

# IS434 SOCIAL ANALYTICS & APPLICATIONS



## Singapore Children Society (SCS)

Non-profit organisation that aims to protect and nurture children and youth of all races and religions, especially children, youth and families in need

### Main Business Problem

- Lack of engagement and social media presence with audience

### Tools Used



Analytics



Visualization



AWS services

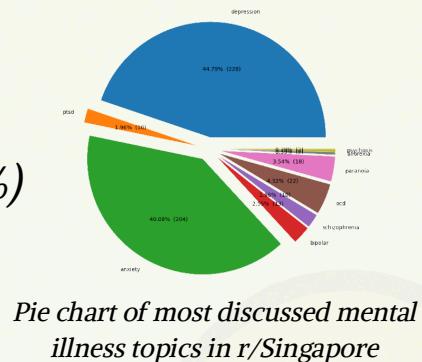


Webscraping

### Improve engagement through content creation

Next possible topic:

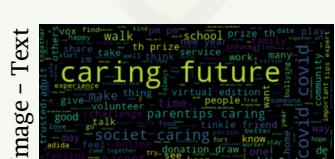
- Depression (44.8%)
- Anxiety (40.1%)



- Create content on and work with **TikTok** to promote to a wider audience



### Word Clouds (Instagram images)



### Topic Modelling

- Supporting beneficiaries (youth)
- Helping bullied youths
- Event/ Programmes
- Supporting beneficiaries (families)
- Calling new volunteers
- Indoors or Classroom settings
- Nature or Outdoor settings
- Advertising, posters and brochures
- Awareness on Sexual Harassment
- Activities
- Societal care on bullying
- Caring with Tinkle Friend
- Caring with Family, Friends and School
- Caring from Mainly Parents
- Event/ Programmes

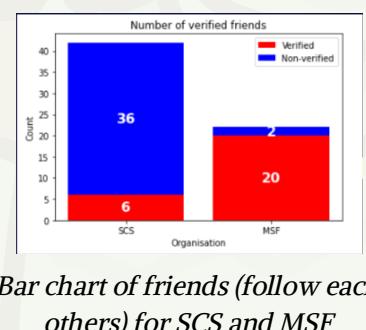
### Recommendations

- Post more on advertising and brochures, and topics like 'Caring from Mainly Parents'
- Post less of Indoors/ Classroom settings and posts more pictures with people doing daily activities
- Mix topics with low engagement levels like Event/ Programmes and 'Caring with Tinkle Friend' with high engagement topics
- For topics on Sexual Harassment, SCS should focus more on posting 'comic-like' posts instead of pictures or posts where information is hidden in captions

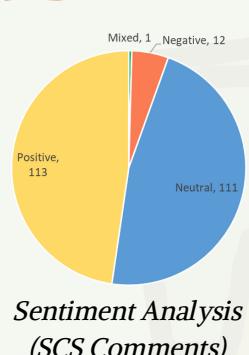
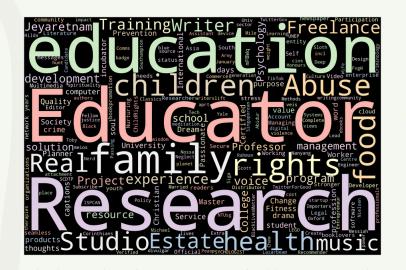
### Improve presence using competitive analysis (MSF) and others

#### Target Verified Individuals

- SCS tends to target verified NGOs rather than individuals
- SCS has lower proportion of verified users who tend to have high influence.



Potential Followers:  
**UNIVERSITY STAFF & STUDENTS**



#### Sentiment Analysis

- Positive Comments (47.7%):**
- Events related
  - Participants' experiences
- Neutral Comments (46.8%):**
- Emojis
  - Tags
- Negative Comments (5.1%):**
- Concerned statements
  - live streaming issues

- Possible Solutions:**
- Focus more on behind-the-scene post.
  - improve live broadcast experiences
  - Spur audience to talk more about their experiences

| Hashtag | Count                     |     |
|---------|---------------------------|-----|
| 0       | charity                   | 123 |
| 1       | sgchildrensociety         | 103 |
| 2       | singaporechildrenssociety | 89  |
| 3       | fundraising               | 79  |
| 4       | livebelowthewline         | 74  |

Top 5 hashtags for SCS

#### Hashtags

Average Hashtags per post: 4.98  
Total Hashtags (unique): 570

Improve on hashtag labelling to expand Instagram audience and get more reach.  
for e.g. is *Charity* the main image of SCS?!