



charity: water

ADPR5750 FINAL PROJECT

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charity: water



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Grady College of Journalism
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UNIVERSITY OF GEORGIA

I.EXECUTIVE SUMMARY

Statement of Business Problems **3**

Data Overview **4**

II.RECOMMENDATIONS **5**

III.OWNED DATA

Data Overview **12**

Actionable Insights **15**

IV.EARNED DATA

Organization Data **18**

Topic Data **23**

Competition Data **30**

Actionable Insights **35**

V.SOCIAL NETWORK ANALYSIS **37**

VI.APPENDIX **40**



STATEMENT OF BUSINESS PROBLEMS

The Charity: Water movement is built on the backs of the goodwill and effort of donors the world over. Given that they operate solely off of donations, getting the word out on social media is incredibly important to the success of the charity. However, after analyzing nearly a year and a half worth of data from the Charity: Water twitter account, we found that the charity is running into some major problems.

Despite having just over 1.2 million followers, most posts made by Charity: Water struggle to reach 12 likes. In order to leverage their follower base more effectively, the account needs to generate more engagement so that it continues to grow the number of loyal supporters the organization has on the whole as well as generating awareness on specific crisis.

The best ways to fix this problem seems to be refining the content the Charity: Water account puts out. Data showed that certain types of data work better than others. Those that do not perform as well will likely have to be reworked in terms of approach. As far as generating interest beyond owned data, partnerships proved to be very effective in generating both earned and owned engagement. Collaborations often lured in the highest performing posts that the account had.

All the elements of a successful account such as follower count and brand identity are present. Charity: Water will just have to post more refined content more frequently.

DATA OVERVIEW

The Charity: Water Owned Dataset came from their primary Twitter account: @charitywater. This data was gathered and compiled by social listening software Brandwatch. This data was gathered between the dates March 2nd, 2020 and September 7th, 2021. The data is comprised of 307 original tweets. Original replies along with retweets were omitted. Later analysis reveals which post elements are correlated with favorable response.

The earned dataset consists of earned organization data, earned topic data and earned competition data. The earned organization dataset included 9,286 mentions with the conversation being 68% male and 32% female, and a thematic breakdown. The earned topic dataset covers the clean water crisis specific to Cambodia. Although this is an issue that is very close to the Charity: Water brand, it generates attention from all corners of the globe. This dataset includes 647 mentions with the conversation being 67% female and 33% male.

Lastly, the earned competition dataset includes data from Blood: Water, UN Water and Water.org. Analyzing the data helped generate insight on the topics of the Charity Water brand and mission, competitors in the space, and potential ways that Charity Water could influence those conversations in the future. This dataset includes approximately 20,860 mentions with the conversation being 53% male and 47% female. This data used the same date range and platform for the sake of consistency. Looking at the strengths of competing organizations helped to identify Charity: Water's weaknesses.

KPI's

AWARENESS

- Measures the degree of recognition a user has for a brand
- Reach and impressions

REACH

- The potential audience for a message
- Measured by number of followers (Twitter)

ENGAGEMENT

- Interaction and two-way communication with content
- Measures replies, retweets and mentions
- Clicking on hashtags, handles and hyperlinks

AUDIENCE

GROWTH

- Rate at which a brand's following increases
- Measured through fans and followers

RECOMMENDATIONS

What to do?

Coordinate the most influential users in the network to make Charity: Water gain as much support as quickly as possible.

How to do it?

By coordinating the efforts of all noteworthy members around one single tweet to create the biggest movement possible through retweets, replies, and mentions.

Why?

Charity: Water has a massive network 1.2 million followers. However, one of their main challenges is that they fail to leverage most of it on the vast majority of their posts. Using influential users well ingrained into these communities can help increase the number times a user sees the post, giving them more opportunities to interact with a given post. Harnessing this phenomenon and the cluster's favorable density and closeness centrality should improve overall performance.

Increase the reach of the page's total posts.

By tagging partner organizations in posts promoting these points.

Posts that did not mention anyone at all ($n = 7$) were the lowest performing posts in terms of reach by far (51030.89). Simply tagging partner organizations (55872.26, $n=20$) will help to drag the post reach average (54794.48) up.

RECOMMENDATIONS

What to do?

How to do it?

Why?

Increase engagement for media content showcasing volunteers /supporters.

By tagging partner organizations and the people that they have helped.

Although they accounted for the largest single category of posts (n=101), posts showcasing organization supporters received the lowest engagement scores (8.83). However, showing them along with the people they helped could help boost engagement. Images featuring those the organization helped had a much higher engagement (13.7) By partnering the two without taking away from the regular posts about those helped.

Improve engagement on posts that encourage donations by linking the website.

Use pictures of project and mission updates in conjunction with the links.

Considering that it is the ultimate goal of the organization, the engagement (13.25) on posts (n=40) promoting the donation site could be higher. Showing what patrons would be contributing to through project and mission pictures proven to have higher levels of engagement (15.23 and 16.53 respectively) could help drive donation site post engagements.

RECOMMENDATIONS

What to do?

How to do it?

Why?

Increase engagement with broader audiences

By using more hashtags about mission themes and events

Posts with no hashtag were the most frequent (n=202), but they received the third most engagement behind event hashtags (n= 24) and partner platform hashtags (n=2). This demonstrates that hashtags help posts reach larger audiences. By including hashtags that relate to the mission, Charity: Water can reach more people with similar interests.

Increase awareness and donations from cryptocurrency community

Continue to partner with cryptocurrency report pages and highlight their involvement through retweets and original tweets mentioning them

Two of the four spikes in engagement for Charity: Water and all of the three spikes in engagement for the comparable organizations originated from cryptocurrency report pages partnering with organizations to raise donations. Also, two influential users for both Charity: Water and their comparable organizations were cryptocurrency report pages. This demonstrates that these types of accounts have great reach in a community of users who spread information and are willing to donate their cryptocurrency to stake pools for charity.

RECOMMENDATIONS

What to do?

Expand to other social media platforms.

How to do it?

Partner with influencers with sizeable followings on other platforms in fundraising events.

Why?

Despite posting frequently on platforms such as Instagram, Charity: Water generates little to no conversation about them on the platform. However, they were able to change that on Reddit as a by product of partnering with personalities who took their fundraising campaign to the platform, where they sustained an audience. Approaching influencers on key platforms could help generate conversation and an audience on those platforms.

Extending reach by growing more global communities for a global organization.

Partnering with more international groups and influencers could help grow global engagement and conversations.

One of the themes we found throughout all of the data was that influencers and other notable people can create entirely new conversations and movements around organizations. Charity: Water's global conversations are pretty well distributed, but lacks presence in certain parts of Europe and East Asia. These markets have potential, as seen by competing organizations having a higher volume of earned data coming from these areas. Developing partnerships with influencers in other key parts of the world with the potential to help Charity: Water become more relevant on a global scale.

RECCOMENDATIONS

What to do?

Directly confront arising developments and issues by commenting on Twitter.

How to do it?

When a notable influencer or news outlet brings up distressing details about the problem or shows anger towards the situation, offer them and others who see the post a way to help by commenting or quote retweeting.

Why?

Of all the posts analyzed, posts detailing the struggles that the Cambodian people face often got the most engagement. The replies to these posts often had a negative sentiment as well. Introducing the Charity: Water projects in Cambodia to a group of people who have just expressed rather passionate concern for the situation could help Charity: Water better solve the problem find interested audiences to grow its reach.

Partner with organizations that also have humanitarian goals in the region.

There are other nonprofit organizations committed to helping Cambodia and neighboring countries. Creating joint posts with them addressing the broader goals of helping the country could help grow both parties' audiences.

Some of the top performing posts for engagement and frequency happened when partnering with influencers. These other influencers or organizations could help Chairty: Water expand to new audiences. Although they are not competitors, organizations such as World Food Programe and Wildlife Warriors have a high Brand Synergy with Charity: Water because of their common messaging and missions. This will mean those audiences will be more likely to engage with Charity: Water than other audiences

RECOMMENDATIONS

What to do?

How to do it?

Why?

Increase the reach of the page's total posts.

By tagging partner organizations in posts promoting these points.

Posts that did not mention anyone at all (n = 7) were the lowest performing posts in terms of reach by far (51030.89). Simply tagging partner organizations (55872.26, n=20) will help to drag the post reach average (54794.48) up.

Create Region Specific Accounts

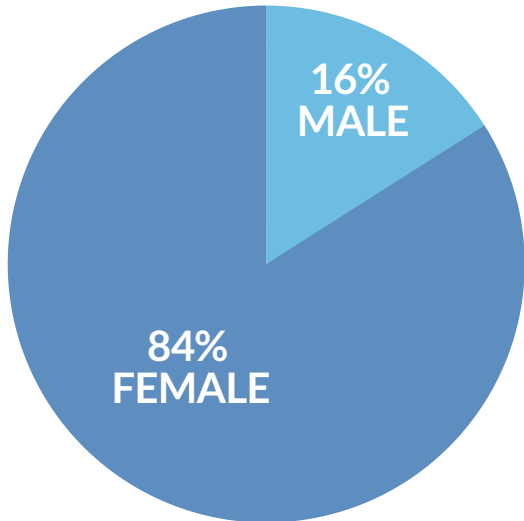
Creating a "Charity: Water Cambodia page or a Charity: Water France page could help expand the organization's combined audience. Translating existing content could help grow the Charity: Water reach as an organization and as a social media entity.

Having region specific accounts could help the brand's reach expand. Despite the Cambodian water crisis being region specific, English speaking countries were still measured to have the highest volume of mentions. Despite this, there was still significant interest from countries like Cambodia and India. Creating accounts and content that appeal to the vast majority of people in those countries would be useful in raising awareness and growing Charity: Water's reach in those regions. Other organizations in the region, such as Water Aid, are addressing the same problem using this tactic to better communicate with a specific audience.



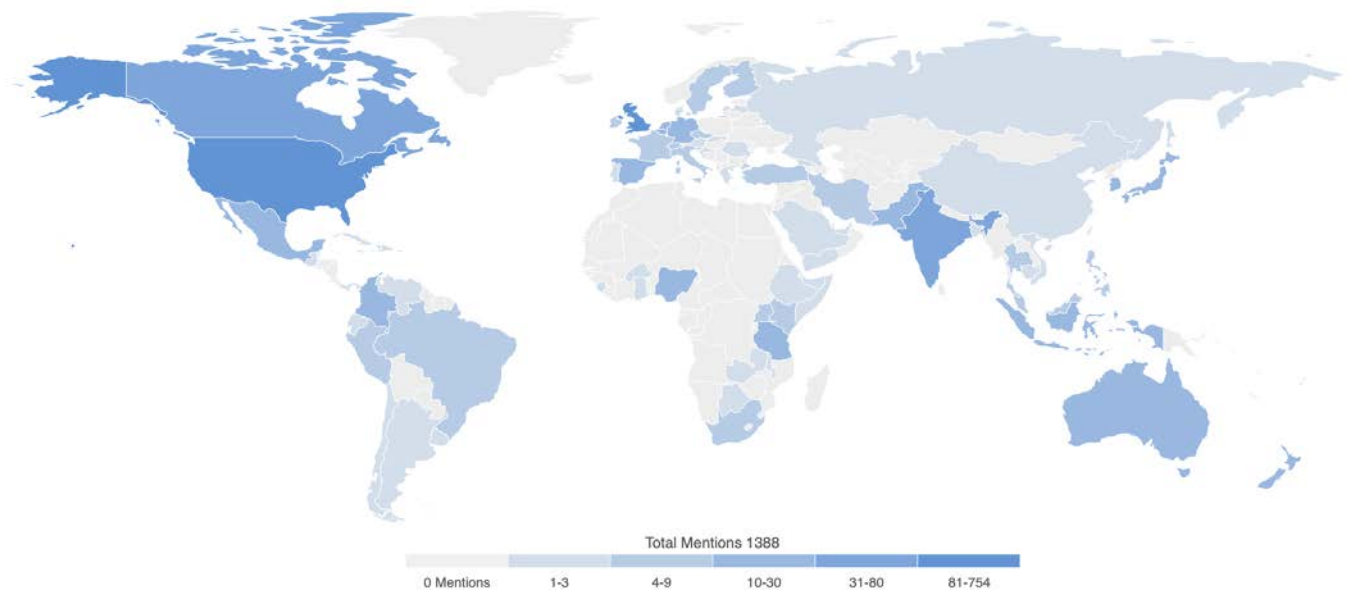
OWNED DATA

DATA OVERVIEW



The Charity: Water audience has a vast majority of Female (84%) followers. Male interest also exists, but is severely lacking compared to Female interest and following (16%) And thanks mostly in part to its consistent partnerships with streamers, the audience's #1 interest is gaming, followed by TV.

VOLUME BY COUNTRY

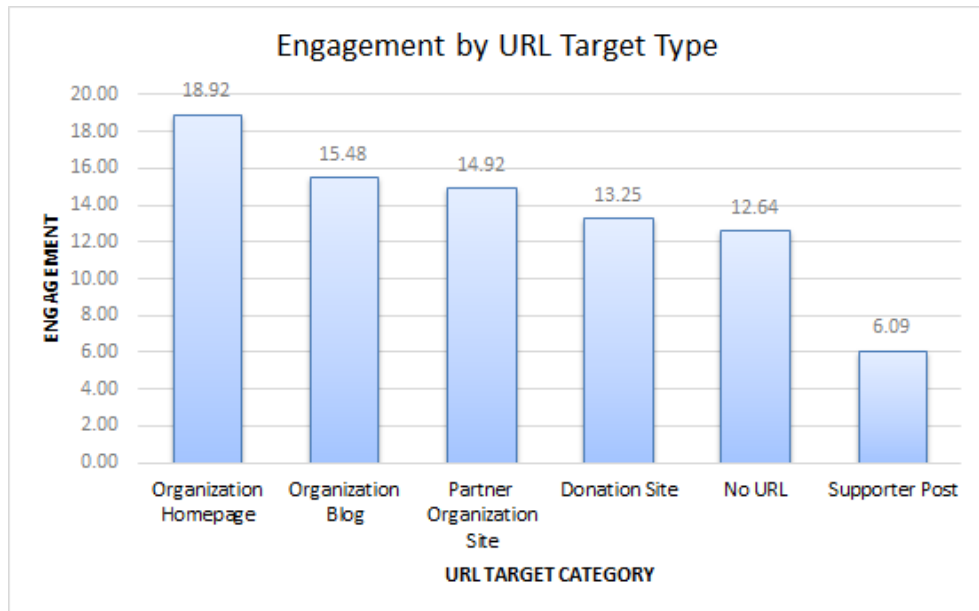


Another metric that has a major impact in not only the data, but the recommendations that come from them, is geography. The majority of interest and following in Charity: Water comes from wealthier, western, English speaking nations such as the United States, Canada, and the UK. Another segment of interest comes from nations that often receive aid from Charity: Water, such as Somalia and Cambodia.

OWNED DATA DATA BREAKDOWN

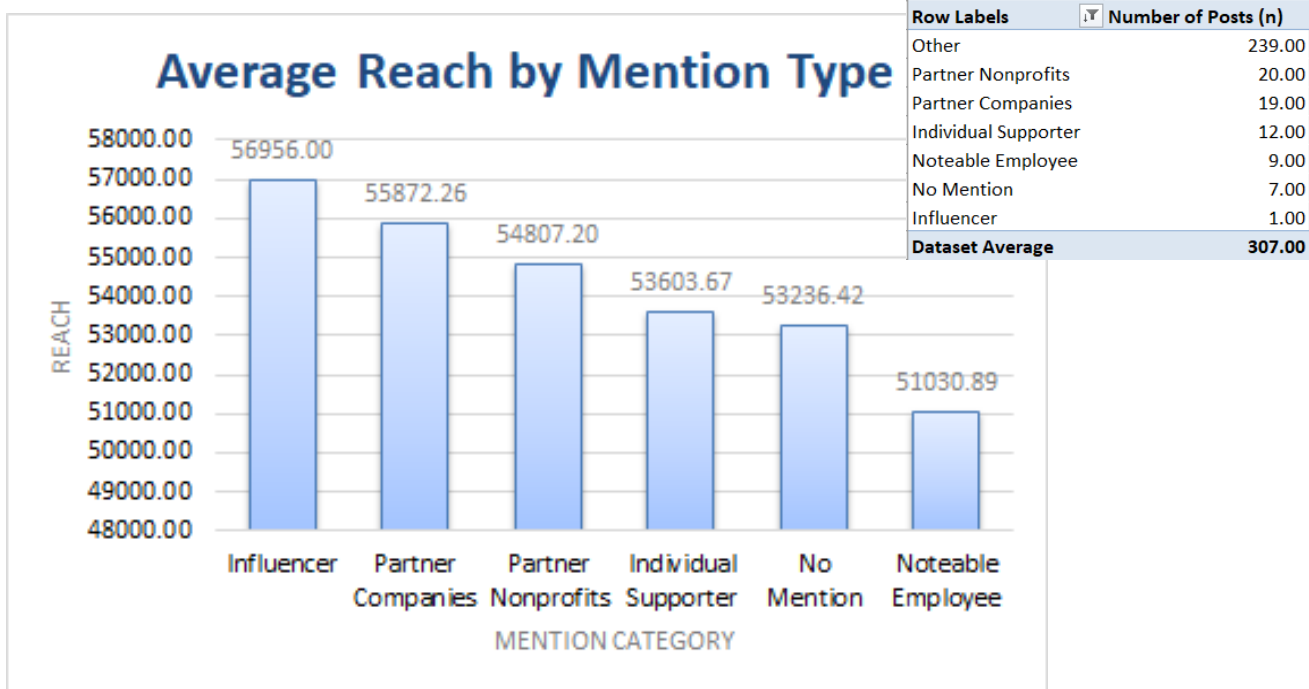
URL TARGET IMPACT

The URL chosen to be included in a particular tweet can be very important in the impact, engagement and the reach of the post. Charity: Water uses a wide variety of URL's within their posts but the post's engagement can vary depending on the destination of the URL. As shown in the graph, engagement on posts with a URL linking to the organization's homepage is the highest in this dataset. Behind the homepage, the other URL types in the middle of the range organization blog, partner organization site and donation site) have similar levels of engagement.



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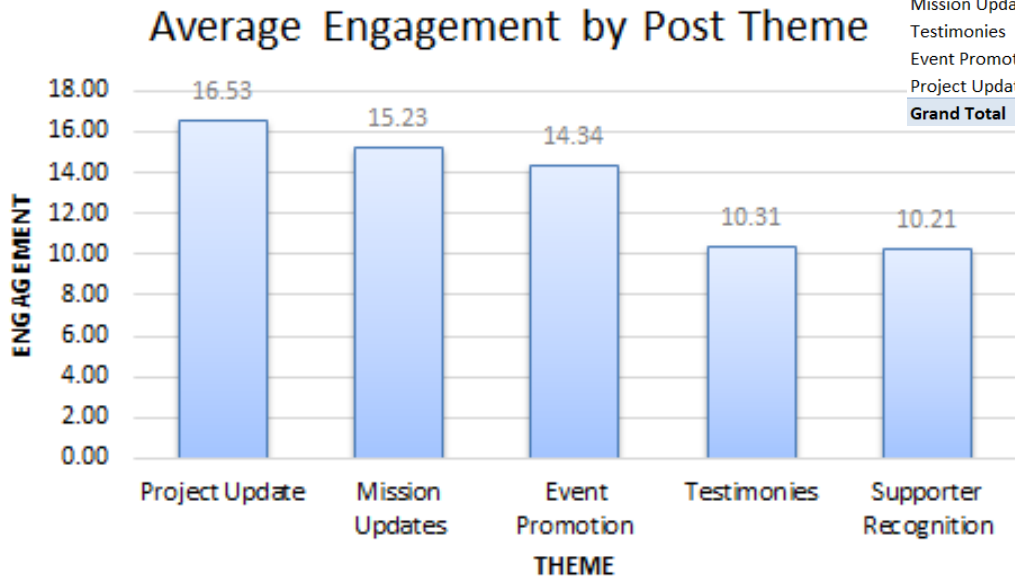
MENTION TYPE IMPACT



The person mentioned in a tweet can also have a major impact on the performance of a tweet, specifically the reach it has. As the data in the graph shows, the tweets that mentioned an influencer performed much better than those that either had no mention, or a mention of another type, having a reach that was 3.94% above the average across more than 20 tweets. Given the scope of this difference, a 3.94% increase is a considerable improvement.

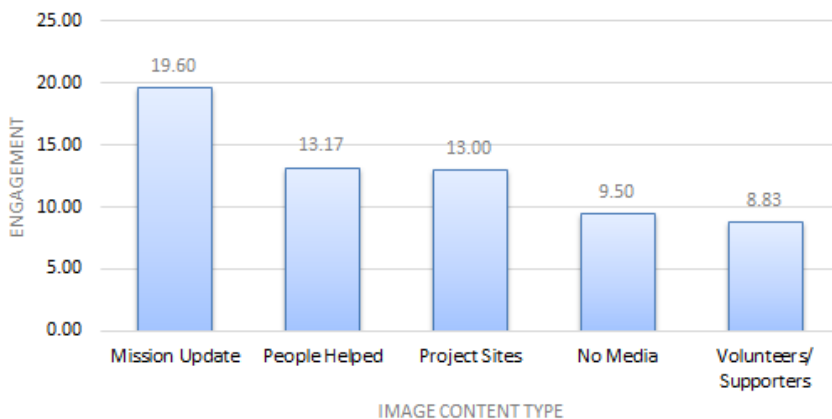
OWNED DATA DATA BREAKDOWN

Row Labels	Number of Posts (n)
Supporter Recognition	101.00
Other	66.00
Mission Updates	43.00
Testimonies	35.00
Event Promotion	32.00
Project Update	30.00
Grand Total	307



When a post was about a project update, there was a significantly higher amount of engagement. Project update posts saw a 33.41% increase in engagement performance compared to the average standard twitter post.

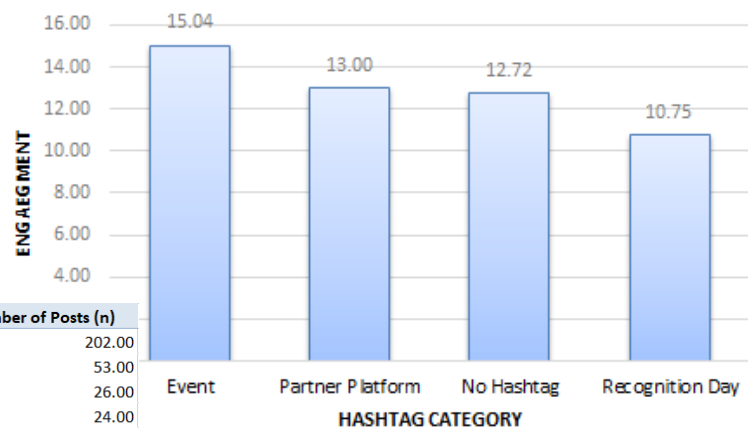
Average Engagement by Image Content



Although it has a tendency to align with the theme of the post, the image content is an important part of the post that impacts how a specific post will perform. Posts that provide media content on mission updates perform 64.43% better in terms of engagement than content with other content. Additionally, images that show people that Charity: Water has helped along with their project sites also help to boost engagement.

The data shows the highest average engagement with event themed hashtags. Charity: Water's online events allow them to reach their followers and those of the event's attendees to gain donations and awareness. However, data analysis was limited due to the low number of posts that used hashatags.

Average Engagement by Hashtag Type



Row Labels	Number of Posts (n)
No Hashtag	202.00
Recognition Day	53.00
Other	26.00
Event	24.00
Partner Platform	2.00
Grand Total	307

ACTIONABLE INSIGHTS AND RECOMMENDATIONS

TAGGING OTHER ORGANIZATIONS

Tagging another organization, influencer, or other notable account in a post creates the opportunity for a new, bigger audience to see your messaging. Influencers and partner organizations are the most likely to have the biggest followings of those that care about the Charity: Water message, it is in the best interest of Charity: Water to tag them so that they have the opportunity to interact with a wider, interested audience.



This post that tagged a organization that helped them reach project goals performed better than most other posts.

HOMEPAGE URL TARGETING



A notable observation from this data is the posts that do not include a URL do not necessarily receive less engagement. Although it still on the lower end of engagement, for the account the posts with no URL still proved to receive more engagement than ones with URLs categorized as "Supporter Posts." Seeing as they are their most successful URL type and integral to the organization's financial wellbeing, "Homepage Posts" should be the main type of post used by Charity: Water. However, supporter posts should not be abandoned, but reworked to accompany posts that tag one of these supporting organizations, as they often perform well.

ACTIONABLE INSIGHTS AND RECOMMENDATIONS

HASHTAGS: USE THEM

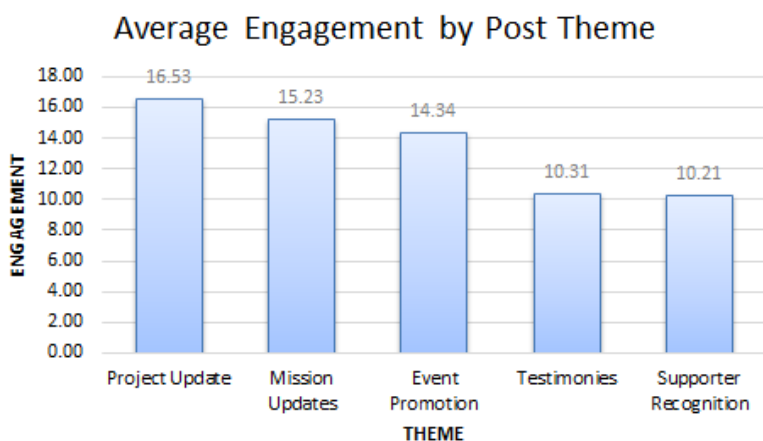
The data shows the highest average engagement with event themed hashtags. Charity: Water's online events allow them to reach their followers and those of the event's attendees to gain donations and awareness.

The second highest average engagement is from the partnering platform themed hashtags. This includes other organizations that are promoting Charity: Water or donating. This increases engagement to followers of these organizations.



This post is showcasing the success of an online event, WaterxStream. By using the hashtag, Charity: Water engages with users who are interested in streaming or follow someone involved and gives them more information on Charity: Water and their mission.

PROJECT STATUS UPDATE



When a post was about a project update, there was a significantly higher amount of engagement. Project update posts saw a 33.41% increase in engagement performance compared to the average standard twitter post. Project updates performed much better than other categories as well, performing 8.58% better than mission updates, which are the second highest performing category. In contrast, project update posts 61.90% better than posts focusing around supporter recognition.

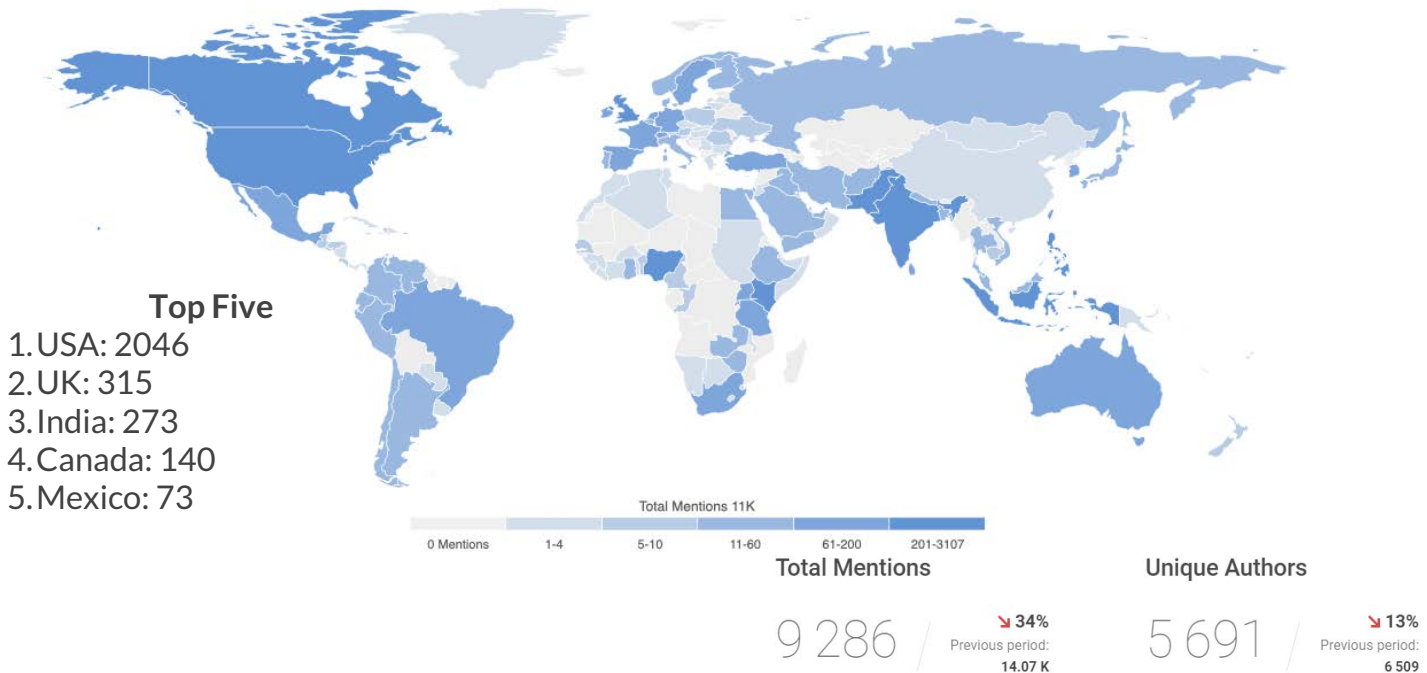


EARNED DATA

DATA OVERVIEW

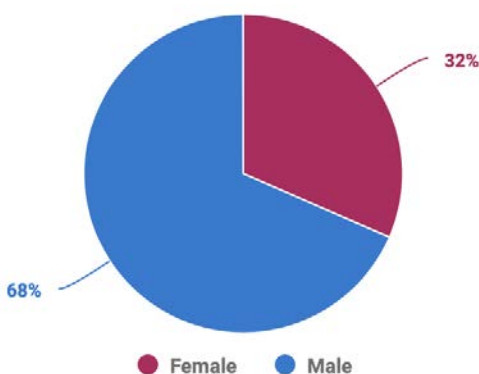
VOLUME BY COUNTRY

Charity: Water Geography



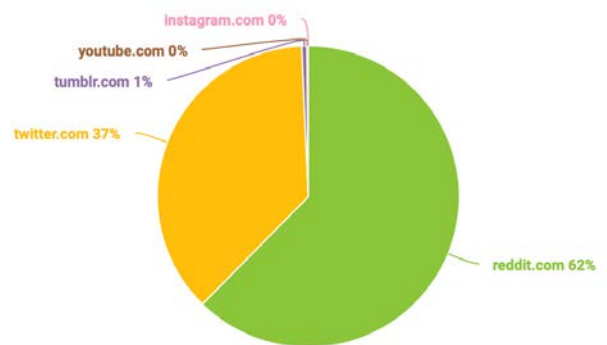
Charity: Water is a global movement that has people talking all over the world. However, some countries are more engaged with the organization than others. Of course, countries with a larger English speaking population talked more about the organization. Also, more developed countries with the financial resources to support Charity: Water talked more as well. An exception to this rule were India, who's huge population helped contribute to total impressions despite lower engagement relative to population. Other exemptions were Nigeria, Kenya, and Cambodia, all of which were sites for Charity: Water projects.

Demographics



Conversations surrounding Charity Water does have significant conversations on Twitter with both genders. However, conversations are more likely to involve males as well. Most male conversation comes from conversations from existing content rather than original content.

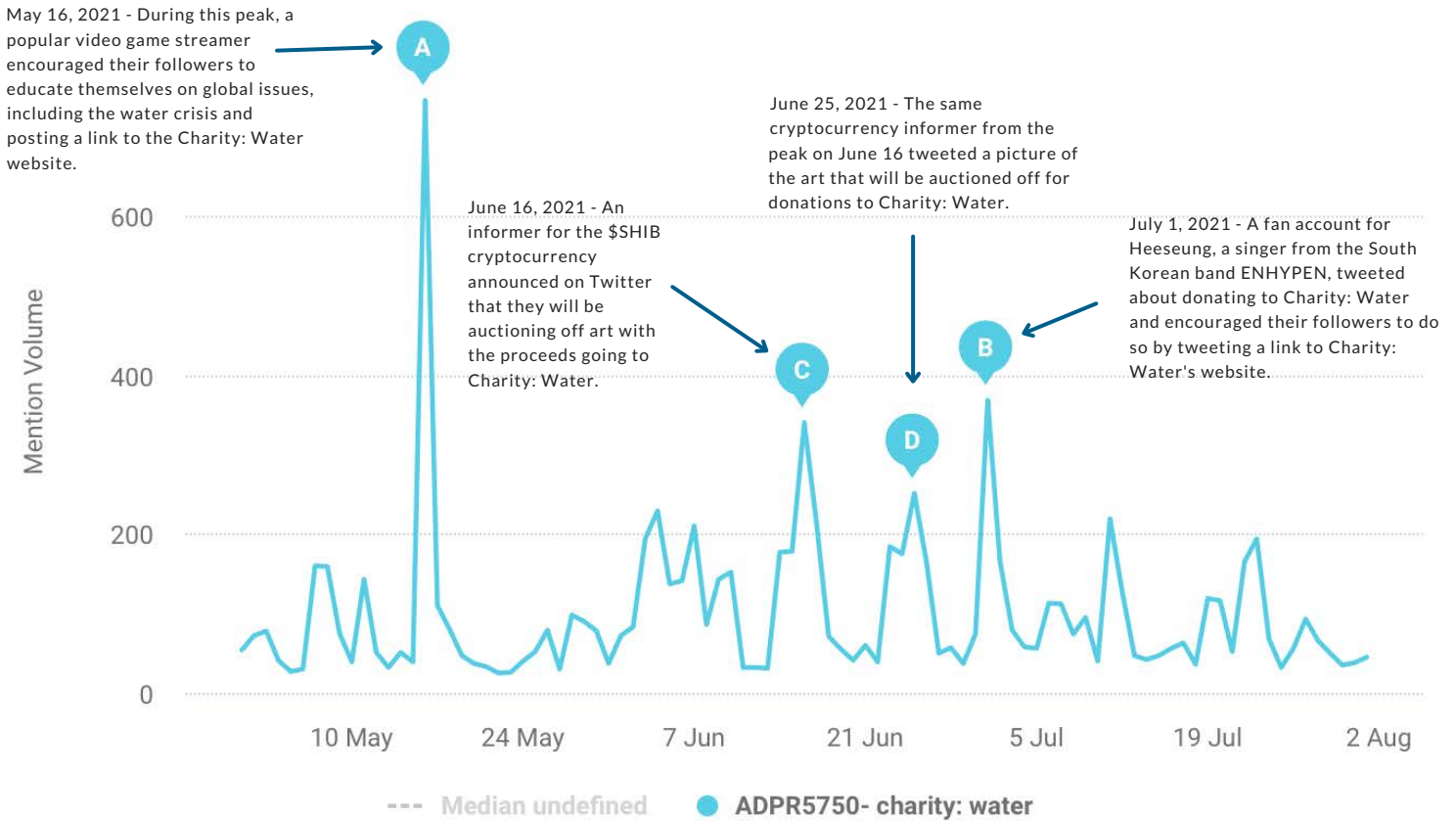
Platforms



Charity: Water has a huge following on Twitter, which it has used to connect with rather niche audiences in streaming and crypto currency to produce some of their biggest fundraising events. A byproduct of this is Charity: Water being ingrained in various niche groups that also exist on Reddit. Conversations about the subject have even eclipsed Twitter, which is the organization's main focus. Twitter conversations mostly stemmed from fundraising events with notable personalities and reactions to news and updates from Charity: Water.

EARNED ORG - SPIKE ANALYSIS

The spike analysis highlights specific days within our listening timeframe (May 1 - August 1, 2021) where mention volume peaked for Charity: Water. These spikes help identify trends on Twitter in the conversation around Charity: Water. The spikes below indicate that mention volume was highest when popular users highlighted Charity: Water and their mission. This can be seen through sharing how they have supported Charity: Water and sharing the link to the Charity: Water website.



TOP ITEMS



UrzuSix (Paul Rolland) @UrzuSix 16 May
RT @alex_moukala Let us follow Soken's example and be heroes ourselves by taking care of those in need. Here's a few ways to do it: - Help the Fight Against Cancer: <https://t.co/elvjNCJuBo> - Medical Aid For Palestinians: <https://t.co/UbRaW8bMqB> - Solving the Water Crisis: <https://t.co/TQOoM4yxdS> <https://t.co/RtQSvsPvTU>



This tweet was retweeted 654 times during Spike A. Streamer and internet personality Alex Moukala's dedicated audience helped to spread the word about his plan to benefit the organization, helping to spread the word to an audience that doesn't traditionally follow Charity: Water.



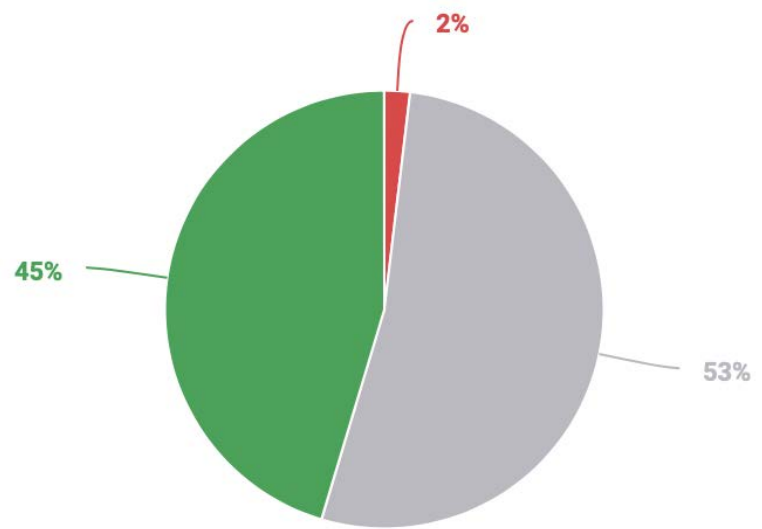
ManojTibrewala9 (Manoj Tibrewala) @ManojTibrewala9 25 Jun
RT @ShibInformer My #NFT collection grew today. The artist Wayne Sheppard donated a piece: All funds from this one are going to the dev team. And if you want to get an NFT and help to donate to charity (@charitywater), we have the SHIB H2O piece available too! <https://t.co/eUSwT58vtP> <https://t.co/YIDTJ75rkV>



Tweets and Retweets to raise money for charity water by buying an NFT from a well known cryptocurrency advocate generated 169 mentions in spike D. The "Shibinformers" twitter account started the conversation, and the passionate community was more than ready to explore the give always as well as Charity: Water.

EARNED ORG - NARRATIVE BY SENTIMENT

Conversations about Charity: Water are almost entirely positive messages. Aside from a rare negative back and forth (2%), most posts about the organization have a positive connotation (45%) or are at the very least neutral but informational (53%). Despite the organization asserting itself into what can become a topic that brings out strong emotions in some individuals on a platform notorious for its users voicing strong opinions, the brand is more often than not discussed in a positive manner.



● Negative ● Neutral ● Positive

Positive Sentiment:



DeFiMoneyMan (DeFi Dude) @DeFiMoneyMan

1 Aug

RT @Lawrencelrod1 @krispykreme Day 9 of trying to get @krispykreme to ❤️ @MunchToken \$MUNCH has raised nearly \$100K for @charitywater in about 6 weeks. This is just one of the many causes they have helped so far. All in all, almost \$3 million has been donated so far. Donut let us down @krispykreme, have look! <https://t.co/WP8vOkU0uL>



natty3108 (Nathalie de la Cruz) @natty3108

1 Aug

Click here to see my last impact! \$332 raised that helped fund 2 water projects in Katchinawa, Niger See the impact we could have. Let's do it again! <https://t.co/5mAbK6ZdT6>



Astraea_Styx (🌈 Rainbow fangs 🐱 NOT SPOILER FREE) @Astraea_Styx

29 Jul

RT @charitywater We are so inspired by all of the creative ways kids have raised money for clean water. Check out <https://t.co/nEiIHnAhLQ> for more #charitywaterTinyHeroes stories like this one!

Positive sentiments typically come from those spreading the word about the organization. Some seek to do so by celebrating recent accomplishments from the organization. Others will do so by promoting their own attempts to raise money and support the group. All posts reflect the organization well and also help to raise awareness about the brand and the issues they are trying to correct.

Negative Sentiment:



Vyrtil (#Vyrtil_Creative#) @_Vyrtil_

21 Jul

RT @servano89 #AlHasaka is a province in the war-torn NE #Syria. People are suffering from the lack of #electricity and #water. #Turkey's policy of water cut/#Euphrates cut/#Elok water station cut has resulted in a catastrophe. @charitywater @Water @UNColSyria @UNEnvoySyria @hrw @syriah <https://t.co/fciGJv2mX1>



Mustafa66814970 (Mustafa Akşit) @Mustafa66814970

26 Jun

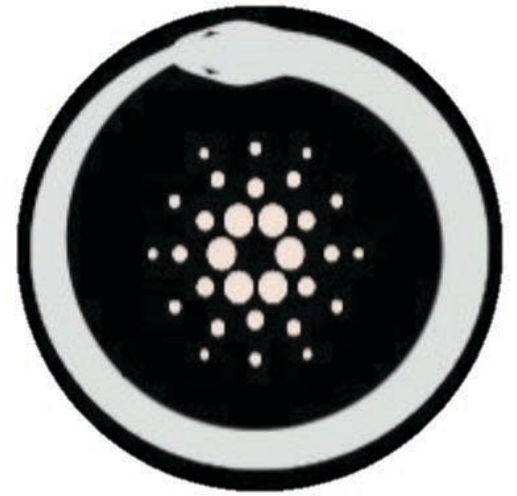
@SaeedAh12470350 @ShibInformer @charitywater @SHIBA_BONUS @SHIBA_BONUS SCAM

Tweets mentioning Charity: Water often help the organization and still reflect them in a favorable light. Many of these posts come from supporters frustrated with the state of the global water situation and try to drum up support for the organization while using words with a strong negative connotation. Only a small percentage of negative tweets are truly against the brand, many of which don't make much sense.

EARNED ORG - KEY INFLUENTIAL USERS

THE CARDANO REPORT @_CARDANOREPORT

The Cardano Report is a twitter account that updates its followers on the status of the Cardano cryptocurrency. They often tweet about organizations that their followers can donate to with the money they gain from using cryptocurrency. The Cardano Report has mentioned Charity: Water 65 times with an average reach of 10,137.



THE ALGORAND REPORT @ALGORANDREPORT

Like the Cardano Report, the Algorand Report updates followers on the status of the Algorand cryptocurrency. The Algorand Report created a stake pool, where anyone could donate their Algorand cryptocurrency directly to Charity: Water. They mentioned their stake pool and Charity: Water in 83 mentions, receiving an average reach of 3,990.

MARK BERRY @MARKBER02371841

Mark Berry is a Twitter user that shows his support for Charity: Water through his running. He uses the Charity Miles app, which raises money with every mile from their corporate sponsorship pool and his friends who donate. Mark Berry often tweets his running logs, showing his distance and how much he has contributed. He has mentioned his support for Charity: Water 59 times, with an average reach of 5,153.



EARNED ORG - THEME ANALYSIS

CLEAN WATER

→ This theme mainly discusses the general concept of clean water, the barriers to access it, and the goals to provide it. Specifically to Charity: Water, the conversation involves their mission, the need of the areas they serve and why. The clean water theme includes 1,829 posts or about 19.7% of the total mentions. The demographic breakdown is 59% male and 41% female. The male and female conversations are very similar, with females oftentimes tweeting more about how they have donated. The sentiment breakdown is 55% positive, 44% neutral and 1% negative. Most of the positive conversation includes accounts celebrating donations, while the negative is people expressing their sadness and anger over individuals not having access to clean water.

PROJECT

→ This theme mainly discusses Charity: Water's project and mission updates, including progress in specific well constructions and how many have been built overall. The project theme includes 1,829 posts or about 6.07% of the total mentions. The demographic breakdown is 54% male and 46% female. The female conversation is mostly about donations to fund specific projects, while the male tweets focus on spreading Charity: Water's mission. The sentiment breakdown is 61% positive, 38% neutral and 1% negative. Most of the positive conversation is around people celebrating progress in projects, while the negative is aimed at popular users sharing Charity: Water's mission- not Charity: Water specifically.

DONATION

→ This theme highlights Charity: Water's donors and their contributions. The donation theme includes 1,895 posts or about 20.4% of the total mentions. The demographic breakdown is 77% male and 23% female. The conversations between female and male both showcase their donations, but the female conversation includes more posts thanking people for contributing to their fundraisers. The sentiment breakdown is 75% positive, 24% neutral and 1% negative. The positive conversation is mostly thanking individuals for donating, while the negative conversation highlights the dangers of contaminated water that the donations help to combat.

GLOBAL WATER CRISIS

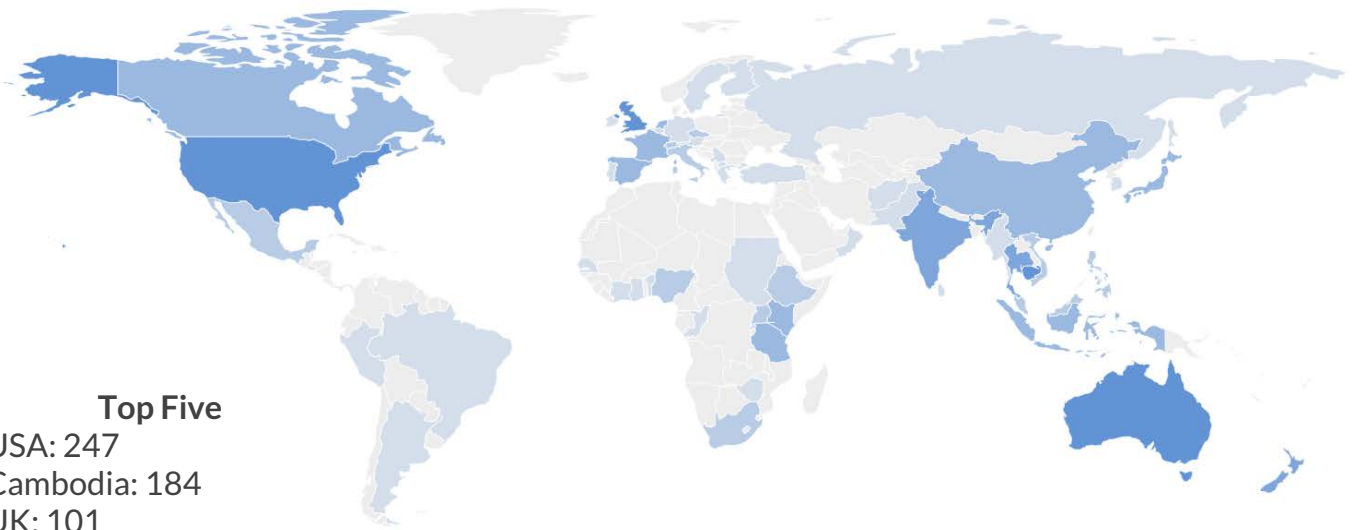
→ This theme discuss the global water crisis conversation as whole and highlights the severity of the issue. The global water crisis includes 2,186 posts or about 23.5% of total mentions. The demographic breakdown is 64% male and 36% female. Both of the conversations center around spreading awareness about the global water crisis, but the male conversation more often does so through Charity: Water's partnering companies. The sentiment breakdown is 64% neutral, 35% positive and 1% negative. The positive conversation centers around people expressing their desire to help end the global water crisis, while the negative conversation highlights the fatal consequences the lack of access to clean water brings to communities.



EARNED TOPIC DATA

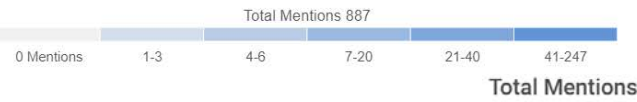
EARNED TOPIC DATA DESCRIPTION

Volume of Mentions by Country



Top Five

1. USA: 247
2. Cambodia: 184
3. UK: 101
4. Australia: 47
5. Thailand: 29



Total Mentions

647 / Previous period: 399

62%

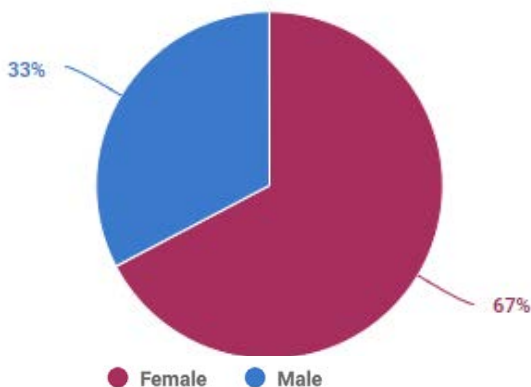
Unique Authors

545 / Previous period: 367

49%

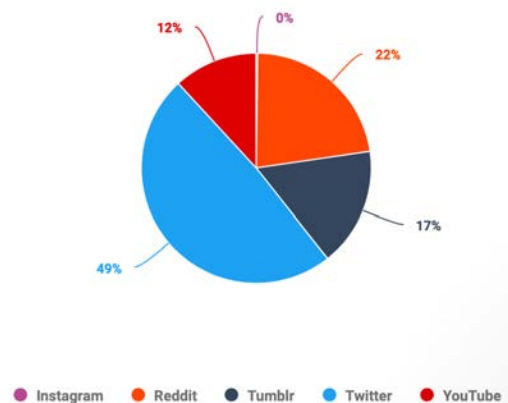
The Cambodian water crisis is undoubtedly specific to one country, but has garnered worldwide attention. Wealthy countries with the most global influence are at the top of the list in terms of interest by mention volume, with the United States leading the way with the United Kingdom not far behind. Another hotbed of interest in the subject was the Southeast Asia region. Obviously Cambodia led the way in terms of mentions in the region, but neighboring countries with less population, such as Thailand and Indonesia, led the conversation globally in terms of volume. It is important to note that this study examines conversations in English script exclusively, so it will not capture conversations in Khmer, which is the primary language of Cambodia. More conversations are possibly taking place in the region and globally that we are simply not able to measure.

Demographics



Although the crisis affects everyone, the Cambodian crisis discussion mostly involves women. Despite being a minority in this situation, men still make up a sizeable amount of the conversation. Notably, most measured male conversation comes from comments and retweets rather than original tweets.

Platform Breakdown

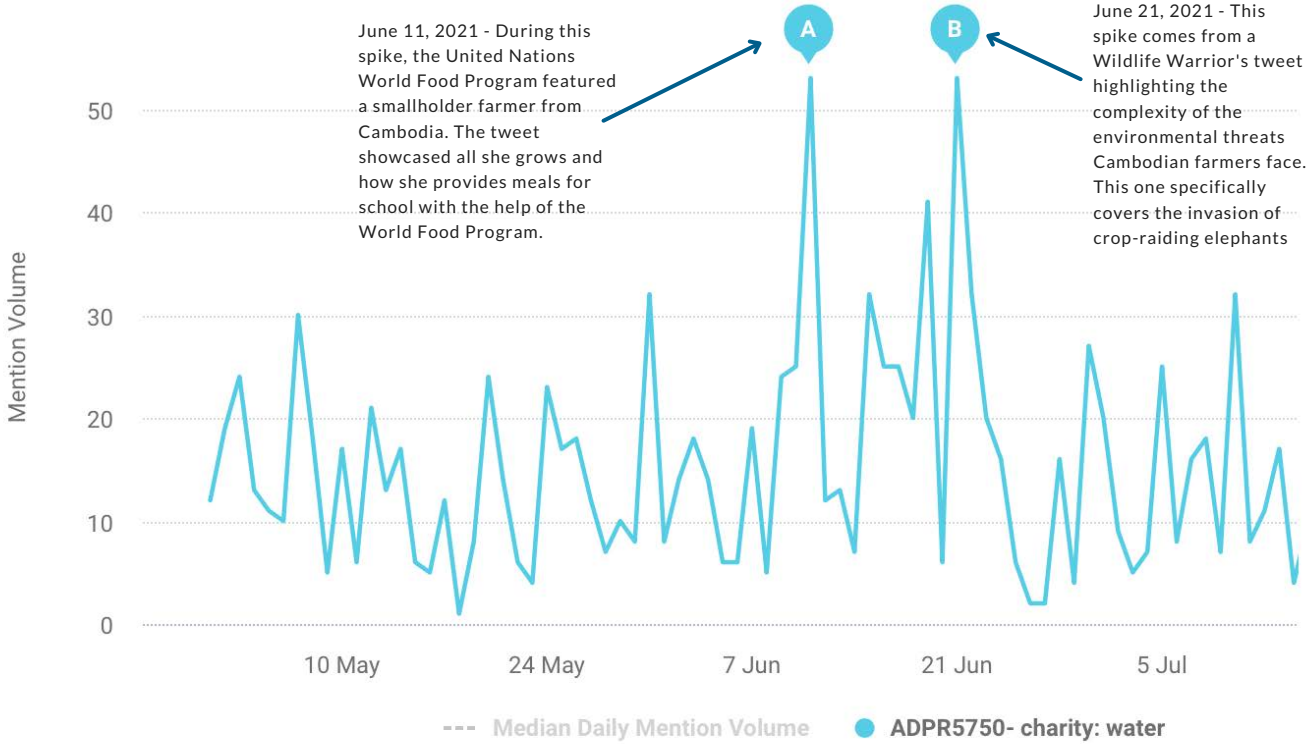


The Cambodian water crisis has had plenty of conversation on Twitter. Most of the posts here are reactionary. News sites posting a story on the subject will generate a lot of impressions and interested individuals from around the world will weigh in on the situation either in replies or their own original posts. There is some conversation on the topic on other platforms such as Reddit thanks to niche interests more commonly finding a home on the platform. However, most conversation stays on Twitter.

EARNED TOPIC - SPIKE ANALYSIS

The spike analysis highlights specific days within our listening timeframe (May 1 - August 1, 2021) where mention volume peaked for our topic data on Cambodia. These spikes help identify trends on Twitter in the conversation around Cambodia. The spikes below indicate that mention volume was highest when popular organizations highlight issues facing Cambodian farmers .

Topic Posts Volume Over Time



TOP ITEMS



Meet Keo, a smallholder farmer from Cambodia! 🇰🇲

Keo and her husband have a small farm where they grow long bean 🥬, watermelon 🍉, eggplant 🍆, chillis 🌶️ and gourd 🍈.

Through WFP's homegrown school feeding programme, the veggies Keo grows are used to prepare school meals. 🍌🍌



9:55 PM · Jun 10, 2021

👍 170 💬 3 🔄 Share this Tweet



These two tweets received the highest engagement during our listening timeframe for our Cambodian topic data. Both received mentions that increased their volume to 307% higher than usual. This demonstrates that within the Cambodian topic, issues relating to farmers and agriculture are popular among users. It also highlights how many factors can be explored when tackling agriculture and the water crisis.



These gentle giants need our help! In Cambodia's Cardamom Mountains, farmers are at risk of losing an entire harvest overnight due to a herd of crop-raiding elephants. In partnership with @FaunaFloralnt, we are able to fight for the conservation of these intelligent animals. 🐘



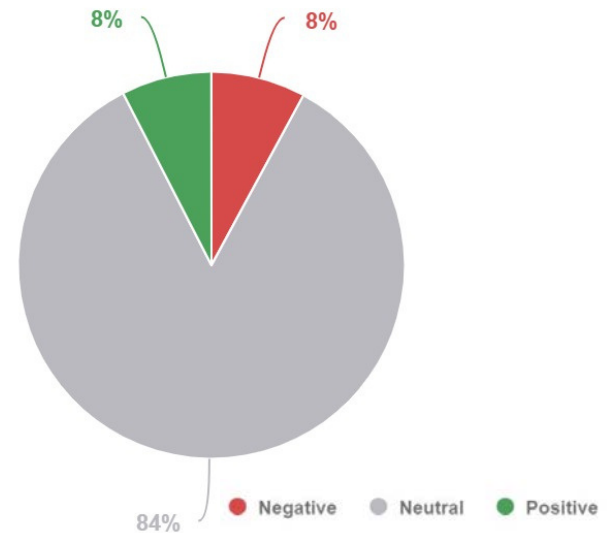
2:14 AM · Jun 21, 2021

👍 379 💬 3 🔄 Share this Tweet

EARNED TOPIC - NARRATIVE BY SENTIMENT

Conversations on the water crisis in Cambodia have a divided audience. Although the vast majority of posts on the subject were neutral (84%), the remainder of the posts were roughly split down the middle. Posts with a positive sentiment (8%) often celebrated strides in solving the problem or new fundraisers that could help the problem. Negative posts (8%) showcase outrage towards a new statistic or development in the situation. Other negative posts question the legitimacy of the claims government agencies have made.

Topic Posts by Sentiment



Positive Sentiment:

-  **CESAIN Cambodia (CE SAIN Cambodia)** @CESAINCambodia 19 Jul
RT @SIIL_KSU The U.S. Ambassadors for USAID **Cambodia** had a field visit to the Agricultural Technology Park (#ATP) at the Bosknor Conservation **Agriculture** Research Station in Kampong Cham province! 🌱👤🔧 #Sustainability #Sustainableagriculture #Agriculture <https://t.co/XRjbxMDrK8>

-  **realbsogood (Bsogood)** @realbsogood 25 Jun
Clean water for more than 260,000 people in Rwanda, Nepal, Ethiopia, **Cambodia**, and Bangladesh! Thank you for supporting brighter futures for kids around the world. <https://t.co/IKybnLYXJQ> #charity #fundraising #donate #donations #giveback #charities #support #community <https://t.co/DIBT99Y7YC>

-  **murshidahsaid (Murshidah Said)** @murshidahsaid 16 Jun
Water Pump Project in **Cambodia** <https://t.co/VFbysXZ2fY> via @YouTube

Positive Sentiments fall under two main sub categories. The first of these are situation updates, where news or events that are helping the situation are highlighted supporters. This covers a wide variety of subjects, including sustainability efforts, legislation, and wildlife impact. The second category are donation related posts. These posts by organizations like Charity: Water and their supporters are either trying to raise money for the situation or are providing updates on past campaigns.

Negative Sentiment:

-  **Saph0000 (saph)** @Saph0000 17 Jul
RT @AlexPetrovnia When rainfall conditions change too quickly, humans, reliant as we are on **agriculture**, struggle to cope. Even in ancient cultures with superior **irrigation** technologies (the Egyptian New Kingdom, Western Roman Empire, **Khmer** Empire), when the rains move, the people fall apart.
-  **sivuthatan (Sivutha S. Tan)** @sivuthatan 23 Jun
RT @michaelpmdavis #HunSen's war on nature and #environmentdefenders plumbs new depths of spite and absurdity with the judicial persecution of young activists daring to campaign for **clean water** in #Cambodia. <https://t.co/dkNLXhva9O>

Although 8% of posts are considered negative, not all of them are necessarily against the cause or solving the issues at hand. Many are strongly expressing their outrage towards developments in the situation, with some expressing the dire nature of the problem, and others expressing frustration towards opposing politicians. However, there is a minority of individuals who oppose helping in this situation out of spite towards the country's past actions or skepticism over the legitimacy of the situation.

EARNED TOPIC - KEY INFLUENTIAL USERS

ABC NEWS HEALTH @ABCNEWSHEALTH

ABC News Health is a Twitter account that provides news updates on developing and ongoing health events that the world is facing. The account is professionally run and has established credibility with their audience by being a subsidiary of the ABC News parent organization. Their post on the subject garnered a wide reach of 8,394. They have focused on the Agriculture side of the issue as well as other implications.



WATERAID UK @WATERAIDUK

WaterAid UK is similar to the ABC News Health account. It is also part of a larger, well respected organization and provides updates on global water and health issues. However, the WaterAid UK account has shown more consistent interest in the developments in Cambodia, posting six different times with an average reach of 15,359. Although still supportive of the overall problem, the organizations posts mostly fall under the Hygiene theme.

CHARITY: WATER @CHARITYWATER

Charity: Water is one of the most influential Twitter users in the conversation on the Cambodian water crisis. As one of the leaders in the conversation in clean water access and sustainability, Charity: Water is invested in resolving the problem. They have also been involved directly through outreach and clean water access projects. In the two tweets about the problem, they averaged an average reach of 50,579. The tweets both focused on the infrastructure aspect of the problem.



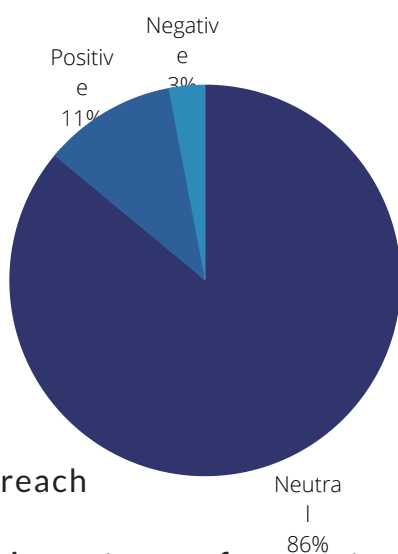
EARNED TOPIC - THEME ANALYSIS

HYGIENE

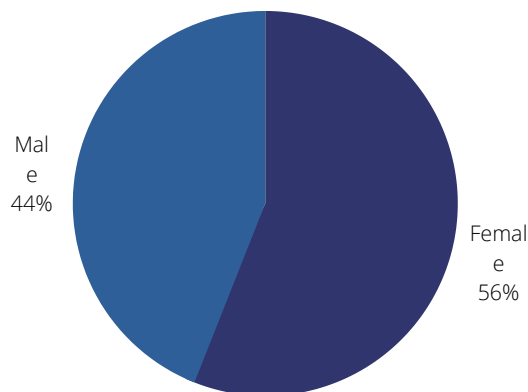
Count: 140/1416

- Sentiment
 - Neutral 86%
 - Positive 11%
 - Negative 3%
- Demographics
 - Female 56%
 - Male 44%
- Influencers
 - @WaterAidUK
 - 6 mentions
 - 15359 average reach

SENTIMENT ANALYSIS



GENDER DEMOGRAPHICS



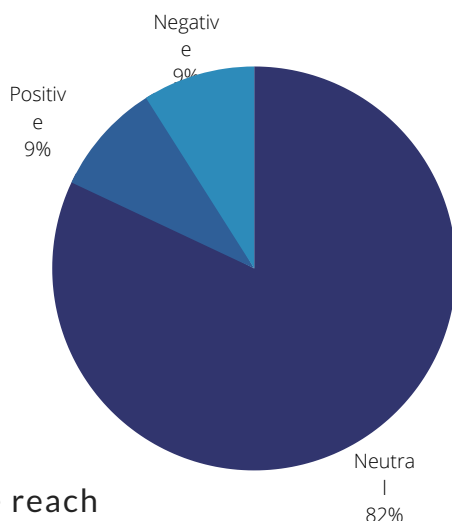
This theme focuses on the importance of access to clean water in relation to hygiene. Most of the conversation centers around hand washing in combating illness and educating Cambodians on the importance of hygiene. Majority of the conversations are neutral, however the positive conversations are typically around how beneficial hygiene education is to Cambodians. The negative conversations highlight the poor living conditions Cambodians live in with poor hygiene. The male conversation oftentimes focuses on project advances for hygiene, while the female conversation highlights nonprofits fighting the water crisis and hygiene.

INFRASTRUCTURE

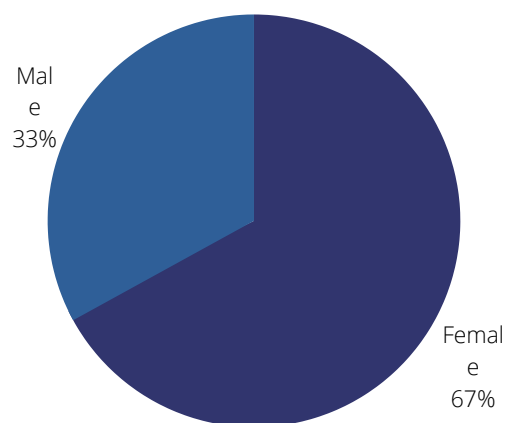
Count: 134/1416

- Sentiment
 - Neutral 82%
 - Positive 9%
 - Negative 9%
- Demographics
 - Female 67%
 - Male 33%
- Influencers
 - @charitywater
 - 2 mentions
 - 50579 average reach

SENTIMENT ANALYSIS



GENDER DEMOGRAPHICS

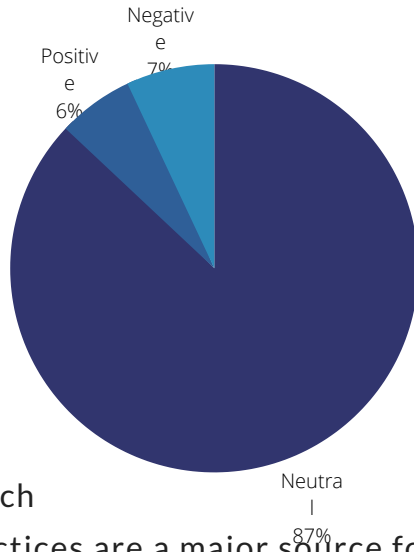


This theme involves the **planning and construction of sites in Cambodia that help relieve the impact of the water crisis**. Many organizations and individuals tweet about how many wells they have been able to fund in Cambodia, as well as highlighting the **country's plans and projects**. Most of the conversations are neutral, however the positive conversation centers around the construction of wells and water sites. The negative conversation focuses on communities in Cambodia that still do not have access to clean water. The female conversation often centers around patterning with organizations to build wells, while the male conversation typically involves political contexts for poor infrastructure.

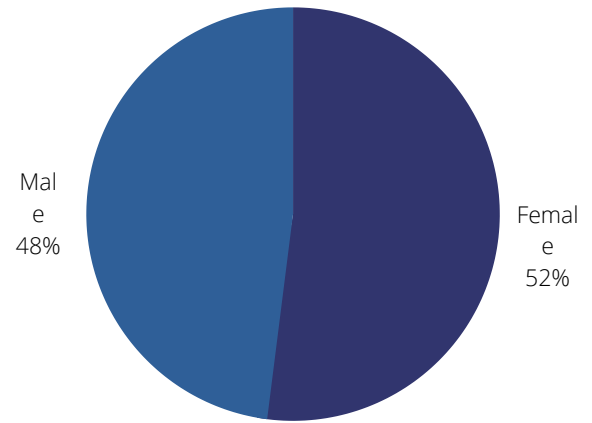
➤ AGRICULTURE

Count: 959/1416

- Sentiment
 - Neutral 87%
 - Positive 6%
 - Negative 7%
- Demographics
 - Female 52%
 - Male 48%
- Influencers
 - @ABCNewsHealth
 - 1 mention
 - 8393 average reach



GENDER DEMOGRAPHICS



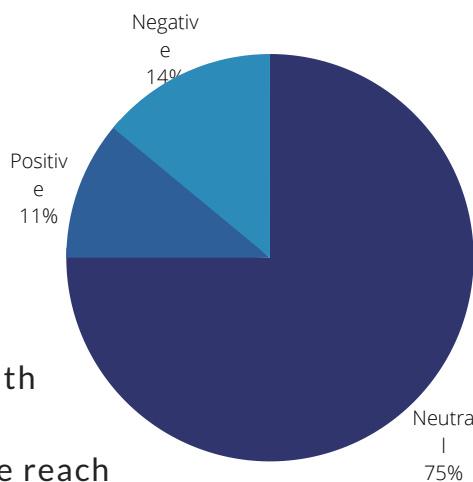
Cambodia's agricultural practices are a major source for the country's water scarcity. Underdeveloped irrigation systems are leading to already scarce water resources rapid decline. Those who offer solutions in the industry are weighing in on how they could help solve the problem. The positive conversations involve highlighting organizations and countries partnering with Cambodian farmers to educate them on sustainable farming and providing them more resources, while the negative conversations focus on worries from farmers about not having enough water. The female conversation focuses on organizations aiming to help educate and bring resources to farmers, while the male conversations focus on the specific aspects of farming that could be improved, such as their fisheries and aquaculture.

➤ IRRELEVANT

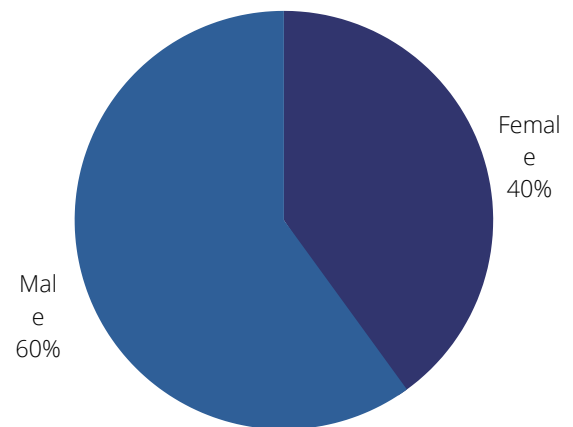
Count: 199/1416

SENTIMENT ANALYSIS

- Sentiment
 - Neutral 75%
 - Positive 11%
 - Negative 14%
- Demographics
 - Female 40%
 - Male 60%
- Influencers
 - @ABCNewsHealth
 - 1 mention
 - 8394 average reach



GENDER DEMOGRAPHICS



Most of these conversations involve users debating the water situation in Cambodia. Everyone from native Cambodians and those engaged with foreign politics are weighing in on the crisis. Also, news outlets have been posting updates on the situation with regard to how government entities are planning to handle the situation. The positive conversations typically focus on how other countries have helped Cambodia, while the negative conversations mainly condemn the Cambodian government. The male conversations are typically politically driven, focusing on how more could be done. The female conversations also tend to focus on politics, but include more highlighting organizations that help Cambodia's water crisis.



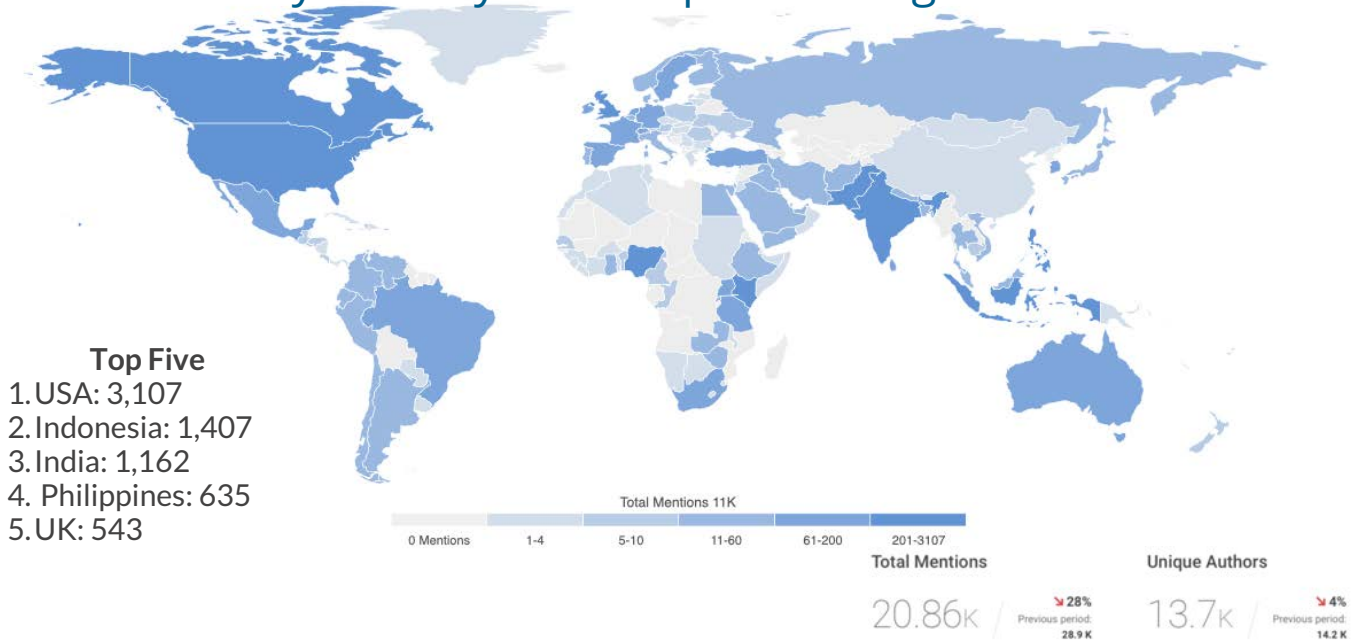
EARNED COMPETITION DATA



EARNED COMPETITION DATA DESCRIPTION

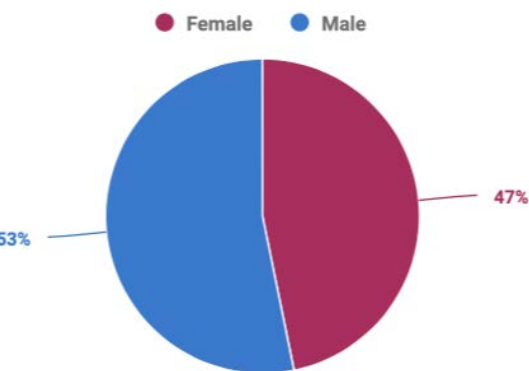
The comparable organizations for Charity: Water are Blood: Water, UN Water and Water.org. All with similar objectives, these organizations work to improve safe water access for in need areas.

Volume by Country for Comparable Organizations



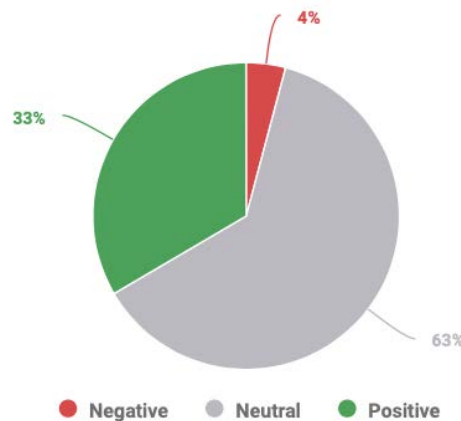
→ Similar to the Volume by Country breakdown for Charity: Water, the top country for the comparable organizations is the United States. This statistic is predictable considering highly developed countries with larger English speaking populations are the most likely to be promote and financially support organizations such as these. India was also a high contributor for Charity: Water, whose huge population helped contribute to total impressions despite lower engagement relative to population. Other countries highlighted are Indonesia and the Philippines where other organizations focus their work.

Demographic Breakdown



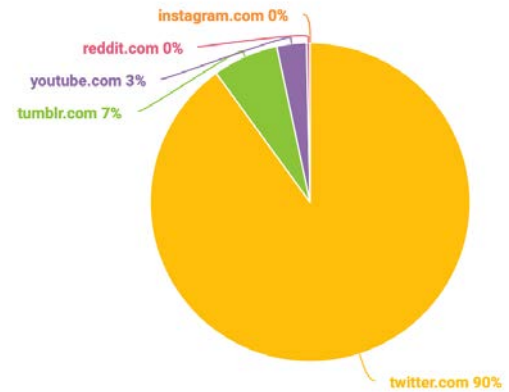
→ With a similar gender demographic breakdown as Charity: Water, the comparable organizations have significant conversations on Twitter with both genders. However, conversations are more likely to involve males as well. Most male conversation comes from conversations from existing content rather than original content.

Sentiment Breakdown



→ Although the majority of the conversations have a neutral sentiment, the significant sentiment for these organizations' tweets are positive. Despite the organization asserting itself into what can become a topic that brings out strong emotions in some individuals on a platform notorious for its users voicing strong opinions, the brand is more often than not discussed in a positive manner.

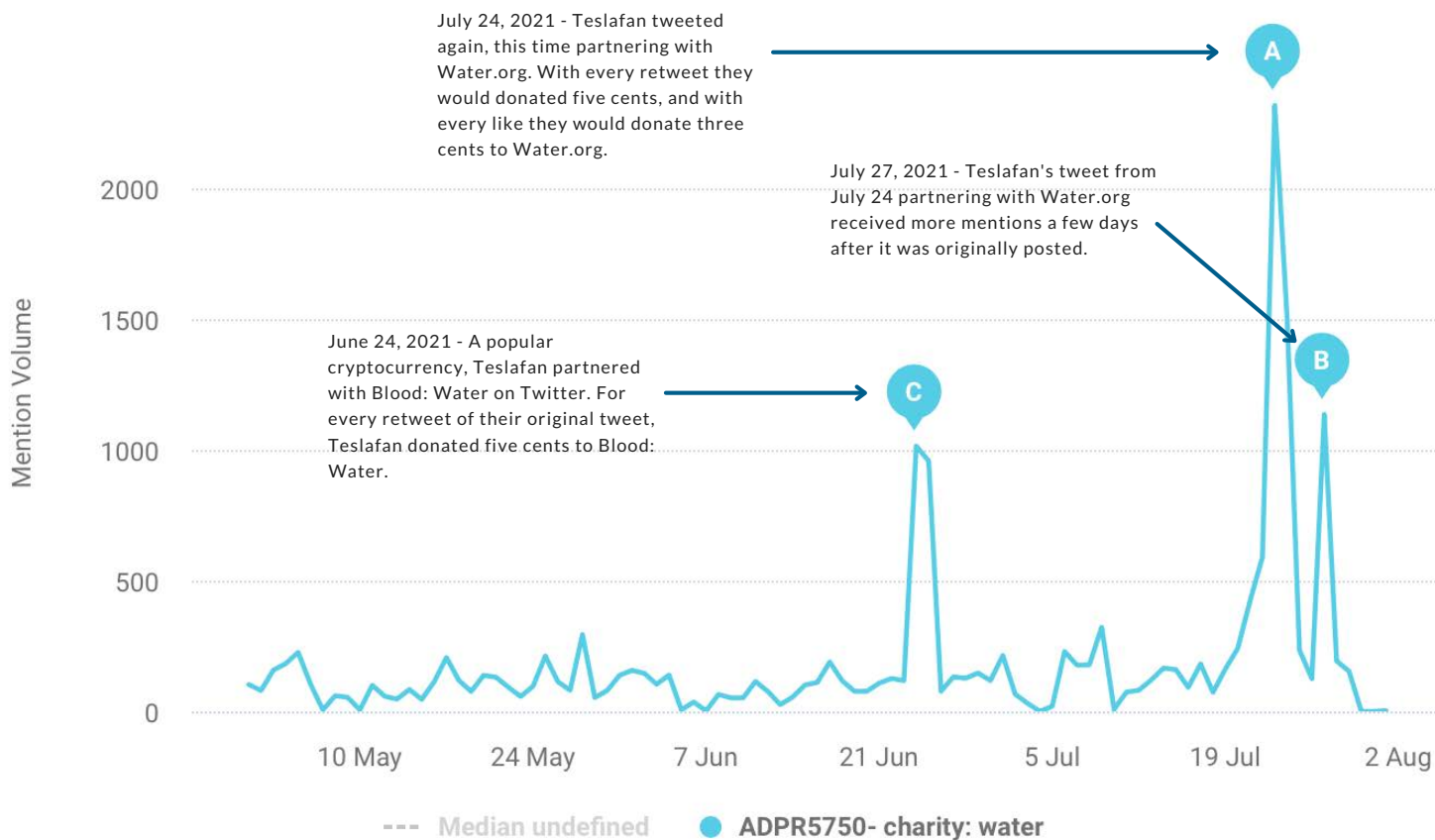
Mentions per Platform



→ The comparable organizations to Charity: Water have the majority of their following on Twitter. The small remainder of their following can be found on Tumblr and Youtube. Similar to Charity: Water, the large following on Twitter allows these organizations to attract wide audiences, for many purposes and ultimately have a wide reach in their communications.

EARNED COMPETITION - SPIKE ANALYSIS

The spike analysis highlights specific days within our listening timeframe (May 1 - August 1, 2021) where mention volume peaked for Charity: Water's comparable organizations: Blood: Water, UN Water, Water.org and Water for Good. These spikes help identify the trending conversations around Charity: Water's competitors. The spikes below indicate that all of the highest mention volume came from partnering with one larger account - Teslafan. This account partnered with two of Charity: Water's comparable organizations (Blood: Water and Water.org) and used their likes and retweets to donate.



TOP ITEMS



teslafantoken (Teslafan) @teslafantoken

24 Jun

We are honored to donate to @bloodwater charity which is helping countless people access the most basic human need - water. Every retweet counts. Help and spread the word with a simple retweet. 1 Retweet = 5 cents of water donation. #WaterCharity #Charity #Donation <https://t.co/RQRCXEpJ1B>

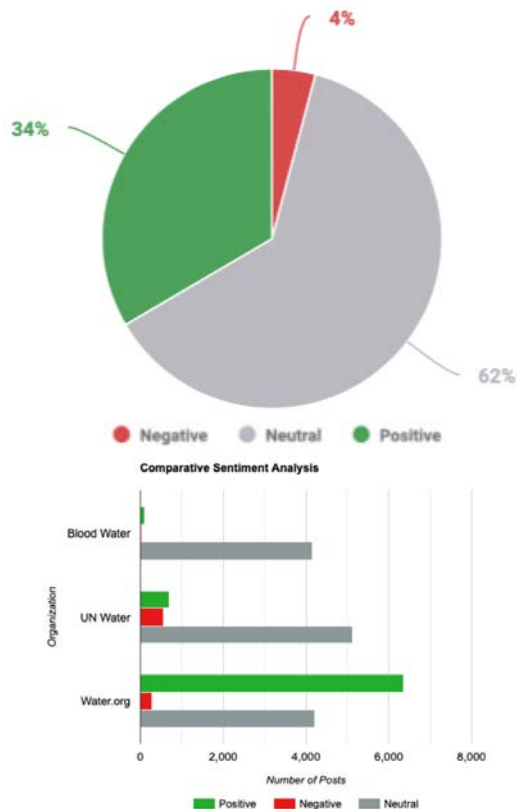
Retweets: 4627 Replies: 14 Impressions: 1949084

Reply Retweet Like Engage



On June 24th, cryptocurrency advocate and influencer Teslafan partnered with Blood: Water by pledging 5 cents to the cause for every retweet this tweet received. It generated nearly 2 million impressions and was embraced by a huge portion of the crypto currency community on Twitter. This led to heightened awareness of the charity going forward, and a heightened use of the Blood: Water website link and the tag #WaterCharity, as shown by their presence in the two subsequent spikes A and B. Conversation also spilled over onto Reddit, with subsequent smaller benefits becoming more common.

EARNED COMPETITION - NARRATIVE BY SENTIMENT



→ Charity: Water's competitors have a very similar content and subsequent sentiment breakdown as themselves. With positive (34%) and neutral (62%) sentiments making up the vast majority of posts, these organizations are staying relevant with people excited about their new developments and also feeling compelled to share or update others on their developments. Negative sentiments (4%) are also promising, as they show passionate support for the cause. They are just showing signs of frustration with the situation that these organizations are trying to correct.

Positive Sentiment:



FreedomGivens (Freedom Givens) @FreedomGivens 1 Aug
 RT @Water It's August – a new month and a new opportunity to make a life-changing commitment for people in need of safe water. 💧 For as little as \$5 a month, you can give someone in need lasting access to safe water each month and change lives for good. <https://t.co/wQGebEcB0V> <https://t.co/JAg2aOjxHu>



sawb3 (V. H. Hammontree) @sawb3 6 May
 RT @bloodwater "In our own different ways we are responsible, for love's sake, for the way the world is and ought to be. We are called to be common grace for the common good." – Dr. Steven Garber <https://t.co/CTS3lnqLJV>



→ Positive posts for all three of these organizations result from reactions to success stories or well received fundraising attempts. UN followers often celebrate positive developments the organization provides. Water.org's community talks about their projects and efforts in various parts of the world. Blood Water's data are mostly project and fundraising updates from loyal followers.

Negative Sentiment:



KentPage (Kent Page) @KentPage 25 Jul
 1 in 4 people lacked safely managed drinking water in their homes in 2020. ❤️ Billions of people will lack access to safe water, sanitation & hygiene in 2030 unless progress quadruples! #UNICEF works w/partners to get safe water #ForEveryChild! v/@unicef @unicefwater @un_water <https://t.co/hy16m9qkQc>



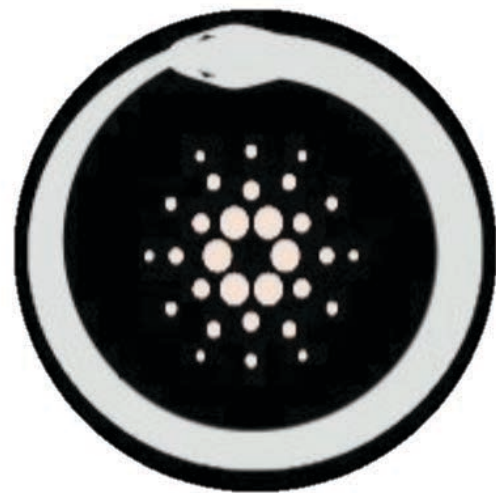
→ All three of the organizations see tweets that has a negative attitude towards a saddening situation rather than the organization itself. Some trying to persuade others to help these organizations and the issues use negative sentiments to convey their point. The majority of true negative sentiments are directed at the UN Water organization. This is mainly as a response to some of their unpopular stances on other issues and perceived lack of initiative in solving global problems that have lasted decades.

EARNED COMPETITION - KEY INFLUENTIAL USERS

THE CARDANO REPORT

@_CARDANOREPORT

Similar to Charity: Water, one of the comparable organizations' key influential users is the Cardano Report. They again mention charities for their followers to donate. They mention all of the comparable organizations more, however the reach is not as large. The Cardano Report has mentioned Blood: Water, UN Water or Water.org 233 times with an average reach of 9,986.



THE ALGORAND REPORT

@ALGORANDREPORT

Like the Cardano Report, the Algorand Report is a key influential user for both Charity: Water and their comparable organizations. Again, the Algorand Report encouraged follows to donate their Algorand cryptocurrency to a stake pool with the proceeds going to the comparable organizations. They mention all the comparable organizations more than just Charity: Water, but the average reach for Charity: Water's mentions are slightly higher. The Algorand Report has mentioned Blood: Water, UN Water or Water.org 237 times with an average reach of 3,950.



BURHANI M. MUSTAPHA

@MUSTAPHABURHANI

Burhani M. Mustapha is a water, sanitation and hygiene advocate from Tanzania. His mentions all include spreading awareness of the global water crisis by providing his followers with information and resources evenly from all the comparable organizations. Mustapha has also mentioned Charity: Water but not as frequently. He has mentioned Blood: Water, UN Water or Water.org 77 times, with an average reach of 4,091.



EARNED DATA - ACTIONABLE INSIGHTS

PARTNERING WITH CRYPTOCURRENCY REPORT PAGES

The spikes in the organization dataset exhibited higher levels of engagement when Cryptocurrency accounts mentioned Charity: Water. This demonstrates that these types of accounts have followers that are interested and willing to donate to Charity: Water, seeing that they have already done so. Expanding to reach more accounts like this could increase awareness and donations from this community.



ManojTibrewala9 (Manoj Tibrewala) @ManojTibrewala9

25 Jun

RT @ShibInformer My #NFT collection grew today. The artist Wayne Sheppard donated a piece: All funds from this one are going to the dev team. And if you want to get an NFT and help to donate to charity (@charitywater), we have the SHIB H2O piece available too! <https://t.co/eUSwT58vtP> <https://t.co/YIDTJ75rkV>



UrzuSix (Paul Rolland) @UrzuSix

16 May

RT @alex_moukala Let us follow Soken's example and be heroes ourselves by taking care of those in need. Here's a few ways to do it: - Help the Fight Against Cancer: <https://t.co/elvjNCJuBo> - Medical Aid For Palestinians: <https://t.co/UbRaW8bMqB> - Solving the Water Crisis: <https://t.co/TQOoM4yxdS> <https://t.co/RtQSvsPvTU>



PARTNERING WITH INFLUENCERS

The engagement on Reddit came from influencers partnering with Charity: Water and spreading awareness about the global water crisis. This could be a solution to the relatively low engagement levels on Instagram. Partnering with influencers can bring this engagement from Reddit onto the Instagram platform and raise awareness for the brand to new audiences.

PARTNERING WITH INTERNATIONAL AND USERS

As seen through the breakdown of volume by country, Charity: Water does not have the same reach in foreign countries as its competitors. Reaching out to influencers or organizations from other countries can broaden this reach to foreign audiences. The success of this can be seen through Burhani M. Mustapha, an influential user for Charity: Water's competitors. This user being from Tanzania allows him to connect to his local community and raise awareness for organizations that could give more opportunities to the local community. By reaching out to local influencers Charity: Water could gain this awareness.

EARNED DATA - ACTIONABLE INSIGHTS

CONFRONT DEVELOPING ISSUES IN THE GLOBAL WATER CRISIS

When analyzing the engagement of the Cambodian topic dataset, engagement was high on posts detailing the circumstances people in Cambodia face. Many people expressed anger at these conditions, and Charity: Water could monitor these responses and demonstrate ways in which they are actively helping. These can be done by showcasing projects in the area, and this can expand to include other regions.

PARTNER WITH REGIONAL ORGANIZATIONS WITH SIMILAR MISSIONS

Another way to increase engagement is by partnering with region specific organizations. Similar to partnering with regional influential users, partnering with regional organizations allows Charity: Water's reach to expand to these organization's audiences, who already express interest in helping the region.

CREATE REGION SPECIFIC ACCOUNTS

Creating accounts for specific regions or countries would expand Charity: Water's reach and allow them to target audiences more specifically. Some of Charity: Water's competitors already have created these region specific accounts, and it has allowed them to more effectively communicate directly with audiences in particular regions. Because different countries have specific needs, this would allow Charity: Water to cultivate messages that are personalized and curated for each audience.

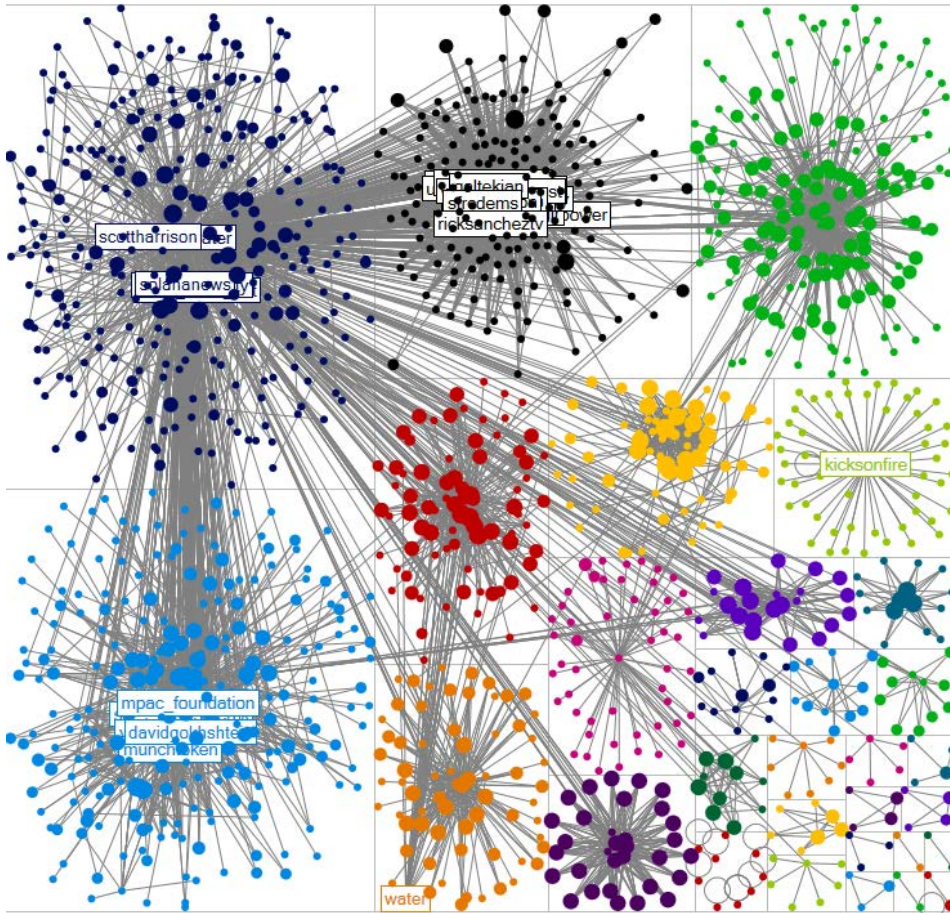


SOCIAL NETWORK ANALYSIS

SOCIAL NETWORK ANALYSIS

Social Network Analysis takes a **RELATIONAL APPROACH** to examining social phenomena. These metrics measure connection patterns using three units of analysis: nodes (vertices), links (edges), and whole networks (graphs). The metrics then describe the units in terms of **CONNECTIVITY**. Within our clusters below, the top users are grouped into clusters based off of these metrics.

NETWORK VISUALIZATION



TOP USERS PER CLUSTER

Scott Harrison @scottharrison
Author of New York Times Bestseller, THIRST. Founder, CEO of @charitywater - charitywater.org/tbc

Rick Sanchez @RickSanchezTV
Host of The News with Rick Sanchez on RT America. Father, author & great 3-point shooter. RTs = endorsements.

Manny Pacquiao Foundation @MPac_Foundation
Fighting for those less fortunate and spreading hope around the world.

Water.org @Water
We exist to bring safe water and sanitation to the world. Founded by Gary White and Matt Damon we pioneer market-driven financial solutions to the water crisis.

KEY METRICS

Degree Centrality

→ number of links a node has in it's network

Betweenness Centrality

→ the extent to which an actor falls on the shortest path between other pairs of actors in the network

Closeness Centrality

→ average distance between a node and every other node in the network

Reciprocity

→ number of nodes one is connected with reciprocally over the total number of alters

Vertice

→ number of actors in the network

Total Edges

→ the sum of Unique Edges and Edges With Duplicates

Graph Density

→ number of possible and potential links over the number of actual links

Cluster

→ subgroups in a network in which nodes are substantially more connected to one another than to nodes outside of that subgroup

EXAMPLE TWEETS PER CLUSTER

Scott Harrison @scottharrison

@VitalikButerin on a 15-year-mission to bring clean drinking water to people in need around the world. Raised 162,098 ETH so far (\$550M) to help 12.7M people in 29 countries. Hoping to help all 785M - youtu.be/bdBG5V001e0 and would love yours!

youtube.com
The Spring - The charity: water story
The charity: water story <http://cwtr.org/2btdilDln> 2006, former nightclub promoter Scott Harrison set out to solve t...

10:07 PM · May 17, 2021 · Twitter for iPhone

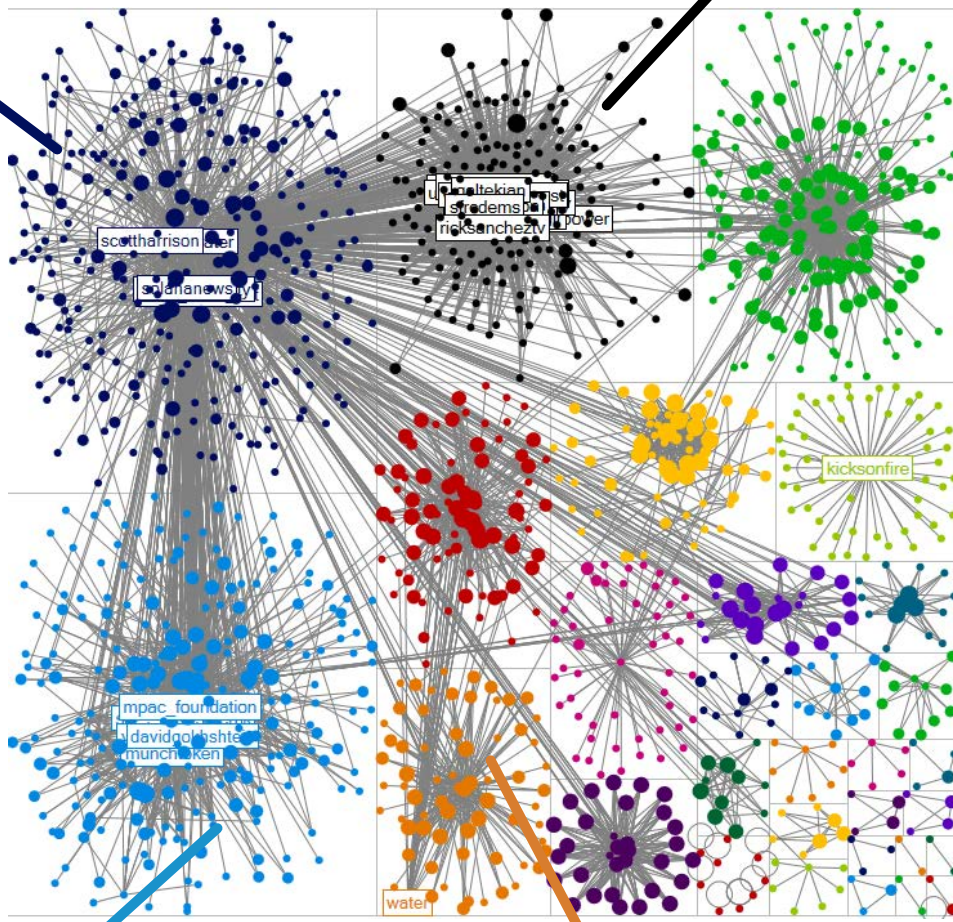
3 Retweets 1 Quote Tweet 23 Likes

Rick Sanchez @RickSanchezTV · Jan 23

I'll miss our weekly talks about ups, downs and just life, our time together in Miami, LA, CNN and RT. You taught me so much. I'll miss you Larry. @kingsthings #RIPLarryKing




14 10 67



Manny Pacquiao Foundation @MPac_Foundation · Dec 9

We know how it feels to not have privilege handed out to you. Our founder himself, @MannyPacquiao, fought and earned his way towards a greater life.

This foundation is his way of giving back. Be part of the change. Help a little. Impact a lot.



"I remember as a little boy I ate one meal a day and sometimes slept in the street. I will never forget that and it inspires me to fight hard, stay strong and remember all the people of my country trying to achieve better for themselves." Manny Pacquiao

4 9 60

Water.org @Water · Jul 23

Zeny used to pay more than 15% of her monthly income to get water. After taking a small loan to establish a water connection in her home, now Zeny and her husband pay just 5% of their monthly income for a lasting safe water solution. Read her story bit.ly/3I5Rn4Q



Zeny's monthly water costs — then and now

Before Loan	After Loan
15% (15,000 Philippine pesos)	5% (5,000 Philippine pesos)



2 3 16

APPENDIX

BOOLEAN QUERIES

OWNED DATA

Charity: Water Dataset:

("charity: water" OR "charity water" OR @charitywater OR "charitywater") OR #charitywatertinyheroes OR "chairtywater" OR "charity-water" OR Charity_Water OR #waterxstream

Competitor Dataset:

("Blood: Water" OR @bloodwater) OR ("UN-Water" OR @UN_Water OR #WaterActionDecade OR UnitedNationsWater) OR ("Water.org" OR @water)

EARNED DATA

Theme Analysis:

Clean water : "clean water" OR "cleanwater" OR "clean"

Project: "mission" OR "project" OR "goal"

Donation: "Donation" OR "donors" OR "generous donations" OR "thank you"

Global Water Crisis: "global water crisis" OR "water crisis" OR "emergency" OR "urgent" OR "state of emergency" OR "in need" OR "help"

TOPIC DATA

Cambodia Dataset:

(Cambodia OR #cambodia OR Cambodian OR #cambodian OR Khmer OR #khmer OR Kampuchean OR #kampuchean)

AND

((irrigation OR agriculture OR ag OR horticulture OR farming OR farmer OR crops OR harvest OR #irrigation OR #agriculture OR #ag OR #horticulture OR #farming OR #farmer OR #crops OR #harvest)

OR ((water OR #water OR hydration OR #hydration OR H2O OR #H2O OR H2O OR #H2O) AND (bottled OR faucet OR spout OR well OR pump))

OR ((schools OR education OR classroom OR class OR elementary OR "primary school" OR teacher OR student OR pupil OR course) AND (water OR #water OR hydration OR #hydration OR H2O OR #H2O OR H2O OR #H2O))

OR ((water OR #water OR hydration OR #hydration OR H2O OR #H2O OR H2O OR #H2O) AND (scarcity OR drought OR crisis OR emergency OR problem OR resource OR shortage OR "in need"))

OR ((water OR #water OR hydration OR #hydration OR H2O OR #H2O OR H2O OR #H2O) AND (Handwashing OR sanitation OR hygiene OR cleanliness OR hygienic OR clean OR bathing OR sterile OR sterility OR contaminated OR contamination OR "waterborne illness" OR parasites)))