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Emotional Tweeters: What Causes Individuals to React During a Crisis? A Mixed-Methodological Analysis Examining Crisis Response Tweets to the 2018 Stoneman Douglas High School Shooting

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**Emotional Tweeters:
What Causes Individuals to React During a Crisis?
A Mixed-Methodological Analysis Examining Crisis Response Tweets to the
2018 Stoneman Douglas High School Shooting**

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**Submitted in partial fulfillment of the requirements
for the Master of Arts in Public Relations
Seton Hall University
South Orange, NJ 07079
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SETON HALL UNIVERSITY
COLLEGE OF COMMUNICATION AND THE ARTS
GRADUATE STUDIES

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Master's Candidate, Gabriel John Fiore III, has successfully presented and made the required modifications to the text of the master's project for the MA degree during this Spring 2018.

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Dedication

In loving memory of

my best friend, companion, and the most eloquent, gentle giant, black Labrador, Julie,
my grandmother, Angela Fiore, and my grandfather, Gabriel John Fiore Sr.

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I would like to acknowledge the College of Communication and the Arts for providing me the grand opportunity to design and deliver this master's thesis. I would also like to thank the College for granting me the privilege of continuing my education in the Master of Arts in Public Relations program following my undergraduate studies. Additionally, I would like to thank Seton Hall University for allowing me to study what I love and find of great interest since 2012. This journey—undergraduate and graduate—was sporadic as I studied English, education, psychology, data visualization and analysis, information technologies, and public relations, where I eventually found my home and family in the College of Communication and the Arts.

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Abstract

All entities and individuals can use, design or generate content appealing to emotions to maximize message saturation, audience reach, and engagement on Twitter during a crisis. The purpose of this study was to identify which specific emotion(s) yielded the highest engagement during the 2018 Stoneman Douglas High School Shooting. Specifically, tweets conveying the emotional appeals of fear, anger, empathy, and advocacy were measured in terms of average likes, retweets, replies, and overall engagement using a content analysis and the constant comparative method. Results revealed which emotional appeal(s) yield the most likes, retweets, replies, and overall engagement with tweets.

Keywords: crisis communication, public relations, Twitter, engagement, emotion, content analysis, constant comparative method, Stoneman Douglas High School Shooting, fear, social media

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CHAPTER 1

Introduction

Social media tools are a critical component of modern crisis response plans and crisis communication. Before the Internet became available for commercial use and information seeking, crisis communication occurred verbally, face-to-face, and through traditional media such as print, television, and radio (Tække, 2017). Crisis communication and crisis response plans, however, have been primary roles of a public relations practitioner. Public relations is the management function of maintaining and building mutually beneficial relationships between clients and their stakeholders, or publics. Practitioners and organizations implement crisis communication plans because organizations, celebrities, and other entities experience some form of a crisis, varying in cause and severity. As part of a crisis response plan, the practitioner and the organization analyze the crisis or current situation, provide counseling to spokespersons and upper management, and identify strengths and weaknesses for clients to change how their publics think, feel, and act. Moreover, practitioners and the entities they represent should respond within the “Golden Hour,” or the first 60 minutes following the onset of a crisis, to manage the crisis communication effectively, acknowledge the situation, admit wrongdoing or responsibility, and apologize for the crisis (Coombs, 2015). Failure to respond within the Golden Hour can result in reputational harm, prolong the crisis, and distort facts about the crisis. Managing crisis communications still involves face-to-face communication and the use of traditional media, but

the scope of message reach and the degree of community building have increased with the use of social media such as Twitter (Allagui & Breslow, 2016; Schultz, Utz, & Göritz, 2011).

Additionally, organizations can reach a large audience and effectively manage crisis communication through the use of social media. According to Coombs (2015), “Users can find information, connect with other users, and express their concerns more easily with the Internet than with traditional communication channels” (p. 17). While organizations can reach a larger audience through social media as opposed to traditional media during a crisis, social media are relatively new crisis response tools which organizations and practitioners use for crisis communication. Gurman and Ellenberger (2015) define Twitter as a “micro-blogging site” (p. 688) where Twitter users can generate and share Twitter messages (tweets). The majority of publics that use social media are individuals, aged 18-26, who spend 61-75 minutes on social media and use Twitter and Facebook primarily (Scott, Bay-Cheng, Prince, Nochajski, & Collins, 2017; Burk, Grimmer, & Pawlowski, 2016; Vos & Buckner, 2016). Because individuals use Twitter frequently, organizations can use Twitter to communicate information to key publics during a crisis quickly, monitor the dialogue between Twitter users, and resolve questions and misinformation following a press conference in real-time, and publics can contribute to message saturation by sharing organizations’ messaging (Ki & Nekmat, 2014; Bucher, Fieseler, & Suphan, 2013; Lachlan, Spence, Lin, & Del Greco, 2014; Castriotta, Floreddu, Di Guardo, & Cabiddu, 2013; Schniederjans, Cao, & Schniederjans, 2013). Strategic messaging via Twitter can reduce branding diminishment, reputational harm, and increase sympathy and other positive emotions toward an organization experiencing a crisis (Wang, 2016; Allagui & Breslow, 2016). Reputation is a “valuable, intangible asset relevant for [the] financial success of the organization” (Schultz et al., 2011, p. 21) and develops from how publics view the organization

based on interactions with the organization and information about the organization. Therefore, Twitter is an essential, practical communication and crisis management tool.

While Twitter may be a new communication tool for crisis management, using Twitter for crisis management and communication is now standard in the practice of public relations. As 65% of American adults use social media (Perrin, 2016), correct and effective use of Twitter should help an organization establish credibility during a crisis, such as through participatory, authentic, and resourceful content generated on Twitter (Allagui & Breslow, 2016; Schultz et al., 2011). Tweets conveying or appealing to emotions, such as fear, anger, empathy, and advocacy tend to yield higher levels of engagement, or the liking, sharing (retweeting), and replying to tweets, on Twitter (van der Meer & Verhoeven, 2013; Tække, 2017). Since publics use Twitter during a crisis for sensemaking, information seeking, and sharing safety statuses, organizations should use emotional appeals to maximize message saturation, audience reach, and involvement (Vos & Buckner, 2016).

Statement of the Problem

Although incorporating emotional appeals into tweets may be an efficient way to increase message saturation, audience reach, and involvement, there are two problems regarding this initial perception. First, this assumption fails to consider the different types of emotional appeals and how each emotion affects Twitter engagement. Fear and anger could evoke more intense and negative engagement from publics than empathy or advocacy, and the crisis type could influence the type of emotion evoked (van der Meer & Verhoeven, 2013; Lachlan et al., 2014; Utz, Schultz, & Glocka, 2013). Second, there is limited research examining the real-world use of social media during a crisis (Roshan, Warren, & Carr, 2016; Ki & Nekmat, 2014; Floreddu, Cabiddu, & Evaristo, 2014). Researchers have not yet examined the effects of these four

emotional appeals on Twitter engagement in the real-world, such as an actual crisis and not a crisis fabricated experimentally. Once emotions, such as fear, anger, empathy, and advocacy, are examined in the context of a real-world crisis scenario, public relations practitioners and organizations will have a better understanding of which emotional appeal increases engagement on Twitter by measuring the frequency of emotional appeal types conveyed by tweets and the engagement of these tweets.

As such, this study examines the real-world crisis scenario of the 2018 Stoneman Douglas High School Shooting. The terrorist attack occurred at Marjory Stoneman Douglas High School in Parkland, Florida, on February 14, 2018. The shooter, 19-year-old Nikolas Jacob Cruz, murdered 17 and injured 14 students and faculty during the attack. Furthermore, this study involves a content analysis of tweets from Twitter accounts involved with the Stoneman Douglas High School Shooting directly to assist practitioners and organizations in determining which emotional appeal will yield the most engagement on Twitter. Practitioners and organizations must know which emotion—fear, anger, empathy or advocacy—will maximize message saturation, audience reach, and involvement because tweets frequently contain and convey emotions during and after a crisis (Cho & Park, 2013). Thus, this study addresses the gap in the literature and problems in the field of crisis communication regarding Twitter use by examining what emotional appeal type will yield the most engagement in Twitter messages. Because engagement consists of likes, retweets, and replies, this study also examines what emotional appeal type will yield the most likes, retweets, and replies in Twitter messages during a crisis.

This thesis describes and discusses the master's project thoroughly. The current chapter, Chapter 1, introduced the problem pertaining to the practice of public relations. Chapter 2 contains a detailed literature review about social media, Twitter, crisis communication, Twitter

best use and limitations, reactions, and emotions. Chapter 3 contains the research methodology used to conduct this study. Chapter 3 also summarizes the pilot study which influenced the creation and purpose of this study, explains the crisis selection of the 2018 Stoneman Douglas High School Shooting for the purpose of this study, and describes the data collection and data analysis relating to the content analysis performed. Chapter 4 contains the results relating to the research questions outlined in Chapters 1 and 2. Lastly, Chapter 5 contains a discussion of the results as well as limitations of the current study and recommendations for future research.

CHAPTER 2

Literature Review

According to Leykin, Aharonson-Daniel, and Lahad (2016), “in modern society, the significance of the social media in everyday life has increased dramatically, turning the world into a ‘global village’” (p. 3). Social media tools, such as Facebook, Twitter, Instagram, and Snapchat, allow individuals to participate in this global village by communicating daily activities and accomplishments across long distances with, for example, family and friends. Organizations, individuals, and entities commonly use Twitter as an outreach, branding, and crisis response tool, specifically for community participation, dialogue monitoring, authentic messaging, counter-messaging and defense, resourceful information dissemination, and reputation and perception management. Organizations can eliminate or reduce the limitations of Twitter use by generating strategic and custom messaging and introducing official hashtags during a crisis. Tweets appealing to emotions generate the most responses, or reaction, during a crisis (van der Meer and Verhoeven, 2013). Because tweets appealing to emotions yield the most reaction during a crisis, this review of the literature establishes the need to identify which emotional appeal type, such as fear, anger, empathy or advocacy, yields the most engagement in tweets in terms of retweets, likes, and replies.

Social Media and Twitter

Social media allow organizations to communicate and to maintain relationships with their publics. Schultz et al. (2011) define social media as credible, interactive, and channels for bilateral communication that connect large audiences. Bilateral communication helps build community and fosters communication between an organization and its publics on social media (Allagui & Breslow, 2016). For this reason, social media are mutually collaborative and allow

individuals to share and improve content (Lachlan et al., 2014). An organization's social media campaign and offline communication benefit from digital storytelling and entertainment, and social media campaigns must be resourceful and push out content across many social media platforms (Allagui & Breslow, 2016). Social media help an organization manage its reputation and brand awareness. Moreover, social media have the potential to replace or supplement traditional public relations responses such as a press release or other media kit content (Allagui & Breslow, 2016). Reputation is a "valuable, intangible asset relevant for financial success of the organization" (Schultz et al., 2011, p. 21) and develops from how publics view the organization based on interactions with the organization and information about the organization. Providing employees with proper social media training will reduce an organization's financial and training risks when first adopting social media, and the costs of using social media are typically less than traditional media channels (Badea, 2014). Social media training can thus improve an organization's communication and relationships with publics on social media channels.

Because social media allow organizations to communicate with their publics bilaterally, organizations can monitor the dialogue, feedback, opinions, and values of publics on social media to improve their products, services, and marketing endeavors (Tække, 2017). Specifically, organizations consult publics for feedback when designing new products through crowdsourcing (Tække, 2017). The majority of an organization's publics who use social media are typically individuals, aged 18-26, who spend 61-75 minutes a day on social media, where they message friends and family, react to and share posts, and generate original content (Scott et al., 2017). Younger publics, aged 16-29, frequently use Twitter and Facebook for information seeking and sensemaking, and publics aged 40 and older use other digital communication channels such as email, e-newsletters, and websites (Burk et al., 2016; Vos & Buckner, 2016). Twitter is a "micro-

blogging site” (Gurman & Ellenberger, 2015, p. 688), and both younger publics and publics with higher education levels use Twitter more than any other digital communication channel (Burk et al., 2016). Overall, organizations can use Twitter to communicate bilaterally, target specific demographics, and improve relations with their publics.

Crisis Communication Through the Scope of Twitter

Organizations also use social media to communicate with publics during a crisis. A crisis is a spontaneous event, or numerous events, which deviates from the norm, raises uncertainty, and poses a threat to the organization and its reputation with their publics (Coombs, 2015; Coombs & Holladay, 2010). An organization’s reputation is highly at risk when an organization fails to take responsibility during a crisis (Schultz et al., 2011). Social media can amplify a local crisis into a national crisis (Gruber, Smerek, Thomas-Hunt, & James, 2015). Crises influence how organizations communicate with their publics and how their publics communicate with each other and the organizations; organizations and public relations officials must maintain a mutually beneficial and positive relationship with publics even though the situation may pose severe consequences. While organizations can avoid crises by identifying internal and external warning factors, organizations suffer less damage and consequences from external factors than internal factors (Civelek, Çemberci, & Eralp, 2016). Managing crisis communications still involves face-to-face communication, but the scope of message reach has increased with the use of social media.

Furthermore, organizations experience some degree of crisis throughout their operating lifespan. Social media provide publics with information about safety and welfare and publics rely more on Twitter than other social and traditional media mediums during a crisis (Cho & Park, 2013). Publics use Twitter during a crisis for, but not limited to, memorializing, coordinating

relief efforts, and sharing information about the crisis (Takahashi, Tandoc, & Carmichael, 2015). Crisis communication plans, such as those used by public school districts, involve the use of social media. Organizations such as schools practice crisis communication plans, and public relations practitioners will revise a plan and the communication chain of command after implementation to ensure reliability, effectiveness, and efficiency (Agozzino & Kaiser, 2014). Organizations implement social media during a crisis in addition to daily use to manage business continuity, communicate with publics rapidly, and reach a broader target audience (McGuinness & Marchand, 2014; van der Meer & Verhoeven, 2013). Thus, using social media during a crisis is now standard in public relations. Specifically, organizations and individuals use Twitter to communicate and maintain transparency with publics during a crisis, where transparency between organizations and individuals and their publics helps to ensure and uphold ethical conduct (Toledano & Avidar, 2015; Gruber et al., 2015).

PARC Principles

Twitter is an effective medium for crisis communication because individuals communicate with mobile devices, gain more information about a crisis by using Twitter, and organizations expand the scope of their audience reach (Lachlan et al., 2014). Twitter provides fast access to information and allows individuals to tweet URLs, which serve as a waypoint to continue the discussion outside the 140-character count limit (Lachlan et al., 2014). Social media provide individuals with a more inclusive and larger rhetorical arena for crisis dialogue than traditional media, and individuals can invest in social capital or social identity by engaging with others on, Twitter, for example by liking, sharing or retweeting content (Tække, 2017). Allagui and Breslow (2016) outline specific and essential principles for successful social media campaigns and social media crisis response strategies referred to as PARC principles:

participatory, authentic, resourceful, and credible. Thus, organizations, individuals, and entities use Twitter for community participation, dialogue monitoring, authentic messaging, counter-messaging and defense, resourceful information dissemination, and reputation and perception management.

Participatory. The first PARC principle of effective Twitter use is participatory; Twitter allows an organization to engage with its publics bilaterally and monitor the dialogue and messaging of Twitter users. Social media allow organizations to communicate with their publics due to permanent connectedness, reduce rumors, and correct incorrect information, and allow crisis and emergency responders to collect data from individuals affected directly and immediately (Bratu, 2016). Twitter use helped initiate search and rescue operations, emotional support and informing publics of Japan's 2011 earthquake, and tweet rates doubled from three months prior to three months after the 2010 Haiti earthquake (Cho & Park, 2013; Gurman & Ellenberger, 2015). In other words, the instance of a crisis affects Twitter use and tweet frequency. Organizations communicate with key publics immediately on social media to avoid disinformation because failure to communicate with key publics immediately through social media can harm an organization's reputation and result in a financial loss (Civelek et al., 2016). Advanced linguistic and computational tools can help organizations profile and segment target audiences on social media during a crisis, and organizations can make their messaging more personal to involve publics, which supports the current body of literature (Leykin et al., 2016). Overall, Twitter provides a medium for participatory and bilateral communication and allows organizations to engage with publics directly.

SMCC. Increasing the involvement of individuals per the social-mediated crisis communication model (SMCC) will maximize an organization's outreach to its publics and

message saturation (Gurman & Ellenberger, 2015). SMCC is how the general public reads and shares crises material on social media, and social media work with mass media and word-of-mouth to increase the total target audience for crisis messages. Per the requirements of SMCC, organizations consider three segments of the public to increase involvement: creators, followers and inactives, and the message source (Gurman & Ellenberger, 2015). Further, Gurman and Ellenberger note these segments of the public have equal impact and influence on SMCC.

Additionally, an organization can monitor the messaging and dialogue of its publics in sub-arenas because publics or stakeholders influence the success of the crisis communications campaign if stakeholders support the individual or organization in crisis (Coombs & Holladay, 2014; Veil, Reno, Freihaut, & Oldham, 2015). An organization can change its crisis communications and prevent a crisis from occurring based on what publics are saying in the sub-arenas, such as Twitter (Coombs & Holladay, 2014). Leaders and management can monitor and respond to communication on social media to remedy a crisis, and police organizations can monitor social media communication to reduce rumors and misinformation (Gruber et al., 2015; Fowler, 2017). The government can maintain lateral communication with key publics, conveying empathy and sincerity, and implement other tools such as blogs to communicate with stakeholders directly because social media serve as an official information channel from the government to its citizens (Bratu, 2016). While the current body of literature suggests bilateral communication allows for an organization to communicate with its publics more directly and effectively than lateral communication, lateral communication is appropriate when an organization or the government informs its publics, such as listing the locations of emergency shelters in a tweet during a hurricane (Bratu, 2016). As such, Twitter allows organizations to involve publics in crisis dialogue and ensure the accuracy of crisis information.

Authentic. The second PARC principle of effective Twitter use is authentic; Twitter allows organizations to engage in authentic messaging and counter-messaging or defenses if the messaging and behaviors are genuine (Allagui & Breslow, 2016). Inauthentic messaging, such as false promises, incorrect information, and insincerity, impacts business correspondence and reputation negatively (Civelek et al., 2016). Crisis response tweets that originate from the Twitter account of an organization's chief executive officer (CEO) are more authentic than tweets from the organization's Twitter account because a human voice is more authentic than an organizational voice (Kim & Park, 2017; Jahng & Hong, 2017). Organizations use authenticity to guide and bolster counter-messaging and defenses on Twitter. Publics with a positive brand attitude toward an organization will respond to an organization's defensive tweets positively and the acknowledgment of responsibility and apology negatively; conversely, publics with a negative brand attitude toward an organization will respond to defenses negatively as well as responsibility and apology positively (Jahng & Hong, 2017). In other words, an organization's authenticity will yield positive feedback from publics. Findings of Jahng and Hong contradict previous studies and traditional crisis response strategies, where acknowledging the situation, assuming responsibility, and issuing an immediate apology are best for crisis response and reducing reputational harm.

Although using a defense contradicts previous studies and traditional crisis response strategies, an organization that defends itself during a crisis, such as using a moral defense, performance defense or defiance defense, will suffer less reputational harm than an organization that does not defend itself or self-victimizes through a victim approach (Len-Ríos, Finneman, Han, Bhandari, & Perry, 2015; Utz et al., 2013). Len-Ríos et al. found Paula Deen's apology, a defense message posted to YouTube in the form of a video, gained the most traffic and attention,

which suggests a human voice or image is more effective due to authenticity. According to Civelek et al. (2016), “The collective consciousness created by consumers on social media was non-negligible for businesses in their communication with their environment” (p. 117). While authentic apologies posted to Twitter reduce an organization’s reputational harm, cultural norms and values influence how an organization, individual or entity apologizes through social media; for example, collectivist cultures interpret apologies negatively even if the organization conveys authenticity in its messaging (Zhu, Anagondahalli, & Zhang, 2017). Organizations can thus establish authenticity on Twitter during a crisis by conveying accurate information and using a human voice, an apology, and a defense.

Resourceful. The third PARC principle of effective Twitter use is resourceful; organizations can use Twitter for resourceful information dissemination or providing publics with helpful information (Allagui & Breslow, 2016). Because Twitter allows organizations to reach a large target audience, organizations can use Twitter to reach key publics who are in danger and cannot access in-person information (Fowler, 2017; Vos & Buckner, 2016; Cho & Park, 2013; Acar & Muraki, 2011). Organizations and the government monitor Twitter and help publics during a natural disaster, terrorist attack or an active shooter scenario. For example, organizations can “steal thunder” by becoming a primary information source that is accurate, credible, and reliable and disseminating vast quantities of information, which reduces and prevents noise, or rumors and disinformation (Fowler, 2017; Zhou & Shin, 2017). Stealing thunder is effective when an organization reports on a crisis for which it is responsible before the media, and publics gain a sense of empowerment if they receive and share crisis information from an organization’s social media before traditional media channels (Fowler, 2017). However, stealing thunder has different effects and can fail in different cultural settings due to the ways in

which collectivist and individualist cultures interpret and value official information channels, apologies, and other crisis response strategies such as good intentions, corrective action, and image bolstering (Zhu et al., 2017; Zhou & Shin, 2017). Overall, organizations become an official information source to help publics during a crisis efficiently by stealing thunder through the use of Twitter.

Credible. The last PARC principle of effective Twitter use is credible; an organization can establish credibility by using Twitter during a crisis effectively. An organization can use Twitter as an official communication channel during a crisis and train employees to relay essential help and safety information to publics on social media effectively (Bratu, 2016; Fowler, 2017). Tweets that convey transparency, maintain the free flow of information, and originate from official communication channels, such as the government and news media, are credible (Gruber et al., 2015; Thomas, Friedman, Brandt, Spencer, & Tanner, 2016; Schultz et al., 2011). Also, the accuracy of tweets and proximity of tweet source help an organization establish credibility during a crisis. Tweets are accurate if the organization is in proximity to the crisis location and coordinates and connects with, for example, political and health officials to help crisis messaging reach a larger audience (Takahashi et al., 2015; Sutton, Spiro, Butts, Fitzhugh, Johnson, & Greczek, 2013). Publics' proximity to a crisis influences their Twitter use during a crisis; for example, Twitter users living in the Philippines were more likely to use Twitter during the Typhoon Haiyan crisis even though local Twitter users did not request help through tweets (Takahashi et al., 2015).

Conversely, a dishonest organization with low credibility will experience a prolonged reputational crisis and harm if in a crisis. For example, BP will suffer an extended reputational crisis because it denied responsibility for the 2010 Deepwater Horizon Oil Spill, distorted the

facts about the oil spill, and used diminishment strategies initially (Ye & Ki, 2017). While proactive social media strategies help reduce reputational harm, publics' perception of an organization will triumph the message response strategies it applies during a crisis; low credibility and public trust will harm an organization and its reputation (Ye & Ki, 2017; Veil et al., 2015). Organizations can thus establish credibility during a crisis by issuing accurate information in proximity to the crisis through the use of Twitter, and credibility reduces reputational damage following a crisis. Therefore, use of the PARC principles aids in the success of organizations' and other entities' social media campaigns and crisis response strategies on Twitter through community participation, authentic messaging, resourceful information dissemination, and credibility management.

Eliminating Twitter Limitations Through Messaging and Hashtags

While organizations, individuals, and entities use Twitter for community participation, dialogue monitoring, authentic messaging and defense, resourceful information dissemination, and reputation and perception management effectively, limitations of using Twitter pose potential problems during a crisis. Limitations of using Twitter as a crisis response tool include Twitter producing polarized conversations if left unmonitored, the fast pace of Twitter, the possibility of alerting an active shooter of police plans, and Twitter's 140-character limit (Fowler, 2017; Brummette & Sisco, 2015). Also, tweets contain both reliable and unreliable information, and specific tweets become lost among all the tweets pertaining to a crisis (Thomas et al., 2016; Acar & Muraki, 2011; Agozzino & Kaiser, 2014). Governments may not use Twitter as an official channel to coordinate relief efforts and disseminate information (Spence, Lachlan, Lin, & Del Greco, 2015; Takahashi et al., 2015; Lachlan et al., 2014). Further, publics may not use Twitter, and Twitter users may unknowingly share misleading information such as outdated

images, premeditated images, and unrelated topics to the crisis (Thomas et al., 2016; Lachlan et al., 2014). Organizations, such as schools and universities, may not use social media or have a crisis communication plan in place, which allocates an opportunity to reach a larger target audience by using Twitter and other social media during a crisis (McGuinness & Marchand, 2014; Agozzino & Kaiser, 2014). Further, the limitations of Twitter use during a crisis can result in reputational harm to an organization, individual or entity.

Messaging. While organizations can misuse social media for crisis response and other message mediums are more effective than social media, organizations can overcome limitations of Twitter use through messaging and using hashtags (Civelek et al., 2016; Vos & Buckner, 2016). Messaging includes source, medium, framing, custom messaging, Uniform Resource Locators (URLs), user-generated content (UGC), and organization-generated content. Kim and Park (2017) found organizational message sources such as CEOs are more credible and trustworthy than non-organizational sources such as consumers in the context of social media. Publics will trust an organizational source in proximity to a crisis location to provide reliable and helpful information through Twitter during a crisis (Kim & Park, 2017; Acar & Muraki, 2011). An organization's CEO or spokesperson will suffer less reputational harm than the organization during a crisis (Verhoeven, Van Hoof, Keurs, & Van Vuuren, 2012). The message medium affects reputation, secondary crisis communication, and reactions more than crisis type while the message only affects secondary crisis communication (Schultz et al., 2011; Utz et al., 2013). Utz et al. also conclude that crisis type affects anger, and how an organization uses a medium to convey a message affects anger and the organization's reputation. Further, organizations can frame Twitter messages to attract attention to reliable and accurate information strategically during a crisis but suffer reputational harm if they generate negative messaging or frame

messages negatively (van der Meer & Verhoeven, 2013; Bratu, 2016). Thus, the medium through which organizations distribute information and engage with publics effectively during a crisis reduces the limitations of Twitter use (Vos & Buckner, 2016).

Custom messaging also allows Twitter users to overcome limitations of Twitter use during a crisis. Organizations can customize their crisis messaging on social media by making their tweets more personal and including URLs and UGC in tweets; personalizing and monitoring Twitter communications can reduce polarizing conversations (Leykin et al., 2016; Fowler, 2017). Organizations can include more information in Tweets beyond the 140-character limit with URLs to YouTube videos and other social media platforms thus yielding more engagement (Lachlan et al., 2014). Individuals also make further sense of a crisis through linked sources with more substantial information (Len-Ríos et al., 2015; Fowler, 2017). UGC aids an organization in crisis by changing publics' perceptions of the organization positively, and organization-generated content strengthens consumers' attitudes of the organization depending on the content the organization generates on its social media channel (Schivinski & Dabrowski, 2016). Custom messaging, URLs, and custom-generated content help reduce the limitations of Twitter use.

Hashtags. Organizations can also overcome limitations of Twitter use during a crisis by integrating hashtags in tweets. Twitter users can include hashtags in their tweets for other users to locate topics of interest quickly. Hashtags increase engagement on Twitter; for example, Twitter users tracked the hashtags “#UVA” and “#BOV” during the 2012 University of Virginia crisis, causing the local crisis to trend on Twitter and escalate into a national crisis (Gruber et al., 2015). The message saturation, audience reach, and audience engagement gained from the trending hashtags resulted in former President Sullivan's reinstatement following her removal

two weeks prior. Organizations and government can introduce official hashtags and limit the number of retweets to reduce the unreliability of tweets and retweets during a crisis, natural disaster, national health crisis or terrorist attack (Acar & Muraki, 2011; Lachlan et al., 2014). Twitter users, however, can tweet about their safety, unsafety, and situation during a crisis. Because individuals use Twitter during a crisis for sensemaking, governments can ensure important information reaches Twitter users by introducing specific, national, and local hashtags to prevent tweets containing essential information from becoming lost and reduce the unreliability of unofficial tweets (Vos & Buckner, 2016; Spence et al., 2015; Lachlan et al., 2014). Thus, hashtags allow organizations, governments, and individuals to communicate and track crises easily on Twitter, and strategic messaging and hashtags reduce the limitations of Twitter use during a crisis.

Emotions and Reaction

Furthermore, tweets appealing to emotions yield the most responses, or reaction, during a crisis (van der Meer & Verhoeven, 2013; Coombs & Holladay, 2014). Publics use Twitter for emotional release during a crisis (Lachlan et al., 2014). Publics are more likely to act or seek information on television, share information via interpersonal communication and social media channels, and take protective actions if they have a high emotional involvement with a crisis (Jin, Fraustino, & Liu, 2016; Kim & Jin, 2016). SMCC explains emotions influence publics' interpretation of crisis tweets and use of Twitter during a crisis (Gurman & Ellenberger, 2015). Tweets containing emotional messages or conveying emotions are most frequent immediately following a crisis but not directed toward specific individuals or organizations; however, research shows informative and affective messaging remain consistent during a crisis (Cho & Park, 2013). Twitter users can use emoticons to convey emotions (Lin, Lachlan, & Spence,

2016). Negative emotional predictors include fear, anger, shock, anxiety, and sorrow, and positive emotional predictors include advocacy, empathy, hope, pride, joy, gratitude, and fearlessness (Jin et al., 2016; Guo, 2017; Coombs, 2007). Moreover, the emotions conveyed through an organization's social media crisis responses can influence publics' reactions, such as whether individuals panic or overreact to tweets and their framing initially before receiving informed details from traditional news media outlets (van der Meer & Verhoeven, 2013; van der Meer & Verhoeven, 2014). Conversely, publics perceive the absence of organizational emotion as insincerity and guilt, and large organizational crises such as fraud, plane crashes, and ethical misconduct conjure more emotions than small crises such as a product recall (van der Meer & Verhoeven, 2013; van der Meer & Verhoeven, 2014). An organization's tweets thus appeal to publics' negative and position emotions, evoking responses, or reactions, from publics.

Fear and anger. Negative emotional appeals, such as fear and anger, influence publics' actions; individuals can express anger and fear and consume crisis communications on Twitter (van der Meer & Verhoeven, 2013; Kim & Jin, 2016). Tweets collected before, during, and after Hurricane Sandy in 2012 show tweets conveying fear, sorrow, and anger outnumbered tweets containing helpful information, and the number of emotional tweets increased significantly as the hurricane neared landfall (Lachlan et al., 2014; Spence et al., 2015). Findings of Brummette and Sisco (2015) show fear is the dominant emotion conveyed by an organization's publics, contradicting the integrated crisis mapping (ICM) model which predicts sadness is typically the dominant emotional response. Also, Jahng and Hong (2017) show a correlation between negative emotions and low prior brand attitude, suggesting publics with a low prior brand attitude prefer negative emotions, such as anger and regret. Crisis type affects publics' emotions such as anger, and an organization that takes a victim approach to a crisis receives responses of anger (Utz et

al., 2013). For example, publics have higher feelings of anger toward an organization if they feel involved with the organization, and internal crises resulted in higher feelings of anger than external crises (Utz et al., 2013; Kim & Jin, 2016). Thus, publics primarily convey fear during a crisis. Publics will express anger toward an organization if publics have a low prior brand attitude of the organization or if the organization victimizes itself.

Negative emotions conveyed through an organization's tweets or displayed in publics' tweet responses will affect an organization's reputation negatively, and publics will form a negative perception of the organization if the organization uses negative emotions (Schivinski & Dabrowski, 2016). Publics will react and communicate in specific ways if an organization conveys negative emotions in its initial crisis response tweet or subsequent tweets. Jin et al. (2016) found anger and anxiety influence individuals to seek more disaster information via television but share information via interpersonal communication channels. Individuals are more likely to take protective actions the more they feel scared and anxious. Conversely, individuals can reduce anxiety and negative emotions by communicating their thoughts and feelings on Twitter during a crisis (Lachlan et al., 2014). Overall, fear and anger cause publics to share and initially seek information about a crisis on Twitter. Negative emotions, such as fear and anger, conveyed by both an organization's tweets and publics cause publics to react on Twitter.

Empathy and advocacy. Positive emotional appeals, such as empathy and advocacy, also influence publics' actions and perceptions of an organization on Twitter during a crisis. Empathy includes sorrow and care, advocacy includes hope, pride, and fearlessness, and positive emotions trump negative emotions during a crisis, such as the 2013 Boston Marathon bombing (Guo, 2017). Also, Gurman and Ellenberger (2015) suggest an organization should be more empathetic and sincere in its crisis communication response on Twitter. Publics have higher

feelings of empathy toward the victims of a crisis if they feel involved with the organization experiencing a crisis, and crisis type and organization type do not affect feelings of empathy (Kim & Jin, 2016). While humor is a positive emotion and individuals may compose and send humorous tweets during an initial crisis, such as Hurricane Sandy, individuals stop sending humorous tweets once they perceive a crisis as a threat, and humor becomes fear (Lin et al., 2016; Spence et al., 2015; Lachlan et al., 2014). Additionally, an organization's apology will convey positive emotions of empathy and advocacy. Apologies that convey empathy and advocacy typically reduce publics' negative emotions toward an organization or crisis (Jahng & Hong, 2017; Len-Ríos et al., 2015; Utz et al., 2013). While publics can interpret apologies as an admission of guilt, an organization can parse the language of its crisis response tweet to empathy (Myers, 2016). Conversely, findings of Lee and Chung (2012) contradict Coombs and Holladay (2008), showing that organizational apologies do not reduce feelings of anger among publics. Lee and Chung (2012) suggest an organization's apology is not effective in reducing publics' anger due to prior publics' mistrust of big corporations. Overall, positive emotions conveyed by an organization's tweets cause publics to react on Twitter and reduce negative emotions if anger is not present in publics' tweets.

Summary

Twitter is an effective crisis communication tool (Lachlan et al., 2014) because it allows organizations to communicate with its publics or stakeholders during a crisis. Twitter allows for community participation, dialogue monitoring, authentic messaging, counter-messaging and defense, resourceful information dissemination, and reputation and perception management. Organizations can implement strategic and custom messaging and introduce official hashtags to eliminate or reduce the limitations of Twitter use. Publics' tweets during a crisis convey an array

of emotions (van der Meer & Verhoeven, 2013). Emotions also influence how publics interpret and react to crisis tweets per SMCC. Publics' involvement with an organization experiencing a crisis affects their emotions toward the crisis type and the victims of the crisis. Through the use of SMCC and a situational analysis, organizations can assess publics' involvement and emotions to create custom messaging that appeals to these emotions (Gurman & Ellenberger, 2015; Kim & Jin, 2016). As such, a review of the literature shows that tweets containing emotional messages are most frequent during and after a crisis.

Because research has not identified which emotional appeal causes publics to act the most during and after a crisis on Twitter, this study poses the following research questions:

RQ1: What emotional appeal type will yield the most likes in tweets?

RQ2: What emotional appeal type will yield the most retweets in tweets?

RQ3: What emotional appeal type will yield the most replies in tweets?

RQ4: What emotional appeal type will yield the most overall engagement?

A mixed-methodological study, featuring qualitative and quantitative approaches, examining tweets in response to the 2018 Stoneman Douglas High School Shooting, as outlined in Chapter 3 of this document, will attempt to answer the aforementioned research questions. Findings of this study are presented in Chapter 4. Finally, Chapter 5 discusses the results and limitations of the current study and provides recommendations for future research.

CHAPTER 3

Method

The focus of this study was to examine crisis tweets in response to the 2018 Stoneman Douglas High School Shooting. The mass shooting occurred at the Marjory Stoneman Douglas High School in Parkland, Florida, on February 14, 2018. The shooter, Nikolas Cruz, activated the fire alarm and shot fleeing individuals, murdering 17 and injuring 14 students and faculty within six minutes. Specifically, this study focused on tweets generated from the following seven Twitter accounts as listed in Table 1 below: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff’s Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. This study intended to determine what emotional appeal type, such as fear, anger, empathy or advocacy, yielded the most engagement in Twitter messages during a crisis. The Stoneman Douglas High School Shooting was chosen due to the timeliness, prominence, and impact of the crisis. The crisis chosen for this study was similar to the crisis analyzed in a pilot study conducted in 2017 on the Manchester Arena Bombing. The crisis selected for this study and the Manchester Arena Bombing were both large acts of violence against a civilian population. Thus, this study examined the emotions conveyed by tweets generated in response to the Stoneman Douglas High School Shooting.

Table 1
Twitter Accounts Selected for Inclusion in Study

Entity Name	Twitter Account	Entity Type
Broward County Public Schools	@BrowardSchools	Education / Government
Principal Ty Thompson	@PrincipalMSD	Individual / Education
Superintendent Robert Runcie	@RobertwRuncie	Individual / Education
Broward Sheriff’s Office	@browardsheriff	Police / Government
Broward Sheriff Scott J. Israel	@ScottJIsrael	Individual / Police
Mayor Christine Hunschofsky	@CHunschofsky	Individual / Government
Parkland Problems	@ParklandProb	Community

Data

A mixed-methodological study, featuring both qualitative and quantitative approaches, was conducted on tweets in response to the 2018 Stoneman Douglas High School Shooting to understand further what emotional appeal type yields the most engagement on Twitter during a crisis. The number of tweets, tweet content, and tweet engagement constituted data for this study. Tweet content consisted of words, emoticons (emojis), crisis-specific hashtags, and phrases. Also, engagement consisted of the number of likes, retweets, and replies per tweet and was measured quantitatively. This data involved both big data and small data. Stacks and Bowen (2013) defined big data as “large and complex data sets from a wide range of sources including structured and unstructured data” (p. 3) that can be recorded, filtered, and analyzed using computer programs (Stacks, 2017). Moreover, Stacks (2017) defined small data as local and simple data sets, or “pilot studies” (p. 94), where small data consist of measurable content, criteria, and surveys (Peysakhovich & Stephens-Davidowitz, 2015). Specifically, tweet engagement (big data) helped quantify qualitative tweet content (small data) (Stacks, 2017; Peysakhovich & Stephens-Davidowitz, 2015). The emotional appeal types of fear, anger, empathy, and advocacy were selected based on the literature reviewed in Chapter 2 of this document and the findings of a pilot study conducted in 2017 analyzing tweets generated in response to the 2017 Manchester Arena Bombing. While emotional tweets yield elevated levels of engagement during and following a crisis, limited research exists on the effects of individual emotional appeal types on Twitter engagement during a crisis. As such, organizations, celebrities, and public relations practitioners could design and implement custom messaging appealing to a specific emotion to maximize message saturation, audience reach, and engagement on Twitter during a crisis.

As such, a qualitative content analysis of tweets generated in response to the 2018 Stoneman Douglas High School Shooting was conducted to determine which emotional appeal type yielded the most engagement on Twitter during a crisis. A content analysis can be applied to all forms of communication and will turn qualitative communication data into measurable, or quantifiable, data (Berger, 2016; Stacks, 2017). In this study, a content analysis turned crisis tweets into measurable, or quantifiable, data in terms of emotional appeal type frequency and engagement. As part of both a manifest and latent message evaluation, tweet content was classified into categories of “good to bad” (Stacks, 2017, p. 151), or emotional appeal type ranging from empathy to anger. Tweet data were then analyzed strategically based on the literal content of tweets through the use of a constant comparative method (Michaelson & Stacks, 2017; Stacks, 2017; Glaser & Strauss, 1967). Also, a content analysis was an appropriate qualitative research method for this study due to time and monetary constraints, as well as the method was an unobtrusive and nonreactive process which allowed for simple data collection from the public domain (Bowen, 2009). The following pilot study was conducted in 2017 to provide an understanding and analyze what emotional appeal type yielded the most engagement on Twitter during a crisis.

Pilot Study

The pilot study analyzed crisis response tweets to the Manchester Arena Bombing in June 2017 through a content analysis from a convenience sample of three Twitter accounts in proximity to the crisis. The following research questions guided the pilot study: “How frequently do organizations and other entities tweet during a crisis?”; “Do Twitter messages conveying fear, empathy or advocacy gain the most attention during and after a crisis?”; “Do Twitter messages containing shared content, such as external URLs to Instagram posts, yield more action regarding

likes, retweets, and replies?"; and, "What specific words in Twitter messages, based on fear, empathy or advocacy, may correlate to publics acting or reacting during a crisis?" (Fiore, 2017).

Data collection, data analysis, and results. A mixed-methodological approach was used to answer the proposed research questions. Tweets were collected from the Twitter accounts of Ariana Grande, the Manchester Arena, and the Terrorism Police of the United Kingdom, spanning a range of two weeks between May 22, 2017, to June 7, 2017. Tweet data, including likes, retweets, and replies, were recorded in Microsoft Excel. Tweet contents, such as the words of the tweets, were counted using WordCounter and visualized using WordArt. The results of the pilot study showed the Terrorism Police of the United Kingdom tweeted the most despite having significantly fewer followers than Ariana Grande. Results showed most tweets from all three Twitter accounts conveyed advocacy. Further, advocacy and empathy yielded the most engagement in terms of retweets and likes, but advocacy yielded the most replies. The researcher included the fourth category of unrelated for tweets not coded into fear, empathy or advocacy. Results showed the Twitter accounts generated more original content than shared content, where original content yielded the most retweets and likes. Through the use of WordCounter, results also showed tweets conveying anger contained words such as "incident," "police," "attack," "statement," "emergency," and "explosion." Tweets conveying empathy contained "response," "love," "support," and "thoughts." Finally, results showed tweets conveying advocacy contained "police," "report," "heart," "help," and "suspicious," as well as the hashtags "#ActionCountersTerrorism" and "#OneLoveManchester" (Fiore, 2017).

Limitations, recommendations, and future study. Limitations of the pilot study included the sample size and coding errors. Tweets were collected from only three Twitter accounts. Coded data could have omitted words from each emotional appeal type tweet or

included unnecessary words. The pilot study also suggested future research could expand the findings of the study by including more than three Twitter accounts in the sample size and applying a similar methodology to subsequent studies. The pilot study, as well as its finding and limitations, were used to create and implement the current study proposed in this document. As a result, the current study examined crisis tweets and which emotional appeal type—fear, anger, empathy or advocacy—yielded the most engagement on Twitter during a crisis.

Current Study

The following study examined tweets in response to the 2018 Stoneman Douglas High School Shooting from the following seven Twitter accounts: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. The overall purpose of this study was to identify which emotions yielded the highest engagement during a crisis. All entities, including organizations, celebrities, government, and individuals could use, design or generate content appealing to such emotions to maximize message saturation, audience reach, and engagement on Twitter during a crisis.

Research questions. Because tweets appealing to emotions generate the most responses or reaction during a crisis, this study posed the following research questions to identify what emotional appeal type yields the most engagement:

RQ1: What emotional appeal type will yield the most likes in tweets?

RQ2: What emotional appeal type will yield the most retweets in tweets?

RQ3: What emotional appeal type will yield the most replies in tweets?

RQ4: What emotional appeal type will yield the most overall engagement?

Data collection. For the purpose of this study, data consisted of Twitter messages (tweets). Data were collected from credible Twitter accounts with social media presences and similar followers in proximity to the 2018 Stoneman Douglas High School Shooting (Acar & Muraki, 2011; Cho & Park, 2013; Gurman & Ellenberger, 2015; Lachlan et al., 2014; Lin et al., 2016; Takahashi et al., 2015). The seven Twitter accounts belonging to Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems were selected for this study. The Twitter accounts were relevant to the crisis, reported on the crisis, in proximity to the crisis, and involved directly with the crisis (Sutton et al., 2013). For example, the shooting occurred at the Marjory Stoneman Douglas High School of the Broward County Public Schools (school district), where Principal Ty Thompson and Superintendent Robert Runcie served as school administrators. Additionally, Broward Sheriff Scott J. Israel of the Broward Sheriff's Office responded to the crisis. Mayor Christine Hunschofsky served as mayor of Parkland, Florida. Lastly, Parkland Problems, a community Twitter group for sharing concerns about Parkland, Florida, shared information about the shooting and subsequent updates. Therefore, the aforementioned Twitter accounts were appropriate for selection and contained relevant, crisis-specific tweets, including hashtags (Sutton et al., 2013; Lachlan et al., 2014; Vos & Buckner, 2016; Lin et al., 2016; Spence et al., 2014; van der Meer & Verhoeven, 2013).

The data sample ranged from the onset of the crisis to one-week post-crisis, or from February 14, 2018, to February 21, 2018. This study implemented the following data collection and analysis tools: Twitter, Microsoft Windows 10, Microsoft Office, and Mozilla Firefox. The researcher was the data recorder for this study. The researcher recorded and archived each tweet and total engagement carefully in a Microsoft Excel spreadsheet (Appendix A) for further

analysis through a manual approach of cutting and pasting (Tracy, 2013). For this reason, the researcher recorded tweets comprising the sample into one Excel spreadsheet. Tweets were recorded per Twitter handle (source) and included the tweet date, entity type, tweet content, and engagement. Individual, education, police, community, and government constituted each Twitter account's entity type. Data relating to the coding categories were not entered into a second Excel spreadsheet (Appendix B) until the researcher analyzed the data. The researcher organized the data by source, entity type, content, engagement, and coding categories (Tracy, 2013). The researcher then filtered the data chronologically.

Criteria for inclusion. Tweets were selected for inclusion in this study if they contained text, hashtags, emoticons (emojis) or Uniform Resource Locators (URLs) (Thomas et al., 2016). Extensive audio and visual content such as pictures and videos were not included due to researcher limitations. However, short videos and images consisting of long messages in response to the Stoneman Douglas High School Shooting were included due to the character limit of tweets and the trend of individuals posting long messages surpassing the character limit in the form of screenshots. The researcher included only original content generated from the Twitter accounts in the sample. Tweets retweeted from other Twitter accounts in the sample and not in the sample were not included to avoid skewed results. For example, one tweet would have been recorded twice if Principal Ty Thompson retweeted Broward Sheriff Scott J. Israel without adding additional original content to the retweet, thus skewing the average engagement per emotional appeal type. Further, tweets generated as replies to tweets in the sample and not in the sample, such as giving thanks, were not included to avoid skewed results, as well as the inability to assign two engagement data criteria to one tweet. The researcher then recorded the data meeting the criteria for inclusion in the study during data collection.

Data analysis. Because this study was interested in the tweet author's perspective through his or her words, emojis, and implied emotions primarily opposed to truth value, the data were analyzed through a qualitative content analysis (Lindlof & Taylor, 2011). Fiore (2017) and the review of the literature showed tweets conveyed elevated levels of emotion during a crisis and outlined four categories into which the researcher coded the data (Jin, Fraustino, & Liu, 2016). The coding categories, or the emotional appeal types, were fear, anger, empathy, and advocacy, where the review of literature introduced the new coding category of anger. These coding categories were mutually exhaustive, mutually exclusive, and sorted data into one mutual commonality—emotional appeal (Berger, 2016; Lindlof & Taylor, 2011). For the purpose of this study, the fifth coding category of unrelated was included for data not coded into the four emotional appeal types, similar to the pilot study. The coding process involved both a manifest unit of analysis and a latent unit of analysis (Stacks, 2017). The researcher used a manifest unit of analysis to open-code tweet content into categories based on the literal tweet content. The researcher coded words of outrage and angry emojis at face value into, for example, anger (Lindlof & Taylor, 2011; Fiore, 2017). Also, the latent unit of analysis allowed the researcher to group the data into emotional appeal types, or common data themes (Stacks, 2017).

Through the use of the constant comparative method, the researcher skimmed, read, interpreted, and sorted the tweet sample into the coding categories (Glaser & Strauss, 1967; Gou, 2017; Berger, 2016; Bower, 2009). The constant comparative method involved the researcher comparing the data with coding units and sorting the data into the appropriate coding categories. The five aforementioned coding categories implemented by the researcher in this study were fear, anger, empathy, advocacy, and unrelated.

Fear. First, fear, as defined by the Merriam-Webster online dictionary, is “an unpleasant often strong emotion caused by anticipation or awareness of danger” (Fear, n.d.). Fear is also “reason for alarm” (Fear, n.d.). For example, Fiore (2017) coded tweets as fear if the tweet content conveyed death, terror, terror threat levels, police activity, missing persons, terrorist information and capture, and terrorist attack announcements, or included words such as “incident,” “police,” “act,” “statement,” “attack” or “explosion.” As such, the researcher coded tweets as fear in a manner similar to the pilot study.

Anger. Second, the Merriam-Webster online dictionary defines anger as “a strong feeling of displeasure and usually of antagonism” (Anger, n.d.). Fiore (2017) did not code for anger. However, the researcher coded tweets as anger in the current study if the tweets conveyed intense emotions, hatred, and outrage. The researcher coded tweets as anger if the tweets placed blame, verbally attacked or expressed anger toward an organization or person in the tweet analyzed.

Empathy. Third, empathy, as defined by the Merriam-Webster online dictionary, is the “action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner” (Empathy, n.d.). Empathy is difficult to measure in messaging explicitly. However, sympathy is more direct and easier to measure than empathy. Sympathy is “an affinity, association, or relationship between persons or things wherein whatever affects one similarly affects the other” (Sympathy, n.d.). Sympathy is also an “inclination to think or feel alike: emotional or intellectual accord” (Sympathy, n.d.). The review of the literature and the pilot study grouped empathy and sympathy together as empathy. Specifically, the review of the literature demonstrated empathy

included sorrow and care, or sympathy. For this reason, the researcher included sympathy as part of empathy. Tweets were coded as empathy if they conveyed or included themes such as grievance, remembrance, condolences, and giving thanks, and words such as “love,” “support,” “thoughts,” “heart,” and “sorry.”

Advocacy. Fourth, the Merriam-Webster online dictionary defines advocacy as “the act or process of supporting a cause or proposal: the act or process of advocating something” (Advocacy, n.d.). The process of advocating something is “to support or argue for (a cause, policy, etc.): to please in favor of” (Advocate, n.d.). Tweets were coded as advocacy if the tweets conveyed or included themes such as fighting back, moving forward, uniting, and counterterrorism. The researcher also coded tweets as advocacy if the tweets contained words such as “police,” “report,” “act,” “help,” “suspicious,” and “change.”

Unrelated. Finally, the researcher coded tweets as unrelated if the tweets did not contain coding units of the other four coding categories. Tweets were coded as unrelated in addition to another coding category if the tweets conveyed an emotion and contained unrelated information. For example, tweets were coded as unrelated if they were not of relevance to the crisis, such as community events and promotions, updates on crisis logistics, or lacked conveyed emotions.

Therefore, the researcher coded the tweet sample into the appropriate emotional appeal, or coding category, by comparing tweet content with the coding units, or themes and words, from previous research and data into the same and different categories (Glaser & Strauss, 1967). Tweets were coded into the respective emotional appeal type in Appendix B. Each tweet was assigned a value of one or zero, as binary data, under the category in which it fell. Values of ones and zeroes were also assigned to the entity type from which each tweet originated. For example, the researcher assigned a value of one if he or she classified the tweet as empathy, and recorded

zeros under the remaining categories. Also, tweets conveying more than one emotion were assigned a value of one under the respective emotional appeal types. Further, the data were quantified into the number or percentage of tweets conveying an emotional appeal type, or by average engagement per emotional appeal type.

Summary

A mixed-methodological approach through a qualitative content analysis was conducted in this study, examining relevant crisis response tweets to the 2018 Stoneman Douglas High School Shooting. Seven Twitter accounts belonging to Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems were selected for this study. The Twitter accounts were selected due to their relevance, proximity, and direct involvement with the Stoneman Douglas High School Shooting. The data, generated from tweets, were recorded and organized into Microsoft Excel sheets chronologically and included the tweet date, account, content, engagement, and coding categories. Moreover, the constant comparative method allowed the researcher to code tweets into the coding categories of fear, anger, empathy, and advocacy based on the results of the pilot study and the review of the literature. Tweets conveying more than one emotion were coded into the appropriate categories, and tweets conveying none of the emotional appeal types were coded as unrelated. Each emotional appeal type was then quantified based on the average engagement for the specific emotional appeal type.

Although the current study examined tweets generated in response to the 2018 Stoneman Douglas High School shooting, the focus of the current study was to determine what emotional appeal type yielded the most engagement on Twitter during a crisis. Specifically, the emotional

appeal types of fear, anger, empathy, and advocacy were selected based on the review of the literature provided in this document and a pilot study conducted in 2017 on the Manchester Arena Bombing. This master's project was an extended mirroring of the pilot study. This project pioneered the understanding of what specific emotional appeal types, or emotions, predominantly cause individuals to react on Twitter and how organizations, celebrities, governments, and individuals can use this information to maximize message saturation, audience reach, and engagement on Twitter during a crisis. The following chapter contains the results of the current study. Finally, Chapter 5 contains a discussion of the results, limitations of the current study, recommendations for future research, and recommendations for the practice of public relations.

CHAPTER 4

Results

The following chapter contains the findings of the qualitative content analysis outlined thoroughly in Chapter 3 of this document. Through the use of a mixed-methodological approach, the current study examined relevant crisis response tweets to the 2018 Stoneman Douglas High School Shooting to determine what emotional appeal type yielded the most engagement on Twitter during a crisis. The researcher selected the following seven Twitter accounts for data collection: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. The researcher recorded tweets generated by the Twitter accounts from February 14, 2018, to February 21, 2018, into Appendix A. The researcher then coded and analyzed the tweets into Appendix B using the coding categories of fear, anger, empathy, and advocacy. The coding categories and units were selected based on the literature reviewed in Chapter 2 of this document as well as a pilot study conducted in 2017.

This chapter presents the general findings regarding the number of tweets per Twitter account as well as the number of emotional appeal types conveyed by tweets in the sample. Also, the primary findings—the average engagement, or likes, retweets, and replies, per emotional appeal type—are presented in this chapter. Specifically, this chapter presents the findings for average likes, retweets, and replies individually. Findings showing which emotional appeal type conveyed by tweets yields the most overall engagement are also presented in this chapter. Finally, this chapter presents the unexpected revelations revealed by the current study. The final chapter of this document contains a discussion of the results, limitations of the current study, recommendations for future research, and recommendations for the practice of public relations.

Findings

A content analysis was conducted on tweets generated in response to the 2018 Stoneman Douglas High School Shooting. Data collection yielded a total sample of 190 tweets from the following seven Twitter accounts: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff’s Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. Using Appendix A: Master Tweet List, Table 2 below shows the number of tweets meeting the criteria for inclusion in the sample generated by each Twitter account from February 14, 2018, to February 28, 2018. Data collection results showed the sample contained 78 tweets from Broward Sheriff’s Office and 65 tweets from Broward County Public Schools. Results also showed two tweets generated by Broward Sheriff Scott J. Israel met the requirements for inclusion in the sample.

Table 2

Number of Tweets per Twitter Account in Sample

Entity Name	Twitter Account	Number of Tweets
Broward County Public Schools	@BrowardSchools	65
Principal Ty Thompson	@PrincipalMSD	7
Superintendent Robert Runcie	@RobertwRuncie	11
Broward Sheriff’s Office	@browardsheriff	78
Broward Sheriff Scott J. Israel	@ScottJIsrael	2
Mayor Christine Hunschofsky	@CHunschofsky	12
Parkland Problems	@ParklandProb	15
Total:		190

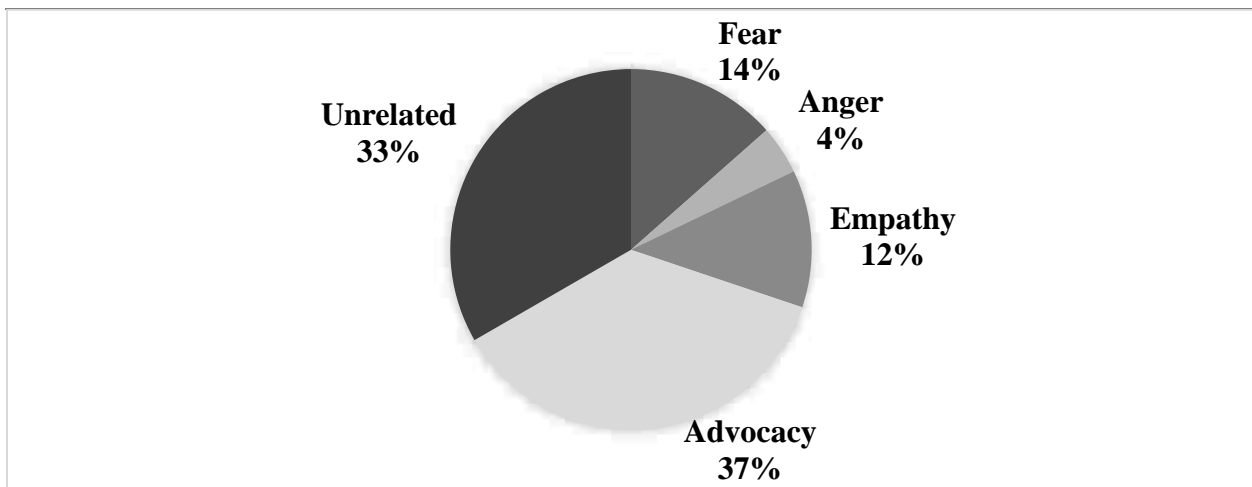
General Emotional Appeal Findings

Further, the following section contains the general findings regarding the number of emotional appeal types conveyed by tweets in the sample as well as examples of tweets conveying the emotions of fear, anger, empathy, and advocacy. The researcher coded the tweets in the sample as fear, anger, empathy, and advocacy into Appendix B: Coding Sheet 1 using

Appendix A: Master Tweet List. The fifth category of unrelated was included for tweets conveying no emotional appeal type. Also, tweets sharing information regarding crisis updates, general logistics, community events or business and marketing purposes were coded as unrelated. As mentioned above, the literature reviewed in Chapter 2 of this document and a pilot study conducted on the 2017 Manchester Arena Bombing helped the researcher code tweets as fear, anger, empathy, and advocacy. The percentage of tweets conveying fear, anger, empathy, and advocacy, as well as unrelated tweets, were calculated. As such, Figure 1 below shows the number of tweets that conveyed fear, anger, empathy, and advocacy, as well as unrelated tweets.

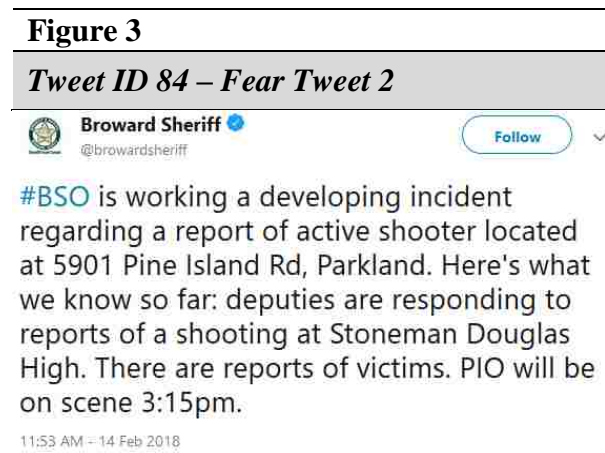
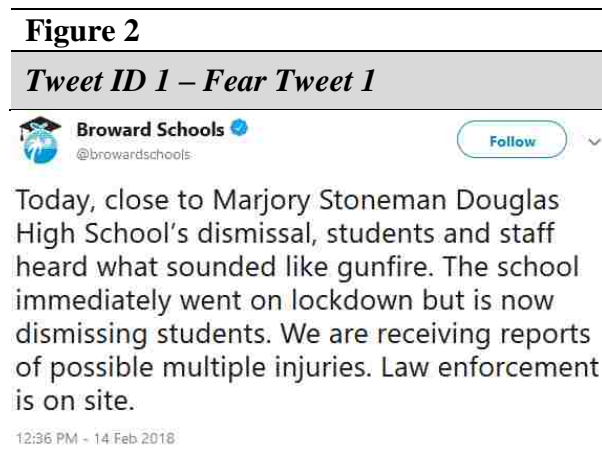
Figure 1

Percentage (%) of Tweets per Emotional Appeal



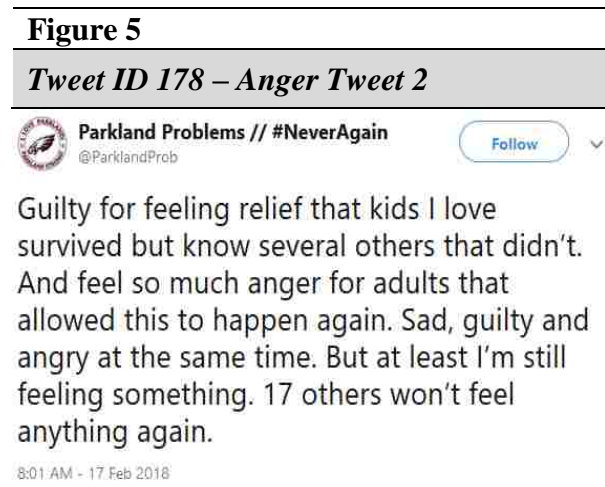
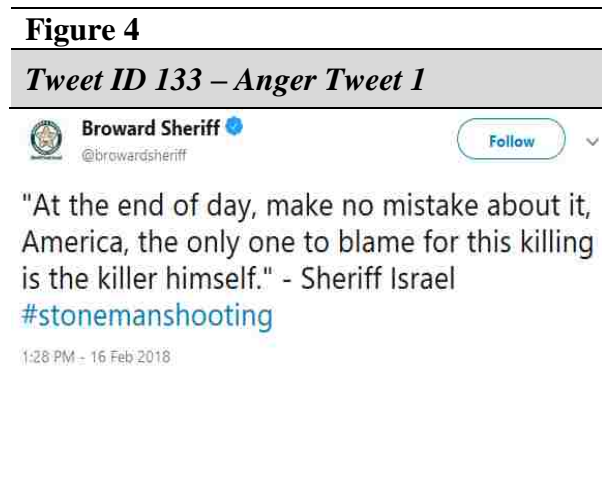
Results showed more tweets conveyed advocacy than fear, anger or empathy in the sample. A total of 92 tweets or 37% conveyed advocacy while 34 tweets conveyed fear and 11 tweets conveyed anger. The following subsections provide examples of tweets coded into each emotional appeal type: fear, anger, empathy, advocacy, unrelated, and two or more emotional appeals. Explanations as to why and how these tweets were coded into the respective categories are provided. Tweet examples—tweet content—were collected and presented using Appendix A and the general results for each coding category were presented using Appendix B.

Fear. First, through the use of Appendix B: Coding Sheet 1, results showed 34 tweets conveyed fear. Five of the seven Twitter accounts in the sample generated tweets conveying fear. For example, Tweet ID 1, a tweet generated by Broward County Public Schools on February 14, 2018, as shown in Figure 2 below, conveyed fear. The researcher coded this tweet as fear due to the coding units of “gunfire,” “lockdown,” “injuries,” and “law enforcement.” Tweet ID 1 also conveyed themes of death, terror, and police activity. Further, Tweet ID 84, a tweet generated by Broward Sheriff’s Office on February 14, 2018, as shown in Figure 3 below, also conveyed fear. The coding units of “incident,” “active shooter,” shooting,” and “victims” allowed the researcher to code this tweet as fear. Tweet ID 84 also conveyed themes of death, terror, and police activity.

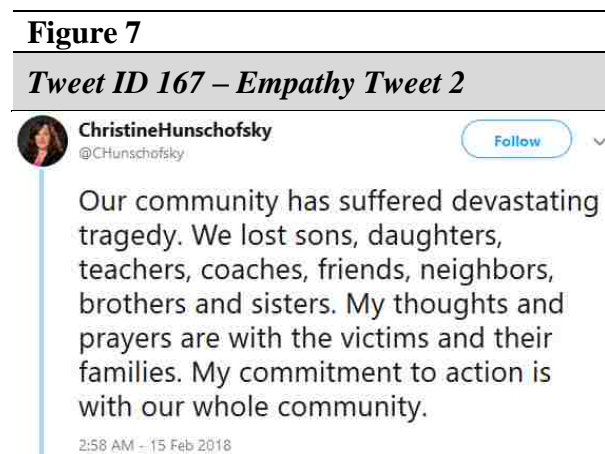
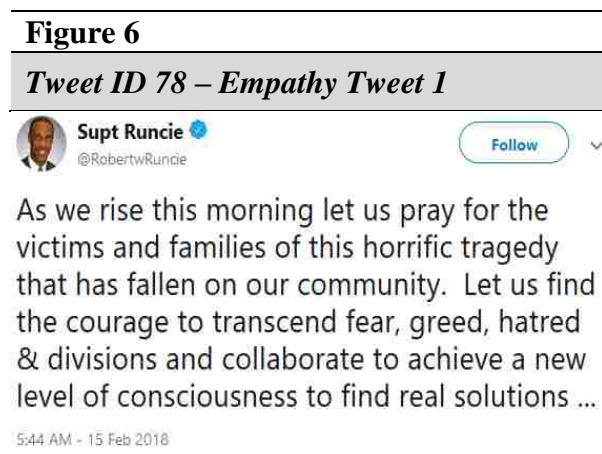


Anger. Second, findings revealed 11 tweets conveyed anger. Two of the seven Twitter accounts in the sample generated tweets conveying anger. For example, Tweet ID 133, a tweet generated by Broward Sheriff’s Office on February 16, 2018, as shown in Figure 4 below, conveyed anger. Tweet ID 133 conveyed themes of placing blame on another individual or entity in the tweet. For this reason, the researcher coded this tweet as anger. Further, Tweet ID 178, a tweet generated by Parkland Problems on February 17, 2018, as shown in Figure 5 below, also conveyed anger. Tweet ID 178 conveyed themes and instances of hatred, placing blame, and

expressing anger toward other individuals in the tweet. For this reason, the researcher coded this tweet as anger.



Empathy. Third, through the use of Appendix B: Coding Sheet 1, results showed 31 tweets conveyed empathy. All seven of the Twitter accounts in the sample generated tweets conveying empathy. For example, Tweet ID 78, a tweet generated by Superintendent Robert Runcie, as shown in Figure 6 below, conveyed empathy. The coding units of “pray” and “heart” allowed the researcher to code this tweet as empathy. Tweet ID 78 also conveyed themes of grievance and remembrance. Moreover, Tweet ID 167, a tweet generated by Mayor Christine Hunschofsky on February 15, 2018, as shown in Figure 7 below, also conveyed empathy.



The researcher coded this tweet as empathy due to the coding units of “suffered,” “loss,” and “thoughts and prayers.” Tweet ID 167 also conveyed themes of grievance, remembrance, and condolences.

Advocacy. Fourth, findings revealed 92 tweets conveyed advocacy. All seven of the Twitter accounts in the sample generated tweets conveying advocacy. For example, Tweet ID 114, a tweet generated by Broward Sheriff’s Office on February 15, 2018, as shown in Figure 8 below, conveyed advocacy. The coding unit of “help” and themes conveying moving forward and uniting to support a cause allowed the researcher to code this tweet as advocacy. Further, Tweet ID 127, a tweet generated by Superintendent Robert Runcie on February 17, 2018, as shown in Figure 9 below, also conveyed advocacy. The researcher coded this tweet as advocacy due to the coding units of “help,” “assistance,” and “services to provide.” Tweet ID 127 also conveyed themes of moving forward and uniting.

Figure 8

Tweet ID 114 – Advocacy Tweet 1



Figure 9

Tweet ID 127 – Advocacy Tweet 2



Unrelated. Lastly, through the use of Appendix B: Coding Sheet 1, results showed 84 tweets were unrelated to the emotional appeal types. Unrelated tweets included information

regarding crisis updates, general logistics, community events, business and marketing purposes, and other unrelated information. For example, Tweet ID 19, a tweet generated by Broward County Public Schools on February 15, 2018, as shown in Figure 10 below, was unrelated. The researcher coded this tweet as unrelated due to the tweet conveying information about school activities, events, and closures. Also, tweets were coded as both unrelated and another emotional appeal type if the tweet contained complex ideas or information. For instance, Tweet ID 67, a tweet generated by Principal Ty Thompson on February 17, 2018, as shown in Figure 11 below, was also unrelated. Tweet ID 67 conveyed information about a community event relating to the crisis. This tweet also conveyed themes such as moving forward and uniting. For these reasons, the researcher coded this tweet as unrelated and advocacy.

Figure 10***Tweet ID 19 – Unrelated Tweet 1*****Figure 11*****Tweet ID 67 – Unrelated + Advocacy***

Two or more emotional appeals. Similar to how unrelated tweets conveyed an additional emotional appeal type, tweets conveyed multiple emotional appeal types. The researcher coded tweets as two or more emotional appeal types if the tweet contained coding units or conveyed themes of two or more emotional appeal types. For example, Tweet ID 3, a tweet generated by Broward County Public Schools on February 14, 2018, as shown in Figure 12 below, conveyed fear and empathy. The coding units of “law enforcement,” “injuries,” and “victims” as well as the themes of death and police activity allowed the researcher to code this

tweet as fear. Moreover, the coding unit of “thoughts and prayers” and the theme of grievance allowed the researcher to code this tweet as empathy. For these reasons, the researcher coded this tweet as fear and empathy.

Figure 12

Tweet ID 3 – Fear + Empathy



Overall, this section contained the general findings regarding the number of emotional appeal types conveyed by tweets meeting the criteria for inclusion in the sample. This section provided examples of tweets conveying the emotions of fear, anger, empathy, and advocacy, as well as unrelated tweets and tweets conveying more than one emotional appeal type.

Furthermore, the following sections address the research questions guiding the current study. Specifically, the following sections present the primary findings for average likes, retweets, and replies per emotional appeal type individually, as well as the findings showing which emotional appeal type conveyed by tweets yields the most overall engagement.

RQ1: What Emotional Appeal Type Will Yield the most Likes in Tweets?

Through the use of Appendix B: Coding Sheet 1, Table 3 below provides the results associated with the first research question. Specifically, Table 3 shows the average likes per each emotional appeal type as well as the number of tweets per each emotional appeal type.

Table 3

Average Likes per Emotional Appeal Type

	Fear	Anger	Empathy	Advocacy	Unrelated
Tweet Count	34	11	31	92	84
Likes	988	98	1,610	366	982

Results showed the emotional appeal type of empathy yielded the most amount of likes to tweets in response to the 2018 Stoneman Douglas High School Shooting. Twitter users liked empathy tweets more than fear, anger or advocacy tweets. Empathy yielded an average of 1,160 likes. However, anger yielded the least average amount of likes. Results did not show a relationship between the average number of likes and the number of emotional appeal type tweets. Findings replicated the findings of the pilot study where empathy yielded the most likes (Fiore, 2017).

RQ2: What Emotional Appeal Type Will Yield the most Retweets in Tweets?

Through the use of Appendix B: Coding Sheet 1, Table 4 below provides the results associated with the second research question. Specifically, Table 4 shows the average retweets per each emotional appeal type as well as the number of tweets per each emotional appeal type.

Table 4

Average Retweets per Emotional Appeal Type

	Fear	Anger	Empathy	Advocacy	Unrelated
Tweet Count	34	11	31	92	84
Retweets	723	35	580	196	221

Results revealed the emotional appeal type of fear yielded the most amount of retweets to tweets in response to the 2018 Stoneman Douglas High School Shooting. Twitter users retweeted fear tweets more than anger, empathy or advocacy tweets. Fear yielded an average of 723 retweets. However, fear yielded the least average amount of retweets. Results did not show a relationship between the average number of retweets and the number of emotional appeal type tweets.

Findings of the current study also differed from the findings of the pilot study where empathy yielded the most retweets (Fiore, 2017).

RQ3: What Emotional Appeal Type Will Yield the most Replies in Tweets?

Through the use of Appendix B: Coding Sheet 1, Table 5 below provides the results associated with the third research question. Specifically, Table 5 shows the average replies per each emotional appeal type as well as the number of tweets per each emotional appeal type.

Table 5
Average Replies per Emotional Appeal Type

	Fear	Anger	Empathy	Advocacy	Unrelated
Tweet Count	34	11	31	92	84
Replies	62	16	69	109	30

Results showed the emotional appeal type of advocacy yielded the most amount of replies to tweets in response to the 2018 Stoneman Douglas High School Shooting. Twitter users replied to advocacy tweets more than fear, anger or empathy tweets. Advocacy yielded an average of 109 replies. However, anger yielded the least average amount of retweets. Though results revealed more tweets conveyed advocacy and advocacy yielded the most replies, results did not show a relationship between the average replies of emotional appeal type tweets and the number of emotional appeal type tweets. Further, findings of the current study replicated the findings of the pilot study where advocacy yielded the most replies (Fiore, 2017).

RQ4: What Emotional Appeal Type Will Yield the most Overall Engagement?

Through the use of Appendix B: Coding Sheet 1, Table 6 below provides the results associated with the fourth research question. Specifically, Table 6 shows the average overall engagement per each emotional appeal type. Overall engagement consisted of the average likes, retweets, and replies per emotional appeal type. The following table also shows the results

associated with the other three research questions guiding the current study as well as the number of tweets per each emotional appeal type.

Table 6
Average Overall Engagement per Emotional Appeal Type

	Fear	Anger	Empathy	Advocacy	Unrelated
Tweet Count	34	11	31	92	84
Likes	988	98	1,610	366	982
Retweets	723	35	580	196	221
Replies	62	16	69	109	30
Average Engagement	591	50	753	224	211

Findings revealed the emotional appeal type of empathy yielded the most overall engagement to tweets in response to the 2018 Stoneman Douglas High School Shooting. Twitter users engaged with empathy tweets more than fear, anger or advocacy tweets. As such, empathy yielded an average overall engagement of 753 likes, retweets, and replies. Anger yielded the least overall engagement similar to the results of the other three research questions. Results did not show a relationship between the average overall engagement of emotional appeal type tweets and the number of emotional appeal type tweets.

Unexpected Revelations

Results associated with the four research questions guiding the current study revealed empathy yielded the most likes, fear yielded the most retweets, advocacy yielded the most replies, and empathy yielded the most overall engagement to tweets in response to the 2018 Stoneman Douglas High School Shooting. The following section presents the unexpected revelations revealed by the current study. Unexpected revelations included entity type and conveyed emotional appeal type, as well as the total number of daily tweets generated in the sample.

Entity type and conveyed emotional appeal type. Through use of the data contained in Appendix B: Coding Sheet 1, findings revealed a potential relationship between the entity types and the emotional appeal types conveyed by the entity types' tweets contained in the sample.

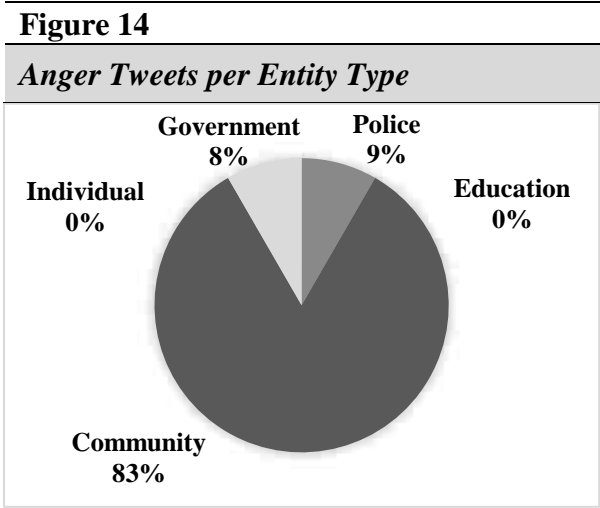
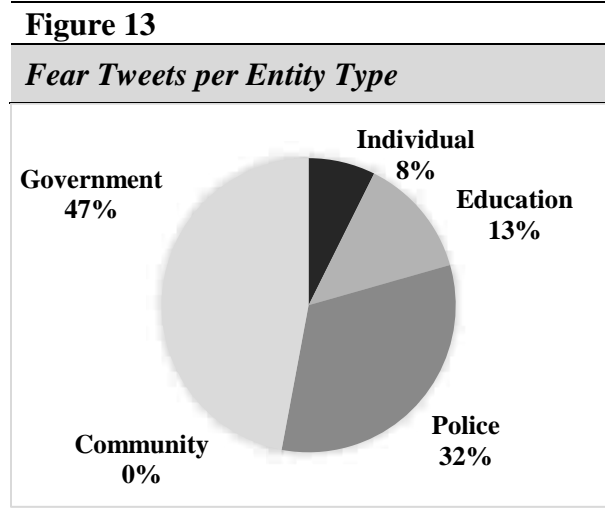
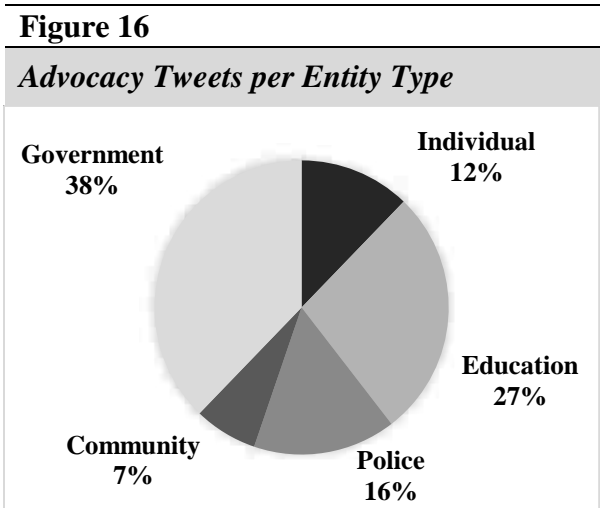
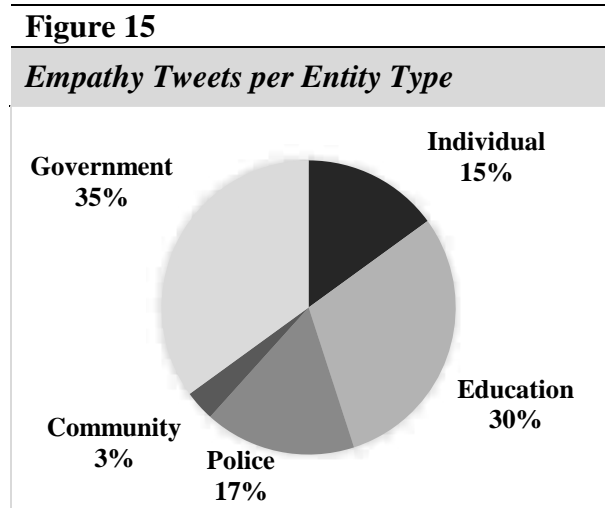


Figure 13 above shows the percentage of tweets conveying fear generated from each entity type. Findings revealed the entity type of government generated the most fear tweets. The entity type of police generated 32% of fear tweets while the entity type of community did not generate fear tweets. Also, Figure 14 above shows the percentage of tweets conveying anger generated from each entity type. Results showed the entity type of community generated 83% of anger tweets. The entity types of individual and government did not generate anger tweets in the sample.

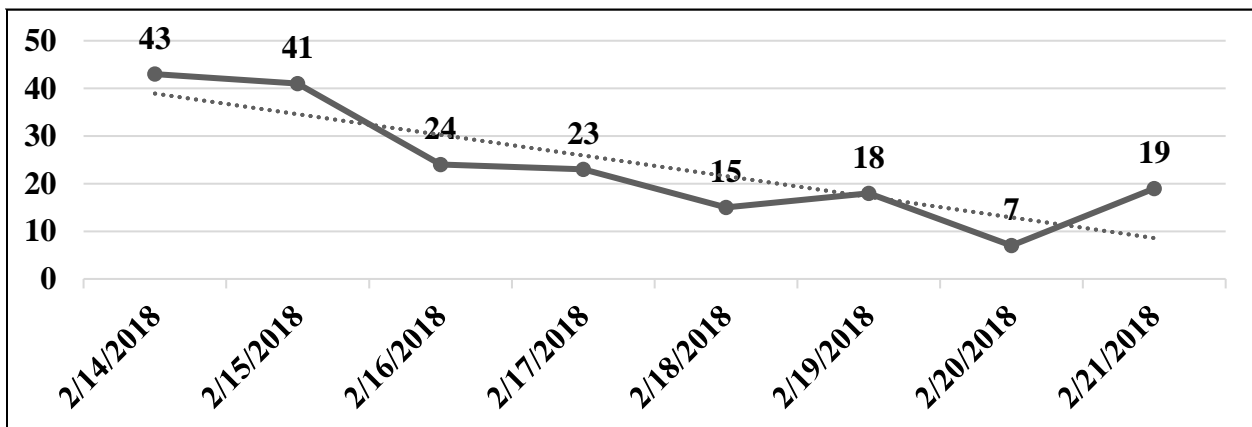


Further, Figure 15 above shows the percentage of tweets conveying empathy generated from each entity type. Findings revealed the entity type of government generated the most empathy tweets or 35% of empathy tweets. The entity type of education generated 30% of empathy tweets. Lastly, Figure 16 above shows the percentage of tweets conveying advocacy generated from each entity type. Results also showed the entity type of government generated the most advocacy tweets. The entity type of community generated the least advocacy tweets.

Total number of daily tweets in the sample. Through the use of the data contained in Appendix B: Coding Sheet 1, findings also revealed a regression in the total number of daily tweets generated by the seven Twitter accounts. Specifically, findings revealed the total number of daily tweets generated by the seven Twitter accounts in the sample decreased following the onset of the crisis on February 14, 2018, as shown in Figure 17 below. The Twitter accounts generated a total of 43 tweets on the initial date of the crisis, February 14, 2018. Results also showed the total number of daily tweets generated decreased to seven on February 20, 2018.

Figure 17

Total Number of Tweets Generated per Day in the Sample



Overall, the unexpected revelations of this section exposed a potential relationship between entity types and the conveyed emotional appeal types of the entity types' tweets. As such, the entity type of government generated the most fear, empathy, and advocacy tweets in the

sample. Results also showed the entity type of community generated the most anger tweets in the sample. Lastly, findings revealed the total number of daily tweets generated by the seven Twitter accounts in the sample decreased following the onset of the 2018 Stoneman Douglas High School Shooting.

Summary

This chapter presented the findings of the content analysis outlined thoroughly in Chapter 3 of this document. The research questions formulated in Chapters 1 and 2 of this document guided the current study. The current study examined a sample of 190 relevant crisis response tweets to the 2018 Stoneman Douglas High School Shooting from the following seven Twitter accounts: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. The current study intended to determine what emotional appeal type yielded the most engagement on Twitter during a crisis. This chapter presented the findings for average likes, retweets, and replies individually. This chapter revealed general findings regarding the number of emotional appeal types conveyed by tweets meeting the criteria for inclusion in the sample. Specifically, Broward Sheriff's Office generated the most tweets in the sample. Also, results showed 38% of tweets generated by the Twitter accounts conveyed advocacy.

Although the majority of tweets generated by the Twitter accounts in the sample conveyed advocacy, advocacy did not yield the most likes, retweets, and overall engagement with tweets. The primary findings associated with the four research questions guiding the current study revealed empathy yielded the most likes and fear yielded the most retweets. While advocacy yielded the most replies, however, empathy yielded the most overall engagement to tweets in response to the 2018 Stoneman Douglas High School Shooting. Moreover, the findings

of the current study regarding the average number of likes and replies replicated the findings of the pilot study conducted in 2017 on the Manchester Arena Bombing. Results of the current study showed fear yielded the most retweets to crisis tweets while results of the pilot study showed empathy yielded the most retweets.

Finally, this chapter presented unexpected revelations revealed by the current study. One such unexpected discovery was a potential relationship between entity types and the conveyed emotional appeal types of the entity types' tweets. As such, the entity type of government generated the most fear, empathy, and advocacy tweets in the sample while community generated the most anger tweets in the sample. Findings also revealed the total number of daily tweets generated by the seven Twitter accounts decreased following the initial date of the 2018 Stoneman Douglas High School Shooting, February 14, 2018, to February 21, 2018.

The concluding chapter of this document, Chapter 5, contains a discussion of the general findings, primary findings guided by the four research questions, and unexpected revelations revealed by the current study. Additionally, Chapter 5 presents and discusses the strengths and limitations of the current study and contains recommendations for future research. Lastly, recommendations for public relations practitioners and entities mediating a crisis are contained in the final chapter of this document.

CHAPTER 5

Discussion

The following chapter contains a discussion of the results related to this master's project. This chapter explains the relationship between the results of this project and both the review of literature contained in Chapter 2 of this document and the pilot study conducted in 2017 on the Manchester Arena Bombing. Further, this chapter presents and discusses the strengths and limitations of this study. Lastly, this chapter provides recommendations for future research on the topics of emotions and Twitter engagement, as well as recommendations for public relations practitioners and entities mediating a crisis.

This study intended to determine what emotional appeal type—fear, anger, empathy or advocacy—yielded the most engagement to crisis tweets generated in response to the 2018 Stoneman Douglas High School Shooting. Through the use of a content analysis, tweets were collected and analyzed from the following seven Twitter accounts: Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. The sample included tweets generated from February 14, 2018, to February 21, 2018. The coding categories of fear, anger, empathy, and advocacy were chosen based on the literature reviewed in Chapter 2 and findings of the pilot study. Tweet engagement consisted of likes, retweets, and replies. Findings associated with the four research questions guiding the current study revealed empathy yielded the most likes, fear yielded the most retweets, advocacy yielded the most replies, and empathy yielded the most overall engagement to tweets. As such, the following sections discuss the general findings and primary findings of the current study as well as the unexpected revelations revealed by this study.

General and Primary Findings

General and primary findings of the current study included the number of tweets in the sample, the emotional appeal types conveyed by tweets in the sample, and the average and overall engagement per fear, anger, empathy, and advocacy. The Twitter accounts in the sample tweeted frequently following the onset of the crisis. Although some tweets were not included in the sample for the purpose of this study, tweets appealing to the emotions were frequent and yielded high levels of responses, or reaction (van der Meer & Verhoeven, 2013; Coombs & Holladay, 2014). Although unrelated tweets were frequent in the data sample, fear, anger, empathy, and advocacy—emotional tweets were predominant. These emotional tweets in response to the crisis yielded more engagement than other tweets not selected for inclusion in this study, such as reply tweets giving thanks to other Twitter accounts. However, the dominant emotional appeal type of advocacy contradicts the research, which states fear is the dominant emotional conveyed by an organization's publics (Brummette & Sisco, 2015).

Moreover, the Twitter accounts in the sample were in proximity to the crisis location. According to Takahashi et al. (2015) and Sutton et al. (2013), tweets generated in proximity to a crisis are accurate, and publics in proximity to a crisis are more likely to use Twitter during a crisis. The seven Twitter accounts were in proximity to the Marjory Stoneman Douglas High School and used Twitter frequently during the crisis, except Broward Sheriff Scott J. Israel. Tweets generated from the Twitter account belonging to Broward Sheriff Scott J. Israel consisted mostly of retweets, and he serves under Broward County Sheriff's Office, which was another account in the sample. The instance of Scott J. Israel serving under the larger entity—Broward County Sheriff's Office—could explain why he generated the least original content or original tweets meeting the criteria for inclusion in the sample.

Additionally, empathy yielded the most likes among the 190 tweets in the sample. This instance of empathy yielding the most likes is similar to the findings revealed in the pilot study. Research suggests publics prefer a human voice in crisis messaging such as non-boilerplate messaging and having an organization's CEO as the face and mouth of an organization during a crisis (Jahng & Hong, 2017; Kim & Park, 2017). As such, the Twitter accounts belonging to Principal Ty Thompson and Superintendent Robert Runcie were appropriate CEO or upper management-related accounts to include in this study and generated empathy tweets yielding high numbers of likes. Moreover, fear yielded the most retweets, which contradicts the findings of the pilot study where empathy yielded the most retweets. The majority of tweets generated toward the onset of the 2018 Stoneman Douglas High School Shooting conveyed fear. This instance of tweets initially conveying fear is partially in agreement with the literature. Fear tweets should be dominant before, during, and after a crisis, but results of the current study revealed the number of fear tweets drastically dropped after the first day or two of the crisis (Lachlan et al., 2014; Spence et al., 2015). As a crisis unfolds, publics will seek and share information on Twitter (Lachlan et al., 2014). The emotional appeal type of fear can contribute to message saturation by causing publics to retweet—share organizations' and individuals' messaging on Twitter during and after a crisis (Gurman & Ellenberger, 2015).

While fear tweets were frequent during the onset of the crisis, the emotional appeals of empathy and advocacy outnumbered fear tweets and significantly impacted the results of this study. Specifically, advocacy yielded the most replies and empathy yielded the most overall engagement to tweets. The review of literature classifies empathy and advocacy as positive emotional predictors, or positive emotional appeal types (Jin et al., 2016; Guo, 2017; Coombs, 2007). Together, empathy and advocacy tweets trumped negative emotional appeal type tweets

during the 2018 Stoneman Douglas High School Shooting (Gou, 2017). The instance of empathy yielding the most overall engagement to tweets is in agreement with the current body of literature. For the purpose to maximize the outreach to publics and increase engagement among publics, the organizations, individuals, and governments in the sample were more empathetic and sincere than disrespectful or insincere to publics on Twitter during the crisis (Gurman & Ellenberger, 2017). Although empathy tweets appear to yield the most overall engagement to crisis tweets, advocacy tweets yield the most replies. As evident by the results of the pilot and current studies, advocacy tweets contain words such as “support,” “help,” “act,” and themes of uniting, moving forward, and fighting back. Perhaps, the instances of seeing these prompts advocating a change or unification in tweets influence publics who are already thinking and feeling a particular type of way about a societal issue such as gun control. As a result, these instances could cause publics to act following their engagement with advocacy tweets.

Furthermore, results showed anger did not have a noticeable influence on tweet engagement to the 2018 Stoneman Douglas High School Shooting. A small number of tweets in the sample conveyed anger the least, and the Twitter account of Parkland Problems generated most of these anger tweets. An individual from the Parkland community runs the Parkland Problems account to share concerns about the community of Parkland, Florida. The current body of literature provides a potential explanation to as of why Parkland Problems conveyed multiple anger tweets in response to the shooting. Per the literature, publics have higher feelings of anger toward an organization if they feel involved with the organization, or in this case, the Marjory Stoneman Douglas High School (Utz et al., 2013; Kim & Jin, 2016). Because the Twitter accounts selected for inclusion in the sample are all publics of the Marjory Stoneman Douglas High School, Parkland Problems feels involved with the school, thus having higher feelings of

anger toward the high school and potentially other entities for the crisis occurring. Targeting specific publics that feel highly involved in a crisis can result in the generation of anger tweets. Overall, the general and primary findings revealed by the current study coincide with the current body of literature and provide unique insights into how to increase message saturation, audience reach, and engagement on Twitter during a crisis. The following section discusses the unexpected revelations revealed by this study.

Unexpected Revelations

Although the focus of the current study was to determine what emotional appeal type yielded the most engagement to tweets in response to the 2018 Stoneman Douglas High School Shooting specifically, the current study produced unexpected findings. Similar to the general and primary findings revealed by this study, the unexpected revelations coincide with the current body of literature and provide a unique lens through which one can analyze the crisis further. The unexpected discoveries revealed a potential relationship between entity types and the conveyed emotional appeal types of the entity types' tweets. For example, the entity type of government generated the most fear, empathy, and advocacy tweets in the sample, and arguably the most tweets in total. According to the current literature, the government can establish credibility, steal thunder by becoming an official, primary, reliable, and accurate information source on Twitter (Gruber et al., 2015; Fowler, 2017; Bratu, 2016). As such, publics trusted a Government entity more than another individual during the crisis. Official Twitter accounts from the government, police, and education systems can help increase public participation and maximum message saturation on Twitter.

Although the literature explains tweets rates can double from before to after the onset of a crisis, the total number of daily tweets generated by the seven Twitter accounts decreased

following the initial date of the crisis (Cho & Park, 2013; Gurman & Ellenberger, 2015). However, the literature analyzed for this project examined natural disasters, thus making the scope of the crises examined in the literature too broad to accurately analyze the 2018 Stoneman Douglas High School Shooting through a similar lens. Further research on similar crises could provide an understanding of this divergence. Interestingly, there was an increase in the total number of tweets per day precisely one week after the crisis occurred. This sudden increase, or deviation from the trend, could be due to the Twitter accounts memorializing or remembering the shooting exactly one week following the onset of the crisis. Overall, the unexpected revelations uncovered a potential relationship between entity type and conveyed emotional appeal type. Moreover, these revelations provided an insight into the average total number of tweets tweeted each day during a crisis. The following section contains a discussion of the strengths and limitations of the current study. Recommendations for future research, recommendations for public relations practitioners and entities mediating a crisis, and concluding remarks are also presented in the following sections.

Strengths and Limitations

The current study focused on the emotions conveyed by tweets and the average engagement per emotional appeal type of crisis tweets in response to the 2018 Stoneman Douglas High School Shooting. Multiple strengths and limitations exist in this study. To begin, one strength of this study was the relevance and timeliness of the crisis, as well as the crisis's applicability to the current research on crisis communication, social media, and engagement. The recency of the crisis allowed for easy data location and collection. Also, the proximity of the Twitter accounts in relation to the crisis was a strength of this study. The researcher easily selected the Twitter accounts for inclusion in the sample because the accounts were in proximity

or involved directly with the crisis. Moreover, another strength of this study included having a methodological framework previously established in the pilot study. As such, familiarity with the mixed-methodological approach and analysis, or content analysis specifically, helped the researcher complete this study with ease. The current study answered the researched questions shaped and guided by the current body of literature and the pilot study. Furthermore, the current study replicated most results of the pilot study, showing the current study is reliable as well as providing an area to conduct further research. For this reason, a strength of this study is its reliability.

Additionally, the final strength of this study is its improvements and attempts to eliminate the limitations of the pilot study. Limitations of the pilot study included sample size and coding errors. Specifically, the pilot study collected data—tweets from three Twitter accounts as well as coding tweets into the wrong emotional appeal type. The current study attempted to eliminate the limitations of the pilot study by collecting tweets from seven Twitter accounts and having a coding system already in place. The coding of tweets in the pilot study was subjective and based on the researcher's perspective. Because the pilot study revealed coding units and themes for each emotional appeal type, the current study's methodological approach framework was stronger thus making the coding less subjective. However, limitations exist in the current study.

Although the current study presents multiple strengths, the study contains limitations. The current study attempted to eliminate the limitations of the pilot study. However, limitations regarding the sample choice, coding, and researcher resources exist. For example, a limitation exists with the tweet sample. Specifically, the researcher chose seven accounts for inclusion in the study, and each account's entity type did not have equal representation in the sample; for example, the researcher included one community entity type and four individual entity types.

The researcher also chose to examine initial messages only and not replies to tweets. The one-sided nature of this approach is a limitation of the current study.

Furthermore, the coding process and coding errors presented limitations. The researcher was the only data collector, data analyzer, and coder for the study. While the researcher gained prior experience with coding in the pilot study, the researcher lacks formal training. The lack of training and lack of multiple coders present limitations of the current study. Moreover, the researcher coded 190 tweets. Due to the number of tweets coded, the researcher may have made mistakes in the coding and data collection processes. As such, the coding process and coding errors presented limitations. The resources available to the researcher also presented limitations in this study. For example, time constraints, as well as financial constraints, prevented the researcher from researching and learning how to use more complex data analysis programs. Time constraints and other resources available also prevented the researcher from coding more than four emotional appeals. Overall, the current study contains valuable strengths and weaknesses of which can be bolstered and reduced through future research. The following sections contain recommendations for future research, recommendations for public relations practitioners and entities mediating a crisis, and concluding remarks.

Recommendations for Future Research

While the current study contains strengths and limitations, this section provides recommendations for future research to build on research strengths and reduce or eliminate research limitations. As mentioned above, the focus of the current study was on emotional appeal types conveyed by tweets, the engagement of tweets, and tweets generated in response to the 2018 Stoneman Douglas High School Shooting. This study intended to determine whether fear, anger, empathy or advocacy yielded the most engagement in tweets. Future studies in Twitter

engagement and emotional appeals can benefit public relations practitioners, organizations, individuals, and other entities mediating a crisis. Subsequent research can apply the methodological framework to another crisis, examine which emotional appeal type yields the most engagement to tweets, and compare results to determine if the current study is still reliable. Modifications and suggestions should be made to subsequent studies.

Although the current study's methodological framework and most results were reliable, future studies should reduce or eliminate research limitations and explore other aspects of the current study. Future studies should reconsider the sample choice, such as by selecting a larger sample size and a wider variety of entity types. Future studies should also examine the relationship between entity type and emotional appeal. Entities may have a premeditated or prescription to follow in how to respond to a crisis, such as political, government, and education entities. The current study showed the community group Twitter account, Parkland Problems, was the account that generated the majority of anger tweets, suggesting the individual running the account was not required to follow a crisis response boilerplate.

Moreover, future studies should allocate finances for advanced data analysis programs and training. In addition, future studies should include more than one coder, coding training to ensure intercoder reliability, and provide ample time to thoroughly collect, analyze, and process data. The current study examined the initial messaging—tweets containing original content. Replies to these tweets were not examined. As such, future studies should examine the replies to the initial messaging to observe how publics respond to the emotional appeal types. For example, a tweet conveying empathy or advocacy may have generated a reply of anger, which the current study did not collect or code. Research could test the current body of literature by examining if apology tweets reduce publics' negative emotions such as fear and anger toward the entity which

generated the tweet (Jahng & Hong, 2017; Len-Ríos et al., 2015; Utz et al., 2013). Future research should code for more than four emotional appeal types, such as anticipation, joy, trust, surprise, and disgust.

Lastly, future research can conduct the current study and apply its methodological framework to additional platforms such as Facebook, Tumblr, and Instagram. These platforms feature similar structures through which individuals can interact with each other. Also, these platforms provide a similar means of measuring engagement between individuals and content posts from accounts of interest as well as content posts between individuals in the form of replies. Further, the 2018 Stoneman Douglas High School Shooting sparked one of the largest protests advocating for better gun control and against gun violence. As a result of the crisis, the March for Our Lives student-led protest occurred on March 24, 2018, in Washington D.C. and many other cities in the United States.

Given the national movement following the Stoneman Douglas High School Shooting, future research could examine two phenomena. First, as mentioned above, future research could examine the replies to tweets initially generated from multiple Twitter accounts in response to a crisis, such as the crisis and Twitter accounts selected for this study. Second, future research could examine whether the Twitter accounts that replied to advocacy tweets with the intention of making a change participated in the March for Our Lives protest or other protests following the crisis. For example, future research would examine the replies to advocacy tweets generated from Superintendent Robert Runcie calling for gun control and more sensible gun laws, such as Tweet ID 78, Tweet ID 79, and Tweet ID 127. Then, future research would examine the tweets of the Twitter accounts that replied to these advocacy tweets to determine if the individuals running the accounts participated in any protests following the crisis. Coding units for the

Twitter accounts' participation in the protests could include tweets stating their participation or photos at the protests. As such, future research on crisis communication, Twitter engagement, and emotional appeals can build upon the current study and its findings. The following section contains recommendations for the practice of public relations.

Recommendations for the Practice of Public Relations

While the current study presents interesting findings and paves the way for future research, the current study also provides useful information for the practice of public relations. Specifically, this section provides recommendations for the practice of public relations as well as public relations practitioners and entities mediating a crisis. To recap, public relations is the management function of maintaining and building mutually beneficial relationships between clients and their publics. As part of maintaining and building mutually beneficial relationships, practitioners will research, plan, implement, and evaluate strategic public relations plans. One of the primary functions of public relations practitioners and outcomes of these plans is to cause a behavioral change in an organization's publics. Practitioners can get publics to think about, for example, gun control, feel a particular type of way about gun control, and eventually act on gun control. Regarding tweet engagement, the processes of liking and retweeting a tweet about gun control are simple, and one can accomplish such through a simple press of a button or tap of a touchscreen. Similarly, thinking and feeling a particular type of way about gun control are simple. The action—acting on gun control—is not as simple as thinking and feeling a particular type of way about gun control. This instance is where public relations practitioners encounter the most difficulty in their campaigns and individual responsibilities to change opinions and cause a behavioral change. The action—replying to a tweet—is comparable to behavioral change

because publics are taking their thoughts and feelings a step forward and finally taking action, at least in the form of physically typing a reply to a tweet about gun control.

Public relations practitioners and all entities can use the findings of this study to design, generate, and implement strategic content appealing to the emotions of fear, anger, empathy, and advocacy to achieve and cause a behavioral change in publics. This custom messaging can allow practitioners and entities to make their tweets more personal, inclusive, informative, and strategic (Leykin et al., 2016; Fowler, 2017; Len-Ríos et al., 2015; Schivinski & Dabrowski, 2016).

Practitioners and entities can also include URLs to additional information in addition to conveying strategic emotions in their tweets to increase engagement on Twitter during a crisis (Leykin et al., 2016; Fowler, 2017; Lachlan et al., 2014). As such, practitioners and entities can strategically convey the emotions of fear, empathy, and advocacy to maximize message saturation, audience reach, and engagement on Twitter during a crisis. This study does not recommend using the emotion of anger because the findings of the current study do not demonstrate a noticeable influence of anger on tweet engagement. For this reason, this study presents six specific recommendations for public relations practitioners and entities mediating a crisis on Twitter using the emotions of fear, empathy, and advocacy in Table 7 below.

Table 7

Emotions and Crisis Response Recommendations

Point	Recommendation
1	Implement fear tweets to maximize message saturation.
2	Implement empathy tweets to maximize audience reach.
3	Implement advocacy tweets to maximize engagement and outcome objectives.
4	Implement empathy tweets to increase overall engagement and inform publics quickly.
5	Tweet frequently during a crisis and avoid remaining silent.
6	Encourage and engage in bilateral communication with publics on Twitter.

As such, entities and public relations practitioners should implement and ensure the recommendations presented in Table 7 above. For instance, entities and practitioners should use fear tweets to maximize message saturation and empathy tweets to maximize audience reach. As noted above, the processes of getting publics to think and feel a particular way about a topic of interest or public relations campaign goal are simple. Because empathy tweets yielded the most likes to crisis response tweets, empathy tweets can help ensure publics will see the message or at least begin thinking about the message. Also, since fear tweets yielded the most retweets, fear tweets can help ensure the message saturates among publics or aid in publics begin feeling a particular way about the message. Message saturation is more significant than audience reach for public relations campaigns because publics are more likely to act if they feel a strong connection as opposed to simply thinking about the message topic. Moreover, entities and practitioners should use advocacy tweets to maximize engagement and outcome objectives. The instance of advocacy tweets yielding the most replies indicated publics took an additional step—action—by replying to the crisis tweets. Action, or the behavioral change, is the overarching outcome of many public relations campaign, and advocacy tweets can help ensure practitioners meet their outcome objectives.

Additionally, practitioners and entities should use empathy tweets to help increase overall engagement on Twitter during a crisis. While empathy tweets can help increase audience reach, empathy tweets can help ensure crisis information reaches publics quickly. Information disseminates quickly on Twitter during a crisis, and publics can access this information easily (Allagui & Breslow, 2016; Lachlan et al., 2014). Per the current body of literature and current crisis communication strategies, practitioners and entities involved with a crises should tweet frequently and avoid silence to avoid causing reputational harm, prolonging the crisis or

distorting facts about the crisis by letting misinformation spread on Twitter from unofficial sources (Coombs, 2015; Allagui & Breslow, 2016; Yi & Ki, 2017; Gruber et al., 2015; Fowler, 2017). As noted by the current body of literature, tweeting frequently and strategically can increase sympathy and other positive emotions from publics toward an organization experiencing a crisis (Wang, 2016; Allagui & Breslow, 2016). Last, practitioners and entities should encourage and engage in bilateral communication with publics on Twitter. This bilateral communication can help maintain the free flow of information. Specifically, organizations can target specific segments of their publics, address individual concerns and problems, and help maintain their reputations throughout the crisis by engaging in two-way communication on Twitter during a crisis. Overall, all entities and public relations practitioners can apply these recommendations to real-world scenarios to improve relations with their publics and bolster the public relations industry.

Conclusion

This thesis describes and discusses the master's project thoroughly. Chapter 1 of this document introduces the problem and the purpose of the study. The overall purpose of this study was to identify which emotions yielded the highest engagement during a crisis. All entities, including organizations, celebrities, governments, and individuals could use, design or generate content appealing to such emotions to maximize message saturation, audience reach, and engagement on Twitter during a crisis. Chapter 2 presented a review of the current literature on Twitter, crisis communication, and emotions. The following topics emerged from a review of the literature: social media, Twitter, crisis communication, Twitter best use and limitations, reactions, and emotions. Although incorporating emotional appeals into tweets may be an efficient way to increase message saturation, audience reach, and involvement, there are two

problems regarding this initial perception. This assumption fails to consider the emotional appeal types of fear, anger, empathy, and advocacy individually, and there is limited research examining the real-world use of social media during a crisis.

The focus of this study was to examine crisis tweets in response to the 2018 Stoneman Douglas High School Shooting. Chapter 3 thoroughly outlined the research methodology used in this study. Through the use of a mixed-methodological approach, this study conducted a qualitative content analysis on tweets from the seven Twitter accounts belonging to Broward County Public Schools, Principal Ty Thompson, Superintendent Robert Runcie, Broward Sheriff's Office, Broward Sheriff Scott J. Israel, Mayor Christine Hunschofsky, and Parkland Problems. Tweets and tweet engagement were recorded chronologically and coded into the four emotional appeal types of fear, anger, empathy, and advocacy based on the review of the literature and results of a pilot study conducted in 2017. Each emotional appeal type was then quantified based on the average engagement for the specific emotional appeal type. Chapter 4 revealed the findings associated with the research questions guiding this study. Results showed empathy yielded the most likes, fear yielded the most retweets, advocacy yielded the most replies, and empathy yielded the most overall engagement to tweets. Unexpected revelations revealed a potential relationship between entity types and the conveyed emotional appeal types of the entity types' tweets as well as a regression in the daily tweet total from February 14, 2018, to February 21, 2018. Lastly, the current chapter, Chapter 5, provided a discussion of the results, the strengths and limitations of the study, recommendations for future research, and recommendations for the practice of public relations.

This project pioneered the understanding of what specific emotional appeal types, or emotions, predominantly cause individuals to react on Twitter. The purpose of this study was to

identify which emotions yielded the highest engagement during a crisis. All entities, including organizations, celebrities, governments, and individuals, as well as public relations practitioners, can use the findings of this study to design or generate content appealing to such emotions to maximize message saturation, audience reach, and engagement on Twitter during a crisis. Entities can use fear tweets to maximize message saturation, empathy tweets to maximize audience reach, and advocacy tweets to maximize engagement on Twitter during a crisis. Information disseminates quickly on Twitter during a crisis. As such, entities can ensure their publics are engaged and informed by using empathy tweets to increase publics' overall engagement with tweets during a crisis. In conclusion, all entities and public relations practitioners can apply the findings of this master's project to real-world scenarios to improve relations with their publics and bolster the public relations industry. This research, however, is only but a mere checkpoint in the race to better serve the public within the realm of Twitter during a crisis. Research on emotional tweets and emotional tweeters, though limited, has only just begun.

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Appendix A: Master Tweet List

Master Tweet List								
		Note: Ed. = Education; Gov. = Government; Ind. = Individual; Pol. = Police; Com. = Community						
ID	Tweet Date	Twitter Account (Handle)	Entity Type	Sub Entity Type	Likes	Retweets	Replies	Content
1	2/14/2018	@BrowardSchools	Ed.	Gov.	634	712	50	Today, close to Marjory Stoneman Douglas High School's dismissal, students and staff heard what sounded like gunfire. The school immediately went on lockdown but is now dismissing students. We are receiving reports of possible multiple injuries. Law enforcement is on site.
2	2/14/2018	@BrowardSchools	Ed.	Gov.	413	541	24	Marjory Stoneman Douglas High School is now dismissing students. We are receiving reports of possible multiple injuries. Law enforcement and the District's Special Investigative Unit are currently on site. The District will provide updates as more information becomes available.
3	2/14/2018	@BrowardSchools	Ed.	Gov.	143	157	4	@browardschools is continuing to work closely with law enforcement regarding Marjory Stoneman Douglas High School. Once again, we are receiving word of multiple injuries. Our thoughts and prayers are with the victims, as well as the entire Marjory Stoneman Douglas community.
4	2/14/2018	@BrowardSchools	Ed.	Gov.	366	268	18	At this time, law enforcement is clearing students from Marjory Stoneman Douglas High School one building at a time. We will continue to provide updates, as more information becomes available.

5	2/14/2018	@BrowardSchools	Ed.	Gov.	150	114	6	Marjory Stoneman Douglas High School students are being escorted to the corner of Holmberg Road and Pine Island Road to be reunited with parents and families.
6	2/14/2018	@BrowardSchools	Ed.	Gov.	168	131	4	All @browardschools athletic events (games, contests and matches), which were scheduled to start today, Feb 14 after 5 p.m., have been canceled Districtwide.
7	2/14/2018	@BrowardSchools	Ed.	Gov.	146	138	6	Parents and families of Westglades Middle School can now pick-up students at the school. Pine Island Road has been blocked by law enforcement. Parents should enter from Coral Ridge Drive via Holmberg Road.
8	2/14/2018	@BrowardSchools	Ed.	Gov.	725	338	18	Our hearts are with the students, families, staff and the entire Marjory Stoneman Douglas High School community as we deal with this tragedy. We'll provide continuous support for all of the students and families impacted by this heartbreaking situation.
9	2/14/2018	@BrowardSchools	Ed.	Gov.	824	621	121	Marjory Stoneman Douglas High School will be closed Thursday, February 15 and Friday, February 16, 2018, (for the rest of this week). All school activities are also cancelled.
10	2/14/2018	@BrowardSchools	Ed.	Gov.	341	178	71	Westglades Middle School will be open for the rest of the week. Grief counselors will be at the school for students and staff, as needed.
11	2/14/2018	@BrowardSchools	Ed.	Gov.	159	99	29	Superintendent Robert W. Runcie shares a message regarding today's tragedy at Marjory Stoneman Douglas High School. @RobertWRuncie says "There are no words to express the sorrow that we are all feeling." Read the full message: http://bit.ly/2EJvLK7

12	2/14/2018	@BrowardSchools	Ed.	Gov.	221	171	39	UPDATE – regarding Marjory Stoneman Douglas High School: grief counseling will be available tomorrow, Thursday, February 15, 2018, at the following locations: http://bit.ly/2o7sIkW
13	2/15/2018	@BrowardSchools	Ed.	Gov.	315	112	6	Our hearts are heavy as we deal with the horrific Marjory Stoneman Douglas High School tragedy that is impacting our community. Marjory Stoneman Douglas High remains closed for the rest of the week. There is increased law enforcement presence at each of our District schools.
14	2/15/2018	@BrowardSchools	Ed.	Gov.	30	20	0	For Marjory Stoneman Douglas staff members, grief counselors are available at Parkland Library.
15	2/15/2018	@BrowardSchools	Ed.	Gov.	213	183	22	Grief counselors are available for all of our students, families and staff. In addition, for Marjory Stoneman Douglas students, grief counselors are on site at: - Pine Trails Park Recreation Center and Amphitheater - Coral Springs Gymnasium - Coral Springs Center For The Arts
16	2/15/2018	@BrowardSchools	Ed.	Gov.	48	60	29	To speak to a BCPS Family Counselor from 8 a.m. – 4 p.m. on Thursday, February 15 and Friday, February 16, call 754-321-HELP or 754-321-4357. You can also email wesupport@browardschools.com .
17	2/15/2018	@BrowardSchools	Ed.	Gov.	47	27	8	Supt. @RobertwRuncie shares a message regarding this tragedy. He explains, “Today is a heartbreaking day across our community. We are all hurting for the Marjory Stoneman Douglas High School victims, families and community.” Read the entire message: http://bit.ly/2Et1ZpI

18	2/15/2018	@BrowardSchools	Ed.	Gov.	54	19	5	BCPS afterschool childcare programs continue to provide services and remain open until regular closing. Programs will follow a rainy-day schedule with students indoors today and tomorrow, 2/16. Normal operations resume next week. For questions, contact the aftercare supervisor.
19	2/15/2018	@BrowardSchools	Ed.	Gov.	45	18	8	All @browardschools activities and sporting events, will take place today, Thursday, February 15, as scheduled. All school activities at Marjory Stoneman Douglas High School remained cancelled.
20	2/15/2018	@BrowardSchools	Ed.	Gov.	125	120	1	A District hotline is available on Friday, February 16, beginning at 8 a.m. for anyone needing to speak with a counselor over the phone. The number is 754-321-HELP. You can also email WeSupport@browardschools.com
21	2/15/2018	@BrowardSchools	Ed.	Gov.	24	18	0	For Marjory Stoneman Douglas staff members, grief counselors will be available at: Parkland Library 6620 N University Drive Parkland, FL 33067
22	2/15/2018	@BrowardSchools	Ed.	Gov.	38	23	1	Counselors are available for students and staff at every District school.
23	2/15/2018	@BrowardSchools	Ed.	Gov.	75	70	4	Grief counselors are available on Friday, Feb. 16, beginning at 8 a.m. for students and families at: Pine Trails Park Recreation Center and Amphitheater 10555 Trails End Parkland, FL 33076 Coral Springs Center for the Arts 2855 Coral Springs Drive Coral Springs, FL 33065

								The District continues to focus on providing support and resources to all those impacted by this devastating situation. The District is launching an online Crisis Support resource center, http://browardschools.com/crisissupport , with tips and information to assist parents and families.
24	2/15/2018	@BrowardSchools	Ed.	Gov.	93	53	43	
25	2/15/2018	@BrowardSchools	Ed.	Gov.	94	37	5	Broward County Public Schools thoughts and prayers are with Marjory Stoneman Douglas High School victims and their families, as well as the entire Marjory Stoneman Douglas community. Read the entire information update: http://bit.ly/2oaxqhl
26	2/16/2018	@BrowardSchools	Ed.	Gov.	162	166	2	In the wake of this week’s horrific tragedy, our very own @BrowardEdFound has set up an official GoFundMe page to support victims, families and those affected by this senseless violence. To make a contribution, please visit https://GoFundMe.com/stonemandouglasfund ... or http://BrowardEducationFoundation.org .
27	2/16/2018	@BrowardSchools	Ed.	Gov.	76	61	13	For all BCPS students and families, grief counselors are available today, Friday, February 16, at: Pine Trails Park Recreation Center and Amphitheater 10555 Trails End Parkland, FL 33076 Coral Springs Center for the Arts 2855 Coral Springs Drive Coral Springs, FL 33065
28	2/16/2018	@BrowardSchools	Ed.	Gov.	109	50	11	For Marjory Stoneman Douglas staff members, grief counselors are available today at the Parkland Library, 6620 N University Drive, Parkland, FL 33067.

29	2/16/2018	@BrowardSchools	Ed.	Gov.	191	178	34	A District hotline is available today, Friday, February 16, for anyone needing to speak with a counselor over the phone. The number is 754-321-HELP. You can also email WeSupport@browardschools.com.
30	2/16/2018	@BrowardSchools	Ed.	Gov.	39	25	1	Visit the District’s online Crisis Support resource center, http://browardschools.com/crisissupport , with tips, information and resources to assist parents and families impacted by this devastating situation.
31	2/16/2018	@BrowardSchools	Ed.	Gov.	109	114	4	To speak with a counselor over the phone, the BCPS hotline with family counselors is available 24/7, today through Monday, February 19. Call 754-321-HELP or 754-321-4357. You can also email wesupport@browardschools.com, or text FL to 741741 to be connected with a counselor.
32	2/16/2018	@BrowardSchools	Ed.	Gov.	31	28	0	The hours of operation for the Family Assistance Center are: Saturday, 2/17, 10 a.m. – 5 p.m. Sunday, 2/18, noon – 5 p.m. Monday, 2/19, 9 a.m. – 7 p.m. Tuesday, 2/20, 9 a.m. – 7 p.m. Wednesday, 2/21, 9 a.m. – 7 p.m. Thursday, 2/22, 9 a.m. – 7 p.m. Friday, 2/23, 9 a.m. – 7 p.m.
33	2/16/2018	@BrowardSchools	Ed.	Gov.	33	22	0	The Family Assistance Center will offer expanded services, including: •Counseling •Victim Services and Compensation •Replacement Drivers Licenses and Identification Documents •Health Care Assistance •Travel Assistance Interpreters and translation services will be available.


								The District, in partnership with the American Red Cross and federal, state, local and community agencies will open a Family Assistance Center to address needs and provide support. Location: Parkland Recreational and Enrichment Center, 10559 Trails End, Parkland, FL, 33076.
34	2/16/2018	@BrowardSchools	Ed.	Gov.	43	23	1	
35	2/16/2018	@BrowardSchools	Ed.	Gov.	58	20	0	Our hearts are with the Marjory Stoneman Douglas community. The District continues to focus on providing support and resources to all those impacted by this devastating situation. Beginning 2/17, counseling center locations are consolidated into one site with expanded services.
36	2/16/2018	@BrowardSchools	Ed.	Gov.	55	47	5	New Family Assistance Center for Those Impacted by the Marjory Stoneman Douglas Tragedy Will Open Saturday, February 17, 2018 - Read the entire information update: http://bit.ly/2HpP75t
37	2/17/2018	@BrowardSchools	Ed.	Gov.	57	42	1	All schools and administrative offices will be closed on Monday, February 19, in honor of Presidents Day.
38	2/17/2018	@BrowardSchools	Ed.	Gov.	13	11	1	Find tips, information and resources to assist parents and families impacted by this devastating situation at the District's online Crisis Support resource center, http://browardschools.com/crisissupport .
39	2/17/2018	@BrowardSchools	Ed.	Gov.	86	100	2	If you know someone who needs to speak with a counselor over the phone, the BCPS hotline with family counselors is available 24/7 through Monday, February 19. Call 754-321-HELP or 754-321-4357.

40	2/17/2018	@BrowardSchools	Ed.	Gov.	308	256	38	If you prefer to communicate with a counselor via text message, you can text FL to 741741. You will be connected with a family counselor that can help students and families impacted by this devastating situation.
41	2/17/2018	@BrowardSchools	Ed.	Gov.	21	12	1	The Family Assistance Center provides expanded services including: •Counseling •Victim Services and Compensation •Replacement Drivers Licenses and Identification Documents •Health Care Assistance •Travel Assistance Read the information update: http://bit.ly/2HpP75t
42	2/17/2018	@BrowardSchools	Ed.	Gov.	20	11	2	The Family Assistance Center is open today, Saturday, February 17, until 5 p.m. It is located at the Parkland Recreational and Enrichment Center, 10559 Trails End, Parkland, FL, 33076.
43	2/18/2018	@BrowardSchools	Ed.	Gov.	29	12	0	All District schools and offices are closed on Monday, February 19, 2018, for the Presidents Day holiday.
44	2/18/2018	@BrowardSchools	Ed.	Gov.	311	199	9	The following is an update on the status of Marjory Stoneman Douglas High: • Marjory Stoneman Douglas High will remain closed on Tuesday, February 20, 2018, and Wednesday, February 21, 2018. The goal is to allow staff to return to campus by the end of the week.
45	2/18/2018	@BrowardSchools	Ed.	Gov.	137	49	5	Our hearts remain with the victims and families impacted by the Marjory Stoneman Douglas High School tragedy. Across our community, the difficult and emotional recovery process continues. Read the entire information update: http://bit.ly/2odsHvm
46	2/18/2018	@BrowardSchools	Ed.	Gov.	6	4	0	Novo Centro de Assistência Familiar para Aqueles Afetados pela Tragédia da Marjory Stoneman Douglas Irá Abrir Sábado, 17 de Fevereiro de 2018: http://bit.ly/2sCdAkH

47	2/18/2018	@BrowardSchools	Ed.	Gov.	6	4	0	Yon nouvo Sant Asistans pou Fanmi va louvri le Samdi 17 Fevriye, 2018 pou akeyi tout moun ke trajedi nan lekòl Marjory Stoneman Douglas frape: http://bit.ly/2FeierC
48	2/18/2018	@BrowardSchools	Ed.	Gov.	6	5	0	NUEVO CENTRO DE ASISTENCIA FAMILIAR PARA LOS AFECTADOS POR LA TRAGEDIA EN MARJORY STONEMAN DOUGLAS ESTARÁ ABIERTO EL SÁBADO, 17 DE FEBRERO DE 2018: http://bit.ly/2BAYHSC
49	2/18/2018	@BrowardSchools	Ed.	Gov.	55	40	17	Today, Sunday, February 18, the Family Assistance Center is open from noon – 5 p.m. Learn more about the services provided to all those impacted by this devastating situation: http://bit.ly/2Ht7mab
50	2/18/2018	@BrowardSchools	Ed.	Gov.	50	46	45	Visit the District’s online Crisis Support resource center to find tips, information and resources to assist parents and families impacted by this devastating situation: http://browardschools.com/crisissupport .
51	2/18/2018	@BrowardSchools	Ed.	Gov.	101	91	2	If you need to speak with a counselor over the phone, the BCPS hotline with family counselors is available 24/7, through Monday, February 19. Call 754-321-HELP or 754-321-4357. You can also email wesupport@browardschools.com , or text FL to 741741 to be connected with a counselor.
52	2/19/2018	@BrowardSchools	Ed.	Gov.	29	21	0	The Family Assistance Center provides services including: •Counseling •Victim Services and Compensation •Replacement Drivers Licenses and Identification Documents •Health Care Assistance •Travel Assistance Read the entire information update: http://bit.ly/2HpP75t

53	2/19/2018	@BrowardSchools	Ed.	Gov.	50	54	0	The Family Assistance Center is open today, Monday, February 19, from 9 a.m. - 7 p.m. It is located at the Parkland Recreational and Enrichment Center, 10559 Trails End, Parkland, FL 33076.
54	2/19/2018	@BrowardSchools	Ed.	Gov.	98	45	2	Reminder: Marjory Stoneman Douglas High will remain closed on Tuesday, February 20, 2018, and Wednesday, February 21, 2018. The goal is to allow staff to return to campus by the end of the week.
55	2/19/2018	@BrowardSchools	Ed.	Gov.	74	57	2	In response to outpouring of support and requests to help the victims and families impacted by the Marjory Stoneman Douglas tragedy, @BrowardEdFound has a Go Fund Me Account, http://bit.ly/2stfGDC , or you can text 20222 with the message PARKLAND in caps to make a \$10 donation.
56	2/19/2018	@BrowardSchools	Ed.	Gov.	168	118	5	Tonight, Monday, February 19, at 7 p.m., @FloridaPTA, will hold a statewide candlelight vigil to remember and honor the victims of the Marjory Stoneman Douglas tragedy at Betti Stradling Park, Crystal Lake Middle, Glades Middle and Horizon Elementary: http://floridapta.org
57	2/19/2018	@BrowardSchools	Ed.	Gov.	36	23	0	Update Regarding Marjory Stoneman Douglas High School, Including Family Assistance Center, Statewide Candlelight Vigil and Donation Information: http://bit.ly/2sChNoB
58	2/19/2018	@BrowardSchools	Ed.	Gov.	166	95	10	• The District’s goal is for classes to resume at Marjory Stoneman Douglas High on a modified schedule on Tuesday, February 27, 2018.
59	2/19/2018	@BrowardSchools	Ed.	Gov.	107	61	2	• A voluntary campus orientation for all students and their parents/guardians will take place on Sunday, February 25, 2018, from 2 – 5 p.m. A variety of support services will available on campus for those in need.

								<ul style="list-style-type: none"> • Marjory Stoneman Douglas High staff members will return to the school this Friday, February 23, 2018, at 8 a.m. The day is dedicated to meeting staff members' needs, with a variety of support services available on campus.
60	2/19/2018	@BrowardSchools	Ed.	Gov.	73	38	0	
61	2/19/2018	@BrowardSchools	Ed.	Gov.	93	19	4	As the long and emotional recovery process continues for the Marjory Stoneman Douglas High School community, the following is the latest information regarding the school's phased reopening for students and staff:
62	2/19/2018	@BrowardSchools	Ed.	Gov.	63	50	9	Update - Marjory Stoneman Douglas High School Phased Reopening: http://bit.ly/2Gsy8OD
63	2/21/2018	@BrowardSchools	Ed.	Gov.	426	192	6	Broward County Public Schools is observing a moment of silence at 10:17 a.m. today, Wednesday, February 21, 2018, in memory of Marjory Stoneman Douglas High School victims, survivors, families and community.
64	2/21/2018	@BrowardSchools	Ed.	Gov.	10	7	1	Visit http://browardschools.com to review the agenda. Click on "Our School Board" and "Meeting Agendas" then select the 2/21/2018 meeting.
65	2/21/2018	@BrowardSchools	Ed.	Gov.	20	8	1	Watch the February 21, 2018 School Board Meeting live online today: http://bit.ly/GZp8SO
66	2/14/2018	@PrincipalMSD	Ind.	Ed.	2,552	522	64	Thank you for your thoughts and prayers received by our entire community as we work together through today's tragedy. Please check emails and parentlink for constant updates! Stoneman Douglas remains closed until further notice.
67	2/17/2018	@PrincipalMSD	Ind.	Ed.	77	11	0	The Vice-Mayor of Parkland is working on a venue for teachers/students that want to share their story: contact Stacy Kagan at 954-288-5261 if interested in sharing. No politics.

68	2/17/2018	@PrincipalMSD	Ind.	Ed.	1,846	803	69	Please view the attached video. @nbc6 @wsvn @WPLGLocal10 @ariodzernbc6 @CNN @CBSMiami @FoxNews @realDonaldTrump https://www.youtube.com/watch?v=aFC0HFRkeFU
69	2/17/2018	@PrincipalMSD	Ind.	Ed.	345	279	2	Please visit our schools website at http://stonemandouglas.browardschools.com for a list of ways you can help the Eagle Nation!
70	2/17/2018	@PrincipalMSD	Ind.	Ed.	178	82	12	MessagefromPrincipalThompson https://youtu.be/aFC0HFRkeFU via @YouTube https://www.youtube.com/watch?v=aFC0HFRkeFU
71	2/18/2018	@PrincipalMSD	Ind.	Ed.	416	182	6	Eagles: need help, here is another resouce. [Crisis text line Text "FL" to 741741 crisistextline.org]
72	2/19/2018	@PrincipalMSD	Ind.	Ed.	1,392	151	23	Thank you to the family in our community who bought MY family dinner last night. Thank you as I was surprised when no bill came. We felt your love. There is still good in this world. #MSDStrong 
73	2/14/2018	@RobertwRuncie	Ind.	Ed.	2,282	940	209	Today we experiencing the worst of humanity as an unspeakable tragedy has hit our @browardschools family at Marjory Stoneman Douglas HS. There has been a shooting on campus with injuries and fatalities. We are working with law enforcement as we pray for our babies and families.
74	2/14/2018	@RobertwRuncie	Ind.	Ed.	63	40	8	Marjory Stoneman Douglas HS will be closed Thursday and Friday (for the rest of this week). All activities are cancelled.
75	2/14/2018	@RobertwRuncie	Ind.	Ed.	205	125	7	Grief counselors will be available for Marjory Stoneman Douglas students and families at Pines Trails Park Recreation Center and Amphitheater located at 10555 Trails End, Parkland, FL beginning at 8:00 A.M. tomorrow.

								Grief counselors will be available for Marjory Stoneman Douglas staff members at the Parkland Library, 6620 N. University Drive, Parkland, FL beginning at 8:00 A.M. tomorrow.
76	2/14/2018	@RobertwRuncie	Ind.	Ed.	578	268	9	
								Additional grief counselors will be available for Marjory Stoneman Douglas students and families at Coral Springs Gymnasium, 2501 Coral Springs Dr. and the Coral Springs Center for the Performing Arts, both locations are in Coral Springs, beginning at 8:00 A.M. tomorrow.
77	2/14/2018	@RobertwRuncie	Ind.	Ed.	323	174	19	
								As we rise this morning let us pray for the victims and families of this horrific tragedy that has fallen on our community. Let us find the courage to transcend fear, greed, hatred & divisions and collaborate to achieve a new level of consciousness to find real solutions ... [Our hearts are with the Marjory Stoneman Douglas High School community]
78	2/15/2018	@RobertwRuncie	Ind.	Ed.	2,274	1,165	71	
								that include investments in mental health services for our youth and common sense gun control for this nation.
79	2/15/2018	@RobertwRuncie	Ind.	Ed.	398	147	30	
								An enormous thank you to our first responders, law enforcement agencies, and people from all around the country for your courage, acts of kindness and prayers!
80	2/15/2018	@RobertwRuncie	Ind.	Ed.	1,522	347	67	
								I'm hopeful that this time will be different because our young people are stepping up to lead the change they are looking for on more sensible gun laws. Come out this afternoon to support the movement. #GunContolNow #NoMore #YoungVoicesMatter [Not One More Rally To Support Firearm Safety Legislation]
81	2/17/2018	@RobertwRuncie	Ind.	Ed.	454	206	29	

								The love and innocence of our children is extraordinarily and inspiring. A young girl @browardschools shared this picture she took and tells me the sky is “extra pretty due to the new angels heaven received” #YoungVoicesMatter
82	2/17/2018	@RobertwRuncie	Ind.	Ed.	634	174	18	
								The school shooting, from Superintendent Robert Runcie’s eyes Rosemary O’Hara http://www.sun-sentinel.com/opinion/fl-op-column-rosemary-ohara-school-shooting-20180216-story.html ... Thank you @RosemaryOhara14 for our conversation.
83	2/17/2018	@RobertwRuncie	Ind.	Ed.	247	119	39	
								#BSO is working a developing incident regarding a report of active shooter located at 5901 Pine Island Rd, Parkland. Here's what we know so far: deputies are responding to reports of a shooting at Stoneman Douglas High. There are reports of victims. PIO will be on scene 3:15pm.
84	2/14/2018	@browardsheriff	Pol.	Gov.	3,701	1,348	184	
								Avoid the area of Stoneman Douglas HS. #BSO is currently working a developing incident regarding a report of active shooter.
85	2/14/2018	@browardsheriff	Pol.	Gov.	284	437	13	
								Media responding to #stonemanshooting should head north on Coral Springs Drive to avoid traffic. Stage at Sawgrass Expressway and Coral Springs Drive.
86	2/14/2018	@browardsheriff	Pol.	Gov.	156	195	14	
								Follow @browardsheriff for latest info on the #stonemanshooting. Shooter still at large.
87	2/14/2018	@browardsheriff	Pol.	Gov.	570	1,115	109	
								Correction: Parents and loved ones, please wait to go to the parent staging area until everything is clear #stonemanshooting.
88	2/14/2018	@browardsheriff	Pol.	Gov.	525	418	73	

89	2/14/2018	@browardsheriff	Pol.	Gov.	4,680	4,707	397	So far we have at least 14 victims. Victims have been and continue to be transported to Broward Health Medical Center and Broward Health North hospital. #StonemanShooting
90	2/14/2018	@browardsheriff	Pol.	Gov.	398	621	26	Parent staging area at the Marriott 11775 Heron Bay Blvd, Coral Springs #stonemanshooting.
91	2/14/2018	@browardsheriff	Pol.	Gov.	8,822	5,070	365	Shooter is now in custody. Scene is still active. #stonemanshooting
92	2/14/2018	@browardsheriff	Pol.	Gov.	679	786	33	Sheriff Israel, "The shooter was not a current student."
93	2/14/2018	@browardsheriff	Pol.	Gov.	346	380	16	SWAT still clearing the school #stonemanshooting.
94	2/14/2018	@browardsheriff	Pol.	Gov.	994	826	78	"It's catastrophic. There really are no words." - Sheriff Israel
95	2/14/2018	@browardsheriff	Pol.	Gov.	90	73	9	Sheriff Israel will brief the public shortly #stonemandouglasshooting
96	2/14/2018	@browardsheriff	Pol.	Gov.	8,087	5,313	438	"I'm saddened to say that 17 people lost their lives."- Sheriff Scott Israel #stonemanshooting
97	2/14/2018	@browardsheriff	Pol.	Gov.	660	601	74	Suspect Nikolaus Cruz, 19, is in custody. #stonemandouglasshooting
98	2/14/2018	@browardsheriff	Pol.	Gov.	435	736	66	The @FBI has established a tipline. Please call 1-800-Call-FBI with any tips about the #stonemanshooting.
99	2/14/2018	@browardsheriff	Pol.	Gov.	777	1,198	57	"Any parent who is looking for their child, please go to the Marriot at 11775 Heron Bay Blvd. in Coral Springs." - Sheriff Israel #stonemanshooting
100	2/14/2018	@browardsheriff	Pol.	Gov.	665	957	49	The @FBI has set up a website where you can upload images and video of the #stonemanshooting. Visit http://www.fbi.gov/parklandshooting ... to submit any information you have on the shooting that occurred at Marjory Stoneman Douglas High School.
101	2/14/2018	@browardsheriff	Pol.	Gov.	1,924	1,039	70	Correction: suspect's name is spelled Nikolas Cruz #StonemanShooting

102	2/14/2018	@browardsheriff	Pol.	Gov.	327	197	68	Sheriff Israel will provide a briefing at 9pm #stonemanshooting.
103	2/14/2018	@browardsheriff	Pol.	Gov.	127	104	11	The next media briefing will take place at 10:30 a.m. Thursday at the media staging area near the school.
104	2/14/2018	@browardsheriff	Pol.	Gov.	126	125	34	A news release regarding the Parkland school shooting is available on our website http://www.sheriff.org .
105	2/15/2018	@browardsheriff	Pol.	Gov.	135	141	14	The next briefing is scheduled for 10:30 a.m. Thursday, Feb. 15 at the media staging area near the school. For continued updates follow us on Twitter at @browardsheriff. #stonemanshooting
106	2/15/2018	@browardsheriff	Pol.	Gov.	97	73	29	#MediaAlert: media staging area will be on Pine Island Road under the Sawgrass for the 10:15 briefing #stonemanshooting
107	2/15/2018	@browardsheriff	Pol.	Gov.	258	320	21	There will be a blood drive to help victims of the #stonemanshooting at Cox Media, 2741 N 29th Ave. in Hollywood from 12-7.
108	2/15/2018	@browardsheriff	Pol.	Gov.	71	128	23	Anyone with information on the #stonemanshooting is being asked to submit tips to http://www.fbi.gov/parklandshooting ... or by calling 1-800-CALL-FBI.
109	2/15/2018	@browardsheriff	Pol.	Gov.	38	37	6	#MediaAlert: News conference will begin shortly #stonemanshooting.
110	2/15/2018	@browardsheriff	Pol.	Gov.	64	69	2	Sheriff Israel, "All victims families have been notified." #stonemanshooting
111	2/15/2018	@browardsheriff	Pol.	Gov.	127	109	4	"Suspect has been charged with 17 counts of premeditated murder." -Sheriff Scott Israel.
112	2/15/2018	@browardsheriff	Pol.	Gov.	179	121	4	#BSO will respond with full power to any threats and copycats will be prosecuted to the maximum extent of the law #stonemanshooting.

113	2/15/2018	@browardsheriff	Pol.	Gov.	446	145	36	“Today is a day of healing. Today is a day of mourning.” - Sheriff Scott Israel #stonemanshooting
114	2/15/2018	@browardsheriff	Pol.	Gov.	597	924	66	Their have been several fraudulent @gofundme accounts. Here is the official page where you can help victims and their families. #stonemanshooting
115	2/15/2018	@browardsheriff	Pol.	Gov.	144	98	3	Small electrical fire at Eagle Point Elementary School in Weston. All students and faculty are fine. Any rumors to the contrary are untrue.
116	2/15/2018	@browardsheriff	Pol.	Gov.	477	316	13	Sunset vigil today at 6:00pm at the Parkland Amphitheatre, 10555 Trails End. #parklandstrong #stonemanshooting
117	2/15/2018	@browardsheriff	Pol.	Gov.	74	105	9	The @FBI tip line is still open. Anyone with information about the #stonemanshooting is urged to call 1-800-CALL-FBI or visit http://www.fbi.gov/parklandshooting
118	2/15/2018	@browardsheriff	Pol.	Gov.	64	67	4	#MediaAlert: Next press briefing will be held at 2:30 pm with the arresting agency and Fire Rescue. #stonemanshooting
119	2/15/2018	@browardsheriff	Pol.	Gov.	38	23	0	Sheriff Israel will be on @Hot105 at 2:20pm with more information on the #stonemanshooting.
120	2/15/2018	@browardsheriff	Pol.	Gov.	430	347	15	Family Assistance Center in Coral Springs. Victim Assistance Center for the #stonemanshooting is located at the Coral Springs Center for the Arts at 2855 Coral Springs Drive, Coral Springs. Anyone needing assistance in the wake of this tragic shooting may seek assistance there.
121	2/15/2018	@browardsheriff	Pol.	Gov.	53	49	1	#MediaAlert: Next press briefing will be held at 5pm #stonemanshooting.
122	2/15/2018	@browardsheriff	Pol.	Gov.	813	340	69	“Let’s put the rights of our children above any other right.” - Sheriff Israel #stonemanshooting

								#MediaAlert: Download the probable cause affidavit, timeline of events and names of the deceased from the February 14, 2018 shooting at Stoneman Douglas High School by clicking on the link: https://app.box.com/s/gp6409mm7xy3pefq09jxb4b97hpmobw
123	2/15/2018	@browardsheriff	Pol.	Gov.	100	122	11	
124	2/15/2018	@browardsheriff	Pol.	Gov.	2,867	880	85	As we hold the 17 lost in yesterday's tragic shooting close to our hearts, we remembered them with a candle light vigil. We vow to never forget them.
125	2/15/2018	@browardsheriff	Pol.	Gov.	435	434	53	#SeeSomethingSaySomething #stonemanshooting [Round 2 of Florida tomorrow] [image]
126	2/16/2018	@browardsheriff	Pol.	Gov.	872	836	31	Unfortunately, we have heard reports about fake @gofundme pages. Here is the link to the official page:
127	2/16/2018	@browardsheriff	Pol.	Gov.	280	240	20	We have received so many calls offering help and assistance to those affected by the #stonemanshooting tragedy. If you have services to provide, please call 850-414-3300 or email vcintake@myflorida.com
128	2/16/2018	@browardsheriff	Pol.	Gov.	66	80	14	CORRECTION: The email to offer help and assistance to those affected by the #stonemanstooting is vcintake@myfloridalegal.com
129	2/16/2018	@browardsheriff	Pol.	Gov.	63	50	5	From 11-3 deputies will escort staff and students who have vehicles in the N parking lot of #StonemanDouglas. All owners have been previously notified by @browardschools . Drivers must enter Pine Island from the North. All drivers will be escorted in & out by BSO. Please bring ID

130	2/16/2018	@browardsheriff	Pol.	Gov.	71	59	1	Family Assistance Center in Coral Springs. Victim Assistance Center for the #stonemanshooting is located at the Coral Springs Center for the Arts at 2855 Coral Springs Drive, Coral Springs. Anyone needing assistance in the wake of this tragic shooting may seek assistance there.
131	2/16/2018	@browardsheriff	Pol.	Gov.	60	39	9	The next media briefing will be at 4:15 p.m. at the media staging area near the school. #StonemanShooting
132	2/16/2018	@browardsheriff	Pol.	Gov.	143	43	29	"We want to find out why the killer did what he did, what we can learn from it, and how we can keep our children safer." -Sheriff Israel #stonemanshooting
133	2/16/2018	@browardsheriff	Pol.	Gov.	876	340	164	"At the end of day, make no mistake about it, America, the only one to blame for this killing is the killer himself." - Sheriff Israel #stonemanshooting
134	2/16/2018	@browardsheriff	Pol.	Gov.	101	57	17	"Our SRD was on campus and he was armed. The campus is at least 45 acres and he did not encounter the killer." - Sheriff Israel #stonemanshooting
135	2/16/2018	@browardsheriff	Pol.	Gov.	460	97	29	The deputy's son who was injured has been released from the hospital, he will heal, and we hope he will return Stoneman Douglas #stonemanshooting.
136	2/16/2018	@browardsheriff	Pol.	Gov.	2,010	454	76	During these trying times, our community has come together and we can't thank you enough for all of the support. We will never forget what happened on February 14, 2018. From everyone at #BSO we thank you. #stonemanshooting
137	2/17/2018	@browardsheriff	Pol.	Gov.	6,703	1,449	321	What a pleasant surprise this morning! A young person taped this message to our Mobile Command Center. All we can say is thank you. The 17 people who lost their lives will always be remembered. #StonemanShooting

138	2/17/2018	@browardsheriff	Pol.	Gov.	1,763	1,487	102	We have received so many inquiries from the public on how help and support those affected by the tragedy at Stoneman Douglas High School. This is the official GoFundMe page. #stonemanshooting
139	2/17/2018	@browardsheriff	Pol.	Gov.	936	452	92	Thank you Ben for sharing this with #BSO. We have 2 options for anyone looking to dispose of a firearm.
140	2/17/2018	@browardsheriff	Pol.	Gov.	53	35	3	The Non-Emergency number for Police and Fire is 954-764-4357.
141	2/17/2018	@browardsheriff	Pol.	Gov.	56	25	14	Sheriff Israel will appear on This Week in South Florida with Michael Putney, tomorrow at 11:30 a.m. on @WPLGLocal10 sharing the latest information on the #StonemanShooting.
142	2/17/2018	@browardsheriff	Pol.	Gov.	502	147	18	#BSO Communications invited therapy dogs into the Communications Center to help ease the pain and stress of the staff.
143	2/18/2018	@browardsheriff	Pol.	Gov.	335	82	19	As we continue to mourn our own tragic losses in Broward County, our hearts go out to one of Brevard County's finest, killed in an accident on I-95.
144	2/18/2018	@browardsheriff	Pol.	Gov.	15,480	4,645	555	The Sheriff was honored to visit Anthony Borges, 15, in the hospital. Anthony was shot five times. Fortunately, he is recovering, but has a long road ahead with more surgeries needed. Please join us in praying for the swift recovery of Anthony and all others from #StonemanDouglas. [Image]
145	2/18/2018	@browardsheriff	Pol.	Gov.	346	179	38	A Lauderhill teenager was arrested Friday after posting a message on social media threatening to kill people at several Broward County schools: http://bit.ly/2BBIkVN #BSO

								We can't thank the public enough for sending and sharing suspicious activity they have seen online. Our social media outlets are not monitored 24/7, so if you have a true emergency, please call 911. The Non-Emergency number for Police and Fire is 954-764-4357. Save these numbers!
146	2/19/2018	@browardsheriff	Pol.	Gov.	224	73	13	
147	2/19/2018	@browardsheriff	Pol.	Gov.	254	101	25	As we continue to mourn the victims of the #stonemanshooting, we honor our presidents, many of whom made changes in the face of insurmountable odds for the benefit of all Americans. May the wisdom from our great leaders of the past help us make the right choices to keep us safer.
148	2/19/2018	@browardsheriff	Pol.	Gov.	121	27	10	#NewProfilePic [Image]
149	2/19/2018	@browardsheriff	Pol.	Gov.	1,324	244	38	Therapy dogs have been onsite at our Communications Center to help our dispatchers during this difficult time. [Image]
150	2/20/2018	@browardsheriff	Pol.	Gov.	84	31	9	Captain Cates and Cooper City Commissioner Lisa Mallozzi running with Pioneer Middle School students to show support for Stoneman Douglas! #UnitingBroward [Image]
151	2/20/2018	@browardsheriff	Pol.	Gov.	176	32	4	Cooper City coming together to support Stoneman Douglas. [Image] [Image]
152	2/20/2018	@browardsheriff	Pol.	Gov.	249	144	51	We're taking threats of intimidation seriously. Today, a sixth-grader was arrested for threatening to harm students at a Lauderdale Lakes school: http://bit.ly/2EHJCNF Continue to report threats. Each one will be investigated thoroughly. [Image]
153	2/21/2018	@browardsheriff	Pol.	Gov.	328	209	13	The Marjory Stoneman Douglas community has a message for the world. #MSDSTRONG on #Vimeo [Video]

								Sheriff Scott Israel has received numerous requests for 1-on-1 interviews; however, there is no way he can accommodate them all. Instead, he will have a brief media availability at 4:15 p.m. today. Meet at 2601 W. Broward Blvd., Ft. Lauderdale. First floor Multi-purpose Room.
154	2/21/2018	@browardsheriff	Pol.	Gov.	125	59	25	
155	2/21/2018	@browardsheriff	Pol.	Gov.	28	15	4	Sheriff's Press Conference will be live-streamed on @twitter #stonemanshooting
156	2/21/2018	@browardsheriff	Pol.	Gov.	29	14	9	Sheriff Israel will address the media shortly. Watch it on @Twitter live.
157	2/21/2018	@browardsheriff	Pol.	Gov.	539	138	46	"You're articulate, you're intelligent, and you will not quit." - Sheriff Israel to Stoneman Douglas students at @CNN Town Hall.
158	2/21/2018	@browardsheriff	Pol.	Gov.	845	303	84	"Never again. My generation, we did not get it done. You will get it done." Sheriff Israel to Stoneman Douglas students at @CNN Town Hall.
159	2/21/2018	@browardsheriff	Pol.	Gov.	3,851	1,853	7,800	"You are NOT standing up for these students." - Sheriff Israel to @NRA spokeswoman.
160	2/21/2018	@browardsheriff	Pol.	Gov.	2,229	682	248	"I think what we need in America is less guns on our streets, not more guns." - Sheriff Israel at @CNN Town Hall
161	2/21/2018	@browardsheriff	Pol.	Gov.	1,329	514	156	"You will get this done. Vote in people who feel the same way you do." -Sheriff Israel to students at @CNN Town Hall.
162	2/15/2018	@ScottJIsrael	Ind.	Pol.	56	9	153	Sheriff Israel appeared on MSNBC tonight to discuss yesterday's school shooting in Parkland:... https://fb.me/KsNShxIk [Video]
163	2/18/2018	@ScottJIsrael	Ind.	Pol.	46	22	230	Many people are asking if BSO and others "missed" opportunities to stop Nikolas Cruz a year or two ago. The... [Link]

164	2/14/2018	@CHunschofsky	Ind.	Gov.	18	12	5	:: Stoneman Douglas will be closed Thursday and Friday and all activities will be canceled according to Broward Schools. :: Westglades will be open for the rest of the week and grief counselors will be at the school for students and staff as needed according to Broward Schools.
165	2/14/2018	@CHunschofsky	Ind.	Gov.	10	4	2	:: :: Broward Schools requested Parkland provide space for grief counseling and we have made the P-REC, Amphitheatre, and Parkland Library available to them.
166	2/14/2018	@CHunschofsky	Ind.	Gov.	6	4	3	:: BSO has confirmed 17 fatalities. :: The FBI has established a tip line: http://1.800.Call.FBI :: The FBI has established a website where images of the shooting can be uploaded:
167	2/15/2018	@CHunschofsky	Ind.	Gov.	44	5	9	Our community has suffered devastating tragedy. We lost sons, daughters, teachers, coaches, friends, neighbors, brothers and sisters. My thoughts and prayers are with the victims and their families. My commitment to action is with our whole community.
168	2/15/2018	@CHunschofsky	Ind.	Gov.	142	37	9	Parkland has always been a strong, caring and resilient community. We will do what we do best - work together, help each other and reach out to support our friends, neighbors and community through this. We are #ParklandStrong #MSDStrong
169	2/16/2018	@CHunschofsky	Ind.	Gov.	4	2	0	Phone number for volunteers. Broward School – Crisis Support 754-321-2300 Phone number for donations, scholarship support, etc. Broward Education Foundation 754-321-2033. @browardschools @BrowardEdFound

170	2/16/2018	@CHunschofsky	Ind.	Gov.	2	3	0	<p>People can go to our website and click on the alert button. There you will find information that will be updated on cancellations, road closures, where to donate, info. on volunteering, help lines, etc & links to other resources, BSO, BCPS, CSPF, http://www.cityofparkland.org</p>
171	2/17/2018	@CHunschofsky	Ind.	Gov.	55	30	7	<p>For those who want action, make your voices heard by contacting your US Senator and US Congressperson, Florida State Senators and State Representatives, the Governor and the White House. Links to contact information are listed below. #neveragainmsd #ParklandStrong #MSDStrong</p>
172	2/17/2018	@CHunschofsky	Ind.	Gov.	26	24	3	<p>US House https://www.house.gov/representatives White House https://www.whitehouse.gov/contact/ US Senate https://www.senate.gov/senators/index.htm ... FL Governor https://www.flgov.com/contact-governor/ ... FL Senate https://www.flsenate.gov/PublishedContent/ADMINISTRATIVEPUBLICATIONS/sdir.pdf ... FL House http://www.myfloridahouse.gov/FileStores/Web/HouseContent/Approved/ClerksOffice/HouseDirectory.pdf ... [Link Contact the White House]</p>
173	2/17/2018	@CHunschofsky	Ind.	Gov.	53	4	1	<p>You are a wonderful Principal and person @PrincipalMSD Thank you for your outstanding leadership. MSD and our whole community are so fortunate to have you!!</p>
174	2/18/2018	@CHunschofsky	Ind.	Gov.	19	7	1	<p>Pine Island Road and Holmberg Road are now open #ParklandFL [Image and Link]</p>

175	2/19/2018	@CHunschofsky	Ind.	Gov.	49	15	6	**The City of Parkland has authorized additional security at all the Broward County Public Schools in Parkland for the week.** #ParklandStrong #MSDStrong @BobforBroward @WestgladesPTA @RivergladesElem @HeronHeightsPTO @ParkTrailsES
176	2/14/2018	@ParklandProb	Com.		69	12	2	Nothing is funny and nothing will be funny for a long time. I hope your children, friends and family are safe. And for those who have lost loved ones in this horrific act of evil, I have no words other than I am sorry for that loss and your community will be there for you.
177	2/15/2018	@ParklandProb	Com.		13	2	0	From the mouth of one of our #ParklandStrong kids. We have failed them. [Link]
178	2/17/2018	@ParklandProb	Com.		51	10	2	Guilty for feeling relief that kids I love survived but know several others that didn't. And feel so much anger for adults that allowed this to happen again. Sad, guilty and angry at the same time. But at least I'm still feeling something. 17 others won't feel anything again.
179	2/19/2018	@ParklandProb	Com.		12	1	1	Elected officials who haven't acted on school violence slowly opening to better background checks and other actions that 90% of US support. They should be thanked but PRESSED to #DoMore until everything that can be done to make our kids safer is done. #MSDStrong #ParklandStrong

180	2/20/2018	@ParklandProb	Com.		17	5	0	Here's a law that will reduce the chance of another school shooting. Security at the State Capitol in Tallahassee shall be no greater than the security provided by the State to every public elementary, middle and high school in Florida. #ParklandStrong #MSDStrong #Parkland
181	2/20/2018	@ParklandProb	Com.		8	9	2	Less than 1 week after 17 #Parkland students/teacher/coach were shot dead #NRA backed legislators in the Florida House of Representatives DECLINED to debate whether there should be an #AssaultWeaponsBan. Whether you are pro or con on this issue, at least have a debate! #Cowards [Image]
182	2/20/2018	@ParklandProb	Com.		3	3	0	Go to https://benefits.nra.org/ and see a list of "partner" companies of the NRA. No matter which side you're on, let them know what #Parkland thinks of their support. #ParklandStrong @Hertz @Avis @Budget @LifeLock @nationalcares @FedEx @TrueCar @SimpliSafe @NortonOnline @Alamo [Image]
183	2/20/2018	@ParklandProb	Com.		23	4	3	The tragedy of the folks trolling #ParklandStrong students is that these bots and conspiracy nuts think they can out-snark #MSDStrong teens. They may be political, drama kids, journalists and more, but all #Parkland students have PhDs in social media sarcasm. #YoureInTroubleNow

184	2/21/2018	@ParklandProb	Com.		10	1	0	For every #ParklandStrong #MSDStrong supporter going to Tally, it's not about Broward. Every Broward rep is on board. You need to get support from the Panhandle, West Coast and NE Florida reps to change FL gun laws. SE FL is just a minority in Tally! #WalkForOurLives #NeverAgain
185	2/21/2018	@ParklandProb	Com.		16	4	1	So @marcorubio I don't care what you tell me your colleagues will or won't support. I care whether YOU will support a ban on AR-15 and AK-47 and other weapons of war?Because if you will support doing that, we can move on to your colleagues to get their support next. @RepTedDeutch
186	2/21/2018	@ParklandProb	Com.		7	0	0	Ok I admit i have no soul, but I'm just losing it listening to kids honoring murdered siblings and parents honoring murdered children by talking so eloquent. How they can maintain their composure in the face of this is the definition of character and strength. #ImNotCrying
187	2/21/2018	@ParklandProb	Com.		12	2	1	Bullshit @marcorubio!! People don't buy into your agenda. The #NRA has bought your agenda. Or you're afraid to contradict them and want their #BloodMoney. Tell the @NRA you won't take their money. If your views are your own, put up or shut up. Go @cameron_kasky. #CowardRubio
188	2/21/2018	@ParklandProb	Com.		8	2	0	Call things as I see them. The #nra and the politicians they own with their #NRABloodMoney are responsible for more innocent American children dead in the United States than ISIS has been. The NRA is a terrorist organization. #WalkForOurLives #NeverAgain

189	2/21/2018	@ParklandProb	Com.		6	3	0	As #NRAShill leaves the @CNN stage to calls of 'shame on you', she smiles knowing that will soon receive the 20 pieces of silver she gets paid to betray America's children. She doesn't realize it will not be nearly enough to buy her way into heaven. #NeverAgain [Image] [Shame. Shame. Shame.]
190	2/21/2018	@ParklandProb	Com.		14	2	1	How fast would an #AssaultWeaponsBan be passed if @marcorubio and the other senators that take #NRABloodMoney were limited to the same level of security for their senate offices and the capitol as the legislature funds for public schools? #FasterThanASpeedingBullet #Parkland

Appendix B: Coding Sheet 1

Coding Sheet 1															
Logistics			Entity Type					Engagement			Emotions				
ID	Tweet Date	Account	Individual	Education	Police	Community	Government	Likes	Retweets	Replies	Fear	Anger	Empathy	Advocacy	Unrelated
1	2/14/2018	@BrowardSchools	0	1	0	0	1	634	712	50	1	0	0	0	0
2	2/14/2018	@BrowardSchools	0	1	0	0	1	413	541	24	1	0	0	0	0
3	2/14/2018	@BrowardSchools	0	1	0	0	1	143	157	4	1	0	1	0	0
4	2/14/2018	@BrowardSchools	0	1	0	0	1	366	268	18	1	0	0	0	0
5	2/14/2018	@BrowardSchools	0	1	0	0	1	150	114	6	1	0	0	0	0
6	2/14/2018	@BrowardSchools	0	1	0	0	1	168	131	4	0	0	0	0	1
7	2/14/2018	@BrowardSchools	0	1	0	0	1	146	138	6	1	0	0	0	1
8	2/14/2018	@BrowardSchools	0	1	0	0	1	725	338	18	0	0	1	0	0
9	2/14/2018	@BrowardSchools	0	1	0	0	1	824	621	121	0	0	0	0	1
10	2/14/2018	@BrowardSchools	0	1	0	0	1	341	178	71	0	0	0	1	0
11	2/14/2018	@BrowardSchools	0	1	0	0	1	159	99	29	0	0	1	0	0
12	2/14/2018	@BrowardSchools	0	1	0	0	1	221	171	39	0	0	0	1	0
13	2/15/2018	@BrowardSchools	0	1	0	0	1	315	112	6	1	0	1	0	0
14	2/15/2018	@BrowardSchools	0	1	0	0	1	30	20	0	0	0	0	1	0
15	2/15/2018	@BrowardSchools	0	1	0	0	1	213	183	22	0	0	0	1	0
16	2/15/2018	@BrowardSchools	0	1	0	0	1	48	60	29	0	0	0	1	0
17	2/15/2018	@BrowardSchools	0	1	0	0	1	47	27	8	0	0	1	0	0
18	2/15/2018	@BrowardSchools	0	1	0	0	1	54	19	5	0	0	0	0	1
19	2/15/2018	@BrowardSchools	0	1	0	0	1	45	18	8	0	0	0	0	1
20	2/15/2018	@BrowardSchools	0	1	0	0	1	125	120	1	0	0	0	1	0
21	2/15/2018	@BrowardSchools	0	1	0	0	1	24	18	0	0	0	0	1	0
22	2/15/2018	@BrowardSchools	0	1	0	0	1	38	23	1	0	0	0	1	0
23	2/15/2018	@BrowardSchools	0	1	0	0	1	75	70	4	0	0	0	1	0
24	2/15/2018	@BrowardSchools	0	1	0	0	1	93	53	43	0	0	0	1	0
25	2/15/2018	@BrowardSchools	0	1	0	0	1	94	37	5	0	0	1	0	0
26	2/16/2018	@BrowardSchools	0	1	0	0	1	162	166	2	0	0	1	1	0
27	2/16/2018	@BrowardSchools	0	1	0	0	1	76	61	13	0	0	0	1	0
28	2/16/2018	@BrowardSchools	0	1	0	0	1	109	50	11	0	0	0	1	0
29	2/16/2018	@BrowardSchools	0	1	0	0	1	191	178	34	0	0	0	1	0
30	2/16/2018	@BrowardSchools	0	1	0	0	1	39	25	1	0	0	0	1	0
31	2/16/2018	@BrowardSchools	0	1	0	0	1	109	114	4	0	0	0	1	0
32	2/16/2018	@BrowardSchools	0	1	0	0	1	31	28	0	0	0	0	0	1
33	2/16/2018	@BrowardSchools	0	1	0	0	1	33	22	0	0	0	0	1	0

34	2/16/2018	@BrowardSchools	0	1	0	0	1	43	23	1	0	0	0	1	0
35	2/16/2018	@BrowardSchools	0	1	0	0	1	58	20	0	0	0	1	1	0
36	2/16/2018	@BrowardSchools	0	1	0	0	1	55	47	5	0	0	0	1	0
37	2/17/2018	@BrowardSchools	0	1	0	0	1	57	42	1	0	0	0	0	1
38	2/17/2018	@BrowardSchools	0	1	0	0	1	13	11	1	0	0	0	1	1
39	2/17/2018	@BrowardSchools	0	1	0	0	1	86	100	2	0	0	0	1	0
40	2/17/2018	@BrowardSchools	0	1	0	0	1	308	256	38	0	0	0	1	0
41	2/17/2018	@BrowardSchools	0	1	0	0	1	21	12	1	0	0	0	1	1
42	2/17/2018	@BrowardSchools	0	1	0	0	1	20	11	2	0	0	0	0	1
43	2/18/2018	@BrowardSchools	0	1	0	0	1	29	12	0	0	0	0	0	1
44	2/18/2018	@BrowardSchools	0	1	0	0	1	311	199	9	0	0	0	0	1
45	2/18/2018	@BrowardSchools	0	1	0	0	1	137	49	5	0	0	1	0	0
46	2/18/2018	@BrowardSchools	0	1	0	0	1	6	4	0	0	0	0	1	0
47	2/18/2018	@BrowardSchools	0	1	0	0	1	6	4	0	0	0	0	1	0
48	2/18/2018	@BrowardSchools	0	1	0	0	1	6	5	0	0	0	0	1	0
49	2/18/2018	@BrowardSchools	0	1	0	0	1	55	40	17	0	0	0	1	0
50	2/18/2018	@BrowardSchools	0	1	0	0	1	50	46	45	0	0	0	1	1
51	2/18/2018	@BrowardSchools	0	1	0	0	1	101	91	2	0	0	0	1	0
52	2/19/2018	@BrowardSchools	0	1	0	0	1	29	21	0	0	0	0	0	1
53	2/19/2018	@BrowardSchools	0	1	0	0	1	50	54	0	0	0	0	0	1
54	2/19/2018	@BrowardSchools	0	1	0	0	1	98	45	2	0	0	0	0	1
55	2/19/2018	@BrowardSchools	0	1	0	0	1	74	57	2	0	0	0	1	0
56	2/19/2018	@BrowardSchools	0	1	0	0	1	168	118	5	0	0	1	0	0
57	2/19/2018	@BrowardSchools	0	1	0	0	1	36	23	0	0	0	0	1	1
58	2/19/2018	@BrowardSchools	0	1	0	0	1	166	95	10	0	0	0	0	1
59	2/19/2018	@BrowardSchools	0	1	0	0	1	107	61	2	0	0	0	1	1
60	2/19/2018	@BrowardSchools	0	1	0	0	1	73	38	0	0	0	0	0	1
61	2/19/2018	@BrowardSchools	0	1	0	0	1	93	19	4	0	0	0	0	1
62	2/19/2018	@BrowardSchools	0	1	0	0	1	63	50	9	0	0	0	0	1
63	2/21/2018	@BrowardSchools	0	1	0	0	1	426	192	6	0	0	1	0	0
64	2/21/2018	@BrowardSchools	0	1	0	0	1	10	7	1	0	0	0	0	1
65	2/21/2018	@BrowardSchools	0	1	0	0	1	20	8	1	0	0	0	0	1
66	2/14/2018	@PrincipalMSD	1	1	0	0	0	2,552	522	64	1	0	1	1	0
67	2/17/2018	@PrincipalMSD	1	1	0	0	0	77	11	0	0	0	0	1	1
68	2/17/2018	@PrincipalMSD	1	1	0	0	0	1,846	803	69	0	0	1	1	0
69	2/17/2018	@PrincipalMSD	1	1	0	0	0	345	279	2	0	0	0	1	0
70	2/17/2018	@PrincipalMSD	1	1	0	0	0	178	82	12	0	0	1	1	0
71	2/18/2018	@PrincipalMSD	1	1	0	0	0	416	182	6	0	0	0	1	0
72	2/19/2018	@PrincipalMSD	1	1	0	0	0	1,392	151	23	0	0	1	1	0
73	2/14/2018	@RobertwRuncie	1	1	0	0	0	2,282	940	209	1	0	0	0	0
74	2/14/2018	@RobertwRuncie	1	1	0	0	0	63	40	8	0	0	0	0	1

75	2/14/2018	@RobertwRuncie	1	1	0	0	0	205	125	7	0	0	0	1	0
76	2/14/2018	@RobertwRuncie	1	1	0	0	0	578	268	9	0	0	0	1	0
77	2/14/2018	@RobertwRuncie	1	1	0	0	0	323	174	19	0	0	0	1	0
78	2/15/2018	@RobertwRuncie	1	1	0	0	0	2,274	1,165	71	0	0	1	1	0
79	2/15/2018	@RobertwRuncie	1	1	0	0	0	398	147	30	0	0	0	1	0
80	2/15/2018	@RobertwRuncie	1	1	0	0	0	1,522	347	67	0	0	1	0	0
81	2/17/2018	@RobertwRuncie	1	1	0	0	0	454	206	29	0	0	0	1	0
82	2/17/2018	@RobertwRuncie	1	1	0	0	0	634	174	18	0	0	1	0	0
83	2/17/2018	@RobertwRuncie	1	1	0	0	0	247	119	39	0	0	0	1	1
84	2/14/2018	@browardsheriff	0	0	1	0	1	3,701	2,438	184	1	0	0	0	0
85	2/14/2018	@browardsheriff	0	0	1	0	1	284	437	13	1	0	0	0	0
86	2/14/2018	@browardsheriff	0	0	1	0	1	156	194	14	1	0	0	0	0
87	2/14/2018	@browardsheriff	0	0	1	0	1	570	1,115	109	1	0	0	0	1
88	2/14/2018	@browardsheriff	0	0	1	0	1	525	418	73	1	0	0	0	1
89	2/14/2018	@browardsheriff	0	0	1	0	1	4,680	4,707	397	1	0	0	0	0
90	2/14/2018	@browardsheriff	0	0	1	0	1	398	621	26	1	0	0	0	1
91	2/14/2018	@browardsheriff	0	0	1	0	1	8,822	5,070	365	1	0	0	0	0
92	2/14/2018	@browardsheriff	0	0	1	0	1	679	786	33	1	0	0	0	0
93	2/14/2018	@browardsheriff	0	0	1	0	1	346	380	16	1	0	0	0	0
94	2/14/2018	@browardsheriff	0	0	1	0	1	994	826	78	1	0	0	0	0
95	2/14/2018	@browardsheriff	0	0	1	0	1	90	73	9	0	0	0	0	1
96	2/14/2018	@browardsheriff	0	0	1	0	1	8,087	5,313	438	0	0	1	0	0
97	2/14/2018	@browardsheriff	0	0	1	0	1	660	601	74	1	0	0	0	1
98	2/14/2018	@browardsheriff	0	0	1	0	1	435	736	66	0	0	0	1	1
99	2/14/2018	@browardsheriff	0	0	1	0	1	777	1,198	57	1	0	0	0	1
100	2/14/2018	@browardsheriff	0	0	1	0	1	665	957	49	0	0	0	1	1
101	2/14/2018	@browardsheriff	0	0	1	0	1	1,924	1,039	70	1	0	0	0	1
102	2/14/2018	@browardsheriff	0	0	1	0	1	327	197	68	0	0	0	0	1
103	2/14/2018	@browardsheriff	0	0	1	0	1	127	104	11	0	0	0	0	1
104	2/14/2018	@browardsheriff	0	0	1	0	1	126	125	34	0	0	0	0	1
105	2/15/2018	@browardsheriff	0	0	1	0	1	135	141	14	0	0	0	0	1
106	2/15/2018	@browardsheriff	0	0	1	0	1	97	73	29	0	0	0	0	1
107	2/15/2018	@browardsheriff	0	0	1	0	1	258	320	21	0	0	0	1	1
108	2/15/2018	@browardsheriff	0	0	1	0	1	71	128	23	0	0	0	1	1
109	2/15/2018	@browardsheriff	0	0	1	0	1	38	37	6	0	0	0	0	1
110	2/15/2018	@browardsheriff	0	0	1	0	1	64	69	2	1	0	0	0	1
111	2/15/2018	@browardsheriff	0	0	1	0	1	127	109	4	1	0	0	0	1
112	2/15/2018	@browardsheriff	0	0	1	0	1	179	121	4	1	0	0	1	1
113	2/15/2018	@browardsheriff	0	0	1	0	1	446	145	36	0	0	1	0	0
114	2/15/2018	@browardsheriff	0	0	1	0	1	597	924	66	0	0	0	1	1
115	2/15/2018	@browardsheriff	0	0	1	0	1	144	98	3	0	0	0	0	1

116	2/15/2018	@browardsheriff	0	0	1	0	1	477	316	13	0	0	1	0	1
117	2/15/2018	@browardsheriff	0	0	1	0	1	74	105	9	0	0	0	1	1
118	2/15/2018	@browardsheriff	0	0	1	0	1	64	67	4	0	0	0	0	1
119	2/15/2018	@browardsheriff	0	0	1	0	1	38	23	0	0	0	0	0	1
120	2/15/2018	@browardsheriff	0	0	1	0	1	430	347	15	0	0	0	1	0
121	2/15/2018	@browardsheriff	0	0	1	0	1	53	49	1	0	0	0	0	1
122	2/15/2018	@browardsheriff	0	0	1	0	1	813	340	69	0	0	0	1	0
123	2/15/2018	@browardsheriff	0	0	1	0	1	100	122	11	0	0	0	0	1
124	2/15/2018	@browardsheriff	0	0	1	0	1	2,867	880	85	0	0	1	0	0
125	2/15/2018	@browardsheriff	0	0	1	0	1	435	434	53	1	0	0	0	1
126	2/16/2018	@browardsheriff	0	0	1	0	1	872	836	31	0	0	0	1	0
127	2/16/2018	@browardsheriff	0	0	1	0	1	280	240	20	0	0	0	1	0
128	2/16/2018	@browardsheriff	0	0	1	0	1	66	80	14	0	0	0	1	1
129	2/16/2018	@browardsheriff	0	0	1	0	1	63	50	5	0	0	0	0	1
130	2/16/2018	@browardsheriff	0	0	1	0	1	71	59	1	0	0	0	1	0
131	2/16/2018	@browardsheriff	0	0	1	0	1	60	39	9	0	0	0	0	1
132	2/16/2018	@browardsheriff	0	0	1	0	1	143	43	29	0	0	0	1	1
133	2/16/2018	@browardsheriff	0	0	1	0	1	876	340	164	0	1	0	0	0
134	2/16/2018	@browardsheriff	0	0	1	0	1	101	57	17	1	0	0	0	1
135	2/16/2018	@browardsheriff	0	0	1	0	1	460	97	29	1	0	1	0	0
136	2/16/2018	@browardsheriff	0	0	1	0	1	2,010	454	76	0	0	1	0	0
137	2/17/2018	@browardsheriff	0	0	1	0	1	6,703	1,449	321	0	0	1	0	0
138	2/17/2018	@browardsheriff	0	0	1	0	1	1,763	1,487	102	0	0	0	1	0
139	2/17/2018	@browardsheriff	0	0	1	0	1	936	452	92	0	0	0	1	1
140	2/17/2018	@browardsheriff	0	0	1	0	1	53	35	3	0	0	0	0	1
141	2/17/2018	@browardsheriff	0	0	1	0	1	56	25	14	0	0	0	0	1
142	2/17/2018	@browardsheriff	0	0	1	0	1	502	147	18	0	0	0	1	1
143	2/18/2018	@browardsheriff	0	0	1	0	1	335	82	19	0	0	1	0	1
144	2/18/2018	@browardsheriff	0	0	1	0	1	15,480	4,645	555	0	0	1	0	1
145	2/18/2018	@browardsheriff	0	0	1	0	1	346	179	38	1	0	0	0	1
146	2/19/2018	@browardsheriff	0	0	1	0	1	224	73	13	0	0	0	0	1
147	2/19/2018	@browardsheriff	0	0	1	0	1	254	101	25	0	0	0	0	1
148	2/19/2018	@browardsheriff	0	0	1	0	1	121	27	10	0	0	0	0	1
149	2/19/2018	@browardsheriff	0	0	1	0	1	1,324	224	38	0	0	0	1	0
150	2/20/2018	@browardsheriff	0	0	1	0	1	84	31	9	0	0	0	1	1
151	2/20/2018	@browardsheriff	0	0	1	0	1	176	32	4	0	0	0	1	1
152	2/20/2018	@browardsheriff	0	0	1	0	1	249	144	51	1	0	0	0	1
153	2/21/2018	@browardsheriff	0	0	1	0	1	328	209	13	0	0	0	1	0
154	2/21/2018	@browardsheriff	0	0	1	0	1	125	59	25	0	0	0	0	1
155	2/21/2018	@browardsheriff	0	0	1	0	1	28	15	4	0	0	0	0	1
156	2/21/2018	@browardsheriff	0	0	1	0	1	29	14	9	0	0	0	0	1

157	2/21/2018	@browardsheriff	0	0	1	0	1	539	138	46	0	0	0	1	0
158	2/21/2018	@browardsheriff	0	0	1	0	1	845	303	84	0	0	0	1	0
159	2/21/2018	@browardsheriff	0	0	1	0	1	3,851	1,853	7,800	0	0	0	1	0
160	2/21/2018	@browardsheriff	0	0	1	0	1	2,229	682	248	0	0	0	1	0
161	2/21/2018	@browardsheriff	0	0	1	0	1	1,329	514	156	0	0	0	1	0
162	2/15/2018	@ScottJIsrael	1	0	1	0	0	56	9	153	0	0	1	1	1
163	2/18/2018	@ScottJIsrael	1	0	1	0	0	46	22	230	0	0	0	0	1
164	2/14/2018	@CHunschofsky	1	0	0	0	1	18	12	5	0	0	0	0	1
165	2/14/2018	@CHunschofsky	1	0	0	0	1	10	4	2	0	0	0	1	0
166	2/14/2018	@CHunschofsky	1	0	0	0	1	6	4	3	1	0	0	0	0
167	2/15/2018	@CHunschofsky	1	0	0	0	1	44	5	9	1	0	1	0	0
168	2/15/2018	@CHunschofsky	1	0	0	0	1	142	37	9	0	0	0	1	0
169	2/16/2018	@CHunschofsky	1	0	0	0	1	4	2	0	0	0	0	0	1
170	2/16/2018	@CHunschofsky	1	0	0	0	1	2	3	0	0	0	0	0	1
171	2/17/2018	@CHunschofsky	1	0	0	0	1	55	30	7	0	0	0	1	0
172	2/17/2018	@CHunschofsky	1	0	0	0	1	26	24	3	0	0	0	1	0
173	2/17/2018	@CHunschofsky	1	0	0	0	1	53	4	1	0	0	0	1	0
174	2/18/2018	@CHunschofsky	1	0	0	0	1	19	7	1	0	0	0	0	1
175	2/19/2018	@CHunschofsky	1	0	0	0	1	49	15	6	1	0	0	1	0
176	2/14/2018	@ParklandProb	0	0	0	1	0	69	12	2	0	1	1	0	0
177	2/15/2018	@ParklandProb	0	0	0	1	0	13	2	0	0	0	0	1	0
178	2/17/2018	@ParklandProb	0	0	0	1	0	51	10	2	0	1	1	0	0
179	2/19/2018	@ParklandProb	0	0	0	1	0	12	1	1	0	1	0	1	0
180	2/20/2018	@ParklandProb	0	0	0	1	0	17	5	0	0	0	0	1	0
181	2/20/2018	@ParklandProb	0	0	0	1	0	8	9	2	0	1	0	1	0
182	2/20/2018	@ParklandProb	0	0	0	1	0	3	3	0	0	0	0	1	0
183	2/20/2018	@ParklandProb	0	0	0	1	0	23	4	3	0	0	0	1	0
184	2/21/2018	@ParklandProb	0	0	0	1	0	10	1	0	0	0	0	1	0
185	2/21/2018	@ParklandProb	0	0	0	1	0	16	4	1	0	1	0	1	0
186	2/21/2018	@ParklandProb	0	0	0	1	0	7	0	0	0	1	0	1	0
187	2/21/2018	@ParklandProb	0	0	0	1	0	12	2	1	0	1	0	1	0
188	2/21/2018	@ParklandProb	0	0	0	1	0	8	2	0	0	1	0	1	0
189	2/21/2018	@ParklandProb	0	0	0	1	0	6	3	0	0	1	0	0	1
190	2/21/2018	@ParklandProb	0	0	0	1	0	14	2	1	0	1	0	1	0
190								110,392	60,003	14,626	34	11	31	92	84

