

PM Trudeau Inspires Passion on Gender Issues in America

The feminist prime minister of Canada has done the near impossible during his visit to the US where we thought gender issues were put in the back burner.

The Ottawa-based TrendifyLive team actively monitored public reaction to the recent US visit by Canadian Prime Minister Justin Trudeau and his meeting with US President Donald Trump. Using twitter activities, TrendifyLive monitored the nature and extent of the public engagement about the visit:

- In recognition of Trudeau's visit to the US, 20,000 tweets per hour were generated until 4pm on Monday, February 13 when he completed his visit.
 - We estimate the total tweets about this visit to reach 300,000.

	Kathleen Smith  @KikkiPlanet	Canada, you should be proud of @JustinTrudeau today. He handled #Trump presser with dignity, respect, & a spine. #POTUS #cdnpoli
	Tea Pain @TeaPainUSA · 20h	Dang! Why can't we get a handsome, intelligent and competent leader like @JustinTrudeau? 303 replies 688 retweets 2.4K likes
	Eileen @EMB428 · Feb 13	@KikkiPlanet @JustinTrudeau I am exceptionally proud and once again, grateful. #cdnpoli
	Ellie Lynn @EllieLynnbooks · Feb 13	@KikkiPlanet @JustinTrudeau yes, he certainly did. Impressed the hell out of me.
	Jim Phelps @goeasynowj · Feb 13	@KikkiPlanet @JustinTrudeau The Donald handled Trudeau! The Donald called and controlled the meeting, and will lead renegotiation of NAFTA,
	Angie Nikoleychuk @CanuckDamsel · Feb 13	@KikkiPlanet @JustinTrudeau greatly dislike the way some things have been handled, but no denying his political abilities. Was artfully done
	Rochelle Knibb @MizRochelleK · Feb 13	@KikkiPlanet @JustinTrudeau And lectured politely without 45 cluing in! Brilliant!
	Derek Coke-Kerr @Rugbyplayer · Feb 13	@KikkiPlanet @JustinTrudeau Agree. Very impressed. We are represented by a diplomatic and balanced leader.
	Darren Garbutt @Darren_Garbutt · Feb 13	@KikkiPlanet @JustinTrudeau I honestly thought Trudeau was going to crack up when Trump was spewing irrelevant rubbish as answers

Great time for Women in entrepreneurship

The twitter community was quick to react to the move taken by the two leaders to address the under-representation of women in entrepreneurship and business. This indeed is an issue whose time is well overdue and the positive response on twitter was evidence that the public did welcome the initiative to set up the Canada-US Council for Advancement of Women Entrepreneurs and Business Leaders. Indeed this is an issue that demands government intervention, given the persistent gender gap in ownership, capital access and under-representation of women on corporate boards, as shown below.

- Only 14.5% of directors of Financial Post 500 (FP500) companies are women, according to the Canadian Board Diversity Council Annual Report (2012),
- Nearly 40% of FP500 companies and close to half of publicly traded companies have no women on their boards (Catalyst Census 2011).

TrendifyLive analysis shows that, besides the two leaders, Ivanka Trump, daughter of the US President, had a role in this initiative which women in both countries have welcome as seen with several tweets.

- “Empowering women in business spurs innovation and creates jobs – great discussion today with female executives on helping more women advance” Justine Trudeau
- “Wonderful meeting with Canadian Prime Minister and a group of leading CEO’s and business women from Canada and the United States.” Donald Trump
- “A great discussion with two world leaders about the importance of women having a seat at the table.” Ivanka Trump.





Donald J. Trump @realDonaldTrump · 8h

Wonderful meeting with Canadian PM @JustinTrudeau and a group of leading CEO's & business women from Canada 🇨🇦 and the United States 🇺🇸



More Passionate discussions



Mikel Jollett @Mikel_Jollett · 7h
@realDonaldTrump @JustinTrudeau

When you discussed women's issues, did you discuss the Women's March when 4.5m people marched against you?



121 replies 235 retweets 1.2K likes



Christopher Adams
@humblechristoph

Follow

@Mikel_Jollett @realDonaldTrump @JustinTrudeau 4.5 million? That number keeps climbing everytime a liberal tweets it. Tomorrow you'll say 8m



Significant tweets supporting Women initiatives

 <p>Justin Trudeau ✓ @JustinTrudeau</p>	<p>Empowering women in business spurs innovation & creates jobs – great discussion today with female executives on helping more women advance.</p>
 <p>Donald J. Trump ✓ @realDonaldTrump</p>	<p>Wonderful meeting with Canadian PM @JustinTrudeau and a group of leading CEO's & business women from Canada 🇨🇦 and the United States 🇺🇸</p>
 <p>Bardish Chagger ✓ @BardishKW</p>	<p>Canada-US Council for Advancement of #WomenEntrepreneurs & Business Leaders will push econ growth #WomenInBusiness</p>
 <p>Ivanka Trump ✓ @IvankaTrump</p>	<p>A great discussion with two world leaders about the importance of women having a seat at the table! 🇺🇸🇨🇦</p>
 <p>US Embassy Brussels ✓ @usembbrussels</p>	<p>Canada's Trudeau, Ivanka Trump encourage business women share.america.gov/canadas-trudea ... via @ShareAmerica #womenentrepreneurs</p>
 <p>Kate Purchase ✓ @katepurchase</p>	<p>Great discussion this morning at the White House on increasing women in the executive ranks. Thank you @POTUS, @JustinTrudeau & @IvankaTrump</p>
 <p>NRStor Inc. @NRStorTweets</p>	<p>Trump, Trudeau's Meeting On Women In Workforce Influenced By Ivanka Topics at the event will likely include issues like providing maternity leave and childcare. huffingtonpost.ca</p>
 <p>CBC British Columbia ✓ @cbcnewsbc</p>	<p>OPINION Trump and Trudeau change the channel from existential threats to women in the workplace: Neil Macdonald buff.ly/2IJUsda</p>

To conclude, twitter has proven an effective, quick and direct tool for public dialogue on the visit. The public was quick to take to tweets not only on the visit or the council for women entrepreneurs, but also on several others issues, exchanging opposing or supporting views. The tweets were diverse in subject, beyond the Prime Minister's visit. Here, at TrendifyLive, we were impressed by the use of tweets in real time among Canadian and American citizens to discuss an important visit.

TrendifyLive Inc is a high tech company in Ottawa, Canada. We have been identified by Invest Ottawa, City of Ottawa Innovation Team, Start Up Canada, Carleton University and local businesses as a promising start-up with a new and exciting product. Our Team develops and markets TrendifyLive twitter monitoring and measurement tool that allows clients to quickly see ranked and relevant insights/ opinions about their reputation on line and in real-time. We work at present time with municipalities, brand managers, public relation agencies, marketers and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!

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