Constructive Narrative 27 February

2023 Statistics Report

Scope and methodology

This report contains the monitoring of the Peace One Day event Constructive Narrative, and focuses on the period 20th February – 6th March, hereafter referred to as 'the monitoring period'.

The report is split between Social Media Analysis Highlights, Website Traffic, and the Social Media Campaign.

The data was sourced from social media account management tools in relation to social media stats. Data pertaining to the website was gathered using the website back-office management tool, Pyze, and the livestream software.

The following hashtags were used for awareness raising across Peace One Day platforms:

#ConstructiveNarrative #27February #PeaceOneDay #PeaceDay #DoYourPeace #JeremyGilley

Background

In order to reach its target of making 3 billion people aware of Peace Day by 2025, Peace One Day is sharpening its focus. Recognising that Peace and other issues of global concern are all intimately connected, from January 2023 Peace One Day is producing 12 events, 1 each month. These experiences cover a wide variety of topics focusing on education, constructive narrative, justice, equality, diversity, inclusion, AI, peace and sustainability, youth, food crises and more.



Constructive Narrative on 27 February marked the second event of this new 12-month approach and a new documentary strand which will be bringing you a collection of interviews and conversations from authors, actors, directors, and storytellers to discuss the impact of constructive narrative and how it informs, inspires, and engages to manifest a new status quo.

Social Media Analysis Highlights

The total views across all Peace One Day platforms for Constructive Narrative video content was: **8821**.

The Peace One Day strategy has been to raise awareness of the critical issues relating to Humanity's survival amongst our constituency, as well as working with speakers, actors, artists and partners to manifest viewers and engagements across their platforms. The combined result of that long-term strategy and the breakdown of the total viewership figure is as follows:

8742 views across all Peace One Day Social Media accounts during the post-event monitoring period. The digital event live viewership, across the Peace One Day website and Twitter, totalled **215** unique viewers.

The Peace One Day social media campaign for Education Live, for the monitoring period, garnered great results for a first-time event.

- 85,104 impressions

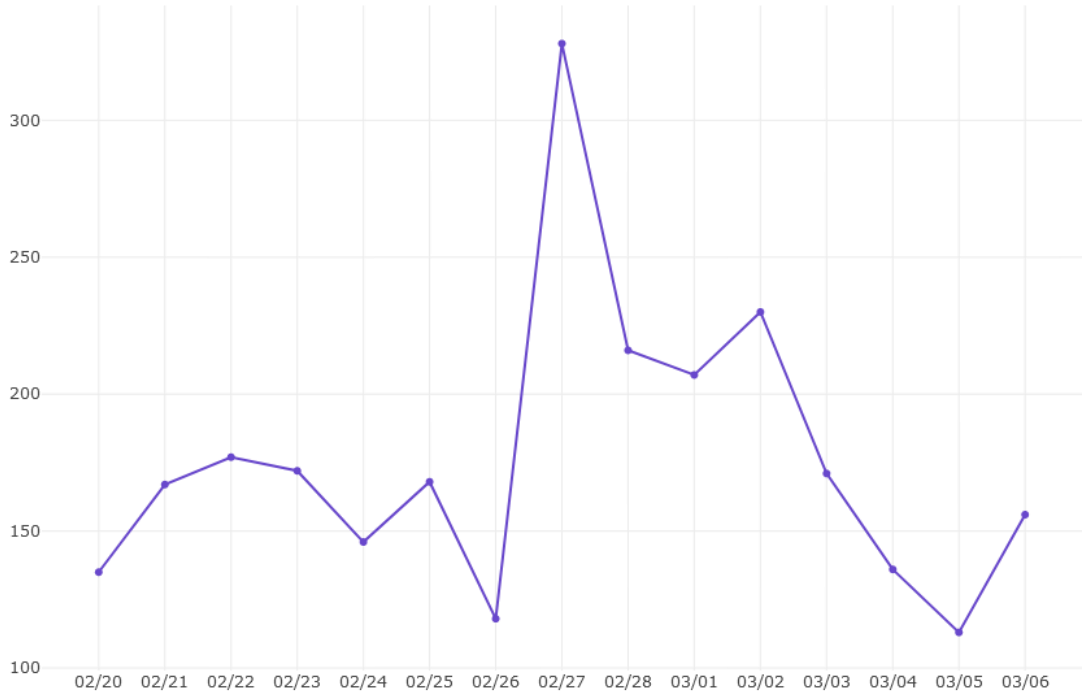
- 1611 engagements

The average viewing time was 1 hour and 31 minutes.

Website Traffic

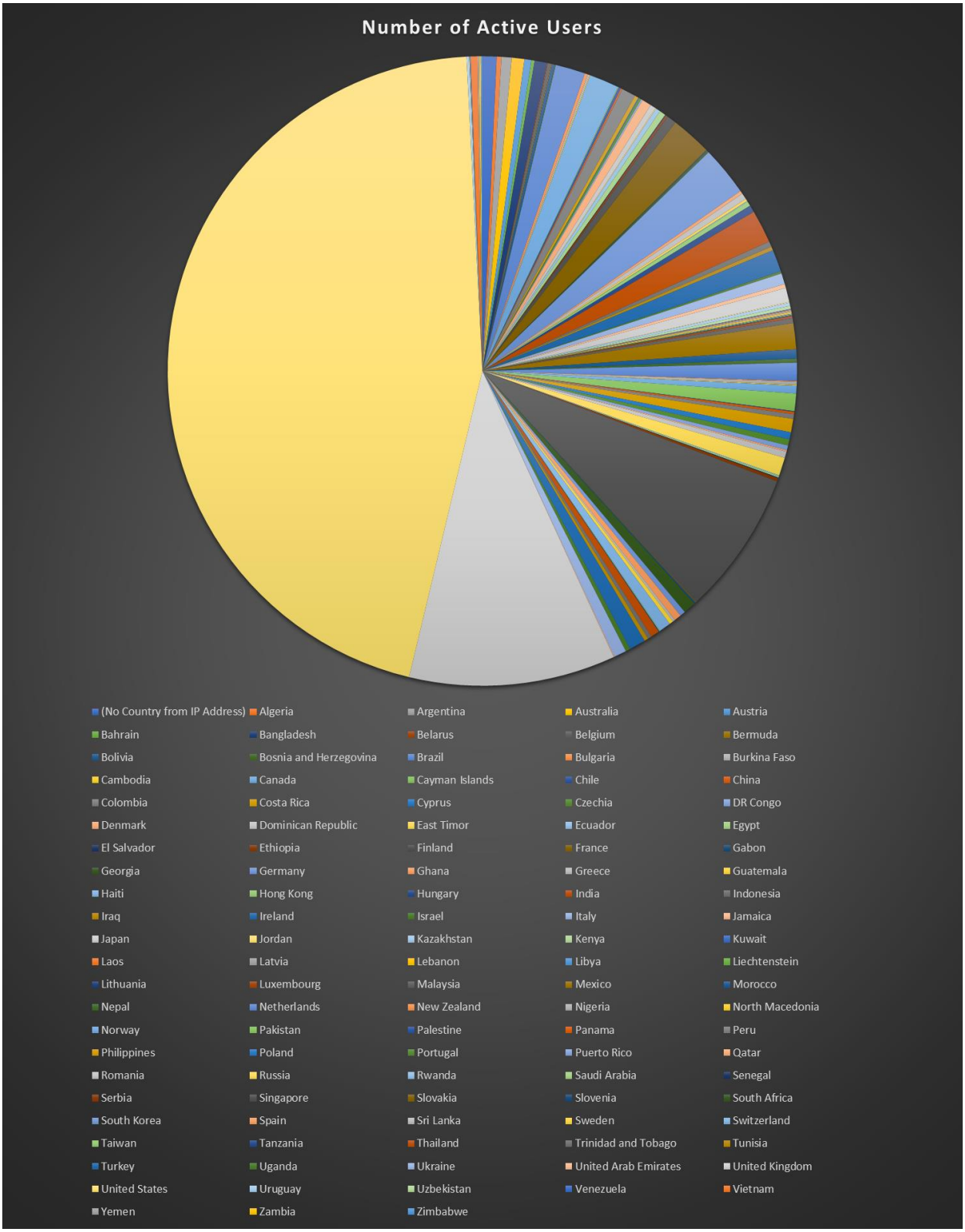
The Peace One Day website had 2574 active users over the duration of the monitoring period.

The active users over the viewing period is broken down by day in the graph below:



Peace One Day

Throughout the monitoring period visitors from over 113 countries were identified, with the largest visitor groups coming from the US, UK, Singapore and Germany. The chart on the following page demonstrates the geographical spread of users.



Social Media Campaign

In the lead up to the event, during the event, and after the event, Peace One Day ran a social media campaign across Twitter, Facebook, Instagram and LinkedIn.

Below are a series of example social media posts from various platforms and accounts that were published by the Peace One Day team.



