Final Report

Prepared for The American National Red Cross

Prepared and Presented By:

Cherryne Lee

Storey Mason

Alayna Dhanani

SEE > Suite
Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA

1785

Table of Contents

EXECUTIVE SUMMARY

The overall goal of this report was to analyze the American Red Cross' social media presence and provide recommendations on what can be done better in order to increase their effectiveness online. The main things we analyzed and measured were their earned and owned data along with comparisons to who we would consider to be their online competition. One of the main business problems we faced was only being able to truly analyze their social media performance for Twitter and Reddit because of the lack of content on other platforms like Facebook and Instagram.

We mainly looked at data that showed us interesting metrics about mention volume, conversation themes and how they each performed, and where our earned data would come from and the sentiment around it. We chose to look at data from October 26, 2021–January 26, 2022, based off of the amount of data we were able to collect within that time frame. We executed these tasks through the online social media analytics tool "Brand Watch."

ORGANIZATION
INTRODUCTION

WHO ARE WE?

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

OUR MISSION:

The American Red Cross, through its strong network of volunteers, donors and partners, is always there in times of need. We aspire to turn compassion into action so that...

...all people affected by disaster across the country and around the world receive care, shelter and hope;

...our communities are ready and prepared for disasters;

...everyone in our country has access to safe, lifesaving blood and blood products.

CONTINUED...

...all members of our armed services and their families find support and comfort whenever needed; and

...in an emergency, there are always trained individuals nearby, ready to use their Red Cross skills to save lives.

PURPOSE AND DESIRED OUTCOME:

To analyze the American Red Cross Associations social media presence and effectiveness, we worked to identify negative and positive trends the association is following and what it is bringing to our overall online success.

Recommendations

1.Bring out a positive emotion with engagement

Make more posts on the platform that are over exaggerated in their emotions in order to bring attention to them in a positive way. Use key words like "excited, happy, looking forward, and hope". Since conversations on Reddit skew negative, it would be beneficial to implement in order to keep negative conversations surrounding Red Cross to a minimum. (refer to page 19 &29)

2. Collaborate with local partners to increase reach

Through partnering with fellow non-profits like American Cancer Society and the United Nations, we can find common causes to work towards and through collaboration, dramatically scale Red Cross's content and message's reach. This is an opportunity for Red Cross's to gain followers. Followers of these other non-profits are likely to engage in Red Cross's content if they are partnering with organizations they already follow. Since posts with the mention type of organizations received the highest engagement, this would be beneficial in implement. (refer to page 11)

3. Optimize content by localizing to Key Geo-Regions

As a global organization, it's important that social content is tailored and targeted to the intended audience. Identify key markets/regions the org is trying to reach and then develop content specific to their country/culture to increase relevance and resonance. Engagement is particularly low in regions such as Australia, South America, and Africa, and high in North America and Europe. (refer to page 17) Red Cross should increase their content relating to these contents with low engagement while keeping up engagement in the other regions.

4. Increase engagement levels through influential users

By connecting with influential users and collaborating with them, it will not only spread the word of American Red Cross, but more people will be intrigued in hearing about the organization because of how well known the influential users are. Since influential users have a high follower count and high engagement levels, those who follow these users might engage more in Red Cross's content as a result of their collaboration. (refer to page 18)

Continued...

5. Increase engagement through relevant themes

The more opportunity that the organization gives itself by diversifying their platform presences', the more likely they are the bring attention to their causes and events that they have going on. Posts relating to disaster announcements and call to action receive far more engagement than posts related to hero recognition and commentary retweets (refer to page 8). Red Cross should focus on creating tweets relating to these popular themes and include URL's to diversify their content.

6. Drive positive sentiment through storytelling

Due to the emotional resonance of AMRC philanthropic efforts, we have the opportunity to tell stories that connect to people on a global scale. Leaning into more emotional storytelling could help drive positive sentiment across platforms, while countering the negative sentiment that pops up on channels like Reddit. Red Cross's tweets with URL's about inspiring stories received relatively low engagement, so it would be more effective if they summed up the story in the tweet instead. (refer to page 12&29)

7. Continue to post relevant content that tailors to current events

No company should be tone deaf in any situation. Red Cross should always be mindful in what current event is going on in that moment, even if that event doesn't 100% have to do with the organization exactly, speaking out about current events will show the audience that they care about what is going on around them. We saw that "call to action" posts that typically speak on current events perform well on Red Cross's Twitter, so they should increase the number of these posts to increase engagement. (see page 8)

Continued...

8. Diversify Platform Presence

Since most of Red Cross's engagement is driven from Twitter, they could benefit from posting more content on platforms such as Instagram. (refer to graph on page 14) They could promote their Instagram via their Twitter, since they have many more followers on that platform. This would allow them to reach new audiences of those who do not have or use Twitter, as well as allow them to use features that are exclusive to Instagram.

9. Stay away from controversial conversations

Talking about controversial topics, especially a big organization like AMRC, will cause problems within the audience as a whole. It will cause disagreements within people, and the organization will receive backlash. To prevent this, AMRC should just stay away from controversial topics. This can also prevent the negative conversations on Reddit. (refer to sentiment through theme analysis: pages 21-28)

10. Create more videos to engage with audience, as well as host live streams on Twitter

Content including images usually attract more people, no matter on what platform. In order to gain further attraction from people, Red Cross should implement more videos on their social pages, such as blood donation montage videos or promotion videos. They should also consider hosting live streams on social platforms like Twitter, to show in live time how blood drives work. Hosting these live streams have a higher chance of bringing in more people in to wanting to help out.

OWNED DATA

ANALYSIS

DATASET OVERVIEW

The purpose of the research conducted and analyzed in this portion of the report is to illustrate a better understanding of the American Red Cross' owned data based off of their personal Twitter account. The goal is to gain a better understanding about how to reach their followers, engage with them, and identify the types of content that trigger a response to their content. The American Red Cross' (AMRC) direct community involves individuals who interact with them on social media and this report provides a quantitative, as well as qualitative, analysis of the engagement metrics so that we may predict social media practices that work best for the organization.

In this section of the report we will explore:
- What type of content is more likely to trigger engagement?
- What is the most efficient way of attracting engagement?
- What social media practices have so far proven to be the most successful for our Twitter account?
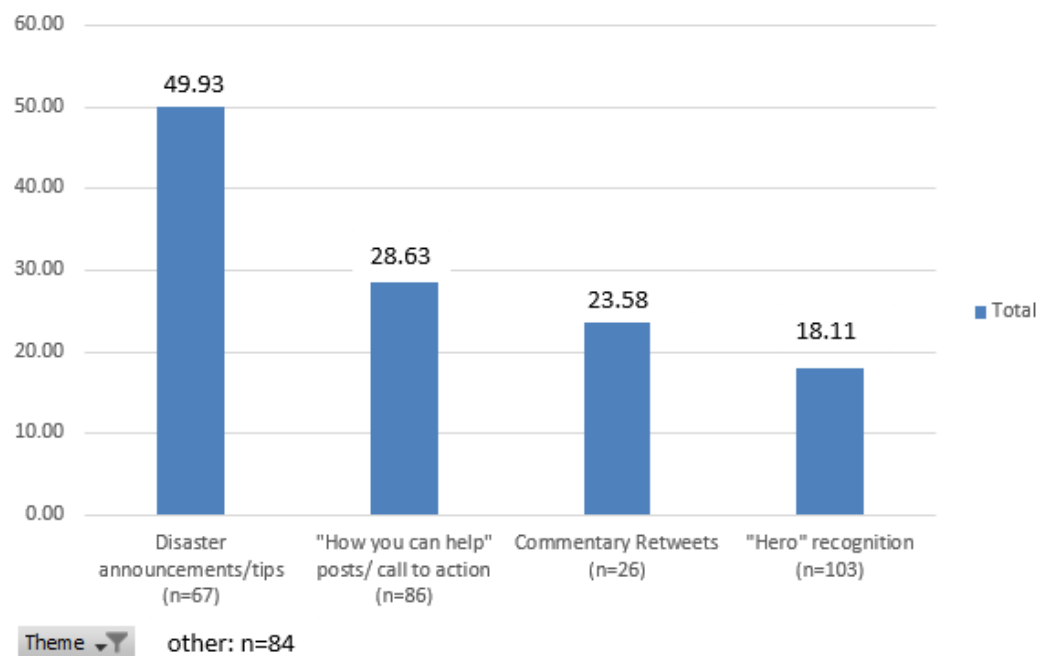
Average Retweets By:

THEME

4

total categories/themes

29.38

grand total of retweets

Average Retweets by Theme

Theme	Average Retweets
Disaster announcements/tips (n=67)	49.93
"How you can help" posts/ call to action (n=86)	28.63
Commentary Retweets (n=26)	23.58
"Hero" recognition (n=103)	18.11

Theme ▾ other: n=84

Based on this graph of average retweets by theme, it is evident that the tweets based on the theme of disaster announcements and tips received the most engagement, of an average of 49.93 twitter retweets. This number is followed by "How you can help" posts, or better known as call to action posts, then commentary retweets, and finally, "Hero" recognition tweets with having the least amount of interaction with followers. Based on the data that we gathered, it is evident that people are more interested in tweets that have information that is useful to them, such as tips and ways to help better the environment and people around them. The Red Cross Twitter account should continue to post helpful tips and informational things on their account. This will help people, as well as gather a larger audience.
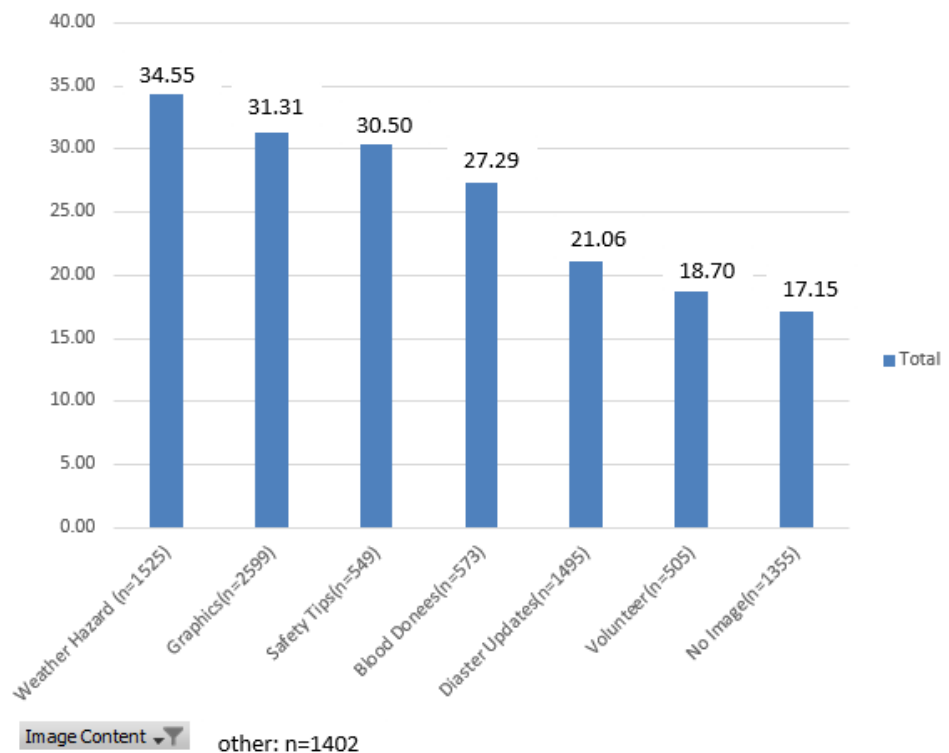
Average Retweets By:
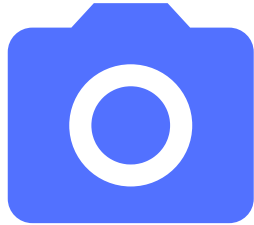
IMAGE CONTENT

7
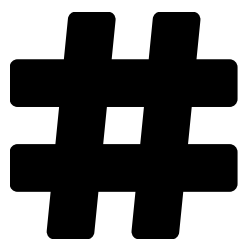*total categories*

25.08
grand total of retweets

Average Retweets by Image Content

Image Content — other: n=1402

According to the data that we gathered based on the average retweets by image content, we can see that the tweets that gained the most interaction are those about weather hazard, ones with graphics, and safety tips. These three categories are all pretty close in number, with weather hazard tweets having an average of 34.55, those with graphics having 31.31, and safety tips having an average of 30.50. the tweets that got the least amount of engagement are those with no images, having an average of only 17.15 tweets. This data makes sense because people are always more attracted to tweets that are more visually appealing with images. The top 3 category of tweets that got the most engagement also aligns with the highest amount of average retweets by theme because they both are about tips about hazard and safety, which are helpful to the general public. Much like the tweets based on theme, tweets about weather hazard and tips will be helpful for growing engagement on Red Cross' Twitter page.
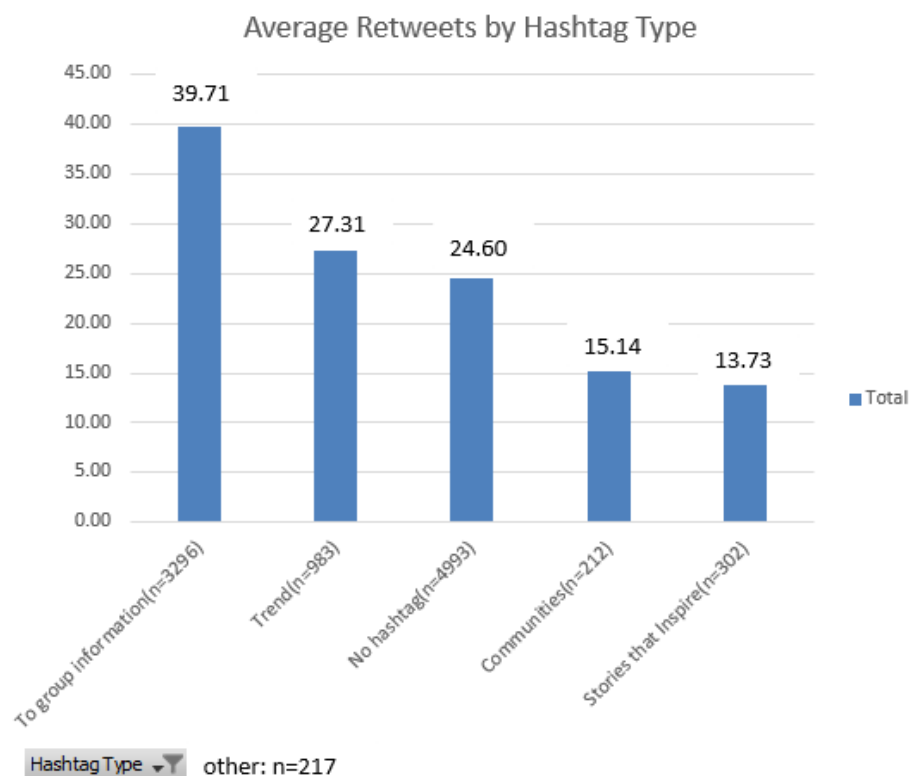
Average Retweets By:
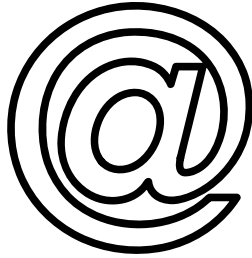
HASHTAG TYPE

# #

5
total categories

___

27.34
grand total of retweets

Average Retweets by Hashtag Type

other: n=217

Analyzing the data based on the average retweets by hashtag type, is is evident that the tweets created to group information have significantly the highest amount of retweets compared to the other ones, having a total average number of 39.71 retweets on the Red Cross Twitter page. Next, with an average number of 27.31, comes tweets about trends. The next highest is those without any hashtags at all, with an average of 24.60. Tweets about "stories that inspire" have the least amount of retweets, with only 13.73 average number of tweets. The fact that tweets with no hashtags have almost double the amount of retweets than those about communities or stories that inspire, show that maybe hashtags may not have that big of an impact on people when interacting with a tweet. Red Cross should focus on putting relevant hashtags on their tweets, but not stress too much on them since tweets without any hashtags still received a good amount of engagement compared to the other hashtag types.
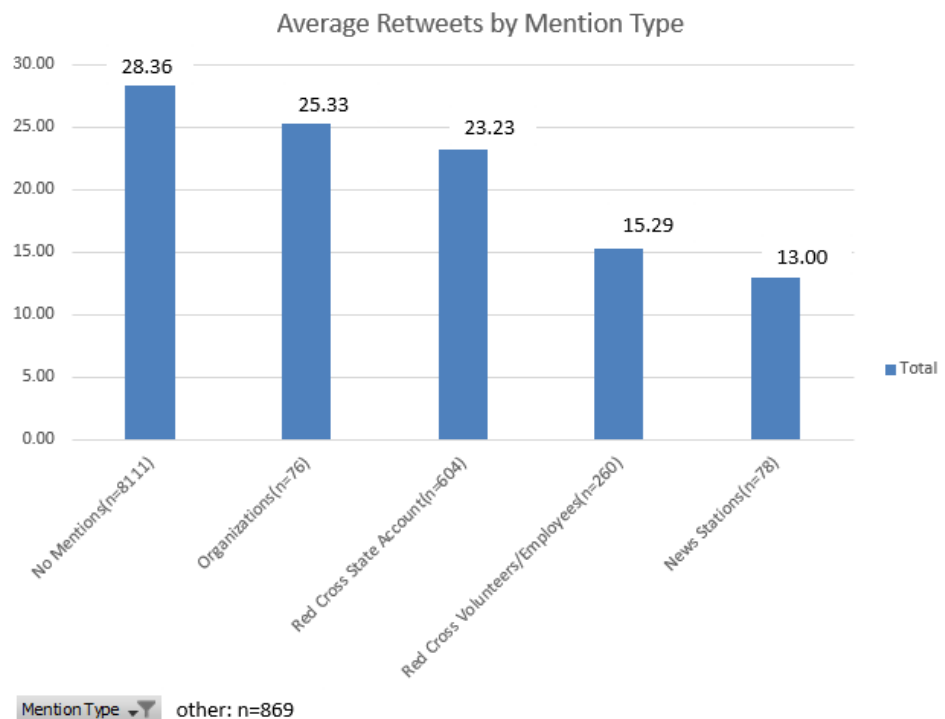
Average Retweets By:

MENTION TYPE

5
total categories

27.01
grand total of retweets

Average Retweets by Mention Type

Mention Type	Average Retweets
No Mentions (n=8111)	28.36
Organizations (n=76)	25.33
Red Cross State Account (n=604)	23.23
Red Cross Volunteers/Employees (n=260)	15.29
News Stations (n=78)	13.00

Mention Type ▾ ▼   other: n=869

According to our data, we can see that the overwhelming majority of Red Cross's tweets do not contain mentions, but these tweets also have the highest engagement. The mention type with the highest engagement was organizations, which is significant because there were only 76 of these tweets compared to the 206 tweets with mention types related to Red Cross volunteers/employees, with much lower engagement. Tweets with Red Cross state account mentions also received a high amount of engagement. Based off of this information, a recommendation for Red Cross would be to collaborate with more organizations in order to increase engagement through mentions. We can also infer that most users are less engaged by tweets that include mentions, so Red Cross shouldn't focus too much on increasing engagement by including more mentions.
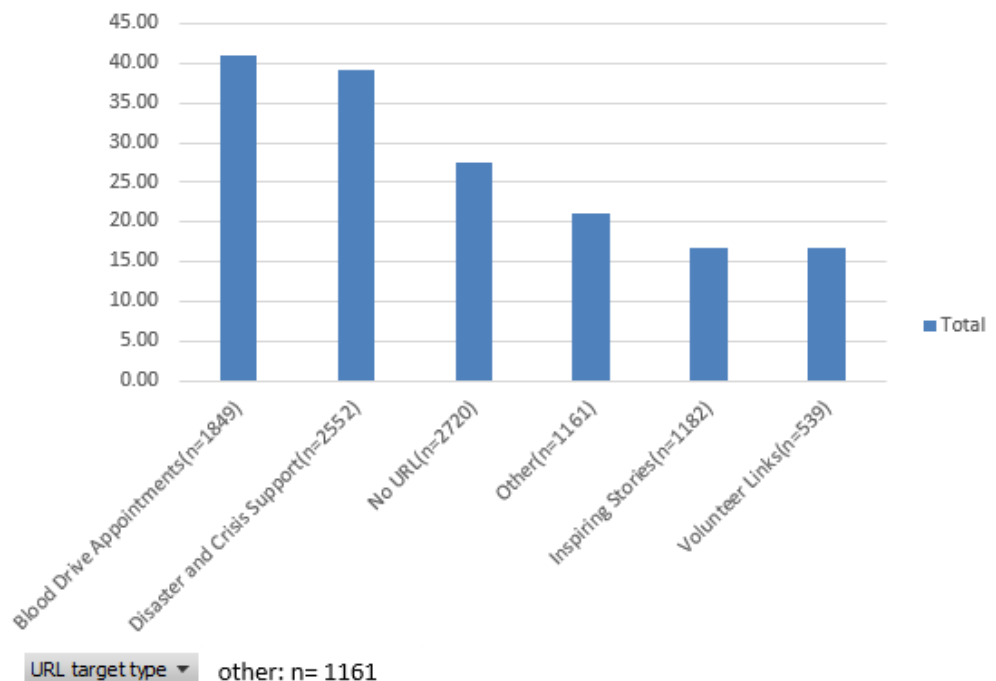
Average Retweets By:
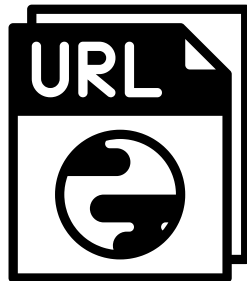
URL TARGET TYPE

6

total categories

27.33

grand total of retweets

Average Retweets by URL Target Type

URL target type ▾   other: n= 1161

According to our data, the tweets which included a URL related to blood drive appointments received the most engagement, closely followed by disaster and crisis support. URL's related to volunteer links and inspiring stories received the least amount of engagement overall. Based off of this information, we can conclude that users are most interested in referring to Red Cross to donate blood and obtain crisis and disaster information. It would be smart for Red Cross to focus their URL usage on these topics rather than inspiring stories and volunteer links. Instead of including URL's for the less engaging categories, Red Cross could stick to just shortly summarizing the inspiring stories in the tweet, since people may not feel the need to read the full story, or vise-versa, Red Cross could include a shorter description on the story so people could feel more inclined to want to read more of what the story is about. It should also be noted that the majority of their tweets did not include URL's (n=2720), but still received relatively high engagement. This tells us that URL's aren't the primary drive for Red Cross's engagement.

EARNED DATA

AMRC ANALYSIS

Earned Organization

This report will go over American Red Cross' social media conversations and help us capture the users and content that is most relevant to our organization. Our goal while conducting the research exemplified in this report was to design a detailed analysis that will aid the organization in ways to expand their social media audiences through the use of hard numbers and data. The topics we were the most interested in were conversations around "volunteering, support, community service, helping, blood drives and donations."

0% | 0% | 1% | 6% | 93%
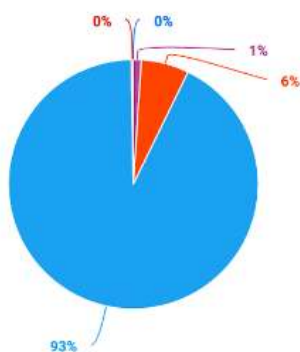
● Facebook ● Instagram ● Reddit ● Twitter ● YouTube

October 26, 2021-January 26, 2022

Total # of Posts: 2 Million

In this section of the report we will explore:

- What is the topic conversation?
- Where are we getting the most engagement from?
- What is the most common type of sentiment for conversations we are interested in?
- What topics can we begin to get more involved in to make our social media efforts more successful?

Gender Based Differences

Total Mention Volume for queries broken down by gender (701,322 total):
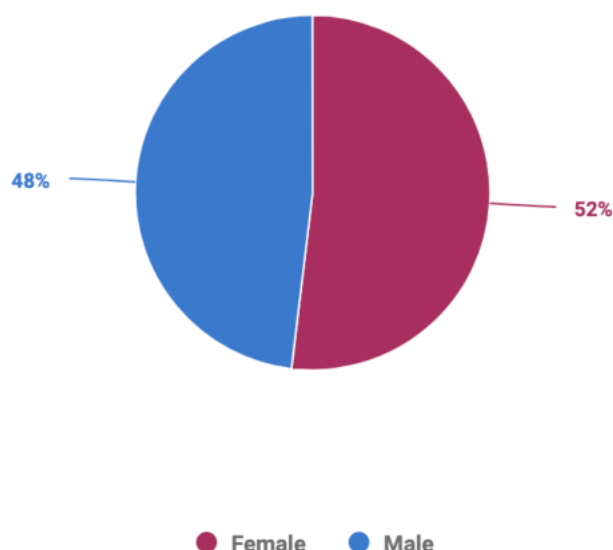
The total breakdown of total mention volume for our query dataset broken down by gender is 701,322. Like we mentioned before, the percentage of males and females are roughly similar. This result is not surprising, as Red Cross is something that applies to anyone and everyone, regardless of what gender you are. The following pages will dive into the total mention volume for gender broken down by other categories, such as sentiment and emotion.

Mention Volume for Gender broken down by Sentiment
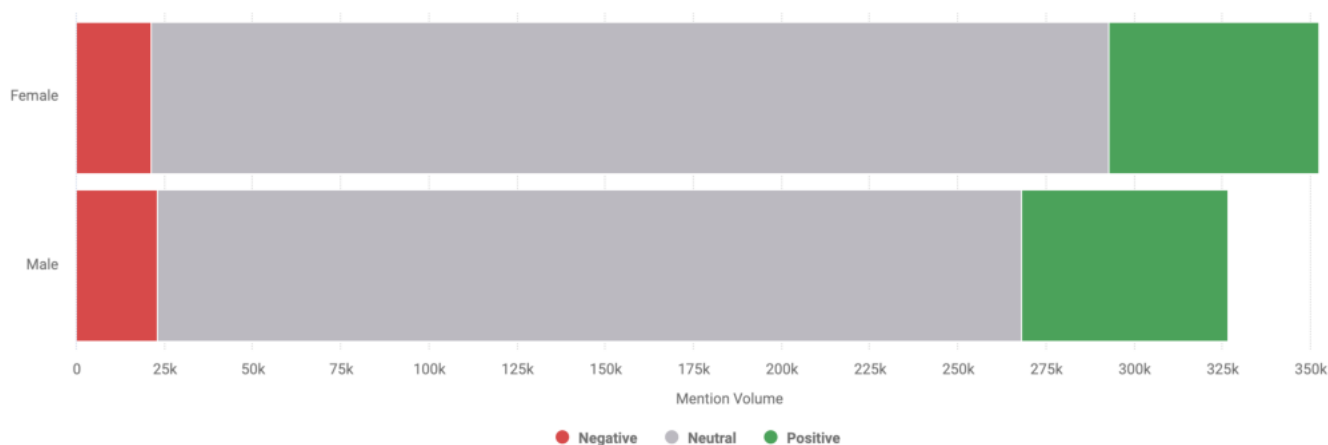
We then looked at the total mention volume for gender broken down by sentiment, which is a category that we often use to analyze the data gathered. Looking at both females and males, the percentage of the different sentiments: negative, neutral, and positive, they are roughly the same. As expected, posts with a neutral sentiment have the most mentioned volume, for both genders. It is interesting to see that even though there is less data gathered from the males, the percentage of negative sentiment posts are still higher.

Top Unique Items by Gender

Top Shared URLs

30,547
https://www.paypal.com/donate/
13,705
https://taehyungfunds.carrd.co/
11,445
https://www.every.org/@cogecoin/aspca/2
10,458
https://www.narendramodi.in/donation
9,704
https://justgiving.com/fundraising/louiesforactionaid

Top Hashtags

#donate	29,535
#givingtuesday	23,877
#donate	15,338
#blooddonation	1,108
#blood	830
#myanmar	631
#derasachasauda	587
#humanity	408

Data Description: Twitter

Geography
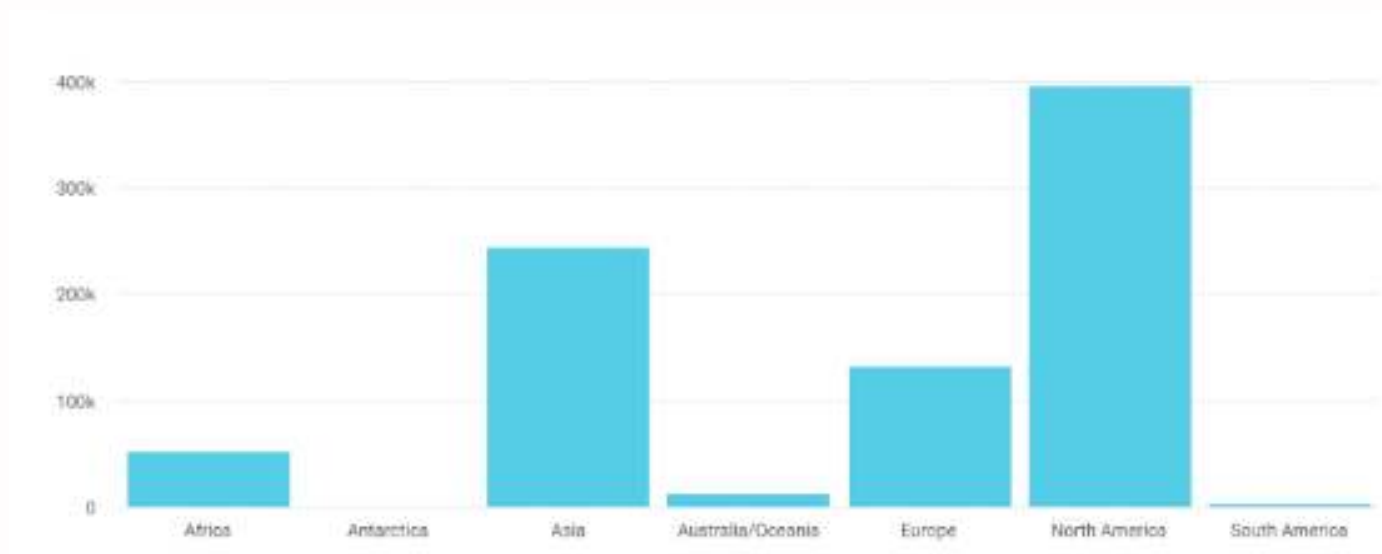
Something we found to be interesting in our analysis was the amount of Asian engagement on Twitter. We also see potential with Europe and Africa audiences and reaching them with our topic conversations.

And, although there is low engagement in these places, it puts our eyes on the possibility of reaching more audiences in Australia and South America.

We expected the number we received from North America but now see the power of distributing that better.

Top Items

Influential Users: Twitter

@UNHumanRights   @AmericanCancer   @JudicialWatch

Top URLs

https://www.paypal.com/donate/?hosted_button_id=EHCUR5CVBX5WU → 30,870 mentions

https://taehyungfunds.carrd.co/ → 13,816 mentions

https://www.everyorg.com/@cogecoin/aspca/2 → 11,334 mentions

Top Hashtags

#derasachasauda → 47,230 mentions

#givingtuesday → 57,824 mentions

#blooddonation → 27,678 mentions

Data Description: Reddit

Total Mention Volume broken down by Sentiment
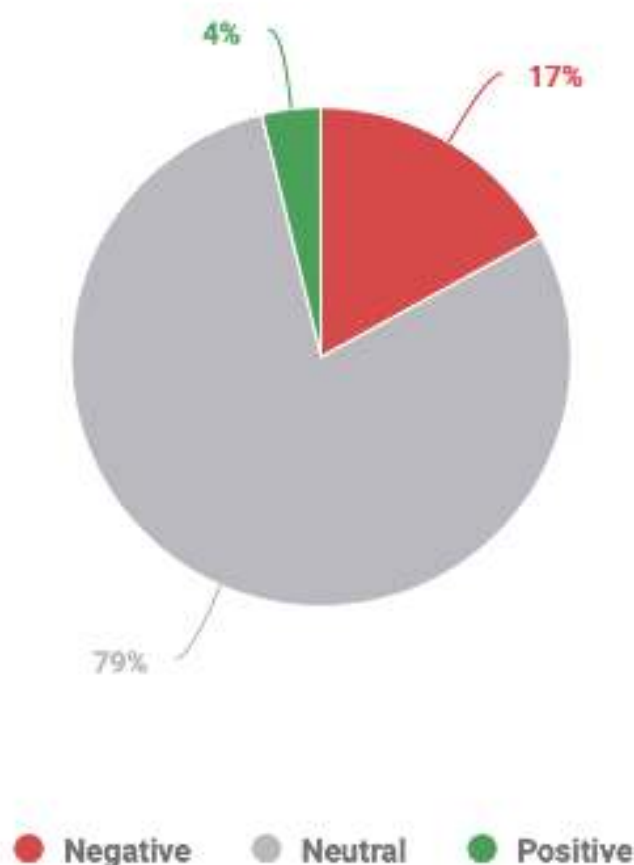
When looking at the total mention volume of Reddit broken down by sentiment, the results were similar as of Twitter's, with neutral sentimental posts having the most total volume. However, for Reddit, there are more negative sentimental posts rather than positive. This makes sense because a lot of people normally speak out about negative experiences, rather than when something positive happens to them. Furthermore, people tend to post more honest things on Reddit, which also makes sense as to why there are more negative sentimental posts than positive.

EARNED DATA

THEME ANALYSIS

Theme:

BLOOD

For the theme 'Blood', we noticed that this was the most highly performing conversation/topic within the organizations social media. With it carrying 22.1% of the overall posts shared, it outweighs the other themes explored by quite a bit. Although the topic of blood isn't an especially emotional one (at least on the surface), online users did seem to have a pretty negative connotation (44%) with the conversation based off of the shortage.

N=57.64K
total # of Twitter posts

22.1%
total number of posts

Sentiment

5%

50%

45%

● Negative ● Neutral ● Positive

Alexis McAdams ✔
@AlexisMcAdamsTV

NATIONAL BLOOD CRISIS: The Red Cross says the nation is facing the worst blood shortage in more than a decade.

Doctors say the shortage is forcing some to cancel surgeries & alter treatments.

@FoxNews @DanaPerino

#RedCross #Blood #Donate

fxn.ws/3zPJfya

LIVE — Watch on Twitter

AMERICAN RED CROSS ANNOUNCES NATIONAL BLOOD CRISIS

Senator Brad Hoylman ✔
@bradhoylman

It's the worst blood shortage in years but I still can't donate blood because I'm a proud & out gay man? Disgusting.

The best time for the FDA to have lifted their homophobic ban on LGTBQ+ donations was a decade ago. The 2nd best time would be now.

amp.cnn.com
Blood donations are critically needed as Red Cross...
Covid-19, the flu and weather-related incidents are some of the factors contributing to the American ...

10:40 AM · Jan 13, 2022   ⓘ

♡ 108   ⬭ Reply   ⬆ Share this Tweet

Read 6 replies

Demographics by Profession Insights:

We chose to analyze the demographics here because of the interest in what professions were sharing their opinions and in what ways. For accounts that are considered to be 'Artist', it should be noted and taken into account that they are the highest engaging type of profiles on this theme of conversation.

Top Items:
Hashtags: #redcross , #blood , #giveblood , #donateblood , #NationalBloodDonorMonth
Mentions: @redcross, @carikelemen, @cbsnews, @airuhgo, @senmarkkelly

URLs:
www.redcrossblood.org (7700 volume)
https://www.redcrossblood.org/ (1821 volume)
www.cbsnews.com (1805 volume)

Theme:

DONATION

Coming in second with the amount of engagement that this theme brought to the American Red Cross organization, 'Donation' was more successful with the type of sentiment around the conversation. It should be noticed that online users do seem to have a tendency to share when they have donated and align it with positivity because of their good deed
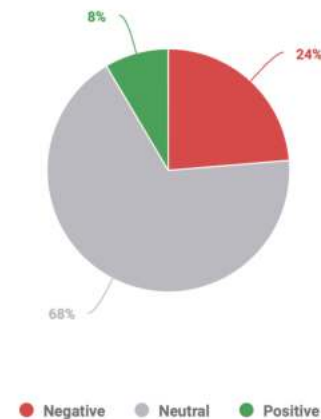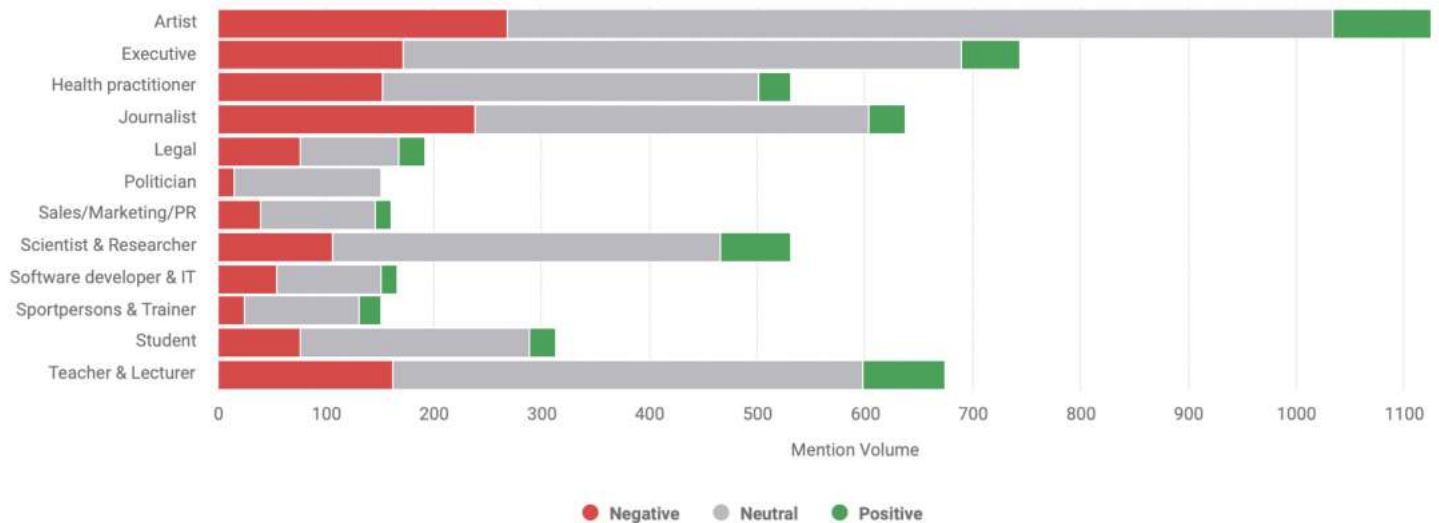
N=36.21K

total # of Twitter posts

13.8%

total number of posts

Sentiment

8% 24% 68%

● Negative   ● Neutral   ● Positive

12 News
@12News

One group of donors still faces major hurdles in being allowed to donate their blood, even amidst the Red Cross's first-ever national blood crisis.

12news.com
Does the Red Cross allow gay and bisexual men to give blood amid th...
The Red Cross must follow FDA guidance, which has seen multiple recent changes in blood donation policy for men who have sex with ...

2:15 PM · Jan 13, 2022

♡ 4   ○ Reply   ⬆ Share this Tweet

Explore what's happening on Twitter

news.com.au
@newscomauHQ

An Adelaide man who's donated blood that's given to pregnant women has celebrated his 200th donation in an 'impressive' way.

news.com.au
Blood donor cyclist's 'impressive' tribute
An avid cyclist has left an "impressive" tribute after he made his 200th anti-D donation to the Australia...

3:40 AM · Dec 27, 2021

♡ 24   ○ Reply   ⬆ Share this Tweet

Read 2 replies

Demographics by Profession Insights:

The top mentioning professionals in this case again seems to be online users in the entertainment industry, labeled as 'Artists' on Brand Watch. A lot of the negative and neutral sentiment behind their posts come from controversial comments about American Red Cross' lack to be inclusive to the LGBTQ+ community.

Top Items
Hashtags: #redcross,#besafeoutthere, #noradtrackssanta, #charity, #blooddonation
Mentions:@redcross,@cbsnews,@senmarkkelly, @matthewfoldi, @gulfkanawut

URLs:
https://www.redcrossblood.org/ (732 volume)
https://www.cbsnews.com/news/red-cross-blood-crises-united-states-covid-19/ (703 volume)
https://www.redcross.org/ (453 volume)

Theme:

DISASTER

In regards to American Red Cross' handling of disasters, the online conversation has stayed mostly neutral as it, for the most part, is just announcements. Although, there is a higher percentage than we would like, especially in comparison to the low amount of positive sentiment, for the amount of negative comments about how the organization has handled disaster.
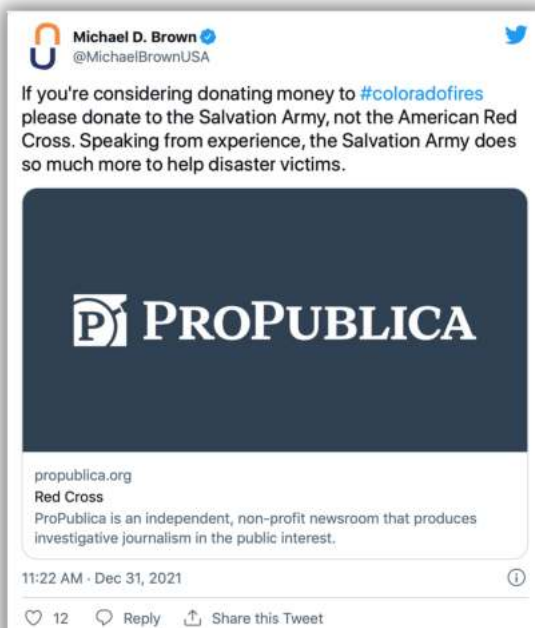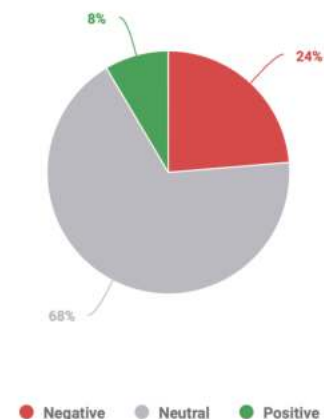
N=14.47K
total # of Twitter posts

5.8%
total number of posts

Sentiment

8%
24%
68%

● Negative   ● Neutral   ● Positive

Michael D. Brown
@MichaelBrownUSA

If you're considering donating money to #coloradofires please donate to the Salvation Army, not the American Red Cross. Speaking from experience, the Salvation Army does so much more to help disaster victims.

PROPUBLICA

propublica.org
Red Cross
ProPublica is an independent, non-profit newsroom that produces investigative journalism in the public interest.

11:22 AM · Dec 31, 2021

♡ 12   ○ Reply   ↑ Share this Tweet

WWE
@WWE

WWE is supporting the @RedCross and their relief efforts for those tragically impacted by tornadoes in the Southern Midwest. Please join WWE and support American Red Cross. Text TORNADO to 90999 to help people affected by tornadoes in the South and Midwest.

Watch on Twitter

10:05 AM · Dec 22, 2021

♡ 408   ○ Reply   ↑ Share this Tweet

Read 2 replies

Demographics by Profession Insights:

You can again find that artists, journalists, and executives are the top performing professionals for talks about disaster. This, though, does make sense since these are the types of profiles to share important announcements about people and situations in need.

Top Items
Hashtags: #bcflood, #redcross, #tornadoes, #kentuckyunited, #fiji
Mentions: @redcross, @ukathletics, @lex18news

URLs:
https://donate.redcross.ca/page/94172/donate/1?locale=en-CA&utm_source=twitter&utm_medium=social&utm_campaign=NO-BCFloods (388)
https://www.redcross.org/get-help/disaster-relief-and-recovery-services/find-an-open-shelter.html (336)
https://www.redcross.org (302)

Theme:

SUPPORT

Understandably, the majority of the sentiment found around support was neutral. The conversation did have some, but not much, negative opinions about AMRC's lack of support towards the LGBTQ+ community. Overall, it mostly consisted of announcement-type posts and commentary.
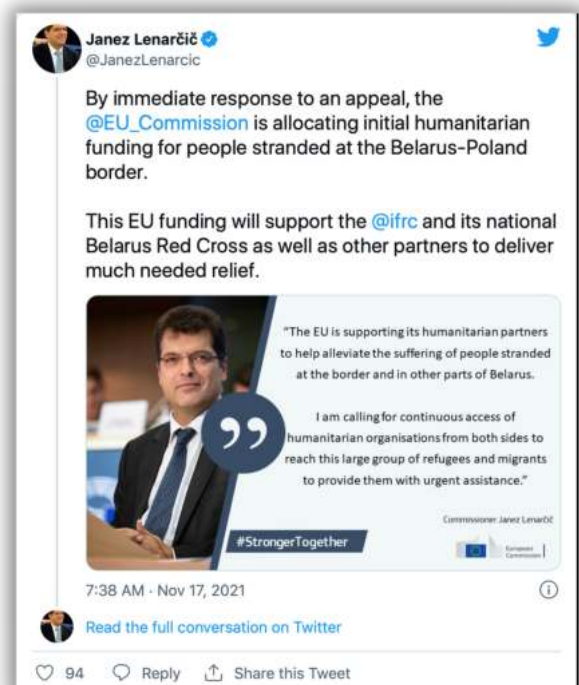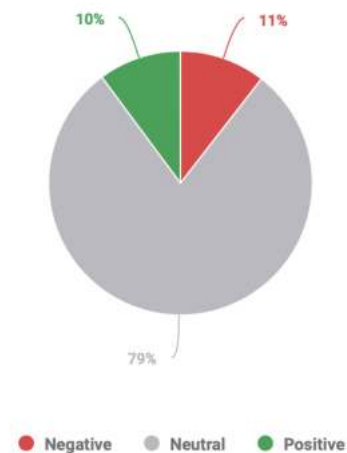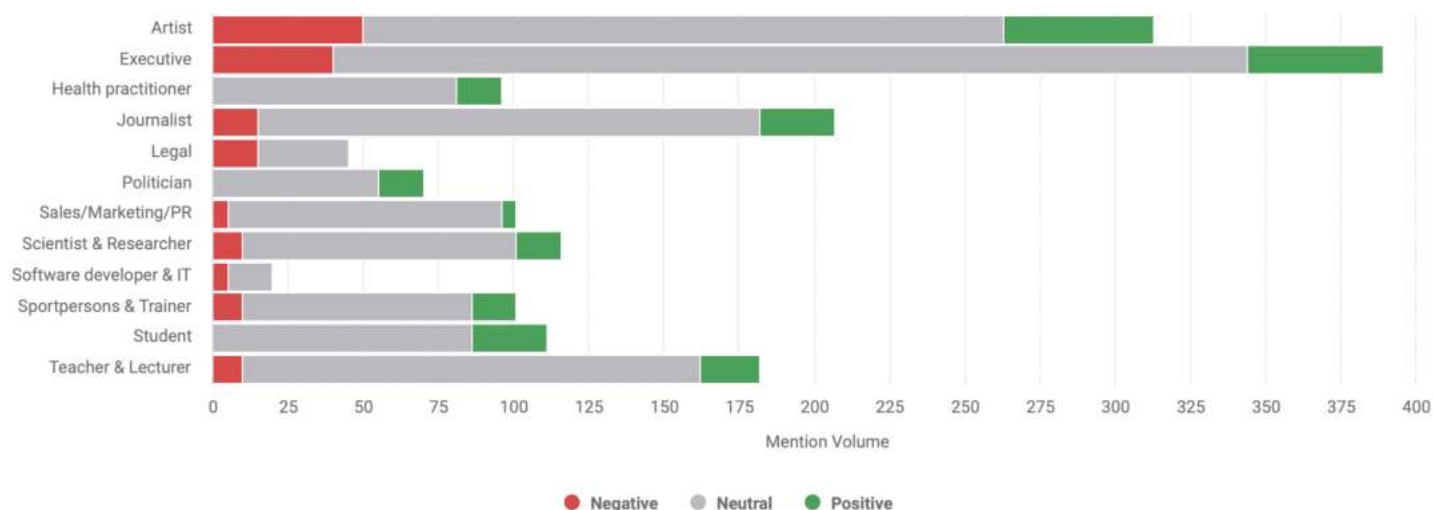
N=16.53K
total # of Twitter posts

6.3%
total number of posts

Sentiment

10%   11%

79%

● Negative   ● Neutral   ● Positive

IFRC
@ifrc

For your passion.

For your dedication.

For your support. ❤️

Thank you to all Red Cross and Red Crescent volunteers and staff for changing the lives of the millions of people who need care and assistance around the 🌍.

Our year in pictures 👉 adobe.ly/3pEt8Qg

8:38 AM · Dec 30, 2021

Janez Lenarčič
@JanezLenarcic

By immediate response to an appeal, the @EU_Commission is allocating initial humanitarian funding for people stranded at the Belarus-Poland border.

This EU funding will support the @ifrc and its national Belarus Red Cross as well as other partners to deliver much needed relief.

"The EU is supporting its humanitarian partners to help alleviate the suffering of people stranded at the border and in other parts of Belarus.

I am calling for continuous access of humanitarian organisations from both sides to reach this large group of refugees and migrants to provide them with urgent assistance."

Commissioner Janez Lenarčič

#StrongerTogether

7:38 AM · Nov 17, 2021

Read the full conversation on Twitter

♡ 94   💬 Reply   ⬆️ Share this Tweet

Negative · Neutral · Positive

Demographics by Profession Insights:

As is becoming a theme within itself, a neutral tone was for the most part taken on in 'support' discussions online. They mostly are announcements and link with a pretty even amount of negative and positive to balance out the data.

Integration Nightmares
@bad_immigrant

Do not donate to #Belarus Red Cross. Organization is systematically using funds to support police and prison guards! #redcross #CORRUPTION

6:27 AM · Dec 27, 2021

Read the full conversation on Twitter

♡ 19   Reply   Share this Tweet

Read 1 reply

Top Items:
Hashtags: #redcross , #tornadoes , #1strabbitmemory
Mentions: @recross , @ifrc , @thebeaverton, @wfp

URLs:
www.redcross.org (1077 volume)
www.thebeaverton.com (382 volume)
https://twitter.com/home (138 volume)

Social Network Analysis #1

Top Posts by Engagements
Which tweets were the most successful? Identify themes across the most engaging content, and replicate it!

	TWEET CAPTION
The Geneva Conventions protect children.	During armed conflict, children are some of the most vulnerable. The #GenevaConventions includes special protections for them that all sides must follow. 🏺 (1/2) 🏷 Tag this post
	👋 Meet Nick Kaliss! 👋 He's a Service to Armed Forces volunteer at @wrbethesda who helps with patient records, cleaning bedsheets and assisting patients with simple tasks. Volunteers like him provide comfort and support to… 🏷 Tag this post
🔗	"I want to change the policy and be allowed to give blood and help my community." Daniel is a participant in the #ADVANCEStudy which could lead to changes in blood donor eligibility for gay and bisexual men. Tap to learn more:… 🏷 Tag this post
🔗	🍽 They must be given age-appropriate access to food. 📕 Steps must be taken to facilitate their continued access to education. ❌ Children cannot be recruited into the armed forces. Learn more about the rules of war from the @ICRC:… 🏷 Tag this post
T	@Marie_Onyx @ICRC does not ever help organize or carry out forced evacuations. It works w/ parties in conflict to solidify agreements to help people safely flee violence. People flee in many directions, including Russia, but it does not… 🏷 Tag this post
🖼	@gaurav_raos Hi Gaurav, We're sorry you've been unable to find a donation appointment at a convenient time. If the ZIP code that you entered on https://t.co/LcckMnXoRw doesn't have open slots that work for you, please visit… 🏷 Tag this post

Through Keyhole, the new social media analytics tool we learned, we were able to identify the top Twitter posts by engagements. Most of these conversations had a negative sentiment which doesn't portray the best image for Red Cross, considering these tweets were engaged with the most. This helped us identify the recommendations for Red Cross to stay away from controversial topics and drive a positive sentiment and emotion via their Twitter.

Social Network Analysis #2

Source distribution

Neutral ▮ Negative ▮ Positive

News
Twitter
Reddit
Quora

0   1K   2K   3K   4K   5K   6K   7K

Mentions
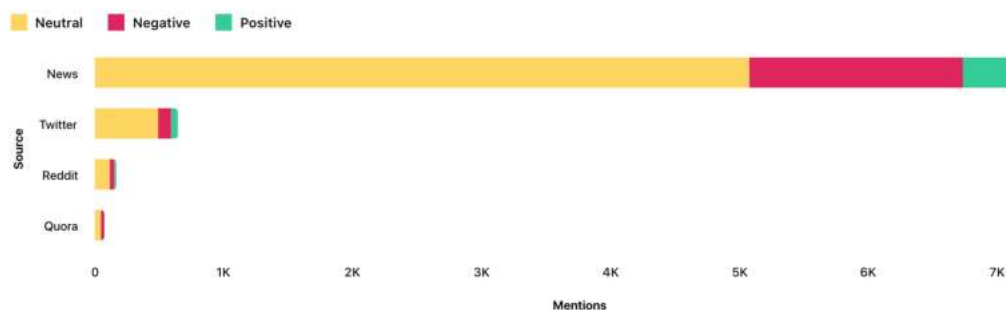
Media coverage: Top tier publications *i* See all >

Publication Name	News Articles	≡↓
metabase.moreover.com	846	
newsbreak.com	170	
news.leportale.com	104	
Yahoo News	34	
MSN	33	

Media coverage: Top emerging publications *i* See all >

Publication Name	News Articles	≡↓
newsbreak.com	170	
news.leportale.com	104	
Yahoo News	34	
MSN	33	
dailyadvent.com	22	

Media coverage trend *i*

2.2K
2K
1.8K
1.6K
1.4K
1.2K
1K
800
600
400

30 Apr   01 May   02 May   03 May   04 May   05 May   06 May

Date
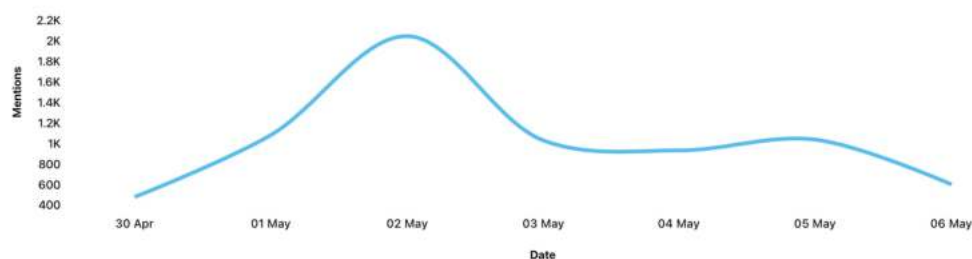
Through the use of another social media analytics tool, Sprinklr, we were able to see some really interesting earned data that we had not been exposed to yet. Sprinklr gave us the ability to research and interact with earned media through the News industry. We did not consider this data through Brandwatch and it opened our eyes to how much coverage it gives the American Red Cross. As you can see by the graphs, we were able to look at news media sentiment, coverage trends, and what publications are the most useful to the organization.

Comparable Organizations Breakdown

The following organizations are what we considered to be comparable to the American Red Cross Association and their line of work:

- **Federal Emergency Management Agency**
- **MSF/Doctors Without Borders**
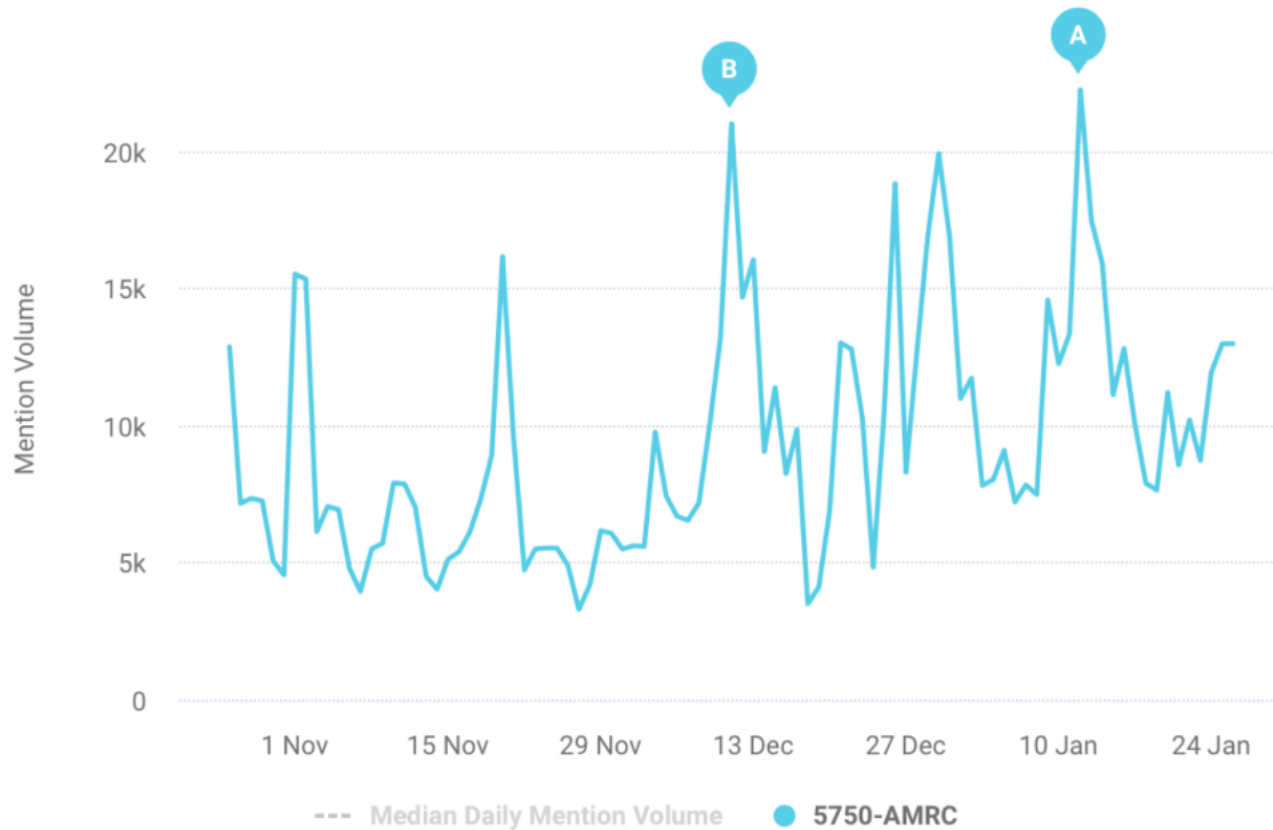- **United Nations Children's Fund**

Share of Voice

Comparison of Volume (# of posts) by Organization

FEMA
19.4%

MSF
3.3%
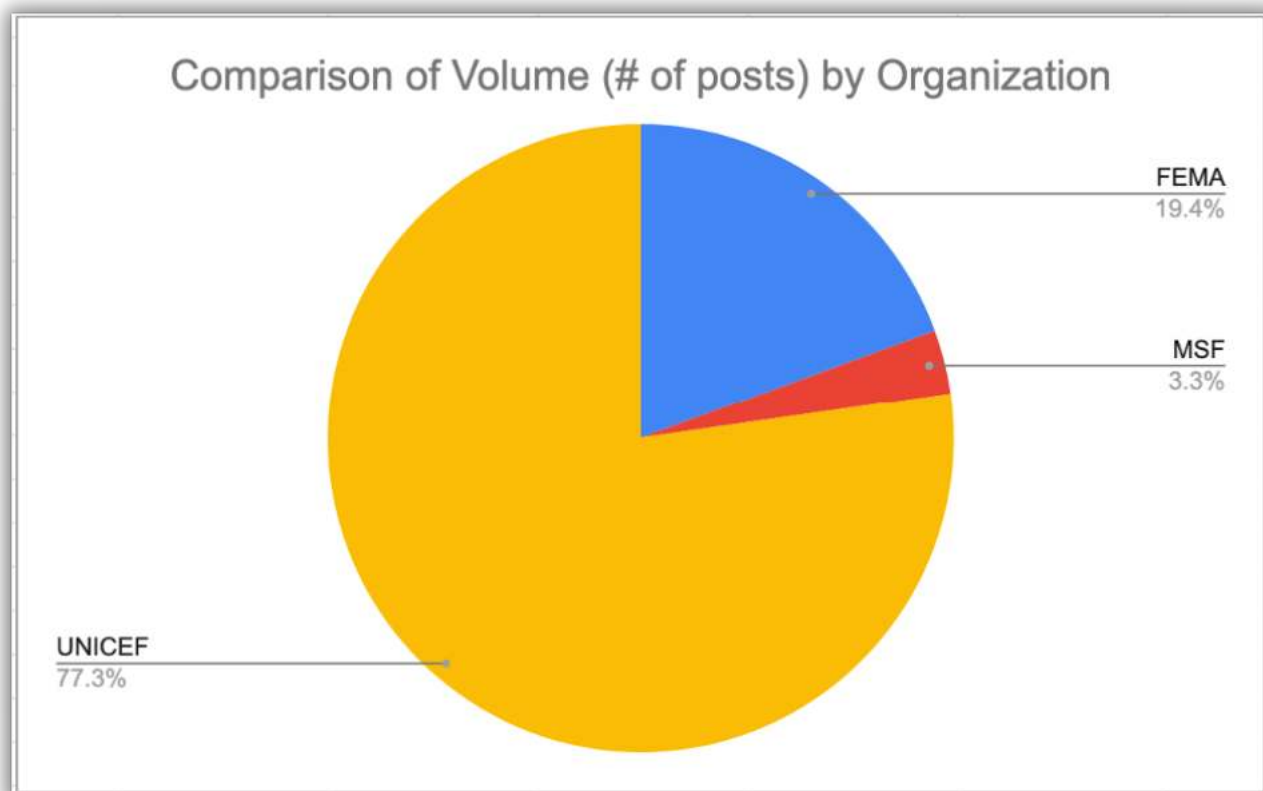
UNICEF
77.3%

Description:

The three comparable organizations to Red Cross that we chose to analyze are UNICEF, MSF, and FEMA. It is obvious that UNICEF has the most amount of # of posts, in volume, compared to the other organizations, MSF and FEMA. This shows that MSF and FEMA don't use their social media platforms as much as UNICEF does. MSF seems to be slacking in their posts, considering that their % of volume is only 3.3%.
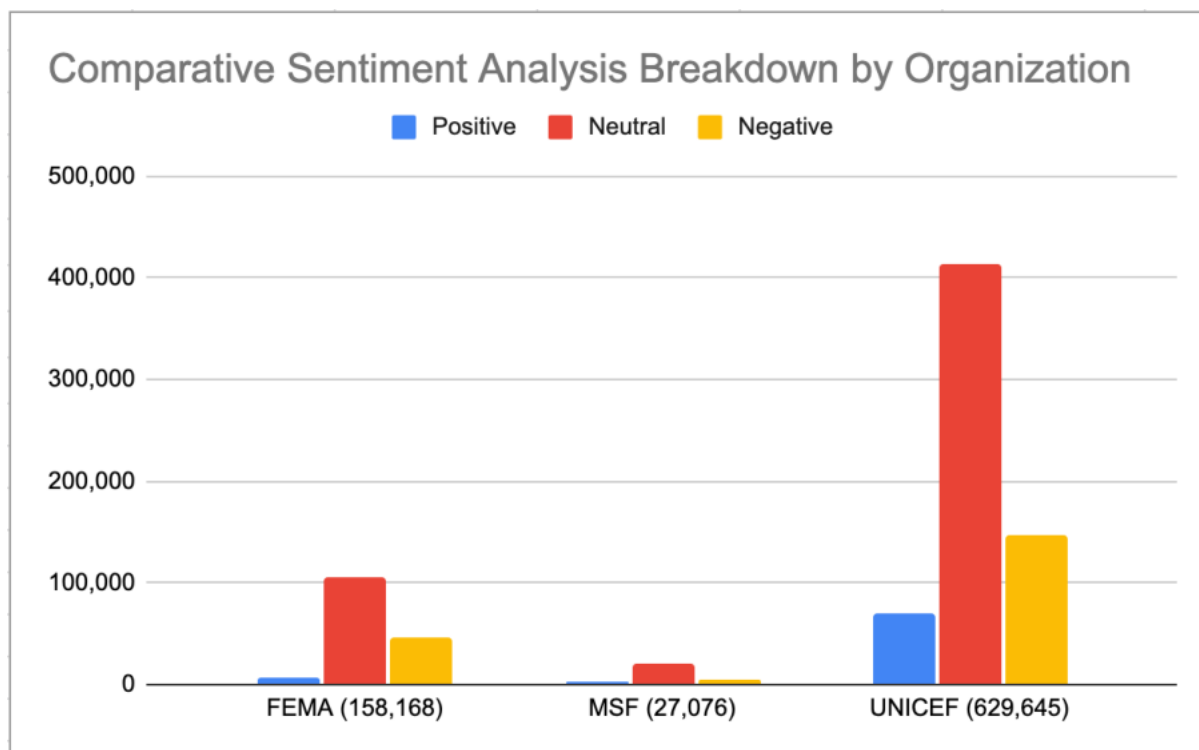
Spike Analysis

Mention Volume

20k
15k
10k
5k
0

1 Nov   15 Nov   29 Nov   13 Dec   27 Dec   10 Jan   24 Jan

--- Median Daily Mention Volume   ● 5750-AMRC

A This spike in volume was 159% higher than usual, driven by 10,339 mentions of #childrenoftigray. A link tweeted by UNICEF relating to the poverty of children in Tigray, Ethiopia was responsible for 1,395 mentions.

B This spike in volume was 152% higher than usual, driven by a tweet relating to relief for Kentucky. Nearly 6,000 mentions using #unicef75 and #foreverychild where also responsible for this spike.

Comparative Sentiment Analysis

Comparative Sentiment Analysis Breakdown by Organization

Positive ■ Neutral ■ Negative

FEMA (158,168)　MSF (27,076)　UNICEF (629,645)

Description:

Much as the sentiment data from Red Cross, the sentiment analysis breakdown within the comparable organizations show that the "neutral" sentiment related impressions are the highest. It makes sense that UNICEF has the highest amount of sentiment analysis, considering that their share of voice data % was the highest compared to the other two organizations, FEMA and MSF. Based on this graph as well as the one from the previous page, it is obvious that MSF should increase their social engagement overall.

APPENDIX

Appendix

Theme Data Query

Boolean: ("volunteer" OR #volunteer OR "volunteering" OR #volunteering OR "volunteers" OR "support" OR #support OR "helpers" OR #helping OR "community service" OR #communityservice)
AND
("blood" OR #blood OR "donation" OR "blood donation" OR #blooddrive OR "blood drive" OR "donate" OR #donate OR #blooddonation)

Organization Data Query:
@RedCross OR "American Red Cross" OR "Red Cross" OR #redcross OR #americanredcross

Theme Data Queries:
Blood: "Blood" OR "#blooddrive" OR "blood drive"
Donation: "Donation" OR "#donation" OR "donate"
Disaster: "disaster" OR "#disaster" OR "tornado"
Support: "support" OR "#support" OR

Competition Data Queries:
@fema OR "FEMA" OR "Federal Emergency Management Agency" OR #FEMA OR @MSF_USA OR "Doctors without Borders" OR #doctorswithoutborders OR @UNICEF OR #ForEveryChild OR "UNICEF"