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# HUMAN RIGHTS CAMPAIGN

Equality for ALL, not for some

**ADPR 5750: SOCIAL MEDIA ANALYTICS**

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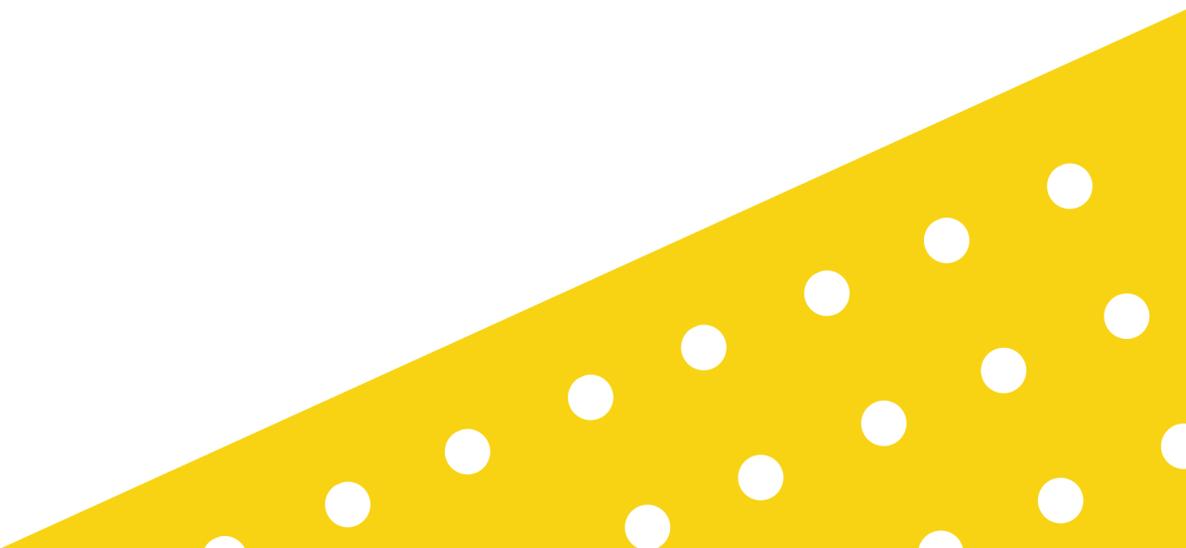
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# Executive Summary

## BUSINESS PROBLEM

In this report we intend to explore and gain a better understanding of the Human Rights Campaign audience, specific themes and media content that receive the most engagement, as well as how we can address challenges the brand has to improve audience engagement.

## CHALLENGES

- The majority of HRC's online presence is only found on Twitter
- HRC's goals often spark controversy and are largely negative in sentiment when discussed on social media platforms
- Competition, especially among male audiences, with other LGBTQ organizations such as PFlag, The Trevor Project, The National Center for Transgender Equality, and GLAAD

## GOALS DEFINED

- Used impressions, retweets, replies, and reach to measure overall engagement within HRC's Twitter page
- Utilized mentions, influencers, and hashtags to analyze HRC's involvement in certain discussions and other themes that are relevant to the organization
- Analyzed HRC's volume of tweets, share of voice, and audience demographics against competition

## OVERVIEW OF DATA

- We utilized Brandwatch, a social media monitoring tool, to gather data about HRC activity across Twitter, Reddit, and Tumblr
- We analyzed data from June 1st - August 31st, 2020
- Women account for 57% of the HRC organization's social media audience and demonstrate the highest engagement

# Executive Summary

## KEY INSIGHTS

HRC's main social media presence is on Twitter and engagement is the highest here

There is often a large spike in engagement when negative topics about the LGBTQ community are trending on Twitter

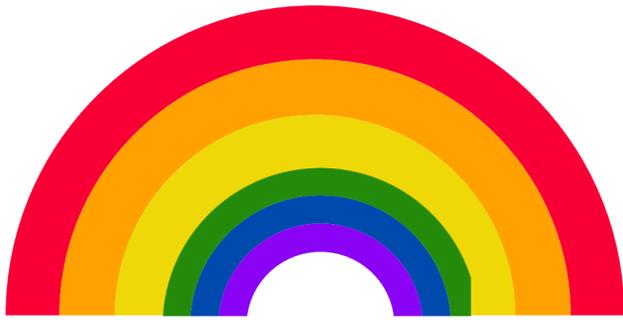
Compared to their competition, HRC has the smallest market share of male audiences

## RECOMMENDATIONS

Continue to focus on Twitter presence over other platforms and actively contribute to trending discussions

HRC should contribute to conversations with a negative sentiment that bring awareness to social injustices

HRC should use #honorthemwithaction and join other male-dominated conversations

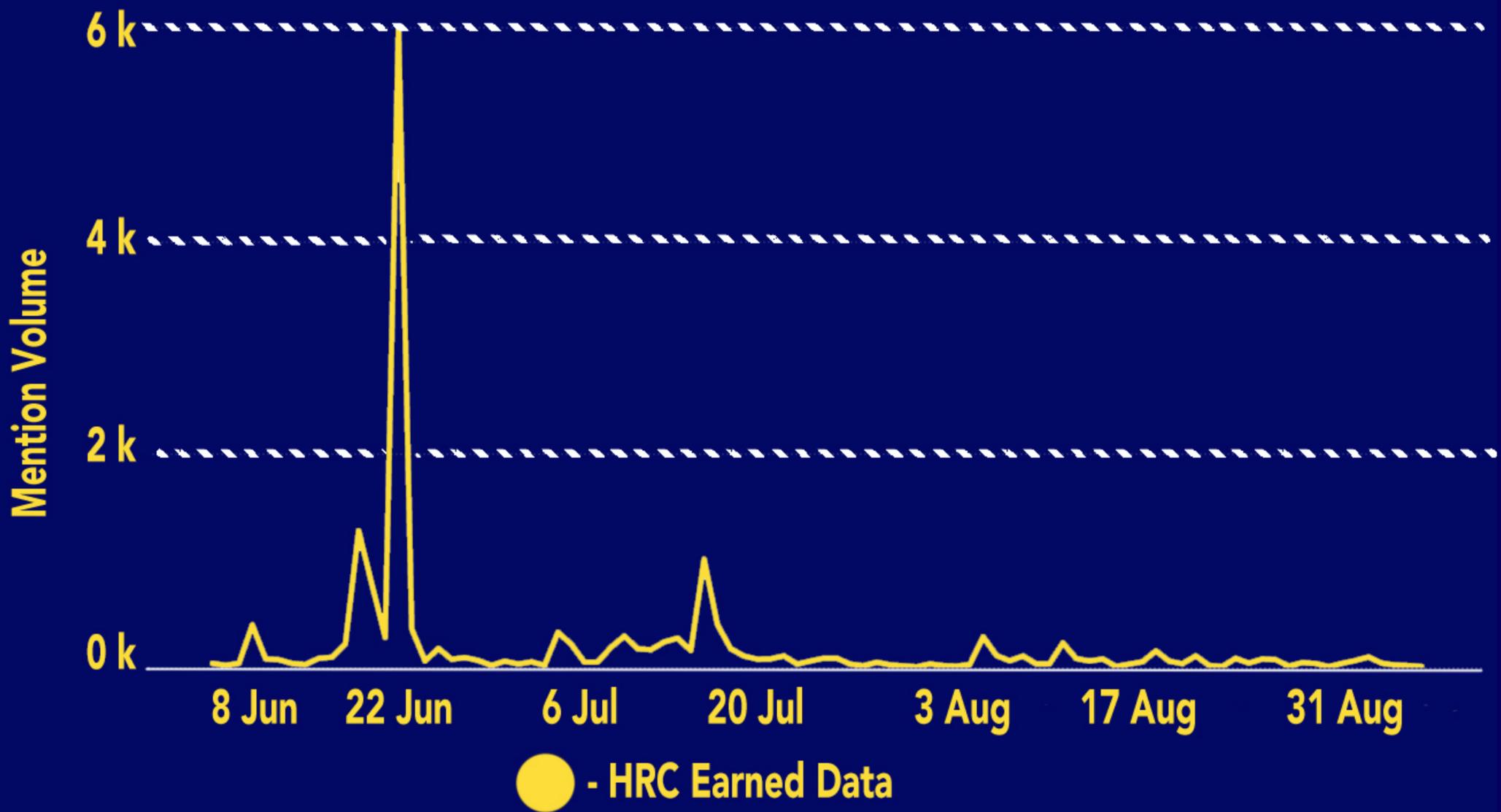


# OWNED DATA

@HRC and hrc.org

# Data Insights

Volume of HRC Mentions Over Time



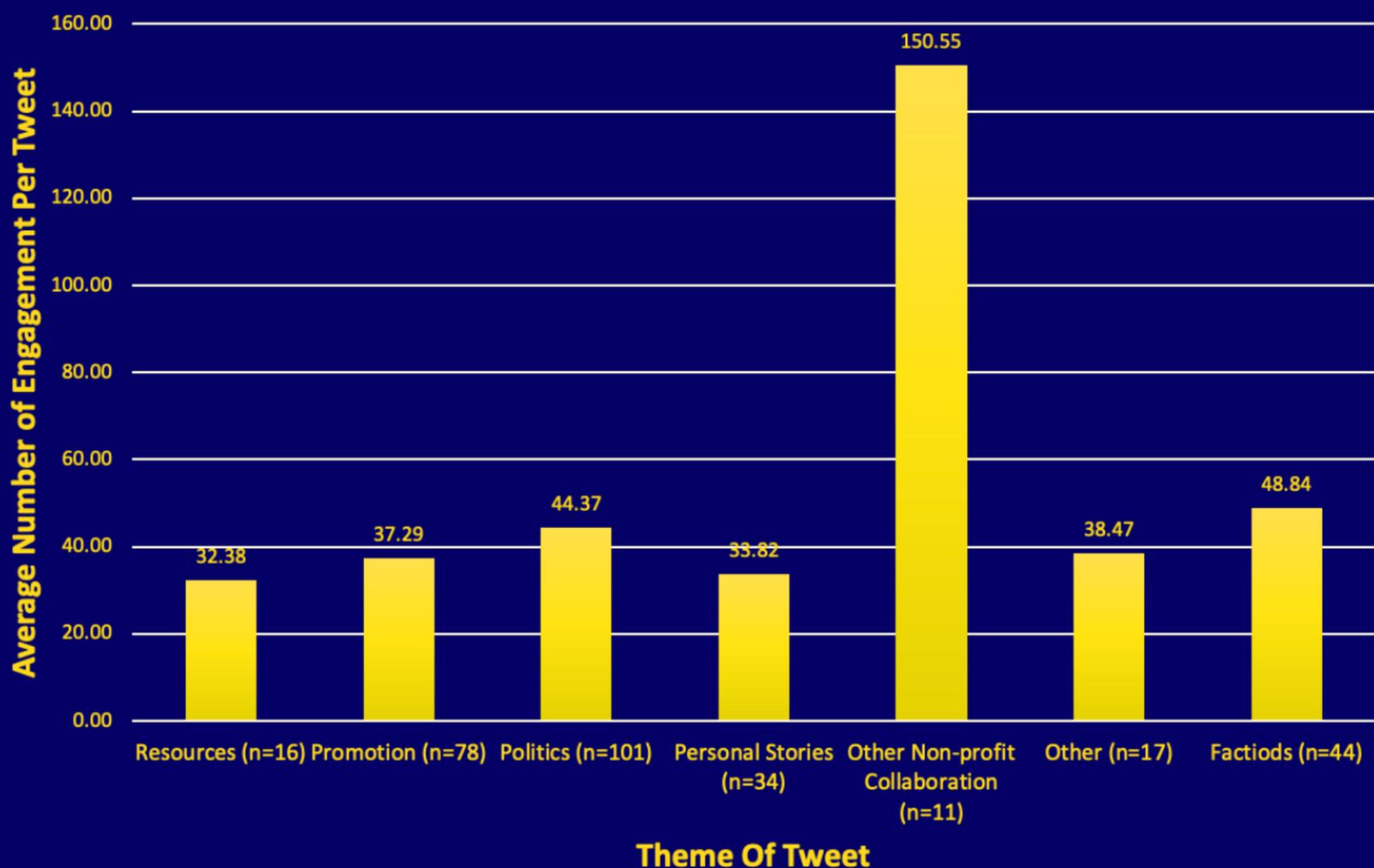
We analyzed the Human Rights Campaign Twitter account activity during the time period of June 1st - August 31st, 2020. The tweets we examined consisted of original content covering various themes. As indicated in the chart above, the volume of tweets significantly increased during the month of June. This is believed to be correlated to the celebration of Pride Month. In turn, the volume of accounts that mentioned HRC drastically increased during the month of June as well.

The types of users that are engaging in this activity and interacting with the HRC twitter account are mainly artists, teachers, executives, and students.

Women make up 57 percent of this population, while men account for 43 percent. The common interests of our audience include politics, books, and parenting. It is important to capitalize off of this psychographic data and directly appeal to our audience's interests through the tweets.

# Theme of Tweet

## Average Engagement by Theme of Tweet

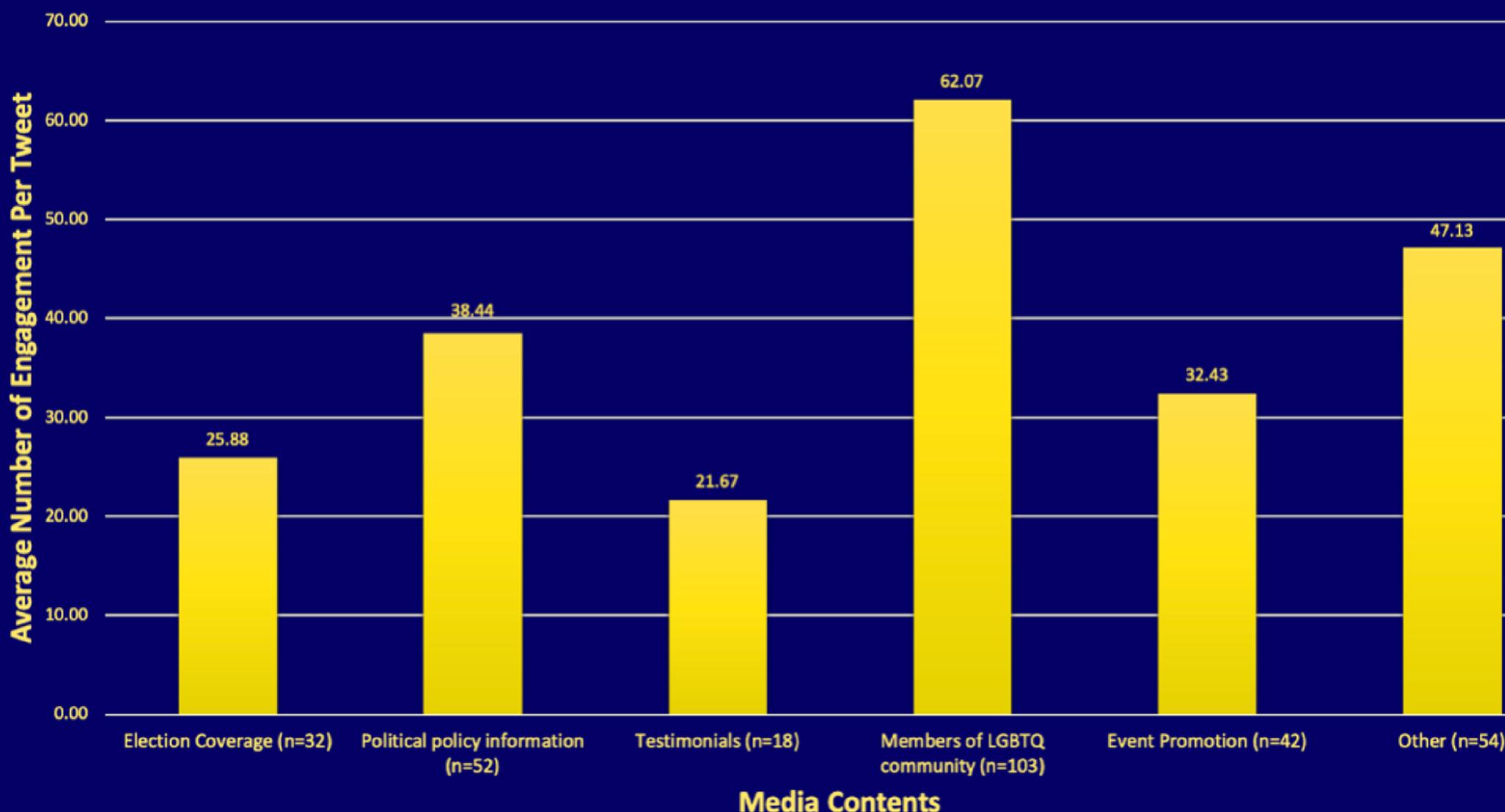


It is interesting to note the significant deviation in average engagement between the tweets that are focused on collaboration with other nonprofits and the remaining common themes among the tweets. Non-profit collaboration tweets are demonstrating over three times the amount of average engagement.

This is important because this theme does more to promote the efforts of other organizations rather than HRC itself. Therefore, it is concerning that the audience is not as actively involved with tweets that direct users to the HRC website, provide information relevant to the organization and its cause, and/or encourage users to donate and get involved.

# Media Contents

## Average Engagement by Media Contents

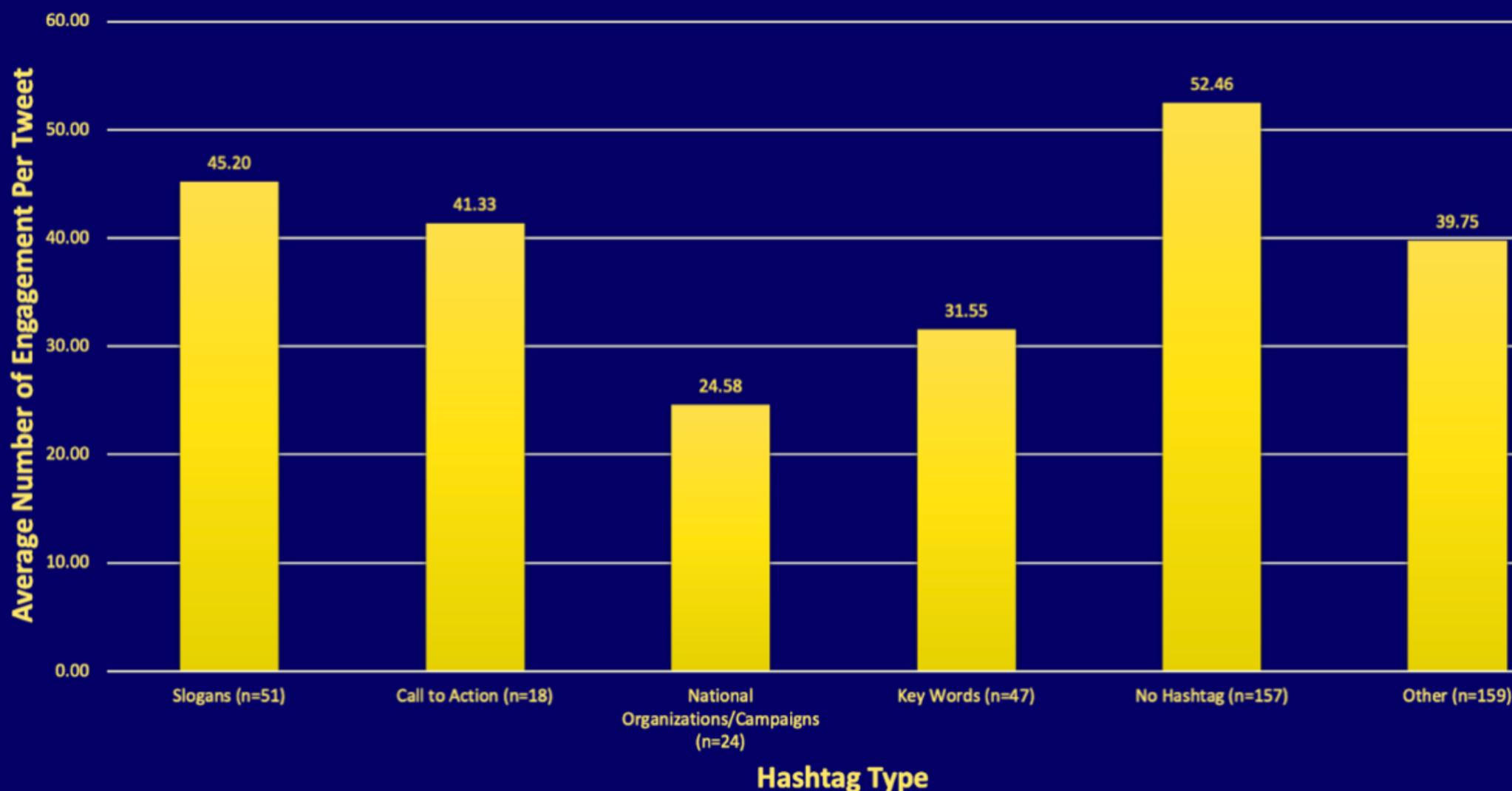


Our data reveals that members of the LGBTQ community will have the highest level of average engagement. We believe this to be the case, because The Human Rights Campaign is the largest LGBTQ advocacy group in the United States. They are centered around equality for all.

It would make sense to have that be the majority of their content. However, it does bring to question why testimonials are not receiving the same level of support and interaction, especially when compared to the politically fueled media contents.

# Hashtag Type

## Average Engagement by Hashtag Type



Hashtags are commonly used to increase impressions and to bring more traffic to the organization's Twitter page. The resulting higher impression rate often leads to greater levels of engagement as well. However, based on our data set, the tweets that do not include hashtags hold the highest average engagement rate compared to the other hashtag types that are frequently utilized.

Though some of the other hashtag types, such as slogans and call to action, do seem to elicit significant audience engagement. #UEqualsU, for example, is the most heavily used slogan and brought attention to stigmas surrounding HIV and the LGBTQ community. On the other hand, hashtags that refer to the organization itself are not demonstrating the same results. This may point to an issue of audience engagement that is mainly focused on relevant content rather than the HRC organization or its

# RECOMMENDATIONS OWNED DATA

**Insight #1:** Non-profit collaboration has three times the amount of average engagement in comparison to all of the other post themes.

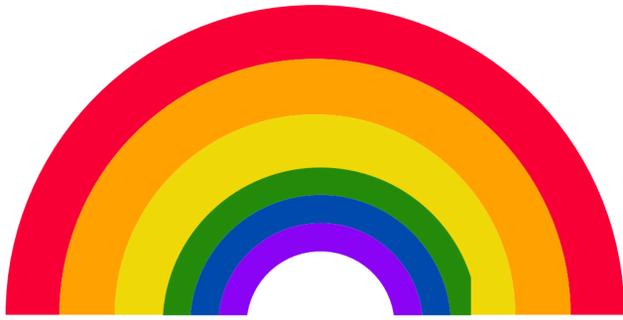
**Recommendation #1:** Tag The Trevor Project, a non-profit organization for LGBTQ youth, in promotional and informational tweets as well as retweet Trevor Project posts that provide hotline resources in order to increase engagement among content that is relevant to HRC initiatives.

**Insight #2:** Testimonials have the lowest levels of average engagement, but mentioning politics during this time, demonstrates high engagement.

**Recommendation #2:** Post testimonials from LGBTQ members about how political policies have impacted their life and well-being on a bi-monthly basis. The political nature of these testimonies will likely lead to more engagement among all tweets that incorporate testimonial media content.

**Insight #3:** #HRC falls under the national organization hashtag category which received the lowest engagement during the selected time period.

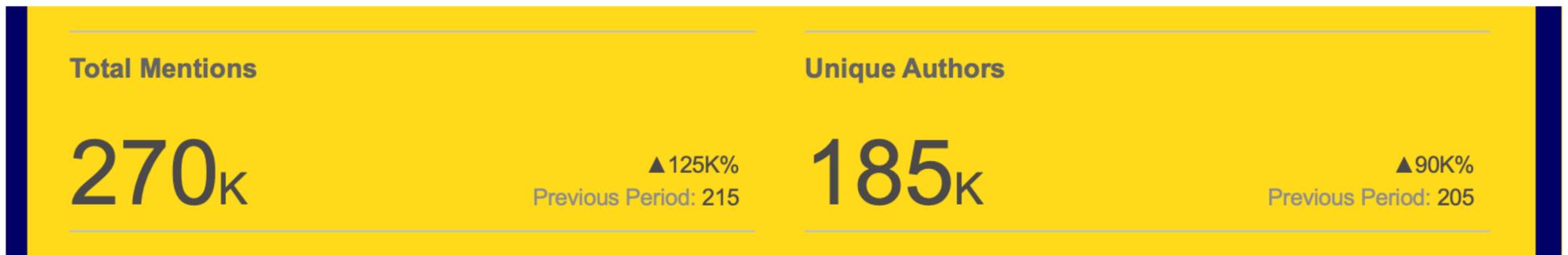
**Recommendation #3:** All tweets that include #hrc should also incorporate #UEqualsU to establish an association between this highly active Twitter topic and the HRC brand. Users that are interested in the #UEqualsU online discussion are more likely to engage with the HRC organization and Twitterpage as a result.



# EARNED DATA

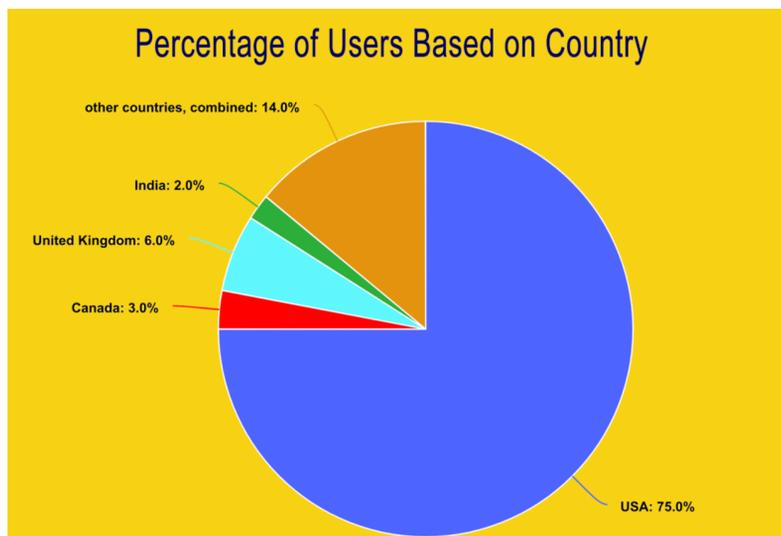
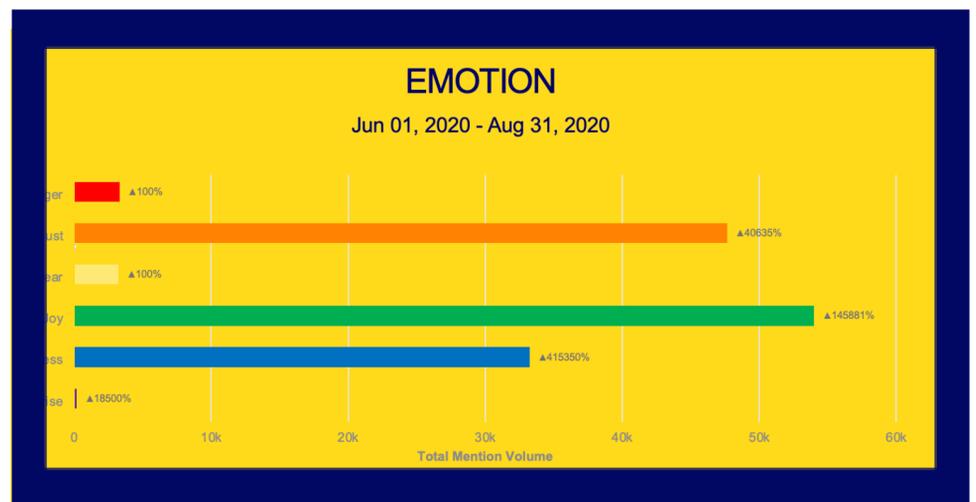
@HRC and hrc.org

# CROSS PLATFORM HRC EARNED DATA



From the date range of June 1st through August 31st there were over a quarter million mentions and almost 200 thousand unique authors for HRC across platforms

As shown to the right, the highest emotion seen is joy, followed by sadness and disgust

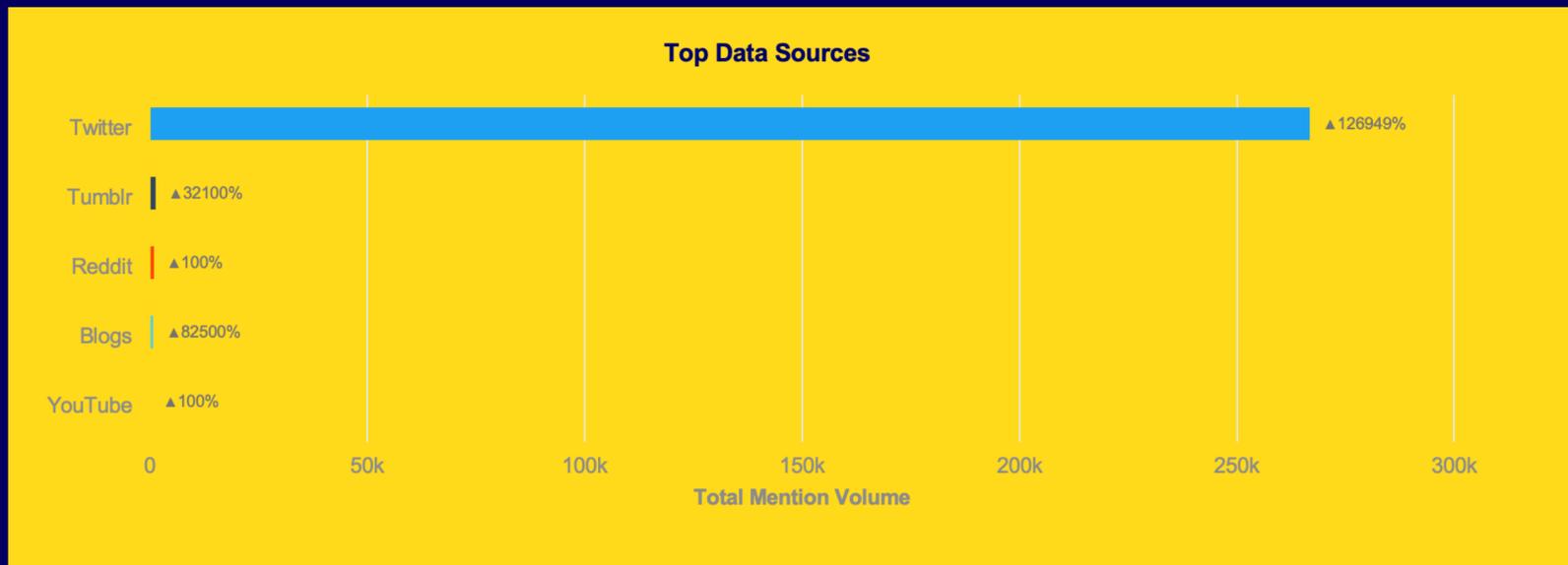


Depicted in the figure on the left, the top four countries with the most user interaction are the USA, followed by the United Kingdom, Canada, and India

Similar to the gender breakdown, sentiment is also almost 50/50, but positive feeling is slightly more than negative feeling



# Earned Data

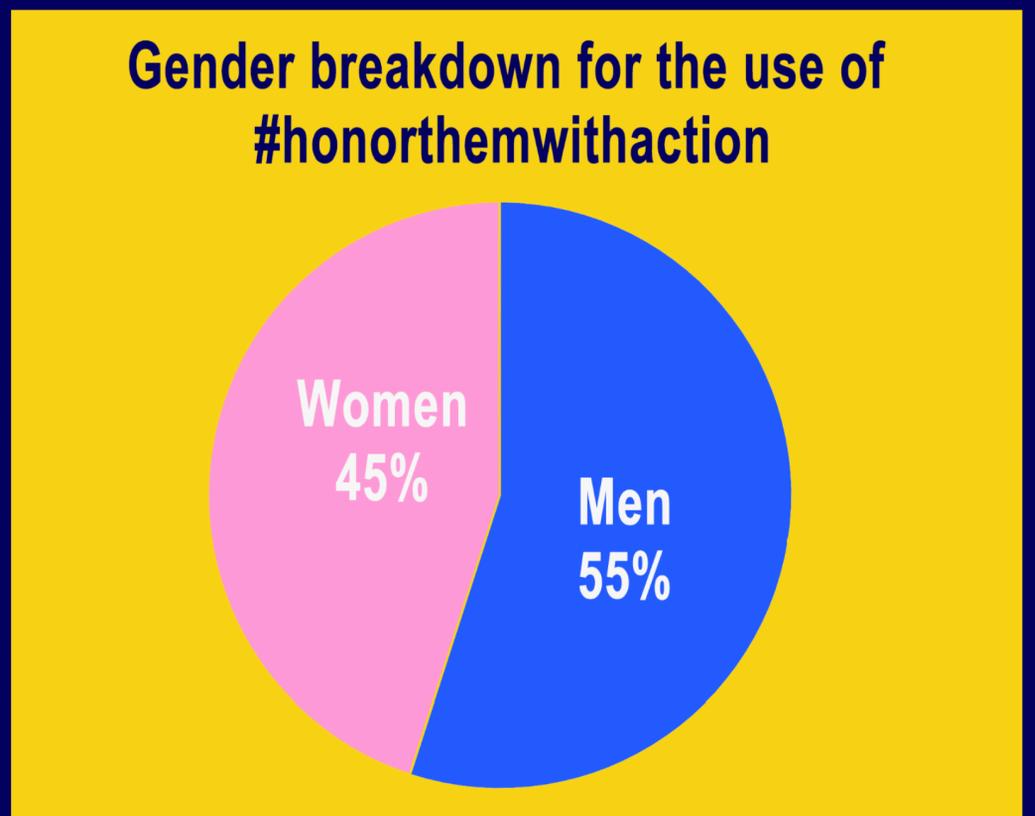


The social media platform with the largest amount of content is from Twitter, with Tumblr and Reddit as the next two most significant.



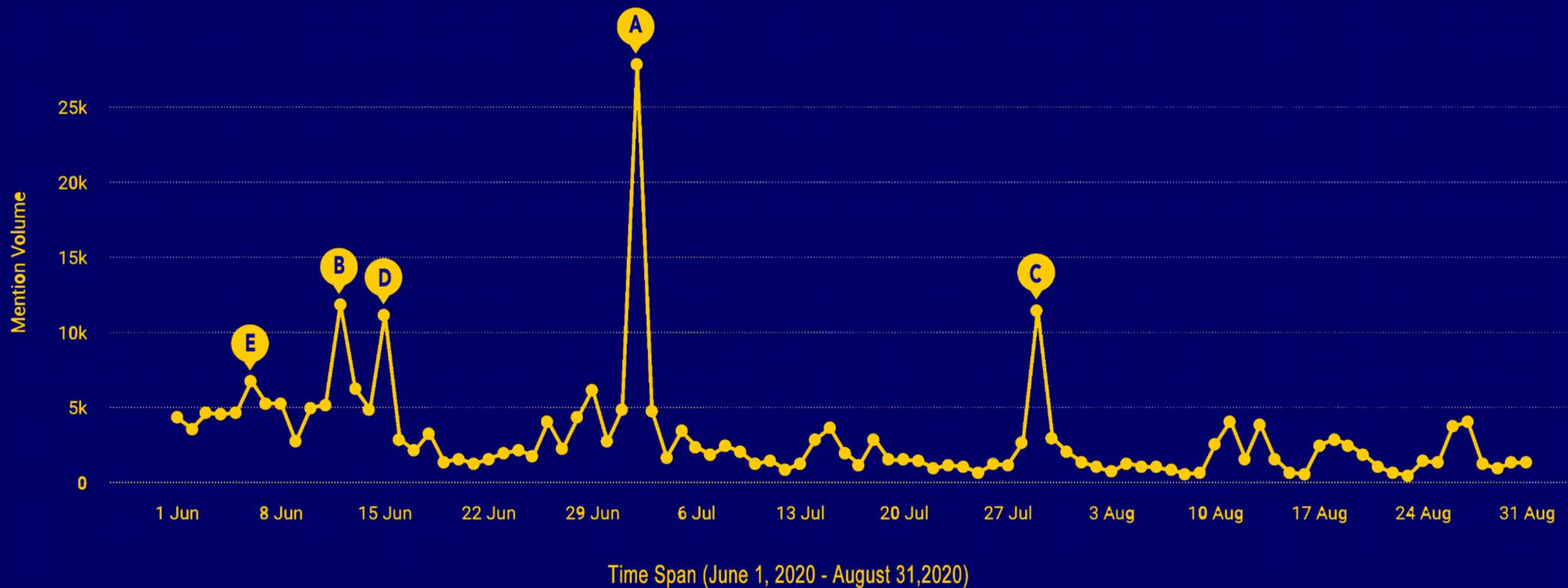
The gender breakdown of users is almost 50/50, with female slightly higher than male

Although women primarily dominate all platforms, the hashtag #honorthemwithaction is being used more by men than women



# SPIKE ANALYSIS

## Spike Analysis for Mentions Over Time



The Spike Analysis shows that there were five distinct increases of mentions during the three months of data our group is using.

- **Point A:** July 2, 2020 - Mark Zuckerberg attempts to sue the Hawaiian Island of in Kauai for their land so he can build a mansion. (via Reddit)
- **Point B:** June 12, 2020 - HRC announced plans to sue the Trump administration for attempting to remove basic health care protections from vulnerable communities including LGBTQ people. (via Twitter)
- **Point C:** July 29, 2020 - Plainclothes NYPD officers yanked a protester off the street — identified by her friends as an 18-year old homeless trans person. The hashtag #WhereIsNikki starts to rapidly trend. (via Twitter)
- **Point D:** June 15, 2020 - SCOTUS affirms that sexual orientation and gender identity are protected characteristics under Title VII of the Civil Rights Act. (via Tumblr)
- **Point E:** June 5, 2020 - Maha Almutairi, a Kuwaiti trans woman, is about to get sent to jail for being transgender, which is illegal in her country. The hashtag #FREEMAHAALMUTAIRI starts to rapidly trend. (via Twitter)

# GENDER IDENTITY

The theme “transgender” usually centers around affirming the validity of transgender people. The main takeaway is that “transness” is not an illness, but actual people who are deserving of rights. A phrase commonly used is “trans rights are human rights.” They are also spreading awareness about the discrimination among trans individuals.

Sentiment: 16,372 negative / 7,258 positive / 33,578 neutral **N=57,215 posts**

The negative conversations are similar across all platforms, and they are almost entirely centered around the unjust deaths of transgender Americans as the numbers continue to increase. They also highlight the sexual assault of trans individuals that often goes undiscussed. Several other posts argue about the unfair policies against trans people using bathrooms specified for the gender they identify as, rather than their sexual assignment from birth.

The positive conversations surrounding this theme are also parallel across all platforms, and they aim to educate other users on gender identity and what it means to be transgender. These conversations also present happy testimonials from individuals who have either already transitioned or are currently in the process of transitioning.



## Twitter

### Top unique hashtags:

- #whereisnikki** - social media users are searching for a trans girl who was allegedly kidnapped by police
- #freemahaalmutairi** - a trans woman is missing after speaking out about being place in a male prison and assault from officers

### Top unique mentions:

- @nycmayor** - Mayor of New York City
- @change** - Petition website for civic causes
- @ajplus** - Digital news project that promotes human rights
- @trevorproject** - Suicide prevention org. for LGBTQ youth
- @nclrights** - National Center for Lesbian Rights

### Top unique URLs:

- Trevor Project blog post about actor Daniel Radcliffe's response to JK Rowling's transphobic comments
- "Them" article about Trump's erasure of trans health care protections
- Rolling Stone article about black trans woman, Iyanna Dior, who was beaten by a mob



## Reddit

### Top unique authors:

- @Billy\_Butcher** - Korean female in an interracial relationship that shares her personal experience with identity struggles and offers advice to others on the Reddit platform



## Tumblr

### Top unique authors:

- @the-rose-of-politics** - Tumblr influencer who seeks to educate others on gender identities and often adds to these conversations by explaining various transgender symbols and their meanings

## Key Influencer

Julia Dupuis is a journalist and member of the LGBTQ community. She contributed to this conversation on Twitter 19 times during the selected time period and had a reach of nearly 28 million. Dupuis's tweet that received the most engagement was her testimonial about her arrest during a protest for LGBTQ rights.

# LGBTQ PRIDE CELEBRATIONS

Pride is a major theme within our organization, especially when looking at the month of June as it is pride month. Within this theme, LGBTQ individuals are highlighted and overall, there is a positive sentiment. HRC also does many giveaways regarding pride and pride month. They mention pride merch and encourage donations. LGBTQ pride also serves as a support for individuals, especially those without a support system at home.

Sentiment: 6,407 negative / 10,681 positive / 17,494 neutral **N=34,582 posts**

Though the Twitter conversations surrounding this theme seem to be heavily positive, there are some negative sentimental conversations regarding lack of support among LGBTQ advocacy groups. Some posts within this theme also reflected on the devastating shooting at Pulse, a gay dance club in Miami, from a few years ago.

The positive conversations across all platforms are overwhelmingly in support of Pride Month and those who celebrated it this year. Several of the positive inputs on Twitter come from partners of HRC who wanted to demonstrate their support during Pride Month as well. Other Twitter and Tumblr posts highlight members of the LGBTQ community as they share all of the reasons why they take pride in their sexual and/or gender orientation.



## Twitter

### Top unique hashtags:

#mesen - Coverage on election for Maine Senator

### Top unique mentions:

- @saragideon - Candidate for Maine Senator
- @glaad - Org. aimed to promote the inclusion and acceptance of LGBTQ in the media
- @equalityfl - Org. that supports equality for Florida LGBTQ community
- @thetaskforce - The National LGBTQ Task Force

### Top unique URLs:

- Advocate article on *Grey's Anatomy* star that came out
- USA Today article on Joe Biden and Kamala Harris pro-equality ticket
- Tenn Vogue article on Supreme Court ruling against LGBTQ worker discrimination



## Reddit

### Top unique authors:

@Wismuth\_Salix - user with over 140,000 upvotes, or likes, on their Reddit posts. They received the most engagement, approximately 1,100 comments, on their "LGBTQ Mega Thread" that discusses concepts about the community



## Tumblr

There were no notable authors on Tumblr that participated in conversations about LGBTQ pride celebrations.

## Key Influencer

Ernest Owens is an award-winning journalist and verified Twitter user with over 30,000 followers. He reports on current events within the LGBTQ community and has received thousands of retweets on his posts about this conversation in particular.

# LGBTQ EQUALITY

The conversations surrounding LGBTQ Equality is exactly what one would think. HRC is adamant on bringing awareness to this subject. Therefore, much of the conversation actually talks about other nonprofits being listed on HRC's Foundation's Equality Index. During this time, there is also much talk about equality along LGBTQ AND BIPOC being disproportionately impacted by Covid-19.

Sentiment: 5,721 negative / 8,422 positive / 19,229 neutral **N= 33,372 posts**

The positive Twitter posts highlight how HRC works to gain equality for all LGBTQ individuals and they also offer resources provided by HRC that can help those who are struggling in their fight for equal rights. More positive conversations on Reddit push for pro-equality candidates at all levels of the government. Meanwhile, the positive Tumblr conversations have motivational intentions as they encourage platform users to continue the fight for LGBTQ equality despite the obstacles in the way.

The negative conversations, mainly on Twitter, center around the negative and unjust experiences that the LGBTQ community has had to endure. A lot of the conversation brings to light the numerous tragic and wrongful deaths of transgender and gender non-conforming individuals from this year. Other users have argued over how HRC ignores that the quest for LGBTQ equality is separate from the quest for racial equality, stating that these are two separate battles that many LGBTQ individuals have to face.



## Twitter

### Top unique hashtags:

- #scotus - Supreme Court of the United States current election
- #blacktranslivesmatter - Support of black transgender community

### Top unique mentions:

- @jemelehill - Writer for The ATLANTIC
- @msnbc - International news source

### Top unique URLs:

- The Root article about justice for black trans lives
- USA Today article about Joe Biden and Kamala Harris pro-equality ticket



## Reddit

### Top unique authors:

- @Albamc35 - LGBTQ activist and online debator with over 140,000 upvotes on their Reddit posts
- @A-Very-Gay-Thr0waway - a bisexual teenage user with over 30,000 upvotes



## Tumblr

### Top unique authors:

- @zanninus - frequently contributes to discussions regarding trans rights and often promotes campaigns and messages from the Human Rights Campaign

## Key Influencer

Lady GaGa is a world famous musician and actress with over 80 million Twitter followers. She has been a long-time supporter of the LGBTQ community and often takes to Twitter to demonstrate this. During the analyzed time period, GaGa tweeted about LGBTQ rights with both negative and positive sentiment six times.

# ELECTION

The majority of the conversations surrounding this theme revolve around Trump's policies and how the greater part of the LGBTQ community does not agree with them. There is also a significant amount of propaganda in favor of Biden included in this theme. Tweeters use hashtags such as "#votebiden" to encourage their followers to vote for Biden in the 2020 election. Additionally, people are mentioning news stories covering current events mainly focused on Trump, such as HRC's plans to sue the Trump administration. Overwhelmingly, a greater part of the audience believes that Trump discriminates against the LGBTQ community, and that their oppression will only worsen if he is to win the election.

Sentiment: 9,588 negative / 1,939 positive / 14,317 neutral **N=25,844 posts**

The negative Twitter conversations about this theme seem to center around personal experiences with discrimination from political figures, requests for people to sign political petitions, and there are several posts that are against HRC and their methods of supporting the LGBTQ community. Several twitter users have argued that HRC is radically liberal and support "ugly partisanship." A significant portion of the negative tweets also utilize hashtags that demonstrate support of the Trump administration

The positive Reddit and Twitter conversations mainly discuss how the government has positively evolved both recently and over the last several years as it relates to the LGBTQ community. One Twitter user, for example, explained how far our nation has come with the Equality Act. Other users celebrated the anniversary of the nationwide legalization



## Twitter

### Top unique hashtags:

- #rnc2020** - Republican National Convention
- #demconvention** - Democratic National Convention
- #voteproud** - Encourages LGBTQ community to vote
- #votebiden** - Encourages users to vote for Biden
- #trumpchaos** - Coverage on Trump's policies and stance in the 2020 election
- #equalityact** - Movement for the rights of women and transgenders

### Top unique mentions:

- @joebiden** - 2020 Presidential Candidate for Democratic party
- @kamalaharris** - 2020 Vice President Candidate for Deomcratic party
- @lambdalegal** - National LGBTQ advocacy organization
- @saragideon** - Maine Senate candidate
- @aclu** - Non-profit LGBTQ Advocacy organization

### Top unique URLs:

- Washington Post article on HRC endorsement of Sara Gideon
- New York Times article on Ferguson Officer who will not face charges after fatally shooting a black teenager
- Politics USA article on HRC plans to sue Trump Administration



## Reddit

### Top unique authors:

**@misanthroptimist** - user with over 200,000 upvotes. Mainly contributes to this conversation with a negative sentiment directed towards Trump and his administration as it relates to the LGBTQ community



## Tumblr

### Top unique authors:

**@gayliberalatheist** - mainly shares linked news articles about the Election and it's impact on LGBTQ community with their several thousand followers

## Key Influencer

Many celebrities posted to Twitter during this time to encourage their followers to vote. Ariana Grande, a musician, was one of them as she tweeted in support of Biden and the LGBTQ community, which her brother is a part of, Her tweet had a reach of over six million.

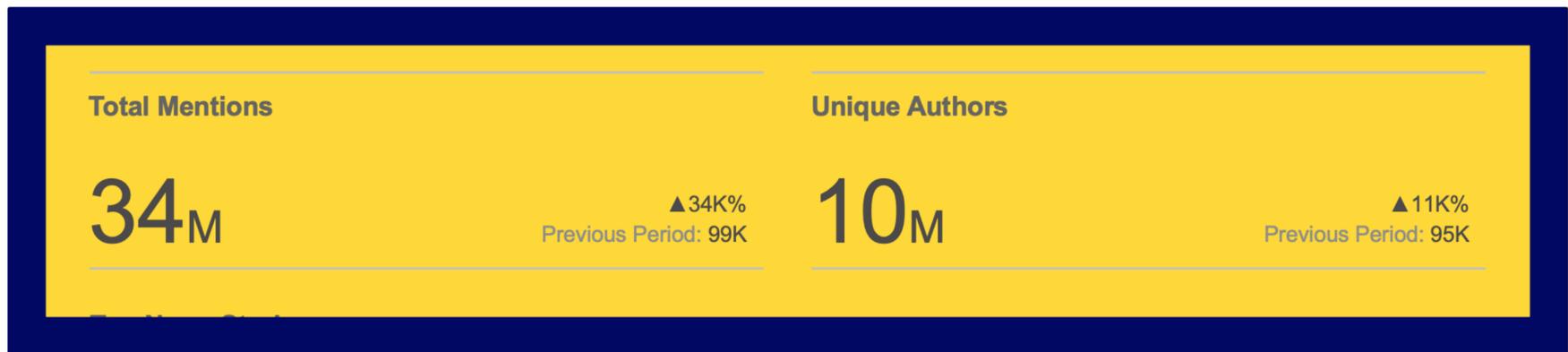


# **TRANSGENDER COMMUNITY CONVERSATION**

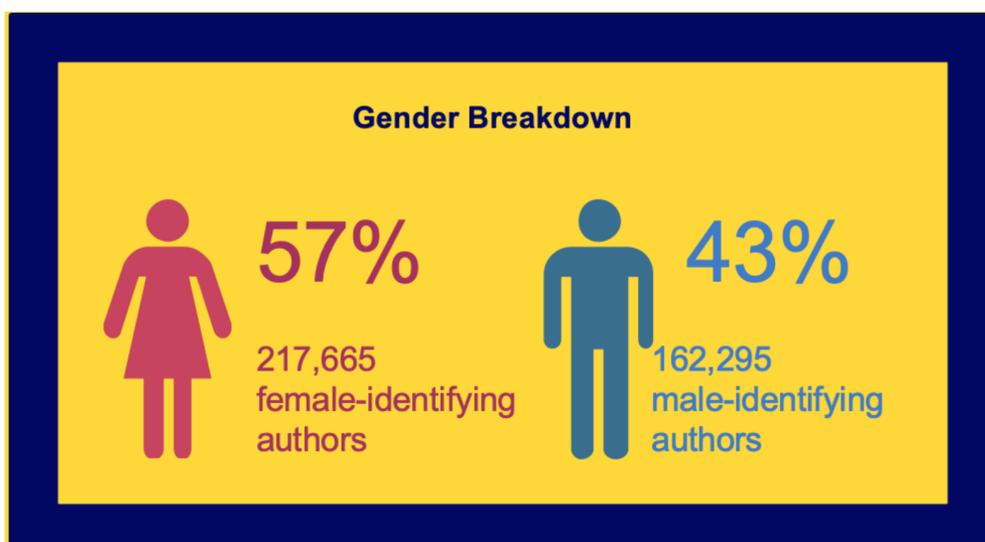
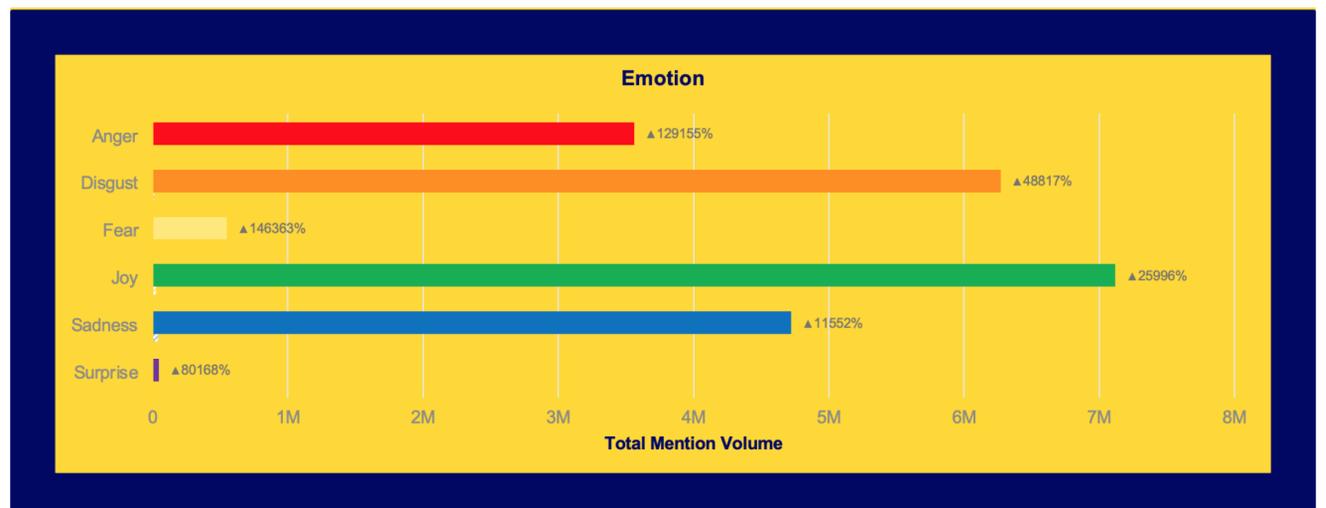
@HRC and hrc.org

# EARNED DATA

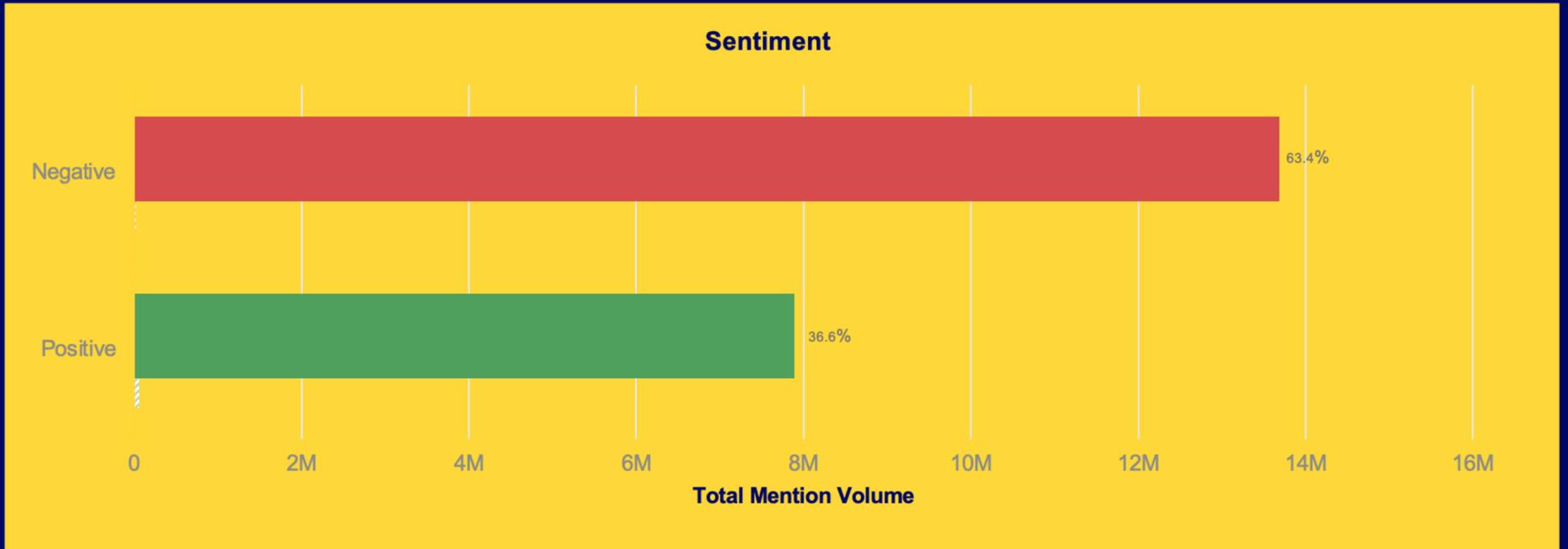
## "Transgender Community"



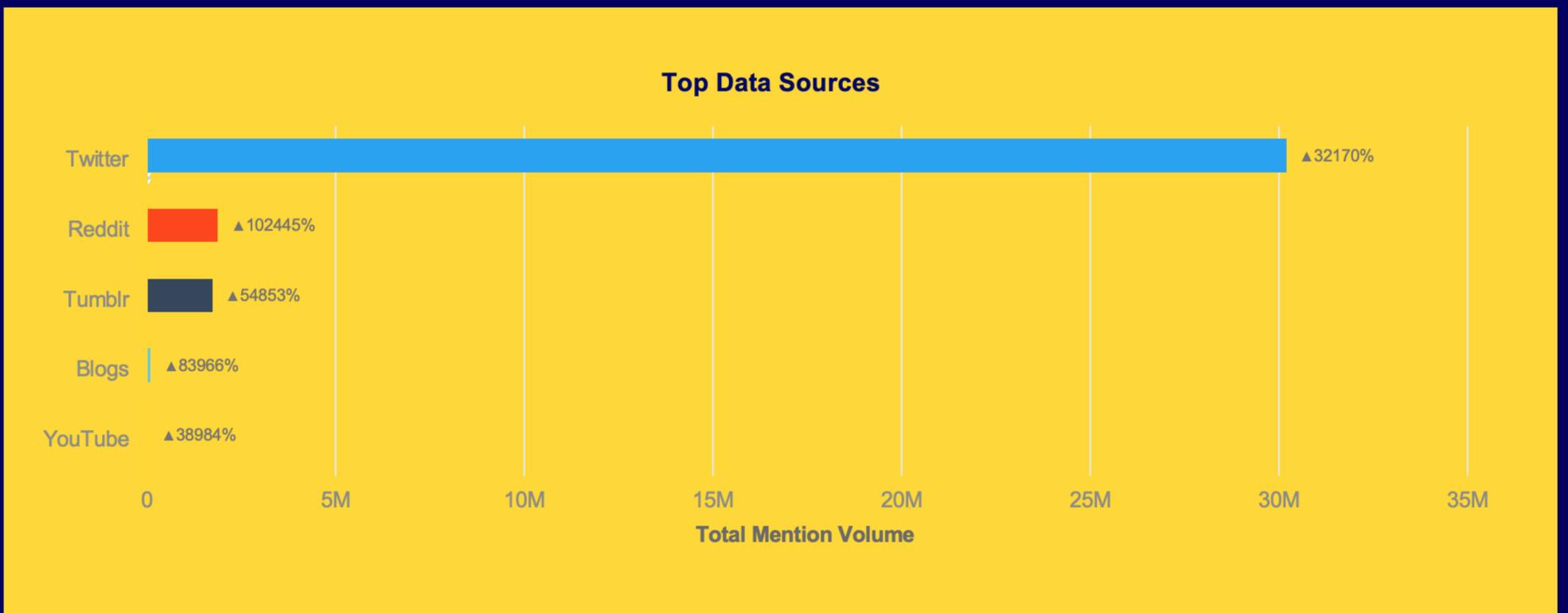
The highest emotion seen is joy, followed by sadness, anger, and disgust



The gender breakdown of users is about 50/50, with female slightly higher than male



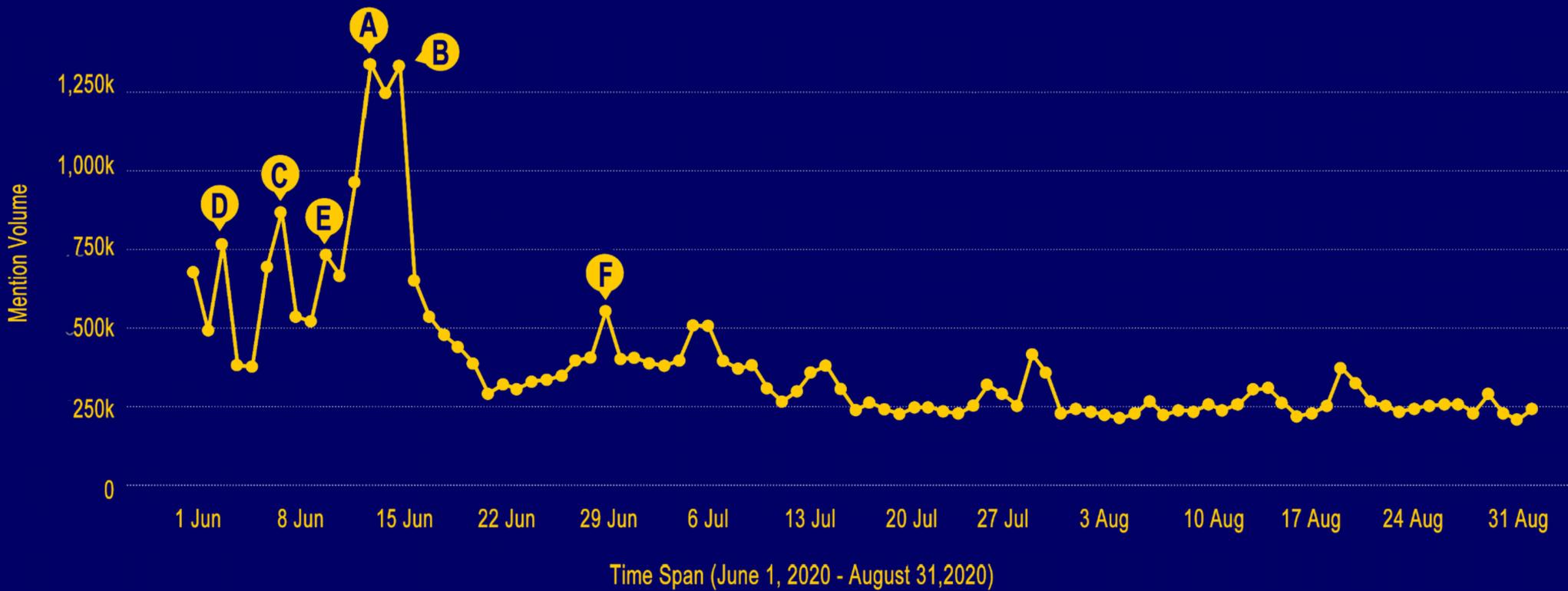
There is a significantly higher percentage of negative feelings towards the transgender community topic than positive feelings



The social media platform with the largest amount of content is from twitter, with Reddit and Tumblr as the next two most significant.

# SPIKE ANALYSIS

## Spike Analysis for Mentions Over Time



The Spike Analysis shows that there were six distinct increases of mentions during the three months of data our group is using.

- **Point A:** June 13, 2020 - The UK government was allegedly leaking intentions to strip back trans rights. This moment was a supposed attempt to divide the attention of the left between standing up for Black lives and standing up for trans lives. (via Reddit)
- **Point B:** June 15, 2020 - SCOTUS affirms that sexual orientation and gender identity are protected characteristics under Title VII of the Civil Rights Act. (via Tumblr)
- **Point C:** June 7, 2020 - A year prior to this date, the LGBT+ community lost Layleen Polanco, a 27-year-old Afro-Latina trans woman. The hashtag #LayleenPolanco has a slight increase on this day. (via Twitter)
- **Point D:** June 5, 2020 Maha Almutairi, a Kuwaiti trans woman, is about to get sent to jail for being transgender, which is illegal in her country. The hashtag #FREEMAHAALMUTAIRI begins rapidly trending (via Twitter)
- **Point E:** June 10, 2020 - Actor Eddie Redmayne Criticizes J.K. Rowling's Anti-Trans Tweets.
- **Point F:** June 29, 2020 - JK Rowling unfollowed Stephen King today and deleted her tweets in support of him because he said trans women are women. (via Twitter)

# TRANS EQUALITY

The conversation about trans equality relates significantly to U.S. political policies that involve the rights of the transgender community. Another large contributor to the conversation is coverage on trans individuals who have lost their lives this year due to discrimination, hate crimes, and/or anti-trans instigators. There have been several connections drawn between supporting trans rights and the black lives matter movement as many of the trans individuals who have lost their lives were black

Sentiment: 520,073 negative / 231,045 positive / 278,922 neutral **N= 1,030,712 posts**

The large majority of the negative conversations on Twitter are aimed to bring attention to the social injustices that have been directed at the transgender community. These injustices that are being discussed are largely comprised of the wrongful deaths of black transgender men and women. Meanwhile, negative topics on Reddit highlight the health disparities and discrimination against transgender patients under the Trump administration.

Positive conversations about trans equality on Twitter center around the progress being made in the community's efforts to fight for trans rights. Many tweets reported on the Supreme Court's decision in June to ban employment discrimination against transgenders as they are protected under the Civil Rights Act. On the other hand, the positive Tumblr conversations demonstrate resilience among the community and outsiders who are in support of marching and protesting for their rights



## Twitter

### Top unique hashtags:

- #sayhername** - brings attention to female trans victims
- #restinpower** - condolences for LGBT members who have passed
- #iyannadior** - a trans woman that was attacked in a hate crime

### Top unique mentions:

- @mefeater** - black owned entertainment magazine
- @raquelwillis\_** - director of comm. for Ms. Foundation for Women
- @stevecanals** - LGBT Emmy nominated Co-Creator

### Top unique URLs:

- New York Times article about Civil Rights protections for gay and transgender workers
- ABC News article covering Supreme Court ruling against LGBT employment discrimination



## Reddit

### Top unique authors:

- @--Shamus** - BLM supporter that contributed to the Reddit conversation 28 times during the analyzed time period



## Tumblr

### Top unique authors:

- @121kiwi** - contributed to the Tumblr conversation over 100 times during the analyzed time period. Mainly shared news stories covering trans rights and equality

# TRANSITIONING

The conversation centers around trans individuals and their experiences as they went through the transition process. Many users utilized the coined phrase "transition to greatness" to describe their transition period and how they feel about their decision now. Other conversations are more politically charged and cover topics such as Donald Trump's plans to not allow for minors to take hormonal transition drugs or have sex change operations.

Sentiment: 777, 393 negative / 628,049 positive / 449,896 neutral      **N= 1,855,338 posts**

The negative Twitter conversations surprisingly are heavily hosted among parents of transgender individuals. Many parents have expressed their concerns that certain health practitioners have pushed them and/or their child into gender transitioning too soon. Other negative conversations on Reddit are sparked by the ignorance of those who do not acknowledge gender identities and the preferred pronouns of the people around them.

The positive conversations across all platforms are mainly coming from inside the transgender community itself. Some people have shared their stories of transitioning and continue to update their followers with the steps being taken during their transition period. Other users, on Twitter specifically, have posted gofundme pages to gain monetary support that will help in their own transition or others'.



## Twitter

### Top unique hashtags:

**#transcrowdfund** - a thread in which users promote their transgender stories and ask for monetary support  
**#tgirl** - another phrase for transgender female

### Top unique mentions:

**@richardgrenell** - American republican diplomat  
**@realdonaldtrump** - President of the United States  
**@donaldjtrumpjr** - Donald Trump's son  
**@planet\_eros** - Black transgender advocate  
**@joebiden** - Presidential candidate for Democratic party

### Top unique URLs:

- Revolver news article about young child transitioning genders
- Organization website aimed to fight against republican election fraud



## Reddit

### Top unique authors:

**@cryingcryptid** - started numerous discussions about the transitioning process on Reddit and has received thousands of replies



## Tumblr

There were no notable authors on Tumblr that participated in conversations about transitioning genders.

## Key Influencer

Jk Rowling, author of the Harry Potter series, has not contributed much to the transgender discussion herself since she has received backlash over her controversial comments. However, an average of 3,000 tweets were posted daily mentioned the celebrity and her standpoint on trans rights.

# TRANS PRIDE

Unsurprisingly, there are more positive conversations than negative conversations as pride is all about celebrating who you are and the differences among others. Therefore, it is generally a positive subject. The main conversations of this topic center around that celebration and dive into the individual stories of the transgender community. Many large corporations, non-profits, and other small brands posted during the time frame to show their support for trans pride during pride month. However, there are some other conversations that are negative in the sense that they point out the unjust practices of conversion therapy and boast about ways to demonstrate pride by fighting against anti-trans companies and brands.

Sentiment: 36,240 negative / 72,143 positive / 86,515 neutral **N=2,944,899 posts**

The negative Twitter conversations are mainly projected at political groups and businesses that have either actively made transphobic comments or have supported anti-trans groups. The trans community is rarely directly spoken to in regards to the negative posts, rather these discussions encourage people to stop supporting the previously mentioned groups or enterprises.

The positive conversations on all platforms range from testimonials to declarations of support from big companies to coverage on pride marches during pride month. The trans community celebrated pride differently this year due to COVID, and have since expressed that they felt the internet offered them the needed connection with other transgender individuals across the globe.



## Twitter

### Top unique hashtags:

**#pride2020** - celebration for LGBTQ community during June, 2020

### Top unique mentions:

**@imanishante** - LGBTQ social media influencer  
**@adamantxyves** - LGBTQ social media influencer  
**@noisygh0st** - character designer

### Top unique URLs:

- Go-fund me page in support of an LGBTQ individual transitioning
- New York Times article about Trump Administration's discrimination against Transgender community in health care
- Pink News article about JK Rowling star being vandalized with a trans pride flag



## Reddit

There were no notable authors on Reddit that participated in conversations about trans pride.



## Tumblr

### Top unique authors:

**@cuzziecuz** - contributed frequently to Tumblr conversations by sharing his transgender story and supporting other members in the transgender community

# TRANS YOUTH

The main conversation surrounding this theme is about how we need to unite to protect trans kids. Many of the discussions center around the high rates of depression and suicide among trans youth, and how fighting for their rights and safety could help to reverse this increase. Other topics of conversation touch on conversion therapy for trans kids and how this is still a practice in several cities across the United States. Finally, many people in the conversation surrounding author J.K. Rowling's apparent transphobia have either spoken out against her or in support of her.

Sentiment: 91,031 negative / 44,766 positive / 89,832 neutral

**N=225,630 posts**

The large majority of the negative Twitter conversations center around J.K. Rowling's transphobic comments and how this impacts the transgender youth that may have once looked up to her. Other negative discussion points on Reddit tell stories of trans youth being gaslighted into believing that their sense of identity is false and can be "fixed."

The positive conversations on all platforms demonstrate support for trans youth. There are many resources and fundraiser drives that are being heavily talked about and shared, all of which aims to protect trans kids, teens, and young adults.



## Twitter

### Top unique hashtags:

- #braylastone** - a black trans woman that was killed and misgendered in the media
- #istandwithjkrowling** - users demonstrate their support for the author in the midst of her transphobic scandal
- #protecttranskids** - support for minors transitioning genders
- #transrightsarehumanrights** - movement to support trans rights

### Top unique mentions:

- @beeragon** - Transgender advocate
- @emmy\_zje** - Sex change doctor
- @jk\_rowling** - Author of "Harry Potter" series

### Top unique URLs:

- The Guardian article about New York's Gender and Family Project
- Non-profit, Mermaids, website that funds transgender youth programs
- Psychology Today article about JK Rowling's misinformation regarding trans youth



## Reddit

### Top unique authors:

@tgjer - Reddit user with over 200,000 upvotes that contributed to trans youth conversations 75 times during the selected time period



## Tumblr

### Top unique authors:

@autonomy-is-a-right - actively contributes to Tumblr conversations by sharing stories and offering advice to parents of trans children

## Key Influencer

Munroe Bergdorf is a social media influencer and advocate for trans youth. With nearly 100,000 Twitter followers, her posts about trans youth have significant reach and demonstrate high levels of engagement.

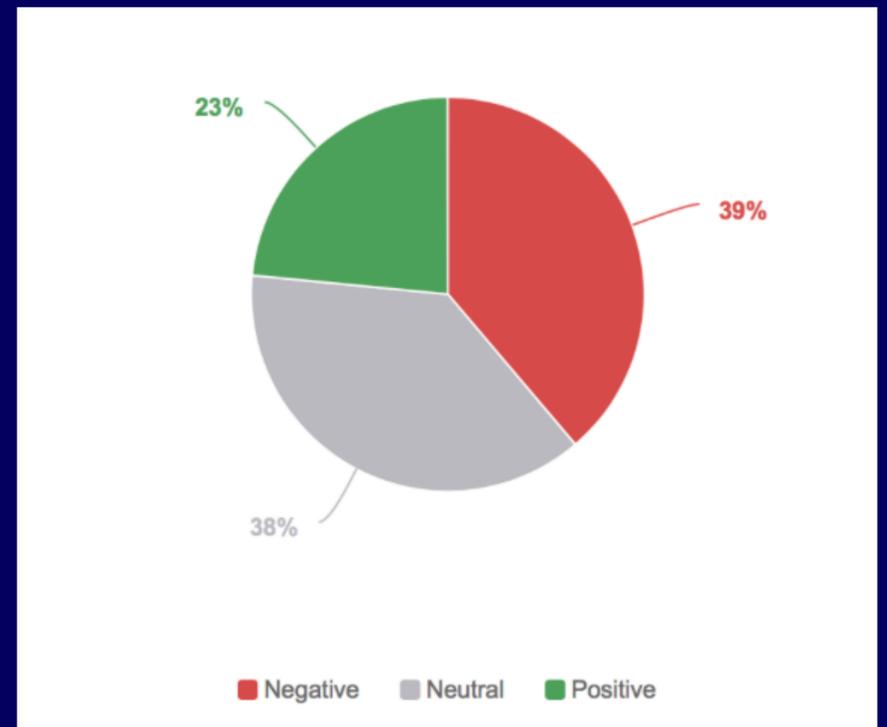
# TRANS EQUALITY

The main topics in this conversation are actually centered around black trans women. What we actually noticed was that most of the topics that were talked about centered around people being murdered within that week. Equality is trying to be fought for those people who have been killed due to their sexual orientation. Many posts were also centered around JK Rowling. They talk about how she is openly tweeting transphobic comments.

- 23% positive posts (6454400)
- 39% negative posts (10612420)
- 38% neutral posts (10414180)

The top hashtag for this category is #blacktranslivesmatter which combines efforts to spread awareness about the black lives matter movement as well as the fight for transgender equality. Other top hashtags include #sayhername, which brings attention to transgender women who are victims of hate crimes, as well as #shemale, which is another term coined for queer or gender non-conforming men.

Top URLs lead to crowd-funding pages for missing trans individuals and those who are in need of financial aid in their transitioning process. There are also links to articles that cover policy changes regarding the transgender community.



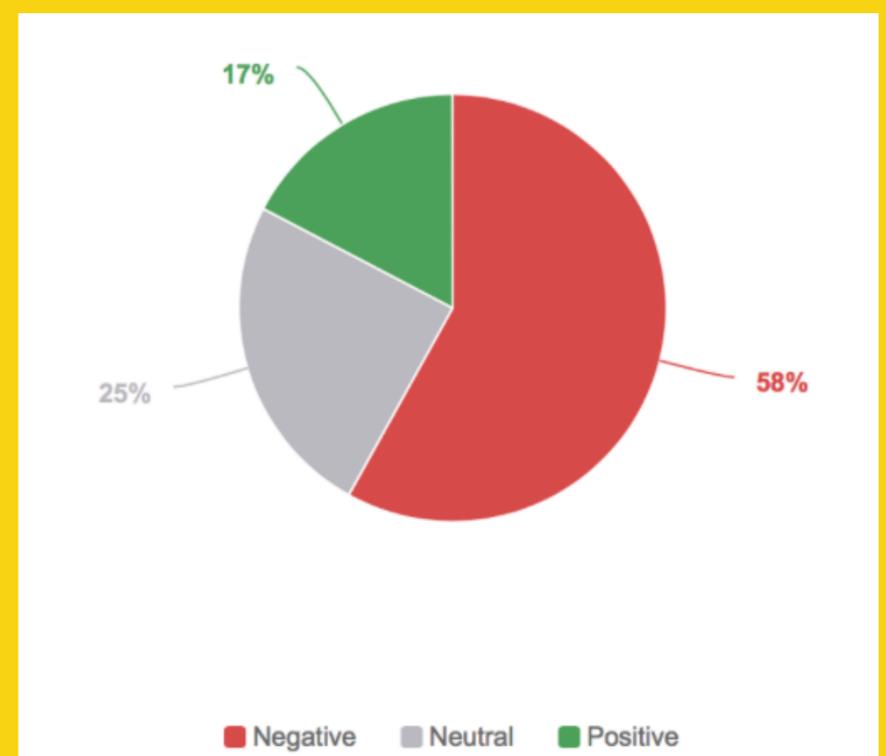
# TRANSITIONING

Some of the main topics used involved switching pronouns and calling others by their new correct pronoun. There were also talks about top surgery among trans males. Most of the topics were approached in a pretty negative manner and there were lots of mentions of dysphoria and the trouble trans males and females have to endure when transitioning.

- 17% positive posts (6454400)
- 58% negative posts (10612420)
- 25% neutral posts (10414180)

One of the top unique hashtags for this category is #whyimatransally. Under this hashtag users have shared their personal gender transition stories and members outside the community have expressed why they support LGBTQ rights, specifically that of transgender individuals. #transisbeautiful is another big one that encourages trans users to share photos of themselves or other trans individuals that show off their own, unique beauty.

One of the top URLs provides a resource of individuals who may have questions about the transitioning process and how to get it started



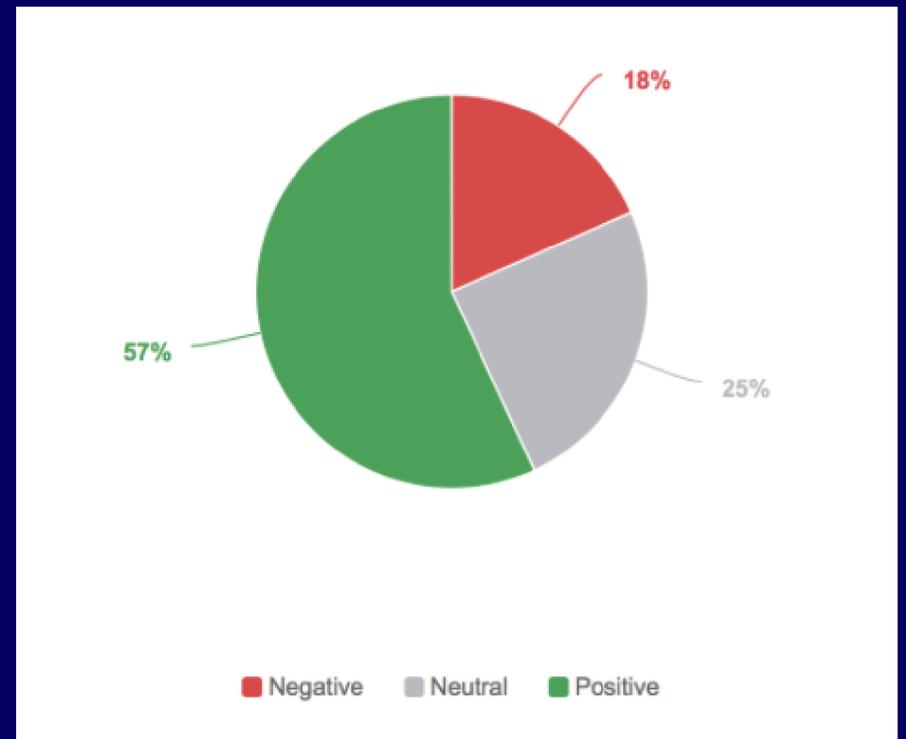
# TRANS PRIDE

The conversation in this category was overall pretty positive. The topics were talked about in a celebratory manner. These topics included advocating for LGBTQ rights and celebrating the fact that it is pride month. Another big topic of conversation was throwing it back to the first pride month ever. It started off as a riot, and then became a whole week of pride.

- 57% positive posts (6454400)
- 18% negative posts (10612420)
- 25% neutral posts (10414180)

There are not many top hashtags that are unique to this category. However, #juneteenth2020 offers a fresh perspective from the other commonly used hashtag, #juneteenth.

The top unique URL for this category links to the HRC website. The landing page presents a promotion for a social movement intended to support trans rights and pride.



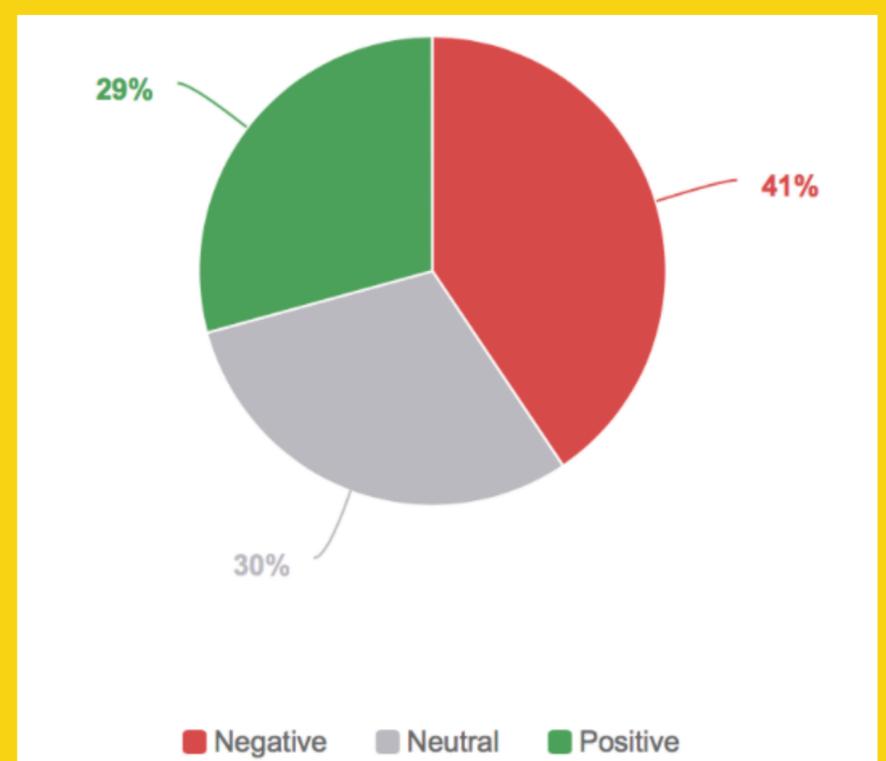
# TRANS YOUTH

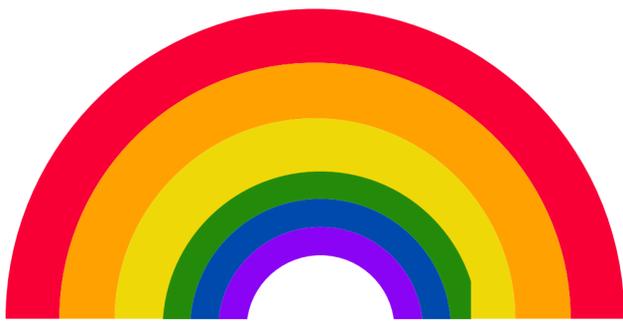
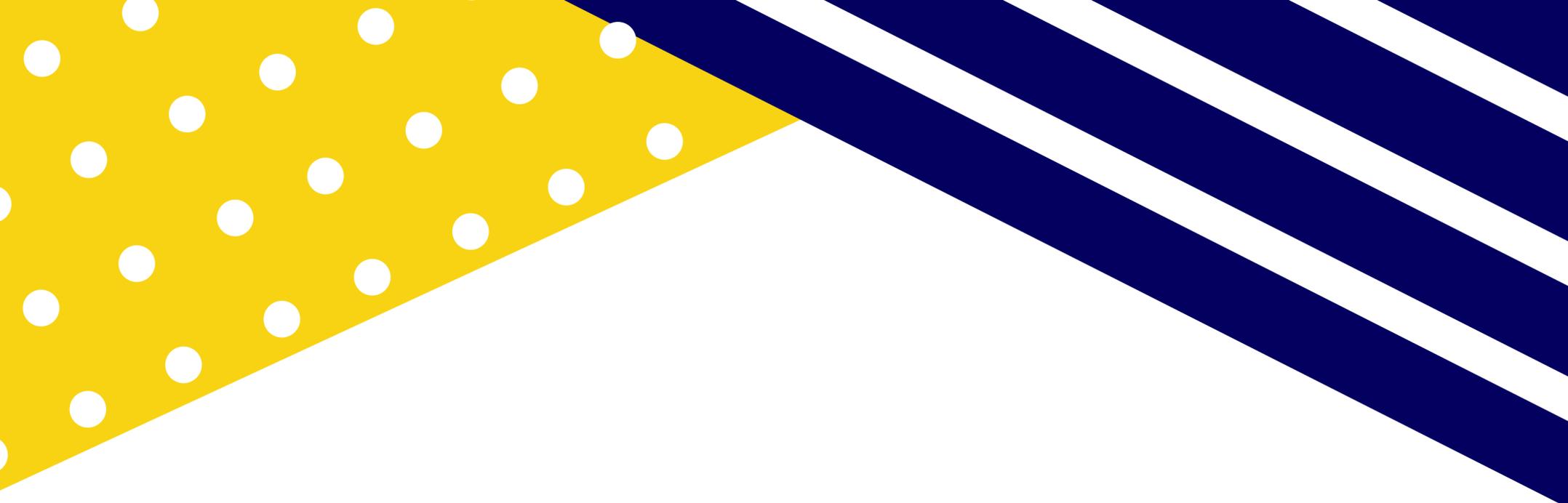
The Civil Rights Act of 1964 was actually a huge topic within this category. This is the act that prohibits discriminations on the basis of sex. It recently got applied to transgender people. This is huge for trans youth as they go into the job market. Another big area of conversation talks to parents. There is much talk about how parents need to support their trans child and provides resources to do so.

- 29% positive posts (6454400)
- 41% negative posts (10612420)
- 30% neutral posts (10414180)

The only top unique hashtag for this category is #justiceforallison. Allison was a young transgender woman who was unjustly killed. Twitter users utilize this hashtag to encourage the spread of awareness about Allison and her story, as well as to demand action be taken to give her justice.

The top URLs for this category link to articles about trans youth and how parents can help them adjust. It also provides tips on supporting minors who express a desire to transition.





# COMPETITION

@HRC and hrc.org

# COMPETITION DATA

## The Trevor Project

- TOTAL MENTIONS: ~96K (90844 **Twitter**, 4384 **Tumblr**, 936 **Reddit**, 149 **Blogs**)
- 14% **Negative**, 40% **Positive**, 46% **Neutral**
- 48% **Male**, 52% **Female**

## PFlag

- TOTAL MENTIONS: ~7.7K ( 5321 **Twitter**, 1199 **Tumblr**, 936 **Reddit**, 224 **Blogs**)
- 18% **Negative**, 36% **Positive**, 45% **Neutral**
- 45% **Male**, 55% **Female**

## GLAAD

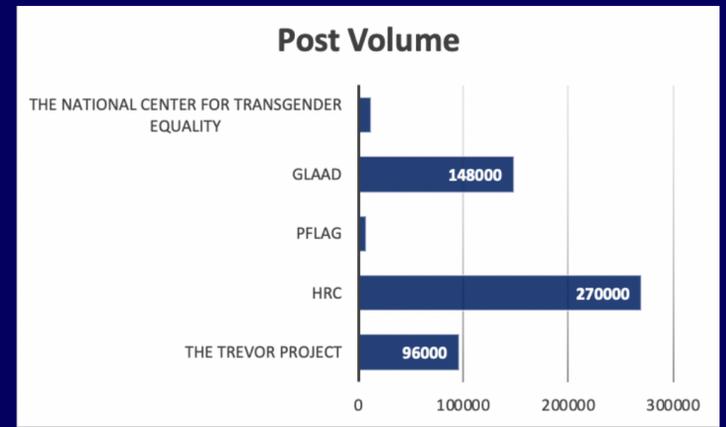
- TOTAL MENTIONS: ~148K (141963 **Twitter**, 3841 **Tumblr**, 1143 **Reddit**, 899 **Blogs**)
- 13% **Negative**, 44% **Positive**, 43% **Neutral**
- 46% **Male**, 55% **Female**

## National Center for Transgender Equality

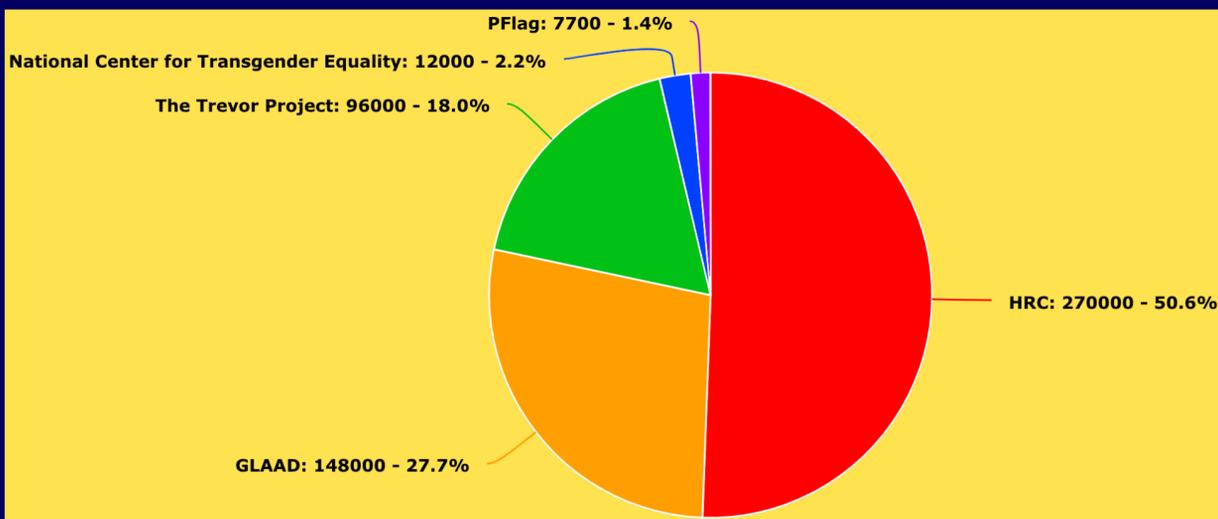
- TOTAL MENTIONS: ~12K (11467 **Twitter**, 229 **Tumblr**, 56 **Reddit**, 112 **Blogs**)
- 23% **Negative**, 26% **Positive**, 51% **Neutral**
- 48% **Male**, 52% **Female**

# POST VOLUME

Overall, the post volume in the non-profit human rights category seemed to actually have a pretty big range. Posts varied from as little as 7.7k (PFLAG) to about 148k (GLAAD). The Trevor Project had the second highest (96k), followed by The National Center for Transgender Equality at 12k. What was actually very consistent across the board was the fact that Twitter was leading in the most mentions, Tumblr being second, followed by Reddit, and the Blogs having the least amount of mentions.



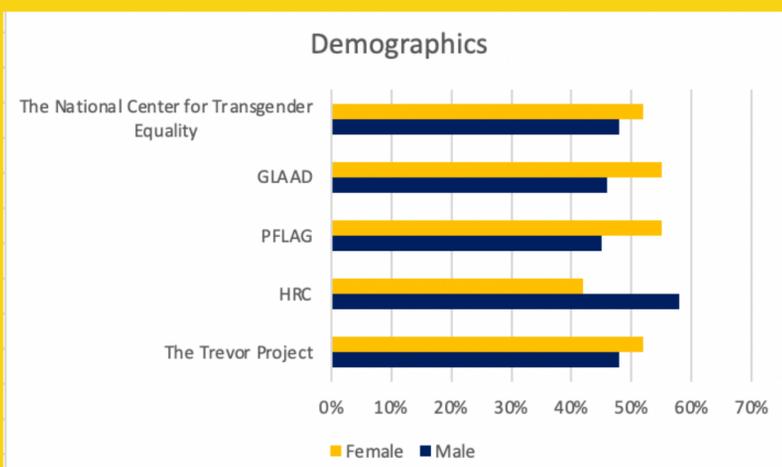
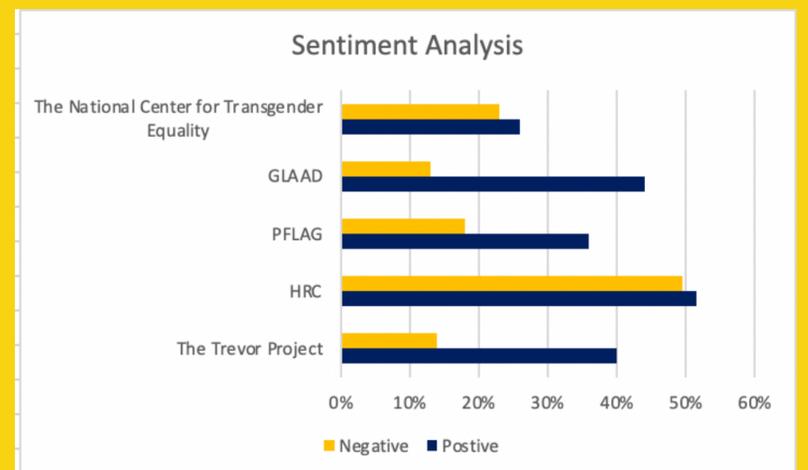
# SHARE OF VOICE



HRC dominated in the share of voice in the non-profit human rights regarding transgender category. They had a 50.6% SOV. The next highest is GLAAD with 27.7%, followed by The Trevor Project (18%), The National Center for Transgender Equality (2.2%) and PFLAG with 1.4%. It makes sense that HRC would have the highest SOV considering it has a much higher volume of posts than the other non-profit organizations.

# SENTIMENT

Surprisingly, it appears that there is consistently a higher percentage of neutral posts among the non-profits in the human rights category regarding transgender equality. GLAAD has the highest amount of positive posts (44%), followed by The Trevor Project with 40%, PFLAG with 36%, and lastly, The National Center for Transgender Equality with 26%. We believe it to be lower than the rest due to the words they use. They appear to use "struggle" and "attacked" a good bit, which deems it more of a negative post.



# DEMOGRAPHICS

The demographics among these non-profits were probably the most consistent statistic. Between all the organizations, there were 45-48% males and 52-55% females engaging with their posts. HRC actually has the highest amount of females with 58% and the lowest amount of males with 42%.

# RECOMMENDATIONS EARNED DATA

**Insight #1:** There is not a significant HRC presence and limited engagement on Reddit or Tumblr. Meanwhile, Twitter conversations regarding the transgender community are in the millions.

**Recommendation #1:** Do not invest much in Reddit or Tumblr as those platforms are unlikely to bring great returns. Instead, shift HRC attention to Twitter by tweeting about the transgender community and a related hashtag, such as #blacktranslivesmatter, at least once daily. This will increase engagement among new audiences that actively participate in these conversations.

**Insight #2:** Our spike analysis of the HRC organization earned data shows that there tends to be an increase in engagement surrounding negative events among the LGBTQ community.

**Recommendation #2:** HRC should not shy away from negative sentiment as long as it brings awareness to a topic and calls the audience to action. They should retweet and share all linked articles on their feed that concern injustices among the LGBTQ community.

**Insight #3:** Lady Gaga is a key influencer among the organization's earned data as she has contributed to numerous LGBTQ Twitter discussions and has demonstrated her support for HRC. She has a broad reach with over 80 million Twitter followers.

**Recommendation #3:** HRC should partner with Lady GaGa on Twitter and establish a mutually beneficial relationship by promoting her gender neutral makeup line. In turn, Lady Gaga will retweet HRC content and promote their Unite for Equality campaign. This will increase engagement with HRC among her fanbase.

# RECOMMENDATIONS EARNED DATA

**Insight #4:** Trans Equality is one of the most heavily discussed themes within the transgender community topic as there are over one million unique posts. #sayhername is the top unique hashtag within this topic.

**Recommendation #4:** HRC should use #sayhername in conjunction with #hrc in all tweets about trans rights and injustices. This will allow for more HRC tweets to appear under the #sayhername thread which continues to trend on Twitter. As a result, it is likely that traffic on the HRC Twitter page will increase along with engagement with the organization.

**Insight #5:** HRC has the lowest engagement from males among all of the analyzed competition. #honorthemwithaction is one of the few topics that indicates a slightly higher male dominated conversation.

**Recommendation #5:** HRC should join this conversation and utilize #honorthemwithaction in a tweet to commemorate the LGBTQ victims of the Pulse nightclub shooting. This will help to increase male traffic and engagement.

# APPENDIX

## ORGANIZATION

("human rights campaign" OR @alphonsodavid OR @hrc OR #am\_equality OR #b4stagechat OR #UniteForEquality OR ((#hrc AND (lgbt OR #lgbt OR gay OR trans OR queer or #pride)))

## TOPIC

("Transgender" OR "transsexual" OR "trans" OR "gender identity" OR "transphobic" OR "gender queer" OR "sex assignment" OR "pronouns" OR "they/them" OR "sex change" OR "non-binary" OR "non-conforming" OR "cisgender" OR "drag queen" OR "cross-dressing" OR "#trans" OR "#transmale" OR "#transfemale" OR "#transyouth" OR "#ftm" OR "#mtf")

## COMPETITION

"PFlag" OR @PFLAG OR #PFLAGVotes OR  
"National Center for Transgender Equality" OR @transequality  
OR "GLAAD" OR @glaad OR  
"The Trevor Project" OR @TrevorProject

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