



care®

**FINAL
REPORT**

Gabriella Delliponti
Lilly Hardin
Makenzie Bell



SEE > Suite
*Grady College of Journalism
and Mass Communication*
UNIVERSITY OF GEORGIA

ADPR 5750- SOCIAL MEDIA ANALYTICS

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CARE[®]



@CARE



@CAREORG



@CARE

CARE is an international organization that brings awareness to philanthropic and humanitarian efforts across the globe. They work alongside local organizations and other international organizations to assist with crises and movements spanning a variety of topics and causes. These span be anything from donations and charities, disasters and crises, female social movements and suppression, public health awareness and information, and also any type of humanitarian needs and aid. CARE spreads itself across these topics, and this report will provide more insight into the conversation and sentiments surrounding these topics. The report is limited to Twitter data due to minimal data from other platforms.

BUSINESS PROBLEMS

CARE's variety in media types and target types lacks consistency and effectiveness

CARE has the opportunity for greater harnessing power in supporting their's and other's initiatives

Competitors create a more positive sentiment in the information they share

KEY PERFORMANCE INDICATORS

REACH

ENGAGEMENT

MENTIONS

SENTIMENT

These key performance indicators were used to measure the effectiveness of CARE's role in conversations, what conversations were about, and what users talk about and interact with the most.

DATA OVERVIEW

Timeframe | **JULY 20, 2021- DECEMBER 31, 2021**

Owned Data

300 ORIGINAL TWEETS

@CARE

PLATFORM: TWITTER 

**BRANDWATCH DATA
COLLECTION**

CODING SCHEMA (APPENDIX I)

Earned CARE Data

24, 430 MENTIONS

Conversations about CARE

PLATFORM: TWITTER 

BRANDWATCH DATA QUERY
(APPENDIX II)

THEME ANALYSIS (APPENDIX III)

Earned Topic Data

1,136,827 MENTIONS

Conversations about Humanitarian Aid

PLATFORM: TWITTER 

BRANDWATCH DATA QUERY
(APPENDIX IV)

TOPIC ANALYSIS (APPENDIX V)

Earned Competition Data

310,561 MENTIONS

Care, Oxfam, International Rescue
Committee, Malala Fund, & Direct Relief

PLATFORM: TWITTER 

BRANDWATCH DATA QUERY
(APPENDIX VI)



RECOMMENDATIONS



WHAT TO DO?

HOW TO DO IT?

WHY?

Resonate with audience effectively through media theme and content

Primarily share topics of violence and humanitarian needs information featuring people and environments

Violence and humanitarian needs have the largest average engagement. Media containing environments had highest average engagement. (p. 9)

Engage audience through straightforward, easy to understand content

Share photo and text only Tweets and minimize information dependency on URL

Image and text only perform best, infographics perform poorly, Tweets without a URL had largest engagement (p. 10)

Increase engagement through effective hashtag usage

Include 4 hashtags and focus on location

Data indicated four hashtags received the highest average engagement. Hashtags about location had the highest engagement (p. 11)

Create connection, add credibility, and demonstrate support through influential figures

Mention relevant and important public figures and organizations

Tweets mentioning public figures had the highest average engagement. Tweets containing a tag mention for public figures had the highest average reach (p.12)

Engage audience through providing useful information

Share relevant information that provides the consumer with the latest news

Shown in our spike analysis, the top three spikes in conversations surrounding CARE are tweets about breaking disasters and crisis (p. 14)



RECOMMENDATIONS

WHAT TO DO?

HOW TO DO IT?

WHY?

Increase mentions about charity and donations surrounding humanitarian causes

Include mentions of different charities that are bringing awareness to hardship throughout the world.

According to our data, the charity/donate conversation around CARE received a high amount of mentions and a significant amount of unique authors (p. 16)

Gain donor attention and support on Twitter to expand audience and reach

Include mentions of different charities that are bringing awareness to hardship throughout the world to be retweeted.

Approximately 40% of the topic analysis dataset was about crisis that included unique links. Crisis made up 277, 557 mentions of 1,136,827 total (p. 24)

Share breaking stories and unbiased information to appeal to those looking for an information source

Keep ahead of stories, trends, and information to be a conversation- starter

Conversation surrounding humanitarian aid is primarily neutral and negative (p. 22). Users are in search of unbiased information to form their own opinions

Create CARE initiatives to call people to action and encourage sharing in efforts to expand reach

On important days, such as World Humanitarian Day, create online based initiatives that utilize hashtags to showcase the organization's values and mission

On World Humanitarian Day there were many calls for help, and it allows great opportunity for involvement. The day's hashtag was widely mentioned to bring awareness (p. 28)

Create a positive connotation through tweets, retweets, and mentions

Balance negative and positive topics. Use neutrality in harder contexts when appropriate, but increase positive copy in Tweets

According to our data, CARE's competitors' audiences are more likely to use a positive voice over a neutral or negative one (p. 31)



CARE'S OWNED DATA

OWNED DATA OVERVIEW

The Data Set

300 ORIGINAL TWEETS

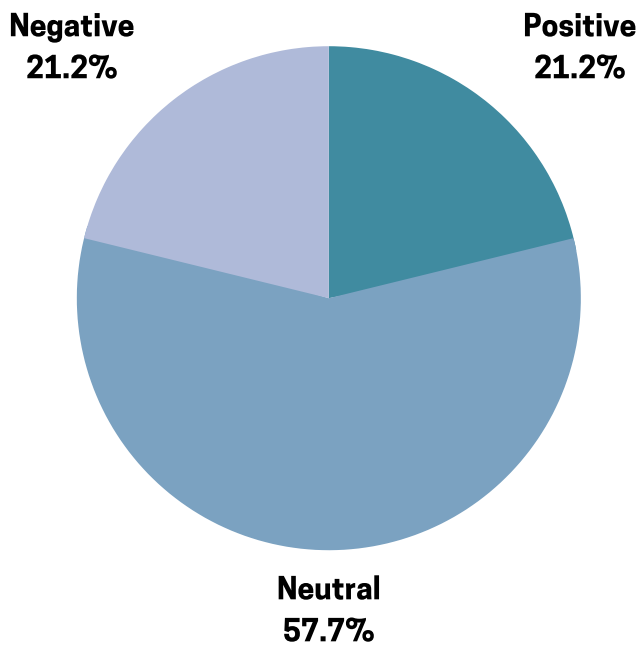
@CARE



PLATFORM: TWITTER

GEOGRAPHY: UNITED STATES

Sentiment



Topics

STORIES THAT INSPIRED US IN 2021
GENDER EQUALITY
WOMEN AND GIRLS
CLIMATE CHANGE
HUMANITARIAN AID

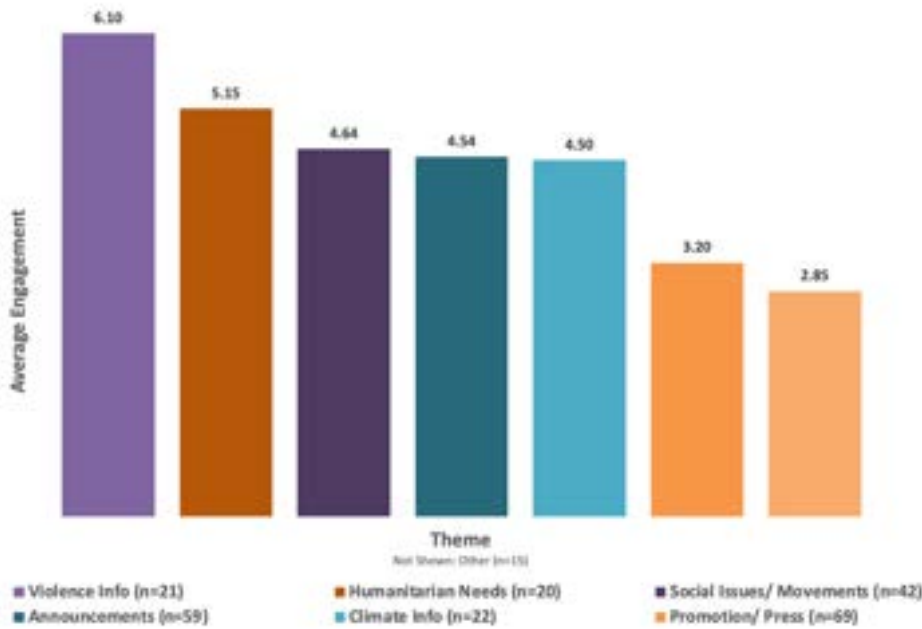
CARE primarily has a neutral sentiment. This is due to sharing fact-based information. The positive comes from sharing empowering stories from around the world, and the negative comes from sharing urgent needs in crisis and reacting to hardships.

717 TOTAL MENTIONS DURING PERIOD



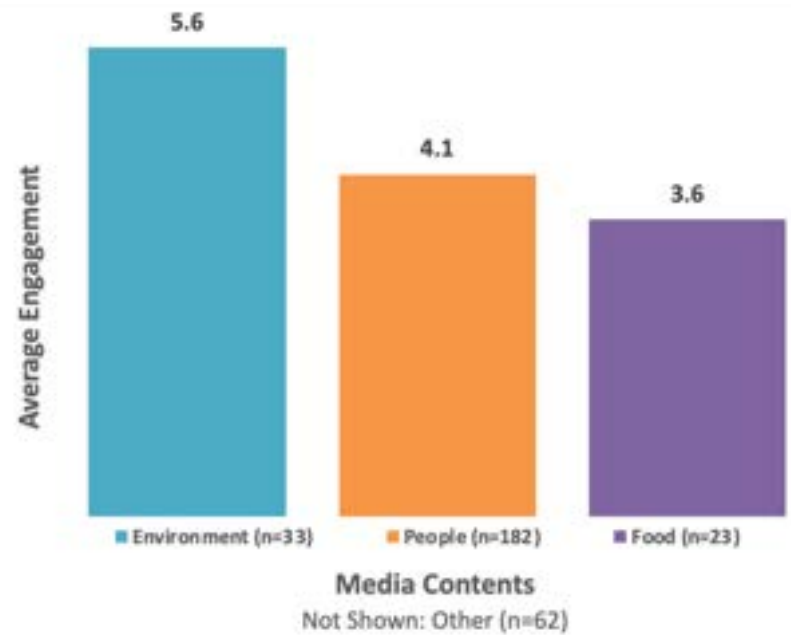
THEME & CONTENT IMPACT

AVERAGE ENGAGEMENT BY THEME



CARE's audience engages with a high range of topics with the largest average engagement for violence (6.1) and humanitarian needs (5.15) information posts. The themes with the least average engagement are promotion/press (3.2) and public health information (2.85), and they are most commonly posted (n=69 and n=52). These posts commonly contain information requiring action or pandemic-related information. These can be repetitive and saturated across Twitter's platform. The audience engages more with content surrounding organizational focuses of humanitarian needs, violence, and social issues/movements.

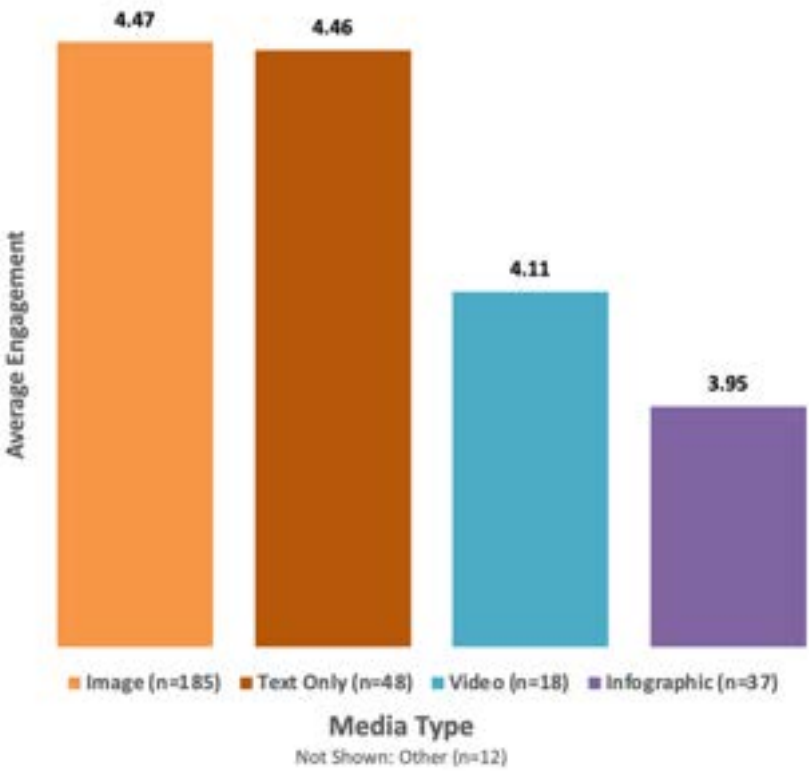
AVERAGE ENGAGEMENT BY MEDIA CONTENTS



11% of the sample Tweets contained environments, but the organization saw an average engagement of 5.6. CARE most commonly shares media containing people (n=182), but this comes second with average engagement at 4.1. Being a humanitarian organization fighting poverty and hunger, CARE's content focus isn't on environment, but featuring people, stories, and gaining support. The audience engages to visual seeing impacts of issues beyond the organizational focus.

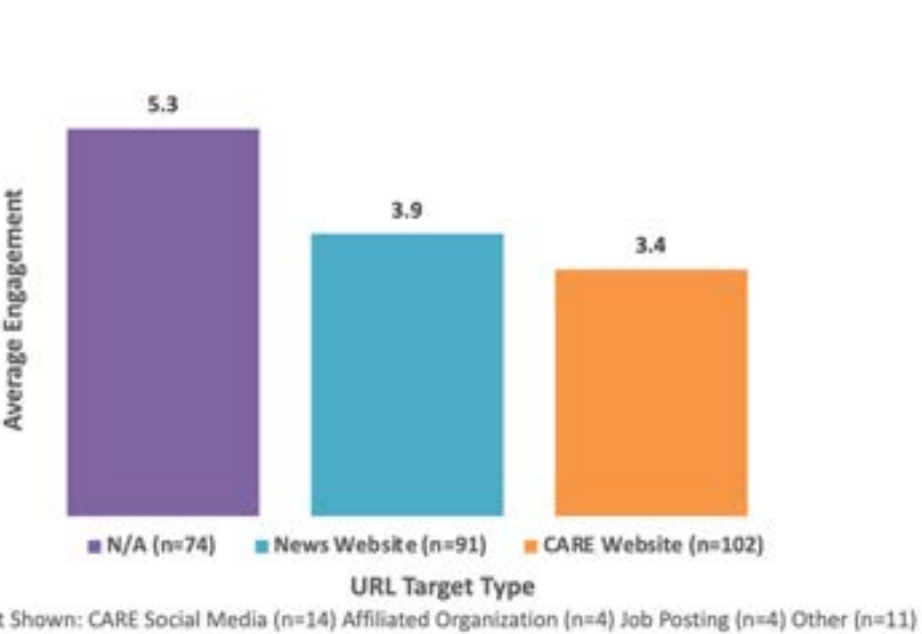
MEDIA TYPE & URL TARGET IMPACT

AVERAGE ENGAGEMENT BY MEDIA TYPE



CARE predominately uses images (n=185) in their content. Text only (n=48) and infographic (n=37) have similar samples, but indicate text only Tweets having higher average engagement. Text only content is readable and to the point. Infographics can lack readability, require attention, and can contain unnecessary information. While video content is not commonly shared (n=18), the average engagement of 4.11 exceeds infographic content. Audience is more likely to engage with content requiring less effort to understand.

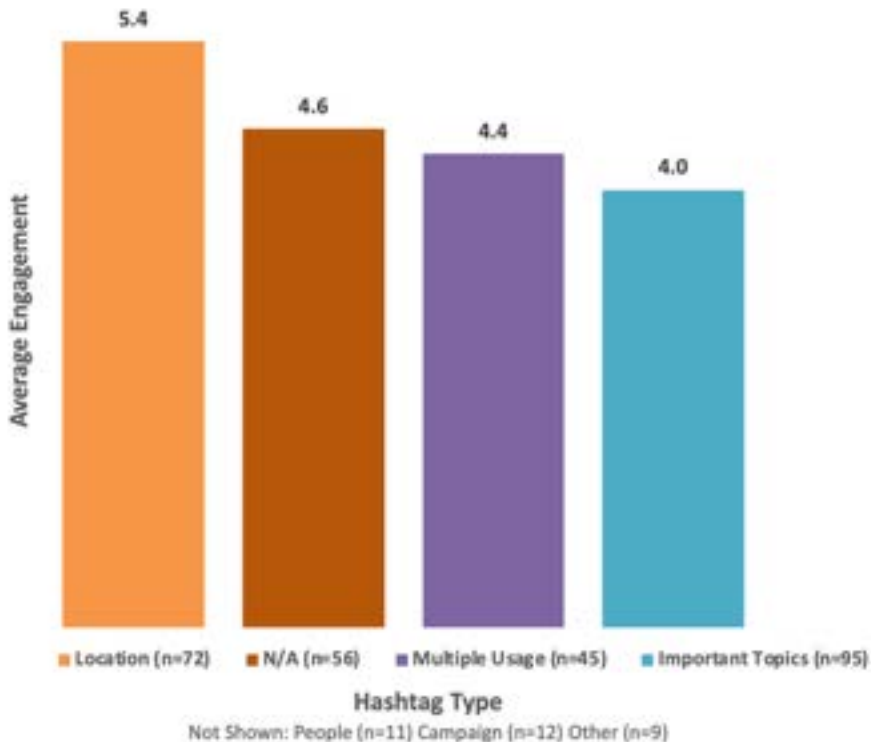
AVERAGE ENGAGEMENT BY URL TARGET



CARE sees the highest average engagement at 5.3 on Tweets that do not contain a URL link. In the sample, 24% of tweets did not contain a URL. Of the 76% containing a URL, links to CARE's website (n=102) and news websites (n=91) were most commonly used and received similar engagement. The audience engages the most with Tweets that do not require further information and further action. The CARE website is commonly linked for donations, petitions, and stories. Tweets containing CARE website stories typically are for promotion rather than delivering message.

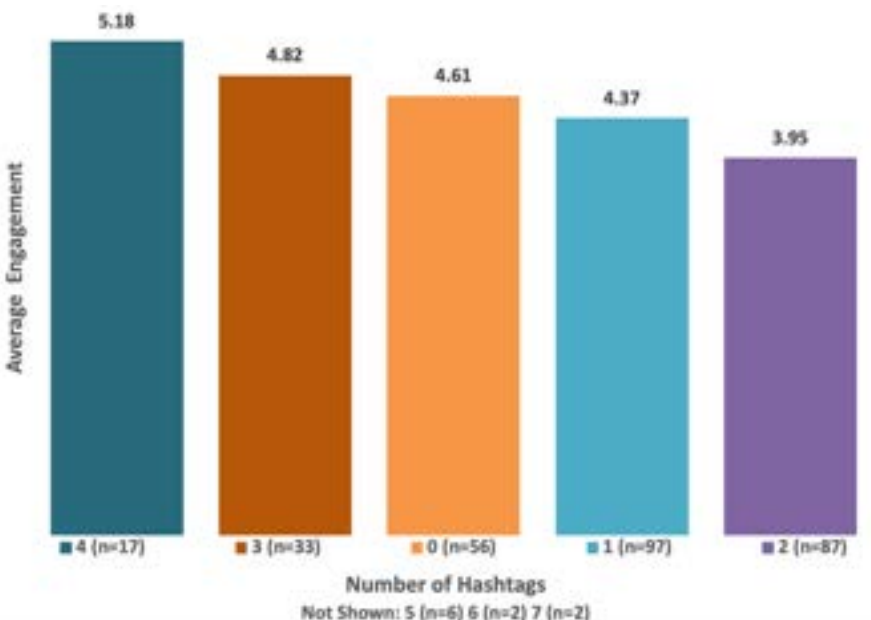
HASHTAG IMPACT

AVERAGE ENGAGEMENT BY HASHTAG TYPE



CARE commonly uses location (n=71) and important topics (n=97) hashtag types. In the data sample (n=300), multiple hashtag types were used within 45 tweets and 56 tweets did not contain a hashtag. Highest average engagement with tweets that contained hashtags in the location category (n=72). Tweets with hashtags containing 'important topics' were used the most (n=95) by CARE but received the lowest average engagement (4.0). The most used location hashtags were [#Afghanistan](#), [#Madagascar](#), [#Haiti](#), and [#Honduras](#) typically aligning with violence and humanitarian needs theme categories.

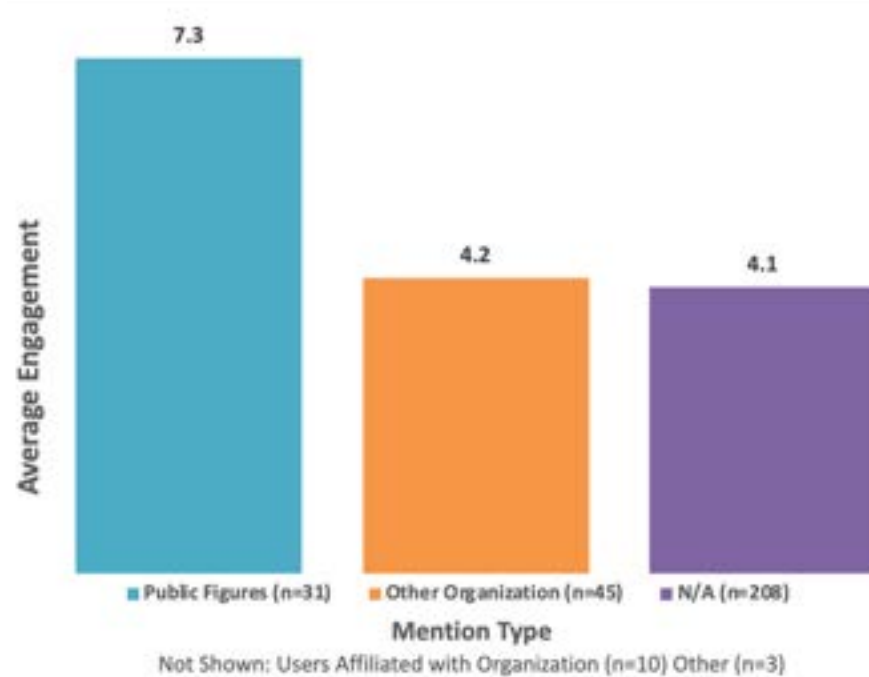
AVERAGE ENGAGEMENT BY HASHTAG NUMBER



CARE predominately uses images (n=185) in their content. Text only (n=48) and infographic (n=37) have similar samples, but indicate text only Tweets having higher average engagement. Text only content is readable and to the point. Infographics can lack readability, require attention, and can contain unnecessary information. While video content is not commonly shared (n=18), the average engagement of 4.11 exceeds infographic content. Audience is more likely to engage with content requiring less effort to understand.

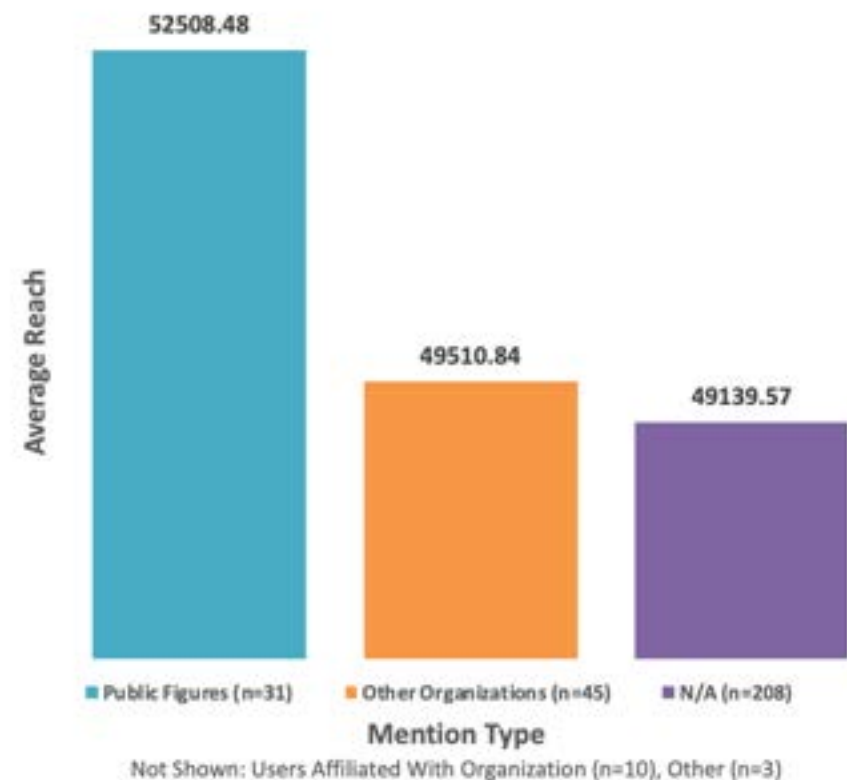
MENTION TYPE IMPACT

AVERAGE ENGAGEMENT BY MENTION TYPE



Tweets containing no mentions were most common (n=208) on CARE's platform and received the least average engagement (4.1). Public figure and other organization mentions were similarly used with public figure mention posts seeing the largest average engagement (7.3). Public figures and other organizations commonly share mentioned content to their audience, expanding reach, and boosting engagement. Mentions can provide credibility to CARE's message and information by showing influential organizations and figures support and involvement with the organization.

AVERAGE REACH BY MENTION TYPE



In CARE's tweets, those mentioning and tagging a public figure, such as a politician, have the greatest reach. The average is about 52,508 impressions. There is not a large margin of difference between other organization tag usage and none at all in terms of reach. Public figures commonly re-share CARE's content that is related to them, expanding the audience and in turn who CARE is able to reach. Mentioning figures helps CARE bring awareness to the causes they support as well as connect audiences to bring credibility.

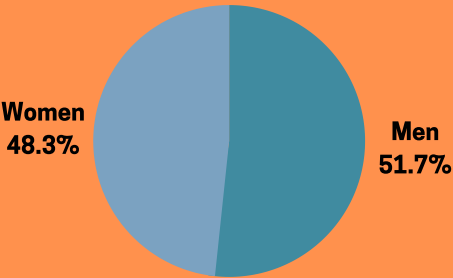


CARE'S EARNED ORGANIZATION DATA

ORGANIZATION DATA DESCRIPTION

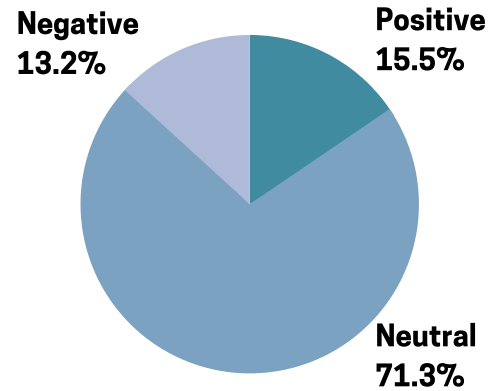
CARE Earned Data Overview

24,430 MENTIONS - 13,029 UNIQUE AUTHORS



Gender Mention Volume

PLATFORM: Twitter 
GEOGRAPHY: USA + UK
SENTIMENT: Heavily Neutral



Sentiment

Conversations surrounding CARE were primarily neutral. These tweets spread information about the organization's involvement in world issues.

Conversations

POSITIVE

Positive discussion surrounding CARE's organization is about progress and positive efforts/change. Men's mentions are relatively more positive than women's mentions. As a whole, positive sentiment makes up around 15% of mentions. The organization encourages coming together to make change, so an online community has grown with users that loyally share their work.

NEUTRAL

Overall sentiment is 70-75% neutral and conversation surrounds sharing fact-based information, calls to action, and donation/service opportunities. Many mentions are retweets or sharing links and news making it more general. This does not provide a strong indicator of sentiment towards the topics of what is being shared.

NEGATIVE

Negative sentiment generally comes with empathy from the user. The conversation making up around 13% of sentiment is not negative about the organization but about world events and issues. Tragic events such as drought, the Kentucky tornadoes, and the Afghanistan Crisis brought negative verbiage to tweets seeking the audience take action.

Mention Volume Peak Drivers

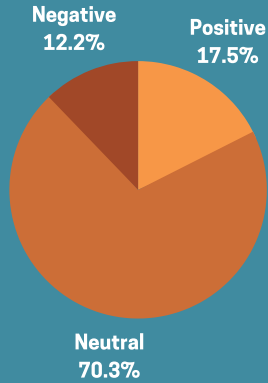


GENDER-BASED TOPIC ANALYSIS



4, 587 Mention Volume

Sentiment Breakdown



Conversations

SUPPORT
DONATE
RELIEF ASSISTANCE
WOMEN

Influential Users

Joe Light

 @joelight | [linkedin.com/in/joe-light-9136106](https://www.linkedin.com/in/joe-light-9136106)
 senior crypto writer for @barronsonline in washington. ex bloomberg @business, @wsj, @money

5.6 K Followers

Oscar Gonzalez

 @ogreporter | CNET.com
 misinformation/conspiracy theories/crypto/video games/tech reporter at @cnet | pac grad '14, tamusa grad '16, cuny jachool '17 | #sanantonio native

3.1 K Followers

Source: BuzzSumo | Query: Appendix III

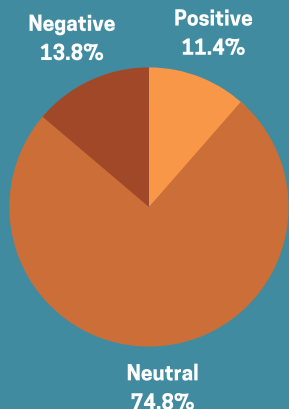
TOP ITEMS: #DONATE (48 MENTIONS) #OROMIAISSTARVING (36 MENTIONS)

TOP ITEMS: #DONATE (512 MENTIONS) #HELP (469 MENTIONS)



4, 340 Mention Volume

Sentiment Breakdown



Conversations


DONATE
AWARENESS
BLACK LIVES MATTER
SPREAD LOVE

Influential Users

Christina Caron

 @cdcaron | nytimes.com
 reporter at the new york times covering mental health and the intersection of culture and health care. dms are open. christina.caron@nytimes.com

3.9 K Followers

Ally Versprille

 @allyversprille | bloomberg.com
 reporter covering #crypto regulation for bloomberg @business. formerly @tax. #uva grad, #steelers fan + retweets = endorsements

6.1 K Followers

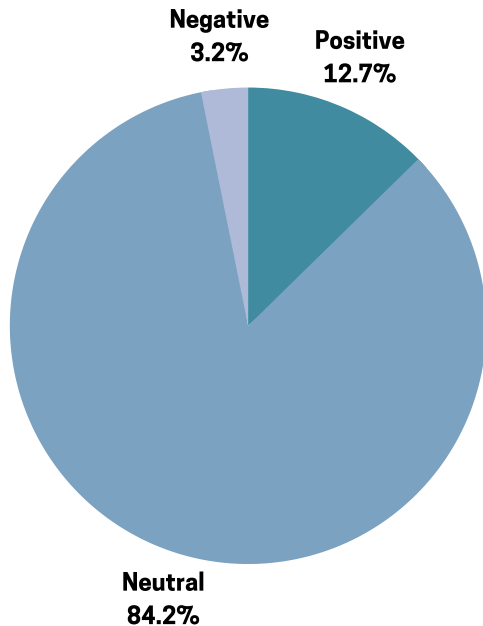
Source: BuzzSumo | Query: Appendix III

CHARITY & DONATE

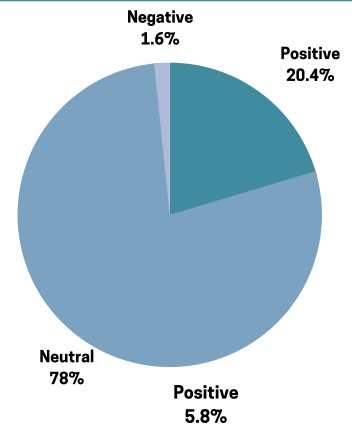
5,330 MENTIONS - 3,451 UNIQUE AUTHORS

TOP ITEMS: #HELP (638) #CHARITY (144)

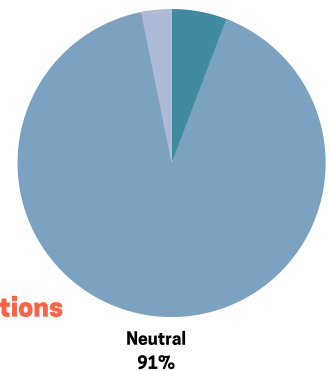
SENTIMENT BREAKDOWN



Men: 609 Mentions



Women: 1,160 Mentions



CONVERSATIONS

HAITI
ASSISTANCE RELIEF
CHARITY STREAM
CRYPTO CURRENCY

Tomorrow 12pm EST the @CARE Charity Stream in partnership with @softgiving begins!
BIG Prizes, games and so much more!
Special guest @sonicmega will be signing and shipping prints, voice requests, and more!
Come on in and help a good cause! 🙏

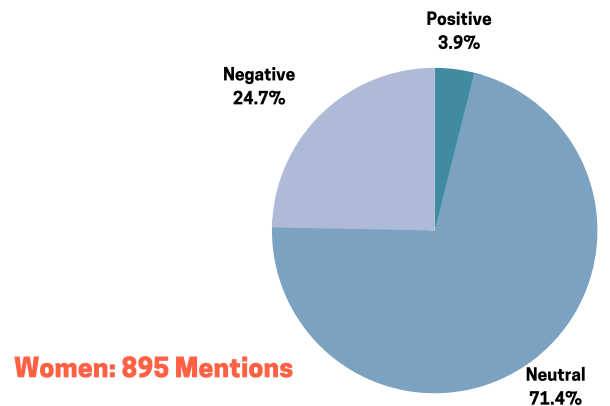
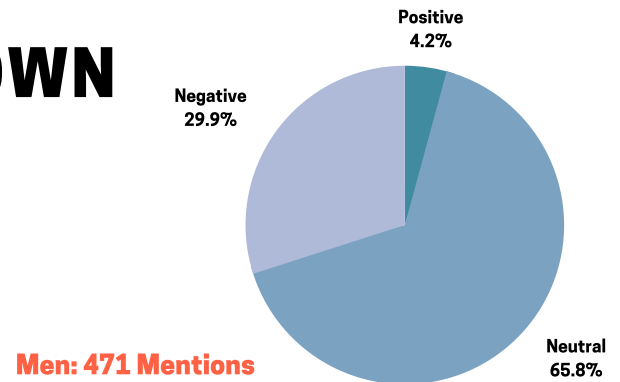
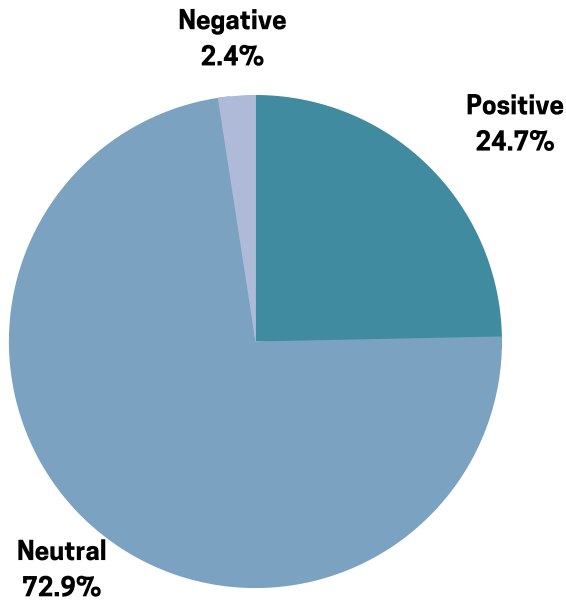
Under this theme, there were several conversations happening- a lot of which were in effort to bring awareness to different charities benefiting disasters that happened around the launch time. A big one was Haiti. In August of 2021, there was a giant earthquake that destroyed and negatively impacted several communities. People nationwide immediately jumped to their help and started kickstarters and fundraisers for clothing, food, and monetary donations, as well as volunteers to help rebuild the cities that were destroyed. Users hosted charity streams. In addition to this, there was also conversation about crypto currency such as bitcoin. Crypto fundraisers were launched to raise money for other causes around the world that needed attention. CARE had alucnvded an incentive where donations could be made with bitcoin which drove a lot of conversations.

DISASTER & CRISIS

4,102 MENTIONS - 3,242 UNIQUE AUTHORS

TOP ITEMS: #HAITI (51) #EARTHQUAKEHAITI (3)

SENTIMENT BREAKDOWN



CONVERSATIONS

AFGHANISTAN
KENTUCKY
VIOLENCE
WOMEN STARVING



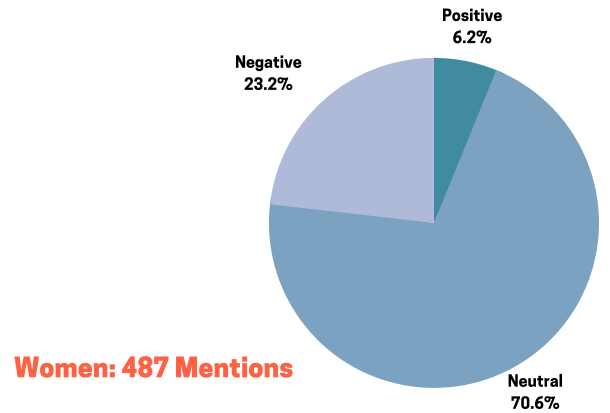
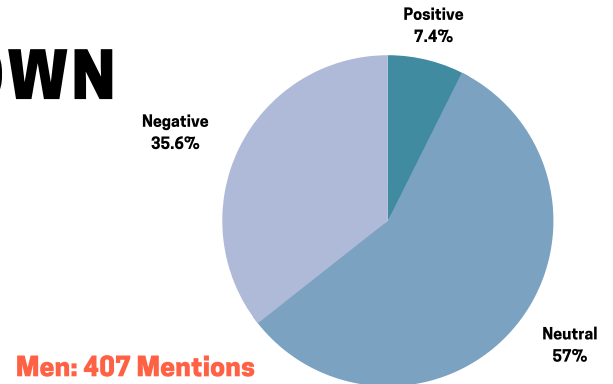
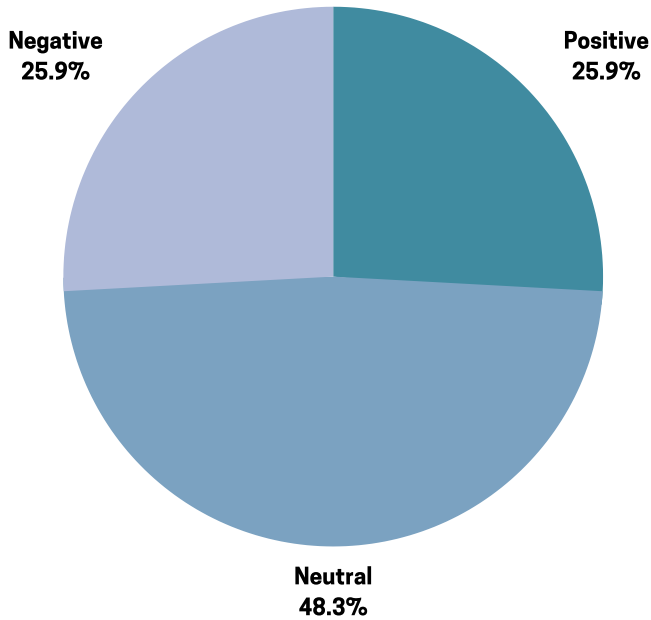
This theme spanned a wide variety of topics with a broad range of conversation. Topics under this theme included anything from violence (domestically and internationally), Kentucky- specifically the tornadoes that destroyed much of the western part, Afghanistan and how the Taliban takeover there was negatively impacting thousands of refugees, and also women and several social movements going on to support them. Men spoke widely about Ethiopia and the Oromia Region starving while women spoke about working with local partners and emergency funds. Much of these conversations were neutral and fact based with links to direct ways to help any of these crises and disasters.

WOMEN & GIRLS

2266 MENTIONS - 1520 UNIQUE AUTHORS

TOP ITEMS: #OROMIAISSTARVING (101) #AFGHANISTAN (35)

SENTIMENT BREAKDOWN



CONVERSATIONS

- RIGHTS AND EQUALITY
- DOMESTIC VIOLENCE
- WOMEN'S HEALTH
- DAY OF THE GIRL
- WOMEN'S DAY



Under this theme, there are a couple of different topics concerning females. As expected, the topic of women's rights is a huge discussion through different tweets. Individuals using this theme are typically voicing their opinions on social issues regarding women's equality and women's rights. These conversations can tie into issues regarding abortion, body image, same-sex marriages, and many more. Women facing crisis are wildly talked about in the Oromia and Afganistan discussion. Another topic of conversation being used here is striking conversation about influential women and the impact that they have and will continue to make on history. This is seen through the [#dayofthegirl](#) hashtag. The idea of being proud to be a female in today's society and having the unlimited opportunity to pursue your dreams.

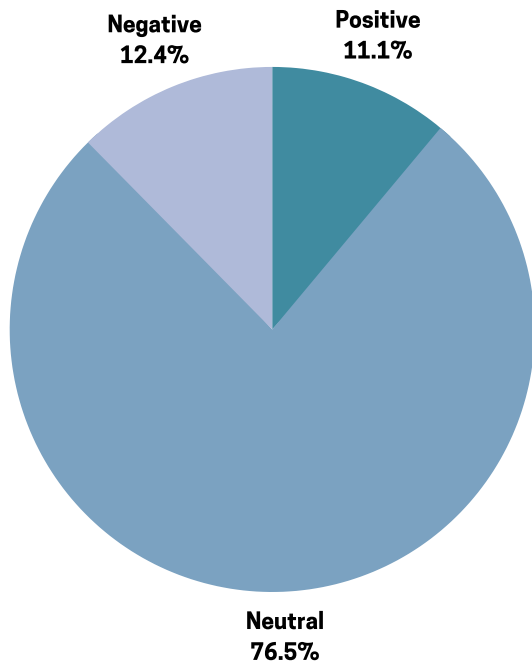
THEME ANALYSIS

PUBLIC HEALTH

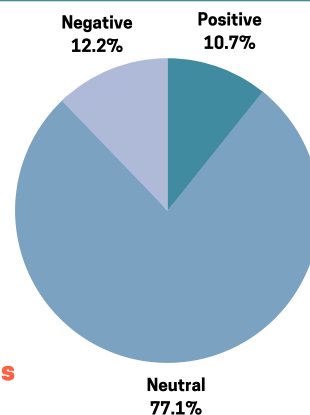
1833 MENTIONS - 1489 UNIQUE AUTHORS

TOP ITEMS: #ENDCOVIDEVERYWHERE (91) #HEALTH (54)
#COVID VACCINE (33)

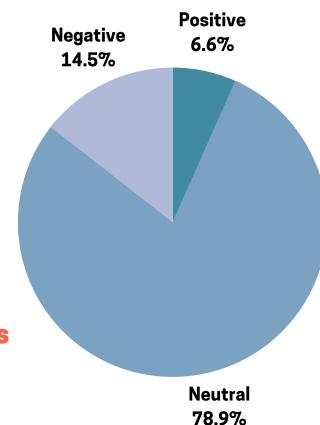
SENTIMENT BREAKDOWN



Men: 410 Mentions



Women: 422 Mentions



CONVERSATIONS

VACCINATE 70% OF THE WORLD
WORLD LEADERS
GLOBAL HEALTH
MENTAL HEALTH
NEW RESEARCH



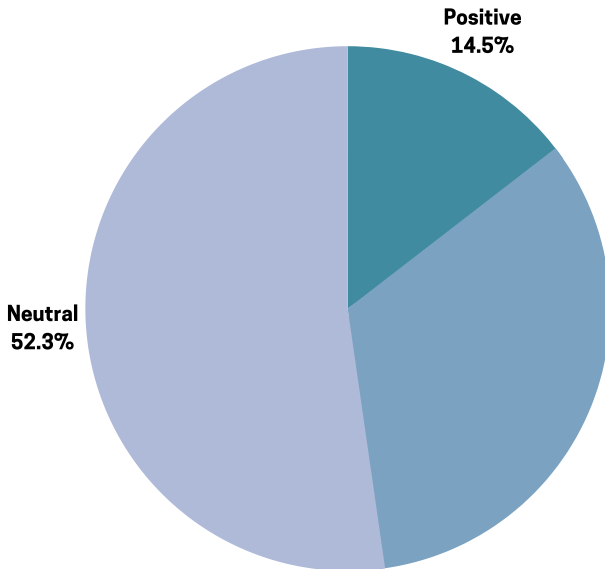
The conversations we analyzed in regard to public health during our time period were all pretty much in regard to the COVID-19 pandemic and the vaccine. Most of the tweet conversations under this theme were promoting 1. The hopeful and eventual end of COVID driven by 2. The population getting as much information about the vaccine as people and them eventually getting it. Conversations were split pretty evenly amongst the population demographics and had primarily neutral sentiment given the type of information shared and the impact it has on a wide range of people. There was primarily women in the mental health discussion while men focused more on politics and research. #EndCovidEverywhere was heavily used in a neutral sentiment to raise awareness.

HUMANITARIAN NEEDS & AID

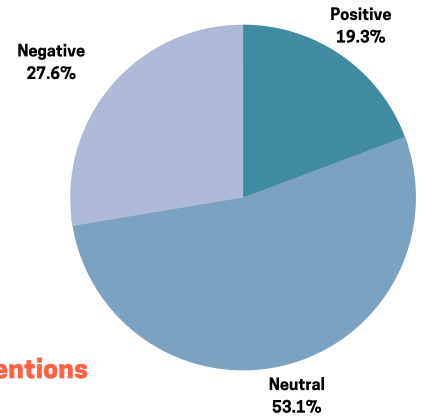
1603 MENTIONS - 1110 UNIQUE AUTHORS

TOP ITEMS: #HUMANITARIAN (56) #WORLDHUMANITARIANDAY (43)

SENTIMENT BREAKDOWN

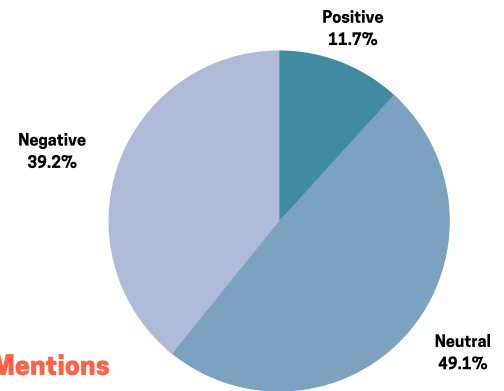


Men: 275 Mentions



Negative 33.2%

Women: 324 Mentions



CONVERSATIONS

WORKERS
KARRAYYU CHILDREN
CROSS BORDER SUPPORT
VULNERABLE AFGHANS
CLIMATE CRISIS



The Humanitarian Needs and Aid theme spanned a wide variety of discussions that were talked about amongst the population in threads. Some of the most trending tags were those celebrating humanitarian movements as a whole where people then took it upon themselves to recognize the ones that meant the most to them. Many CARE mentions are seeking assistance and support. The emotional and sensitive nature of the theme is reflected in 32% negative sentiment. #WorldHumanitarianDay was heavily used to promote different causes and celebrate successes while peaking mentions for many organizations including CARE.

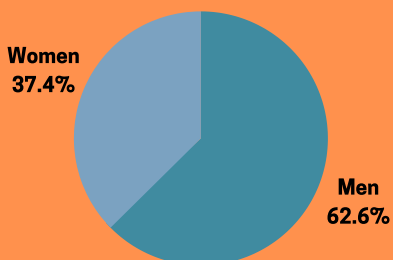


CARE'S EARNED TOPIC DATA

TOPIC DATA DESCRIPTION

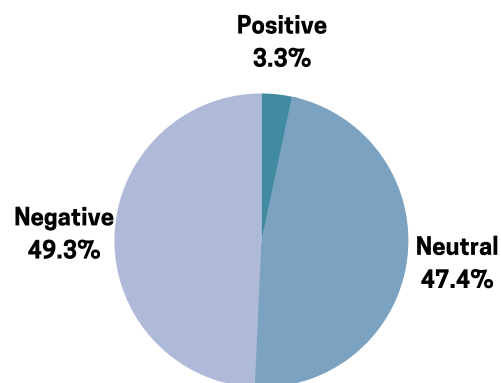
Humanitarian Aid Overview

1,136,827 MENTIONS - 299,832 UNIQUE AUTHORS



Gender Mention Volume

PLATFORM: Twitter
GEOGRAPHY: USA + UK
SENTIMENT: Negative and Neutral



Sentiment

Conversations surrounding humanitarian aid were primarily both neutral and negative. These tweets spread information as well as reactions to crisis around the world.

Conversations

WORLD HUMANITARIAN DAY

Positive discussions surrounding humanitarian aid were primarily on World Humanitarian Day. These discussions display the gratitude organizations have for each other. Men and women have similar positive sentiment in their select datasets at 4-5%. As a whole, positive sentiment makes up around 3% of mentions.

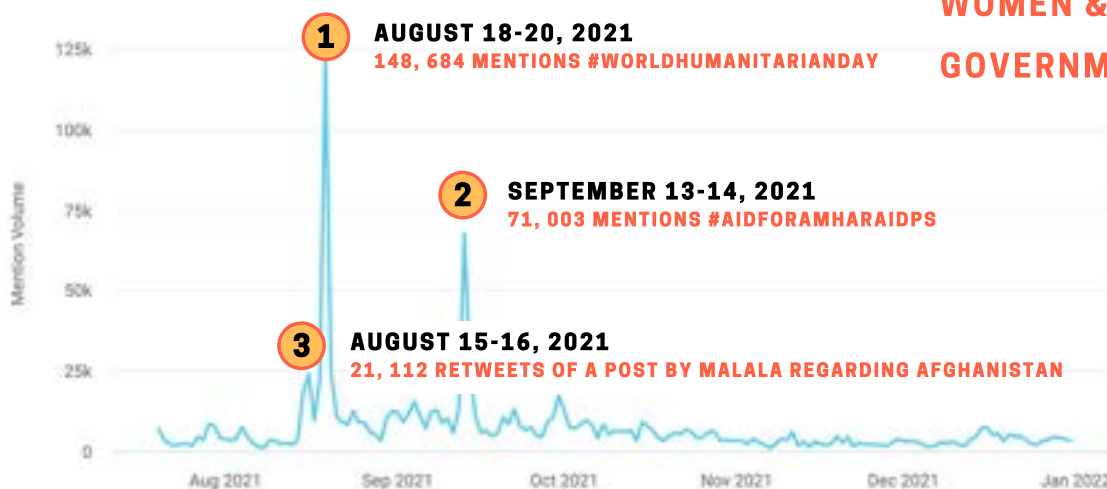
INFORMATION

Overall sentiment is around 50% neutral, and the neutral conversation surrounding humanitarian aid is sharing fact-based information, calls to action, and donation/service opportunities. Much of the mention make-up is retweets. Men's sentiment is about 46% neutral while women's is almost 50% neutral.

CRISIS

Sentiment in tweets with context of humanitarian aid is about 48% negative. Men reflect are more negative sentiment overall at almost 52% of their data set. Many of these tweets surround emergency situations and desperation. They show the context of the horrors around the world and the extent of help needed.

Mention Volume Peak Drivers



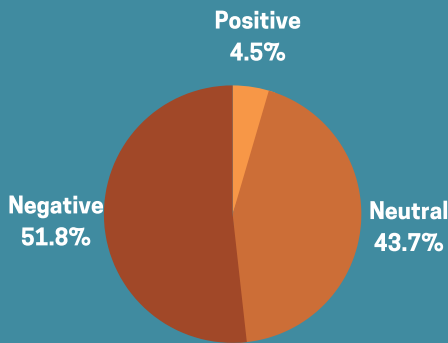
WOMEN & CHILDREN
GOVERNMENT

GENDER-BASED TOPIC ANALYSIS



199,105 Mention Volume

Sentiment Breakdown



Conversations

TIGRAY
AMHARA
ETHIOPIA
TLPF

Influential Users

Frank Schwabe
#FreeAlexanderKabanov
frankschwabe frank-schwabe.de
rights, humanitarian aid and international climate policy

9.3 K Followers

Max Fanni Canelles
fannicanelles fannicanelles fannicanelles.com
in my medical and managerial activity i add my commitment as photographer, journalist and geopolitical analyst, dedicating myself to humanitarian aid.

112.5 K Followers

Source: BuzzSumo | Query: Appendix IV

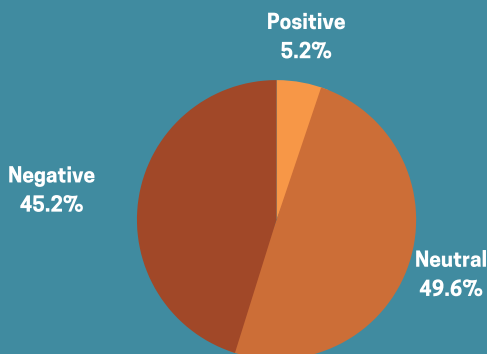
TOP ITEMS: #WORLDHUMANITARIANDAY (3.3K MENTIONS)

TOP ITEMS: #WORLDHUMANITARIANDAY (2.3K MENTIONS)



118,987 Mention Volume

Sentiment Breakdown



Conversations

TIGRAY
AFGHANISTAN
TALIBAN
UNITED NATIONS

Influential Users

Joyce Msuya
joycemsuya unocha.org
an assistant secretary-general for humanitarian affairs & deputy emergency relief coordinator @unocha. passionate multilateralist

27.9 K Followers

Tania Karas
taniakaras devex.com
senior editor, @devex. (im)migration, global dev, humanitarian aid & book nerd. alum @theworld, @refugeesdeeply, @nylawjournal. deaf af 聾

4.4 K Followers

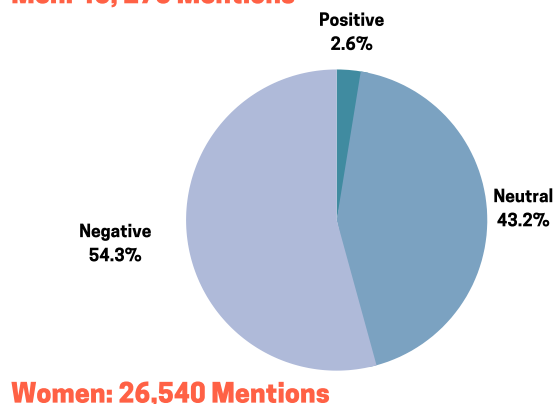
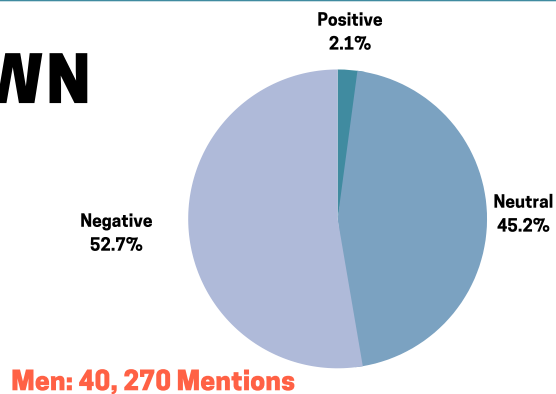
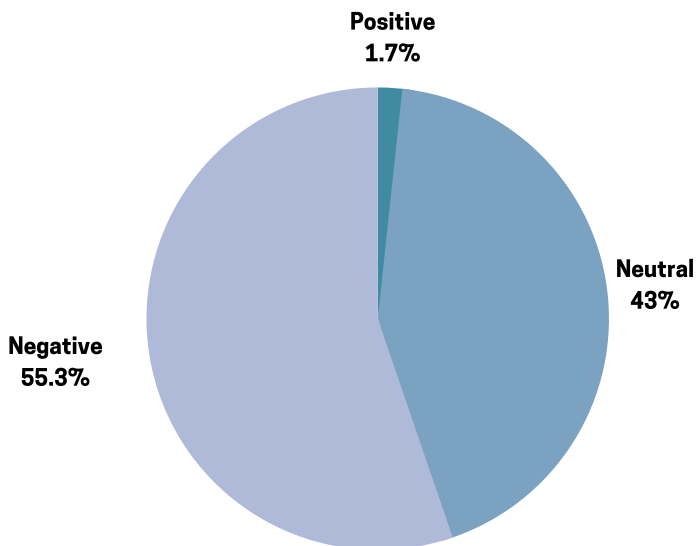
Source: BuzzSumo | Query: Appendix IV

CRISIS

277,557 MENTIONS - 79,384 UNIQUE AUTHORS

TOP ITEMS: #TIGRAY (15.5K) | #TIGRAYGENOCIDE (10.5K)

SENTIMENT BREAKDOWN



CONVERSATIONS

- IDPS IN AMHARA
- TPLF REBELS
- DISPLACED PEOPLE
- RISK OF STARVATION
- REFUGEES



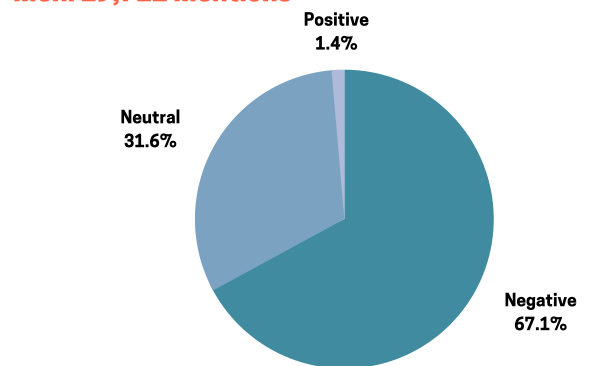
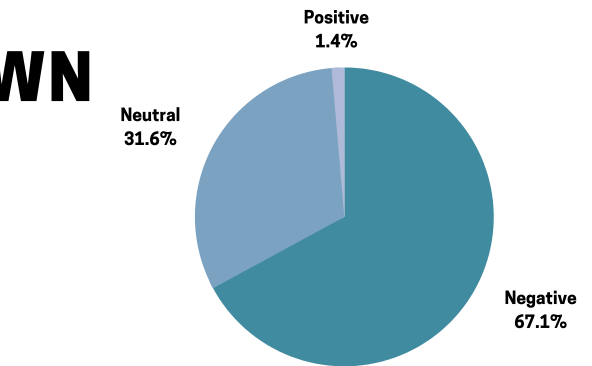
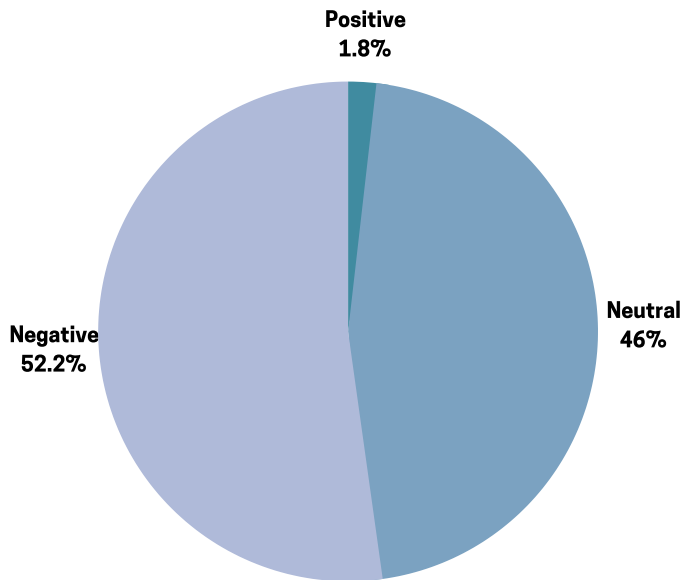
The conversation surrounding humanitarian aid in the crisis context is primarily negative. In the timeframe of the data set, the world was facing starvation and violence crises in many countries with many people turning to media platforms for emergency help. Some of the conversation is condemning others for their approach and response to these situations. In the neutral context, there are general people asking questions regarding what is going on, but also, organizations releasing statements on these events. Crisis conversations centered around Ethiopia, Somalia, Afghanistan, and terrorist groups and made up about 25% of the data set.

INFORMATION

94,104 MENTIONS - 77,417 UNIQUE AUTHORS

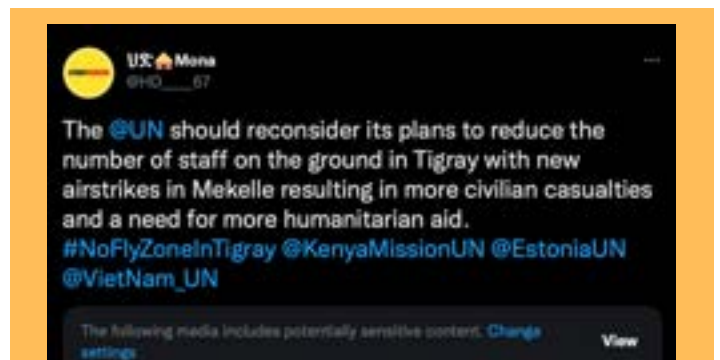
TOP ITEMS: #NOFLYZONEINTIGRAY (2K) | #UN (1.3K)

SENTIMENT BREAKDOWN



CONVERSATIONS

HUMANITARIAN AID
TIGRAY PRESENCE
TABLIBAN
AFGHANISTAN



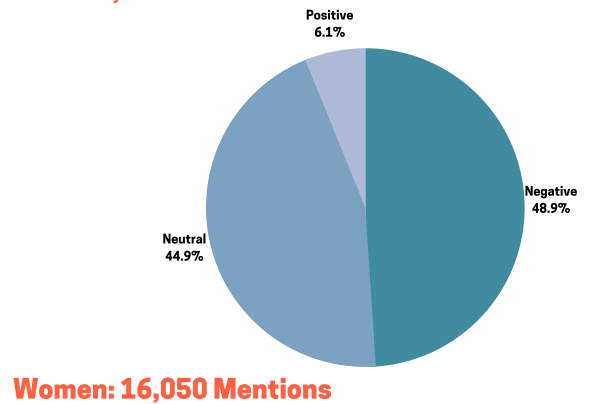
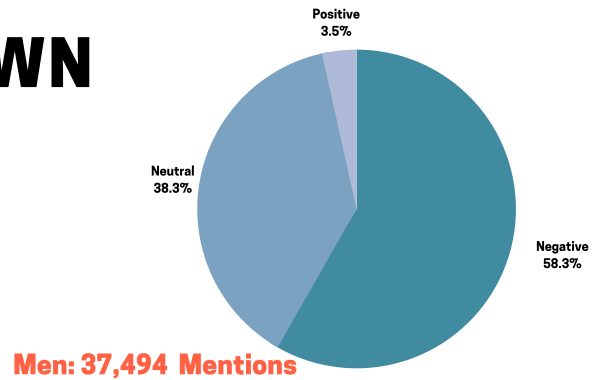
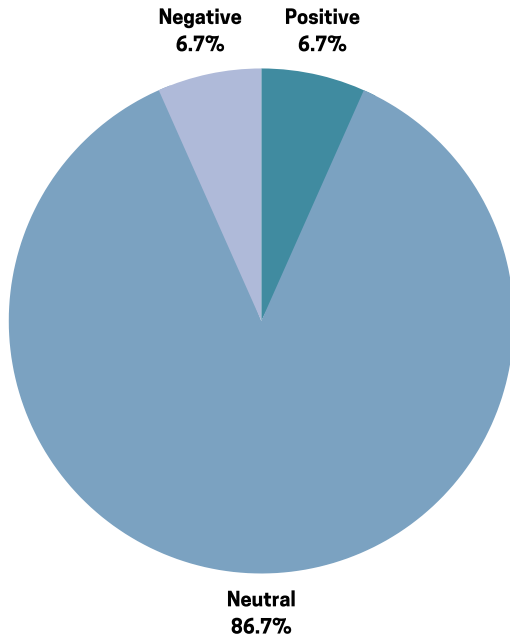
This theme spanned a consistent variety of topics with a broad range of conversation in regard to the Taliban takeover in Afghanistan. Topics under this theme included anything from people's opinions on how other countries and allies should address these issues and their relationship going forward, direct links to help with relief and aid for refugees, as well as links to news sources where people could educate themselves on the happenings. Much of these conversations were neutral and fact based with links to direct ways to help any of these crises and disasters, but because the topics are heavy, lots of negative chatter occurred as well. A lot of the conversations were streamlined by passionate women.

WOMEN & CHILDREN

215,760 MENTIONS - 79,916 UNIQUE AUTHORS

TOP ITEMS: #AIDFORAMHARAIDPS (10.8K) | #WOLLOCANTWAIT (2.9K) | #WORLDHUMANITARIANDAY (8.2K)

SENTIMENT BREAKDOWN



CONVERSATIONS

- URGENT RESPONSE
- TIGRAY
- OPERATION PITTING
- HUMAN RIGHTS



For this topic, the mention volume consisted more of male authors than women. Out of these mentions, most were negative (139,652) which is to be expected in a category discussing women and children from a male standpoint. They are discussing the urgent need for humanitarian relief and humanitarian response. They are bringing these issues to light by speaking on the different crises happening all over the world by using hashtags such as #Tigray, #Yemen, and #TPLF. A majority of these mentions from women regarding the classifier of “women and children” are relatively neutral (7,208). The following mentions are focused on spreading awareness to those who may not realize the severity of the conditions happening with the lack of humanitarian aid.

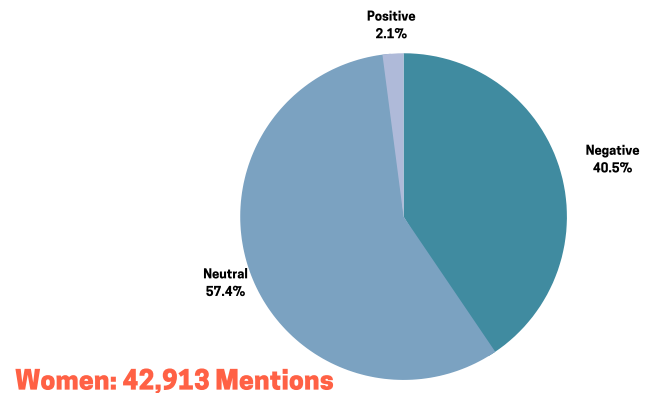
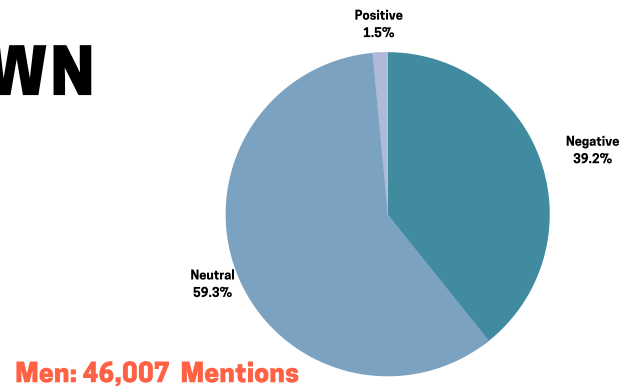
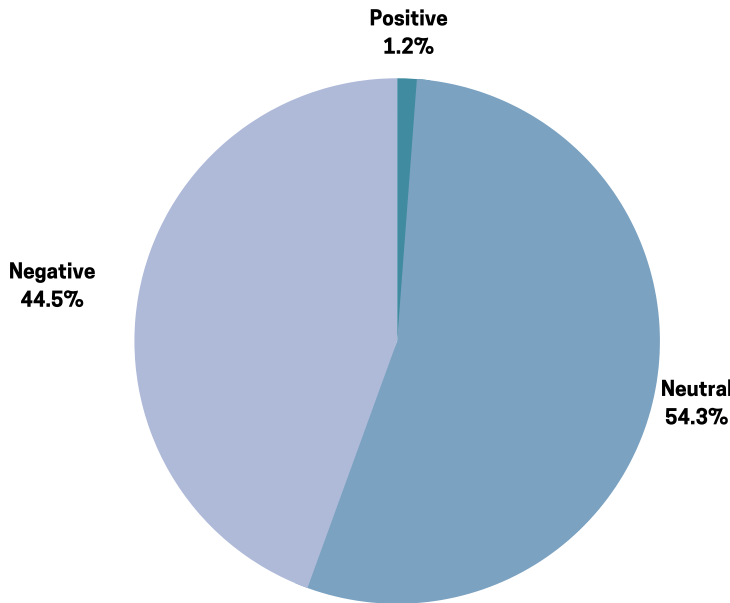
TOPIC ANALYSIS

GOVERNMENT

439,275 MENTIONS - 144,936 UNIQUE AUTHORS

TOP ITEMS: #TIGRAY (9.2K) | #ETHIOPIA (4.1K) |
TPLFTERRROISTGROUP (7.4K)

SENTIMENT BREAKDOWN



CONVERSATIONS

FAMINE
GENOCIDE
USAID
HUNGER CRISIS
TALIBAN GOVERNMENT



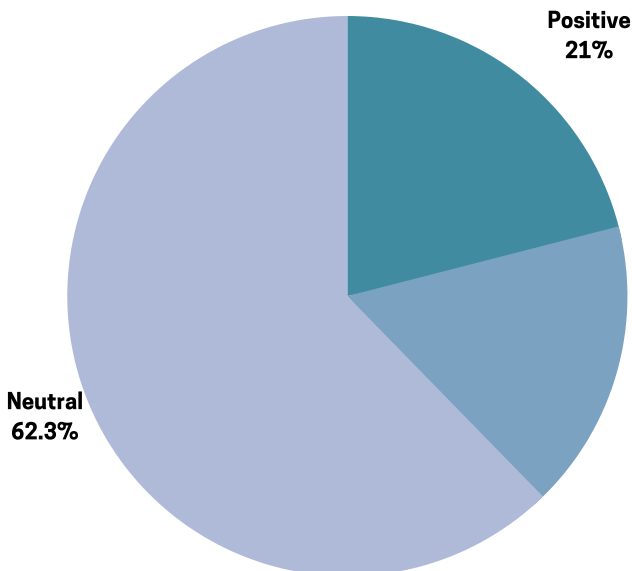
This category is discussing issues that are worldwide like famine and humanitarian aid. These tweets come from those calling on governments for action. For the most part, the sentiment towards these issues remained pretty neutral throughout (238,745 neutral mentions). As to be expected, the emotion towards this topic was out of disgust and also sadness. A majority of the authors in this category appeared to be male with 76,007 out of 144,936. From our analysis, this category appears to be drawing attention to crises happening all over in hopes to make a change.

WORLD HUMANITARIAN DAY

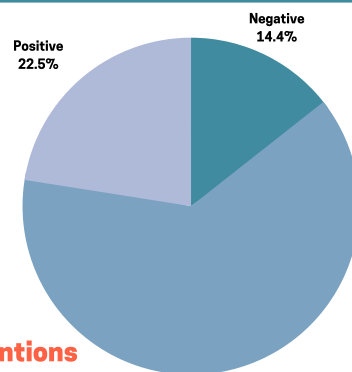
88,677 MENTIONS - 41,356 UNIQUE AUTHORS

TOP ITEMS: #WORLDHUMANITARIANDAY (14.7K) | #THEHUMANRACE (1.9K)

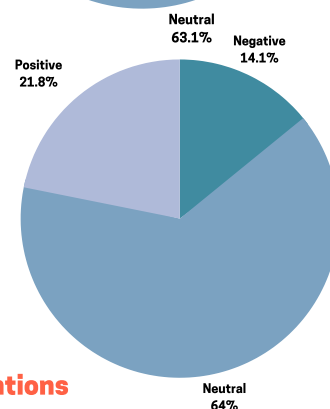
SENTIMENT BREAKDOWN



Men: 20,769 Mentions

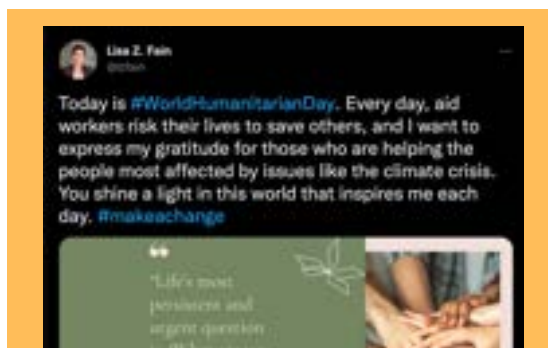


Women: 13,613 Mentions



CONVERSATIONS

- CLIMATE CHANGE
- TPLF REBELS
- HUMANITARIAN WORKS
- CELEBRATION OF WHD
- REAL LIFE HEROES



The Humanitarian Needs and Aid theme spanned a wide variety of discussions that were talked about amongst the population in threads. Some of the most trending tags were those celebrating humanitarian movements as a whole where people then took it upon themselves to recognize the ones that meant the most to them. Many CARE mentions are seeking assistance and support. The emotional and sensitive nature of the theme is reflected in 32% negative sentiment. Honoring humanitarians who have risked everything to serve people who need it the most is the topic of conversation here. From the men's data set, the conversation is mainly neutral (13901). Many individuals in this classifier are speaking about the selfless individuals who rushed towards these crises in order to aid those in need.



CARE'S EARNED COMPETITION DATA

COMPETITION DATA DESCRIPTION

The Data Set

310,561 MENTIONS - 167,704 UNIQUE AUTHORS

MALALA FUND

27,677 Mentions

INTERNATIONAL RESCUE COMMITTEE

118,197 Mentions

OXFAM

97,257 Mentions

The Malala Fund is a non-profit set up to break down barriers for women, created by education & women's rights activist Malala Yousafzai. They spend a lot of time advocating on the international level for more resources, they invest in local educators and advocates, while also amplify the voices of women so their voices, stories, and needs can be heard and addressed.

Rescue ORG or IRC is a non-profit that works to help any humanitarian crisis. They specialize in crises that affect women and girls. They strive to provide health, educational, economic wellbeing, empowering, and safety resources to women and girls in communities that need help. Similar to CARE, they have volunteer and donation programs so that people who want to contribute to their efforts are able.

Oxfam is a non-profit created to combat inequality, poverty, and injustice. They do this by working alongside lots of smaller local organizations where money, food, water, and other resources can be sent to the people and communities that need them the most. Additionally, they fight to destroy unequal systems where the wealthy have all the say.

Sentiment

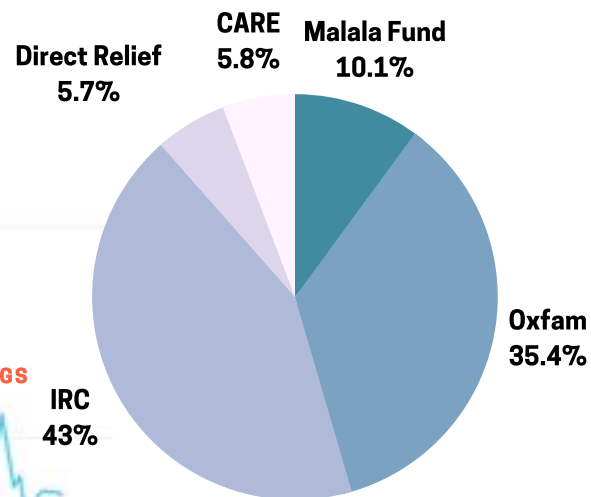
■ Positive ■ Neutral ■ Negative



Mention Volume Peak Drivers



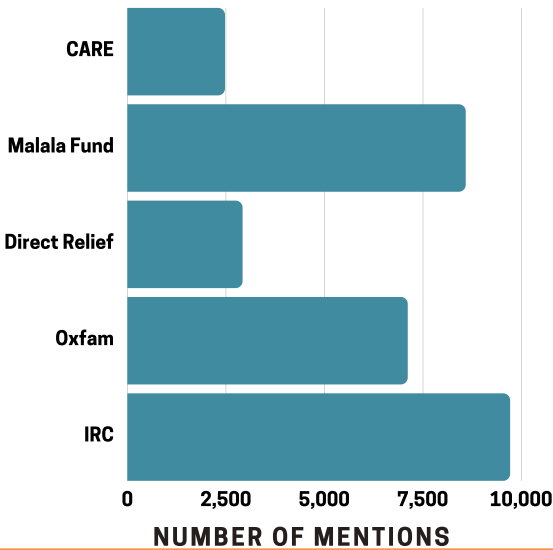
Share of Voice



Oxfam and IRC hold most of the conversation

COMPETITION SENTIMENT ANALYSIS

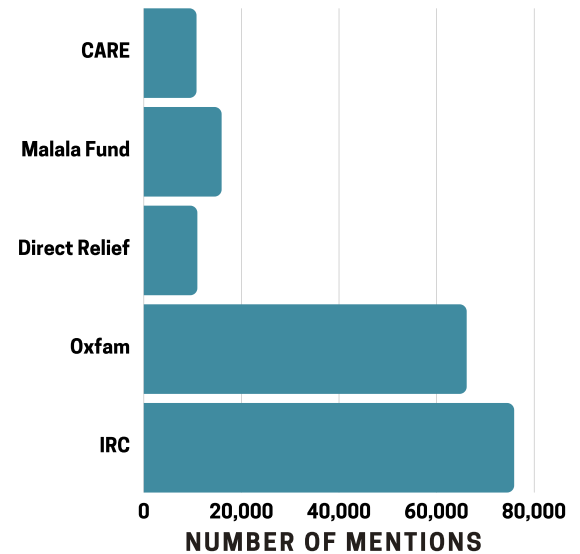
POSITIVE



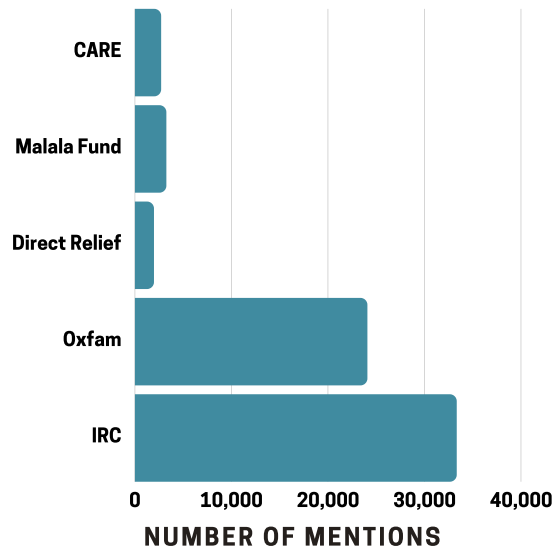
All of these competing non-profits use their social media platforms as an informative source. The large amount of neutral sentiment is mainly due to the topics that are discussed on a daily basis— The wellbeing of others, ensuring safety for individuals in other countries, volunteer and donation programs, etc. The IRC and Malala Fund reveal the highest number of positive mentions and that is due to the information that is chosen. These accounts are being used as informational sources.

NEUTRAL

The neutral sentiment with CARE’s competitors stands with Oxfam and IRC. The neutral conversation surrounds fact-based information, calls to action, and donation/service opportunities. By bringing awareness to topics such as humanitarian aid and the rights of women and children, the sentiment is expected to be neutral. These topics are hard to talk about and organizations must remain relatively neutral to effectively relay information.



NEGATIVE



Seeing that CARE’s competitors such as Oxfam and IRC use their Twitter to discuss hard to talk about topics. Oxfam speaks about refugees, rights of women and gender-diverse people, abortion restriction, and more; hence the large amount of mentions being negative. International Rescue Committee uses their Twitter to draw attention to their response to the world’s worst humanitarian crises.

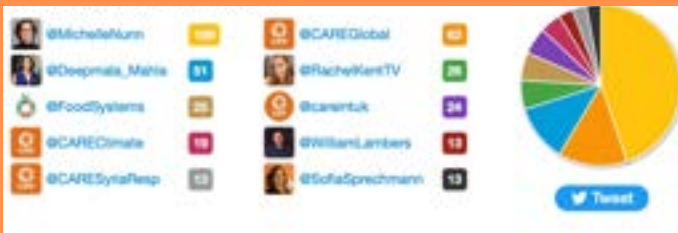


SOCIAL MEDIA ANALYTICS TOOLS

SOCIAL MEDIA ANALYTICS TOOL

TWITONOMY

Through this free tool, we were able to see tweet analytics (tweets per day, user mentions, links, number of retweets and replies, hashtags most used, number of tweets per day, and user data. We analyzed owned data from Twitonomy during the time period of July 20, 2021 - December 31, 2021. This tool helped us to better understand the connection between influential users and CARE. We were able to analyze users most retweeted, users most mentioned, and users most replied to using this tool. Tracking conversations on Twitter based on keywords, users, or lists is more user friendly than other social analytics tools.



USERS MOST RETWEETED



TWEET ANALYTICS



TWEET HISTORY



TOP RETWEETED TWEETS

BUZZSUMO

This tool allowed us to further look into the impact of different influential users to understand their role in topics surrounding CARE. Our boolean queries used in Brandwatch were also used to look into the users surrounding CARE's organizations and the themes/topics the organization focuses on. BuzzSumo insights were used in our Earned and Topic Data. This platform includes a measurement score to predict how well a page will rank on search engine pages results. The scores range from 0-100, the higher the score, the higher of rank. We were able to filter results of influential users of scores higher than 60 to select those influencing the conversation surrounding CARE and humanitarian aid.

APPENDIX

I. CODING SCHEMA

AUTHOR: @CARE

Theme	Media Type	Media Contents
1. Promotion/Press	1. Image	1. People
2. Climate Info	2. Video	2. Animal
3. Violence Info	3. Infographic	3. Environment
4. Humanitarian Needs Info	4. Text Only	4. Other
5. Announcements	5. Other	5. Food
6. Social Movements/ Issues		
7. Public Health Info		
8. Other		

Hashtag Type	Hashtag Number	URL Target Type
1. Location	1	1. CARE Website
2. People	2	2. CARE Social Media
3. Important Topics	3	3. News Website
4. Campaign	4	4. Affiliated Organizations
5. Multiple Usage	5	5. Job Posting
6. Other	6	6. Other
7. N/A	7	7. N/A

Mention Type

1. Other Organization
2. Users affiliated with CARE
3. Celebrities
4. Public Figures (ex. politicians)
5. Other
6. N/A

APPENDIX

II. ORGANIZATION DATA

Boolean: @care OR @care.org OR care-international.org OR care.org OR #careorg OR #careinternational OR act.care.org OR ((@care OR #care) AND (#crypto4good OR #crypto OR #poverty OR #socialjustice OR #genderequality OR #endcovidewhere OR #climatecrisis OR #internationaldayofeducation OR #humanitarian OR #donate)) NOT ("garden-care.org" OR "social-care.org" OR "nurturing-care.org" OR "freedom-to-care.org" OR "clinical-care.org" OR "https://www.ie-care.org")

III. THEME ANALYSIS

CHARITY & DONATE

Boolean: "Donate" OR #donate OR "Charity" OR #charity OR #help OR #crypto

DISASTER & CRISIS

Boolean: "Haiti Earthquake" OR "earthquake struck Haiti" OR #haiti OR #earthquakehaiti OR #haitiearthquake OR "Violence" OR #violence OR "Violence Information" OR #violenceinformation OR #actofviolence OR "Violence Response" OR #violenceresponse OR "Tornado" OR #Kentucky OR #KentuckyTornados OR #Afghanistan OR "drought"

WOMEN & GIRLS

Boolean: "Women" OR #Women OR "Women" OR #Women OR "Girls" OR #Girls OR "women's rights" OR "womens rights" OR #womensrights OR #dayofthegirl OR #togetherforher

PUBLIC HEALTH

Boolean: "Coronavirus" OR #Coronavirus OR "COVID-19" OR #COVID-19 OR "COVID Vaccine" OR #covidvaccine OR #EndCOVIDEverywhere OR "Public Health" OR #publichealth OR "health" OR #health OR "Medicine" OR #medicine

HUMANITARIAN NEEDS & AID

Boolean: "Humanitarian Needs" OR #humanitarianneeds OR "Humanitarian" OR #humanitarian OR "Humanitarian Relief" OR #humanitarianrelief OR "Humanitarian Assistance" OR #humanitarianassistance OR "Humanitarian Crisis" OR #humanitariancrisis OR "Humanitarian Aid" OR #humanitarianaid OR "Emergency Relief" OR #emergencyrelief

APPENDIX

IV. TOPIC DATA

Boolean: "humanitarian aid" OR "humanitarian relief" OR "humanitarian response" OR #WorldHumanitarianDay

V. TOPIC ANALYSIS

CRISIS

Conversations are the responses, reactions, and cries for help regarding violent or harmful situations. AI was trained to classify urgent needs and breaking news to this topic.

INFORMATION

Conversations providing information on specific situations in need of aid. AI was trained to classify tweets with a straight-forward fact-based approach to this category.

WOMEN & CHILDREN

Conversations surrounding the hardships and needs of women and children across the world. AI was trained to classify tweets surrounding women and children's issues and crisis in this topic.

GOVERNMENT

Conversations surrounding different governments' responses and actions. AI was trained to classify tweets that react to government or reflect on government response and involvement.

WORLD HUMANITARIAN DAY

Conversations surrounding the day on August 12th and the associated hashtags. AI was trained to classify tweets surrounding this day, efforts, and successes, many with #WorldHumanitarianDay, to this topic.

VI. COMPETITION DATA

Boolean: @care OR @care.org OR care.org OR act.care.org OR my.care.org OR "Care International" OR "Malala Fund" OR @malalafund OR #malalafund OR malala.org OR "Oxfam" OR "Oxfam International" OR @oxfam OR @oxfamamerica OR #oxfam OR oxfam.org OR give.oxfamamerica.org OR "International Rescue Committee" OR @rescueorg OR "IRC" OR @directrelief OR "Direct Relief" OR directrelief.org