



# INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA

2014 SOCIAL MEDIA PRESENCE

**MAY 17**



international day against homophobia • intl day  
against homophobia • #idahot • #idahot2014 •  
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• #idaho2014 • #17mai • @IDAHO2014 • @may17idahot

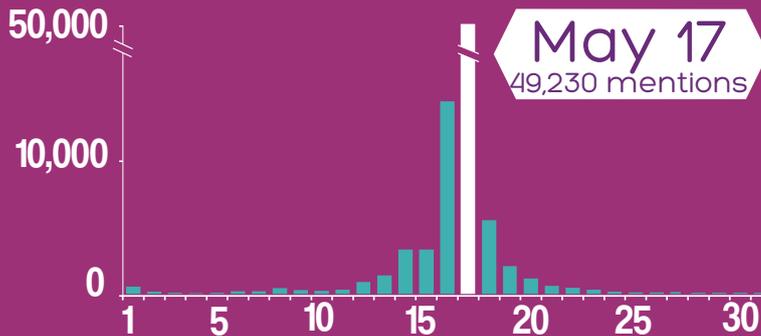


# During IDAHOT, discussions on Homophobia, Biphobia and Transphobia are multiplied by 2.

Over the 365 days prior to IDAHOT, approximately 1.2 million social media mentions were found associated with Homophobia, Biphobia and Transphobia, which represents an average of 100,000 mentions monthly.

In May 2014 alone, 193,000 mentions were reported, with May 17 being very visibly the biggest single day of content production. This signals that the International Day Against Homophobia and Transphobia triggers a 93% increase in volumes of discussions on Homophobia, Biphobia and Transphobia over monthly averages.

Daily Mention Volumes (May 2014)



## On May 17



**2,033**  
tweets per hour



Content producers are 52% male and 48% female, which contradicts a preconceived idea that Gay/Bisexual men are more engaged and vocal than Lesbian/Bisexual women.

The geolocalisation of items reveals that the discussions about the International Day Against Homophobia and Transphobia are truly taking place globally.



According to data from Google Analytics, users from 184 countries visited the [www.dayagainsthomophobia.org](http://www.dayagainsthomophobia.org) website during May 2014.

## Nature of the discussions

“Happy International Day Against Homophobia & Transphobia. Defend gender & sexual equality. Queer freedom has no borders.”

**43 %** of items were Campaign Promotion

Online posts from individuals who supported the campaign and shared their opinions about the equality and rights of all people regardless of their sexual orientation and gender identity. This also includes statements and videos urging people to stop discrimination and rather spread love and acceptance, and learn to respect everyone's freedom.

“No one should face violence or discrimination – no matter who they are or whom they love.”

*President Obama*

**23 %** were Support from Prominent Personalities

Consists of messages from prominent personalities like US President Barack Obama, UNAIDS Executive Director Michel Sidibé, and UN Secretary-General Ban Ki-moon as expression of their support for the IDAHOT campaign.

“Saturday: @UNrightswire experts mark International Day against Homophobia and Transphobia”

**18 %** were General Mentions, not promotional

Pertaining to general posts which stated that May 17 marks the International Day Against Homophobia & Transphobia.

“The State of #LGBT Rights Around The World  
<http://t.co/BnSqPTFNVa>  
#IDAHOT”

**6 %** of items relate to the global dimension of the LGBT issue

For example the mention of legal and social situations around the world. This confirms that the International Day Against Homophobia and Transphobia acts as a main catalyst for discussions around global matters and allows to shift the focus beyond local concerns.

Do you have any questions? Would you like to exchange ideas?

Get in touch with us via



[contact@dayagainsthomophobia.org](mailto:contact@dayagainsthomophobia.org)



[www.dayagainsthomophobia.org](http://www.dayagainsthomophobia.org)



[facebook.com/may17idahot](https://facebook.com/may17idahot)



[twitter.com/may17idahot](https://twitter.com/may17idahot)

The International IDAHO Committee was established by the founders of the International Day Against Homophobia and Transphobia in 2005. Its missions is to inspire, support, and document the global mobilisations around May 17.

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