

Extinction Rebellion's 'The Big One'

Extinction Rebellion's 'The Big One' campaign, a four-day action on Westminster and the Houses of Parliament, was held to raise awareness about climate change and biodiversity loss from the 20 – 24 April. As a result, businesses, influencers, and public figures generated increased online discussion and attention as part of the social media conversation.

Social360 actively monitored this event, tracking keywords and hashtags, and identifying influencers who are generating engagement over the weekend.



Scope and Methodology

This report contains key metrics from the monitoring of Extinction Rebellion's 'The Big One' event, focusing on the period from 20 - 24 April 2023. It is split into sections focussing on discussion across major social media platforms and highlighting key influential commentary throughout. The data contained within this report was collected using the following keywords and hashtags:

- Extinction Rebellion
- #ExtinctionRebellion
- The Big One
- #TheBigOne
- #UniteToSurvive

Social Media Analysis

Social media engagement is prolific, with commentary, discussion and engagement occurring primarily on Twitter and Instagram. Across all platforms, the campaign and relevant keywords saw:

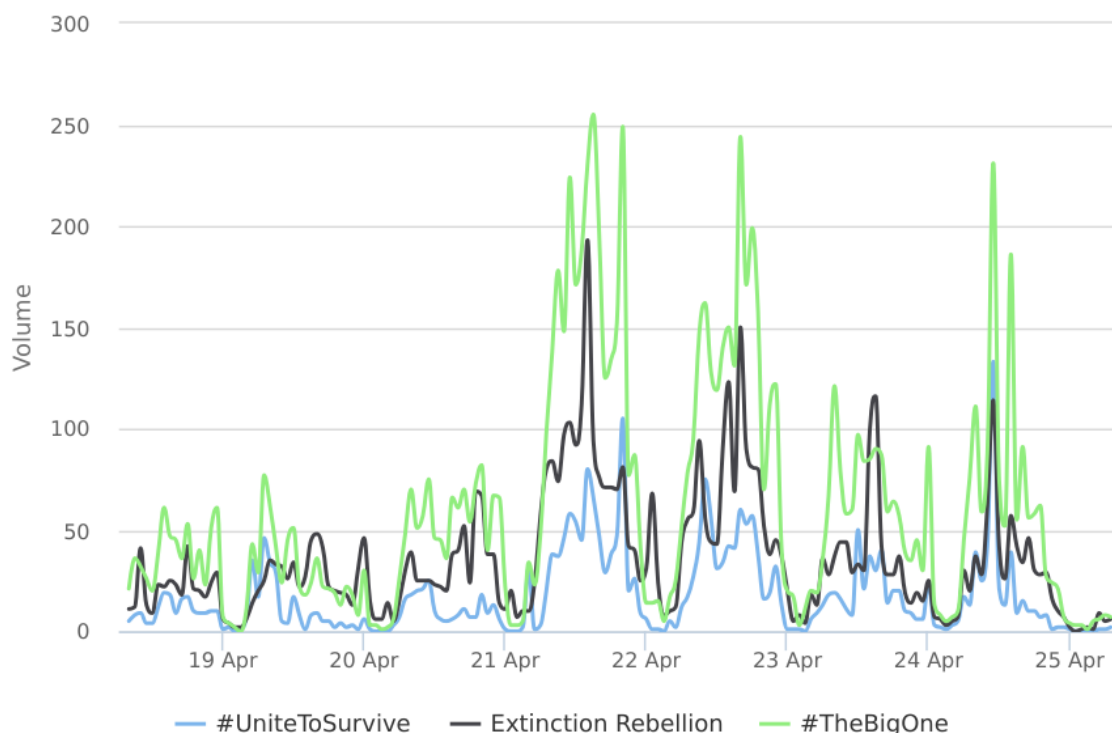
650k+ engagements

13k+ posts

16k+ likes on a single post

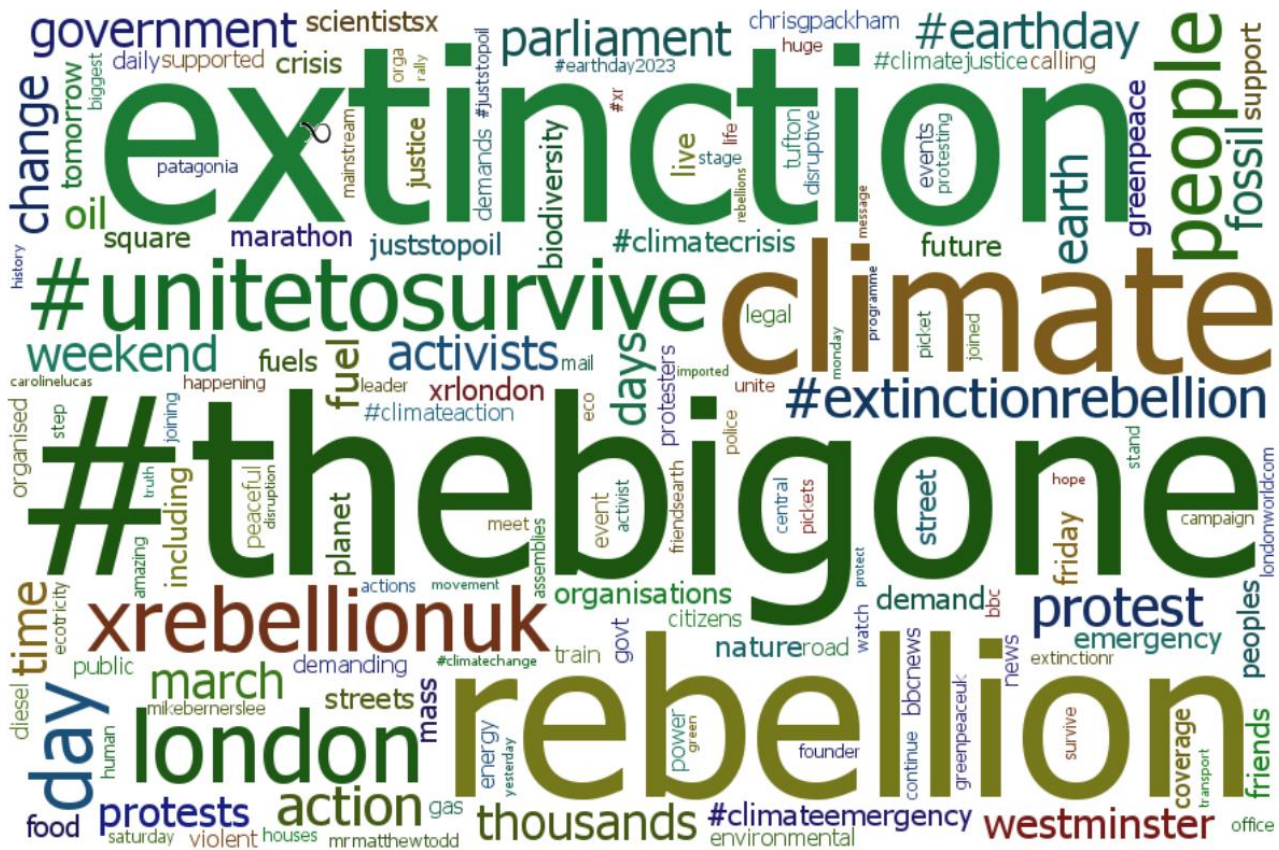
2.4k+ shares on a single post

Total volumes divided by keywords



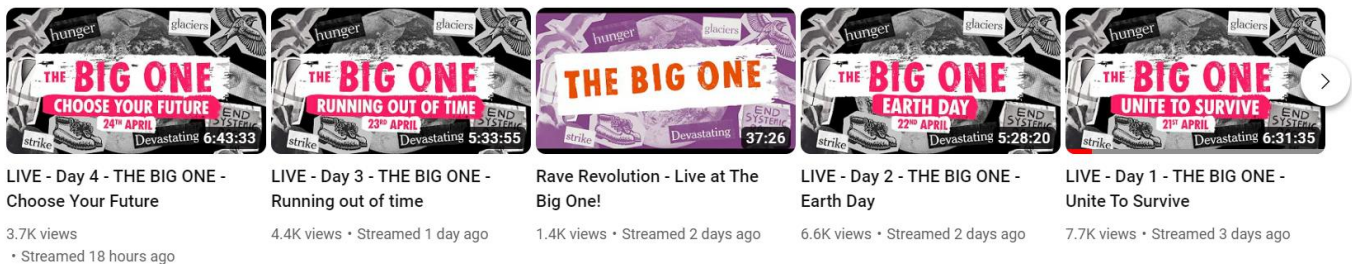
Trending keywords for Extinction Rebellion and 'The Big One'

Aside from more obvious keywords monitored, such as Extinction Rebellion and #thebigone, interesting keywords to note include marathon, fuel, disruptive and police, highlighting concerns about the event.



Live Streaming and 'The Big One'

[Extinction Rebellion UK](#) used YouTube to live stream its event, seeing over 23.8k+ views on its live videos alone. This is in addition to other videos released by the organisation, featuring interviews with [Channel 4](#) and [5](#), [ITV](#) and [Al-Jazeera](#) amongst other media outlets.



'The Big One' across Social Media Platforms

Twitter

Twitter dominated online discussion, with engaging coverage mostly involving individual's and influencers. Amongst sources supporting the event includes [current affairs writer and editor Sam Bright](#), [science communicator and environmental campaigner Dr Aaron Thierry](#), and [human rights campaigner Peter Tatchell](#). Twitter also sees significant volumes criticising the event, Extinction Rebellion and climate change generally, with posts from [GB News panellist Adam Brooks](#), [GB News](#) itself, and [social commentator Bernie Spofforth](#) seeing notable engagement.



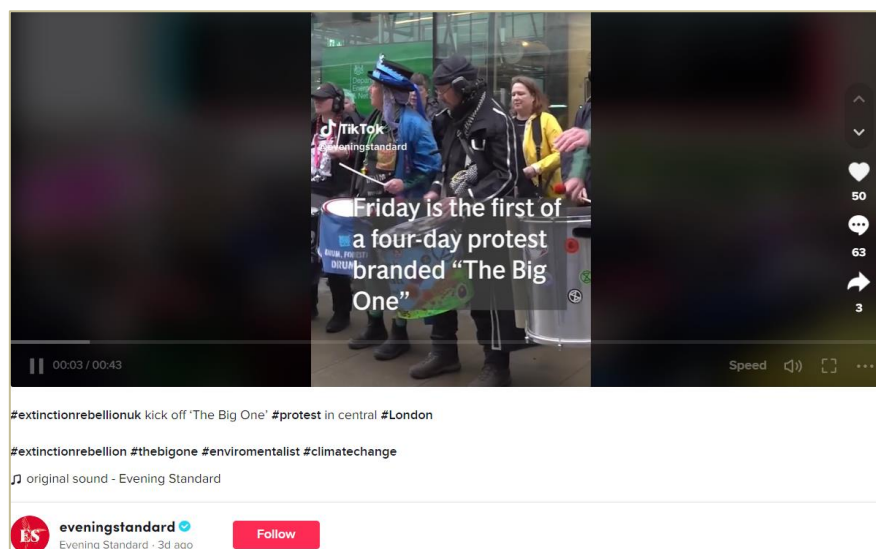
Instagram

Instagram saw high levels of engagement despite producing much fewer posts than Twitter, with [Feminist's post](#) seeing over 16k+ likes. As opposed to Twitter, engaging content on this platform mostly involved established source's and NGO's such as [Greenpeace UK](#), [Friends of the Earth](#), and media outlets such as [The Independent](#). Content on this platform is predominantly supportive of the event, or taking a neutral reporting stance.



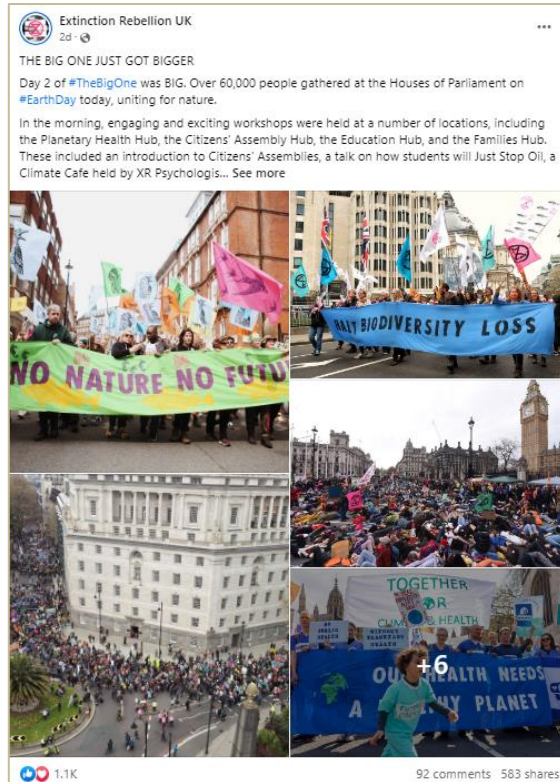
TikTok

Mentions on TikTok are minimal, with some news coverage from sources such as [The Evening Standard](#) and [LBC](#).



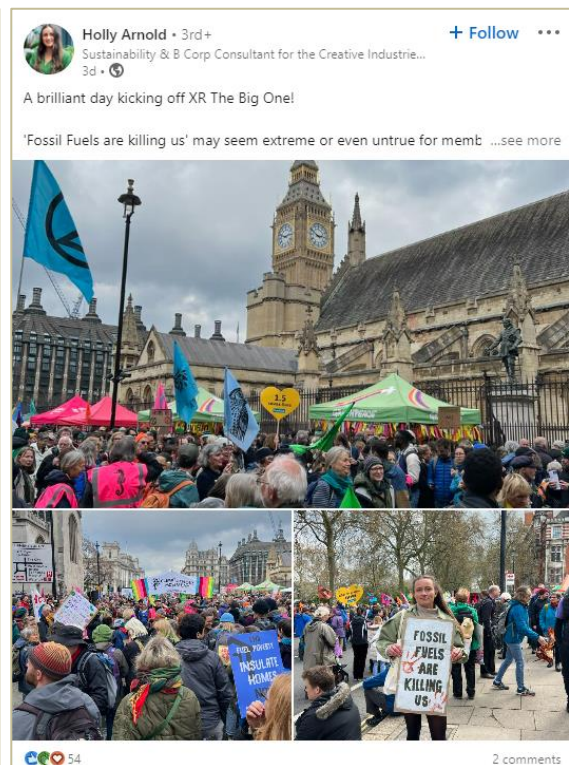
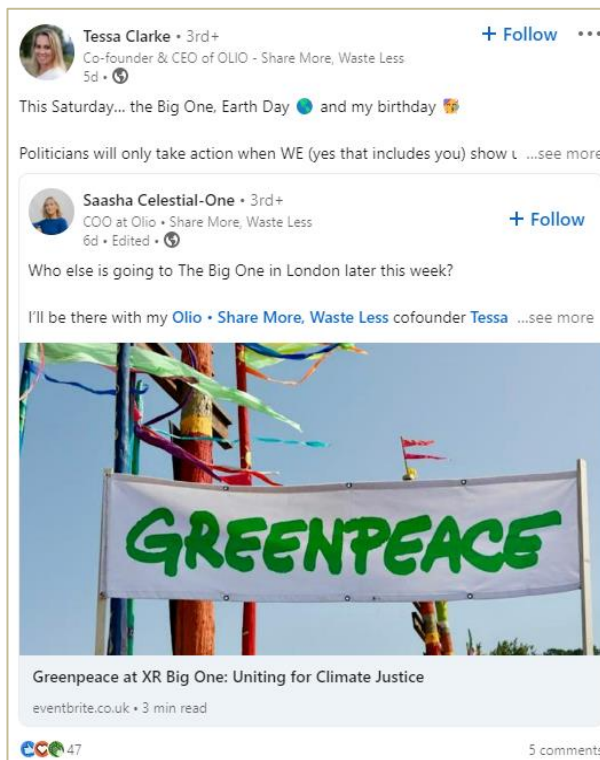
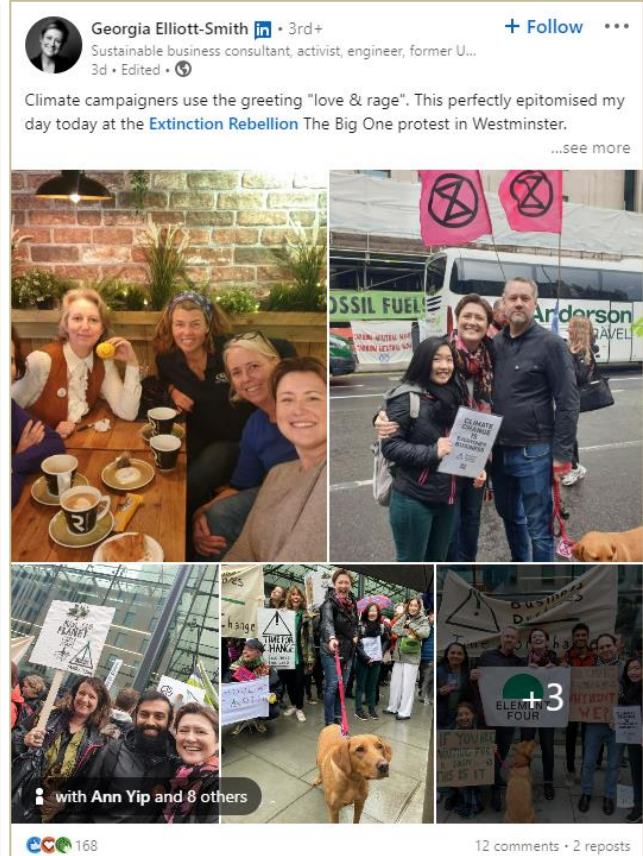
Facebook

Similar to Instagram, but with less engagement, Facebook mainly saw mentions from established source's and NGO's such as [Greenpeace UK](#), [Friends of the Earth](#), and [Extinction Rebellion's pages](#).




LinkedIn

Volumes on LinkedIn were predominantly supportive of the campaign, with mentions from businesses such as [sustainable outdoor apparel company Finisterre](#) and sustainability-focused users such as [sustainability consultant Georgia Elliott-Smith](#).



Reddit


Reddit mainly saw threads sharing news from UK-based news sources such as [The Guardian](#) and [Evening Standard](#). Some threads, seeing less engagement, also concerned [Piers Corbyn gate-crashing Extinction Rebellion church service](#), and whether [Extinction Rebellion should be classified as a terrorist group](#).


r/worldnews · Posted by u/Jasmin_0215 3 days ago

The Big One: Extinction Rebellion activists descend on central London to continue four-day campaign

[standard.co.uk/news/l...](#)


4.9k upvotes · 426 comments · 0 awards



r/unitedkingdom · Posted by u/rein_deer7 4 days ago

Big tent for the Big One: Extinction Rebellion shows softer side in London protest

[theguardian.com/world/...](#)

13 upvotes · 4 comments · 0 awards




r/ExtinctionRebellion · Crossposted by u/veneratio5 3 days ago

[X-post /r/WorldNews] The Big One: Extinction Rebellion activists descend on central London to continue four-day campaign. Some great chat going on in the linked comment section.

[standard.co.uk/news/l...](#)

44 upvotes · 1 comment · 0 awards

