FEEDING AMERICA SOCIAL MEDIA ANALYTICS FINAL REPORT

FEEDING
AMERICA

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

@seesuiteUGA
seesuite.uga.edu

By: Sydney Bennett, Lexie Blake and Kiyah Adkins

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Executive Summary

Our chosen organization is Feeding America. Their mission statement is "to advance change in America by ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters, and the communities we serve." Feeding America has a large audience and caters to all of them by using inclusive language. They are very educational and use images that showcase all different types of people. One problem we noticed is they do not resonate with any hashtags on social media, making them slightly less recognizable with earned posts. They also oversee many smaller food banks with their own accounts making them not get the full extent of impressions, retweets, etc.that they may get if they only had one account under their organization.

Earned & Topic Data Timeline

April 2021-October 2022

Owned Data Timeline

June 2021-August 2022

Used Brandwatch to monitor

Twitter　　　　Reddit　　　　Blogs　　　　Tumblr

*No data for Facebook and Instagram due to Brandwatch limitations

Recommendations

Continue posting gender-neutral content

- Use neutral language and make sure images used of men and women is equal
- We found that across the board (pg.15) both genders have about equal mention volume in conversation surrounding Feeding America across platforms

Engage with top users on Twitter more frequently

- Reply to top users tweets, retweet their tweets and mention them in posts
- When looking at our top Twitter users (pg.22) we found that they have a wide reach so it would benefit Feeding America to work with these users to engage a wider audience

Increase content volume around the holiday season (Novemeber-December)

- Create posts mentioning upcoming holidays and use call to actions so people know where to donate and volunteer
- There tends to be a spike in mention volume around the holiday season (pg.8) and posts mentioning the holidays increase engagement

Partner with educational resources to spread awareness on food insecurity

- Create a campaign with an educational company (ex: PBS) to share resources to social media users about food insecurity in the U.S.
- No Kid Hungry partnered with Discovery+ to direct social media users to "learn more" about childhood hunger. They experienced a large mention spike during this campaign. (pg.26)

Example Posts

Copy: Everyone can volunteer at their local food bank! Check the link in our bio to see how!

Reply copy: Thank you so much for mentioning us @xyzuser! We are lucky to have volunteers like you!

Tweet Copy: Thanksgiving is coming soon, how are you celebrating? Consider helping another family celebrate by donating to your local food bank!

Tweet Copy: We have partnered with PBS to bring you resources on understanding food insecurity. To learn more, visit: (attached link).

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Become involved with the conversation around government assisted programs

- Comment on posts supporting and create organic content supporting government assisted programs as they relate to food insecurity
- Government assisted programs are very relevant in the conversation of our themes on many platforms (pg. 23)

Organic post copy: Do you know what SNAP could do for a family in need? Learn more about government assited programs at https://www.usa.gov/food-help

Increase celebrity partnerships and publicity of these partnerships on social media

- Connect with 4 celebrities each year who could make a large contribution to the organization or who feel passionately about Feeding America and could be the face of a social media campaign
- Harry Styles' partnership with Feeding America increased engagement for the organization on multiple social media sites, including Twitter and Reddit (pg. 15).

Copy: We are so excited to be partnering with Kim Kardashian for her food drive fest. Learn how you can donate at the link in our bio

Take advantage of holidays centered around giving

- Launch campaigns across social platforms on holidays like Giving Tuesday by using hashtags for these holidays and pushing donations ahead of these days.
- We saw on our spike analysis (pg. 22) and noticed that Hunger Action Day and holiday food drives caused large spikes in mention volume. Taking advantage of these holidays and launching these campaigns could add mention volume across platforms since it would reach a national audience.

GIVING TUESDAY

Copy: Are you ready for Giving Tuesday? Learn how you can contribute to Feeding America below!

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Partner with large corporations through social media campaigns

- Connect with large corporations who can create a sweepstakes that benefits the organization while driving mention volume
- We noticed large spikes in mention volume on Twitter when Feeding America did a partnership with T-Mobile (pg.15) and when Meals on Wheels did a partnership with Citi Bank so we believe that this method could benefit the organization's publicity

#applefighting hunger

Copy: Who wouldn't love a new phone? If you donate to Feeding America and tweet your donation with #applefightinghunger, you will be entered to win an Iphone 14! More info below!

Utilize Tumblr as a platform to spread information

- Create Feeding America curated content on Twitter t add to messaging on Tumblr
- We already have a mention volume over 11,000 on Tumblr (pg.22) so we believe it has good potential to generate positive content to contribute to Feeding America's image on social media

First post copy: Hey Tumblr! We hear you love us here, so we wanted to get in on the conversation! Head to the link in our bio to see how you can donate or volunteer today!

Engage audience with more interactive content

- Post more dynamic video content, rather than still image content
- Videos received more retweets overall than tweets without videos; (pg. 6). The averages of retweets on videos were higher than those of images; (pg. 10)

Copy: We are so grateful for everyone who volunteered on #fightinghungerfriday! We were able to pack 15,000 boxes across America!

Increase community involvement and awareness of how to contribute to Feeding America (and other related organizations)

- Post more call-to-action URLs with more communal language (i.e., "we" language instead of "you" language)
- Call-to-action URLs received the most impressions by far; (pg. 12). This means people are engaging with call-to-action links more than others, and Feeding America should capitalize on that.

Copy: We can all end hunger together if we donate to help families in need! Donate at the link below in just a few clicks!
Link

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Owned Data

Owned Data-Overview

About Feeding America's Twitter

Feeding America currently has 464.9K followers on its Twitter account. They tweet at least once daily and have tweets focused on many different themes. Some themes include testimonies and call to action Tweets. They also include different images, videos and URLs in their tweets.
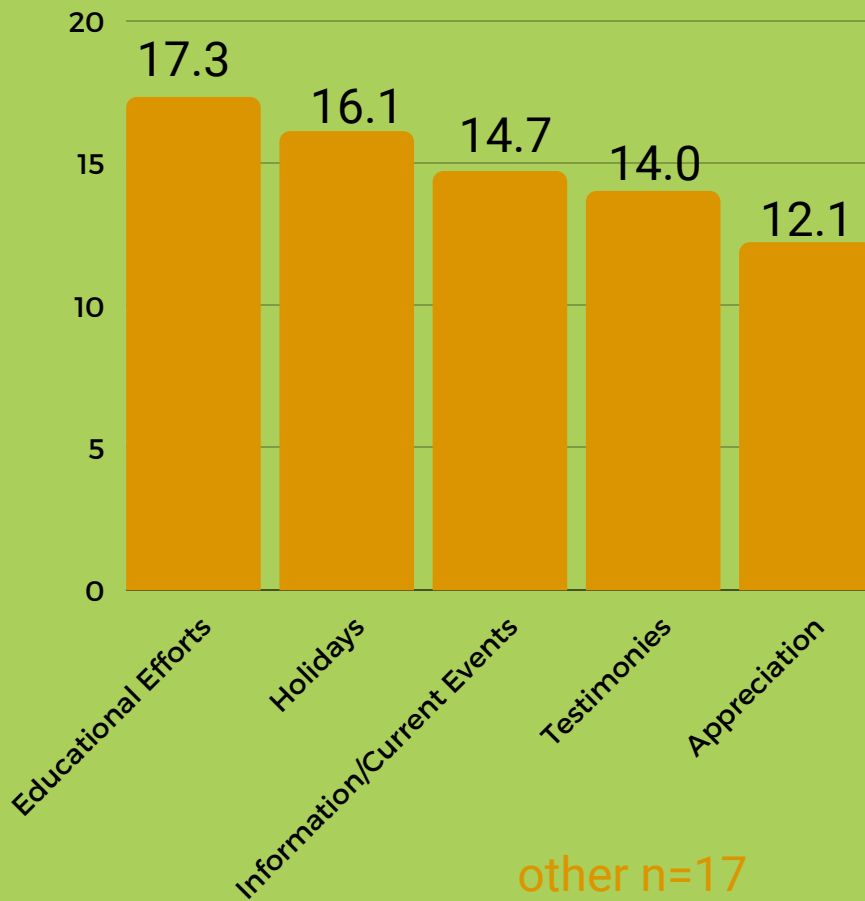
About the Data Set

In our data set we analyzed 318 tweets from June 2021-August 2022. The reason for the smaller time frame than our earned data is due to their frequent tweets leading us to have enough data to complete an accurate study.

Questions We Seek to Explore

- Do testimony theme posts get more overall engagement?
- Do posts with or without images/videos get more overall engagement?
- Do posts that include URLs receive more engagement?
- Does mention type affect engagement?
- Is there more engagement with recipients or volunteers (as it pertains to image/video)?

Twitter Engagement Data

Average Retweets By Theme

Bar chart values:
- Educational Efforts: 17.3
- Holidays: 16.1
- Information/Current Events: 14.7
- Testimonies: 14.0
- Appreciation: 12.1

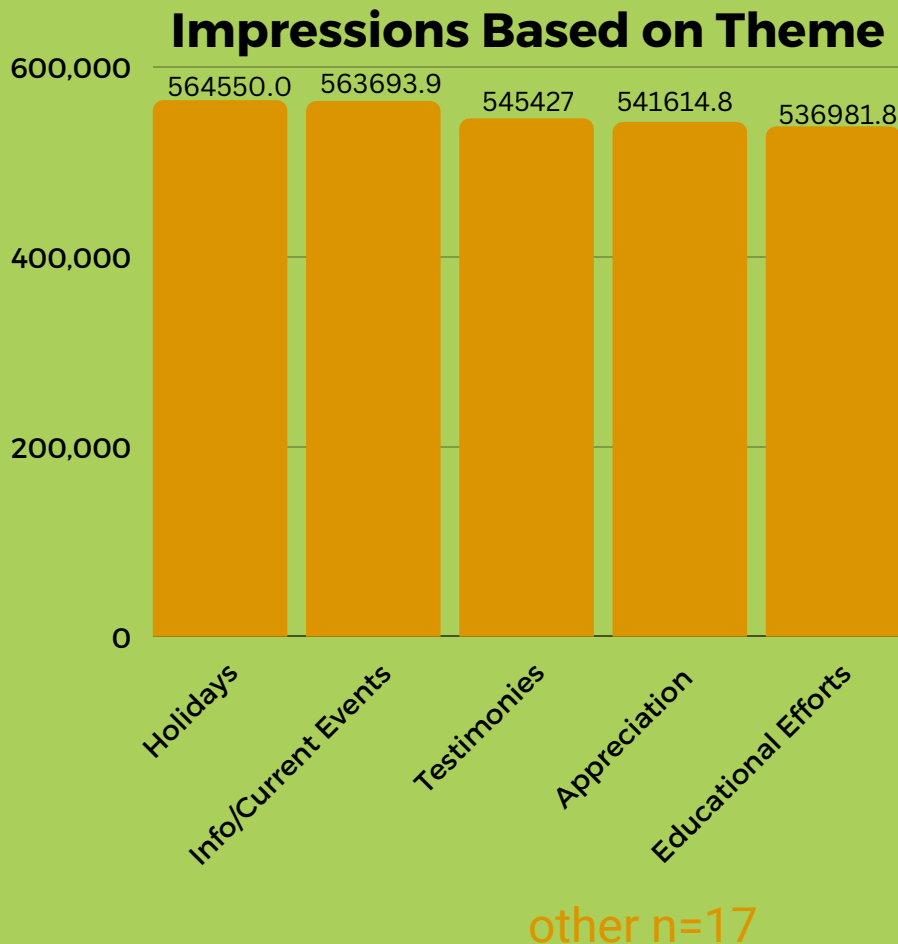Y-axis: 0, 5, 10, 15, 20

other n=17

Under the Theme schema, Educational Efforts comes in on top at 17.3 average retweets, but it only comes out at 55 posts. Testimonies has the largest number of posts at 117 but comes in second to the bottom on retweets at 14.0. The theme of Information/Current Events is only 0.7 higher on average number of retweets but falls at 47 total posts.

Category	Total number of posts
Testimonies	117
Info/Current Events	47
Educational Efforts	55
Appreciation	29
Holidays	53

Example of Most Retweeted Theme: Educational Efforts

Feeding America ✔
@FeedingAmerica

Every single community in the country is home to families who experience hunger. But hunger's impact is heaviest on communities already marginalized. This includes Black, Latino and Native American neighbors, people with lower incomes and rural communities.

1 IN 4

1 IN 5

1 IN 5

11:56 AM · Aug 29, 2022 · Sprout Social

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Twitter Engagement Data

Impressions Based on Theme

[Bar chart showing impressions by theme:]
- Holidays: 564550.0
- Info/Current Events: 563693.9
- Testimonies: 545427
- Appreciation: 541614.8
- Educational Efforts: 536981.8

Y-axis values: 0, 200,000, 400,000, 600,000

other n=17

Under the Theme schema again, Holidays comes in with the most impressions at 56455.0 but falls in the middle in of the number of posts at 53. On the other hand, Testimonies has the highest number of posts at 117 but falls in the middle of impressions at 545427. Lastly, while Educational Efforts falls last in impressions at 536981.8 but second highest in number of posts at 55.
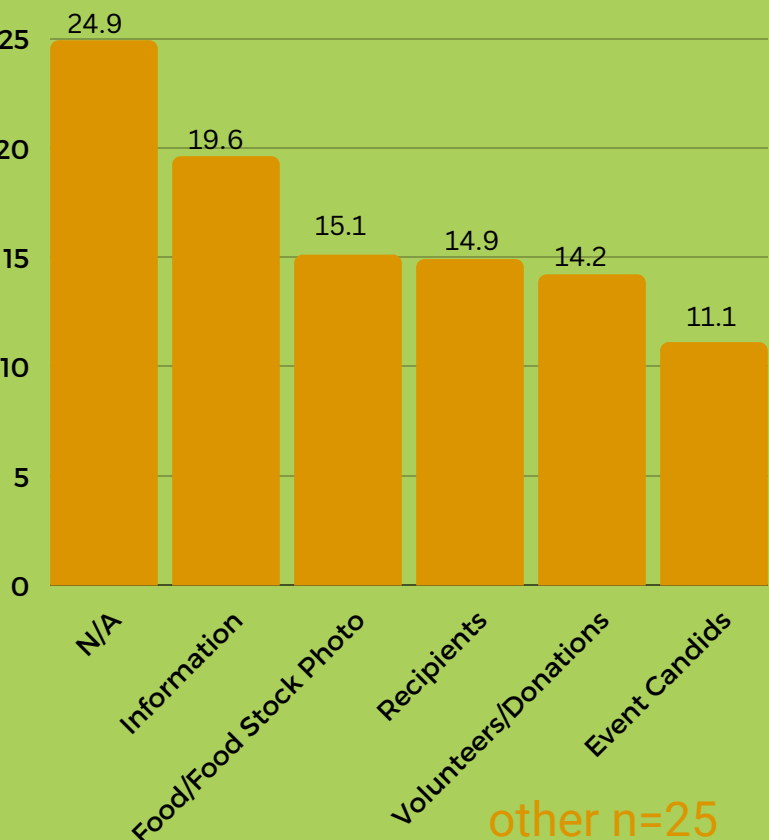
Category	Total number of posts
Testimonies	117
Info/Current Events	47
Educational Efforts	55
Appreciation	29
Holidays	53

Example of Theme With Most Impressions: Holidays

Feeding America ✓
@FeedingAmerica

As a nation, we owe a huge debt to all military members—past and present—for dedicating their lives to serving others. This Fourth of July, we salute the active service members and veterans that continue to serve and combat hunger, side by side with food bank staff & volunteers.

12:02 PM · Jul 4, 2022 · Meltwater Social

Twitter Engagement Data

Average Retweets Based on Image Type

other n=25

Category	Total number of posts
Volunteers/Donations	80
Recipients	80
Information	37
Event Candids	13
Food/Food Stock Photo	8
No Image	75

Looking at the Image Type schema, it is very interesting to see that No Image has the highest average retweets at 24.9 but the 3rd highest total number of posts. Volunteers/Donations and Recipients tie at 80 total posts, and only fall 0.7 away in average retweets at 14.9 and 14.2. Food/Food Stock Photo is only 0.2 behind Recipients in retweets at 15.1, being the second highest, but falls at the bottom of total number of posts at 8.

Example of Image Type With Most Retweets: No Image

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Twitter Engagement Data

Average Retweets Based on Video Type

Chart — Average Retweets Based on Video Type:
- Volunteer Footage: 33.3
- Recipient Testimony: 26.2
- Call-To-Action: 24
- No Video: 14.9
- Info Video: 13.5

other n=4

The Video Type schema proves that No Video is the most used type of post at 296 total posts but it falls towards the bottom of average retweets at 14.9. The highest average retweets goes to Volunteer Footage at 33.3 but only the 3rd highest number of posts at 6. While Call-To-Action is the lowest total number of posts at 1, they have 3rd highest average retweets at 24 which shows that the one post of this category got many retweets.

Category	Total number of posts
Recipient Testimony	7
Volunteer Footage	6
Info Video	4
Call-To-Action	1
No VIdeo	296

Example of Video Type With Most Retweets: Volunteer Footage

Everyone has something to bring to the table in the fight against hunger.

Mark, facing homelessness and hunger, found a true community at his local food pantry. Every Friday, he shares laughter and togetherness with his pantry "family" as a volunteer.

Meet Mark

Twitter Engagement Data

Average Impressions Based on URL Target Type

Bar chart values:
- Call-To-Action Form: 682503.8
- News Articles: 601192.7
- Organization Blog: 539438.4
- N/A: 536847
- Affiliate Organization: 527369.6
- Podcast Episodes: 493419.9

Y-axis: 0, 250,000, 500,000, 750,000

other n=1
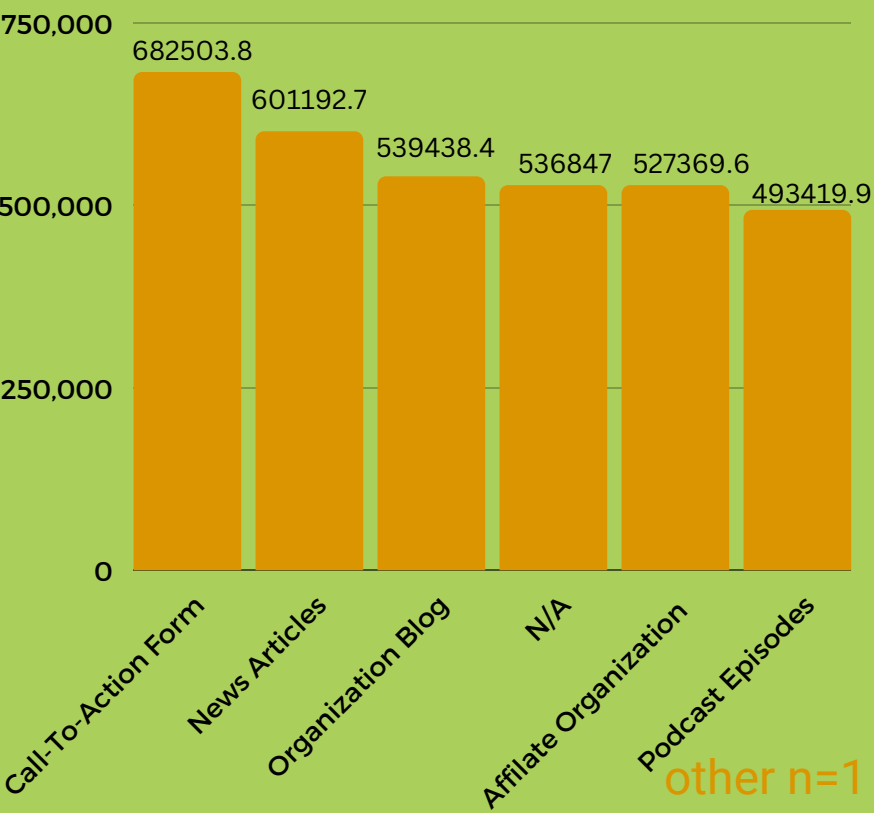
Category	Total number of posts
Organization Blog	72
Podcast Episodes	7
Affiliate Organization Website	5
Call-To-Action Form	63
News Articles	41
N/A	128

The URL Target Type schema showed us that while N/A had the highest number of posts at 128 but the posts with no URL got fewer impressions than most at 536847 average impressions. While Call-To-Action form had the highest impressions at 682503.8, they fell as the 3rd highest total posts at 63 posts which proves that even though there are fewer posts in this category, they perform well. Affiliate Organization Website is barely behind N/A in impressions at 527369.6 and fall second to last on number of posts at 7

Example of URL Target Type with Most Impressions: Call-To-Action Form

Feeding America @FeedingAmerica

An avid home gardener, Carol combines her passion with serving the community at the @FoodBankofDE farm.

Facilities like this are an innovative way to fight hunger and are made possible by dedicated volunteers. Learn more & get involved: bit.ly/2Z2Otqe

Earned Organization Data

Earned Organization Data- Overview

Goals:

Earned Organization Data analysis is important due to its ability to help Feeding America improve their reach toward existing audiences. We are able to explore the centrality, content, and demographic information of conversations concerning the organization. We are able to get viable feedback for how internet users are responding to Feeding America's social media content.

Recommendation:
Increase celebrity partnerships and publicity of these partnerships on social media.

Topics of Exploration:

- What recommendations can we provide to Feeding America to help them impact the conversation(s)?
- How do we define what verbiage is important for exploring Feeding America's digital presence?

Dataset Specfics:

- **Timeline:** April 1st, 2021 - October 12th, 2022
- **Platforms:** Twitter, Blogs, Reddit, Tumblr
- **Volume:** 115,054 mentions
- **Unique Authors:** 64,369

Earned Organization Data

Dataset Breakdowns by Gender, Sentiment, and Platform:

Top Platforms

Reddit
3%

Tumblr
11%
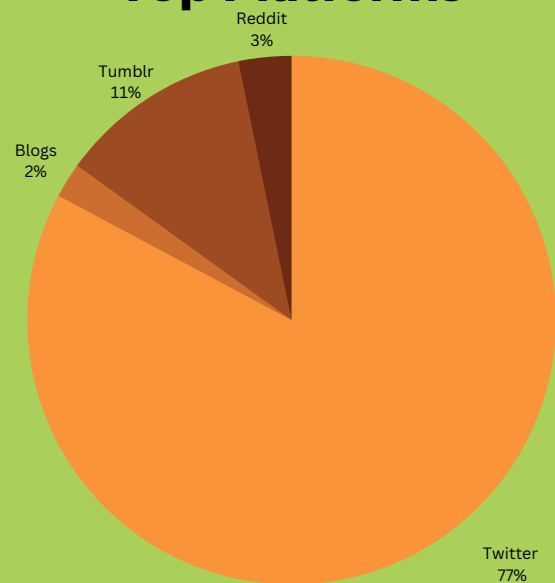
Blogs
2%

Twitter
77%

Twitter: 88,400
Blogs: 2,864
Tumblr: 12,337
Reddit: 3,421

Gender

Women
49%

Men
51%
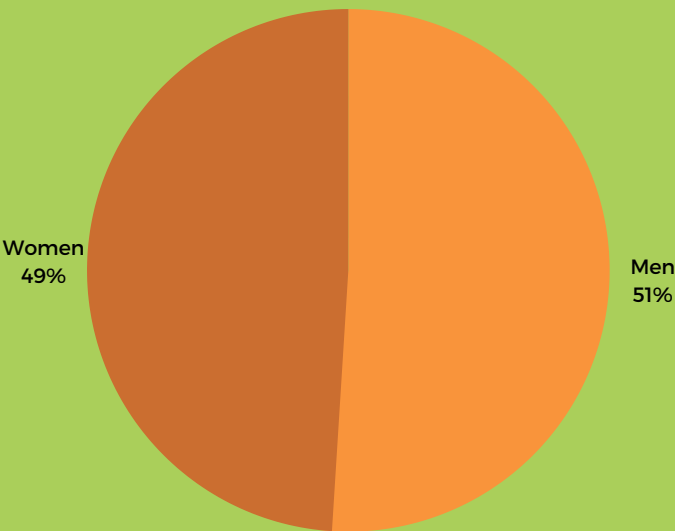
Men: 12,451 authors
Women: 11,899 authors

Sentiment

Negative
10%

Positive
18%
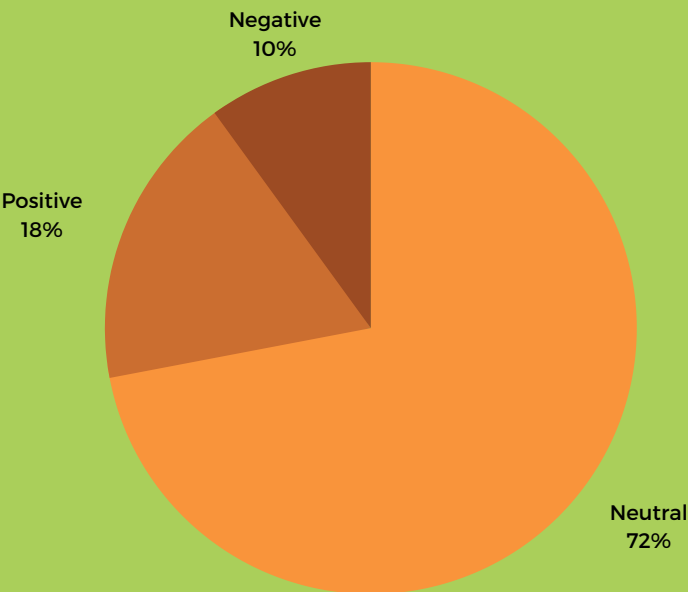
Neutral
72%

Positive: 21,087
Negative: 11,461
Neutral: 82,502

For our Earned Organization dataset, we analyzed Feeding America's presence on several platforms: Twitter, Blogs, Tumblr, and Reddit. Across all platforms, there was little contrast in gender. However, the conversations were overwhelmingly neutral as users took to social media to spread awareness on various partnerships that Feeding America was involved in.

This includes the T-Mobile #TMobileTGiving sweepstakes, Harry Styles's charitable efforts via concert profits, and BODYARMOUR's collaboration with Feeding America and Walmart for their #FightHunger campaign.

Earned Organization Data

Top Items Across all Platforms:
Influential Users:
- @Bhhba2: Twitter user that frequently spreads any updates posted by Feeding America.
- AutoModerator: Reddit user that commonly posts any links that lead to Feeding America's resources.
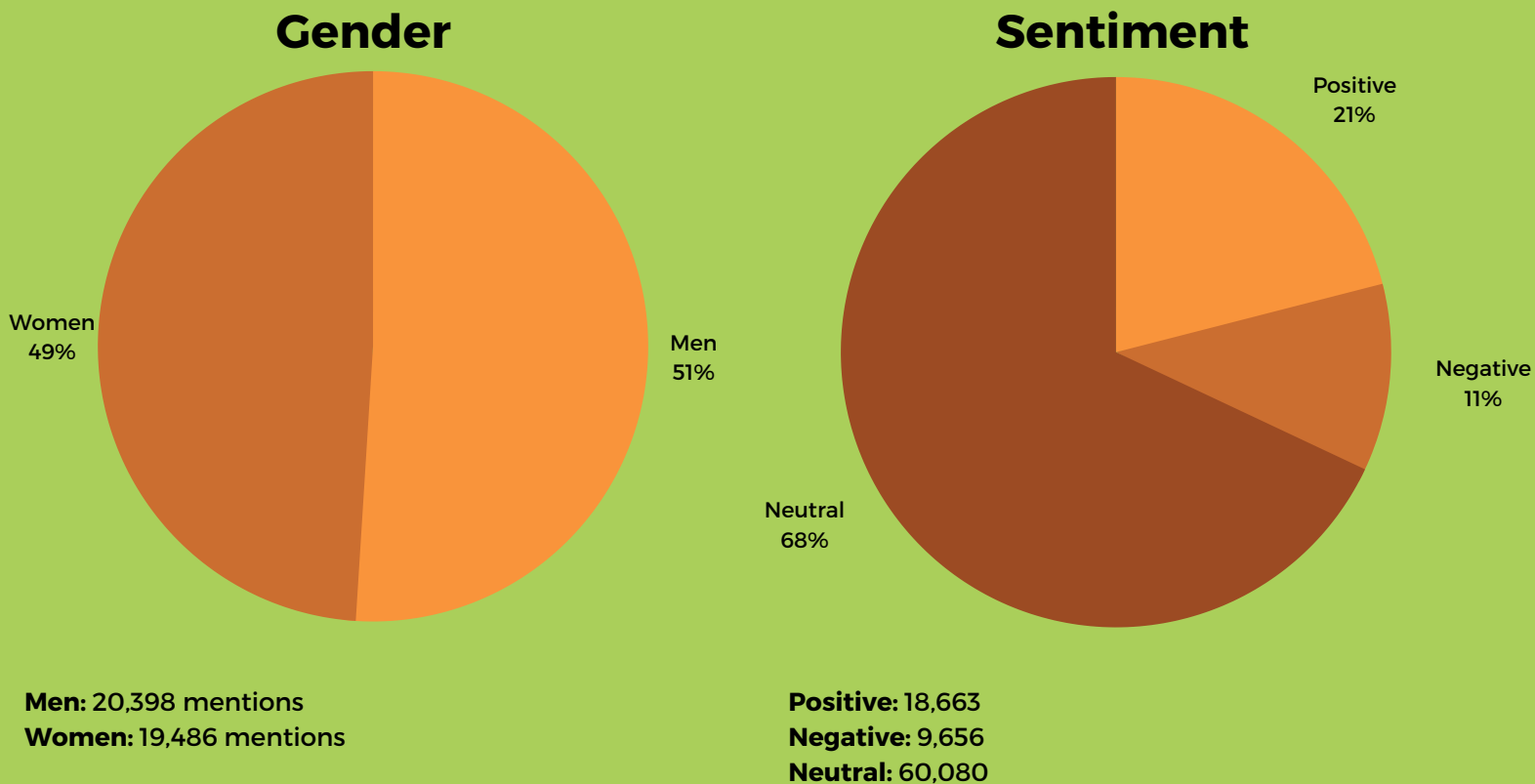- @iAMradioIntl: Twitter account for a radio station that platforms Feeding America.

Topics:
- Support Feeding America, Food Banks, Donation, Helping, Hunger

Links:
- Feeding America's **donation link**
- Feeding America's **blog**
- Feeding America's **main website**

Earned Organization Data Insights: Twitter

Gender

Sentiment

Women 49%
Men 51%

Positive 21%
Negative 11%
Neutral 68%

Men: 20,398 mentions
Women: 19,486 mentions

Positive: 18,663
Negative: 9,656
Neutral: 60,080

Similar to the overall analysis of Feeding America's presence across all platforms, there is little variation in gender. As for Sentiment, conversations are mostly neutral with various brands and celebrities announcing their partnerships with Feeding America. This includes T-Mobile, Nick Jonas, Harry Styles, and Starbucks. Negative conversations mention political shortcomings with hungry veterans, while positive conversations are directed as compliments toward celebrities.

Earned Organization Data

Earned Organization Data Insights: Blogs, Reddit, Tumblr

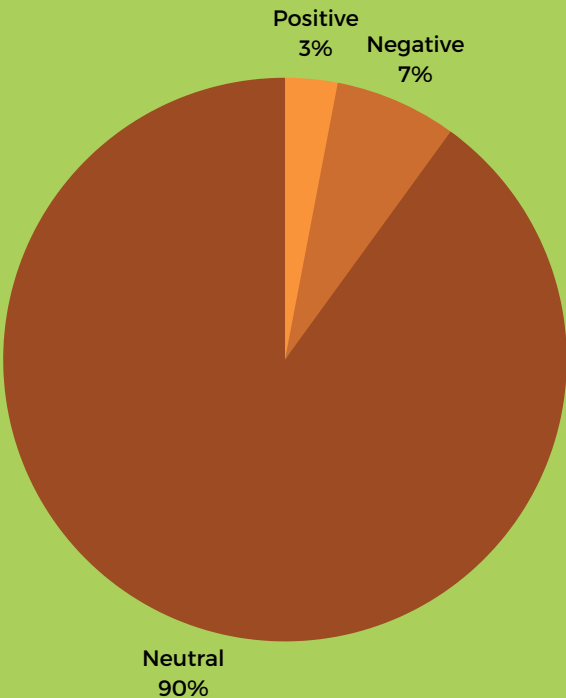### Gender

Women 50%

Men 50%
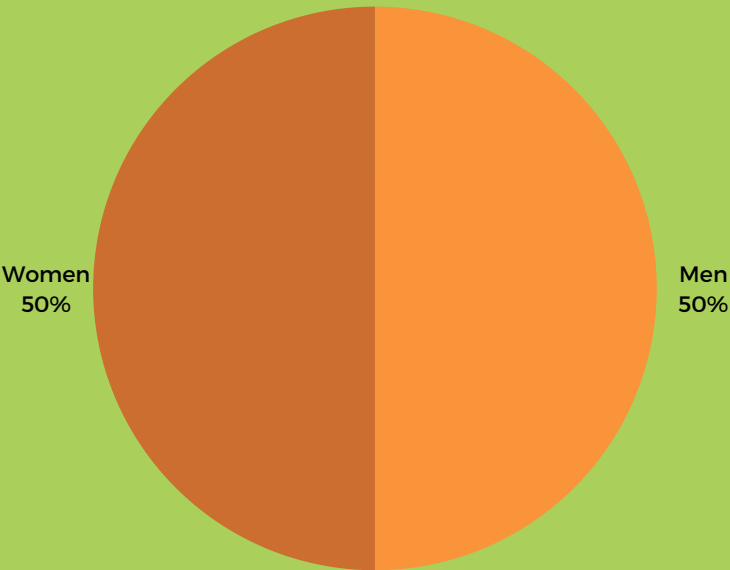
Men: 562 mentions
Women: 556 mentions

While we prioritized Twitter data for our recommendations in this section, we also solidify our recommendations with showing that the Gender Breakdown and Sentiment Breakdown for the other platforms yields similar results.

There is little to no variation between genders with conversations being dominantly neutral.

On the other sites, users mainly kept any mentions of Feeding America purely factual with commentary on the literal structure of the organization.

Positive deviation praised their projects while negative conversations were mostly critiques on how political figures handled food insecurity.
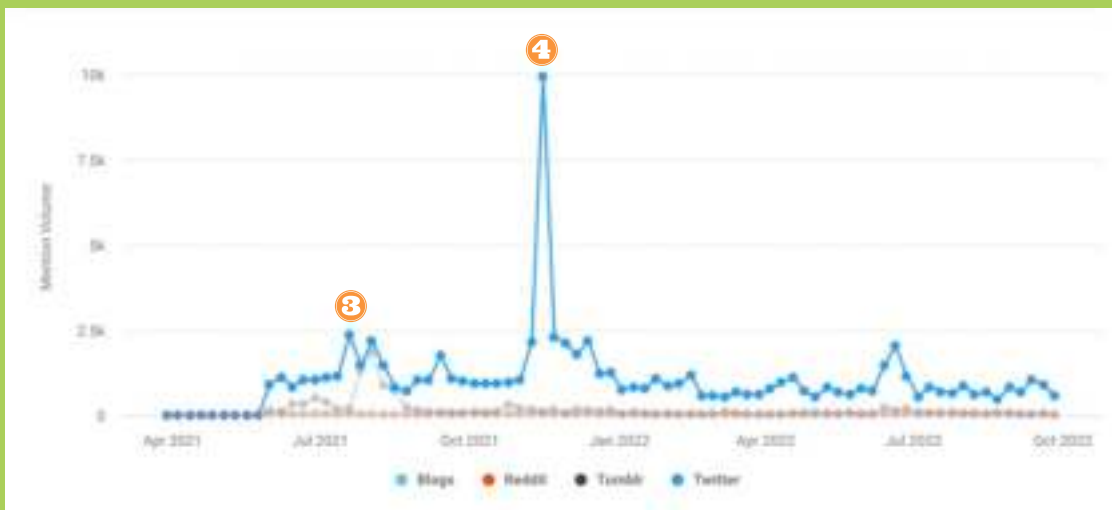
Sentiment

Positive 3%

Negative 7%

Neutral 90%

Positive: 591
Negative: 1,369
Neutral: 16,662

Earned Organization Data

Earned Organization Data Insights: Spike Analysis

Mention Volume for Months based on Content Sources (Excluding Twitter)
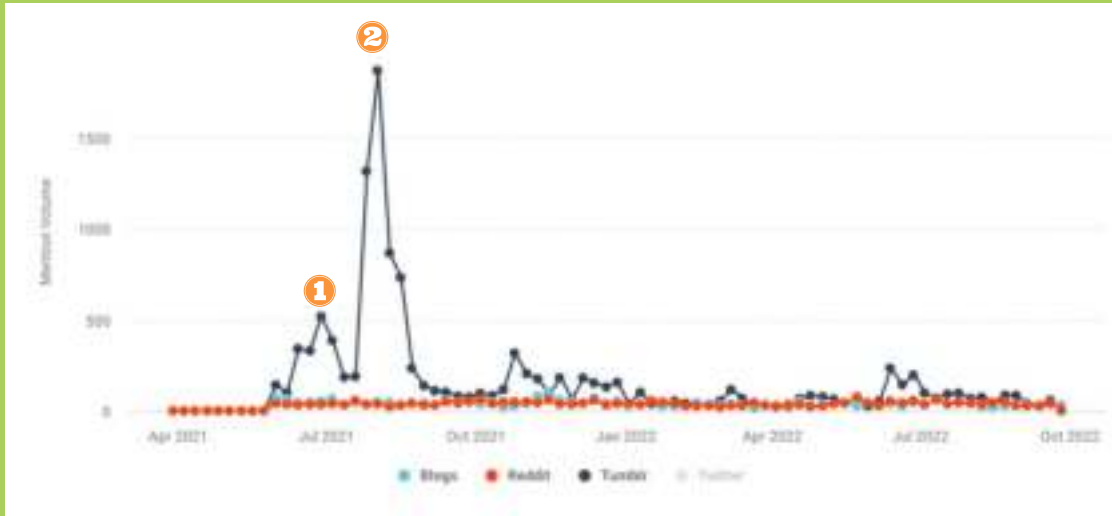
Mention Volume for Months based on Twitter Data

Spikes, Explained:

- Jun 28, 2021: Users flocked to Tumblr to discuss Feeding America's efforts in relation to their project, "Feeding America: The Historic American Cookbook Project".
- Aug 2, 2021: Continued commentary on "Feeding America: The Historic American Cookbook Project". Users commented on how a proceeds should be distributed.
- Jul 19, 2022: Users on Twitter offer criticism on the policymaking of "Dallas Democrats".
- Nov 15, 2022: Twitter users discuss the relationship between military personnel and food insecurity.

Feeding America has the opportunity to succeed in relevance and mention frequency when their content is politically-relevant, offers solutions to pressing societal issues, or highlights innovative initiatives. Users depend on Twitter more than other platforms for its ability to express concise remarks on complex topics.

Earned Topic Data

Earned Topic Data- Overview

Goals:

A thorough analysis of the Earned Topic dataset paves the opportunity to see how subjects like "food insecurity" contributes to a frequent and relevant digital presence for Feeding America.

Recommendation:
Engage with top users on Twitter more frequently.

Topics of Exploration:

- How do influential users affect the topic's digital presence and its relationship to Feeding America?
- To what extent does this topic vary in positive, negative, and neutral sentiment?

Dataset Specifics:

- **Topic:** Food Insecurity
- **Timeline:** April 1st, 2021 - October 12th, 2022
- **Platforms:** Twitter, Blogs, Reddit, Tumblr
- **Volume:** 483,729 mentions
- **Unique Authors:** 2,347

Top Items:

- **Influential Users:**
  - @ChuckGrassley, United States Senator
  - @timsmithricky, Music Teacher
  - @MrBeast, Content Creator
- **URLs:**
  - "Let's Express" Home Blog
  - Daily Bees Website
  - Internews Website
- **Topics (by Platform):**
  - Twitter: Local food banks, cost of living, NHS workers, relying on food
  - Blogs: United States, food insecurity, New York
  - Tumblr: food items, social services, homeless shelters
  - Reddit: soup kitchens, food stamps, local food pantry

Earned Topic Data

Earned Organization Data Insights: Across Platforms
Influential Users on Twitter:

Top Authors	5750-Feeding America	Jul 01, 2021 - Oct 11, 2022						
			MENTIONS				**IMPACT**	**REACH**
AUTHOR NAME	SOURCE	MENTIONS	POS	NEG	NEU	AVERAGE	AVERAGE ▼
@ChuckGrassley	twitter.com	1	1	0	0	99.3	4037331
@timsmithricky	twitter.com	1	0	1	0	98.8	2572549
@MrBeast	twitter.com	1	1	0	0	98.8	2527795

Chuck Grassley: @ChuckGrassley: 743.2K Followers - Reach: 4037331- Posts: 2
  Chuck Grassley is a Senator in New Hartford, IA who is also a family farmer and supports agriculture.
Tim Smith: @timsmithricky: 4,191 Followers - Reach: 2572549 - Posts: 2
  Tim Smith is a music teacher who posts lots of commentary on politics
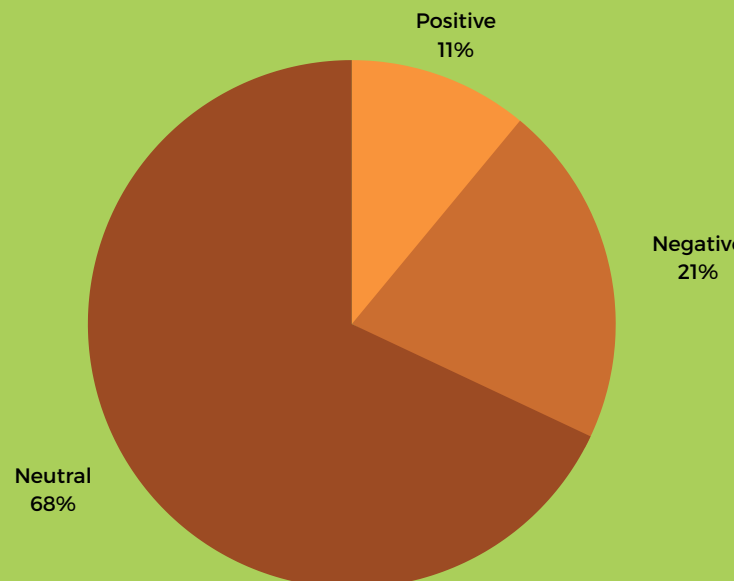**Mr Beast:** @mrbeast: 15.7 M Followers - Reach: 2527795 - Posts: 2
  Mr Beast is a youtuber known for giving lots of money to followers and those in need.

Mention Volume Breakdown

Blogs 3%
Reddit 7%
Tumblr 22%
Twitter 68%
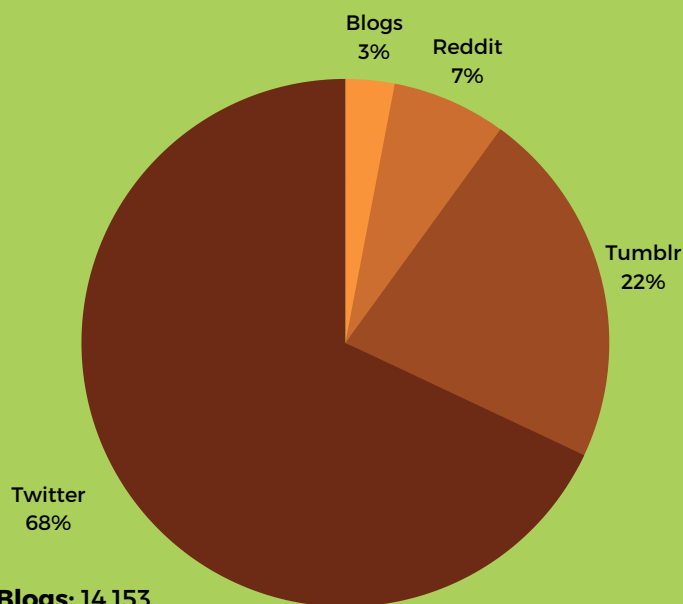
Blogs: 14,153
Reddit: 32,719
Tumblr: 106,541
Twitter: 330,309

Sentiment Breakdown


Positive 11%
Negative 21%
Neutral 68%

Positive: 12,047
Negative: 22,997
Neutral: 74,466

Twitter dominates conversation for our topic dataset. A notable element of this is having Mr. Beast, a popular content creator, being one of the most influential users. Additionally, he has a relationship with Feeding America through his charitable organization, Beast Philanthropy.

Across platforms, we can see that topic conversations are generally neutral with commentary on food insecurity and helping people without homes. Negative conversations suggest users being worried about how they are perceived if seen using a food bank. Positive conversations are geared toward praising organizations for their efforts in fighting hunger.

Earned Topic Data

Spike Analysis: Mention Volume by Content Source
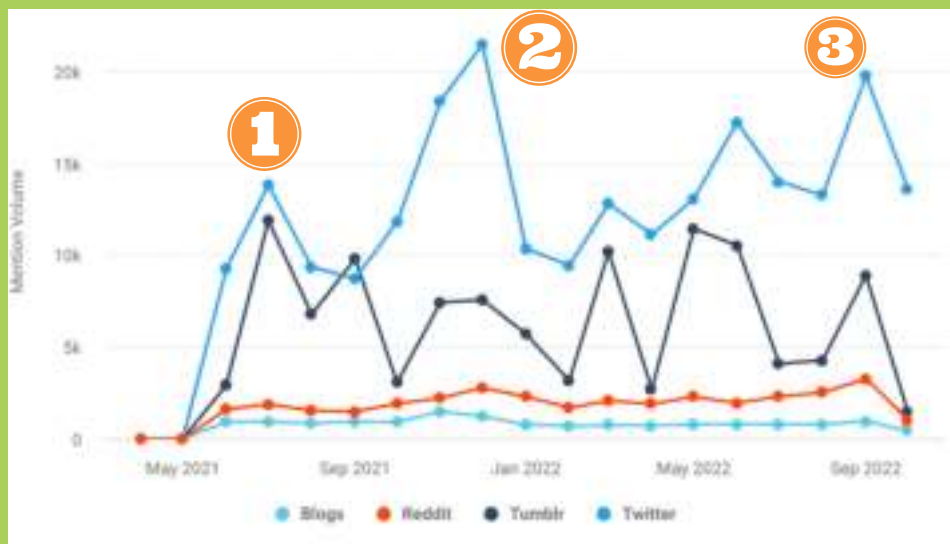
Spikes, Explained:
- **July 1st:** Tumblr spike due to thousands of shares on a post complaining about the lack of resources for the homeless population; Mentions: 11,857
- **December 31st:** More activity seen on Twitter and is due to a spike in holiday food drives across America; Mentions: 21,456
- **September 30th:** This Twitter spike is due to the uptick in asking for food donations after Hurricane Ian; Mentions: 19,728

## Geographic Analysis: Mention Volume by Content Source
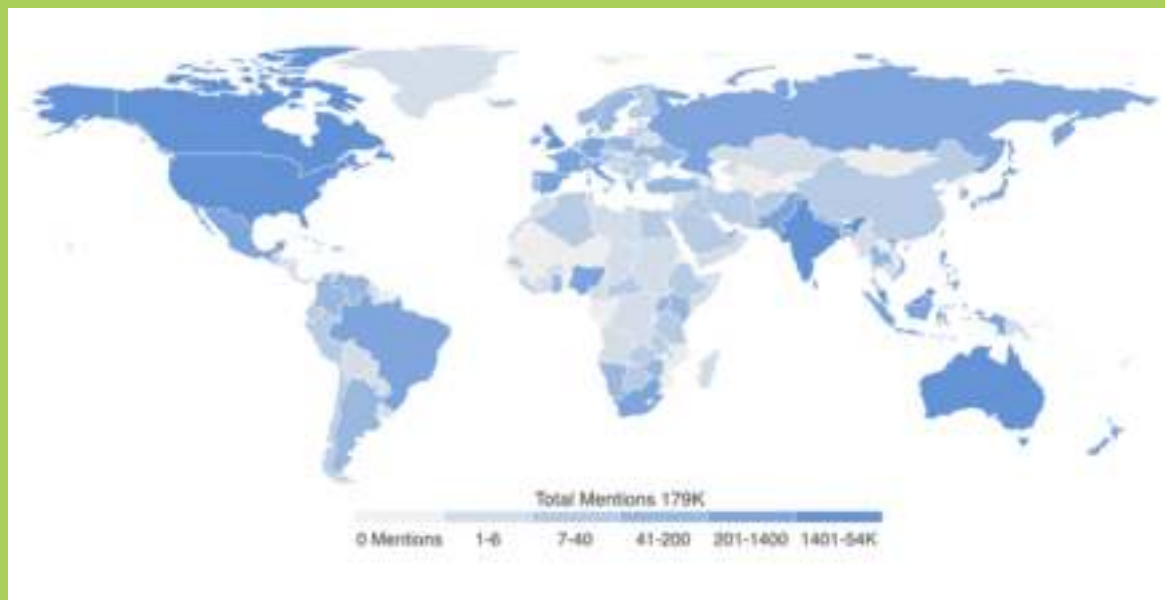
Thoughts on Spike Analysis and Geographic Analysis:

The data retrieved from the spike analysis and map is sensible for a variety of reasons. For the spike analysis, Feeding America is consistent with being tied to conversations surrounding their relationships with other entities, the impact of food insecurity, and being suggested as a resource in the midst of a disaster. For the geographic analysis, majority of the events hosted by Feeding America are in North America, with an emphasis in the United States and Canada.

Earned Topic Data

Theme Analysis Sentiment: Volunteer
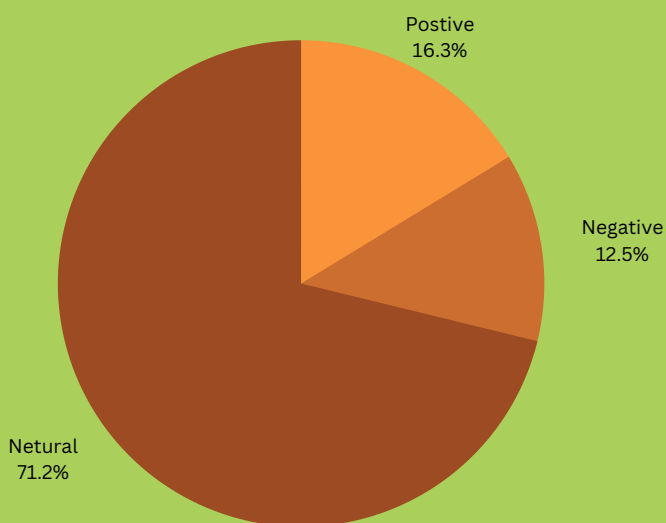
Positive
12.6%

Negative
18.2%

Neutral
69.2%
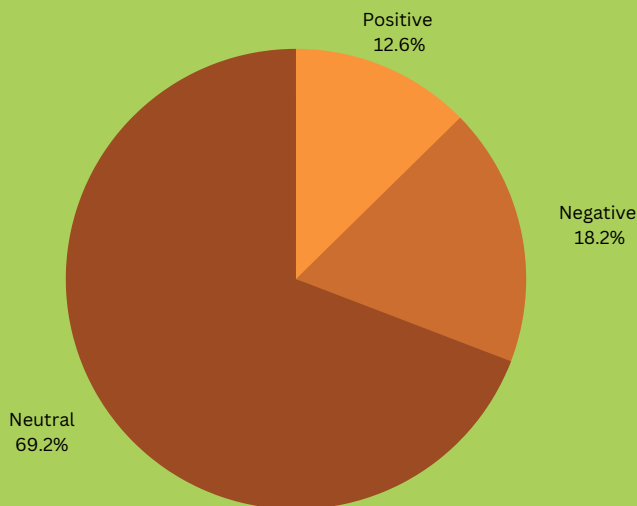
Positive comments discussed gratitude for food bank volunteers, negative conversations were about corrupt food banks, and natural conversations are pushing for people to volunteer at food banks.

Theme Analysis Sentiment: Food Insecurity

Positive
10%

Negative
10%

Neutral
80%
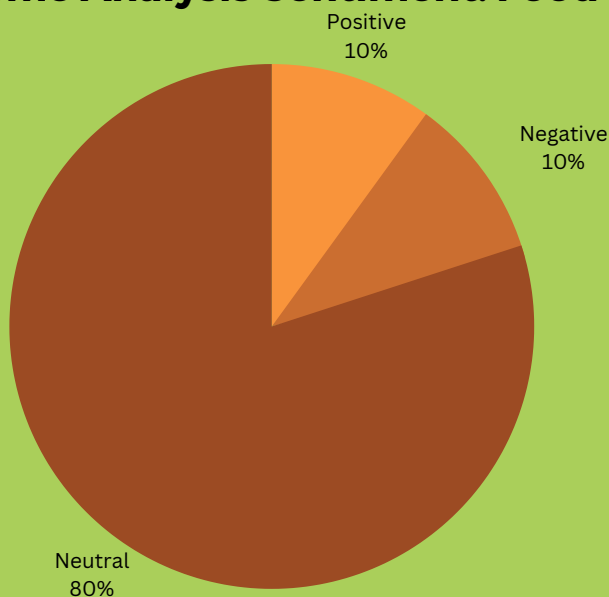
Twitter users relate food insecurity to decisions made by international governments and celebrities. Twitter exhibits higher positive sentiment with conversations focusing on volunteer appreciation and federal subsidies.

Theme Analysis Sentiment: Food Drive

Postive
16.3%

Negative
12.5%

Netural
71.2%

A big theme within Twitters neutral sentiment is conversation around Mr. Beast opening up food banks. Mr. Beast is a famous YouTube influencer, and he is one of our main influential users on Twitter.
Positive sentiment involved conversation around holiday food drives, especially around Thanksgiving, and negative sentiment came from topics such as "local food bank" and "cost of living crisis," which was picked up from the word "crisis" but these topics didn't always have a negative context.

Earned Competition Data

Earned Competition Data- Overview

GOALS

Earned competitive data analysis is important to understand the conversation surrounding comparable organizations to Feeding America. We are able to explore the centrality, content, and demographic information of conversations concerning similar organizations. We are able to get viable feedback for how internet users are responding to comparable organizations social media content, to know what relevant topics Feeding America should be concerned about.

TOPICS OF EXPLORATION

- What recommendations can we give to Feeding America based on the performance and activity of its comparable organizations?
- How can we position Feeding America as a unique actor in the nonprofit food bank industry while also staying relevant to topics in the conversation surrounding comparable organizations?

DATASET SPECIFICS

- **Timeline:** April 1st, 2021 - October 12th, 2022
- **Platforms:** Twitter
- **Volume:** 229,954
- **Unique Authors:** 128,570
- **Reach:** 226,299

Earned Competition Data

Overview

We used nonprofit organizations Food Bank 4 NYC, The Hunger Site, No Kid Hungry, and Meals on Wheels to make up our comparable organization dataset. The total volume of mentions during April 30, 2021 through October 12, 2022 was 229,954. While No Kid Hungry counted for many of these mentions (as seen in the spike analysis graph), there are still relevant insights from the other organizations that contribute to the same conversation as Feeding America, such as volunteering, food banks, and food insecurity in children. Sentiment was mostly neutral with over 150,000 neutral-content posts.

Overall Sentiment

Positive
17.8%

Negative
9%

Neutral
73.2%
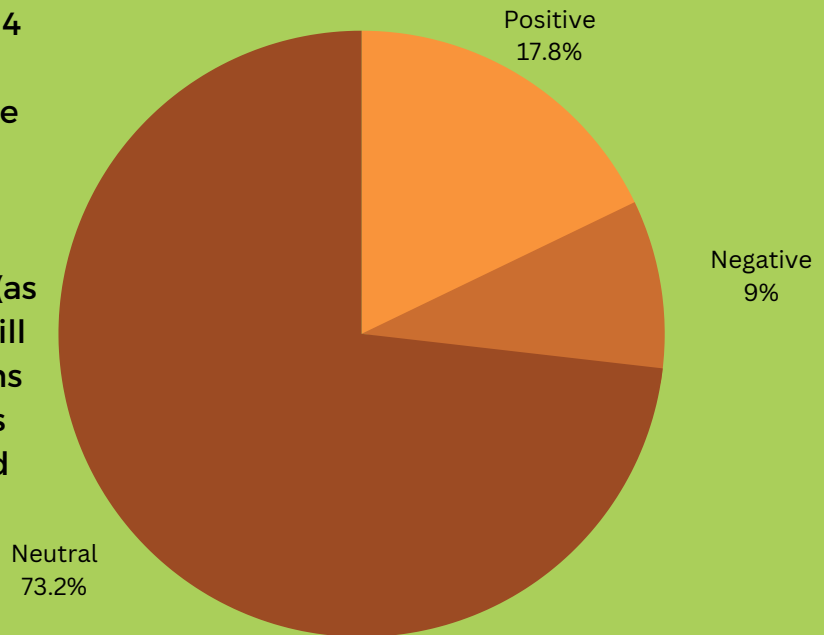
Competitive Spike Analysis

5750-Feeding America

The first spike in June 2021 came from conversation around English politics, as they had an election that year; the most tweeted phrase during this time was "vote Tory."

The Second Spike in December 2021 was caused by a partnership between No Kid Hungry and Discovery Plus, where the top used phrase was "learn more" in regards to reading about the partnership and how to donate to No Kid Hungry. Along with this, users commented on learning more about child hunger during the holiday season because it is a time of giving.

The third spike on September 24, 2022, was caused by a partnership between No Kid Hungry and Citi Bank, where each retweet from a tweet by Global Citizen (@GlblCtzn) gave a $10 donation by Citi Bank to No Kid Hungry.

26

Earned Competition Data
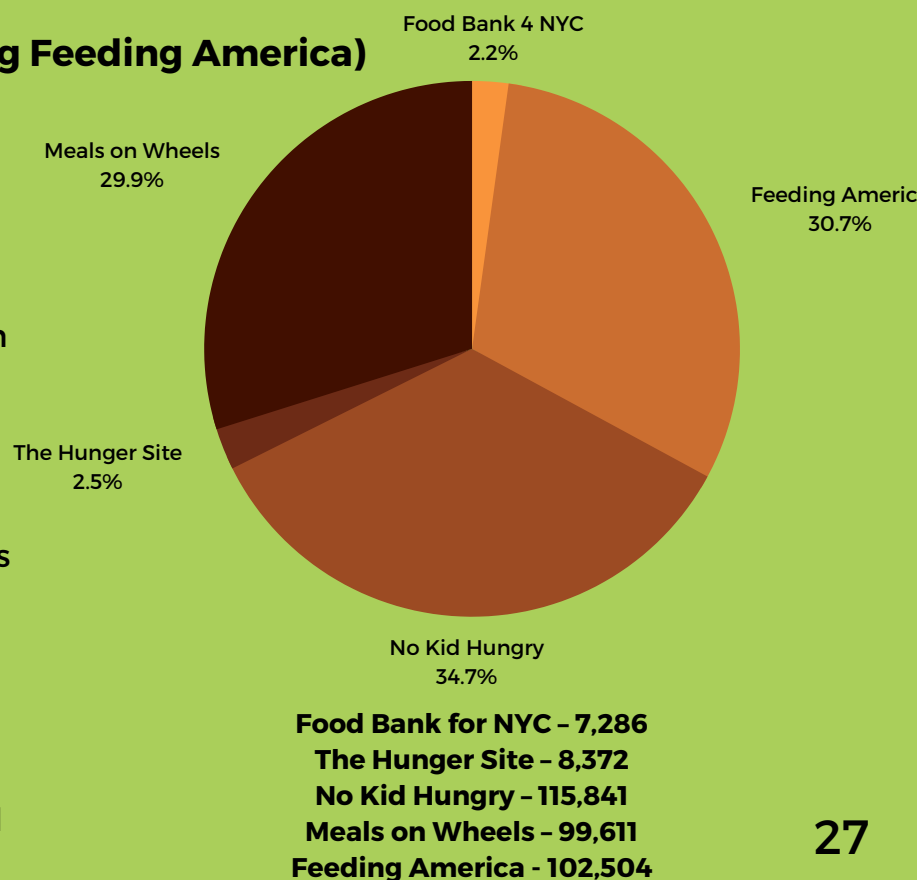## No Kid Hungry Geographical Mention Map

This is the geographical mention map for No Kid Hungry, the most relevant comparable organization to Feeding America. They have a global influence, with their strongest presence in the U.S. (48,000 mentions), Canada (1,787 mentions), and The United Kingdom (1,556 mentions).

The main difference between No Kid Hungry and Feeding America is their prevalence outside of the United States, with a mission to end hunger globally. This is a large contributing factor to their share of voice and influence around the world.

Competitor Share of Voice (including Feeding America)

No Kid Hungry is a very large competitive organization for Feeding America, and they received the most mentions with 115,841 mentions. Meals on Wheels is also very prominent, with 99,691 mentions. Feeding America's share of voice comes in between the two, with over 102,000 mentions. Most conversation on Twitter involves these three nonprofits; however, Food Bank for NYC and The Hunger Site are still very prevalent in the conversations surrounding food banks and food insecurity.

Comparatively, Feeding America has a great share of voice compared to its competitors, and therefore has influence on social media around the topics of food insecurity, food banks, volunteering, etc.

Food Bank 4 NYC
2.2%

Meals on Wheels
29.9%

Feeding America
30.7%

The Hunger Site
2.5%

No Kid Hungry
34.7%

Food Bank for NYC – 7,286
The Hunger Site – 8,372
No Kid Hungry – 115,841
Meals on Wheels – 99,611
Feeding America - 102,504

Earned Competition Data
Top Influential Users via Twitter

@nokidhungry
Reach: 33,087 (average)
Mentions: 2,803
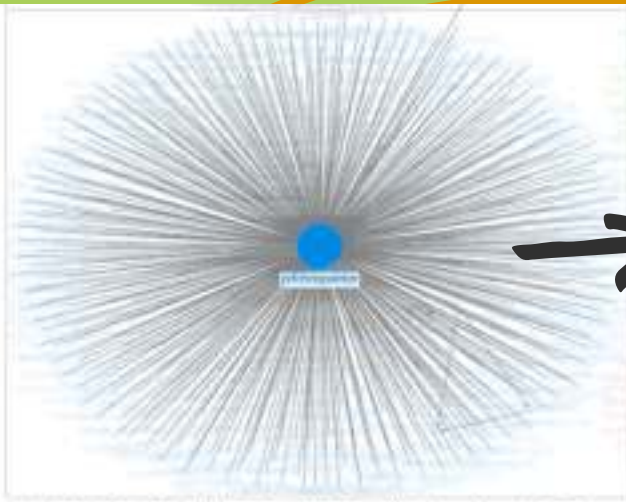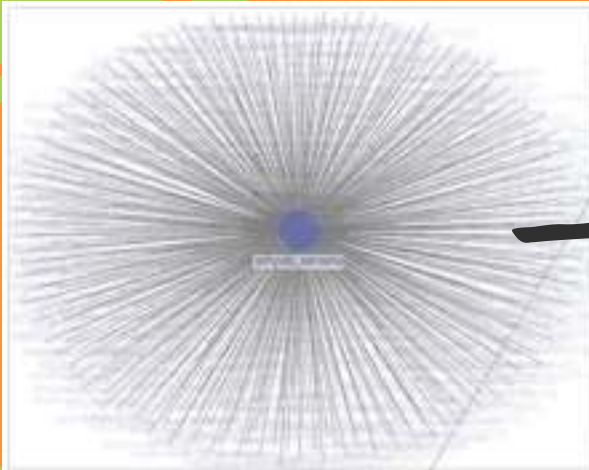

@johnreichardwes
Reach: 1,406 (average)
Mentions; 641

@billshore
Reach: 5,675 (average)
Mentions; 445

Social Network Analysis

NodeXL Analysis

Tweet

Achyuta Samanta
@achyuta_samanta

Education is a key enabler to fight hunger and poverty. On the #NationalEducationDay, let's pledge to gift education to every child and chart a course towards sustainable human development.

4:19 AM · Nov 11, 2022 · Twitter for iPhone

542 Retweets   11 Quote Tweets   804 Likes

Thread

Professor Christopher Painter
@PrfChrisPainter

Mounting and shocking UK social decay. Spiralling scale of child hunger; an unravelling NHS (impacting on numbers in full-time employment); a criminal justice system that is barely functioning; and no end to the housing crisis for generation rent. Yet, about to get even worse.

1:56 AM · Nov 15, 2022 · Twitter for Android

563 Retweets   23 Quote Tweets   1,290 Likes

What unifies these tweets and their success is their commentary on how food insecurity affects various sectors of society: politics, education, and overall wellbeing.

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NodeXL Analysis
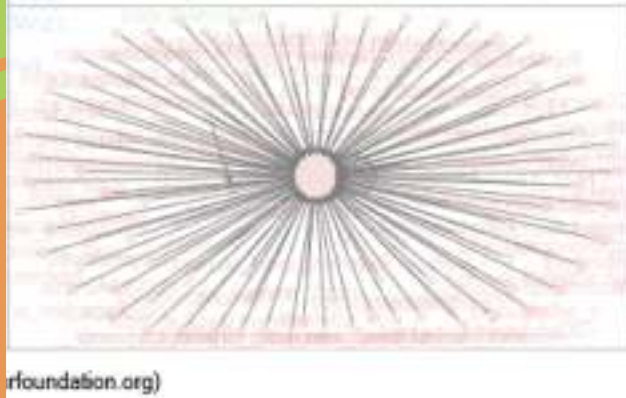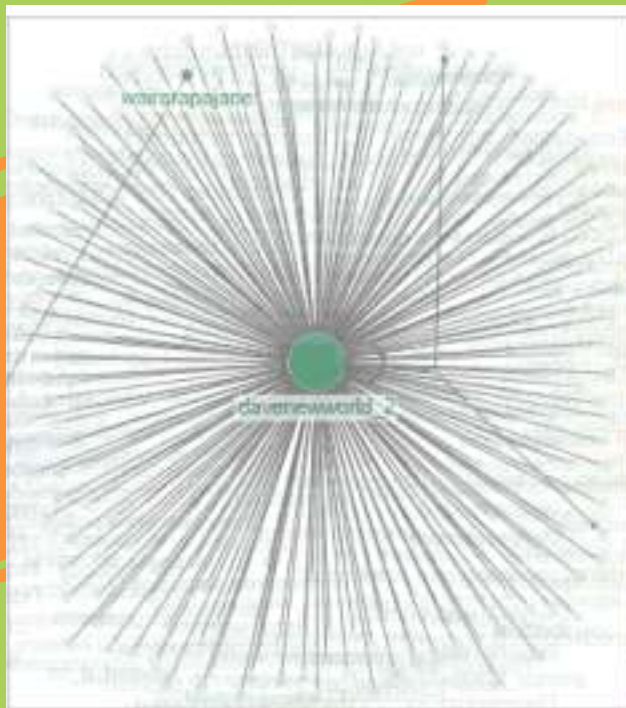
Appendix

Organization Data Query:

@FeedingAmerica OR "Feeding America" OR #FeedingAmerica OR FeedingAmerica OR ("Feeding America" AND (hunger OR food OR "food bank" OR "working together" OR "food insecurity" OR "end hunger" OR children OR "food pantry" OR "food pantries" OR kids OR community OR hungry)) OR ("Feeing America" AND (volunteer OR donate OR "find out how" OR help OR join OR fight OR fighting OR "learn more" OR change OR learn OR distribute OR give))

Competition Data Query:

foodbanknyc.org OR "food bank for new york city" OR "food bank for nyc" OR @foodbank4nyc OR #foodbank4NYC OR thehungersite.greatergood.com OR "the hunger site" OR "the hunger site by greater good" OR @thehungersite OR nokidhungry.org OR "no kid hungry" OR @nokidhungry OR #nokidhungry OR mealsonwheelsamerica.org OR "meals on wheels" OR @_mealsonwheels OR #mealsonwheels

Topic Data Query:

("food insecurity" OR "food bank" OR "fight hunger" OR "food pantry" OR "food drive" OR hunger OR "ending hunger" OR "end hunger" OR hungry) AND (learn OR learning OR education OR volunteer OR volunteering OR donating OR "fight hunger" OR facing)

Boolean for Hunger: Hunger OR #hunger OR "Fighting Hunger" OR #fightinghunger

Boolean for Food: Food OR "Food Insecurity" OR #Foodinsecurity OR "Providing Food"

Boolean for Food Bank:"Food Bank" OR #FoodBank OR #FoodBanks OR "Food Bank" OR "Food Banks"

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