Samaritan's Purse

ADPR 5750 SOCIAL MEDIA ANALYTICS ASSIGNMENT 2

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DATA SUMMARY

Quick Statistics

Timeframe: September 1, 2023 – November 30, 2023

Total Mentions for Dataset: 575,740

Total Posts for Topic Dataset: 2,765,419

Themes: Disaster Relief, Poverty, Donations, Children's Ministries, Food Security

Of data for Samaritan's Purse, three platforms with the overall highest mention volume and reach were **X, Instagram, & Facebook**.

- Most data comes from X, with the platform making up 96.1% of the posts we are analyzing.



October Spikes:

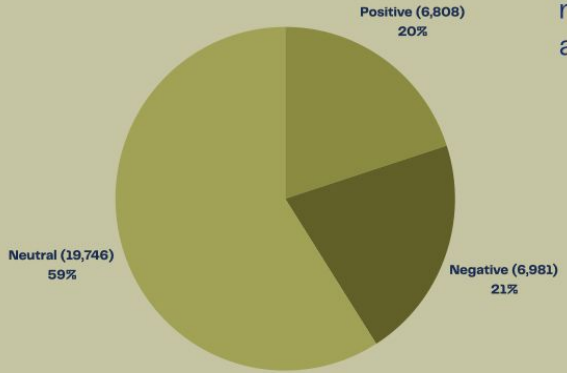
- Pediatric **heart surgery** sponsorship
- Natural **disaster relief** in Greensboro, NC.

November spikes:

- **Hurricane Otis in Mexico.**
- Pediatric heart surgery sponsorship
- Promotion of **Operation Christmas Child.**

Conversation includes call to action, informational updates, & celebration.

Sentiment Breakdown



A majority of conversation for Samaritan's Purse is neutral with **59% of conversations being neutral** across all platforms.

- **Positive** conversation centers on testimonies of aid and projects accomplished.
- **Negative** conversation frequently involves criticism of Franklin Graham, the president of Samaritan's Purse.
- **Neutral** conversation discusses updates and general statements of the organization

RECOMMENDATION #1

What to Do:

Create a more positive conversation of the Organization on the platform X.

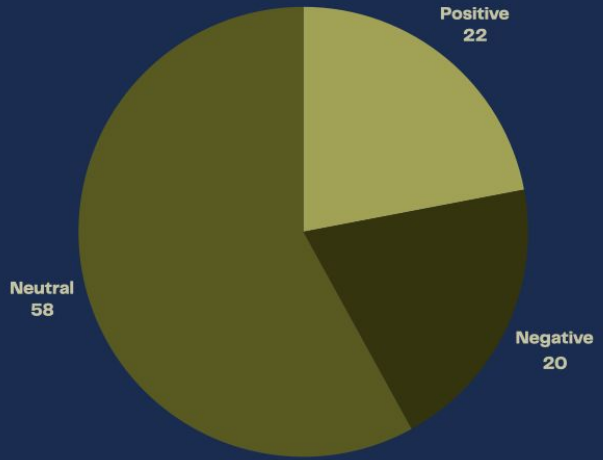
How to Do:

- **Focus on positivity & transparency** to foster constructive conversations about Samaritan's Purse on X.
- **Respond thoughtfully** to criticism, using positive language that emphasizes hope, help, and community.
- Create content that **highlights Samaritan's Purse's work and impact.**
- **Shift neutral conversations to positive ones** through consistent engagement and messaging.

Supporting Evidence:

Our analysis reveals that **only 22% of conversations about the organization are positive.** The pie chart attaches illustrates the significant proportion of neutral discussions surrounding the organization.



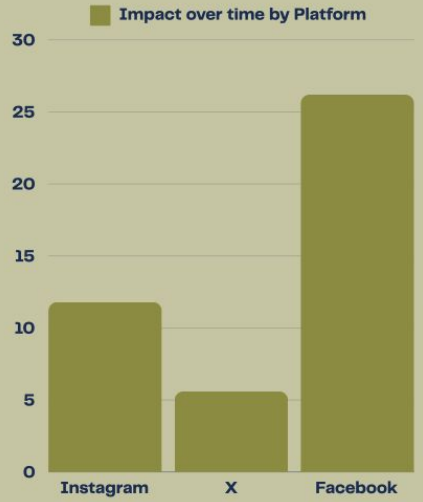


RECOMMENDATION #2

What to Do: Diversify content types for Engagement

How to Do:

- **Share social media Stories** to provide behind-the-scenes glimpses & highlight impact.
- **Design Infographics** that present data and simplify complex information.
- **Encourage User-Generated Content** related to your cause, fostering community and authenticity.
- **Provide Educational Content** that deepens audience understanding of the issues you address.

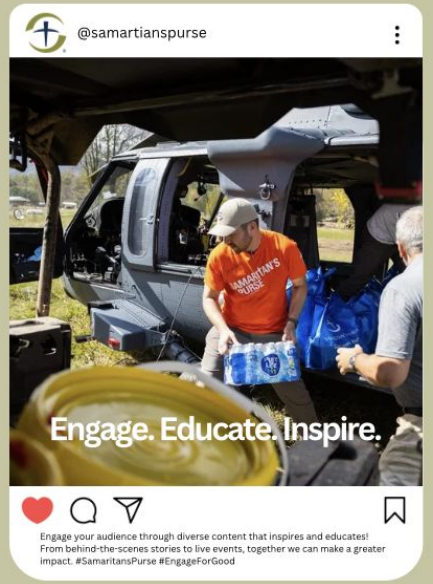


Supporting Evidence:

- Current social posts involve **long captions and a narrow range of content types**, hindering effective communication.

Top sites include Instagram, X, and Facebook; however, Facebook provides a greater impact.

- Brandwatch provides evidence that **Facebook (26.2) has an impact greater than the combined total of Twitter (5.5) and Instagram (11.8)**; Highlighting the need for a more **dynamic and accessible** approach to social media.



RECOMMENDATION #3

What to Do: Run Consistent and Timely Fundraising Campaigns

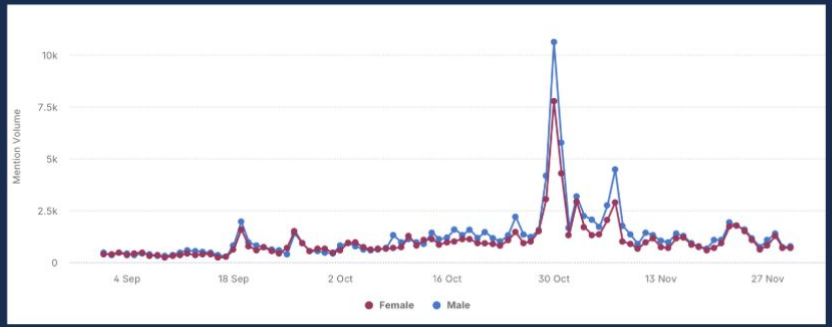
How to Do:

- Identify a clear focus and develop a compelling narrative that resonates with audience
- Create engaging visual content and use multiple social platforms to maximize reach
- Implement a content calendar for consistency
- Use a unique hashtag to unify the campaign messaging and maintain momentum
- Host live events for real-time engagement
- Acknowledge and thank supporters for their contributions



Supporting Evidence:

The spike analysis on this slide shows a **30k increase in mention volume during the end of October** which is when the Operation Christmas Child started getting promoted.



Research shows that implementing specific fundraising or promotional campaigns often shows higher engagement and increased donations.

RECOMMENDATION #4

What to Do: Actively Engage with the Audience More

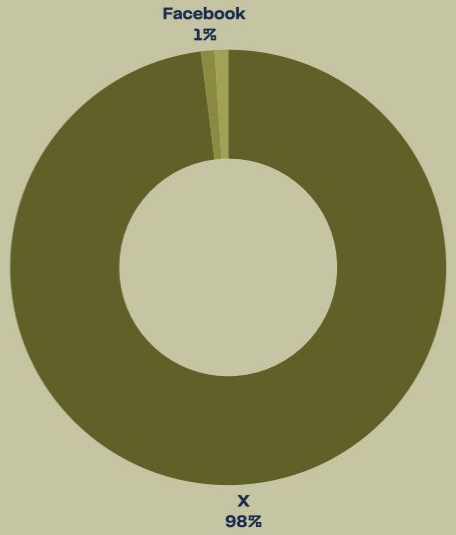
How to Do:

- **Promptly respond to comments and messages** to build trust and a relationship with audience. Shows that their voices are valued.
- **Create Interactive Content**: Introduce polls, quizzes, and thought-provoking questions in posts to encourage participation. This not only stimulates conversation but also gathers valuable feedback from the audience.

Supporting Evidence:

Absence of engagement in comment responses on Samaritan's Purse's posts limits community building and audience connection. This absence can create a perception of distance, making the audience feel undervalued or ignored.







Mention Volume:

Currently X has a tremendous mention volume. Samaritans Purse can increase their mention volume by engaging with their audience across multiple platforms. Responding to key authors like Nadia on different mediums would be beneficial.