

# The Bliss Impact Term Tracker

MEASURING THE PROMINENCE OF SOCIAL IMPACT TERMINOLOGY | Q1 2025 TRENDS

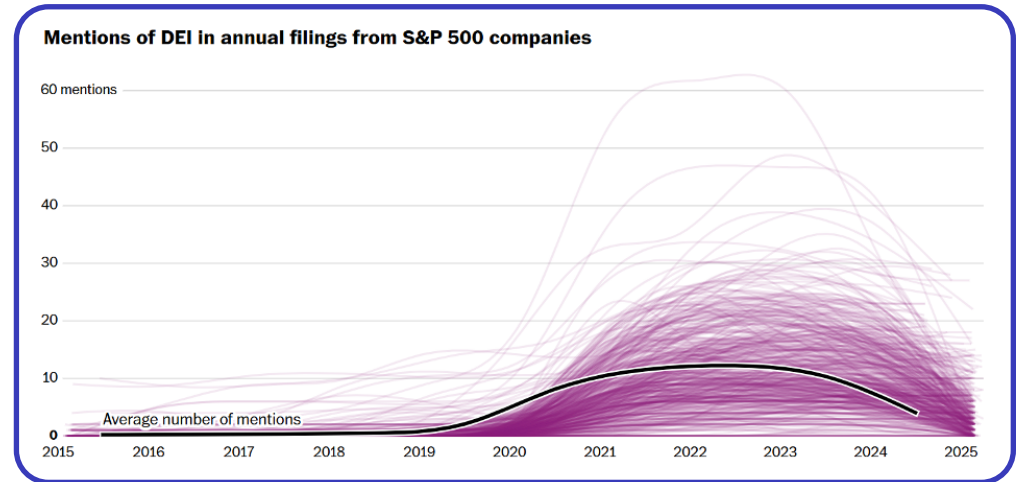
# About the Bliss Impact Term Tracker

This year, we have seen the biggest public shakeup of corporate social impact storytelling since 2020. The “Great Realignment”—aka the shift away from corporate narratives that embrace socially impactful language such as “DEI” and “ESG”—is well underway.

We aim to measure this shift—because data is information that leads to insights that can have a serious impact on our clients. In fact, we are already seeing trusted information sources try to quantify this massive change. The Washington Post reports that in 2024, mentions of “DEI” in annual filings from S&P 500 companies dropped to their lowest point since 2020, after reaching a high in 2022. (See chart.)

Still, the environment for social impact storytelling is evolving quickly. We want to understand how social impact language is changing on an ongoing basis.

The Bliss Impact Term Tracker taps into three of the most-used communications sources—news media, social media, and press releases—to track quarterly volume shifts in terms that typically drive corporate social impact storytelling. The trends the Tracker uncovers can help organizations make informed language decisions.



Analysis by [The Washington Post](#), April 2025

# Term Tracker Q1 2025 | Trends to watch.

- 1** **PRESS RELEASES MENTIONING “DEI” ARE REBOUNDED.**
- 2** **“ENVIRONMENTAL JUSTICE” IS TRENDING IN NEWS AND ON SOCIAL MEDIA.**
- 3** **“SUSTAINABILITY” REMAINS STABLE, WHILE “CLIMATE CHANGE” TAKES A HIT.**
- 4** **IMPACT FOCUSED PUBLICATIONS ARE TALKING “IMPACT INVESTING.”**
- 5** **“HEALTH EQUITY” IS ON THE DECLINE IN HEALTHCARE TRADE MEDIA.**
- 6** **PROFESSIONAL SERVICES TRADE MEDIA STILL EMBRACES “ESG.”**
- 7** **TECHNOLOGY TRADE MEDIA IS LEADING ON SOCIAL ISSUES LANGUAGE.**
- 8** **FINANCIAL TRADE MEDIA RENEWS INTEREST IN “DEI” WHILE MAINTAINING “DIVERSITY.”**

# Press releases mentioning “DEI” are rebounding.

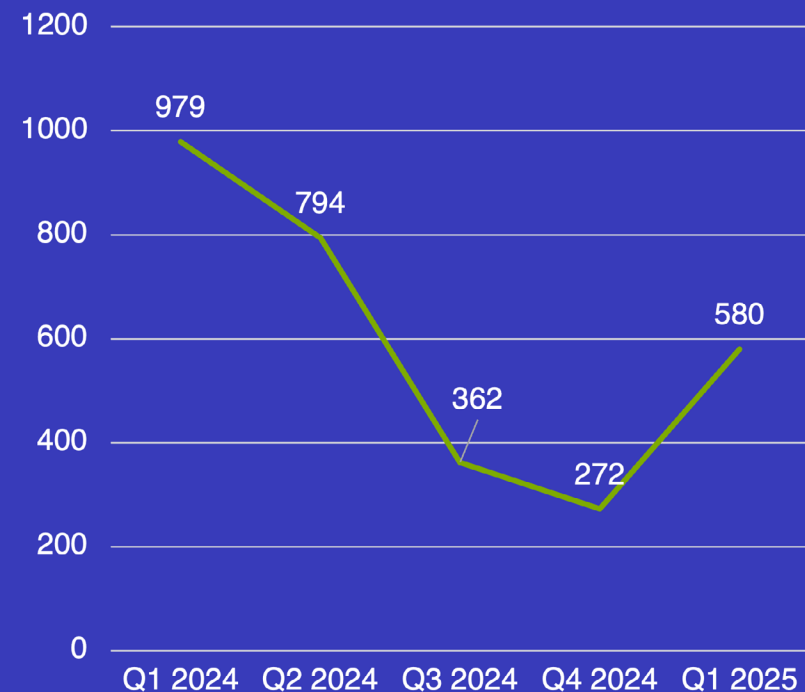
1

After a steady decline from Q1 2024 to Q4 2024 (dropping by 72% over the course of the year), mentions of “DEI” in press releases are now increasing for the first time in over a year. From Q4 2024 to Q1 2025, the volume of press releases mentioning “DEI” more than doubled. Couple this with a more than 300% increase of mentions of “DEI” on X and Reddit.

## TAKEAWAY

While we’ve witnessed big corporations step away from using “DEI” over the past year, typically due to a combination of perceived legal risks and activist pressures, we may now be seeing a correction. Organizations may consider whether the appetite for “DEI” focused stories requires their attention and participation.

Mentions of “DEI” in Press Releases, Q1 24-Q1 25



# “Environmental justice” is trending.

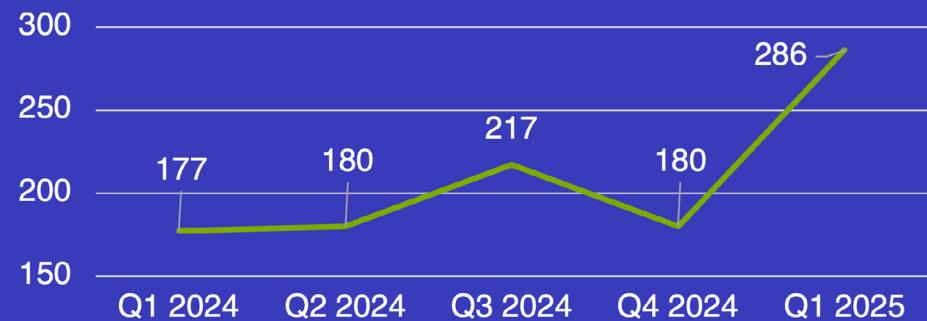
## 2

Mentions of “environmental justice” have skyrocketed in Q1 2025 in comparison to all of 2024. In top tier news, mentions of “environmental justice” jumped nearly 60% from Q4 2024 to Q1 2025. On X and Reddit, mentions of “environmental justice” grew over 450% over the same period.

## TAKEAWAY

The spike in “environmental justice” mentions is likely driven by the Trump administration’s move to end the EPA’s environmental justice work. Still, the mentions were not comprised of only summaries—they included reactions and responses. To decide whether to jump into this trending conversation, deploy a social issues response framework. There should be alignment between your purpose and the trending issues you speak on.

Mentions of “Environmental Justice” in Top Tier News, Q1 24-Q1 25



Mentions of “Environmental Justice” on X and Reddit, Q1 24-Q1 25



# “Sustainability” is stable; “climate change” falls.

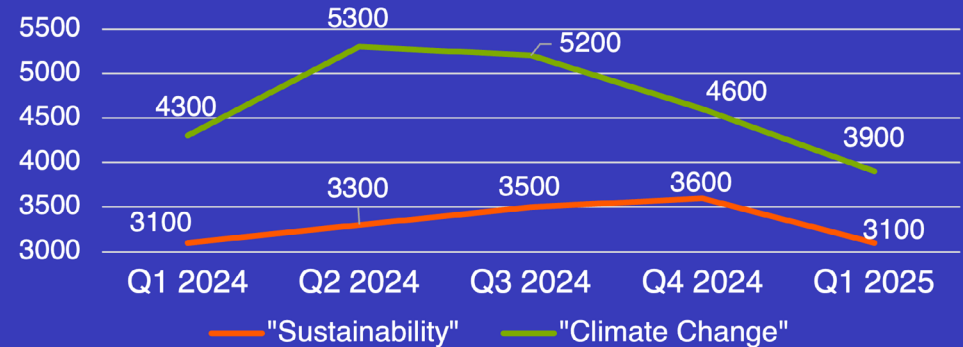
## 3

While “climate change” tends to get more mentions in top tier news than “sustainability,” the volume of those mentions has dropped to an annual low—a nearly 10% decrease from Q1 2024 to Q1 2025. Meanwhile, mentions of “sustainability” have remained relatively consistent. In fact, when looking at mentions of “sustainability” in press releases, volume has jumped 31% from Q4 2024 to Q1 2025 alone, marking the highest levels since the start of 2024.

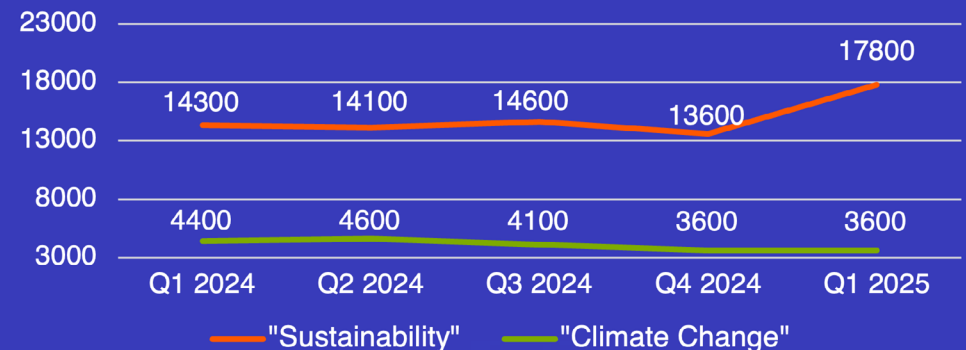
## TAKEAWAY

“Sustainability” may be considered less risky language, particularly in the private sector where “sustainability” can be linked to resilience and competitive edge. Organizations may consider linking “sustainability” to bottom lines to tell stories of impact.

Mentions of “Sustainability” & “Climate Change” in Top Tier News, Q1 24-Q1 25



Mentions of “Sustainability” & “Climate Change” in Press Releases, Q1 24-Q1 25





# Impact publications talk “impact investing.”

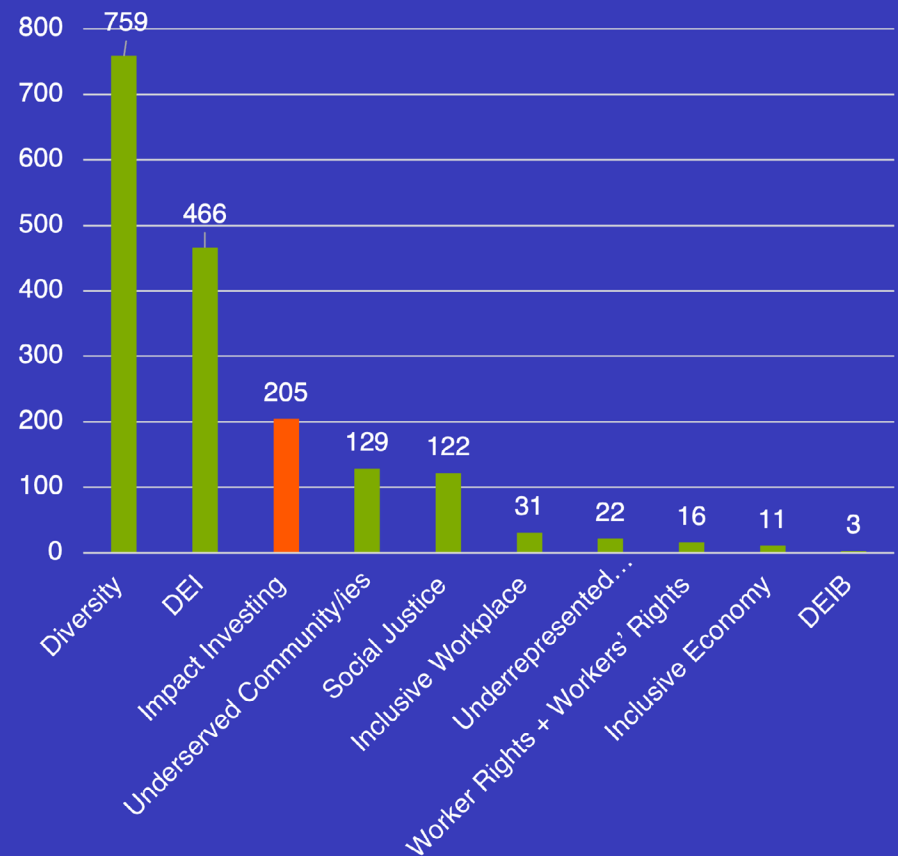
## 4

When looking at language typically related to economic equity in social impact trade publications, “impact investing” appears as the third most-used term, behind only “diversity” and “DEI.” In fact, “impact investing” appears in social impact trade media nearly five times more often than top tier news (42) and far more often than all other industry trade publications that we measured (financial services: 25; professional services: 0; healthcare: 4; technology: 28).

## TAKEAWAY

Social impact trade publications are hungry for your stories. Although top tier news shows some interest in this storytelling frame, you are more likely to find storytelling success with social impact trades—even more so than investment focused publications.

Top 10 “Economic Equity” Terms in Impact Trade Media in Q1 25



# “Health equity” declines in healthcare trade media.

## 5

The term “health equity” is understandably used more often in healthcare trade publications (210 in Q1 2025) than in top tier media (165) and all other industry trade publications that we measured (financial services: 0; professional services: 4; social impact: 32; technology: 33.). Still, mentions of “health equity” in healthcare trades have reached a low compared to the year prior, dropping 12% from Q4 2024 to Q1 2025, after reaching a high in Q3 2024.

### TAKEAWAY

“Health equity” is undergoing a rebrand, with words such as “access” and “optimization” replacing “equity.” Organizations considering whether to rebrand their “health equity” work should only do so if it’s in pursuit of being able to continue programs on equitable outcomes.

Mentions of “Health Equity” in Healthcare Trade Media, Q1 24-Q1 25





# Professional services trades still embrace “ESG.”

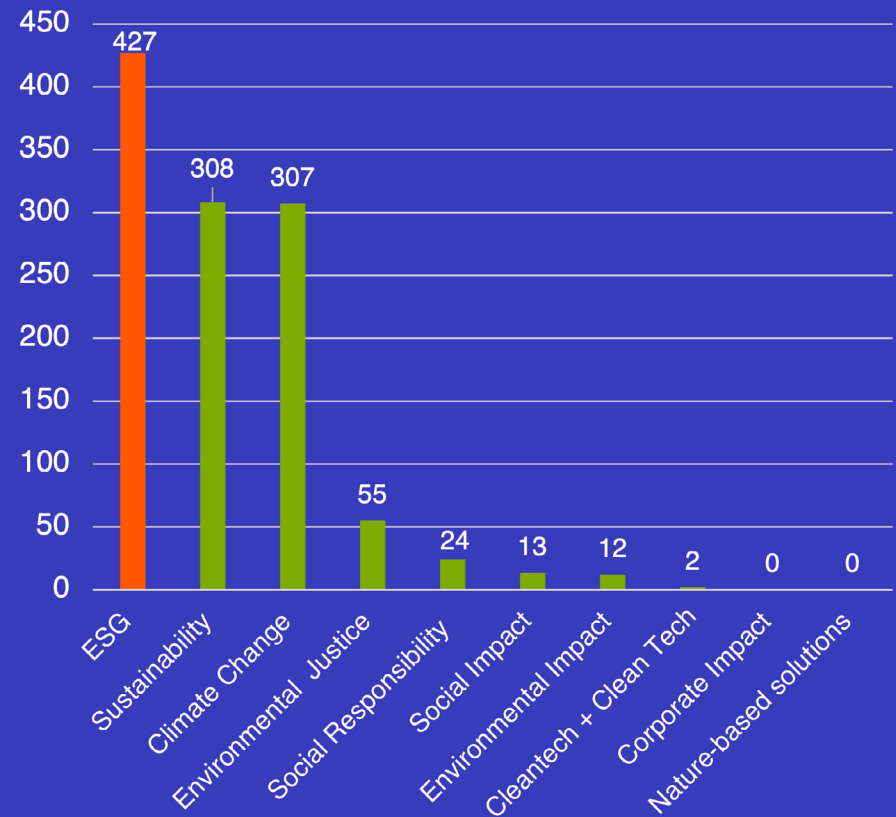
## 6

The use of “ESG” has declined greatly in professional services trades over the past year, dropping by 84% from Q1 2024 (2700) to Q1 2025 (427). Still, “ESG” continues to be the single most-used sustainability term in these publications. To add, “ESG” appears in professional services trades more often than top tier news (335 in Q1 2025) and all other industry trades that we measured (financial services: 25; social impact: 259; healthcare: 1; technology: 188).

## TAKEAWAY

While “ESG” is likely declining in volume due to the current socio-political climate, it remains a trusted measurement framework. Organizations should consider the potential for “ESG” to support data-backed narratives.

Top 10 “Sustainability” Terms in Professional Services Trade Media in Q1 25



# Tech trades lead on mentions of social issues.

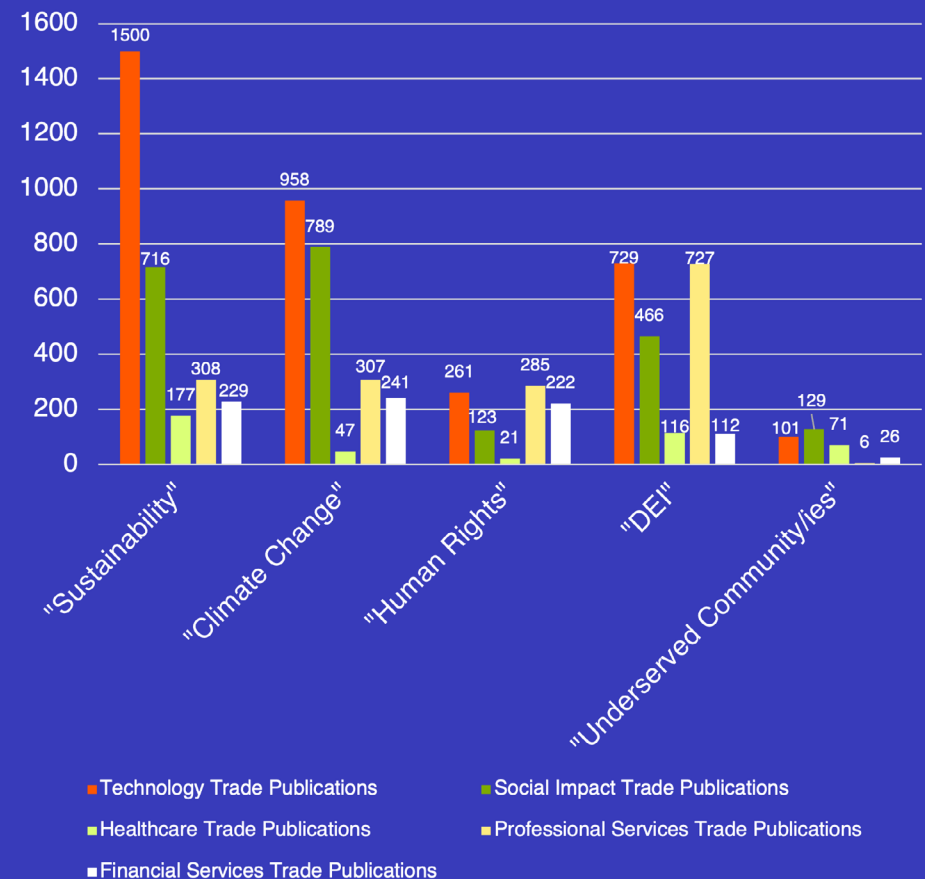
## 7

It may be surprising to learn that technology trade publications are leading other industry specific media—including social impact trades—in volume of coverage mentioning social issues. Technology trades have more mentions of “sustainability,” “climate change,” “human rights,” and “DEI” than social impact, healthcare, professional services, and financial services trade media. When it comes to mentions of “underserved communities,” technology trades come second only to social impact trades.

## TAKEAWAY

Technology-focused media has always been open to stories of invention, improvement, and modernization with real human/world impact. Organizations may consider how they can root their social impact narratives in stories of technology innovation.

Terminology Volume Across Various Trade Publication Types, Q1 25



# Financial trades renew interest in “DEI.”

## 8

Over the past year, the volume of mentions of “diversity” in financial trade media has consistently outpaced mentions of “DEI.” While both terms have seen dips in mentions in these publications, “diversity” has remained fairly steady. However, “DEI” mentions have skyrocketed by 286% from Q4 2024 to Q1 2025.

### TAKEAWAY

It stands to reason that the increase in “DEI” mentions in financial trades is a result of greater coverage of shareholder scrutiny of corporate “DEI” programs. This could be temporary, and we may see volume level out. Organizations should not rush to make “DEI” storytelling decisions for this moment in time. Instead, consider how “diversity”—which relates to more than workforce composition—can anchor storytelling.

Mentions of “DEI” and “Diversity” in Financial Trade Media, Q1 24-Q1 25



# Going a level deeper.

The Bliss Group is available to create custom monthly tracking and scoring for specific terms based on volume, engagement, reach, and sentiment. See this sample for ESG-focused terms.

TOP TIER NEWS OUTLETS	TOTAL RESULTS	% CHANGE MoM (RESULTS)	TOTAL ENGAGEMENTS	% CHANGE MoM (TOTAL ENGAGEMENTS)	POTENTIAL REACH	% CHANGE MoM (POTENTIAL REACH)	SENTIMENT (%)	OVERALL SCORE
ESG	100	-24.8%	4.4K	-71.2%	6.7B	-4.3%	P: 22% N: 7% Neu: 71%	B
sustainability	985	-10.5%	98.3K	92.7%	59.1B	-5.9%	P: 36.6% N: 7.1% Neu: 56.3%	A
cleantech OR clean tech	35	-47.8%	7.9K	25.4%	2.1B	-22.2%	P: 28.6% N: 2.9% Neu: 68.5%	C
environmental Justice	104	22.4%	94.3K	92.4%	4.8B	33.3%	P: 1% N: 20.2% Neu: 78.8%	A
climate change	1.1K	-31.3%	444.8K	6.2%	47.9B	-34.3%	P: 9.1% N: 21.6% Neu: 69.3%	A

MOST  
PROMINENT

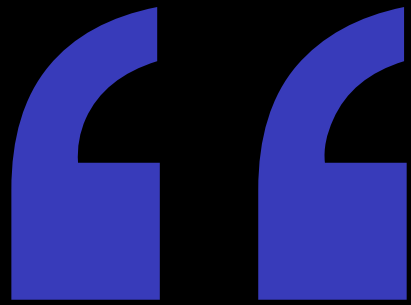


LEAST  
PROMINENT

SOCIAL MEDIA	TOTAL RESULTS	% CHANGE MoM (RESULTS)	TOTAL ENGAGEMENTS	% CHANGE MoM (TOTAL ENGAGEMENTS)	POTENTIAL REACH	% CHANGE MoM (POTENTIAL REACH)	SENTIMENT (%)	OVERALL SCORE
ESG	132K	25.7%	780.4K	63.5%	2.8B	-12.5%	P: 11.4% N: 37% Neu: 51.6%	A
sustainability	413.5K	15.6%	2.1M	90.9%	14.9B	-13.9%	P: 49% N: 30.2% Neu: 20.8%	A
cleantech OR clean tech	7.5K	-33%	21K	-51.9%	414.4K	-100%	P: 49.3% N: 12.5% Neu: 38.2%	C
environmental Justice	171.8K	280.1%	1M	165%	2.2B	190.6%	P: 22% N: 45.9% Neu: 32.1%	A
climate change	954.9K	-65.9%	5.9M	-68.1%	142.7B	-29.1%	P: 6.4% N: 65% Neu: 28.6%	A

January through  
February 2025

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We were laughing that we went from using the term '**efficiency**' to '**sustainability**' and now we're back to '**efficiency**.'

**John Frey**

Senior Director and Chief  
Technologist at Hewlett Packard

# The Bliss Impact Term Tracker Methodology

The Bliss Impact Term Tracker leverages tools, including Talkwalker and SEMRush, to measure the volume of specific terms related to social impact across top tier media, industry-specific trade media, press releases, X, Reddit, and search. The results are compared quarter over quarter to identify trends and shifts in language usage.

Information on the specific media publications and terms we are tracking is available upon request. Additionally, information on tracking and scoring specific terms based on volume, engagement, reach, and sentiment is available upon request.



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