

# World Wildlife Fund



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# Executive Summary

## **A Brief Overview of our Report**

The objective of this report is to use Brandwatch to analyze WWF's audience, social media and effectiveness of certain marketing efforts. With this information, we have come up with recommendations for WWF to apply to their marketing campaigns and social posts in order to better connect with their audience and produce more effective content. The recommendations range from collaborating with brand ambassadors to expanding the conversation on WWF by implementing new social media techniques.

After analyzing trends in sentiment, geographical region, gender and platform, we were able to gain an understanding of WWF's audience and what they best respond to. With this information, we have further researched these trends to make conclusions about their audience and how to best reach them as well as provided recommendations for WWF.

# Recommendations

# Recommendations I

What to do	How to do it	Why
<p>Collaborate with a spokesperson to act as an ambassador to represent WWF</p>	<p>Consider celebrities and public figures that are known for their love for nature and animals. Examples include Pamela Anderson, Reese Witherspoon, Dwayne Johnson, Drew Barrymore etc.</p> <p>This person could also have a mini series on the Instagram through Instagram reels</p>	<p>After analyzing peer organizations, we noticed that Jane Goodall Institution's account had the highest level of positive sentiment on her birthday. People love to see someone who is admirable, respectable, and passionate about doing good, and for Jane Goodall Institute, that is their founder. We believe assigning a spokesperson to serve as this figure could better connect people to the organization. This person would serve as a positive, inviting and inspiring individual in wildlife conservation and be associated with WWF. (pg 18)</p>
<p>Use celebrities to promote symbolic animal adoption</p>	<p>Hire/encourage celebrities to post about adopting their favorite animal and encourage their fans to do the same. Specifically, celebrities could time this around their birthday and describe it as a birthday present for the celebrity.</p>	<p>This recommendation comes from one of the spikes in positive sentiment for WWF. On Zayn Malik's birthday, fans adopted his favorite animal, a lion, to celebrate. Considering this was not explicitly encouraged by the musician, we believe this indicates an effective strategy in promoting animal adoption. (pg. 19)</p>
<p>Continue to expand conversation about NFTs</p>	<p>Create interesting and engaging Non-Fungible Tokens to be posted on social media platforms for people to purchase or share to further donations.</p>	<p>After analyzing trending topics and keywords, NFTs were a consistent conversation and interest. With that being said, we believe WWF should use this momentum to increase the sale of NFTs as a way to collect donations (pg.16)</p>

# Recommendations II

What to do	How to do it	Why
<p>Increase hashtag usage (specifically on Instagram)</p>	<p>Start using relevant hashtags in posts. Examples include #wildlife, #wildlifeconservation, #conservation</p>	<p>There are little to no hashtags used on Instagram posts. We believe increasing hashtag usage would result in an increase in engagement with WWF's posts and account. (pg. 19)</p>
<p>Create more interactive content</p>	<p>Implement interactive stories, polls, competitions, giveaways etc</p>	<p>WWF's social media accounts mainly consist of informational content that does not encourage much engagement. This can be seen as they do not have high numbers of positive sentiment and mostly neutral comments. Interactive posts would increase engagement on WWF's account but connect followers to the organization building a stronger relationship. (pg. 12)</p>
<p>Implement a "give, give, take" technique to social media posting</p>	<p>While still maintaining the informative posts that WWF posts now, WWF should add more posts with a call to action such as donations or volunteers.</p>	<p>A give, give, take technique refers to the general idea to give content, give content, and then ask for something. This is designed to prevent a company or organization from seeming too needy or only concerned with what their followers can give them. WWF rarely asks for donations or for anything from their followers. We can see this in the low number of mentions and higher negative sentiment on pg. 16. We believe that WWF could remain the informative platform it is while still utilizing the platform to promote donations</p>

# Recommendations III

What to do	How to do it	Why
For outreach in the US, target cities with the highest population	Target major cities in these states through fundraisers or events that would draw in people who care about WWF's cause	We found through our topic search that the 4 states with the highest population were the states with the highest mention volume regarding conservation, illegal hunting and wildlife protection. For this reason, we believe it would be most effective to target these states. (pg. 25)
Make statements when there is a spike in conversation about conservation/illegal hunting/animal protection	Take to social media platforms to speak out against those who participate in trophy hunting or commit offenses against wildlife.	After conducting the topic analysis, we tend to see spikes caused by certain events (i.e TV personality shot lion). We think WWF should insert themselves into these conversations to speak out against these offenses while establishing themselves as supporters of wildlife protection. (pg. 22-24)
Target areas in Africa where illegal hunting is prominent	Speak out specifically about issues in countries such as Botswana and Ghana	Although we analyzed U.S. data, there were a lot of conversations that revolved around illegal hunting in Africa. It can be assumed that there are people in these areas that feel strongly about the protection of their environment and wildlife, and targeting these people and igniting action in these areas will address some of the largest concerns in wildlife protection (pg. 21-27)
Team up with similar organizations or influencers for a campaign	Pair with a user such as @richardabetts for a campaign supporting a mutual cause. i.e protecting endangered animals	This would best go hand in hand with the previous recommendation to design more interactive content such as a giveaway or contest. Combining the two platforms will increase reach and involvement making the campaign more effective. (pg. 28)

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# About WWF

WWF stands for the World Wildlife Fund and is a non profit that is dedicated to conserving the natural environment and protecting the world's wildlife.

WWF's work involves a wide range of activities, including research, education, advocacy, and conservation projects. Some of its key initiatives include working to combat climate change, protecting forests and other vital ecosystems, conserving endangered species such as tigers, elephants, and whales, and promoting sustainable fishing practices.

The organization also works with governments, businesses, and communities around the world to promote more sustainable practices and policies. WWF has a long history of working with businesses to promote sustainability and has developed a number of tools and frameworks to help companies measure and reduce their environmental impact.



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## Timeframe

For our dataset, we looked at posts from January 1, 2022 to June 1, 2022.

## Software Used

Brandwatch  
BuzzSumo

## Volume

Total Retweets: 972.78k  
Total Twitter Likes: 1.05m  
Total Twitter Impression: 13.63b  
Instagram Reach: 1.17b  
Total Instagram Mentions: 1.07m

## Platforms Analyzed

Twitter Instagram, Reddit, and Tumblr  
(Due to software limitations there was a lack of data from Facebook.)



# Questions

- Is there a theme in negative sentiment? If so, how can we sway it?
- Which theme causes the most positive sentiment?
- How do our competitors compare in sentiment?

# Insights

# Organization Data

# Total Insights

**Volume:** 2.38M

**Demographics:** Female 48%, Male 52%

**Geography:** US - 295,591, UK - 134,765, India - 57,859

## Top Items

**Users:** @natgeo, @ABC, @sharkweek

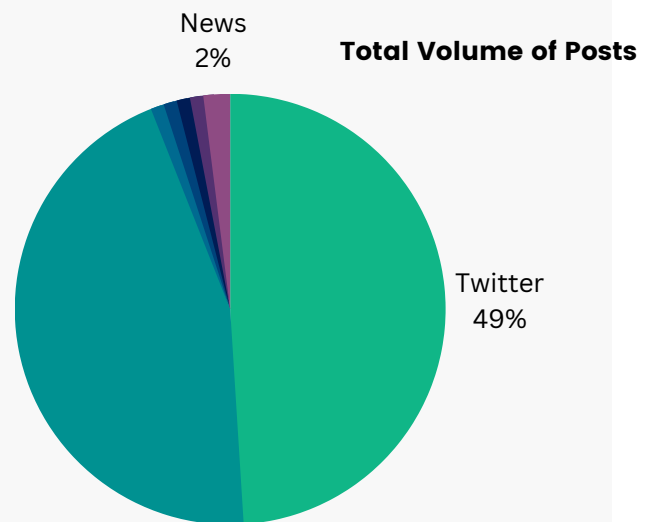
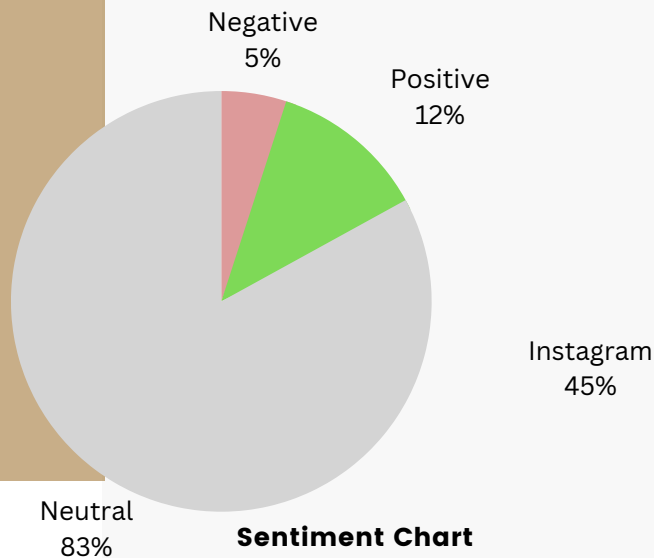
**RTs:** Wildlife Photography, Conservation, Crypto

**Top URLs:** vickyoutenphotography.com, petition.parliament.uk, wildtrails.in

**Hashtags:** #wildlife, #nature, #naturephotography, #nft, #wwf

## Narrative by Sentiment

Most of the conversation analyzed was neutral. The neutral conversation mostly included topics of photography, wildlife, and NFTs. The positive conversation was mostly about adoption, donating to help save endangered species, and celebrating of wildlife in their natural habitats. The least amount of sentiment found was negative. The negative conversation included topics of: protesting, NFAs (Non-Fungible Animals), and endangered species.



It is important to note that most of the mentions are split between Twitter and Instagram. These differences are analyzed in the following report.

## Top Influential Users



**@wildlifemag - Posts: 45.74k - Reach: 54.91M - Followers: 225.33k**

- BBC Wildlife is an account who's goal is to bring its audience closer to nature with advice, news, nature writing and wildlife photography.



**@natures\_voice - Posts: 110.39k - Reach: 75.168M - Followers: 428.2k**

- RSPB is an account whose goal is to protect habits, save species, and help end the nature and climate emergency.

- Twitter:** 49% - 1.159M
- Instagram:** 45% - 1.067M
- Reddit:** 1% - 33.04K
- Tumblr:** 1% - 27.52k
- Forums:** 1% - 23,339
- Blogs:** 1% - 10,146
- News:** 2% - 53,999

# Twitter Analysis Overview

**Twitter (January 1, 2022 - June 1, 2022)**

**Volume:** 1.159M

**Demographics:** 52% Male, 49% Female

**Geography:** US 236k, UK 126k, India 53k

**Sentiment:**

Negative: 6% - 67,797

Positive: 15% - 172,937

Neutral: 79% - 918,031

**Top Items:**

- Users: @natures\_voice, @wildlifemag, @wwf
- Hashtags: #wildlife, #naturephotography, #birdwatching

**RTs based on sentiment:**

Neutral: nature photography, biodiversity, NFTs

Positive: nature photography, bird watching, wildlife trafficking

Negative: hunting, pollution in the oceans, elephant deaths

# Instagram Analysis Overview

**Instagram (February 1, 2022 - June 1, 2022)**

**Volume:** 1.07M

**Sentiment:**

Negative: 3% - 29,578

Positive: 9% - 97,849

Neutral: 88% - 939,761

**Top Items:**

- Users: @natgeo, @humanesociety, @world\_wildlife
- Hashtags: #wildlife, #naturephotography, #wildlifeonearth

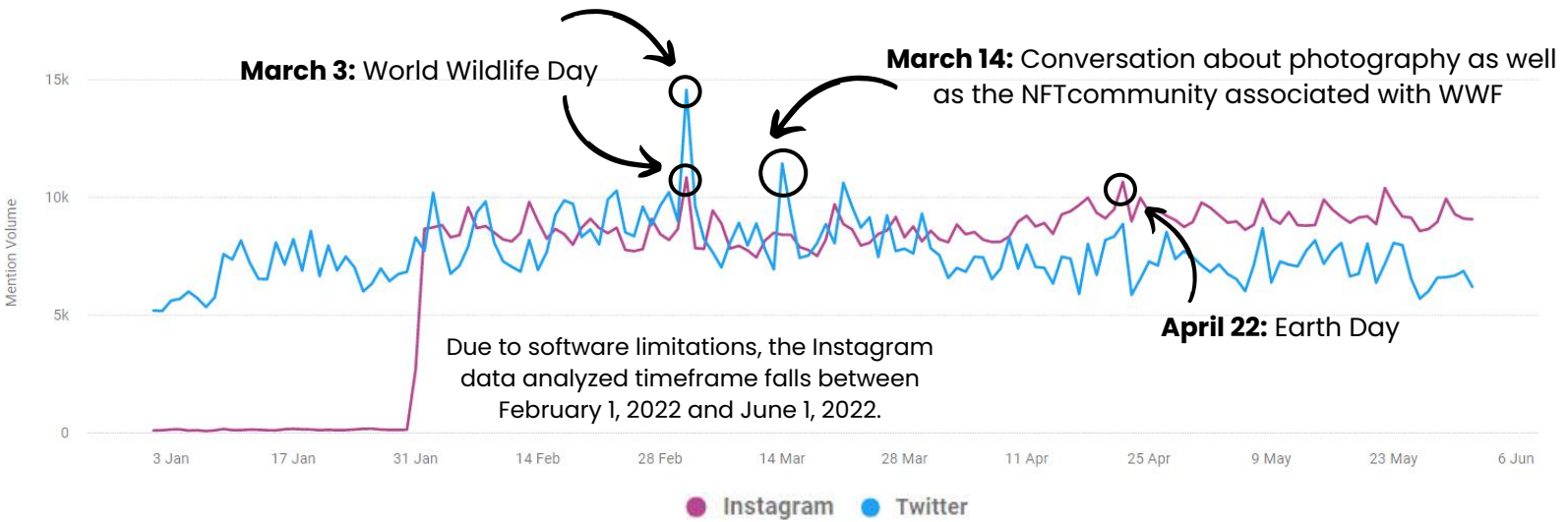
**RTs based on sentiment:**

Neutral: nature photography, Bude Cornwall, travel photography

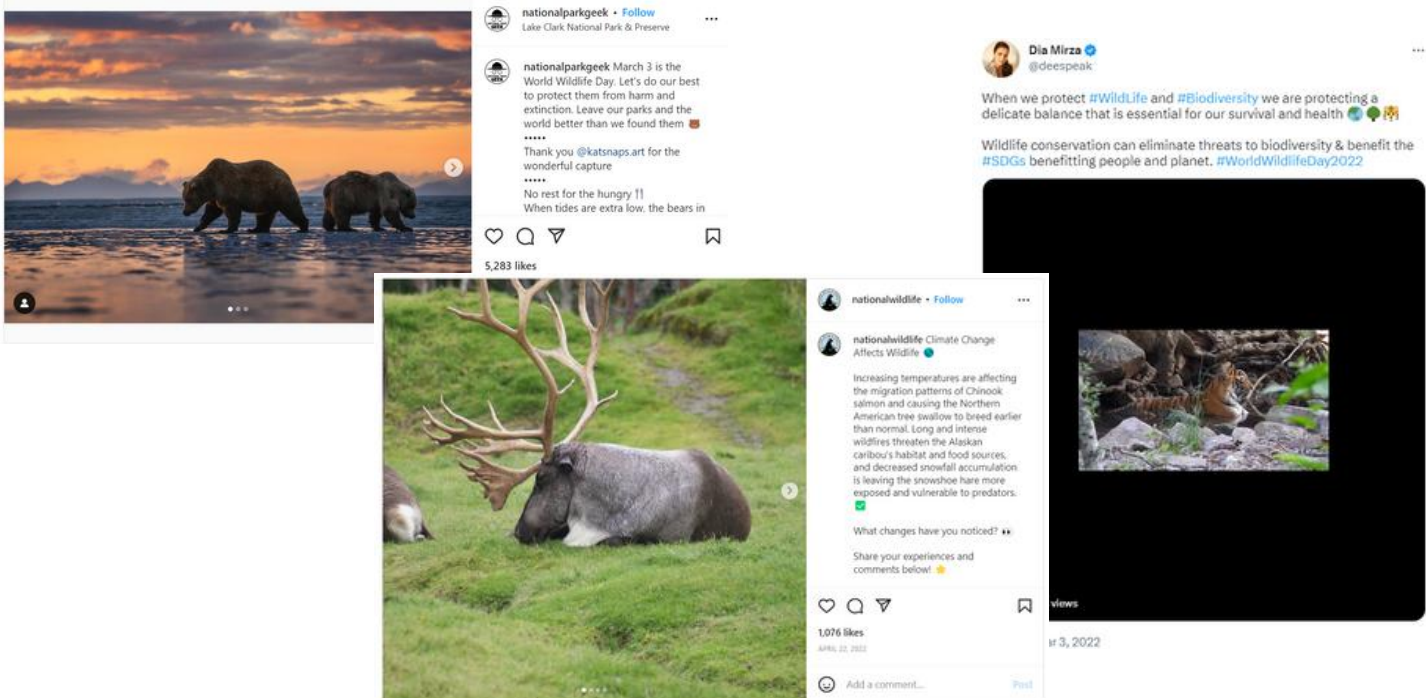
Positive: wildlife, nature photography, bird watching

Negative: wildlife conservation, endangered species specifically elephants and otters

# TWITTER AND INSTAGRAM SPIKE ANALYSIS



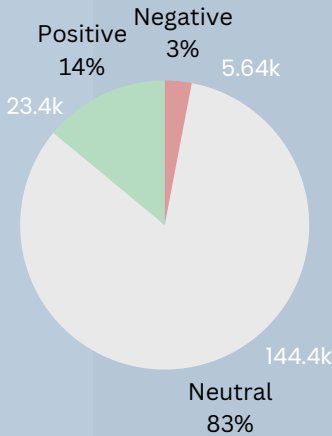
- Our research shows that Twitter and Instagram are consistent in the amount of mentions during the timeframe analyzed. The conversation does vary, but there seems to be a spike whenever there is a national day or when there is a significant increase in mentions of a photograph.
- The largest spike occurred on March 3rd for both Instagram and Twitter. March 3rd is World Wildlife Day. Most of the conversation consisted of spreading awareness about the environment and wildlife.
- March 3rd had the most mentions of both Instagram and Twitter.
- Other Notable Spikes:
  - Instagram - February 1 - Mentions: 8,636 → The mentions dramatically increased in wildlife photography. This is interesting since the graph starts out at about 115 mentions steadily then sky rockets in mentions which proceeds steadily throughout the rest of the analyzed time frame.



# ORGANIZATIONAL GENDER ANALYSIS BY TWITTER

## Male

**Volume:** 53% - 243,818



Sentiment Chart

### Sentiment Narrative:

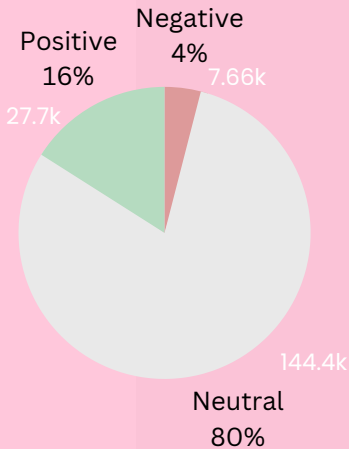
- The male gender seems to be interested in wildlife photography of birds, protection of the environment through sustainability in order to promote conservation.
- The positive conversation is focused on wildlife photography and capturing animals in their natural habitat to raise awareness for conservation of wildlife.
- The negative conversation is mainly about how poorly animals are treated. One post about a pod of 50 slaughtered pilot whales received 1.3k retweets and 1.1k likes on Twitter. Other negative conversation included topics of poaching and conservation for animal safety.

### User

- @nealesmithworld - Neale Smith - Wildlife Photographer
  - 15.3k followers on Twitter

## Female

**Volume:** 41% - 49,898



Sentiment Chart

### Sentiment Narrative:

- The female gender focused on conversations based around wildlife photography and capturing the natural moments of wildlife in their habitats. There were 2,606 mentions about photos of the Bude Cornwall which is a specific type of bird.
- The negative conversation is largely about backlash from people about how governments are handling climate change as well as dumping waste into the ocean which is affecting marine life.
- The positive conversation is focused on wildlife photography and photographing wildlife in their environments.

### Users:

- @kflanaganphotos - Kelly Flanagan Wildlife Photos - Lover of wildlife photography
  - 28.8k followers on Twitter



# Theme Analysis

## Theme 1: Donations

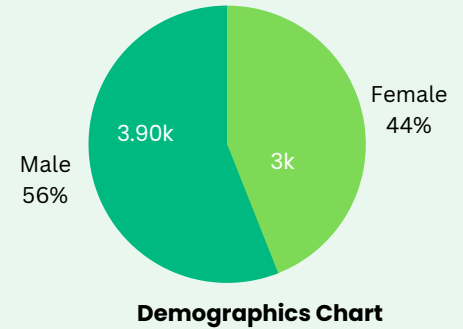
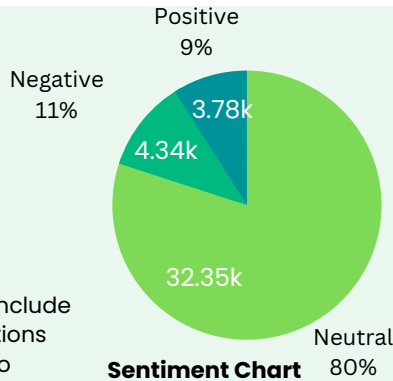
**Total Mentions:** 40,470

**Trending Topics:** NFTs, Charity, and Conservation

**Top Hashtags:** #nft, #nftcommunity, #donate, and #charity

**Top URLs:** simplygiving.com, sheldrickwildlifetrust.org, globalvegancrowdfunder.org

- A few topics took the lead for this theme. These include donations through NFTs, memberships, and petitions for people to donate money to a cause related to wildlife.
- The positive conversations were about buying NFTs and the success it has had even though it is new.
- The negative conversation is about WWF using donated money to fund unsupported government actions. Some government actions mentioned include: trophy hunting, fracking, and greenwashing.



### Influential Users:

Twitter: @BSPCA\_BH

- BSPCA is an organization that supports and prevents animal cruelty.

## Theme 2: Conservation

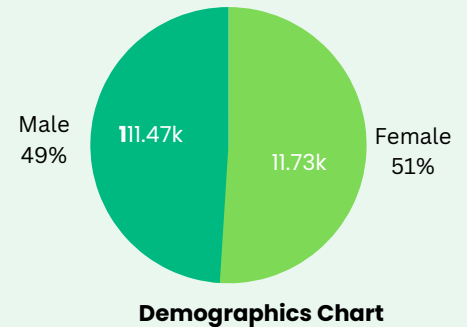
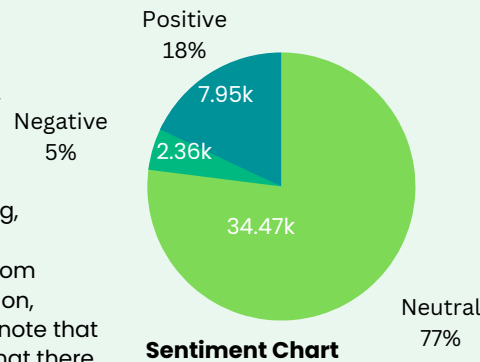
**Total Mentions:** 118,750

**Trending Topics:** International Rhino Foundation, endangered species, elephants extinction

**Top Hashtags:** #wildlife, #conservation, #biodiversity

**Top URLs:** wwfwales.org, sheldrickwildlifetrust.org, insideclimatenews.org

- The conversation about conservation ranges from wildlife conservation, environmental conservation, biodiversity conservation etc. It is important to note that there are slight differences and this indicates that there are certain aspects of WWF's cause that some people care more about than others.
- The positive conversation involves motivating people and talking about the benefits that comes when people are conscious about conservation.
- The negative conversation is about how not practicing conservation can affect the planet and the wildlife.



### Influential Users:

Twitter: @jane\_eden

- Jane creates awareness on conservation, endangered species, and climate change.
- Twitter: @\_GCS\_
- Global Conservation Solutions creates efforts for innovation and scaling-up existing solutions for people and wildlife.

## Theme 3: Climate

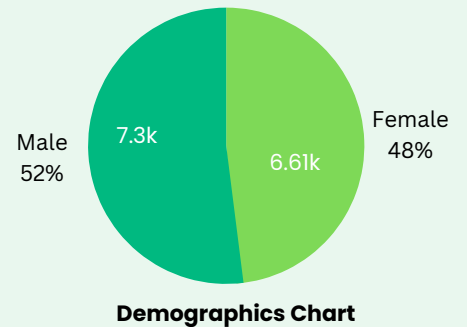
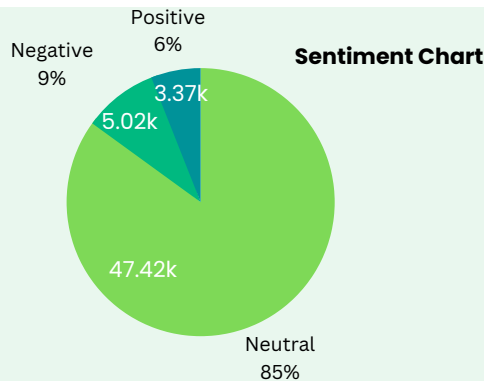
**Total Mentions:** 55,810

**Trending Topics:** wildlife, ecosystems, biodiversity

**Top Hashtags:** #wildlife, #climatechange, #sustainability

**Top URLs:** ctvnews.ca, theplant.substack.com, secure.awf.org

- The conversation about climate is about how the Earth's wildlife, ecosystems, and biodiversity is changing and suffering due to an increase in climate change around the world.
- The positive conversation is about how carbon produced by plants, trees, and the ocean is helpful to the environment.
- The negative conversation is centered around climate change being a threat to the world as a whole and how it is creating droughts as well as creating endangered species.



### Influential Users:

Twitter: @ecodiddle

- Ernest The Ecodiddle is a made up character who teaches eco-topics like sustainability, global citizenship, and climate change.

Twitter: @RepublicofNatu1

- Republic of Nature is an account that promotes nature and environment while raising awareness on climate change and other environmental issues.

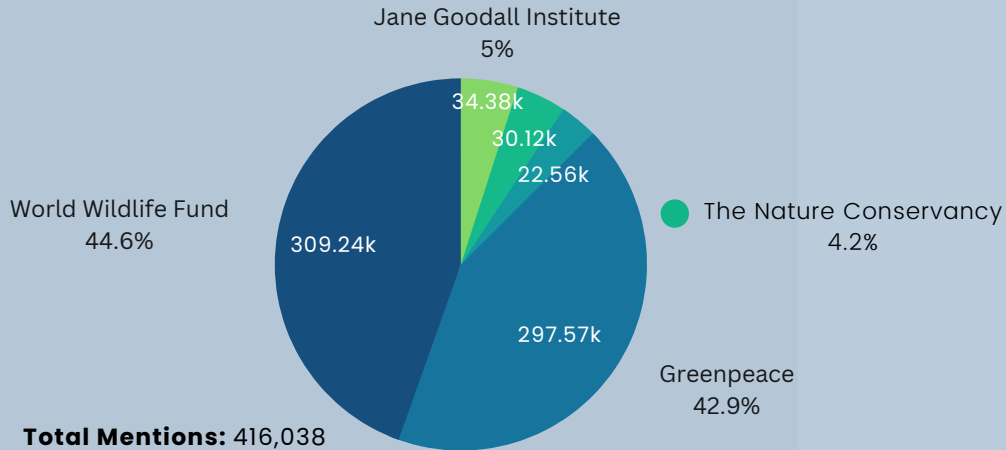


# Peer Organization Data

# Peer Organization Comparisons with Twitter

## Twitter Share of Voice

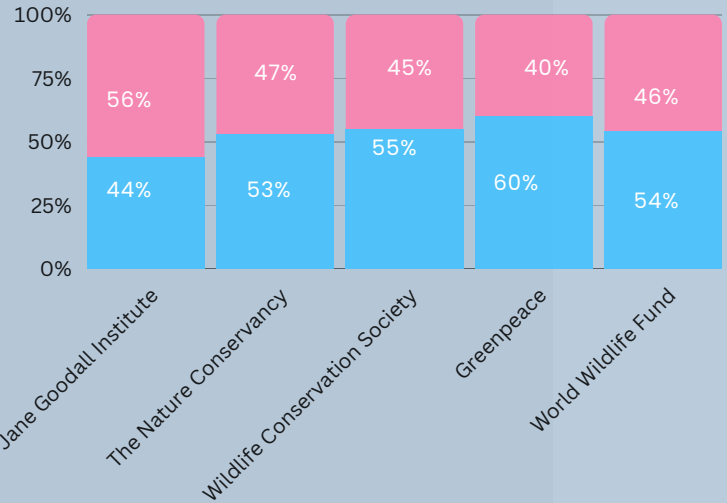
After reviewing the chart, it is to be noted that Greenpeace has a significant amount of Twitter mentions out of the peer organizations. However, WWF is still above their peers. It is surprising to see that the Jane Goodall Institute, Wildlife Conservation Society, and The Nature Conservancy combined only count for 12.5% of the total Twitter mentions across all peer organizations analyzed.



Total Tweets by Organization Chart

## Total Demographics by Organization

This chart displays the demographics between the male and female gender users regarding peer organizations. After analyzing the chart, male users are more consistent across the peer organizations. It is to be noted that the Jane Goodall Institute has the most female users.

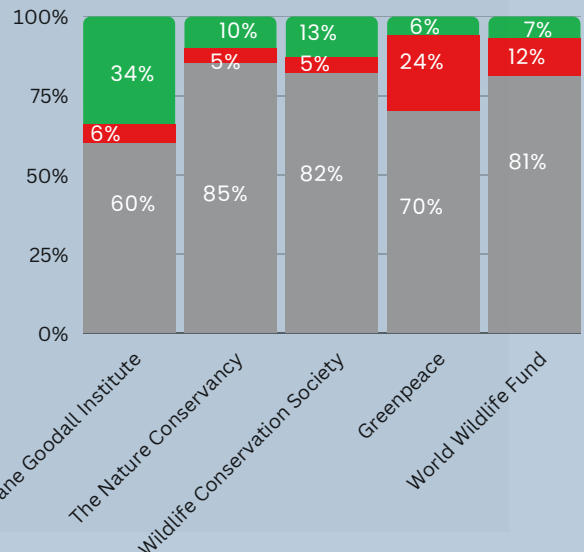


Total Demographics by Peer Organizations

## Total Sentiment by Organization

This graph shows the sentiment measured in each of the four peer organizations analyzed. Greenpeace has the most negative sentiment out of the peer organizations. It is interesting to see how much positive sentiment that is associated with the Jane Goodall Institute since they have very little mentions compared to Greenpeace and WWF.

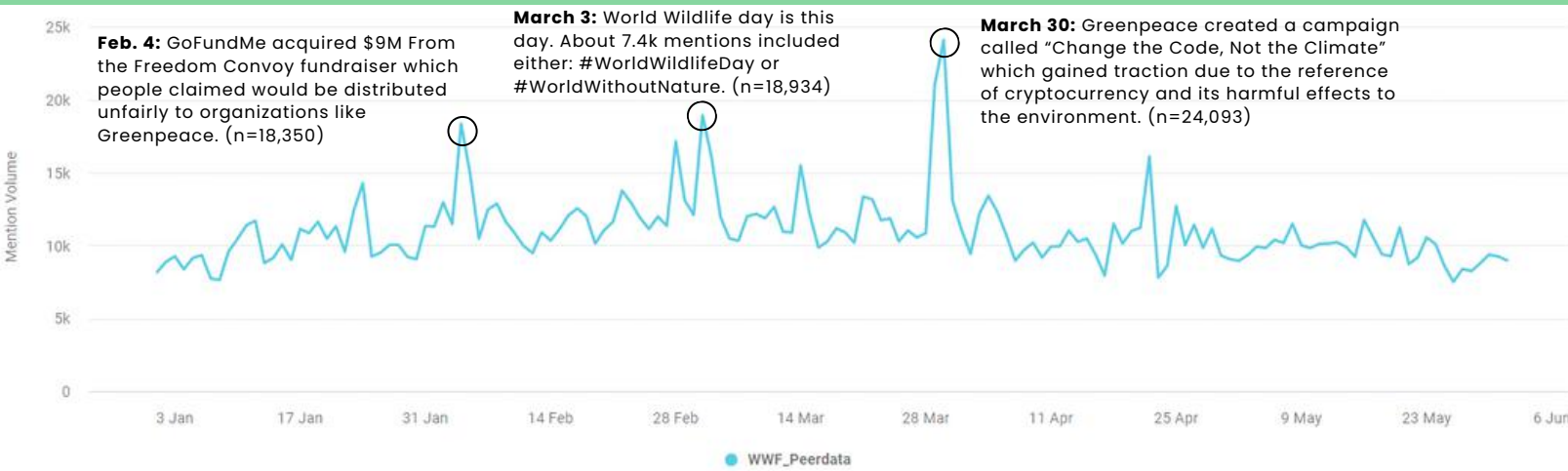
- It is interesting to note the high positive sentiment for the Jane Goodall Institute. The positive conversation is due a post made for Jane Goodall's 88th birthday on April 3rd.
- The negative conversation surrounding Greenpeace is about activists associated with Greenpeace protesting in Europe and Russia to decrease the usage of fossil fuels because they are bad for the environment and climate change.



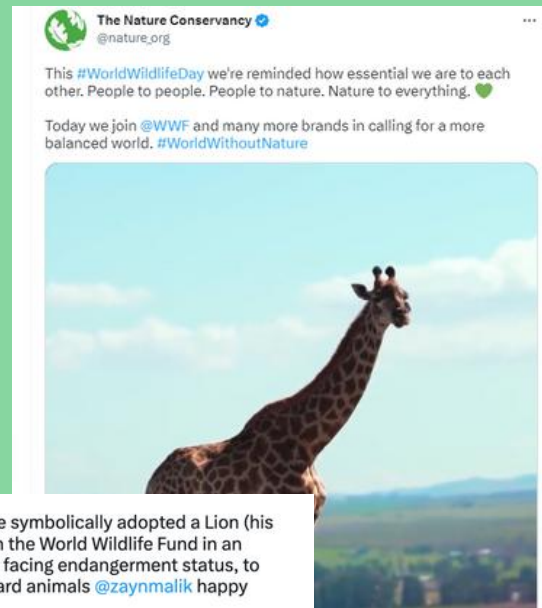
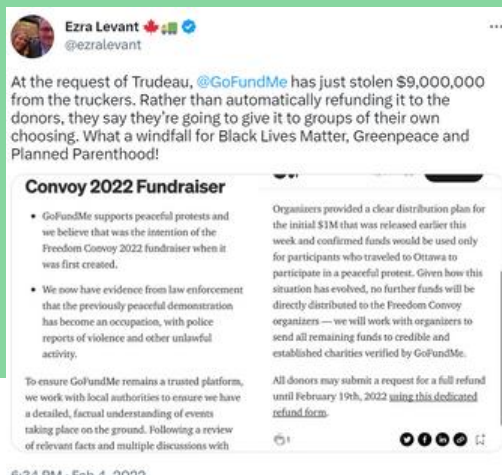
Total Sentiment by Peer Organizations

# Peer Organization Comparisons with Twitter

## Spike Analysis Across Peer Organizations on Twitter



When looking at the spike analysis above, two of the three spikes analyzed are due to issues Greenpeace has faced. The spike on February 4th refers to when GoFundMe received around 9 million dollars to the Freedom Convoy 2022 fundraiser which was supposed to be a peaceful protest, but the protest turned violent and unlawful. The supports of the convoy feel that organizations who supported this fundraiser will unfairly get the money, Greenpeace is one of those organizations receiving a large donation. Another spike occurred on March 2nd. There was no one post that triggered this spike. However the conversation was consistently focused on two hashtags: #WorldWildlifeDay and #WorldWithoutNature. There were 5,911 mentions of #WorldWildlifeDay and 1,489 mentions of #WorldWithoutNature. March 3 is World Wildlife day. The last significant spike happened on March 30th. There was much conversation surrounding GreenPeace and their involvement with BitCoin. GreenPeace created a campaign called "Change the Code, Not the Climate" which received negative feedback and mentions on Twitter. There were 33,379 mentions of #changethecode.



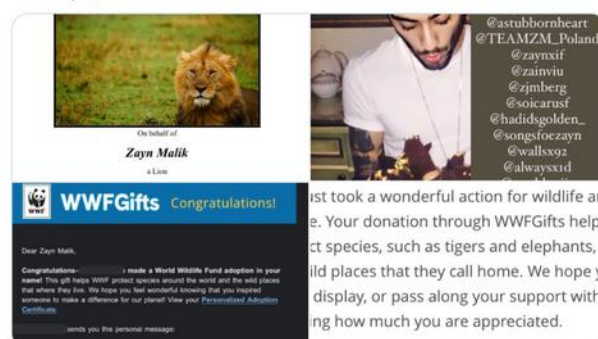
We fixed your #changethecode video for you.

Let us know if you're interested in honest discussion and better sources in the future. It's never too late to learn.

#Bitcoin 🟡



To celebrate Zayn's 29th birthday, we symbolically adopted a Lion (his favorite animal) 🦁 on behalf through the World Wildlife Fund in an attempt to support the species from facing endangerment status, to honor his love and appreciation toward animals @zaynmalik happy birthday! 🧡



# Topical Earned Data

# Total Topic Dataset

**Volume:** 842.33k

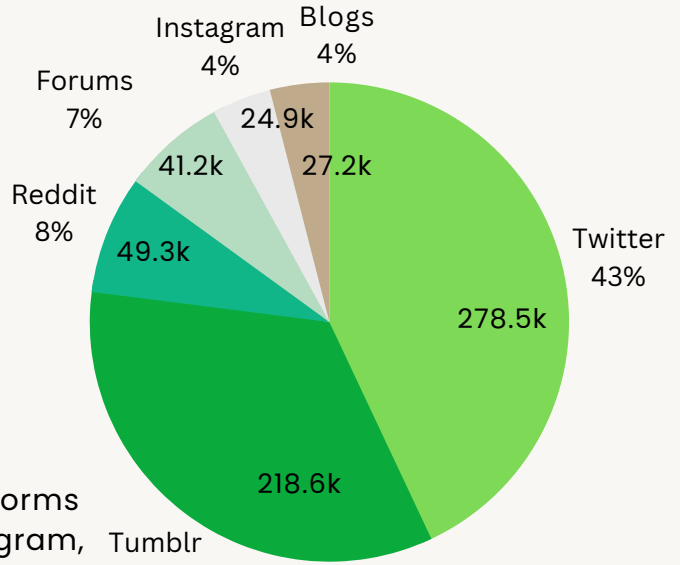
**Demographics:**

- Male: 55% - 110,428
- Female: 45% - 92,092

**Overall Sentiment:**

- Neutral: 56% - 27,694
- Negative: 34% - 16,789
- Positive: 10% - 4,811

**Top Hashtags:** #bantrophyhunting, #poaching, #tiredearth



**Total Volume of Posts**

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

While there were large amounts of data found on Forums, Instagram, and through Blogs, there was not enough supporting information for these platforms to be significant and included in our report.

## Most Engaged Posts

**Marine TRÉBAUL** PhD - #SDGs - #Breton @BeeAsMarine

- Please retweet if you think there should be a worldwide ban on trophy hunting.
- Her name? Melissa Bachman is a white American television presenter, and dentist.
- Find her on Twitter, because she is!

#AnimalRights #AnimalCruelty  
[Petition change.org/BanTrophyHunte...](https://www.change.org/BanTrophyHunte...)

**XposeTrophyKilling** @TrophyXpose

"Hunting Hitman" wanted a #Botswana big tusker. With his PH, they passed the 50lbs bulls & found him. This is the 3rd elephant with big tusks (1 tusk weighed 72lbs the other 63lbs) killed for a thrill & big tusks, in the last month.

RT  
 CW  
 #BanTrophyHunting @rickygervais

11:38 AM · May 25, 2022

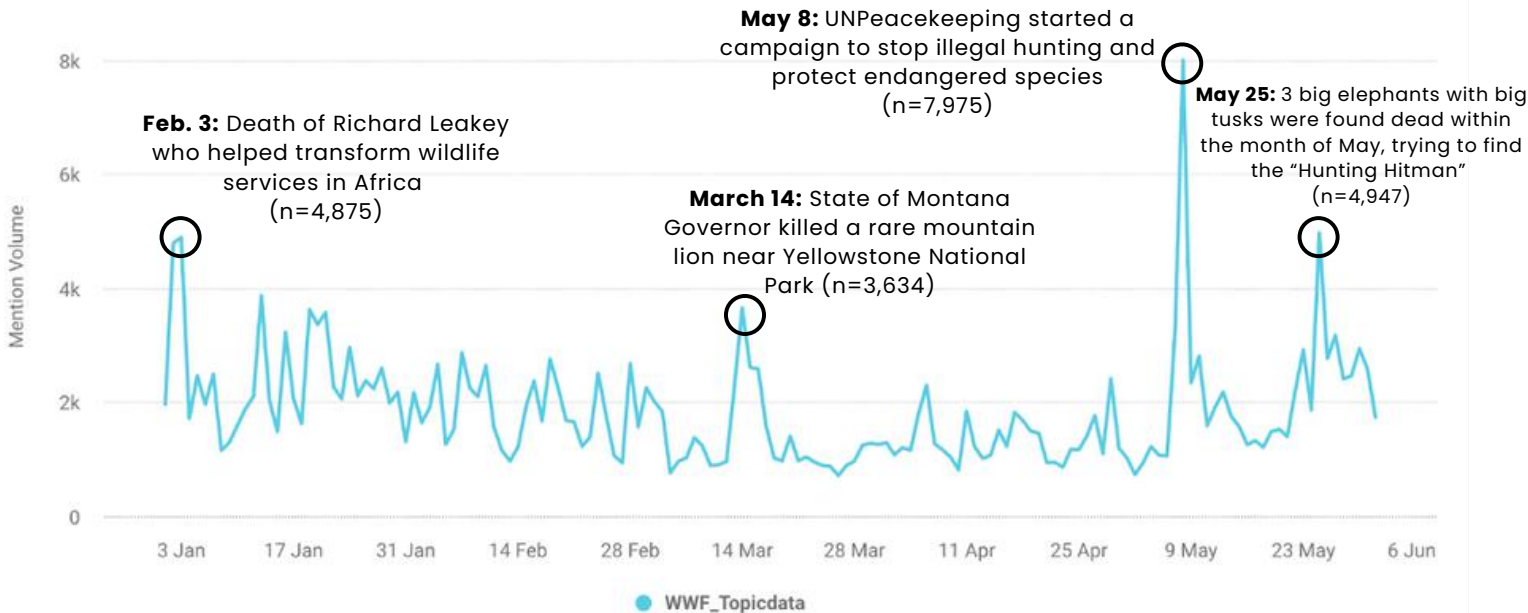
**Welcome To Nature** @welcometOnature

"The only body part we found was one skull and one bit of pelvis, everything else was completely gone."

Pride Of Lions Eats Group Of Poachers Alive In South African Game Reserve  
[allthatsinteresting.com](http://allthatsinteresting.com)

Posted in r/instantkarma by u/not\_a\_power\_ranger reddit

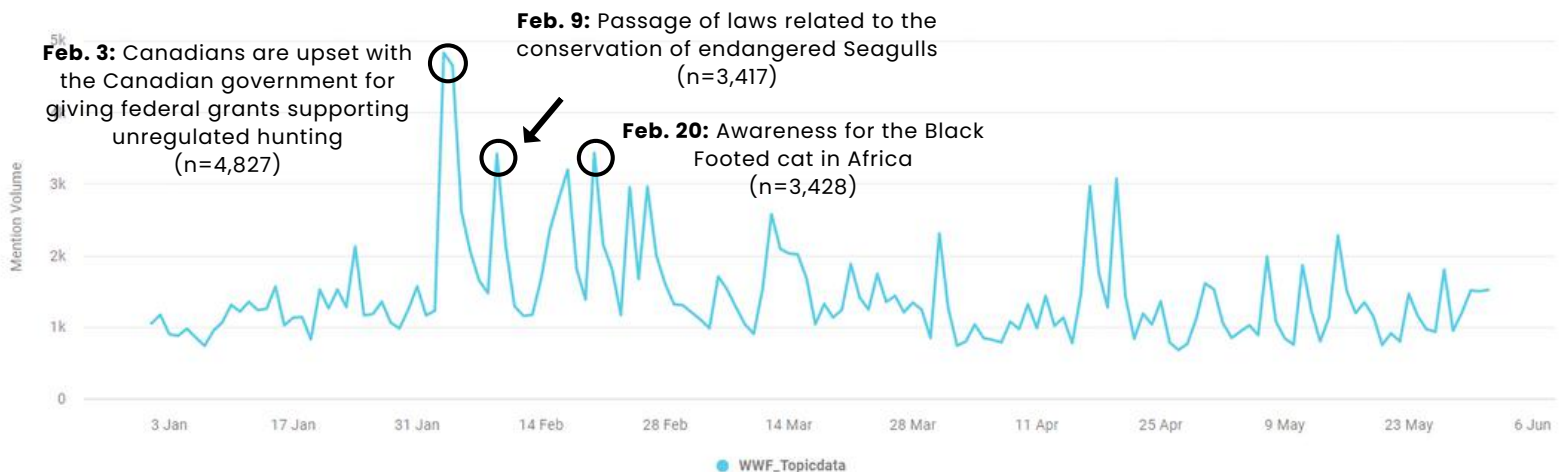
# Twitter Spike Analysis



- On Twitter, most of the spikes revolve around illegal hunting.
  - The largest spikes occurred within the month of May. The largest spike took place on May 8, 2022 with 7,975 total mentions. The second largest spike was on May 25, 2022 with 4,947 total mentions.
    - On May 8, 2022, United Nations Peacekeeping started a campaign to stop illegal hunting and protect endangered species, specifically birds. UN Peacekeeping partnered with UN Cyprus and UN Police to help destroy illegal hunting equipment such as bird traps found within the buffer zone.
- Other Notable spikes include:
  - February 3, 2022: On this day activist and conservationist, Richard Leakey, passed away. Leakey was known for helping transform wildlife efforts to stop elephant poaching throughout Kenya.
  - March 14, 2022: The state of Montana's Governor killed a rare mountain lion after he chased it up a tree. This story received lots of attention and backlash due to the rarity of the animal.



# Tumblr Spike Analysis



- On Tumblr, the month of February was a notable month due to the amount of spikes within this month.
  - The largest spikes occurred within the month of February. The largest spike took place on February 3, 2022 with 4,827 total mentions. The second largest spike was on February 20, 2022 with 3,428 total mentions.
    - On February 3, 2022, citizens of Canada were upset with the Canadian government for giving federal grants to people who are claiming to First Nations/ Indigenous status. The federal grants allow for unregulated hunting and access to other resources that take away from others.
- Other Notable spikes include:
  - February 9, 2022: Lots of conversation was about the protection of Seagulls. There were mentions of different laws and acts that protect Seagulls as well as other wildlife. These laws/ acts allow for the conservation of endangered species.
  - February 20, 2022: The conversation on this day was about the Black Footed cat. The Black Footed cat is specific to Africa.

smallest and deadliest wild cat. Observed at a 60% success rate in hunting, and averaging a kill every fifty minutes—a lion might succeed in hunting twenty, twenty-five percent of the time. Their small, energetic bodies require a rate of a-murder-per-hour in order to sustain their metabolisms.



We have a massive socio-political issue in Canada that not many people are even aware of (even inside the country) where thousands of white European heritage Canadians are claiming First Nations / Indigenous status. The largest one is the Qalipu, who claim to be part of the Mi'kmaq band of east coast Canada, where in a matter of months, tens of thousands of non-Indigenous Canadians filed to be represented by this entirely fake group. Because Canada is a wimp ass country with an idiot gov't, they allow these people to get away with it- and that means Pretendians are getting gov't grants, educational benefits, unregulated [hunting](#) / fishing, and other resources intended for the actual natives who need it. Worse, they sell land that is not theirs, and get money from private oil and forestry companies for "representing indigenous cooperation."

Another thing these fakers get to do is show up to alt-right rallies and get into media opportunities that make it seem that *actual* indigenous people are supportive of these conservative protests (while literally chanting "tabby dabba doo" and ululating like a "s'vage" in bad 1940s western film). Pretendians are exceptionally

noaroy312 Follow

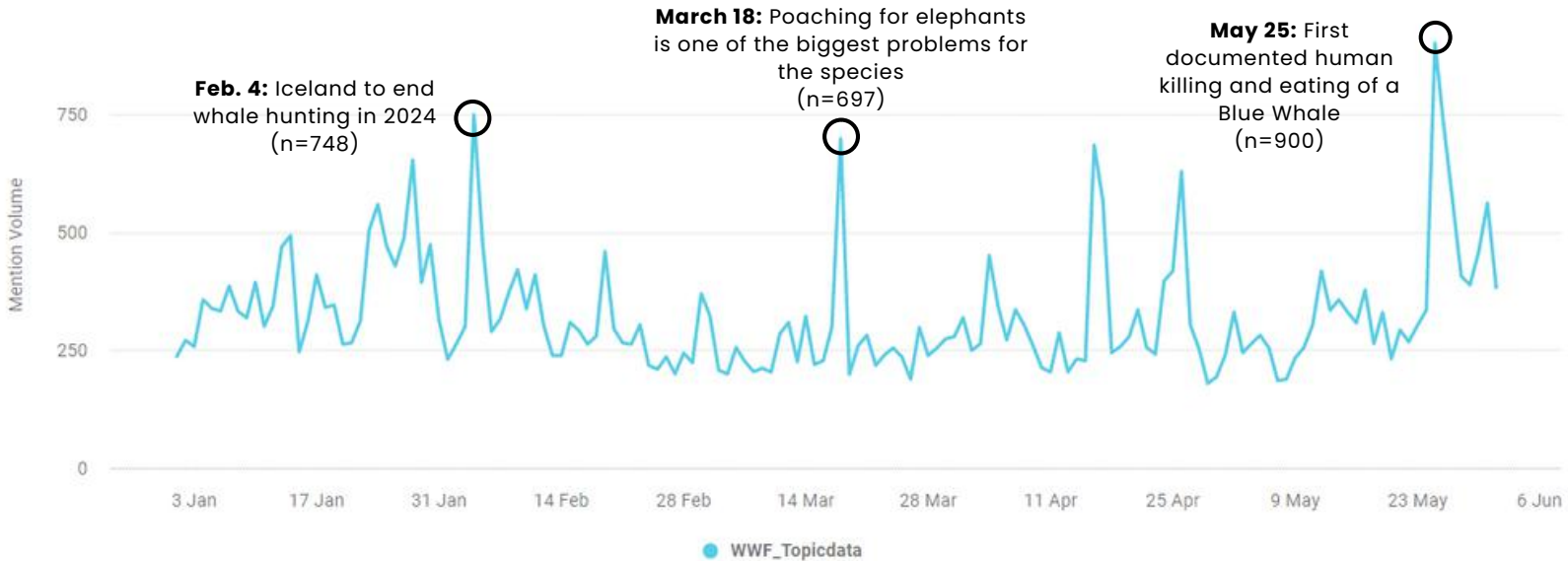
## Why Are Seagulls Protected Birds? (What You Need to Know)

### Why Are Seagulls Protected

Seagulls are ordinary in the United States, yet they have authentic protections since they are momentary birds.

Why Are Seagulls Protected? Seagulls are protected birds under the Migratory Bird Treaty Act of 1918. It's unlawful to hurt, kill, get, trade, sell, or transport them, even their nests or eggs in the United States, Canada, Mexico, Japan, or Russia. The inspiration driving this act is to safeguard birds from annihilation.

# Reddit Spike Analysis



- On Reddit, the spikes seem to occur when the conversation is about poaching or killing of different wildlife.
  - The largest spikes occurred within the month of May. The largest spike took place on May 25, 2022 with 900 total mentions. The second largest spike was on February 4, 2022 with 748 total mentions.
    - On May 25, 2022, the first documented human killing and eating of a Blue Whale was posted on Reddit. The got the people talking and fired up which created a spike in conversation due to the negative sentiment on the post.
- Other Notable spikes include:
  - February 4, 2022: The conversation was about Iceland's promise to end whale hunting in 2024. Iceland has said it will be passing a law to make whale hunting illegal by 2024.
  - March 18, 2022: The conversation on this day was about poaching elephants. Poaching is one of the top causes that the species is considered endangered. There are protests popping up around the world in order to ban poaching.

Posted by 10 months ago

TIL that Orcas can take down Blue Whales. The first time humans documented orcas, or killer whales, successfully hunting and eating an endangered blue whale, the largest animal that's ever lived, was in March 2019, when a large pod attacked, suffocated, killed an adult Blue Whale, caught on photo. [cnn.com/2022/0...](https://cnn.com/2022/0...)

Posted by 1 year ago 🍌 🍌 7 🍌 3 🍌 3 🍌 3

Iceland to end whale hunting from 2024, says minister [rte.ie/news/w...](https://rte.ie/news/w...)

lyvanna • 1 yr. ago

Elephants have more than one issue. Poaching is probably the biggest one, but their homes being encroached by humans don't help either. This looks like an Indian elephant, deforestation is a huge issue for them. From WWF:

In the face of rapidly growing human populations, the Asian elephants' habitat is shrinking fast and wild elephant populations are mostly small, isolated, and unable to mingle as ancient migratory routes are cut off by human settlements.

Large development projects (such as dams, roads, mines and industrial complexes), plantations and spreading human settlements have fragmented what was once contiguous elephant habitat into small fragments.

Incidents of elephants raiding crops and villages are on the rise. This causes losses to human property and, sometimes, human lives. Retaliation by villagers often results in killings of these elephants. Experts already consider such confrontations to be the leading cause of elephant deaths in Asia.

539 Comments Share Save Hide Report

35 Reply Share



# Twitter, Tumblr, and Reddit Insights

## Twitter

**Volume:** 278.48k

**Demographics:**

- Male: 50% - 70,311
- Female: 50% - 69,881

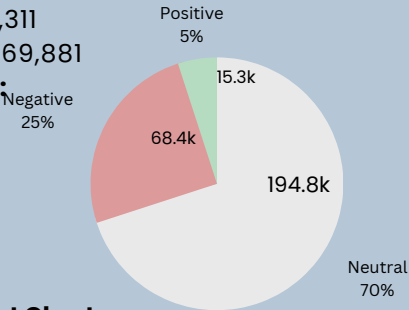
**Geography (U.S.):**

California: 6372

New York: 4208

Texas: 3740

Florida: 3097



Sentiment Chart

### Sentiment Narrative:

- The negative conversation across Twitter is focused on how trophy hunting is bad for the environment and how it is hurting endangered species.
- The positive conversation was about wildlife reserves who are working to protect animals who are trophy hunted and endangered species. There are also significant amount of mentions on programs that aim to curb poaching.

### Users:

- @BeeAsMarine - Young equity and environment activist - 20.4k followers
- @ChrisPackham - Verified wildlife TV presenter & conservationist - 601.9k followers

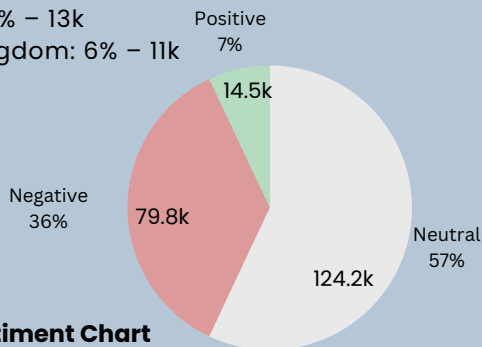
## Tumblr

**Volume:** 218.55k

**Demographics:** No data

**Geography:**

- United States: 66% - 132k
- Canada: 7% - 13k
- United Kingdom: 6% - 11k



Sentiment Chart

### Sentiment Narrative:

- The neutral conversation is mainly focuses on protection of wildlife and wildlife fossils such as whale skeletons.
- The negative conversation is about poaching of all animals not just whales and rhinos. There was also negative mentions of finding whale skeletons.
- The positive conversation is about how Kenya's Air Force is bringing awareness to the problem of poaching by hosting an anti-poaching air show.

### Users:

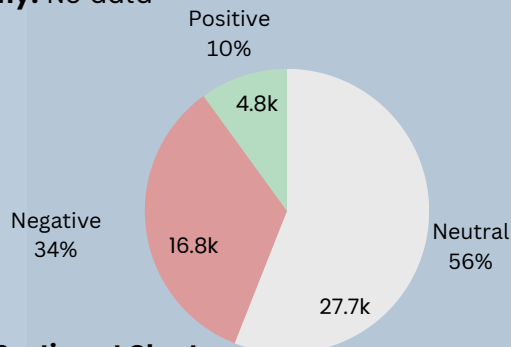
- @huntingtwist - Product reviewer for hunters who brings awareness to relevant news stories
- @aziz39999 - States his opinions on endangered species to bring awareness to relevant stores about wildlife conservation

## Reddit

**Volume:** 49.3k

**Demographics:** No data

**Geography:** No data



Sentiment Chart

### Sentiment Narrative:

- The neutral conversation is mainly focuses on returning turtles to their natural habitat, protection of wildlife, and the ivory trade throughout Africa.
- The negative conversation is about trophy hunting for zebras and giraffes. There are photos of dead zebras and giraffes after being hunted.
- The positive conversation surrounds gun laws for hunting purposes.

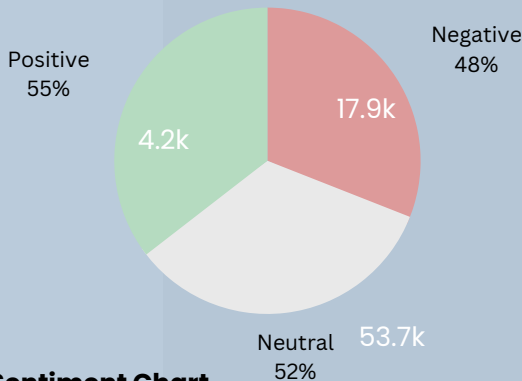
### Users:

- @rogeliocrase1999 - Promotes buying crypto to help protect elephants from illegal hunting
- @raresweater - Influences buying NFTs and crypto to help protect whales

# GENDER ANALYSIS

## Male

**Volume:** 55% - 110,406



**Sentiment Chart**

### Sentiment Narrative:

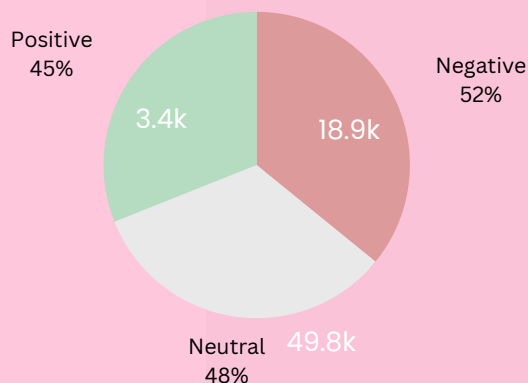
- The male gender seems to be concerned with government regulations of guns and hunting regulations. There were significant mentions of signing petitions to ban trophy hunting and mentions calling out governments around the world to put a stop to poaching.
- The positive conversation is focused on creating a movement and bringing awareness to stop worldwide trophy hunting. One specific post calling action to people worldwide to ban trophy hunting was retweeted 849 times.
- The negative conversation is mainly attacking the people who are trophy hunting. Most of the mentions call on the trophy hunters to stop killing and for governments to ban trophy hunting.

### Users:

- @ChrisPackham - Verified wildlife TV presenter & conservationist - 601.9k followers

## Female

**Volume:** 45% - 92,065



**Sentiment Chart**

### Sentiment Narrative:

- The female gender focused on conversations based around conservation and environmental issues associated with climate change and protection of endangered species. There were significant mentions about the Kenyan Air Force's Anti-Poaching Air Show.
- The negative conversation is largely about trophy hunting and poaching. There were a lot of negative mentions surrounding the "killing of Botswana's" which relates to tuskers trophy hunting in Botswana.
- The positive conversation is focused on environmental issues such as climate change. There are also a significant number of mentions of the Land of the Leopard nature reserve in Far East Russia and the Inverdoorn Game Reserve for rhinos in South Africa.

### Users:

- @BeeAsMarine - Young equity & environment activist
  - 20.4 followers on Twitter

# Theme Analysis

Below are themes based on custom classifiers used to separate data into different categories. In order to create these custom classifiers, we analyzed Twitter data and took the top three themes that were most relevant to the data. These are our findings.

## Theme 1: Ban/ Protest

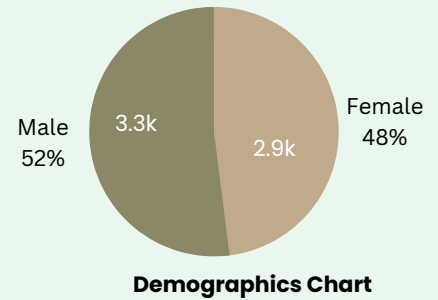
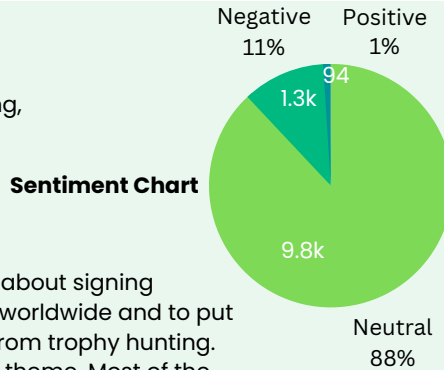
**Total Mentions:** 11,17k

**Trending Topics:** worldwide ban on trophy hunting, import ban on resources gained through trophy hunting

**Top Hashtags:** #tiredearth, #sdgs, #bantrophyhunting

**Top URLs:** change.org, awf.org, iwgia.org

- The overall conversation related to this topic is about signing petitions and protesting to ban trophy hunting worldwide and to put a ban on imports related to resources gained from trophy hunting.
- The positive conversation was very little for this theme. Most of the conversation was about the Worldwide Rally Against Trophy Hunting whose mission is to call for action from governments across the world to ban trophy hunting.
- The negative conversation is fueled by angry people who want a worldwide ban on trophy hunting. During the time period lots of pictures surfaced that were of trophy hunters posing with their killed prey. These photos sparked an angry conversation.



**Influential Users:**

Twitter: @BeeAsMarine

- Marine Trebaul - Young equity & environment activist

## Theme 2: Conservation

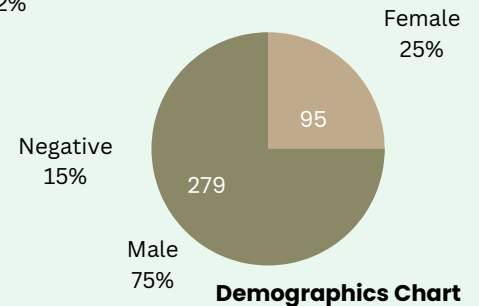
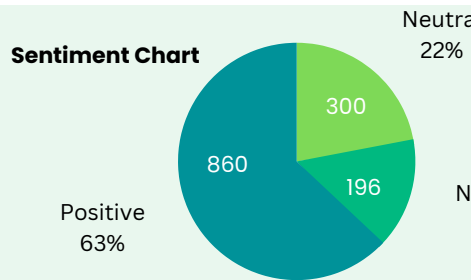
**Total Mentions:** 1,357

**Trending Topics:** anti-poaching, wildlife trafficking, sustainability, elephant trophy hunting

**Top Hashtags:** #poaching, #conservation, #natureprotection, #wildlifetrade

**Top URLs:** theguardian.com, republicworld.com, thepetitionsite.com

- The overall conversation on conservation revolves around anti-poaching movements, wildlife trafficking awareness, sustainability, and elephant trophy hunting for ivory.
- The positive conversation is focused on The Black Mambas who are an all women anti-poaching initiative in Africa. An article written by Transfrontier Africa about their partnership and work to help rhinos in Africa received a lot of mentions.
- The negative conversation is focused on the demand for more action by governments worldwide. The movement toward banning trophy hunting as slowed which has caused a rise in the prevalence of rhino poaching and trophy hunting in general.



**Influential Users:**

Twitter: @KP24

- Kevin Pieterse - Founder of @oursorari which raises awareness for rhino poaching

## Theme 3: Wildlife Hunting

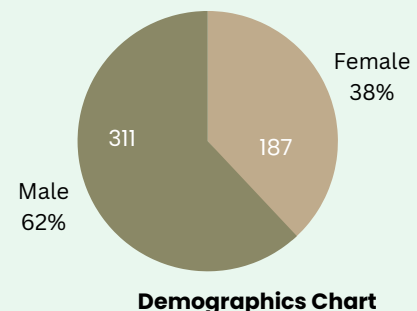
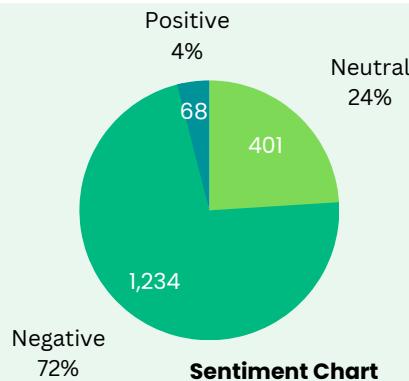
**Total Mentions:** 1,499

**Trending Topics:** rhino poaching, stop rhino poaching

**Top Hashtags:** #rhinos, #rhinopoachers, #antipoachingdogs

**Top URLs:** sheldrickwildlifetrust.org, organiser.org, dailymaverick.co

- The overall conversation on the theme of wildlife hunting is about anti-poaching initiatives of rhinos and elephants as well as protection of wildlife.
- The negative conversation is centered around rhino poaching in Assam. Rhino poaching has declined significantly in Assam but is still a problem in the area.
- The positive conversation for this theme is about The Black Mambas who are the first all women anti-poaching initiative in Africa. Other positive conversations are about helping rhino orphans and countering poaching and wildlife.



**Influential Users:**

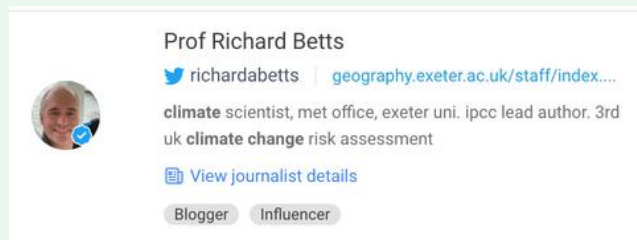
Twitter: @Careforwild

- Care for Wild Rhino Sanctuary - largest orphaned rhino sanctuary in the world
- World's 1st all women anti-poaching initiative founded in Africa to protect wildlife resources in South Africa

# Influential Twitter Users via Buzz Sumo

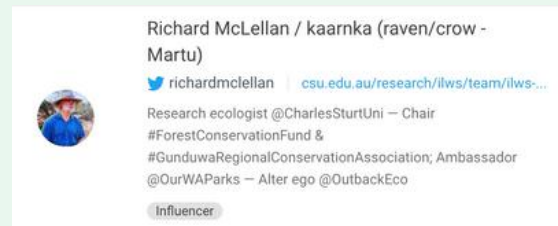
## Influencer 1: @richardabetts

Total Followers: 35k  
Retweet Ratio: 65%  
Reply Ratio: 25%  
Average Retweets: 6.5



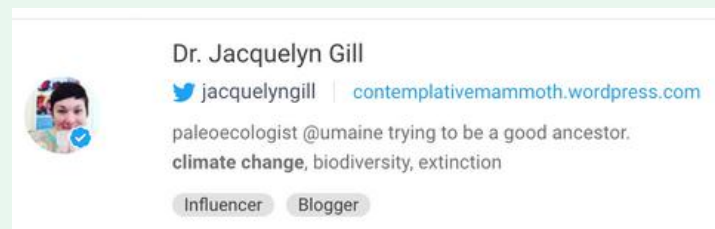
## Influencer 2: @richardmclellan

Total Followers: 21.9k  
Retweet Ratio: 56%  
Reply Ratio: 10%  
Average Retweets: 6.9



## Influencer 3: @jacquelyngill

Total Followers: 104.7k  
Retweet Ratio: 14%  
Reply Ratio: 66%  
Average Retweets: 10.4



# Topic Analysis via Buzz Sumo

To gather more data on the theme analysis, we used BuzzSumo and its Keyword Tool. We plugged in terms related to the themes and found the following information.

## "Wildlife Conservation"

Search Volume: 6.6k  
Cost Per Click: \$6.69  
Articles: 267  
Top Keywords: wwf, wildlife conservation society, defenders of wildlife, conservation international,

## "Wildlife Protection"

Search Volume: 590  
Cost Per Click: \$7.86  
Articles: 403  
Top Keywords: wildlife conservation society, wildlife conservation near me, wildlife conservation society jobs, wildlife conservation organizations

## "Poaching"

Search Volume: 3.6k  
Cost Per Click: \$2.79  
Articles Published: 386  
Top Key Searches: "trophy hunting in Africa", "trophy hunting ban", "why is trophy hunting bad"

## "Endangered Species"

Search Volume: 40.5k  
Cost Per Click: \$7.41  
Articles: 1.3k  
Top Keywords: endangered animals, endangered species list, most endangered species, endangered birds

# Appendix

# Appendix

## Organization Data

@world\_wildlife OR @world\_wildlifefund OR WWF OR "World Wildlife Fund" OR "World Wild Fund" OR #WWF OR #wildlife OR #rightwhaletosave OR worldwildlife.org

## Peer Data

"The Wildlife Society" OR "The Jane Goodall Institute" OR "The Nature Conservancy" OR "Wildlife Conservation Society" OR "Greenpeace" OR @thewildlifesociety OR @thewcs OR #TheWildlifeSociety OR #wcsvildaudio OR @wildlifesociety OR wildlife.org OR wcs.org OR @janegoodallinst OR nature.org OR greenpeace.org OR @nature\_org OR @greenpeaceusa OR @greenpeace

## Topic data

(conservation OR endangerment OR donations OR "climate change") OR ("World Wild Fund" AND donations) OR ("World Wild Fund" AND conservation) OR ("World Wild Fund" AND planet) OR ("World Wild Fund" AND environment) OR ("World Wild Fund" AND "endangered species")

## Mini Booleans for Theme

### Donations

Donations OR #donations OR #donate OR donate OR money OR contribute

### Conservation

conservation OR #conservation OR conserve OR "wildlife conservation" OR "nature conservation"

### Climate

climate OR "climate change" OR #climate OR #climatechange

### BuzzSumo

We used BuzzSumo to further understand the topics and users related to WWF's mission. One feature of Brandwatch that was not very accurate/helpful was influential users. Luckily, BuzzSumo provided more accurate data that we were able to use to create a better report. Not only was the data more accurate, but BuzzSumo also provided more data points such as page authority, domain authority, average number of retweets, reply ratio, and retweet ratio. These statistics all provided useful insights into influential users that are relevant to WWF's mission.

Secondly, we used BuzzSumo to conduct a topic analysis to further support and understand our theme analysis. This is an area where Brandwatch was stronger, but this could be due to the fact that we only had access to the free version of BuzzSumo. Brandwatch provided more information overall, but BuzzSumo did provide information that Brandwatch did not. i.e cost per click

# Appendix

## Example Social Media Posts

Everyone ▾

Save the whales!!! Join me and @wildlifefund101 in the fight to stop whale poaching #savethewhales #stopwhalepoaching <https://www.wwf-nfa.com/>



The pandas need your help! The number of giant pandas is decreasing, but the threat of extinction is not. Donate here to aid in the fight for Giant Pandas #conservation #pandas #savethepandas <https://www.wwf-nfa.com/>



As most of you know, I have always loved wildlife. More specifically, I have always loved the grey rhino. For my birthday, I encourage you guys to adopt a rhino via WWF. Your donation will aid in the fight against their extinction! <https://www.wwf-nfa.com/>



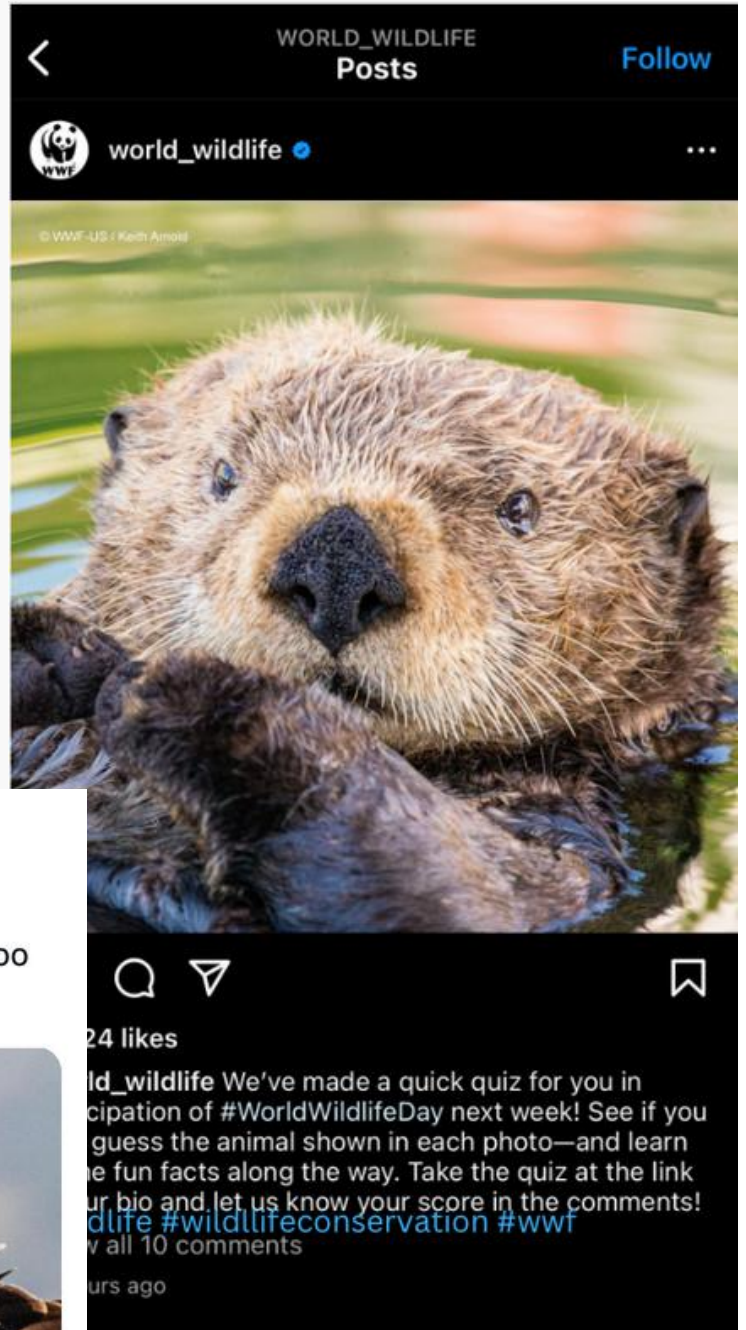
Did you know the Amur-Tiger is an endangered species? Help save one today by purchasing a one of the kind NFA (Non-Fungible Animal) from @WWF! Your purchase could help put the Amur-Tiger back on the map! #NFT #endangeredspecies #wildlife <https://www.wwf-nfa.com/>



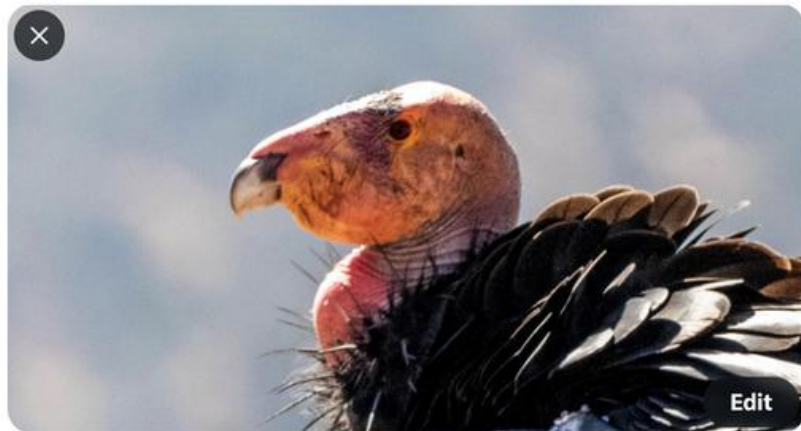
# Appendix

## Example Social Media Posts

We are giving away a trip to one lucky winner! To enter, all you have to do is make a donation to WWF! One winner will be announced on 11/29  
<https://www.wwf-nfa.com/>



Join us in Sacramento this Friday for a WWF event supporting the conservation of California's endangered animals! Learn about the California Condor, Desert Slender Salamander, Giant Kangaroo Rat and more!!



Tag people Add description