

Spring 2022

# MAKE-A-WISH FOUNDATION

ADPR 5750 Social Media  
Analytics



**SEE > Suite**

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

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A decorative graphic consisting of a blue swoosh that curves over the letter 'A' in the 'Make-A-Wish' logo, with a small star at the end of the swoosh.

**Make-A-Wish<sup>®</sup>**  
**Executive Summary**

# Make-A-Wish<sup>®</sup>

# Executive Summary

The Make-A-Wish Foundation is a national nonprofit that grants wishes to children with critical illnesses.

In this report, we have predominantly used the consumer research software BrandWatch to monitor the owned and owned data of the Make-A-Wish Foundation and its competitors across all social media platforms. Additionally, we have utilized two new social media tools: Keyhole and Sprinklr to analyze data as well. We have collected data from November 16th, 2021 through February 16th, 2022 and have analyzed over 515,564 posts. Due to limitations with the BrandWatch software we were unable to obtain much significant data for platforms such as Facebook and Instagram.

Through careful analysis of Make-A-Wish's social media accounts and the social media accounts of similar competitors within the sector, our report identifies issues that the organization has encountered online along with recommendations for Make-A-Wish to consider implementing. These recommendations are based in key analytic insights found when examining Make-A-Wish's social media presence. The main research questions we are looking to explore are: Which post types generate the most engagement? What are the Make-A-Wish Competitors doing that Make-A-Wish needs to implement? How can we facilitate a more positive environment in the conversation surrounding Make-A-Wish? Our Key Performance Indicators will be Awareness (reach, impressions), Engagement (number of active followers, likes and shares, comments, mentions, retweets, hyperlink clicks), Audience Growth (fans, followers, etc.)

## Statement of Business Problems

1

Make-A-Wish has very little diversified media content. The media content with the most engagement is posted the least frequently

2

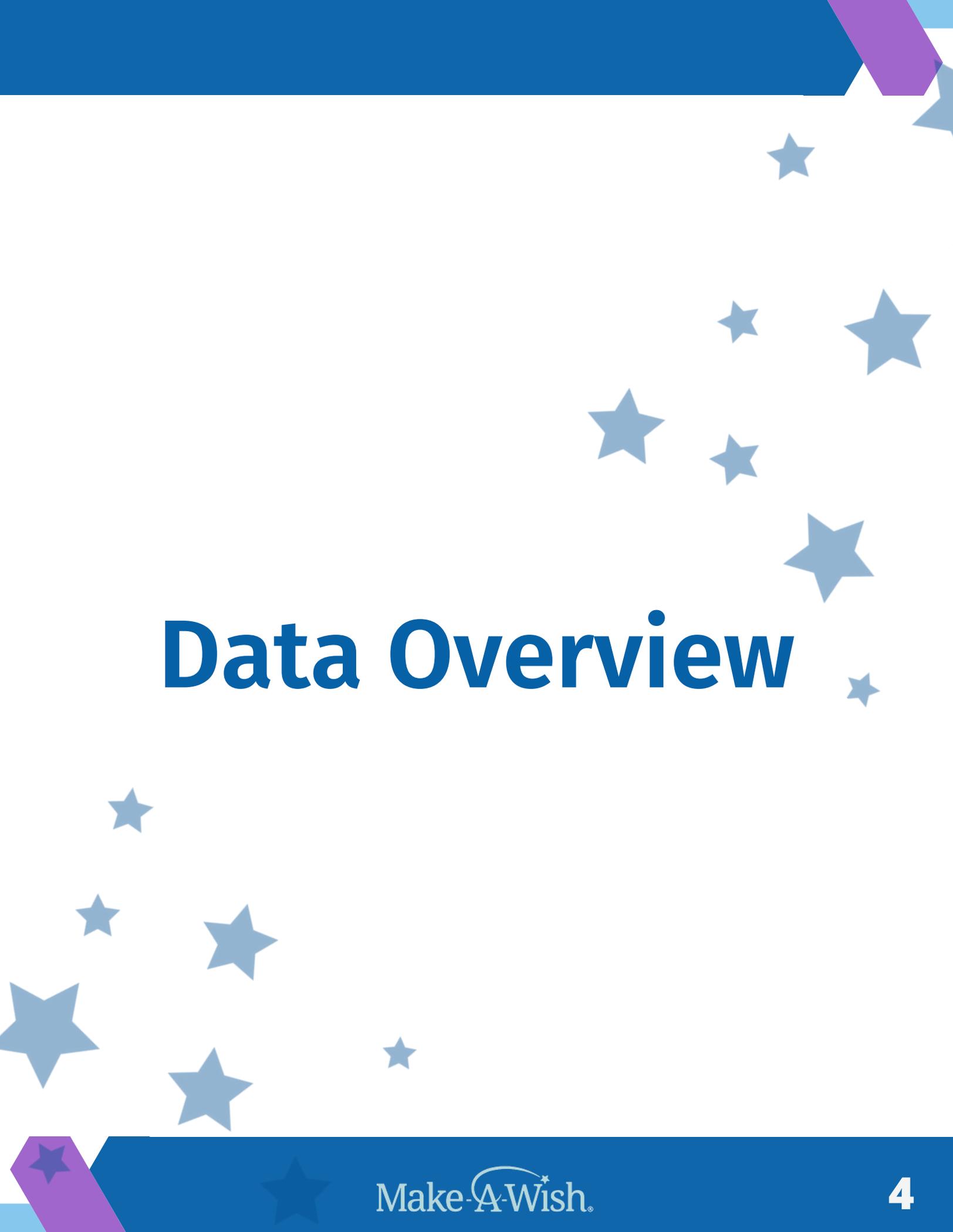
Make-A-Wish very rarely interacts with other accounts. This prevents them from remaining relevant in the conversation and causes them to fall behind competitors

3

Make-A-Wish has had issues with a negative connotation being associated with "wish kids" they need to flip the narrative and provide a positive space on testimonial posts

4

Make-A-Wish has had issues with a negative connotation being associated with "wish kids" they need to flip the narrative and provide a positive space on testimonial posts

The page features a white background with scattered light blue stars of various sizes. At the top and bottom, there are dark blue horizontal bars. On the right side of the top bar, a purple shape points towards the center. On the left side of the bottom bar, a purple shape points towards the center. The main title 'Data Overview' is centered in a large, bold, blue font.

# Data Overview

# Data Collected Through



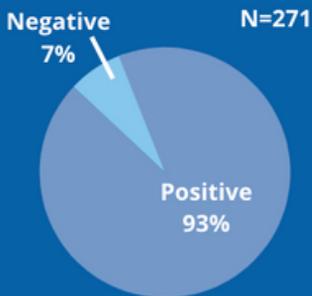
# Brandwatch

## Owned Data

## Earned Org Data

The graph to the write breaks down the owned organization data based on simple sentiment. It is important to note that 53 tweets are excluded from this graph based on the neutral sentiment. Including the neutral tweets, N=324. However, for our graph purposes N=271. There were 253 tweets with positive sentiment and 18 tweets with negative sentiment. Tweets with positive sentiment dominated the conversation voicing praise and support for the Make-A-Wish Foundation. The negative conversation was focused on **NEED**

EXAMPLES



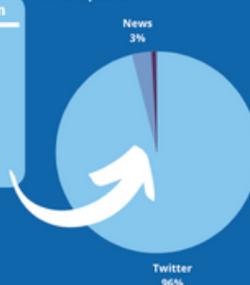
The breakdown by platform solely focuses on Twitter based on privacy limitations and a lack of content for platforms such as Facebook, Instagram and Reddit.

### Gender Breakdown



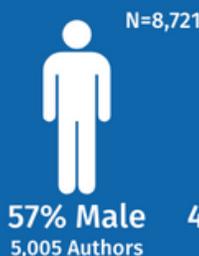
**Breakdown by Platform**  
 Twitter n=19107, 96%  
 News n=875, 4%  
 Tumblr n=15, <1%  
 Blogs n=14, <1%  
 Forums n=8, <1%  
 Instagram n=7, <1%  
 Reddit n=2, <1%

N=20,028

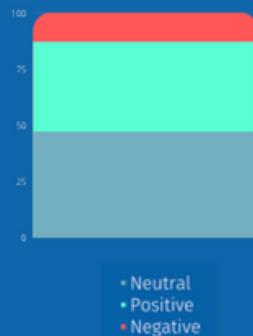


**TOTAL # OF POSTS:**  
20,028

### Gender Breakdown



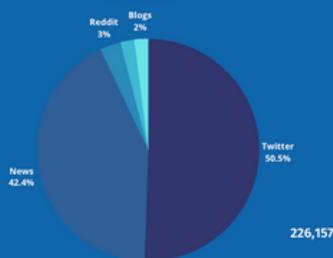
### Simple Sentiment



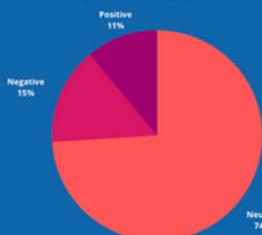
## Earned Topic Data

## Earned Comp. Data

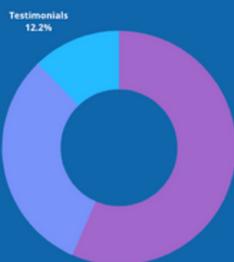
### Volume of Topic Conversation by Platform



### Sentiment Breakdown of Topic Conversation



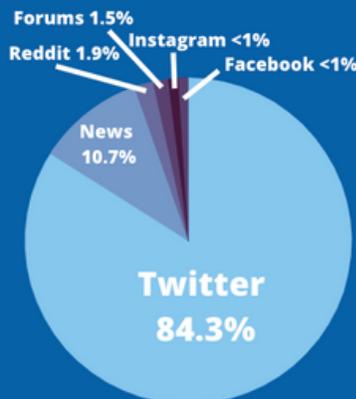
### Topic Conversation Breakdown by Theme



**TOTAL # OF POSTS:**  
226,157

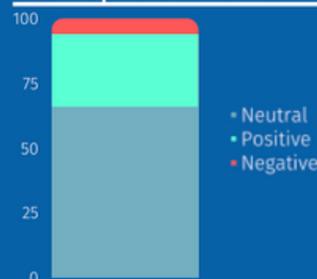


### Breakdown by Platform



**TOTAL # OF POSTS:**  
275,747

### Simple Sentiment





# Make-A-Wish<sup>®</sup>

## Recommendations

# Recommendations

## ★ What To Do?

Make-A-Wish should create and implement more brand-specific hashtags to better target and isolate conversations about their organization.

## How To Do It? ★

Make-A-Wish launches a campaign and/or event with redefined hashtags. These new hashtags should not be applicable to unrelated media buzz or easily applied to other contexts. For instance, the current Make-A-Wish holiday hashtags are successful in gathering data pertaining to the foundation only.

Make-A-Wish can consider these new potential hashtags: #MAWF (Make-A-Wish Foundation), #MAWWG (Make-A-Wish, Wish Granted).

## Why?

Many of the themes and hashtags that Make-A-Wish uses are general phrases such as #11:11, #makeawish, etc. We saw a lot of this overlap in data happen on days such as 02/02/22 where people were tweeting “Make A Wish” pertaining to the repeating date. While this is useful in some cases, and we even include a recommendation on page 15 building on the concept, we believe the foundation needs a vehicle for their voice among all the noise. It is hard to monitor the conversations when there are thousands of people using the same hashtags for unrelated content. Please see the full spike analysis on page 28.

# Recommendations

## ★ What To Do?

We Recommend that Make-A-Wish balances out their type of media content to display a more even distributions

## How To Do It? ★

On posts that would otherwise contain no media, Make-A-Wish should include GIFs to increase engagement among viewers. Additionally, the organization should incorporate GIFs on tweets with Holiday-themed hashtags.

## Why?

When analyzing the retweets by media content data, the two highest average retweets categories are gifs and videos. The amount of tweets that include gifs and videos account for less than 15% of all tweets. The media content category that is the most popular is "wish kid" content (N=207) which has a mediocre average retweet count. We recommend that Make-A-Wish diversifies their media content, which will in turn, increase engagement. Please see page 20 for the full analysis.

# Recommendations

## ★ What To Do?

We recommend that the Make-A-Wish foundation should involve celebrities more within their posts while ultimately being cost-efficient through not having to obtain the celebrity again.

## How To Do It? ★

The Make-A-Wish foundation should repost past tweets with celebrities to increase viewer engagement. In light of the high level of engagement of the previous celebrity-focused posts, the organization would do well to capitalize on these types of tweets during recurring events throughout the year.

## Why?

The use of past posts from celebrities will increase engagement rather than going through the hassle of acquiring the celebrity. According to average retweets by theme data, tweets about celebrities are likely to have about 5x as many retweets than any other category. Additionally, celebrities have the highest number of retweets among all subcategories of mention types (N=51). Furthermore, tweets about celebrities only account for 3% of all tweets. Please see page 20 for the full analysis.

# Recommendations

## ★ What To Do?

We recommend that Make-A-Wish engages in conversations relevant to their cause and mission even if it is not directly related to their foundation

## How To Do It? ★

Make-A-Wish should like, comment, reply, and retweet other account's posts so they can garner more social media activity across all platforms. This will allow Make-A-Wish to stay relevant in the conversation. Additionally, it will engage the current audience as well as tap into a new audience that shares the same interests.

## Why?

The biggest competitor of Make-A-Wish is currently St. Jude's hospital. They have more followers, mentions, and overall engagement consistently across several platforms. The St. Jude's social media engage with other accounts regularly despite the conversation being indirectly related to their nonprofit. Please see page 43 for statistics. The spike analysis on page 46 demonstrates that St. Jude's dominates the conversation across all three competitors as far as engagement

# Recommendations

## ★ What To Do?

We recommend that Make-A-Wish lean into their second highest platform and take advantage of their high mention volume on sites like Wikipedia and other various news outlets.

## How To Do It? ★

We recommend Make-A-Wish start adding to sites like Wikipedia and correcting their page by editing it, and perhaps even linking to it on Twitter to boost their SEO

## Why?

Make-A-Wish is popular on twitter, but lacks when that number is compared to their other highest platforms, News and Reddit. Linking posts from other sites to Twitter and vice-versa will increase engagement. Please see the graph on page 30 to see the supporting data for evidence.

# Recommendations

## ★ What To Do?

We recommend Make-A-Wish get more involved in international conversations.

## How To Do It? ★

The Make-A-Wish foundation should capitalize on foreign users and influencers tweeting about childhood cancer by engaging with their posts.

## Why?

When Pakistani cricketeer, Babar Azam, tweeted about #ChildhoodCancerDay, he created a spike that reached a mention volume of 7,874. There are 619 tweets from South Africa, 771 from Pakistan, and 1,955 from India. Had Make-A-Wish retweeted or tagged him in a tweet of their own, their own accounts engagement would have spiked as well. Please see the topic data spike analysis on page 35 for full analysis.

# Recommendations

## ★ What To Do?

We recommend that Make-A-Wish should insert more URLs throughout their tweets to increase engagement and awareness among viewers.

## How To Do It? ★

When posting tweets that involve the Make-A-Wish foundation website or any call to action, Make-A-Wish should increase the amount of URLs among those tweets. Additionally, it is proven through data that posts with URLs receive almost double the amount of engagement than those that don't include a URL.

## Why?

It is shown in the data for average retweets by URL content that tweets centered around the organization's website (N=30) received an average of 20.43 retweets per post. In comparison, tweets without URLs (N=153) received an average of 10 retweets per post. The Make-A-Wish foundation can achieve a great deal of engagement and awareness if they include more URLs in their tweets. Please see page 23 for the full analysis.

# Recommendations

## ★ What To Do?

Make-A-Wish can and should capitalize on the popularity from the social buzz around repeating numbers in the date and time, such as “11:11” or 2/2/22, through a focused campaign.

## How To Do It? ★

The Make-A-Wish Foundation should launch a campaign centered around 11:11 → “Make A Wish.”

## Why?

As previously stated on page 8, several of Make-A-Wish’s identifiable hashtags and themes are general phrases and symbols like #makeawish. During data analysis, we saw evidence of this overlap happening a handful of times; one of the most polarized spikes falling on 02/02/22. Please see the spike analysis of organization data on page 28.

# Recommendations

## ★ What To Do?

We recommend that Make-A-Wish get more interactive with users, so in turn they produce more regular twitter users tweeting about the brand.

## How To Do It? ★

The Make-A-Wish foundation should become actively involved in trends and popular topic conversations so that the general public has something to engage with.

## Why?

When looking at the influencer data on Brandwatch, we noticed that majority of the accounts listed are either established brands Make-A-Wish already partners with, like Macy's, or branches of the foundation itself. We hope that by increasing conversation engagement, more individuals will talk about Make-A-Wish. See page 27 for a closer look.

# Recommendations

## ★ What To Do?

We recommend Make-A-Wish show off more of their large wishes, like the Super Bowl.

## How To Do It? ★

The Make-A-Wish foundation should include a digital "memory book" by posting and tagging photos of large wishes coming true.

## Why?

The use of emotion in media drives up positive sentiment extensively. We noticed that although many commented on the fact that some wish kids were at the Super Bowl, the foundation itself didn't make a big statement displaying the excitement and dream come true the children experienced. We believe the general public would respond well to a pathos approach when sharing granted wishes. See spike analysis on page 28 for more details.

The page features a white background with a pattern of light blue stars of various sizes scattered across it. At the top and bottom, there are dark blue horizontal bars. In the top right and bottom left corners, there are purple and blue geometric shapes that resemble stylized chevrons or arrows pointing towards the center.

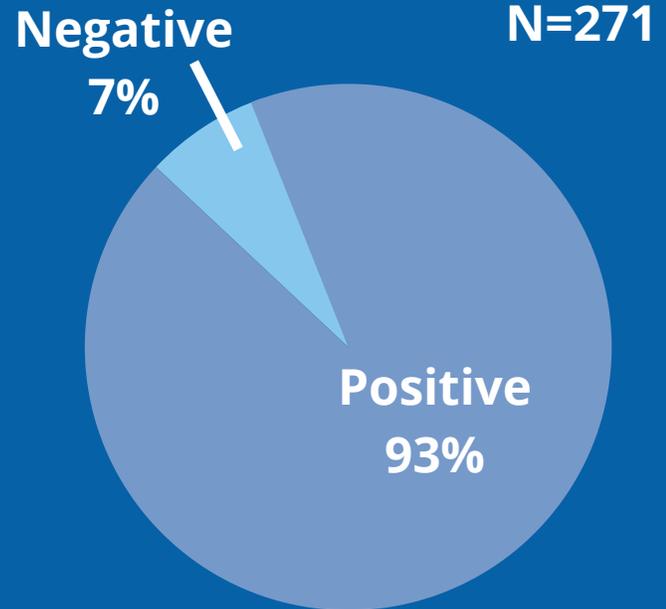
# Owned Data Insights

# Owned Data Overview

Data Collected via BrandWatch from  
February 21, 2021-January 26, 2022

The graph to the write breaks down the owned organization data based on simple sentiment. It is important to note that 53 tweets are excluded from this graph based on the neutral sentiment. Including the neutral tweets, N=324. However, for our graph purposes N=271. There were 253 tweets with positive sentiment and 18 tweets with negative sentiment. Tweets with positive sentiment dominated the conversation voicing praise and support for the Make-A-Wish Foundation. The negative conversation was focused on **NEED**

**EXAMPLES**



The breakdown by platform solely focuses on Twitter based on privacy limitations and a lack of content for platforms such as Facebook, Instagram and Reddit.

## Gender Breakdown

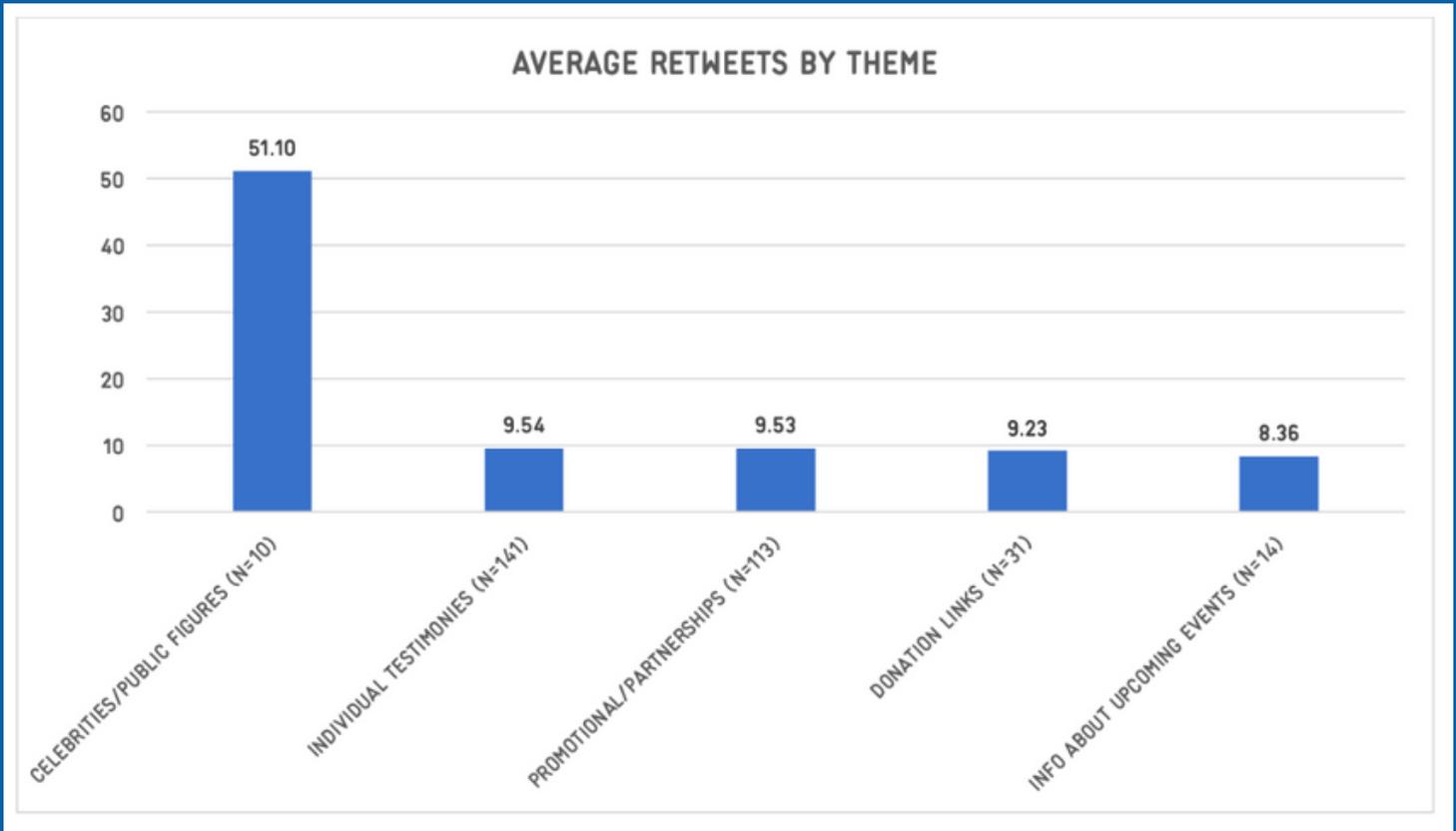


**60% Male**  
N=194



**40% Female**  
N=130

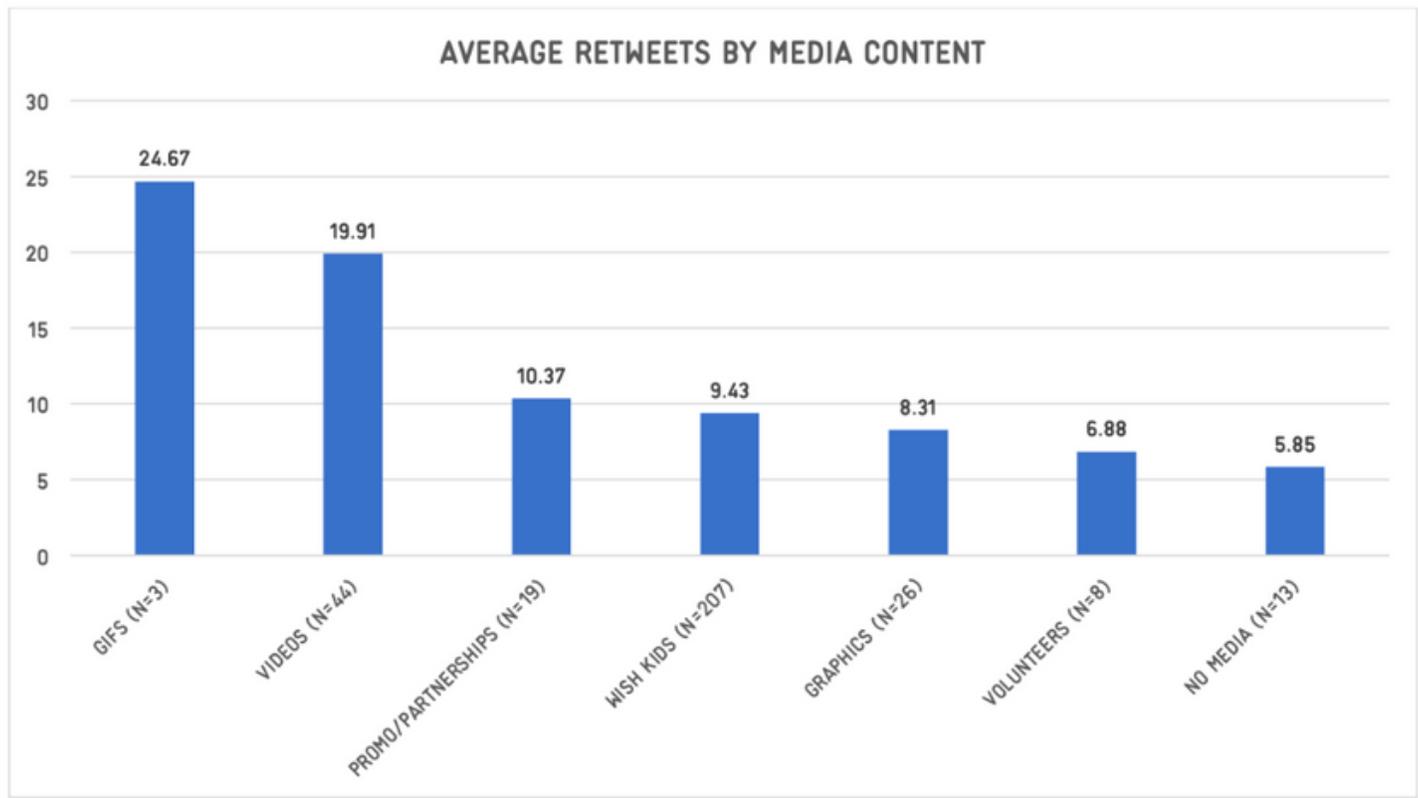
# Average Retweets By Theme



| CATEGORY (N=309)                  | AVERAGE OF TWITTER RETWEETS |
|-----------------------------------|-----------------------------|
| CELEBRITIES/PUBLIC FIGURES (N=10) | 51.10                       |
| INDIVIDUAL TESTIMONIES (N=141)    | 9.54                        |
| PROMOTIONAL/PARTNERSHIPS (N=113)  | 9.53                        |
| DONATION LINKS (N=31)             | 9.23                        |
| INFO ABOUT UPCOMING EVENTS (N=14) | 8.36                        |
| GRAND TOTAL                       | 10.80                       |

Out of the theme data sample, (N=309), the few tweets about Celebrities and Public figures (N=10) received an average of 51 retweets, which was undeniably the leader in retweets for themes. Comparatively, other themes that were chosen had a substantially higher number of tweets but did not receive many retweets. For example, Individual Testimonies (N=141) and Promotional/Partnerships (N=113) only average around 9 retweets per post. This is likely due to the fact that the person involved with the tweet shared the post themselves, putting the tweet directly in front of a new/larger audience.

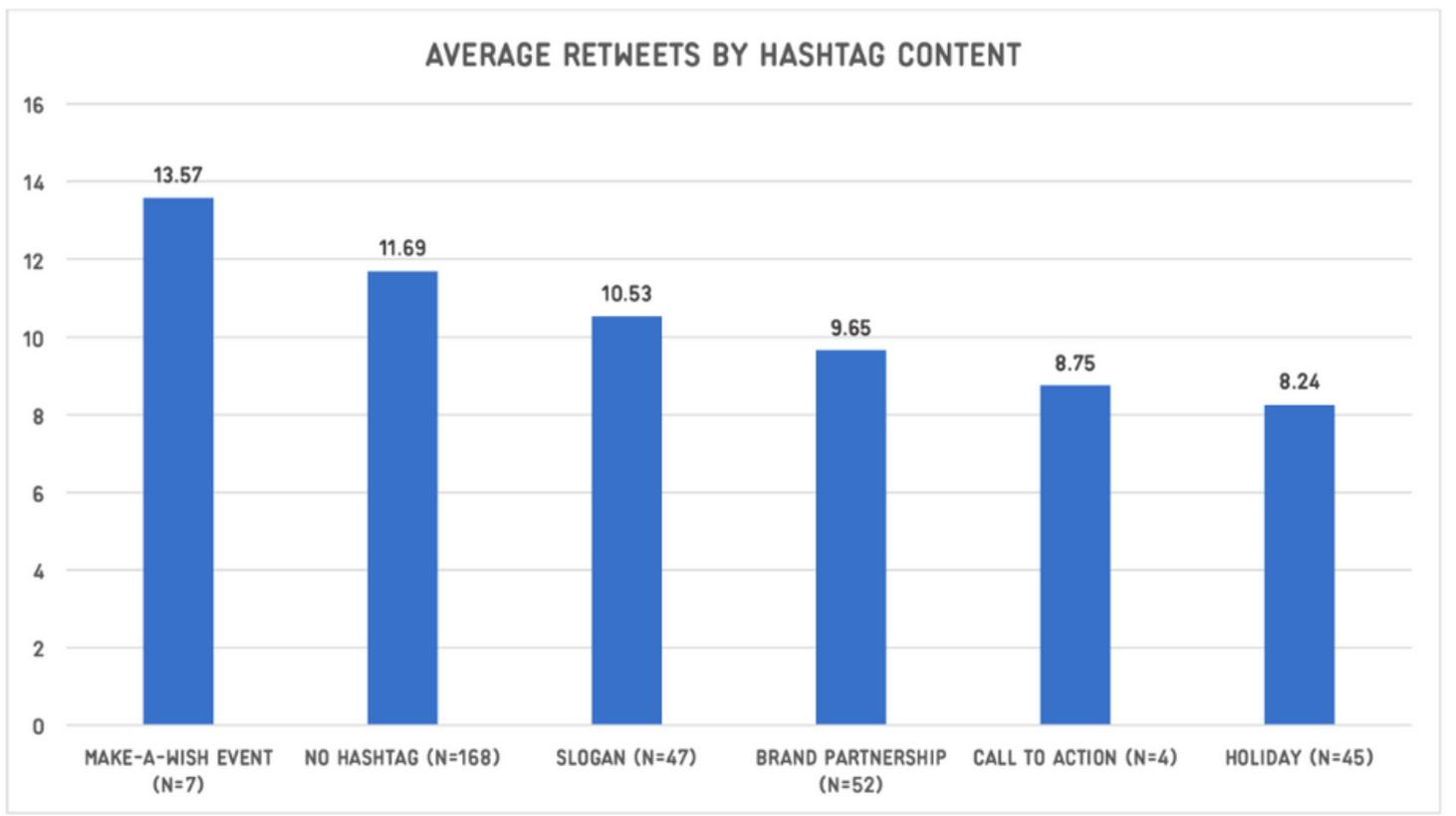
# Average Retweets By Media Content



| CATEGORY (N=320)          | AVERAGE OF TWITTER RETWEETS |
|---------------------------|-----------------------------|
| GIFS (N=3)                | 24.67                       |
| VIDEOS (N=44)             | 19.91                       |
| PROMO/PARTNERSHIPS (N=19) | 10.37                       |
| WISH KIDS (N=207)         | 9.43                        |
| GRAPHICS (N=26)           | 8.31                        |
| VOLUNTEERS (N=8)          | 6.88                        |
| NO MEDIA (N=13)           | 5.85                        |
| <b>GRAND TOTAL</b>        | <b>10.77</b>                |

Out of the average retweets by media content data sample (N=320), it is shown that GIFs receive the highest number of retweets at almost 25 per post; however, they also have the least amount of posts and only amount to almost 1% of the average media content category. Additionally, The posts containing pictures of "Wish Kids" received relatively little engagement, likely because that category of content was over-saturated among all their other media.

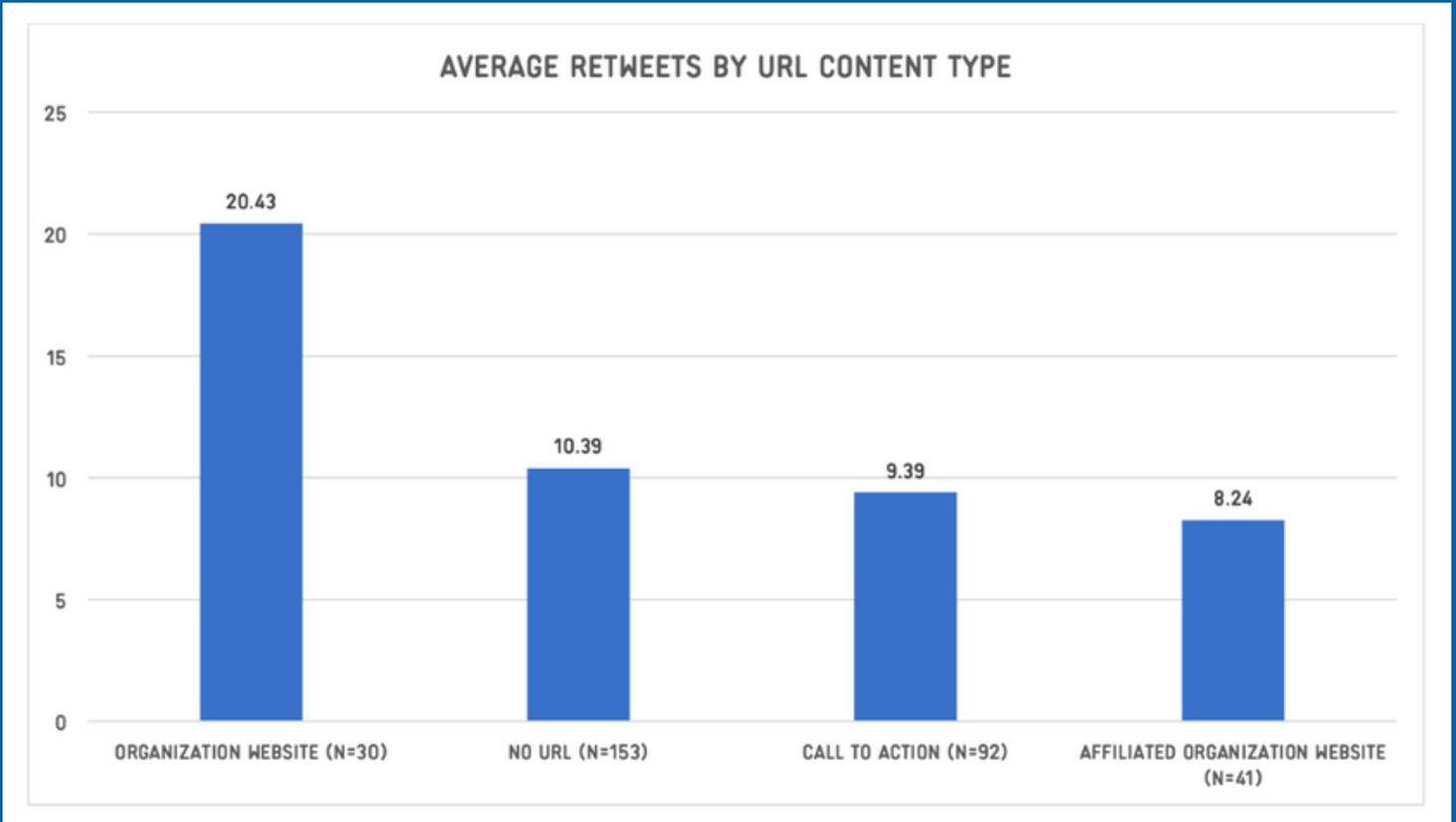
# Average Retweets By Hashtag Content



| CATEGORY (N=323)         | AVERAGE OF TWITTER RETWEETS |
|--------------------------|-----------------------------|
| MAKE-A-WISH EVENT (N=7)  | 13.57                       |
| NO HASHTAG (N=168)       | 11.69                       |
| SLOGAN (N=47)            | 10.53                       |
| BRAND PARTNERSHIP (N=52) | 9.65                        |
| CALL TO ACTION (N=4)     | 8.75                        |
| HOLIDAY (N=45)           | 8.24                        |
| <b>GRAND TOTAL</b>       | <b>10.72</b>                |

Out of the average retweets by hashtag content (N=323), it is illustrated that Make-A-Wish event hashtags received the most amount of engagement with almost 14 retweets per post with the hashtag. When it comes to the amount of posts, Make-A-Wish event and Call to action only amount to 2% of the posts in the sample. After analyzing the data, it is shown that tweets without hashtags performed very well. This is likely due to the fact that those posts contained other media or mentions, leaving no need or room for hashtags. Additionally, tweets containing holiday hashtags performed poorly because they lacked such, averaging out to around 8 retweets per post.

# Average Retweets By URL Content



| CATEGORY (N=316)                       | AVERAGE OF TWITTER RETWEETS |
|----------------------------------------|-----------------------------|
| ORGANIZATION WEBSITE (N=30)            | 20.43                       |
| NO URL (N=153)                         | 10.39                       |
| CALL TO ACTION (N=92)                  | 9.39                        |
| AFFILIATED ORGANIZATION WEBSITE (N=41) | 8.24                        |
| <b>GRAND TOTAL</b>                     | <b>10.77</b>                |

Out of the average retweets by URL content type (N=316), it is shown that the most popular among the categories is tweets with no hashtags (N=153), which accounted for almost 50% of the data sample. Comparatively, the category with the least amount of tweets (N=30) had the highest amount of retweet content at around 50 per post. After analyzing the data, it can be concurred that tweets with URLs linking back to Make-A-Wish website performed by far better than tweets with no URLs, likely because the tweets with URLs had other compelling and engaging components, such as media or hashtags.



# Earned Organization Insights

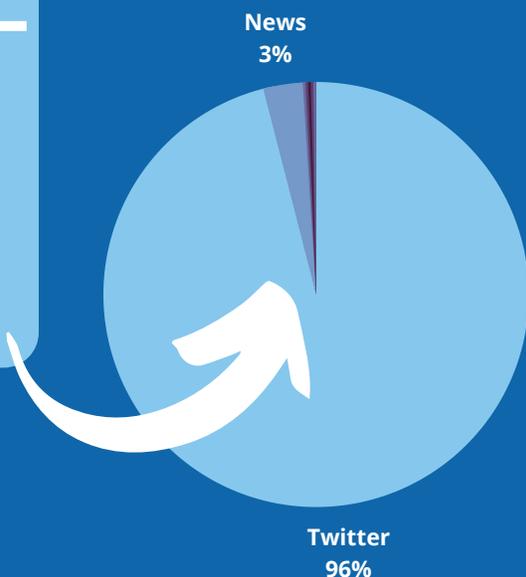
# Earned Organizational Data

Data Collected via BrandWatch from  
November 16, 2021-February 16, 2022

## Breakdown by Platform

- Twitter n=19107, 96%
- News n=875, 4%
- Tumblr n=15, <1%
- Blogs n=14, <1%
- Forums n=8, <1%
- Instagram n=7, <1%
- Reddit n=2, <1%

N=20,028



TOTAL # OF  
POSTS:  
20,028

## Gender Breakdown

N=8,721

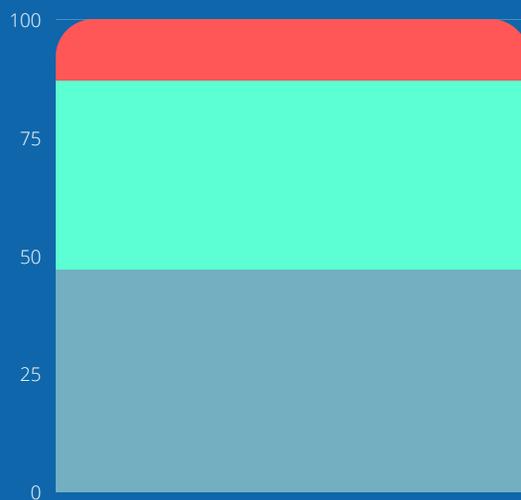


57% Male  
5,005 Authors



43% Female  
3,716 Authors

## Simple Sentiment



- Neutral
- Positive
- Negative

# Key Insights

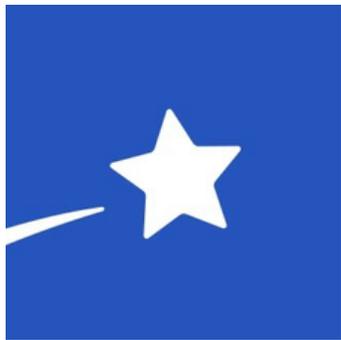
- Specific mentions of Make-A-Wish kids and their wishes being granted generate the most positive sentiment as well as engagement.
- In 2021, Make-A-Wish had higher engagement on average than in 2022.
- Among the top influencers for the organization are athletes and celebrities like Liv Morgan, Roman Reigns, and Halle Bailey, shouting out and/or granting wishes for MAW kids.
- Twitter is by far the strongest platform for Make-A-Wish, bringing in over 90% of the data we observed. We saw no Reddit or Instagram data.
- #DearVenmo was trending around the holiday season. Make-A-Wish partnered with Venmo and Chloe and Halle Bailey and promoted a contest to make wishes come true; a retweet would constitute a dollar donation to MAW (up to \$500K). While this generated some positive buzz around our organization, it was by far the highest spike, so we chose to exclude it in fear of skewing the data.
- The hashtag #MakeAWish is often used when referring to repeating numbers in the date and time, “11:11” and even on “2/2/22”

# Key Influencers



**@Macys (111 mentions, 54,017 reach)**

Macy's is a fashion company that Make-A-Wish often partners with, specifically around the Christmas season.



**@MakeAWishHawaii (45 mentions, 5298 reach)**

The Hawaii branch of Make-A-Wish, the account has a following of 10.6K on Twitter.

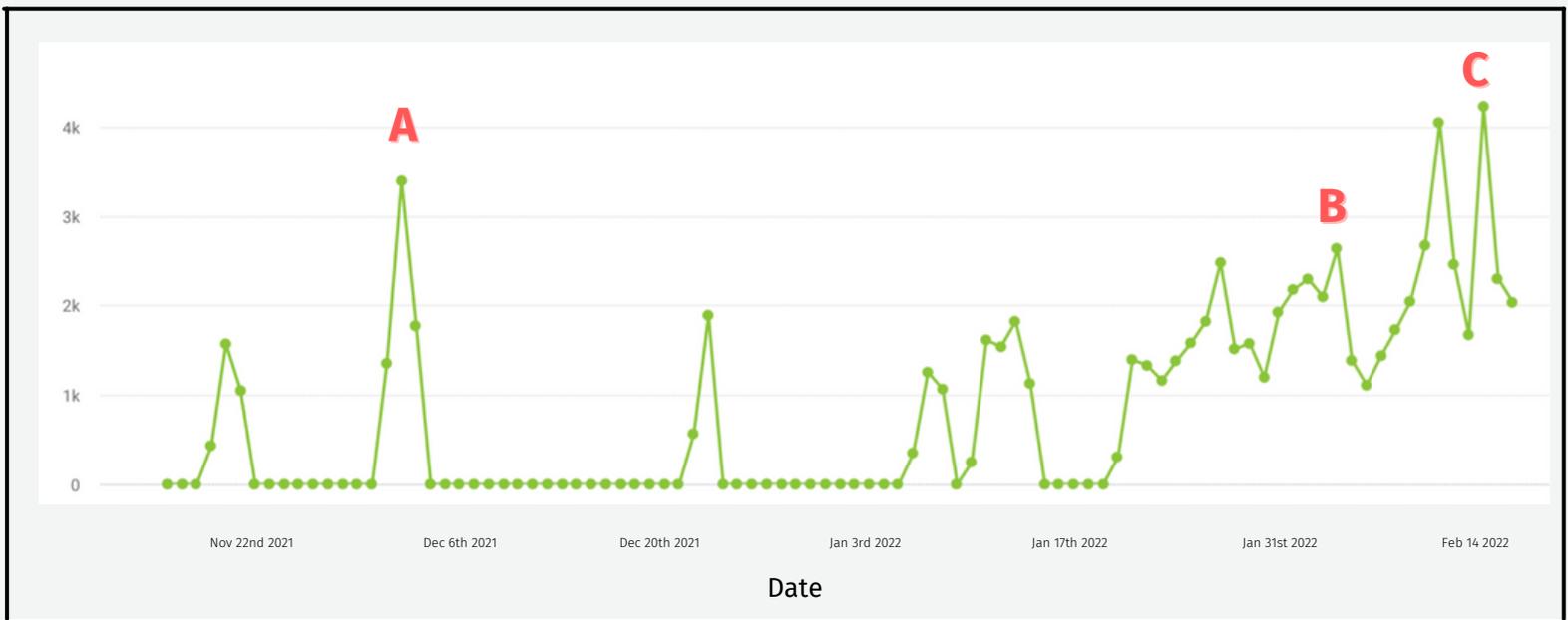


**@MakwAWishCANV (41 mentions, 3038 reach)**

This is the Twitter account for Make-A-Wish based in Sacramento, California and has over 4K followers.

# Make-A-Wish®

## Spike Analysis



**A** December 3rd, 2021: On this day, Make-A-Wish held an event with WWE at the Make-A-Wish headquarters in Connecticut. The Make-A-Wish twitter account mention volume reached 978. It was an event for wish kids to spend time with the entire WWE family during the holiday season. Liv Morgan, a WWE star, tweeted about the event and tagged the @MakeAWish twitter account. This tweet garnered a lot of social media activity. The tweet from Liv Morgan was posted with positive sentiment, however, people in the comments had many negative driven replies. The Make-A-Wish Foundation only allowed vaccinated individuals into the WWE event (children and adults included). Many people had issues with the vaccine mandate at the event and geared their negative feelings with the MakeAWish Foundation itself.

**B** On February 2nd, 2022, we see a spike in the data including our organization's terms and popular hashtags, like #makeawish, #11:11, etc. Individuals were talking about "make a wish" in relation to the repeating numbers in the date and alleged associated good luck.

**C** On February 14th, 2022, people were tweeting about the Super Bowl in relation to Make-A-Wish. Many children involved with the organization were given the opportunity to attend the game as their own wish.

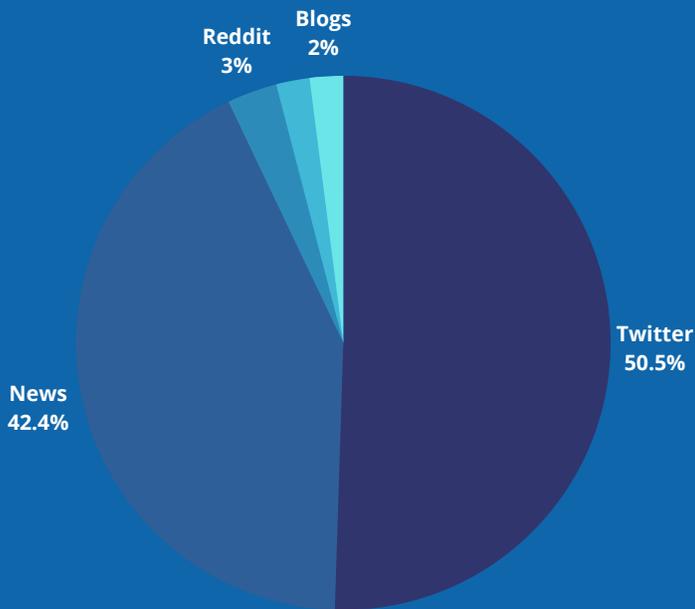
The page features a white background with scattered light blue stars of various sizes. A dark blue horizontal bar is at the top, and a purple and blue geometric shape is in the top right corner. Another purple and blue geometric shape is in the bottom left corner. The text is centered in a bold, dark blue font.

# Earned Topic Insights

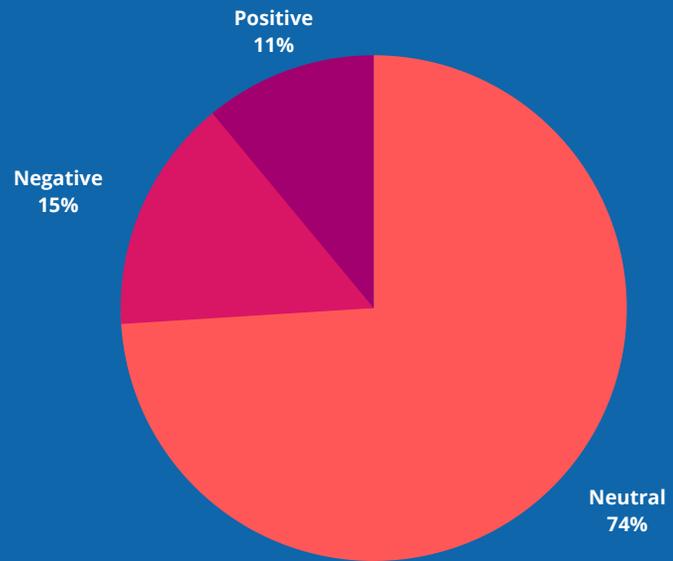
# Earned Topical Data

Data Collected via BrandWatch from November 16, 2021-February 16, 2022

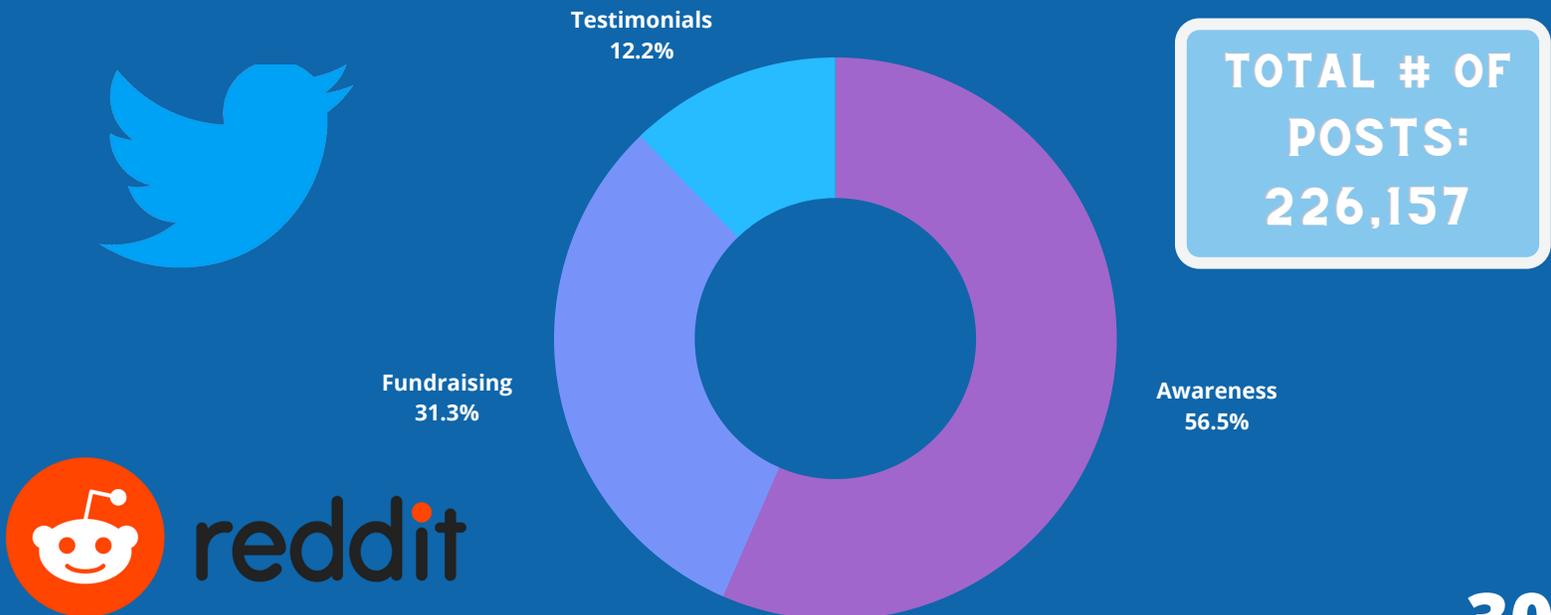
## Volume of Topic Conversation by Platform



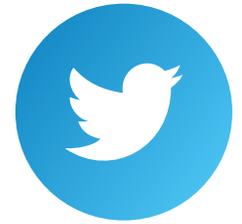
## Sentiment Breakdown of Topic Conversation



## Topic Conversation Breakdown by Theme



# Key Influencers



**@MaryLSchmidt (508 mentions, 11,529 reach)**



Mary Schmidt, also known as "S Jackson", is an author and childhood cancer advocate

**@2StefanMoore (213 mentions, 5849 reach)**



Chairman & CEO of Cancer Response Team , which helps childhood cancer patients get supportive cancer treatments

**@AuthorMichael57 (620 mentions, 5047 reach)**

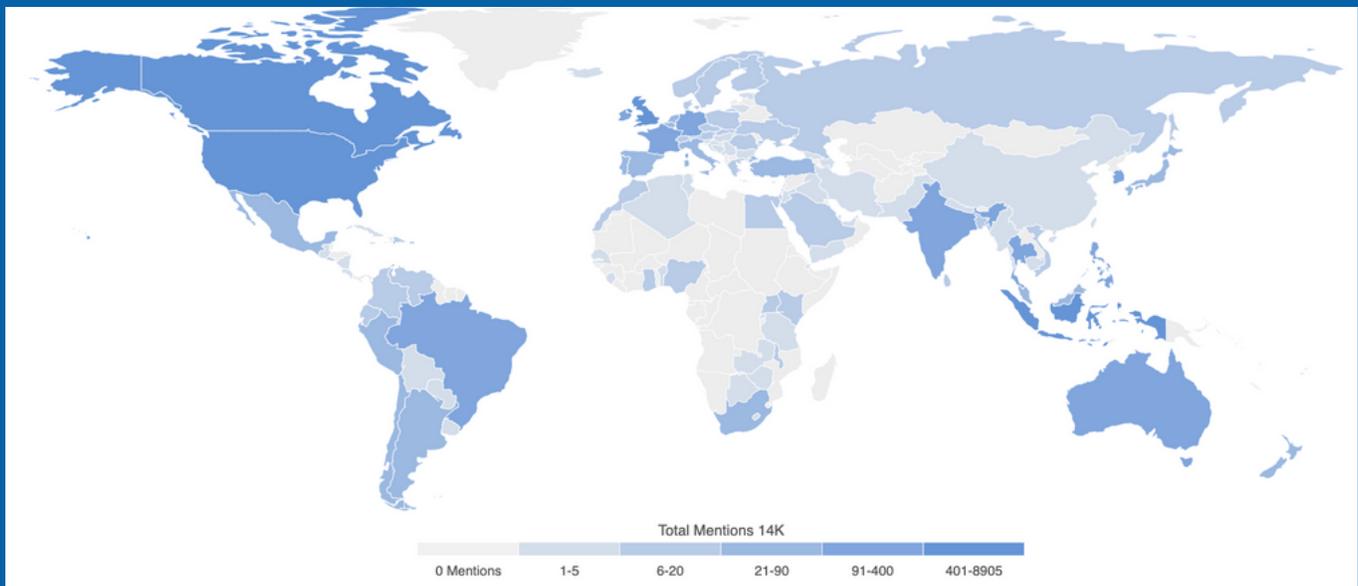


Micheal Schmidt is Mary's Husband, and also a childrens book author and advocate

# Earned Topical

## Theme: "Fundraising"

The fundraising theme features topic conversation of events, donation links, fundraising updates, and sources to fundraise on. Of the 32,000 tweets about fundraising that were analyzed, we found only 1,475 (14%) to have a negative connotation, while nearly 86% had positive sentiments. These figures are based on the exclusion of tweets deemed "neutral". 59% of authors were female, compared to 41% males, and the most common professions of all authors were teachers and executives. The United States was the country most tweeted from (64% of total mentions), especially following influencer, Colleen Ballinger, who started a fundraiser asking her followers to donate to childhood cancer organizations for her birthday. The larger than usual majority of female authors in this category can most likely be explained by Ballinger's audience being



 **59%**  
6 125 authors

 **41%**  
4 256 authors

# Earned Topical Data

## Theme: "Awareness"

Our largest category, with 58,000 tweets, falls under the awareness theme. Here users are talking about raising awareness for pediatric cancer. Most of the conversation are centered around childhood cancer awareness "holidays," events, and various hashtags. The majority of mentions were positive, excluding the neutrals. However, the negative category still reached 39%, which again is most likely due to the unfortunate nature of childhood cancer. 54% of authors were female, while 46% were male, while the most common interest of authors in this category was sports (16%). A larger than normal portion of tweets in this category also came from other countries, with nearly 2,000 coming from India alone after cricket star, Babar Azam, tweeted about childhood cancer day. Australia, India, South Africa and France combined for 13% of all tweets in this sub topic, which is uncharacteristically high.



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# Earned Topical Data

## Theme: "Testimonials"

The testimonials theme covers all personal stories and anecdotes of pediatric cancer in users' lives. This topic had very emotional results. Of the nearly 13,000 mentions analyzed, we found that surprisingly 66% of the tweets had negative sentiments, (33% with the inclusion of "neutral tweets") as compared to 34% of tweets being positive. This is likely because, due to the grim and disheartening nature of childhood cancer, the mentions providing personal stories about childhood cancer were not uplifting. Of all tweets analyzed, 56% were female, and 44% were male, while the most common profession among authors was again teacher/educator. A large conversation topic based off positive tweets was the cancer moonshot, which is an initiative raised by Joe Biden to enhance and accelerate cancer research opportunities. The negative tweets may seem negative based off the words selected in the tweet; however, the tweets are actually meant to raise awareness, not be sad.

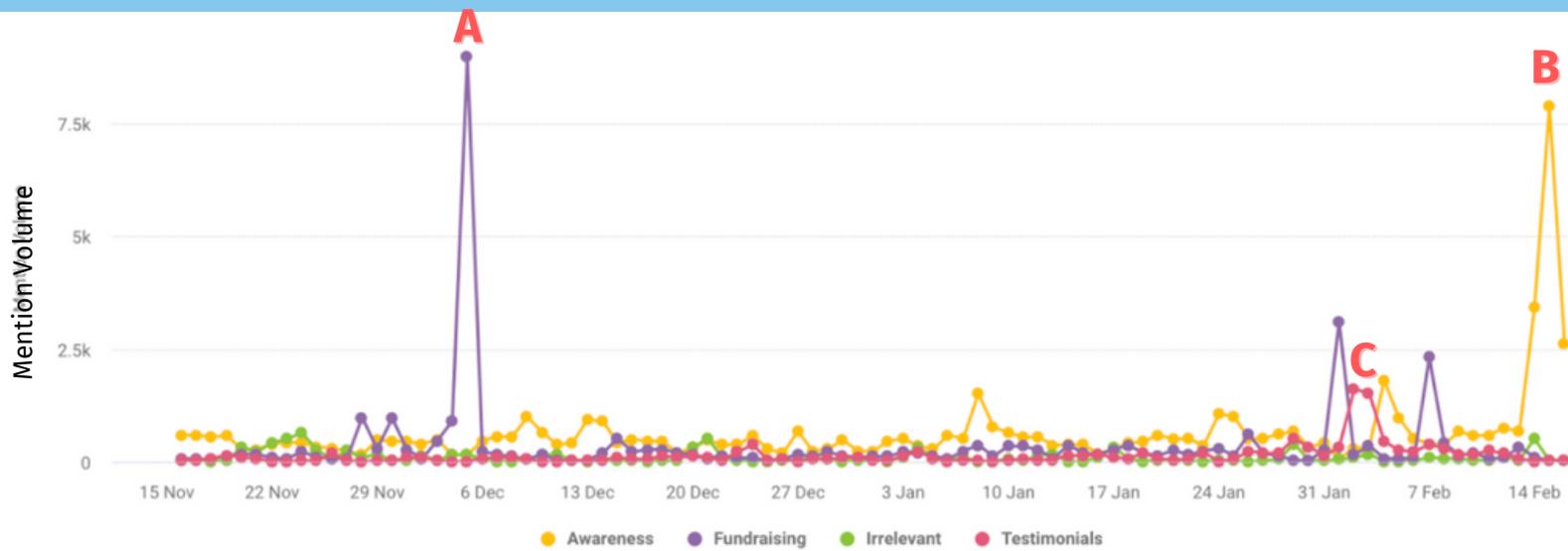
### Positive Sentiment Example



### Negative Sentiment Example



# Make-A-Wish. Earned Topical Data Spike Analysis



**A** Dec 5th, 2021: This spike in fundraising conversation is attributed to Colleen Ballinger, a popular youtuber also known as "Miranda Sings," hosting a live fundraiser on youtube for her birthday to raise money for Make-A-Wish. Colleen's tweet reached an impressive mention volume of 8,982 . There are 4,949 tweets from females (75.6%), 1,196 from males (24.4%). This spike garnered the most post engagement of all themes.

**B** Feb 15th, 2022: On this day, Pakistani Cricketer, Babar Azam, tweeted about #ChildhoodCancerDay to raise awareness for pediatric cancer and posted a short video along with the tweet. This spike falls under the awareness category and reached a mention volume of 7,874. There are 619 tweets from South Africa, 771 from Pakistan, and 1,955 from India.

**C** Feb 2, 2022: Secretary Marty Walsh tweeted about his childhood cancer diagnosis. Walsh's tweet created a mention volume of 3,106. His tweet produced both positive and negative sentiment in the replies. This spike falls under the testimonial category which has far lower engagement than our other two topics: awareness and fundraising.

# Earned Topical Data

## Sprinklr Insights

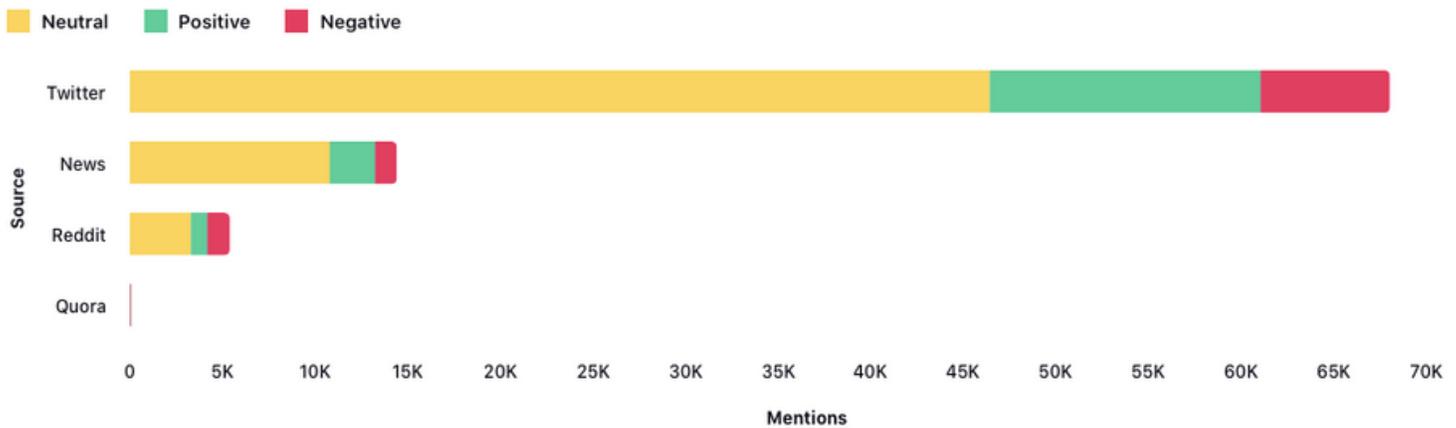
### Strengths & Weaknesses

Sprinklr gives much more insight into authors & thier sentiments/demographics than Brandwatch, but it is much more difficult to target conversations

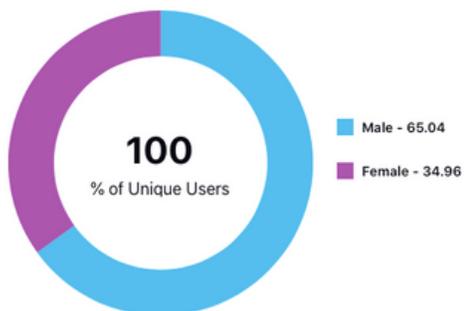
### Analysis

Of the past 120 days analyzed on Sprinklr (as of May 1st) Make-A-Wish has been mentioned in online conversations 91,219 times by nearly 71.5k users.

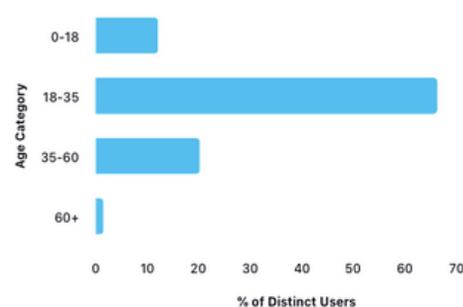
Source distribution



Audience distribution by gender



Audience distribution by age category

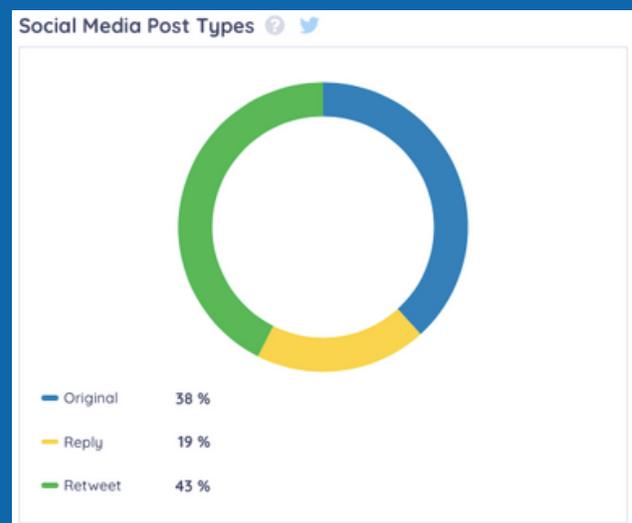
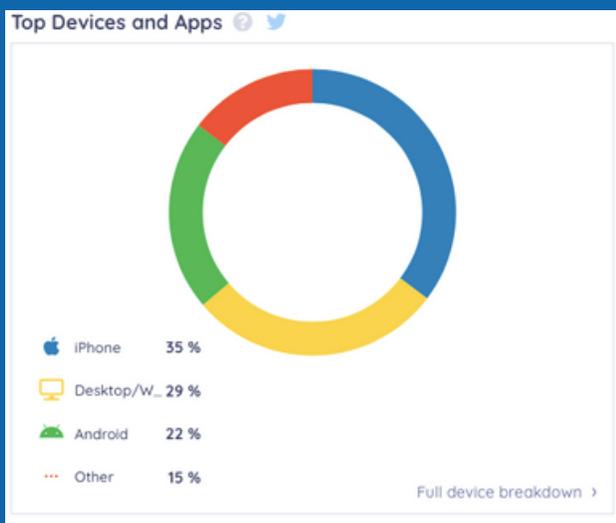
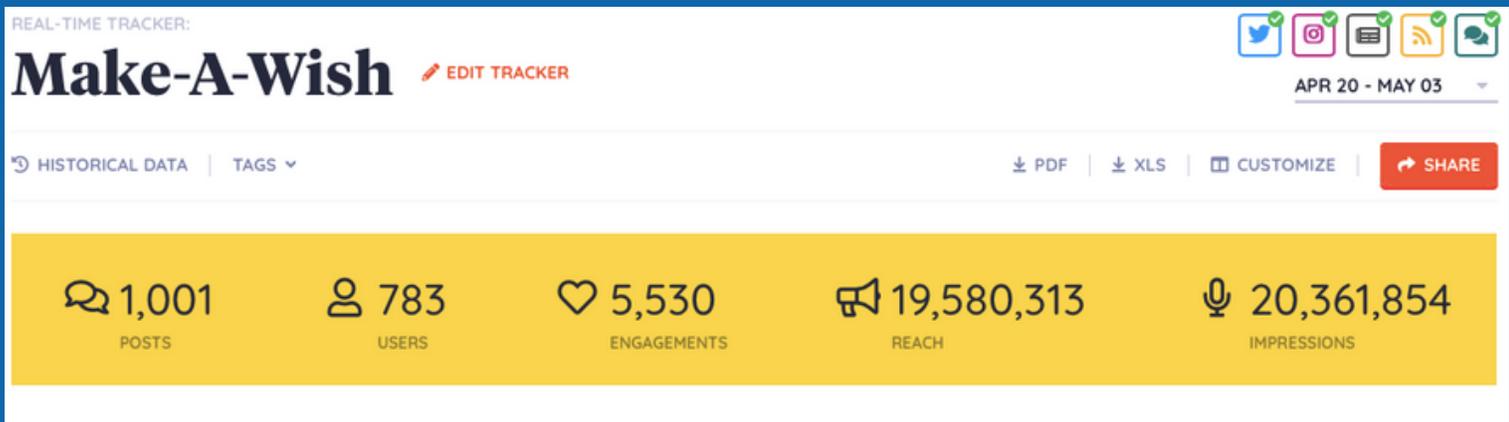


## Earned Topical Data

### Keyhole Insights Strengths & Weaknesses

Keyhole gives much better insight into authors and their behaviors, such as which sites they commonly post to, and which device they use. It's main negative is that it does not include historical data, and only starts tracking from when the keyhole account was made; for us that was April 20th -May 3rd 2022.

### Analysis



The page features a white background with scattered light blue stars of various sizes. A dark blue horizontal bar is at the top, and a purple arrow-shaped graphic points downwards from the top right corner. At the bottom, there is a dark blue bar containing the Make-A-Wish logo and the page number 38.

# Earned Competition Insights

# Make-A-Wish<sup>®</sup>

# Competitors

As cancer research is such a vast industry, the Make-A-Wish foundation has several competitors. However, we decided to focus on three competitors specifically: St. Jude's Hospital, Children's Miracle Network Hospitals, and LiveStrong. All three of these organizations have similarities in purpose and goals in healthcare. These are non-profit foundations that raise money through donations, sponsorships, and product sales for children suffering from critical illnesses. All of these organizations strive to "grant wishes" in one way or another through various programs.



St. Jude Children's  
Research Hospital

Twitter followers – 434.9K

St. Jude is a leading children's hospital dedicated to advancing cures and providing new and improved treatment to minimize pediatric catastrophic diseases.



Children's  
Miracle Network  
Hospitals<sup>®</sup>

Twitter followers – 39.5K

CMN Hospitals raises funds and awareness for 170 member hospitals across the U.S. and Canada.

**LIVESTRONG**

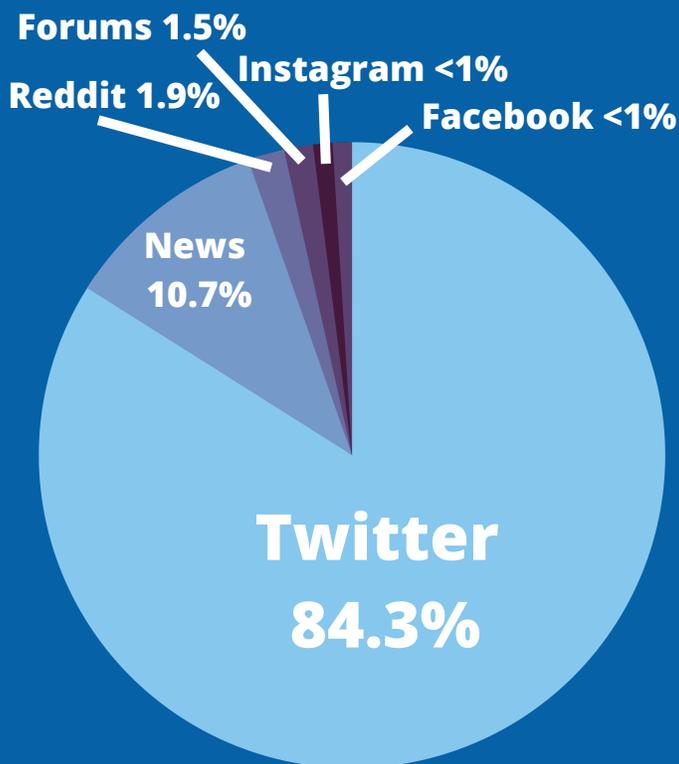
Twitter followers – 880.7K

Livestrong is an American non-profit that provides support for individuals affected by cancer.

# Competitive Key Insights

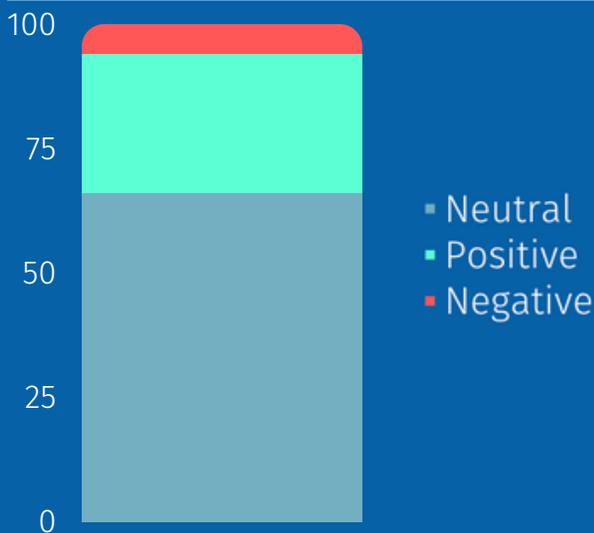
Data Collected via BrandWatch from  
November 16, 2021-February 16, 2022

## Breakdown by Platform



TOTAL # OF  
POSTS:  
275,747

## Simple Sentiment



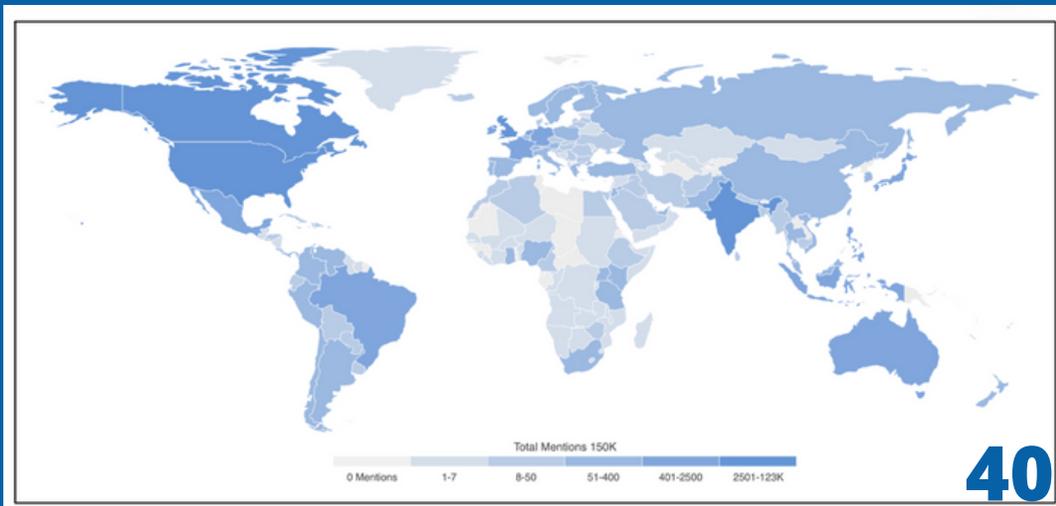
## Geography

US: 82% 123k mentions

UK: 4% 5,052 mentions

Canada: 3% 4,563 mentions

India: 2% 2,621 mentions



# Competitive Top Items

## Top Influencers

- @MaryLSchmidt (508 mentions, 11,529 reach)
- @2StefanMoore (213 mentions, 5849 reach)
- @AuthorMichael57 (620 mentions, 5047 reach)
- @hephaistos\_ai (1,296 mentions, 563 reach)

## Top Sites

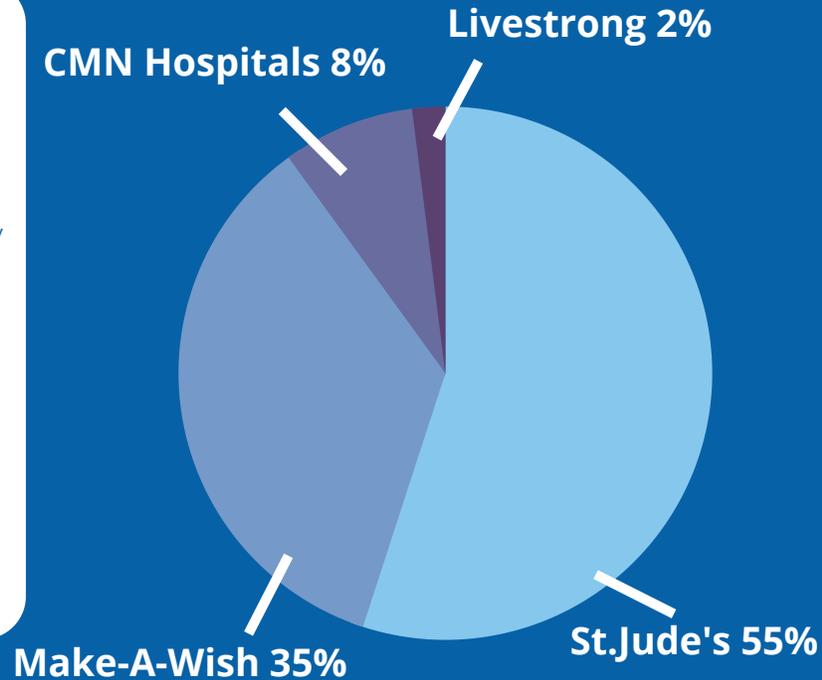
twitter.com = 112,896 posts  
reddit.com=6,668 posts  
tumblr.com=3,723 posts

# Competitive Analysis

## Share of Voice

N=264,987

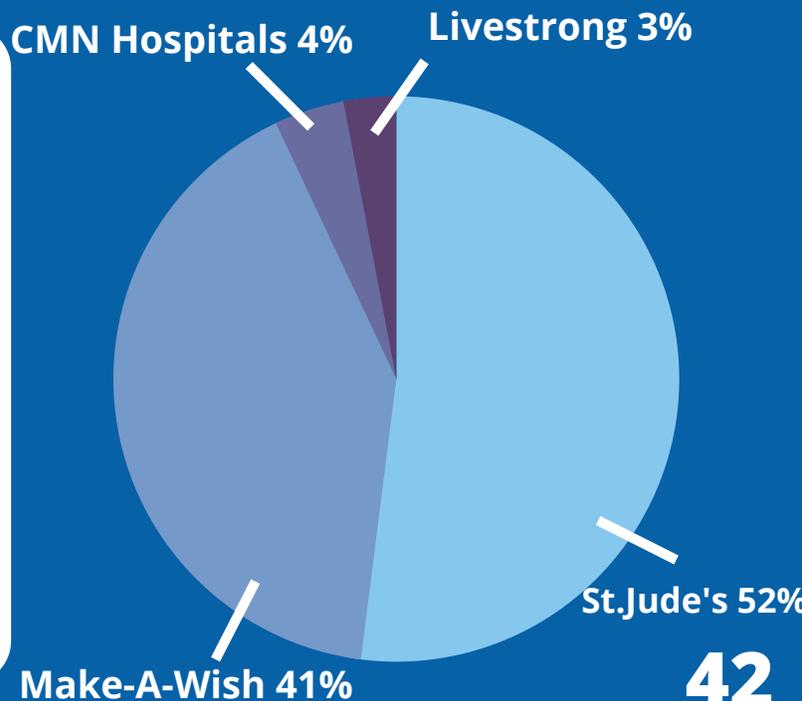
Out of the three competitive organizations, LIVESTRONG, CMN Hospitals, and St. Jude, it is shown through the data that St. Jude is Make-A-Wish's number 1 competitor. From the dates November 16th, 2021 - to February 16th, 2022, St. Jude received 146,880 mentions and has a following of 434.9k followers. Make-A-Wish had 90,520 mentions with 213.1k followers, while CMN Hospitals received 21,100 mentions with 39.5k followers, and LIVESTRONG received 6,487 with a high following of 880.7k.



## Hashtags

N=23,962

All of the organizations use strategic hashtags that involve the organization, as well as awareness towards a call to action. Make-A-Wish's most popular hashtag, #MakeAWish, received a mention volume of 9,922 mentions. Additionally, St. Jude's trending hashtag, #StJudeHeroes received 12,460 and CMN Hospitals hashtag, #ForTheKids and LIVESTRONG's hashtag, #LIVESTRONG, achieved a combined mention of 1,580.



# Competitive Analysis

## Sentiment

### Positive



**52% Male**  
12,351 Authors



**48% Female**  
11,527 Authors

Social media posts with positive sentiment dominate the online conversation. The gender comparison is close to even, with males ranging slightly higher. The positive conversations surround support for all four organizations and are closely tied to reactions to events, especially events involving celebrities or public figures. The #DearVenmo partnership with Make-A-Wish and Venmo caused a huge spike in positive conversation as people shared their stories and entered the competition. People were praising the partnership for including donations to the Make-A-Wish foundation. The only negative responses to the Venmo partnership was people doubting the validity of the competition. It is important to note that this data excludes the tweets with neutral sentiment.

### Negative



**49% Male**  
2,685 Authors



**51% Female**  
2,776 Authors

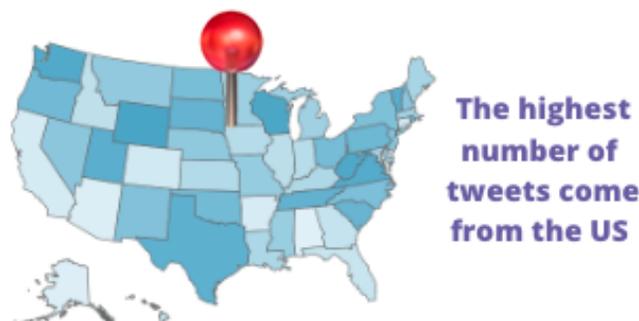
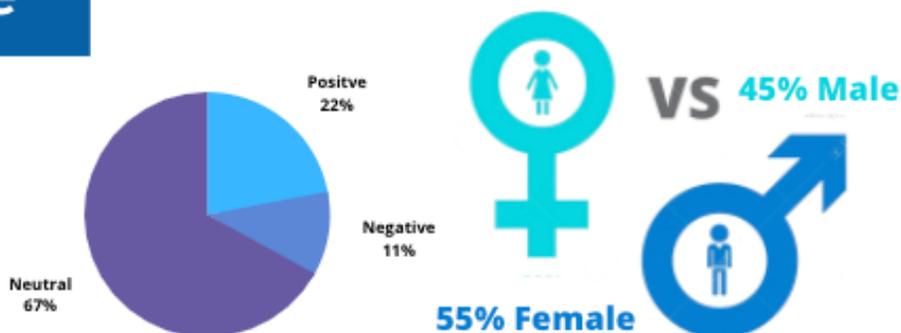
There is far less negative sentiment present in the conversation about Make-A-Wish and competitors. Women are slightly more responsible for the negative conversations over men, but it is generally even. Some aspects of the negative conversations are about a Make-A-Wish event that required vaccines for all children (including those that are sick). Additionally, people on twitter have been talking about "wish kids" in a joking and hurtful manner which is negative in itself, but other people are fighting in the comments below the viral tweets. Most of the negative conversation about other organizations such as St. Jude surround the Eric Trump fundraising because many people question if the money ever reached St. Jude itself. The negative conversations about LiveStrong were also vaccine related topics. As for CMN Hospital, the large majority of tweets had neutral sentiment. It is important to note that this data excludes the tweets with neutral sentiment.

# Make-A-Wish Theme Analysis

Below, are the most prominent themes of Make-A-Wish social media platform conversations

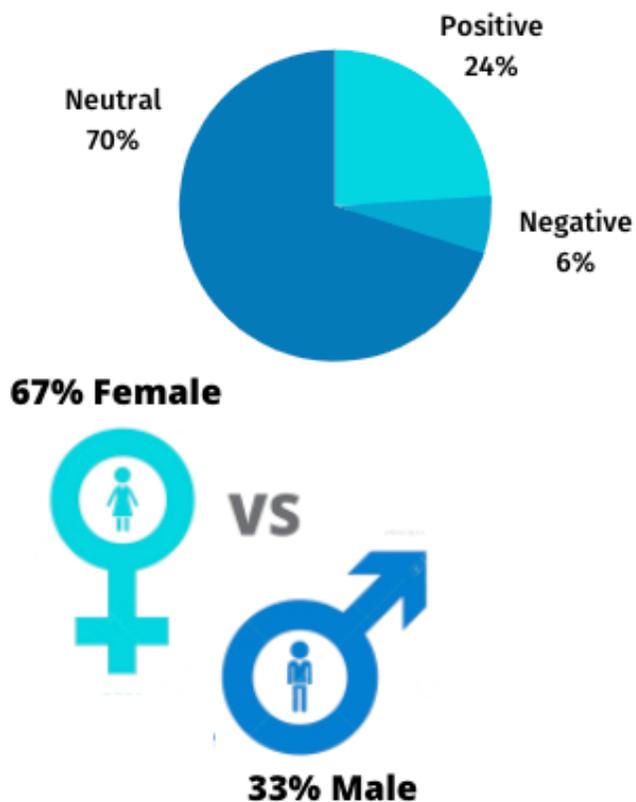
## Theme: "Macy's Believe"

According to the data collected, it is shown that in the Macy's theme, 55% of tweets stemmed from female accounts and 45% of the tweets came from male accounts. Additionally, in regard to the sentiment of the tweets, 22% were deemed as positive, 11% as negative, and 67% as neutral. The highest neutral content (n=162) was posted on February 11th. The neutral tweets talked about the debut of 'Pops', a popular plush toy line by Funko to create Disney toys. The partnership with Disney and Funko advocates for the Make-A-Wish foundation, as well as MakeAWish day (April 29). Furthermore, the top professions of tweets stemmed from artists, executives, and teachers/students.



## Theme: "Wishes"

Based on the data, it is shown that for the theme wish/wishes, 67% of tweets were from females and 33% of tweets were males. Additionally, 70% of tweets related to wish/wishes were neutral, as opposed to 24% being positive and only 6% being negative. The most impactful among the neutral tweets was the announcement of a short-timed promotion to win up to \$500,000 on Venmo. Each retweet the post got, it would donate a dollar to the make-a-wish foundation. This post received 10,180 retweets and had 8,038,411 impressions. Additionally, the top professions listed from the tweets included artists, teachers/lecturers, and executives. One of the most popular tweets in the artist category received 251,026 impressions, which was a tweet made out by @KimberlyKravitz, discussing a wish come true for Nathan Garcia, a 7 year old boy battling cancer.

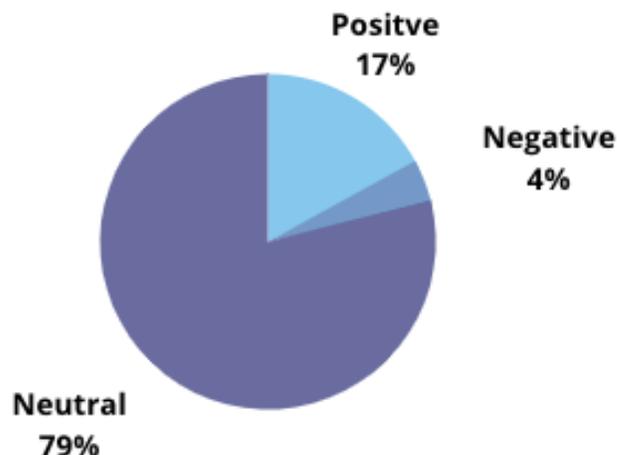
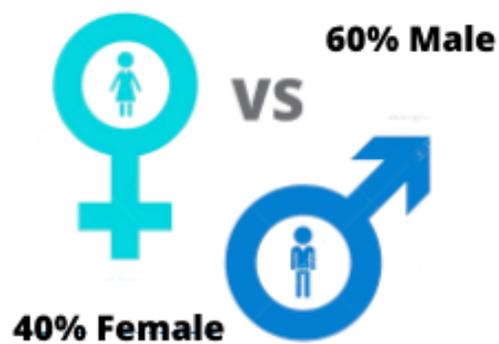


# Make-A-Wish® Theme Analysis

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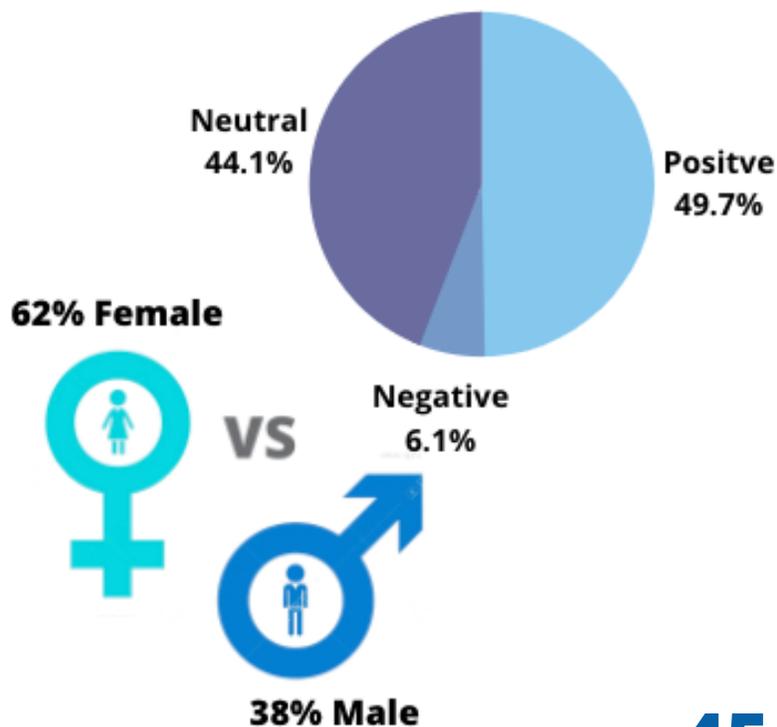
## Theme: "Donate"

According to the data collected, it is shown that in the "Donate/Donations" theme, only 40% (2,777) of tweets originated from female accounts and 60% (4,210) of the tweets came from male accounts. Additionally, 80% (3,8970) of the tweets were positive and 20% (947) were negative, with the exclusion of 18,770 "neutral" tweets. Tweets categorized in the donations category are rather common, as donations are accepted at all times and essential in the wish granting process, which is why the relatively low number of tweets is rather surprising. The most common professions were artists and teachers/students.



## Theme: "Holidays"

The Holiday theme category skewed heavily female, at 62% (14,458) of all the tweets, leaving male contributors at 38% (9,193). This could be because prominent female artists tweeted about Make-A-Wish during the holiday season, exposing their assumedly female fanbase to the conversation. The sentiment was also primarily positive, at 89% (6,996) of tweets. Only 11% (847) were negative, again with the exclusion of 38,580 tweets deemed neutral. Influencers and recording artists @chloexhalle were mentioned 987 times.



# Comparable Organizations Spike Analysis



**A** February 11th-February 13th 2022: On these days, the St. Jude's Twitter account reached a combined mention volume of 8,276. It was around this time that SpaceX launched the Polaris program and named St. Jude the charitable beneficiary of the Polaris program. This was a partnership to raise money for St. Jude as well as to raise awareness for this milestone space mission. The tweet with the highest social media activity was a quote tweet of @PolarisProgram reposted by astronaut Jared Issacman. This tweet was posted with positive sentiment, and the response from the public was largely positive as well.

**B** November 23rd 2021: On this day, @TubboLive, a popular YouTuber and streamer participated in a 24 hour charity stream where 100% of proceeds were donated directly to St. Jude. The mention volume reached 7,153. Tubbo tweeted about the event and gained an impressive amount of social media engagement. The mention volume reached 7,153. The tweet was posted with positive sentiment to promote the event and it opened the door for commenters to retweet, reply, and quote tweet while @StJude was mentioned.

**C** February 4th, 2022: On this day, user "@patriottakes" tweeted about Eric Trump raising \$4 million for St. Jude. The mention volume reached 2639. The tweet questioned whether or not St. Jude would ever see the money. This tweet was posted with negative sentiment, but in turn, opened up the conversation for people to debate the intentions of Eric Trump. There was a mix of both positive and negative sentiment in the replies and quote tweets.

Spring 2022



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