



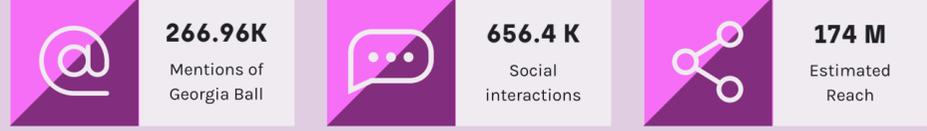
International Women's Day 2024



From viral news of mansplaining in the western world to outright violations of female freedom and human rights across the globe, we look at topics and issues dominating social media and online news in the lead up to International Women's Day [IWD] 2024.

Pro Golfer, Georgia Ball 'mansplaining' Video Goes Viral

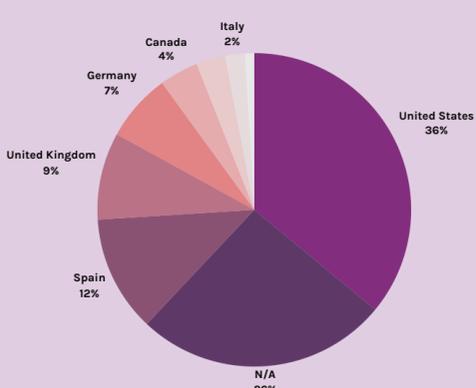
"Mansplaining" is a term used to describe a situation where a man explains something to a woman in a condescending manner, typically because they assume that she has less expertise on the topic due to her gender. Georgia Ball's video of a man correcting her golf swing seems to have resonated with other women in sport and drawn attention to gender-based communication patterns. IWD is a great time to encourage more respectful and equitable dialogue between men and women.



Data from last 30 day period, ending on March 6

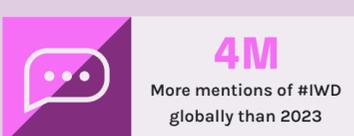
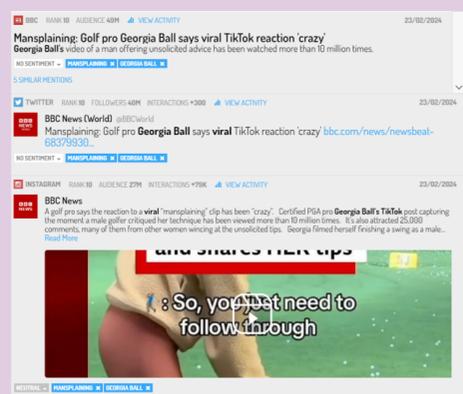
Countries breakdown pro golfer buzz

about Georgia Ball or Pro golfer between Feb 6, 2024 and Mar 6,2024)



Last mentions by audience

Viral video pro golfer



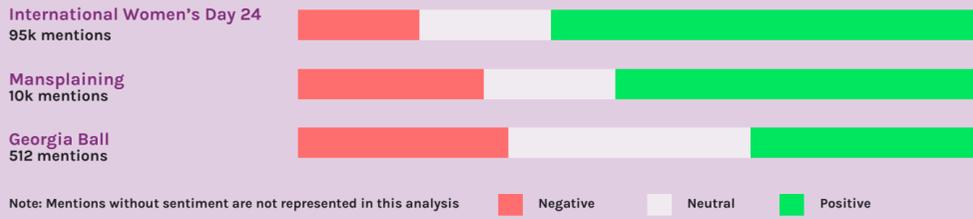
Onclusive Monitor empowers you to track and identify IWD media activity that matters most to your organisation.

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Sentiment breakdown

between Jan 1, 2024 and Mar 6, 2024



Note: Mentions without sentiment are not represented in this analysis

Top 10 trending hashtags around IWD and Female activism

between Feb 29, 2024 and Mar 6, 2024

- #internationalwomensday** 47k mentions
- #iwd2024** 45k mentions
- #internationalwomensday2024** 15k mentions
- #inspireinclusion** 14k mentions
- #diainternacionaldelmujer** 10k mentions
- #womensday2024** 8k mentions
- #8m** 7k mentions
- #iwd** 7k mentions
- #womensday** 5k mentions
- #investinwoman** 5k mentions

#WomenForce4Change



An important phrase made it's way into the top 50 hashtags globally on female activism - #WomenForce4Change. This hashtag gained traction in Sep 2022 when public protests erupted across Iran in response to the death of Mahsa (Jina) Amini in custody of Iran's morality police. Since then it has been used push for Female rights in Iran.

Top 5 global influencers talking about Female rights + freedom in Iran

Name	Location	Score	Ranking	Mentioned	Followers
sheer_iran	Europe	240	8	30	29,393
Iran Freedom	United Kingdom	104	8	13	25,267
Sara Fallah Dir. ICWAF	Canada & USA	90	6	15	3,990
Naser mohamadi	England	90	5	18	2,541
Juf Bouchra	Lelystad	88	8	11	12,151

Top 10 global influencers using the #IWD 2024 and #InspireInclusion hashtags

Name	Location	Score	Ranking	Mentioned	Followers
NTV Kenya	Nairobi, Kenya	160	10	16	4,641,112
Nation Africa	Kenya	160	10	16	3,783,241
UNHCR, UN Refugee Agency	120 countries	150	10	15	2,849,445
Instituto Nacional de Bellas Artes y Literatura	Mexico	70	10	7	7,649,641
El Universal	Centro de la ciudad de México	60	10	6	2,028,367
GoPro	India	60	10	6	1,570,070
Gobernación	Mexico	60	10	6	14,717,612
The Times Of India	N/A	50	10	5	8,702,847
Hindustan Times	India	50	10	5	6,288,335
IndiaToday	India	40	10	4	3,862,853

Top 5 Influencers in UK using the #IWD2024 and #InspireInclusion Hashtag

Name	Location	Score	Ranking	Mentioned	Followers
Manchester City Council	Manchester	70	10	7	1,188
Chiltern Railways	N/A	54	9	6	178
Institute of Developmental Studies	Brighton, UK	54	9	6	4,876
Department of Health and Social Care	England	50	10	5	1,476
Belfast Telegraph	Ireland	50	10	5	14,814

- Score - Based on ranking, audience, and number of mentions
- Ranking - Indicates the visibility of the source, based on the number of followers (10 being the highest and 1 being the lowest)
- Mentioned - Number of times the influencer has mentioned the subject

We gathered this important data using Onclusive Social, which has access to the broadest social listening data on the market.

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