

CHILDREN'S MIRACLE NETWORK



**Children's
Miracle Network**



SEE > Suite

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

@SeeSuiteUGA seesuite.uga.edu

PREPARED BY
Sara Camuso, Emma
Dew, Ellie Zupko

TABLE OF CONTENTS

Executive Summary.....3

Data Overview.....4

Top Recommendations.....5

All Recommendations.....8

Owned Data9

Earned Comparable Data.....4

Earned Topical Data.....19

Social Network Analysis.....27

Appendix.....31

Executive Summary

Statement of Business Problems

Children's Miracle Network (CMN) is a non-profit that collects donations to fully fund their partnering hospitals in the United States and Canada. Their mission is to increase funds and awareness for Children's Miracle Network Hospitals. CMN has numerous partnerships and programs that help support the mission. In our analysis we utilized Brandwatch and Node Excel to sort and gather data. We discovered some weaknesses that CMN has in their social media is that they do not always include hashtags, they do not post links to donation sites often enough, and Below are our goals we have created after analyzing our initial dataset:

Statement of Goals

- Find strengths and weaknesses in CMN twitter use and understand the conversation surrounding CMN
- Analyze owned, earned, and topical data
- Create recommendations for CMN to increase donations, positive sentiment, and awareness of their organization through twitter posts





DATA OVERVIEW

Children's
Miracle Network

Data Overview

The data we collected from Brandwatch was from January 1, 2022 to August 29, 2022. We primarily used Twitter for our analysis, due to the limitation of lacking Facebook and Instagram data. Below we have the specifics of our data listed for owned, earned, and topical data.

Owned Data

Total Tweets

- 27,810 tweets

Date Range

- January 1, 2022-August 29, 2022

Earned Data

Total Tweets

- 260k tweets

Platforms Analyzed

- Twitter

Competitors

- St. Jude
- Ronald McDonald House
- March of Dimes

Date Range

- January 1, 2022-August 29, 2022

Topical Data

Total Tweets

- 8,040,000 mentions

Platforms Analyzed

- Twitter

Themes

- Children's Hospitals
- Care
- Volunteers
- Parents

Date Range

- January 1, 2022-August 29, 2022





TOP RECOMMENDATIONS

Children's
Miracle Network

Acknowledge the concern of hospitalizations from COVID-19 and tweet how patients can treat or prevent illness



Focus on Children's awareness months and hone in on the cause-connection.



Increase engagement in posts calling for donations by including a patient testimony.



Children's Miracle Network Hospitals

All Recommendations

1. Acknowledge the concern of hospitalizations from COVID-19 and tweet how patients can treat or prevent illness.
2. Increase engagement for posts calling for donations.
3. Increase engagement for holiday posts.
4. Increase content within quote tweets.
5. Increase use of signature hashtags on posts.
6. Focus on children's awareness months and hone in on the cause-connection.
7. Interact more with the posts of partners, regardless if they are discussing CMN hospitals or not.
8. Research what types of posts make users more inclined to donate.
9. Show sympathy by tweeting about trends in the news.
10. Interact more with the posts of partners, regardless if they are discussing CMN hospitals or not.
11. Share more volunteer opportunities for followers wanting to get involved in more ways than financial support.
12. Partner with one of the comparable organizations to raise funds and awareness together.



OWNED DATA

Children's
Miracle Network

Executive Summary- Owned Data

When analyzing Children's Miracle Network, we decided to dive deeper into different categories such as the sentiment, demographics, and top unique items of the following categories: #ChangeKidsHealth, Extra Life 4 Kids, Donate, and Health. Along with comparable organizations like St. Jude, Ronald McDonald House Charities, and March of Dimes.

98% of the data that we looked at was from Twitter, with 1% being YouTube and 1% blogs. Within this data, we found that Extra Life 4 Kids generated a lot of engagement across all themes with their online game events. #ChangeKidsHealth did as well as that staple hashtag is used in the majority of tweets, 20.4% of our data set. St. Jude garnered the most engagement out of all of the comparable organizations.

Questions:

- Which theme generates the most engagement among users?
- Is there a specific month of the year in our dataset when all theme's will generate more engagement?
- Which comparable organization will cause the biggest spike?
- Is there one gender that engages with a specific theme more than the other?



What to do?

How to do it?

Why?

Increase engagement for posts calling for donations.

To improve engagement CMN Hospitals should include a donation link in tweets with patient stories

Posts with links to fundraising were posted the second-highest amount of the tweets coded (n=86) but there is low engagement. Posts with patient stories had the highest amount posted (n=117) and retweeted. We believe combining fundraising links with patient stories will elicit an emotional response that will lead to more donations.

Increase engagement for holiday posts.

Including pictures of CMN children around in posts relating to holidays will help increase engagement for holiday posts.

There were only 6 posts in regards to holidays of the tweets quoted and an average of less than 2 retweets. Due to CMN children and families receiving the most engagement of image and video content (n=128) and an average of 10.5 retweets, adding photos or videos of children in holiday posts will elicit a positive response from followers and they will be more inclined to engage.

Increase content within quote tweets.

Include relevant information to CMN and their hospitals in the quote tweet. Add call to action hashtags (#ChangeKidsHealth).

There are a fair amount of quote tweet posts (n=60), but there is very little engagement. These tweets are quoting other organizations' original tweets, and those original tweets have more engagement than when CMN quotes them. We think if CMN includes more information in the quoted part such as using a hashtag or writing in relation to a hospital or the post specifically, other than saying "Check out this post," there will be more engagement with their quote tweets.

Increase use of signature hashtags on posts.

CMN should include their hashtags such as calls to action and slogan on almost every post (ex. #ChangeKidsHealth, #KidsCantWait).

Both Call to Action (n=31) tweets and Events (n=27) with the use of hashtags increased engagement on Twitter. CMN should use those as always to continue to increase engagement.

Actionable Insights- Owned Data

Theme of Tweet

We found that posts including a patient's story accompanied with a picture of the patient, the patient and their family, or the patient and their doctor have the most engagement. The majority of these posts are also accompanied with a tag of the hospital the kids were treated at and/or a hashtag such as #KidsCantWait or #ChangeKidsHealth. The posts with mentions have a higher amount of retweets than the posts without mentions.

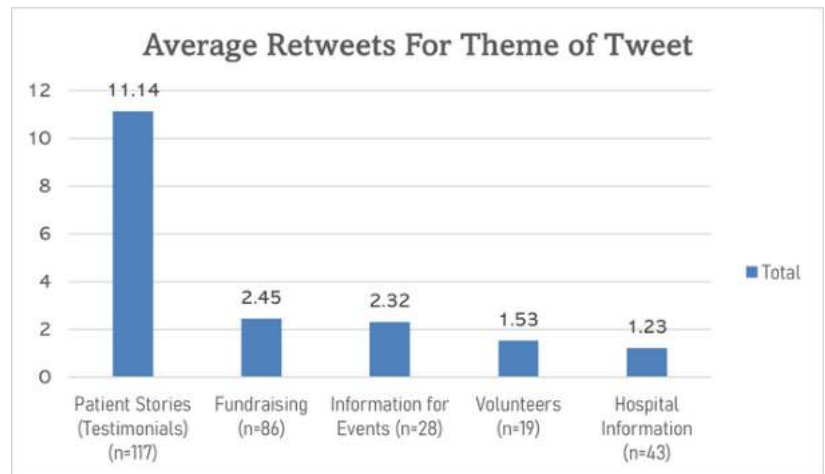
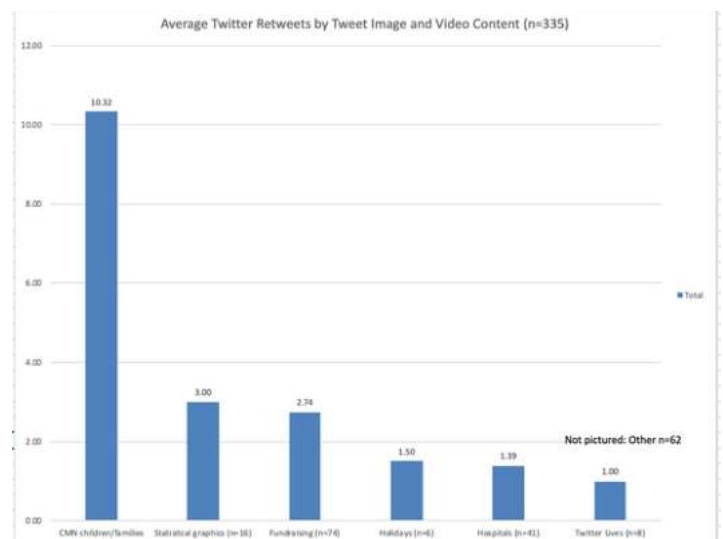


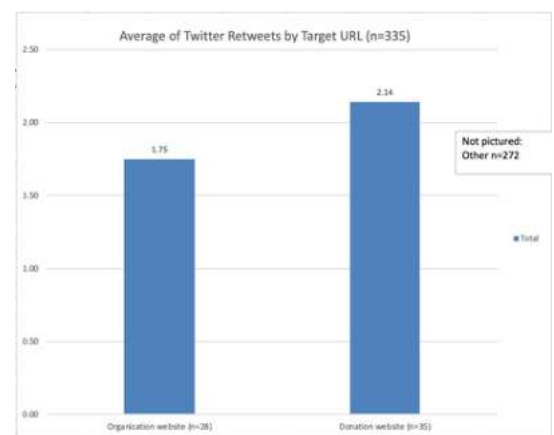
Image and Video Content

From the findings in the graph, we are able to see that tweets accompanied by a hashtag and photo receive the most engagement. The graph also gives insight that tweets with videos received more engagement than tweets with just photos. We also found that tweets with fundraising graphics accompanied with a mention of a partner organization received more engagement than a tweet with a normal photograph and no mention.



URL Target

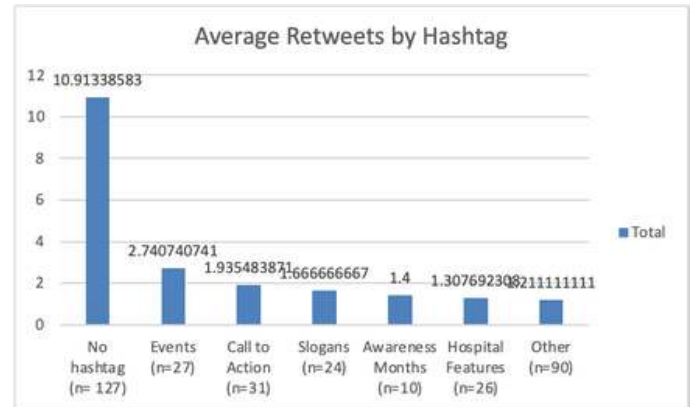
We found that tweets with links to donation websites accompanied by mentions of organizations involved and hashtags received more engagement than posts without hashtags and mentions. In addition, we found that tweets with links unaccompanied by a photo or graphic received less engagement with viewers and followers than if those aspects were in the tweet.



Actionable Insights- Owned Data

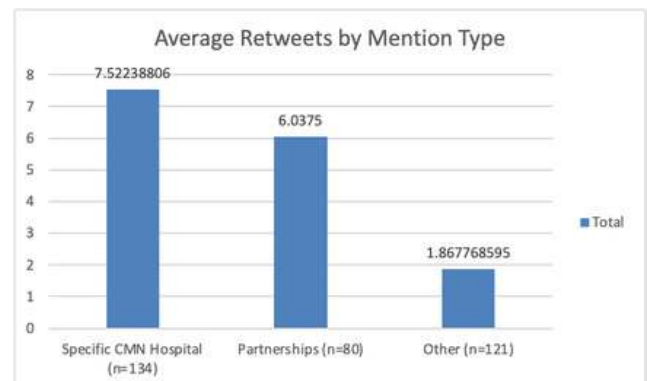
Hashtags

There were 7 different categories for hashtags; however, the most successful tweets did not have hashtags or they were Call to Action hashtags, thus trying to get their audiences to donate or consider helping Children's Miracle Network. The tweets with no hashtags that were extremely successful were ones with patient stories and images, thus intriguing the audience with appeals to emotions.



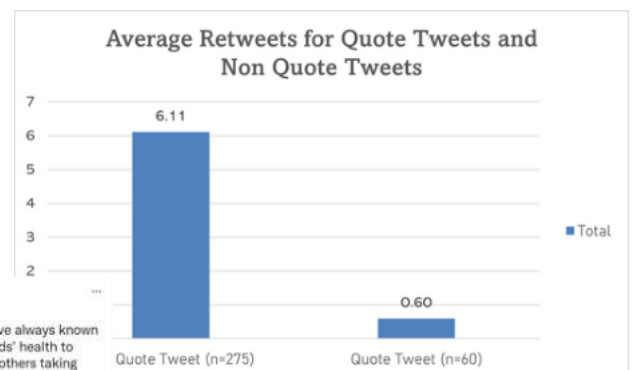
Mention Type


There were two main mention types in CMN's tweets, those being specific CMN hospitals or partnerships. When mentioning a specific CMN hospital, the engagement was greater than when they would mention companies they were partnering with in fundraising.



Quote Tweets

About 1/3 of the quote tweets that were not retweeted had no hashtag or mention accompanying the post. However, almost all of the quote tweets with retweets included a mention or a hashtag as shown in the screenshot on the next slide.





EARNED ORGANIZATIONAL DATA

Children's
Miracle Network

Executive Summary- Earned Data

When analyzing Children's Miracle Network, we decided to dive deeper into different categories such as the sentiment, demographics, and top unique items of the following categories: #ChangeKidsHealth, Extra Life 4 Kids, Donate, and Health. Along with comparable organizations like St. Jude, Ronald McDonald House Charities, and March of Dimes.

98% of the data that we looked at was from Twitter, with 1% being YouTube and 1% blogs. Within this data, we found that Extra Life 4 Kids generated a lot of engagement across all themes with their online game events. #ChangeKidsHealth did as well as that staple hashtag is used in the majority of tweets, 20.4% of our data set. St. Jude garnered the most engagement out of all of the comparable organizations.

Questions:

- Which theme generates the most engagement among users?
- Is there a specific month of the year in our dataset when all theme's will generate more engagement?
- Which comparable organization will cause the biggest spike?
- Is there one gender that engages with a specific theme more than the other?



What to do?

How to do it?

Why?

Focus on children's awareness months and hone in on the cause-connection.

Every day of the month, tweet a fact about X being spotlighted that month or about a child and family affected by X.

The insights show that Twitter users are more likely to engage when there is a special day around the corner (i.e. Miracle Treat Day) Therefore, if CMN were to post content every day of an awareness month and even build up to the month, Twitter users will be more likely to engage.

Interact more with the posts of partners, regardless if they are discussing CMN hospitals or not.

Retweet and quote tweets of the partners on a more frequent basis and include key hashtags in the retweets and quote tweets.

Retweeting and quoting the tweets of partners shows a good relationship between them, and adding a key hashtag (#ChangeKidsHealth, #KidsCantWait), boosts positive sentiment as seen in our insights, as well as the conversation surrounding CMN hospitals.

Research what types of posts make users more inclined to donate.

Send out a survey to the DMs of users that follow CMN on Twitter and ask questions regarding posts and making donations.

There is mainly neutral sentiment when it comes to posts about donating, and the positive sentiment tends to be lower. There even was one negative spike in our data surrounding donations. Finding out what may incline users to donate more, and what positive words that can be used to help gain more donations, will overall benefit CMN hospitals.

Earned Org Data Gender Analysis

Donations

The demographics of the hashtags and mention types listed above are 69% male and 31% female. Within both genders' conversations on Twitter, they both talked about how they have donated to CMN or are encouraging their followers to donate to CMN. When looking at the months when female participation were higher, it was around the time of college campus' Dance Marathon fundraisers. When it came to men, their highest interaction month revolved around sporting events or television shows that were also promoting it.

Health

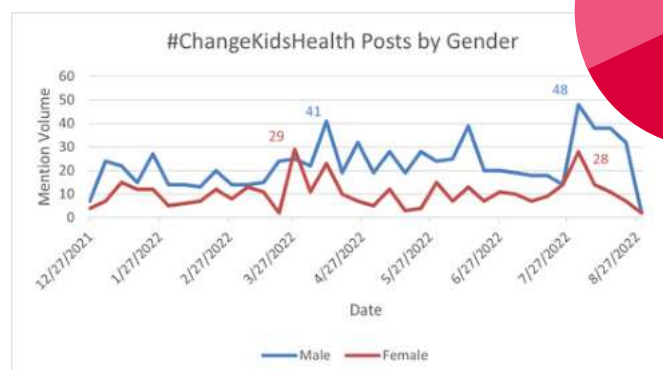
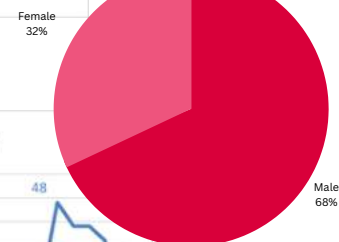
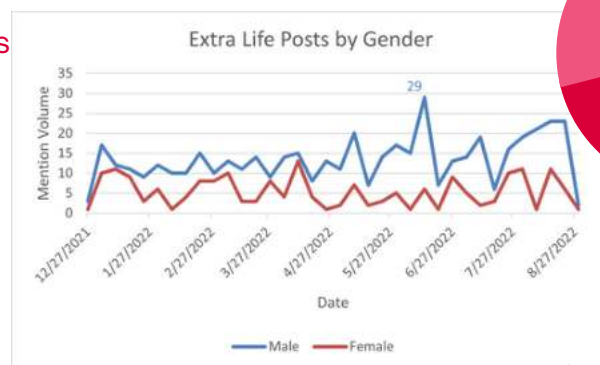
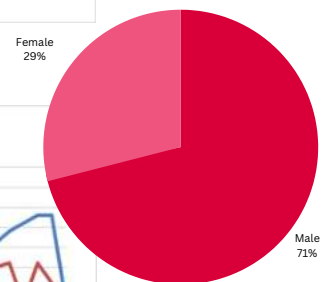
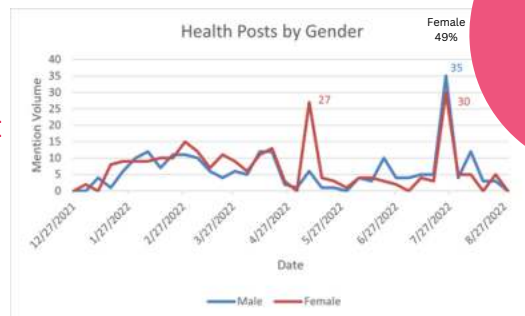
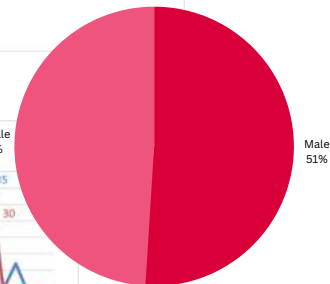
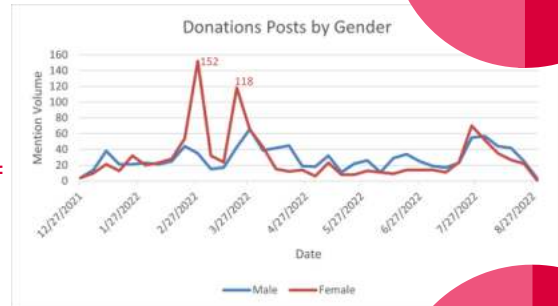
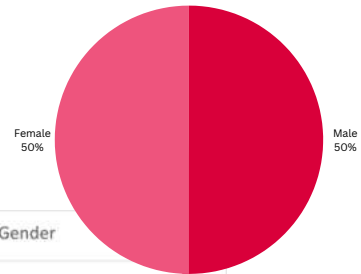
There were overall more female tweeters about this theme than male at 57%. The day the most males tweeted was on Miracle Treat day, and the day the most women tweeted was the free bandages fundraising campaign.

Extra Life

There were overall more men tweeting about this theme than women at 71%. This is most likely due to the fact that Extra Life is a program built on gaming, which is a predominantly male hobby. The most tweets by men came the week of June 13, which is the week before Father's Day. There was no significant spike in tweets by females.

#Changekidshealth

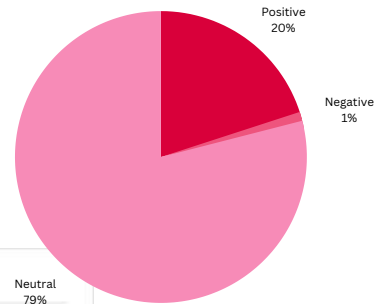
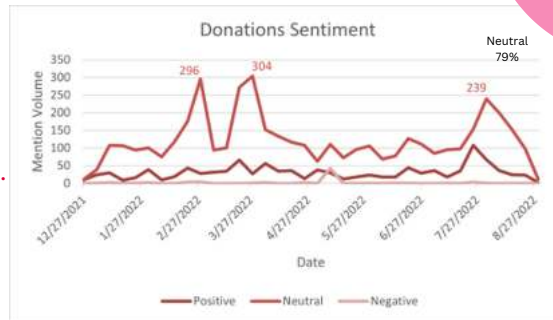
Overall, there were more men tweeting with the hashtag ChangeKidsHealth at 68%. Similar to Extra Life, this is due to the fundraising program built on gaming. The most tweets by men came from August when there was an event announcement called MindCrack Marathon, a fundraiser by gamers and content creators.



Earned Org Data Sentiment Analysis

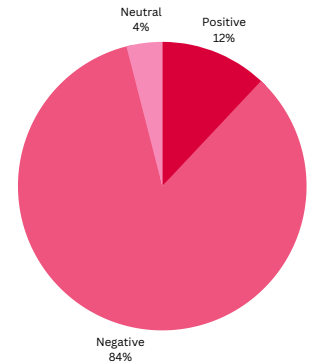
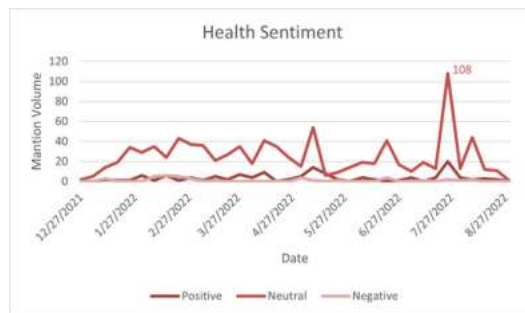
Donations

The positive conversations that were under this section talked about the different times they have donated, why people donate to CMN, where you can donate, and when they had specific fundraising days that would trend. The negative conversations that took place about donations and support were along the lines of how people are complaining that CMN asks to often for donations or also how people have accidentally donated to the wrong place and lost their money. Most of the conversations were considered neutral and asking for donations to CMN but there was a lack of more enthusiastic wording, thus causing them to be “neutral”.



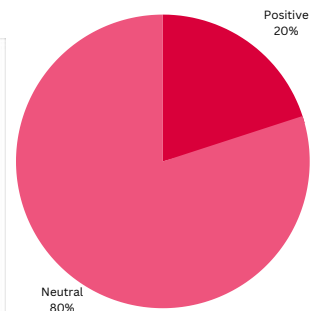
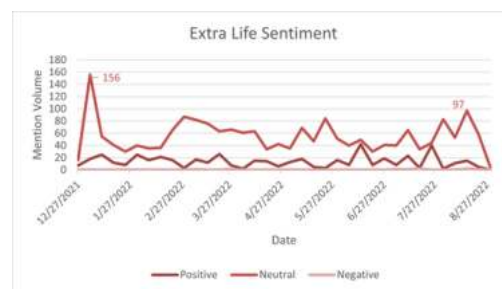
Health

There were 1,138 total mentions and 805 unique authors. These tweets account for 3.9% of the whole data set. The biggest positive spikes were in May and July, due to a fundraising campaign of ordering bandages and pleading donations and Miracle Treat Day, a campaign with Dairy Queen, at the end of July. These two dates were also what saw the largest number of neutral tweets as well.



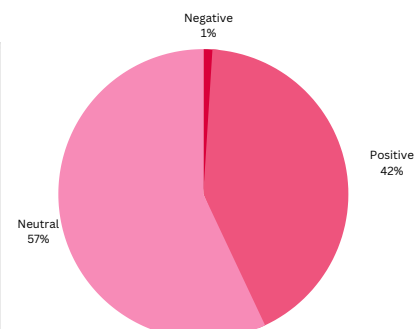
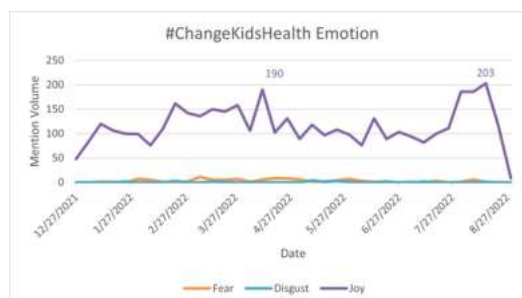
Extra Life

There are a total of 2,553 tweets related to this theme in our data set. There are a total of 695 unique authors. The biggest spike was neutral sentiments on January 4th. This was due to a streaming event on the platform Twitch. The largest positive spikes took place in June and July, surrounding gaming events put on by Extra Life, CMN's fundraising program through online video games and board games.



#Changekidshealth

The conversation around #ChangeKidsHealth is typically in relation to a call to action, asking followers to help contribute to changing kids' health. These tweets tend to be in a neutral or positive sentiment because the tweets are engaging positive feelings around changing kids' health or using the call to action to garner donation in a neutral tone.



18 There were 5,857 total mentions in this data set, making up 20.47% of all posts in our data set.



EARNED TOPICAL DATA

Children's
Miracle Network

What to do?

How to do it?

Why?

Show sympathy by tweeting about trends in the news.

When there is a trend in the news that affects children such as a school shooting, post sympathy for the area and the families affected. This could even be done by retweeting or creating quote tweets.

One of the biggest spikes in tweets for parents were conversations about a school shooting (n=50,368). Posting about these concerns will help connect with new audiences and increase interaction.

Tweet about how patients can prevent illnesses that are seeing rises in cases.

Tweet infographics that give tips for how to prevent illnesses or give tips in a thread of tweets.

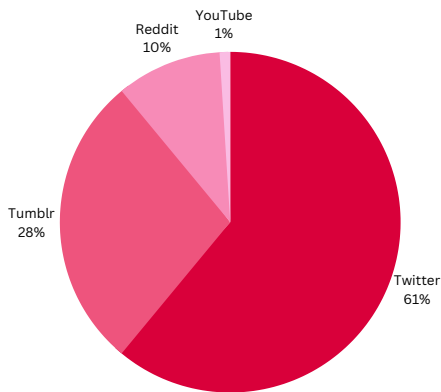
The winter months saw an influx of tweets showing concern over children being hospitalized by COVID-19 (n=168,043). It is important that parents and young children know to prevent COVID-19, as well as other seasonal illnesses such as the flu.

Tweet about volunteers that come to help out at hospitals or events that support hospitals.

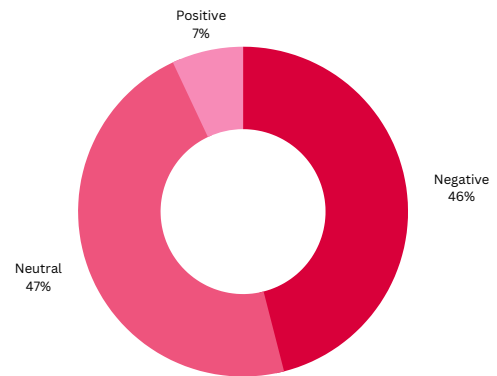
Post tweets with pictures or videos of what the volunteers are doing and where.

Much of the conversation surrounding volunteers generated mainly negative sentiment concerning what they see happen at hospitals (n= 23,510). By tweeting showing thanks to the volunteers, it will show appreciation for their time and help generate a more positive conversation surrounding volunteering.

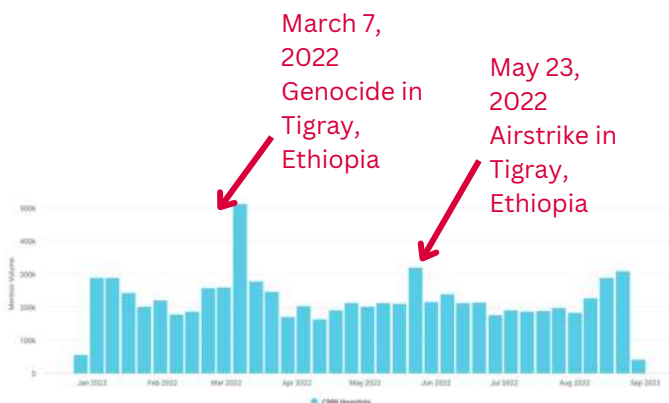
Whole Data Analysis



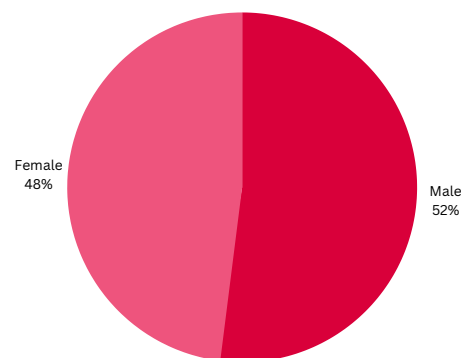
There were over 8 million total mentions across platforms for our query. Twitter had the most mentions at 61% and Tumblr with the second most at 28%. The largest spike occurred on March 8 on Twitter when there was a bombing at a children's hospital in Russia.



Across all platforms, 47% of the mentions were neutral, 46% were negative and only 7% were positive. The largest negative spike was on March 7 due to a genocide in Tigray.



There were 7,930,000 total mentions and 3,350,000 unique authors. Many of the URLs in the posts are links to news articles. The mentions with the biggest number of shares or retweets are in relation to the attacks on Ukraine. Some unique users include Florida Governor Ron DeSantis and Vice President Kamala Harris.

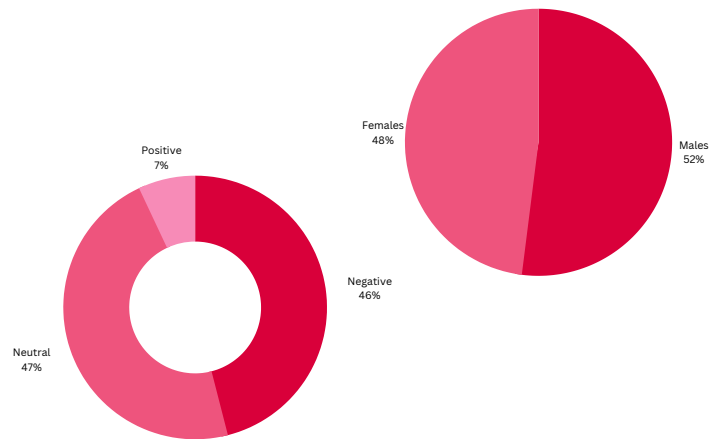


There were overall more male mentions than female at 52% and 4,180,000 total mentions. There was a spike for both male and female mentions on March 7 and May 29. On March 7, the spike was due to the genocide in Tigray. On May 29, It was also due to the Tigray genocide as well as the Uvlade school shooting.

Platform Analysis

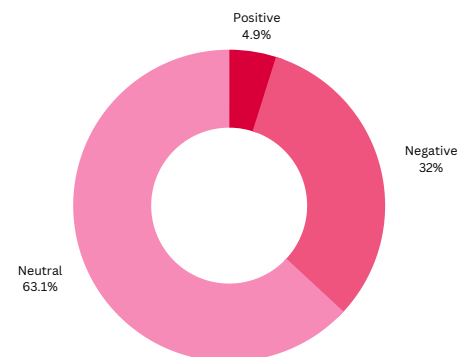
Twitter

There were 4,819,952 total mentions on Twitter. The majority of the sentiment was either neutral or negative. This can be attributed to the Tigray Genocides, Uvalde school shooting and the war in Ukraine. There were also more males who tweeted versus women.



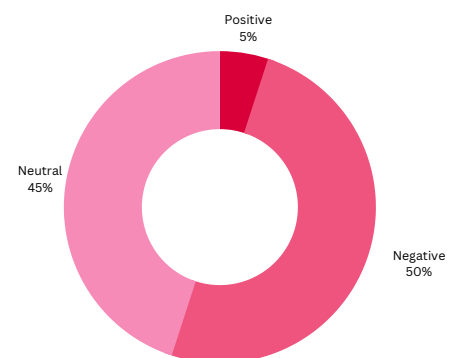
Tumblr

There were 2, 280, 250 total mentions on Tumblr. of these, the majority expressed neutral sentiments. There were no demographic comparisons for this platform. The majority of the neutral sentiment comes from stories about a child in a hospital. Tumblr is a site for stories to be told, so there are many different types of sentiment expressed in each story.



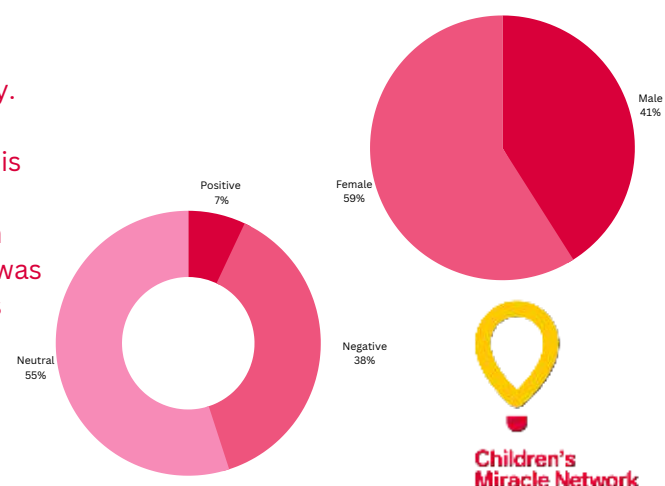
Reddit

There were 792, 504 total mentions on Reddit for this query. 50% of these were negative, with only 5% being positive. There was also no demographic data for Reddit. The sentiment was consistently negative here. This can attributed to Reddit being a site for discussion threads to be held on various topics, so it makes sense a lot would hold negative sentiment.



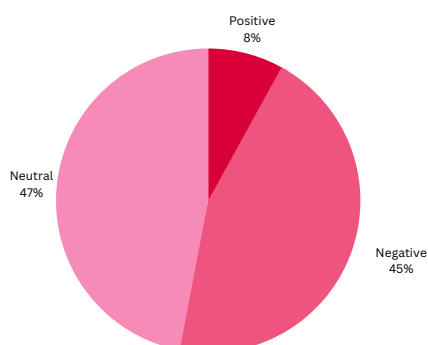
YouTube

There were 36, 606 total mentions on YouTube about our query. There was 55% neutral sentiment, with 7% positive sentiment, which is slightly higher than on some of the other platforms. This can be accredited to people getting to physically watch videos where they can are better able to tell the emotions of people in the videos, unlike reading a post sometimes. In addition, there was much much female interaction at 59%. This is due to the videos that werr being commented on were about children, which is geared for more female audience participation in general.



Topical Sentiment Analysis

Care



There were 277,195 tweets surrounding the subject of "care". When it came to the negative tweets concerning care they were in relation to how children and the elderly were not receiving care after the bombing in Ukraine. The positive tweets were related to the great care at CMN Hospitals by nurses and doctors.

Conversations

Positive

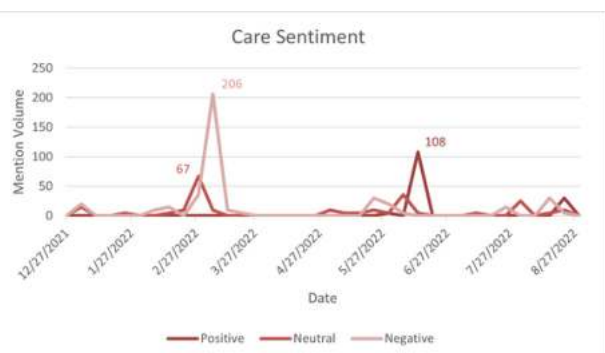
- St. Jude
- Father's Day
- Rainbow Hospitals

Neutral

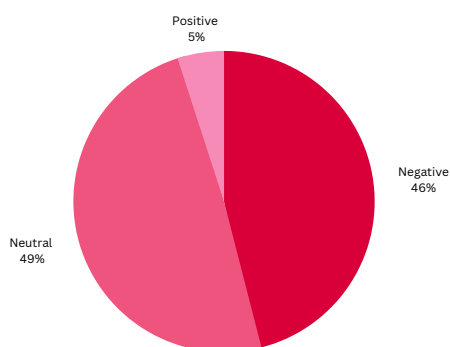
- Affordable child care
- Mental health
- Helping Ukraine

Negative

- Health Care
- Foster Care
- Life-Saving Care



Volunteers



187,231 tweets in this data set with 167,923 unique authors. Much of the negative conversation consists of disagreement as to why parents should take their kids to the hospital. The little bit of positive conversation is focused around parents funding and helping their children in school and college. The biggest spike in sadness occurred in May of 2022 due to a school shooting.

Conversations

Positive

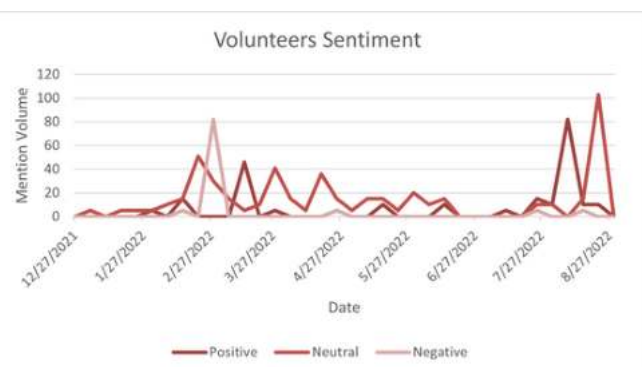
- Volunteer event

Neutral

- Dera Sacha Sauda volunteer
- Volunteer work
- Public Schools

Negative

- Russian attack
- Dead children
- People around the world



Topical Sentiment Analysis

Children's hospital

Positive
5%

Neutral
38%

Negative
57%

There were 581,100 total tweets about this theme and 380,990 unique authors. The majority of the conversation was negative at 57% due to allegations of sexual harassment at children's hospitals and due to controversy on legislation preventing children from undergoing transitioning surgeries. The biggest spike occurred in negative sentiment as well in the fear emotion when a children's hospital was bombed in Ukraine in March. There was also a spike in sadness on August 26 detected due to a viral video of a dog going into children's hospitals to cheer up patients being treated.

Conversations

Positive

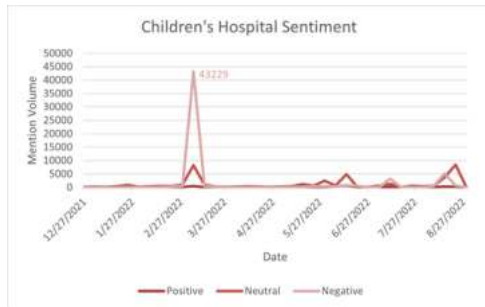
- Trans people
- Siege of Maripol
- Mikhail Mitzintev

Neutral

- 5 years
- Remarks at inauguration
- Johnny Depp

Negative

- Libs of Tik Tok
- Death Threats
- Sick children



Parents

There were 167,620 tweets surrounding the category patients. There were 121,280 unique authors. The majority of the tweets surrounding the category were neutral with 29% negative and only 5% positive. The biggest spike occurred on January 9 due to an influx of child patients being hospitalized with COVID-19. This in turn caused a large negative spike as well.

Conversations

Positive

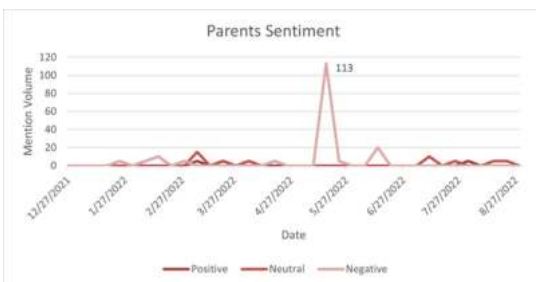
- Young kids

Neutral

- Emotional support dog
- Helping hand
- #1 priority

Negative

- Parent of a kid
- One parent
- Protect the hospitals



Neutral
66%

Negative
29%

Positive
5%

Patients

There were 167,620 tweets surrounding the category patients. There were 121,280 unique authors. The majority of the tweets surrounding the category were neutral with 29% negative and only 5% positive. The biggest spike occurred on January 9 due to an influx of child patients being hospitalized with COVID-19. This in turn caused a large negative spike as well.

Conversations

Positive

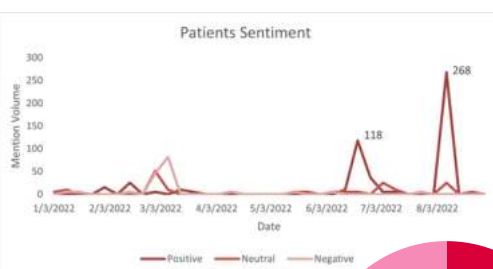
- Pediatric patients

Neutral

- Emergency Dept
- Helping patients
- General Hospital

Negative

- Mask mandate
- Lack of medicine
- Patients dying



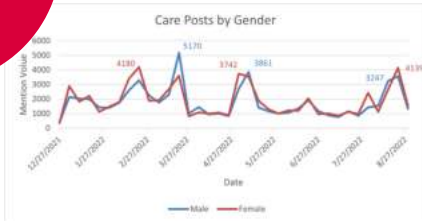
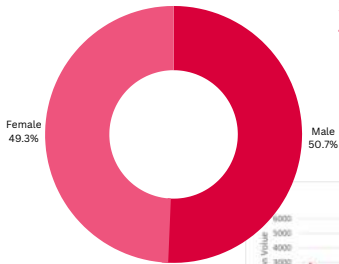
Neutral
66%

Negative
29%

Positive
5%

Topical Gender Analysis

Care



When looking at the distribution of tweets by gender, they were very similar in the amount they tweeted about care. The many spikes for men and women involved topics such as: care for kids in hospitals, care for kids in the Ukraine, and care for the kids in Texas and revolving around Medicare and Medicaid.

Key influential users



Ethan Mollick

- Wharton School professor
- 89.1k followers



Ron DeSantis

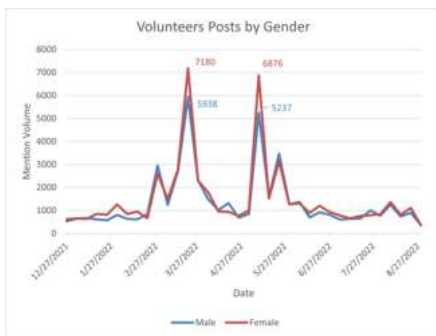
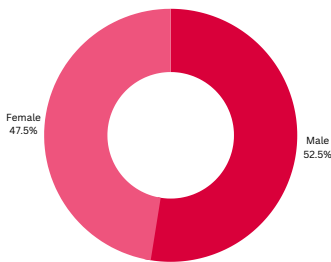
- Governor of Florida
- 3.58 million followers



Kurt Eichenwald

- Best-selling author
- 498k followers

Volunteers



The distribution of demographics has a slightly higher percent of male users at 52%. There are two main spikes for both female and male tweets in March and May of 2022. The first spike in both genders was due to a volunteer helping children escape the children's hospital bombing in Ukraine. The second spike was focused on Planned Parenthood for both males and females. This theme showed that males tend to discuss volunteering more than women. Due to the many unfortunate events that took place during our dataset, Volunteers turned out to be a popular theme because many people volunteered to help with the aftermath of events such as the Uvalde shooting, Tigray Genocide, and bombing in Ukraine.

Key influential users



Lindsey Simmons

- Politician
- 76.8k followers



Mariella Frostrup

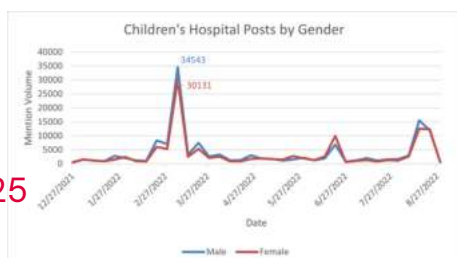
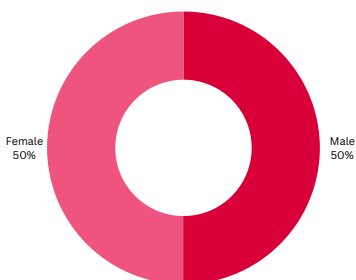
- Journalist and author
- 75.4k followers



Stephen Morgan

- Parliament member
- 17.9k followers

Children's hospital



This data set was conversed about evenly between males and females. The largest spike occurred in March when the children's hospital was bombed by Russia in Ukraine. This shows that both genders were equally as concerned about the events that took place this day. There were spikes in similar size surrounding conversations about Johnny Depp's large donation to children's hospitals, events by Extra Life 4 Kids, and St. Jude's Children Hospital.

Key influential users



Phil Stewart

- Military and Intelligence Correspondent
- 82.6k followers



Olga Tokariuk

- Journalist
- 417.2k followers



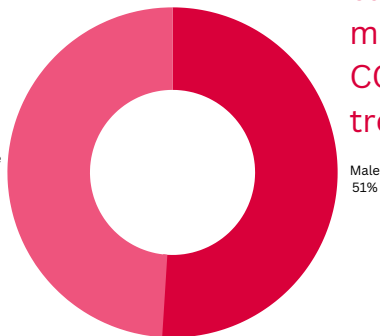
Scott Dworkin

- Co-founder of the Democrat Coalition
- 1.1 million followers

Topical Gender Analysis

Parents

There were overall slightly more male tweeters surrounding the category patients than female at 51%. There were two large spikes for males and females on the same days; On January 9 due to the influx of COVID-19 child patients and on March 6 surrounding patients being treated in Ukraine.



Key influential users



George Takei

- Actor
- 3.4 million followers



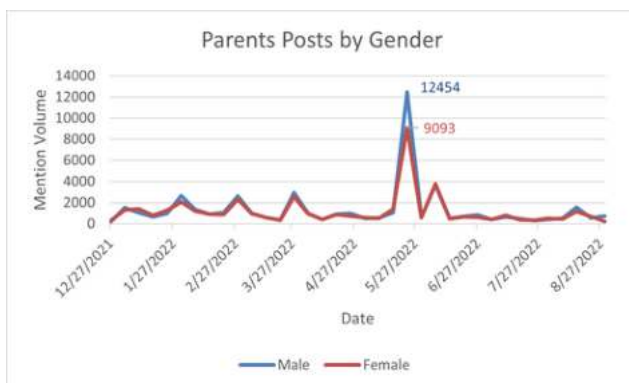
Melinda Simmons

- British Ambassador to Ukraine
- 77.4k followers



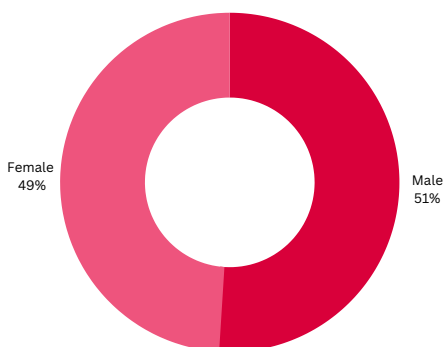
Tim Tebow

- Athlete and Sports' Analyst
- 4.5 million followers



Patients

There were overall slightly more male tweeters surrounding the category patients than female at 51%. There were two large spikes for males and females on the same days; On January 9 due to the influx of COVID-19 child patients and on March 6 surrounding patients being treated in Ukraine.



Key influential users



Don Winslow

- Best-selling author
- 905.2k followers



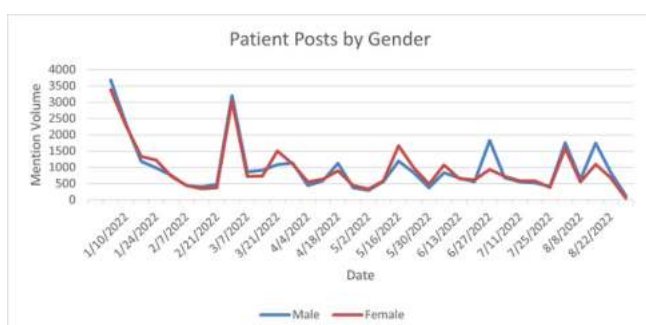
Brian Lilley

- Political Columnist
- 145.4k followers



Ann Coulter

- Author
- 2.1 million followers





SOCIAL NETWORK ANALYSIS

Children's
Miracle Network

Data Description and Key Metrics

Top Hashtags Overall

- #ChangeKidsHealth (n=1178)
- #falloutforhope (n=421)
- #stjude (n=412)
- #extralife (n=276)
- #prayer (n=158)
- #guildwars2 (n=149)
- #pray (n=138)

Top Users Overall

- @kayemenner (n=2437927)
- @crweworld (n=1546841)
- @deepplaylist (n=2477687)
- @newsfilterio (n=1192891)
- @frontendla (n=2257528)

Top Hashtags by Group

CMN

- #ChangeKidsHealth (n=1090)
- #extralife(n=249)
- #guildwars2 (n=147)
- #extralife2022 (n=54)
- #KidsCantWait (n=26)

St. Jude

- #falloutforhope (n=420)
- #fallout76 (n=276)
- #stjude (n=152)
- #f4htober (n=113)
- #falloutart (n=113)

March of Dimes

- #blanketchange (n=20)
- #heroinessofwashington (n=12)
- #twitch (n=10)
- #momsinweb3 (n=10)
- #gomilky (n=10)

RMHC

- #keepingfamiliesclose (n= 39)
- #nbotopshotthis (n=18)
- #worldkindnessday (n=14)
- #nftcommunity (n=13)
- #metaverse (n=13)

Top Users by Group

CMN

- @streamerwallcom (n= 1044121)
- @jinxthelynx (n= 870229)
- @ml_tweet_bot (n=702446)
- @regamertron (n=597550)
- @skywaker9 (n=581456)

St. Jude

- @wwwanpus (n=1477687)
- @realdcollision (n=1157528)
- @sme_rt (n=674688)
- @groogruxking40 (n=674688)
- @catwoman1979 (n=620674)

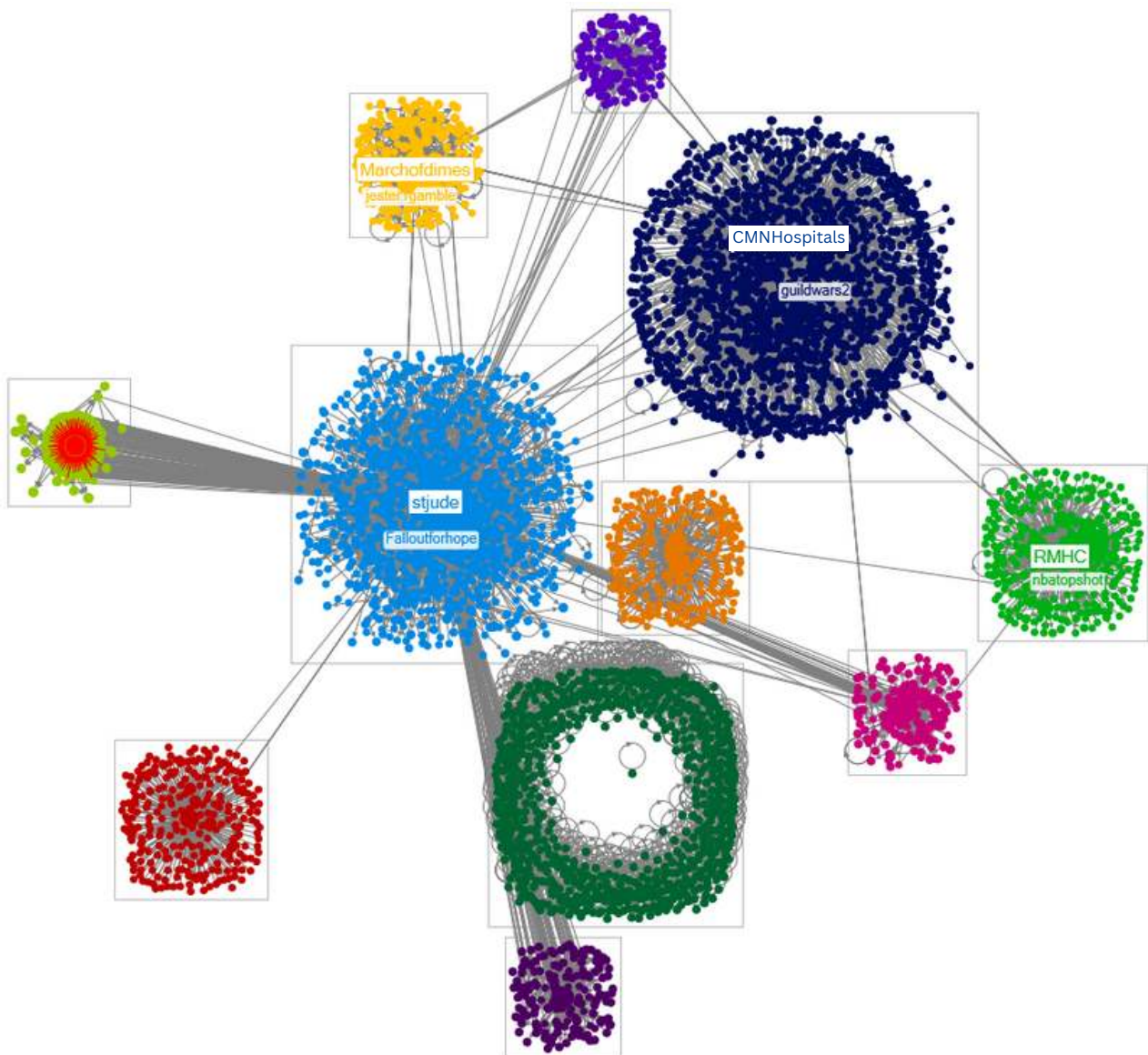
March of Dimes

- @myfantasyleague (n=437602)
- @eightynines (n=244104)
- @mavasquez65 (n=202135)
- @stopvirustalk (n=290103)
- @cnnepresa (n=173671)

RMHC

- @brontyman (n=868112)
- @famouspixs (n=799216)
- @marksandspencer (n=583699)
- @sprbrighting (n=386275)
- @arbara0728b (n=379298)
- @dprnesq (n=328966)

Network Visualization by Cluster



Narrative Summary by Cluster

CMN Hospitals

CMN Hospitals is the biggest cluster in the Social Network Analysis. The users in this cluster create bridges to each of the other clusters due to the similarity in topics and themes that are prevalent with CMN Hospitals.

St. Jude

St. Jude is the second largest cluster. Similarly to CMN Hospitals, it has many bridges to other large clusters associated with similar themes. It also has bridges to topics that are not necessarily the top groups we were researching, but are similar in nature.

March of Dimes

This cluster is the smallest out of the four main clusters. However, there are still bridges to CMN Hospitals, St. Jude, and other smaller clusters of related topics. This cluster is centered around health related to mothers and babies versus health and wellbeing for children as a whole.

RMHC

RMHC is the second smallest cluster out of the four main clusters. This cluster has bridges mainly connected to CMN Hospitals and St. Jude and very few to other smaller clusters. The topics within the cluster focus on the families of the children being helped by RMHC and what they do to provide for these families.



APPENDIX

Children's Miracle Network

Appendix

Coding Schema:

1. Theme of Tweet
2. Image and Video Content
3. Hashtags
4. URL Target
5. Mention Type
6. Quote Tweets

Queries:

- @CMNhospitals OR #changekidshealth OR "Children's Miracle Network" OR "CMN hospital" OR "CMN hospitals"
- @CMNhospitals OR #changekidshealth OR "Children's Miracle Network" OR "CMN hospital" OR "CMN hospitals" OR "St. Jude" OR @stjude OR #stjude OR "Ronald McDonald House Charities" OR @RMHC OR #KeepingFamiliesClose OR #TeamRHMC OR "March of Dimes" OR @MarchofDimes OR #MarchofDimes
- "volunteer" OR #Volunteer OR "helping" OR "hospital") AND ("children" OR "kids" OR "pediatric" OR #pediatric OR #children OR #kids OR "child" OR "teenager" OR "patient"

Themes:

- #ChangeKidsHealth
- Donations OR #Donations OR Donate OR #Donate OR Support OR #Support
- Health OR #Health OR #Story OR Story
- #ExtraLife OR ExtraLife
- Patients
- Care
- Volunteers
- Children's hospital
- Parents