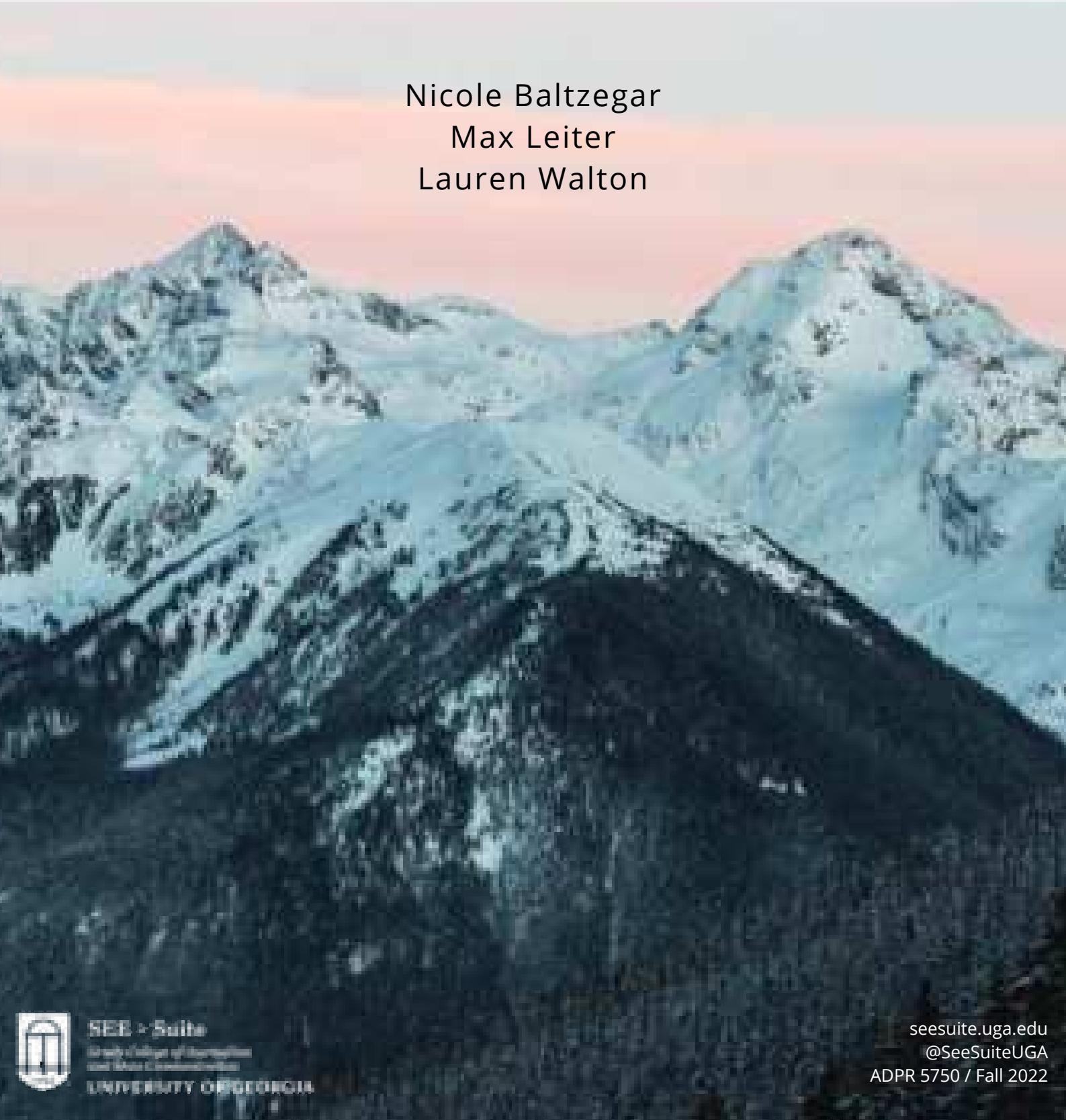


NATIONAL GEOGRAPHIC

Final Report

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Executive Summary

This semester, our team analyzed National Geographic's social media channels through the social media listening tool, Brandwatch. With the help of owned and earned data, we looked for engagements, trends, topics, and themes that were consistent across all social media channels.

Ultimately, we want to help bring environmental awareness to National Geographic's social media. As leaders in science, exploration, and education, we think they could only benefit from spreading this type of information to their current and potential online audiences.

Our datasets:

Owned data

Timeframe: June 7, 2022 - September 7, 2022
Total posts: 307
Data sources: Twitter (100%)

Earned data: Topic

Timeframe: June 7, 2022 - September 7, 2022
Total posts: 17.78m
Data sources: Twitter (79%), Tumblr/Blogs (10%), Reddit/Forums (9%), YouTube (1%), Instagram (1%)

Earned data: Organization

Timeframe: June 7, 2022 - September 7, 2022
Total posts: 795.68k
Data sources: Twitter (57%), Instagram (31.1%), Tumblr/Blogs (8%), Reddit/Forums (3.6%), YouTube (.03%)

Earned data: Competition

Timeframe: June 7, 2022 - September 7, 2022
Total posts: 753.9k
Data sources: Twitter (100%)

Due to data limitations, we were unable to access much data from Facebook or Instagram that was consistent for our analysis.

Recommendations





Include media content in relevant Twitter posts to inspire support for endangered species.

How? Post images and videos of endangered animals on Twitter to get followers interested in helping.

Why? Twitter posts that had an appealing to the eye theme and image content of animals got the most engagement on Nat Geo's Twitter (n=394) and (n=262.1). Full analysis on pg.11.

Give photographers credit in images taken by them.

How? Tag relevant photographers in Twitter posts that display their work.

Why? Twitter posts with mentions of photographers got the highest engagement (n=419.2). Full analysis on pg.12.

Use hashtags to promote popular events.

How? Add a hashtag for new or recurring events posted on Twitter such as #worldseaturtleday.

Why? Twitter posts that used event hashtags received the highest engagement (n=244). Full analysis on pg.12.



Increase conversations regarding animal conservation through promotion of TV programming.

How? When posting about television events such as Shark Fest on Twitter, include information about how to help stop the endangerment of sharks.

Why? #SharkFest was the most popular hashtag in conversations (n=31.7k), popular events & series were mentioned 48.3k times, male (54%) and females (46%) both talked about SharkFest evenly, positive conversations on Twitter were about Shark Fest, and the top spike for Twitter was about Shark Fest (n=14.6k). Full analysis on pgs.18-19.

Celebrate the accomplishments of minorities.

How? Post on Twitter about the environmental work being done by minorities and explain who they are.

Why? Social issues and Culture were the two most mentioned themes on Twitter (n=51.91k) and (n=67.41k) and a large spike on Twitter (n=15.5k) was about Colombia's Black female VP who has done major work for the environment. Women in this theme talked about the Nat Geo magazine cover that featured a Native American (46%), which was also the top post here. Although there was low positivity for the culture theme analysis (31%), conversations were about indigenous people's successes. The 1% positivity for the social issues theme analysis included topics about Black success for men, and women spoke about trans-inclusivity. Full analysis on pgs. 16-17.

Increase positive sentiment and joyful emotion with fun facts.

How? Post quick facts about history or the environment to make people excited to learn on Twitter and Tumblr.

Why? Joy was the highest emotion for Tumblr (n=55%), positive conversations on Tumblr were about education for all (n=35%), the top spikes for Tumblr were historical images taken by Nat Geo, male conversation on Twitter was about historical facts. Full analysis on pgs. 14, 20-21.

Encourage posts and interaction with campaigns that bring awareness to environmental issues.

How? When posting about a crisis in the environment on Twitter, mention top users and hashtags that correlate with that topic.

Why? @CPsavesoil (n=54.7k) and #savesoil (n=201k) were among the top mentioned users and hashtags when analyzing topic data for Twitter. This is a campaign that brings awareness to soil extinction. Full analysis on pg. 25.

Create interactive posts that highlight endangered species and the effects of climate change.

How? Post surveys and infographics on Tumblr and Reddit that bring attention to species in danger of extinction and areas that suffer from pollution and changes to the climate.

Why? When analyzing topic data, the Reddit/Form spike analysis showed a 114% increase in volume from a thread in which viewers picked which animal they would choose to go extinct (spike A). Spike D on Tumblr/Blog spike analysis also shows a peak around an infographic illustrating light pollution in the U.S. The theme analysis for Twitter shows 54.5% of mentions involve climate change and 17% involve endangered species. Full analysis on pgs. 23-27.

Get involved in the environmental politics discussion to inspire change.

How? When creating posts on Twitter that touch on environmental ethics, include links to initiatives that propose government action.

Why? @POTUS is one of the top mentioned users totaling 84.8k mentions for topic data analysis through Twitter. A tweet about @SCOTUS decisions involving the Environmental Protection Agency received 362.9k mentions. The environmental politics theme had 3.96m mentions, in which women (43%) and men (57%) both felt like the Biden Administration was not doing enough. Positive sentiments for this theme were about new environmental bills (10%) and negative conversations were about the new environmental bills not working and fake news (90%). Full analysis on pgs. 25-26.

Collaborate with relevant influential users.

How? Using the influential users found through our insights, mention and interact with them when possible on the sites they frequent.

Why? These users already interact a lot with Nat Geo, so interacting back is a great way to get them to continue their frequent posts about Nat Geo. The Twitter theme analysis for Social Issues shows the two listed influencers with a combined reach of 295.9k, even though they both only posted about Nat Geo 4 and 20 times. Full analysis on pg. 17.

Tailor tweets for laptop and PC users.

How? Increase the frequency of posts tailored to laptop and PC users with tweets that are both mobile and web friendly.

Why? Through utilizing social media analytics tool, Keyhole, it was found that 43% of users involved in earned conversations were web users. In tailoring tweets to laptop and PC users, the already dominant demographic will continue to create conversations about the brand. Full analysis on pg.15.

Work with other non-profits to spread awareness about endangered species.

How? Collaborate with endangered species non-profits on Twitter like The Ellen Fund, Phoenix Zoo, and CITES with joint donation drives and content creation.

Why? Through BuzzSumo, we found that these three non-profits were great influential users for Nat Geo's Twitter. CITES has an average of 13.1 retweets, Phoenix Zoo has 11.8, and The Ellen Fund has 8.9, so their followers interact with them more often than compared to other organizations. 2.37m people were talking about endangered species (found from our topic theme analysis) so Nat Geo can work with these organizations to get the attention of a new audience. Full analysis on pgs. 23, 28.



Spread hope to eradicate environmental fears.

How? Create posts on Twitter that focus on positive reforms in relation to climate change, environment politics, and endangered species.

Why? Each theme for our theme analysis shows over 80% negative sentiment. Females generally discuss their fear of the effects to nature and human lives. Males tend to hold contempt for the governments in charge of regulating these themes. The Twitter topic analysis shows how though only 13% positive sentiment, these conversations focus on places with clean water and hopeful movements for the environment. Full analysis on pg. 24.

Organize a posting schedule that includes positive, newsworthy events.

How? Appeal to influential users with timely content that provides positive, contrasting approaches to other negative news stories on Tumblr and Reddit.

Why? Tumblr/Blog analysis shows @bpissuenews_ and @agadirgroup are the top influential users with 2969 and 989 posts, respectively. Both of these users post and share current events and news stories. Sadness and anger were the most felt emotions in both Tumblr/Blog and Reddit/Forum analyses with a combined total of 58% and 59%, respectively. Organizing a system of posting joyful news and mentioning the influential users that apply would ensure more positive mentions. Full analysis on pgs. 26-27.

Collaborate with comparable organizations.

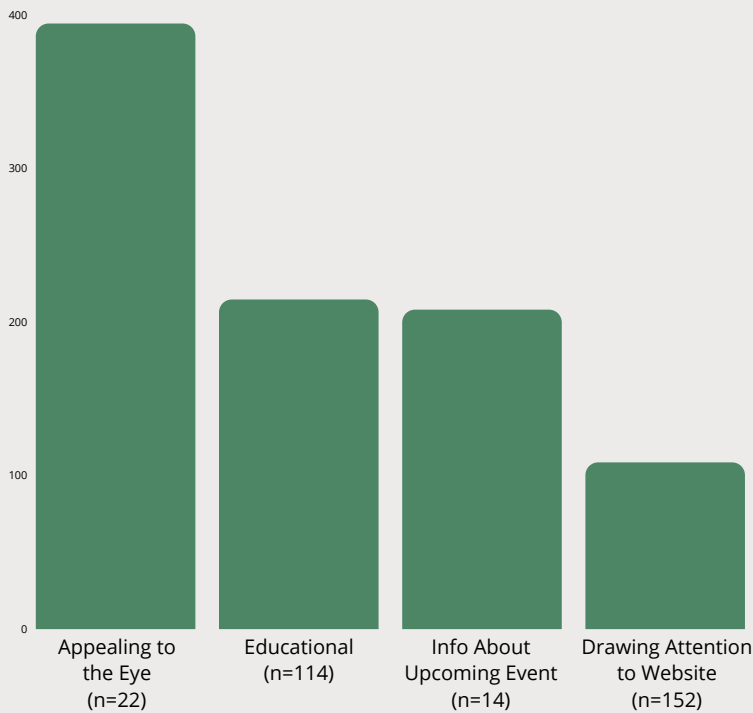
How? Create a Twitter campaign or contest for Shark Fest and Shark Week in which audiences have to interact with Discovery and National Geographic.

Why? Nat Geo has the highest share of voice compared to its competitors (n=55%), and the next closest is Discovery (n=27%). Both organizations have high mention volume, with Discovery being a topic found in the top and third spike (n=3039)(n=19.8k). Discovery also has a slightly higher positive sentiment than Nat Geo at 57%, and those conversations were about their TV event Shark Week. Full analysis on pgs. 30-31.

Owned Data



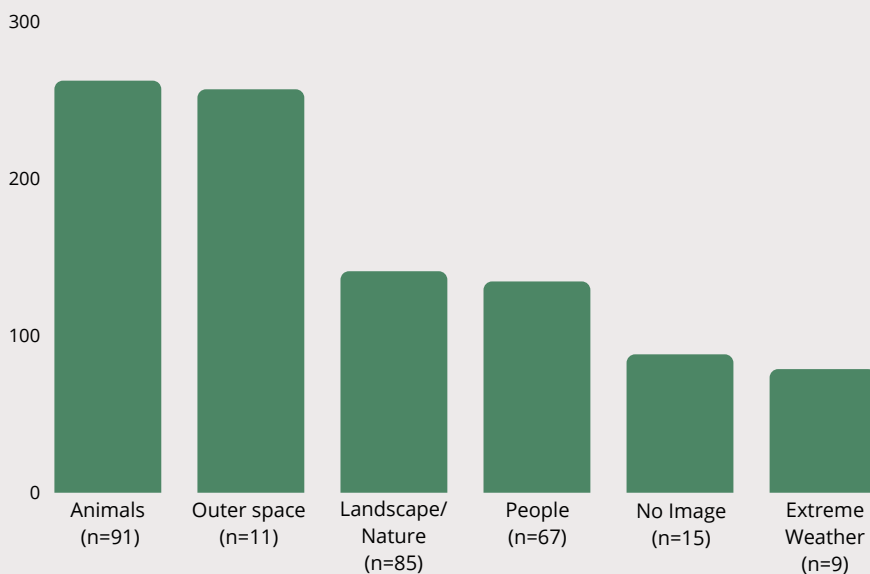
Average Engagement by Theme of Post



Theme of Post	Average of Engagement
Appealing to the Eye (n=22)	394.0
Educational (n=114)	214.4
Information About Upcoming Events (n=14)	207.8
Drawing Attention to Website (n=152)	108.4
Grand Total	173.1

Posts that were appealing to the eye had the highest average engagement (n=394). Even though it had the second to lowest number of posts, people interacted with posts containing appealing media the most. Educational posts were the next highest category (n=214.4), and this category was also supported by 114 posts. The highest number of posts belonged to the drawing attention to website category (n=152), yet this category had the lowest engagement (n=108.4). Posts with themes that taught people something new or were aesthetically pleasing performed better than those that only tried to get people to go to the organization website.

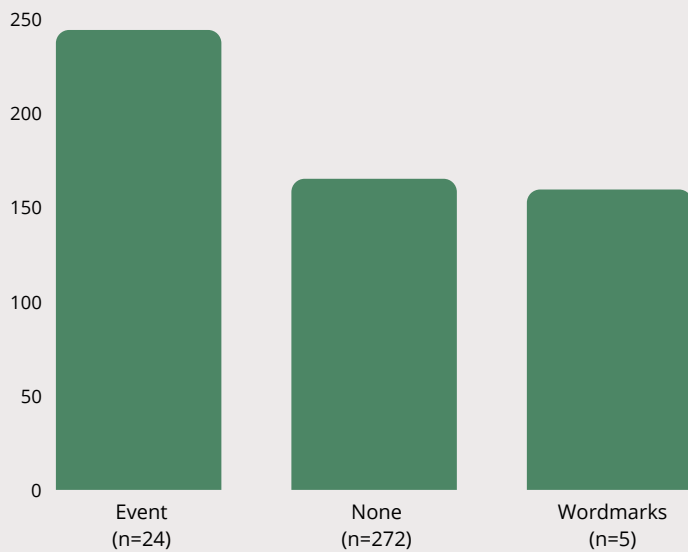
Average Engagement by Image Type



Content	Average of Engagement
Animals (n=91)	262.1
People (n=67)	134.3
Landscape/Nature (n=85)	140.8
Extreme Weather (n=9)	78.5
Outerspace (n=11)	256.6
No Image (n=15)	87.9
Grand Total	179.1

Posts of animals and outer space performed the best for Nat Geo's Twitter by far (n=262.1) and (n=256.6), even though outer space images were not posted frequently. Image types that did not perform well consistently included pictures of extreme weather (n=78.5) and posts with no image at all (n=87.9). When it comes to pictures of landscape/nature and people, the engagement is average (n=140.8) and (n=134.3).

Average Engagement by Hashtag Type



Hashtag Type	Average of Engagement
Event Hashtags (n=24)	244.0
No Hashtag (n=272)	165.5
Wordmarks (n=5)	159.3
Grand Total	171.5

Although posts with no hashtag took up 272 of the 300 posts analyzed, they had the fairly low engagement compared to posts that had any sort of hashtag (n=165.5). Wordmarks, or hashtags with the organization's name in them, were only found in 5 posts but had some decent engagement (n=159.3). The hashtags that received the highest engagement were those that promoted current events (n=244). Despite only making up a small portion of the owned data, the category garnered a lot of attention.

Average Engagement by Mention Type



Mention Types	Average of Engagement
Photographers (n=2)	419.5
Associated Companies (n=9)	242.2
No Mentions (n=276)	172.4
Grand Total	174.3

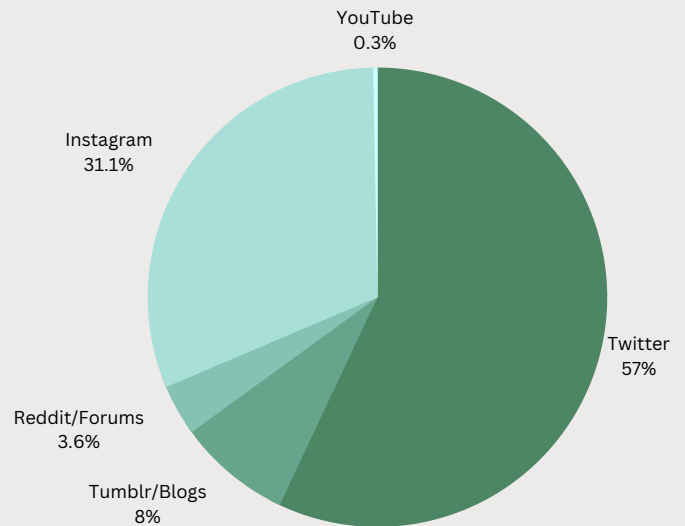
Though only two were accounted for, tweets crediting the photographers for their work saw the highest engagement (n=419.5), a 173% increase from the next closest category, which mentions associated companies (n=242.2). Tweets with no mentions were the most common among our sample, with 276 tweets, but had the lowest engagement (n=172.4).

Earned Data: Organization

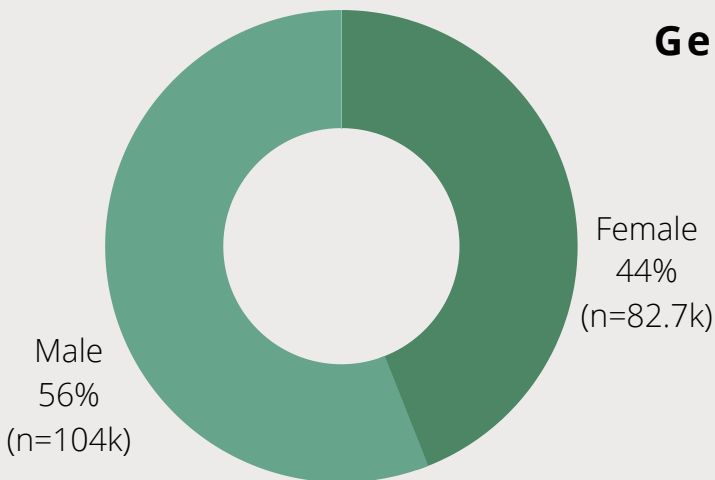


Dataset Summary: Twitter

Out of 795,680 mentions, Twitter made up most of the conversations with 453.5k mentions. Instagram was next up with 247.5k, but there was very little data to see. Tumblr/Blogs made up 63.7k of the conversations, and Reddit/Forums had 28.7k. YouTube had the smallest amount with 23.9k.



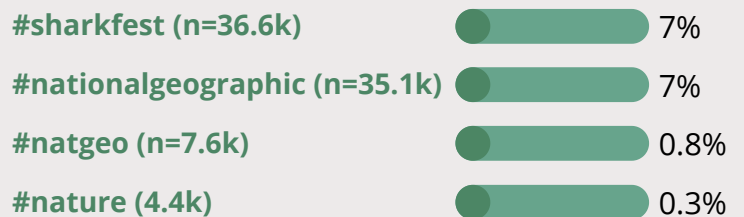
Gender



Male conversations about National Geographic on Twitter consisted of memes, historical facts, and photography. **Female** conversations were typically about equality for women, ethical and race issues, and animals/endangered animals.

Top Hashtags

The most popular hashtag used in conversations was #sharkfest, which is an annual TV event hosted by Nat Geo TV. The hashtag was mostly used to promote the event and get people excited for it. Other hashtags such as #nationalgeographic, #natgeo, and #nature did not form any patterns.



Sentiment



53% positive
(n=52.9k)

Positive conversations tended to be about lighthearted topics such as SharkFest, nature photography, and national parks.



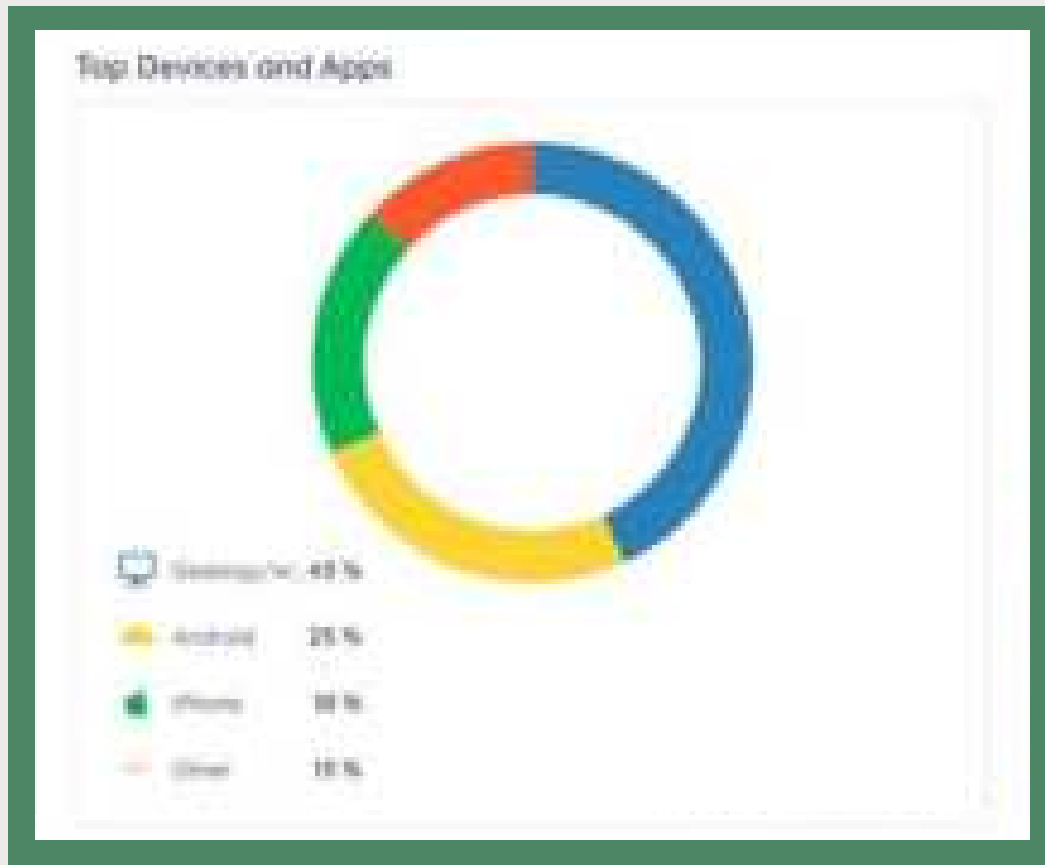
47% negative
(n=47.4k)

Negative topics included social issues, pollution, and human rights violations.

New Social Media Tool: Keyhole

Dataset from Nov. 21-December 3rd, 2022

N=1,280 posts



Through our alternative social media listening tool, Keyhole, the door was opened to analyze the top devices used from Twitter users. Within our two week Keyhole dataset, 43% of tweets were sent from a desktop or laptop, with Android users contributing to 25% of the conversations, and iOS users only making up a surprisingly low percent of National Geographic's Twitter mentions at 18%.

Though not easily accessed through Brandwatch, Keyhole's simple presentation of this data provides value through the ability to target users by device.

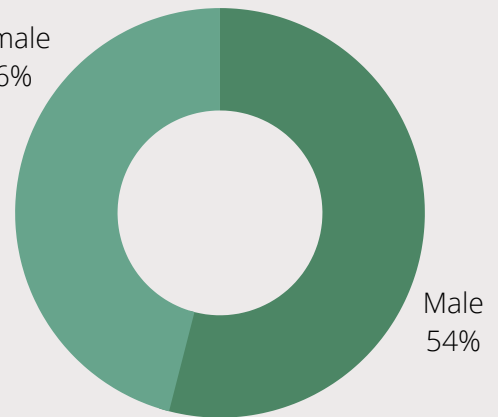
Theme Analysis: Twitter

Culture - 67.41k mentions

Culture is a very important part of the world, and National Geographic is a big part of that conversation. With over **67,000 mentions**, conversations ranged from memes to indigenous communities.

Men spoke up a little more about culture than women. Although their conversations were mostly similar when talking about indigenous people, differences came with men posting memes more, and women talking about a Nat Geo magazine cover about Native Americans.

Female
46%



Top posts



Sentiment



31% positive

Men: 33%
Women: 33%

Conversations about culture were **not super positive**, but topics for men included native languages, ancient kings, and indigenous people successes and topics for women were indigenous rights, ancient kings, and indigenous Brazilian people.



69% negative

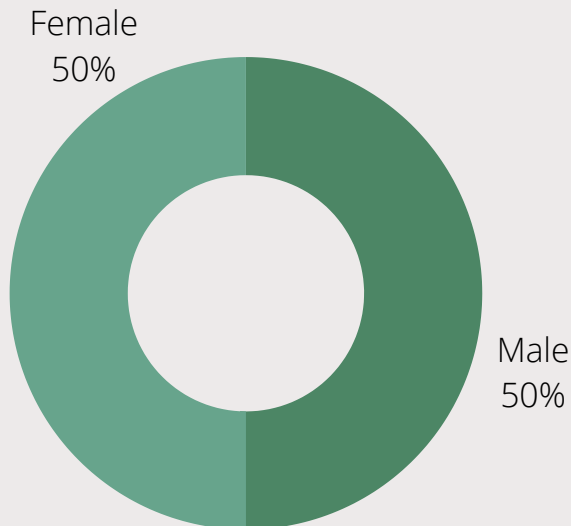
Men: 67%
Women: 67%

The conversation about culture was **largely negative**, for a similar reason as the social issues theme. People are angry, and use harsh language in their tweets. Examples from men are comments on deforestation, terrorism, and stolen property while women spoke of deforestation, slavery, and terrorism.

Theme Analysis: Twitter

Social Issues - 51.91k mentions

While National Geographic is known for their nature photography, there is a large amount of conversations about social issues. In this case, social issues refer to problems like racism, sexism, police brutality, homophobia, and transphobia. In this theme, there were no hashtags, URLs, or mentions that had any significance for our recommendations (less than 5%)

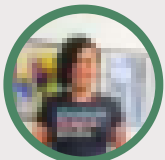


Gender

Both males and females talked about social issues evenly..

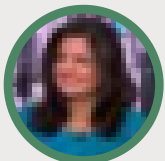
Men and women both had similar conversations about Colombia's first Black female vice-president and a Black birdwatcher, but women seemed to talk more about a trans girl who got doxxed.

Influential Users



Alejandra Caraballo - @Esqueer_ - 58.1k followers - 4 posts - Reach: 195,556

Alejandra is a Latina social commentator who speaks out against LGBTQ+ violence and hate.



Indira Lakshmanan - @Indira_L - 31.8k followers - 21 posts - Reach: 100,336

Indira is a Senior Exec Editor at Nat Geo who reports on crises around the globe and works to build trust in the media.

Sentiment



1% positive

Men: 2%
Women: 1%

Women's conversations were about trans-inclusivity and Latino Conservation Week and **men's conversations** were about border police and Black success.



99% negative

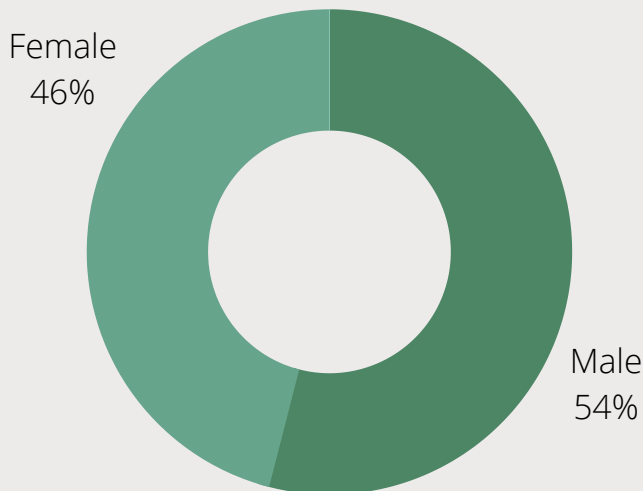
Men: 98%
Women: 99%

Women talked about a 9yo trans child who got doxxed after being on the cover of Nat Geo and violence in India after the partition. **Men** talked about whitewashing history, the trans child who got doxxed, and violence in Colombia.

Theme Analysis: Twitter

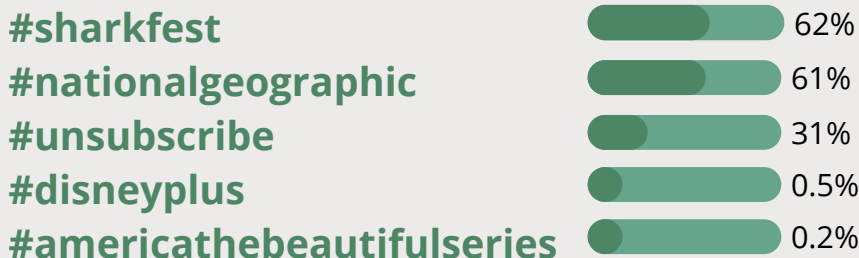
Popular Events & Series - 48.23k mentions

National Geographic makes their own television shows and documentaries that stream through Disney+, so much of the conversation on Twitter revolves around promotion and general talk about the shows.



Both male and females talked about Shark Fest and other new series streaming almost evenly, and the conversations appeared to have no major difference between genders. On average, men used the hashtag #sharkfest 59% compared to women at 41%.

Top hashtags



#sharkfest was the most used tag by far for this theme at 36.8k mentions.

Every post that had to do with the TV event had the hashtag, leading to a lot of conversation about the subject. #disneyplus was popular as well because Nat Geo streams on Disney+, bringing them into conversations having to do with Nat Geo shows.

Sentiment



86% positive

Men: 86%
Women: 87%

Positive conversations **for women** were about shark facts, interviews with Nat Geo photographers, and interesting Nat Geo series. **For men**, conversation was about new Nat Geo series and promo for SharkFest.



14% negative

Men: 14%
Women: 13%

Negative conversations **for women** were about endangered sharks and the dramatization of some Nat Geo series. **For men**, the conversations centered around endangered sharks, nostalgic Nat Geo shows, and Will Smith in a new Nat Geo series.

Spike Analysis: Twitter



Spike A was on July 10 with 17,997 mentions, mostly driven by a tweet promoting Shark Fest, a television event by Nat Geo TV. The tweet, which had 14,559 mentions, contained a gif of a shark jumping out of the water and the hashtag #SharkFest.

Spike B was from July 29 to July 30, and had a total of 17,524 mentions. 20,682 of these came from a tweet about a birdwatcher who was the target of a racist attack. The tweeter informed everyone that he was recently named host of National Geographic's new TV show "Extraordinary Birder", airing in 2023.

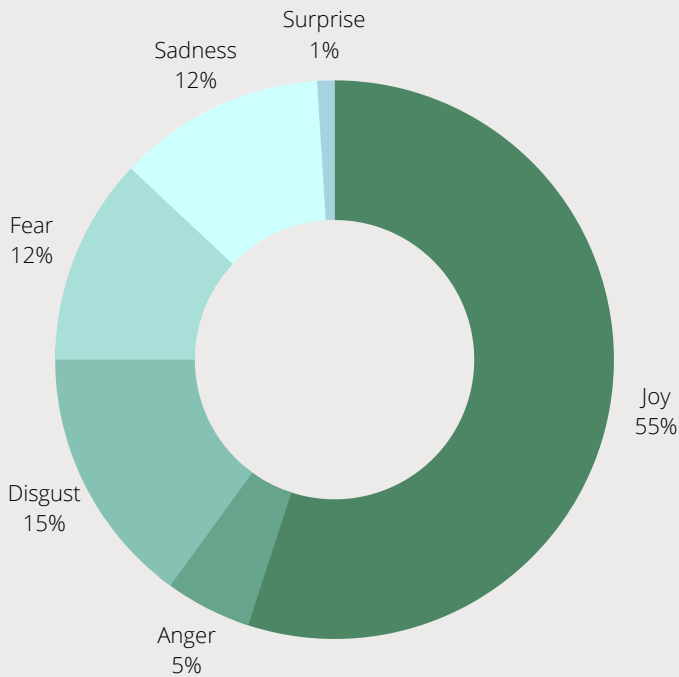
Spike C was on August 25 with 16,873 mentions. Majority of these (19,855) came from a funny tweet about Nick Cannon, who is infamous now for having twelve kids with various women. It used an AI generated image from National Geographic of how the average human would look in 2050. The remaining posts were about the 106th birthday of National Park Service and interesting animals.

Spike D was on June 20 with 17,084 mentions. 15,486 of these were a tweet about the election of Colombia's first Black female vice president and the death threats she has faced for her environmental activism. Another 448 mentions came from a link to read more about the threats Colombian environmental leaders face.

Dataset Summary: Tumblr

n=63.21k mentions

Emotion



The largest emotions for Tumblr were **Joy** (n=18.8k) and **Disgust** (n=5.3k), with Fear (4k) and Sadness (n=4.4k) tied for third. Joy was reflected in more than half of Tumblr mentions, even though the overall sentiment was negative.

Conversations around **Joy** had to do with animal photography, education for all, nature photography, and historical facts.

Sentiment



36% positive
(n=2.6k)

Positive conversations on Tumblr included topics about education for all, animal photography, and Nat Geo TV shows.



64% negative
(n=4.5k)

Negative conversations had to do with Greek mythology, weird plants, and working for National Geographic. The tone of voice of these posts contained harsh language, so that is why they were marked as negative.

Spike Analysis: Tumblr



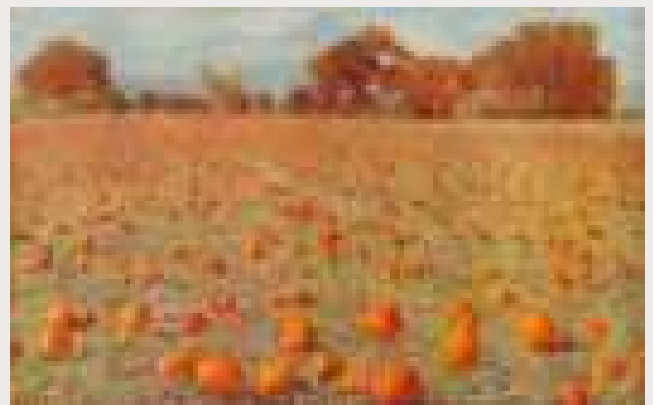
Spike A on August 30 included several reblogs of a photograph taken by a National Geographic photographer (n=1,434). The caption said the photo was taken in 1975 and it is of a girl in a replica lunar-module.

Spike B on September 1 included a photo of a pumpkin patch in Colorado, taken in 1932 by National Geographic (n=1,136).

Spike A Image



Spike B Image



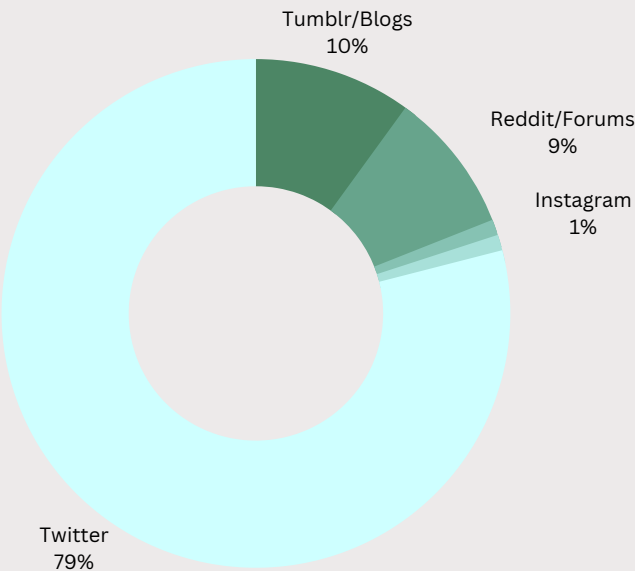
Earned Data: Topic



Dataset Summary: Topic Data

n = 17.78m total mentions

Breakdown by Content Source



Mentions surrounding our topic of environmental issues were at 17.78 million. So, people had a lot to say about it.

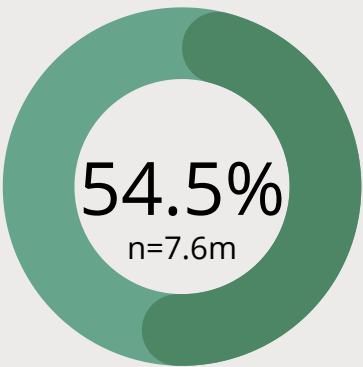
As seen in the chart to the right, Twitter dominated the conversation with 13.95 million mentions.

Following far behind were Tumblr/Blogs and Reddit/Forums at 1.82 million and 1.64 million, respectively.

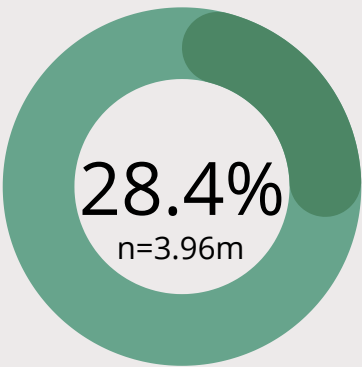
Theme Analysis: Twitter

n = 13.95m

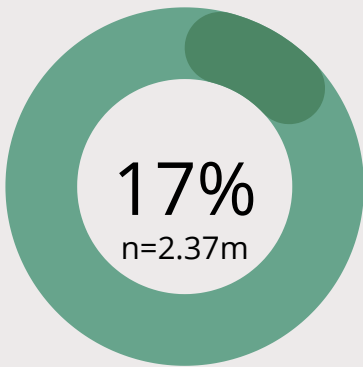
Climate Change



Environmental Politics



Endangered Species



When it comes to environmental issues, it's no surprise that climate change is a huge theme in conversations. Climate change is affected by a lot of factors talked about on Twitter such as pollution, private jet usage, big oil companies, and carbon emissions.

With a global issue like climate change, pollution, and other dangers, people look to their government to do something. Conversations about bills, laws, and acts were frequent in this theme, as well as debates on whether or not the government is doing enough, if anything at all.

Saving endangered species is a large part of the battle for sustainability. Conversations for this theme were about recently extinct animals, and endangered animals and plants as a side effect of climate change and pollution.

Theme Analysis Continued

Climate Change

n=7.6m

Sentiment



13% positive

Men: 12%
Women: 13%

Men: environmental awareness, businesses being eco-friendly, and removing plastic pollution
Women: indigenous people's help against climate change and conservation efforts.

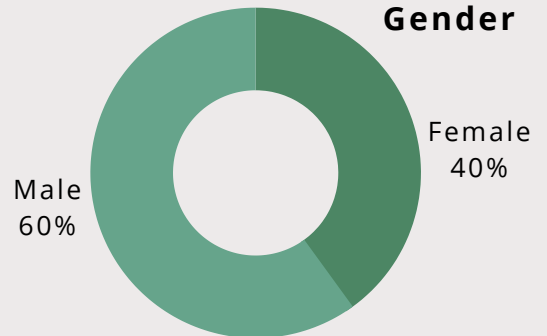


87% negative

Men: 88%
Women: 87%

Men: wealthy people contributing to climate change, climate change as a scam, and crises after floods.
Women: people not believing in climate change, water pollution, and environmental racism.

Gender



Male: wealthy people worsening climate change and the unfair effects of climate change on POC. **Female:** fears about climate change and plastic pollution.

Environmental Politics

n=3.96m

Sentiment



10% positive

Men: 39.4k
Women: 29.2k

Men: new environmental bills, US-Colombian partnership, and the Biden Administration.
Women: new president of India working on conservation, new environmental bills, and education about climate change.

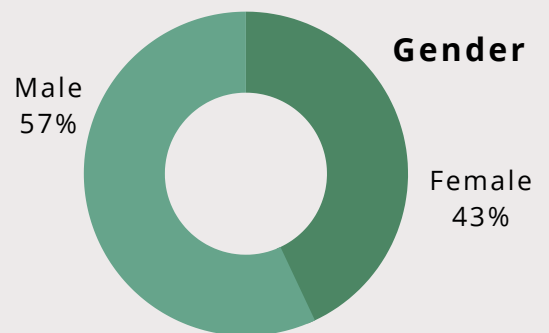


90% negative

Men: 369k
Women: 277.1k

Men: companies using climate change as a fear factor, environmental bills not working, and global warming.
Women: extreme weather, floods in Sydney, and false information.

Gender



Male: the effects of the Clean Water Act, organizations using climate change to instill fear, and the actions of the Biden Administration.
Female: anger toward SCOTUS, organizations using climate change to instill fear, and the actions of the Biden Administration.

Endangered Species

n=2.37m

Sentiment



17% positive

Men: 38.5k
Women: 32k

Men: rebound of Chinese bears from endangered to vulnerable, birth of endangered species Sumatran tiger twins, and other species that have been saved.
Women: #NationalWildlifeDay, conservation of endangered animals, and images of endangered species.

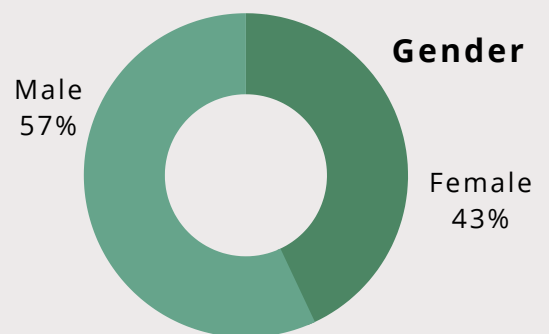


83% negative

Men: 200k
Women: 150.3k

Men: tree endangerment, mining sites causing pollution, and unclean water
Women: herb endangerment and high extinction rates.

Gender

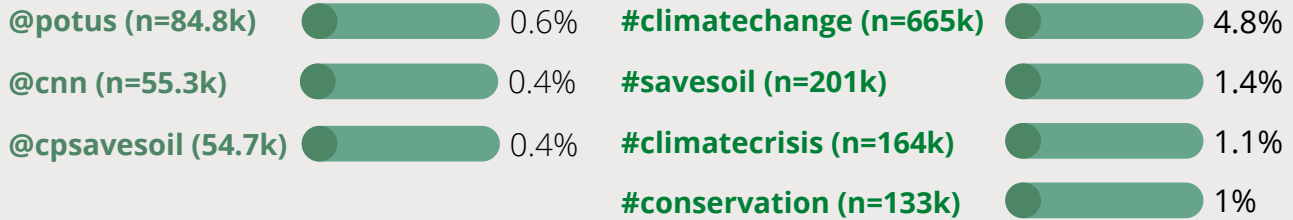


Male: tree endangerment, humans causing massive extinction, and biodiversity conservation efforts. **Female:** the fight against extinction by indigenous peoples, the endangerment of crops, and protecting endangered animals.

Twitter Topic Conversations

n = 13.95m total mentions

Top Mentions and Hashtags



The top mentions surround @POTUS, or President Joe Biden. These mentions discuss what the president is or is not doing about environmental issues. @CNN is the second highest due to a tweet about climate change and how it has affected Hawaii, which we will highlight in the Twitter spike analysis.

All of the top hashtags are about climate change and conservation. The #savesoil hashtag was used by @CPSaveSoil (see top mentions) to promote a movement for awareness of impending soil extinction.

Sentiment



13%

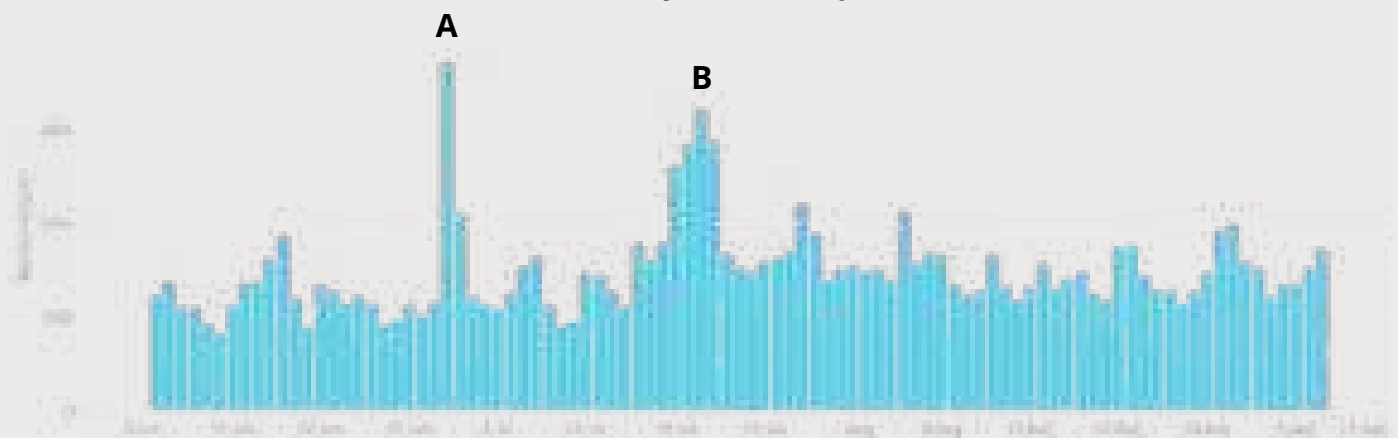
Positive topics of conversation include focusing on places with clean water and hopeful movements to help the environment.



87%

Negative conversations tended to come from users passionate about the injustices relating to climate change and pollution.

Twitter Spike Analysis



A This spike, with 362.9k mentions, came after the US Supreme Court decision to gut the Environmental Protection Agency on June 30. The top tweets were a stab at the SCOTUS. The top tweet received 19.6k retweets.

B This spike on July 18-21 received 312.9k mentions, and the most popular tweet (n=45.5k) circulated with a video of a wave coming up over a bank in Hawaii and flooding an event space. The conversation surrounding this tweet was about the rise in sea-level due to climate change.

Tumblr/Blog Topic Conversations

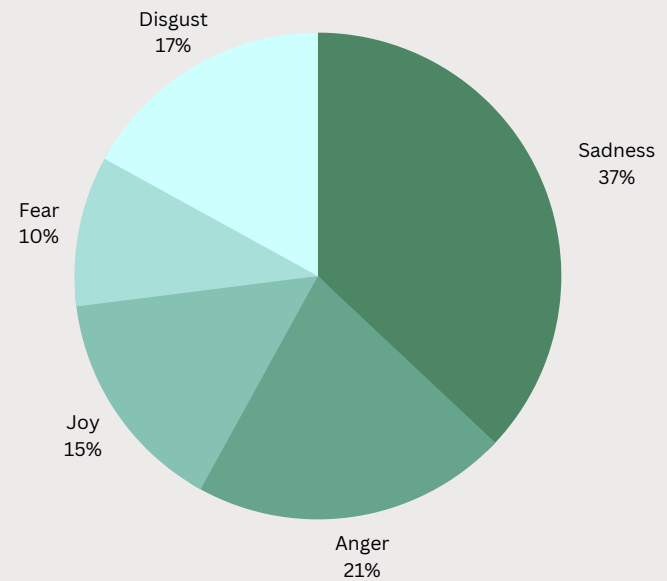
n = 1.82m total mentions

Emotion

Sadness was the most felt emotion in Tumblr and blog conversations at **448.7k mentions**.

Topics included endangered species, politicians not doing anything about climate change, and extinction.

The **second most felt emotion was Anger** at **258k mentions**. Conversations here were about making mining illegal, big oil companies faking information about climate change, and light pollution.



Influential Users*



BP Issue News - @bpissuenews_
- 2969 posts

BP Issue News is an organizational Tumblr blog that is committed to posting genuine news stories.

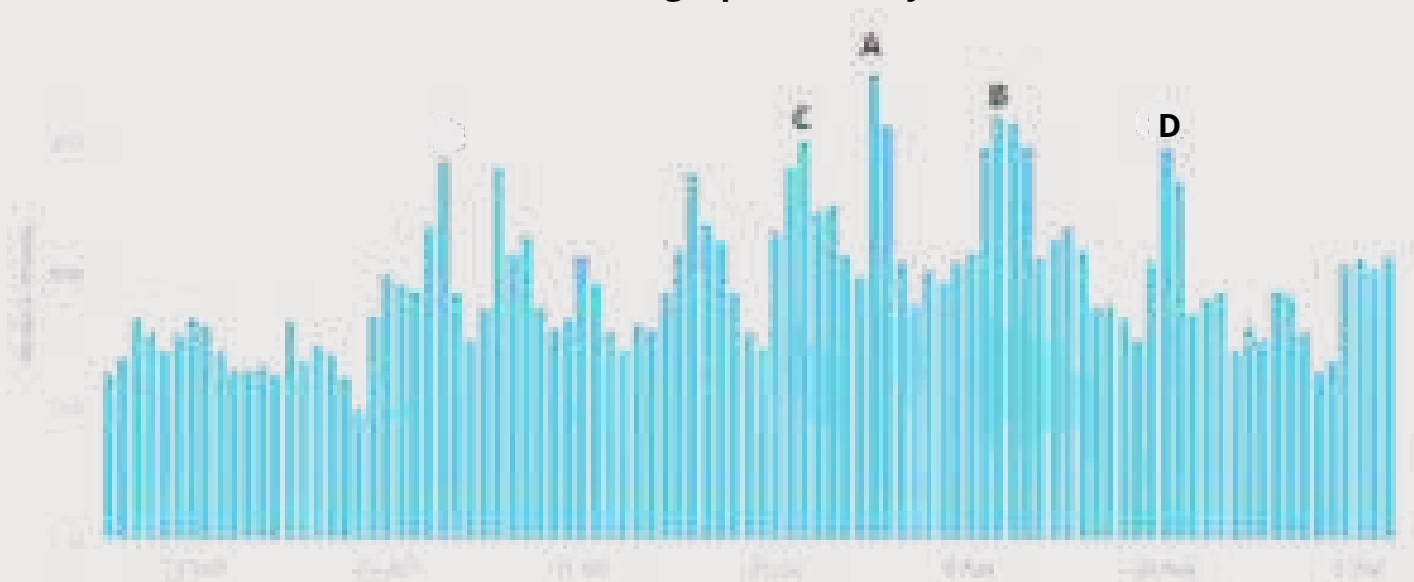


Agadir Group - @agadirgroup
- 989 posts

The Agadir Group is another organizational Tumblr blog which posts current events and news.

*cannot see reach or followers on Tumblr

Tumblr/Blog Spike Analysis



A The top spike for Tumblr was on August 1 with 35.3k mentions. The top conversation (n=3.9k) was about pop star Taylor Swift's private jet usage that led people to refer to her as the "Pollution Queen".

B The second spike was on August 10-15 with 17.8k mentions and included a conversation about Buffalo being released back into the wild after the conservation efforts of indigenous organizations (n=15.4k).

C The third spike was on July 24-August 9 and was driven by a conversation that let people know that if you find a tagged Horseshoe crab and report it to a conservation foundation you can receive a certificate and pin (n=13.4k).

D This person showed a map of the few places left in the US where there is minimal light pollution.

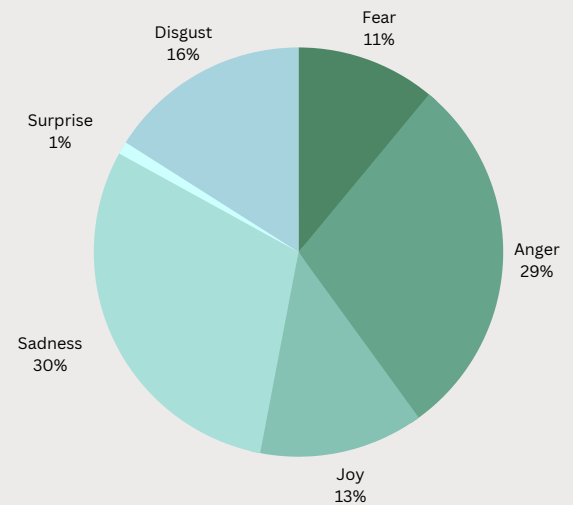
Reddit/Forum Topic Conversations

n = 1.63m total mentions

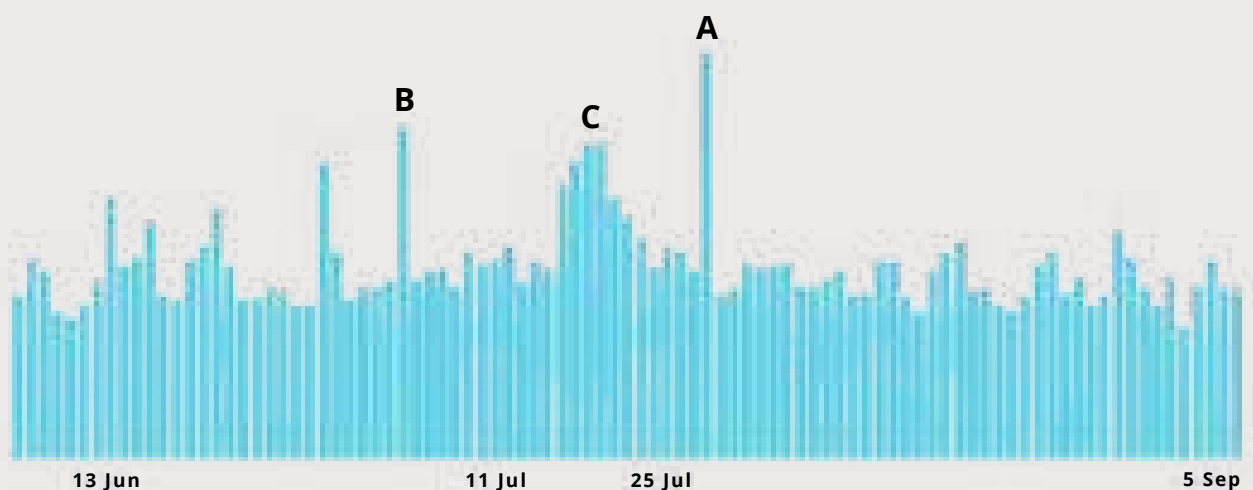
Emotion

Sadness (30%, n=310k) was the most prominent emotion of our dataset, the most popular topic was climate change, and the deep sense of sadness that comes from the deterioration of our planet.

Anger was felt in 29% of mentions, with these negative sentiments centering around animal extinction and celebrity private jet emissions.



Reddit/Forum Spike Analysis



A On July 29th, volume was 114% higher than usual, driven by a mention thread titled "Which animal should go extinct?", which brought in 16,544 mentions. user debated which animal they viewed as least necessary to the environment/their everyday life.

B A July 6th reddit thread about the viral Maryland Highway climate protests attracted a 76% increase in volume, with 10,040 mentions. For the most part, mentions were supportive of the protest, but not supportive of the methods.

C July 18th to the 21st saw a multiple day uptick in mentions, stemming from multiple Reddit threads discussing the 2022 European wildfires, as well as in Northern California, and the overarching implications, in terms of climate change.

New Social Media Tool: BuzzSumo

Using this new social media listening tool, BuzzSumo, we found several Twitter influencers for the theme "endangered species". All three of these organizations are fully dedicated to saving endangered species and bringing awareness to the problem.

BuzzSumo does not show the users' reach, but it does show their average retweets, a feature that lets us know how much the user's followers engage with their page (more information about this tool on pg. 34).



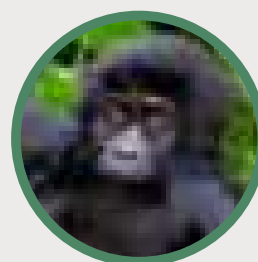
CITES - @CITES - 92.1k followers - 13.1 avg. retweets

Official page of the Convention on International Trade in Endangered Species of Animals and Plants



Phoenix Zoo - @phoenixzoo - 25.2k followers - 11.8 avg. retweets

One of the largest non-profit zoos in the US, caring for over 3,000 animals, with nearly 400 species represented, including many threatened/endangered species.



The Ellen Fund - @TheEllenFund - 50.4k followers - 8.9 avg. retweets

The Ellen Fund supports global conservation efforts for endangered species – with projects that inspire hope. #endangeredcampaign

Earned Data: Competition

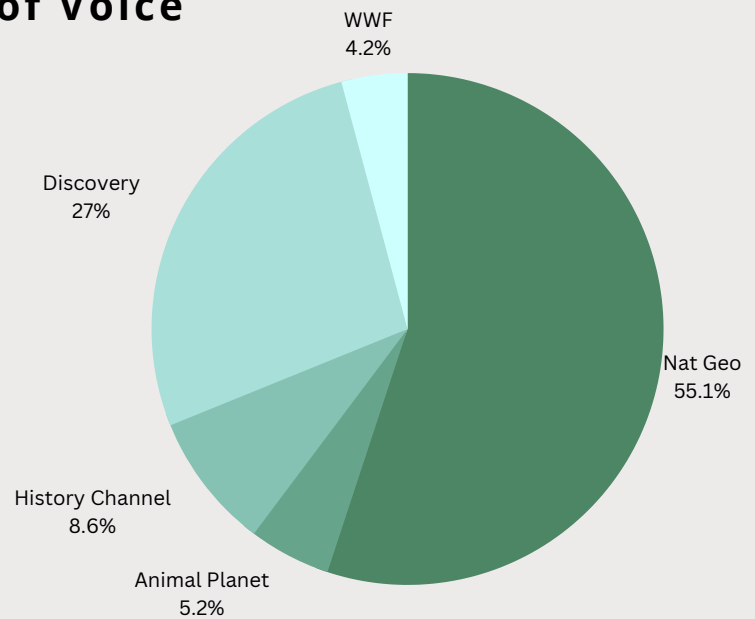


Dataset Summary: Comparable Organizations

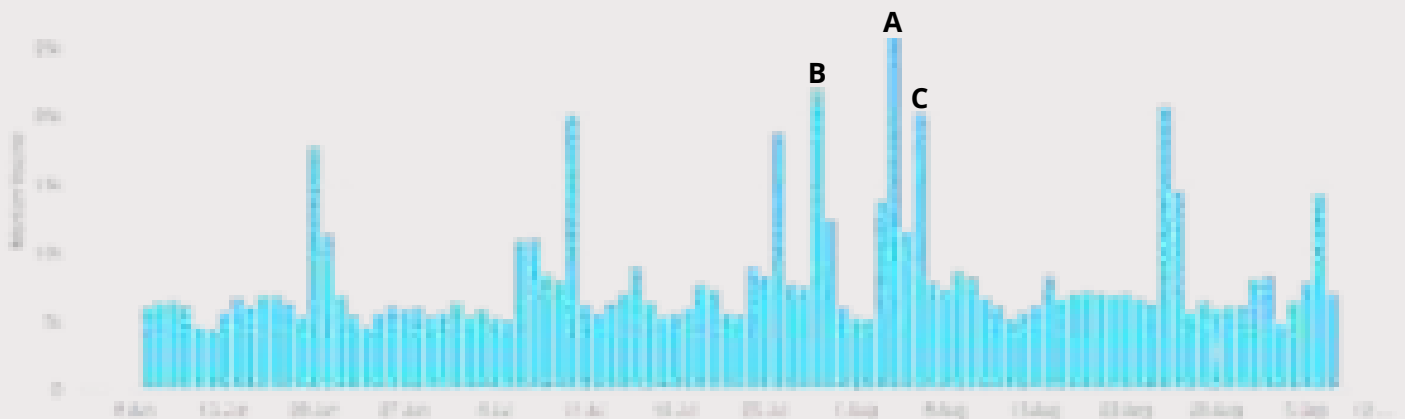
n = 753.9k total mentions

Share of Voice

Within our competition's mention volume, **National Geographic leads the way** with the highest share of voice (n=414.6k). Discovery was involved in the second highest number of conversations (n=203.6k). History Channel (n=64.8k), World Wildlife Fund (n=31.7k), and Animal Planet (n=39.2k) all trailed the pack.



Spike Analysis

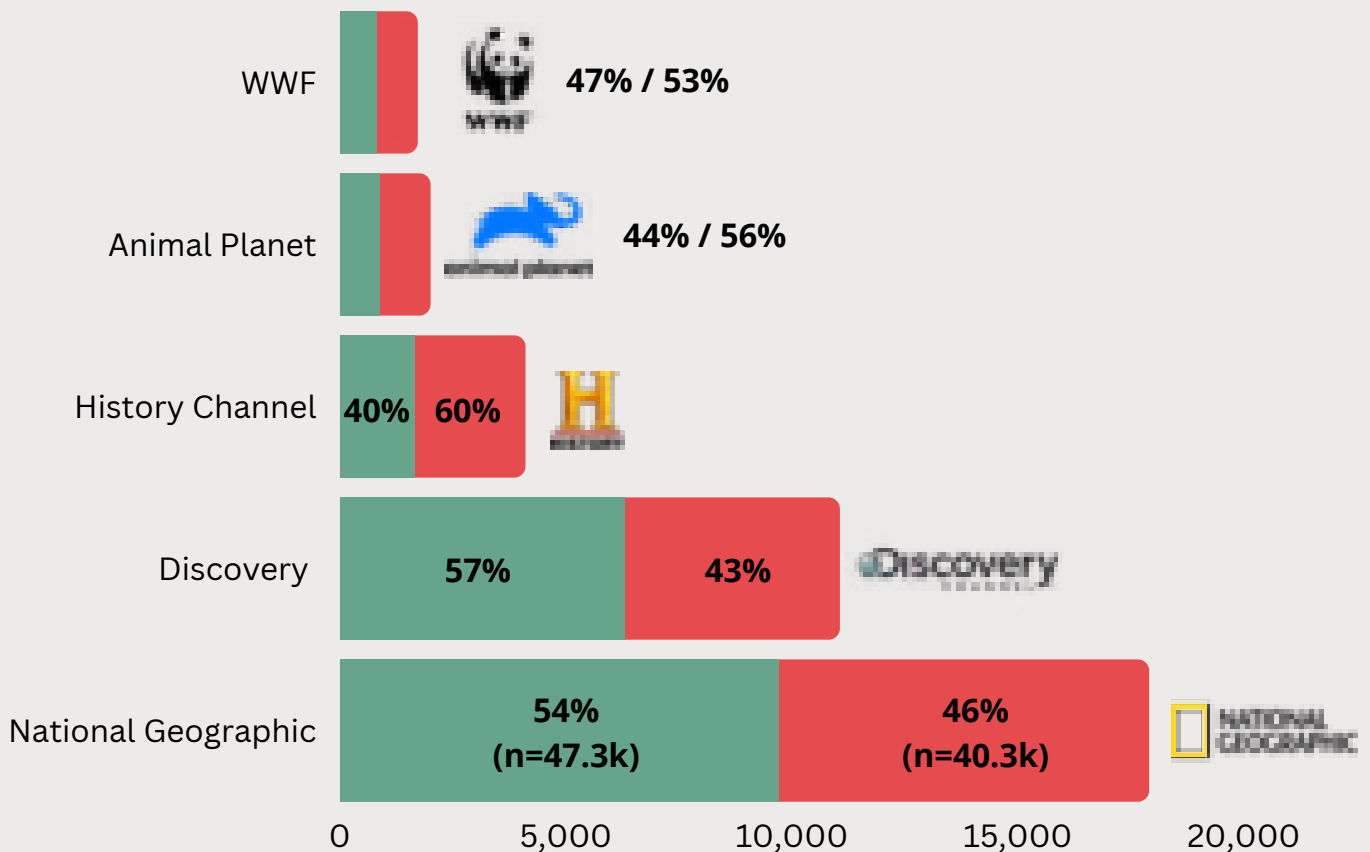


Spike A on August 4 had a 27k mentions, with the top conversation (n=3039) being about the unification of HBOMax and Discovery+. Subscribers of HBOMax had concerns about the new content from Discovery that might replace HBOMax content following the merger.

Spike B on July 29 with 21.2k mentions involved a top tweet (n=14k) about a man who was a victim of racism now hosting a National Geographic show. People felt strongly about this recognition and it was talked about in great volumes.

Spike C on August 6 ranked fourth in volume mentions (n=19.8k), but was the third highest competitor spike, seeing a 106% increase in mentions. The humorous tweet references the HBOMax/Discovery+ unification two days after the merger announcement (n=12k).

Comparable Organizations: Sentiment



National Geographic and Discovery led the category in positive sentiment.

Discovery: negative conversations (n=21.9k) were about some of its new controversial docuseries. Positive conversations (n=29k) were about their TV event "Shark Week" and Discovery+, their streaming platform.

History Channel: negative conversations (n=11k) were people feeling like the channel isn't as factual as it used to be. Positive conversations (n=7.3k) involved their new documentary *After Jackie*.

Animal Planet: negative conversations (n=5.9k) were about the graphicness of its shows and comparing the animals on it to people. Positive conversations (n=4.6k) say that Animal Planet it brings them peace.

WWF: negative conversations (n=4.2k) were accusations that the organization has been complicit in the eviction of indigenous peoples, but positive conversations (n=4.2k) talked about donating.

Appendix



New Social Media Tools

Keyhole

The first of our new social media listening tools, Keyhole, features very similar tools to Brandwatch. Top posts, influential users, geographic analysis, among many other features are prominently displayed on the dashboard, among many other features.

The most notable disparity between Keyhole and Brandwatch comes from the capabilities regarding Boolean implementation. When using Booleans on keyhole the search bar limits the range of your Boolean, and Boolean operators are not fully supported by the Keyhole interface, limiting your data to smaller range of conversation topics.

Keyhole provides more value than Brandwatch when analyzing top users, and allows users to quickly filter through and analyze individual user profiles, and view valuable information via profile. For social media managers, Keyhole can also be utilized to analyze conversations as well as post their own scheduled media to different social media platforms.

Though the free version limits your abilities, Keyhole serves as a suitable replacement to Brandwatch, and is recommendable to a friend or colleague.

As seen below, Keyhole also provides user with a simple and accessible view of influential users, who can be searched individually to efficiently view the top users within brand conversations. The primary takeaway from our Keyhole conversations comes from these top users. Over our two week span, National Geographic related pages and contributors, such as contributor Paul Nicklen and the National Geographic's TV Twitter account were some of the most influential users, despite the small sample size.



New Social Media Tools

BuzzSumo

BuzzSumo is the second social media listening tool we used. It is a cloud-based platform that helps you discover the best engagement, content, and outreach opportunities across social and search. With this platform, you can discover new keywords, trending topics, influencers, and much more.

It was a fairly easy platform to use, but definitely not simple. It took a while to understand how their queries worked, as they didn't allow any Boolean queries besides "OR". Also, it did not have the capability to look into the past like Brandwatch can, and the filter options were very limited.

Besides that, BuzzSumo made it simple to find key influencers for our topic "endangered species", something that Brandwatch makes you dig for. Overall, I would recommend this platform to a friend or colleague as it has many of the basic capabilities that Brandwatch has but at a fraction of the cost.

Example image of the interface



Boolean Queries

Owned Data Boolean: author:@NatGeo

Organization Boolean: "National Geographic" OR "Nat Geo" OR @NatGeo OR @NatGeoMag OR "NatGeo" OR #nationalgeographic OR #natgeo OR "National Geographic Magazine" OR "Nat Geo Mag" OR "NatGeoMag" OR "national geographic" OR "natoinal geographic" OR "nationa geographic" OR "national geographic" OR "national geografic" OR "natonal geographic"

Competition Boolean: "National Geographic" OR "Nat Geo" OR "NatGeo" OR @NatGeo OR #nationalgeographic OR #natgeo OR @WWF OR "World Wildlife Fund" OR #worldwildlifefund OR "Animal Planet" OR @AnimalPlanet OR #animalplanet OR "History Channel" OR @HISTORY OR #historychannel OR "Discovery Channel" OR "Discovery+" OR @Discovery OR #discoverychannel

Topic Boolean:

"protectourenvironment" OR #protectourenvironment OR #animalsafety OR "animal safety" OR #endangeredanimal OR #endangeredanimals OR "endangered" OR "pollution" OR #pollution OR "environmental" OR "marine life" OR #marinelife OR #seaturtles OR "sea turtles" OR #climatechange OR "climate change" OR "endangerment" OR "deforestation" OR "conservation" OR "threatened animals" OR "threatened animal" OR "threatened species" OR "extinct" OR "extinction" OR "clean water"

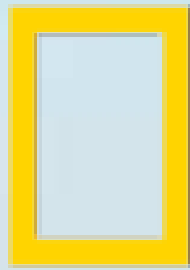
Theme Booleans:

Popular events and series: #sharkfest OR "TV" OR "series" OR "television" OR "streaming"

Social issues: #racism OR "racism" OR "social issues" OR "black" OR "police" OR "violence" OR "latino" OR "latinx" OR #sexism OR "sexism" OR "trans"

Sustainability: "sustainability" OR "climate" OR #climatechange OR #sustainability OR #earthday OR "protect" OR "pollution" OR "global" OR #worldoceansday OR "ecosystem" OR "conservation" OR "renewable" OR "cars" OR "environmental" OR "environment" OR #environment OR "solar energy" OR "carbon" OR "gases" OR "nature"

Culture: "culture" OR "people" OR "country" OR "indigenous" OR "native" OR "descendants" OR "tradition" OR "traditional" OR "world" OR "ancient" OR "tribe"



NATIONAL GEOGRAPHIC

Thank You!



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