



# FINAL REPORT

## ST. JUDE

PREPARED BY

**ALYSSA HATTEN**  
**NICK MILAVEC**  
**ANNA WALLER**



**SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**



**St. Jude Children's  
Research Hospital**

# TABLE OF CONTENTS

## **1** COMPANY OVERVIEW

Organization | Mission

## **2** RESEARCH GOALS

Goals | Timeline | Software

## **3** DATA OVERVIEW

Owned | Earned | Topic

## **4** TOP RECOMENDATIONS

## **5** OWNED DATA

06 Summary | 07-08 Actionable Insights |  
09 Recommendations

## **10** EARNED ORGANIZATION DATA

10-11 Summary | 12-13 Actionable Insights |  
14 Gender Analysis | 15-16 Theme Analysis |  
17-18 Recommendations

## **19** EARNED COMPETITIVE DATA

20 Actionable Insights | 21 Geographic Analysis

## **22** EARNED TOPIC DATA

23-24 Topic Analysis | 25 Gender Analysis |  
26 Topic Recommendations

## **27** NODEXL NETWORK ANALYSIS

28-30 Group Summaries | 31 Recommendations

## **32** ALL RECOMMENDATIONS

## **33** APPENDICES

# COMPANY OVERVIEW

## ORGANIZATION

St. Jude is a children research hospital that helps patients and families with the fight against cancer. They advance cures through research, treatments, and fundraising.

## MISSION

The mission of St. Jude Children's Research Hospital is *to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment.*



# RESEARCH GOALS

1

Identify strengths and weaknesses within St. Jude's current twitter content and how they are involved in the conversation around their organization

2

Provide recommendations to St. Jude in order to strengthen their twitter presence in both conversation and on their original posts in order to create maximum engagement

3

Analyze conversation topics surrounding St. Jude and find ways for them to make their voice more prevalent within these different topics and conversations

---

## OVERALL TIMELINE

September 1st, 2021 -  
December 31st, 2021

## TOOLS USED

Brandwatch  
NodeXL



# DATA OVERVIEW

## OWNED DATA

Total Volume

303 tweets

Platforms Analyzed

Twitter

Timeline

September 22nd, 2021-  
December 31st, 2021

## EARNED DATA

Total Volume

247,062 tweets

Timeline

September 22nd, 2021-December 31st, 2021

Platforms Analyzed

Twitter    Blogs  
YouTube    Reddit  
Tumblr    Forums  
Legacy Instagram

Themes

Donation | SpaceX  
Support | Research

Competitors

CHOA  
Boston Children's  
St. Mary's

(Twitter data was mainly used, but we also collected data from all of these sources on Brandwatch)

## TOPIC ANALYSIS

Total Volume

71,251 tweets

Platforms Analyzed

Twitter

Timeline

September 22nd, 2021-  
December 31st, 2021

Themes

Raise | COVID | Cost | Treatment

# TOP RECOMMENDATIONS

**WHAT TO DO?**

**HOW TO DO IT?**

**WHY?**

**St. Jude should post more about partnerships.**

Post with partnerships had higher engagement and had the highest level of average retweets among mention types (M=29.43 RTs). We recommend that St. Jude actively seeks out heavily branded partnerships with their supporters who have influence in online communities.

Creates new brand awareness about St. Jude from the audience of the other company

**St. Jude should make fundraising efforts more distinct.**

St. Jude should focus on not only getting donations from Twitter users, but also spreading the word to attract an even larger audience and raise awareness. Using the word “raise” instead of “fundraise” in their posts should help them become more well known within this theme.

Allows St. Jude to be more present into the fundraising theme and attract the target audience better

**St. Jude should focus on more communities**

The theme “Donation” accounted for 13.5% of posts in the dataset, while the topic “Raise” accounted for 61.17% of all posts in the dataset. We believe St. Jude should expand into bigger, more mainstream communities, such as sports franchises or music communities (awards shows, music festivals).

Makes the ability to donate more visible for much larger audiences and more people.

**St. Jude should promote affordability by sharing outside funding sources and opportunities**

We believe that St. Jude should use their social media to highlight opportunities for affordable options (state-funded, government-funding, etc.) that already exist that can be used by families and supporters bringing their children to St. Jude for treatment.

Saves money for their patients and patient families and shows St. Jude cares about this issue.



# OWNED DATA



# OWNED DATA SUMMARY

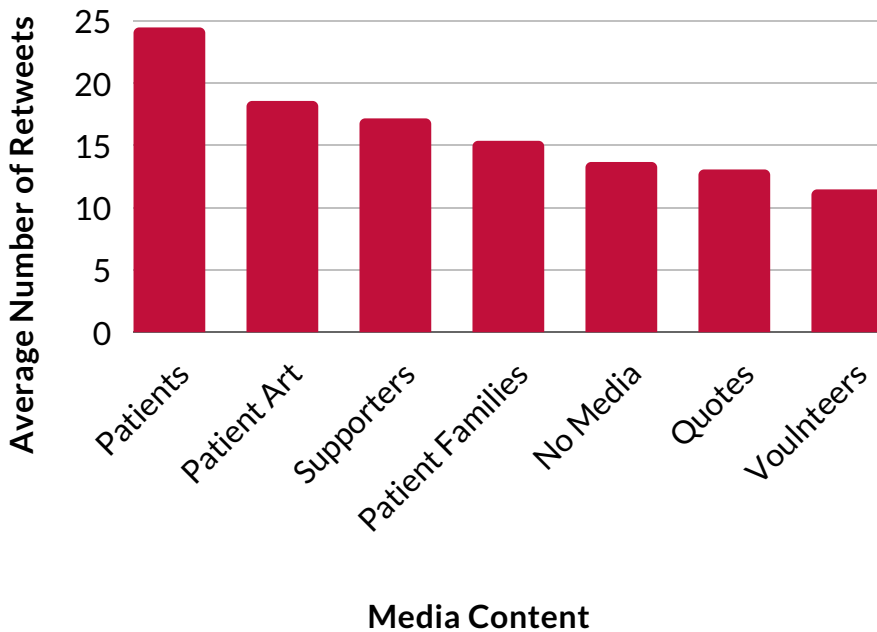
We chose to analyze data from the St. Jude twitter page in order to identify trends and relationships between the content and its engagement. We sampled 303 tweets from September 22nd to December 31st 2021 and coded each tweet in 6 different categories (theme of post, media type, media content, hashtag type, URL target type, and mention type). We looked at all tweets posted by St Jude, excluding retweets and mentions, and found what media content results in the most engagement on Twitter by followers and supporters. We found that fundraising posts that include personal patient stories and quotes elicit the most engagement. When placed together, the strong engagement in all of these categories will create the ultimate post. Posts that include photos and videos of patients tended to garner the most support.





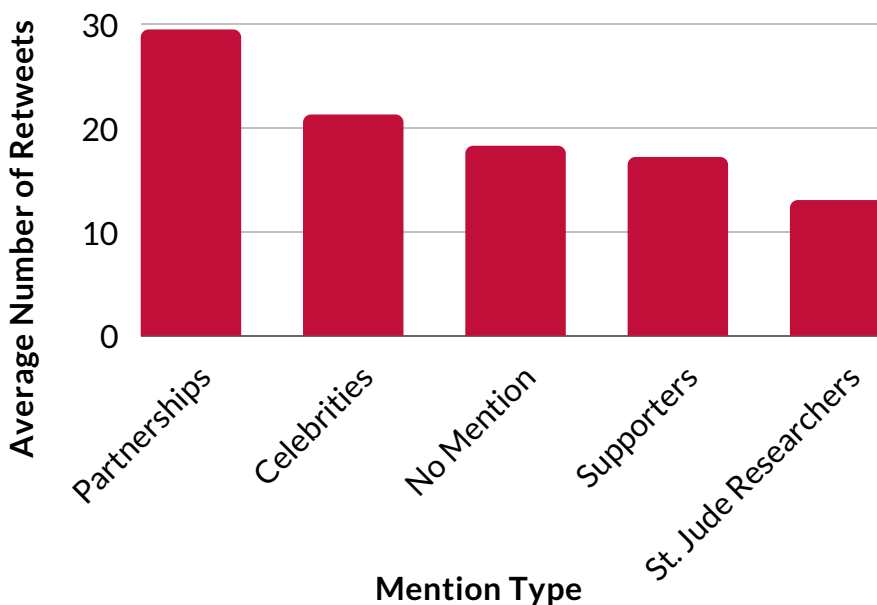
# ACTIONABLE INSIGHTS (P.1)

## AVERAGE RETWEETS BY MEDIA CONTENT



Out of all types of media content that we coded, the two with the highest average engagement were Patients (n=24.4) and Patient Art (n=18.5). We believe this is because these are more personal to the audiences and has more emotional appeal, as it humanizes the brand. It also gives donors and supporters a face to put to the donations they are giving, showing them a real child they could be helping.

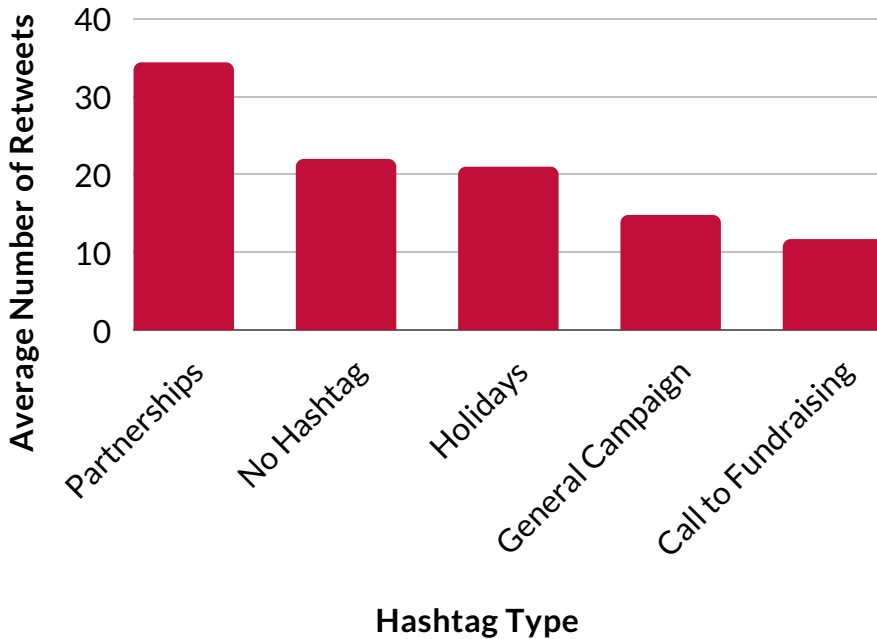
## AVERAGE RETWEETS BY MENTION TYPE



Out of all types of mention types that we coded, the one with the highest average number of retweets by far was Partnerships (n=29.43). We believe that this is because the accounts that St. Jude partners with already have a well-defined audience who then interacts with St. Jude, since they mention the account they are already associated with.

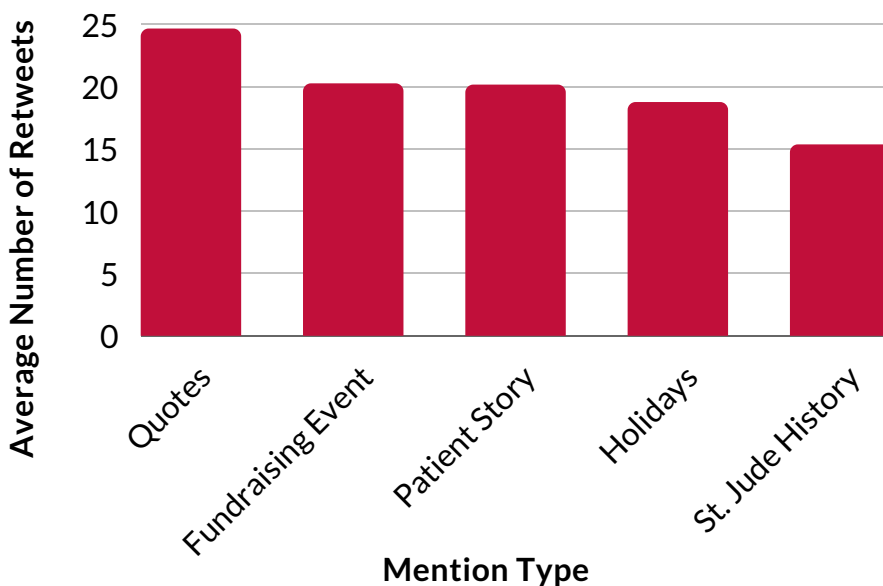
# ACTIONABLE INSIGHTS (P.2)

## AVERAGE RETWEETS BY HASHTAG TYPE



Out of all of the types of hashtags we coded, we found that, by a significant amount, hashtags for Partnerships have the most average retweets (n=34.3). We believe this is because the hashtag is being interacted with by two audiences, St. Jude's and the other company's. Because of this, St. Jude is receiving more visibility because it is being showcased to a whole new audience.

## AVERAGE RETWEETS BY THEME OF POST



Out of all of the post themes we coded, the one that had the most average retweets was posts that were Quotes (n=24.6). We believe that this is because the quotes being shared show the audience exactly how St. Jude has impacted their lives and how it has blessed them. This makes users more likely to interact and in turn, donate.

# OWNED DATA

# RECOMMENDATIONS

## 01 | POST MORE ABOUT PARTNERSHIPS

Post with partnerships had higher engagement and had the highest level of average retweets among mention types (M=29.43 RTs) and hashtag types (M=34.3). Because of this, we believe St. Jude should post more about their existing partnerships and try and create some new ones, because we believe the exposure of St. Jude to the new audiences of their partners will create brand visibility and generate mass engagement. To even further this engagement, we believe that St. Jude should create unique hashtags for all of their partnerships and use them heavily in order to create a easy-access way to find out more and generate conversation about the partnership.

## 02 | INTEGRATE QUOTES INTO THEIR CONTENT

When quotes were the theme of the post, the posts had more retweets as compared to other themes we analyzed. Quotes was the second-lowest number of tweets sampled (n=19), it garnered the highest number of average retweets in the theme of the post category (M=24.58 RTs). Therefore, we believe that St. Jude should start to incorporate more quotes into photos of patients or their families by overlaying them onto the photo and making them the caption. Because photos of patients were also heavily retweeted, we believe pairing a post of a patient with a quote will ultimately have double the effect on the audience and will produce more engagement and retweets than either of those would on their own.

## 03 | POST MORE PATIENTS AND THEIR ARTWORK

The two highest categories of media content that had the most retweets included content of patients and patient artwork. Posts including patients (n=86) had by far the highest level of average retweets (M=18.5 RT). Posts including patient art (n=11) had the next-highest level of average retweets (M=24.4 RT). Because of this, we believe St. Jude should just post more about their patients and patient artwork, whether is is just a traditional post or it is incorporating patients into their content in new and exciting ways. Posting about patients humanizes St. Jude, and gives possible donors and supporters faces that they can support and find out more about rather than just research. We believe this will create more engagements as users will want to find out more about the patients and how St. Jude has impacted them.



# **EARNED DATA ORGANIZATION**

# EARNED DATA SUMMARY

We used Boolean Queries to analyze data both within the organization itself and comparing it to competitors. We identified the most popular themes of tweet and the top influential users, hashtags, and URLs. Overall, this research was very interesting and helped us understand the organization so much more than we already did.

## DATA DESCRIPTION

### TIMELINE AND VOLUME

09/01/21-12/31/21 Volume N= 247,062

### INFLUENTIAL USERS

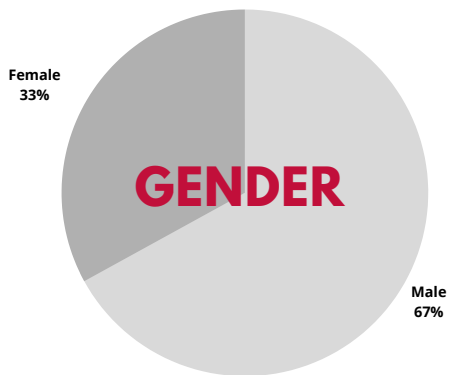
- @elonmusk (neutral sentiment)
  - 4,964 retweets and 2,790 replies
- @rookisaacman (positive sentiment)
  - 4,442 retweets and 929 replies
- @Tubbolive (positive sentiment)
  - 3,795 retweets and 1,330 replies



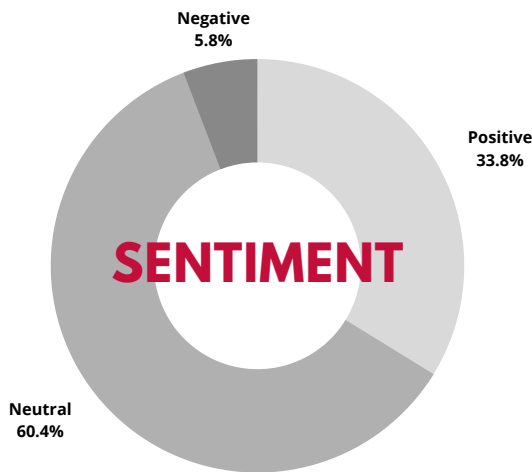
### THEMES

Donation N = 33,760, 13.5% of all posts in dataset  
Research N= 21,586, 8.6% of all posts in dataset  
SpaceX N= 31,643, 12.6% of all posts in dataset  
Support N = 36,817, 14.7% of all posts in dataset

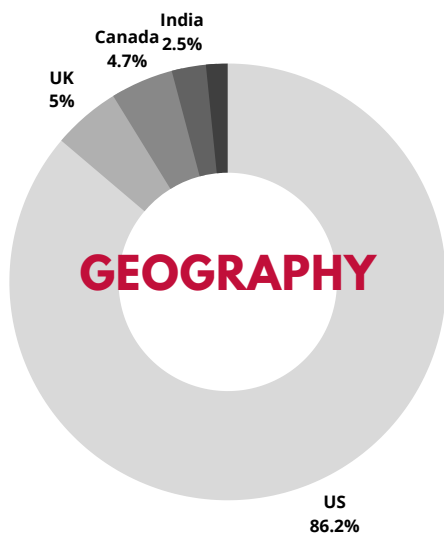
# ACTIONABLE INSIGHTS



More males mention St.Jude in tweets than women. While we do not know exactly what causes this, we believe it may have to do with the fact that men are typically more involved in the niche communities that St. Jude is prevalent in.



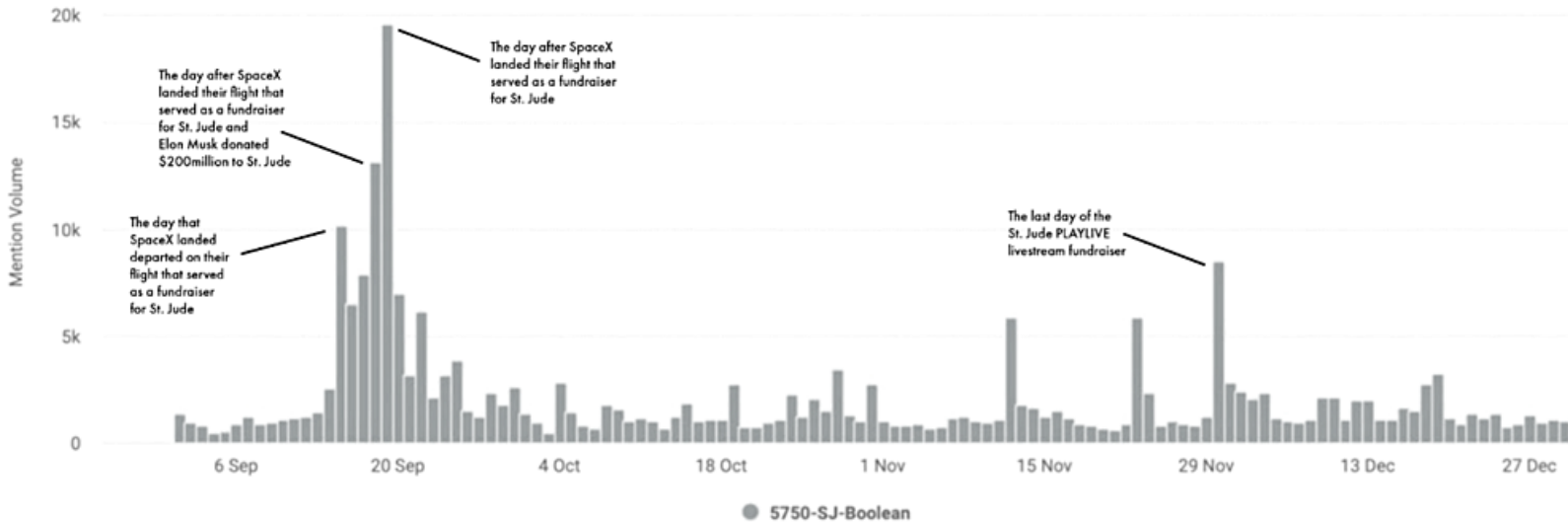
The largest sentiment is neutral and the next largest sentiment is positive. Both genders have similar percentages for sentiments. We were shocked to see how much neutral sentiment there was, and while a low negative sentiment is good, wondered how we could create more positive sentiment.



From the geographic breakdown we know that most St.Jude mentions are from people in the U.S. Only 13.8% of mentions are outside the U.S. This would make sense since St. Jude was founded in the US and operates mostly within the states.

# ACTIONABLE INSIGHTS

## SPIKE ANALYSIS



The Spike Analysis pictured above is the result of many monumental events happening at St. Jude. None of these were unexpected events that caused controversy, and in fact, they were events created with the intention of spiking the conversation about the company and therefore gaining support and traction for their cause.

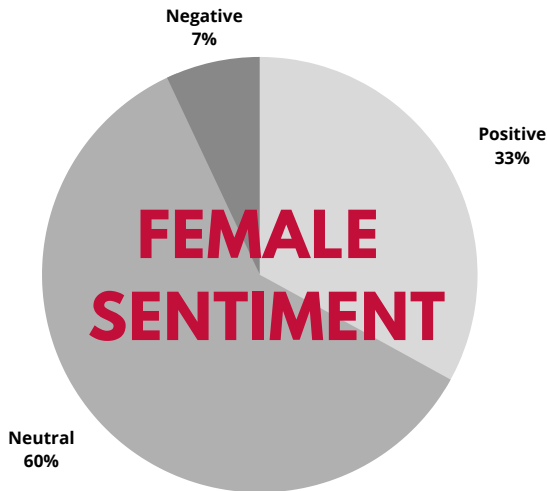
### SEPTEMBER 19TH

This is the day that had the largest spike. It was when Inspiration4 returned from space after carrying four civilian crew members on a three-day orbital mission. The mission ended up raising more than \$243 million for St. Jude. The positive conversations on twitter were about how grateful they were for all the donations and how well the mission went. Negative conversations were about how Elon Musk could have just donated the \$50 million without a space launch. This tweet is is the most retweeted tweet from the spike.

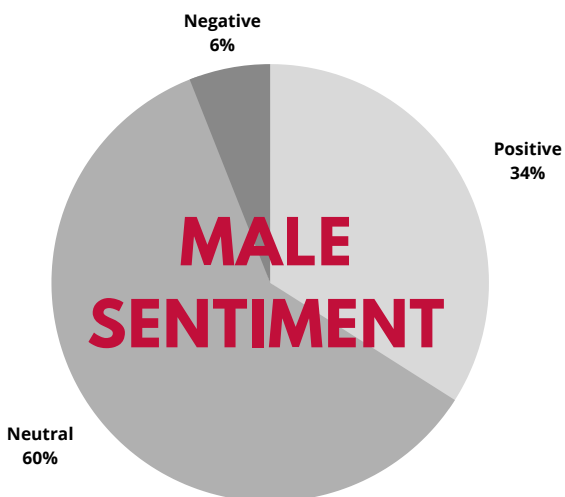




# GENDER ANALYSIS

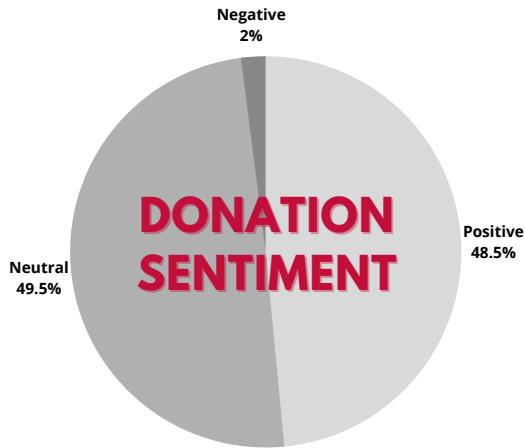


The female gender has 9,248 mentions and 4721 unique authors making up 3.69% of posts in the dataset. The day with the highest spike was on November 12th, with a neutral sentiment. The tweets were about defending St. Jude against the publication that was released about it by ProPublica. Likewise, the highest spike for the negative sentiment was the same day and the tweet conversations held were about people mad that ProPublica spoke harshly about St. Jude in their recent publication. The highest spike for the positive sentiment was on November 23rd and about influencer TubboLive raising \$144,000 for St. Jude. It was not surprising to find that the highest interest was family and parenting because families and kids are common topics related to St. Jude. Additionally, 26% of women mentioned St. Jude are artists for their job and the second most common profession was teaching.

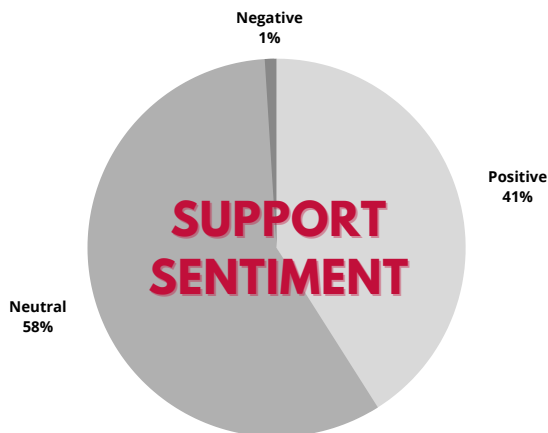


The male gender has 8,680 mentions and 4703 unique authors making up 3.47% of posts in the dataset. These sentiments are very similar to the percentages we saw for women. The day with the highest spike was September 18th, with a neutral sentiment. The conversation was about the Inspiration4 mission and Elon Musk welcoming the space crew. Similarly, the highest positive spike was about the same thing. The second highest positive spike was when @NFLGameDay tweeted about Rich Eisen was surprised with the 2021 St. Jude Ambassador of the Year award. The highest spike for the negative sentiment was the same as women's. The tweet conversations held were about people mad that ProPublica talked badly about St. Jude. Men also had a big interest in family and parenting just like women did. The most common profession was being an artist or executive.

# THEME ANALYSIS

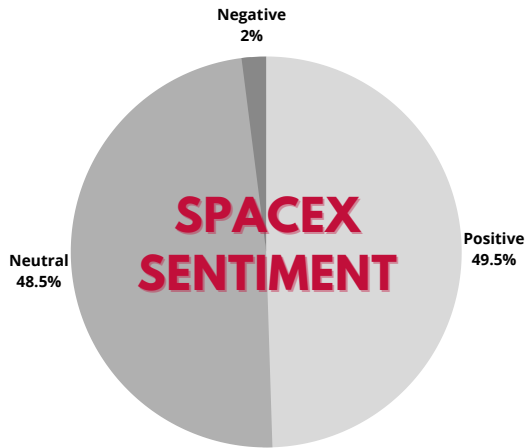


The theme donation had 33,760 mentions and 23,334 unique authors, making up 13.5% of all posts in the dataset. The sentiment is mostly positive or neutral with a large positive spike in September with Musk’s donation to St. Jude. The emotion of joy is also constant with this topic and has the same large spike in September. The second largest spike of joy feelings occurred on November 30, when the Game Theory Community raised \$1.6 million dollars. Total retweets are 57% male and 43% female. Total impressions are 82% male and 18% female.

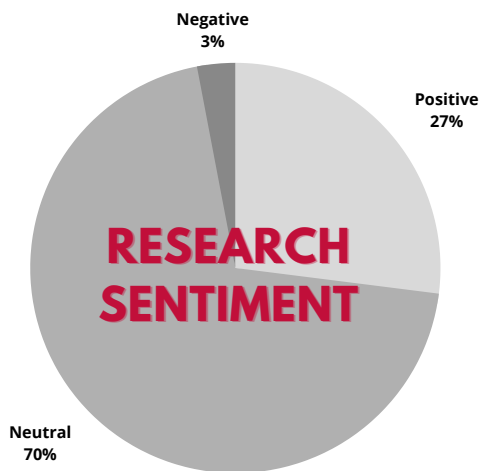


The theme support has 36,459 total mentions and 25,567 unique authors, making up 14.7% of all posts in the dataset. 95% of the posts have the emotion of joy, with the remaining 3% as sadness, 1% as disgust, and 1% as fear. The sentiment is 68% positive, 30% neutral, and 2% negative. The positive sentiment relates to @PS5\_restocks\_etc tweets about donating to support kids and gamers. Negative sentiment tweets that tag @StJude relate to the lack of immunity the children in the hospital have to COVID and an argument relating to the vaccine and masks.

# THEME ANALYSIS



The theme SpaceX had 31,643 total mentions and 18,120 unique authors, making up 12.6% of all posts in the dataset. The sentiment is almost entirely positive or neutral. There is some negative sentiment that arises, but it is during the September spike that occurred when SpaceX sent their mission into space in order to raise funds for St. Jude. While there was some negative sentiment, it was far outnumbered by positive and neutral, and this was the only time when there was negative sentiment.



The theme research had 21,586 total mentions and 16,675 unique authors, making up 8.6% of all posts in the dataset. The sentiment is 70% neutral and 27% positive. The day with the highest positive spike was November 16th, when actor Damien Haas announced that his Twitch community donated money to St. Jude for his birthday. The 3% of negative sentiments were mostly from November 12th, around the same time a bad article about St. Jude was released by ProPublica. When the mentions are broken down by gender it was 63% men and 37% women.

# EARNED DATA

# RECOMMENDATIONS

## 01 | FOCUS ON MORE MAINSTREAM COMMUNITIES

While St. Jude is having a successful presence in the communities that they are hosting their events in, those communities are very niche communities (SpaceX, Gaming). These fundraisers are great for St. Jude but we believe that if St. Jude expands their fundraising into less niche communities with bigger audiences, they will have more success fundraising. The theme "Donation" accounted for 13.5% of posts in the dataset, while the topic "Raise" accounted for 61.17% of all posts in the dataset. Therefore, we know that fundraisers work well for St. Jude, but we believe they should expand into bigger, more mainstream communities, such as sports franchises (NFL, MLB) or music communities (awards shows, music festivals).

## 02 | TRY AND INCREASE FEMALE ENGAGEMENT

Currently, there is a very low presence of females within the scope of St. Jude's earned organization data. The percentage of females in their total volume is 33% (N=36,079), while males make up 67% (N=74,523) of their total volume. To create more engagement among female audiences, we believe that St. Jude should aim to create some campaigns focused around women, such as "Women of St. Jude" or "St. Jude Moms." We believe this centering around women and focus on them could increase engagement from women who relate to or empathize with them. They also could do something like the #LikeAGirl campaign by Always Deodorant, which empowered women and put a new spin on the term "Like A Girl." We believe this empowerment of women and little girls could also increase female engagement significantly.

# EARNED DATA RECOMMENDATIONS (CONT.)

## 03 | TRY TO GENERATE MORE POSITIVE SENTIMENT

In their earned organization data, St. Jude had much more neutral sentiment than either positive or negative sentiment. Positive sentiment accounted for just 33% (N=82,798) of tweets, while negative accounted for just 6% (N=13,908), and neutral was 61% (N=150,097). While we are pleased that negative sentiment is so low, we also believe positive sentiment could be higher. Because of this, we believe St. Jude could begin campaigns centered around positivity, such as "Be the Positivity" or "St. Jude Positivity." It could be a campaign where St. Jude encouraged its users to tweet positivity at their account, which they would then share with their patients. We believe this would greatly increase positive sentiment surrounding St. Jude.

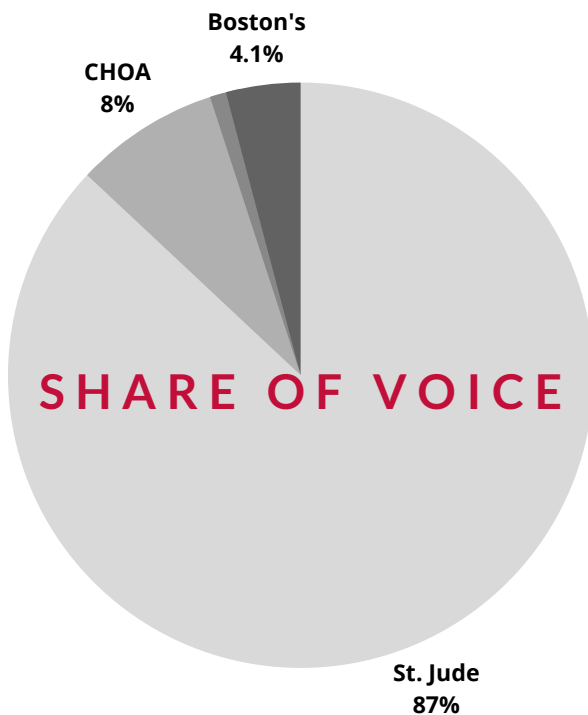
## 04 | TRY TO CAPITALIZE ON ART COMMUNITY PRESENCE

Out of all of the occupations analyzed in our Earned Organization dataset, the Artist profession was the highest (N=11,657). This presence aligns with St. Jude's love of children and their artwork. However, to increase engagement, we believe it would be beneficial if St. Jude inspired the artists that follow them to create art, and maybe host a campaign that is an art challenge where artists submit their St. Jude art and then the audience votes by retweets or comments. We believe this would increase engagement because it would link the strong presence St. Jude has in the art community to their love for children, while also encouraging engagement to support these artists.



# **EARNED DATA COMPETITIVE**

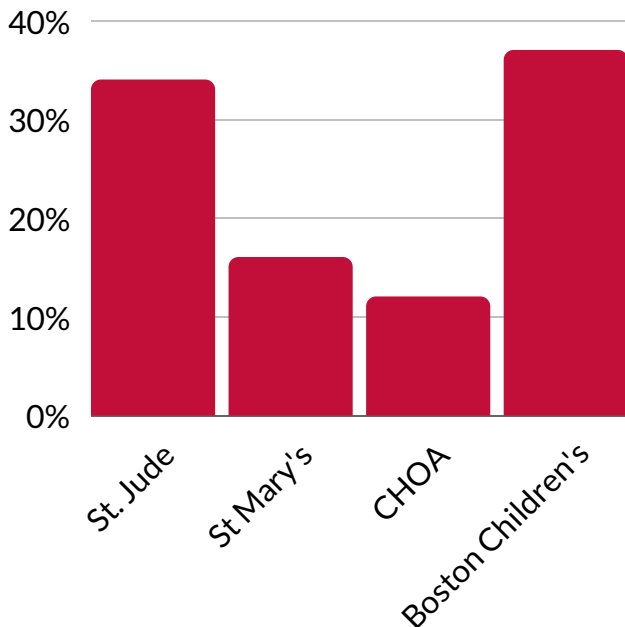
# ACTIONABLE INSIGHTS



## Share of Voice:

St. Jude, being the largest network of children's hospitals in the world, dominates the volume of tweets compared to their competitors. The reason for this is that while most of their competitors are regional (Children's Healthcare of Atlanta, Boston Children's Hospital), St. Jude is a nationally spread foundation with no regional differentiation. Because of this and their impact, they dominate their competition in tweet volume.

## POSITIVE SENTIMENT



## Sentiment:

From this sentiment breakdown we know that the organization with the highest number of 38% of positive sentiments is Boston Children's Hospital and St. Jude was not far behind with 34% of positive sentiments. These two organizations have a much larger percentage of positive sentiments compared to the other competition. The highest negative sentiment is 18% from St. Mary's Hospital and the lowest was 5% from Boston Children's Hospital. By looking at the sentiments of St. Jude's competition we can see that St. Jude's biggest competition is Boston Children's Hospital.



# ACTIONABLE INSIGHTS

## GEOGRAPHIC ANALYSIS

Geographically, St. Jude also dominates its competitors because of how widely distributed it is throughout the nation. St. Jude is the #1 Children’s Hospital in the world, and because of this, its reach over the US is much wider than a specific hospital, even if they are great at what they do. For instance, Children’s Healthcare of Atlanta, while being very impactful, is only impactful in one geographic area. The number of mentions from the state of Georgia about our CHOA query were 1,399. The next highest number of mentions from a state about CHOA was in New York at 157. However, St. Jude, being such a large organization, has many mentions from many states, with the highest being California at 9,292. This is followed by Texas (5,921), Florida (6,534), New York (5,021), and Ontario, Canada (2,492).





# **EARNED DATA TOPIC**

# TOPIC ANALYSIS



Highest Tweet Shown Above

## RAISE

The topic raise has 43,587 mentions after training the custom classifiers, making up 61.17% of all posts in the dataset (71,251). Because this is unrelated to St. Jude, where Elon Musk and other males had a large influence, we see a greater percentage of women in the demographics and it is closer to 50/50. There are 44% female and 56% male. This is slightly because many of the tweets are about opinions relating to money and politics regarding cancer research, which men tend to be more invested in. Most tweets under this theme had emotions of joy, disgust, and sadness. The tweets that garnered joyful emotion were typically about fundraising and helping raise funds for cancer research. The negative sentiment mentions suggested that childhood cancer is extremely underfunded and that cures cannot be found unless there's money.

## TREATMENT

The topic treatment has 11,321 mentions and 8,684 unique authors making up 16% of all posts in the dataset. This theme when broken down by sentiment has 73% neutral mentions, 22% negative, and 5% positive. The biggest positive sentiment spike was on November 1st. These tweets were about a book that Rene Marsh from CNN wrote in memory of her son and all the proceeds go towards pediatric brain tumor research. On this same day other conversations were about how St. Jude had embarked on its largest expansion in 60 years. Over 11 billion dollars was invested for research and treatment for kids with catastrophic diseases. The negative spike was on September 19th and the majority of the tweets were about the Eric Trump Foundation funneling with cancer research and stealing money. The next big negative spike was from December 28th and about how dangerous COVID is for children receiving cancer treatments. .

Highest tweet shown below



# TOPIC ANALYSIS

## COST



**ProPublica** @propublica

New: St. Jude Children's Research Hospital promises not to bill families. But the cost of having a child at the hospital for cancer care leaves some families so strapped for money that parents share tips on spending nights in the parking lot.



propublica.org  
St. Jude Hoards Billions While Many of Its Families Drain Their Savings  
St. Jude Children's Research Hospital promises not to bill families. But the cost of having a child at the hospital for cancer care leaves some families so strapped...

5:03 AM · Nov 12, 2021 · SocialFlow

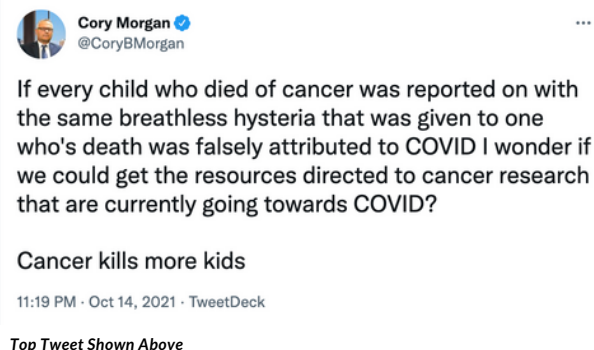
508 Retweets 172 Quote Tweets 896 Likes

2nd- highest Tweet Shown Above (first was a giveaway)

The topic Cost has 11,228 mentions and 3,642 unique authors which is 15.8% of the total volume. When broken down by sentiment, this theme has 9% positive, 73% neutral, and 18% negative sentiment. This makes sense because this theme was chosen to analyze people talking about the insane cost of childhood cancer treatment and how expensive it is to get treatment for a child who is diagnosed, so we expected to get a more negative than positive sentiment. The demographics of this topic are 68% male and 32% female, which is a surprise to us because there is nothing to do with this topic that is polarized towards one gender. The major spike is on November 12th. It was mostly retweets of a @ProPublica/@Phil\_Lewis\_ tweet talking about how St. Jude promises not to bill families for cancer treatment but they do not help families with the expenses of travel and housing while their children are staying at a St. Jude hospital, which can be a major burden to families.

## COVID

The theme COVID has 5,114 mentions and 4,585 unique authors which is 7.17% of all posts in the dataset. This theme, when broken down by sentiment, has 3% positive, 27% negative, and 70% neutral mentions. Since COVID was a worldwide pandemic that affected many in a horrible way, especially those in the experiencing childhood cancer, it was expected that most of the sentiment would be negative. The demographics of this topic are 55% male and 45% female, which was expected because this is an issue that affects everyone. There was one major spike in this topic on September 7th. This spike had a mostly neutral context and was mainly retweets of a tweet by @MarinaMedvin about research being done on children who



**Cory Morgan** @CoryBMorgan

If every child who died of cancer was reported on with the same breathless hysteria that was given to one who's death was falsely attributed to COVID I wonder if we could get the resources directed to cancer research that are currently going towards COVID?

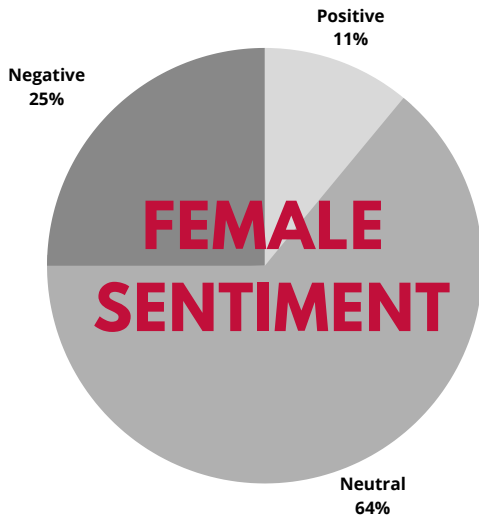
Cancer kills more kids

11:19 PM · Oct 14, 2021 · TweetDeck

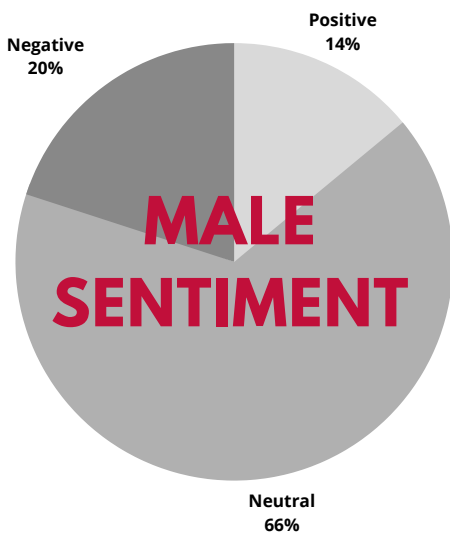
Top Tweet Shown Above

were diagnosed with COVID and only the ones with pre-existing conditions (i.e. Cancer) died. This is why we included COVID as a category, because there was a lot of conversation about how the children mortality rates for COVID-19 were skewed by those who already had pre-existing conditions. This was a large point of conversation for COVID safety and vaccines

# TOPIC GENDER ANALYSIS



The female demographic has 3733 mentions and 2,674 unique authors. The highest spike was on September 19th and conversations were about either treatment or fundraising. Most tweets had a negative sentiment on this day and were about the Eric Trump Foundation funneling with cancer research money. Positive tweets from September 19th were about fundraising events for cancer research in honor of childhood cancer awareness month. September 1st also had a big spike and had a neutral sentiment. The majority of the tweets on this day were about it being the first day of childhood cancer awareness month. When looking at the mention volume by sentiment 64% mentions were neutral, 25% were negative, and only 11% were positive. The largest occupation category was teacher and the highest category of interest was family and parenting.



The male demographic has 1,683 mentions and 1,220 unique authors. The highest spike was on September 19th like females and conversations were about donations and fundraising. Another spike was on September 7th and tweet conversations were about how kids that had covid had a mortality rate of zero and children with leukemia had a mortality rate of zero. When looking at mention volume by sentiment it was very similar to female sentiments. Neutral sentiment was the largest with 66%, negative had 20%, and positive had 14%. The most common occupation is executive. Men showed more happy emotions than women. Males' largest emotions were 42% joy and 34% sadness. Most joyful tweets were about fundraising. The top tweet is @jaketapper and he is a lead anchor on CNN. He also tweeted about Rene Marsh's book in honor of her son that passed away because of cancer. The hashtags with the most mentions were #childhoodcancer and #cancer.

# TOPIC DATA

# RECOMMENDATIONS

## **01 | PROMOTE AFFORDABILITY BY SHARING OUTSIDE FUNDING SOURCES AND OPPORTUNITIES**

St. Jude does not charge families of children who receive treatment in their hospitals. However, the main negative spikes we saw focused on the price of everything else but the treatment, such as hotels and travel. One was a ProPublica tweet about how the cost of staying at St. Jude is still financially draining even though they don't bill families. This tweet had a lot of engagement (N=515) and created a large negative spike. To avoid spikes like this in the future and to show they care about the families they serve, we believe that St. Jude should use their social media to highlight opportunities for existing affordable options (state-funded, government-funding, etc.) that already exist that can be used by families and supporters bringing their children to St. Jude for treatment.

## **02 | MAKE FUNDRISING EFFORTS MORE DISTINCT**

The theme "Raise" made up 61.17% of all of the data in the topic dataset. It is the most talked about theme under our topic, and because of this we believe that St. Jude should try and insert themselves into this theme, since they are not very present in it at the moment. To do this, they should tweet more about raising awareness as well as money. Tweets about raising awareness and support for childhood cancer were almost as common as tweets about raising money and fundraising. A post during National Childhood Cancer Awareness month by @POTUS that mentioned Biden's goal to invest in critical research and care to end cancer was a top tweet under this theme. St. Jude should focus on not only getting donations from Twitter users, but also spreading the word to attract an even larger target audience and raise awareness. Using the word "raise" instead of "fundraise" in their posts should help them become more well known within this theme.

## **03 | ATTRACT TWITTER USERS WHO ARE NOT A PART OF THE FAMILY AND PARENTING INTEREST CATEGORY**

In our earned data analysis, we discovered that for both men and women, the highest interest by far was for family and parenting (N=21, 789). This is a target audience of people who can relate to having children, which is good for garnering donations, but we believe it would be beneficial to reach more of a variety of users to spread awareness and get donations. This could include adding more category specific hashtags or key words to place each tweet into a clear and separate category like technology, health & fitness, science, etc. which will help St. Jude be present with new users.



# **NETWORK ANALYSIS**

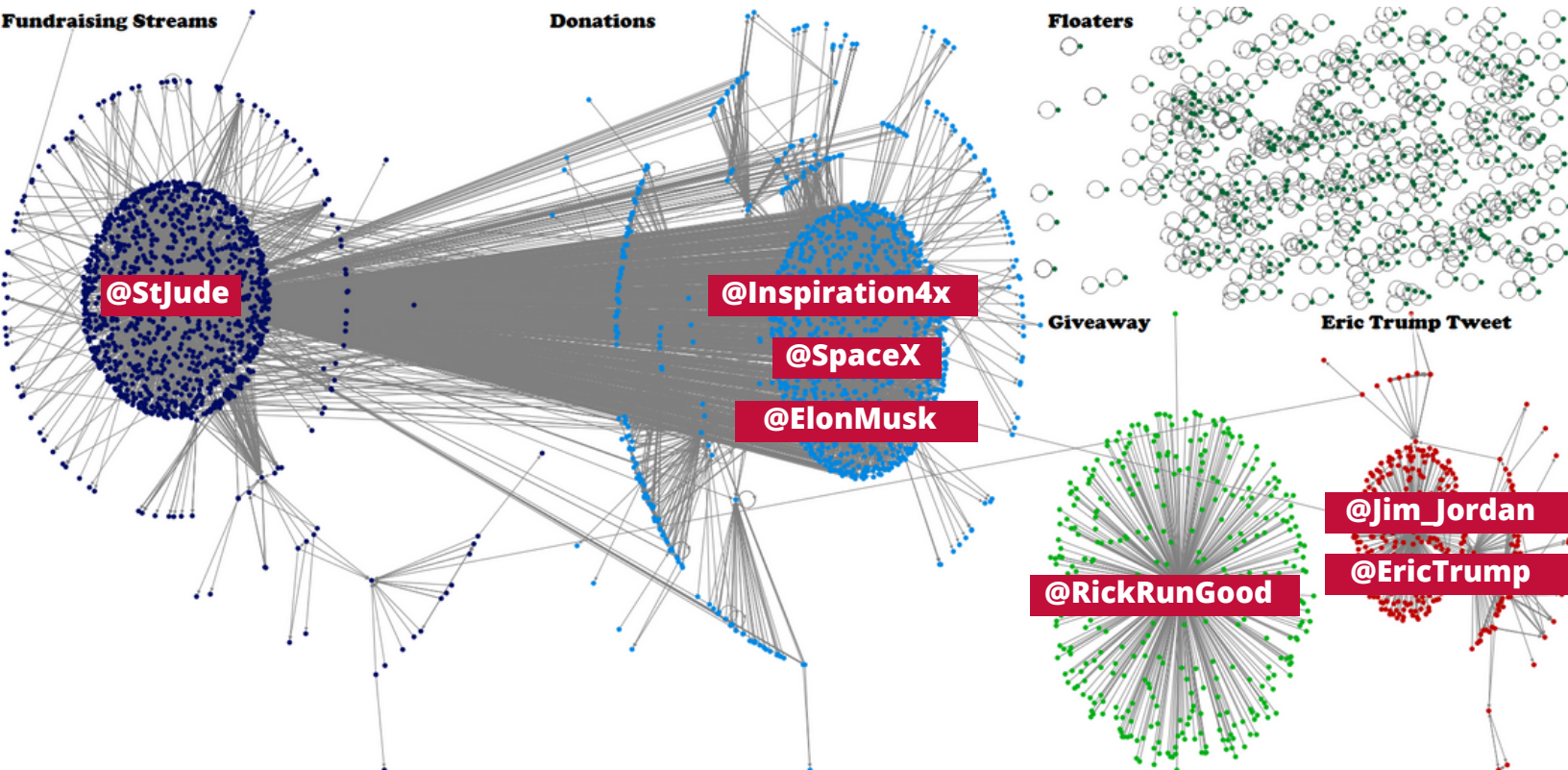
## **NODEXL**



# TWITTER NETWORK ANALYSIS

## NODEXL DATA

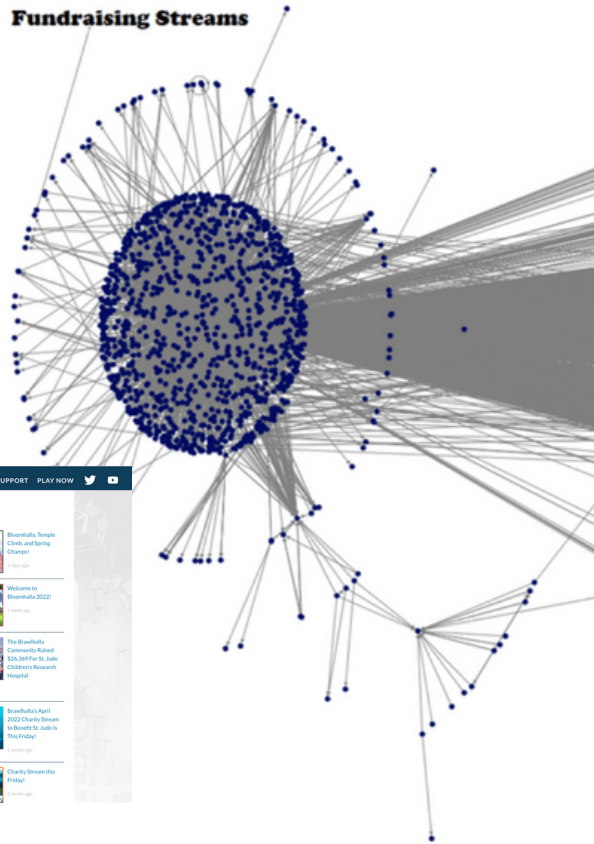
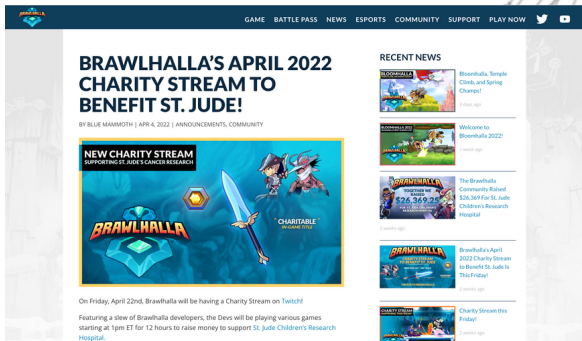
Below is our Network Analysis from NodeXL. We plugged in a organization-specific query into NodeXL, ran it, and analyzed the clusters of conversation about our organization and what they each were about. We identified influential users, top keywords, top URLs, and more. This allowed us to look into how the conversations within our organizations are actually happening and gave us a visual to out to them. Our biggest influential user is Elon Musk. He is the central part of the donation cluster due to his large donation of \$50 million. SpaceX is also a core part of the donation cluster because Elon Musk is the founder of SpaceX, and many of these tweets show gratitude towards that donation.



# G1:

## FUNDRAISING STREAMS

Top URL:



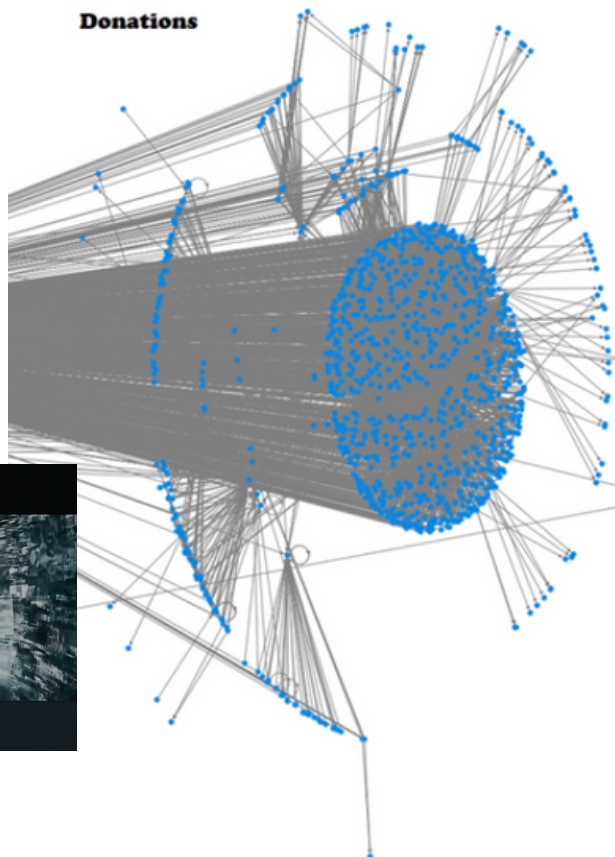
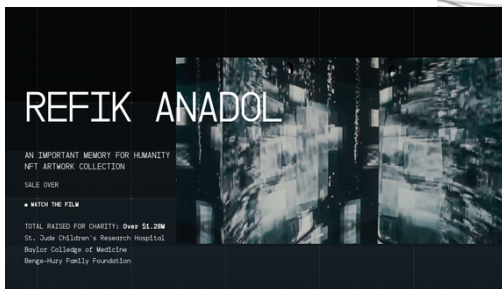
### Summary:

This cluster regards conversations around livestreams and the sale of some NFTs, which are two of St. Jude's biggest fundraising strategies. They love to partner with these new technological advancements and forms of entertainment in order to gain profit and to organize fundraising opportunities.

# G2:

## DONATIONS

Top URL:



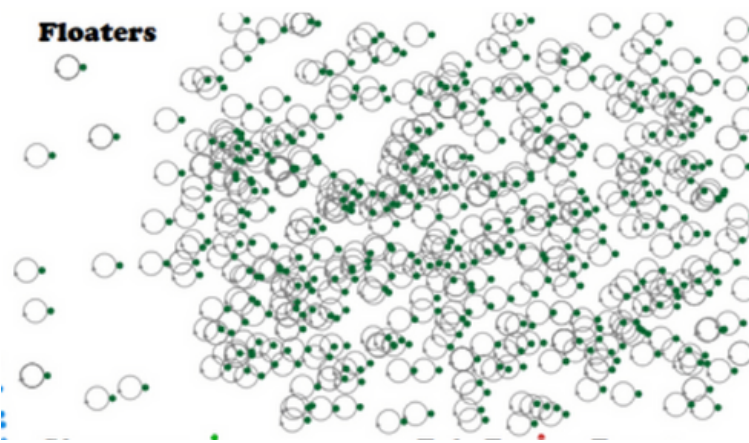
### Summary:

This cluster is mostly about SpaceX, and their Inspiration 4 crew's flight in order to raise funds for St. Jude. This conversation also centers around the large donation that Elon Musk made to St. Jude following this flight and the conversation about such a large celebrity and public figure supporting St. Jude in general. Some conversation in this cluster was also about NFTs, including the most shared URL.



# G3:

## FLOATERS



### Summary:

This cluster is mainly unrelated tweets. In this cluster, there are a mix of tweets about our organization and about St. Jude the Catholic Saint, who people were also talking about.

# G4:

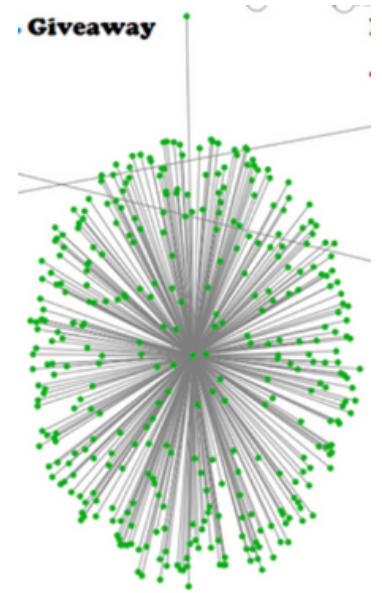
## GIVEAWAY

### Summary:

This cluster is focused on a giveaway held by @RickRunGood, in which he was giving away a pair of shoes from the St. Jude/FedEx Golf Invitational.

### Top Tweet:

A screenshot of a tweet from Rick Gehman (@RickRunGood). The tweet text reads: "If Sungjae Im wins the Masters, I'll part with these signed shoes from WGC St Jude. If he finishes Top 5, I'll give away the signed glove. For the shoes, I'll give one away and raffle off the other for a good cause. RT + Follow to enter. Giddy Up!". Below the text are two photos of white golf shoes with signatures. The tweet is dated 1:15 PM - Apr 8, 2022, and has 380 Retweets, 2 Quote Tweets, and 191 Likes.



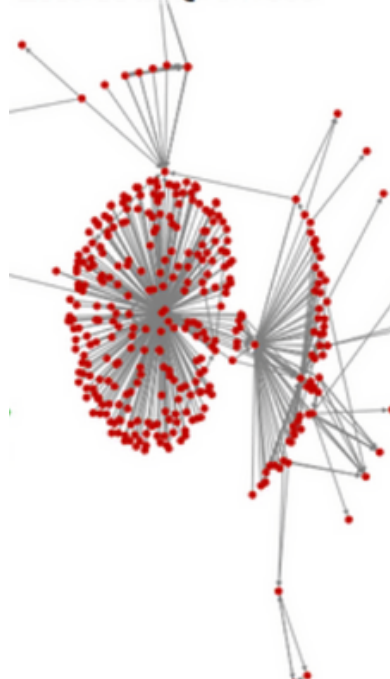
# G5:

## ERIC TRUMP

### Top URL:

A screenshot of a news article from News Witness. The headline reads: "Eric Trump funneled cancer charity money to his business: Report". The article is by Lauren Pearle. The image shows Eric Trump speaking at a podium.

### Eric Trump Tweet



### Summary:

This cluster is mainly unrelated tweets. In this cluster, there are a mix of tweets about our organization and about St. Jude the Catholic Saint, who users were also talking about.

# NETWORK ANALYSIS RECOMMENDATIONS

## 01 | PARTNER WITH MORE CELEBRITIES

One of the biggest clusters in our Network Analysis was focused on SpaceX, a brand owned by Elon Musk, who over the last few years has become a widely popular celebrity. While he has donated a lot of money to St. Jude, we believe conversation is also being generated simply because a celebrity this popular is associated with St. Jude. Therefore, we believe St. Jude should attempt to partner with more celebrities via social media. Whether this be advertisements, donations, or just general conversations, we believe more celebrity engagement would boost overall social media engagement, as it will make fans want to learn more about St. Jude.

## 02 | INITIATE GIVEAWAYS OVER SOCIAL MEDIA

One of our largest clusters was about a giveaway from @RickRunGood about giving away a pair of shoes he had received at the St. Jude/FedEx Golf Invitational. Though this giveaway was not really St. Jude affiliated, the cluster still reminded us of the proficience of giveaways and gave us the idea that St. Jude could try some. Therefore, we believe to boost engagement, St. Jude should initiate giveaways that are in some way centered around the brand and their patients. Ideas include giving away patient artwork or things made by patients, or giving away St. Jude merchandise if they have the budget for it. We believe that giveaways would increase social media engagement by a lot and boost St. Jude's twitter.



# **ALL RECOMMENDATIONS**

01 | POST MORE ABOUT PARTNERSHIPS

02 | INTEGRATE QUOTES INTO THEIR CONTENT

03 | POST MORE PATIENTS AND THEIR ARTWORK

04 | FOCUS ON MORE MAINSTREAM COMMUNITIES

05 | TRY AND INCREASE FEMALE ENGAGEMENT

06 | TRY TO GENERATE MORE POSITIVE SENTIMENT

07 | TRY TO CAPATILIZE ON ART COMMUNITY PRESENCE

08 | PROMOTE AFFORDABILITY BY SHARING OUTSIDE  
FUNDING SOURCES AND OPPORTUNITIES

09 | MAKE FUNRDRAISING EFFORTS MORE DISTINCT

10 | ATTRACT TWITTER USERS WHO ARE NOT A PART OF  
THE FAMILY AND PARENTING INTEREST CATEGORY

11 | ST JUDE PARTNER WITH MORE CELEBRITIES

12 | ST JUDE SHOULD INITIATE GIVEAWAYS OVER  
SOCIAL MEDIA

# APPENDIX P.1

## ORGANIZATION BOOLEAN

"St. Jude" OR @stjude OR #stjude OR #forStJude OR  
#StJudeInspire OR #StJudeHeroes OR #StJudeResearch OR  
#LoveMusicStopCancer OR #StJudeMarathon

## TOPIC BOOLEAN

((Childhood OR Pediatric OR Child OR Children OR Kids OR Infant  
OR Baby OR Babies OR Young OR #children OR #babies OR  
#infant)

AND

(Cancer OR cancers OR chemo OR leukemia OR lymphoma OR  
tumors OR tumor OR "blood disorder" OR sarcoma OR hemophilia  
OR neuroblastoma OR melanoma OR osteosarcoma OR "Sickle  
Cell" OR chemotherapy OR cancerous OR #cancer OR #cancers  
OR #cancerous OR #leukemia OR #lymphoma OR #tumor OR  
#tumors OR #chemo OR #chemotherapy OR #cancerous)

AND

(Research OR study OR "research study" OR researchers OR  
researching OR studies OR studying OR curing OR cure OR cures  
OR investigating OR "finding out more" OR #research OR  
#researchers OR #researching))

# APPENDIX P.2

## THEME BOOLEANS

- Theme: donation; Boolean: donation OR donate OR #donate OR “generous donation” OR “donation today” OR donating; N = 33,760, 13.5% of all posts in dataset
- Theme: research Boolean: research OR researcher OR researching OR #stjuderesearch; N= 21,586, 8.6% of all posts in dataset
- Theme: SpaceX; Boolean: “inspiration 4” OR voyage OR spacex OR “Elon Musk” OR #Elonmusk OR Musk; N= 31,643, 12.6% of all posts in dataset
- Theme: Support; Boolean: support OR #fundraising OR fundraise OR #fundraise OR fundraising; N = 36,817, 14.7% of all posts in dataset

## COMPETITION BOOLEAN

“St. Jude” OR @stjude OR #stjude OR  
“Children’s Healthare of Atlanta” OR CHOA OR @childrensatl OR  
#CHOA OR #childrensatl OR “St. Mary’s Kids” OR “St. Mary’s  
Hospital” OR @StMarysKidsNY OR #stmaryskids OR  
#stmaryshospital OR “Boston Children’s Hospital” OR  
@bostonchildrens OR #bostonchildrenshospital