

# The Bliss Impact Term Tracker

MEASURING THE PROMINENCE OF SOCIAL IMPACT TERMINOLOGY | Q2 2025 TRENDS

# About the Bliss Impact Term Tracker

In line with a trend that kicked off in 2024, organizations are continuing to roll back their social impact-focused teams, programs, and metrics to keep their operations out of the crosshairs of regulators and vocal activists.

Simultaneously, some organizations are just starting to see the fall out of such changes. For example, Target's CEO, who had been with the company for 11 years, stepped down because of declining sales that could be linked to Target's very public decision to pull away from DEI language.

**We aim to measure how this trend is evolving.**

Insights about how language is changing can help organizations make decisions about their own storytelling. For example, there has been a 72% decline in DEI language in Fortune 100 issue reports from 2023 to 2025. (See chart.)

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 related to organizations' environmental, human, and economic impacts. The trends the Tracker uncovers can help organizations decide how to think about bringing their stories of impact to life.



Analysis by [Gravity Research](#), May 2025

# Term Tracker Q2 2025 | Trends to watch.

- 1 THE NUMBER OF PRESS RELEASES MENTIONING “SOCIAL JUSTICE” PEAK.
- 2 “CLEAN TECH” CLIMBS ON SOCIAL MEDIA, WHILE CONTINUING TO DIP IN NEWS.
- 3 “CLIMATE CHANGE” AND “DIVERSITY” DECLINE BUT TOP MOST-USED NEWS TERMS.
- 4 “SUSTAINABILITY” LEADS TERMS IN IMPACT FOCUSED PUBLICATIONS.
- 5 “HEALTH EQUITY” SEES A STEEPER DECLINE IN HEALTHCARE TRADE MEDIA.
- 6 PROFESSIONAL SERVICES TRADE MEDIA LEADS ON “DIVERSITY.”
- 7 EQUITY-FOCUSED TERMS DROP IN TECHNOLOGY TRADE MEDIA.
- 8 “DEI” DRAMATICALLY DROPS IN FINANCIAL SERVICES TRADE MEDIA.

# Press releases mentioning “social justice” peak.

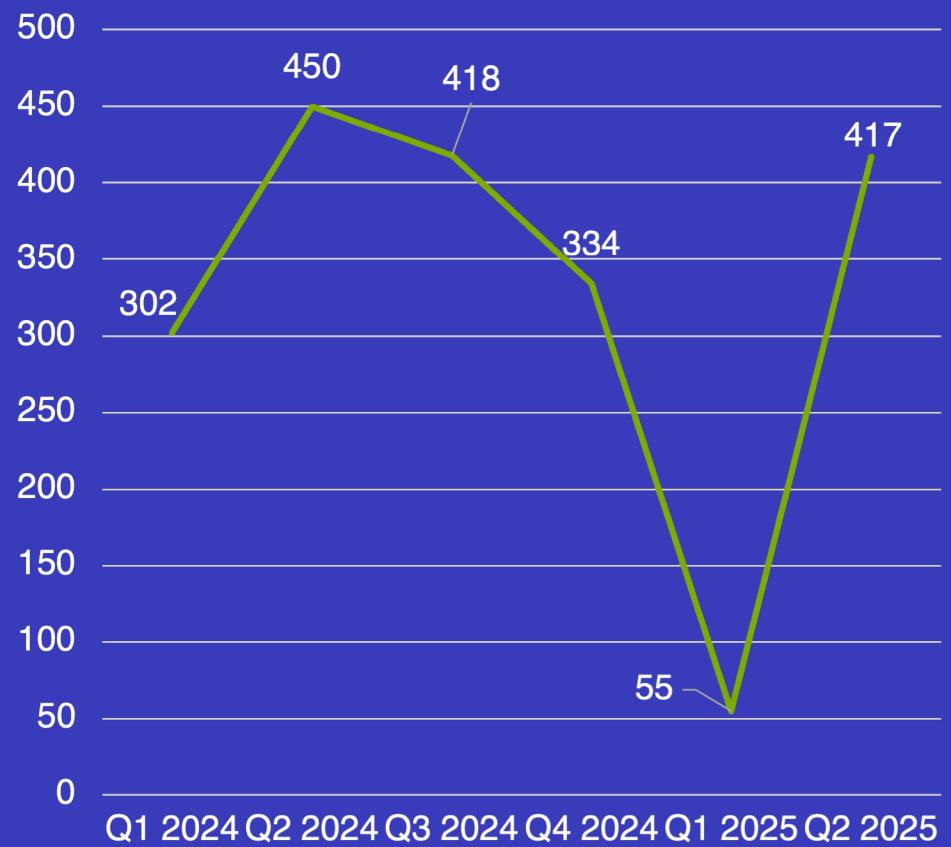
1

For the first time since Q2 2024, press releases mentioning “social justice” have increased. In Q2 2025, we saw a total of 417 press releases mentioning “social justice,” after a massive drop in from Q4 2024 to Q1 2025, totaling just 55 releases. This represents a more than 600% quarter-over-quarter increase.

## TAKEAWAY

Last quarter’s “social justice” news included not just annual, predictable moments, such as awards, but also major societal milestones, such as the passing of Pope Francis, who included social justice as a major pillar of his legacy. Organizations should consider whether major events will bring certain topics back into the public zeitgeist (think: the “racial reckoning” of 2020) and whether it aligns with their DNA to participate in the conversation.

**Volume of Mentions of “Social Justice” in Press Releases, Q1 24-Q2 25**

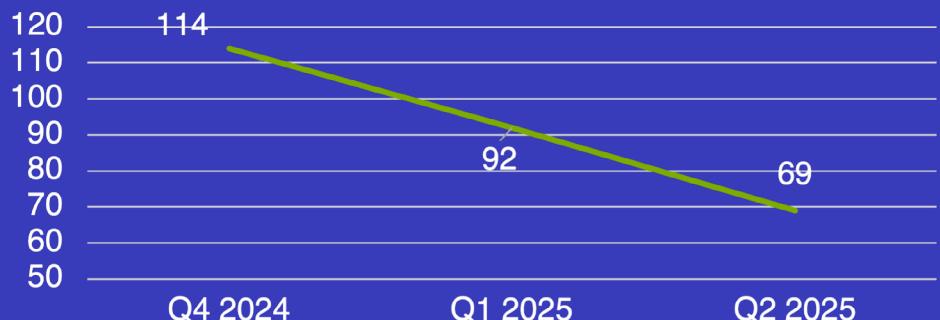


# “Clean tech” climbs on social.

2

While mentions of “clean tech” (or “cleantech”) peaked in top-tier news in Q4 2024 and have been on the decline ever since, mentions on social media are rising. From Q1 2025 to Q2 2025, we saw a 70% increase of mentions on X and a 10% increase of mentions on Reddit, continuing an upward trend starting in Q4 2025.

Volume of Mentions of “Clean Tech” or “Cleantech” in Top-Tier News, Q1 24-Q2 25



## TAKEAWAY

The political and regulatory environments have created a challenging moment for clean tech startups in 2025. Still, the public conversation hasn’t died. Organizations that continue to play in this space should consider the channels they use to communicate their stories—where will they best resonate at this moment in time?

Volume of Mentions of “Clean Tech” or “Cleantech” on X and Reddit, Q1 24-Q2 25

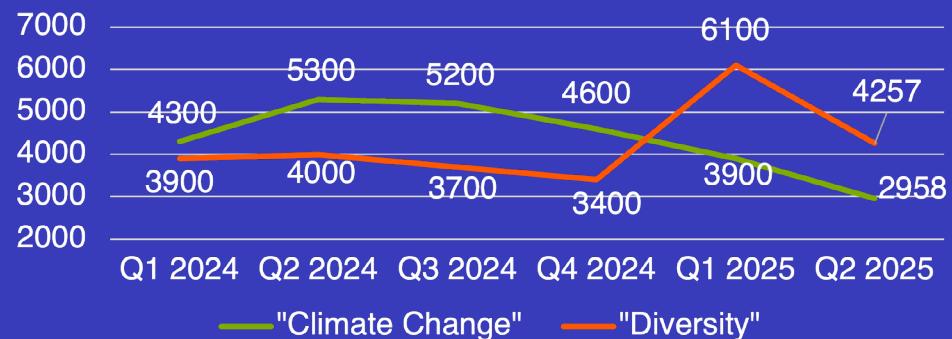


# “Climate change” and “diversity” still heavily used.

## 3

While mentions of both “climate change” and “diversity” in top-tier media have decreased in Q2 2025, they both remain heavily used terms. In fact, “diversity” is the most-used term and “climate change” is the second most-used term in top-tier news of all social impact-related language in our data set for Q2 2025, followed closely by “sustainability,” “human rights,” and “DEI.”

### Volume of Mentions of “Climate Change” & “Diversity” in Top-Tier News, Q1 24-Q2 25



## TAKEAWAY

While much attention has been paid to the retreat of environmental- and diversity-focused corporate language, they remain hot topics in top-tier news. Organizations should not do nothing—they must consider how their actions (or inactions) will be interpreted and reported. With “diversity” and “climate change” still in the news, organizations should consider proactively clarifying their stories.

### Top 10 Social Impact Terms Used in Top-Tier News in Q2 2025, By Volume

1. Diversity – 4,257
2. Climate Change – 2,958
3. Sustainability – 2,791
4. Human Rights – 2,434
5. DEI – 2,162
5. Social Justice – 500
6. Environmental Impact – 485
7. ESG – 305
8. Social Impact – 274
9. Forced Labor – 227

# “Sustainability” tops impact trades.

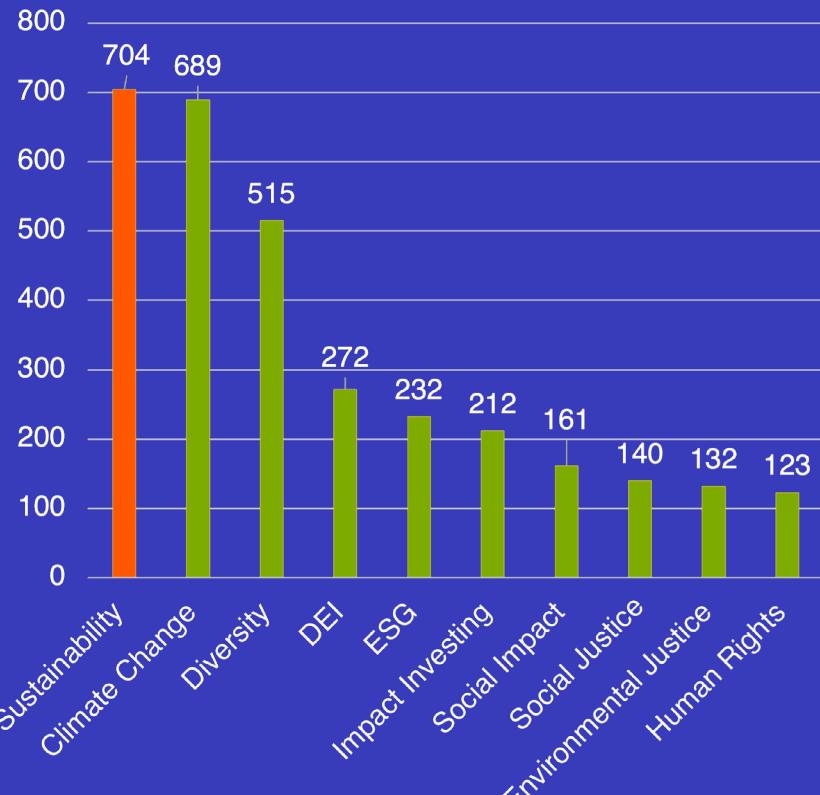
4

Of all social impact-focused terms that we’re tracking, those related to environmental good appear most frequently in impact-focused trade publications. The top two terms by volume in Q2 2025 are “sustainability” (#1) and “climate change” (#2). In fact, we see a 25% drop from the #2 term to the #3 term, “diversity.” Other environmental-focused terms that appear in the top 10 most-used terms in impact trades are ESG (#5) and environmental justice (#9).

## TAKEAWAY

Impact trade media are having an environmental moment. While diversity issues dominated the public social impact conversation in Q1 2025, impact trades may be shifting focus. Organizations that focus on environmental issues may find willing story platforms in impact trade media.

Top 10 Social Impact Terms Used in Impact Trade Media in Q2 25, By Volume



# “Health equity” declines in healthcare trades.

5

While the term “health equity” is understandably used more often in healthcare trade publications (115 in Q2 2025) than in top tier media (108 in Q2 2025), the gap is closing. In fact, the volume of mentions of “health equity” in healthcare trade media is down 50% compared to the same time last year.

## TAKEAWAY

The “health equity” rebrand, with words such as “access” and “optimization” replacing “equity,” hasn’t slowed a bit. Organizations should consider “health equity” storytelling that focuses on individual efforts, rather than “heath equity” as a sum of its parts.

Volume of Mentions of “Health Equity” in Healthcare Trade Media and Top-Tier News, Q1 24-Q2 25



# Professional services lead trades on “diversity.”

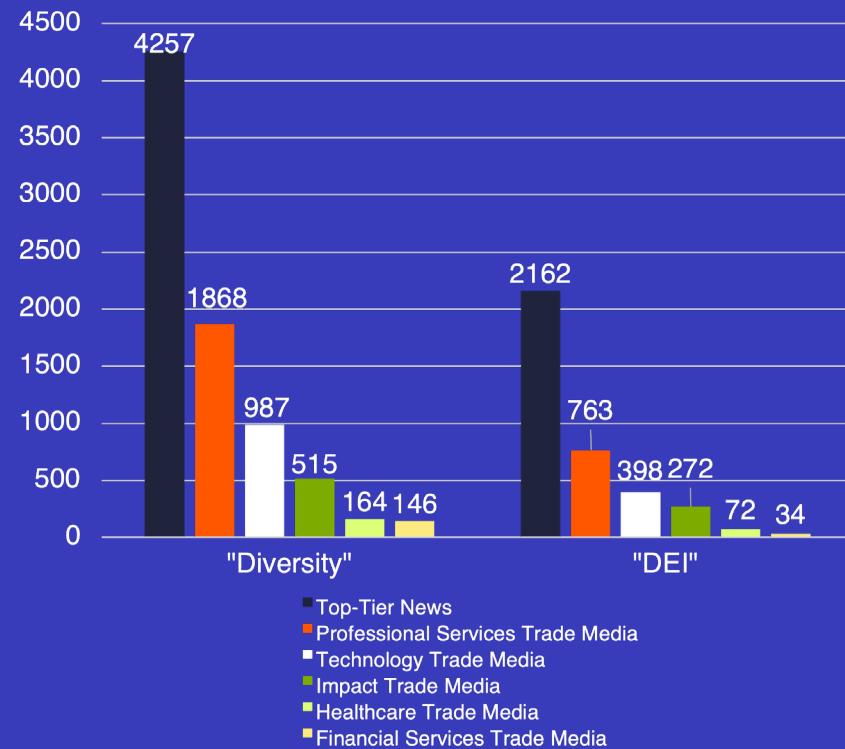
## 6

Professional services trade media comes second only to top-tier news in volume of mentions of “diversity” and “DEI.” In fact, in Q2 2025, the volume of mentions of “diversity” and “DEI” in professional services trade media are almost double that of the next highest trade publications: technology trades.

### TAKEAWAY

With professional services organizations often being in the business of people, it makes sense that “diversity” and “DEI” remain more relevant to those trade publications over others. Organizations in the professional services space should consider whether it makes sense to lean into this unique aspect of their work.

Volume of Mentions of “Diversity” and “DEI” Across Top-Tier News and Trade Media, Q2 25



# Equity language drops in technology trades.

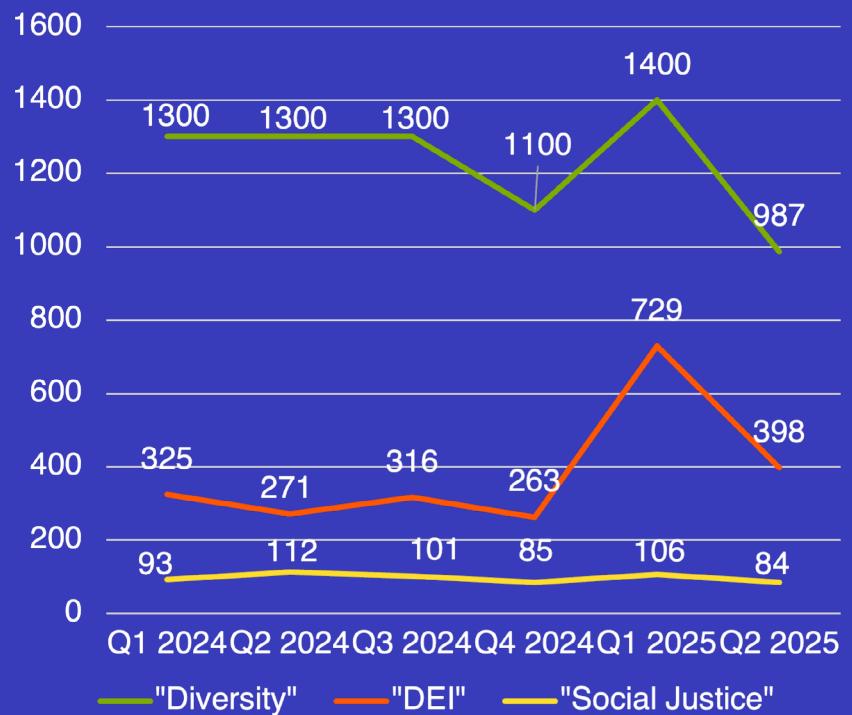
7

After a spike in Q1 2025, equity-focused terms are once again declining in volume in technology trade media. From Q1 2025 to Q2 2025, we saw a 30% decrease in mentions of "diversity," a 45% decrease in mentions of "DEI," and a 21% decrease in mentions of "social justice" in technology trade media.

## TAKEAWAY

Technology organizations have long been considered innovators and challengers to the status quo. This may be why we saw equity-focused terms in technology trade media peak at a time when the national conversation centered on retreating from this work. Organizations should consider what's ripe for social impact disruption—this could signal where storytelling at the intersection of technology and social impact may go.

**Volume of Mentions of Equity Terms in Tech Trade Media, Q1 24-Q2 25**



# “DEI” dramatically drops in financial trades.

8

Similar to technology trade media, mentions of “diversity” and “DEI” spiked in Q1 2025, followed by a dramatic drop in Q2 2025. From Q1 2025 to Q2 2025, we saw a 35% decrease in mentions of “diversity” and a 70% decrease in mentions of “DEI” in financial services trade media. Still, “diversity” outpaces “DEI” by four times.

## TAKEAWAY

While diversity-focused terms have taken a dip in financial services trade media, organizations should not rush to back away from this storytelling opportunity. Instead, consider how “diversity,” rather than “DEI,” can anchor impact storytelling in financial services.

Volume of Mentions of “DEI” and “Diversity” in Financial Trade Media, Q1 24-Q2 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.

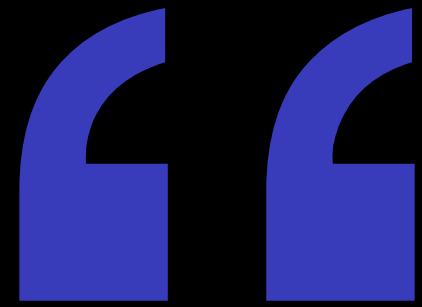
TOP TIER NEWS OUTLETS	TOTAL RESULTS	% CHANGE MoM (RESULTS)	TOTAL ENGAGEMENTS	% CHANGE MoM (TOTAL ENGAGEMENTS)	POTENTIAL REACH	% CHANGE MoM (POTENTIAL REACH)	SENTIMENT (%)	OVERALL SCORE	MOST PROMINENT
ESG	100	-24.8%	4.4K	-71.2%	6.7B	-4.3%	P: 22% N: 7% Neu: 71%	<span style="background-color: orange;">B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

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

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We're going to focus on 'inclusion' rather than DEI terminology.

**Andy Jassy**

CEO and President of Amazon

# 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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