Anti-Racism Live

Digital Report - March 2023



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Anti-Racism Live online campaign in March 2023.

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1. Scope and Methodology

This report contains key metrics from the monitoring of the Anti-Racism Live event, focusing on the period from 14-28 March 2023. It is split into three sections: Online and Traditional Media Analysis, Social Media Analysis, and Search Engine results Page Analysis.

The data contained within this report was collected using the following keywords and hashtags:

Keywords and Hashtags

Anti-Racism Day	**Anti-Racism Live Global Digital Experience**	**Fight Racism**	**The Elimination of Racial Discrimination**	**The International Day for the Elimination of Racial Discrimination**
#Jeremy Gilley	**#AntiRacimLive**	**#21March**	**#Fightracism**	**#PeaceOneDay**
#PeaceDay	**#DoYourPeace**	**#GlobalGoals**	**#SDGs**	**#TurnItAround**
#KofiAnnan	**#CyberNonViolence**			

Background

In order to reach its target of making 3 billion people aware of Peace Day by 2025, Peace One Day is sharpening its focus. Recognising that Peace and other issues of global concern - Climate Action, Anti-Racism and the mobilisation of youth - are all intimately connected. From 2021, Peace One Day has been marking four critical days in the global calendar, and in 2023 Peace One Day started producing 12 events, one every month, each providing a platform for discussion and action around issues of global concern.

On 21 March 2023, Peace One Day's Anti-Racism Live returned once again to raise further awareness of the International Day for the Elimination of Racial Discrimination. This event brings together international figures, activists, actors, and musicians to inspire and engage individuals to manifest action for a more just, equal, diverse and inclusive world. Peace One Day was humbled by the support and engagement it received in the lead-up and on the day of the event, and this helped generate global awareness on one of the world's most critical socio-economic issues.

2. Summary

Event Viewership Highlights

The digital event viewership saw a **sevenfold increase** in comparison with data from last year across all platforms for the monitoring period 14-28 March

- **90,910 views**
- Average viewing time **35 minutes**

Social Media Analysis Highlights

The Peace One Day social media campaign for Anti-Racism Live garnered remarkable engagement and impression statistics in its third year, with engagements more than doubling in comparison to 2022

- **432,933 impressions**
- **23,367 engagements**

The collective hashtags we monitored for the Anti-Racism Live event were used in almost every single country in the world. The following were the most frequently used within the period 14-28 March 2023.

- #SDGs (57,946 total tweets)
- #Fightracism (16,225 total tweets)
- #GlobalGoals (8,345 total tweets)
- #PeaceDay (4,072 total tweets)
- #PeaceOneDay (3,797 total tweets)
- #21March (683 total tweets)

Online and Traditional Media Analysis Highlights

- The Anti-Racism Live event received a total of 343 articles mentioning Peace One Day in the period between 14-28 March 2023, a figure that is similar to the one recorded last year. The biggest spike in coverage was on 21 and 24 March 2023, with 88 articles published worldwide.
- On the day of the event (21 March 2023), the publications that mentioned Anti-Racism Live had a total potential impressions reach of 1.1 billion. China, the US, and South Korea produced the most articles relating to the event.

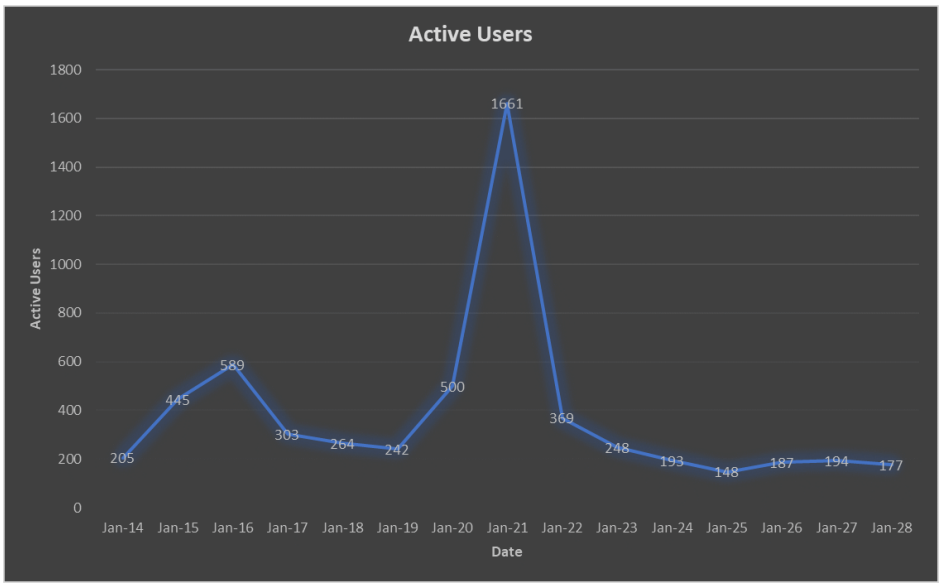
Search Engine Results Page Analysis Highlights

The search engine results pages (SERPs) for the keywords associated with the Anti-Racism Live event presented positive findings. While two keywords presented mixed results, the keywords that are most relevant to the campaign like “Anti-Racism Live”, “The Elimination of Racial Discrimination”, and “The International for the Elimination of Racial Discrimination”

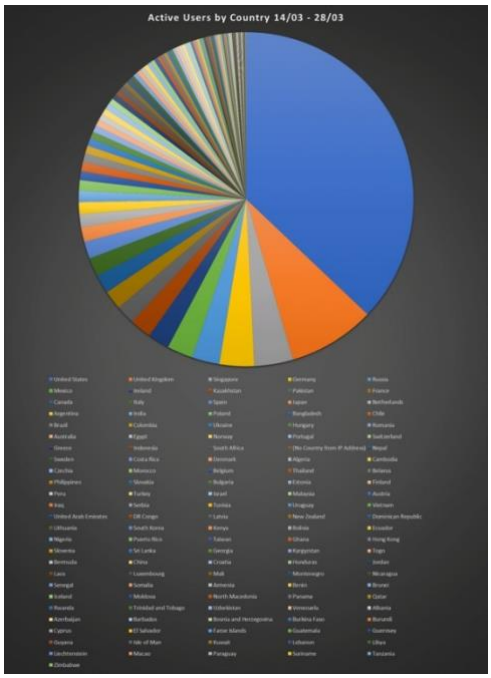
presented very positive results and were consistent throughout the monitoring period as they spanned controlled assets, news articles, and social media posts mentioning the event.

3. Website Traffic

The Peace One Day website gained 1,661 active users on the day of the event. Note that the baseline number of active users a week before the event was approximately 200 users per day. The website amassed a total of 709 unique viewers over the monitoring period, with an average viewing time of 35 minutes.



Through the period of website monitoring, we identified visitors from over 100 countries around the world, with the largest visitor locations being the US, the UK, Russia, and Kazakhstan. This closely aligns with the data trends we identified for online and traditional media, as well as social media. The chart below demonstrates the geographical spread of users.



Event Viewership

The event received a total of 90,910 views during the monitoring period as it was covered on Twitter, Facebook, Instagram, YouTube, TikTok, LinkedIn, and the Peace One Day website—which marks a staggering increase in viewership in comparison with last year's statistics. Instagram alone accounted for 79,761 views, while Twitter amassed 8,141 views, and the website 709 views on the day of the event. The average viewing time more than tripled this year as it went from 11 minutes for 2022 to 35 minutes for 2023. This, combined with the web traffic information detailed above, indicates that the viewers that tuned in on 21 March were highly engaged, with users visiting the website to watch there, register, or otherwise seek out additional information about Anti-Racism Live. The spike in total engagements also indicates a greater and more effective reach of the event year on year.

4. Social Media Analysis

This section presents an analysis of social media coverage of the Anti-Racism Live event, focusing on activity during the period 14-28 March 2023.

The following statistics are the total tweets for various keywords associated with the event between 14-28 March 2023. These give an indication of the scale of content being shared on the platform.

- #SDGs (57,946 total tweets)
- #Fightracism (16,225 total tweets)
- #GlobalGoals (8,345 total tweets)
- #PeaceDay (4,072 total tweets)
- #PeaceOneDay (3,797 total tweets)
- #21March (683 total tweets)
- #TurnItAround (59 total tweets)
- #KofiAnnan (20 total tweets)
- #AntiRacismLive (3 total tweets)
- #DoYourPeace (3 total tweets)
- #Cybernonviolence (3 total tweets)

Online Coverage

This section provides examples of how the event was picked up and shared by prominent users on social media. We have included the follower counts which indicate the potential audiences for these specific posts, in addition we include the approximate number of shares and likes which show direct engagement and interaction with the message. The number of posts related to the Anti-Racism Live event increased steadily in the lead-up to the occasion, peaking on the 21st of March as the event organisers and participants actively promoted the event, seeing engagement from social media users.

- The response to the event was largely positive, with supporters like the Kofi Annan Foundation promoting the occasion.
- Multiple participants promoted taking part in the event, and the announcement of Dimash Qudaibergen participating in the event in particular gained widespread attention.
- United Nations Human Rights and United Nations Peacekeeping are among the organisations that retweeted announcements in the lead up to the event as well as the broadcast itself on the Day.
- Out of all the standalone hashtags tracked for this analysis, #PeaceOneDay and #21March appear the most frequently after #AntiRacismLive.

Peace One Day Team Social Media Campaign Tweets

Peace One Day took to social media platforms several times to promote Anti-Racism Live. The following posts were all published through Peace One Day's and Jeremy Gilley's social channels.

Peace One Day on Twitter

"Peace One Day is pleased to announce that Sanda Ojiambo will be joining us for Anti-Racism Live 21 March 2023." (7+ retweets, 23+ likes, 1,755 views. 15 Mar)

"Peace One Day is pleased to announce that @kiranandnivi will be joining us for Anti-Racism Live 21 March." (2+ retweets, 3+ likes, 286 views. 17 Mar)

"Peace One Day is pleased to announce that Mr. Reed will be joining us for Anti-Racism Live 21 March 2023." (2+ retweets, 2+ likes, 267 views. 17 Mar)

"Peace One Day is pleased to announce that Volker Turk will be joining us for Anti-Racism Live 21 March 2023." (16+ retweets, 37+ likes, 14.1k views. 20 Mar)

"WATCH: Trailer. Anti-Racism Live 21 March 2023." (34+ retweets, 49+ likes, 2,929 views . 20 Mar)

"Kicking off our show today, here is an introduction film by Peace One Day. Keep watching for more during Anti-Racism Live 2023." (12+ likes, 398 views. 21 Mar)

"Thank you to the incredible individuals who participated in Anti-Racism Live, our sponsor, partners, our team and most importantly you, the audience." (3+ retweets, 21+ likes, 571 views. 22 Mar)

Peace One Day on Instagram

"Peace One Day is pleased to announce that Dimash Qudaibergen will be joining us for Anti-Racism Live 21 March 2023." (168+ likes. 18 Mar)

"Our next interview is with Stacie Henderson. Keep watching for more during Anti-Racism Live 2023." (15+ likes. 22 Mar)

"Oleksii Potapenko has a special statement for Anti-Racism Live 2023. Keep watching for more during Anti-Racism Live 2023." (26+ likes. 22 Mar)

"A final thank you from Anti-Racism Live producer and director Jeremy Gilley." (76+ likes. 22 Mar)

"Dimash Qudaibergen's statement for Anti-Racism Live 2023." (117+ likes. 25 Mar)

Peace One Day on TikTok

"Why is the 21st of March important? @Dr Shola Mos-Shogbamimu" (5+ likes. 15 Mar)

"Tune into Anti-Racism Live tomorrow at 1pm GMT." (4+ likes. 20 Mar)

"Where are we in relation to a world that is gonna be free of racism? Where are we in that journey?" (6+ likes. 24 Mar)

"Find out more at peaceonday.org" captioned on a video clip of Volker Türk's talk. (49+ likes. 27 Mar)

"@Kiran + Nivi 'Astronaut in the Ocean'" (2+ likes. 27 Mar)

Jeremy Gilley on Twitter

"Peace One Day is pleased to announce that Brittany Packnett Cunningham will be joining us for Anti-Racism Live 21 March 2023." (1+ likes, 181 views. 16 Mar)

"Peace One Day is pleased to announce that Harston & Newton Community Primary School will be joining us for Anti-Racism Live 21 March." (1+ retweets, 1+ likes, 258 views. 16 Mar)

"Trailer. Anti-Racism Live 21 March 2023." (30+ retweets, 39+ likes, 695 views. 20 Mar)

"Peace One Day is pleased to announce that Dr. Bernice King will be joining us for Anti-Racism Live 21 March 2023." (4+ likes, 451 views. 20 Mar)

Jeremy Gilley on Instagram

"Here is Dimash Qudaibergen with an amazing musical performance. Keep watching for more during Anti-Racism Live 2023." (153+ likes. 22 Mar)

"Closing out our show today is Dimash Qudaibergen with a wonderful musical performance." (114+ likes. 22 Mar)
"Back with another amazing musical performance, here is Nastya Kamenskykh | NK. Stay tuned for more during Anti-Racism Live 2023." (10+ likes. 22 Mar)

"Sacha Parkinson is here with her Words of Peace for Anti-Racism Live 2023. Stay tuned for more during Anti-Racism Live 2023." (7+ likes. 22 Mar)

"Our panel is now live at the UNESCO Masterclass Series against Racism and Discrimination at its headquarters in Paris." (5+ likes, 22 Mar)

"Myisha T. Hill's interview for Anti-Racism Live 2023." (4+ likes. 28 Mar)

Other Participants

Below are some of the key tweets shared by users with significant followings.

- Dia Mirza (3.4m+ followers, 5+ retweets, 159+ likes, 7,057 views) tweeted "I am thrilled to be participating in Anti-Racism Live 21 March 2023. Visit http://peaceoneday.org or @PeaceOneDay on Twitter to watch the broadcast on 21 March at 1pm GMT and register for more info. #AntiRacismLive #21March #PeaceOneDay #fightracism @JeremyGilley". (21 Mar)

- CEO of Martin Luther King Jr. Center for Nonviolent Social Change, Bernice King (795.6k+ followers, 13+ retweets, 52+ likes, 29.6k views) relayed "Join @PeaceOneDay and me TODAY, for 'Anti-Racism Live'! This event is an excellent opportunity to learn how #NV365 can help create the #BelovedCommunity wherever you are." (21 March)

- The Martin Luther King Jr Center (224k+ followers, 22+ retweets, 77+ likes, 4,696 views) also posted "Join @BerniceKing and @PeaceOneDay on TODAY, March 21st, for 'Anti-Racism Live'! This event will be an excellent opportunity to learn how NV365 can help you create the #BelovedCommunity right where you are." (21 Mar)

- UN Global Compact (133.3k+ followers, 6+ retweets, 17+ likes, 934 views) promoted the event, noting "On International Day for the Elimination of Racial Discrimination, our CEO and Executive Director @SandaOjiambo is joining @PeaceOneDay for Anti-Racism LIVE. #UnitingBusiness #FightRacism". (21 Mar)

- Kofi Annan Foundation (26.8k+ followers, 4+ likes, 337 views) announced "#AntiRacismLive 2023 is back! Join our partner @PeaceOneDay and discover international figures, activists, actors, and musicians raising awareness of the International Day for the Elimination of Racial Discrimination. #EndRacialDiscrimination". (17 Mar)

- The HEINEKEN Company (5.1k+ followers, 2+ retweets, 8+ likes, 563 views) wrote "Join us LIVE on the 21st of March at 13:00 GMT for an Interview with our Chief Transformation Officer @StaceyTank on the International Day for the Elimination of Racial Discrimination with organizers Peace One Day. Watch at http://peaceoneday.org or @peaceoneday on twitter." (20 Mar)

- Street Soccer Foundation (2k+ followers) announced "Peace One Day's Anti-Racism Live is TOMORROW! Visit https://peaceoneday.org to watch the broadcast and register for more info. Don't forget to give @PeaceOneDay a follow! #AntiRacismLive #FootballForGood". (20 Mar)

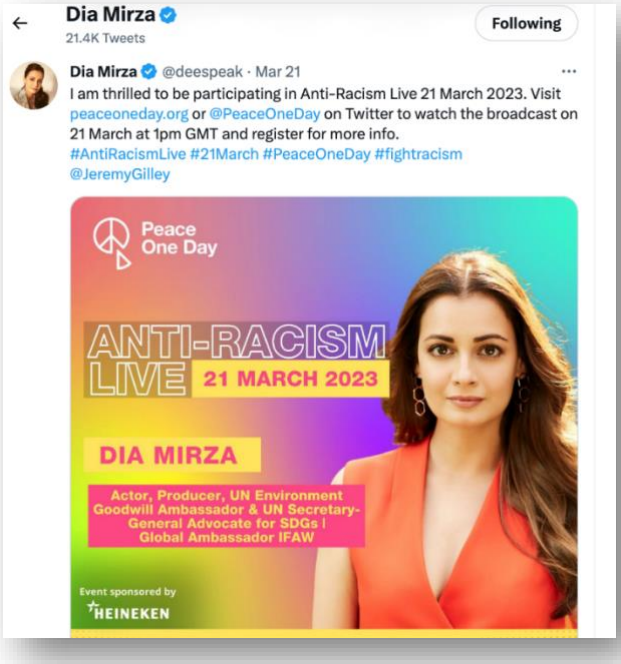
- Bread Birmingham (965+ followers) shared "Today, @PeaceOneDay launch their Dynamic online event marking The International Day for the Elimination of Racial Discrimination, March 21st! So excited to be working on this project. Tune in to the live from 1pm today over on @PeaceOneDay twitter! #AntiRacismLive". (21 March)

- Misha T Hill (59.7k+ followers, 30+ likes) commented "I'm very excited to be apart of this event. #repost @peaceoneday_official Peace One Day is pleased to announce that Myisha T. Hill will be joining us for Anti-Racism Live 21 March 2023. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the broadcast and register for more info." (18 Mar)

- On TikTok, multiple users and fan pages circulated videos promoting and discussing both Dimash Qudaibergen and the Anti-Racism Live event.

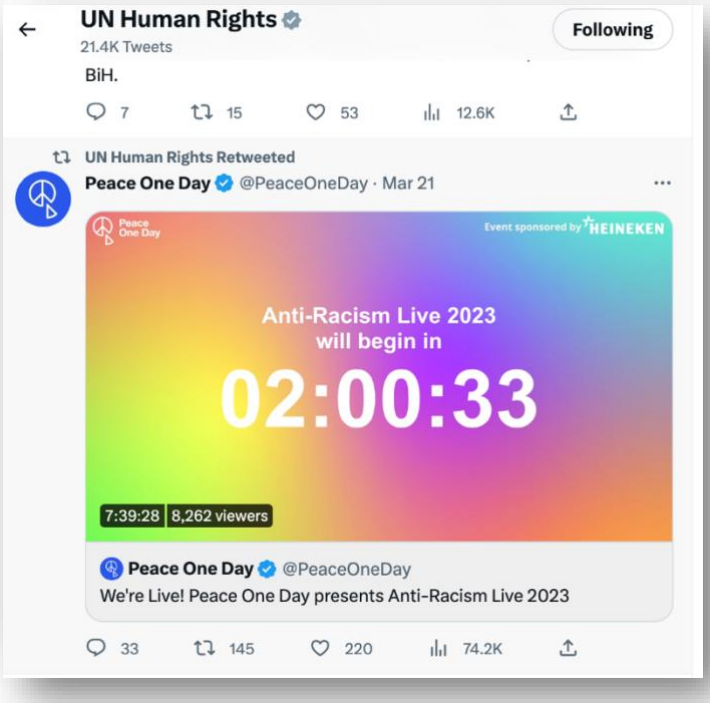
Additional Examples of Key Social Media Posts

The following screenshots capture some of the key posts made by various influencers, activists, artists and other key personalities that engaged with the Anti-Racism Live event.



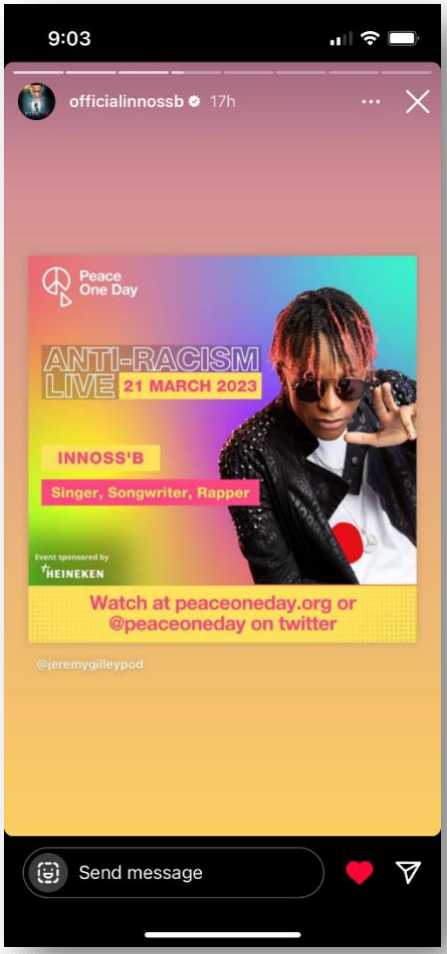


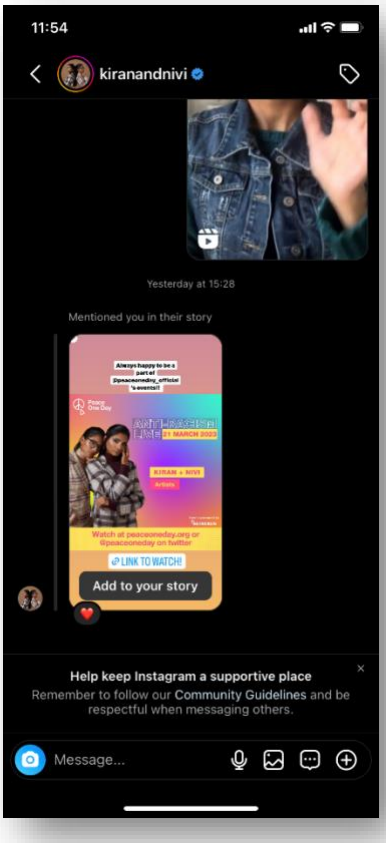


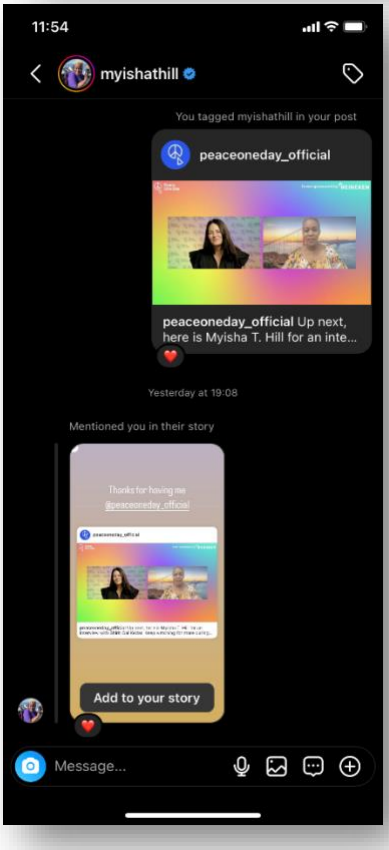


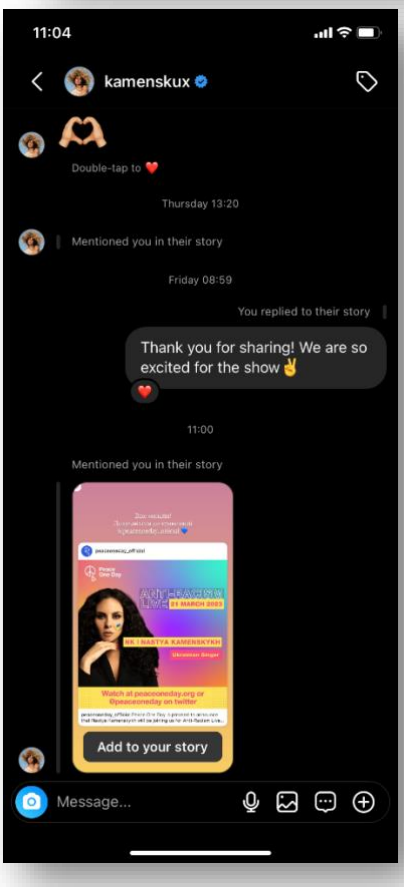

8:46
Photo
dimash.kudaibergen_czech.fans
Peace One Day
21 March 2023
ANTI-RACISM LIVE
18:16 GMT
Musical Performance
Speaker:
Dimash Qudaibergen
Singer, songwriter
and multi-instrumentalist
from Kazakhstan
122 likes
dimash.kudaibergen_czech.fans Copy @peaceoneday_official s potěšením oznamuje, že Dimash Kudaibergen se k nám připojí na Anti-Rasism Live 21. března 2023. Sledujte naše sociální média pro oznámení a navštivte stránku peaceoneday.org nebo @PeaceOneDay na Twitteru, kde můžete sledovat vysílání a zaregistrovat se pro další informace.
Add a comment for dimash.kudaiberg...

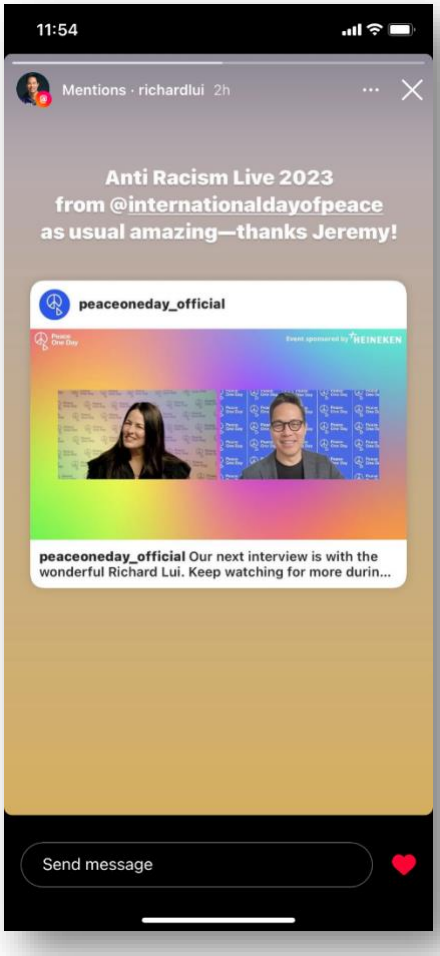

12:43
Mentions · hakeemkaekazim 2h
Peace One Day
ANTI-RACISM LIVE 21 MARCH 2023
HAKEEM KAE-KAZIM
Actor and Activist
Watch at peaceoneday.org or @peaceoneday on twitter
@peaceoneday_official
Send message

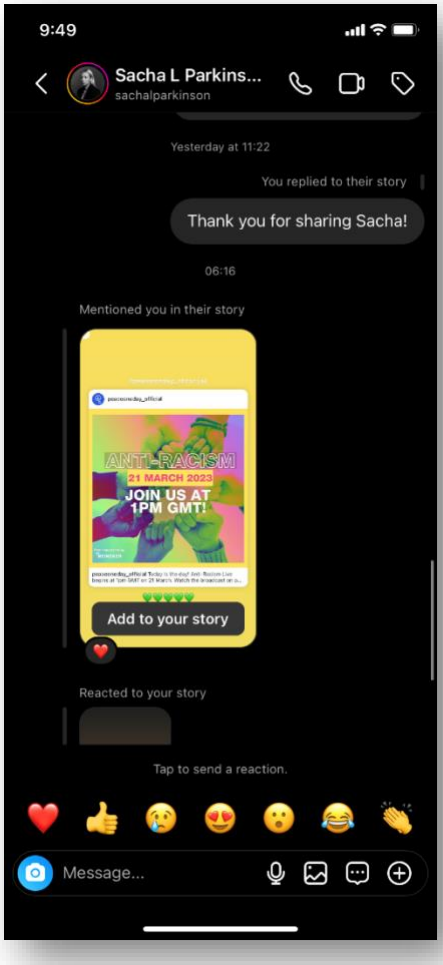

9:03
officialinnossb 17h
Peace One Day
ANTI-RACISM LIVE 21 MARCH 2023
INNOSS'B
Singer, Songwriter, Rapper
Watch at peaceoneday.org or @peaceoneday on twitter
@jeremygilleypod
Send message

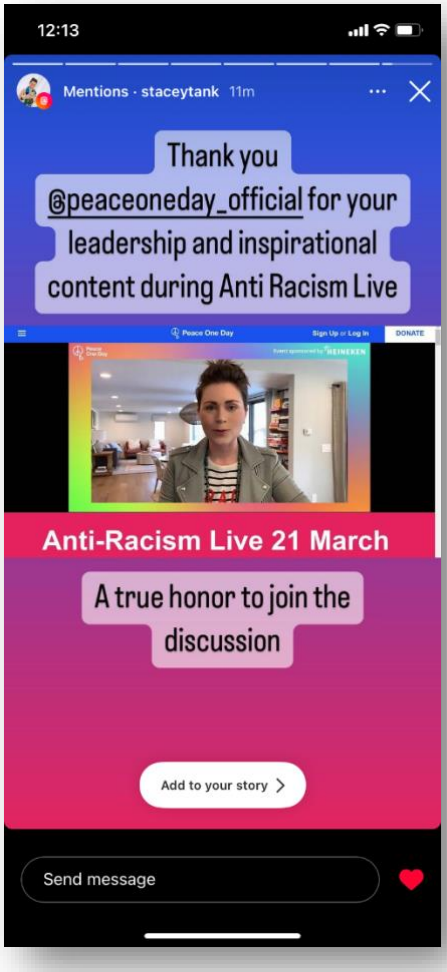

11:54
kiranandnivi
Yesterday at 15:28
Mentioned you in their story
Add to your story
Help keep Instagram a supportive place
Remember to follow our Community Guidelines and be respectful when messaging others.
Message...

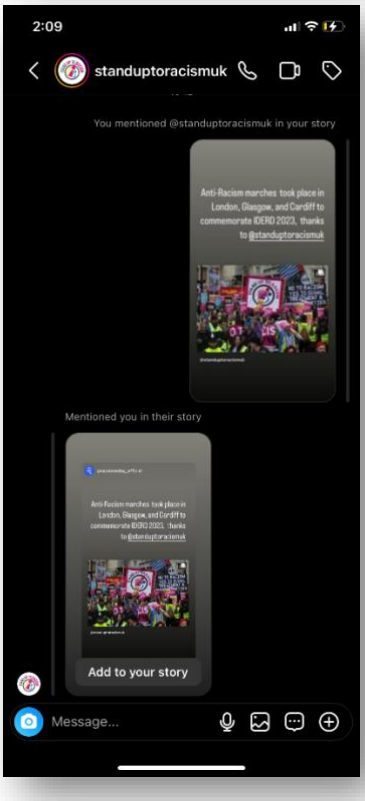

11:54
myishathill
You tagged myishathill in your post
peaceoneday_official
peaceoneday_official Up next, here is Myisha T. Hill for an inte...
Yesterday at 19:08
Mentioned you in their story
Add to your story
Message...


11:04
kamenskux
Double-tap to ❤️
Thursday 13:20
Mentioned you in their story
Friday 08:59
You replied to their story
Thank you for sharing! We are so excited for the show ✌️
11:00
Mentioned you in their story
Add to your story
Message...

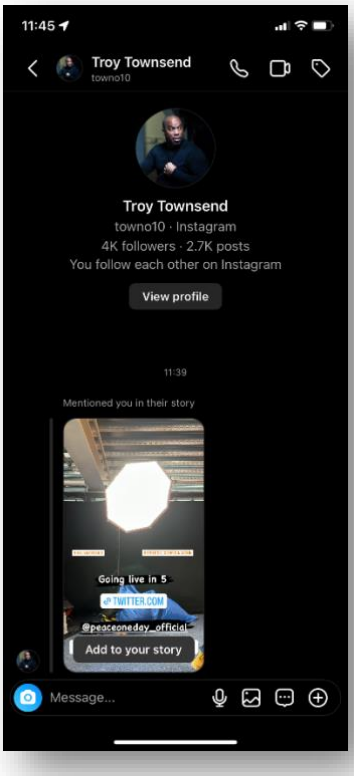

11:54
Mentions · richardlui 2h
Anti Racism Live 2023
from @internationaldayofpeace
as usual amazing—thanks Jeremy!
peaceoneday_official
peaceoneday_official Our next interview is with the wonderful Richard Lui. Keep watching for more durin...
Send message


9:49
Sacha L Parkins...
sachalparkinson
Yesterday at 11:22
You replied to their story
Thank you for sharing Sacha!
06:16
Mentioned you in their story
ANTI-RACISM
21 MARCH 2023
JOIN US AT 1PM GMT!
Add to your story
Reacted to your story
Tap to send a reaction.
Message...


12:13
Mentions · staceytank 11m
Thank you @peaceoneday_official for your leadership and inspirational content during Anti Racism Live
Anti-Racism Live 21 March
A true honor to join the discussion
Add to your story
Send message


2:09
standuptoracismuk
You mentioned @standuptoracismuk in your story
Anti-Racism marches took place in London, Glasgow, and Cardiff to commemorate IDERD 2023, thanks to @standuptoracismuk
Mentioned you in their story
Add to your story
Message...


8:46
Post
streetsoccerfoundation
Peace One Day
ANTI-RACISM LIVE
21 MARCH 2023
Liked by shiritkedar and 3 others
streetsoccerfoundation Time to get involved!
1pm - Anti-Racism Live with @peaceoneday_official
Featuring Keith and @towno10, @holly.morgan10 and @shiritkedar.
Add a comment for streetsoccerfound...


11:45
Troy Townsend
towno10
Troy Townsend
towno10 · Instagram
4K followers · 2.7K posts
You follow each other on Instagram
View profile
11:39
Mentioned you in their story
Going live in 5
TWITTER.COM
@peaceoneday_official
Add to your story
Message...

Dr Shola Mos-Shogbamimu Retweeted

Jeremy Gilley MBE @JeremyGilley · Mar 7

Peace One Day is pleased to announce that Dr. Shola Mos-Shogbamimu will be joining us for Anti-Racism Live 21 March 2023. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the broadcast and register for more info.



Priority

realpotap mentioned you in a post: Peace One Day is pleased to announce that Oleksii Potapenko will be joining us for Anti-Racism Live 21 March 2023. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the broadcast and register for more info.



@sdgaction @kofiannan @heineken

#AntiRacimLive #21March #PeaceOneDay #PeaceDay #DoYourPeace #GlobalGoals #SDGs #TurnItAround #KofiAnnan #CyberNonViolence #JeremyGilley #after21March #fightracism

@peaceoneday_official is live now! 6m



thekingcenter
The King Center

thekingcenter Join @berniceaking and @peaceoneday_official on March 21st for 'Anti-Racism Live'! This event will be an excellent opportunity to learn how NV365 can help you create the #BelovedCommunity right where you are.

Edited · 16h

iamjuliamaestyles ❤️I WILL❤️

16h 1 like Reply

charlesfox__ Let's end inhumanity!! I'm paying 5GRANDS to the first 5 people to message me "TOUGH TIMES"

16h Reply

charles_paid4568 Life can be cruel sometimes, so I will be sending 10 persons 5 grands each, because God want me to do this, first 10 to inbox me (GOD IS THE GREATEST). God bless us all🙏💡❤️

16h Reply

View hidden comments

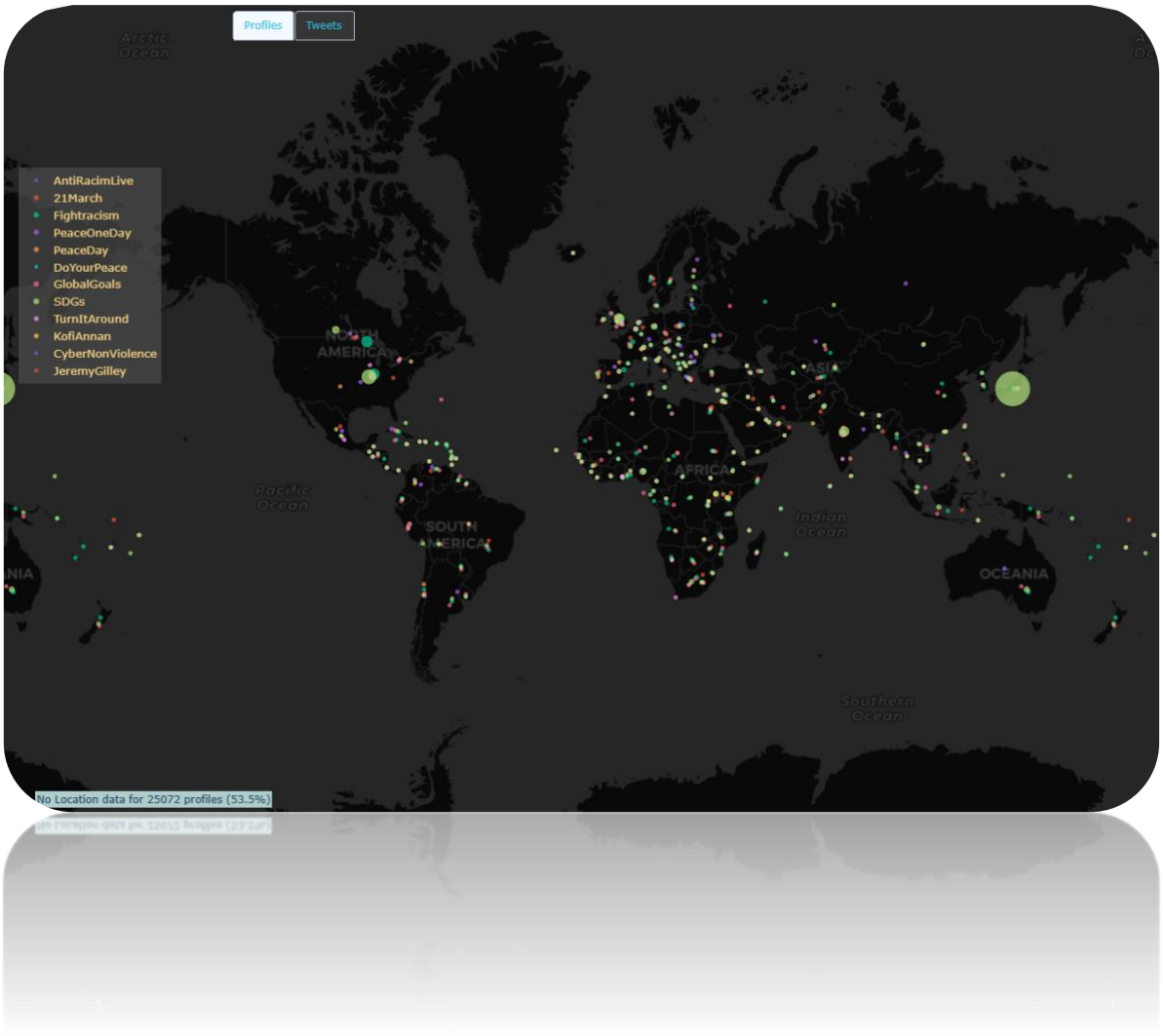
71 likes

16 HOURS AGO

Add a comment... Post

Heat Map

The following heat map represents the user-reported locations for the participants of all hashtags monitored between 14-28 March 2023. Note that location data did not exist for 53.5% of users – this is a normal statistic as not all users provide location data on their profiles and/or tweets. Nonetheless, this heat map demonstrates the global reach of the message, with almost every country on the planet being represented. The majority of participating users were based in the US, UK, and Japan.



The spike in Japan is attributed to the hashtag #SDGs as multiple users used it in tweets for promotional purposes, or as part of a greater societal push for sustainability.

Trending keywords

The following word chart demonstrates all the terms associated with the Anti-Racism Live event, taken from across social media.



Peace One Day Team Activity

From 14 March 2023 to 28 March 2023, the Peace One Day team posted over 280 times across Twitter, Instagram, Facebook, TikTok, and LinkedIn. Over that period, we saw 432,933 impressions and a record 23,367 engagements. The number of posts related to the event spiked on 21 March, as we recorded 209 direct mentions on Twitter and close to 1,000 views on TikTok. Throughout the monitoring period, Twitter contributed most to total engagements, with Instagram coming second.

5. Online and Traditional Media Analysis

Volume of Coverage

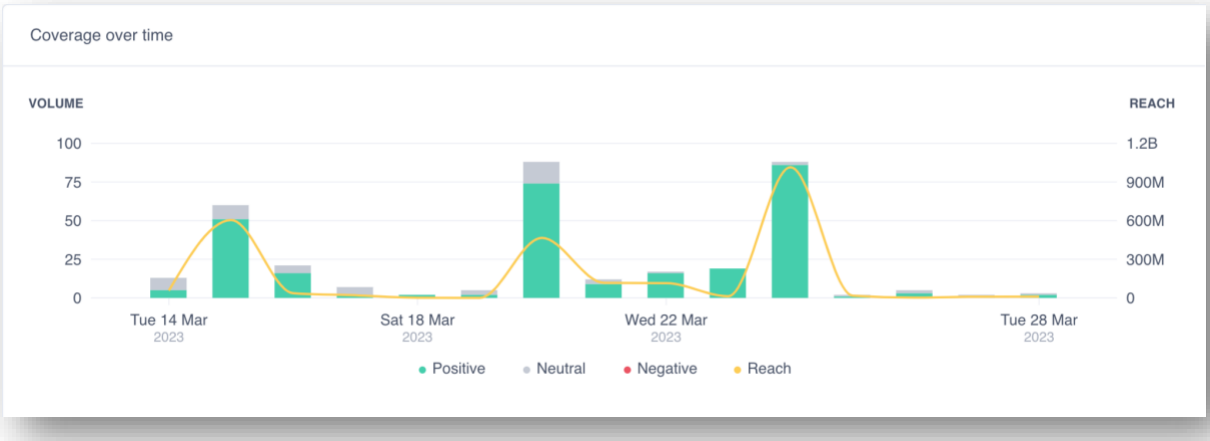


The Anti-Racism Live event received a total of 343 articles over the monitoring period. This figure is similar to the one recorded last year. The biggest spike in coverage occurred during the day of the event and the 24th of March, with 88 articles worldwide.

Throughout the monitoring period, the publications that mentioned Peace One Day had a total potential reach of 1.1 billion. From the total of articles published, 80 (around 23%) had a high salience. Salience defines how much of an article is about any given entity— Peace One Day in this case. It is based on the number of mentions, their position, and the length of the article.

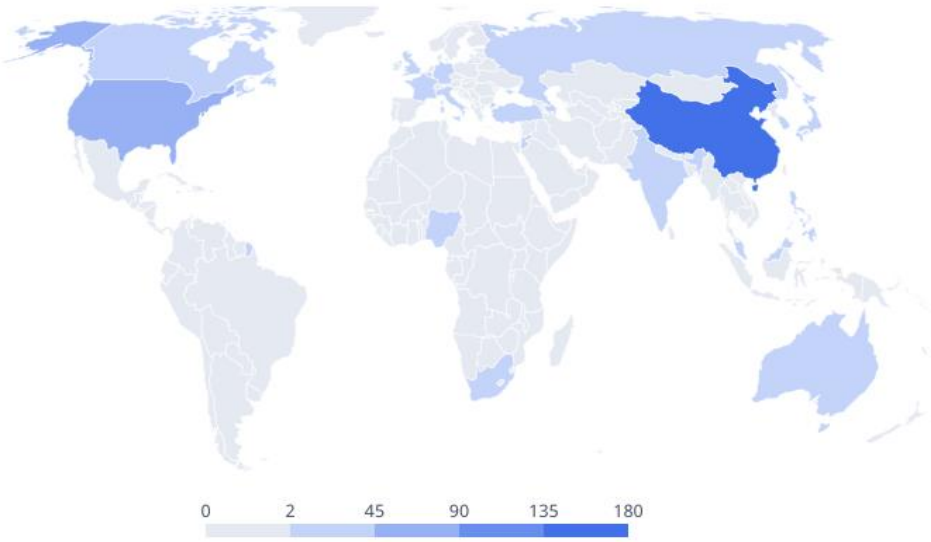
Note that “reach” refers to the number of times people were potentially reached by news on or about Anti-Racism Live. Reach is calculated from aggregating each publications’ circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people who read the articles. Instead, it indicates the number of times people may have read news about Anti-Racism Live.

Sentiment



Out of the 343 articles published in the examined time frame, there were no articles carrying negative sentiment. 289 were positive (84%) and 55 were neutral (16%).

Heatmap



The majority of mentions for Anti-Racism Live originated from China, followed by the United States and South Korea.

More specifically, 163 articles were published by Chinese sources, 58 articles were from the U.S., and 21 articles were from South Korea.

Despite China dominating coverage, the heat map demonstrates that articles were produced from many different regions of the globe.

6. Search Engine Results Page Analysis

The section provides an analysis of the first pages of Google's search engine results for the following keywords connected to the campaign:

- Anti-Racism Day
- Anti-Racism Live Global Digital Experience
- Fight Racism
- The Elimination of Racial Discrimination
- The International Day for the Elimination of Racial Discrimination
- Jeremy Gilley

Methodology for Analysis

In the analysis below are tables detailing the various page 1 results for the above keywords, the URL, headline and relevant positioning on the page are detailed, with each being assigned a coloured tone key: positive (green), neutral (amber), negative (red) and irrelevant (grey).

We tone-set the results by analysing each of the URLs ranking across Google's page 1 and 2 in the context of the Anti-Racism Live event campaign. We consider positive URLs to be resources mentioning the Anti-Racism Live event and raising awareness of it. Neutral search results are ones which may make a mention of the event but that are not specific enough to be considered as positive assets. Irrelevant search results are the ones which may include the keywords, but which context differs from that of the initiative/does not mention Anti-Racism Live. We have not identified any negative results in relation to the event.

Anti-Racism Day

14 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.unison.org.uk/events/un-anti-racism-day-national-day-action/	UN Anti-Racism Day – National Day of Action | Events - UNISON		2
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · Twitter		3
https://www.theredcard.org/	Show Racism the Red Card: Home		4
https://www.ohchr.org/en/get-involved/campaign/fight-racism	#FightRacism | OHCHR		5
https://www.tuc.org.uk/events/world-against-racism-online-rally-un-anti-rac...	World Against Racism online rally: UN Anti-Racism Day - TUC		6
https://www.consilium.europa.eu/en/press/press-releases/2022/03/21/inter...	International Day for the Elimination of Racial Discrimination ...		7
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		8
https://www.blueprintforall.org/anti-racism-day/	Anti-Racism Day | Blueprint for all		9

A week before the event, search results on the first two pages of Google for the keyword "Anti-Racism Day" presented a mix of positive and neutral URLs. The positives mention the event whereas the neutral results are articles that relate to fighting racism in a broader sense.

21 March 2023

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		1
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		2
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · Twitter		3
https://www.unison.org.uk/events/un-anti-racism-day-national-day-action/	UN Anti-Racism Day – National Day of Action | Events - UNISON		4
https://www.theredcard.org/	Show Racism the Red Card: Home		5
https://www.blueprintforall.org/anti-racism-day/	Anti-Racism Day | Blueprint for all		6
https://www.tuc.org.uk/events/world-against-racism-online-rally-un-anti-rac...	World Against Racism online rally: UN Anti-Racism Day - TUC		7
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		8
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	Why International Day for the Elimination of Racial ...		9

On the day of the event, there were more positive URLs than neutrals on page one, with two positives ranking as the first two entries.

28 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · Twitter		2
https://www.unison.org.uk/events/un-anti-racism-day-national-day-action/	UN Anti-Racism Day – National Day of Action | Events		3
https://www.theredcard.org/	Show Racism the Red Card: Home		4
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		5
https://www.blueprintforall.org/anti-racism-day/	Anti-Racism Day		6
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		7
https://champions-speakers.co.uk/news/how-honour-international-anti-raci...	International Day for the Elimination of Racial Discrimination		8
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		9

A week after the event, the number of positive entries increased to six URLs, leaving only three neutral URLs on page one.

Anti-Racism Live Global Digital Experience

14 March 2023

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Live Global Digital Experience - Peace One Day		1
https://www.youtube.com/watch?v=-yqKtV4r_-o	The start of the Anti-Racism Live Global Digital Experience		2
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience | End Violence		3
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience - OHCHR		4
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		5
https://m.facebook.com/avonworldwide/videos/anti-racism-live-global-digita...	Anti-Racism Live Global Digital Experience | We're proud to support ...		6
https://m.facebook.com/3930304443695607/	Jeremy Gilley - Anti-Racism Live Global Digital Experience ...		7
https://en-gb.facebook.com/peaceday/videos/882683942552831/	7 Languages - Anti-Racism Live Global Digital Experience | 7 ...		8
https://twitter.com/unhumanrights/status/1371852877728210944?lang=e...	UN Human Rights on Twitter: "Tune in for the Anti-Racism Live ...		9
https://vimeo.com/530368145	Anti-Racism Live Global Digital Experience 21 March - Vimeo		10

A week ahead of the event, the first two pages of google were dominated by positive results. Page one consisted of ten positives that spanned a number of new and dated posts promoting the event.

21 March 2023

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Live Global Digital Experience		1
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience		2
https://www.youtube.com/watch?v=-yqKtV4r_-o	The start of the Anti-Racism Live Global Digital Experience		3
https://www.youtube.com/watch?v=a0rIvlQqF5A	Anti-Racism Live Global Digital Experience 21 March - Part One		4
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience		5
https://m.facebook.com/10157939309802196/	Peace One Day - Anti-Racism Live Global Digital Experience ...		6
https://m.facebook.com/avonworldwide/videos/anti-racism-live-global-digita...	Anti-Racism Live Global Digital Experience		7
https://twitter.com/unhumanrights/status/1371852877728210944?lang=e...	3:56 PM · Mar 16, 2021		8
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		9
https://vimeo.com/530330444	Anti-Racism Live Global Digital Experience 21 March		10

On the 21st, all ten entries on page one were positive. The URLs ranking on page one were almost identical to those from the week before.

28 March 2023

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Live Global Digital Experience		1
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience		2
https://www.youtube.com/watch?v=-yqKtV4r_-o	The start of the Anti-Racism Live Global Digital Experience		3
https://www.youtube.com/watch?v=a0rIvlQqF5A	Anti-Racism Live Global Digital Experience 21 March - Part One		4
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience		5
https://twitter.com/unhumanrights/status/1371852877728210944?lang=en	3:56 PM · Mar 16, 2021		6
https://m.facebook.com/10157939309802196/	Peace One Day - Anti-Racism Live Global Digital Experience ...		7
https://m.facebook.com/avonworldwide/videos/anti-racism-live-global-digita...	Anti-Racism Live Global Digital Experience		8
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		9
https://vimeo.com/530330444	Anti-Racism Live Global Digital Experience 21 March		10

A week following the event, page one continued to be dominated by positive URLs as ten out of ten entries were positive.

Fight Racism

14 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/fight-racism	Fight racism - the United Nations		1
https://www.ohchr.org/en/get-involved/campaign/fight-racism	#FightRacism | OHCHR		2
https://www.unicefusa.org/stories/5-ways-fight-racism-and-xenophobia	5 Ways to Fight Racism and Xenophobia - UNICEF USA		3
https://www.unesco.org/en/no-racism-no-discrimination	Fight against Racism & Discrimination - Unesco.org		4
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		5
https://saricharity.org.uk/	Stand Against Racism & Inequality: SARI		6
https://www.ueunion.org/ue-policy/fight-racism	Fight Racism | UE - United Electrical Workers		7
https://nnedv.org/latest_update/8-everyday-ways-to-fight-racism/	8 Everyday Way to Fight Racism - NNEDV		8
https://www.enar-eu.org/	European Network Against Racism: Home		9

In the lead-up to the event, search results for “Fight Racism” presented neutral and irrelevant results. While most URLs promoted ways to fight racism, none of them specifically mentioned the event.

21 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/fight-racism	Fight racism - the United Nations		1
https://www.ohchr.org/en/get-involved/campaign/fight-racism	#FightRacism | OHCHR		2
https://www.unesco.org/en/no-racism-no-discrimination	Fight against Racism & Discrimination - Unesco.org		3
https://www.unicefusa.org/stories/5-ways-fight-racism-and-xenophobia	5 Ways to Fight Racism and Xenophobia - UNICEF USA		4
https://www.theredcard.org/	Show Racism the Red Card: Home		5
https://saricharity.org.uk/	SARI - Stand Against Racism & Inequality		6
https://www.ueunion.org/ue-policy/fight-racism	Fight Racism | UE - United Electrical Workers		7
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		8
https://commission.europa.eu/strategy-and-policy/policies/justice-and-funda...	EU Anti-racism Action Plan 2020-2025 - European Commission		9

On the day of the event, search results remained nearly identical to the week before, with no specific mentions of the event.

28 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/fight-racism	Fight racism | United Nations		1
https://www.ohchr.org/en/get-involved/campaign/fight-racism	#FightRacism | OHCHR		2
https://www.unicefusa.org/stories/5-ways-fight-racism-and-xenophobia	5 Ways to Fight Racism and Xenophobia		3
https://www.unesco.org/en/no-racism-no-discrimination	Fight against Racism & Discrimination		4
https://www.theredcard.org/	Show Racism the Red Card: Home		5
https://www.ueunion.org/ue-policy/fight-racism	Fight Racism | UE		6
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		7
https://commission.europa.eu/strategy-and-policy/policies/justice-and-funda...	EU Anti-racism Action Plan 2020-2025 - European Commission		8
https://www.coe.int/en/web/european-commission-against-racism-and-intol...	Legislation against racism and intolerance		9

A week after the event, search results on page one were very similar to those from the weeks before.

The Elimination of Racial Discrimination

14 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://twitter.com/search?q=the+elimination+of+racial+discrimination&ref...	The Elimination of Racial Discrimination on Twitter		2
https://www.ohchr.org/en/treaty-bodies/cerd	Committee on the Elimination of Racial Discrimination - OHCHR		3
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		4
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		5
https://www.eeas.europa.eu/delegations/south-korea/international-day-eli...	International Day for the Elimination of Racial Discrimination ...		6
https://www.dentons.com/en/insights/articles/2023/march/16/international...	International Day for the Elimination of Racial Discrimination		7

A week prior to the event, page one consisted of five positive entries and two neutral results. The positive URLs included articles from recognised international bodies and NGOs.

21 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://twitter.com/search?q=the+elimination+of+racial+discrimination&ref...	The Elimination of Racial Discrimination on Twitter		2
https://www.ohchr.org/en/treaty-bodies/cerd	Committee on the Elimination of Racial Discrimination - OHCHR		3
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		4
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		5
https://www.eeas.europa.eu/delegations/south-korea/international-day-eli...	International Day for the Elimination of Racial Discrimination ...		6
https://www.dentons.com/en/insights/articles/2023/march/16/international...	International Day for the Elimination of Racial Discrimination		7

On the day of the event, search results for “The Elimination of Racial Discrimination” returned identical results to the week prior.

28 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.ohchr.org/en/treaty-bodies/cerd	Committee on the Elimination of Racial Discrimination		2
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		3
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		4
https://www.inclusiveemployers.co.uk/awareness-day/international-day-for-...	International Day for the Elimination of Racial Discrimination		5
https://www.consilium.europa.eu/en/press/press-releases/2023/03/19/inter...	International Day for the Elimination of Racial Discrimination ...		6
https://www.scottishhumanrights.com/projects-and-programmes/treaty-an...	The International Convention on the Elimination of Racial ...		7

One week post-event, six out of seven entries were positive, and only one URL was neutral.

The International Day for the Elimination of Racial Discrimination

14 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		2
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		3
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		4
https://nationaltoday.com/international-day-for-the-elimination-of-racial-di...	International Day for the Elimination of Racial Discrimination		5
https://champions-speakers.co.uk/news/how-honour-international-anti-raci...	International Day for the Elimination of Racial Discrimination		6
https://www.twinkl.co.uk/event/international-day-for-the-elimination-of-rac...	International Day for the Elimination of Racial ... - Twinkl		7
https://www.canada.ca/en/canadian-heritage/campaigns/federal-anti-racism...	International Day for the Elimination of Racial Discrimination		8
https://www.gov.za/EliminationofRacialDiscrimination2023	International Day for the Elimination of Racial Discrimination ...		9
https://www.inclusiveemployers.co.uk/awareness-day/international-day-for-...	International Day for the Elimination of ... - Inclusive Employers		10

A week before the event, ten out of ten entries on page one were positive URLs. These spanned articles and posts from international bodies, news outlets, and government websites.

21 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		2
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		3
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		4
https://www.consilium.europa.eu/de/press/press-releases/2023/03/19/inter...	International Day for the Elimination of Racial Discrimination ...		5
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	Why International Day for the Elimination of Racial ...		6
https://www.canada.ca/en/canadian-heritage/campaigns/federal-anti-racism...	International Day for the Elimination of Racial Discrimination		7
https://cupe.ca/event/day-racism	International Day for the Elimination of Racial Discrimination		8
https://www.dentons.com/en/insights/articles/2023/march/16/international...	International Day for the Elimination of Racial Discrimination		9
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		10

On the 21st, page one was still dominated by positive URLs as all entries on page one were positive, with more posts from IGOs and NGOs ranking prominently.

28 March 2023

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		2
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		3
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		4
https://www.inclusiveemployers.co.uk/awareness-day/international-day-for-...	International Day for the Elimination of Racial Discrimination		5
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	Why International Day for the Elimination of Racial ...		6
https://www.twinkl.co.uk/event/international-day-for-the-elimination-of-rac...	International Day for the Elimination of Racial Discrimination		7
https://champions-speakers.co.uk/news/how-honour-international-anti-raci...	International Day for the Elimination of Racial Discrimination		8
https://globaldimension.org.uk/calendar/international-day-for-the-eliminati...	International Day for the Elimination of Racial Discrimination		9
https://www.dentons.com/en/insights/articles/2023/march/16/international...	International Day for the Elimination of Racial Discrimination		10

One week after the event, page one was still dominated by positive URLs as all entries were positive. All URLs on page two were also positive.

Jeremy Gilley

14 March 2023

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley - Wikipedia		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley - IMDb		2
https://twitter.com/JeremyGilley?ref_src=twsrc%5Egoogle%7Ctwcamp%5E...	Jeremy Gilley MBE (@JeremyGilley) · Twitter		3
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley MBE (@jeremygilleypod) • Instagram photos ...		4
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Founder - Peace One Day - LinkedIn		5
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		6
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Performing Artistes		7
https://www.themoviedb.org/person/225988-jeremy-gilley	Jeremy Gilley - The Movie Database		8
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley - Facebook		9
https://www.facebook.com/jeremygilley.peaceoneday/	Jeremy Gilley | Facebook		10

A week ahead of the event, search results for the keyword “Jeremy Gilley” presented mixed results. Most of the URLs were neutral or irrelevant, with two positive URLs ranking at position three and nine. The positive twitter entry contains a number of sub-tweets in which Jeremy promoted the event.

21 March 2023

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley - Wikipedia		1
https://twitter.com/JeremyGilley?ref_src=twsrc%5Egoogle%7Ctwcamp%5E...	Jeremy Gilley MBE (@JeremyGilley) - Twitter		2
https://www.imdb.com/name/nm0319074/	Jeremy Gilley - IMDb		3
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley MBE (@jeremygilleypod) • Instagram photos ...		4
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Founder - Peace One Day - LinkedIn		5
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Performing Artistes		6
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		7
https://www.ted.com/speakers/jeremy_gilley	Jeremy Gilley | Speaker - TED		8
https://www.facebook.com/jeremygilley.peaceoneday/	Jeremy Gilley | Facebook		9
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley - Facebook		10

On the day of the event, another positive URL started ranking on page one, bringing the total to three positives. The rest of the results consisted of a mix of neutral and irrelevant results.

28 March 2023

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley		1
https://twitter.com/JeremyGilley?ref_src=twsrc%5Egoogle%7Ctwcamp%5E...	Jeremy Gilley MBE (@JeremyGilley) - Twitter		2
https://www.imdb.com/name/nm0319074/	Jeremy Gilley		3
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley MBE (@jeremygilleypod) ...		4
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Founder - Peace One Day		5
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Founder of Peace One Day. A successful ...		6
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		7
https://www.facebook.com/jeremygilley.peaceoneday/	Jeremy Gilley		8
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley		9
https://www.ted.com/speakers/jeremy_gilley	Jeremy Gilley | Speaker		10

A week after the event, search results were nearly identical to the week before, with three positive URLs ranking on page one.