GIRL SCOUTS OF AMERICA

ADPR 5750: Social Media Analytics

SEE > Suite

Grady College of Journalism and Mass Communication

UNIVERSITY OF GEORGIA

seesuite.uga.edu

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Executive Summary

The goal of this report is to discover and recommend actionable insights around the Girl Scouts of America's presence on social media among related topics of conversation and competitor organizations. The platforms analyzed in this exploration include Twitter, Reddit, and blogs and forums.

When looking at the organization's owned posts to gather insights, we analyzed 327 total original mentions on Twitter. Expanding that dataset to earned data to look at how Girl Scouts of America compared to competitor organizations across platforms, we analyzed 159,472 total mentions. Finally, in exploring related topics and themes of conversation related to the Girl Scouts of America, we were able to draw insights from a total of 745,384,898 mentions across platforms.

In our analysis, we found that there was an overarching theme of women empowerment around which a majority of conversation was focused. This included topics like women in STEM, women's and gender rights in political policy, education, and physical health.

May 1, 2021   **Feb. 14, 2022**

DATE RANGE

PLATFORMS

Brandwatch

TOOLS

Business Problems

Low amount of positive sentiment towards the organization.

In the sentiment analysis for Girl Scouts of America, positive sentiment had the lowest percentage and share in the overall sentiment towards the organization. One of Girl Scouts of America's primary aims should be to boost positive sentiment by re-establising their organization as one that makes a positive impact on girls and their communities and distancing themselves from political controversy

Stories of community impact are not garnering their maximum attention.

While the Girl Scouts of America socials do share stories of girl scouts, either individually or with their troops, making a positive difference in their communities, these stories have low engagement and are not effective in raising positive sentiment as greatly as they could. Highlighting these stories in a more relevant manner either with hashtags, holidays, or current events will allow them to be received more effectively.

Top Recommendations

1

Coordinate troop and individual highlights with holidays

HOW

- **Share service projects that serve a related area of the given holiday, e.g a project that helped veterans being shared on Memorial Day**

WHY

- Tweets in the holiday category were one of the most posted and most engaged with types of mentions (50 mentions and 12.3 average engagement) whereas troop and individual highlights fell towards the bottom of average engagement, so combining these categories will boost engagement for both.

2

Mention more notable alumni in posts

HOW

- **Share posts that shout out famous former girl scouts for their recent work or accomplishments, e.g. a post of Venus Williams after a championship victory**

WHY

- Despite having only a 5.5% share of total volume, celebrity mentions outperform other mention types by a 150% improvement from the next highest type: public figure mention.

3

Include hashtags in posts to increase engagement

HOW

- **Add relevant wordmark, holiday, or trend hashtags to a higher volume of posts, e.g. using #wednesdaywisdom, #tbt, #internationalwomensday, etc.**

WHY

- Tweets without any type of hashtag received the second to lowest average amount of retweets with only being retweeted 9 times on average, whereas posts with holiday and trend hashtags received about 3 more retweets per post on average.

4

Highlight girl scout involvement in STEM-specific projects

HOW

- **In featuring girl scouts individually and by troop, specifically post stories that involve a STEM project they completed or a STEM event that they attended, e.g. a photo of a troop at a crypto-currency education event**

WHY

- STEM related topics are important to Girl Scout's social audience as they were the largest sub-topic focus within the largest analyzed conversational theme of women-empowerment, and accounted for 6 out of 10 of the top hashtags around the conversation on Twitter

5

Promote ways for men to get involved in empowering girls

HOW

- **Post content that gives practical ways for men to support girl scouts that they know, e.g. a challenge to fathers to tell their daughter that she rocks, specific badge for brothers and sisters**

WHY

- The sentiment analysis for the theme of girl-empowerment on blogs and forums shows that males accounted for 45% of the negative and 33% of the positive sentiment. Males are more strongly negatively dispositioned towards girl-empowerment and we want to shift this to a more positive sentiment.

6

Highlight positive Girl Scout experiences of community

HOW

- **Specifically on Reddit, create a thread for people to share their favorite Girl Scout memories and experiences**

WHY

- On Reddit, the majority of conversation around Girl Scouts has a negative sentiment as people debate whether they support boy scouts or girl scouts or share poor scouting experiences. Therefore, this sentiment needs to be shifted more positively by creating a higher share of voice of positive experiences.

7

Increase fundraising post engagement

HOW

- **Use inspirational messages and branded graphics when posting about fundraising efforts**

WHY

- Fundraising is an essential effort for the operations of the nonprofit, but there are only two tweets with an average number of retweets as little as 1.5, whereas inspirational message tweets have an average of 19.73 retweets per post. Combining these for fundraising will increase engagement for funding efforts.

8

Join the conversation about current events

HOW

- **When there are human/women's rights crises happening, post Girl Scouts' stance and ways for people to get involved in helping, e.g. posting a link to an organization working in Ukraine**

WHY

- top hashtags in analyzing the girl-empowerment theme included #whatshappeninginmyanmar, #LetAfganGirlsLearn, and #ukraine, which are both related to current international crises. Since this is a relevant theme to Girl Scouts, they should be active in conversations about it.

9

Pay attention to replies on tweets

HOW

- **Respond to users asking for help or how to do something in a tweet's comments, e.g. telling a user how to buy cookies overseas or online**

WHY

- On Twitter there were several tweets that had negative sentiment where users were asking questions or for help with something related to Girl Scouts that went unanswered. Answering these comments will increase positive sentiment.

10

Post more at times when users are active online

HOW

- **Use social media tools to establish when the account's users are most active and post content at those times, e.g. making twitter posts at 1 pm when users have a lunch break**

WHY

- Girl Scouts followers are most active between 9 am and 6 pm so the organization can post between these times. This will allow them to be relevant to daily routines and can catch trending topics of the day.

11

Increase engagement levels for posts about merchandise

HOW

- **Increase the total posting volume about the merchandise made by Girl Scouts**

WHY

- There were only 15 total tweets (out of 327) that were categorized as being calls to action to purchase Girl Scouts merchandise, but also received the top 2 retweets (Average of 9.80 RTs) of all posts on the Girl Scouts account so there is opportunity to maximize engagement from these types of posts.

Owned Data
Engagement Data

Overall Dataset Description

We analyzed the Girl Scouts of America's social media presence on Twitter since this platform had the most activity from the organization. The @GirlScouts account has 97,000 followers while following 2,348 other accounts. They have tweeted over 50,000 times
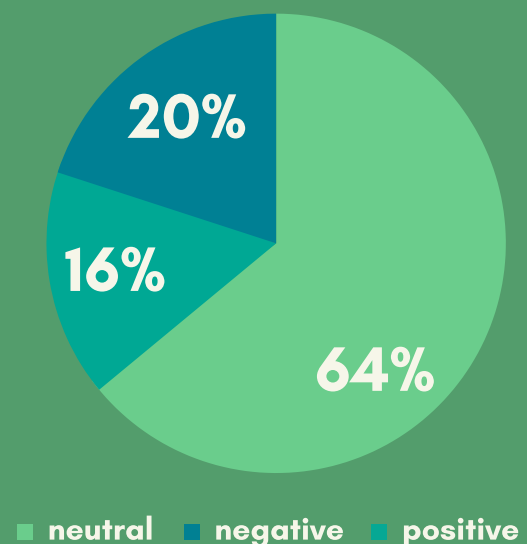
Volume

327 original posts
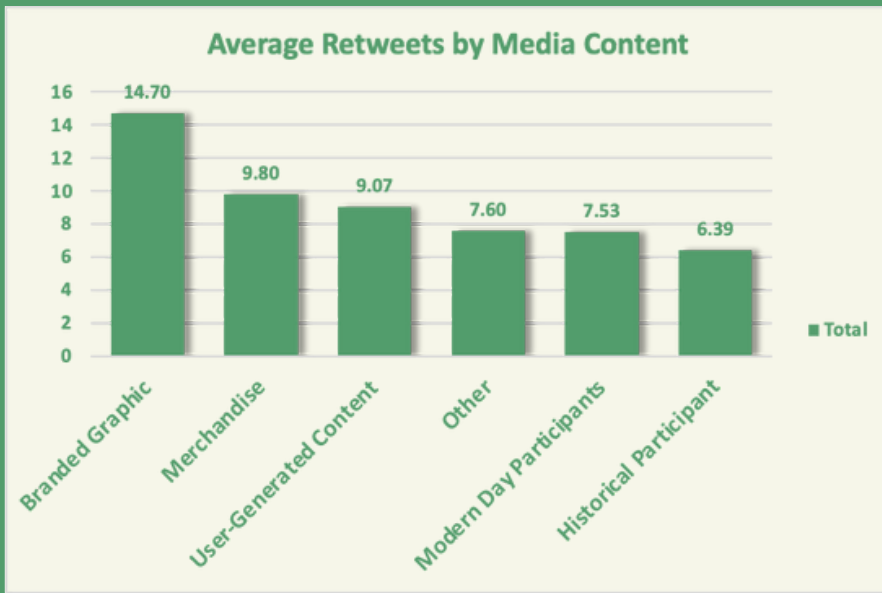
meaning: no retweets or replies

Demographics

62% 38%

Sentiment

20%

16%

64%

■ neutral   ■ negative   ■ positive

Actionable Insights

Average Retweets By Media Content

Average Retweets by Media Content

Type of Media Content	Count of Media Content
Modern Day Participants	116
Branded Graphic	109
Other	55
Historical Participant	18
Merchandise	15
User-Generated Content	14
Grand Total	327

Girl Scouts @girlscouts

It's back to troop o'clock! ⏰ Let's get ready for fall hikes, troop meetings, & sweater weather. Thanks, IG: madisonkmodels for the #backtotroop inspo vibes. 👉 bit.ly/3DxCHFV #GirlScoutStyle #backtotroop

0:20 301 views

MERCHANDISE

The number of posts related to Merchandise was only 15 which was only 4.59% of the total posts posted by Girl Scouts. However, the posts about Merchandise received the second highest retweets (Average of 9.80 RTs). Therefore, we recommend that the organization needs to increase the tweets of Merchandise.

AVERAGE RETWEETS BY THEME

■ Total

Inspirational Message	19.74
Holiday	12.30
Promotional Product	10.15
Event	10.11
Individual Highlight	9.13
Other	7.72
Alumni Highlight	6.94
Troop Highlight	6.43
Fundraising	1.50

Yes, you can! #MondayMotivation

I CAN DO HARD THINGS
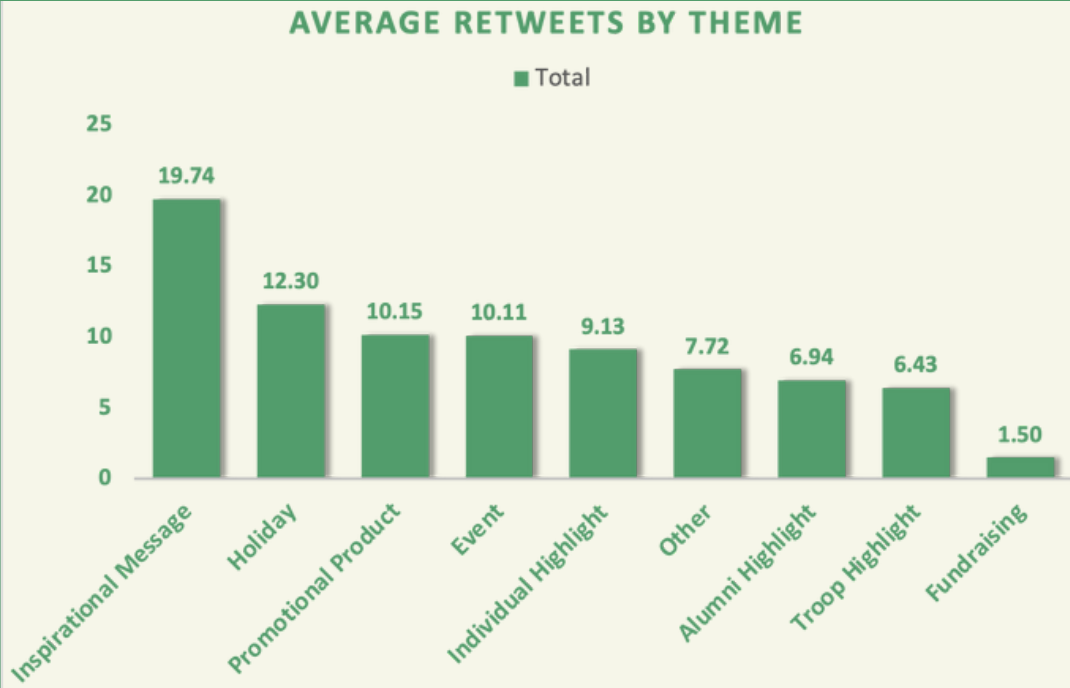
INSPIRATIONAL MESSAGE

Posts in the inspirational message category only had a total of 23 posts. However, these posts had a clear majority in average retweets as they were retweeted on average 19.74 times. For this reason, we recommend that the Girl Scouts account increases their posts that have an inspirational message.

Type of Theme	Count of Theme
Event	61
Individual Highlight	53
Holiday	50
Promotional Product	46
Troop Higlight	42
Other	32
Inspirational Message	23
Alumni Highlight	18
Fundraising	2
Grand Total	327

Average Retweets By Hashtag Type

Type of Hashtag	Count of Hashtag Type
No hashtag	140
Organization-Specific	80
Trend	46
Holiday	31
Wordmark	18
Event	8
Other	4
Grand Total	327

NO HASHTAG

Adding hashtags in the tweets is an important tool to increase engagement. However, 140 out 327 posts (42.81% of the tweets) had no hashtag and received one of the lowest engagements (Average of 9.00 RTs). Therefore, we recommend Girl Scouts to add hashtags when posting.

Average Retweets By Hashtag Type

Average Retweets by Hashtag Type

Hashtag Type	Total
Other	26.00
Holiday	12.45
Trend	12.17
Wordmark	11.71
Event	9.86
No Hashtag	9.00
Organization-Specific	8.43

Girl Scouts ✔
@girlscouts

You're so much more than a label. 👊🏿👊🏽👊🏻
#WednesdayWisdom

To the Girls Who Are Labeled...

Bossy: Keep leading.
Difficult: Keep standing your ground.
Too Much: Keep taking up space.
Awkward: Keep asking questions.

💗

@girlscouts

HOLIDAY & TREND

Posts with Holiday hashtags and Trend hashtags were about 31 (9.48% of the total tweets) and 46 (14.07%) but ranked at the top engagement level (Average of 12.45 and 12.17 RTs). Although the organization posts less with Holiday or Trend hashtags, those posts still reached the higher engagement. Therefore, we recommend the organization continue adding this two hashtags

Average Retweets By Mention Type

Average Retweets by Mention Type

Celebrity 27.50 · Public Figure 11.00 · No Mention 10.29 · Other Organization 8.60 · Local Chapter 6.59 · Other 6.22
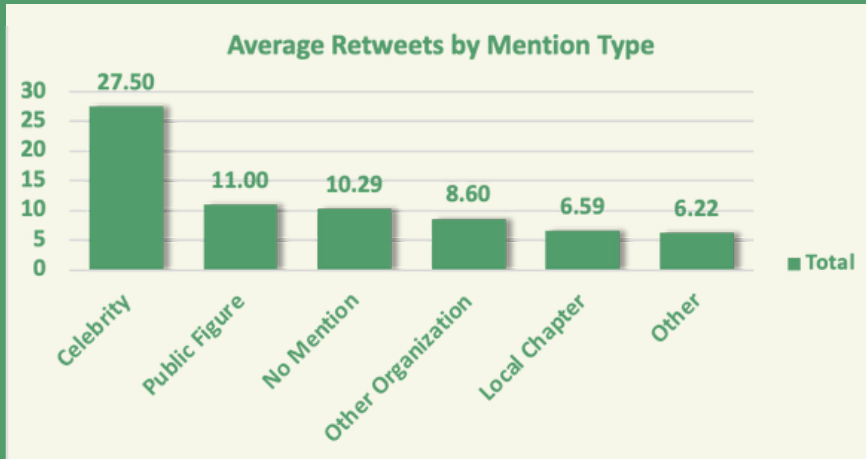
Type of Mention	Count of Mention
Celebrity	6
Public Figure	13
No Mention	225
Other Organization	57
Local Chapter	17
Other	9
Grand Total	327

CELEBRITY

Out of 327 total tweets, only 6 mentioned a celebrity which makes this category the least posted. When looking at average retweets though, the posts with celebrity mentions are retweeted over 2x more than the next most retweeted category. For this reason we recommend that Girl Scouts includes more celebrity mentions in their posts to boost engagement

Happy Birthday to our fellow Girl Scout sister, @DollyParton ! 🥳🎂 Celebrating you and your big day with this throwback video from @GirlScoutCSA 💚✨ #DollyParton

Earned Data

Cross Platform Girl Scouts Conversation

Overall Dataset Description

We analyzed social media activity and conversations regarding themes related to the Girl Scouts (like girl empowerment and political conversation) across different platforms via Brandwatch.

Volume

There were about 159,472 mentions in total across different platforms. Among those platforms, we got 3 platforms that have the top most mentions. Twitter received 130,361 mentions which was around 82% of the total posts, ranked as the top one. Reddit reached 13,459 mentions which took about 8% of the total dataset. Along with Reddit, Forums received 5,170 mentions out of the 159,472 posts, which means 3% of the total mentions.

3%
8%
82%

☐ Twitter ☐ Reddit ☐ Forums
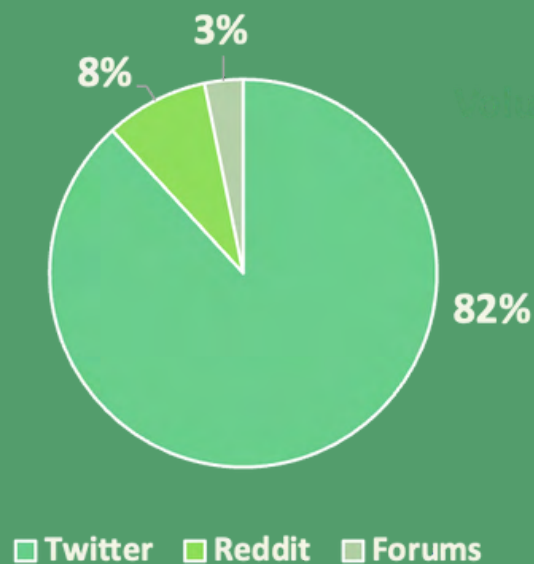
Demographics

When it comes to the total demographics, a majority of the users were female. 37% of users were male and 63% of users were female.

37%

63%

■ Male ☐ Female
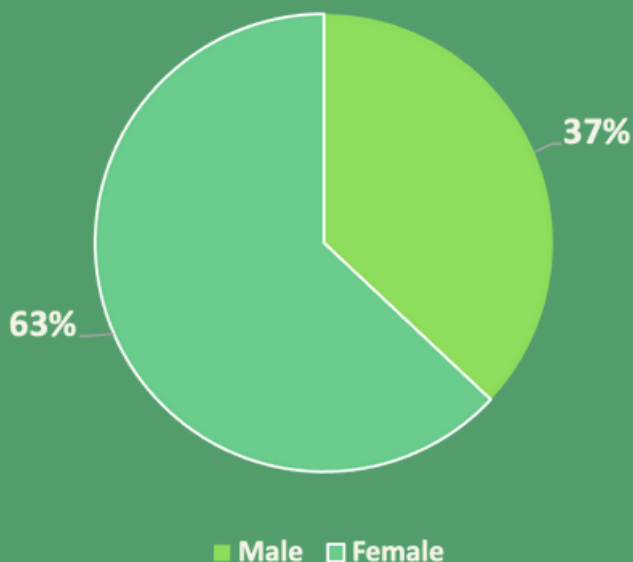
Sentiment

Posts about Girl Scouts were mostly neutral in sentiment (53%), followed by positive sentiment and negative sentiment, with 29% and 18%, respectively.

Sentiment

29%

53%

18%

■ Positive ☐ Negeative ☐ Nuetral
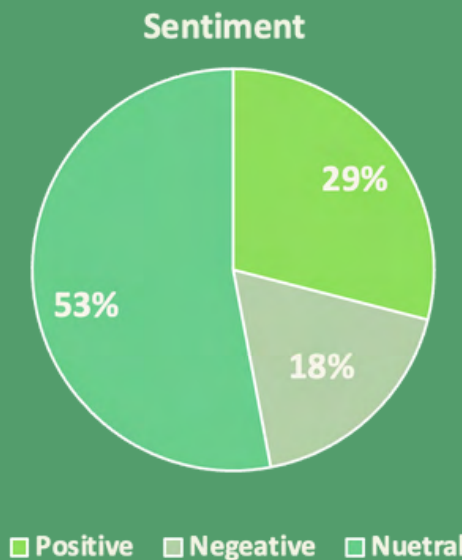
Twitter

131,443 posts

Volume

Tweets about Girl Scouts were 131,443 out of 159,472, which was 82% of total posts.

Demographics

Tweets about Girl Scouts were mostly posted by female users (63%), while 37% were posted by male users.

37%

63%

■ Male □ Female
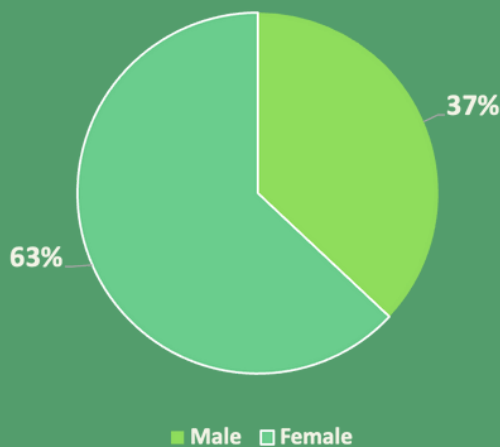
Sentiment

Tweets about Girl Scouts were mostly neutral in sentiment (55%), followed by positive sentiment and negative sentiment, with 30% and 15%, respectively.
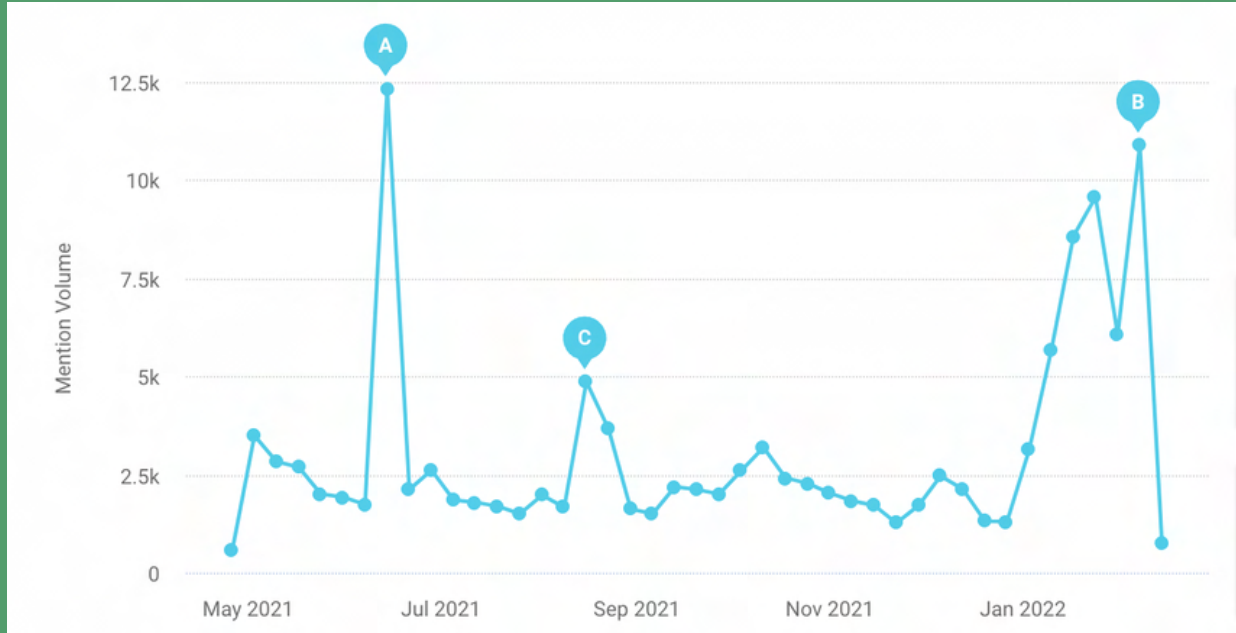
30%

55%

15%

□ Positive □ Negeative □ Nuetral
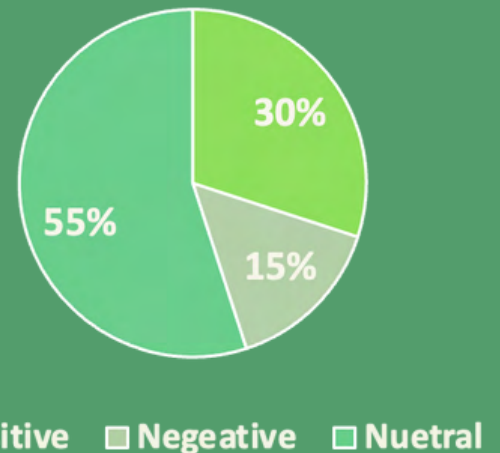
Online Behaviors

Tweets related to Girl Scouts mostly posted from 9 am to 6 pm.

Spike Analysis

Jun 14, 2021 – Jun 20, 2021 (**A**)
11381 mentions; the main conversation this week was talking about Girls Scouts owning millions of unsold cookies.

Jan 10, 2022 – Feb 13, 2022 (**B**)
10840 mentions; this conversation was to encourage people to buy more cookies from Girl Scouts because the organization supported planned parenthood and transgender rights.

Aug 16, 2021 – Aug 22, 2021 (**C**)
4853 mentions; much of this conversation was related to a statement made by CNN: The Taliban didn't become Girl Scouts.

Themes & Conversations

The New York Times ✔
@nytimes

The Girl Scouts are struggling to sell a heaping pile of extra cookies: 15 million boxes of them, to be exact.

"It's exceedingly rare to have significant excess inventory," a spokesperson said, "but the pandemic greatly impacted our cookie program."

nytimes.com
Girl Scouts Stuck With Over 15 Million Boxes of Unsold Cookies
The Girl Scouts faced two major problems during the last year: diminished membership and a pandemic that made in-person cookie selling a risky ...

5:35 PM · Jun 15, 2021 · SocialFlow

890 Retweets   3,858 Quote Tweets   2,463 Likes

Girl Scouts Cookies & COVID

Brenna 🌻
@Abigail_Atoms

The Girl Scouts have 15M leftover boxes of cookies??!!

GIF

7:51 AM · Jun 15, 2021 · Twitter for iPhone

1,060 Retweets   71 Quote Tweets   4,565 Likes

On Twitter, the largest spike, with 11,367 mentions, was the week from June 14th to June 20th in 2021. This conversation was not only about one theme but also about both Girl Scouts Cookies and COVID, with 1276 and 1951 mentions, respectively. As shown, @Abigail_Atoms pointed out that Girl Scouts had 15 million unsold cookies, which reached about 1,060 RTs. Later in that day, @nytimes just posted the challenge about the leftover cookies, with one reason which was the pandemic. The tweets made by @nytimes reached 890 RTs. Sentiment was mostly neutral with a 72.2% neutral sentiment (8207 tweets), followed by a 13.6% positive sentiment (1547 tweets) and a 14.2% negative sentiment (1613 tweets). Attitudes of comments below the tweets performed similarly as the sentiment did. Users asked how to buy the cookies and were willing to support the Girl Scouts. There was not a large difference within Gender because this conversation reached 2467 tweets made by male and 2947 posts made by female.
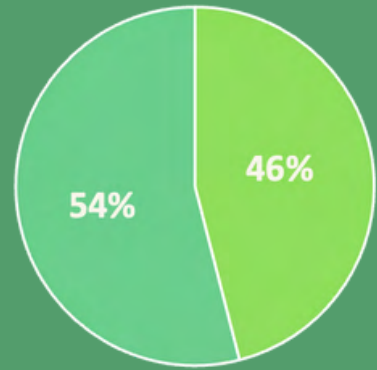
18

Reddit

13,459 posts

Volume

Reddit reached 13,459 mentions which took about 8% of the total dataset.

Demographics

On Reddit, 54% of users posting about Girl Scouts were female and 46% were male.
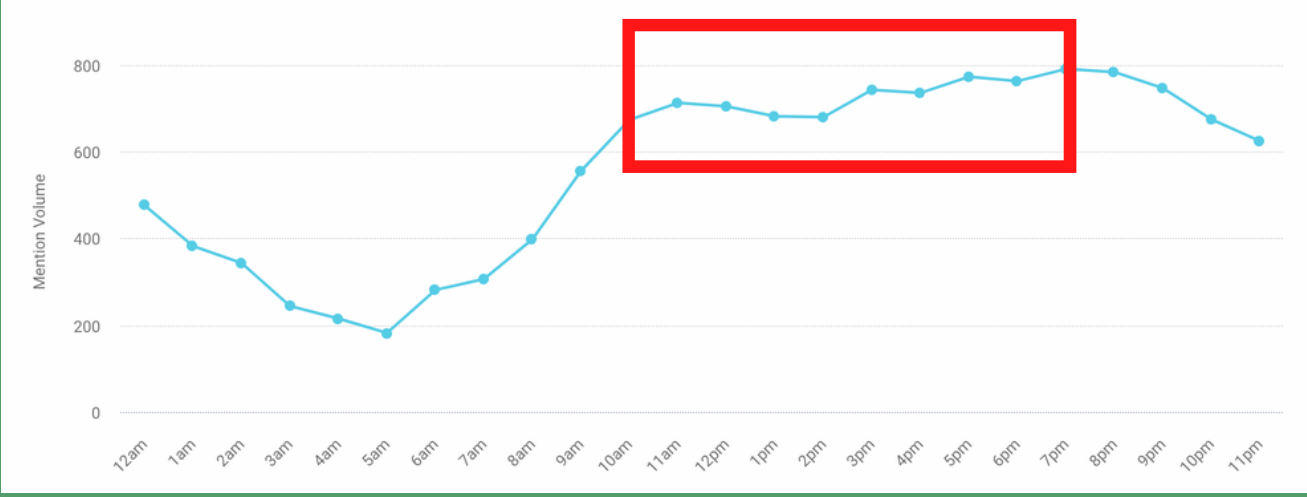
46%

54%

☐ Male ☐ Female

Sentiment

Tweets about Girl Scouts were mostly neutral in sentiment (42%), followed by positive sentiment and negative sentiment, with 23% and 35%, respectively.
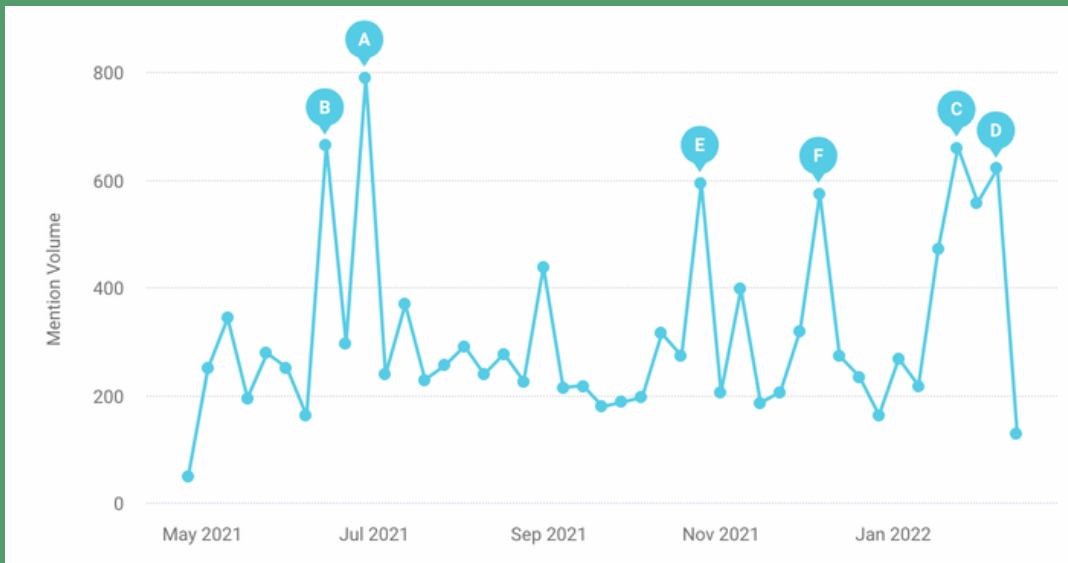
23%

35%

42%

☐ Positive ☐ Negeative ☐ Nuetral
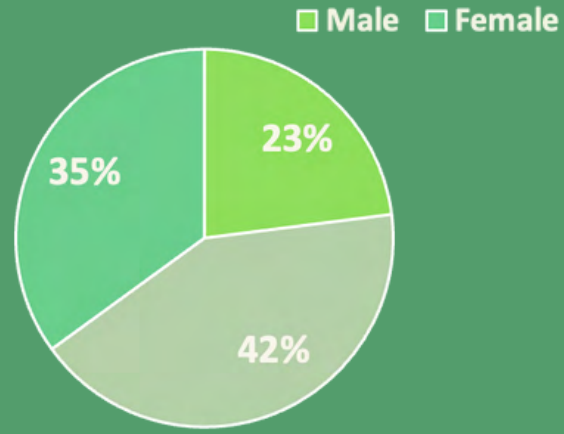
Online Behaviors

The peak mention volume of a day was from 10 am to 9 pm.

Spike Analysis

Jun 28, 2021 - Jul 04, 2021 **(A)**

789 mentions; this spike was talking about declined membership in both Boy Scouts and Girl Scouts.

Jun 14, 2021 - Jun 20, 2021 **(B)**

663 mentions; the conversation this week was about millions of unsold Girls Scouts cookies.

Jan 24, 2022 - Jan 30, 2022 **(C)**

659 mentions; the main conversation was about Girl Scouts selling cookies outside of the marijuana dispensary.

Feb 07, 2022 – Feb 13, 2022 **(D)**

620 mentions; this peak was related to online order and shipping fee for Girls Scouts cookies.

Oct 25, 2021 – Oct 31, 2021 **(E)**

593 mentions; this week's conversation pointed out that a post seemed like a mistake made by Girl Scouts.

Dec 06, 2021 – Dec 12, 2021 **(F)**

573 mentions; the controversy about whether or not Girl Scouts letting kids selling cookies was actually using child labor.

Themes and Conversations

1. Political Conversation// 2,049 mentions

On Reddit, the most popular theme of conversation is comparison between the Girl Scouts and Boy Scouts organization, and gender roles that exist in each. Many users contribute to this conversation by discussing which organization they prefer or think is more beneficial. The majority sentiment of posts in this theme is negative (53% and 1,086), while only 16% (327) of the posts are positive, and the rest fall into the neutral category (636).
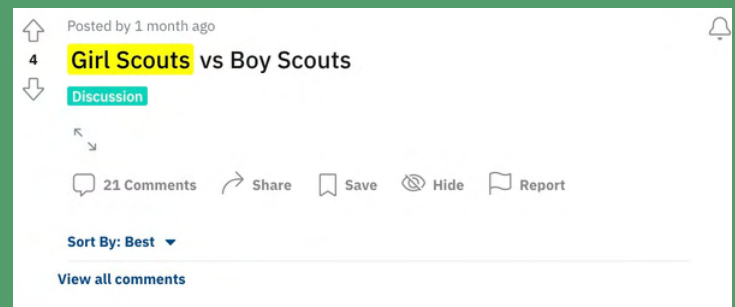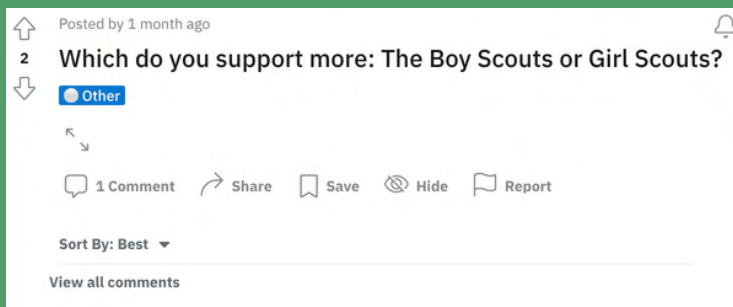
2. Community // 1,569 mentions

The second-most popular theme is related to community. This theme includes past and current girl scout members and supporters sharing and reflecting upon experiences they have had as a part of the organization. 45% (706) of these posts have negative sentiment and 22% (345) have positive sentiment.
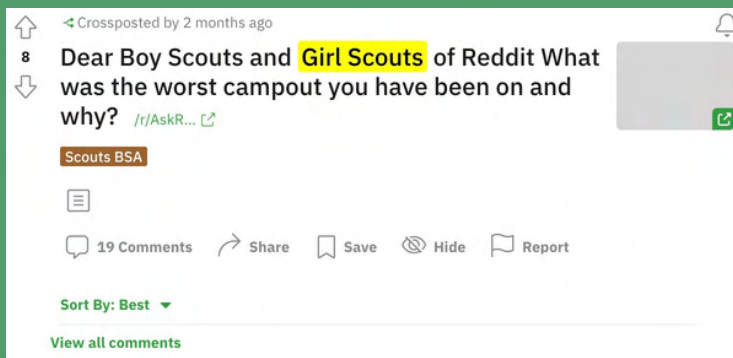
Forums

Volume

Forums received 5,170 mentions out of the 159,472 posts, which means 3% of the total mentions

19%

45%

36%
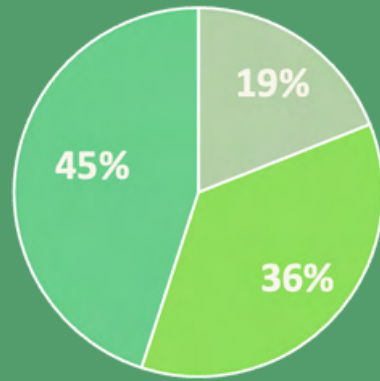
☐ Positive ☐ Negeative ☐ Nuetral

Sentiment

Tweets about Girl Scouts were mostly neutral in sentiment (45%), followed by positive sentiment and negative sentiment, with 19% and 36%, respectively.

Demographics

When using Brandwatch to analyze the demographics of Girls Scouts on Forums, there was no data available.

Online Behaviors

From 12 pm to 4 pm, users on Forums started the first peak mention volume in a day. From 6 pm to 9 pm, users were active again.

Spike Analysis

Jul 12, 2021 – Jul 18, 2021 342 mentions; there was a main conversation about Girl Scouts. But users were talking about Girl Scouts across different topics.
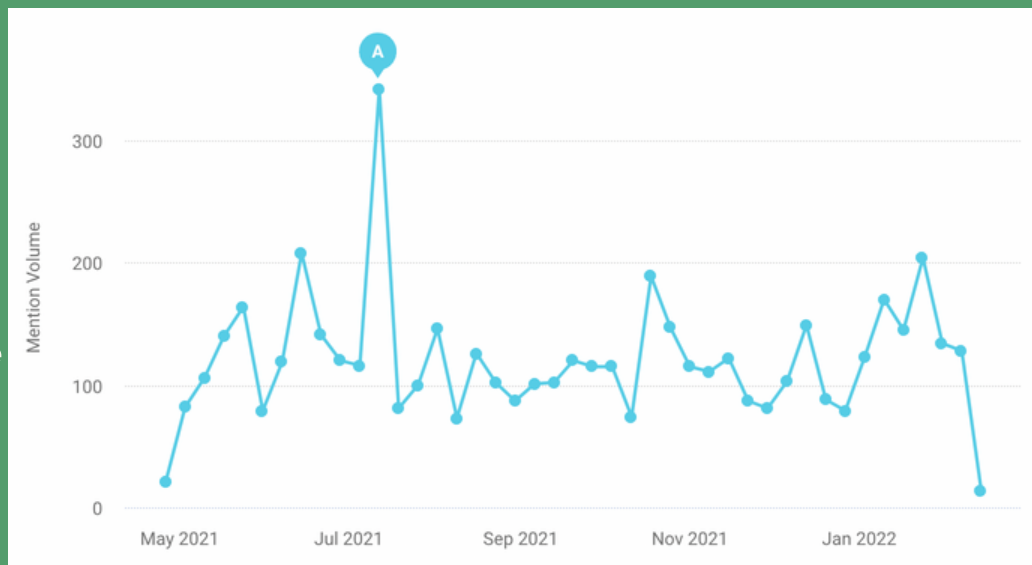
1. Community // 1,717 mentions

Among different forums, the most consistently posted content is information from different girl scout chapters about upcoming events for girl scouts and the community to participate in. The vast majority of these posts come from the Eventbrite platform. 54% of the posts (927) are neutral in sentiment, and the positive and negative sentiment posts measure similarly with 22% (378) and 24% (412) of posts respectively.
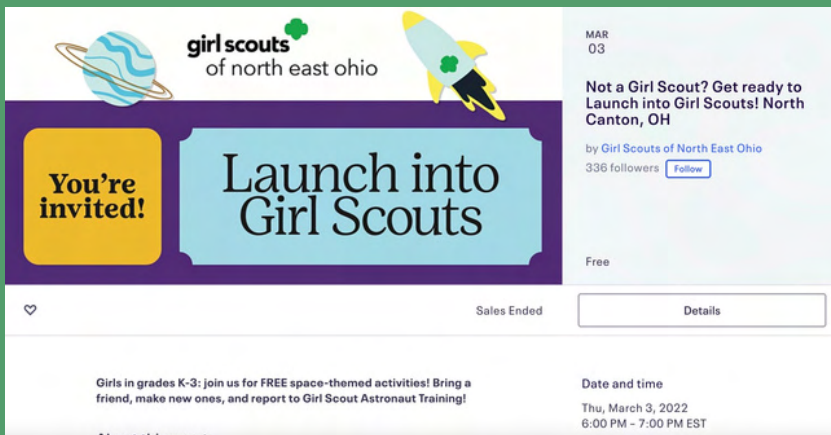

2. Girl-empowerment // 697 mentions

On forum platforms there was also a high volume of posts related to a theme of learning or Girl Scouts providing education to girls through their programs. The majority sentiment associated with these posts was a neutral one (64% and 446), followed by a 19% (132) negative sentiment, and 17% (119) positive sentiment. 61% of these kinds of posts were made by females while the other 39% were made by males.

What is interesting to note is that males were responsible for 45% of the total negative sentiment posts in this category, but were only responsible for 33% of the total positive sentiment posts in this category.

33% **67%**   **45%** **55%**
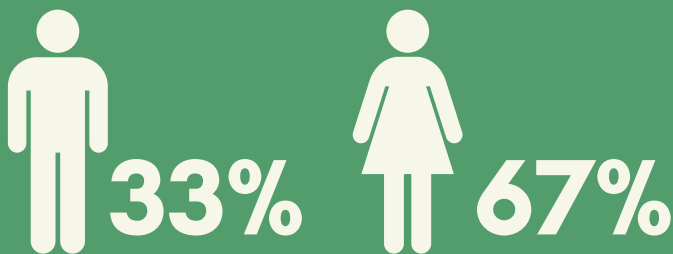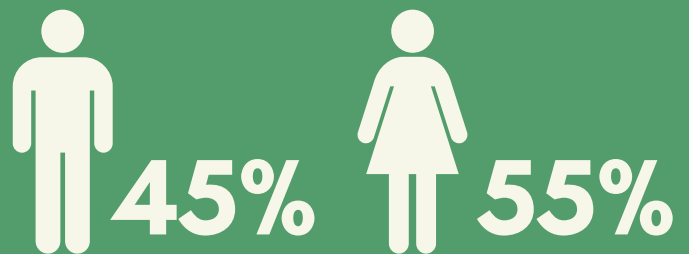
POSITIVE SENTIMENT   **NEGATIVE** SENTIMENT

NodeXL

The Data

For this analysis, Twitter data in the form of edges (tweets, retweets, mentions, mentions in retweets, and replies, n=18,000) and vertices (individual users in the network, n=8,389) was gathered by NodeXL using the Boolean search query Girl Scouts" OR #girlscouts OR @girlscouts OR site:girlscouts.org. The data was tracked from April 17, 2022 to April 25, 2022. NodeXL took this data to form the above graph of clusters which guided the analysis.

Key Metrics

Edges: 3,441 total edges, 511 duplicated edges, 846 self-loops
Edges are the points of connection between two vertices (users within the network)
Self-loops are edges that occur within the same vertex

Reciprocated Vertex Pair Ratio: 0.0114
Reciprocated Vertex Pairs are vertices that link to one another in both directions

Single-Vertex Connected Components (isolates): 438
Isolated are vertices that have no connections in the network

Graph Density: 0.00027
A measurement of the number of potential connections within a network divided by the actual number

Graph Modularity: 0.758796
A measurement of group (vertex cluster) fitness; the lower the number, the more defined the group is

Social Network Visualization
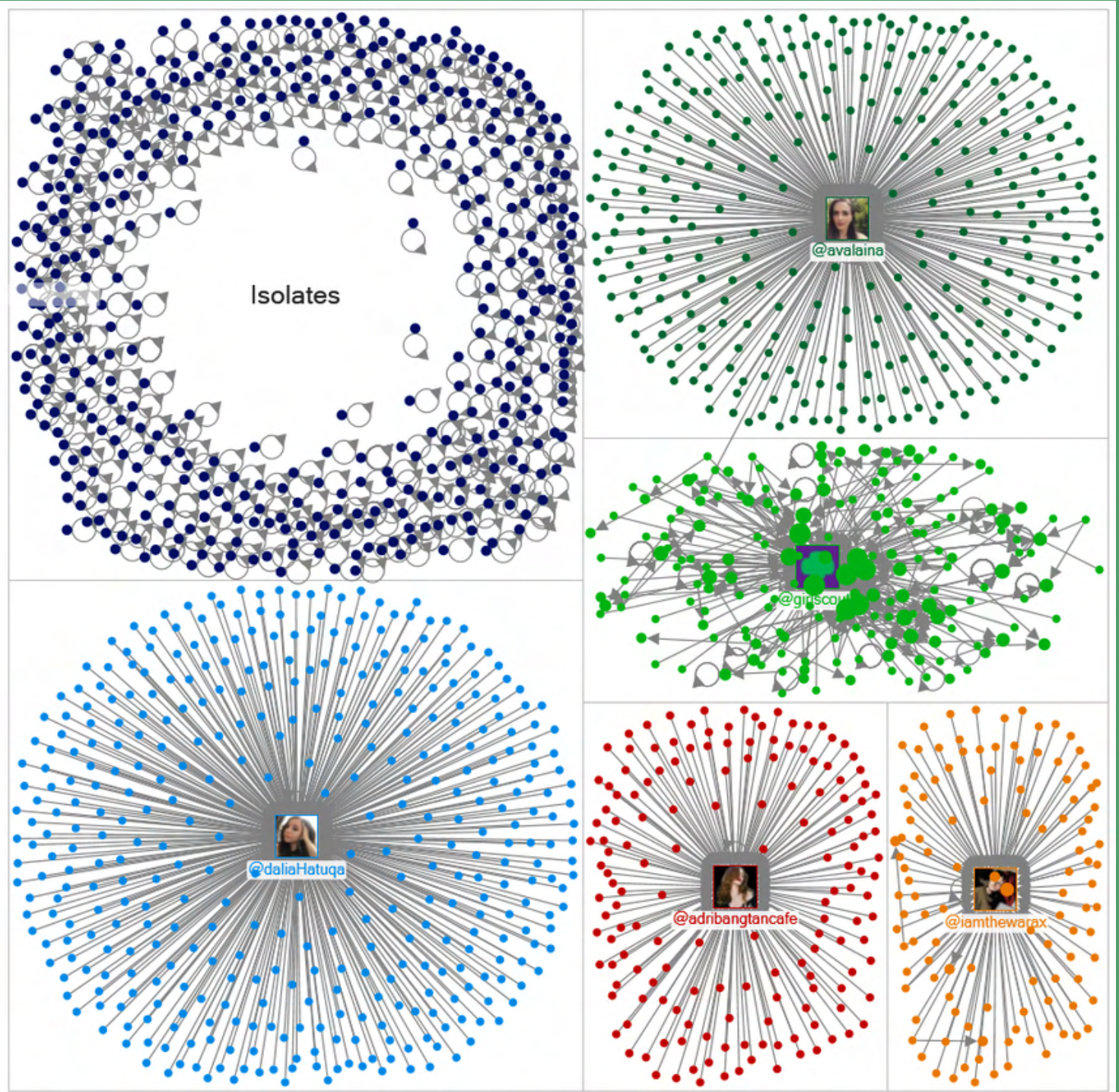
Cluster Analysis: Girl Scouts Teams

Top Words
girl, scouts, cookies

Top Hashtags
#girlscouts
#earthday
girlscouttreepromise

Top Domains
twitter.com
docu.team
girlscouts.org

Top URLs
https://www.tapinto.net/towns/nutley/sections/giving-back/articles/for-nutley-s-van-steen-girl-scouts-heart-of-nj-is-a-lifetime-adventure-than-spans-three-generations

https://docu.team/twitter.php?store=66178&item=393657&action=show_item

https://docu.team/twitter.php?store=66178&item=393666&action=show_item

https://www.constructiondive.com/news/new-house-she-built-girl-scout-patch-introduce-kids-career-construction/621953/

Cluster Narrative
The narrative within this cluster was mainly about various events held by different Girl Scouts teams. The NodeXL social network analysis tool proved that events held by Girl Scouts can still catch people's attention. For example, one of the top URL link was talking about cookies from Girl Scouts

Girl Scout Cookies

Cluster Analysis: Girl Scouts

Top Words
girl, scouts,
girlscouts, #girlscouts

Top Domains
girlscouts.org
girlscoutsnv.org
circlearound.com

Top Hashtags
#girlscouts
#girlscouttreepromise
#piantyourworldpurple
#girlscoutvolunteer

Top URLs
https://www.girlscoutsnv.org/en/about-girl-scouts/our-program/highest-awards/gold-award.html
https://blog.girlscouts.org/2022/04/epic-girl-scout-volunteer-appreciation.html
https://www.girlscouts.org/purple?utm_campaign=Purple&utm_medium=Social_Council_Organic&utm_source=Twitter
https://blog.girlscouts.org/2022/03/TreePromise.html?m=1

Cluster Narrative

The narrative within this cluster was about the organization Girl Scouts. The NodeXL social network analysis tool helped us find that the organization was promoting itself. Girl Scouts posted about the coming activities such as "Treepromise" which was a typical and representative event the organization held. The conversation was all about the organization, which means a high engagement with Girl Scouts.

Cross Platform Conversation Topic: Girl Empowerment

Whole Dataset Themes and Conversations

Women in STEM // 3,892 mentions
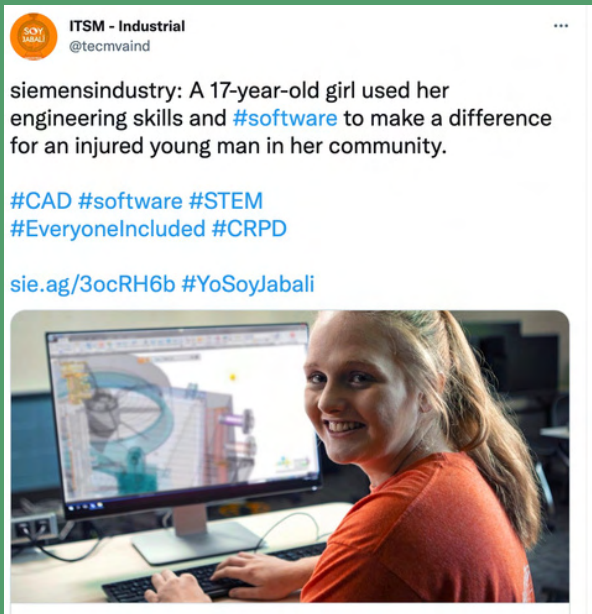
The emphasis in conversation on women participating in new web3 technology like crypto-currency, nfts, and blockchain programs was by far the most popular theme of conversation on Twitter. **6 out of the 10 top hashtags on the platform were all related to STEM categories.**

Women's Rights // 1,418 mentions
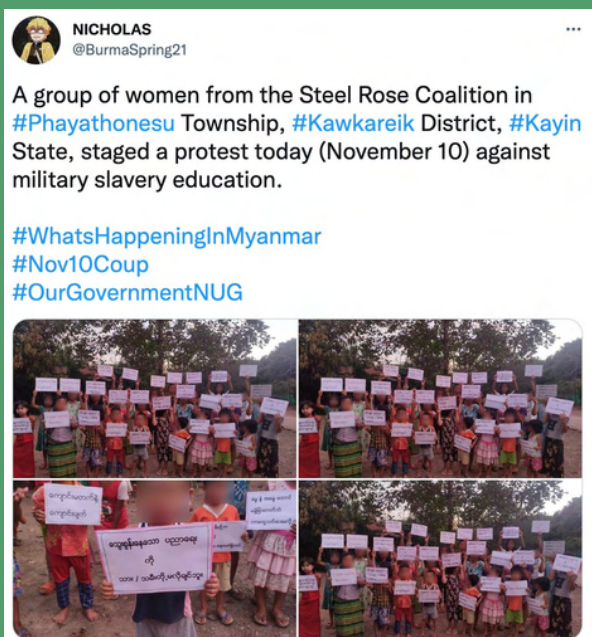
Another prominent theme was the advocacy for women's rights in other nations. Driven largely by events like the Myanmar coup and invasion of Ukraine, twitter users responded to these world events by fighting for awareness of women's rights in these situations. **A top hashtag included #whatshappeninginmyanmar (2,802,431 mentions)**

Whole Dataset Spikes in Volume

A. March 7 - 13, 2022

There was a 34% spike in volume this week first because of the celebration of international women's day, with 1,706,386 mentions using the hashtag #internationalwomensday and second because of an increase in conversation about women in stem with 660,629 mentions of #nft.

B. March 21 - 28, 2022

There was a 33% spike in volume this week, driven by an increase in conversation about women in stem, specifically with NFT's because of the hashtag #nft and #nfts and some new launches of NFT projects at the time.
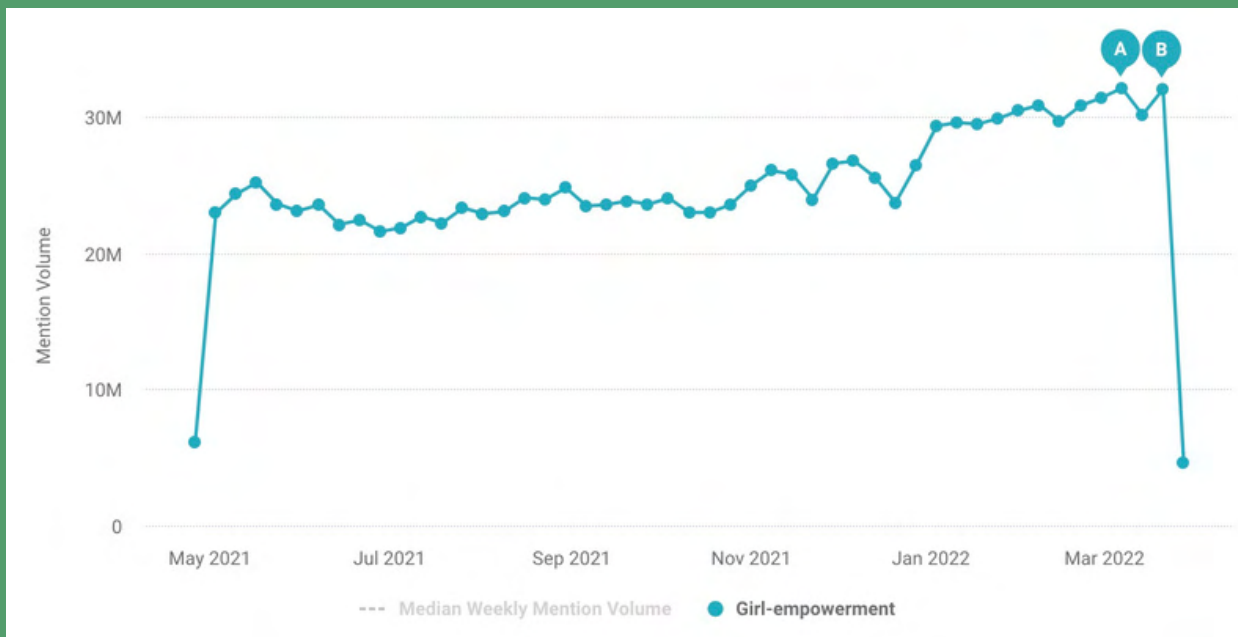
Hashtags

The top hashtags in this category revealed that girls being more represented and educated in the science and technology field is an important focus in conversation surrounding women empowerment.

#Airdrop was mentioned 13,938,987 times, followed by 5,662,534 mentions of #nft, otherwise referred to as non-fungible tokens, and 9,113,439 mentions of #bsc, or "Binance smart chain." These are all references to different crypto-currency related topics.
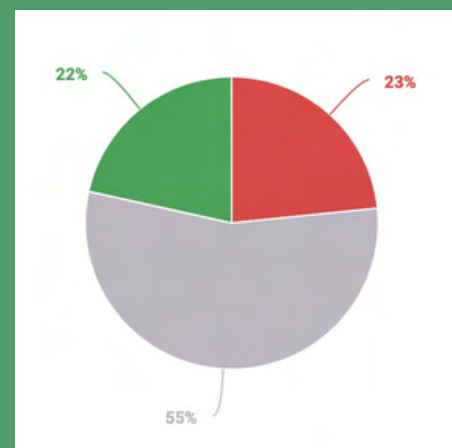
Gender Demographics

42% **58%**
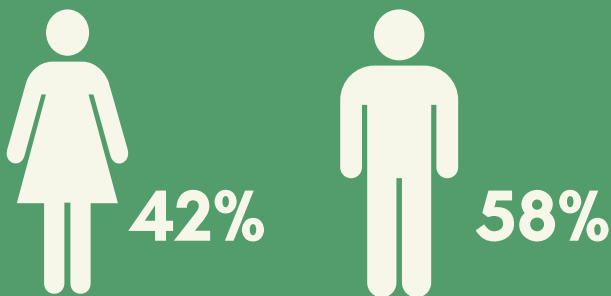
Surprisingly, more men than women were contributing to the conversation about women empowerment on Twitter. This could be contributed to the gender gap that exists in the financial world.

Sentiment

The sentiment of women empowerment conversation is very closely evenly split between positive and negative, with the majority of conversation (55%) being neutral. There is not much positive or negative sentiment surrounding NFTs and BSCs, so neutral is unsurprising.

22%   23%

55%

Volume

Reddit reached 106,528,382 mentions in total which took up 14.29% of total volume.

Demographics

When using Brandwatch to analyze the demographics of Girls Scouts on Reddit, there was no data available.

14%

33%

53%

● Negative   ● Neutral   ● Positive

Sentiment

Mentions about Girl Empowerment were mostly neutral in sentiment (53%), followed by positive sentiment and negative sentiment, with 14% and 33%, respectively. Negative sentiment points to posts surrounding lack of existing girl empowerment.
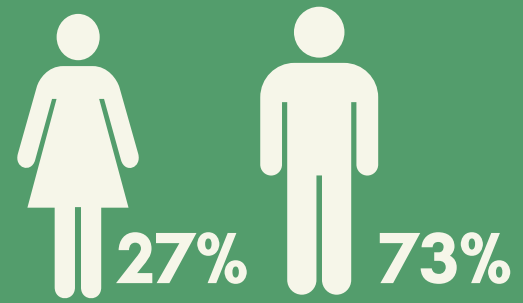
Forums

81,153,995 posts
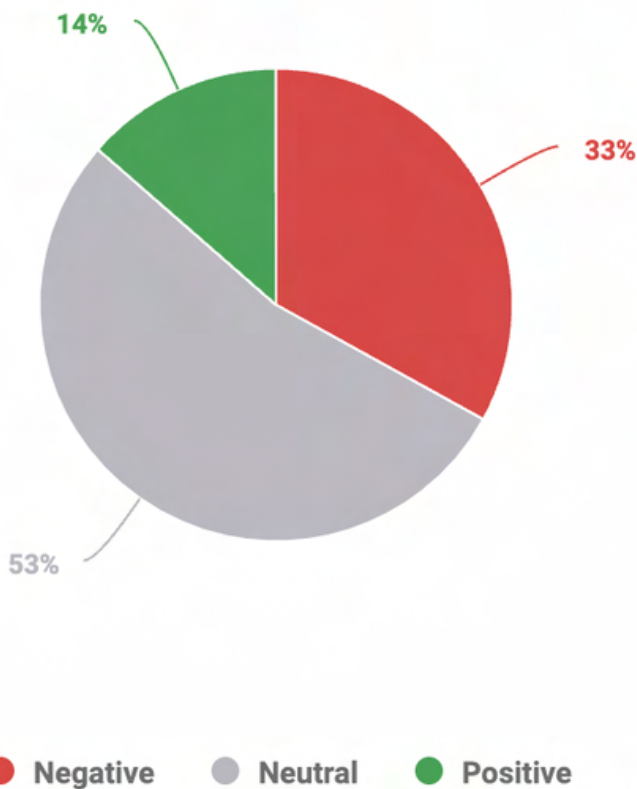
Volume

Forums reached 81,153,995 mentions in total which took up 10.89% of total.

Demographics

On Forums, surprisingly, 27% of mentions about Girl Scouts were female and 73% were male.

27%　**73%**

Sentiment

Mentions about Girl Empowerment were mostly neutral in sentiment (71%), followed by positive sentiment and negative sentiment, with 9% and 20%, respectively. Positive sentiments surround posts describing the push and need for girl empowerment.

9%

20%

71%

● Negative　● Neutral　● Positive
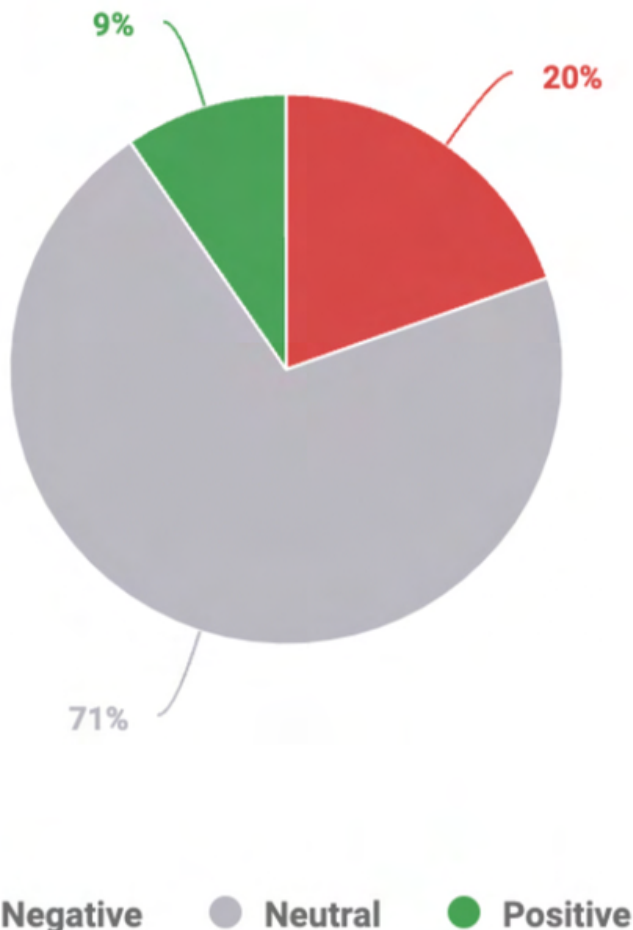
Theme Analysis

In order to identify themes, we ran a few different Boolean queries based on frequent words identified in word clouds. One of the biggest themes throughout the Girl Scouts organization is Girl-empowerment, so we focused on words associated with this theme in the query in order to discover insights.
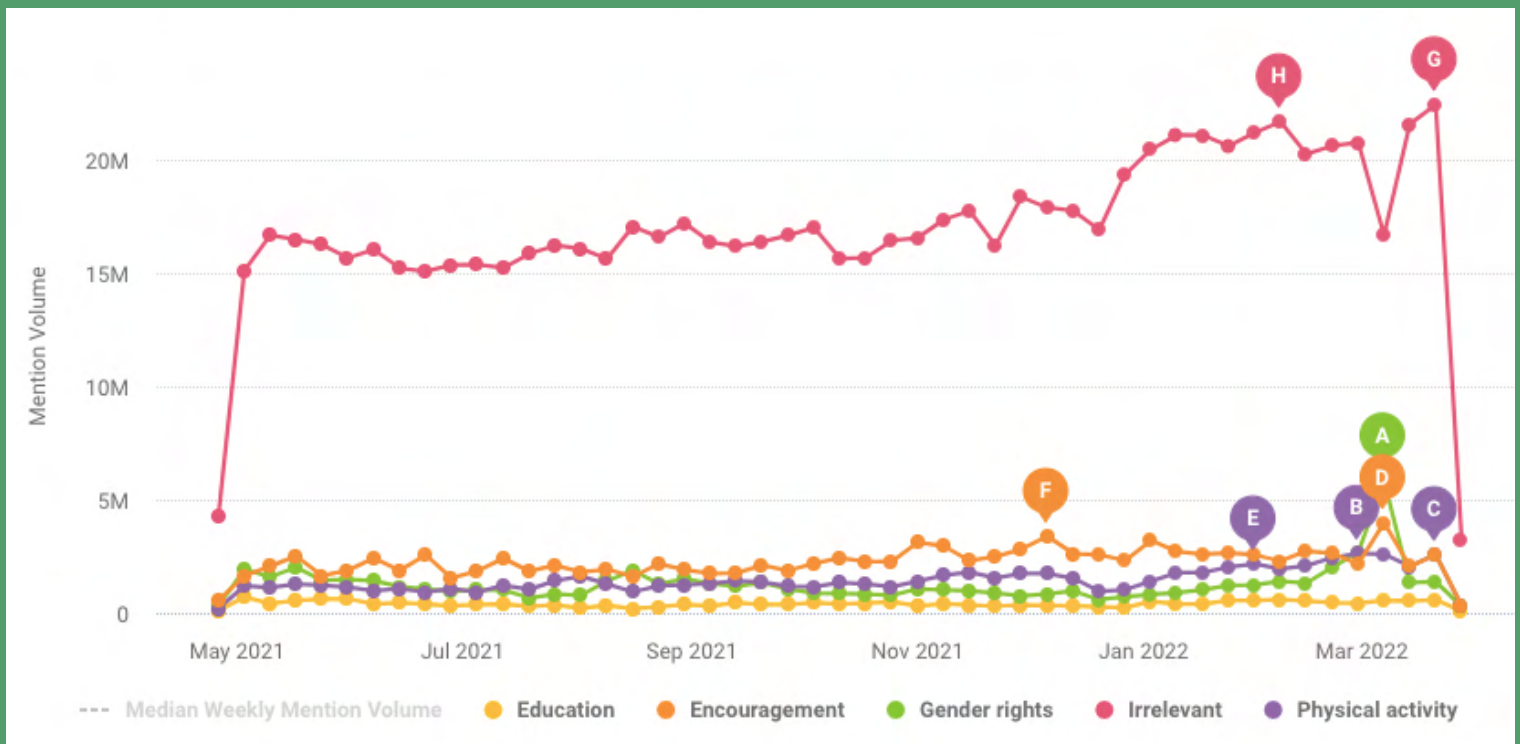
The major themes we discovered were education, encouragement, gender rights, and physical activity. The "irrelevant" theme encompasses all the random conversations that occur that cannot quite be categorized.
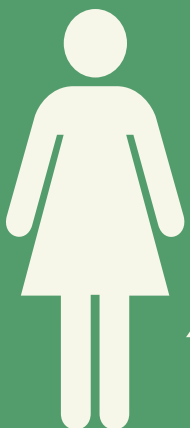
Theme Analysis

Education // 19,771,478 tweets

The education sub-conversation points to a major push to incorporate young girls in STEM programs and the accomplishments those girls in the programs have already made. There are also conversations about bringing education to those in third world countries without near as much access to opportunities that exist in the United States and other first-world countries. Top hashtags include #STEM, #WomenInStem, #WomenInTech, and #teaching.

Positive sentiments consisted mostly of conversations about International Women's Day and Girls in Science, while negative sentiments spoke of the lack of education access in third world countries.

Demographic breakdown includes 4,351,638 male authors and 3,027,458 female authors.
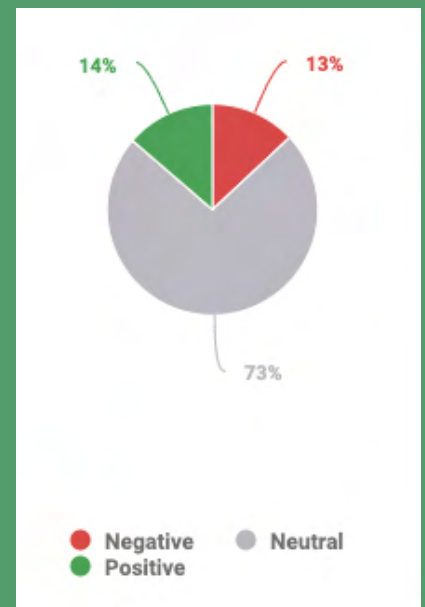
14% 13%

73%

● Negative   ● Neutral
● Positive

41%   59%

Theme Analysis

Encouragement // 110,190,436 tweets

The encouragement sub-conversation includes a vast number of tweets about girl power and girls encouraging girls. There were peaks in the conversation from March 7 – March 13, 2022 for #InternationalWomensDay, where conversation was 75% higher than usual, and from December 6 – December 12, 2021 regarding #SpotifyWrapped and the high number of female artists who were at the top of the music charts.

Positive sentiments consisted of sub-conversations pointing to growing confidence in girls and powerful accomplishments, while negative sentiments are derived from sub-conversations about the oppression of women in other countries and girls with disabilities or hardships faced from a young age.

Demographic breakdown includes 21,086,803 male authors and 14,748,450 female authors. @HillaryClinton is a notable influential user in this theme, drawing high levels of engagement on her posts about feminism and #InternationalWomensDay.

8%
23%
69%

● Negative   ● Neutral
● Positive

42%   58%
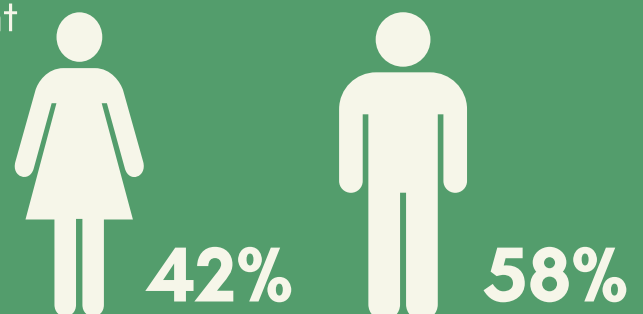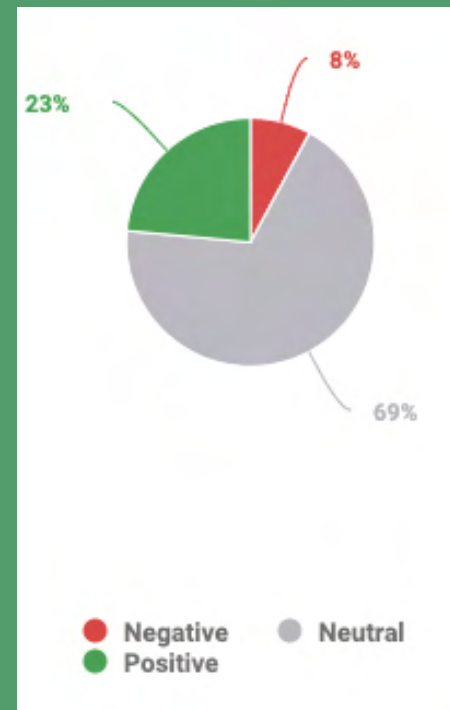
Theme Analysis

Gender rights // 61,303,810 tweets

The gender rights sub-conversation brings light to many issues that still exist today, such as the wage gap in first-world countries as well as the oppression of women that still exists around the world. Sexism, misogony, and feminism are large topics of discussion as well. There is a large peak in the conversation between February 28 – March 13, 2022 for #InternationalWomensDay were volume was 446% higher than usual. Other top hashtags include #BreakTheBias, #LetAfghanGirlsLearn, and #ukraine.

Positive sentiments consisted of more sub-conversations about International Women's Day and the progress that has been made in bridging the gender gap, while negative sentiments point towards the existing bias that men, and other women for that matter, have towards women both in the workplace and in general.

11%

2...

61%

● Negative   ● Neutral
● Positive

Demographic breakdown includes 14,097,431 male authors and 10,380,868 female authors.

42%   58%
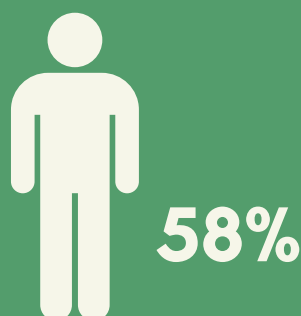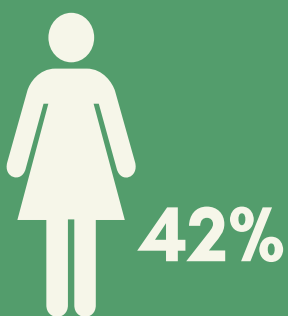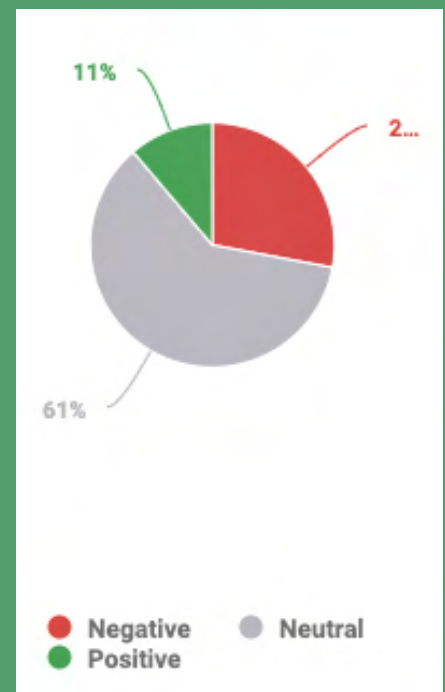
Theme Analysis

Physical activity // 70,524,358 tweets

The physical activity sub-conversation involves topics such as the Olympics, girls being involved in school sports at all ages, and online topics such as #NFTs. There were three peaks in the conversation, on January 31, February 21, and March 25, 2022. All three peaks exhibited volumes anywhere from 67% to 109% higher than usual, and they had sub-conversations surrounding #NFTs, the "metaverse," and cryptocurrency. Other top hashtags include #Beijing2022, #WomenInSports, and #Tokyo2020.

Positive sentiments surround conversations about National Girls and Women in Sports Day as well as successful female olympic athletes. Negative sentiments point towards issues faced in the Winter Olympics involving male athletes assaulting female, as well as the controversy regarding transgender athletes competing in the games.

9%

23%

68%

● Negative   ● Neutral
● Positive

Demographic breakdown includes 15,395,926 male authors and 9,743,135 female authors.
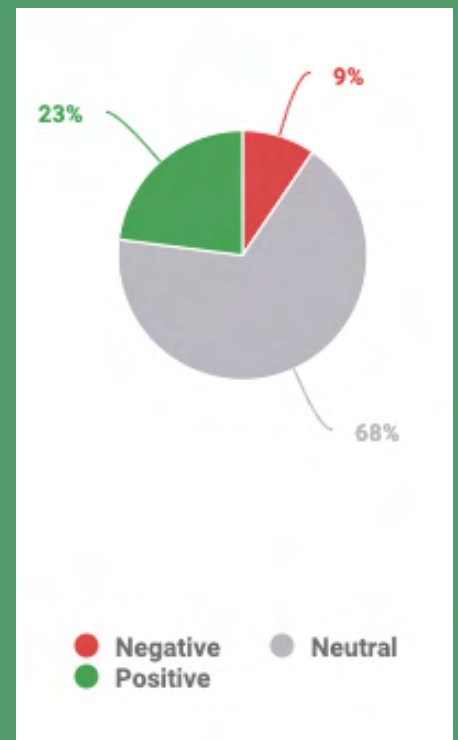
39%   61%

Reddit Themes and Conversations

Encouragement(Confidence)

Posted by u/CommandDry5123 5 months ago

1.3k My main reason to lose weight is so I can talk to girls. Is that a dumb reason?

I've always been on the bigger size and I've started to exercise and eating healthier so I can lose weight but really the only reason why I'm losing weight is because I can talk to girls. I've never been in a relationship before and I feel like one the main reason why is because I'm overweight and I never really had the confidence to talk to one because of how insecure I am. Everyone has more respectable reasoning of losing weight but I'm just losing weight so I can start talking to girls. This is reasoning dumb?

310 Comments   Share   Save   Hide   Report   95% Upvoted

memunkey · 5 mo. ago

Absolutely this! Lose weight gain some confidence and start practicing talking to people and I mean people. If you're attracted to someone always remember that they are still a person so don't be shy or demeaning, be polite and keep it light. Start talking to people in the checkout line, you'll never see them again so if you feel stupid it won't matter

29   Reply   Share   Report   Save   Follow

Continue this thread →

On Reddit, users asked the question which was related to girls' confidence and other users answered to encourage girls to be confident. The sentiment for the theme "encouragement" was 67% (1,516,682 mentions), followed by a 14% positive sentiment (304,099 mentions) and a 19% negative sentiment (427,073 mentions). The answers made by Reddit users were mainly to encourage the girl to be confident in different ways instead of doubting her weight.

Reddit Spike Analysis
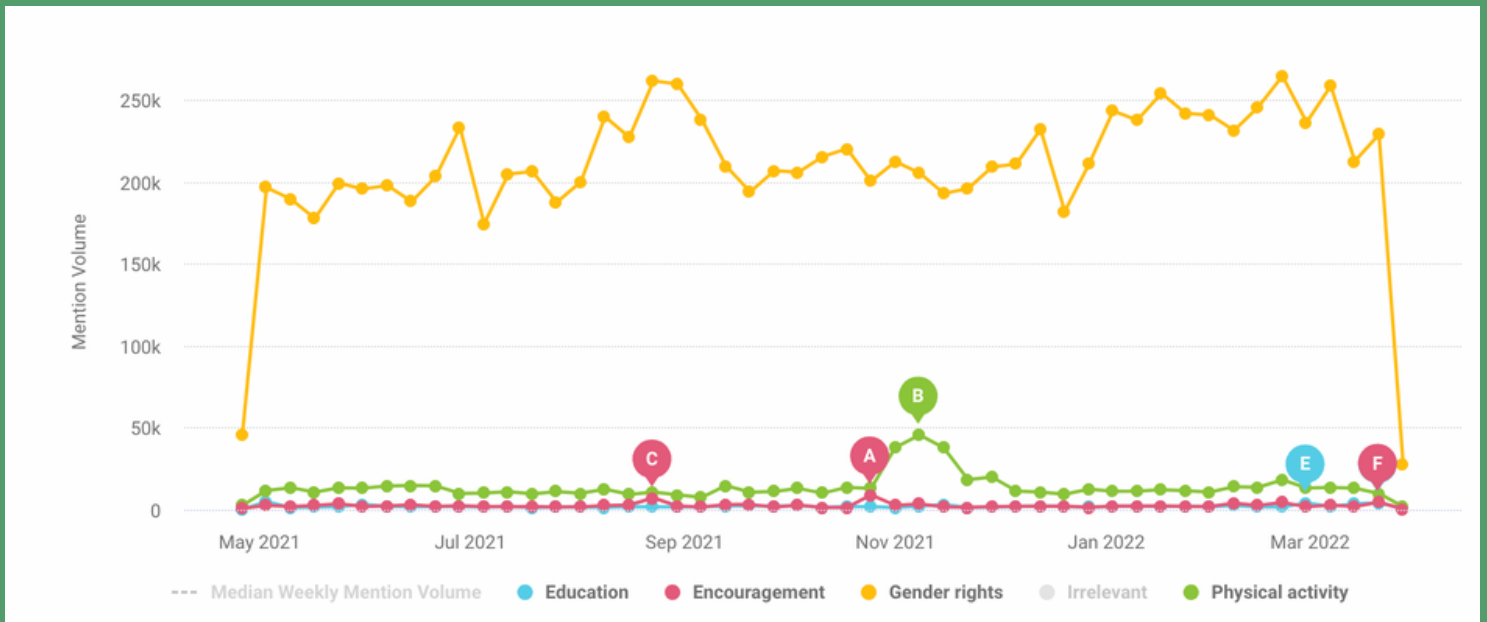
J A Oct 25, 2021 - Oct 31, 2021
9010 mentions; encouragement; this spike mainly talked about girls to be confident in their life.

B Nov 01, 2021 - Nov 21, 2021
45502 mentions; physical activity; the conversation this week was about girls paying more attention to be active.

C Aug 23, 2021 - Aug 29, 2021
7133 mentions; encouragement; this peak was related to encouraging girls to be more powerful.

D Mar 14, 2022 - Mar 27, 2022
4129 mentions; education; this spike was talking about the education of science among girls.

E Feb 28, 2022 - Mar 06, 2022
4054 mentions; education; the conversation was about technology learning among girls.

F Mar 21, 2022 - Mar 27, 2022
4505 mentions; encouragement; this week's spike was also about girls to be confident.

Forums Themes and Conversations

International Women's Day

01 ⭐ | Somebody - **vsbattles.com** (Forums)   8 Mar
Happy Women's Day!
"This is the first thread celebrating the International Women's Day here on VS Battles. Dear VSB ladies, I wish you all Happy Women's Day. We may have not as many **girls** as we have guys due to the nature of our topic, but we gentlemen still must show you all of our respect you deserve for being part of our community. Speaking VS Battles terms, you..."

girl-empowerment: | gender rights   Tags: | Community

odewaleadesoye - **nairaland.com** (Forums)   7 Mar
Happy International Women's Day 2022
"International Women's Day is observed on 8 March every year to celebrate the **achievements** of women in various fields. The day also highlights what more can be done to achieve gender parity in all spheres of life. International Women's Day also aims to raise awareness about the discrimination and biases that women often face in daily life. The day..."

Within the topic of women empowerment, International Women's Day played an important role towards gender rights. Male users showed their respect to women during this holiday. And the posts were to help women become stronger and powerful. Moreover, as the data shown, about 58% of users were discussing gender rights. The sentiment towards this conversation was 80% neutral, 4% positive and 16% negative. However, those posts about negative sentiment were mainly talk about how women facing bias and discrimination in daily life.

Forums Spike Analysis
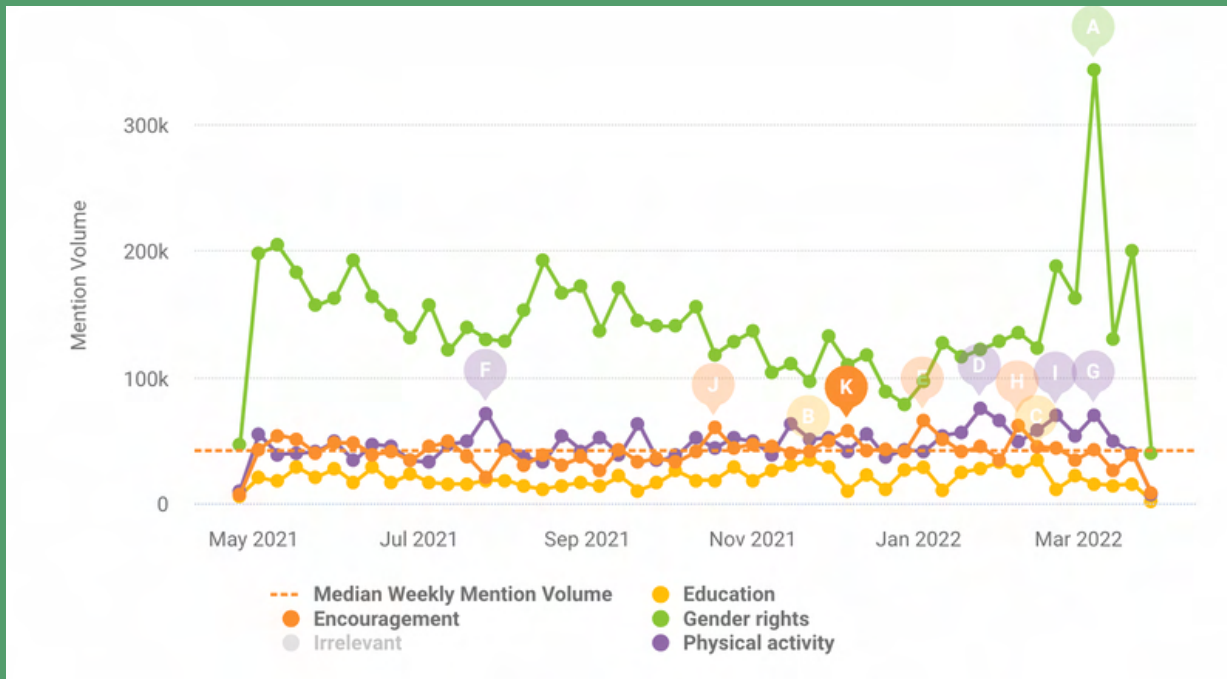
A Mar 07, 2022 – Mar 13, 2022

342451 mentions; gender rights; volume was 152% higher than usual, driven by Women's Day.

B Nov 22, 2021 – Nov 28, 2021

34447 mentions; education; volume was 88% higher than usual, driven by a question related to STEM.

C Feb 14, 2022 – Feb 20, 2022

34447 mentions; education; volume was 88% higher than usual, driven by a post about blockchain technology.

D Jan 24, 2022 – Jan 30, 2022

74974 mentions; physical activity; volume was 60% higher than usual, driven by posts about development for girls.

E Jan 03, 2022 – Jan 09, 2022

64842 mentions; encouragement; volume was 56% higher than usual, driven by posts about girl confidence.

F Jul 26, 2021 - Aug 01, 2021
 70921 mentions; physical activity; volume was 52% higher than usual.

G Mar 07, 2022 - Mar 13, 2022
 69908 mentions; physical activity; volume was 50% higher than usual, driven by some posts about female athletes.

H Feb 07, 2022 - Feb 13, 2022
 61803 mentions; encouragement; volume was 48% higher than usual, driven by some posts to encourage girls to have more power.

I Feb 21, 2022 - Feb 27, 2022
 68895 mentions; physical activity; volume was 47% higher than usual, driven by a post about playing fun outdoor games.

J Oct 18, 2021 - Oct 24, 2021
 59777 mentions; encouragement; volume was 43% higher than usual, driven by encouraging girls to do more on Math.

K Dec 06, 2021 - Dec 12, 2021
 57750 mentions; encouragement; volume was 39% higher than usual, driven by posts about encouraging girls to be more powerful.
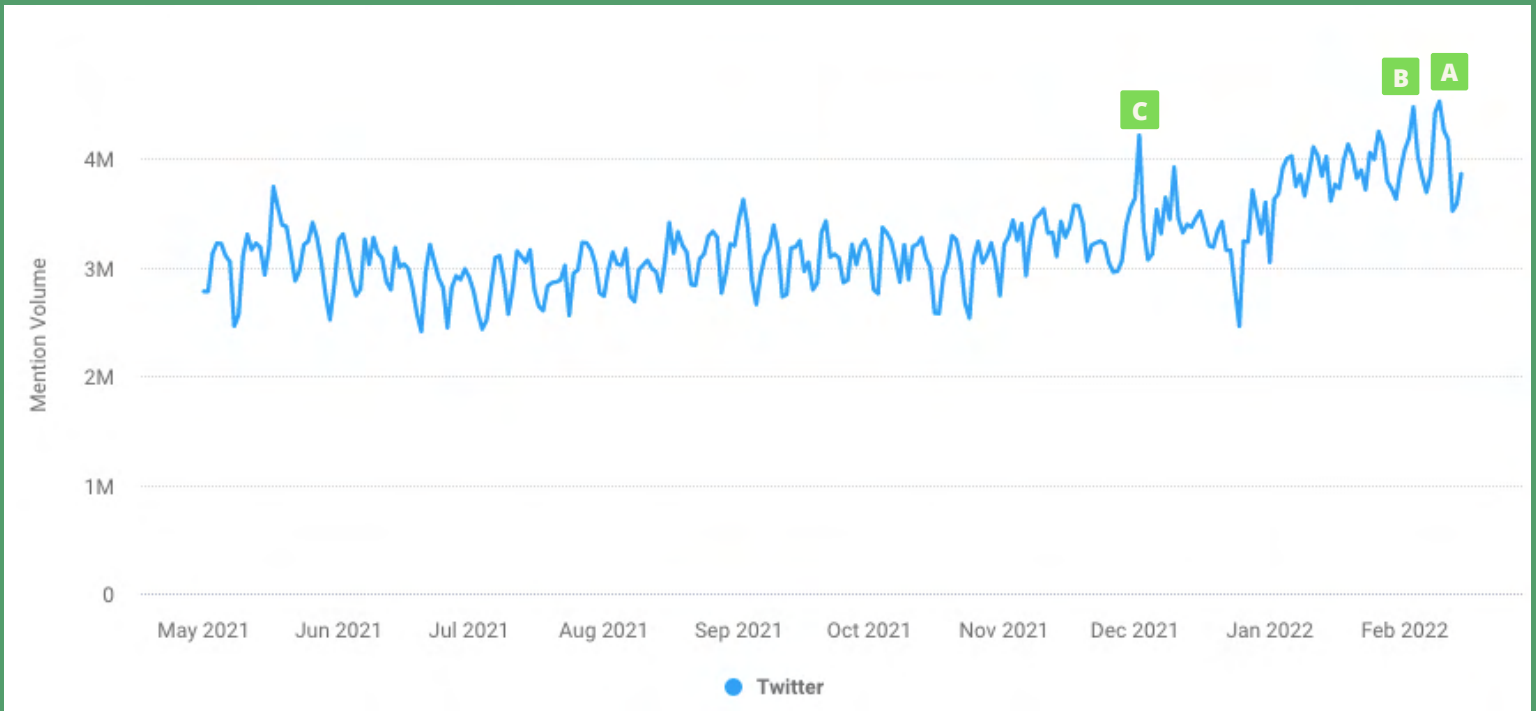
Cross Platform Competition Conversation

Competition Analysis

Spike Analysis

A
B
The highest amounts of social media activity occurred on February 3, 2022, and February 9, 2022. This was in the height of Girl Scout cookie season, and there was a large push on Twitter for those to buy cookies from or donate to Troop 6000. Troop 6000 is in place to serve Girls in the New York City shelter system.

C
The third-highest amount of social media activity occurred on December 2, 2021 with a mention volume of 4,217,470. There was a lot of discussion regarding female singers winning the AAA Singer of the Year award.
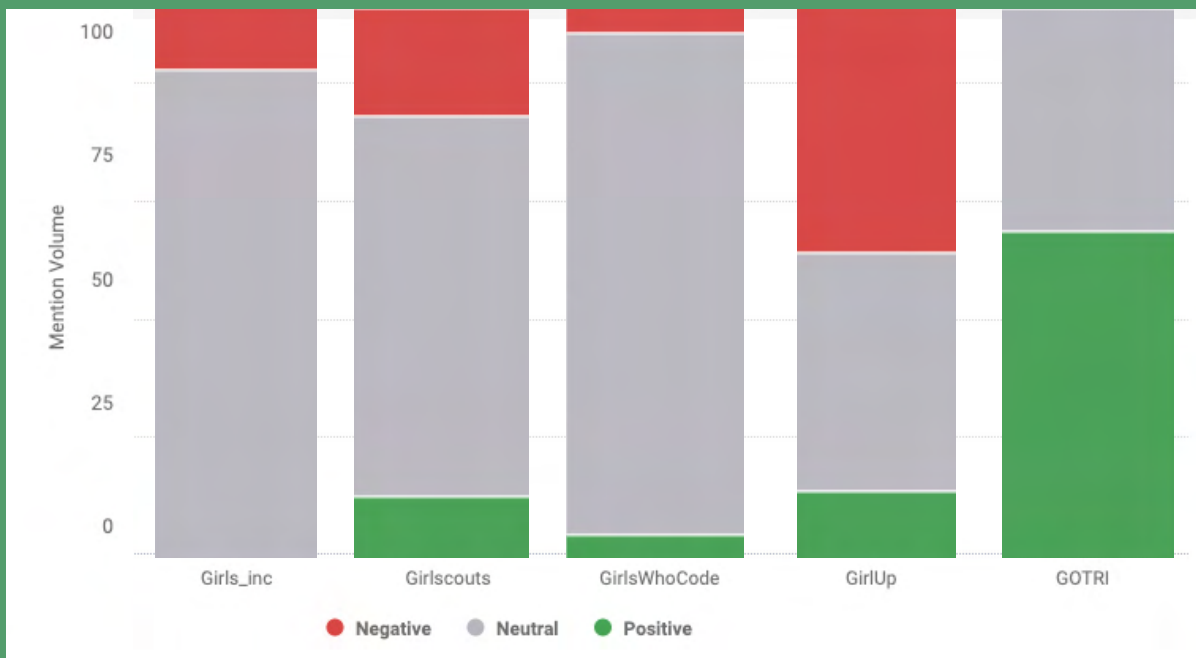
Competition Analysis

Share of Voice

Girl Scouts has the second largest share of voice at about 20%, behind Girls Who Code, which holds 63%. Girl Up holds 14.6%, Girls Inc holds 1.4%, and Girls on the Run International has the least share of voice on Twitter at 0.7%.
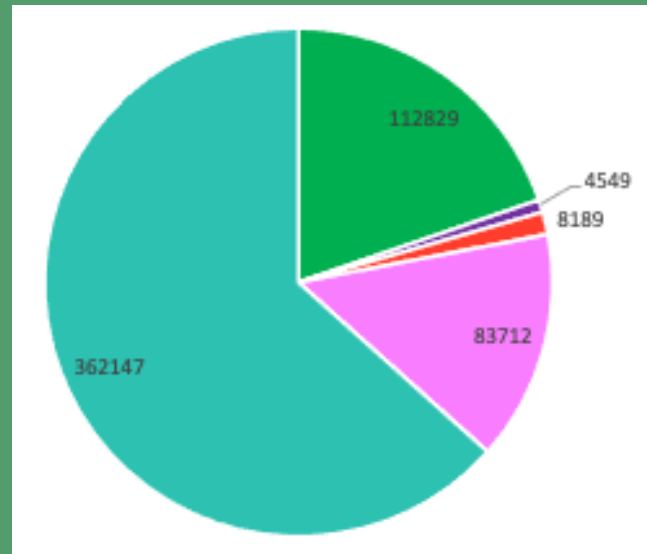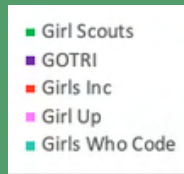
Sentiment Analysis

Overall, Girl Scouts had remotely even sentiments with positive being 12% and negative being 19%, with a dominantly neutral sentiment at 69%. Girls Inc was primarily neutral at 89%, with 11% skewing negative; this could be due to the organization raising awareness for sensitive issues. Girls Who Code was evenly split with positive and negative both being 5%, and neutral standing at 90%. Girl Up had 45% negative tweets, 13% positive, and 42% neutral; Girl Up had a larger number of tweets than many of the other organizations. Girls On The Run International had a majority positive sentiment at 60% with 40% skewing neutral, but this organization had the lowest number of tweets to pull from.

Search Terms

Organization

"Girl Scouts"
 OR #girlscouts
 OR @girlscouts
 OR site:girlscouts.org

Theme Queries

"Girl Scouts" OR @girlscouts OR #girlscouts OR
#gsGoldAward OR #gsSilverAward OR
#gsBronzeAward OR #GirlScoutCookies OR
#BecauseOfGirlScouts OR
#GirlScoutFamily OR #GSOutdoors OR
#GirlScoutsRock OR #GirlScoutsGiveBack OR
#GirlScoutStyle OR #gsDestinations OR
#RaisingAwesomeGirls OR #LikeAGirlScout OR
#GirlScoutsAdventures

Competition

"Girls on the Run" OR @GOTRI OR #GOTRI OR
@girls_inc OR #girlsinc OR
@girlup OR #GirlUp OR
@GirlsWhoCode OR #girlswhocode

SEE > Suite
Grady College of Journalism
and Mass Communication
UNIVERSITY OF GEORGIA
seesuite.uga.edu