



SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

ADPR 5750 FINAL REPORT FALL 2021



(RED)

Alise Crittendon, Priya Desai, Grace Kerner



CONTENTS

03

EXECUTIVE SUMMARY

05

RECOMMENDATIONS

10

OWNED ORGANIZATION DATA ANALYSIS

15

EARNED ORGANIZATION DATA ANALYSIS

21

EARNED TOPIC DATA ANALYSIS

33

EARNED COMPETITION DATA ANALYSIS

37

SOCIAL NETWORK ANALYSIS

43

MENTOR FEEDBACK

45

APPENDIX

Executive Summary

(RED) is an organization founded by Bobby Shriver in 2006 to build a bridge between brands and the HIV/AIDS pandemic. It partners with the world's biggest brands like Apple, Fiat, and Amazon and creates products whose revenue goes towards the Global Fund. In this comprehensive report, we analyze (RED)'s social media presence to understand its role in the HIV/AIDS community and give recommendations for improvement.



Business Problem

(RED)'s main issue is a lack of engagement on their Twitter page, which compromises the organization's impact on its audience and its credibility within the HIV/AIDS conversation.



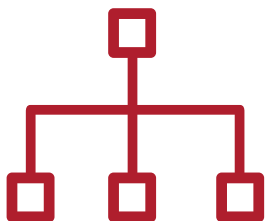
Key Performance Indicators (KPI's)

- **Share of Voice:** Comparing (RED)'s mentions and engagements compared to those of its competitors to determine its impact in the HIV/AIDS conversation.
- **Engagement:** Measures Twitter retweets, hashtags, mentions, and other interaction from (RED)'s audience.
- **Sentiment:** Measures users' feelings about (RED) and the topic of HIV/AIDS, whether negative, positive, or neutral.



Time Frame

Our listening timeframe was from January 1st, 2021 to September 30, 2021. Using a longer timeframe allowed us to gather enough data to make accurate recommendations.

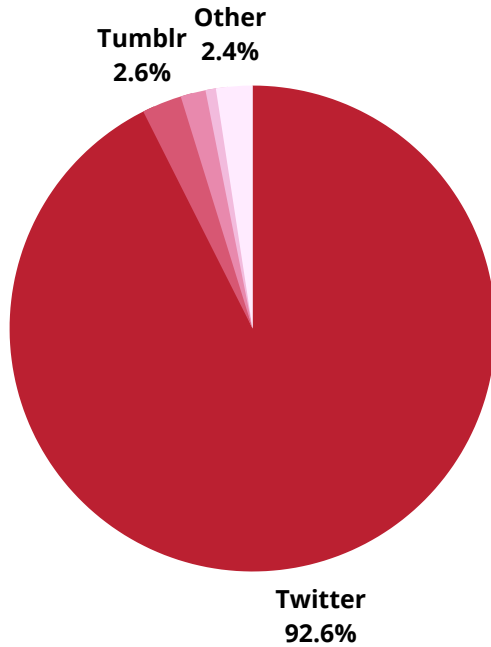


Data Breakdown

- **Owned Organization Data:** Analyzing (RED)'s tweets, categorizing them, and tracking engagement
- **Earned Organization Data:** Measuring and analyzing engagements regarding (RED) in the HIV/AIDS conversation
- **Earned Competition Data:** Understanding how (RED) compares to its competitors in the same topic space
- **Topic Data:** Analyzing general sentiment about the HIV/AIDS conversation

Platform Breakdown

TWITTER @RED



MOST RELEVANT PLATFORM: TWITTER

92.6% of RED's total mentions come from Twitter (see figure A). The mentions gathered from the rest of the sites like Tumblr (n= 46) and Yahoo (n= 12) were mostly irrelevant to the organization and topic (see figure B). Therefore, only Twitter will be analyzed in this report.



Figure A) This top tweet is a promotional tweet from band and (RED) partner U2 showcasing a product collaboration with Fiat.



Figure B) This top post from Tumblr is unrelated to (RED). It mentions the covid vaccine and the word "red" but the context is incorrect.

942K

Followers

2,005

Mentions

92.6%

of Total Mentions

Recommendations

Recommendations

MOVING FORWARD

Recommendation	How?	Why?
<p>Solidify its stance on fighting against HIV/AIDS.</p>	<p>Increase HIV/AIDS discussion and posts.</p>	<p>The organization was once solely focused on HIV/AIDS awareness and support, but following the onset of the COVID-19 pandemic, it shifted gears. To maintain its place in the HIV/AIDS space and to thoroughly educate its audience on the issue, (RED) needs to be more intentional with its content. Currently, (RED) has a share of voice of less than 1% compared to its competitors, which is extremely low and insignificant. (pg. 35)</p>
<p>Have more meaningful collaborations with public figures.</p>	<p>Choose influencers and celebrities who are relevant and similar to their audience demographic. (For example, Lil Nas X)</p>	<p>While (RED) hosts events with musicians and influencers to attract a younger audience, the organization should focus on partnering with public figures who better support their mission and reflect their primary audience. Since their audience consists of more men than women (pg. 17), and HIV disproportionately affects black men, (RED) should adjust their influencer strategy to include more male public figures with HIV to effectively cater to this demographic.</p>
<p>Increase engagements on posts intended to spread awareness of pandemics.</p>	<p>Utilize Infographics</p>	<p>Social media users have short attention spans and are unlikely to click on links but are drawn to short and visually appealing infographics. (RED) should make use of these, especially considering that their image-based posts receive the highest engagement (pg. 14), and infographics can spread awareness in a way that is relevant to their brand.</p>

Recommendations

MOVING FORWARD

Recommendation	How?	Why?
<p>Continue to market products to support the overall organization mission.</p>	<p>Continue to create posts that showcase products, either through image or video. Tag collaborative brands to maximize reach.</p>	<p>Their product posts achieve a moderate level of engagement (pg. 14), and we advise they continue to post these at the same rate. These posts help remind potential consumers of the product offerings (RED) has.</p>
<p>Target a younger audience in a holistic way.</p>	<p>Continue to capitalize off of pop culture trends, while also reflecting this youthfulness in their entire social media presence.</p>	<p>Although meme posts performed relatively poorly (pg. 14), we advise the organization to continue posting these. Their memes are creative, have the potential to go viral, and appeal to a younger audience. However, they need to ensure that the rest of their social media presence is balanced with credible information and awareness, so they maintain their core mission.</p>
<p>Strengthen its brand identity.</p>	<p>Create a centralized and stylized hashtag unique to the organization.</p>	<p>Due to the common nature of (RED)'s name, it can be difficult to search and find on social media. Creating a hashtag will help people find the organization and bypass irrelevant search results (pg. 4). Similar to its #ProductRED hashtag that's used to indicate a promotional product, (RED) has the opportunity to create a long-lasting social media persona.</p>

Recommendations

MOVING FORWARD

Recommendation	How?	Why?
<p>Increase black male audience.</p>	<p>Use demographic and interest data to expand audience.</p>	<p>(RED)'s audience demographic is already primarily male (pg. 17), but given the prevalence of HIV in the black male community specifically, the organization should make a special effort to involve this group more in the conversation. Holding open discourse with diverse figures and influencers can help attract this demographic.</p>
<p>Increase organization article reach.</p>	<p>Give summarized analyses of their long-form articles on Twitter.</p>	<p>(RED) creates and posts a lot of great long-form content on its website. However, this content is lacking from its social media platforms. The organization simply tweets the article link, but there is little incentive for the audience to click and read, especially with users' short attention spans. Giving these summaries can help share more meaningful content and increase topic awareness.</p>
<p>Address HIV stigma.</p>	<p>Post positive and reassuring HIV content.</p>	<p>Facts, statistics, and information are great for educating (RED)'s audience, but based on the sentiment analyzed in this report (pg. 26), it is the stigma and nuance of the conversation that gets most of the negative attention. To eradicate some of the negativity, (RED) could add more positive discourse, such as fact-checking common myths or reassuring those diagnosed with HIV.</p>

Recommendations

MOVING FORWARD

Recommendation

How?

Why?

Increase organization credibility within the HIV/AIDS space.

Partner with more notable figures like doctors and health researchers.

Currently, (RED) is not a big source of HIV/AIDS information due to its lack of original content and credible sources. Competitors like UNAIDS are serving as a connector between communities because it shares information with a wide reach (pg. 39). By partnering with doctors and other public health figures, (RED) can increase its credibility.

Owned Organization Data Analysis

Executive Summary

(RED) partners with the world’s greatest brands to create products used to raise money for the Global Fund. Funds raised by (RED) and its partners goes to strengthen health systems anIn our exploration of (RED)’s social media presence, we aim to determine what works best for their social presence: which types of posts perform well online. We are measuring engagement with each post, allowing us to definitively see which posts received the most engagement over our time period. For example, we want to determine if informative tweets perform better than tweets relating to their product selection by measuring which tweet theme received the most engagement -- and through this, we can provide recommendations regarding the type of social content they should be posting.



Volume

The organization's Twitter page amassed a total of 371 total mentions during the time frame we analyzed.



Time Frame

Our listening timeframe was from January 1st, 2021 to September 30, 2021. Using a longer timeframe allowed us to gather enough data to make accurate recommendations.



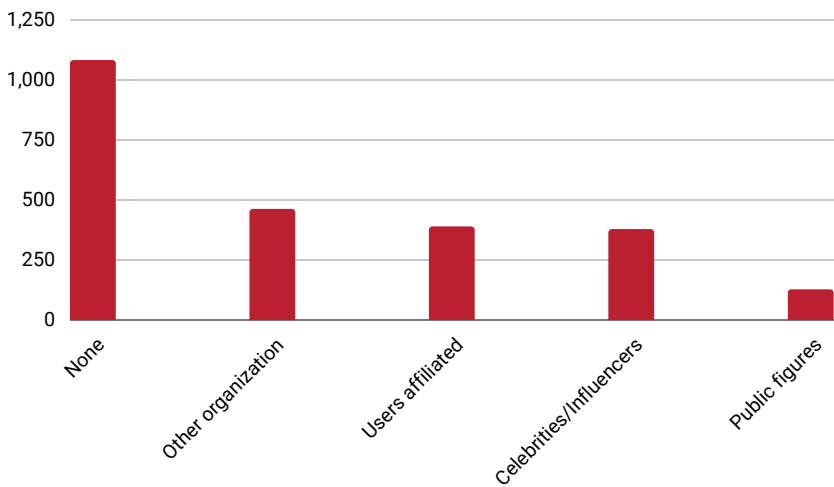
Questions we're Exploring

In our exploration of (RED)’s social media presence, we aim to determine what works best for them by answering the following questions:

- Which posts received the most engagement over our time period?
- Do informative tweets perform better than tweets relating to their product selection?
- What type of social media content should they be posting?

Owned Organization Data

ENGAGEMENT BY MENTION TYPE



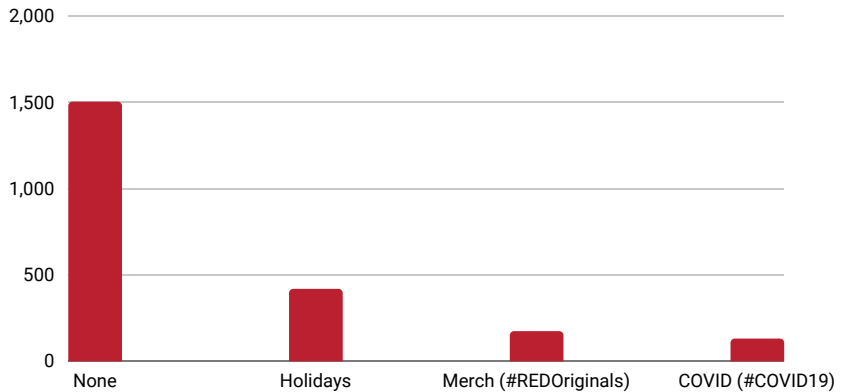
CATEGORIES

Mentions were categorized by user to determine what types of pages (RED) frequently tagged in their tweets. None indicated that (RED) did not tag another page. Other organization represents similar organizations or nonprofits. Users affiliated included official (RED) sponsors or ambassadors. Celebrities/Influencers included well-known people in the entertainment industry. Public figures included politicians and healthcare experts.

KEY FINDING

(RED) did not use a lot of mentions in their tweets, so it is understandable that tweets with the most engagement weren't interacting with other users. Nearly half of their tweets did not contain a mention (n= 1,081). Although they do have a number of celebrities, organizations, and influencers backing them, they receive the most engagement when they're putting out general information.

ENGAGEMENT BY HASHTAG



CATEGORIES

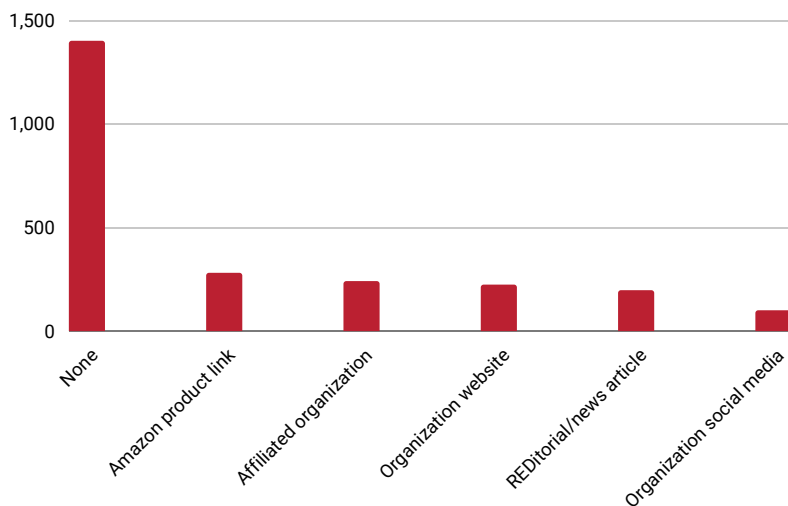
Hashtags (RED) used in their tweets were categorized by None (no hashtag usage), Holidays (Pride Month, Mandela Day), Merch promotion (#REDOrginals), and COVID-19. These categories were chosen because of their frequency in our tweet analysis.

KEY FINDING

The hashtags that were utilized by (RED) seemed to not be assisting them in growth of engagement. As our graph depicts, tweets that received the most interaction didn't include hashtags at all (n= 1,501).

Owned Organization Data

ENGAGEMENT BY URL TYPE



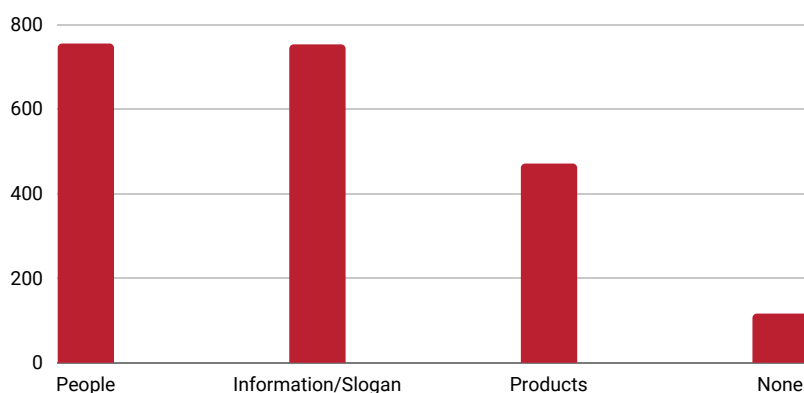
CATEGORIES

URL type distinguishes what type of external URL (RED) uses in its tweets. None indicates that no links were included. Amazon product link directs users to the online store in partnership with (RED). Organization website is (RED)'s official site red.org. REDitorial/news article includes organization blog posts and external news sources. Organization social media is the @RED tag.

KEY FINDING

The most engagement seen in this graph is when (RED) chose to not use a URL in a tweet (n= 1,400). This is interesting because the volume of tweets in which (RED) used a URL is extremely large (n= 1,033), but the use of them did not seem to be effective. This may be because people are less likely to click on an article than to read over an infographic.

ENGAGEMENT BY MEDIA CONTENTS



CATEGORIES

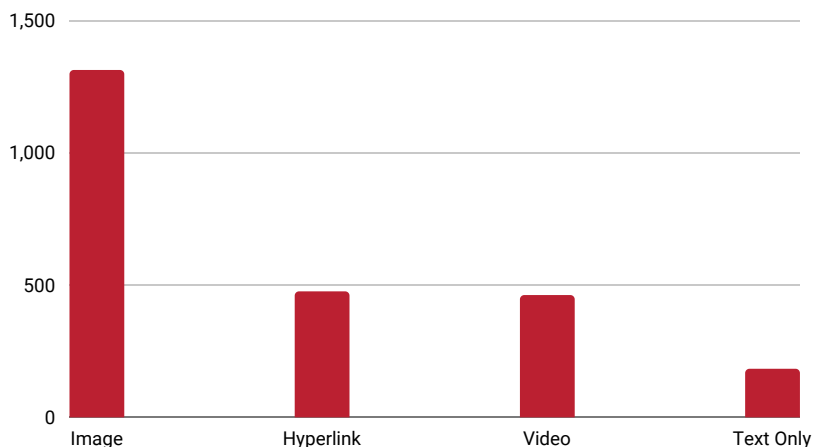
Media contents refers to what content images or videos consisted of in tweets. The categories included People (real photos), Information/Slogan (typically an infographic), Products (RED merch), and None, which served as our miscellaneous category.

KEY FINDING

The highest engagement we saw in posts based on actual media content was people-based content (n= 754). Although it was very close to information/slogan (n= 752), viewers were still more attracted to posts themed with people. This makes sense because (RED) focuses on the humanitarian impacts of the Aids and COVID-19 pandemics.

Owned Organization Data

ENGAGEMENT BY MEDIA TYPE



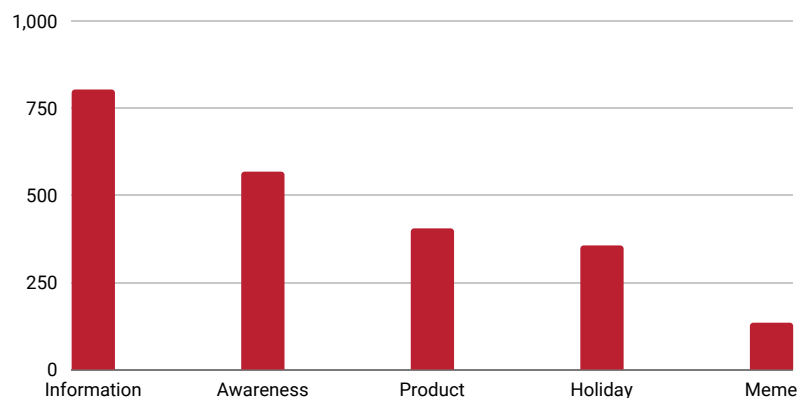
CATEGORIES

Media type distinguished what type of tweet the mentions were. Image indicates that a photo was attached in the tweet. Hyperlink includes an article preview, whether within or outside of the organization. Video indicates that a video or moving graphic is attached in the tweet. Text only indicates that the tweet consisted only of letter characters and no attachments.

KEY FINDING

The highest level of engagement by media type was easily image-based media (n= 1,313). While engagement remained fairly equitable across the three other major types of media we chose, images did exponentially better than other media types, which is likely due to readability and straight-forwardness. Images are easier to understand quickly, and are a great avenue to provide information to people with short attention spans.

ENGAGEMENT BY THEME OF TWEET



CATEGORIES

Mentions were organized by the overall theme of the tweet. Information includes organization information, such as events. Awareness includes statistics and figures specifically related to the HIV/AIDS topic. Product includes information about RED merch. Meme includes posts simply intended for entertainment.

KEY FINDING

Based on the five major categories we chose for (RED)'s main tweet themes, posts that received the most engagement were information-based (n= 803). As a brand whose main goal is to provide information, it makes sense that this would be the case.

Earned Organization Data Analysis

Executive Summary

(RED) partners with the world's greatest brands to create products used to raise money for the Global Fund. Funds raised by (RED) and its partners goes to strengthen health systems and fight against pandemics like HIV/AIDS and COVID-19. In this report, we analyze all of (RED)'s social media platforms to gather cross-platform and comparable data. By analyzing several platforms and comparing the organization's social media data to that of its competitors, we were able to draw conclusions about what content appeals best to different audiences and how (RED) can improve its online presence.



Volume

On Twitter, (RED) amassed a total of 2,004 total mentions during the time frame we analyzed. Its competitors amassed a total of 1,151,243 mentions on Twitter, meaning they are far more popular than (RED) within the conversation.



Time Frame

Our listening timeframe was from January 1st, 2021 to September 30, 2021. Using a longer timeframe allowed us to gather enough data to make accurate recommendations.

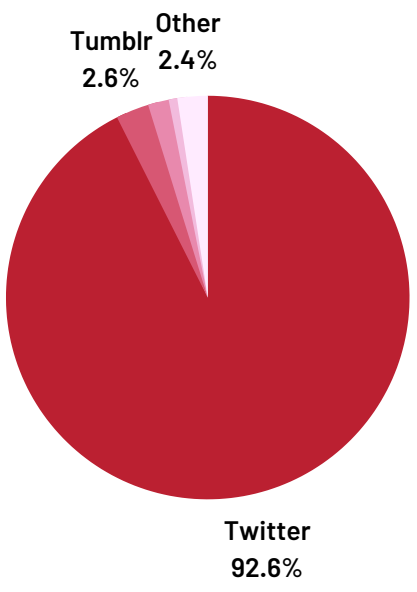


Questions we're Exploring

In our analysis of (RED)'s earned data on various platforms, we aim to better understand the organization's social media presence via answering the following questions:

- What is the audience demographic?
- What main themes does the organization discuss on its platforms and how do followers interact with them?
- How does (RED) compare to its industry competitors?

Earned Organization Data Description

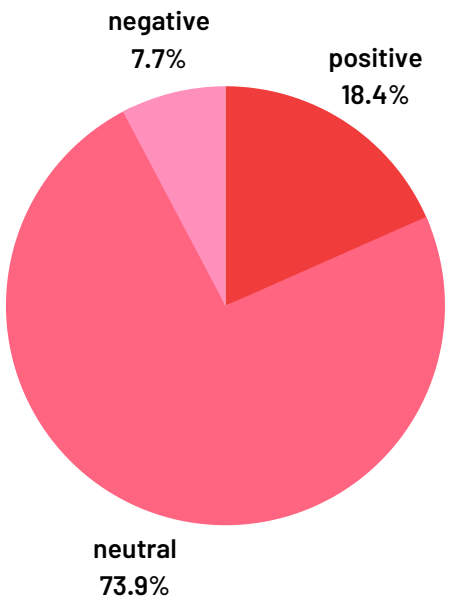
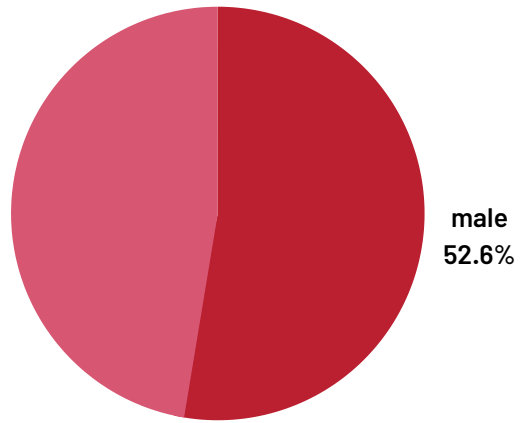


DATA DESCRIPTION

Our listening timeframe was from January 1st, 2021 to September 30th, 2021. Using a longer timeframe allowed us to gather a sufficient amount of data to generate accurate recommendations. (RED) received a total of 2,004 mentions on Twitter during this time frame. 92.6% of RED's total mentions come from Twitter (see figure A). The mentions gathered from the rest of the sites like Tumblr and Yahoo were mostly irrelevant to the organization and topic (see figure B). Therefore, only Twitter will be analyzed in this report

GENDER BREAKDOWN

Approximately 53% of those who engage with RED identify as male. This is consistent with the gender distribution of HIV diagnoses.



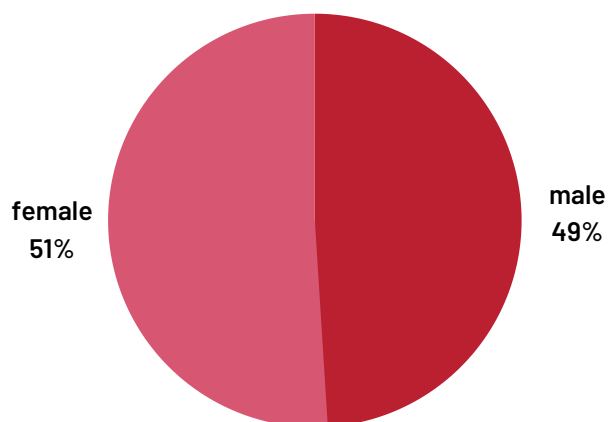
SENTIMENT BREAKDOWN

Overall, 73.9% were mentions were of neutral sentiment, 18.4% were positive, and 7.7% were negative. Much of this content was informative regarding spreading awareness of the disease, treatment, or fundraising events.

THEME ANALYSIS

COVID and HIV/AIDS

Volume: 840 posts, 41.90% of all posts in the dataset



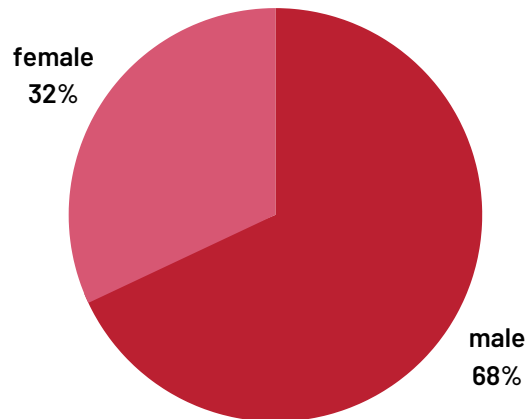
Unique items: links to (RED)itorial articles on their website, informative editorial articles that provide news (see above)

The conversation about this theme is largely focused on (RED)'s overall mission to fight pandemics globally. The conversation surrounding this theme is multifaceted and generally focused around sharing support and spreading awareness, including infographics or linked articles. Overall, this theme is at the center of everything they do as an organization. Since this content is primarily informative, sentiments expressed are generally neutral. Positive conversations seem to focus on people praising (RED)'s collaborations with other brands, since they work with companies like Apple and Balmain to create one-of-a-kind products (from which proceeds are donated to research). There does not seem to be much negative sentiment; or if so, the negative sentiment is directed toward pandemics, not (RED) or their efforts.

THEME ANALYSIS

PRODUCT(RED)

Volume: 303 posts, 15.11% of all posts in the dataset



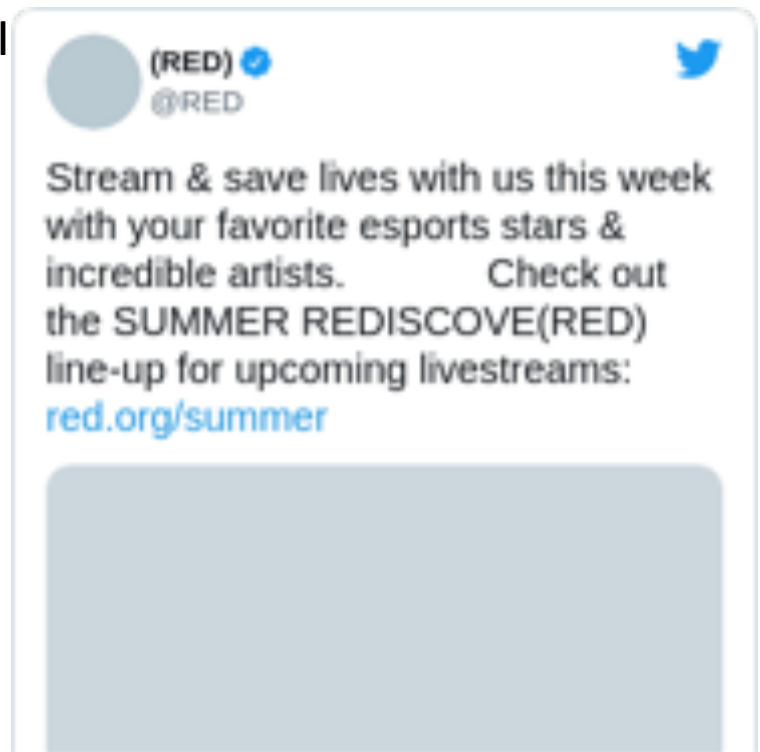
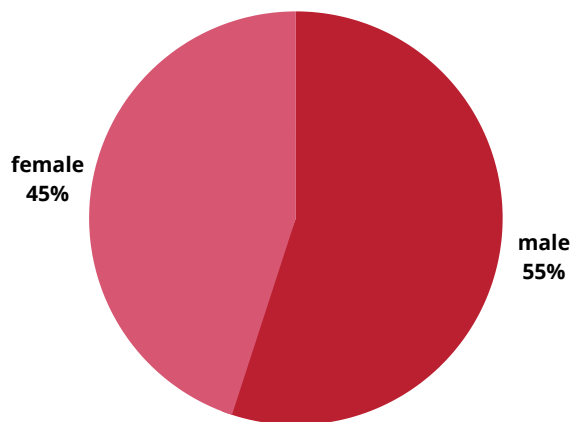
Unique items: #REDOriginals is the hashtag they use on content regarding products (see above). They also utilize an Amazon storefront link

The conversation here is aimed at presenting (RED)'s product offerings in collaboration with other brands, such as Apple or Truffsauce. Proceeds from these products go towards their research and mission in the quest to fight against pandemics, so it is important to them as an organization to market these "(RED) Original" products regularly. Often, but not always, they utilize their #REDOriginals hashtag, and more often than not, they direct readers to an Amazon storefront link containing all of their current collaborations for sale. The sentiment surrounding this theme is mostly neutral. Most of this content is objective and neutral, though some positive sentiment can be viewed as people express their excitement for new products or collaborations. Overall, this theme is the most salesy and does not receive much direct engagement beyond retweets.

THEME ANALYSIS

COVID and events

Volume: 510 posts, 25.44% of all posts in the dataset



Unique items:

- SUMMER REDISCOVER(RED), their fundraising event
- Pride Month, during which they posted specific Pride-related content

This conversation is specifically about fundraising, regarding the events that (RED) regularly hosts in order to raise money for their work. Over the summer, they hosted a "SUMMER REDISCOVER(RED)" event featuring online concerts, live stream events, and video game streams with celebrities and other content creators. Proceeds from these events went towards fighting against HIV/AIDS and COVID-19. Much of this conversation was solely focused on announcing and providing details of events (e.g. "Tune in on Tuesday!"), rather than any discussion. Consequently, the sentiments expressed were primarily neutral or positive. Many of (RED)'s mentions, whether from the content creators themselves or from audience members, expressed positive sentiments and excitement toward the upcoming events. Additionally, people expressed happiness at the special Pride-themed merch that (RED) created and shared photos of themselves in it.

Earned Topic Data Analysis

Executive Summary

HIV/AIDS is one of the largest public health crises in the world. As of 2020, approximately 38 million people have been diagnosed and are living with the disease. Because of its prevalence and its nature, a lot of conversation about HIV circulates on social media, both positive and negative. It is a highly stigmatized topic, so sentiment varies greatly. In this report, we explore the true magnitude of HIV as a social topic and how social media, specifically Twitter, aids in the spread of this conversation. The dataset includes platform demographics, sentiment by conversation, gender-based differences, and more.



Volume

On Twitter specifically, HIV as a topic amassed a total of 1.8 million total mentions during the time frame we analyzed.



Time Frame

Our listening timeframe was from January 1st, 2021 to September 30, 2021. Using a longer timeframe allowed us to gather enough data to make accurate recommendations.

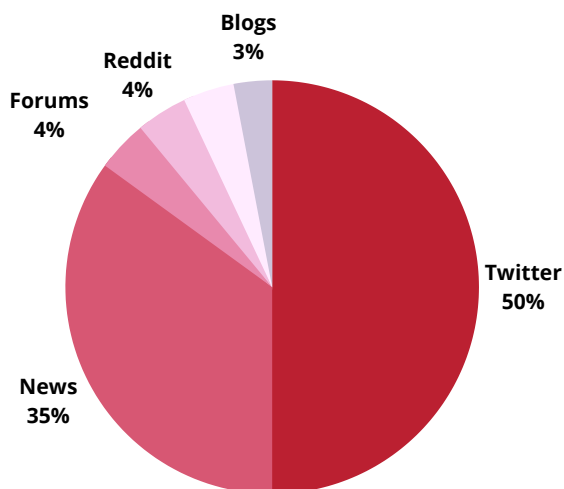


Questions We're Exploring

In our analysis of HIV as a topic on Twitter, we aim to better understand reach and sentiment of this conversation, considering questions such as:

- Who is the main demographic participating in HIV discourse?
- What specific conversation topics are most prevalent about HIV?
- What current events influence this conversation?

Earned Topic Data Description

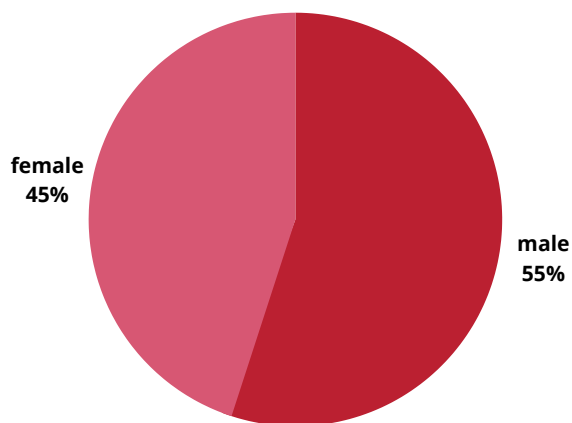


DATA DESCRIPTION

Our listening timeframe was from January 1st, 2021 to September 30th, 2021. Using a longer timeframe allowed us to gather a sufficient amount of data to generate accurate recommendations. HIV as a topic amassed a total of 1.8 million total mentions during the time frame we analyzed. The majority of posts from our topic data set came from Twitter (N=1,847,148), with News sources being the second largest percentage (N=1,281,448).

GENDER BREAKDOWN

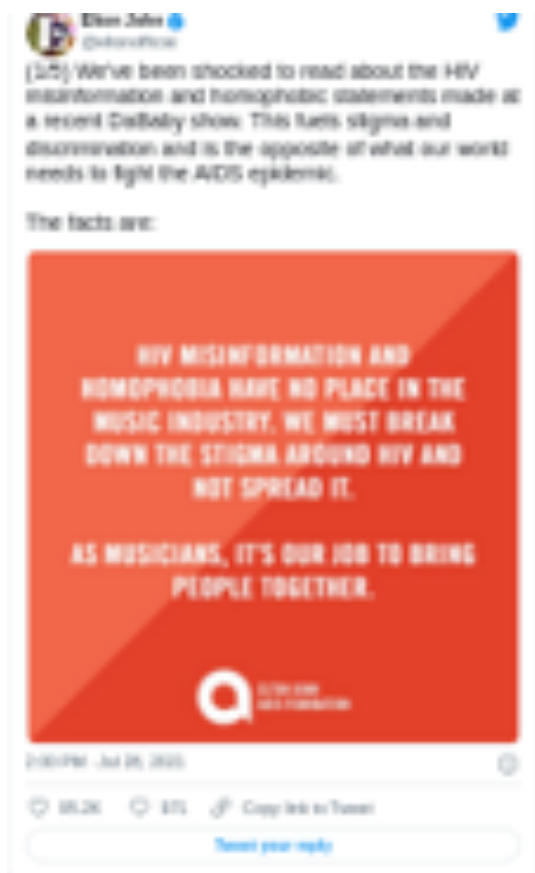
The gender breakdown of this dataset is relatively even at 55% male (N=531,159) and 45% female (N=429,672). Men are slightly more likely to engage in discussion of HIV on Twitter.



SENTIMENT BREAKDOWN

HIV is a highly polarized conversation, so sentiment was unpredictable based on the individual topic. "AIDS epidemic" and "unprotected sex" proved to have the most negative sentiment, most likely because these are widely cautioned against. "HIV vaccine" and "HIV research" are the most positive because health research and developments are universally celebrated and discussed. Overall, the topic remains mostly neutral, but receives more negative sentiment than positive. Through further analysis, negative sentiment was often directed not at HIV or HIV testing, but towards the lack thereof and addressing the stigma against HIV.

Top Items

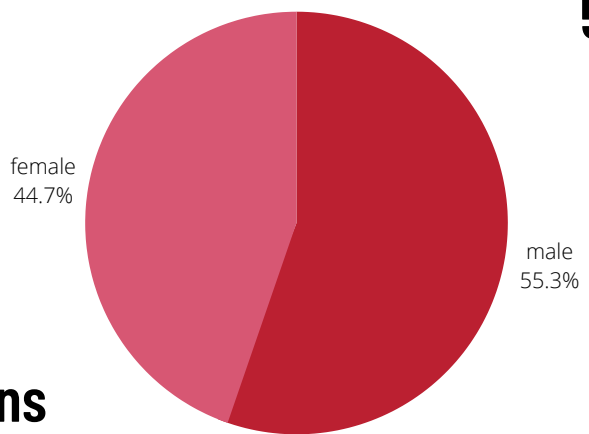


By far the most shared URL was an article from The Telegraph about hundreds of women rushing to a hospital in Tigray seeking emergency contraception and HIV prevention drugs due to a sexual violence-related conflict. The other URLs vary from general awareness to current events surrounding HIV.

Top Shared URLs	Volume
https://www.telegraph.co.uk/global-health/women-and-girls/make-hiv-positive-hundreds-women-rush-tigray-hospitals-soldiers/	6091
https://twitter.com/shafur/status/1388833404553252871	3446
https://www.politico.com/news/2021/03/26/bernie-sanders-medicare-expansion-478166	3393
https://www.givengain.com/ap/jimin-pics-raising-funds-for-children-of-the-dawn/	3158
https://www.cnn.com/2021/06/05/health/aids-40-anniversary-first-reported-cases-trnd/index.html	2956

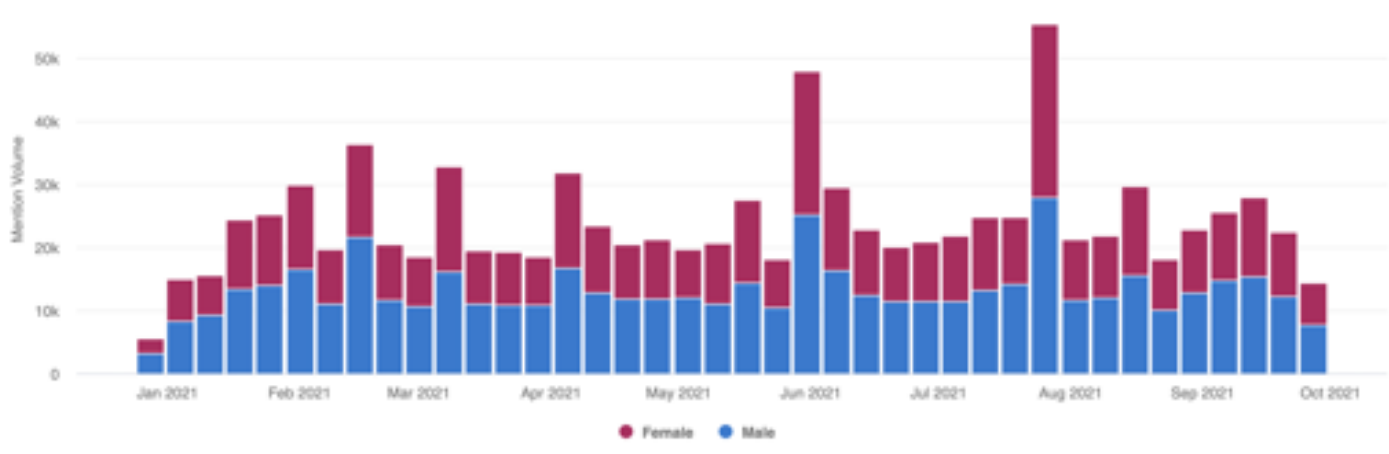
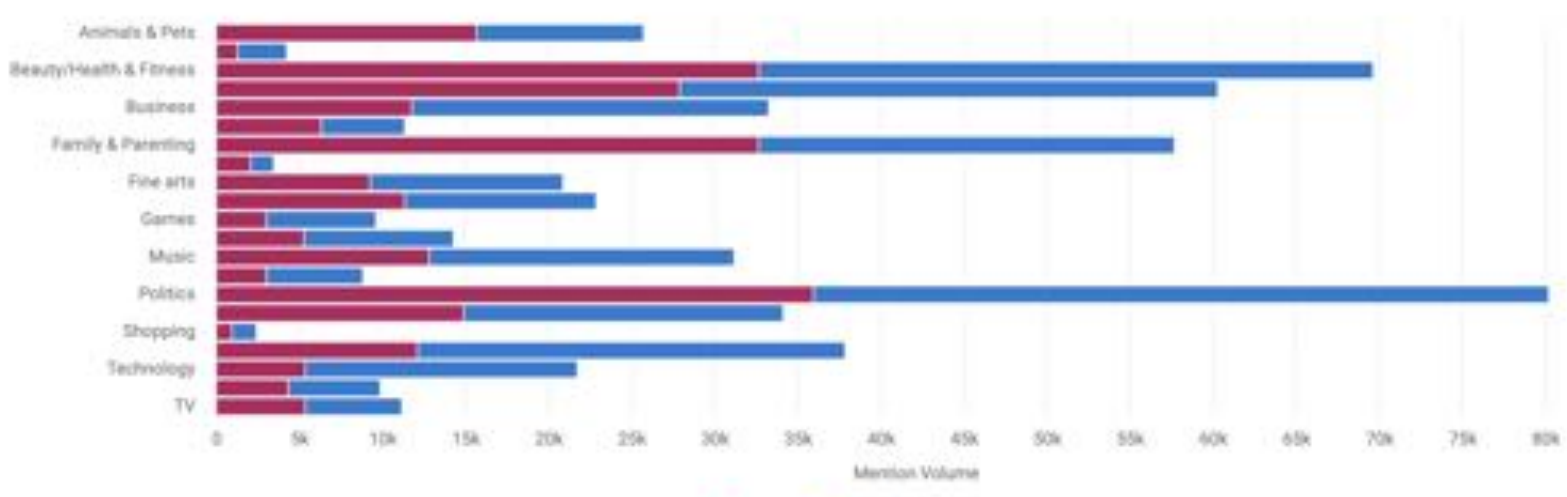
Gender-Based Analysis

531,431 mentions



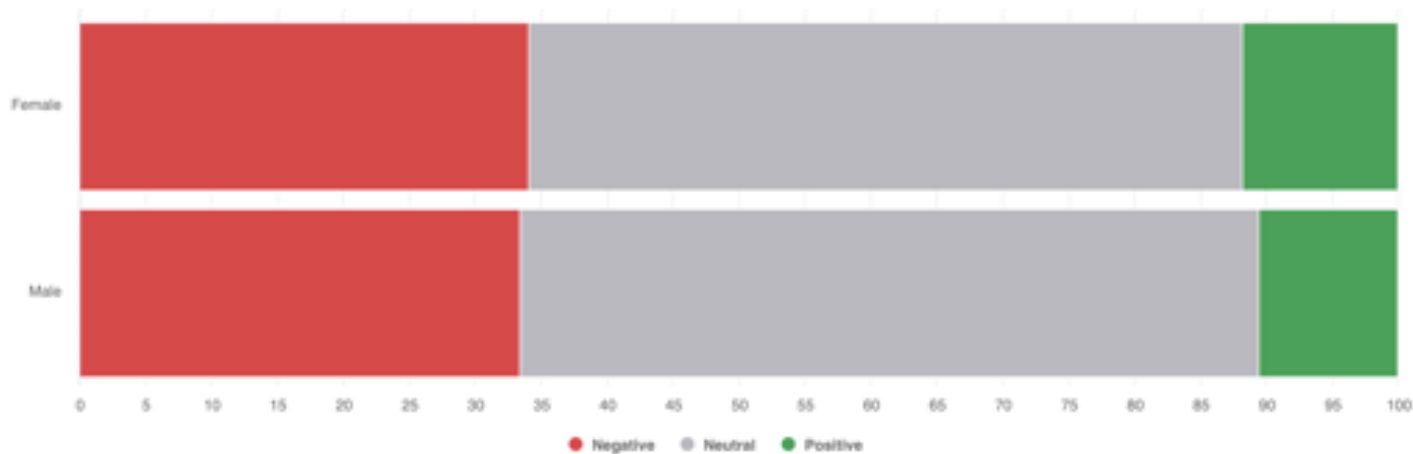
429,783 mentions

Approximately 55% of those who engage with our topic data identify as male.



Gender-Based Analysis

The sentiment of conversations between male and female authors were extremely close in percentage. Conversations from women typically involved current events, history, and awareness. Tweets from men typically mentioned research, prevention, and medicine. The majority of negative mentions had to do with misinformation.



Top Hashtags

#HIV -7,315

#UEqualsU - 1,031

#PrEP - 825

#HIV - 3,829

#ItsASin - 662

#AIDS - 1,017

The majority of conversation revolving around the #HIV relates to research, awareness, and testing. Women tend to discuss ending stigma and spreading awareness about HIV/AIDS, while men tend to discuss testing, medicines, and other methods of support. The tweets using #HIV by males tend to have a theme of "PREVENT," sharing information about PrEP and testing services. Tweets with #HIV authored by women revolve more around the word "research" and "vaccine."

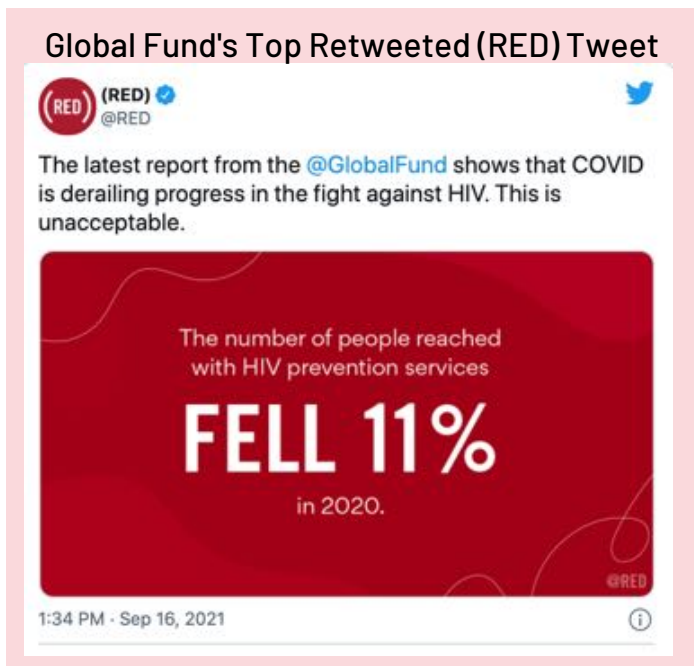
Influential Users

(RED)'s top influencers consist of organizations and artists they partner with to support their initiative to end global pandemics.

1) Global Fund | Reach: 23,476 16 Mentions of (RED)



Global Fund is an organization dedicated to defeat HIV, malaria, and TB. (RED) and Global Fund have an ongoing partnership.



2) Lao Lu NYC | Reach: 3,164 6 Mentions of (RED)



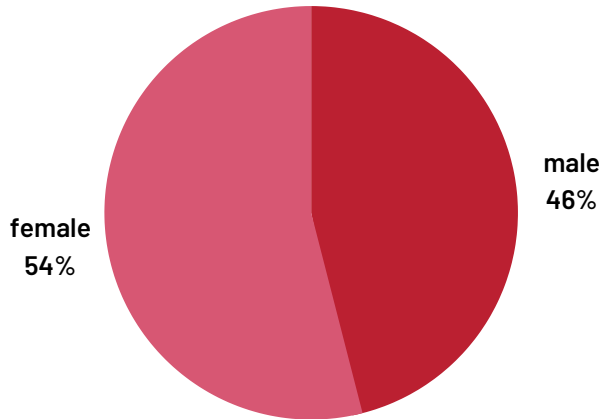
Lao Lu is an artist that created the cover art for (RED)'s collaboration album Dance Saves Lives III.



THEME ANALYSIS

Testing

Volume: 14,976 posts



Unique items: #nationalHIVtestingweek, #knowyourstatus, and #itsasin are all relevant hashtags to the conversation. #itsasin is used as a reference to the attitudes of the AIDS epidemic in the 80s.

Influential User

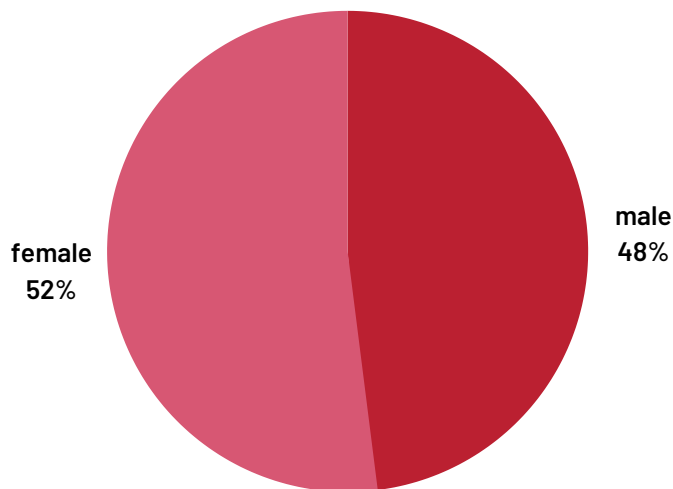
@alexander_olly, lead singer of the band Years & Years, promoted HIV testing to his followers in a partnership with a UK-based charity (Terrence Higgins Trust), generating a huge spike in conversation.

The conversation about this theme is largely centered around people discussing the necessity of testing or their own experiences with it. Huge spikes in these conversations are recorded around National HIV Testing Week and HIV Test Day as organizations and individuals sought to promote and encourage getting tested. A lot of this content is informative (providing information on how or where to get tested, as well as the importance of doing so), resulting in an overall neutral sentiment. The negative sentiment expressed in this data set comes from people voicing concerns about their own health or spreading misinformation or stigma. Positive sentiment is expressed by organizations and individuals encouraging others to get tested or praising ease of access regarding testing (such as at-home testing kits).

THEME ANALYSIS

Volume: 113,025 posts

Stigma



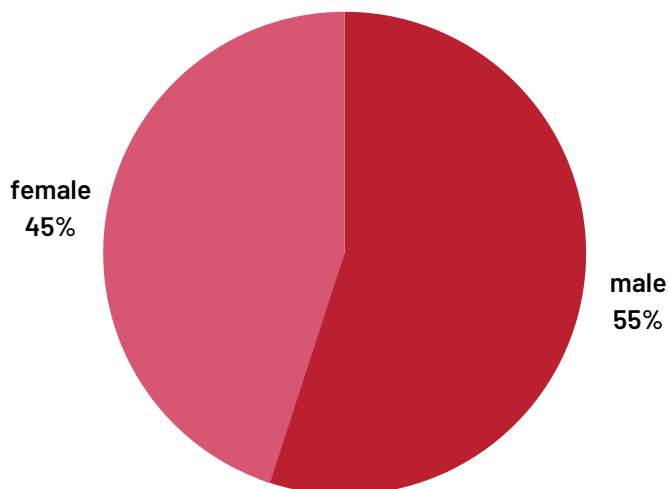
Unique items: DaBaby, an American rapper, expressed homophobic comments rooted in HIV/AIDS stigma during a performance at Miami's Rolling Loud music festival. This generated a huge spike in conversation for weeks, even resulting in a statement from Elton John that is one of our most engaged tweets in this dataset (see above).

The conversation here is focused on the continuation of stigma surrounding HIV/AIDS. As aforementioned, DaBaby's comments at Rolling Loud generated a lot of this conversation. The sentiment surrounding this content is often negative, as people express opinions rooted in stigma or criticize the stigma that continues to exist. Neutral conversations are informative content, such as discussion of law or policy changes. There is very little positive conversation surrounding this theme, but that content is centered around people expressing the desire to fight against stigma or sharing success stories of those who have overcome stigma.

THEME ANALYSIS

Healthcare

Volume: 66,043 posts



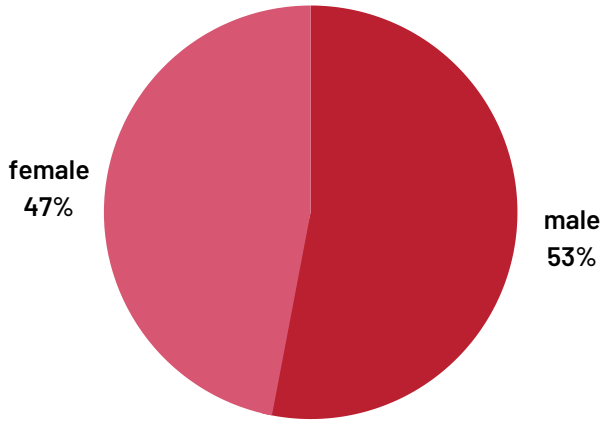
Unique items: Much of this conversation is focused around PrEP, an effective preventative treatment for HIV that has gained popularity in recent years (see above).

This conversation is specifically about healthcare, regarding access to treatment and testing of HIV. A lot of this content is aimed at spreading information about PrEP, a relatively new and effective treatment for those at risk of HIV. Research falls under this theme as well, as most of it surrounds how the disease works and its treatment. Since much of this content is based in science and research, it is largely neutral - however, there is a significant amount of positive expression regarding advancements made in science and treatment of HIV. Some of the negative conversation discusses the strides we still have yet to make, such as an effective vaccine or lack of governmental funding towards this research.

THEME ANALYSIS

Support/Awareness

Volume: 381,131 posts



Influential User

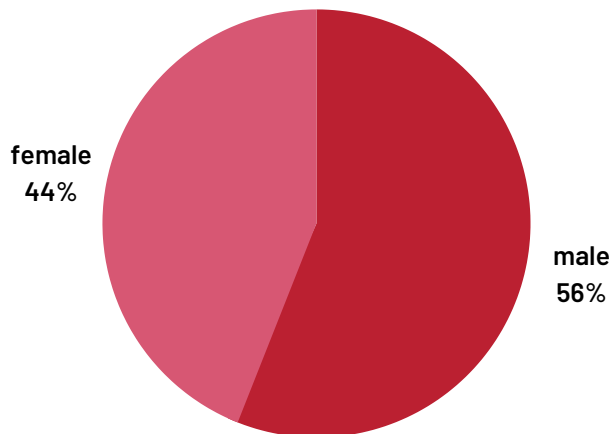
Influential users in this theme include the World Health Organization (@WHO), a reputable source for news regarding HIV/AIDS internationally. Another influential user on Twitter is @HTtweets, the Hindustan Times - a large news source in India.



This theme and its conversation aligns most closely with the content produced by our organization, (RED). Much of this conversation is informative content about what is happening in the world regarding HIV, as well as people expressing support or promoting action to fight against HIV. This theme also encompasses fundraising efforts and events aimed at raising money for research, one of (RED)'s main efforts. This theme and its conversation aligns most closely with the content produced by our organization, (RED). Much of this conversation is informative content about what is happening in the world regarding HIV, as well as people expressing support or promoting action to fight against HIV. This theme also encompasses fundraising efforts and events aimed at raising money for research, one of (RED)'s main efforts. Sentiment in these conversations is all over the place. Negative conversations discuss the issues that still need to be changed or a lack of support for certain marginalized groups. Positive sentiment is in regards to those expressing support for efforts by an organization or group, as well as excitement for events. Much of this conversation is still neutral as people provide and share information about spikes in this epidemic globally.

THEME ANALYSIS

Volume: 3,128,880 posts



Irrelevant



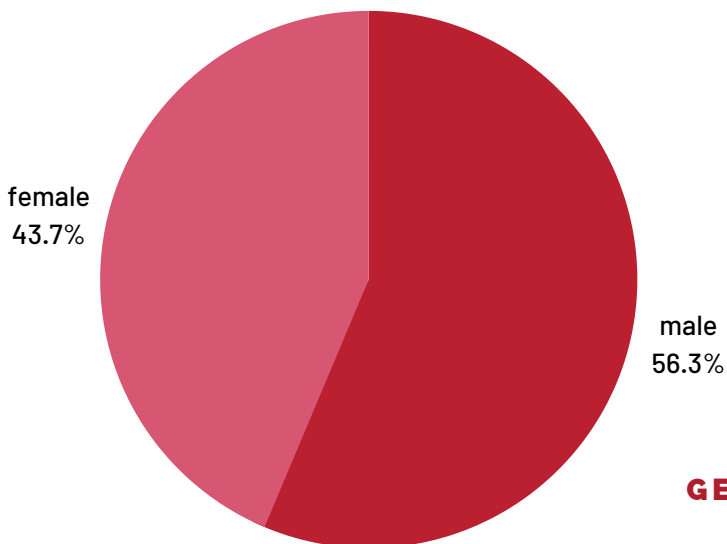
This content is irrelevant to our discussion of HIV/AIDS. Much of this conversation is included due to algorithmic mistakes, such as people discussing the treatment and use of "hearing aids." Much of this is also bot content of repetitive article links or nonsensical tweets. A lot of this conversation focuses on COVID and compares the two pandemics as well. Overall, this content is irrelevant to our dataset and discussion of thematic analysis. Since much of this content is from bots or nonsensical, sentiment is largely neutral. However, there is still some negative sentiment as people discuss HIV/AIDS in the context of COVID or use logical fallacies to draw conclusions.

The above tweet is a perfect example of a data point that was mistakenly pulled into our data set, but is actually biased information rooted in conspiracy theories, related to COVID-19.

Earned Competition Data Analysis

Competition Analysis

DEMOGRAPHIC BREAKDOWN



288.7K

Followers



ELTON JOHN
AIDS FOUNDATION

48.3K

Followers



World Health
Organization

10.2M

Followers

GENDER DEMOGRAPHICS

Approximately 53% of those who engage with RED's competitors identify as male.

COUNTRY DEMOGRAPHICS

The majority of authors mentioning RED's competitors were based in the US (171,922), with some presence in India, the United Arab Emirates, and Canada as well.



**1.15M
POSTS**

(RED)'s competitors had 1,151,243 mentions over the time period

**JANUARY 1 -
SEPTEMBER
30**

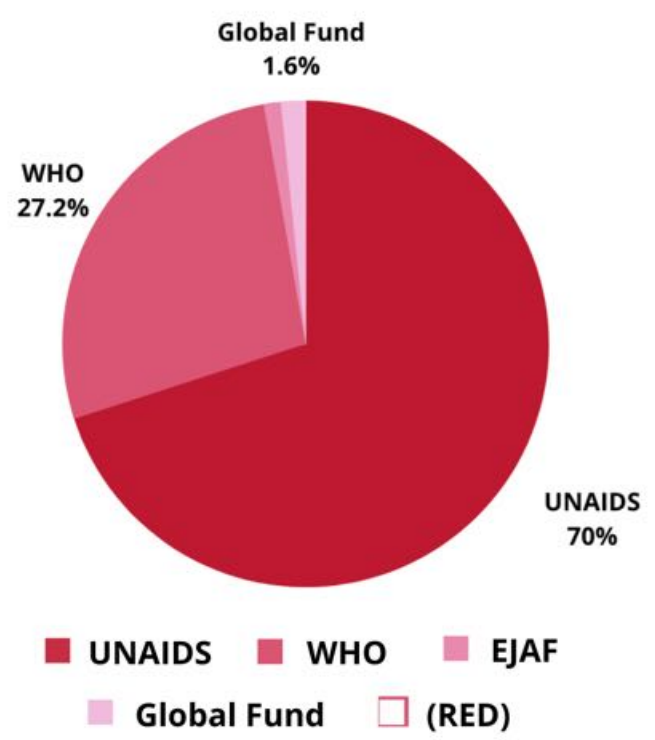
The time sample that these accounts were engaged with

73.6%

Of posts with competitors were under neutral sentiment.

Competition Analysis

DATA INSIGHTS



COMPETITIVE SHARE OF VOICE

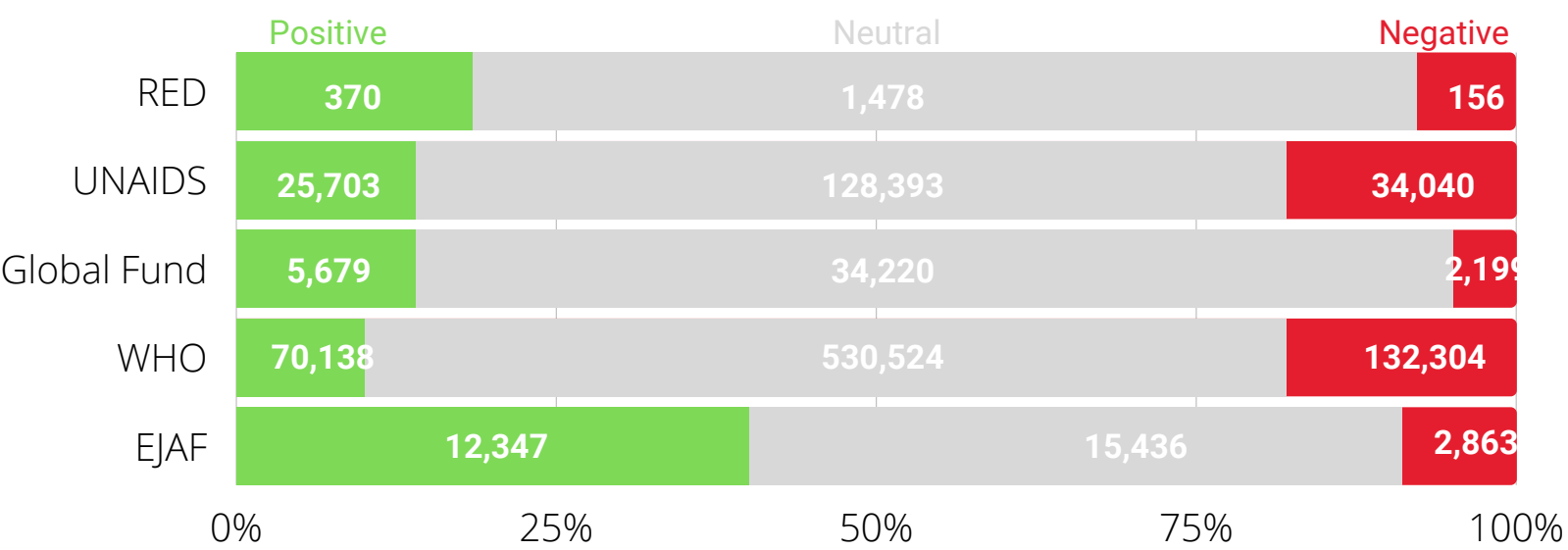
This chart shows the Share of Voice across RED's competitors from January 1, 2021 to September 30, 2021. The World Health Organization (WHO) has by far the largest share of voice with 74% (n= 733,895) of the conversation. Following them is @UNAIDS, contributing to 19% (n= 188,678) of the competing conversation. RED falls far, far behind with less than 1% of share of voice (n= 2,004). This is important for us to take note of as we explore recommendations for the brand.

Pie Chart key:

RED	2,004
UNAIDS	188,678
World Health Organization	733,895
Elton John AIDS Foundation	30,651
Global Fund	42,109

SENTIMENT ANALYSIS

This chart shows that the majority of sentiment in these organizations' mentions were neutral. Based on the percentage of total volume, The Global Fund had the most neutral tweets (81%), with RED closely following (73%). The Elton John AIDS Foundation had the largest percentage of positive mentions (40%). All organizations enjoyed a low number of negative tweets, with @UNAIDS and The WHO tied for the largest percentage with just 18%. This shows that generally, posts directed at RED and its competitors are more informational or informative than they are opinion-based. This plays an important role in how these accounts ought to interact with users.



Competition Analysis

SPIKE ANALYSIS



SPIKE A

July 11

#myanmar was trending, with numerous mentions of @UNAIDS. The volume of mentions for RED's competitors went up 85% as the @WHO was announcing news about the rise of COVID-19 cases due to the Delta Variant.

SPIKE B

March 11

#COVID19 was trending as it was the one year anniversary of @WHO declaring covid as a global pandemic. The volume of mentions was up by 475%.

SPIKE C

January 11

#Fauci is trending as Kamala Harris spoke with WHO director in response to the United States announcing its reformative relationship with the WHO, including resuming funding to the organization. The volume of mentions increased by 402% at this time.

Social Network Analysis

Social Network Analysis

THEMES:

The themes analyzed in our social network analysis are stigma and testing, two commonly discussed topics within conversations about HIV online.

KEY METRICS:

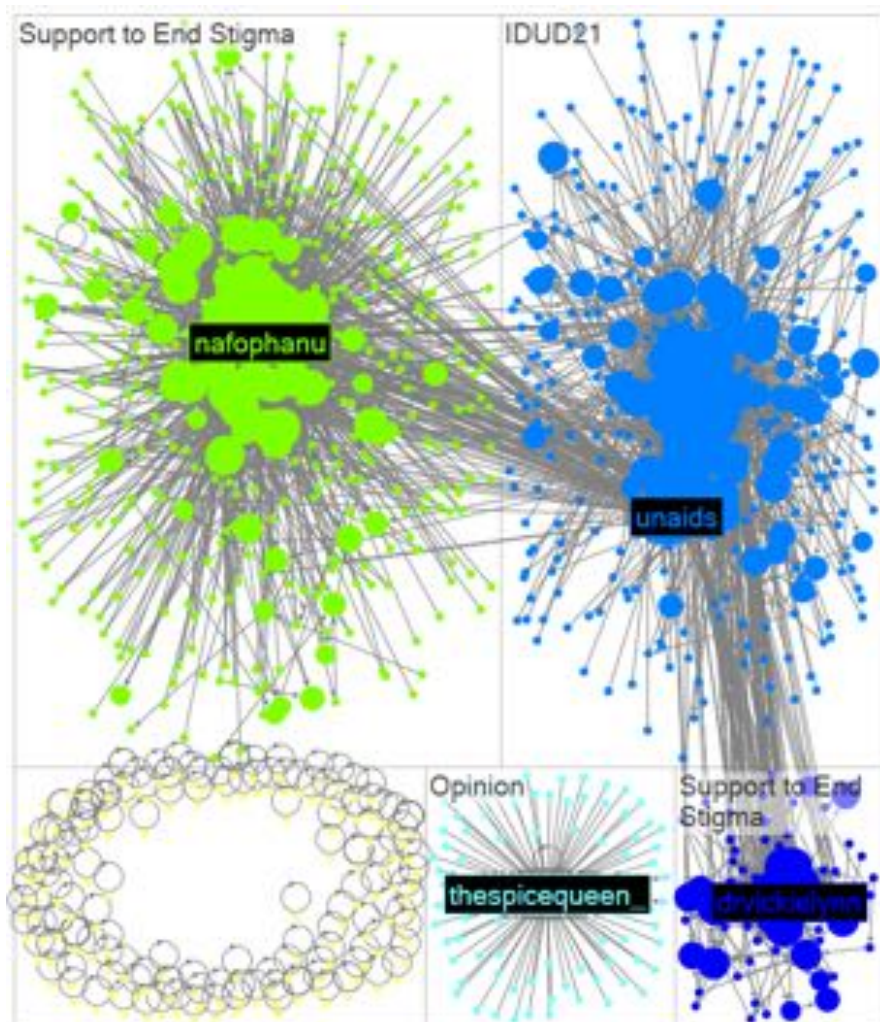
While analyzing this data, we considered key metrics of in-degree, betweenness, and reciprocity.

CLUSTER ANALYSES:

Within the stigma theme, our clusters are focused around support to end stigma, international holidays (International Drug Users Day), and personal opinion

Within the testing theme, our clusters are mainly focused around health promotion, awareness, testing, meme, and stigma.

HIV/AIDS Stigma



SUPPORT TO END STIGMA

This conversation surrounds the concept of ending stigma against HIV. There are two different clusters centered around the same conversation, but with different top users, @nafophanu, which is the National Forum of PLHIV Networks of Uganda and @drvickielynn, a public health educator. @UNAIDS is a bridge for both clusters.

INTERNATIONAL DRUG USERS DAY 2021

On International Drug Users Day, @UNAIDS calls for action against the criminalization against people who use drugs. Because they are the leaders in this world health initiative, users in this cluster get their information from this organization.

OPINION

This conversation is about people's personal opinion about HIV, both positive and negative. The top user @thespicequeen_ has a somewhat controversial opinion about black women and stigma about HIV.

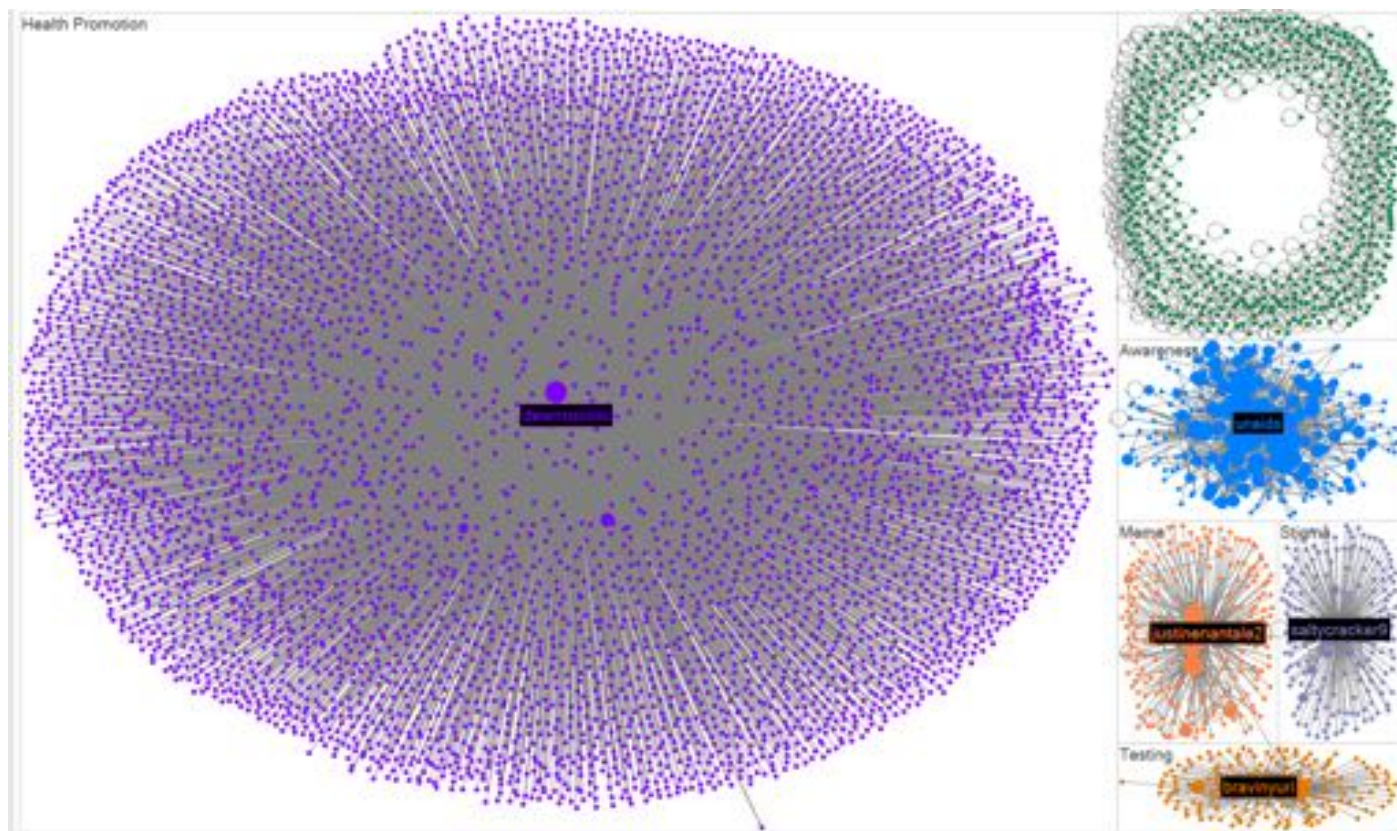
@UNAIDS is a bridging hub, with an in-degree measurement of 126 and the highest betweenness degree of 456619.64. High in-degree and betweenness indicates that this user serves as a connector between conversation communities, providing information to a variety of people. Content from @UNAIDS is heavily retweeted, meaning they have high reach and engagement. @RED can learn several things from their competitor @UNAIDS to reach more users and be more influential in the HIV space, which we discuss in our recommendations on page 6.

Top Tweets in the Stigma Conversation



This tweet from @UNAIDS received high engagement for this topic of HIV stigma, as many of their tweets do. With high engagement, high in-degree, and high betweenness, @UNAIDS's content has a huge reach to many different communities of people. Due to their connection to the UN, @UNAIDS is generally received as a reliable news source, allowing them to interact with people of differing backgrounds and political views.

HIV/AIDS Testing



HEALTH PROMOTION

This conversation surrounds the idea of the relationship between health promotion and HIV/AIDS testing. The in-degree from @dewirosliiiiiii is extremely high, at 5,615, meaning that their tweets had the most engagement among their community that engages with the topic.

AWARENESS

Awareness had a very high degree of betweenness centrality, meaning a lot of users were interacting with @UNAIDS for information regarding AIDS awareness. They are an important source of information for users engaged in conversations surrounding AIDS testing.

TESTING

This conversation has a bridge to the meme conversation, but for the most part stands alone in its community of users talking specifically about testing.

MEME

The meme cluster is largely conversations surrounding jokes and pop culture references relating to the topic of AIDS testing. It has a small in-degree, at 99, meaning that it was a very nice community of users discussing memes.

STIGMA

The conversation from @saltycracker9 surrounded the topic of HIV/AIDS stigma, and did not receive a lot of attention beyond its community of users. This is likely due to the fact that it was misinformation.

Top Tweet in the Testing Conversation



This tweet from @UNAIDS is focused on awareness of HIV testing and recent strides made in that domain. This tweet received 7.8k likes, a high number for this topic on Twitter. As previously mentioned, @UNAIDS has credibility in its affiliation with the UN and is able to reach many different communities of people.

Unlike the conversation about stigma, the conversations regarding HIV testing are very separate from one another. From our analysis, we were not able to pull any distinct bridging hubs, as in our analysis of the stigma conversations. Within the topic of testing, communities seem to be having independent conversations.

Mentor Feedback

MENTOR FEEDBACK

Our mentor, Lucy Cao from NCR, made a number of very helpful and informative suggestions to the improvement of our report. Namely, she recommended some visual and style changes to help the information we are presenting be more reader-friendly, saying we should focus on using "basic design principles to help with spacing of graphs, charts, and examples." We have implemented that recommendation across the entire report by revitalizing our graphs and big quantitative points in a more appealing way. She also recommended, similarly to Janice, that since this report is a lot to take in, "language should be concise." We have made edits to our wording so our report is an easier read.

LUCY CAO



IMPLEMENTATION

The main ways we implemented Lucy's recommendations were in cleaning up the general style of our report, and fixing the errors she pointed out on Assignments 2, 3, and 4. Specifically, we added captions to pie charts, enlarged necessary images, made spacing changes, and ensured that colors and fonts were uniform across the entire report. The errors were primarily issues relating to consistency of elements, fonts, and graphs. We have also added labels to our graphs and more in-depth breakdowns of our data.

Appendix

APPENDIX

Organization Data Search Terms

(@RED AND (COVID))
 NOT ("red right and true" OR "state" OR "states" OR "zone" OR "tape"
 OR "red list" OR "red cross" OR "india" OR "GOP" OR "Biden")
 OR (@RED AND (HIV OR AIDS OR HIV/AIDS))
 OR (@RED AND ("fight against"))
 OR (@RED AND (pandemics))
 OR (@RED AND (amazon))
 OR (@RED AND ("product red"))
 OR (@RED AND #REDoriginals)

Topic Data Search Terms

(HIV OR HIV/AIDS OR AIDS OR #HIV OR #AIDS)
 AND
 (support OR awareness OR prevention OR prevent OR testing OR test OR tests OR
 stigma OR access OR fundraising OR fundraise OR fundraised OR fundraiser OR
 research OR researchers OR medication OR medications OR PrEP OR transmit OR
 transmitted OR transmission OR healthcare OR health OR "health system" OR
 "health systems" OR "fight against" OR Africa OR "Sub-Saharan Africa" OR cases OR
 death OR deaths OR "born with" OR misconception OR misconceptions OR
 misinformation OR program OR programs OR emergency OR emergencies OR
 global OR "global health" OR myth OR myths OR discovery OR "living with" OR "live
 with" OR pandemic OR pandemics)

Competition Data Search Terms

@UNAIDS OR #UNAIDS OR UNAIDS
 OR @GlobalFund OR #GlobalFund
 OR ((@WHO OR "World Health Organization") AND (COVID OR
 pandemic OR HIV))
 OR "Elton John AIDS Foundation" OR @EJAF OR #EJAF



SEE > Suite

*Grady College of Journalism
 and Mass Communication*

UNIVERSITY OF GEORGIA