

Post #1 Post Coding / Comments

common pandemic experience
 dead inside
 women represented are thin, white, cis

Aubrey Palza in Parks and Rec - character known for dead pan, sarcastic humour, white thin successful woman; joking about how life is different (not life) since the start of the pandemic; October is 7 months into the pandemic, death tolls have exceeded 200,000 at this point, spooky season refers not only to halloween coming up but also to the fact that people have been living in fear for the better part of the last year. Part of a collection of Covid-19 posts that point to the class of people to whom Betches is speaking, namely those in jobs that could make the transition to working from home, signalling a middle-ish class, office jobs.



All of 2020 is spooky season 70.8k likes, 204 comments

1-Oct Comments

I'm spooked already, ok??
 @nicolebock_ @valaqui @krispix88 @laurreliott
 @sandra ubi ðŹŹ also bc of pa school
 Such a mood
 Dead inside since March literally. @kissshayleyjane
 @__jessica.0
 @emmyruby @victoriaginn @jaderoxx Difficult, but not impossible. ðŹŹðŹŹðŹŹðŹŹðŹŹ
 @sbgoyette88 @missriss12
 @carawolfie

likes_count Comment Coding / Feedback

14 common pandemic experience
 8 tagging friends
 5
 3
 3
 3
 3
 3

comments are all relating to the content positively; tagging friends signals that users agree or relate to the content of this post.

Post #2 work/life balance

work/life balance
 women in the workforce
 women represented are thin, white, cis
 Ads
 empowerment - Emily in Paris about a woman "finding herself"
 relief from work

When my boss says my vacation days don't roll over



782k likes, 10k retweets, 1.2k comments
 Take an extra-long lunch (wine optional) and watch @emilyparis tomorrow 10/2 on @netflix #ad

C'est la vie

Can't wait to watch thisssss
 Pinot Grigio shots for everyone
 You guys are getting vacation days?
 What show is this?
 tgn RATE My HOT V1deos

40 Two out of 5 comments are made by accounts associated with Betches, one is a content creator the other is a podcast account. One comment is a spambot account. Aside from the bot the comments align with the spirit of the post, work sucks and we should blow it off/new netflix show you should check out. One comment asks "you guys are getting vacation days" which speaks to the work climate of the time. In the context of covid, most employees didn't get real vacation days because of the shift to working from home employees were easily accessible. Additionally, this speaks to the lack of benefits at a lot of jobs these days. Many people are working hourly wages and therefore do not get "vacation days", many salaried workers just can't even take their vacation days, etc.

38
 22
 17
 5
 5

working girl humour, jokes revolving around day drinking, ad for new Netflix show Emily in Paris starring Lily Collins (white, thin, cis, daughter of Phil Collins)

Post #3 women in the workforce

individualization
 women represented are thin, white, cis
 women standing up for themselves
 celebrating success of other women
 strike work
 common pandemic experience



Men telling women to smile is literally the most annoying thing like mind ur own business???
 Men ask me to pull my mask down so they can see my face at work... I think that's worse lmao
 I still had someone tell me to smile even with my mask on
 Wild

202
 136
 80
 62
 51

3 photos for clarity, supporting the work of their own editorial director, visibly white women, discussing how men expect women to always be smiling and how intrusive men can be to women just existing, speaks to the heteronormative woman's experience that is part of the identity of betches, the ED is this white woman who is speaking to a perceived universal experience of women and women in the pandemic; posted as an actual billboard in a visible and highly populated area of Hollywood



Who says Twitter is just shouting into the void? Our editorial director of @betches_sup, @rubadub89 is casually gracing a massive billboard on Sunset Blvd in West Hollywood with her v wise words. If you're in the area, take a pic and tag us. 144k; 792 comments

comments agree with this and point out that men are still asking them to smile and are still being intrusive; point to a communal experience of womanhood, being told to smile by men. Point out that men still have the audacity to ask women to smile or remove their masks and smile.


 **Amanda Duberman** 
@AmandaDuberman

An added benefit of wearing a mask is that men on the street no longer tell me to smile



Post #4

relief from work
common pandemic experience
complaining about work

 **Betches** 
@betchesluvthis

2-Oct

Comments
"BYE!"
loves it
@sergio_mo16 @lugocarlosm @francisco_sanmiguel
@yefersonandrey0921 @melissadiaz.10 @camila6126 en
la clase de ahora
@jkllee424 @monika_payerhin @42wallabyway_sydney
@madison_IV @linny.ghee @alexiscoo @xesther.13

likes_count

85	tagging friends
66	
5	
5	

women in the workforce
 women represented are thin, white, cis
 women as quiet and polite

Repeating images of women who are thin, white, cis, suggests that these women represent Betches. These are also celebrities and heteronormative ideals of woman. Nicole Ritchie is somewhat of an exception as she is of mixed race, however there is an element of colourism at work as she is a very light skinned woman, reflective of the desirable sun-kissed tan skin of LA celebrities like her partner Paris. Therefore Nicole fits within the desired heteronormative image of a woman. The tweet is discussing a communal experience during the pandemic and enduring lengthy zoom calls. Having this experience means the target audience of this tweet are either employed in an office-type professional job or are students.

me unmuting myself at the end of the zoom meeting to say thank you after not paying attention for the last hour



@actuallyitsalex_ @divyaagarwal23 @heidalexander_ @summershore @andrea_10_ramirez lmaooo @agiannese2 @katmogren @juliabongiorno @sweetee720 .Aúthanks byeeeeeee.Aú @cait_hanly @beevivory @karenmoore17 @grozbee @debin2002 @lisa_berney_ @ashelliecon ☹️\$

all comments are users tagging each other which brings attention to the post and shows that these users have found something about this post relatable and are sharing with friends, this is also an indication of the community building happening on Betches, instagram and social media at large.

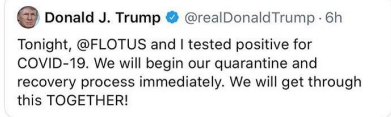
Post #1 anti-trump
 heterosexual

Joking about Trump suggests Betches shows no allegiance towards him. Joke about them spending very little time together, suggesting they may not like each other, trouble in paradise, any number of marital issues. There was commentary throughout the presidency about Melania's place in the relationship, her not wanting to live at the white house and the expensive of security in new york, images scrutinized for them not holding hands or looking in love enough.

That's hot @whenshappyr
 1.7M; 4,987 comments



The most surprising thing about this is that these two spent enough time in close proximity to get infected together.



Comments
 I thought this was supposed to be a funny meme account. Save your politics for twitter. 557
 Absolutely tasteless 448
 On the bright side, this is the first time Melania has been positive about anything in years. 431
 Literally my first thought. 262
 Why are we making a joke out of anyone being sick with a virus? 254

likes_count
 critiqued for being political

Betches is called out by commentators for being "political" frequently in posts and in this period those posts are also non-Trump supporting. The most liked suggests this platform isn't the space for politics but what about this post is political other than the fact that it is a joke about the president at the time? Other negative comments speak to a moral stance on the joke. Comments are mix bag of agreeing and being downright offended that this account would post this. The most liked comment suggests that political opinions should stay on Twitter which is an interesting commentary on platform specific policing, especially considering this is a screenshot of a tweet. The other two comments are mad that we are poking fun at someone being sick.

Post #2 common pandemic experience
 Throwaway content

Indication of Betches' desired audience - college students. This is the kind of quick, digestible, "relatable", content which is integral to community building on the internet. This is a very specific experience of the pandemic, watching recorded lectures, a luxury only afforded to those students with access to reliable technology when campus and public services are shut down.

At least distancing won't be hard
 by @betches_sup
 107k likes; 1,614 comments



college students be like "what show should i watch i'm bored" baby ur recorded lectures they waiting for 🤔

Comments
 @dominiquebonneville I feel attacked 14
 @mari.elyse this hits to close to home 11
 @robynfeehan @keriannenoel @becleaman @jaime Doyle 5
 @no_spicy 4
 @samantha.dawn @minshalleh 4
 @sophianikola @supercute36 4

likes_count
 tagging friends

all comments are users tagging each other which brings attention to the post and shows that these users have found something about this post relatable and are sharing with friends, this is also an indication of the community building happening on Betches, instagram and social media at large.

recorded lectures they waiting for u 🤔
 🤔🤔🤔🤔

credit/permission: @ssawsannn via @offcampus
 57.1k likes; 850 comments

Post #7

generally relatable content

Throwaway content

Same kind of content as above, quick, digestible, "relatable". In this post the audience is relating to the fact that the past week has seen a lot of new happen. We are in another wave at this point, Trump has covid. The image used is an iconic scene from Mean Girls, a film girls of this generation (Millennial/Gen X) grew up with and many identify with. the first 3 days of october in the US saw Trump get Covid and Trump bolstering the proud boys "stand back, stand by"; commentary on how its only been 3 days but its already been a very busy month;



Me: wow what a crazy month
 The calendar:



Raise your hand if you've been personally victimized by this month
 82.2K likes; 394 comments

Post #8

sex-positive

3-Oct

Comments

Trump got covid this month. I love this month.
 This has been the best month of the year, what are you talking about? Just read the news

It's my birthday today
 @kirsten.miller @chris_rizkallah @tony_scarvaglieri
 @erinyooj @yoon_denj @emmchan_

likes_count

47 anti-trump

30

27

14

6 tagging friends

this comment section, in contrast to the last, has more commentary than tagging friends. Most liked comments are positive about the post and agree its been crazy but positive. The most liked comment is celebrating Trump's diagnosis. This is in contrast to the post which was explicitly about Trump getting covid. This comment is the most liked which suggests people agreed or found humour in the comment but this didn't attract the noticeable negative backlash like the post about Trump did.

Comments

And that's period
 86% efficacy, might as well do withdrawal method

likes_count

49

25

Ads
reproductive rights
Throwaway content

common pandemic experience

Ad for birth control, reproductive rights; Serves as a reminder that Betches is first and foremost a business. They are using the same format as other posts, screenshots of tweets, so this work is presented as the same quick, digestible, "Relatable" posts as others but serves the purpose of an advertisement.



I don't need the hormones in my birth control to make me cry, I've got 2020 for that

This method of contraception has a 13.7% pregnancy rate when used perfectly for 7 cycles -> 25.4% pregnancy rate when using only Phexxi for a year. Versus the use of oral combination contraceptive pill for a year : a 0.1% pregnancy rate with perfect use, and a 5% pregnancy rate accounted for typical use. Please inform yourselves before starting a contraception ladies :)))))
who's cutting onions in here
I have enough cry baby hormones without the birth control

24
22
6

comments point to inefficacy of product and are relating to the heightened emotions of 2020. There is an element of keeping Betches accountable in the comment section. The comments which support the content of the tweet point again to the community building of pages like Betches. These digestible bites are highly relatable among their target demographic which is broadly women but as we look through the posts the audience narrows and we see Betches is speaking to a very white, heteronormative woman, not all women.

potassium bitartrate) Vaginal Gel 1.8%, 1%, 0.4% is a new FDA-approved, hormone-free birth control option. Talk to your doctor today. #ad
Women with a history of UTIs should avoid Phexxi. Learn more, including all risks at phexxi.com
35.6k likes; 213 comments

Post #9
Throwaway content

quickly digestible, timely, relatable content sites like Instagram is famous for



things finna get weird. mars is in venice beach & mercury is doing the renegade

Comments
@alohaanja when Mercury does the renegade we are in trouble
Yo I'm a cute kitty check meowt
@moni_hernandez_xoxo @maritza_gomez89. Mercury renegade is coming!
@katiemicholec NOOO. WHY. Just when things started to go well
@penny_anette77 @toseetheunseeable @kelsey_gentile

likes_count

19 tagging friends
9
3
3
3

Comments again show users tagging other users and commiserating together over the stars

credit: @lilnax
Post removed before likes were gathered.

Post #10

empowerment
"I don't need a man"
individualization

experiences of late-stage capitalism



4-Oct

Comments
Before: look at all these people I won't match with
Now: look at all these houses I can't afford
@al_and_csl skipped the dating app stage entirely
If anyone needs an agent in LA DM me. I'm awful
@nukomi1588 @jamiacap20 Omg I totally fall asleep searching houses on Zillow
@robert_mancini1 this is you

47 experiences of late-stage capitalism
31 tagging friends
18 "I don't need a man"
8
4

Home ownership more important than a relationship - postfem, possibly a little neoliberal, not heteronormative, tweeted by one of the Betches founders. Here we see Betches starting to push the heteronormative woman narrative by suggesting that home ownership is more of a priority for women then dating is at this age. The caption suggests the age is 30.

You know you've reached a certain age when Zillow-ing before bed has replaced dating app swiping before bed.

comments seem to agree with this notion that looking for a suitable home is more satisfying and important than looking for a suitable partner. women are interested in making their own stability, don't need a partner to be fulfilled, perhaps they already have one and are looking to start a home; The top comment suggests that on both dating apps and zillow, users are looking at unattainable items. Unaffordable housing has become an issue that is far beyond just those who are houseless. People making 6 figures still can't afford a home, or at least one that isn't in need of desperate repairs, in this market.

And that age is 30. by @joranaaranam consist of @uupoo 103k, 2,151 comments

Post #11

- care work
- heterosexual
- work/life balance
- strike work

comic suggests women take on the brunt of the labour in a marriage/relationship - second wave fem, care work, reproductive labour, women being against this traditional notion of marriage and women's role in it. This comic pushes past the neoliberal ideas of work/life balance and suggests that marriage may not necessarily aid in that balancing act. This comic emphasizes independence as part of the identity of Betches.



"Would you do me the honor of taking on even more responsibilities while my life remains largely unchanged?"

credit/permission: @suerynns for @newyorkcartoons via @betchesbrides 230k likes; 3,397 comments

Comments

Fuck that noise!!! Find the man that will raise your vibration and bring something to the table!!! Require more!
In exchange for this shiny, overpriced and very common rock, of course
Fiancée: "when we get married, should I cancel the cleaning service?" Me (a doctoral candidate): "whaaat?"
how romantic
And we be like YAS PLEASE OH GOD YES PLZ DEPEND ON ME FOR EVERYTHING I THAT

likes_count

740 "I don't need a man"
631 heterosexual
447 "Second shift"
429
314

HIGH likes on comments on this post, most comments point to the ludicrousness of engagement rings and the institution of marriage

Post #12

- common pandemic experience
- Throwaway content

quickly digestid, timely, relatable content sites like instagram is famous for



every day of 2020 has felt like the day in middle school gym class when you had to run the mile

Make it stop 89.2k likes; 1,578 comments

5-Oct

Comments

This speaks to me
@alyson.leigh I feel this on a deep level
Running a mile is nothing tho
@a_tempesta dreaded the day all year
@melitron @kristen_sciliano @simmy151
@siobhan_treacy

likes_count

18 tagging friends
13
11
7
5

Comments again show users tagging other users and commiserating together

Post #13

Comments

630? Bruh try 430.

likes_count

72

Throwaway content
generally relatable content

quickly digestid, timely, relatable content sites like
instagram is famous for



Dylan Palladino
@dylanjpalladino

It's fall! Time to get sad for no reason
at 6:30 pm when the sun sets now.

At least we can wear sweaters though, right?
credit/permission: @dylanjpalladino
132k likes; 1,417 comments

Post #14

generally relatable content
Throwaway content

quickly digestid, timely, relatable content sites like
instagram is famous for



Betches
@betchesluvthis

30 years on this Earth and I still can't
figure out how to dress for 65 degree
weather

Is it scarf time yet? Do I need a coat?? SOMEONE PLEASE HELP
89.2k lies, 1012 comments

Post #15

Ads
women in the workforce

TikTok video, cross platform posting. This is
again an ad, this time for a netflix program, same
as post #2, a non-straight sized woman depicted for
the first time and it's a man in drag "fat carrie
bradshaw"



Yay 28
Can't wait for all the "bro I'm always sad" comments! 14
@heyrrach "just pop a bunch of vitamin D" totally going to 7
do that this year
LOL except we live in Aussie betches @too_izzie 3
@mgabrielaeas @malaikaajovi

Comments again show users tagging other users and commiserating
together

Comments likes_count
Well it depends, is it a humid 65? Or a brisk 65? And you know 150
65 in March means something completely different than 65 in
October - don't get me started on 65 in December!
me being aussie and thinking you mean degrees celcius 64
72 degree weather outfit, but with a jacket 32
Throw a warm cashmere sweater over your shoulders, in case 26
you need.
I,Ãove settled on a thin long sleeve shirt and jeans and 15
bringing another layer to put on and take off

Comments show users commiserating together

6-Oct

Comments likes_count
I literally know all of these people 21
Ouaisssss 12
I was definitely the one who thought they lived there 10
forever
Fat Carrie would stay in Paris 7
I hate myself I actually want to study in France I don't want 6
to be like these girls

Comments show commraderie and relatability.



@emilyparis now streaming on @netflix #ad
387k likes; 331 comments

Post #16

injury to men
strike work
women represented are thin, white, cis
"I don't need a man"
care work

Women running the household, women being the ones wanting marriage and having to "wear down" men but the joke is that men actually rely on women. This is a woman comedian's tweet. The content is reflective of this attitude we see in post #11, women don't need men, pushing away from heteronormative lifestyles.



Erica Spera
@Spericaa

If my husband ever posts an anniversary photo saying "7 years ago this girl finally wore me down" I will divorce his ass out of spite. Oh did I Greg? Did I really make you marry me? You still don't know where we keep the scissors. Good luck.

GOOD LUCK GREG.
credit/permission: @spericaa via @betchesbrides
212k likes; 3879 comments

Comments	likes_count
I'll be honest. It always confused me how men would act like marriage was a prison when literally everything was invented to benefit them anyway and nobody forced them to get married. Oh, and I'm over here all childfree and shit and know damn well men aren't interested if they can't make you a mommy.	1138
When she said scissors, did anyone else for a second think she was talking about..	257
RIP gregg, but his name is really chad.	159
Godspeed Greg	113
@wangchung_tonight we fight ALL THE TIME and you drive me CRAZY but there, Åds no one else I, Åöd rather suffocate in their sleep. Happy anniversary babe	87

Comments agree with the sentiment of the post and share their opinions. The first comment has a very high like count on it. This comment is suggesting that men are looking to marry mothers, not wives. This aligns with the push away from heteronormative housewife persona that has been identified as part of the Betches brand.

Post #17

power relations

Video discusses the history of the two-party system in America and how party affiliation became part of one's identity with the passing of the civil rights movement and pretty explicitly says white people moved to the republican party because they are racist. People are very critical about this post and its lack of facts? these reactions are generally pro-republican or pro-third party, calling followers brain washed, low comment numbers and low likes, doesn't get as much traction as other posts

2020 sucks and it's up to us to save it. In episode 5 of our Save2020 series, we talk about the problems with a two party system. The history of two-party systems, what caused party alliances to get so strong, and how our "winner takes all" system differs to that of other countries.

Go to betches.co/save2020 for a DIRECT link to your board of elections. We are less than a month away from the election. Make sure you're registered to vote and have your voting plans ready.
142k likes; 93 comments

7-Oct

Comments	likes_count
80% of republicans voted in favor of the civil rights act of 1964... don't get your news from meme accounts	31
Sooooo you're saying you want more than 2 parties but not to vote third party?? We need to vote third party this year to get enough votes for a third party to be better funded and able to debate in the next election. This might be the most important year to vote third party. Let's get some sane choices #letherspeak #jo2020	21
There are actually more than 2 parties. You are all just so brainwashed that's what you believe	18
The video explicitly says don't vote 3rd party this year so if everyone could just watch before commenting that would be great	12
I just want to reiterate how non-factual and awful this fucking terrible video is. You talk about the perils of two parties and then EXPLICITLY STATE TO NOT VOTE THIRD PARTY. Is this ad sponsored by Biden / Kamala????? Please disclose. Also your editing is shit, guess times aren't good for Betches	7

critiqued for being political
intelligence called into question

Post #18

Throwaway content
common pandemic experience
internet literacy

quickly digested, timely, relatable content sites like instagram is famous for; This is how women research men they're interested in/friends are dating; the joke is obvious, good and relatable mous for



monicaheisey
@monicaheisey

WHY are twentysomething women not in charge of contact tracing?? you could show my friends a photo of a random pub full of men and have their ages, occupations, probable marital status and star signs in under 30 mins! @ the government let's GO

FINALLY time to use those stalking skills for good.
credit/permission: @monicaheisey
184k likes; 9343 comments



Post #19

diet culture

Diet culture!!!!!!! Women always trying to shrink themselves; somewhat ironic since they also have @dietstartstomorrow which is an anti-diet, body positive podcast

Comments	likes_count
Yes! Gay men and straight 20 something girls could run this show	248
Well ok ladies	220
Truer words have never been spoken	174
Omg	76
Pepsi briefly became the 6th largest military in the world during early 1990's. Pepsi owned 17 submarines, a cruiser, a frigate, and a destroyer, all because of a deal with the Soviet Union in which they exchanged soda for military equipment	18

Comments agree with post.

Comments	likes_count
Okay but kale chips actually slap	13
See you friday at midnight babe. best line ever haha	9
if carbs could call ya babe it would be over for men	5
too good @i_ramos3 @arirondan	2
Lois @theletterthief @meiss888	1

Coding

Post #20

sex-positive
Non-Trump Support

Using sexual incompetence as an insult. This is the second time we see this kind of joke happened, post #5 has a similar sentiment. This joke is aimed at demasculinizing Pence, suggesting that is his unable to satisfy in the bedroom. It also aligns with the sentiment we see in posts #10,11,16 that is women don't need men, not quite anti-men but a push back against heteronormative relationships/needs/requirements.



Defs not. @betches_sup @letmefinish
243k likes; 5,679 comments

8-Oct Comments

Comments

She has no idea what the f she's saying. Pence is killing it ! FACTS! Trump 2020
Harris has not answered a single question and that's a fact Trump 2020 Pence is one of the most respectable people I've ever met!
Why are you commenting on politics? No one follows you to hear your political opinions. You're supposed to be the antidote to politics. Unfollow!
That's not a woman that's a clown #trump2020

likes_count

2789 supporting the opposite candidate than the one posted
2577 intelligence called into question
1820
1758 critiqued for being political
1740 misogyny

This post has a marked increase in user engagement when compared to the previous week of posts. The highest like count on a comment last week was 1138 and here we are seeing all five top comments surpass that count. again we're seeing anything supporting democrats having an increase in hostile, critical, trump supporting comments. The fourth comment repeats the critique from comments on post #5 that Betches isn't a space for "political" commentary.

Post #21

empowerment
women standing up for themselves

Monetizing on this moment; monetizing on women taking their space, refusing to be spoken over. The same tactic Trump used against Hilary, hilary never had a moment like this one, Kamala standing up to Pence in this way on this stage may be bigger than. Mug featured before Kamala which suggests two things: the target audience would know where this quote was coming from in the context of the timing of this post (VP debate) and they want to be perceived as a woman like Kamala, or as Kamala is perceived in this moment (standing up for herself, taking up space, career success, not letting men take up the space/interrupt).



She said what she said. 20% (ex tax/shipping) is donated to ACLU's Voting Rights Project. Shop at the link in bio or betches.co/speaking @shopbetches
127k likes; 1,882 comments

text

Speaking, but what are you saying?? #trump2020
Just because her mouth is flapping doesn't mean she's saying a damn thing.
#TRUMP2020
Pence is crushing it!!!! Harris is outright lying
Trump

likes_count

970 Trump Support
699 misogyny
662 Kamala is a Liar
637 supporting the opposite candidate than the one posted
588 intelligence called into question

Like post #20 there is a significantly higher like count on these comments. All of these comments are a mnegative response to the post and Kamala. Four of the five comments outright support Trump/Pence while one is still negative towards Kamala. These comments repeat the rhetoric of fake news the far right is known for, calling Kamala a liar, suggesting she's not saying anything, all work to undermine her credibility and suggest that she is spreading misinformation when we know the reality is the other way around.

Post #22

Non-Trump Support



text

Yikes. Welp time to unfollow #trump2020

likes_count

1863 supporting the opposite candidate than the one posted

The fly went VIRAL after this debate; jumping on that bandwagon ; obviously they are anti- Trump/Pence, suggesting Pence spews bullshit which means they're absolutely anti-Trump Republican.

 @Betches_Sup

Flies do love bullshit #VPDebate 🇺🇸



To be a fly on the wall his head...
by @betches_sup
1.7m likes; 4,075 comments

Even the fly chose Pence!!! TRUMP 2020

Trump 2020

Trump 2020!!!

As a media company, it would be nice if your team didn't alienate half the country. Such a shame. bye bye

1707 critiqued for being political

1487 Trump Support

1318

1300

like post #5 and #20, comments here include users complaining that this isnt the content they followed Betches for. One claiming that this post alienated half the country, another obviously a trump supporter. Posts that support Democratic candidates or support left-leaning perspectives attract this negativity, not the everyday humor on the page.

Post #23

culture not a costume
social justice

 Betches
@betchesluvthis

Approved 2020 Halloween costumes include:

- Tiger King
- Jessica from Love is Blind
- the fly on Mike Pence's head
- That's it

 Amanda Duberman
@AmandaDuberman

I would never have expected RBG to be reincarnated as a fly

text

I'm just saying mike won that debate hands down

Loi Kamala got crushed. The only true thing she said all night was "I'm speaking"

✓ Funny how all of the MAGA fans said they were unfollowing last night yet I'm sure they'll be here to complain more about a "meme account getting political" Liberals are snowflakes yet memes make y'all cry

its clear that Pence crushedD Harris in the debate since the only thing the Dems can only focus on a fly LMAO

How about a costume of Kamala Harris that actually tells the truth? ?That would be so crazy and scary

likes_count

435 backlash to a women's success

420 critiqued for being political

240 standing up against Trump supporters

226 Kamala is a Liar

170

Like previous posts from this day, the top comments are predominately pro-Trump/Pence, they are suggesting that Kamala under performed or lied. One comment stands out as it points out the trends we saw in the previous posts, commenting on the unfollowing for "being political" yet still appearing in this comment section to slander Kamala and call into question Betches' purpose.



Meena Harris ✓
@meenaharris

Kamala handily won that debate. The fly gets second place.



Gabrielle Union ✓
@itsgabrielleu

That fly is an American hero.

Good morning to the fly on Mike Pence's head during the debate and the fly only.
credit/permission: @rubadubdub89 (cohost of @betches_sup), @meena , @gabunion
124k likes; 1,504 comments



text

But she looked great
Pence: "If you win this election will you pack the Supreme Court?"
Kamala: "It was a beautiful spring morning, the year of our Lord 1861...."
When did candidates looks start to matter? Definitely not what I am basing my vote on. How pathetic of this account.
Um okay but why is everyone suddenly forgetting when HILLARY had a fly on her fucking face????? Helloooooo.....McFLYYYYY
They both looked great. Unfortunately, Kamala was disappointing and unimpressive in her dialogue. #trump2020

likes_count

572	intelligence called into question
560	Trump Support
	general critique of the site
	focus on women's apperance rather than substance
391	supporting the opposite candidate than the one posted
226	
218	

Top comment is the first postive Kamala comment to make it to the top 5 most liked comments on a post and its again just about the fact that she looked good not about her performance. There are more examples of Trump support flooding the comments

Post #24

focus on women's apperance rather than substance
superficial reaction to political event

Tik-Tok has become VERY popular and we are beginning to see the trend cross platforms and appear more and more on Instagram and Facebook. Betches has responded to this by adding tiktok and tiktok-inspired content to thier site, this is exemplary of that as are post #15 and 19. This video is a skit of this content creator watching the VP debate. This is content creator is a gay white-cis male and is co-host of the podcast for Betches's Sup which is a political commentary subset of Betches. The majority of his commentary is about what Kamala is wearing and how much he feels he needs to drink while watching the debate. this video is funny if not vapid, supporting betches' identinty as people who don't take life or themselves too seriously as well as thier identity as left-leaning politically.



that fly lives rent-free in our brains forever. by @bryanrussellsmith
co-host of @betches_sup
96k likes; 2,358 comments

Post #25

common pandemic experience
generally relatable content



Daan
@daanknijn
i miss leaving the club without telling anyone

Quick, digestible, relatable content. This is about missing being able to go out to the club then pulling an irish exit. The caption also speaks to eating alone after the bar. These are all experiences that are common for people of this generation who enjoyed drinking and going out. This is popular behaviour in college especially.

text

@christamelfi @emwoodsyy @paigeyywagey @ashleyjweiner
@caseyy_obrien — me at McDonald's while everyone's at Coda
@sasha_sivan @iglazeee @ichase91 @annieluber @biggiesmalley25
@craspler
@chilliemillie_ @alexa_sprachferbedienung @marolinafiorelina
@janellrushton23 @kassieadelaide @vtron89 @kyleinphilly
@beerdrinker_ed like leaving y'all at the bar on Chris's birthday lol & g'nite!
@annabr8nnan @kellymc.cann @chris.elizabeth @iamrolli me

likes_count

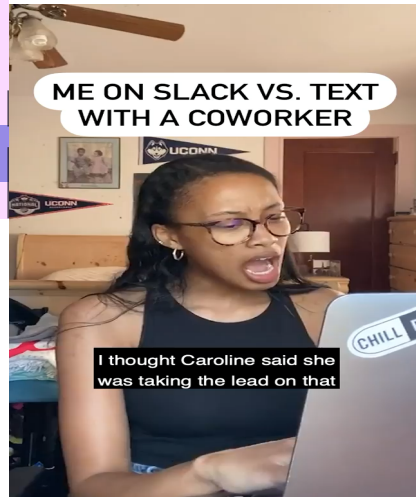
6 common pandemic experience
5 generally relatable content

All the comments are users tagging friends signalling the community building potential of Instagram and the community being built here on Betches' page

Eating chicken nuggets alone in bed just doesn't hit the same without your phone blowing up with "where ru??" texts
credit/permission: @daanknijn
83.2k likes; 5,094 comments

Post #26

common pandemic experience
Perspective of POC, WOC or Indigenous person
complaining about work
women in the workforce
generally relatable content
strike work



Exchanging glances in a meeting has turned into exchanging texts. by @dmicheleeee via @whenshappyr
29.5k likes ; 1,975 comments

9-Oct

text

The accuracy this is exactly how it is

@nikki_munoz2017 @pea_nut24 wait wait wait... should I be less vulgar on slack ??? LOL
@robslynn @schisthappens @mathewjcarson
@shigosusanna @smashbyrnes @amanziie Skype for biz vs. texting in dbm
@stephanieithomson @laura__375 @_jjohnstone @katesoir
@taniadsilva_
@haileybailey808 @ceejay253 @christeeney "Can you move my sign so it blocks my face and I'm out of view - SHE always staring at me ..."

likes_count

49 generally relatable content
19 tagging friends
5
5
4
4

All the comments are users tagging friends signalling the community building potential of Instagram and the community being built here on Betches' page

Post #27

common pandemic experience
disbelief in continued inconvenience

generally relatable content

quick, digestible, humorous content that users/followers find amusing. Complaining about darkness during what has already felt like a dark year.



text

Nobody wants an extra hour of 2020 either.
No no no, we're in daylight saving time now! This clock change is ENDING it. I vote to make DST last forever!!!!

We are on Daylight Savings time right now. What will bring darkness at 4:30pm is when we go back onto Standard Time when the clocks get setback one hour November 1st. Let's do away with Standard Time instead and keep Daylight Savings Time year round!
We are all too depressed for it to get dark at 430pm
I will be a total Karen about this

likes_count

169 common pandemic experience
123 generally relatable content
98 Comments are very engaged with this post and agreeing with it or pointing out that we are about to leave daylight savings not enter it.
71
25

Arizona has entered the chat
106k likes ; 933 comments

Post #28

common pandemic experience
generally relatable content

Quick, digestible, relatable content. This is about female grooming and reinforces the heteronormative idea of hairless women and the often shameful experience that is having that body hair removed. As evidenced by the comments agreeing with the tweet, many women who get thier eyebrows waxed experience the esthetician asking if they'd also like thier upper lip done despite not asking about therefore they feel a flaw has been pointed out on thier face.



10-Oct

text

Masks save lives and stop rude comments
I prefer using the term "upper lip".

All. The. Fucken. Time.
This girl deserves the \$6500 house I posted

likes_count

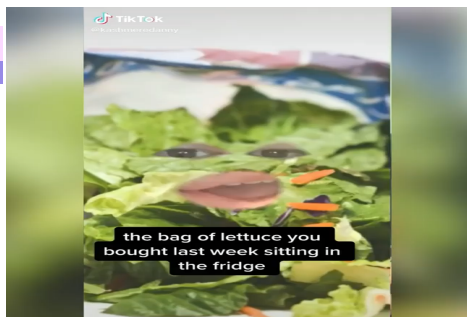
171 common pandemic experience
132 generally relatable content
84
80
41
Comments show that this experience is common among followers

It's the little things...
credit/permission: @karamorehart
126k likes; 3,306 comments

Post #29

generally relatable content
diet culture

Again, kind of toxic diet talk normalizing this idea that we buy things to make ourselves "healthier" and a "better person" while simultaneously normalizing this idea that these fad diets and "healthier" foods don't have this effect



text

IM SO SORRY KALE
@reeves_p @paigelaila this is legit me. So much baby spinach and arugula in the fridge knowing damn well I'm not eating it
@daisyjihae @erikanoooo damn this really hits my core
@megjbennett our spinach
@jessphillipslee @rileyphillipslee @camrhynphillipslee

likes_count

13 tagging friends
8
3
3
2
comments suggest this content is relatable because users are tagging friends and reciving feedback in the form of "likes". Together these elements show that this content is relatable to Betches' audience.



I was a different person then and I don't want to talk about it.
 by @kashmeredanny cohost of @natcpod
 291k likes ; 761 comments

Post #30

generally relatable content



Rack City Bitch Rack Rack City



quick, digestable, humours content

text

Are you today's date? Bc you're 10/10
 @jtobin18 @smhebes9 @nora.regina @bekah006 @amluisi17
 @agtowne @kneudeau23 @heblase2 @k_vibberts @jennifer.allard_
 #psunastys softball
 @allie_gunds @kgoller @juliaredman @cregan20 @jamielleebarr
 @katiehags21
 Yo I'm a cute cat you should check meowt
 @beckybutts_99 @jivance89 @lauraaa889 @melpomens happy sack
 city day ladies!!!

likes_count

27	tagging friends
7	
7	
7	
6	

comments suggest this content is relatable because users are tagging friends and reciving feedback in the form of "likes". Together these elements show that this content is relatable to Betches' audience.

Happy Rack City day, everybody throw some s
 credit: @tyga via @backthatjassup
 71.4k likes; 2,719 comments

Post #31

generally relatable content



me the next morning thinking about a
 not-even-weird thing i said when i
 was two wines in with close friends
 who have cherished me for years



quick, digestable, humours content

11-Oct

text

Lol this is so me
 @kellymccarthy_ that day after anxiety
 @aoifebenn I feel seen
 @aprohn @katiecu93 @summer_lauren28 me every time I drink
 literally anything at all the next day #hangxiety
 @hayley_byf I've literally never related to something more

likes_count

55	tagging friends
33	
20	
8	
8	

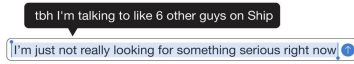
comments suggest this content is relatable because users are tagging friends and reciving feedback in the form of "likes". Together these elements show that this content is relatable to Betches' audience.

Don't mind me I'm just going to fixate on something mildly
 embarrassing that nobody remembers and have that ruin the rest of
 my week.
 credit/permission: @taylorgarron
 1.7 m likes; 3,343 comments

Post #32

Ads
heterosexual

quick, digestable, humours content. heterosexual dating.



@getshipped

Committed to going on as many @getshipped dates as possible
6,228 likes; 80 comments

text

Why is there advertising in the damn comments
 Everyone trying to level up, usually end up settling for less when their options dwindle... good luck with that
 Yo instagram needs to seriously do something about these god damn bots, I mean I am trying to grow my meme page too but by posting great content and not baiting people... smh
 @naughtyaperez "tbh I'm texting three other women good morning babe"
 @nicolasarah28

likes_count

5
3
2
1
1

comments suggest this content is relatable because users are tagging friends and reciving feedback in the form of "likes". Together these elements show that this content is relatable to Betches' audience.

Post #33

reframing history
Gender and race relations

This is two frames from the popular show The Good Place. In these images the character Jane is explaining that Columbus is in The Bad Place or Hell, because of all the "raping, slave trade and genocide". October 12 is Columbus Day but increasingly celebrated as Indigenous People's Day. Race dynamics within the image, white woman wagging her finger at a black man with a white man reacting, a metaphor for how many racialized issues have been popularized. Work done by marginalized groups becomes co-opted by white people as if it is their own idea/finding. The Save 2020 videos have a similar thread through them of educating a mainly white audience on facts and findings that have been readily available and discussed by people of colour for decades. This illuminates the kind of "bad feminism" betches embodies. Not quite socially radical enough to be "feminism for the 99%" but pushing the comfort zone of popular feminism none the less. Anti-oppression in an effort to appeal to thier audience in order to continue to be a succesful business so fundamentally not anti-capitalist.



12-Oct

Love this! INDIGENOUS PEOPLES DAY FOREVER
 "You're the best robot girlfriend ever."
 "I am one of three of those things. But thanks!"
 Waiting for the little white trumpies to get offended at this
 That's what the Democratic Party does as well.
 I have a liberal ideology, but this kind of thinking and trying to bring down Columbus' statues is lame and only misplaces the responsibility of the wrong things happening nowadays. Columbus is so dead and that was the way conquest worked back in the day. The problem is racism TODAY because humanity should know better by now! Making those dumb statements only makes white supremacists less responsible because it seems like they're just a natural consequence of effin' Christopher Columbus. The enemy is here as we speak not 6 ft under or carved in a statue. That's what should be addressed without further distractions.

331 standing up against Trump supporters

289

Betches politics critiqued

252

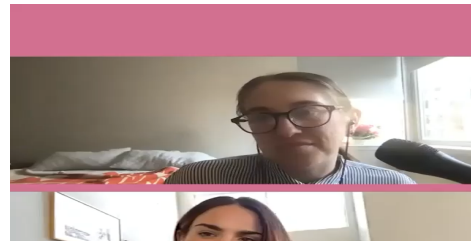
105

87 This post is political because it brings up the "other side" of history that illuminates how the US is system of racism since its conception but it does not speak to anything specific about the election taking place at this time so we do not see the pro-Trump comments like on previous "political" posts. The comments instead are a mixed back of enthusiastic support and critiques of the post itself. One comment even anticipates that this post will upset all the "little white trumpies" but we dont' see that reaction in the top 5 likes comments. The final two comments are critiques but they are not just diasagreeing with the post. One comment suggests that the Democratic Party is guilty of "raping, slave trade and genocide" while the other critiques the idea of demolishing statues for making white supremacists less responsible as they are framed as "natural consequences of christopher columbus". This is one of the first times a constructive criticism appears, this isn't pro-trump or arguing the facts about columbus, it offers another viewpoint and gets some likes but it doesn't cast major negativity like we have seen in other "political" posts.

Fun fact.
@betches_sup
119k likes; 715 comments

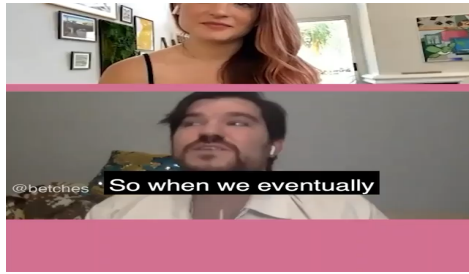
Post #34

Ad for thier own content, does not attract much attention.



@cody_rhodes thinking of you.....
 @elainneasuncion Jojo round two
 @heatheralexis
 @tpope700
 A queen!

1
1
1
1
1



@iamjojo gave us the 411 on veganism, voting, and Mariah Carey. (@kashmeredanny @rubadubdub89) 2,503 likes ; 71 comments

Post# 35

Misandry?
heterosexual

TikTok video about the contestants on this season of The Bachelorette. Jared Fried is an 'influencer' who also works for Betches, does their Bachelor/Bachelorette podcast ; known for kind of off-hand humor, is jewish and does a lot of comedy about his own jewish heritage and modern stereotypes



It's BACK! @jaredfreid breaks down Clare's contestants on this season of The Bachelorette. Read it now at the link in bio or betches. co/brobreakdown 566k likes ; 1,178 comments

13-Oct

Suddenly I woke up this morning and I have something to look forward to again



A reason to live
Enough of this joke of a show already!!!
COUNTING DOWN THE SECONDS
Beat day of my life???
@emcox5 @claire.dirnberger @malpal45 @ang.ramirez @madden.marissa17 if only I was with you guys tonight my life would be while again
@annie_higgins @chantelblanc today is the day
@arigeist @lanigeist @jamieshinoff @jenkwintz @debbenhamu @jamiewolfish @danielle_l_silver @shannonweissman

common pandemic experience
heterosexual

Ad for The Bachelorette made to look like a quick, digestible, meme. Ads are online with Betches brand and other pandemic content about doing nothing

Post #36

This is my favorite thing to write every season! I'll be live screaming at the show all season on my stories! You can watch Peter and Hannah B's seasons in my highlights right now! Thanks @betches! @feinbathway I'm crying at the eyebrow comment @liscozen @maya_rosenberg @annagoldenberg @jengoldenberg @sarahozon @alyssalynchh @lorimartin10 @melaniephilpott @jennahickeyy @cherraya @nicoleneville @kaylabuckingham_ @emily.macdonald This is one of the funniest things I've ever seen and I don't even watch the bachelor @jaredfreid

145 tagging friends

32
6
5
5

Comments are users tagging friends showing community building and enjoyment of the post

25 common pandemic experience

24 tagging friends

22
12
4
4
4

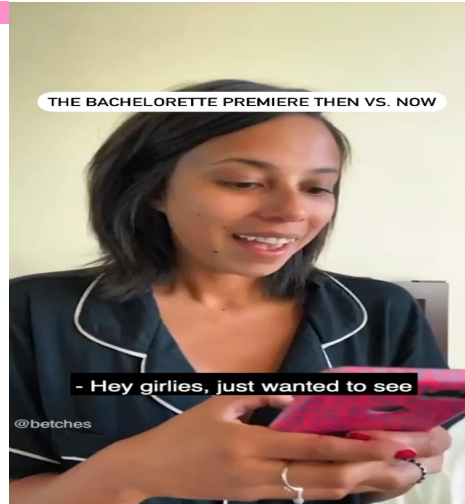
Comments are users tagging friends showing community building and enjoyment of the post

Will this be THE most dramatic season ever? Tune in to the @bacheloretteabc premiere tonight at 8|7c on @abcnetwork 343k likes; 479 comments

Post #37

heterosexual

commentary on growing up with the bachelor/bachmondays, a weekly girls night for fans of the show. As evidenced by comments, these nights are popular among girlfriends.



Lol "sharchewterey"
 Charchuterie
 FINALLY
 @meggeroni_and_cheese @adriannahadloc @savannahkenned9
 @cassieheisey @ever_collette @sara_stubbe @kaylaasherry
 @darbyyy_c @kelly_danaher MISS U LADIES
 @carecareee @armycalls @blueshirtsbeauty

150 tagging friends

35

29

7

6

6

6

Comments are users tagging friends showing community building and enjoyment of the post

Alright bitches today is the day. Follow @thebachelor every Tuesday for live memes and tweets during #thebachelorette and throughout the week. (by @kayyorkcity) 15.9k likes; 848 comments

Post# 38

pandemic common ground

generally relatable content
 Person represented NOT WHITE
 disbelief in continued inconvenience
 dead inside

Quick, digestible, relatable content. popular meme format with a popular image from The Office discussing how 2020 is going.



14-Oct

not wrong
 2020 mood at least the year gave us consistency
 Truth. @sarajejan73 @geekchicchick @mghsmith @laynewolfe
 @kayla_favaloro
 @adriannagrancio
 @bhavsankar @jojothejoke_ @londimathe the most accurate one

26 pandemic common ground

10 tagging friends

6

4

3

Comments are users tagging friends showing community building and enjoyment of the post

A 2020 mood board.
 60.7k likes; 480 comments

Post #39

Throwaway content
heterosexual

Ad content for orbit gum. This format is used for a couple of orbit ads in this time period. definitions of popular slang/saying around dating, especially dating online.



Has anyone gotten the " hey get back here! sorry about that he sometimes runs off"
@renizabeth pickup lines for @noeldutcherit
@erinelkind @cam8809 @aa310 you know this is right up my alley...

Just a quick reminder... you are worth more than second thoughts and maybes.

5 heterosexual

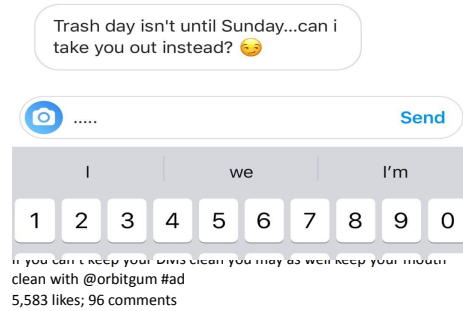
4 women standing up for themselves

3 tagging friends

3

3

Comments are users tagging friends showing community building and enjoyment of the post.



15-Oct

The lefts main agenda is presenting their own thoughts and opinions as facts then degrading anyone who thinks differently. Just continuing the tried and true method of making shit up that will divide our people, even more than we already are. just so "your guy" can have a better chance at winning. No one is more infatuated with race than the Dems. Quit trying to make OUR country something we're not, WE ARE great. #alllivesmatter
this post is trash/lies/misleading. once ANTIFA is labeled a terrorist organization as it should be the stats will be staggering. the issues keeping minorities stuck in the cycle of welfare/drugs/poverty are institutionalized by democrats. trump, while not perfect, actually came up with a CFBA while dems said we'll talk after the election #wakeup
Let me guess Trump isn't your president?
I'll never understand how this is even a topic

58

49 intelligence called into question

40

35

31

Post #40

social justice

power relations

issue affecting gender/class/race



2020 sucks and it's up to us to save it. In episode 6 of our Save2020 series, we're talking about white supremacy. We break down the difference between white supremacy and white privilege, the various aspects of life white supremacy pervades, and some 2020 examples of white supremacy at work. Watch episode 6 tonight on @betches_sup IGTV. And we are only THREE WEEKS away from the election, so go to betches.co/save2020 to make sure you're registered and have your voting plan in place. 156k likes ; 230 comments

Post #41

Throwaway content

Quick, digestable, humorous content



caitie delaney @caitiedelaney

I think it's time to phase out either Brendon or Brandon. We don't really need both. Let's pick one and run with it

Choose your fighter. credit/permission: @caitiedelaney 83.4k likes ; 3,632 comments

My votes for Brandon. Brendon can go
Oh shit can I choose brendAn?
Let's add Brayden too. That's just Branden with a Y and Hayden with a Bra
Let's stick with BRENDAN.
Ok Katie

511
500
240
230
171

comments are playing off the content of the post, commentors are engaging in banter with the post as if it is being spoken to them.

Post #42

Throwaway content
Celebrity Feminism

Quick, digestable, humorous content. Suggests Betches audience would care/know who these people are and find them relevant to their lives in some capacity. This means the audience is likely of a certain generation, in this case millennial and some Gen Z



Ashley Fern @disco_inferno

Nicole Richie & Cameron Diaz are sister in laws and I feel like we don't talk about that enough

If you came here to tell us it's "sisters in law", don't @disco_inferno Hit the link in bio or betches.co/related for more celebs you didn't know are related. 155k likes; 1,225 comments

?? ?!! @nicolerichie
Well and we can't forget John Krazinski and Stanley Tucci being BILs
Keep abortion safe and legal just a reminder
*Sisters in law, but I get the point
WHOA

9371
461
298 This comment is very strange here, the first and only abortion comment to make it into the top 5, even the post about birth control didn't have this kind of commentary.
145
84

Post Coding

Post #43

common pandemic experience
disbelief in continued inconvenience
Throwaway content

self-promotion for thier horoscope article on website. playing into common pandemic experience/hopelessness/despair



In yet another 2020 plot twist that seems fake, Mercury is going retrograde until November 3rd.

You don't wanna know the last time this happened. Read your weekend horoscope at the link in bio or betches.co/horoscope1015
76.2k likes ; 1,838 comments

16-Oct Comments

Fabulous!

If that is real this explains looooots of things
@spookyphysics Um, is it bad to have a Scorpio girl during mercury retrograde? Cos I'm feeling SHOOK by this info right here #spookyszn
@thehicaf idk what this means. But buckle up

likes_count Comment Coding

78 tagging friends
58
22
19
12

Post #44

common pandemic experience
relief from work
complaining about work
Throwaway content



i hope this email doesn't find you ❤️ be free

Fly away
credit/permission: @mary.retta
@whenshappyr
42.9k likes ; 462 comments

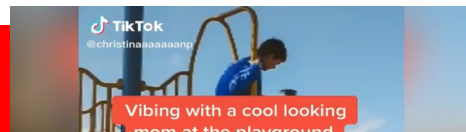
I'll do push ups for everyone who likes this commnt, this is dare for me :(bye bitch

@lynnmw @taticampu @melaniegershman
Be free @thelastwonderwoman @leenuhwhoo @mermaemaid
@rivitta @gabbieluongo @madisongeri @bkshpep happy friday!!!

24 tagging friends
8
3
3
3

Post #45

Motherhood



17-Oct

Everyone ever from my high school
@gabrielleray_ this is why I don't say hi to the other moms

193
24

MLM

Person represented NOT WHITE



credit/permission: @christinaaaaaaap via @natcpod & @betchesmoms
795k likes ; 1,591 comments

Most of y'all won't probably care but if you do or are still reading this I really appreciate that. I'm working on a Game called "Virago" meaning a "Female Warrior" it's a platformer survival game. Where you get to explore the world as a young girl.
@msugrue13 @mcsimak @atheis515 they're everywhere
Blah blah - stay friendless then.

20
19
19

Post #46

generally relatable content
experiences of late-stage capitalism

critiquing common social practice of posting Wedding photos, sneak peaks of wedding photos and engagement photos which are generally universally liked by people who follow your profile. It also points to a common complaint about weddings, the money involved. A lot of people in this generation are choosing between having a wedding and buying a house or having a big wedding and affording a fancy engagement ring. We experience a lot of pressure to have and do it all but we exist in an economy that doesn't support us doing anything. This woman is a successful business owner (founder of betches) and is still complaining about a wedding costing too much, this points to the increased wealth disparity in the US where even "middle class" careers no longer cover costs of living and enjoying life.



Jordana Abraham
@JordanaAbraham

Planning a wedding is fun because you get to trade your life savings for 2-4 very well liked Instagram posts.

Worst deal ever.
by @jordanaabraham cohost of @uuppod & @betchesbrides
195k likes ; 3,159 comments

No thanks I'd rather use that money to travel with my SO lol
That's b.c you choose to do that you don't have to have a big wedding
@talimagal @theentusiast @edeneats
Honeymoon insteadddd
Weddings are so 2019. Do something small and go travel! Or buy a house!
It's why you have kids too right?

186 experiences of late-stage capitalism
148 tagging friends
116
76
14
14

Post #47

pandemic common ground

"what are we doing?"

Throwaway content



Michaela Okland
@MichaelaOkla

Are u guys dressing up for halloween and then just like vibing in your kitchen as Dracula or what . what's the

18-Oct

Ummm what's wrong with Zoom happy hours? You guys know that when winter comes, we're gonna be stuck doing that again right?
@kendall_leighxo
Most of y'all won't probably care but if you do or are still reading this I really appreciate that. I'm working on a Game called "Virago" meaning a "Female Warrior" it's a platformer survival game. Where you get to explore the world as a young girl.
@brittvasile @motts144 @katejohnston90 @brianj1989 @mk_newman @grootli @sydney_inreallife @lalaleone_ @coreygrab @reedleone the answer is yes

121 tagging friends
61
27
6
5

so proud of what I made in the situation

Just as long as we don't bring back Zoom happy hours.
credit/permission: @michaelaokland
135k likes ; 1,958 comments



Trump 2020!!!

Trump 2020

Where's the Trump gear?

Newsflash- not everyone is liberal. Try not to alienate your followership.

Really obnoxious.

No Trump merch



Get your election outfits at the link in bio or betches.co/supshop.
20% of sales of election merch (ex. tax/shipping) is donated to the ACLU's Voting Rights Project, which is waging battles against voter suppression this election as we speak. @shopbetches

5,000 likes ; 162 comments

Post #48

Ads

pandemic common ground

112 supporting the opposite candidate than the one posted

94 Trump Support

91 critiqued for being political

77

46

Pro-Trump commentors seem to not recognize the obvious (to me) politics of betches ; again we have a post that just smells anti-Trump and the comment section is FILLED with pro-Trumpers. One comment suggests that Betches is alienating their followership by posting this content and being "liberal" which is a reflection of betches political identity.

Post #49

relief from work

Wow this sounds like a plan

How well do you know your man? Search his number on my bio and prepare yourself for the results

189 tagging friends

158 experiences of late-stage capitalism

anti-work/life balance
Ads

This tweet is a joke about the plot of a new Netflix show but the comment section shows that people would love to quit their lives, move to a foreign country and become someone else. What does that say about the lives we are living today? Yes we could be speaking in hyperbole but this post garnered a lot of attention for just a funny fantasy.



what if I just don't set my alarm tonight and then I don't wake up on time and I quit my job and move to France and become an influencer and change my name to Emily

@whenshappyr
177k likes ; 4,354 comments

@stephanienh - It's the "Je suis ready" for me! 57
 @rgerms I ended up watching it all in one day 36
 I support this behavior 19
 @emilybank - we don't even have to change our names. We just need to move to France! 12

Post #50

generally relatable content
yearning

This post speaks to the age group betches was born from. 2011 is the year Betches was founded, the founders were in university, millennial age group, having similar experiences as middle class, white, college students in America ; this is a harkening back to "simpler times" for Betches and their followers



2011 was so chill we were all just wearing our toms shoes and listening to rolling in the deep like nothing could possibly go wrong

19-Oct

I miss Obama	1073	yearning
We could've had it all	166	
never forget wedding toms	55	
Betches was born from this environment	36	
So chill	30	

Post #51

generally relatable content
instagram literacy
work from home/zoom meetings

making fun of the environment that Betches is absolutely a part of, the influencers. Betches is not only influential on their own but they hire influencers and content creators for their social media.



"A lot of you have been asking..." 497
 My life has been forever changed!!! I'm a !! Thank you @betches!! 347
 It's life changing. 163
 I said it on TikTok and I'll say it again here: this is a documentary. 107
 All with a Clermont Lounge shirt on! ATL, baby! 65



Day 30: Should I like, sign to a modeling agency? I should, right? by @jaredfreid cohost of @uuppod

Listen to Jared & Jordana dissect a listener's text exchange at the link in bio or betches.co/uup104
2.1m likes ; 7,322 comments

20-Oct

Post #52

women represented are thin, white, cis

relief from work
generally relatable content
complaining about work
anti-work/life balance

Another meme about working and again Paris and Nicole in a scene from Simple Life is used to describe the feelings.



the official mood from now until it's time to retire



Why are "tired" days not a thing? @whensnappynr
74.9k likes ; 1,982 comments

@tiffanylgriffin @wanderer_pm @nbayles87 @julebu @positiveschiff_t
@lizschaibley @peacelove_zoe @annela_26 @natyo8 @laynie38
@anetteleis @jeteelisabeth @hhelenakirs @petra.ptsp
@ashsurk @jncst @chelseacorrine9
@jordanhamblin @candacedel95 @megz_emcee
@tracye520 @staciebackfromheat @emily_mills18

6 tagging friends

4
3
3
3

Post #53

generally relatable content
Throwaway content

quick, digestible, relatable content, points to age demographic/generation of Betches aka millennials



By the time you hit your 30s you should be really aggressive about convincing people to buy one of the following:

- an air fryer
- an insta pot
- a humidifier
- a weighted blanket

2020 needs a weighted blanket
I didn't even make it to 30 to have all that
My weighted blanket is a game changer and no one can tell me otherwise
Just turned 30. I have none of the above
@devanlane instanT****

764
230
90
51
32

If you have all four you skip straight to your 40s. by @saralememe cohost of @natcpod
128k likes ; 6,064 comments

Post #54

generally relatable content
Throwaway content



Just found out Macaulay Culkin and Kim Kardashian are the same age so I need to take the rest of the week off

quick, digestible, relatable content, points to age demographic/generation of Betches aka millennials

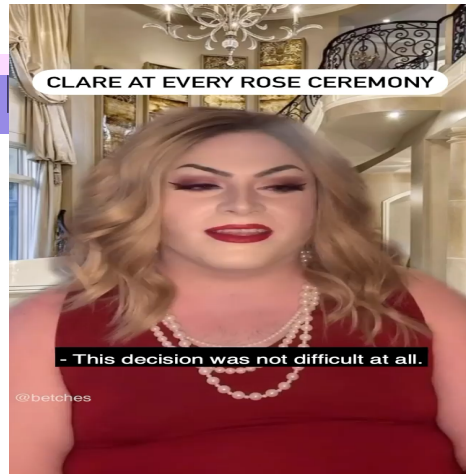
As a 40 year old, I feel attacked. 146
Did you also know he's dating Brenda Song from the suite life of Zack and Cody lol !?!? 65
Yeah waking up and realizing you are 40 not so fun it literally goes like that. 11
@carly_bralich KEVIN?! 9
Stay safe stay home 9

comments reflect the content of the post, followers in disbelief of the stars of their youths aging

IDK how old I thought they were, but it was not 40.
77.3k likes ; 995 comments

Post #55

generally relatable content
Throwaway content
Heterosexual



21-Oct

"I think I just found my new husband" - Clare after meeting Dale for 20 seconds
Actual footage.
@meghan_samus @tampa.timmy @vivianz07 @caitlinreen So true...can we just get to Tayshia?
Omg hahahahaha
@ashley_stribny @brookeclark09x now I really need to watch last nights episode haha

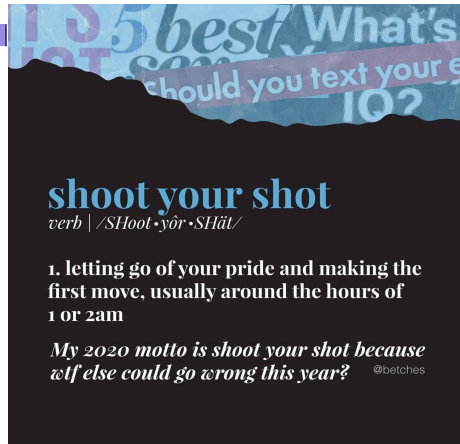
99 tagging friends

92
12
11
8

Let's just rename this to the Clare and Dale show. Read the hilarious *NEW* Bachelorette recap at the link in bio or betches.co/clare2
@thebachelor @fatcarriebradshaw
23.6k likes ; 1,508 comments

Throwaway content

Ad content for orbit gum. This format is used for a couple of orbit ads in this time period. definitions of popular slang/saying around dating, especially dating online.



I have nothing to lose. get @orbitgum to help clean up your dating life too #ad
9,460 likes ; 152 comments

wait so sending desperate text messages is an ad for orbit gum ??
@abbywinnett @emmymaedubz shoot ur shot!
@ricsractsos you pero mga past 12mn lang naman
@mmmksnyd
@courtoutdoors

12 tagging friends

2
2
2
1

Post #57

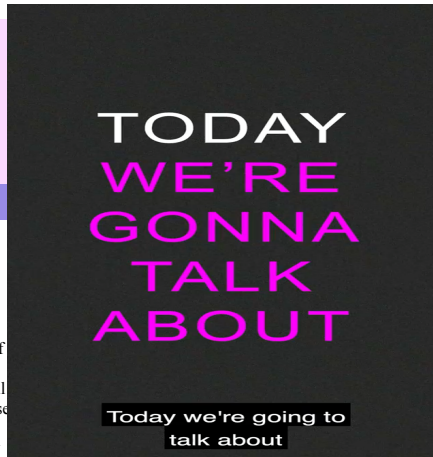
Post Coding

Gender and race relations

social justice
power relations
issue affecting gender/class/race

democratic

3rd post with POC speaking. These videos show betches to be democratic as they see gerrymandering as negative because it gives more seats to republicans/isn't representative of the populations; this video discusses how gerry mandering disproportionately negatively affects democrats and especially those running in low income and racialized communities. The post is well liked but the comment section is a toxic cesspool of right wing commenters crying lies and deflecting. I think this juxtaposition I'm seeing time and time again is connected to troll culture; perhaps others aren't inclined to reply positively to these things for fear of being harrassed by these internet trolls and right wingers. This post garners a good number of like but very low comments



In episode 7 of Save2020, we're talking about gerrymandering. Wtf does it mean, what role does it play in the election, and how can your ballots be affected by it? We break down all of this and more and tell you how you can help fix and spread the word about gerrymandering.

We are only 12 days away from the election. Visit betches.co/save2020 and make sure you have your shit together.

#politics #joebiden #donaldtrump #election2020 #2020election
: @kayyorkcity
169k likes ; 49 comments

22-Oct Comments

I hope everyone goes and does their own further research. It's a dangerous time to live in when people listen to 3 min (biased) videos and then feel they have a complete understanding. Not saying this is inaccurate, I just want to encourage some learning and research/critical thinking skills.
Fun topic, next let's dive into child porn on hunter Biden's laptop.
You guys ever going to talk about Hunter Biden's laptop???
Wow. This is so biased its ridiculous. Good job on the red and blue illustrations kiddo!
Some of the comments on here are unbelievable. Gerrymandering is the worst! How can we get rid of it??

likes_count

Comment Coding

20 intelligence called into question

11

9

9

8

Post #58

superficial reaction to political event

Gender and race relations

This video doesn't necessarily show loyalty to one candidate or another. Calling out the fact that both candidates are both old and white signals a desire for something new in leadership potentially Tik-Tok has become VERY popular and we are beginning to see the trend cross platforms and appear more and more on Instagram and Facebook. Betches has responded to this by adding tiktok and tiktok-inspired content to their site, this is exemplary of that as are post #15 and 19. This video is a skit of this content creator watching the VP debate. This is content creator is a gay white-cis male and is co-host of the podcast for Betches's Sup which is a political commentary subset of Betches.



I have my wine and tequila ready for tonight!
It would be funnier if I didn't live in America
"I plan on being dead by then" is my political party.
I wanna see if we can hack trumps account again. Who's with me?
I'm tuning in to witness how petty the mute button is

186

being american

96

92

58

35

this comment section didn't attract pro-Trump commentary like post #24 which is the same format and creator with very similar content. This is about the Presidential Debate. Comments agree with the content of the video.

At least this time there's a mute button. Follow @betches_sup for tonight's debate coverage. by @bryanrussellsmith

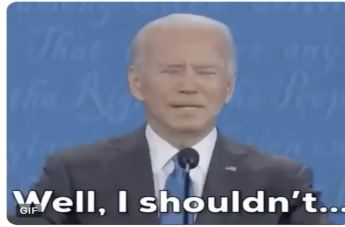
23-Oct

Post #59

generally relatable content



me deciding if I should switch from wine to tequila during the debate #Debates2020



This post is post is arguably politically neutral? It depicts Biden but not necessarily a good or bad depiction of him.

How well do you know your man? Search his number on my bio and prepare yourself for the results
This was made for me
I'm sorry but look at Biden, he was VP and didn't do anything he is saying he will do now. Come on
You need tequila to listen to trump
TRUMP 2020

303

218

110 critiquing the candidate

45

43 Trump Support

The comments attract a combination of critiquing Biden and Harris for "not doing anything", suggesting you need to be inebriated to listen to Trump and full on Trump support which is different from the posts that are more overtly pro-democrat

Post #60

Throwaway content

generally relatable content

yearning



this can't be the same brain i memorized my dads credit card number for my shopping addiction with

quick, digestable, funny content. classist commentary, girls who get dad's to pay for everything suggests at least middle class. playing into the trope of daddy's little girl.

Same @abbiabbeyabby

CAN'T BE

Now I had to memorize my own #takemeback

I'm selling some of my couple weeks (15) old puppies golden retriever & an English springier spaniel.If you interested you could text me , can get them to you if your location is not too far from me & they are in perfect health condition @ashmk87

28

25

9

6

3

Post #61

Ad

generally relatable content

disbelief in continued inconvenience

yearning

It CAN'T
by @abbiabbeyabby cohost of @letmefinish
61k likes ; 625 comments

When you've been living with your parents for the past 6 months but they're paying for everything



Very nice

This movie was another level

Rudy's debut!

I've been waiting for thissssss

borat made it nice

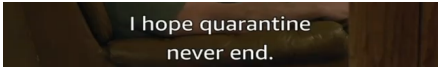
24

19

10

5

5



I could get used to this. Borat is back, which is maybe the only good thing to happen in 2020. Watch #Borat: Subsequent Moviefilm now on @amazonprimevideo!
#sponsored
474k likes ; 281 comments

Post #62

- generally relatable content
- yearning
- growing up with social media



Or how skinny
Or how sad you were and still are
Happy & thin
If only timehop could actually transport me back to this day in 2019 on a beach in Cartagena. @timehop can we work on that feature?
@laura.louisa79 2009

- 43 diet culture
- 14
- 9
- 4
- 4

Way to rub it in.
credit/permission: @itslaurentbtw
67.6k likes ; 363 comments

Post #63

- generally relatable content
- Self Deprecating



24-Oct

Need to try every appetizer.
Who gets 5 things for \$45... I get one thing and it's \$45
\$45 for 6 things?? Lol where are you ordering from. Easily >\$100
And then only eat half and cry about how I'm single.
This is not a toxic trait, this is meal planning for singles.

- 124
- 101
- 41
- 31
- 21

My toxic trait is my order costs that much without me even trying. @dietstartstomorrow
106k likes ; 1,271 comments

Post #64

- generally relatable content
- celebrity icons



OF THE MESS YOU LEFT WHEN YOU WENT AWAY
This collab.
If your mom was a divorced white lady in the 90s you know every Alanis Morissette lyric
why do I have chills from reading this wow
This saved 2020

- 198
- 98
- 57
- 24
- 4

to remind you



The duet we all need. @cher @alanis
78k likes ; 612 comments

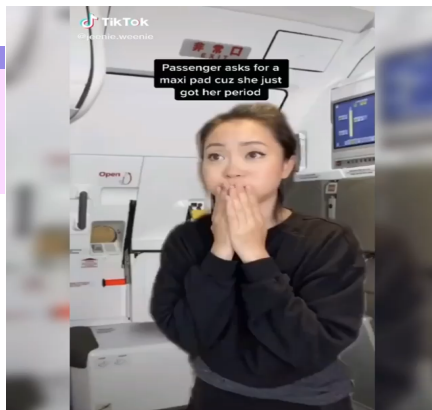
25-Oct

Post #65

body-positive
Person represented NOT WHITE

generally relatable content

4th post with a POC speaking. Funny story about how clueless men are about menstration products. Is this good because its using shame to encourage men to understand more or bad because its reinforcing a toxic stereotype that men don't understand how the bodfy of an AFAB works?



good morning, and friendly reminder that minding your business is free.
credit/permission:@jeenie.weenie via @betchestravel
848k likes ; 450 comments

If this is based on true story ima laughing so hard he really said
That is SO accurate! Ohh the things I have seen when working in the skies; I used to give people things, such as bandaids, Menstrual pads, ibuprofen, eye drops... on the back of the plane behind the other passengers' back, so they would not ask for it too. I guess their thought was "I payed a ticket as expensive as hers/his, if she/he is getting free stuff so I want it too. I am as special as anyone else" Hahahaha equality for all I guess
Men be like

234
160
121
83
43

Post #66

Ads
heterosexual

this trend actually comes from black women. I know this from other tiktoks I've seen. Ad for dating site ship



It's the being hella judgmental for clout for me
Okay yes, but I'm over the "its...for me" thing. This is why I hate tik tok and don't have one. Every trend is so played out and basic af.
Is the acting like ur better then everyone for me
It's the being judgemental for me also the 4 letter name is not their fucking fault
It's the saying "it's the _____ for me" for me. AGHHHHH LET THIS "trend" DIE! Fucking TikTok trends are the dumbing down of America.

167
143
130
67
46

Comments do not like this post. low like count suggests followers did not either. Tired of this tiktok trend and see the content as low hanging fruit

it's the not being my boyfriend for me @getshipped
5,978 likes ; 147 comments

Post #67

generally relatable content

Self Deprecating

yearning



wittyidiot
@stephenszczerba

Does anyone remember a time when your body just worked? Like, just on its own? No pills, no scheduled exercise, no caffeine, no planned hydration, no stretching, no specific diet — you just woke up and bam, that shit was good to go? Yeah, me either

Childhood maybe?
credit/permission: @wittyidiot
169k likes ; 2,115 comments

26-Oct

Picture it... Missouri... 1984
That was before I fed it alcohol and pizza for 6 years so I guess we're even.
Yeah when I was a kid and unaware of the complexity of society and emotions
Yeah. I was 11.
Yeah before the internet

588 yearning
146 Self Deprecating

75

41

33 growing up with social media

Post #68

generally relatable content

Ads

Anxious about results

women represented are thin, white, cis

access to therapy is inherently classist in the US where universal healthcare doesn't exist.



The Betches Sup
@Betches_Sup

My therapist: "How do you manage election stress?"

Me:



My therapist wants this election cycle to end just as bad as I do. Watch @chelseahandler in her new special Chelsea Handler: Evolution now on @hbomax #ad
415k likes ; 104 comments

I'd rather have my eyes and ears soldered shut than have to listen/watch anything Chelsea handler does
@chelseahandler I LOVE YOU
@gatwell11 @nataliececile23 @sabs85c
Wooooo @chelseahandler
@chelseahandler

26 tagging friends

5

3

3

3

most liked comment hates Chelsea? Is this reptition of the pattern seen on pro-democratic posts because Chelsea is VOCALLY anti-Trump

Post #69

women represented are thin, white, cis

heterosexual

disbelief in continued inconvenience

yearning



Sometimes being single is just better. *I say bitterly*
gotta keep the romance alive somehow
who says chivalry is dead !?!
Same, but I'm single
I love it so much fun.

2455 common pandemic experience

1000

620

364

114



At this point, changing my sweats is the new getting dressed up for date night. by @nicolepellegrino via @betchesbrides
331k likes ; 1,179 comments

Post #70

generally relatable content
diet culture

Need to know more about dietstartstomorrow to understand if these kinds of posts are ironic or if it is a toxic as I'm perceiving.

27-Oct

I think people are missing that this post is being sarcastic
How did so many people miss that he was being obviously sarcastic?
This is actually scientifically proven false. Just FYI.
@alisuarez @rebecca.maccariello us yesterday
@caitlineastaff health is wealth

52 diet culture
39
5
2
2



Instead of eating three meals a day, I eat 900 micro-meals. By constantly chewing tiny snacks 19 consecutive hours every day, I keep my metabolism up in a healthy and natural way

And I won't hear any evidence to the contrary.
credit/permission: @theyearofelan via @dietstartstomorrow
36.9k likes; 398 comments

Post #71

Ads
heterosexual
dead inside
disbelief in continued inconvenience



Legit
What is she "mediating" exactly?
Damn. You didn't have to hit us that hard with that.
Been sounding like Post Malone lately
Am i the only one who started quarantine tired ah and still that way

40
19
15
7
6

Post #72

generally relatable content

fake it till you make it

Find a relationship that will last longer than your motivation on our dating app @getshipped
31.5k likes ; 279 comments



Luke Mones
@LukeMones

We're all just floating through life, pretending we know what "0% APR financing" is

28-Oct

How then fuck could you not understand APR and be an adult	339
It's not that hard	180
It means... that the apr financing... is 0%. You're welcome.	116
Annual percentage rate of interest but yes, I feel seen too	104
"I do not think it means what you think it means."	62

Finally, I feel seen.
credit/permission: @lukemones
103k likes ; 939 comments

Post #73

disbelief in continued inconvenience

age related content

Betches
@betchesluvthis

After 2 weeks of multiple health screens and asking everyone to quarantine, I surprised my closest inner circle with a trip to a private island where we could pretend things were normal just for a brief moment in time



Betches
@betchesluvthis

After 2 weeks of multiple health screens and asking everyone to quarantine, I surprised my closest inner circle with a trip to a private island where we could pretend things were normal just for a brief moment in time

I can't handle all these rich privileged people who need to escape their mansions containing every luxury that exists because they need a break	460
cool, people have had to say goodbye to loved ones over the phone while they died alone in a hospital. but neat trip to post all over social media while the world suffers. so humble and so down to earth, truly.	302
I can't believe people still care about her and her family like they do. "I understand how privileged this is but I'm going to do it anyways." Like ??	207
Closest inner circle? You mean your family, Kim. You're talking about your actual family members.	146
is she that insensitive she doesn't realise this is not what the majority of people during the worst covid spike yet want to hear? people are going to food banks not private islands.	139



This post expresses class frustration in the context of the pandemic. The lives of the wealthy have seemingly been unchanged with many posting images of travel and parties while the middle and lower class people experience homelessness, illness and death. Money buys you survival

time.



The Betchelor
@betchelorpod

After 2 weeks of multiple health screens and asking everyone to quarantine, I surprised my closest inner circle with a trip to a private island where we could pretend things were normal just for a brief moment in

bravo by betches
@bravobybetches

After 2 weeks of multiple health screens and asking everyone to quarantine, I surprised my closest inner circle with a trip to a private island where we could pretend things were normal just for a brief moment in time.



Kim Kardashian West
@KimKardashian

After 2 weeks of multiple health screens and asking everyone to quarantine, I surprised my closest inner circle with a trip to a private island where we could pretend things were normal just for a brief moment in time.





Kim, there's people that are—nvm. Kim Kardashian's 40th birthday is being turned into a meme, and it is the best thing on the internet rn. Click the link in bio or go to betches.co/kim40 for everything we know about the celebration—including if Kanye was there.
 @bravobybetches @thebetchelor
 35k likes ; 287 comments

Post #74

heterosexual
 Ads

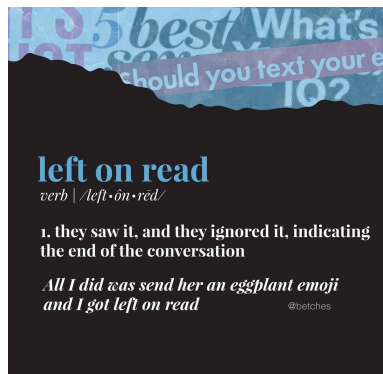
Ad content for orbit gum. This format is used for a couple of orbit ads in this time period. definitions of popular slang/saying around dating, especially dating online.



Omg gardening
 He seems fruity to me
 Lol irl
 @bridgetfizz @pknestler tbt to Bridget's conversations on tinder back in 2014

4
 4
 3
 2
 2

Comments are users tagging friends showing community building and enjoyment of the post.

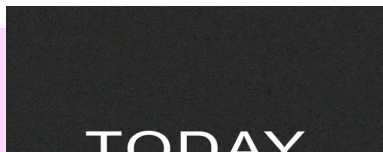


Red flags everywhere. @orbitgum is cleaning them up #ad
 10.3k likes ; 149 comments

29-Oct

Post #75

Gender and race relations
 social justice

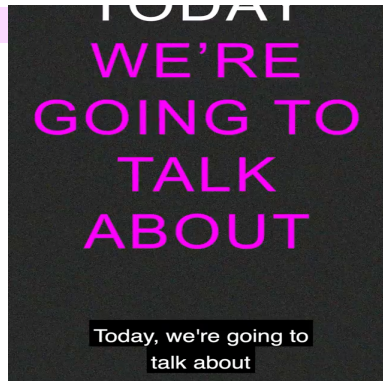


#trump2020
 I don't understand how illiteracy=African Americans. African Americans can be amazingly intelligent people. And there are also many white illiterate people. I know several millionaire white males that can't read or write. Also if you are illiterate, how can we trust that you can vote correctly? If you can't understand who you are voting for? Or read the policy's connected to the politicians?

12 **Trump Support**
 4 This is something but I don't know what, or maybe its nothing.

power relations

5th POC; systemic racism; comments again undermining the content.



suppression. We dive into some of the most common questions surrounding voter suppression. How did it begin? What does it look like? And how tf are people still experiencing it in 2020? Your vote counts! We're only one week away from the election, make sure your voting plan is ready to go.
94.6k likes ; 35 comments

Doesn't matter what color you are, if you're illiterate, you can't. read the issues, to then vote on them properly!

3
1
0

Post #76

growing up with social media



Anyone else speak to one friend on at least 3 different apps at the same time?
It's like a merry go round for conversation.

Trying to keep all the different convos straight is how I keep my mind sharp. by @aleen cohost of @dietstartstomorrow
153k likes ; 20.4k comments

i be speaking to the same person in 3 apps while discussing a completely different topic in each
@snooki

@anjuna_angie @diana_sanch @lollog1222 @amberlee921
@samanthacatk @lorena_lolo @malismmar
@ashleighmaya @jlkades @mrssartler @lizabee25 @ksolcese
@slamangini @always_andi @boxerrmama85 @jenleescibs sooooo true!!!
@andrapotts18 @tasiagoff @melinaburke we do this all the time

315 tagging friends

67
6
6
6

Post #77

Post Coding

generally relatable content
 complaining about work
 anti-work/life balance

quick, funny, relatable content.



Or as I like to call it, the circle of no work/life balance.
 credit/permission: cal0re via twitter @whenshappyyhr
 59.2k likes ; 779 comments

30-Oct Comments

@steph.ritchie @jraib25 @courtneycoutts9
 @brilu this is the most me flowchart that ever existed #anxietyprime
 @megdysmeyer our lives in grad school
 @thepenelope love this is me doing my perf review
 @stephaniedjl

likes_count **Comment Coding**

7 tagging friends
 5
 4
 4
 3

Post #78

Ads

empowerment

women standing up for themselves

These comments use the rhetoric of Trump and the right's "alternative facts" ; similar discussion to the "I'm speaking" mug, Kamala is empowering and setting a boundary. The comment section "doesn't pass the vibe check" aka its full of the vitriol right wing trump supporting garbage that much of these posts have been filled with. All images of Kamala are collaged as the background for this image. This content supports Kamala and again we're seeing Trump support in the comments.



Women worth listening to don't have to demand to be heard.
 Yeah let's glorify a woman who threw people in jail, for doing things she does regularly. She needs to free all the people she wrongfully imprisoned.
 Since when did your account become political ? We came here for jokes not political jargon. Shut up becky.
 Speaking lies!! Trump/Pence 2020!!!
 You can't create your own facts, Kamala.
 My eyes just rolled out of my head

359
 285 critiquing the candidate
 279 critiqued for being political
 262 Trump Support
 217
 217

This post receives the same kind of backlash as post #5, 20, 21, and 22 which sees commentors complaining that this content is too "political", Kamala being called a liar, Kamala's credibility called into question. Interestingly this comment section includes one constructive criticism comment about Kamala's history as DA in California

Let them know Get the sweatshirt at the link in bio or betches.co/speaking2
 @betches_sup @shopbetches
 20% of sales of election merch (ex. tax/shipping) is donated to the ACLU's Voting Rights Project, which is waging battles against voter suppression this election as we speak.
 35.3k likes ; 526 comments

Post #79

pandemic common ground
 generally relatable content

disbelief in continued inconvenience

yearning

Betches @betchesluvthis

For Halloween I'm just gonna wear all the cute summer clothes I bought back in December and go as "someone with hope"

Who's hope? ldk her
 You fit in those still?? #hero
 I'm gonna just wear my everyday sweats and go as someone who's completely given up
 @youngwildamerican @_faraway @christina_hemets @sbrnab happy Halloween
 @alysssssamac @lindsaylease @elizabeth_mccarthy2 @kate_lane @magsmke

229 generally relatable content
 58 tagging friends
 23
 5
 4

Vibe on the couch dressed as a clown @shopbetches
 106k likes ; 1,182 comments

Post #80

common pandemic experience
disbelief in continued inconvenience
age related content
women represented are thin, white, cis



I HATE IT HERE
Omg hahahahah
SAVE 2020
@jasthedoll_

99 common pandemic experience
67 disbelief in continued inconvenience
30
30
6

Get in loser, we're going to chill on the couch in our respective homes in costume. @shopbetches
109k likes ; 394 comments

Post #81

disbelief in continued inconvenience
common pandemic experience
relief from work

Alise Morales @AliseNavidad

So we're really doing daylight savings time? What if we all just decided to...not....

Alise Morales @AliseNavidad · 1d

So we're really doing daylight savings time? What if we all just decided to...not....

Betches @betchesluvthis

Replying to @AliseNavidad

idk how time works but I'm going to just start working at 11am and see what happens

It's not too late to back out, just saying.
by @pandalise cohort of @betches_sup
45.6k likes; 178 comments

We are in Daylight Saving Time now. We are switching to Standard Time.
Not to be that annoying person but we're already doing daylight savings it ends tonight so we technically are backing out of it hahaha
To be fair Arizona decided not to do it and it's worked out just fine
I say we revolt at spring forward!!!! So hard to lose that hour
Nah wait she got a point. Cancel daylight savings 2020

60 generally relatable content
48
30
16
10

Post #82

Ads
empowerment
"feminism" as an aesthetic

Erica Spera @Spericaa

Why does every female product have to be "and we're building a community" just sell the damn

1-Nov

(ps. I'm in marketing and sometimes even I'm like dis tew much)
Because they want to include non women for the woke dollar
Because most women are driven by sense of belonging.
Issa joke!! These comments need to chill lol I work in marketing and this made me LOL

48
28
26
23
19

critiquing the community building narrative; feminism being self critical?
Anti-girlboss of neoliberalism? "women" as an individual consumer is easier to market than celebrating differences

underwear

It's not that serious.
credit/permission: @spericaa
45.9k likes ; 236 comments

Post #83
generally relatable content
common pandemic experience

Me since March:



But then you probably put it in the same bag with your phone and text like it's no problem. Just wash your hands.
Also, masks should be mandatory at Walmart-pandemic or not
Oh I thought this was a key access private elevator flex
:/ they have this in the dollar section at Target.
Why not just use a normal key

134
39
19
18
13

When this is all over I hope handshakes don't make a comeback. Get this keychain—which can be used to push buttons, open doors, & pull sh*t—at the link in bio or betches.co/ew @shopbetches
26.8k likes ; 285 comments

Post #84
generally relatable content
Motherhood



Certified Leak 7 Days A Week! (There's some holes in this house)
It's cause the carpenters don't work 7 days a week.
kidz bop is typing...
When I was a child I was very wrong about so many songs
I'm never singing the correct lyrics again LOL

272
171
114
92
59

Oh no.
credit/permission: @reallifemomandwife @betchesmoms
593k comments ; 1,187 comments

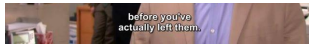
Post #85
generally relatable content
yearning



2-Nov

@saraleme just another public cry for help
Me before election night 2016
So 2009-2016?
More like 2016 but yeah
This is your friendly reminder to stop slouching

51 | yearning | Comments long for a timebefore 2016 (aka Trump's election?)
28
18
8
7



Me to every year before 2020.
credit/permission: @sophie_lessler
118k likes ; 458 comments

Post #86

generally relatable content
superficial reaction to political event

We have a combination of support in this one; the post isn't "political" until the very end when he says "We're about to have our first female president/I would just love to never think of this man ever again" The comments encourage blue voting and trump support. It is a pretty superficial account of election night, more about the people, food and party than the candidates and the politics so perhaps this is like a safe zone for commentary. See posts #24 and #58.



LET'S F*CKING GO. @bryanrussellsmith cohost of
@betches_sup #reels #vote
73k likes ; 1,800 comments

"I would love to never think about this man again". Too real.
FUCK IM SO ANXIOUS
Let's not get bamboozled again! VOTE !
Trump is my president
Trump!!!!

789 anti-trump
269
268
247 Trump Support
164

Post #87

generally relatable content
Anxious about results



If you see me drinking wine out of a coffee mug on November 3rd, mind your own business.

3-Nov

AHHHHHHH
Wine if it's trump, champagne if it's Biden... either way.... It will not be time spent sober.
Change that to tequila from a mug at 10am on Nov 3
Facts
@babs_is_fabs @hdavis87 @daniellem_lewis

62
62
21
5
4

This is one of the first "pro-Biden" comments I've seen from both users and betches - most content relating to biden/harris has praised harris and not really touched on Biden

IDK who needs to hear this but it's effectively 5 o'clock all day. Follow @betches_sup for updates, memes, and generally making sense of WTF is happening.
127k likes; 1,542 comments

Post #88



The fact that y'all need to be taught how to deal with elections and act like normal functioning adults
I'm not even American and this election is freaking me tf out.
Non-partisan news..there's a good oxymoron for the age!
Those are absolutely NOT non-partisan news outlets. There is no such thing.
Lol all of those news networks are liberal. They are not non-partisan.
Other than that I agree

94
57
51
37
31

Post is preparing readers for the potential outcomes of election night, using almost coded language about Trump

WE PROBABLY WON'T KNOW THE WINNER ON ELECTION NIGHT. THAT'S NORMAL.

More than 80 million Americans could vote by mail this year. Once returned, those ballots have to be opened, verified, double-checked, and counted.

Mail ballots simply take much longer to process and count than in-person votes.

Some states start processing ballots weeks before election day. Others start on election night.

With unprecedented levels of absentee voting, key battleground states expected to decide the election could take a few days for final results in a close race.

@betches_sup

THE COUNTS COULD CHANGE DAY TO DAY. THAT IS NOT A SIGN OF A PROBLEM WITH THE VOTE.

As mail ballots are counted, the lead could change from one candidate to another. This is normal.

Be wary of candidates claiming victory on election night and questioning the legitimacy of votes left to be counted.

The longer it takes for a result, the more likely leading candidates will sow suspicion about the validity of incoming votes. Ignore this.

Remember that there is no final result until all votes are counted.

@betches_sup

BE CAUTIOUS ABOUT WHAT YOU SHARE ON SOCIAL MEDIA.

We all have a role to play in preventing the spread of disinformation on election day.

@betches_sup

DON'T

- Be reactive — you don't have to be CNN. Just chill.
- Share rumors of fraud, abuse, or voter intimidation
- Share claims of victory from candidates themselves until results are certified
- Share any information that could discourage people from voting
- Share social media posts from outlets you've never heard of
- Share speculation about results while polls are still open
- Amplify inflammatory claims that benefit a particular candidate

BE CAUTIOUS ABOUT WHAT YOU SHARE ON SOCIAL MEDIA.

We all have a role to play in preventing the spread of disinformation on election day.

@betches_sup

DO

- Stay calm and be patient!
- Share specific voting-related information, such as extended hours in your area
- Wait for several credible, non-partisan news sources to verify results before sharing (ex. Associated Press,

Reuters, NPR, NBC News, ABC News)

- Follow @betches_sup for results verified by several of those news outlets
- Amplify updates directly from election officials
- Flag misinformation to friends and family
- Follow local news outlets and reporters in your community ahead of time

In the words of Michael Scott, everybody stay calm. Stay f*cking calm! And follow @betches_sup
17.1k likes; 127 comments

Post #89

generally relatable content
excited about results

Me: I'm not dramatic
Me showing up to vote:



Big ballot energy @rickeythompson @betches_sup
603k likes ; 712 comments

When my boss asks why I wasn't at my computer
That movie poster in the background tho
@rickeythompson
@erica.a.taylor @katiefuentes
@formerlyksord @snhenley5 @kellyhughes33 @nicole.fonner

60 tagging friends
30 queer culture - voguing
23
4
3

Post #90

generally relatable content
yearning



Okay I'll say it...I wish I was on a private island with my closest inner circle pretending things were normal for a brief moment in time right now

4-Nov

arite let's go
If only I weren't poor
So does Jeffery Epstein
Shall we? @sarahwarschun @sim.adler @hannahablonsky @nicaelaryan @crystalgodfrey @brielleipstein @kandyroc_41 @dawn_dragon16 @catie.hk @iam_simplyashley @jazzamoe @agentred007 @katebeingsmall

60 tagging friends
24
16 topical
11
5

Maybe Kim was onto something. by @pandalise cohort of @betches_sup
112k likes ; 868 comments

Post #91

anti-work/life balance
experiences of late-stage capitalism
complaining about work



does anyone else think it's wild that we just have to like, wake up and go to work in the morning?

Fine but I'm not turning my camera on in meetings
I'm not doing that
So you guys agree we just won't?
The sitting president doesn't put in an adequate day's work, why should I?
Try being a therapist tomorrow. Send wine.

659
147
114
107
95
Comments agreeing with the post/building on the joke. community building through relatability.

Post #92

Work? In THIS uncertainty? @betches_sup
@whenshappyr
130k likes ; 919 comments

Anxious about results
experiences of late-stage capitalism
work from home/zoom meetings
complaining about work



Gonna have to cancel my 10am Zoom meeting on account of it's too early to call

Gonna have to take the rest of the month off
In Zoom chat: sorry my mic and camera aren't working right now
"sitting in a bathrobe with a face mask and sipping on a martini"
Our stats prof cancelled class
@jnpresman @alyblue92 @kd218 @bry_mcg
LOL @alyssarhone @karlachaon28 @courtney_mcconnell_

97 work from home/zoom meetings
19 tagging friends
6
4
3

Post #93

communal election experience

Anxious about results



November 3rd November 4th



Vibe check: how is everybody doing?
70.6k likes ; 569 comments

5-Nov

Post #94

communal election experience

Anxious about results



It feels like the week between Christmas and New Years because I don't know what's going on or what to do

I keep searching online for winter coats before remembering I have no where to wear it and logging off
I had a family size serving of lasagna at 9:30am yesterday because what it is anything anymore
I'm literally fucking miserable!!!
I'm also eating the same amount as I would that week too.
WHAT IS GOING ON

617
230
186
98
92

397
303
229
32
20

Post #95

communal election experience
Anxious about results
age related content

What day is it? Why do I have to work? Is it too early to start drinking?
134k likes ; 648 comments



"What happens in Vegas, stays in Vegas!"
- The people in charge of counting votes in Nevada

Pump some oxygen in there I know you've got it!
Nevada is that friend that's already late and says they're 5 min away and hasn't even gotten in the shower yet.
The second post
@velvetriflev @joehosif we know this is a lie
@_lizzyjs_ @kadialsop93 @tha1realmac omfg

363 tagging friends
172
34
5
3



All the other states to Nevada:



Not what we meant... Sign up for the @betches_sup daily newsletter to know WTF is going on at the link in bio or betches.co/sup
174k likes ; 1,368 comments



What a week, amirite? @bryanrussellsmith cohort of @betches_sup #reels #election
95.2k likes ; 3,376 comments

My eyeballs may fall out soon
The sad thing is this not dramatization... this is me. Every minute. Every hour
I'm fine it's fine !
Yes!!! Waking up at 3 am and you don't know where you are or what's going but somehow you do and you immediately grab your phone to check!
And we thought our screen time was high before

331
260
249
171
128

Post #96

communal election experience
Anxious about results

See posts #24, 58, 86

Post #97

communal election experience
Anxious about results

What if I'm doing both at the same time
Who's waiting 20 mins??
I'm just here to remind you to brush your teeth!

94 tagging friends
14
4
4



the fridge the electoral map



me checking every 20 mins in case there's something new

*** @jus525 @mooreallie_ @misscoleybaby @lizcarlino @aliciabozzoner @_hayleyjune_ @paigesommer_

3

Maybe this time will magically be different (and other lies I tell myself) @betches_sup @dietstartstomorrow
62.2k likes ; 466 comments

6-Nov

Post #98

communal election experience

Anxious about results

disbelief in continued inconvenience



Which felt longer: the past 3 days or the month of March? Honestly not sure

I don't know where I am even 231
I've gotten approx seven minutes of sleep this week 218
I'm so tired 70
The last 3 days... take me back to March actually I feel everyone was nervous and worried about each other!!! Coming together to help each other...all that has gone to SHIT! 41
All quarantine felt like a loop of hell 26

Welcome to March 27th. Time has lost all meaning and my eyeballs may fall out of my head.
143k likes ; 882 comments

Post #99

communal election experience

Anxious about results



my iPhone better not even think of sending me my screen time for this week

NOPE SIRI NOPE 73
It's called reading the room, me judgemental iPhone 19
I picked a bad week to set a time limit on Insta 19
I was thinking this yesterday! Lol 11
@b_amos421 @rod_amos89 @lainflight 4

tagging friends

Don't you DARE
by @kashmeredanny cohost of @natcpod
113k likes ; 908 comments

Post #100

Post Coding

generally relatable content



Erica
@eerrriicaa

I've worn a bra less than I've worn a mask this year

Tbh not mad about it.
credit/permission: @eerrriicaa
85.4k likes ; 716 comments

7-Nov Comments

likes_count

Comment Coding

- What's a bra 215
- Saw a tweet once: Say yes to ma 86
- Same with makeup 40
- same with pants 20
- Going strong since March the 16 19

Post #101

Non-Trump Support



The Betches Sup
@Betches_Sup

I'm so excited for the next season of the White House

- Trump2020. 147
- Can't wait for the episode where 131
- Pretty excited! Hopefully they kee 115
- Welcome to the downfall of the L 100
- LoL, we will wait and see who ma 98

Trump Support





FINALLY. @betches_sup
119k likes ; 516 comments

Post #102

generally relatable content
Anxious about results

The past two posts are exemplary of this dichotomy between relatable election content and political election content mentioned in the overall impression of the previous week



IDK who needs to hear this but it's officially not too early to start drinking

- Already ripping shots 158
- this year, he got unemployed, im 68
- Wait you guys stopped drinking? 46
- I AM ZEN & DRUNK AT THE SAM 27
- Champagne for Breakfast 2020 26



IDK who needs to hear this but you can finally relax your shoulders and unclench your jaw

underneath your jaw

Already afraid of my hangover tomorrow @whenshappyr
120k likes ; 802 comments

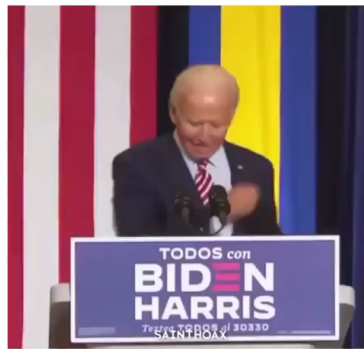
Post #103

democratic
excited about results
celebrating success of other w

Again, pro-democrats post attrac

 Miley Ray Cyrus
@MileyCyrus

Now THIS is a PARTY IN THE USA!



Do we think melania is filing for c
We want triumph back
It's like living in a nightmare
Unfollow.
yes bc cnn now tell us who our p

503 Trump Support
243
232
215
197

 chrissy teigen
@chrissyteigen

My god it feels like I just took off a
weighted blanket, unhooked my bra
and taken out my extensions all at
once

 Julia Louis-Dreyfus
@OfficialJLD

"Madam Vice President" is no longer a fictional character. [@KamalaHarris](#)



Seth Rogen 
[@Sethrogen](#)

They did this shit on Saturday so we could get fuuuuuuuuuucked up.

Sound on for today's anthem [@sainthoax](#)
[@mileycyrus](#)
[@chrissyteigen](#)
[@officialjld](#)
[@sethrogen](#)
355k likes ; 2,823 comments

Post #104

diet culture
generally relatable content



Jared Freid 
[@jtrain56](#)

I can't believe I haven't lost twenty

8-Nov

CANCEL JUSTIN'S!!!! Thanks @t	291
At least the Justin's taste better t	59
@traderjoes dark chocolate sunfl	33
Those Justin's peanut butter cup	21
THE AUDACITY	16

I can't believe I haven't lost twenty pounds after I chose the Justin's dark chocolate peanut butter cups instead of the Reese's.

I too was hustled, scammed, bamboozled, led astray! by @jaredfreid cohost of @uuppod via @dietstartstomorrow
147k likes ; 1,612 comments

Post #105

Ads
heterosexual

Throwaway content

WHY is there a Trump conspira



Toxic ish
Breaking~As a last ditch effort to
@therealsloane @christinacates_
@jesst0594
@penelope_chalk @jessmegan_

15 tagging friends
6
2
1
1

Or just say f*ck it, it's 2020. download our dating app @getshipped & start breaking the rules
6,381 likes ; 66 comments

Post #106

generally relatable content
relief from work

Throwaway content



I think I speak for everyone when I say I'm taking the next 2 weeks off

9-Nov

That means I get four weeks righ
See you then
Weeks? You mean the next two r
lolololol
@szerzie

56
26
6
3
3

...taking the next 2 weeks off

See you in 2021 tbh. @whenshappyr @betchestravel
63.2k likes ; 296 comments

Post #107

generally relatable content

Throwaway content



Showing up over dressed saying	489
main character energy, always	164
Girl be in some Hallmark Christm	65
The dancing Imao girl b	41
Naaaaa, mask on, identity hidder	24

Thank you, no autographs please.
credit/permission @yasmine_sahid
@betchestravel
421k likes ; 578 comments

10-Nov

Post #108

generally relatable content

Throwaway content

Class? Late Stage Capitalism?



My bank emailed me about unusual

The only bank call and news i wa	26	Is this another discussion of class?
	6	generally relatable content
	3	tagging
	3	friends
@lonibaby @afares3 @son_ofa_b	3	
@juliesmelansky @jessicajeryl @e	3	
@brooke_mc11 @larnslavik boun	3	
You @chelsea_tuckwood	2	

my bank emailed me about unusual activity and it turned out to be a direct deposit. They did have a point but still

Harsh, but fair.
credit/permission: @andrewschivone
72.1k likes ; 425 comments

Post #109

generally relatable content
relief from work
complaining about work
Throwaway content



Thank god for nighttime when you can stop feeling bad about not doing things and pretend that tomorrow you will do things

Tomorrow me > today me

Wonder if he has ever heard of a
Yes! @carlync @kbabkina
@tylrmckenzie @katelynmbaucor
@stefsnw @giorgi.pede me

175 generally relatable content
tagging
friends

11
2
2
2

Guess that's one upside of nighttime starting at 4pm.
credit/permission: @kevinfarzad
108k likes ; 801 comments

Post #110

relief from work
generally relatable content
pandemic common ground
disbelief in continued inconvenience
Throwaway content



11-Nov

Teachers be like "what are vaca
@mzzjerseygirl
@justinemiv @carladesanto @oo
@amysarahlevin @ashley.ylanko
@18kmart I'm on vacation tomor

195 generally relatable content
tagging
friends

7
4
4
4

remember when we got to use our vacation days for vacation? good times

Me working: sitting on the couch
My days off: sitting on the couch @betchestravel @whenshappyr
110k likes ; 1078 comments

Post #111

relief from work
generally relatable content
Throwaway content



Vodka is made from potatoes wh
No screen time after sunset? The
I'll sleep when I'm dead (please k
People who get a full 8 hours of s
Anyone who changes their sheet

92 generally relatable content
67
66
61
34

I swear by melatonin and by melatonin I mean Xanax. @taylajacksonn cohost of @letmefinish
20.1k likes ; 237 comments

12-Nov

Post #112

pandemic common ground
disbelief in continued
inconvenience
Throwaway content



me in march: hopefully we might be

Remember when we thought it w
... I bought a 2020 planner, jokes or
My event business has been obli
@juliamorg booking a trip in april

944 generally relatable content
360 tagging friends
55
32

me in March. Hopefully we might be
back to normal in 6 months
me now: might book a 2 week all
inclusive in 2025 but don't wanna be
unrealistic you know?

If it's not Paris 2021 it's all of Eur

9

Who remembers making plans?
credit/permission: @jxecker via @betchestravel
217k likes ; 3,948 comments

Post #113

pandemic common ground

Throwaway content



Betches

@betchesluvthis

Tbh I'm excited I can't see my family
this year so they won't ask me why
I'm single

I'm excited I won't see them so th
They won't ask when I'm having
need all the holiday vibes
At least I have an excuse this yea
@lalamichy and I'm happy they v

96

11 generally relatable content

11 tagging

11 friends

7

5

Instead i'll be binge watching @netflix 's new show Dash & Lily to fill the void of being alone and single #ad
35.8k likes ; 341 comments

Post #114

generally relatable content

Throwaway content



Paul F. Tompkins

@PFTompkins

It's the darkness at 4pm for me

Cool

I went to bed at 630pm on Mond

@maria282 @nsdurnan

@missorrell @ivy.mauney @ahew

316 generally relatable content

60 tagging

60 friends

31

4

3

This is time of year when I find myself thinking "Should I really start watching this movie now, it's almost 11" and then I look at the clock at its 6:45pm

Either way, it's my bedtime.
 credit: @pftompkins
 158k likes ; 1,64 comments

Post #115

generally relatable content
 disbelief in continued
 inconvenience
 dead inside

 **notanothertruecrimepod** @NATCpod
 Friday the 13th Friday the 13th,
 2020



Mom, can you pick me up? I'm scared. by @natcpod
 101k likes; 903 comments

Post #116

generally relatable content
 pandemic common ground

age related content

 **Betches** @betchesluvthis

Welcome to your 30s. Your joints sound like popcorn in the microwave

13-Nov

Double negative cancels each ot

Our last Friday the 13th was in M
 Is there a way to parkour over 20
 This whole year has been a Frida
 DM ASAP FOR MY SERVICE

235 generally relatable content

44
 40
 17
 4

generally relatable content

You didn't have to come for me t
 How dare you attack me and my
 Honestly 30s has been better the
 but don't worry because you als
 Everything tastes better in an air

261
 115
 84
 72
 60

sounds like popcorn in the microwave
and the only thing that brings you joy
is the random kitchen gadget you
splurged on in the beginning of
quarantine.

What's your favorite kitchen gadget and why is it an air fryer? @dietstartstomorrow
101k likes ; 1,830 comments