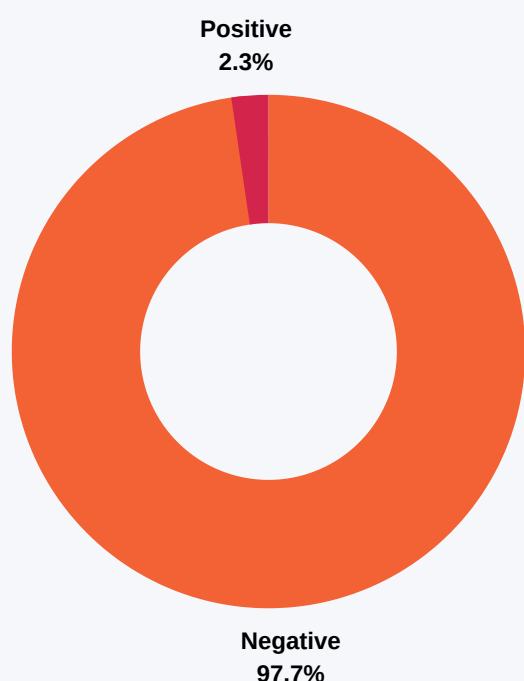


# WE'RE ALL FEELING IT

The world is facing one of the most unique challenges in many of our lifetimes. In fact, many are citing the COVID-19 pandemic as the most disruptive circumstances since WWII, bringing with it a real roller coaster of emotion. It's clear that people's feelings are fluctuating - sometimes by the hour - and with physical contact at a minimum, the world is turning to digital channels to express sadness, joy, love, gratitude and a whole host of other emotions too. Here at Orlo we began to wonder - how are people *truly* feeling? So, we decided to find out! Using our emotion analyser\*, we took a look at over 142,000 COVID-19 related tweets from the last month\*\*, to understand whether there were any trends related to emotion and sentiment.

## HERE'S WHAT WE FOUND..

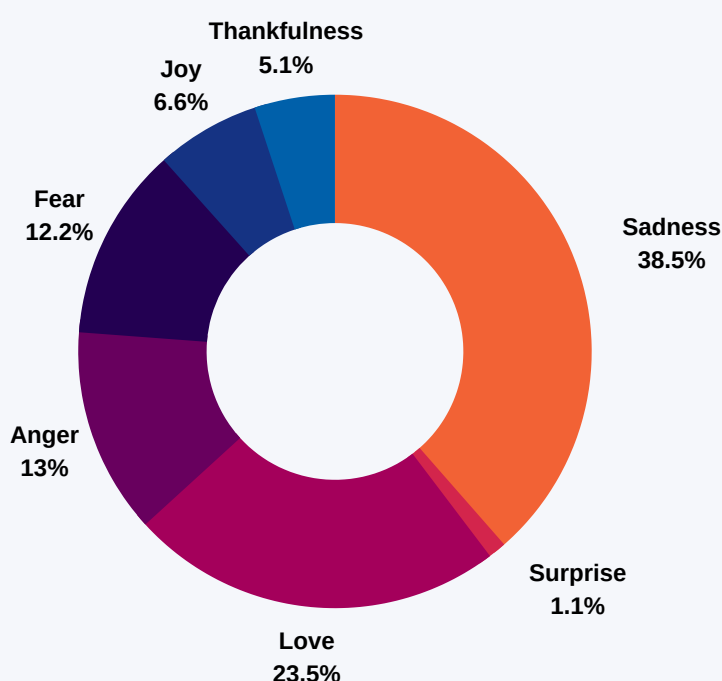


## SENTIMENT

It comes as no surprise that everyone's feeling a bit blue. From concern about being unable to get essential groceries, to chatter around being separated from loved ones for weeks, an overwhelming majority of posts had a negative sentiment. Just 2.3% of posts overall were positive.

## EMOTION

With negative sentiment at such a high, it's hardly a shock to see over a third of posts expressed 'sadness'. In second place with 23.5%, were the number of tweets showing 'love'. Despite things feeling pretty gloomy, people are doing their best to share the love on social.



## THE CAPTAIN TOM MOORE EFFECT

On the 15th of April, news broke of Captain Tom Moore's conquest to raise money for the NHS, with his fundraising efforts soaring to £8 million by the end of the day. The power of his kindness could be felt far and wide and Twitter was alight with conversations about the 99 year old and his amazing act of kindness.



The percentage of posts conveying sadness was at just 22% - almost half the daily average of 38.85%.



The amount of tweets expressing love more than doubled from an average of 23.43% to 46.92%.



Fear displayed in tweets dropped from the 12.13% average, to just 6.20% - that's almost 50% lower.

It's Mental Health Awareness week in the UK and this might just be the most important one yet! This year's focus is on kindness - and Captain Tom Moore is a shining example of how a small act of kindness can inspire others to be kind too! We're making an extra effort to be kind to each other and ourselves this week at Orlo, and we'd love to see how you or your business are spreading the joy as well. Tag us in your social posts and use the hashtag:

## #OrloBeKind