



BEST FRIENDS ANIMAL SOCIETY

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Client Overview

ORGANIZATION MISSION STATEMENT

Best Friends Animal Society is a nonprofit organization dedicated to reducing the number of homeless pets in America. It administers pet adoptions and fostering, spaying/neutering, and educational opportunities to inform people how they can make a difference. With the cooperation of network partners and lifesaving centers, Best Friends created sanctuaries to supply healing hubs for animals, promoting the no-kill movement.

Its primary mission is to give every pet the opportunity to know love and companionship. It strives to meet this goal by providing humans access to loving pets and providing adoptable pets access to a comfortable foster home instead of a kennel in a shelter.

SOCIAL MEDIA PRESENCE

Instagram:

@bestfriendsanimalsociety
571K Followers

Twitter:

@bestfriends
238.6K Followers

Facebook:

Best Friends Animal Society
1.5M Followers

KEY PERFORMANCE INDICATORS

Because awareness is a huge component in ensuring Best Friend Animal Society's success, we are especially interested in volume, measured by the number of mentions. We want to make sure the client is involved in pertinent conversations online. Furthermore, we are interested in the overall sentiment about these conversations. The analysts are also interested to see if there are any gender-based differences to be considered.

Executive Summary

The desired outcome for Best Friends Animal Society is to increase their online mentions and augment their share of voice.

In order to reach these objectives, the brand must first address some business issues. Firstly, Best Friends Animal Society should strive to make more interactive content across all social platforms. Best Friends Animal Society needs to do a better job of introducing pets that are up for adoption, highlighting when that pet finds a forever home, and sharing feel-good stories once they are adjusted with their new caretakers. Most of Best Friends Animal Society's communications segment these topics, highlighting a different animal for each step in the adoption process.

Addressing this business problem will make it clear how our client helps pets throughout and even after the adoption journey. It would highlight its commitment to the mission statement. Furthermore, this change would allow for better targeting of potential donors and pet parents. A robust profile of pet lovers and their furry loved ones can be made.

Strengthening Best Friends Animal Society's communication this way would allow the organization to reach its desired outcome.



**Best
Friends[®]
Save Them All[®]**

Organization Dataset Summary

ORGANIZATION DATASET

13.53K total mentions

5681 unique authors

Timeline: October 1, 2022 - January 1, 2023

AREAS TO IMPROVE

Best Friends Animal Society can improve communications on what services they provide as well as their mission statement. Most of their posts are one-time pet profiles without any updates or clarity on how Best Friends Animal Society is aiding that animal's welfare. The organization should have more consistent and transparent postings about their role in finding animals safe homes.

QUESTIONS EXPLORED

- What are people talking about when they mention Best Friends Animal Society and animal welfare organizations?
- What themes are apparent in the conversation about Best Friends Animal Society?
- What kinds of people or organizations are leading the conversation ab

THEMES

- Donations
- Animal Shelters
- Animal Rescue
- Pet Adoption
- No Kill Movement

Peer Organization Dataset Summary

PEER ORGANIZATION DATASET

Total Mentions: 75.32k
Unique Authors: 39.47k
Time Frame: October 1, 2022 - January 1, 2023

AREAS TO IMPROVE

Best Friends Animal Society can improve communications on what services they provide as well as their mission statement. Most of their posts are one-time pet profiles without any updates or clarity on how Best Friends Animal Society is aiding that animal's welfare. The organization should have more consistent and transparent postings about their role in finding animals safe homes.

THEMES

- Donations
- Animal Shelters
- Animal Rescue
- Pet Adoption
- No Kill Movement

PEER ORGANIZATIONS

- American Society for the Prevention of Cruelty (ASPCA)
- The Humane Society
- Hope for Paws

QUESTIONS EXPLORED

- What are people talking about when they mention Best Friends Animal Society and animal welfare organizations?
- What themes are apparent in the conversation about Best Friends Animal Society?
- What kinds of people or organizations are leading the conversation about animal rescue

Topic Dataset Summary

TOPIC DATASET

Total Mentions: 3.26 million
Unique Authors: 1.32 million
Time Frame: October 1, 2022 – January 1, 2023

AREAS TO IMPROVE

Best Friends Animal Society can improve communications on the entire pet parenthood journey. Best Friends Animal Society does a great job communicating what pets need to be adopted, but they do not really give updates on how these pets, and their caretakers, are doing after the fact. Feel-good stories about pets adjusting well in the home drive a lot of mentions; Best Friends Animal Society should implement more of these.

THEMES

- Integration
- Adoption
- Training

TOPIC DATA

Pet Parenthood

QUESTIONS EXPLORED

- What are people talking about when they mention pet parenthood?
- What themes are apparent in the conversation about pet parenthood?
- Who are the biggest influencers in the conversation about pet parenthood?

RECOMMENDATIONS



WHAT TO DO ?

Create posts that are focused on their mission to abolish all kill shelters by 2025.

HOW TO DO IT ?

BFAS should focus on its no-kill movement by increasing posts across all platforms that are centered solely on this movement. They should discuss similar organizations that are not part of this movement to bring awareness to their competitors' audience as well.

Use related hashtags (#NoKill2025 and #savethemall)
Provide the URL to their website so people can join the movement (bestfriends.org).

WHY ?

Among Best Friends Animal Society's organizational data, the no-kill movement (n=1177) is a theme that encompasses 8.7% of total mentions. The conversation around this topic has a primarily negative sentiment (n= 926, 78.7%) as people are angry with shelters that are killing animals. By targeting these users' emotions with this theme we can increase engagement and awareness through our mentions. Within this conversation, the popular hashtag #savethemall was reoccurring (n=843). See full analysis on pp. 23.

RECOMMENDATIONS

We recommend Best Friends Animal Society post informative and endorsing content of the no-kill movement



Best Friends
@bestfriends

Last year 355K animals were killed by other shelters. Best Friends is the largest no-kill sanctuary in America. Join us in the movement to end the killing of dogs and cats in shelters by 2025!

[#savethemall](#) [#nokill2025](#) [bestfriends.org](#)

170 920 45

We recommend that Best Friends Animal Society post in-feed adoption content inform their followers of available pets.

WHAT TO DO ?

BFAS currently posts Instagram and Facebook stories highlighting adoptable pets but posting in-feed content about adoption could receive more engagement.

HOW TO DO IT ?

Post in-feed content on Instagram, Facebook, and Twitter to increase the impressions of adoptable pet opportunities. Highlighting the characteristics of each animal on a post and/or providing a carousel of images presents the audience with available options.

Use related hashtags (#adoptdontshop and #petadoption)

WHY ?

Among Best Friends Animal Society's organizational data, pet adoption (n=991) is a theme that encompasses 7.32% of total mentions. The conversation around this topic has a positive sentiment (n= 281, 28.4%) as people are happy to share the news of pet adoption and their testimonies. By increasing in-feed content about pet adoption we can increase the mentions around this theme by people re-sharing adoptable pets and their testimonies with BFAS. Within this conversation, the popular hashtag #adoptdontshop was reoccurring (n=401). See full analysis on pp. 22..



RECOMMENDATIONS

We recommend that Best Friends Animal Society target men for donations.

WHAT TO DO ?

Create posts encouraging donations that will appeal to men as the target audience.

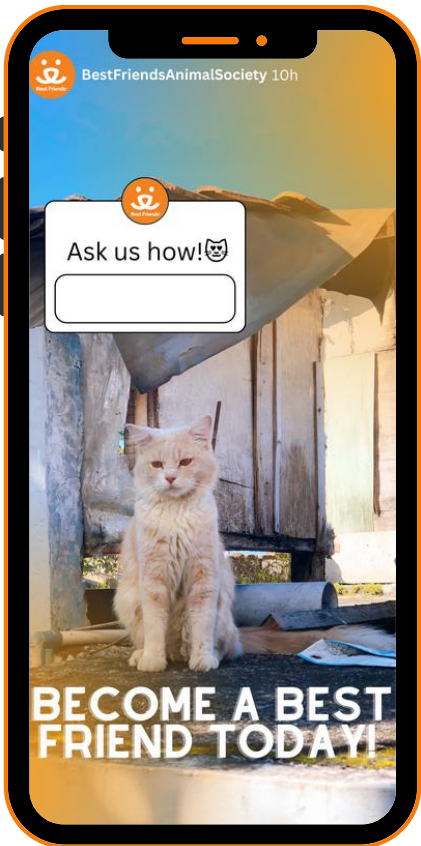
HOW TO DO IT ?

The post should discuss how the donations will be used to help animals and the organization. It will specifically appeal to males and what impact they can make. Using language like "man's best friend" and highlighting adoption success stories of male pet parents would increase male engagement.

Provide the URL to the donation page (bfas.io/gtc).

WHY ?

Amongst the organizational data, donation is a theme (n=1365) that encompasses 10.08% of all mentions. Within this theme, men only contribute to (n=176) 35% of the mentions. By highlighting male pet parents and using male testimonials, BFAS can increase male engagement. The link to BFAS donation page is one of the top-mentioned URLs on Twitter for the conversation (n=252). See full analysis on pp. 19.



We recommend that Best Friends Animal Society increase interactive stories on Instagram.

WHAT TO DO ?

Best Friends Animal Society should create more interactive stories on Instagram to increase engagement.

HOW TO DO IT ?

The stories should include different features such as polls, questions, donations, emoji sliders, and more while discussing important organizational topics.

WHY ?

Best Friends Animal Society's largest platform for mentions is currently Twitter (n=12799) covering 95.8% of all mentions. Coming in second is Instagram which is responsible for only (n=374) 2.8% of all mentions. By increasing engagement on Instagram users' interaction with our organization will increase along with mentions on the platform. See full analysis on pp. 16.

WHAT TO DO ?

Increase informational postings that are focused on advice and tips on how to train your pet.

HOW TO DO IT ?

BFAS should focus on the theme of training by increasing posts across all platforms that are centered around pet training advice. They should reach out to pet parents and fosters in their posts.

- Use related hashtags (#Foster and #Dogs)
- Provide the URL to their website so people can find more tips (bestfriends.org).

WHY ?

Amongst our topic data (pet parenting), training (n=894,977) is a theme that encompasses 29% of total mentions. The conversation around this topic has a primarily negative sentiment (35.4%) as people are talking mostly about animals that lack training. By targeting pet owners and fosters, we can increase engagement and awareness of positive pet training through our mentions. The popular hashtags #Foster (n=13,701) and #Dogs (n=9,181) were reoccurring within this theme. See full analysis on pp. 30-33.

RECOMMENDATIONS

We recommend Best Friends Animal Society post more information about pet training



Calling all pet lovers, want a well-mannered companion? Check out our site to find all the tips and tricks you need to have the best behaved pet on the block!

#foster #dogs bestfriends.org
203 ❤️ 1309 ↻ 62

We recommend that Best Friends Animal Society increase positive posts about pet integration.

WHAT TO DO ?

Create posts that reinforce positive affirmations about pet integration.

HOW TO DO IT ?



Integrating a new pet into your home and lifestyle is easier than you think! Visit our website to learn tips and tricks for when you bring a new pet home. It's a rewarding feeling that will last a lifetime.

#Dogs bestfriends.org
145 ❤️ 906 ↻ 69

BFAS should focus on the theme of integration by increasing posts across all platforms that are centered around pet integration affirmations. They should encourage both pet parents and non-pet parents in their posts.
Use a related hashtag (#Dogs)

WHY ?

Amongst our topic data, pet parenting, integration (n=405,521) is a theme that encompasses 13% of total mentions. The conversation around this topic has a primarily negative sentiment (27.4%) as people are talking mostly about animals that have been abandoned and surrendered. By targeting pet owners and non-pet owners, we can increase engagement, awareness, and positive conversation about pet integration through our mentions. The popular hashtag #Dogs (n=18,362) was reoccurring within this theme. See full analysis on pp. 30 and 31.

RECOMMENDATIONS

We recommend that Best Friends Animal Society posts more content about their mission statement and services.

WHAT TO DO ?

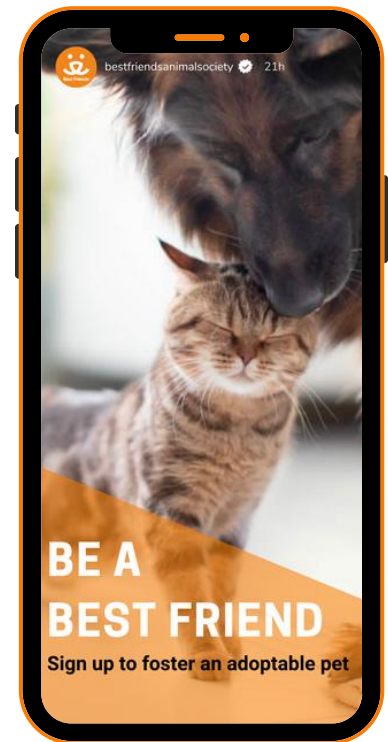
We recommend Best Friends Animal Society posts more content highlighting what they actually do.

HOW TO DO IT ?

Best Friends Animal Society should create more content with influential users and pet adopters to explain how the society facilitates taking animals out of dangerous environments. Furthermore, using #animalrescue in conjunction with these efforts would clarify the organization's mission.

WHY ?

The theme animal rescue constitutes 15.67% of total mentions in the conversation about Best Friends Animal Society. Highlighting the society's animal rescue efforts would add to a theme that has high engagement. It is an opportunity for Best Friends Animal Society to meet the audience where they are. See full analysis on pp. 21.



We recommend that Best Friends Animal Society implements powerful call to action opportunities.



WHAT TO DO ?

Design an effective call-to-action opportunities on social media posts that will direct viewers to take a specific action.

HOW TO DO IT ?

Use strong action verbs, like adopt, foster, or donate, to clearly communicate the goal of the content. Even inviting viewers to comment encourages individuals to share their opinions or experiences, which leads to higher engagement on BFAS platforms.

WHY ?

Out of 13.53k posts reviewed in our theme analysis, we found donations had 10.09% (n=1365) total mentions and pet adoption had 7.24% (n=991) total mentions. These themes should be seeing better results, being that they invoke opportunities for action. Call to action creates meaning behind the content being posted and informs viewers of all the opportunities to support BFAS. Whether or not the viewer fully follows through with fostering or adopting a pet, a CTA opens the door for what to do in response to informative content. See full analysis on pp. 19 and 22.

RECOMMENDATIONS

We recommend that Best Friends Animal Society posts more content about post-adoption experiences.

WHAT TO DO ?

We recommend Best Friends Animal Society posts more content highlighting experiences of pet owners with their animals.

HOW TO DO IT ?

Best Friends Animal Society should post content about animals who have been adopted through Best Friends. Posting content captured by pet owners can be shared on Best Friend's social media platforms

WHY ?

According to the spike analysis, there was a lot of conversation about a dog protecting an infant. With the mentioned volume at 52,115, presenting real-life experiences will show followers how great adopting can be. See full analysis on pp. 32.



We recommend that Best Friends Animal Society implements positive word choices in its messaging.



WHAT TO DO ?

Use positive language in posts to initiate more accurate data.

HOW TO DO IT ?

Utilizing positive words that can't be categorized as neutral or negative in Best Friends Animal Society messaging. Posting content with this positive language. Interacting with users on various social media platforms with the same cohesive approach.

WHY ?

63% of the total mentions were found to be neutral. This translates to 2,032,3484 mentions that were not specifically positive or negative. Attempting to solve this by posting positive content could provide more specific and accurate data to help Best Friends know its audience better. See full analysis on pp. 30.

EARNED MEDIA: BEST FRIENDS ANIMAL SOCIETY



EARNED MEDIA SUMMARY

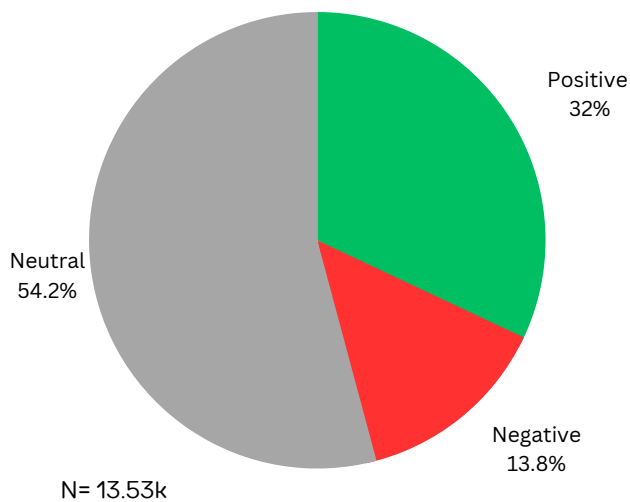
VOLUME

Total Mentions: 13.53k

Unique Authors: 5,681

Time Frame: October 1, 2022 – January 1, 2023

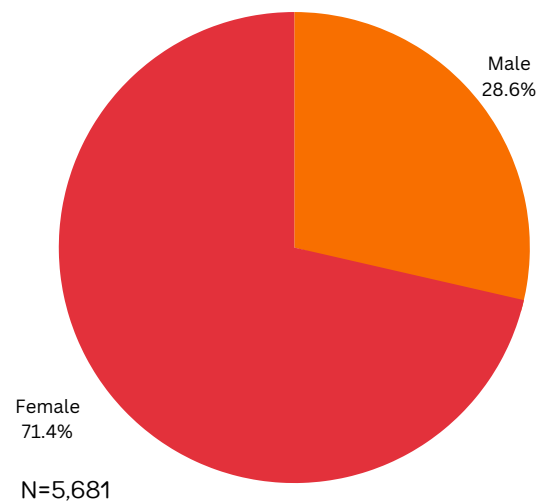
OVERALL SENTIMENT ANALYSIS OF BEST FRIENDS ANIMAL SOCIETY MENTIONS



Hashtags

- #savethemall (843 tweets)
- #adopt (441 tweets)
- #adoptdontshop (401 tweets)

GENDER BREAKDOWN OF AUTHORS MENTIONING BEST FRIENDS ANIMAL SOCIETY



Top URLs

- <https://bfas.io/gtc> (273 mentions)
- <https://bestfriends.org/> (79 mentions)

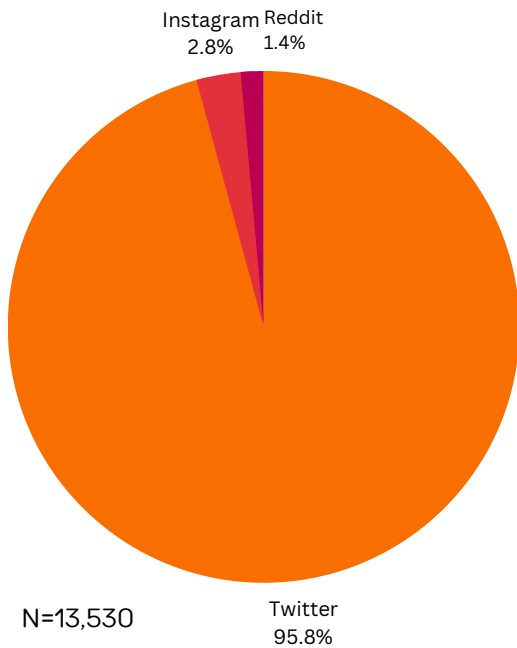
SENTIMENT EXPLANATION

Positive: The positive conversation revolves around encouraging the adoption of pets during the holiday season, different seasonal promotions, happy customer testimonies, and promoting adoption.

Negative: The negative conversation revolves around banning all kill shelters around the world as well as animals in danger. These posts are categorized as negative because the words "kill" and "no" are traditionally perceived as such. So even if a post denotes a success story of rescuing animals from a no-kill shelter, it may still be processed as negative.

EARNED MEDIA SUMMARY

SOCIAL MEDIA MIX



INFLUENTIAL USERS



@Sherian_holt-1,336 followers-Reach 2,000-133.9k Posts

Sherian is a 71-year-old woman who has a strong love for all animals and does not tolerate animal abuse of any kind (392 mentions).

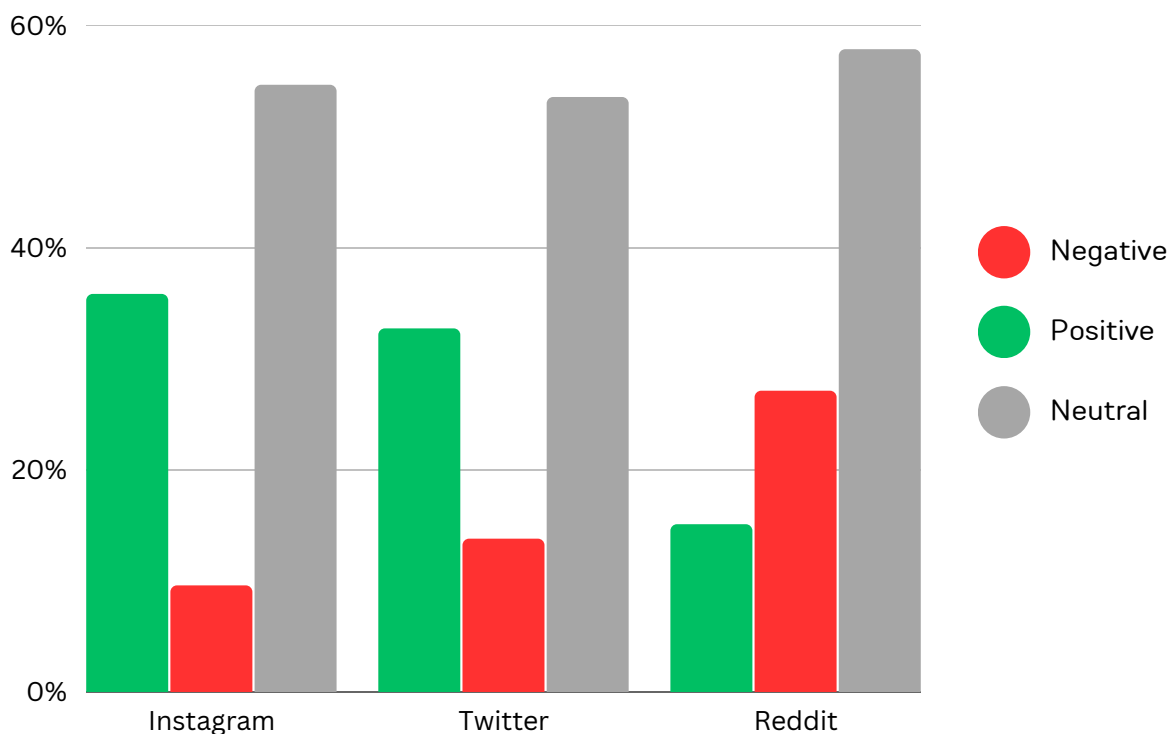


@MattRosario_eth-1,256 followers-Reach 46-5,900 Posts

Matt is part of the Angry Pitbull Club which has relationships with @Bestfriends (173 mentions).

Most of the conversation about Best Friends Animal Society is overwhelmingly happening on Twitter with 95.8% of mentions about Best Friends Animal Society on the platform. Instagram and Reddit are a distant second and third with 2.8% and 1.4% respectively. This prominence should be taken into account when considering how Best Friend Animal Society engages its animal lovers and potential volunteers and pet parents.

SENTIMENT BREAKDOWN BY PLATFORM



EARNED MEDIA SUMMARY

SENTIMENT ANALYSIS BY PLATFORM

TWITTER

Twitter is the leading platform for mentions (n=12,890). Of those mentions 32.7% were positive, 53.5% were neutral, and 13.8% were negative.

SENTIMENT EXPLANATION

Positive: Of the mentions on Twitter, the positive conversation revolves around holiday promotions from BFAS, successful adoptions, and people promoting animal adoption.

Negative: Of the mentions on Twitter, the negative conversations revolve around spreading awareness to ban kill shelters.

INSTAGRAM

Instagram is the second leading platform for mentions (n=374). Of those mentions 35.8% were positive, 54.6% were neutral, and 9.6% were negative.

SENTIMENT EXPLANATION

Positive: Of the mentions on Instagram, the positive conversation revolves around people promoting animal adoption, sharing good experiences with BFAS, and giving thanks to BFAS.

Negative: Of the mentions on Instagram, the negative conversations revolve around sick animals, animals in need of a home, and animal health journeys.

REDDIT

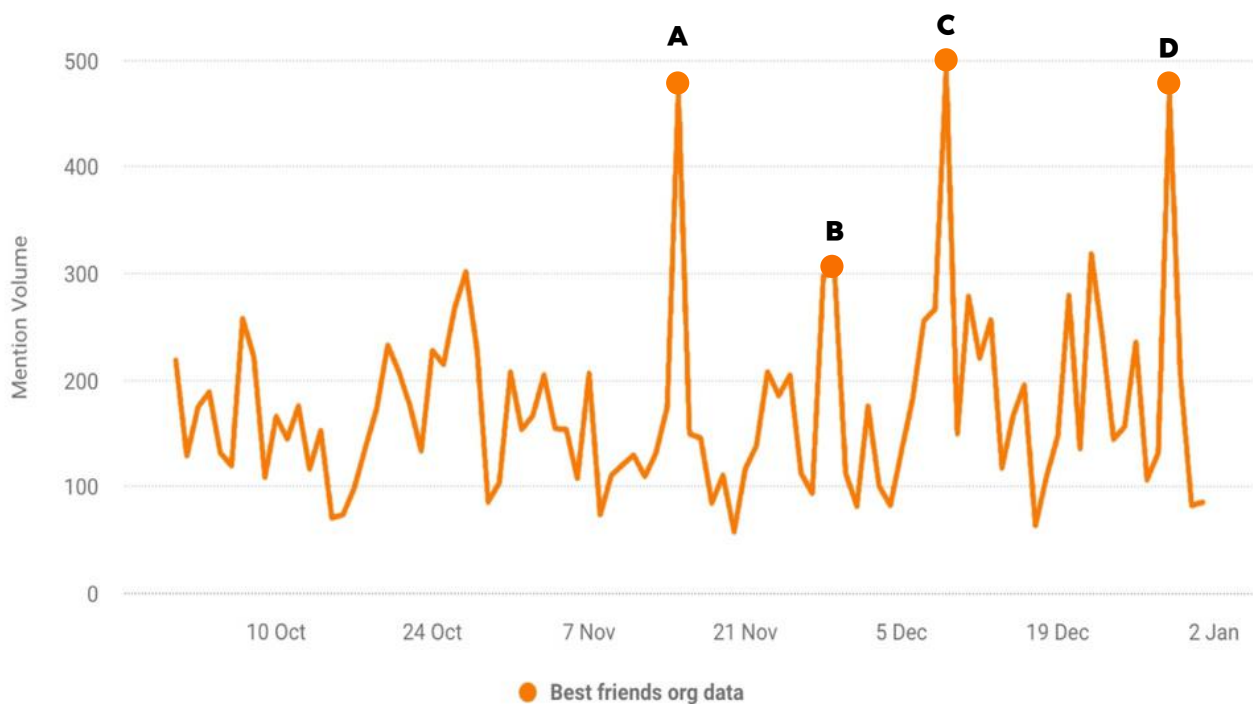
Following behind Twitter and Instagram, Reddit has the least mentions of the three (n=192). Of those mentions 15.1% were positive, 57.8% were neutral, and 27.1% were negative.

SENTIMENT EXPLANATION

Positive: Of the mentions on Reddit, the positive conversation revolves around people recommending BFAS for adoptions and donations.

Negative: Of the mentions on Reddit, the negative conversations revolve around accusations that BFAS is a cult and a money racket.

SPIKE ANALYSIS



SPIKE A

November 15, 2022 (Mention Volume: 457)

On Best Friend's Twitter, a heartfelt post shared the story of Dolph and his hero, @kelechief. Dolph was hit by a car, and Kelechief was the only witness to pull over and save the pup from the accident, then taking him to receive medical care.

SPIKE B

November 29, 2022 (Mention Volume: 300)

The conversation on Twitter surrounds "Giving Tuesday" where people are encouraging others to donate to Best Friends Animal Society and help animal rescue and shelter groups.

SPIKE C

December 9, 2022 (Mention Volume: 491)

National Adoption Weekend allowed many opportunities for Twitter users and news sites to share BFAS's mission, services, and personal experiences from people who have been impacted. #NationalAdoptionWeekend helped inflate engagement.

SPIKE D

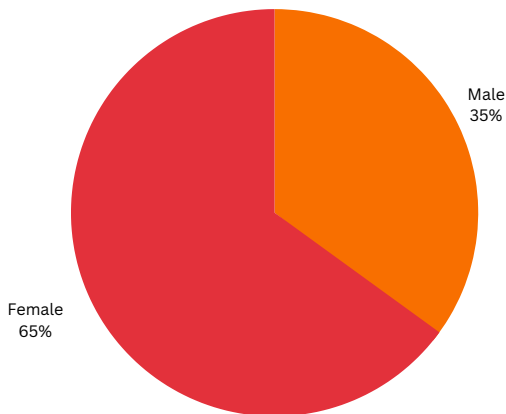
December 29, 2022 (Mention volume: 469)

People are encouraging adoption after the owner of a dog named Felix passed away. Through the help of Best Friends Animal Society, Felix was able to find a new home.

DONATIONS

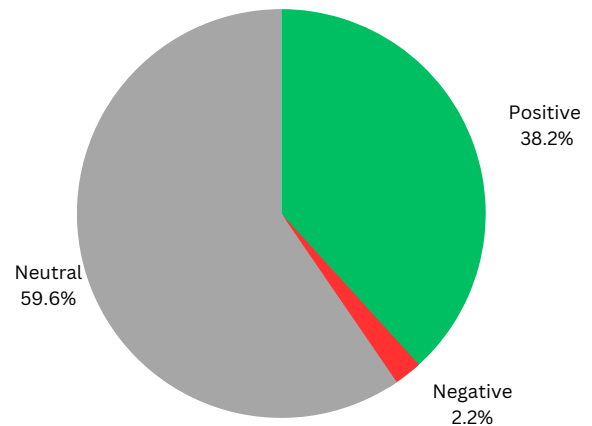
NUMBER OF MENTIONS: 1,365 (10.08% OF TOTAL MENTIONS)

GENDER BREAKDOWN OF AUTHORS MENTIONING THE THEME DONATIONS



N=503

SENTIMENT BREAKDOWN OF MENTIONS OF THEME DONATIONS



N=1,365

SENTIMENT: Many people are sharing their testimonies of donating to Best Friends and encouraging others to do so. The majority (59.6%) of the donation mentions were neutral, many of which were posts soliciting donations. Positive mentions have detailed the positive outcomes that are possible through donations from patrons and volunteers.

DEMOGRAPHICS: The majority (65%) of the authors that mentioned the theme donations were female. This is consistent with the entire Best Friends Animal Society dataset. Females currently lead the conversation.

HASHTAGS

- #GivingTuesday (6 mentions, 13879 impressions)
- #savethemall (834 mentions)

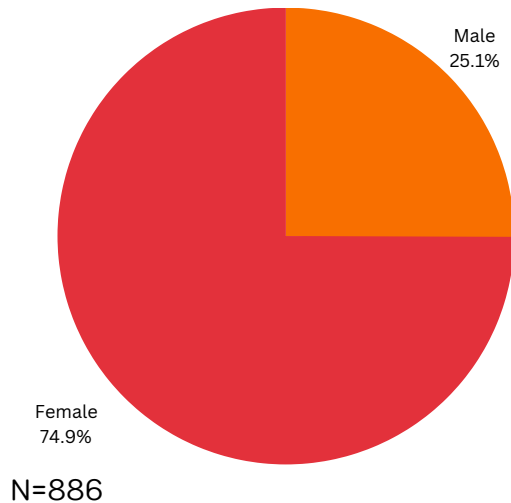
DESCRIPTION

This theme discusses Best Friends Animal Society's fundraising efforts.

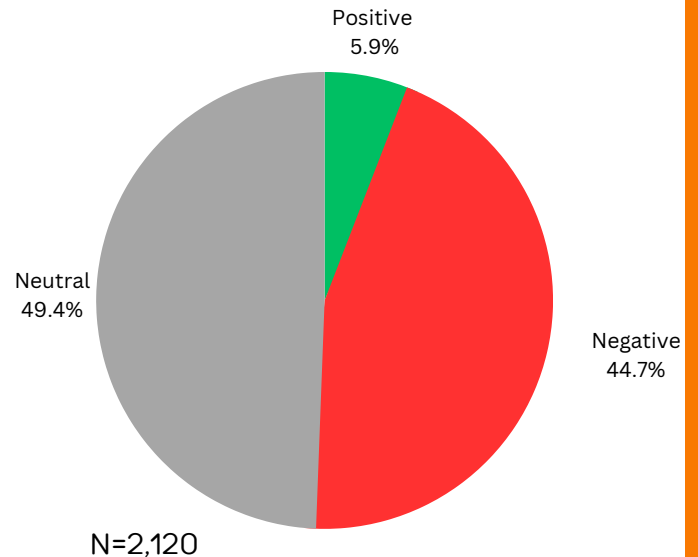
ANIMAL SHELTERS

NUMBER OF MENTIONS: 2,120 (15.67% OF TOTAL MENTIONS)

**GENDER BREAKDOWN OF AUTHORS
MENTIONING THE THEME ANIMAL SHELTERS**



**SENTIMENT BREAKDOWN OF MENTIONS
OF THEME ANIMAL SHELTERS**



SENTIMENT: The majority of mentions about the theme of animal shelters are neutral at 49.4%. These posts talk about specific shelters featured animals are staying at. There is also a large proportion of negative mentions in regard to the theme of animal shelters. This is due to the fact that many authors discuss animals staying in shelters for far too long and not being adopted.

DEMOGRAPHICS: The vast majority of the authors discussing the theme of animal shelters are female (74.9%). This is consistent with the entire Best Friends Animal Society dataset. Females currently lead the conversation.

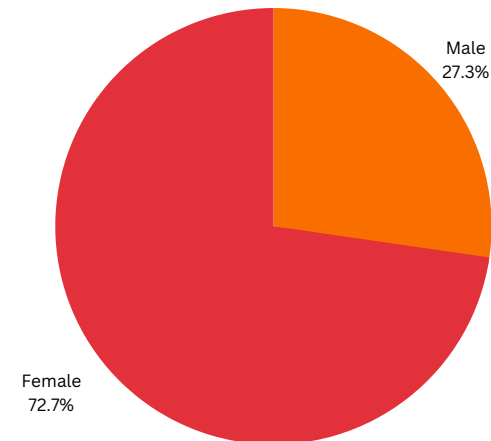
DESCRIPTION

This theme discusses Best Friends Animal Society's role as an animal sanctuary.

ANIMAL RESCUE

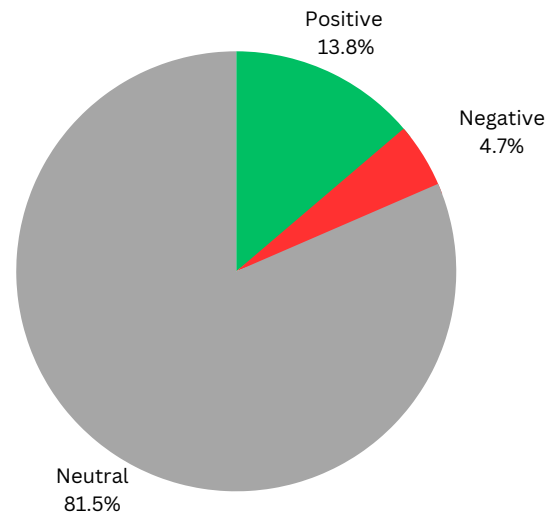
NUMBER OF MENTIONS: 1,206 (8.91% OF TOTAL MENTIONS)

GENDER BREAKDOWN OF AUTHORS MENTIONING THE THEME ANIMAL RESCUE



N=645

SENTIMENT BREAKDOWN OF MENTIONS OF THEME ANIMAL RESCUE



N=1,206

SENTIMENT: The vast majority (81.5%) of the discussion on the theme of animal rescue is neutral. These posts plainly state the importance of animal rescue and its pivotal role in Best Friends Animal Society's mission statement. The positive posts chronicle how animal rescue changes the lives of pets for the better.

DEMOGRAPHICS: Most of the authors discussing the theme of animal rescue are female (72.7%). This is consistent with the entire Best Friends Animal Society dataset. Females currently lead the conversation.

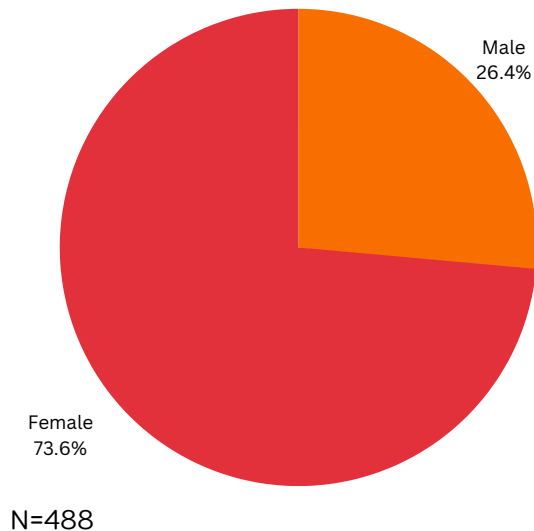
DESCRIPTION

This theme discusses Best Friends Animal Society's commitment to animal safety.

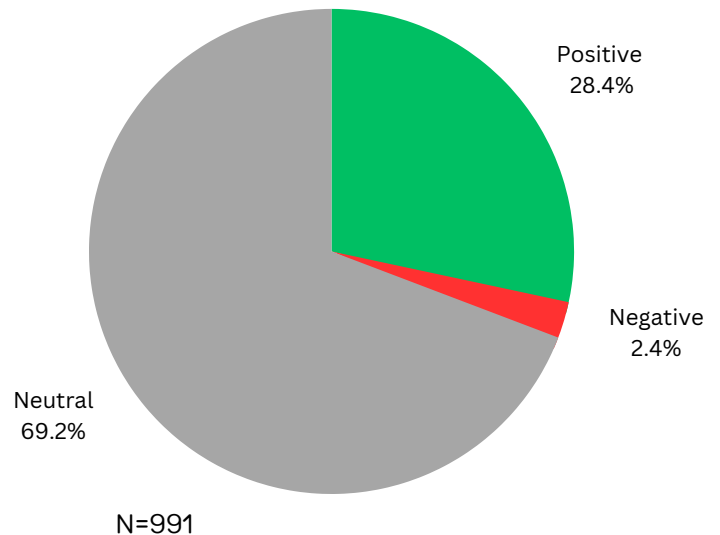
PET ADOPTION

NUMBER OF MENTIONS: 991 (7.32% OF TOTAL MENTIONS)

GENDER BREAKDOWN OF AUTHORS MENTIONING THE THEME PET ADOPTION



SENTIMENT BREAKDOWN OF MENTIONS OF THEME PET ADOPTION



SENTIMENT: The most prevalent sentiment in relation to the theme of pet adoption is neutral with 69.2% of mentions. These posts garner awareness about pet adoption as on adoption and inform on the process. 28.4% of mentions are positive. These mentions discuss personal anecdotes about pet adoption experiences.

DEMOGRAPHICS: 73.6% of the authors part of the discussion on the topic of pet adoption are female. This is consistent with the entire Best Friends Animal Society dataset. Females currently lead the conversation.

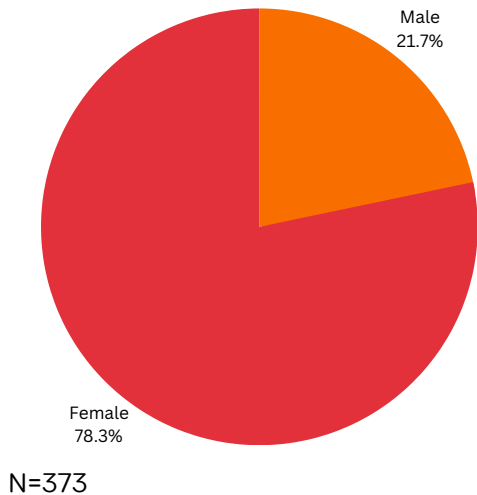
DESCRIPTION

This theme discusses Best Friends Animal Society's facilitation of finding pets safe homes.

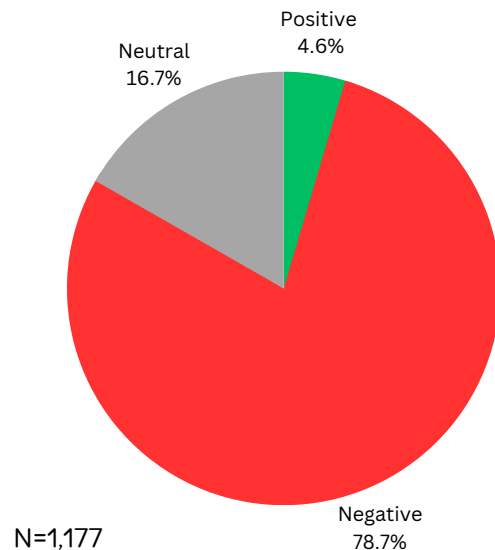
NO KILL MOVEMENT

NUMBER OF MENTIONS: 1,177 (8.70% OF TOTAL MENTIONS)

GENDER BREAKDOWN OF AUTHORS MENTIONING THE THEME NO KILL MOVEMENT



SENTIMENT BREAKDOWN OF MENTIONS OF THEME NO KILL MOVEMENT



SENTIMENT: The vast majority of posts that discuss the theme of no-kill movement are negative at 78.7% of mentions. These posts summarize the very dark reality of how many shelters put down dogs if they do not find a home. The neutral mentions about the no-kill movement give context and explain what the movement stands for, which is the protection of animals.

DEMOGRAPHICS: The vast majority of the authors discussing the theme no-kill movement are female (78.3%). This is consistent with the entire Best Friends Animal Society dataset. Females currently lead the conversation.

DESCRIPTION

This theme discusses Best Friends Animal Society's opposition of kill shelters.

EARNED MEDIA SUMMARY

ALTERNATIVE PLATFORM ANALYSIS

AWARIO

VOLUME

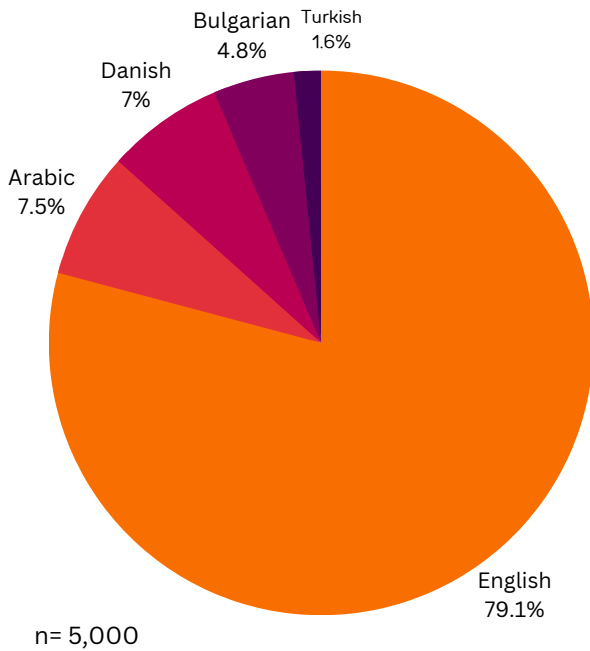
Total Mentions: 5k (data is limited to 5k due to trial restrictions)

Unique Authors: 1.4k

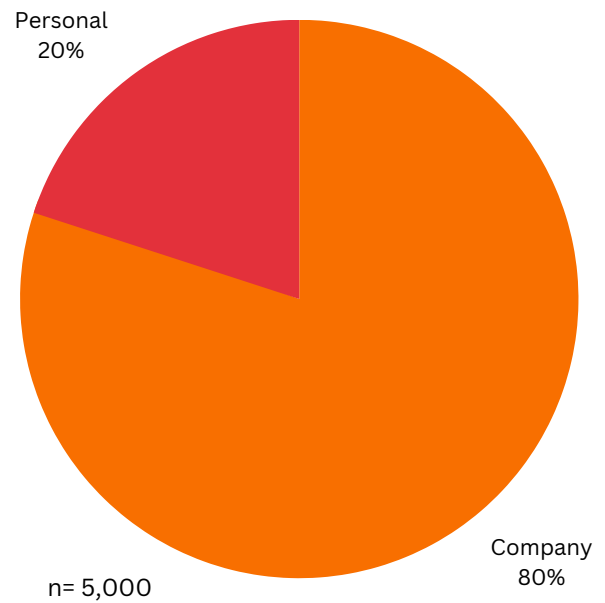
Time Frame: October 1, 2022 – January 1, 2023

Organization data

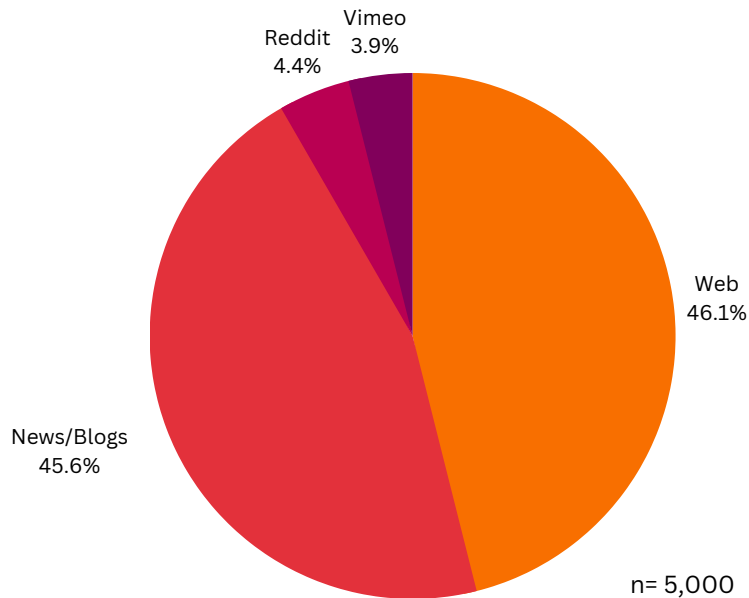
LANGUAGE BREAKDOWN OF AUTHORS MENTIONING BEST FRIENDS ANIMAL SOCIETY



ACCOUNT TYPE BREAKDOWN OF AUTHORS MENTIONING BEST FRIENDS ANIMAL SOCIETY



ORGANIZATION DATASET MENTION SOURCES



EARNED MEDIA: PEER ORGANIZATIONS



PEER ORGANIZATION EARNED MEDIA SUMMARY

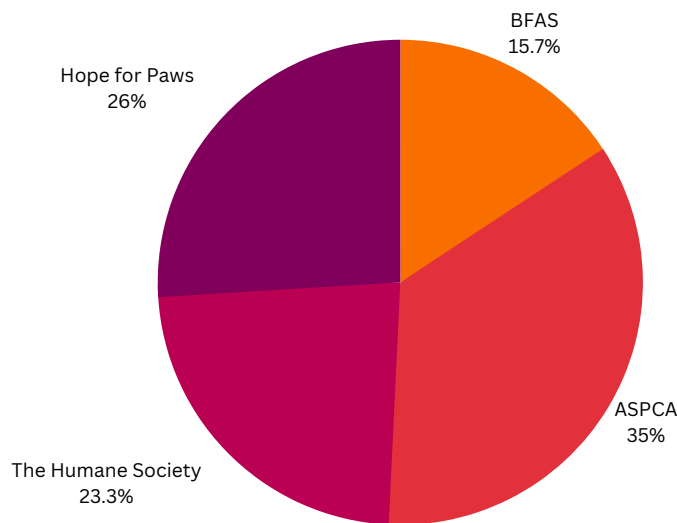
VOLUME

Total Mentions: 75.32k

Unique Authors: 39.47k

Time Frame: October 1, 2022 – January 1, 2023

SHARE OF VOICE: BEST FRIENDS ANIMAL SOCIETY & PEER ORGANIZATIONS ON TWITTER



N=75.32k

Top Sites

- Twitter.com

Top URLs

- <https://bfas.io/gtc> (273 mentions)
- <https://bestfriends.org/> (79 mentions)

INFLUENTIAL USERS



@Sherian_holt-1,336 followers–Reach 2,000–133.9k Posts

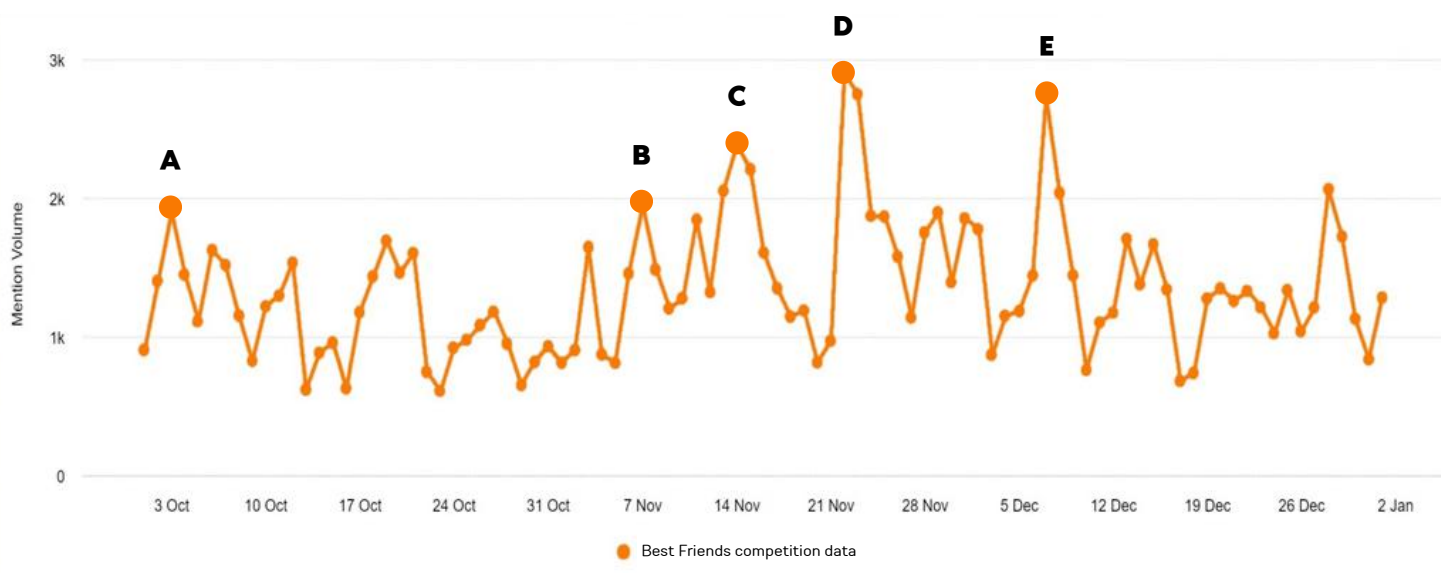
Sherian is a 71-year-old woman who has a strong love for all animals and does not tolerate animal abuse of any kind (392 mentions).



@MattRosario_eth-1,256 followers–Reach 46–5,900 Posts

Matt is part of the Angry Pitbull Club which has relationships with @Bestfriends (173 mentions).

SPIKE ANALYSIS



SPIKE A

October 3, 2022 (Mention Volume: 1,195)

Best Friends Animal Society is responsible for this spike due to the launch of their "Love Large" campaign to encourage people to adopt in the month of October.

SPIKE B

November 7, 2022 (Mention Volume: 1,294)

ASPCA is responsible for this spike after partnering with the collectibles brand named Funko, they released a bobblehead where a percentage of the proceeds go to ASPCA.

SPIKE C

November 13, 2022 (Mention Volume: 1,589)

ASPCA is responsible for this spike because it is the 13th anniversary of the ASPCA killing a dog that a no-kill sanctuary offered to save.

SPIKE D

November 22, 2022 (Mention Volume: 2,290)

The Humane Society is responsible for this spike after it partnered with The Indiana Pacers to hold a puppy race during halftime to highlight that puppies will be up for adoption.

SPIKE E

December 7, 2022 (Mention Volume: 2,222)

Hope For Paws is responsible for this spike after a Twitter account @Dodo shares a viral tweet of a dog that was rescued from Hope for Paws.

PEER ORGANIZATION EARNED MEDIA SUMMARY

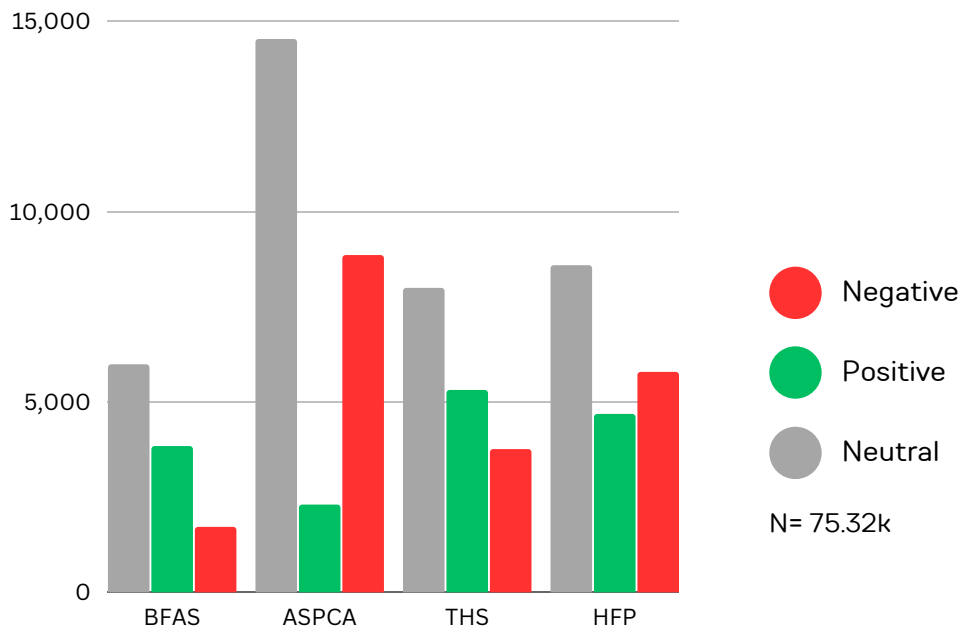
VOLUME

Total Mentions: 75.32k

Unique Authors: 39.47K

Time Frame: October 1, 2022 - January 1, 2023

OVERALL SENTIMENT ANALYSIS OF BEST FRIENDS ANIMAL SOCIETY PEER ORGANIZATION MENTIONS ON TWITTER



HASHTAGS

- #savethemall (843 tweets)
- #adoptdontshop (401 tweets)
- #adopt (441 tweets)

SENTIMENT EXPLANATION

Positive: The positive conversation revolves around encouraging the adoption of pets during the holiday season, and different seasonal promotions.

Negative: The negative conversation revolves around banning all kill shelters around the world as well as animals in danger.

TOPIC DATA



TOPIC DATA SUMMARY

VOLUME

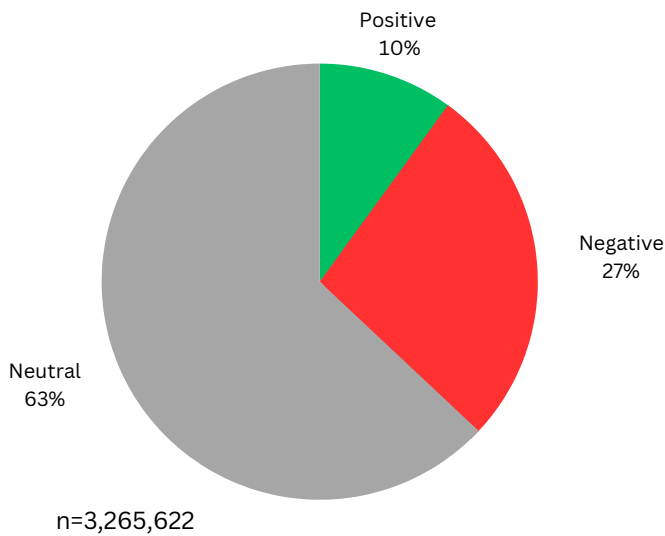
Total Mentions: 3.26 million

Unique Authors: 1.32 million

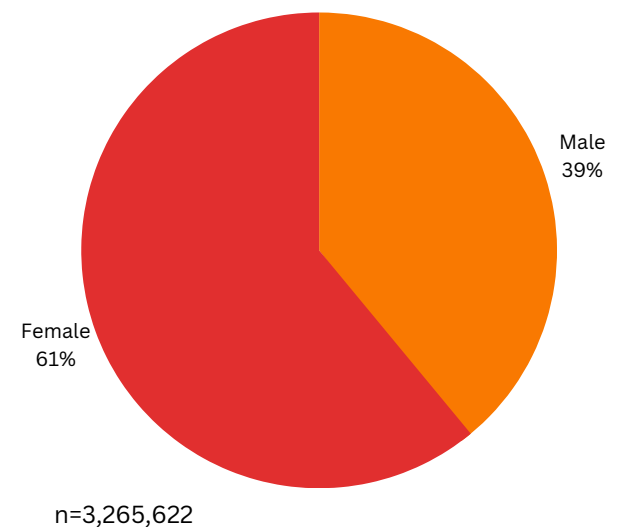
Time Frame: October 1, 2022 – January 1, 2023

TOPIC: PET PARENTING

OVERALL SENTIMENT ANALYSIS OF THE TOPIC DATASET



GENDER BREAKDOWN OF THE TOPIC DATASET



SENTIMENT EXPLANATION

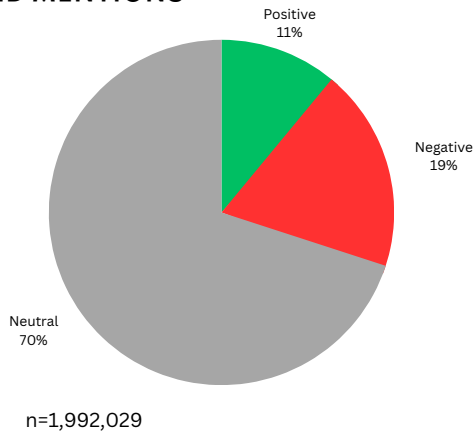
Positive: The positive conversation revolves around uplifting topics, like fostering, adoption, etc. Many people share their pets online and the cute things they did that day. A majority of the conversation was regarding happy experiences or hyping up animals that need a home.

Negative: The negative conversation misleads the data because a majority of the conversation is sharing how to be a better pet owner. This is often done by users sharing their bad experiences with the effort to be helpful. Talking about emotional experiences can be worded in a way that would filter negatively, throwing off the data.

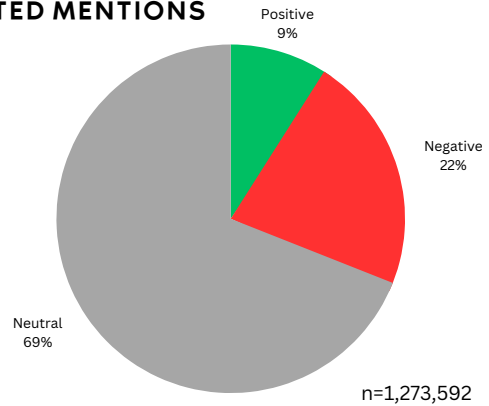
TOPIC DATA SUMMARY

GENDER BASED DIFFERENCES

SENTIMENT BREAKDOWN OF FEMALE-POSTED MENTIONS



SENTIMENT BREAKDOWN OF MALE-POSTED MENTIONS



TOP ITEMS OF FEMALE-POSTED MENTIONS

- #foreverhome (92,766 tweets)
- #lovinghome (61,297 tweets)

TOP ITEMS OF MALE-POSTED MENTIONS

- #pledge (72,486 tweets)
- #rescue (44,703 tweets)

EXPLANATION

The sentiment breakdown of the topic dataset did not differ greatly between genders. The kinds of conversations about the topic of pet parenthood, however, differed between genders.

Female

Female contributors talked more about preparing the home for new pets to enter. They also discussed how to prepare children and other pets for the introduction of new animals to make the transition as smooth as possible. Positive mentions discussed "loving" and "forever" homes, highlighting the comfort and safety that people can provide for pets. Negative mentions focus on saving these animals from being killed.

Male

The male conversation was centered around animal profiles of domestic animals looking for permanent homes. Positive mentions posted by males were centered around pledging money/action to be better pet owners or help animals find safe homes. Negative contributions talked about kill shelters as well as profiled pets who were abandoned.

TOPIC DATA SUMMARY

SPIKE ANALYSIS



SPIKE A: NOVEMBER 30, 2022 (MENTION VOLUME 55,908)

The high volume of shares due to a feel-good story of a lost dog that immediately recognizes its owner. Much of the conversation this day also revolved around a cat at a local adoption center named after an internet meme.

SPIKE B: DECEMBER 5, 2022 (MENTION VOLUME 52,115)

The high volume of shares is due to a heartfelt story of animals being receptive to human emotions and providing warmth and support. Another post that garnered a lot of conversations was a video of a dog protecting an infant from getting injured on a staircase.

TOPIC DATA SUMMARY

TOP ITEMS

HASHTAGS

- #Adoptdontshop (172,486 tweets)
- #foster (158,679 tweets)
- #dogs (152,929 Tweets)
- #adopt (145,523 Tweets)
- #pledge (122,268 Tweets)

TOP URLS

- https://galxe.com/tallyho/campaign/GCVFxUwB16?utm_campaign=arbitrum-support&utm_medium=social&utm_source=twitter&utm_content=bridge-week-galxe-parent-campaign (44,376 volume)
- <https://newhope.shelterbuddy.com/animal/list> (33,004 volume)
- <https://www.bleakholt.org/lancashire-animal-sanctuary/adopt-a-dog/> (31,220 volume)

TOP SITES

- Twitter.com (1,503,288 mentions)
- Tumblr.com (666,503 mentions)
- Reddit.com (332,845 mentions)

INFLUENTIAL USERS



@Julesk23-2,426 followers-Reach 1,885-100.8k Posts

Jules is passionate about animals and their welfare and wants equality for the future.

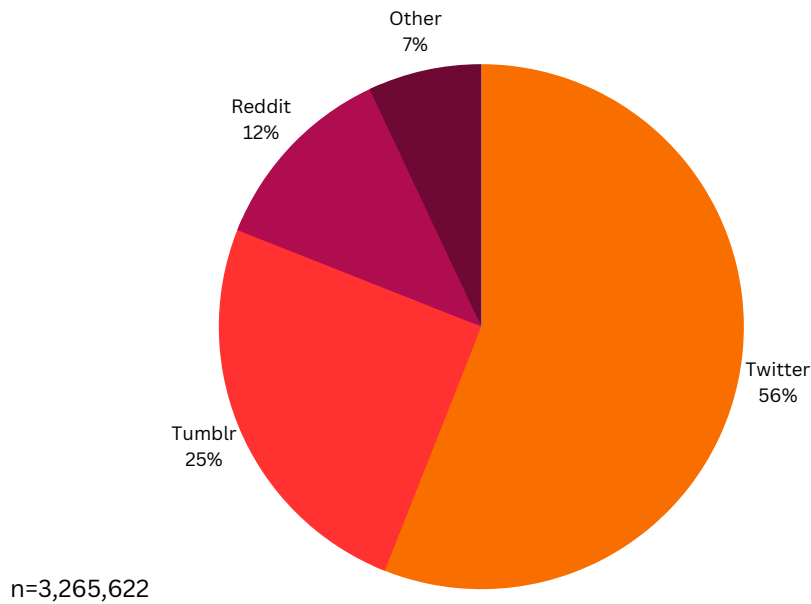


@Sachikoko-5,352 followers-Reach 13,421-737.9k Posts

This is a user who posts about various animal rescues promoting adoptions, donations, and animal welfare.

TOPIC DATA SUMMARY

Social Media Mix



SENTIMENT ANALYSIS BY PLATFORM

TUMBLR

Tumblr is the second leading platform for mentions (n=666,503). Of those mentions 13% were positive, 48% were neutral, and 39% were negative.

SENTIMENT EXPLANATION

Positive: Of the mentions on Tumblr, the positive conversation revolves around people sharing successful animal parenting life hacks and advice, testimonies, and adoption promotions.

Negative: Of the mentions on Tumblr, the negative conversations revolve around the controversy of breeders, animal attacks, and owners losing their dogs.

TWITTER

Twitter is the leading platform for mentions (n=1,514,780). Of those mentions 10% were positive, 69% were neutral, and 21% were negative.

SENTIMENT EXPLANATION

Positive: Of the mentions on Twitter, the positive conversation revolves around highlighting animal tricks, fostering dogs, and promoting adoption.

Negative: Of the mentions on Twitter, the negative conversations revolve around complaints of bad pet parents, animal euthanasia, and animal abuse.

REDDIT

Following behind Twitter and Tumblr, Reddit has the least mentions of the three (n=332,844). Of those mentions 12% were positive, 45% were neutral, and 43% were negative.

SENTIMENT EXPLANATION

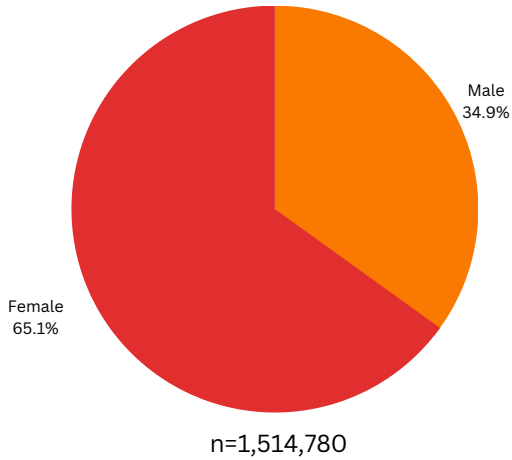
Positive: Of the mentions on Reddit, the positive conversation revolves around people asking for pet advice and sharing animal parenting tips.

Negative: Of the mentions on Reddit, the negative conversations revolve around conflicted pet parents, injured pets, and irresponsible parenting stories.

TOPIC DATA SUMMARY

GENDER BREAKDOWN BY PLATFORM

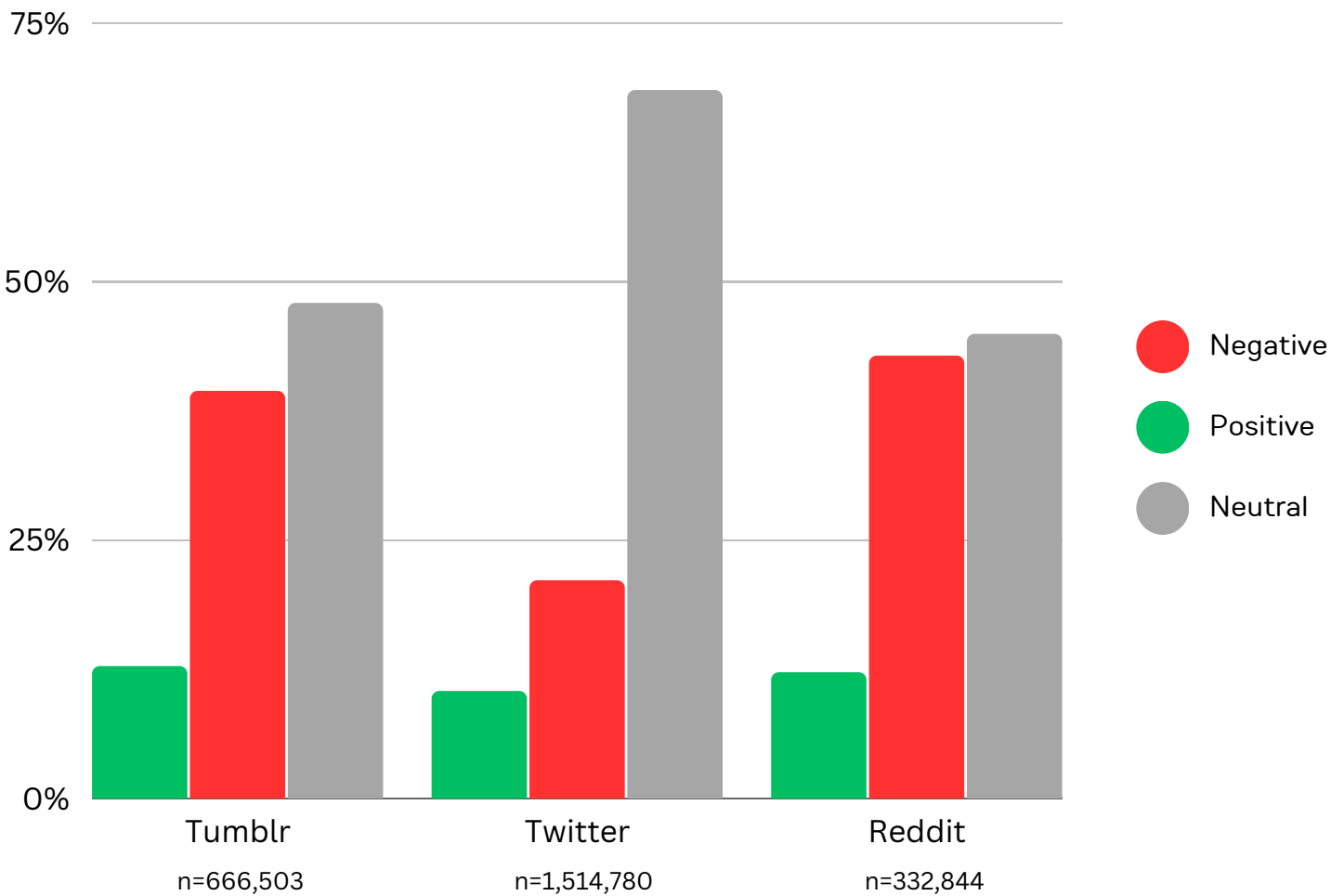
Twitter



Tumblr and Reddit

Brandwatch does not currently provide gender breakdown for these content sources.

SENTIMENT BREAKDOWN BY PLATFORM



TOPIC DATA SUMMARY

ALTERNATIVE PLATFORM ANALYSIS

BRAND 24

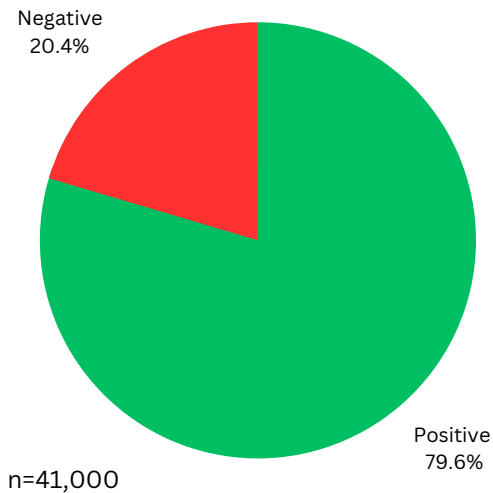
VOLUME

Total Mentions: 41,000 (data is limited due to trial restrictions)

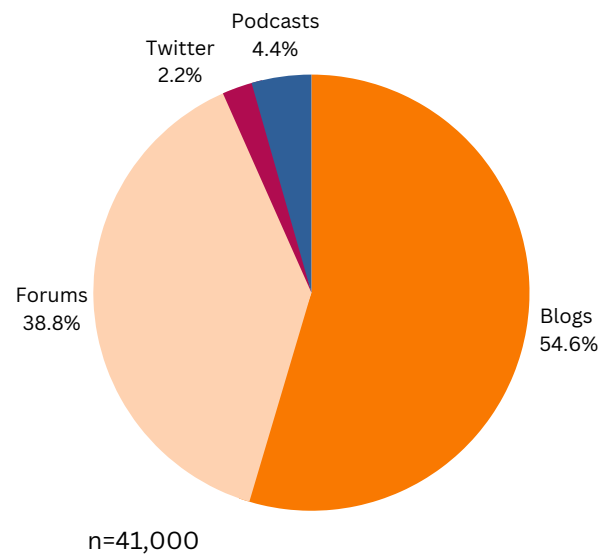
Unique Authors: 9,716

Time Frame: October 1, 2022 – January 1, 2023

OVERALL SENTIMENT ANALYSIS OF THE TOPIC DATASET



TOPIC DATASET MENTION SOURCES



SENTIMENT ANALYSIS

This social listening tool had only two categories for sentiment analysis: positive and negative. According to this platform, the positive conversation is about the wonderful companionship aspect of pet parenthood. The negative mentions discussed the hardships of foster animals.

ADVERTISING VALUE EQUIVALENT

This metric helps estimate the value of collected mentions. It is an approximate amount of money that would have to be spent on paid advertising to achieve a similar exposition (Brand 24). For this dataset, The advertising value equivalent is \$24.62M

TOPIC DATA SUMMARY

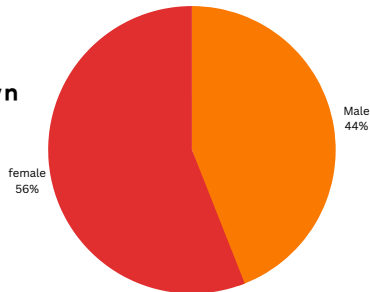
THEME ANALYSIS

Custom Classifiers: We used custom classifiers to train our themes according to the description of each theme. A custom classifier is a tool from Brandwatch that allowed us to categorize our data to easily find mentions that correlate to our described themes.

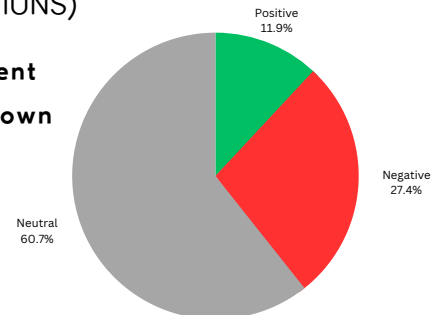
Integration

NUMBER OF MENTIONS: 405,521 (13% OF TOTAL MENTIONS)

Gender breakdown



Sentiment breakdown



HASHTAGS

- #dogs (18,362 Tweets)
- #UK (17,645 Tweets)

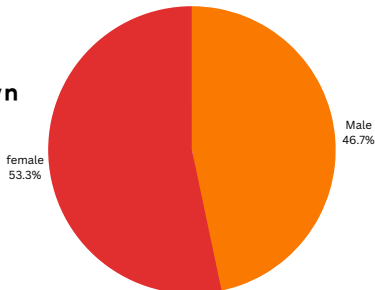
DESCRIPTION

This theme discusses adjusting pets and owners into their new homes and lifestyles.

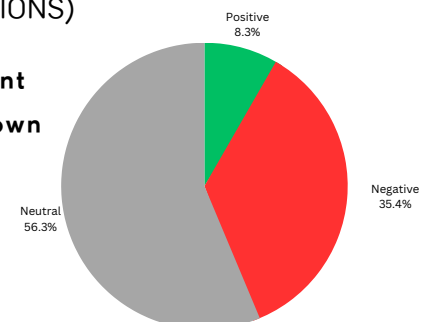
Training

NUMBER OF MENTIONS: 894,977 (29% OF TOTAL MENTIONS)

Gender breakdown



Sentiment breakdown



HASHTAGS

- #Foster (13,701 Tweets)
- #Dogs (9,181 Tweets)

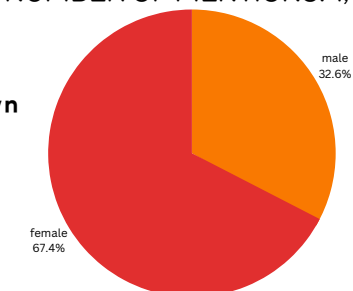
DESCRIPTION

This theme discusses actions taken towards teaching pets to follow commands and encourage good behavior.

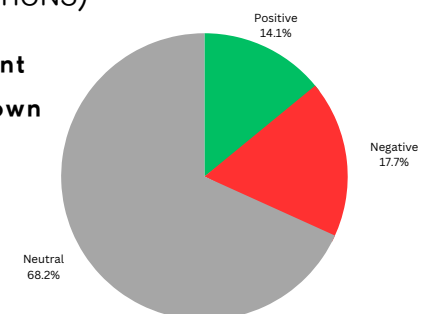
Adoption

NUMBER OF MENTIONS: 1,176,066 (38% OF TOTAL MENTIONS)

Gender breakdown



Sentiment breakdown



HASHTAGS

- #Adoptdontshop (147,314 Tweets)
- #Adopt (135,972 Tweets)

DESCRIPTION

This theme discusses the promotion of finding animals a new home.

TOPIC DATA SUMMARY

THEME ANALYSIS

Integration

SENTIMENT EXPLANATION

Positive: Based on the theme of integration, the positive conversation revolves around people giving advice on being a new pet owner, and how to accustom their pet to new life events.

Negative: Based on the theme of integration, the negative conversations revolve around abandoned pets.

INFLUENTIAL USERS



@AdoptionsUK-69.3k followers-Reach 33,828-103.6k Posts

This user uses their page to share animals and help them homes in the UK.

Training

SENTIMENT EXPLANATION

Positive: Based on the theme of training, the positive conversation revolves around people highlighting their pets' ability to be trained, promoting trained pets, and sharing advice.

Negative: Based on the theme of training, the negative conversations revolve around people sharing stories of difficult animals, animal attacks, and irresponsible pet owners.

INFLUENTIAL USERS



@Funcats7-3,689 followers-Reach 2,011-2 Posts

@Funcatz is the ultimate place for pet lovers, to get some pet-bliss throughout their day.

Adoption

SENTIMENT EXPLANATION

Positive: Based on the theme of adoption, the positive conversation revolves around people sharing adoptable animals and sharing adoption stories.

Negative: Based on the theme of training, the negative conversations revolve around surrendered animals and animals who have suffered injuries, sickness, and abuse.

INFLUENTIAL USERS



@Julesk23-2,426 followers-Reach 1,885-100.8k Posts

Jules is passionate about animals and their welfare and wants equality for the future.

Appendix

Search Terms:

Organization Boolean search:

@Bestfriendsanimalsociety OR @bestfriends OR "Best Friends Animal Society" OR "Best Friend Animal Society" OR #bestfriendsanimalsociety OR "adopt pet" OR ("best friends animal society" AND #savethemall) OR ("best friend animal society" AND #savethemall)

Theme Boolean searches:

- Donations:

"donate" OR "donations" OR "donation" OR "donated" OR "donation to best friends"

- Animal shelters:

"animal shelters" OR "shelters" OR ("animal" AND "shelter")

- Animal Rescue:

"animal rescue" OR "rescue" OR ("save" AND ("them" OR "animals"))

- Pet adoption:

"pet adoption" OR "dog adoption" OR "cat adoption" OR "animal adoption" OR "adoption"

- No kill movement:

"no kill movement" OR "no kill" OR "no kill shelter" OR "no-kill shelter" OR "no kill" OR "NO KILL" OR "kil shelters nationwide"

Peer organization Boolean search:

#ASPCA OR #Thehumanesociety OR "ASPCA" OR "The humane society" OR "American society for the prevention of cruelty to animals" OR "@Thehumanesociety" OR "@ASPCA" OR "Hope for Paws" OR "@hopeforpaws" OR #hopeforpaws OR #humanesociety

Topic Boolean search:

(Pet OR Animal OR Dog OR Cat)

AND

(Parenting OR Owner OR Guardian OR Ownership OR Parent OR Foster OR Adopt OR Adoption OR "foster parent")

Analytics Tools Summary

AWARIO

Awario is a powerful social media listening tool that is similar to Brandwatch in many ways but also has some key differences. Although Awario has some restrictions in relation to its free trial period (limits mentions to 5,000), It still provides a thorough analysis of the mentions it provides.

Both of the platforms do basic breakdowns of the mentions by gender, content sources, sentiment analysis, top influencers, spike analysis, geography, and word cloud. However, it was evident that Awario does not provide filters and categories to get a deeper analysis of the breakdowns of the data. It also did not allow us to change the formatting of the data to curate it to our purpose for it, for example, changing a bar chart to a pie chart. Another noticeable weakness of Awario is that it did not give a preview of the conversation behind the outstanding data, therefore, it was impossible to understand why the data was outstanding. For example, the spikes did not allow us to see the conversation that caused the spikes and that is a very important part of the data to get a thorough analysis.

Although Awario has its weaknesses compared to Brandwatch, it also showcases features that Brandwatch does not offer. One of these is Awario's influencers feature which is more extensive than Brandwatch's because it provides top influencers for almost all content sources, including more niche content sources such as Reddit. Awario also gives a breakdown of authors by company and personal accounts, unlike Brandwatch. One last important feature that Awario excels in is it gives a sentiment analysis in almost any language whereas Brandwatch is more limited. This is a very important feature, especially for more international organizations. We found this platform relatively easy to navigate, easier than Brandwatch, and think it would be great for someone who owns a small business and wants to monitor their brand on social platforms.

Analytics Tools Summary

BRAND 24

Brand 24 is a social listening tool with a wide variety of features. With a free trial, we did not gain full access to the site's full capabilities but were still able to create a solid analysis of the topic dataset.

Both Brand 24 and Brandwatch allow users to look at different time frames as it pertains to queries. Furthermore, both platforms allow you to filter mentioned sources and list top influencers for datasets. With that being said, there are things that Brand 24 cannot do. For one, Brand 24 does not let you customize graphs to further the analysis. Brand 24 also limits the number of mentions it populates and the length of queries on the free trial. Another limitation of Brand 24 is that only filters the sentiment analysis into positive and negative. This may not accurately reflect the sentiments of the posts. Furthermore, in order to see mentions on Facebook and Instagram, Brand 24 requires you to connect your own account. This hindered the analysis on these platforms because we did not have access to Best Friends Animal Society's Meta accounts.

There are some features, however, that are unique to Brand 24. This platform also has a more robust set of sources, including information from TikTok and podcasts. A strength of this platform is that it calculates an advertising value estimate. This metric helps estimate the value of collected mentions. It is an approximate amount of money that would have to be spent on paid advertising to achieve a similar exposition. Brand 24 also collects data on the total estimated reach and amount of likes garnered. In addition, Brand 24 allows you to compare multiple dashboards at once.