World Wildlife Fund

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Table of Contents

Executive Summary

The goals of our analysis are to gain a better understanding of what creates traction on social media for companies and how to format analytics into a more effective advertising campaign. By examining the WWF, we are able to discover which of their hashtags and social media campaigns are driving engagement in the environmental awareness community and general community compared to their other hashtags.

Organization & Data Overview

About World Wildlife Fund

The World Wide Fund of Nature (also known as the World Wildlife Fund or simply the WWF) details their mission is to "leverage sound science to conserve nature and reduce the most pressing threats to the diversity of life on Earth" according to their respective website. The organization strives to assist communities into becoming more sustainable and to provide protection to the natural environment.

Business Problem

The biggest topic of interest is environmental conservation. Future communication should be prioritized on Twitter. While posting on other social media platforms, Twitter is their most popular form.

Data Overview

Timeframe

Owned Data: 327 mentions
Earned Data: 368,581 mentions
Topic Data: 693,053 mentions

Key Performance Indicators:

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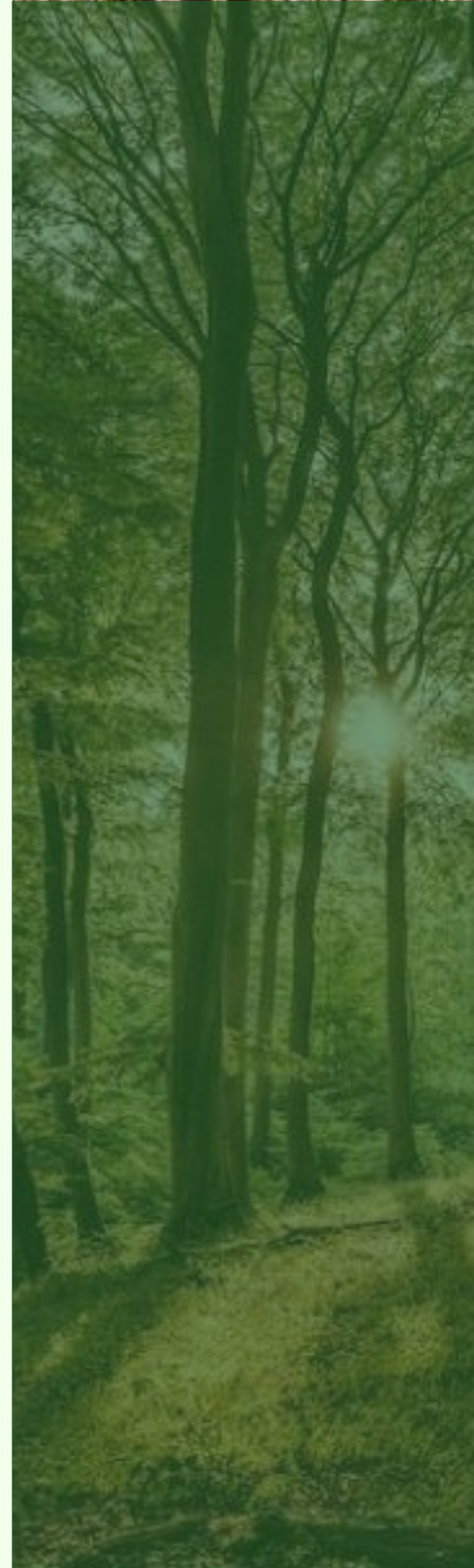
Platforms

Twitter, Tumblr, and Reddit

Software Used

Brandwatch, Microsoft Excel, Canva

Recommendations

Owned Organizational Data Recommendations

01 **WWF should increase posts with information based tweets.**

WWF has mixed themes of Appreciation-based, Information-based, News-based, Holiday-based, and others. Focus on tweets that have factual information. WWF has the highest number of retweets for information based posts. Information posts were used a lot out of the observed data (n=163). The average amount of retweets for information based posts were 75.6 retweets. In the News posts had the lowest amount of average retweets standing at 57.7 retweets. **See page 10.**

02 **WWF should post more images with animals.**

When the World Wide Fund of Nature posted on their Twitter images with animals as the content had the highest number of impressions (6,619,955.6). There was also a high number of impressions with volunteers/donations (6,218,490). To further gain audience coverage, WWF should post more information with a graphic of an animal or volunteers/donations. The sum of animals and volunteer/donation themed posts (108) are almost equal to the amount of infographic/data representation (105). **See page 10.**

03 **Post more with their URL.**

When the World Wide Fund of Nature posted on their Twitter images with an URL in the caption, the highest number of impressions was when it was incorporated with their own organization website (8,399,936.4). **See page 10.**
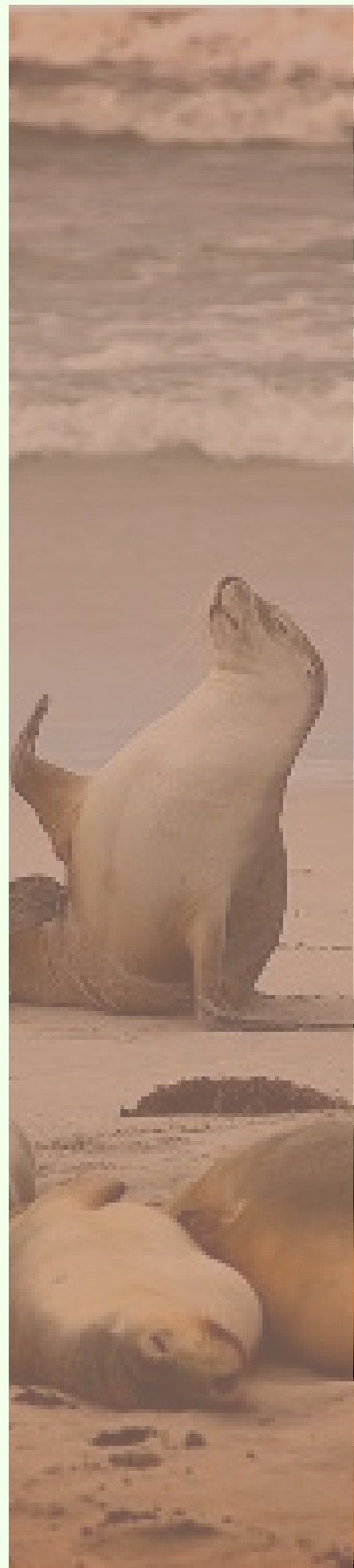
Earned Organizational Data Recommendations

**04 Increase positive sentiment on all platforms.**

While the breakdown for all platforms is split three quarters in favor of neutral sentiment. WWF should aim to increase their positive sentiment. It is teetering on being negative. In order to bolster positive sentiment, we suggest WWF begin posting more uplifting stories about nature and wildlife. This will resonate well with users and in turn increase the positive sentiment. **See Page 13.**

05 Post more celebrity related content.

The highest peak in volume from the twitter insights were about calling for support for the "Big Cat Safety Act". It is likely that this saw so much attention because famous actor Jared Leto tweeted this out. An increase in celebrity engagement and calling for people to support these issues and organization can help drive traffic. **See Page 15.**

06 WWF should focus on decreasing their negative sentiment for Reddit.

Reddit has over three times the share of negative sentiment. WWF sits at 37% negative sentiment which is a total of 1,993 mentions. Compare that to their social media platform counterparts from the likes of Twitter (10.9% negative) and Tumblr (4% negative), this is an interesting insight. **See Page 16.**
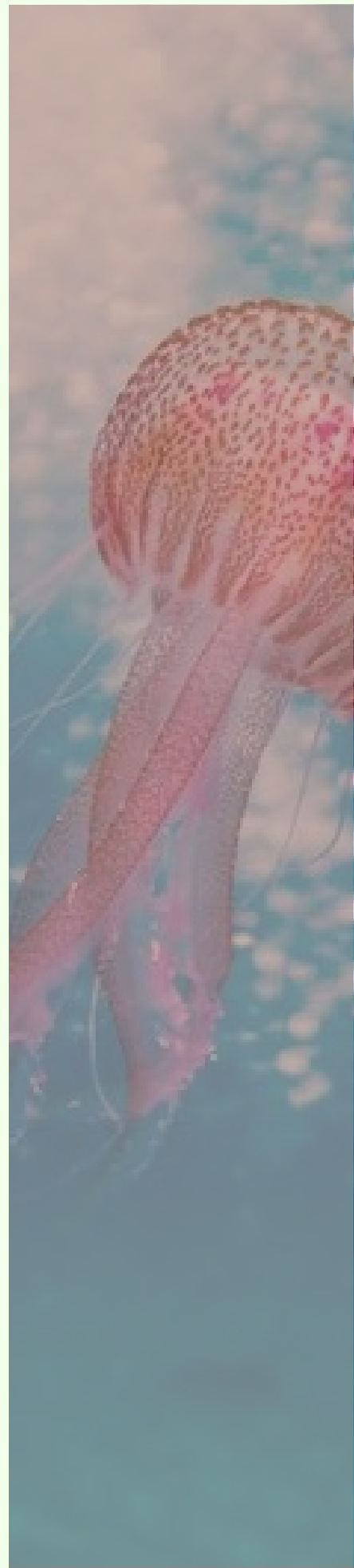
Comparable Data & Earned Topic Recommendation

07   WWF should collaborate with outside users.

Oceana has the second highest amount of volume per platform with 177,545 mentions in the volume of 693,053. Their highest amount of positive sentiment was tweets that collaborated with outside users. WWF should focus on partnering with other non-profits in order to spread the message of awareness. **See Page 19.**

08   WWF should go globally with tweets.

World Wildlife Fund's tweets remain highest in the United States. When comparing to other competitive organizations, WWF has the most mentions but over half of the volume, 152,938 out of 303,983 mentions, was in the United States. These issues are global and need to be spread to other countries. The United Kingdom was second most with 59,275 mentions. **See Page 20.**

09   WWF should engage more on Tumblr.

Tumblr allows users to post images and text that are not permitted to a certain amount of characters. When it comes to topics relating to protect endangered species, users are allowed to write more of a reflection story on how they feel about said topics. Out of the 60,764 mentions about the topic, Tumblr had 40,202 of those mentions. **See page 24.**

10   WWF Twitter posts should focus on the theme of threatened.

With the theme of threatened, Twitter post that mentioned anything along the lines of protecting wildlife, animal activists, and hunters received a lot of traction. Even though these were coded under a negative sentiment, these are the posts that draw people to WWF's mission. 14% of the mentions were negative but the actual tweets were call-to-action based. **See page 28.**

Owned Data

Owned Data Overview

About WWF Twitter Account

Currently, the World Wide Fund (WWF), @WWF, boasts a following of over 3.9 million followers and actively tweets new content. Their posts include a variety of different themes, content, and messages set to spread the word about social awareness, affirmation of volunteers, and involvement.

Dataset: Volume & Timeframe

The data we gathered is compiled of 327 tweets taken from the time period of September 1, 2021 to August 31, 2022 . The reason for this timeline is because of World Wide Fund's once-a-day posting schedule in combination with the amount of original tweets — not retweets, replies, or quoted tweets — bringing our dataset to 327 total tweets for the 11-month span.

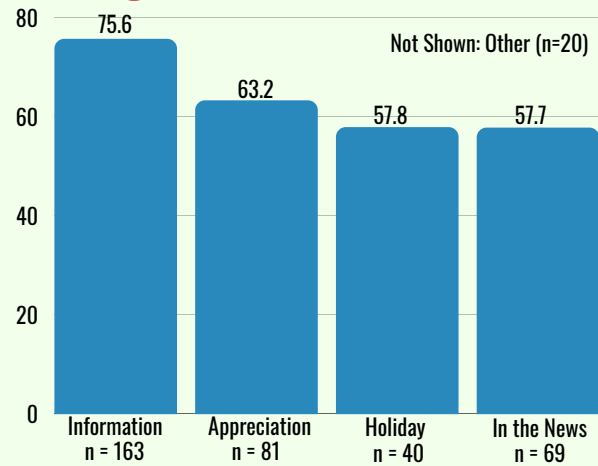## Questions We Seek to Explore

1. In what ways can WWF target their audience beneficially?

2. How high is impressions of post based on content information?

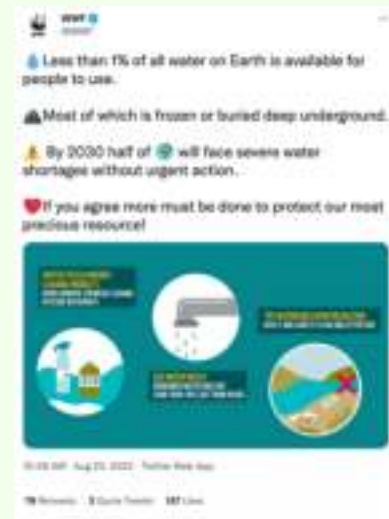3. What forms of media coverage is better when implementing sentiment?

Average Retweets by Theme

Average Retweets by Theme chart. Y-axis from 0 to 80.
- Information, n = 163: 75.6
- Appreciation, n = 81: 63.2
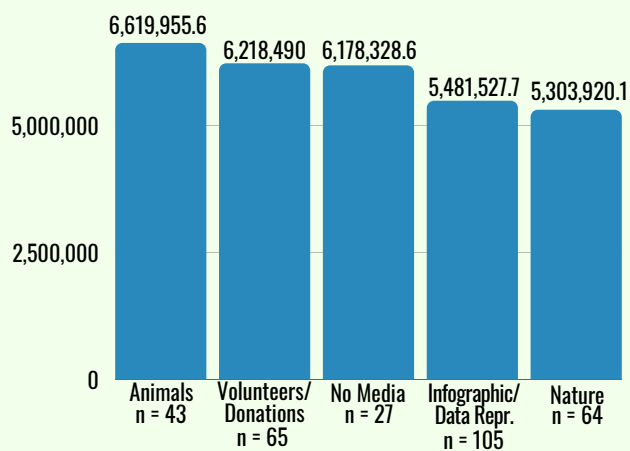- Holiday, n = 40: 57.8
- In the News, n = 69: 57.7

Not Shown: Other (n=20)

WWF has the highest number of retweets for information based posts. The average amount of retweets for information based posts was 75.6 retweets.
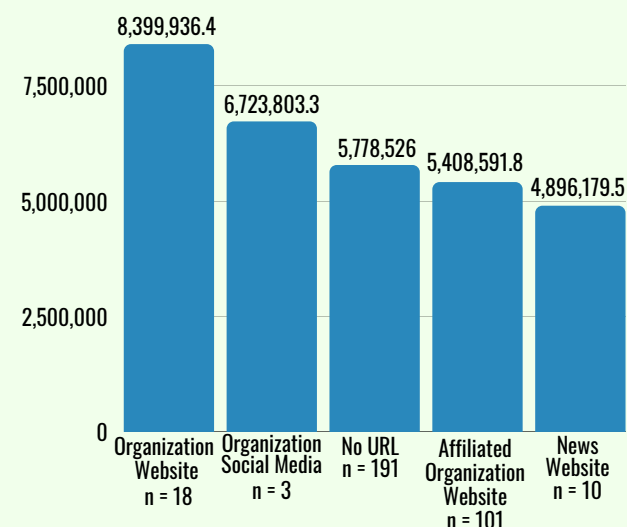
Average Impression for Image Content

Average Impression for Image Content chart. Y-axis from 0 to 5,000,000+.
- Animals, n = 43: 6,619,955.6
- Volunteers/Donations, n = 65: 6,218,490
- No Media, n = 27: 6,178,328.6
- Infographic/Data Repr., n = 105: 5,481,527.7
- Nature, n = 64: 5,303,920.1

When WWF posted on Twitter images with animals, the content had the highest number of impressions. Animals are have half the amount of post as infographic/data representation. If the WWF put out more content on an emotional theme of post with animals, their impression would be higher.

Average Impression for URL Target Type

Average Impression for URL Target Type chart. Y-axis from 0 to 7,500,000+.
- Organization Website, n = 18: 8,399,936.4
- Organization Social Media, n = 3: 6,723,803.3
- No URL, n = 191: 5,778,526
- Affiliated Organization Website, n = 101: 5,408,591.8
- News Website, n = 10: 4,896,179.5

When the World Wide Fund of Nature posted on their Twitter images with an URL in the caption, the highest number of impressions was when it was incorporated with their own organization website. To further gain audience coverage, WWF should post more tweets with an URL involving their own organization's website.

WWF Earned Organization
DATA

Earned Data Summary

Goals of Earned Data Analysis

From analyzing the data set, we will explore what users are saying about World Wildlife Fund. We will see which demographic is most prevalent in conversation, as well as the overall sentiment of these users. We will also examine themes of posts to see which resonate best with WWF. This data will give us raw statistics and numbers to make educated conclusions about these posts. World Wildlife Fund has competitors that we will examine in this data set as well.

Question We Seek to Explore

1. How does World Wildlife Fund's presence on social media compare to their competitors?

2. What is the overarching sentiment of the posts?
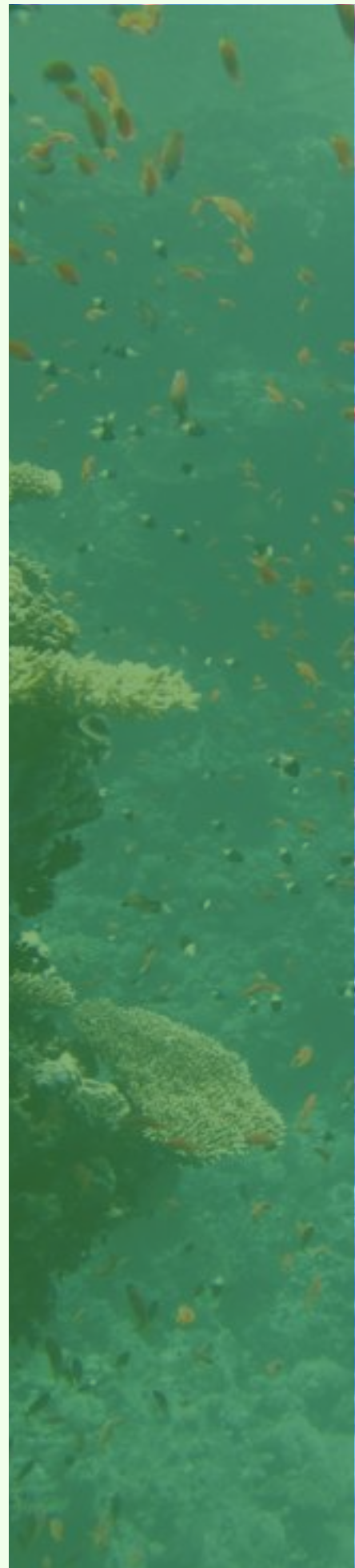
3. What specific posts engage users the most?

About the Datasets

Organization Data Set
Timeline: 5/31/21 – 9/28/22
Volume: 368,581 mentions
Unique Authors: 177,257

Comparable Data Set
Timeline: 5/31/21 – 9/28/22
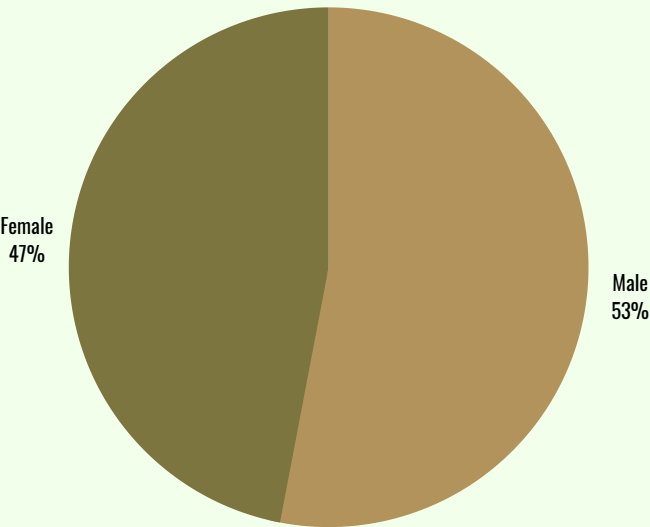Volume: 693,053 mentions
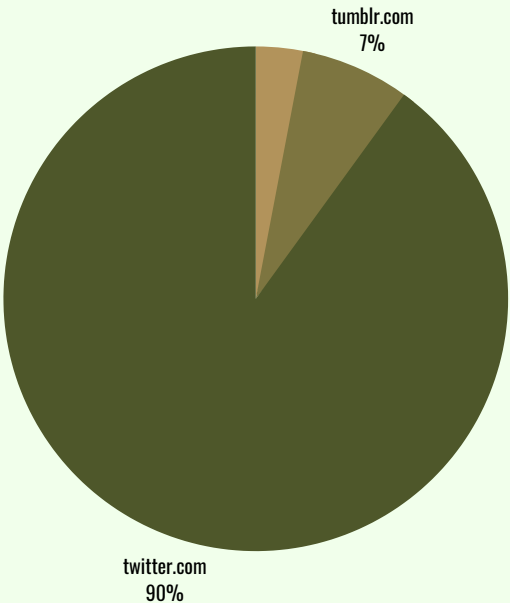Unique Authors: 248,789

Earned Data Overview

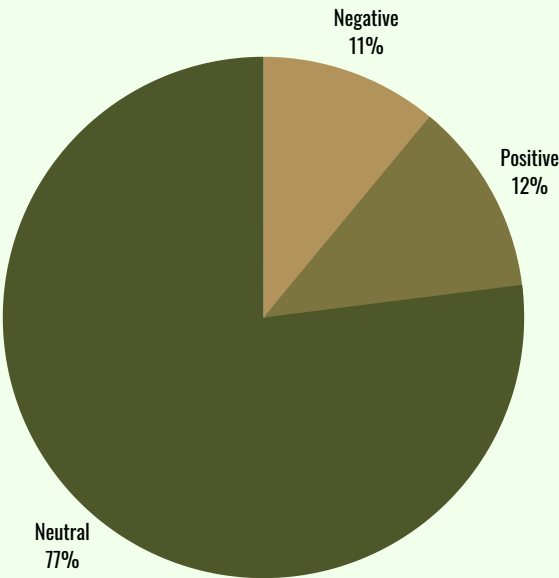**Timeframe:** May 31, 2021 – Sep. 28, 2022
Volume: 368,581 mentions

Gender Breakdown

Female
47%

Male
53%

Top Platforms

tumblr.com
7%

twitter.com
90%

Sentiment

Negative
11%

Positive
12%

Neutral
77%

Gender Breakdown: Males hold a slight edge over females in the conversation across social media platforms. Males occupy 53% (N=72,820) while females hold 47% (N=64,069).
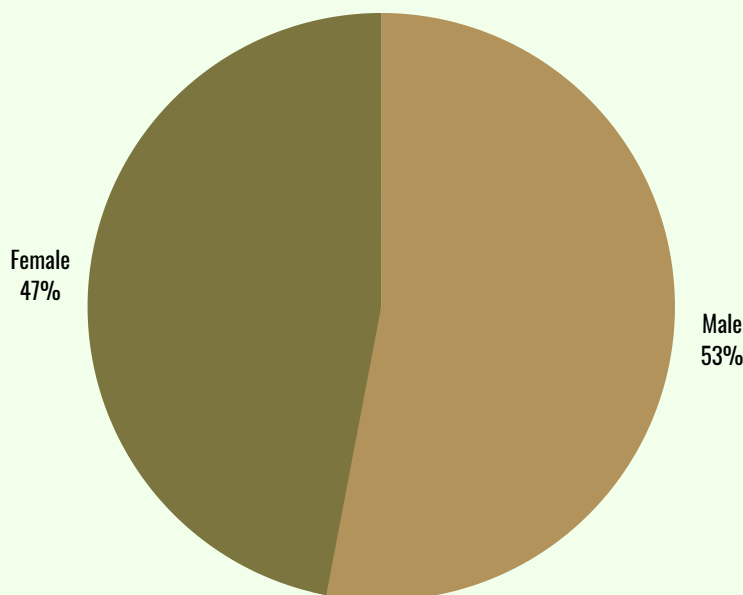
Twitter: 321,323 mentions
Tumblr: 26,168 mentions
Instagram: 11,165 mentions

Sentiment Breakdown: Most of the conversation has a neutral sentiment with 77%, positive sentiment gained 12%, and a negative sentiment of 11%.
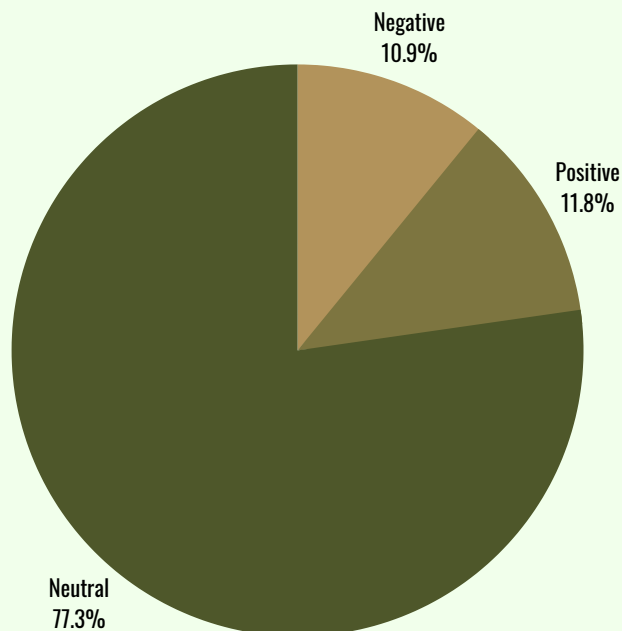
Twitter Insights

Gender Breakdown

Female
47%

Male
53%

Sentiment Breakdown

Negative
10.9%

Positive
11.8%

Neutral
77.3%

Top Items

Hashtags:
#nft, #wwf, #naturepositive, #cop26

Influential Users:
@big_catsf, @eesakhan,
@losseslearned, @ExposeLies2

Trending Topics:
endangered species, plastic pollution,
world leaders, palm oil

Narrative by Sentiment

Positive conversations include post with
adoption of animals, celebrating animals'
birthdays/anniversaries, and holidays such as
Earth Day.

Negative conversations include government
spending on nature and wildlife, forest fires,
and extinction.

Twitter Data Analysis

Spike A - August 1, 2021

Jared Leto tweets about celebrating a National Animal Day that partners with Big Cat Public Safety Act.
N = 9,258

Spike B - October 26, 2021

A verified account treats about a certificate of adoption of a panda with the use of a graphic
N = 8,735

Spike C - February 6, 2022

An account, with a strong following, posts adoption gift of animals for a friends birthday using a graphic.
N = 7,301

Tumblr & Reddit Insights

Tumblr

Total Volume Mentions: **25,711**

Narrative by Sentiment

Positive conversations include posts about national animal, vacation destinations to visit, participation in conservation.

Negative conversations include posts about political leaders not doing anything about pollution and posts about litter found in the oceans that camouflage with the reefs.

Positive
6%

Neutral
92%
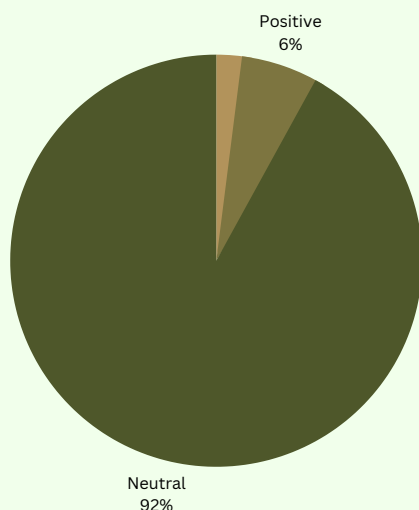
Influential Users: marcosbrum, pratheepvijay3097, tshirtprinted

**Trending Topics:** Earth Hour, World Wildlife Fund-US, Online wildlife trade

Reddit

Total Volume Mentions: **5,178**

Narrative by Sentiment

Positive sentiment posts are about sponsored Quokka via WWF for Mother's Day and how much the user loved it.

Negative sentiment posts are about the old WWE wrestling group. The user responds and says that the change was caused by the World Wildlife Fund for nature.

Positive
7%

Negative
37%

Neutral
56%
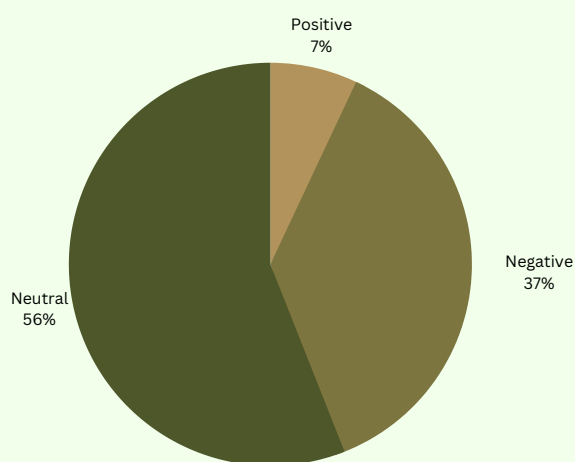
Top Items

Influential Users: aFiachra, DeadEndFred, The-dark-lightskin

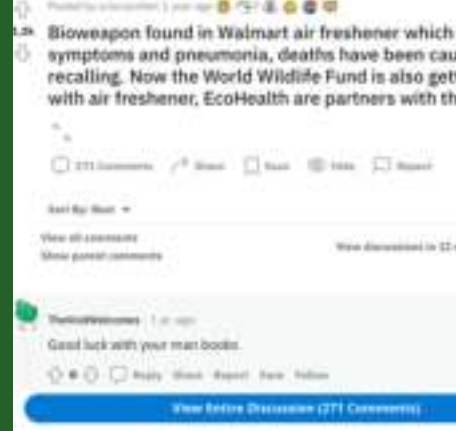**Trending Topics:** climate change endangered species, friends of the earth
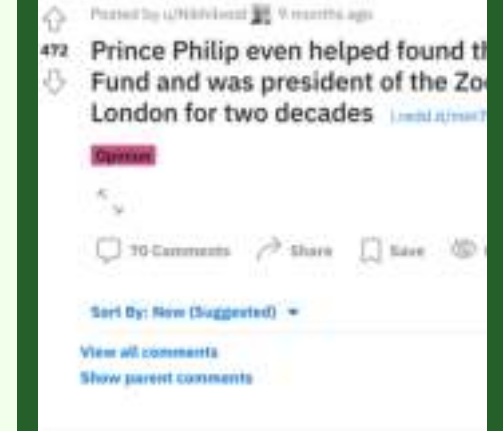
Reddit Data Analysis

Spike A - January 2, 2022
This post is a response to the original poster explaining how to enter in an NFT giveaway.
N = 3,128

Spike B - October 31, 2021
The post is informing of an air freshener that can cause symptoms of COVID-19 and pneumonia.
N = 834

Spike C - February 6, 2022
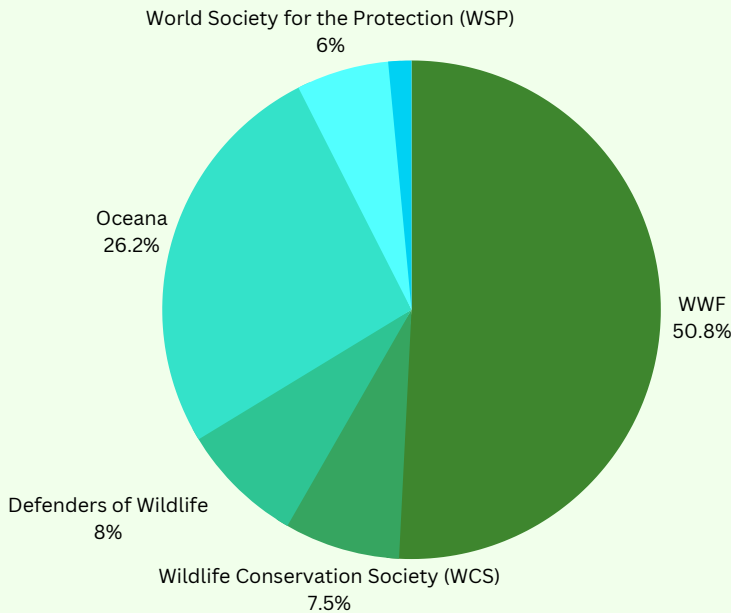The post states that Prince Phillip helped found WWF.

N = 568

17 / Earned Organization Data

WWF Earned Comparable Organization

DATA

Comparable Data Overview

Share of Voice

World Society for the Protection (WSP)
6%

Oceana
26.2%

Defenders of Wildlife
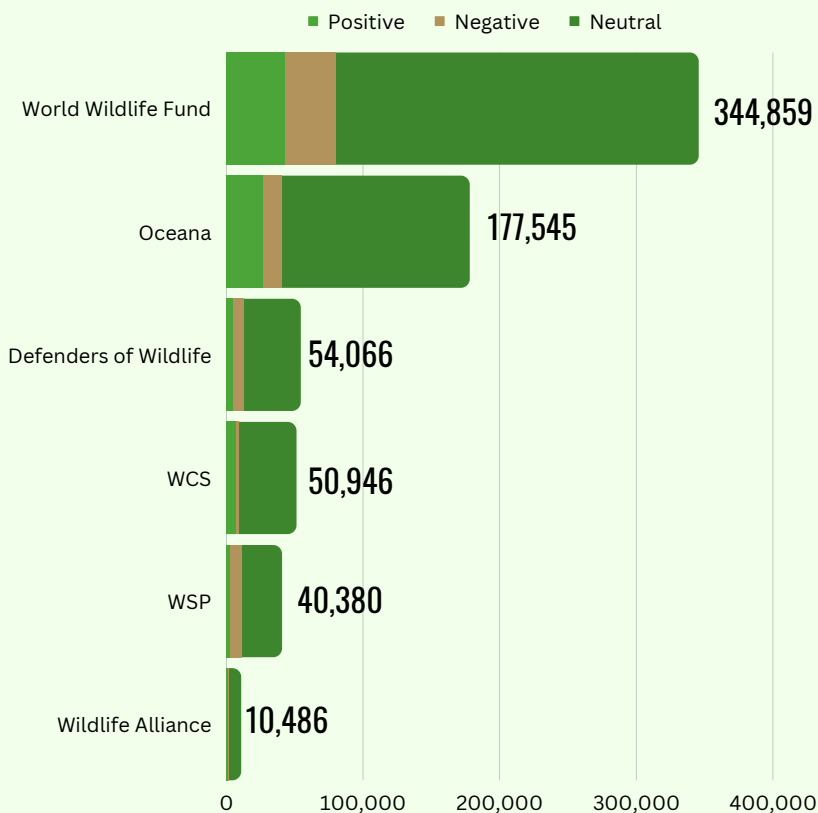8%

Wildlife Conservation Society (WCS)
7.5%

WWF
50.8%

Timeframe: 5/31/21 – 9/28/22
Volume: 693,053 mentions

We have chosen to examine the positive and negative sentiment narrative for **Oceana** because they have the second highest volume compared to the rest of our competitors. (Wildlife Alliance, World Society for the Protection of Animals, Defenders of Wildlife, and Wildlife Conservation Society)
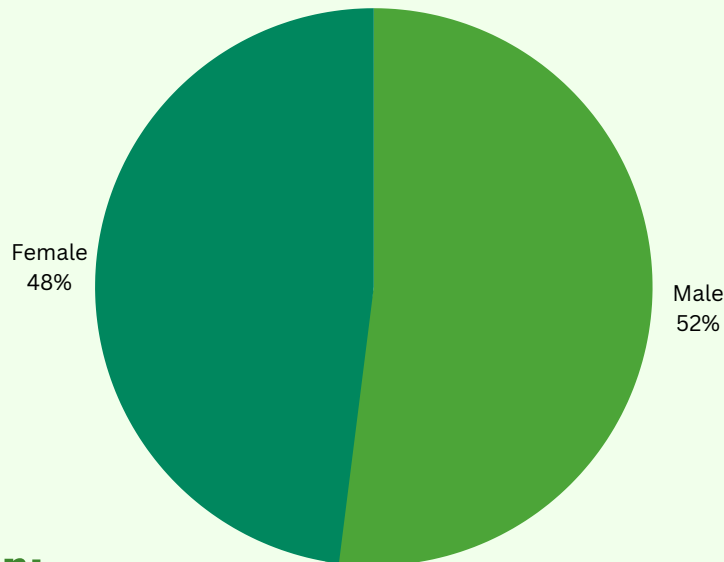
Sentiment Analysis

■ Positive ■ Negative ■ Neutral

Organization	Value
World Wildlife Fund	344,859
Oceana	177,545
Defenders of Wildlife	54,066
WCS	50,946
WSP	40,380
Wildlife Alliance	10,486

Oceana @oceana

Today we are celebrating #WorldEnvironmentDay! Oceana fights internationally for policy-oriented and science-based ocean victories to save our oceans and marine life. Learn more today how you can help: bit.ly/3z4ldi8 📷: Shutterstock

Anna @Anna_with_an_A

Back in the early 90s Charles was getting worried about Princess Diana's popularity so he leaked that she bullied her staff. After Harry and Meghan's highly successful Oceana tour Prince William's CEO files a bullying complaint against Meghan?! 🙄 come on 😂 #RoyalFamilyLied

7:15 AM · Jun 20, 2022

300 Retweets   21 Quote Tweets   1,342 Likes

Comparable Data Overview

Gender:

Male: 52% – **157,159**

Female: 48% – **146,779**

World Map:

Mentions Per Million Capita

United States: **152,938**

United Kingdom: **59,275**

Canada: **22,498**
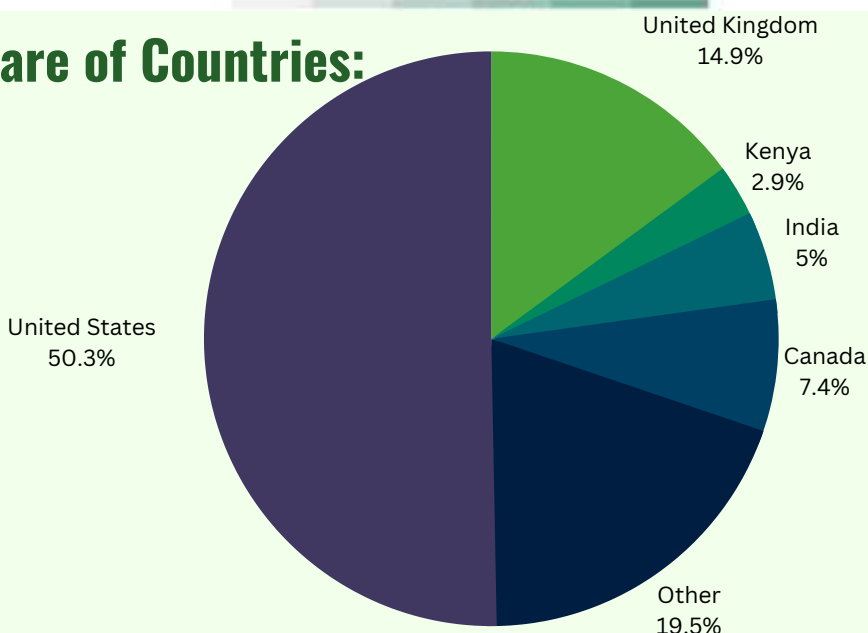
India: **15,093**

Kenya: **8,746**

Other: **45,388**

Total: **303,983**

Share of Countries:

United Kingdom 14.9%

Kenya 2.9%

India 5%

Canada 7.4%

United States 50.3%

Other 19.5%

Earned Topic Conversation

DATA

Topic Conversation Data Summary

Goals of Topic Conversation Analysis:

Looking at the data set we will examine the posts surrounding our topic Protect Endangered Species, look at the demographic, sentiment, and volume breakdown. We will look at the themes within the topic that yield the most positive and negative sentiments.

Question We Seek to Explore:

1. What theme generates the most positive sentiment?

2. What theme generates the most negative sentiment?

3. Who is the main demographic around the topic, Protect Endangered Species?
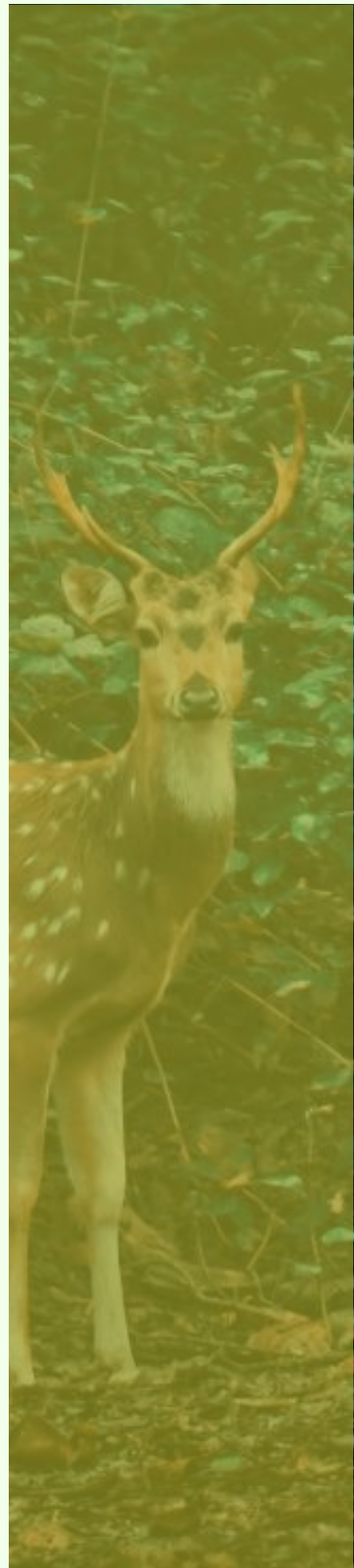
About the Dataset

Topic: Protect Endangered Species

Topic Conversation Data:

Timeline: May 31, 2021 – September 28, 2022
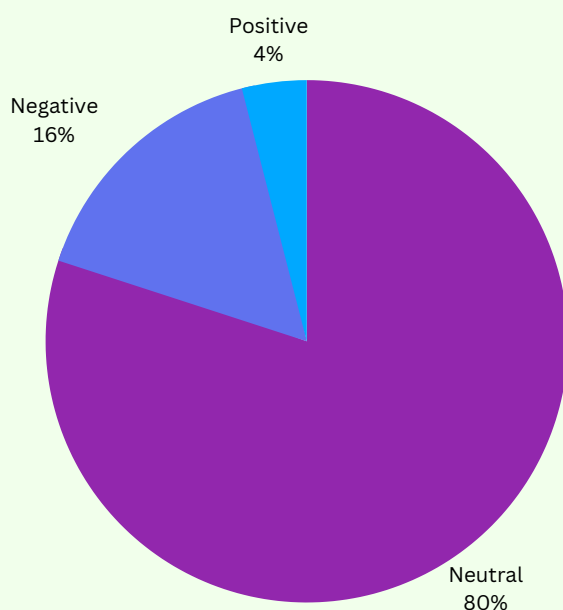Volume: 60,764 mentions
Unique Authors: 15,030

Topic Conversation Data Overview

60,764 Mentions

Topic: Protect Endangered Species
Timeframe: 5/31/2021 – 9/28/2022

Sentiment Breakdown

Positive 4%
Negative 16%
Neutral 80%

Top Platforms

Reddit 3.5%
Twitter 30.4%
Tumblr 66.1%

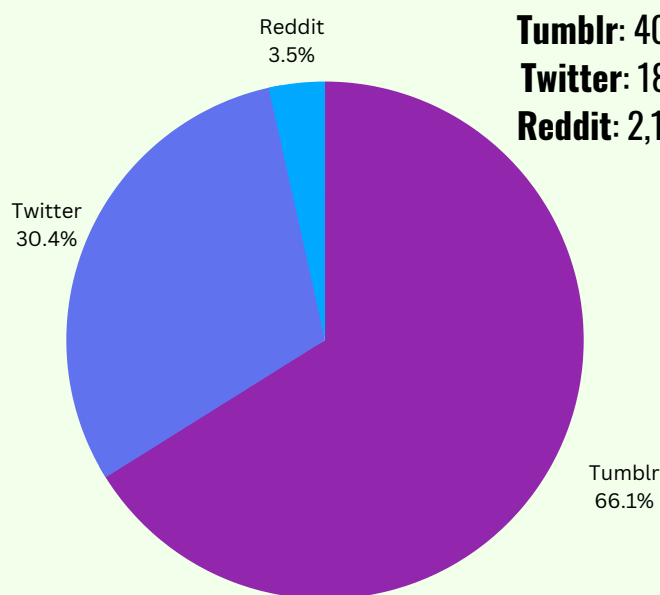**Tumblr**: 40,202 mentions
Twitter: 18,427 mentions
Reddit: 2,135 mentions

Sentiment Breakdown: Most of the conversation had a neutral sentiment with 80% (N=48,313), then a negative sentiment with 16% (N=9,972), and a positive sentiment with 4% (N=2,479) of the conversation
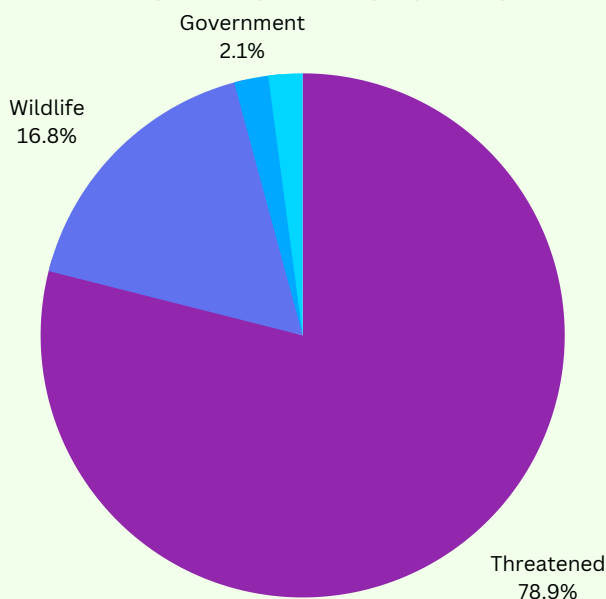
Mention Volume

Government 2.1%
Wildlife 16.8%
Threatened 78.9%

Mention Volume: Most of the posts mentioned the term threatened (75%, N=45,723), then wildlife (21%, N=12,937), then government (2%, N=1,060), and irrelevant (2%, N=1,044)

Tumblr & Reddit Data Insights

42327 Mentions

Tumblr

Narrative by Sentiment

Positive
2%

Negative
15%

Neutral
83%
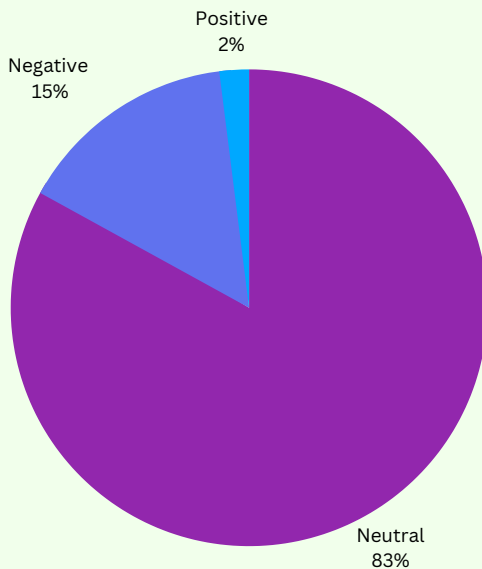
Positive conversations include posts with environmental protection tactics, protection of vultures, and scary animals are still animals.
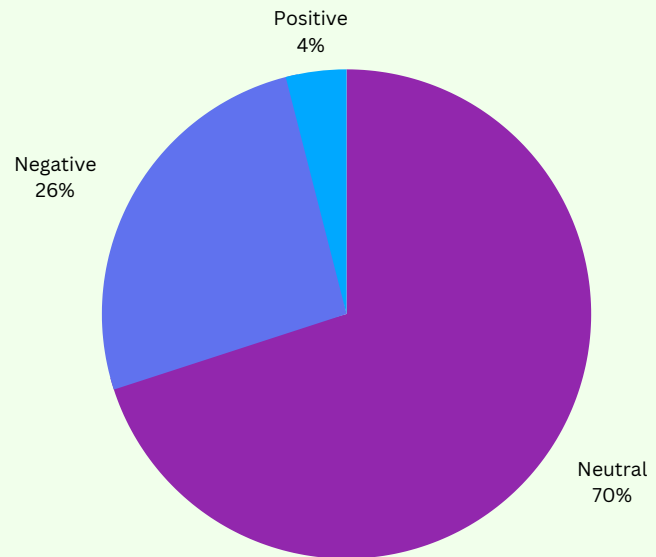
Negative conversations include posts of people hunting, showcases dead animals, and fan-fictions of animals from another planet.

Top Items

Topic: white man, animals and plants, protect biodiversity

Reddit

Narrative by Sentiment

Positive
4%

Negative
26%

Neutral
70%

Positive conversations include posts with zoo visits, protection of lions, and endangered forests and animals.

Negative conversations include posts of white men hunting in Africa, dogs attacking penguins, fan-fictions of controlling wild animals.
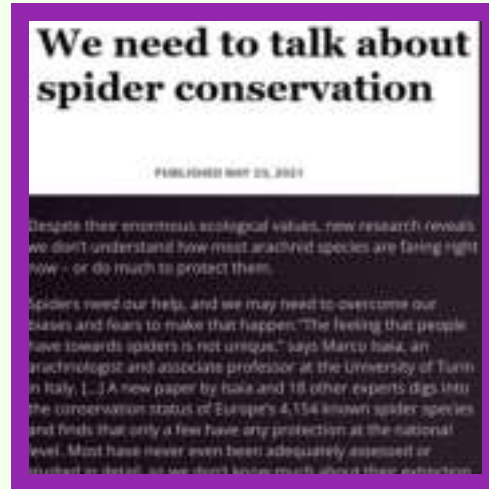
Top Items

Topic: protect endangered wildlife, laws to protect, money to protect

Tumblr Topic Data Insights

Spike Analysis

Spike A - December 13, 2021

This call-to-action is about giving money to the WWF instead of buying crypto.
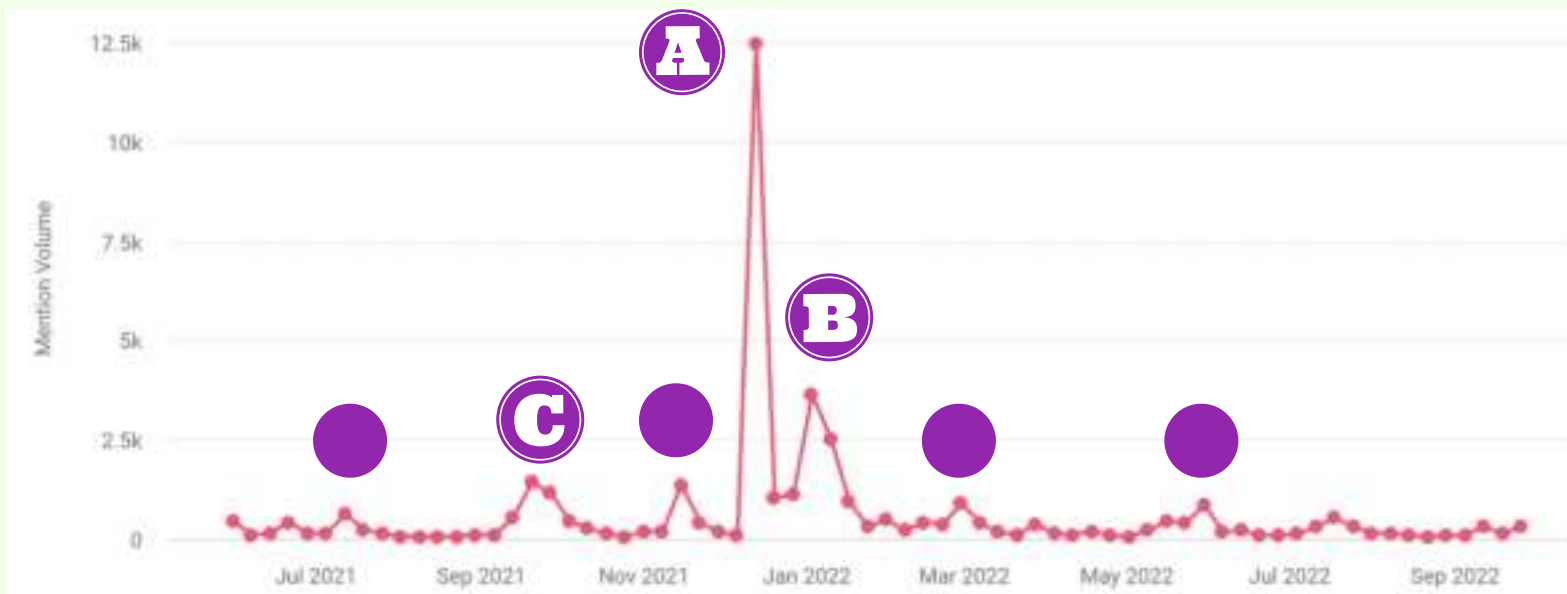N = 12,468 mentions

Spike B - January 3, 2022

Spider conservation is something people do not talk about enough. In this post are tips on how to safely conserve.
N = 3,628 mentions

Spike C - September 20, 2021

Donor support is how these non-profits survive. This call-to-action post brings attention to the money shortage.
N = 1,421 mentions

The other points of spike were about the comparison of women and animal treatment, the threats towards non-profits, and different creative ways to interact with animals and their habitats.

Theme Analysis

The Process Using Custom Classifiers

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

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

Emerging Themes

Included: wildlife, threatened, and government

These were topics that were highest in conversation when regarding "protect endangered species," and are relevant to the goals and missions of World Wide Fund. The irrelevant section in Custom Classifiers catches all the posts that are not applicable to the data we are analyzing.
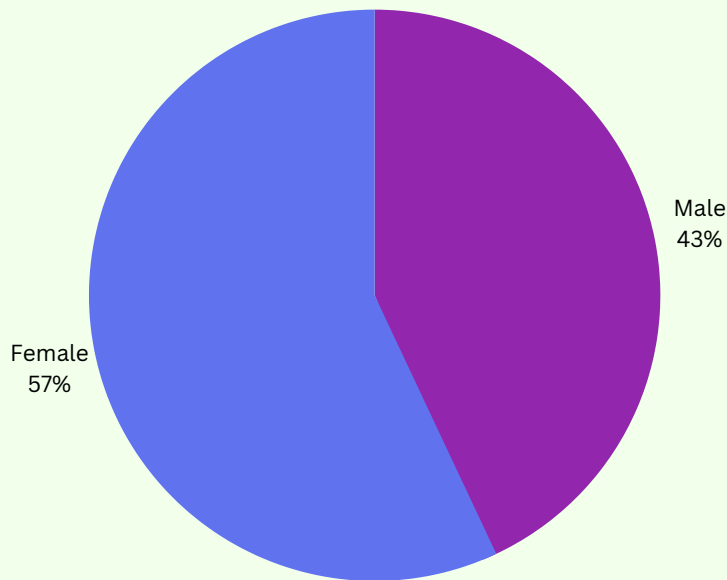
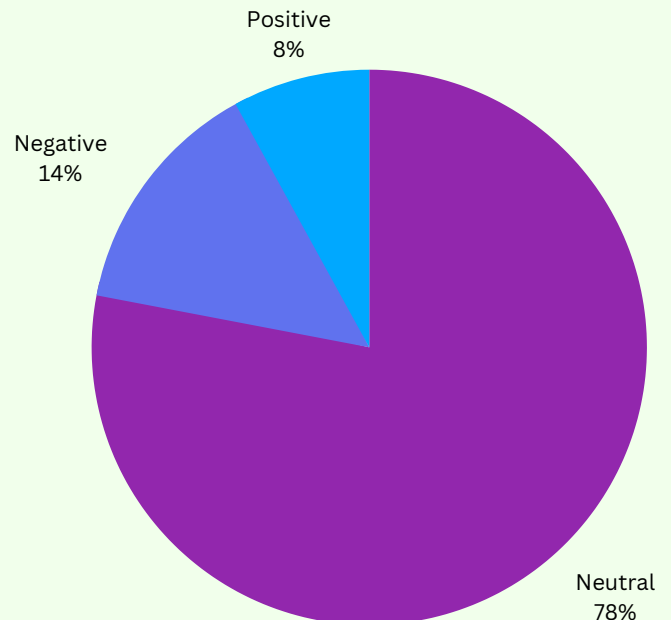## 'Edit Custom Classifier' in Brandwatch

Theme Analysis Threatened

Gender &

Male
43%

Female
57%

Sentiment Breakdown

Positive
8%

Negative
14%

Neutral
78%

Conversations surrounding the theme 'Threatened', include things like species, hunting, and protect.

Positive tweets in this theme include things like celebrating one of the rarest animals in the world, a northern hairy-nosed wombat.

Negative tweets include things like men hunting animals in Africa and being animal rights activists but destroying the wild.

Top Items

Hashtags

#mwc22, #natureguardians, #animals

Links

- Why Trophy Hunting Helps Protect Animals - YouTube
- Saving the Pangolin: One Conservationist's Lifetime Mission - REUTERS
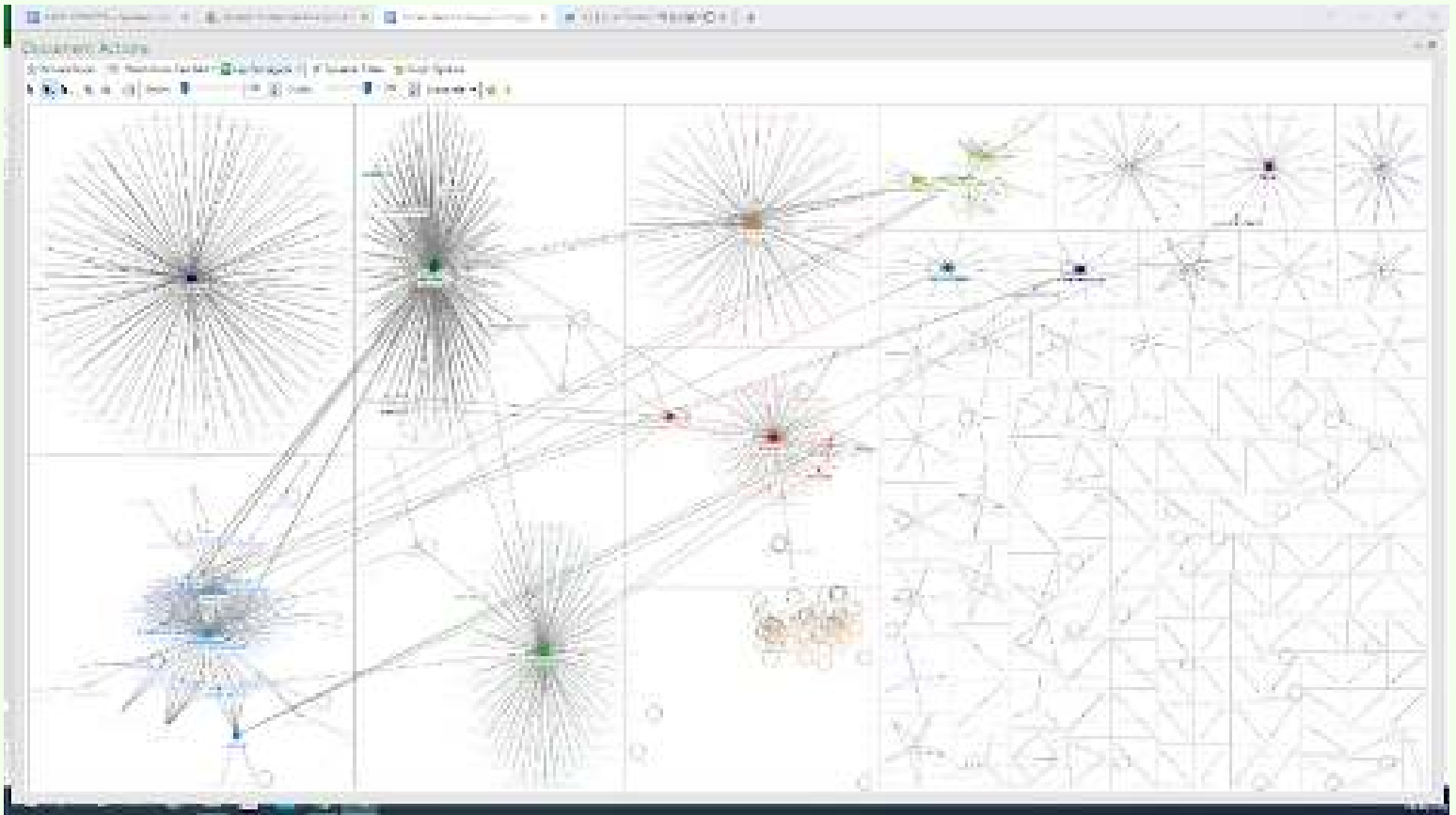
Key Influencers:

@KiethTse2
- posts primarily about issues in Africa

@mfell12345
- celebrates animal themed holidays

NodeXL Cluster Table

When looking at World Wildlife Fund's cluster table, there was not a lot of connection between multiple tweets. For example, the top left cluster does not have a strand connecting to any other cluster. The common theme in that cluster was in Japanese and it was a call-to-action of saying a specific tree in Japan. But, when Dominic Dyer, a verified animal activist on twitter, post about rejoining the media platform, the strands go in a bunch if different directions. Users connect him to a variety of different wildlife conservation tweets.

Dominic Dyer connected to the second cluster on the top row with a call-to-action for a government appeal to protect stolen and missing pets. The tweet was an awareness post to bring more attention to the poorly ran animal shelters across the United States.

Appendix

Appendix

Boolean Searches

Organization Data Set:
"World Wildlife Fund" OR @wwf OR World_Wildlife OR "World Wildlife Fund" OR #WWF OR #WorldWildlifeFund NOT (Wrestling OR #wrestling OR #WWE OR #SmackDown OR @WWE)

Competition Data Set:
"Wildlife Conservation Society" OR @TheWCS OR #TheWCS OR "Defenders of Wildlide" OR @Defenders OR #DefendersofWildlife OR "Oceana" OR @oceana OR #oceana OR "World society for the protection of animals" OR @MoveTheWorld OR #ChangeLivesForever OR "Wildlife Alliance" OR @WildlifeRescue OR #JoinTheAlliance

Topic Data Set:
"Climate Crisis" OR #climatecrisis OR ((CLimate OR Crisis) AND "global warming") NOT Volunteering NOT Volunteer NOT pollution NOT #pollution NOT #volunteering NOT #volunteer NOT #SaveThePlanet NOT Animals NOT #animals NOT Nature NOT #nature NOT preservation OR ClimateCrisis

Topic:
((("protect" OR #protect OR #protection OR "protecting") AND ("endangered" OR #endangered) AND ("animals" OR #animals)))