

Feeding America REPORT

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**FEEDING
AMERICA**



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*Grady College of Journalism
and Mass Communication*

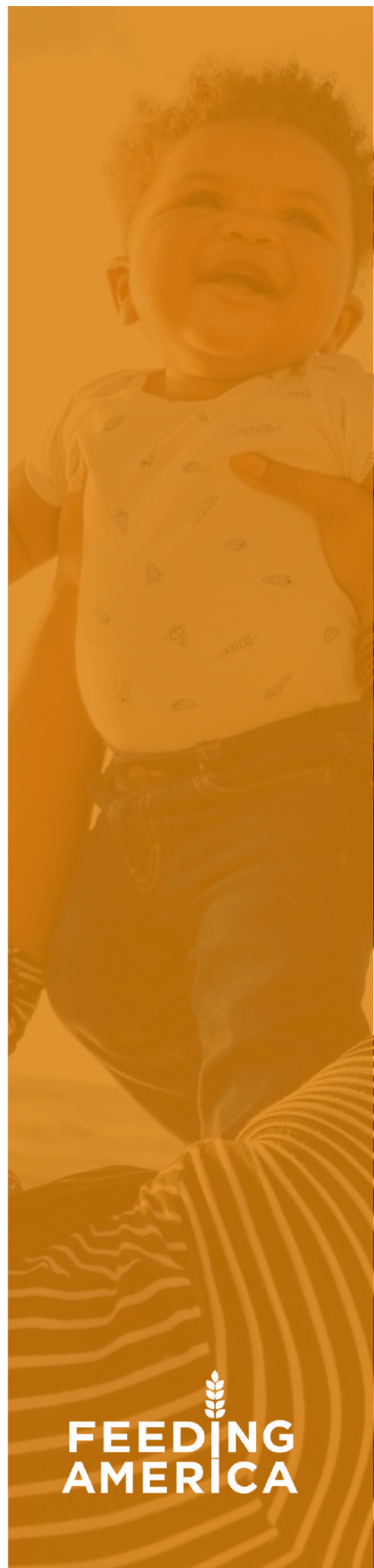
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Executive SUMMARY

The purpose of this report is to analyze social media data taken from Feeding America's social media platforms, earned organization and comparable organizations data, and topic data in order to make recommendations on how they might increase social media engagement.



ORGANIZATION & DATA OVERVIEW

About Feeding America

Feeding America is a 501(c)(3) nonprofit organization dedicated to feeding the community and ending food insecurity in every American household. Feeding America was established in 1979 by John van Hengel, and it is a nationwide network hosting over 200 food banks and 60,000 food pantries. Their offerings go even further than those initial promises, offering meal programs, emergency disaster relief, nutritional education programs, and consulting for families seeking food assistance and guidance.

Business Problem

Feeding America, while having strong Twitter following at 400k+, struggles garnering and retaining consistent engagement amongst tweets, limiting opportunities for awareness growth and contributions to the organization.

Data Overview

Timeframe

Owned Data: January 1, 2021 – December 31, 2021

Earned Data: January 1, 2021 – June 30, 2021

Topic Data: January 1, 2021 – June 30, 2021

Volume

Owned Data: 299 tweets

Earned Data: 726.28k mentions

Topic Data: 37.73k mentions

Key Performance Indicators (KPIs)

Engagement (tweets, mentions, hashtags, reach), Sentiment, Share of Voice

Platforms

Twitter, Reddit, and Tumblr

Due to limitations in accessing data through Brandwatch, certain platforms offered limited data (i.e., Reddit and Tumblr).



Software Used

Brandwatch, Brand24, Talkwalker, and Canva

Recommendations



MOVING FORWARD

Owned Data

01 Increase engagement levels for posts regarding people receiving food assistance by creating graphics through adding text over image.

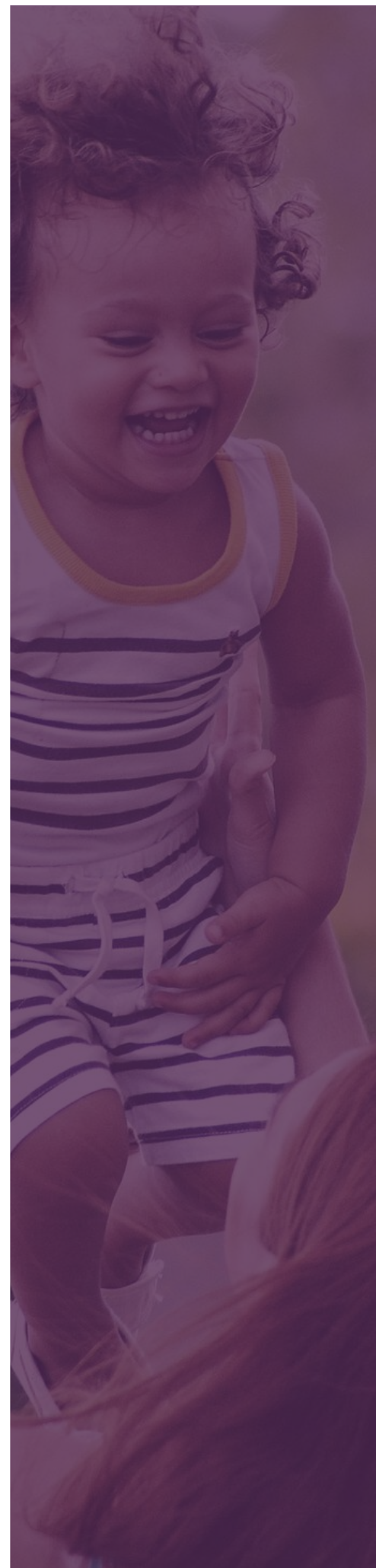
Although Graphics have the highest average engagement (40.56), the number of posts is 25. People Receiving Food Assistance has the highest number of posts (99) but half the engagement (22.35 average retweets). Therefore, we want to see how this will impact the engagement levels in the year to come.

02 Increase the number of posts with slogan and event hashtags like #HungerHeroes, #FightHunger, #Covid19, #HurricaneIda, etc.

Both had 12 posts, but the highest engagement (23.58 and 20.58). We want to increase brand awareness as opposed to highlighting different holidays. We think that Feeding America intended to tap into the holidays' reach and followers rather than highlighting the holidays themselves. When we mention "holiday," we are referring to both calendar Holidays like New Years and heritage celebrations like Native American Heritage Month.

03 Attach Donation and/or Volunteer Website URLs to tweets about Testimonials.

Testimonial tweets are high in count (75) with an average of 22.20 retweets. We want to increase engagement with these websites in hopes to further the mission of Feeding America as a whole.



MOVING FORWARD

Earned Data

04 Join conversations of benefits and fundraisers for Feeding America by interacting with the audience.

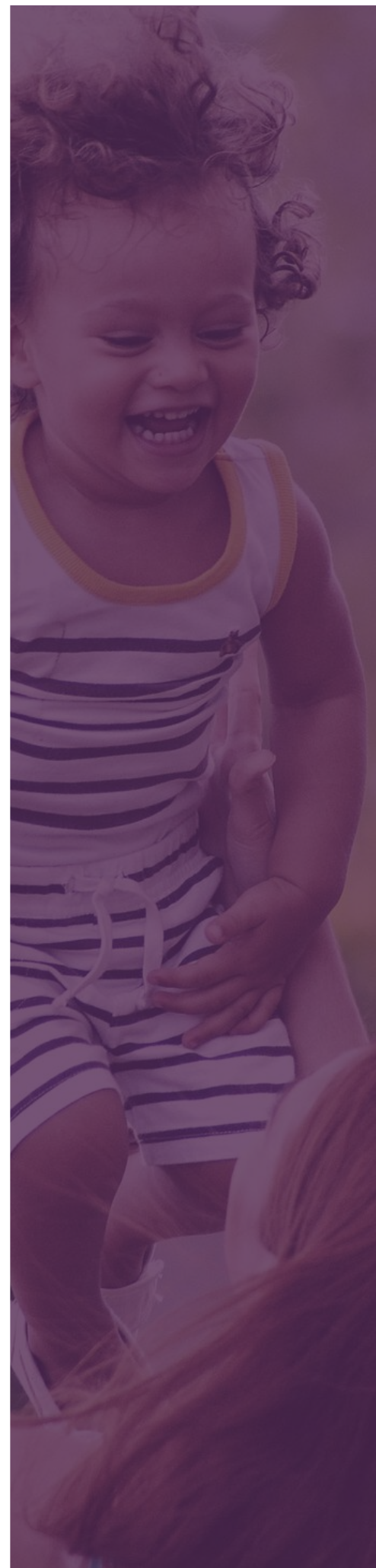
In order to create awareness of the company as a whole, promotion of every aspect of Feeding America can be beneficial and aids in establishing community.

05 Continue with Call-to-Action posts.

The most conversation is being held on Twitter, so continue to tweet about volunteering and donating, as this creates more of a positive/neutral sentiment.

06 Utilize Relevant Keywords and Hashtags.

Use relevant keywords and hashtags (#feedingamerica, #foodinsecurity, #fighthunger, etc.) that are tied to popular themes and stories to boost engagement. Spikes in competition data center around newsworthy events related to the organization's mission statement. We recommend staying aware in regard to trends and breaking news that aligns with Feeding America's mission statement.



MOVING FORWARD

Topic Conversation Data

07 Focus on positive reinforcement within negative themes.

Some subjects of positive conversations can include getting rid of food deserts, safe and public spaces, community gardens, and food delivery.

08 Highlight themes such as Food Banks, Food Apartheid, Urban Sprawl, Food Scarcity, and Food Insecurity.

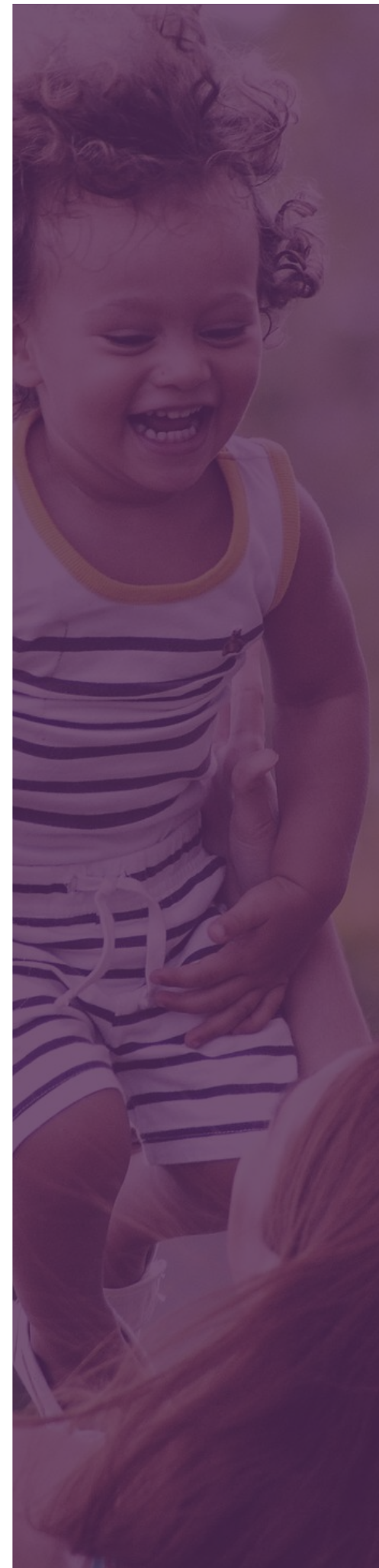
These emerging themes are the pinnacle of the conversation as they produce high engagement among users.

09 Stay up to date with humanitarian crises and newsworthy events as they receive high levels of engagement.

Increase the number of postings relevant to humanitarian crises and world events (ex. #HurricaneIda) and insert relevant owned resources to get more interaction from the audience and drive visitors to website.

10 Focus content about food access on how it affects users personally.

Much of the conversation is around food deserts geographically near them. Describe how food insecurity impacts where they live and how to get involved.



Feeding America's Owned DATA

We curated coding schemas to help organize Feeding America's Twitter history for the year of 2021. The categories of tweets analyzed are theme, media content, hashtag type, mention type, and URL type.

The following information includes the engagement patterns, insights, and findings to back up the recommendations we have come up with.



OWNED DATA OVERVIEW

About Feeding America's Twitter Account

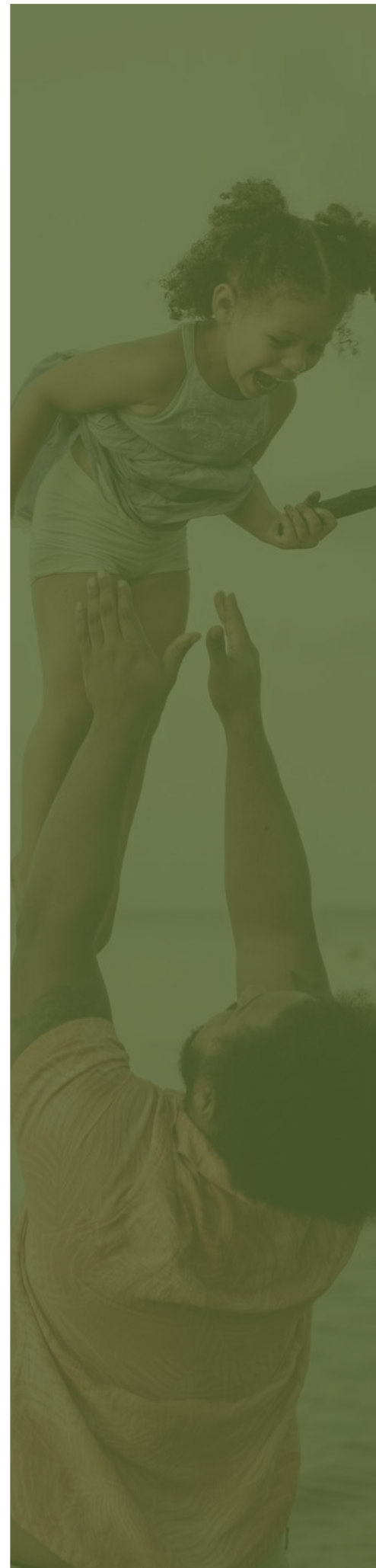
Currently, the Feeding America Twitter, @FeedingAmerica, boasts a following of over 450k followers and actively tweets new and original content daily. Their posts host a variety of different themes, content, and messages set to spread the word about positive work done by the nonprofit, show volunteer appreciation, and how you can get involved.

Dataset: Volume & Timeframe

The data we gathered is compiled of **299 tweets** taken from the time period of **January 1, 2021 to December 31, 2021**. The reason for this timeline is because of Feeding America's once-a-day posting schedule in combination with the amount of original tweets — not retweets, replies, or quoted tweets — bringing our dataset to 299 total tweets for the year span.

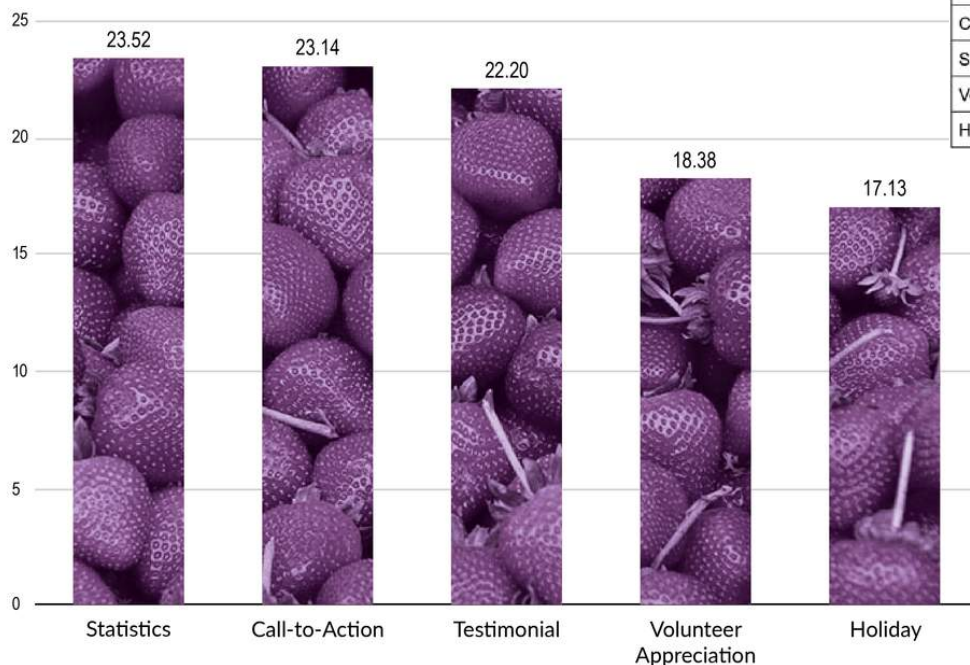
Questions We Seek to Explore

1. What kind of content theme should be implemented to maximize audience engagement, and how might this be done?
2. What forms of media and media content should we utilize more to increase audience engagement?
3. For posts with important information yet low engagement, how might we propose to increase engagement using what we learn from the data?



TWITTER ENGAGEMENT DATA

Average Retweets by Theme



Category	Total Number of Posts
Testimonial	75
Call-to-Action	70
Statistics	52
Volunteer Appreciation	48
Holiday	47

N = 299

Not Shown: Other (N = 7)

Under the Theme schema, Statistics had an average of 23.52 retweets, while the number of posts was 52. In comparison, Other had an average of 33.86 retweets within 7 total tweets. This category isn't shown on the graph as it is an outlier to the rest of the data and doesn't give much specific insight. Themes of Call-to-Action and Testimonial have averages within a 1.5 point difference from Statistics, 23.14 and 22.20 average retweets respectively, revealing that these posts garner nearly the same engagement as the Statistics theme.

Insight Based on Theme - Tweets with the theme of Statistics, Call-to-Action, and Testimonial all have potential to earn high engagement, especially when paired with additional optimization recommendations.

EXAMPLES OF MOST-RETWEETED THEMES



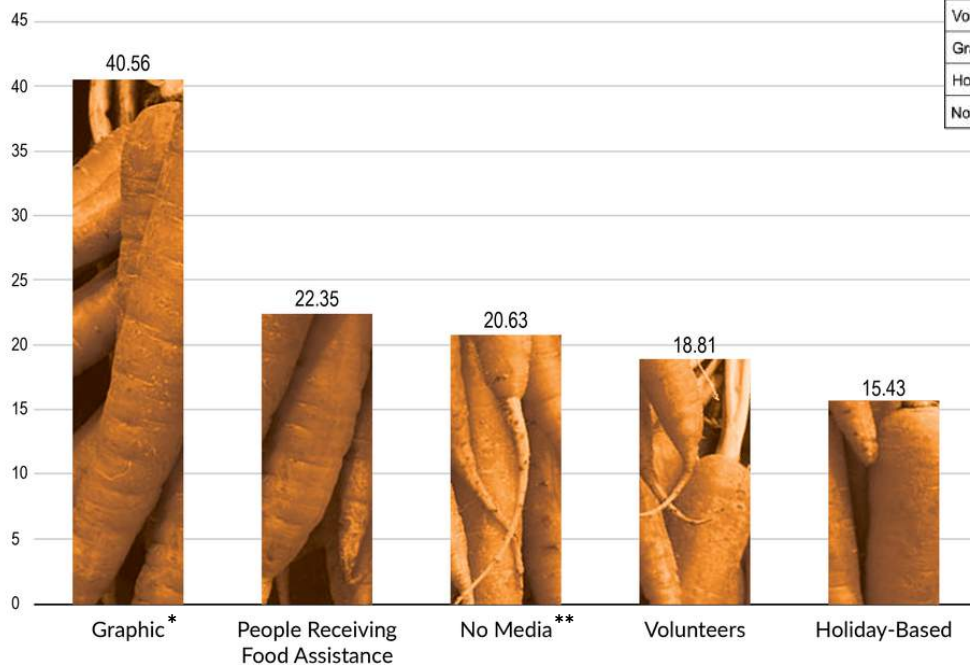
Statistics



Call-to-Action

TWITTER ENGAGEMENT DATA

Average Retweets by Media Content



Category	Total Number of Posts
People Receiving Food Assistance	99
Volunteers	96
Graphic	25
Holiday-Based	23
No Media	38

N = 299

Not Shown: Other (N = 18)

To continue onto the Media schema, Graphic had an average of 40.56 retweets among 25 posts. However, the highest number of posts were in regards to People Receiving Food Assistance, as there were a total of 99 posts under that category with an average retweet of 22.35. This was worth noting as we considered making recommendations. Images of volunteers are the second-most used media at 96 posts yet have an average retweet of 18.81, ranking fourth in this category.

*Graphic: a visual element, whether that be a photo or poster with informational text

**When referring to "No Media," there is no visual aspect directly on the tweet, i.e. an image or graphic with informational text. No Media tweets simply have characters in the form of text.

Insight Based on Media Content - Tweets with media content like People Receiving Food Assistance would perform higher when posted with a graphic.

EXAMPLES OF MOST-RETWEETED THEMES



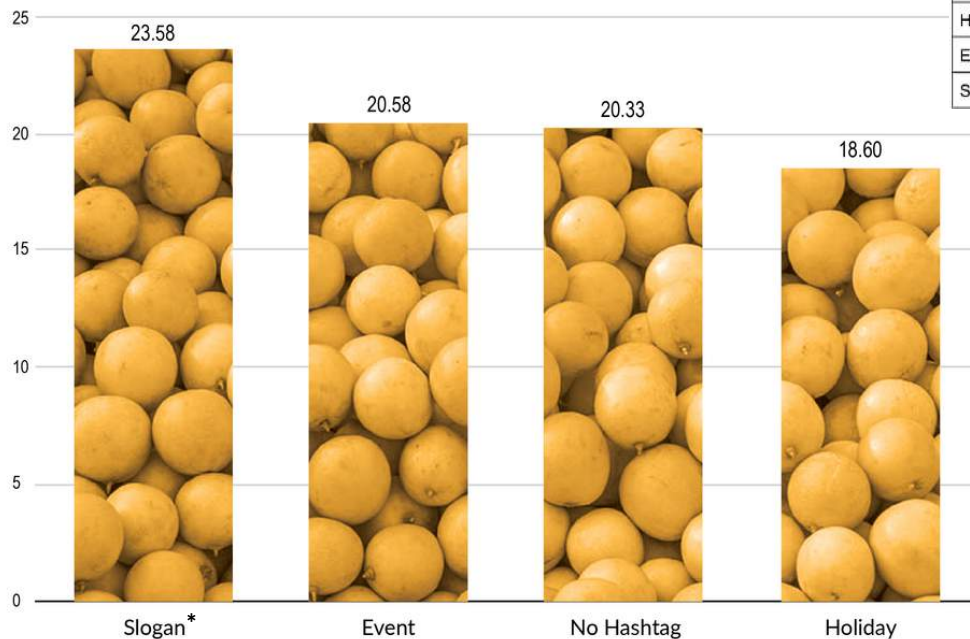
Graphic



People Receiving Food Assistance

TWITTER ENGAGEMENT DATA

Average Retweets by Hashtag



Category	Total Number of Posts
No Hashtag	209
Holiday	60
Event	12
Slogan	12

N = 299

Not Shown: Initiative (N = 6)

EXAMPLES OF MOST-RETWEETED THEMES



Slogan



Event

Additionally, for the Hashtag schema, Slogans had an average retweet of 23.58 within 12 posts. We see it helps to use slogans whenever possible and to think more about No Hashtag, as its average retweet count is 20.33 with 209 posts.

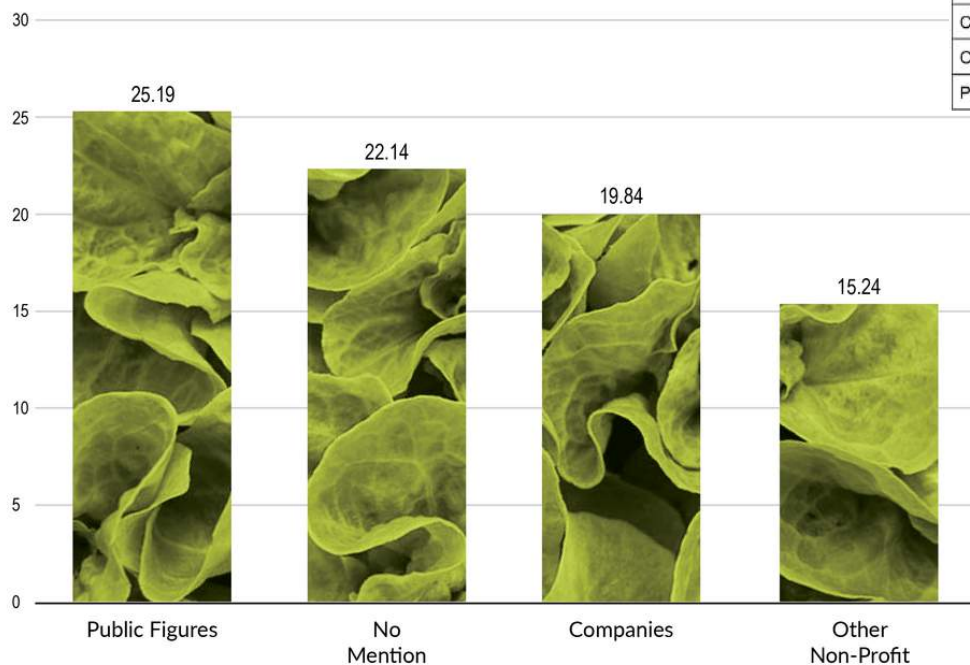
There is value in using hashtags for visibility or reaching new audiences within the Twitter platform because a user can click on the hashtag itself to further get information within the niche content. It's convenient when a user wants to know more or receive clarity.

*Slogan vs. Initiative: Slogans are like catch phrases of a company or can be a jingle related to Feeding America, whereas an initiative is anything that is clearly defined as an advertising effort i.e. increase brand awareness, call-to-action type posts, legislation, etc.

Insight Based on Hashtag - Using a Slogan hashtag would earn high engagement as it is similar to not using a hashtag at all.

TWITTER ENGAGEMENT DATA

Average Retweets by Mention



Category	Total Number of Posts
No Mention	224
Companies	38
Other Non-Profit	17
Public Figures	16

N = 299

Not Shown: Organization Affiliate (N = 4)

Furthermore, under the Mention schema, Public Figures had a high of 25.19 average retweets within 16 total posts.

Companies could be considered when making recommendations as its average retweet is 19.84 within 38 posts. It has the second highest mentions and could further Feeding America's message by mentioning its company partners. Feeding America partners with companies on engaging campaigns to raise awareness of hunger and provide financial support to help those in need, i.e. Walmart and Sam's Club. No Mention is also worth considering, but it is crucial to make sure that other categories have high engagement.

Insight Based on Mention - Mentioning companies and Feeding America's partners could further spread their overall message.

EXAMPLES OF MOST-RETWEETED THEMES



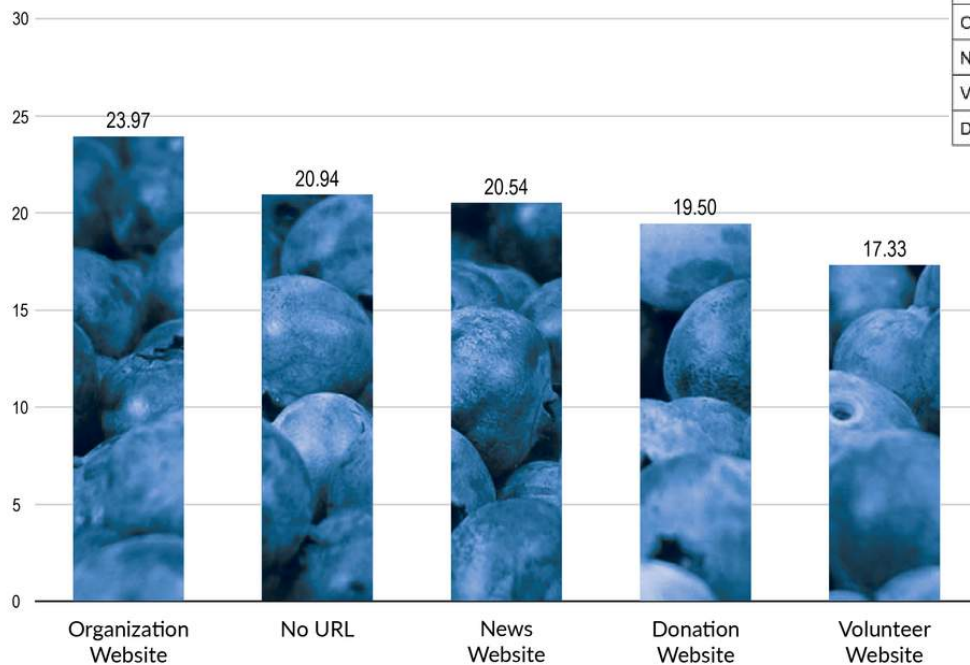
Public Figures



Companies

TWITTER ENGAGEMENT DATA

Average Retweets by URL



Category	Total Number of Posts
No URL	108
Organization Website	104
News Website	41
Volunteer Website	21
Donation Website	20

N = 299

Not Shown: Other (N = 5)

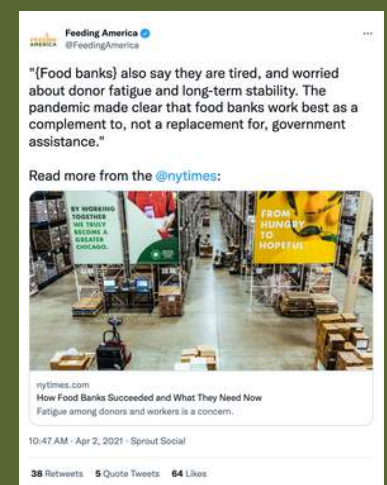
Finally, the URL schema highlights Organization Website with an average retweet of 23.97 among 104 posts. In repetition, Other isn't shown on the graph as it depicts outlying data in comparison with the rest of the data set (16.4 average retweets and 5 posts).

Feeding America should consider No URL, with 20.94 average retweets and 108 posts, as it performs similarly to using a URL.

EXAMPLES OF MOST-RETWEETED THEMES



Organization Website



News Website

Insight Based on Mention - If implementing a URL into a tweet, it should be the organization website.

Earned DATA



EARNED DATA SUMMARY

Goals of Earned Data Analysis

As we analyze the dataset, we will examine conversations surrounding Feeding America, which demographic is carrying the conversation, the general sentiment among the posts, and general themes of the posts and which curate the most positive sentiment. To go into greater detail, we will look at the statistics of each metric to further enhance our research into answering the questions we seek to explore. We also seek to analyze how Feeding America compares to other food-centric organizations.

Questions We Seek to Explore

1. Who is the main demographic of the conversation?
2. What is the general sentiment among the posts?
3. Which theme portrays the most positive sentiment?

About the Datasets

Earned Organization Data

Timeline: 01/01/2021–06/30/2021

Volume: 25.5k

Unique Authors: 16.4k

Reach: 40.22m

Earned Comparable Organizations Data

Timeline: 01/01/2021–06/30/2021

Volume: 700.78k

Unique Authors: 262.6k

Reach: 991.48m



Feeding America's Earned Organization DATA

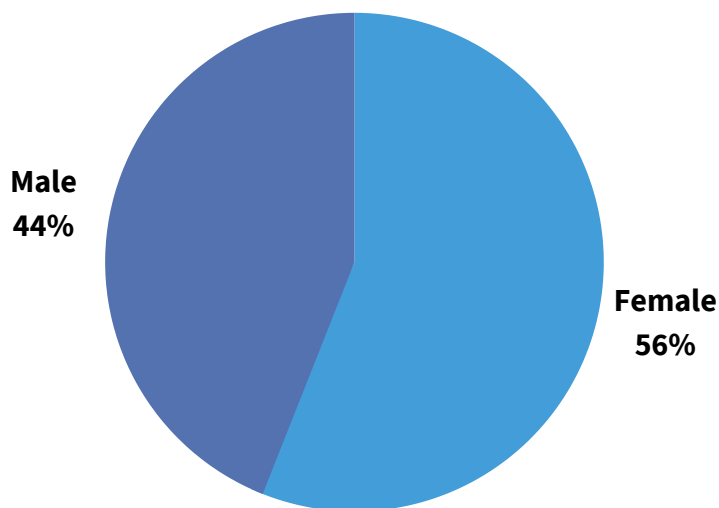


EARNED DATA OVERVIEW

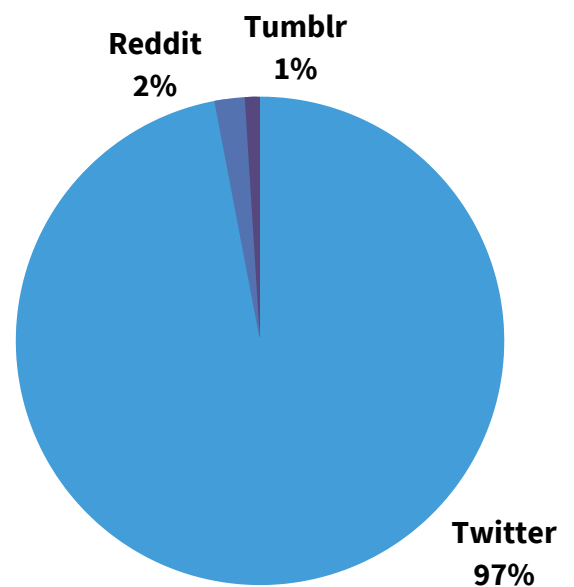
Timeframe: January 1, 2021 – June 30, 2021

Volume: 25,094

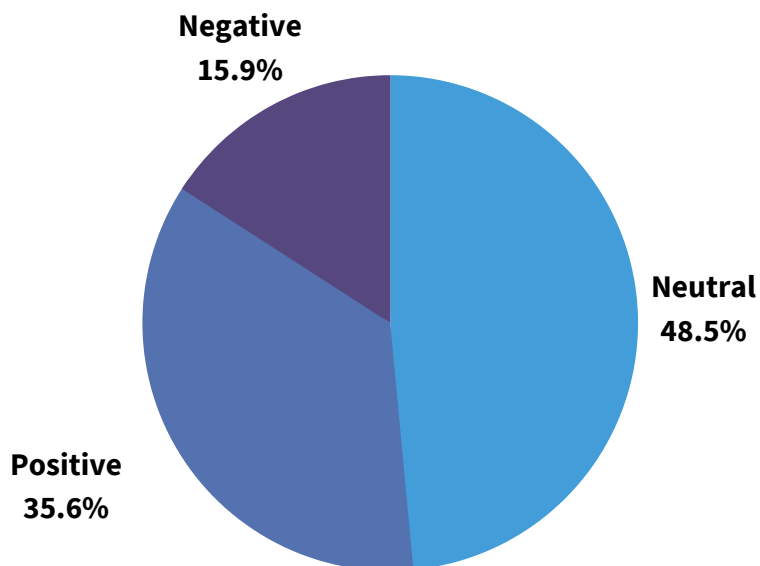
Gender Breakdown



Top Platforms



Sentiment Breakdown



Twitter: 23,428 mentions

Reddit: 1,017 mentions

Tumblr: 604 mentions

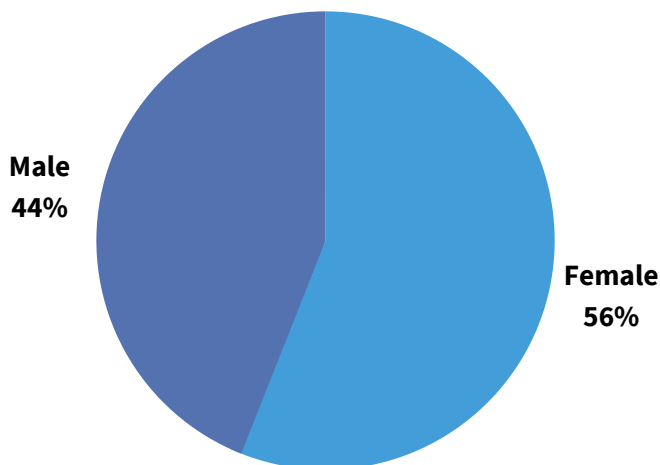
Gender Breakdown: Females dominated the conversation with 56% (N=17,729) as compared to 44% (N=14,016) of men.

Sentiment Breakdown: Most of the conversation had a neutral sentiment with 48.5%, then a positive sentiment with 35.6%, and a negative sentiment with 15.9% of the conversation.

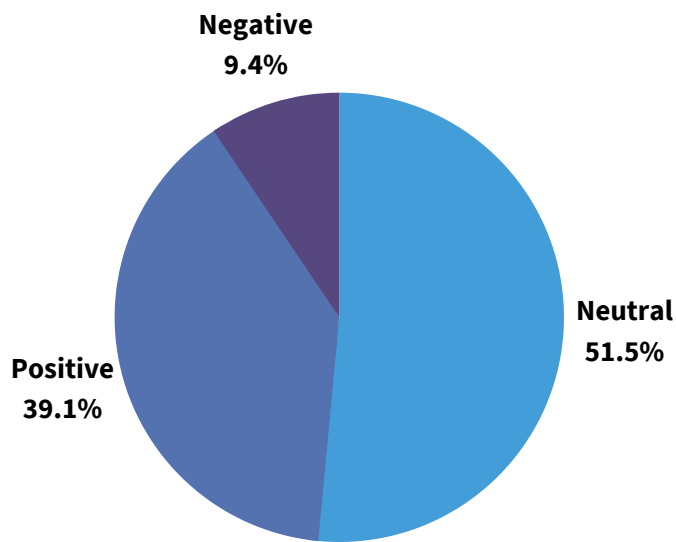
TWITTER EARNED DATA INSIGHTS

23,428
Mentions

Gender Breakdown



Sentiment Breakdown



Top Items

Topics

Facing hunger, school meals, million meals supporting Feeding America, raise awareness, raise money, hunger crisis, food insecure

Influential Users

- CNN, Jimmy Fallon, NFL

Top Public Users*

- QVCTv, davidasinclair, BucksCommunity, WalmartInc, billglahn

Links

- Jimmy Fallon's [Twitch Channel](#)
- Clockblockers Unite: a TIMELESS Evening Ticket Link – [Eventbrite](#)

Narrative by Sentiment

Positive conversations include: donating to charities, partnerships, Twitch streamers, affiliates, contributions, support systems, finding community

Negative conversations include: Covid-19, child hunger, struggling with hunger, LGBTQ community struggling

Additional Metrics*

Estimated social reach: 197,268

Estimated non-social reach: 14,032,624

User-generated content: 276

Advertising value equivalent: \$1.16 million

*Data found using Brand24, a social media monitoring tool.

TWITTER EARNED DATA INSIGHTS

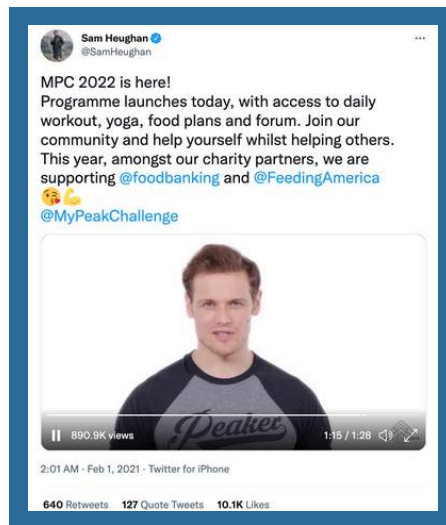
23,428 Mentions

Spike Analysis



Spike A - April 6, 2021

Jimmy Fallon plays AmongUs on Twitch stream with celebrity guests to benefit Feeding America
N=5375, 2032% higher than usual



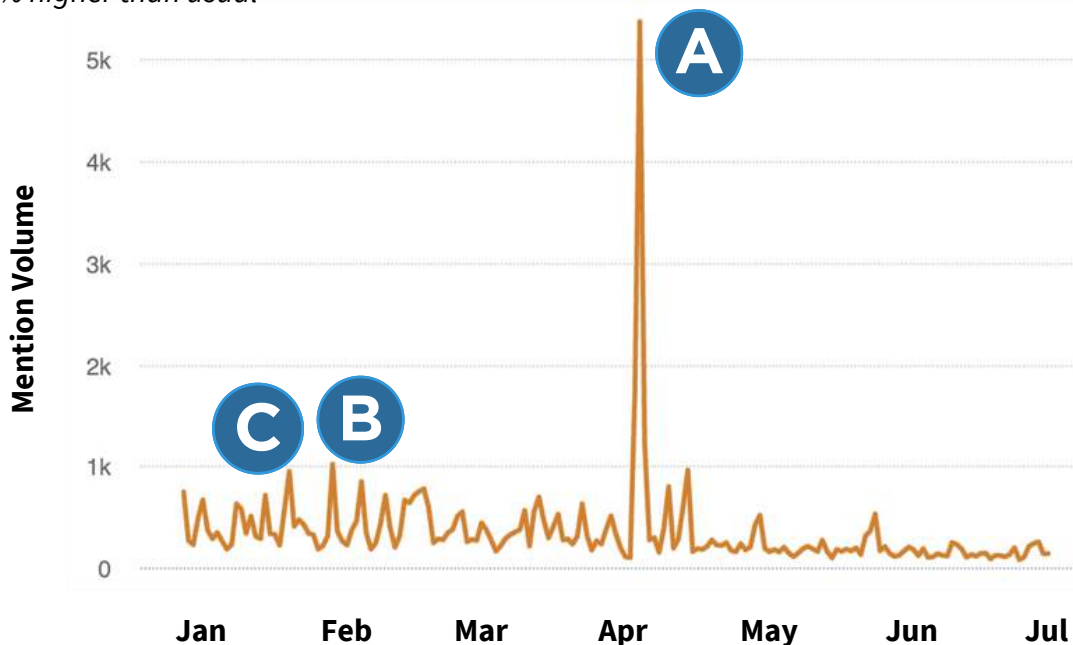
Spike B - February 1, 2021

Sam Heughan encourages people to join MyPeakChallenge with Feeding America as a charity partner
N=1017, 303% higher than usual



Spike C - January 23, 2021

Timeless show reunion raised raised \$30,000 for Feeding America
N=945, 275% higher than usual



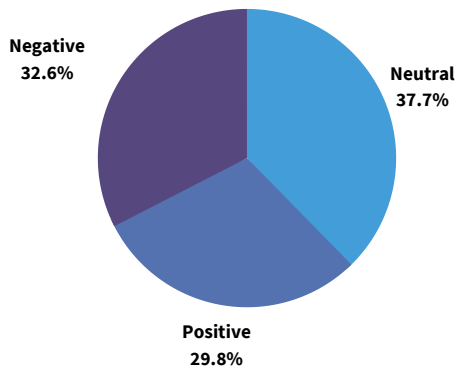
REDDIT & TUMBLR EARNED DATA

REDDIT

Narrative by Sentiment

Positive conversations include: users glad to be helping out/volunteering, the lasting impact of Feeding America, further awareness and description/volunteering opportunities of the company, philanthropy

Negative conversations include: users not sure how to find food resources/looking for options, redistributing funds to Feeding America and not others, flipping money into a multitude of meals



Top Items

Topics

Donated to Feeding America, 200 food banks, Butter Token, food pantries, local food, charity stream, Binance Smart Chain

Influential Users

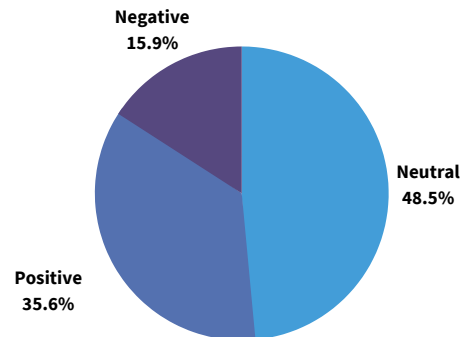
- MrMushrooms: Posts mainly about donation submissions
- GoldenStar2, Irishluck233296: Posts mainly about crypto-currency - purchasing and trading it to return to Feeding America

TUMBLR

Narrative by Sentiment

Positive conversations include: fighting food insecurity, partnerships/affiliates with small stores, responding to Covid-19

Negative conversations include: not being able to find resources/little to no recommendations, giving to those who prove that they give back (reliable and credible organizations), finding food pantries



Top Items

Topics

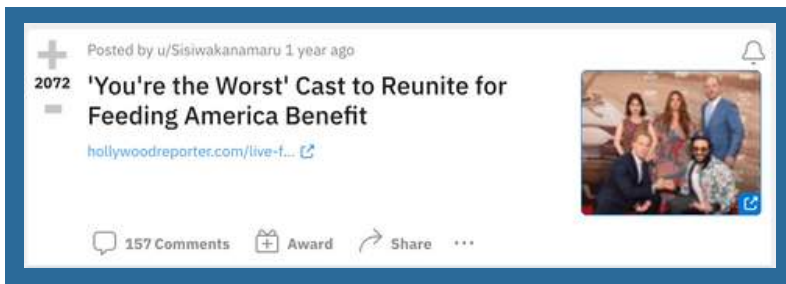
Covid-19 pandemic, United States, local food, hunger-relief organization, food pantries, raise money, pounds of food, benefit Feeding America, network of food banks

There is no data provided by Brandwatch for demographics for Reddit and Tumblr.

REDDIT EARNED DATA INSIGHTS

1,017 Mentions

Spike Analysis



Spike A - January 15, 2021

'You're the Worst' Cast to Reunite for Feeding America Benefit - r/television
N=145, 5200% higher than usual

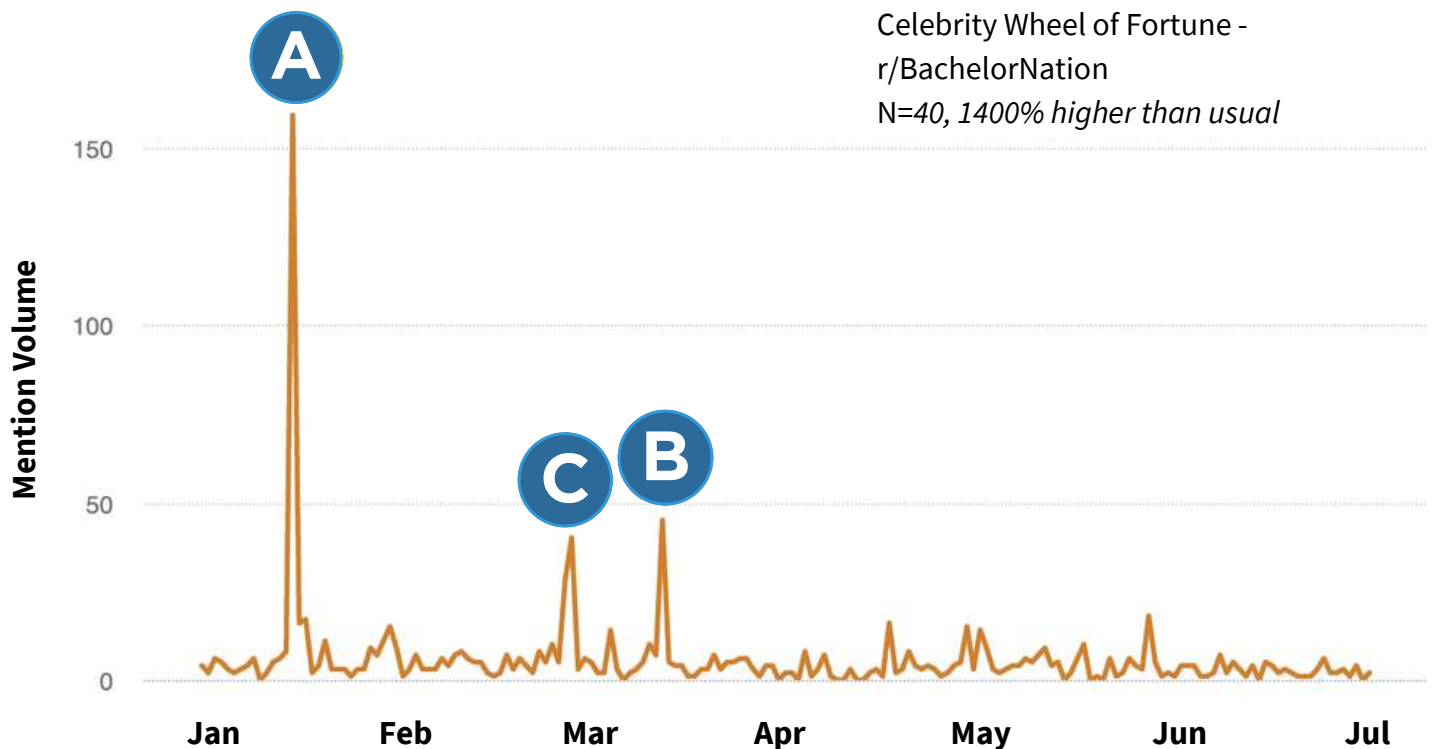


Spike B - March 13, 2021

Russell Wilson encourages people to donate to Feeding America - r/nfl
N=61, 1233% higher than usual

Spike C - February 27, 2021

Ongoing Chris Harrison controversy while he plays for Feeding America on Celebrity Wheel of Fortune - r/BachelorNation
N=40, 1400% higher than usual



TUMBLR EARNED DATA INSIGHTS

604 Mentions

Spike Analysis

Metallica donate £54,000 to help victims of Texas storms



Metallica have donated £54,000 (US\$75,000) to aid victims of the winter storms which swept Texas last month.

Through their non-profit organisation, All Within My Hands, Metallica pledged the funds to Feeding America's Feeding Texas campaign, which is working to assist those impacted.

Spike A - March 5, 2021

Metallica donates \$75,000 to Feeding America's Feeding Texas campaign to aid in winter storms
N=24, 700% higher than usual

Hear the Beach Boys Reunite on Charity Re-Recording of 'Add Some Music to Your Day'

Mike Love, Al Jardine, Bruce Johnston, David Marks, and the next generation of the Beach Boys came together to benefit Feeding America

from Music - Rolling Stone <https://ift.tt/2ZRHVUJ>

Feb 26th, 2021

Spike B - February 26, 2021

Beach Boys reunite and re-record song to benefit Feeding America
N=13

Massive U.S. food shortage coming - get a backup supply ready RIGHT NOW

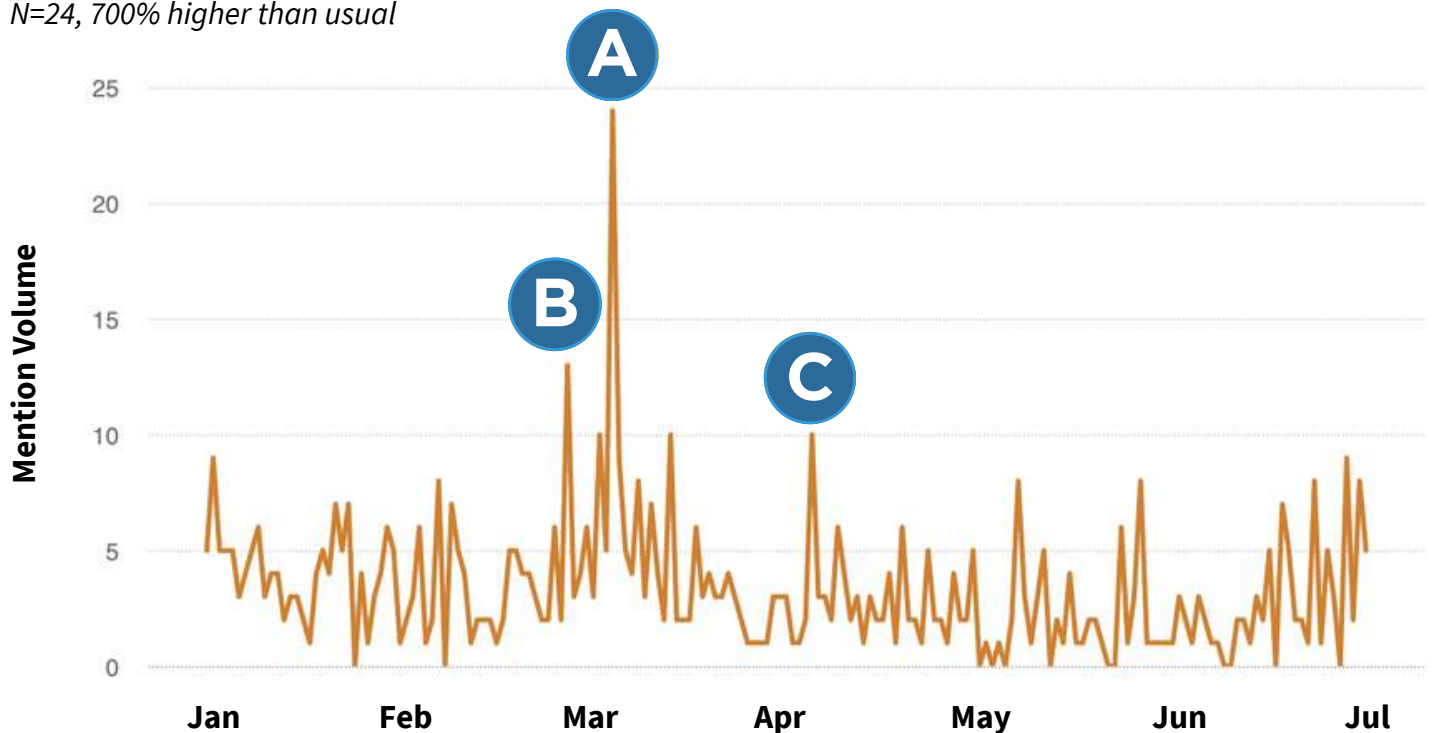
(Natural News) The hunger-relief organization Feeding America estimates that our country will be short eight billion meals in the next four months. Their food banks put out three times the usual this year, due to Covid-19 joblessness and homelessness, totaling over 17 billion pounds of food. On average, at least 10 percent of Americans cannot...

from NaturalNews.com <https://ift.tt/2G2KUxC> via IFTTT

#IFTTT: #NaturalNews.com
 Apr 5th, 2021

Spike C - January 23, 2021

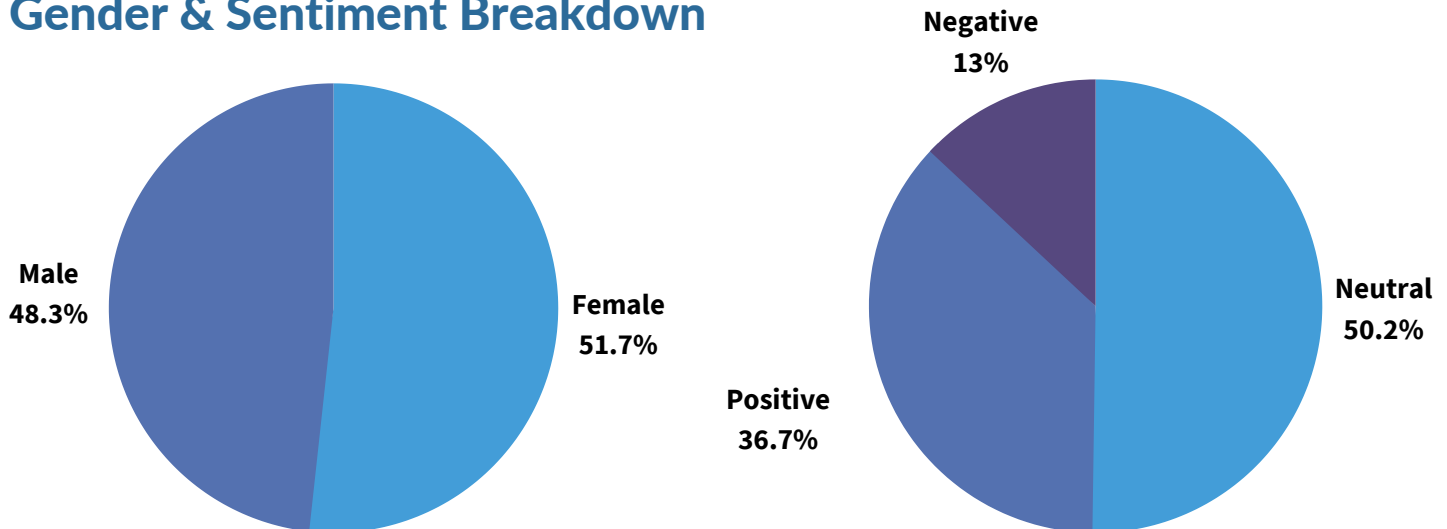
Timeless show reunion raised raised \$30,000 for Feeding America
N=945, 275% higher than usual



THEME ANALYSIS AWARENESS

11,500
Posts

Gender & Sentiment Breakdown



For themes regarding Awareness, we are trying to promote Feeding America's brand whether that be the mission and goals for the company or featuring what they do. Some key words within this theme include volunteer, donation, partnership, etc. The sum total was 11,500 posts where the gender breakdown was split pretty evenly with slightly more females at 51.7% and 48.3% males. The sentiment breakdown is in favor of neutral (N=5775, 50.2%) and positive (N=4224, 36.7%) posts in comparison with negative posts (N=1500, 13%).

For positive conversations, topics included Google's new search tool for families looking for food support and Turn the Ks 5k fundraiser. For negative conversations, it centers a lot about food insecurity and pushing for donations to Feeding America.

Top Items

Hashtags

#goodneighbor #howwefeel

Links

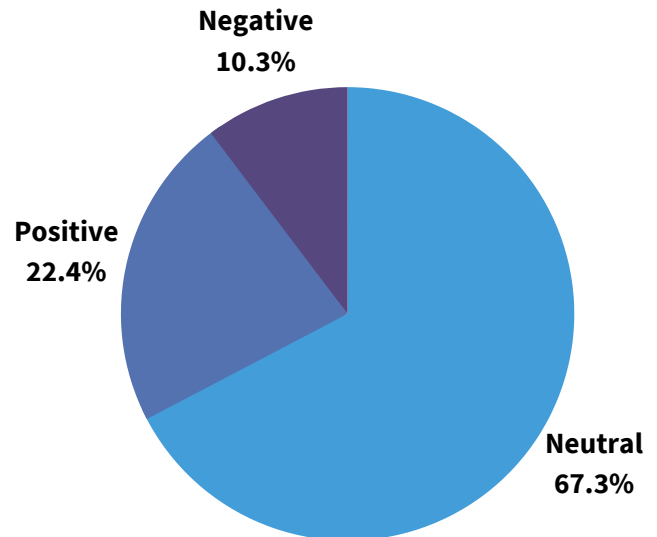
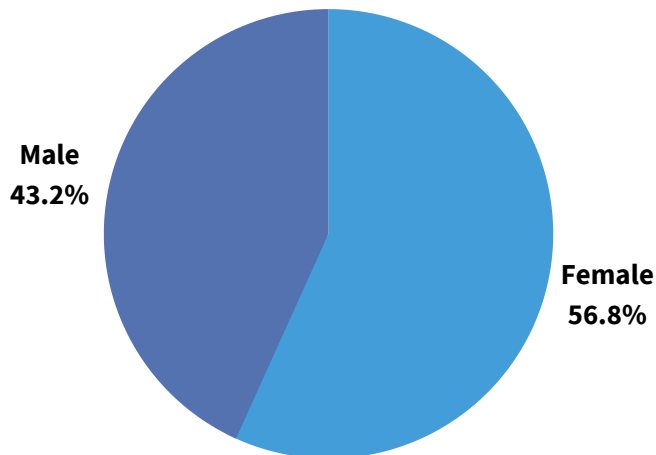
- Ebay Link for WWE Big E's Wrestling Gear with Proceeds to Feeding Tampa Bay (N=645)
- Chris Hemsworth Fundraising Link – Fanatics (N=472)

THEME ANALYSIS

HUNGER

8,517
Posts

Gender & Sentiment Breakdown



Another theme we located is the overarching theme of ending hunger. Because Feeding America's mission is to end hunger in America overall, we explored the conversation surrounding Feeding America and this topic using the queries: "end hunger," and #EndHunger. The sum total came out to 8,517 posts over social media platforms. In this theme, the majority of authors were perceived to be female at 56.8% and male at 43.2%. Furthermore, this is a majority neutral-leaning topic coming in at 67.3% (N=5734) with positive sentiment at 22.4% (N=1905) and negative at 10.3% (N=878).

For positive conversation, topics include Google's new search tool for families trying to find food support, the CMO of Feeding America stepping down, and call-to-actions to aid military families. For negative conversation, SNAP is heavily discussed as at the time it was set to expire in a few months.

Top Items

Hashtags

#endhunger #hunger #fighthunger #radiocares #covid19
#foodinsecurity #hungerpc21

Links

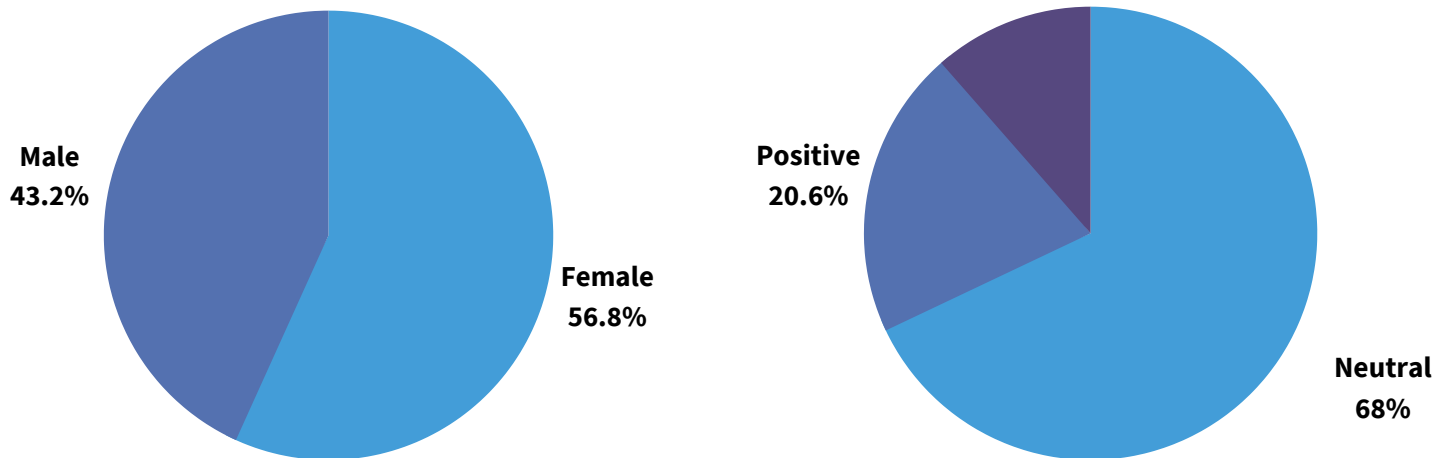
- Ryan Reynolds and Blake Lively donate another \$1 million to food charities – [CNN](#) (N=1154)
- Donate to [Feeding America's COVID Response](#) (N=259)

THEME ANALYSIS

FOOD BANKS

7,104
Posts

Gender & Sentiment Breakdown



Our final theme analysis was conducted for food banks and food drives. In accordance to Feeding America's tweets, there was a frequent call-to-action for contributing to food banks and food drives as well as resources to locate these spaces. For the demographic breakdown, this theme was majority female at 56.8% and male at 43.2%. The sentiment for this topic mostly leans neutral at 68% (N=3,660), positive at 20.6% (N=1109), and negative at 11.5% (N=617).

The positive conversation features petition-signing calls-to-action, recipes, and influential people fighting food waste. The negative conversation touches on a variety of different subjects: a Tennessee Chiropractic Association fundraising, Trump administration winding down on a food box program, college students and military families facing food insecurity.

Top Items

Hashtags

#foodinsecurity #covid19 #foodbanks #fighthunger

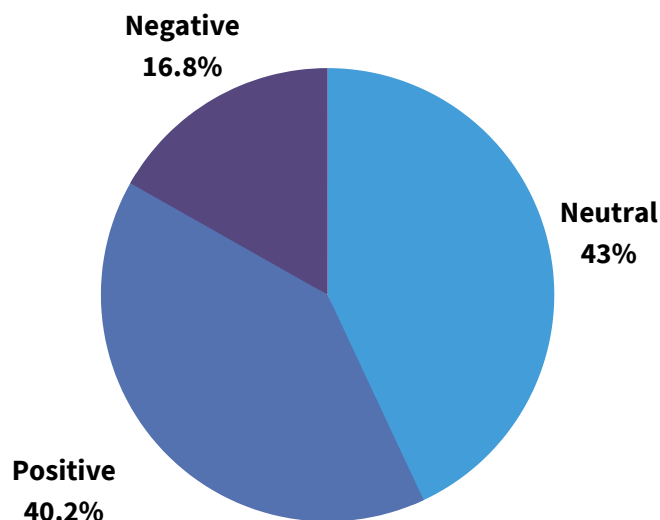
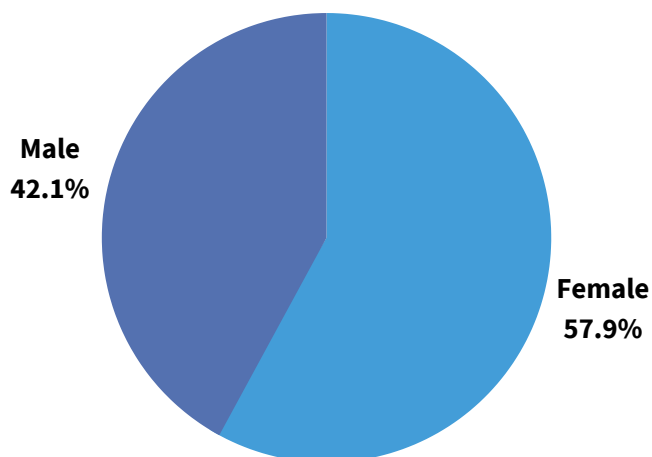
Links

- Ryan Reynolds and Blake Lively donate another \$1 million to food charities – [CNN](#) (N=1154)
- [All Within My Hands](#) Donates \$75,000 to Feeding Texas (N=138)

THEME ANALYSIS COMMUNITY

5,386
Posts

Gender & Sentiment Breakdown



For themes regarding Community, we are looking at posts surrounding topics like family or children. The community of Feeding America are those who advocate for ending hunger. Of the 5,386 posts, more females (57.9%) were in conversation when compared to males (42.1%). Again, neutral (N=3057, 43%) and positive (N=2853, 40.2%) posts were of majority when compared to negative posts at 16.8% (N=1194).

For positive sentiment, the conversation mentions Google's new search resource for people to find food support in their community and about a push for a congressional allowance called Military Family Basic Needs. For negative sentiment, the topics heavily lean towards food insecurity with action-seeking petitions being linked.

Top Items

Hashtags

#cultivatingmindandspirit #iamradio #covid19 #community
#happiness #dogoodwithunilever

Links

- Food banks sound alarm on child hunger as Covid crisis drags on – [NBCNews](#) (N=167)
- Batfleck Movie T-Shirt Fundraiser – [Ink to the People](#) (N=163)

GENDER-BASED DIFFERENCES

31,745
Total

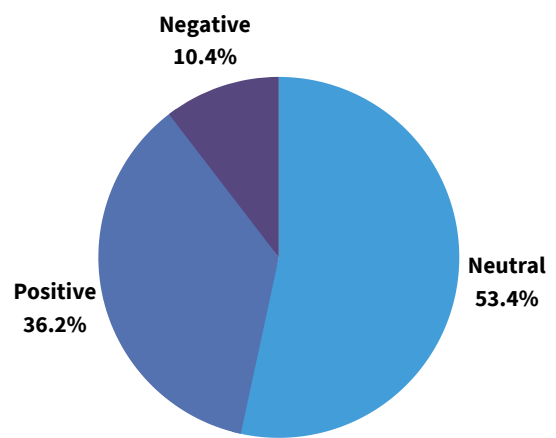
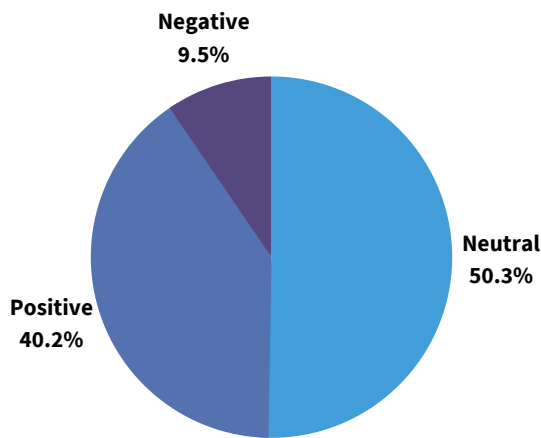
Female

Females had a total number of 17,414 posts. Common themes being discussed included food insecurity, local food banks, donations to Feeding America, the hunger crisis, and raising money. Positive topics include donation to charities, corporate partnerships and affiliates, and volunteer appreciation. Negative sentiment was found surrounding topics like LGBTQ+, senior and child hunger, volunteer information, fighting food waste, and environmental impacts.

Male

Males had a total number of 14,016 posts. Some conversations surrounding this theme amongst men include struggle with food insecurity, food banks, donate, support, hunger crisis, and raise money. The positive topics include streaming, marathon, supporting charity, and discussing food insecurity solutions. The negative topics include kids struggling with hunger, child hunger, food waste, problems with food waste, and current events like George Floyd.

Sentiment Breakdowns



Top Items

Hashtags

#livelikekaytie #27actsofkindness
#almondsfuelgood #spreadhope

Links

- Ebay Link for WWE Big E's Wrestling Gear with Proceeds to Feeding Tampa Bay (N=76)
- Jimmy Fallon [Twitch](#) stream to benefit Feeding America (N=43)

Hashtags

#clockblockers #timeless #sweetentheburn
#campingworldwinner

Links

- Clockblockers Unite: a TIMELESS Evening Ticket Link – Eventbrite (N=84)
- Donation to [Feeding America](#) (N=66)

Feeding America's Earned Comparable Organizations

DATA



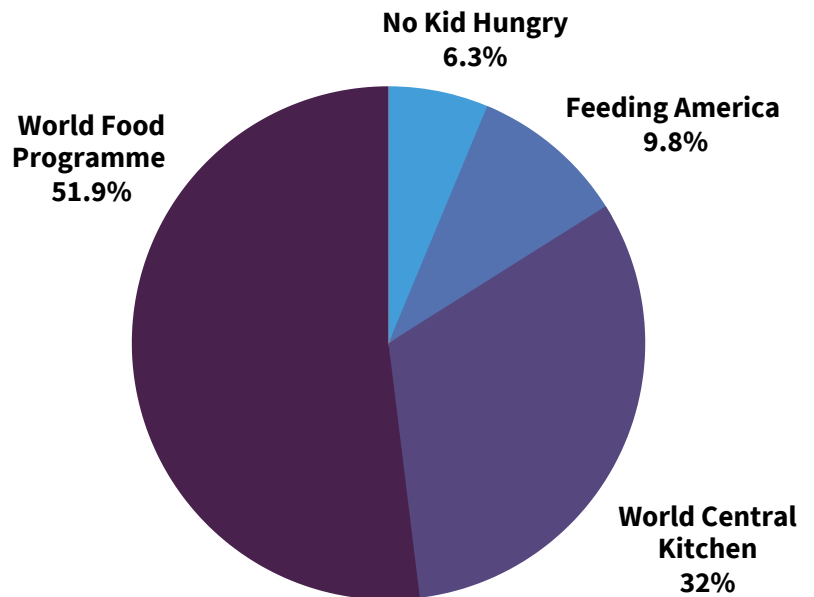
EARNED DATA OVERVIEW

Timeframe: January 1, 2021 – June 30, 2021

Volume: 700,781

Share of Voice

World Food Programme, the food-assistance branch of the United Nations, has the highest share of voice at 51.9%. World Central Kitchen follows with a SOV of 32%. The remaining mentions are split between Feeding America with 9.8% and No Kid Hungry with 6.3%.



World Food Programme: 363,399

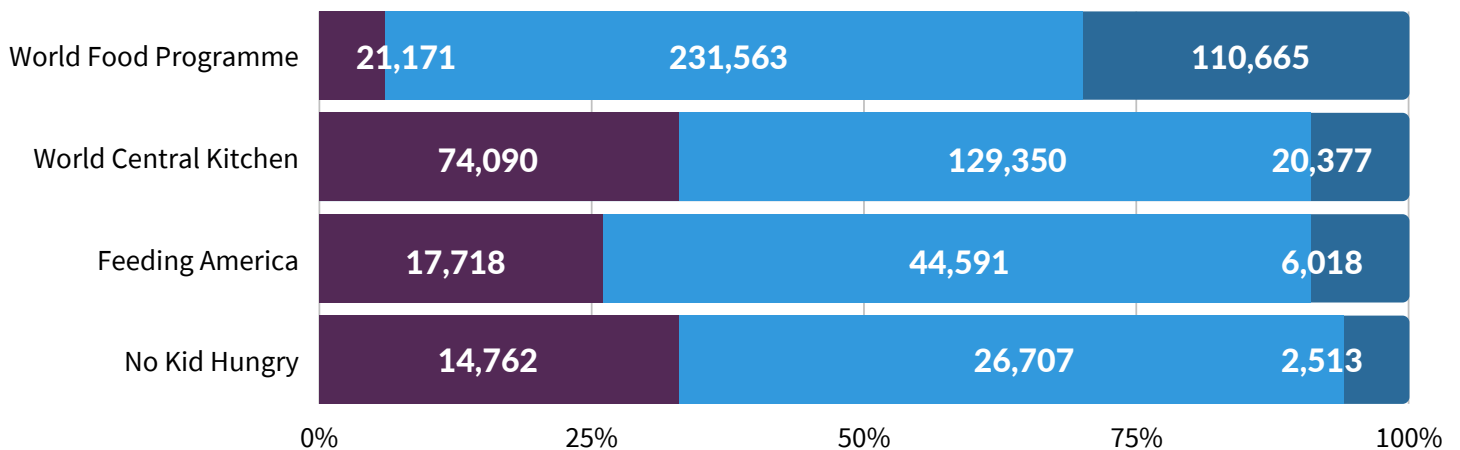
World Central Kitchen: 223,818

Feeding America: 68,329

No Kid Hungry: 43,983

Sentiment Analysis

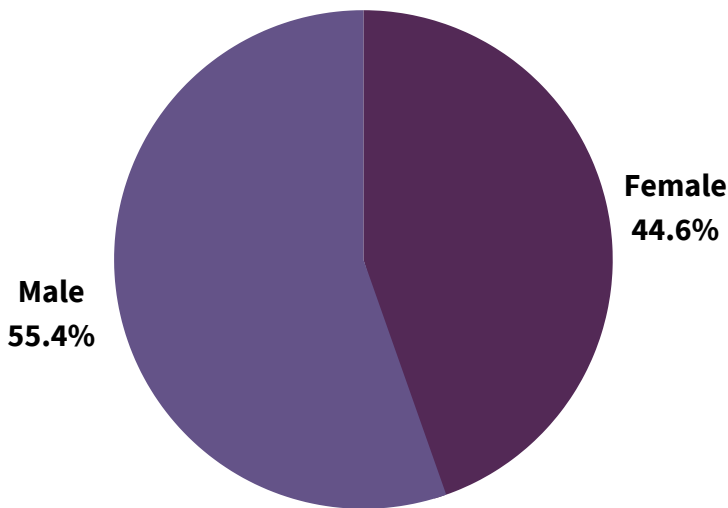
■ Positive ■ Neutral ■ Negative



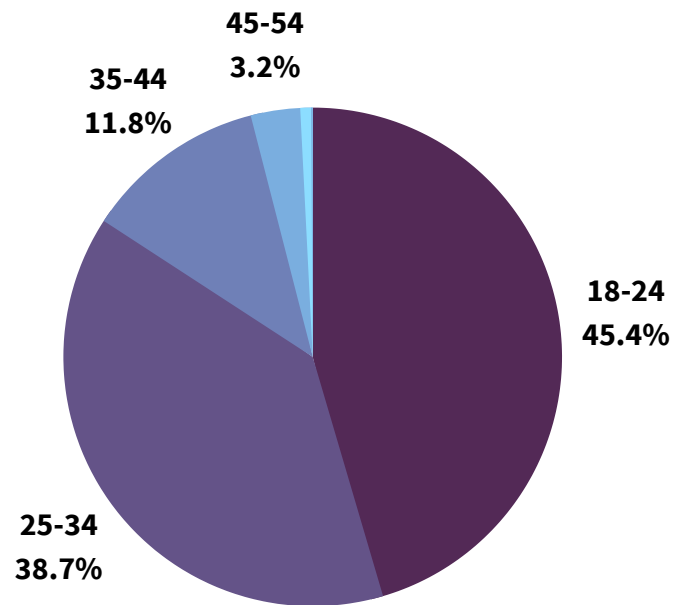
EARNED DATA OVERVIEW

700,781 Mentions

Gender Breakdown

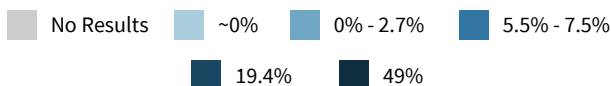
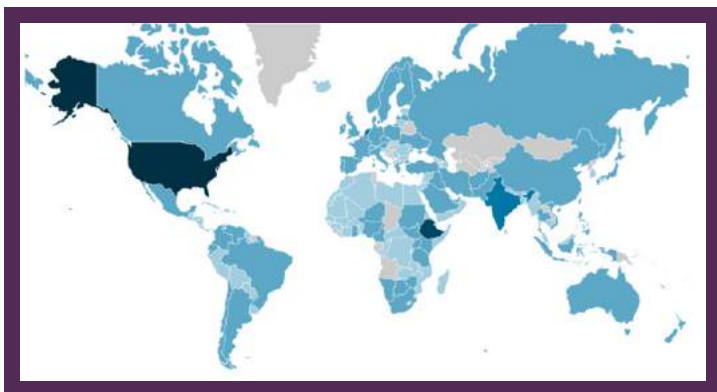


Age Breakdown

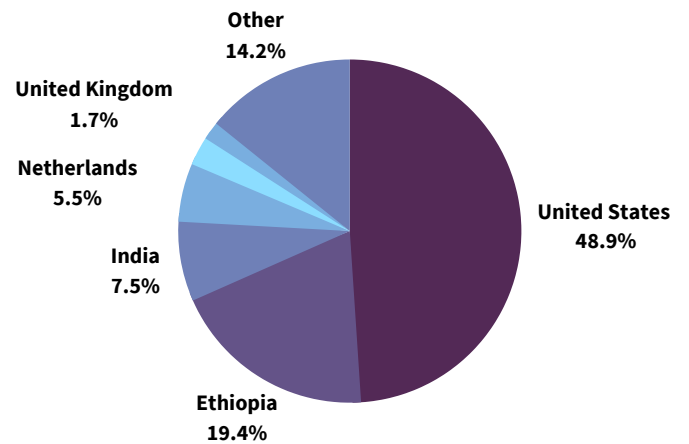


Geography

World Map



Share of Countries



Data found using Talkwalker, a social media management tool.

EARNED DATA INSIGHTS

700,781 Mentions

Spike Analysis



Spike A - January 16, 2021

Nancy Pelosi partners with World Central Kitchen to provide meals to the National Guard; #chefsfordc, #wethepeople
N=30,172, 754% higher than usual



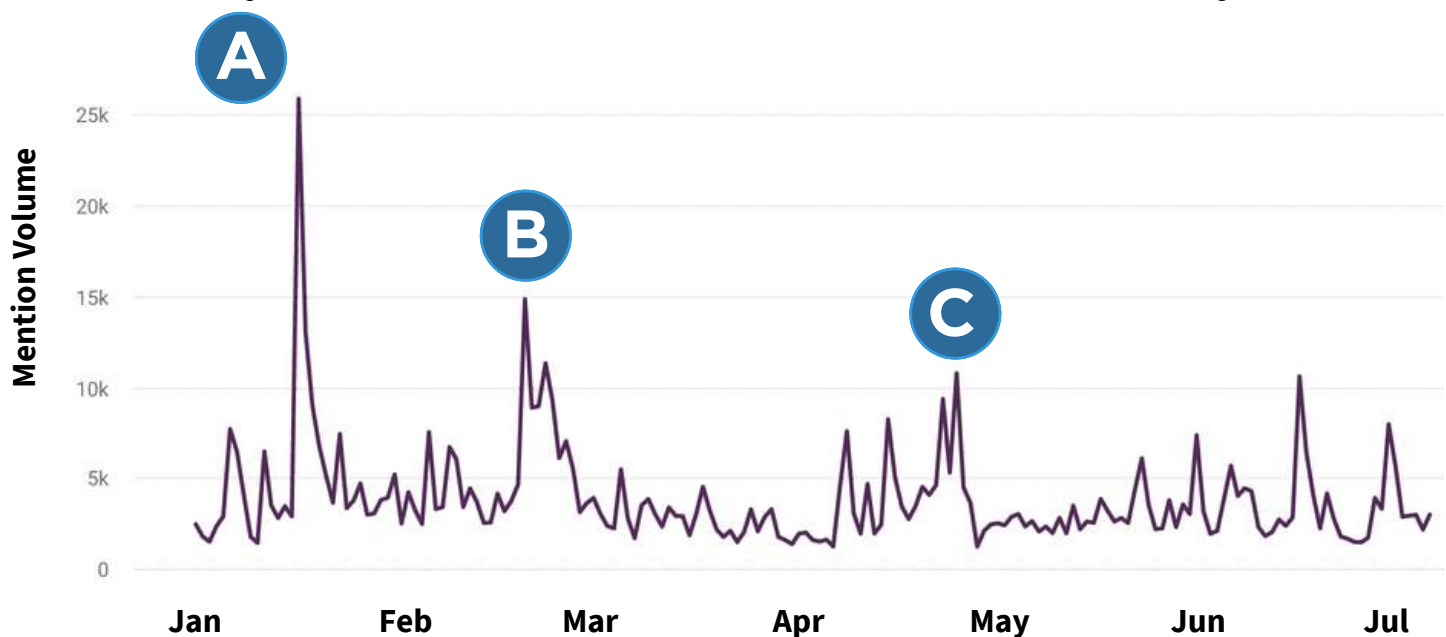
Spike B - February 18, 2021

Chef José Andrés, founder of World Central Kitchen, distributes meals in Texas; #chefsfortexas
N=21,264, 389% higher than usual



Spike C - April 22, 2021

World Food Programme reports food sourcing difficulties and price surges in Myanmar; #WhatsHappeningInMyanmar
N=8,095, 255% higher than usual



Food Deserts Earned Topic Conversation DATA



TOPIC CONVERSATION DATA SUMMARY

Goals of Topic Conversation Analysis

As we analyze the dataset, we will examine conversations surrounding food deserts, which demographic is carrying the conversation, the general sentiment among the posts, and general themes of the posts and which curate the most positive sentiment. To go into greater detail, we will look at the statistics of each metric to further enhance our research into answering the questions we seek to explore. We also seek to analyze emerging themes in the food desert topic.

Questions We Seek to Explore

1. Who is the main demographic of the conversation around food deserts?
2. What is the general sentiment among the posts?
3. Which emerging theme portrays the most negative sentiment?

About the Dataset

Topic: Food Deserts

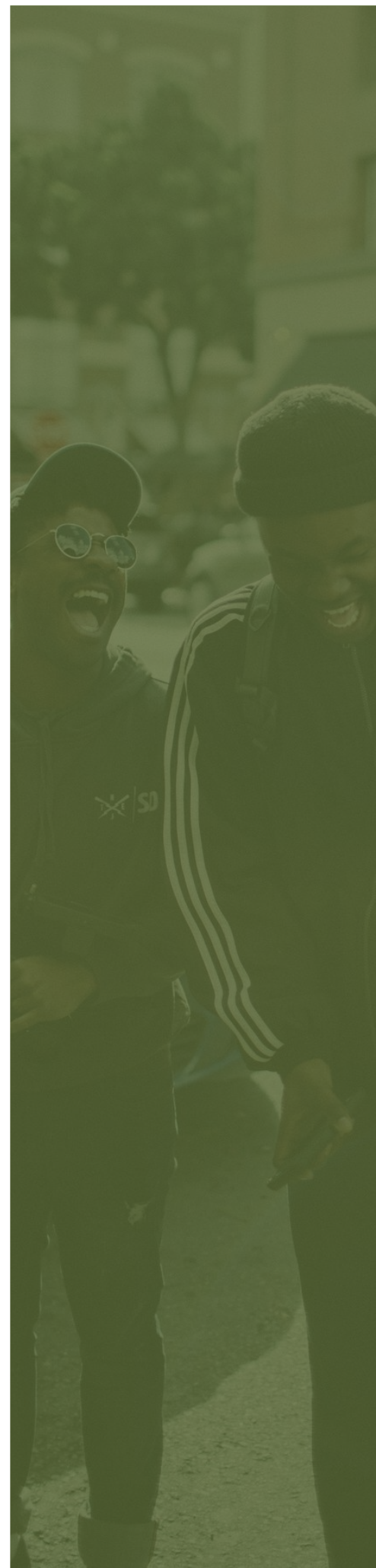
Topic Conversation Data

Timeline: 01/01/2021-06/30/2021

Volume: 37.73k

Unique Authors: 31.48k

Reach: 46.99m



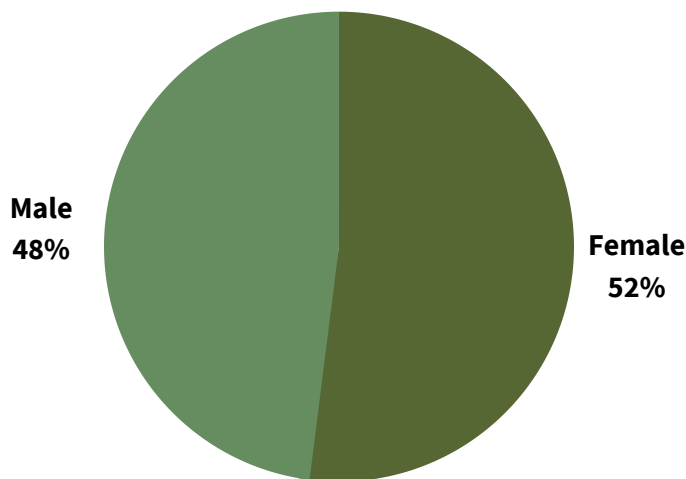
TOPIC CONVERSATION DATA OVERVIEW

Topic: Food Deserts

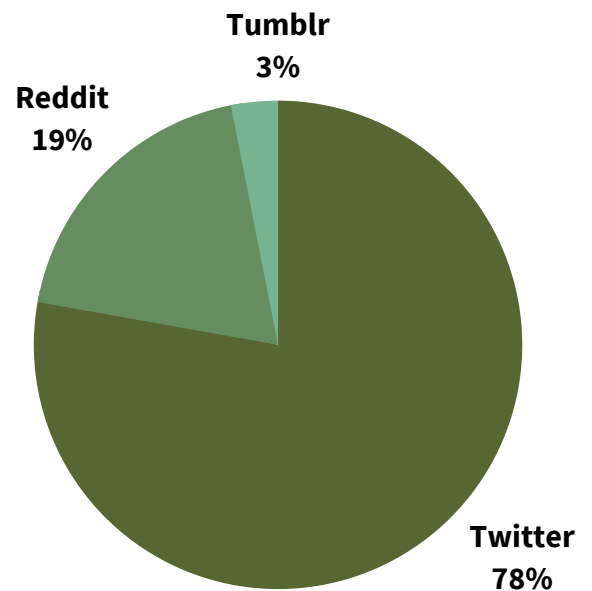
Timeframe: January 1, 2021 – June 30, 2021

Volume: 37,731

Gender Breakdown



Top Platforms

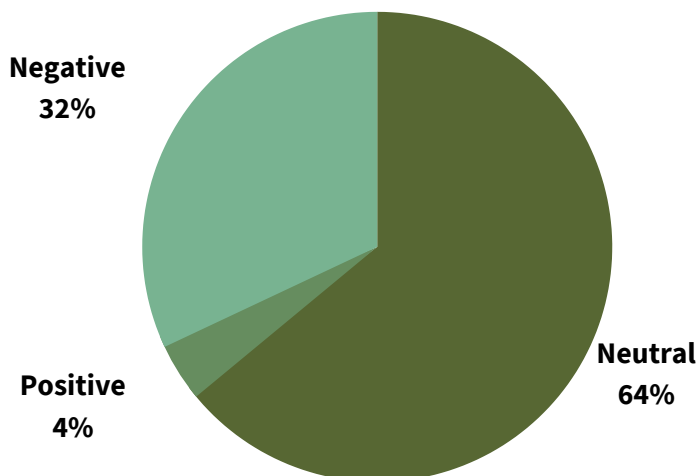


Twitter: 27,130 mentions

Reddit: 6,659 mentions

Tumblr: 1,080 mentions

Sentiment Breakdown



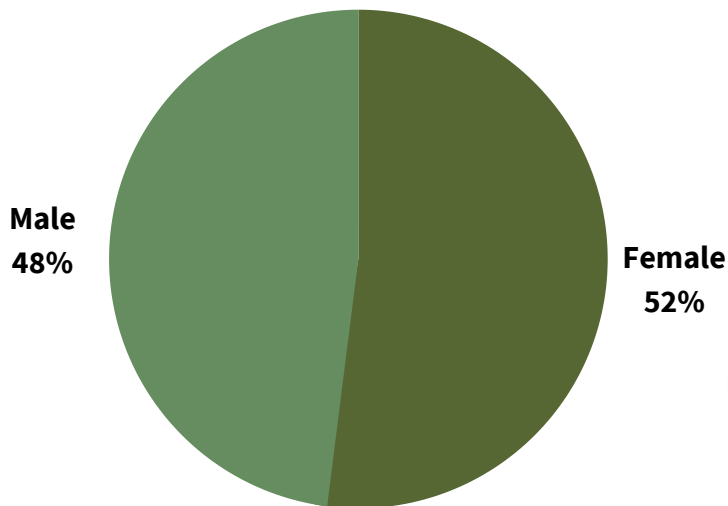
Gender Breakdown: Females dominated the conversation with 52% (N=6569) as compared to 48% (N=6103) of men.

Sentiment Breakdown: Most of the conversation had a neutral sentiment with 64% (N=24,188), then a negative sentiment with 32% (N=11,892), and a positive sentiment with 4% (N=1651) of the conversation.

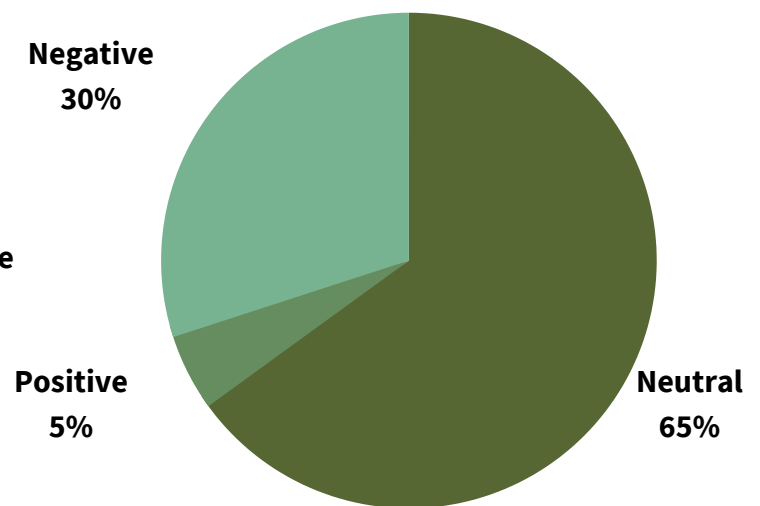
TWITTER TOPIC DATA INSIGHTS

27,130
Mentions

Gender Breakdown



Sentiment Breakdown



Top Items

Topics

Grocery stores, fresh produce, eliminate food deserts, food insecurity, fast food, convenience stores, fast food, prices of healthy food

Hashtags

#fooddesert, #foodinsecurity, #NativeAmerican, #hunger, #food, #health

Links

- Black Farmers in Houston Work to Feed Their Communities - [saueblack](#)
- “Microfarms” come to South LA front yards bringing fresh produce to food deserts - [LATimes](#)

Narrative by Sentiment

Positive conversations include: save on medical care, educating the public, systemic problem, universal healthcare

Negative conversations include: gentrification, healthy food costs more, low income places, inability for trucks to get to certain places, pollution, poverty

TWITTER TOPIC DATA INSIGHTS

27,130 Mentions

Spike Analysis



Spike A - February 21, 2021

Beto O'Rourke's volunteer appreciation in San Antonio surrounding community gardeners working to fight food deserts
N=1201, 909% higher than usual



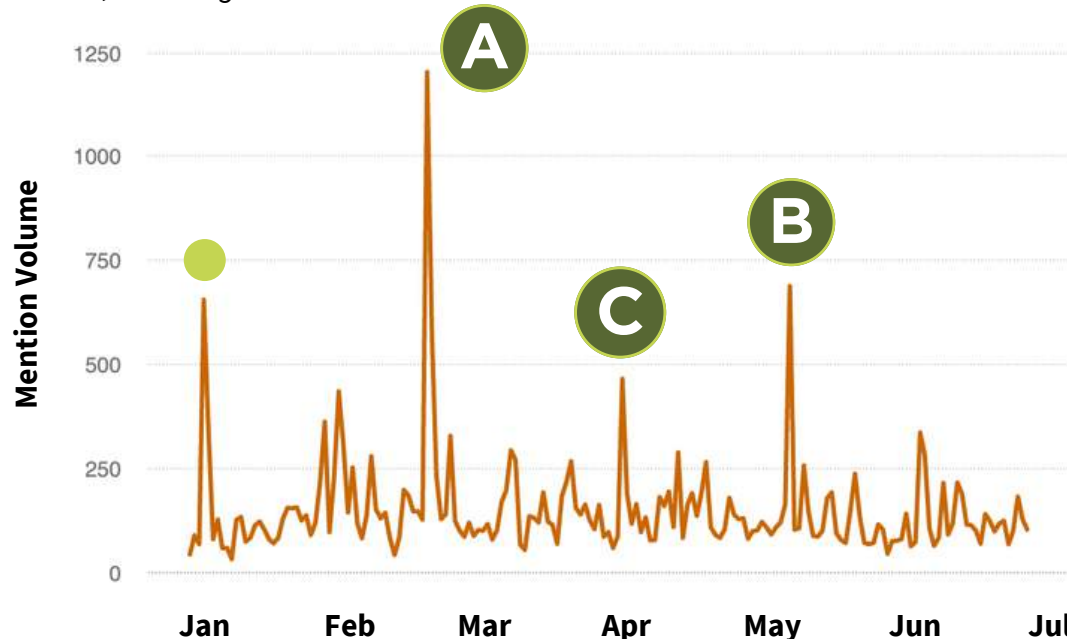
Spike B - May 10, 2021

@m7mdkurd criticizes US government's disbursement of funds overseas while food deserts in US harm communities
N=687, 477% higher than usual



Spike C - April 4, 2021

@theeglodan discusses how community fridges and food deserts exist due to lack of government funding
N=464, 289% higher than usual



Additional Spike:

- Issues of Whole Foods: in heavily gentrified areas, lowering prices, opening up in predominantly black and low income areas

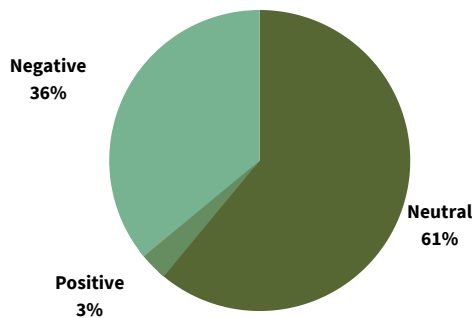
REDDIT & TUMBLR TOPIC DATA

REDDIT

Narrative by Sentiment

Positive conversations include: Trader Joe's, good quality food for less, supplements, history of humanity, seeds and gardening

Negative conversations include: gentrification, grocery trucks, Southern people and diets, overweight, Walmart, transportation



Top Items

Topics

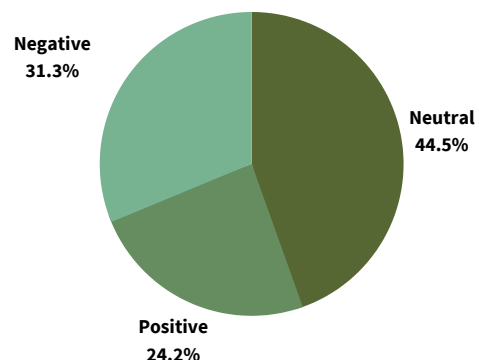
Grocery stores, poor people, fast food, low income, fresh produce

TUMBLR

Narrative by Sentiment

Positive conversations include: substance hunters, forcing people to become vegan, low socioeconomic areas, local farms, food apartheid

Negative conversations include: not having the option to buy healthy food, time and energy cost, urban and rural food deserts, reality of low income households



Top Items

Topics

Fast food, grocery stores, health problems, food insecurity, junk food, public transportation

Hashtags

#food, #fooddeserts, #sustainability, #veganism, #politics

There is no data provided by Brandwatch for demographics for Reddit and Tumblr.

REDDIT TOPIC DATA INSIGHTS

6,659 Mentions

Spike Analysis



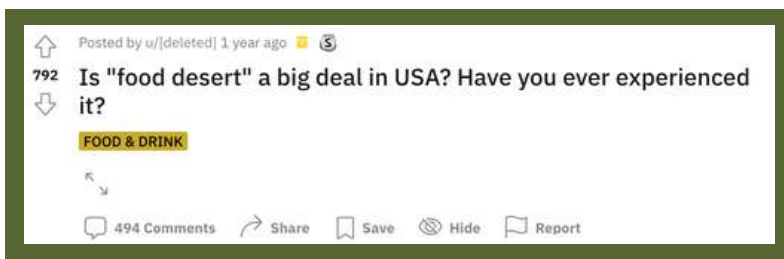
Spike A - April 27, 2021

Shop Community Food Markets to support communities in Oakland struggling with food deserts - r/oakland
N=93, 181% higher than usual



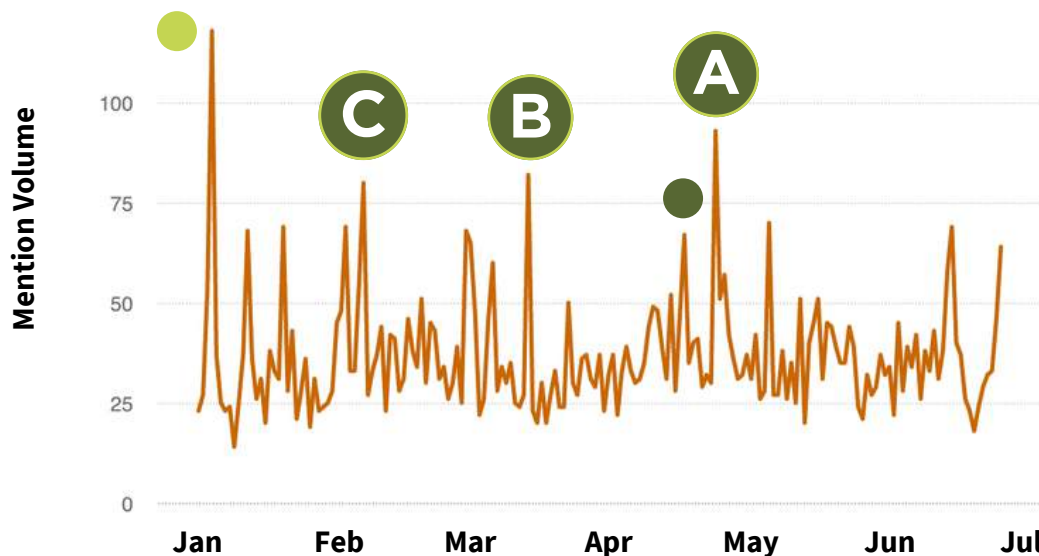
Spike B - March 16, 2021

Will selling beer in stores lead to more openings in food deserts? - r/baltimore
N=82, 148% higher than usual



Spike C - February 7, 2021

Questioning the relevance of food deserts in the US - r/AskAnAmerican
N=40, 1400% higher than usual



Additional Spikes:

- Mentions: Lack of money, government issues, hazard pay for grocery workers, steps in order to prevent food deserts, questioning if food deserts are even real- a lot of doubt
- Mentions: Scientific studies of obesity, Seaspiracy (documentary), meat and dairy companies are lobbying

TUMBLR TOPIC DATA INSIGHTS

1,080 Mentions

Spike Analysis



Spike A - April 23, 2021

Food Shaming meme, discourse about classism and food deserts
N=21, 320% higher than usual



Spike B - April 8, 2021

Q&A with Stacy Mitchell about food deserts
N=20, 300% higher than usual



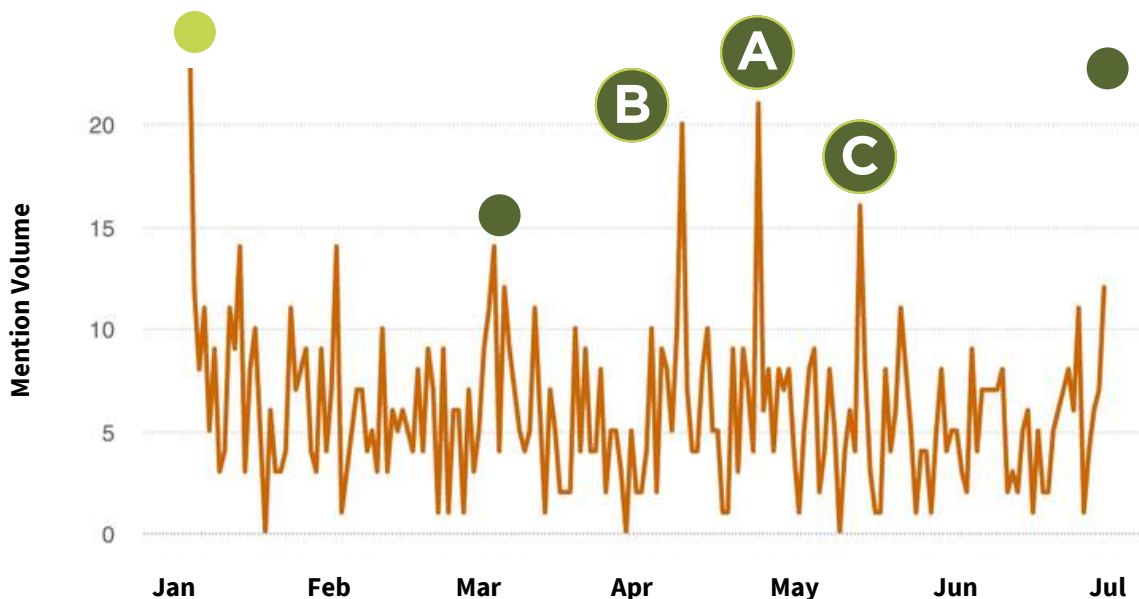
Spike C - May 13, 2021

Link to LATimes article about microfarms
N=16, 220% higher than usual

Additional Spikes:

Mentions: Indigenous food people's diets are already unhealthy because of food deserts, classism, food shaming, food insecurity

Mentions: If upper class people donated more, there'd be less food deserts; homelessness, poverty, food deserts, contributing and donating to food kitchens / community kitchens



GENDER-BASED DIFFERENCES

12,672
Total

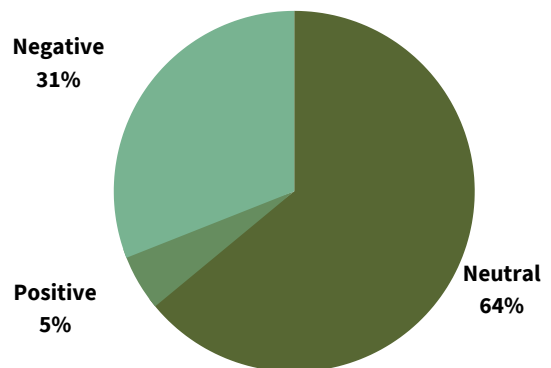
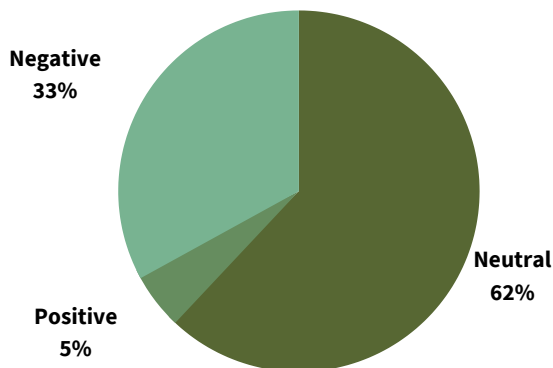
Female

Females had a total number of 6,635 posts. Common themes being discussed included people, community, fresh, produce, good, access, and health. Positive topics include developing software to help stocks, gardening, political action, farms, and support locals. Negative sentiment was found surrounding topics like abortion, little to no interest, obesity/body shaming, low income areas, addressing issues, and anti-capitalism.

Male

Males had a total number of 6,144 posts. Some conversations surrounding this theme amongst men include people, access, grocery, community, healthy, grocery stores, and healthcare. The positive topics include free food, community gardens, helping neighbors, and privilege. The negative topics include poverty, rural areas, picking certain types of produce, no grocery stores, and broken roads.

Sentiment Breakdowns



Top Items

Hashtags

#fooddesert, #foodbank, #foodinsecurity

Links

- High Levels of Toxic Heavy Metals Found in Some Baby Food: U.S. Report – US News
- Making food more accessible to East Oakland – [gofundme](#)

Hashtags

#fooddesert, #ignitemyfuture, #food

Links

- ‘That’s a slap in the face’ Southern Dallas remains home to food deserts as H-E-B expands into Plano, Frisco Article – [wfaa](#)
- [Twitter Link](#) to Robert Harris's 12-mile round trip to buy groceries – [greenvilleonline](#)

THEME ANALYSIS

The Process Using Custom Classifiers

Using Brandwatch's AI feature, we gathered information regarding emerging themes in the food desert topic through Custom Classifiers.

With Custom Classifiers, we trained Brandwatch to classify posts into the themes listed below by manually assigning a small number of posts into buckets. By filtering the data into more specific, nuanced sets, we obtained compelling insights on trending items and gender and sentiment breakdowns of each theme.

Emerging Themes

Included: food insecurity, food access, food scarcity

These were topics that were highest in conversation when regarding "food deserts," and are relevant to the goals and missions of Feeding America. The irrelevant section in Custom Classifiers catches all the posts that are not applicable to the data we are analyzing.

'Edit Custom Classifier' Window in Brandwatch

Classifier Name
Expected Themes FA

Data Sources
7750-FA_organization

Categories + ADD CATEGORY

- food scarcity 10 Mentions
- food insecurity 10 Mentions
- food access Move 1 mention
- irrelevant 10 Mentions

SEARCH

@cathytrout @sweetccash @ReckJason @AdmiralGou @TristanSnell Research is bogus. <https://t.co/hwKIGpnqcg>

Community grow gardens have proven to influence # of factors, in escalating value: recreational function, economic function (saves money on groceries); nutrition (necessary for cognitive growth of minors); abating food deserts; and the number one factor- pride in the community!

Another @Davesmarkets closes, leaving Collinwood-area residents with a greater challenge to buy food. Read it in The Land! #cleveland #fooddesert Residents reacted with frustration when they heard the news on social media, noting the number of ... <https://t.co/icsfb3fgx0>

...team wrote in a statement to The Hoya. Local media coverage of food deserts in the District prompted Mark Himes (GRD '22) and Katherine Penland (GRD '23) to propose their project "Vertical Farming: Elevating Equity and Eliminating DC's Food Deserts." Another team, which included Husen Haikal Alhadar (GRD '23), Meghna Chadha (GRD '23), Angeli Grace...

As an African American, I don't think we should complain about food deserts if we're not willing to invest in and build functional communities. If we want establishments with access to quality food, we first have to build functional communities without waiting for the government, any other organization, or non African-American ethnic groups to do...

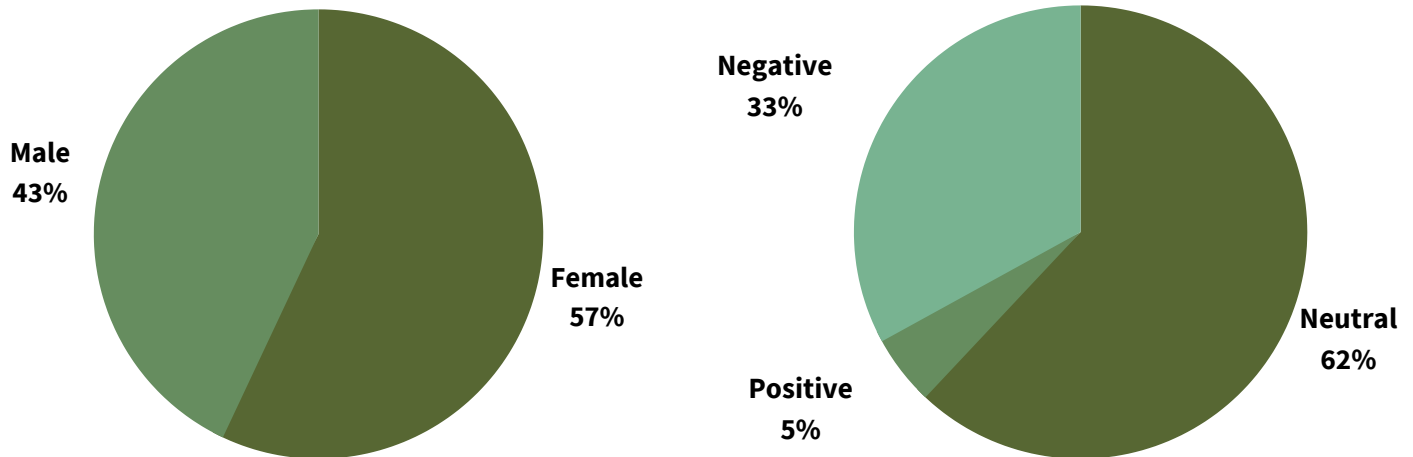
@RonaldWillson @richsignorelli How did this become about me? Well, since your reply seems incredibly disingenuous, allow me to do the same. "Yes. I personally make sure to brutalize, torture, and slaughter animals. Not the industrial food

THEME ANALYSIS

FOOD INSECURITY

9,011
Posts

Gender & Sentiment Breakdown



Some conversations surrounding this theme include people, communities, healthy, healthcare, rural areas, education, and neighborhoods.

For positive sentiment, the conversation mentions community gardens, shopping at the dollar store, fixing the food system, delivering food, and abolishing food deserts. For negative conversations, it centers a lot about the excuse for not wanting to eat healthy, low income neighborhoods, stress and homeschooling, and inaccessibility .

Top Items

Hashtags

#fooddesert, #challengeforchange, #foodfriday

Links

- For Us by Us: Black Farmers in Houston Work to Feed their communities – [Saueblack](#)
- High Levels of Toxic Heavy Metals Found in Some Baby Food: U.S. Report – [US News](#)

Key Influencers



- [@prolife_rebrand](#)
 - Discusses: food deserts are not pro life



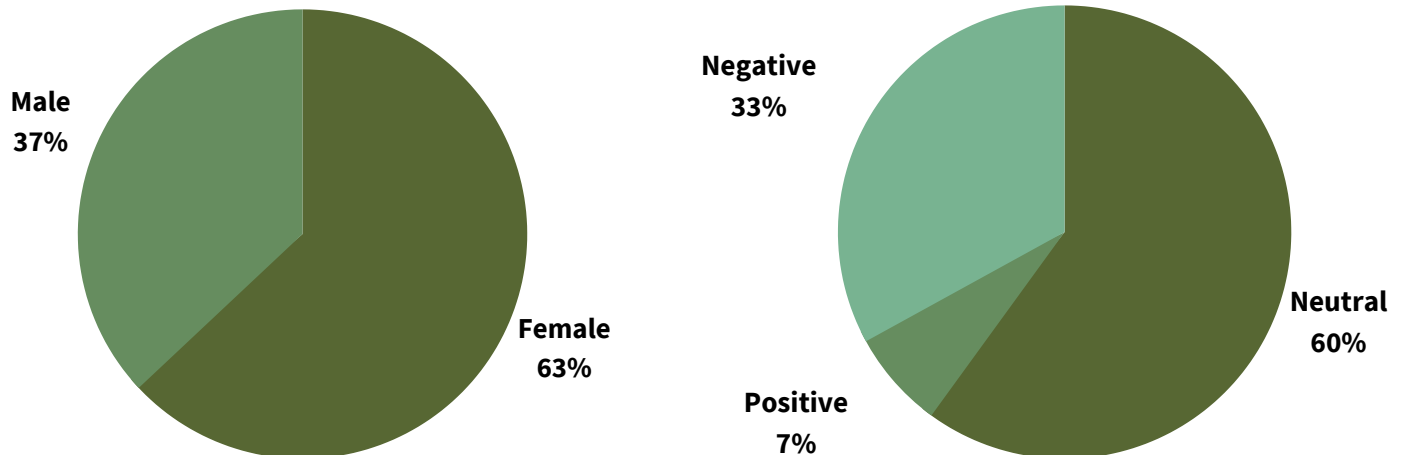
- [@_health_recipes](#)
 - Discusses: understanding different location food deserts, expanding public health programs and food insecurity

THEME ANALYSIS

FOOD ACCESS

5,179
Posts

Gender & Sentiment Breakdown



Some conversations surrounding this theme include people, grocery, fresh, poverty, Americans, access, stores, community, microfarms, and McDonalds.

For positive conversations, topics included gardens, importance of co-ops, fresh produce and locally sourced foods, relieving stress, and contributions to impoverished housing. For negative conversations, it centers around indigenous populations facing lack of food access, affordability to eat unhealthy foods, raging and voicing out opinions, health issues, gun violence, and lack of grocery stores.

Top Items

Hashtags

#medicalaidexpansion, #fooddesert, #hunger

Links

- 'Microfarms' come to South L.A. frontyards, bringing fresh produce to food deserts - [LA Times](#)
- CLC receives \$2 million donation for planned Urban Farm in downtown Waukegan - [Daily Herald](#)

Key Influencers

- [@BFoodMarket](#)
 - Entrepreneur
 - Discusses: augmented reality technology, new ideas to get more people more food
- [@grubstreet](#)
 - Discusses: NYC's Latina community, battling harsh economic circumstances and access issues

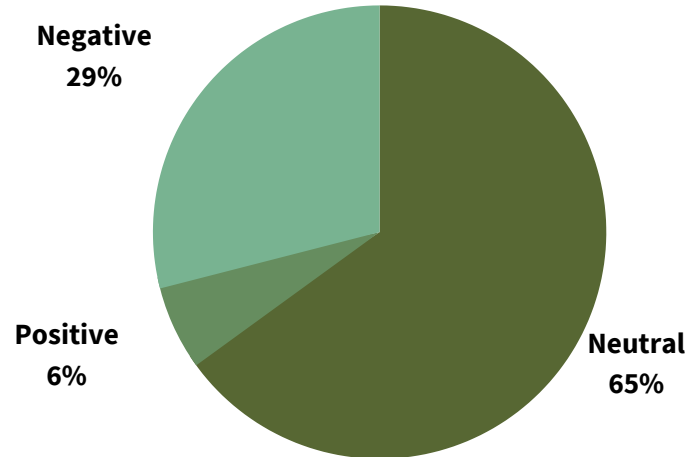
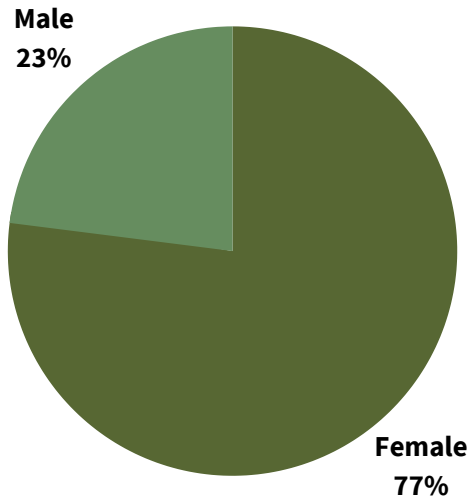


THEME ANALYSIS

FOOD SCARCITY

3,515
Posts

Gender & Sentiment Breakdown



Some conversations surrounding this theme include people, grocery stores, areas, produce, income, affordable, access, and foods.

For positive conversations, topics included getting rid of food deserts, good & real food, food availability, knowledge of existence of food deserts, safe and public spaces, community gardens, and low income levels. For negative conversations, it centers a lot about urban and rural food deserts, poor households, cost of healthier food options, phobia of obesity, and fast food.

Top Items

Hashtags

#fooddesert, #foodinsecurity, #fooddeserts, #food, #hunger

Links

- What are food deserts, and how do they impact health? – [Medical News Today](#)
- Whole Foods CEO John Mackey: The 'best solution' is to not need health care and for Americans to change how they eat and live – [CNBC](#)

Key Influencers

- [@navimosi](#)
 - Discusses: fastest ways to get rid of food deserts, directs users to multiple politicians
- [@tofumasque](#)
 - Discusses: veganism, eating disorders, poverty



APPENDIX

Organization Query

“Feeding America” OR @feedingamerica

Comparable Organizations Query

("Feeding America" OR @feedingamerica)

OR (“No Kid Hungry” OR @nokidhungry OR #NoKidHungry)

OR (“World Central Kitchen” OR @WCKitchen OR #ChefsForTheWorld)

OR (“World Food Programme” OR @WFP OR #ZeroHunger)

Theme: Awareness

“volunteering” OR “volunteer” OR “partnerships” OR “affiliates” OR
“statistics” OR “donate” OR “donations” OR “donating”

Theme: Hunger

“hunger” OR “end hunger” OR #EndHunger

Theme: Community

“community” OR “communities” OR “family” OR “children”

Theme: Food Banks

“food banks” OR “food drives”

Topic Query

“Food Deserts” OR #fooddesert

APPENDIX

Social Media Tool: Brand24

Compared to Brandwatch, What Can it Do?

Comparison tabs, Web results and podcast mentions, Tracking news articles, Influencer rating/score, Comparison between brands, Downloadable visual report

List of Metrics/Measurements

Mentions, Analysis (Social and non-social reach, Advertising Value Equivalent), Sources (Reach, voice share, influencer, influencer score)

Our Experience with the Tool

Brand24 was a relatively easy and user-friendly experience. It provided a lot of the tools that we had been introduced to with Brandwatch, and I feel many of the issues lied with the usage of a trial account rather than an official paid account. Brand24 did not offer many of the filter options that Brandwatch had, and it was also a bit more chaotic to understand and comb through versus Brandwatch. The most useful tool it offers is called “influencer score,” in which it gave a score of the influencer quality of users. This was easy to understand which users had better engagement than others and use in our report.

Social Media Tool: Talkwalker

Compared to Brandwatch, What Can it Do?

Customize infographics, Customize export format to pdf and ppt, Visual comparison between brands

List of Metrics/Measurements

Mentions, Engagement, Potential Reach, Sentiment, Demographics, Top Themes, Influencers, World Map

Our Experience with the Tool

Talkwalker has a simple interface with an emphasis on visual communication such as colorful infographics which make it easy to interpret data. The most useful feature was being able to compare organizations’ data visually across components.



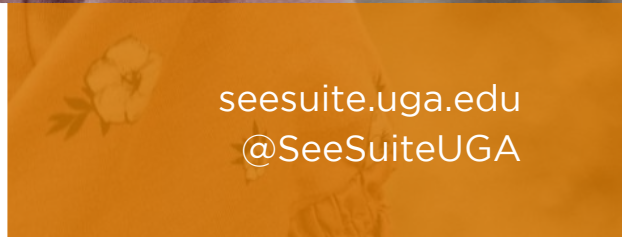
**FEEDING
AMERICA**



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and Mass Communication*

UNIVERSITY OF GEORGIA



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