Methodology

Selection

Global Canopy selects a list of Companies and Financial Institutions with the respective Twitter handles. The Forest 500 experts mapped all the Companies and Financial Institutions with a presence with a total of 453 public profiles to evaluate the accountability of these companies and institutions on Twitter. The predefined filters are based in the same categories developed by the Forest 500 team, such as commodities, supply chain and sustainability commitments.

The related information can be viewed here.

Data Collection

The Food Nature Climate Dialogue team collected historical tweets, mentions and quotes from 2010 to date of the Forest 500 public profiles on Twitter based on key topics of interest related to environmental and social issues.

The database is updated regularly with a 20 minute delay. Our data architecture extracts, processes and visually updates the dashboard respecting the limits of the Twitter Public API. Information about Twitter metrics are updated in real time.

Currently, our Twitter source panel is a key infrastructure for our curated list of relevant profiles participating in the environmental conversations on Twitter. See below the current list:

Forest 500 Source Panel

- Companies: 307 Twitter profiles
- Financial Institutions: 146 Twitter profiles

Topic classification

All topic filters were provided by a full text search engine using Apache Lucene query and all queries can be consulted here.

Source Code

The Source code of this project is under GPL3 license available on Github

Disclaimer

All tweets available on our tool are related to the topics of interest. Although we have managed to collect everything companies and financial institutions tweeted overtime, for the purpose of insights and digital analysis the database architecture process only tweets related environmental and social issues.

It's worthy mentioning that companies and their brands promote their products and positions using the same Twitter handle. Nowadays companies are aiming to create a "persona" adapted to the affordances of each social media platform. Twitter and Linkedin are much alike because as a platform of social interactions, they are also mainly used to build upon the news cycle and corporate PR image. Our methodology works to relate the image and discourse projection of the companies about the topics of interest accounting on what the companies commit to environmental and social issues.

Deleted and edited tweets may slightly change results as may also end up removing some keywords. If a company or financial institution has a private profile, never tweeted or mentioned one of the topics it will not appear on the results.