Make-A-Wish Foundation

ADPR 5750 Social Media Analytics

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What is Make-A-Wish Foundation?

Make-A-Wish is a non-profit organization that raises money to grant children with illness and cancer a wish of their dreams. These wishes can be anything from meeting your favorite celebrity, going to a sporting event, or getting a new video game console.

Goals:

Through the Brandwatch software, our goal of this report is to gather Earned and Owned data, primarily from Twitter, in order to create recommendations Make-A-Wish can use to gain more engagement and recognition for their foundation.

Statement of Business Problems:

The Make-A-Wish Foundation is a nonprofit organization, therefore fundraising is key. Additionally, the organization does not have the same level of funds that a for-profit company would. This means marketing campaigns and social media promotions have to maintain competitiveness while staying relatively low-cost.

Key Performance Indicators:

1 Sentiment: This allows us to analyze and understand the attitude of the different social media posts and engagement to determine if the audience has a neutral, positive, or negative point of view.

2 Share Of Voice: Analyzing Make-A-Wish's total number of posts compared to their top five competitors total amount of posts.

3 Engagement: Measuring how involved Make-A-Wish's audience truly is through Twitter (retweets), blogs, forums, and tumblr to get a better underst

Recommendations

Sharing children's stories through a community forum site.

Children and parents can join this forum to view and share their own stories, creating a comforting community. Make-A-Wish could be the host, assigning individuals to go through posts and offer children help. Forums aren't as popular in conversations as Twitter, leaving an area of growth. Twitter also only allows 280 characters in a tweet, unlike forums such as blogs. (pg. 22)

Creating a Twitter thread for family members to shoutout their loved one's battling cancer.

Make-A-Wish will tweet "meet our wish kids and their impacting stories", loved ones can add to this thread with pictures, videos, and a few words about their fighter. Family relations have the highest amount of mentions. Knowing this, we feel that a Twitter thread can give the audience one easy place to locate these type of tweets. (pg. 27)

Push out tweets demonstrating the emotional reactions the children are experiencing when their wishes are granted.

On Twitter, Make-A-Wish will include pictures, videos, and stories about the kids and show their wishes come true. Tugging on the hearts of our audience seems to be one way to keep engagement, 31.3% of the posts in our data set mention "Wish Kid". (pg. 17)

Create more tweets that reference Twitter users with high number of followers.

Including pictures and tagging celebrities helps avoid mindlessly scrolling and grabs the attention of the viewer. Seeing a tweet with a commonly known athlete or celebrity leads viewers to be more inclined to interact with the tweet, 4.6% of posts in the data set mention celebrities and/or sports teams, which leaves room for growth. (pg. 17)

Recommendations:

Shoutout therapists and counselors helping children battling cancer.

Tweet out links to Youtube videos introducing a Healthcare counselor, asking them to say a few words of encouragement to the viewers in need. Exemplifying how important these people are and demonstrating how helpful they are can increase engagement and/or interaction. Healthcare relations has the lowest amount of mentions, retweets, and unique authors, which leaves room for growth. (pg. 26)

Continue to call for donations through commonly known apps such as Venmo.

Tweeting about ways to donate gets straight to the point in what Make-A-Wish is looking for. Incorporating hashtags like #DearVenmo will continue to increase consumer engagement. 63.4% of the posts include the word Venmo, leading us to believe that this is a popular topic to keep hitting on. (pg. 17)

Tweet about events that Make-A-Wish hosts.

Hosting events can generate a lot of publicity and spread the word about kids in need. Ending these tweets with hashtags such as #MacysBelieve will further increase engagement. This conversation was the most diverse in demographics, reaching all audience members. (pg. 17)

Shouting out supporters and volunteers.

Make-A-Wish is just as grateful for their volunteers as they are for the amount of donations they receive. These tweets aren't as prominent as wishes granted, therefore there is room for growth in volunteer tweets. When looking at the number of retweets based on media content, tweets showing our beloved volunteers and supporters almost doubles the amount of retweets other categories are having. (pg. 12)
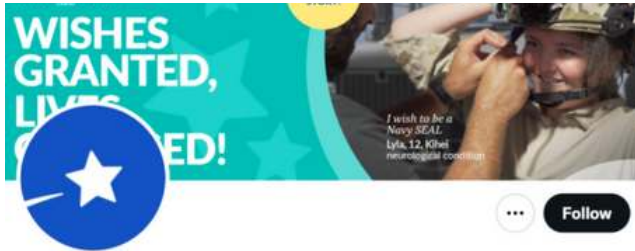
Top Influencers

By Twitter Mentions

Make-A-Wish Hawaii | @MakeAWishHawaii
10.7K Followers | 5244 Reach | 21.5K Posts
Together, we create life-changing wishes
for children with critical illnesses.

Make-A-Wish Hawaii is the most active state Make-A-Wish Foundation Twitter account.

DONNA CARRIERE | @LOYALFAN1
20.9K Followers | 7571 Reach | 661.3K Tweets
*DONNA CARRIERE is an avid Make A Wish Foundation retweeter & loves animals that contribute to wishes.

PODATHON 2021 | @ThePodAThon
137 Followers | 1736 Reach | 165 Tweets
PODATHON 2021 is an online Star Wars community that hosts an all-day marathon live
stream benefitting the Make-A-Wish foundation.

Owned Data:
**Make-A-Wish
Engagement Data**

Data Overview

The Make-A-Wish Foundation has a very active Twitter account. The tweets we are analyzing in this report take place between March 1, 2021 and December 31, 2021. During this time frame, the Make-A-Wish Foundation Twitter account (@MakeAWish) was mentioned 684 times. Of these mentions, we were able to code and analyze 312 original tweets. At first glance, the volume of tweets was highest in April and then during the peak of holiday season.

Make-A-Wish Top Themes:

Wish Kid
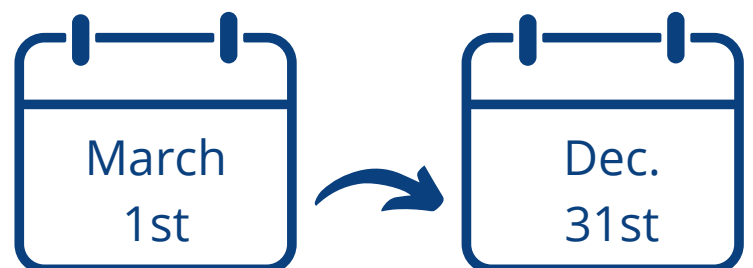**Partnership**
Thanking Supporters
Call For Donation
Holiday

Dataset

312

Original tweets out of 684 mentions

TIMELINE

March 1st → Dec. 31st

N=312

Average Retwet

10.01	**9.46**	**9.39**	**9.03**	**8.67**

Wish Kid (N=67) | Partnerships (N=99) | Thanking Supporter (N=18) | Call For Donation (N=68) | Holiday (N=48)
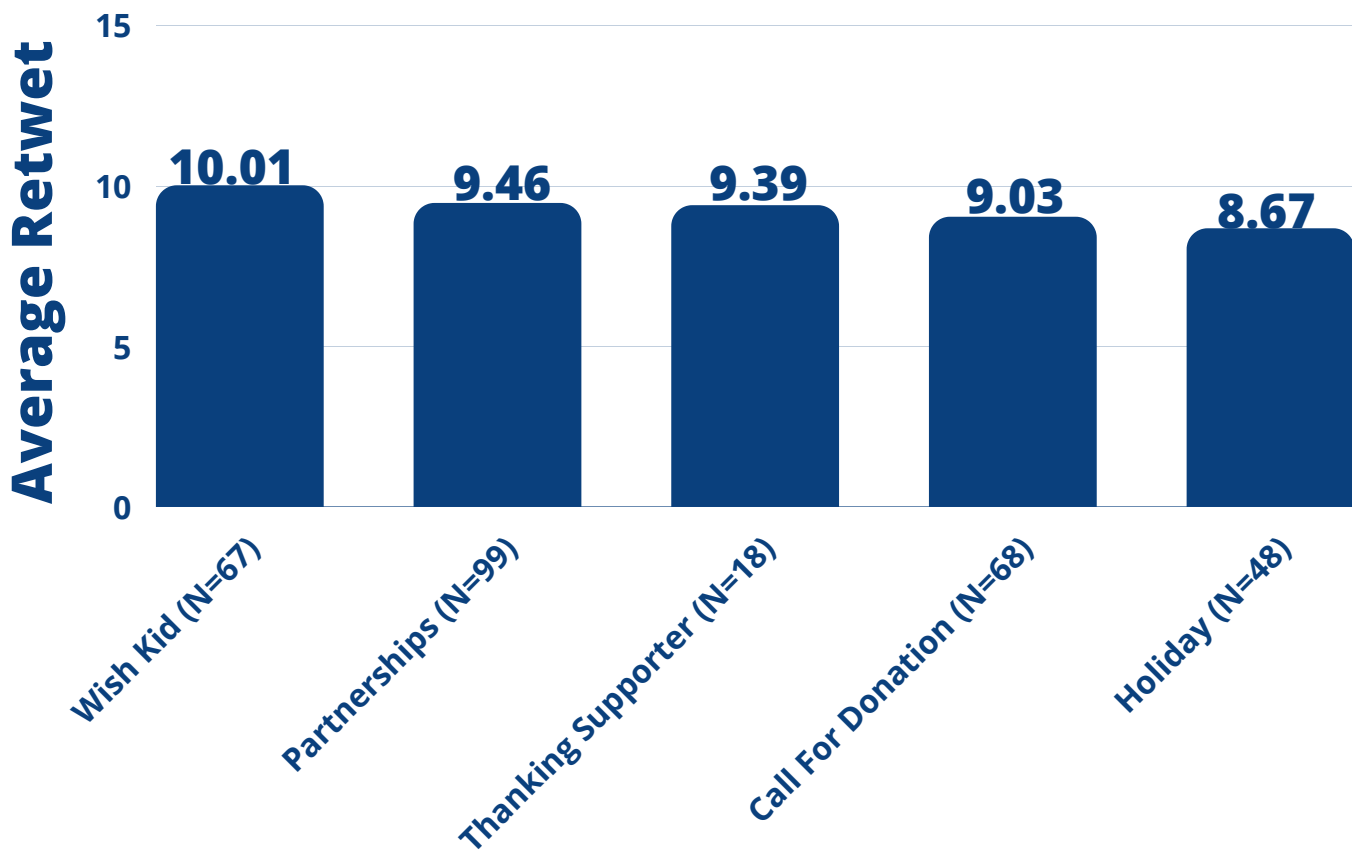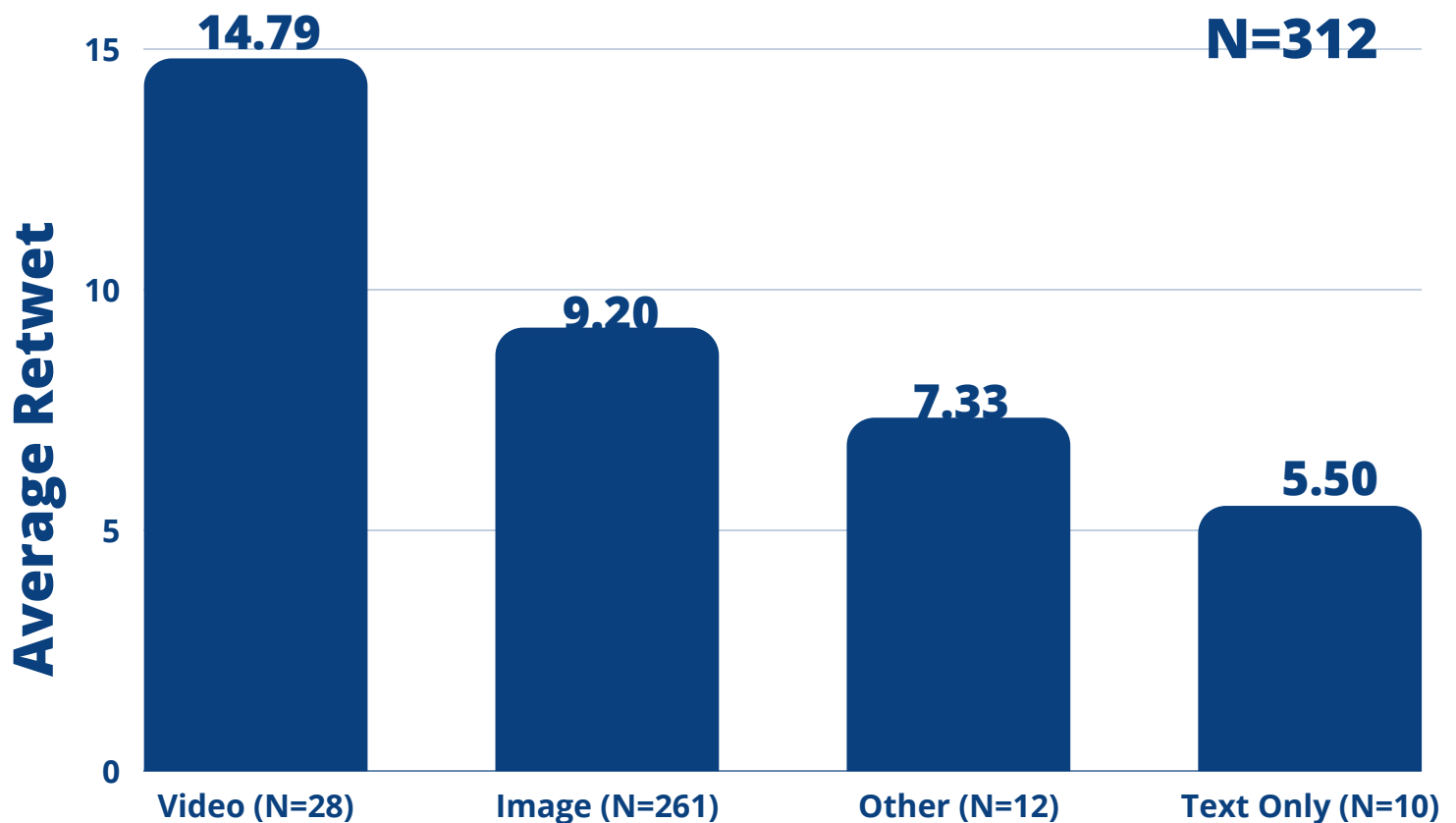
This Graph shows the average amount of retweets based on the theme of the post. This displays how successful each category was in generating retweets. When Make-A-Wish used one of their Wish Kids as the theme for their post, they averaged the most amount of retweets. When posting about their Make-A-Wish Kid, it is usually a profile so their followers can get to know the kid and what their wish is to help.

Partnerships had the second most amount of average retweets. Make-A-Wish primarily partners with Macy's and Subaru, two very large corporations that also attract a lot of attention. Although there were smaller companies and organizations that Make-A-Wish will partner with, Subaru and Macy's were the main ones and most notable.

Their third most popular category for their different themes of posts is Thanking supporters. This category is the third most popular because it pairs with the first two categories. These posts either include a blanket statement to thank everyone's efforts for making a wish come true or specifically thank an organization like Subaru or Macy's. Call for Donation is another category that gets a good amount of retweets. After Make-A-Wish has introduced one of their kids, they will continue to repost them and add a Call For Donation to get as much exposure and help make the kid's wish come true. Lastly, Holiday is the last category they use when posting. It makes sense for it to be the lowest since everyone is going to post on major holidays, and it is something every organization's page must do. Make-A-Wish usually tries to get creative when posting over the holidays by including one of their other categories, like a Wish Kid or Partnership, to try and generate more retweets.
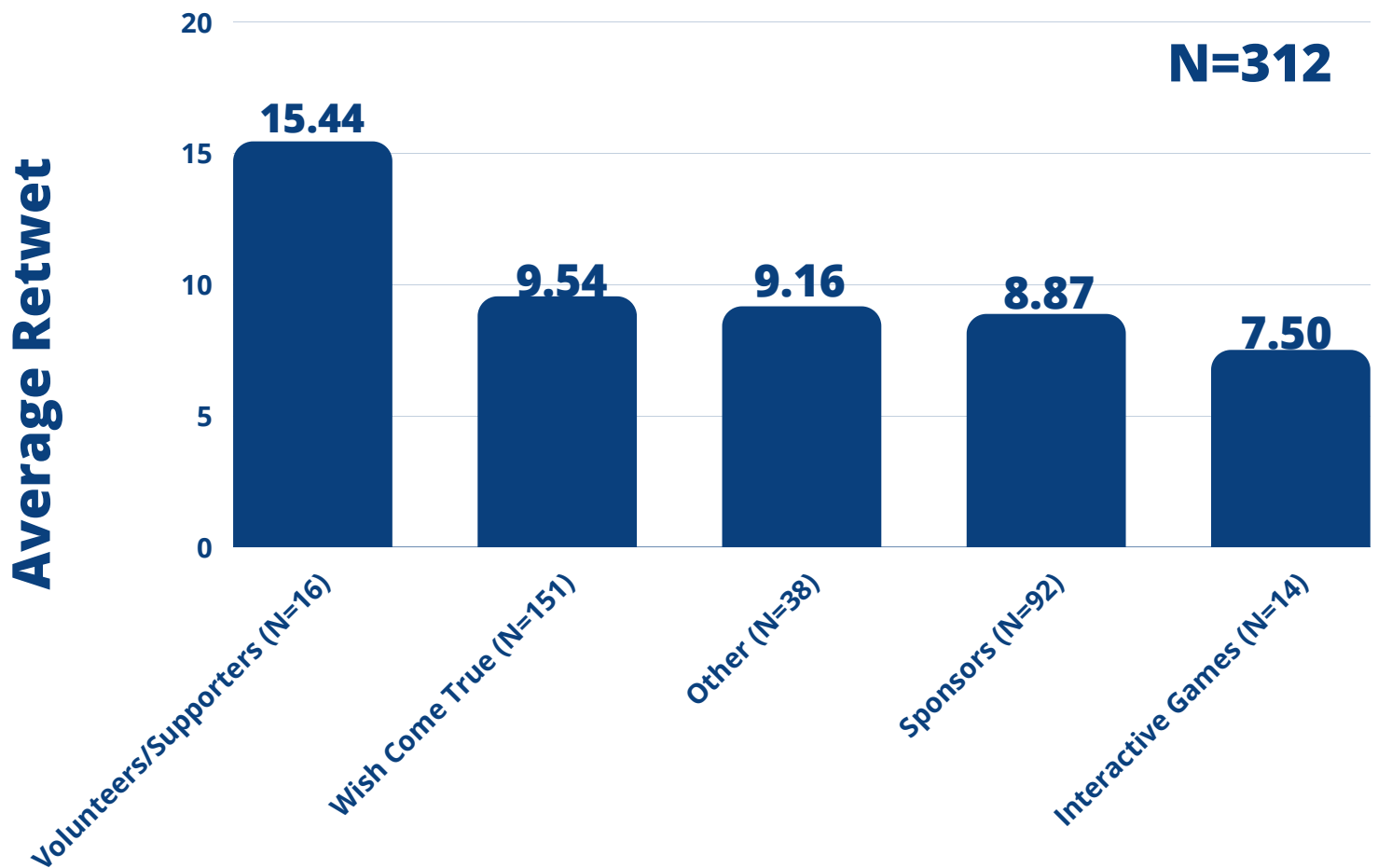
N=312

Average Retweet (y-axis: 0, 5, 10, 15)

- Video (N=28): **14.79**
- Image (N=261): **9.20**
- Other (N=12): **7.33**
- Text Only (N=10): **5.50**

This Graph shows the average amount of retweets based on the Media Type of Post. The first and most successful category for media type is Video. When Make-A-Wish used a video in their post, it received a significantly more amount of retweets.
 Many of these videos would be spotlights for the Wish Kids to help show all of their followers who their money would be going towards and what wish they could help come true. Images were the second-highest category and by far their most used type of post. Their images ranged from Wish kids, partnerships, holidays, and informational. Other and Text only were the two lowest categories that did not receive many retweets. These ranged from interactive games, links, and posts about social issues.

N=312

Average Retwet

15.44

9.54

9.16

8.87

7.50

Volunteers/Supporters (N=16)

Wish Come True (N=151)

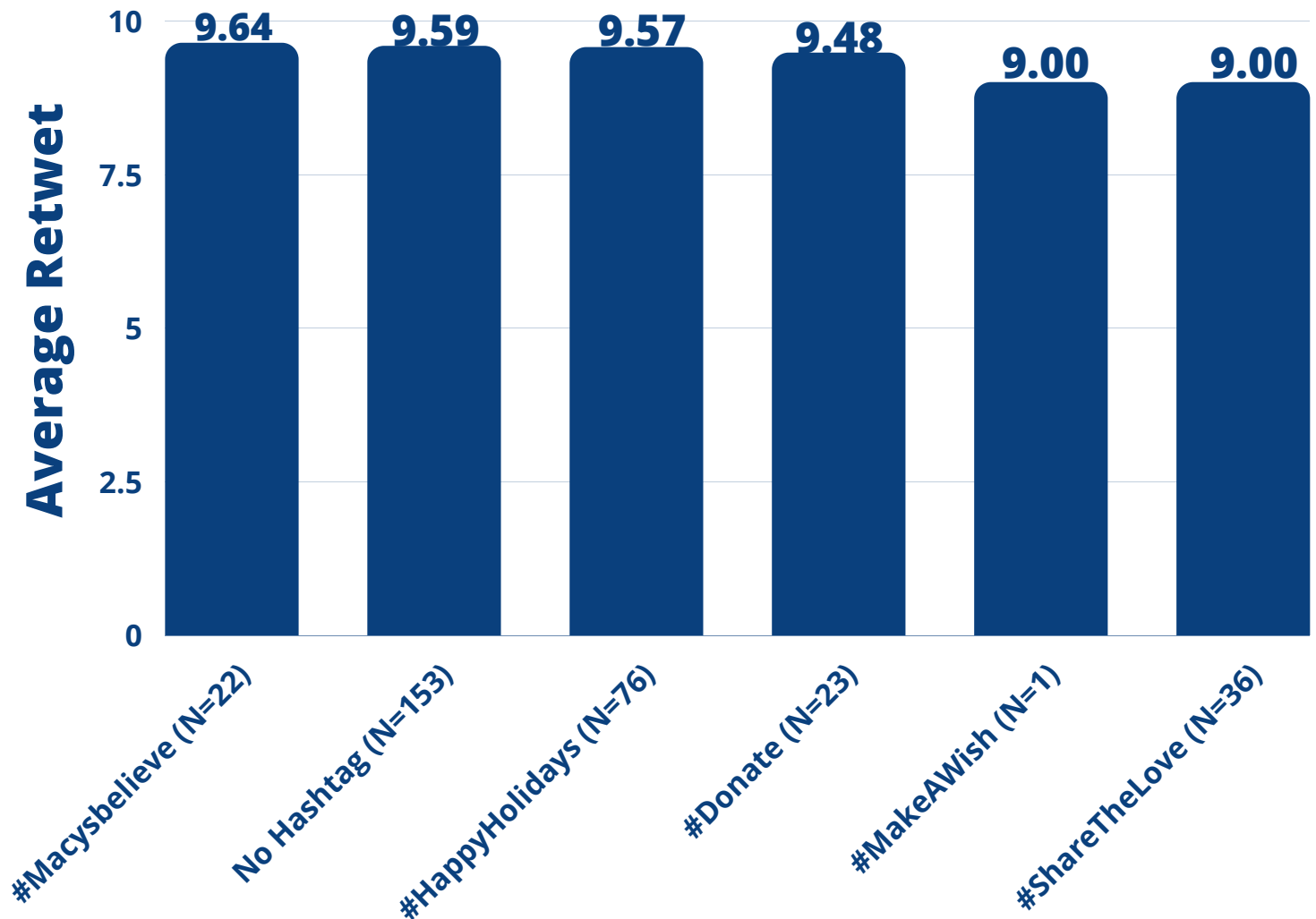Other (N=38)

Sponsors (N=92)

Interactive Games (N=14)

This Graph shows the average amount of retweets based on the Media Content of the post. When Make-A-Wish was posted with volunteers or supporters in their post, it significantly increased the number of retweets they received. These posts would either include organizations like Macy's and Subaru or individuals that made a big impact on helping to raise money and awareness. Posts with media content that showed Kid's wishes coming true had the second-highest amount of average retweets. These posts typically did well because they showed the kids involved in their organization getting what they wanted and wished for.

The other category also had a good amount of average retweets. These posts had a large variety of media content, so it was left as others. Some of these posts would include updates on sporting events or tv shows and holiday events. Lastly, sponsors and interactive games did not average well in getting retweets. Sponsor posts were Make-A-Wish, usually thanking another company for sponsoring with them. This is different from Macy's or Subaru, who would partner with them. Interactive games were an attempt to engage their audience. These charts do not analyze engagement but instead retweets.

# Insights: Average Number of Retweets by Hashtag Type

Average Retweet

Hashtag	Value
#Macysbelieve (N=22)	9.64
No Hashtag (N=153)	9.59
#HappyHolidays (N=76)	9.57
#Donate (N=23)	9.48
#MakeAWish (N=1)	9.00
#ShareTheLove (N=36)	9.00

This Graph shows the average amount of retweets based on the hashtag used in each post. All of the hashtags used throughout Make-A-Wish's different posts all had around the same amount of average retweets. #Macysbelieve was the hashtag they used when partnering with Macy's. No hashtag used was their most common type of post (n=153) because many of their posts include a link to donate instead of a hashtag. However, sometimes Make-A-Wish would still use #Donate would, on average, generated the same amount of retweets that the link to donate would. Whenever it was a holiday, like Christmas, Thanksgiving, or Halloween, Make-A-Wish would use #HappyHolidays. Only once out of all the posts used to collect data did they use #MakeAWish, which still generated more than nine retweets. Lastly, #Sponorships and #ShareTheLove both generated on average nine retweets. Make-A-Wish would use their sponsorship hashtag when another business or small company would sponsor them in an event or attempt to generate more awareness for a Wish Kid. The Share The Love hashtag was also used when trying to gain awareness for a Wish Kid and usually would be used with the link to donate.

Insights: Average Number of Retweets by URL Type

N=312
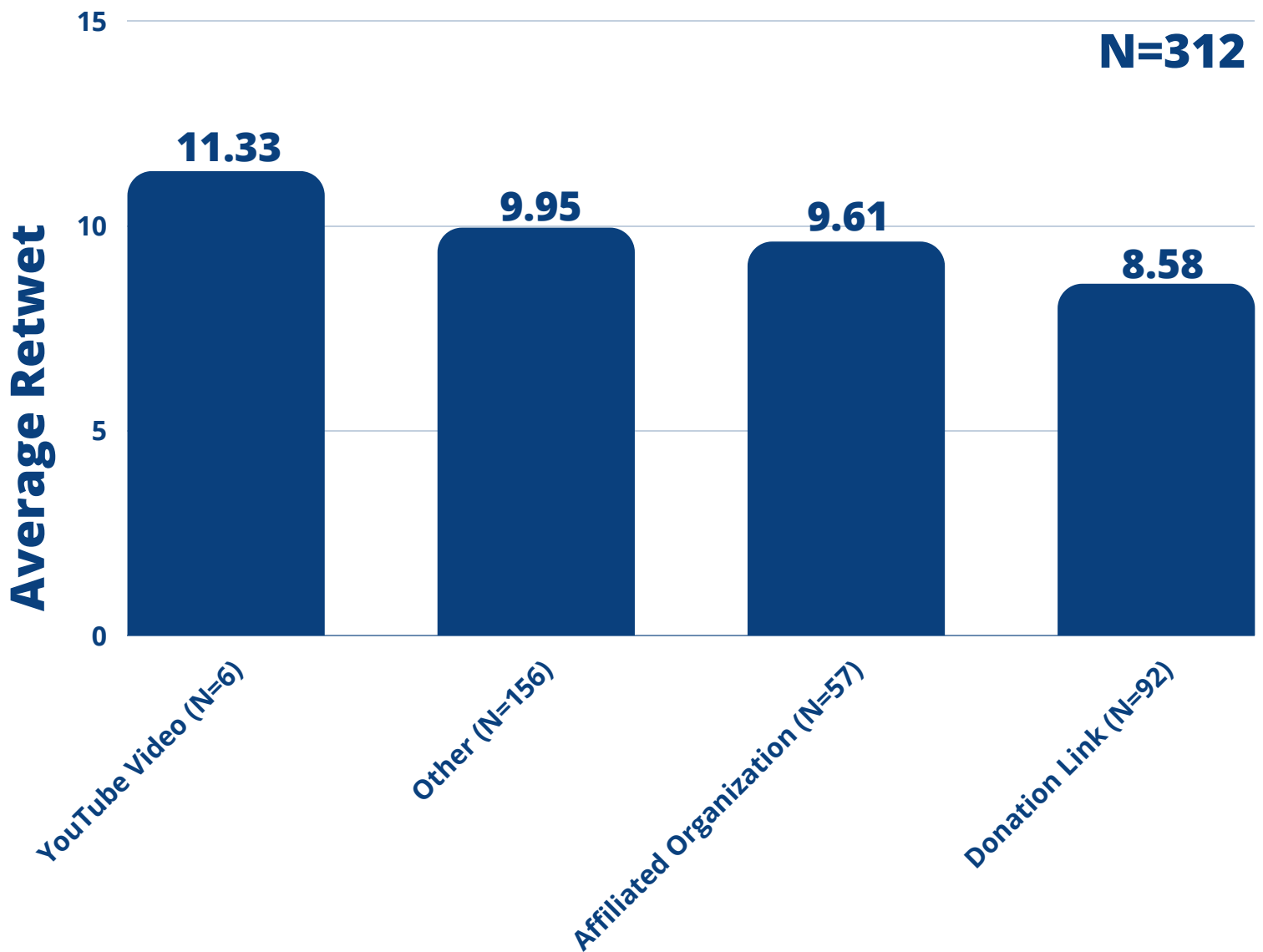
This Graph shows the Average Amount of retweets based on the URL type that was used in each post. As seen in the Media Type where videos generated more retweets, the same thing is seen in the URL type, with Youtube videos getting the most average retweets. Most of these Youtube videos would either be spotlighting a Wish Kid or showing their wish come true.

The other URL type was the most commonly used, and most of these were just classic Twitter posts with no links. The third most retweeted category was Affiliated Organizations which included any company, business, or organization that paired up with Make-A-Wish to raise money or help for an event. Lastly, the donation link was the least retweeted category for URL types. Although this seems like a bad thing for Make-A-Wish, that is not necessarily the case. Because this data shows the number of retweets, it does not mean that the donation link was not the most engaged URL type throughout their Twitter posts.

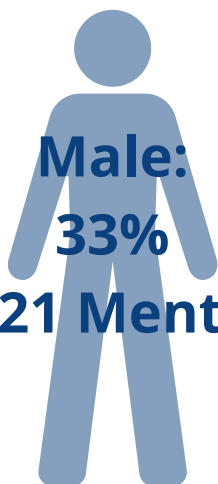Earned Data:

**Cross Platform
Make-A-Wish
Conversation**

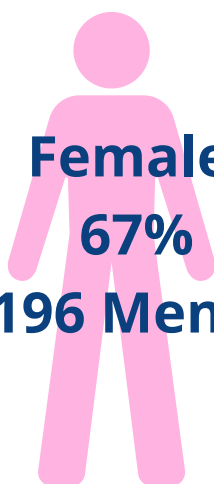# Cross Platform Conversation Demographic

**53.19K
Total Posts**

**Male:
33%
10,021 Mentions**

**Female:
67%
20,196 Mentions**

**27.92k
Unique
Authors**

TOP THEMES:

**Venmo
Wish Kid
Celebrities
Events
Holidays**

SENTIMENT:

Negative
7%

Positive
28%

Neutral
65%

TIMELINE:

March
1st

Dec.
31st

15
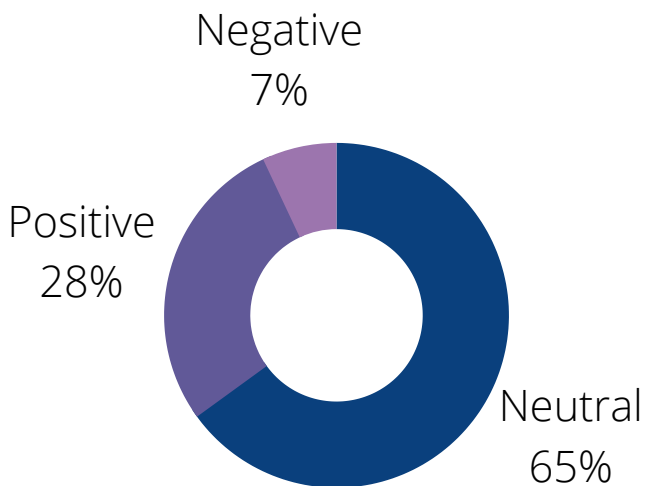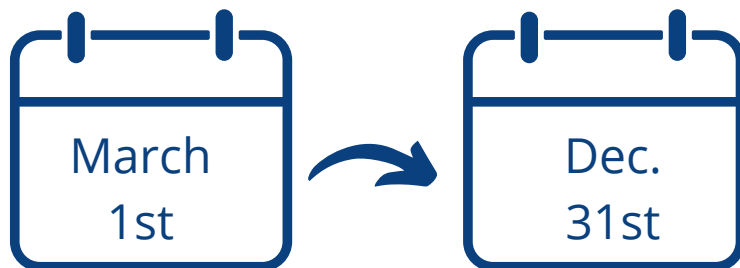
Venmo

Venmo had the most mentions out of all the themes analyzed. This makes sense because a huge conversation for Make-A-Wish is raising money and getting donations for their kids. The conversation about Venmo was fully through Twitter with the most popular hashtag #DearVenmo. The sentiment surrounding Venmo was fairly high and only had 3% negativity when the conversation was about Venmo. This is primarily due to people not being able to raise the money they were hoping to or a goal not being achieved. When the conversation was about Venmo, Females were the leading source of starting and interacting with the Venmo conversation on Twitter.

Wish Kid

The Wish Kid Theme was the second most mentioned out of all the themes. Like Venmo, this conversation primarily occurred on Twitter with small amounts of activity on Tumblr and Blogs. The sentiment was very high with 97% positivity. This is because most of these posts focused on the Kids they were supporting and highlighting. The most commonly used hashtag for the Wish Kid theme is #ShareTheLove to spread awareness and gain attention to hopefully make the wish come true. Although not as high as the Venmo conversation, once again, females led the conversation for the Wish Kid theme.

Celebrities

Celebrities were the third most mentioned theme that was analyzed. This conversation happened across multiple platforms including Twitter, Blogs, Forums, and Tumblr. The sentiment was once again high for this theme with only 4% of the entire conversation being negative. This makes sense because most people are fans of celebrities and famous athletes, especially when they are teaming up with an organization to give back and do good. Females once again led this conversation, starting and engaging the conversation on the different platforms.

Events

Due to the number of functions that Make-A-Wish is a part of to raise awareness and money, Events were another theme that was analyzed to help break down the data. The events were spread out more than any of the previous themes on different platforms including Twitter, blogs, forums, and Tumblr. The sentiment for this conversation was only about half positive, much lower than any other conversation. However, the other half of the sentiment regarding the conversation was primarily neutral because this conversation was mainly informational and spread awareness about occurring and upcoming events. The main hashtag used for Events was #MacysBelieve with the majority of their events either sponsored or in collaboration with Macy's. This conversation was the most diverse in demographics with it almost being split between males and females who were leading and interacting with the conversation online.

Holidays

The last theme with the fewest mentions is Holidays. Although this conversation had the fewest mentions, holiday seasons bring in a lot of donations for the organization. The Holiday conversation primarily occurs on Twitter (99%) with the most commonly used hashtag #SeasonOfWishes. The sentiment is mostly positive with almost a quarter being neutral because of how active Make-A-Wish is during the Holiday seasons. Lastly, the conversation is once again led by females on Twitter.
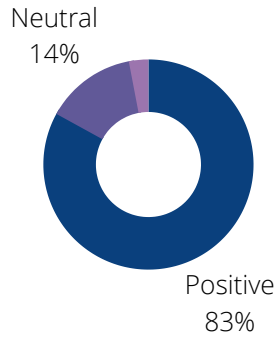
Twitter Themes (N = 53.19K)

Venmo

Number of Posts:
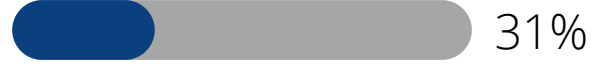N = 32.76K
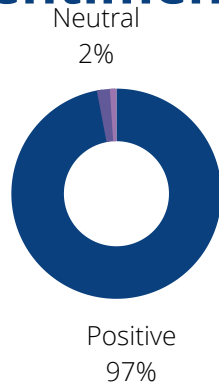**Unique Authors:**
13.42K
Total Retweets:
480

Sentiment:

- Neutral 14%
- Positive 83%

Female: 69%

Male: 31%

Wish Kid

Number of Posts:
N = 16.18K
Unique Authors:
11.46K
Total Retweets:
1,913

Sentiment:

- Neutral 2%
- Positive 97%

Female: 60%

Male: 40%

Celebrities

Number of Posts:
N = 2,419
Unique Authors:
1,781
Total Retweets:
479

Sentiment:

- Neutral 13.1%
- Positive 83.8%

Female: 61%

Male: 39%
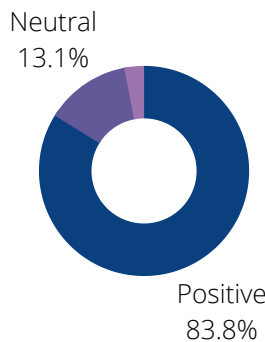
Events

Number of Posts:
N = 1,676
Unique Authors:
800
Total Retweets:
446

Sentiment:

- Negative 8%
- Positive 52%
- Neutral 40%
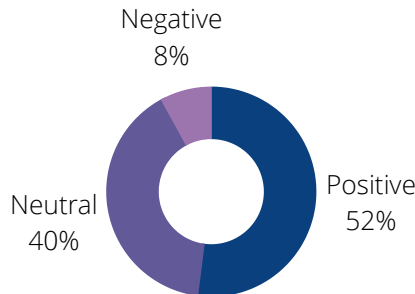
Female: 52%

Male: 48%

Holidays

Number of Posts:
N = 1,410
Unique Authors:
835
Total Retweets:
152

Sentiment:

- Negative 2%
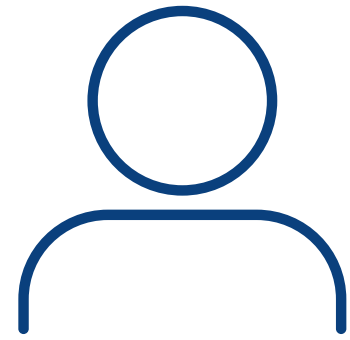- Neutral 21%
- Positive 77%
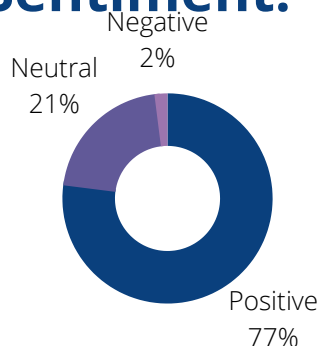
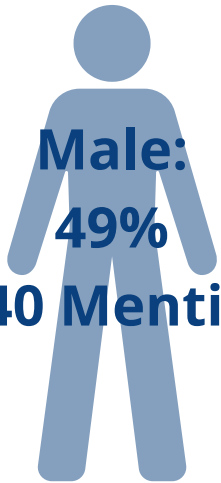**Female:** 60%

Male: 40%

Earned Data:

Make-A-Wish Topic Data

Cross Platform Topic Dataset Demographic

13.56K Total Posts

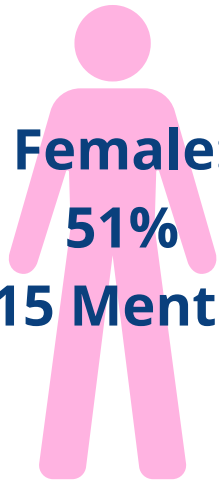**8,576 Unique Authors**

Male: 49% 1,540 Mentions

Female: 51% 1,615 Mentions

Platforms Analyzed:

Blogs

Forums

Sentiment:

Negative 32%

Neutral 57%

Positive 11%

TIMELINE:

July 1st → Dec. 31st

19

Total Mentions: 5,243 | Unique Authors: 4,606 | Total Retweets: 4,558 |Total Reach: 15.34M

August 22, 2021:
6-year-old Tennessee football fan Carter Bradford is diagnosed with leukemia. His story gains many retweets.
August 30, 2021:
Parents of children with cancer engage in Twitter debates about COVID-19 vaccination.
**October 12, 2021:**
Family whose son passed away of childhood leukemia is named "America's Kindest Family of 2021" by Parents Magazine. The story gains Twitter engagement and high retweet count.
December 12, 2021:
Conversations on Twitter regarding brain tumor symptoms and encouraging people to be aware and cautious.
December 26, 2021:
Parents of children under age 5 with leukemia are voicing concern about the dangers of COVID-19 affecting their sick children, who at the time were not eligible for the vaccine.

Neutral
9%

Female:1,491

54%

46%

Negative
53%

Positive
38%

Male:1,273

Blogs
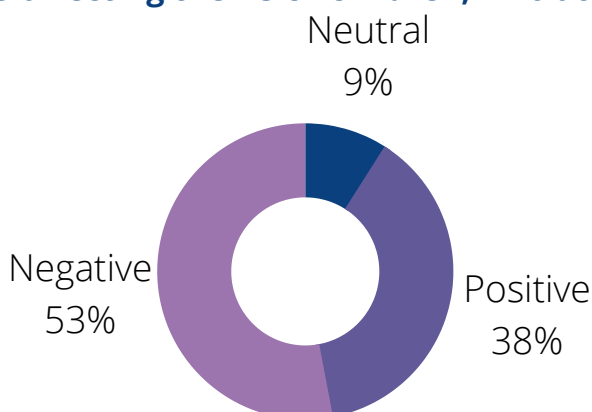
Total Mentions: 2,662 | Unique Authors: 712 | Total Retweets: N/A|Total Reach: 5.32M

August 12-15, 2021:
Spike in obituaries on Legacy.com from leukemia-related deaths.
**September 5-20,2021:**
Many blog posts regarding family health history in relation to childhood cancer and discussion on if cancer genes can be passed on to children.
October 17, 2021:
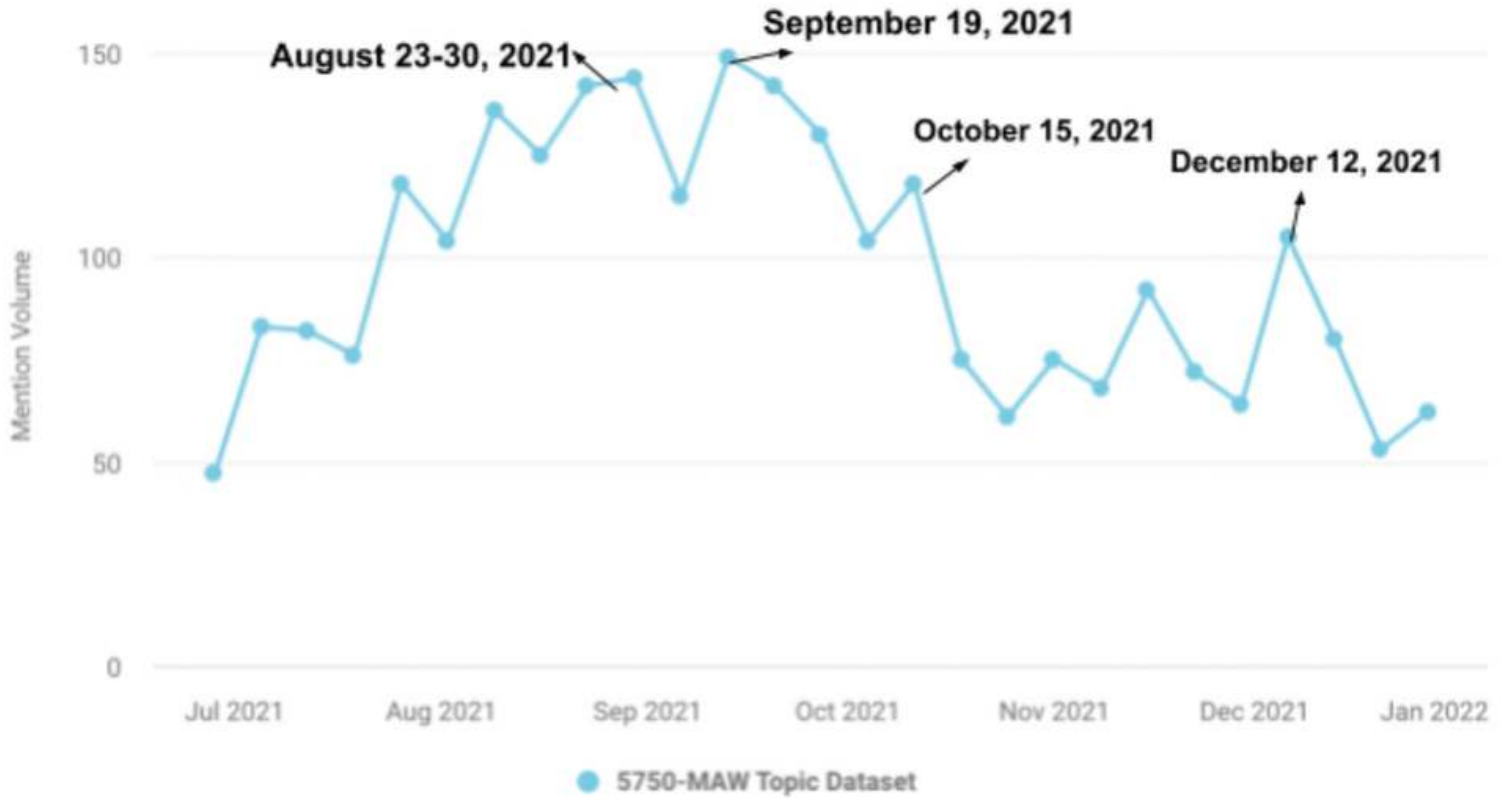Various discussions of leukemia types and the differences between them.
December 12, 2021:
Discussion surrounding a study at Washington University in St. Louis that claimed that asthma can reduce the risk of brain tumors.

Negative 4%
Positive 17%
Neutral 79%

Female:57
25%
75%
Male:168
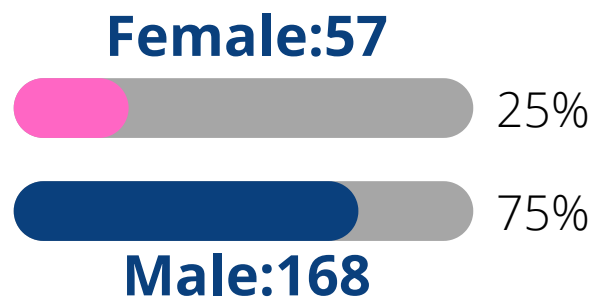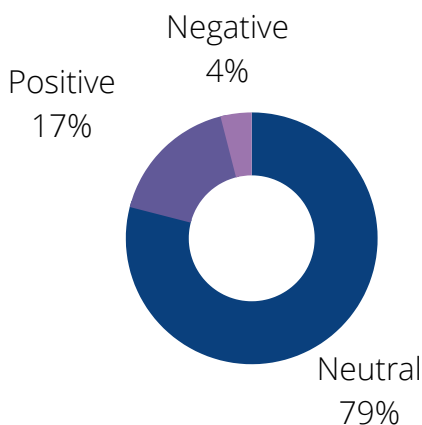
Forums

Total Mentions: 3,553 | Unique Authors: 1,922| Total Retweets: N/A|Total Reach: 3.32M

August 23-30, 2021:
Forum discussions surrounding the topic that breastfeeding can help reduce chances of leukemia and lymphoma in children. Along with this, there are several posts about therapy benefits. Additionally, an array of obituaries.

September 19, 2021:
Many posts about differences in tumor types.

October 15, 2021:
Posts remembering Paul Goldberg, who made fundamental discoveries in oncology (specifically in childhood leukemia and lymphoma).
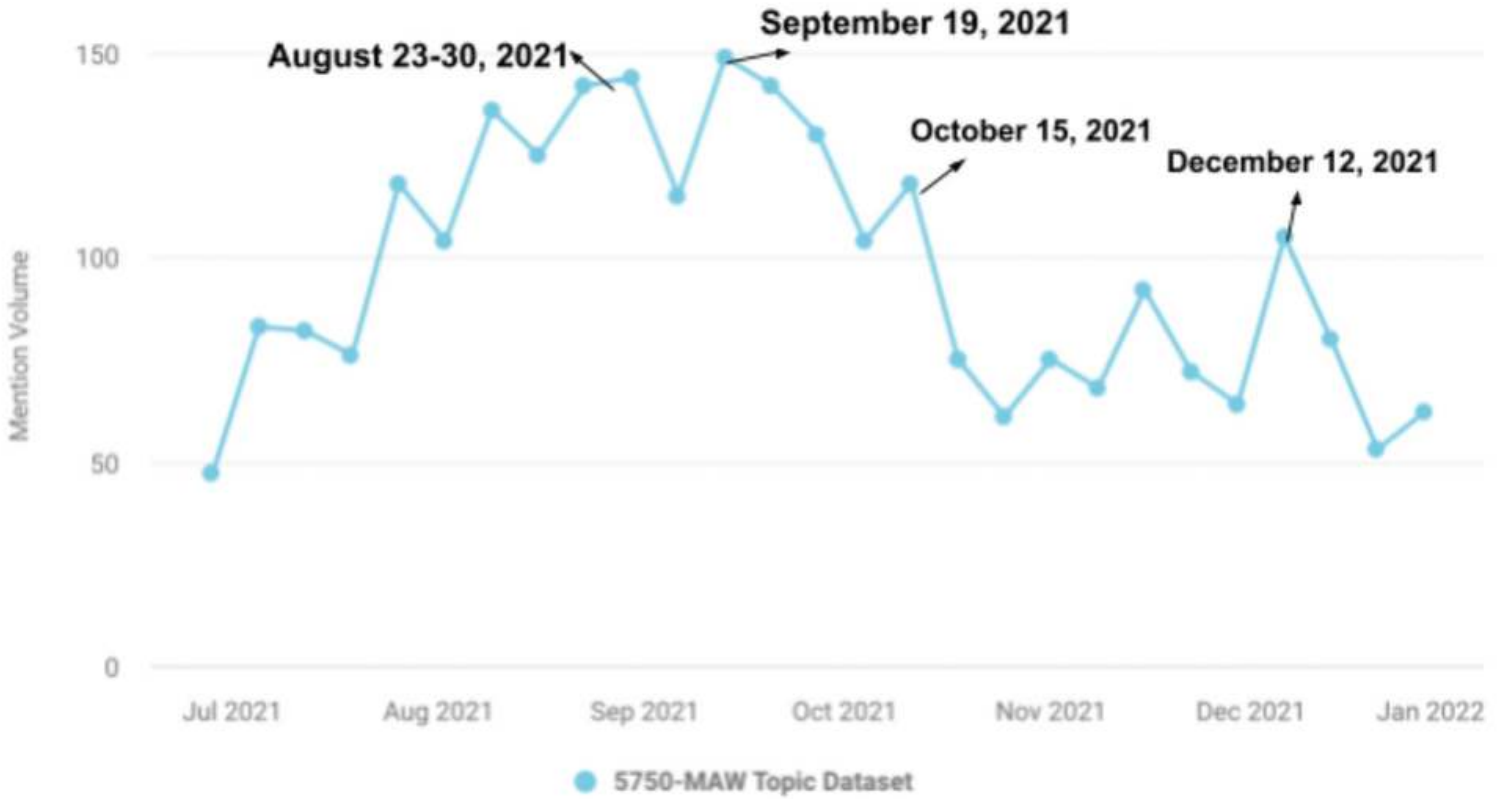
December 12, 2021:
Discussion surrounding a study at Washington University in St. Louis that claimed that asthma can reduce risk of brain tumors.

Negative
38%

Neutral
55%

Positive
7%

Female:112

49%

51%

Male:118
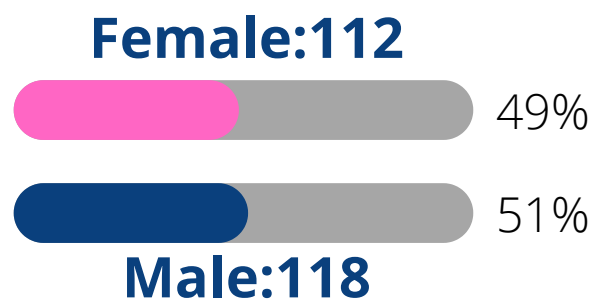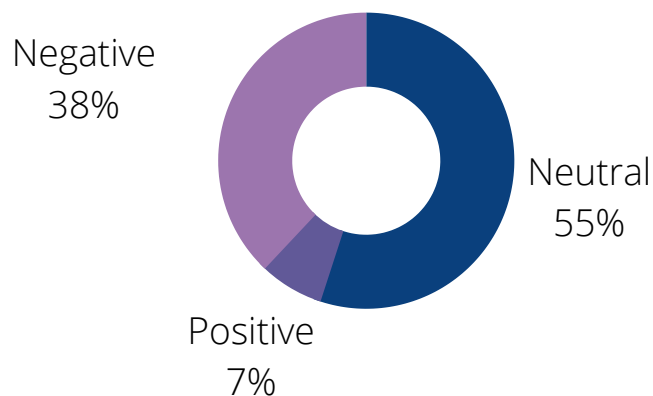
Total Mentions: 2,132 | Unique Authors: 1,277| Total Retweets: N/A|Total Reach: N/A

July 12-18,2021:
Many posts supporting the wife, children, and siblings of late Nigerian singer/songwriter/actor Sound Sultan, who had lymphoma.

August 29-30,2021:
Posts about how Neuroblastoma is diagnosed in a child, as well as what symptoms to look out for.

September 17-19,2021:
Elon Musk donates $50 million to St. Jude Children's Research Hospital.

October 24, 2021:
Liam Scott, a 5-year-old with neuroblastoma, is cancer-free after raising enough money for an experimental vaccine.

November 20, 2021:
Suspicion that severe pollution in Houston has led to cases of childhood leukemia.
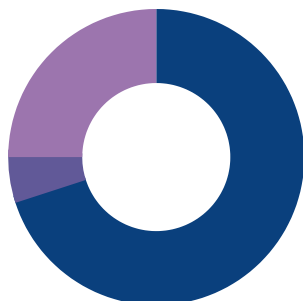
December 10, 2021:
Nick Cannon's 5-month-old baby passes away of a brain tumor, causing discussion.

* No Gender Breakdowns For Tumblr*

23

Applying Custom Classifiers

N=13,560 mentions

Themes:
Healthcare Relations N=5,055
Healthcare Diagnosis N=1,662
Family Relations N=6,846

Our original custom classifiers were created after analyzing the original Make A Wish Foundation's Twitter page. We chose the theme of conversations regarding kids with and battling Leukemia, brain tumors, and Lymphoma due to the often recurrence of these 3 cancers present in Wish children. Make A Wish fund wishes for children with all critical illnesses, but these were the top illnesses we noticed to focus on for these custom classifiers.

Our first custom classifier category is titled Healthcare Relations and involves all of those present in a child's cancer journey regarding their medical care. In this category, we listed different occupations that would interact with patients, more specifically children with these illnesses This category also includes professionals regarding their entire journey such as counselors and therapists to handle the emotional side as well. Through our research, we found there were slightly more female authors than males, and the majority (68%) of the unique authors expressed a neutral emotion.

Our next category, Specific Healthcare Diagnosis covers medical terminology, cancer, and children in general. Many of these words became present when describing Lymphoma, Leukemia or brain tumors and the variance in cases. This category goes well into detail regarding diagnosis and the multiple components of each cancer case. Through our research, we found exactly a 50/50 female-to-male ratio of authors, the majority (69%) of the unique authors expressed a neutral emotion and the largest retweet percentage came from blogs.

Our final category, Family Relations is specific to those affected by a loved one's battle with a critical illness, specifically any of these 3 illnesses and family as well as the those with the critical illness. Although we are fortunate enough to never know anyone affected by a child with these types of cancers, we assumed that the emotional and physical toll placed on the families is evident. Through our research, we found again a 50/50 female-to-male ratio of authors, and the majority (45%) of the unique authors expressed a neutral emotion, but a high of 41% of negative emotion. Again, these were our original custom classifier categories before examining the BandWatch data.

Healthcare Relations

This theme within the dataset focused on healthcare relations. The data regarding healthcare relations allowed us to gain insight into the conversations that healthcare providers are having about childhood cancer.

As we can see, the conversation was led by females with them accounting for 612 of the 1,144 mentioned volumes for this conversation, and primarily happened on Twitter with blogs being the second most used platform to discuss healthcare relations. Like all of the categories, the sentiment is primarily neutral with it being more negative than positive due to the nature of the conversation. The most influential user for this category was State Farm with a reach of 4,262 spreading awareness.

**Male:
47%
532 Mentions**

**Female:
53%
612 Mentions**

Negative
23%

Positive
8%

Neutral
69%
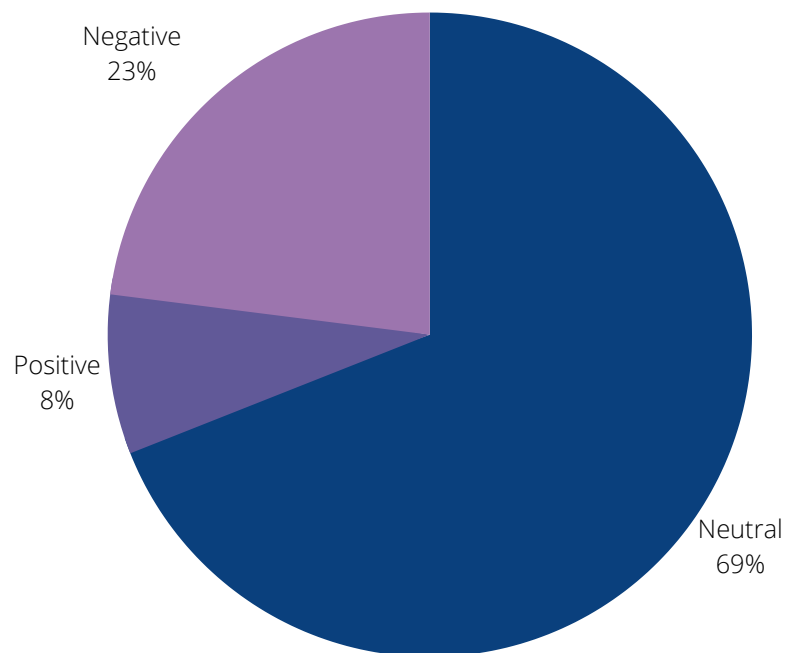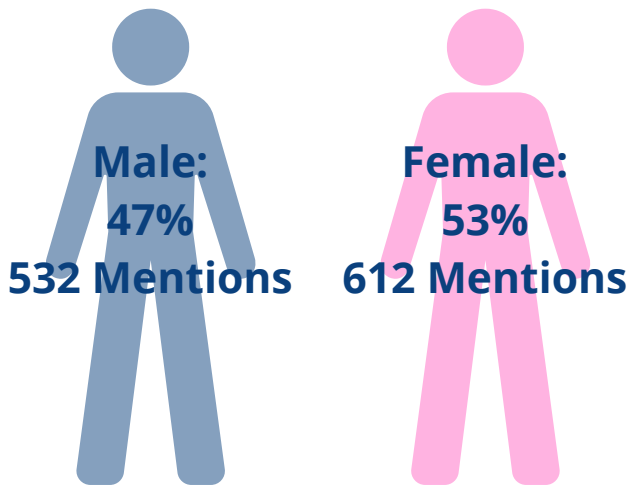
Trending Topics:

- **Sick Children**
- **Hospital In Pittsburgh**
- **Infant Brain Tumor Program**

Healthcare Diagnosis

This conversation about Healthcare Diagnosis focused on the different types of cancer that Make-A-Wish recognizes and assist with when choosing Wish Kids. This conversation was split down the middle with both males and females leading the conversation evenly splitting the 187 total mention volume for this conversation.

The conversation was also fairly evenly split between platforms with Blogs being the primary platform used to discuss these different types of cancers. Once again, the sentiment was primarily neutral with it being more negative than positive due to the nature of the conversation. The leading influential users for this conversation were users affiliated with Kenyon university talking about different types of childhood cancer, these users were: Timken1, Srnka1, and Lowe1.

Male: 50%
94 Mentions

Female: 50%
93 Mentions

Negative
22%

Positive
9%

Neutral
69%
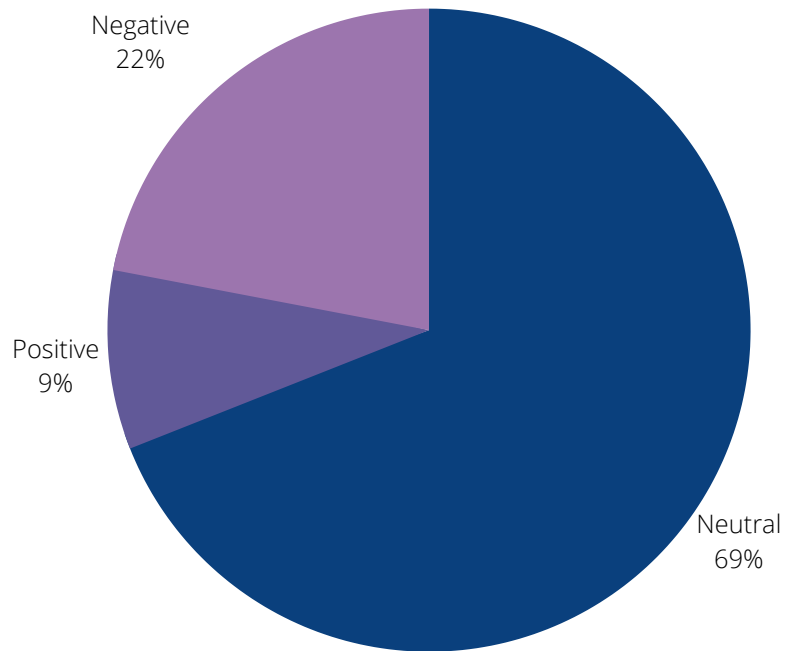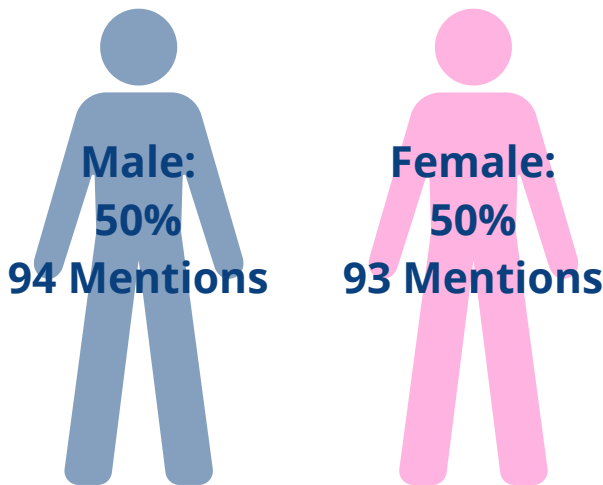
Trending Topics:

- **Immune System**
- **Mother To Child**
- **Low Blood Pressure**

Family Relations

This conversation within the dataset focused on family relations, primarily how families of a child with cancer deal with this struggle. Once again, the conversation was split evenly down the middle between males and females with them splitting the 1,856 total mention volume. The sentiment of the conversation was primarily neutral and more negative than positive. This conversation primarily happens on Twitter with forums being the second most used platform to discuss this conversation. The conversation's primary influential users were all active on Forums being Admin with proboards.com and Hartford Courant with legacy.com. Both of these influential users contributed largely to this conversation about families dealing with childhood cancer.

**Male:
50%
914 Mentions**

**Female:
50%
909 Mentions**

Negative
41%

Neutral
45%

Positive
14%
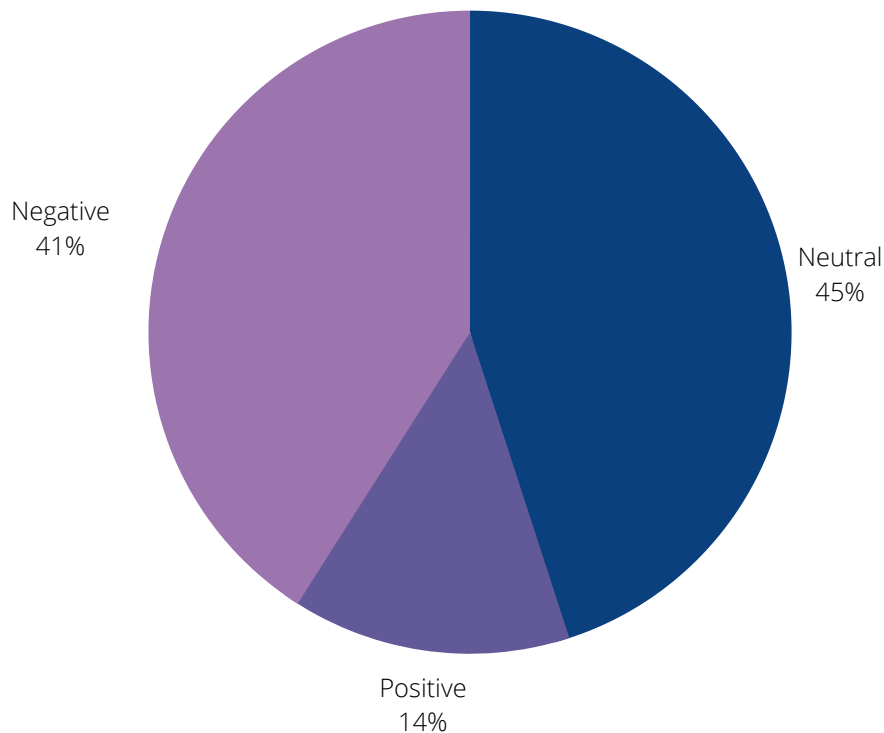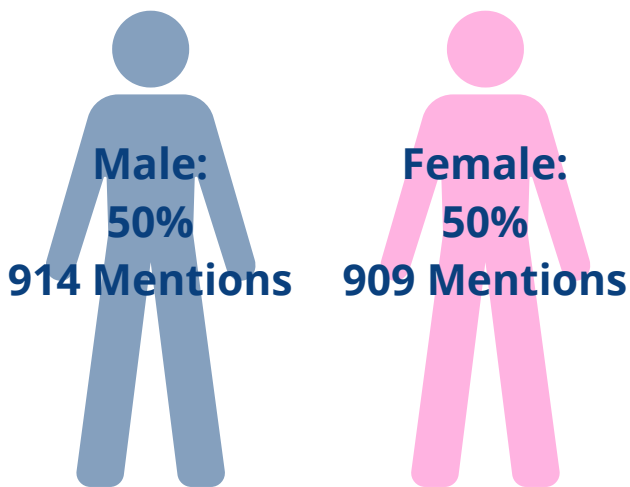
Trending Topics:

- **Nick Cannon**
- **Son Zen**
- **2-year-old**

Earned Data:

Make-A-Wish
Competition Data

583.83K Total Posts

In order to gain further insight into how Make-A-Wish can increase their engagement to gain awareness for their foundation, we analyzed five other similar non-profit organizations. All of these non-profit groups strive to help out children dealing with cancer and sickness to give them something to smile about. The competition groups analyzed are St. Jude, Toys For Tots, Sunshine Foundation, Dream Factory, and Ronald McDonald House.

Male: 62%
153,545 Mentions

**Female: 38%**
95,350 Mentions
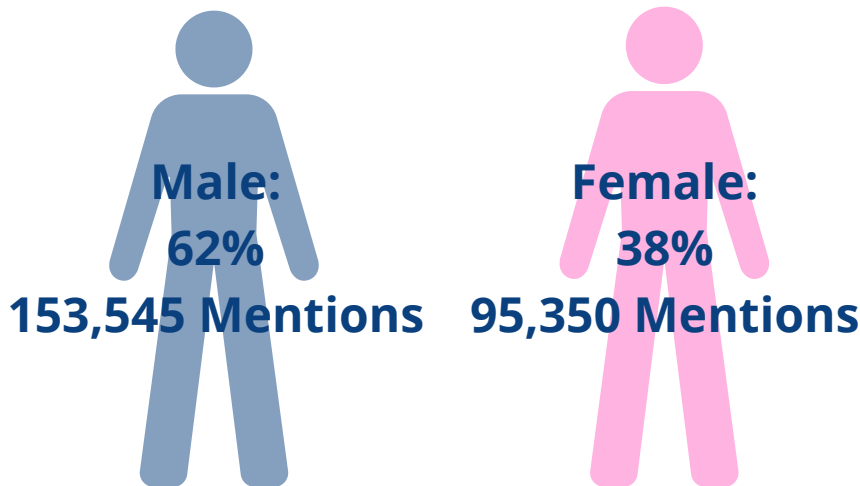
Our Competition Data Set spanned from March 1st - December 31st. There were a total of 248,895 total mentions. Out of these mentions for Make-A-Wish's competition, 153,545 mentions were male and 95,350 of the mentions were female.

Toys For Tots
23%

Sunshine Foundation
3%
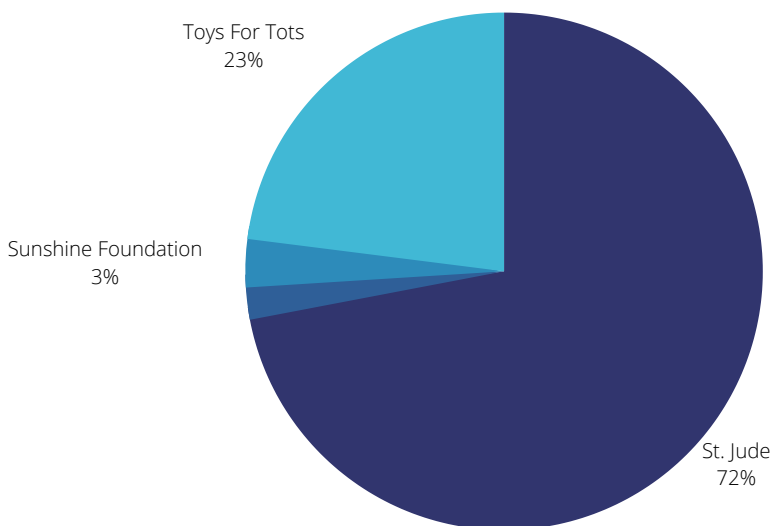
St. Jude
72%

To the left, is the Share Of Voice (SOV) of the five comparable organizations and the volume of posts per organizations. St. Jude was the biggest contributor to the total mention volume of 583.83k posts. Toys For Tots was second accounting for 23% with the other three organizations, barely account for anything. On the next page of our report, we break down some of St. Judes most engaged posts to gain insight into what Make-A-Wish can do better.

Competition Data Set

Below is the Spike analysis for the Competiton Data Set mentioned above. The three major spikes are indicated by blue stars and their descriptions are listed below as well.
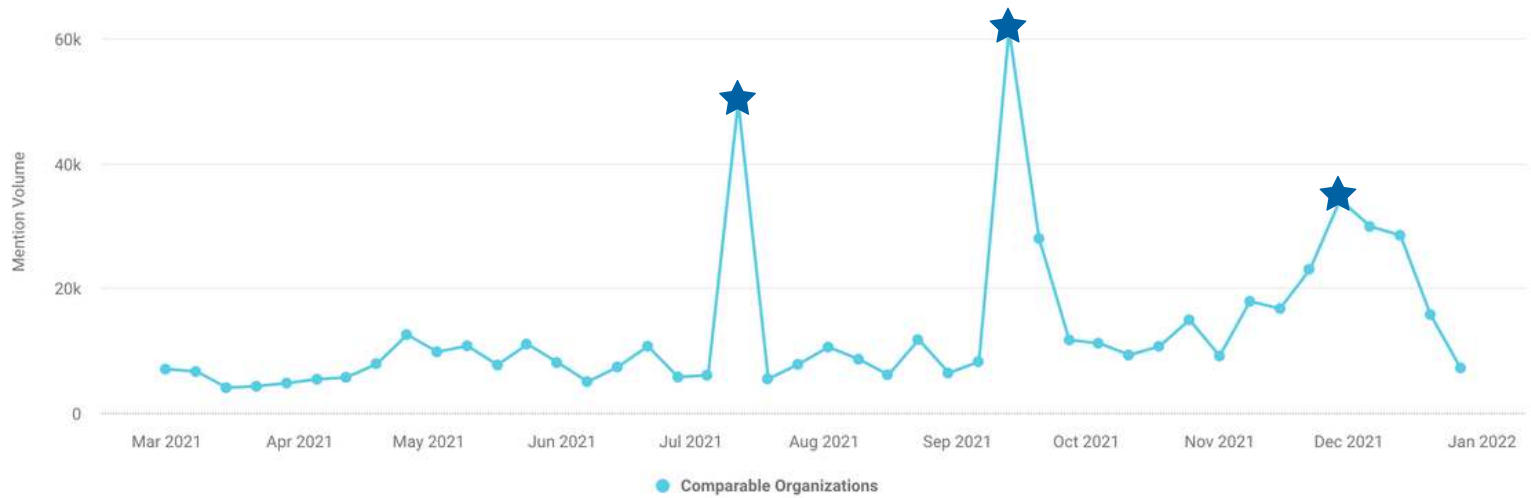
July 12th, 2021 | Mention Volume 49,832
Conversations surrounding St.Jude encouraging staff and others to get vaccinated.

September 13th, 2021 | Mention Volume 61,344
Conversations regarding a space fundraiser put on by user @ArceneauxHayley, raising over $200 million
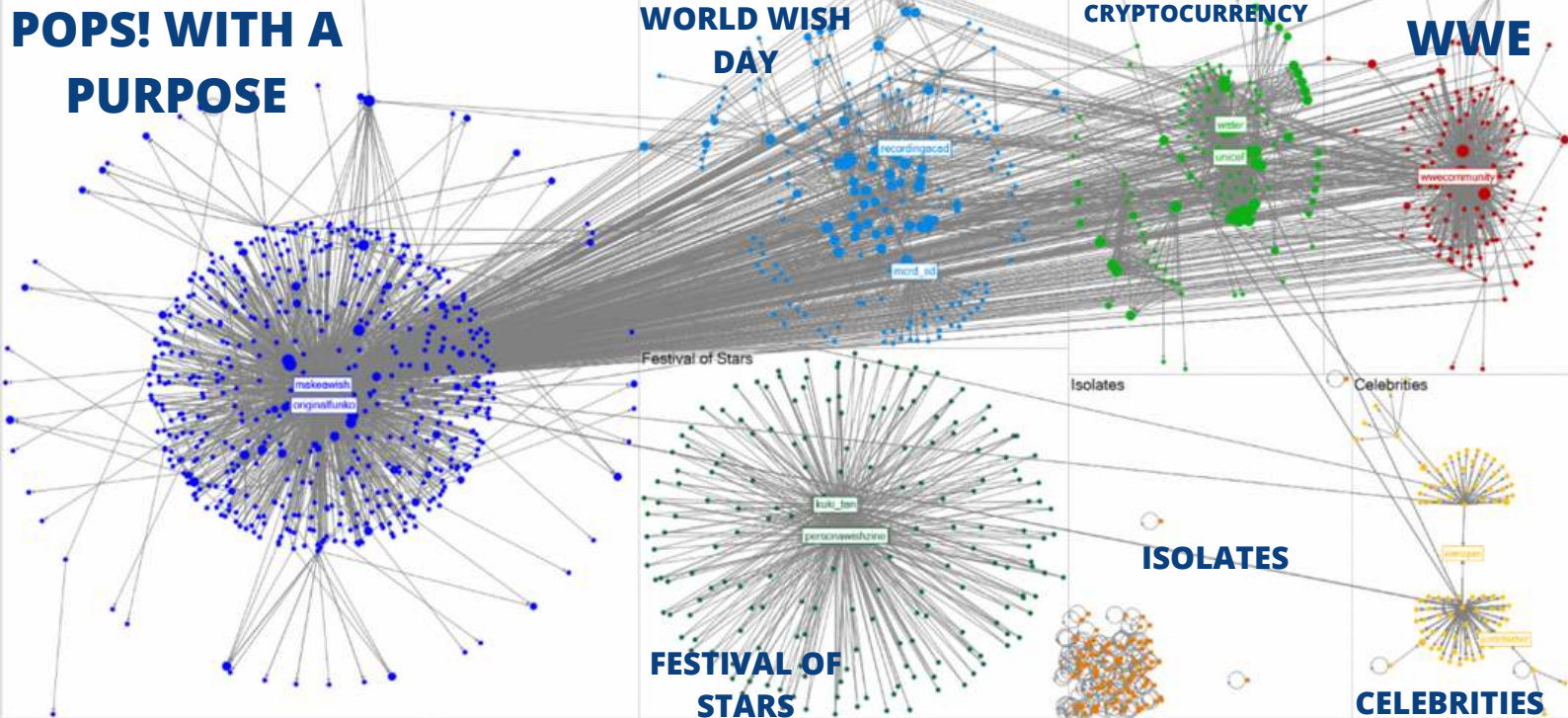
November 29th, 2021 | Mention Volume 34,164
Conversations about St.Jude's annual Memphis Marathon Weekend.

Social Network Analysis

POPS! WITH A PURPOSE

WORLD WISH DAY

CRYPTOCURRENCY

WWE

FESTIVAL OF STARS

ISOLATES

CELEBRITIES

This figure is pulled from a topic data query in a program called NodeXL, that allowed our group to analyze vertices, in-betweenness centrality, top high and low degree users, as well as the reciprocity to gain a better understanding of the clusters and the relationships they form.

Twitter Users that are in the middle of these clusters contain a high user centrality because of their number of connections and threads.

Top Tweeters and Hashtags:

Group 1:
Top Tweeter: @makeawish
Top Hashtag: #funko

Group 2:
Top Tweeter: @recordingacad
Top Hashtag: #worldwishday

Group 3:
Top Tweeter: @unicef
Top Hashtag: N/A

Group 4:
Top Tweeter: @WWECommunity
Top Hashtag: #worldwishday

Group 5:
Top Tweeter: @personawishzine
Top Hashtag: #makeawish

Group 6:
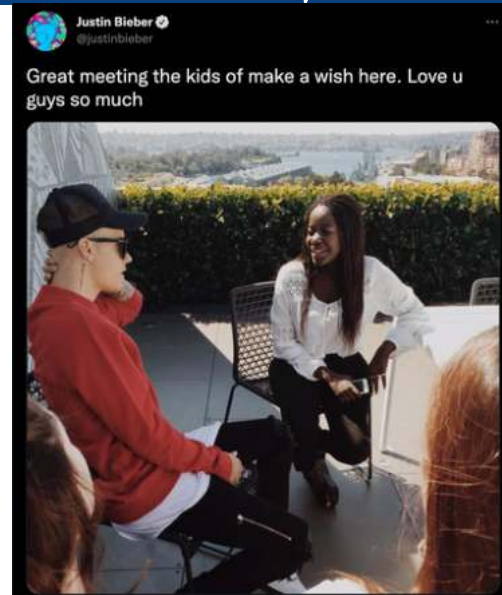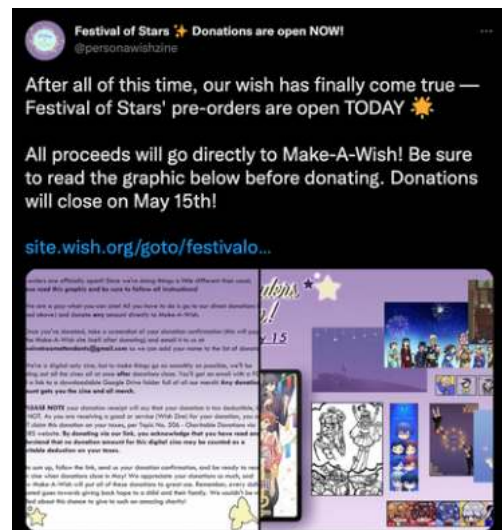Top Tweeter: @justinbieber
Top Hashtag: N/A

SNA Top Tweets:

WWE celebrated World Wish Day by supporting their cause and putting smiles on children's faces

Justin Bieber contributed to World Wish Day by meeting and hanging out with fans

Funko partnered with Make-A-Wish to raise money and make an impact

@personawishzine creates art to sell and donates proceeds to Make-A-Wish

Organization

("Make A Wish Foundation" OR @MakeAWish OR #MakeAWishfoundation OR #WishGranter OR #SeasonOfWishes)

Topic

Categories: Healthcare Relations:
(Community OR Caregiver OR Family OR Mother OR Father OR Sister OR Brother OR Friend OR "Support Group" OR Hospital OR Doctor OR Pediatrician OR Nurse OR Oncologist OR Hematologist-Oncologist OR Pediatric Hematologist-Oncologist OR Therapist OR Counselor OR Leukemia & Lymphoma Society)

Categories: Specific Healthcare Diagnosis:
(Leukemia OR "White Blood Cells" OR Lymphocytic OR Lymphoid OR Lymphoblastic OR Myeloid OR Myelogenous OR "Acute Leukemia" OR "Chronic Leukemia" OR "Chronic Lymphocytic Leukemia" OR "Acute Myeloid Leukemia" OR "Chronic Myeloid Leukemia" OR "Acute Lymphocytic Leukemia" OR "Juvenile Myelomonocytic Leukemia" OR Lymphoma OR "Brain Tumor" OR "Spinal Cord Tumor" OR Neuroblastoma OR "Wilms Tumor" OR Rhabdomyosarcoma OR Retinoblastoma OR "Bone Cancer")

Categories: Family Relations:
(Child OR Children OR Kid OR Son OR Daughter OR Childhood OR "young child" OR Cousin OR Parent OR "Family Friend" OR "Loved One")

Competition

("St. Jude" OR @stjude OR #stjude OR
"Dream Factory Inc." OR @DreamFactoryMB OR #dreamfactory OR
"Sunshine Foundation" OR @SunshineFound OR #sunshinefoundation OR
"Ronald McDonald House" OR @RMHCUK or #rhmc OR
"Toys for Tots" OR @ToysForTots_USA OR #toysfortots)

Make-A-Wish Foundation

ADPR 5750 Social Media Analytics

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