

FINAL REPORT

SPECIAL OLYMPICS

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ADPR 5750
SOCIAL MEDIA ANALYTICS

*Special
Olympics*



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TABLE OF CONTENTS

03	Executive Summary
05	Recommendations
09	Recommendation Examples
11	Owned Data
17	Earned Data
26	Topic Conversation
34	Network Analysis
37	Appendix

EXECUTIVE SUMMARY

The purpose of this report is to analyze social media data taken from the Special Olympics' social media platforms, earned organization as well as comparable organizations data, and topic conversation data in order to make recommendations on how they might increase social media engagement. By analyzing the data, we hope to help the Special Olympics organization expand its social media audiences.



ORGANIZATION AND DATA OVERVIEW

ABOUT SPECIAL OLYMPICS

The Special Olympics is about creating a space for people with physical and mental disabilities to be included in society and the world of sports. This worldwide movement celebrates the inclusion and diversity of every individual, regardless of their ability or disability. The organization's goal is to share stories that revolve around brave individuals who achieve great things together through sports training and athletic competition.

BUSINESS PROBLEM

Since the Special Olympics is an event driven organization, it is important to explore what people are talking about when events are not going on. While there are events that take place more regularly, the Special Olympics itself only takes place every 4 years. How does the Special Olympics stay relevant while the games are not going on? What topics tend to keep people interested in engaging in social media activity surroundign the Special Olympics? We also want to examine how our comparable organizations deal with this same challenge, as they are also highly event based.

DATA OVERVIEW

TIMELINE

Owned Data:

March 1st, 2022 - August 31st, 2022

Earned Data:

March 1st, 2022 - August 31st, 2022

Topic Data:

March 1st, 2022 - August 31st, 2022

VOLUME

Owned Data: 361 tweets

Earned Data: 73.74k mentions

Topic Data: 264k mentions

PLATFORMS

Twitter, Reddit, and Tumblr

Due to limitations in accessing data through the Brandwatch platform, certain platforms offered limited data (i.e., Reddit and Tumblr).

SOFTWARE PLATFORMS

Brandwatch, NodeXL, Excel, Canva

KEY PERFORMANCE INDICATORS

- Awareness (reach, impressions)
- Engagement (number of active followers, likes and shares, comments, mentions, retweets, hyperlink clicks)
- Audience Growth (followers)

RECOMMENDATIONS

OWNED DATA

RECOMMENDATION #1

What?: Increase engagement levels of personal testimonial posts.

How?: Although the majority of the Special Olympics posts were centered around personal testimonials, roughly 19% of the posts, this theme did not have the highest level of engagement (page 13). The organization should post more tweets relating to these personal stories as a goal of the Special Olympics is to share stories around brave individuals who achieve great things together in the world of sports. We recommend that the post themes combine with image content to increase personal testimonial engagement through action shots.

Why?: Even though action shots on average receive the most replies, they only made up 4% of the Special Olympic posts that were reviewed in our study (page 15). We recommended that the organization aims to take and post more exciting photography like action shots. Viewers want to see the Special Olympic athletes excel in their passion and the fruits of their laborious training.

RECOMMENDATION #2

What?: Increase impressions on posts including sponsors/partner mentions.

How?: We recommend utilizing a combination of sponsors/partners mentions with mentions of brand ambassadors to bolster impressions for tweets with the sponsors/partners mention type. Since there could be potential conflicts of interest with certain ambassadors and partners, we recommend using ambassadors that have an existing relationship with the sponsor or utilizing Special Olympic employee ambassadors who would not have other business conflicts with being included in a sponsorship post.

Why?: The Special Olympics uses posts with sponsors/partners more than any other type of mention other than affiliated organizations, which are specific region subsets of the Special Olympics (page 14). However, the sponsors/partners category only has the third highest impressions even as it seems to be an important aspect of the brand's social and business strategy. Tweets using the brand ambassador mention type garnered by far the most impressions of any type of mention type, with an average of 400,828.9, nearly double that of the impressions for tweets with the mention type of sponsors/partners (221,456.4 impressions) (page 14). To boost the number of impressions for tweets with the sponsors/partners posts and get more users to see the Special Olympics' partnerships and sponsorships, it would be recommended to utilize a brand ambassador mention.

RECOMMENDATION #3

What?: Increase engagement levels of Twitter posts with the organization website URL type.

How?: While tweets with the organization website URL type made up the largest portion of tweets, they fell short of beating the average engagement of posts with no URL at all. Since these URL types are still important in creating conversions to the organization website, Special Olympics should combine tweets with the organization URL type with the day of the week hashtag, which has an average engagement of 10.5 per post (page 13) compared to 7.13 for the organization URL category (page 16).

Why?: Increase engagement levels of tweets with the organization website URL type by pairing them with the highest average engagement hashtag type, the day of the week hashtag. Since the day of the week hashtag has higher engagement than any category of URL target type, Special Olympics should pair those hashtags with its most important and frequently used URL type to boost engagement. Since those hashtags are less organization specific and often trend on the day they are posted, they will result in higher levels of engagement on the posts with organization URLs included in them, resulting in more conversions to the organization's website.

RECOMMENDATIONS

EARNED DATA

RECOMMENDATION #4

What?: Open the floor to have Special Olympic athletes take over their social media platforms like Twitter and Instagram to increase engagement on the Special Olympics page.

How?: Influential athletes like Tank Schottle should be given an opportunity to take over the Twitter page and post their daily lives / training periods. They also have the potential to host Q&A's to talk directly to supporters and show a more humane side of this large organization.

Why?: Special Olympic athletes like Tank Schottle on average have high levels of engagement on their Twitter (page 20). This would help bridge the gap between the organization, athletes, and viewers, increase engagement on the Special Olympics' Twitter page, and raise anticipation for the upcoming games by actively showing how individual athletes are training, preparing, and doing.

RECOMMENDATION #5

What?: Shift more focus on supporting, encouraging, and congratulating their athletes.

How?: Creating more graphics and producing more content regarding the athletes and their events.

Why?: Negative conversations regarding politics cloud and muddy the main focal point of the organization. By producing more positive content, Twitter users have more topics to retweet and talk about, drawing attention away from other negative conversations and bringing forth higher levels of positive social media activity and engagement (page 19-20). It would also push a message of resilience and tenacity, shifting focus to the most important aspect of the organization, which is celebrating the Special Olympic athletes.

RECOMMENDATION #6

What?: Expand the Special Olympics global presence by focusing on establishing conversations and higher levels of social media activity in countries other than the U.S.

How?: Since most of the conversation around the Special Olympics is on Twitter, post content highlighting Special Olympic events outside of the U.S. by tagging other Special Olympic regional accounts, using the top performing organization hashtags, and tagging individual Special Olympic athletes in posts about them.

Why?: As a global organization, the Special Olympics is severely underutilizing its regional connections other than in the U.S. in the way its comparable organizations do (page 25). In order to broaden its audience and increase social media activity in non-Special Olympic event years, the Special Olympics should use the tactics that perform well in the U.S. and apply them elsewhere.

RECOMMENDATION #7

What?: Promote discussions about volunteer opportunities on Twitter.

How?: Post more tweets providing volunteer opportunities for the Special Olympics organization and any related groups surrounding advocacy for people with intellectual disabilities and the neurodiverse community.

Why?: Within the 1,196 mentions on Reddit, one of the main topics of positive conversation was the volunteer opportunities and experiences of Redditors (page 20). Overall, there is not that much conversation about the Special Olympics on Reddit, so the Special Olympics should feed into the conversation that already exists by posting volunteer opportunities on Twitter, which would translate to more Redditors discussing their experiences with the organization on subreddits. In turn, this would get people more involved in, connect with, and closely align their values with organization.

RECOMMENDATIONS

RECOMMENDATION #8

What?: Post more content promoting the topic theme of competition to boost positive sentiment through channeling the Olympic spirit.

How?: Post more content related to coming together as a neurodiverse community through the spirit of competition along with the top topic hashtags, including #UnbeatableTogether and #TogetherUnstoppable (page 22).

Why?: Competition was one of the most prevalent themes we observed in our research, making up 8.2% of the topic dataset (page 22). Additionally, the theme of competition had a much higher percent of positive sentiment with 27% positive, compared to 5% positive sentiment for the Florida theme and 4% for the vaccination theme. By channeling the Olympic spirit of competition, the brand will promote positive social media activity surrounding the topic.

TOPIC CONVERSATION DATA

RECOMMENDATION #9

What?: Discuss individual intellectual disabilities more on the Special Olympics accounts in the form of raising awareness and providing information surrounding intellectual disabilities, especially those of Autism, Down syndrome, and Cerebral Palsy.

How?: Post more content with FAQs about specific intellectual disabilities, dispelling myths about intellectual disabilities, and providing links to more information regarding intellectual disabilities so that users are encouraged to engage directly with the posts and the account. The Special Olympics account should also utilize hashtags related to each specific disability, such as #autism and #downsyndrome.

Why?: The largest themes among topic conversation surrounding the topic of intellectual disabilities surrounds individual disabilities, such as Autism, Down syndrome, and Cerebral Palsy (page 33). Discussion in each of these themes includes lots of social media activity about raising awareness and knowledge around the individual disabilities, yet the Special Olympics account doesn't post much tangible information or links providing this type of educational or awareness information.

RECOMMENDATION #10

What?: As advocates of inclusivity and neurodiversity, the Special Olympics should promote donating its organization to help create programs and create community for people with intellectual disabilities

How?: Include links to Special Olympic donation pages on posts that discuss, advocate, and progress the understanding of specific intellectual disabilities through the world of sport.

Why?: The URLs most commonly mentioned were links regarding how people could help those with special needs, being a class wishlist for a special needs teacher and a link to donate to classrooms who need help meeting the sensory needs of neurodivergent students (page 31). Users in this topic conversation are lookign for way to donate and share relating to neurodiversity, which is a great opportunity for the Special Olympics to share their charitable mission.

RECOMMENDATIONS

RECOMMENDATION #11

What?: Destigmatize and educate the public more on the relationship between intellectual disabilities and vaccinations.

How?: Share stories of Special Olympic athletes who have experiences with vaccinations, as well as include scientific evidence and research that could help educate viewers on the topic.

Why?: The main conversation surrounding the Special Olympics event in Florida was regarding the necessity of vaccinations for the athletes, and the story of an athlete who had a seizure after getting his first dose of vaccination (page 30). This created a lot of negative sentiment in our topic conversation. To combat the dangers of a single story, Special Olympics should include more stories and more perspectives to help explain the relationship between intellectual disabilities and vaccinations. Even though this may continue to create negative sentiment in response, we believe this will both promote engagement and impressions as an important topic users in the conversation care about as well as provide evidence from a reputable non-profit advocating for the safety of vaccination.

NETWORK ANALYSIS DATA

RECOMMENDATION #12

What?: Increase reciprocity and foster a sense of community within the topic conversation surrounding the Special Olympics.

How?: The Special Olympics should utilize Twitter Spaces by creating live spaces for users in the topic conversation to directly converse with both each other and with Special Olympics itself. This can be done by brand ambassadors or athletes hosting the Twitter Spaces at events or in between events.

Why?: Through the NodeXL network analysis conducted of the Special Olympics topic data (page 35), it is evident that there is no strong sense of community related to the topic of neurodiversity and athletes. The network has a density of essentially zero (0.00094), meaning that there is extremely low connectivity. Also, the network has extremely low reciprocity values, indicating users do not engage in much two-way interaction. For a non-profit, such as Special Olympics, it will be important to help users who care about this topic find a dedicated place and community for them to engage with and interact with like-minded individuals.



IMPLEMENTATION EXAMPLES

RECOMMENDATION #1



RECOMMENDATION #4



RECOMMENDATION #2



RECOMMENDATION #5



RECOMMENDATION #3



RECOMMENDATION #6



IMPLEMENTATION EXAMPLES

RECOMMENDATION #7



RECOMMENDATION #10



RECOMMENDATION #8



RECOMMENDATION #11



RECOMMENDATION #9



RECOMMENDATION #12



A young man with dark hair and glasses is smiling broadly, showing his teeth. He is wearing a dark-colored V-neck shirt. He is holding a white race bib in front of his chest. The bib has the Special Olympics logo and text. The background is a blurred outdoor setting.

OWNED DATA OF THE SPECIAL OLYMPICS ORGANIZATION



Special Olympics
Southern California

Guerra, Adam
Southeast Los Angeles
AT 100 M Run
AT 50 M Run
AT Softball Throw

Bib # 338
M
Age 13
SOS
SOS
SOS

338

OWNED DATA OVERVIEW

of the Special Olympics Organization

As a team, we curated coding schemas to help organize the Special Olympic's Twitter. The categories of tweets analyzed are theme of post, image content, hashtag type, mention type, and URL type.

The following information includes the engagement patterns, insights, and findings to back up our recommendations (page 5).

QUESTIONS TO EXPLORE

- Which tweets garner the most engagement and impressions on Twitter?
- Which themes create the highest level of engagement for Special Olympics' tweets?
- What effect does hashtag type have on the level of engagement on their tweets?
- Which mention types are correlated with the highest level of impressions for their tweets?
- Which types of image content inspire the most replies on tweets?
- What URL types prompts the most engagement on tweets for the Special Olympics?



ABOUT THE TWITTER ACCOUNT

The Special Olympics Twitter page, @SpecialOlympics, boasts a following of over 118.4k followers and actively tweets various content daily. Their posts host a variety of different themes, content, and messages set to spread the word about the mission and values of the nonprofit organization.

ABOUT THE DATASET



@SpecialOlympics



Tweets Posted by Special Olympics



Analyzed 361 Tweets



March 1st, 2022 - August 31st, 2022

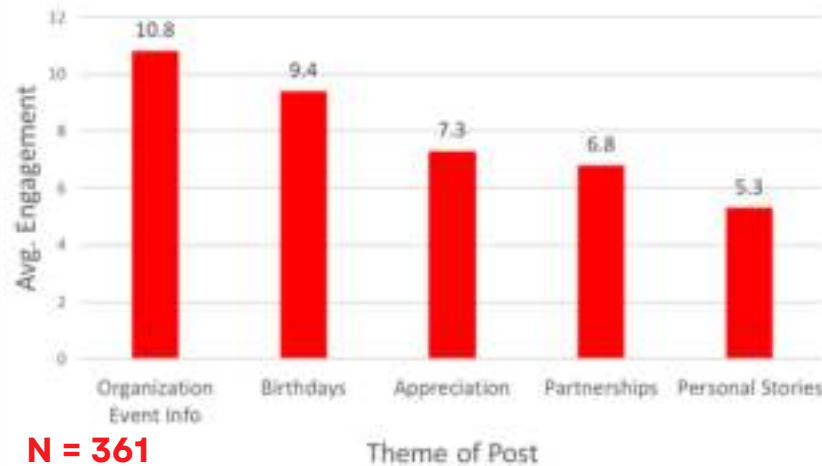
THEME OF POST

Insight Based on Theme: Posts revolving around organization event information capture the most engagement on the Special Olympics Twitter page.

Twitter posts containing organization event information and birthdays had more successful engagement than the other post themes. While posts centered around organization event information had the highest average engagement levels, these posts only comprised 10% of the overall tweets. The Special Olympics should continue to utilize this theme in addition to the appreciation and personal stories because those other themes are posted the most, this way the organization can relay the event information in a way that shares personal stories or elicits appreciation.

Category	Number of Posts
Personal Stories	68
Appreciation	81
Birthdays	38
Organization Event Information	36
Partnerships	64

Avg. Engagement by Theme of Post



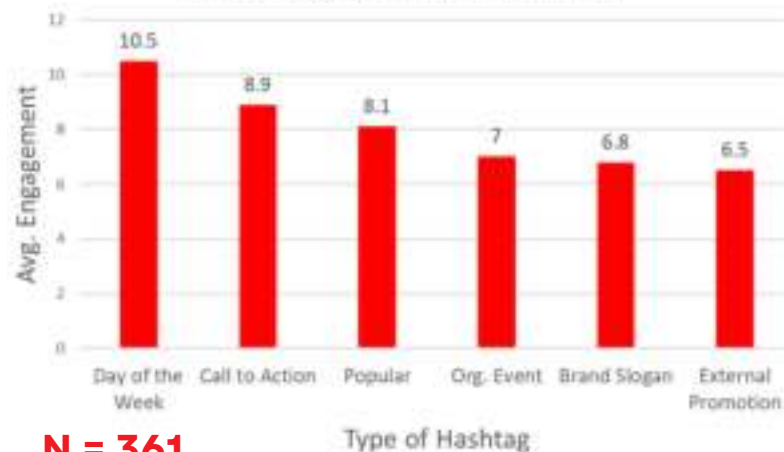
HASHTAG TYPE

Insight Based on Hashtags: Hashtags that relate to the day of the week, like #WellnessWednesday or #TBT attracts the most engagement on average, and after that is their call to action hashtags.

Their call to action hashtags are the second most popular, being #gamersunite, #CallToConnect or #PledgeToInclude. This type of hashtag most likely receives higher engagement levels because it sparks an emotion in the viewer to engage in the post. Although their brand slogan hashtags like #InclusiveHealth and #InclusionRevolution are featured on the majority of their posts, they yield the second lowest engagement rate, second to promotional hashtags like #Aerie. While external promotion hashtags are often mandatory, the Special Olympics Twitter should try to pair them with a day of the week hashtag to invoke higher levels of engagement.

Category	Number of Posts
Brand Slogans	235
External Promotion	17
Organization Event	71
Call to Action	24
Day of the Week	10
Popular/Current	74

Avg. Engagement by Hashtag

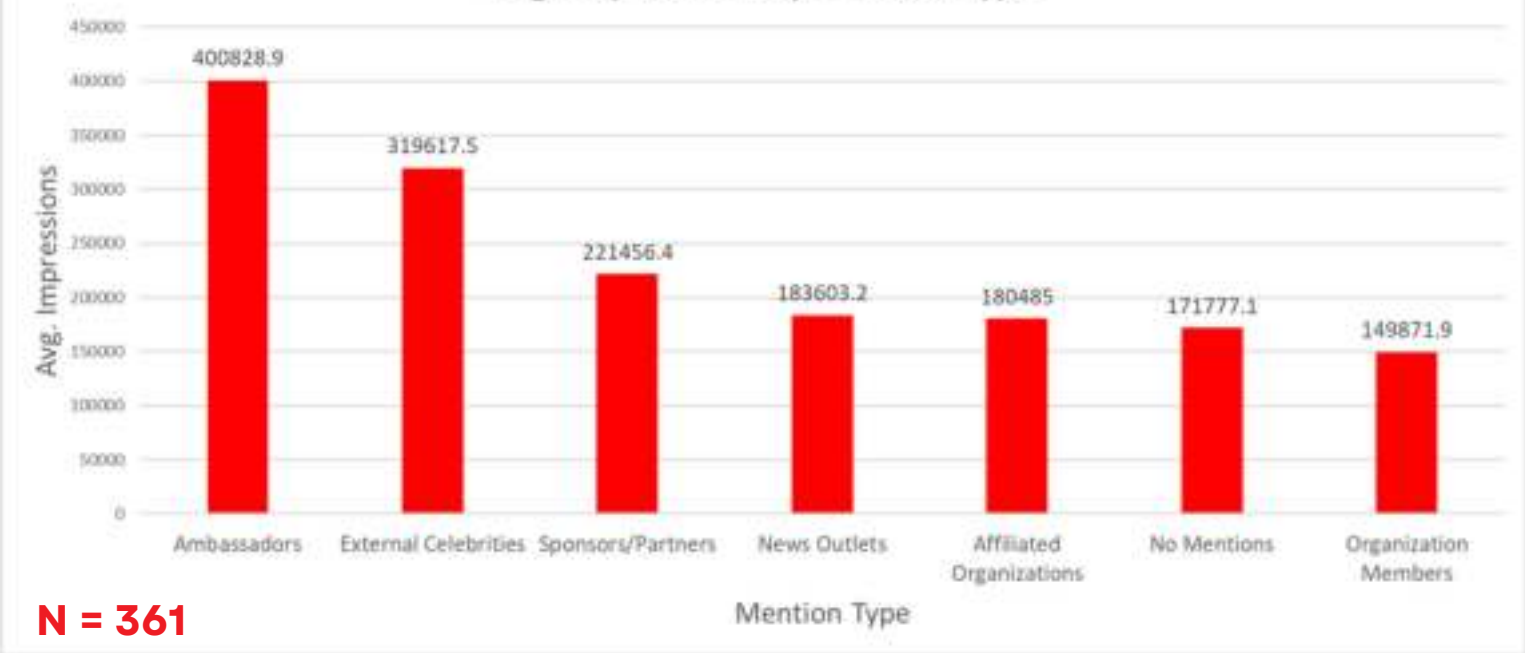


MENTION TYPE

Insight Based on Mentions: Posts utilizing and ambassador mention type garner the most average impressions compared to other mentions by the Special Olympics twitter handle.

Category	Number of Posts
Sponsors/Partners	76
Ambassadors	35
Organization Members	14
Affiliated Organizations	85
News Outlets	19
External Celebrities/Public Figures	21
No Mentions	106

Avg. Impressions by Mention Type

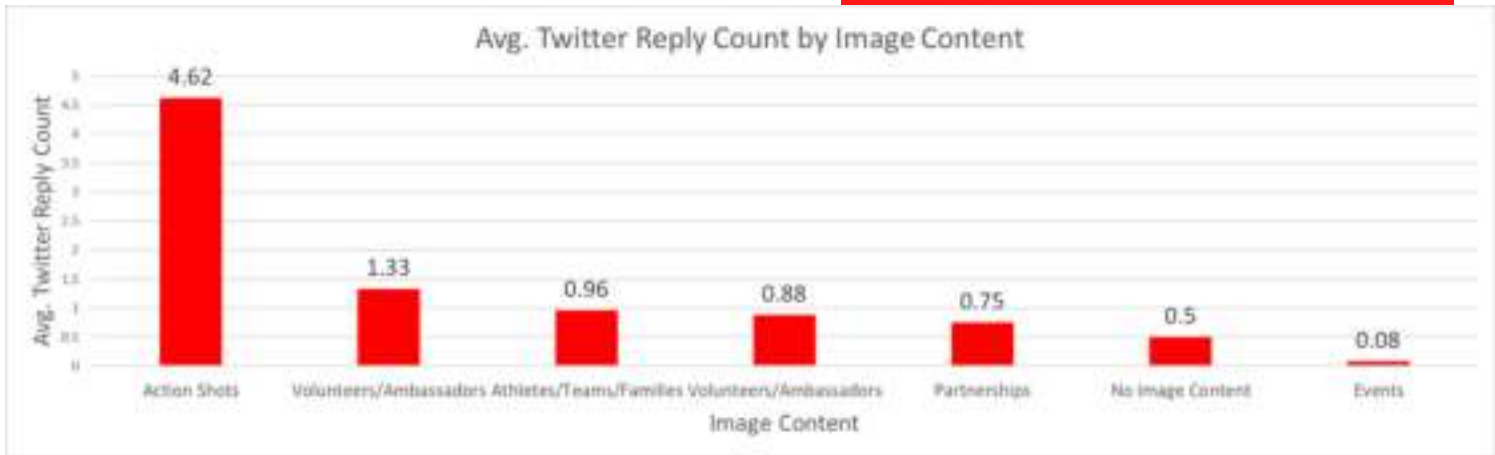
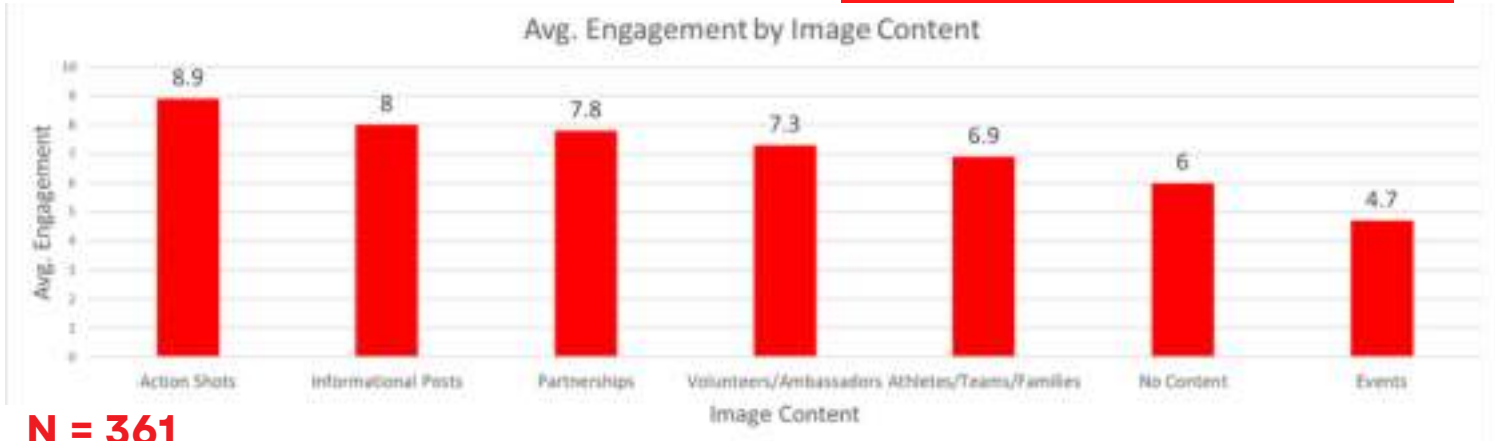


In the analysis of our owned data, it was evident that Twitter posts containing mentions of brand ambassadors and external celebrities/public figures have significantly higher impressions than posts with other mention types, such as sponsors/partners, organization members, affiliated organizations, news outlets, and posts that did not use mentions. Many brand ambassadors for the Special Olympics also happen to be notable public figures and celebrities, but those categories were separated on the delineation of those who are associated or working with Special Olympics and those who are not. Additionally, those two mention type categories combined only made up roughly 15.5% of the total number of posts, while the sponsors/partners mentions made up 21% of the total number of posts, despite receiving significantly less impressions. The Special Olympics should continue to utilize the high performing mention types of ambassadors and external celebrities/public figures, but the organization can also combine lower performing mention types with other higher performing and higher engagement categories in order to increase engagement and impressions in other areas.

IMAGE CONTENT

Insight Based on Images: Posts that feature an action shot on average yield higher levels of engagement measured by reply count compared to others.

Category	Number of Post
Athletes and their teams and families	119
Informational posts	40
Events	12
Volunteers/Ambassadors	85
Action Shots	13
Partnerships	32
No image content	6

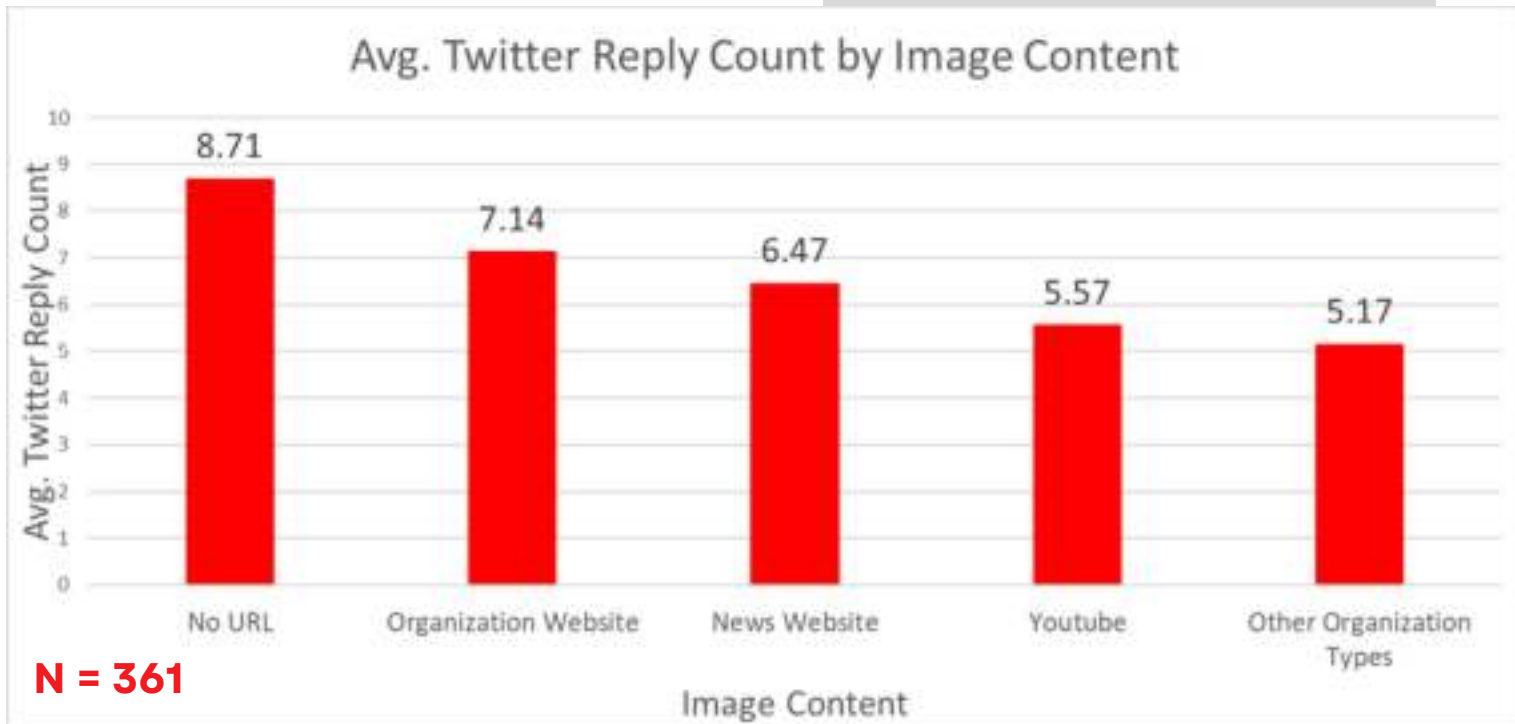


People love action shots; viewers get to see the Special Olympic athletes excel in their passion and thriving in action. When viewing this type of image content, the audience tends to engage more in the post and feel inclined to cheer for or congratulate the athletes. Featuring volunteers and ambassadors received the second highest Twitter reply count but made up a higher percentage of overall Twitter posts. Outside of just their average reply count, their informational posts also yield a high average level of engagement at 8 per post.

URL TYPE

Insight Based on URL: Posts that do not contain a URL in them have the highest average engagement of any other URL type on the Special Olympics page.

Category	Number of Posts
Organization website	148
News websites	15
Other organization pages	29
YouTube	27
No URL	135



In the analysis of our owned data, it was evident that Twitter posts containing no URL had higher levels of average engagement compared to posts with other URL types, such as organization websites, news websites, other organization pages, or YouTube. This category of no URL made up a sizable portion of the overall tweets, making up roughly 37.4%. The organization website URL type was the only other category with more tweets, making up nearly 41% of the overall tweet count by the organization, yet these tweets had less average engagement than tweets with no URLs. Nonetheless, The Special Olympics should continue to utilize the organization website URL type, as this URL target will result in more conversations to its website if the company can increase the engagement on posts that include those URLs.

A grayscale photograph of a young girl with pigtails, holding a soccer ball and shouting with her mouth wide open. The image is used as a background for the text.

EARNED DATA OF

ORGANIZATION & COMPARABLE ORGANIZATIONS

EARNED DATA OVERVIEW

of the Special Olympics Organization

GOALS OF ANALYSIS

As we analyze the dataset, we will examine conversations surrounding the Special Olympics, which demographic is carrying the conversation, the general sentiment among the posts, and general themes of the posts and which curate the most positive, negative, or neutral sentiment. To better understand the questions we seek to answer, we will examine the statistics of each metric through social media activity. As part of the analysis, we also seek to determine how the Special Olympics organization compares from that of similar organizations.

QUESTIONS TO EXPLORE

- Who is the main demographic of the conversation?
- What is the general sentiment among the posts of the Special Olympics?
- Which theme surrounding the Special Olympics portrays the most negative sentiment?
- What conversations are being held in between Special Olympic events?



ABOUT THE DATASETS

EARNED ORGANIZATION

Timeframe: March 1, 2022 - August 31, 2022

Total Volume: 264k mentions

Unique Authors: 150k

EARNED COMPARABLE ORGANIZATIONS (TWITTER ONLY)

Timeframe: March 1, 2022 - August 31, 2022

Total Volume: 332k mentions

- World YMCA: 3k mentions
- Paralympics: 119.4k mentions
- The Olympics: 210.3k mentions

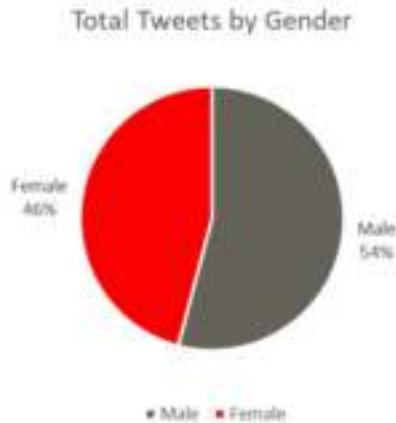
Total Unique Authors: 189k

- World YMCA: 922
- Paralympics: 57k
- The Olympics: 131.1k

EARNED DATA OVERVIEW

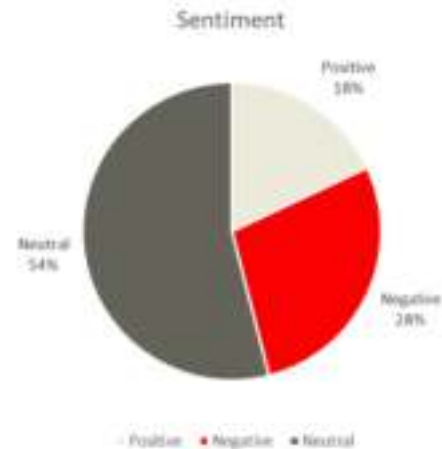
Total Volume: 264k mentions

GENDER BREAKDOWN



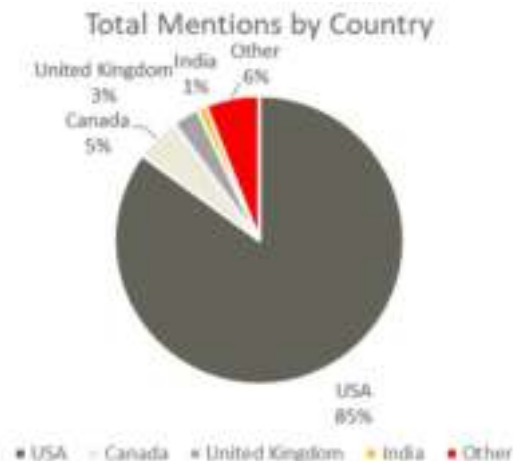
Males dominated the conversation with 54% (N= 37,345) as compared to females with 46% (N= 31,652).

SENTIMENT BREAKDOWN



Most of the conversation had a neutral sentiment with 54%, and then a negative sentiment with 28%, and a positive sentiment with 18% of the conversation.

GEOGRAPHY

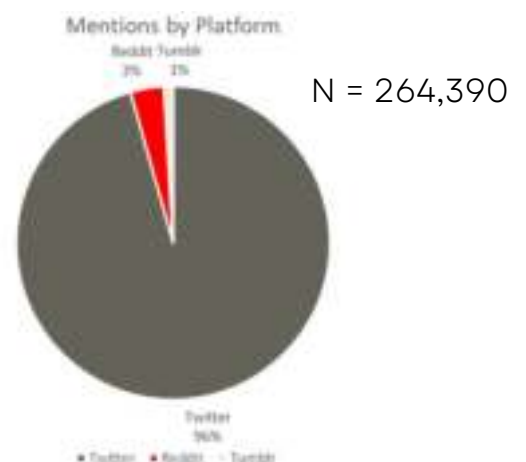


Total Mentions by Country: 141k

- USA - 19k mentions, 85%
- Canada - 7.4k mentions, 5%
- United Kingdom - 3.2k mentions, 3%
- India - 1.6k mentions, 1%
- Other countries - remaining 6%

Based off the data, it is evident that the United States dominates conversation revolving around the Special Olympics.

TOP PLATFORMS



Twitter: 245,554 mentions
Reddit: 8,871 mentions
Tumblr: 2,433 mentions

EARNED DATA INSIGHTS

TWITTER INSIGHTS

Total Mentions: 245,554

Topics:

Florida, threatening the Special Olympics, athletes, Ron DeSantis, disabilities, games, Covid, Special Olympic athletes

Influential Users:

@espn - 42.7M followers, avg. impact of 97.3, 10 mentions, reach of 248,100

- A global sports media outlet; posts and reposts content pertaining to the Special Olympics and its athletes

@GovRonDeSantis - 1.1M followers, avg. impact of 99.0, 4 mentions, reach 2,894,857

- The Governor of Florida; posts about the removal of the vaccine mandate in Florida and acknowledges the participation of unvaccinated Special Olympic athletes

@TankSchottle - 117.9K followers, avg. impact of 64.7, 223 mentions, reach 74,307

- A Special Olympic athlete, posts about accomplishments in Special Olympic events and reaction to the Coca-Cola advertisement

Hashtags:

#specialolympics (N= 9,023), #shineasone (N= 3,181) #choosetoinclude (N= 2,369) #inclusionrevolution (N= 1,551) #florida (N= 1,164)

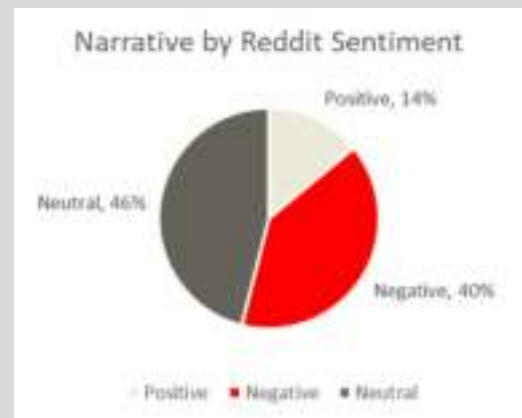
REDDIT INSIGHTS

Total Mentions: 8,869

Topics:

Disabilities, Covid, Vaccination, Trans-Athletes

SENTIMENT BREAKDOWN



Positive Conversations Include:

- 14%, 1,196 mentions

Local Special Olympics, advocate stories for the Special Olympics or people with intellectual disabilities, discussion of volunteering for Special Olympics

Negative Conversations Include:

- 40%, 3,573 mentions

DeSantis, Florida, Covid, vaccination status, using “winning the Special Olympics” as an insult or put down

Neutral Conversations Include:

- 46%, 4,100 mentions

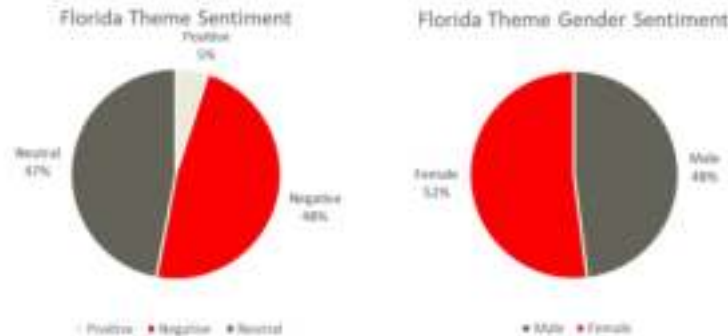
Florida, DeSantis, Paralympics, Trump, more Special Olympics negative comparisons like “the Special Olympics of” something

THEME ANALYSIS

FLORIDA

Percentage of Posts in Dataset: 29.7%

SENTIMENT & GENDER BREAKDOWN



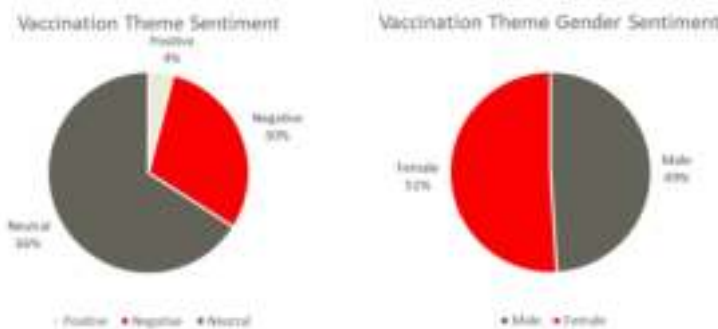
The total number of posts is 77,448, almost evenly split between gender with slightly more females at 52% than males at 48%.

In regards to the Special Olympics social media activity, a theme we analyzed was Florida. The 2022 Special Olympics Unified Cup was hosted in Orlando, Florida. Because of the political state of Florida, this caused a lot of controversy in the overall conversation. The sentiment breakdown is overwhelming negative (N=48%) and neutral (N=47%) with a significantly small percentage of positive conversations (N=5%). The negative sentiment are centered around conversations of Ron DeSantis, the Florida Governor, criticizing the vaccine mandate of Special Olympics, Florida threatening millions in fines due to the Special Olympics vaccine mandate, and general comments about the games in Orlando. The top positive conversations were Ron DeSantis congratulating the athletes on their accomplishments and other public figures showing their appreciation of dropping the vaccination mandate. Due to this, many athletes were able to requalify and compete with their team in the games.

VACCINATION

Percentage of Posts in Dataset: 19.3%

SENTIMENT & GENDER BREAKDOWN



The total number of posts in the dataset is 51,093 with the gender almost evenly split with females at 51% than males at 49%.

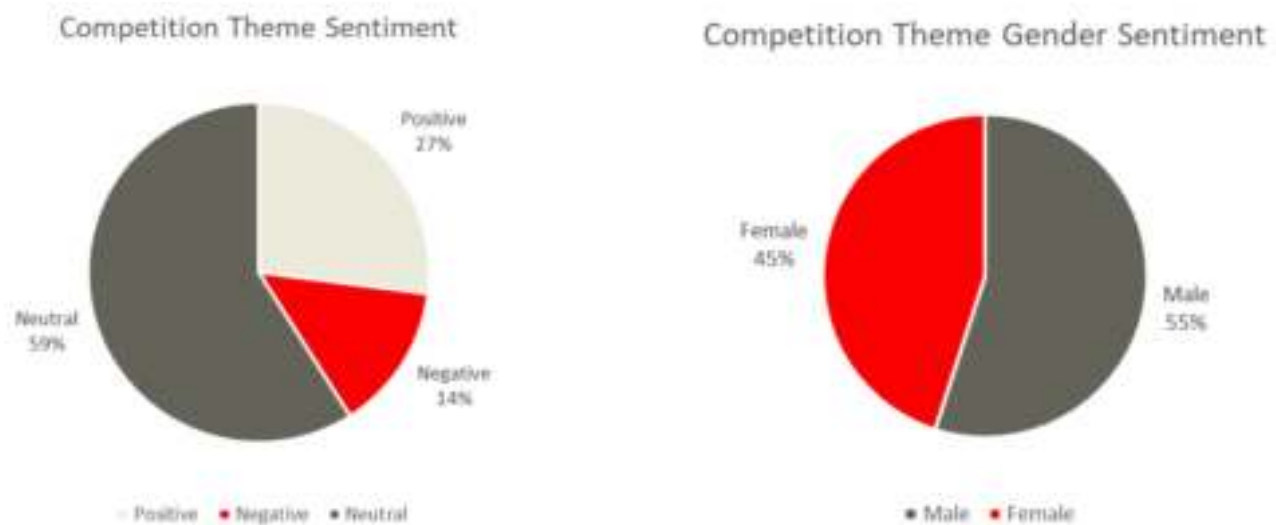
Another theme we analyzed were vaccinations, which was a top topic in conversation surrounding the Special Olympics social media activity. In this theme, the majority of the sentiment makes up a neutral sentiment (N=66%) and the remaining sentiment of 34% is negative (N=30%) and positive (N=4%). Neutral and negative sentiments are dominating the social media conversation because the Special Olympics announced that they had lifted their vaccine mandate after Florida's Department of Health and Ron DeSantis threatened to impose a \$27.5 million fine for having it in place. Much of the conversation was criticizing the Florida Governor as people believed that individuals with intellectual disabilities may be at a higher risk for severe illness from COVID-19. However, the positive sentiments discussed how Governor DeSantis wanted all athletes to have the opportunity to participate in the events for the sake of inclusion, in which the Special Olympics prides themselves on.

THEME ANALYSIS

COMPETITION

Percentage of Posts in Dataset: 8.2%

SENTIMENT & GENDER BREAKDOWN



The total number of posts in the data set is 18,209 where the gender breakdown has slightly more males than females, with the authors for this theme being 55% male and 45% female.

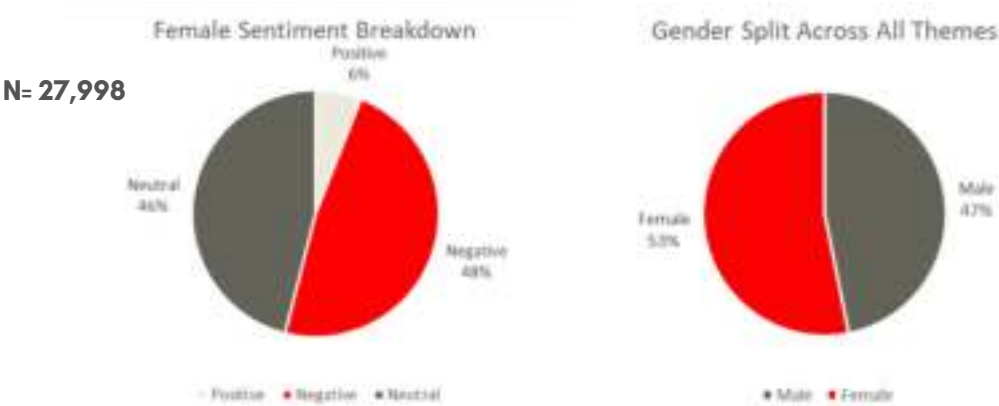
Another theme we analyzed was that of competition. This theme is significant because it helps us to narrow down the conversation surrounding the Special Olympics to focus on the competitive events and activities of athletes with intellectual disabilities. In this particular theme, the majority of the sentiment makes up a neutral sentiment (N=59%) and the remaining sentiment of 41% is negative (N=14%) and positive (N=27%). Neutral and positive sentiments are the focus of much of this social media activity since it focuses on the special needs athletes competing in their sport events and other information regarding Special Olympic competition. Some of the neutral conversation discussed one particular Special Olympic athlete, Isabella, who was spotlighted as able to compete in the event in Florida due to the lifting of the vaccination requirements. As for the negative sentiment, most of this conversation focused on the negative opinions surrounding Florida's governor "bullying" the Special Olympics into dropping their vaccination requirement for the Orlando games.

IMPORTANT HASHTAGS

- #UnbeatableTogether
 - 228 mentions
- #TogetherUnstoppable
 - 287 mentions
- #WBZ
 - 139 mentions

GENDER-BASED DIFFERENCES AMONG THEMES

GENDER SENTIMENT BREAKDOWN

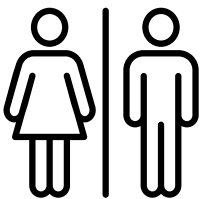


GENDER COMPARISON

Across all of our themes on Twitter, 47% of the authors were men while 53% were women.

FEMALE CONVERSATIONS


Across all of our themes, there were 27,998 individual female authors on Twitter. Among these female authors, 46% of their posts were neutral, 48% negative, and 6% positive. As for the topics of conversation, the sentiment was so strongly negative due to the conversation focusing on backlash against the governor of Florida's threats to the Special Olympic event in Florida. The top unique items for women across our themes included three hashtags, which all focused on Democratic social media activity, especially regarding Florida politics.



MALE CONVERSATIONS

Across all of our themes, there were 24,643 individual male authors on Twitter. Among these male authors, 51% of their posts were neutral, 41% negative, and 8% positive. As for the topics of conversation, the sentiment was slightly more positive and neutral due to the conversation being focused more specifically on the facts of the event in Florida and the positive stories of athletes who were able to compete due to the dropped vaccine requirement, rather than a stronger focus on the backlash. The top unique items for men across our themes included three hashtags, which mainly focused on news and COVID-19 vaccination policies.

Organizations: Paralympics, Olympics, and World YMCA

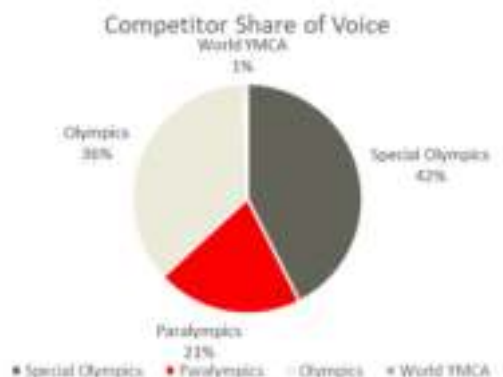


EARNED DATA OF THE **COMPARABLE ORGANIZATIONS**

COMPARATIVE OVERVIEW

SHARE OF VOICE

Total Volume: 577.6K mentions



Special Olympics - 245,554

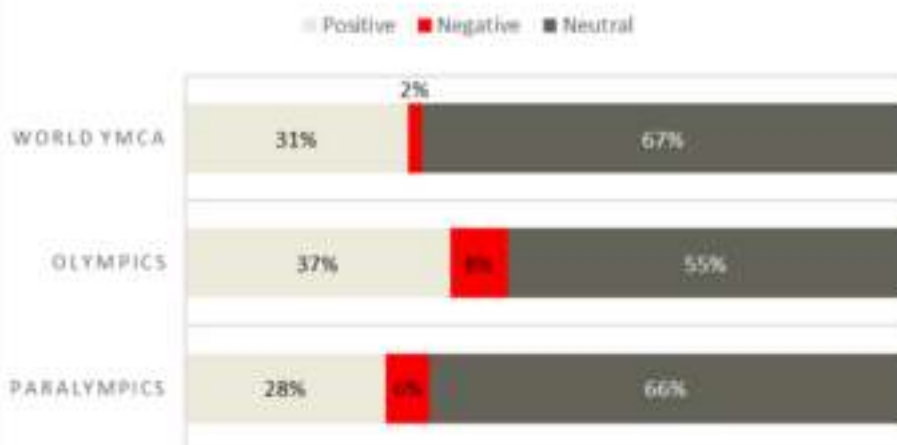
Olympics - 209,910

Paralympics - 119,179

World YMCA - 2,975

The Special Olympics has the highest share of voice at 42%. Surprisingly, the Olympics follows with a SOV of 36%. Paralympics has a volume of 21%, and the remaining mentions are from World YMCA at 1%.

COMPARATIVE SENTIMENT ANALYSIS



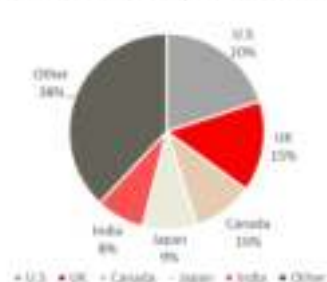
After analyzing the comparative sentiment analysis, we can conclude that much of the conversation surrounding the comparative organizations of the Special Olympics is a neutral sentiment.

Paralympics - 60k mentions

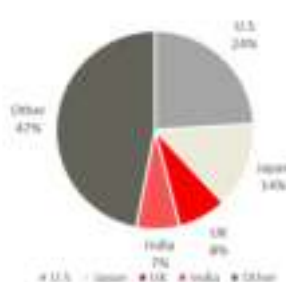
Olympics - 88k mentions

World YMCA - 2,220 mentions

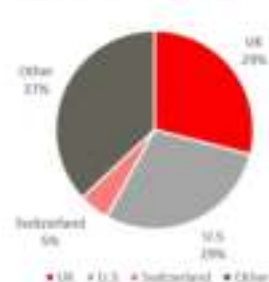
Paralympics Geographic Twitter Mentions



Olympics Geographic Twitter Mentions



World YMCA Geographic Twitter Mentions



COMPARISONS OF GEOGRAPHY

- Since the Special Olympics and each of its comparable organizations are global in nature, we felt that it is important to examine each of these comparable organizations' geographic Twitter mention from around the world.
- We found that the Paralympics and Olympics had a somewhat similar breakdown in terms of their geographic Twitter mentions. Both organizations had the U.S. as their highest percentage of mentions, and both of them also had Japan and the U.K. in their top four countries with the most mentions. Additionally, both organizations had a large volume of mentions that were made up of small amounts from many different countries in the world.
- The World YMCA had a slightly different geographic breakdown, as well as having significantly less mentions overall. The World YMCA had the majority of their geographic Twitter mentions come from a split between the U.S. and the U.K., with the rest coming from Switzerland and all other countries.



SPECIAL OLYMPICS ORGANIZATION TOPIC CONVERSATION

TOPIC CONVERSATION OVERVIEW

of the Special Olympics Organization

GOALS OF DATA ANALYSIS

As we analyze the dataset, we will examine conversations surrounding intellectual disabilities, which demographic is carrying the conversation, the general sentiment among the various posts, and general themes of the posts, and which curate the most positive, negative, or neutral sentiment. To go into greater detail in answering our questions, we will examine the classification of the conversation into themes by using mini-Boolean queries and machine-learning content analysis. By analyzing the topic conversation of intellectual disabilities, we hope to help the Special Olympics organization expand its social media audiences.



QUESTIONS TO EXPLORE

- Who is the main demographic of the conversation around intellectual disabilities?
- What is the general sentiment among the posts?
- Which emerging theme portrays the most positive, negative, or neutral sentiment?

ABOUT THE DATASET

Topic: Intellectual Disabilities

Topic Conversation Data:

Timeframe: March 1, 2022 - August 31, 2022

Total Volume: 73.74k mentions

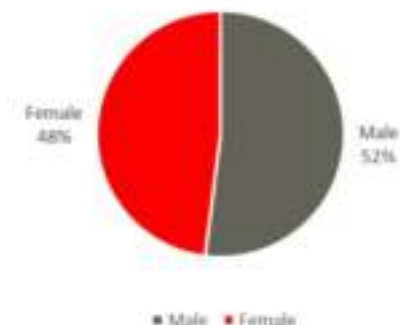
Unique Authors: 49.72k

TOPIC CONVERSATION DATA OVERVIEW

Total Volume: 73.74k mentions

GENDER BREAKDOWN

Gender Split of Conversation Across All Platforms



Males dominated the conversation across all platforms with 52% (N= 7,930) as compared to females with 48% (N= 7,320).

GEOGRAPHY

Volume by Country



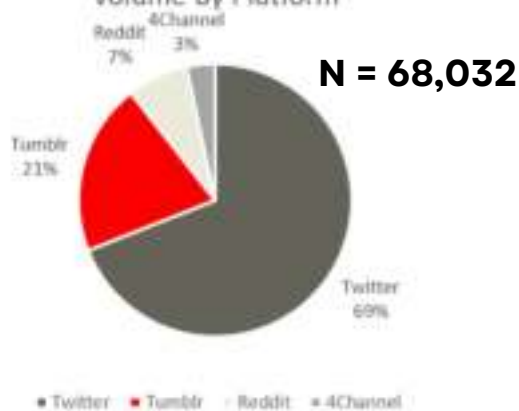
Based off the data, it is evident that the United States dominates conversation revolving around the conversation topic of intellectual disabilities.

Total Mentions by Country: 51k

- U.S. - 27.2k mentions, 53%
- United Kingdom - 9.9k mentions, 19%
- Canada - 3.3k mentions, 6%
- Other countries - 11.2k mentions, 22%

TOP PLATFORMS

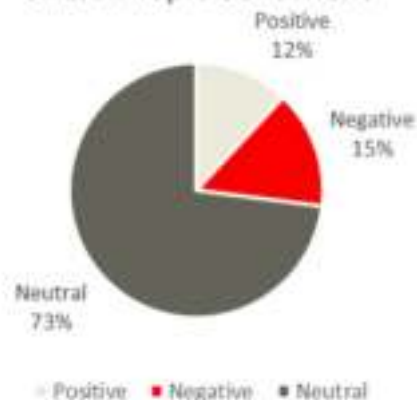
Volume by Platform



- Twitter: 46, 946 mentions
- Tumblr: 13, 894 mentions
- Reddit: 4, 903 mentions
- 4Channel: 2, 289 mentions

SENTIMENT BREAKDOWN

Overall Topic Sentiment

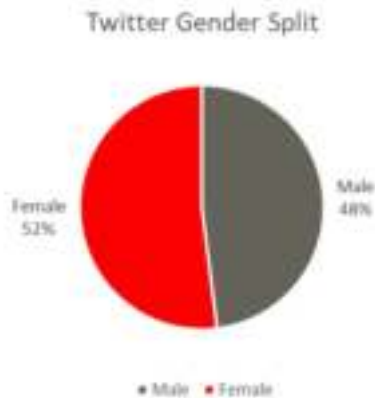


Much of the conversation had a neutral sentiment with 73%, and then a negative sentiment with 15%, and a positive sentiment with 12% of the conversation.

TOPIC CONVERSATION TWITTER INSIGHTS

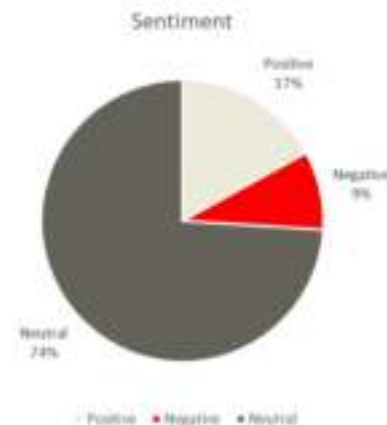
Total Volume: 46.56k mentions

GENDER BREAKDOWN



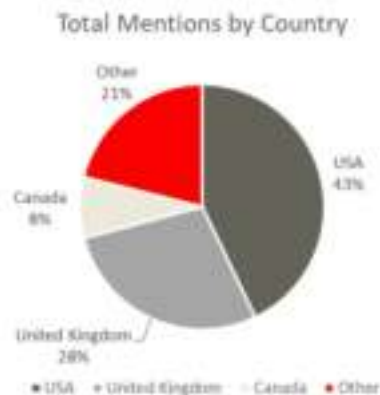
Females dominated the conversation on Twitter with 52% (N= 7,727) as compared to males with a close 48% (N= 7,012).

SENTIMENT BREAKDOWN



Much of the conversation had a neutral sentiment of 74%, and then a positive sentiment with 17%, and a negative sentiment of 9% in the Twitter conversation.

GEOGRAPHY



Based off the data, it is evident that the United States dominates conversation revolving around the conversation topic of intellectual disabilities on Twitter's platform.

Total Mentions by Country: 31k

- USA - 13.3k mentions, 43%
- UK - 8,694 mentions, 28%
- Canada - 2,490 mentions, 8%
- Other - 6,533 mentions, 21%

NARRATIVE BY SENTIMENT

Positive Conversations Include: including and accepting, advocating for full inclusion of Special Olympic athletes, raise awareness, fighting for inclusion

Negative Conversations Include: vaccine mandate, denial of participation, people with intellectual disabilities, fear in day to day activities

Neutral Conversations Include: raise awareness, education, people with disabilities, join in promoting equality, inspiration, full inclusion

TOPIC CONVERSATION TWITTER INSIGHTS

Total Volume: 46.56k mentions



SPIKE A

Date of Spike: March 21st

- Mention Volume: 6,591 on Twitter

Spike A is in relation to conversations surrounding the inclusion and well-being of Special Olympic athletes. It is no surprise that there was a spike on this day as it was World Down Syndrome Day. Many of the conversations on Twitter were celebrating and raising awareness of the uniqueness of these individuals. The conversation sentiment was overwhelmingly positive.

SPIKE B

Date of Spike: May 30th

- Mention Volume: 3,313 on Twitter

Spike B conversations were surrounding posts about the story of a Special Olympic athlete from Kansas who suffered from seizure after his first dose of the coronavirus vaccine. Florida Governor, Ron DeSantis told this story as he did not agree with the vaccine mandate of the Special Olympics organization.

TOPIC CONVERSATION INSIGHTS

TWITTER INSIGHTS

Total Volume: 46.56k mentions

Top Author:

@TankSchottle - 115k followers , 3 mentions, avg. impact of 78.9, avg. reach of 164,668

- An active Special Olympic athlete and an ambassador

Top Hashtags:

- #inclusion (N= 12,592 mentions),
#autism (N = 7,776 mentions),
#neurodiversity (N = 5,193 mentions)

Top URLs:

Amazon Classroom Wish List - 1,421 mentions

- A classroom wish list for a special needs teacher

Teacher Donation Link - 514 mentions

- Donations for meeting sensory needs of neurodivergent students

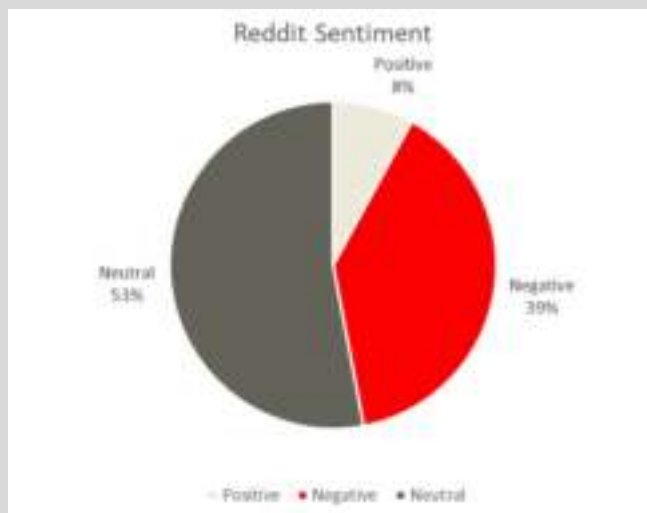
USA TODAY News Story

- An inspiring news story about an autistic child

REDDIT INSIGHTS

Total Volume: 4,899 mentions

SENTIMENT BREAKDOWN



The conversation had an overwhelmingly neutral sentiment of 53%, and then a negative sentiment of 39%, and a small portion of a positive sentiment with 8%.

NARRATIVE BY SENTIMENT

Positive Conversations Include:

Special Olympics, play as a team, good sportsmanship, Autism

Negative Conversations Include:

Autism spectrum, social skills, disappointment to society, people with intellectual disabilities

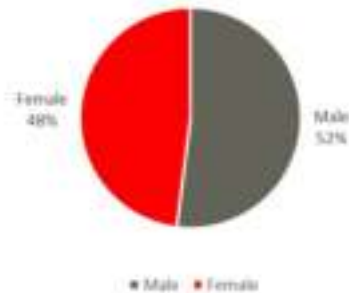
Neutral Conversations Include:

individuals diagnosed with intellectual disabilities, ability, awareness, leadership, understanding people with autism, mental health

TOPIC CONVERSATION

GENDER-BASED DIFFERENCES

Gender Split of Conversation Across All Platforms

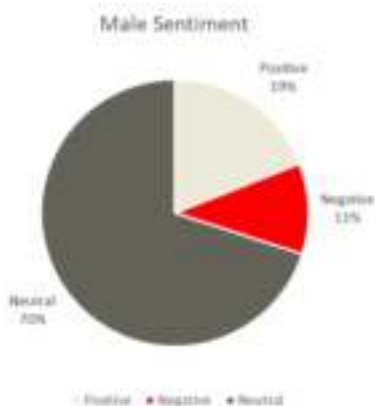


Males were most active in the conversation on all platforms with 52% (N= 7,930) as compared to females with a close 48% (N= 7,320).

In the theme of intellectual disabilities, much of the conversation revolved around sports, Autism inclusion, World Down Syndrome Day, Neurodiversity, and acceptance.

SENTIMENT BREAKDOWN

MALES BY SENTIMENT



Male Positive Conversations Include: World Down Syndrome Day, individual inclusion, raising awareness

Male Negative Conversations Include:

vaccine mandate, powerless, providing support, fit for purpose, adults with intellectual disabilities

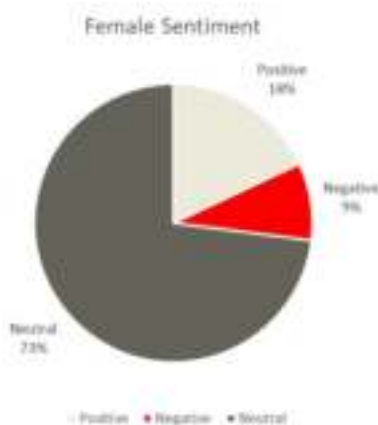
Male Neutral Conversations Include:

fine motor skills, people with autism, inclusion for everyone, raise awareness, celebrate neurodiversity

Top Hashtags:

- #worlddownsyndromeday - 570 mentions
- #downsyndrome - 586 mentions
- #autismawareness - 464 mentions

FEMALES BY SENTIMENT



Female Positive Conversations Include: inclusion, celebrate autism, people with intellectual disabilities

Female Negative Conversations Include:

vaccine mandate, intellectual disabilities, Special Olympics, COVID 19

Female Neutral Conversations Include:

autism spectrum, importance of inclusion, people with Down syndrome, people with intellectual disabilities

Top Hashtags:

- #clearthelist - 1354 mentions
- #neurodivergent - 935 mentions
- #sensory - 759 mentions

THEME ANALYSIS

AUTISM

Total Volume: 57.73k mentions

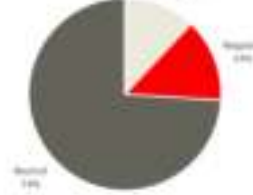
SENTIMENT & GENDER BREAKDOWN

Autism Theme Gender Split



Female Male

Autism Theme Sentiment



Positive Negative Neutral

NARRATIVE BY SENTIMENT

Positive Conversations Include:

Conversations around congratulating Special Olympic athletes for their accomplishments, advocating for "Autism Speaks," and the discussion of inclusive topics such as equal opportunity in Special Education.

Negative Conversations Include:

Conversations around mental illness among people with and without intellectual disabilities, low empathy levels towards the ASD community, and how the word "autism" should and shouldn't be used.

Neutral Conversations Include:

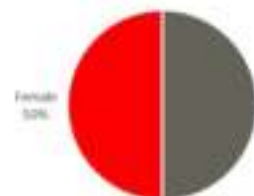
Conversations around diversity, acceptance, and inclusion around autism, the college experience for someone with autism, and the World Autism foundation.

DOWN SYNDROME

Total Volume: 9,891 mentions

SENTIMENT & GENDER BREAKDOWN

Down Syndrome Theme Gender Split



Female Male

Down Syndrome Theme Sentiment



Positive Negative Neutral

NARRATIVE BY SENTIMENT

Positive Conversations Include:

Conversations around fighting for inclusion, raising awareness and advocating for people with Down syndrome, and World Down syndrome Day.

Negative Conversations Include:

Conversations about discussion of the vaccine mandate for Special Olympic athletes and an athlete's negative reaction to the COVID vaccine.

Neutral Conversations Include:

Conversations of the well being of all people with and without Down syndrome, learning and advocating for Down syndrome, and what it is like living with Down syndrome.

A grayscale photograph of a young boy with a joyful expression, sitting in a wheelchair. He is wearing a medal around his neck that reads '50th Anniversary' and 'Special Olympics'. He is holding a small trophy or medal in his hands. The background is a simple, light-colored wall.

SPECIAL OLYMPICS ORGANIZATION NETWORK ANALYSIS DATA

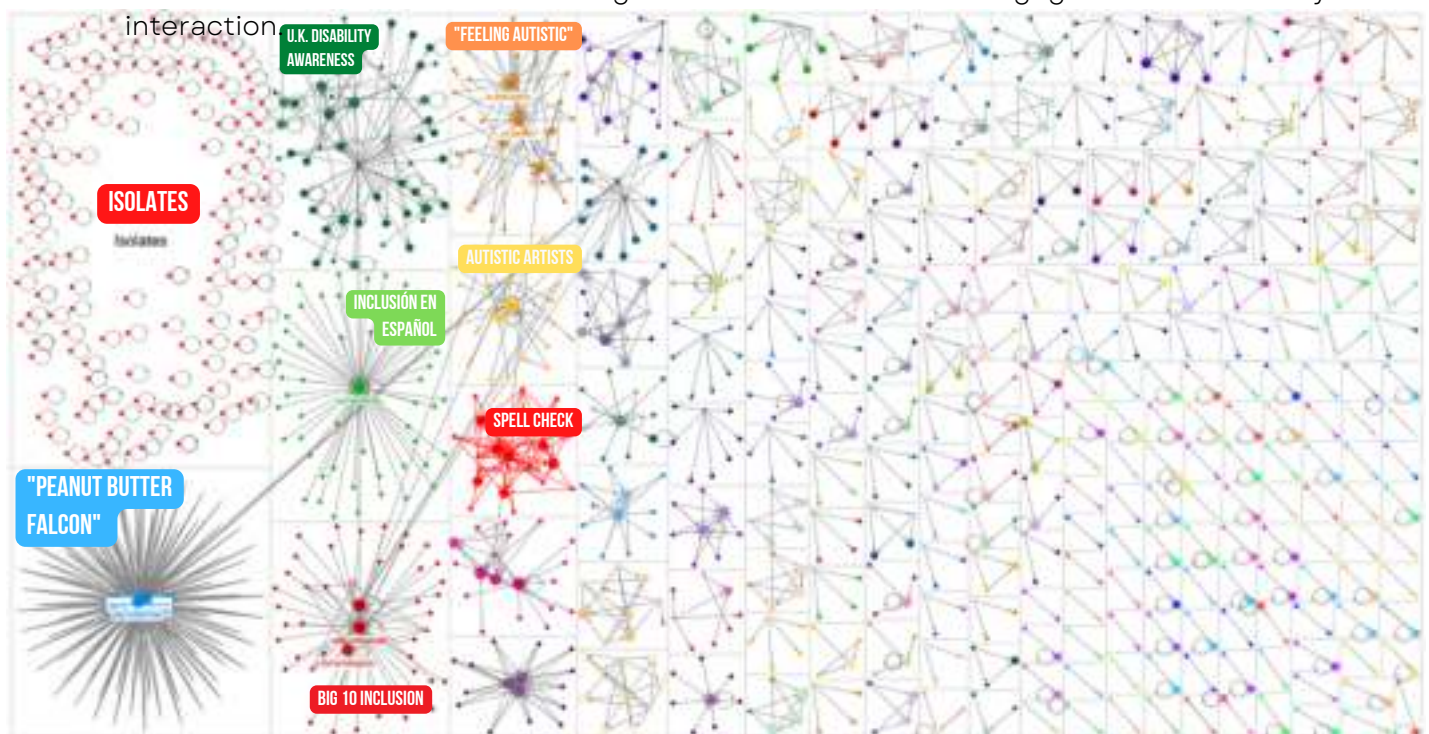
NETWORK ANALYSIS

Data Description:

Using NodeXL, we collected topic data about the intersection between neurodiversity inclusion and sports. From this data, we were able to map out conversations from certain Twitter users and conversation clusters within this one topic. We were also able to extract key metrics from each cluster and from the data set as a whole to derive insights from the network conversations.

Key Metrics:

- Top In-Degree user:
 - @tpbfalcon
 - With an in-degree of 85, this metric measures how much a user receives replies from others
- Top Out-Degree user:
 - @andrewmorrisuk
 - With an out-degree of 38, this metric represents how much a user who with others and sends out replies
- Density
 - 0.000936164
 - Density is a measure of how closely connected a network is through users mentioning or replying to each other. In this network, the density is almost zero, meaning that the network has very low connectivity and users do not mention or reply to each other very frequently.
- Reciprocated vertex pair ratio
 - 0.02243
 - This metric represents the proportion of vertices that have a connection returned to them. This low value indicates that the vertices in this network do not engage in much two-way interaction.
- Reciprocated edge ratio
 - 0.04388
 - This metric represents the percentage of edges that have a connection returned to them. This low value indicates that the edges in this network do not engage in much two-way interaction



NETWORK ANALYSIS

Analysis by Cluster:

Peanut Butter Falcon

- Key Users
 - @tpbfalcon
- Top Items
 - Words
 - amp
 - inclusion
 - set
 - Hashtags
 - #thepeanutbutterfalcon
 - #downsyndrome
- Density
 - 0.045
- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.000
 - Reciprocated Edge Ratio
 - 0.000

U.K. Disability Awareness

- Key Users
 - @funfmjj
- Top Items
 - Words
 - autism
 - inclusion
 - URLs
 - <https://twitter.com/diiversehub/status/1591881939367116800>
 - U.K. Disability month announcement tweet
 - Hashtags
 - #autism
 - #inclusion
- Density
 - 0.026
- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.012
 - Reciprocated Edge Ratio
 - 0.024

Inclusión en Español

- Key Users
 - @tumaestralu
- Top Items
 - Words
 - inclusión
 - aprenderás
 - Hashtags
 - #autismo
 - #diversityandinclusion
 - Density
 - 0.018
 - Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.000
 - Reciprocated Edge Ratio
 - 0.000

Inclusión en Español

- Key Users
 - @tumaestralu
- Top Items
 - Words
 - inclusión
 - aprenderás
 - Hashtags
 - #autismo
 - #diversityandinclusion
 - Density
 - 0.018
 - Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.000
 - Reciprocated Edge Ratio
 - 0.000

Big 10 Inclusion

- Key Users
 - @wilsondgerath
- Top Items
 - Words
 - autism
 - inclusion
 - URLs
 - <https://www.autismspeaks.org/profile/meet-armani-w>
 - News article about racer using platform to raise awareness for autism community
 - Hashtags
 - #b1g
 - #iuwbb
- Density
 - 0.024
- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.000
 - Reciprocated Edge Ratio
 - 0.000

"Feeling Autistic"

- Key Users
 - @jo3grace
- Top Items
 - Words
 - joanna
 - inclusion
 - URLs
 - https://www.youtube.com/watch?v=F_8xkOQJhFQ
 - YouTube video about what it feels like to be autistic
 - Hashtags
 - #riseedumag
 - #neurodiversity
- Density
 - 0.052

- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.033
 - Reciprocated Edge Ratio
 - 0.065

Autistic Artists

- Key Users
 - @mick_76783
- Top Items
 - Words
 - autistic
 - people
 - URLs
 - <https://www.charitycardshop.com/nas>
 - Site to purchase artistic cards made by autistic artists
 - Hashtags
 - #inclusion
 - #myvoiceholdspower
- Density
 - 0.045
- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.000
 - Reciprocated Edge Ratio
 - 0.000

Spell Check

- Key Users
 - @donda_inclusion
- Top Items
 - Words
 - amp
 - disability
 - URLs
 - https://www.change.org/p/neurodivergent-is-not-a-typo-we-demand-that-meta-apple-google-microsoft-other-tech-companies-add-neurodiversity-neurodivergent-neurodiverse-to-all-default-dictionaries-of-all-apps-browsers-so-they-can-finally-stop-being-underlined-in-red?utm_source=share_petition&utm_medium=custom_url&recruited_by_id=7ee42e60-5f36-0130-d498-3c764e048845
 - petition to add neurodiverse and neurodiversity to autocorrect spell-checks
 - Hashtags
 - #adhdtwitter
 - #neurodiversity
- Density
 - 0.143
- Reciprocity
 - Reciprocated Vertex Pair Ratio
 - 0.053
 - Reciprocated Edge Ratio
 - 0.100

Narrative by Cluster:

- Peanut Butter Falcon
 - The conversation in this cluster is entirely centered around the film "Peanut Butter Falcon," which features a main character who has Down syndrome. Most of the activity in this cluster is a result of retweets of the film's official account.
- U.K. Disability Awareness
 - The conversation in this cluster revolves around U.K. disability month, and especially the retweets of an announcement post about this month starting.
- Inclusión en Español
 - This cluster's conversation discussed diversity and inclusion within the neurodivergent community. This conversation was conducted almost entirely in Spanish.

- Big 10 Inclusion
 - This cluster's conversation specifically discussed sports and inclusion, especially that of efforts being made in the BIG 10 NCAA conference and a racer using his platform to advocate and raise awareness for the autistic community.
- "Feeling Autistic"
 - The conversation in this cluster centered around a YouTube video that described the experience of being autistic, as described by Joanna Grace.
- Autistic Artists
 - This cluster's conversation revolved around the release of new cards on a website. These cards feature artwork created by autistic artists, with the funds going to charity.
- Spell Check
 - The conversation in this cluster discussed a petition that advocates for adding the words "neurodiverse" and "neurodiversity" to autocorrect spell check systems.

APPENDIX

COMPARABLE ORGANIZATION QUERY

@SpecialOlympics OR @specialolympics OR "Special Olympics" OR #SpecialOlympics OR #specialolympics OR (#InclusionRevolution AND Olympics) OR (#ChooseToInclude AND Olympics) OR (#UnifiedSports AND Olympics)

@Paralympics OR "Paralympic Games" OR #Paralympics OR @Olympics OR "The Olympic Games" OR #OlympicQualifiers OR @WorldYMCA OR "World YMCA" OR "World ymca" OR #worldymca

("intellectual disability" AND (athlete OR Olympics OR inclusion OR competition)) OR ("Special Needs" AND (athlete OR Olympics OR inclusion OR competition)) OR ("intellectual disabilities" AND (athlete OR Olympics OR inclusion OR competition))

THEME: FLORIDA

Florida OR #florida OR "Ron DeSantis"

THEME: VACCINATION

Vaccine OR #vaccine or "vaccination requirement" OR COVID OR #covid

THEME: COMPETITION

competition OR compete OR "inclusive competition" OR competes OR #competition OR "unified competition" OR win OR winning OR #unbeatable OR #unbeatabletogether

INTELLECTUAL DISABILITIES BOOLEAN QUERY

("intellectual disability" OR "intellectual disabilities" OR "mental disability" OR "mental disabilities" OR #intellectualdisability OR #mentaldisability OR (#disabilitytwitter AND (intellectual OR mental)) OR @_aidd OR @idtraineesuk OR @InclusionEurope OR neurodiversity OR #neurodiversity OR autism OR #autism OR #downsyndrome OR "down syndrome") AND (athlete OR athletes OR Olympics OR inclusion OR competition OR compete OR Olympian OR Olympians OR contestant OR contender OR sport OR sports)

CUSTOM CLASSIFIERS

Autism
Down Syndrome
Cerebral Palsy