

Do you **really** support
LGBTQIA+ rights?

How big data can strengthen
support beyond pride month



Social media plays a critical role in supporting LGBTQIA+ youth

Social media helps LGBTQIA+ youth find emotional support and seek information.

During Pride Month, companies use the Internet to amplify their support for LGBTQIA+ causes. However, people are critical of disingenuous efforts, using the hashtag [#performatively](#) to call out companies.



We set out to understand people's attitudes towards Pride Month

We studied 375,000+ search keywords and 400 Twitter and Instagram posts to understand:

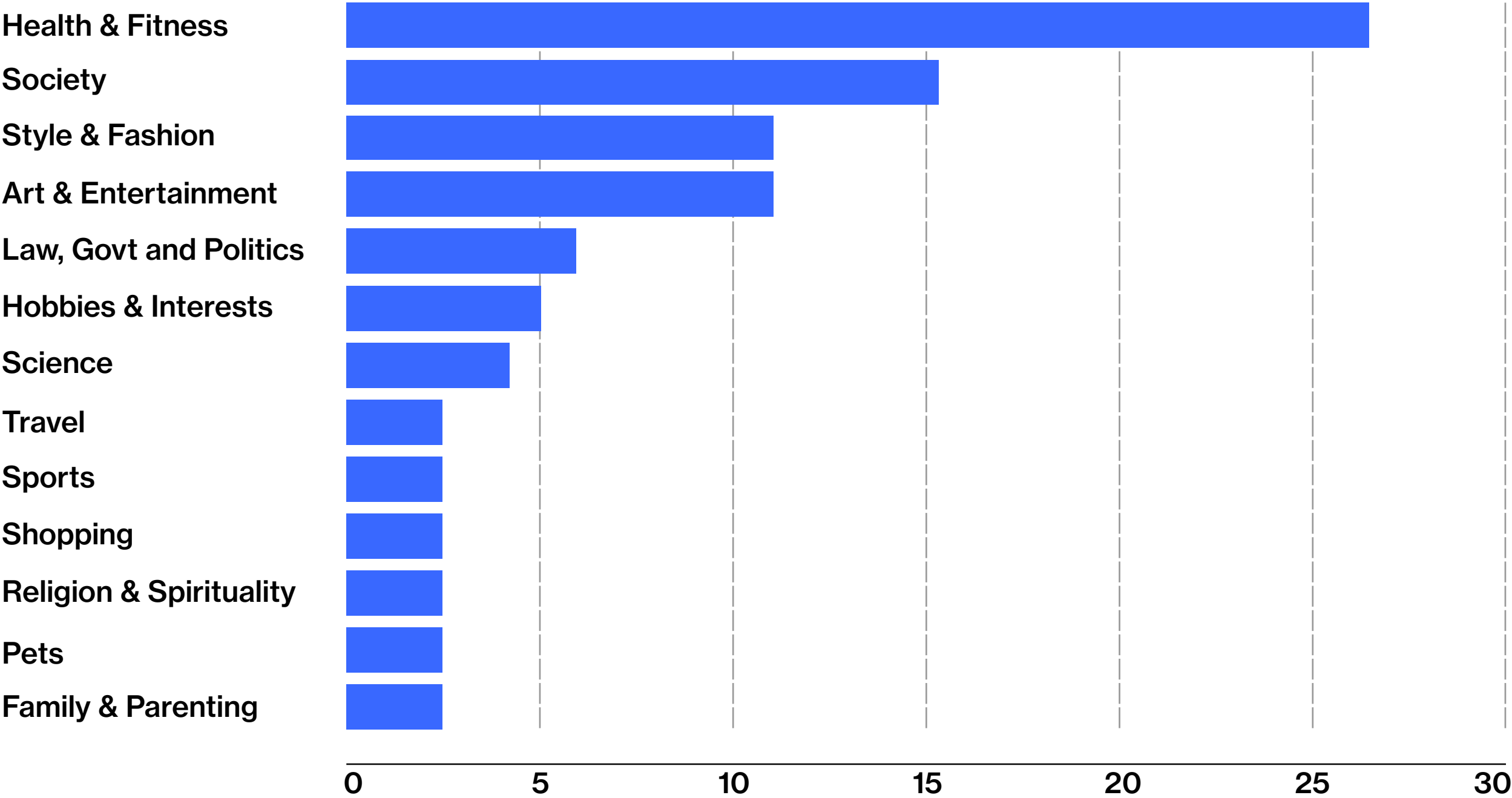
The discourse around public corporate interest towards LGBTQIA+ issues

How to be meaningful allies to the LGBTQIA+ community



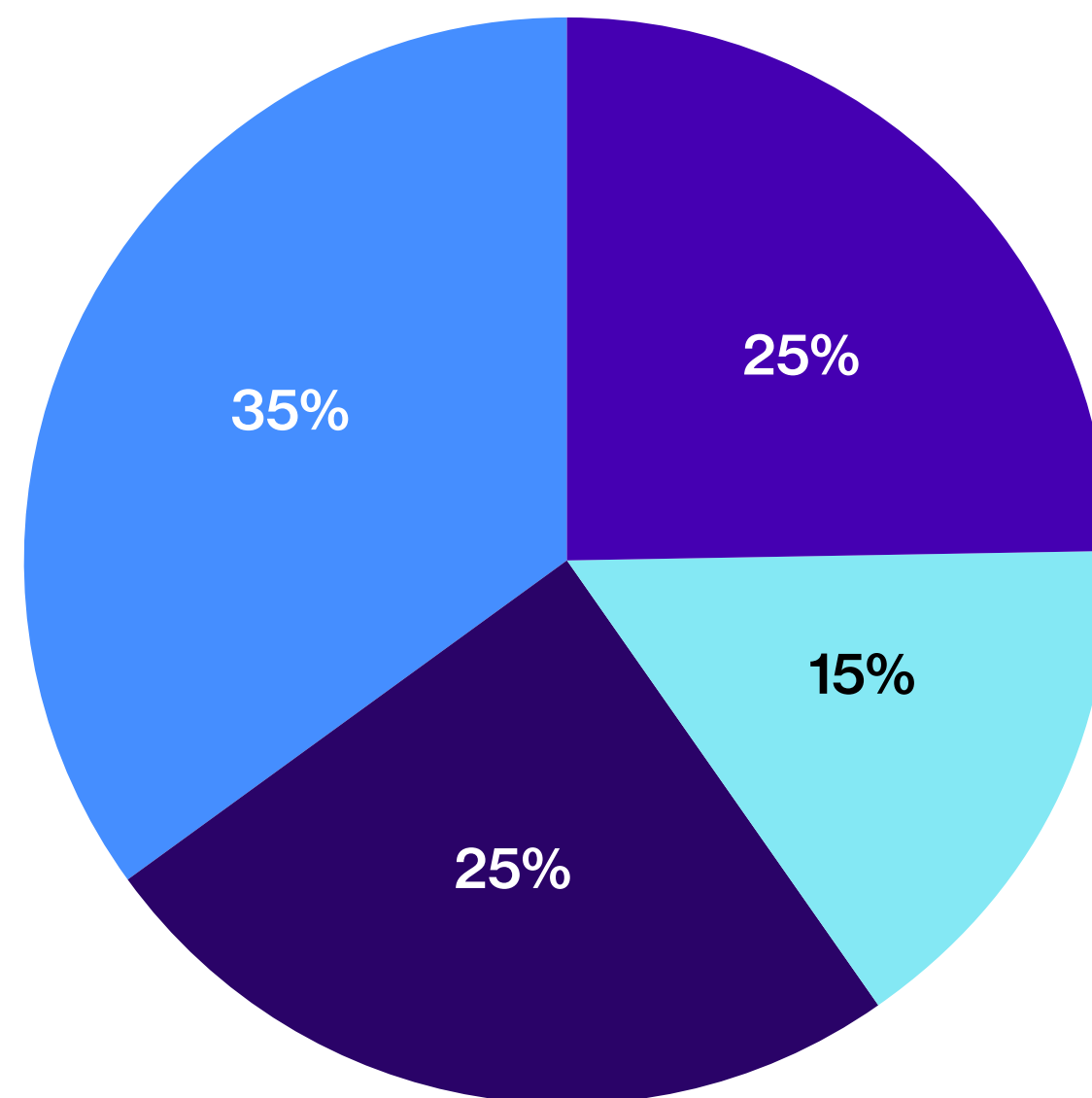
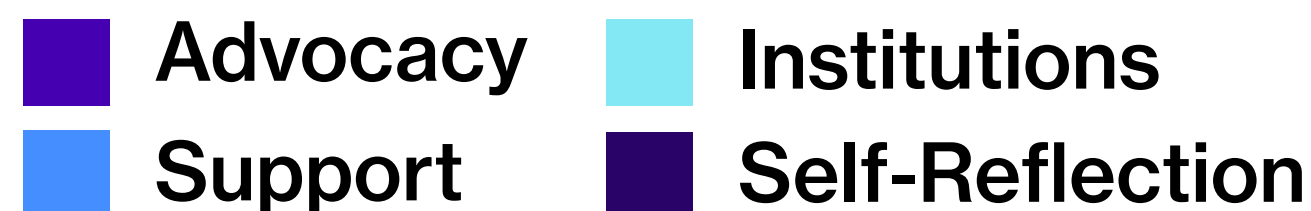
What topics do the LGBTQIA+ community tweet about?

Discourse is centered around advocacy for the LGBTQI+ community, pride in one’s identity through fashion or art, and self-care.



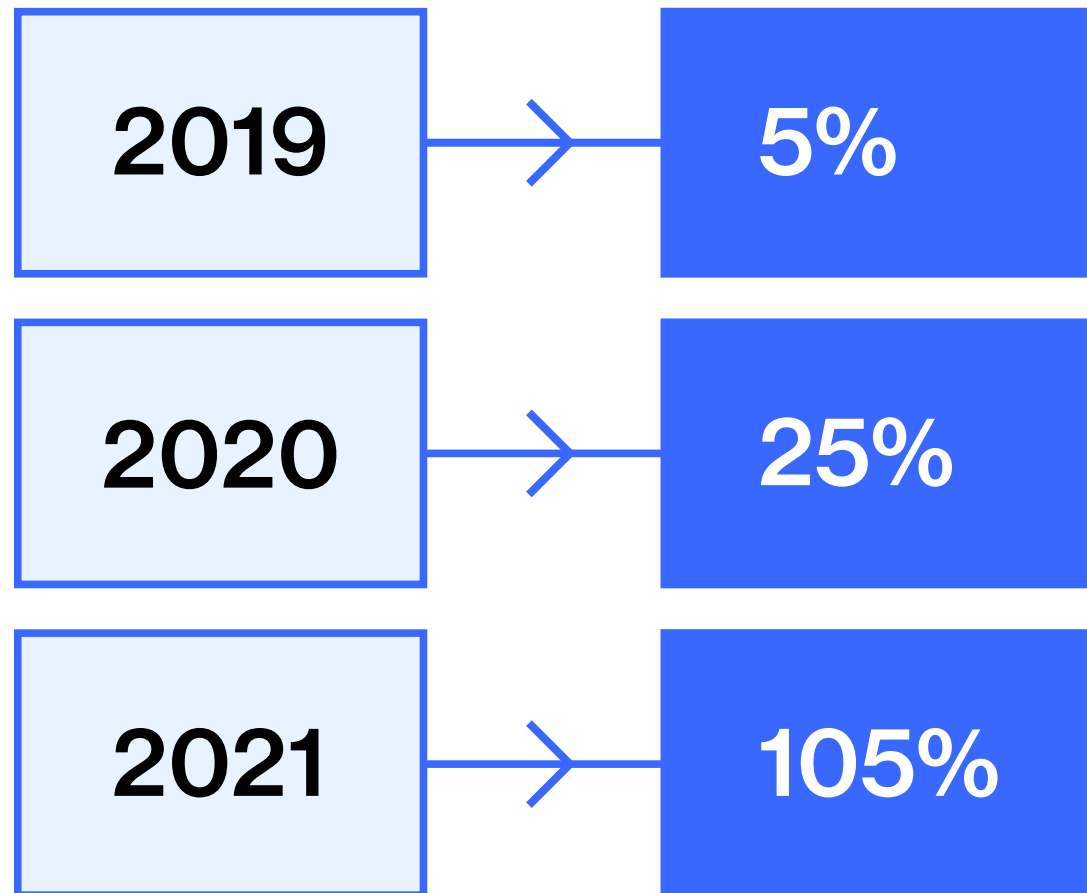
Content about support and self-reflection dominate on Twitter

Of the 210 tweets we studied, 35% expressed desire to support the LGBTQI+ community. This was followed by people who advocated for support LGBTQI+ rights or depicted pride in being part of the community.



Trends

Corporate interest in LGBTQIA+ issues and Pride month has grown, but people are becoming wary of it



We studied 92 keywords over the last three years and found that interest in companies' support for the LGBTQIA+ community has grown.



Trends

Between 2019-2020, searches related to how companies were celebrating Pride Month grew seven-fold.

This shows that people are keen to understand how companies are supporting LGBTQIA+ causes and are wary of token efforts.

Keywords that grew the most were:

- “Companies after pride month” (1165%)
- “Companies during pride month” (263%)
- “Companies celebrating pride month” (492%)



How can we be meaningful allies?

As the fight for LGBTQIA+ rights continues worldwide, it is necessary to look beyond Pride month.

Take concrete measures to promote workplace diversity that go beyond numbers

1

According to McKinsey & Co, employees who identify as LGBTQIA+ reported more work related challenges in comparison to their straight and cisgender peers during COVID-19. Companies should consciously try to understand workplace challenges faced by individuals who identify as LGBTQIA+



2

Provide equitable opportunities for growth and progress

3

Set up unbiased and open channels to address concerns related to mental health

4

Institute guidelines for fair and unbiased performance evaluation



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