



SAVE THE CHILDREN

-

FINAL PRESENTATION



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EXECUTIVE SUMMARY

The purpose of this report is to analyze social media data that was present on various different platforms for the non-profit Save The Children. Save the Children is a non-profit organization that strives to educate, serve, and protect children all across the globe. Whilst conducting research on this organization, our team looked at earned data, comparable data, and topic data. After gathering this research, we came up with some recommendations for Save the Children on how to grow their reach on these different social media platforms.



DATA OVERVIEW

Timeframe:

January 1, 2022 - August 31, 2022

Volume:

Owned Data: 298

Earned Data: 749,293

Topic Data: 5,763,750

Key Performance Indicators:

Demographics, Geography, Sentiments, Emotions

Platforms:

Twitter, Reddit, and Tumblr





RECOMMENDATIONS



RECCOMENDATIONS

Owned Data

1. Utilize infographics to share data.

Do this by creating infographics to share facts. On Save the Children's Twitter Account, infographics are used to share a quote about a global issue or a singular fact. Infographics are used to share larger sets of data in a way that users can read and understand, and Save the Children should make use of this. While there were not a lot of infographic posts ($n=18$), they did have the highest level of engagement ($m=31.6$). Tweets sharing facts were on the lower end of engagement ($m=10.71$). Save the Children should use infographics to share a larger amount of data in order to make data easier to consume.

2. Use outside news articles to urge users to support global issues.

Do this by increasing the number of links to news articles with posts that are encouraging users to take a stand on issues. News articles had the second highest engagement in the URL category ($m=12.13$), but urging posts in the message content category had the highest level of engagement ($m=21.41$). On the other hand, the number of posts that shared outside news articles was 15 tweets. Save the Children should post a news article with a caption urging users to support the cause that the news article is pertaining to.

3. Use hashtag campaigns to encourage users to provide support to Save the Children.

Do this by paying attention to hashtag trends on Twitter and tying those into Save the Children posts. If these categories were linked and hashtags were used to encourage support in a campaign-like style, there should be an increase in average retweets. Hashtag campaigns reported to have the lowest average retweets ($m=8.54$), but encouraging posts received the most retweets in the purpose of post category ($m=18.66$). Examples of hashtags that could be utilized are #StopTheWarOnChildren and #TheWorldNeeds which are both hashtag campaigns supporting Ukraine.



RECOMMENDATIONS

Earned Data

1. Encourage your audience to take action on global issues.

Do this by sharing links to your organization's donation site; this will encourage your audience to engage with your organization more. Also inform the audience on how the donation process works and where exactly their donation is going to because people love transparency. Lastly, increase hashtag usage with your action posts. Only 10% of Save the Children's earned data has a theme of "Take Action". Since STC is a non-profit organization, they should place some focus on getting their audience to donate to their cause. An example of a hashtag could be #actnow or #takeaction.

2. Save the Children needs to start being a leader of the conversation when it comes to breaking news stories.

Save the Children can be the leader when it comes to a breaking news story by speaking about it frequently, posting links to news articles, but also creating their own news articles. Use hashtags that relate to news campaigns, such as #breakingnow or #breaking, because these hashtags will drive in users that are searching for news. Two large themes that Save the Children is posting about are "Tigray" and "Ukraine". If these categories were dived deeper into these topics with more news articles, more gusto, and more call-to-action themes, then STC would gain more reach.

3. Increase posts containing more positive stories to help increase the positive sentiment.

Do this by exploring different conversations surrounding positive sentiments and positive stories. Save the Children could possibly share stories of survivors, photos and videos to help share stories, and use hashtags that relate to positive messages. Save the Children has a high negative sentiment, 62%, and a high sadness emotion, 46%. This makes sense because Save the Children is usually posting about hard hitting issues and the sad truth that some children face on a daily basis. Save the Children can steer the conversation in a more positive manner to give their audience more hope regarding how their actions and donations can make positive change.



RECOMMENDATIONS

Topic Data

1. Reach out to the community who are concerned about hospitals in Tigray.

Do this by discussing issues surrounding the lack of medicine and access to hospitals for these children, use hashtags that could possibly relate to the theme and boost these posts; such as #TigraySiege or #ChildrenofTigray, and keep sharing content to encourage people to act on this pressing issue. Post news articles, data about children with no access to hospitals, etc. When looking at all conversations surrounding hospitals, a large portion of these conversations discuss Tigray kids, medicine and food, closing their doors, and Ethiopia ChildrenofTigray are receiving inadequate care (n=213k). Some key hashtags used in these conversations included #endtigraysiege (n=138k), #childrenoftigray (n=116k), and #tigraygenocide (n=60k). The most commonly shared URL was a link to a BBC article about how Ethiopia hospitals are running out of supplies for children (n=79k).

2. Highlight how aid efforts will prevent further malnourishment and emaciation within the population of children in Tigray.

Do this by emphasizing how aid will be used to help the children of Tigray in a very specific way, include images of aid efforts to emphasize to other countries how their efforts are positively impacting the children of Tigray, and use significant events to highlight the tragedy of the conflict and to emphasize how aid has been helpful, while encouraging others to help with the aid effort. The hashtag #childrenoftigray (n=2 million) is the third most popular hashtag within this topic, use it to draw more attention to the posts. A majority of the individuals who are participating in discussions about Tigray live in other countries. The United States is the country with the most tweets surrounding the topic, representing 43% of the population. By highlighting exactly how the aid efforts are benefitting the people of Tigray, these people in other countries may get a better sense of how their help is having real-life benefits for the children of Tigray. Additionally, because the hashtag #childrenoftigray (n=2 million) is so popular, using the hashtag will garner more interactions and hopefully drive more people to join in on the aid efforts. Using important events may also be beneficial in garnering more aid. On the 580th day of the conflict in Tigray, there was a peak in mention volume. If this increase in mention volume was used to show how aid effort will be used and how it has been used, it may influence more people to feel an urge to help.

3. Share where donations to Tigray are going from Save the Children.

Do this by creating a section on the Save the Children website where there are specific statistics to show where funding is going and share this on Twitter along with news articles about what is going on in Tigray to boost donations to the cause. While Save the Children does have a page on their website pertaining to Tigray, it needs to be shared on Twitter along with specifics about where donations are going. Since most of the conversation in our data set is about children (n=4 million), Save the Children needs to highlight that they are actively making an effort to help the children. The majority of conversation in this theme are negative (67.5%) from those who are complaining about the lack of aid in Tigray. If people knew where their donations were going, they would be more motivated to donate. For example, are the donations going directly to families? Are the donations going to hospitals? How much money is going towards children's education in Tigray? Also, to support an increase of donations, Save the Children should continue to post hard-hitting stories of what is occurring in Tigray.



OWNED DATA



OWNED DATA OVERVIEW

The Save the Children Twitter account, @SaveTheChildren, currently has 2.7 million followers where they share content daily. Based on the tweets provided by @SaveTheChildren, six code categories were developed to better understand the dataset. These categories were message content, mention type, purpose of post, image content, URL target type, and hashtag type. These categories caused us to consider how followers and Twitter users interacted with the Save The Children Twitter account, specifically in the form of retweets.

Timeframe:

January 1, 2022-August 31, 2022

Volume:

298

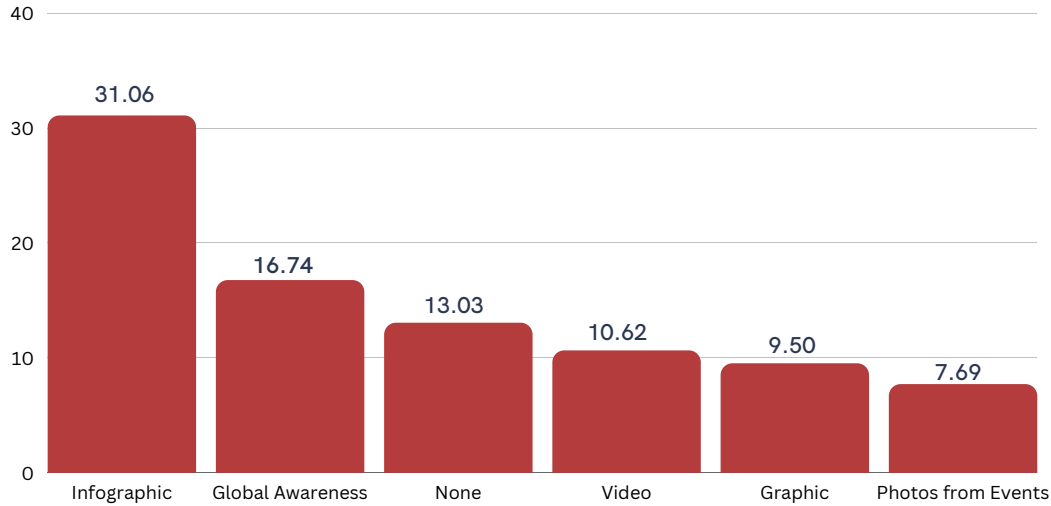
Questions Explored:

1. How did message content, mention type and the rest of our categories impact the average number of retweets for each of our codes?
2. Which category garnered the most engagement?
3. What hashtag type was most common?
4. What form of media was promoted the most often?



ACTIONABLE INSIGHTS

AVERAGE RETWEETS BY IMAGE TYPE



Category	Number of Posts
Overall Number of Posts	297
Infographic	18
Graphic	14
Video	76
Global Awareness	26
Photos from Events	71

KEY INSIGHT

Tweets that include infographics garner the most retweets.

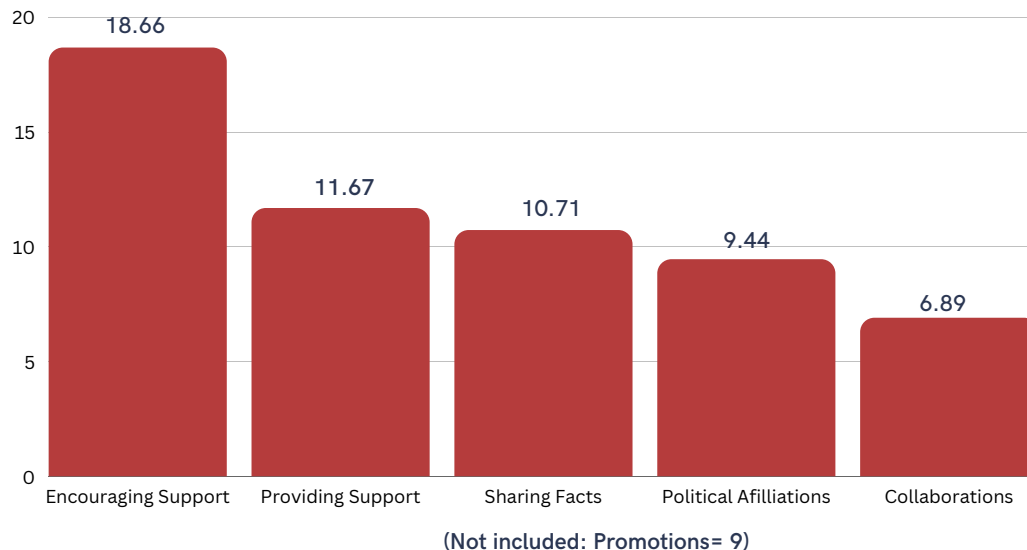
EXAMPLE TWEETS



Infographic Tweets

ACTIONABLE INSIGHTS

AVERAGE RETWEETS BY PURPOSE OF POST

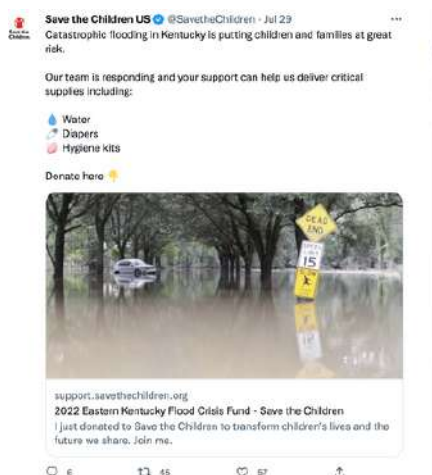


Category	Number of Posts
Overall Number of Posts	297
Encouraging Support	92
Providing Support	88
Sharing Facts	59
Political Affiliations	5
Collaborations	19

KEY INSIGHT

Tweets that encourage support garnered the most retweets, but Save The Children should work on creating posts that share facts.

EXAMPLE TWEETS



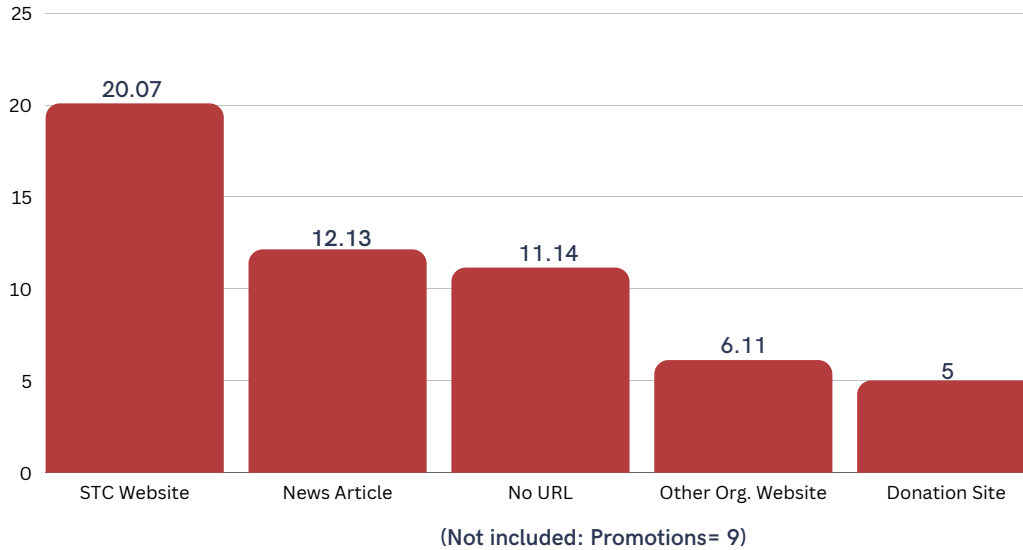
Encouraging Support



Sharing Facts

ACTIONABLE INSIGHTS

AVERAGE RETWEETS BY URL TYPE



Category	Number of Posts
Overall Number of Posts	297
STC Website	70
News Article	15
No URL	199
Other Org. Website	9
Donation Site	2

KEY INSIGHT

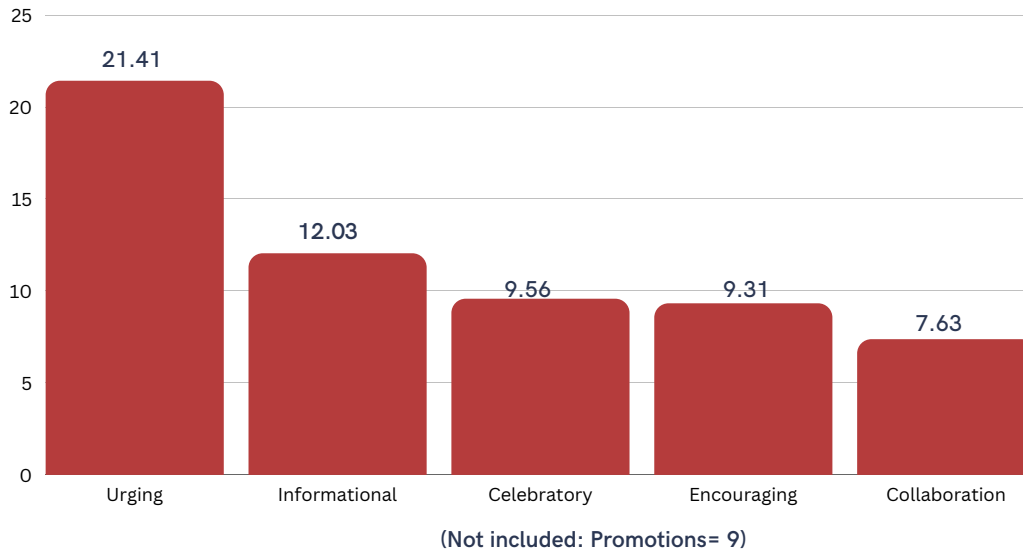
Tweets that are linked to the Save the Children website gained the most retweets, but tweets that were linked to a news article did not receive as many.

EXAMPLE TWEETS



ACTIONABLE INSIGHTS

AVERAGE RETWEETS BY MESSAGE CONTENT



Category	Number of Posts
Overall Number of Posts	297
Urging Posts	78
Informational	68
Encouraging	45
Celebratory	68
Collaboration	24

KEY INSIGHT

Tweets that have an urging message received the most retweets.

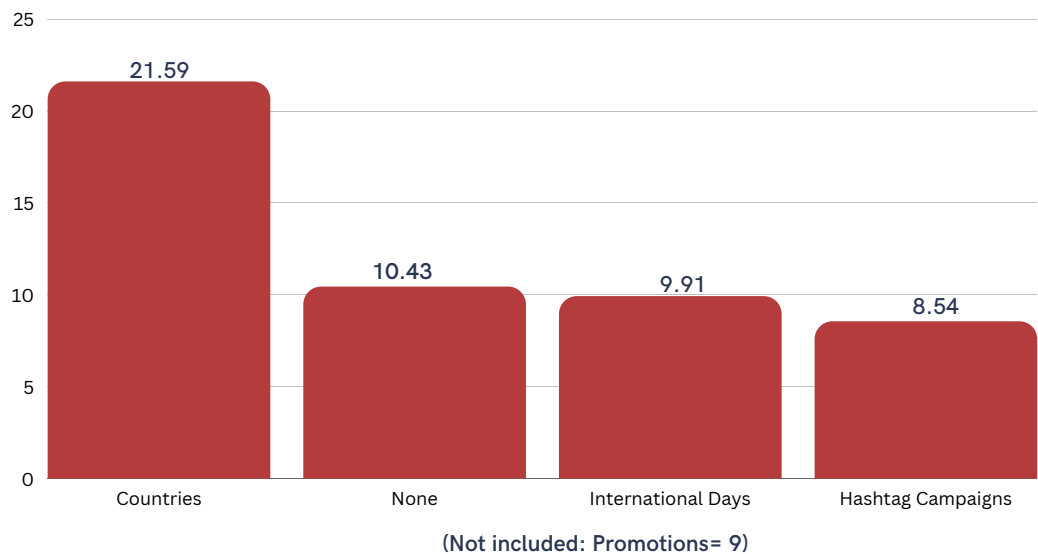
EXAMPLE TWEETS



Urging Tweets

ACTIONABLE INSIGHTS

AVERAGE RETWEETS BY HASHTAG



Category	Number of Posts
Overall Number of Posts	297
Country Hashtag	75
Hashtag Campaign	37
International Days	35
None	55

KEY INSIGHT

Tweets including a country hashtag garnered the most retweets while hashtag campaigns received the least.

EXAMPLE TWEETS

Save the Children US

@SavetheChildren · Apr 4

In [#Ukraine](#), an average of 22 schools a day have come under attack since the start of the war.

In [#Syria](#), four children were killed by shelling on their way to school this morning.

It's clear: every war is a war against children.

3

24

40

Country Hashtag

Save the Children US

@SavetheChildren · Mar 28

14-year-old Kadidia and her parents were determined that the violence sweeping Africa's Sahel region was not going to end her chances of completing her education.

[#MondayMotivation](#)

0:35 561 views

2

11

Hashtag Campaign



EARNED DATA



EARNED DATA OVERVIEW

During our research of the dataset, we dove deep into what Save the Children conversations looked like. This included demographics, general sentiment, and general themes of the posts.

Total Posts

5,978,845

Questions:

1. What is the most common type of sentiment?
2. What gender is engaging the most?
3. Which topics spark the highest engaged emotion?
4. What themes within Save the Children's earned data could be improved upon?



EARNED DATA DESCRIPTION

Time Period: Jan 1, 2022 - Aug 31, 2022

Volume: 719,453

Platforms: Twitter, Tumblr, and Reddit

Top hashtag: #endtigraysiege



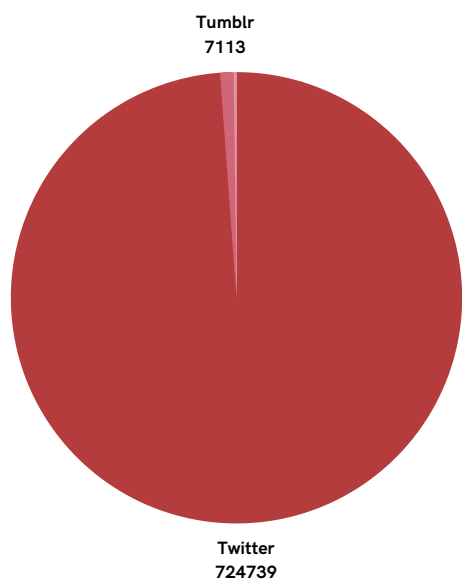
55%
Male



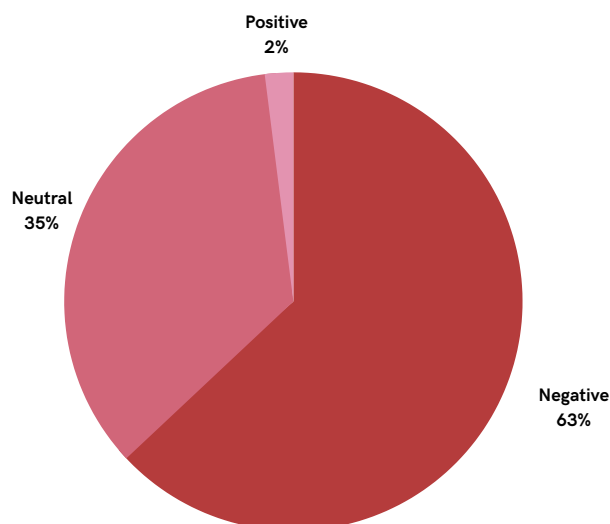
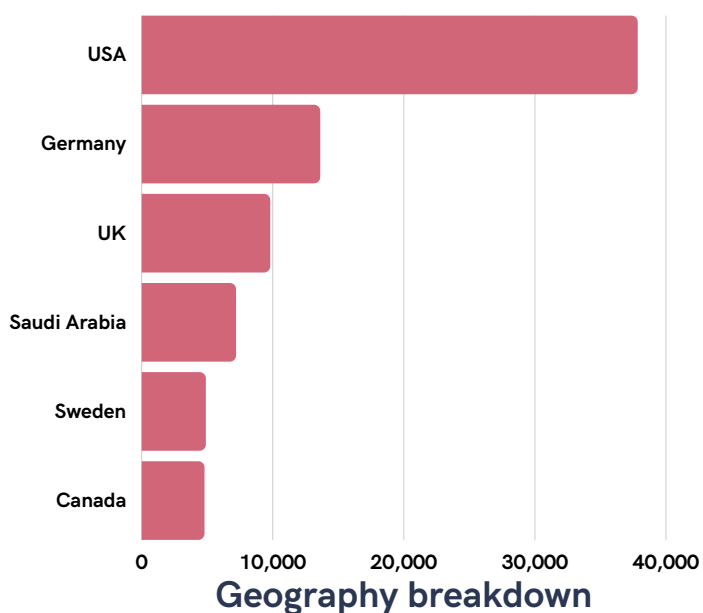
45%
Female

Most posts containing Save the Children in the data were based in the United States, then followed by Germany and the United Kingdom. The main sentiment for the dataset was negative, which can mirrored into to the main emotion, which was sadness.

BREAKDOWN BY SHARE OF VOICE PER PLATFORM



TOP 3 SITES:
TWITTER- 724739 MENTIONS
TUMBLR- 7113 MENTIONS
REDDIT- 1406 MENTIONS



EARNED DATA DESCRIPTION

TOP USERS

@Romhai_H

A concerned global citizen



Followers: 1,903

Mentions: 32,065

Average Reach: 267

Impact Score: 0.1

@nigsti_tigray

An individual with personal ties to Tigray



Followers: 5,092

Mentions: 25,849

Average Reach: 1,991

Impact Score: 6.3

@NetsiGual

A passionate humanitarian



Followers: 8,298

Mentions: 19,791

Average Reach: 4,347

Impact Score: 29.6

These users were very active on Twitter when it came to discussing Save The Children and the global conflicts in which they are providing aid. Some had a high mention rate but a very low impact score (@Romhai_H), while others had mention rates that weren't as high but had a far more impressive impact score (@NetsiGual). This illustrates the importance of having different kinds of top users.

TWITTER

The total earned data from Twitter: 719,433 mentions

Influential Users:

"Cheap Ass Gamer", "Bloodhunt", and "Stan World"

Top hashtags:

#endtigraysiege (231,300 mentions)

#childrenoftigray (208,365 mentions)

#savetigraychildren (193,164 mentions).

Top Users:

@Romhai_h (3,077 mentions)

@nigsti_tigray (2,887 mentions)

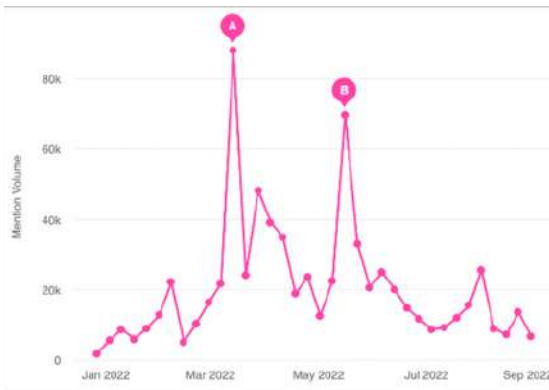
@Trsha_kw (2,558 mentions)

Most Shared URLs:

"BBC" (n=198,377)

"The Guardian" (n=123,115)

The negative conversations occurring within Twitter were users concerned that Save The Children is not doing enough to help children in Tigray and in other struggling nations, and the positive conversations occurring related to the good work that Save The Children is doing in struggling countries. The strongest emotion here is sadness. These conversations are about issues going on around the World that Save the Children is working to help with.



SPIKE ANALYSIS: TWITTER

SPIKE A:

n=88k, 486% higher than usual

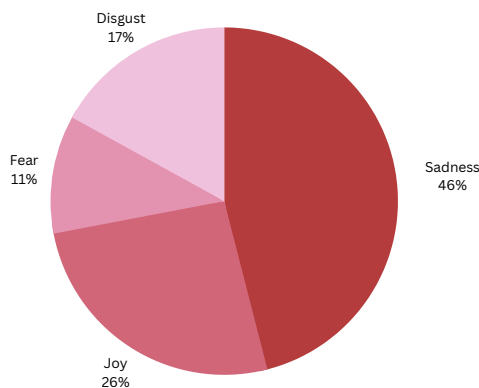
The most popular tweet of spike A says, ">494 days and still the #ChildrenofTigray are left without an education as their schools have been deliberately attacked by @AbiyAhmedAli . #SaveTigrayChildren @WHO @WorldVision @SavetheChildren @UNICEF @Refugees #StopTigraySiege." This tweet was by @Teweldeweale and received 267 retweets and 145 likes.

SPIKE B:

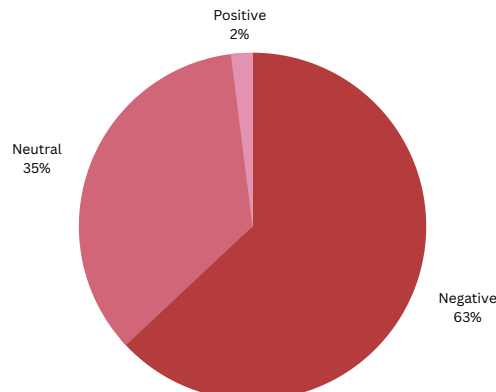
n=70k, 364% higher than usual

The most popular tweet of spike B says, "Day 559 of #TigrayGenocide: 2.3 million Tigrayan children are out of school, 2.3 million Tigrayan children's education is lost, 2.3 million Tigrayan children's future is at risk. What is @Unicef @Unesco @SaveTheChildren doing to help out the children of #Tigray? The tweet received 38 retweets and 20 likes and is by @GualAziz.

BREAKDOWN BY EMOTION: TWITTER



BREAKDOWN BY SENTIMENT: TWITTER



TUMBLR

The total amount of earned data from Tumblr: 7,113 mentions posts.

Top Hashtags:

#Ukraine (160 mentions)

#BestReplicaBvlgariBags (151 mentions)

#BlvagariBag (151 mentions)

Top Users:

@SiniaBjuhl (22 mentions)

@Daydream-Jisung (20 mentions)

@DonaldBrown315 (20 mentions)

Most positive posts are influencing Tumblr users to buy certain products that proceeds go to Save the Children. One of the products frequently mentioned is the BLVGARI bag who is donating proceeds to Save The Children.

SPIKE ANALYSIS: TUMBLR



SPIKE A:

n= 40 (mentions using #fatphobia), n=31 (mentions using #abortion), 1190% higher than usual

The posts using these hashtags are discussing the issues of obesity and abortion and are using data that Save the Children has shared.

SPIKE B:

n= 34 (mentions using #fatphobia), 833% higher than usual

The posts using these hashtags are discussing the issues of obesity and are using data that Save the Children has shared.

SPIKE C:

n=45 (mentions sharing a link to Lady Gaga), n=11 (mentions using #batman), 618% higher than usual

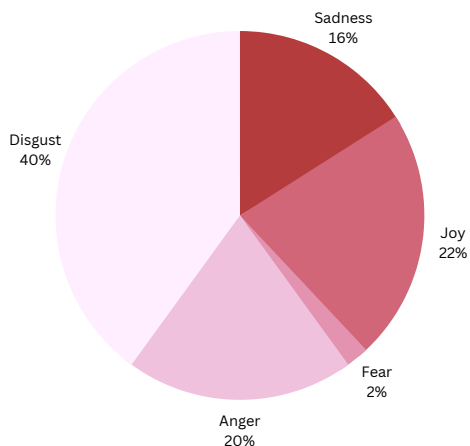
The Tumblr Posts in Spike C are discussing how Lady Gaga and actors from Batman donated to non-profits including Save the Children.

SPIKE C:

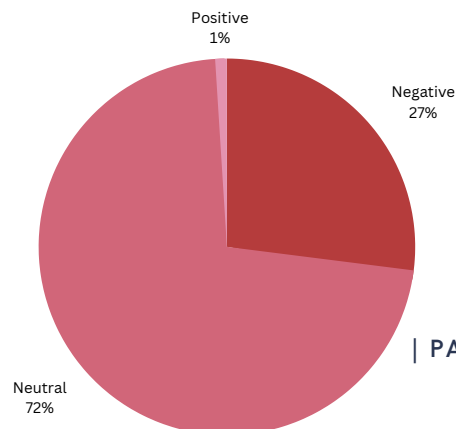
n=45 (mentions sharing a link to Lady Gaga), n=11 (mentions using #batman), 618% higher than usual

The Tumblr Posts in Spike C are discussing how Lady Gaga and actors from Batman donated to non-profits including Save the Children.

BREAKDOWN BY EMOTION: TUMBLR



BREAKDOWN BY SENTIMENT: TUMBLR



REDDIT

The total amount of earned data from Reddit: 1,406 mentions.

Top Hashtags:

Hashtags are not officially used on reddit, will not be reported

Top Users:

@MrMushrooms8 (169 mentions)

@Autodlr (42 mentions)

@AutoModerator (22 mentions)

The positive conversations are about the help Save the Children has been giving to aid countries, and the negative conversations are about sad occurrences in other countries that need aid. Most of them are praising the work that Save the Children is doing to help.

SPIKE ANALYSIS: REDDIT



SPIKE A:

n= 126, 880% higher than usual
The Reddit thread that caused this spike was discussing how the video game company, Bandai Namco, donated \$850,000 to Save the Children for humanitarian aid in Ukraine.

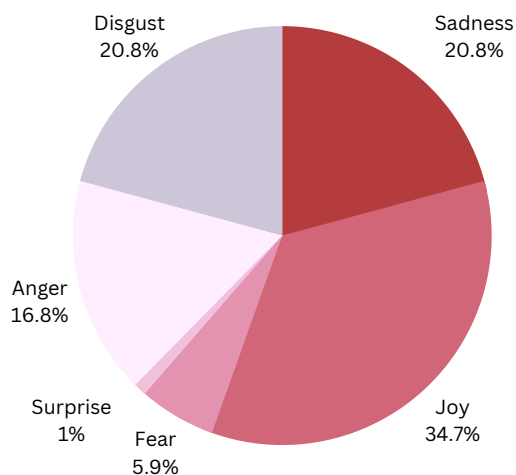
SPIKE B :

n= 63, n=51 (two separate Reddit threads), 595% higher than usual
The Reddit threads causing this spike focused around a company called, "Companions", making their tenth donation to Save the Children

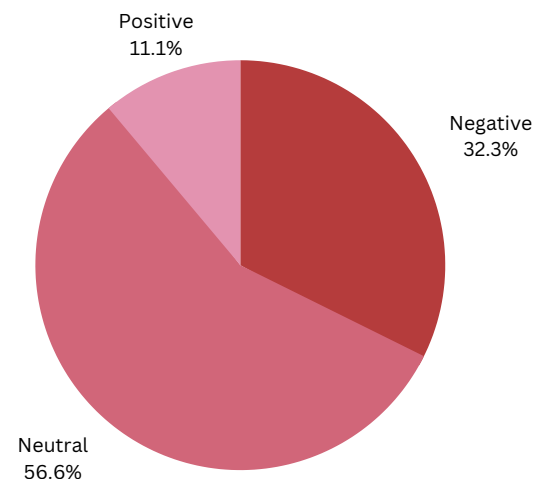
SPIKE C :

n= 83, 485% higher than usual
This spike is due to a Reddit Thread asking why Save the Children investing almost \$100 million in hedge funds.

BREAKDOWN BY EMOTION: REDDIT



BREAKDOWN BY SENTIMENT: REDDIT



THEMES

Theme 1: Ukraine

With the conflict in Ukraine beginning in February of 2022, a date within our data set, we can see a larger amount of tweets and engagement surrounding this theme. Tweets about the conflict in Ukraine make up 3% of all posts within the data set (n=24,878). Gender was insignificant for the dataset.

Top Unique Items:

- "Russia" (n=26,547)
- "Invasion of Ukraine" (n=7,666)
- "Attack" (n=2,517)

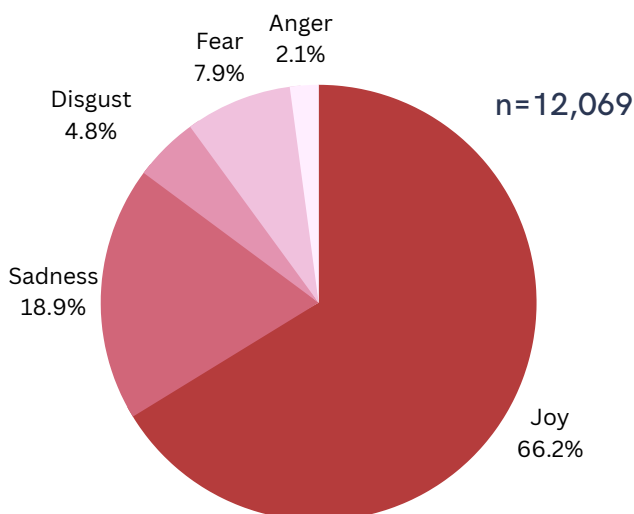
Top URL:

- Save the Children's Donation Site (n=4,177)

Top Retweet:

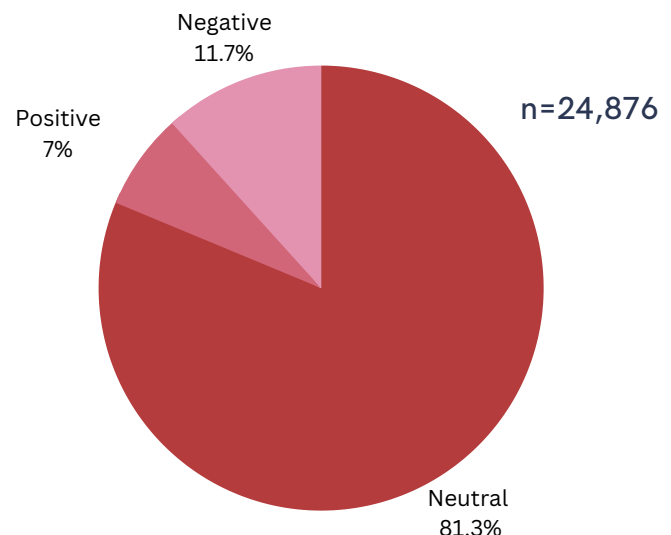


BREAKDOWN BY EMOTION: UKRAINE



This pie chart illustrates how Joy is the most commonly expressed emotion regarding the Ukraine conflict (n=7,995). In juxtaposition, Sadness is the second most registered emotion (n=2,283). This illustrates the spectrum of emotion users feel in regards to the conflict.

BREAKDOWN BY SENTIMENT: UKRAINE



This pie chart illustrates that within the data set of posts regarding Ukraine, the vast majority are represented within the Neutral category (n=20,216). This suggests that most users are making claims that aren't specific to a sentiment and may instead be based in neutral facts.

THEMES

Theme 2: Tigray

The children in Tigray are facing famine. Save the Children has been spreading awareness across platforms. The overall sentiment surrounding these posts is negativity. The overall emotion these posts gave off was sadness. There was a spike of posts at the end of April. All posts containing the unique items took up 36% of all posts in the dataset (n=267,553). Gender was insignificant for the dataset.

Top Unique Items:

- "Food" (n=686)
- "Millions" (n=572)
- "IC must take action" (n=343)

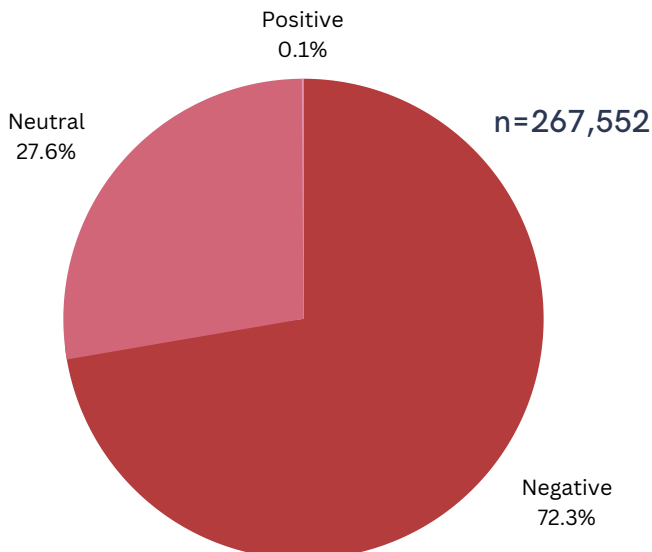
Top URL:

- A BBC new article detailing the crisis in Tigray (n=16,353)

Top Retweet:

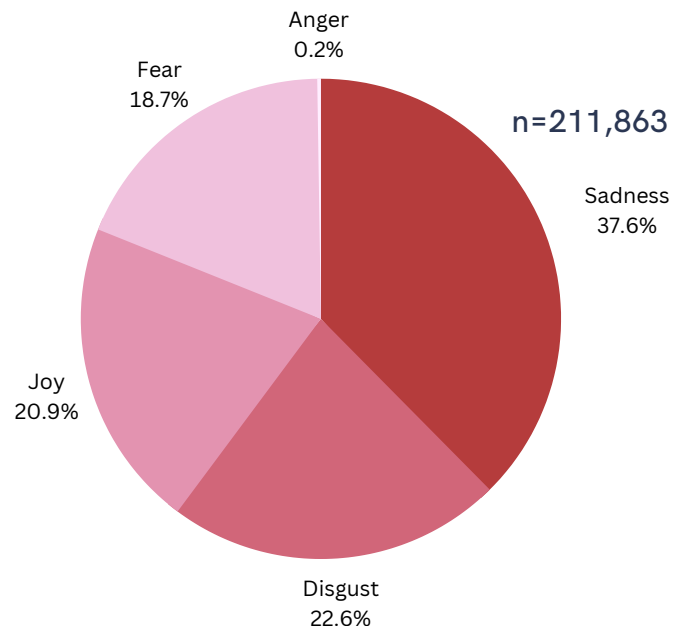


BREAKDOWN BY SENTIMENT: TIGRAY



This pie chart showcases that most posts containing unique items about Children in Tigray had a negative sentiment (72.3%). It was then not closely followed by neutrality (27.6%). This can show that most users do not feel positively about the famine in Tigray.

BREAKDOWN BY EMOTION: TIGRAY



This pie chart showcases that most posts containing unique items about Children in Tigray had a overall sad emotion (37.6%). It was then followed by disgust, then joy. This can tell us that most users are saddened and disgusted about what is happening in Tigray, but that they are also spreading joyful, uplifting posts.

THEMES

Theme 3: Action

Save the Children encourages its audience to take action on issues that children across the world face on a daily basis. The overall sentiment surrounding these posts is negativity. The overall emotion these posts gave off was sadness. These posts are pretty consistent throughout the data set, with no obvious spike outliers. All posts containing the unique items took up 10% of all posts in the dataset (n=74,498). Gender was insignificant for the dataset.

Top Unique Items:

- "Russians" (n=23,915)
- "Ukrainians" (n=12,129)
- "NATO" (n=10,527)

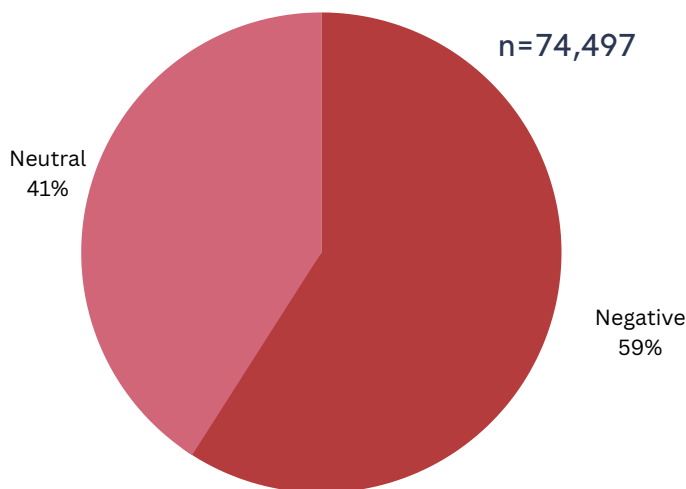
Top URL:

- A BBC new article detailing the crisis in Tigray (n=16,353)

Top Retweet:

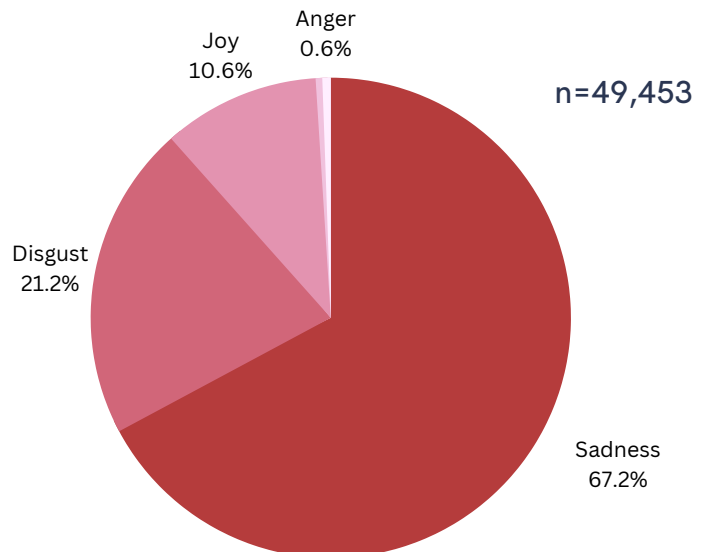


BREAKDOWN BY SENTIMENT: ACTION



This pie chart showcases that most posts containing unique items about action had a negative sentiment (59%). There were no positive sentiment posts. This can show that these posts about taking action are urgent, and they pertain toward negative topics.

BREAKDOWN BY EMOTION: ACTION



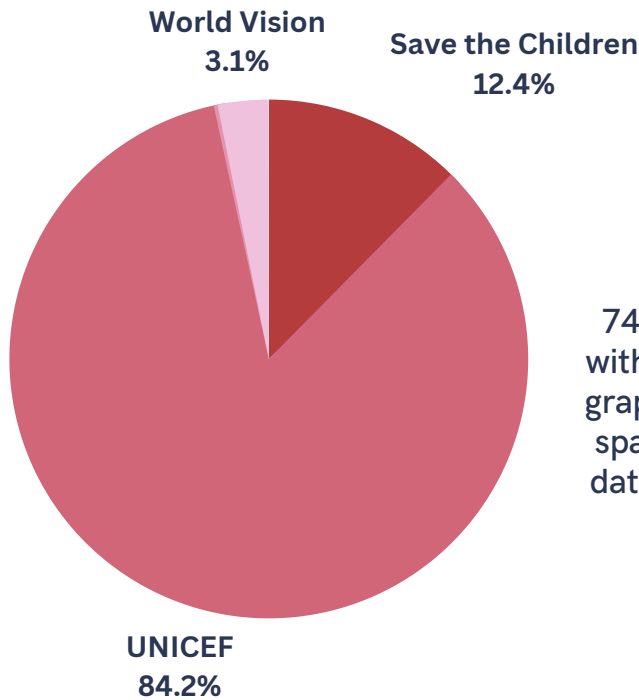
This pie chart showcases that most posts that contain unique items about action were sad (67.2%). It was then followed by disgust, then joy. This can tell us that these posts about taking action make users saddened and disgusted, yet they are joyful about the outcomes.

COMPARABLE ORGANIZATION'S EARNED DATA



BREAKDOWNS

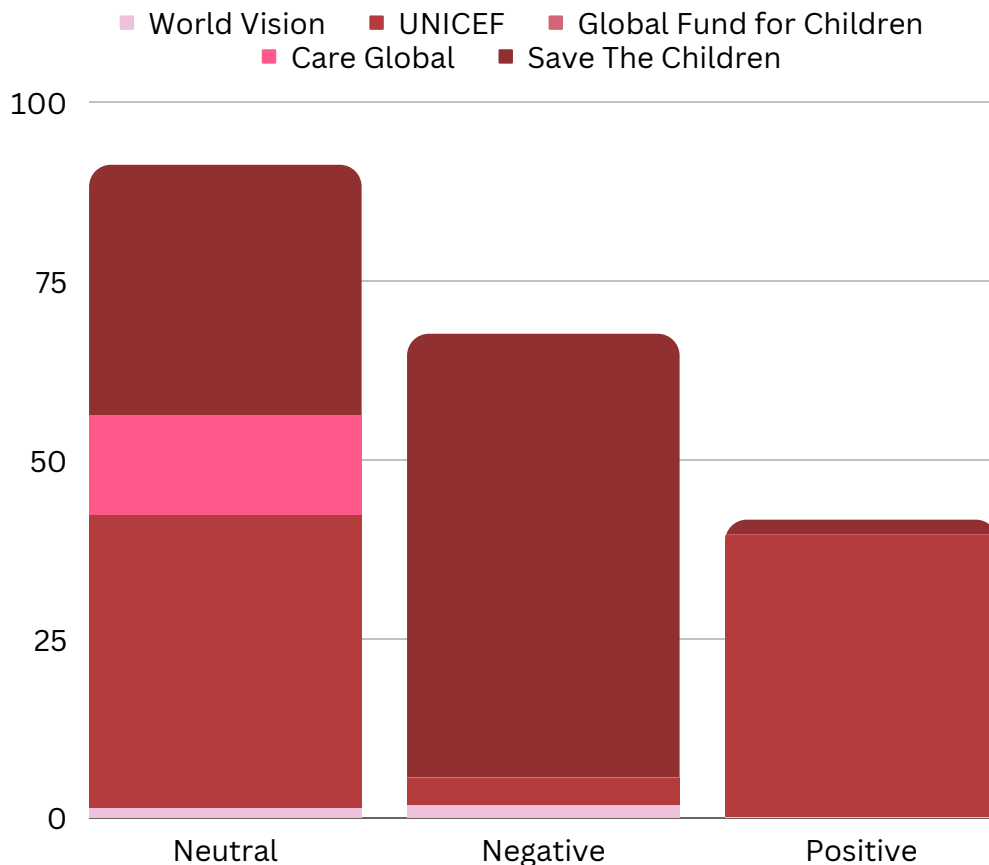
BREAKDOWN BY SHARE OF VOICE



Save the Children comes in with a population of 749,293, Care Global with 14,240, and World Vision with 189,387. As you can see in many of the tables and graphs in the report, UNICEF takes up a majority of the space. This is because UNICEF's population of earned data is much larger than the other organizations. Their earned data is 5,085,965.

UNICEF
84.2%
NOT SHOWN ON CHART:
GLOBAL FUND FOR CHILDREN (.03%),
CARE GLOBAL (.24%)

BREAKDOWN BY SENTIMENT



This graph indicates how within organizations who accomplish similar things to STC, Neutral is the most commonly felt sentiment. UNICEF has primarily neutral and positive sentiment, while STC is made up of negative and neutral sentiment for the most part.

SPIKE ANALYSIS



PEAK A

- Spike was caused due to the truce in Tigray. The user is asking why non-profits such as Save the Children are not giving aid.
 - N=502,697
 - 206% Higher than usual
- Top hashtags:
[#humanitarianaidfortigraynow](#), [#ethiopian](#), [#tigray](#)



ትግራይ ኩሐሴ
 @HanaAraya21

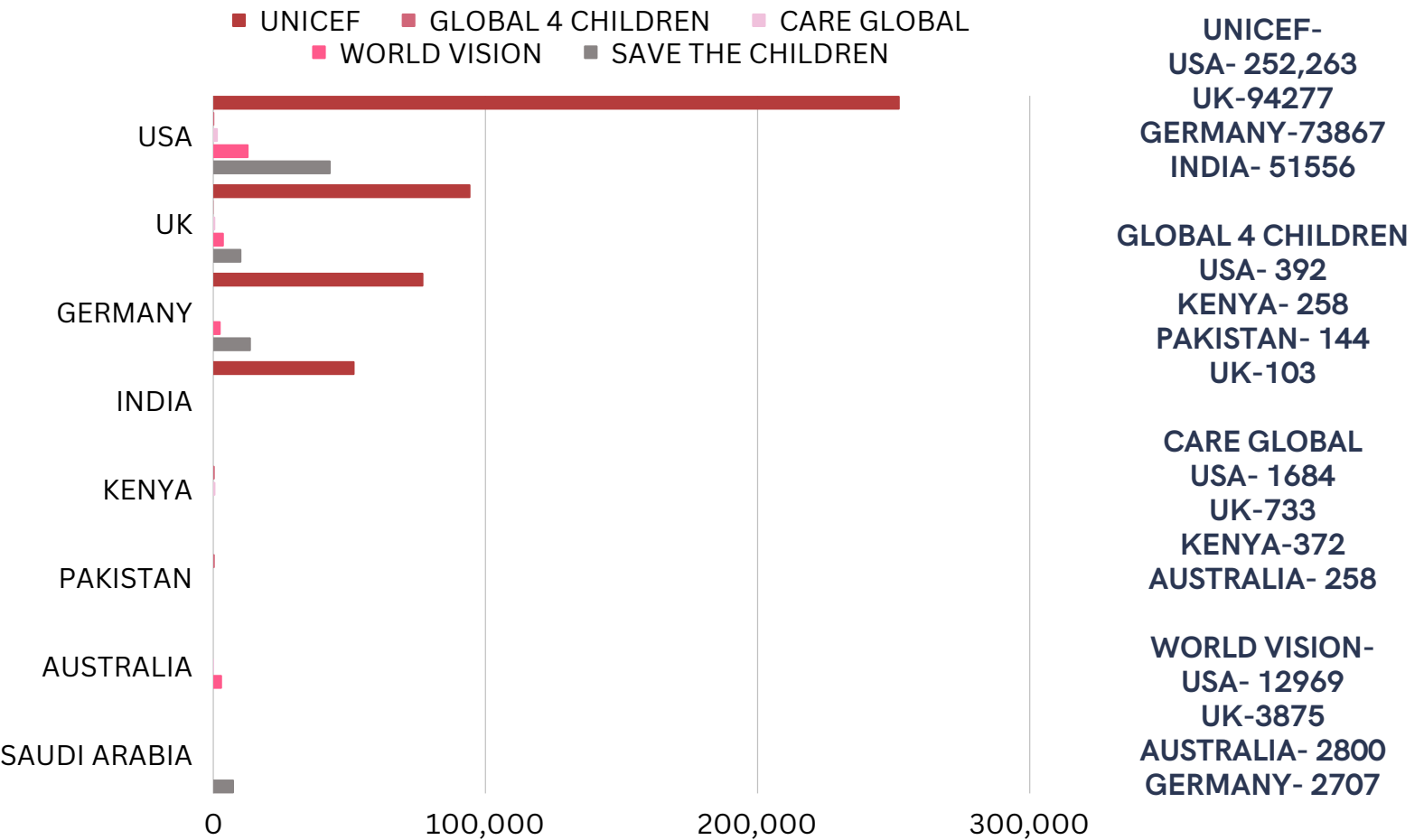
>2 weeks since the [#IC](#) told us [#Ethiopia](#) declared “humanitarian truce” in [#Tigray](#). So, why is no humanitarian aid entering [#Tigray](#)? @WFP @PowerUSAID @UNICEF @UNOCHA @UN @UNGeneva @antonioguterres @SecBlinken [#HumanitarianAidForTigrayNow](#)

11:17 AM · Apr 15, 2022 · Twitter Web App

533 Retweets 230 Likes



ORGANIZATIONS GEOGRAPHY COMPARISON



The United States fosters most tweets from users who tweet about UNICEF, Global 4 Children, care global, World Vision, and Save the Children. It is interesting to find that Save the Children has more action in the United States than in the UK, because save the children is based in England. UNICEF contains the highest number of tweets due to the fact that it is the largest comparable organization to Save the Children. Even though the United States has the most action for all of these organizations, there are a few other countries that house posts about these organizations.

World Vision is tweeted about a decent number of times in the UK, Australia, and Germany. These are outliers, but important to point out. Overall, each non-profit is tweeted about the most in the United States.



TOPIC DATA



TOPIC DATA OVERVIEW

During our research, we examined conversations surrounding children, malnourished, hospitals, and aid. The general sentiment surrounding these posts was negative. We will go into greater detail with statistics. We only analyzed these topics on Twitter because there was not enough content on opposing platforms that would allow for meaningful analyzation. This report only contains twitter data due to the low volume of other platforms.

Timeframe:

January 1, 2022 - August 31, 2022

Volume:

5,763,750

Questions explored:

1. What demographic largely takes over these conversations?
2. What is the sentiment among these conversations?
3. How do conversations differ amongst different platforms?

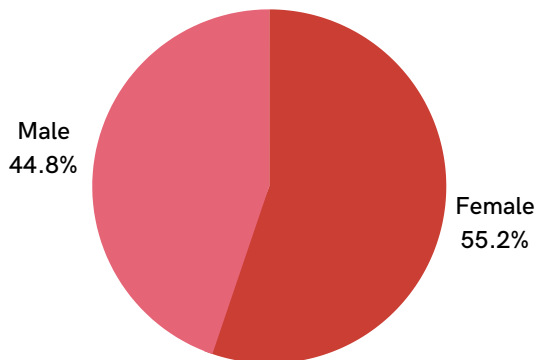


TOPIC DATA ANALYSIS

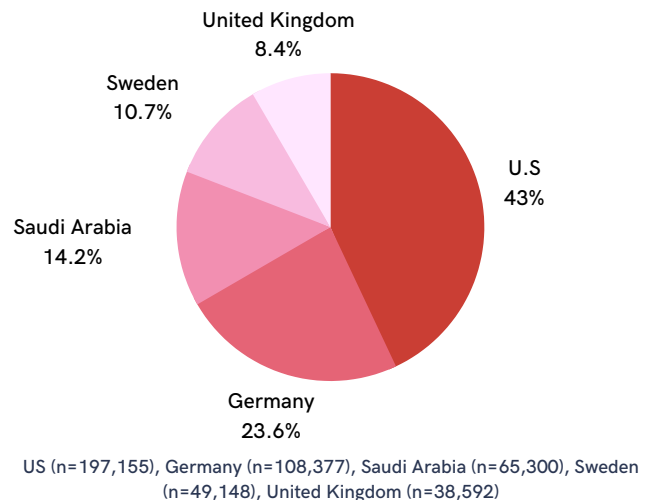
The breakdown by platform concerning conversation about malnutrition in Tigray was Twitter with a volume of 5,763,651, Reddit with a volume of 217, and Tumblr with a volume of 79. Since the data for Reddit and Tumblr are so insignificant, Twitter is the only platform that was able to be analyzed.

The data was taken from January 1 to August 31. The number one most shared post was a tweet including a video taken of starving 21-month old child that was taken in Tigray. The tweet garnished 7,314 retweets and 5,385 likes and was posted by @DrTedros who is the director-general of the World Health Organization. The second most shared post was a tweet from the New York Times sharing a news article about how an Ethiopian government airstrike ripped through a kindergarten. This tweet gained 2,450 retweets and 1,625 likes. The third most shared post was another tweet from Dr. Tedros sharing a news article about how malnourishment is killing hundreds of children in Tigray. This tweet has 2,200 retweets and 1,872 likes.

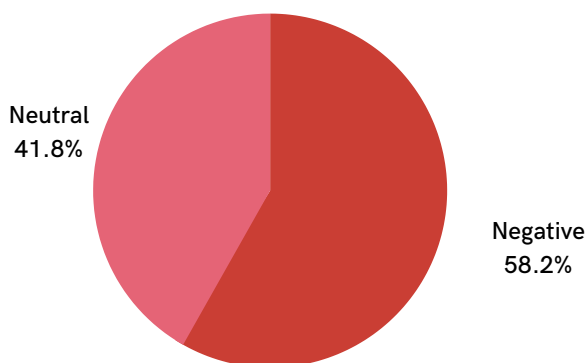
Gender Breakdown



Geography Breakdown



Sentiment



The negative conversations are from people who are angered about the citizens, specifically children, being killed due to starvation in Tigray.

The neutral conversations are also about the malnourishment in Tigray, but it is more so of users sharing facts and news articles about what is going on. There is zero percent of positive conversation because of the topic at hand.

TOPIC ANALYSIS CONTINUED

Top Hashtags:

1. #tigraygenocide
n=2377267
2. #endtigraysiege)
n=2330715
3. #childrenoftigray
n=2021172

Top URLs:

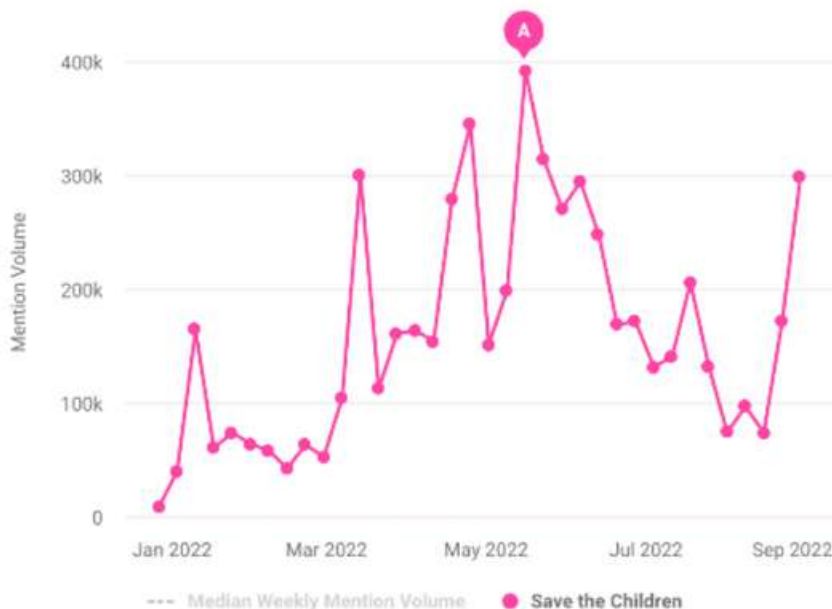
<https://www.bbc.com/news/world-africa-59893216>
(N=200749)

https://www.theguardian.com/global-development/2022/aug/20/tigray-ethiopia-almost-one-in-three-children-under-five-malnourished-un-says?utm_term=Autofeed&CMP=tw_t_gu&utm_medium&utm_source=Twitter#Echobox=1660978113
(N=125658)

<https://www.reuters.com/business/healthcare-pharmaceuticals/doctors-say-lives-are-lost-hospitals-ethiopia-tigray-due-dwindling-supplies-2022-01-05/>
(N=117064)

The hashtag, #tigraygenocide, is discussing all of the deaths occurring in Tigray due to the conflict occurring in the nation. The hashtag, #endtigraysiege, is urging users to be in favor of supporting the end of the conflict in Tigray. The hashtag, #childrenoftigray, is conversation about the horrendous events such as air raids and malnourishment that are affecting the children of Tigray.

The top URLs from BBC, The Guardian, and Reuters were discussing famine in children in Tigray and the underfunded hospitals in Tigray.



Peak A

May 16-22, 2022

5870 mentions using

#stoptigrayfamine

187940 mentions using

#childrenoftigray

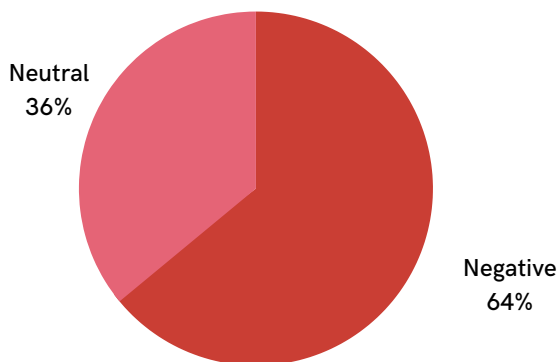
This day marked the 580th day of the conflict in Tigray which was what the conversation was concerning.

GENDER BASED DIFFERENCES

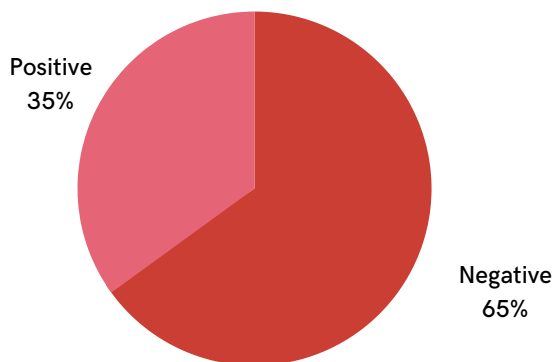
N = 1,111,269

The most popular topics that are being discussed within both female and male populations are #childrenoftigray, #tigraygenocide, and #endtigraysiege. The hashtag #childrenoftigray has a 53% male population and a 48% female population, #tigraygenocide has a 54% male population and a 47% female population, and #endtigraysiege has a 54% male population and a 47% female population, as well. As you can see, females and males are discussing the same topics with the percentage of demographics within the tweets almost being 50/50. The hashtags listed above were explained in the "Twitter Analysis Continued" section of this report.

Female



Male



The conversations going on from females and males are very similar. The negative conversations are about the lack of aid and anger towards what is going on in Tigray.

The neutral conversations are just sharing facts and news from what is occurring in Tigray. There is a zero percent positive sentiment.

(hashtags and URLS have already been discussed in the overall data set and are the same)

THEME ANALYSIS

Custom Classifiers

Using Brandwatch's Custom Classifiers, we classified themes into the following categories:

Children, Malnourished, Hospitals, and Aid

Emerging Themes

Some emerging themes that became present were:

1. Calls to action
2. Complaining that no one is doing enough

Top Unique Items:

Top Country: United States

Top Trending Topic: #tigraygenocide

Top Influencer: @Romhai_H

@Romhai_H is a activist who is very passionate about the war happening in Tigray



THEME: CHILDREN

N= 4 million

Most shared URL:

<https://www.bbc.com/news/world-africa-59893216>
(n=124k)

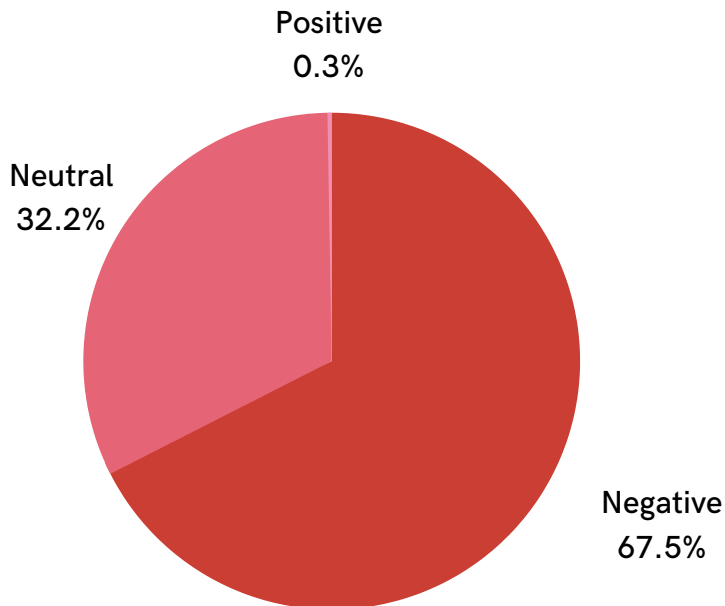
Top Hashtags:

1. #tigraygenocide (n=1.7 million)
2. #endtigraysiege (n=1.4 million)
3. #tigray (n= 1.3 million)

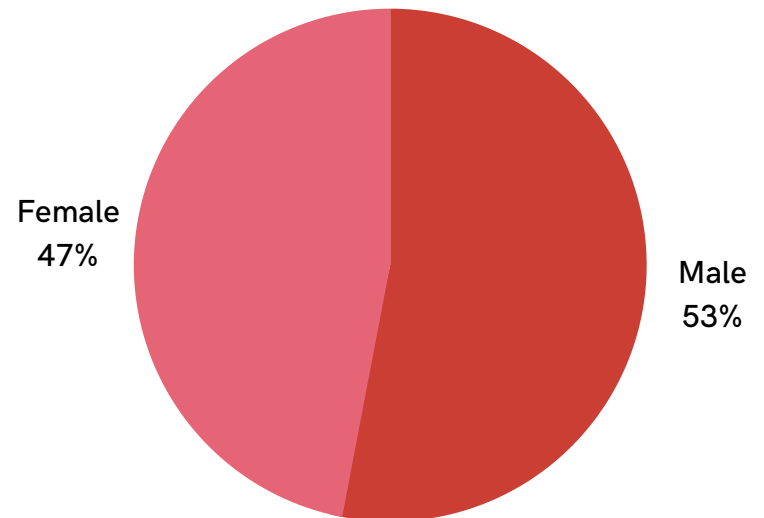
Top Influencer:

Romhai_H (22k mentions)

Sentiment



Demographics



The conversations surrounding children in Tigray are mostly negative. Most users are complaining, and encouraging other users to take a stand on what is happening to these children in Tigray and Ethiopia. These users are spreading awareness, taking a stand, and calling to national leaders to make a change. The negative posts are mainly about famine, lack of aid, and war. The positive posts contain religious words of affirmation, small victories, and reminders to the community to not forget about the children in Tigray.

They do not seem to be the most positive posts, but some are.

@Romhai_H is a key influencer when it comes to the discussion surrounding Children in Tigray. He is a strong advocate and posts a lot about what these children see on a daily basis (n=22k).

THEME: MALNOURISHED

N= 980k

Most shared URL:

<https://www.bbc.com/news/world-africa-59893216>

(n=115k)

Top Hashtags:

1. #endtigraysiege (n=451k)
2. #tigray (n=352k)
3. #childrenoftigray (n=176k)

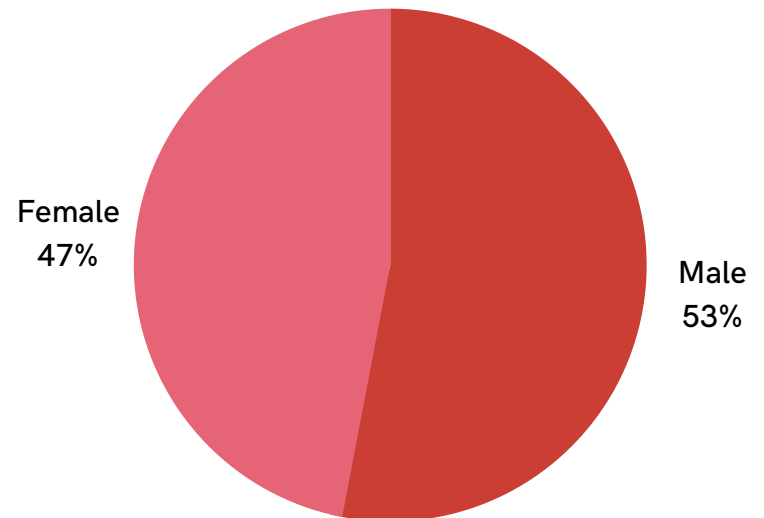
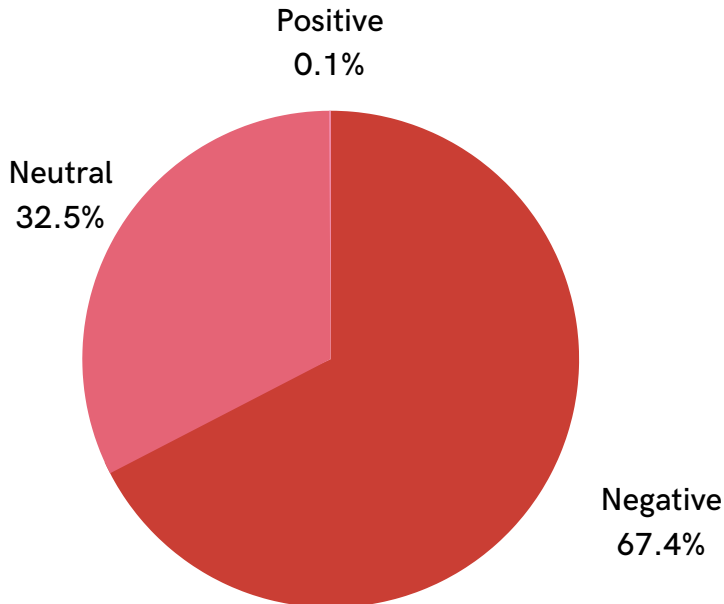
Top Influencer:

nigsti_tigray (4,637 mentions)

This user is a woman who has family in Tigray

Sentiment

Demographics



The conversations surrounding malnourished are mostly negative. Most users are complaining and encouraging others to take a stand on the issue surrounding malnourished children in Tigray. These users are spreading awareness, taking a stand, and calling out to national leaders to make a change.

The negative posts are mainly about facts surrounding malnourishment. For example, Global Health Strategies, @GHS, tweeted "Only 4% of what is needed in aid has been received, and almost half a million children are malnourished". The 257 positive posts are more reminders to national leaders and organizations to take action. Most of the messages are not that positive, and contain adjectives that would commonly be associated with positivity, such as "good news" and "thank you".

THEME: AID

N= 474K

Most shared URL:

[https://www.bbc.com/news/world-africa-59893216.amp](https://www.bbc.com/news/world-africa-59893216)
(n=37k)

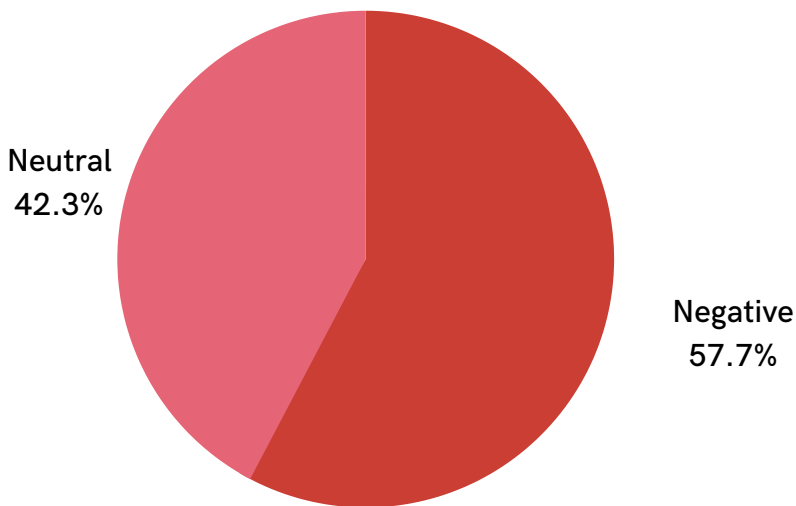
Top Hashtags:

1. #tigraygenocide (247k)
2. #childrenoftigray (173k)
3. #endtigraysiege (138k)

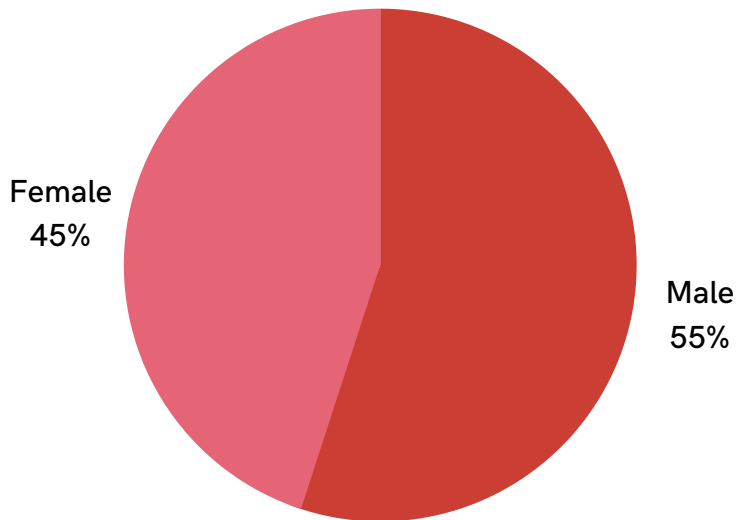
Top Influencer:

Romhai_H (2,985 mentions)

Sentiment



Demographics



The conversations surrounding aid for Children in Tigray are mostly negative. Most users are complaining about the lack of aid, and calling for action. These users are spreading awareness and calling out to others to stand with them and make a change.

The negative conversations are about how the government in Tigray is failing to provide aid, and the aid that is provided is not nearly enough. There are no positive conversations surrounding aid for the Children of Tigray.

THEME: HOSPITALS

N= 213K

Most shared URL:

<https://www.bbc.com/news/world-africa-59893216>
(n=79k)

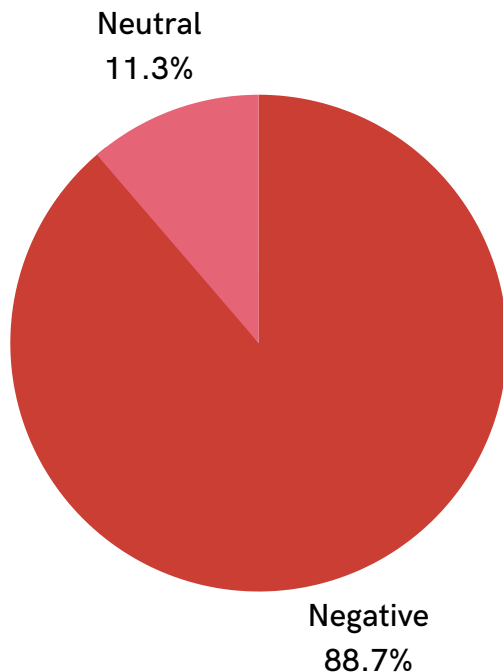
Top Hashtags:

1. #endtigraysiege (n=137k)
2. #childrenoftigray (n=116k)
3. #tigraygenocide (n=60k)

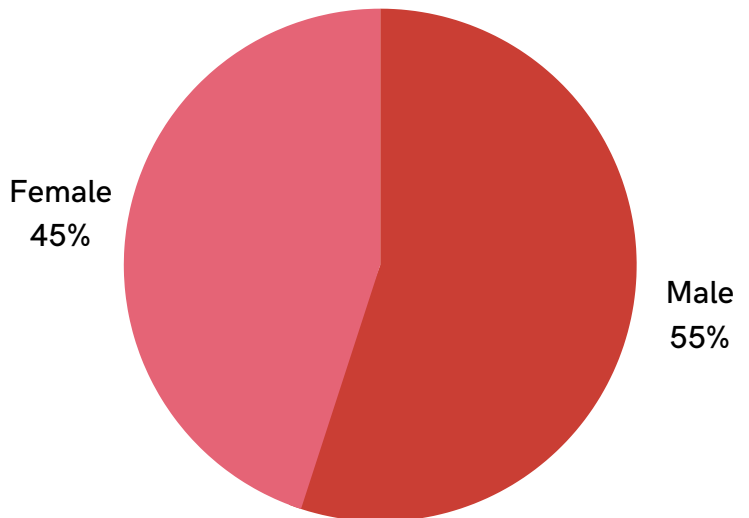
Top Influencer:

Romhai_H (1,651 mentions)

Sentiment



Demographics



The conversations surrounding hospitals are overall negative. Most users are complaining about the lack of availability, resources, and rooms that these hospitals are unable to provide to the children in Tigray. These users are spreading awareness, asking for donations and taking a stand, and calling to national leaders and organizations to do something about this major issue.

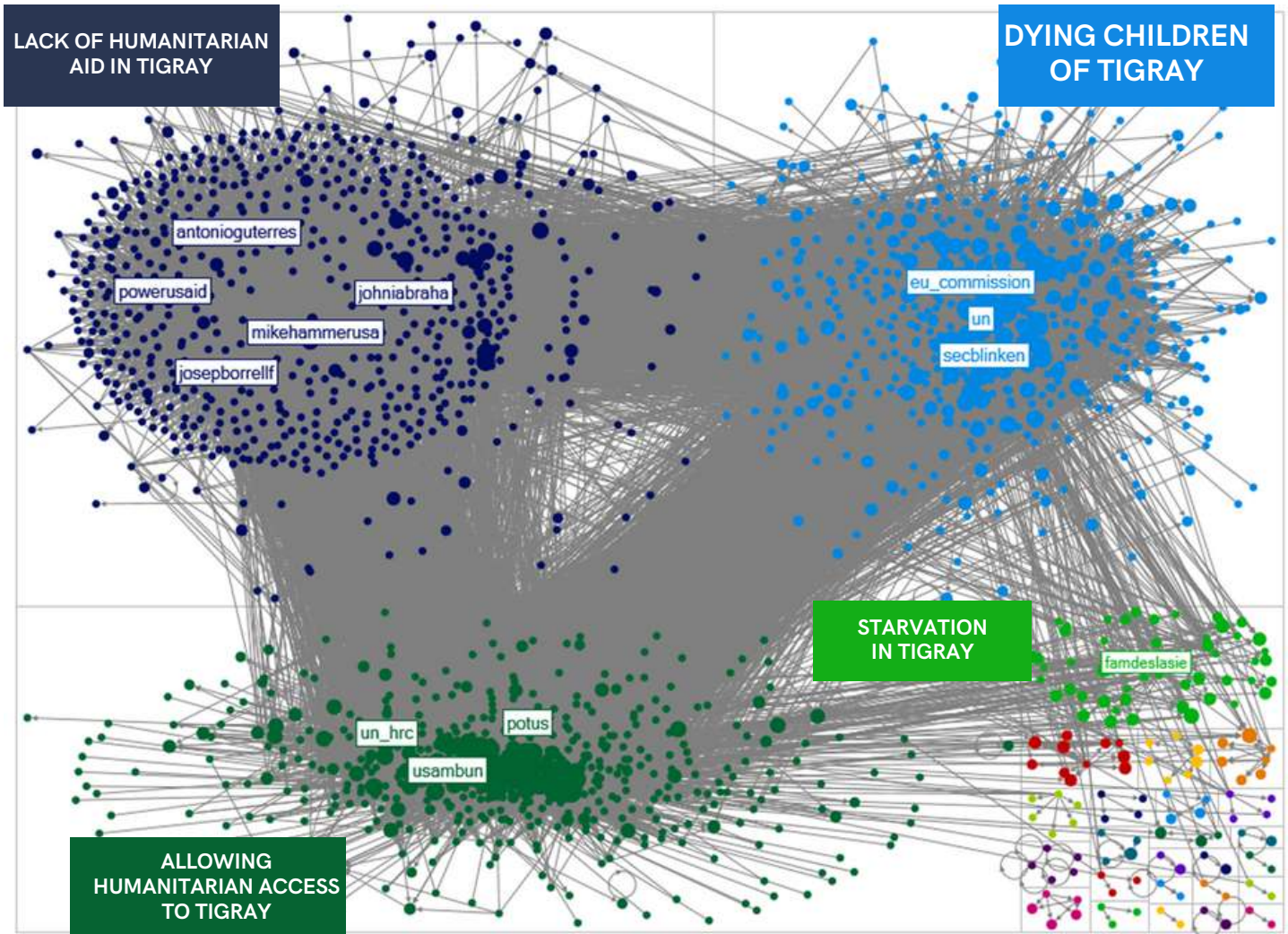
The negative conversations are mainly talking about how hospitals have run out of supplies, are being vandalized, and are being forced to close or turn people away because they are unable to help. There are no positive tweets regarding hospitals in Tigray.



SOCIAL NETWORK ANALYSIS



TWITTER NETWORK ANALYSIS



Here, we used NodeXL in order to analyze clusters of conversation about our organization. To do this, we plugged in a query that was specifically about our organization into NodeXL. With this information, we were able to identify influential users, top URLs, and top hashtags.

APPENDIX

Organization Query:

"Save the Children" OR @savethechildren

Comparable Organization Query:

("Save the Children" OR @savethechildren) OR
(unicef OR @unicef OR #unicef) OR
(@Global4children OR #Global4children OR
"global fund for children") OR (@CAREglobal OR
"Care International" OR #careinternational) OR
(@WorldVision OR "World Vision" OR
#worldvision)

Themes:

- Children
- Malnourished
- Aid
- Hospitals

Platforms Used:

Brandwatch
Node XL



SAVE THE CHILDREN

seesuite.uga.edu



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

