

97th Academy Awards

2025 Social Media Performance Report

The popularity of the awards show on social media and lift observed by participating brands and nominees.

I. Show Popularity

The popularity of the show on social media compared to years prior.

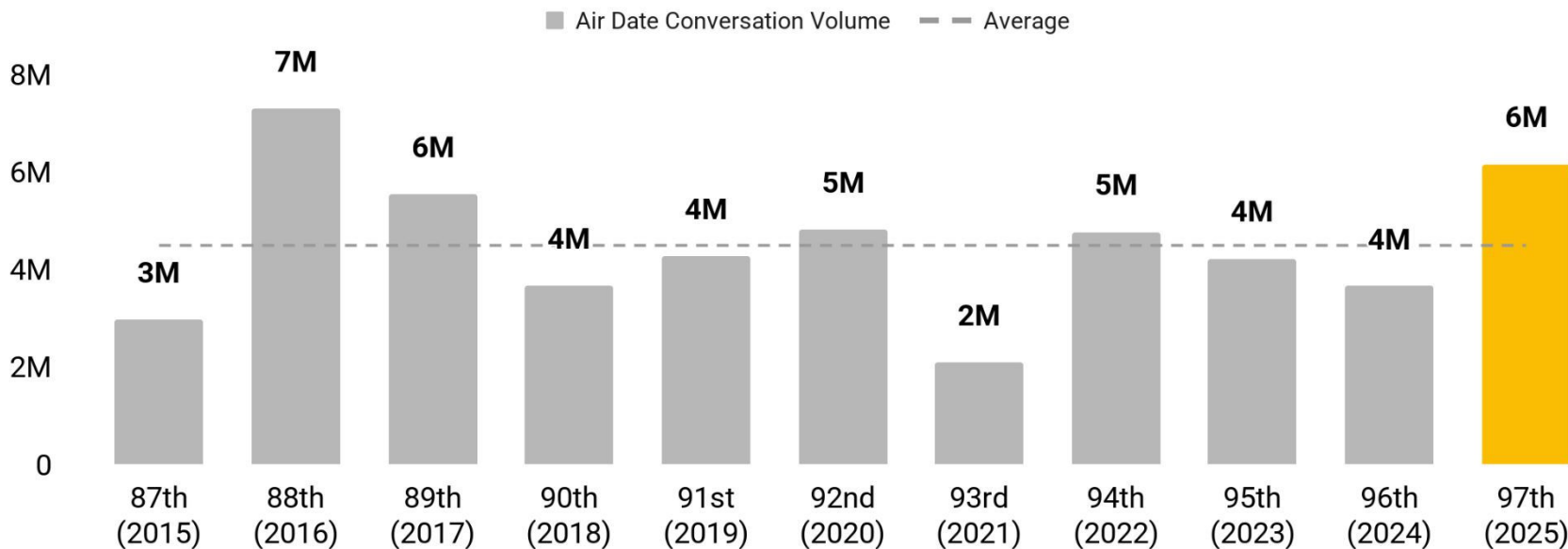
- Social conversation volume
- The most talked about moments
- Participant demographics
- Viewer response
- Lift for The Academy & ABC
- Top promotional posts



The volume of conversation was 37% above the 10-year average

This year's conversation was 68% higher than that of the previous year, driven by increased buzz later in the night

Air Date Conversation Volume



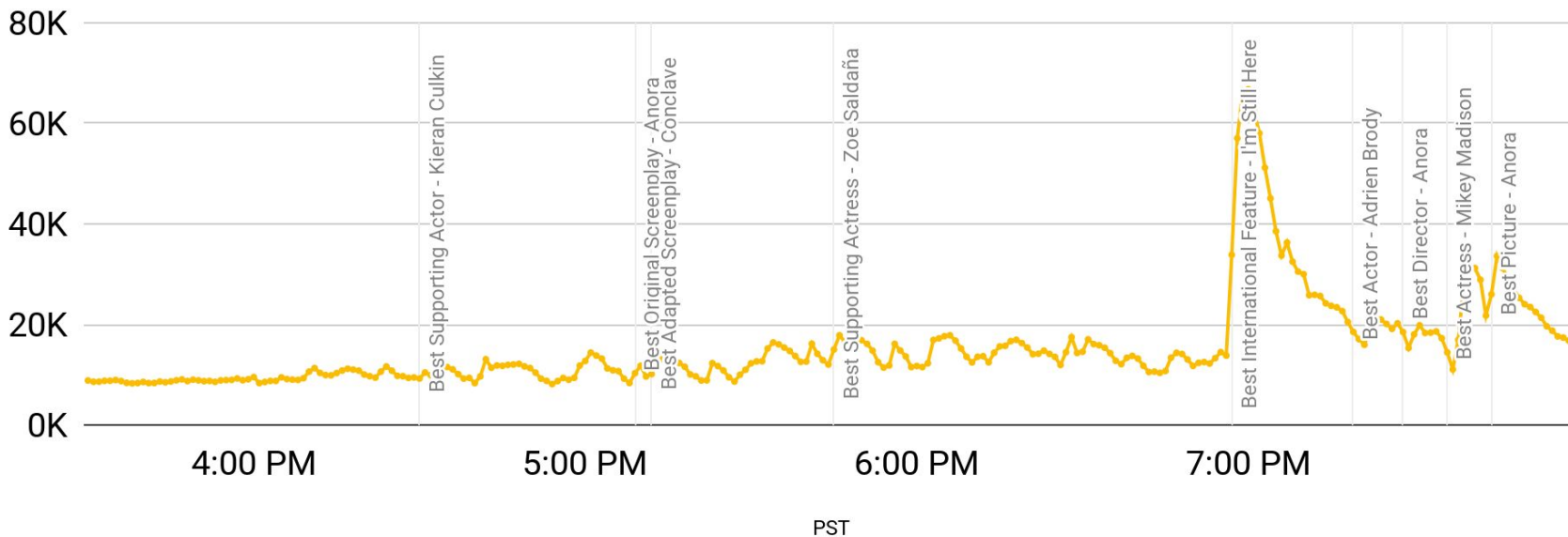
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Best International Feature winner drove a conversation high

In the minute that *I'm Still Here* was announced Best International Feature, mentions jumped by 59%

Minute-by-Minute Conversation Volume



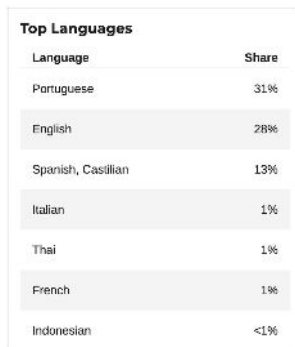
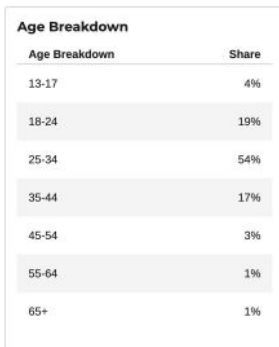
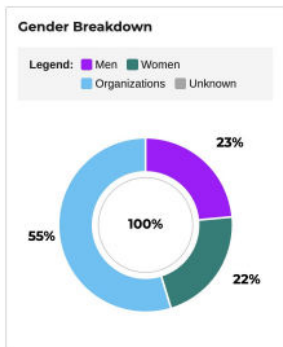
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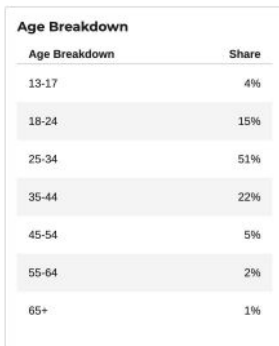
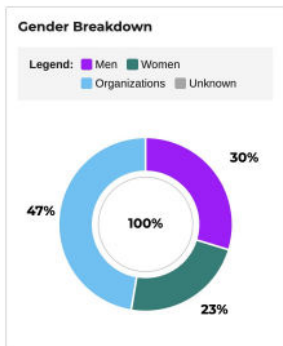
Brazil drove a major conversation boost for the Oscars

40% of Oscars conversation participants were located in Brazil this year—up 26 points from last year

2025



2024



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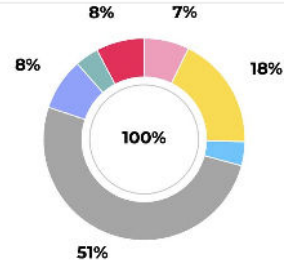
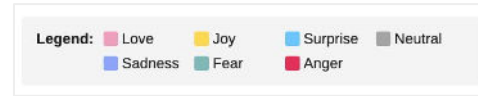
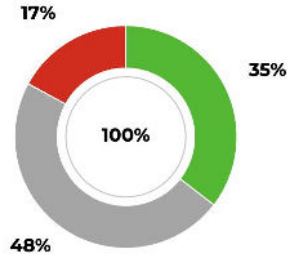
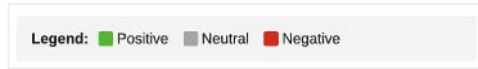
Audience Insights: Inferred from Twitter user social behavior and expressed interests; Conversation volume excluding ReTweets and press coverage (verified mentions).



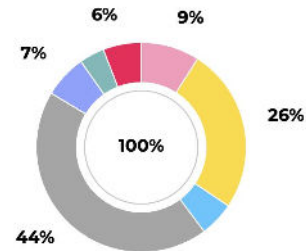
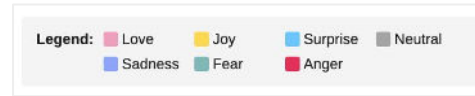
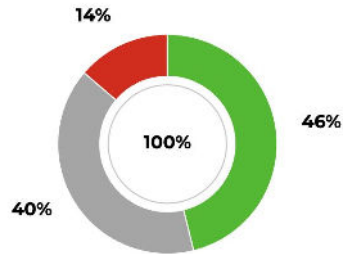
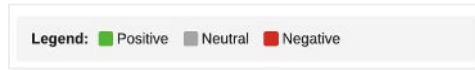
Overall sentiment was more neutral compared to last year

Impartial live updates drove neutral sentiment, up this year due to an increase in discussion overall

2025



2024






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Classification & Emotion: Conversation volume excluding ReTweets and press coverage (verified mentions).



The Academy saw far more social activity than in 2024

With a 99% increase in social posts YOY, The Academy saw a corresponding boost in engagement

	New Fans (3/2/25)	Δ from Prior Year	Engagements (3/2/25)	Δ from Prior Year	Conversation Volume (3/2/25)	Δ from Prior Year	Total Social Actions	Δ from Prior Year
	77K	-51%	5M	107%	5M	88%	10M	93%
	3K	-84%	139K	-44%	10K	203%	153K	-44%
	2K	250%	122K	-19%	17K	318%	141K	-10%

New Fans: Fans gained across Facebook, Twitter, Instagram, YouTube, and TikTok.

Engagements: Likes, reactions, shares and comments on owned posts across Facebook, Twitter, Instagram, YouTube, and TikTok

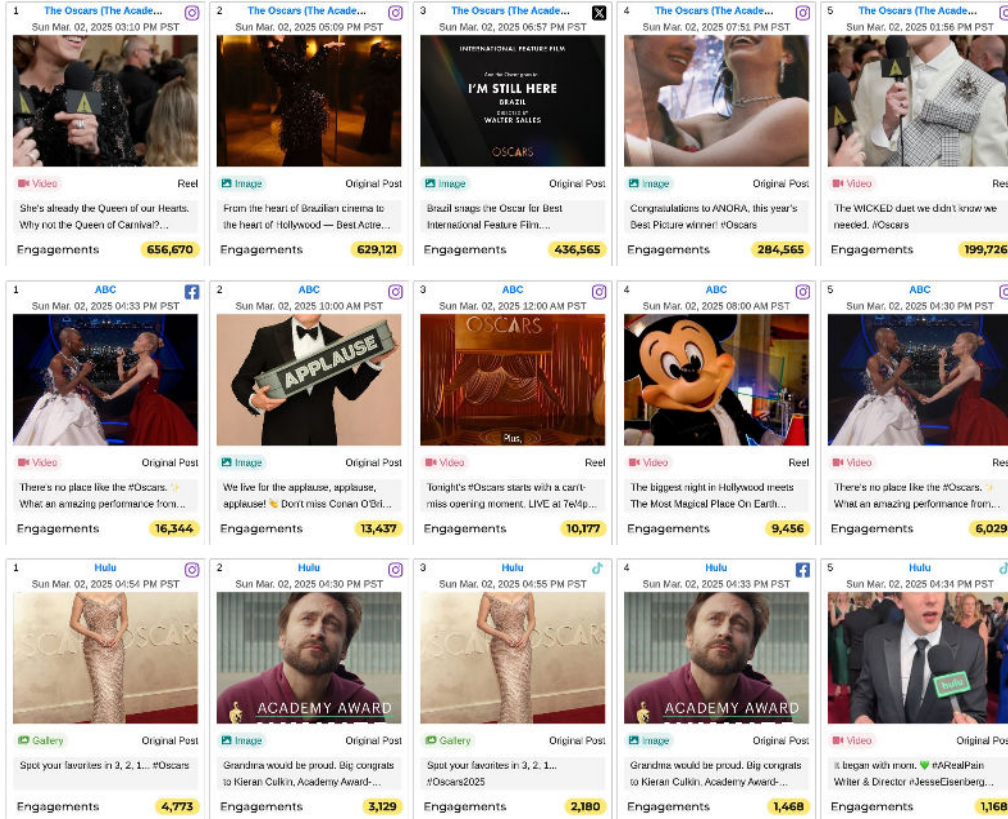
Conversation Volume: Twitter Keyword, Hashtag and Handle Mentions.

Total Social Actions: The sum of New Fans, Engagements and Conversation Volume.



I'm Still Here and Fernanda Torres captured attention

Posts highlighting I'm Still Here and the film's star Fernanda Torres performed the best



Engagements: Likes, reactions, shares and comments on owned posts across Facebook, Twitter, Instagram, YouTube, and TikTok as of EOD on 3/2/2025.



II. Viewer Response

Repeating themes within organic viewer conversation on social.

- Positive themes
- Negative themes
- Neutral themes



Top Themes

35% Positive

Lisa's Performance: Lisa's tribute performance was one of the night's most talked-about moments, with fans calling it "breathtaking" and "a career-defining moment." Many viewers felt her presence elevated the show, praising her stage presence, vocal delivery, and emotional depth.

Zoe Saldaña's Win: Zoe Saldaña's victory for Best Supporting Actress in Emilia Pérez was widely celebrated, with fans declaring it a long-overdue recognition of her talent. Many highlighted how she has consistently delivered strong performances but was finally acknowledged by the Academy.

I'm Still Here's Win: The Brazilian film I'm Still Here winning Best International Feature sparked national pride, with fans from Brazil celebrating its achievement as a landmark moment for Latin American cinema. Social media was flooded with messages of joy, calling it a "historic" win.

Sean Baker's Win: Sean Baker's multiple wins for Anora, including Best Director and Best Picture, positioned him as a new powerhouse in Hollywood. Film enthusiasts praised his ability to craft raw, authentic storytelling, comparing his work to auteurs like Scorsese and Tarantino.

Ariana Grande and Cynthia Erivo Duet: Their live performance of Defying Gravity from Wicked left the audience in awe, with fans calling it the "best musical performance in Oscars history." Many were moved by their vocal power, leading to a surge in praise across social media.

Kieran Culkin's Speech: Winning Best Supporting Actor, Kieran Culkin delivered a heartfelt speech that resonated with audiences. Fans appreciated his mix of humor and sincerity, noting how he paid tribute to his family and reflected on his journey in Hollywood.

Top Themes

48% Neutral

The Role of Streaming in Oscar Success: Several of the night's biggest winners came from streaming platforms, leading to a discussion about how services like Netflix, Hulu, and Amazon Prime are changing the landscape of prestige cinema.

I'm Still Here: While Brazilian fans celebrated its international win, global audiences expressed curiosity about the film, with many saying they were adding it to their watchlist.

The Academy's Approach to Diversity and Representation: Many social media discussions analyzed the diversity of nominees and winners, with some praising progress while others debated whether the industry was truly evolving in terms of representation.

Fashion on the Red Carpet: While some outfits were universally praised, others were divisive. Some viewers admired bold choices, while others critiqued celebrity looks as “uninspired” or “too safe.”

Acceptance Speeches: Some speeches were emotional and deeply resonated with fans, while others were viewed as overly rehearsed. The variety of tones across winners' speeches led to discussion about which ones felt the most genuine.

'Best Picture' Decision: The selection of Anora as Best Picture sparked a mix of reactions—not necessarily extreme praise or outrage, but general discussion about its merit. Some viewers analyzed its artistic choices, while others compared it to past winners, debating whether it will stand the test of time.

Top Themes

17% Negative

Anora's Best Picture Win: Many viewers were shocked and upset that Anora took home Best Picture, with some arguing that other films were more deserving. Some called it a "forgettable" win and claimed it was an example of the Academy favoring indie films over more universally praised contenders.

Mikey Madison's Best Actress Win: Mikey Madison's victory in the Best Actress category sparked controversy, with many questioning whether her performance was truly the best of the year. Some social media users claimed she was an industry favorite rather than the rightful winner.

Technical Difficulties Disrupt the Live Broadcast: Viewers were frustrated by noticeable technical issues during the Oscars, including microphone failures and camera misfires. Some noted that the show "felt unpolished," while others criticized the Academy for not handling the situation more smoothly.

A Disappointing Night for *Dune: Part Two* Fans: Despite being a major blockbuster, *Dune: Part Two* failed to win key awards, leaving fans disheartened. Many called it the "biggest snub of the night" and argued that it deserved recognition in more categories.

Fernanda Torres Fans Outraged Over Her Loss: Fans of Fernanda Torres were devastated after she lost in the Best Actress category, with some claiming the Academy overlooked her powerful performance. Social media erupted with posts insisting that she "was robbed" and deserved the win over Mikey Madison.

Backlash Against the Academy's 'Safe' Choices: Critics accused the Academy of playing it safe with its selections, arguing that more daring, innovative films were overlooked in favor of conventional picks. Some compared this year's results to previous years where they felt riskier films had been snubbed.

Thank You

Have additional questions or ideas? Reach out to contact@listenfirstmedia.com
