



World Vision®

**Best Social Media Practices in Preparation for
Giving Tuesday: World Vision**

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Analysis and Recommendations

Data Analysis

As a result of the social media research conducted, it can be said that there is much potential for growth in the social media presence of World Vision. The social media accounts and activity of World Vision reach more countries than its competitors, resulting in global support for a global organization. World Vision is able to keep up with newsmaking global events, since its media exposure corresponds with global humanitarian crises. First, Twitter is a large platform that this organization uses effectively and results in a large reach. Since the humanitarian work done by World Vision closely correlates with many global crises that are newsworthy, it is worth promoting the organization and its work as news breaks. There is a high volume of interaction on Twitter, and the content shared results in retweets. World Vision's Twitter following is loyal and far-reaching. Facebook is a promising platform, since it has the widest reach, with millions of users. Since the interaction rate with content is low, it is pertinent that World Vision capitalize on improving their Facebook platforms for a larger ROI.

The Share of Voice of World Vision can be improved, since it is half that of its competitor Samaritan's Purse. This competitor is worth watching to keep up with their practices. World Vision, however, has a higher sentiment value than Samaritan's Purse, but is edged out by Compassion International. This can be improved slowly by developing more of a brand voice and promoting the good programs implemented by the organization.

World Vision can also improve its Share of Voice by listening to the strategies of competitors and implementing the trends of Instagram, as seen in the practices implemented by competitors.

Key Findings

- A major opportunity that has been identified is the global reach of World Vision's social media. This can be taken advantage of by coordinating the accounts of multiple countries in order to implement best practices across the board.
- Another opportunity is the reach of World Vision's Facebook presence. Millions of people have the potential to interact with Facebook content, and this can be strengthened by publishing a variety of content, and communication between the global accounts and pages.
- A problem seen from this research is the Instagram content and reach. World Vision has yet to stay on top of Instagram trends, which reduces the potential ROI Instagram could produce. The first step would be to listen to the successful profiles

of competitors to keep track of trends and best practices. The next step would be to target keywords and hashtags in areas where World Vision could dominate the conversation. The third step would be posting more often or at least having a consistent posting schedule. Utilizing Insights on Instagram can help with this to know when users are most likely to see posts. Fourth would be improving the content of posts and utilizing new technology. This would start with posting more artistic and visually pleasing photos. Even a more skilled photographer or knowledge of editing would help in this area. Including more hashtags in posts attracts more attention from the search results of users. Taking a more behind-the-scenes approach and utilizing the Instagram Stories feature would also improve the content of posts.

- A strong point of World Vision's media that has not been utilized is YouTube. This organization has developed an exceptional YouTube platform in terms of content, yet does not attract the optimal reach and following. A remedy for this would be promoting the YouTube content on other social media platforms, and even the website.

Next Steps and ROI

- The implementation of these identified social media strategies would overall be expected to produce a 10% increase in social media following and interaction over the next few months.
- With the implementation of a Giving Tuesday campaign, and improvement of attracting donors through hashtags, a 5% increase in quantity in donations as a result of social media can be expected over the next month.
- The improvement of platforms that draw less traffic and interaction can result in improvement in brand voice and reputation, improving the sentiment value of the organization to 4.01 from 3.98 in the next six months.

Appendix A

I conducted analysis through Hootsuite of World Vision and its competitors' presence on Instagram and their real and potential contributions to select keywords. I selected Instagram because through my research in Meltwater, I found that World Vision has a sizeable reach on Instagram, but relatively low engagement. By analyzing the reach in which World Vision could increase, we are able to see potential areas in which the competition has not dominated, and carve a path there. The keywords analyzed for Instagram are #worldvision (to evaluate the discussion around the brand), #childsponsorship (since this is a large part of what World Vision does), and #donation (to evaluate the conversation around giving to prepare for Giving Tuesday; this keyword was also found through Meltwater). The competitors analyzed are Samaritan's Purse and Compassion International.

#Worldvision

Most of the conversation taking place on Instagram around this keyword is centered around the international reach of World Vision and its child sponsorship program. Users implementing this tag can be seen training for World Vision's marathon team, receiving their child sponsorship materials in the mail, coordinating their nonprofits with the work of World Vision, and showcasing the global nature of World Vision in its many accounts reaching many different countries. This tag is used relatively often, with 53 users implementing this tag in the past day.

As an organization, World Vision can take advantage of this tag by paying attention to it. An effective way to grow user engagement would be to repost users' posts that highlight the international reach of World Vision or the satisfaction with the child sponsorship program. This would allow other users to see concrete effects of the ministry of World Vision, and be aware of ways in which they can donate and see where their money goes. A way to increase the use of this tag would be to implement a photo contest, or even repost content across the many accounts World Vision has around the world.

#Childsponsorship

This tag has fewer uses, with thirteen in the past day, but is a very relevant tag that can be useful and have immediate results, since users may be willing to donate and sponsor a child if they search for this tag. This tag is mostly made up of organizations that offer child sponsorship, of which there are several. Undoubtedly, World Vision is the largest out of the competitors listed under this tag. However, World Vision was only tagged once in this conversation. Since this program is a large part of what World Vision. The organization can take advantage of this by dominating the Instagram conversation on child sponsorship. They can also feature posts from

users who use this tag, if not in actual posts, at least in stories, increasing their influence in this area.

#Donation

Under this tag, there are many causes and charities that ask for donations. The quality of these posts seem to be relatively organic, unaffiliated, and lower in quality. Users may search this hashtag when in search of causes in which to donate. World Vision can contribute to the conversation in this area by highlighting the different programs offered, the mission of World Vision, and the beneficial work that is already being done, giving users a reason to want to donate. They can even include a swipe up feature in the Stories feature to instantly link to a donation page, or link to their website in their bio section in their profile.

@Samaritanspurse

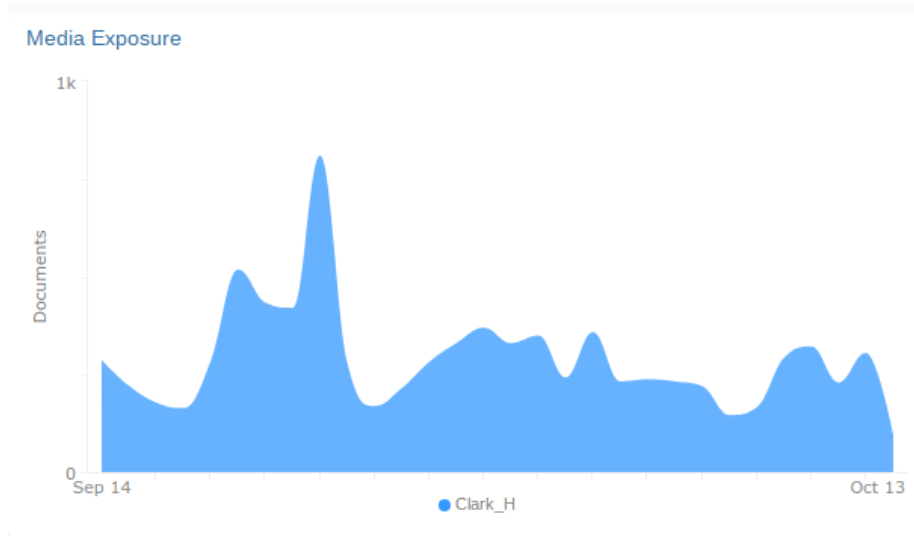
This user has an average of five times more likes per post than @worldvision, with Samaritan's Purse averaging 1,000 likes, while World Vision has several hundred. Even though Samaritan's Purse has an influential figure at the head of their organization that is featured in the Instagram and may draw attention, World Vision can still implement practices to gain a following. Practices that are used by this account that draw a following and can be utilized by World Vision are multiple hashtags per post, multiple photos per post, the use of video, and higher quality images.

@Compassion

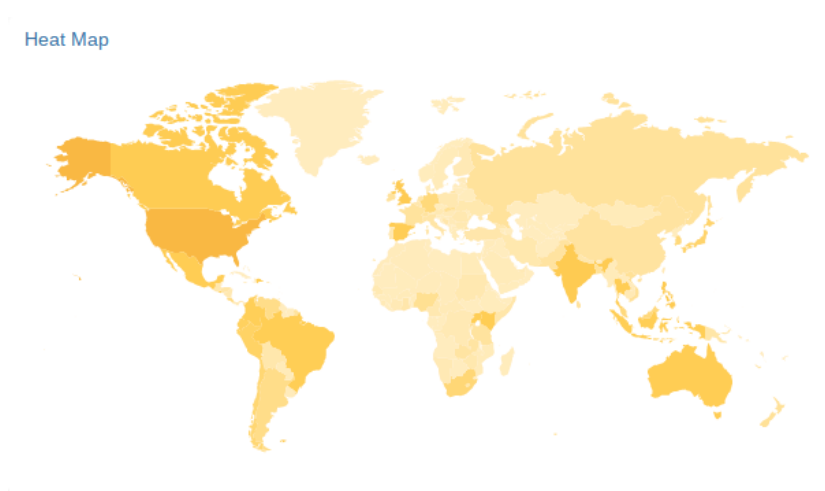
Compassion International also has an equal amount of likes to Samaritan's Purse, even though its share of voice is much smaller, as seen in Appendix B. Some best practices utilized by this organization are geotagging, the practice of adding the location of the photo in the post, multiple hashtags per post (that do not interfere with the caption), providing behind-the-scenes content, individual profiles of people around the world, and using Instagram for what it is: a photo sharing platform. Compassion International focuses on the quality of the image first, since that is what catches a user's eye. If an image is visually enticing, it will attract traffic, as seen in the amount of likes on the post. The hashtags are below the content of the caption, so they are not distracting to the user viewing the post. Adding the location of a photo instantly indicates the global nature of the organization. Personalizing the content on Instagram rather than using it to advertise other online presences is a good practice for World Vision to implement.

Appendix B

Meltwater Dashboard based on the social reach and sentiment of World Vision:



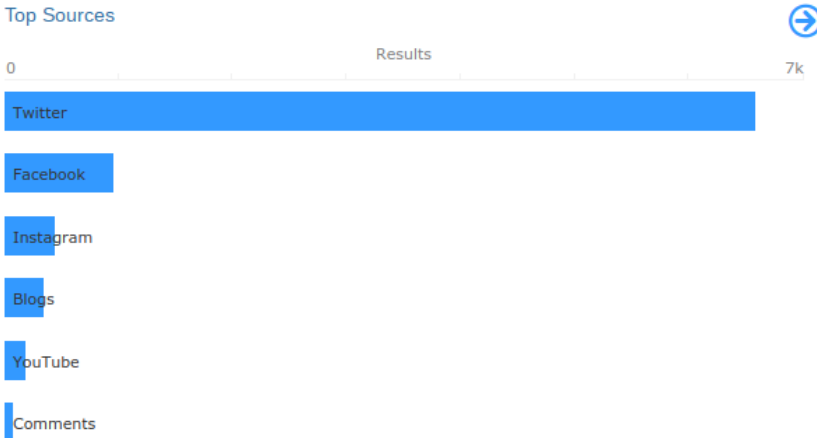
This is the media exposure of World Vision over the last 30 days. On September 22, exposure reached a dramatic peak, then fell dramatically over the next day. These days coincide with Hurricane Maria, so it could be possible that this event contributed to the sharp peak in exposure. It could have reached a peak along with the peak in conversation about Maria. The drop could have coincided with the drop in discussion about the hurricane.



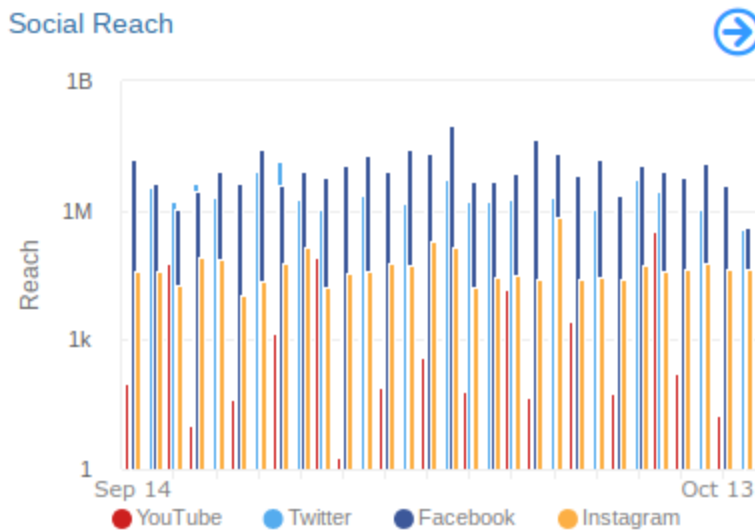
This heat map indicates that World Vision receives the most exposure in North America, since it is based there. However, World Vision has much more of a global social presence than its competitors, in both industrialized and lesser industrialized nations. Since their reach is so far-reaching, especially in North and South America and Southeast Asia, the organization can



leverage this by increasing social media activity from these hubs. Based on the sources chart below, World Vision has many Instagram accounts corresponding to its global reach, but could use more Twitter accounts to leverage its reach and create more buzz from those different nations.



It seems as if users tend to engage with World Vision on Twitter the most. The organization can continue this trend by reaching out to influencers, or offering to work with other nonprofits to increase Twitter feedback. As evidenced by the reach chart below, World Vision has the highest reach on Facebook, but lower engagement. The organization can increase their engagement by employing best practices over their many Facebook accounts, or collaborating and having continued contact among the international accounts to share best practices. Since there are many accounts, the less successful ones can learn from those that are more successful. World Vision can also consider launching campaigns to increase user engagement and center content around certain topics.



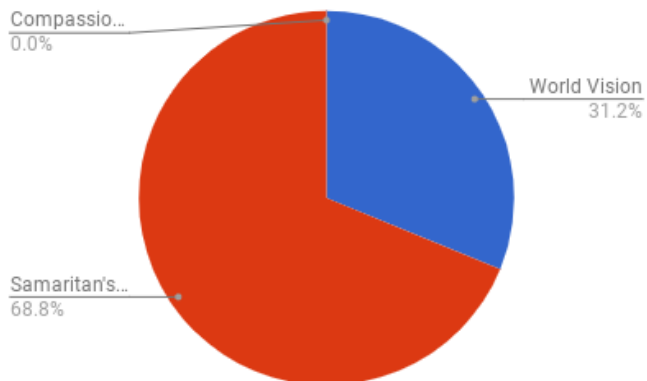
Appendix C

Share of Voice Report for World Vision and Competitors:

Social Comments	Positive	Neutral	Share of Voice	Negative
World Vision	4,196	3,749	7,945	451
Samaritan's Purse	6,361	11,100	17,461	4,712
Compassion International	38	28	66	3

Share of Voice Percent	
World Vision	31.12%
Samaritan's Purse	68.55%
Compassion International	0%

Share of Voice:



Sentiment Scores	
World Vision	3.89
Samaritan's Purse	3.15
Compassion International	4.01

Based on the data, it is apparent that World Vision and Samaritan’s Purse dominate the social media share of voice in terms of Christian humanitarian organizations. However, Samaritan’s Purse has nearly double the share of voice in the social sphere. Even though World Vision was able to reach more countries around the world, Samaritan’s Purse still has the edge on share of voice. Even though World Vision is more widely reached, Samaritan’s Purse is able to leverage its base in the U.S. and create social buzz in that way. World Vision has an opportunity to increase its share of voice by leveraging the impact it has in other countries and reaching global audiences. Samaritan’s Purse and World Vision both have a solid Twitter presence, but Samaritan’s Purse is able to have a larger base on Facebook than World Vision. World Vision, however has a higher sentiment score. World Vision can continue this by highlighting programs rather than controversy, as Samaritan’s Purse sometimes is associated with.



Appendix D

The four platforms outlined in this analysis are Twitter, Facebook, Instagram, and YouTube.

Twitter

Overview

Twitter is a microblogging social network in which users are allotted 140 characters per tweet, or post. Recently, Twitter has allotted 280 characters to a select amount of influential users since the platform has grown in its content sharing and the prevalence of using multiple tweets in succession. Users are able to share their thoughts, as well as content such as photo, video, and external links. Twitter is also the birthplace of the hashtag, tags users can apply to their posts to attract traffic from certain searches, or more commonly used by users as creative tools. Businesses use Twitter to broaden their reach. Since Twitter has gained the reputation of being a very informal platform, it has allowed brands to create a voice, whether it be humorous, quirky, or academic. The most successful brands have innovated ways to create a voice. Twitter is also a way in which businesses can reach out to and interact with audiences. If users interact with or mention brands on social media via hashtag or mention, brands can respond promptly, building their reputation.

Some best practices that can be employed on Twitter are sharing photos and video, responding to users who mention business promptly, creating a unique and distinct voice, and addressing PR crises in a timely manner.

Applying Best Practices

In order for World Vision to align better with best practices, they can better reference collaborators and projects. Based on Hootsuite research, the engagement World Vision receives on Twitter is mainly via retweets and tags. There were a number of organizations and businesses World Vision collaborated with who mentioned World Vision who were never mentioned in return.

Facebook

Overview

Facebook is a social networking platform in which users can create profiles and connect with friends. There are pages that they can follow and interact with, and varieties of content can be shared, such as photos, video, and external links. Personal profiles include a timeline, which is a chronological log of posts, and posts that the user is tagged in. Brands utilize Facebook to build a community of loyal brand followers, and the platform allows brands to share content in larger formats than other social media platforms. Facebook also can act as an open forum, as discussions often take place in the comments sections of posts.

Some best practices that can be implemented for Facebook are allowing users to post to the brand's page, and following the competition to keep up with trends, posting videos and photos over simple text, and reducing the amount of text in posts.

Applying Best Practices

In order for World Vision to align better with best practices, they can allow, even temporarily, for users to post on their page for the sake of testimonials and reach. Also, they can start to track with other humanitarian organizations that have more successful Facebook pages in order to improve their practices. Lastly, the other World Vision pages can take a cue from the success of the USA page, implementing more visual-heavy content rather than text-heavy content.

Instagram

Overview

Instagram is a photo-sharing platform in which users have profiles, and can follow and like other posts from other users. Users can post multiple photos at a time, videos up to one minute, and can implement other apps such as Boomerang, a feature in which photos appear to move back and forth. Instagram also has a Stories feature, in which users can upload content that disappears after one day. Photos and videos can include stickers, text and drawing overlays. Users can also go live, where other users can view them in real time as they cast video. Brands use Instagram to connect with users and share exclusive content. They can develop a loyal following by sharing quality visual content and giving users a look into their brand.

Some best practices that can be applied are utilizing the Stories and Live features, developing a visually pleasing feed, combining photos and video, and allowing users to interact with their brand.

Applying Best Practices

In order for World Vision to align better with best practices, they can combine the use of photos and video, utilize the Stories feature, possibly allowing different centers in different parts of the world to utilize it, and interacting with users more. They can utilize contests to interact with users, and also people who participate in the ministry, sponsoring children and volunteering.

YouTube

Overview

YouTube is an online video sharing and hosting site. YouTube allows users, or creators, to post videos and interact with communities. The types of videos that users can post are expanding, including 360 degree video, in which viewers can toggle the view of the video to see multiple dimensions at once, and live cast, in which users can record videos live and post them to YouTube. Users can subscribe to channels, which means they can automatically keep track of when their favorite creators post on their channels, or pages. Subject matter of videos varies endlessly, and users can also create playlists to group related videos. Comments sections of YouTube videos can



become online forums as well, where users give feedback on other users' videos, or discuss topics related to the video's content.

Best practices for YouTube include a high resolution profile image, creating playlists for easier user interaction, creating an effective channel trailer, and connecting other social media profiles to the YouTube channel.

Applying Best Practices

In order for World Vision to align better with best practices, they can occasionally post content that is longer in length, since most of their videos fall within the two minute range. In order to receive more views, they can share links to their videos via Twitter to promote their content, since their channel is good quality overall.