



Make-A-Wish



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Social Media Analytics
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Make-A-Wish



MISSION

Make a Wish works to create life-changing wishes for children with critical illnesses. With 60 chapters in the United States alone and 38 offices serving 45 other countries, Make a Wish has become one of the leading children's charities in the world.

"Whatever the odds, whatever the obstacles... wishes find a way to make the world better."

-Make a Wish



EXECUTIVE SUMMARY

Make a Wish is a well known organization throughout the United States, having been around for 39 years. We worked to analyze their current social media presence in hopes of collecting insights on the following...

- Analyze the effectiveness of Make a Wish's posts on their own accounts, gather what elements contribute to a "popular post" for Make a Wish according to the KPIs listed below
- Analyze the conversation surrounding "Childhood Cancer" throughout the most prominent platforms that host conversation
- Find new ways to reach new audiences and further their reach, funneling donations to their organization

Problem: Make a Wish is a highly reputable organization but is not performing as well as some other comparable organizations in their field regarding social media reach. Underperforming social media translates to lesser reach and, thus, fewer donations to the charity. By improving the strength of their social media, Make a Wish can boost their donations and expand their efforts.

KPIs Analyzed

- Engagement
- Retweets
- Likes
- Activity Spikes

DATA OVERVIEW

Timeline: January 1 - August 30



350 Tweets Analyzed & Coded to find insights regarding...

ENGAGEMENT

What types of posts garner the most engagement with the target audience in terms of content, hashtags, and media?

PERFORMANCE

What qualities do high-performing posts have in common that we could replicate for future posts?

CONVERSATIONS

What kinds of conversations is Make a Wish participating in?

GROWTH

How can we best advise Make a Wish in expansion of their mission based on our analysis of their social media?

Insights in a Nutshell:

- Audiences engage most with posts about wishes than other categories such as thank you posts or requests for donations (which populate their feed very frequently)
- Connecting wishes to major events and trends helps gain attention



DATA OVERVIEW

Tools Used

We used **Crimson Hexagon** to set up the following observation parameters on Make a Wish:

- Owned Data: Make a Wish's Twitter Account
- Earned Data: Content surrounding Make a Wish as an Organization
- Earned Data: Content on the topic of Childhood Cancer Awareness

The most important KPI we took note of was **total engagement and interaction** by other users and followers of Make a Wish.



MAKE A WISH

AUDIENCE INSIGHTS

Sentiment, Geography, Demographics



Overall Sentiment

Very few people feel negatively about Make-A-Wish at 3% of the audience. Basic Positive and Basic Neutral claim an overwhelming majority of the post sentiments with 47% and 50%, respectively. Any negative sentiment is usually triggered by keywords discussing cancer which are going to be unavoidably negative due to the nature of the discussion, but that doesn't mean users feel negatively about Make a Wish as an organization.

Geography

California 47%
Texas 10.8%
Florida 8.53%
Other 67.39%



Audience Demographics

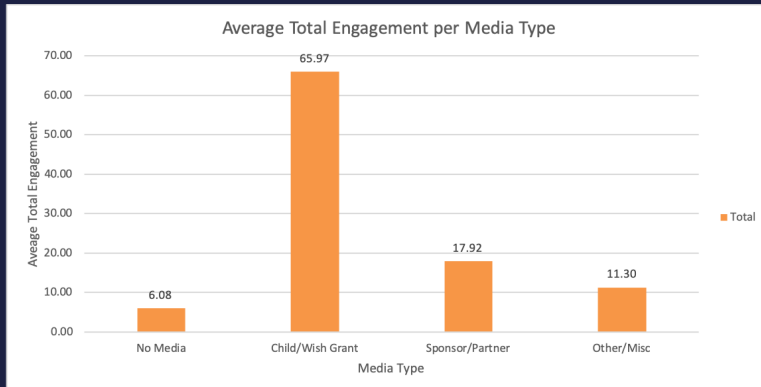
45% Female, 55% Male (evenly split)
52% of posts are made by users 35 and older (age range of established adults who are most likely to donate money)

MAKE A WISH

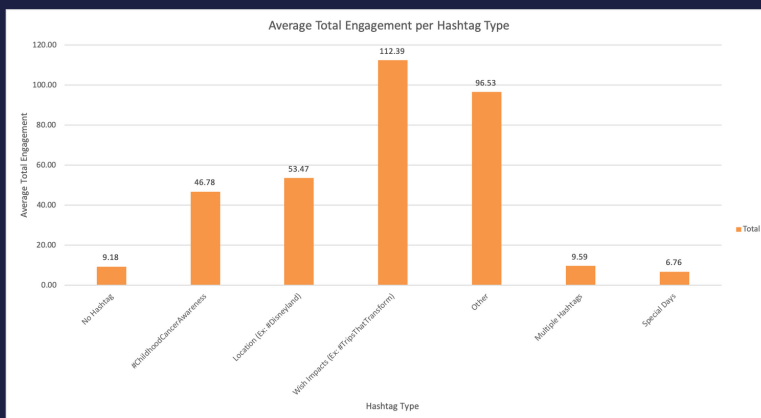


OWNED DATA

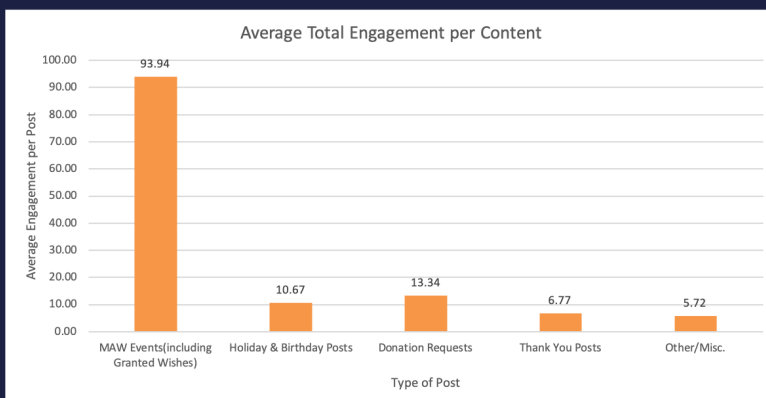
Media, Hashtag & Content Analysis



Media Types: No Media, Child/Wish Grant, Sponsor/Partner, Other/Misc.



Hashtag Categories: No hashtag, #ChildhoodCancerAwareness, Location, Wish Impacts, Other, Multiple Hashtags, Special Days



Content Types: Make a Wish Events, Holiday & Birthday Posts, Donation Requests, Thank You Posts, Other/Misc.

Featured to the left are depictions of how owned tweets were categorized for analysis in terms of Media Types, Hashtag Types, and Content Types.

Posts that talk about wishes and include pictures of the event and hashtags about the impact of wishes attract the most engagement.

Make-A-Wish's ultimate goal is to grant a wish to an ill child because to the organization, a wish could be life-changing.

Based on the analysis, the audience wants to see and engage with content that is the root of why Make a Wish exists as an organization (granting wishes). The charts illustrate that the audience was most engaged with posts that contain Make a Wish events including granted wishes, and the most popularly engaged hashtag were ones that related to wish impacts.



OWNED DATA

Post Examples

Make-A-Wish America @MakeAWish

How cool is this wish? 17-year-old Karime from @wishesandiego went to Seoul to meet K-Pop sensations, @GOT7Official! Karime had the best time meeting her favorite group at their concert. 🎉 Thanks to #GOT7 for bringing joy to wish kids like Karime! @makeawishkorea, @MakeAWishIntl

12:45 PM - 30 Jul 2019

2,663 Retweets 3,537 Likes

45 2.7K 3.5K

Make-A-Wish America @MakeAWish

Today is #NationalVideoGamesDay! In celebration, GameStop & industry leaders are joining forces to help kids get back to being kids by raising \$200K in support of Make-A-Wish! Follow @GameStop & #GameStopGives to learn more! 🎮 Help grant wishes: a.wish.org/GameStopGives

7:00 AM - 12 Sep 2019

37 Retweets 145 Likes

3 37 145

Make-A-Wish America @MakeAWish

Cancer steals childhood. A wish brings it back. This #ChildhoodCancerAwareness Month, we need you to give kids facing #cancer a piece of their childhood back. #Donate today to help more kids like Kate: #ChildhoodCancer #CCAM

1:09 PM - 19 Sep 2019

140 Retweets 346 Likes

7 140 346

Make a Wish Events

Holidays / Birthdays

Donation Requests

Make-A-Wish America @MakeAWish

Congratulations to our friends at @CruiseNorwegian on their 10th anniversary as a Make-A-Wish sponsor! Thank you for all that you do to help wish kids like Keira who are battling critical illnesses find confidence and strength through the power of a wish.

2:00 PM - 14 Aug 2019

9 Retweets 34 Likes

9 34

Make-A-Wish America @MakeAWish

Our hearts are heavy after learning of wish granter Cameron Boyce's passing. Cameron was a talented actor & a kind and compassionate wish granter who was known for going above & beyond to create life-changing wishes for the many wish kids he met. He will be so very missed. 💙

1:22 PM - 8 Jul 2019

19 Retweets 115 Likes

19 115

Thank You Posts

Miscellaneous



MAKE A WISH

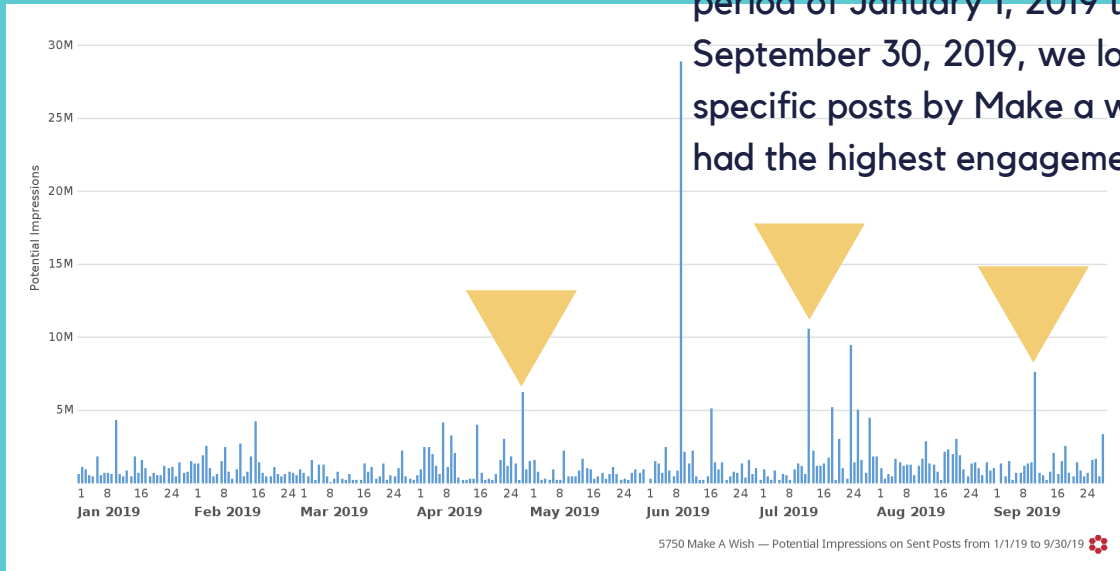


OWNED DATA

Spike Analysis



Throughout the designated time period of January 1, 2019 to September 30, 2019, we looked into specific posts by Make a wish that had the highest engagement



- **April 29:** World Wish Day: an annual day of recognition and celebration of the wish granted to Chris Greicius in 1980 that inspired the creation of Make-A-Wish and its mission.
- **July 14:** VidCon: Many wishes granted at VidCon: the world's largest celebration of digital video & online video creators.
- **September 12:** National Video Game Day: Partnership with Game Stop for National Video Game Day #gamestopgives

OWNED DATA

Recommendations



POST ABOUT WISHES

Continue to post stories about specific wishes and how they impact each child's life.

USE MEDIA

Posts that include media, such as a picture, get more attention regardless of text content than posts with no media. Posts about wishes in addition to media have potential to become popular posts.



FOLLOW TRENDS

Take advantage of major events and trends on social media to stay current. Make a Wish saw a common theme of video game related wishes among their wish kids, so they got involved with National Video Game Day and the content performed very well.

EARNED DATA

Timeline: August 31 - October 1, 2019



68,526 Posts

Topics Analyzed:

Make-A-Wish

Childhood Cancer Awareness Month

Boolean Search Query

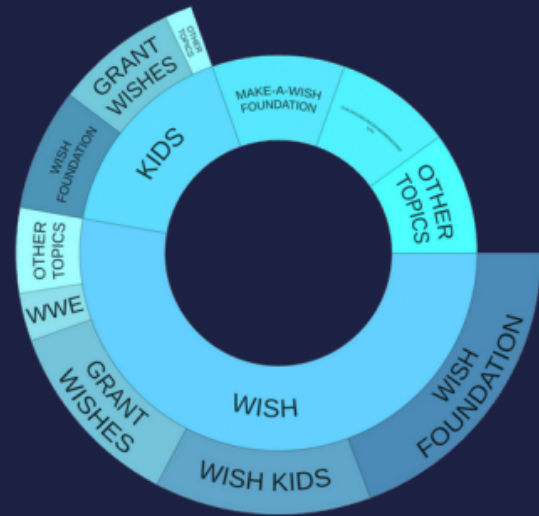
@MakeAWish OR "Make A Wish Foundation" OR "Make-A-Wish America" OR "wish.org" OR "#wishimpact" OR "#tripthattransform" OR "Cancer steals childhood. A wish brings it back." OR (("Make-A-Wish" OR "Make A Wish" OR #makeawish) AND (#wishgranted OR #donate OR #ourstory OR #wishpower OR #forthewishes OR #FTW OR #cancer OR #ChildhoodCancerAwareness OR #CCAM))

Topic-Specific Search Query

#childhoodcancerawarenessmonth OR #childhoodcancerawareness OR "childhood cancer awareness" OR "childhood cancer awareness month" OR #CCAM OR #gogold

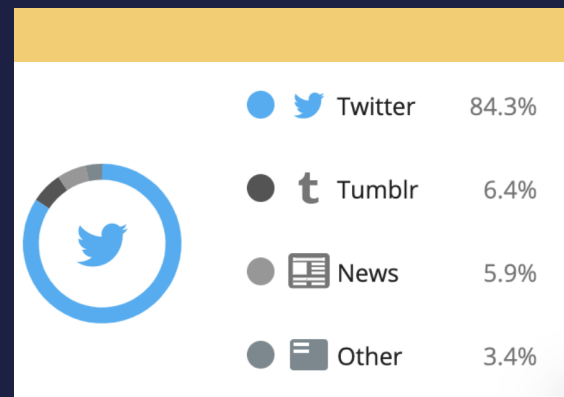
EARNED DATA

Timeline: August 31 - October 1, 2019



Make a Wish Volume

The top three hosts for conversation on Make-a-Wish are **Twitter** (84.3%), **Tumblr** (6.4%), and **News** (5.9%), in a decreasing order of volume. We have a change in platforms from those that make up the most of conversation on the topic from Reddit to Tumblr, and in this realm, news ranks the lowest and gives way to Tumblr as ranking number two in the platform hosts.



Twitter holds 84.3% of conversation. Across the board, the sentiment is significantly more positive than the sentiment on the specific topic of childhood cancer. This is absolutely expected because Make a Wish works to bring happiness to children and families who are burdened with the devastation of childhood cancer. The topic is negative but the organization is viewed very favorably.



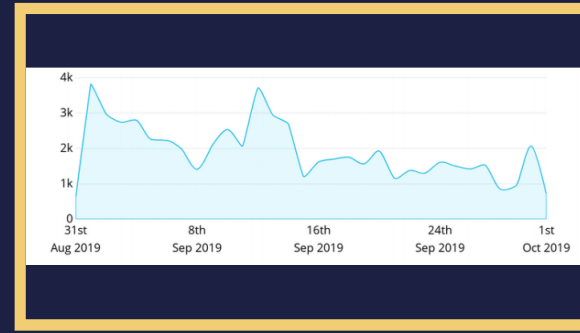
Tumblr claims 6.4% of traffic, but the conversations that are happening aren't necessarily related.



News is responsible for 5.9% of the conversations taking place around Make a Wish.

EARNED DATA

Make a Wish Conversation Spike Analysis



The greatest traffic on the organization throughout the designated time period took place on **September 12th** when opposers of Hillary Clinton thanked Make a Wish sarcastically for doing something for a "mental patient." There was favorable language used, so the sentiment was positive, but when observed in detail, **Make a Wish was being used to mock Hillary Clinton.**



The spike of traffic in the **Tumblr** realm happened on **September 3rd** when a user made up a scenario in which children with cancer wanted to use their "wish" to meet a villain instead of a superhero. The post was reblogged and added onto by many other users who contributed to the made-up story and found commonality in wishing to meet villains instead of heroes. It **didn't directly benefit** Make a Wish or further the conversation on childhood cancer, but it **subconsciously solidified the idea of Make a Wish's mission** to grant wishes to children in the minds of those who were involved in the conversation on Tumblr.



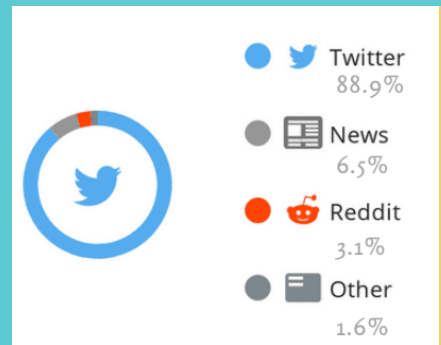
September 9th and 19th yielded the most traffic in the news sphere when reports surfaced highlighting the **wish trips of 4 children with cancer.** This story was in line with what Make a Wish hopes to be highlighted for and contributes to the spread of their mission to those who are unfamiliar. September 19th focused on Berkshire Partners (a Boston-based investment firm) announcing new advisory directors, one of whom was a member of the Speaker's Bureau for the Make a Wish Foundation. While this doesn't directly have anything to do with Make a Wish, it was clearly important to those who care about the investment firm, and Make a Wish had a part in contributing to the new director's palette of experience.

EARNED DATA

Timeline: August 31 - October 1, 2019

Childhood Cancer Topic Volume

The top three hosts for conversation on the topic of Childhood Cancer are **Twitter** (88.9%), **News** (6.5%), and **Reddit** (3.1%), in a decreasing order of volume. Whereas News took the third ranking platform for conversation surrounding Make a Wish, Reddit takes over the spot for conversation surrounding the topic of Childhood Cancer.



Twitter accounts for 88.9% of activity on the topic, but the largest spike in conversation actually resulted from Reddit's contribution on September 13th with the impactful photo of the siblings dealing with the impacts of childhood cancer. **Twitter consistently shows up for carrying the bulk of the traffic, but when Reddit gets involved, it hits hard when the right content is presented.** A lot of success stories throughout the time period gained a lot of traction on Twitter, especially from people who have grown up and lived fruitful lives thanks to the help of doctors and the donations of generous people.



News accounts for 6.5% of the traffic on the topic of childhood cancer, which makes sense because the news stories are often less emotional and factually based. It's the emotion that's conveyed that gets the shares on Twitter and sometimes Reddit that help boost the greater percentages of conversation action.



Reddit is only responsible for 3.1% of the conversation activity, but it contributed to a huge spike on September 13th when a mother's story and photo rocked the platform. It was posted on September 12th but gained an immense amount of traction that rivaled some of Twitter's stats on other days.

EARNED DATA

Childhood Cancer Topic Sentiment Analysis



Since 89% of conversations on the topic take place on Twitter, it's more difficult to sway the overall sentiment in the negative direction when the **majority of the posts are about success stories and encouraging efforts to raise money for the cause.** People tell their stories, thank those who work tirelessly to end childhood cancer, and funnel donation efforts to recipients they care about.



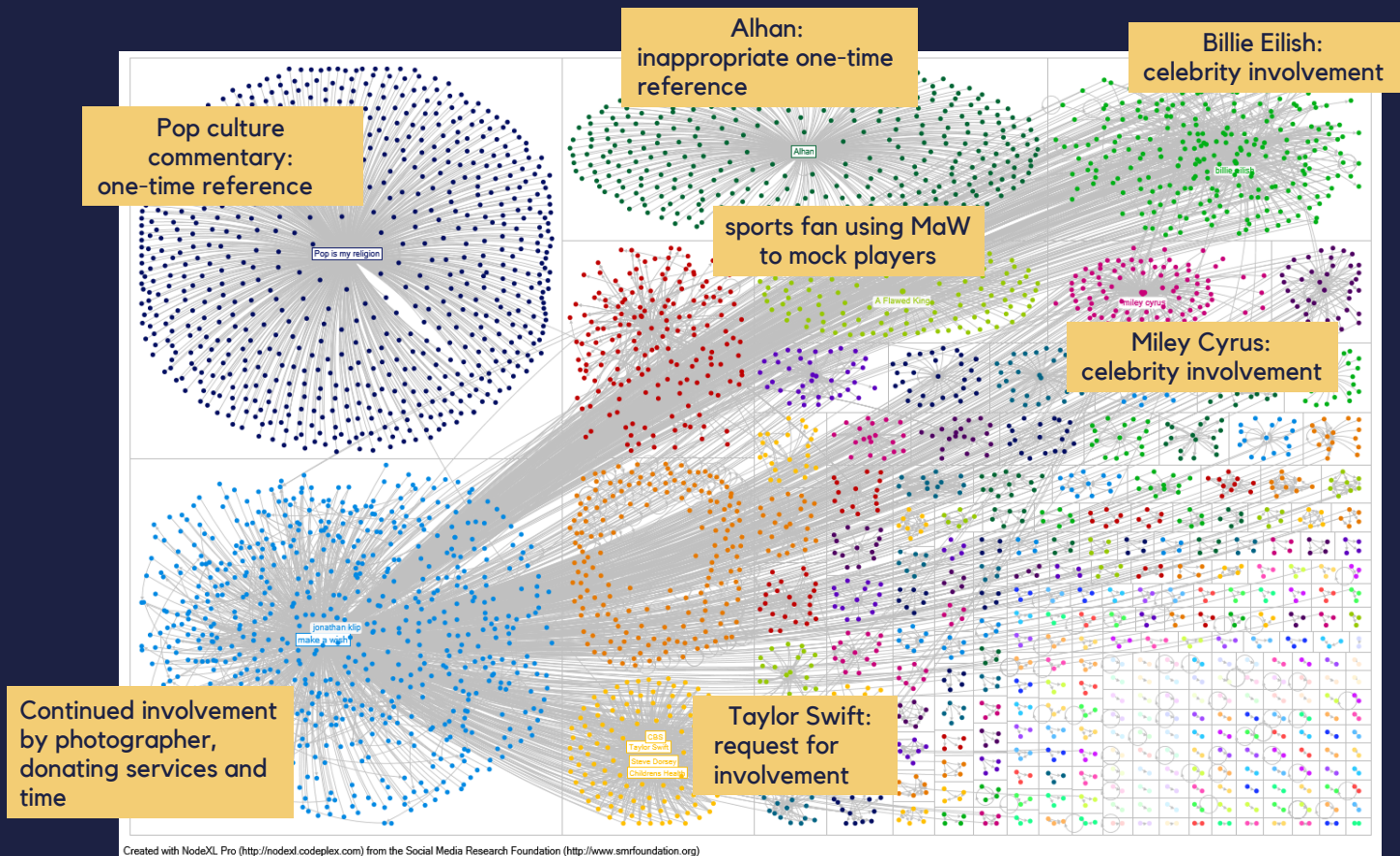
The news reports on facts gathered about the topic like how many children are diagnosed globally each year. **It's considered negative because of the depressing language that triggers the search filters, but this isn't considered "bad press" for the topic.** Childhood cancer is a depressing issue and negative language will be inevitably used when discussing it, but raising awareness is the ultimate goal and all traffic is good traffic on the topic.



The traffic on Reddit regarding the topic is generally slim, and the posts with the most traction are usually success stories of children who have recovered from cancer. September 13th had a major spike in negative sentiment, but only because the **contents were heart wrenching and touched a lot of people.** A post with a photo detailing how a young girl helps soothe her younger brother as he throws up over the toilet from his chemotherapy treatments while wearing a diaper. The post was written by a mother showing the effects of childhood cancer on a family, and **the post was upvoted 94.2k times.**

NETWORKS via NODE

NodeXL Search String: "Make a Wish" OR "Childhood Cancer"



Top Users in Groups

Username	Betweenness Centrality Value
@makeawish	6311972.691
@popligion	3287691.381
@alhan	132860.000
@taylorswift13	43611.933
@cbsnews	37745.933

Featured to the left are twitter users with the greatest betweenness centrality for Make a Wish, meaning they're the main hubs of conversation on the organization.

The conversations started by @popligion and @alhan are inappropriate mentions of Make a Wish, hence why there's more one-way conversation. The topics sparked enough shock in the Twitter community to rank the users in the top 5 in the network analysis, but it's important to note that the most vibrant connections are happening in legitimate spheres that Make a Wish cares to be involved in.

There is opportunity for Make a Wish to get involved in the inappropriate conversations taking place on Twitter and redirect them into positive outlooks. One of the largest spheres of conversation was from a pop culture commentary account that called out Make a Wish for sending the wrong celebrity of the same name. It was an honest mistake, but Make a Wish could have made a light hearted joke in response to the tweet.

COMPETITION

St. Jude's Children's Research Hospital



Organization Overview and Justification of Analysis

St. Jude's is a Children's Research Hospital that sets themselves apart from other pediatric hospitals by providing all care for admitted patients for free. They have multiple locations throughout the country and rely primarily on individual donors for their treatment and research funding. Because they're a nonprofit organization, they don't compete for revenue like a traditional business, but they are similar enough to Make-a-Wish that the donor profiles and demographics are very alike and, therefore, matter to fundraisers of each organization. We aimed to analyze what makes St. Jude so successful in garnering a high caliber of engagement from their audience and found actionable insights that led us to recommending a path of success for Make-a-Wish.

Search Key

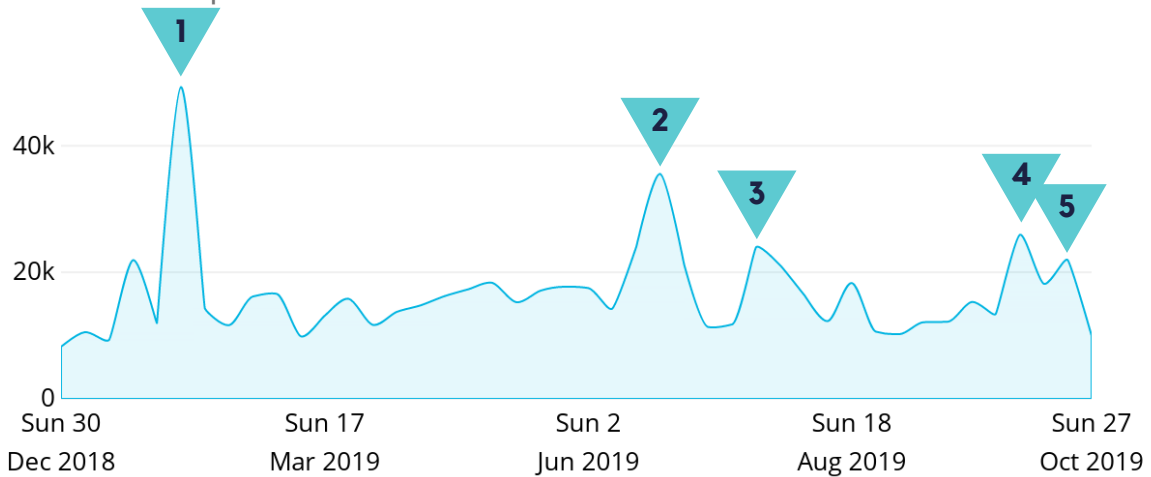
@StJude OR "St. Jude" OR "St Jude" OR "St Jude Hospital" OR "St. Judes" OR "St Judes"
OR #StJudeResearch OR "#StJude" OR "#ScoreOneForStJude" OR "Score1ForStJude" OR
"StJude Children's Research Hospital" OR "St Jude Children's Research Hospital"

COMPETITION

St. Jude's Children's Research Hospital
Spike Analysis

The total volume of the conversation is 728,853

This conversation peaked on Feb 3



1

February 5-7: 12,680 retweets on a **post by Eric Trump** highlighting his commitment to St. Jude's throughout his adult life and congratulating a child on her commitment to raising money for children with pediatric cancer.

2

June 23: Twitch gamer DrLupo, named St. Jude's first Creator of the Year, raised money for St. Jude's kids in a **4 hour charity livestream**

3

July 23: **Five Points Summer Jam Music Festival** benefiting St. Jude at FedEx Forum

4

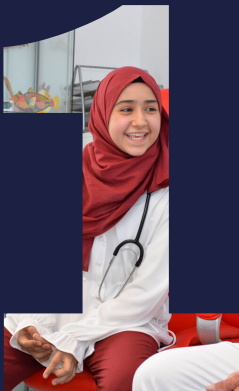
October 6-13: **Lancome** donated \$3 to St. Jude's for every retweet received, up to a total of \$20K and got 12,653 retweets (\$37,959 in total efforts, surpassed \$20K maximum)

5

October 24: **Eric Trump retweeted** a post about a young boy passing away and how he should be remembered, quoting St. Jude's founder who said "no child should die in the dawn of life"

COMPETITION

Recommendations for Make a Wish based on takeaways from analysis on St. Jude's



The Walt Disney Company is Make a Wish's most prominent partner and donates the most resources and experiences to Make a Wish children.

After observing the success of Lancome's \$20,000 offer to St. Jude's, we see a **major opportunity to bring on another big-name sponsor without stepping on Disney's toes and minimizing their commitment.** Lancome's fundraising efforts catapulted their positive public image and provided a mutually beneficial effort for both them and St. Jude's while also claiming a top spot in St. Jude's list of posts with the most engagement for 2019.



Make a Wish consistently works with A-list celebrities, but their involvement is spread among a wide array of individuals. Make a Wish's most successful posts rarely included posts that originated from celebrities.

On the other hand, St. Jude has worked hard to cultivate lasting, committed relationships with prominent figures. They still have a spread of celebrity involvement, but a few people stand out as repeat supporters. Two of St. Jude's most impactful tweets with the highest engagement over the time span analyzed came from Eric Trump. We recommend Make a Wish **pursue a few highly committed partners** that will advocate for their organization the way Eric Trump has advocated for St. Jude's.

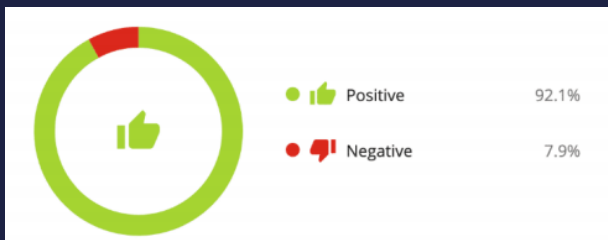
EARNED DATA



Twitter: Current vs. Potential Audience

Current Audience

Conversation surrounding Make a Wish



Potential Audience

Conversation surrounding Childhood Cancer



(Excludes the 32% & 56% of content that does not contain any sentiment, respectively)

Conversation Themes:

POSITIVE

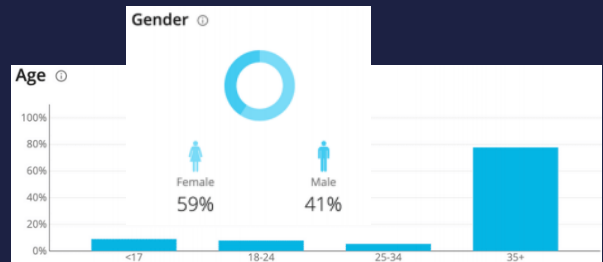
Make-A-Wish Wish Kid: 247 posts

Wish Foundation: 119 posts

Make-A-Wish Foundation: 83 posts

NEGATIVE

The negative conversation that is happening on Twitter are users making fun of each other or "dissing" each other comparing things to the Make-A-Wish Foundation.



Sentiments toward Make a Wish and the topic sphere of Childhood Cancer are extremely similar in percentage makeup as depicted above, so this yields positive feedback that Make a Wish is garnering the same emotional response as the broader topic related to their organization.

The audience that is talking about the topic is generally of an older demographic (more established adults who are able to make donations), and females (59%) are engaging in the topic more than males.

MAKE A WISH

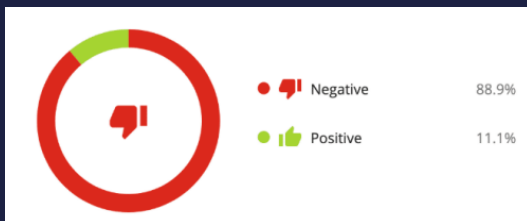
EARNED DATA



Tumblr & Reddit: Current vs. Potential Audience

Tumblr: Current

Conversation surrounding Make a Wish



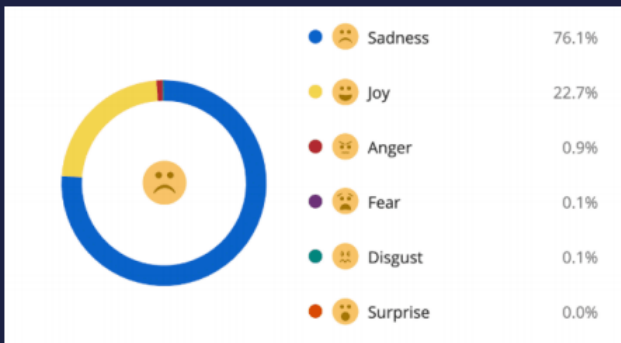
Reddit: Potential

Conversation surrounding Childhood Cancer

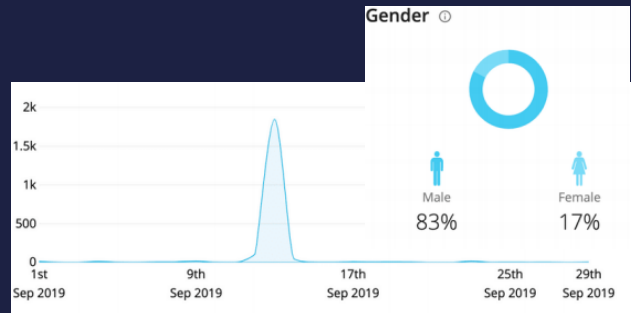


Excludes the 21% & 24% of content that does not contain any sentiment, respectively

88.9% of the conversation on Tumblr is negative, compared to the generally positive sentiment on the other two media platforms.



The conversations taking place on Tumblr are generally posts highlighting “What if..?” scenarios and discuss topics that cannot realistically come true, displaying a sadness emotion. There are rarely any posts that show anything about Make-A-Wish doing any of their wish granting or good works.



The most popular platform changes from Tumblr to Reddit when analyzing Current vs. Potential audiences. On Reddit, there is a greater percentage of positive sentiment that can be engaged with by Make a Wish.

The audience that is talking about the topic is generally the older audience, and more females (59%) are talking about the topic more than males.

EARNED DATA

News: Current vs. Potential Audience



Current Audience

Conversation surrounding Make a Wish



Potential Audience

Conversation surrounding Childhood Cancer

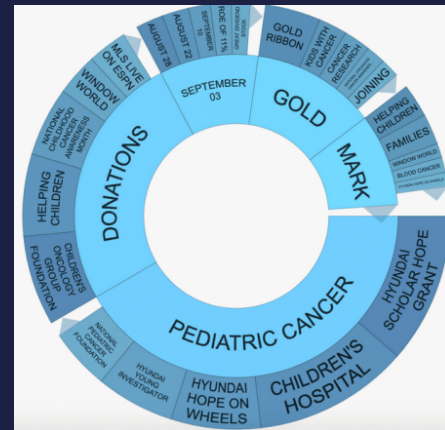


Excludes the 72 & 56% of content that does not contain any sentiment, respectively

Most Prominent News Topics

Name	Posts	% of total	Volume at Peak
Children with Critical Illnesses	137	9%	39
Make-A-Wish Foundation on Sunday	88	6%	9
Benefits the Make-A-Wish Foundation	76	5%	9
Donations of \$1 Million	69	4%	49
Investing in Treehouse Foods	64	4%	9
Wishes to Local Children	63	4%	24
Wish Foundation a Couple	59	4%	20
Markets across North America	51	3%	35

The most popular theme that was covered by news outlets was children with critical illnesses. Make a Wish was mentioned because the children were wish kids. This topic being the most popular topic also explains the predominant emotion in the news articles, which is sadness, as it stands at 73%.



The conversation theme is centered around pediatric cancer. September is childhood cancer awareness month, so news articles are also talking about donations that can be made .

Once again, sentiments triggered by news pieces directed at Make a Wish and the topic sphere of Childhood Cancer are extremely similar in percentage makeup as depicted above, so this yields positive feedback that Make a Wish is garnering the same emotional response as the broader topic related to their organization.

CURRENT & POTENTIAL AUDIENCE RECOMMENDATIONS

There are three types of posts that garner traffic for Make a Wish: those that directly **highlight the organization for its efforts**, those that use the mission as the method of a **sarcastic jab**, and those that **vaguely reference the organization while discussing a different interest**. We recommend Make a Wish getting involved in any and all conversations that are aimed at them, because the majority of owned data is of the same, predictable content and **Make a Wish isn't interacting with the trending topics whatsoever**. To engage their audience further, Make a Wish should be aware of topics regardless of their relevancy and **be prepared to comment on the posts**. They could swing negative sentiments to positive or redirect the sarcasm to education on their mission.

Emotional appeals regarding childhood cancer receive the most attention on Twitter and Reddit, particularly the post written by the mother who documented the effects of cancer on her children. Make a Wish tends to stick to donation requests and sharing about wishes they grant, but little attention is paid to engaging with the trends on the topic. **We recommend that Make a Wish get involved on a broader scope with the topic of childhood cancer as a whole** and not just how they support those afflicted. The post variety could be widened which would help the audience's views of the organization because some of the content can get repetitive and monotonous. Diving into some of the emotional stories and appeals can further engagement with the desired audience.

SUMMARY & RECOMMENDATIONS



SUMMARY

Most of the conversations surrounding Make-A-Wish and related topics such as childhood cancer awareness occur on Twitter and see a spike in the month of September for Childhood Cancer Awareness Month. There are three types of posts within the time period analyzed that garner traffic for Make a Wish: those that directly highlight the organization for its efforts, those that use the mission as the method of a sarcastic jab, and those that vaguely reference the organization while discussing a different interest. Make-A-Wish does not currently interact with many posts about them or related topics.

RECOMMENDATIONS

1. There are a lot of potential audience impressions Make a Wish could take advantage of by interacting with other related posts not directly mentioning the organization. Getting in on the discussion of childhood cancer as a whole will benefit Make a Wish's reach.
2. Emotional appeals tend to garner the most attention online, and Make a Wish should talk more about how cancer affects peoples' lives and give a deeper look more than just how their specific organization helps them. (ie. the emotional story on Reddit that spiked interest and probably resulted in viewers wanting to find out more about the issue and take action)
3. Audiences like to see and engage with posts regarding specific wishes, especially those with heartfelt stories or having to do with celebrities or major events. We recommend Make a Wish posts about specific wishes using media such as pictures of the child or the wish being granted to accompany these posts. People are then more likely to feel a connection to these posts and this will lead to more activity.
4. Twitter is the best social media platform with the greatest reach for Make a Wish to utilize, so focusing efforts there will provide the greatest return on investment.
5. Take note of St. Jude's practices as detailed in "Competition" and work some of their strategy into the content plan.

thank
you



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SEE > SUITETM
SOCIAL MEDIA ENGAGEMENT & EVALUATION

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Make-A-Wish