@TwitterOpen Has All Cylinders Cranking for Pride Month



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14 hours ago
@TwitterOpen, Twitter’s business resource group for lesbian, gay, bisexual, transgender, queer, intersex, asexual, and ally employees, is putting the spotlight on the stories of its members and other employees to celebrate Pride.

The social network said the #AlwaysProud campaign is intended to empower the voices and validate the experiences of its LGBTQIA+ community worldwide, and to serve as a reminder that Pride is year-round.

Twitter has worked around the fact that the pandemic is keeping people out of the office and canceling parades and marches by hosting remote events such as: live drag performances; watch parties (for shows including Intertech; Love, Victor; Pose; and Queer Eye); panels on topics including allyship, marriage equality and pride; and question-and-answer sessions with Margaret Cho, Ani DiFranco and DeRay Mckesson.

The company also surprised @TwitterOpen members and allies worldwide with Pride boxes filled with reminders of “how we are #AlwaysProud.”

On-platform, @TwitterOpen released its #AlwaysProud video, as well as the first installment in a short video series, asking the question, “What’s one thing you’d like to tell the queer community?”

The social network created hashtag-triggered emojis for tweets containing #AlwaysProud and #UntilWeAllBelong.

And the @TwitterOpen avatar was changed to stand in solidarity with fellow BRG @Blackbirds.

Join Adweek and many of this year’s Pride Stars, LGBTQ leaders creating an impact in advertising, marketing, and culture, this Friday at 12pm ET for a live discussion on how they are personally and professionally navigating these turbulent times. Save your virtual seat.

https://www.adweek.com/digital/twitteropen-has-all-cylinders-cranking-for-pride-month/