMCA TOPIC ANALYSIS & CUSTOM CLASSIFIERS

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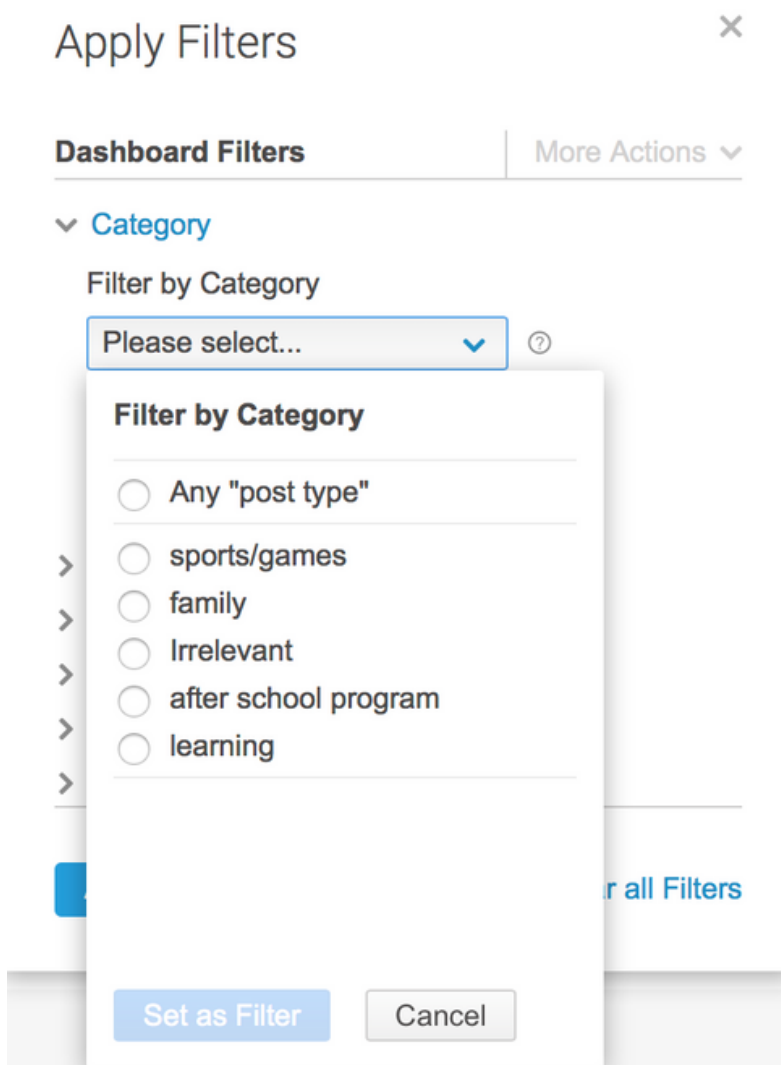


YMCA

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Custom Classifiers

The custom classifiers were decided on after looking through a wide array of posts. We identified 4 major categories to include in the filters, making it much easier to identify characteristics of certain conversations being had online.



The 4 categories identified were:

- Sports/Games
- Family
- After School Programs
- Learning

The **irrelevant** section catches all the tweets that are not important to the data we are analyzing.

Custom Classifiers

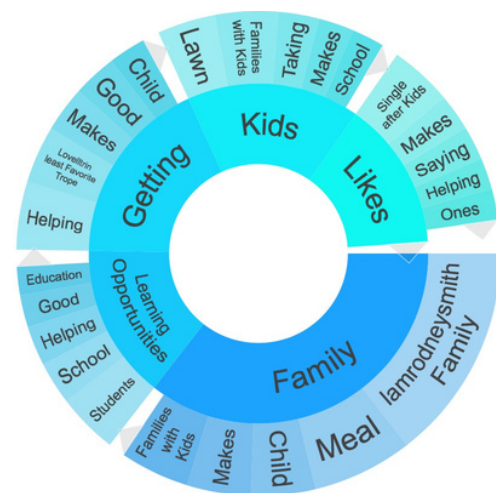
Category 1: Sports/Games

The sport and games category has 1009 total mentions, with mostly negative feedback of 95%. The top hashtags were #afterschool and #football and the most mentioned tweeters were @pledis_17 and @meatscoups. Most of this conversation revolves around either health advice for athletes or keeping children's health a first priority in sports. In the main demographic (female 78%), there are several negative tweets about a lack of learning opportunities in the workforce for kids old enough for employment. Apart from that, the rest of the tweets are about life as a single parent.



Category 2: Family

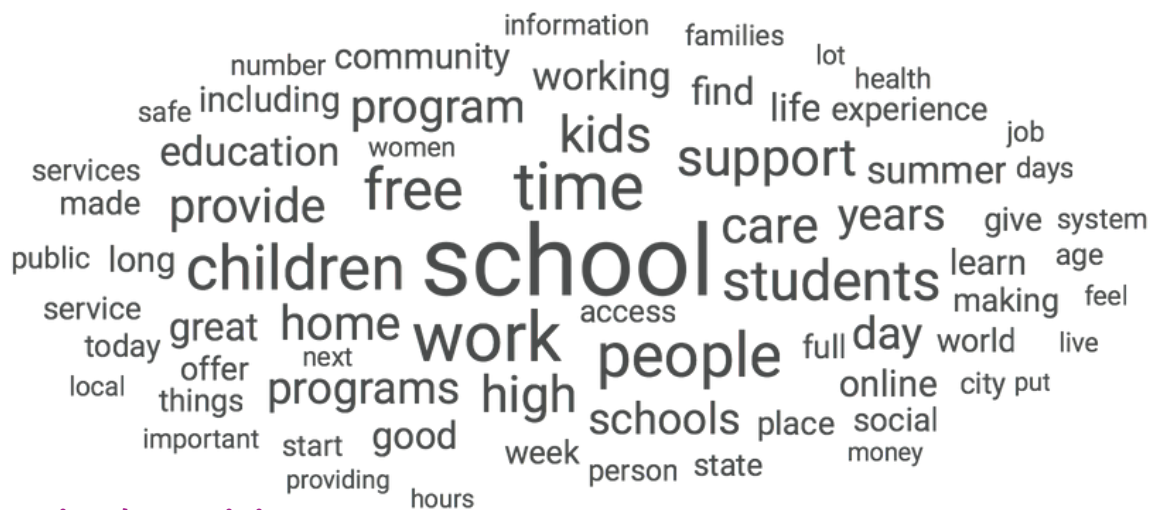
There are 112.31k total mentions of the theme family. with 58.09k total retweets. Most of the sentiment was neutral at 46%, 23% positive, and 31% negative. The positive tweets were mainly about sharing healthy meals with your family, while the negative conversations revolved around single parents. The demographic was 56% female and 46%, male. The top author, RonaldWrodo, gained popularity offering conversation about online dating for single parents. Overall, this topic was quite diverse with topics ranging from recipes to online dating and expanded into a family trauma as well.



Custom Classifiers

Category 3: After School Programs

There are 5305 total mentions of afterschool programs and 1072 total retweets. With a smaller number of total mentions, this topic had a massive reach of 5.69 million. The main demographic was female with 56% and male 44%. The top hashtags were #afterschool and #summer, offering opportunities for single parents to put their kids in solid after-school programs during the summer. Some of the top tweets on this topic are negative, and not because they were against after-school programs at all, but mainly hounding big programs and companies about their own programs or lack thereof. Some more tweets revolved around respect for single parents and their dedication to their children's upbringing.

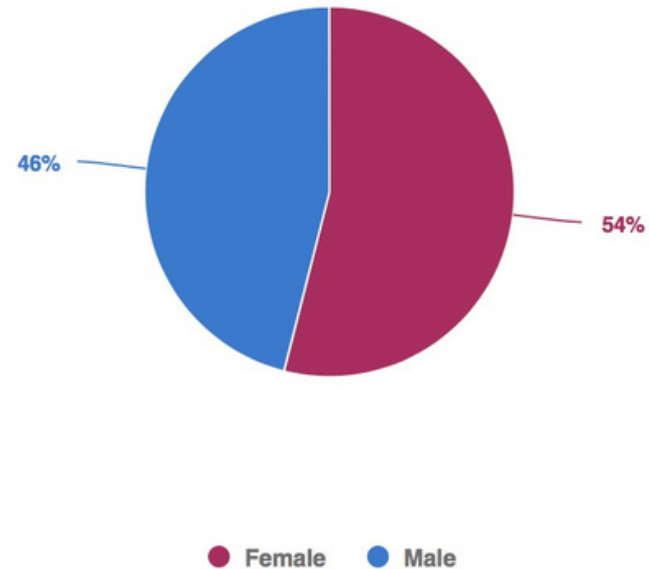


Topic 4: Learning/Creativity

There are 102.14k mentions of learning and creativity and 51.07k total retweets. The main sentiment is neutral at 58% with 21% positive and 21% negative. The positive tweets are about learning about child safety and education. The negative tweets are about judgment towards learning. Some of the top hashtags are #education and #summerlearning and the top mentioned tweeter is @repkatieporter. This topic encompasses much of what people think about parenting kids. Included in the mentions are many tweets expressing opinions about why younger generations are the way they are; a lack of true parenting such as presenting mistakes as learning opportunities as a child grows up seems to be a hot topic in this category. The male demographic focuses more on the political side of things and action-inducing language, while the female side tends to talk more about practical ways to improve a child's future.

Gender-Based Differences in Topic Conversations

Male: Out of the the76,215 total gender classified mentions, 35,080 are male. Influencers around the topic include @Swamy39 and @msisodia. Much of the popular conversation amongst the male demographic revolves around single parents with housing issues and maintenance needs. the majority of the top tweets come from the same author, @iamrodneysmith, posting the same advertisements about his lawn care giveaway for those in need.



Female: The female demographic has a bit more diversity in the topics of discussion. While most men in this data set discussed mainly single parents with housing and maintenance needs, the women discussed things like child care, safety, learning opportunities, and politics involving single parents. Top influencers amongst women are Speaker Nancy Pelosi and @kritisanon. Women seem to speak out more about the major issues in the world involving single parents, and underprivileged individuals lacking learning opportunities.

EARNED DATA: COMPETITION ORGANIZATION ANALYSIS



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITIES

Competition Share of Voice

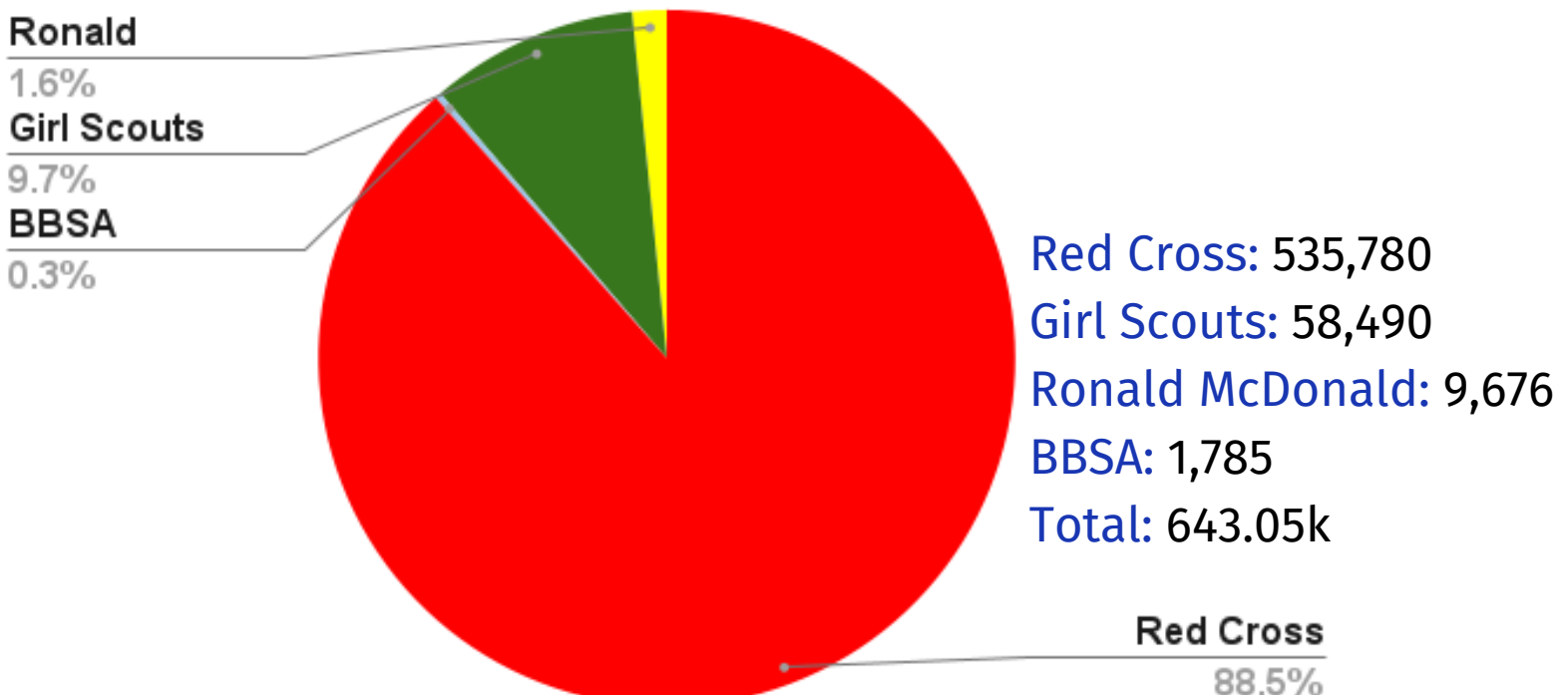
American Red Cross: This organization works to deliver vital services to those in need - from providing relief and support during crises to providing information helping to prepare for and respond to emergencies

Girl Scouts: This organization prepares girls to empower themselves and promotes courage, compassion, teamwork, leadership, and more through camping, service, first aid, and other skills

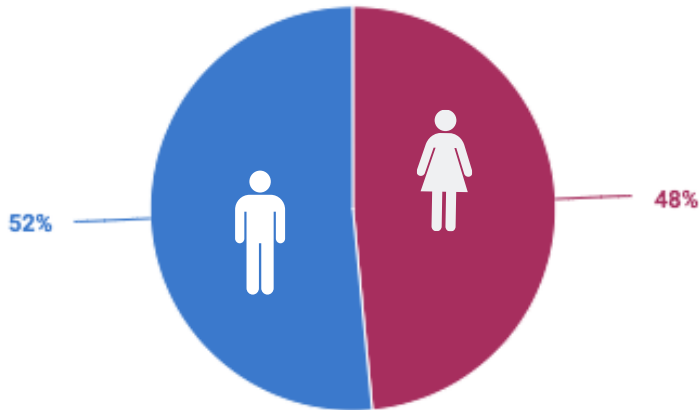
Ronald McDonald: This organization's mission is to create, find, and support programs that improve the health & well being of children

BBSA: Big Brothers Big Sisters helps children realize their potential and build their futures. We nurture children and strengthen communities. BBSA is the nation's largest donor & volunteer-supported mentoring network.

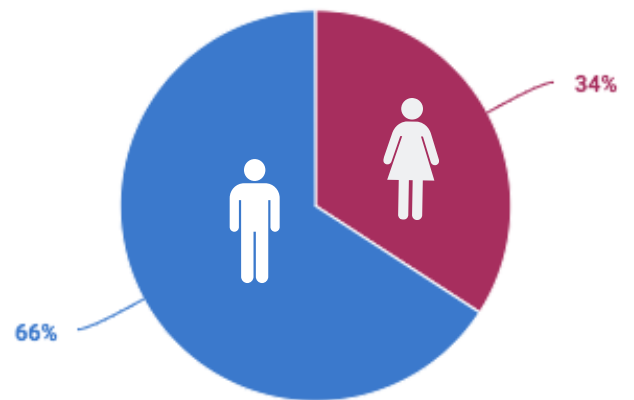
Competitors Share of Voice



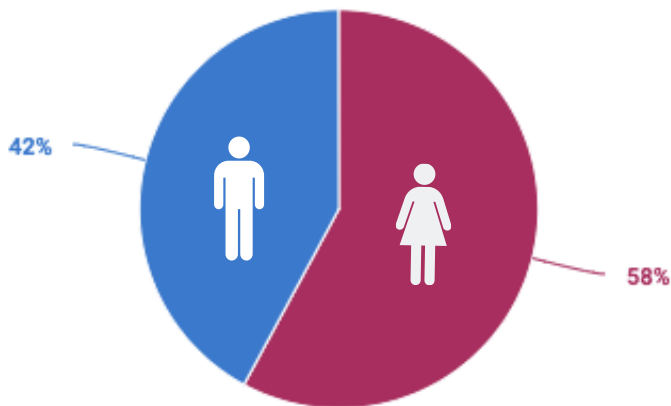
Competition Demographic Analysis



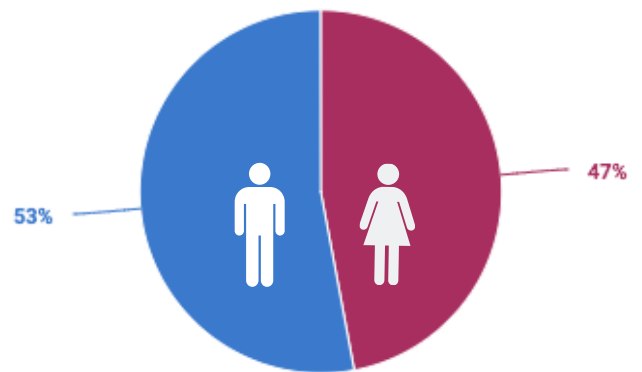
Red Cross



BBSA



Girl Scouts



Ronald McDonald

Competition Spike Analysis

A- August 14th-16th

- the Red Cross is responsible for this spike with a volume of 818% higher than normal

B- April 16th

- This spike was 473% higher than normal, lead by multiple tweets about the Red Cross and multiple mentions of blog.girlscouts.org

C- May 19-20

- this volume was 274% higher than normal lead by a [#whatshappeninginmyanmar](#) and [#May20Coup](#) which are topics the Red Cross was helping with

D- May 8

- this volume was 205% higher than usual with [#worldredcrossday](#), [#redcrossday](#), and [#redcross](#) trending

E- April 29th

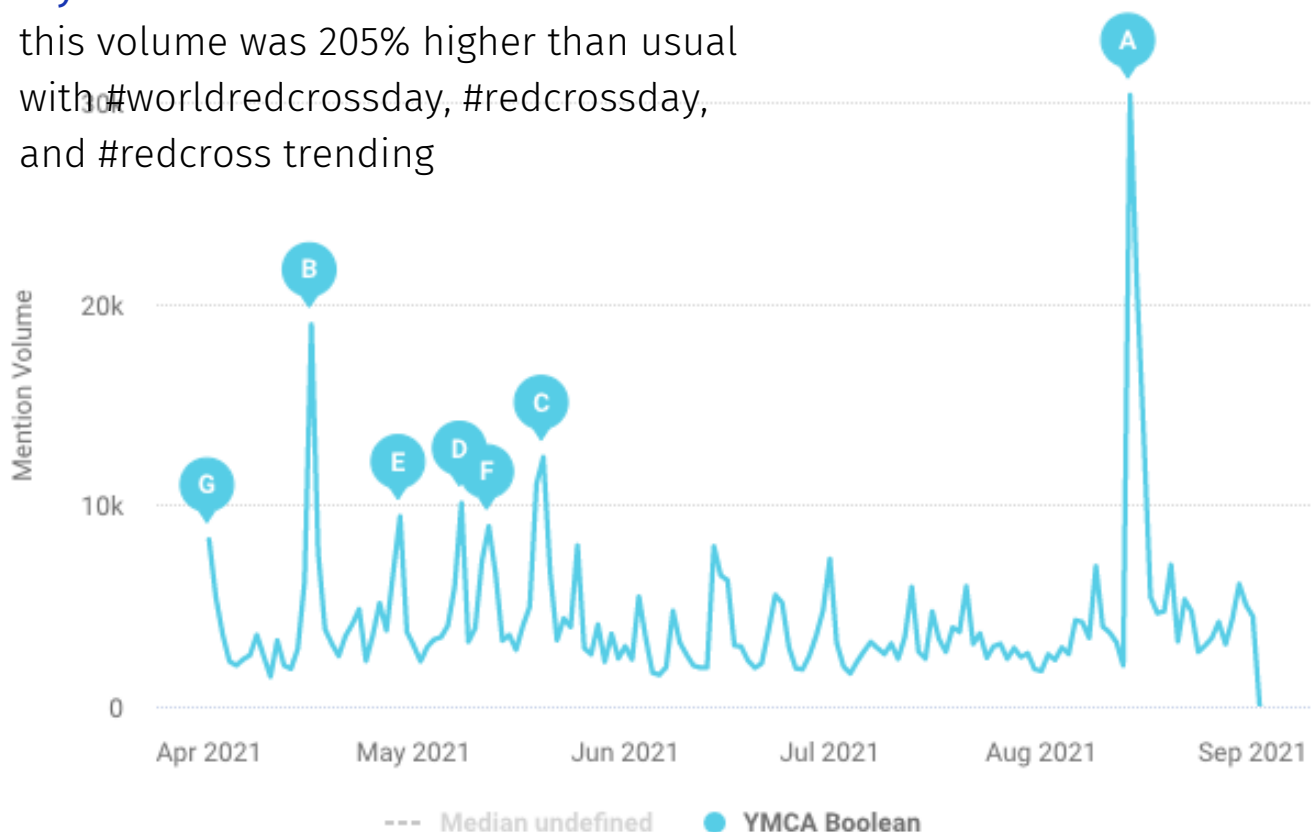
- This volume was 185% higher than usual driven again by the Red Cross and also [#covid](#) and [#kisanbole_novotetomodi](#)

F- May 12th

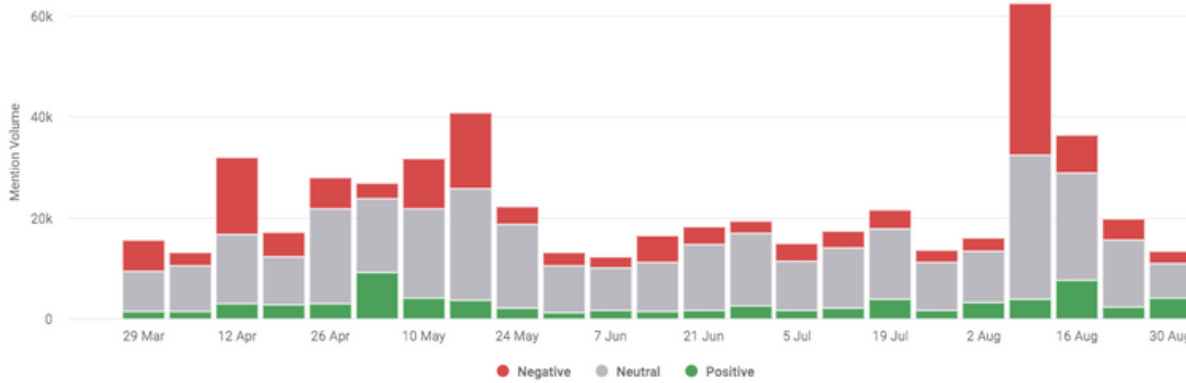
- This volume is 170% higher driven by the Red Cross mentions and [#gazaunderattack](#) and [#freepalestine](#)

G- April 1st

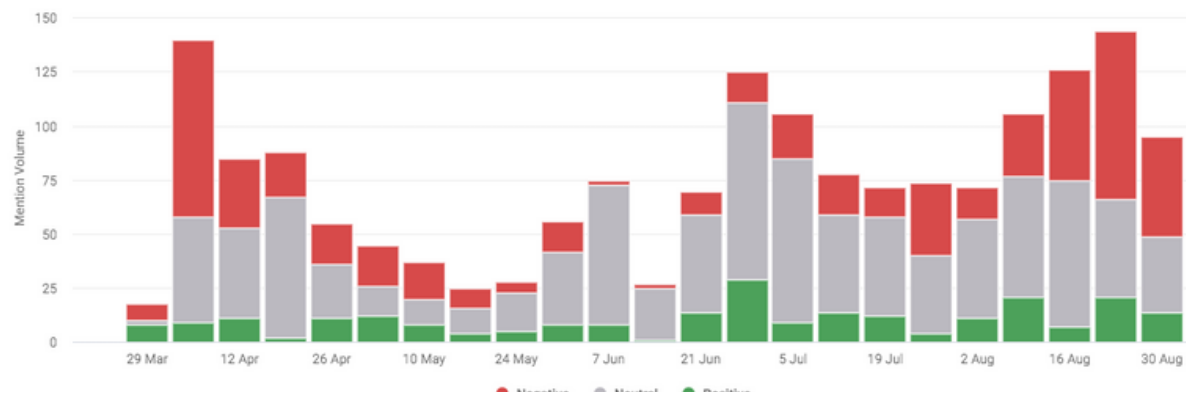
- this volume is 150% higher with thousands of mentions of www.reuters.com and [#whatshappeninginmyanmar](#)



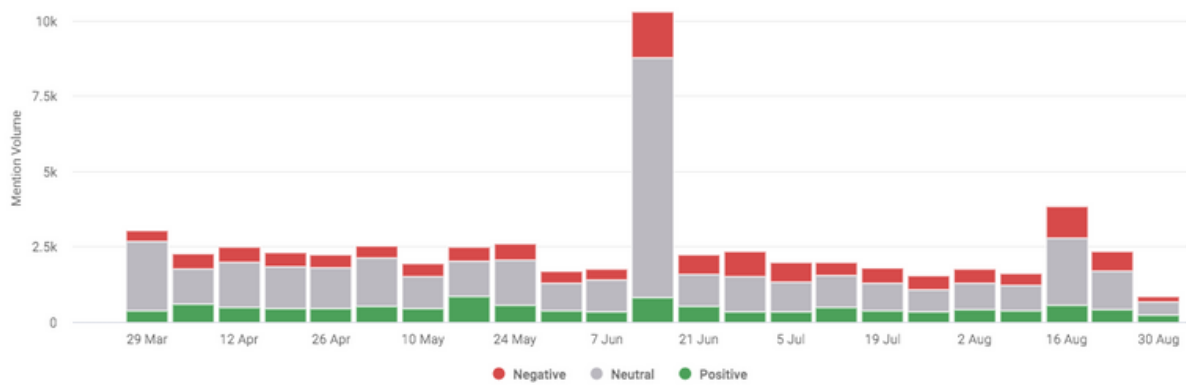
Competition Sentiment Analysis



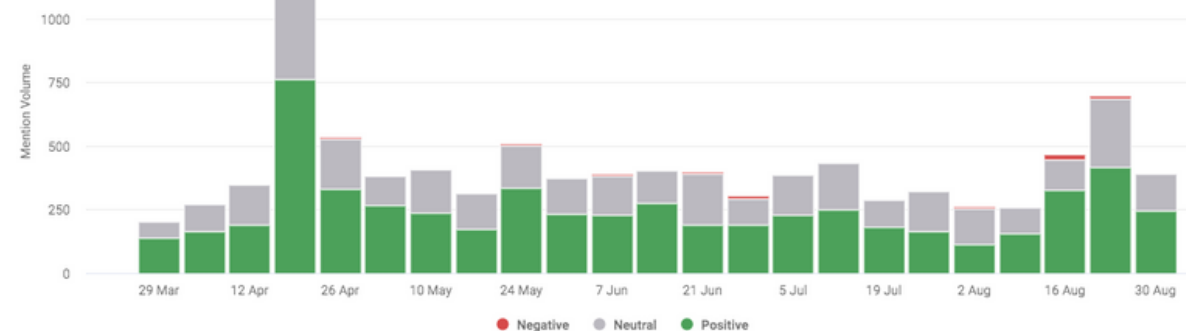
Red Cross



BBSA



Girl Scouts



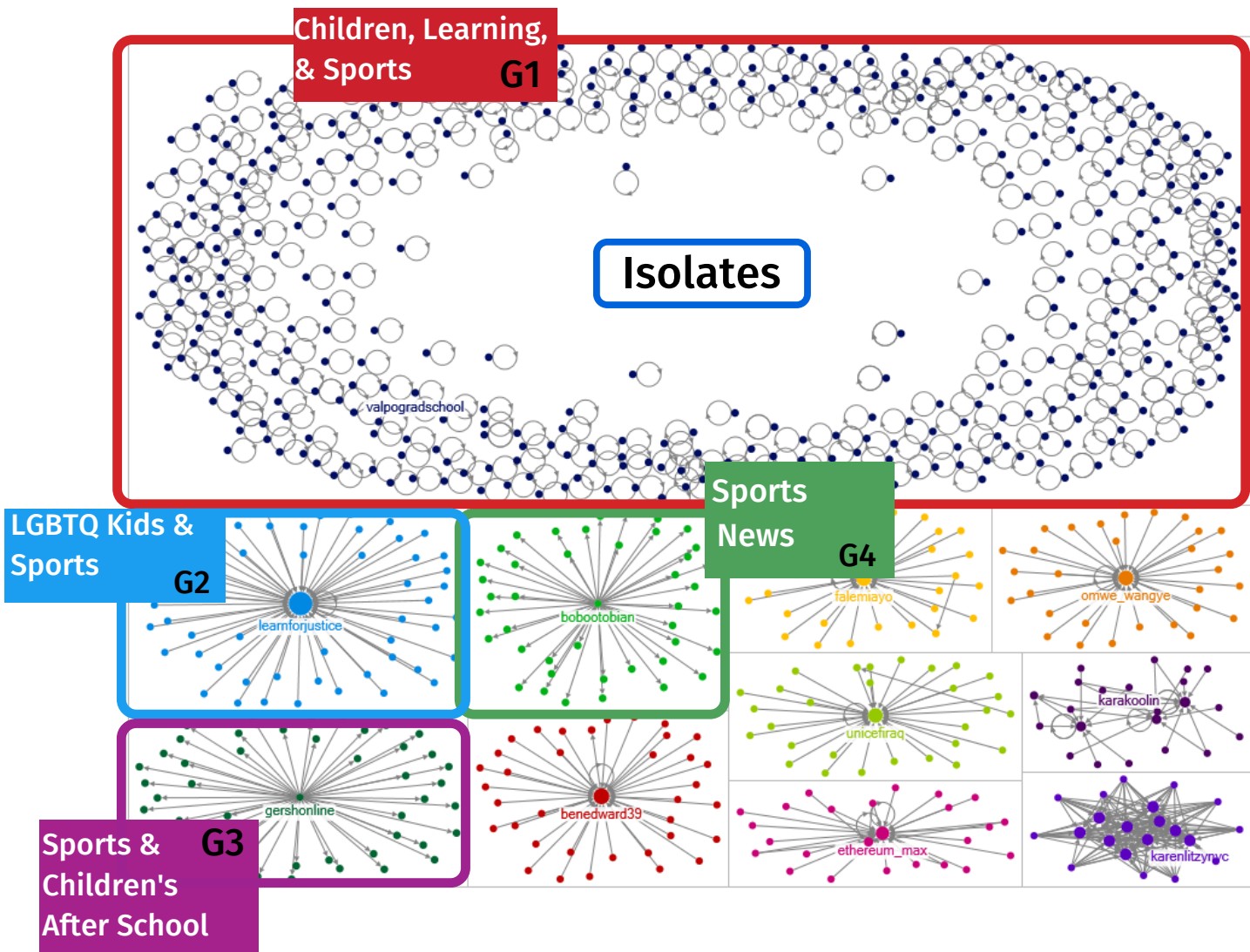
Ronald McDonald

EARNED DATA: TWITTER SOCIAL NETWORK ANALYSIS



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITIES

SOCIAL NETWORK ANALYSIS OF YMCA TWITTER *via NodeXL*



Group 1 (Children, Learning, & Sports) Size: 423

Group 3 (Sports & Children's After School Activities) Size: 48

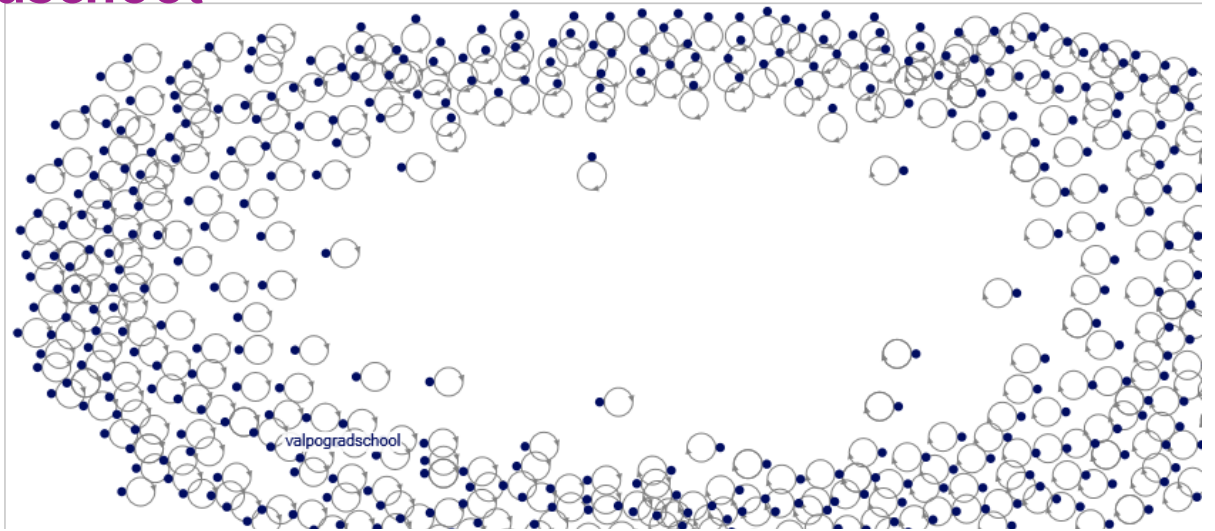
Group 2 (LGBTQ+ Kids & Sports Policies) Size: 56

Group 4 (Sports News Accounts) Size: 43

SOCIAL NETWORK ANALYSIS OF YMCA TWITTER *via NodeXL*

Group One - Children, Learning, & Sports

@valpogradeschool

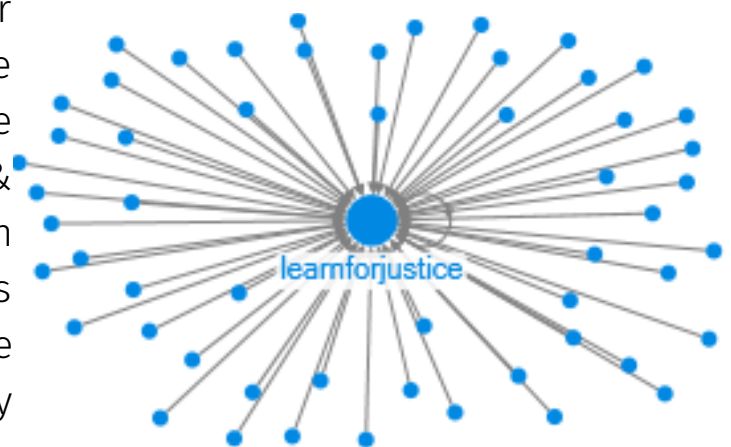


The conversations make up the first cluster center learning in the realms of school and sports. The most influential user is @valpogradeschool, with a tweet detailing opportunities for "hands-on learning" in Sports Media Programs. Other aspects of learning in public schools bring Critical Race Theory conversations. This tweet has an in-degree and out-degree of 1.

Group Two - LGBTQ+ Kids & Sports Policies

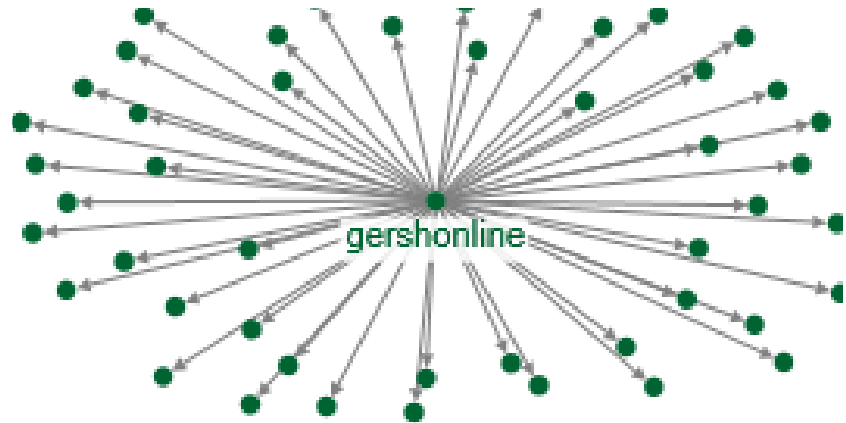
@learnforjustice

The second cluster is centered around user @learnforjustice, a program founded by the @splcenter, "dedicated to creating equitable school experiences for students & supporting educators." The tweet itself is in support of #TransAwarenessWeek and calls for Sports Policies in schools that include and protect Trans, intersex, and nonbinary students. This interaction's in-degree is 56, and the out-degree is 1.



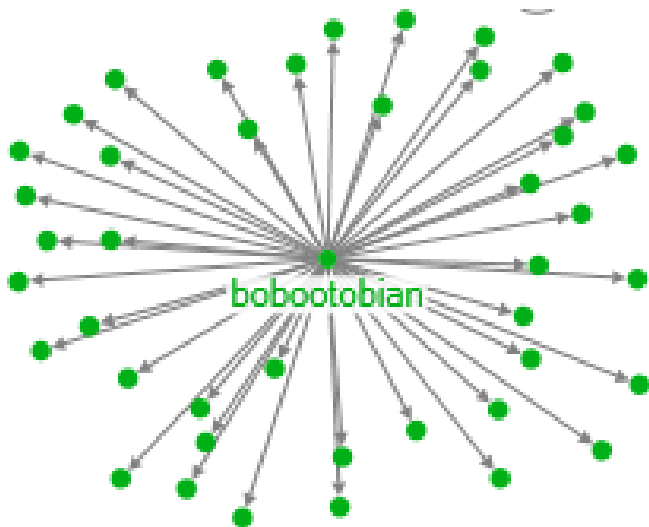
SOCIAL NETWORK ANALYSIS OF YMCA TWITTER *via NodeXL*

Group Three - Sports & Children's After School Activities *@gershonline*



The third cluster is compiled of various conversations surrounding kids and youth-related topics. These conversations are coming from various types of authors, varying from art school activities, Sports Education, the Olympics, NASA, personal training, Kumon, Reading Clubs, After School XMAS Activities, Sports Psychologists, and more. @gershonline is the most influential user of this group, and their tweet is a memorial for a beloved sports commentator. This user is a contributor to @TheBPJournal in Brooklynn, NY. The in-degree for this interaction is 0, with the out-degree being 47.

Group Four - Sports News *@bobootobian*



The conversations in the last cluster center around professional, public school, and all-around Sports-related News and conversations. Many of the users like @ksprnews & @bfpsports are local news accounts reporting on various sports events. From college football to the Olympic Games, this group has a tighter focus on the topic of sports, with a wide variety within that topic of users and information shared.

MENTOR KEY FEEDBACK

1. Make sure you use **margins** in the report. **(Entire Report)**
2. **Theme analysis (and whole report)** please make sure you are **copy editing**. There are several errors that you would not want in a professional report. **(Entire Report)**
3. Think more as if you are the Y's client. Remember that we want to give **actionable insights and provide feedback and strategies** that will help the Y achieve its social media goals. **(Pgs. 4-5)**
4. If **healthy living** is the most popular theme, how can YMCA **increase content on this topic to continue to engage their audience** and grow engagement? **(Pg.4, Recommendation #4)**
5. Is there something about the **photos posted on Flickr** that you can use to help guide future YMCA posts rather than just noting that nostalgia is popular - for example are people interested in the history of the Y and maybe a **throwback Thursday campaign may be worth exploring?** **(Pg.5, Recommendation #9)**
6. If healthy living is the most popular theme, how can YMCA increase content on this topic to continue to engage their audience and grow engagement? **(Pg.4, Recommendation #4)**
7. I'd love to hear a bit about **how you picked your competitors**. **(Pg.13)**
8. The only issue is that there is not a **breakdown by platform**. The whole data analysis should cover each platform (i.e., Twitter, insta, blogs, etc.). There should be one for each. It looks like you only have Twitter. Please update. **(Pgs.13-15)**
9. Do you guys have any idea why the **audience skews** so much more **male?** **(Pg.24)**
10. Lastly, **bring themes alive** with infographics and graphs. **Tell us how you came to these themes**, and go further into your analysis with top hashtags and influential users. **(Pg. 22-24)**

Appendix

Org Query:

("YMCA" AND "Atlanta" OR #YMCAAtlanta) OR ("Young Men's Christian Association") OR (#ForabetterUs) OR ("Yforall")

Competition Organization's Query:

("Red Cross" OR #RedCross OR "American Red Cross" OR #AmericanRedCross) OR ("Big Brothers Big Sisters of America" OR "BBSA") OR ("Girl Scouts" OR #GSChangeTheWorld) OR ("Ronald Mcdonald House Charity" OR "RMHC")

Theme - Healthy Living:

"healthy living" OR #socialresponsibility OR #healthyliving OR #fitfact OR #forabetterus OR #workoutwednesday

Theme - Childcare:

"child care" OR #childcare OR #summercamp OR "after school programs"

Theme - Back-to-School:

"back o school" OR #backtoschool OR #YouthDevelopment

Theme - Immigration:

"#celebrateimmigrants OR #immigrantheritagemoth OR #strongertogether OR #strongystrongcommunity

Appendix

YMCA Childcare Topic Data:

("Child Safety" OR "trained professionals" OR "Healthy Meals" OR "Learning Opportunities" OR "Single Parents" OR "Working Parents") AND ("after school programs" OR "afterschoolcare" OR "#afterschool" OR "friendship" OR "socialization" OR "learning" OR "creativity" OR "lesson plans" OR "development" OR "Coach" OR "teacher" OR "sports" OR "recreation" OR "kids" OR "parents" OR "family" OR "single parent" OR "siblings")

Topic 1:

"sports/games"

Topic 2:

"family"

Topic 3:

"After School Programs"

Topic 4:

"Learning"



**WE ARE MORE
THAN JUST A GYM**