



Habitat for Humanity®

ADPR 5750 Social Media Analytics Fall 2021

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EXECUTIVE SUMMARY

What is Habitat for Humanity?

Habitat for Humanity International is a nonprofit organization that builds homes for families in all 50 U.S. states and in over 70 countries across the globe. Habitat for Humanity facilitates community enrichment through volunteer work and sustains a faith-guided approach to service.

Goals

Using Brandwatch software, the goal of this report was to gather, analyze and evaluate social media metrics for Habitat for Humanity's earned and owned data. Based off of these insights we aimed to draw relevant conclusions and turn them into strategy-based recommendations to improve engagement for Habitat for Humanity.

Statement of Business Problems

Habitat for Humanity would like to increase the conversation about their organization on all platforms especially Twitter. They would like to increase engagement in countries outside of the United States. Majority of the organization's user-to-user interactions are between their main account and branch accounts, we would like to increase interactions from non-affiliated users. and engagement comes from their own branch accounts. The organization would like to increase positive language on social media to reinforce their existing reputation.

Key Performance Indicators

1

Sentiment: Understanding attitudes within the written content social media posts that talk about Habitat. Examining text to determine the tonality of the language.

2

Share of Voice: Measuring Habitat's amount of posts in comparison to the total number of posts and the amount of posts of similar organizations.

3

Engagement: Measuring captured data on social media in terms of retweets, replies, mentions, blog posts, Instagram posts, Reddit posts, themes and how the organization captures conversation.



RECOMMENDATIONS



We recommend that the organization increases engagement with non-affiliated users. On Twitter the top influencers by mention were Habitat branch accounts. To facilitate this change, the organization can post content which encourages responses from the public. This kind of content could be polls, “reply with” or “tell us about” prompts and more. **(page 4)**

We recommend that Habitat for Humanity continues to tweet content which encourages voter registration, voter participation, and lobbying efforts. Tweets of this content were retweeted on avg. 14.05 times and only accounted for 21 of the total 325 examined Habitat tweets. The retweets for this type of content is more than other types such as volunteer appreciation which had an avg. of 9.93 retweets for n= 54 tweets out of 325. **(page 6)**

We recommend that Habitat for Humanity posts more Twitter content mentioning volunteers, executives or influencers who are active in the organization. Habitat mentioned prominent volunteers in 17 out of 325 analyzed tweets. These tweets had a retweet avg. of 9. In comparison to all other mention types, including “no mention” the prominent volunteers were used the least. **(page 7)**

We recommend that the organization increases retweets and exposure by including more non-organization specific hashtags. We examined hashtag types and found that the “recurring daily” category, which includes #WednesdayWisdom or #FunFriday, in the post, have a higher retweet average (11.20) than tweets with no hashtag or branded hashtags. **(page 8)**

Similarly, we recommend that the organization increases account retweets and exposure by including hashtags and posting on more Appreciation Days and holidays. For example, Appreciation Day posts are something like #NationalBrotherDay. This tweet could include a call to action to users to tag the organization in their posts with their brothers at a habitat event. **(page 8)**

We recommend the organization posts more tweets that include an embedded link to the main Habitat for Humanity website (<https://www.habitat.org/>). Including this URL increases website clicks and drives engagement to their owned media sources; including their blog posts. Out of all of the posts that included URLs, the one with the highest engagement included posts with the organization’s website (n= 158) with high levels of engagement (Average of 8.41 RTs). **(page 9)**



RECOMMENDATIONS



We recommend Habitat for Humanity continues to partner with The Carter Foundation and former president Jimmy Carter. This is because of the presence of conversation surrounding his involvement with the organization. As one of the themes, Brandwatch determined that Jimmy Carter had 79% "neutral" sentiment. However, after analyzing the neutral tweets ourselves we determined that the context was generally positive towards Carter. The neutral tweets were praising Carter while scolding other political figures. This made the tweets seem neutral when they were actually positive. **(page 13)**

We recommend that Habitat for Humanity posts more social media content educating users on affordable housing. Conversations of sentiment type discuss the housing market, the price of living and discourse surrounding the market rate average. The top trending hashtag was #affordablehousing with 27,608 mentions, so they should continue to use this hashtag to raise awareness about an issue HFH aims to solve. **(page 16)**

From our analysis of blog posts mentioning Habitat for Humanity, posts on freelancer.com were the most frequent with 156,784 mentions. Freelancer.com is an Australian freelance marketplace website. It is for collaboration for mutual benefit and individuals or businesses in need of skilled work post there. This indicates that many people posting on this blog site are either aiming to assist HFH with building projects or HFH is looking for volunteers. Increasing posts about these opportunities on HFH's own website and social media accounts could attract more engagement to the owned media platforms. **(page 19)**

When using "custom classifiers" on BrandWatch, which are organized keywords chosen by the team to categorize tweet theme and conversation, we found that the topic "Build Back Better Agenda" was present for both themes: "Build" and "Values". Build Back Better Agenda is not relevant to HFH, but it is very relevant in the U.S. This topic is President Biden's agenda to "rescue, recover, and rebuild the country"... post pandemic. HFH already posts content of political nature. HFH should use the momentum of this trending topic to voice their opinions on legislation. **(page 20)**

We recommend that Habitat for Humanity continues to use Twitter to capture industry Share of Voice (SOV). The organization already does this by being the largest SOV percentage compared to similar organizations (55% SOV). Relevant similar organizations such as AmeriCorps and Home for Our Troops use Twitter to capture 41% and 4% of the industry SOV respectively. **(page 22)**

Habitat should be active on twitter when user usage is peaking. To do this, the organization should monitor trending topics and current events. For example, Habitat was the focus of three mention spikes out of the five analyzed from our time frame. These spikes were driven by holidays like President's Day, time sensitive events like natural disasters, and trending hashtags related to volunteer service. Habitat should engage with users by replying and retweeting during events like these to include their organization in the bigger conversations. **(page 23)**



TOP INFLUENCERS

By Twitter Mentions



Habitat for Humanity Asia-Pacific:
@Habitat_AP

449 Followers | 204 mentions

We build strength, stability and self-reliance through shelter in Asia-Pacific.



Cost Of Home: @CostOfHome

2,870 Followers | 111 mentions

The feed of @Habitat_org's U.S. national advocacy campaign. Help make the #CostOfHome something we all can afford.



Habitat Seattle-King County: @Habitatskc

2,147 Followers | 164 mentions

Building strength, stability & self-reliance through shelter for families in need in King County.



Habitat for Humanity Central Arizona:

@Habitatcaz

2,632 Followers | 106 mentions

Shop. Donate. Volunteer.



Angeli Alba- Pascual: @angeli_alba

445 Followers | 63 mentions

Communications professional. Social media manager, @HabitatYLB & @Habitat_AP #MYWorld2030 field advocate. #HabitatYLB #Habitat3 #socialmktg #Act4SDGs



Kristian Jaeger: @kristianjaeger

266 Followers | 62 mentions

This user mentioned @Habitat_org when tweeting about a partnership between @CharityMiles and @Aspiration



Habitat for Humanity Asia-Pacific
@Habitat_AP



Have you seen Habitat for Humanity Cambodia's climate-sensitive stilt house design? It reduces heat by 80% through the use of plastic zinc. A tank for collecting rainwater and space for home gardening are also included.

ow.ly/WVl650FspAr



7:45 AM · Jul 13, 2021



Users who mention @Habitat_org most often are some of the organization's branch accounts.



Kristian Jaeger
@kristianjaeger



1.4 @CharityMiles for @Habitat_org sponsored by @Aspiration! #PlantYourChange #SpendSustainably charitymiles.org/aspiration



3:27 PM · Aug 20, 2021 · Charity Miles



OWNED DATA



Habitat
for Humanity®

Data Overview

KEY INSIGHTS

- Recurring Daily hashtags generated the most amount of retweets earning 11.2. More specifically, **#FlashbackFriday** created the most engagement compared to other recurring daily hashtags like **#MotivationMonday**.
- Posts with the organization website's URL attached received the most amount of retweets earning about **12.28** compared to the other his would most likely be because Habitat for Humanity is linking their own page to tweets and most of their tweets have to do with their organization, sending the audience to their main page.

THE DATASET



325
Tweets
tracked on
Twitter



47K
Unique
Authors

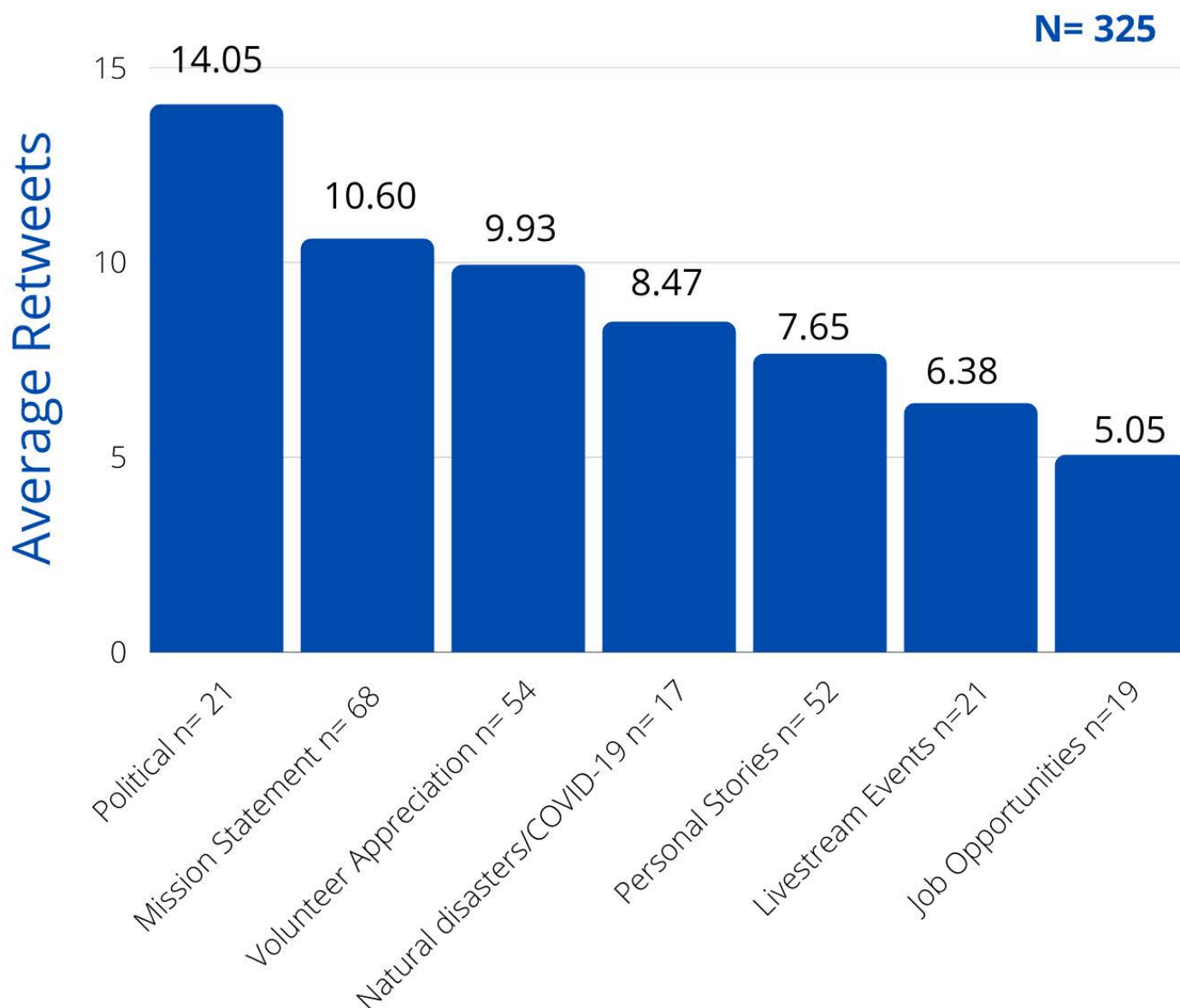
TRENDING TOPICS

- **#HabitatforHumanity**
- **Habitat ReStore**
- **Receive a tax**

TIMELINE



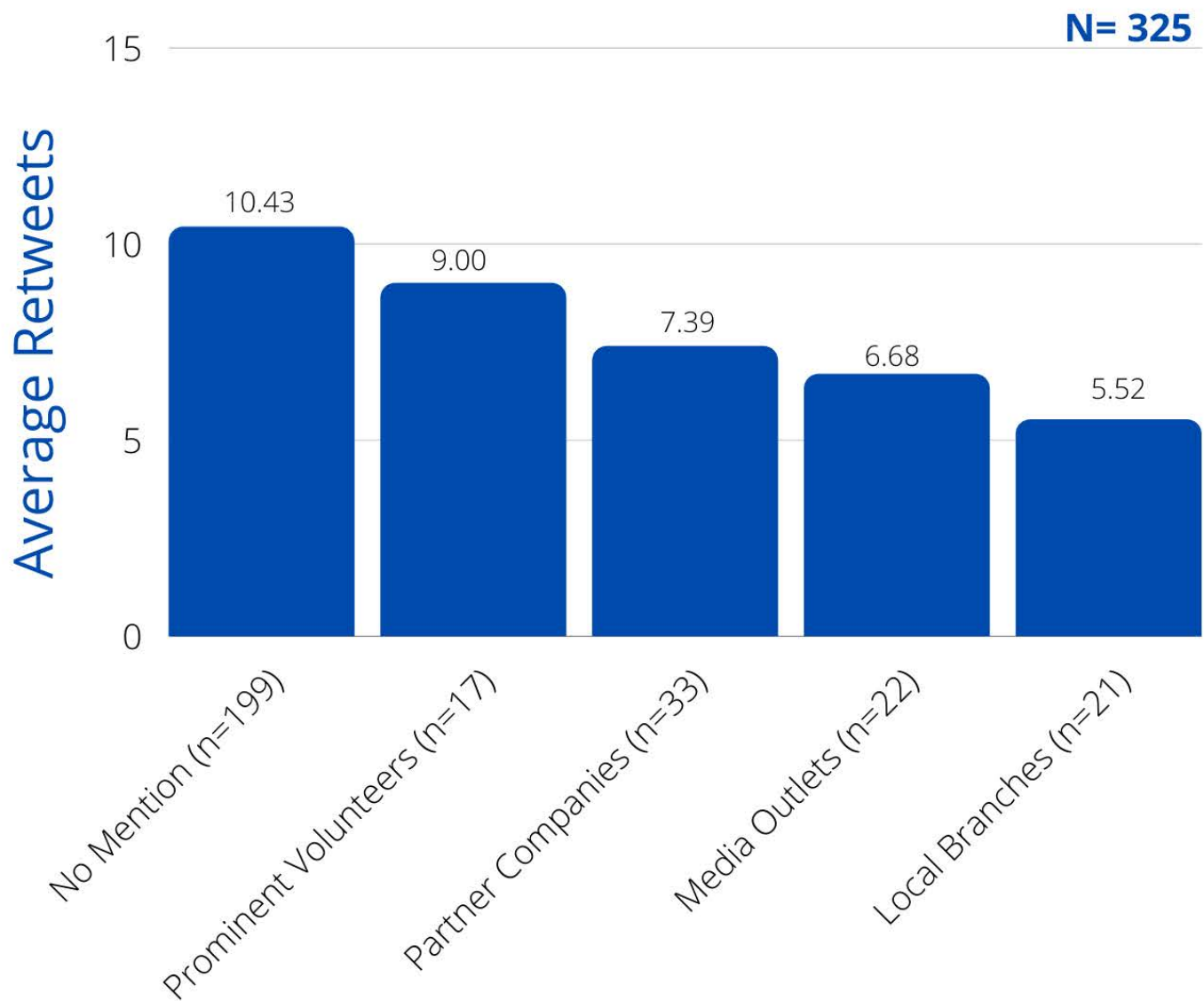
Average Number of Retweets by Theme



When categorizing each tweet, they are categorized by their main idea or theme. The graph above displays the average number of retweets by theme. Posts with political content received the most average number of retweets (**n= 21**) while posts with job opportunities received the least amount of retweets (**n= 19**). Political themes included the encouragement of the audience to vote, more specifically to vote for affordable housing.



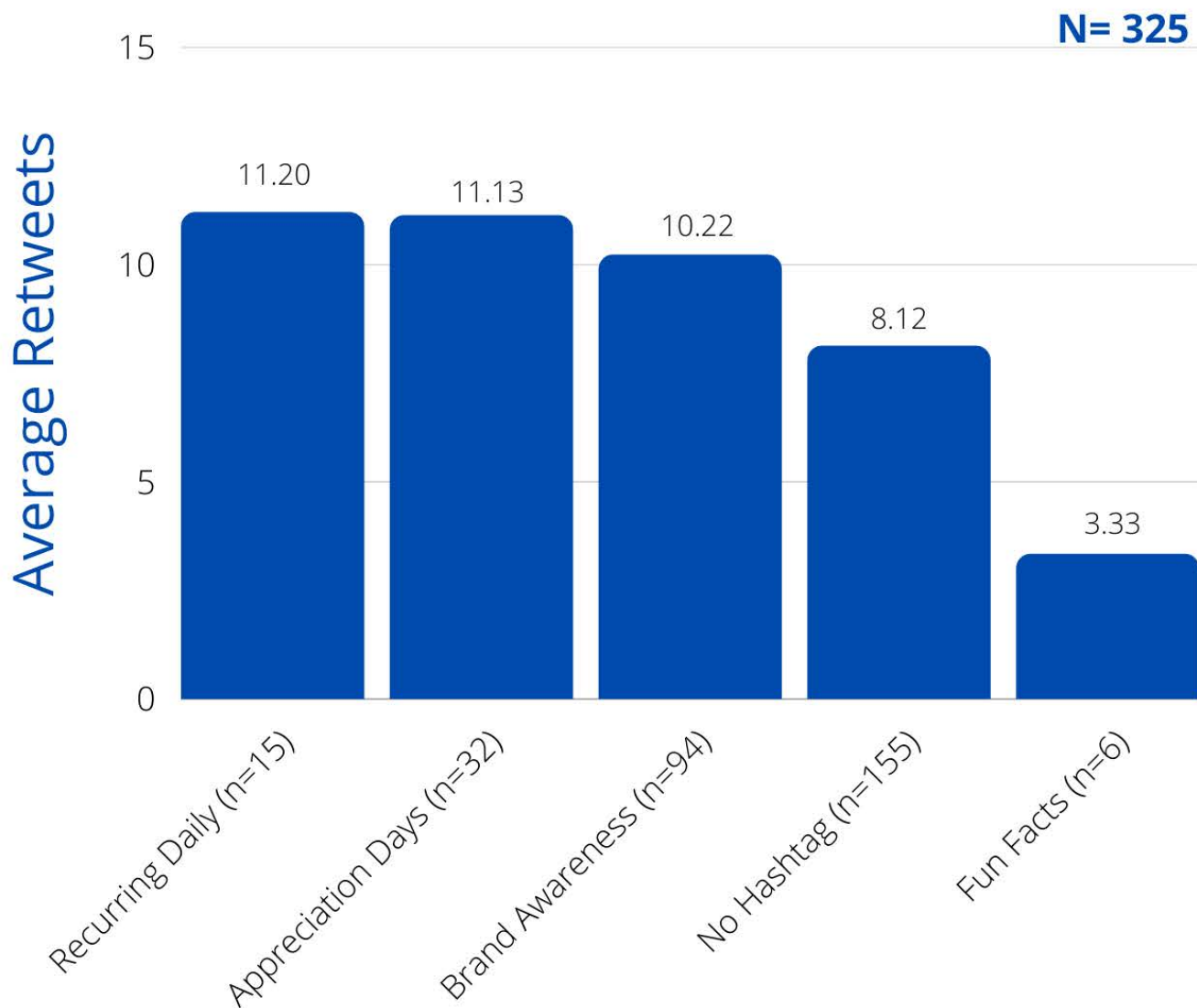
Average Number of Retweets by Mention Type



The graph above shows average retweets categorized by mention. Posts with local branches mentioned have the least amount of average retweets earning about **5.52 average retweets**. It is most likely that prominent volunteer mentions got more retweets than local branches mentioned because prominent volunteers are directed towards individuals who are viewed valuably in the organization. Individuals of power in the organization like the CEO as mentioned in the example, create credibility within the Tweet.



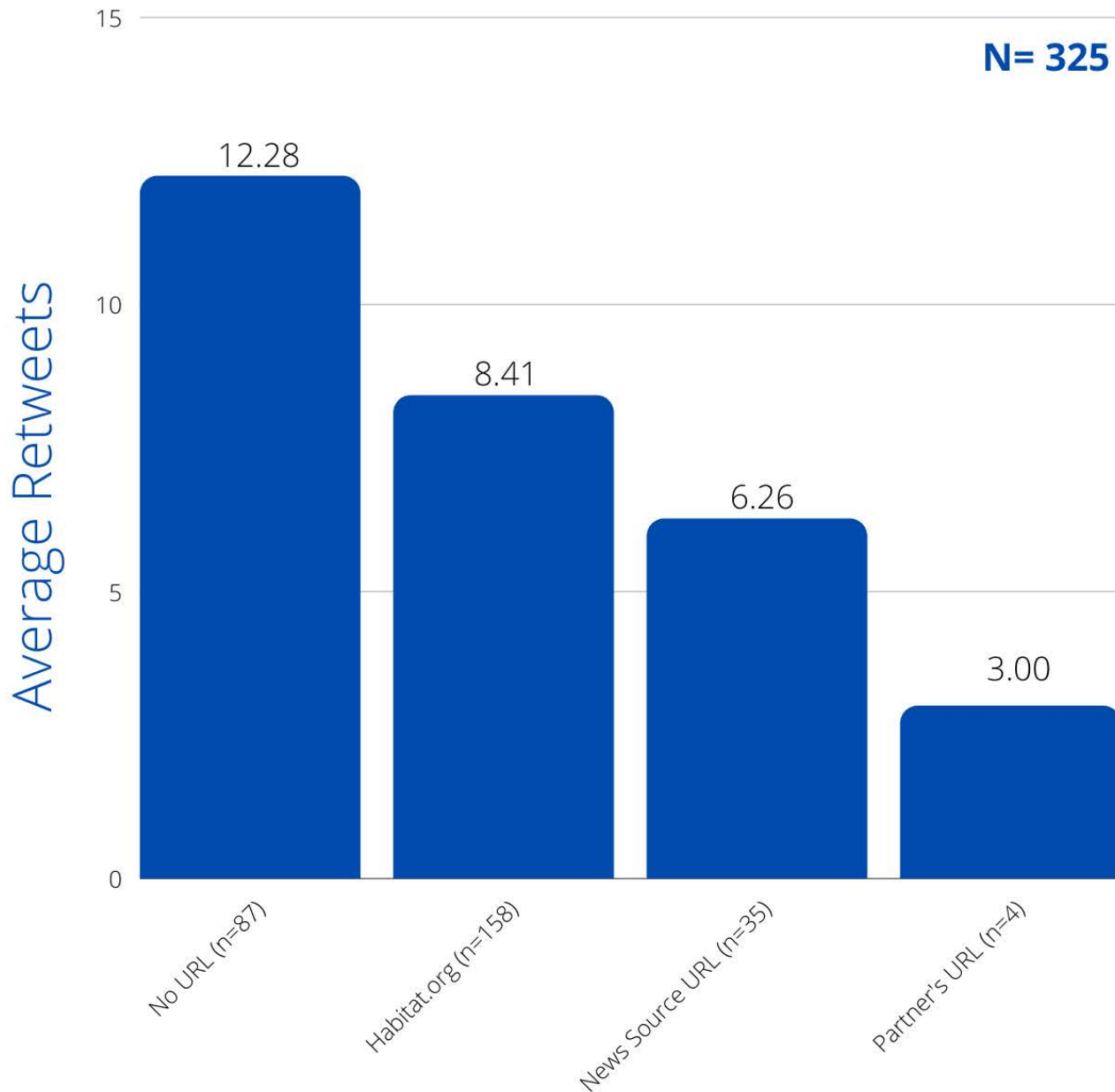
Average Number of Retweets per Hashtag Type



The graph above shows average retweets categorized by hashtag type. There is a noticeable range in average hashtags retweeted from **11.20** to **3.33**. Recurring Daily hashtags generated the most amount of retweets earning **11.2**. More specifically, **#FlashbackFriday** created the most engagement compared to other recurring daily hashtags like **#MotivationMonday**. This is most likely because recurring daily tweets are more interactive than an average tweet.



Average Number of Retweets per URL Target Type



The graph above shows the average retweets based on URL target type. Posts with the organization website's URL attached received the most amount of retweets earning about **12.28** compared to the other his would most likely be because Habitat for Humanity is linking their own page to tweets and most of their tweets have to do with their organization, sending the audience to their main page. This is good for engagement as it boosts the website's number of viewers, gaining more attention.



EARNED DATA



Habitat
for Humanity®

DATA OVERVIEW

KEY INSIGHTS

- Former President of the United States, Jimmy Carter, has made a tremendous impact on HFH and continues to do so to this day. He and his wife's commitment to Habitat is remarkable as there were **5,313** tweets, which makes up **8.6%** of the dataset, about Jimmy Carter.
- There were **25,934** tweets surrounding this theme which made up **42.2%** of all posts in the dataset.. The conversation surrounding the theme for building homes includes the display of images and tweets that highlight the work being done by the HFH volunteers, in effort to help the families that are in need.

THREE SECTIONS:

1. Organization:

HABITAT FOR HUMANITY

2. Topic:

"HABITAT FOR HUMANITY"

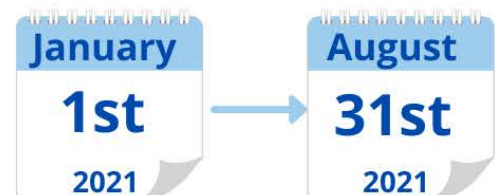
3. Competition

AMERICOPRS, HOMEAID, THE FULLER CENTER, & HOME FOR OUR TROOPS

PLATFORMS TRACKED



TIMELINE



EARNED DATA: Organization



Cross Platform Conversation

Cross Platform Conversation Demographics

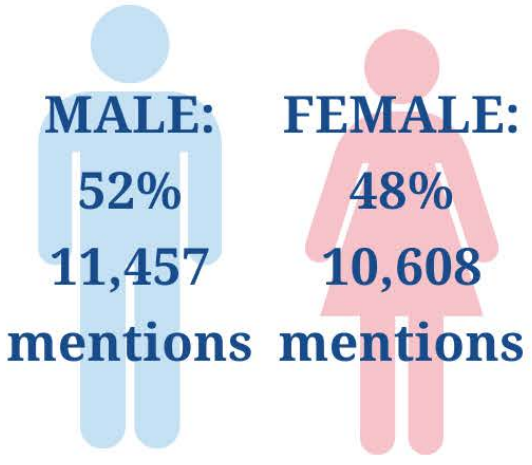


61.45k
Total Posts

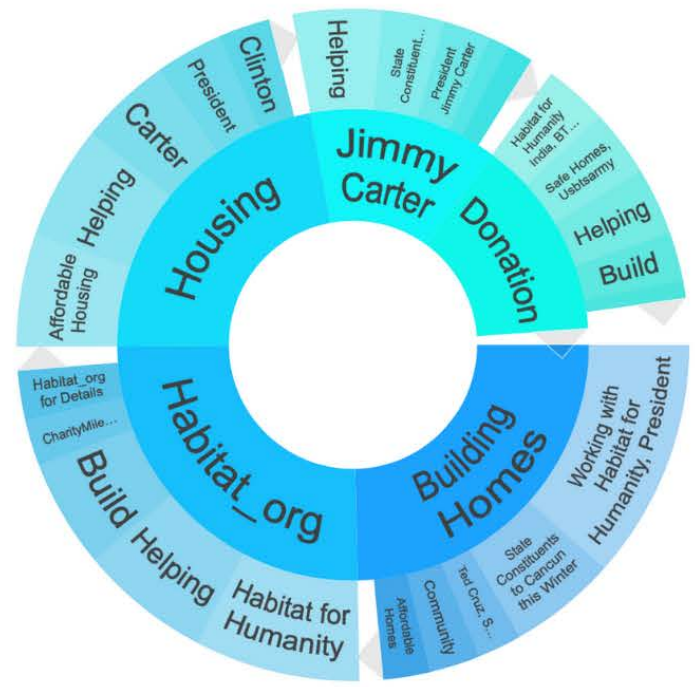


34.25K
Unique Authors

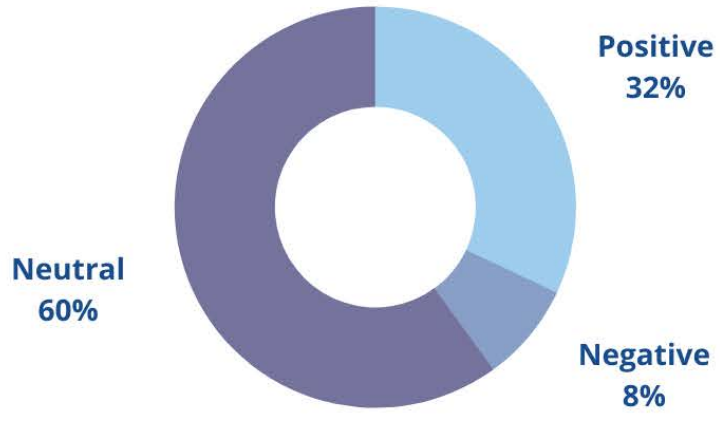
Gender:



Topic Wheel:



Sentiment:



Based on the topic wheel above, the 4 main topics within mentions for the organization included Housing, Jimmy Carter, Building Homes and Habitat_org



Building Homes

From the trending topics of the dataset, we chose to analyze the theme of "Building Homes." There were 25,934 tweets surrounding this theme which made up 42.2% of all posts in the dataset. The conversation surrounding the theme for building homes includes the display of images and tweets that highlight the work being done by the HFH volunteers, in effort to help the families that are in need. The building of homes is the main focal point for HFH and their efforts all go towards helping families achieve affordable living and mortgage through their non-profit.

Jimmy Carter

Former President of the United States, Jimmy Carter, has made a tremendous impact on HFH and continues to do so to this day. He and his wife's commitment to Habitat is remarkable as there were 5,313 tweets, which makes up 8.6% of the dataset, about Jimmy Carter. The conversations surrounding "Jimmy Carter" OR #JimmyCarter OR "President Jimmy Carter" are about how the former President, even at his old age, spends so much time serving Habitat. Many followers of HFH look up to him as a role model, and he has been recognized for all of his efforts towards this non-profit.

Volunteers

The volunteers are the ones who are responsible for making HFH successful. Habitat is always working to express how much they appreciate their volunteers. This organization has made it clear that there would be no success or progress without their volunteers. Their volunteers are the sole foundation of this operation. The conversation around this theme is focused on appreciating their volunteers and recognizing their hand in all of Habitat's achievements. HFH promises to do whatever it takes to make their volunteers feel worthy. There are 8,235 tweets about HFH's volunteers which makes up about 13.4% of all posts in the dataset.



Building Homes:

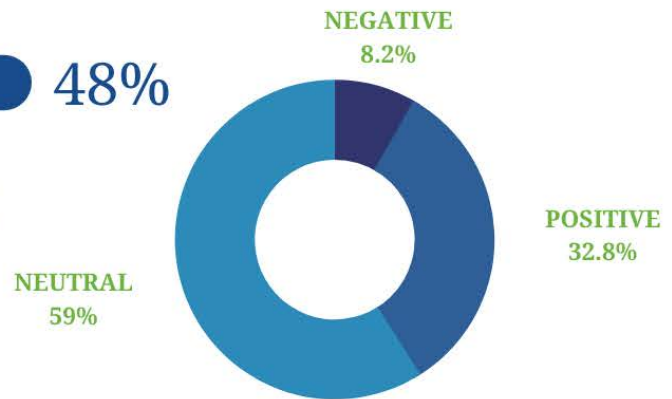
FEMALE:  52%
(N= 5,442)

GENDER

MALE :  48%
(N= 5,066)

Number of Posts:
N= 25,934
(42.2% of all posts in
the dataset)

SENTIMENT



Jimmy Carter:

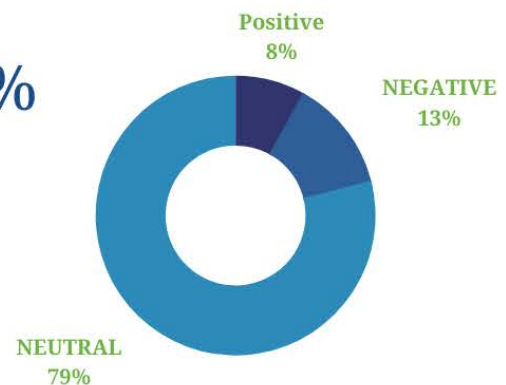
FEMALE:  56%
(N= 1,603)

GENDER

MALE:  44%
(N= 1,274)

Number of Posts:
N= 5,313
(8.6% of all posts in
the dataset)

SENTIMENT



Volunteers:

FEMALE:  48%
(N= 1,140)

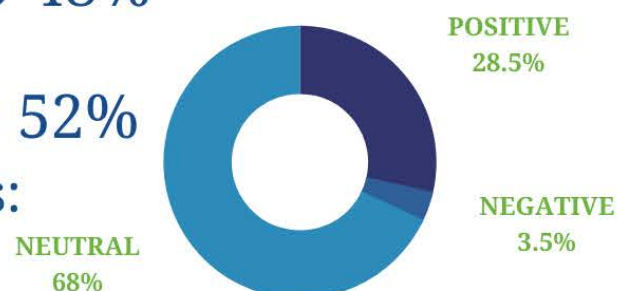
GENDER

MALE :  52%
(N= 1,216)

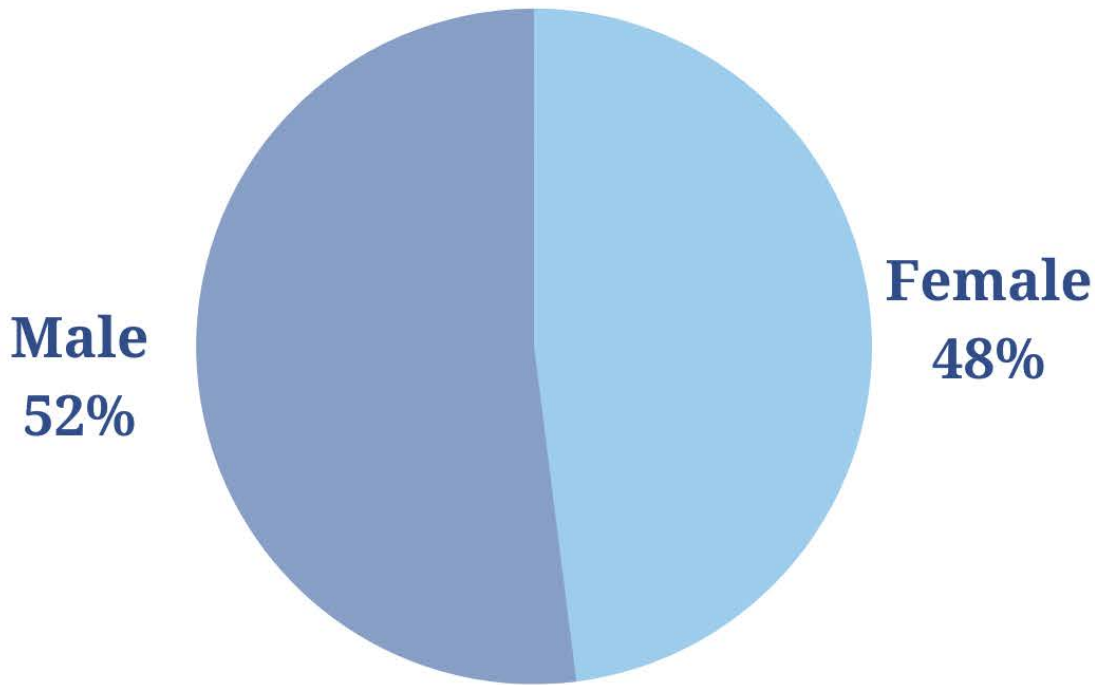
Number of Posts:
N= 8,235

(13.4% of all posts in
the dataset)

SENTIMENT



Gender Based Analysis N = 61.45K



MALE

Top Tweeters

- @kristianjager - local events hosted by HFH

Conversation

- Politics
- Affordable housing and how HFH is helping combat this issue
- Habitat employees and what they are doing for the organization, specifically the CEO
- HFH in America (not internationally)

11,457 mentions

FEMALE

Top Tweeters

- @ecejackyortega - international services

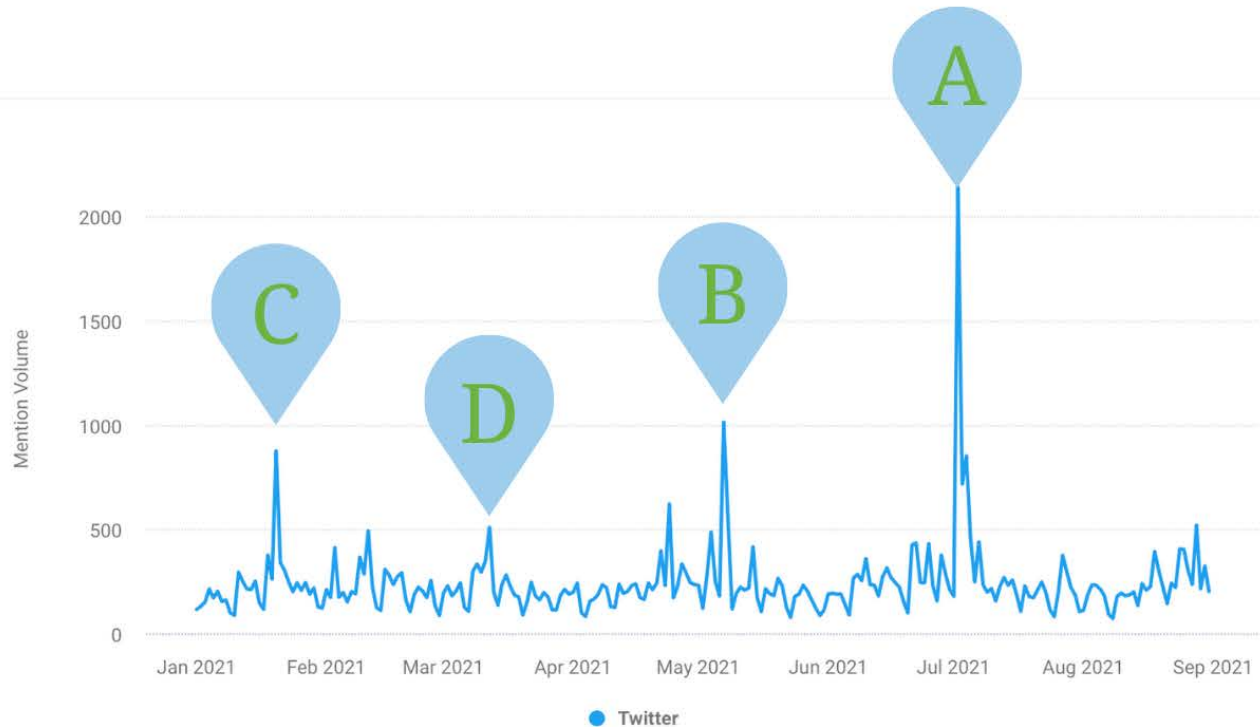
Conversation

- International efforts of HFH
- Habitat's mission statement of helping people
- Volunteer work
 - "Helping Build"
- Prominent/Influential volunteers who work with HFH
 - "BTS Army" users who are apart of the BTS band fandom tweeted about raising money for HFH

10,608 mentions



Organization Spike Analysis



A **1,426 retweets** of a tweet directed towards Jimmy Carter's efforts towards Habitat for Humanity "Jimmy Carter has helped build homes for Americans through Habitat for Humanity well into his 90s. @tedcruz fled his state & constituents to Cancun this winter during the Texas power outage emergencies."

B **473 retweets** honoring Jimmy Carter and his impact made on Habitat for Humanity "Don Jr thinks comparing someone to Jimmy Carter is an insult. Carter served his country. Supported civil rights in the 60s. Founded the Carter Center which helps with diseases worldwide. Each year The Jimmy & Rosalynn Carter Work Project organized by Habitat for Humanity."

C **302 mentions** using the hashtag **#winmetawin**, an effort to increase sales on sweaters by donating their revenue to Habitat for Humanity

D **194 mentions** using the link **pls.twimg.com** that promotes a donation made to Habitat Philippines.



EARNED DATA: Topic Data

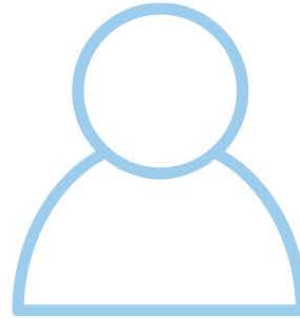


Cross Platform Conversation

Cross Platform Conversation Demographics

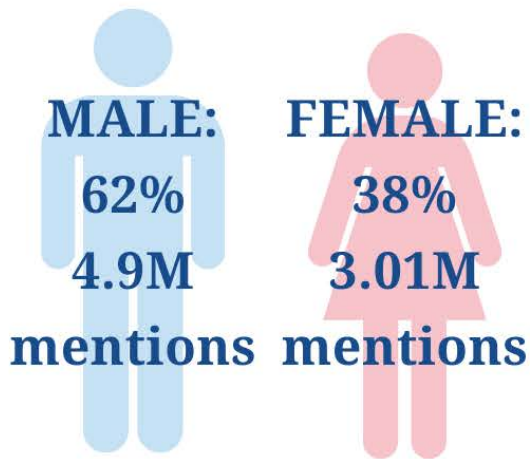


19.8M
Total
Mentions

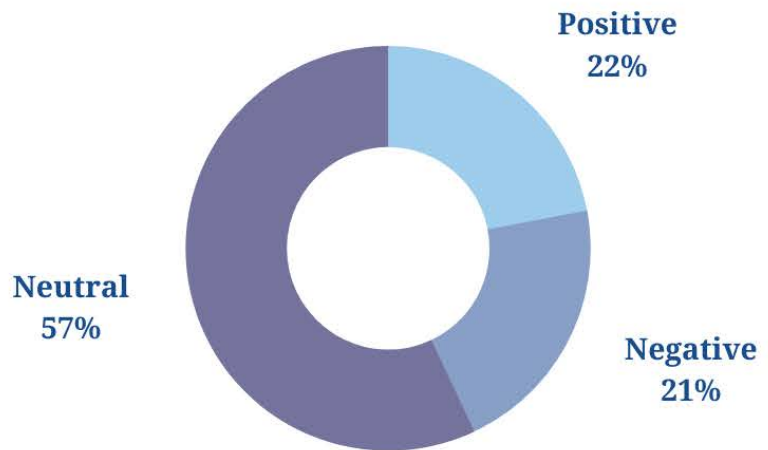


173.8K
Unique
Authors

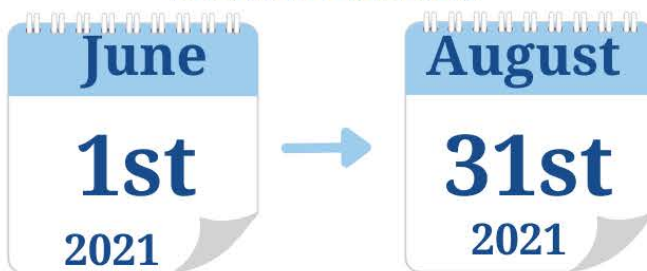
Gender:



Sentiment:



Timeline:



Top Hashtags:

#affordablehousing
(27,608 mentions)

#housing
(95,871 mentions)

#whatshappeninginmyanmar
(78,204 mentions)

Trending Topics:

1. Build Back Better Agenda (183,194 mentions)
2. Affordable Prices (184,777 mentions)
3. Housing Market (199,214 mentions)



Cross Platform Analysis



Platform Analysis: Instagram

Total Mentions: 5,647

Unique Authors: 5

Top Hashtags:

1. #sponsored

Used in sponsored posts

2. #zerowaste

plastic waste

3. #plasticfree

plastics in products

Trending Topics:

1. plastic free

Conversation: plastics in products

2. continue to build

Conversation: federal elections, plastic waste

Top Influencers:

@Unicef (78 mentions) - 9.4 Million Followers

Advocates for the protection of children's rights.



Platform Analysis: Reddit

Total Mentions: 5.04M Unique Authors: 3.79M

Top Sites:

Reddit.com (5,035,294 mentions)

Trending Topics:

One Day

First Time

Build One

Top Influencers:

AutoModerator (696,470 mentions)

ModAssistBot (28,078 mentions)

evictionhelpbot (11,137 mentions)





Platform Analysis: Blogs

Total Mentions: 896.63K

Unique Authors: 332.34K

Top Sites

freelancer.com (156,784 mentions)

google.com (98,352 mentions)

amazon.co.uk (32,235 mentions)

Top Influencers:

Technology For You (4549 mentions)

icrunchdata (4235 mentions)

Distinct Today (2352 mentions)

Trending Topics:

1. Continue to Build
2. Online Community
3. Stack Exchange



Applying Custom Classifiers

N = 19,837,447 mentions

Themes

1. **BUILD** 75% N= 14,863,094 mentions
2. **MINORITIES** 1% N= 197,948 mentions
3. **VALUES** 23% N= 4,571,491 mentions
4. **DISASTERS** 1% N= 203,584 mentions

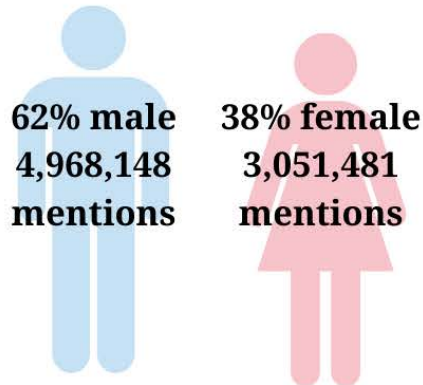
Using the Custom Classifiers function on BrandWatch, we were able to create themes of: Build, Minorities, Values, and Disasters, derived from our Topic Affordable Housing. Custom Classifiers segmented our data by categorizing mentions by keywords. We trained the algorithm by pulling tweets that matched each of our 4 themes, and was automatically assigned a category to each mention. We added about 10 mentions per category and searched for key words that we thought would be relevant to their assigned themes.



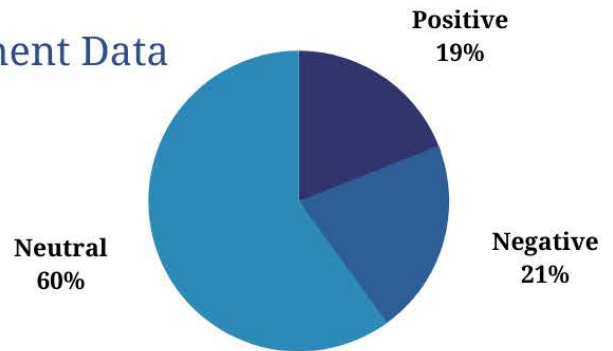
Build

Conversation Surrounding Theme:

The overall conversation surrounding build includes various requests to create more affordable housing for those who are financially unstable or those who have low income. There is also a great amount of conversation regarding the housing market and the importance of building now as the housing market is on the rise post pandemic life.



Sentiment Data



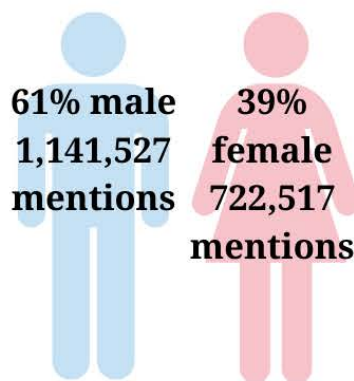
Trending Topics:

1. Build Back Better Agenda
2. Affordable Health Care
3. Affordable Prices

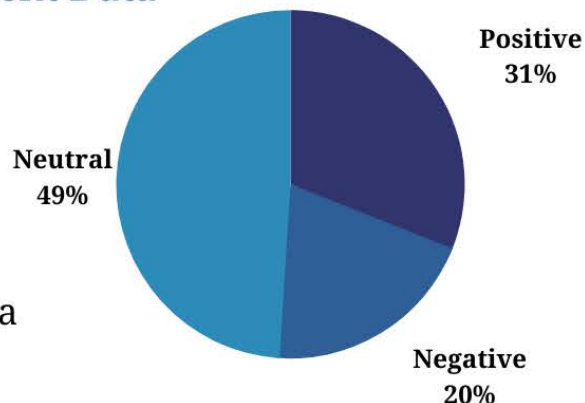
Values

Conversation Surrounding Theme:

The main conversation surrounding the theme of values is being appreciative of everyone who has had a hand in helping build better lives for those in need. The main points of the tweets around surrounding the ideas of strength, stability, and independence. Evidently, these nonprofits, especially Habitat, want their followers to know that affordable housing is attainable!



Sentiment Data



Trending Topics:

1. Chance To Build
2. Build Back Better Agenda
3. Affordable Rates

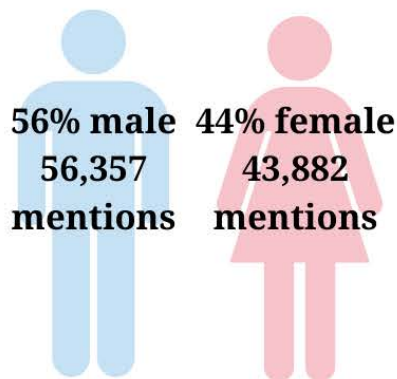


Theme Analysis Continued $N = 19.8M$

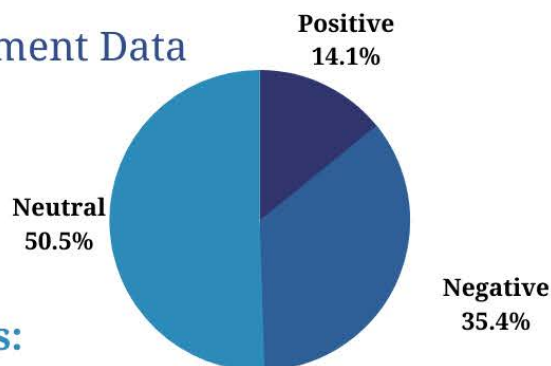
Disaster

Conversation Surrounding Theme:

The overall conversation surrounding disaster is related to the pandemic. The conversation is about the housing issues, helping the homeless population receive vaccination, supply chain issues that stem from the pandemic, and the housing market since the pandemic. The conversation also is about climate change induced migration that will rise within upcoming years.



Sentiment Data



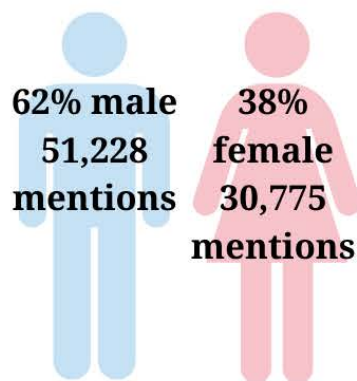
Trending Topics:

1. Real Estate
2. COVID-19
3. Supreme Court
4. Social Housing

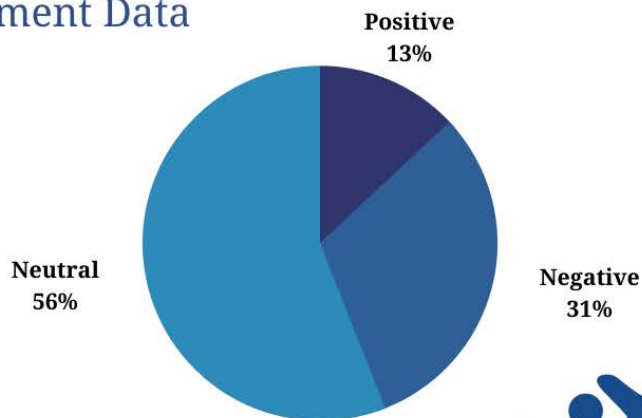
Minorities

Conversation Surrounding Theme:

The conversations surrounding this theme is discussing the political unfairness and discrimination against minorities when it comes to things such as housing, education, health, and child care. A major topic discussed is the higher amount of homelessness within these minority groups overtime.



Sentiment Data



Trending Topics:

1. Affordable Childcare
2. Housing Crisis
3. Social Housing



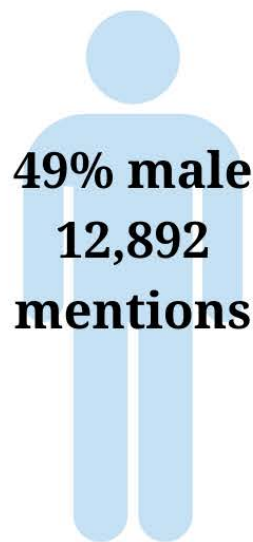
EARNED DATA: Competition Analysis



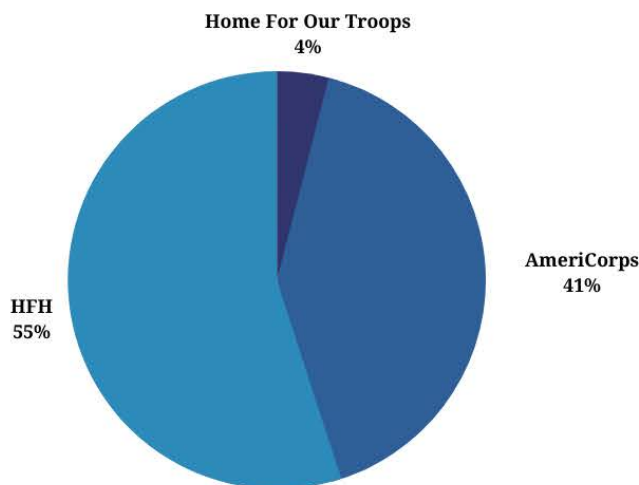
Cross Platform Conversation

Habitat for Humanity has a lot of competition; however, we chose to analyze AmeriCorps, HomeAid, Homes for our Troops, and the Fuller Center for Housing. Similarly to HFH, all of these competitors are nonprofit organizations that are working to build a future without homelessness. The goal for these organizations is to not only provide those in need with shelter, but to help them rebuild their lives. They credit all of their successes to their volunteers, who they believe to be the heart of each of their organizations.

From the timeline of January 1st through August 31st, 2021 there were 110.87k mentions and 56.6k unique authors for HFH across all platforms



Share of Voice

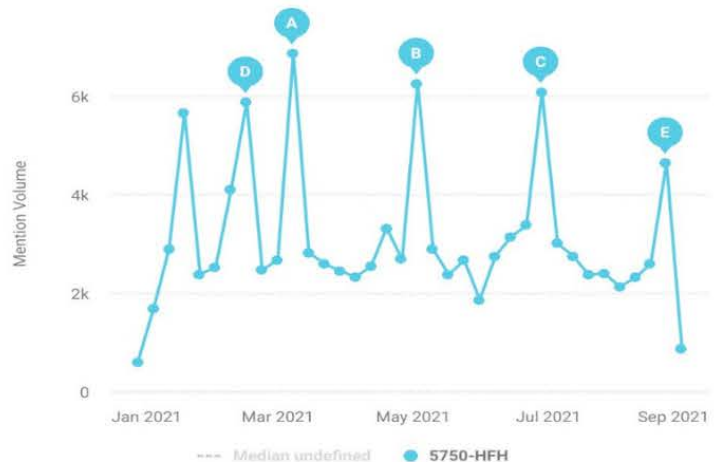


The share of voice represents a pie chart that compares the volume (# of posts) by organization. Based on the SOV pie chart used in the competition dataset, HFH leads with an SOV of 55%.

Coming in at a close second, AmeriCorps is responsible for a SOV of 41%. Next, Home For Our Troops has 4% SOV. Lastly, the Fuller Center and HomeAid both have 0% SOV.



Spike Analysis for Entire Dataset



Spikes A and B were primarily about similar organization, AmeriCorps.

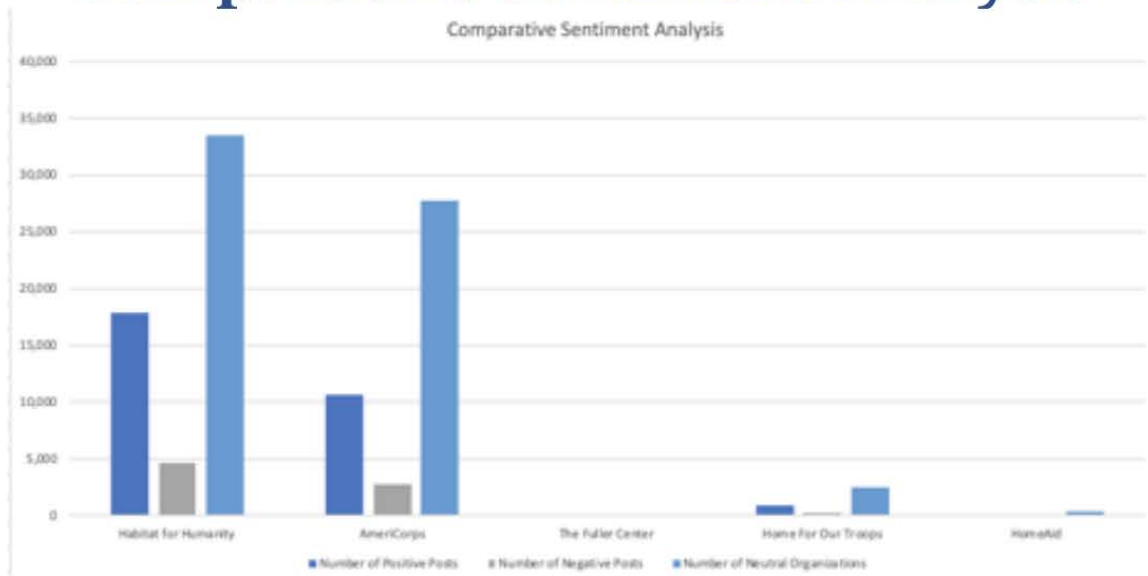
D) 2,796 retweets regarding the former President and Mrs. Carter's volunteer impact. There were 280 retweets about AmeriCorps efforts and 86 Spotify links shared for HFH

B) 687 mentions using #serviceshoutout regarding AmeriCorps and the COVID-19 pandemic. 573 mentions using #pbs and 509 mentions using eritrea.

C) 1,439 retweets of @Goss30Goss discussing how Jimmy Carter has helped build homes for Americans well through his 90s

E) 1,376 retweets of @bangtan_india of a post that discusses a fundraiser for people affected by disasters - donating to HFH.

Comparative Sentiment Analysis



According to the bar graph, the highest number of tweets across all organizations is neutral. Second, the conversation is mostly positive. There is a very low percentage of the conversation that is considered to be negative.

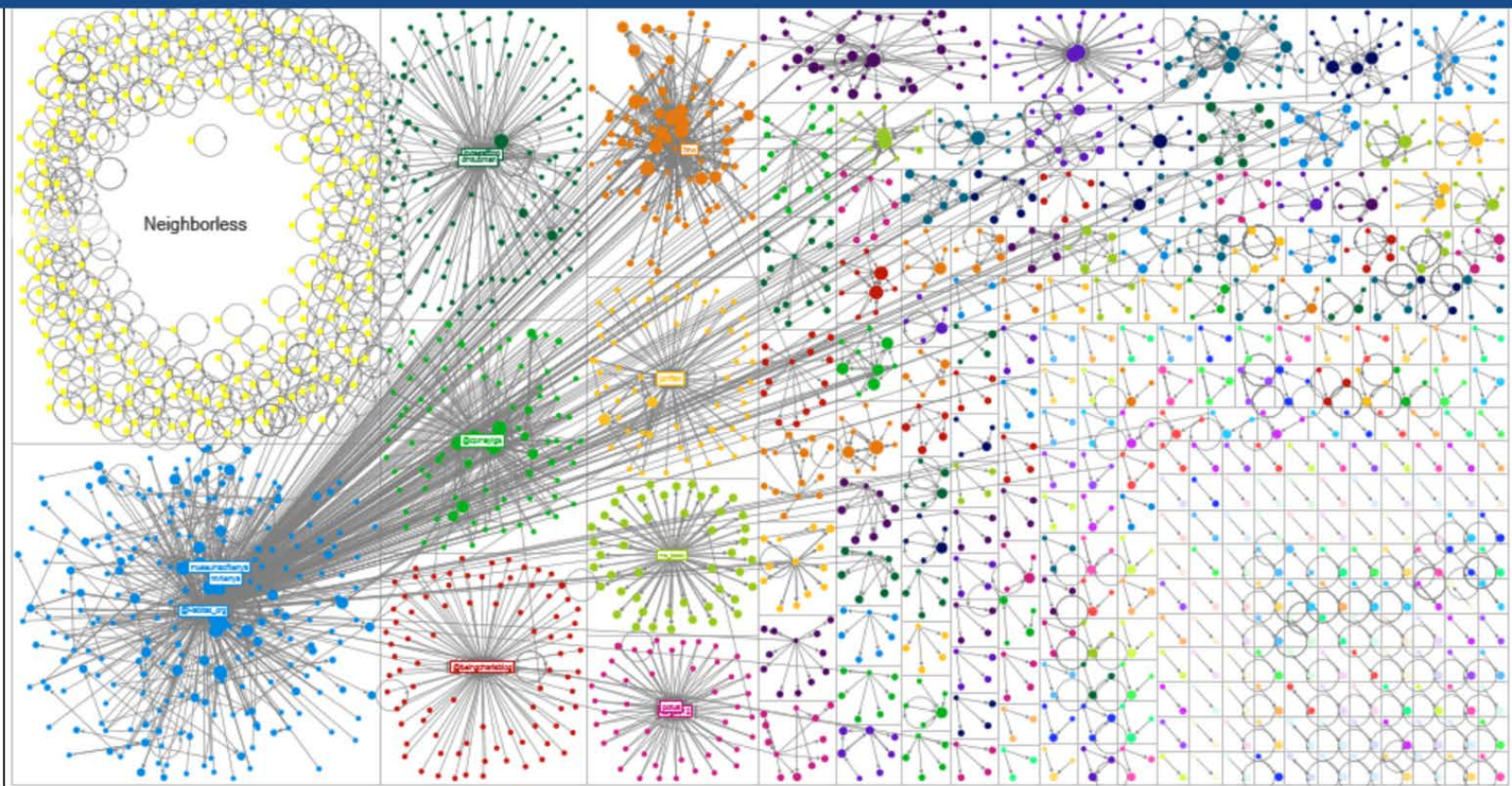


Social Network Analysis



Cross Platform Conversation

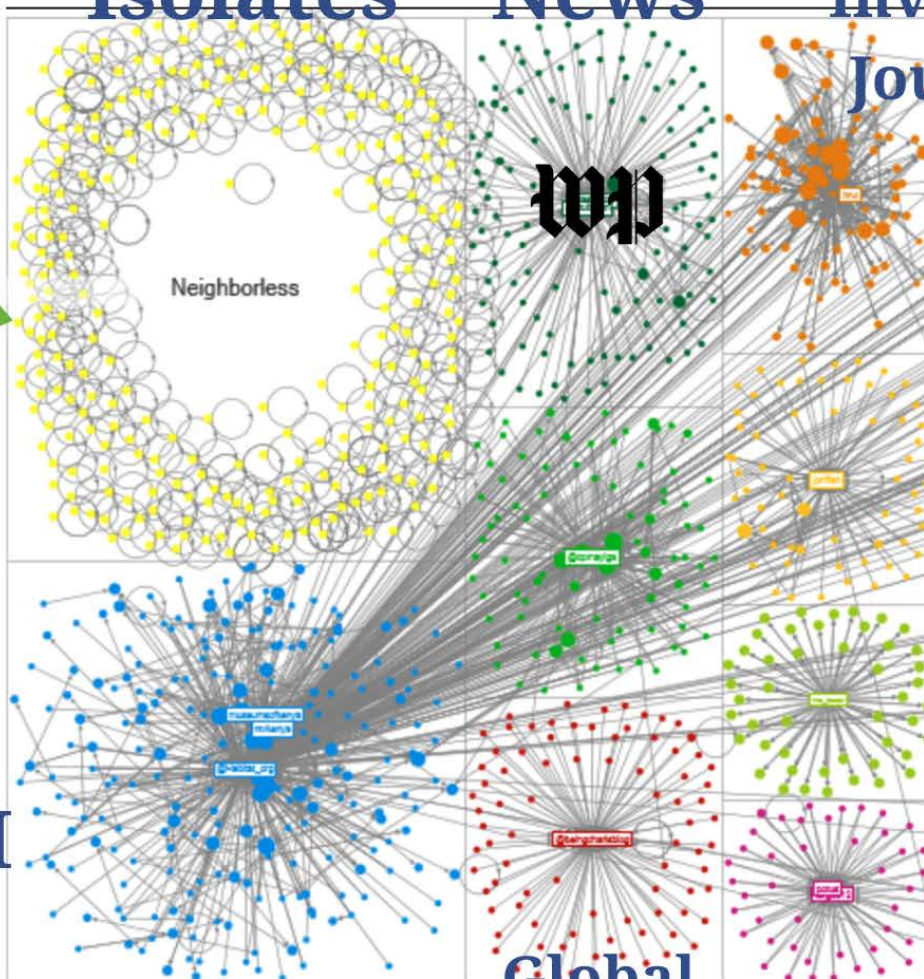
SNA THEMES:



Isolates

News

**Investigative
Journalism**



**Business
Journal**

Gov.

**Global News
Sources**

**Global
Affairs**

HFH

SNA DATA DESCRIPTION:

The figure on the previous page represents data we analyzed using a topic query in NodeXL. We gathered data that pertained to the clusters, vertices, betweenness centrality, and user reciprocity, which helped us gain a better understanding of the relationship between users and clusters. Our data was set to a timeline of January 1st 2021 to August 31st 2021.

The users in the center of the clusters (as seen on the previous page, contain a high user centrality due to the large number of connections. As shown, for example, the Habitat for Humanity cluster has a high user centrality because it expands connections across various clusters like news sources, investigative journalism, and business journals.

Below are the top tweeters and hashtags for each cluster group:

GROUP 1

Top Tweeter: @prpnews

Top Hashtag: #habitatforhumanity

GROUP 2

Top Tweeter: @rebellegrrl

Top Hashtag: #nmgleadershipforum

GROUP 3

Top Tweeter: @habitat_org

Top Hashtag: #costofhome

GROUP 4

Top Tweeter: @yekoyadaug

Top Hashtag: #decentliving

GROUP 5

Top Tweeter: @alisonborealis

Top Hashtag: #presidentcarter

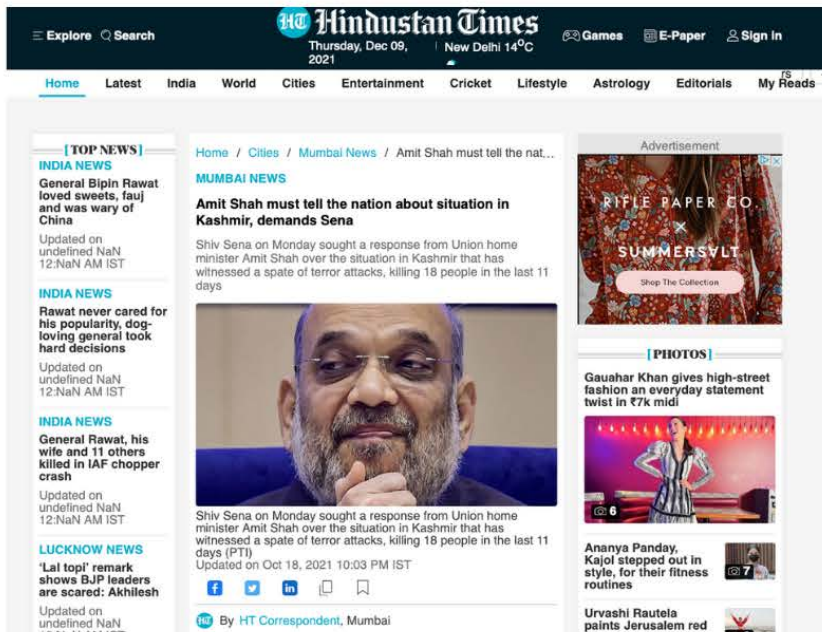
GROUP 6

Top Tweeter: @cotey_mary

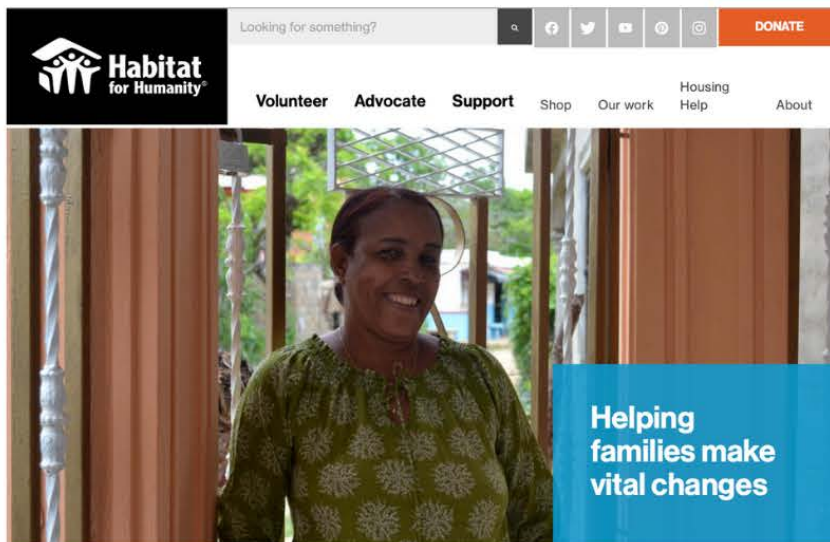
Top Hashtag: #buildbackbetter



SNA GROUP BREAK DOWN:



Top Retweeted
URL in
community
Global News
Sources



Top
Retweeted
URL in
community
HFH



Top Retweeted
URL in
community
political affairs



MENTOR NOTES:

Assignment 2 Summary:

Lauren gave us four main tips for our Assignment 1 feedback. She told us to ensure to be as specific as possible with our content so the client would know exactly what we are talking about (add examples), be more specific with our actionable insights, remove the Video category from our third graph, and make sure to answer the question "Why" when writing our executive summary.

Assignment 3 Summary:

Lauren approved of our Assignment 3 and told us she believed we hit all points. The only feedback she gave us was to possibly look more into the neutral sentiment of Habitat for Humanity since it made up over 50% of the sentiment.

Assignment 4 Summary:

Lauren gave us no new feedback on Assignment 4 and said we did very well on it. She commented on how thorough she believed our assignment was and that it left her with no questions after.



Appendix

Organization

((HabitatforHumanity OR "Habitat for Humanity" OR "habitat.org" OR #HabitatforHumanity OR #CostofHome OR @habitat_org OR @CostOfHome OR site:habitat.org OR @HabitatForHumanitym))

Topic

((HabitatforHumanity OR "Habitat for Humanity" OR "habitat.org" OR #HabitatforHumanity OR #CostofHome OR @habitat_org OR @CostOfHome ((Housing OR #Housing OR Affordable OR #Affordable OR "Disaster Recovery" OR "Housing Supply" OR "Affordable Housing" OR #AffordableHousing OR "Housing For All" OR #Housingforall OR Build OR #Build))

Competition

((HomesForOurTroops OR "Homes For Our Troops" OR @HomesForOurTrps OR "hfotusa.org" OR site:hfotusa.org OR AmeriCorps OR "Ameri Corps" OR @AmeriCorps OR "AmeriCorps.gov" OR #AmeriCorps OR site:AmeriCorps.gov OR TheFullerCenter OR "The Fuller Center" OR "FullerCenter.org" OR @TheFullerCenter OR site:FullerCenter.org OR HomeAid OR @homeaidamerica OR "homeaid.org" OR site:homeaid.org))





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