

# Social Media Analysis

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**HELPING GROW ALZHEIMER'S ASSOCIATIONS  
MA/NH ACCOUNTS**

							
Dana-Farber Cancer Institute/The Jimmy Fund							
American Cancer Society							
American Heart Association							
American Red Cross							
Hilarity for Charity							
Lewy Body Dementia Association							
American Lung Association							
Alzheimer's Association							

## Dana-Farber Cancer Institute

*Too small of an organization to have individual accounts for chapters- may not have many chapters.*

@danafarber\_breast  
@friendsofdanafarber

## American Cancer Society

*They have separate accounts for every state it appears but not a lot of following on each or traction. Has a New England X account.*

### Colorado

- [Facebook](#)
- [Instagram](#)
- [Linkedin](#)

### Massachusetts

- No Facebook
- [X](#)

## American Heart Association

*Bigger states have separate accounts for each chapter such as California. Yet they have a Western States Youtube channel.*

### California

- [California Twitter](#)
- [Southern California Insta](#)
- [Southern California Facebook](#)

### Massachusetts

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

## American Red Cross

*Mostly broken up by state but more populated areas would be broken up into different chapters.*

### Wisconsin

- [Facebook](#)
- [X](#)
- [Youtube](#)
- [Instagram](#)

### Greater NY

- [Instagram](#)
- [Linkedin](#)
- There are more

## Hilarity for Charity

## Lewy Body Dementia Association

*Appears that there are only the central channels*

## American Lung Association

*Bigger states have separate accounts for each chapter such as California. Yet they have a Western States Youtube channel.*

### California

- [California Twitter](#)
- [Southern California Insta](#)
- [Southern California Facebook](#)

### Massachusetts

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

# CASE STUDY: RED CROSS GREATER NY

Followers



5K

7K

70K

1.14K

14K

## INSTAGRAM

Not a lot of engagement

## LINKEDIN

For a large following the engagement isn't very proportionate. Posts similar content as the Instagram, sometimes same posts and some different.

## FACEBOOK

Not much engagement. Same posts as the Instagram (they are connected so makes sense).

## YOUTUBE

1-2 posts her month. Range of 15-200views. Not many comments

## TWITTER

A lot of engagement in terms of views

# A CLOSER LOOK AT THE INSTAGRAM

*Of the last 10 posts*

## Likes

*Average: 24.7*

## Followers

*5,254*

## Comments

*0-1 usually*

## Type of Content

*Events and graphics*

## Highlights

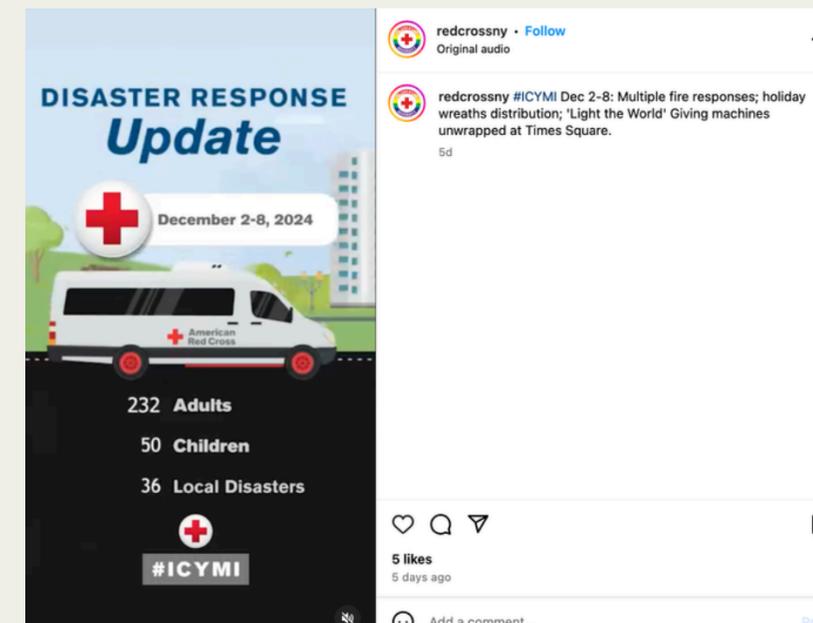
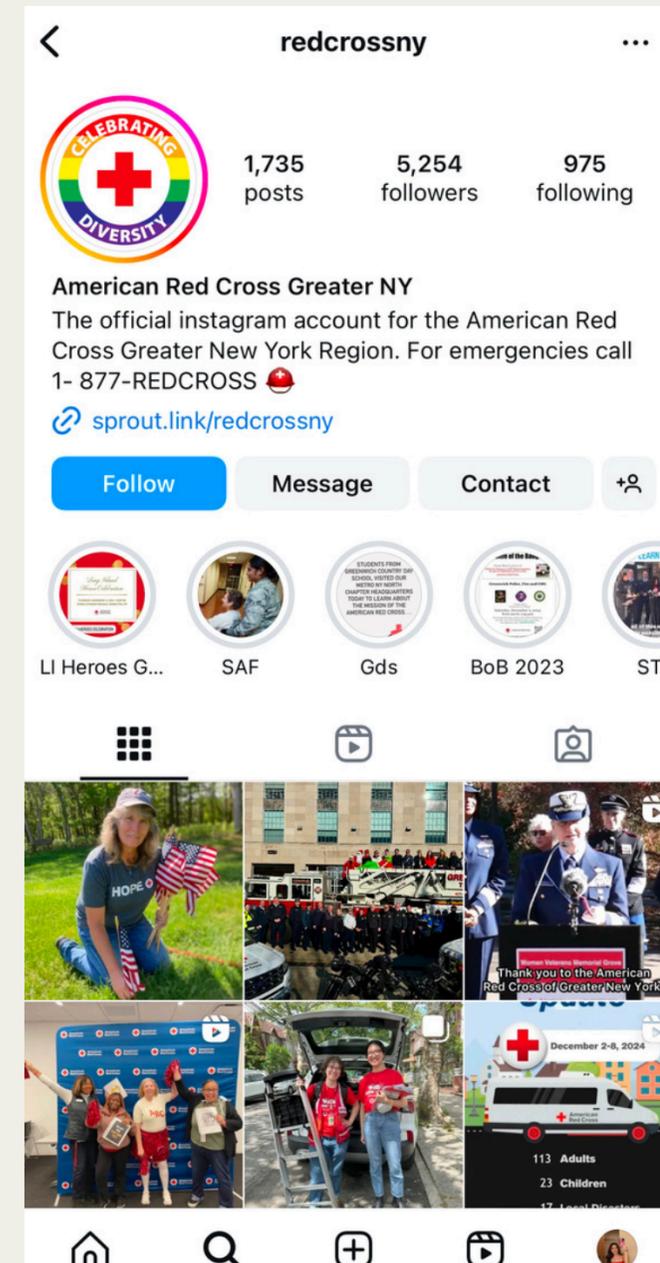
*20 +*

## # of Posts

*1,735*

## Frequency

*About 1 post per day*



What non-profit do you think we compare to in size, resources of chapters etc? ,

# Alzheimer's Association Analytics Comparison

## **Likes**

*15-20 comments*

## **Followers**

*4,513*

## **Highlights**

*8*

## **# of Posts**

*2577*

## **Comments**

*0-1 usually*

## **Type of Content**

*Events and graphics*

## **Frequency**

*About 1 post  
per day*

# OBSERVATIONS

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## **Instagram isn't very popular**

Of all of the platforms, Instagram looks to have the smallest following often. This could be due to the type of population

## **Bigger organizations are going to have more options**

The bigger the organization, the more accounts but doesn't mean that have more engagement

**In comparison we are doing very well!**

## **X (Twitter) is actually very popular**

Between likes and comments it tells you how much the post has been viewed but still not a ton of engagement

# IDEAS

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- *Joint posts with main account*

- *Engagement with other accounts and our posts*

- *More personal stories/infographics*

- *Follow other non-profits*

- *Tailoring the account to the audience*

# *Tiktok observations*

## American Cancer Society

**Followers: 27.9K**



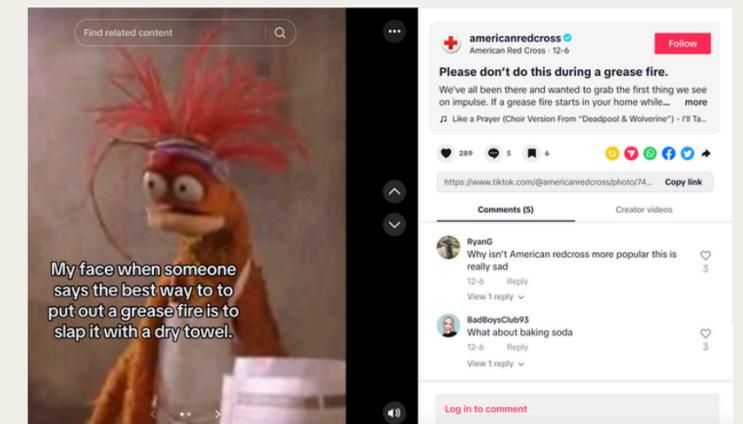
## American Lung Association

**Followers: 3073**



## American Red Cross

**Followers: 855.6K**



# HONORABLE MENTIONS

 **americanredcross**  22h

When someone uses a dry towel to slap a grease fire out.



 152  8  12  1

 **americanredcross**  22h

There will be no slapping of fires this season. If a grease fire starts in your kitchen, use a metal lid or a cookie sheet to smother the fire. Please don't use water or flour to put it out, either.



**Wham's**  
**"Last Christmas"**  
has **108 beats** per minute, the right tempo for Hands-Only CPR.



**americanheartma** · Follow

**americanheartma** Learn and share the two simple steps of Hands-Only CPR. It just might save the life of someone special to you.

If you see a teen or adult collapse, call 911 and push hard and fast in the center of the chest.

#NationofLifesavers  
2d

**5 likes**  
2 days ago

 Add a comment... Post

 **americanredcross**  12/09/2024

Just dropping a holiday gift idea here for whoever needs it. You know, for that friend who's always bumping into stuff and tripping over their own feet.



 25  1  3 