#Juneteenth

How Twitter is Bringing Awareness to a Neglected Holiday

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Introduction

As social media ~~is becoming a basic essential in our daily lives,~~ platforms are ~~also being transferred into~~ driving mechanisms for advocating, letting people's voices be heard, and bringing to light issues ~~our world faces. Ignorance is not an excuse for people anymore, because you can be made aware of anything with just a tap of your finger.~~ Outlets like Twitter can use hashtags to connect any subject, community, or event together for a greater purpose. ~~In the most relevant terms, the uprising~~ of the Black Lives Matter Movement and its exposing of America's corrupt systems.

Hashtags ~~have been used heavily as~~ our country's revival of the Civil Rights Movement ~~is taking off.~~ They are used to get people's attention and inform them, while also connecting with the people who support the movement. ~~For example,~~ a hashtag that has became popular due to the subject's relevance is #Juneteenth. This hashtag ~~represents the bringing of~~ awareness to the day in history, June 19, 1865, when the last slaves, in the Rebellion States of the south, were set free by Abraham Lincoln's~~,~~ *"Emancipation Proclamation"*~~.~~ This awareness is important because it is an event that isn't acknowledged enough in American history and the Black Lives Matter Movement, along with social media outlets, have been able to bring about the acknowledgment of many matters that aren't talked about enough and need to be heard, including Juneteenth.

In order to analyze the effectiveness that hashtags, specifically #Juneteenth, have on the ability to advocate social issues and bring about conversation, one hundred tweets, using the said hashtag, were transferred onto a spreadsheet and ~~decoded.~~

Methods

~~Firstly, to find the right hashtag, I went through relevant issues on Twitter and decided which issue interested me most. The topic that got my attention was Juneteenth. This is because I did not learn about this event until the Black Lives Matter Movement was put into the spotlight and I was outraged that I was not educated on it. So by analyzing this hashtag I was able to further educate myself while viewing other people's opinions on the matter.~~

Once I researched the hashtag I was able to transport the tweets, with #Juneteenth, onto a spreadsheet where they were broken down into categories such as: date, user, content, location, and others. After cleaning up the spreadsheet and narrowing it down to one-hundred tweets, I added my own categories to identify the appeal of the tweet, age of the user, their tone, stance, and whether the post was ~~coming from~~ a logical or emotional ~~standpoint,~~ This method allowed me to ~~truly~~ analyze each tweet and understand it completely.

Once the one-hundred tweets were ~~de~~coded and analyzed I was able to create ~~figures of data~~ to represent and compare the results ~~of the categories each tweet was analyzed under~~. This step aided me by relating and comparing each post, while giving me a good picture of all of the general themes ~~amongst~~ #Juneteenth.

Data Analysis

~~Looking at the figures of data composed by the information given on the spreadsheets, I was able to navigate each category~~ compared to another. figure one represents the comparisons of individual users and organization profiles while comparing and contrasting the number of

tweets each category posted based on communication type, ~~and the results of that.~~ It is obvious looking at the grand total more individual users used the hashtag in their posts over all, and most of the posts were statements versus debating, informing, or advocating.

The second figure compares how many posts came from an emotional versus logical standpoint and what communication type was used by each. In conclusion there were more logical posts and statement posts. Finally, the third figure analyzes use of emotion or logic ~~up against their~~ age. The Ages that were decoded ranged from the twenties through the sixties. Surprisingly, there were not as many young people using the hashtag. Logical posts, as was stated earlier, were more common and mostly used by middle aged users.

~~Discussions~~

Most of the tweets that were analyzed about Juneteenth were advocating ~~the subject through~~ providing links and information about the day. Tweets like Faith in Action's post ~~stating,~~ " '#Juneteenth is supposed to be a day of celebrating black emancipation, and yet we are still enslaved to a system in which it is broken, unjust, and inhumane.' - Pastor Rhonda Thomas"~~;~~ uses emotion and a strong quote to grab the user's attention. ~~On the other side of ethos and pathos appeal, there are many posts that express what is being down due to the awareness of Juneteenth,~~ For example, Aaron Michlewitz tweeted, "Very proud to vote to make #Juneteenth a State Holiday in the Commonwealth of Massachusetts, forever memorializing June 19th. Thank you to the members of the @MA_BLLC for bringing this day to the forefront. Great speeches by Rep. Bud Williams & @RepChynahTyler #BlackLivesMatter"~~.~~ This is important because tweets

similar to this one emphasize the action being taken as a result of people using their voices and

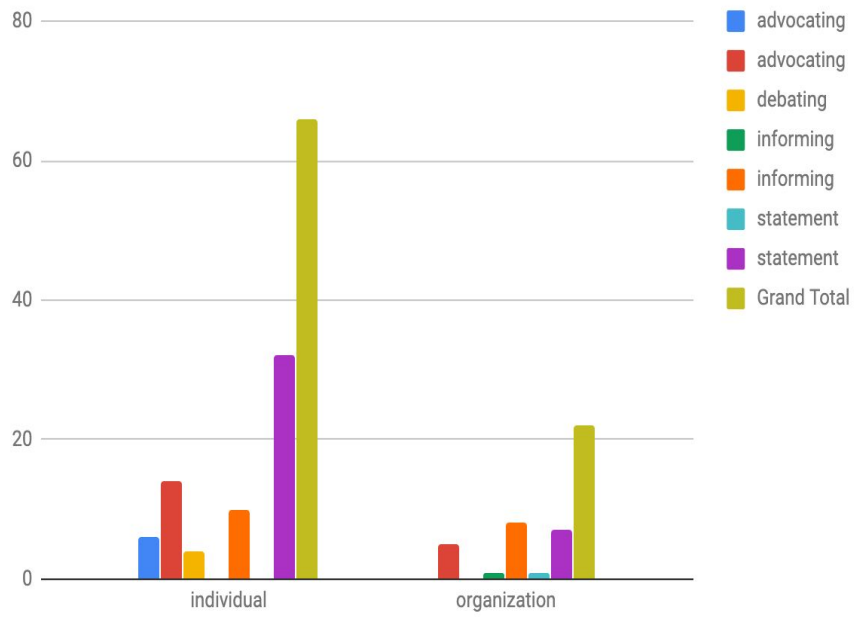platforms on social media, and it is an affirmation of victory towards equality.
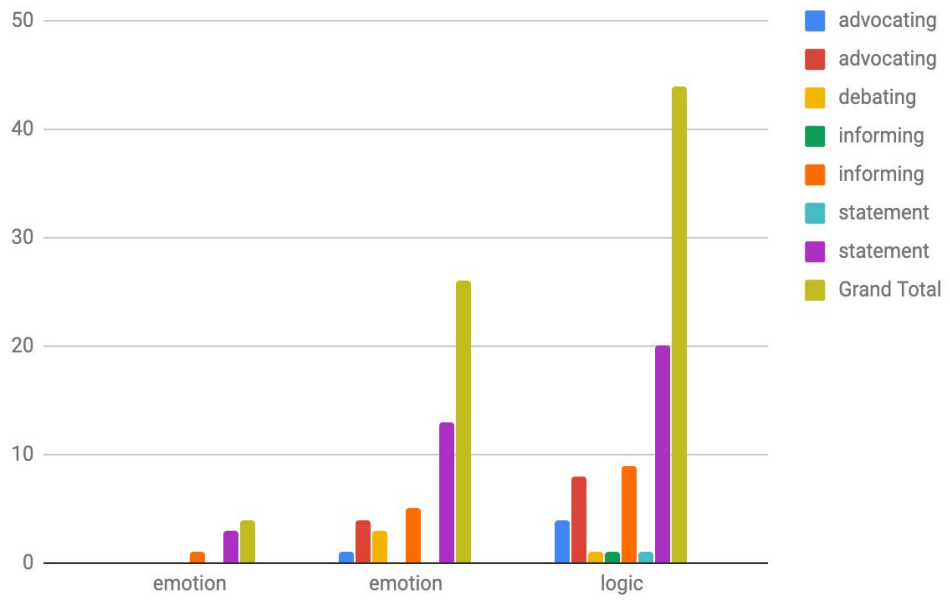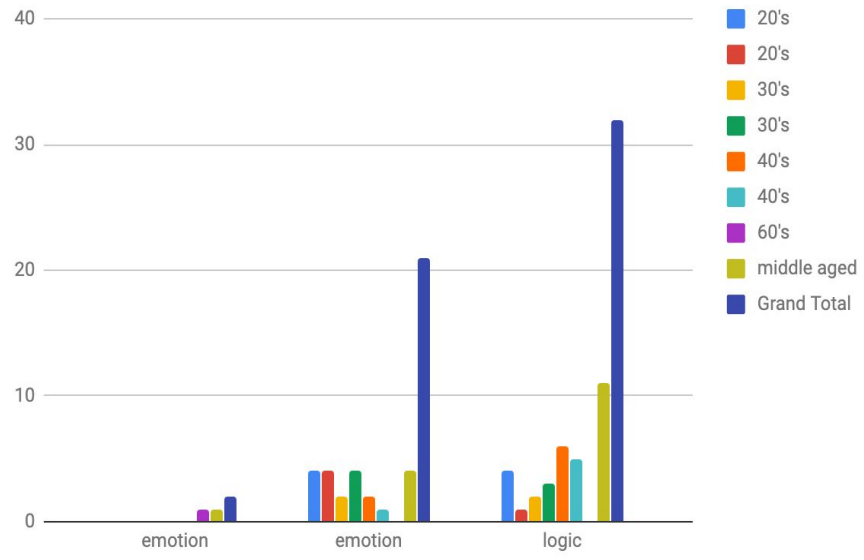
Figure one

Figure two

Figure three

Work Cited

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