

**Analysis of the Online Presence of The A21 Campaign and
Strategic Preparation for Giving Tuesday**



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PREL 307- Digital Media and SEO Strategy

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THE AZI CAMPAIGN



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Data Analysis

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The data produced by research into the online presence of The A21 Campaign shows A21's social media prowess. Compared to many other nonprofits combating human trafficking, A21 has a consistently higher caliber of social media content. Most of A21's media coverage happens in the United States, followed by Canada and the United Kingdom. Due to A21's recent Walk for Freedom, their media coverage has undergone a spike of 194% more coverage. They have received coverage by major news stations, such as Fox, and celebrities, such as Joey King from this event. While the sentiment towards A21 seems to be concerning, with positive sentiment being 43.3%, neutral being 41.5% and negative being at 15.2%, upon further research, most of the negative sentiment is not focused towards A21, but rather focused towards human trafficking. While the comment or post process as negative, and it is, the person usually feels positively towards A21 and what they represent. Research into the top platforms for A21 shows a large bend towards Twitter in effectiveness and use. This is followed by Facebook and YouTube. The content of the conversation surrounding A21 is mostly "human trafficking" and "freedom", but it also contains ideas such as "part" and "people". This means that people in conversation about A21 are likely enjoying being a part of something larger than themselves.

Key Findings

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Strengths

- Strong existing social media presence
- Very captivating content and visuals

Weaknesses

- Engagement with public is low
- YouTube and Instagram do not seem to be generating much conversation

Opportunities

- With the holidays coming up, people are more generous
- Attention is high since the Walk for Freedom

Threats

- Other nonprofits in a similar field
- For-profit organizations driving up advertising costs

Next Steps

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Social media presence without engagement misses the purpose and the opportunity that these platforms bring. That is why the first and most important recommendation for A21 online presence in preparation for the Giving Tuesday initiative would be to engage with their public. This can be accomplished through liking and replying to comments, commenting on posts they are tagged in and answering questions posed to them on social media. By doing this simple task, A21's public will feel more integrated into the community, and feel like they really do matter to the success of the mission of the organization. An engaged public is a public who is brought into the mission. A public who is brought into the mission is a public who will donate to what they believe in. Secondly, A21 must diversify the media that they have on their social media platforms, doing this will prevent a sort of social media ad fatigue. People do not want to donate to a cause that keeps bombarding their streams with the exact same content. In regards to the Giving Tuesday initiative, it would be advisable to utilize the momentum gained since the Walk for Freedom, particularly in celebrity involvement. Asking the celebrities that participated in the Walk for Freedom to also participate in the Giving Tuesday initiative will prove to be beneficial, as it will spread more and more awareness about A21. By implementing these three recommendations, A21 will see their engagement, diversity, awareness and donations start to increase for the Giving Tuesday initiative.

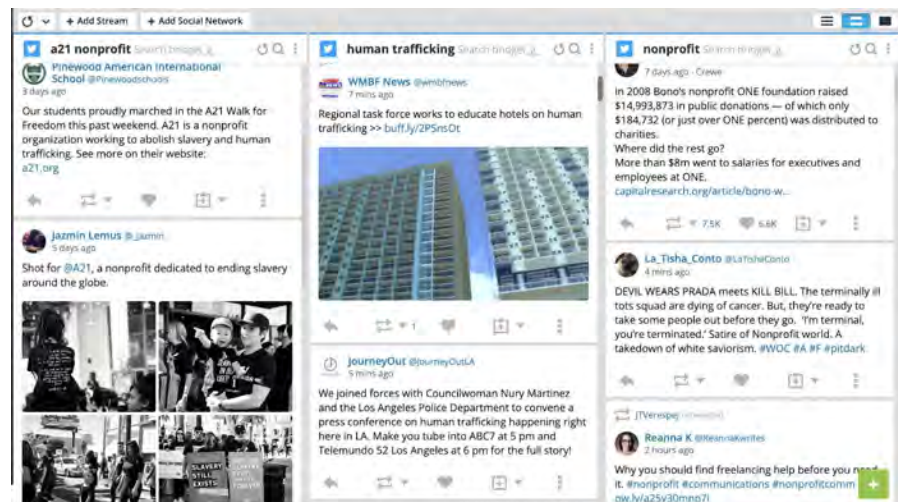
Appendix A: Hootsuite

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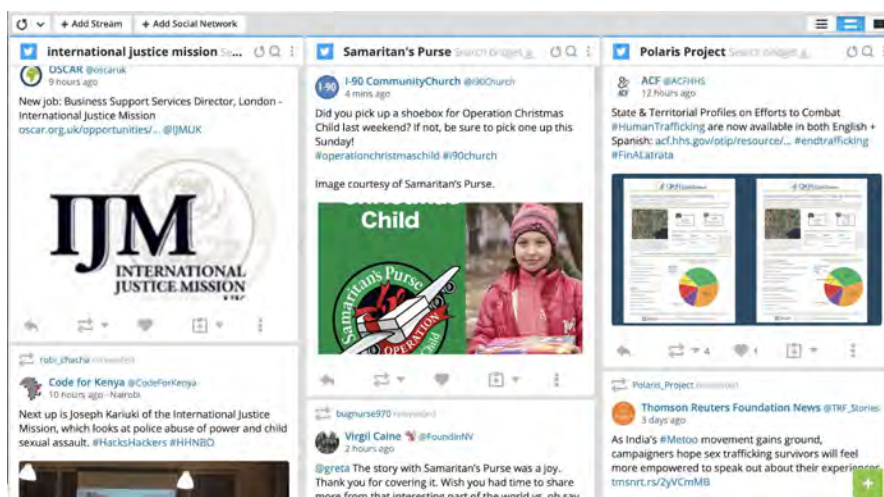


Through the process of social listening, The A21 Campaign can get a general idea of how the public is feeling about the organization, the cause and the sentiment surrounding other nonprofits working in a similar

fashion. At this moment, most of the social media buzz surrounding A21 is the recent Walk for Freedom. Other nonprofits who are involved in fighting



human trafficking are not extremely active on social media right now, as the current season is not an instrumental one for most organizations. However, larger nonprofits such as Samaritan's Purse have started their annual Operation Christmas Child campaign. Adopting a strategy that starts early has proved to be effective for Samaritan's Purse. A21 may find it beneficial to adopt



a similar punctuality for the Giving Tuesday campaign.

Appendix B: Meltwater

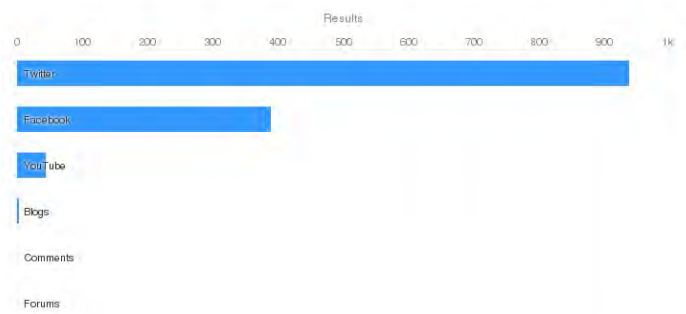
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Recently, A21 has received more attention in the media because of the Walk for Freedom. Twitter and Facebook are A21's most utilized and popular platforms. Twitter has been a large conduit of awareness for A21, as

A21 Analysis
Oct 15, 2018 - Oct 25, 2018

Top Sources



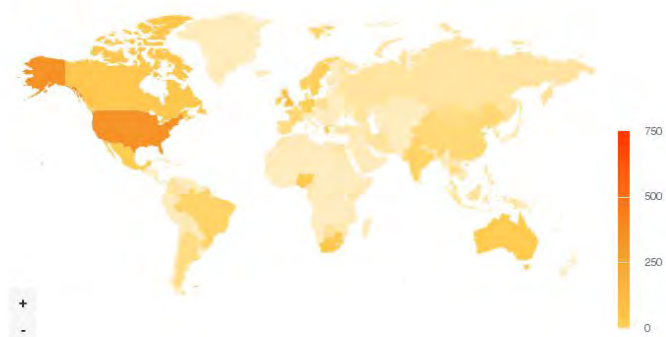
Freedom, celebrities such as Joey King have also joined the conversation surrounding A21.

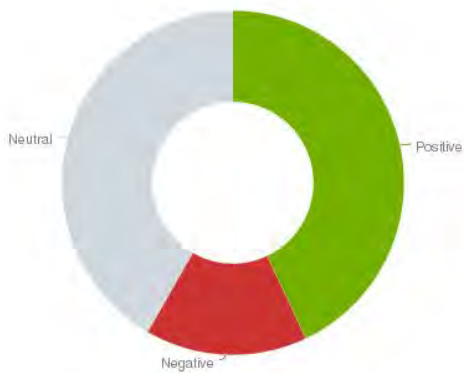
There is one major platform missing from A21's Top Sources:

Instagram. With an increased presence on Instagram, A21 can become a major voice amongst all different platforms. A21 has a large degree of popularity in the United States, followed Canada and the United Kingdom. Many of the nations represented as the most concentrated for A21 discussion are nations in which the

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Heat Map





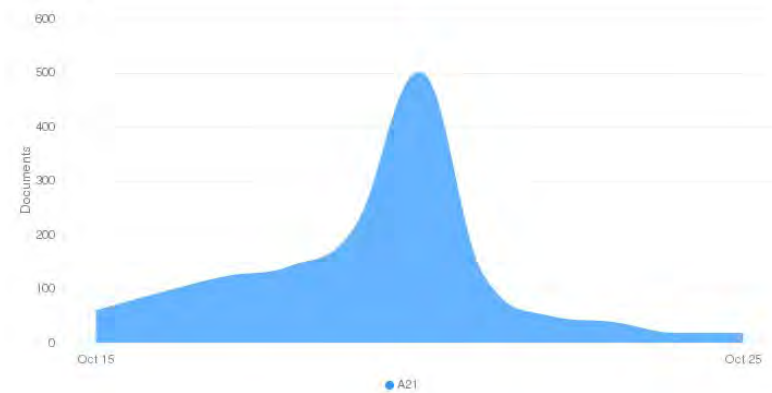
Walk for Freedom took place and in which A21 has a field office. The overall sentiment of A21 cannot be easily measured. Thoughts on A21 in general are very positive, however, when measured, the content of people who are outraged about the crisis of human trafficking get marked as negative. While the post is negative, it is not necessarily negative towards A21,

but towards human trafficking.

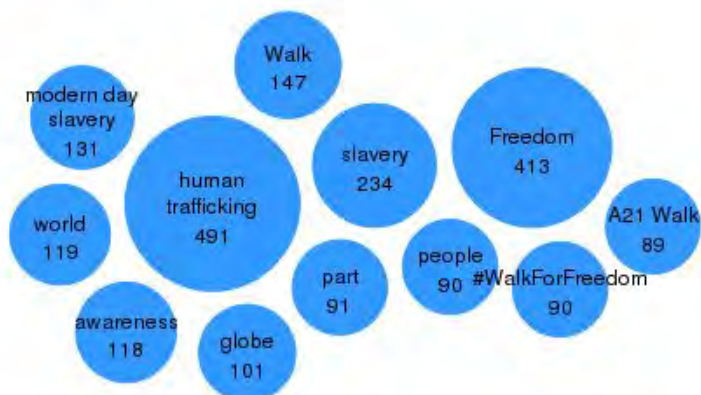
The general media coverage of A21, as mentioned before, has undergone a spike due to the recent Walk for Freedom. The popularity of this event puts A21 at an advantage towards

A21 Analysis
Oct 15, 2018 - Oct 25, 2018

Media Exposure



fundraising. The main topics surrounding A21 are particularly interesting. While they have terms that are expected, such as “human trafficking”, “freedom” and “Walk for Freedom”, some of the topics are more relational such as “part”, “people” and “world”. People love feeling like they are

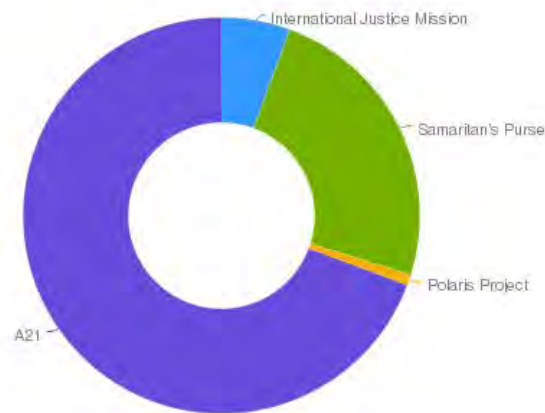


a part of something larger that themselves. From this we also see people taking this issue very seriously and personally. People are buying into the vision of A21.

Appendix C: Share of Voice

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In the human trafficking nonprofit social media world, A21 has the largest majority of the voice. This is likely due to A21's emphasis on raising awareness of human trafficking, but nevertheless, the main voice on this issue is A21. One recommendation would be to take on Samaritan's Purse tactic of informing the public about an event or campaign as early as possible on social media. Another recommendation is to increase A21's presence on Instagram.



A21 Analysis
Oct 15, 2018 - Oct 25, 2018

Share of Voice (SOV)

| Date | International Just.. | Samaritan's Purse | Polaris Project | A21 |
|--------|----------------------|-------------------|-----------------|-------|
| Oct 15 | 5 | 50 | 0 | 60 |
| Oct 16 | 7 | 56 | 0 | 93 |
| Oct 17 | 15 | 59 | 2 | 123 |
| Oct 18 | 30 | 38 | 4 | 142 |
| Oct 19 | 11 | 59 | 3 | 215 |
| Oct 20 | 5 | 27 | 0 | 501 |
| Oct 21 | 2 | 29 | 2 | 123 |
| Oct 22 | 5 | 45 | 0 | 50 |
| Oct 23 | 19 | 31 | 2 | 38 |
| Oct 24 | 6 | 32 | 1 | 18 |
| Oct 25 | 7 | 57 | 3 | 18 |
| Total | 112 | 493 | 17 | 1,381 |

Appendix D: Platform Analysis

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Twitter

Twitter is a mainly word based platform in which users share short 280 character count tweets. It is one of the most popular social media platforms for its brevity and its bend towards humor. Twitter is often used by brands to give a more personal flare to an organization. Many humorous and humanizing Twitter campaigns have been wildly successful for brands, making their publics feel personally connected to their organization. Twitter in a sense gives organizations a chance to lower their professionalism slightly in favor for a more conversational tone with their public. While it is still important to not cross a line into crass unprofessionalism, it still is a great opportunity for organizations to show some personality.

A21's Twitter presence is overall very strong. There is a strong brand that is carried out very well throughout the page. There is a strong engagement with the public and frequent calls to action on A21's Twitter. One thing that is lacking is the over repetition that exists on the page. While it is good to repeat tweets that speak of larger events, such as the A21 Walk for Freedom, it is important to still limit the number of times that similar content is released. Another practice that could help A21's Twitter presence is more humanization of the organization. While it may not be appropriate to use much humor for a nonprofit fighting human trafficking, A21 can still personalize its Twitter presence by taking on a more conversational tone, adding staff member bios and utilizing more hashtags.

Facebook

Facebook still remains a force to be reckoned with in the social media industry. With a large concentration of features, Facebook is one of the most versatile platforms in existence. On Facebook, you can share a large variety of content, from videos to industry updates. With very few content restraints, Facebook becomes an excellent resource for organizations. Being one of the most popular platforms in the world, organizations get the chance to share diverse content to an extremely diverse audience. Businesses on Facebook tend to be more professional and treat their pages as they would treat their website, except with a larger amount of direct engagement with their public.

A21's Facebook page utilizes all of Facebook's features extremely well. The video in the cover image section of A21's page is engaging and interesting, and there is an excellent amount of variety in the kinds of content shared. One thing that could be improved upon in A21's Facebook page is the lack of engagement that A21 has with commenters and posters on their page. Very rarely will A21 like or respond to comments on their posts. This has the possibility to make A21's public feel unheard and that their comment and share is not appreciated. Even by liking comments or responding with a short message thanking the commenter for their support can go a long way towards making the public feel like they are a part of A21 and their goal.

Instagram

Instagram is another very popular social media platform. While it has only recently started attracting businesses officially with the newer Instagram business profile option, organizations have always found ways to utilize this visually based platform. Instagram allows its users to post an image or a video and caption it. While there is no character limit with these

captions, many have found it much more well received to only do word heavy posts every now and then. Instagram also has an Instagram Stories feature, which allows users to post short videos and photos for a 24 hour time period. This has proven very effective for businesses, as more and more users rely on Instagram Stories to get quick information about organizations and the events they put on.

A21's Instagram page is very well put together. The feed is cohesive and Instagram Stories are utilized very well. They share visually strong images and videos and interesting designs coupled with powerful content. Similarly to Facebook, however, A21's engagement with their public is relatively low. While it is not necessary to respond to every comment, A21 could find it beneficial to start responding to some of the comments given and questions asked on their Instagram page. As of late, A21 has not been engaging with their public on Instagram, which, as stated before, does not make their public feel like they are an integral part of A21's vision being recognized. By engaging with their public in this way, A21 will see their public's loyalty increase.

YouTube

YouTube is an extremely popular video based platform. Videos can be shared and viewed from all around the world, making it one of the platforms that users spend the largest concentrations of time on. This provides an opportunity for organizations to reach a large and diverse public. While it is not as popular with organizations as Facebook and Twitter because of the constraints of it being a video-only platform, there are great opportunities for organizations with the ability to make strong video content.

The fact that A21 has an active account on YouTube already puts it ahead of other organizations and nonprofits. They post engaging content through which their purpose is clearly identified. The content they produce is original and diverse, from promos for campaigns, to stories from survivors, to recaps of their events. This makes for an engaging atmosphere on their page. However, they do not update their account with much frequency. The latest post was three days ago, then it jumps to 4 months ago, then 7 months ago. While it is unnecessary to post on YouTube with the same frequency as one posts on other social media platforms, it is good to have some consistency. Many have found having a specified time in which to post, such as every other Friday, helps engage the public and inspire traffic to the page.



Appendix E: Content Calendar

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Goal 1: Increase donations to The A21 Campaign.

Goal 2: To increase public engagement and loyalty to the cause of The A21 Campaign.

Objective 1: Increase donations to The A21 Campaign by 50% on Giving Tuesday than any other given day.

Objective 2: Increase awareness of The A21 Campaign by 500 people across platforms by Giving Tuesday.

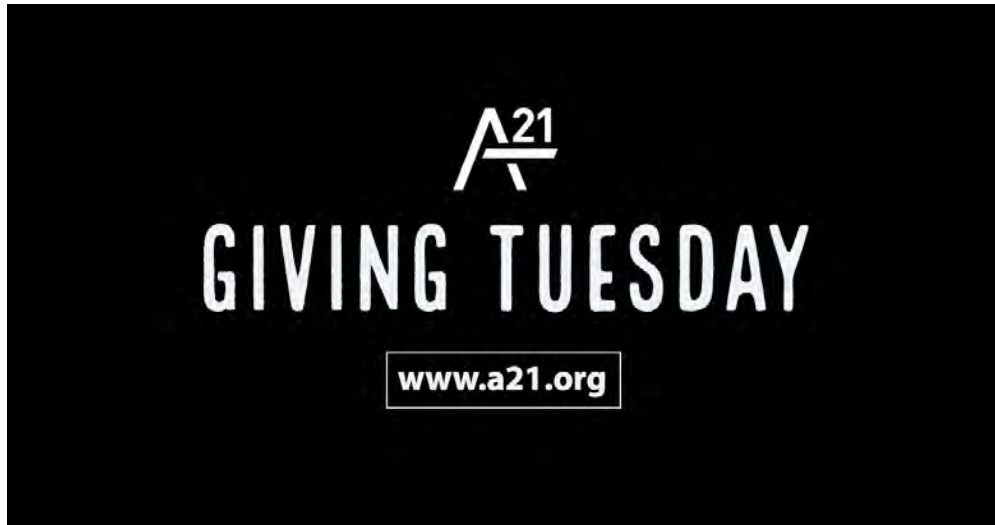
Objective 3: Increase the overall sentiment of the work that The A21 Campaign is doing by 30%.

| Date | Platform | Campaign Goal | Objective | Purpose | Audience | Strategy | Keyword/ Topic | Content of Post |
|-------|-----------|---------------|-------------------|---|--------------------------|--|---|--|
| 11/20 | Twitter | Goal 1 | Objective 1 and 2 | Introduce the Giving Tuesday Initiative | Time and monetary donors | Introduce the Giving Tuesday initiative and generate excitement through social media | Giving Tuesday/ Thanksgiving/ Blessings | "This Thanksgiving, are you thankful for your freedom? Bless someone else with this gift this Giving Tuesday, Nov. 27." Post with GT photo (IMG 2). |
| 11/21 | Facebook | Goal 1 | Objective 1 and 2 | Introduce the Giving Tuesday Initiative | Time and monetary donors | Introduce the Giving Tuesday initiative and generate excitement through social media | Giving Tuesday/ Thanksgiving/ Blessings | "This Thanksgiving, are you thankful for your freedom? Bless someone else with this gift this Giving Tuesday, Nov. 27." Add new cover image (IMG 1). |
| 11/22 | Instagram | Goal 1 | Objective 1 and 2 | Introduce the Giving Tuesday Initiative | Time and monetary donors | Introduce the Giving Tuesday initiative and generate excitement through social media | Giving Tuesday/ Thanksgiving/ Blessings | "This Thanksgiving, are you thankful for your freedom? Bless someone else with this gift this Giving Tuesday, Nov. 27." Post GT Photo (IMG 2). |

| | | | | | | | | |
|-------|-----------|--------------|-------------------------|--|---|--|---|--|
| 11/23 | YouTube | Goal 1 | Objective 1 and 2 and 3 | Introduce the Giving Tuesday Initiative | Time and monetary donors | Introduce the Giving Tuesday initiative and generate excitement through social media. Have celebrities involved. | Giving Tuesday/ A21's general purpose | A video with different scenes of A21 working with a call to donate on Giving Tuesday. Starts with "Happy Thanksgiving!" Have celebrities talk about A21. |
| 11/24 | Instagram | Goal 1 and 2 | Objective 1, 2 and 3 | Spread awareness about the Giving Tuesday Initiative as well as A21 in General | Time and monetary donors along with people who have never gotten involved in A21 yet. | Post an image encouraging people to donate to the Giving Tuesday Initiative and give information on what A21 has done in this past year. | Giving Tuesday/ A21's general purpose | Post a photo (IMG 3) and talk about the work that A21 has done this past year. At the end provide a call to donate this Nov. 27. |
| 11/25 | Facebook | Goal 1 and 2 | Objective 1, 2 and 3 | Spread awareness about the Giving Tuesday Initiative as well as A21 in General | Time and monetary donors along with people who have never gotten involved in A21 yet. | Post an image encouraging people to donate to the Giving Tuesday Initiative and give information on what A21 has done in this past year. | Giving Tuesday/ A21's general purpose/what they have done | Post a photo (IMG 3) and talk about the work that A21 has done this past year. At the end provide a call to donate this Nov. 27. |
| 11/26 | YouTube | Goal 1 and 2 | Objective 1, 2 and 3 | Spread awareness about the Giving Tuesday Initiative as well as A21 in General | Time and monetary donors along with people who have never gotten involved in A21 yet. | Tell people in more detail the work that A21 has accomplished this year | Giving Tuesday/ A21's general purpose/what they have done | Make a short video describing what A21 has accomplished this year. At the end ask people to donate on Nov. 27. |
| 11/27 | Snapchat | Goal 1 and 2 | Objective 1, 2 and 3 | Provide a final effort to get a large population to donate to A21 | Time and monetary donors along with people who have never gotten involved in A21 yet. | Spread awareness of the Giving Tuesday Initiative to a massive audience. | Giving Tuesday/ Abolitionist | Get a Snapchat filter for November 27 (IMG 4). |

Appendix F: Creative Pieces

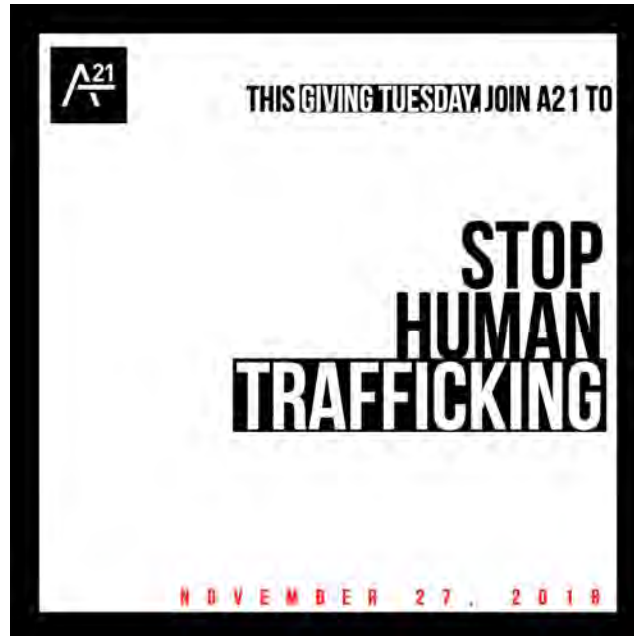
THE A21 CAMPAIGN



IMG 1



IMG 2



IMG 3



IMG 4