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international day against homophobia • intl day against homophobia • #idahot • #idahot2014 • #idahot14 • #may17idahot • #may17idaho • #idahobit • #idaho2014 • #17mai • @IDAHO2014 • @may17idahot

The social media presence of the International Day Against Homophobia and Transphobia

As the single most important annual global LGBT mobilisation date, the International Day Against Homophobia and Transphobia obviously generates a lot of activity on social media. But how much this activity in reality represents is not easy to apprehend, as it takes place over many different platforms, and in many languages.

With the help of specialized media monitoring companies¹, we conducted some investigations into this field in order to gain more insight, and uncovered essential figures and trends, which we wanted to share through this publication.

Joel Bedos Director, IDAHO Committee

Editorial

The International Day Against Homophobia and Transphobia generated in 2014, 3 to 4 times more activity than in 2013.

During May, monitoring instruments which monitored Twitter, Instagram and the IDAHO Committee's English and Spanish Facebook pages recorded approximately 130,000 items, which are pieces of content that use search words related specifically to the Day².

As a comparison, the same investigation over 2013 indicated 46,000 items, which signals a 282% increase over one year. In other words, there was about 3 times more "noise" around the day in 2014 than in 2013.



¹Some figures were provided by zoomph.com. The bulk of the data has been collected by Sysomos.com, in a pro-bono service to the IDAHO Committee. ² "international day against homophobia" OR "intl day against homophobia" OR "#idahot" OR "#idahot2014" OR "#idahot14" OR "#may17idahot" OR "#may17idaho" OR "#idahobit" OR "#idaho2014" OR "#17mai" OR "@IDAHO2014" OR "@may17idahot". Cumulated Social reach figures signal a total number of impressions of 475 million. This signals the potential social reach of all the items taken together.

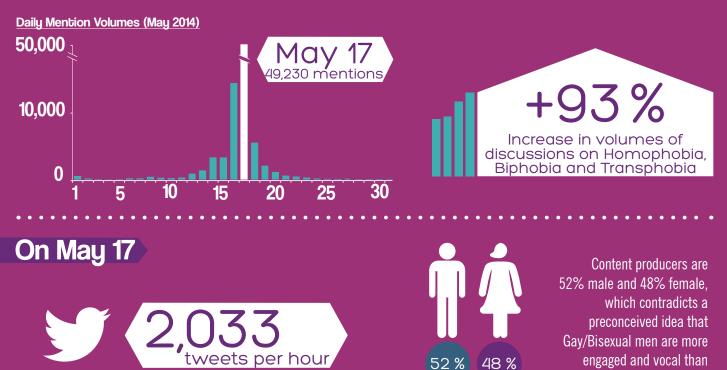
In 2013, this figure was 117 million. This suggests that the noise around the Day online in 2014 was 4 times higher than in 2013. This figure does not take into account the thousands of items on private Facebook pages, other Fan pages and items on other social platforms like Weibo (China), VK (Russia), etc.



During IDAHOT, discussions on Homophobia, Biphobia and Transphobia are multiplied by 2.

Over the 365 days prior to IDAHOT, approximately 1.2 million social media mentions were found associated with Homophobia, Biphobia and Transphobia, which represents an average of 100,000 mentions monthly.

In May 2014 alone, 193,000 mentions were reported, with May 17 being very visibly the biggest single day of content production. This signals that the International Day Against Homophobia and Transphobia triggers a 93% increase in volumes of discussions on Homophobia, Biphobia and Transphobia over monthly averages.



The geolocalisation of items> reveals that the discussions about the International Day Against Homophobia and Transphobia are truly taking place globally.

Lesbian/Bisexual women.



According to data from Google Analytics, users from 184 countries visited the <u>www.dayagainsthomophobia.org</u> website during May 2014.

Nature of the discussions

"Happy International Day Against Homophobia & Transphobia. Defend gender & sexual equality. Queer freedom has no borders."

43 % of items were Campaign Promotion

Online posts from individuals who supported the campaign and shared their opinions about the equality and rights of all people regardless of their sexual orientation and gender identity. This also includes statements and videos urging people to stop discrimination and rather spread love and acceptance, and learn to respect everyone's freedom.

> "Saturday: @UNrightswire experts mark International Day against Homophobia and Transphobia"

18 % were General Mentions, not promotional

Pertaining to general posts which stated that May 17 marks the International Day Against Homophobia & Transphobia.

"No one should face violence or discrimination — no matter who they are or whom they love."

President Obama

23 % were Support from Prominent Personalities

Consists of messages from prominent personalities like US President Barrack Obama, UNAIDS Executive Director Michel Sidibé, and UN Secretary-General Ban Ki-moon as expression of their support for the IDAHOT campaign.

> "The State of #LGBT Rights Around The World <u>http://t.co/BnSqpTFNVa</u> #IDAHOT"

6% of items relate to the global dimension of the LGBT issue

For example the mention of legal and social situations around the world. This confirms that the International Day Against Homophobia and Transphobia acts as a main catalyst for discussions around global matters and allows to shift the focus beyond local concerns.

Do you have any questions? Would you like to exchange ideas? Get in touch with us via

contact@dayagainsthomophobia.org

www.dayagainsthomophobia.org

facebook.com/may17idahot

twitter.com/may17idahot

The International IDAHO Committee was established by the founders of the International Day Against Homophobia and Transphobia in 2005. Its missions is to inspire, support, and document the global mobilisations around May 17.

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