FEEDING AMERICA

2022

Social Media Analytics Report

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ADPR 5750: Social Media Analytics

**FEEDING
AMERICA**

TABLE OF
CONTENTS

EXECUTIVE SUMMARY

About Feeding America

Currently, Feeding America is struggling with garnering social media activity on all of its posts, receiving only a fraction of what comparable organization get. Additionally, Feeding America is lacking in diversification of its social media platforms. Each of these issues mean that social media algorithms are not promoting Feeding America as much as they would like, resulting in their message not spreading as far as it could. As such, a new social media strategy must be developed to address these issues.

DATA OVERVIEW

In order to gain the information included within, the data tool, Brandwatch was utilized. The only platform from which any data was gathered was Twitter due to a lack of posts and social media activity on other websites.

DATA TYPES

OWNED

Research was conducted on data from February 1, 2021 to January 1, 2022. 596 Mentions were examined. Aspects of Tweets, such as hashtags, URLs and themes, were explored.

ORGANIZATION

Research was conducted on data from February 1, 2021 to January 1, 2022. 5,392 Mentions were examined and there were 3,537 Unique Authors. Themes, such as NFTs and Hunger and Food Insecurity, were analyzed.

TOPIC

Research was conducted on data from February 1, 2021 to January 1, 2022. Approximately 65,780 Mentions were examined and there were about 38,240 Unique Authors. Various topics, such as Food Banks, and themes, such as "Individuals Asking for Help," were explored.

COMPETITION

Research was conducted on data from February 1, 2021 to January 1, 2022. Approximately 27, 470 Mentions were examined and there were about 19,120 Unique Authors. Competitors, such as World Central Pantry, Meals on Wheels, and No Kid Hungry, were compared with Feeding America.

FEEDING AMERICA

Business Problems

Feeding America seems to have a lack of consistent social media. They are very inactive on most of their accounts, and are even lacking accounts on many platforms.

The posts that Feeding America does share do not perform extremely well, and do not receive the engagement a Twitter account with almost 500k Followers should be receiving.

Feeding America is remaining stagnant on Social Media with little to no interaction on most of their posts, there is a lack of positive sentiment.

Their competitors are not performing better than them across the board, however some of their competitors are leaps ahead of Feeding America due to partnerships they have as well as what they are tweeting about.
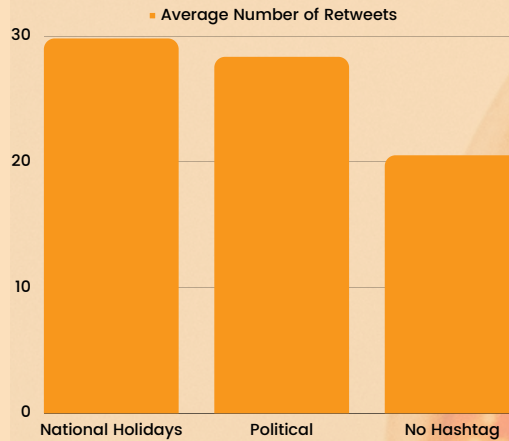
FEEDING AMERICA
RECOMMENDATIONS

This section includes brief overviews of the 12 of the main recommendations for Feeding America.

HASHTAGS

**FEEDING
AMERICA**

## Increase usage of relevant hashtags in social media posts.

At the moment, Feeding America rarely includes any hashtags within their tweets. Despite this posts including hashtags receive much more retweets. As such, Feeding America should continue to post tweets but incorporate relevant hashtags (e.g., #donate) within these tweets as well.

■ Average Number of Retweets

30

20

10

0

National Holidays   Political   No Hashtag

URLS

Increase usage of relevant URLs in social media posts.

Currently, Feeding America's tweets frequently lack URLs, which typically receive lower engagement than those with URLs. As such, Feeding America should focus on including more relevant URLs (e.g., links to their donation page) in their posts.
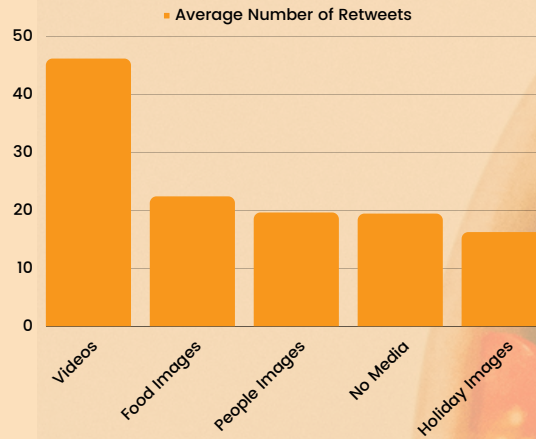
■ Average Number of Retweets

30

20

10

0

Take Action   No URL   Blogs   Donations   News Articles
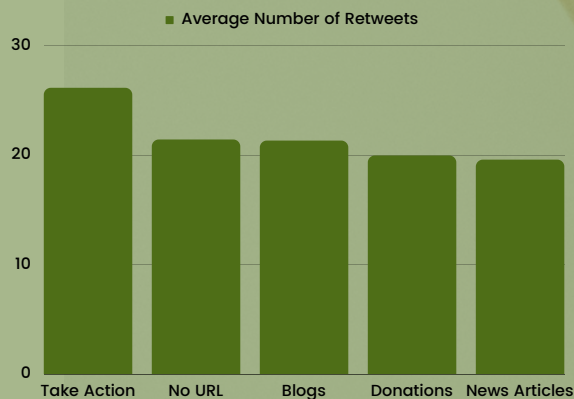
VIDEO CONTENT

FEEDING AMERICA

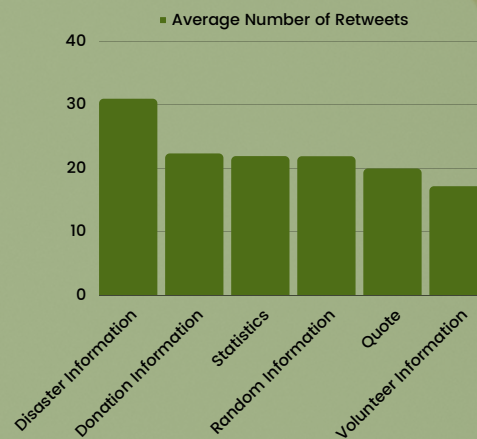## Increase inclusion of video content in social media posts.

Tweets featuring images were posted most frequently, but resulted in less retweets than posts featuring videos. As such, Feeding America should increase its usage of videos showcasing the organization and how they have changed people's lives.

■ Average Number of Retweets

(Bar chart: Videos ~46, Food Images ~22, People Images ~19, No Media ~19, Holiday Images ~16; y-axis 0 to 50)

THEMES

Increase usage of relevant themes that appeal to the masses.

Posts that include largely relevant information (e.g., disaster information) were utilized less often than Feeding America-specific information (e.g., volunteer information), but received many more retweets. As such, Feeding America should tailor its content to appeal to a broader audience while continuing to spread its message.

■ Average Number of Retweets

(Bar chart: Disaster Information ~31, Donation Information ~22, Statistics ~22, Random Information ~21, Quote ~20, Volunteer Information ~17; y-axis 0 to 40)
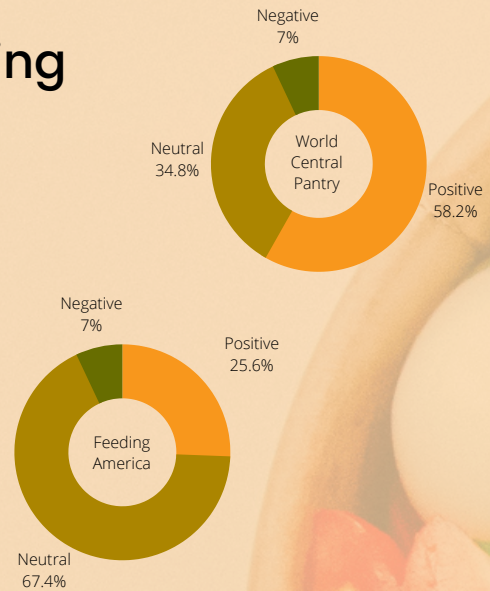
CAMPAIGNS

## Create campaigns supporting humanitarian crises.

Feeding America competitor, World Central Pantry, saw an increase in positive sentiment and mentions after announcing its campaign to support the Ukrainian people in the Ukraine-Russia conflict. As such, Feeding America should start/sponsor a campaign to help donate food and water to victims like those of the Ukraine-Russia conflict to see similar effects.

World Central Pantry
- Negative 7%
- Neutral 34.8%
- Positive 58.2%

Feeding America
- Negative 7%
- Positive 25.6%
- Neutral 67.4%

NFTS

## Capitalize on popular topics, such as NFTs, with giveaways.

When looking through topics of discussion, NFTs were very popular. However, the conversation sentiment was very neutral unless discussing giveaways, which resulted in very positive conversations. As such, Feeding America should incorporate very popular topics into their tweets (e.g., do an NFT giveaway)in order to increase social media activity and positive conversation sentiment.

- Negative 1%
- Positive 8%
- Neutral 91%
- 649 Mentions
- 236 Unique Authors
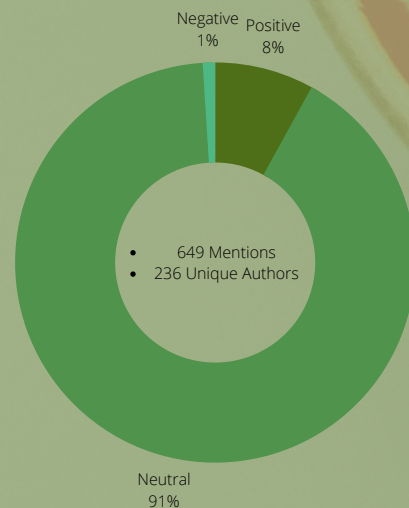
SENTIMENT

Increase positive user sentiment.

Feeding America's audience felt more neutral and negative about the organization than previously expected, with both sentiments being greater than those who felt positively. Much of the negativity was linked to political conversations. As such, Feeding America should discourage political conversations on their platform and focus more on positive topics (e.g., donating, volunteering, success stories).

Negative
18%

Positive
10%

Neutral
72%
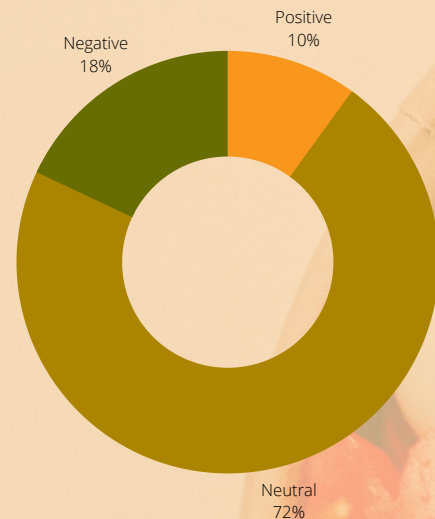
DIVERSIFICATION

Start using other social media platforms.

Due to the large volume of data received from Twitter and the lack of data from other social media sites, it was determined that Twitter is Feeding America's primary social media site. As such, Feeding America should begin utilizing other social media platforms (e.g., Instagram, Pinterest, Reddit, YouTube) in order to reach a broader audience and grow its brand awareness.

TIKTOK

Create a TikTok account.

Currently, TikTok is the most popular social media application, with noted continuous growth. As such, this application could lend itself to Feeding America as a great way to advertise to a new, younger audience. Following trends and interacting with similar users would increase donations and brand awareness among this new, potential audience.

LINKS

Increase usage of links in social media posts.

On Twitter, Feeding America can tweet links to other social media platform donation opportunities. Doing this, it will increase brand donations and brand awareness. With other social media platforms instituting donation options it would be a good wat to raise funds for Feeding America. More money equals mor food for people in need. It is a win-win. Why not utilize all platforms?

THE "FACE"

Create a "Face" of the brand in order to be more recognizable

Through social media advertising, Feeding America can designate a person to become the face of its brand. Other brands that have successfully been able to use this strategy have had very positive sentiments and user communication. For example, Jake from State Farm and Flo from Progressive have been able to stand the test of time and be a friendly face for both companies. As such, Feeding America could use an actor or even a celebrity to start creating brand awareness and increase brand donations for the company. Some people that come to mind are Michelle Obama, Morgan Freeman or Blake Lively.

FEMALE FOLLOWERS

Increase usage of links in social media posts.

Female Tweeters were much more likely to post positively about the topic, "Food Banks," while Male Tweeters were shown to be more likely to negatively address politicians about the lack of food banks. Female Tweeters were shown to post much more positively about food banks, encouraging others to make donations. This will result in Feeding America receiving more positive sentiment and will spread Feeding America's message and mission more easily.
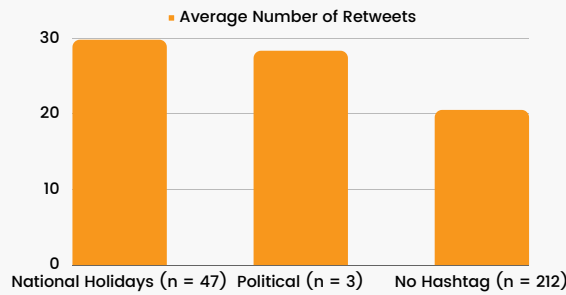
OWNED
DATA INSIGHTS

🖥 This data is based strictly off of Feeding
America's own Twitter account, and the
insights are based off of what we found in
that data

INSIGHTS

Hashtag Statistics:

■ Average Number of Retweets

- Posts with "No Hashtag" had a significantly lower amount of retweets than posts that included a hashtag.
- It is important to note that "Political" hashtags only included 3 mentions and can be easily skewed due to the low sample size.
- "National Holiday" hashtags had the highest amount of retweets (29.79 average retweets).
- "No Hashtag" posts had the least amount of retweets but were the most common (20.50 average retweets).

URL Statistics:

■ Average Number of Retweets
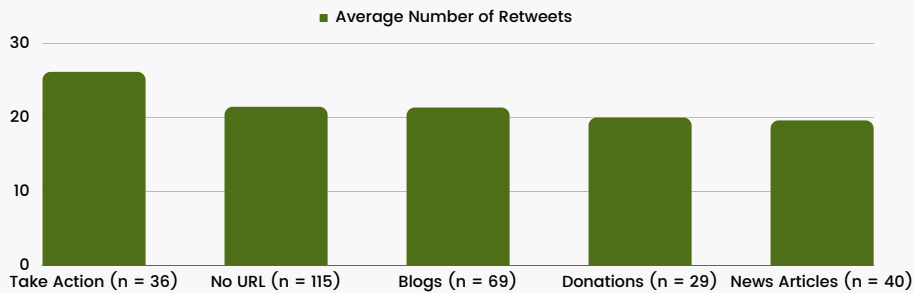
- "Take Action" posts resulted in the most social media activity (26.11 retweets on average), while those which included news articles resulted in the least engagement (19.55 retweets on average).
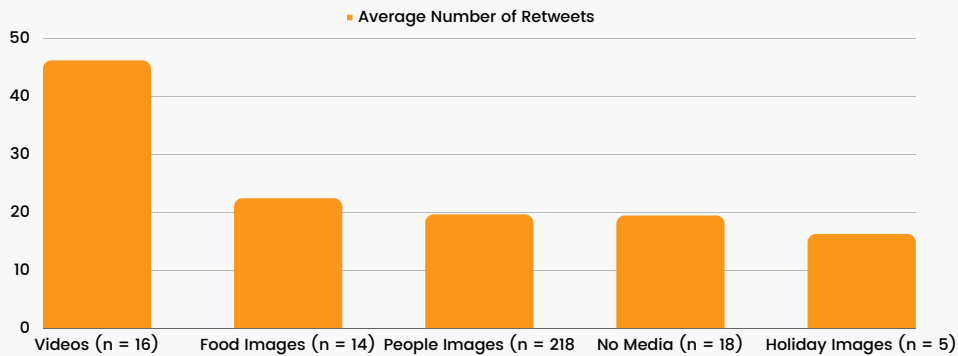
Volume:	Time Frame:
596 Mentions	**February 1, 2021 - January 1 2022**

INSIGHTS

Media Content Statistics:

■ Average Number of Retweets
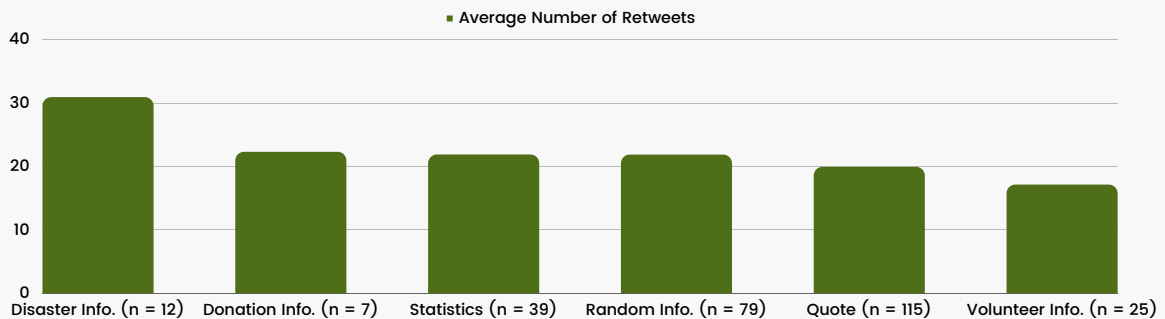

- Posts including videos had the most engagement (46.13 retweets on average), while posts with holiday-related images had the least engagement (16.2 retweets on average).
- Posts with pictures of people were the most common type of image, but they are on the lower side of engagement (19.6 retweets on average).

URL Statistics:

■ Average Number of Retweets

- The text theme "Disaster Info." had the highest amount of retweets (30.92 average retweets).
- The text theme "Volunteer Info." had the lowest amount of retweets (17.12 average retweets).
- It is important to note that the text theme "Donation Info." only had 7 mentions and "Disaster Info." only had 12 mentions, leaving the data from these categories with a stronger likelihood of being skewed.

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INSIGHTS

Mention Statistics:
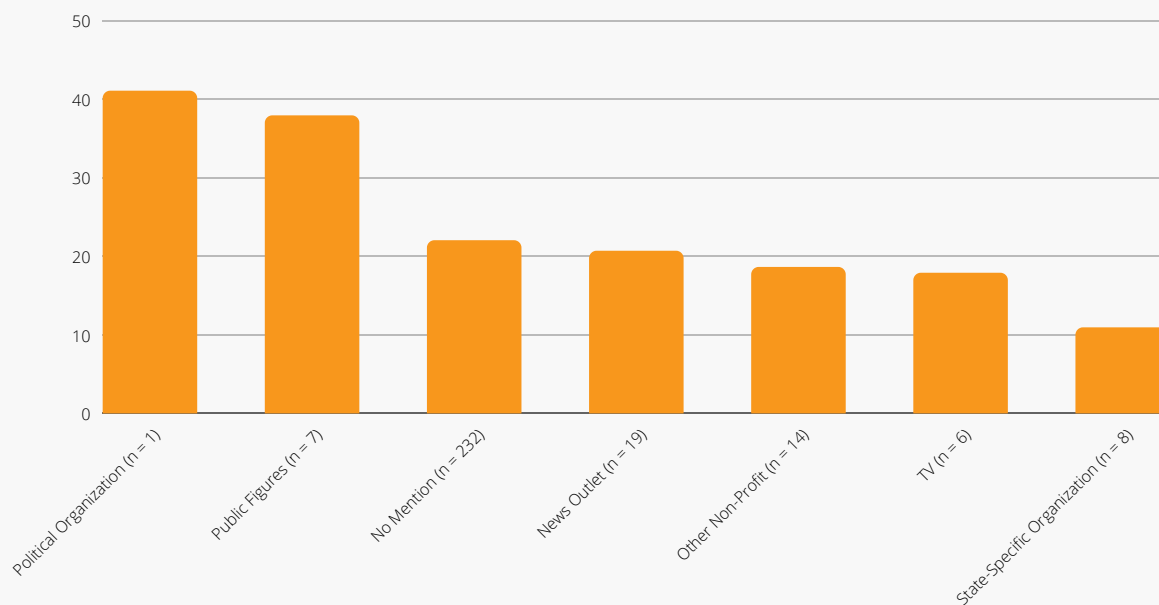
- Although posts including political organizations had the most engagement (41 retweets on average), this category only included one post, which does not give us enough information for a full analysis of this category. As such, tweeting more about political organizations should be considered when creating a social media strategy, but not too influential.
- The second highest category for engagement was "Public Figures," which had 7 posts and an average of 37.86 retweets per post.
- The lowest category was "State-Specific Feeding Organization," which had 8 posts and 10.88 retweets per post on average.
- Most of Feeding America's posts (232 out of 300) had no mention, meaning the other categories had very few posts. As such, it is important to keep in mind that the data of the other categories could be skewed.

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ORGANIZATION
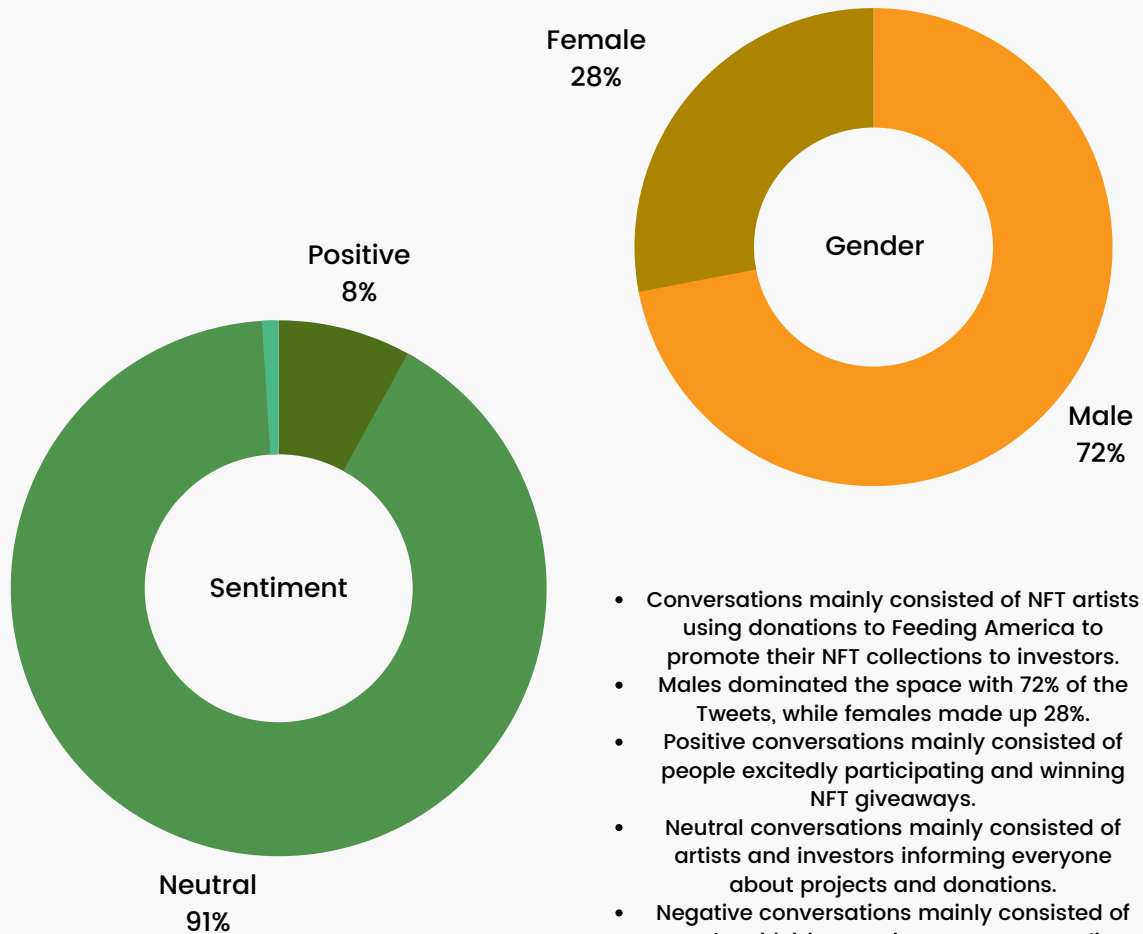# DATA INSIGHTS

🖥 Data about the organization and themes
that became present in this dataset

FEEDING
AMERICA

INSIGHTS

NFT Statistics:

Female
28%

Gender

Male
72%

Positive
8%

Sentiment

Neutral
91%

- Conversations mainly consisted of NFT artists using donations to Feeding America to promote their NFT collections to investors.
- Males dominated the space with 72% of the Tweets, while females made up 28%.
- Positive conversations mainly consisted of people excitedly participating and winning NFT giveaways.
- Neutral conversations mainly consisted of artists and investors informing everyone about projects and donations.
- Negative conversations mainly consisted of people criticizing NFT investors, not Feeding America.
- Trending Topics were "potato minted," "#NewNFTProfilePic," and "cute little potato" mostly due to @potatopalsnft 's donations to Feeding America.
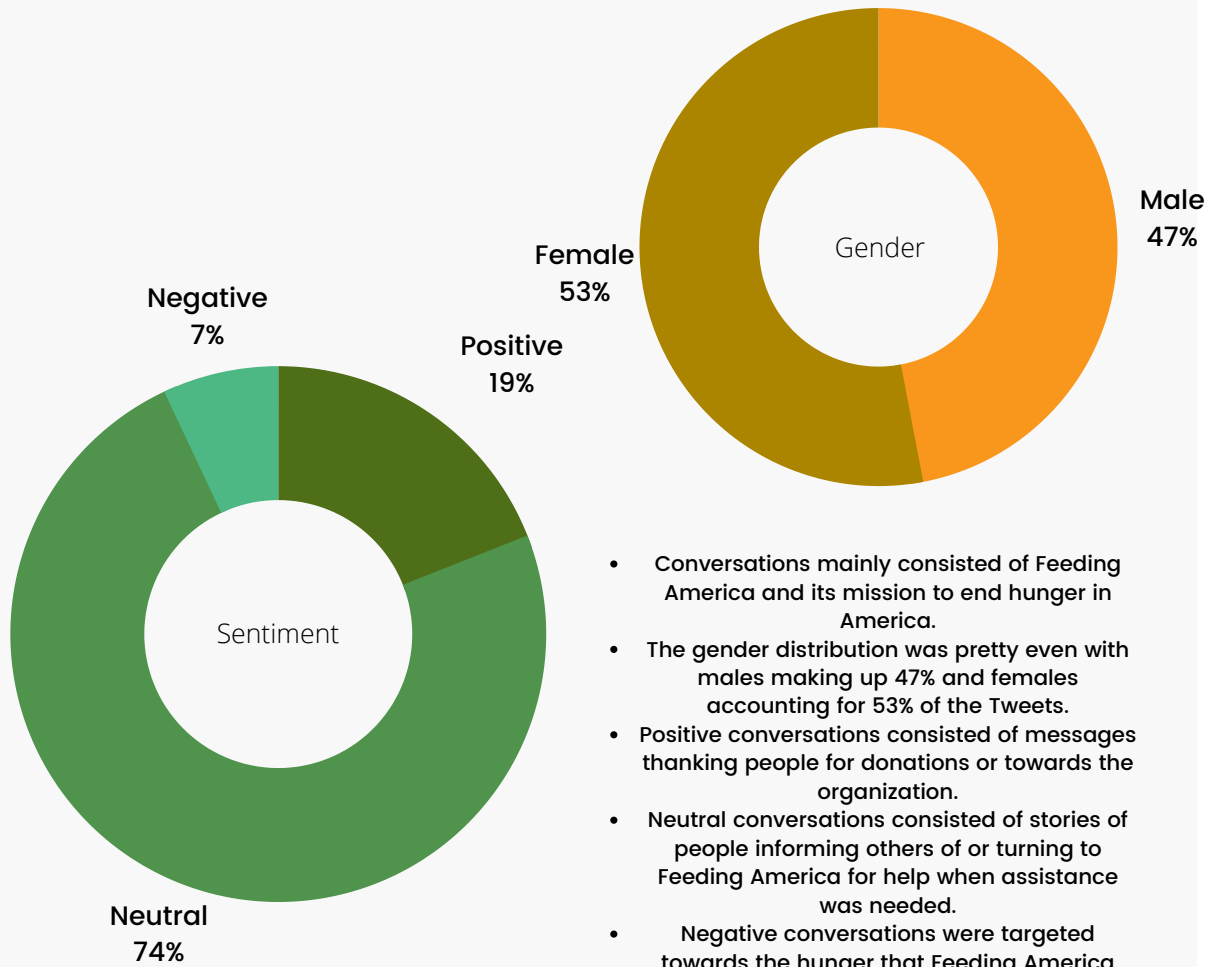
Volume:

649 Mentions, 236 Unique Authors

Time Frame:

February 1, 2021 - January 1 2022

INSIGHTS

Hunger and Food Insecurity Statistics:

Gender

Male 47%

Female 53%

Sentiment

Negative 7%

Positive 19%

Neutral 74%

- Conversations mainly consisted of Feeding America and its mission to end hunger in America.
- The gender distribution was pretty even with males making up 47% and females accounting for 53% of the Tweets.
- Positive conversations consisted of messages thanking people for donations or towards the organization.
- Neutral conversations consisted of stories of people informing others of or turning to Feeding America for help when assistance was needed.
- Negative conversations were targeted towards the hunger that Feeding America wants to end, no the organization itself.
- Trending Topics were "community leaders," "facing hunger," and "blog post."
- The most tweets came from @koogslaw, which encouraged others to donate to Feeding America.

Volume:
946 Mentions, 725 Unique Authors

Time Frame:
February 1, 2021 - January 1 2022

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TOPIC
DATA INSIGHTS

🖥 This sections details our Topic data, and
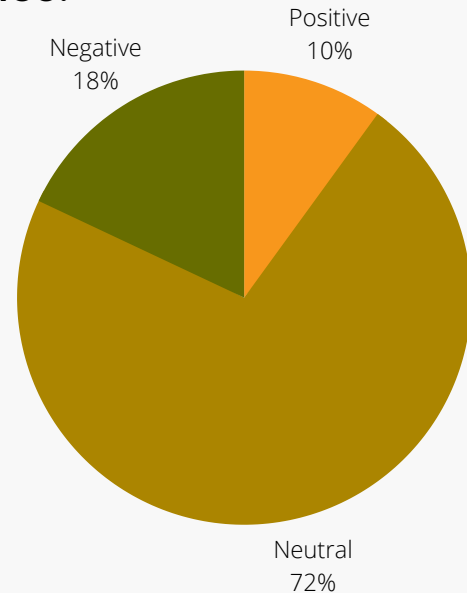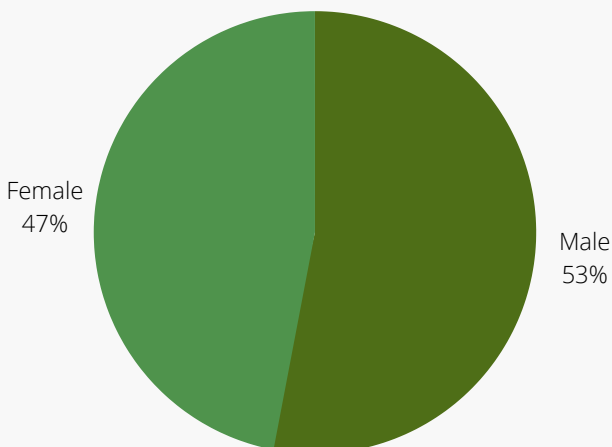the insights we found in our analysis of
that data

INSIGHTS

FEEDING AMERICA

Sentiment Statistics:

- The larger portion of negative sentiment than positive sentiment is actually due to political callouts online.

Negative
18%

Positive
10%

Neutral
72%

Gender Statistics:

Female
47%

Male
53%

- 47% of our tweeters are female, while 53% are male.
- Male tweeters tend to tweet more about the politics.
- Trending topics amongst males are "Boris Johnson," "Tory" and "Food Bank Usage."
- Female tweeters are tweeting about their "local food bank," "pet food" and "national day of service."

Topic Dataset Volume:

65.78k Mentions, 38.24k Unique Authors

Boolean Query:

"Food Bank" OR #Foodbank OR ((Donate OR Volunteer) AND (Food OR Hunger)) OR #EndHunger OR #FoodIsMedicine OR #HungerHeroes OR #FoodInsecurity OR #SolvingHunger
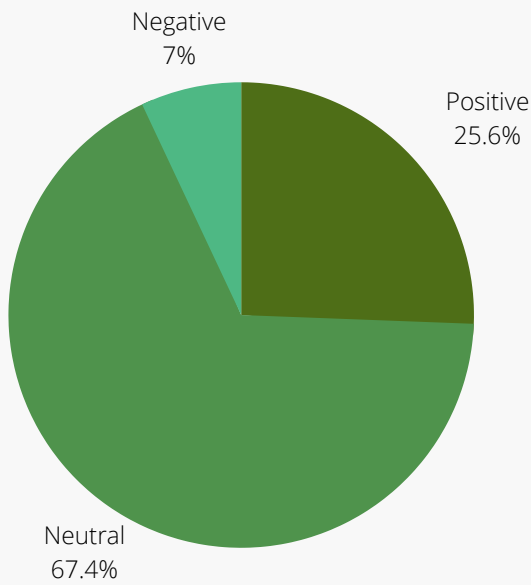
COMPETITION
DATA INSIGHTS

This section focuses on Feeding America and how it compares to other organizations that have similar missions to them

FEEDING
AMERICA

INSIGHTS

Sentiment Statistics:

Feeding America

Negative
7%

Positive
25.6%

Neutral
67.4%

Meals on Wheels

Negative
12.1%

Positive
19%

Neutral
68.9%

No Kid Hungry

Negative
17.9%

Positive
17.9%

Neutral
64.2%

World Central Pantry

Negative
7%

Neutral
34.8%

Positive
58.2%

FEEDING
AMERICA

INSIGHTS

Share of Voice:

No Kid Hungry
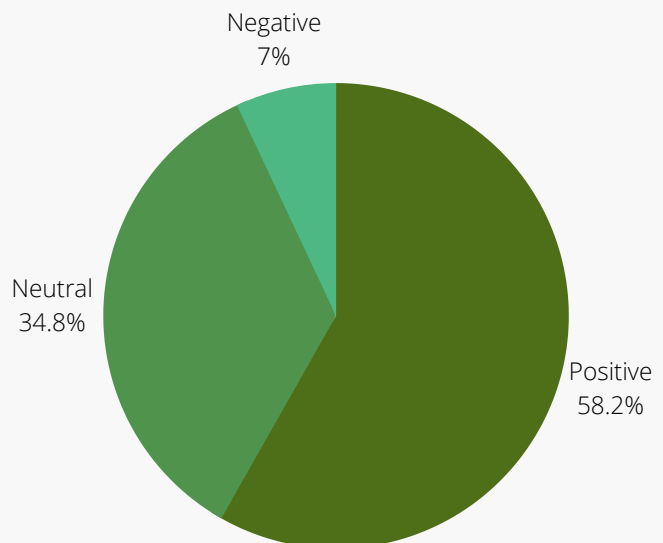2368 mentions

Feeding America
3613 mentions

Meals on Wheels
4487 mentions
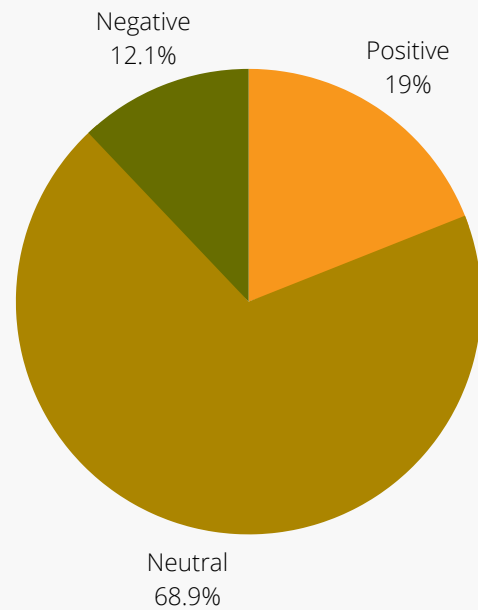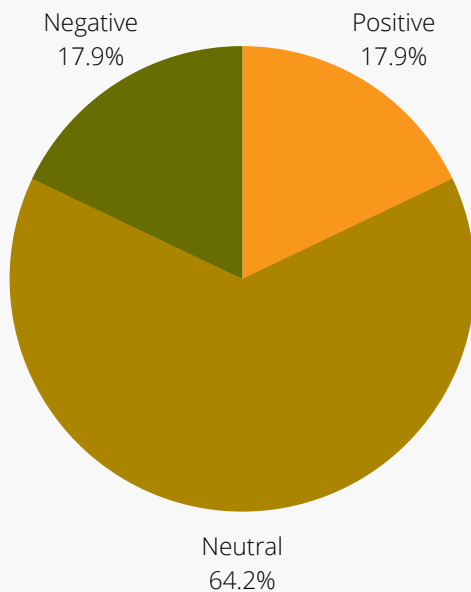
World Central Pantry
17140 mentions
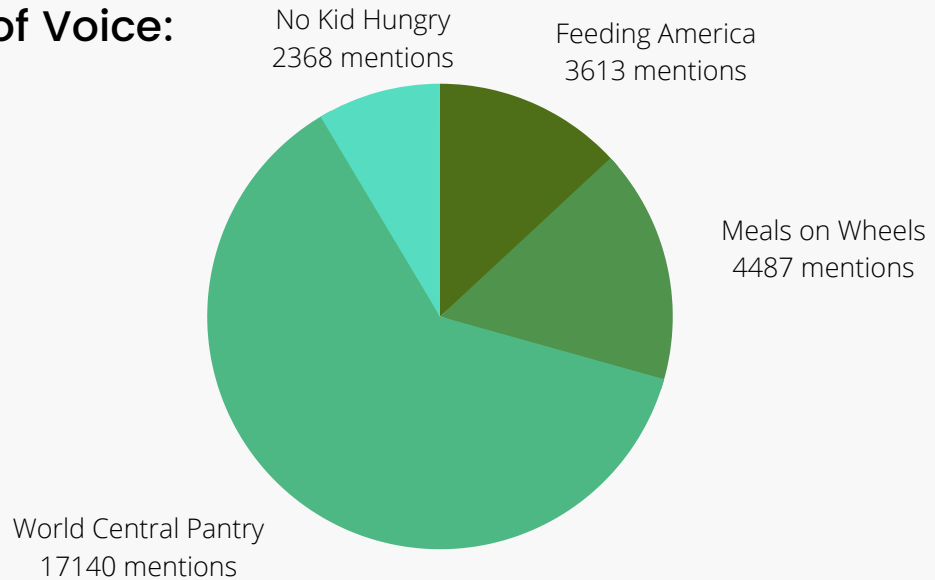
When looking at the data, we found that Feeding America had the second most Positive sentiment among its competitors, while World Central Pantry dominated the positive sentiment category. Upon further inspection, we found that this was due to World Central Pantry's avid support of Ukraine during the Ukraine Russia conflict.

Topic Dataset Volume:

27.47k Mentions, 19.12k Unique Authors

Boolean Query:

"Feeding America" OR @feedingamerica OR #feedingamerica OR
"Meals on Wheels" OR @_MealsOnWheels OR #MealsOnWheels OR
"No Kid Hungry" OR @nokidhungry OR #NoKidHungry OR
"World Central Pantry" OR @WCKitchen OR #ChefsForTheWorld

NodeXL

FEEDING AMERICA

Organization

TV Station

Influencer

Influencer

Influencer

Organization

Organization

BATFLECKMOVIE

EASTERNCONGO

YOUNGMINDSUK

KEVINHADDAD08 MEGHANHOLI... NOKIDHUN... LISAAN...

FEEDING AMERICA

ABBOTTELEMA...

WARNERBROS...

VARIETY

AFSPNATIONAL

THEOLDPATHT...

Isolates

Organization

Organization

Influencer

TV Station

TV Station

Magazine

24

FEEDING AMERICA

NodeXL Main Groups

Feeding America - Organization
Main Topic of Conversation - Hunger in America

AFSPNational - Organization
Main Topic - Suicide hotlines and prevention in America

BatfleckMovie - Influencer
Main Topic - Comic Book movies, supporter of Feeding America, AFSPNational, Easterncongo, and YoungmindsUK

EasternCongo - Organization
Main Topic - promotional tweets for their Instagram, humanitarian aid for the Congo

YoungMindsUK - Organization
Main Topic - Teen mental health in the UK

NodeXL Subgroups

Abbottelemabc - TV Station
Main Topic - Promotions for an ABC Show

Warnerbrostv - TV Station
Main Topic - Promotions for WB TV Shows

Variety - Magazine
Main Topic - Informing readers on Topics of Entertainment

OldPathTV - TV Station
Main Topic - Evangelical TV and Radio

KevinHaddad08 - Influencer
Main Topic - Conservative Politics

Meghanholic - Influencer
Main Topic - Updates on Meghan Markle

Nokidhungry - Organization
Main Topic - Ending Hunger

LisaAnnWalter - Influencer
Main Topic - Promotions for ABC Show

**Isolates - Only connect with themselves, or small
insignificant group**

NodeXL Recommendations

Reasoning

FEEDING AMERICA

Increase Cooperation with other Organizations, as well as larger groups	The graph is very segmented, and Feeding America is not reaching these large groups, and rather just isolates when extending past their group.
Increase Reciprocity and Interact with followers more often	Feeding America's reciprocity is only at .004%, by increasing reciprocity Feeding America can increase positive sentiment towards the brand and further the relationship between brand and audience
Work with more than just other organizations	Feeding America seems to have more connections with other charities more than they do the TV Stations that are within these groups as well. By connecting with accounts such as Abbottelemabc and Warnerbrostv they can widen their audience greatly and spread their message further

FEEDING AMERICA

MENTOR FEEDBACK

This section focuses on the feedback we received from our mentor and how we incorporated it into this project.

Mentor Advice

Assignment 2:

- Narrow Down Public Figures that Feeding America should target next

Solution

- Added accounts that can be connected with in NodeXL section

Assignment 3:

- Don't limit yourself to the Ukraine-Russia Conflict

Solution

- Added that Feeding America should show support in global crises whenever appropriate

Assignment 4:

- How would you highlight positive user sentiment over negative sentiment?

Solution

- Added the gender differences in sentiment and to focus on female tweeters

Thank You!