

**How George Floyd's Murder Shifted the Expectations for Public Relations Practitioners**

**Amidst Crises**

APRD Undergraduate Honors Thesis

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## Introduction

On May 25, 2020, the murder of George Floyd, a Black man, was recorded via cell phone videos by a crowd of bystanders and uploaded on social media. The videos shared on social media show Caucasian Minneapolis police officer Derek Chauvin kneeling on Floyd's neck as Floyd tells Chauvin he cannot breathe and pleads for help. Later coverage of Floyd's death and the circumstances of his arrest brought attention to this most recent instance of police brutality toward the African American community in America, and subsequent protests erupted around the world (Campbell, 2022). The murder of George Floyd shifted the expectations for how public relations practitioners conduct crisis communication for mainstream corporations following culturally-sensitive emergencies. George Floyd's death sparked national outrage, unlike any previous crises in the digital age. The digital age, launched by the internet's growth and spread of information technology, gave individuals access to mass amounts of information at speeds never seen before (Biscontini, 2023). The internet and social media gave newfound power to communities and allowed people to connect in ways traditional news media had not. Floyd's death resulted in Americans and communities worldwide taking to the streets to march, riot, and voice their anger, frustration, and disappointment with America's continued racial inequality and police brutality issues.

Social media provided a forum for the public worldwide to express their frustration and anger. Beyond the United States, communities across the globe, also experiencing inequality and oppression by authority groups, voiced their support and stood in solidarity with America's African American community. Domestically, 70% of consumers care about what the brands they support are doing to address social and environmental issues (Business Wire, 2020). Thus, for the first time in history, major American brands were forced to enter the conversation and

address how racial inequality continues to be deadly for communities of color, whether they wanted to or not. This included major companies reconciling with how they acted as contributors to the inequality experienced by Black and Indigenous communities and people of color.

Historical evidence shows how little corporate America has been willing to comment on controversial events before the rise of social media in the early 2000s (Dewing, 2010). For example, the beating of Rodney King, another emotionally charged moment in American history that also led to public outrage, went unacknowledged by most American corporations (Zelizer, 2017). At the time, there was little expectation that corporations would comment on social issues, and the public's inability to voice their opinion in an open forum put less pressure on organizations to comment on the crisis. It was not until the early 2000s that corporate social responsibility, a business model that encourages companies to be socially accountable to themselves, their stakeholders, and the public, was widely accepted and implemented into business strategy (Thomas, 2019).

The media landscape in the 1990s gave journalistic gatekeepers much more control over what conversations entered the public forum, which was limited to print and broadcast mediums at the time. My research found hardly any press releases or owned statements from major businesses condemning King's beating or acknowledging how the crisis could have emotionally damaged consumers or employees. Owned messaging/media refers to any content owned and controlled by a brand, including press releases, blogs, websites, or social media (Luttrell, 2019). The news media was slow to report on King's beating in-depth, with only 41 related articles across six news outlets the week following the King crisis (Jacobs, 2000). While the atrocity of King's beating was reported on, conversation focusing on race issues and why race matters was overshadowed by "overly-simplistic notions of race proffered by both liberals and conservatives

in their attempts to win the allegiance of the suburban white voter” (Jacobs, 2000, p. 113).

Unlike the 1991 King crisis, businesses produced public statements related to the murder of George Floyd quickly after Floyd’s murder occurred.

The purpose of this research is to understand how major American brands reacted to the murder of George Floyd on social media and with owned messaging to establish how this culturally-sensitive moment shifted the expectations for crisis communication professionals. This paper aims to identify which factors are most crucial to include when creating crisis communication plans today.

## **Literature Review:**

### **What is Crisis Communication?**

Crisis communication aims to increase public knowledge and understanding of issues, enhance trust and credibility, and minimize the negative impacts of fear and concern (Tetteth, 2020). Companies place an increasing emphasis on advocacy campaigns and programs around cultural issues and must also formulate crisis communication plans to address unexpected problems that arise. My research asserts that it is vital to shape each crisis response in a way that is relevant to a brand's individual identity.

Understanding when crisis communication should be implemented relies on identifying when an event constitutes a crisis. In his research, Tetteth (2020) notes how fellow researchers Sellnow and Seeger (2013) define a crisis:

A crisis poses a significant threat to high-priority goals such as life, property, security, health, and psychological stability. Collectively, the threats to high-priority goals create

anxiety and stress and often require some immediate action by leaders to limit and contain harm in response to the crisis (p. 373).

Tetteth includes a framework that outlines how to prepare for a crisis. The framework encompasses clear goals and identifies what is essential to communicate at key times. Amidst an emergency, the three necessary objectives include increasing knowledge and understanding, enhancing trust and credibility, and minimizing the negative impacts of fear and concern. These goals and the 3 W's below guide what to communicate with the public and why communication is necessary following a crisis: What happened? What are you doing about it? and What does it mean to me? (Teteth, 2020). These directives provide a framework for professionals to assemble a communication plan promptly.

### **Background: Rodney King**

On March 3, 1992, Rodney G. King, a Black man, was severely beaten by a group of Caucasian Los Angeles Police officers. Earlier in the night, an intoxicated King was caught speeding by a California Highway Patrol cruiser. After refusing to pull over, he led the police on an 8-mile chase through Los Angeles. After stopping, King and two others in the car were ordered to exit the vehicle, and King, slow to respond, got on his hands and knees rather than lying flat. This was when “Officers Laurence Powell, Timothy Wind, Ted Briseno, and Roland Solano tried to force King down, but he resisted, and the officers stepped back and shot King twice with a taser” (A&E Television, 2021).

At an apartment complex across the street, civilian George Holliday filmed the incident with a focused lens-equipped video camera. Holliday caught the beating, in which King was struck 56 times with a police baton, and sold it to a local news station, which then sold the

footage to CNN. The video sparked national outrage and began a conversation around the issue of police brutality. Sergeant Koon and Officers Powell, Wind, and Briseno were indicted in connection to the beating but ultimately acquitted. The acquittal set off the L.A. riots and ultimately forced President George H.W. Bush to order “military troops and riot-trained federal officers to Los Angeles to quell the unrest” (A&E Television, 2021). While the national unrest prompted conversations around the unjust treatment of the African American community in the United States, research revealed a lack of mainstream organizations' press releases or statements regarding the brutal incident.

Brands' public relations in the early 1900s, on the cusp of the information era, focused on a one-way communication stream to disseminate information and was primarily practiced by government, nonprofit organizations, and business organizations. Prior to the 21st century, public relations professionals opted for secrecy over transparency and a closed model over an open one (Smith, 2013). It was not until the late 1990s that public relations strategists considered consumers' desires and began to adapt how they positioned their company's products and services to meet customers' needs. In the 1990s, brands' public relations practices were confined by the small number of mediums practitioners had to work with (Smith, 2013). Unlike the countless social media platforms that share news and user-generated content today, PR professionals were limited to newspapers, broadcasts, and TV to disseminate information at the time.

### **Background: George Floyd and the BLM Movement**

The Black Lives Matter Movement was founded in response to the acquittal of Trayvon Martin's murderer in 2013. Trayvon Martin, an African American teenager, was walking home

from a neighborhood convenience store when George Zimmerman fatally shot him. Zimmerman was a neighborhood watch volunteer in the Retreat at Twin Lakes community in Sanford, Florida. Despite Martin being unarmed, Zimmerman, of Caucasian and Hispanic descent, claimed the shooting was out of self-defense. His acquittal set off national protests and conversations around self-defense laws and racial profiling (A&E Television, 2021). Zimmerman was ultimately charged with second-degree murder. Following this incident, organizer Alicia Farza used the term “Black Lives Matter” for the first time in a Facebook post addressing Zimmerman's acquittal. From then on, the phrase has been used as a “rallying cry against racial injustice” (A&E Television, 2021). In its own words, the “Black Lives Matter Global Network Foundation, Inc. is a global organization in the US, UK, and Canada, whose mission is to eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes” (Black Lives Matter, n.d.). The Black Lives Matter organization and movement began as a hashtag following Zimmerman’s acquittal then the movement jumped from social media to the streets (Rickford, 2016). The phrase is one of the most recognizable expressions of Black outrage toward police brutality and racial inequality. The Black Lives Matter movement seeks accountability for racial aggression and an end to the murder of Black individuals (Rickford, 2016).

On May 25, 2020, George Floyd, a 46-year-old African American man, was murdered by Derek Chauvin, a Caucasian police officer. That day, Floyd entered a convenience store and bought a pack of cigarettes with a \$20 bill. The store clerk believed the bill to be counterfeit and asked for the cigarettes back, which Floyd refused to turn over. In compliance with store policy, the cashier called the Minneapolis police. Floyd cooperated with police officers and “stated that he had recently recovered from the Coronavirus and did not want to enter the confined space of



the squad car, also informing them that he suffered from claustrophobia” (Gale, 2020). The police went on to force Floyd into a cop car, and he then fell out onto the ground. Chauvin knelt on Floyd’s neck even as Floyd called out, “I can’t breathe, I can’t breathe.” Chauvin remained in that position for 9 minutes and 29 seconds “while another officer pressed with force on Floyd’s back torso and legs” (Gale, 2020).

The entire exchange was caught by groups of bystanders recording the incident in close proximity on camera phones. The videos were uploaded to social media, and Floyd’s cries of “I can’t breathe” rang across the nation. Floyd’s death was ruled a homicide, and Chauvin was found guilty of second-degree unintentional murder, third-degree murder, and second-degree manslaughter in April 2021 (Holt et al., 2021). This murder has been cemented in American history as one of the most infamous hate crimes and examples of police brutality. Floyd’s murder highlighted the Black Lives Matter movement on a worldwide level, “the knee on Floyd’s neck was not only a physical attack; it was a symbolic assault. It personified ‘the man trying to keep us down—the pressing weight of America’s history of discrimination and racism felt by the black community’” (Gillion, 2020).

### **Systemic Racism and Racial Inequality in the United States:**

The United States has a lengthy and complex past of systemic racism and racial inequality. Systemic racism refers to how racism is perpetuated and institutionalized through social, economic, and political systems and structures (Feagan, 2006). This explains how racism is not an individual problem but a systemic issue that impacts people’s lives and outcomes in various ways. Systemic racism in the United States appears across the criminal justice system, education system, housing, healthcare system, and employment (Feagan, 2006). Examples of

this include African Americans being disproportionately more likely to experience police brutality, live in poverty, be incarcerated, go to underfunded schools, and face discrimination in housing and employment. Systemic racism is the product of intentional policies and practices that have been established over time (Feagan, 2006).

Racial inequality refers to the disparities in opportunities, access to resources, and power between people of different racial and ethnic groups (Caliendo, 2022). These inequalities stem from the United States' expansive past of systemic racism, prejudice against communities of color, and discriminatory legislature. Historical oppression, income and wealth inequity, and structural racism are just a few factors contributing to racial inequity in the United States (Caliendo, 2022). This includes disparities in wealth, education, employment, discriminatory lending practices, hiring, inequitable school funding, and limited access to opportunities.

### **A Snapshot of Mass Communication in the 1990s**

At the end of the 20th century, mass media consisted primarily of radio, cable television news, and print newspapers. Up until the mid-1990s, television was mainly controlled by three major networks — NBC, CBS, and ABC. The Telecommunications Act of 1996 was aimed at creating competition by deregulating the industry. The Act resulted in mass mergers and buyouts that allowed a few corporations to control the landscape of the broadcast spectrum (Federal Communications Commission, 2014). In 1980, CNN first debuted — combining the “characteristics of a morning and afternoon paper into a single medium” (Loory, 2005, p. 340–343). Given the visual element of CNN’s programs, the demand for news videos filmed by citizens and news stations increased dramatically. Viewers had the access and ability to watch a

story unfold for the first time. The introduction of the 24/7 news cycle contributed to the repeated airing of King's beating.

With cable news and print newspapers being the only channels for disseminating information at the time, journalists held a steadfast role as gatekeepers for the news that was published or aired and then released to the public (Rosenburg & St. John, 2009). Given this, it was incredibly difficult for citizens to voice their displeasure and connect with other like-minded people. Groups of individuals passionate about the same issues faced geographical barriers and an inability to connect. The introduction of the internet and social media breached these barriers, bringing together communities by giving them the technological tools to assemble. Prior to social media providing a public forum for conversation, individuals either had to write a letter to the editor to take their position or take to the streets to protest. It was never the given expectation that the general public would have the access or ability to spread their own opinions and emotions to a broad audience without the help of a journalistic gatekeeper (Rosenburg & St. John, 2009).

### **Corporate America and Race Issues: Case Studies**

I have conducted three case studies to examine how different companies have responded, or not responded, to issues related to race in the past. These case studies add to my understanding of how previous public relations best practices differ from the public relations practices implemented after the death of George Floyd. For the purpose of this project, I will be considering race-related issues beyond George Floyd, such as the death of Michael Brown and the Ferguson protests. Researching the positive or negative public sentiment toward how brands have addressed race-related issues in the past adds to my understanding of why brands altered

their messaging to respond differently following Floyd's death in 2020. The three case studies include Pepsi, Major League Baseball, and major technology brands Apple and Facebook.

Across industries, corporate America's history of addressing race-related issues is tumultuous, involving tone-deaf attempts to address racial inequality, missing the mark with messaging aimed at being inclusive, and failing to acknowledge issues affecting Black consumers, employees, and stakeholders. While consumer packaged goods, technology, and sporting companies have varying demographics and stakeholders, organizations across industries are forced to decide how to address issues of racial inequality. An analysis of Pepsi's Black Lives Matter-related commercial featuring Kendall Jenner exemplifies a tone-deaf and negative response to racial unrest in America (Victor, 2017). Studying Major League Baseball's decision to move the All-Star game out of Atlanta following the implementation of discriminatory voting laws in the state highlights a positive response to a race-related issue (Romo, 2021). Additionally, prominent technology companies' silence following the murder of Michael Brown and the Ferguson protests reveals a pattern of avoidance when approaching culturally sensitive or race-related issues (Peters, 2020).

The three case studies below examine how avoidance-based messaging is implemented to protect corporations from liability, how negative public relations practices can create detrimental consumer backlash, and how positive public relations practices can strengthen a brand's relationship with its audience by emphasizing shared values. These three case studies provide context for how American corporations have used differing public relations strategies to address race-related incidents in the past, each with varying degrees of success.

### **1. Avoidance - Apple and Facebook**

Avoidance is the choice not to do something or the action of keeping away from an issue. Often, corporate communication employs avoidance as a tactic to shield businesses from liability issues or admissions of guilt. Carefully crafted defensive language protects businesses from any perceived admission of guilt but also exposes them to public condemnation and anger for not showing remorse and lacking accountability (Tyler, 1997).

The vague and indirect statements major companies, specifically in the technology sector, released regarding the shooting of Michael Brown established a pattern of avoidance when addressing race-related issues. Michael Brown, a Black teenager, was shot and killed by Caucasian police officer Darren Wilson in Ferguson, Missouri, on August 1, 2014. While police testimony said Brown had tried to draw Wilson's weapon and assault the officer, witness testimony shared that Brown had peacefully surrendered before he was killed (Biscontini, 2020).

Apple, a leading technology company known for its cutting-edge products and being at the forefront of innovation, is a symbol of progression and change. Tim Cook, CEO of Apple, shared a tweet from Pope Francis on the day of Michael Brown's death (Peters, 2020).



(Cook, 2014)

While alluding to sympathy for Brown and his family, Cook's public-facing messaging in no way addressed the actual crisis at hand or named Brown. Additionally, there is no

public-facing messaging from Apple regarding Michael Brown or the Ferguson protests to be found. The Apple newsroom during the weeks following Brown's death consisted of Apple product news such as "Apple & U2 Release Songs of Innocence," Exclusively for iTunes Store Customers," and "Apple Media Advisory" (Peters, 2020). Apple did not acknowledge Brown's death. At this time, brands did not generally comment on social discourse. In hindsight, as a brand known for being progressive, it would have fit Apple's brand identity to acknowledge Brown's death and stand in solidarity with the African American community, but at the time, addressing the issue would have been outside the norm of typical corporate communication practices.

In a social media town hall, the CEO of Facebook, Mark Zuckerberg, was "asked about social media's role in helping strengthen communities in the wake of Ferguson and other protests against the use of excessive police force"(Peters, 2020). In his response, he stated, "I believe we do two things: give everyone a voice and provide greater diversity of perspectives." Zuckerberg's response included information on how social media gave a voice and the power to be heard to a greater number of people. "Giving everyone this power is fundamental to creating more worldwide understanding," he explained. "A greater diversity of perspectives is also important for creating understanding" (Peters, 2020). While Zuckerberg acknowledged how social media amplified the voices protesting in Ferguson, he failed to acknowledge the unjust shooting of Michael Brown. His response stayed limited to the purpose of social media and did not touch on the issues of racial profiling or police aggression related to the incident (Peters, 2020). There is no public-facing messaging from Facebook regarding the murder of Michael Brown or the protests in Ferguson. Media coverage at the time focused on the looting and rioting that followed Brown's death, rather than how a young Black man lost his life to a police officer under

questionable circumstances (Hannah-Jones, 2020). The difference in reality versus the news media, focusing on the rioter's destruction rather than the cause of the riots, could have dissuaded companies from commenting on Brown's death in fear of being tied to negative news coverage featuring looting and crime.

Goliath tech companies like Google, Microsoft, and Amazon all failed to address the murder of Michael Brown or the Ferguson protests (Peters, 2020). The vague statements from Facebook's and Apple's CEOs failed to acknowledge Michael Brown's death, and neither company put out its own statement addressing the shooting. The choice to keep brand messaging away from Michael Brown's death highlights a pattern of avoidance regarding how major companies chose to approach race-related crises prior to the murder of George Floyd.

## **2. Negative - Pepsi: Kendall Jenner Gaffe**

Regarding this case study, negative is defined as a situation that is not desirable or optimistic. Poor public relations practices lack authenticity and diverse perspectives and fail to understand and address the needs of a specific target audience. An absence of planning, clarity, and sensitivity are key reasons public relations campaigns fall flat or fail. The consequences of bad public relations practices can be detrimental to a business's bottom line, create negative sentiment towards a brand, and cause backlash from consumers (Luttrell, 2019).

In April 2017, Pepsi was forced to pull a tone-deaf ad featuring model and celebrity Kendall Jenner stopping a riot with a simple can of Pepsi soda. The advertisement opens with a crowd of protesters holding signs with nonspecific calls to action, such as "Join the conversation." The attractive crowd appears in good spirits, with the group laughing and embracing. The climax of the advertisement is when Kendall Jenner, a white female celebrity, approached one of the police officers who was containing the crowd and offered up a can of

Pepsi soda. The crowd of protesters reacts to the move with obvious physical and verbal approval, and the officer offers a grin of appreciation (Victor, 2017).

This idealistic scene is a sharp contrast to the harsh reality that protestors demonstrating against racial inequality face. Following Michael Brown's death at the hands of a white police officer in Ferguson, Missouri, protests erupted across the city (Passavant, 2021). Ferguson and St. Louis County police responded to these demonstrations with an alarming display of military force, seeming to extend beyond just repressing the protestors but punishing them instead. This show of excessive force included:

The use of tear gas, flashbangs, rubber bullets, Long Range Acoustic Devices (lrad), military-grade weaponry including "semi- automatic weapons that were pointed at demonstrators," riot gear, armored personnel carriers, and military tactics like an "overwatch" police sniper monitoring the crowd through a rifle sight, in addition to issuing legally arbitrary orders like curfews, dispersal orders, restricted assembly areas, orders to "keep moving" on threat of arrest, snatching people from a crowd for arrest, and arresting and hindering journalists covering these events (Passavant, 2021).

The deadly violence used by police officers during the Ferguson protests is one example of the criminalization of Black Lives Matter protests. The militarized response to the protestors in Ferguson highlights a collective, widespread experience the Black community shares of being subjected to brutal violence when taking to public streets and spaces by police officers who possess impunity (Passavant, 2021, p. 195).



The unrealistic and tone-deaf Pepsi commercial, posted to YouTube, set social media ablaze. Users pointed out the inappropriate use of legitimate protest imagery to sell the PepsiCo product while simultaneously downplaying the danger that real protestors face while demonstrating. The beverage brand initially hit back at the criticism, stating that the commercial “captures the spirit and actions of those people that jump in to every moment” (Victor, 2017). Martin Luther King Jr.’s daughter, Bernice King, also commented on the advertisement, drawing a connection to when her father was protesting during the Civil Rights Movement by posting a photo of him interacting with police at a protest and captioning it “If only Daddy would have known about the power of #Pepsi.” The notion that solving issues of police brutality could be so simplistic or idealistic put for by Pepsi is offensive and tone-deaf.



(King, 2017)

This example highlights the need for brands to better understand how to respond to and address societal issues in a productive way that also refrains from insulting the intended audience. While not all brands will react to events in the same fashion, by identifying the factors most crucial to crisis communication plans that address culturally-sensitive moments, organizations can implement a baseline framework to communicate the right message to their

stakeholders. Ongoing crises, such as the frustration of protesters marching to have their voices heard, demand the same level of thoughtfulness as emergency situations like natural disasters or global pandemics. The Pepsi and Kendall Jenner gaffe points out how tone-deaf messaging can damage brand reputation and negatively affect company stakeholders. In the nine months following the Kendall Jenner, Pepsi ad, Pepsi saw its lowest perception levels in over eight years. Still, younger consumers' consideration of buying a Pepsi remains at the lowest it has been in three years, and the crucial sales metric, potential sales revenue, remains at its lowest numbers ever (Pertin, 2023).

### **3. Positive - MLB: Pulls All-Star Game Out of Atlanta**

Regarding this case study, positive is defined as constructive and optimistic. Positive public relations practices facilitate successful relationships with strategic publics, which in turn makes organizations more effective by allowing them to achieve their business goals (Hon & Grunig, 1999). Positive practices include a strong commitment to consumers and their values, fostering a mutually beneficial relationship between consumers and the company, and honest messaging that aligns with the organization's mission (Hon & Grunig, 1999).

One example of a mainstream organization taking actionable steps to support their organization's values related to social issues is Major League Baseball's choice to pull the 2021 All-Star Game out of Atlanta. The MLB withdrew two events from the city in July based on the recently enacted voting restrictions that President Biden and other critics labeled as "Jim Crow in the 21st century" due to how the legislation unfairly targeted communities of color (Romo, 2021). Main critiques of the legislation included the new addition of identification requirements that temporarily permit a heavily Republican Georgia state election board to control local elections offices. Additionally, the new bill makes handing out food and drinks to individuals

waiting in line to vote a misdemeanor - the prior year, people had to wait for hours in line to vote (Romo, 2021).

The League's decision to pull their event from Atlanta aligns with the MLB's "commitment to preserving core human values" and belief "that the traditions of baseball reflect values in society that are of the highest standards" (MLB.com, n.d.). League Commissioner Rob Manfred said as much in a statement, "I have decided that the best way to demonstrate our values as a sport is by relocating this year's All-Star Game and MLB draft." He added that "Major League Baseball fundamentally supports voting rights for all Americans and opposes restrictions to the ballot box" (Romo, 2021). The MLB's actions highlight a brand making a conscious choice to address a culturally sensitive issue that may affect its base. In this case, the MLB addressed the issue of Georgia's unjust voting legislature by moving the All-Star game outside of the state.

### ***Factors That Complicate***

Identifying factors that impacted the social climate during Floyd's murder is essential to understanding the fallout of his death. Recognizing the external factors that contributed to the circumstances of the time allows for a more all-encompassing understanding of the rapid escalation of demonstrations and outrage following Floyd's death. Complicating factors include the COVID-19 pandemic, the rise of social media, and shifting consumer values.

### **The Impact of COVID-19**

Addressing the impact of the COVID-19 pandemic is vital for understanding the intense public reaction to George Floyd's murder. According to Christián, Erdős & Háló (2022), the

COVID-19 epidemic had a disproportionately larger toll on the African American community leading to increasingly high social tensions. The pandemic highlighted significant structural inequities that have long affected communities of color and amplified how “deadly inequity can be” (Democratic Policy and Communications Center, 2020).

Due to these structural inequities, communities of color have less access to quality healthcare, are more likely to have a pre-existing condition, face challenges accessing healthy food, suffer greater exposure to air pollution, make up a disproportionate number of frontline workers, are most impacted by growing levels of poverty as layoffs and furloughs rise, and have less access to capital (Schumer & Stabenow, 2020). Additionally, communities of color's ability to quarantine are impacted by being more likely to live in multigenerational family households where self-isolation is nearly impossible and more likely to face housing cost burdens leaving them vulnerable to eviction or foreclosure (United States, 2020). In April 2020, “the Centers for Disease Control and Prevention (CDC) released preliminary data that shows 30 percent of COVID-19 patients are African American, but African Americans make up only 13 percent of the entire population” (Democratic Policy and Communications Center, 2020).

Widespread protests broke out almost immediately following Floyd’s death. The day after he died, the first protest for Floyd began in Minneapolis as the mass circulation of the video of his death continued to spread on news media and social media (Powell, 2022). Thousands made their feelings clear and chanted “prosecute the police” on the street corner where Floyd was murdered (Powell, 2022). Just a week later, by June 2020, demonstrations of tens to thousands of individuals sprang up in over 2,000 cities across the nation (Kirby, 2020). Demonstrations reached half a million people protesting across 550 places globally on June 6, 2020 (Taylor, 2020). Research led by Christián, Erdős & Háló (2022) hypothesizes “that the rapid escalation of

mass movements after the Minneapolis case was because they offered a “legitimate” way out of the stressful quarantine environment.” The rapid escalation of mass movements refers to the number of protestors mobilizing to demonstrate so shortly after Floyd’s death. This was encouraged by the lockdown environment the COVID-19 pandemic had created.

## **Social Media**

### **I. Social media platforms’ impact on messaging**

Social media platforms provide a forum for brands to increase consumer engagement and communicate with their publics (Schadewald, Heppler & Wingo, 2020). Tapping social media to engage with diverse communities and online stakeholders offers executives several ways to best use these platforms. In the past, many executives have defaulted to avoidance when using social media to disseminate information related to controversial or charged issues (Simsek, Kyprianou, & Risius, 2020). The massive reach of social media offers executives an avenue for communicating with their base, providing opportunities and risks when engaging online (Simsek, Kyprianou, & Risius, 2020).

The user demographics of each social media platform heavily inform message strategy. Each platform's audience can differ slightly or significantly in age, gender, ethnicity, income, or geography. Aligning a brand's target audience with the correct social media platform demographic is crucial in creating a successful social media strategy or campaign (Barnhart, 2023). Three of the giant social media platforms, Facebook, Twitter, and Instagram, have varying audiences and can be used to target subsections of the general population that uses social media.

### **Facebook**

Recent controversies and growing competition have not stopped Facebook from remaining the largest social media platform for marketers and consumers (Barnhart, 2023). While younger consumers are being drawn away to TikTok, Facebook still has the highest percentage of users between the ages of 30 and 65, and those older than 65. Additionally, Facebook has the highest percentage of users with an income of less than \$30,000, over \$75,000, and with all levels of education (high school or less, some college, and college graduates). The social media giant's reach covers all different community types, with the highest percentage of users in urban, suburban, and rural areas compared to other platforms (Pew Research Center, 2022).

### **Instagram**

With 2 billion active users and the platform doubling its user base in the last three years, the staying power of Instagram is undeniable (Barnhart, 2023). Instagram has the highest percentage of users ages 18 to 29 compared to other platforms. This is especially significant given that the largest percentage of social media users in the U.S. are between 18 and 29. The majority of Instagram's users are college graduates living in urban places (Pew Research Center, 2022). While some younger audiences are beginning to favor new platforms, Instagram maintains a strong presence with Millennials and Gen Z. These two groups make up around two-thirds of their total base.

### **Twitter**

Twitter has a lower usage but still boasts 211 million users worldwide. The platform is most frequented by users 18 to 29, with 42% of that age range using Twitter (Pew Research Center, 2022). Twitter's unique position as a forum to release breaking news and spotlight current events makes it a popular place to share content, yet less advertising-friendly (Barnhart, 2023).

Twitter can be best described as a microblogging platform and is the best example of social media being used as a news source (Jewitt, 2009). In many cases, including the assassination of Osama Bin Laden, Twitter was the first outlet to break major news stories (Moon & Hadley, 2014). The platform's specific features, such as "hashtags" and "retweets," give it the unique ability to "work like a "broadcast" medium with its short messages becoming breaking news feeds affecting mainstream media coverage" (Ahmad, 2010, pp. 145-155). Like news outlets, brands use Twitter as a channel for disseminating their news and as a marketing tool to enhance their online presence (Ahmad, 2010, pp. 145-155).

## II. Social media, George Floyd, and “Blackout Tuesday”

About a week after the murder, on Tuesday, June 2, 2020, the social media trend, “Blackout Tuesday,” dominated platforms. The trend was aimed at honoring Floyd’s legacy and other victims of police brutality and racial profiling. Social media users posted black squares in their feeds, dominating the space in each platform and encouraging users to redirect time spent on social media to educate themselves on the Black Lives Matter movement. Those who organized to social media said their goal was to make Tuesday “a day to disconnect from work and reconnect with our community” through “an urgent step of action to provoke accountability and change” (Davies, 2020). Millions took part in the trend, and corporations were given a visual of the magnitude of people this situation was touching. Simultaneously, brands with social media accounts were confronted with an option not to speak out or follow the trend but then risked attracting negative brand sentiment or participating in a disingenuous manner that would damage the brand's reputation.

My research adds to the understanding of how social media is continuing to impact public relations practices by offering new channels to disseminate owned media. Further understanding

how external pressures like social media trends affect a brand's behavior adds to my understanding of how organizations can best use social media as a communication tool.

### **Shifting Consumer Values**

Ignatius (2020) explores how paramount it is for businesses to understand consumer values in his article "Profit and Purpose," published in the *Harvard Business Review*. More now than ever, brands face the fact that consumers are using their purchasing power to support organizations that align with their values. Ignatius stresses, "It's virtually impossible to succeed on financial and social fronts over the long run if the company isn't designed to support both" (Ignatius, 2019). This includes giving back to the community that organizations touch, whether that be the company's physical location, the demographic it employs, or the issues its products relate to.

Additionally, in her article A Successful 21st-Century Brand Has To Help Create Meaningful Lives, published in *Fast Company*, Megan Clendaniel notes that the future of business relies on organizations creating a positive impact in their consumers' lives rather than simply providing stuff. She elaborates, "Brands that make life better are thriving. Brands that don't are—slowly—being punished" (Clendaniel, 2013). This plays out in new corporate social responsibility campaigns, employee benefits, an increasing emphasis on the workforce's mental health, and more. Corporate social responsibility campaigns benefit from a long lead, well-thought-out planning process rooted in trust and transparency. When it comes to crisis management, organizations must take the same intentional action-oriented steps without the benefit of significant time or extensive background research.



Sakal (2020) illustrates that Gen Z plays a massive role in this shift to purpose-based purchasing. The purchasing power of this generation, making up a staggering 32% of the broader population in 2020, is massive (Miller & Lu, 2018). As a result, many corporations are shifting to become more socially active. Gen Z, raised amidst the digital age, values technology, social awareness, and progressive change, which explains why:

66% of Gen Z says that how businesses react and express themselves with regard to Black Lives Matter will permanently affect their decision to buy from them in the future; the extent to which companies actually deliver on the statements, promises and commitments made today will play a significant role in those purchasing decisions for 67 percent. (Sakal, 2020)

Gen Z's support of socially driven businesses is crucial to consider when assessing what types of messaging will optimize business performance. Addressing social issues and emergencies is a key component of reaching the Gen Z audience and retaining that specific consumer base. Given the purchasing power of this demographic, effective business practices must bend to meet their needs and values.

**Research Questions:**

1. Which key elements did brands incorporate into their crisis communications when addressing Floyd's murder?
2. How did each brand's crisis messaging addressing Floyd's murder differ from its messaging addressing King's beating or Brown's death?
3. How did the timeliness of each brand's messaging compare to one another?

**Overview of Method:**

The method section of my thesis consists of four case studies. The case studies examine how American Express, Microsoft, Target, and Facebook approached crisis messaging when addressing George Floyd's murder. I conducted a content analysis of each brand's immediate press releases following Floyd's murder and of the brand's social media (Instagram, Facebook, and Twitter) messaging within the month following Floyd's death — between May 25, and June 25, 2020. Factors I considered are the timeliness of the message with the event, graphics, direct and indirect wording, and action-oriented wording. I defined action-oriented wording as the brand itself taking action or prompting consumers to take action related to racial inequality or supporting the African American community. I considered if the messaging mentions the African American community and whether the messaging includes mentions of the Black Lives Matter Movement, George Floyd, systematic racism, or racial inequality. These factors were determined based on the public-facing brand content I examined in my literature review. I conducted a textual analysis of each press release and social media post to gain insights from each post's diction, textual content, and imagery. This allowed me to draw conclusions on which factors each brand thought to be most crucial to implement in order to achieve a successful crisis communication plan addressing Floyd's murder. The coded messaging and related key can be found [here](#).

KEY										
Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice	Graphic	Uses action-oriented language	Description of language	Sample of key language used
	Mentions systematic racism, racial inequality, racial inequity, need for racial equality, systematic issues, refers to racism as a systematic issue.	Explicitly names George Floyd.	Mentions the African American community, Black Brown community, or Brown community.	Uses language related to lifting up, standing with, supporting, spotlighting the African American community	Number of days after Floyd died that the messaging was published/posted.	Links to or mentions organizations fighting racial injustice or resources used to educate others on racial injustice/systematic racism.	Any image or video attached to the statement/post.	Brand taking action or prompting consumers to take action related to racial inequality or supporting the African American Community.	Informative, promotional, celebratory, direct/indirect, happy, angry, emotional	Key excerpt of language used in the post, or entirety of text if relevant.

I analyzed each organization’s past messaging regarding the beating of Rodney King and the death of Michael Brown to identify how the messaging following Floyd’s death signified a transition with crisis communication as a practice. This included identifying how organizations' press releases had evolved and how social media was newly implemented as a strategic tool. Studying corporations across various industries allowed me to establish that a variety of brands felt the same need to address this crisis. By contrasting each organization's response to Floyd’s murder with their responses to Rodney King's beating and Michael Brown's death, I can establish the new practices public relations professionals are implementing to address race-related crises. Following my research, I assembled the key factors present in the brand’s crisis communications strategy aimed at addressing racial inequality and police brutality.

**Case Study 1:**

**Microsoft**

I. Brand Overview:

Microsoft is an American business falling under the technology category. The company is the largest computer software vendor worldwide and provides consulting, product, and solution support systems. Brand values include respect, integrity, and accountability, and its "mission is to empower every person and every organization on the planet to achieve more" (Microsoft, n.d.).

Key competitors include Google, SAP, IBM, and Oracle. As of 2021, Microsoft held 85% of the United States Public Sector Productivity Software, more than seven times the share of its next largest competitor, establishing the brand as a leading software and technology company (CCIA, 2020). Microsoft's consumer base includes individual consumers, organizations of varying sizes, enterprises, internet service providers, educational institutions, and government institutions (Vailshery, n.d.). Individual consumers must have the financial means to acquire its products and the exposure to technology to understand how to use its products and services. Given that the company sells its products to both businesses and consumers, Microsoft must consider the needs and values of the business entities that consume its products and services in addition to individuals.

## II. Press Releases/Owned Statements

Microsoft released a statement from CEO Satya Nadella on May 29, 2020, on LinkedIn titled [Advocating for change starts with empathy](#) (Hogan, 2020). Nadella sent the message to Microsoft employees on May 28, 2020, and Chief People Officer Kathleen Hogan uploaded it to LinkedIn a day later. Hogan's leadership position within the company makes her LinkedIn profile an accepted place to release company news.

In the message, Nadella noted that "the every-day racism, bias and hatred in the news today is not new," which acknowledged racism as a long-standing, systemic issue. He addressed the Black and African American community throughout the statement. The message expressed concern and support for the Black and African American communities. It stated, "it's not enough to just have empathy for those impacted, for the communities who are experiencing this hate, firsthand, who are scared for their safety, and for their loved ones." By asking the question, "it's

incumbent upon us to use our platforms, our resources, to drive that systemic change, right?"

Nadella took accountability for Microsoft's duty to mobilize and fight racial injustice, both for its employees and consumers. He continued with action-oriented language describing Microsoft's commitments and next steps forward. Parts of the statement suggested that Microsoft is committed to making a difference. This included the company advocating for change within the company, for those in their community, and for the broader public.

The statement mentioned Microsoft's Criminal Justice Reform Initiative, showing company-driven actions involving "investing in partnerships and programs, working to drive reforms, focusing on policing" (Microsoft, 2020). The Microsoft Criminal Justice Reform Initiative was launched by the company in 2019, and it "invests in partnerships and programs working to drive reforms, focusing on policing" (Microsoft, 2020). The initiative is an extension of the work teams across Microsoft have been doing since 2014, including partnerships with organizations working on criminal justice improvements. The language and tone used in this statement are candid and emotional. Nadella's words showed support for the African American employees at Microsoft and acknowledged a duty to use company resources to fight for racial equality.

Microsoft released a second statement on June 5, 2020, titled [Change in ourselves helps drive change in the world](#) (Nadella, 2020). The statement was initially an email from CEO Nadella to Microsoft employees that was later uploaded to the company's corporate blog page. In contrast to the previous statement, this message was much more direct and informative. Nadella explicitly named systemic racism and noted how the issue has "impacted opportunities and exacerbated injustices for Black and African American communities, urge me to consider my own role as a leader." He named the Black and African American communities numerous times

and noted, "we have a responsibility to use our platform and resources intentionally to address systemic inequities in our communities and in society broadly." Later in the statement, Nadella outlined Microsoft's plans to support these groups in greater detail. This included:

- "...investing in the talent pipeline broadly, as we've expanded our connections with Historically Black Colleges and Universities.
- Asking each employee "to recommit to our shared D&I priority, participate in our inclusion learning programs, use the tools and resources we have shared on becoming an effective ally for others."
- "... we're using our technology and our voice toward a more equitable criminal justice system with our Criminal Justice Reform Initiative."
- Highlighting the "Supplier Diversity program 15 years ago, so our supplier companies better reflected the diversity of our customers. Today, it makes up nearly 10 percent of our supplier spend. That spend has an amplifying effect, growing the local economies in the communities where those businesses are located. We need to keep building on this work in every community we operate in."
- "To this end, we will deepen our engagement with six organizations that are advancing social justice, helping community organizers address racial inequality, and offering solidarity to the Black community: Black Lives Matter Foundation, Equal Justice Initiative, Innocence Project, The Leadership Conference, Minnesota Freedom Fund, and NAACP Legal Defense & Education Fund. This starts with a company donation of \$250,000 to each of these organizations (\$1.5 million in total), followed by a company match of our employees' contributions to eligible organizations. Together, through your

giving and the company match, we have donated more than \$15 million to civil rights, social action, and advocacy nonprofit organizations since 2015."

The coded statement can be seen below in Figure A.

[Figure A](#)

### III. Social Media

As of February 2023, Microsoft had 13 million Facebook followers, 4.1 million Instagram followers, and 12.4 million Twitter followers. Between May 25, 2020, and June 25, 2020, Microsoft posted four times on Facebook, three times on Instagram, and 43 times on Twitter. Of the Facebook posts, none mentioned the Black or African American community or showed support for those groups. Of the three Instagram posts, all showed solidarity for the African American community, 66% related to racial inequality or systematic racism, and 66% mentioned the African American or Black community. Twitter had by far the most posts during this time, and of the 43 posts, 22 related to addressing the unrest caused by the murder of Floyd. Microsoft had a total of 50 social media posts during the month following Floyd's murder, and 48% were related to addressing the incident, supporting the African American community, and fighting racial injustice.

The Instagram and Twitter posts related to the incident were posted between May 30, and June 19, 2020, the first posted five days after Floyd's death. Most posts contained graphics featuring employee quotes, animated visuals of employees, photos of protestors, organizations' logos, and more. Of the 24 related social media posts, 70% mentioned the African American community, 38% mentioned racial injustice or systematic racism, all showed solidarity with the

African American community, and 38% spotlighted external organizations fighting racial injustice.

Twenty-eight percent of the social media content highlighted Microsoft employees and leaders commenting on Floyd's murder. In a June 2, 2020, post on Instagram, one Microsoft employee shared,

"I cant breathe.' These three words haunt me, my family, my community and this country. We need to treat racism like the systematic pandemic it is, and come together to mobilize, dialouge, and actively work to flatten the racism cure, enabling all of us to breathe freely."

The featured employees shared their raw, emotional feelings as company leaders shared how Microsoft as a company was reacting to Floyd's murder. In a May 30, 2020, post on Twitter, Microsoft Chief People Officer Kathleen Hogan shared:

"Yesterday, in our monthly Employee Town Hall, we addressed an issue that is causing deep pain, anger and anxiety for so many of our employees - particularly the Black and African American community. I was especially moved by the sentiments from our CEO Satya Nadella, who shared his thoughts on showing empathy and compassion, and how each of us can come together to drive change in our communities and the world. One thing is for sure - we can't be silent."



Microsoft used its Twitter platform to "continue to learn from & lift the Black and African American community" and shine "a spotlight on organizations that are advancing social justice." The organizations Microsoft mentioned included the Minnesota Freedom Fund, The NAACP Legal Defense and Educational Fund, The Leadership Conference on Civil and Human Rights, and The Black Lives Matter Global Network. Additionally, on June 19, 2020, Microsoft posted an array of educational resources to commemorate Juneteenth — the day the last remaining enslaved African Americans in the US were made aware of the signing of the Emancipation Proclamation more than two years before in 1863.

Microsoft's social media content during the month following Floyd's murder addressed the incident, explained the company's action to support affected communities, and highlighted additional resources and relevant organizations. The posts most frequently appearing on Twitter contained pointed and informative language, with a certain number of posts containing emotional language. The majority of related posts were published between 22 and 25 days after Floyd's murder. Microsoft's social media content addressed the social unrest and racial issues of the time but failed to mention George Floyd explicitly and lacked consistency across platforms, most notably Facebook.

Each coded social media post can be seen below in Figure A.

[Figure A](#)

#### IV. Conclusions

Being one of the largest companies in the world by market value and one of the most valuable technology companies worldwide, Microsoft's consumer base includes a range of ages,

genders, and geographical locations (Vailshery, n.d.). Given the many demographics that make up its consumer base, the company could have decided the most productive course of action to protect brand revenue was to avoid commenting on Floyd's murder.

However, rather than avoiding the issue, Microsoft published two public statements four days and 11 days after the crisis. The first statement took an emotional approach as the language expressed support for the Microsoft employees affected by the recent event. Additionally, CEO Nadella acknowledged the need for Microsoft to take action and fight for racial equality both internally and publically. The second statement was direct, informative, and resource-heavy. Nadella explained in further detail the duty Microsoft had to fight systematic racism and outlined how Microsoft would support internal programs and external organizations focusing on ending racial inequality. Microsoft failed to mention Black Lives Matter or George Floyd in either statement. While the language in Microsoft's press releases and social media content is pointed, by failing to name George Floyd or Black Lives Matter, the company seems to indirectly address Floyd's death rather than directly address the crisis.

Almost half of Microsoft's social media content between May 25, and June 25, 2020, related to standing with the African American community and spotlighting organizations that support the group. While all of Microsoft's Instagram posts and many of its Twitter posts were educational, addressed the current social unrest head-on, or stood with the Black community, there was a notable lack of related content on Facebook. Given that Twitter is more known as a platform for breaking news and company updates, Microsoft could have tapped this platform to inform users most interested in company news. It aligns with the primary use of Twitter, given the platform's position as a news source, to break its plan for addressing racial inequality and related company commitments. Additionally, given that Facebook's demographic skews older,

Microsoft could have refrained from sharing related content based on older generations caring less about brand purpose.

Microsoft's decision to release social media messaging and press releases differs from how the company addressed past racial crises like the beating of Rodney King and Micheal Brown, in which the company stayed silent. Microsoft's decision to speak out regarding the death of George Floyd highlights a deviance from the standard race-related crisis communications practiced before. The company's response to this murder will likely dictate how it addresses crises moving forward.

## **Case Study 2:**

### **American Express:**

#### **I. Brand Overview:**

American Express represents an American business in the financial services and payment solutions category. American Express is a financial organization specializing in personal, small business, and corporate credit cards. In the organization's own words, it is a "globally integrated payments company, providing customers with access to products, insights, and experiences that enrich lives and build business success" (American Express, n.d.b). Key competitors include Visa, Mastercard, Discover, and PayPal. The company holds nearly a 19% share of the domestic credit card market and is an established leader in the industry (Zippia, 2021). American Express's audience includes those with financial means and who are age appropriate to use its financial services and products. Given this, Facebook is its most active social media platform, with the most posts per month.

## II. Press Releases/Owned Statements

American Express released a statement regarding the murder of George Floyd on June 3, 2020, nine days after Floyd died. The press release is titled [Our Commitment to Standing Up for African American Colleagues and the Black Community](#) (American Express, n.d.a). Chairman and CEO Stephen J. Squeri sent this memo to American Express colleagues on May 29, 2020, and later published it under the company's newsroom section of its website. While this statement was originally written for internal purposes, the organization also makes this a public statement by publishing the message.

This statement did not directly address the Black Lives Matter Movement. However, it named George Floyd, Breonna Taylor, Ahmaud Arbery, and Christian Cooper within the first paragraph, all victims of racial profiling by white individuals. Squeri referred to these individuals as the "latest victims in a long series of horrific incidents" and continued to say that all should be able "to go about their lives without fearing for their safety because of the color of their skin." The use of a "long series of horrific incidents" and "fearing for their safety because of the color of their skin" acknowledged racial inequality as an issue. Squeri addressed the Black community and American Express African American colleagues in his statement. He mentioned standing with the American Express African American colleagues and assured employees that "leaders are here to listen and to help." He expressed that employees feeling anxious are not alone and encouraged the entire company to "let them know we are here for them."

The statement was emotional, using the language "I have watched with disgust, anger, and deep sadness what has been unfolding across the U.S. regarding the threats and disproportionate use of violence against members of the Black Community." Published internally

on May 29, 2020, and then publically on June 3, 2020, American Express reacted within four days of Floyd's murder. In the message, CEO Squeri used action-oriented language when he outlined American Express's commitment to ensuring an environment that welcomes all. While the verbiage encouraged action, the statement lacked specificity. He said:

"While I do not pretend to know what it is like to carry this burden, I want them to know – and for everyone to know – that I hear your concerns, and I want to assure you that racism or mistreatment of any kind will never be tolerated at American Express. We remain committed to ensuring that we have a welcoming and inclusive environment where everyone's voice matters and where people of all backgrounds, cultures, and viewpoints can thrive."

American Express released an additional statement on June 3, 2020, titled [American Express Announces Grants in Support of the Black Community](#). In this public statement, American Express pledged to donate "\$1 million to support two social justice organizations that we have longstanding relationships with: The National Urban League and the NAACP Legal Defense and Educational Fund." By highlighting how the company planned to support the African American community through what Squeri calls "tough times," the statement read as action-oriented. Additionally, the company agreed to match contributions to these organizations through its Gift Matching Program. By spotlighting well-known civil rights organizations aimed at fighting racial injustice and making a monetary pledge, American Express acknowledged that racial injustice was a present issue and took action to stand with those affected by the murder of George Floyd. This second statement showed action that aligned with the emotional sentiment expressed in the first statement.

Each coded statement can be seen below in Figure B.

[Figure B](#)

III. Social Media

As of February 2023, American Express had 7.9 million Facebook followers, 525,000 Instagram followers, and 863,4000 Twitter followers. Between May 25, and June 25, 2020, American Express posted seven times on Facebook, four times on Instagram, and four times on Twitter. Of these posts, each platform posted once to address the current racial unrest at the time. The other posts in this date range include celebrating employees, Father's Day, and promoting rewards programs and financial services. Of the three social media posts that related to the racial unrest at the time between May 25, and June 25, 2020, none mentioned the African American community, Black Lives Matter, racial injustice, or George Floyd. All of the related posts highlighted an external organization fighting racial injustice and showed solidarity for the African American community.

The singular post on Facebook, Instagram, and Twitter related to the country's growing social unrest contained a similar caption and the same graphic across each platform. Each post was uploaded to all three social media platforms on June 3, 2020, nine days after Floyd died. The post included a graphic that featured an excerpt of text from the statement released internally to American Express employees. The related post's caption contained factual language explaining the action items American Express was planning to take in order to support the African American community. This included pledging one million dollars to the National Urban League and the NAACP Legal Defense & Educational Fund and matching eligible contributions from US colleagues through its Gift Matching Program.

The text-based graphic included in the post contained an excerpt from the message sent to American Express employees, which conveyed an emotional approach to the issue. Phrases such as “our country feels deeply divided” and “welcoming and inclusive environment... where people of all backgrounds, cultures, and viewpoints can thrive” suggest American Express acknowledged the issue of racial inequality and noted its own role in creating a safe environment for employees. The social media content American Express released used language that recognized a divided nation, spoke of creating an inclusive environment, and illustrated the steps it planned to take to support organizations combating racial inequality. The social media posts failed to name George Floyd, Black Lives Matter, or acknowledge any racial inequality in America. The press releases more directly addressed Floyd’s murder and used more emotional language. In contrast, the content released on social media handled the crisis in a muted and arguably vague way.

Each coded social media post can be seen below in Figure B.

[Figure B](#)

IV. Conclusions

American Express’s position as one of the largest credit card companies in the United States means its consumer base varies based on location, gender, age, and geography (Zippia, 2021). Given this, the organization had grounds to consider not responding to the murder of George Floyd in an effort not to alienate a sector of its consumer base. However, the company chose to publicly publish a press release directly addressing the murder of George Floyd within nine days of the murder in addition to posting social media content outlining action to support

civil rights organizations. The social media content could have addressed the crisis more directly, and the company failed to cover systematic racism or the Black Lives Matter Movement in any of the owned content it released.

American Express's decision to release press releases addressing Floyd's murder differs from how the company addressed past racial crises like the beating of Rodney King and Micheal Brown, in which the company stayed silent. Given the company's employee demographics were 19.5% Asian, 13.3% African American, and 13.8 % Hispanic just six months later in 2021, refusing to acknowledge or address the murder of George Floyd and the subsequent effect on people of color could have been detrimental to the company's internal network (Zippia, 2021). Additionally, American Express is expecting younger customers to increase revenue growth, with Gen Z and Millennial cardholders spending 50% more in the fourth quarter than the year before in 2019 (Bary, 2022). Aligning with these demographics, consumer values would support that revenue growth. American Express's decision to speak out regarding the death of George Floyd highlights a deviance from the standard race-related crisis communications practiced before. American Express's consumer base and employee makeup suggest that addressing Floyd's murder would positively affect the brand, and continuing with a strategy based on avoidance would negatively affect it. The company's response to this murder will likely dictate how it addresses crises moving forward.

### **Case Study 3:**

#### **Target**

##### I. Brand Overview:



Target is one of the largest general merchandise retailers in the U.S., with locations in all 50 U.S. states plus the District of Columbia. The brand's vast reach is undeniable, with 75% of the country's population living within 10 miles of a Target store (Target Corporate, n.d.). Target represents a brand within the department store category, and its most significant competitors are Walmart, Amazon, and Costco. Target is the seventh-largest American retail chain and is a leading industry company (Reuter, 2022). Eight out of 10 U.S. shoppers are Target customers, and the brand's most predominant consumer base includes Millennial-aged white women with higher education and an income of around \$80,000 (Reuter, 2022).

## II. Press Releases/Owned Statements:

On May 29, 2020, Target published a message initially sent to employees from CEO Brian Cornell, titled [A Note From Brian Cornell to Our Teams and Communities in the Twin Cities and Beyond](#) (Cornell,2020). The message was published under Target's news and features section of its website and was released four days after Floyd's death. Although initially intended for internal purposes, the message served as a public statement regarding the crisis of Floyd's death and subsequent aftermath. The statement was emotional and direct. Cornell confronted the immediate issue by naming Floyd. He said, "The murder of George Floyd has unleashed the pent-up pain of years, as have the killings of Ahmaud Arbery and Breonna Taylor," and, "We say their names and hold a too-long list of others in our hearts." Other than naming these individuals, Cornell did not directly address the African American community further.

The statement addressed the emotional impact of Floyd's murder. Cornell described Target's reactions to the recent events: "We've witnessed horrific scenes similar to what's playing out now and wept that not enough is changing." Cornell also used this statement to address the

affected Target employees, most notably those in Minneapolis. Addressing the 200 displaced workers from the Lake Street, Minneapolis store, Cornell assured them, "We will make sure they have their full pay and benefits in the coming weeks, as well as access to other resources and opportunities within Target." He added, "In any of our other locations that are damaged or at risk, the safety and well-being of our team, guests, and the surrounding community will continue to be our paramount priority."

Cornell outlined the immediate action Target was set to take to support those around them that were affected by the tragedy. He shared that, "our merchant and distribution teams are preparing truckloads of first aid equipment and medicine, bottled water, baby formula, diapers and other essentials, to help ensure that no one within the areas of heaviest damage and demonstration is cut off from needed supplies."

The Minneapolis location was one of the stores looted during the protests following Floyd's death. Cornell promised that the company would "continue to invest in this vibrant crossroads of the Seward, Longfellow, Phillips, and Powderhorn communities, preserving jobs and economic opportunity by rebuilding and bringing back the store that has served as a community resource since 1976." A graphic featuring a red box with a white heart, white target logo, and white silhouette of the state of Minnesota accompanied this statement.

On June 5, 2020, Target released a second statement titled, [Target Commits \\$10 Million and Ongoing Resources for Rebuilding Efforts and Advancing Social Justice](#), 11 days after Floyd's death (Target Corporate, 2020). This statement was also uploaded to the news and features page of the company's website. While the first statement was emotional, the messaging in the second statement was more informative. Both the African American community and racial

injustice are acknowledged. Most of the statement outlined the action items and promises Target made to support the African American community moving forward. This included:

- “A \$10 million investment from Target and the Target Foundation to support long-standing partners such as the National Urban League and the African American Leadership Forum.”
- “10,000 hours of pro-bono consulting services for Black- and people-of-color-owned small businesses in the Twin Cities, helping with rebuilding efforts.”
- “Continuing to provide essentials such as baby formula, diapers, medicine and more to communities most in need.”
- “Target Circle, our loyalty program, will offer guests the option to direct Target funds to local nonprofits and include organizations supporting social justice.”
- “We’ll provide in-kind donations and contributions to additional local nonprofits and national partnerships to create long-term change.”
- “In Minneapolis-St. Paul and the surrounding region, the Target Foundation will continue investing in nonprofits addressing systemic and structural barriers facing communities of color.
- The Foundation’s focuses include investments in Black- and people-of-color-owned businesses and entrepreneurs, along with efforts to promote equity in the areas of housing, asset-building and workforce development. By mid-June, grant applications will open to help Black- and people-of-color-owned small businesses rebuild.”

This statement also addressed Target's plan to rebuild the company's hometown of Minneapolis-St. Paul. Employee volunteers had dedicated hundreds of hours toward "hands-on cleanup efforts in heavily impacted neighborhoods, building on our company's history of volunteering 1 million hours each year." In addition to the third-party organizations listed above, Target highlighted its partnership with Second Harvest Heartland to deliver essential products like medicine and baby formula. A graphic featuring a red box with overlaying red text reading, "Target stands with Black families, communities and team members, committed to using our size, scale, and resources to help heal and create lasting change," accompanied the statement.

Each coded statement can be seen below in Figure C.

[Figure C](#)

III. Social Media:

As of February 2023, Target had 22 million Facebook followers, 5.2 million Instagram followers, and 2.1 million Twitter followers. Between May 25, 2020, and June 25, 2020, Target posted four times on Facebook, nine times on Instagram, and six times on Twitter. Of the Facebook posts, 25% mentioned the Black or African American community or racial inequality, and half supported the African American community. None of the Facebook content mentioned Black Lives Matter or George Floyd. Of the nine Instagram posts, 67% showed solidarity for the African American community, 22% related to racial inequality or systematic racism, and 44% mentioned the African American or Black community. Unlike the Facebook content, 11% of Instagram's posts mentioned Black Lives Matter or George Floyd. Five of Target's nine Twitter posts were retweeted from Target's other profile, @TargetNews. Out of the six Twitter posts,

67% showed solidarity for the African American community, 17% related to racial inequality or systematic racism, and 33% mentioned the African American or Black community. None mentioned Black Lives Matter, and 17% mentioned George Floyd.

The social media posts related to the crisis of Floyd's murder were posted between May 29, and June 24, 2020, the first posted four days after Floyd's death. During this month-long period, Target uploaded 19 total posts. 12 of the 19 posts addressed Floyd's murder or the circumstances it created. Of the 12 related social media posts, 58% mentioned the African American community, 33% mentioned racial injustice or systematic racism, all showed solidarity with the African American community, and 8% spotlighted external organizations fighting racial injustice, 17% mention George Floyd, and 8% mention Black Lives Matter.

Target used its social media platforms to share an emotional response to the social unrest, explaining, "We are a community in pain. That pain is not unique to the Twin Cities—it extends across America. And as a team we've vowed to face pain with purpose." More informative posts reiterated the promises made in the company's released statements, such as, "Today we announce a \$10 million commitment and ongoing resources to advance social justice, rebuilding and recovery." In addition to mentioning the National Urban League and African American Leadership Forum, Target used its social media content to highlight Black-owned businesses and Black business leaders whose products are found on the Target aisles. On June 19, 2020, Target highlighted the importance of Juneteenth, especially in light of the recent circumstances regarding Floyd's death. Beyond recognizing the holiday, the company shared its decision to recognize the day as a national holiday, closing all headquarters in observance and paying working employees the holiday premium standard. Most posts used graphics that strengthened or added to the message relayed in the post's caption.

Each coded social media post can be seen below in Figure C.

[Figure C](#)

IV. Conclusions:

As one of the most frequented retail chains in the nation, Target appeals to a broad audience. Its most prominent consumer is the middle-aged, affluent white woman (Reuter, 2022). Target's decision to address Floyd's death suggests thinking beyond the brand's primary demographic to all who could be affected by the murder. Four days after the murder, the company issued its first statement, which offered an emotional response to those in the community affected. CEO Cornell explicitly names Floyd and other victims of racial injustice and conveys pain and sorrow. The second statement is information based. Target uses its press releases to outline the organization's plans and actions to support the African American community in the moment and beyond.

Seventy-five percent of Target's social media content in the month following Floyd's murder supported the African American community, expressed empathy for the community, and backed its words with action. Target primarily used Instagram and featured the @TargetNews account to break all related information on Twitter. Using the company's Twitter news profile adds to the legitimacy of the messaging. Target's social media content stayed semi-consistent across platforms, with many posts appearing on two or three of the different social media accounts. Target's decision to release social media messaging and press releases differs from how the company addressed past racial crises like the beating of Rodney King and Micheal Brown, in which the company stayed silent. The contrast highlights a deviance from the standard

race-related crisis communications practiced before. The company's response to this murder will likely dictate how it addresses crises moving forward.

#### **Case Study 4:**

##### **Facebook**

###### I. Brand Overview:

Facebook represents a brand within the social media industry. The most popular social network worldwide, Facebook has two billion daily active users as of 2023. The social media network has 264 million monthly active users in the United States and Canada alone. Facebook's reach is massive, with 69% of U.S. adults using the platform and most of the platform's users falling between 25 and 34 years old (Ruby, 2023). In 2022, Facebook had 49.9% of the total social media site visits in the U.S., placing the platform above its main competitors, Instagram and Twitter, as the most popular social network (Dixon, 2023). Mark Zuckerberg owns Facebook, and the platform falls under the parent company Meta Platforms.

###### II. Press Releases/Owned Statements:

On May 31, 2020, Mark Zuckerberg posted [a message](#) from his personal account on Facebook addressing Floyd's murder. As the CEO of Facebook, this message served as an owned statement on a company website rather than social media commentary. The statement was emotional and direct. Zuckerberg acknowledged the long-standing issue of racial injustice, saying, "It reminds us yet again that the violence Black people in America live with today is part of a long history of racism and injustice." He explicitly named Floyd and other victims of racial profiling, mentioning, "We stand with the Black community -- and all those working towards

justice in honor of George Floyd, Breonna Taylor, Ahmaud Arbery and far too many others whose names will not be forgotten." Going even further, Zuckerberg acknowledged how the video of Floyd's assault was initially posted on Facebook. He said, "As hard as it was to watch, I'm grateful that Darnella Frazier posted on Facebook her video of George Floyd's murder because we all needed to see that," and "We need to know George Floyd's name."

Zuckerberg recognized that to fight racial injustice, "Facebook needs to do more to support equality and safety for the Black community through our platforms." He provided action items to support his statement that Facebook needs to be a part of the change. This included Facebook "committing an additional \$10 million to groups working on racial justice," and "working with our civil rights advisors and our employees to identify organizations locally and nationally that could most effectively use this right now." In the rest of the statement, Zuckerberg mentioned his and his wife's action to combat systemic inequality, which is not relevant to Facebook's actions.

On June 5, 2020, Zuckerberg shared [another message](#) from his personal Facebook account. The post is a copy of his message to Facebook employees. The message addressed Zuckerberg's decision not to enforce restrictions against a post that then-President Donald Trump uploaded following Floyd's death. President Trump's message, shared on Facebook, read, "Any difficulty and we will assume control but, when the looting starts, the shooting starts" (Shead, 2020). The phrase, used in the 1960s by a Miami police chief, was broadly interpreted as a violent threat against protestors.

While competitor Twitter chose to hide the post for glorifying violence, Zuckerberg defended his decision to keep it up on Facebook. He claimed, "I disagree strongly with how the President spoke about this, but I believe people should be able to see this for themselves, because



ultimately accountability for those in positions of power can only happen when their speech is scrutinized out in the open" (Shead, 2020).

The platform faced harsh backlash from its own employees who felt Facebook was not showing up ethically and who were disgusted by the lack of action against Trump's tweet. Zuckerberg's June 5, 2020, post showed his response to Facebook employees' concerns and anger.

He addressed the issue by saying, "I also want to acknowledge that the decision I made last week has left many of you angry, disappointed and hurt." He recognized a need to fight against racial injustice yet did not back down from his position that the company leans towards free expression amidst difficult decisions. Zuckerberg outlined the company's next steps towards change, falling under three categories: ideas related to specific policies, ideas related to decision-making, and proactive initiatives to advance racial justice and voter engagement. A synopsis of the action items Zuckerberg presented include:

Ideas related to specific policies:

1. We're going to review our policies allowing discussion and threats of state use of force to see if there are any amendments we should adopt. There are two specific situations under this policy that we're going to review. The first is around instances of excessive use of police or state force. The second case is around when a country has ongoing civil unrest or violent conflicts.
2. We're going to review our policies around voter suppression to make sure we're taking into account the realities of voting in the midst of a pandemic. I have confidence in the election integrity efforts we've implemented since 2016. We've played a role in protecting many elections and now have some of the most advanced systems in the world. But there's a good

chance that there will be unprecedented fear and confusion around going to the polls in November, and some will likely try to capitalize on that confusion.

3. We're going to review potential options for handling violating or partially-violating content aside from the binary leave-it-up or take-it-down decisions. I know many of you think we should have labeled the President's posts in some way last week. Our current policy is that if content is actually inciting violence, then the right mitigation is to take that content down -- not let people continue seeing it behind a flag.

Ideas related to decision-making:

4. We're going to work on establishing a clearer and more transparent decision-making process. This is clearly not the last difficult decision we're going to have to make, and I agree with the feedback from many of you that we should have a more transparent process about how we weigh the different values and equities at stake, including safety and privacy. 5. More broadly, we're going to review whether we need to change anything structurally to make sure the right groups and voices are at the table -- not only when decisions affecting a certain group are being made, but when other decisions that may set precedents are being made as well. I'm committed to elevating the representation of diversity, inclusion and human rights in our processes and management team discussions, and I will follow up soon with specific thoughts on how we can structurally improve this.

Proactive initiatives to advance racial justice and voter engagement:

6. We've started a workstream for building products to advance racial justice. Many of you have shared ideas in the past few days on product improvements we can look at, and I've been impressed by how quickly we've moved here.

7. We're building a voter hub to double down on our previous get-out-the-vote efforts. At the end of the day, voting is the best way to hold our leaders accountable and address many of these long term questions about justice.

Zuckerburg closed his message with an emotional appeal to the Black community. He said, "To members of our Black community: I stand with you. Your lives matter. Black lives matter." He once again acknowledged the need to fight racial injustice in America and Facebook's role in that fight.

Each coded statement can be seen below in Figure D.

[Figure D](#)

### III. Social Media

As of February 2023, Facebook had 184 million Facebook followers, 4.5 million Instagram followers, and 371,500 Twitter followers. Between May 25, 2020, and June 25, 2020, Target posted 11 times on Facebook, 15 times on Instagram, and 51 times on Twitter. Of the Facebook posts, 91% mentioned the Black or African American community, 67% mentioned racial inequality, and 82% supported the African American community. Eighteen percent of the Facebook posts mentioned Black Lives Matter, and none mentioned George Floyd. Of the 15 Instagram posts, 40% showed solidarity for the African American community, 27% related to racial inequality or systematic racism, and 53% mentioned the African American or Black community. Thirteen percent of the Instagram posts mentioned Black Lives Matter, and 6% mentioned George Floyd. Of the 51 Twitter posts, 82% showed solidarity for the African

American community, 12% related to racial inequality or systematic racism, and 51% mentioned the African American or Black community. Less than two percent of the Twitter content mentioned Black Lives Matter, and none mentioned George Floyd.

The social media posts related to the crisis of Floyd's murder were posted between May 29, and June 22, 2020, the first posted a week after Floyd's death. During the month following Floyd's death, Facebook uploaded 77 posts across Facebook, Instagram, and Twitter. Sixty of the 77 posts addressed Floyd's murder or the circumstances it created. Of the 60 related social media posts, 73% mentioned the African American community, 28% mentioned racial injustice or systematic racism, 95% showed solidarity with the African American community, 72% spotlighted external organizations fighting racial injustice, 1% mentioned George Floyd, and 8% mention Black Lives Matter.

Facebook used its social media platforms to share how the company was standing in solidarity with the Black community. One of its first related Facebook posts said, "We stand against racism, and in solidarity with the Black community. Let's amplify the voice of Black people, and fight systemic inequality in our world." Facebook also used social media to share its plans to support the African American community, including "committing \$10 million to efforts focused on ending racial injustice and lifting Black voices" and that they "are working with civil rights advisors and employees and will post here the organizations and groups who will receive the contribution, along with ways you can help support."

Most of Facebook's social media content highlighted third-party organizations fighting racial injustice or resources aimed at educating people on systemic racism. This was especially prominent around Juneteenth when the company shared lists across platforms of different ways to commemorate the holiday. These lists were why Facebook had many more Twitter posts than

the other platforms. The limited character count (280 characters) on Twitter forced Facebook to upload the list in sections rather than in one singular post. This led to the same piece of content accounting for one post on Facebook and around 15 posts on Twitter. Most related Facebook and Instagram posts used graphics that strengthened or added to the message relayed in the post's caption, and Twitter used notably fewer graphics.

Each coded social media post can be seen below in Figure D.

[Figure D](#)

#### IV. Conclusions

Facebook is a unique brand to consider, given that the initial video of Floyd being assaulted was posted on the company's platform. The social network acted as a public forum for the social discourse that followed Floyd's death. As the largest social media network, Facebook is the primary destination for the public to post their thoughts and opinions, ranging from supportive to passive to extreme and offensive. Following a crisis like Floyd's death, Facebook had to choose how to respond to the general crisis and address the platform's part in stoking potential violence as the fallout of Floyd's death unraveled. Zuckerberg's statement addressing why Facebook chose not to censure Trump's tweet targeting the protestors illustrated a brand addressing its effect on the aftermath of Floyd's death.

The company's promise to donate \$10 million to "efforts focused on ending racial injustice and lifting Black voices" seemed overshadowed by the calls for Facebook to internally fight racial injustice by monitoring its platform more strictly. This resulted in a second, more lengthy statement from Zuckerberg reviewing the platform's policy and suggesting room for

change while still mentioning the African American community and Black lives matter. Given the controversy over Facebook's internal policing of the content on its platform, most of the social media content related to Floyd's death and the supporting the African American community shifted the focus from the brand's action to external organizations, Black creators, and existing educational resources. Facebook highlights a brand whose crisis messaging had to not only address the emergency but also adapt to confront how its product was contributing to the fallout of the crisis.

### **Compiling Key Practices:**

Across Microsoft, American Express, Target, and Facebook, key commonalities arose when coding each brand's owned statements and social media content. One pattern across each brand's messaging was the combination of two separate press releases. The first offered an emotional appeal, and the second provided a more factual and informative description of the brand's next steps to fight racial inequality in the community or within the company itself. The emotional statement more immediately addressed the crisis, allowing brands to acknowledge the issue while continuing to work on identifying their next steps. The more informative statement came days to a week later. Interestingly, some companies chose to address the crisis internally first, then release the same messaging to the public.

Considering each brand's social media content related to Floyd's murder in the month following his death, Microsoft, Target, and Facebook mentioned the African American community in over 58% of posts. At the same time, American Express failed to mention them at all. All four brands mentioned systemic racism in at least 28% of their social media content and showed support for the African American community in 95% of posts or more. Microsoft,

American Express, and Facebook highlighted external organizations or individuals fighting racial inequality in 38% of their posts, while Facebook was limited to 8%. American Express and Microsoft did not mention George Floyd by name, while Target and Facebook did in a limited capacity. American Express also failed to mention Black Lives Matter, while the other three brands did around in around 4% of their social media content.

Given these findings, brands valued messaging that mentioned or showed support for the African American community and spotlighted third-party organizations and individuals over messaging that addressed the root of the crisis (Floyd) or referred to past movements (Black Lives Matter). By referencing broader issues such as systemic racism rather than specifically Floyd's death, brands could be employing semi-avoidance-based crisis management in hopes of reaching consumers who have a variety of feelings and opinions on the crisis at hand.

Additionally, the choice to mention and partner with third-party organizations adds credibility to the brands' crisis messaging by bringing experts on the issue on board with the company's plans to tackle the problem. The brands unanimously used action-oriented wording in their messaging and were direct about each organization's next steps.

When considering how all four brands reacted to Floyd's murder with Tetteth's 3 W's framework outlined in the literature review, all four brands answered the question: What are you going to do about it? This came in the form of promises to support third-party organizations fighting racial inequality and enacting change within the company itself. The second, more emotional press releases brands' shared expressed how the company and company leaders felt following Floyd's murder, which tackled the question: What does it mean to me? Brand's decision to rarely, or never, name Floyd and the circumstances of his death suggest the organizations did not fully answer the last W: What happened? It is more crucial to address what

happened in great detail if the crisis results from an internal company error or mistake rather than an external issue, like in this case.

While there was an increase in related crisis communication following Floyd's death as opposed to Brown's or King's beating, their failure to name the main individual involved in the crisis suggests that the brands primarily addressed this culturally sensitive moment indirectly rather than directly. While this lends to the idea that each brand was not fully transparent and head-on when addressing Floyd's murder, the deviation from total avoidance to acknowledging the presence of the crises and providing company action related to change is a step in the right direction, considering how crisis messaging has addressed, or failed to address, race-related incidents in the past.

### **Reflection and Takeaways:**

The worldwide reaction to the murder of George Floyd in May 2020 furthered the momentum of the Black Lives Matter movement and sparked national discourse surrounding police brutality and racial inequality. Demands for action, fueled by shifting consumer values, social media, and the environment created by the COVID-19 pandemic, pressured brands into addressing the crisis of Floyd's murder. Responses mainly included an acknowledgment of the tragedy of Floyd's death or the broader issue of racial inequality's continuing impact on Black communities in America. I uncovered similarities and differences in various organizations' crisis messaging by assessing four brands across multiple industries. Since the four brands did not release any messaging to address King's beating or Brown's death, this crisis messaging marked a turning point in corporate public relations and set a new precedent for how brands communicate with their publics — especially regarding race incidents.



I compiled my findings to craft the key elements brands collectively used when preparing their crisis messaging to address Floyd's murder. This includes showing solidarity for the African American community through supportive language or lifting Black voices, mentioning the Black community and addressing their pain, highlighting external organizations and individuals fighting for racial equality, and using graphics that support the shared messages. Identifying these elements informs brands of the key factors to implement in future crisis messaging, especially when addressing race-related crises. Establishing these common elements was challenging at times, revealing potential opportunities for social media and press release-centered databases. As brands continue to communicate in the digital age, being able to reference past communication would be easier facilitated if finding there were more accessible ways to uncover old social media posts. Based on the coding of all four brands owned statements and social media content, the findings will serve as a reference to inform crises communication in the future and act as a baseline to steer brands' initial messaging following culturally sensitive moments.

In conclusion, Microsoft, American Express, Target, and Facebook's messaging following Floyd's murder indicates a more significant phenomenon within corporate public relations and crisis communications. Brands' publics can best be reached if this new messaging stands in solidarity with the community affected, offers an emotional appeal, and provides actionable steps toward change. As brands continue to take action and acknowledge race-related crises, employees, audiences, and key stakeholders should benefit from brands finally speaking out against such tragedies and leading to more mutually beneficial relationships between corporations and their publics.

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## Appendix

KEY										
Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice	Graphic	Uses action-oriented language	Description of language	Sample of key language used
Explicitly uses the text Black Lives Matter.	Mentions systematic racism, racial inequality, racial inequity, need for racial equality, systematic issues, refers to racism as a systematic issue.	Explicitly names George Floyd.	Mentions the African American community, Black community, or Brown community.	Uses language related to lifting up, standing with, supporting, spotlighting the African American community	Number of days after Floyd died that the messaging was published/posted.	Links to or mentions organizations fighting racial injustice or resources used to educate others on racial injustice/systematic racism.	Any image or video attached to the statement/post.	Brand taking action or prompting consumers to take action related to racial inequality or supporting the African American Community.	Informative, promotional, celebratory, direct/indirect, happy, angry, emotional	Key excerpt of language used in the post, or entirety of text if relevant.


	Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.			
<b>Press Release</b>													
<a href="#">Our Commitment to Standing Up for African American Colleagues and the Black Community</a> Details: From the American Express CEO to American Express colleagues on May 29, 2020. Published publicly on June 3, 2020.	No	Yes	Yes	Yes	Yes	Internally four days, publically nine days	No	None	Yes	Emotional, direct, lacks specificity			
		George Floyd, Breonna Taylor, Ahmaud Arbery and Christian Cooper are just the latest victims in a long series of horrific incidents that indicate we still have a very long way to go as a nation to ensure	George Floyd, Breonna Taylor, Ahmaud Arbery and Christian Cooper	Like many of you, I have watched with disgust, anger and deep sadness what has been unfolding across the U.S. regarding the threats and disproportionate use of violence against members	While I do not pretend to know what it is like to carry this burden, I want them to know – and for everyone to know – that I hear your concerns				I hear your concerns, and I want to assure you that racism or mistreatment of any kind will never be tolerated at American Express. We remain committed to ensuring that we have a welcoming and inclusive environment where everyone's voice matters and where people of all backgrounds, cultures and viewpoints can thrive.				
				Unfortunately, I have heard directly from a number of our African American colleagues that they do not feel safe.	Now is the time to stand up for our African American colleagues and let them know we are here for them.				During this time when the nation feels deeply divided, each of us can control how much compassion and respect we show others. We can control the words we use, the viewpoints we embrace and the actions we take. And we can control how we treat each other.				
					For anyone who is feeling anxious in this environment, for whatever reason, please know that I and your leaders are here to listen and to help. You are not alone.				Reach out to us, to our colleague networks and to our colleague relations team, as well as take advantage of our Healthy Minds resources that are available.				
<b>American Express</b>													
<a href="#">Announces Grants in Support of the Black Community</a> Details: From the American Express CEO to American Express colleagues on June 2, 2020. Published publicly on June 3, 2020.	No	Yes	No	Yes	Yes, the entire statement	Internally eight days, publically nine days	Yes	None	Yes	Direct, informative, factual			
		The National Urban League and the NAACP Legal Defense and Educational Fund. The National Urban League is a historic civil rights organization dedicated to		After my note on Friday, many of you reached out asking what we as a company will do to support our African American colleagues and the Black Community and					Today, we are pledging \$1 million to support two social justice organizations that we have long standing relationships with: The National Urban League and the NAACP Legal Defense and Educational Fund. The National Urban League is a historic civil rights organization dedicated to economic empowerment, education, equity and social justice, and the NAACP Legal Defense and Educational Fund is one of the leading civil rights organizations fighting for racial equity and justice.				
									For our U.S. colleagues who wish to help, we will match your contributions to these and other social justice organizations through our Gift Matching Program. You can search the database for eligible organizations, and American Express will match your contribution up to the maximum amount allowed by the program.				
									Your openness and candor have created important dialogue for us at all levels, so please keep them coming. We back you—and we are all in this together.				
<b>Social Media + Post date</b>													
<b>Facebook</b>													
May 25, 2020	No	No	No	No	No	Zeros	No	Text based graphic reading: Virtual Preservation Month - history unlocked	No	Informative, promotional	"We've partnered with the National Trust for Historic Preservation to bring you Virtual #PreservationMonth, a digital journey to explore 31 historic sites."		
May 29, 2020	No	No	No	No	No	Four	No	Video featuring employees sharing their work from home experience	No	Informative, happy, promotional	"Our #TeamAmex colleagues around the globe continue to have each others' backs and remain connected every day."		
June 3, 2020	No	No	No	No	Yes	Nine	Yes	Text based graphic featuring a quote attributed to the American Express CEO	Yes	Textual Graphic: Emotional, lacks specificity Caption: Factual, direct, action-oriented	Statement Graphic: "We remain committed to ensuring that we have a welcoming and inclusive environment where everyone's voice matters and where people of all backgrounds, cultures, and viewpoints can thrive." Caption:		
June 15, 2020	No	No	No	No	No	Twenty-one	No	Woman on her phone accessing the American Express app.	No	Promotional, celebratory	"We are proud to be #1 in Customer Satisfaction among U.S. Mobile Credit Card Apps according to JD Power."		





	Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.
Press Release + Details <a href="#">Change in ourselves helps drive change in the world</a> Details: Posted on the Microsoft Company Blog, email from CEO Satya Nadella to Microsoft employees on June 5, 2020	No	Yes	No	Yes	The entirety of the statement.	Eleven days	No	Yes	Yes	Emotional, direct, action-oriented, formal
		"the everyday racism, bias and violence experienced by the Black and African American community,"		"And our actions must reflect the values of our company and be directly informed by the needs of the Black and African American community."	"I am heartbroken by the deep pain our communities are feeling."			Black box with white text overlaid reading "United for change" and "We are united with the Black community and all those working towards racial justice."	"it is time for us to act in all arenas. As I shared in our Employee Town Hall last week, each of us – starting with me and the senior leaders at the company – has a role to play."	
		"A systemic problem requires a holistic response."		"We must continue to nurture the energy and passion that the Blacks at Microsoft employee resource group fueled in all of us since its founding in 1989."					"I must continue my journey of understanding and empathy and examine actions I take, or don't take, every day. Listening and learning from my Black and African American colleagues is helping me develop a better understanding of their experience. And I take accountability for my own continued learning on the realities of privilege, inequity and race and modeling the behavior I want to see in the world."	
		"The results of systemic racism, which have impacted opportunities and exacerbated injustices for Black and African American communities, urge me to consider my own role as a leader."		"As we see the everyday racism, bias and violence experienced by the Black and African American community, the tragic and horrific murders of so many, the violence in cities across the US, it is time for us to act in all arenas."					"As a company, we need to look inside, examine our organization, and do better. For us to have the permission to ask the world to change, we must change first. We have to embrace the same speed and mindset that we do in anticipating and building for future technological shifts. Each day, we work to bridge the gap between the culture we espouse and our daily lived experience, but we must do more and do it faster. In order to be successful as a business in empowering everyone on the planet, we need to reflect the world we serve."	
		"We also have a responsibility to use our platform and resources intentionally to address systemic inequities in our communities and in society broadly."							"This is our commitment; we have goals and programs to improve representation in all roles and at all levels. We're investing in the talent pipeline broadly, as we've expanded our connections with Historically Black Colleges and Universities. We also have to create an environment where all voices are heard and valued, that's why inclusion is a core priority for each one of us. I ask each of us to recommit to our shared D&I priority, participate in our inclusion learning programs, use the tools and resources we have shared on becoming an effective ally for others. We have the capabilities to make Microsoft more diverse and inclusive, but we must do the work."	
									"We also have a responsibility to use our platform and resources intentionally to address systemic inequities in our communities and in society broadly. This is the work we need to do to have lasting impact. For example, we're using our technology and our voice toward a more equitable criminal justice system with our Criminal Justice Reform Initiative. We created our Supplier Diversity program 15 years ago, so our supplier companies better reflected the diversity of our customers. Today, it makes up nearly 10 percent of our supplier spend. That spend has an amplifying effect, growing the local economies in the communities where those businesses are located. We need to keep building on this work in every community we operate in."	
									"Finally, we must carry our company values out into the world in a way that reflects our strengths and expertise. To this end, we will deepen our engagement with six organizations that are advancing social justice, helping community organizers address racial inequality, and offering solidarity to the Black community: Black Lives Matter Foundation, Equal Justice Initiative, Innocence Project, The Leadership Conference, Minnesota Freedom Fund, and NAACP Legal Defense & Education Fund. This starts with a company donation of \$250,000 to each of these organizations (\$1.5 million in total), followed by a company match of our employees' contributions to eligible organizations. Together, through your giving and the company match, we have donated more than \$15 million to civil rights, social action, and advocacy nonprofit organizations since 2015."	

										"I have heard from many employees over the past several days, expressing calls for action, calls for reflection, calls for change. My response to all of you is this: Yes. We have to act. And our actions must reflect the values of our company and be directly informed by the needs of the Black and African American community. We must continue to nurture the energy and passion that the Blacks at Microsoft employee resource group fueled in all of us since its founding in 1989. We have been on a cultural transformation journey and must accelerate our pace of change. Each of us, starting with me, must look at where we are as individuals, confront our fixed mindset and act. Our humanity is what calls out to us to make the world a better place."			
Advocating for change starts with empathy. Details: Posted on Linked, from CEO Satya Nadella to Microsoft employees on May 28, 2020, posted on LinkedIn by Kathleen Hogan on May 29, 2020	No	Yes	No	Yes	Yes, specifically those who are Microsoft employees	Yes, the entirety of the statement		No	Yes		Emotional, Heartfelt, Direct		
		"I also know that the every-day racism, bias and hatred in the news today is not new, and it's far too often the experience and reality in daily lives, particularly for the Black and African American community."		"I also know that the every-day racism, bias and hatred in the news today is not new, and it's far too often the experience and reality in daily lives, particularly for the Black and African American community."	"This is not something that you can just leave behind when you log into work. The weight can be enormous, and so the question, of course, is what can we do, what should we do?"	"My feeling is that we can start by checking in with each other, ask all colleagues how they're doing and what they need, have empathy for what others are feeling."				"Our identity, our very existence is rooted in empowering everyone on the planet. So, therefore, it's incumbent upon us to use our platforms, our resources, to drive that systemic change, right?"			
					"I know it's not enough to just have empathy for those impacted, for the communities who are experiencing this hate, firsthand, who are scared for their safety, and for their loved ones."					"We need to recognize that we are better, smarter and stronger when we consider the voices, the actions of all communities, and you have my assurance that Microsoft will continue to advocate to have all those voices heard and respected."			
										"That's why we're doing what we're doing with the Criminal Justice Reform Initiative, investing in partnerships and programs, working to drive reforms, focusing on policing."			
										"My ask to each of you is to come together. Ask a colleague how they are doing today. Give each other grace as they're navigating unseen circumstances."			
										"Have empathy for those who are scared and uncertain, and join me and everyone on the senior leadership team, in advocating for change in our company, in our communities, and in society at large."			
	Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.	Sample of key language used.	Link to Post	
Social Media + Post date													
Facebook													
May 29, 2020	No	No	No	No	No	Four	No	Video featuring information regarding the 2020 Special Olympics XBOX Virtual Gaming Event	No	Motivational, excited	Tomorrow, Special Olympics athletes will come together virtually to show that the power of sport and inclusion is stronger than anything that tries to separate us. Tune in and share your support by visiting: <a href="https://msft.it/6189TcBAH">https://msft.it/6189TcBAH</a>	<a href="https://fb.watch/ig4STHW6fB/">https://fb.watch/ig4STHW6fB/</a>	
June 15, 2020	No	No	No	No	No	Twenty-one	No	Announcing new Microsoft Teams features to support remote learning	No	Informative, promotional	As we continue adapting to remote learning, it's crucially important to keep students engaged and educators feeling confident. We're thrilled to introduce new features in Microsoft Teams to support you in and outside of the classroom. <a href="https://msft.it/6188TYTHJ">https://msft.it/6188TYTHJ</a>		
June 18, 2020	No	No	No	No	No	Twenty-four	No	Image of Salvation Army worker.	No	Informative	The Salvation Army staff members around the world are using #MicrosoftTeams to stay connected as they provide resources to those in need. Learn more: <a href="https://msft.it/6188TYWkO">https://msft.it/6188TYWkO</a>		

June 22, 2020	No	No	No	No	No	Twenty-eight	No	Children working together at a computer that links to Microsoft website.	No	Only 36% of STEM graduates are women. If we can encourage more girls to pursue their interests in STEM, we can begin to close the gender gap. All it takes is a spark of inspiration: <a href="https://msfi.it/6000TY46G">https://msfi.it/6000TY46G</a>	Informative, encouraging	
Total: 4 posts between May 25, 2020 and June 25, 2020	0% of posts mention Black Lives Matter.	0% of posts mention systematic racism or racial inequality	0% of posts mention George Floyd.	0% of posts mention the African American community.	0% of posts show solidarity for the African American community.	Released how many days since the murder?	0% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	0% of posts use action-oriented language (Brand itself taking action or prompting consumers to take action related to racial inequality or supporting the African American Community).	Posts are mainly informative		
<b>Instagram</b>												
June 2, 2020	No	Yes	No	Yes	Yes	Eight	No	Black screen with white text overlaid attributed to microsoft employee.	Yes	Graphic: "I can't breathe! These three words haunt me, my family, my community and this country. We need to treat racism like the systematic pandemic it is, and come together to mobilize, dialogue, and actively work to flatten the racism cure, enabling all of us to breathe	Emotional, direct, angry, straightforward	<a href="https://www.instagram.com/p/CA8jOTZpjgC/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CA8jOTZpjgC/?igshid=YmMyMTA2M2Y=</a>
June 17, 2020	No	No	No	Yes	Yes	Twenty-three	No	Video featuring multiple colors of the rainbow featuring both black and white moving together in lines and squares	Yes	More: change dialogue empathy equity expression understanding momentum Pride	Simple, direct	<a href="https://www.instagram.com/p/CBinaUphAV/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBinaUphAV/?igshid=YmMyMTA2M2Y=</a>
June 22, 2020	No	Yes	No	No	Yes	Twenty-nine	No	Video and still image featuring text	Yes	Graphic: "Over the past few weeks, we have discussed the steps needed to make lasting change at Microsoft. That change requires a holistic commitment to address racial injustice through a sustained, multi-year approach and accountability for progress. We're sharing our next steps on addressing racial injustice at aka.ms/AddressingInjustice." Caption: "Today, we're sharing the additional steps we'll take to address racial injustice-and to create lasting change in our company, our industry, and beyond. Click the link in our bio to read more."	Direct, factual, informative	<a href="https://www.instagram.com/p/CByag-pPqL/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CByag-pPqL/?igshid=YmMyMTA2M2Y=</a>
Total: 3 posts between May 25, 2020 and June 25, 2020	0% of posts mention Black Lives Matter.	67% of posts mention systematic racism or racial inequality	0% of posts mention George Floyd.	67% of posts mention the African American community.	100% of posts show solidarity for the African American community.		0% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	100% of posts use action-oriented language (Brand itself taking action or prompting consumers to take action related to racial inequality or supporting the African American Community).	Posts are direct, informative, and emotional		
<b>Twitter:</b>												
May 26, 2020	No	No	No	No	No	One	No	Picture of an autonomous device linking to the Microsoft website	No	#ProjectBonsai is the first service component of Microsoft's vision to empower customers to build, operate, and manage autonomous systems with #AI. Learn more: <a href="https://msfi.it/6008TISZ0">https://msfi.it/6008TISZ0</a>	Informative, promotional	<a href="https://twitter.com/Microsoft/status/1265345708103815169?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1265345708103815169?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w</a>
May 26, 2020	No	No	No	No	No	One	No	Picture of a Wolf linking to the Microsoft website	No	As organizations look to adopt #AI, they face significant challenges in developing and using AI responsibly. Learn more about Microsoft's new Responsible ML tools in #Azure: <a href="https://msfi.it/6009TISbV">https://msfi.it/6009TISbV</a>	Informative, promotional	<a href="https://twitter.com/Microsoft/status/1265402332076019719?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1265402332076019719?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w</a>
May 26, 2020	No	No	No	No	No	One	No	Video of photo editing application featuring a dog	No	*Turns on Background Blur* "Just making sure the most important doggo is in the shot."	Funny, light	<a href="https://twitter.com/Microsoft/status/1265364617271836672?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1265364617271836672?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w</a>
May 27, 2020	No	No	No	No	No	Two	No	Video of a robot puppy powered by AI	No	Microsoft shows the power of the Intelligent Edge by applying AI to Boston Dynamic's robot-popper, Spot.	Informative, light	<a href="https://twitter.com/Microsoft/status/1265787367421440000?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1265787367421440000?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w</a>
May 27, 2020	No	No	No	No	No	Two	No	Animated illustration picturing an office	No	The largest #AI models in the world are changing how we connect, communicate, and collaborate. Learn how these models are being built: <a href="https://msfi.it/6008TIEw">https://msfi.it/6008TIEw</a>	Informative, promotional	<a href="https://twitter.com/Microsoft/status/1265742069894651905?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1265742069894651905?s=20&amp;t=iKJE_njsRyzMBFwXQhu8w</a>





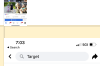

May 27, 2020	No	No	No	No	No	Two	No	Video featuring Microsoft Edge	No	Simple, light	What's your top score?	<a href="https://twitter.com/Microsoft/status/1265778863755444230?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1265778863755444230?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 27, 2020	No	No	No	No	No	Two	No	Reply to XBOX Twitter account	No	Funny, light	Whoops.	<a href="https://twitter.com/Microsoft/status/1265738601243033613?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1265738601243033613?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 28, 2020	No	No	No	No	No	Three	No	Microsoft computer sitting on a desk in front of a window	No	Simple, light	Microsoft Windows. DOS with a 1990s view. #ThrowbackThursday	<a href="https://twitter.com/Microsoft/status/1266081813723824128?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266081813723824128?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 28, 2020	No	No	No	No	No	Three	No	Animated video explaining the computing revolution	No	Simple, light	What's a supercomputer, you ask? Allow Microsoft CTO @kevin_scott to introduce you to the computing revolution: <a href="https://msft.it/6000Ti4D4">https://msft.it/6000Ti4D4</a>	<a href="https://twitter.com/Microsoft/status/1266055383639920640?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266055383639920640?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 28, 2020	No	No	No	No	No	Three	No	Videos of wolves and huskies overlaid with text	No	Simple, light	How can a computer tell the difference between a wolf and a husky? With responsible #MachineLearning tools, researchers are able to create fair and just models. Learn more:	<a href="https://twitter.com/Microsoft/status/1266112010166517760?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266112010166517760?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 28, 2020	No	No	No	No	No	Three	No	Photo of XBOX video game that links to the XBOX website	No	Informative, simple	Thousands of games ready at launch. Xbox Series X: the most powerful and compatible console we've ever created. Learn more: <a href="https://msft.it/6006Ti5M">https://msft.it/6006Ti5M</a>	<a href="https://twitter.com/Microsoft/status/1266142207557480451?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266142207557480451?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 29, 2020	No	No	No	No	No	Four	No	Video featuring information regarding the 2020 Special Olympics XBOX Virtual Gaming Event	No	Motivational, excited	Tomorrow, tune in as @SpecialOlympics athletes come together virtually to show that the power of inclusion and competition is stronger than anything that separates us. #XboxSOgaming <a href="https://msft.it/6007TcBAP">https://msft.it/6007TcBAP</a>	<a href="https://twitter.com/Microsoft/status/1266504713924681738?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266504713924681738?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
May 30, 2020	No	No	No	Yes	Yes	Five	No	Textual graphic featuring a quote attributed to Chief People Officer at Microsoft	Yes	Informative, direct	Graphic: "Yesterday, in our monthly Employee Town Hall, we addressed an issue that is causing deep pain, anger and anxiety for so many of our employees - particularly the Black and African American community. I was especially moved by the sentiments from our CEO, Satya Nadella, who shared his thoughts on showing empathy and compassion, and how each of us can come together to drive change in our communities and the world. One thing is for sure - we can't be silent. In that spirit, I want to share Satya's remarks because I felt they were universal - applying beyond Microsoft and our employees - so I asked Satya to allow me to share an excerpt" ALT Kathleen Hogan Chief People Officer & [VP, Human Resources] Caption: "More from CEO @satyanadella on empathy, compassion, and the need to drive change: <a href="https://msft.it/6004Tc1P8">https://msft.it/6004Tc1P8</a> "	<a href="https://twitter.com/Microsoft/status/1266801914823360512?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1266801914823360512?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>
June 1, 2020	No	No	No	Yes	Yes	Seven	No	Textual graphic featuring a quote attributed to a Microsoft employee	Yes	Direct, serious	Graphic: "I personally don't want the flashy signs or symbols of allyship. I'm not looking for the buttons and t-shirts and hashtags. I want an ally who pays attention to what is happening outside their own community or perspective. I want an ally who knows that these things are happening to people like me, without me needing to tell them that they are happening to people like me." Megan Carpenter ALT rosoft, 7 years Caption: "At this time, we will be using our platform to amplify voices from the Black and African American community at Microsoft. And we're starting with Megan Carpenter. <a href="https://msft.it/6003Tc0V">https://msft.it/6003Tc0V</a> ." Graphic	<a href="https://twitter.com/Microsoft/status/1267491927110438912?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w">https://twitter.com/Microsoft/status/1267491927110438912?s=20&amp;t=ikJE_njsRyzMBFwXOQu8w</a>



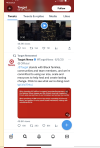


June 2, 2020	No	No	No	Yes	Yes	Eight	No	None	Yes	Direct, serious	#NewProfilePic Today, we will continue to uplift voices from the Black and African American community at Microsoft.	<a href="https://twitter.com/Microsoft/status/1267833466688659456?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1267833466688659456?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 10, 2020	No	No	No	Yes	Yes	Sixteen	Yes	Photo of the Minnesota skyline linking to the Minnesota Freedom Fund website	Yes	Direct, informative, serious	To continue to learn from & lift the Black and African American community, we're shining a spotlight on organizations that are advancing social justice.  The Minnesota Freedom Fund is a community-based nonprofit that combats the harms of incarceration.	<a href="https://twitter.com/Microsoft/status/1270770201043382722?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1270770201043382722?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 15, 2020	No	Yes	No	Yes	Yes	Twenty-two	Yes	Photo of the NAACP Legal Defense and Educational Fund logo and link to its website	Yes	Direct, informative, serious	The NAACP Legal Defense and Educational Fund, Inc. is a top legal firm in the U.S. fighting for racial justice.  To continue to learn from & lift the Black and African American community, we're shining a spotlight on organizations that are advancing social justice.	<a href="https://twitter.com/Microsoft/status/1272569132194691212?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272569132194691212?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 16, 2020	No	No	No	Yes	Yes	Twenty-two	Yes	Photo of a protest linking to the The Leadership Conference on Civil and Human Rights website	Yes	Direct, informative, serious	We're using our platform to shine light on organizations that are advancing social justice.  The Leadership Conference on Civil and Human Rights is the nation's oldest and most diverse civil and human rights coalition.	<a href="https://twitter.com/Microsoft/status/1272922633781329922?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272922633781329922?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 16, 2020 - Thread from Row 52 - 54	No	Yes	No	Yes	Yes	Twenty-two	No	Animated illustration of Microsoft employee with the textual quote "We must stand for Black and Brown equity"	Yes	Direct, informative, emotional	LGBTQ+ people at Microsoft want to embrace the uncomfortable. A dialogue can lead to understanding, and understanding can lead to change.  Milton, a Microsoft employee, shares why we must fight for equity for all. #Pride	<a href="https://twitter.com/Microsoft/status/1272971292103213056?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272971292103213056?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 16, 2020	No	Yes	No	Yes	Yes	Twenty-two	No	None	Yes	Emotional, direct, passionate	"None of the limited freedoms we enjoy would be possible without the Black and Latinx trans people who started Stonewall. Today, LGBTQ+ people of color still experience systemic racism and oppression."	<a href="https://twitter.com/Microsoft/status/1272971293495717888?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272971293495717888?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 16, 2020	No	Yes	No	Yes	Yes	Twenty-two	No	None, link to Microsoft website.	Yes	Direct, straightforward	"We must take a stand against this. We must all fight for Black and Brown equity."  Read more @	<a href="https://twitter.com/Microsoft/status/1272971294582042624?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272971294582042624?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 16, 2020	No	No	No	No	No	Twenty-two	No	Photo of a man in a construction hat	No	Informative	Submerged beneath the sea in Scotland's Orkney Islands, Project Natick is using distributed computing to help create a vaccine for #COVID19.  Learn how: <a href="https://msft.it/6009TYbc5">https://msft.it/6009TYbc5</a>	<a href="https://twitter.com/Microsoft/status/1272997377939543107?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1272997377939543107?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 17, 2020	No	No	No	Yes	Yes	Twenty-three	No	Video featuring multiple colors of the rainbow featuring both brong and black moving together in lines and squares	Yes	Simple, direct	More: change dialogue empathy equity expression understanding momentum Pride	<a href="https://twitter.com/Microsoft/status/1273413398265552896?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1273413398265552896?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 17, 2020	Yes	No	No	Yes	Yes	Twenty-two	Yes	Photo of a protest with the words Black Lives Matter over it, linking to the Black Lives Matter website	Yes	Direct, informative, serious	The Black Lives Matter Global Network builds power to bring justice, healing, and freedom to Black people across the globe.  We're using our platform to shine light on organizations that are advancing social justice.	<a href="https://twitter.com/Microsoft/status/1273288014320603136?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1273288014320603136?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>
June 17, 2020 - Thread from row 45 - 47	No	No	No	No	No	Twenty-three	No	Photo of Microsoft employee with a text quote reading "Protests happen when there's no justice"	Yes	Indirect, serious	"Why do you feel the need to protest?"  Sophia's answer: for equity for all.  LGBTQ+ people at Microsoft encourage us all to stand up for justice. #Pride	<a href="https://twitter.com/Microsoft/status/1273417933717422087?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w">https://twitter.com/Microsoft/status/1273417933717422087?s=20&amp;t=ikJE_njsRyzMBFwXQhu8w</a>

June 17, 2020	No	No	No	No	No	Twenty-three	No	None	Yes	Indirect, serious, emotional	"Protests happen when all other avenues are exhausted and there's simply no other way to get your voice across. The first Pride sparked a revolution, which led to a wave of change. So we need to show up, to speak up, to demand and fight for more."	<a href="https://twitter.com/Microsoft/status/1273341795015901185?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1273341795015901185?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 17, 2020	No	No	No	No	No	Twenty-three	No	None. link to Microsoft website.	Yes	Indirect, serious, emotional	"In 2020, being an out Korean American transgender immigrant woman is still a radical act of social defiance. But it shouldn't be. That's why I protest—for equity for all."	<a href="https://twitter.com/Microsoft/status/1273341795905093637?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1273341795905093637?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 18, 2020	No	No	No	No	No	Twenty-four	No	Photos of Salvation Army worker helping a woman outside the Salvation Army	No	Informative	The Salvation Army staff members around the world are using #MicrosoftTeams to stay connected as they provide resources to those in need. Learn more: <a href="https://msfi.it/6007FYWmb">https://msfi.it/6007FYWmb</a>	<a href="https://twitter.com/Microsoft/status/1273662509187239937?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1273662509187239937?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020 - A Tweet thread encompassing Row 62 - 71	No	No	No	Yes	Yes	Twenty-five	No	None	No	Direct, informative, serious	Juneteenth. A thread.	<a href="https://twitter.com/Microsoft/status/1274009901316976642?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009901316976642?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	Yes	No	Yes	Yes	Twenty-five	No	None	No	Direct, informative, serious	Juneteenth, also known as Freedom Day, originated June 19, 1865, to recognize the day the last remaining enslaved African Americans in the US were made aware of the signing of the Emancipation Proclamation more than two years prior.	<a href="https://twitter.com/Microsoft/status/1274009903397351424?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009903397351424?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	Yes	No	Yes	Yes	Twenty-five	No	None	No	Direct, informative, serious	This occurred in Texas – the most remote of the Confederate states – when Union troops arrived in Galveston Bay and read the federal orders.	<a href="https://twitter.com/Microsoft/status/1274009906467663879?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009906467663879?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	Yes	No	Yes	Yes	Twenty-five	No	None	No	Direct, informative, serious	The reality of systemic injustice against the Black and African American community in 1865 and prior, persists today.	<a href="https://twitter.com/Microsoft/status/1274009912670994437?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009912670994437?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	No	None	Yes	Direct, informative, serious	Here are a few resources to spark learning and further engagement:	<a href="https://twitter.com/Microsoft/status/1274009915359547393?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009915359547393?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	None	Yes	Direct, informative, serious	Read: the book Juneteenth by Ralph Ellison	<a href="https://twitter.com/Microsoft/status/1274009920443039750?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009920443039750?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	None	Yes	Direct, informative, serious	Watch: the movie Just Mercy about Bryan Stevenson	<a href="https://twitter.com/Microsoft/status/1274009924071116800?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009924071116800?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	None	Yes	Direct, informative, serious	Listen: to NPR podcast Code Switch	<a href="https://twitter.com/Microsoft/status/1274009928760360960?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009928760360960?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	None	Yes	Direct, informative, serious	Explore: the virtual exhibits in the National Museum of African American History and Culture	<a href="https://twitter.com/Microsoft/status/1274009933961297921?s=20&amp;ikjE_njsRyzMBFwXOhu8w">https://twitter.com/Microsoft/status/1274009933961297921?s=20&amp;ikjE_njsRyzMBFwXOhu8w</a>










	Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.	Sample of key language used.	Link to Post		
Social Media + Post date														
Facebook														
June 17, 2020	No	No	No	No	No	Twenty-three	No	Flyer featuring information about Target's pay and benefits.	No	Direct, informative.	"Today we're announcing that we're permanently increasing our starting pay to \$15 per hour for all U.S. team members starting July 5, plus additional benefits. Click for more details" <a href="https://tgt.biz/8P9rr">https://tgt.biz/8P9rr</a>			
June 17, 2020	No	Yes	No	No	Yes	Twenty-three	No	Target employees handing out filled target bags.	Yes	Direct, informative.	"We will continue to work with our team, communities and partners to address longstanding systematic issues, to promote equity that enables shared prosperity and opportunity. Click to learn more about our ongoing support to create lasting change. <a href="https://tgt.biz/utz8">https://tgt.biz/utz8</a> "			
June 21, 2020	No	No	No	No	No	Twenty-seven	No	Four photos of fathers with young children.	No	Simple, friendly.	"Happy Father's Day. Share your fave pic with dad."			
June 24, 2020	No	No	No	Yes	Yes	Thirty	No	Two featuring text and eight featuring black owned businesses to support.	Yes	Direct, informative.	Caption: "This week (and beyond) we're sharing Black-owned or founded brands we & support. It's part of our continued commitment to use our size, scale & resources to create lasting change." Graphic: "This week (and beyond) we're sharing Black-owned or founded brands we & support." and "This is just the start How Black brands, founders, creatives, artists, guests & team members show up in social content will be an ongoing and evolving effort."			
Totals: 4 posts between June 25, 2020 and May 25, 2020	0% of posts mention Black Lives Matter.	25% of posts mention systematic racism or racial inequality	0% of posts mention George Floyd.	25% of posts mention the African American community.	50% of posts show solidarity for the African American community.		0% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	50% of posts use action-oriented language.	Posts are mainly direct and informative.				
Instagram														
May 26, 2020	No	No	No	No	No	One	No	Video of a cat being pushed in a cardboard box.	No	Simple, friendly.	"Beep beep. Delivery coming through. Thanks. @fireballer_cat "	<a href="https://www.instagram.com/p/CAqmU0gARZh?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAqmU0gARZh?igshid=YmMyMTA2M2Y=</a>		
May 29, 2020	No	No	No	No	Yes	Four	No	Graphic featuring quote attributed to Target CEO.	Yes	Indirect, simple.	Caption: "We are a community in pain. That pain is not unique to the Twin Cities—it extends across America. And as a team we've vowed to face pain with purpose." Click the link in our bio to read a note from Target CEO Brian Cornell." Graphic: "As a team we've vowed to face pain with purpose."	<a href="https://www.instagram.com/p/CAv7dzzg34U?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAv7dzzg34U?igshid=YmMyMTA2M2Y=</a>		
June 4, 2020	Yes	No	Yes	Yes	Yes	Ten	No	Red box with text.	Yes	Direct, informative.	Caption: "Today is about coming together to honor George Floyd's life and family. Tomorrow is about sharing the actions we're taking to partner with Black communities on resources needed to heal, build, and grow. We believe Black lives matter." Graphic: "Target stands against racism and stands with Black families, Communities, and out Team Members."	<a href="https://www.instagram.com/p/CBBM9BHgKnT?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBBM9BHgKnT?igshid=YmMyMTA2M2Y=</a>		

June 5, 2020	No	Yes	No	Yes	Yes	Eleven	No	Red box with text.	Yes	Direct, informative.	Caption: "Target will continue to work with our team, communities and partners to address longstanding systemic issues, to promote equity that enables shared prosperity and opportunity. Click the link in our bio to see what we're doing next." Graphic: "Today we announce a \$10 million commitment and ongoing resources to advance social justice, rebuilding and recovery."	<a href="https://www.instagram.com/p/CBDue6fAL30/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CBDue6fAL30/?igshid=YmMyMTA2MzY=</a>
June 10, 2020	No	Yes	No	No	Yes	Sixteen	No	Pictures of Target employees handing out aid bags with text added.	Yes	Indirect, informative	Caption: "Click the link in bio to learn more of our commitment to helping rebuilding efforts and social justice." Graphic: "Over the weekend, team member volunteers helped distribute fresh food and essentials to the community in the parking lot of our Lake Street store in our hometown Minneapolis. Just one way we're serving and supporting our communities. its part of our commitment to heal and create lasting change."	<a href="https://www.instagram.com/p/CB0keZGARUJZ2/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CB0keZGARUJZ2/?igshid=YmMyMTA2MzY=</a>
June 17, 2020	No	No	No	Yes	Yes	Twenty-three	No	Two featuring text and eight featuring black owned businesses to support.	Yes	Direct, informative.	Caption: "This week (and beyond) we're sharing Black-owned or founded brands we & support. It's part of our continued commitment to use our size, scale & resources to create lasting change." Graphic: "This week (and beyond) we're sharing Black-owned or founded brands we & support." and "This is just the start"	<a href="https://www.instagram.com/p/CBixyvtg2jT/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CBixyvtg2jT/?igshid=YmMyMTA2MzY=</a>
June 21, 2020	No	No	No	No	No	Twenty-seven	No	Four photos of fathers with young children.	No	Simple, friendly.	"From teaching us to ride a bike to letting us push the cart down the aisles, thank you for all the countless smiles. Happy Father's Day. "	<a href="https://www.instagram.com/p/CBs3CNlqBjL12/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CBs3CNlqBjL12/?igshid=YmMyMTA2MzY=</a>
June 24, 2020	No	No	No	Yes	Yes	Thirty	No	Graphic featuring black owned businesses and their founders.	Yes	Direct, informative, friendly.	"On this week's Black-owned or founded brands to follow, share & support - Meet the founders behind the brand. "	<a href="https://www.instagram.com/p/CB016oM4Ubk2/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CB016oM4Ubk2/?igshid=YmMyMTA2MzY=</a>
June 25, 2020	No	No	No	No	No	Thirty-one	No	Rainbow box featuring quote attributed to Marsha P. Johnson.	No	Direct, informative.	Caption: Taking pride is not only a celebration of how far we've come, it is also a reminder of how far we have to go. Together, we #TakePride and continue our longstanding commitment to the LGBTQ+ community. We're proud to support @glsen with a \$100,000 donation to help their mission to create inclusion and safety for all. Visit our link in bio to learn more." Graphic: "No pride for some of us without liberation for all of us."	<a href="https://www.instagram.com/p/CB3yblpAwBu/?igshid=YmMyMTA2MzY=">https://www.instagram.com/p/CB3yblpAwBu/?igshid=YmMyMTA2MzY=</a>
Totals: 9 posts between June 25, 2020 and May 25, 2020	11% of posts mention Black Lives Matter.	22% of posts mention systematic racism or racial inequality	11% of posts mention George Floyd.	44% of posts mention the African American community.	67% of posts show solidarity for the African American community.		0% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	67% of posts use action-oriented language.	Posts are mainly direct and informative.		
<b>Twitter</b>												
May 26, 2020	No	No	No	No	No	One	No	No	No	Simple	"Roses are red, violets are blue, hope you have a good day and we miss you, too."	
May 29, 2020 (Retweeted from the Target News Twitter account)	No	No	No	No	Yes	Four	No	Graphic featuring quote attributed to Target CEO.	Yes	Indirect, simple.	Caption: "We are a community in pain. That pain is not unique to the Twin Cities—it extends across America. And as a team we've vowed to face pain with purpose." "Read a note from Target CEO Brian Cornell." Graphic: "As a team we've vowed to face pain with purpose."	
June 5, 2020 (Retweeted from the Target News Twitter account)	No	No	No	Yes	Yes	Eleven	Yes	Red box featuring white text.	Yes	Direct, informative.	Caption: "@Target stands with Black families, communities and team members, and we're committed to using our size, scale and resources to help heal and create lasting change. Click to see what we're doing next: tgt.biz/6ntuj" Graphic: "We're investing \$10 million to support long-standing partners like the National Urban League and the African American Leadership Forum, plus new partners in our hometown and across the country. We're providing 10,000 hours of pro-bono consulting services for Black- and people of color-owned small businesses, helping with rebuilding efforts."	
June 5, 2020 (Retweeted from the Target News Twitter account)	No	No	Yes	Yes	Yes	Eleven	No	Image of the Target Minneapolis headquarters.	No	Direct.	"The lights atop our MPLS HQ glow this weekend in honor of George Floyd, Ahmaud Arbury, Breonna Taylor and all whose lives were cut short, and to signal the hard work ahead to help heal our communities and create lasting change."	
June 16, 2020 (Retweeted from the Target News Twitter account)	No	Yes	No	No	Yes	Twelve	No	Red box featuring a quote attributed to the Target CEO.	Yes	Direct, informative.	Caption: "@Target is proud to recognize Juneteenth as an official annual company holiday. Hourly team members scheduled to work that day will be paid holiday premium pay as stores + DCs remain open. U.S. HQ locations are closed in observance. Click for details: tgt.biz/m5ywn66" Graphic: "We recognize that the racial trauma the country is experiencing now is not new, but throughout recent weeks there has been a sense that this time is, and has to be, different. Juneteenth takes on additional significance in this moment, and moving now to recognize it on an annual basis is one more important action Target can take as a company to help the country live up to the ideal of moving forward in a new way." Target CEO Brian Cornell"	





	Mentions Black Lives Matter?	Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.	Sample of key language used	Link to post
Press Release	No		Yes	Yes	Yes, the whole statement.	Six	No	None	Yes	Direct, informative		
		The pain of the last week reminds us how far our country has to go to give every person the freedom to live with dignity and peace. It reminds us yet again that the violence Black people in America live with today is part of a long history of racism and injustice. We all have the responsibility to create change.	We stand with the Black community -- and all those working towards justice in honor of George Floyd, Breonna Taylor, Ahmaud Arbery and far too many others whose names will not be forgotten.	It reminds us yet again that the violence Black people in America live with today is part of a long history of racism and injustice. We all have the responsibility to create change. To help in this fight, I know Facebook needs to do more to support equality and safety for the Black community through our platforms.					The organizations fighting for justice also need funding, so Facebook is committing an additional \$10 million to groups working on racial justice. We're working with our civil rights advisors and our employees to identify organizations locally and nationally that could most effectively use this right now. We need to know George Floyd's name. But it's clear Facebook also has more work to do to keep people safe and ensure our systems don't amplify bias.		The pain of the last week reminds us how far our country has to go to give every person the freedom to live with dignity and peace. It reminds us yet again that the violence Black people in America live with today is part of a long history of racism and injustice. We all have the responsibility to create change. We stand with the Black community -- and all those working towards justice in honor of George Floyd, Breonna Taylor, Ahmaud Arbery and far too many others whose names will not be forgotten. To help in this fight, I know Facebook needs to do more to support equality and safety for the Black community through our platforms. As hard as it was to watch, I'm grateful that Darnella Frazier posted on Facebook her video of George Floyd's murder because we all needed to see that. We need to know George Floyd's name. But it's clear Facebook also has more work to do to keep people safe and ensure our systems don't amplify bias. The organizations fighting for justice also need funding, so Facebook is committing an additional \$10 million to groups working on racial justice. We're working with our civil rights advisors and our employees to identify organizations locally and nationally that could most effectively use this right now. I know that \$10 million can't fix this. It needs sustained, long term effort. One of the areas Priscilla and I have personally worked on and where racism and racial disparities are most profound is in the criminal justice system. I haven't talked much about our work on this, but the Chan Zuckerberg Initiative has been one of the largest funders, investing ~\$40 million annually for several years in organizations working to overcome racial injustice. Priscilla and I are committed to this work, and we expect to be in this fight for many years to come. This week has made it clear how much more there is to do. I hope that as a country we can come together to understand all of the work that is still ahead and do what it takes to deliver justice -- not just for families and communities that are grieving now, but for everyone who carries the burden of inequality.	
		We have so far to go to overcome racial injustice in America and around the world, and we all have a responsibility and opportunity to change that. I believe our platforms will play a positive role in this, but we have work to do to make sure our role is as positive as possible. These ideas are a starting point and I'm sure we'll find more to do as we continue on this journey.		To members of our Black community: I stand with you. Your lives matter. Black lives matter.	We have so far to go to overcome racial injustice in America and around the world, and we all have a responsibility and opportunity to change that. I believe our platforms will play a positive role in this, but we have work to do to make sure our role is as positive as possible. These ideas are a starting point and I'm sure we'll find more to do as we continue on this journey.	Eleven			Many of you have asked what concrete steps we can start working on to improve our products and policies. I want to share more about the seven areas I discussed at Q&A that we're focusing on initially. Based on feedback from employees, civil rights experts and subject matter experts internally, we're exploring the following areas, which fit into three categories: ideas related to specific policies, ideas related to decision-making, and proactive initiatives to advance racial justice and voter engagement. I want to be clear that while we are looking at all of these areas, we may not come up with changes we want to make in all of them. — Includes a long list of policy changes.		I want to acknowledge the real pain expressed by members of our community. I also want to acknowledge that the decision I made last week has left many of you angry, disappointed and hurt. So I am especially grateful that, despite your heartfelt disagreement, you remain focused on taking positive steps to move forward. That can't be easy, so I just want to say I hear you and I'm grateful.	
		Mentions systematic racism or racial inequality?	Mentions George Floyd?	Mentions the African American community?	Shows solidarity for the African American community?	Released how many days since the murder?	Spotlights external organization fighting racial injustice?	Graphic	Uses action-oriented language?	Description of language.	Sample of key language used.	Link to Post
Social Media + Post date Facebook												
May 27, 2020	No	No	No	No	No	Six	No	Video	No	Simple	It's inspiring to see how we're all moving forward together. From the CHEERS for the Frontline! Facebook Group, to the Parenting under Quarantine, to the Class of 2020 Parents Support Group — in these and so many other ways, our community has so much to be proud of. #MoreTogether	
June 4, 2020	Yes	Yes	No	Yes	Yes	Ten	No	Black text with white words overlaid.	Yes	Serious, informative	Caption: We stand against racism, and in solidarity with the Black community. Let's amplify the voice of Black people, and fight systemic inequality in our world. #ShareBlackStories matter. We stand with the Black community.	

June 15, 2020	No	Yes	No	Yes	Yes	Twenty-one	Yes	Video	Yes	Serious, informative	<p>This upcoming Friday is Juneteenth, a day that marks the anniversary of when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American Slavery. In honor of the freedom this day represents, we've curated 19 ways to start commemorating:</p> <ol style="list-style-type: none"> <li>1. Start by learning about this important day in America's history: <a href="https://bit.ly/37wqcD">https://bit.ly/37wqcD</a>.</li> <li>2. Celebrate #Juneteenth by supporting Black entrepreneurs across the country or even better, find a Black-owned business in your own neighborhood: <a href="https://bit.ly/3fn8MDe">https://bit.ly/3fn8MDe</a>.</li> <li>3. Enjoy art created by Black Americans, such as the Miss Juneteenth film: <a href="https://bit.ly/2M0r0N6">https://bit.ly/2M0r0N6</a>.</li> <li>4. Share this foodie fact: Red food and drinks are a tradition on Juneteenth as they are a symbol of perseverance: <a href="https://nyti.ms/30l1doe">https://nyti.ms/30l1doe</a>.</li> <li>5. Spread the word: Juneteenth is referred to as Freedom Day or the Black Fourth of July. Learn more from How Stuff Works: <a href="https://bit.ly/2MUEHyX">https://bit.ly/2MUEHyX</a>.</li> <li>6, 7 &amp; 8: Get inspiration for your Juneteenth meals from Tabitha Brown, Kwame Onwuachi (<a href="https://bit.ly/2ACy5m8">https://bit.ly/2ACy5m8</a>) and Ayesha Curry.</li> <li>9 &amp; 10: Learn more about the genius Black minds behind some of the most common objects in our lives. Like the three light traffic-light invented by Garrett Morgan or the carbon light bulb by Lewis Latimer: <a href="https://bit.ly/30AdlGi">https://bit.ly/30AdlGi</a>.</li> <li>11 &amp; 12: Take some time to listen to Stevie Wonder, the first Black artist to win a Grammy award for album of the year in 1973 (<a href="https://spoti.fi/37u9BHW">https://spoti.fi/37u9BHW</a>) or listen to this version of the Black National Anthem, Lift Every Voice and Sing (<a href="https://bit.ly/30J4JNx">https://bit.ly/30J4JNx</a>) performed by June's Diary and members of Facebook Groups.</li> <li>13, 14 &amp; 15: Juneteenth celebrations can't be stopped. Here are a few examples of how to take your community's celebration virtual: Juneteenth Week 2020, the Juneteenth Jubilee Live! or the ARA Juneteenth Virtual Art Show.</li> <li>16. Create a tradition. The 19th is often celebrated in Texas and across the South with parades, bands, BBQ and cups of red punch.</li> <li>17. Ask your company to commemorate Juneteenth in a meaningful way. Facebook will commemorate Juneteenth with a day of learning. We're cancelling all meetings and engaging in conversation about the history, experiences and issues that Black Americans still face.</li> <li>18. Inspire the next generation. Facebook Groups like Black Teachers Rock are working to empower our children and create a future with racial equality.</li> <li>19. Learn &amp; reflect. Take a moment this Friday, June 19th, to reflect on this historic day and how we can continue to celebrate and recognize the incredible Black Americans in our communities.</li> </ol>	
June 16, 2020	No	No	No	Yes	No	Twenty-two	No	Dads with children	No	Simple	<p>From first friend to fiercest advocate, this Father's Day we celebrate the dads and father figures in our lives alongside Facebook Groups like Black Fathers, Strong Fathers Strong Daughters, and Parents Supporting Parents. #HappyFathersDay #MoreTogether</p>	
June 18, 2020	No	Yes	No	Yes	Yes	Twenty-four	Yes	Video	Yes	Serious, informative	<p>Black culture is a cornerstone of American culture. #Juneteenth is a day that marks the anniversary of when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American slavery. In honor of the freedom this day represents, we've curated 19 ways to enjoy and celebrate the work of Black artists:</p> <ol style="list-style-type: none"> <li>1. Read Maya Angelou's book, I Know Why the Caged Bird Sings (<a href="https://bit.ly/2G5Uct">https://bit.ly/2G5Uct</a>).</li> <li>2 &amp; 3. Essential reading now and always: How to Be an Antiracist and Stamped from the Beginning by Ibram X. Kendi aid allies to continue the journey towards true equality (<a href="https://bit.ly/2LUP17x">https://bit.ly/2LUP17x</a>).</li> <li>4. A letter to the next generation: Ta-Nehisi Coates's Between the World and Me was inspired by James Baldwin's work and takes the form of a letter from Coates to his young son as he tries to make his way in this world (<a href="https://bit.ly/3ddlwdc">https://bit.ly/3ddlwdc</a>).</li> <li>5. Read a poetic response to Black America's everyday: "Citizen: An American Lyric" by Claudia Rankine (<a href="https://bit.ly/2UVxuCV">https://bit.ly/2UVxuCV</a>).</li> <li>6. Sit down with Jada, Willow, &amp; Gammy for Red Table Talk as they continue their difficult yet necessary conversations across generations on Facebook Watch.</li> <li>7 &amp; 8. Watch the work of incredible Black filmmakers and performers: If Beale Street Could Talk and The Last Black Man in San Francisco.</li> <li>9. Bryan Stephenson's work on criminal justice reform is captured in the Hollywood film Just Mercy. It's streaming for free right now (<a href="https://bit.ly/2Y0oYCr">https://bit.ly/2Y0oYCr</a>) and will make you want to read all about Stephenson and his activism with the Equal Justice Initiative.</li> <li>10. Listen: Kid Fury and Crissle from "The Read" give their take on hip-hop and pop culture's most trying stars (<a href="https://bit.ly/3ebu9V">https://bit.ly/3ebu9V</a>).</li> <li>11 &amp; 12. Keep Listening: Self care and no judgement: Listen to the Gettin' Grown or Hood x Holistic (<a href="https://spoti.fi/3deuCb1">https://spoti.fi/3deuCb1</a>) podcasts as they learn how to adult and create a safe space for sharing.</li> <li>13 &amp; 14. Get involved: Join groups like WOC Podcasters or Black Artists Connected and start your own creative journey with the support of other Black creators.</li> <li>15, 16, 17, 18 &amp; 19. Follow the incredible work of artists, Nikkolas Smith (<a href="https://bit.ly/3dg0nQt">https://bit.ly/3dg0nQt</a>), Shae (<a href="https://bit.ly/2N3YBYi">https://bit.ly/2N3YBYi</a>), Jade Purple Brown (<a href="https://bit.ly/3ecTWf">https://bit.ly/3ecTWf</a>), Simone Saunders (<a href="https://bit.ly/3hG1pHJ">https://bit.ly/3hG1pHJ</a>) and Temi Coker (<a href="https://bit.ly/2ChtAG">https://bit.ly/2ChtAG</a>) as they bring pride and purpose to our Feed.</li> </ol>	
June 19, 2020	No	Yes	No	Yes	Yes	Twenty-five	Yes	Video	Yes	Serious, informative	<p>To commemorate the 155th anniversary of #Juneteenth, Dr. Angela Davis and Tamika D Mallory join Willow, Jada and Gammy at the Red Table to discuss the current state of race in the US. Join the Red Table Talk conversation here on Facebook. #LiftBlackVoices Today's special episode of Red Table Talk features potentially upsetting, graphic imagery. While these moments may be uncomfortable to watch, they are representative of the real struggles faced by the Black community in America. Viewer discretion is advised.</p>	<a href="https://fb.watch/iBqOqZskX7/">https://fb.watch/iBqOqZskX7/</a>
June 19, 2020	No	Yes	No	Yes	Yes	Twenty-five	Yes	Video	Yes	Serious, informative	<p>Don't miss the Black Queer Town Hall this weekend! Join Bob The Drag Queen, Miss Peppermint and more for a three-day series of roundtable discussions centered around Black queer thinkers, artists, community leaders and advocates as well as outspoken allies. Join in on GLAAD's Facebook Page beginning Friday at 6p EST. #LiftBlackVoices</p>	<a href="https://fb.watch/iBrNZxBGp9/">https://fb.watch/iBrNZxBGp9/</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	Video	Yes	Serious, informative	<p>The cast of ABC's black-ish joins Executive Producer Peter Saji for a behind the scenes discussion of their iconic #Juneteenth special. Find out why the cast thinks the episode continues to be shared year after year and the importance of normalizing Juneteenth in American culture now on Facebook. #LiftBlackVoices</p>	<a href="https://fb.watch/iBr3Twn4G/">https://fb.watch/iBr3Twn4G/</a>

June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	Video	Yes	Serious, informative	Too often the views and opinions of the Black community go unheard and underrepresented. We're committing to #LiftBlackVoices, starting with Temi, a visual artist and educator living in Texas sharing what #Juneteenth means to him. Let's listen, share and grow together.  Celebrate freedom by taking action. Today marks the anniversary when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American slavery. In honor of #Juneteenth, we've curated 19 ways to take action as we push for equality for all Black Americans: 1. Sign this petition to make Juneteenth a National Holiday or ask your workplace to hold a day of education. Facebook will commemorate Juneteenth with a day of learning. We're cancelling all meetings and engaging in conversation about the history, experiences and issues that Black Americans still face ( <a href="https://bit.ly/2ClACBM">https://bit.ly/2ClACBM</a> ). 2 & 3. Give your support to fundraisers driving change: Equal Justice Initiative ( <a href="https://bit.ly/2Yg2vn2">https://bit.ly/2Yg2vn2</a> ) and The Bail Project ( <a href="https://bit.ly/2YOnHzf">https://bit.ly/2YOnHzf</a> ). 4, 5 & 6. Some of us may not be able to honor the moment outdoors but that won't stop commemorating Juneteenth online: Get moving with Dance for Black Lives Matter, get together with Juneteenth 2020: Stay Black and Live, or you could even host your own virtual event. 7 & 8. Volunteering at a local or national organization can help bring about the change you want to see in America. Black Voters Matter ( <a href="https://bit.ly/2Bp6Zx">https://bit.ly/2Bp6Zx</a> ) and Black Girls Code ( <a href="https://bit.ly/2AFj1o0">https://bit.ly/2AFj1o0</a> ) are two of the amazing organizations empowering Black America. 9 & 10. Community Matters: Join Facebook Groups like My Block, My Hood, My City and Be The Bridge or take inspiration from their approach before starting your own community efforts. Together we can decide what comes next. 11. Amplify Black Voices: It might sound simple but sharing a friend or community member's post helps to amplify Black voices and expose allies to important perspectives ( <a href="https://bit.ly/2YPGa7">https://bit.ly/2YPGa7</a> ). 12. Educate friends about the history of Juneteenth. Many are only just starting to appreciate the importance of this day in American history. Let's keep raising awareness of the significance of Juneteenth ( <a href="https://bit.ly/37wqcd">https://bit.ly/37wqcd</a> ). 13. At a time when so many small business owners are trying to survive, we can all help by supporting Black businesses online or in the local area ( <a href="https://bit.ly/3fm8MDe">https://bit.ly/3fm8MDe</a> ). 14. Freedom should be recognized: Host a virtual Juneteenth event for your friends and local community to learn about the true history of the day. 15. Lend your voice to push for change: Silence does nothing to move us closer to equality. You can create petitions, join protests, hold events and conversations, or give your energy to local organizations. Just make sure to take action. 16, 17 & 18. People to follow: Rachel Elizabeth Cargle, Angela Davis and The Conscious Kid are bringing change and speaking up for Black Americans. Make sure you follow them to stay informed on the latest civil rights issues. 19. Know your rights and help fight for the rights of others. Without educating ourselves on our rights, we cannot ensure that all in this country are free ( <a href="https://bit.ly/2N7xtY1">https://bit.ly/2N7xtY1</a> ).  "It's important to lift Black voices in the community, because without our voices being heard there will be no change." Meet Areli, activist and co-founder of a Facebook Group for young justice advocates. In this video, Areli shares the importance of Black voices being elevated and tells us what we can all do to get involved in the fight for equality. #LiftBlackVoices To learn more about racial justice issues and ways you can take action, visit Lift Black Voices: <a href="http://www.facebook.com/liftblackvoices">www.facebook.com/liftblackvoices</a> .	<a href="https://fb.watch/Brts5QyA/">https://fb.watch/Brts5QyA/</a>
June 19, 2020	Yes	Yes	No	Yes	Yes	Twenty-five	Yes	Video	Yes	Serious, informative	"It's important to lift Black voices in the community, because without our voices being heard there will be no change." Meet Areli, activist and co-founder of a Facebook Group for young justice advocates. In this video, Areli shares the importance of Black voices being elevated and tells us what we can all do to get involved in the fight for equality. #LiftBlackVoices To learn more about racial justice issues and ways you can take action, visit Lift Black Voices: <a href="http://www.facebook.com/liftblackvoices">www.facebook.com/liftblackvoices</a> .	<a href="https://fb.watch/Brts5QyA/">https://fb.watch/Brts5QyA/</a>
June 22, 2020	No	Yes	No	Yes	Yes	Twenty-eight	Yes	Video	Yes	Serious, informative	"It's important to lift Black voices in the community, because without our voices being heard there will be no change." Meet Areli, activist and co-founder of a Facebook Group for young justice advocates. In this video, Areli shares the importance of Black voices being elevated and tells us what we can all do to get involved in the fight for equality. #LiftBlackVoices To learn more about racial justice issues and ways you can take action, visit Lift Black Voices: <a href="http://www.facebook.com/liftblackvoices">www.facebook.com/liftblackvoices</a> .	<a href="https://fb.watch/Brts5QyA/">https://fb.watch/Brts5QyA/</a>
Totals: 11 posts between June 25, 2020 and May 25, 2020, 10 related	18% of posts mention Black Lives Matter.	67% of posts mention systematic racism or racial inequality	0% of posts mention George Floyd.	91% of posts mention the African American community.	82% of posts show solidarity for the African American community.		73% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	82% of posts use action-oriented language.	Posts are mainly direct and informative.		
<b>Instagram</b>												
May 26, 2020	No	No	No	No	No	One	No	Animated illustration picturing people inside a house.	No	Simple, friendly	Thank you to everyone in the Parenting Under Quarantine Facebook Group for all the ideas to keep childhood magical. Who would you like to thank today? #MoreTogether	<a href="https://www.instagram.com/p/CAqM9fLHCum/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAqM9fLHCum/?igshid=YmMyMTA2M2Y=</a>
May 26, 2020	No	No	No	No	No	One	No	Video of influencers creating their favorite comfort dishes.	No	Direct, informative	In support of #MentalHealthAwareness Month @iamtabithabrown and @cateora are whipping up some of their favorite comfort foods alongside the Bon Appétist and Quarantine Cuisine Facebook Groups – because good food can make all the difference to the mind and soul. #MoreTogether	<a href="https://www.instagram.com/p/CAq3noXHr6E/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAq3noXHr6E/?igshid=YmMyMTA2M2Y=</a>
May 27, 2020	No	No	No	No	No	Two	No	Video of a man leading a meditative exercise.	No	Direct, informative	Ahh. Drink in a moment of calm with @deepkachopra and the Covid-19 Emotional/Mental Health Support Group Facebook Group. In support of Mental Health Awareness Month, Deepak is sharing some quick tips to help you disconnect, find your balance, and stay healthy at home. #MoreTogether	<a href="https://www.instagram.com/p/CAfM1PnJ0/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAfM1PnJ0/?igshid=YmMyMTA2M2Y=</a>
May 29, 2020	No	No	No	Yes	Yes	Four	No	Video of celebrity influencer speaking about mental health within the black community.	No	Direct, informative	In support of #MentalHealthAwareness Month @tarajiphenson is answering questions from the Black Women and Mental Health and Black Millennials Mental Health Facebook Groups. Joined by @trevornoah, she tackles important issues, shares advice on how to break the stigma around wellbeing in the black community, and the importance of self love. #MoreTogether	<a href="https://www.instagram.com/p/CAyTjaVnknW/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAyTjaVnknW/?igshid=YmMyMTA2M2Y=</a>

May 29, 2020	No	No	No	No	No	Four	No	Animated illustration of a woman working out with her dog.	No	Simple, friendly	How are you staying fit during quarantine? Thank you Sue C. for sharing your quarantine workout hack in the Stay at Home Workouts Facebook Group. #MoreTogether	<a href="https://www.instagram.com/p/CAyidsWtHbf/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CAyidsWtHbf/?igshid=YmMyMTA2M2Y=</a>
June 1, 2020	Yes	Yes	Yes	Yes	Yes	Seven	No	Black box featuring white text.	Yes	Direct, informative, serious	Caption: "#BlackLivesMatter" Graphic: We stand against racism. We stand with out Black community – and all those working toward justice in honor of George Floyd, Breonna Taylor, Ahmaud Arbery and far too many other whose names will not be forgotten. Facebook is committing \$10 million to efforts focused on ending racial injustice and lifting Black voices. We are working with civil rights advisors and employees and will post here the organizations and groups who will receive the contribution, along with ways you can help support."	<a href="https://www.instagram.com/p/CA6JF6yHPrO/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CA6JF6yHPrO/?igshid=YmMyMTA2M2Y=</a>
June 4, 2020	Yes	Yes	No	Yes	Yes	Ten	No	Black box featuring white text.	Yes	Direct, informative, serious	Caption: "We stand against racism, and in solidarity with the Black community. Let's amplify the voice of Black people, and fight systemic inequality in our world. #ShareBlackStories." Graphic: "Black lives matter. We stand with the Black community."	<a href="https://www.instagram.com/p/CBCNIFrnJ5/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBCNIFrnJ5/?igshid=YmMyMTA2M2Y=</a>
June 15, 2020	No	Yes	No	Yes	Yes	Twenty-one	No	Photo of a musician.	Yes	Direct, informative, serious	This upcoming Friday is #Juneteenth, a day that marks the anniversary of when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American Slavery. In honor of the freedom this day represents, we've curated 19 ways to start commemorating.	<a href="https://www.instagram.com/p/CBd4JwwH39/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBd4JwwH39/?igshid=YmMyMTA2M2Y=</a>
June 16, 2020	No	No	No	No	No	Twenty-two	No	Photo of a man with his daughter.	No	Simple, direct	From first friend to fiercest advocate, this Father's Day we celebrate the dads and father figures in our lives alongside Facebook Groups like Black Fathers, Strong Fathers Strong Daughters, and Parents Supporting Parents. What does 'Dad' mean to you? #HappyFathersDay #MoreTogether	<a href="https://www.instagram.com/p/CBhJxvdHAW/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBhJxvdHAW/?igshid=YmMyMTA2M2Y=</a>
June 17, 2020	No	No	No	No	No	Twenty-three	No	Photo of a man with his daughter.	No	Simple, direct	Happy Father's Day to all the dads who lead with love and by example. Today, we celebrate you. With love, Strong Fathers, Strong Daughters, Girls Who Travel, Parents Supporting Parents and many more Facebook Groups. #GirlDad #HappyFathersDay #MoreTogether	<a href="https://www.instagram.com/p/CBwTSSnRP4/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBwTSSnRP4/?igshid=YmMyMTA2M2Y=</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	Photo of the visual artist mentioned in the caption.	Yes	Direct, informative, serious	Too often the views and opinions of the Black community go unheard and underrepresented. We're committing to #LiftBlackVoices, starting with @temi.coker, a visual artist and educator living in Texas sharing what #Juneteenth means to him. Let's listen, share and grow together.	<a href="https://www.instagram.com/p/CBn_PEnNo/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBn_PEnNo/?igshid=YmMyMTA2M2Y=</a>
June 20, 2020	No	No	No	Yes	No	Twenty-six	No	Video featuring men and their children.	No	Simple, direct	Happy Dad's Day to all the dads taking on fatherhood together in First Time Dads, Geek Dads, Happy Dads, Rainbow Dads, Dope Black Dads, Bass Fishing Dads, Dragon Dads, Strong Fathers, Strong Daughters, Black Fathers, and Dads Supporting Dads Facebook Groups. #HappyFathersDay #MoreTogether #FacebookDadGroups	<a href="https://www.instagram.com/p/CBqdmf5nJS2/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBqdmf5nJS2/?igshid=YmMyMTA2M2Y=</a>
June 20, 2020	No	No	No	No	No	Twenty-six	No	Animated illustration of hands overlapping.	No	Simple, direct	Happy Father's Day to the dads and father figures who raise us, challenge us, shape us, and empower us. Your legacy lives on in the lives you've shaped. Show your gratitude with this card created by illustrator and father of two, @mrahayes #HappyFathersDay #MoreTogether	<a href="https://www.instagram.com/p/CBqIBgH1nV/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBqIBgH1nV/?igshid=YmMyMTA2M2Y=</a>
June 21, 2020	No	No	No	Yes	No	Twenty-seven	No	Video of father and child.	No	Simple, direct	Dear Dad We pay tribute to the dads and father figures who are with us and those who we've lost. We honor the strength, resilience and love that they bring to their families and friends. Happy Father's Day. #HappyFathersDay #LiftBlackVoices #MoreTogether	<a href="https://www.instagram.com/tv/CBt7Kgn1Nu/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/tv/CBt7Kgn1Nu/?igshid=YmMyMTA2M2Y=</a>
June 22, 2020	No	Yes	No	Yes	Yes	Twenty-eight	Yes	Photo of the young activist mentioned in the caption.	Yes	Direct, informative, serious	"It's important to lift Black voices in the community, because without our voices being heard there will be no change..." Meet Areli, activist and co-founder of a Facebook Group for young justice advocates. In this video, Areli shares the importance of Black voices being elevated and tells us what we can all do to get involved in the fight for equality. #LiftBlackVoices	<a href="https://www.instagram.com/p/CBw7c-nfq/?igshid=YmMyMTA2M2Y=">https://www.instagram.com/p/CBw7c-nfq/?igshid=YmMyMTA2M2Y=</a>
Totals: 15 posts between June 25, 2020 and May 25, 2020, 6 related	13% of posts mention Black Lives Matter.	27% of posts mention systematic racism or racial inequality	6% of posts mention George Floyd.	53% of posts mention the African American community.	40% of posts show solidarity for the African American community.		13% of posts spotlight an external organization fighting racial injustice	100% of posts contain a graphic	33% of posts use action-oriented language.	Posts are mainly direct and informative.		
<b>Twitter</b>												
May 26, 2020	No	No	No	No	No	One	No	Animated illustration of people inside.	No	Simple, friendly	Thank you to everyone in the Parenting Under Quarantine Facebook Group for all the ideas to keep childhood magical. Who would you like to thank today? #MoreTogether	<a href="https://twitter.com/facebook/status/1265323561184460800?s=20&amp;t=fvOcuVv-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265323561184460800?s=20&amp;t=fvOcuVv-Bi8RDYd2kBSabQ</a>

May 27, 2020	No	No	No	No	No	Two	No	Photo of individuals on the panel.	No	Direct, informative	Celebrate AAPI Heritage Month on Facebook Live with @AndrewYang, @PadmaLakshmi, @prahalgurung and more on May 28 and May 29. The star-studded panels will discuss the importance of diversity in shaping an open and connected world. Head to @goldhouseco's Facebook Page to join.	<a href="https://twitter.com/facebook/status/1265681673024225282?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265681673024225282?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 27, 2020	No	No	No	No	No	Two	No	Video with information on networking tips.	No	Direct, informative	Professionals in the Freelancing Females Facebook Group got you covered with tips, tricks, networking, job opportunities and overall freelance support.	<a href="https://twitter.com/facebook/status/1265689298864500736?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265689298864500736?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 27, 2020	No	No	No	Yes	No	Two	No	Video with featuring advice.	No	Direct, informative	Professionals in the Black Women Small Business Owners Facebook Group have some advice: find an experienced mentor in the field you'd like to break into. They can be an invaluable resource for someone just starting out!	<a href="https://twitter.com/facebook/status/12656893002318110722?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/12656893002318110722?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 27, 2020	No	No	No	Yes	No	Two	No	No	No	Direct, informative	Hello, 2020 Grads! As you wonder what comes next, Facebook Groups are here to help! The members of the Freelancing Females, Free Resume Review, Learning to Code and Black Women Small Business Owners Facebook Groups have some helpful advice for you! #MoreTogether #Graduation2020	<a href="https://twitter.com/facebook/status/1265689295374839809?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265689295374839809?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 27, 2020	No	No	No	No	No	Two	No	Video featuring resume advice.	No	Direct, informative	Professionals in the Free Resume Review Facebook Group are here to help with all things resume review, interview prep assistance, and job networking — for free. An extra pair of expert eyes is here to help	<a href="https://twitter.com/facebook/status/1265689297388109825?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265689297388109825?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 27, 2020	No	No	No	No	No	Two	No	Video with information about coins	No	Direct, informative	One way to prepare for the future according to the Learning to Code Facebook Group is by learning skills that will help you keep up with a world that's changing fast. Coding is something you can learn online, from anywhere—and Groups like Learning to Code can help.	<a href="https://twitter.com/facebook/status/1265689296024956929?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1265689296024956929?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
May 29, 2020	No	No	No	Yes	Yes	Four	No	Video or Taraji P. Henson speaking about mental health.	No	Direct, informative, serious	"You are worth it." @tarajiphenson and @Trevornoah share words of advice on #MentalHealthAwareness Month as they answer questions from the Black Millennials Mental Health and Black Women and Mental Health Facebook Groups. #MoreTogether	<a href="https://twitter.com/facebook/status/1266459297304608768?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1266459297304608768?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	Yes	No	Yes	Yes	Twenty-one	No	Saxophone player with the text "19 ways to celebrate Juneteenth" overlaid.	No	Direct, informative, serious	This upcoming Friday is Juneteenth, a day that marks the anniversary of when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American Slavery.	<a href="https://twitter.com/facebook/status/1272612513599729666?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612513599729666?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	No	Yes	Twenty-one	Yes	No	Yes	Direct, informative, serious	In honor of the freedom this day represents, we've curated 19 ways to start commemorating. 1. Start by learning about this important day in America's history: <a href="https://bit.ly/37wqweD">https://bit.ly/37wqweD</a> .	<a href="https://twitter.com/facebook/status/1272612515013292034?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612515013292034?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	Yes	No	Yes	Direct, informative, serious	2. Celebrate Juneteenth by supporting Black entrepreneurs across the country or even better, find a Black-owned business in your own neighborhood: <a href="https://bit.ly/3fn8MDE">https://bit.ly/3fn8MDE</a> .	<a href="https://twitter.com/facebook/status/1272612515810172928?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612515810172928?eq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>

June 15, 2020	No	No	No	Yes	Yes	Twenty-one	Yes	No	Yes	Direct, informative, serious	3. Enjoy art created by Black Americans, such as the Miss Juneteenth film: <a href="https://bit.ly/2N0roN6">https://bit.ly/2N0roN6</a> .	<a href="https://twitter.com/facebook/status/127261251664060064?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/127261251664060064?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	No	Yes	Twenty-one	Yes	Link to NYT article featuring visual with red drinks.	Yes	Direct, informative, serious	4. Share this foodie fact: Red food and drinks are a tradition on Juneteenth as they are a symbol of perseverance: <a href="https://nyti.ms/30ldoje">https://nyti.ms/30ldoje</a> .	<a href="https://twitter.com/facebook/status/1272612517336891393?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612517336891393?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	Yes	Link featuring a visual of a hand breaking out of chains.	Yes	Direct, informative, serious	5. Spread the word: Juneteenth is referred to as Freedom Day or the Black Fourth of July. Learn more from How Stuff Works: <a href="https://bit.ly/2MUEHyX">https://bit.ly/2MUEHyX</a> .	<a href="https://twitter.com/facebook/status/1272612518045683712?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612518045683712?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	No	Yes	Twenty-one	Yes		Yes	Direct, informative, serious	6, 7 & 8: Get inspiration for your Juneteenth meals from @lamTabithaBrown, Kwame Onwuachi ( <a href="https://bit.ly/2ACy5m8">https://bit.ly/2ACy5m8</a> ) and @ayeshacurry.	<a href="https://twitter.com/facebook/status/1272612518779736064?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612518779736064?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	Yes		Yes	Direct, informative, serious	9 & 10: Learn more about the genius Black minds behind some of the most common objects in our lives. Like the three light traffic-light invented by Garrett Morgan or the carbon light bulb by Lewis Latimer: <a href="https://bit.ly/30AdlGj">https://bit.ly/30AdlGj</a> .	<a href="https://twitter.com/facebook/status/1272612519480193025?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612519480193025?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	Yes		Yes	Direct, informative, serious	11. Take some time to listen to Stevie Wonder, the first Black artist to win a Grammy award for album of the year in 1964: <a href="https://spoti.fi/37v9BHW">https://spoti.fi/37v9BHW</a> .	<a href="https://twitter.com/facebook/status/1272612520277106688?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612520277106688?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	No	Yes	Twenty-one	Yes		Yes	Direct, informative, serious	13, 14 & 15: Celebrate Juneteenth and take your community's celebration virtual: Juneteenth Week 2020 ( <a href="https://bit.ly/2Y3RFAz">https://bit.ly/2Y3RFAz</a> ), the Juneteenth Jubilee Live! ( <a href="https://bit.ly/2YFvGyT">https://bit.ly/2YFvGyT</a> ) or the ARA Juneteenth Virtual Art Show ( <a href="https://bit.ly/3dbNHdL">https://bit.ly/3dbNHdL</a> ).	<a href="https://twitter.com/facebook/status/1272612521862549595?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612521862549595?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	No	No	Twenty-one	No		Yes	Direct, informative, serious	16. Create a tradition. The 19th is often celebrated in Texas and across the South with parades, bands, BBQ and cups of red punch.	<a href="https://twitter.com/facebook/status/1272612522655285248?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612522655285248?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	No		Yes	Direct, informative, serious	17. Ask your company to commemorate Juneteenth in a meaningful way. Facebook will commemorate Juneteenth with a day of learning. We're cancelling all meetings and engaging in conversation about the history, experiences and issues that Black Americans still face.	<a href="https://twitter.com/facebook/status/1272612523238289408?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612523238289408?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>
June 15, 2020	No	No	No	Yes	Yes	Twenty-one	No		Yes	Direct, informative, serious	18. Inspire the next generation. Facebook Groups like Black Teachers Rock are working to empower our children and create a future with racial equality.	<a href="https://twitter.com/facebook/status/1272612523879960577?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ">https://twitter.com/facebook/status/1272612523879960577?sq=20&amp;t=fvOcuV-y-Bi8RDYd2kBSabQ</a>

June 15, 2020	No	No	No	Yes	Yes	Twenty-one	No	No	Yes	Direct, informative, serious	19. Learn & reflect. Take a moment this Friday, June 19th, to reflect on this historic day and how we can continue to celebrate and recognize the incredible Black Americans in our communities.	<a href="https://twitter.com/facebook/status/1272612524552885767?s=20&amp;t=fvOcuV-y-Bi8RDYd2k85abQ">https://twitter.com/facebook/status/1272612524552885767?s=20&amp;t=fvOcuV-y-Bi8RDYd2k85abQ</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	No	Man painting with the text, "19 Works From Black Artists" overlaid.	Yes	Direct, informative, serious	Black culture is a cornerstone of American culture. #Juneteenth marks the anniversary of when enslaved people in Galveston, Texas first learned of their freedom on June 19, 1865 — more than two years *after* the Emancipation Proclamation declared the end of American slavery.	<a href="https://twitter.com/facebook/status/1273787273926946818?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787273926946818?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	Link featuring the cover of the book, I Know Why the Caged Bird Sings.	Yes	Direct, informative, serious	In honor of the freedom this day represents, we've curated 19 ways to enjoy and celebrate the work of Black artists: 1. Read Maya Angelou's book, I Know Why the Caged Bird Sings ( <a href="https://bit.ly/2Cj5Uct">https://bit.ly/2Cj5Uct</a> ).	<a href="https://twitter.com/facebook/status/1273787275063659352?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787275063659352?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	Photo of Ibram X. Kendi.	Yes	Direct, informative, serious	2 & 3. Essential reading now and always: How to Be an Antiracist and Stamped from the Beginning by @DrIbram aid allies to continue the journey towards true equality ( <a href="https://bit.ly/2UP17x">https://bit.ly/2UP17x</a> ).	<a href="https://twitter.com/facebook/status/1273787275852124162?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787275852124162?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	No	Yes	Twenty-four	Yes	Photo of book cover.	Yes	Direct, informative, serious	4. A letter to the next generation: Ta-Nehisi Coates's Between the World and Me was inspired by James Baldwin's work and takes the form of a letter from Coates to his young son as he tries to make his way in this world ( <a href="https://bit.ly/3ddlwdc">https://bit.ly/3ddlwdc</a> ).	<a href="https://twitter.com/facebook/status/1273787276594524160?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787276594524160?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	Photo of poem cover.	Yes	Direct, informative, serious	5. Read a poetic response to Black America's everyday: "Citizen: An American Lyric" by Claudia Rankine ( <a href="https://bit.ly/2UVxuCV">https://bit.ly/2UVxuCV</a> ).	<a href="https://twitter.com/facebook/status/1273787277412454401?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787277412454401?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	No	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	6. Sit down with Jada, Willow, & Gammy for @RedTableTalk as they continue their difficult yet necessary conversations across generations on Facebook Watch.	<a href="https://twitter.com/facebook/status/1273787278070919172?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787278070919172?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	7 & 8. Watch the work of incredible Black filmmakers and performers: If Beale Street Could Talk ( <a href="https://bit.ly/30WCNpu">https://bit.ly/30WCNpu</a> ) and The Last Black Man in San Francisco ( <a href="https://bit.ly/3fC7Db3">https://bit.ly/3fC7Db3</a> ).	<a href="https://twitter.com/facebook/status/1273787278758785024?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787278758785024?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	Yes	No	No	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	9. Bryan Stephenson's work on criminal justice reform is captured in the Hollywood film Just Mercy. It's streaming for free right now ( <a href="https://bit.ly/2Y9oYCr">https://bit.ly/2Y9oYCr</a> ) and will make you want to read all about Stephenson and his activism with the Equal Justice Initiative.	<a href="https://twitter.com/facebook/status/1273787279551549441?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787279551549441?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	No	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	10. Listen: Kid Fury and Crissle from "The Read" give their take on hip-hop and pop culture's most trying stars ( <a href="https://bit.ly/3ebul9V">https://bit.ly/3ebul9V</a> ).	<a href="https://twitter.com/facebook/status/1273787280361009154?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787280361009154?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	11 & 12. Keep listening, with self care and no judgement: Listen to the Gettin Grown ( <a href="https://bit.ly/3bGkw5U">https://bit.ly/3bGkw5U</a> ) or Hood x Holistic ( <a href="https://spoti.fi/3dCuCb1">https://spoti.fi/3dCuCb1</a> ) podcasts as they learn how to adult and create a safe space for sharing.	<a href="https://twitter.com/facebook/status/1273787281032142849?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787281032142849?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>
June 18, 2020	No	No	No	Yes	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	13 & 14. Get involved: Join Facebook Groups like WOC Podcasters or Black Artists Connected and start your own creative journey with the support of other Black creators.	<a href="https://twitter.com/facebook/status/1273787281795477504?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA">https://twitter.com/facebook/status/1273787281795477504?s=20&amp;t=n2b9xazSbZ1Uc-8mP9jXQA</a>

June 18, 2020	No	No	No	No	Yes	Twenty-four	Yes	No	Yes	Direct, informative, serious	15, 16, 17, 18 & 19. Follow the incredible artists: Nikkolas Smith ( <a href="https://bit.ly/3dg0nQt">https://bit.ly/3dg0nQt</a> ) Shae ( <a href="https://bit.ly/2N3YBYi">https://bit.ly/2N3YBYi</a> ) Jade Purple Brown ( <a href="https://bit.ly/3ecTWiF">https://bit.ly/3ecTWiF</a> ) Simone Saunders ( <a href="https://bit.ly/3hG1pHJ">https://bit.ly/3hG1pHJ</a> ) Temi Coker ( <a href="https://bit.ly/2ChtAG">https://bit.ly/2ChtAG</a> )	<a href="https://twitter.com/facebook/status/1273787282571419648?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1273787282571419648?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	1. Sign this petition to make Juneteenth a National Holiday or ask your workplace to hold a day of education. FB will commemorate Juneteenth with a day of learning, with conversations on the history, experiences & issues that Black Americans still face ( <a href="https://bit.ly/2CIACBM">https://bit.ly/2CIACBM</a> ).	<a href="https://twitter.com/facebook/status/1274004005081903104?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004005081903104?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	Yes	No	No	Yes	Twenty-five	Yes	Hands forming a heart.	Yes	Direct, informative, serious	2 & 3. Give your support to fundraisers driving change: Equal Justice Initiative ( <a href="https://bit.ly/2Yg2vn2">https://bit.ly/2Yg2vn2</a> ) and The Bail Project ( <a href="https://bit.ly/2YOnHzF">https://bit.ly/2YOnHzF</a> ).	<a href="https://twitter.com/facebook/status/1274004005916602369?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004005916602369?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	No	No	Yes	Direct, informative, serious	4. Some of us may not be able to honor the moment outdoors but that won't stop commemorating Juneteenth online.	<a href="https://twitter.com/facebook/status/1274004006717632512?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004006717632512?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	Yes	No	No	No	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	5 & 6. Get moving with Dance for Black Lives Matter ( <a href="https://bit.ly/2CpDUEd">https://bit.ly/2CpDUEd</a> ), get together with Juneteenth 2020: Stay Black and Live ( <a href="https://bit.ly/2YOqUzI">https://bit.ly/2YOqUzI</a> ), or you could even host your own virtual event?	<a href="https://twitter.com/facebook/status/1274004007313235969?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004007313235969?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	7 & 8. Volunteering at a local or national organization can help bring about the change you want to see in America. Black Votes Matter ( <a href="https://bit.ly/2Bpq6Zx">https://bit.ly/2Bpq6Zx</a> ) and Black Girls Code ( <a href="https://bit.ly/2AF1o0">https://bit.ly/2AF1o0</a> ) are two of the amazing organizations empowering Black America.	<a href="https://twitter.com/facebook/status/1274004008093446145?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004008093446145?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	9 & 10. Community Matters: Join Facebook Groups like My Block, My Hood, My City and Be The Bridge or take inspiration from their approach before starting your own community efforts. Together we can decide what comes next.	<a href="https://twitter.com/facebook/status/1274004008915439621?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004008915439621?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	11. Amplify Black Voices ( <a href="https://bit.ly/2YPiGa7">https://bit.ly/2YPiGa7</a> ): It might sound simple but sharing a friend or community member's post helps to amplify Black voices and expose allies to important perspectives.	<a href="https://twitter.com/facebook/status/1274004009620135942?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004009620135942?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	12. Educate friends about the history of Juneteenth. Many are only just starting to appreciate the importance of this day in American history. Let's keep raising awareness of the significance of Juneteenth ( <a href="https://bit.ly/37wqwd">https://bit.ly/37wqwd</a> ).	<a href="https://twitter.com/facebook/status/1274004010391859200?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004010391859200?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	Yes	Yes	Twenty-five	Yes	No	Yes	Direct, informative, serious	13. At a time when so many small business owners are trying to survive, we can all help by supporting Black businesses online or in the local area ( <a href="https://bit.ly/3fm8MDe">https://bit.ly/3fm8MDe</a> ).	<a href="https://twitter.com/facebook/status/1274004011146870784?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004011146870784?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	No	No	Yes	Direct, informative, serious	14. Freedom should be recognized: Host a virtual Juneteenth event for your friends and local community to learn about the true history of the day.	<a href="https://twitter.com/facebook/status/1274004011931197440?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004011931197440?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>
June 19, 2020	No	No	No	No	Yes	Twenty-five	No	No	Yes	Direct, informative, serious	15. Lend your voice to push for change: Silence does nothing to move us closer to equality. You can create petitions, join protests, hold events and conversations, or give your energy to local organizations. Just make sure to take action.	<a href="https://twitter.com/facebook/status/1274004012677738496?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA">https://twitter.com/facebook/status/1274004012677738496?s=20&amp;t=n2b9xazSbZTUc-8mP9jXQA</a>





