

# PRIDE MONTH 2022

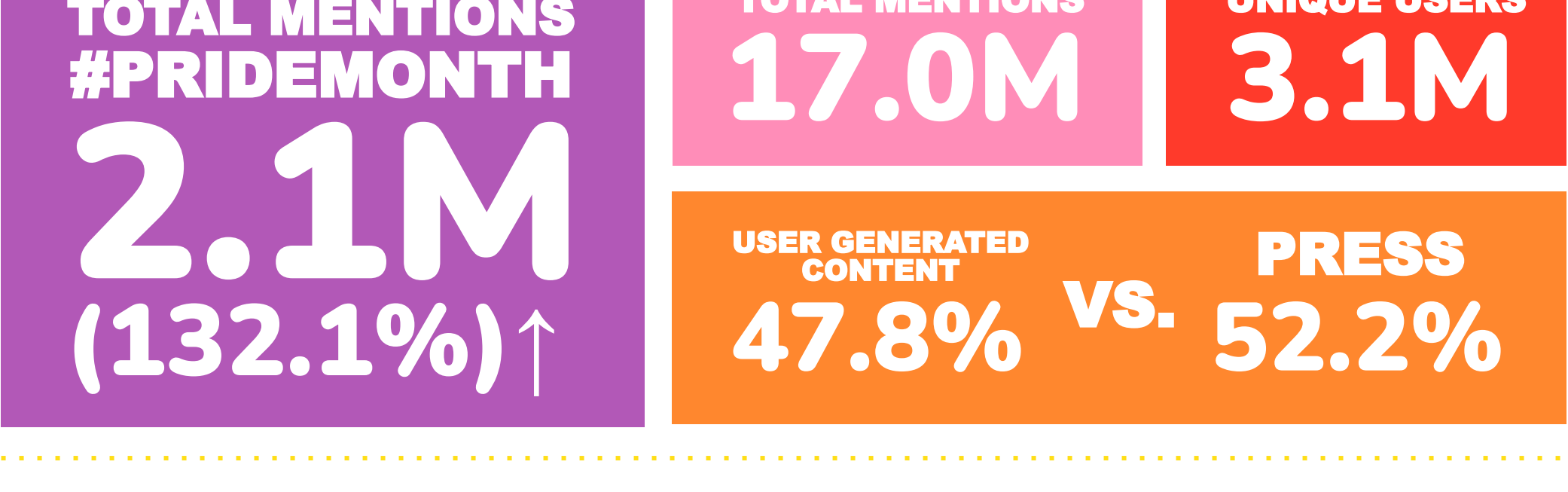
By  **maven road**™

## HOW THE COLORS OF THE LGBTQ+ COMMUNITY SHONE BRIGHT ACROSS ONLINE CONVERSATIONS

Commemorating The Stonewall Uprising of June 1969, a huge catalyst for the Gay Rights Movement in the United States, Pride Month has become a global celebration of diversity.

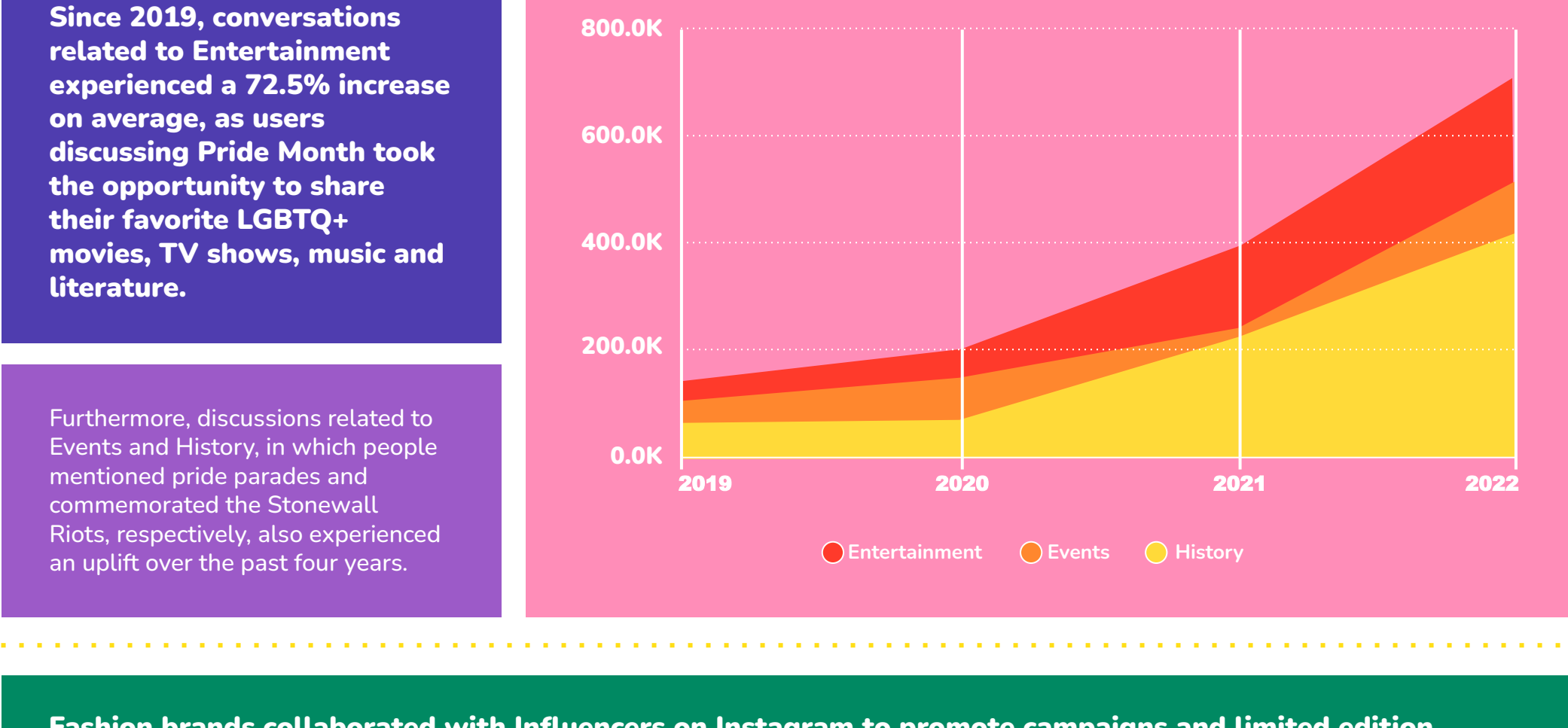
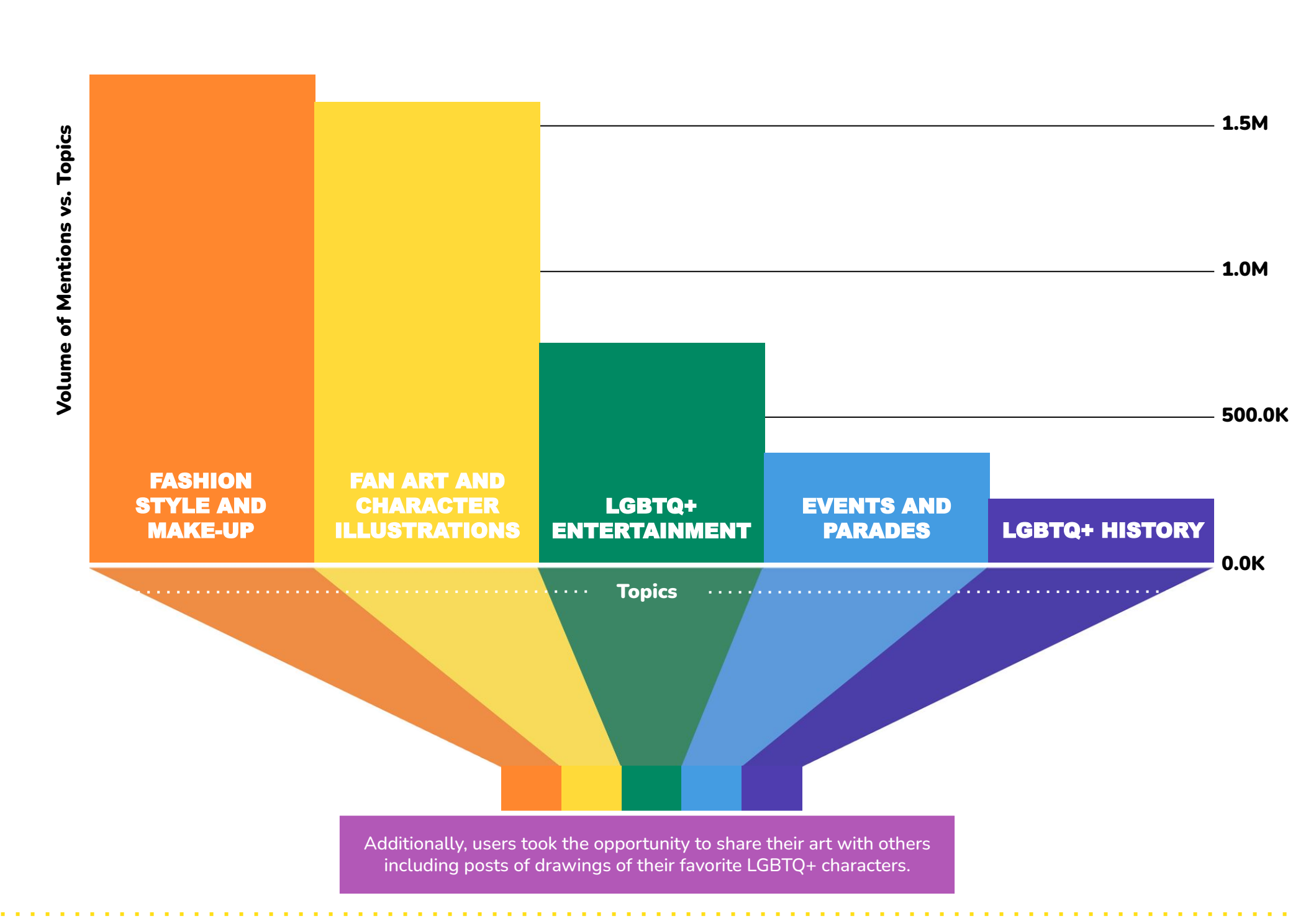
To understand user discussions about Pride Month 2022, and the most vocal Players within the LGBTQ+ community, Maven Road performed Social Listening and Audience Analysis. Benchmark data from the past three years was included to track the evolution of the main conversation topics, as well as hashtags such as #pridemonth

Users from all over the world showed their support for those in the LGBTQ+ community to celebrate Pride Month 2022. Conversations using #pridemonth have tremendously increased since last year.

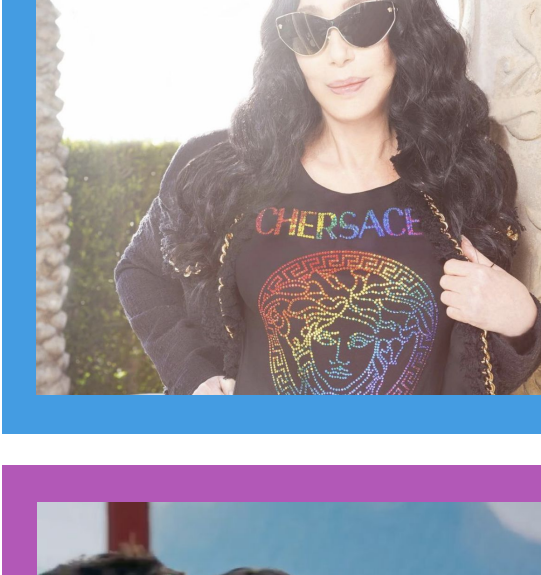


**TOPICS OF CONVERSATION**

Pride Month 2022 conversations were mostly centered around self-expression. The LGBTQ+ community and its supporters took part in the celebration by sharing their pride-inspired looks and merchandise.

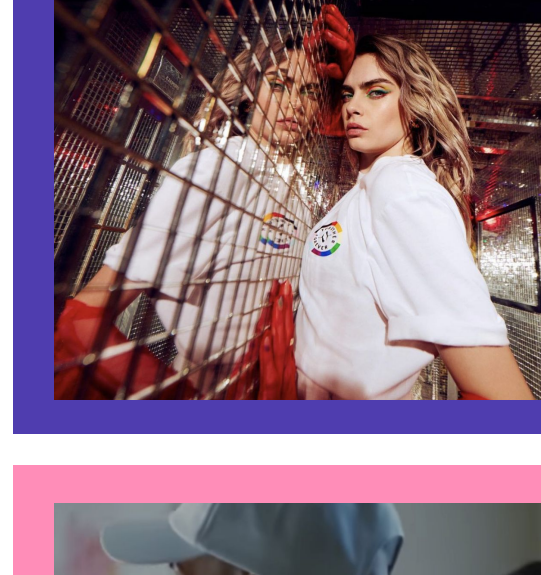


Fashion brands collaborated with Influencers on Instagram to promote campaigns and limited edition collections to raise awareness and support organizations that help the LGBTQ+ community, such as the The Trevor Project.



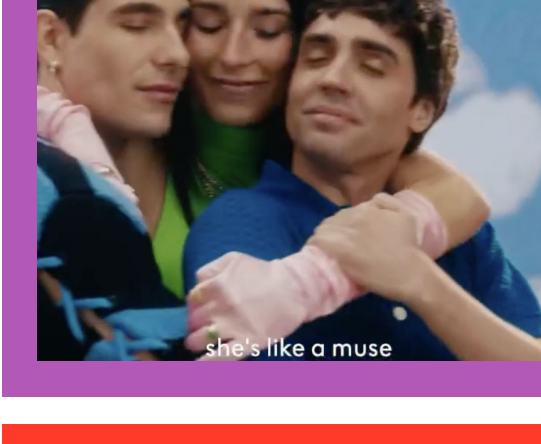
**VERSACE & CHER**

**155K** LIKES  
**824** COMMENTS



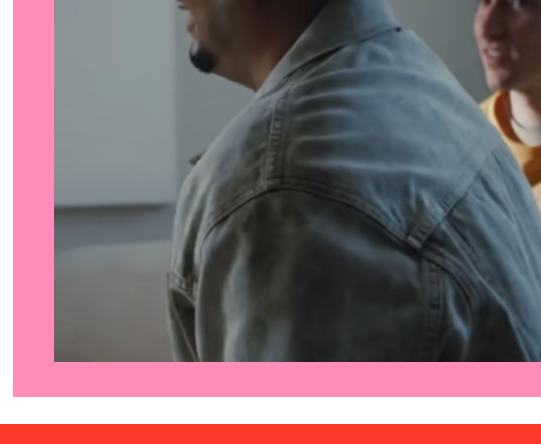
**PUMA & CARA DELEVINGNE**

**113.0K** LIKES  
**1.0K** COMMENTS



**H&M & JAVIER CALVO, JAVIER AMBROSSI, AND LOLA RODRIGUEZ**

**110.0K** LIKES  
**1.0K** COMMENTS



**CALVIN KLEIN & THE TREVOR PROJECT**

**7.0K** LIKES  
**49** COMMENTS

Conversely, some brands were perceived to be insincere in their approach to commemorate Pride Month and received backlash from users on social media.



**JARETT WIESELMAN**  
@JarettSays

"Burger King Austria made a Pride burger that's either two tops or two bottoms... what in straight hell?"

03/06/22 1.7K 1.7K 9.1K

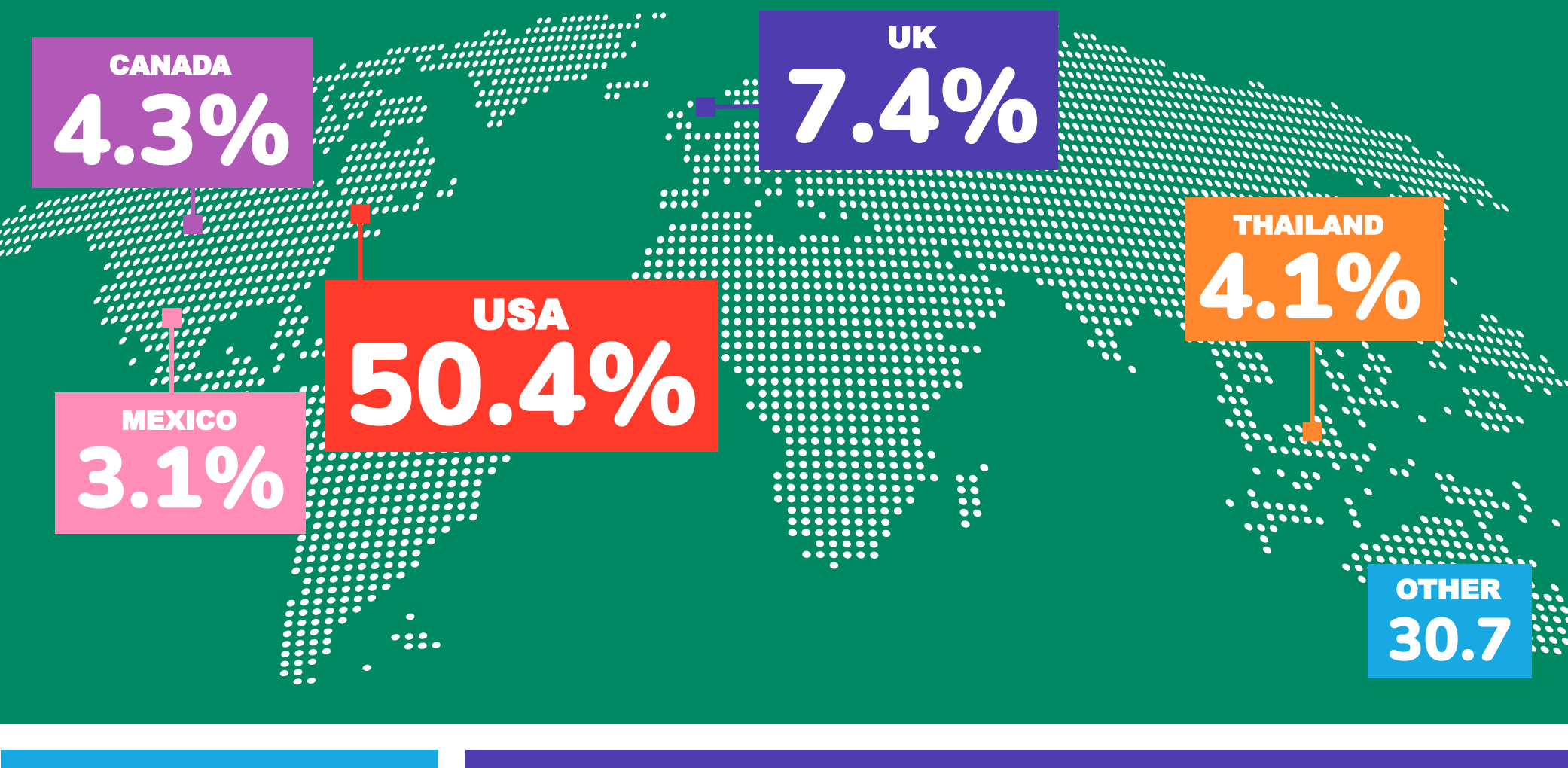


**JUDD LEGUM**  
@JuddLegum

Outside the @ATT store in Boston, AT&T has donated \$1 million+ to anti-LGBTQ politicians since 2021, including 50K to @GovRonDeSantis and 100K to @GregAbbott\_TX

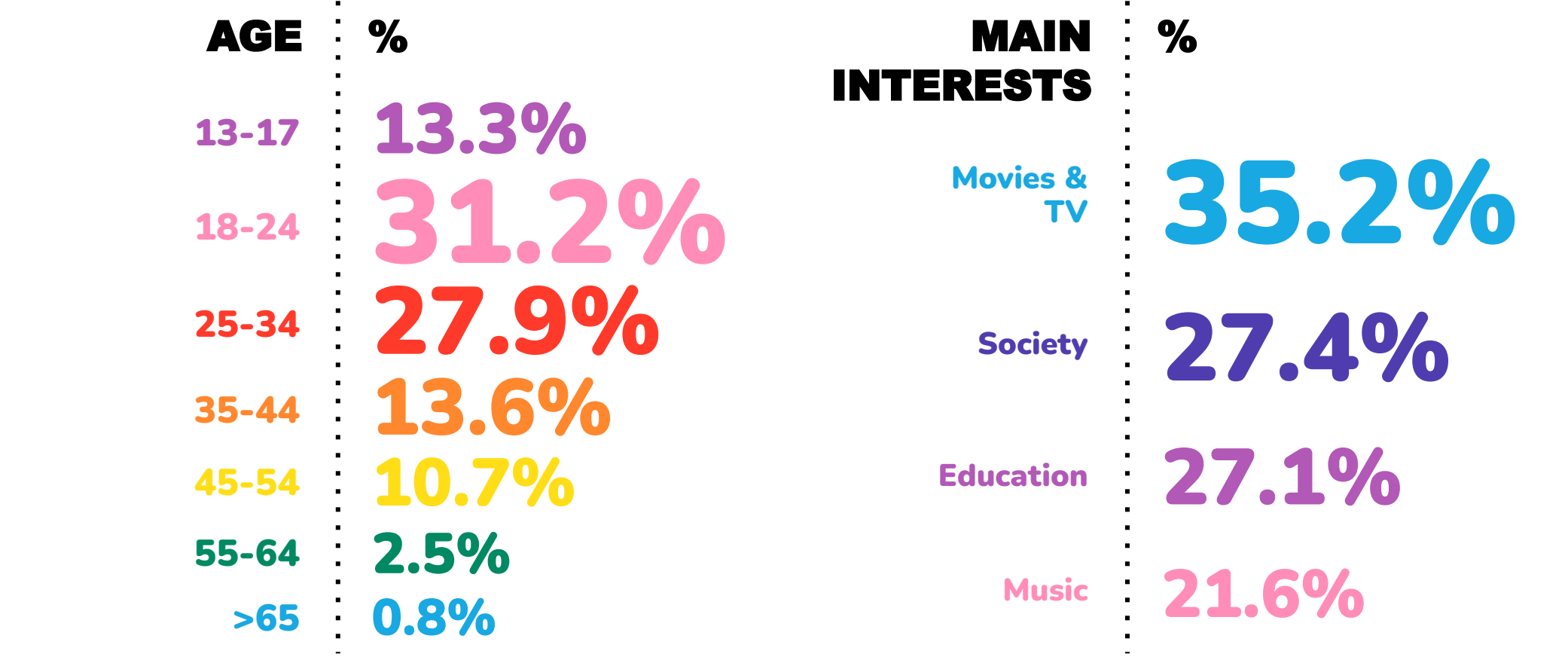
<https://popular.info/p/lgbtq2022?s=w>

03/06/22 42 349 567



**#PRIDEMONTH AUDIENCE**

Nearly one-third of the users discussing #pridemonth on Twitter were Gen Zs (18 - 24 years old). These users shared a common interest for Movies & TV shows as well as Education and Music-related topics.



Influencers from the entertainment industry, including musicians, TV hosts and movie stars, were the most followed accounts by members discussing Pride Month.

**TOP INFLUENCERS**



Lady Gaga



Ellen DeGeneres



Rihanna



Ariana Grande



Taylor Swift

**CONTENT SOURCES**



The New York Times



CNN



BBC



Associated Press



The Washington Post

