

Improving organisational business efficiency through Social Analytics

What is the problem?

- Lack in the adoption of lost animals at SPCA
- Low Social Media presence
- Difficulty in pinpointing stray locations, resulting in a reactive approach
- Lack of understanding about public sentiments of SPCA

OUR CLIENT

Society for the Prevention of Cruelty to Animals is a registered animal welfare charity with IPC status.

They rely on donations and volunteers from supporters to continue their role as animal protectors.

Their mission is to promote kindness and prevent cruelty to animals through education, advocacy and action.

Who are the stakeholders?



Why SA?



SWIFTLY PINPOINT lost/abandoned animal sightings



MAN HOURS SAVED from automated animal locating



IMPROVED DECISION MAKING through the understanding of user behaviour/interactions with SPCA's Social Media platforms



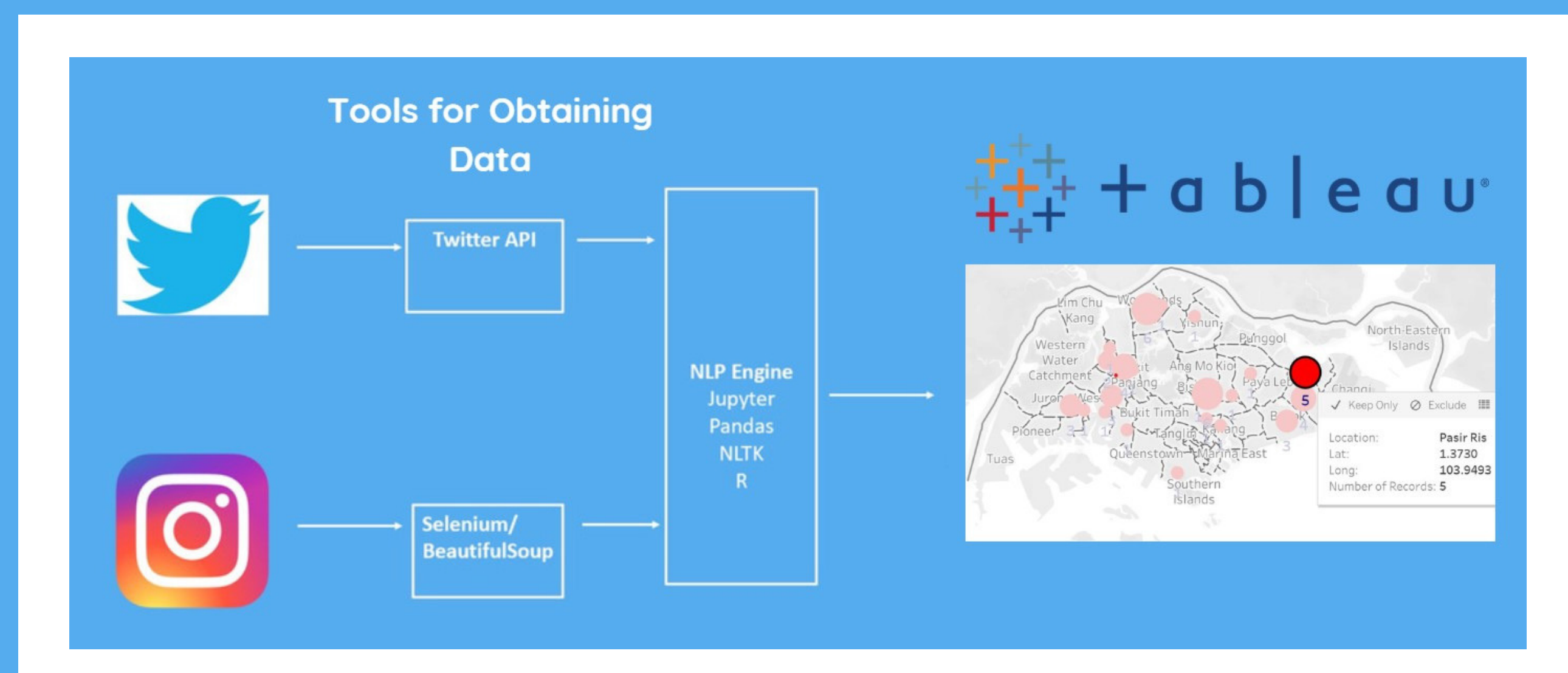
UNDERSTAND PUBLIC SENTIMENTS about organisation, allowing for efficient improvements to be made



OPTIMISED CAMPAIGNS through SNA allowing for more efficient social media posts to increase reach.

The Solution

Analysis on SPCA related Social Media posts



Brief Overview of Solution

Text Analysis:

The insights gathered allowed us to recommend optimal collaborations, Hashtags, content and post timing to maximize interaction and reach.

Sentiment Analysis:

The insights gathered allowed us to understand proportions of negative, neutral and positive sentiments from the public about SPCA

Location Analysis:

Map Dashboard facilitates easy identification of stray/lost pet cases around Singapore, pinpointing exact locations in Singapore.

Network Analysis:

The insights gathered allowed us to identify potential animal welfare Influencers and hashtags that create a buzz.

Technical Challenges

- Now that Google Maps API is no longer free, it was challenging to find an efficient Geo-Location API. Our group settled for Nominatim API.
- Due to the inactivity of SPCA on Social Media and the minimal interaction and participation of the Singaporean Online community about animal welfare, It was hard for us to find enough content from a single source.

Our group mitigated this issue by scraping from multiple social media platforms

Limitations of Implementations

- Our group has identified that the lack of data on social media might have not allowed us from making a more detailed and accurate analysis
- Free APIs used had their own limitations and restrictions that did not allow us to do the analysis efficiently.

The Team

Neo Jia Ying
Darren Ng
Arino Ang
Kin Chia Heng
Wong Wei Ling
Nor Aisyah

Mentored by

Kyong Jin Shim
Assistant Professor of Information Systems, Singapore Management University

Done for

Society for the Prevention of Cruelty to Animals, Singapore

