

Appendix 5: Further hashtag analysis

Table 5.1 : Environmental campaigns hashtag counts on Facebook, Instagram and Twitter, as of June 28, 2019

Campaign	Hashtag	Facebook	Instagram	Twitter
Plastic pollution	<i>#stopplasticpollution</i>	32	1214	>500
Fast fashion	<i>#stopfastfashion</i>	4	296	6
Fossil fuel divestment	<i>#divestfossilfuels</i>	0	2	12
	<i>#fossilfueldivestment</i>	0	0	7
	<i>#gofossilfree</i>	28	8	1
	<u>Total</u>	<u>28</u>	<u>10</u>	<u>19</u>

Sources: Tweetbinder.com, Brand24.com

This analysis is an extension of this found in part 2, section 2.2. It adds insights to the count of hashtags by adding a couple more related to fossil fuel divestment: *#fossilfueldivestment* and *#gofossilfree*. By this means, it further confirms the initial analysis and gets rid of potential selection biases. The counts were produced on the same tools as for the first analysis and results reported in the table above. Results do not change on Instagram and Twitter: fossil fuel divestment’s success remain lower than the two other campaigns on Instagram, and higher than fast fashion on Twitter. However, Facebook’s spread of fossil fuel divestment related hashtags sees a higher spread, close to this of plastic pollution. With that being said, data shows that it is solely one hashtag carrying this count: *#gofossilfree*. As a matter of fact, this particular slogan refers to more than fossil fuel divestment. “Go Fossil Free” is a global campaign whose actions include – but are not limited to – a safe transition to renewables, the ditching of any fossil fuel related projects and indeed, divestment from the fossil fuel industry (Fossil Free, n.d.). The fact that fossil fuel divestment hashtags had little success on Facebook leads to thinking that *#gofossilfree* was referring to other aspects of the fight on fossil fuels. In fact, Brand24’s report lists all participating authors as well as the most influential. In the case of *#gofossilfree*, one Facebook page is leading the count, with 86% of mentions originating from it. The page is a strong opponent of offshore drilling, a fossil fuel project (1,000,000 Strong Against Offshore Drilling, n.d.). Therefore, this apparent success is in fact not directly related to fossil fuel divestment and leaves our conclusions unchanged.