

“Thoughts and prayers to the NRA who is saying they’re in a deep financial crisis and may be unable to exist. Maybe they could ask some of the Republicans they donated millions to for a loan.” [shared](#) 12k times

Overview

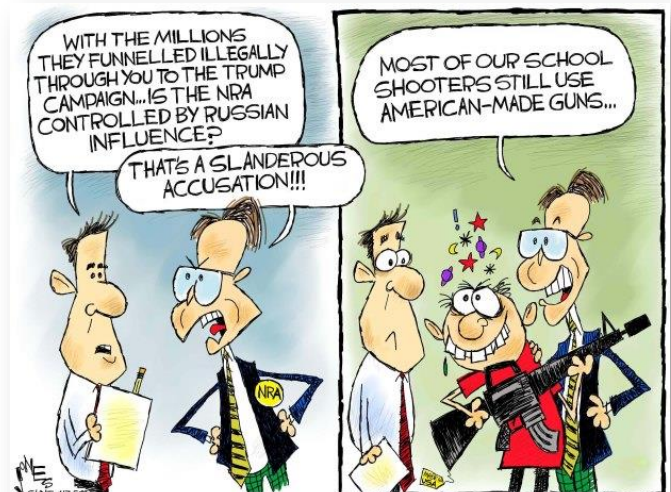
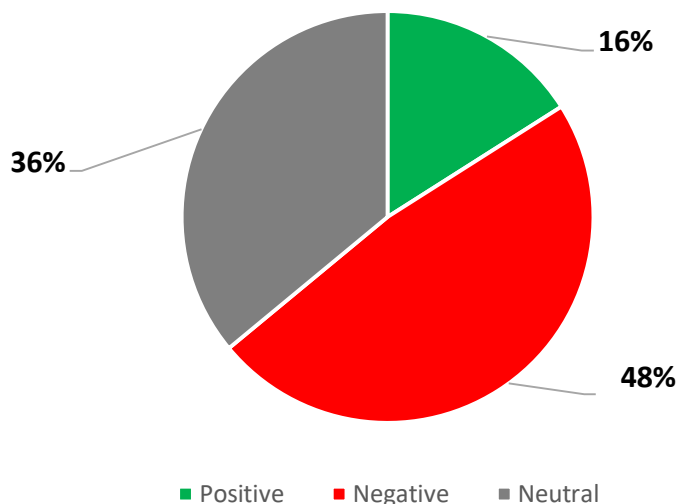
The National Rifle Association (NRA) must address shortcomings in its communications and public engagement activities to maintain its influence, increase its support base, and safeguard its reputation. ENODO’s “Social Listening” tools measured public sentiment of the NRA and identified key and trending topics in order to identify opportunities to optimize existing efforts. Findings and recommendations enable the NRA to positively shape public perception and counter intense pressure from media outlets and politicians who criticize the NRA for issues like school shootings, gun violence, and Russian campaign interference.

Findings: Sentiment Analysis

National online discussions associated with the NRA reveal an erosion of public support and growing negative sentiment

- Only 16% of the 103,494 online conversations analyzed express positive public sentiment toward the NRA
 - Positive sentiment emanates solely from the organization’s core supporters
- 48% of discussions reflect negative public sentiment toward the NRA
 - 37% of all negative sentiment expresses concern with [campaign finance](#) and [public safety](#) (e.g. school shootings)
- 36% of discussions reflect neutral public sentiment, which represents an opportunity to engage individuals who have not solidified opinions about the NRA

NRA Sentiment Analysis



Cartoon illustrates NRA links to Russian donations and school shootings

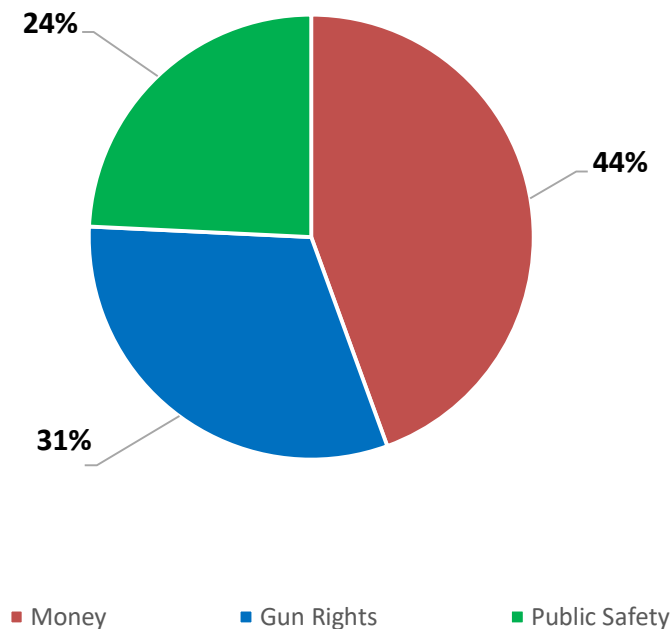
“It's been 176 days since the Stoneman Douglas massacre. Don't stop TWEETING your support of these kids & your disgust w/ the @NRA. EVER!”
shared over 4,300 times

Findings: Topic Modeling

Organized social media discussions into distinct categories to reveal key and trending topics associated with the NRA

- Almost half (44%) of online discussions relate to NRA finances and campaign donations
 - Many refer to the [court ruling](#) that overturned the FEC's decision to protect the anonymity of NRA donors
 - Others refer to revelations that Russians donated money to the NRA, which may have been used to influence elections
- 31% of discussions concern guns and gun rights
 - 48% of these conversations were neutral, 39% were negative and only 13% positive which corresponds with public sentiment surrounding the NRA
- The remainder of discussions (24%) were comprised of conversations about various topics that relate to public safety
 - [Commentary](#) about school shootings (16%)
 - 8% discuss Parkland survivor, David Hogg

NRA Trending Topics



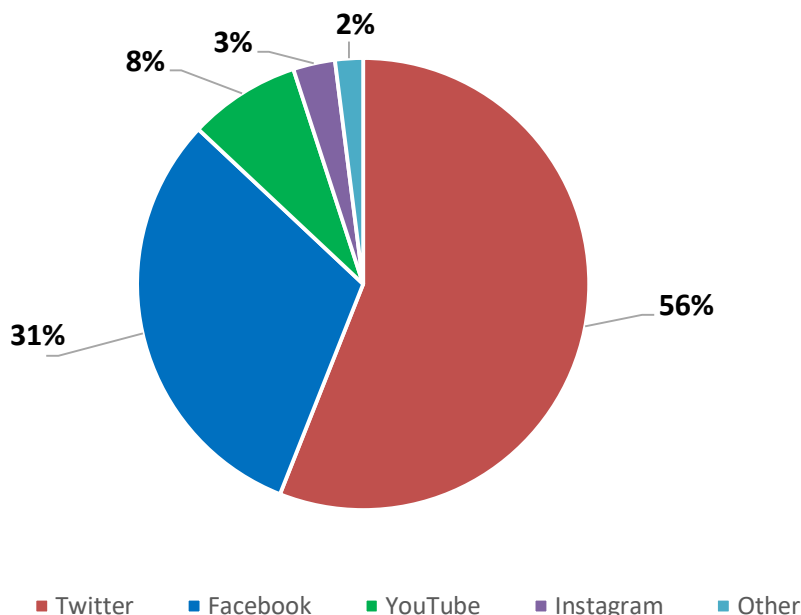
“A Federal judge has just invalidated the Trump FEC's regulation to allow donors to dark-money groups to remain anonymous! Another victory for America. Another Loss for Trump, The NRA and the GOP!!” [shared](#) 20k times

Findings: Social Media Analysis

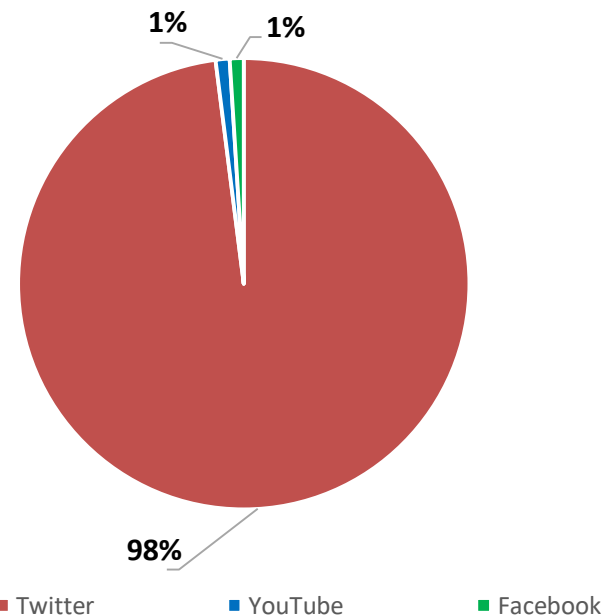
Negative news [coverage](#) and negative online discussions regarding the NRA outpace positive commentary by 89% due to the organization’s limited social media saturation

- NRA is over-reliant on a single social media platform (Twitter), which inhibits the organization’s ability to reach a broader audience
 - 98% of NRA and NRATV communications occur through Twitter
 - 44% of the general public’s conversations regarding the NRA occur on other social media platforms (e.g., Facebook, Instagram, and YouTube)
- Negative coverage about NRA donors and political activities released on August 4th reached 23.3 million viewers while positive content reached only 2.9 million viewers

Social Media Discussing NRA



NRA Social Media Use



“If the @NRA goes bankrupt because of the State of New York, they'll be in my thoughts and prayers. I'll see you in court” Andrew Cuomo

Recommendations

Conduct additional “Social Listening” to create a [Social Media Analysis](#) and [Social Risk Action Plan](#) to:

- Design and implement a strategic communications plan and engagement activities that produce data-supported content
- Disseminate targeted messages to individuals with neutral public sentiment and the broader population to increase public support and reduce negative sentiment
- Anticipate critical issues and optimize delivery of official messaging to counter negative narratives and control online discourse



Data Analytics

ENODO’s Social Listening Tools examined 59,071 Twitter posts, 32,553 Facebook posts, 8,299 YouTube Videos and comments, 2,755 Instagram posts, 989 news portals, 585 online forums, 20 Google+ posts, 15 blogs, and 2 reviews to conduct topic modeling, measure public sentiment, and assess existing communication and engagement strategies.



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