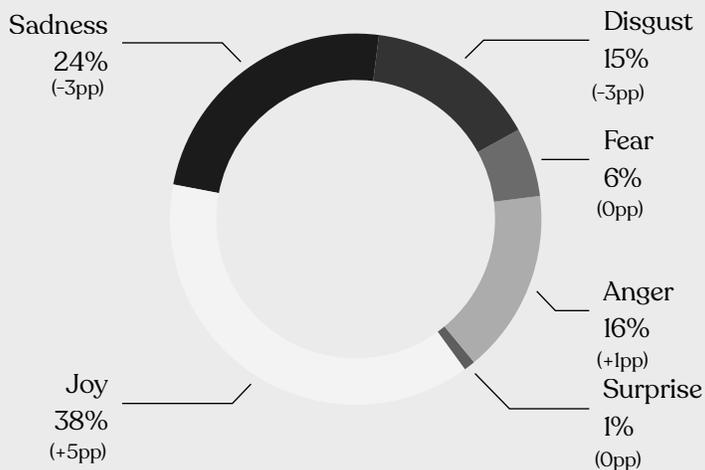


Emotional Response to Protests for Racial Justice



Date: 6/17/20-6/23/20 Source: Brandwatch

Note: Change in emotional sentiment is reflective of changes since 6/10, when we shifted how social listening is being pulled to be reflective of all social conversations, rather than COVID-19-specific conversations.

Economic News

- More states reverse or slow reopening plans as coronavirus cases climb (6/29/20) [CNBC](#)
- Stock futures little changed heading into final session of June (6/29/20) [Yahoo Finance](#)
- What's at risk: An 18-month view of a post-COVID world (6/24/20) [Visual Capitalist](#)
- The COVID-19 impact on advertising spend (6/23/20) [Visual Capitalist](#)
- Is remote work here to stay? (6/30/20) [NPR](#)

Joy

msreyesjurado (Stephanie Reyes) @msreyesjurado 1m
Big thank you to @WeAreCTA's Center for Social Justice Staff for creating a space where educators could be educated on going beyond #hashtagactivism. Loved the ending quote from MLK. <https://t.co/LZ7g6k2MMm>

HaroldReyes1010 (some dude) @HaroldReyes1010 27 Jun
RT @slvemorten My Uncle Jones opened a BBO restaurant and because of Covid-19 he is about to lose all his assets. Could you please retweet to promote his restaurant??? Thank you in advance! We love you! Cheer up, everything will be fine. <https://t.co/XsxxCj1bc>

Anger

MurderFancier (Dolly Q. Madison) @MurderFancier 22h
RT @RealEricCarmen Why should there be any difference in the amount of money paid for a Covid-19 diagnosis based on what state it is reported in? This whole thing is getting fishier every day.

_autumnkayy (I stand with you) @_autumnkayy 25 Jun
RT @mefester Today #TamirRice would've celebrated his 18th Birthday. He should be alive. ❤️ #BlackLivesMatter #HappyBirthdayTamirRice <https://t.co/ZzxVtd5FK>

Fear

ElectricDidact (Jedd eye night) @ElectricDidact 29 Jun
Taking a trip to see my mom and my sister in Arkansas over the weekend and feeling kinda nervous about it. Arkansas has done next to nothing about COVID-19 and my sister's driving up from Texas, which, well, you know.

cstewart37 (Colleen Stewart) @cstewart37 25 Jun
RT @davematt88 Me too. I live in Texas. People look at me like I'm an idiot because I wear a mask everywhere. I'll hopefully outlive the idiots. But I worry more for my adult children and my granddaughter. I'm scared.

Sadness

TheFizNitch (Adam) @TheFizNitch 2h
RT @stevenspohn On June 11th, Michael Hickson, a quadriplegic black man with COVID-19 was killed by a hospital in Austin Texas. Doctors decided he had "no quality of life" and was not worth spending the resources to save. The conversation between his doctor and his wife was caught on audio 1/? <https://t.co/sQxdXNhhRM>

gagecockway (ACAB ACAB ACAB) @gagecockway 29 Jun
RT @Ninja Unfortunately some Americans don't give a shit about wearing a mask in public because they have a "choice" not too. Also unfortunate that we are breaking record numbers every day of covid cases. Government, local and federal, need to crack down on the no maskers to save lives

Disgust

bentsally11 (SunBea2) @bentsally11 26 Jun
RT @bentsally11 Some people just won't take this virus seriously. Younger people are getting sick with Covid-19. States that had brief coronavirus lockdowns are struggling to encourage social distancing and mask-wearing. Many people appear to have embraced their usual summer rituals.

jellystraws (jj) @jellystraws 29 Jun
RT @ajplus It's been 105 days since police killed #BreonnaTaylor in her home: •The officers involved have not been arrested or charged •One officer has been fired •Two other officers still have their jobs <https://t.co/ZrInRynKou>

Spotlight On: Navigating Reopenings

With all 50 states having now “re-opened” parts of their economy, consumers are faced with an important choice: Is partaking in the social activities we miss so much worth the risk of getting sick, or worse yet, infecting others?

The overall lack of leadership at the Federal level as to how we should safely reopen our economy has left us with a fragmented plan that varies state by state and is often built on softer guidelines where rules are “recommended but not enforced” or “strongly encouraged.” While there is certainly a need for people to try and return to normal, the fluid re-opening regulations often contradict what public health officials tell us is the best course of action. For many, what would typically be a thoughtless social interaction has now become a complex risk vs. reward scenario.

Ultimately, this places the burden on the individual to make the right choices and adhere to the tactics that we know can help keep us safe. Without clear leadership to guide us through this crisis, our ability to be self-reliant and make good decisions is the clearest path forward.

Source: (6/30/20) [The Atlantic](#)

COVID-Related Resources:

- See real-time COVID data and risk level for your community [COVID ActNow](#)
- 7 steps to an ergonomic workstation (6/24/20) [NYTimes](#)
- Coronavirus: Do I have to go back to work after lockdown? (6/23/20) [BBC](#)

Racial-Justice-Related Resources

- How to raise an anti-racist kid (6/24/20) [NYTimes](#)
- It's time to go beyond destroying statues to building new ones (6/28/20) [CNN](#)
- Fixing your color-blind casting problem is actually very easy (6/25/20) [Vulture](#)
- Educational resources organized into different interests and topics [@philippelazaro](#)

Marketing/Media News

How Brands are Addressing COVID-19 :

- The new corporate swag: Branded masks, sanitizer spray bottles and Zoom vanity light rings (6/30/20) [Washington Post](#)
- Without concerts, artists are turning to ice cream deals and sponsored livestreams (6/29/20) [Rolling Stone](#)
- Sneaker industry stands strong in wake of COVID-19, looting (6/29/20) [Pittsburgh Post-Gazette](#)
- How the coronavirus is reshaping ordering and payment (6/29/20) [Restaurant Business](#)
- Coronavirus is eliminating many consumer brands that Americans love (6/26/20) [Mercury News](#)
- Thanks to COVID, Costco has stopped selling its famous half-sheet cakes (6/29/20) [CNN](#)

How Brands are Addressing Racial Injustice:

- The Facebook ad boycott is starting to rattle investors (6/29/20) [CNN](#)
- Restaurant Brands admits ‘insufficient racial diversity,’ sets hiring goal (6/29/20) [Market Screener](#)
- Reddit will ban r/The_Donald, r/ChapoTrapHouse, and about 2,000 other communities after updating its content policy to more explicitly ban hate speech (6/29/20) [The Verge](#)
- How BET absolutely nailed its virtual awards show (6/29/20) [The Atlantic](#)
- Sprite says the American Dream ‘forgot’ Black America in new ad (6/28/20) [Adage](#)
- Doritos is giving ad space to Black artists in partnership with Black Lives Matter (6/28/20) [Adage](#)
- Black trans model Jari Jones fronts Calvin Klein's Pride campaign (6/26/20) [CNN](#)
- Passionate Gen Zers are finding ways to host protests in the digital world (6/25/20) [Wunderman Thompson](#)
- Twitter turned Black Lives Matter Tweets into billboards around the country (6/22/20) [The Drum](#)

For a regularly updated blog tracking brands’ responses to racial injustice, visit AdAge [here](#)