World Wildlife Fund

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Executive Summary

The purpose of this report is to analyze social media data from the World Wildlife Fund's numerous platforms in order to make recommendations on how they might bolster social media engagement.

Through owned data, we were able to analyze trends within posts made by @WWF. We were able to see trends within our organizations earned data and topical earned data. Using the information, we were able to create recommendations using actionable insights for the WWF's social media accounts.

Organization & Data Overview

About The World Wildlife Fund

The World Wildlife Fund was founded in 1961 by a group of passionate individuals dedicated to protecting places and species that were threatened by human advancement. The WWF works on every continent, with more than 100 countries, and has over five million supporters around the world, making it the largest conservation organization on the globe. It is one of the most well-funded nonprofits in the environmental field with hundreds of millions of dollars raised each year. The WWF strives to help local communities protect essential natural resources, advocate for policies involving sustainability, and protect and save species and habitats.

Business Problem

While the WWF has a large following (3.9 million on Twitter), they struggle with consistent and significant feedback in regard to their posts on many platforms.

Timeframe

For our dataset, we looked at posts from September 11 2021 to September 11 2022

Volume

Owned Organization Data: 319 tweets
Earned Organization Data: 750.19 K
Earned Topic Data: 4.2 million posts

Software Used

Brandwatch
Buzzsumo
Brand24

Key Performance Indicators (KPIs)

Engagement (measured by retweets, comments, and mentions), Sentiment, Share of Voice

Platforms Analyzed

Twitter, Instagram, and Tumblr
(Due to software limitations, we had a lack of information on Facebook)

Recommendations

Recommendations

What to do	How to do it	Why?
Increase engagement levels for tweets highlighting testimonies.	• Continue testimony themed posts but use testimonies specifically from news organizations and mention them while also utilizing hashtags regarding the topic of the testimony (#climatechange, #plasticpollution, etc.)	• There were many posts themed around testimonies (n=24) but they received one of the lowest engagement (Average engagement of 44.71) • Posts that mentioned news organizations did not make up a lot of posts (n=4) but they had the highest amounts of engagement (average engagement of 93.25) • Posts utilizing hashtags regarding the topic (n=86) had the highest amount of engagement (average engagement of 81.51)
Increase engagement levels for tweets with no media.	• Make tweets with no media focus around the theme of showing one's support, including phrases such as "Retweet to show support", "like if you agree", etc. in the body of text.	• Posts with no media (n=29) garnered the least amount of engagement (average of 37.14). • Tweets centered around users showing support through likes and retweets attract had the highest amount of engagement (average of 87.06)
Increase engagement levels for tweets calling for action.	• Include topic hashtags (#climatechange, #pollution, etc.) as opposed to call to action hashtags(#saveourocean, #stopplasticpollution, etc.) hashtags and include images focusing on pollution.	• Tweets calling for action theme made up a significant amount of posts(n=62) but received one the lowest amounts of engagement (average of 73.10). • Hashtags centered around a topic garnered the most engagement (average of 81.51) while hashtags centered around a call to action did not get as much (average of 51.00) • Tweets with image content focusing on pollution had the highest amounts of engagement (Average of 114.06)

Recommendations

What to do	How to do it	Why/Key Insights
Increase conversations about Symbolic Species Adoption through the WWF.	• Create and post content on Twitter and Tumblr that advertises the act of symbolically adopting animals through the WWF for donation purposes • Use hashtags relating to the WWF, such as #WWF, and create a new hashtag relating to the adoptions such as #SymbolicSpeciesAdoption in order to see how discussions grow specifically around that topic	• Tumblr had an overall increase in positive sentiment and mentions with users discussing and reblogging a post regarding Symbolic Species Adoptions over NFTs, spiking at 13,308 posts. • Twitter and Tumblr are the 2 most prominent platforms with discussions about the WWF (Twitter = 598k posts, Tumblr = 44k posts) • The top hashtag used in discussions of the WWF was #WWF. • WWF received negative backlash when announcing their NFT fundraiser series and many discussions regarding NFTs have a negative sentiment (6%)
Partner with popular celebrities such as BTS and attract their fan bases.	• Reach out to certain celebrities or their management, such as BTS 's and ENHYPEN's members • Partner with the celebrities and announce the partnership using hashtags relating to the celebrities	• There was a theme of people posting about adopting animals for celebrities as a gift (n=33k posts) • Sentiment regarding adopting and donating in the name of celebrities was significantly more positive than negative (39% vs 2%) and the top hashtags were names of K-Pop celebrities (#sunghoon and #_____) • Celeb groups such as BTS and ENHYPEN have a large following on social media (page 22)
Distance from NFT conversations.	• Use social platforms like Twitter and Tumblr to denounce the use of NFTs as fundraisers • Increase conversations with users through articles or content about the damaging effects that NFTs have on the environment and the carbon footprint.	• Negative discussions regarding NFTs and the WWF discussed how NFTs increase the carbon footprint which does not align with the WWFs core values • Twitter and Tumblr are the 2 most prominent platforms with discussions about the WWF (Twitter = 598k posts, Tumblr = 44k posts) • The WWF faced major backlash and had to issue a statement after announcing their own NFT line on Jan 31st, 2022 (page 18)

Recommendations

What to do	How to do it	Why/Key Insights
Decrease negative conversations regarding the WWF and climate change/sustainability	• Increase conversations regarding climate/sustainability issues that the WWF typically ignores, such as pollution in Turkey or other third world countries • Create and post content that addresses issues head on while using hashtags such as #climatechange • Discuss these issues during important events such as the Climate Change Conference	• Conversations regarding climate change and sustainability made up a significant portion of discussions regarding the WWF (n=29k posts) • #ClimateChange and #climate were 2 of the most prominent/top hashtags within the theme of sustainability and climate change • The WWF had the largest spike in mentions when COP26 occurred (N = 29,880 posts)which means that there is large amount of eyes and discussions that can occur • There was more negative than positive sentiment within the theme (6% vs 3%) and negative sentiment seemed to revolve around the WWF ignoring issues
Create more fundraising campaigns around important events and holidays.	• Decide on relevant events and holidays that could have fundraisers attached to them such as COP 26, Christmas, and Earth Hour. • Post and announce fundraisers using hashtags relating to the events and the causes such as #climatechange or #COP26	• The WWF had the largest spike in mentions when COP26 occurred (N = 29,880 posts)which means that there is large amount of eyes and discussions that can occur • Their is a spike in discussions whenever the WWF participates in or hosts an event • Fundraising and donations are a major part of the WWF's goals • Some of the top hashtags regarding the WWF were #climatechange, #climate, and #COP26
Build campaigns and partnerships with creative communities/users.	• Reach out and connect with users such as the Palm Oil Detectives and One Minute Briefs • Create content/campaigns surrounding sustainability and climate change while using related hashtags such as #climate and #climatechange	• Palm Oil Detectives and One Minute Briefs are both accounts/groups that participate strongly and have good reach within discussions of the WWF (page 17) • Both brands also have a strong presence in working towards sustainability and a better environment. • #climate , #climatechange , and similar hashtags are related to the WWF's goals and are some of the top hashtags within discussions of the WWF as a whole

Recommendations

What to do	How to do it	Why/Key Insights
Create content that highlights sustainable brands/services	• **Create posts on Twitter, Instagram, and Tumblr that discuss sustainable resources and also create posts that call out poor brands** • **Use hashtags such as #sustainable, #sustainability, and #ecofriendly** • **Look into reaching out to partner with products/brands like the Monterey Bay Aquarium**	• Twitter, Instagram and Tumblr are the most significant platforms within our dataset, with Twitter making up 2.9 million tweets. • Conversations regarding sustainability made up a large amount of Tweets (n= 993.2K) with hashtags such as #sustainability and #sustainable being used • Negative reactions to unsustainable brands and positive reactions to sustainable brands led to spikes in conversations on platforms like Tumblr (page 29)
Reach out to the Instagram community for more donations/fundraising	• **Post on instagram about fundraising and donations around holidays such as World Environment Day or Earth Day, using hashtags such as #earthday, or #environmentday** • **Use hashtags that relate to what the funds are used for such as #environment, #climatecrisis, #wildlife**	• Instagram makes up a significant amount of the dataset (n=337k) • Spikes in mentions on Instagram occurred around environment centric holidays such as World Environment Day and Earth Day where they utilized hashtags such as #earthday (page 29) • Positive conversations on Instagram revolved around sustainability and joining/donating to environmental nonprofits. (page 30)
Partner with prominent political figures for discussions on climate change	• **Reach out to public figures such as Elizabeth Warren, Greta Thunberg, and more.** • **Create and post content with relevant political figures asking people to take a stand or for donations** • **Use relevant hashtags to the theme of climate change such as #climatecrisis, #climateaction, #cop26**	• Discussions on climate change made up a significant amount of tweets within the dataset (n=1M mentions) • Many political figures were noted as influential users within discussions of climate change and participate within combatting change and top hashtags within the theme included #climatecrisis and #climateaction (page 31)

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Recommendations

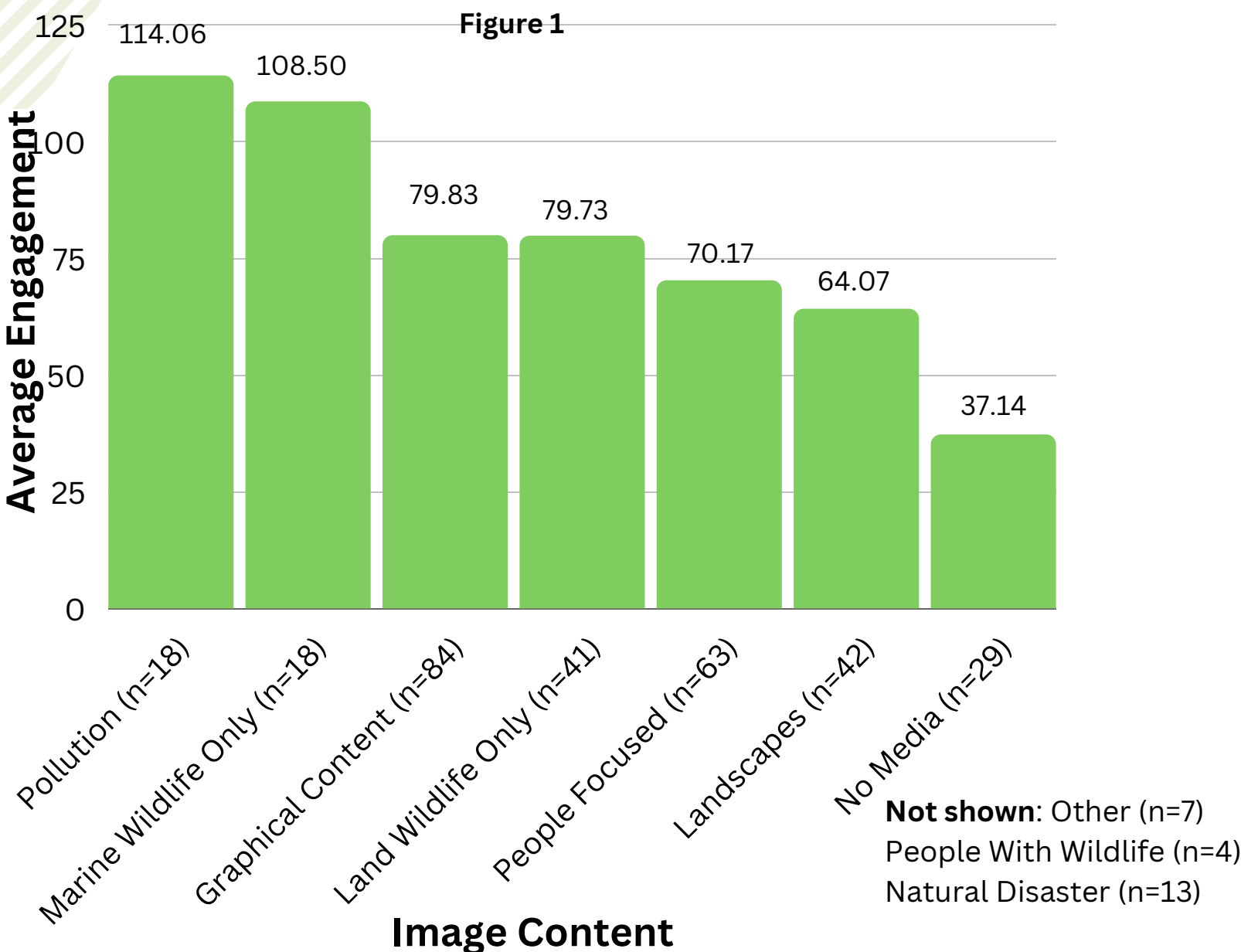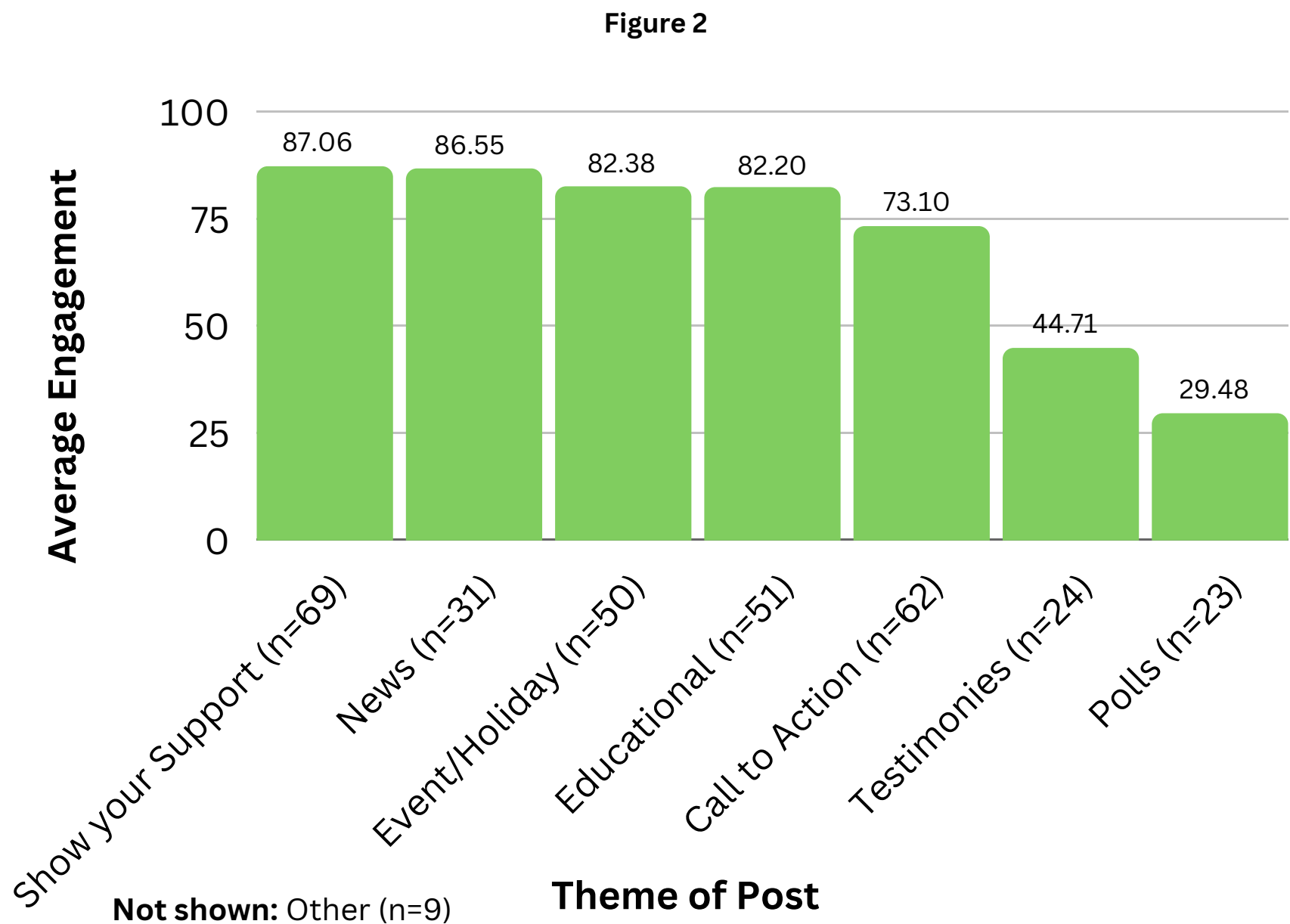| What to do	How to do it	Why/Key Insights
Decrease negative conversations revolving around endangered species	• Build social campaigns calling for the protection of endangered species • Increase posts revolving around endangered species and what people can do to help prevent them from going extinct. • Use relevant hashtags such as #wildlife, #endangered, and #conservation • Discuss specific animals that need help such as Grey Wolves and Manatees	• Endangered Species was a significant theme within the dataset (n=910.95k mentions) and negative conversations dominated over positive conversations within this theme (20% vs 8%) • Within that theme, hashtags such as #wildlife and #endangered were some of the top hashtags and articles surrounding endangered and extinct animals were among the most shared (page 33)
Partner with other Nonprofit organizations	• Reach out to organizations that work towards the betterment of our environment such as the United Nations and National Geographic • Create content/campaigns calling for action towards protecting wild animals and sustainability, using hashtags such as #wildlife, #sustainability, and #plasticpollution	• A post from the National Geographic was one of the most engaged posts within the dataset (n=477,006 likes) • Both National Geographic and the United Nations were noted as Influential Users in themes based on endangered species and sustainability (page 32 and page 33) • Hashtags such as #wildlife, #sustainability, and #plasticpollution were some of the top hashtags within their themes.
Stop posting tweets focusing on polls	• Stop posting "Polls" content on Twitter and in turn dedicate more effort towards our top 4 post themes (Show of Support, News, Event, and Educational)	• There were a significant number of posts containing polls (n=23) but did not garner as much engagement (average of 29.48) • The top 4 values within the each received an average engagement of over 80.

Insights

Owned Data

Actionable Insights for Owned Data

Figure 1

Average Engagement vs Image Content:
- Pollution (n=18): 114.06
- Marine Wildlife Only (n=18): 108.50
- Graphical Content (n=84): 79.83
- Land Wildlife Only (n=41): 79.73
- People Focused (n=63): 70.17
- Landscapes (n=42): 64.07
- No Media (n=29): 37.14

Not shown: Other (n=7)
People With Wildlife (n=4)
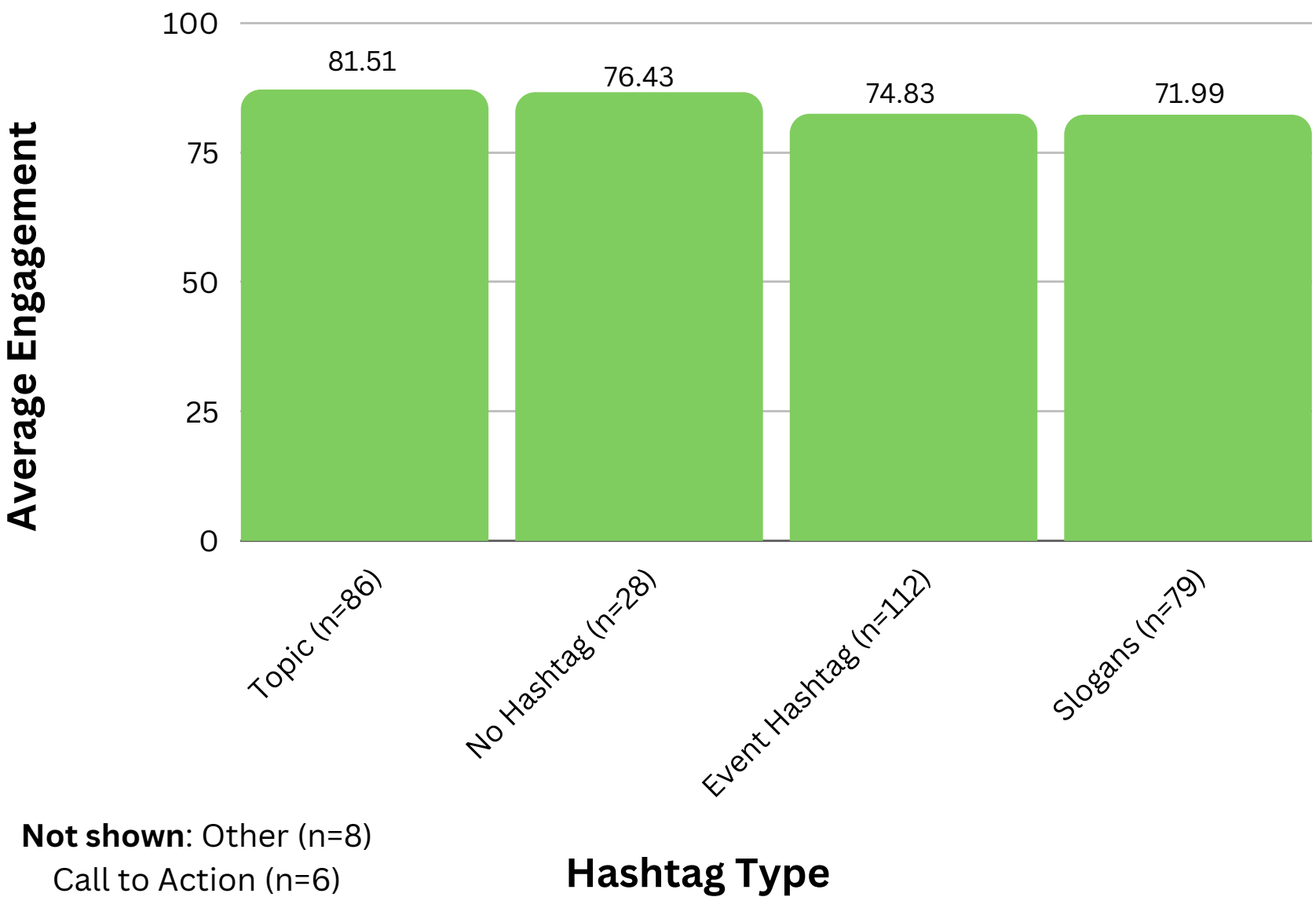Natural Disaster (n=13)

Image Content

There were 18 tweets analyzed that included images focused on pollution. These images include, for example, plastic bottles on the beach and trash floating in the ocean. However, despite only accounting for approximately 6% of our data set, these tweets attracted the highest amount of engagement among all other categories. Not far behind are tweets including marine wildlife images. Again, these 18 tweets account for roughly 6% of the data but received the second highest amount of engagement. These two categories, pollution, and marine wildlife garnered significantly higher engagement than the other categories with average engagements both over 100. The 29 tweets that did not contain images at all garnered the least amount of engagement in the data set.

Figure 2

Average Engagement vs Theme of Post:
- Show your Support (n=69): 87.06
- News (n=31): 86.55
- Event/Holiday (n=50): 82.38
- Educational (n=51): 82.20
- Call to Action (n=62): 73.10
- Testimonies (n=24): 44.71
- Polls (n=23): 29.48

Not shown: Other (n=9)

Theme of Post

When looking at Figure 2, it is to be noted that 69 tweets were centered around asking followers to show their support, either by liking or retweeting the post. These "Show your Support" tweets account for the majority of the data set. These tweets also attracted the most engagement. On the contrary, tweets that included polls account for the smallest number in the data set and also garnered the least amount of engagement. These tweets only got 33% of the engagement "show you support" tweets. While there were a significant amount of "Testimonies" tweets, this category did not thrive in the engagement area.
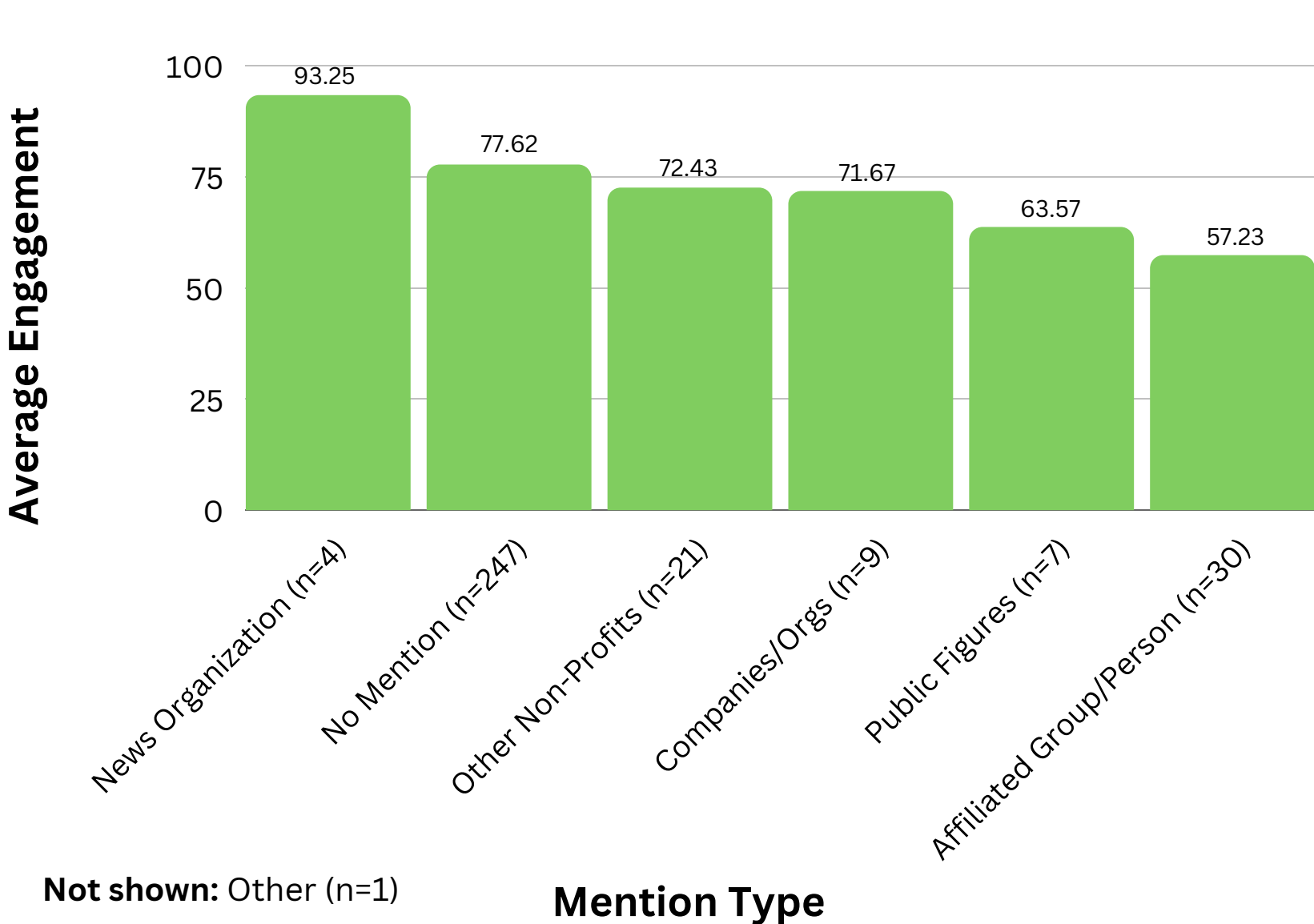
Actionable Insights for Owned Data Continued

Figure 3

Average Engagement by Hashtag Type:
- Topic (n=86): 81.51
- No Hashtag (n=28): 76.43
- Event Hashtag (n=112): 74.83
- Slogans (n=79): 71.99

Not shown: Other (n=8)
Call to Action (n=6)

Hashtag Type

Posts with hashtags focusing on certain topics such as #climatechange and #pollution received the highest amount of engagement. While hashtags about an event accounted for the majority of our data set, they generated mediocre engagement, right in the middle with an engagement average of 74.83. Tweets with hashtags containing a call to action attracted the least engagement of all, only 62% of topic hashtag engagement. The range of engagement is not overwhelmingly significant with the use of hashtags. The use of no hashtags generated relatively similar engagement to tweets including hashtags.

Figure 4

Average Engagement by Mention Type:
- News Organization (n=4): 93.25
- No Mention (n=247): 77.62
- Other Non-Profits (n=21): 72.43
- Companies/Orgs (n=9): 71.67
- Public Figures (n=7): 63.57
- Affiliated Group/Person (n=30): 57.23

Not shown: Other (n=1)

Mention Type

Tweets mentioning news organizations had the lowest count in our data set with only four total posts. However, these tweets attracted the highest engagement by a landslide with an average of 93.25, having over 15% more engagement than other categories. Tweets without any mentions account for the overwhelming majority of the data set and accumulated the second highest engagement level.

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Actionable Insights for Owned Data Continued
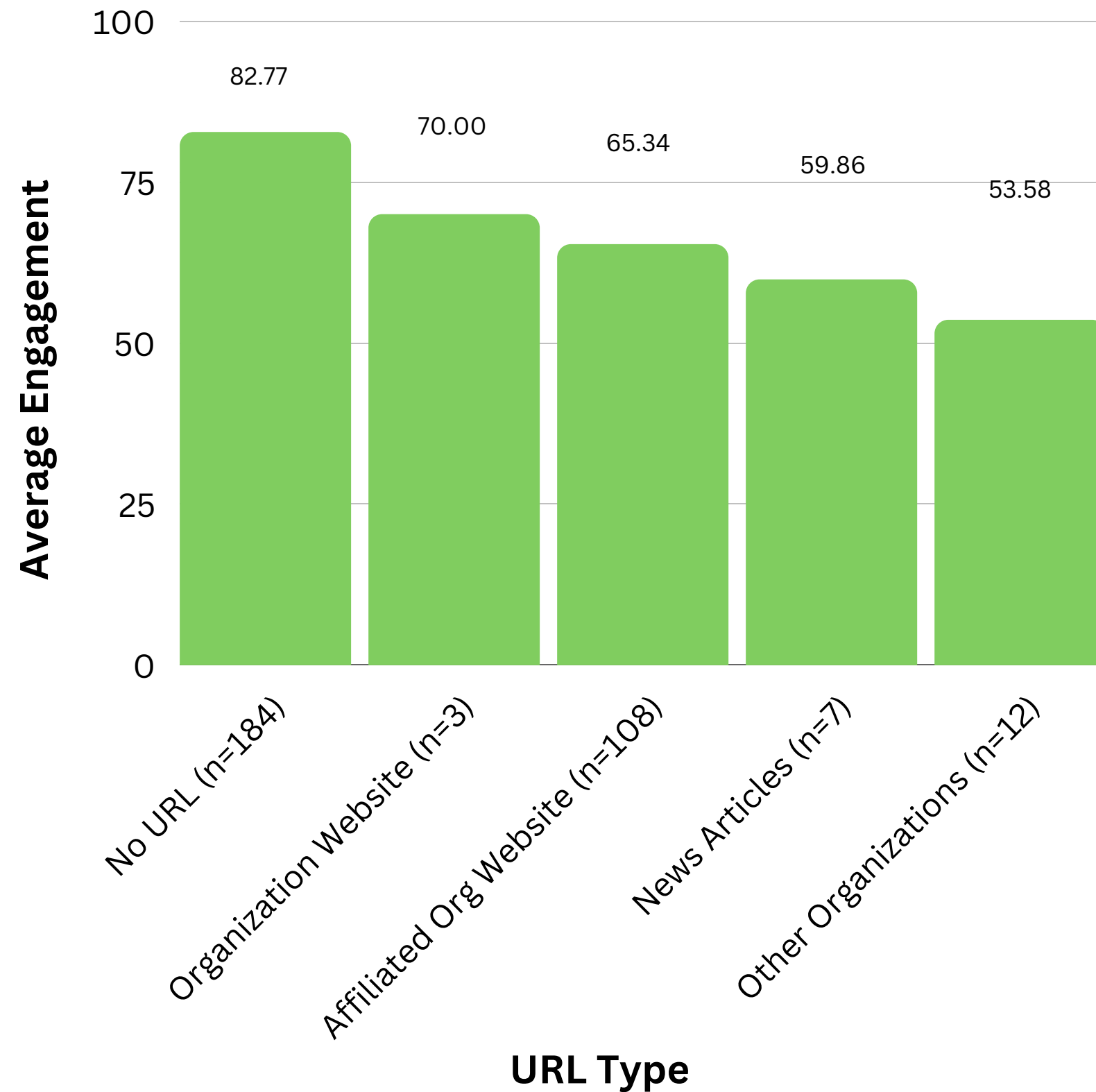
Figure 5

The majority of tweets did not include URLs with their content. These 184 tweets attracted the highest amount of engagement while other URL types attracted relatively similar engagement levels.

Tweets containing affiliated organization websites made up the second highest count (n=108) but got roughly 79% of the engagement of tweets with no URL.
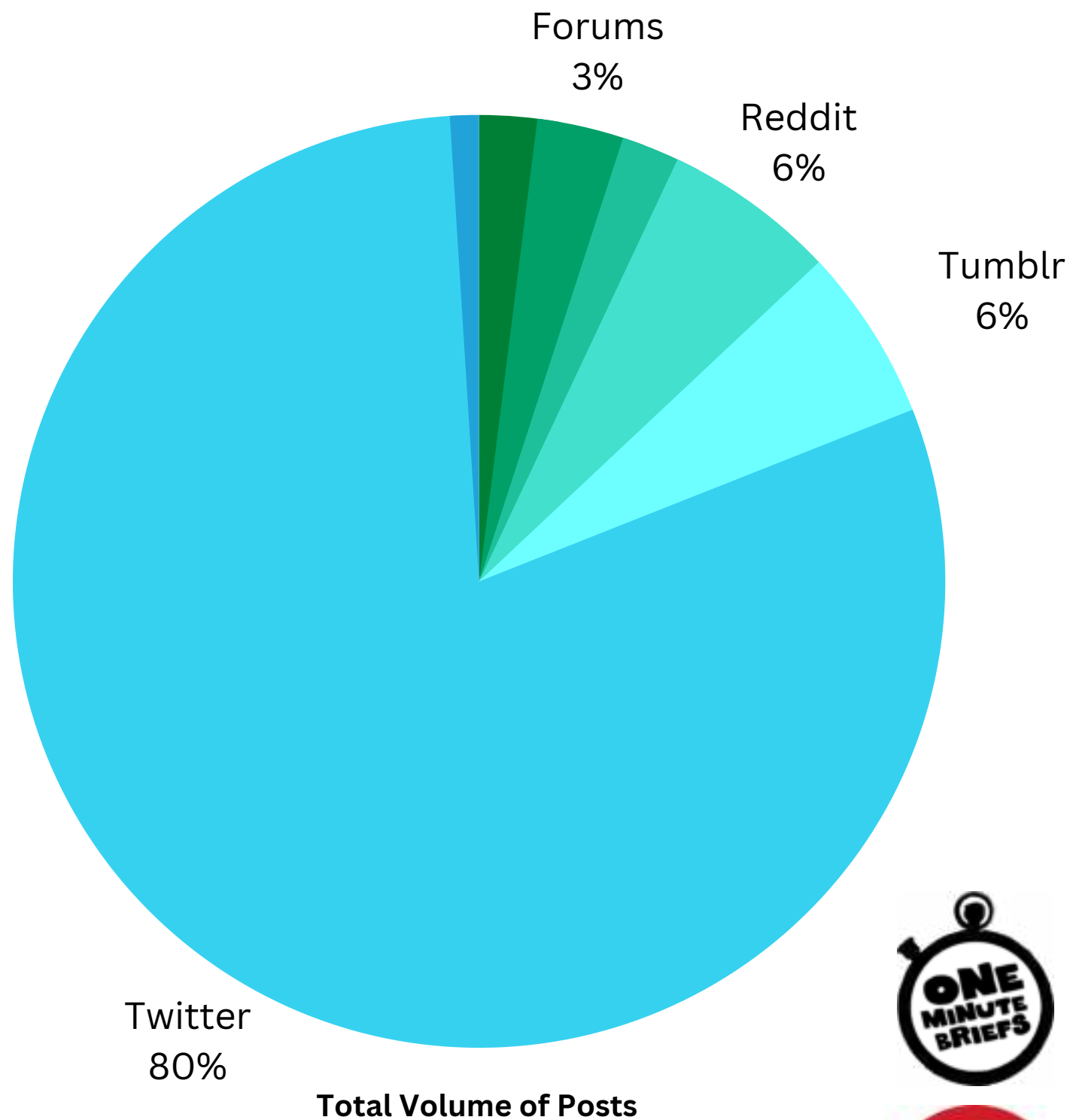
Tweets containing URLs from other, non-WWF organizations, attracted the least amount of engagement but also had the lowest count (n=12) in the data set.

Not shown: Other (n=5)

Organization Earned Data

Total Insights

Volume: 750.19 K
Demographics: 59% Male, 41% Female
Geography: USA 203K, UK 54K
Sentiment: 70% Neutral, 16% Neg, 14% Pos

Top Items
Users: @CNN, @googleafrica, @instagram
RTs: Giveaways, adopting animals through the WWF for celebs, Crypto
Shared URLs: campaigns for fundraising, Crypto stuff, NFTs for fundraising, nepotism w #COP26 and WWF.
Hashtags: #wwf, #nft, #nature, #nftcommunity, #art, #cop26, #twice, #straykids, #

Sentiment:
70% Neutral
16% Negative
14% Positive.
Biggest neutral Retweets based on giveaways, cryptocurrency, and projects.
The biggest negative Retweets are based on racism, misuse of spending, human rights violations, and hurting tribal people.
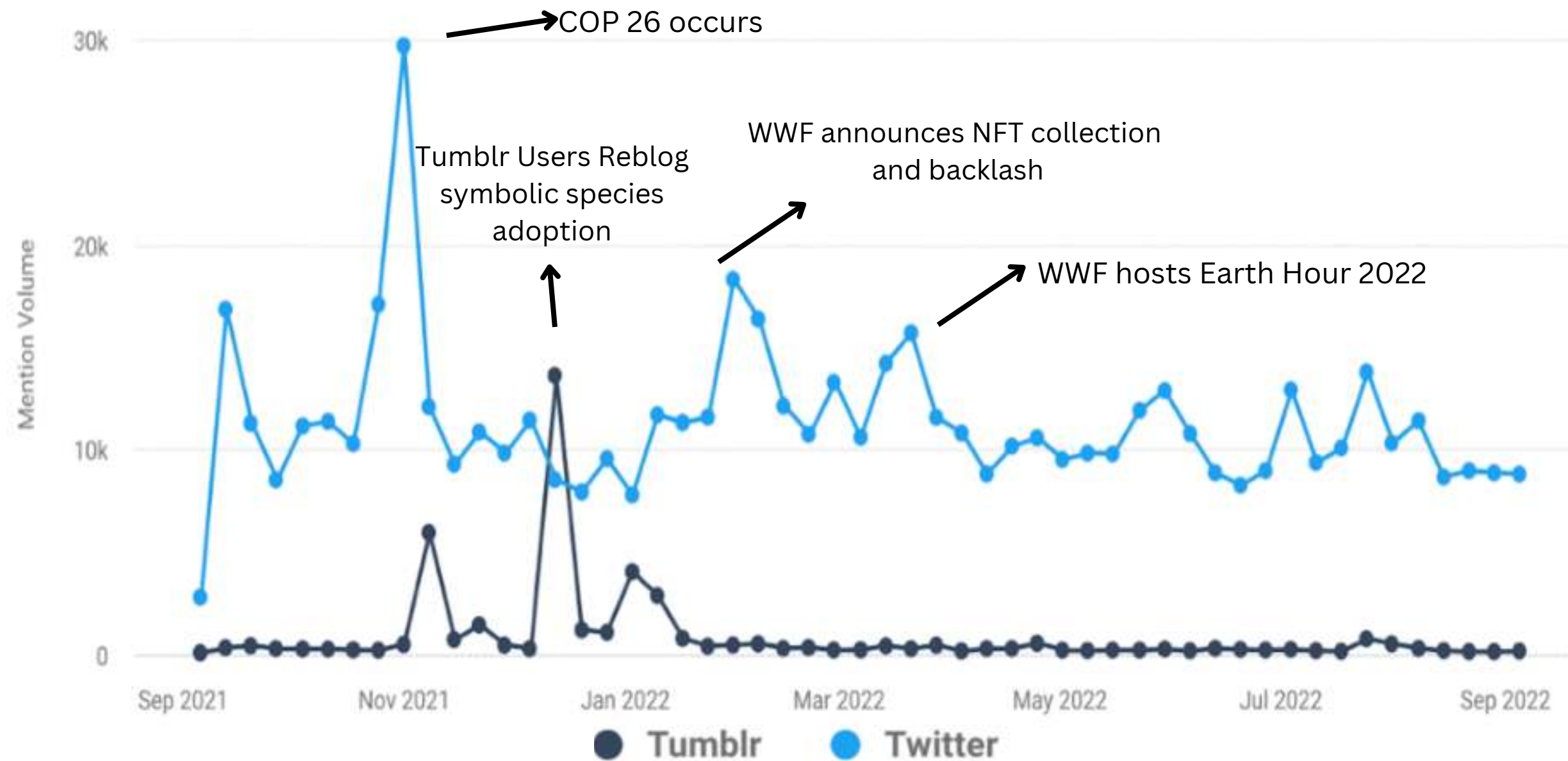Biggest positive Retweets based on adopting animals, donations, and overall praise for WWF.
While Reddit does take up 6% of the conversation using WWF, the conversation there centers around wrestling and not the World Wildlife Fund.

Twitter Influential Users

- **@OneMinuteBriefs - Mentions - 1,103 posts, Reach - 10,723, Followers - 39.3k followers**
  - One Minute Briefs is an account founded by the Bank of Creativity that creates one minute long marketing ads for corporate and non profit clients across the globe.
- **@cnni** - **Mentions - 4 posts, Reach - 141,907, Followers - 14.2m followers**
  - CNN International is the international branch of news and news related programming under the CNN name.
- **@PalmOilDetect - Mentions - 889 posts, Reach - 6,103, Followers - 10.7k followers**
  - Palm Oil Detectives is a platform that collaborates work from creatives, scientists, and consumers in order to boycott companies, products, and brands that are damaging to the environment and its wildlife.
- Buzzsumo lists @WWFEU, @wwf_australia, @wwfsfg, as top influencers. They all maintain a retweet to follower ratio percentage of over 10%, with @wwfeu maintaining a retweet to follower percentage of 25%.

Total Volume of Posts

Forums 3%
Reddit 6%
Tumblr 6%
Twitter 80%

- Twitter: 80%, 598,380 posts
- Tumblr: 6%, 44,488 posts
- Reddit: 6%, 48,775 posts
- Forums: 3%, 24, 428
- Blogs: 2%, 16,935 posts
- Instagram: 2%, 12,040 posts
- YouTube: 1%, 5,148 posts

Twitter and Tumblr Spike Analysis

COP 26 occurs

Tumblr Users Reblog symbolic species adoption

WWF announces NFT collection and backlash

WWF hosts Earth Hour 2022

This token says you own a polar bear, congrats

mildly-salted

Exactly! Instead of an NFT linked to an ugly computer generated image or art stolen from someone else, you get a certificate with a photo of a polar bear and a cute stuffed polar bear to cuddle with, along with the knowledge that you're supporting efforts to protect arctic ecosystems and endangered animals :)

Everyone wins! Unlike with NFTs, where nobody wins.

musicalhell Follow

Good news: World Wildlife Fund allows you to do _exactly this_! There's a bunch of species to choose from and the plushies are adorable.

- Our research shows that on Twitter, the World Wildlife Fund has spikes in engagement when there is either an event regarding climate or the WWF makes an announcement.
- The largest spike occurred on November 1st of 2021, when the United Nations Climate Change Conference (COP 26) occurred (n=29,880 posts)
- Other notable spikes:
  - January 31st, when the WWF announced their new NFTs for a trial run of fundraising and environmental awareness which resulted in backlash (n=13,308 posts)
  - End of March 2022, when they announced and hosted Earth Hour 2022 (n=15,692 posts)

- On Tumblr, the spikes occurred due to a reblogging of a post/conversation of users talking about participating in Symbolic Species Adoption through the WWF instead of participating in the purchasing of NFTs and Cryptocurrency.
- The post had spikes in its reblogging 3 separate times, corresponding to the spikes on our graph. Its highest spike occured on December 13th and contained over 13,603 posts with an overall positive sentiment .

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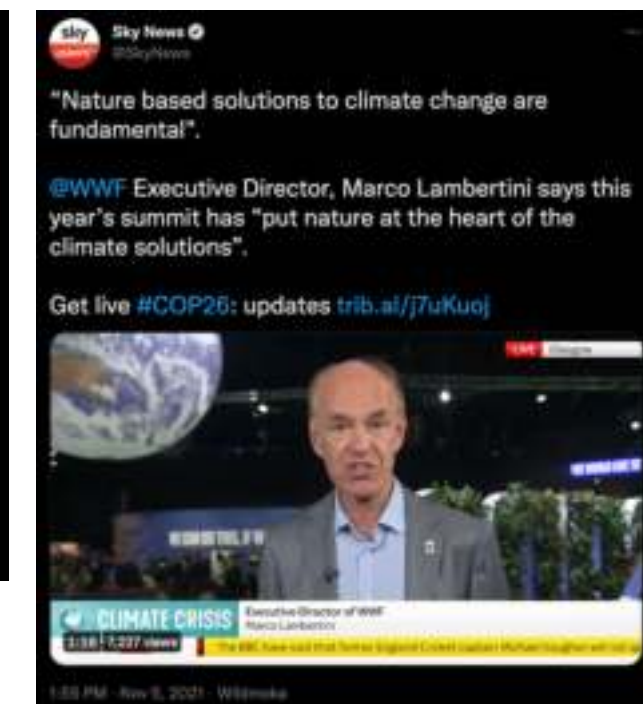
Twitter and Tumblr Insights

Volume: 44k
Demographics: None noted
Geography: USA 29K, Canada: 2K, UK 2K, Australia 1K

Sentiment:
76% Neutral
22% Negative
2% Positive

Top Items:
Users: @rgc2001, @blogtech31, @247newsbulletin-news
RTs: Adoptable symbolic plushies, new species being found, animal conservation statuses
Hashtags: #wwf, #articecosystems, #endangeredspecies, #climatechange

RTs based on Sentiment:
Neutral: conservation statuses, news relating to WWF, current projects being worked on
Positive: symbolically adopting animals, buying plush toys to support the foundation
Negative: loss of wildlife, pollution, sad stories about animals being saved due to human issues

Volume: 598 K
Demographics: 59% M 41% F
Geography: USA 146 K, UK 52 K

Sentiment:
72% Neutral:
15% Positive
13% Negative

Top items
Users: @stephanietara, @losseslearned, @OneMinuteBriefs
Hashtags: #wwf, #kidlit, #book

RTs based on Sentiment:
Neutral: NFT collections for sale, policies for reduced carbon footprint, WWF related news
Positive: Sold NFTs, donations to WWF, successful conservation projects
Negative: Dying species, WWF wildlife guard incidents, tribal abuses

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Theme 1: Climate Change Analysis

Sentiment Chart
- Negative 6%
- Postive 3%
- Neutral 91%

Demographics Chart
- Female 47%
- Male 53%

Post Volume: 29K
**Trending topics:** Earth Hour, Raise Awareness, climate policies
Top Hashtags: #cop26, #climate, #climatecrisis
Top URLs: The World Energy Outlook 2021, Blackpink and WWF's joint fundraiser for saving the planet's resources, Reports on Climate Pledges

- One of the most prominent trends, sustainability, goes hand in hand with some of the WWF's largest climate change concerns. When reviewing this data set, it was interesting to see the most prominent URLs shared
- Most of the negative conversations focus on the WWF turning a blind eye to certain issues, along the lines of pollution in rivers in Turkey or some of their leaders spending a lot of money on things that do not reflect the climate goals of the WWF.
- Positive conversations revolve around the success of the WWF working towards making our future sustainable, and the praise they have been receiving for doing so.
- highlighting the efforts being made to reverse the issues presented, as well as informational reports on the current status of climate issues across the globe.
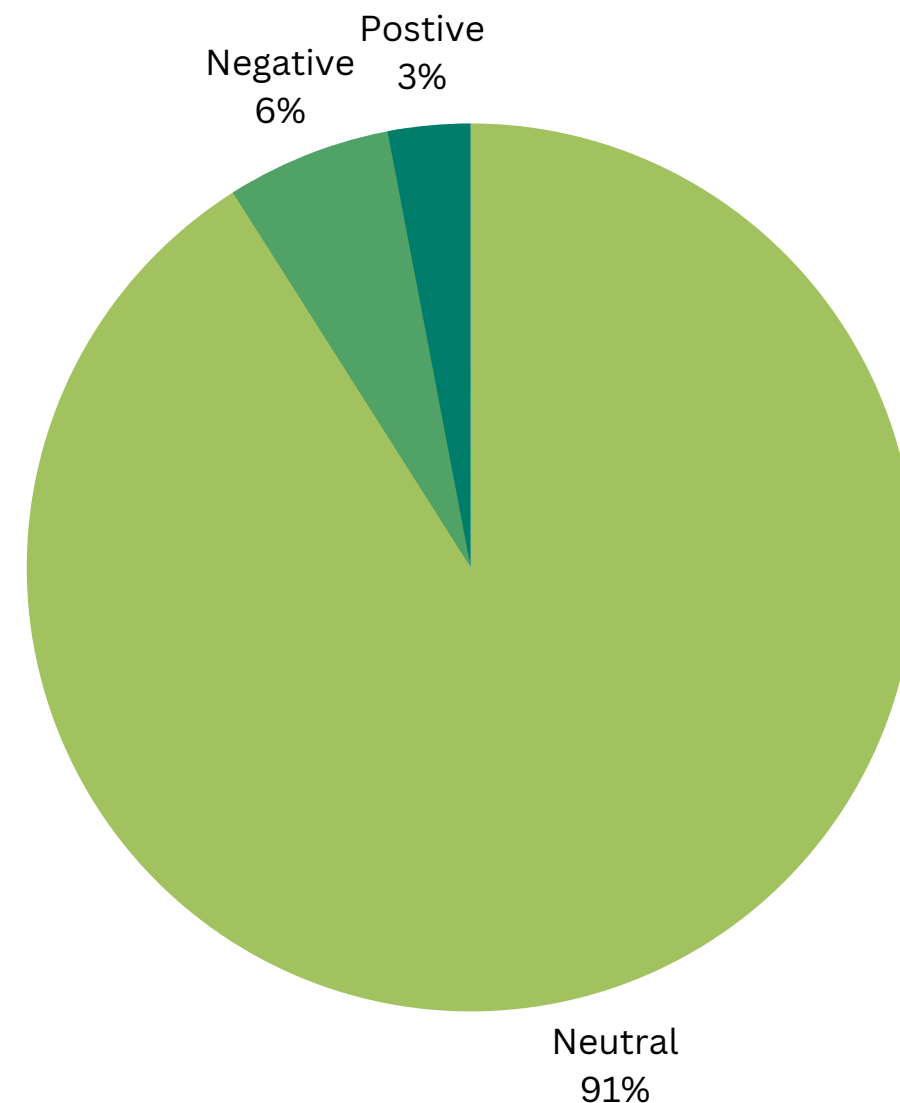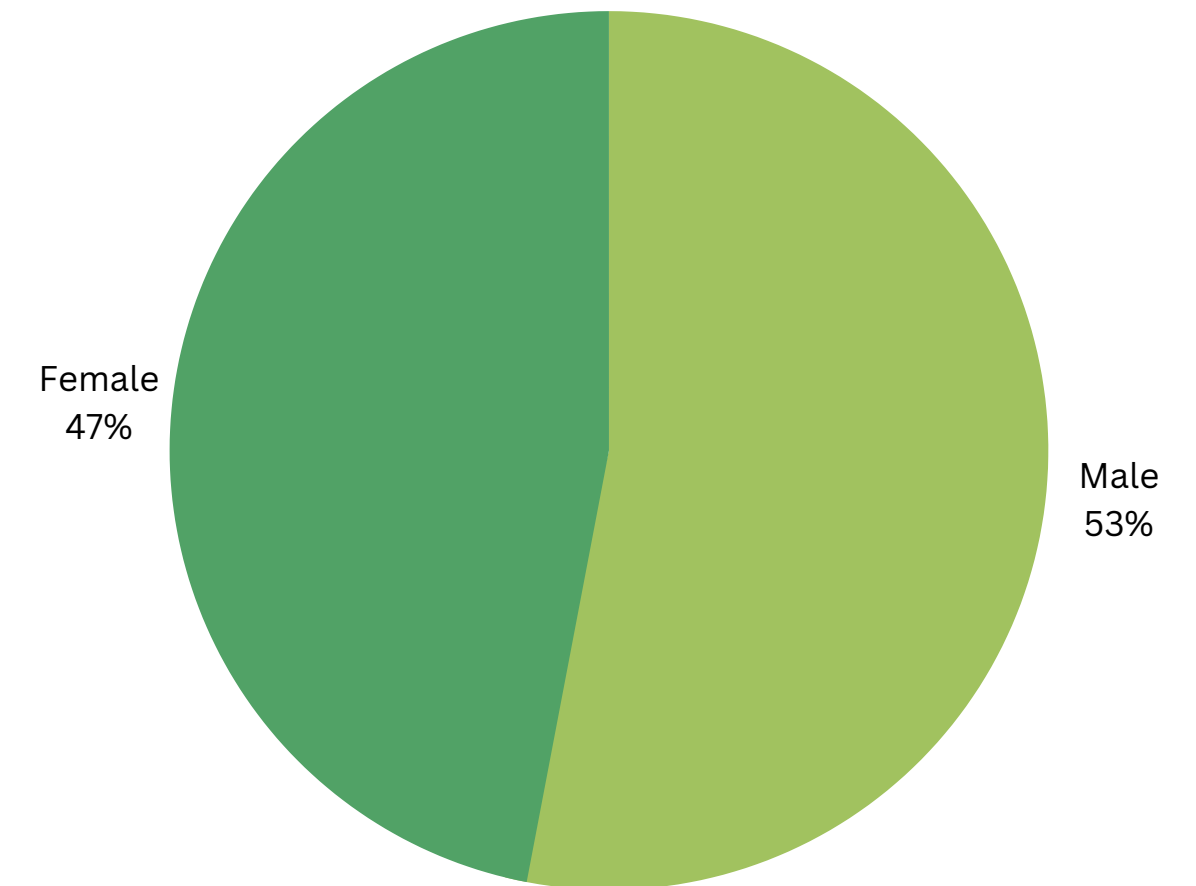
**Influential Users:**
- **@marksmithsydney** is a climate activist on Twitter. He is very active and often mentions the World Wildlife Foundation.
- **@AnneTarvainen** is a prominent Retweeter regarding WWF content from multiple WWF accounts, such as @WWF_Africa or @climateWWF.

Theme 2: NFT Analysis

Sentiment Chart

- Positive 6%
- Negative 6%
- Neutral 88%

Demographics Chart

- Female 37%
- Male 63%
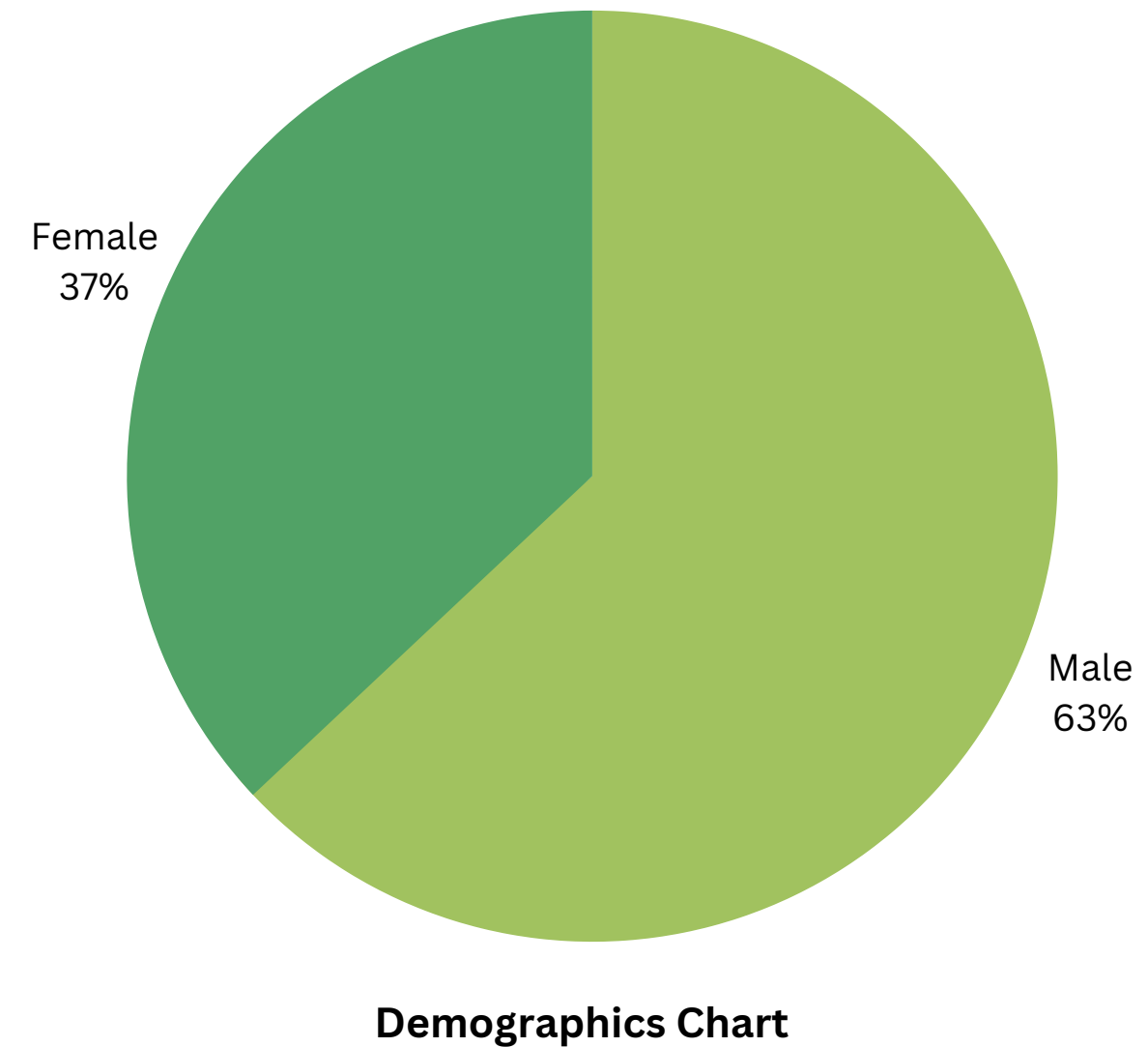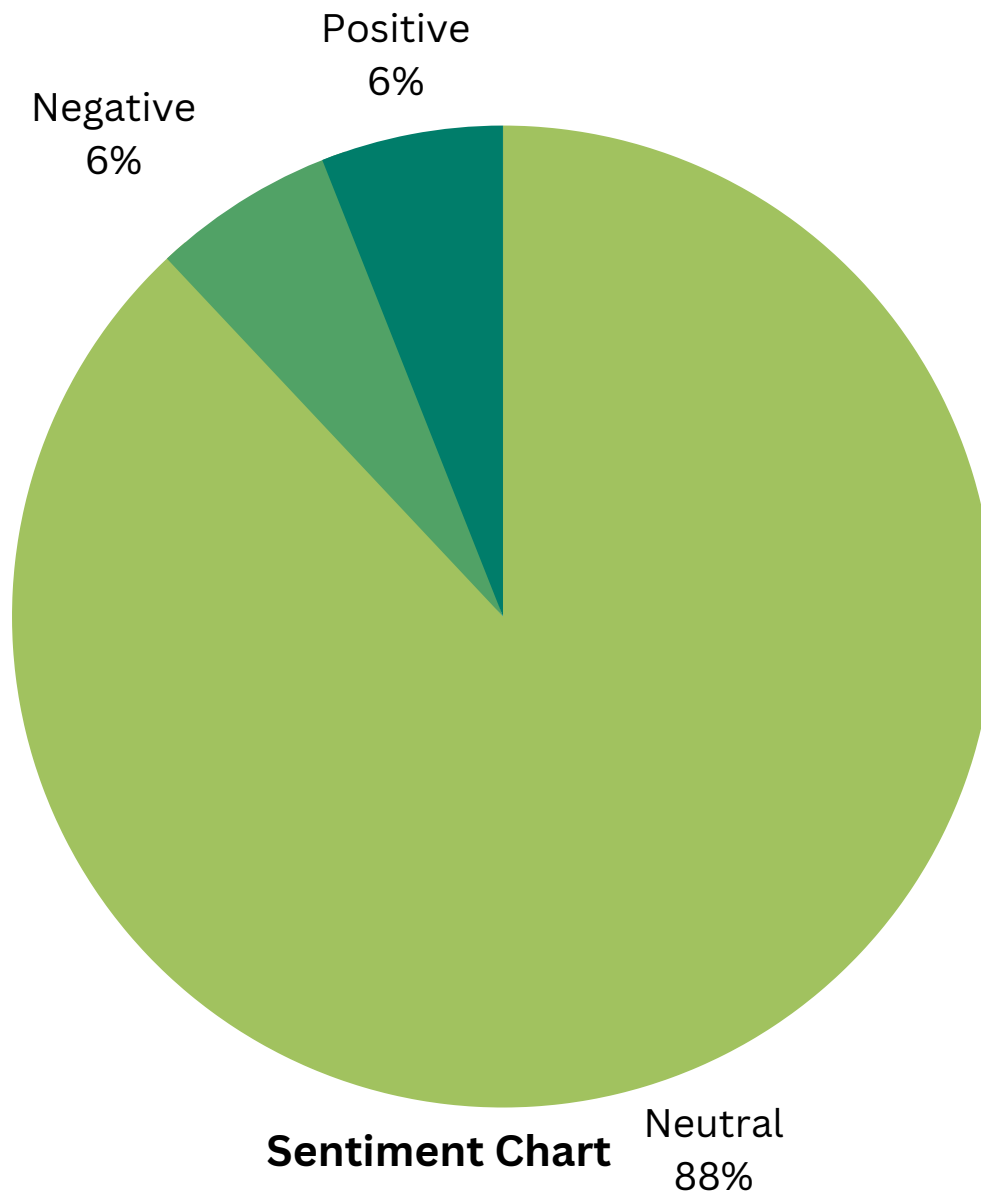
Total Volume: 30K
Trending Topics:
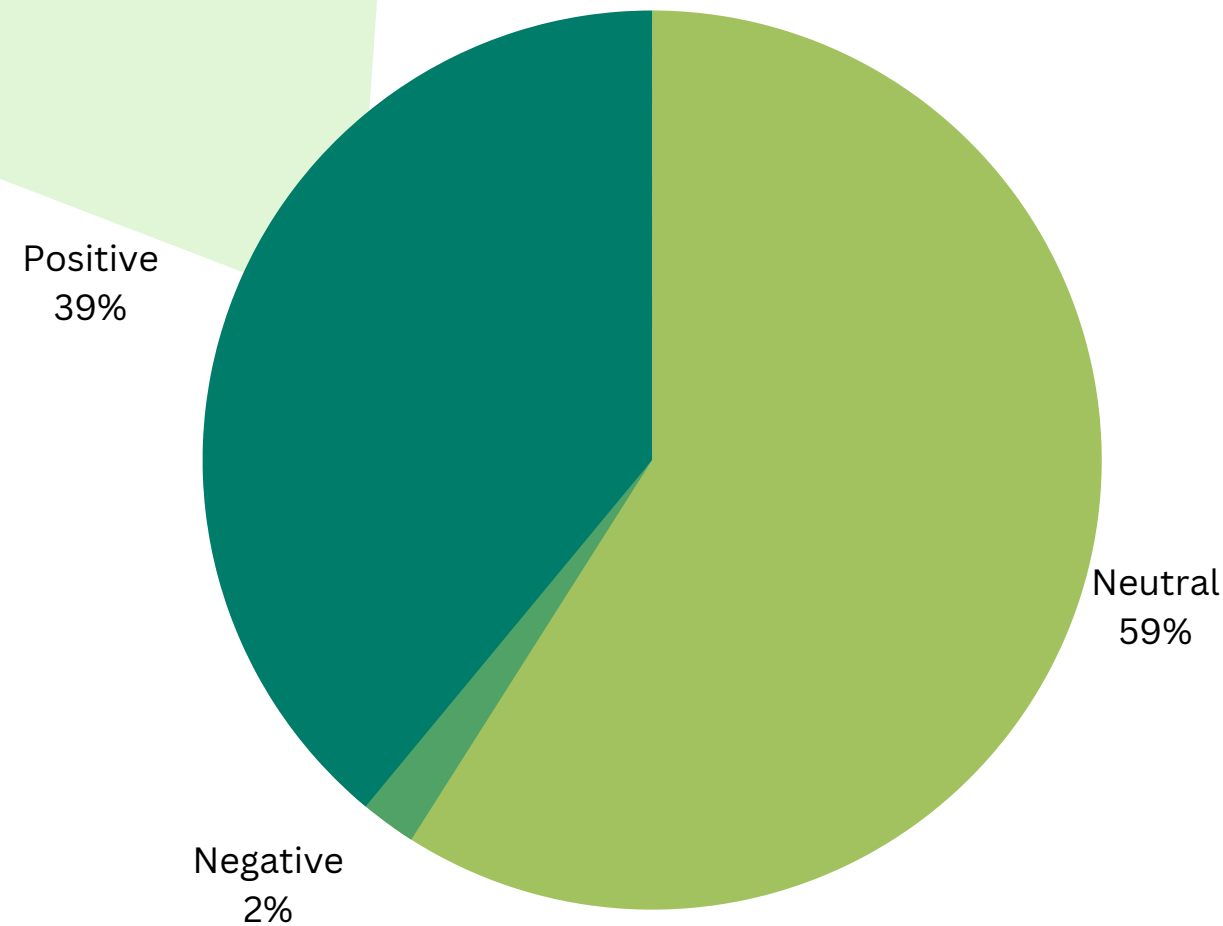**Top Hashtag:** #nft, #nfts, #nftcommunity
Top URLs: NFT Collection site, NFT community base, NFT purchase/community site

- NFTs in relation to the WWF are an extremely popular topic of conversation amongst Twitter users, contributing to nearly 30,000 posts in a one year period. The WWF created a limited edition NFT themselves but received backlash from climate activists, as NFTs are known to cause more carbon emissions and are bad for the environment.
- Positive conversations around NFTS have to do with launch dates of new non-fungible animal collections, high selling prices of certain characters, positive feedback from users who have bought the artwork, and disclosures about where the money raised is going to.
- Negative conversations around the theme focus on scams related to NFTs, accusations around the WWF funding militias and death squads with the raised money, the WWF's increased carbon impact due to the production of NFTs, and overall bad feedback to the practice of producing and selling these digital animals.

Influential Users
- **@Gradient_NFT** is an organization that sells collections and gives 10% of their proceeds to the WWF.
- **@lexacube** is another account that sells different NFT collections.
- **@fuzzybugsNFT** sells a variety of characters and also donates 10% of sales to support the WWF.

Theme 3: Adoptions and Celebrities


Sentiment Chart

Positive 39%
Neutral 59%
Negative 2%

Demographics Chart

Male 40%
Female 60%

To celebrate Jimin's 26th birthday PJM Magazine adopted a Snow Leopard in Jimin's name through World Wildlife Fund – the leading organisation in wildlife conservation and endangered species. Adoption will last for a year from 17.09.21 to 17.09.22.

THANK YOU
Park Jimin

Number of posts: 33 K
Trending topics:
Top Hashtags: #sunghoon, #엔하이픈_성훈, #happyinday
URLs: WWF Philippines Fundraising page, WWF Gift website

- The conversation in this theme revolves around the act of individuals adopting an animal through the WWF and gifting it to a celebrity (a majority of which include KPOP artists such as Sunghoon from ENHYPEN and Jimin from BTS), for their birthdays.
- Positive conversations amongst Twitter users have to do with the adoption purchases themselves and sharing who they adopted the animal's name after. Many of these positive tweets include how the money spent will help the WWF's conservation efforts.
- Negative conversations revolve around suspicions about adopting these animals, problems that arose when attempting to adopt an animal online, and anniversaries of dates such as deaths. It is to be noted that a majority of the tweets within this theme are full of support and positive sentiment regarding the benefits from.
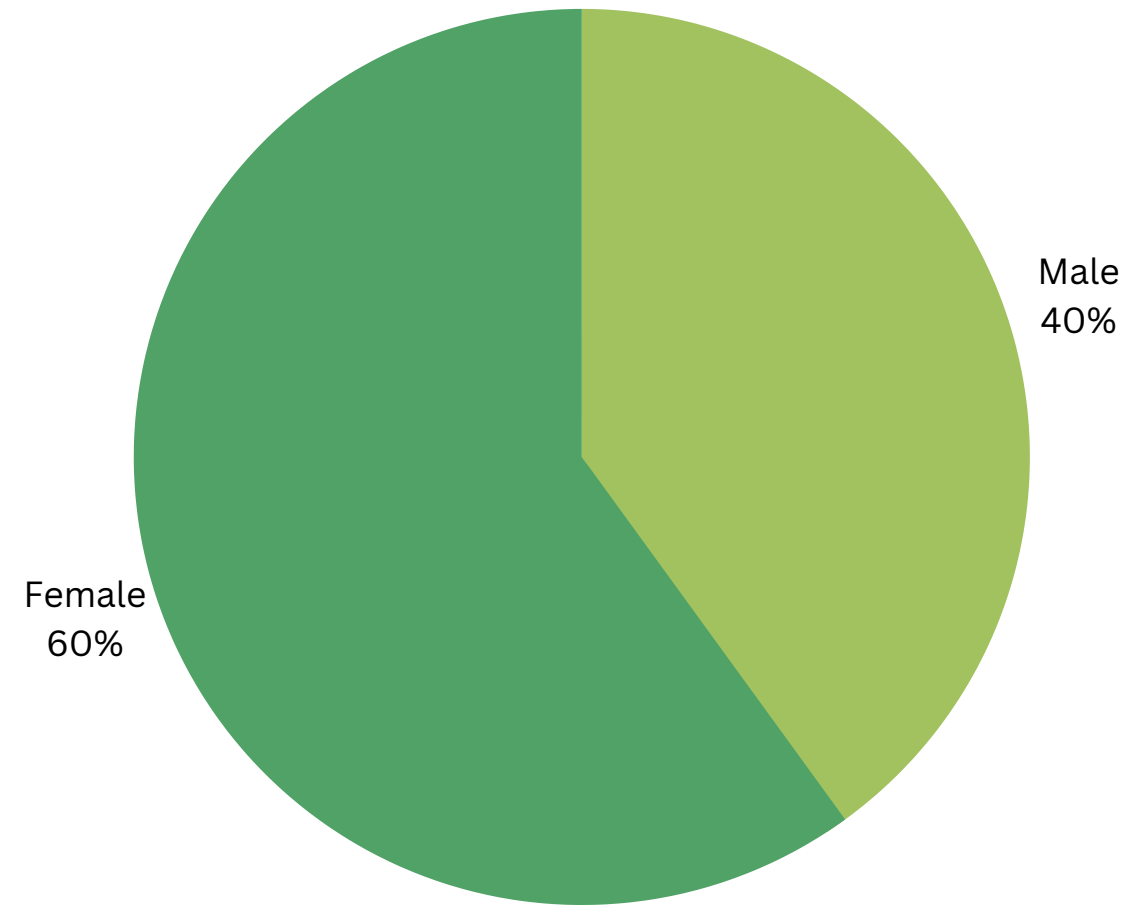
Influential Users
- **@ENHYPEN** is a popular South Korean Boy Band that has millions of followers across the globe (5.9 million followers)
- **@BTS_twt** also known as the Bangtan Boys, is a critically and commercially successful South Korean boy band that has a strong internet presence within the K-pop sphere. (47.7 million followers)
- **@PJM_Magazine** is fanpage for BTS member Jimin that posts daily updates about him.

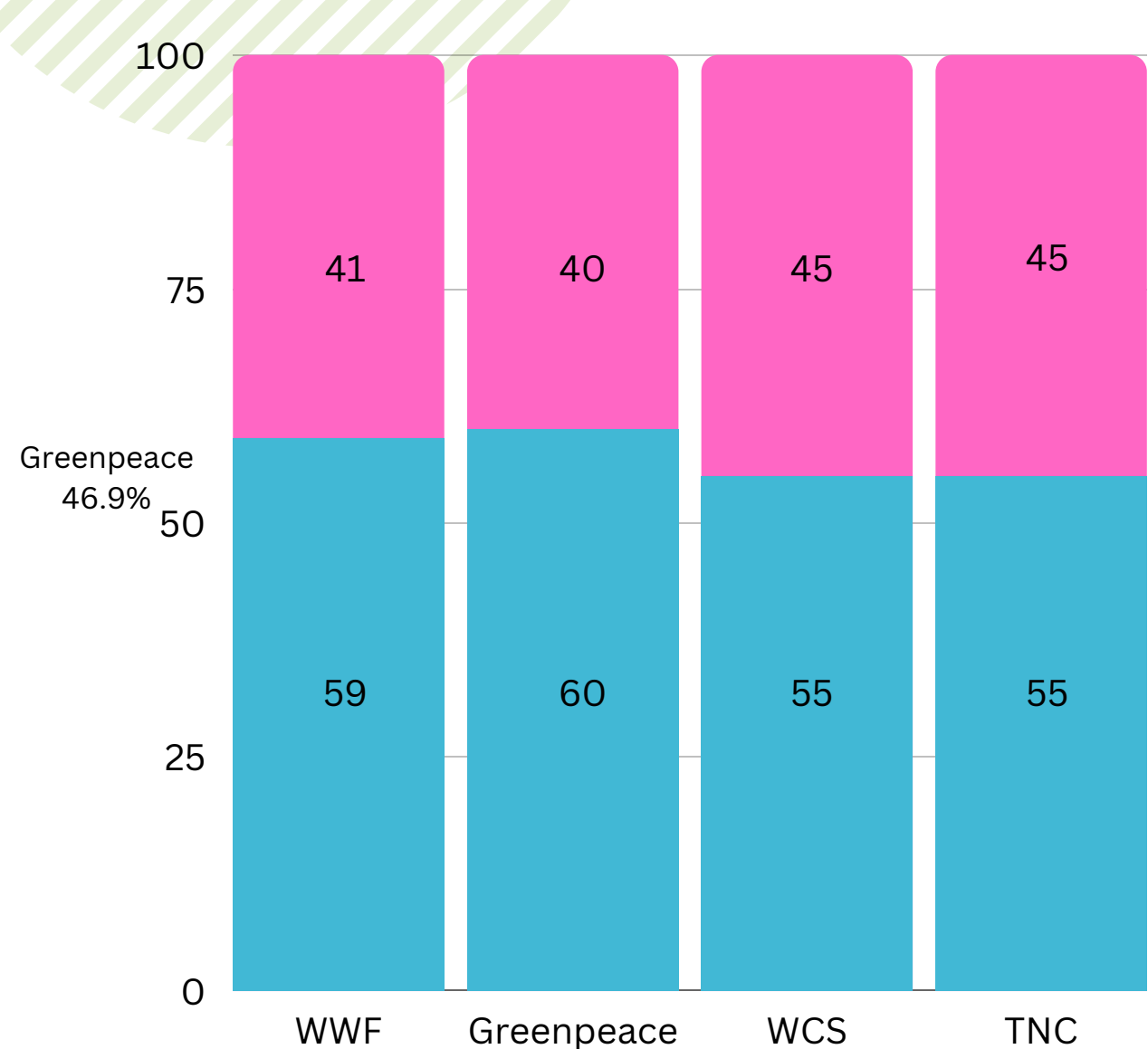# Comparable Organization Earned Data

Comparable Organization's Comparisons with Twitter Data
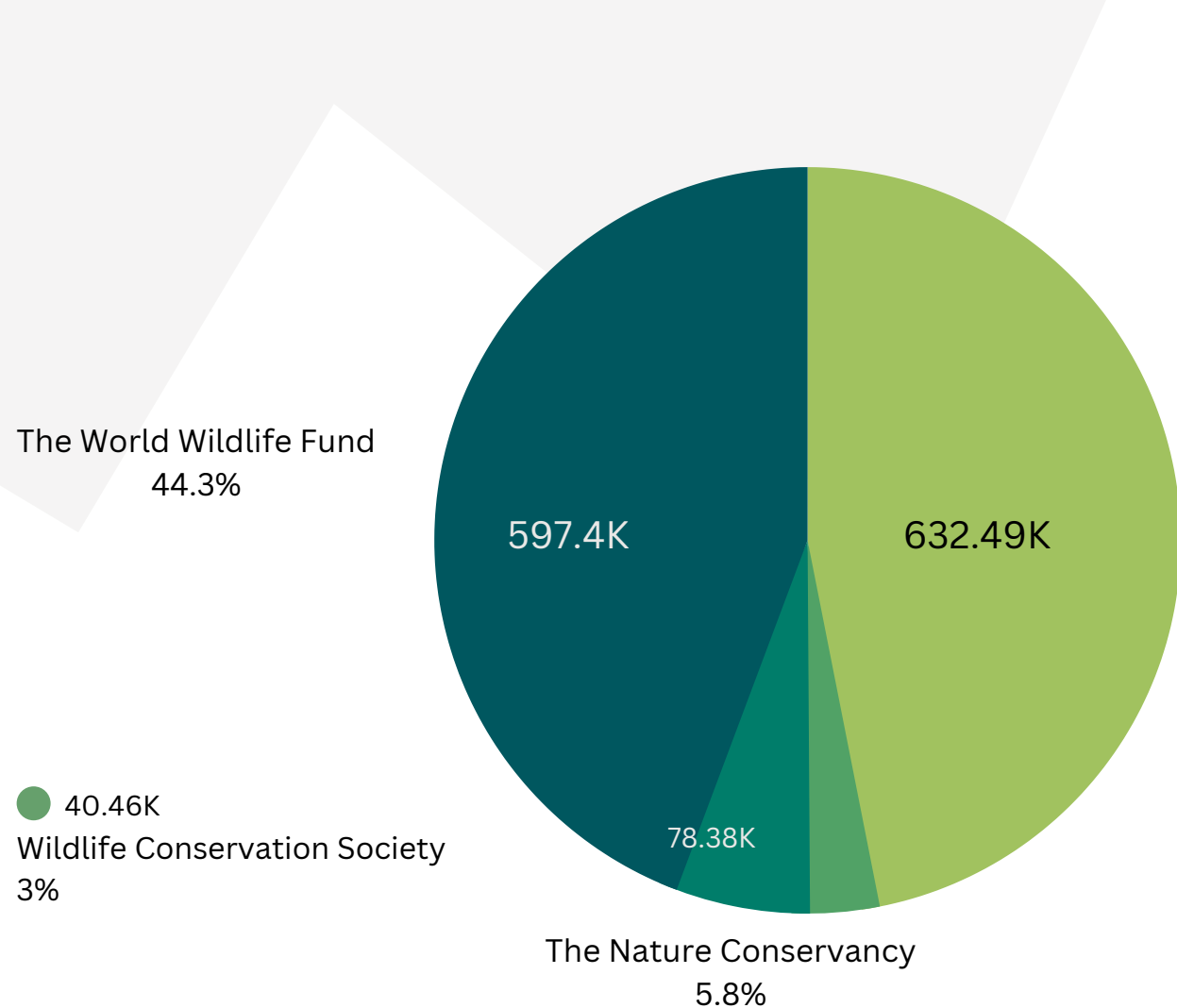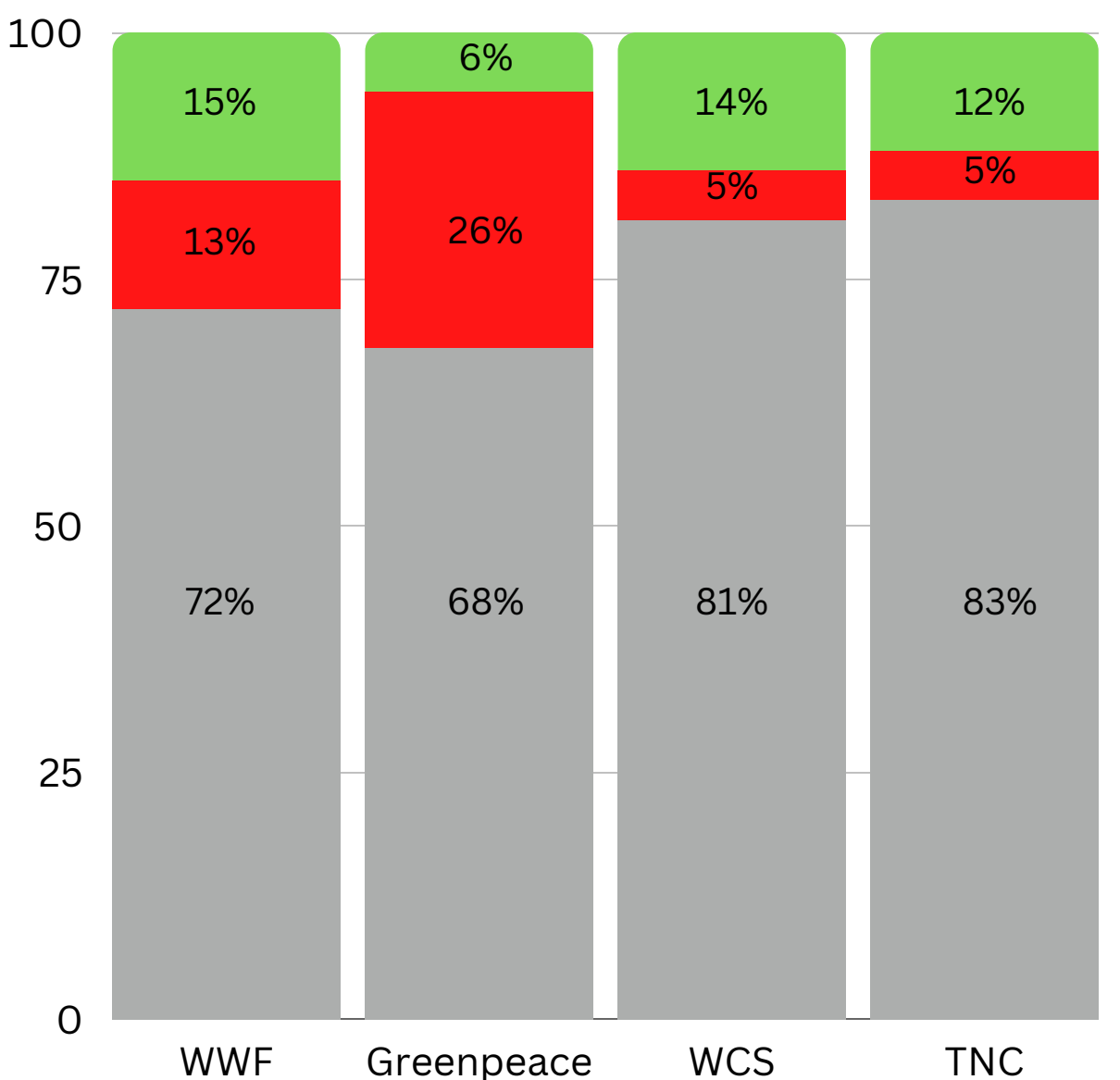

Total Tweets Chart By Organization

When reviewing the graph above, it is to be noted that Greenpeace has the most tweets out of the comparable organizations, with WWF following. However, it is shocking to see that both the Nature Conservancy and the Wildlife Conservation Society only amount to around 10% of total tweets between these organizations.

When comparing the WWF to Wildlife Conservation Society, Brand24 provided insight to the fact that the WWF has signifcantly more mentions and a higher positive and negative sentiment.

Total Demographics Chart By Organization

This graph displays the demographics of male and female users regarding comparable organizations. It is to be noted that there are consistently more men than women users for each of the four organizations. It appears that the larger organizations have fewer women interacting, while the smaller organizations have around 5% more on average.

Total Sentiment Chart By Organization

This graph displays the sentiment measured in each of the four organizations. While Greenpeace has the most tweets when looking back at the pie chart on this page, they also have the largest negative sentiment by far. It is interesting to note that the WWF has a similar amount of tweets, yet the sentiment is far more positive than Greenpeace's.

Comparable Organization's Comparisons with Twitter Data

January 31st: GoFundMe seizes $9M from the Freedom Convoy, and conservatives state that the money will now unfairly go to companies like GreenPeace

Nov 1st: COP 26 occurs

March 28th: GreenPeace faces backlash from Cryptocurrency fans after a video was released by GreenPeace about the harms of crypto on the environment
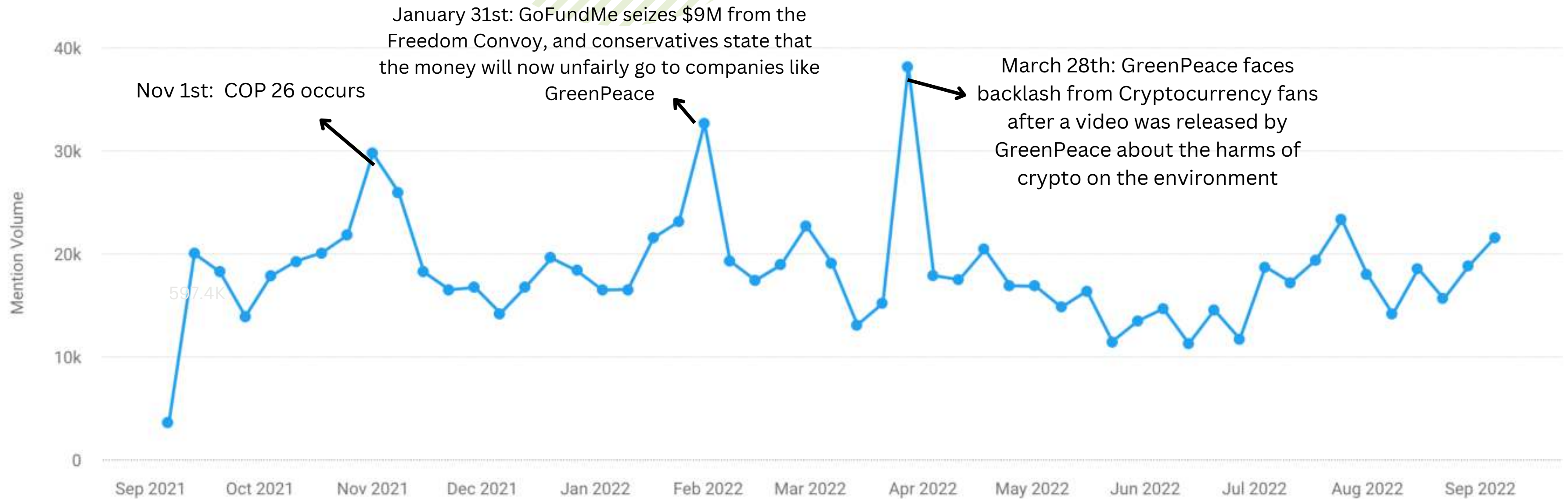
When reviewing the graph above, a majority of the large spikes that occur have to do with GreenPeace controversies. There was a spike that occurred on November 1st, which was when COP 26 began. This led to an overall discussion of all the environmental non-profit organizations. There was another spike in discussions around January 31st, with overall negative sentiment from supporters of the Freedom Convoy as GoFundMe seized $9M that they raised from them. Supporters of the Freedom Convoy claimed that now the money they raised was unfairly going to companies like GreenPeace. Another major spike occurred on March 28th, as crypto fans called out GreenPeace for a lack of understanding of cryptocurrency and Bitcoin after GreenPeace released a video calling out Bitcoin as a harm to the environment. Due to low numbers of tweets around The Nature Conservancy and the Wildlife Conservation Society, the only significant spike for them occured during COP26.

Topical Earned Data

Total Topic Dataset

Volume: 4.2 million posts
Demographics: 56% male, 44% female
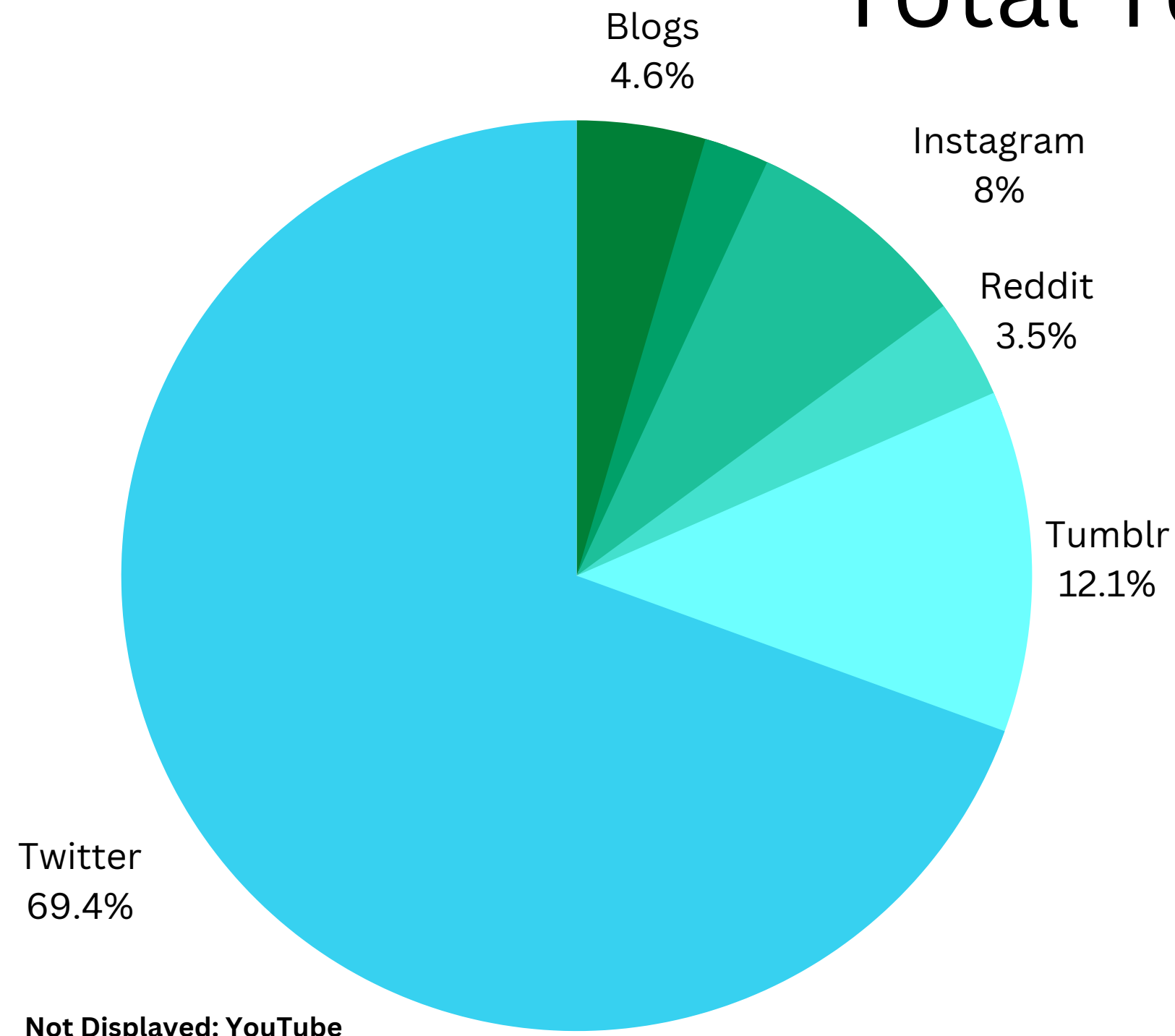**Geography**: USA 981K, UK 312K, India 164K, Canada 122K
Overall Sentiment: 70% Neutral, 16% Neg, 14% Pos
Hashtags: #environment, #sustainability, #climatecrisis, #plasticpollution

Within our dataset, we found posts from platforms such as Twitter, Tumblr, Instagram, Reddit, Blogs, Forums, and Youtube. The platforms we found to provide the most significant insights and information were Twitter, Tumblr, and Instagram.

While there were a large amount of posts found on Reddit and Blogs, there were not any significant trends or insights to be found that warranted placement within the report.

Pie chart — **Total Volume of Posts**
- Blogs 4.6%
- Instagram 8%
- Reddit 3.5%
- Tumblr 12.1%
- Twitter 69.4%
- Not Displayed: YouTube
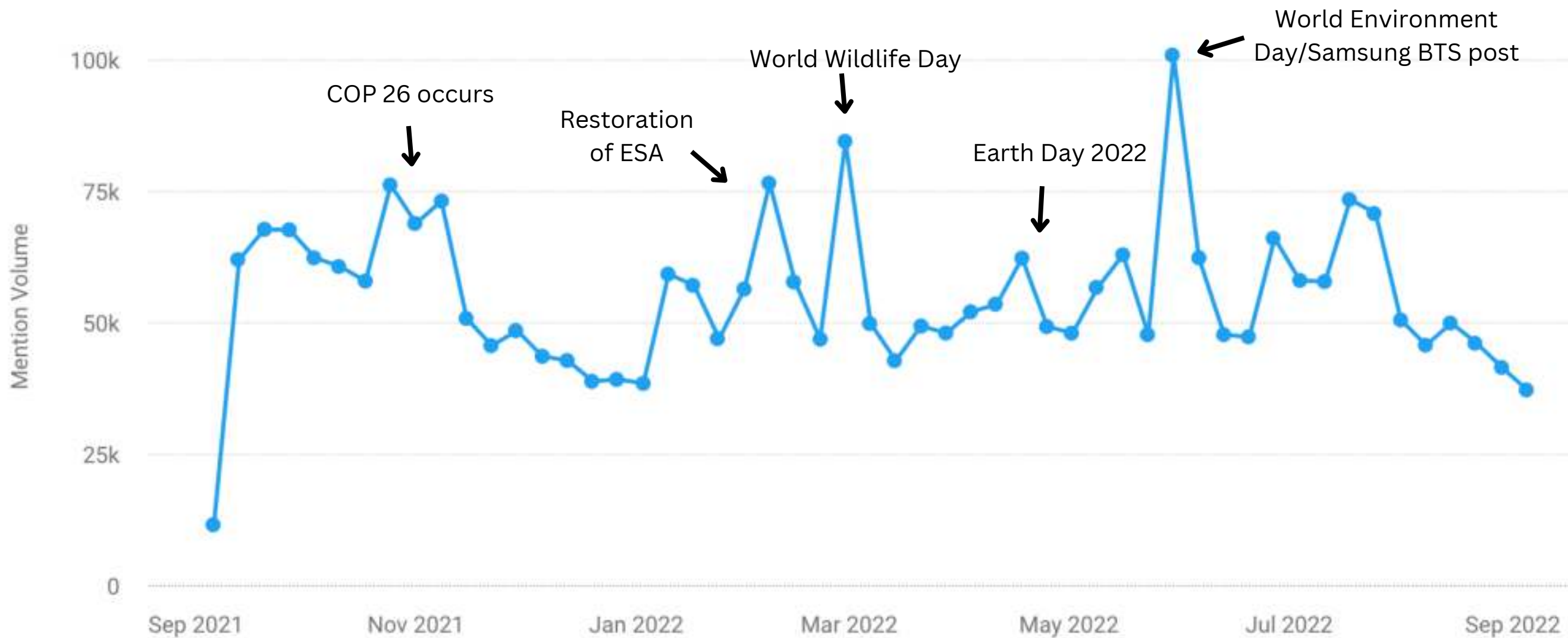
- Twitter: 2,908,084 mentions
- Tumblr: 507, 718 mentions
- Instagram: 336,553 mentions
- Reddit: 147, 182 mentions
- Blogs: 191, 105 mentions
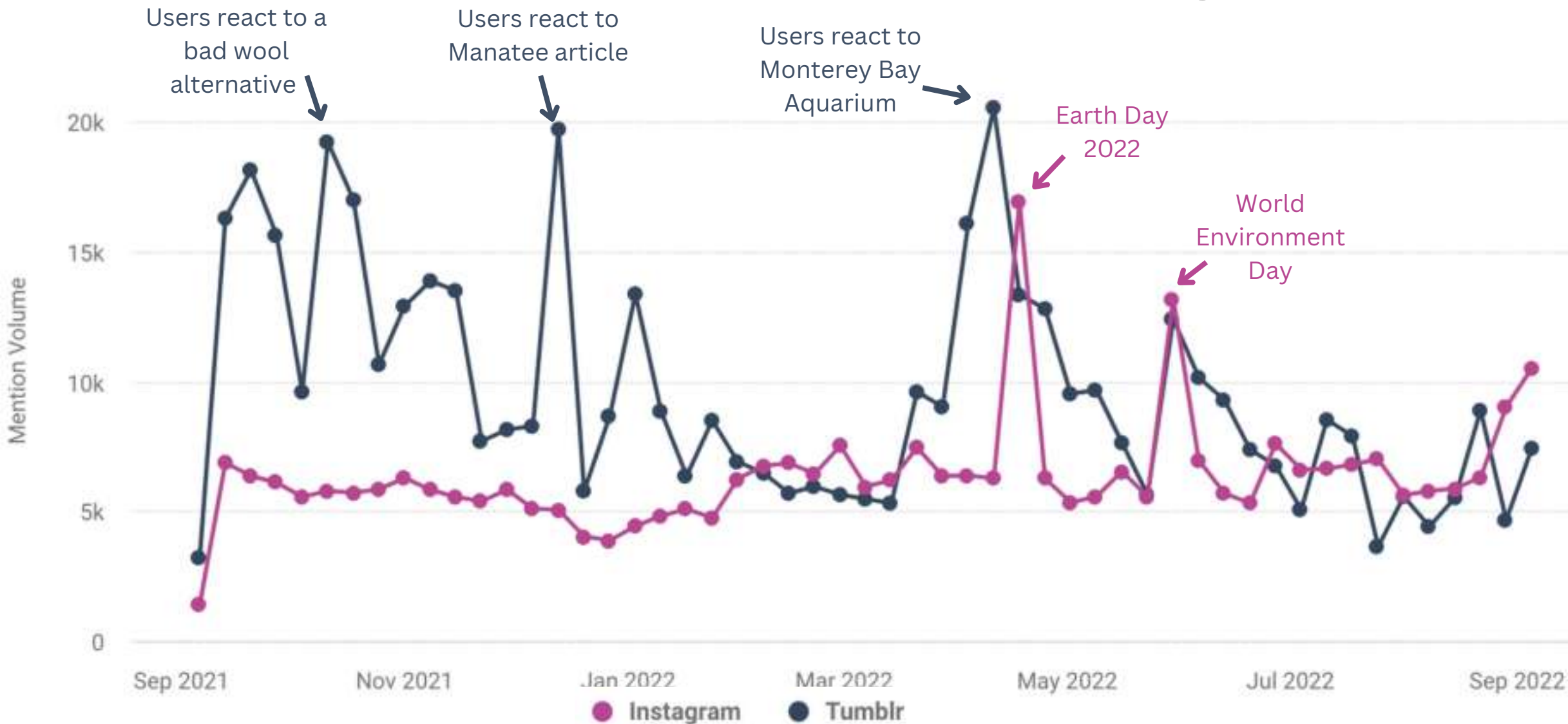- Forums: 96, 517 mentions
- YouTube: 158 mentions

Most Engaged Posts

Twitter Spike Analysis

Graph labels:
- COP 26 occurs
- Restoration of ESA
- World Wildlife Day
- Earth Day 2022
- World Environment Day/Samsung BTS post

Y-axis: Mention Volume (0, 25k, 50k, 75k, 100k)
X-axis: Sep 2021, Nov 2021, Jan 2022, Mar 2022, May 2022, Jul 2022, Sep 2022

Samsung Mobile ✔
@SamsungMobile

.@BTS_twt believes small actions make a difference to prevent ocean pollution. Through #GalaxyForThePlanet, Samsung is advancing a more sustainable future. #GalaxyxBTS

Learn more: smsng.co/Environment-da...

#GalaxyForThePlanet

6:45 AM · Jun 1, 2022 · Twitter Media Studio

23.4K Retweets   239 Quote Tweets   64.8K Likes

- On Twitter, many of the spikes seem to occur on events/days that call towards improving and protecting our environment
  - The largest spike occurred on the week of May 30th, 2022-June 5th of 2022.
    - On June 1st, Samsung shared a message along with popular KPop group, BTS, calling for action towards preventing pollution and increasing sustainability due to World Environment Day approaching which occurs on June 5th. This led to a spike of Retweets and Tweets, resulting in 100,684 mentions.

- Other Notable spikes include
  - Earth Day 2022, which happens on April 22nd, had a spike in mentions within our query (n= 62,150)
  - 2021 United Nations Climate Change Conference (COP 26), which occurred from October 31st - November 12th of 2021. There was a spike during these weeks that peaked in mentions (n= 76,088)
  - World Wildlife Day, which occurred on March 3nd 2022 (n= 84,274)
  - On February 10th, when a federal judge restored the Endangered Species Act (ESA), which protects gray wolves and other endangered species (n=76,375 mentions)

Office of LG J&K ✔
@OfficeOfLGJandK

On the occasion of World Wildlife Day, let us renew our resolve to prioritize, promote & institutionalize wildlife conservation. We need to safeguard wildlife habitats, protection of endangered species and livelihoods of communities dependent on forest resources.

2:28 AM · Mar 3, 2022 · Twitter for Android

146 Retweets   9 Quote Tweets   445 Likes

Tumblr and Instagram Spike Analysis

Users react to a bad wool alternative

Users react to Manatee article

Users react to Monterey Bay Aquarium

Earth Day 2022

World Environment Day

computationalcalculator:

the-real-aria-fae:

scentedbunnyglitter:

Misinformation alert!

they are still very much in danger.

They changed the definition of endangered to a lower number in order to exclude a lot of animals.

The reason? Usually when there is a large political push to take protections away from animals it's because their environment offers some resource (such as oil) that cannot be accessed due to habitat protection provided by the endangered species.

This should be concerning for everyone because the target is not endangered species, but the environment as a whole.

"Manatees are no longer endangered" should be read in roughly the same tone as "The velociraptor cage no longer has a security guard"

- There are a couple of spikes on Tumblr. The spikes seem to be reactionary in nature to products and news, both positively and negatively
  - One spike occurred on the week of October 11th, 2021, where users were reacting negatively to a yarn product that falsely advertised being better for the environment than typical wool. (n=19,223 mentions)
  - On the week of December 12th, 2021, users were reblogging a post that called out an article from Time that spread misinformation about Manatees no longer being technically endangered. (n = 19, 735 mentions)
  - On the week of April 11th, 2022 users were talking about and reblogging a post praising the Monterey Bay Aquarium for being a fantastic aquarium that is sustainable and fights for the betterment of the environment. (n= 20,580)

- The spikes on Instagram seem to be due to certain environment related days that allow users to post celebrating wildlife and the environment.
  - A spike occurred on the week of April 22nd, which is when Earth Day 2022 occurs. (n= 16,984 mentions). On that day, there was an increase in hashtags such as #earthday, #earthdayeveryday, #motherearth, and #happyearthday.
  - Another spike occurred on the week of June 5th, which is when World Environment Day occurred (n=13,170 mentions). There was an increase in hashtags relating to the event such as #worldenvironmentday, #environmentday, #earth, and #saveearth.

arcite.in

130 likes

arcite.in "We are planting for the future"
ARCITE IGBC student chapter on EARTH DAY

Twitter, Tumblr, and Instagram Insights

Instagram

Volume: 337 K
Demographics: None noted
Geography: USA 317K, UK 24K
Sentiment:
85% Neutral
4% Negative
11% Positive
Users: @plasticpollutes, @breakfreefromplastic, @4ocean, @unep, @plasticsoupfoundation
Hashtags: #environment, #sustainability, #ecofriendly
Sentiment narrative:
- Neutral conversations include facts about certain animals, advertisements for sustainable alternatives such as solar panels, and climate crisis facts.
- Positive conversations are about users joining organizations and projects to promote sustainability, organic product promotion, and reassuring climate news.
- Negative conversations are about "foolish" actions to the environment, climate anxiety, inability to eliminate plastic, and pollution.

tumblr.

Volume: 508 K
Demographics: None noted
Geography: USA 317K, UK 24K
Sentiment:
76% Neutral
22% Negative
2% Positive
Users: @jobslan, @branchiocephalic, @mexxicanbae, @bpissuenews, @hermitcrabrarah
Reblogs: Using Wool vs Unsustainable Yarn Made of Plastic, Endangered species status of manatees, Monterey Bay Aquarium praise
Hashtags: #environment, #climatechange, #business, #climate
Sentiment narrative:
- Neutral conversations tend to revolve around animal sightings in the wild, news about animals and climate crisis.
- Positive conversations are typically about sustainable practices, vegan promotion, and news about the conservation of endangered species.
- Negative conversations are about the climate crisis, endangered species, and problems causing pollution.
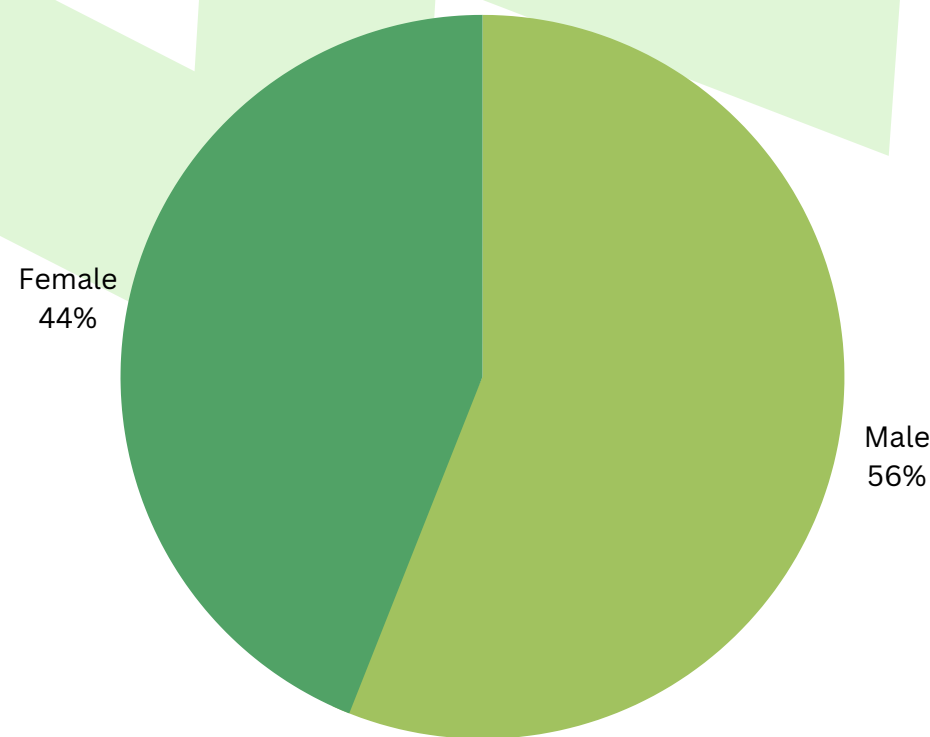
twitter

Volume: 3 million
Demographics: 54% Male 46% Female
Geography: USA ~ 560K, UK ~280K, India ~146K, Canada ~ 92K, Australia ~70K
Sentiment:
78% Neutral:
7% Positive
15% Negative
Users: @plasticsimpact, @eco1start, @thndrt3, @carboncompanies, @jane_eden
RTs: BTS x Galaxy for the Planet Commercial, Re:Code an upcycling fashion brand, World Population Day, Climate Emergencies
Shared URLs:
- BTS X Galaxy for the Planet / Samsung Commercial
- Jeff Bezos giving away 1 Billion Dollars to protect land and seas Article
- Gray Wolf Being Endangered Article
- Youth activists petition UN to declare a systemwide state of emergency
- Wind and solar power article on climate change
Hashtags: #environment, #climatecrisis, #plasticpollution, #cop26
Sentiment narrative:
- Neutral: news about climate change, endangered species, news updates regarding the climate in general
- Negative: mostly about plastic pollution killing animals, endangered species, climate crisis
- Positive: wildlife conservation, actions towards sustainability

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Theme 1: Climate Crisis

Demographics Chart

- Female 44%
- Male 56%

Sentiment Chart

- Postive 4%
- Negative 19%
- Neutral 77%
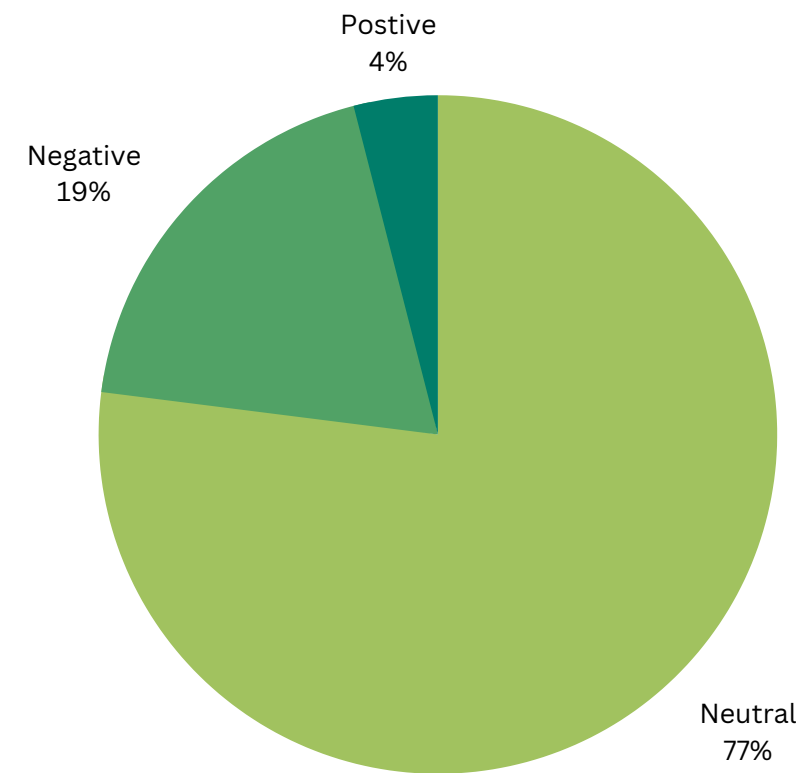
Total Volume: 1M
Top Unique Hashtags: #climatecrisis, #climateaction, #cop26
Top URLs: The Guardian article about youth petitioning the UN to declare the climate emergency, The Guardian article about farm subsidies harming people and the environment, a UN Development Twitter video urging people to take a stand against climate change.

Influential Users: @APacificiEU (former EU ambassador), @GretaThunberg (a youth environmental activist), @ClimeToken (fundraising project account to combat climate change), @ewarren (US Senator)

Gender Based Differences
When looking at what women most consistently tweeted about in regards to this theme, their tweets tended to be more positive overall. They focused on topics such as environmentally friendly things, such as renewable energy. Alongside that, they were also tweeting more about events such as #cop26 and other government bodies like the United Nations General Assembly. Meanwhile men focused on action more, such as taking initiative to prevent climate change, and creating a sustainable future. They used hashtags such as #savetheplanet and #actonclimate more than women did. As previously stated, women tended to be more positive than men. Overall, women celebrated certain accomplishments more than men did with very positive words, emojis, and hashtags. Men tended to be positive about resotring the Earth and promoting their friends to do the same with encouragement. Negative wise, men would call on the lack of action being taken and women tended to be upset about the current state of the environment in general.

> **FrankPallone (Rep. Frank Pallone)** @FrankPallone ✓   5 Jul
> Every year, summers in America get hotter, longer, and more dangerous. There's no question that this is a direct result of the **climate crisis**. It will only get worse if we don't take action to reduce our emissions and transition to clean energy. https://t.co/oypznsylok

- The overall conversation about the climate crisis is about the extremely harmful effects of climate change and an overwhelming call to action to stop the climate crisis and ensure a safer and healthier future.
- There are very few positive conversations around the climate crisis theme, accounting for only roughly 43K of the 1 million posts. These conversations tend to be about fundraising events, individual and community efforts to combat the climate crisis, and celebrations of Earth's beauty.
- Negative conversations account for approximately 186K posts and are typically about a lack of political action and negative environmental effects of climate change.

Theme 2: Endangered Species

Demographics Chart

Sentiment Chart
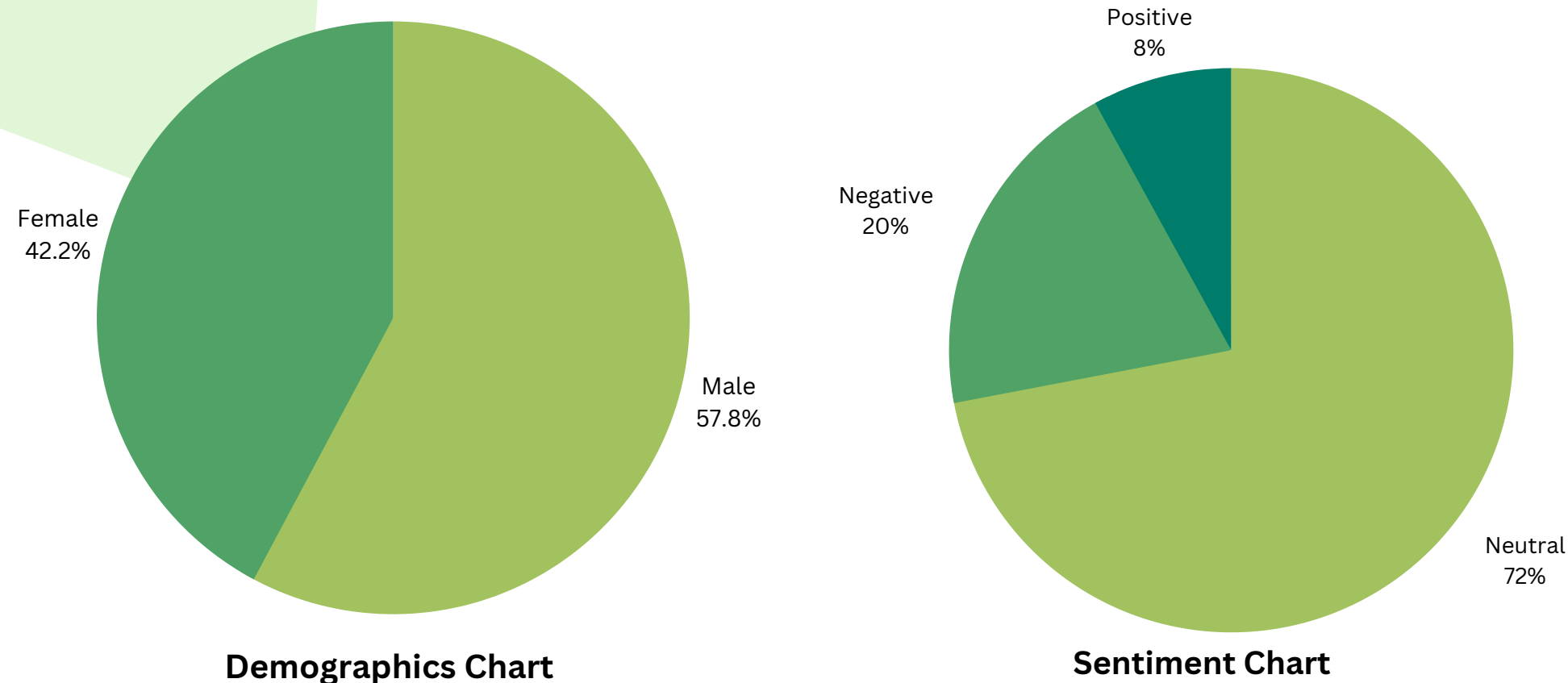
Total Volume: 910.95K
Top Unique Hashtags: #wildlife, #endangered, #conservation
Top URLs: The Hill article about Jeff Bezos $1B donation to protect the Earth's land and seas, article about the Grey Wolf being in grave danger, and a Washington Post article about the ivory-billed woodpecker being officially declared extinct

Influential Users: @notsoaidil (climate and environmental justice activist), @UncvringTheTruth (account dedicated to posting and retweeting factual content relevant to today's cultural and societal issues) , @NatGeo (large nonprofit that works towards animal and environmental conservation) @nytimes (American news outlet)

nytimes (The New York Times) @nytimes   11 Feb
The koala has officially been declared an **endangered species** by the Australian government. Drought, bush fires, disease and **habitat** loss have drastically reduced the numbers of the iconic marsupial. https://t.co/L6ukFxmeF0
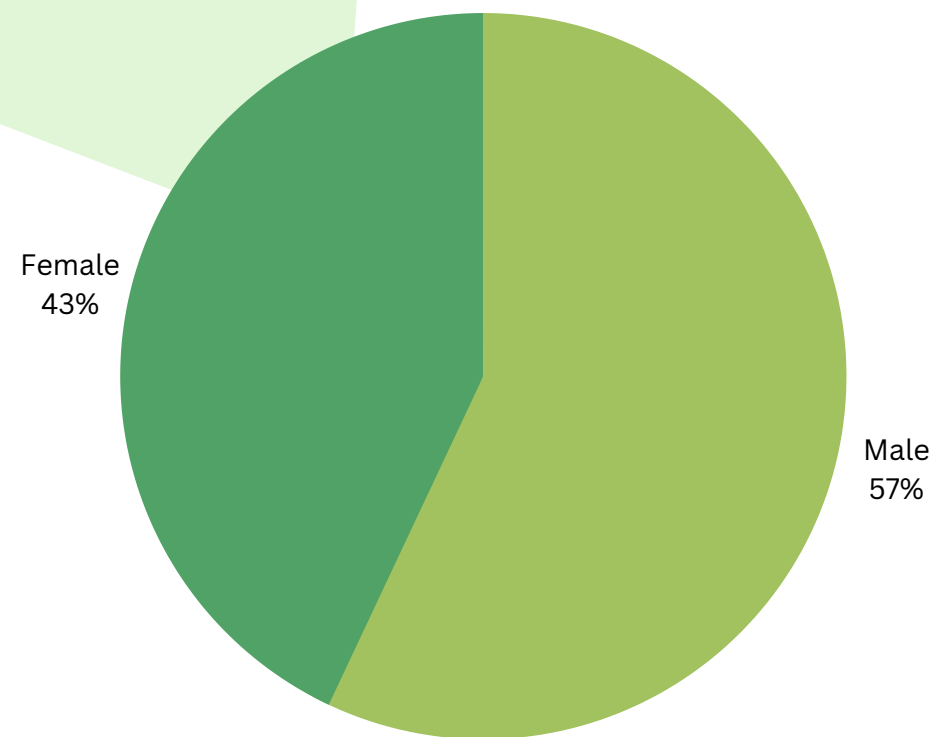
- The overall conversation about this theme is about increasing awareness to numerous endangered species and promoting and highlighting conservation practices to protect and restore these animals.
- Positive conversations focus on endangered species reproducing successfully, "adopting" endangered species, and conservation efforts made to support endangered species.
- Negative conversations focus on endangered animals being killed, people paying to hunt endangered species, and dwindling endangered species populations in general.
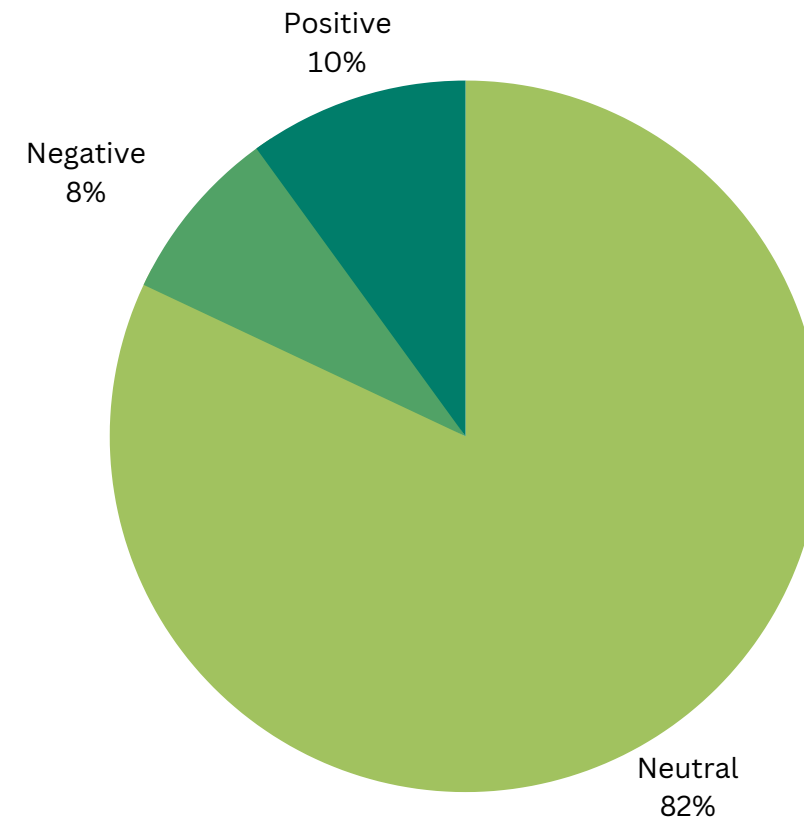
Gender Based Differences
Overall, this theme is about endangered species conservation and the efforts being made to ensure that they are being taken care of properly. Women tend to talk about art related to endangered species consistently throughout this theme. They also talk about the government's actions to protect the animals and environment. Men tend to lean towards discussions of NFTs to help out endangered species. They also talk about politician's efforts to stop the unlawful killing of endangered species. The positives about this theme relates to success within preservation efforts for both genders. For women, positive statements include praising conservation efforts or celebrating the birth of endangered species offspring. For men, positives focus on celebrating individuals who have made efforts to conserve wildlife. Negatives for women include calling out people who go hunting for endangered species on trips, or endangered species dying out. For men, negatives focus in the corruption of the government for not taking more efforts to protect endangered species.

Theme 3: Sustainability

Demographics Chart

Sentiment Chart

Total. Volume: 993.2K
Top Hashtags: #environment, #sustainability, #plasticpollution
T**op URLs:** Samsung Galaxy YouTube ad featuring BTS about saving the planet, BBC Science News tweet about wind and solar reaching milestone as demand surges, Vox article about plastic pollution

Influential Users: @UN (intergovernmental nonprofit organization), @MikeHudema (climate crisis activist), @nytimes (American news outlet)

Gender Based Differences
Overall, the theme is about beating plastic pollution. In regards to what women say about this, they talk about how reduce plastic pollution and talk about how certain places and companies are responsible for the pollution. They also talk about alternatives to use instead of plastic when going out to shop. Men focus on the government, either calling them out for microplstics or focusing on laws and regulations that make an effort to reduce plastic pollution. Men tend to talk negagtively about the lack of regulations from the government and them turning a blind eye towards the destruction of the planet. When speaking positively, they talk about innovations that help reduce plastic pollution and clean up efforts being made across the globe to reduce harm on the environment caused by plastic. Women speak positively about ways to help this issue and the efforts they have made to do so. They speak negatively about they think there needs to me more effort put into saving the planet by reducing the use of plastic overall.

- The overall conversation about sustainability centers around individual and community efforts to live more sustainably, praising political and influential figures for implementing and promoting sustainable practices, and preventing plastic pollution
- Positive conversations around sustainability account for nearly 94K out of the 993K posts. These conversations tend to be about effective sustainable energy practices, political figures taking action for the environment, and individual and community efforts to protect the environment.
- There are approximately 82K tweets including negative conversations about sustainability. These conversations are about plastic pollution, the hurting planet, and harmful effects of living unsustainably.

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Appendix

Appendix

Topic Boolean

(("Climate Crisis" OR #climatecrisis OR "Climate Action" OR #climateAction OR "sustainability" OR "sustainable") AND (endangered OR animals OR species OR habitat OR environment OR wildlife)) OR ("Plastic Pollution" OR #PlasticPollution OR #StopPlasticPollution) OR ("Animal Conservation" OR "Wildlife Conservation" OR #savetheanimals OR "Protect Wildife" OR "endangered animals" OR "endangered species")

Custom Classifier

For our custom classifier, we identified 3 major themes of discussion. One was regarding the ongoing climate crisis and actions around that. Another was based around saving and protecting endangered species. The final theme we identified had to do with sustainability. We placed 20 tweets each within the categories of the custom classifier and then allowed the AI to sort and slice through our dataset to divide up our tweets accordingly.

Appendix

Organization Boolean

("World Wildlife Fund" OR WWF OR #WWF OR @WWF)
NOT (WWE OR WF OR WFF OR #WWE OR #WFF OR
Wrestling OR wrestle OR match OR Raw OR "Tag Team"
OR "No Mercy" OR "Shawn Michaels" OR Wrestler OR
"Bret Hart" OR Champion OR "Mama WWF GA")

Comparable Organization Boolean

("Greenpeace" OR @greenpeace OR #Greenpeace) OR
("Wildlife Conservation Society" OR @TheWCS OR
#WildlifeConservationSociety) OR ("The Nature
Conservancy" OR @nature_org OR
#TheNatureConservancy)

Mini Booleans for Theme

Climate Change/Sustainability

climate OR "climate change" OR Weather
OR "Global Warming" OR Sustainability

NFTs

NFT OR NFTs OR Crypto OR
Minting OR Investing OR Invest
OR Bitcoin OR #ETH OR "ETH"

Adoptions and Celebrities

Birthday OR Present OR Adoption
OR Adopt OR Gift NOT (NFT OR
NFTs OR Wrestlemania)

Appendix

Social Media Tool (Brand 24)

What does this software do that Brandwatch does not?
Our favorite part of Brand24's capabilities and one that Brandwatch does not perform, was its ability to automatically create an email report, PDF file, infographic, or excel report, including all desired information in a matter of minutes.
List of Metrics/Measurements
Mentions, Reach, Interactions, User-generated content, Advertising Value Equivalent (AVE)
Overall User Experience
Brand24 is very user-friendly and easy to navigate as a first time user. Brand24's main purpose is to monitor online conversations about your brand, company, and/or competitor(s). They provide numerous, easy to read measurements and video walk throughs for clarification on how to use their resources.

Social Media Tool (BuzzSumo)

What does this software do that Brandwatch does not?
Content Analyzer, Article Tracking and Engagement Reports, Influencer Searches for Twitter and Facebook, Evergreen Score, Top Shared Content (Articles, Facebook Pages, YouTube Videos, Blogs), Keyword Monitoring, Content Recommendations
List of Metrics/Measurements
Engagement, Shares, Mentions, Followers, Retweet Ratio %, Content Analysis
Overall User Experience
Overall, Buzzsumo has been easy to use as a brand new users. It seems mainly focused on how to generate specific relevant content based on the top performing influencers and content by topic. There are a couple of limitations such as date range and full complete analysis, but that is due to the fact that we had access to a free trial and not a pro or premium plan. Our favorite tool was the Content Idea Generator, as it helped us come up with ideas for posts or content that the WWF could create in order to increase engagement and brand awareness.