

Cancel Culture Forcing Individuals and Businesses to Take Ownership for their Actions

By Keiarra Bray

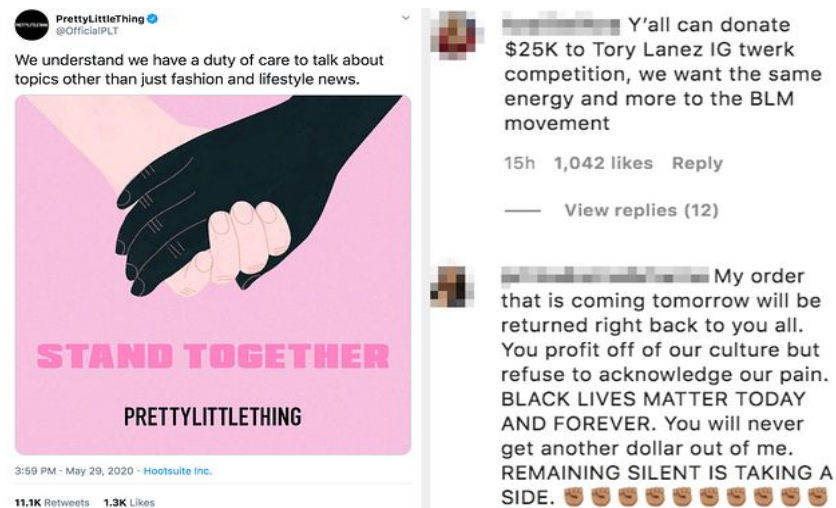
The pandemic and movements such as the Black Lives Matters Movement have shed light on the problematic injustices that have been established in America today. Many companies have had to restructure their businesses to be equitable for all individuals, something many employees believe is long overdue. I can remember being on social media during quarantine and seeing businesses exposed for controversial campaigns and having little to no diversity in their offices. Influencers who identified as a person of color were demanding companies to show the amount of people of color were working for their business. Individuals no longer wanted to hear companies say, we are working on rebuilding our company or our mission is to become more diverse. They wanted proof not statements. It is essential for companies to become transparent and no longer hide behind the false narrative of diversity they are constantly promoting online.



Sharon Chuter <https://www.instagram.com/p/CA-qFtVp2KN/>

Sharon Cuter is one of many other influencers who reminded consumers not to be overly hyped by companies saying they support the BLM movement or contribution towards philanthropy organizations. She reminded consumers many companies are doing this as a PR stunt to ensure they don't lose money. Companies need to be held accountable for their negligent actions and should not

rely on consumers to tell them when something on their platform is disrespectful or not inclusive of all identities. If consumers do not see proof in the changes companies say they are making, the brand should no longer receive the dollar of customers until changes are actually made.



Tweets from a [buzzfeed article](#) highlight the angry customers as brand showed lack of knowledge of their actions

A company should not be exposed for them to begin to have equitable standards for all employees and customers. This is a standard of business that should already be established. Having a more diverse staff will promote an environment inclusive of all identities and prevent companies from producing content that will blur the actions they are taking towards diversity and inclusion. Consumers must hold companies accountable for their actions and force companies to make effective decisions to create progressive change in their business.

"We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color."

- Maya Angelou