Anti-Racism Live

Digital Report - March 2024



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 2024.

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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 2024. 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**	**#After21March**		**#WordsofPeace**

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, each with deep significance in relation to seasonal change. Each of these key stations of the year plays host to a live digital event, each providing a platform for discussion and action around issues of global concern.

On 21 March 2024, 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

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.

- 354,855 impressions
- 3,980 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 2024.

- #SDGs (37,346 total tweets)
- #Fightracism (7,988 total tweets)
- #GlobalGoals (5,187 total tweets)
- #WordsofPeace (647 total tweets)
- #21March (546 total tweets)

The digital event viewership totalled over 146,637 views across all platforms for the monitoring period 14-28 March. The live stream viewership on X and Facebook combined reached 12,881 views, with the Facebook live stream garnering 9,726 views on the day of the event. The vast majority of views are attributed to social media videos posted on Instagram, Facebook, X, LinkedIn, and YouTube throughout the monitoring period as these amassed over 124,000 views. Instagram alone accumulated 103,470 views from 14-28 March.

Online and Traditional Media Analysis Highlights

- The Anti-Racism Live event received a total of 204 articles mentioning Peace One Day in the period between 14-28 March 2024. The biggest spike in coverage was on the 20th of March 2024 with 137 articles published worldwide.
- On the day of the event (21 March 2024), the publications that mentioned Peace One Day had a total potential impressions reach of 105 million.
- The vast majority of mentions for Peace One Day originated from the United States, the United Kingdom, Japan, and Mexico.

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” and “The International Day for the Elimination of Racial Discrimination” presented positive results and were consistent throughout the monitoring period as they spanned controlled assets, news articles, and social media posts mentioning the event.

Event Viewership

The event received over 146,637 views during the monitoring period as it was covered on X, Facebook, Instagram, YouTube, LinkedIn, and the Peace One Day website— an impressive figure that reflects viewer engagement and increased traction. Instagram alone accounted for 103,470 views, while YouTube amassed 9,600 views, and LinkedIn 8,718 views. The average viewing time on the website for this year's event was 37 minutes. This, combined with the social media statistics detailed above, indicates that the viewers that tuned in on 21 March were highly engaged, with users interacting with the content published by the Peace One Day team or seeking out additional information about Anti-Racism Live on the website.

3. 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 2024.

The following statistics are the total tweets for various keywords associated with the event between 14-28 March 2024. These give an indication of the scale of content being shared on the platform.

- #SDGs (37,346 total tweets)
- #Fightracism (7,988 total tweets)
- #GlobalGoals (5,187 total tweets)
- #WordsofPeace (647 total tweets)
- #21March (546 total tweets)
- #PeaceOneDay (73 total tweets)
- #PeaceDay (66 total tweets)
- #DoYourPeace (30 total tweets)
- #TurnItAround (21 total tweets)
- #KofiAnnan (15 total tweets)
- #Cybernonviolence (5 total tweets)
- #JeremyGilley (5 total tweets)
- #After21March (4 total tweets)
- #AntiRacismLive (0 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 event attracted a largely positive response, with sponsors such as Team ITG and Avon Worldwide promoting the occasion.

- Posts from participants like Dia Mirza and Dr Shola Mos-Shogbamimu garnered extensive views and user engagement.

- Out of the standalone hashtags tracked for this analysis, relevant mentions of #FightRacism, #21March and #PeaceOneDay appear the most frequently.

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 X

"Thank you to everyone involved and to you the audience. The playout of inspirational films will begin today, Anti-Racism Live... @weareteamitg" (1+ reposts, 4+ likes. 22 Mar)

"Interview with Dr Shola Mos-Shogbamimu for Anti-Racism Live 2024. Watch here... If you'd like to donate to POD and support our work, go to..." (2+ reposts, 1+ likes. 22 Mar)

"Interview with Goldie Chan and Jeff Barrett for Anti-Racism Live 2024. Watch the full interview here... If you'd like to donate to POD and support our work, go to..." (1+ reposts, 1+ likes. 25 Mar)

"Words of Peace from Hakeem Kae-Kazim for Anti-Racism Live 2024. Watch the full film here... If you'd like to donate to POD and support our work, go to..." (1+ likes. 26 Mar)

Peace One Day on Instagram

"Peace One Day is proud to announce Professor Robert A. Williams, Jr. will be participating in Anti-Racism Live 21 March 2024..." (2+ likes. 15 Mar)

"Peace One Day is proud to announce Jeff Barrett will be participating in Anti-Racism Live 21 March 2024..." (1+ likes. 15 Mar)

"Peace One Day is proud to announce Artis Stevens will be participating in Anti-Racism Live 2pm GMT on 21 March 2024..." (3+ likes. 19 Mar)

"Interview with Angela Cretu and Andrea Jung for Anti-Racism Live 2024" (7+ likes. 26 Mar)

Peace One Day on TikTok

"Statement from Darasing Khurana for Anti-Racism Live 2024..." (25 Mar)

"Interview with The Rt Hon Nadhim Zahawi MP for Anti-Racism Live 2024..." (2+ likes. 28 Mar)

Peace One Day on YouTube

"Peace One Day in association with ITG presents Anti-Racism Live 2024" (10+ likes. 20 Mar)

Jeremy Gilley on X

"Peace One Day is proud to announce @artisnstevens will be participating in Anti-Racism Live 2pm GMT on 21 March…" (1+ likes. 19 Mar)

"Peace One Day is proud to announce @WinterBreeanne will be participating in Anti-Racism Live 2pm GMT on 21 March..." (19 Mar)

"Coming up on Anti-Racism Live: Marie Joseph Ayiessi, Human Rights Officer, OHCHR, Geneva; Winter BreeAnne…" (2+ reposts, 2+ likes. 21 Mar)

"Anti-Racism Live starts at 2pm GMT today, the UN International Day for the Elimination of Racial Discrimination..." (1+ likes. 21 Mar)

Jeremy Gilley on Instagram

"Peace One Day is proud to announce Gary Cunningham will be participating in Anti-Racism Live 21 March 2024..." (6+ likes. 14 Mar)

"Peace One Day is proud to announce Dr H.A. Hellyer will be participating in Anti-Racism Live 2pm GMT on 21 March 2024..." (4+ likes. 18 Mar)

"Peace One Day is proud to announce Gabriela Ramos will be participating in Anti-Racism Live 2pm GMT on 21 March 2024..." (7+ likes. 20 Mar)

"Peace One Day is proud to announce Darasing Khurana will be participating in Anti-Racism Live 2pm GMT on 21 March 2024..." (5+ likes. 20 Mar)

Other Participants

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

- Dia Mirza (3.4m+ followers, 3+ reposts, 61+ likes) posted "We are now live! Do join us as we spread the message of peace and love for all people everywhere..." (21 Mar)

- PR Consultant Jeff Barrett (250.6k+ followers, 3+ likes) tweeted "Proud to be part of this live broadcast with @PeaceOneDay. Honored to be part of an incredible global lineup and look out for an interview I'm doing later in the show with @GoldieChan ." (21 Mar)

- Dr Shola Mos-Shogbamimu (194.9k+ followers, 125+ reposts, 447+ likes) relayed "'I'm not dealing with it well at all. I'm getting angrier by the day. You're going to feel my rage, frustration & powerlessness. There're no 2 sides to evil - just 1 side.' Speaking to @JeremyGilley at @PeaceOneDay on eradicating racism, dealing with global crisis & next steps on The International Day for the Elimination of Racial Discrimination. #AntiRacism #Gaza #Sudan #Congo" garnering 42k+ views and 173+ comments. (23 Mar)

- Avon Worldwide (28.4k+ followers) highlighted "Check out two of our former power-house CEOSs Angela Cretu & Andrea Jung talking all things purpose... #Peaceoneday #fightracism #antiracismlive #avon" (21 Mar)

- Aaron Ableman (20.8k+ followers, 518+ likes) shared "Honored and humbled to share two music videos (little audio snippet here) with a powerful global audience dedicated to peace through embracing all the colors of the human family. Anti racism work is a daily and generational effort, so I applaud the organizers for amplifying this message especially in times like these! One people. One planet. One love!" (14 Mar)

- Gabriela Ramos (14.9k+ followers, 3+ reposts, 5+ likes) shared "Very excited to join @PeaceOneDay & @JeremyGilley on the International Day for the Elimination of Racial Discrimination! Follow the broadcast to support @PeaceDay , we're going live at 2pm GMT! Say #NoToHate to #FightRacism!" (21 Mar)

- Peace Day (3.1k+ followers, 2+ likes) relayed "Thank you to everyone involved and to you the audience. The playout of inspirational films will begin today, Anti-Racism Live." (22 Mar)

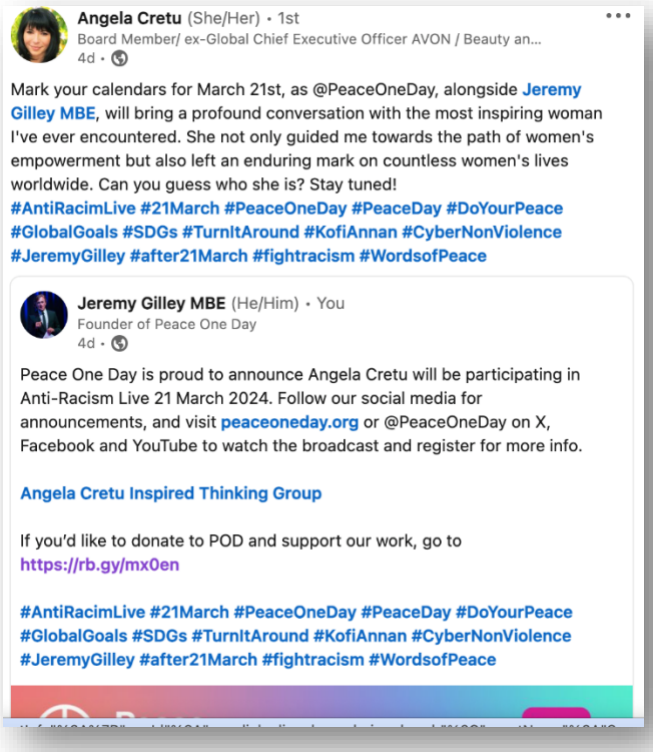
- Team ITG (1.5k+ followers, 13+ likes) posted on Instagram "This time next week (on the 21st) is the @peaceoneday_official Anti-Racism Live event stream – and we're proud sponsors. The day will be filled with informative interviews as well as music,

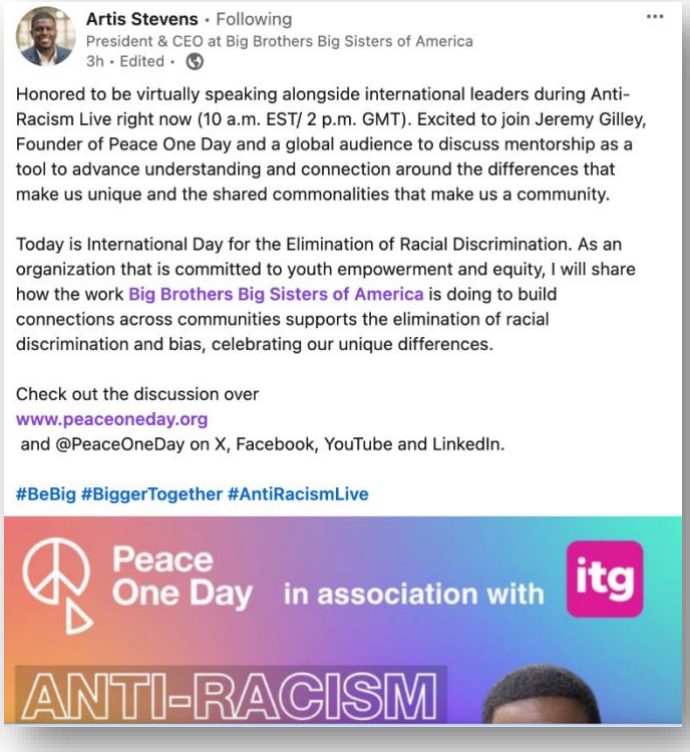
words of peace and more. Make sure you don’t miss out on it (starting at 2pm GMT on the day), and if you want more details check out the link in our bio!" (14 Mar)

- Team ITG (1k+ followers) tweeted "The @PeaceOneDay Anti-Racism Live event stream kicks off today from 2pm GMT. Here’s founder Jeremy Gilley with details about the event and what to expect – click below for the stream..." (21 Mar)

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.









Avon
1,160,394 followers
7h •

Check out two of our former power-house CEOSs Angela Cretu & Andrea Jung talking all things purpose 👇

Click here to find out more https://lnkd.in/eAWg-Fv2

Angela Cretu (She/Her) • 1st
Board Member/ ex-Global Chief Executive Officer AVON / Beauty...
9h • Edited •

Today is our day to stand up against racism. Fear, ignorance, and manipulation are dividing us and undermining humanity's potential as a whole. Click and share Peace One Day's call for harmony and peace. Join us to listen to Andrea Jung's insights and gather the energy needed to collectively halt the violence and hatred in our communities: https://lnkd.in/eAWg-Fv2
#AntiRacismLive #21March #PeaceOneDay #PeaceDay #DoYourPeace #GlobalGoals #SDGs #TurnItAround #KofiAnnan #CyberNonViolence #JeremyGilley #after21March #fightracism #WordsofPeace



Hakeem Kae-Kazim • 1st
ACTOR at BBC/Netflix
5h •

Become part of this amazing event!!

Peace One Day
4,509 followers
1d •

Peace One Day in association with ITG presents Anti-Racism Live 2024 starting at 2 PM GMT on 21 March 2024 here on LinkedIn.

Get ready to be informed, inspired and engaged.

#fightracism #peaceoneday

Darasing Khurana reposted

Peace Day @PeaceDay · Mar 20

Peace One Day is proud to announce Darasing Khurana will be participating in Anti-Racism Live 2pm GMT on 21 March. Follow social media for announcements, and visit peaceoneday.org or @PeaceOneDay on X, Facebook, YouTube & LinkedIn to watch the broadcast.
@weareteamitg

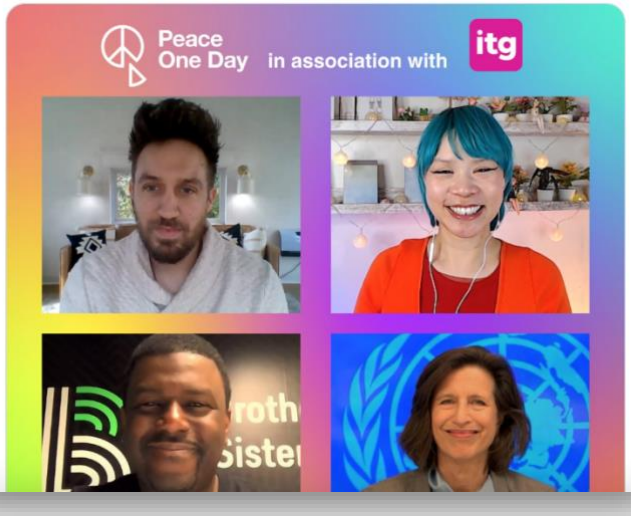


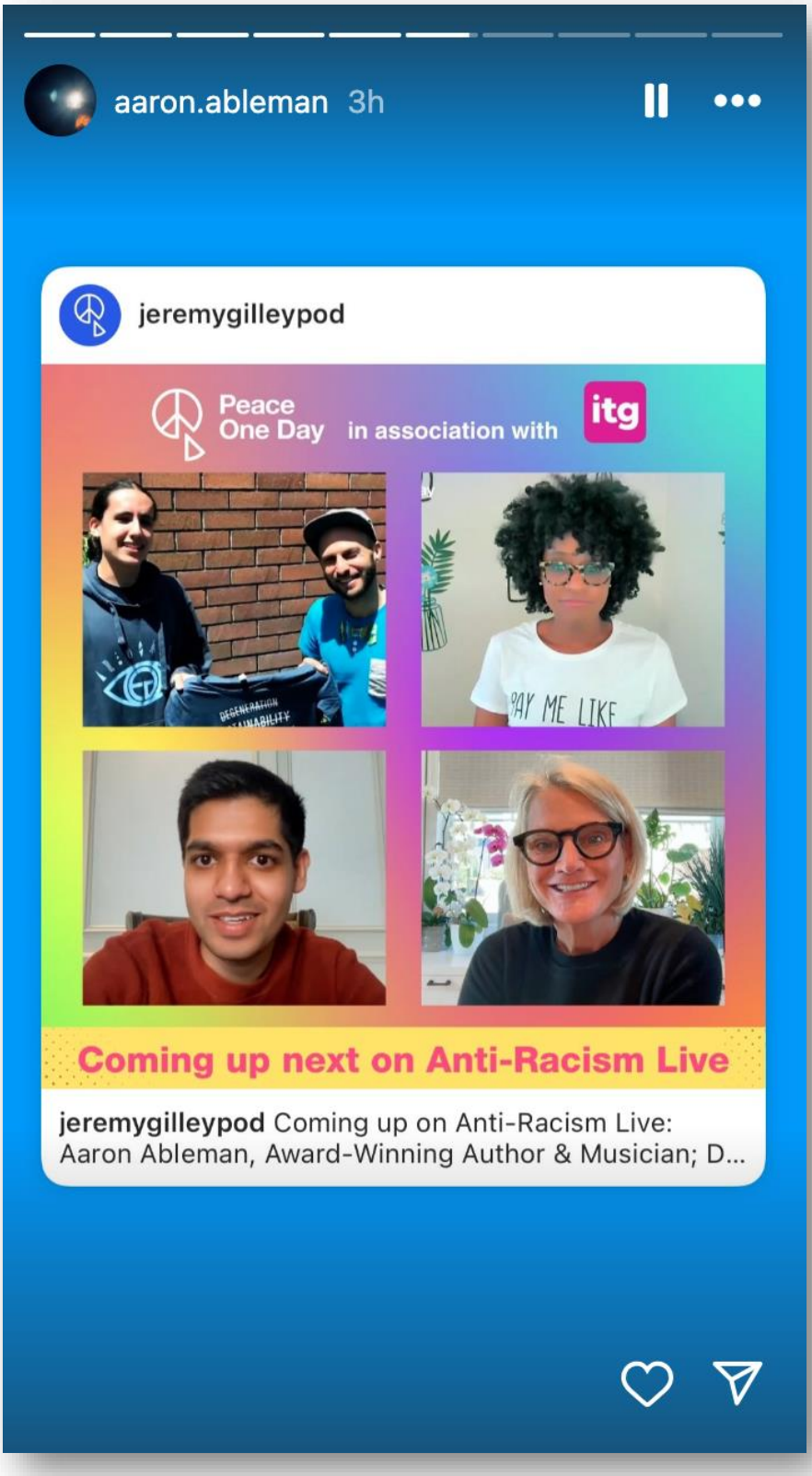
Goldie Chan 💚 reposted

Peace One Day @PeaceOneDay · 1h

Promote

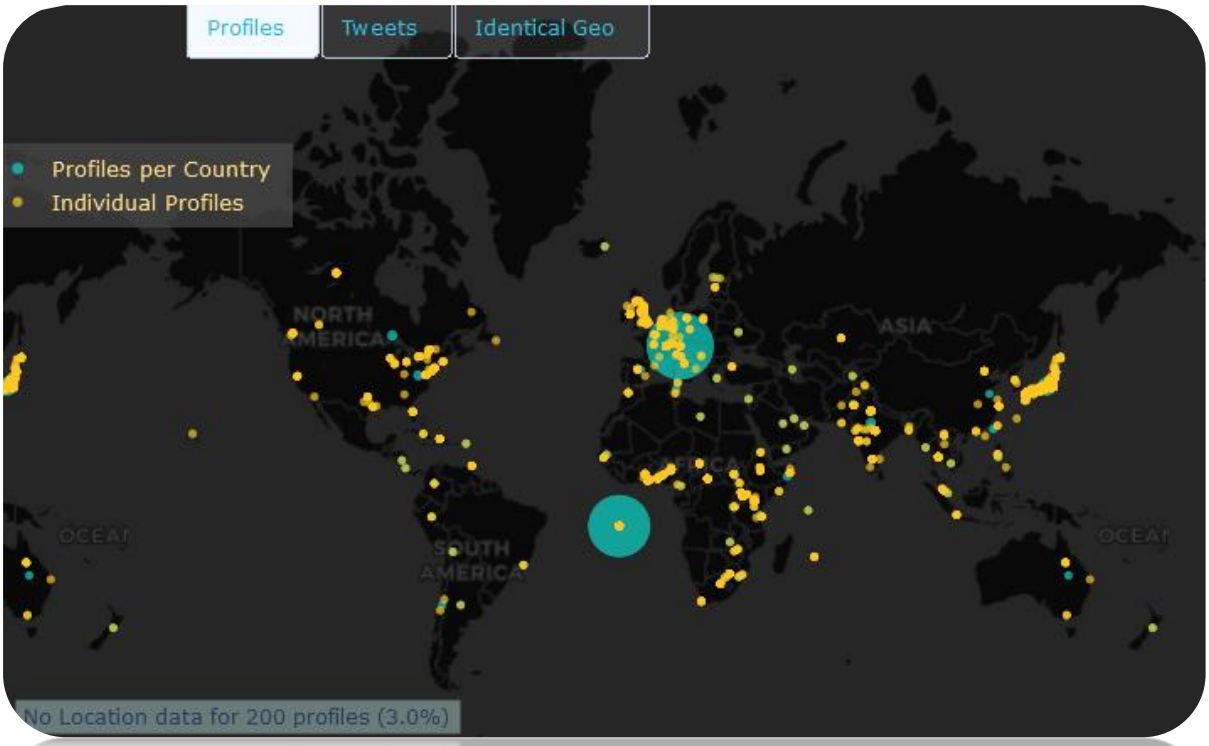
Coming up on Anti-Racism Live: Jeff Barrett, CEO, Status Creative; Goldie Chan, Brand Strategy Speaker and Advisor at Award-Winning Warm Robots; Artis Stevens, President & CEO of Big Brothers Big Sisters of America and Melissa Fleming, Under-Secretary-General for Global...
Show more




aaron.ableman 3h
jeremygilleypod
Peace One Day in association with itg
Coming up next on Anti-Racism Live
jeremygilleypod Coming up on Anti-Racism Live: Aaron Ableman, Award-Winning Author & Musician; D...

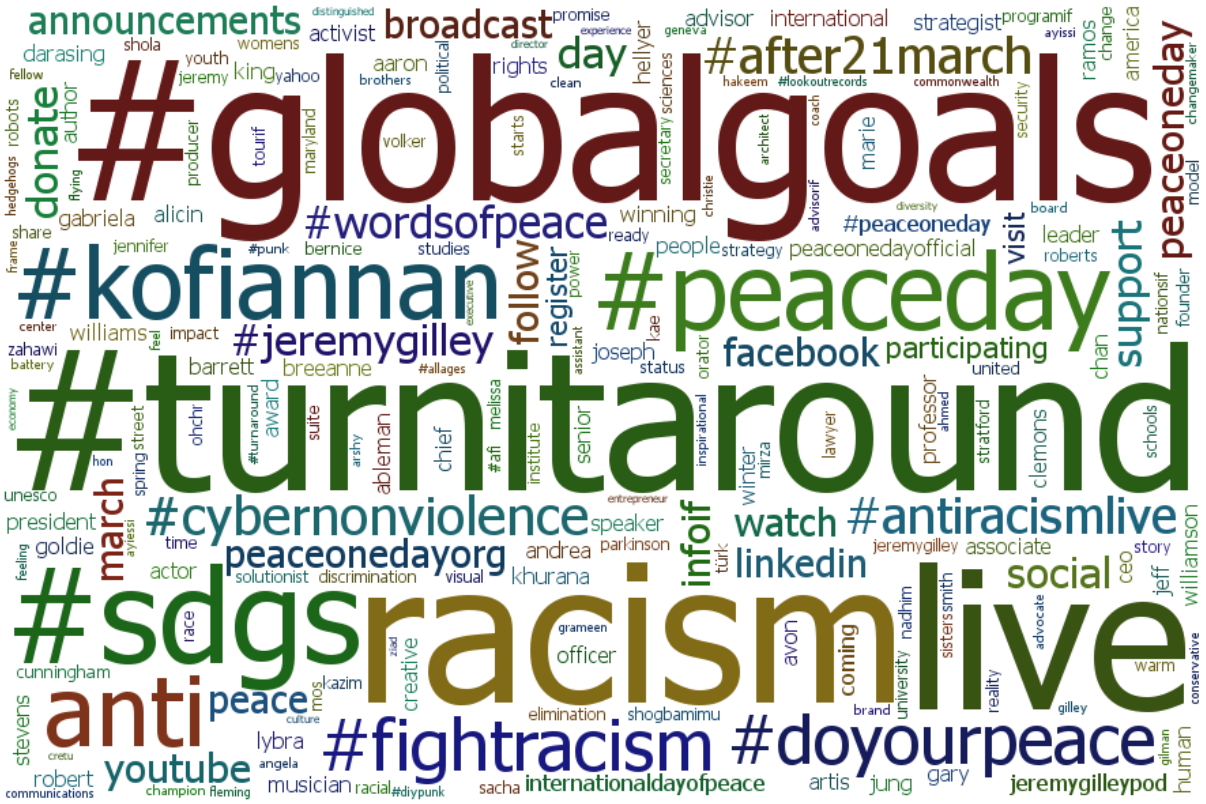
Heat Map

The following heat map represents the user-reported locations for the participants of all hashtags monitored between 14-28 March 2024. Note that location data did not exist for 3% 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.



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 2024 to 28 March 2024, the Peace One Day team posted over 140 times across X, Instagram, Facebook, YouTube, and LinkedIn. Over that period, we recorded 354,855 impressions and 3,980 engagements. The number of posts related to the event spiked on 21 March, as we recorded 128 direct mentions on X. Throughout the monitoring period, Instagram contributed most to total engagements, with YouTube coming second.

4. Online and Traditional Media Analysis

Volume of Coverage



The Anti-Racism Live event received a total of 204 articles over the monitoring period. The biggest spike in coverage occurred on the 20th of March, with 137 articles shared worldwide.

Throughout the monitoring period, the publications that mentioned Peace One Day had a total potential reach of 105 million.

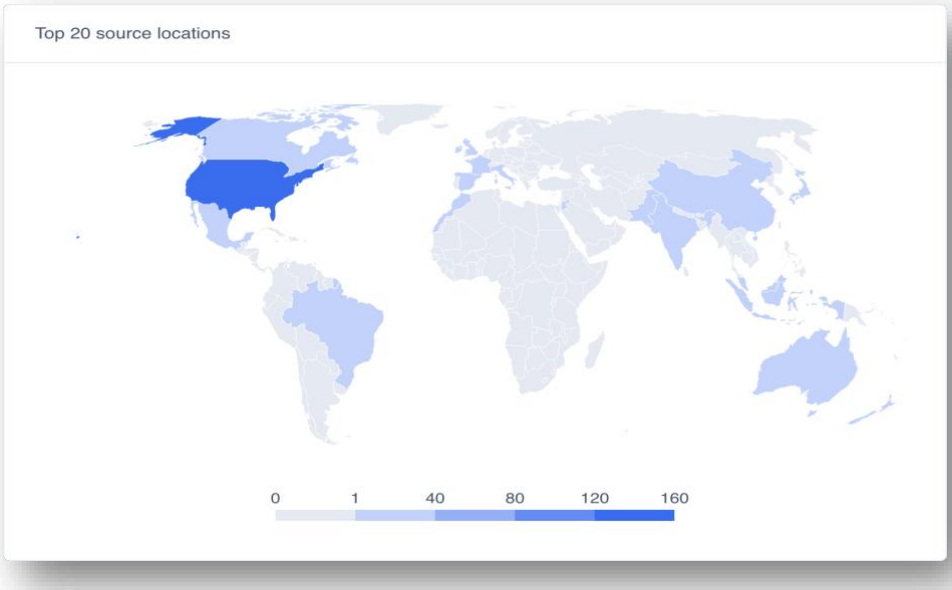
Note that “reach” refers to the number of times people were potentially reached by news on or about Anti-Racism Live. Reach is calculated from aggregating each publications’ circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of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

Sentiment



Here is the distribution over the 2 weeks of articles by sentiment, which shows that the peak on the 20th of March was very positive and that the rest of the days were mostly positive or neutral. Out of the 204 articles published between 14-28 March, there were no articles carrying negative sentiment.

Heatmap



The majority of mentions for Peace One Day between 14-28 March originated from the United States, the UK, Mexico, and Japan. While these countries dominated, event coverage reached locations from all across the world.

5. 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 2024

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	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://www.un.org/en/observances/end-racism-day/messages	International Day for the Elimination of Racial Discrimination		4
https://www.canada.ca/en/canadian-heritage/campaigns/federal-anti-racism...	International Day for the Elimination of Racial Discrimination		5
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · X		6
https://sdgresources.relx.com/events/international-day-elimination-racial-di...	Int'l Day for Elimination of Racial Discrimination 2024		7
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	What is the International Day for the Elimination of Racial ...		8
https://champions-speakers.co.uk/news/how-honour-international-anti-raci...	International Day for the Elimination of Racial Discrimination		9
https://www.blueprintforall.org/anti-racism-day/	Anti-Racism Day		10

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

21 March 2024

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://www.theredcard.org/	Show Racism the Red Card: Home		3
https://www.theredcard.org/wear-red-day/	WEAR RED DAY 2024		4
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · X		5
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		6
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		7
https://www.tuc.org.uk/events/un-anti-racism-day-demonstrations	UN Anti Racism Day demonstrations | TUC		8
https://www.unison.org.uk/events/un-anti-racism-day-national-day-action/	UN Anti-Racism Day – National Day of Action | Events		9
https://www.un.org/en/observances/end-racism-day/messages	International Day for the Elimination of Racial Discrimination		10

On the day of the event, search results were composed of six neutral URLs, two irrelevant, and two positives ranking at positions 6 and 7.

28 March 2024

URL	Headline	Tone	Rank
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		1
https://www.theredcard.org/	Show Racism the Red Card: Home		2
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		3
https://twitter.com/AntiRacismDay?ref_src=twsrc%5Egoogle%7Ctwcamp%...	Stand Up To Racism (@AntiRacismDay) · X		4
https://www.ohchr.org/en/get-involved/stories/international-day-eliminatio...	International Day for the Elimination of Racial Discrimination		5
https://www.un.org/en/observances/end-racism-day/messages	International Day for the Elimination of Racial Discrimination		6
https://www.theredcard.org/wear-red-day/	WEAR RED DAY 2024		7
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		8
https://www.tuc.org.uk/events/un-anti-racism-day-demonstrations	UN Anti Racism Day demonstrations | TUC		9
https://www.unison.org.uk/events/un-anti-racism-day-national-day-action/	UN Anti-Racism Day – National Day of Action | Events		10

A week after the event, search results remained almost unchanged with a few URLs swapping positions.

Anti-Racism Live Global Digital Experience

14 March 2024

URL	Headline	Tone	Rank
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience		1
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Day Live Global Digital Experience		2
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		3
https://www.sdg16.plus/events/anti-racism-live-global-digital-experience/	Anti-Racism Live Global Digital Experience - Pathfinders		4
https://m.youtube.com/playlist?list=PL8sOof-07ZGeBHImhUoRZOCHoLFW...	Countdown to Anti-Racism Live Global Digital Experience		5
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience		6
https://www.youtube.com/watch?v=TlwYUVLKxPE	Jack Savoretti - Peace One Day's Anti-Racism Live ... - YouTube		7
https://peaceoneday.org/Main/Events?p=Anti-RacismLive2022	Anti-Racism Live 2022		8
https://www.youtube.com/playlist?list=PL8sOof-07ZGcJ19qttjfrmPCk1BM...	Anti-Racism Live Global Digital Experience 21 March 2021		9
https://www.avonworldwide.com/news/-anti-racism-live-digital-global-exper...	Anti Racism Live Digital Global Experience		10

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

21 March 2024

URL	Headline	Tone	Rank
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience		1
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Day Live Global Digital Experience		2
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		3
https://www.sdg16.plus/events/anti-racism-live-global-digital-experience/	Anti-Racism Live Global Digital Experience - Pathfinders		4
https://peaceoneday.org/Main/Events?p=Anti-RacismLive2022	Anti-Racism Live 2022		5
https://m.youtube.com/playlist?list=PL8sOof-07ZGeBHImhUoRZOCHoLFW...	Countdown to Anti-Racism Live Global Digital Experience		6
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience		7
https://www.youtube.com/watch?v=TlwYUVLKxPE	Jack Savoretti - Peace One Day's Anti-Racism Live ... - YouTube		8
https://www.youtube.com/playlist?list=PL8sOof-07ZGcJ19qttjfrmPCk1BM...	Anti-Racism Live Global Digital Experience 21 March 2021		9
https://www.avonworldwide.com/news/-anti-racism-live-digital-global-exper...	Anti Racism Live Digital Global Experience		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 2024

URL	Headline	Tone	Rank
https://www.ohchr.org/en/get-involved/stories/tune-our-anti-racism-live-dig...	Tune in for our Anti-Racism live digital experience		1
https://peaceoneday.org/Main/Events?p=March2021Anti-RacismDay	Anti-Racism Day Live Global Digital Experience		2
https://peaceoneday.org/Main/Events?p=Anti-RacismLive2024	Anti-Racism Live 21 March 2024 at 2pm GMT		3
https://www.sdg16.plus/events/anti-racism-live-global-digital-experience/	Anti-Racism Live Global Digital Experience - Pathfinders		4
https://www.globalcompactusa.org/events-and-webinars/anti-racism-live-gl...	Anti-Racism Live Global Digital Experience		5
https://www.youtube.com/playlist?list=PL8sOof-07ZGcJ19qttjfrmPCk1BM...	Anti-Racism Live Global Digital Experience 21 March 2021		6
https://www.end-violence.org/events/anti-racism-live-global-digital-experie...	Anti-Racism Live Global Digital Experience		7
https://www.youtube.com/watch?v=TlwYUVLKxPE	Jack Savoretti - Peace One Day's Anti-Racism Live ... - YouTube		8
https://m.youtube.com/playlist?list=PL8sOof-07ZGeBHImhUoRZOCHoLFW...	Countdown to Anti-Racism Live Global Digital Experience		9
https://www.avonworldwide.com/news/-anti-racism-live-digital-global-exper...	Anti Racism Live Digital Global Experience		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 2024

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://saricharity.org.uk/	SARI - Stand Against Racism & Inequality		3
https://www.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		4
https://www.theredcard.org/	Show Racism the Red Card: Home		5
https://www.unesco.org/en/no-racism-no-discrimination	Fight against Racism & Discrimination		6
https://young.scot/get-informed/speaking-out-about-racism/	Ways to Help Combat Racism		7
https://www.ohchr.org/en/get-involved/stories/new-campaign-launch-fightr...	New campaign launch to #FightRacism — Learn, Speak up ...		8
https://nmaahc.si.edu/learn/talking-about-race/topics/being-antiracist	Being Antiracist		9
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		10

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 2024

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.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		3
https://www.theredcard.org/	Show Racism the Red Card: Home		4
https://young.scot/get-informed/speaking-out-about-racism/	Ways to Help Combat Racism		5
https://saricharity.org.uk/	Stand Against Racism & Inequality: SARI		6
https://nmaahc.si.edu/learn/talking-about-race/topics/being-antiracist	Being Antiracist		7
https://www.ohchr.org/en/get-involved/stories/new-campaign-launch-fightr...	New campaign launch to #FightRacism — Learn, Speak up ...		8
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		9
https://nnedv.org/latest_update/8-everyday-ways-to-fight-racism/	8 Everyday Way to Fight Racism - Elimination of Racial ...		10

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

28 March 2024

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.un.org/en/observances/end-racism-day	International Day for the Elimination of Racial Discrimination		3
https://young.scot/get-informed/speaking-out-about-racism/	Ways to Help Combat Racism		4
https://www.theredcard.org/	Show Racism the Red Card: Home		5
https://saricharity.org.uk/	SARI - Stand Against Racism & Inequality		6
https://www.unesco.org/en/no-racism-no-discrimination	Fight against Racism & Discrimination		7
https://www.ohchr.org/en/get-involved/stories/new-campaign-launch-fightr...	New campaign launch to #FightRacism — Learn, Speak up ...		8
https://nmaahc.si.edu/learn/talking-about-race/topics/being-antiracist	Being Antiracist		9
https://greatergood.berkeley.edu/article/item/ten_keys_to_everyday_anti_ra...	10 Keys to Everyday Anti-Racism		10

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 2024

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.ohchr.org/en/instruments-mechanisms/instruments/internatio...	International Convention on the Elimination of All Forms ...		3
https://en.wikipedia.org/wiki/International_Convention_on_the_Elimination_...	International Convention on the Elimination of All Forms ...		4
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		5
https://www.oas.org/dil/1963%20United%20Nations%20Declaration%20on...	1904 (XVIII). United Nations Declaration on the Elimination ...		6
https://www.inclusiveemployers.co.uk/event/international-day-for-the-elimi...	International Day for the Elimination of Racial Discrimination		7
https://www.refworld.org/legal/agreements/unga/1965/en/13974	International Convention on the Elimination of All Forms of ...		8
https://www.consilium.europa.eu/en/press/press-releases/2023/03/19/inter...	International Day for the Elimination of Racial Discrimination ...		9
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	What is the International Day for the Elimination of Racial ...		10

A week prior to the event, page one consisted of four positive entries, four neutral results, and two irrelevant URLs. The positive URLs included coverage from international bodies.

21 March 2024

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/instruments-mechanisms/instruments/internatio...	International Convention on the Elimination of All Forms ...		2
https://www.ohchr.org/en/treaty-bodies/cerd	Committee on the Elimination of Racial Discrimination		3
https://en.wikipedia.org/wiki/International_Convention_on_the_Elimination_...	International Convention on the Elimination of All Forms ...		4
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		5
https://twitter.com/search?q=the+elimination+of+racial+discrimination&ref...	The Elimination of Racial Discrimination on X		6
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		7
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		8
https://unesco.org.uk/events/international-days/international-day-for-the-el...	International Day for the Elimination of Racial Discrimination		9

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

28 March 2024

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.ohchr.org/en/instruments-mechanisms/instruments/internatio...	International Convention on the Elimination of All Forms ...		3
https://www.unesco.org/en/days/racial-discrimination-elimination	International Day for the Elimination of Racial Discrimination		4
https://www.consilium.europa.eu/en/press/press-releases/2024/03/20/inter...	International Day for the Elimination of Racial Discrimination		5
https://en.wikipedia.org/wiki/International_Day_for_the_Elimination_of_Raci...	International Day for the Elimination of Racial Discrimination		6
https://commission.europa.eu/news/marking-international-day-elimination-r...	Marking the International Day for the Elimination of Racial ...		7
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		8
https://www.oas.org/dil/1963%20United%20Nations%20Declaration%20on...	1904 (XVIII). United Nations Declaration on the Elimination ...		9

One week post-event, three out of nine entries were positive, and only one URL was irrelevant.

The International Day for the Elimination of Racial Discrimination

14 March 2024

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.un.org/en/observances/end-racism-day/messages	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://unesco.org.uk/events/international-days/international-day-for-the-el...	International Day for the Elimination of Racial Discrimination		5
https://sdgresources.relx.com/events/international-day-elimination-racial-di...	Int'l Day for Elimination of Racial Discrimination 2024		6
https://www.weforum.org/agenda/2023/03/international-day-elimination-o...	What is the International Day for the Elimination of Racial ...		7
https://www.inclusiveemployers.co.uk/event/international-day-for-the-elimi...	International Day for the Elimination of Racial Discrimination		8
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		9
https://www.twinkl.co.uk/event/international-day-for-the-elimination-of-rac...	International Day for the Elimination of Racial Discrimination		10

A week before the event, the keyword returned mixed results, with four article having a positive tone, four neutral, and two irrelevant.

21 March 2024

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://www.un.org/en/observances/end-racism-day/messages	International Day for the Elimination of Racial Discrimination		5
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		6
https://unesco.org.uk/events/international-days/international-day-for-the-el...	International Day for the Elimination of Racial Discrimination		7
https://www.inclusiveemployers.co.uk/event/international-day-for-the-elimi...	International Day for the Elimination of Racial Discrimination		8

On the 21st, search results presented eight entries, four of which were positive, two neutral, and two irrelevant.

28 March 2024

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://www.un.org/en/observances/end-racism-day/messages	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.consilium.europa.eu/en/press/press-releases/2024/03/20/inter...	International Day for the Elimination of Racial Discrimination		6
https://unesco.org.uk/events/international-days/international-day-for-the-el...	International Day for the Elimination of Racial Discrimination		7
https://www.unfpa.org/events/international-day-elimination-racial-discrimin...	International Day for the Elimination of Racial Discrimination		8
https://commission.europa.eu/news/marking-international-day-elimination-r...	Marking the International Day for the Elimination of Racial ...		9
https://www.inclusiveemployers.co.uk/awareness-day/international-day-for-...	International Day for the Elimination of Racial Discrimination		10

One week after the event, page one was populated with ten entries. A new positive joined the top page of search results, bringing the total to five positives.

Jeremy Gilley

14 March 2024

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley		2
https://twitter.com/JeremyGilley?ref_src=twsrc%5Egoogle%7Ctwcamp%5E...	Jeremy Gilley MBE (@JeremyGilley) - X		3
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Peace One Day		4
https://www.instagram.com/jeremygilleypod/	Jeremy Gilley MBE (@jeremygilleypod)		5
https://www.peaceoneday.org/Main/About	Peace One Day | About		6
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Founder of Peace One Day. A successful ...		7
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley		8
https://www.imdb.com/name/nm0319074/bio/	Jeremy Gilley - Biography		9
https://www.krugercowne.com/jeremy-gilley/	Jeremy Gilley MBE - Keynote Speaker		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 only three positive URLs ranking at positions three, five, and eight. The positive twitter entry at position three contained a number of sub-tweets in which Jeremy promoted the event.

21 March 2024

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley		2
https://twitter.com/JeremyGilley?ref_src=twsrc%5Egoogle%7Ctwcamp%5E...	Jeremy Gilley MBE (@JeremyGilley) - X		3
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Peace One Day		4
https://www.instagram.com/jeremygilleypod/	Jeremy Gilley MBE (@jeremygilleypod)		5
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley		6
https://www.imdb.com/name/nm0319074/bio/	Jeremy Gilley - Biography		7
https://www.peaceoneday.org/Main/About	Peace One Day | About		8
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Founder of Peace One Day. A successful ...		9
https://www.oneyoungworld.com/counsellors/jeremy-gilley	Jeremy Gilley		10

On the day of the event, the positive Facebook URL climbed up from position eight to position six on the first page of search results. The irrelevant URL was also replaced with a neutral entry.

28 March 2024

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) · X		2
https://www.imdb.com/name/nm0319074/	Jeremy Gilley		3
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley MBE - Peace One Day		4
https://www.instagram.com/jeremygilleypod/	Jeremy Gilley MBE (@jeremygilleypod)		5
https://www.peaceoneday.org/Main/About	Peace One Day | About		6
https://www.imdb.com/name/nm0319074/bio/	Jeremy Gilley - Biography		7
https://www.krugercowne.com/jeremy-gilley/	Jeremy Gilley MBE - Keynote Speaker		8
https://www.facebook.com/JeremyGilleyPOD/	Jeremy Gilley		9
https://champions-speakers.co.uk/speaker-agent/jeremy-gilley	Book Jeremy Gilley | Peace One Day Founder		10

A week after the event, search results were very similar to those recorded on the 14th of March.