

HABITAT FOR HUMANITY

Adpr 5750 Social Media Analytics

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RECOMMENDATIONS

What to do?

How to do it?

Why/Supporting Insights

peer data

1

Increase the amount of hashtags on posts across platforms to help with the exposure of posts and generate more interaction.

Use the top trending hashtags such as #doyouknow and #onthisday and incorporate new hashtags to encourage others to join posting about the event.

The top trending hashtags are #doyouknow and #onthisday. Since these are already trending, increasing the amount they are used can help with the saturation of posts. (Slide 10)

peer data

2

Increase consistent posting around thematic series such as donation seasons, current projects, and reflections on past projects.

Implement consistent posting and scheduling whether each day be a specific type of post or weekly themes to help to improve engagement and reach

If we were to increase to a consistent posting schedule where 4-5 posts are disseminated weekly, each containing #habitatforhumanity #didyouknow, then we will increase the conversation about Habitat to become the largest voice. 4-5 posts with 2 hashtags each equalling 8-10 mentions per week, just across one platform. If this is done consistently, this can help make sure we maintain control of the surrounding conversation. (Slide 11)

peer data

3

Emphasize both the mission and ways to make donations during the holiday season by increasing the amount of posts for each holiday, and using hashtags such as #donations #holidayseason #giving.

During the holiday season, post 4-5 posts, each with a different purpose. One sharing a testimonial, one of how to volunteer, one focused on the Habitat ReStore, one with current projects, one wishing happy holidays.

Holidays are when we notice higher post engagement, creating greater conversations. Making sure we incorporate both the holiday itself, tags on how to get involved, and mentions pertaining donations broadens the conversations. Having direct tags which correlate to a link to donations, can create a bridge allowing for easier access and an increase in both donations themselves and conversations. (slide 11)

<p>organization data</p> <p>4</p>	<p>With the continuation of the Carter Project restarting this year, highlight past projects done through the Carter Project and give updates on the current projects.</p>	<p>Have one post per week dedicated to #thecarterproject. Share previous stories of ventures or have families share testimonies of their experiences either being a part of the Carter Project or serving with it. Follow the post with #habitatforhumanity</p>	<p>Out of the total number of mentions, the ones pertaining to President Carter were 23.28K tweets, equalling 10.5% of the entire data set. Due to the frequency in which President Carter is mentioned, it would be beneficial to highlight the relationship that Habitat and the former President and his family maintain. Engagement could also improve greatly when this connection is highlighted for users to see. (Slide 12-13)</p>
<p>organization data</p> <p>5</p>	<p>Continue to pursue DEI to establish community in social media like the current inclusive holiday content.</p>	<p>Highlight the different Habitat teams across the globe, showing off different types of people and stories to increase awareness. Incorporate the hashtag #habitatstories #habitatforus.</p>	<p>Creating new hashtags can lead to greater engagement and visibility due to a higher volume. By creating a new series of tags and mentions about DEI implements, new data can be researched and see how those particular tags trend post implementation.</p>
<p>organization data</p> <p>6</p>	<p>Place ORG specific hashtags and tag specific Habitat branches on each of their posts.</p>	<p>For each post, highlight service opportunities while tagging the specific Habitat branch(es) to allow users to see what is occurring near them.</p>	<p>Specific Habitat organizations have a smaller number of mentions due to their own posts. If the main Habitat page were to begin mentioning and tagging these smaller pages, then there is an opportunity for there to be a cross-list between geographically specific pages and the main Habitat page increasing the overall mentions across platforms. (Slide 10)</p>
<p>organization data</p> <p>7</p>	<p>Encourage followers to engage with specific hashtags on their personal posts to be reposted on Habitat's main Instagram.</p>	<p>Create a unique hashtag to post on Habitat's twitter page, encouraging viewers to engage with the hashtag when participating in projects.</p>	<p>Having followers begin to engage with a specific hashtag for them, increases the number of mentions for Habitat. This will allow the followers to start trends within this specific tag and connect with other supporters causing an increase in overall engagement.</p>

Topic Data Recommendations

Topic data

8

Increase lists in the content type because this equivalent to the most engagement.

Create content using numbers with links accessible for viewers to share

The content type with the most engagement was lists with the most shares from viewers. (slide 27)

Topic data

9

Increase monthly content on Twitter.

Post 900 (increased by 47) posts in February and increase monthly posting in all months.

The peak engagement and articles posted was 45,385 engagements between 853 posts in February. There is a positive slope and correlation between engagement and content. (slide 36)

Topic data

10

Publish most content on the days of highest engagement

Instead of spreading out content throughout the week, decrease publishings on Wednesday and Sunday (the lowest engagement days) and increase Saturday and Monday publishings

The average engagement is highest when articles are posted on Saturday which would attribute to more shares and earned media by posting in this time range. (Slide 36)



ORGANIZATION DATA



Executive Summary

Goals:

After analyzing research from Brandwatch, social media platforms, and the brand's core values we found that we can improve the non-profit Habitat for humanity using multiple strategies. By increasing online engagement, building positive brand awareness, and developing a better understanding of the brand's audience we will help promote and inform existing and new audiences about this company as well. We want to specifically increase social media engagement across Instagram, Twitter, and Facebook. For example developing hashtags, increasing views and shares, and curating communication with possible donors.

Data Overview:

- **Organization:** The timeframe for this dataset is December 31, 2022- February 28, 2023. There was 221,200 total mentions, 97,720 unique authors and 87% tweets gave a neutral sentiment. The top Twitter themes were affordable housing, building houses, and Jimmy Carter. The platforms tracked within the dataset are Twitter, Instagram, and Reddit.
- **Competition:** The time frame for this dataset is December 31, 2022- February 28, 2023. There was 2,894 total mentions, 80% of tweets gave a neutral sentiment. The top Twitter themes were Techno, FCH. The platforms tracked within the dataset are Twitter, Instagram, and Reddit.

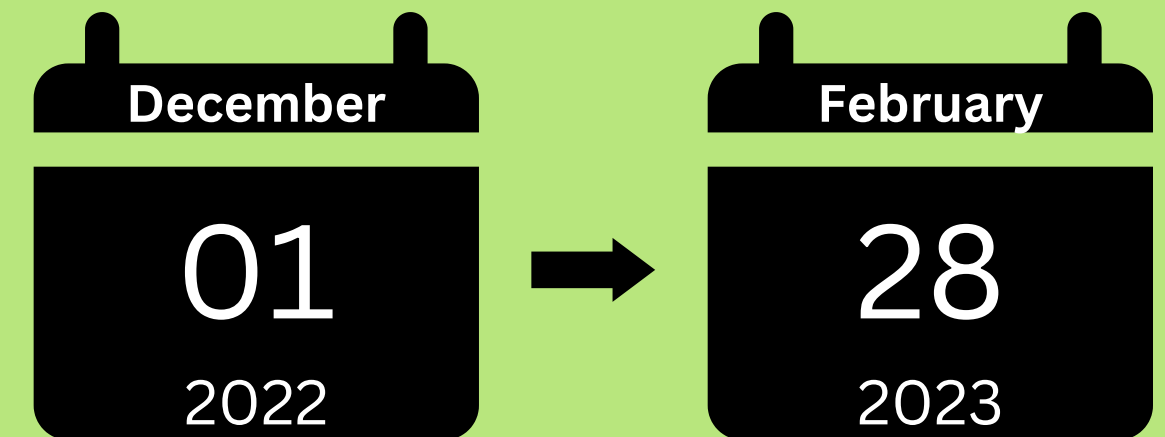
Key Performance Indicators:

- **Engagement**
 - views
 - likes
 - shares
- **Audience Growth**
 - follower count
 - increase in donations/volunteer signups
 - click through rate for website and other links provided

Key Insights

- The total number of mentions (volume) across all platforms was 221,200.
- The main themes for organizational data were Jimmy Carter, Building Houses, and affordable housing. The top three trending topics were President Carter, President Jimmy Carter, and Oldest living former president.
- Using the research we found that their audience is 66% male and 34% female, 87% neutral sentiment with 7% of it being positive, and are mostly active in the United States, India, Canada, and the UK.
- Using Brandwatch, we discovered that Habitat for Humanity across Twitter, Instagram, and Facebook should increase their volume of tweets containing the hashtag #didyouknow.
- The three platforms in which Habitat for Humanity was most used, compared to all other platforms were Twitter, Instagram, and Reddit.
- Figures on slide 10

TIMELINE:

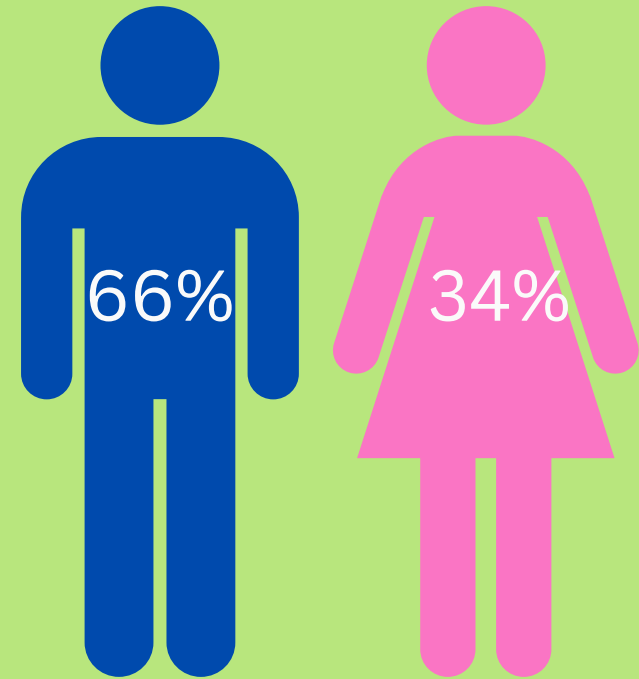


PLATFORMS:

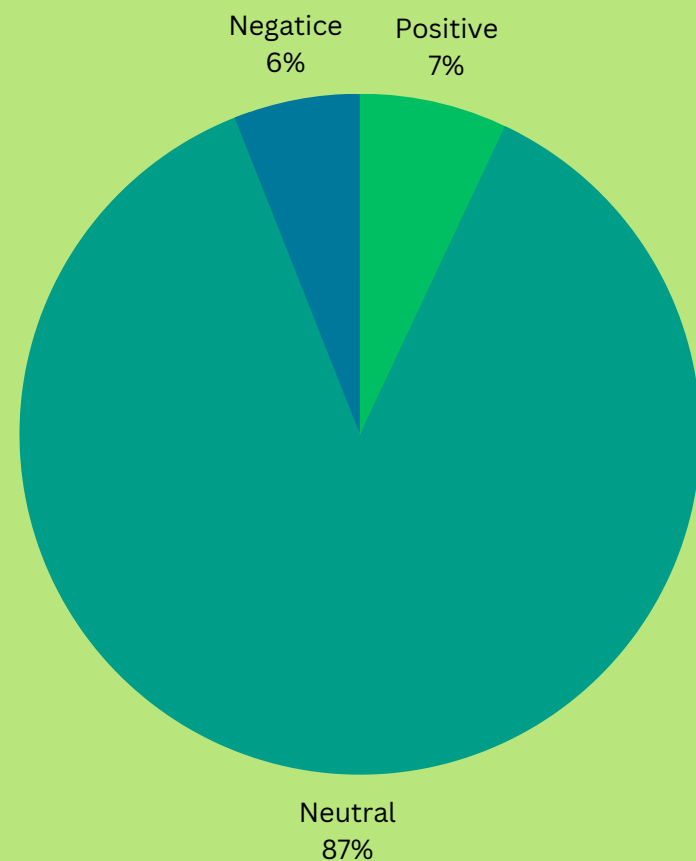


Organization Data Set

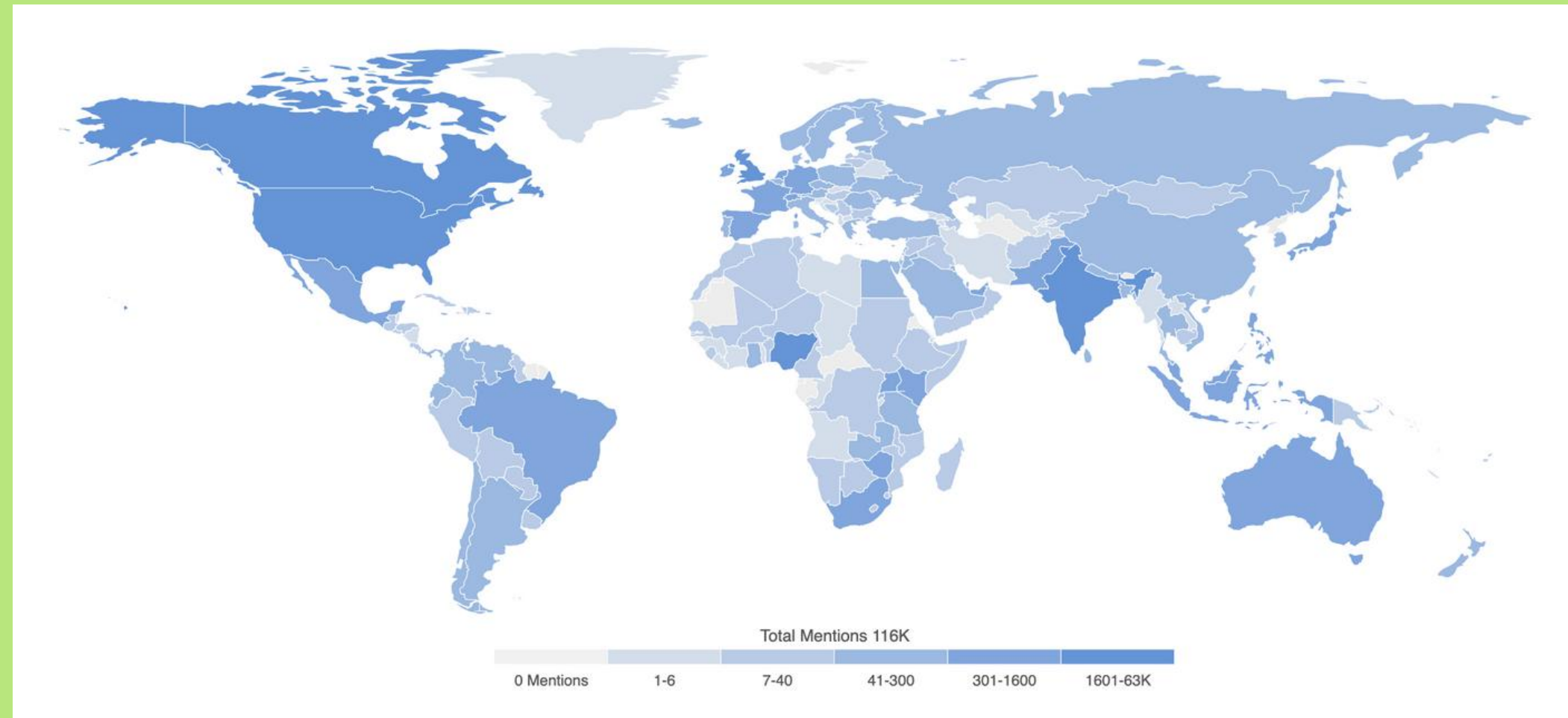
Demographics



Sentiment



Mentions by Country



Total mentions

221.2k

Unique Authors

97.72k

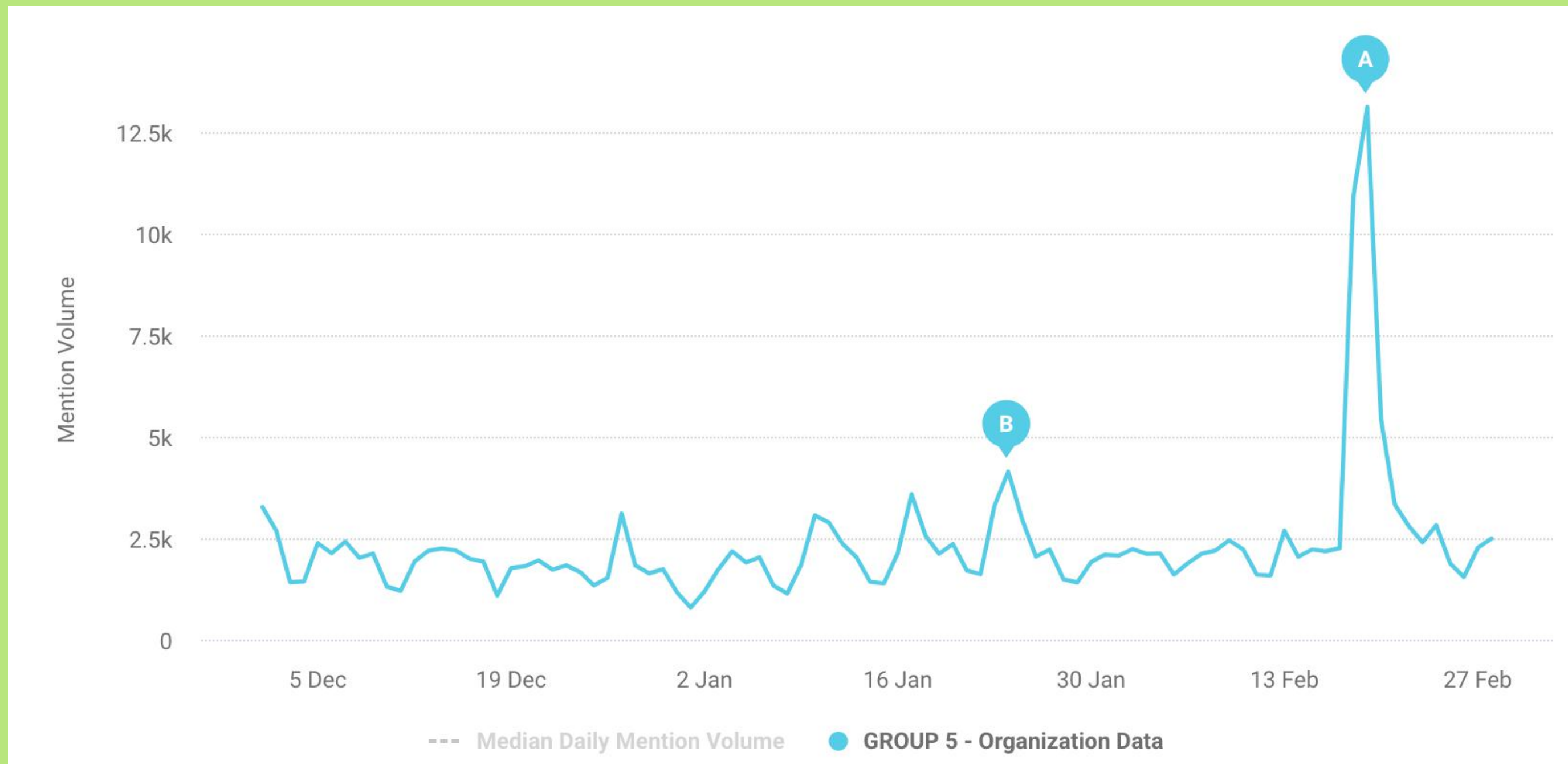
Trending Topics

1. President Carter
2. Present Jimmy Carter
3. Oldest living former president
4. Homes for Habitat for Humanity
5. Build homes

Top Hashtags

1. #didyouknow
2. #onthisday
3. #otd
4. #factsapp
5. #facts

SPIKE ANALYSIS- MENTIONS OVER TIME



Peak A, February 19, had **12,890** mentions across all organizational data. This peak is due to Jimmy Carter, former president, being mentioned and retweeted highly due to illness. Because of his involvement and contributions to Habitat for Humanity, it increased overall mentions. Peak B, January 24, had **4,133** mentions and we observed that this is due to the hashtag #didyouknow being used frequently this day and also conversation surrounding Jimmy Carter were the causes.

THEMES (TWITTER)

N=221.53K

Jimmy Carter

From our research we were able to see that former President Jimmy Carter was a prominent topic. Out of the total number of mentions the ones pertaining to President Carter were **23.28K** tweets, equalling **10.5%** of the entire data set. For many years President Carter and his family has partnered with Habitat for Humanity through donations, service, and support. This year Habitat for Humanity will be resuming work on the Carter Work Project which has been in place for over 30 years. The sentiment surrounding the mentions of President Carter includes around 16% of posts to be positive, **24%** neutral, and **60%** negative.

Building Houses

Building house incorporates both part of Habitat for Humanity's mission and the service that goes with it. We discovered it was one of the primary mentions within the trending topics from our data . The mentions for "building houses" totaled to be **2,879**, equalling out to be **1.29%** of the total mentions data set. The sentiment for "building houses" was primarily neutral with a total of 84% and 3% of the posts reflecting positive sentiment.

Affordable Housing

Creating affordable housing opportunities is a core goal for Habitat for Humanity. The total mentions out of all mentions for this theme specifically totaled to be **8,440**, meaning **3.8%**. The sentiment for mentions of Affordable housing includes **84%** neutral, and **7%** being positive. While negative sentiment being at **9%** was due to the context of the "Affordable housing crisis" but not being a negative mention as a whole.

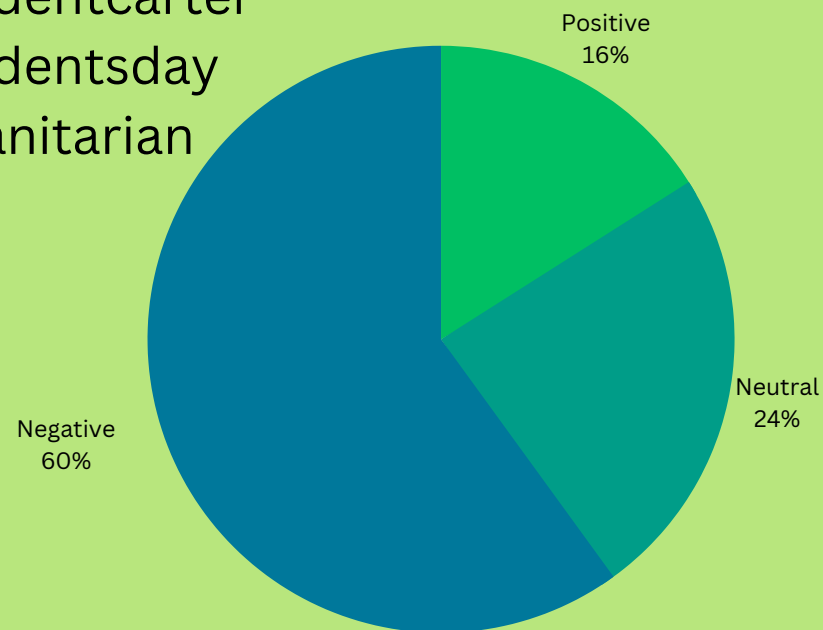
THEME ANALYSIS (TWITTER)

N=221.53K

Jimmy Carter

Top Hashtags:

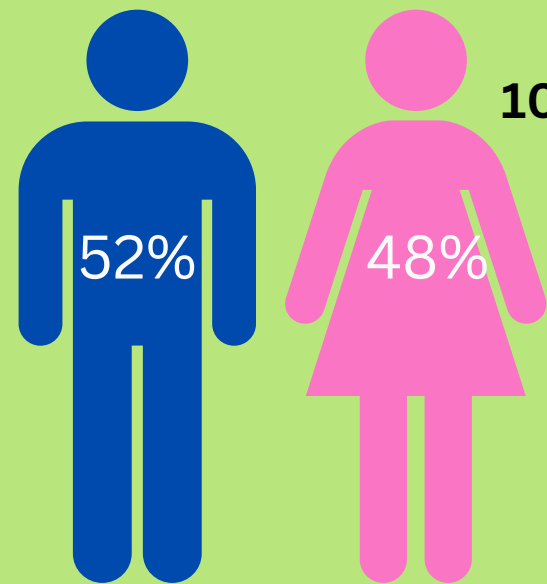
- #Habitatforhumanity
- #jimmycarter
- #presidentcarter
- #presidentsday
- #humanitarian



Number of Posts:

n= 23.28k

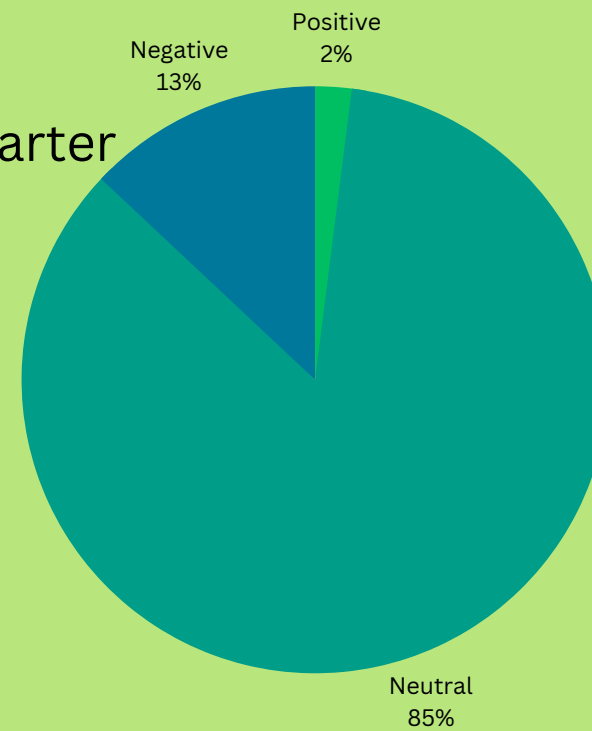
10.5% of total dataset



Building Houses

Top Hashtags:

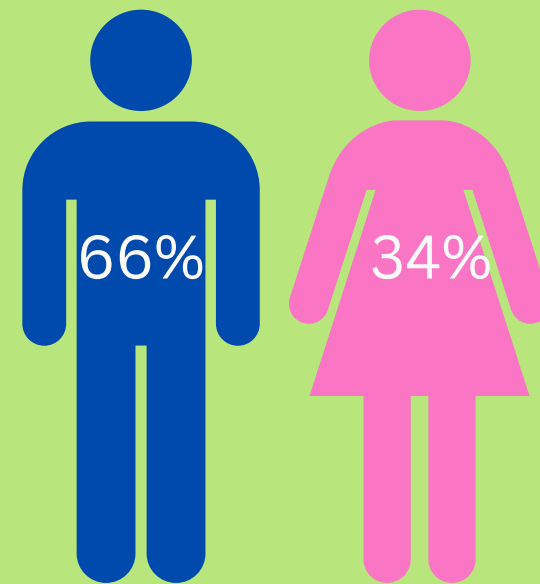
- #Habitatforhumanity
- #diedsuddenly
- #jimmycarter
- #presidentjimmycarter
- #christian



Number of Posts:

n= 2879

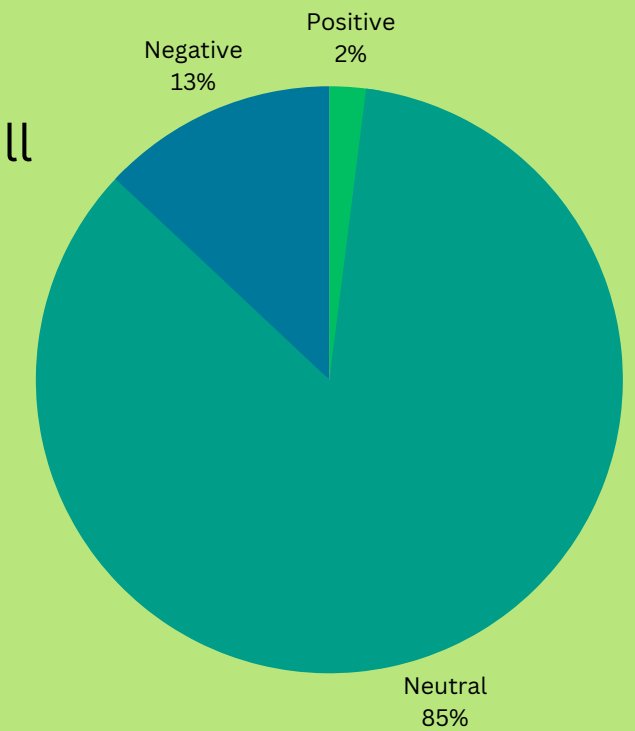
1.29% of total dataset



Affordable Housing

Top Hashtags:

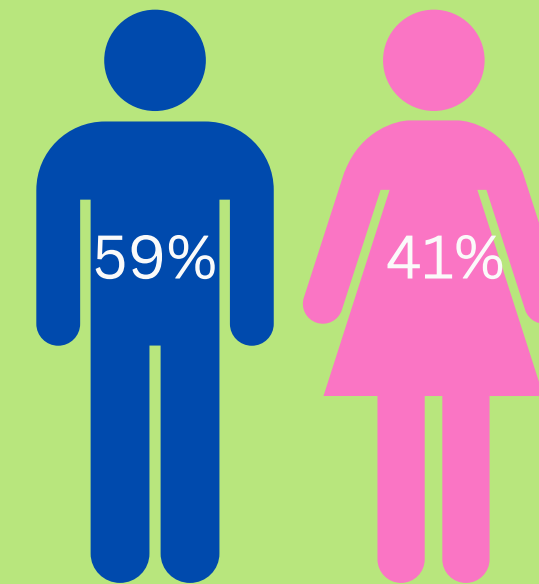
- #Habitatforhumanity
- #costofhome
- #costforhome
- #habitatonthehill
- #housing



Number of Posts:

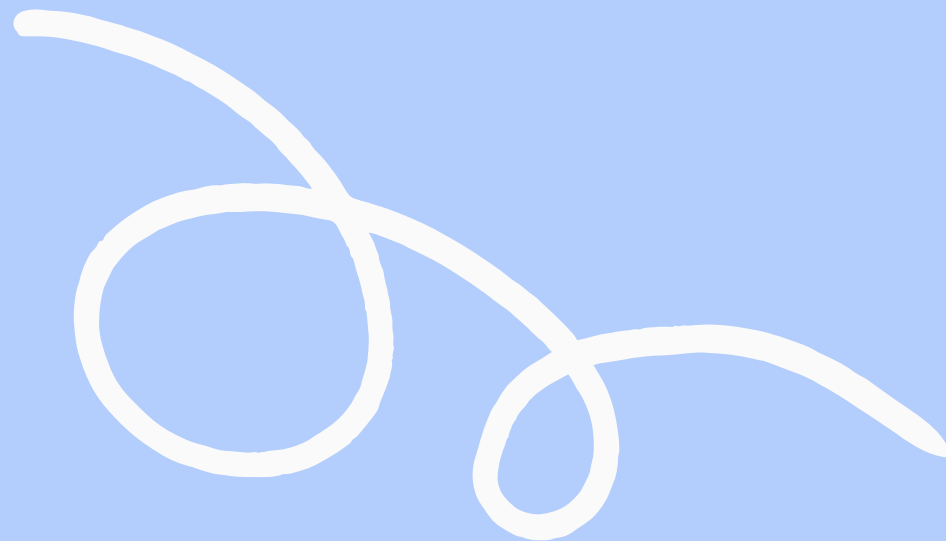
n=8375

3.78% of total dataset





ORGANIZATION TOPIC DATA



MOCK POSTS

1

The 10 new
houses
implemented in a
city near you

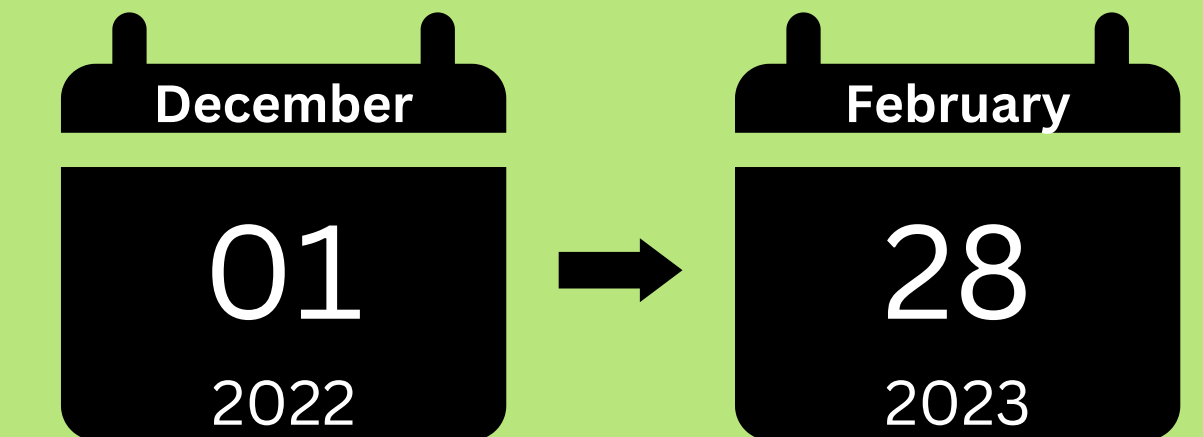
2

35 ways using
solar power will
help your
pockets grow

Key Insights

Regarding topic data and the most relevant topics - Iranian Student Living, Western Governments for greater action, Receive Financial Aid,- with Iranian Student Living being **5.9%** of total mentions. While Iranian Student Living Aid was the most popular, Western govt. for Greater Action accounted for **4.2%** of the entire dataset (**N=241.91k**), and Receive Financial Aid accounted for **3.9%**. Using the most popular topic, we think Habitat for humanity should post more about receiving financial aid on Twitter due to their audience engaging with them the most on that platform with positive sentiment.

TIMELINE:

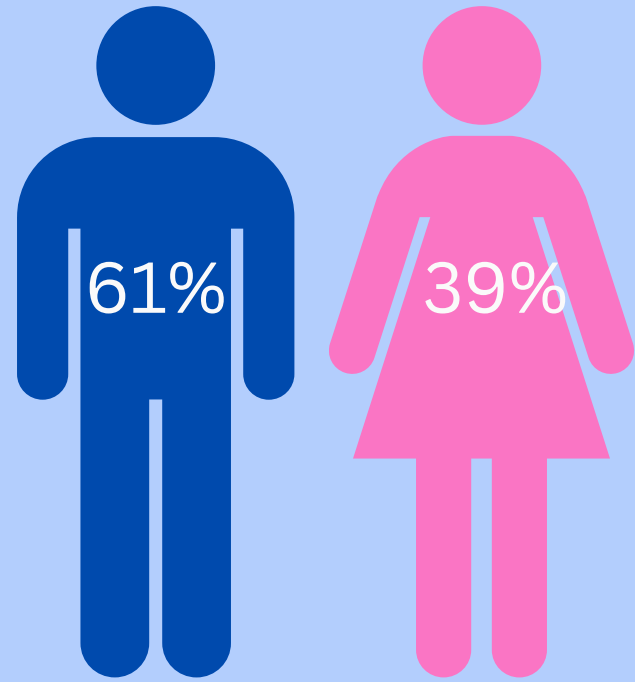


PLATFORMS:

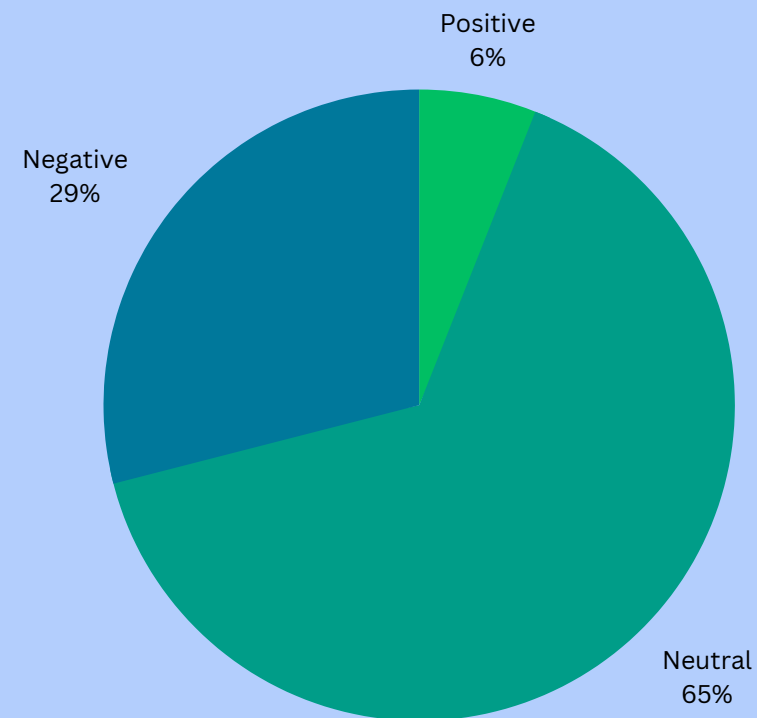


Topic Data Set

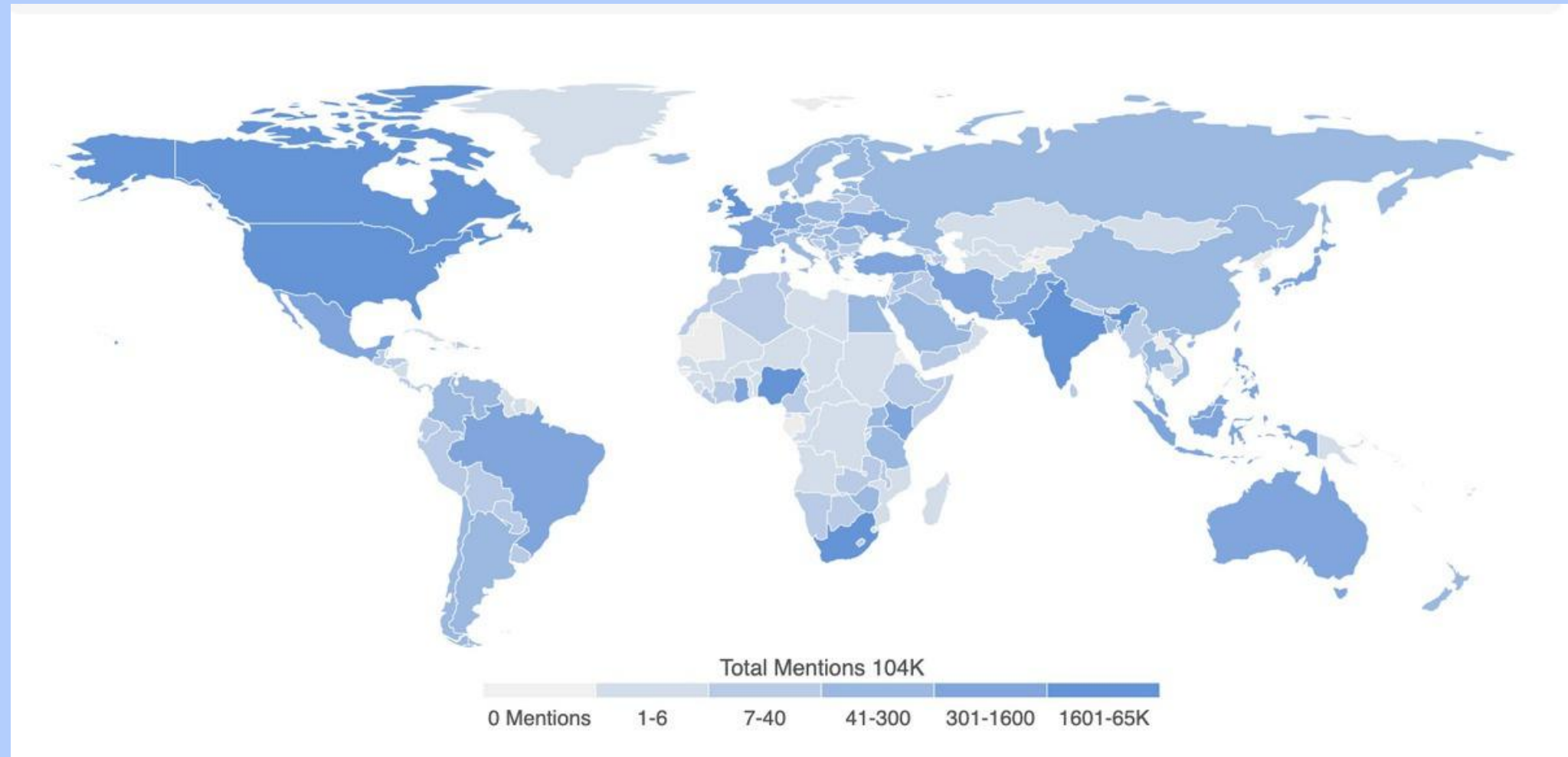
Demographics



Sentiment



Mentions by Country



Total mentions

242.31k

Unique Authors

168.87k

Trending Topics

- 1.Receive Financial Aid
- 2.Military and financial aid to Ukraine
- 3.resolution to end
- 4.Ukraine Fatigue
- 5.Matt Gaetz introduces resolution

Top Hashtags

1. #financialaid
2. #fafsa
3. #college
4. #studentliving
5. #yuvagalampadayatra

CROSS PLATFORM ANALYSIS



TUMBLR

UNIQUE AUTHORS: 9,606

TRENDING TOPICS:

1. Aid advisor telling
2. Call from the financial aid officer
3. Money for food

TOTAL MENTIONS: 13,660

TOP INFLUENCERS:

1. eyesdidntmeet (507 mentions)
2. serahlink (180 mentions)
3. necklacings (152 mentions)



TWITTER

UNIQUE AUTHORS: 119,382

TRENDING TOPICS:

1. Receive Financial Aid
2. Military and financial aid to Ukraine
3. resolution to end

TOTAL MENTIONS: 163,088

TOP HASHTAGS:

1. #mohammadmoradi
2. financialaid
3. mahsaamini

TOP INFLUENCERS:

1. ApartmentCareer (478 mentions)
2. Salman_98786 (402 mentions)
3. INvestEdIndiana (353 mentions)



REDDIT

UNIQUE AUTHORS: 30,153

TRENDING TOPICS:

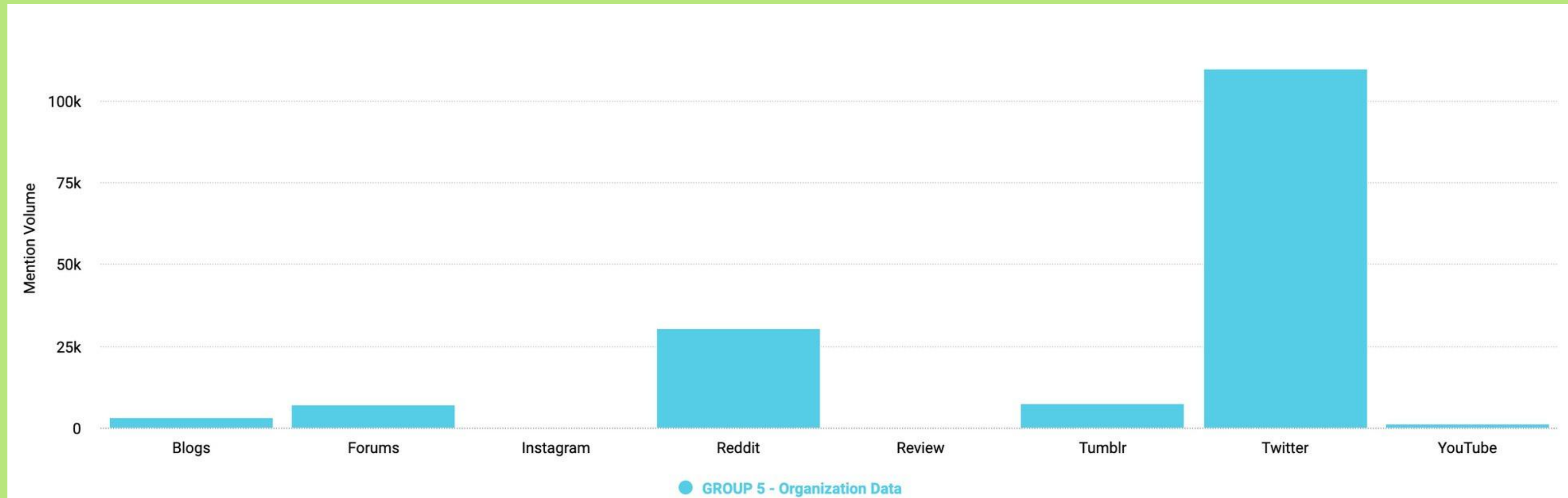
1. ApplyingToCollege
2. College
3. AmItheAsshole

TOTAL MENTIONS: 46,746

TOP INFLUENCERS:

1. AutoModerator (426 mentions)
2. prsehgal (261 mentions)
3. throwawaygremlins (118 mentions)

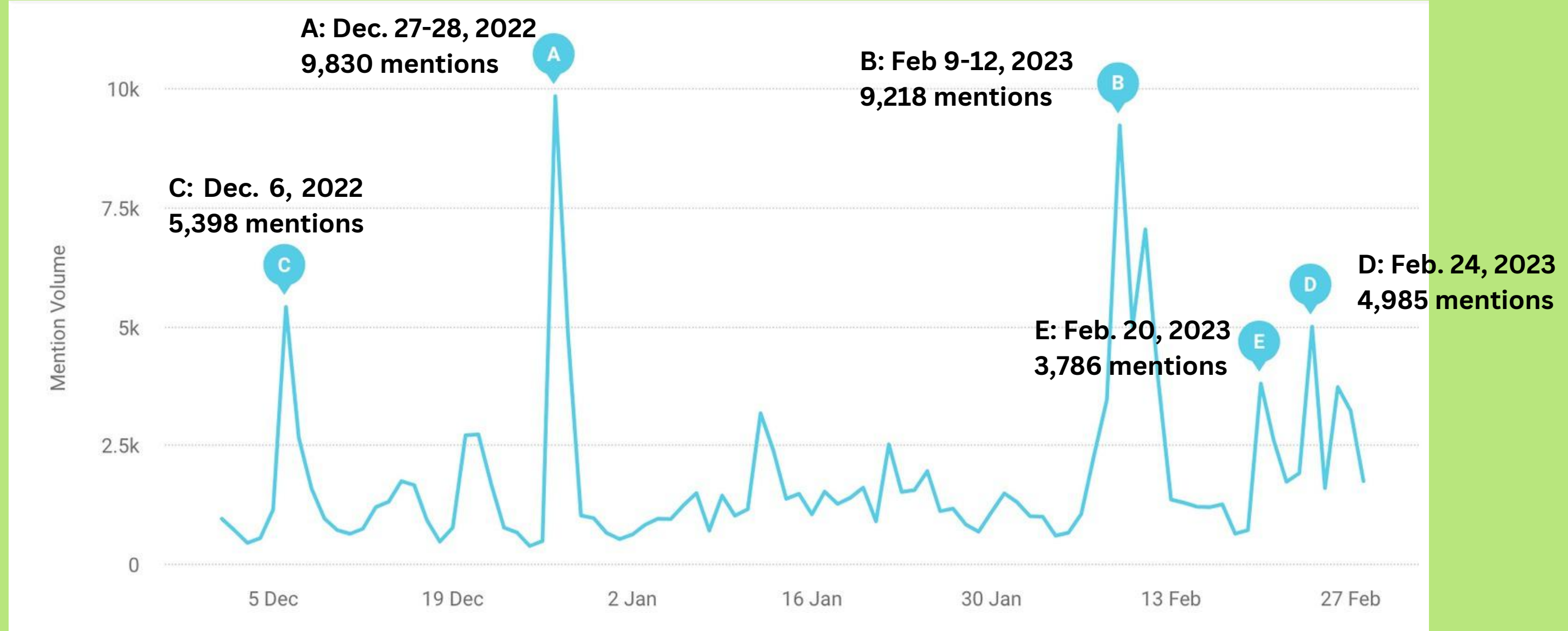
COMPARATIVE MENTIONS BY PLATFORM



This stacked bar graph shows each social media platform that these topics were mentioned on the most. As we can see in the graph Twitter is the most used platform with it having 109,916 mentions. This is due to the topics involving more breaking news with fast pace mentions, which is what Twitter is more focused on. Reddit was the next highest, however, was not close compared to Twitter with only 30,582 mentions. Tumber was the third most used with 7,859 mentions, and blogs and forums being last.

TWITTER N=119,382

TOPIC SPIKE ANALYSIS



Peak A - This was the highest point due to an Iranian student's death and people discussing that he was a student living in France at the time, so it got included in the topic data of "student living".

Peak B - This peak was the next highest due to politics and Ukraine tensions at the time and the talk of financial aid being provided was in debate on social media.

Peak C - This peak was surrounding breaking news in the EU about financial aid to Ukraine.

Peak D - Was still close to the time of the Ukraine discussion with financial aid, when they were actually receiving it.

Peak E - This peak was in relation to Turkey needing financial aid and more breaking news, which is why it increased in mentions.

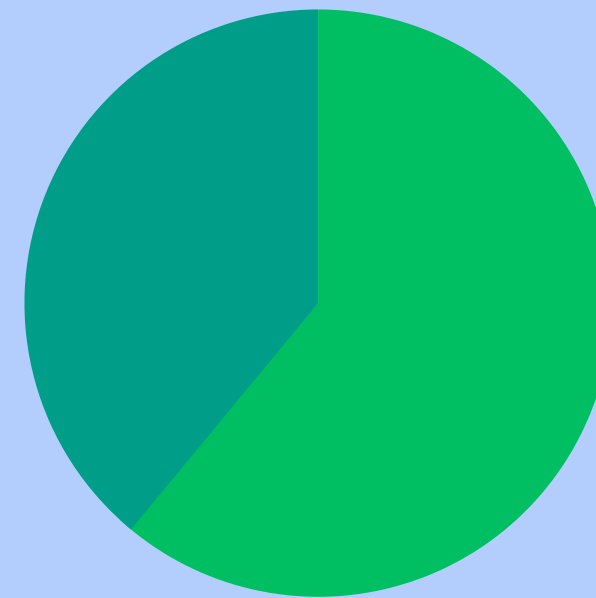
GENDER-BASED DIFFERENCES

FEMALE

MENTIONS: 26,892

TOP TWEETERS: (we need help navigating brand watch to find these)

**FEMALE
39%**



**MALE
61%**

MALE

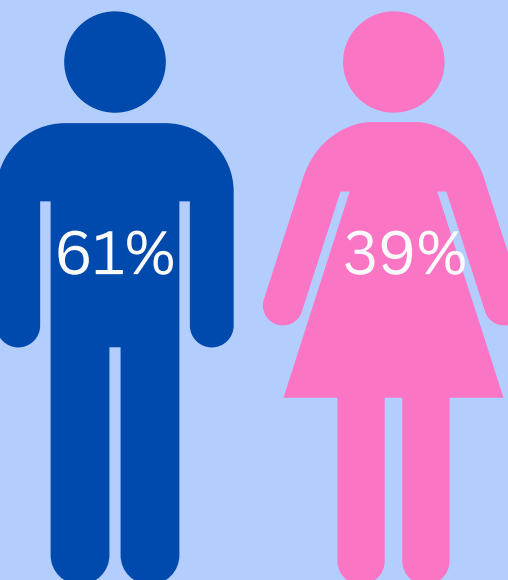
MENTIONS: 42,081

TOP TWEETERS:

@ZelenskyyUa

@BarackObama

@SamRamani2



Conversation:

Mental health: 77% W, 23% M

Military & Financial Aid: 14% W, 86% M

National Student Financial Aid Scheme: 41% W, 59% M



CUSTOM CLASSIFIERS



The category we found that accounts for the highest percentage of the topic dataset are "scholarship campaigns".

When looking at sentiment across all the categories, we found that "scholarship campaigns"(96%) and "homeless students"(83%) are overwhelmingly neutral. "Student living" was extremely negative (78%).

The conversations surrounding these themes are scholarship campaigns or advertisements for students entering college that need financial aid or housing assistance programs.



Custom Classifiers

"Scholarship Campaigns"

Total mentions:

2680

Unique Authors:

2795

Trending Topics:

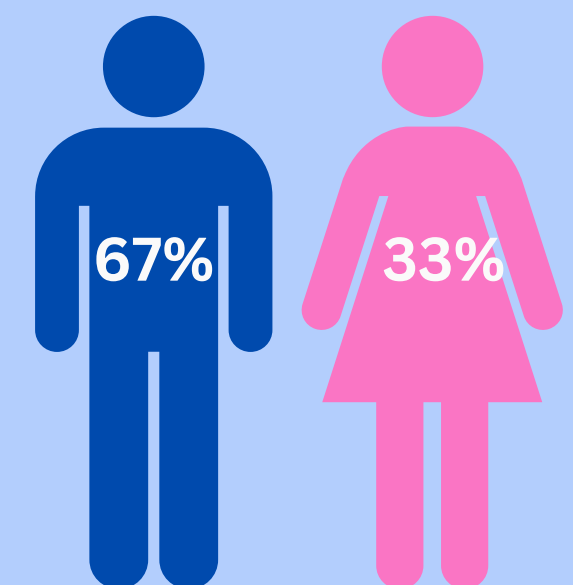
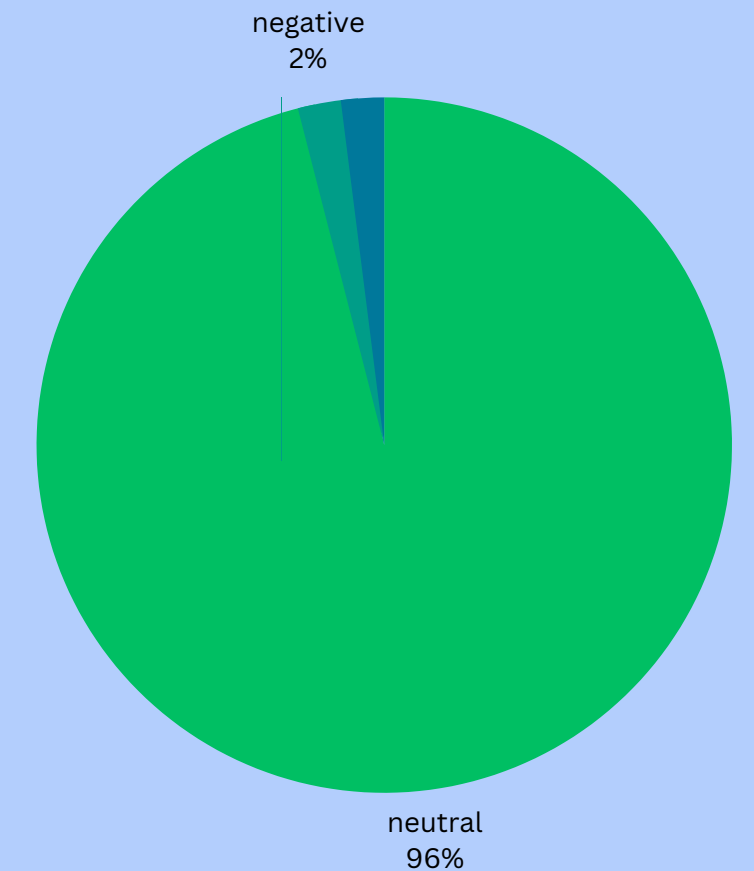
1. Excelsior Scholarship program
2. Applications for Spring 2023
3. First Time

Top Tweeters:

1. @DrBladeNzimande
2. @ScienceNews
3. @PIB_India

Meaningful Insights:

The conversation surrounding was largely promoting scholarship opportunities for students to take advantage of. There was a great deal of information surrounding FASFA and other need-based public scholarships. Other comments were made about where to find information on specific scholarships, or asking questions about which scholarships a student should apply for.



Custom Classifiers

"Student Living"

Total mentions:

17.41K

Unique Authors:

2795

Trending Topics:

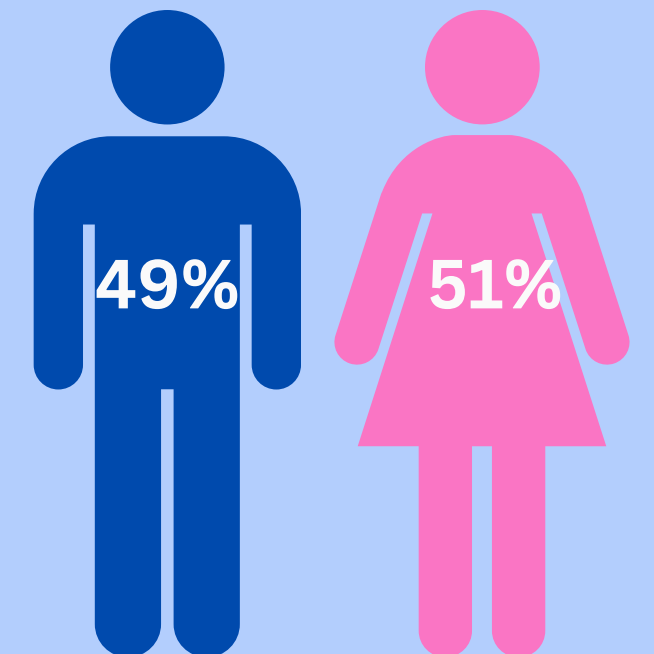
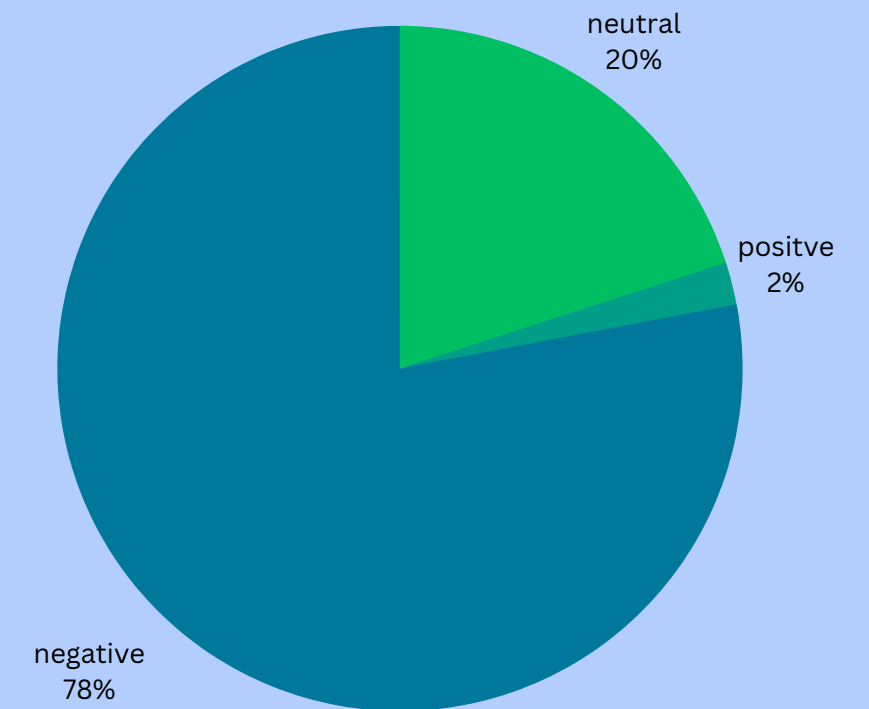
- 1.40th Day
- 2.sacrificed his life
- 3.recorded this video before his death

Top Tweeters:

1. @JasonMBrodsky
- 2.@AkkasNashi
- 3.@ForbesAdvisor

Meaningful Insights:

Conversation surrounding "Student Living" dealt with students expressing their concern for finding affordable places to live, while in school. There was a lot of conversation between users expressing frustration with the available student living options. People also discussed currently listed student living communities.



BUZZ SUMO

Helpful Tools

- Has profile personalization that helps specify data interest for the individual
- Interactive graphs that provide explanations
- Include average engagement by content types (video, press, release, etc)
- includes average day published
- includes average engagement by content length (word count)

Average Engagement by Content Length

Tools:

Includes data showing the average word count distribution for posts across all platforms.

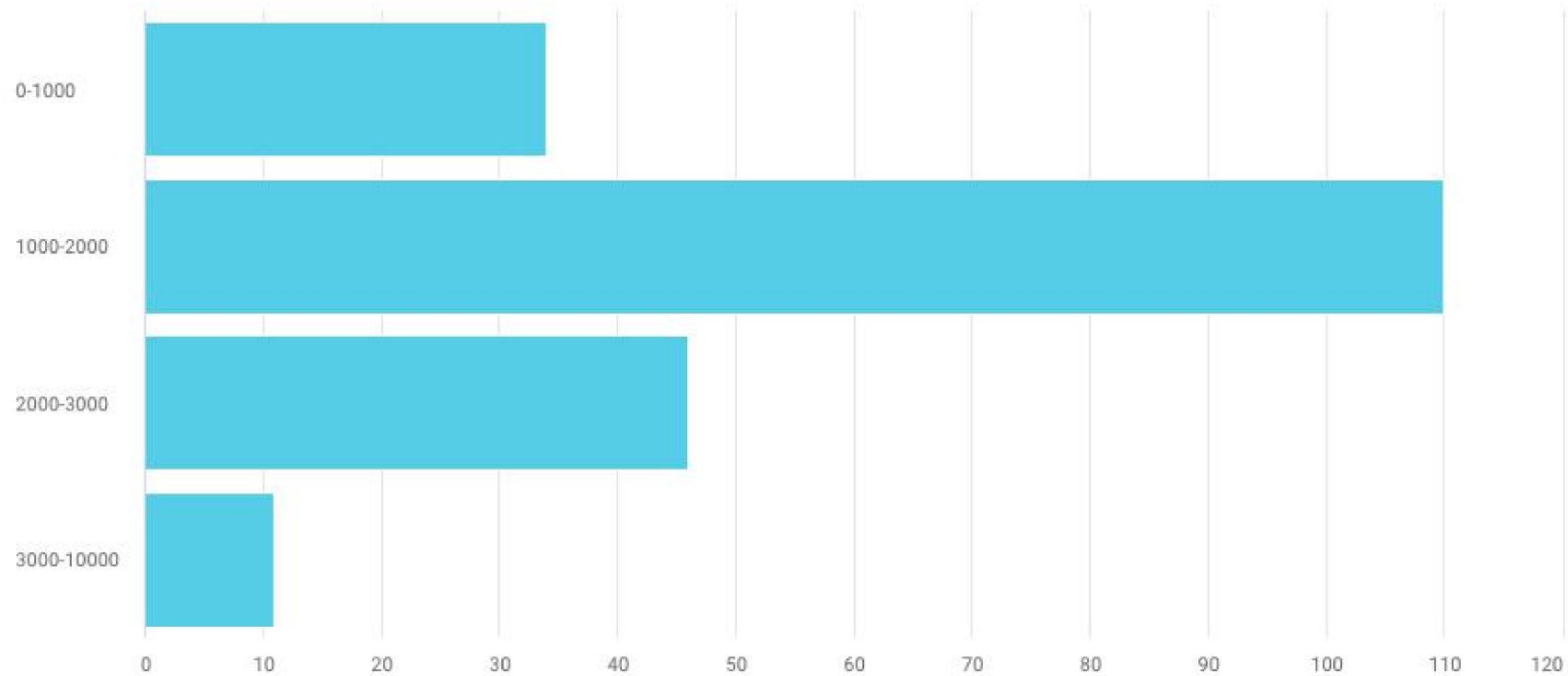
Includes average engagement length viewers reached.

Advantage:

Allows organization to analyze which word counts have the highest engagements and which posts to shorten or expand content lengths to increase this.

Average engagement by content length

Average engagement by content length ⓘ



Insights



Content length

1,000 - 2,000

Articles of around **1,000 - 2,000** words have an average engagement of **109**

BuzzSumo

PEER ORGANIZATION DATA

Executive Summary

GOALS:

After analyzing research from Brandwatch, social media platforms, and the brand's core values we found that we can improve the non-profit Habitat for Humanity using multiple strategies. By increasing online engagement, building positive brand awareness, and developing a better understanding of the brand's audience we will help promote and inform existing and new audiences about this company as well. We want to specifically increase social media engagement across Instagram, Twitter, and Facebook. For example developing hashtags, increasing views and shares, and curating communication with possible donors.

Data Overview:

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Key Performance Indicators:

Engagement

views

likes

shares

Audience Growth

follower count

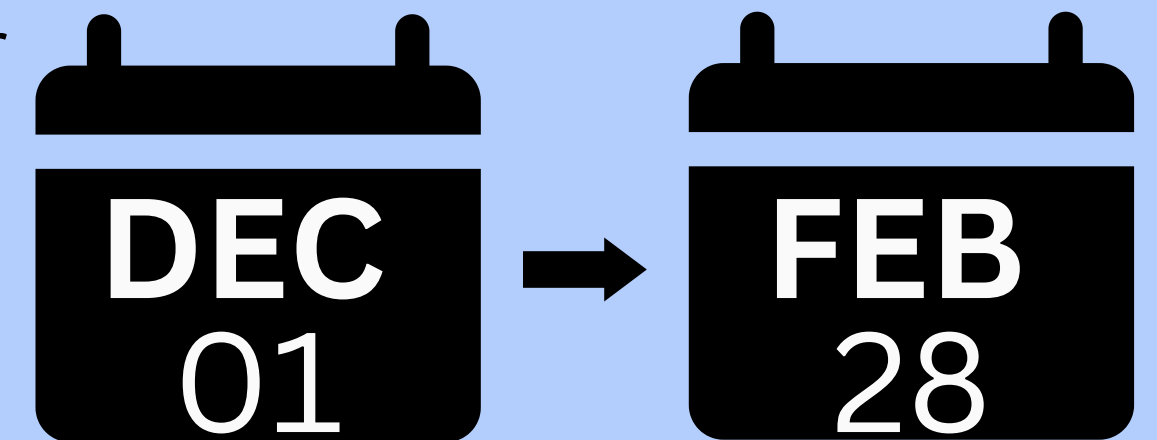
increase in donations/volunteer signups

click through rate for website and other links provided

Key Insights

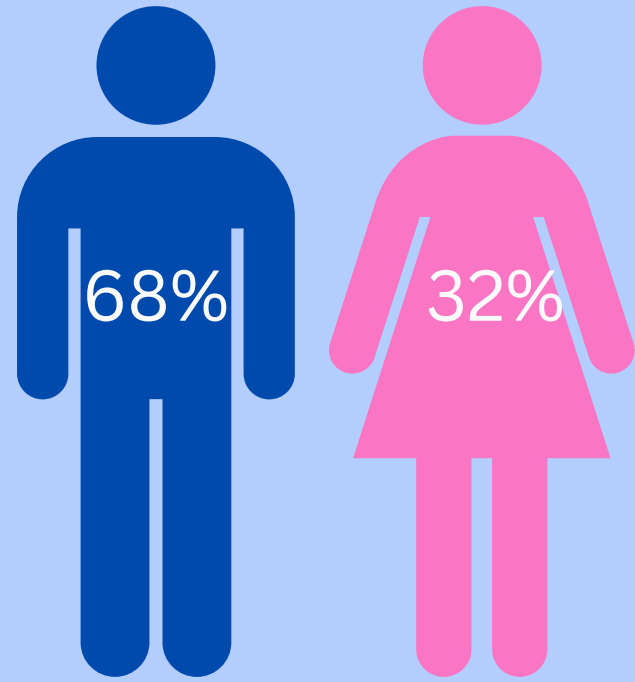
- The total number of mentions (volume) across all platforms was 50,880 for peer organization data.
- The main themes for competition data were Techo, FCH, Artemis-1 Mission.
- Using the research we found that their audience is 68% male and 32% female, 80% neutral sentiment with 9% of it being positive. They are mostly active in Unites States, United Kingdom, and India.
- Using Brandwatch, we discovered that Habitat for Humanity peer organizations across Twitter, Instagram, and Reddit should be using more specific language in their hashtags and wording to their audience, so that it does not get lost in context to similar sounding topics.
- The three platforms in which Habitat for Humanity's competitors most use compared to all other platforms were Twitter, Instagram and Reddit.
- Figures on slide 12

TIMELINE:

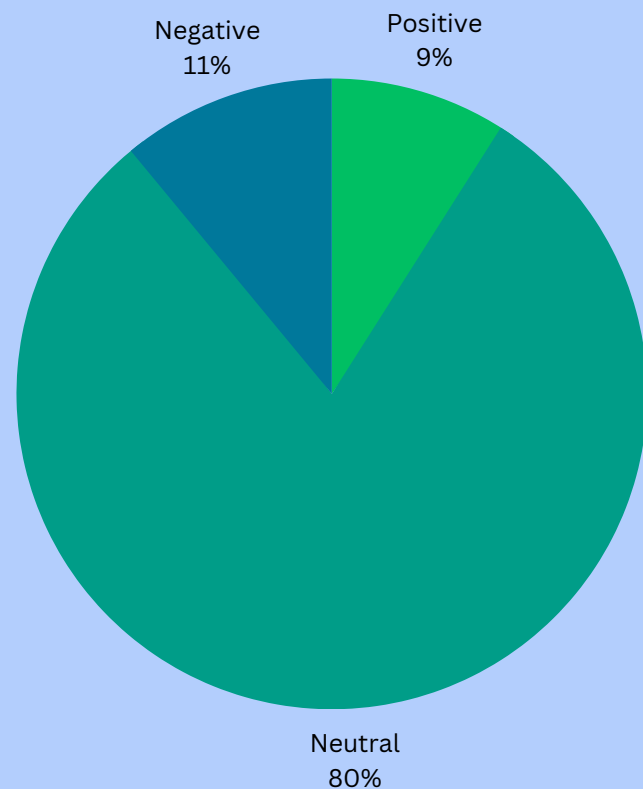


Competition Data Set

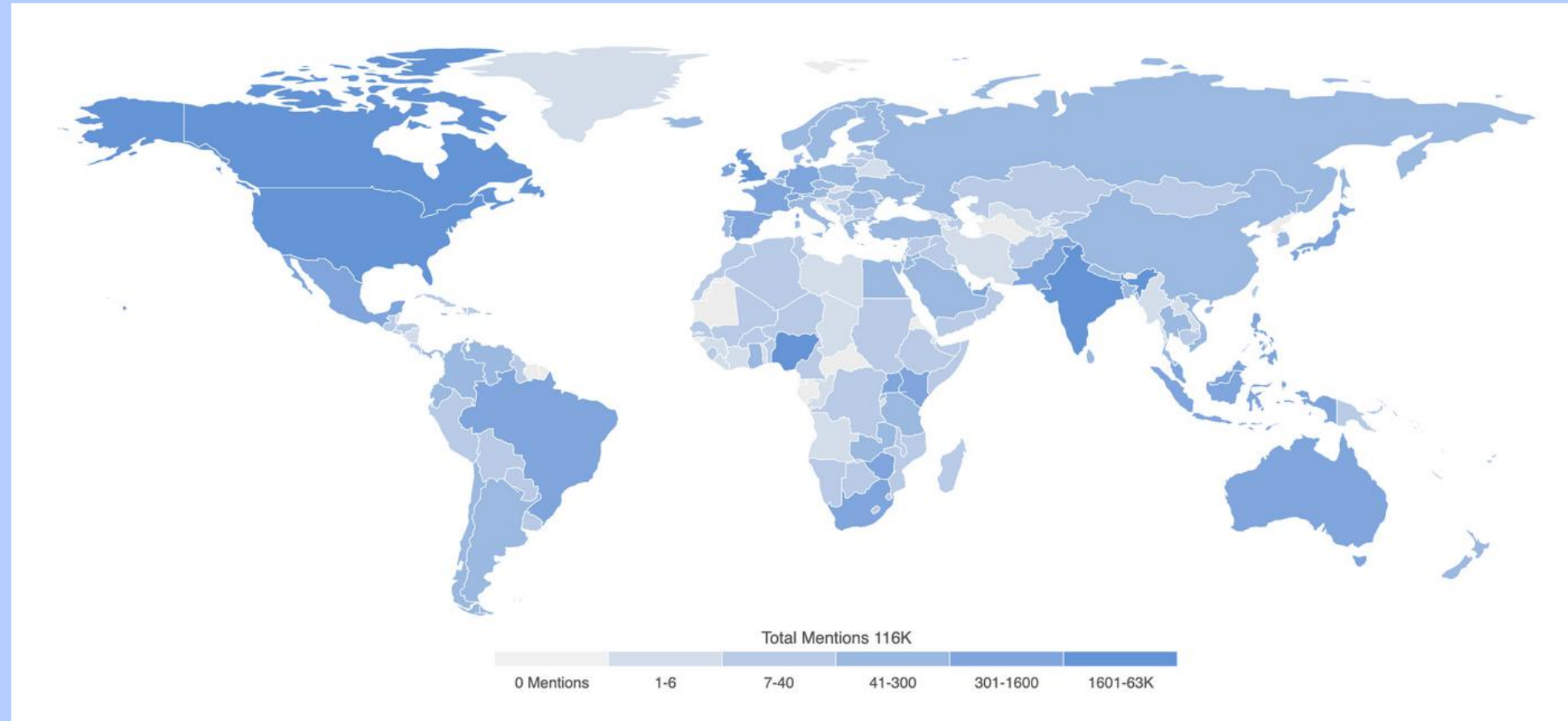
Demographics



Sentiment



Mentions by Country



Total mentions

50.88k

Unique Authors

29.66k

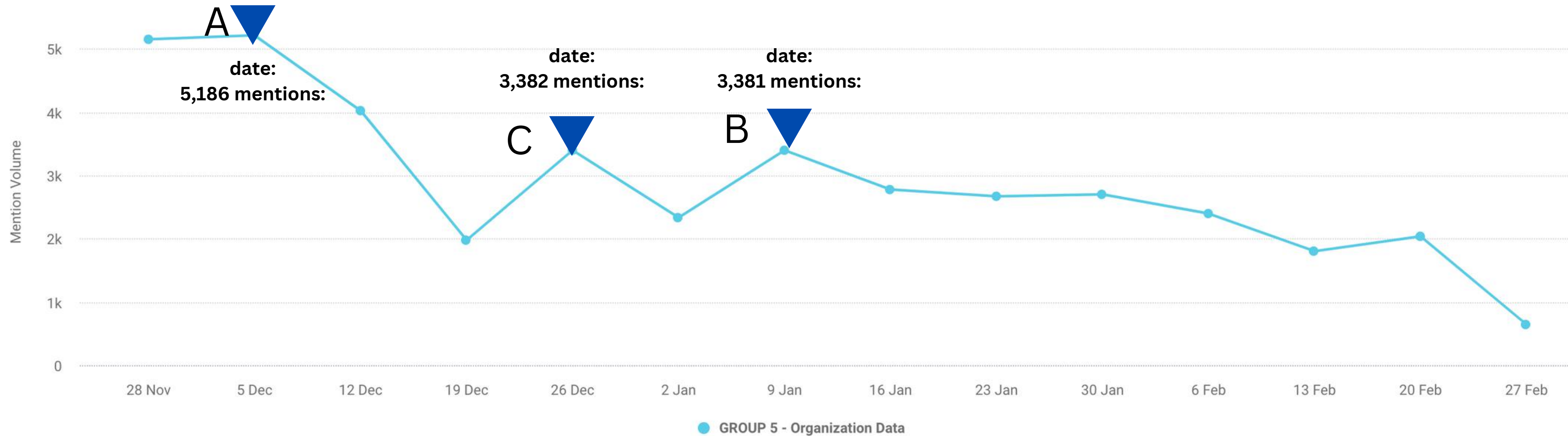
Trending Topics

- 1.Falcon
- 2.Christmas Eve
- 3.Pacific Ocean
- 4.Orion Spacecraft
- 5.Orion Capsule

Top Hashtags

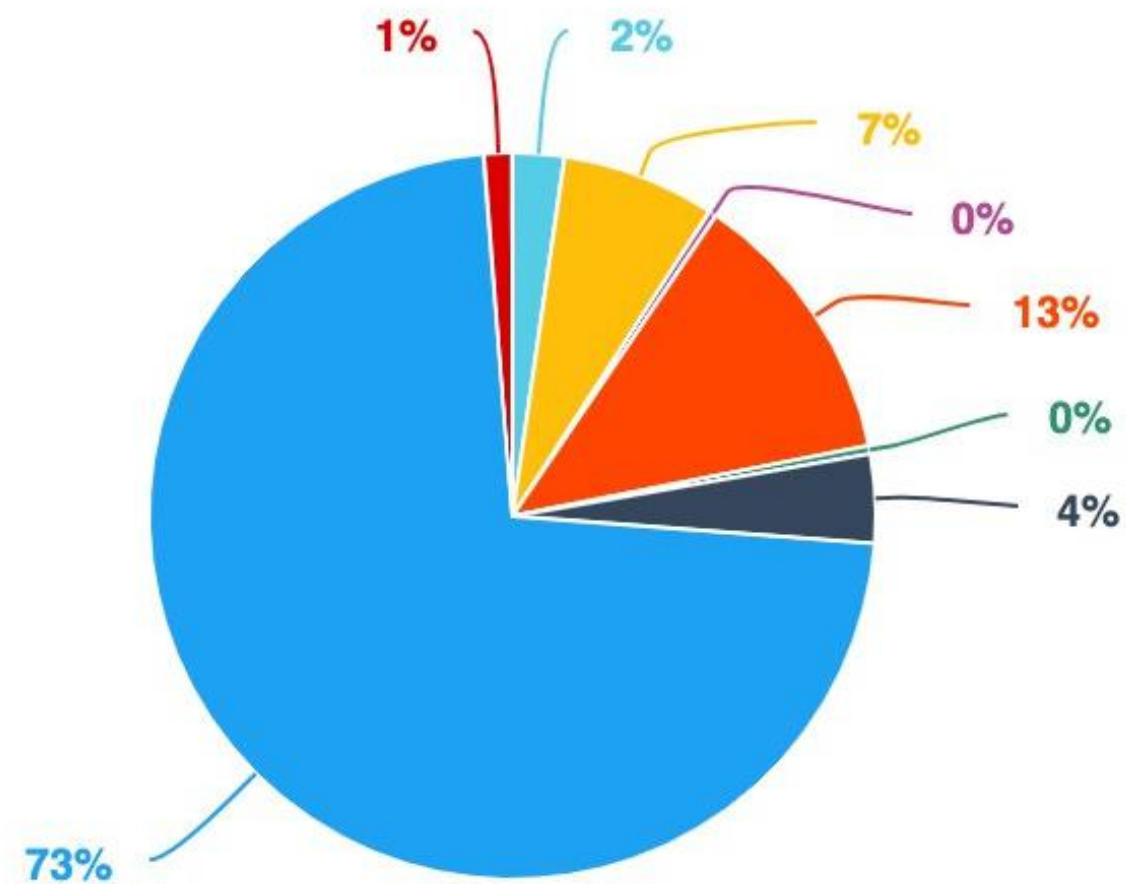
- 1.#doge1
- 2.#bsc
- 3.#doge1coin
- 4.#doge1missiontomoon
- 5.#doge

SPIKE ANALYSIS



Peak A, had **5,186** mentions and was the highest point of all mentions across competition organizations. Peak B, had **3,382** mentions across the data. This is due to political campaigns in other countries, and the mentions not being specific enough. Peak C, had almost the exact same mentions as Peak B, with **3,381** mentions across the same competition organizations. This is due to the holiday of the New Year approaching with many of the mentions being specifically on December 31st-January 1st.

FIGURES - PEER DATA



Top Content Sources



The top social media platform that contained the most mentions across all sources was Twitter with **73%** of mentions. Reddit was the platform that had the second highest amount of mentions with **13%**, however, was much less than Twitter. The third highest was mentions across many different forums, containing **7%**, but when looking at actual social platforms Tumblr would be the third with **4%**. Using just these sources it makes up **97%** of all peer organization mentions.

THEMES (TWITTER)

N=50.88k

Techo

Techo resulted in **12.53k** total mentions out of all mentions, making up **24.63%** of mentions. However many of the mentions were involved in a conversation surrounding an ongoing music award show at the time, thus not talking about the same "Techo". Therefore the data for this theme is skewed. With that being taken into consideration, Techo is a similar organization developing the habitat around them, contributing majorly in Latin America. The sentiment surrounding the mentions of Techo include **75%** neutral, **11%** positive, and **14%** negative.

FCH

With FCH, it their performance across twitter ran into the same problem as Techo. While in relation to being a peer organization to habitat for humanity, FCH also got lost in the ongoing music award conversation. The Fuller Center for Housing is also similar to Habitat and is centered mostly around Georgia, repairing and building homes for low-income families. FCH resulted in **7,812** total mentions, equalling **15.35%** of the total data set. The surrounding sentiment by FCH included **84%** neutral, **4%** positive, and **12%** negative.

Artemis 1

Atemis-1 was also a very popular theme on twitter at the time but was again lost in context of Nasa using the word habitat. Artemis-1 numbered out with **7,615** mentions equalling to be **14.97%** of the total data set. Its sentiment included **93%** neutral, **4%** positive, and **3%** negative.

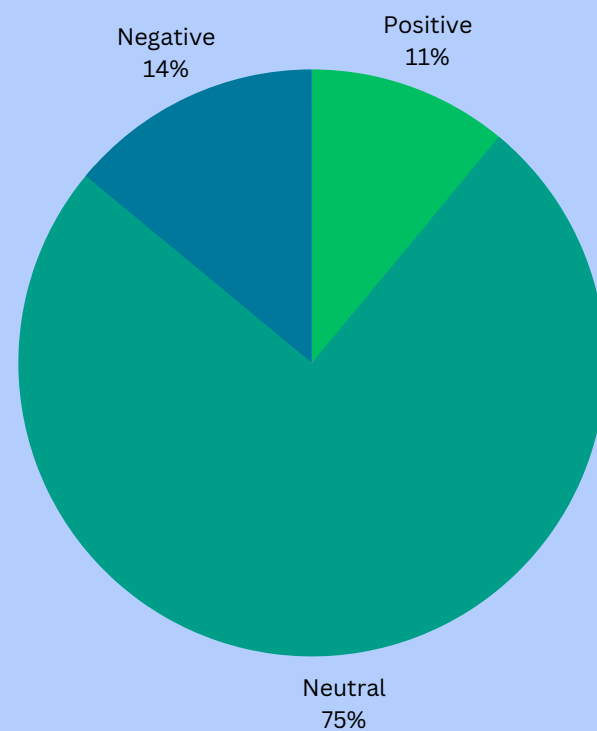
THEME ANALYSIS (TWITTER)

N=50.88K

Techo

Top Hashtags:

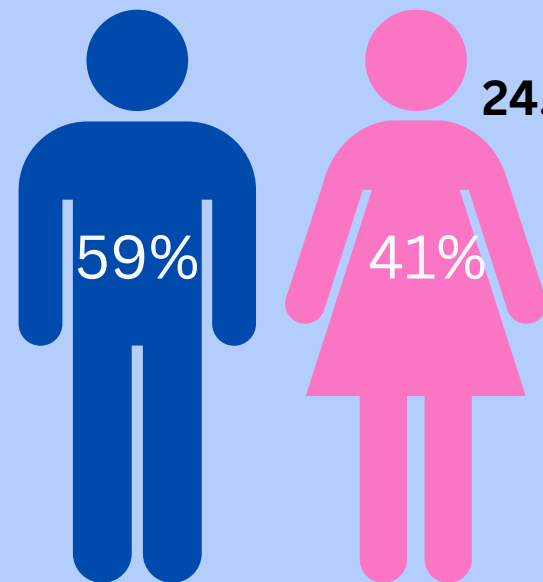
#techo
#neopets
#cambodia
#iheartawards
#corecore



Number of Posts:

n= 12.53k

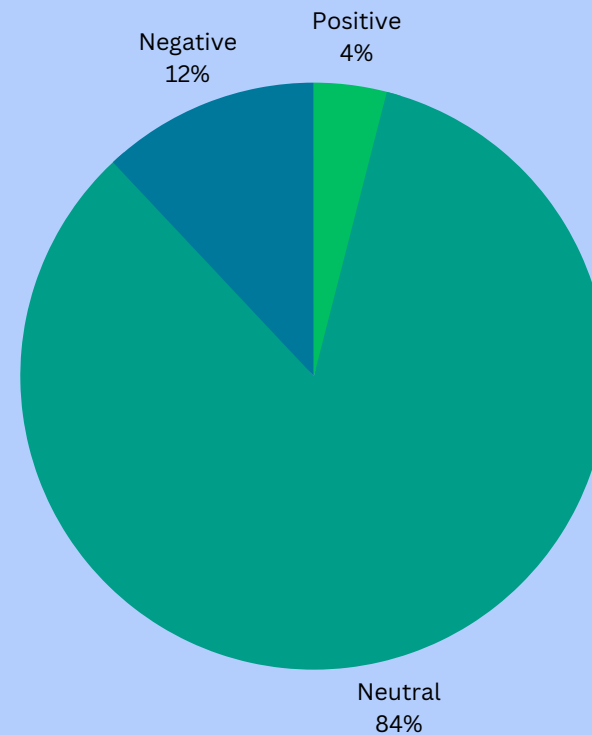
24.63% of total dataset



FCH

Top Hashtags:

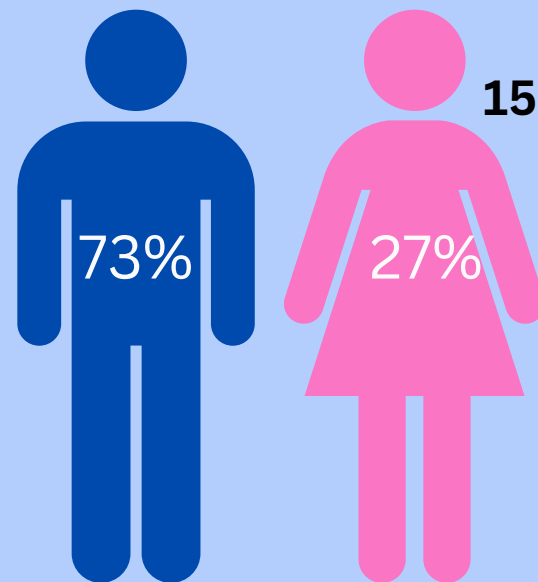
#fch
#artists
#music
#universe
#rtitbot



Number of Posts:

n= 7,812

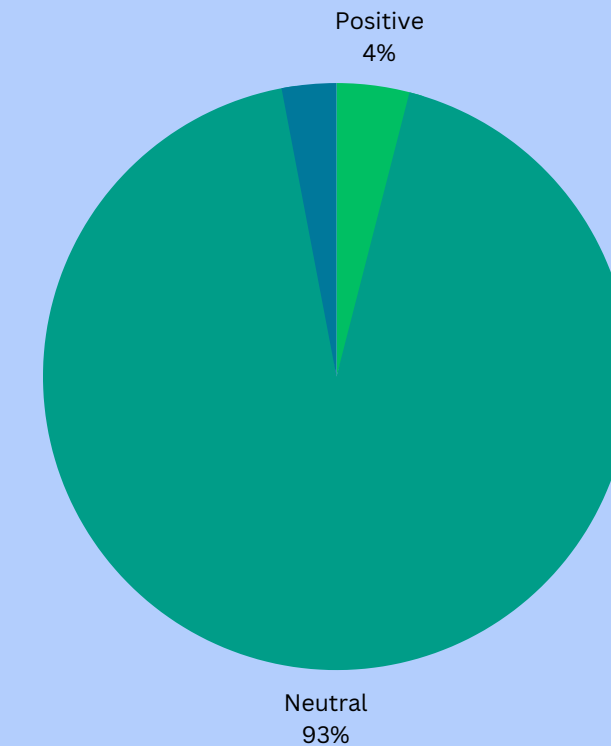
15.35% of total dataset



Atemis-1

Top Hashtags:

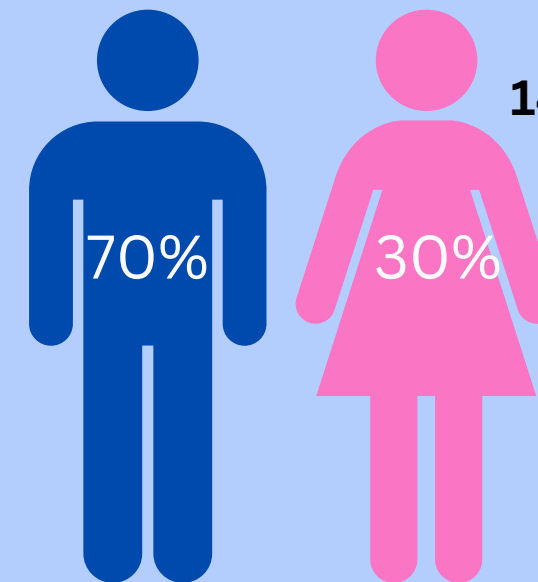
#artemis
#nasa
#orion
#artemis1
#moon



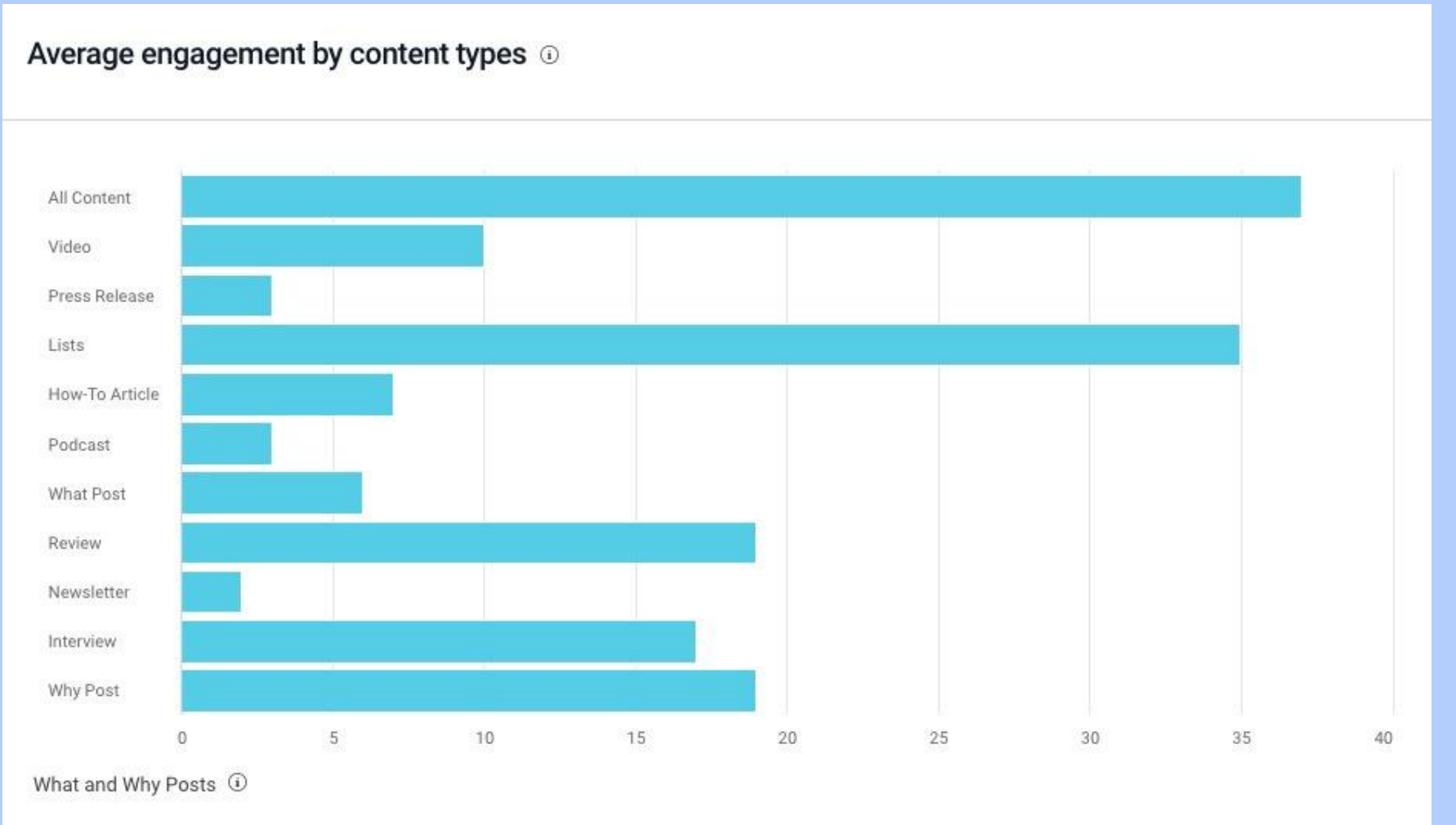
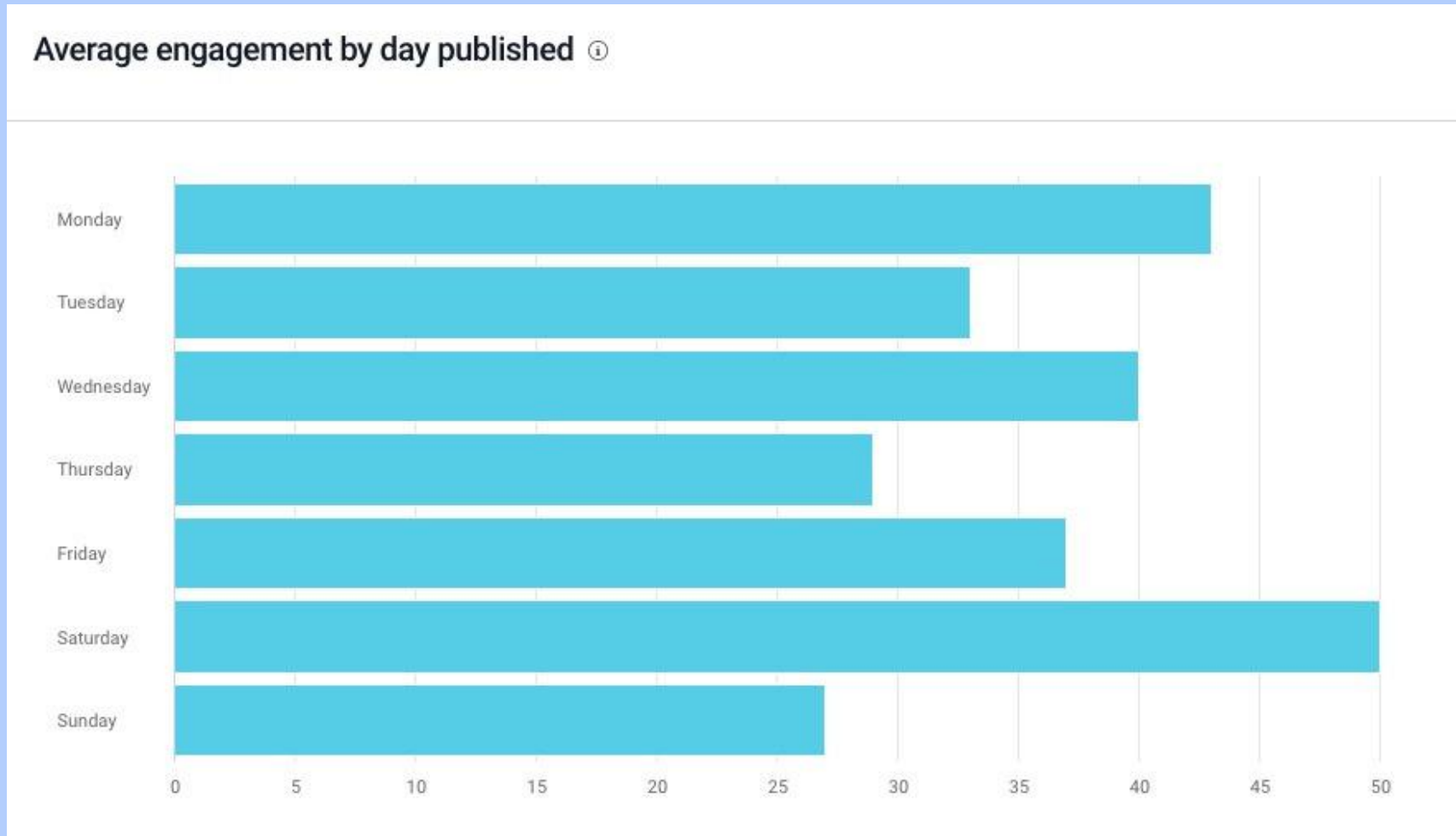
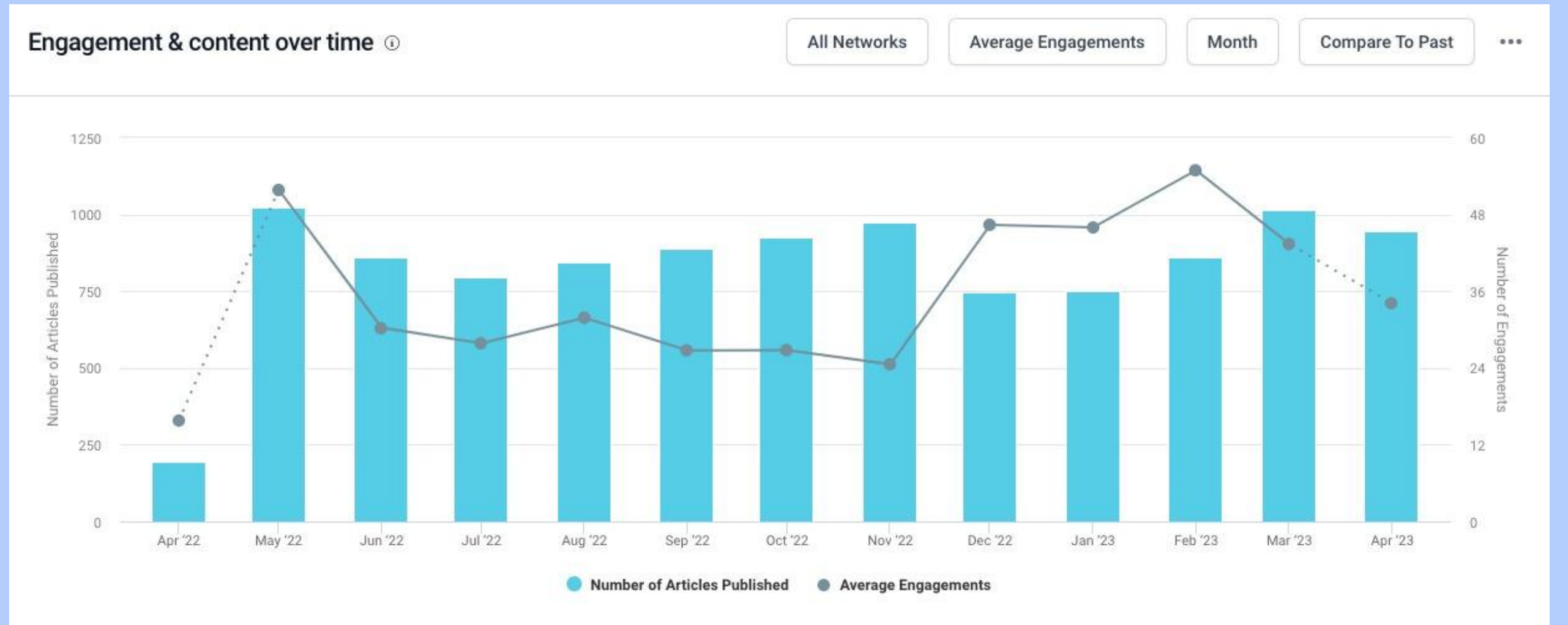
Number of Posts:

n=7,615

14.97% of total dataset



Figures:



APPENDIX

Social Media Tool: Buzz Sumo

Using Buzz Sumo's social media network we were able to add to our understanding of Habitat for Humanity because they offered tools that Brandwatch did not, such as average engagement by content type, average day content was published, and average engagement by content length. By looking at the average engagement by content length we found that articles with 1,000-2,000 words have the highest engagement of 109 users. Therefore Habitat for Humanity should continue to post content that stays within the word count of 1,000-2,000 words due to more people engaging with the post. Overall Buzz Sumo was clear, concise, and user friendly with many explanations for the tools and images it provided.

APPENDIX

Organizational Data

"Habitat for Humanity" OR @HabitatforHumanity OR "habitat.org" OR #HabitatforHumanity OR #CostofHome OR @Habitat_org OR #DidyouKnow OR #HomeistheKey OR (habitat AND ("fair housing" OR "affordable housing"))

Themes:

Jimmy Carter

Building Houses

Affordable Housing

Competitive Data

@fullercenterny OR FCH OR "The Fuller Center for Housing" OR "1 Mission" OR @1Mission OR "Building Homes for Heroes" OR @BuildingHomes4H OR "Home for Our Troops" OR @HomeForOurTrps OR TECHO OR @techo_us OR @Techo

Themes:

Techo

FCH

Atemis-1

Boolean Topic Data:

("homeless students" OR "homeless student" OR #homelessstudents OR #homelessstudent OR "financial aid" OR #financialaid OR #collegestudentfinancialaid OR "college student financial aid" OR "student living" OR #studentliving) OR

("homeless student"

AND

("scholarship" OR #scholarship OR #universityhousing OR "university housing" OR #affordablestudenthousing OR "affordable student housing" OR #subsidizedhousing OR "subsidized housing" OR "subsidized housing"))