

SA EXCLUSIVE
**Laverne
Cox**

#SayYesToLove



ON
SALE
NOW!



Laverne Cox

22 Jan – 25 Feb 2018

COSMOPOLITAN

Web Content Marketing

COSMOxLaverne

4 119

Page Views

3 575

Unique Page Views

03:00

Average Time on Page



Social Media

COSMOxLaverne

2 023 969

Total Reach

44 314

Engagements

25 077

Link Clicks

229 981

Video Views



Laverne Cox

COSMO FEB COVER STAR

1 313 713 Engagements



Laverne Cox

Hashtag Performance

#COSMOxLaverne

6 375 527 reach

#SayYestoLove

11 401 739 reach

My drink of choice:
Black Tea, both iced & hot

If I were the president of the world, the first thing I'd do would be:
despatch a team to implement a plan to try to halt or reverse climate change & global warming as much as we can 🌍❄️

Currently in my handbag:
Spry Xylitol sugarfree gluten free mints

My favourite character on Orange Is the New Black is:
Suzanne Warren, aka Crazy Eyes ♡♡

A word I overuse:
literally 😭

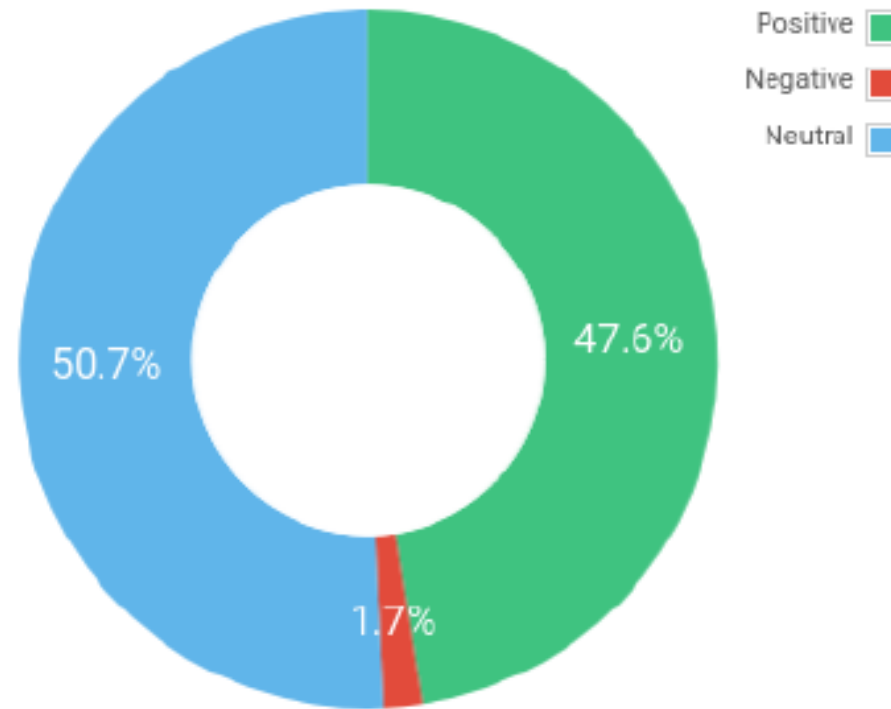
My favourite app:
pitch lab

The most important relationship lesson I've learnt so far:
I get what I believe I deserve in relationships. I must choose people 'response able' to give me what I want and deserve. I must no longer choose people not capable of showing up for me the way I deserve. I can't change people. I must choose different people.

My proudest moment:
Just that I am alive.. that I have managed to survive. I am a black trans woman living my dream & thriving. That's something to celebrate! 🐰👧

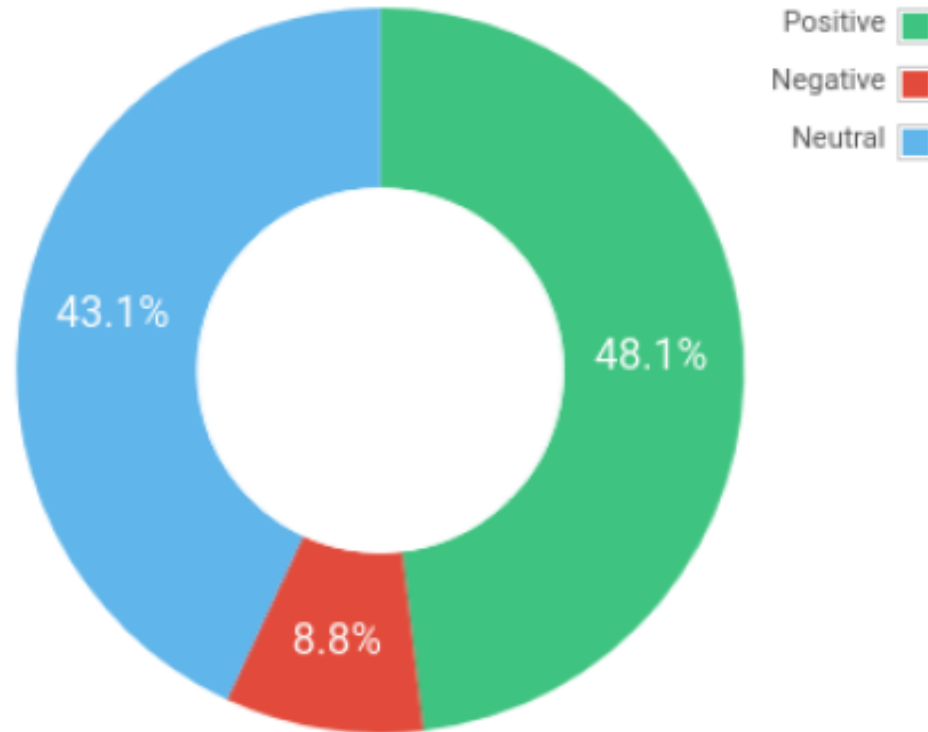
Photo: MURRAY CLOSE
COSMOPOLITAN | FEBRUARY 2016
COSMOPOLITAN.COM

Sentiment: #COSMOxLaverne



Sentiment Score : 96

Sentiment: #SayYesToLove



Sentiment Score : 84

Social Sentiment

Sentiment	#COSMOxLaverne	#SayYesToLove	TOTAL
Negative	1.7%	8.8%	10.5%
Neutral	50.7%	43.1%	93.8%
Positive	47.6%	48.1%	95.7%

Majority of social mentions were Positive and Neutral. The backlash or negative sentiment against this campaign was limited to only 10.5% of the overall conversation on Facebook, Twitter and Instagram.



Laverne Cox

Digital Campaign Content

Executive Summary

The Laverne Cox Cosmopolitan SA digital campaign reached a total of 2 023 969 people on social media.

A total of 44 237 people engaged with the social posts and the videos posted on Facebook, Twitter and Instagram was viewed 229 981 times.

Facebook proved to be the most successful form of social media for a campaign of this nature and size. The posts reached a total of 1 002 559 people and over 13 000 people engaged with the posts.

The content marketing had a total of 4 119 page views. This result may sound less successful when compared to the social media results, however many of the social media posts did not link to any content on the website. There were many images and videos posted and had no click throughs.

1. Content Marketing



#ICYMI: COSMO SA Makes History and Headlines With Our Feb 2018 Laverne Cox Cover

We've gone international! 🌍



Page Views: 1 065

Unique Page Views: 987

Average Time on Page: 03:15

URL LINK: <https://www.cosmopolitan.co.za/inthemag/laverne-cox-cosmo-south-africa-cover>

2. Content Marketing

WATCH: COSMO'S #SAYYESTOLOVE Campaign Video

'Love is inclusive and does not discriminate.'



Cleo Marcopoulos



Page Views: 1,174

Unique Page Views: 1,020

Average Time on Page: 03:11

URL LINK: <https://www.cosmopolitan.co.za/fashion/watch-cosmos-sayyestolove-campaign-video>

3. Content Marketing

5 Times Laverne Cox Was Inspirational AF

We could go on for days...



Lisa Katz



Page Views: 532

Unique Page Views: 486

Average Time on Page: 02:24

URL LINK: <https://www.cosmopolitan.co.za/inthemag/5-times-laverne-cox-was-inspirational-af>

4. Content Marketing

WATCH: Elle van der Burg Talks Transgender Rights and Being A Beauty Bad-Ass

'You don't start and you don't stop'



Page Views: 368

Unique Page Views: 340

Average Time on Page: 03:18

URL LINK: <https://www.cosmopolitan.co.za/beauty/watch-one-thing-elle-wants-stop-asking>

5. Content Marketing



Page Views: 980

Unique Page Views: 742

Average Time on Page: 02:18

URL LINK: <https://www.cosmopolitan.co.za/subscriptions>

Social Media

COSMOxLaverne



202 3969

Total Reach

44 237

Engagements

25 077

Link Clicks

229 981

Video Views



Facebook

Cosmopolitan SA

1 002 559

Total Facebook Reach

13 916

Engagements

22 806

Link Clicks

167 581

Video Views



Facebook

Date	Platform	Post URL	People Reached	Organic Reach	Paid Reach	Engagement	Clicks	Video Views
22/01/2018	Facebook	http://www.facebook.com/47804119688/posts/10157026576754689	270,706	219,991	50,715	317	5,346	88,552
22/01/2018	Facebook	http://www.facebook.com/47804119688/posts/10157026116639689	12,546	12,546	-	62	259	-
22/01/2018	Facebook	http://www.facebook.com/47804119688/posts/10157024939034689	124,936	59,218	65,718	6,342	5,096	-
23/01/2018	Facebook	http://www.facebook.com/47804119688/posts/10157015147119689	300	300	-	4	21	75
23/01/2018	Facebook	www.facebook.com/47804119688/posts/10157029717494689	62,731	4,848	57,883	375	1,052	-
23/01/2018	Facebook	www.facebook.com/47804119688/posts/10157030196124689	62,727	8,656	54,071	210	4,397	-
23/01/2018	Facebook	www.facebook.com/47804119688/posts/10157025173819689	98,264	9,819	88,445	1 020	1,228	43 353

Facebook

Date	Platform	Post URL	People Reached	Organic Reach	Paid Reach	Engagement	Clicks	Video Views
24-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015377409689	2,107	2,107	-	8	53	330
24-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015178084689	3,710	3,710	-	12	18	6
24-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015291329689	37,565	1,419	3,6146	89	317	11,132
24-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157025326954689	5,310	1,220	4,090	30	76	-
24-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157025284294689	36,602	2,361	34,241	278	792	-
25-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015315269689	354	354	-	4	90	22
25-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015283164689	13,231	13,231	-	100	302	-
25-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157025306209689	29,090	29,090	-	72	331	-

Facebook

Date	Platform	Post URL	People Reached	Organic Reach	Paid Reach	Engagement	Clicks	Video Views
26-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157037132124689	438	438	-	3	23	73
26-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015374254689	2,753	2,753	-	6	35	-
26-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157039618719689	2,925	2,925	-	55	115	-
30-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015389134689	3,477	3,477	-	12	31	-
30-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157015431334689	1,700	1700	-	-	28	186
30-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157054432954689	51 093	4,039	47,054	145	444	12,884
31-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157058576969689	31,009	6,790	24,219	4,170	426	-
31-Jan-2018	Facebook	http://www.facebook.com/47804119688/posts/10157058502729689	900	900	-	1	121	150

Facebook

Date	Platform	Post URL	People Reached	Organic Reach	Paid Reach	Engagement	Clicks	Video Views
12-Feb-2018	Facebook	https://www.facebook.com/CosmopolitanSA/photos/a.437791434688.216469.47804119688/10157077500954689/?type=3&theater	7,810	7,810	-	52	124	-
15-Feb-2018	Facebook	https://www.facebook.com/CosmopolitanSA/photos/a.437791434688.216469.47804119688/10157107772849689/?type=3&theater	1,668	1,668	-	5	7	-
21-Feb-2018	Facebook	https://www.facebook.com/CosmopolitanSA/videos/10157127428904689/	22,313	342	21,971	49	184	7,066
24-Feb-2018	Facebook	https://www.facebook.com/CosmopolitanSA/posts/10157138488819689	522	522	-	2	5	-

- Total Facebook Reach: 1 002559
- Total Facebook Organic Reach: 448, 313
- Total Facebook Paid Reach: 518 969
- Link Clicks: 22 806
- Video views: 167 581

Facebook

 **Cosmopolitan SA**
January 22 at 7:09pm · 🌐

All the questions you have ever wondered about Laverne Cox we had her answer on set during our #COSMOFebruary shoot 🥰💕 From celeb crush to her most treasured possession, listen as she dishes all! 🌈💎⚡
#COSMOxLaverne #TransIsBeautiful 🧡🧡🧡🧡🧡🧡🧡



88K Views

 Like  Comment  Share

  You and 127 others [Top Comments](#) ▾


23 Shares 3 Comments

 **Cosmopolitan SA**
January 22 at 8:00pm · 🌐

February is the month of lurrv ❤️ and what better way to celebrate it than to giveaway a lingerie set! 🥰 Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a La Senza set worth R1500 🤖👉💕 T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.



 Like  Comment  Share

  57 [Top Comments](#) ▾

Facebook

 **Cosmopolitan SA**
January 23 at 1:00pm · 🌐

#TransIsBeautiful, YES it is! 🏳️‍🌈💕💖💗💙💜 Trans women deserve to be loved, out in the open, and in the light' says the amazing Laverne Cox on our cover this month! ❤️

She's made history as the first openly transgender person to be nominated for a Primetime Emmy Award in the acting category 🏆 and she is also the first to have a wax figure of herself at Madame Tussauds 🗿, now in a GLOBAL first for COSMO she features as our incredible cover star! ✨ Get it, girl! #COSMOFebruary #COSMOxLaverne #TransIsBeautiful



71 Views

👍 Like 💬 Comment ➦ Share

4

 **Cosmopolitan SA**
January 22 at 8:02am · 🌐

Say WHAT? #SayYesToLove 🏳️‍🌈 And this month's issue is filled with it! ❤️ In this South Africa exclusive Laverne Cox stars as COSMO's first ever openly trans cover girl! ALSO, #LGBTQI+ allies and activists on Love in 2018 ❤️ You don't want to miss this one! #COSMOxLaverne #COSMOFebruary #TransIsBeautiful ✨

Check out the behind the scenes footage and our Q&A with her here: <http://bit.ly/2DWU33W> ❤️



71 Views

👍 Like 💬 Comment ➦ Share

Udayshia Vencatasu and 3.1K others Top Comments ▾

Facebook

 **Cosmopolitan SA**
January 23 at 2:02pm · 🌐

We're making waves! 🏳️‍🌈
Shout out to everyone involved with the impeccable #COSMOFebruary issue ft cover star Laverne Cox 🏳️‍🌈 #COSMOxLaverne!



#ICYMI: COSMO SA Makes History and Headlines With Our Feb 2018 Laverne Cox Cover - Cosmopolitan
Laverne Cox is the first openly transgender woman in HISTORY to grace the...
COSMOPOLITAN.CO.ZA [Learn More](#)

👍 Like 💬 Comment ➦ Share

👍❤️👍 307 Top Comments ▾

25 Shares 7 Comments

 **Cosmopolitan SA**
January 23 at 7:00pm · 🌐

We're so overjoyed to be able to share Luke's story! Read more here:
#SayYesToLove #TransIsBeautiful 🏳️‍🌈❤️



My Transition Story – Luke, 13: 'Live Your Truth' - Cosmopolitan
For Capetonian Luke Uria, 13, transitioning from a girl to a boy has been life changing and liberating. Read his story and learn more about transgender, here.
COSMOPOLITAN.CO.ZA [Learn More](#)

👍 Like 💬 Comment ➦ Share

👍❤️👍 141 Top Comments ▾

19 Shares

Facebook

 **Cosmopolitan SA** January 23 at 8:00am · 🌐

We believe in love for ALL, and we're here to #SayYesToLove 🏳️‍🌈 Love does not discriminate ❤️💛💚💜💙 Pick up our #COSMOFebruary issue to see 🌈 #LGBTQI+ Influencers represent in our #COSMOFashion pages!

Featuring: @k.skits @nkulsey @felagucci @desiremare @glowmamiii @angel_h0 @qqeezyy @k.dollahz @sydneydavy @qinisovandamme @youngfanisun @armanddicker @antdane @celeste.yes @_eerin @chasmusslewhite @junaid_rwt

🎥 Video by: Jean-Pierre Whitfield ❤️



21K Views

👍 Like 💬 Comment ➦ Share

👍👎👤 384 Top Comments ▾

84 Shares 26 Comments

 **Cosmopolitan SA** January 23 at 9:00am · 🌐

Find out more about our incredible #COSMOFebruary cover star, Laverne Cox, here:
#COSMOxLaverne #TransIsBeautiful



5 Things You Didn't Know About Laverne Cox-
Cosmopolitan SA

Just in case you missed the MASSIVE news (where have you been?) – the incredible actress and activist, Laverne Cox is on the cover of our February issue!
COSMOPOLITAN.CO.ZA

👍 Like 💬 Comment ➦ Share

👍👎👤 8

1 Share

Facebook

 **Cosmopolitan SA** January 24 at 8:00pm · 🌐

Hello lovelies, listen up! 🗣️ We grabbed transgender model and activist, Elle van der Burg, for a little game of 'hey let's break it down real quick' and sis done the things 🙌🏽👏

Want to see more of the self-proclaimed princess of darkness? 🌑 Pick up the #COSMOFebruary #COSMOxLaverne issue and see her stunt in our main beauty spread 💅 #COSMOBeauty #SayYesToLove #LGBTQI+



330 Views

👍 Like 💬 Comment ➦ Share

👍❤️ 8

 **Cosmopolitan SA** January 24 at 8:00am · 🌐

Scream and shout it out! 🗣️ Let your voice be heard! ❤️ Don't ever be scared to voice your feelings in any situation. You are valued! 🙌🏽 Our #COSMOFebruary cover star Laverne Cox said it best! 'Your voice matters... The truth will set you free' #COSMOxLaverne #TransIsBeautiful Pick up this month's issue to see more of this incredible beauty xx



👍 Like 💬 Comment ➦ Share

👍❤️ 11

Facebook

 **Cosmopolitan SA** January 24 at 10:00am · 🌐

Let's play a game of word association with our incredible cover star Laverne Cox! 🤔 How does she describe herself in one word? 'ICONIC' and we obviously agree! 🙌

Want to see more of this *actual* ANGEL? 🤩 Pick up our #COSMOFebruary issue and find out more! #COSMOxLaverne #WorldExclusive #TransIsBeautiful



Word Association with
Laverne Cox

11K Views

 Like  Comment  Share

 67 [Top Comments](#) ▾

5 Shares 2 Comments

 **Cosmopolitan SA** January 24 at 10:00pm · 🌐

We LOVE LOVE LOVE our #COSMOFebruary cover star Laverne Cox! 🌈💎

#COSMOxLaverne #TransIsBeautiful



5 Times Laverne Cox Was Inspiring AF- Cosmopolitan SA

Not only is she an Emmy nominated actress and producer, Laverne Cox is well known for her role as a body positive activist.

[COSMOPOLITAN.CO.ZA](#) [Learn More](#)

 Like  Comment  Share

 26

3 Shares

Facebook

Cosmopolitan SA
January 24 at 11:00am · 🌐

We're honestly so obsessed! #SayYesToLove 🏳️‍🌈💕



You Need to See Our #SAYYESTOLOVE Campaign Video

ICYMI, COSMO collaborated with seventeen LGBTQIA+ advocates to celebrate love in all its fabulous and fluid forms with this #SAYYESTOLOVE campaign.

[COSMOPOLITAN.CO.ZA](https://www.cosmopolitan.co.za) [Learn More](#)

👍 Like 💬 Comment ➦ Share

👍👍👍 243 [Top Comments](#)

12 Shares 6 Comments

Cosmopolitan SA
January 25 at 7:00pm · 🌐

For the longest time, it's been generally accepted that the idea of gender is based purely on your sex assigned at birth 🧑🏻🧑🏼🧑🏽🧑🏾🧑🏿 It's high time to throw out the 'norms' and rethink gender! 🗑️ Pick up our #COSMOFebruary #SayYesToLove issue to read about this topic 📖👩🏻👨🏻



IDENTITY

ATTRACTION

SEX


90 Views

👍 Like 💬 Comment ➦ Share

👍 2 [Top Comments](#)


1 Share 1 Comment

Facebook

 **Cosmopolitan SA** January 25 at 9:00am · 🌐

From our beauty pages and onto your face! Watch as Elle van der Burg shows you how to get your glitter on! 🌈

#COSMOBeautyClub #COSMOFebruary #SayYesToLove



3 Glitter Rainbow-Inspired Makeup Looks You Need To Try

You don't have to shy away from wearing glitter and rainbow. Check out this video to see how you can wear glitter and rainbow makeup looks on the regular

[COSMOPOLITAN.CO.ZA](https://www.cosmopolitan.co.za) [Learn More](#)

👍 Like 💬 Comment ➦ Share

👍❤️ 39 [Top Comments](#) ▾

1 Share

 **Cosmopolitan SA** January 25 at 8:00am · 🌐

First of all, Laverne Cox is a KWEEN! 🌈👑 Second of all, pick up our issue to see our **WORLD EXCLUSIVE** with this beauty 🌈 #COSMOxLaverne #COSMOFebruary #TransIsBeautiful



'I'm a black trans woman living my dream and thriving'
- Laverne Cox

👍 Like 💬 Comment ➦ Share

👍❤️ 70 [Top Comments](#) ▾

5 Shares 8 Comments

Facebook



Cosmopolitan SA

February 1 at 8:00pm · 🌐

Oh, hey there Holly Meadows 🙋 Turn up the volume to hear as our editor dishes on what's in store for you when you pick up the #COSMOFebruary #SayYesToLove issue 🥰❤️ #COSMOxLaverne!



215 Views



Like



Comment



Share



👍 2



Cosmopolitan SA

January 31 at 9:45pm · 🌐

Did you catch us on SABC 3's The Scoop with Khanyi Mbau this eve? 🌟📺 Watch it again, here! 😊😄 Then make sure you've got your hands on this historic issue, in stores now! #COSMOxLaverne 🇷🇺❤️



149 Views



Like




Comment



Share




Facebook

 **Cosmopolitan SA** is with Portia Phoshy. January 31 at 4:30pm

Yup, that's right 🙌 We're still giving away La Senza South Africa sets for the month of LOVE ❤️

Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a La Senza South Africa set worth R1500 🙌❤️👉 T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.



Like Comment Share

1.7K Top Comments

5 Shares 5 Comments

 **Cosmopolitan SA** January 30 at 8:00am

Oh yes it will! ❤️ Our #COSMOFebruary cover star Laverne Cox serving up some real truth tea 🙌 #SayItSis #COSMOxLaverne #TransIsBeautiful



Like Comment Share

10 Top Comments

Facebook

 **Cosmopolitan SA** January 30 at 9:00pm · 🌐

You've seen her in our #COSMOFebruary issue and now you want to know more about the princess of darkness Elle van der Burg? 🌟🌟 OBVIOUSLY, tap for sound to get to know this cutie a little better! 🌈🌟💎
#SayYesToLove #LGBTQI+ Pick up our Feb issue to see her feature in our main beauty spread xx



185 Views

👍 Like 💬 Comment ➦ Share 🌐

 **Cosmopolitan SA** January 30 at 11:32am · 🌐

Hey COSMO girls! 🌟 Checkout Moyin Olorunfoba's coverage of The Sun Met here ➦

Who was your best dressed? 🤔 Also, check out what your fave's thought of our #COSMOxLaverne issue! 🌈 #COSMOCelebs ft: Usain Bolt Demi-Leigh Nel-Peters Minnie Dlamini Ayanda Thabethe Melinda Bam Official LALLA Hirayama Nomuzi "Moo-zlie!" Mabena Dineo Moeketsi Kim Jayde DashRSA Anatii



12K Views

👍 Like 💬 Comment ➦ Share 🌐

👍❤️ 44 [Top Comments](#) ▾

Facebook

 **Cosmopolitan SA** February 1 at 9:00am · 🌐

Ok, we totally CANNOT handle the cuteness of these cuties! 🥰 We're stanning them FOREVER 🥰🇳🇷 #COSMOFebruary #SayYesToLove

We grabbed the #LGBTQI+ advocates and allies for a quick Q&A during their shoot for our #COSMOxLaverne issue 🌟 Pick it up in stores now! 🇳🇷



7.7K Views

 Like  Comment  Share 

 Aidan T2bias, Patrick Visser and 61 others Top Comments ▾

12 Shares 3 Comments

 **Cosmopolitan SA** January 26 at 12:00pm · 🌐

YASSSS, come through style kweens! 👑🌟 #COSMOxLaverne #TransIsBeautiful



These Are The Transgender Models' Whose Style We're Obsessed With

COSMO Fashion celebrates the increasingly visible 'T' in LGBTQI+ being represented by fashion with highlights of designers and brands embracing trans...

COSMOPOLITAN.CO.ZA

 Like  Comment  Share 

 7

Facebook


 **Cosmopolitan SA**
January 26 at 9:00pm · 🌐

On the real though? Should you come out at work? 🏳️‍🌈 Let us know your thoughts and experiences below and then pick up our issue to read as our two #LGBTQI+ influencers Malibongwe Tyilo and Yoliswa Mqoco - Brand Influencer and Plus Size Model shed light on this topic! #COSMOFebruary #SayYesToLove #RealTalk #COSMOTalks 🍷🍷🍷🍷🍷🍷

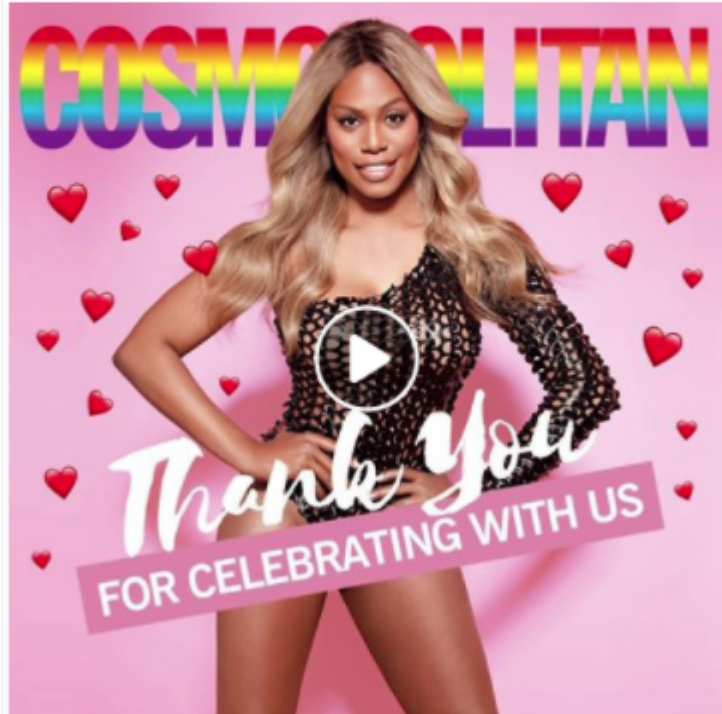


 Like  Comment  Share 

4 Top Comments ▾

 **Cosmopolitan SA**
January 26 at 8:30am · 🌐

We cannot begin to express how grateful we are for ALL the LOVE we have received for our #COSMOxLaverne issue ❤️ The overwhelming support from all over the world has truly warmed our hearts! 🌟 This amazing issue would not be possible without the phenomenal Laverne Cox and everyone who made the shoot possible, all the activists in our issue, *BUT* most importantly, YOU! 🥰 THANK YOU! ❤️ #COSMOxLaverne #TransIsBeautiful #SayYesToLove



71 Views

Facebook



Cosmopolitan SA

Published by Ashleigh Engel [?] · February 7 ·

You've seen her in our [#COSMOFebruary](#) issue and now you want to know more about the princess of darkness [Elle van der Burg](#)? 🌟🌟 OBVIOUSLY, tap for sound to get to know this cutie a little better! 🙌🌸👑
[#SayYesToLove](#) [#LGBTQI+](#)



Cosmopolitan SA

Published by Ashleigh Engel [?] · February 8 at 9:00am ·

Don't be a 'taco-blocker' 🤔👤



WATCH: Elle van der Burg Decodes LGBTQI+ Terms

This month COSMO is all about [#SayYesToLove](#) and all types of love. Watch as Elle van der Burg takes us on crash course on how not to be a hater on love.

[COSMOPOLITAN.CO.ZA](#)


[Learn More](#)

Facebook

 **Cosmopolitan SA**
February 12 at 8:00am · 🌐

It's your final chance to enter to win this gorgeous lingerie set 🍷🍷🍷
Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a La Senza set worth R1500 🙌🏻💕💕 T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.



 **Cosmopolitan SA**
February 15 at 3:00pm · 🌐

WATCH: Our editor [Holly Meadows](#) recently sat down with [Maggs on Media](#) to discuss our #COSMOxLaverne #SayYesToLove February issue and why representation in media matters

<http://bit.ly/2EJTmug>



Facebook

 **Cosmopolitan SA** ***
Published by Lisa Jane Katz [?] · February 24 at 5:00pm · 🌐

Yas! Our #SayYesToLove cover star, Laverne Cox has just dropped her first single and music video! WATCH it here! 📺 🎧 🎵



WATCH: Laverne Cox Just Dropped Her First Single #BeatForTheGods
Laverne Cox's new single and music video is a 'dance song' about 'living your life'...
COSMOPOLITAN.CO.ZA

CosmopolitanSA

Instagram

328 701

Total Reach

7 992

Total Engagements

441

Total Link Clicks

44 984

Total Video Views



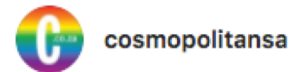
Instagram

Date	POST URL	Reach	Engagement	Clicks	Video Views
24/02/2018	https://www.instagram.com/p/Bfkwi3nGKk/	5 791	128	n/a	n/a
21/02/2018	https://www.instagram.com/p/BfgsDI-H9KS/	6 830	174	n/a	n/a
21/02/2018	https://www.instagram.com/p/Bfc6AW6Hlqo/	16 480	257	59	3 542
20/02/2018	https://www.instagram.com/p/BfariDvHCQO/	6 434	549	n/a	n/a
19/02/2018	https://www.instagram.com/p/BfYsiMlnwQ4/	6 798	249	n/a	n/a
19/02/2018	https://www.instagram.com/p/BfXuuwDHWBc/	4 957	138	n/a	n/a
18/02/2018	https://www.instagram.com/p/BfU8Ly-HSGp/	6 461	200	n/a	n/a
16/02/2018	https://www.instagram.com/p/BfQ-KDVnMOM/	4 724	95	n/a	n/a
15/02/2018	https://www.instagram.com/p/BfOLnuanbCx/	5 302	110	n/a	n/a
15/02/2018	https://www.instagram.com/p/BfNbibnn8qT/	4 645	85	n/a	1 571
14/02/2018	https://www.instagram.com/p/BfIR815nFA7/	5 984	161	n/a	n/a
13/02/2018	https://www.instagram.com/p/BfIR815nFA7/	6 886	256	n/a	n/a
12/02/2018	https://www.instagram.com/p/BfFfb-IHBBO/	6945	196	n/a	n/a

Instagram

Date	POST URL	Reach	Engagement	Clicks	Video Views
08/02/2018	https://www.instagram.com/p/Be8KFTonJ9s/	7 599	166	n/a	N/A
07/02/2018	https://www.instagram.com/p/Be5COgQnQA4/	5 714	99	n/a	N/A
05/02/2018	https://www.instagram.com/p/Bez5Wg3H0-v/	7 186	187	n/a	N/A
04/02/2018	https://www.instagram.com/p/Bew5EeHHRyx/	6 569	164	n/a	2 463
30/01/2018	https://www.instagram.com/p/BekBGORHu9c	4 744	110	n/a	n/a
26/01/2018	https://www.instagram.com/p/BeZt7EOonCTj	5 760	184	n/a	1 638
25/01/2018	https://www.instagram.com/p/BeYibEsAe9B/	5 540	106	n/a	1 809
25/01/2018	https://www.instagram.com/p/BeXJJFxnmp-/	11 582	571	n/a	N/A
24/01/2018	https://www.instagram.com/p/BeVv7WPnvHG/	35 617	154	166	11 581
24/01/2018	https://www.instagram.com/p/BeVlv3sHrh9	9 785	257	29	N/A
24/01/2018	https://www.instagram.com/p/BeUkVL8nOkL	7 993	324	n/a	N/A
23/01/2018	https://www.instagram.com/p/BeSh5aOHjCl	8 174	148	n/a	2 201
23/01/2018	https://www.instagram.com/p/BeR_is5nUNH/	56 512	816	43	20 179
22/01/2018	https://www.instagram.com/p/BePawVhnqr9/	22 063	1 625	102	N/A
22/01/2018	https://www.instagram.com/p/BeQnAdCHjJU/	45 626	483	42	N/A

Instagram



cosmopolitansa Say WHAT?
#SayYesToLove 🏳️‍🌈 And this month's issue is filled with it! 💕 In this South Africa exclusive @lavernecox stars as COSMO's first ever openly trans cover girl! ALSO, #LGBTQI+ allies and activists on Love in 2018 💕 You don't want to miss this one! #COSMOxLaverne #COSMOFebruary #TransIsBeautiful ⭐

Load more comments

- edgy.tyler.bowers YESSSSSSS ×
QUEEEEEEN 🏳️‍🌈💕💕💕💕💕
- chayskyla 😍🏳️‍🌈 ×
- abhrrfh Yes yes yes!!! LOVE me some @lavernecox ❤️❤️💕💕💕 ×
- nicoleduminie 🏳️‍🌈💕💕💕💕 ×
- emirakgun_ Amazing! 🏳️‍🌈👏 ×
- fade_to_a_black_tie 🏳️‍🌈💕💕💕💕 ×

❤️ 🔍
1,515 likes

JANUARY 22

Add a comment...

Instagram



cosmopolitansa

cosmopolitansa We believe in love for ALL, and we're here to #SayYesToLove 🌈 Love does not discriminate 🖤👤💛💚💜💙💖 Pick up our #COSMOFebruary issue to see #LGBTQI+ activists and allies represent in our #COSMOFashion pages 🌈 Ft: @k.skits @nkulsey @felagucci @desiremarea @glowmamiii @angel_h0 @qqeezyy @k.dollahz @sydneydavy @qinisovandamme @youngfanisun @armanddicker @antdane @celeste.yes @_eerin @chasemusslewhite @junaid_rwt 📺 Video by: @jeanpierre_whitefield 💖

Load more comments

fluorescent_adolescent_ @plain.se ×
di

gigglesmadz @desiremarea 🍌🍌🍌 ×

freethe_andz @celeste.ves ×



15,380 views

JANUARY 23

Add a comment...



Instagram



cosmopolitansa • Follow

cosmopolitansa First of all, @lavernecox is a KWEEN! 🗨️😂 Second of all, pick up our issue to see our WORLD EXCLUSIVE with this beauty 🗨️ #COSMOxLaverne #COSMOFebruary #TransIsBeautiful

melnatalie21 Kween things 🗨️👏👏

_shesoyummy Gorgeous 😍

sarahleebeckett Yaaaaaaas Kween 🗨️👏

heyayumihereisbee Did they really removed her nipples from this photo? 😂 #freethenipple also she looks stunning!!

james.meade 🗨️👏

james.meade @heyayumihereisbee no, "they" did not 😂 lol, #pasties

tshereazania You go girl!

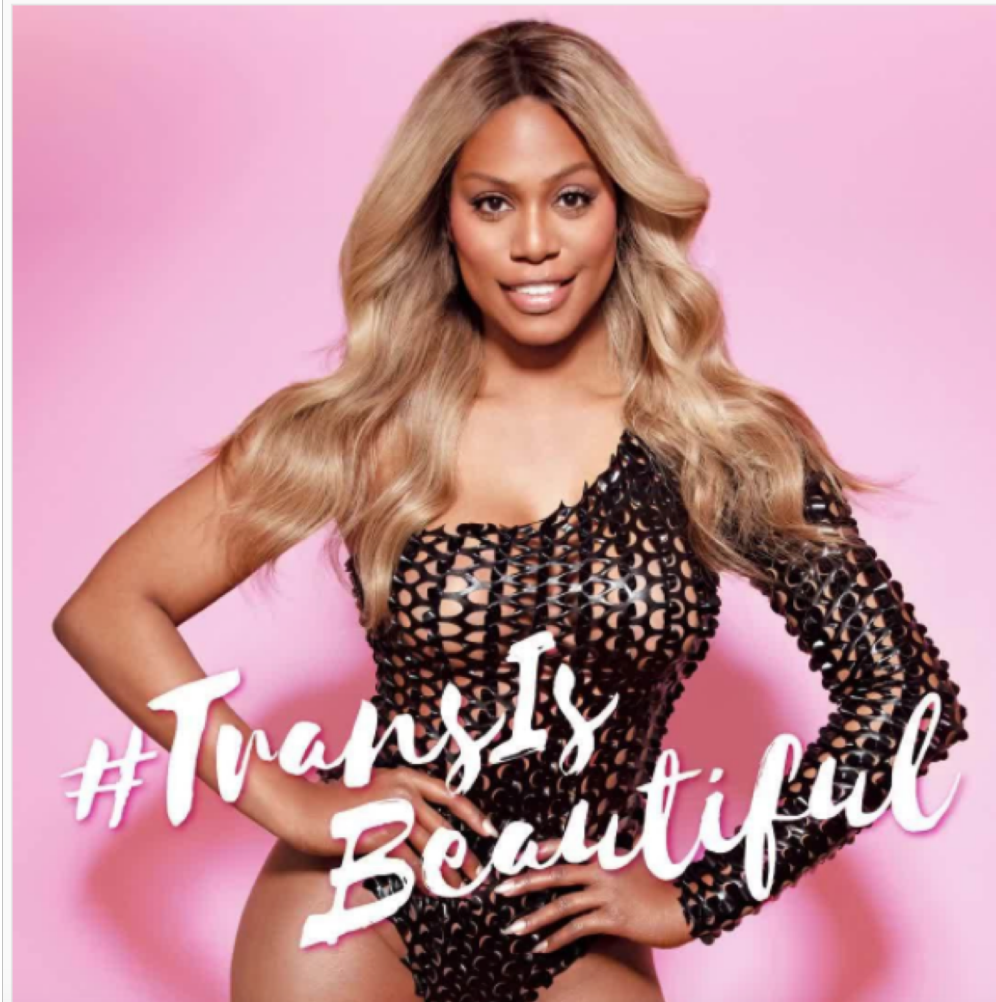
teardrop407 Gleaming with beauty

yolandacurtis5310 Beautiful!



555 likes

Instagram



cosmopolitansa

cosmopolitansa #TransIsBeautiful, YES it is! 🌸💖💗💙💜 'Trans women deserve to be loved, out in the open, and in the light' says the amazing @lavernecox on our cover this month! 💖

She's made history as the first openly transgender person to be nominated for a Primetime Emmy Award in the acting category 🏆 and she is also the first to have a wax figure of herself at Madame Tussauds 🗺️, now in a GLOBAL first for COSMO she features as our incredible cover star! ⭐ Get it, girl! #COSMOFebruary #COSMOxLaverne #TransIsBeautiful

tommiefourie Way to go Cosmo! 🙌 ✖



emaniversatilefashionjunkie ❤️ ✖



2,185 views

JANUARY 23

Add a comment...



Instagram



cosmopolitans • Following

cosmopolitans For the longest time, it's been generally accepted that the idea of gender is based purely on your sex assigned at birth 🇺🇸🇺🇸 It's high time to throw out the 'norms' and rethink gender! 🌈🌈 Pick up our #COSMOFebruary #SayYesToLove issue to read about this topic 📖📖📖

leahcrowleyofficial I think humanity was conditioned since we were children such as boys wear blue, girls wear pink, etc... It's quite sad when our ancestors make us into a shadow of their own insecurities and upbringings. It's so beautiful how equality is progressing now. There will always be ignorance with anything but I'm glad there is change and to see more people happy and comfortable and being themselves it's so beautiful!! Seeing people happy makes me happy! Much love, AC x



1,809 views

JANUARY 25

Add a comment...



Instagram



cosmopolitansa • Follow

cosmopolitansa Oh yes it will! ❤️ Our #COSMOFebruary cover star @lavernecox serving up some real truth tea 🗨️ #SayItSis #COSMOxLaverne #TransIsBeautiful



109 likes

JANUARY 30

Instagram



cosmopolitansa • Follow

cosmopolitansa Yup, that's right 😊 We're still giving away @lasenza sets for the month of LOVE ❤️ Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a @lasenza set worth R1500 🤑💎💎 T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.

anthonycrowleyofficial What are the terms and conditions? x

nkubeshnie #COSMOCaptured #COSMOxLaverne #COSMOFebruary

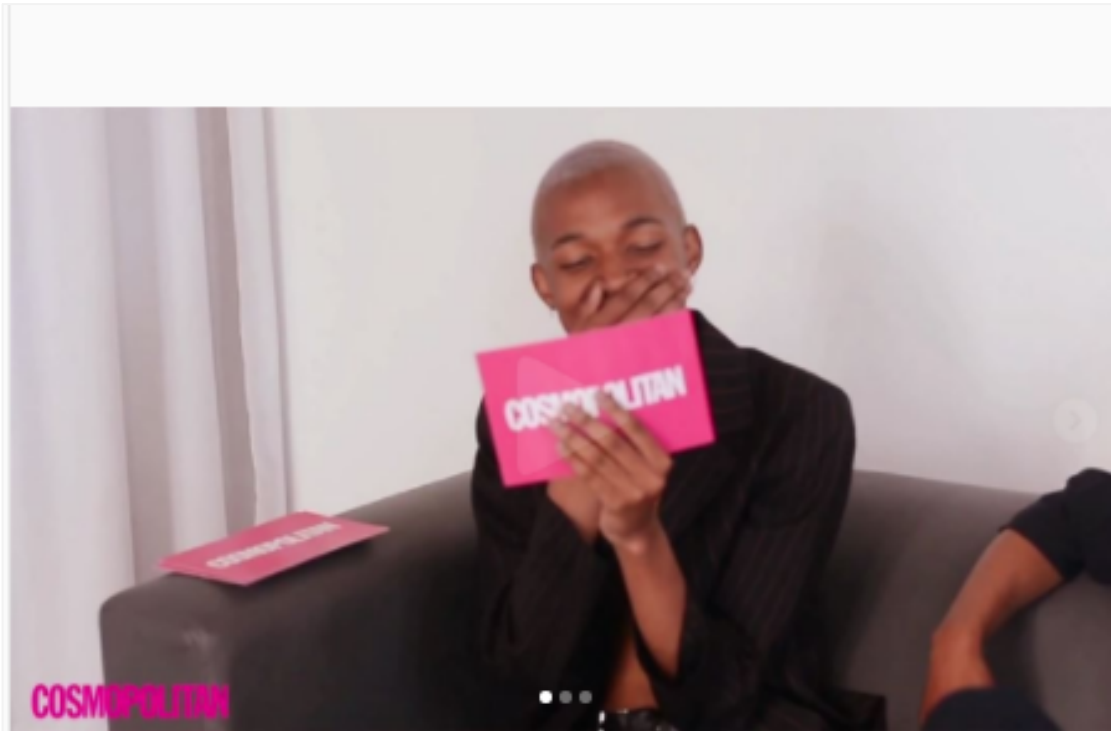
zanellebreedt love THE lingerie



308 likes

JANUARY 30

Instagram



cosmopolitansa • Follow

cosmopolitansa Ok, we totally CANNOT handle the cuteness of these cuties! 😍 We're stanning them FOREVER 🏳️🌈 #COSMOFebruary #SayYesToLove We grabbed the #LGBTQI+ advocates and allies for a quick Q&A during their shoot for our #COSMOxLaverne issue ⭐ Pick it up in stores now! 🏳️🌈 Featuring: @k.skits @nkulsey @k.dollahz @sydneydavy @armanddicker @antdane @celeste.yes @_eeerin @chasmusslewhite @junaid_rwt 🌟



236 likes

FEBRUARY 1

Instagram



cosmopolitansa • Follow

cosmopolitansa Glitter Lips 🌟 Glitter Cheeks 🌟 Rainbow Eyeliner 🌟 We did THAT! 🌟 Watch as our team creates the amazing beauty looks on @baby_caramelle as seen in our February issue ❤️ Tag us if you recreate any of these, we would LOVE to see you SLAY! #COSMOBeautyClub #COSMOxLaverne #COSMOFebruary #SayYesToLove #TransIsBeautiful

jaaymathers So Good!

cosmopolitansa @jaaymathers tooooo good ❤️

stols_willicute Princess of darkness...😏

emaniversatilefashionjunkie 😂😂😂

i8m0n_s.h.y.s.e_t1me Gayyyyy

baby_caramelle @i8m0n_s.h.y.s.e_t1me what can I say? I do happen to swing all

281 likes

3,193 views

FEBRUARY 2

Instagram



The image shows a collection of items: a black lace lingerie set (bra and panties), a pair of blue denim jeans, a black quilted handbag, and a copy of Cosmopolitan magazine. The magazine cover features Laverne Cox and the headline 'MAKE SEX LESS...'. The Instagram post includes the profile name 'cosmopolitansa', a caption about a Valentine's Day contest, and several comments from users.

C cosmopolitansa • Follow

cosmopolitansa Lingerie for Valentine's day? Groundbreaking! 🤯 You know you want this set though! 😊 Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a @lasenza set worth R1500 🙌❤️ T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.

mandisa5581 Indeed groundbreaking

ameenaxkhan 😊🙌❤️

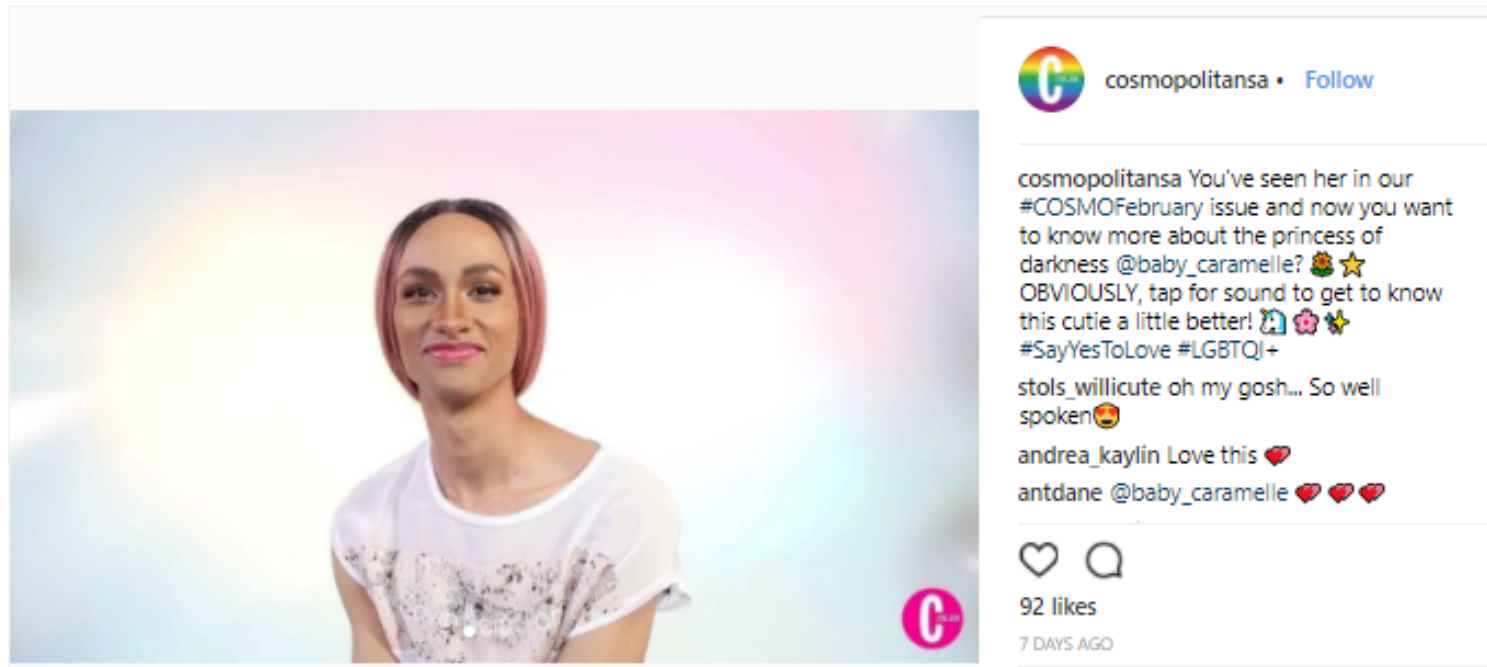
accessorizesa ❤️🙌

nastassjadamon When is the competition winner announced? 🙌❤️

176 likes


FEBRUARY 5

Instagram



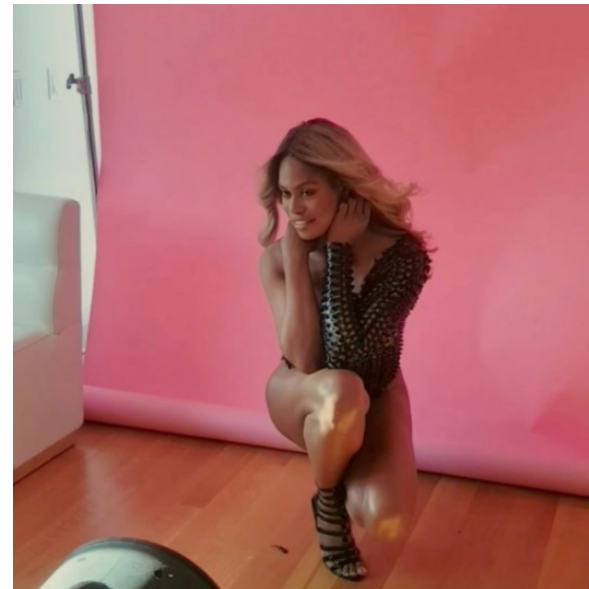
Instagram




 cosmopolitansa • Follow

cosmopolitansa THIS 🥰 IS 🥰 EVERYTHING 🥰
🥰 We absolutely adore this sketch of our
#COSMOFebruary cover star @lavernecox by
@criativedesenho 🥰🥰🥰🥰🥰🥰 #regram
#COSMOxLaverne #TransIsBeautiful
leighkinross 🥰
criativedesenho Thank You 🥰🥰🥰
isadora_s_melo amazing 🥰🥰🥰🥰
stols_willcute Here 🥰 for 🥰 it 🥰

 
157 likes
5 DAYS AGO



 cosmopolitansa • Follow

cosmopolitansa Throwback to some BTS
action with our incredible cover star
@lavernecox 🥰🥰 Double tap if you have
already picked up this ICONIC issue, and if
you haven't yet... What are you doing boo?!
🥰🥰 #COSMOxLaverne #TransIsBeautiful
#SayYesToLove
deborahmutund Fierce!
cosmopolitansa @deborahmutund so fierce!
🥰
michalahfrancis Absolutely loving this issue

 
2,278 views
4 DAYS AGO

Add a comment...

Instagram



cosmopolitansa • Follow

cosmopolitansa We cannot begin to express how grateful we are for ALL the LOVE we have received for our #COSMOxLaverne issue ♥ The overwhelming support from all over the world has truly warmed our hearts! 🥰 This amazing issue would not be possible without the phenomenal @lavernecox and everyone who made the shoot possible, all the activists in our issue, *BUT* most importantly, YOU! 🙏 THANK YOU! ♥ #COSMOxLaverne #TransIsBeautiful #SayYesToLove #TransIsBeautiful

james.meade 🍌🍌🍌

andi_on_the_run This is so important! Thank you for helping lead the way forward!

cheljohnstone Well done, guys! Just saw you're featured on E! News Daily Pop. ♥♥♥

ilefashionjunkie 🍌

169 likes

1,600 views

JANUARY 26

Instagram



C cosmopolitansa • Following

cosmopolitansa It's your final chance to enter to win this gorgeous lingerie set 😍😍😍 Style your #COSMOFebruary issue with your fave Valentine's Day essentials and upload it with the hashtag #COSMOCaptured #COSMOxLaverne and you could stand a chance of winning a @lasenza set worth R1500 🤑💎💎💎 T's & C's apply. 1 winner chosen across FB & IG. Winner chosen at random.

ameenaxkhan 🙏😍❤️

sadiyahasmal_Done 🤗❤️🍷💚💜💛💜💛

wezhattingh Can't us guys enter this on behalf of some lucky ladies.

wezhattingh 😂😂😂

wezhattingh 😊

leonbarnardt_official Crazy! Cosmopolitan SA

📍🗨️

176 likes

FEBRUARY 12

Add a comment...

Instagram



Instagram



cosmopolitansa • Following

cosmopolitansa 'Love is a superpower not everyone can easily possess and Nkulsey is my Superman' - @k.skits 💙

'To me, love means Bradley. Corny-ass shit, I know...' - @nkulsey 💛

You have two weeks left to pick up our #COSMOFebruary issue featuring these babes! 🌟 Get on it now, fam! #SayYesToLove thejamaicanqueerstylistemani 🤔🤔

amaya_jade 🤔🤔🤔💖💖

broken_scar_face @rheamatsipa i love you more than anything

rheamatsipa @broken_scar_face I love you more 🤔🤔🤔🤔🤔🤔🤔🤔...

broken_scar_face @rheamatsipa 🤔🤔🤔🤔🤔🤔🤔🤔



153 likes


FEBRUARY 14

Add a comment...



Instagram



 cosmopolitansa • Following


cosmopolitansa Wait, what? 😮 You haven't picked up a copy of our HISTORIC #COSMOxLaverne @lavernecox issue yet? 🙄 Girl, quit playin'! 😂 Get on it RN! #BTS #BehindTheScenes #COSMOFebruary stols_willicute Our wigs are in Prague...



1,571 views
FEBRUARY 15

Add a comment...



 cosmopolitansa • Following

cosmopolitansa 'Love means having deep, unwavering respect for someone and from someone' - @chasmusslewhite 🥰❤️ 'Love is not just a feeling or an emotion you experience for another person. It is an active commitment that has to be nurtured every day' - @junaid_nwt 🙏🙏🙏 What does love mean to you? 🍷 #SayYesToLove



110 likes
FEBRUARY 15

Add a comment...

Instagram



COSMOPOLITAN.co.za

cosmopolitansa • Following

cosmopolitansa 'Love is being present for the other person and putting your ego aside. Listen and aim to understand' - @qqeezyy 🙌🏻
'Love means caring for yourself before unconditionally loving' - @angel_h0 🥰🥰
We're here for love in all its forms!
#SayYesToLove!
the_designer_warehouse ❤️❤️❤️❤️❤️

93 likes
FEBRUARY 16

Add a comment...



COSMOPOLITAN.co.za

cosmopolitansa • Following

cosmopolitansa 'Love is more than love for others: love is self-love' - @sydneydavy 🥰🙌🏻
'Love is happiness, security, acceptance, laughter, passion and chicken wings' - @k.dollahz 🥰🥰
What does love mean to you? #SayYesToLove
sydneydavy ❤️❤️❤️❤️❤️
k.dollahz Hey @sydneydavy ur gorgeous

187 likes
FEBRUARY 18

Add a comment...

Instagram



COSMOPOLITAN.co.za

cosmopolitansa • Following

cosmopolitansa 'Love is compromise. Love is understanding. Love is everything you need it to be' - @_eeerin ❤️❤️
'Love makes me feel like I'm bubbling over - like there's a billion little rays tickling the inside of my skin, wanting to make me explode with happiness' - @celesteyes ❤️❤️
What does #Love mean to you?
#SayYesToLove
thejamaicanqueerstylistemani 🥰🥰🥰
mrsnjamz #yestolove

133 likes
FEBRUARY 19

Add a comment...

Instagram



The image shows a screenshot of an Instagram post. On the left, a large photograph of Laverne Cox in a white, backless, cut-out bodysuit is displayed on a monitor. To the right of the main image is a vertical carousel of smaller versions of the same photo. The Instagram interface elements are visible on the right side of the screenshot.

cosmopolitansa • Following

cosmopolitansa Some BTS action 📸 This is your last week to grab our ICONIC #COSMOxLaverne issue! 🥰🥰🥰 Get it before it's gone, fam! #COSMOFebruary #TransIsBeautiful

stols_willicute 🥰🥰🥰

kez_beez @cottonmouth001 🧡❤️🧡

kingttbaby Super sweet

244 likes

FEBRUARY 19

Add a comment...

Instagram



COSMOPOLITAN.co.za

cosmopolitansa • Following

cosmopolitansa 'To me, love means freedom. It's like jumping into a beautiful body of water naked, and vulnerable yet safe, happy, refreshed and unstoppable' - @qinisovandamme ❤️❤️❤️❤️❤️ What does love mean to you? #SayYesToLove

View all 26 comments

sebastianocascio beautiful!!

anitime It's really a feast for the eyes!

vontaefanpage_ This is lit! Good one.

msnona You are the man

whiskypete_ TOP HOT POST

_letaysomnoy This works well for me.

n_bukreewa awesome. I wish I could get one here in Australia.

eemaanmajiet @_jamra

cosmopolitansa @n_bukreewa hey babel!

518 likes

FEBRUARY 20

Add a comment...

Instagram



cosmopolitansa • Following

cosmopolitansa This is the last week to buy our landmark #COSMOFebruary issue featuring the ICONIC @lavernecox! #TransIsBeautiful ⚡❤️ Get the issue now to read the #COSMOxLaverne feature and see our EPIC #SayYesToLove fashion spread ft #LGBTQ+ activists and allies! 🌈❤️ francoisharray.photographer Super! missbarbie_1 @neemaakili wow!!! 😊 neemaakili @missbarbie_1 he'lllll yeaah! 🤩🤩 so.much.melanin I thought it was @fiksie



3,542 views

FEBRUARY 21

Add a comment...



Instagram



COSMOPOLITAN.co.za

cosmopolitansa • Following

cosmopolitansa 'Love is a blessing that's not reserved for any particular group of people' - @antdane ❤️

'Love is that happy dazed feeling when your eyes haven't even opened properly but you're smiling from ear to ear' - @armanddicker ❤️

It's the last few days for you to get your hands on our #COSMOxLaverne issue ft our #SayYesToLove fashion spread! Get on it babes!

justmalcom ❤️

thejamaicanqueerstylistemani 🤔🤔

antdane ❤️❤️❤️

lireezjones This is Beautiful ❤️❤️

kashmira_singh 🤔🤔

mholi_phungula i fell in love when I saw them in the magazine ♥♥♥🤔🤔🤔🤔 they're so beautiful

163 likes

FEBRUARY 22

Add a comment...

Instagram



Twitter

Campaign Content

692 709

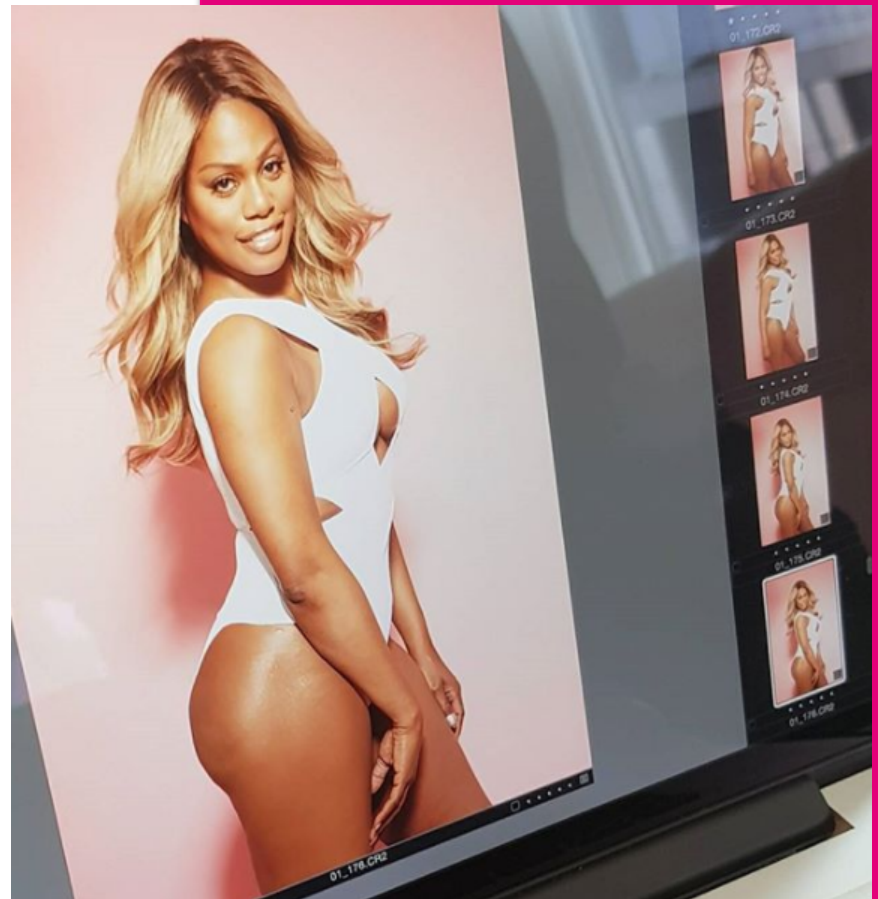
Total Twitter Reach

22 284

Total Twitter Engagement

1 830

Total Twitter Link Clicks



Twitter

Date	Platform	Video URL	Reach	Engagement	Clicks
22/01/18	Twitter	http://twitter.com/CosmopolitanSA/statuses/955401385452896257	2,717	8	2
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955448376518238208	2,996	24	11
22/01/18	Twitter	http://twitter.com/CosmopolitanSA/statuses/955448588464738305	5,054	45	2
22/01/18	Twitter	http://twitter.com/CosmopolitanSA/statuses/955449246148374529	3,544	4	0
22/01/18	Twitter	http://twitter.com/CosmopolitanSA/statuses/955449645202894848	1,739	29	1
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955464396041572353	3,203	6	2
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955476302529810434	3,156	21	7
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955488366342164480	100,156	4,157	283
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955492914976739328	4,636	19	8
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955320053859323906	307,619	14,464	1,171

Twitter

Date	Platform	Video URL	Reach	Engagement	Clicks
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955356429027815425	4,849	38	0
22/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955807360945152000	4,457	9	2
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955839843342454785	3,136	3	1
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955847608236478466	5,042	120	9
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955876367865974784	5,543	13	2
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955696608410157056	5,922	89	14
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955707173258096640	110,868	2,536	158
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955713165706350593	448	10	0
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955712968624402433	2,088	5	0

Twitter



Date	Platform	Video URL	Reach	Engagement	Clicks
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955714704147705857	2,545	5	0
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955730920866185216	3,275	14	10
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955731224466788352	4,011	17	4
23/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/955732206634307584	4,908	41	27
24/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956236806395219969	4,431	15	0
24/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956064857173970944	88	1	0
24/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956092586468442113	257	12	2
25/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956498101665230848	2,167	5	0
25/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956497989224337408	1,8558	1	0
25/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956498274277576705	1,962	4	1

Twitter

Date	Platform	Video URL	Reach	Engagement	Clicks
25/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956437771119456256	2,141	10	5
25/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956619522819096577	2,793	7	0
26/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956772440272723968	3,441	120	4
26/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/956829063049445378	2,380	159	27
29/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/958034182860607490	2,708	6	1
29/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/957911360196808706	2,139	7	5
29/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/957911817942196225	2,893	13	5
30/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/958313046845337600	2,238	2	0
30/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/958248420749189120	2,094	8	3

Twitter

Date	Platform	Video URL	Reach	Engagement	Clicks
31/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/958716513036496896	1,987	8	1
31/01/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/958792291698790401	1,989	8	1
02/02/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/959436007706853377	2,096	4	0
08/02/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/961583191080558592	3,753	8	2
09/02/18	Twitter	https://twitter.com/CosmopolitanSA/statuses/961894103503065089	40,682	209	59

Twitter

 **COSMOPOLITAN SA** @CosmopolitanSA

#COSMOxLaverne 

 **Phil Mphela** @PhilMphela
MAGS: February's issue of South Africa's edition of @Cosmopolitan celebrates the #LGBTI fierceness.
Cover girl @Lavernecox becomes the first trans-woman to...

1:26 PM - 22 Jan 2018

2 Retweets 3 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

You slayed it hun  #TransIsBeautiful
#COSMOFebruary #SayYesToLove

  **Elle van der Burg** @baby_caramelle
Would you look at that?! I'm this month's beauty model! 
This means so much to me because not only is this a gateway to representation but also a clear reminder that #TransIsBeautiful 

4:34 PM - 22 Jan 2018

5 Retweets 20 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

 #SayYesToLove #COSMOFebruary

 **K-\$** @kdollahz
Sydney and I #SayYesToLove whole time whole time. Why wouldn't we? We're so hot together. Peep your favourite couple in the latest issue of Cosmo available everywhere from today  Plenty of your other faves in there too

Show this thread

4:33 PM - 22 Jan 2018

2 Retweets 7 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

Thanks Thor  #SayYesToLove
#COSMOFebruary

thor rixon @thorrixon
Listen, @CosmopolitanSA is doing VERY well with this February issue #SayYesToLove

4:37 PM - 22 Jan 2018

3 Likes 

Twitter

 Tokyo X @Ayanda_Rue · Jan 22
What a beautiful day it is, my faves are featured on @CosmopolitanSA. The iconic @DesireMarea and @baby_caramelle

 COSMOPOLITAN SA @CosmopolitanSA

Replying to @Ayanda_Rue @DesireMarea @baby_caramelle

Your friends are incredible #SayYesToLove #COSMOFebruary

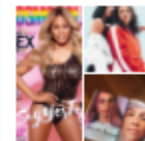


4:38 PM - 22 Jan 2018

1 Retweet 4 Likes 

 COSMOPOLITAN SA @CosmopolitanSA

   #COSMOxLaverne #SayYesToLove #COSMOFebruary #TransIsBeautiful



max @_MaxineN

I'm buying this months @CosmopolitanSA cause all my faves are in it and cause this issue is beautiful 🥰🥰🥰🥰 I'm so happy #SayYesToLove #LGBTQIA

Show this thread

5:37 PM - 22 Jan 2018

1 Retweet 2 Likes 

 COSMOPOLITAN SA @CosmopolitanSA

Say it louder for the people in the back!!! 
#SayYesToLove #COSMOxLaverne #TransIsBeautiful #COSMOFebruary



👉 BEE DIAMONDHEAD 👉 @BEEDIAMONDHEAD

So I noticed a few glossies focused on #blacklove this month and it's really beautiful to see. But I gotta give @CosmopolitanSA a loud hi5 for for championing #LGBTQIA .. in 2018 this should be a no brainer, Cosmo nailed it. Well done! #inclusivity ...


6:24 PM - 22 Jan 2018

1 Retweet 11 Likes 

Twitter

COSMOPOLITAN SA @CosmopolitanSA

All the questions you have ever wondered about @lavernecox we had her answer on set during our #COSMOFebruary shoot 🥰💕 From celeb crush to her most treasured possession, listen as she dishes all! 🌸🌟⚡️ #COSMOxLaverne #TransIsBeautiful ❤️💛💜



1:26 11.5K views

7:12 PM - 22 Jan 2018

131 Retweets 529 Likes

COSMOPOLITAN SA @CosmopolitanSA

#SayYesToLove #TransIsBeautiful !!!

Brinky & The Rain @iamDasKapital

I'm hoping this amazing new issue of @CosmopolitanSA signals a turning point for magazines, especially here.

Inclusivity and understanding should always be in season 🌈

Show this thread

7:30 PM - 22 Jan 2018

2 Retweets 8 Likes

COSMOPOLITAN SA @CosmopolitanSA

Say WHAT? #SayYesToLove 🌈 And this month's issue is filled with it! 💕 In this South Africa exclusive @lavernecox stars as COSMO's first ever openly trans cover girl! ALSO, #LGBTQI+ allies and activists on Love in 2018 🌈 #COSMOxLaverne #COSMOFebruary #TransIsBeautiful ⭐



8:03 AM - 22 Jan 2018

568 Retweets 1,562 Likes

Twitter

 **COSMOPOLITAN SA** 
@CosmopolitanSA

#SayYesToLove #TransIsBeautiful
#COSMOxLaverne  

 **Beauty Queen in tears...** @Mx_Moosa
S/O to @CosmopolitanSA for having @Lavernecox embrace the February issue. History is being re-written. #TransIsBeautiful #SayYesToLove

10:28 AM - 22 Jan 2018

4 Retweets 12 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

We couldn't do it without you Holly 
#COSMOFebruary #COSMOxLaverne
#SayYesToLove

Holly Meadows @HollyMeadowsSA
Brought to tears today by all the positive feedback on this issue. THANK YOU  
#SayYesToLove @CosmopolitanSA twitter.com/cosmopolitansa...

4:20 PM - 23 Jan 2018

2 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

 #COSMOxLaverne  #TransIsBeautiful


Laverne Cox  @Lavernecox
#BTS of my historic @cosmopolitansa shoot. Click on the link in my bio to get your copy.... [instagram.com/p/BeS_pEin_Hs/](https://www.instagram.com/p/BeS_pEin_Hs/)

6:29 PM - 23 Jan 2018

2 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

#COSMOTalks | My Transition Story – Luke, 13:
'Live Your Truth' bit.ly/2rAebmo

#SayYesToLove #TransIsBeautiful  



7:00 PM - 23 Jan 2018

2 Retweets 13 Likes 

Twitter

 **COSMOPOLITAN SA** @CosmopolitanSA

#COSMOCelebs | 5 Things You Didn't Know About our #COSMOFebruary cover star @Lavernecox 🏳️🌈❤️
bit.ly/2DWeU3W

#COSMOxLaverne #TransIsBeautiful



9:00 AM - 23 Jan 2018

2 Retweets 9 Likes




 **COSMOPOLITAN SA** @CosmopolitanSA

Enjoy it love 🍷
See more BTS content here:
bit.ly/2DWeU3W #COSMOxLaverne
#COSMOFebruary #TransIsBeautiful

S. @mvfu_m
Big Ups to @CosmopolitanSA for BREAKING the BOUNDARIES 🙌
🏳️🌈 this is one of the best Issues I've read. #TransIsBeautiful ❤️ we need more covers like this.





8:54 PM - 23 Jan 2018

 **COSMOPOLITAN SA** @CosmopolitanSA

We believe in love for ALL, and we're here to #SayYesToLove 🏳️🌈 Love does not discriminate ❤️🧡💛💚💙💜


Pick up our #COSMOFebruary issue to see our #LGBTQI+ Influencers represent in our #COSMOFashion pages 🏳️🌈



Love is the reason 
0:53 3,199 views

9:42 AM - 23 Jan 2018

274 Retweets 350 Likes



Twitter

 @PulengIM · Jan 22
Need to get myself the latest copy of @CosmopolitanSA
I love everything I'm seeing about it so far 🌈❤️

 1 1

 **COSMOPOLITAN SA** · @CosmopolitanSA

Replying to @PulengIM

#SayYesToLove #COSMOxLaverne
#COSMOFebruary ❤️🌈



10:05 AM - 23 Jan 2018

1 Retweet 1 Like 

 **COSMOPOLITAN SA** · @CosmopolitanSA

 ❤️ #SayYesToLove #COSMOFebruary
#COSMOxLaverne

Cohencidence @JonWithTheFace
@CosmopolitanSA has done a brave thing. By going against the norm, by pushing boundaries and crossing lines, they've made history and have opened themselves to love....

10:05 AM - 23 Jan 2018

2 Likes 

 **COSMOPOLITAN SA** · @CosmopolitanSA

Have you seen them in our #SayYesToLove campaign vid? 😍

 **NHLANHLA VILAKAZI** @JayMadonson
This issue 🙌🙌 is one of the best we have seen so far in SA magazine industry @CosmopolitanSA amazing work

10:11 AM - 23 Jan 2018

2 Likes  

Twitter

 **COSMOPOLITAN SA** @CosmopolitanSA

See more of the #SayYesToLove campaign video here: bit.ly/2rui3W8 #COSMOFebruary



Jade Brey @jade_brey
@CosmopolitanSA Love the new #SayYesToLove concept!

11:16 AM - 23 Jan 2018

1 Retweet 

 **COSMOPOLITAN SA** @CosmopolitanSA

You HAVE to see our #SayYesToLove campaign video!
bit.ly/2rui3W8 #COSMOFebruary  

MAN'S NOT BOTHERED @Minajestic_Moh
What @CosmopolitanSA did with their February issue is phenomenal, as part of the LGBTI i feel very honoured to have had representation from the likes of @baby_caramelle @nkulsey and @Lavernecox as history was being made. #SayYesToLove, thank you for this beautiful issue

11:21 AM - 23 Jan 2018

2 Retweets 5 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

And she KILLED IT!  See the BTS and her #COSMOquiz here:
bit.ly/2DWeU3W #COSMOxLaverne #COSMOFebruary #TransIsBeautiful @Lavernecox

 **Divine Leader** @KhumoPulumoSA
February's issue of South Africa's @Cosmopolitan drags out some fierce #LGBTI colors.
We have @Lavernecox as the first trans-woman to cover the...

11:17 AM - 23 Jan 2018

1 Retweet 4 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

Y  E  S
#COSMOxLaverne #TransIsBeautiful

 **Fuse** @fusetv
@LaverneCox gracing the newest cover of @CosmopolitanSA is our #PhotoofTheDay on.fuse.tv/2BoraHw #COSMOxLaverne #SayYesToLove

8:46 PM - 24 Jan 2018

2 Retweets 11 Likes 

Twitter

 **COSMOPOLITAN SA** 
@CosmopolitanSA

 #COSMOxLaverne 

 **Shashi Ioannides** @Shashiloannides
Beautiful and #historyinthemaking from @Lavernecox ... First trans woman to light up the cover @Cosmopolitan #SayYesToLove

2:05 PM - 25 Jan 2018

2 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

YASSSSS #COSMOxLaverne     

Thabo Mach @ThaboMach
This @Lavernecox @CosmopolitanSA issue is huge, they just spoke about it on @enews ...well done COSMO S.A. #WeLoveDiversityIssues

10:07 PM - 25 Jan 2018

1 Retweet 3 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

 #COSMOxLaverne  #TransIsBeautiful 

Born Blessed 310 @Ketchup310
A BIG Congratulations to @Lavernecox for being blessed to grace the cover of the upcoming @CosmopolitanSA magazine. Keep doing GREAT things 🙌

10:05 AM - 25 Jan 2018

4 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

#COSMOxLaverne  

 **OkayAfrica**  @okayafrica
For the first time ever, a trans woman covers @CosmopolitanSA 🙌
bit.ly/2DyLg3L #SayYesToLove #transisbeautiful

7:17 PM - 26 Jan 2018

1 Retweet 10 Likes 

Twitter

COSMOPOLITAN SA @CosmopolitanSA

We cannot begin to express how grateful we are for ALL the LOVE we have received for our [#COSMOxLaverne](#) issue ❤️ The overwhelming support from all over the world has truly warmed our hearts! 🌸😌 THANK YOU! ❤️ [#COSMOxLaverne](#) [#TransIsBeautiful](#) [#SayYesToLove](#)

Man's Not Bothered @MnB_Media

What [@CosmopolitanSA](#) did with their February issue is phenomenal, as part of the LGBTI i feel very honoured to have had representation from the likes of [@baby_caramelle](#) [@nkulsey](#) and [@LaverneCox](#) as history was being made. [#SayYesToLove](#), thank you for this beautiful issue

ML Khumalo-MacArthur @mzatyany

Replying to [@DaineMara](#) [@LaverneCox](#) and 2 others

This is the copy to buy. The theme is spot on, during a month where we are flooded with bs heteronormative imaginations of love. [#SayYesToLove](#)

BAAB MEDIA @BAAB_Media

❤️ [@CosmopolitanSA](#)'s [#SayYesToLove](#) Issue has got tables shook and is shifting the culture in South Africa ❤️🌈👏👏👏

8:15 AM - 26 Jan 2018

2 Retweets 8 Likes

COSMOPOLITAN SA @CosmopolitanSA

[#COSMOFashion](#) | 11 Transgender Models Whose Style We're Obsessed With 😍
[bit.ly/2DR9Yjh](#) [#TransIsBeautiful](#) [#COSMOxLaverne](#)



12:00 PM - 26 Jan 2018

3 Likes

COSMOPOLITAN SA @CosmopolitanSA

Yay!!!! ❤️ [#COSMOxLaverne](#) 🌈 We hope that you enjoyed the issue xx



Claudia Somjen @ClaudiaSomjen

Decided to buy [@CosmopolitanSA](#) for first time in 5 years. The February issue makes me so proud & happy I did 😊❤️🌈 [@LaverneCox](#) Beautiful 🙌 [#SayYesToLove](#) #

7:48 PM - 29 Jan 2018

4 Likes

Twitter

 **COSMOPOLITAN SA** @CosmopolitanSA

❤️ ⚡️ #COSMOxLaverne ✨ 🌈

nanda panda @Nan_deep
Everybody and their Mom should get a copy of the @CosmopolitanSA Feb issue. Super informative 🙌🙌🙌.
Show this thread

11:40 AM - 29 Jan 2018

1 Like 

 **COSMOPOLITAN SA** @CosmopolitanSA

YAY! #COSMOxLaverne ❤️ 🌈

 **thuto ke lesedi** @blackgrlprodigy
got myself a copy of this month's @CosmopolitanSA issue & it is all sorts of beautiful 🙌🙌. #SayYesToLove #transisbeautiful! 🌈

11:42 AM - 29 Jan 2018

2 Retweets 4 Likes 

 **COSMOPOLITAN SA** @CosmopolitanSA

Yasss yasss yasss #SayYesToLove 🌈❤️

 **Tevin** @tevin_oceans
Got my cover of @CosmopolitanSA which features my faves @nklusey and the FAKA duo @FelaGucci and @DesireMarea

Translate from Spanish

2:16 PM - 30 Jan 2018

1 Like 

 **COSMOPOLITAN SA** @CosmopolitanSA

#COSMOTalks | My Transition Journey – Dill, 17: 'I First Learnt About Transgender via YouTube' bit.ly/2Eo40nE


#TransIsBeautiful #LGBTQI+ #SayYesToLove



10:00 AM - 30 Jan 2018


1 Retweet 

Twitter





 **COSMOPOLITAN SA** •
@CosmopolitanSA

#COSMOTalks | My Transition Journey – Dill, 17: 'I First Learnt About Transgender via YouTube' bit.ly/2Eo40nE

#TransIsBeautiful #SayYesToLove




5:00 PM - 31 Jan 2018

 **COSMOPOLITAN SA** •
@CosmopolitanSA

Did you catch us on @SABC3's @TheScoopAfrica with @MbauReloaded this eve? 🙄💥 Watch it again, here! 📺 Then make sure you've got your hands on this historic issue ft @Lavernecox, in stores now 🇷🇺❤️ #COSMOxLaverne #TheScoop



1:25 173 views

10:01 PM - 31 Jan 2018

2 Retweets 6 Likes 

Twitter

 **COSMOPOLITAN SA** 
@CosmopolitanSA

❤️👏⚡️🏳️‍🌈 #TransIsBeautiful
#COSMOxLaverne 😄💥❤️🙏

 **Tevin** @tevin_oceans
Thanks to @CosmopolitanSA for appreciating beauty in its diversity with this month's beauty model @baby_caramelle representing the trans community #TransIsBeautiful

4:39 PM - 2 Feb 2018

1 Retweet 2 Likes 

 **COSMOPOLITAN SA** 
@CosmopolitanSA

OMG! So honoured to have our #FebruaryIssue cover in collab with the AMAZE @Lavernecox nominated for an @BritLGBT Awards – vote for our #SayYesToLove cover and help us bring the award home to SA, here: bit.ly/2G1nlur

 **British LGBT Awards**  @BritLGBT Awards
You nominated @LaverneCox on @Cosmopolitan magazine's front cover as a #BritishLGBT Awards *Top 10 Media Moment* 🗳️ Vote for it now at britishlgbtawards.com 🏳️‍🌈

11:26 AM - 9 Feb 2018

21 Retweets 71 Likes 

YouTube

COSMOxLaverne

17 416

Total YouTube Views

77

Engagements

61 Likes

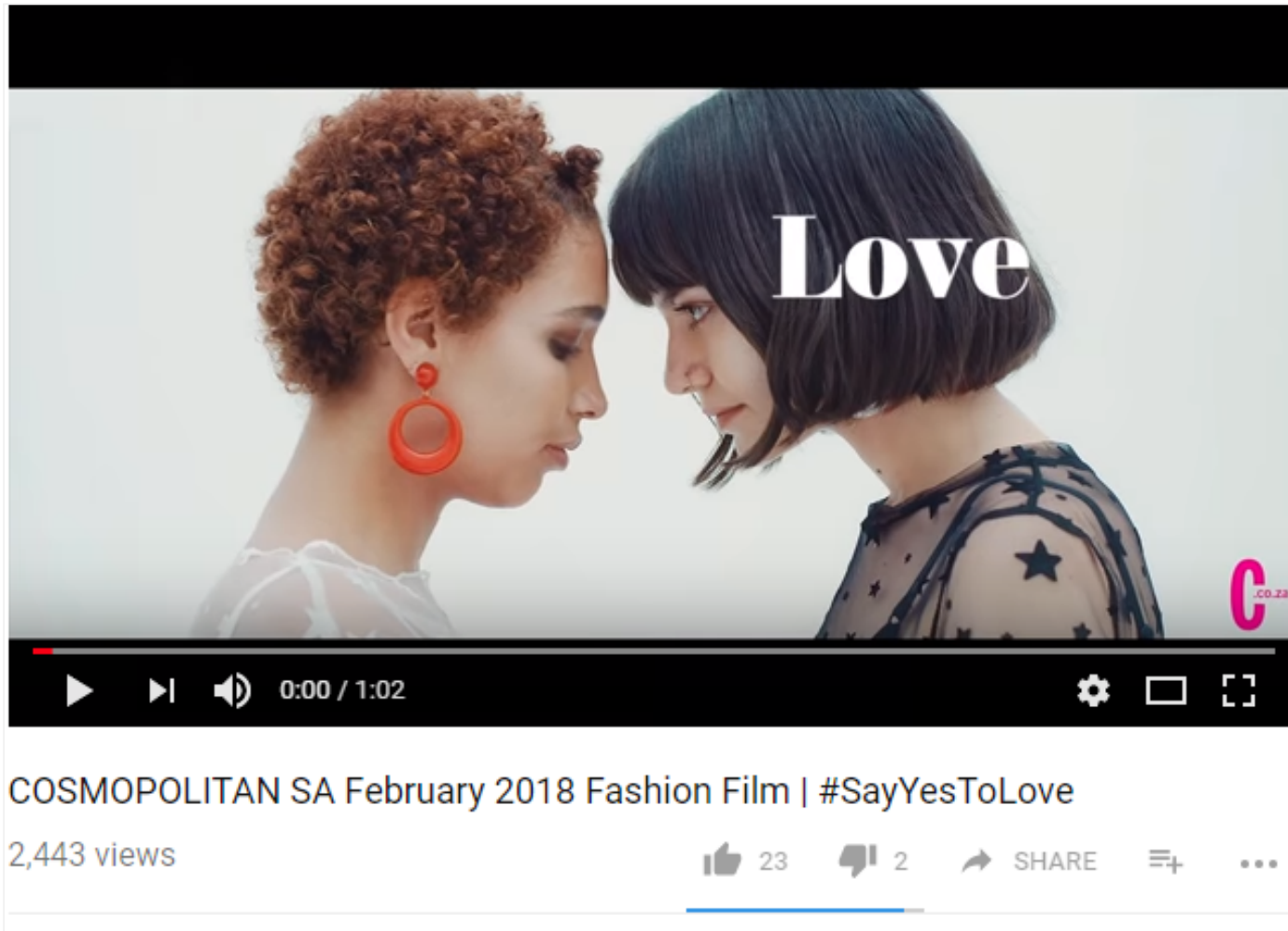
16 Dislikes



YouTube

Date	Platform	Video URL	Views	Likes	Dislikes
25-Jan-2018	YouTube	https://www.youtube.com/edit?o=U&video_id=VZGmfVQPtFQ	58	4	0
21-Jan-2018	Youtube	http://www.youtube.com/watch?v=CwQspfpc0CY	2,433	23	2
21-Jan-2018	YouTube	https://www.youtube.com/watch?v=w2Kug7Py9KY	139	2	0
21-Jan-2018	Youtube	http://www.youtube.com/watch?v=3EqE6mFDe_M	423	10	0
22-Jan-2018	Youtube	http://www.youtube.com/watch?v=ltH6ZDQuZp0	14,228	20	12
22-Jan-2018	Youtube	http://www.youtube.com/watch?v=BHYWnKMXOyg	135	2	2

YouTube



The image shows a YouTube video player interface. The video content features two women in profile, facing each other closely. The woman on the left has curly brown hair and is wearing large orange hoop earrings. The woman on the right has straight black hair and is wearing a black top with a star pattern. The word "Love" is written in large white letters across the center of the video. In the bottom right corner of the video frame, there is a pink logo with the text ".co.za". Below the video player, the title "COSMOPOLITAN SA February 2018 Fashion Film | #SayYesToLove" is displayed. The view count is "2,443 views". The engagement bar shows 23 likes, 2 comments, and a share icon. The video progress bar at the bottom indicates the video is at 0:00 / 1:02. The video player controls include play, next, volume, settings, full screen, and a close button.

Love

COSMOPOLITAN SA February 2018 Fashion Film | #SayYesToLove

2,443 views

23 2 SHARE

0:00 / 1:02

YouTube




Editor's Message | COSMO February 2018

58 views

👍 4 💬 0 ➦ SHARE ≡+ ...

YouTube



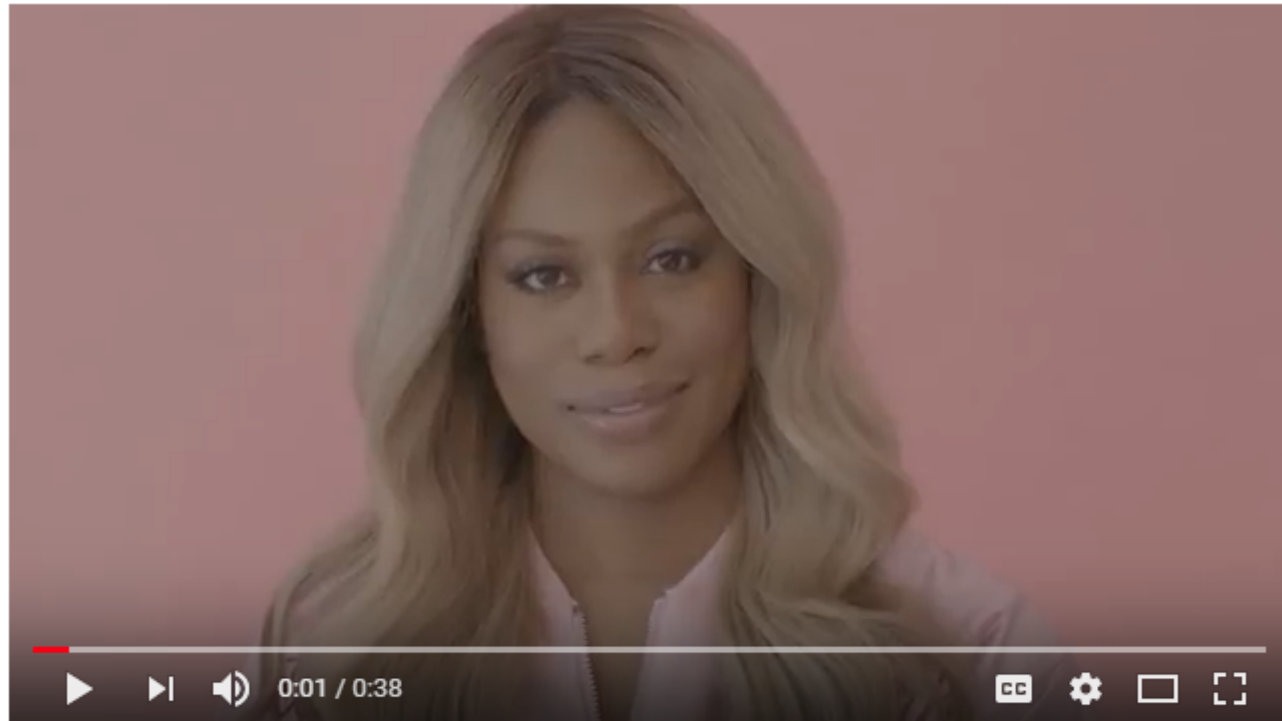
The video player shows a woman with her arms outstretched in a studio setting. The text 'COSMOPOLITAN #SayYesToLove' is overlaid on the video. The player interface includes a play button, a progress bar at 0:00 / 1:24, and icons for settings, full screen, and share.

#SayYesToLove Glossary | Elle van der Burg February 2018

395 views

👍 10 💬 0 ➦ SHARE ⋮

YouTube



COSMOPOLITAN SA February 2018 Cover Shoot | Laverne Cox Word Association

135 views

👍 2 💬 2 ➦ SHARE ≡+ ...

YouTube



Elle van der Burg | COSMO Beauty February 2018

YouTube



COSMO
QUIZ

0:01 / 1:29

COSMOPOLITAN SA February 2018 Cover Shoot | Laverne Cox COSMO Quiz

14,228 views

20 12 SHARE

Influencers

COVER STAR: LAVERNE COX



Laverne Cox

Facebook Content

93 685 Total Engagements

12 422 Total Facebook Reactions

348 Total Facebook Comments

721 Total Facebook Shares

80 194 Total Video Views

COSMOPOLITAN



Facebook

Date	Post URL	Reactions	Comments	Shares	Video Views
22/01/2018	https://www.facebook.com/373518446078235/posts/1525489677547767	2 900	65	202	N/A
23/01/2018	http://www.facebook.com/373518446078235/posts/1526261120803956	579	15	39	23 000
23/01/2018	http://www.facebook.com/373518446078235/posts/1526921290737939	423	13	9	N/A
23/01/2018	http://www.facebook.com/373518446078235/posts/1526580010772067	69	3	3	N/A
23/01/2018	http://www.facebook.com/373518446078235/posts/1527191437377591	281	15	11	5698
24/01/2018	http://www.facebook.com/373518446078235/posts/1528055717291163	1 583	30	101	N/A
22/01/2018	https://www.facebook.com/373518446078235/posts/1525489677547767	2 968	65	202	N/A

Facebook

Date	Post URL	Reactions	Comments	Shares	Video Views
26/01/2018	http://www.facebook.com/373518446078235/posts/1529737133789688	290	13	23	6 493
26/01/2018	http://www.facebook.com/373518446078235/posts/1530016713761730	370	23	21	8 279
26/01/2018	http://www.facebook.com/373518446078235/posts/1529190043844397	425	23	32	26 605
27/01/2018	http://www.facebook.com/373518446078235/posts/1530864127010322	461	23	12	N/A
28/01/2018	http://www.facebook.com/373518446078235/posts/1531791310250937	414	17	15	8 619
31/01/2018	http://www.facebook.com/373518446078235/posts/1534680669962001	512	17	15	N/A
3/02/2018	https://www.facebook.com/lavernecoxforreal/photos/a.408367269260019.1073741825.373518446078235/1537268583036543/?type=3&theater	593	15	21	N/A
08/02/2018	https://www.facebook.com/lavernecoxforreal/photos/a.373518476078232.85997.373518446078235/1541091272654274/?type=3&theater	467	7	9	N/A
14/08/2018	https://www.facebook.com/lavernecoxforreal/videos/1547531372010264/	87	4	6	1 500

All social posts are hyperlinked.

Facebook

 **Laverne Cox**
January 22 at 8:11am · 🌐

I am so honored and proud to cover the February issue of @cosmopolitansa @Reganned from @cosmopolitansa - Say WHAT? #SayYesToLove 🏳️‍🌈 And this month's issue is filled with it! ❤️ In this South Africa exclusive @lavernecox stars as COSMO's first ever openly trans cover girl! Ain't I a woman? Yes you are and we ❤️ you. ALSO, #LGBTQI+ allies and activists on Love in 2018 ❤️ You don't want to miss this one! #COSMOxLaverne #COSMOFebruary #TransIsBeautiful ✨ click the link to get your copy of this very special issue <http://bit.ly/2B58mNt>



Like Comment Share

All social posts are hyperlinked.

Facebook

Hi, I'm Laverne Cox and this is a world exclusive photo shoot

Laverne Cox
Like This Page · January 23 · 🌐

It's not my first #CosmoQuiz but it's the first one I've taken on camera for @cosmopolitansa. 42 years ago this month @iambeverlyjohnson became the first black woman to appear on the cover of Cosmopolitan magazine. Thanks Ms. Johnson for paving the way for all of the black women who have followed you over the years on Cosmo covers. Thanks to trans models like @leat @andrejapejic @harinef @valentts @geenarocero @therealtraceyafrica and more who are changing beauty standards and breaking barriers for trans folks on the covers of fashion magazine's all over the world. 🏳️‍🌈👉👈💖
#COSMOxLaverne #TransIsBeautiful ❤️👉👈💚💙
💜 - #regrann

23,397 Views

👍 Like 💬 Comment ➦ Share 🌐

👍👎👏👍 578 Top Comments ▾

39 Shares 15 Comments

Fernanda Ribeiro I see no reason to treat Trans people so differently... I do not understand all the hate... Watching the video all I see is a beautiful woman And we have so much in

Write a comment... 🧘 📷 📺 🗨

All social posts are
hyperlinked.

Facebook

 **Laverne Cox**
January 23 at 5:22pm · 🌐

#BTS of my historic @cosmopolitansa shoot. Click on the link in my bio to get your copy. #SayYesToLove #COSMOxLaverne #TransIsBeautiful



Like Comment Share

 **Laverne Cox** updated their cover photo.
January 23 at 10:32am · 🌐

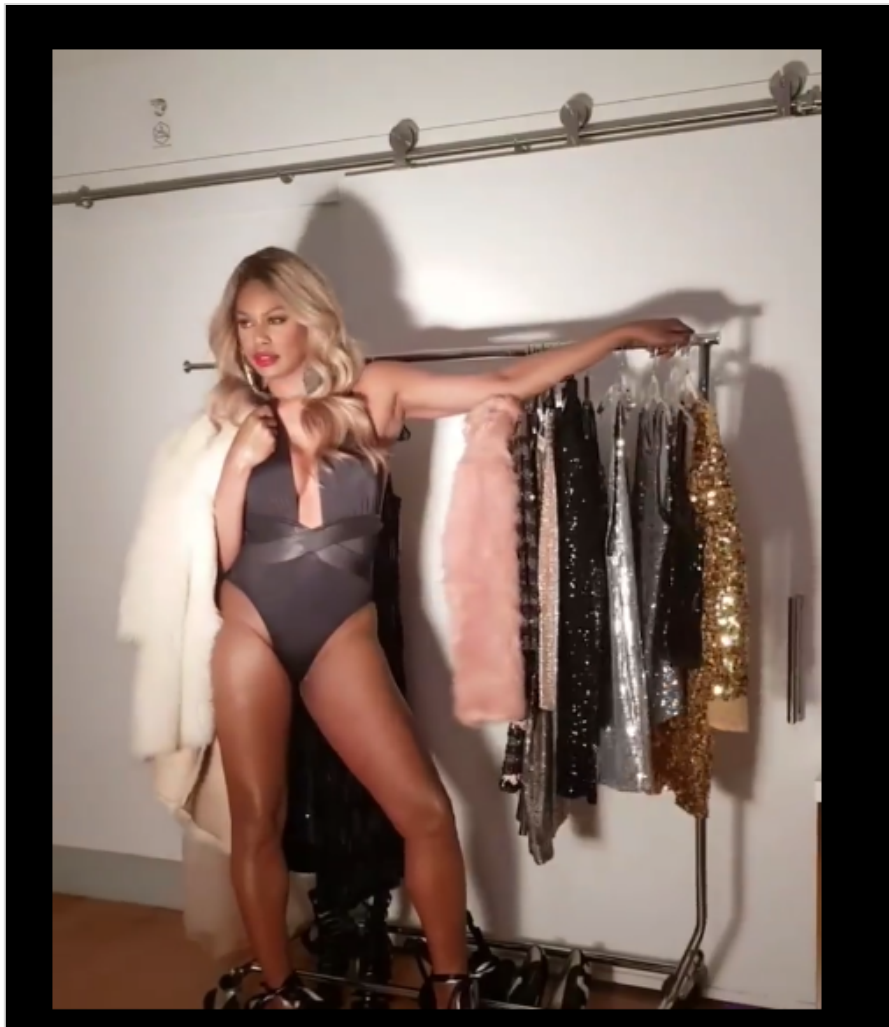
The February 2018 issue of Cosmopolitan South Africa which I cover is on sale now. To purchase this special issue click on this link:
<http://bit.ly/2B58mNt> #TransIsBeautiful



Like Comment Share

All social posts are
hyperlinked.

Facebook



 **Laverne Cox** Like This Page · January 23 · Edited · 

#BTS of my historic @cosmopolitansa shoot. Click on this link <http://bit.ly/2B58mNt> to get your copy. #SayYesToLove #COSMOxLaverne #TransIsBeautiful

5,683 Views

 Like  Comment  Share 

   280 Top Comments ▾

11 Shares 15 Comments

 **Christine Kline** I am convinced she was born in that kind of outfit and heels on. Is like a second damn skin for her. Lol  1


 **Tina Terry** You are a never-ending devastating beauty, Laverne!!! Keep on keeping on!!! #TransIsBeautiful #AWomanForAllSeasons #Bursset2018  2

 **Jim Williams** So excited for you and for ALL OF US on so many levels. Thanks for sharing not only your beauty and fierceness but your soul and your wisdom. The world truly is a better place because you're in it.  1

 **Gale Harris** Sam wtf u put a mad face under my shit for. Beat it 

All social posts are
hyperlinked.

Facebook



Laverne Cox
Like This Page · January 25 · €

#TransIsBeautiful

1,878 Views

Like Comment Share

145 Top Comments

19 Shares 4 Comments

Baily Gray You look so beautiful Laverne. Love you boo 🥰🥰🥰🥰🥰
Like · Reply · 2w

Momo Jones 2018 Americas Love Womens choice Laverne Cox
Like · Reply · 2w

Stacey Elizabeth Piercey #justwow lol
Like · Reply · 1w

Ken Dee Yes it is!



Laverne Cox
January 24 at 7:37pm · €

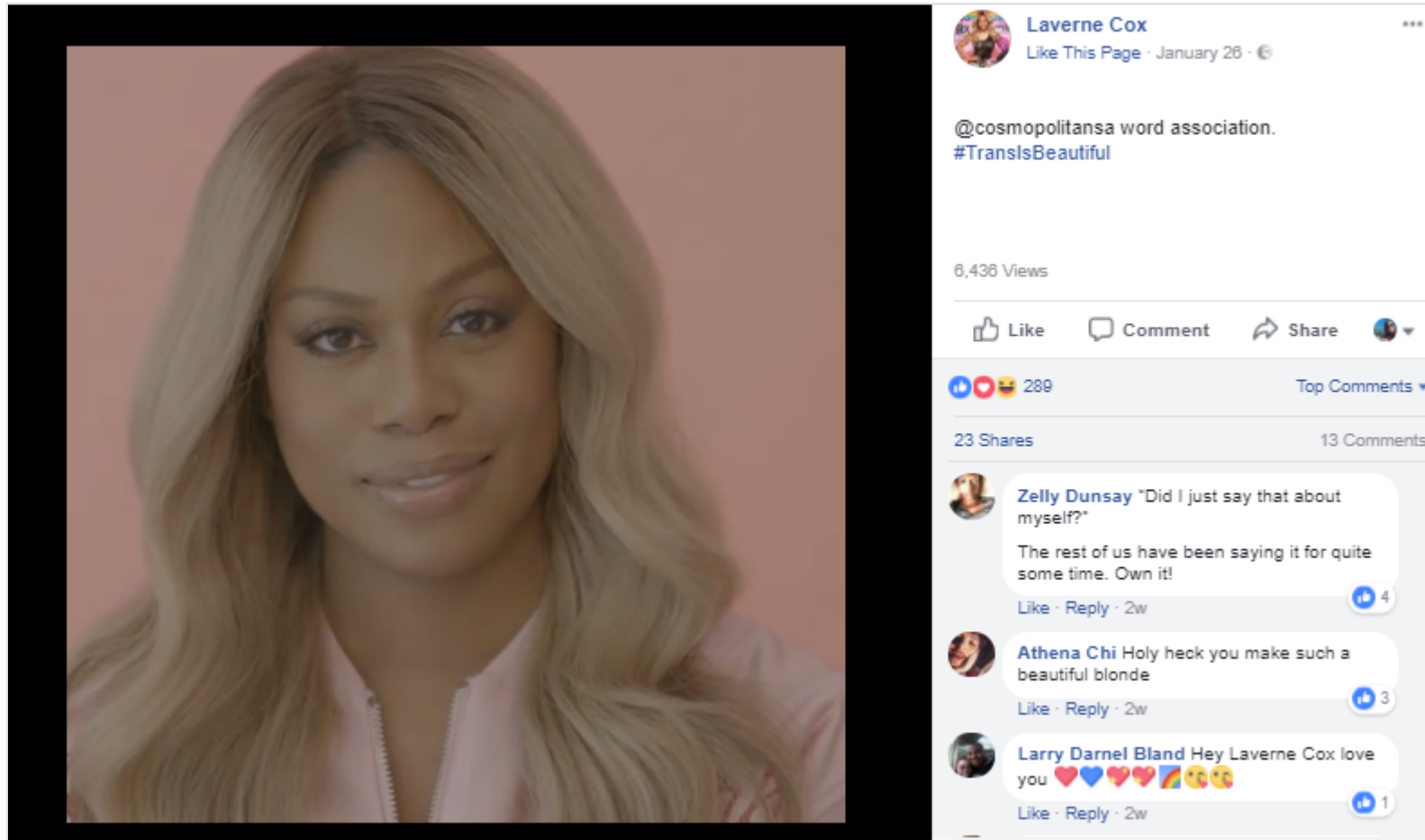
Love this shot and quote from my @cosmopolitansa cover shoot on sale now. Click on the link in my profile to get your copy: <http://bit.ly/2B58mNt>. #COSMOxLaverne #SayYesToLove #TransIsBeautiful

I'm a black trans woman living my dream and thriving
- Laverne Cox

Like Comment Share

All social posts are
hyperlinked.

Facebook



Laverne Cox
Like This Page · January 26 · 🌐

@cosmopolitansa word association.
#TransIsBeautiful

6,438 Views

👍 Like 💬 Comment ➦ Share 👤

👍❤️😂 289 Top Comments ▾

23 Shares 13 Comments

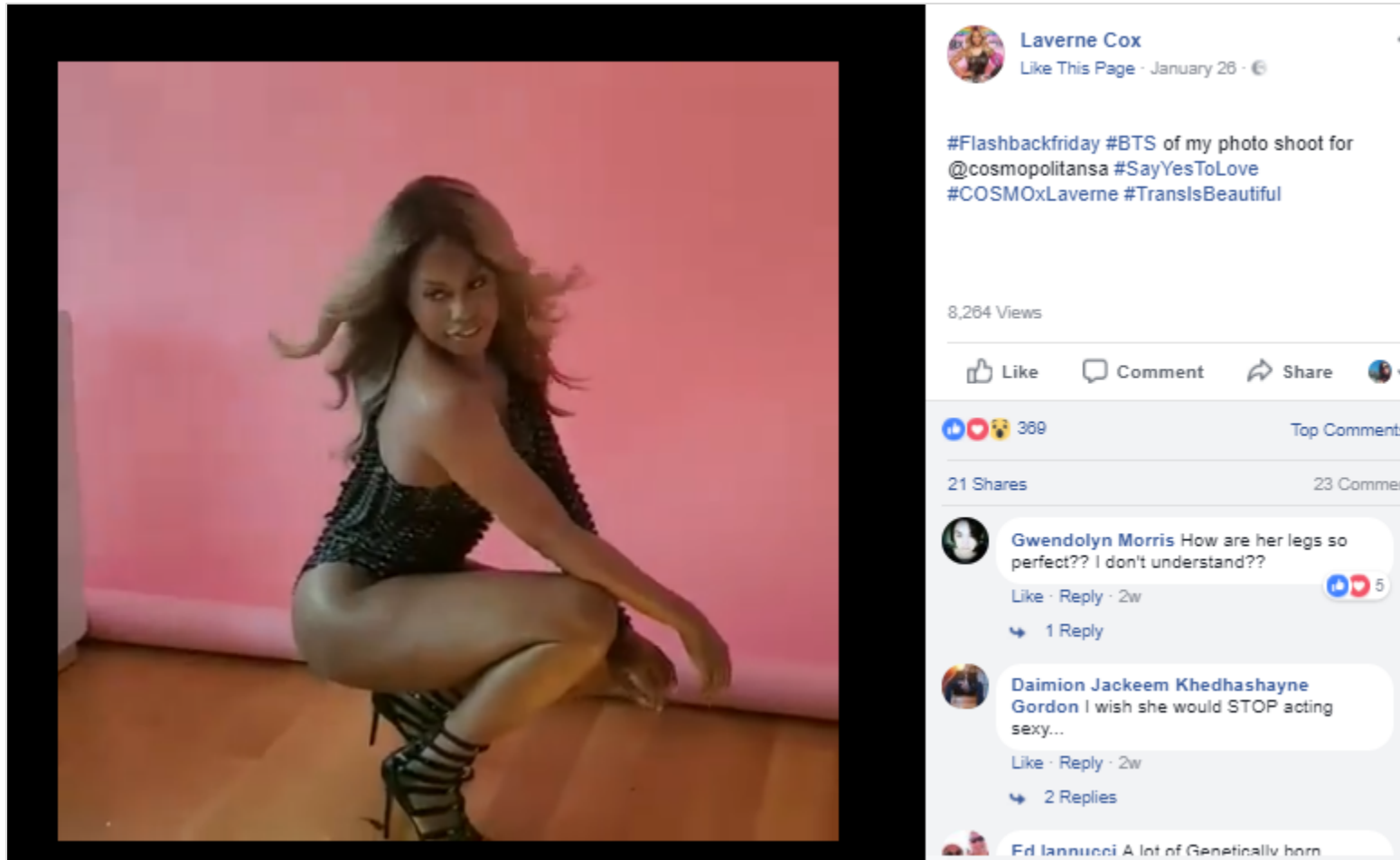
Zelly Dunsay "Did I just say that about myself?"
The rest of us have been saying it for quite some time. Own it!
Like · Reply · 2w 👍 4

Athena Chi Holy heck you make such a beautiful blonde
Like · Reply · 2w 👍 3

Larry Darnel Bland Hey Laverne Cox love you ❤️❤️❤️🌈😂😂
Like · Reply · 2w 👍 1

All social posts are
hyperlinked.

Facebook



Laverne Cox
Like This Page · January 26 · 🌐

#Flashbackfriday #BTS of my photo shoot for @cosmopolitansa #SayYesToLove #COSMOxLaverne #TransIsBeautiful

8,264 Views

👍 Like 💬 Comment ➦ Share 🌐

👍❤️👍 389 Top Comments

21 Shares 23 Comments

Gwendolyn Morris How are her legs so perfect?? I don't understand??
Like · Reply · 2w 👍❤️👍 5
↳ 1 Reply

Daimion Jackeem Khedhashayne Gordon I wish she would STOP acting sexy...
Like · Reply · 2w ↳ 2 Replies

Fd Iannucci A lot of Genetically born

All social posts are hyperlinked.

Facebook



Laverne Cox
Like This Page · January 26 · 🌐

Omg this is so funny. One for my favorite reactions to my @cosmopolitansa cover. Thank you @kingsdailypush! Watch and enjoy

@Reganned from @kingsdailypush - "Lets Push" 🏳️‍🌈 So Proud Of You.. 🍌❤️ (cover of cosmopolitan) 🏳️‍🌈
@lavernecox #transgender #transwomen #lgbtq #lgbt #gay #gaylivesmatter #wematter #equality #lovewins #lavernecox #push #pushbitchpush #kingsdailypush #theshaderoom #justlaugh #unity #wearone #kingthestylist #blogger #fashionblogger #styleblogger #style 💎 @lavernecox ❤️ much love & respect 🍌 - #regrann

26,585 Views

👍 Like 💬 Comment ➦ Share 🌐

👍❤️👍 424 Top Comments ▾

32 Shares 23 Comments

Sandra Peña Motel 6 without the light on! KFC biscuits without a drink! 🍌🍌🍌
Like · Reply · 🌐 14

All social posts are
hyperlinked.

Facebook

 **Laverne Cox**
January 27 at 9:00pm · 🌐

Talk to the hands of my makeup artist @theladydeja and my hairstylist @bradleyirion who turned me OUT for my first #Cosmo cover. Love you two so much. Styled by @bevntates and @itzsaulu #TransIsBeautiful #SayYesToLove #COSMOxLaverne



The Stars of **THE DINNER**
Kerry Washington **EMILY VILLIA**
PARADISE LINDA *Asst. Styling*
VICTORIA KAYE *Styler* *Asst. Styling*
REGINA LANGE

👍 Like 💬 Comment ➦ Share

 **Laverne Cox**
January 31 at 10:51pm · 🌐

"Bringing the gifts that my ancestors gave,
I am the dream and the hope of the slave.
I rise
I rise
I rise." -Maya Angelou
[#TransIsBeautiful](#)



👍 Like 💬 Comment ➦ Share

All social posts are
hyperlinked.

Facebook



Laverne Cox Like This Page · January 28 · 🌐

"I imagine one of the reasons people cling to their hates so stubbornly is because they sense, once hate is gone, they will be forced to deal with pain".- James Baldwin. [#TransIsBeautiful](#)

8,597 Views

Like Comment Share

413 Top Comments

15 Shares 17 Comments

Daimion Jackeem Khedhashayne Gordon I just pray to the old gods and new that Laverne Cox would just STOP acting sexy....
Like · Reply · 2w 1

7 Replies

Lauren Hayes Standing like an old lady with a poop diaper
Like · Reply · 2w

5 Replies

Willa Atkinson I drank heavily and was extremely homophobic in my teens. Not until I quit drinking did I deal with my pain. I am proud of people like Laverne Cox, who have helped me feel proud to be transgender.
Like · Reply · 2w 6

Facebook

All social posts are
hyperlinked.



 **Laverne Cox** February 3 at 9:20pm · 🌐

"Choose discomfort over resentment." Brene Brown on setting boundaries



 Like  Comment  Share 

 **Laverne Cox** updated their cover photo. February 8 at 1:47am · 🌐



 Like  Comment  Share 

All social posts are
hyperlinked.

Facebook



Laverne Cox
February 14 at 7:54pm · 🌐

#SayYesToLove #happyvalentinesday! Everyone deserves love
#TransIsBeautiful

COSMOPOLITAN
MAKE *it* SEX LESS
with Laverne Cox
7 BILLION Money Scams
with *the* #SayYesToLove
Make Out All Night
LGBTQ+ Allies & Activists on Love in 2018

1.5K Views

Like Comment Share

InShot

Detailed description: This is a screenshot of a Facebook post from Laverne Cox. The post is dated February 14 at 7:54pm. The text of the post includes the hashtags #SayYesToLove, #happyvalentinesday!, and #TransIsBeautiful, along with the message "Everyone deserves love". The main content is a video showing the cover of Cosmopolitan magazine. Laverne Cox is featured on the cover, wearing a black sequined bodysuit. The magazine cover includes the headline "MAKE it SEX LESS with Laverne Cox" and other text such as "7 BILLION Money Scams with the #SayYesToLove" and "LGBTQ+ Allies & Activists on Love in 2018". The video player has a "1.5K Views" count and an "InShot" watermark in the bottom right corner. At the bottom of the post, there are icons for "Like", "Comment", and "Share".

Laverne Cox

Laverne Cox

Instagram Content

351 978

Instagram Likes

868 050

Instagram Video Views

COSMOPOLITAN





lavernecox • Following

lavernecox Talk to the hands of my makeup artist @theladydeja and my hairstylist @bradleyirion who turned me OUT for my first #Cosmo cover. Love you two so much. Styled by @bevntates and @itzsaulu #TransIsBeautiful #SayYesToLove #COSMOxLaverne

Load more comments

adhomukkha Such a fox 🦊

solelykeisha Yes beautiful

angelmldz @mslauragomez I love u Blanca.

nikkytoonz 🔥🔥 YOU NEED A DOPE PICS OF YOURSELF TOON, LOGO & COVER ART 🤔🤔 ??HMU NOW

fransthedor Giiiiiiiirl

tariej4eva @britt2pretty

abbey_0706 She's so beautiful



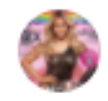
24,737 likes

JANUARY 27

Add a comment...



Laverne Cox



lavernecox • Following

lavernecox I am so honored and proud to cover the February issue of @cosmopolitansa @Regranned from @cosmopolitansa - Say WHAT? #SayYesToLove 🏳️‍🌈 And this month's issue is filled with it! ❤️ In this South Africa exclusive @lavernecox stars as COSMO's first ever openly trans cover girl! Ain't I a woman? Yes you are and we ❤️ you. ALSO, #LGBTQI+ allies and activists on Love in 2018 ❤️ You don't want to miss this one! #COSMOxLaverne #COSMOFebruary #TransIsBeautiful ⭐ click on the link in my bio to get your copy of this very special issue.

Load more comments

jessieraemo Congratulations!

angiebee1969 You're Hella Beautiful! God bless you! Keep showing up and showing out!❤️



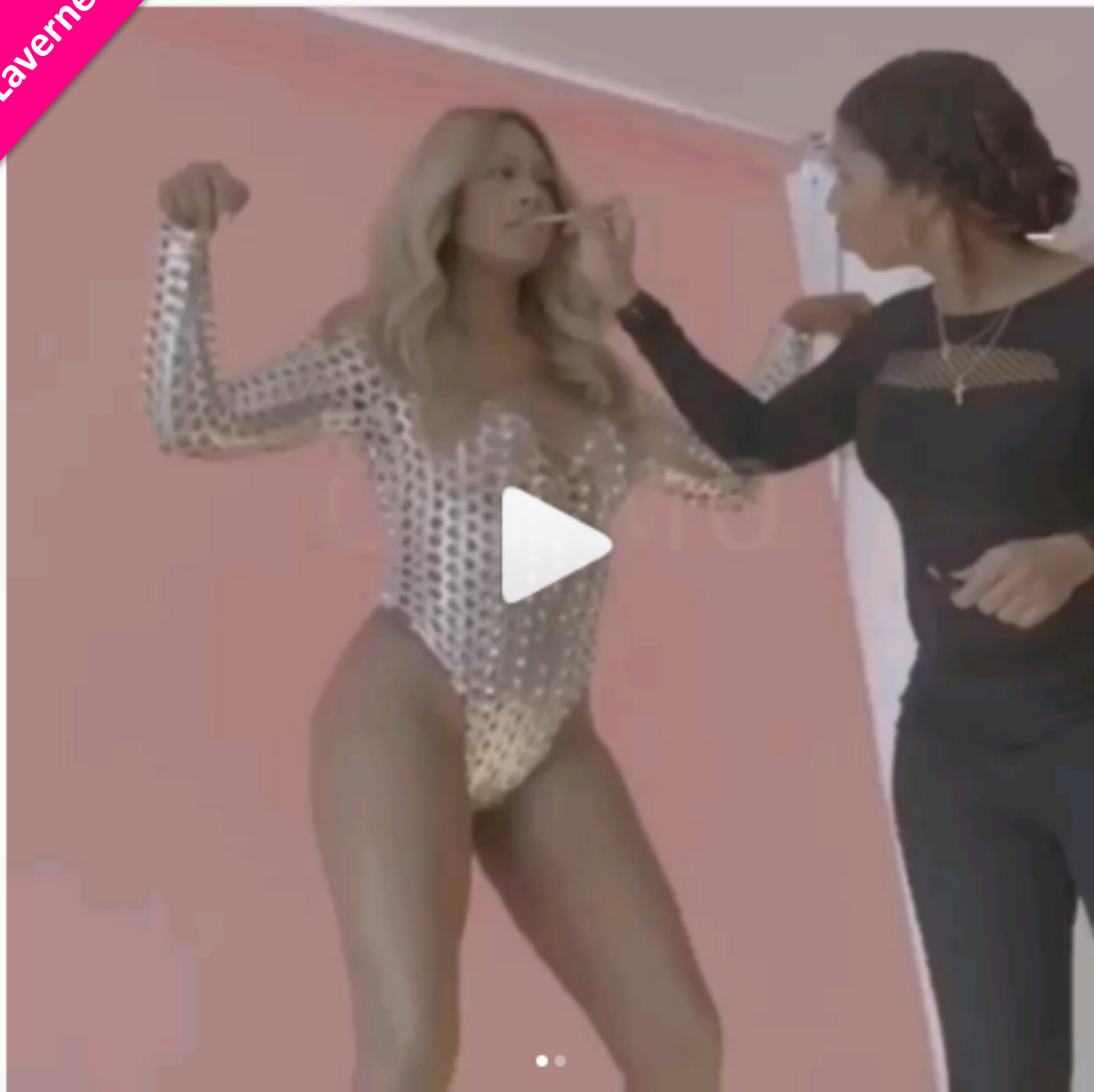
159,577 likes

JANUARY 22

Add a comment...

<https://www.instagram.com/p/BePb-6aHTxY/?taken-by=lavernecox>

Laverne Cox



lavernecox • Following

lavernecox It's not my first #CosmoQuiz but it's the first one I've taken on camera for @cosmopolitansa. 42 years ago this month @iambeverlyjohnson became the first black woman to appear on the cover of Cosmopolitan magazine. Thanks Ms. Johnson for paving the way for all of the black women who have followed you over the years on Cosmo covers. Thanks to trans models like @leat @andrejapejic @harinef @valentts @geenarocero @therealtraceyafrica and more who are changing beauty standards and breaking barriers for trans folks on the covers of fashion magazine's all over the world. 🌸🌟⚡ #COSMOxLaverne #TransIsBeautiful ❤️❤️👉👈👉👈 - #regrann

Load more comments



45,330 likes

JANUARY 23

Add a comment...

<https://www.instagram.com/p/BeRM9wRHeOb/?taken-by=lavernecox>



lavernecox • Following

lavernecox #BTS of my historic @cosmopolitansa shoot. Click on the link in my bio to get your copy. #SayYesToLove #COSMOxLaverne #TransIsBeautiful

Load more comments

adamnousbert Yasss queen 🥰🥰🥰🥰

fransiqueiraa @nararsiqueira look

inadvertently_beastly *swoon

thequeenoflimbs Omg sllllaaaaaayyyyy mama

thequeenoflimbs I'm swooning 🥰🥰

franniee__ JUST SLAY ME MOTHER

serenaonda SLAY QUEEN!

tarrynnaude @alokvmenon can send you one

nomusic33 I do not deserve this honestly. Like I don't know if I will ever be able to



154,836 views

JANUARY 23

Add a comment...





lavernecox • Following

lavernecox Love this shot and quote from my @cosmopolitansa cover shoot on sale now. Click on the link in my profile to get your copy: <http://bit.ly/2B58mNt>. #COSMOxLaverne #SayYesToLove #TransIsBeautiful

Load more comments

mmarco25 You are amazing and unbelievable beautyfull!

saudmirza96 sooo creamy

thetonibryce Amazing.

angelawest735 Dang girl 🍑🍑🍑🍑

ree_ceptive @lavernecox Daaaammnnn!! 🍑🍑🍑🍑

awarenessjewellery Beautiful.... My daughter is trans she's starting tests for blockers in few weeks :) she's excited and lam also for her to be her true self xxx u



77,555 likes

JANUARY 24

Add a comment...



lavernecox • Following

lavernecox #TransIsBeautiful

Load more comments

2fxxks PERFECTION+++

ruthstephanipanjaitan beautiful. wow your shoulder and waist look incredibly slim here

valef490 You are beutiful♥♥♥

johnommbaga Hi

lolamarmont So gorgeous baby ♥♥

greyterry2 Yes it is :)

walk_live ♥

francais_avec_amour Sexy

beautynblog8 It's wrong! You ain't natural

daniellabarriam @hey_y_sebass

ft.willow @beautynblog8 you're a beauty blog yet you can't see the beauty in people wow

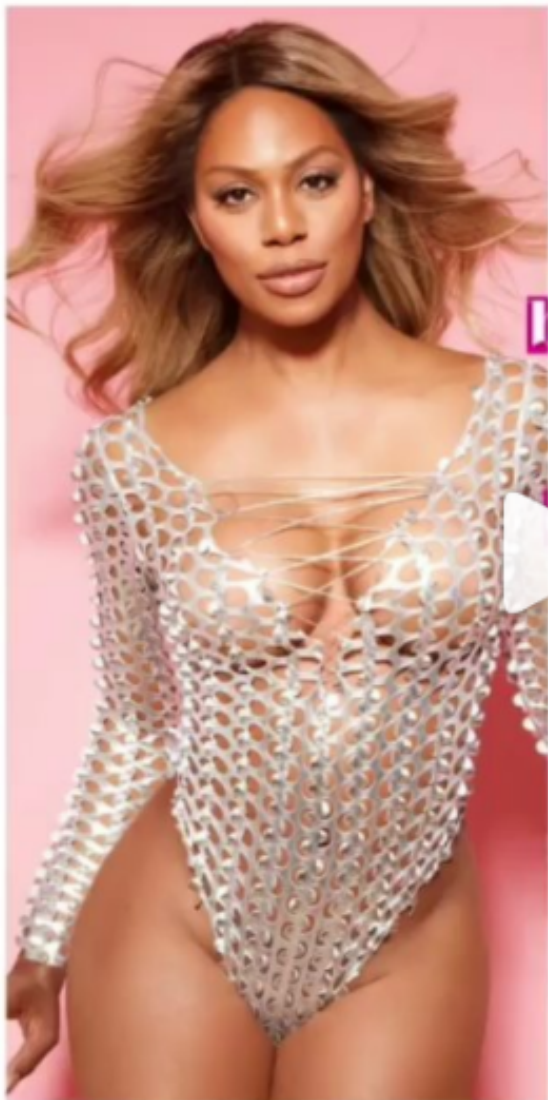


89,158 views

JANUARY 25

Add a comment...





lavernecox • Following

lavernecox Omg this is so funny. One for my favorite reactions to my @cosmopolitansa cover. Thank you @kingsdailypush! Watch and enjoy

@Regranned from @kingsdailypush - "Lets Push"
So Proud Of You.. (cover of cosmopolitan) @lavernecox #transgender #transwomen #lgbtq #lgbt #gay #gaylivesmatter #wematter #equality #lovewins #lavernecox #push #pushbitchpush #kingsdailypush #theshaderoom #justlaugh #unity #wearone #kingthestylist #blogger #fashionblogger #styleblogger #style @lavernecox much love & respect - #regrann

Load more comments

luluciferante @mmlet9



335,537 views

JANUARY 26

Add a comment...





lavernecox • Following

lavernecox @cosmopolitansa word association. #TransIsBeautiful

Load more comments

dharmapunxx She's so bae @thatonekidricky

serhatazt You are iconic

parysstarr @lavernecox I love this ❤️

gionnileejohnson @shaun_the_genuine never mind he could never fool me

saraversente love youuu,italians love youuu 🌙❤️❤️

samhfmunoz #TransIsBeautiful

indiainternational Beauty queen inside and out! I love you so much! @lavernecox

aarynsarina @askaidan iconic

ratatatwat I want u to kick me in the face i love u

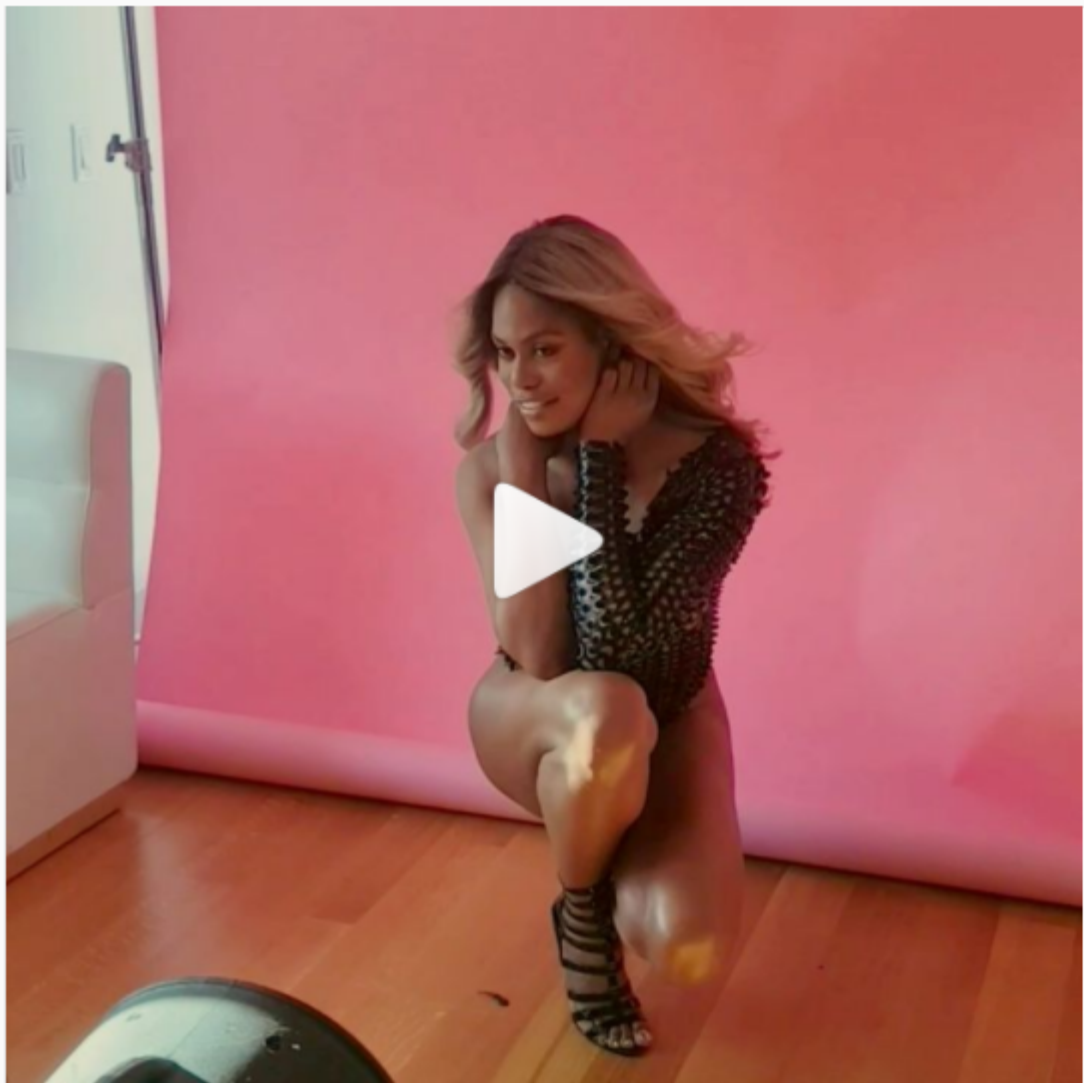


89,210 views

JANUARY 26

Add a comment...





lavernecox • Following

lavernecox #Flashbackfriday #BTS of my photo shoot for @cosmopolitansa #SayYesToLove #COSMOxLaverne #TransIsBeautiful

Load more comments

therosecolouredboy yaaaaaasssssssssss ❤️ ❤️

faith4lyfe 🔥 🔥 🔥

christiasoto Yass bitch 🔥 🔥 🍆 😍

mariaduncan Damnnnn

bri.waldorf Looking so gorgeous 😍

miss_mwanza265 Yaasss Gurl!!!! 🗨️

toniialexis Teach 🍆 me!! 🍆

miss_michelle_ashley 😍 😍 😍 😍

iren_harmon QUEEN

csi_kat_icdeadppl ljs...u have beautiful lips I would have had you wear red 🍆 still

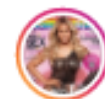


135,979 views

JANUARY 26

Add a comment...

Laverne Cox



lavernecox • Following

lavernecox "Bringing the gifts that my ancestors gave,
I am the dream and the hope of the slave.
I rise
I rise
I rise." -Maya Angelou

#TransIsBeautiful

Load more comments

madelinezinger 🤔🤔❤️❤️

iamdimitrious180 Gorgeous 😊

kplgrams Lift every voice and sing till
earth and heaven ring!

myaa_roseee ❤️🙏🙏

fiftiesking @alybtw

azurbikini We love you 💙💙💙

hola.hockey Hey, lady

hola.hockey Are you triin' to be sexy??



19,220 likes

JANUARY 31

Add a comment...



<https://www.instagram.com/p/BeoL33qnsa/>



lavernecox • Following

lavernecox "Choose discomfort over resentment." Brene Brown on setting boundaries

Load more comments

- swprime2018 Wow
- poetrynirvana 😊
- faiyaj3634 very nice pic
- kaydwessie That quote is 💖
- autonomic 🙌 yes, sister.
- mrunbuddhd I like you



25,559 likes

FEBRUARY 3

Add a comment...



<https://www.instagram.com/p/Bevv1nRHGgv/?taken-by=lavernecox>

Laverne Cox

Twitter Content

16 886 Total Engagements

15 205 Twitter Reactions

242 Total Twitter Comments

1 439 Total Retweets

COSMOPOLITAN



Laverne Cox

Twitter

SA EXCLUSIVE
Laverne Cox

Yes To Love



**ON
SALE
NOW!**



Tweets **19.5K** Following **2,397** Followers **683K** Likes **21.5K**

Following

Laverne Cox ✓
@Lavernecox Follows you

Twitter

Date	Post URL	Likes	Comments	Retweets
22/01/2018	https://twitter.com/CosmopolitanSA/status/955497091442278405	4	1	1
22/01/2018	https://twitter.com/Lavernecox/status/955323948241100801	12 350	192	1 208
22/01/2018	https://twitter.com/baby_caramelle/status/955344792925372416	116	3	42
22/01/2018	https://twitter.com/Lavernecox/status/955478734747811841	298	5	18
22/01/2018	https://twitter.com/Lavernecox/status/955529905848049664	112	1	8
23/01/2018	https://twitter.com/Lavernecox/status/955788248072175617	844	7	46
23/01/2018	https://twitter.com/Lavernecox/status/955823042948628480	76	4	9
26/01/2018	https://twitter.com/Lavernecox/status/956962098910760966	89	4	10
27/01/2018	https://twitter.com/Lavernecox/status/957242110520029184	582	7	31
29/01/2018	https://twitter.com/Lavernecox/status/957828843351441408	76	1	8
29/01/2018	https://twitter.com/Lavernecox/status/958058497941426180	307	8	25
05/02/2018	https://twitter.com/Lavernecox/status/960567828712755204	350	10	31

Twitter

The image shows a screenshot of two tweets from Laverne Cox (@Lavernecox). The top tweet is dated Jan 27 and features a quote from SANELE HLANGANISA Q (@Sennyman_zn) who expresses gratitude for receiving a copy of the February issue of Cosmopolitan magazine, mentioning the hashtag #SayYesToLove. The bottom tweet is dated Jan 26 and features a quote from Vutivi Kimberley Mabasa (@Vutivi_M) who shares her inspiration from the magazine's February issue, praising Laverne Cox's courage and the people featured.

Laverne Cox @Lavernecox · Jan 27

❤️❤️❤️❤️❤️

SANELE HLANGANISA Q @Sennyman_zn
@Lavernecox had to get me a copy!!! #Transisbeautiful
#SayYesToLove 😊😊

7 31 582

Laverne Cox @Lavernecox · Jan 26

❤️❤️❤️❤️

Vutivi Kimberley Mabasa @Vutivi_M
I finished reading @CosmopolitanSA and I can say that I'm inspired by @Lavernecox 's courage and everyone featured on their February issue 🌈💖

3 10 88

Twitter

Danny Ratcliffe @DannyRatcliffe · Jan 22
YAAASSSSSSSS QUEEEEEEN 🏳️🌈

Affinity Magazine @TheAffinityMag
Laverne Cox becomes the first trans woman on the cover of Cosmopolitan!

Danny Ratcliffe @DannyRatcliffe · Jan 22
QTNA: how can I get a copy of @CosmopolitanSA's February issue with @Lavernecox slaying the cover?

COSMOPOLITAN SA @CosmopolitanSA
Following

Replying to @DannyRatcliffe @Lavernecox

You can pick it up here: bit.ly/2rqMEnC 🌈❤️

9:47 AM - 22 Jan 2018

3 Retweets 22 Likes

Elle van der Burg @baby_caramelle
Following

I got a chance to sit down with the awesome team at @CosmopolitanSA to speak about my gender and sexuality for the #SayYesToLove campaign! ❤️ also @Lavernecox is this month's cover star because #TransIsBeautiful 🏳️🌈

COSMOPOLITAN SA February 2018 Beauty Shoot | Elle van...
You've seen her in our #COSMOFebruary issue and now you want to know more about the princess of darkness Elle van der Burg? 🌟🌟 Click play to get to know thi...
youtube.com

11:42 PM - 21 Jan 2018

42 Retweets 115 Likes

Laverne Cox @Lavernecox
Following

#BTS of my historic @cosmopolitansa shoot. Click on the link in my bio to get your copy...
[instagram.com/p/BeS_pEin_Hs/](https://www.instagram.com/p/BeS_pEin_Hs/)

7:22 AM - 23 Jan 2018

9 Retweets 76 Likes

Brand Awareness

BLOG & WEBSITE ARTICLES

Articles Published Online

- EOnline: <http://www.eonline.com/news/908255/laverne-cox-is-cosmopolitan-s-first-transgender-cover-star-and-it-s-fierce-af>
- Allure: <https://www.allure.com/story/laverne-cox-first-openly-trans-woman-cosmopolitan>
- PinkNews: <http://www.pinknews.co.uk/2018/01/22/laverne-cox-becomes-the-first-trans-woman-on-the-cover-of-cosmopolitan-and-looks-amazing/>
- Channel24: <https://www.channel24.co.za/Gossip/News/cosmopolitan-south-africa-makes-history-with-laverne-cox-cover-20180123>
- Hollywood Life: <http://hollywoodlife.com/2018/01/23/laverne-cox-cosmopolitan-magazine-cover-photo/>
- The Daily Dot: <https://www.dailydot.com/irl/laverne-cox-cosmopolitan/>
- Mashable: <https://mashable.com/2018/01/22/laverne-cox-cosmo/#f0.UFXzZ2OqO>
- The Grio: <https://thegrio.com/2018/01/22/laverne-cox-becomes-first-trans-woman-cover-cosmopolitan/>
- Glitter: <http://glittermagrocks.com/connect/2018/01/23/laverne-cox-is-cosmopolitans-first-ever-transgender-cover-star/>
- Bustle: <https://www.bustle.com/p/laverne-cox-is-the-first-out-trans-woman-on-the-cover-of-cosmopolitan-she-looks-incredible-7979003>
- People.com: <http://people.com/style/laverne-cox-cosmopolitans-first-openly-trans-cover-model/>
- eNCA: <https://www.enca.com/media/video/maggs-on-media-cosmopolitan-s-first-ever-transgender-cover-girl-part-1-of-3?playlist=107>

Articles Published Online

- Fashion Weekly Daily: <https://fashionweekdaily.com/laverne-cox-is-cosmos-first-ever-transgender-cover-star/>
- NewsWeek: <http://www.newsweek.com/laverne-cox-makes-history-cosmopolitans-first-ever-transgender-cover-girl-788639>
- OUT: <https://www.out.com/news-opinion/2018/1/24/laverne-cox-officially-first-transgender-woman-cover-cosmopolitan>
- PaperMag: <http://www.papermag.com/laverne-cox-cosmo-covergirl-2527718145.html>
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THANK YOU

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