

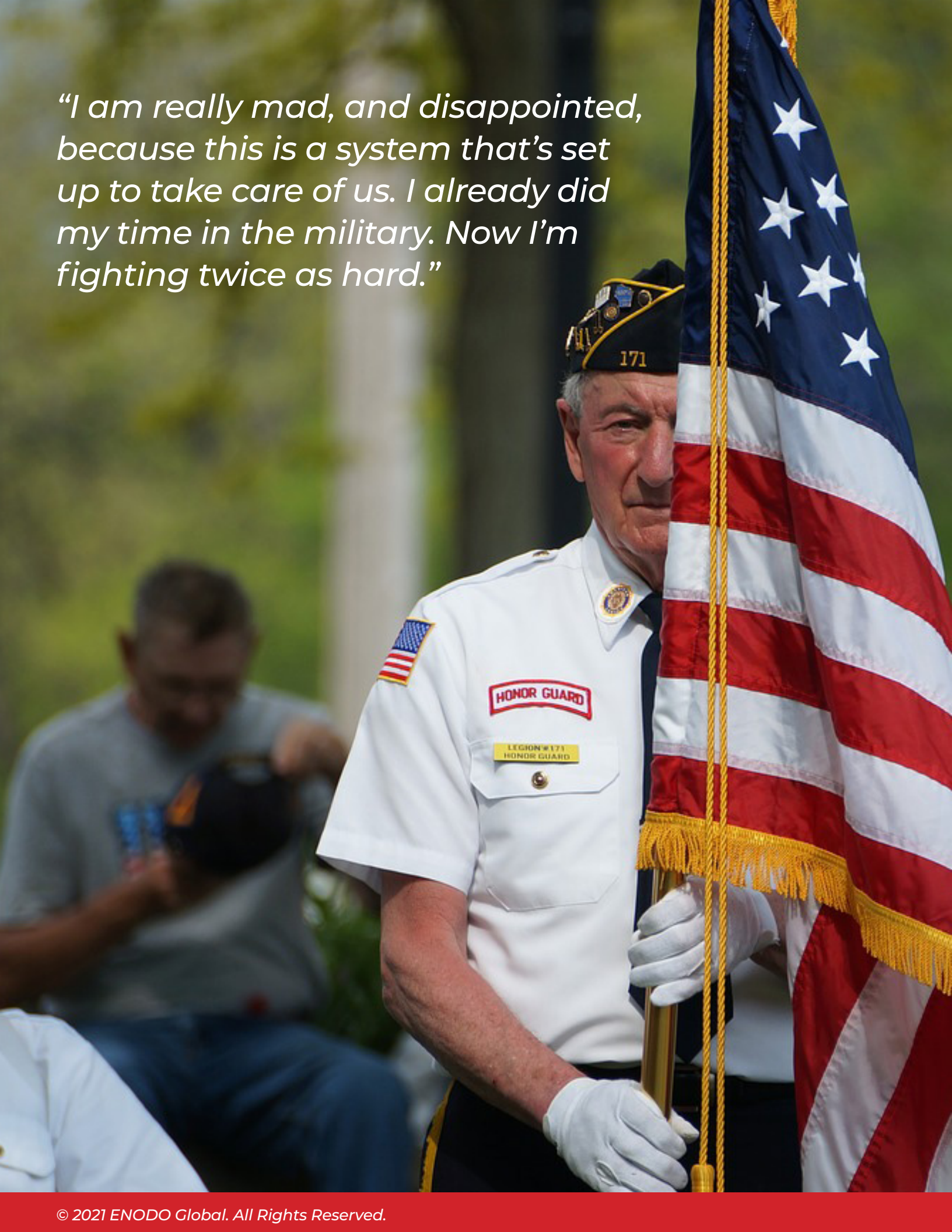


# Voices of Veterans

## Social Listening





A man in a white Honor Guard uniform is holding a large American flag. He is wearing a white short-sleeved shirt with a "HONOR GUARD" patch and a "LEGION 171 HONOR GUARD" name tag. He is also wearing a white glove and a black cap with "171" on it. The background is blurred, showing other people in uniform.

*“I am really mad, and disappointed, because this is a system that’s set up to take care of us. I already did my time in the military. Now I’m fighting twice as hard.”*

## SOCIAL LISTENING

### OVERVIEW

There is an overabundance of veteran related events, activities, and organizations designed to help veterans manage their individual needs. When combined with the overwhelming number of resources and initiatives dedicated to solving the veteran’s suicide epidemic, one would assume that veteran’s voices are being heard.

Unfortunately, the issues that impact veterans the most are frequently overlooked or ignored—drowned out by messages from the Veterans Administration (VA), non-profits, and politicians that promote their own programs and agendas. ENODO’s social listening tools identified the greatest concerns and challenges faced by veterans and compared them against the perceptions of the general population and the veteran community to help decision-makers realize the stark differences that exist, better align their resources, and address the needs of veterans.

### KEY FINDINGS

- Significant disparities in perception of veteran’s issues exist between the general population, the veteran community, and veterans themselves
  - Favorability of veteran related issues is lowest among veterans
- Disparities in perception present challenges for services providers to understand veteran’s concerns
  - Unable to design and implement effective, tailored solutions (e.g., programs, communications, and engagement strategies)
- Sentiment among veterans is shaped by their individual needs, personal experiences, and issues regarding mobility, availability of services, employment, and finances

### DATA ANALYTICS

ENODO’s analysts collected over 832,398 data points in English and Spanish from February to May 2021, which includes 337,298 news sites, 243,557 Tweets, 102,361 Facebook posts, 61,798 RSS Feeds, 34,801 Instagram posts, 20,197 YouTube comments, 14,301 TikTok videos, 11,978 YouTube comments, and 6,110 Parler posts to produce this analysis.



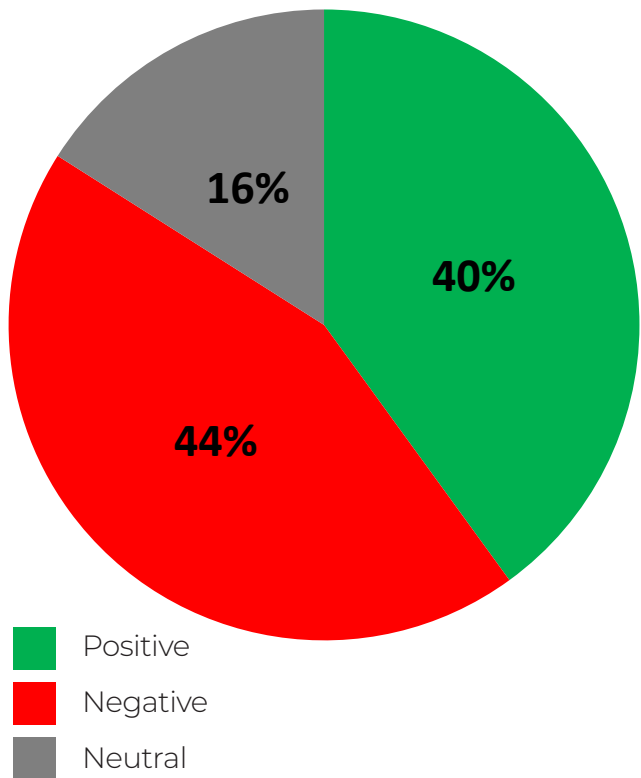
SOCIAL LISTENING

SENTIMENT ANALYSIS

Measured sentiment within social media discussions related to veterans' issues across the US

Overall Sentiment:

- Positive sentiment (40%) is linked to programs and events that raise awareness of veteran issues (e.g. Military Appreciation Month)
- Negative sentiment (44%) is primarily attributed to delays in receiving proper health care in VA Hospitals
- Neutral sentiment (16%) represents the portion of the population that is uninformed about veteran related issues



SENTIMENT BY GROUP

Measured sentiment of social media discussions related to veterans' issues within three different demographic groups

General Population

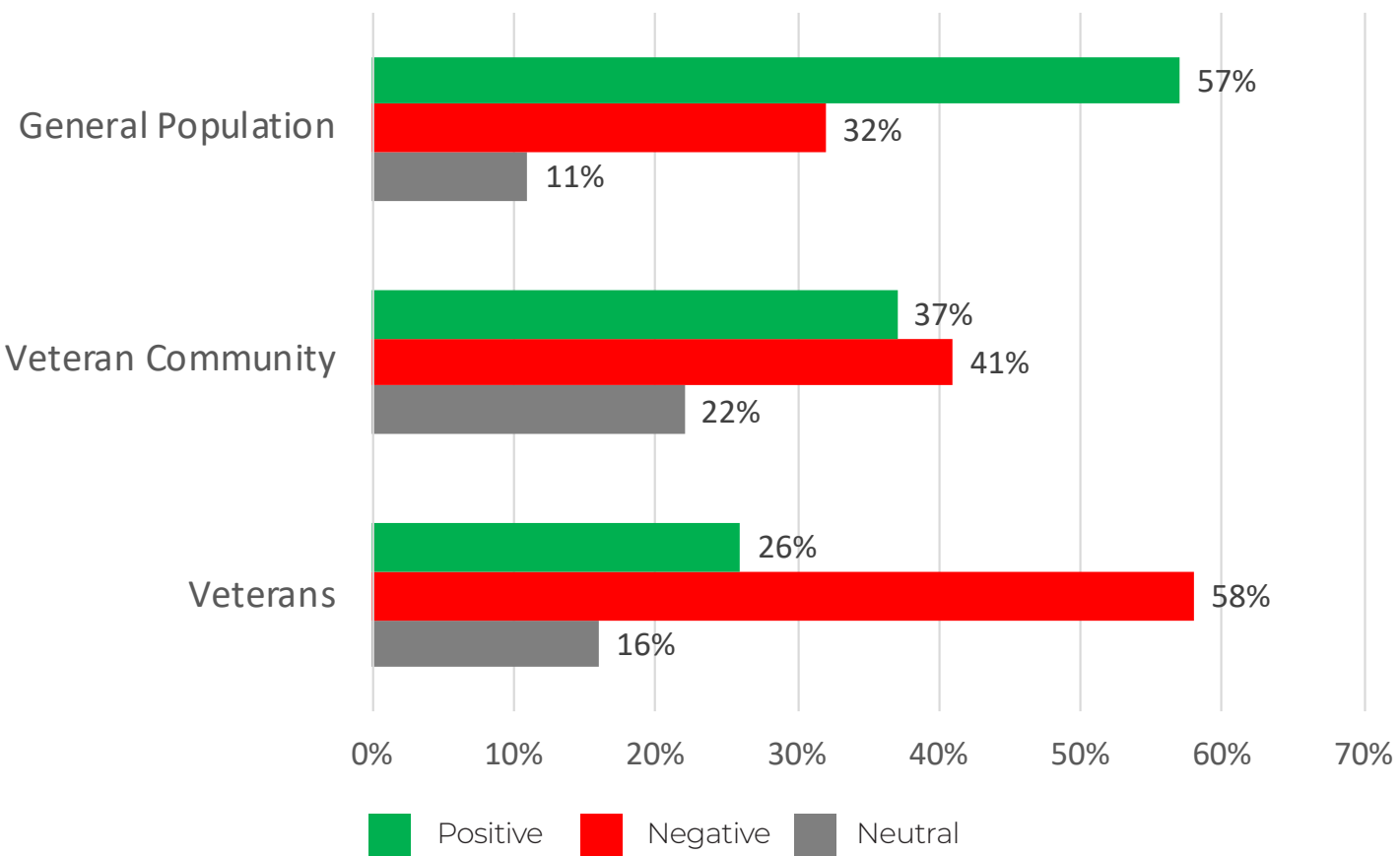
- Positive sentiment (57%) is linked to veteran awareness campaigns
- Negative sentiment (32%) is attributed to recurring veteran healthcare delays

Veteran Community

- Positive sentiment (37%) is linked to programs offered by local businesses and charities
- Negative sentiment (41%) is attributed to access to veteran programs in rural areas

Veterans

- Positive sentiment (26%) is linked to improvements in telemedicine during COVID-19
- Negative sentiment (58%) is attributed to stops in service (e.g. Dialysis center in Mississippi VA Hospital)



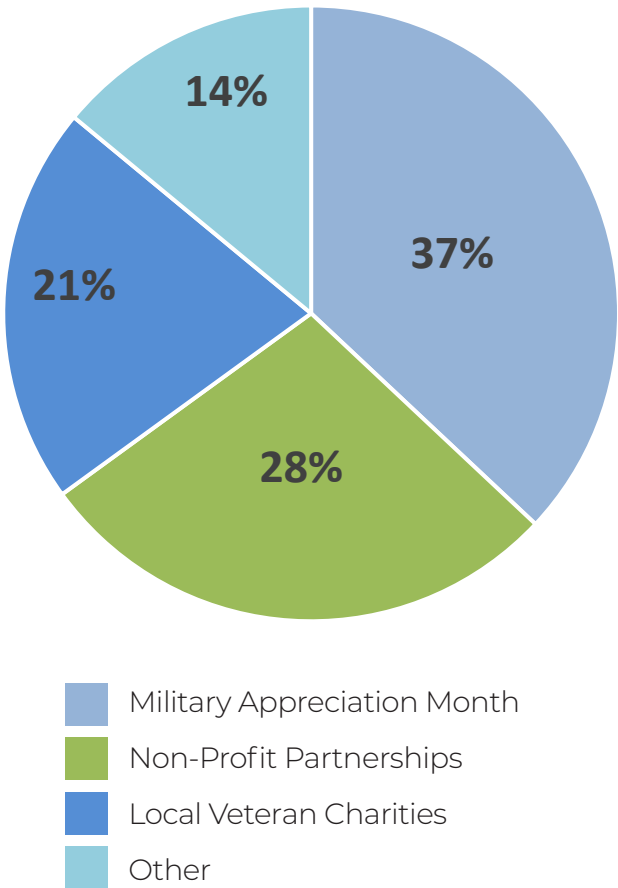


SOCIAL LISTENING

TOPIC MODELING -  
GENERAL POPULATION

Revealed the most discussed veteran issues within the general population:

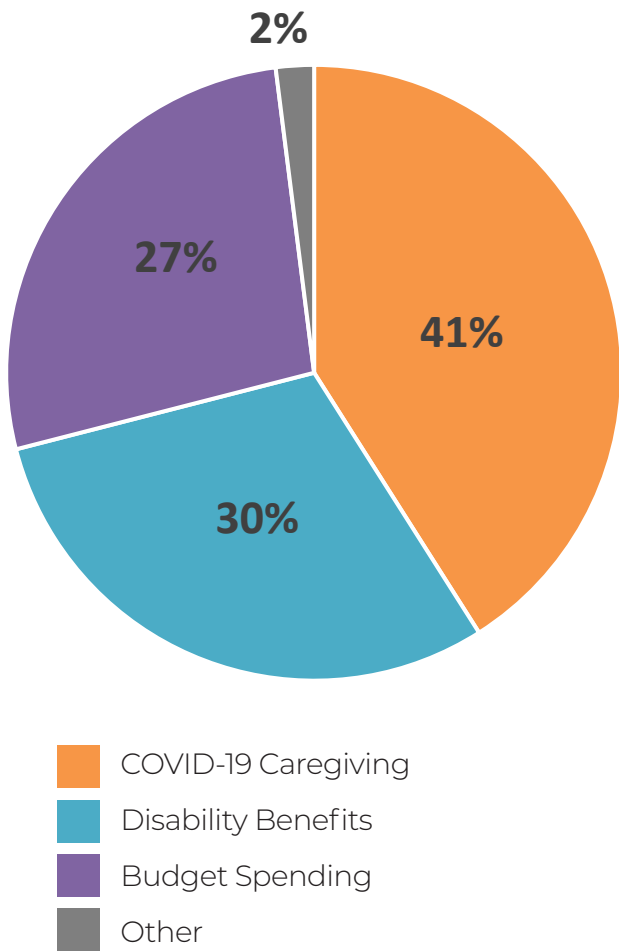
- **Military Appreciation Month:**  
37% commented on events and programs associated with Military Appreciation Month in May 2021
- **Non-Profit Partnerships:**  
28% discussed efforts by various non-profit organizations to support veterans across the country
- **Local Veterans Charities:**  
21% discussed special events organized by local retailers to support veterans (e.g. Craft Beer donations)
- **Other** (14%)



TOPIC MODELING -  
VETERAN COMMUNITY

Revealed the most discussed veteran issues within the veteran community:

- **COVID-19 Caregiving:**  
41% discussed the need for COVID-19 related caregiving services for veterans
- **Disability Benefits:**  
30% commented on delays with veterans receiving their disability benefits
- **Budget Spending:**  
27% discussed the new non-discretionary budget spending allocated for veterans (i.e. \$394 million) by the Biden administration
- **Other** (2%)



“Working with veterans can both be rewarding and draining at the same time. The problems are never simple nor are the solutions.”



“Veterans are often overlooked by the corporate world, despite having many skills and qualities to offer.”



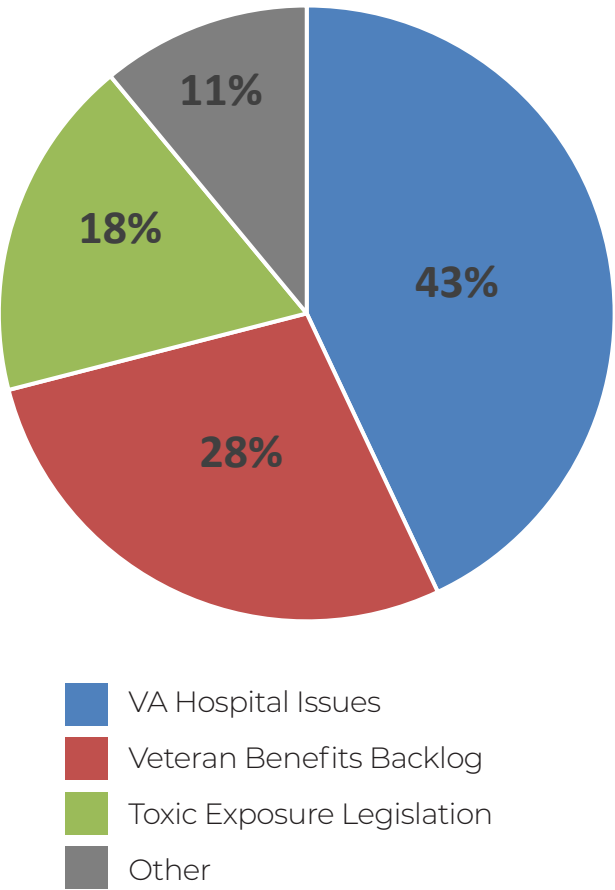


SOCIAL LISTENING

TOPIC MODELING -  
VETERANS

Revealed the most discussed  
veteran issues among veterans:

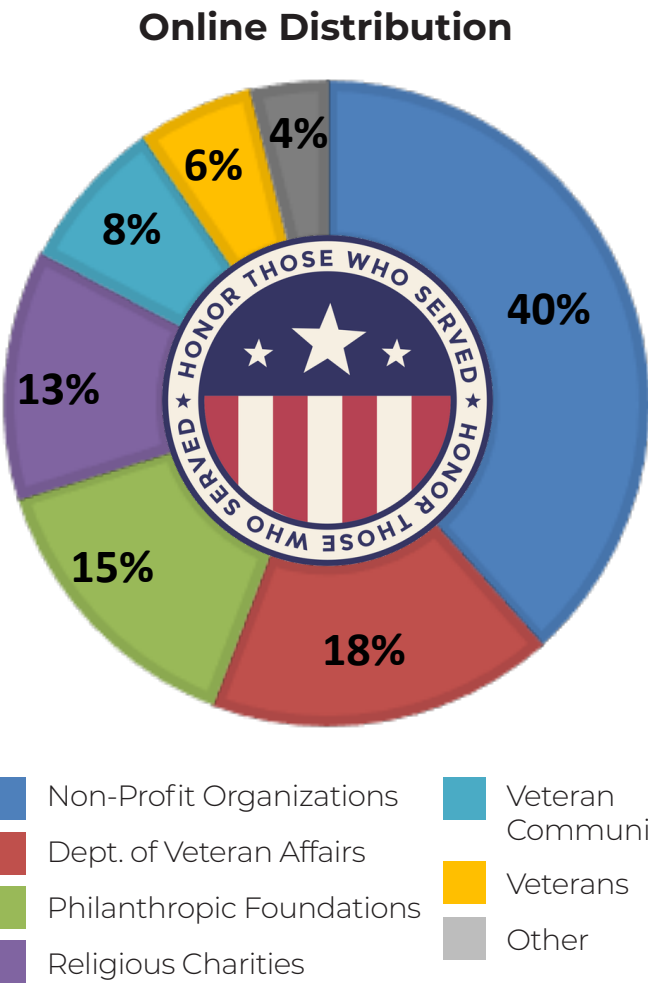
- **VA Hospital Issues:**  
43% discussed operational  
issues at local VA Hospitals  
(e.g. Florida, Mississippi)
- **Veteran Benefits Backlog:**  
28% expressed frustration with  
the severe backlog to process  
veteran benefits cases
- **Tox Exposure Legislation:**  
18% were interested in U.S.  
Congressional legislation associated  
with exposure to toxic chemicals
- **Other** (2%)



SHARE OF THE VOICE

Measured distribution of online  
discussions related to veterans'  
issues across different demographic  
groups:

- 40% included discussions from  
non-profit organizations (e.g. USO,  
Wounded Warriors Project)
- 18% were made by U.S.  
Department of Veteran Affairs
- 15% were made by philanthropic  
foundations (e.g. Gary Sinise  
Foundation)
- Only 6% were posted by veterans



*“As a Marine veteran who has been personally affected by the devastation following a fellow veteran taking their own life, I understand the importance and immediacy of addressing this issue head on.”*

*“We are currently looking for someone to help run our social media platforms. This is a paid part-time role with flexible working hours, and we would love to hear from any veterans who might be interested!”*





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