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## **AdPR 5750 Social Media Analytics Fall 2022**

### **Habitat for Humanity**

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(H4H = Habitat for Humanity)

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# EXECUTIVE SUMMARY

## Statement of Business Problem

Based on our research using Brandwatch, Buzz Sumo, and Keyhole, Habitat for Humanity's main issue surrounds its need to increase conversation about their organization across all platforms, which would also increase overall engagement. The majority of conversations and interactions were sparked by posts from their main account and accounts from their sub-organizations, such as Houston Texas' Habitat for Humanity. One of our goals is to increase their engagement and conversation with nonaffiliated accounts. An increase in sentiment on social media would also help a larger amount of positive conversations pertaining to Habitat for Humanity. Social media platforms such as Instagram and Reddit were analyzed and our goal was for conversation and engagement to be increased across these platforms.

## Data Overview

### OWNED:

- For the owned data that we analyzed, we believe that Habitat for Humanity has a positive sentiment across all platforms, good gender ratio, and their biggest competitor seems to be The Fuller Center. We have reviewed their posting data from Twitter over the past six months – from December 31, 2021 through October 1st, 2022– and have come to the following conclusions based on the 300 analyzed tweets. In relation to the theme of the Tweet, we believe that Habitat for Humanity should focus on posting Tweets mostly about donations, building homes, and Jimmy Carter.

### EARNED TOPIC:

- For topic data after reviewing all of the topics, we chose to further research "Building Homes" because it was the most popular. This timeframe of this dataset was December 31, 2021 through October 1st, 2022. The data below reflects the information just on this topic. We researched this topic on Instagram, Reddit, Tumblr, and Twitter. (Note\* that there were data limitations of data access for Instagram data within Brandwatch) The overall sentiment was mostly neutral at 68%, then negative at 24%, and lastly positive at 8%. There were 143.29K unique authors tracked and 225.54K total mentions. Instagram had 56,091 mentions and 7 unique authors. Reddit had 20,090 mentions and 13,660 unique authors. Tumblr had 8,396 mentions and 6,709 unique authors.

### EARNED ORGANIZATION:

- The timeframe of this dataset ranged from December 31, 2021 to October 1st, 2022. There was 138.21K total mentions, 77.69k unique authors and 67% of the tweets having a neutral sentiment. For earned organization data, the top twitter themes found were donations, President Jimmy Carter, and building homes., with the twitter theme of Jimmy Carter making up 13.1% of the dataset. The platforms tracked within this dataset were Twitter, Instagram, Reddit and Tumblr.

### EARNED COMPETITION:

- Habitat for Humanity tends to have a lot of competition building homes for people in need. That being said, we decided to focus in on the top three biggest competitors that were The Fuller Center for Housing, 1 Mission, and Building Homes for Heroes. All of these comparative organizations are similar to Habitat for Humanity in the way that they are all non-profit organizations who are hoping to end homelessness altogether and change people's lives. The timeframe for this dataset is December 31, 2021 through October 1, 2022. This dataset had 973.17k mentions and 6111.05k unique authors.

## Key Performace Indicators

### 1. Engagement

- Our first key performance indicator for Habitat for Humanity is the average level of engagement. In order to measure engagement, you may take into account the number of likes and shares, active followers, comments, mentions, retweets, hyperlink clicks, and more. Part of our goal is to increase overall engagement for Habitat for Humanity across their social media platforms.

### 2. Audience Growth

- Our second key performance indicator is audience growth. From our findings, we wish to grow Habitat for Humanity's overall audience through our recommendations. Audience growth includes increasing Habitat for Humanity's followers, fans, and visitors to their social media pages.

### 3. Sentiment

- Throughout our final report, we mention the importance and impact of sentiment. The sentiment represents the attitudes and tonality surrounding the various social media posts. For instance, we tracked positive, negative, and neutral sentiments.

# RECOMMENDATIONS





# WHAT TO DO

# HOW TO DO IT

# WHY? SUPPORTING INSIGHTS

# 1

Owned Data

Our first recommendation for Habitat for Humanity is to post more tweets centered upon fundraising with supplementary digital graphics—including promotions for fundraising events and links to donation sites.

Implementing digital graphics within fundraising themed tweets will have the power to boost overall engagement within Habitat for Humanity's owned dataset. The digital graphics may be comprised of information regarding the fundraising event or a digital flyer.

Due to the data found on figure 1 (page 8), the theme of fundraising should be further implemented because these tweets received an **average engagement of 17.2** for n=21, which was the highest average engagement across all defined themes. The organization may complete this recommendation by tweeting fundraising content using digital graphics—which had an **engagement of 14.0** for n=54 (see figure 3, page 9). Of all media content types, the inclusion of digital graphics resulted in the highest level of average engagement.

# 2

Owned Data

We recommend increasing the overall average engagement by continuing to post tweets concentrated on the theme of celebrating past numbers and other historical events containing images of volunteers and donors with the hashtag #HabitatforHumanity.

Habitat for Humanity should post more tweets concentrated on the theme of celebrating past numbers and other historical events. These tweets should include images of volunteers and donors, as well as all of them having the hashtag #HabitatforHumanity present within the tweet.

They should continue to share posts within this theme due to its **average engagement level of 13.8** for n=54 (see figure 1 on page 8). They should include the recommended pictures because media content of volunteers and donors have an **average engagement level of 11.9** for n=66 (see figure 3 on page 9), and include #HabitatforHumanity because organization name hashtags have an **average engagement of 9.6** for n=50 (see figure 2 on page 8)

# 3

Owned Data

We recommend that Habitat for Humanity should create and post more tweets that include URLs referring the audience directly to the organization's website.

They should link the organization Habitat.org for a call to action to job applications, offering an external video on their site, or linking a resource on the website to learn more about the specific topic. The URL can direct consumers to their landing page and consumers can find exactly what they are looking for and increase overall engagement with their existing audience.

The URL-habitat.org-received the highest level of **engagement at 10.5** for n=113 (see figure 4 - on page 9). We believe that the addition of a URL linking back to their direct site would be most beneficial for the organization because it will increase overall engagement through awareness. Also, by incorporating a call to action for people wanting to get involved or learn more about the organization as a whole.



# WHAT TO DO

# HOW TO DO IT

# WHY? SUPPORTING INSIGHTS

## 4

Earned Data Organization

We recommend for Habitat for Humanity to continue posting content pertaining to the influential figure President Jimmy Carter, and his dedication and contributions to their organization.

To do this we recommend to post content such as Jimmy Carter volunteering, tagging Jimmy Carter, and even including shoutouts to him. We also recommend to utilize hashtags like "#jimmycarter" and "cartercenter".

They should continue to share posts on Carter due to their **average engagement level of 13.8** for n=54 (see figure 1, page 8). They should include the media content of volunteers and donors because they have an **average engagement level of 11.9** for n=66 (see figure 3, page 9), and include #HabitatforHumanity because organization name hashtags have an **average engagement of 9.6** for n=50 (see figure 2 - on page 8). On our Cross-Platform Spike Analysis (page 16), Point B represents on June 7, 2022, Carter, traveled to Nashville in order to volunteer for Habitat for Humanity. This sparked about 9.2k mentions and a 254% volume increase. As seen on page 16, Point B displays Jimmy Carter's birthday on October 1, 2022. During the first week of October, many Instagram users were wishing the former president a happy birthday and well wishes—accounting for 211 mentions.

## 5

Earned Data Organization

Based on our Habitat for Humanity's earned data, we recommend for the organization to post more within the topic pertaining to donations.

To do this, we recommend that the media team should post tweets with a call to action for Habitat for Humanity donations, as well as posting thank you tweets dedicated to large donors and honor their contributions.

We found that **38.08k of the total mentions** on Twitter (N=96.84k) were based on the theme of donations, making up for **39.3% of the total dataset**. This large percentage of the total earned dataset had the sentiment of **82% neutral and 14% positive**. (See full analysis on page 12 with the graphs on page 13). On Buzz Sumo, we found that the highest number of engagement on a Twitter post—during our designated time frame—came from a news article posted about Mackenzie Scott donating \$436 million to Habitat for Humanity (page 14). The article had **989 shares**.

## 6

Earned Data Organization

We recommend for Habitat for Humanity to come in contact with Jimmy Carter's PR team and request that he act as an official influencer for Habitat for Humanity.

Habitat for Humanity should get in contact with Jimmy Carter's press team and propose a partnership

Within recommendation 4, we discussed how content based on Jimmy Carter is extremely popular, for instance, out of the 96.84k mentions on Twitter, Tweets that fall within the theme of President Jimmy Carter made up for **12.71k tweets, which accounts for over 13% of the total dataset** (See full analysis on page 12 with the graphs on page 13). Because the topic of Jimmy Carter is so popular, we believe that a partnership with Jimmy Carter would increase H4H's audience size and overall average engagement greatly because it would draw in all of those following Jimmy Carter.



# WHAT TO DO

# HOW TO DO IT

# WHY? SUPPORTING INSIGHTS

## 7

Earned Data Competition

We recommend that Habitat for Humanity continues to post holiday-related tweets, including major holidays and awareness days.

To do this we recommend creating posts on holidays, about holidays, and holiday themed content. This can be done by using digital graphics, pictures of volunteers with holiday themed gear, and using holiday related hashtags. As well, H4H should post on national awareness days such as implementing #nationalnonprofitday

After the analysis on comparable organizations, we saw that all three comparable organizations and H4H posted on Valentines day and there was a combined **671 retweets** for the Valentine's posts. (See the figure on page 20) This shows that each organization sees the importance of posting on holidays and holiday related content. Also, within our analysis of average Tweet engagement by theme, we discerned that holidays (n=33) had an **average engagement of 10.1** See figure 2 on page 8. See full analysis on page 7.

## 8

Earned Data Competition

We recommend that Habitat for Humanity should increase the use of video content within their Twitter posts in order to gain more average engagement in comparison to their competitors.

The Habitat for Humanity Twitter page may incorporate videos into their tweets in many ways, including interviews of employees, volunteers, or donors. Also, the organization may post videos of construction projects, individuals working, or testimonies from families.

We used Keyhole's social media network analysis to analyze the Twitter posts in comparison to Building Homes for Heroes. Based on the graph, (page 22), both Twitter accounts have the same amount of types of posts in order from text being the most, then shared, then image, then video at the lowest. We used the KeyHole data in order to recommend for the Twitter page, @Habitat\_org, to increase the volume of tweets containing video content. Visual content--specifically videos--may increase the average engagement because based on our owned media analysis, we found that "No Media" received the **lowest level of average engagement at 4.3 for n=11**. See the figure on page 22.

## 9

Earned Data Topic

In order for Habitat for Humanity to broaden their audience and increase awareness, they should create more posts focused on the topic of "Affordable Housing."

Habitat for Humanity should post tweets that involve themselves in the affordable housing conversation internationally. They may post content with the hashtag "#affordablehousing surrounding conversations on housing policies, regulations,

The theme identified that accounts for the highest percentage of the topic dataset (**27%**) is affordable housing with **N=48.08k mentions**. The theme of affordable housing encompasses conversations on politics, housing policies, regulations, and more. The topic hashtag within the topic is #affordablehousing with **20,073 tweets** during our timeline (page 25). See full analysis on page 26.





# WHAT TO DO

# HOW TO DO IT

# WHY? SUPPORTING INSIGHTS

**10**  
Earned Data  
Topic

Habitat for Humanity should begin posting more on their Instagram platform.

To do this, we recommend that they post more on the Instagram in general by expanding their posting type to posting more reels, stories, and feed posts.

We believe that their Instagram should focus its building-themed posting efforts above the other platforms because it has the most positive sentiment from public posting. This is because the H4H's Instagram account obtained the highest positive sentiment in comparison to Reddit, Tumblr, and Twitter (see the figure on page 23). Additionally, their Instagram received the lowest negative sentiment in comparison to Reddit, Tumblr, and Twitter.

**11**  
Earned Data  
Topic

Habitat for Humanity should begin to center some of their efforts on posting "Women Build" themed posts to Instagram.

They should post more with about the topic of "Women Build" because this topic can often be overlooked. The posts can highlight female volunteers, donors, and employees.

We believe that their Instagram should focus its posting efforts on women more because we found that with **59 mentions**, "Women Build" was a trending topic (see page 24). We believe that this unique trending topic will attract a niche group that will ultimately benefit Habitat for Humanity's posting engagement—especially because it will appeal to the female demographic and promote female empowerment.

**12**  
Earned Data  
Topic

Focus more on DEI especially when posting on Twitter, possibly by displaying minorities in their photos more often.

To do this, we recommend that when posting on Twitter, H4H tags and incorporates @GiffordChrisJo1 more often to increase awareness and engagement.

@GiffordChrisJo1 is a top influencer for Twitter with **3,970 mentions** and **57.3k followers**. Gifford Chris Jones is an advocate for affordable housing for minority groups. He often posts tweets that state that "America needs to Build Progressively." This recommendation can be backed up with the data on page 6.



# TOP TWITTER INFLUENCERS

**The Carter Center** - @CarterCenter - 97.6K  
Followers - Mentions - 662

- a. The Carter Center is an organization founded by our key influential user, former U.S. President Jimmy Carter. The Carter Center is known for their dedication to fundraising and advocacy for affordable housing.



**Gifford Chris Jones** - @GiffordChrisJo1 - 57.3K  
Followers Mentions - 3,970

- a. Gifford Chris Jones is an advocate for affordable housing for minority groups. He often posts tweets that state that “America needs to Build Progressively.”



**Housing Now Toronto** - @HousingNowTO - 5.8K  
Followers - Mentions - 560

- a. Housing Now TO is a page that follows the progress and activity of 21 different housing construction sites within Toronto, Canada. They also advocate for affordable housing within the city of Toronto.



# OWNED DATA



# OWNED DATA OVERVIEW

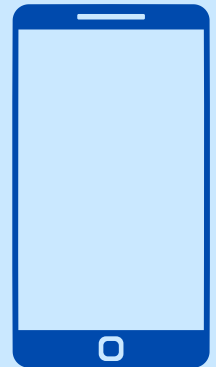
## KEY INSIGHTS:

- The theme of fundraising has the highest average engagement of **17.2** for **n=21** across all defined themes.
- The inclusion of media within Habitat for Humanity tweets proved to be more successful in increasing overall average engagement. For instance, the inclusion of digital graphics had an engagement of **14.0** for **n=54**.
- Holiday hashtags are the most popular type of H4H twitter hashtags because they have the highest average engagement level at **10.1** for **n=33**.
- The inclusion of organization URL-habitat.org-recieved the second highest engagement at **10.5** for **n=113**.



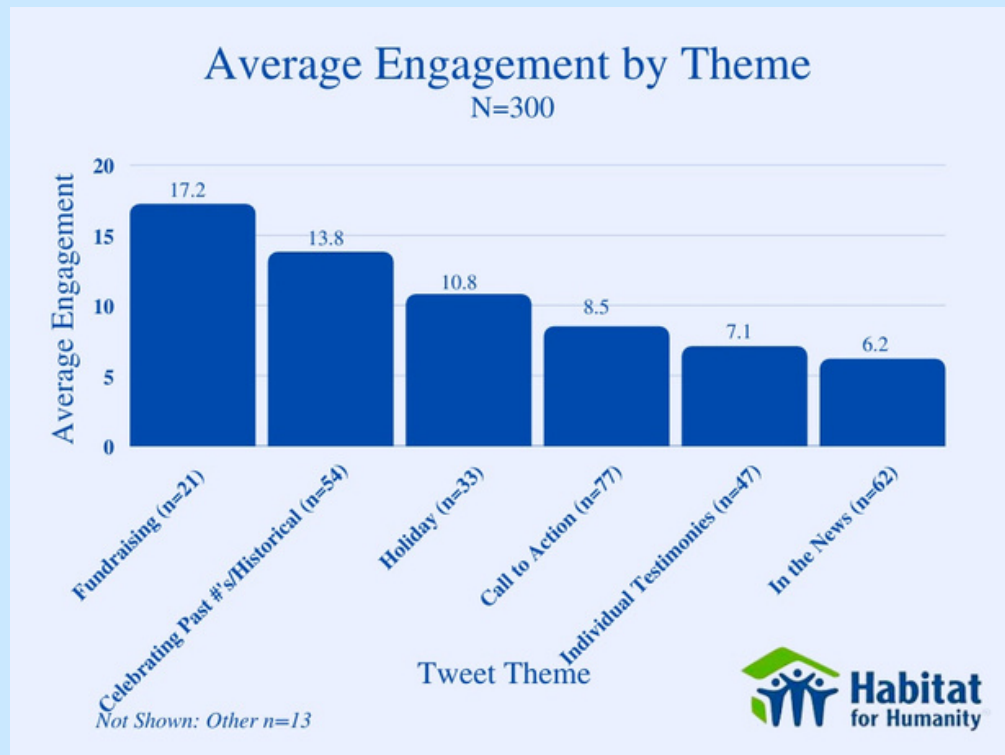
PLATFORM  
TRACKED

## TIMELINE



300  
TWEETS  
ANALYZED

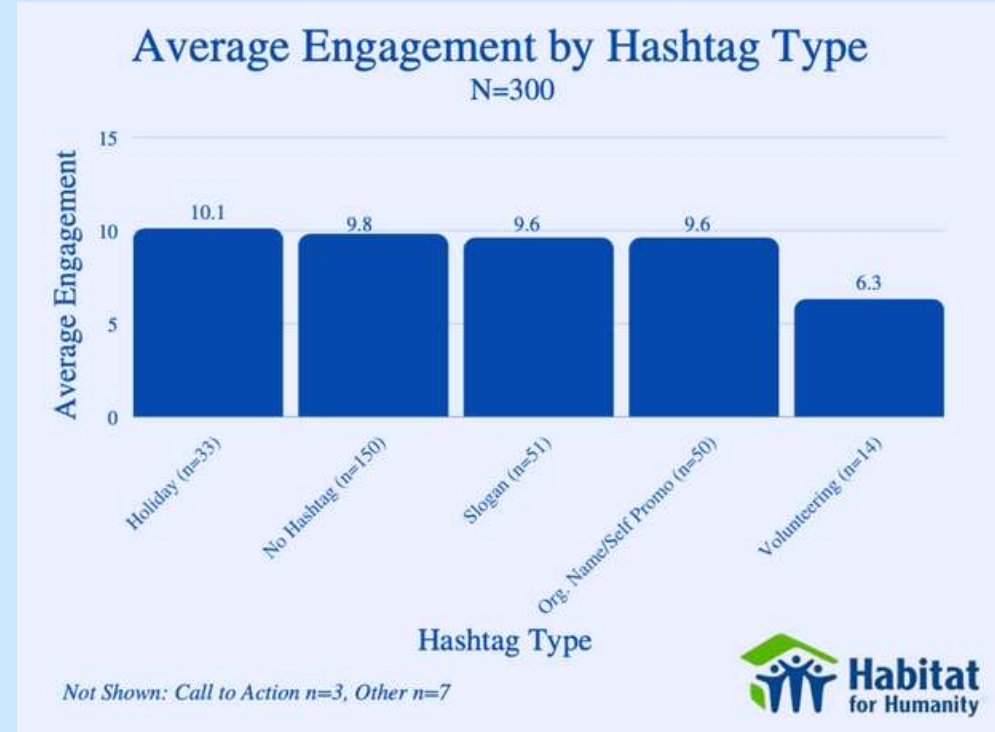
# FIGURE 1



Within figure 1, we categorized each of the 300 tweets within mutually exclusive thematic categories based upon their main topic or contents. The above graph displays the average engagement—calculated by the sum of retweets and replies—by theme. Tweets with fundraising content—including promotions for fundraising events—received the highest number of average engagement at 17.2 for n=21. Tweets reporting on content within the news received the least amount of average engagement at 6.2 for n=62.

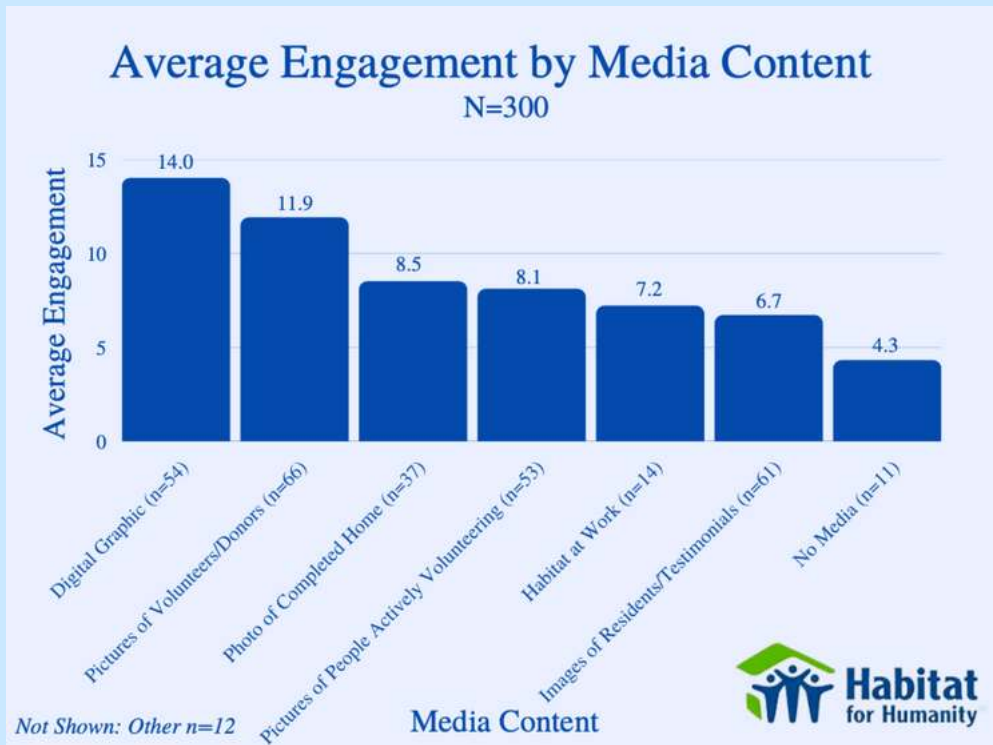
Figure 1 led us to theme based recommendations—including recommendation 1 and 2 recommending the increase of fundraising and celebrating on past #s/historical themed tweets.

# FIGURE 2



Within figure 2, we can see the average engagement categorized by the tweet's hashtag type. While the data does not vary much between categories, one key characteristic of the represented data is the noticeable range of average engagement from Holiday (10.1) to Volunteering (6.3). Hashtags that collected the highest engagement are holiday themed hashtags at an average of 10.1. For example, an engagement of 49 was received for #presidentsday, and 31 was received for a tweet containing #internationalwomensday. This figure relates to recommendation 7, where we recommend for Habitat for Humanity to include hashtags such as #nationalnonprofitday.

# FIGURE 3



Within the figure above, the tweets are separated into categories based upon the media content present within the post. There is a noticeable range in average engagement from 14.0 (n=54) for digital graphics to 4.3 (n=11) for no media. Tweets with digital graphics and pictures of volunteers/donors have larger engagement on average in comparison to all other categories. Posts with no media content present receive the least amount of engagement. As a result of the data, we formulated recommendations 1 and 2 that encourage Habitat for Humanity to include media content within their organization tweets.

# FIGURE 4

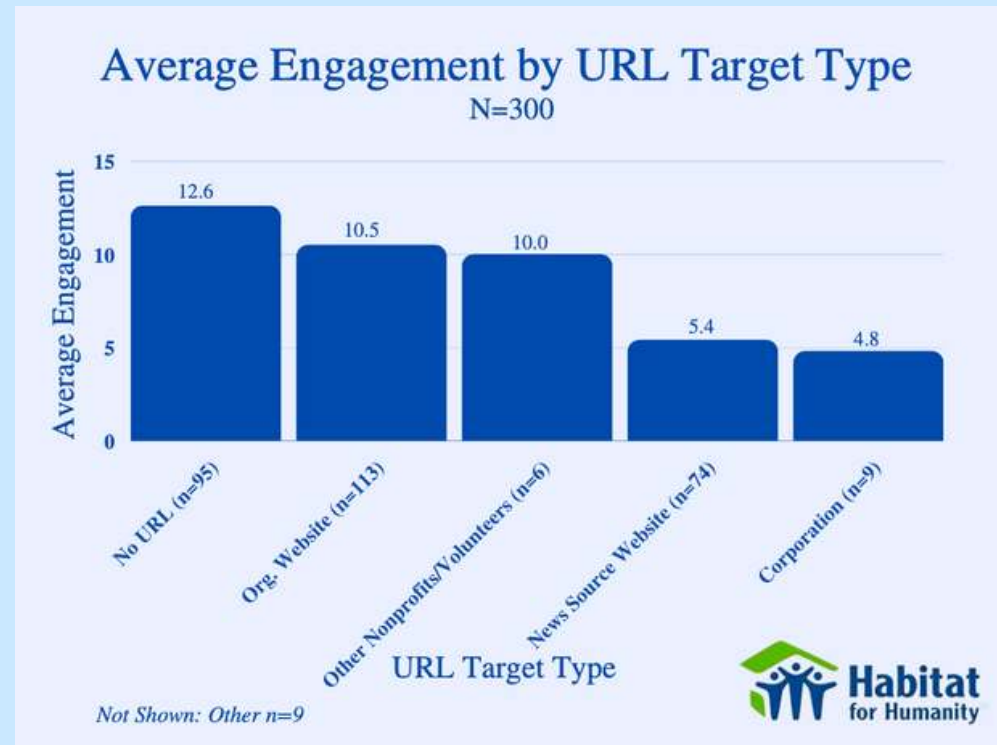


Figure 4 shows the average engagement received based on the URL target type. Within posts that contain URLs, the tweets that imbed Habitat for Humanity's organization website-habitat.org-received the highest level of engagement at 10.5 for n=113. The high level of engagement with the organization's website is beneficial for the company's overall engagement and exposure as a whole. As a direct result of the data, we included recommendation 3 for Habitat for Humanity's Twitter page. Habitat for Humanity's audience size and engagement level may be increased through the inclusion of the organization's website.

# EARNED DATA



# EARNED DATA OVERVIEW

## KEY INSIGHTS:

- Jimmy Carter has been an extremely influential and impactful on the conversation for Habitat for Humanity . His reach was a tremendous help, as there were **12.71k** tweets, which make up about **13.1%** of the dataset, related to Jimmy Carter.
- We found that **38.08k** of the total mentions on Twitter (**N=96.84k**) were based on the theme of donations, making up for **39.3%** of the total dataset. The large percentage of the total earned dataset had the sentiment of **82% neutral** and **14% positive**.
- Using Keyhole and Buzz Sumo, the social network analysis tools, we discerned that @Habitat\_org should increase the volume of tweets containing video content and highlighting significant donors.

## THREE SECTIONS:

### 1. Organization

a. Habitat for Humanity

### 2. Topic:

a. "Habitat for Humanity"

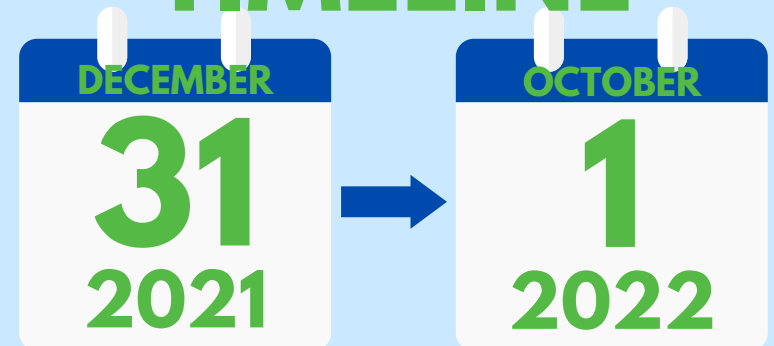
### 3. Competition

a. The Fuller Center of Housing

b. 1 Mission

c. Building Homes for Heroes

## TIMELINE



## PLATFORMS TRACKED





# EARNED DATA: Organization



# Earned Organization Data Overview:

## CROSS PLATFORM CONVERSATION DEMOGRAPHICS

### KEY INSIGHTS:

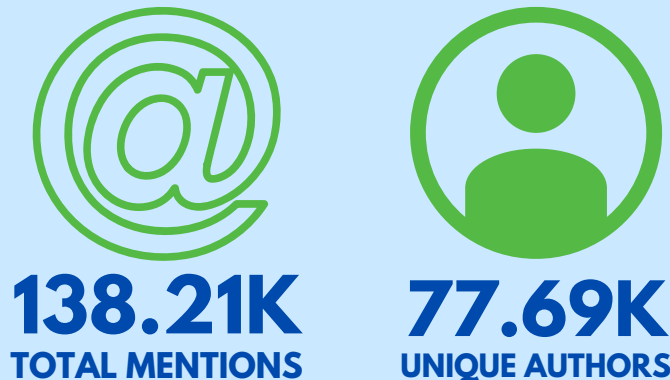
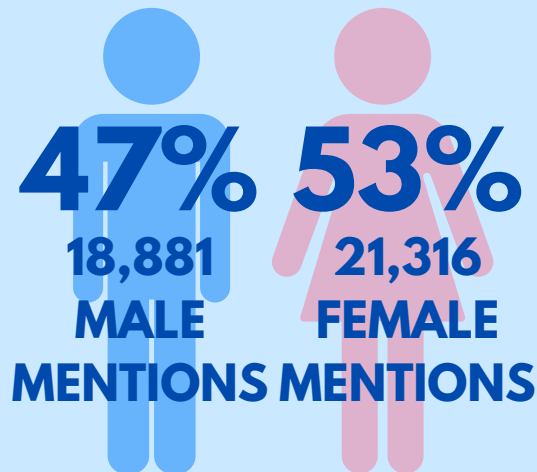
For earned organization data, the top twitter themes found were donations, President Jimmy Carter, and building homes, with the twitter theme of Jimmy Carter making up **13.1%** of the dataset. The top three trending topics were again President Jimmy Carter, Mackenzie Scott's donation to Habitat for Humanity, and National Nonprofit Day.



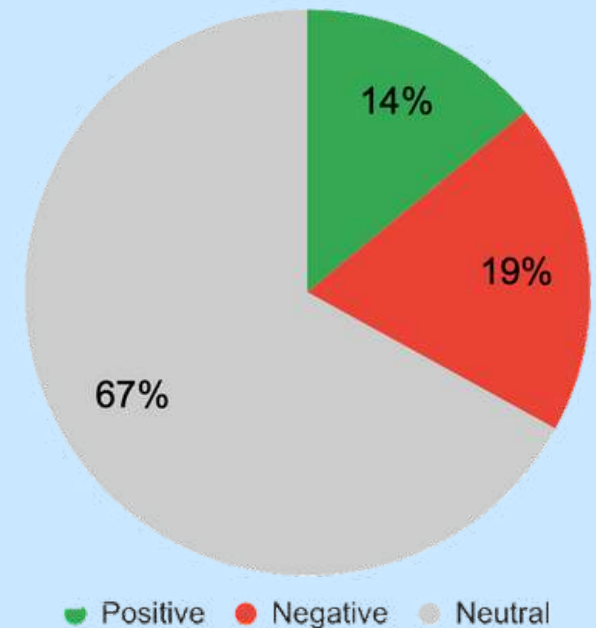
### TRENDING TOPICS:

Based upon an in-depth analysis of the topic wheel, we have found the three main topics across the mentions to be:

1. President Jimmy Carter
2. MacKenzie Scott \$436 million donation to H4H.
3. National Nonprofit Day (#nationalnonprofitday)



### SENTIMENT



# TWITTER THEMES

N=96.84k

## DONATIONS

Donations are extremely meaningful and vital to the nonprofit organization, so we expected one of the major themes to be surrounding the topic of donations, donors, and fundraising. We found that **38.08k** of the total dataset were based on the theme of donations. So, the tweets that are donation themed makeup for **39.3%** of the total dataset. The conversations regarding donations were majority neutral-making up for **82%**. The majority of the donations were neutral because the donation themed tweets were simply calling the audience to action in neither a positive or negative manner.

## PRESIDENT JIMMY CARTER

Based on the trending topics that we discovered, we have chosen to further analyze the theme of President Jimmy Carter. Out of the **96.84k** mentions on Twitter, Tweets that fall within the theme of President Jimmy Carter made up for **12.71k** tweets, which accounts for over **13%** of the total dataset. Due to the fact that President Jimmy Carter, and his wife, have been avid supporters, donors, and volunteers to Habitat for Humanity, the president is a reoccurring and special theme in the dataset. The conversation on Twitter was surrounding “Jimmy Carter” OR “President Jimmy Carter” OR “Carter.” The majority of the conversations pertaining to Jimmy Carter had a neutral sentiment with **73%** of the posts. About **15%** of the posts were positive, while **12%** of the posts were negative. The percentage of negative sentiment was the largest for tweets on the theme of President Jimmy Carter-at **12%**-due to polarized political conversation.

## BUILDING HOUSES

We also chose to analyze the theme of “Building Houses” after reviewing the main topics found in the dashboard. We discovered that the theme of “Building Homes” accounts for a total of **30.64k** tweets out of the total **96.84k** tweets. Tweets surrounding the topic of building or constructing homes are significant because the tweets in this theme make up for around **31.6%** of the total dataset. Tweets that fall within the “Building Houses” theme encapsulates all tweets regarding the construction of Habitat for Humanity homes. The sentiment was neutral at **80%** with **13%** of the posts having a positive sentiment.

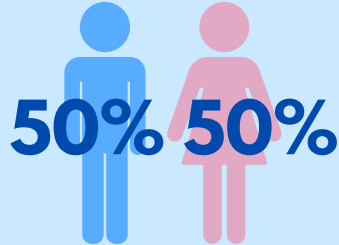
# THEME ANALYSIS

N=96.84k

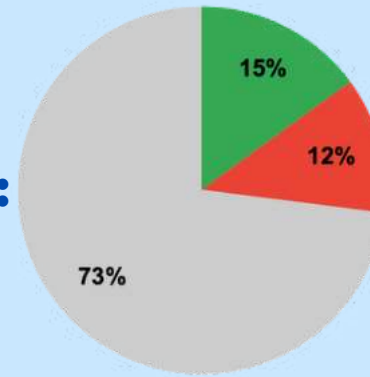
## PRESIDENT JIMMY CARTER

Number of Posts:  
n = 12.71k

(13.1% of total dataset N = 96.84k)



SENTIMENT:



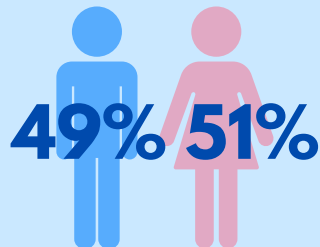
Top Hashtags:

1. #habitatforhumanity
2. #jimmycarter
3. #cartercenter
4. #jimmycarteristhebest  
amongus

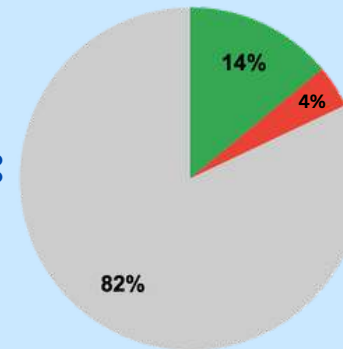
## DONATIONS

Number of Posts:  
n = 38.08k

(39.3% of total dataset N = 96.84k)



SENTIMENT:



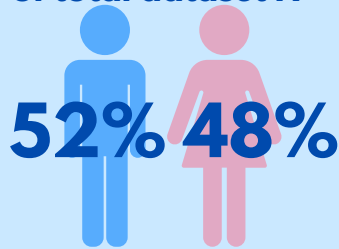
Top Hashtags:

1. #habitatforhumanity
2. #volunteer
3. #donate
4. #blackpink

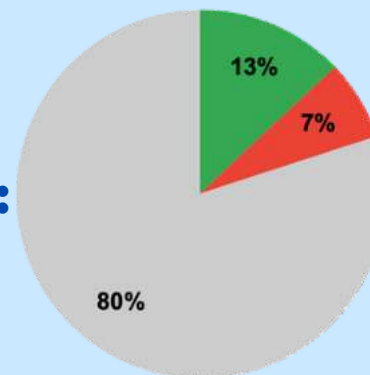
## BUILDING HOUSES

Number of Posts:  
n = 30.64k

(31.6% of total dataset N = 96.84k)



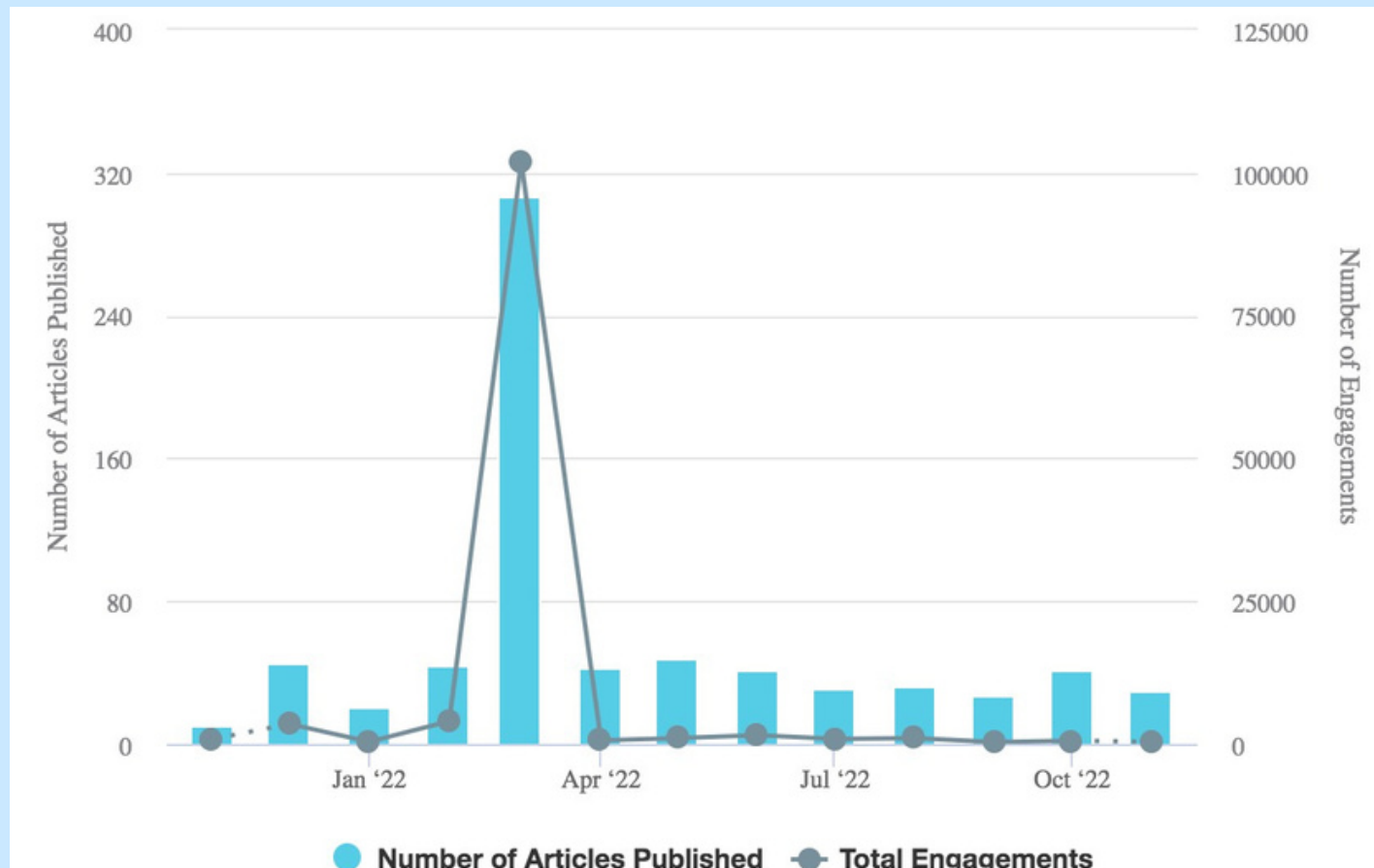
SENTIMENT:



Top Hashtags:

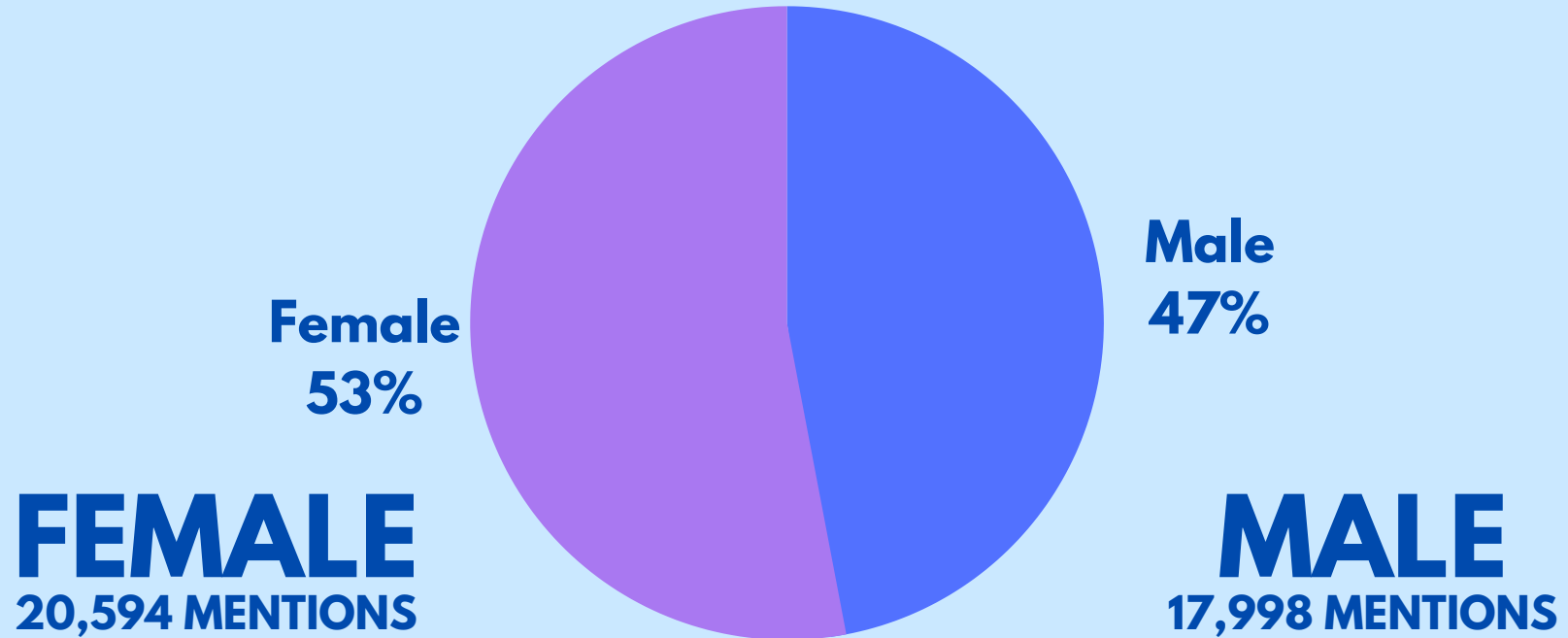
1. #habitatforhumanity
2. #voteblue2022
3. #lisa
4. #housing

# DONATION THEME ANALYSIS USING BUZZ SUMO



We used Buzz Sumo's social media network analysis to analyze the Twitter post with the highest engagement and what that post encompassed. In March 2022 the highest number of engagements and amount of articles published took place. The Twitter post that had the highest engagement during this period of time was a news article posted about Mackenzie Scott donating \$436 million to Habitat for Humanity. This article had 989 Twitter shares. Our analysis of our Buzz Sumo data lead us to recommendation 5 on page 3. Due to the fact that the topic of donations accounts for 39.3% of the total earned data - organization dataset (N=96.84K), we believe that H4H should continue to post within the popular theme in order to increase their overall engagement. Both the Buzz Sumo analysis and the analysis found on page 12 on donations as a theme, prove that the continuation of donations in Twitter conversations is a wise tactic for H4H to employ moving forward.

# GENDER-BASED ANALYSIS N = 96.84k



## TOP TWEETERS

- @austexanywhere

Robyn Emerson - employee for Habitat for Humanity in Kenya - 122 mentions

## CONVERSATION

- Politics - elections, voting, affordable housing, housing laws
- H4H mission statement
- Volunteering, images of construction, call to action, fundraising for H4H

## TOP TWEETERS

- @msuttontke

Mike Sutton is the CEO at H4H of Pinellas County Inc - 145 mentions

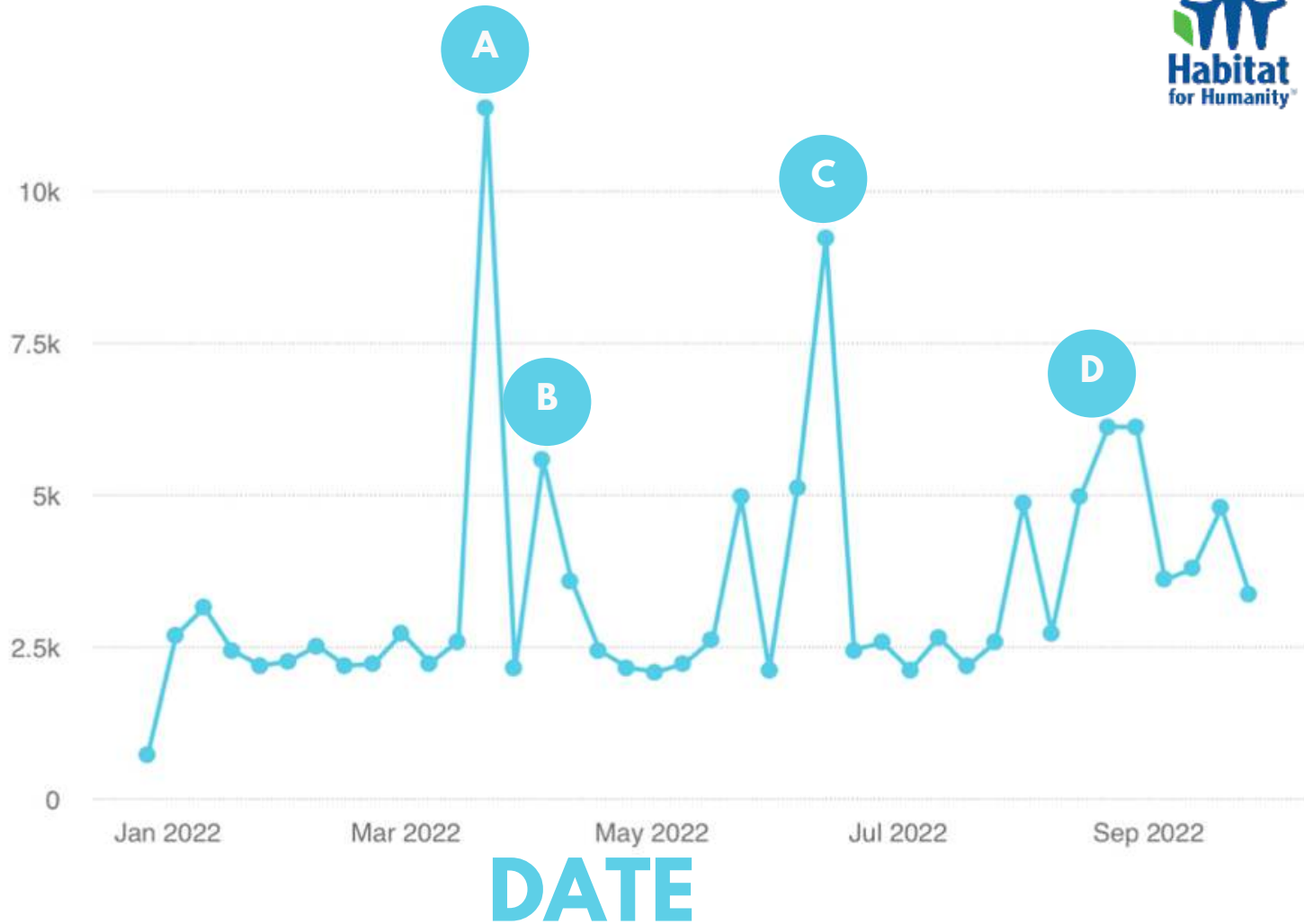
## CONVERSATION

- Habitat for Humanity promotion, fundraising, and call to action
- Education on H4H to public
- Promotes Habitat for Humanity's volunteer opportunities, their sponsors, and their dedicated workers.

# CROSS-PLATFORM SPIKE ANALYSIS



MENTION VOLUME



- A. On March 21, 2022, MacKenzie Scott (Jeff Bezos's former wife) donated \$436 million to Habitat for Humanity. This day sparked around **11k mentions** and a volume that was **330%** higher than usual.
- B. On June 7, 2022, President Jimmy Carter, a frequent devoted volunteer, in spite of a recent serious injury traveled to Nashville in order to volunteer for Habitat for Humanity. This sparked about **9.2k mentions** and a **254%** volume increase.
- C. National Nonprofit Day was on August 17, 2022, which causes an increase in mention volume and the volume was **135%** higher than usual. The #nationalnonprofitday was trending throughout the day and had around **5.9k mentions**.
- D. On April 4, 2022, Habitat Thailand received a donation from the BLACKPINK singers to help paint and renovate the multipurpose building Nonsuwan Pittayakom School, Buriram Province. This sparked an increase in the volume of about **11%** and mentioned volume reached over **5.5k**.



**EARNED DATA:**

**Topic**



# Earned Topic Data Overview:

## KEY INSIGHTS:

For topic data after reviewing all of the defined topics--including Donations, Jimmy Carter and Building Homes--we chose to further research "Building Homes" because it was the most popular. Donations accounted for 39.3% of the total topic dataset (N=96.84). We believe that they should post the most about Building Houses topic on Instagram because it has the highest positive sentiment and lowest negative sentiment. On Instagram, they should post more about women because Women Build was found to be a very unique and popular trending topic. We recommend that on Tumblr they should post more about real estate based on the unique authors' high mention.

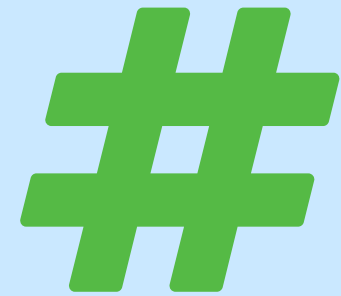


**1.53M**  
TOTAL POSTS

## TIMELINE



## PLATFORMS TRACKED



## TOP HASHTAGS:

1. #habitatforhumanity
2. #jimmycarter
3. #cartercenter
4. #jimmycarteristhebestamoungus



# CROSS PLATFORM ANALYSIS



## INSTAGRAM

**UNIQUE AUTHORS: 7**

### TRENDING TOPICS:

1. Affordable Housing  
a. 320 Mentions
2. Habitat for Humanity  
Peterbough  
a. 497 Mentions
3. Habitat ReStore  
a. 286 Mentions

**TOTAL MENTIONS:  
56,091**

### TOP HASHTAGS:

1. #habitatforhumanity  
a. 3,766 Mentions
2. #h4h  
a. 842 Mentions

### TOP INFLUENCERS:

1. @feedingamerica  
a. 321 Mentions, is an organization dedicated to ending world hunger.

18



## REDDIT

**TOTAL MENTIONS:  
20,090**

### TOP INFLUENCERS:

1. @upliftingnews 529 Mentions  
a. Uplifting News is a Reddit page dedicated to posting positive news stories.
2. @PolitelyHostile 72 Mentions:  
a. Politely Hostile is an influencer on Reddit who posts about injustices within the world- including affordable housing
3. @ParkingPsychology 134 Mentions  
a. Parking Psychology posts about ongoing construction projects.

**UNIQUE AUTHORS:  
13,660**

### TRENDING TOPICS:

1. Jimmy Carter  
a. 330 Mentions
2. Construction Worker  
a. 191 Mentions
3. Habitat for Humanity  
a. 181 Mentions



## TUMBLR

**TOTAL MENTIONS:  
8,396**

### TOP INFLUENCERS:

1. @collectionnola (64 Posts)  
a. New Orlean's organization that raises awareness for philanthropies
2. @brianafierce (63 Posts)  
a. Influencer discussing affordable housing within America
3. @feministdad (46 Posts)  
a. Philanthropist

**UNIQUE AUTHORS: 6,709**

### TRENDING TOPICS:

1. Habitat for Humanity  
Restore  
a. 566 Mentions
2. Donations of Time  
a. 366 Mentions
3. Building Materials  
a. 525 Mentions

# **EARNED DATA: Competition**



# Earned Competition Data Overview:

COMPETITION DATA SET N=973.17k

## KEY INSIGHTS:

Habitat for Humanity tends to have a lot of competition building homes for people in need. That being said, we decided to focus in on the top three biggest competitors that were The Fuller Center for Housing, 1 Mission, and Building Homes for Heroes. All of these comparative organizations are similar to Habitat for Humanity in the way that they are all non-profit organizations who are hoping to end homelessness altogether and change people's lives. The incredible actions that are being taken is thanks to the volunteers who basically run the organizations. Based on the competition data, we found that there were **973.17K mentions** and **611.05K unique authors**.



**973.17K**  
TOTAL MENTIONS

**Comparable Organizations:**  
1. The Fuller Center for Housing  
2. Building Homes for Heros  
3.1 Mission



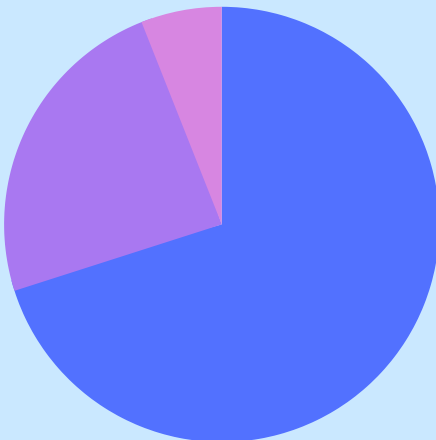
**611.05K**  
UNIQUE AUTHORS

## SHARE OF VOICE

Building Homes for Heros

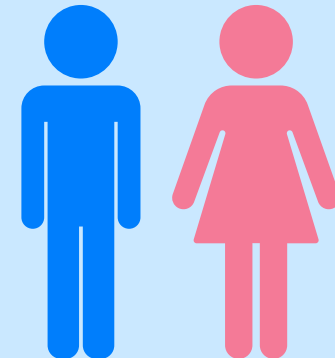
6%

1 Mission  
23.9%



The **Share of Voice** is represented by a pie chart seen to the left, which compares the volume by each organization. Based on the data in the graph, TFCFH has the most SOV by a landslide of **70.1%**. Second, 1 Mission has a SOV of **23.9%** and lastly, BHFH has the lowest at **6%**.

The Fuller Center for Housing  
70.1%

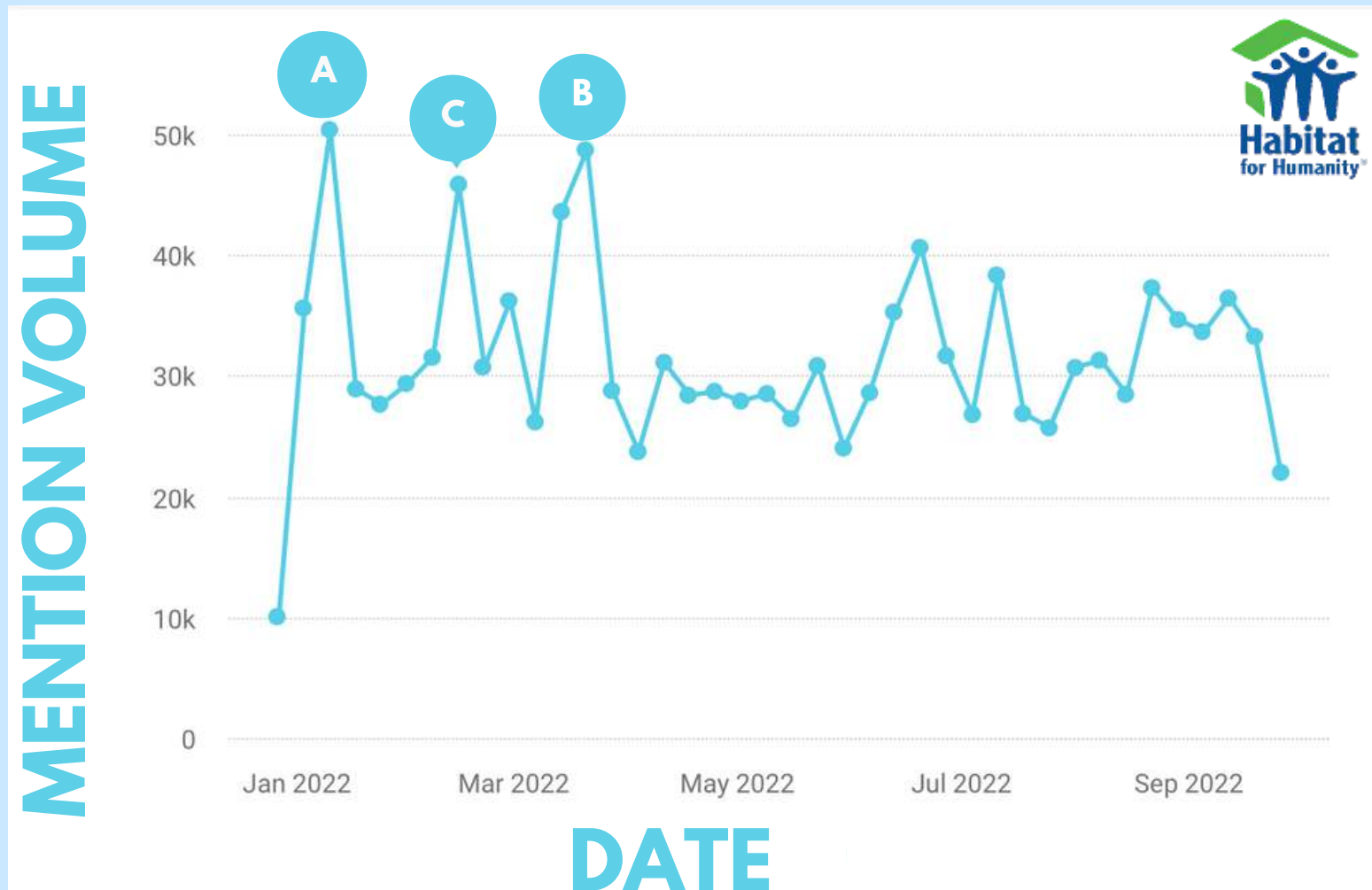


**66%** **34%**  
642,292 330,877  
MALE FEMALE  
MENTIONS MENTIONS



# COMPETITION DATA SET N=973.17k

## SPIKE ANALYSIS: Entire Dataset

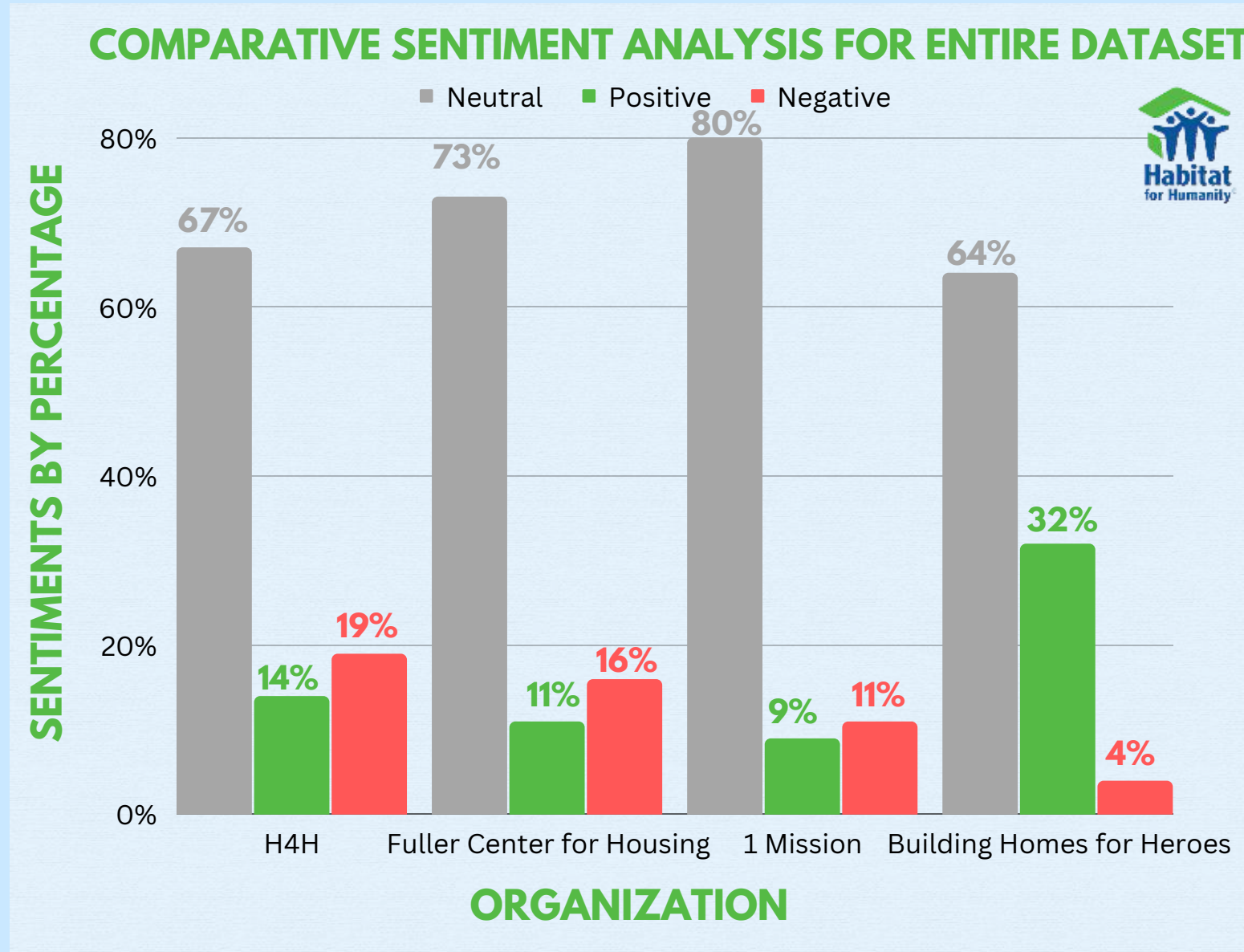


**A. January 10th:** The largest spike in the twitter dataset, across all competition organizations, was on the January 10th. On this date, Building Homes for Heroes received a prestigious four star rating from Charity Navigator. The topic received over **2.3k mentions**.

**B. March 21st:** The hashtag #JustinFlation trended on twitter when outrageous prices for Canadian homes and increasingly poor housing availability was addressed. There were **1,247 mentions** using the hashtag.

**C. February 14th:** All four of the organizations posted tweets surrounding the theme of Valentine's Day. Due to the organizations' tweets on the holiday, there was a combined **671 retweets** for the Valentine's posts. This data backs up recommendation 7.

# COMPETITION DATA SET N=973.17k

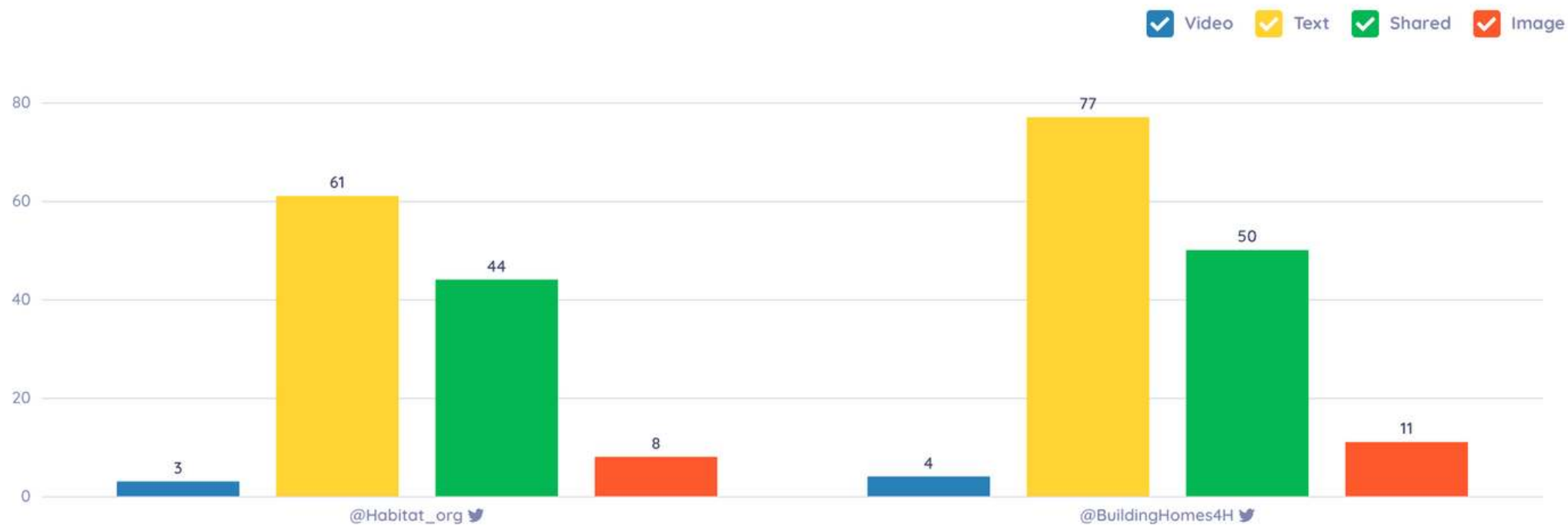


According to the bar graph, most of the tweets among Habitat for Humanity and the comparable organizations have a neutral sentiment. Besides Habitat for Humanity, Fuller Center for Housing has the highest percentage of negative sentiments pertaining to their posts. Building Homes for Heroes also has the highest percentage of positive sentiments among their posts.



# COMPETITION ANALYSIS USING KEYHOLE

Post Type



Keyhole.

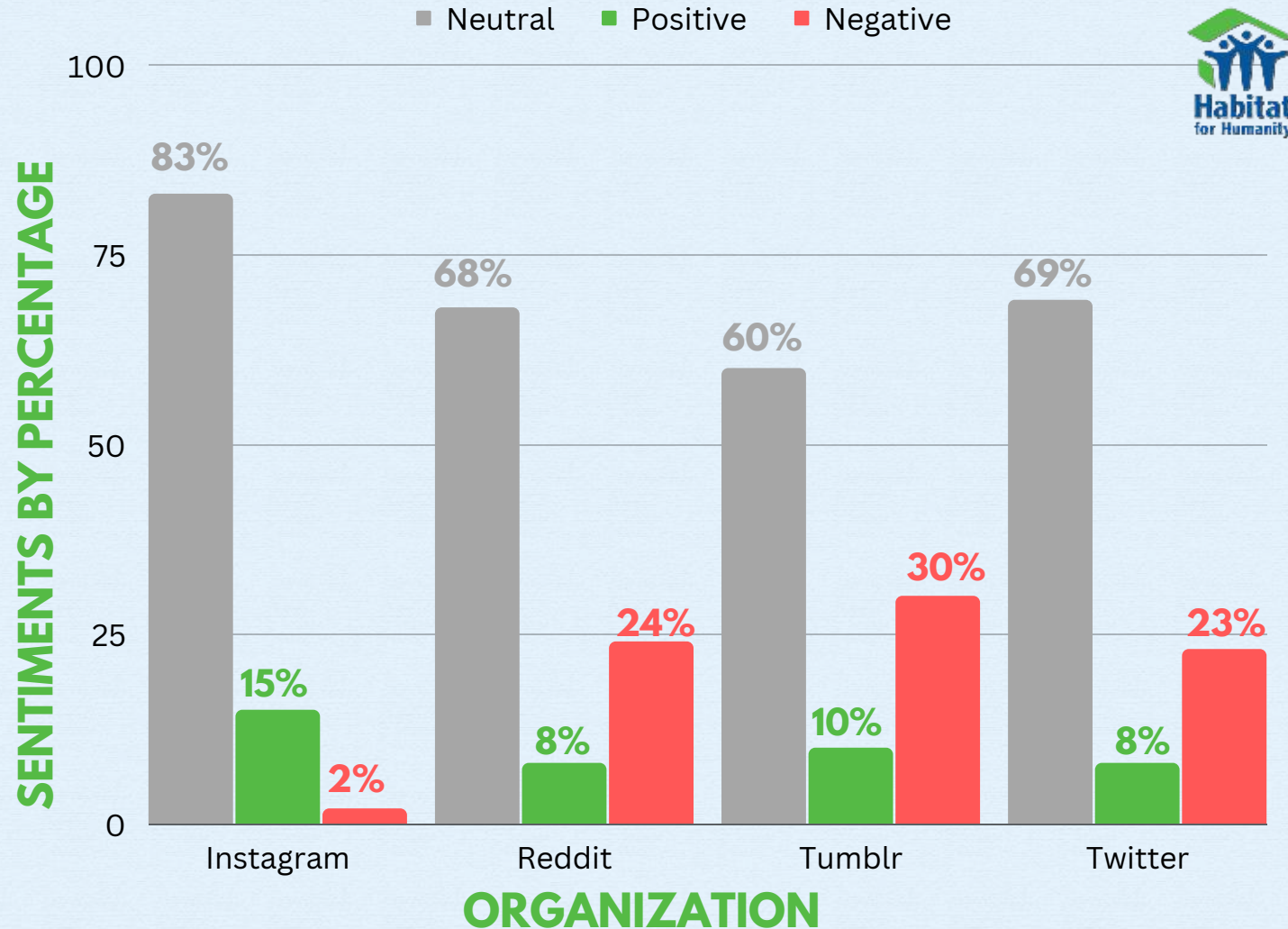
We used Keyhole's social media network analysis to analyze the Twitter posts in comparison to Building Homes for Heroes. Based on the graphs, Building Homes for Heroes posts more overall on Twitter than Habitat for Humanity does. Both Twitter accounts have the same amount of types of posts in order from text being the most, then shared, then image, then video at the lowest. We used the KeyHole data in order to recommend for the Twitter page, @Habitat\_org, to increase the volume of tweets containing video content. Visual content--specifically videos--may increase the average engagement because based on our owned media analysis, we found that "No Media" received the lowest level of average engagement at 4.3. This data led us to recommendation 8., which encourages the use of H4H video content within posts.

# PLATFORM TOPIC-DATA ANALYSIS



# TOPIC DATASET: SENTIMENT

## COMPARATIVE SENTIMENT ANALYSIS FOR TOPIC DATASET

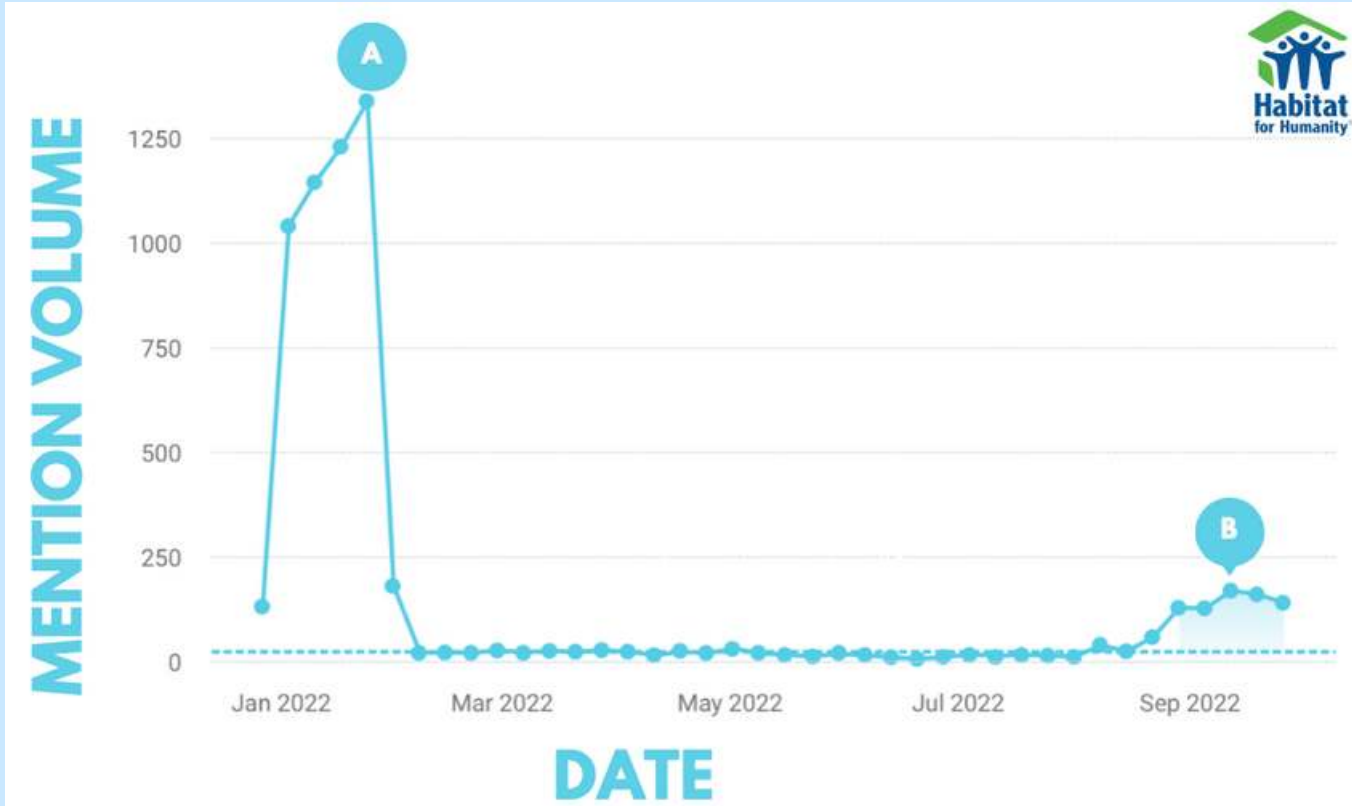


According to the bar graph, most of the tweets among all of the various platforms have a neutral sentiment. Tumblr has the highest percentage of negative sentiments pertaining to their posts. Also, Instagram has the highest percentage of positive sentiments among their posts, which led us to formulate recommendation 10. The recommendation encourages H4H to post more on their Instagram platform due to the positive sentiment.



# INSTAGRAM N=7,014

## TOPIC SPIKE ANALYSIS



A. During the month of January, we can see that there was the highest volume of mentions within the topic of building houses—reaching **1,337 total mentions** on **January 24th, 2022**. The rapid increase in mentions is due to the awareness spread of differing housing initiatives entering the new year. For instance, "Next Steps"—a 2.7 million dollar initiative—was enacted within Southern Australia in order to construct and provide affordable housing to its citizens in the new year.

B. On **October 1st, 2022**, former President **Jimmy Carter** celebrated his 98th birthday. Jimmy Carter has continuously been an influential figurehead for H4H and affordable housing legislation. During the first week of October, many Instagram users were wishing the former president a happy birthday and well wishes—accounting for **211 mentions**. We used this data to come up with recommendation 4.



## TRENDING TOPICS

1. Habitat for Humanity  
a. Mentions = 332
2. Building Materials  
a. Mentions = 159
3. Women Build  
a. Mentions = 59

# TOPIC-DATA THEME ANALYSIS



# THEME ANALYSIS: APPLYING CUSTOM CLASSIFIERS



**N = 162.98K mentions**  
**103.89K Unique Authors**

## THEMES

- 1. Affordable Housing 27% N = 48.08K mentions**
- 2. Money 19.36% N = 32.72K mentions**
- 3. Construction 14.0% N = 22.86K mentions**
- 4. Homeless 7.06% N = 11.52K mentions**

Because we have a great understanding of the content present within our topic dataset, we chose the following themes: affordable housing, money, construction, and homeless. Using the Custom Classifiers function on BrandWatch, we were able to narrow down our data using keywords and separate our data into larger categories and subsets. These four major themes each account for over 5% of the total dataset and they allow us to thematically focus our Twitter research.

## TOP HASHTAGS

- 1. #affordablehousing**  
a. 20,073 tweets
- 2. #housing**  
a. 3,997 tweets
- 3. #housingcrisis**  
a. 1,624 tweets

# THEME ANALYSIS: APPLYING CUSTOM CLASSIFIERS

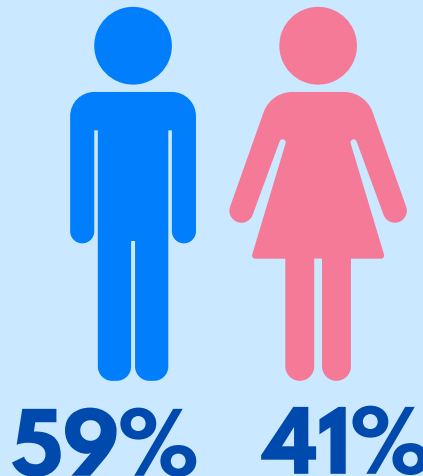
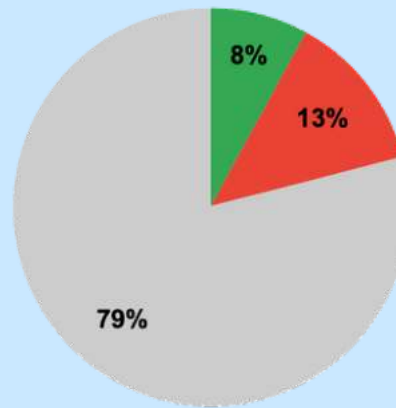
## Affordable Housing N=48.08K

The theme identified that accounts for the highest percentage of the topic dataset (27%) is affordable housing. After reading through various tweets that fell within the theme, we discerned that the conversation mainly surrounded the need for affordable housing in locations internationally - mainly within the U.S., Europe, and Africa. The theme of affordable housing encompasses conversations on politics, housing policies, regulations, and more.

When comparing sentiment, there is a higher percentage of negative tweets (13%) in comparison to positive (8%). The tweets have a higher negative percentage because many of them are written by dissatisfied citizens who desire more affordable housing. Generally, the positive tweets discuss worthwhile movements and actions toward more affordable housing and housing construction.

Due to the high popularity of the theme affordable housing, we used the data to devise recommendation 9. We recommended that Habitat for Humanity, should create more posts focused on the topic of "Affordable Housing" in order to broaden their audience and increase organization awareness.

## SENTIMENT



## INFLUENTIAL USERS

### 1. @gbibuildingco

GreenBuilt Co is a company that constructs zero emission, green houses and fights to improve housing availability internationally. They account for 440 mentions.

### 2. @affordable\_homes

Affordable Housing Action is an organization that makes up 275 mentions. They raise awareness and fundraise for affordable housing projects and policies within the U.S.

## TOP HASHTAGS

1. #affordablehousing  
a. 20,073 tweets
2. #housing  
a. 3,997 tweets
3. #housingcrisis  
a. 1,624 tweets



# APPENDIX

## ORGANIZATION

("Habitat for Humanity" OR H4H OR #HabitatForHumanity)

## TOPIC

("Habitat for Humanity" OR H4H OR #HabitatForHumanity) AND ("affordable housing" OR volunteer OR volunteers OR housing OR homeownership OR building OR construction OR volunteering OR affordable OR mission OR "affordable homes" OR homeowners OR awareness OR nonprofit OR homelessness OR fundraising OR organization OR impact OR family OR families OR "housing crisis" OR staff OR "cost of living" OR support OR community OR CEO OR sustainable OR project OR projects OR career OR global OR partnership OR disaster OR mortgage OR payment OR payments OR "land ownership" OR celebrate OR donors OR donations )

## COMPETITION

("The Fuller Center for Housing" OR "Fuller Center" OR "Fuller" OR "FCH" OR @fullercenter)  
("1 Mission" OR "One Mission" OR @1missionorg OR #1MISSION)  
("Building Homes for Heros" OR "Homes for Heroes" OR "Building Homes" OR @buildinghomesforheros OR #BuildingHomesForHeroes)

## Social Media Tool: Buzz Sumo

We used Buzz Sumo's social media network analysis to analyze the Twitter post with the highest engagement and what that post encompassed. The Twitter post that had the highest engagement during this period of time was a news article with 989 Twitter shares posted about Mackenzie Scott donating \$436 million to Habitat for Humanity. Our analysis of our Buzz Sumo data lead us to recommendation 5 on page 3. Due to the fact that the topic of donations accounts for 39.3% of the total earned data - organization dataset (N=96.84K), we believe that H4H should continue to post within the popular theme in order to increase their overall engagement. Both the Buzz Sumo analysis and the analysis found on page 14 on donations as a theme, prove that the continuation of donations in Twitter conversations is a wise tactic for H4H to employ moving forward.

## Social Media Tool: Keyhole

Keyhold is a social media analysis network. We used Keyhole's to analyze the Twitter posts in comparison to Building Homes for Heroes. Based on the graphs, Building Homes for Heroes posts more overall on Twitter than Habitat for Humanity does. Both Twitter accounts have the same amount of types of posts in order from text being the most, then shared, then image, then video at the lowest. We used the KeyHole data in order to recommend for the Twitter page, @Habitat\_org, to increase the volume of tweets containing video content. Visual content--specifically videos--may increase the average engagement because based on our owned media analysis, we found that "No Media" received the lowest level of average engagement at 4.3 See the figure on page 22.



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## **AdPR 5750 Social Media Analytics Fall 2022**

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