

# **What 2 Million Social Media Posts From Corporate America Can Tell Us About "Woke Capitalism".**

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vs.

DIAGEO



Coca-Cola

PARMA

Pfizer

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**Which one is true?**

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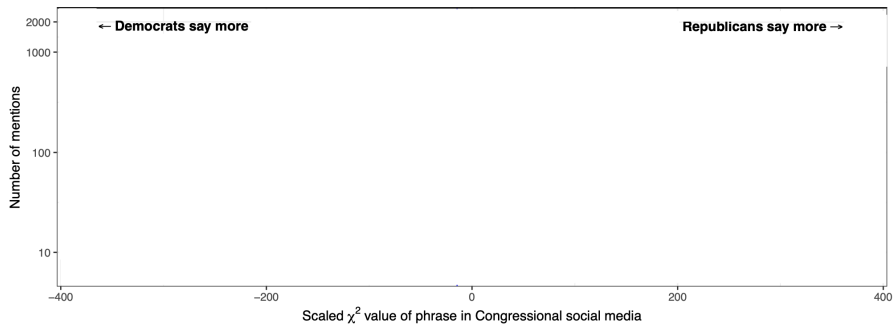


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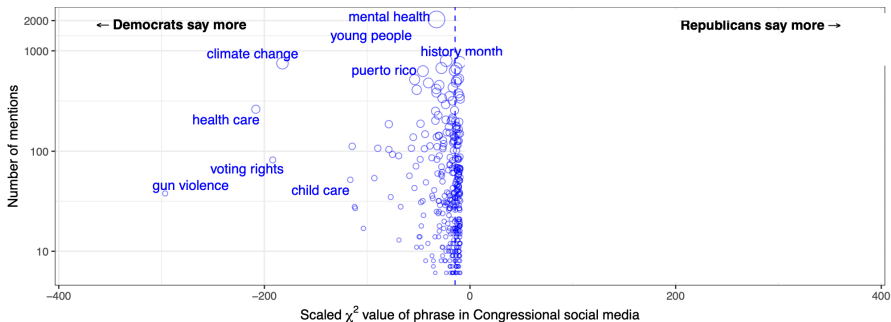
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- ▶ Which *activities*? Political spending, lobbying, regulatory compliance, climate policy, workplace environment

# Findings

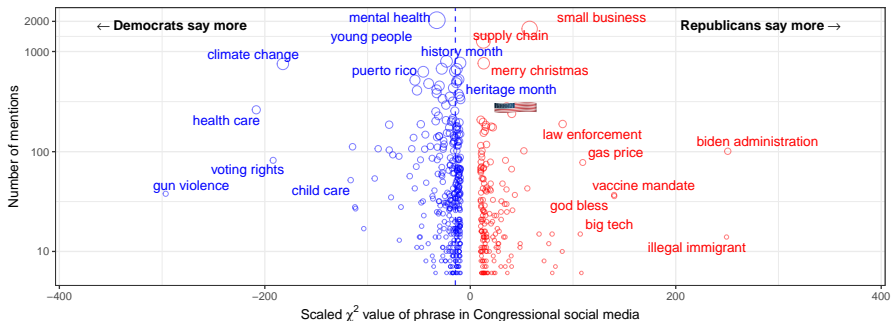
# Do Brands Talk More Like Democrat or Republican MCs?



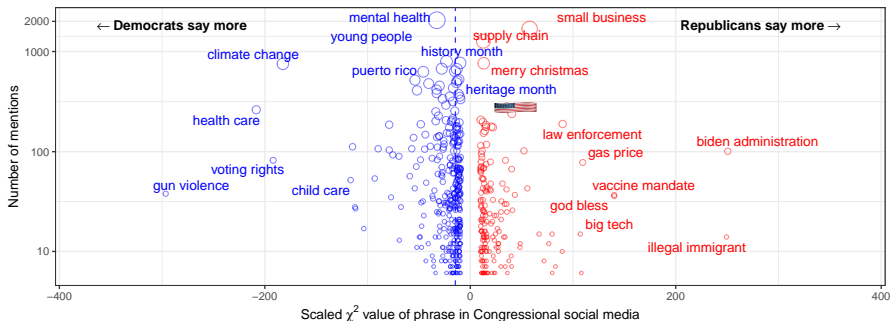
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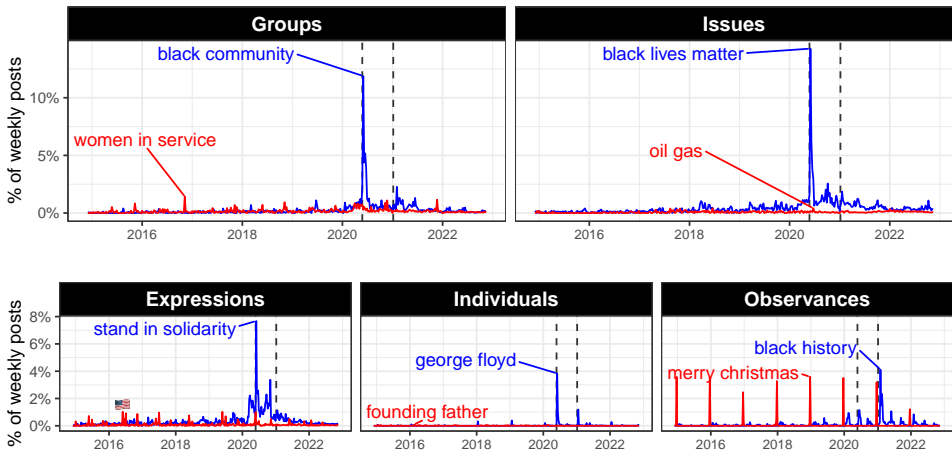


(Only 50% of 1000 brands use *any* of these language cues)

# ... Only Recently



# ... Only Recently



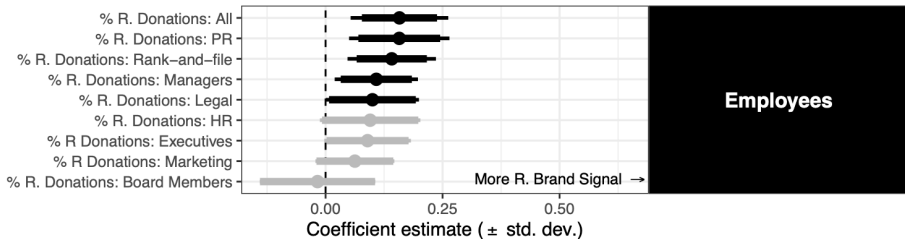
Speech more associated with: —■ Democrats —■ Republicans



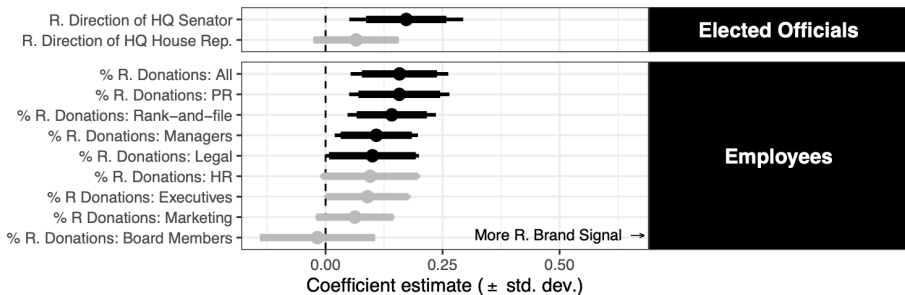


# ...And Moderately Predicted by Stakeholders

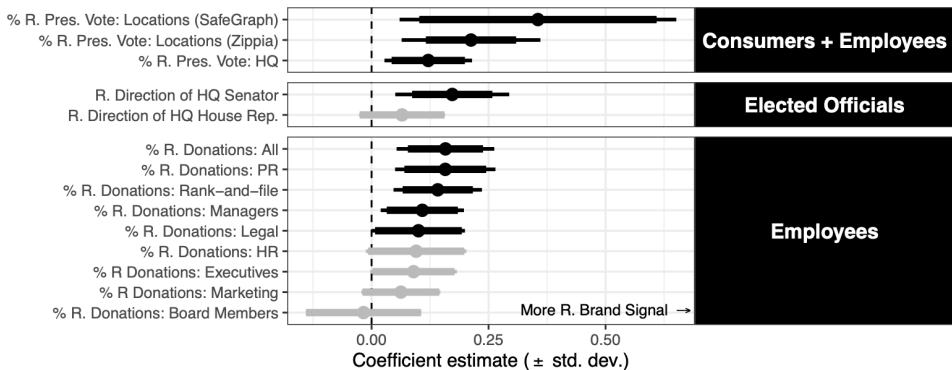
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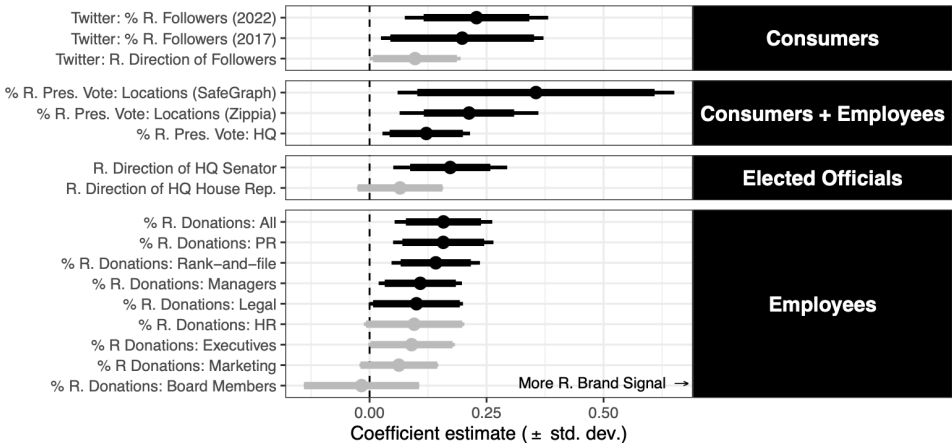
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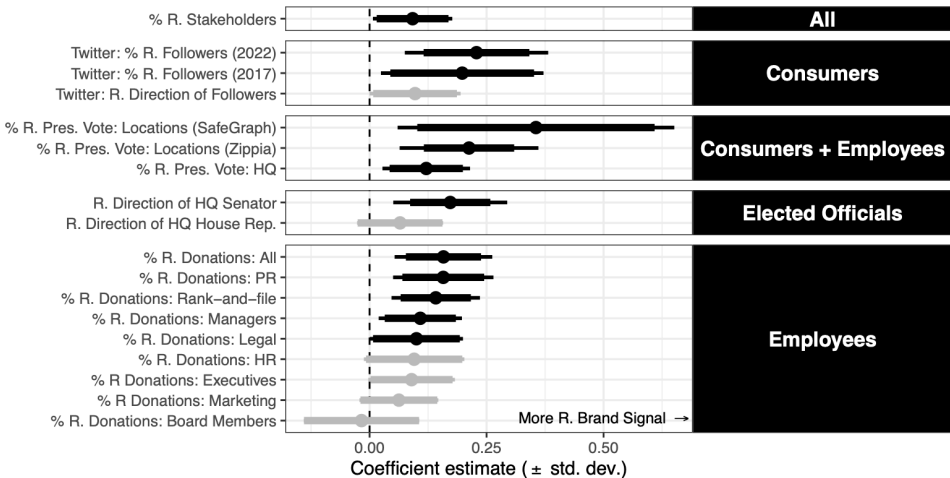
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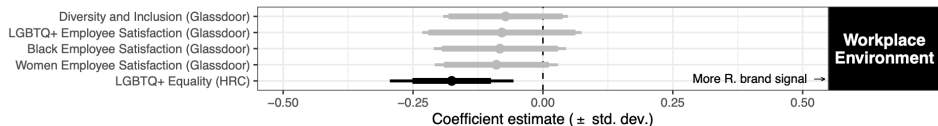


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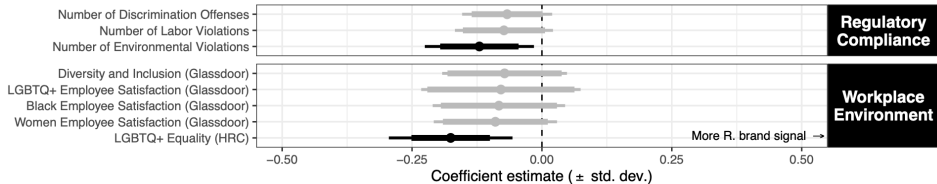
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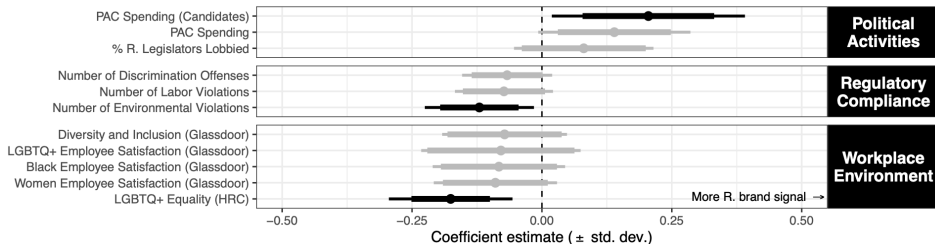




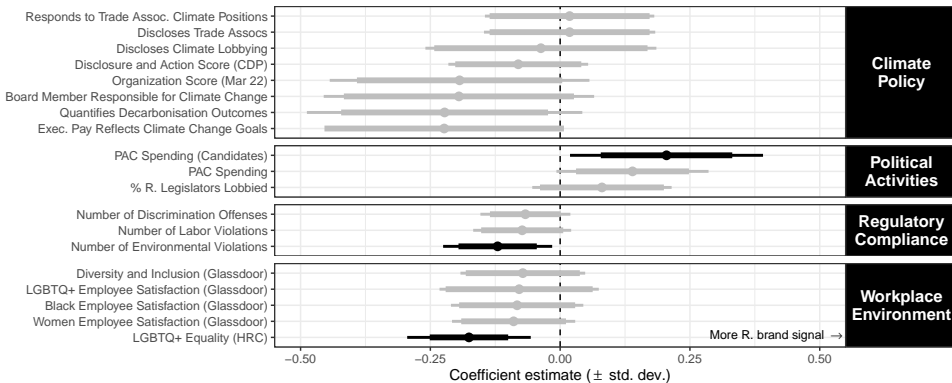
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**We are somewhere between woke capitalism and stakeholder capitalism.**

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*Thanks!*