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Final Report

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The Nature Conservancy

Table of Contents

3 Executive Summary

4 Data Overview

5 Recommendations

11 Owned Data

14 Earned Data

22 Earned Topic Data

27 Competition Data

Executive Summary

The Nature Conservancy is a global nonprofit organization founded for the purpose of conserving the environment- lands, waters, and life. The organization was founded in 1951 and has been advocating for environmental legislation, volunteering in communities of need, and creating conservation projects ever since.

In this report, we analyzed The Nature Conservancy's social media posts, social media activity, and comparable organizations social media data, on various social media platforms. This analysis is to provide an array of recommendations in order to increase awareness, drive engagement higher, and to gain more following for the organization.

To conduct this analysis, we collected data from Brandwatch and used the analytics platform NodeXL.

We also focused in on the topic of restoring and protecting Mangrove Forests seen across their content. Within this conversation there are specific subcategories that we discuss to help understand the bigger picture.

A limitation of this analysis is that the data collected produced limited information from Instagram and Facebook specifically.

Data collected from:



Our listening timeframe was from April 1- September 30 2022.

Metrics like geographic location, sentiment, and theme, spike, and gender analysis, combined with comparing TNC with similar organizations, give us insights into how TNC can expand their reach and gain more traction.

Main Business Problems

- Low engagement
- Low follower count
- Low brand awareness
- Lack of follower maintenance/loyalty
- Lack of positive sentiment
- Lack of connection with mission statement/purpose

Data Overview

OWNED DATA

TIMEFRAME

April 1 - August 31, 2022

VOLUME

327 tweets collected

PLATFORMS

Twitter

EARNED DATA

TIMEFRAME

April 1 -
September 30, 2022

VOLUME

140,743 posts
collected

PLATFORMS

Twitter*

Blogs
Tumblr

Reddit
Forums
YouTube
Instagram

COMPETITORS

Sierra Club Foundation
World Wildlife Fund
Wildlife Conservation Society

THEMES

Climate / Biodiversity / Earth Day /
Conservation / Wildlife / Ecosystems

TOPIC DATA

TIMEFRAME

April 1 -
September 30, 2022

VOLUME

57,115 posts
collected

PLATFORMS

Twitter*

Blogs
Tumblr

Reddit
Forums
YouTube
Instagram

COMPETITORS

Sierra Club Foundation
World Wildlife Fund
Wildlife Conservation Society

THEMES

Climate / Biodiversity / Earth Day /
Conservation / Wildlife / Ecosystems

Recommendations

Increase engagement in call to action posts including signing petitions or donating

Only around 15% of The Nature Conservancy's tweets contain hashtags related to spreading awareness and generating activism, though these received the highest average engagement. Considering creating change and encouraging others to be apart of that change is essential to The Nature Conservancy's mission, it's important to increase engagement in these areas.



Include more call to action hashtags and include other high engagement elements, like pictures, in those posts

Create more effective slogans & hashtags to develop long term following and campaigns

The Nature Conservancy's posts containing slogan hashtags received the lowest number of engagement with an average of 20.39. However, slogan hashtags are a great way to create association with brand values with the brand itself. Creating and using more effective slogan hashtags will help spread awareness and increase brand image.



Change and improve slogan hashtags, use them in lighthearted posts and encourage followers to use the hashtags

Add pictures to informational & did-you-know posts to increase engagement

Engagement for informational and did you know posts have an average of 19.33, which is the second lowest engagement for post themes. Posts with no images had low engagement, so by adding any image, especially scenic images, would also enhance these posts and make them more dynamic. The added element of a photo with each tweet can make informational and did-you-know posts more appealing.



The Nature Conservancy is constantly sharing photos from their annual photo contest to promote photographers' submissions and encourage others to join. They could cater their informational posts and fun facts to be related to the content that they receive in the contest as a way of promoting both.

Recommendations

Create Earth Day Campaign

As seen from the spike analysis, Earth Day is a major holiday for The Nature Conservancy in terms of activity. April 22 specifically (with 1,258 posts), and the days leading up to it, hold the largest amount of conversation throughout our entire listening timeframe. This spike is due to The Nature Conservancy promoting the holiday and celebrating various aspects about the environment and Earth. This presents a major opportunity for them to create a campaign leading up to Earth Day to engage with their audience and generate exposure. Some campaign ideas include contests, giveaways, or challenges. The campaign should be paired with a hashtag and rules that followers can participate in, which will encourage them to join and share with others. This will not only make the campaign easier to access for participants, but it is also a reliable way to track conversation about the campaign.



Join the #MyEarthYourEarthOurEarth contest! Gather your friends and family and spend a day in nature. Post and tag us in a picture using the hashtag #MyEarthYourEarthOurEarth, and we will pick a winner at the end of the day! The winner will receive a \$10,000 donation to a local conservation project of their choice.

Track Negative Content

Within the negative sentiment posts, we came across some harsh accusals and backlash that The Nature Conservancy is receiving regarding false promotions or illegitimate advocacy. It is important to be transparent with the audience and make amends with people that hold negative views of the organization. The Nature Conservancy should assess these concerns by tracking negative conversations, research appropriate response methods, and develop a communication plan to address these concerns to maintain a positive reputation. People will appreciate the effort and honesty (once comments are addressed or rectified), which will increase trust and faith in the organization.



Put an end to negative behavior causing these negative posts, hold The Nature Conservancy members accountable, follow and manage negative comments, reach out to these commentators and discuss how to rectify issues

Spread Awareness of Global Brands

The Nature Conservancy is a global organization with multiple sub orgs for different countries. We focused our analysis on the United States organization. Since 13% of geo-tagged tweets are from users in Europe, and 10% from users in Asia, more exposure of the other brand accounts will increase overall recognition and support for the overarching organization.



Tag and mention country specific organizations in posts, working together on conservation efforts, and partnering with other environmental companies like the Sierra Club Foundation, the World Wildlife Fund, the Wildlife Conservation Society, or country local environmental agencies and organizations.

Recommendations

CREATE MANGROVE DAY CAMPAIGN

#WorldMangroveDay is their top hashtag in this conversation so a lot of interaction happens on July 25. This year, tweets including the hashtag had 3,532 posts. The Nature Conservancy introducing a campaign leading up to or on the actual date of World Mangrove Day would add to the conversation and overall engagement because not only would it extend for many days/weeks, but the campaign and hashtag would spread and encourage others to join. Ideas include a giveaway, planting mangrove trees, starting a donation fund for mangrove trees, or providing information in a document or video highlighting mangrove trees.



This month, we're celebrating mangrove forests! Join @nature_org as we partner up to spread awareness of why these trees are so important. Each day, we'll share a fun fact about mangroves and plant 100 trees for every dollar raised!

ADDRESS AFFECTED COMMUNITIES

The largest contributors to the Mangrove conversation reside in Asia, making up 18.3% of the data set. Around 42% of all mangroves are found in Asia which is a substantial amount. These voices want to be heard because their communities are the most affected by the destruction of Mangrove trees. If The Nature Conservancy created an outreach program or started a direct conversation with areas that have high numbers of Mangrove trees, these communities may be more likely to engage with their content and support.



Create an outreach program or start conversation with users in areas that are most affected to get them to engage and support; Collaboration with regional organizations like the Mangrove Specialist Group in the Philippines; Dedicated hashtags for regional conversation

ENGAGE DURING SUMMER MONTHS

From the spike analysis, we noted that there are 3 major spikes in the Mangrove conversation, but between the months of April and early July there is little to no conversation occurring. To increase overall engagement, The Nature Conservancy can address Mangrove destruction during these slower months and emphasize that it is an important topic not only around World Mangrove Day. This will show true care and effort and establish awareness for those who may not be aware of the problem.



Along with dedicated campaigns leading up to environmental holidays, The Nature Conservancy might consider talking about environmentally-friendly ways to beat the heat this summer, and what you can do to give back and still keep cool.

Recommendations

INCREASE DISCUSSION OF RESTORATION EFFORTS

Almost 20% of the tweets for the conversation topic are focused on restoration of mangrove forests with 10,886 posts. The Nature Conservancy should consider contributing to the discussion about mangrove restoration and increasing the amount of content being put out, especially since that is one of the key missions of the organization. Increasing discussion around restoration is important because it will bring light to the action conducted by the organization, inspire supporters, and spread awareness. Supporters will trust The Nature Conservancy and become assured that real change is happening/



Talk about and link current restoration projects, promote campaign regarding mangrove forests, post updates on areas that have been previously supported

TURN TO INFLUENTIAL USERS FOR HELP PROMOTING CONVERSATION

Influential users in themes across the category of protecting and restoring mangrove forests have a combined reach of over 1 million. In order to gain more momentum and promotion for the conversation, The Nature Conservancy should collaborate with more influential users to spread more awareness and increase the number of people that see their content about the mangrove forests.



The Nature Conservancy has a wide variety of influential influencers they could turn to to help promote and spread awareness of the topic of mangrove restoration and protection. The organization's own CEO (@JenMorrisNature) and one of their chief scientists (@KHayhoe) are active Twitter users with a large platform, but they could also work with users and brands that were involved in some of their previous campaigns, like @Minecraft, to reach a unique audience.

INCREASE USE OF UNIQUE HASHTAGS

The conversation's top hashtags, #mangroves and #mangroveday, are present in tweets accounting for just over 15% of the posts. In order to have more effective hashtags that draw attention to the posts and encourage interaction, The Nature Conservancy should come up with their own unique campaign hashtags around their mangrove restoration projects.



Given that The Nature Conservancy has a common acronym, they could pair it with other phrases like #TNCclimate or #TNCmangroves for dedicated campaigns. They could also create hashtags for specific campaigns that they have throughout the year.

Recommendations

INCREASE DISCUSSION OF CONSERVATION EFFORTS

One of The Nature Conservancy's main priorities is to conserve the lands and waters of our planet's ecosystems. Although a large amount of their posts, around 18%, mentions or discusses conservation, they don't have as much discussion on what can be done or the efforts that they are taking in order to bring their mission statement to life as much as they are celebrating endeavors. Ensuring that The Nature Conservancy upholds its core mission and values maintain a genuine brand image. Followers would feel more connected to the overall cause and therefore more likely to continue to support and share the message. This is also just important to keep followers informed and up to date on conservation progress.



Post about projects and grassroots actions, share ways people can personally contribute, keep audience updated and informed on efforts

ENGAGE WITH LOCAL ORGANIZATIONS AND CAUSES

The Nature Conservancy is a global nonprofit organization, with a focus on conservation in the United States. In order to spread their mission and be able to have a larger impact with their conservation efforts, The Nature Conservancy should partner with smaller, local and regional organizations so that they are able to increase their exposure. Doing this will show solidarity with local causes and genuine efforts. Additionally, using The Nature Conservancy's platform to uplift and increase exposure for these local organizations is responsible and admirable. General thoughts about The Nature Conservancy will be positive and have good associations.



Tag smaller organizations and projects in posts, share news about their work and progress, donate to their causes, partner with them and call for volunteers

INCREASE POSITIVE CONVERSATION ABOUT THE NATURE CONSERVANCY

From the period of data that we observed, only 12% of the 41,235 posts were positive, with 6% being negative and the remaining 82% being neutral. The Nature Conservancy should aim to increase the amount of environmental wins and celebrations that they promote in order to drive the positive conversations higher. Some ways to achieve this would be by sharing more content about wins in environmental legislation and progress on their ongoing campaigns. Talking about progress can increase conversation and engagement with the campaign.



Report as much, or more, positive environmental news as negative events that need attention, Celebrate climate action in the Inflation Reduction Act, highlight local efforts and encourage people to do more in their own communities.

Recommendations

Increase engagement with promotional tweets to generate more name recognition for the organization.

15% of The Nature Conservancy's tweets were categorized under the theme of promotion spreading the word about the organization's own photo contest, however, these receive the lowest engagement (14.78 per post). Increasing interactions with public figures such as the CEO could help gain more engagement since tweets containing those mentions averaged around 27.75 per post.



Retweeting and reposting tweets from users like @JenMorrisNature and @KHayhoe, as well as the brands they partner with like @Minecraft could help increase engagement.



OWNED DATA

Data Overview

Listening Timeframe: April 1, 2022 - August 31, 2022

327

posts in dataset

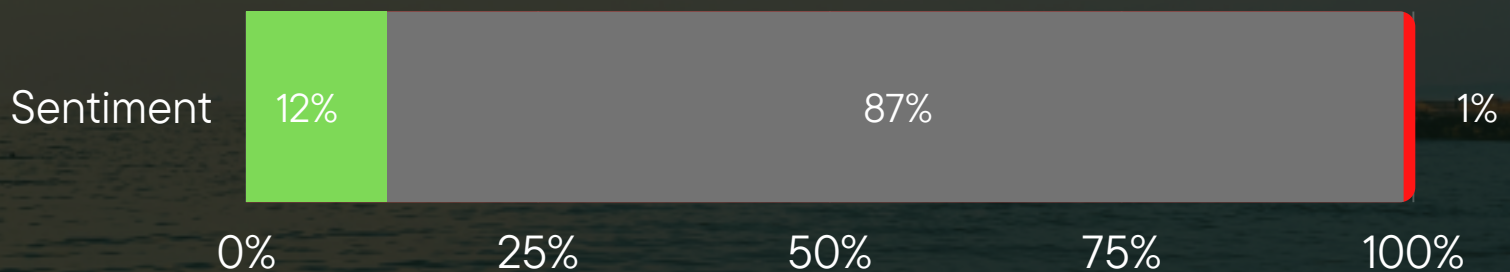
We chose to set the start point for our data collection at the beginning of April to include data covering Earth Day, the anniversary of the modern environmental movement, and The Nature Conservancy's annual Photo Contest.



Twitter

#climateaction #naturenow #biodiversity

*No gender tagged posts

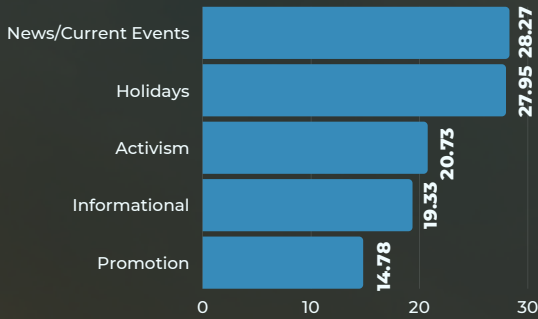


Positive posts are thanking followers for support and involvement, discussing environmental legislation changes, and celebrating Earth, various habitats, people, and holidays.

Negative posts discuss environmental issues like plastic pollution, heatwaves, water depletion, and hardships in legislation.

The remaining posts contain calls to action, promoting blog posts, information on environmental changes, recognizing environment leaders, and updates on legislation.

Average Engagement



Theme of Post

Posts discussing recent news or current events had the most engagement, with an average of 28.27 per post, most likely because it dealt with a broader subject. Promotional posts had the least engagement with only 14.78 average engagements per post.

Hashtag Type

All of the hashtags had a similar engagement, with Awareness and Nature Related tying for first.

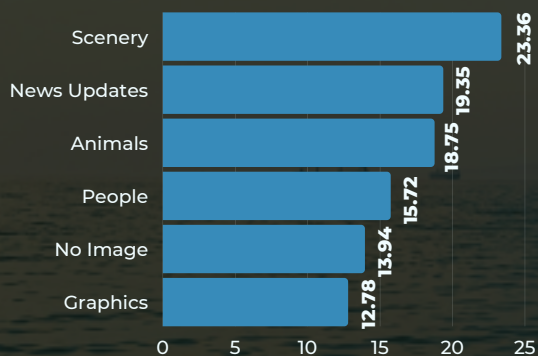
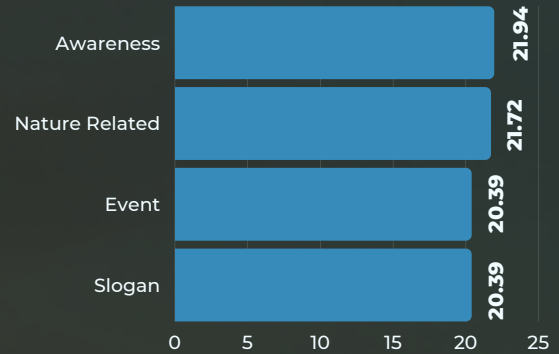
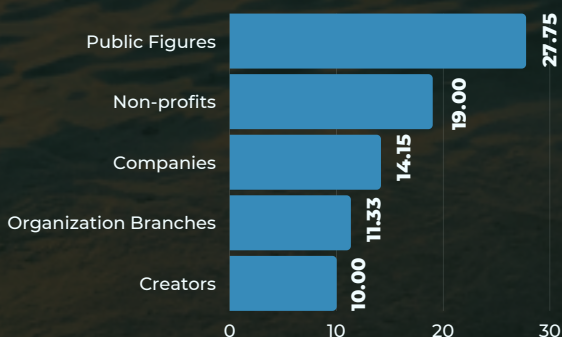
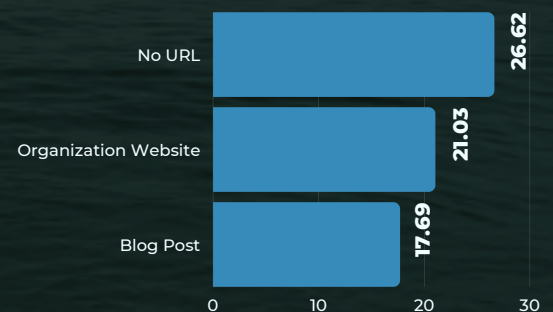


Image Content

Scenic pictures had the most engagement by far with 23.36 average engagements. We chose not to include four of the categories since they were not significant in the data.

URL Type

Posts with no URL had the most engagement in general. Out of the posts with a URL, when TNC linked their own website it seems to have driven engagement pretty high.



Mention Type

Mentions of public figures received the highest average engagement with 27.75 per post. Not included is the data for no mentions, since it covered majority of the posts yet provided us with no information about the dataset, and multiple mentions.

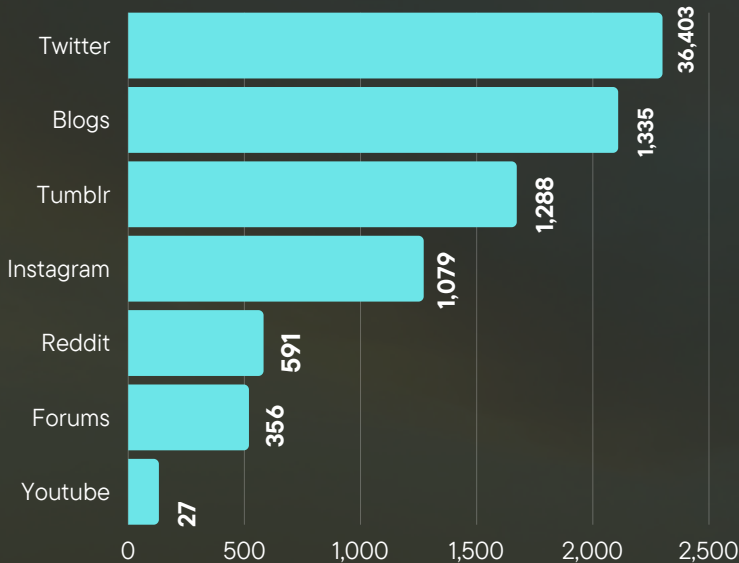
A scenic landscape featuring a winding asphalt road that curves through lush green hills. The sky is filled with dramatic, grey clouds, with a bright, golden light breaking through near the horizon, suggesting a sunset or sunrise. In the distance, a range of mountains is visible under the soft light. The overall mood is serene and expansive.

**EARNED
ORG.
DATA**

Data Overview

Listening Timeframe: April 1, 2022 - August 31, 2022

Platform Breakdown



Twitter (89%)

Reddit (1%)

Blogs (3%)

Forums &

YouTube (<1%)

Tumblr (3%)

Instagram (3%)

41,235

posts in dataset

12% / 6%

positive and negative posts

The conversation about The Nature Conservancy is not divided by gender and both span conversations of conservation, climate action and awareness, and environmental protections.

The positive conversations about the Nature Conservancy focus on their partnerships and collaborations for Earth Day, as well as the strides they are making towards their mission of conservation and raising awareness about climate change.

The negative conversations about The Nature Conservancy is primarily individuals criticizing the organization and grouping them with other organizations that are contributing towards negative environmental impacts.

Female
45.7%



Male
54.3%

Of the posts tagged for gender, 45.7% of the tweets were from females, and 54.3% were from males.

Of the posts that were tagged for sentiments, 57% of the negative posts were from males and 43% were from females. 51% of the positive posts were from males and 49% were from females.

Theme Analysis

5,523 posts (13.39% of dataset)

44% female / 56% male

CLIMATE

#climate #climateaction

4.11% Positive / 5.72% Negative

Majority of the conversation focuses on spreading awareness about the current climate crisis and the desperate need for immediate climate action. One of The Nature Conservancy's top priorities for 2030 is to tackle climate change by working to promote clean energy policies and reduce carbon emissions. A lot of the content involving The Nature Conservancy regarding climate comes from the organization's chief scientist, Katharine Hayhoe, the main voice driving the majority of the conversation.

+

- the possibility of potential solutions to climate change
- countries that are working towards sustainable solutions

-

- how climate action is necessary immediately since the way we are currently operating is unsustainable
- the newly released Supreme Court opinion on West Virginia v. EPA.

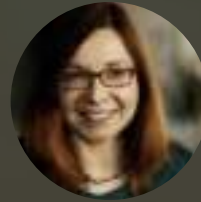


Brent Toderian

@BrentToderian

142.1K Followers

Brent Toderian is the founder of TODERIAN UrbanWORKS, a city-planning and urban design firm.



Katharine Hayhoe

@KHayhoe

232.8K Followers

Katharine Hayhoe is a chief scientist for The Nature Conservancy and a climate ambassador for World Evangelical Alliance.

2,425 posts (5.88% of dataset)

43% Female / 57% Male

BIODIVERSITY

#biodiversity #cop15

2.02% Positive / 0.41% Negative

The conversation around the biodiversity theme focuses on how important it is to protect it, and solutions for doing so. A large part of this content comes from scientists, as well as organizations like the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services and the United Nations.

+

- the growth of more biodiversity in certain areas and environments
- work being done to increase biodiversity

-

- harmful actions that threaten biodiversity.



James Allan

@jamesecology

2.2K Followers

James Allan is a conservation scientist currently based in Kenya who promotes offsetting your carbon footprint.



Tiffany & Co

@TiffanyAndCo

1.8M Followers

Tiffany & Co is a craft jewelry company founded in 1837.

Theme Analysis

2,360 posts (5.72% of dataset)

59% female / 41% male

EARTH DAY

#earthday #earthday2022

20% Positive / 1% Negative

The conversation about the Earth Day theme is celebrating the achievements of the year by individuals and organizations and supporting the environmental movement. At the same time, it raises awareness of the need to protect Earth's natural resources for future generations.

Another important aspect of the conversations surrounding Earth Day are the companies that are partnering with The Nature Conservancy and other similar organizations to raise and donate money to provide resources for conservation efforts. Some of these organizations include Tiffany & Co., Anthropologie, and EcoTools.

+

- appreciating the Earth
- people who are taking steps to protect Earth

-

- the controversy surrounding the co-founder of Earth Day



Instagram

@instagram

33.8M Followers

Instagram is a social media platform built on community and sharing images and photos.



Rainn Wilson

@rainnwilson

4.4M Followers

Rainn Wilson is a famous actor who is known for his role as Dwight in The Office. He engages in education and donating to various organizations and charities.

7,782 posts (18.87% of dataset)

49% Female / 51% Male

CONSERVATION

#conservation #nature

8% Positive / 2% Negative

Conversations surrounding conservation consist of different lands and areas that need protection. Various legislation and groundwork efforts to maintain and evolve lands are discussed and praised. Companies and foundations have created programs that work with The Nature Conservancy, have volunteer outreach and that also brainstorm and create new conservation techniques. Some of these efforts include cleaning beaches and oceans or planting trees.

+

- celebrating successful conservation endeavors
- donations made to help conservation.

-

- controversial climate solutions suggested by The Nature Conservancy
- ways conservation is not being prioritized by legislation, companies, or states



Tiffany & Co

@TiffanyAndCo

1.8M Followers

Tiffany & Co is a craft jewelry company founded in 1837.



Tanya Plibersek

@tanya_plibersek

335.2K Followers

Tanya is an Australian Minister for the Environment and Water.

Theme Analysis

2,283 posts (5.53% of dataset)

53% female / 47% male

WILDLIFE

#wildlife #nature

6% Positive / 2% Negative

The wildlife conversations surround different animal groups and how the conservation of their habitats would be beneficial. There is discussion about preserves, wildlife funds, and refuges that help advocate and protect wildlife. The Nature conservancy partners with different funds to support and bridge the gap between the environment and wildlife.



- large donations, successes at reserves
- recognizing impactful wildlife work.



- habitats that are being depleted
- how depletion affects the local wildlife



José Andrés

@chefjoseandres

1.1M Followers

José is a Spain born chef who is a self-claimed culinary ambassador, visionary, and humanitarian. He received the National Humanities Medal in 2015, awarded by President Obama.



CityNews Halifax

@CityNewsHFX

68K Followers

CityNews Halifax is a local news channel for Halifax, Nova Scotia, Canada.

8,170 posts (19.81% of dataset)

42% Female / 58% Male

ECOSYSTEMS

#nature #kashmir

6% Positive / 5% Negative

The conversation for the ecosystems theme revolves around protecting the various lands and waters that make up our planet's ecosystems. Majority of the tweets point out the concern from scientists and researchers alike about the state of fragile ecosystems like freshwater marshes and swamps, forests, and tundras.



- praising The Nature Conservancy and similar organizations for the work that they have done to protect our ecosystems



- the harm that is being done to our planet's ecosystems
- raising awareness about the irreversible damages



Tanya Plibersek

@tanya_plibersek

335.2K Followers

Tanya is an Australian Minister for the Environment and Water.



Nat Geo WILD

@natgeowild

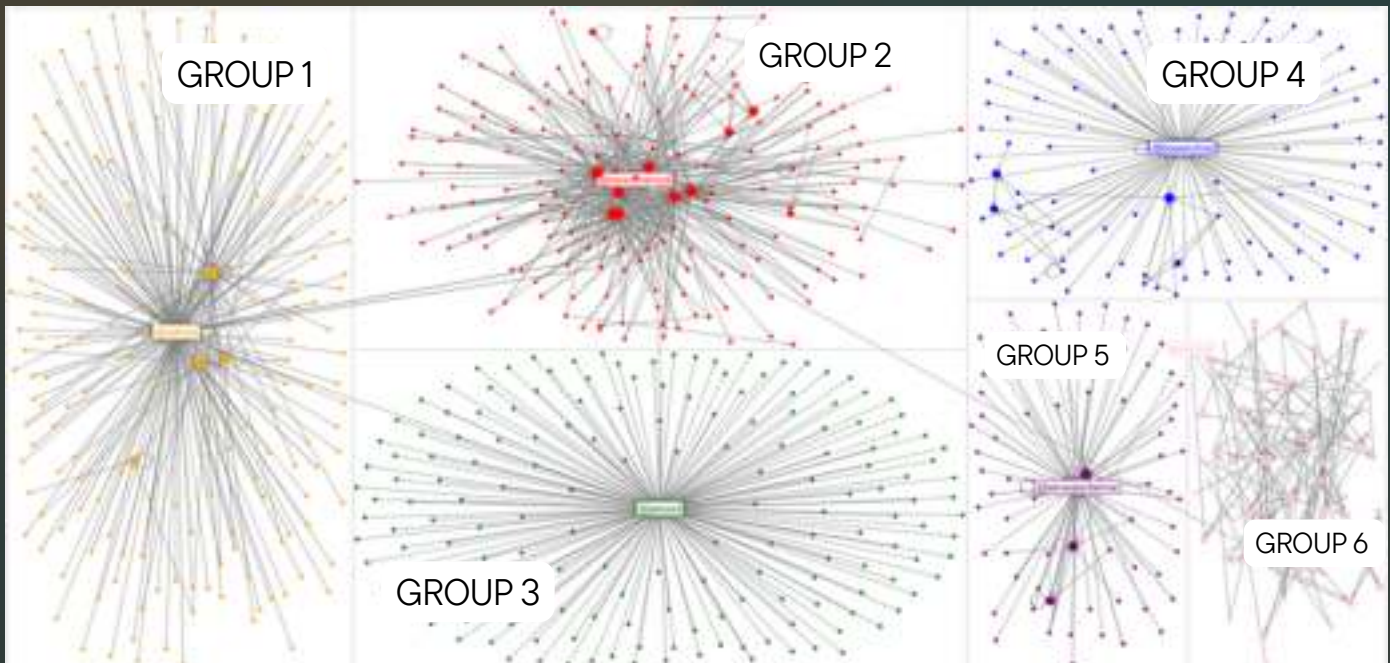
1.1M Followers

National Geographic WILD is a network about animals and nature.

Social Media Analysis

We used NodeXL, a Microsoft Excel plugin to analyze the content activity around the conversation of restoring and protecting mangrove forests.

We focused on the six largest clusters in the network analysis. In our analysis, we noticed that groups 1, 3, and 4 were less of a community and more focused on tweets from specific users.



TOTAL EDGES:

3,429

VERTICES:

Group 1: 265

Group 2: 197

Group 3: 180

Group 4: 169

Group 5: 105

Network reciprocity: 0.0123

Graph Density: 0.000557

Top In-Degree User: @jatosint (172)

Top Out-Degree User: @labordeolivier (17)

Top Betweenness Centrality User: @g20org (522620.330)

Social Media Analysis

GROUP 1: G20 SUMMIT

This cluster primarily focused on the 2022 G20 summit, where world leaders in Indonesia planted mangroves in the Taman Hutan Raya Ngurah Rai mangrove forest.



Sidhant Sibal

@sidhant

192.8K Followers

Sidhant Sibal is the principal correspondent for WION (World Is One News), an Indian global news channel.

TOP HASHTAGS

#g20
#bali
#mangrove

TOP WORDS

"mangrove"
"forests"
"G20"

NO TOP URL

GROUP 2: INDONESIA

This cluster primarily focused on the 2022 G20 summit, where world leaders in Indonesia planted mangroves in the Taman Hutan Raya Ngurah Rai mangrove forest. The top URL is a press release about the Indian PM attending the G20 summit.



President Biden

@POTUS

28.1M Followers

President Biden is the 46th President of the United States, and recently traveled to Indonesia for the 2022 G20 summit.

TOP HASHTAGS

#g20indonesia
#g20balisummit
#g20summit2022

TOP WORDS

"mangrove"
"forests"
"g20 indonesia"

TOP URL



GROUP 3: JOE BIDEN AT G20

This cluster is about Joe Biden's presence at the G20 summit. While a number of world leaders were present, a lot of the conversation about Joe Biden was focused on when he stumbled.



JATOSINT

@Jatosint

19.9K Followers

The JATOSINT account tracks open-source intelligence data for Northern India and Pakistan.

TOP HASHTAGS

#g20summit

TOP WORDS

"save"
"forests"
"biden"

NO TOP URL

Social Media Analysis

GROUP 4: AUSTRALIA

This cluster focuses on Australia's response to mangrove restoration, as well as coastal protection and monitoring.



Chris Bowen

@Bowenchris

138K Followers

Chris Bowen is the Minister for Climate Change and Energy under Anthony Albanese, PM of Australia.

TOP HASHTAGS

#bluecarbon
#mangrove
#monitoring

TOP WORDS

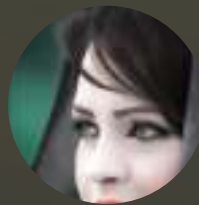
"mangrove"
"australia"
"help"

TOP URL



GROUP 5: YEMEN

This cluster focuses on conversation mainly around the humanitarian crisis in Yemen, and not as much about protecting mangroves. This is most likely because the top user puts out a lot of content about Yemen and less about mangrove forests. The top URL is a fundraising page dedicated to the Yemen crisis.



(Humanity Voice)
Fatima

@AlmaqtariFatima

5.1K Followers

Fatima is a human rights activist who primarily promotes the humanitarian mission to help hungry Yemeni families.

TOP HASHTAGS

#worldmangroveday
#quoted
#opyemen

TOP WORDS

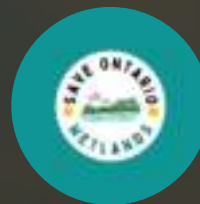
"donate"
"children"
#worldmangroveday

TOP URL



GROUP 6: ENVIRONMENTAL DAMAGE

This cluster is more related to the environmental concerns associated with the degradation of mangrove forests, including tidal and storm damage. The top URL is a link to a research paper done on how wetland restoration can be done in a different way.



Stephen Murphy

@prof_smurph

3.4K Followers

Stephen Murphy is a professor at the University of Waterloo that specializes in research and teaching in restoration, conservation, pollination, and translational ecology.

TOP URL



TOP HASHTAGS

#mangrove
#restoration
#regenourcoasts

TOP WORDS

"mangrove"
"restoration"
"cop27"

A photograph of a winding asphalt road through a lush green field. The road curves from the bottom left towards the center. The field is filled with tall grass. In the background, there are rolling hills and a sky filled with dramatic, grey clouds. A sliver of yellow light from the setting or rising sun is visible between the clouds on the horizon. The text 'EARNED TOPIC DATA' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

EARNED TOPIC DATA

Data Overview: RESTORING AND

Listening Timeframe:
April 1, 2022 - August 31, 2022

PROTECTING

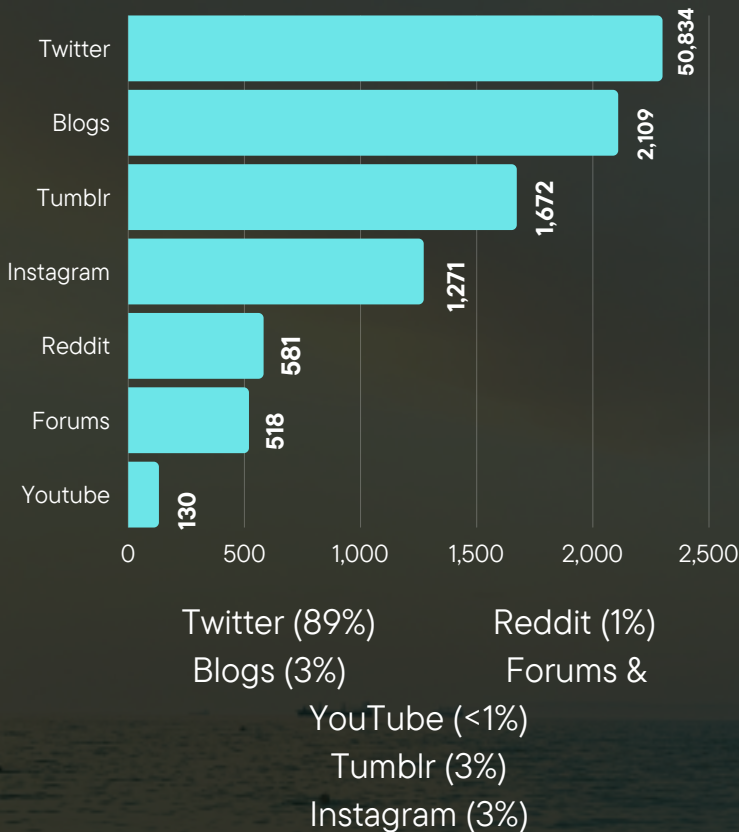
MANGROVE

FORESTS

57,115

posts in dataset

Platform Breakdown

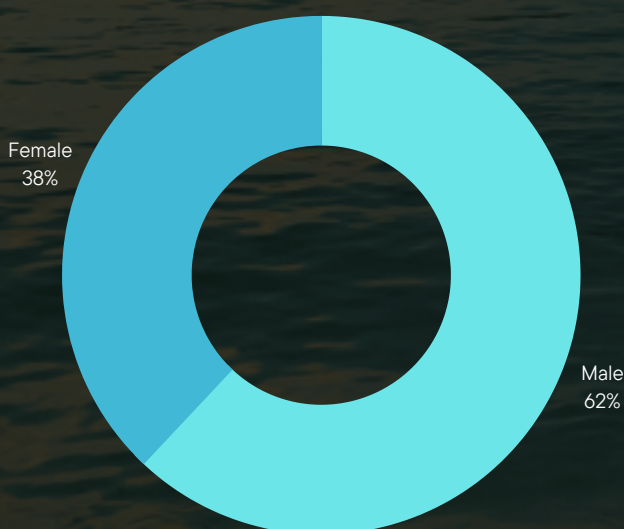


Sentiment

8% positive / 6% negative

Positive conversations about mangrove forests focus on the benefits of mangrove forests and what projects are currently in progress towards protecting and restoring them.

Negative conversations are about what climate change, deforestation, and pollution have done to mangrove forests and illustrate the need for protecting these ecosystems.



62% / 38%

male vs female ratio

CATEGORY 1

COASTAL PROTECTION

24,938 posts
(44.7% of dataset)

67% male
33% female



Minecraft

@Minecraft

6.8M Followers

Reach: 94910 Posts: 17

Minecraft is a sandbox video game developed by Mojang Studios.

The coastal protection category focuses on the benefits that mangrove forests provide to coastal regions like beaches by stabilizing the coastlines, preventing erosion, and storm surges. The conversation spreads awareness of the benefits and importance of protecting and restoring mangrove forests along our coasts.

POSITIVES & NEGATIVES

4.11% Positive
5.72% Negative

+ Positive conversation is about what progress has been made towards coastal protection and what organizations are doing.

- Negative conversations are about the negative situation with mangroves and highlighting the need for increased coastal protection.

CATEGORY 2

RESTORATION

10,886 posts
(19.5% of dataset)

56% male
44% female



MangroveActionProject

@MangroveProject

6,484 Followers

Reach: 5345 Posts: 75

Mangrove Action Project is a nonprofit that works with individuals and organizations to preserve, conserve, and restore our world's mangrove forests.

The restoration category is about restoring the mangrove forests along our coastlines in order to protect the environments. A large part of the conversation is focused on the projects that are restoring them and how the process works.

POSITIVES & NEGATIVES

10% Positive
4% Negative

+ Positive conversation is about the current mangrove forest restoration projects and what they are doing/have already done.

- Negative conversations are about the need for restoring mangrove forests and what our world will look like if we don't protect and restore these environments.

CATEGORY 3

7,001 posts
(12.5% of dataset)

55% male
45% female

HABITATS

The habitats category is about what mangroves provide as an ecosystem and habitat. In addition to providing coastal protection, mangrove forests habitats are home to a number of marine and terrestrial life. The conversations' goal is to spread awareness of how necessary mangrove forests are.



Tim Cook

@tim_cook

13.7M Followers

Reach: 338920 Posts: 1

Tim Cook is the current CEO of Apple. For Earth Day in 2022, Apple partnered with the Applied Environmental Research Foundation to promote the protection and conservation of mangroves in India.

POSITIVES & NEGATIVES

9% Positive
3% Negative

- + Positive conversations are about the benefits of mangrove forest habitats.
- Negative conversations are about the habitats that have been destroyed and why we need to protect them.

CATEGORY 4

6,909 posts (12% of dataset)

63% male
37% female

DESTRUCTION

The destruction category is about the loss of Mangrove trees and ways they are being destroyed for profit and using the coastal land for other purposes. There is discussion about the harm done to the trees and how this is also a loss of habitat for many species.



Peter Gleick

@PeterGleick

95.9K Followers

Reach: 435,457 Posts: 1

Peter Gleick is an environmental scientist and co-founder of the Pacific Institute.

POSITIVES & NEGATIVES

3% Positive
26% Negative

- + Positive conversation is about protective efforts to keep the trees from destruction and different restoration efforts.
- Negative conversations are about deforestation, logging, and how the loss of Mangrove trees is affecting the environment.

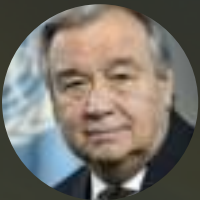
CATEGORY 5

MANGROVE DAY

6,869 posts (12%
of dataset)

60% male
40% female

The Mangrove Day category is about the trees and conservation of them in general. There is discussion about how they contribute to helping climate change and how various communities are reliant on Mangrove trees for coastal protection.



António Guterres

@antonioguterres

1.9M Followers

Reach: 380,333 Posts: 1

António Guterres is the Secretary-General of the @UN

POSITIVES & NEGATIVES

18% Positive
2% Negative

- + Positive conversation is about celebrating World Mangrove day and overall appreciation for the trees
- Negative conversation is about the threat mangrove trees are under, the destruction of mangrove trees, damage, and wildlife affected

TOP UNIQUE ITEM

#WorldMangroveDay

July 25

Used 3,532 times

52% Male
48% Female

This hashtag is used to celebrate World Mangrove Day and discuss how vital Mangrove trees are to coastal regions and sea life. People also use this hashtag to address restoration efforts and condemn destruction of these trees. Mangrove Trees are essential to the environment and with helping the climate crisis.

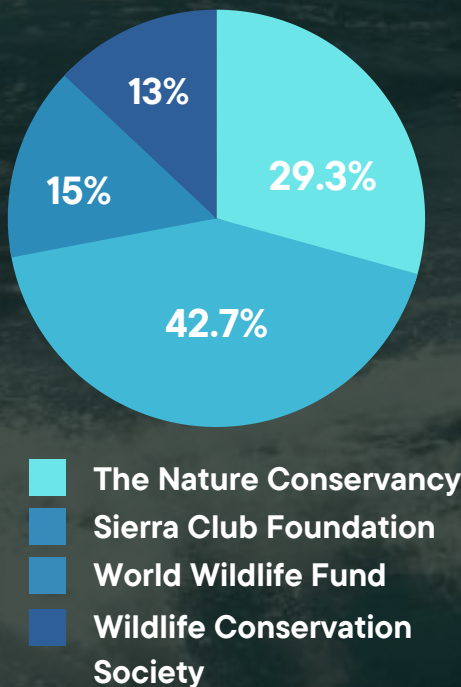
A scenic landscape featuring a winding asphalt road that curves through lush green hills. The sky is filled with dramatic, grey clouds, with a bright glow of light breaking through near the horizon, suggesting a sunset or sunrise. The overall mood is serene and aspirational.

EARNED COMPETITION DATA

Comparable Organization Insights

We looked at data for The Nature Conservancy and similar comparable organizations from April 1 to September 30. We looked at 140,743 posts for these insights- 41,235 from The Nature Conservancy, 60,074 from the Sierra Club Foundation, 21,129 from World Wildlife Fund, and 18,305 from Wildlife Conservation Society.

SHARE OF VOICE



COMPARATIVE GENDER

BREAKDOWN (of gender-tagged posts)

The Nature Conservancy

54% MALE

46%
FEMALE

Sierra Club Foundation

51% MALE

49%
FEMALE

World Wildlife Fund

51% MALE

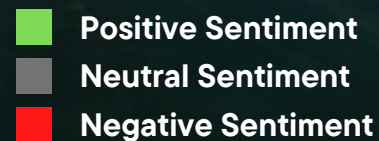
49%
FEMALE

Wildlife Conservation Society

52% MALE

48%
FEMALE

COMPARATIVE SENTIMENT BREAKDOWN



Appendix

The Nature Conservancy Boolean Query:

"The Nature Conservancy" OR #TheNatureConservancy
OR #NatureConservancy OR @nature_org

Theme Boolean Queries:

Climate: Climate OR #climate OR climates OR #climates

Biodiversity: Biodiversity OR #biodiversity

Earth Day: "Earth Day" OR #earthday

Conservation: Conservation OR #conservation OR conserve OR #conserve
OR protect OR #protect OR protection OR #protection

Wildlife: Wildlife OR #wildlife

Ecosystems: Land OR #land OR lands OR #lands OR water OR #water OR
waters OR #waters OR ocean OR #ocean OR oceans OR #oceans OR river OR
#river OR rivers OR #rivers OR ecosystem OR #ecosystem OR ecosystems OR
ecosystems

Comparable Organization's Boolean Query:

The Nature Conservancy OR #TheNatureConservancy
OR #NatureConservancy OR @nature_org OR

"Sierra Club Foundation" OR "Sierra Club" OR
#SierraClub OR @sierraclub OR

"World Wildlife Fund" OR #TheWorldWildlifeFund OR
@World_Wildlife OR

"Wildlife Conservation Society" OR
#WildlifeConservationSociety OR @TheWCS

Appendix

Theme Boolean Query:

Topic: Restoring and Protecting Mangrove Forests

“World Mangrove Day” OR #WorldMangroveDay OR “Save the Mangroves”
OR #SaveTheMangroves OR “mangrove restoration” OR “mangrove
degradation” OR “mangrove damage” OR “mangrove insurance” OR
“mangrove loss” OR “Mangrove Day” OR

((habitat OR protect* OR restor* OR logging* OR deforest* OR “cutting
down” OR threat*))

AND

(mangroves OR “mangrove trees” OR “mangrove forest” OR “mangrove
forests” OR “mangrove ecosystem” OR “mangrove ecosystems” OR
“mangrove community” OR “mangrove communities” OR “Mangrove
Guardians” OR “The Mangrove Mothers” OR “mangrove populations” OR
“mangrove forest cover”))
ss” OR “Mangrove Day” OR

((habitat OR protect* OR restor* OR logging* OR deforest* OR “cutting
down” OR threat*))

AND

(mangroves OR “mangrove trees” OR “mangrove forest” OR “mangrove
forests” OR “mangrove ecosystem” OR “mangrove ecosystems” OR
“mangrove community” OR “mangrove communities” OR “Mangrove
Guardians” OR “The Mangrove Mothers” OR “mangrove populations” OR
“mangrove forest cover”))

Appendix

Groups Boolean Query:

"World Mangrove Day" OR #WorldMangroveDay OR "Mangrove Day" OR #MangroveDay OR #SavetheMangroves OR "mangrove restoration" OR "mangrove degradation" OR "Save The Mangroves" OR "mangrove loss" OR "mangrove damage" OR "mangrove insurance" OR "Mangrove Protection" OR #MangroveProtection OR "Mangrove Ecosystems" OR #MangroveEcosystems OR #mangrove OR "Mangrove Forests" OR "Mangrove Trees" OR "Mangrove Populations"



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