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*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA



BEST FRIENDS ANIMAL SOCIETY FINAL REPORT

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EXECUTIVE SUMMARY



Best Friends Animal Society is a non-profit organization that promotes adoption and rescue of animals. They are no kill and support other shelters with these values.

We used Brandwatch to analyze 292 tweets spanning from May 13, 2021 to August 31, 2021 in order to gain actionable insights to provide tangible recommendations to BFAS so that they can have more of a presence in this conversation, as well as reach a wider audience. Not enough data could be pulled to analyze Instagram and Facebook, but Twitter had plenty of conversations to analyze.

BFAS has 233.5k Twitter followers, but their engagement often doesn't reflect their relatively high following. Twitter allows us to look at the conversations happening about topics such as adoption, rescue, animal abuse, etc, which helped us to determine how to increase engagement for BFAS. They have hundreds of tweets with less than 100 likes/retweets, and they don't always do a great job at being included in the larger conversation about adoption on Twitter. By analyzing BFAS's data, their competitor's data, and data referring to the broader animal rescue conversation, we were able to come up with clear, precise ways for BFAS to actively improve the way that they use Twitter to increase engagement and therefore gain more followers that are willing to adopt and give to the animal rescue cause.

RECOMMENDATIONS

We recommend that Best Friends Animal Society partner with other animal rescue nonprofits to increase engagement levels. BFAS has tweeted posts that mention other rescue nonprofits in the past, and they should continue to do so but double the amount that they currently do. Looking at the different types of mentions (excluding other and none) in **Figure 4 on page 10**, 'other' nonprofits has the highest average engagement. However, the count totaled only 18 posts. If BFAS mentioned other nonprofits more often, this would garner attention from all of the mentioned nonprofits followers. BFAS could also specifically create posts that address the importance of animal rescue nonprofits coming together instead of being in competition.

We recommend that Best Friends Animal Society foster a clear identity to increase engagement levels. Looking at **Figure 3 on page 9**, Most posts with a hashtag have increased engagement than posts without. In addition, BFAS' slogan hashtag (#savethemall) reigns supreme as far as engagement, coming in at an average of 61.42%. BFAS should try to include their slogan hashtag in the more of their posts that would otherwise not have a hashtag. In addition, their goal hashtag #nokill2025 had extremely low engagement (18.5%), but the count was also extremely low (12). these posts could have low engagement due to something other than the hashtag, but the low count makes it difficult to determine what actually caused the low engagement. For a goal-based hashtag to catch on, it has to be posted often to gain a lot of traction, so BFAS should also use #nokill2025 more frequently. Finally, BFAS' affiliated people mention type had both low count (9) and low engagement (18.11%). we recommend They mention their affiliated accounts (@BFAS_Julie, @BFASPR, etc.) more often, because it will help create a more clear company culture.

We recommend that Best Friends Animal Society integrate more infographics into their content to increase engagement and awareness of their cause. Looking at their image content in **Figure 2 on page 8**, the other category, although it only consists of 18 posts, has an extremely high average percentage of retweets. This is most likely due to the fact that the majority of the posts include pictures/videos of animals and volunteers, so when it is anything else, it really stands out. It would benefit BFAS to create graphics or even add graphic elements to their pet photos to add a little pop and catch people's attention. In addition, infographics would be a great way to get viewers to read important information that they might otherwise miss if the text was just in the tweet itself.

We recommend that Best Friends Animal Society should focus their efforts on improving their News posts, which have an opportunity to do much better than they are in comparison to engagement. On **pages 7 and 11, Figure 1** shows That posts with this theme have lower engagement than most (22.48%), and **Figure 5** shows that the URLs that link a news site also have lower engagement than most (19.23%). In accordance with our previous recommendation, the integration of infographics into the news posts would be a great way to draw people into whatever the attached news link will be discussing by using cute graphics that visually line up with the message. In addition, the news posts would likely find more success if there was less text in the actual tweet and just something simple that catches their attention like a headline.

RECOMMENDATIONS

We recommend that Best Friends Animal Society focus on posting content that pulls on the heartstrings of their followers through both joyful and sad emotions combined. The majority of their posts, as seen in **Figure 9 on page 15**, are joyful, however when removing those, sadness is the next highest category (**Figure 10 on page 15**). In addition, looking at their more popular tweets and the data of other similar organizations, posts that include sadness tend to gain more attention and we think BFAS should post more to appeal to these emotions because they have high engagement.

We recommend that BFAS should also include more fundraising events, and include easy and/or unique ways to participate in them. They have experienced spikes in engagement (**Figure 7 on page 13**) when they had calls for donations that include specific animals or causes with a backstory that the money was going toward or tools that made it quick and easy to donate (such as QR codes).

BFAS should try to break out of their usual shell with posting. The data shows that their posts that are out of the norm often do well. By this we mean posting about current events, emergency situations, and fundraising opportunities rather than just their usual cute photos and videos. We recommend they add 2-3 posts per month that address current events. **Figure 7 on page 13** shows two examples of major spikes in mentions.

We recommend that BFAS continue to post content that tugs on followers' heartstrings and is upbeat and fun, since 85% of the mentions pertaining to BFAS have positive sentiment and 96% of them have joyful emotion (**Figure 8 on page 14 & Figure 9 on page 15**). Posting sentimental pet stories and funny pictures and videos works well for them, as 58.41% (**Figure 1 on page 7**) of funny/meme content was retweeted. Sentiment based on topic data is often neutral, while BFAS has overwhelmingly positive sentiment which allows them to stand out from the crowd.

We recommend that BFAS post more content pertaining to news and current events, since this would draw the attention of two of their influential users, National Geographic and The Washington Post (**page 21**). However, BFAS must make sure to still capture their followers, by including fun, engaging pictures or language, as recommended previously based on our owned data, because the percentage of retweets for news posts was relatively low at 22.48%.

We recommend that BFAS focus on reaching people in countries outside of their top three: United States (29%), United Kingdom (12%), and Canada (2%). Looking at the topic data on **page 19**, the discussion of pet rescue spans across multiple countries, India being the next closest target (.009%). Expanding into other regions would increase exposure, potentially growing BFAS's follower base and hopefully animal funds.

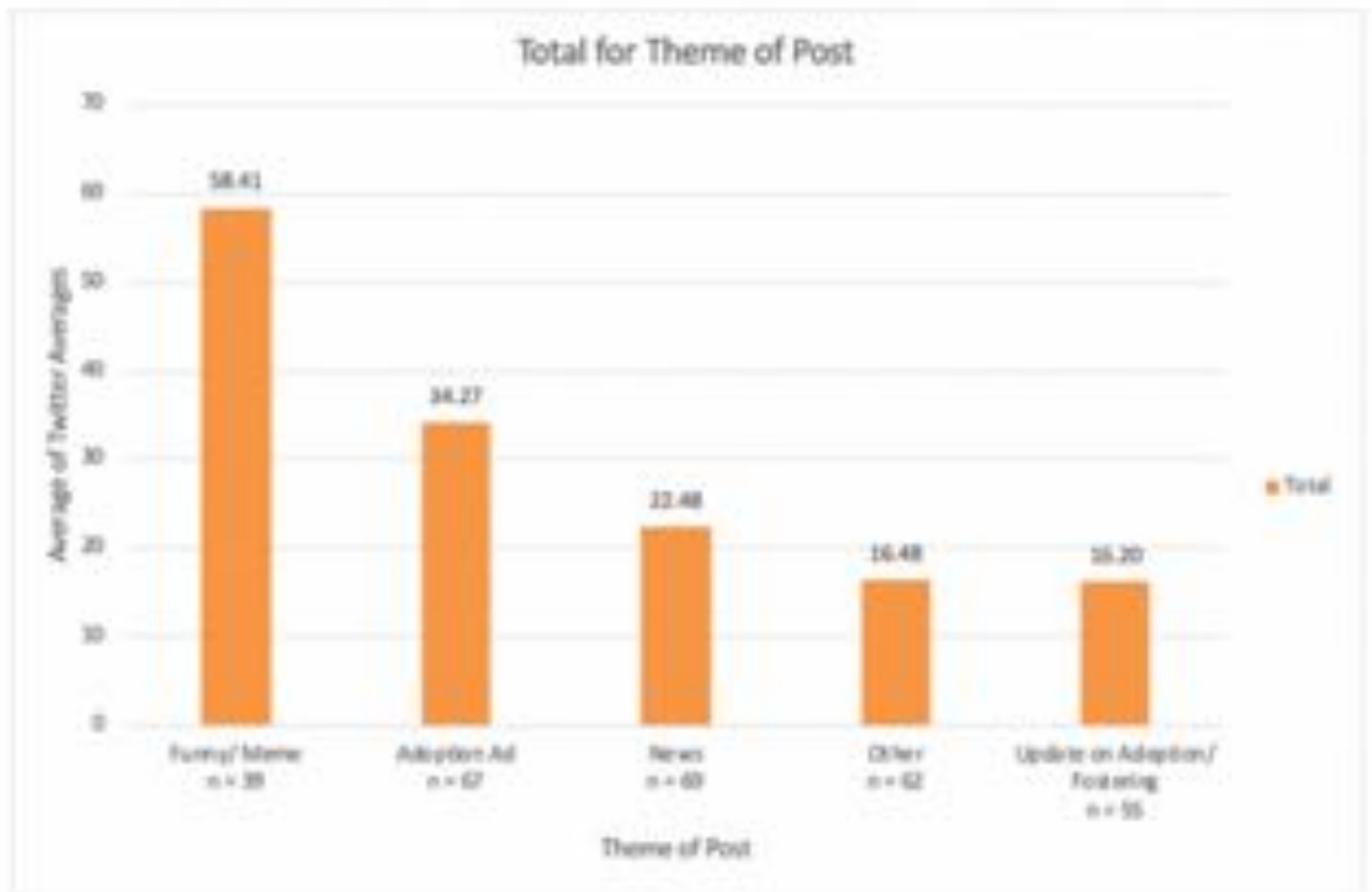
OWNED DATA



THEME OF POST RETWEET

FIGURE 1

Row Labels	Count of Twitter Retweets
News	n = 69
Adoption Ad	n = 67
Other	n = 62
Update on Adoption/ Fostering	n = 55
Funny/ Meme	n = 39



Theme of Post - Figure One

The two highest bars are Funny/Meme and Adoption Ad. This is likely due to the inclusion of cute animal pictures and limited text to read. Funny content appeals to more than just animal lovers/ BFAS supporters. News posts are not doing as well likely because of the volume of text and lack of cute animal pictures.

IMAGE TYPE RETWEET

FIGURE 2

Row Labels	Count of Twitter Retweets
Animal Photos	n=125
Animals with Owners Photos	n=52
None	n=31
Volunteer Photos	n=30
Animal Videos	n=25
Other	n=15
Animals with Owners Videos	n=14

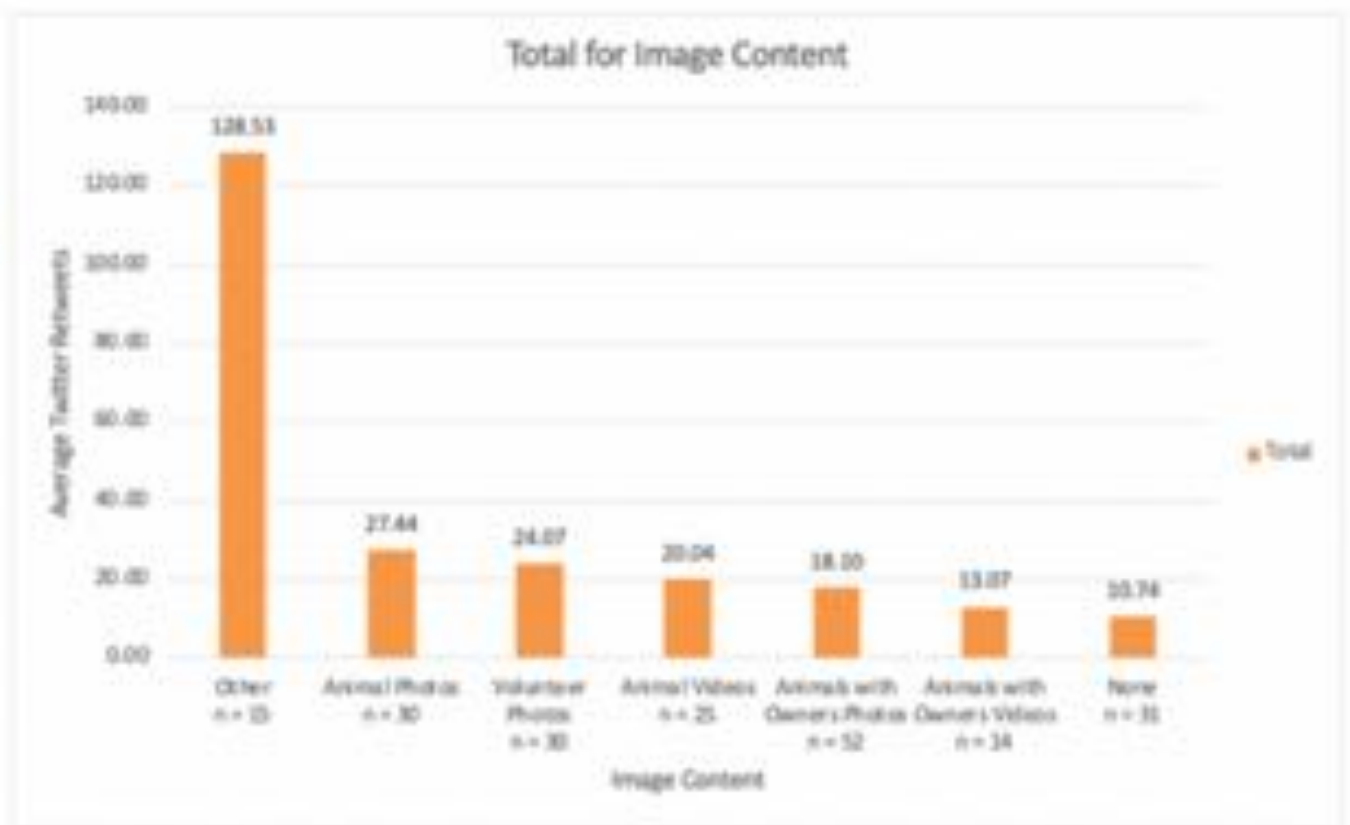


Image Content - Figure Two

Animal photos image type has the highest average retweets, and it also has the highest count. All of the types of image content (excluding other and none) have relatively similar averages of number of retweets ranging from 13.07 - 27.44. This reveals that there is not necessarily a strong contrast in people's response to the different variations of similar content. This is likely contributing to the remarkably high other category. Even though there are few posts, they stand out from the rest of Best Friends Animal Society's content with infographics or pictures of celebrities, which catches people's attention and therefore engagement.

HASHTAG TYPE ENGAGEMENT

FIGURE 3

Row Labels	Count of Twitter Retweets
None	130
Slogan	43
Call to Action	43
Events	18
Locations	16
Other	16
Goal	12
Popular	10
Love	4



Hashtag Type - Figure Three

Best Friends Animal Society does not include hashtags on very many posts, but the data in the graphs above reveals that the inclusion of several different types of hashtags is actually beneficial. The posts with the slogan do extremely well, with posts with popular or trending hashtags following closely behind. The most interesting note is that the 'call to action' type has the highest number of posts with a hashtag, but the engagement is low.

MENTION TYPE ENGAGEMENT

FIGURE 4

Row Labels	Count of Twitter Retweets
None	222
Celebrities	41
Another Nonprofit	18
Affiliated People	9
Other	2



Mention Type - Figure Four

The none category is doing quite well, so there is not a lot of pressure to include mentions. Tagging other nonprofits seems to have good engagement likely because tagging other nonprofits opens up a new sector of people who will see and thus can engage with BFAS tweets. Mentioning celebrities is not helping engagement despite having the highest count.

URL TARGET TYPE ENGAGEMENT

FIGURE 5

Row Labels	Count of Twitter Retweets
None	154
Adoption Site	45
News Website	39
Youtube Video	19
Fundraising	18
Other	17



URL Target Type - Figure Five

Tweets with no URL and tweets with adoption site links have high engagement. The tweets without urls include sentimental photos or videos of pets and are easily consumable because there is no call to action or extra clicking involved. Tweets with adoption site links also have high engagement. this is likely because their followers care to spread the word on adoptable pets. The tweets with other URLs, such as fundraising and news websites, have less engagement because they require additional steps of giving money or reading entire articles.

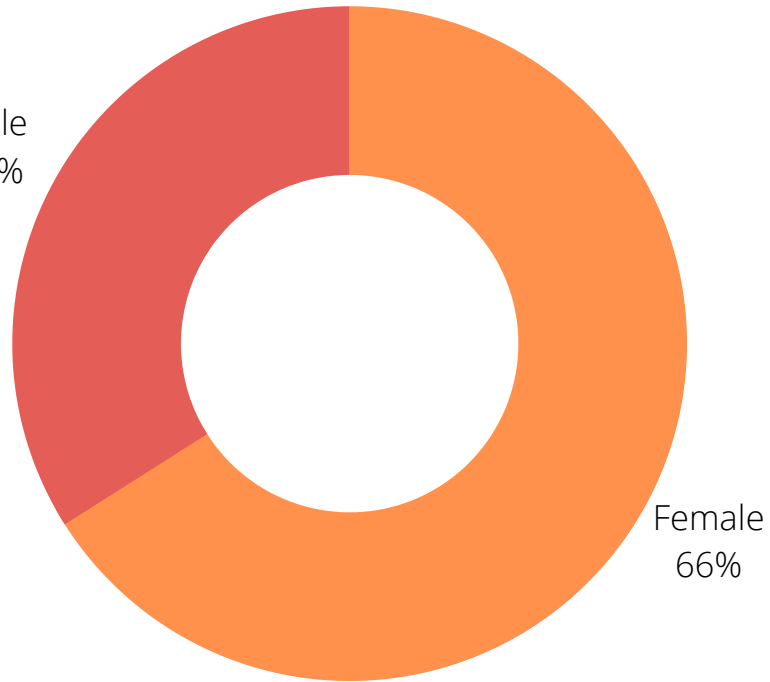
EARNED DATA: ORGANIZATION

DATA DESCRIPTION

Total Twitter Mentions: 86.67 k

We gathered data on Best Friends Animal Society's social media from May 13, 2021 to August 31, 2021 and decided to analyze their Twitter data because it accounted for 99% of the total mentions. Their audience is primarily based in the US, UK, and Canada. The Twitter audience is primarily female as shown in Figure One.

Male
34%



Female
66%

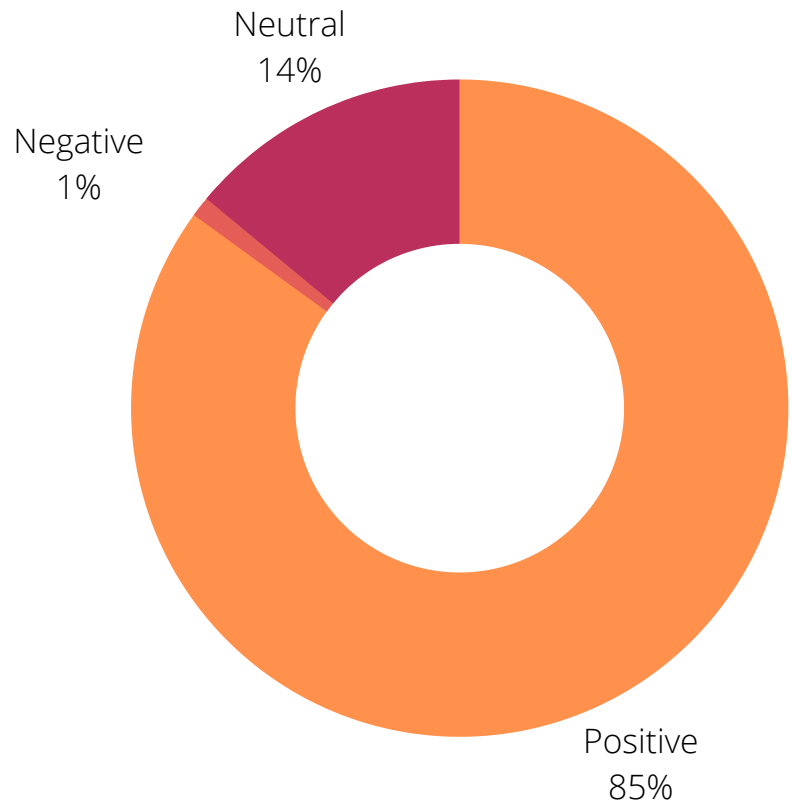
Spike Analysis - Figure Seven

Demographics - Figure Six



NARRATIVE BY SENTIMENT

BFAS' sentiment is largely positive as shown in Figure 3. Much of the positive sentiment comes from people tweeting and retweeting, encouraging donations and raising awareness for animal rescue. Urgent posts calling for action/aid to help animals receive a lot more replies than some of their more lighthearted posts. For example, the post calling for donations to save kittens rallied their followers together and has largely positive sentiment.



Sentiment - Figure Eight

Negative Example

Renee' Martin @sachikoko
sOS URGENT! sOS PLEDGES NEEDED 🙏 PLEASE HELP IF YOU CAN sOS
❤️ FOUR TINY 4DO 🐾 BOTTLE BABIES 🐾❤️
🙏 NEED 💰 PLEDGES & #RESCUE 🙏 ASAP! Goal is \$400 🙏
📺 IDs 631678 - 681 ift.tt/3mP6Qu8
🙏 #PLEDGE 2 #SAVEALIFE #SaveThemAll
❤️ SHARING SAVES LIVES ❤️
#MARIETTA #GA @cobbkitties #KITTENS



Allison Richards
@PC2DC

Neutral Example

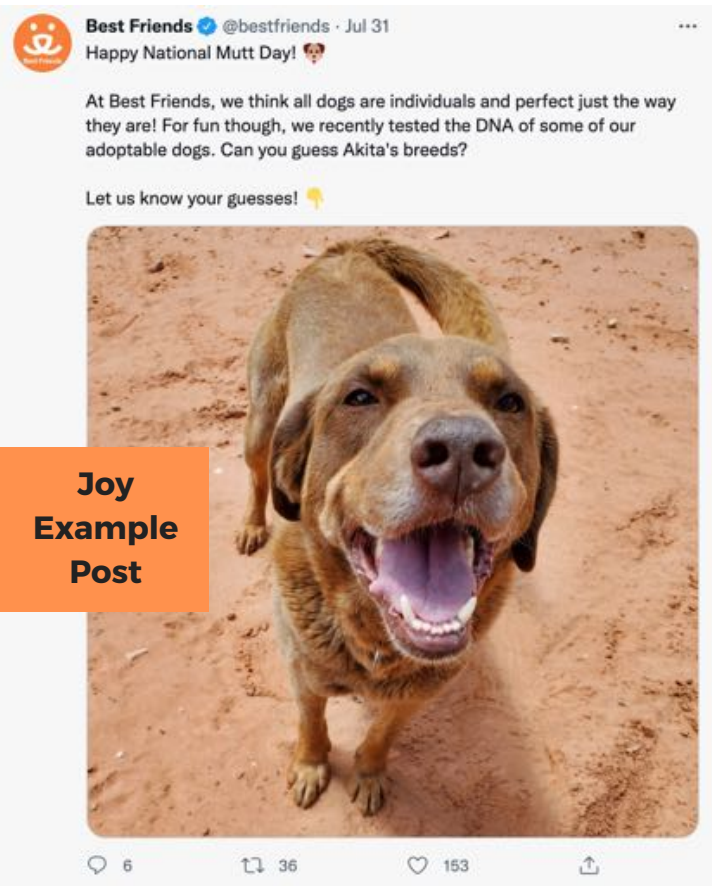
Replying to @venetianblonde @GovKathyHochul and @KathyHochul

TY, Anne, for alerting Governor Hochul to the atrocities committed at the so-called Animal Care Centers of NYC. It is past time for complete transparency of & accountability for NYCACC's inhumane policies & practices & for NYC & NY State to abolish kill shelters. #SaveThemAll 🐾🐾

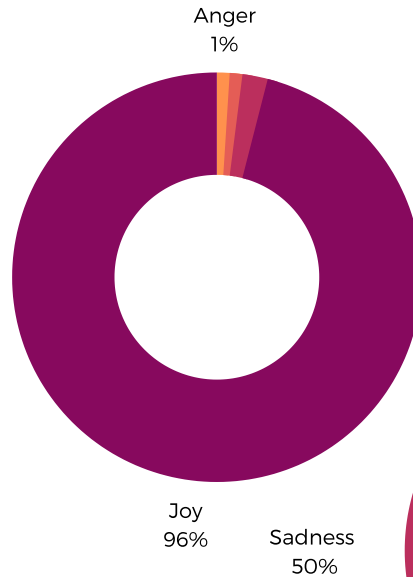
The smaller percentage of negative and neutral posts mostly revolves around people commenting on a dog that needed to be fostered. No one ended up fostering the dog and for that reason it was euthanized. In the tweet included, Allison is wanting to end kill shelters, which is what BFAS pledges to do.

EMOTION

When analyzing the Twitter data, we wanted to look at emotion. Figure Four A shows that the primary emotion is joy, and the discussion of the posts with this emotion center around adoption and animal memes. However, when we removed joy from the data, sadness is the overwhelming second. This makes sense because the subject matter is often sad. BFAS tweets about animal cruelty and neglect regularly.

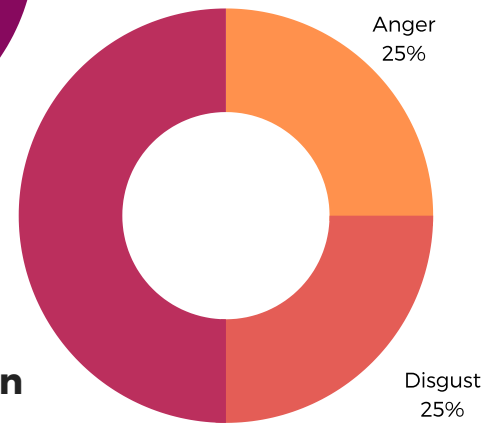


Joy
Example
Post



Emotion - Figure Ten

Emotion - Figure Nine



TOP ITEMS

Top Hashtags

1. #SaveThemAll 43k
2. #LoveBig 27k
3. #AdoptDontShop 25k

Top Shared Sites

1. Twitter.com - 86,666 mentions
2. Reddit.com - 573 mentions
3. Instagram.com - 274 mentions

Influential Users

1. @AmandaSeyfried - 501.7k
 - a. Amanda Seyfried adopted her dog, Finn through BFAS and has also joined the Save Them All campaign, which features celebrities posing with their dogs/cats in support of the "Save Them All" call to action.
2. @dodo - 2.3 million
 - a. The Dodo showcases BFAS on their website and collaborates with them on Youtube.
3. @TheEllenShow - 77.8 million
 - a. Ellen Degeneres is a comedian talk show host and a big advocate for all animals. Degeneres has been attending various BFAS sponsorships since 1994. She also has invited BFAS caregivers to speak on her show and showcase BFAS adoptable pets on her website weekly



Top Retweets

Most of the top retweeted content consists of cute pictures/memes as well as calls to action.

THEME ANALYSIS

RESCUE

Total Mentions: 4367

The sentiment of these tweets is overwhelmingly positive. They are mostly talking about getting people to pledge to help animals in need of rescue. Women tweet more updates about their rescue pets, while men are more focused on encouraging people to pledge and help the animals. Unique top items include the user @sachikoko with 3,934 followers and the hashtags #pledge and #savealife.

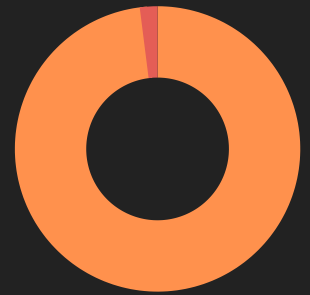
Male
39%



Female
61%

Demographics
Figure Eleven

Neutral
2%



Positive
98%

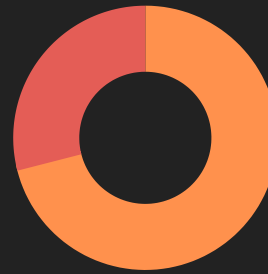
Sentiment
Figure Twelve

ADOPT

Total Mentions: 9,195

The sentiment of these tweets are more neutral than the rescue theme, but still mostly positive. Many of the positive posts relate to Hurricane Ida and use words like "sweet" and "cute" to encourage adoption. The neutral posts are still encouraging adoption but with facts or rhetorical questions rather than fluffy language. Most of these tweets include a link to their adoption website. Women are generally more concerned about tweeting to encourage people to adopt and rescue. Men also talk about encouraging adoption, but they use more neutral sentiment. Unique top items include #shelterpets, #fosterpet, and #HurricaneKatrina.

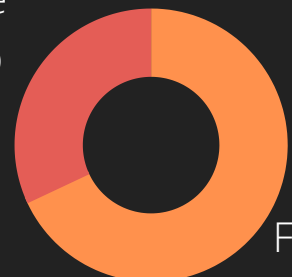
Neutral
29%



Positive
71%

Demographics
Figure Thirteen

Male
32%



Female
68%

Sentiment
Figure Fourteen

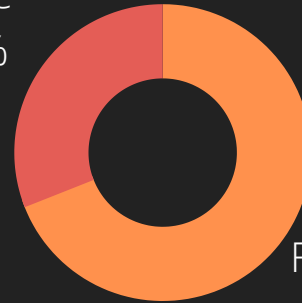
THEME ANALYSIS

DONATION

Total Mentions: 8,516

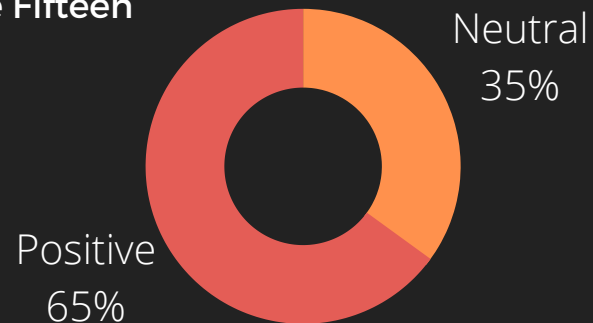
The sentiment of these tweets are more neutral than the rescue or adoption themes, but still mostly positive. The majority of these posts are statements of how much individuals are pledging, which accounts for the larger amount of neutral posts. There really is very little difference between the positive and neutral posts. Both women and men are tweeting their pledge amounts, as well as about their involvement with the resQwalk. However, men account for more of the walking fundraiser posts, while women account for more of the pledge posts. Unique top items include #resQwalked and @greyhound_rick.

Male
31%



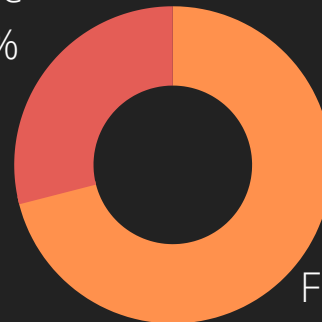
Demographics
Figure Fifteen

Female
69%



Sentiment
Figure Sixteen

Male
29%



Demographics
Figure Seventeen

Female
71%



Sentiment
Figure Eighteen

LOVE

Total Mentions: 23.07 k

The sentiment of these tweets is 100% positive, since they are about love. The majority of these posts are again encouraging people to adopt, foster, and share. Just as there is no difference in sentiment, there is little difference between the posts of men and women. There are no unique top items.

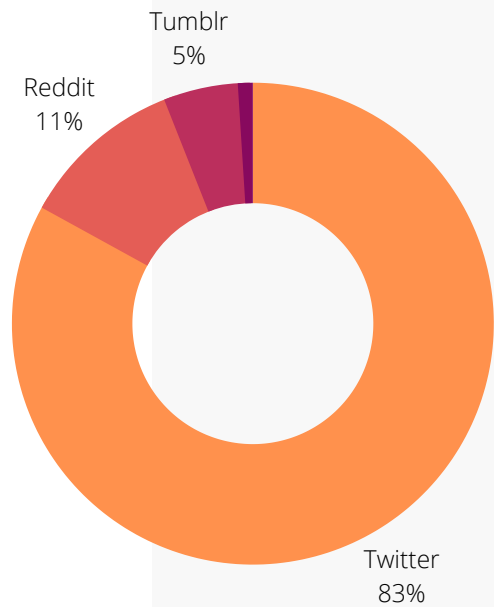
EARNED DATA: TOPIC

DATA DESCRIPTION

Topic: Pet Rescue

Total Mentions: 1.24 M

We gathered data on the topic pet rescue through the analyzing the Twitter platform from May 13, 2021 to August 31, 2021. The most mentions were in the US with 29%, the UK with 12%, Canada with 2%, and India with .009%. The most popular platforms were Twitter, Reddit, and Tumblr, but we will focus on Twitter, since not enough data can be collected for the other platforms. Similar to the 66% female and 34% male for the BFAS organization data, the topic data was made up of 68% female and 32% male.

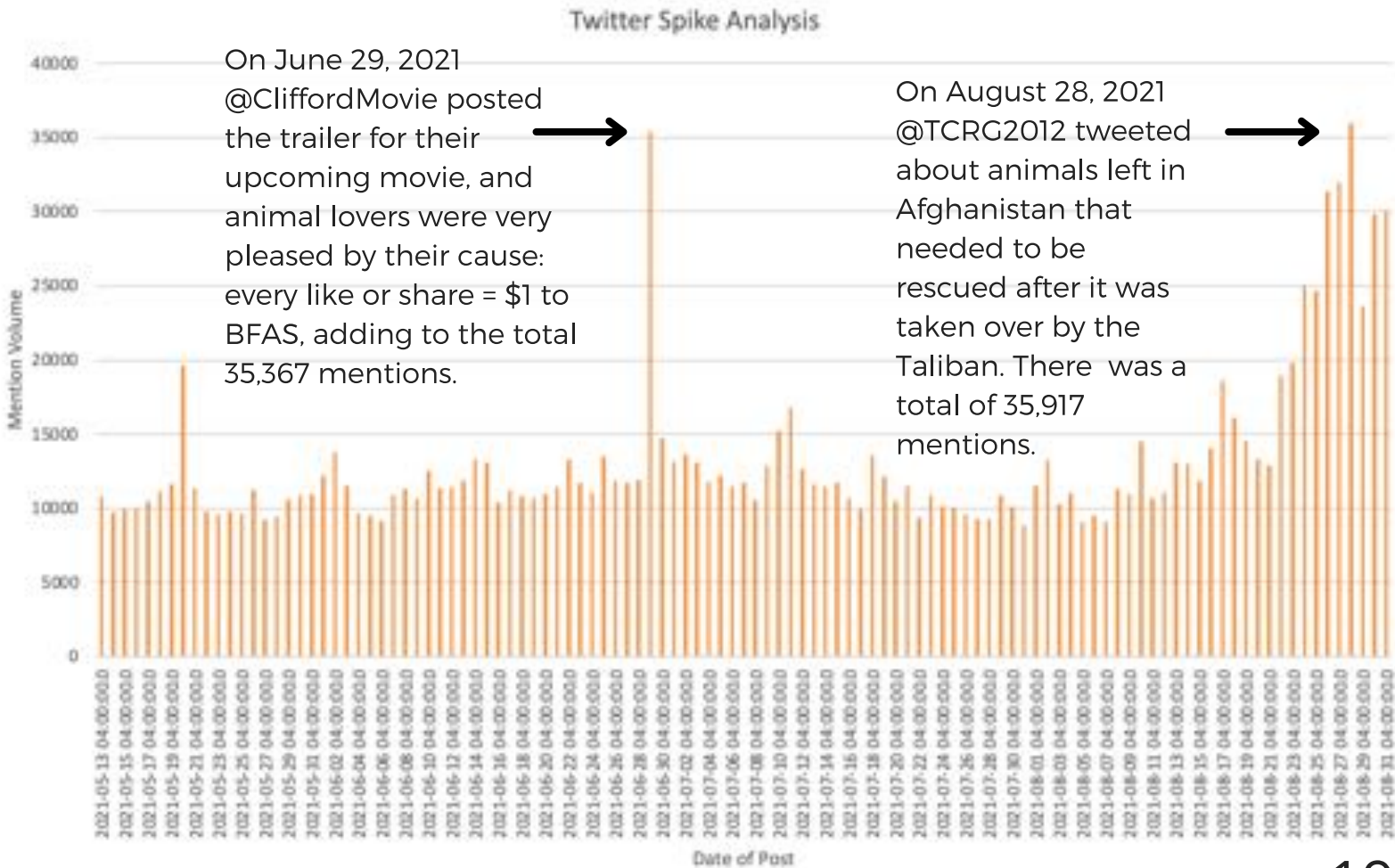


Platform Mention Volume - Figure Nineteen

As seen in Figure One, there are limited conversations on Reddit (11%), Tumblr (5%) and YouTube (1%). However, most of the conversation on "pet rescue" occurs on Twitter.

SPIKE ANALYSIS: TWITTER

Total Twitter Mentions: 1.15k



Spike Analysis - Figure Twenty

SENTIMENT ANALYSIS

Positive: 326,935

Positive conversation is second behind neutral sentiment. Many positive conversations involve adoption goals, @dodo tweeted that they want to #cleartheselters by August 2021.

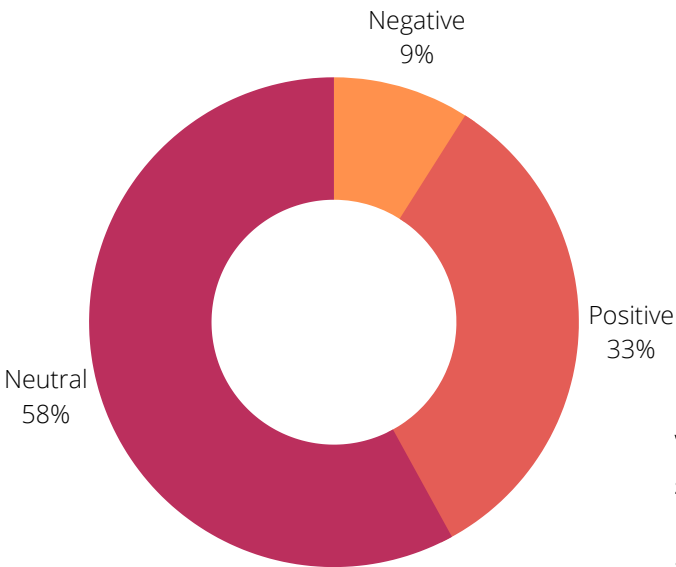
Negative: 88,741

Negative posts were the smallest with only 9%. Many negative posts involved conversations around animal cruelty.

Neutral: 586,270

The majority of neutral posts pertained to animal rescue. @people posted several of these tweets. In addition, the famous @thejohnston posted about fostering and adoption to "save a life and mentioned @bestfriends and included their hashtag #SaveThemAll, and the post got 1,420 retweets, 54 quote tweets, and 7,513 likes.

When analyzing the Twitter topic data, there was a slight shift in sentiment. Figure Three shows that the primary sentiment is neutral with slightly over half of the mentions falling into that sentiment. Positive follows with 33%, and negative trails with 9%. Although Best Friends Animal Society often has positive mentions in response to their posts, the mentions for the overall topic of animal rescue have a more neutral tone.

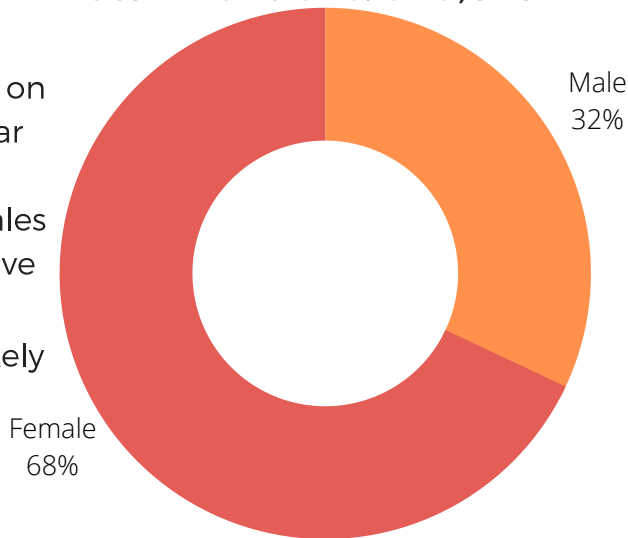


Sentiment - Figure Twenty One

GENDER ANALYSIS

Women are more likely to use hashtags than men are when it comes to topic conversation. In our demographic comparison on Brandwatch, we see that males do not use hashtags and are far less involved in the conversation. When looking at sentiment, females are overwhelmingly more positive and involved. Females have a total of over **15,000** positive tweets while males only have **7,181** positive tweets. Males were more likely to tweet about raising money to save animals, whereas females were more likely to tweet about updates on their adopted animals.

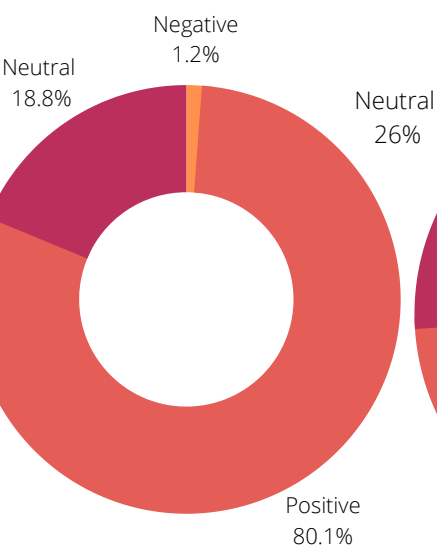
Total mentions: 520,629



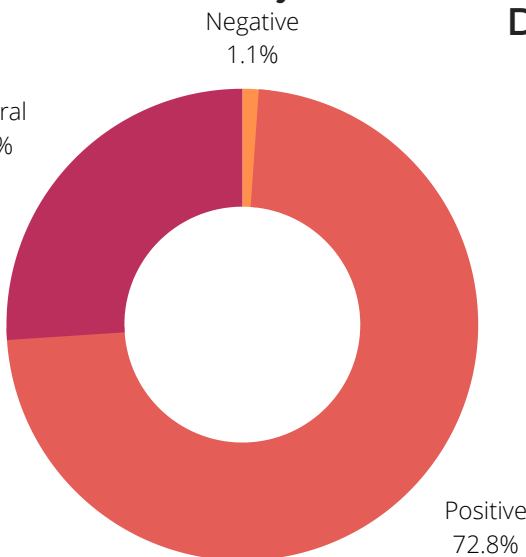
Demographic - Figure Twenty Two

Out of the total twitter mentions, 355,460 were by women. Women were overall more positive, mostly tweeting about rescuing and fostering dogs, and the tweets are very emotional. Men make up a smaller percentage of the data with 165,169 mentions. Men tweet often about current events and news stories involving animals and pets. Recently, the situation in Afghanistan has been a heavy topic for men. Men have mostly neutral sentiment.

Total mentions: 18,951
Female Sentiment - Figure Twenty Three



Total mentions: 9,858
Male Sentiment - Figure Twenty Four



TOP ITEMS

Top Hashtags

1. #Rescue 160k
2. #Pledge 125k
3. #dogs 104k
4. #adoptdontshop 75k

Top Shared Sites

1. Twitter.com - 86,666 mentions
2. Reddit.com - 573 mentions
3. Tumblr.com - 274 mentions

Top Retweets

Most of the top retweeted tweets consist of animal rescue/ adoption content.

Influential Users

1. @NatGeo - 26.5 million followers
 - a. National Geographic, one of the largest non-profit scientific and educational organizations in the world, posts about offering aid and rescue to many different types of animals across the world.
2. @Reuters - 23.9 million
 - a. Reuters tweets about finding animals a home. They partner with large companies like Tinder to help with this.
3. @washingtonpost - 18.3 million
 - a. The Washington Post tweeted about the increase of pet adoption during the Coronavirus pandemic.

CUSTOM CLASSIFIERS

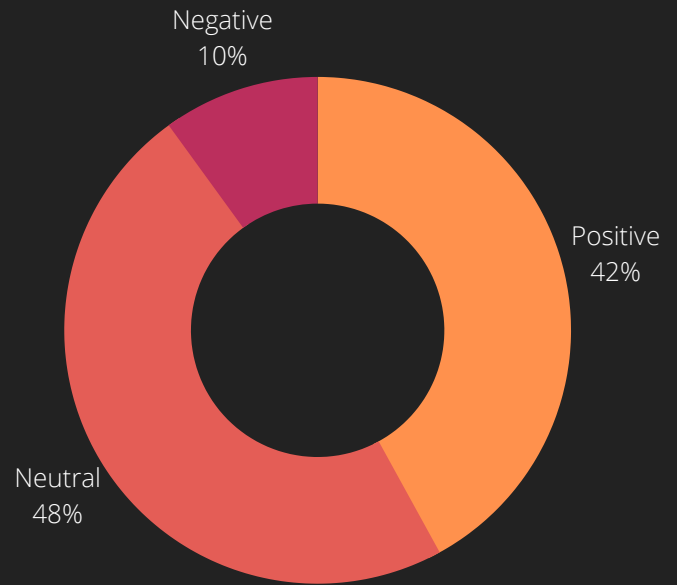
Using the Brandwatch Custom Classifiers tool to categorize posts into groups, we scrolled through BFAS's total mentions and noticed the words "donate," "rescue," and "adopt" were the most repetitive themes out of all 1.24 million mentions.

THEME ANALYSIS

DONATE

Total Mentions: 135,557

Overall, the mentions are mostly talking about pledging donation amounts to encourage rescue. The sentiment of these mentions is relatively balanced between positive and neutral. The neutral mentions center around raising funds to shelter pets, mostly pertaining to the California wildfires. The positive mentions are mostly related to the Clifford Movie tweet, which lines up with the spike analysis. The negative mentions are discussing closure of shelters. Women make up 67% of mentions, while men make up 33% of mentions. Unique top items include the user @DailyShow with 9.4 million followers and the hashtags #CliffordMovie and #LoveBIG.



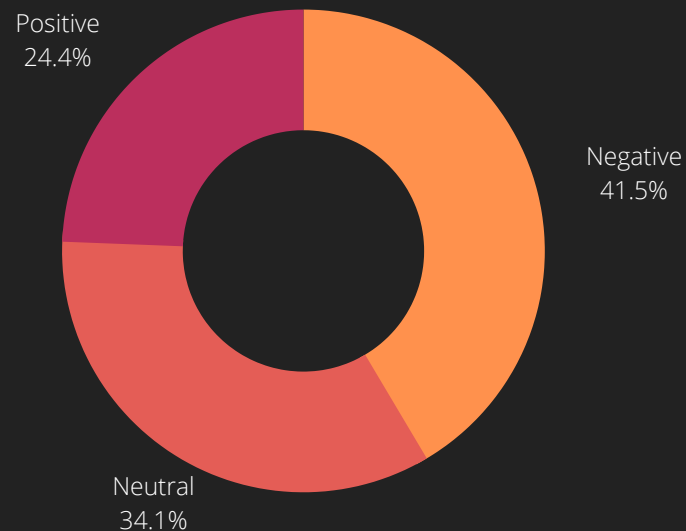
Sentiment - Figure Twenty Five

Neutral - 65,442
Positive - 57,088
Negative - 13,027

RESCUE

Total Mentions: 576,894

Overall, these mentions are about rescuing animals in need of homes. The sentiment of these tweets is mostly negative with conversations focusing on poorly run shelters and dogs in need of medical attention. The neutral mentions are second to negative and conversations are mostly related to mostly related to fundraising for rescue animals and shelters. The positive mentions center around getting shelter pets adopted, often tweeting their names, pictures, and locations. Women make up 70% of mentions, while men make up 30% of mentions. Unique top items include the user @BBCW with 33.3 million followers and the hashtags #Pledge and #rescue.



Sentiment - Figure Twenty Six

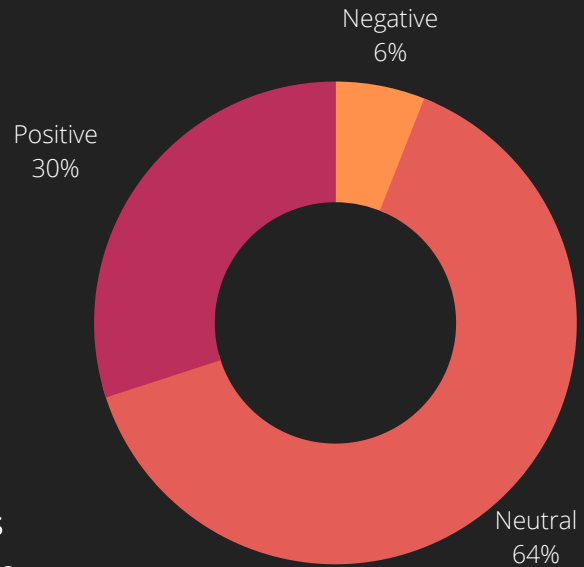
Neutral - 321,143
Positive - 229,686
Negative - 26,065

THEME ANALYSIS

ADOPT

Total Mentions: 191,329

Overall, these mentions are about adopting abandoned pets. The sentiment of these tweets is mostly neutral, with about half the amount of positive mentions, and very few negative mentions. The neutral mentions center around shelters being overwhelmed and encouraging people to adopt and foster. The positive mentions are pertaining to posts about specific, named pets in need of a home. The negative mentions are mostly talking about victimized pets. Women make up 66% of mentions, while men make up 34% of mentions. Unique top items include the user @TheCut with 1.4 million followers and the hashtags #pets and #dogs.



Sentiment - Figure Twenty Seven

Neutral - 122,330

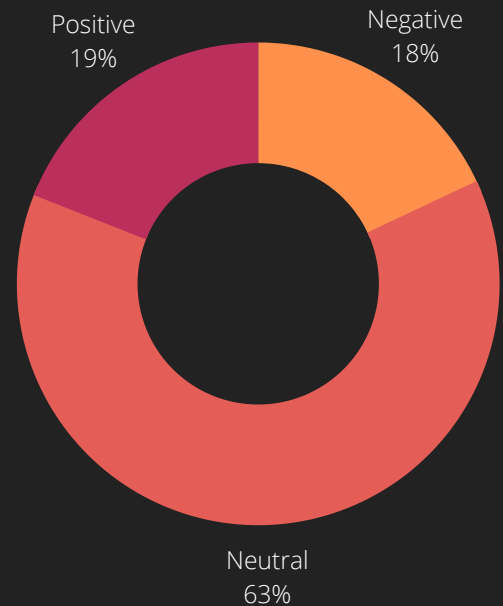
Positive - 57,572

Negative - 11,427

IRRELEVANT

Total Mentions: 258,801

Overall, the mentions are about how pets and adoption are affected by external factors. The sentiment of these tweets is 63% neutral and almost 20% negative and positive alike. The neutral mentions are mostly related to volunteers at various animal shelters serving the animal community. The positive mentions center around dogs performing tricks and cutesy descriptions of dogs in need of loving families. The negative mentions are discussing the anxiety of pets, whether in new homes or during inclement weather. Women make up 66% of mentions, while men make up 34% of mentions. Unique top items include the users @peta with 1 million followers and @ajc with 1 million followers.



Sentiment - Figure Twenty Eight

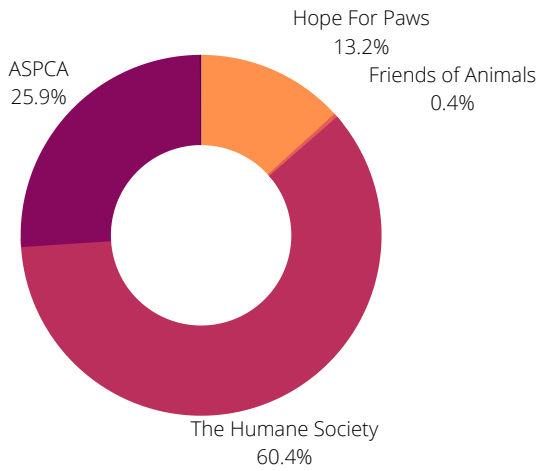
Neutral - 161,998

Positive - 49,459

Negative - 47,344

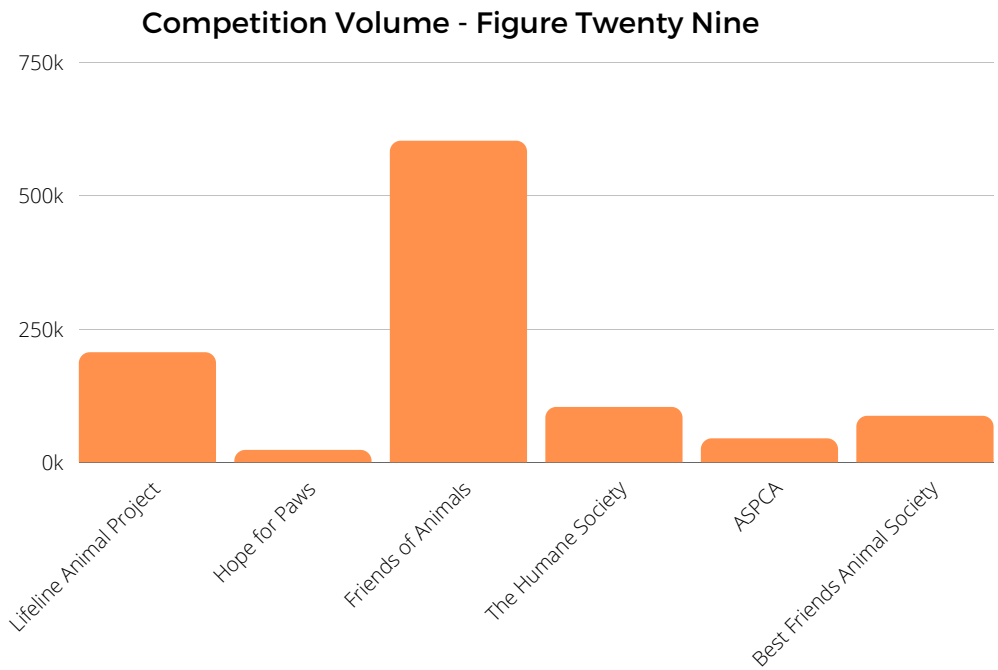
EARNED DATA: COMPETITION

SHARE OF VOICE (VOLUME)



Competition Volume Figure - Thirty

Figure 5A shows the percentage of volume compared between BFAS' top competitors. This is to show who has a dominant voice online. Figure 5B shows the difference in count for the total mentions between BFAS and their competitors. This is another way to see the comparison of the share of voice in the animal shelter conversation.



Lifeline Animal Project
206 mentions

The Humane Society
103.3k mentions

ASPCA
44.36k mentions

Friends of Animals
603 mentions

Hope For Paws
22.65k mentions

Best Friends Animal Society
86.67k

Total Volume
167.78k

SENTIMENT ANALYSIS

The Humane Society

Positive: 28% 37,260
Negative: 16% 21,836
Neutral: 56% 73,805

Lifeline Animal Project

Positive: 8% 21
Negative: 1% 4
Neutral: 91% 258

ASPCA

Positive: 22% 10,742
Negative: 26% 12,646
Neutral: 52% 25,469

Hope For Paws

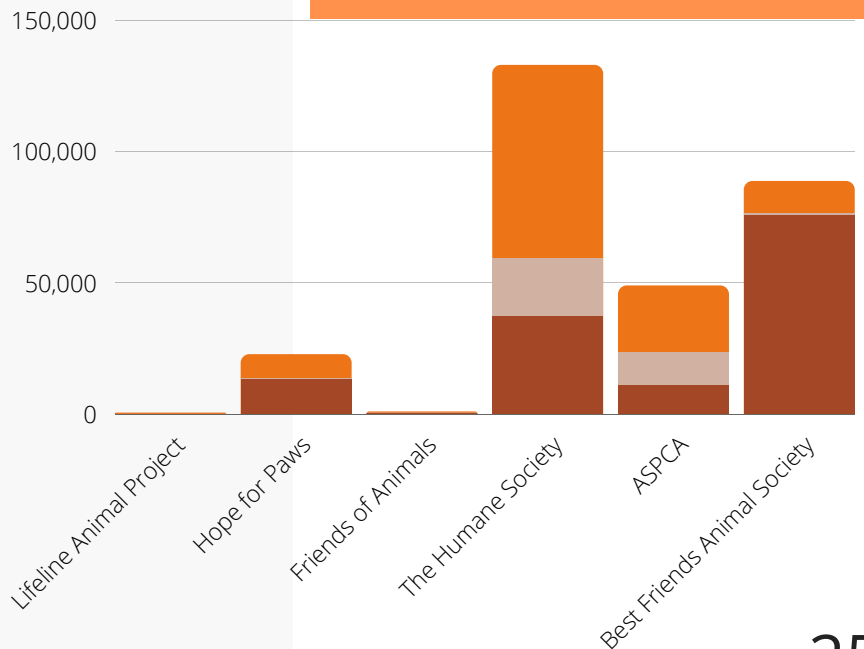
Positive: 58% 13,105
Negative: 1% 265
Neutral: 41% 9,304

Friends of Animals

Positive: 39% 331
Negative: 16% 136
Neutral: 45% 378

BFAS

Positive: 85% 75,370
Negative: 1% 887
Neutral: 14% 12,414



Neutral

Negative

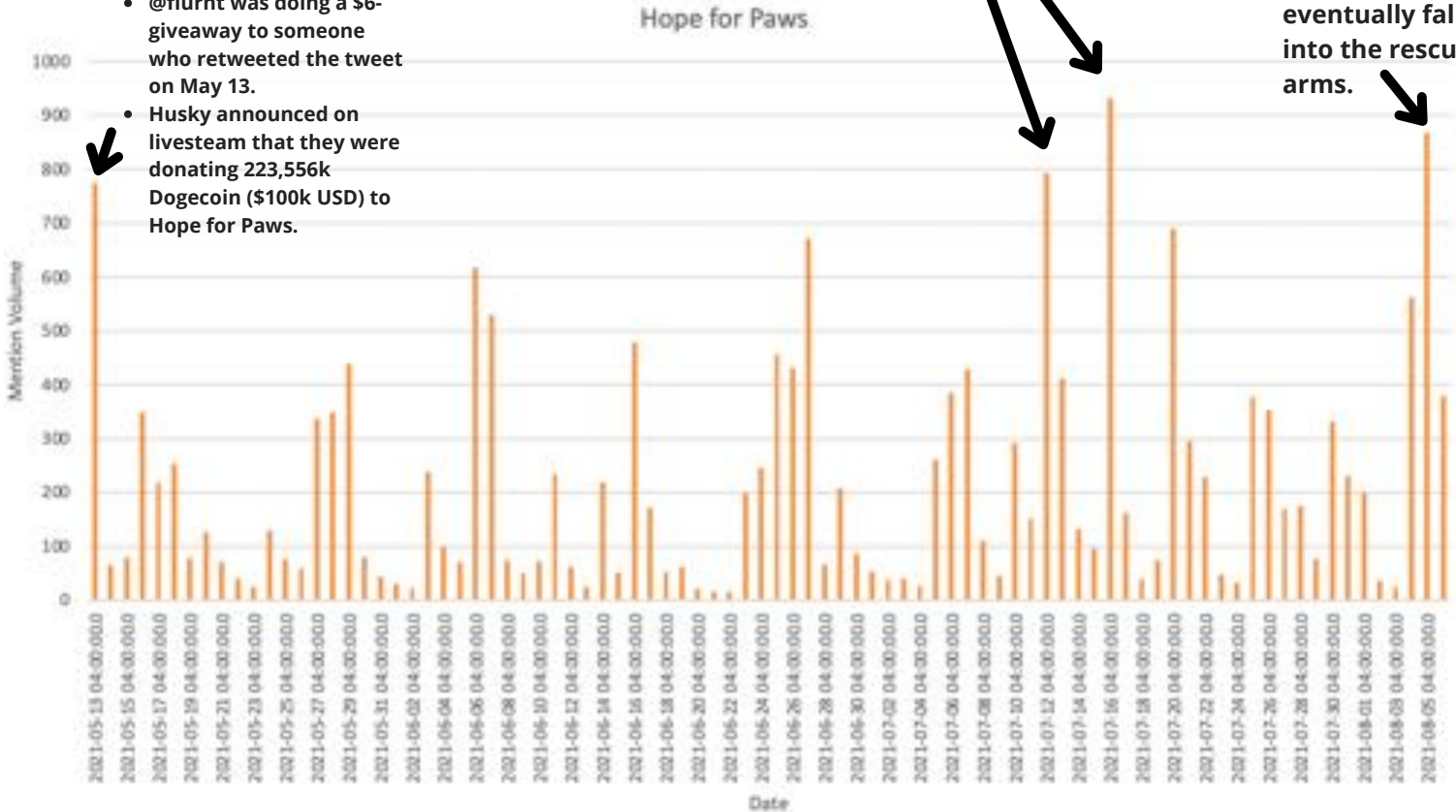
Positive

Competition Spike Analysis - Figure Thirty One

SPIKE ANALYSIS

Hope for Paws - Figure Thirty Two

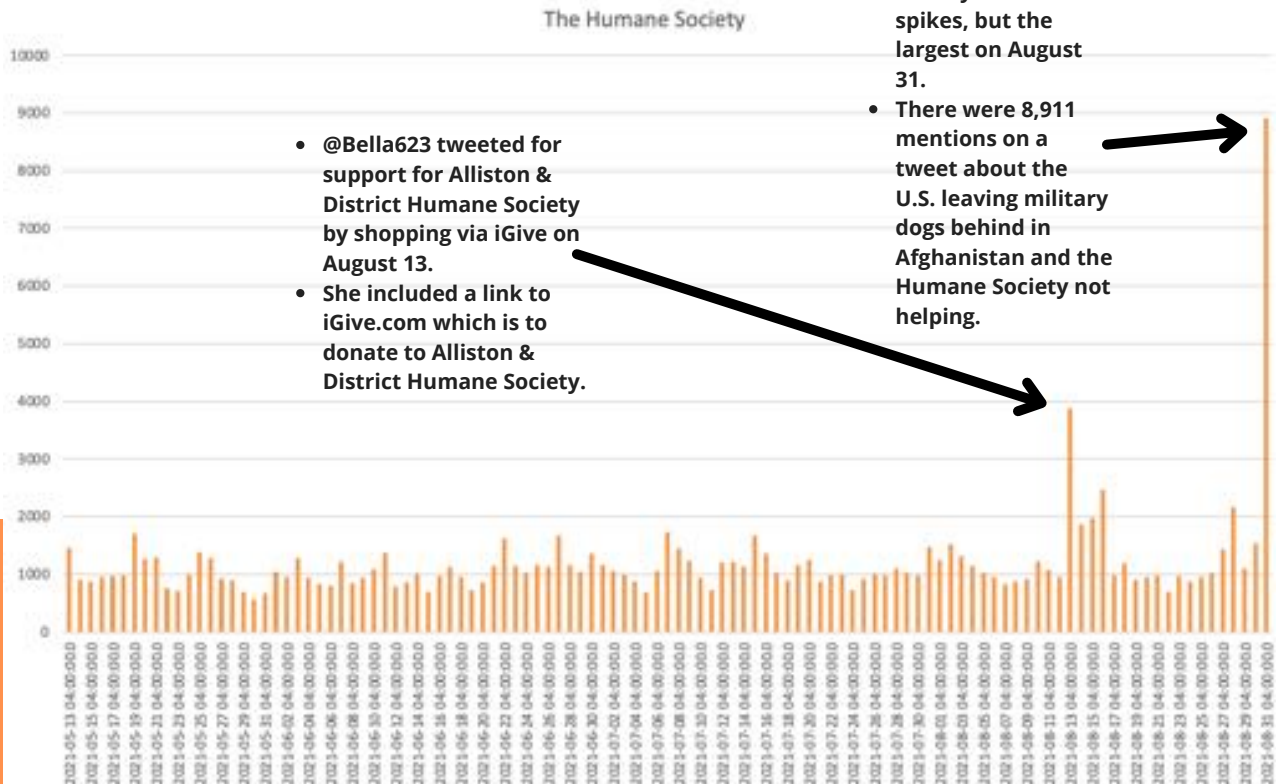
- @flurrt was doing a \$6-giveaway to someone who retweeted the tweet on May 13.
- Husky announced on livestream that they were donating 223,556k Dogecoin (\$100k USD) to Hope for Paws.



- Hope for Paws had multiple spikes, but the biggest was on July 16 with 946 mentions.
- @MiniDOGEToken made a donation to Hope For Paws for \$100,000.

- @dodo tweeted a video of a scared dog who was trying to bite rescuers on August 4.
- The dog eventually falls into the rescuers arms.

The Humane Society - Figure Thirty Three



- @Bella623 tweeted for support for Alliston & District Humane Society by shopping via iGive on August 13.
- She included a link to iGive.com which is to donate to Alliston & District Humane Society.

- The Humane Society had a few spikes, but the largest on August 31.
- There were 8,911 mentions on a tweet about the U.S. leaving military dogs behind in Afghanistan and the Humane Society not helping.

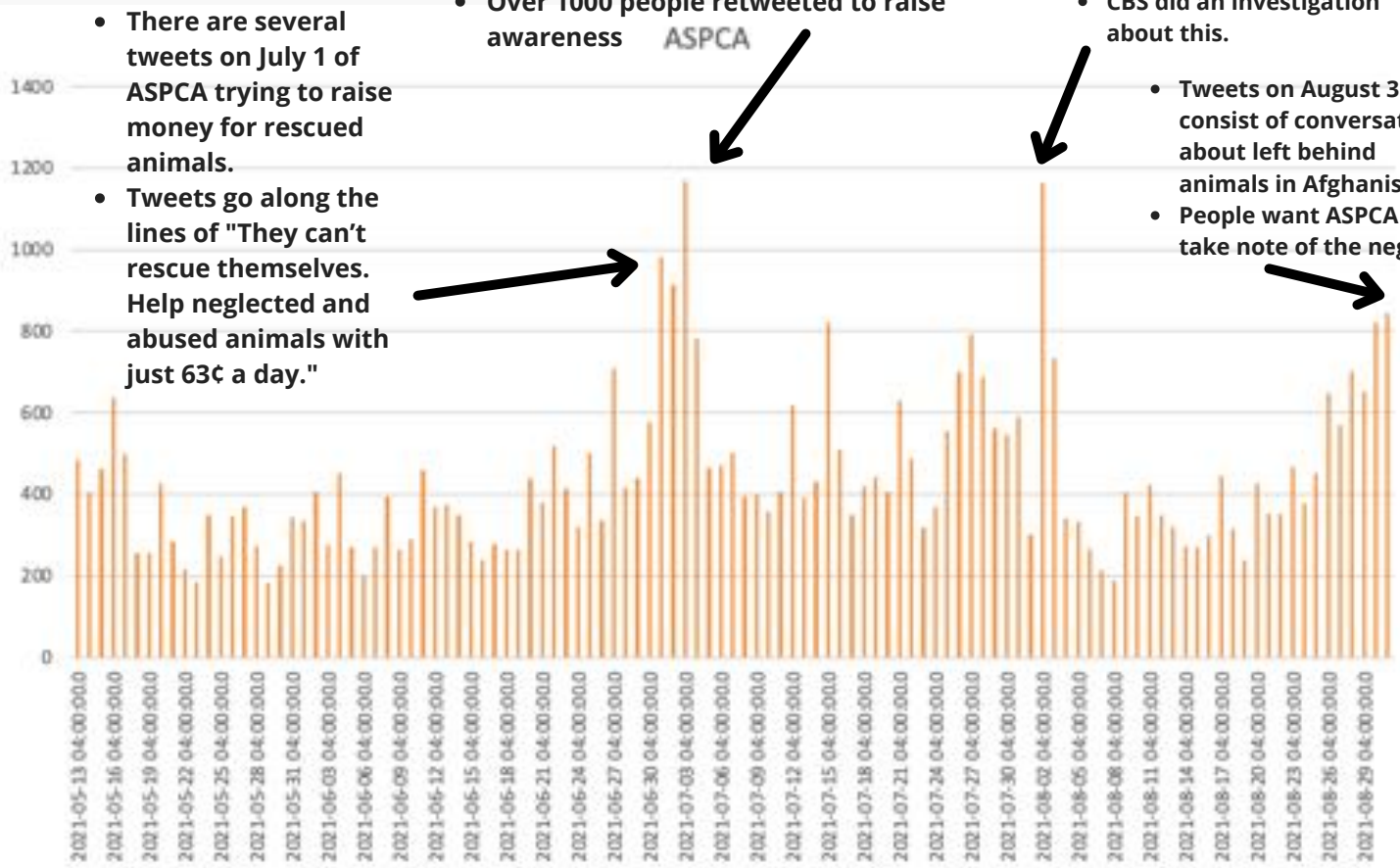
SPIKE ANALYSIS

- ASPCA has several spikes, but the one on July 3 is the largest with 1,170 mentions.
- The tweet addressed the problem of dogs running away on the 4th of July due to fireworks and included a link to a video on how to keep your dogs calm.
- Over 1000 people retweeted to raise awareness

- Tweets on August 2 consist of Tweets saying ASPCA don't actually used donations towards helping rescued animals.
- CBS did an investigation about this.

- There are several tweets on July 1 of ASPCA trying to raise money for rescued animals.
- Tweets go along the lines of "They can't rescue themselves. Help neglected and abused animals with just 63¢ a day."

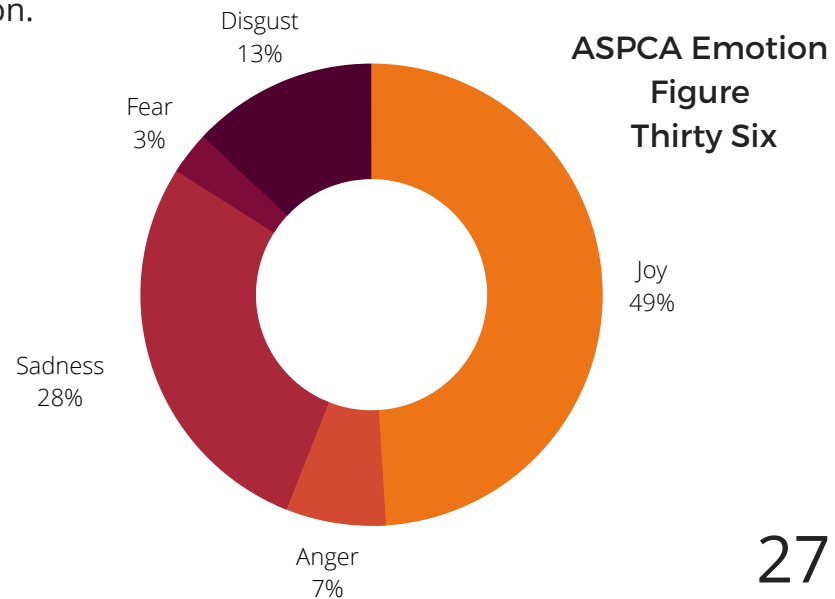
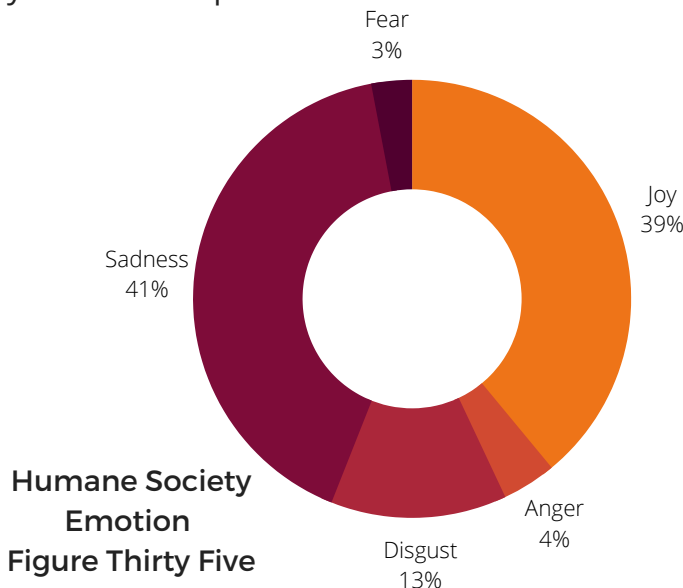
- Tweets on August 31 consist of conversations about left behind animals in Afghanistan.
- People want ASPCA to take note of the neglect.



EMOTION

Hope for Paws - Figure Thirty Four

While Best Friends Animal Society's emotion of mentions was mostly joy, The Humane Society recently experienced spikes in sadness and disgust. Sadness and disgust take up over 50% of the emotion on twitter. The Humane Society is a much bigger organization which leads to more criticism. Much of these negative emotions came about when dogs were left behind in Afghanistan. People on Twitter were quick to blame the Humane Society for not doing more. ASPCA also had a higher percentage of sadness than BFAS. Joy also made up less than 50% of their total emotion.



SOCIAL NETWORK ANALYSIS

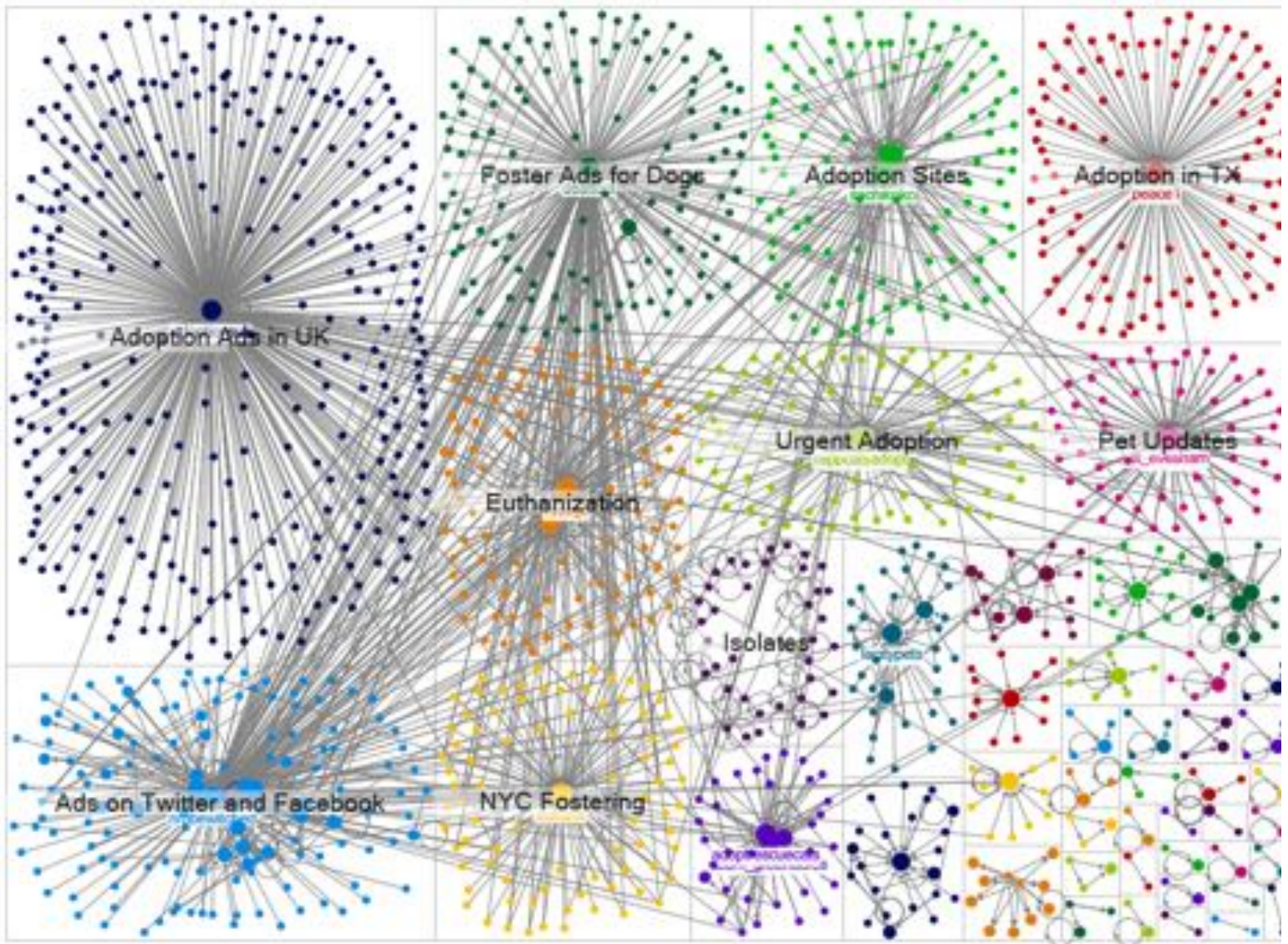


Figure Thirty Seven

Data Description: We analyzed data using a topic query in NodeXL in order to analyze reciprocity of users, betweenness centrality, and clusters. This helped us to better understand the connections between users and clusters and the different topics within animal rescue. Our data ranged from May 13, 2021 to August 31, 2021.

Each of the users in the center of each cluster has high betweenness centrality, because they connect all of the users in the cluster, as well as the users in that cluster to users in other clusters. For example, @deaftool is the central user for the "Foster Ads for Dogs" cluster, but @deaftool also connected the cluster to other clusters like "NYC Fostering," "Ads on Twitter and Facebook," and "Euthanization."

Here are the top users for each cluster and their in-degree: @adoptionsuk (354), @deaftool (193), @nmbewitched (167), @peace1 (108), @echoref (100), @rappcatsadopt (88), @rocogb (81), @sachikoko (79), @dogstrust (57), @dt_evesham (56), @adoptrescuecats (31), @lacitypets (25), @cam_greenacres (4).

We found that The topic of "Animal Rescue" has low reciprocity in general. The users who have a high in degree have a low out degree. People are not engaging in back and forth conversation. @Adoptionsuk has the highest in degree (354) and their out degree is 1. The majority of the users reciprocity is closer to 0 than 1.

Clusters represent groups of users that see and interact with eachothers' similar content, so although all of these users are tweeting about things related to animal rescue, each cluster has a specific category within that topic that they are most passionate about. For example, some of the users are split based on location, such as "Adoption in TX" and "NYC Fostering." Other clusters focus on very specific topics, such as "Euthanization" and "Foster Ads for Dogs."

MENTOR NOTES

Assignment 2 Summary:

Jacquelyn had a few bullet points of feedback after reviewing our second assignment. One of the areas in which she had an adjustment for us to make was where she recommended we change the wording of our first paragraph to be a little stronger. We had initially said, “we like...” and she said that, “we believe in...” is a stronger statement. Her next suggestion to us involved our first recommendation. We had initially framed the recommendation in a way that sounded more along the lines of “BFAS should tweet more with other nonprofits/organizations.” and she told us to frame it more along the lines of, “BFAS should increase their partnerships with other nonprofits to increase engagement because of this XYZ data.” We agreed that this was a much stronger recommendation and implemented those changes to our report.

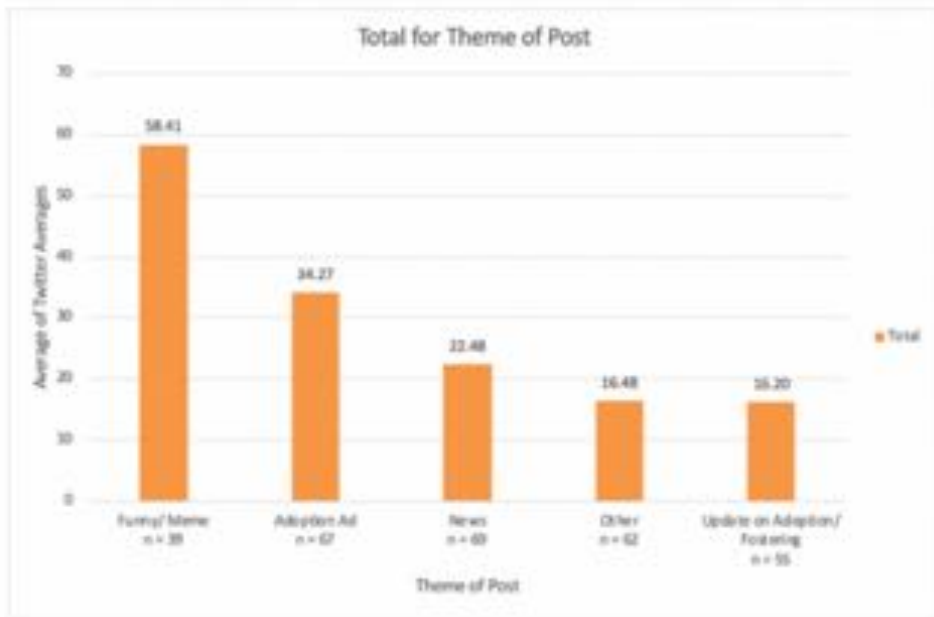
Assignment 3 Summary:

Jacquelyn really loved our Recommendation 2, as well as our mention of the different conversations topics between women and men. The only addition she wanted us to make was to include a cadence for Recommendation 3, so we added that BFAS should specifically post 2-3 more posts a month that address current events.

Assignment 4 Summary:

Jacquelyn really approved of our Assignment 4. The only feedback she had was for us to include more numbers and stats in our recommendations. We added all of the numbers, percentages, and references to graphs to the recommendation paragraphs that previously were more generic explanations.

APPENDIX



Theme of Post - Figure One

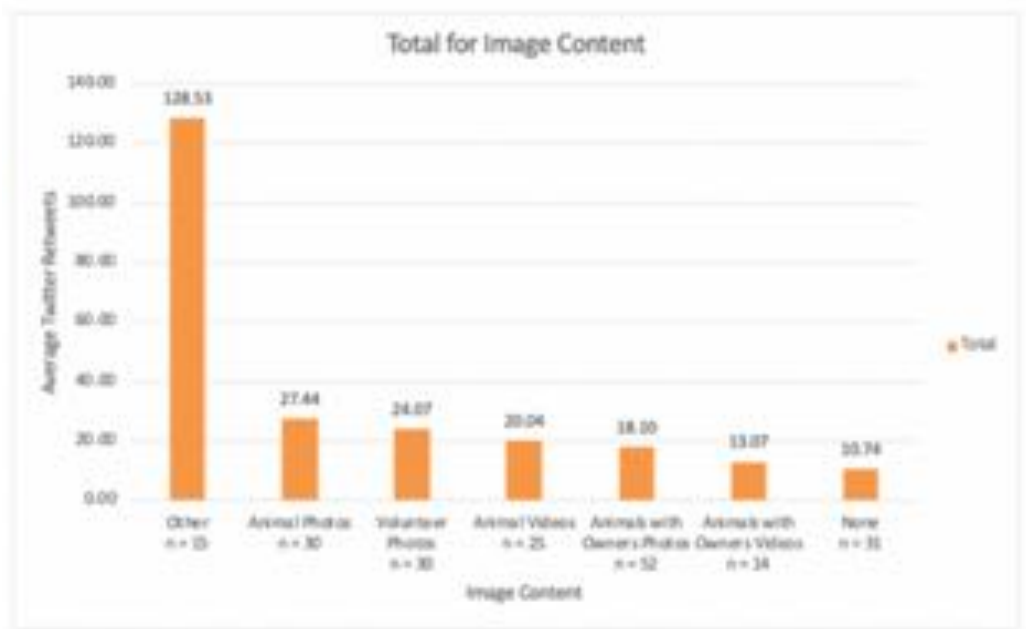


Image Content - Figure Two



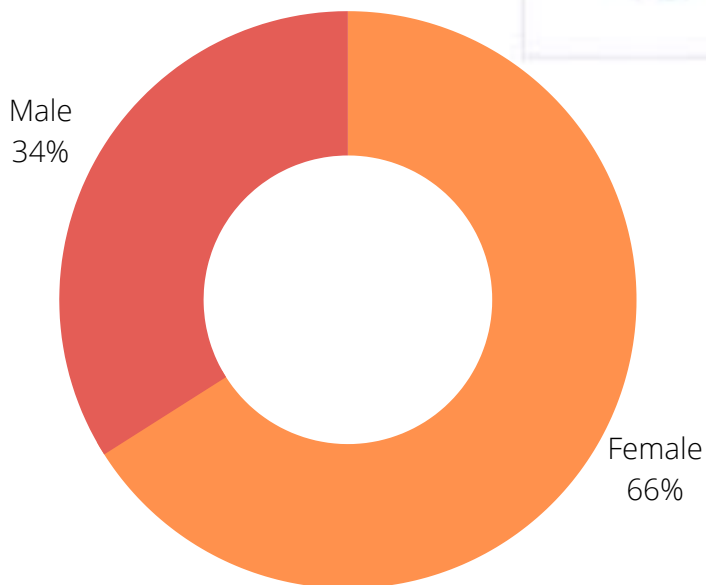
Hashtag Type - Figure Three



Mention Type - Figure Four

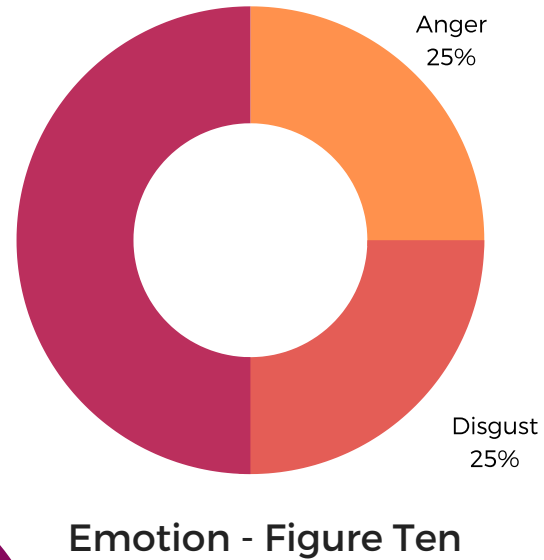
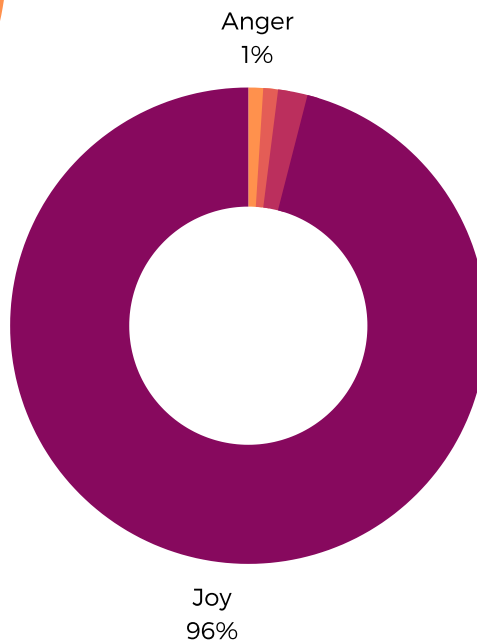
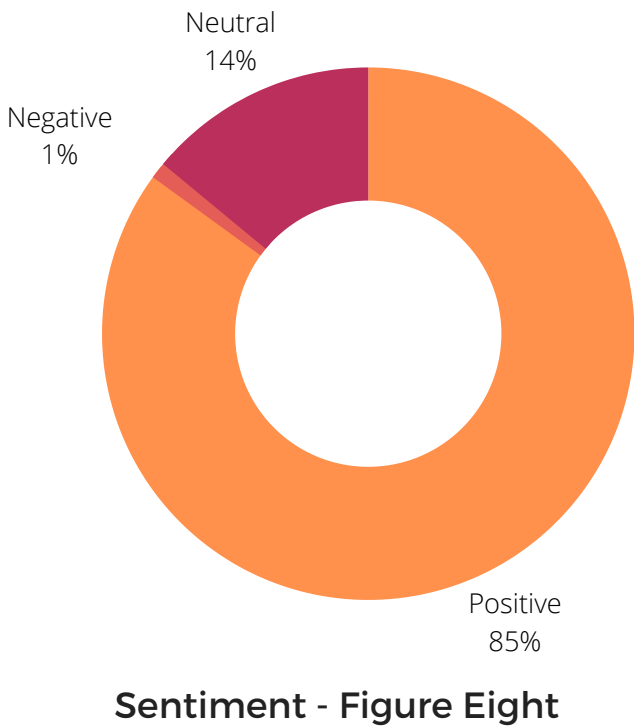
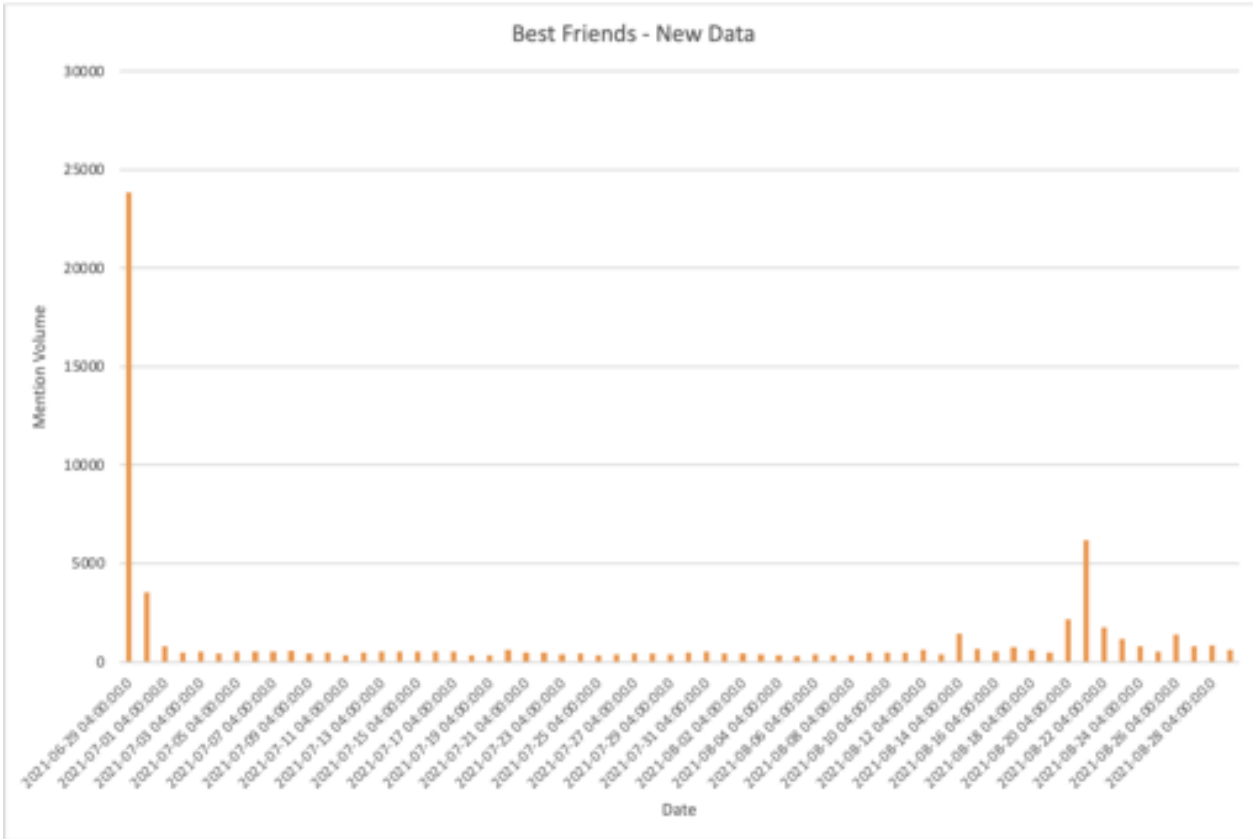


URL Target Type - Figure Five



Demographics - Figure Six

Spike Analysis - Figure Seven

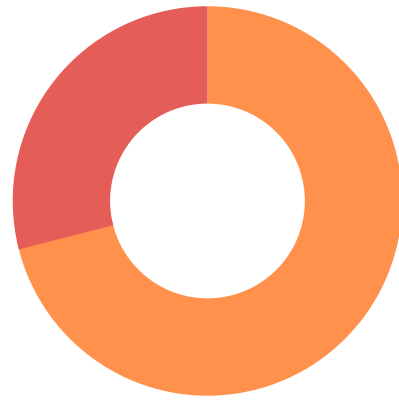


Male
39%



**Demographics
Figure Eleven**

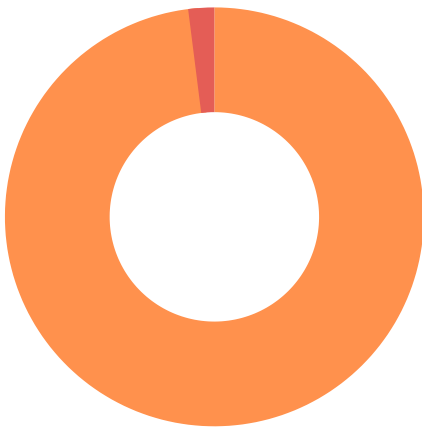
Neutral
29%



Positive
71%

**Demographics
Figure Thirteen**

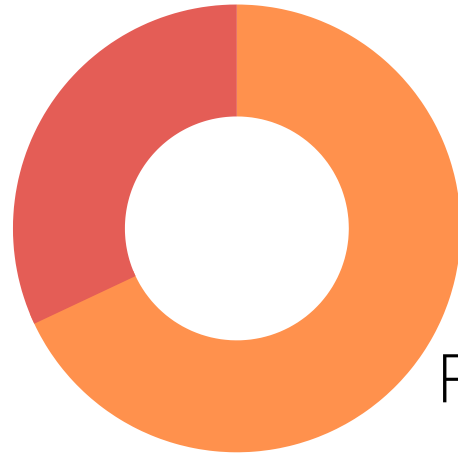
Neutral
2%



Positive
98%

**Sentiment
Figure Twelve**

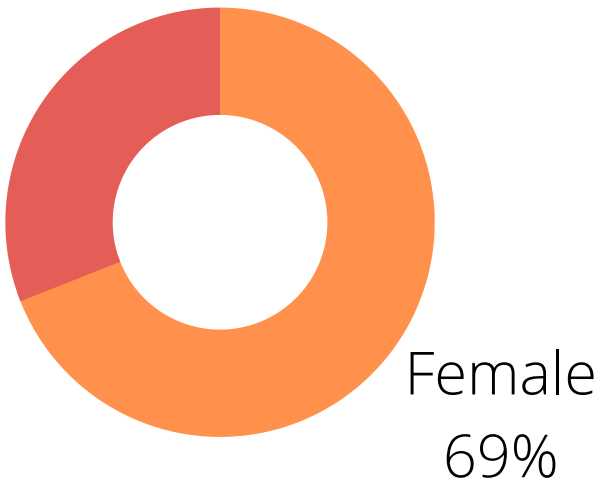
Male
32%



Female
68%

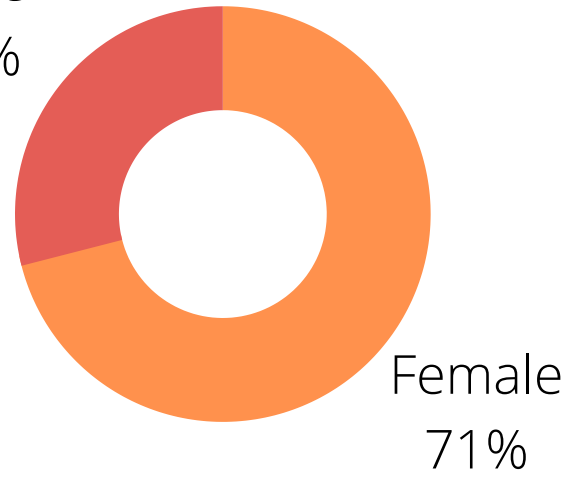
**Sentiment
Figure Fourteen**

Male
31%



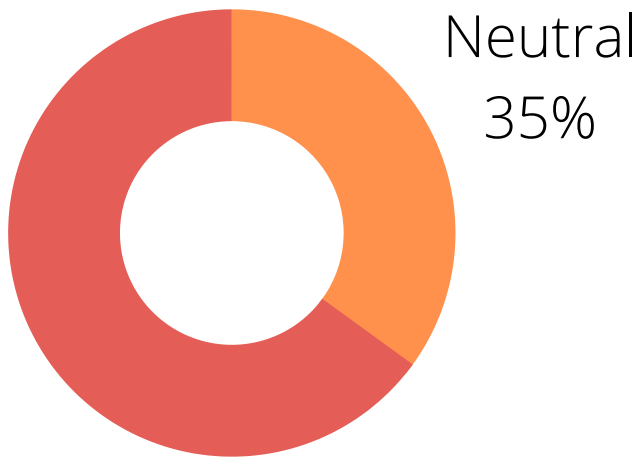
**Demographics
Figure Fifteen**

Male
29%



**Demographics
Figure Seventeen**

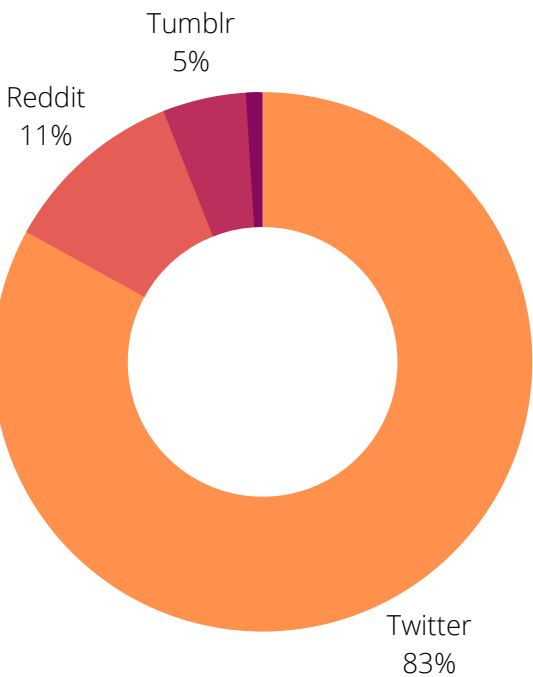
Positive
65%



**Sentiment
Figure Sixteen**

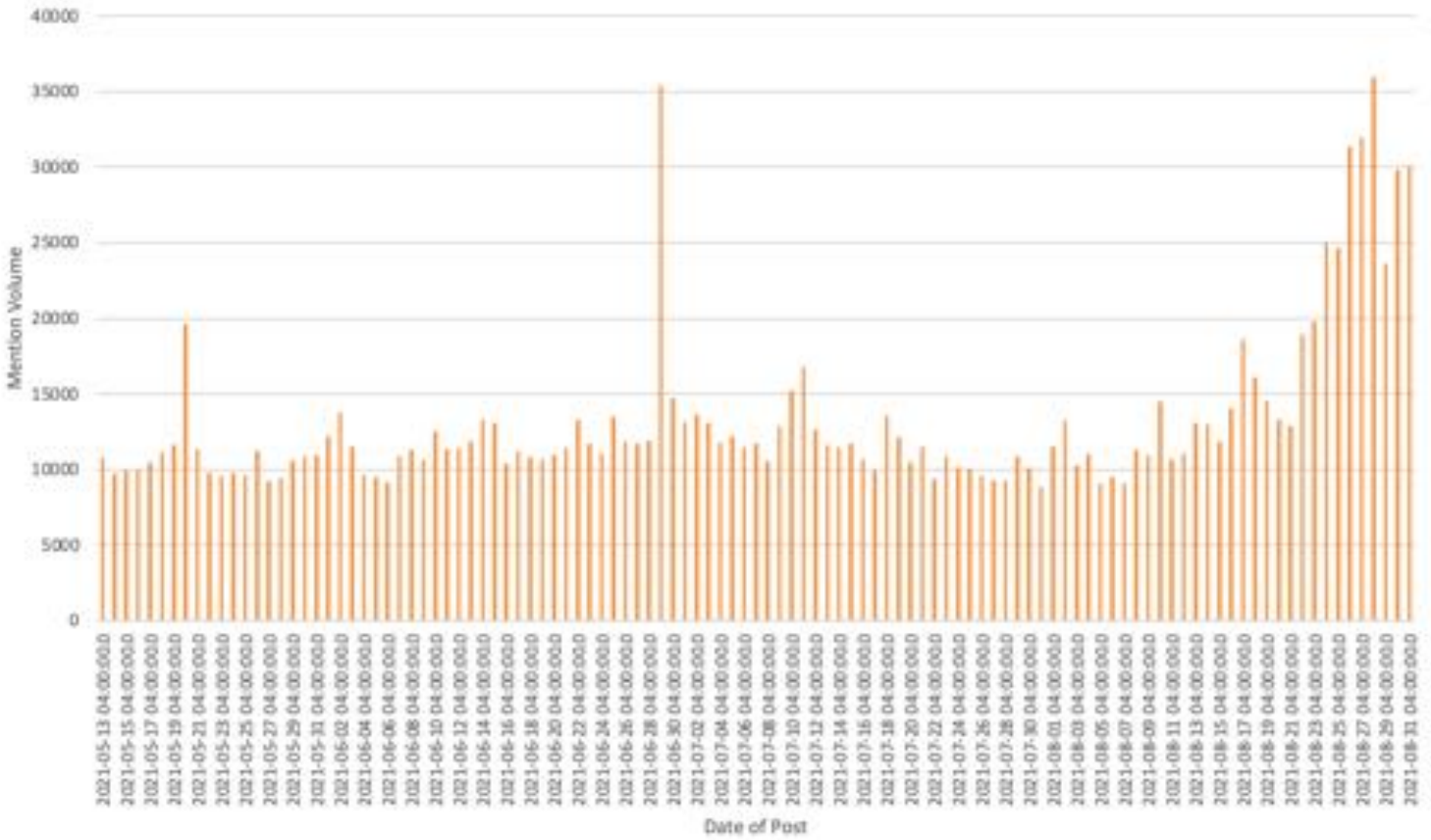


**Sentiment
Figure Eighteen**

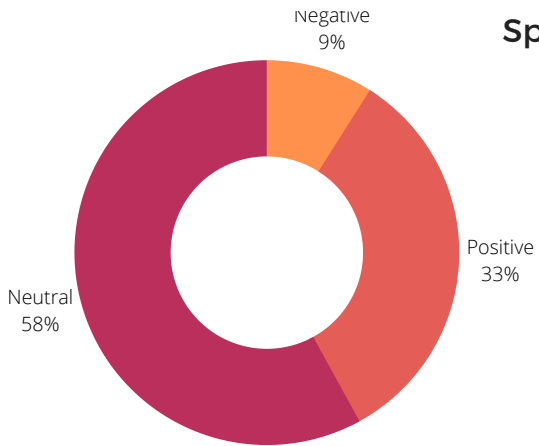


**Platform Mention Volume
Figure Nineteen**

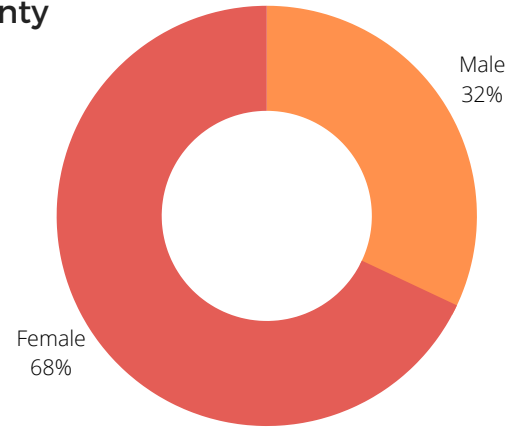
Twitter Spike Analysis



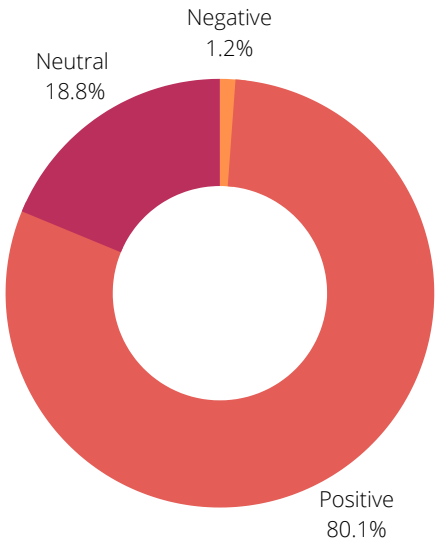
Spike Analysis - Figure Twenty



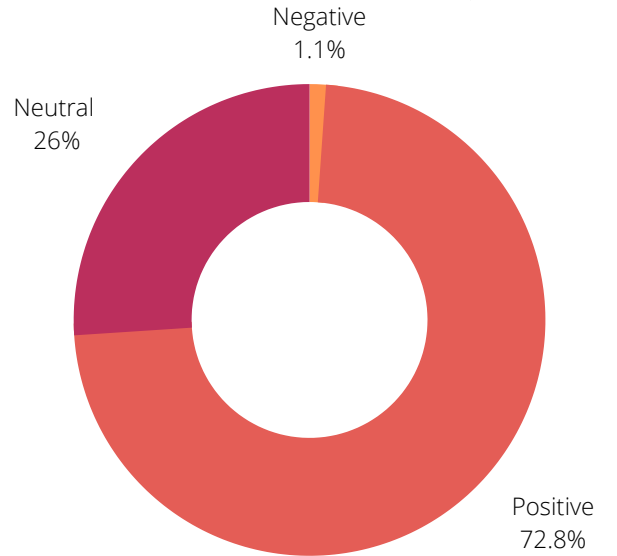
Sentiment - Figure Twenty One



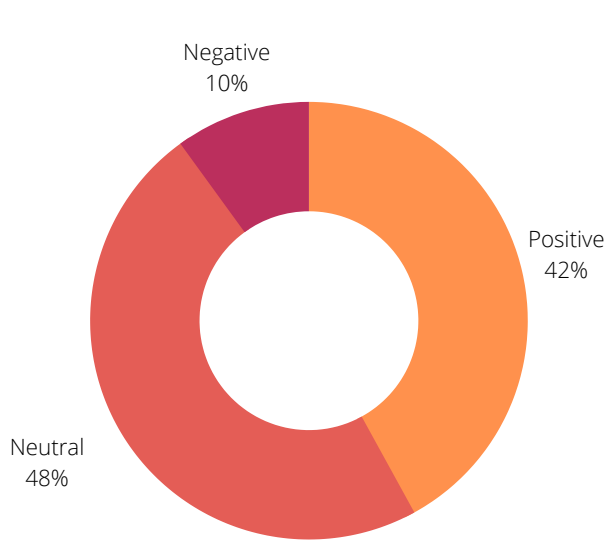
Demographic - Figure Twenty Two



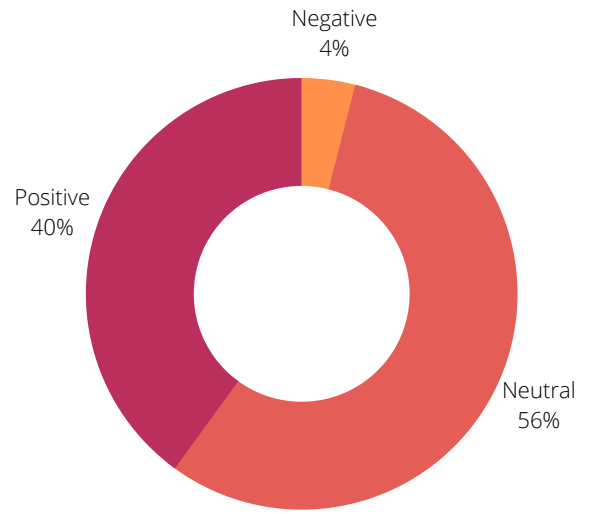
Female Sentiment - Figure Twenty Three



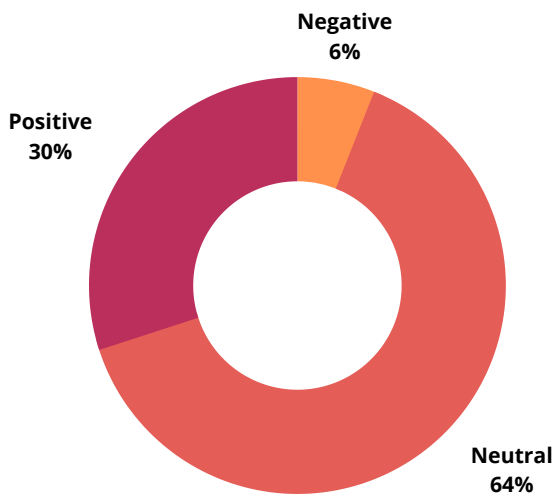
Male Sentiment - Figure Figure Twenty Four



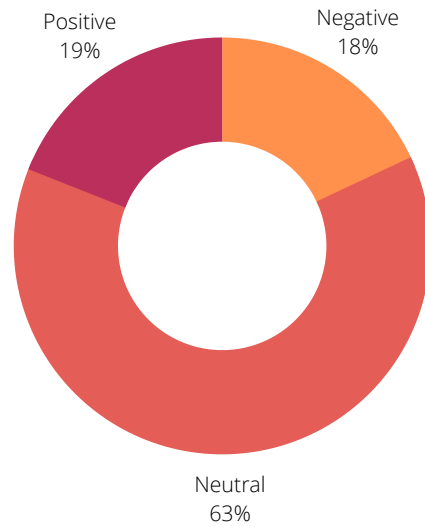
Sentiment - Figure Twenty Five



Sentiment - Figure Twenty Six

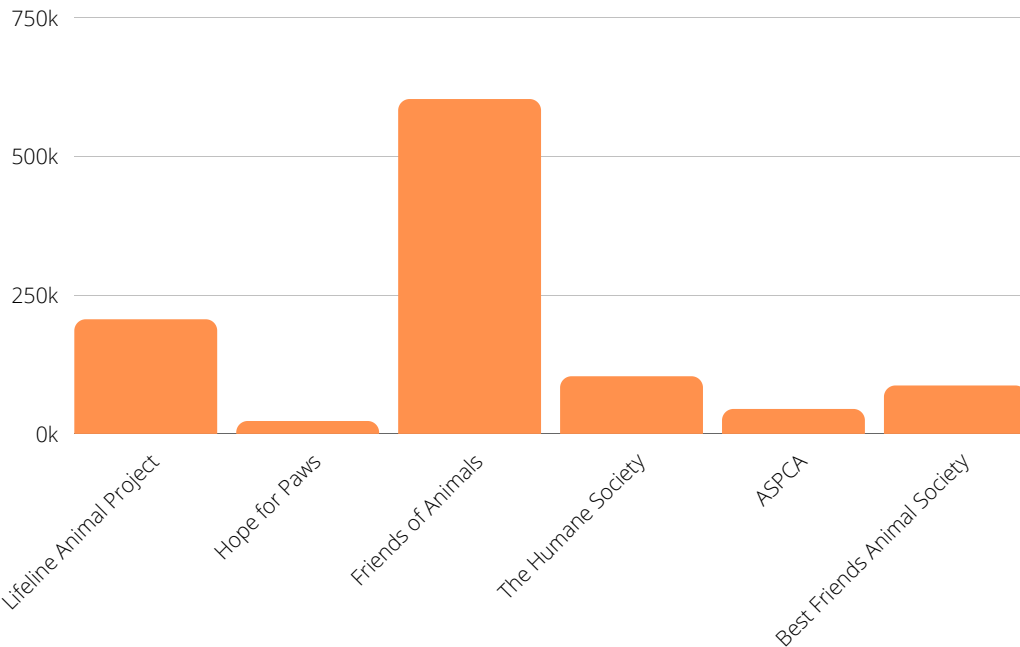


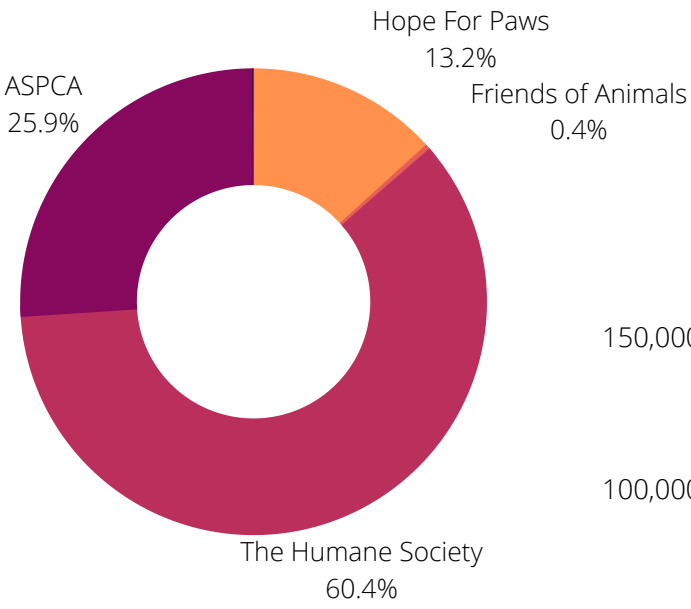
Sentiment - Figure Twenty Seven



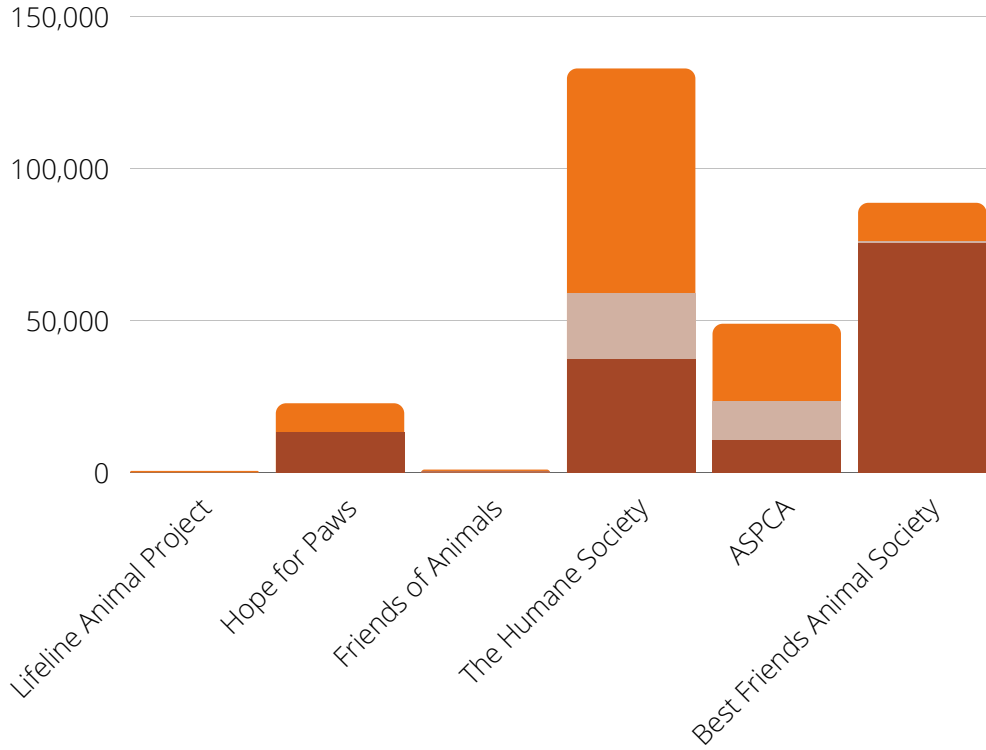
Sentiment - Figure Twenty Eight

Competition Volume - Figure Twenty Nine

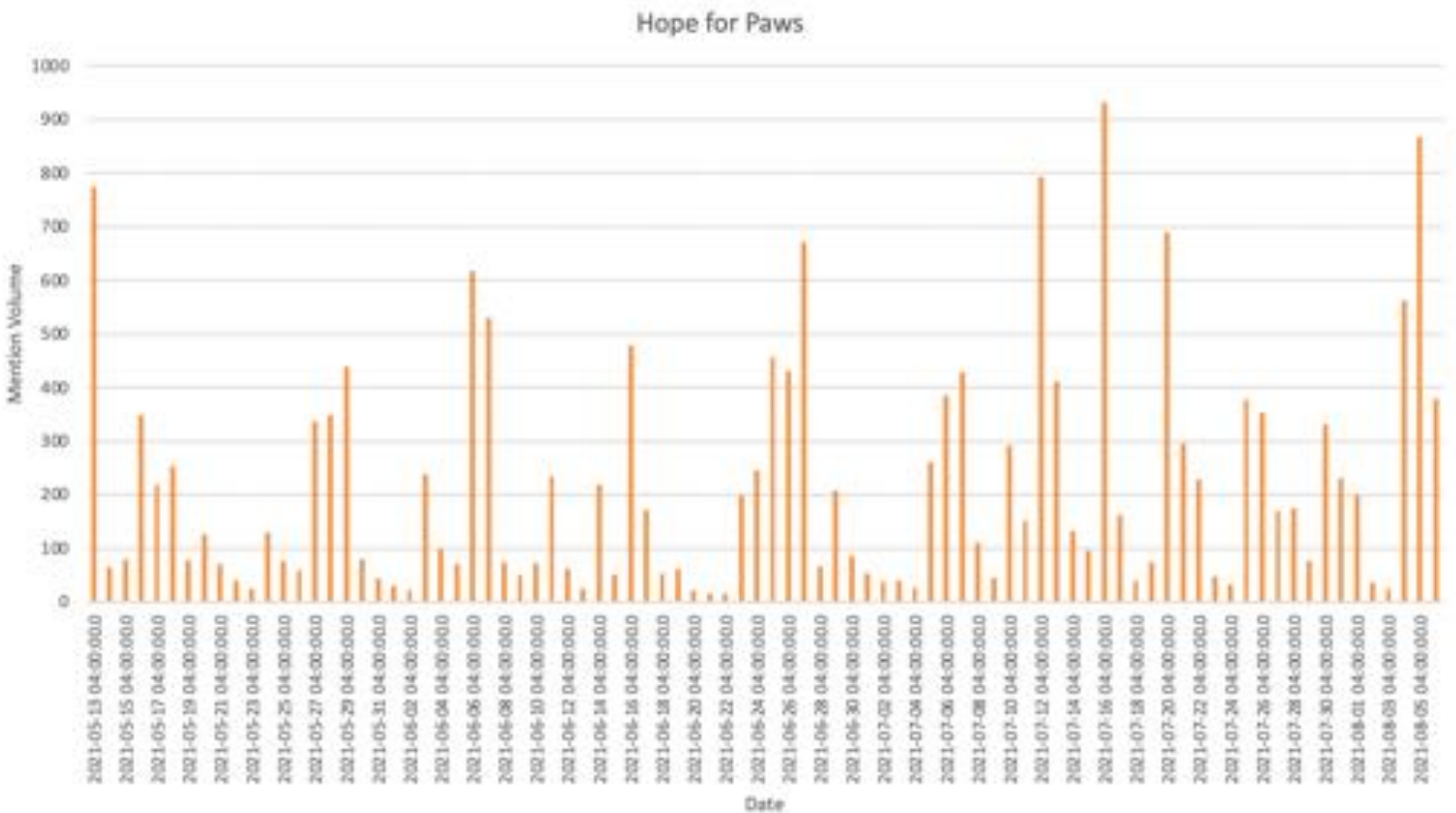




**Competition Volume
Figure - Thirty**

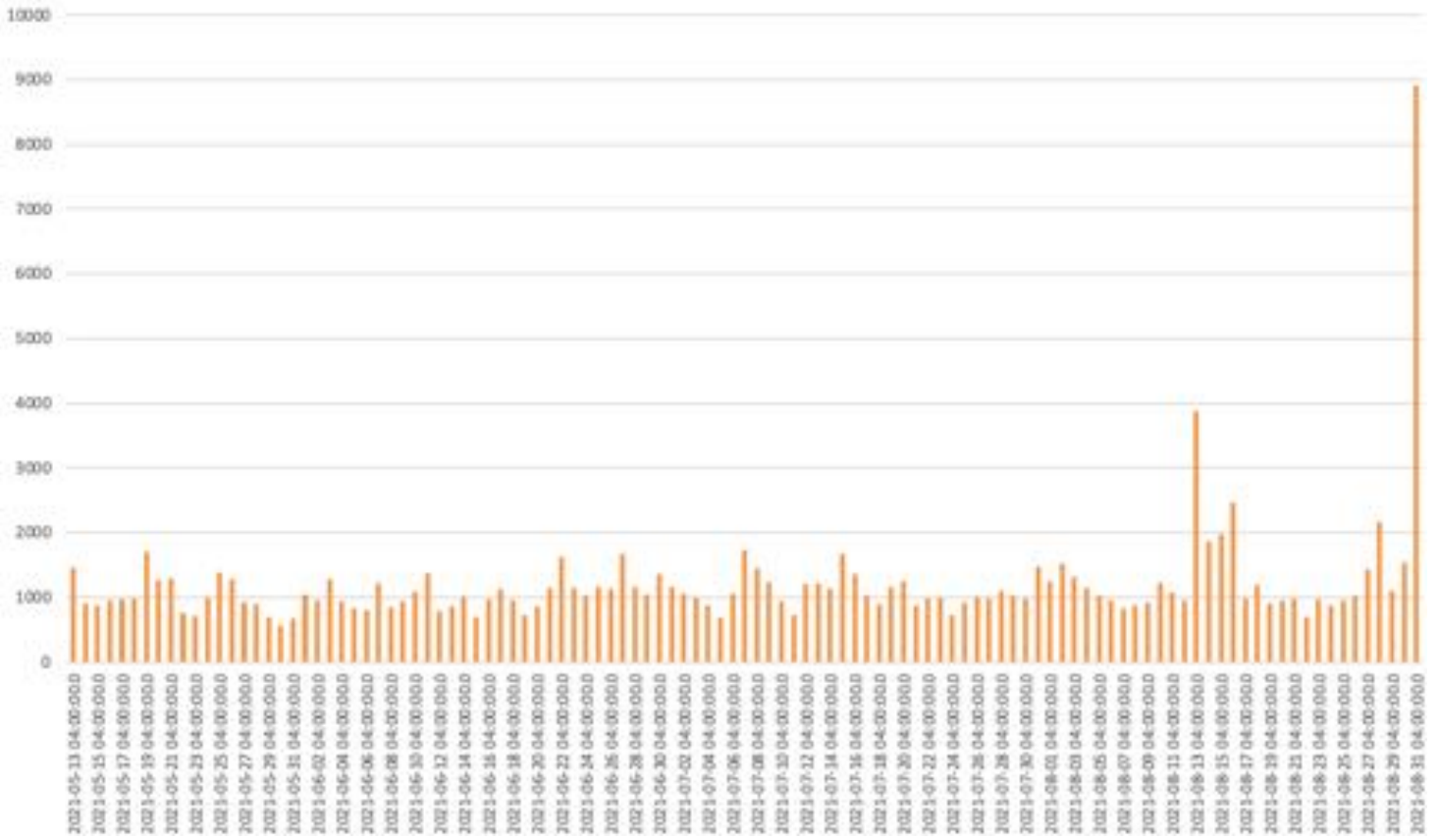


Competition Spike Analysis - Figure Thirty One



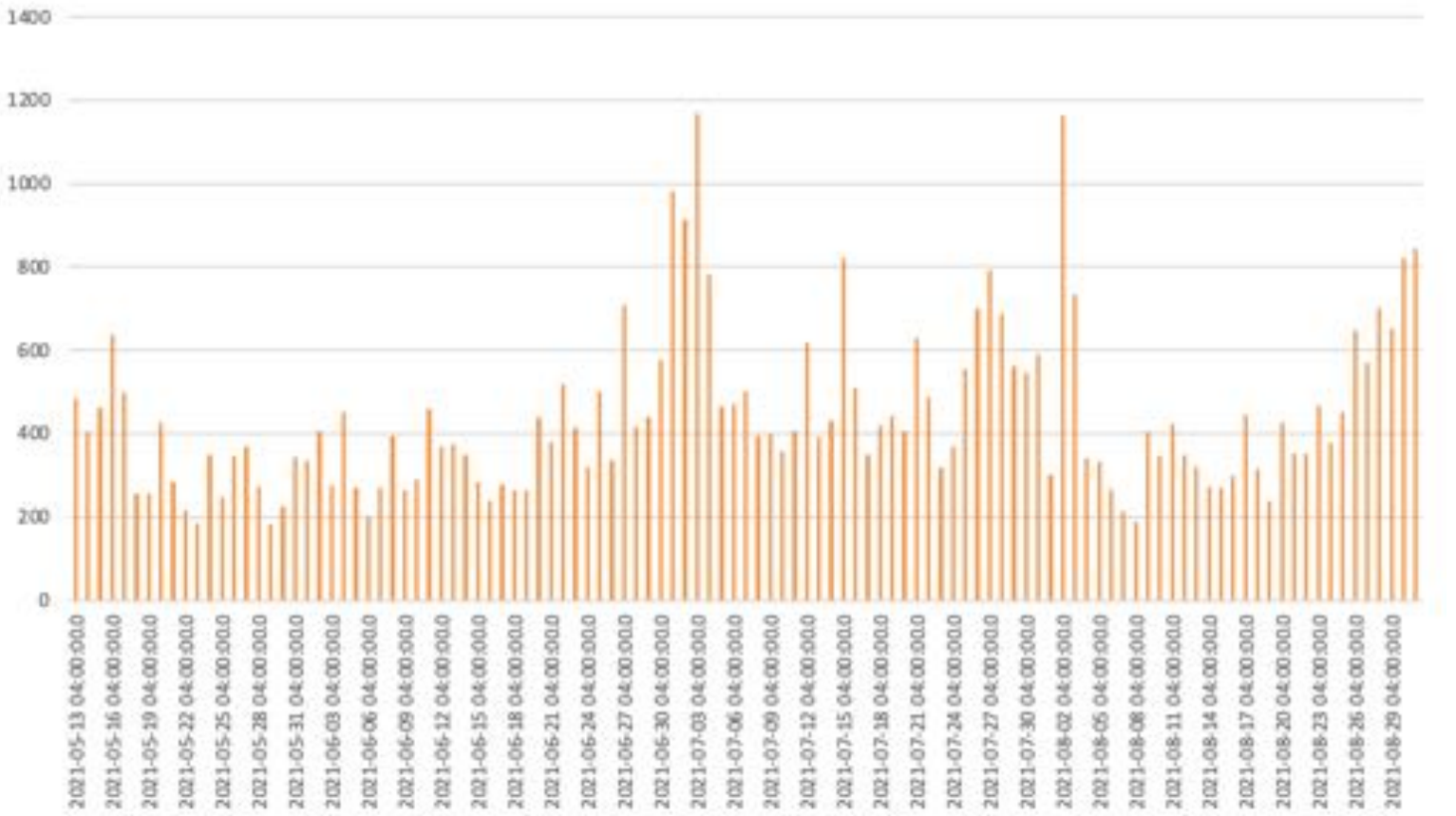
Hope for Paws - Figure Thirty Two

The Humane Society

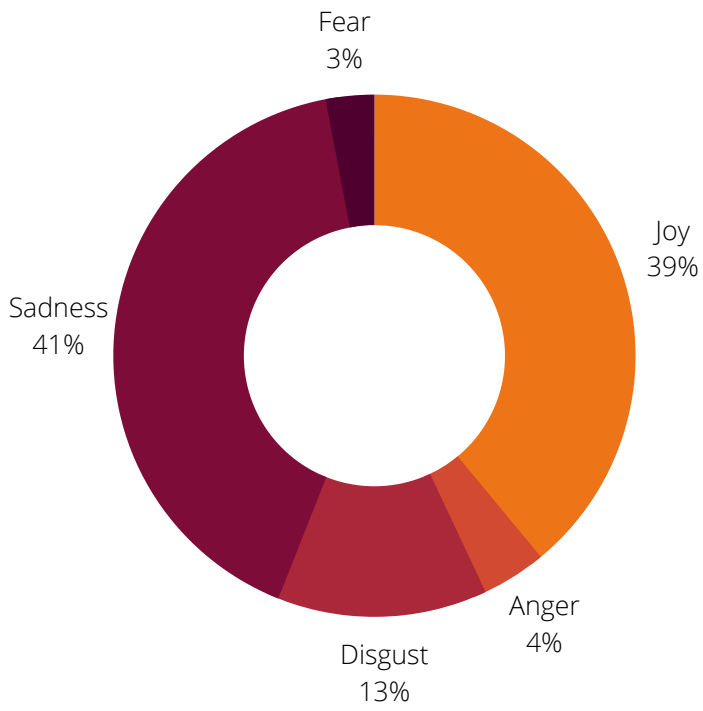


The Humane Society - Figure Thirty Three

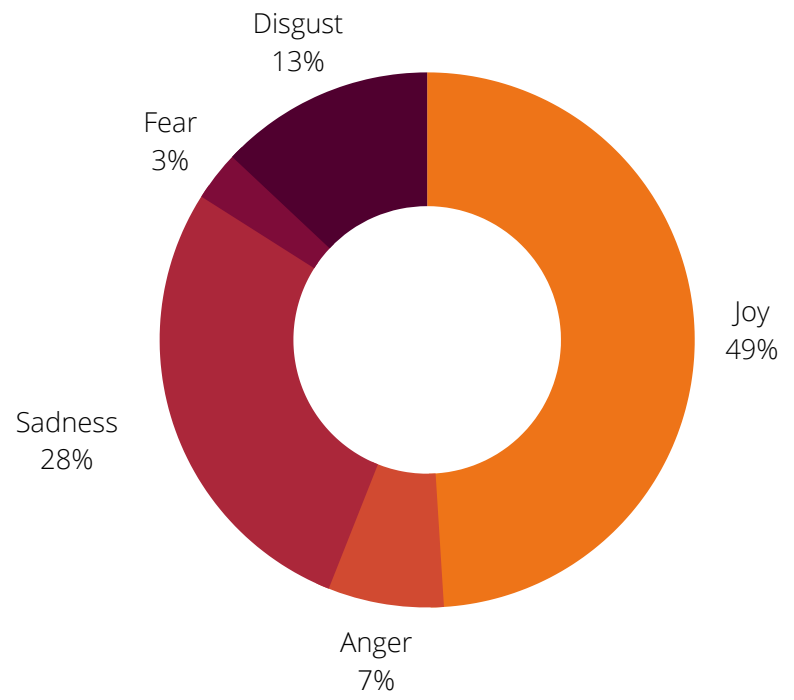
ASPCA



Hope for Paws - Figure Thirty Four



**Humane Society Emotion
Figure Thirty Five**



**ASPCA Emotion
Figure Thirty Six**

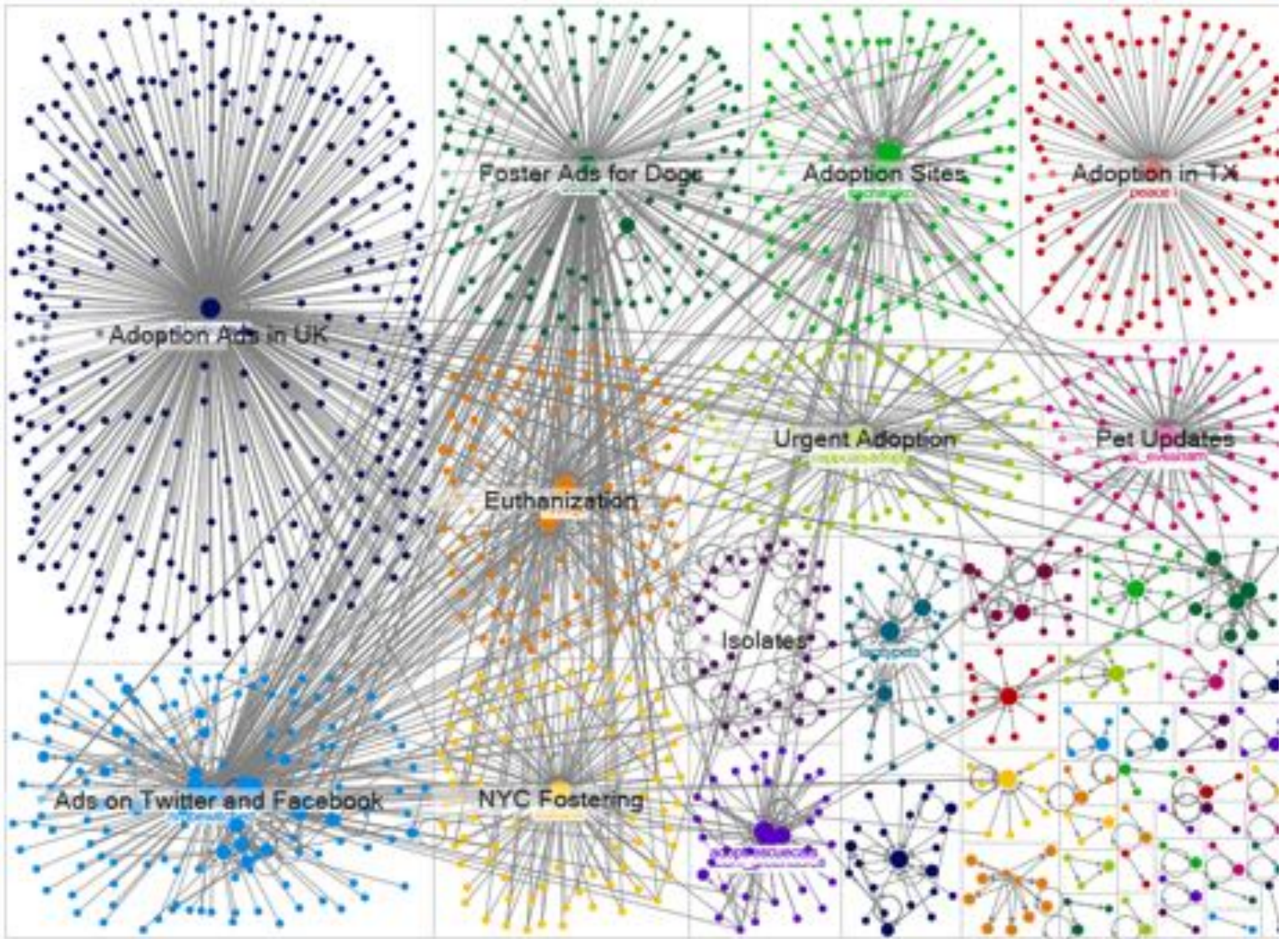


Figure Thirty Seven