THE OCEAN CLEANUP

FINAL PROJECT
ADPR 5750: SOCIAL MEDIA ANALYTICS

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SEE > SUITE

@theoceancleanup

https://theoceancleanup.com

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ORGANIZATION OVERVIEW

MISSION STATEMENT

At The Ocean Cleanup, we are on a mission to rid the world's oceans of plastic. We made this our mission because we believe that the health of our oceans is essential for all life on Earth to prosper.

DATA OVERVIEW

@theoceancleanup
124.5k Followers

Aug 22, 2018 **Owned** Sept 22, 2019

June 1, 2019 **Earned** Sept 23, 2019

Owned Data

234 posts analyzed

Earned Data

9,708 posts analyzed

Platforms Analyzed

EXECUTIVE SUMMARY

BUSINESS PROBLEMS

The Ocean Cleanup is not the only organization working on getting rid of plastic in the world's oceans.

Not enough buzz around the organization's goals to clean the ocean, therefore, donations are not being received to full potential.

OUR GOALS

Increase awareness of the Ocean Cleanup by increasing engagement of consumers.

To analyze and understand the conversation surrounding The Ocean Cleanup's Twitter and the organization's other active social media platforms.

Make The Ocean Cleanup relevant to people that have never heard of the organization before and develop them to be loyal consumers.

KEY INSIGHTS

OWNED DATA

Tweets containing media of The Ocean Cleanup's technology advances and pictures of trash in the oceans and tweets about operation and technology will increase engagement.

EARNED DATA

Using humor when appropriate and engaging with political leaders, news sources and political influencers will increase engagement.

COMPETITIVE ANALYSIS

Posting more frequently and participating in popular hashtags will lead to more engagement.

QUESTIONS ADDRESSED:

OWNED DATA

What content type generates the most engagement?
Does the use of a hyperlink affect engagement?
Does the use of hashtags affect engagement?
What type of media generates the most engagement?
Where are the majority of our followers located?
What is the age range and gender of our followers?

EARNED DATA

What day of the week/time of day is best to post?
What topics should we avoid discussing -- negative feedback?
What topics initiate positive feedback?
What is the conversation like on each platform?

QUESTIONS ADDRESSED:

COMPETITIVE ANALYSIS

**What causes spikes in our competitor's engagements?
What platforms are most popular for our competitor?
What conversations is our competitor participating in that we are not?
What is our competitor doing on social media that we are not?**

NODEXL
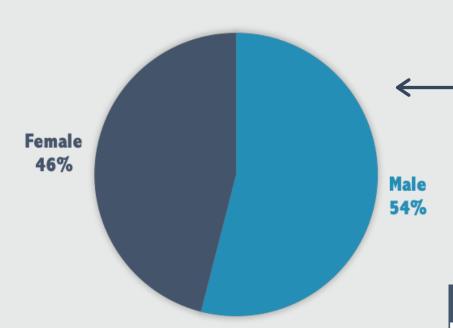
**What types of topics are people talking about that relate to our organization?
What types of tweets have the most engagement?
What groups of people should we engage more with on social media?**

OWNED DATA: DEMOGRAPHICS
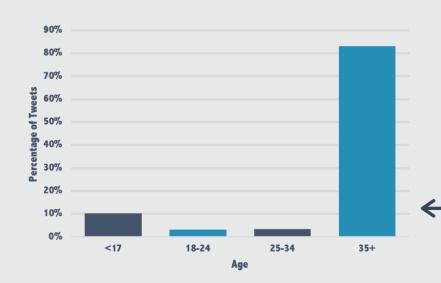
Most of our audience was male with only a 4% ratio difference to women.

Female 46%

Male 54%

A large chunk of our audience is in the US with the Netherlands and the UK following behind closely.

Geography	
United States	31.7%
Netherlands	13.9%
United Kingdom	9.0%
India	4.9%
Canada	4.6%
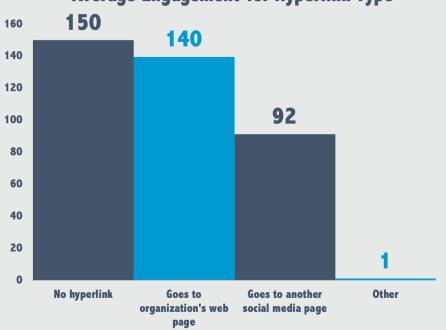
Over 80% of our total audience is age 35 or older.

Percentage of Tweets

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

<17   18-24   25-34   35+

Age

OWNED DATA: ENGAGEMENTS

Average Engagement for Hyperlink Type

- 150 — No hyperlink
- 140 — Goes to organization's web page
- 92 — Goes to another social media page
- 1 — Other

Posts that had no hyperlink received more engagement from the audience.
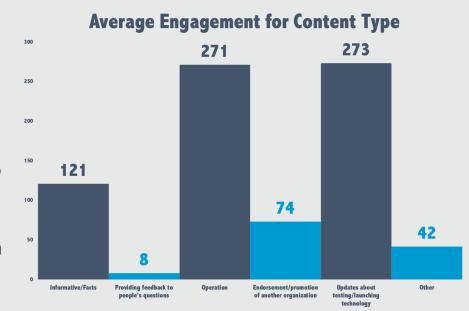
Most of the hyperlinks redirected the audience towards the organization's webpage or another social media page: Youtube.

The most engagement the audience showed were in the categories "Operation" and "updates about testing/launching technology".

There was not much engagement with tweets providing feedback to other people's questions.

The audience is most interested in listening about how the Ocean Cleanup technology activity.

Average Engagement for Content Type

- 121 — Informative/Facts
- 8 — Providing feedback to people's questions
- 271 — Operation
- 74 — Endorsement/promotion of another organization
- 273 — Updates about testing/launching technology
- 42 — Other
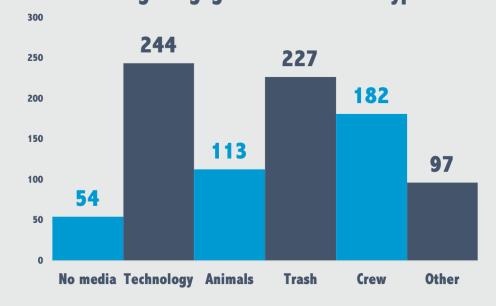
OWNED DATA: ENGAGEMENTS
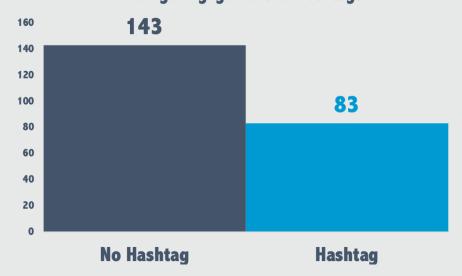
The Ocean Cleanup received more engagement with tweets that included media than tweets that included no media.

The media tweeted was predominantly about the technology used and the trash in the ocean.

Average Engagement for Media Type

Category	Value
No media	54
Technology	244
Animals	113
Trash	227
Crew	182
Other	97

Average Engagement for Hashtags

Category	Value
No Hashtag	143
Hashtag	83
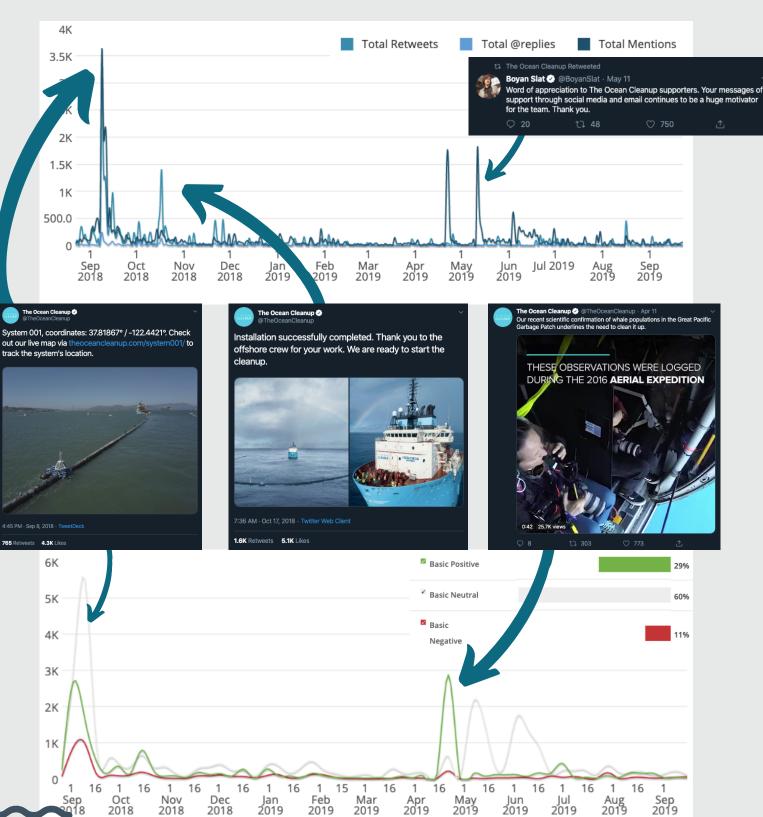
Tweets that included hashtags received less engagement from the audience than tweets that did not use hashtags.

Most of the posts that included hashtags did not use more than three in the same tweet.

THE OCEAN CLEANUP'S TWITTER CONVERSATIONS

The Ocean Cleanup Retweeted

Boyan Slat @BoyanSlat · May 11
Word of appreciation to The Ocean Cleanup supporters. Your messages of support through social media and email continues to be a huge motivator for the team. Thank you.

💬 20   🔁 48   ♡ 750

The Ocean Cleanup @TheOceanCleanup
System 001, coordinates: 37.81867° / -122.4421°. Check out our live map via theoceancleanup.com/system001/ to track the system's location.

4:45 PM · Sep 8, 2018 · TweetDeck
765 Retweets   4.3K Likes

The Ocean Cleanup @TheOceanCleanup
Installation successfully completed. Thank you to the offshore crew for your work. We are ready to start the cleanup.

7:36 AM · Oct 17, 2018 · Twitter Web Client
1.6K Retweets   5.1K Likes

The Ocean Cleanup @TheOceanCleanup · Apr 11
Our recent scientific confirmation of whale populations in the Great Pacific Garbage Patch underlines the need to clean it up.

THESE OBSERVATIONS WERE LOGGED DURING THE 2016 **AERIAL EXPEDITION**

0:42   25.7K views
💬 8   🔁 303   ♡ 773

☑ Basic Positive 29%
✓ Basic Neutral 60%
☒ Basic Negative 11%

OWNED DATA: RECOMMENDATIONS

1

Post more frequently and be sure to include media in the majority of posts if not all.

2

Be sure to post about operations and technology updates and include media with video/images of trash and technology.

3

Participate in popular hashtags as this will allow for greater reach.

EARNED DATA: TWITTER

800
600
400
200
0

Sun 26
May 2019 | Sun 9
Jun 2019 | Sun 23
Jun 2019 | Sun 7
Jul 2019 | Sun 21
Jul 2019 | Sun 4
Aug 2019 | Sun 18
Aug 2019 | Sun 1
Sep 2019 | Sun 22
Sep 2019

MOST BUZZED ABOUT TWEETS

Doop
@ajzfern

Did you know that the $1Billion + that has been donated to Notre Dame would be enough to clean up all of the Great Pacific Garbage Patch?
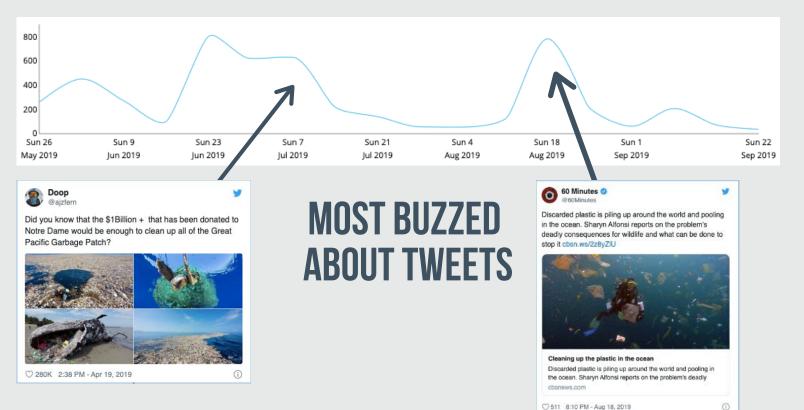
♡ 280K   2:38 PM - Apr 19, 2019

60 Minutes
@60Minutes

Discarded plastic is piling up around the world and pooling in the ocean. Sharyn Alfonsi reports on the problem's deadly consequences for wildlife and what can be done to stop it cbsn.ws/2z8yZlU

Cleaning up the plastic in the ocean
Discarded plastic is piling up around the world and pooling in the ocean. Sharyn Alfonsi reports on the problem's deadly
cbsnews.com

♡ 511   8:10 PM - Aug 18, 2019

TOP INFLUENCERS

Doop @ajzfern	Bio	**12.5**	19.6k	8.61k	2.4k
막내 공주 🌸 @haooppa	Bio	**9.7**	193k	7.74k	394
60 Minutes @60Minutes	Bio	**8.7**	22k	1.03M	401
Boyan Slat @BoyanSlat	Bio	**4.7**	2.27k	71.6k	101
The Ocean C... @TheOceanCleanup	Bio	**4.6**	1.08k	105k	122

SENTIMENT BREAKDOWN

POSITIVE: 12%
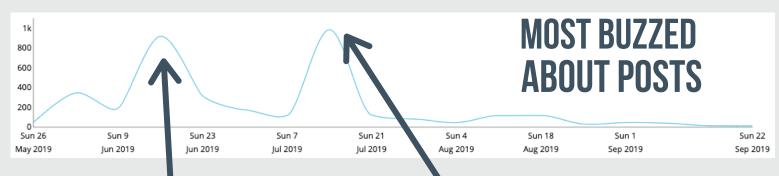
NEGATIVE: 54%

NEUTRAL: 33%
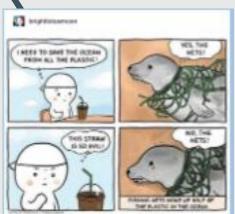
EARNED DATA: TUMBLR

MOST BUZZED ABOUT POSTS

SENTIMENT BREAKDOWN

POSITIVE: <1%
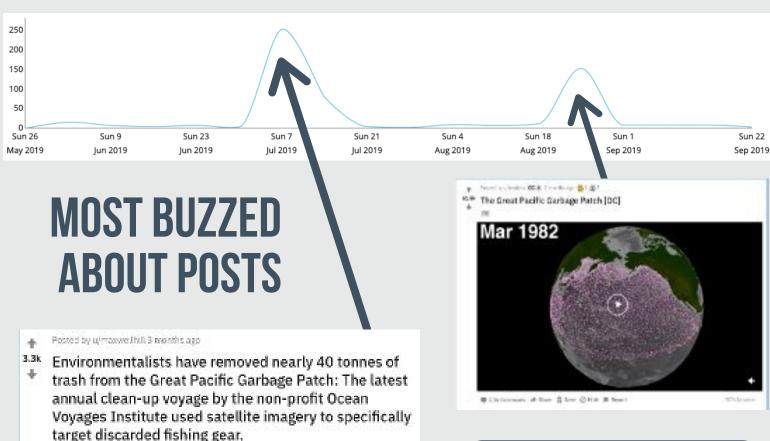
NEGATIVE: 85%

NEUTRAL: 14%

EARNED DATA: REDDIT

MOST BUZZED ABOUT POSTS

The Great Pacific Garbage Patch [OC]

Mar 1982

Posted by u/maxwellhill 3 months ago

3.3k

Environmentalists have removed nearly 40 tonnes of trash from the Great Pacific Garbage Patch: The latest annual clean-up voyage by the non-profit Ocean Voyages Institute used satellite imagery to specifically target discarded fishing gear.

weforum.org/agenda...

182 Comments   Share   Save   Hide   Report

The major of our sentiments across platforms was negative. This is due to that fact that the topic of pollution and garbage in the ocean is generally a negative subject.

SENTIMENT BREAKDOWN

POSITIVE: 12%

NEGATIVE: 60%

NEUTRAL: 28%

EARNED DATA: RECOMMENDATIONS

1

Restrict tweeting to 10am since that is the busiest hour of the day that users are buzzing about The Ocean Cleanup.
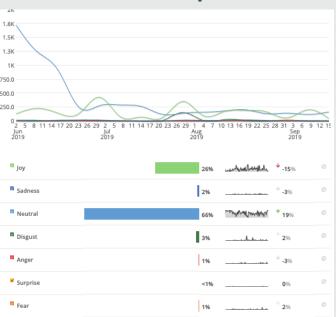
2

Post more attention-grabbing images for an increase in likes and reblogs on Tumblr.

3
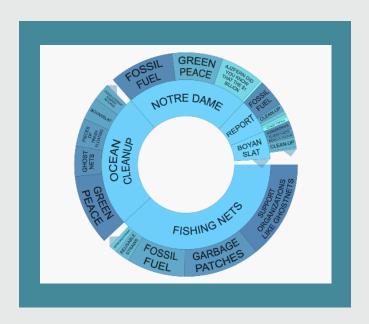
Create more informative posts on all social media platforms to show users that The Ocean Cleanup is making successful changes to our oceans for an increase in buzz.

CROSS PLATFORM CONVERSATION DATA
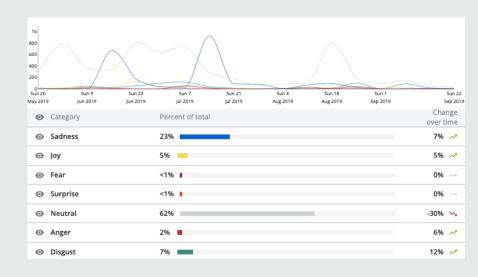
The Ocean Cleanup Sentiment

Joy	26%	↓ -15%
Sadness	2%	↓ -3%
Neutral	66%	↑ 19%
Disgust	3%	2%
Anger	1%	↓ -3%
Surprise	<1%	0%
Fear	1%	2%

Topic Monitor Sentiment

Category	Percent of total		Change over time
Sadness	23%		7% ↗
Joy	5%		5% ↗
Fear	<1%		0% →
Surprise	<1%		0% →
Neutral	62%		-30% ↘
Anger	2%		6% ↗
Disgust	7%		12% ↗

Generally, the emotions generated from our organization's monitor were more positive and neutral (26% Joy, 66% Neutral).

Generally, the emotions generated from our topic monitor were more negative and neutral (62% Neutral, 23% Sadness, 7% Disgust).

Twitter, Tumblr and Reddit were most popular sources
Most engagement comes from viral images @ajzfern is an influencer that tweets about mostly political topics
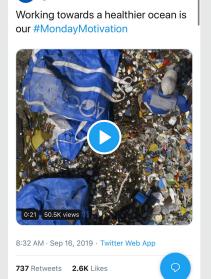
COMPETITOR ANALYSIS

4Ocean™

Founded in 2017, 4Ocean is a company established in Boca Raton, Florida to sell bracelets made out of plastic and recycled materials to fund the removal of trash from the oceans.

Spike analysis for 4Ocean's Twitter shows high volume in the mont of June in 2019.

Just like The Ocean Cleanup, most of the company's conversation is on Twitter.

Forums 4.1%
Other 5.1%
Tumblr 19.1%
Twitter 71.7%

Topic wheel demonstrates the most talked about word/ related topics to 4Ocean's witter.

4ocean @4ocean

Working towards a healthier ocean is our #MondayMotivation

0:21   50.5K views

8:32 AM · Sep 16, 2019 · Twitter Web App

737 Retweets   2.6K Likes

4ocean @4ocean

Check out what 4ocean Florida saw during their daily cleanup. #4ocean #ManateeMonday

9:22 AM · Sep 9, 2019 · Twitter Web App

208 Retweets   1.5K Likes

4Ocean uses hashtags more frequently and participates in popular hashtags. They also include media in all of their tweets.

NETWORKS BY NODEXL

Cleaning up Hazardous Waste

realdonaldtrump

Cleaning the Rivers

Collecting Plastic in the Ocean

theoceancleanup
plasticmakers

More Plastic in the Ocean than Fish in 2050

Stopping Plastic from Entering Ocean

Plastic Kills Marine Life

demwrite

Trash in Ocean

lrnmans

Boyan Slat Introduces Invention

Robots Cleani... Ocean

Stainle... Steel Straws

freakin_dani

Preventing Plastic in Rivers from Entering...

ap_europe

Plastic Crisis in Oceans

NETWORKS BY NODEXL
KEY FINDINGS

Cleaning up Hazardous Waste

realdonaldtrump

Donald Trump tweeted about cleaning up hazardous waste and preventing it from entering the Pacific Ocean. This generated a lot of buzz because he mentioned Nancy Pelosi.

Donald J. Trump ✔
@realDonaldTrump

Follow

....We should all work together to clean up these hazardous waste and homeless sites before the whole city rots away. Very bad and dangerous conditions, also severely impacting the Pacific Ocean and water supply. Pelosi must work on this mess and turn her District around!

4:29 AM - 26 Oct 2019

19,487 Retweets **81,814** Likes

7.0K   19K   82K

NETWORKS BY NODEXL KEY FINDINGS

The organization, #breakfreefromplastic, tweeted @CocaCola bringing attention to their massive production of plastic.

breakfreefromplastic
@brkfreeplastic

BREAKING: @CocaCola, @Nestle and @PepsiCo named top plastic polluters for SECOND year in a row.

It's time we held them to account.

Read the full #BreakFreeFromPlastic #BrandAudit2019 report: bit.ly/BrandAudit2019…

1:00   10.4K views

10:03 PM · Oct 22, 2019 · Twitter Web App

369 Retweets   397 Likes

Collecting Plastic in the Ocean

theoceancleanup
plasticmakers

NETWORKS BY NODEXL
KEY FINDINGS

Danny DeVito ✓
@DannyDeVito

Your shrine honors me. My heart is filled with love and garbage.Tomorrow, as you may know, is my name day. Do something that makes you feel good. Above all be kind to each other. Pick up trash, recycle, and be aware of plastics in the ocean.

A college bathroom hides a bizarre Danny DeVito shrine, and we have questions
It suggests leaving an offering, like an egg in this trying time.
🔗 mashable.com

1:13 PM · Nov 16, 2018 · Twitter for iPhone

90.3K Retweets **288.7K** Likes

Educating Liberals
@Education4Libs

Greta Thunberg:
-16 yrs old
-No accomplishments
-Has no practical solutions
-176M Google results

Boyan Slat:
-Invented the first ocean plastic cleanup system at 16 yrs old
-Requires no economic destruction
-270k Google results

But they don't want solutions, they want more taxes

10:20 PM · Oct 5, 2019 · Twitter for iPhone

31.3K Retweets **89K** Likes

We also looked at what tweets received the most engagement surrounding our topics in NodeXL. These three tweets has some of the highest engagement and went viral on several social platforms.

Ben See
@ClimateBen

RT @ClimateBen: Remember:

1. The oceans are being killed.
2. Forests will soon be gone.
3. Fertile soil is disappearing.
4. Megafauna risk...

6:15 PM · Mar 9, 2019 · Twitter for iPhone

143.7K Retweets **258.2K** Likes

NETWORKS BY NODEXL RECOMMENDATIONS

1

Tweets engaging with political figures or celebrities, tend to generate the most buzz. Hence the tweet from Donald Trump and the tweet where Danny Devito mentioned plastic waste.

2

Tweets mentioning a large, well-know organization, such as Coca-cola/tweets on ways to reduce plastic production received more enagagments.

3

Tweets containing updates on the ocean cleaning system and innovation generally carry more engament.

ACTIONABLE STRATEGY & PROPOSED NEXT STEPS

1 Across all platforms The Ocean Cleanup should focus on posting about innovation and technology updates. The organization stands out from competitors and has gained the interest of people because of its unique innovation strategies to clean the ocean. Posting teaser posts leading up to the announcement of updates could excite our audience and increase engagement.

2 The Ocean Cleanup should begin using hashtags that pertain to popular and relevant conversations across social platforms. Conservation, sustainability and climate change are hot topics and the organization should begin participating more in these conversations as it can boost reach and engagement and our successful competitors are doing so already.

3 The Ocean Cleanup should begin engaging with political leaders and influencers on social media. We noticed that some of the greatest spikes in engagement came from the opinions of influencers going viral. Partnering with influencers for a fundraiser or event of some sort could gain a lot of attention.

4 The Ocean Cleanup should become more consistent with their posting. Our competitors and other successful social media accounts have much more frequent posting that The Ocean Cleanup. One of the main weaknesses is that the organization is not consistent with posting but through posting more by participating in popular hashtags, engaging with influencers and posting more updates this could greatly increase the organizations engagement.