

**WOMEN AND  
HOLLYWOOD**

**WOMEN AND HOLLYWOOD  
IMPACT ANALYSIS: OSCARS CAMPAIGN  
FEBRUARY 24 - 26, 2016**

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# OVERVIEW

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**DATE:** FEBRUARY 24 - 28, 2016

**PLATFORMS:** TWITTER, FACEBOOK

**ACCOUNTS:** WOMEN & HOLLYWOOD TWITTER & FACEBOOK, MELISSA SILVERSTEIN TWITTER

## **GOAL:**

To promote the Women and Hollywood Oscars commentary video and to speak out about the lack of women and people of color nominees for the 2016 Academy Awards in the days leading up to the awards show.

## **HOW THIS WAS ACCOMPLISHED:**

Two campaigns were implemented: one was to increase the reach of the video by creating Facebook posts and tweets that provided facts about the Oscars and the lack of women/POC nominees followed by a link to the video; the second was to celebrate the women nominees by creating Facebook posts highlighting their achievements.

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@MeISil

17.7k followers  
(at time of campaign)

# TWITTER STATS

## February 24 - 28, 2016



@WomenAHollywood  
1,239 followers  
(at time of campaign)

680.5k

TOTAL IMPRESSIONS

87.0k

113.4k

IMPRESSIONS/DAY

14.5k

2.8k

LINK CLICKS

287

2.8k

LIKES

253

1.4k

RETWEETS

364

136

NEW FOLLOWERS

64



@MeISil

17.7k followers  
(at time of campaign)

# BEST OSCARS TWEETS

## February 24 - 28, 2016



@WomenAHollywood  
1,239 followers  
(at time of campaign)

**Melissa Silverstein** @meisil  
It seems that only men can have passion and inspire their crews- best directing category. No women nominated.

RETWEETS 43 LIKES 91

11:37 PM - 28 Feb 2016

45,257 IMPRESSIONS  
356 ENGAGEMENTS

**Melissa Silverstein** @meisil  
A woman wins a creative award - a miracle. Margaret Sixel for editing. #madmaxiskillingit

RETWEETS 48 LIKES 153

9:42 PM - 28 Feb 2016

13,669 IMPRESSIONS  
251 ENGAGEMENTS

**Melissa Silverstein** @meisil  
You can't get to #OscarsSoWhite without #HollywoodSoWhite. They are intertwined.

**The New York Times** @nytimes  
"The hashtag #OscarsSoWhite should be changed to #HollywoodSoWhite," a study on diversity in the film industry said nyl.ms/1Q9R0DE

RETWEETS 29 LIKES 56

6:17 PM - 28 Feb 2016

13,576 IMPRESSIONS  
119 ENGAGEMENTS

4,043 IMPRESSIONS  
40 ENGAGEMENTS

1,953 IMPRESSIONS  
17 ENGAGEMENTS

1,677 IMPRESSIONS  
21 ENGAGEMENTS

**Women and Hollywood** @WomenAHollywood  
Hello. Academy. Check out @WomenAHollywood's annual Oscar video [youtube.com/watch?v=Ly5wd8...](http://youtube.com/watch?v=Ly5wd8...) #OscarSoWhite #OscarSoMale

**HELLO ACADEMY (Oscars 2016 Commentary)**  
Women and Hollywood's annual Oscar video. Women and Hollywood: <https://womenandhollywood.com> [@womenahol...](http://blogs.indiewire.com/womenandhollywood) [youtube.com](http://youtube.com)

RETWEETS 10 LIKES 10

9:00 AM - 24 Feb 2016

**Women and Hollywood** @WomenAHollywood  
Only 4 women have been nominated for BEST DIRECTOR. The last nomination was 2009. #OscarsSoMale #SeeHerNow #Oscars

**HELLO ACADEMY (Oscars 2016 Commentary)**  
Women and Hollywood's annual Oscar video. Women and Hollywood: <https://womenandhollywood.com> [@womenahol...](http://blogs.indiewire.com/womenandhollywood) [youtube.com](http://youtube.com)

RETWEETS 4 LIKES 7

5:30 PM - 28 Feb 2016

**Women and Hollywood** @WomenAHollywood  
cinematography is up- a guarantee that no woman will win since a woman has never been nominated in this category. EVER.

RETWEETS 10 LIKES 4

9:35 PM - 28 Feb 2016

# BEST OSCARS FACEBOOK POSTS February 24 - 28, 2016

WOMEN AND  
HOLLYWOOD

9.5k Likes  
(at time of campaign)

**Women & Hollywood**  
Published by Sián Elizabeth-Anne · February 24 at 7:30pm ·

Welcome to Oscar Week! In anticipation of the big night on Sunday, Women and Hollywood is proud to share its annual Oscar video. Watch, share, and watch again! #OscarSoWhite #OscarSoMale #Oscar2016



Watch: "Hello, Academy," Women and Hollywood's Annual Oscar Video

Welcome to Oscar Week. In anticipation of the big night on Sunday, Women and Hollywood is proud to share its annual Oscar video. As we all know, it's been another year of...  
BLOGS.INDIEWIRE.COM | BY MELISSA SILVERSTEIN

5,306 REACH  
7,648 IMPRESSIONS

**Women & Hollywood**  
Published by Hootsuite · February 28 ·

Today we're highlighting some of the amazing women in film nominated for tonight's Academy Awards. First up, Margaret Sixel, editor of "Mad Max: Fury Road."

"[George Miller's] my biggest fan. He just likes everything I do. But I did bring my own sensibility to ["Fury Road"]. I'm not a Michael Bay fan. I don't like meaningless cutting. It irritates me. The guys in the cutting room would laugh."



Oscars 2016: How one film editor goes from her first action movie, 'Mad...

The reason South African-born film editor Margaret Sixel and her husband, director George Miller, slept in on the day the Oscar nominations were...  
WWW.LATIMES.COM | BY LOS ANGELES TIMES

4,478 REACH  
8,532 IMPRESSIONS

**Women & Hollywood**  
Published by Hootsuite · February 27 ·

Here are some fun Oscars facts!

- Only 12 women-directed films have been nominated for BEST PICTURE.
- Only ONE woman-directed film has won BEST PICTURE: Kathryn Bigelow's "Hurt Locker" in 2009.
- Ava DuVernay is the only WOC director to have a film ("Selma," 2014) nominated for BEST PICTURE.
- No films featuring WOC exclusively in leading roles have ever won BEST PICTURE. Only 3 have been nominated: "The Color Purple," "Precious," "Beasts of the Southern Wild."
- Only 4 women have ever been nominated for BEST DIRECTOR. The last was in 2009.
- No WOC has ever been nominated for BEST DIRECTOR.
- The only WOC to ever win BEST ACTRESS was in 2001: Halle Berry for "Monster's Ball."
- The last WOC to be nominated for BEST ACTRESS was in 2012: Quvenzhané Wallis, for "Beasts of the Southern Wild."

#OscarSoWhite #OscarSoMale #Oscars #SeeHerNow



HELLO ACADEMY (Oscars 2016 Commentary)

Women and Hollywood's annual Oscar video. Women and Hollywood: <https://womenandhollywood.com>  
[http://blogs.indiewire.com/womenandhollywood/...](http://blogs.indiewire.com/womenandhollywood/)

WWW.YOUTUBE.COM

2,113 REACH  
3,710 IMPRESSIONS

LEADING UP TO THE OSCARS, TWO CAMPAIGNS WERE ACTIVATED: THE W&H VIDEO WAS SHARED WITH OSCARS FACTS AND THE WOMEN NOMINEES WERE HIGHLIGHTED

# OSCARs COMMENTARY VIDEO



**YOUTUBE VIEWS: 2,749 | SHARES: 35**

For the second year in a row, Women and Hollywood produced a music video to highlight the always astounding lack of recognition women and people of color get at the Academy Awards. Adele's hit song "Hello" was the inspiration for the song and the lyrics discuss the sexism and racism that plagues the film industry:

Hello, can't you see  
Your #OscarsSoMale  
And it's reeking of misogyny

## AS SEEN ON:

**DIRECTED BY WOMEN**  
.. an ongoing celebration

FEBRUARY 25, 2016 by BARBARA ANN O'LEARY

### Hello Academy directed by Jo Chiang & Charlie Gillette

**GLAMOUR** *The Conversation*

New #OscarsSoWhite Video Calls on the Academy to Address Diversity Issue

By *Mikki Halpin* // February 24, 2016 7:25 am

**IndieWire** Movies + News + Awards + TV + Toolkit +

**WATCH: With Adele's Help, Women and Hollywood Cleverly Lampoons #OscarsSoMale**

WATCH: With Adele's Help, Women and Hollywood Cleverly Lampoons #OscarsSoMale

# BLOG COVERAGE HIGHLIGHTS

**IndieWire** Movies → News → Awards → TV → To

## The Roles That Win Actresses Oscars (Hint: Wedding Rings Are A Good-Luck Charm)

The Roles That Win Actresses Oscars (Hint: Wedding Rings Are A Good-Luck Charm)

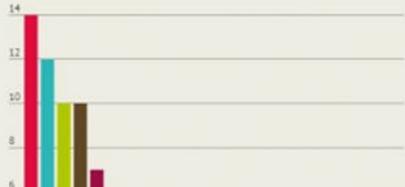
Laura Berger  
Feb 24, 2016 3:00 pm



What kinds of roles do women win Oscars for? To answer that question, Fusion studied the history of the Academy Awards to learn more about the types of performances that Academy members favor. Eighty-eight Oscars have been awarded in each of the Best Actor and Best Actress categories since 1929, and Fusion organized the winners according to the profession of the characters they played.

The picture the numbers paint is, as expected, bleak.

### The professions that win Oscars for actresses



Profession	Number of Oscars
Actress	14
Director	11
Screenwriter	10
Producer	9
Editor	6
Composer	5
Costume Designer	4
Production Designer	3
Production Office	2
Production Office	1

**IndieWire** Movies → News → Awards → TV → To

## Watch: "Hello, Academy," Women and Hollywood's Annual Oscar Video

Watch: "Hello, Academy," Women and Hollywood's Annual Oscar Video

Melissa Silverstein  
Feb 24, 2016 11:00 am



Welcome to Oscar Week. In anticipation of the big night on Sunday, Women and Hollywood is proud to share its annual Oscar video.

As we all know, it's been another shitty year (when hasn't it been a shitty year?) for both women and people of color in the entertainment industry when it comes to awards recognition.

We've been told that the Academy is dedicated to trying to fix the unequal playing field — that the Oscars will evolve in the near future — and we look forward to seeing those changes when they come. But this is not just about the Academy; this is about our culture, and we are tired of the awards seasons and "best of" lists being defined by a small, mostly homogeneous group of people. We want and deserve better.

What I've learned over the last couple of years is that institutions will inevitably disappoint and that the prevailing narrative is created by the powerful. But what I've also learned is that, in this brave new world, those who don't fit into the narrative have the tools to force it to change. That's why this is an exciting time and why I am hopeful, even though so much seemingly remains stagnant.

Here's to a new, more inclusive future.

HELLO ACADEMY (Oscars 2016 Commentary)

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## New LA Times Study: Academy Membership Still 91% White, 76% Male

New LA Times Study: Academy Membership Still 91% White, 76% Male

Inkoo Kang  
Feb 26, 2016 2:00 pm



Nine-tenths white, three-quarters male: That's the current Academy membership, according to a new study by the LA Times.

Back in 2012, the Times found that the Academy was 94% white and 77% male, so the 2016 figures of 91% white and 76% are technically an improvement, if a statistically negligible one.

In case you need a reminder, whites make up 77% and males 49% of the U.S. population.

But Academy demographics are a whole different world, where African-Americans comprise just 3% of the group and Asians and Latinos 2% each.

The Times did not receive cooperation from the Academy on its study of the 6,000-odd members who vote on the Oscars, but Cheryl Boone Isaacs' group did confirm that the paper's numbers align with the organization's own data.

Unsurprisingly, the branches that wield the most power in the industry are the least diverse. For example, the executive branch, whose members decide which projects to finance and which should receive awards campaigns, is 98% white. Likewise, the public relations branch, which designs and coordinates those campaigns, is 95% white.

[via LA Times]

THIS ARTICLE IS RELATED TO: News and tagged Academy Awards, Diversity, Oscars, Research