Peace One Day - 21 September 2020



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Peace One Day online campaign in 2020.

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1. Summary

This report contains key metrics from the monitoring of the Peace One Day (POD) campaign. It is split into two sections: Volumetrics and Sentiment which is concerned primarily with traditional news media and the statistics around the global reach; and Social Media Coverage which is concerned with social media activity primarily focused on Twitter and the prominent examples of individuals / organisations reached by the campaign.

The key highlights are:

- Media statistics show that Peace One Day received **2.1 times more coverage** compared to 2019.

- Articles mentioning Peace One Day could have been **read 9 billion times** in total. This is 4.5 times higher than last year's figure.

- The biggest spike in coverage was during the day of the event, with **2,658 articles published worldwide**.

- The Peace One Day website received **6,751 unique users** from **141 Countries** this is up from 1,300 unique users from 116 countries across the globe in 2019.

- Peace One Day founder was mentioned and/or quoted in **287 articles**, 17.9 times more than 2019 (16 articles).

2. Volumetrics and Sentiment

2.1. Sentiment

The following sentiment analysis provides metrics regarding the tone of the articles published for POD; these are based on Signal-AI's software and provide an indication of tone only. This year, Peace One Day was mentioned in 7,490 articles; this translates to 2.1 times more coverage compared to last year, for the same time frame (14/09 - 28/09). Last year, during the same time period (14/09 till 28/09), there were only 3,542 articles mentioning Peace One Day.

More than half (55%) of the published articles mentioning Peace One Day from September 14th to September 28th were positive. Out of the 7,490 articles published during the examined time frame, there were no articles carrying negative sentiment, with 45% of the articles being neutral. (see Fig.1).

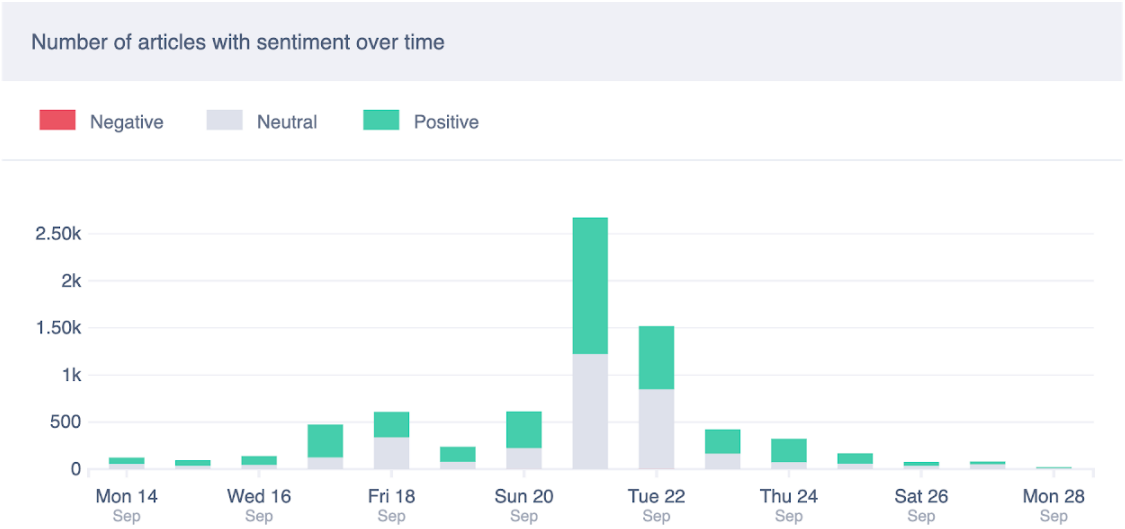


Fig.1

2.2. Reach

The biggest spike in coverage was during the day of the event, with 2,658 articles worldwide. On this day, the publications that mentioned Peace One Day have a total potential reach of around 9 billion. (see Fig.3).

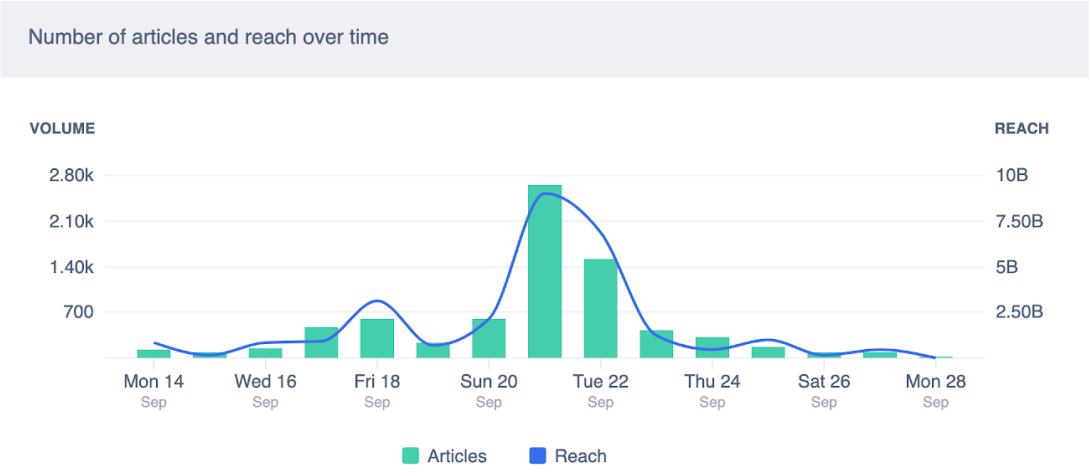


Fig.3

“Reach” refers to the number of times people were potentially reached by news on Peace One Day. Reach is calculated from aggregating each publications’ circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people who read the articles. Instead it indicates the number of times people may have read news about Peace One Day.

2.3. Jeremy Gilley

Jeremy Gilley was mentioned and/or quoted in 287 of these articles. This is 4% of the total number of articles mentioning Peace One Day. Most articles that quoted Jeremy Gilley during the examined time period focused on the collaboration of Peace One Day with Lipton.

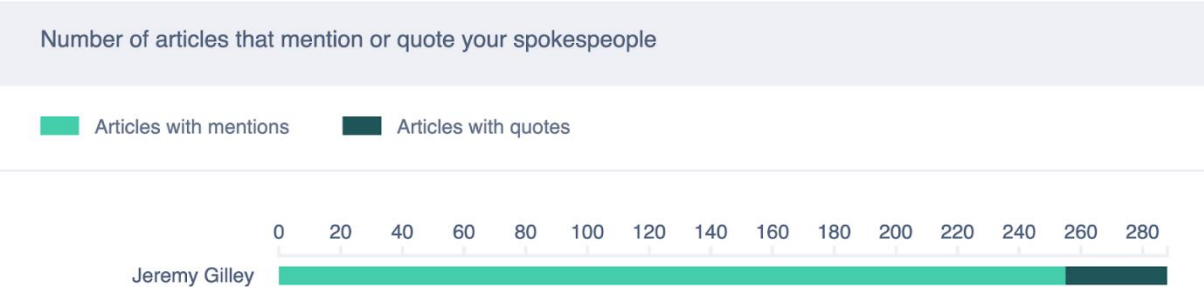


Fig.4

Female First quoted Jeremy Gilley's words on Peace One Day and the collaboration with Lipton :

"Peace One Day's goal is to raise awareness of #PeaceDay and manifest action, in turn decreasing violence around the world. This year we aim to reach 4 billion people in 24-hours and have gladly partnered with Lipton, to achieve this shared goal. Together, we want to encourage people to make quality connections and cement the 21st September as a day of global unity and intercultural cooperation on an unprecedented scale."

Furthermore, it is important to mention that 98% of the articles mentioning and/or quoting Jeremy Gilley carried positive sentiment. There were no negative articles that quoted Jeremy Gilley.

2.4. Heatmap

The vast majority of the mentions originate from the U.S (see Fig.5). More specifically, 1,731 articles were published by U.S. sources, and 406 articles were from Canadian Sources. Although most of the articles originated from the U.S. there are mentions of Peace One Day from almost every part of the world; there was at least one mention for Peace One Day in nearly every country.

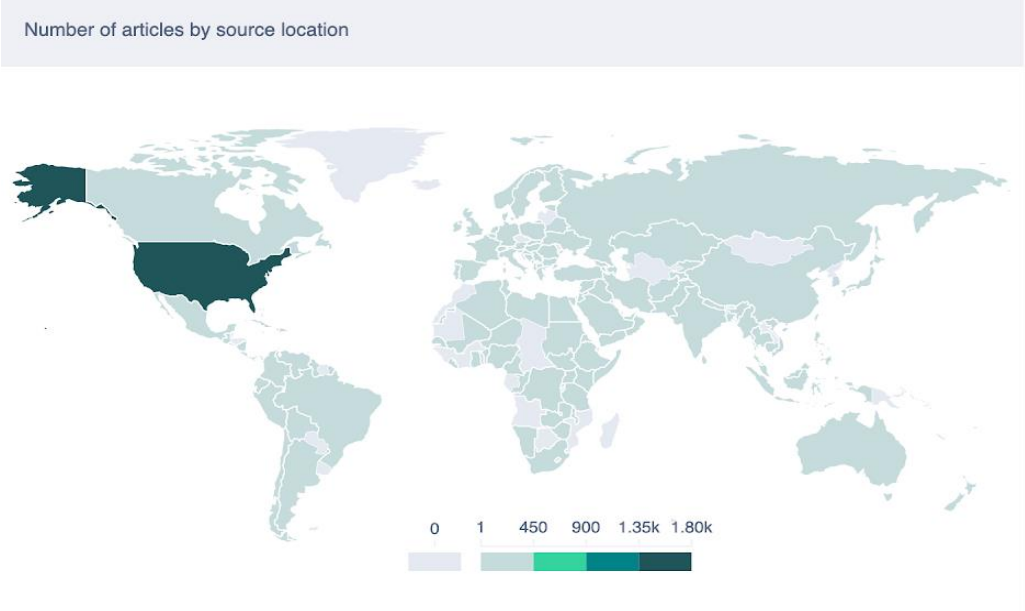


Fig.5

3. Social Media Coverage Analysis

This section of the report presents an analysis of social media coverage of the Peace One Day movement and the Peace One Day Live Global Digital Experience event, focusing on activity during the period 14-28 September. The Peace One Day Live Global Digital Experience on 21 September generates a spike in volumes. Response to the event is overwhelmingly positive as multiple participants point to their involvement in the event.

Coverage of Peace Day more generally is also high, with influential commentators discussing the day and offering their support from around the world, including The Church of England and Yoko Ono. Discussion of Peace Day can be found across the globe, with commentary identified in the Middle East and Europe, among other locations.

3.1. Organisers and sponsors

Discussion surrounding the the Peace One Day movement is high over the monitoring period, with the organisation's own Twitter account (30.9k+ followers) issuing 71 posts. Jeremy Gilley (30k+ followers) posts 72 times. Examples include:

- "We are delighted to announce that Yusuf / Cat Stevens, Musician and Humanitarian, is contributing to Peace One Day Live. We are so thankful for Yusuf / Cat Stevens' continued support of Peace One Day. #UN75 #AvonWorldwide #Lipton #qualityconnections #Liptonicetea #bettertogether". (5+ retweets, 12+ likes)

- "Just 1 day to go until #PeaceDay! Peace One Day Live is a free to watch livestream, featuring incredible musical performances; informative discussion panels; Words of Peace, and live global moments. The livestream starts at 10:00 BST across our website & Twitter & Facebook pages." (11+ retweets, 11+ likes)

Peace One Day (6+ retweets, 6+ likes) also asks users to create their own digital peace dove, adding "We will show the completed Digital Peace Dove during Peace One Day Live, 21 September."

Lipton Tea (55.3k+ followers, 16+ retweets, 44+ likes) posts "We are proud to announce that Hanneke Faber, Global President of Unilever Foods & Refreshments, will be speaking at Peace One Day Live! Join us this Monday and invite your friends to #MakeTeaTimePeaceTime".

- Big Brother Nigeria semi-finalist Omashola Kola Oburoh (254.7k+ followers, 15+ retweets, 252+ likes) details "Peace thrives when people can connect Peace Time Is Tea Time @liptoniceteang Time #PeaceOneDay #ShareSomeSunshine #LiptonIceTea" alongside related advert.

- Lipton Ice Tea (14.5k+ followers, 362+ views) advertises Peace One Day Live Global Digital Experience event across social media platforms.

- Lipton Ice Tea (325+ likes) also announces "In a global moment of solidarity, we lit up iconic clock towers and landmarks across the planet with projections encouraging the world to connect and #MakeTeaTimePeaceTime. We believe peace flourishes when people connect! What will you do for Peace? #PeaceOneDay #LiptonIceTea".

Avon promotes Peace One Day Live Global Digital Experience on its Czech (47.1k+ followers, 114+ likes), Turkish (26.3k+ followers, 2+ retweets, 4+ likes) and Indian (7.5k+ followers, 1+ likes) channels.

3.2. Asia

Former president of the Maldives, Maumoon Abdul Gayoom (158.9k+ followers, 39+ retweets, 135+ likes) shares "Marking International Peace Day means reaching out to others, to eliminate hatred and discrimination , and to spread friendship. This becomes even more important in times of crises like fighting Covid-19. #PeaceDay#ShapingPeaceTogether".

Kalinga Institute of Social Sciences (10k+ followers, 182+ retweets, 327+ likes) posts ""Peace Day" is observed around the world each year on 21 September. Established in 1981 by unanimous United Nations resolution, Peace Day provides a globally shared date for all humanity to commit to Peace above all differences and to contribute to building a Culture of Peace."

NGO, CISV Indonesia (245+ followers, 14+ likes) promotes a webinar on waste management, in association with Peace One Day.

- CISV Germany (788+ followers, 48+ likes) also discusses Peace Day, sharing image portraying its "four elements of peace". (Translation)

3.3. Europe

The Church of England (102.1k+ followers, 46+ retweets, 105+ likes) announces "Go in peace, to love and serve the Lord. On International #PeaceDay, we pray for peace throughout the world."

UN Library (63.5k+ followers, 3+ retweets, 5+ likes) writes "This week marked the International #PeaceDay. The #UNGA has declared it was a day dedicated to strengthen the ideals of peace through observing 24 hours of non-violence and cease-fire. Find more info about @UNPeacekeeping in our research guide".

MP Geoff Regan (8.4k+ followers, 8+ likes) circulates Mutcho Creative Studio's video made to "celebrate the occasion" of Peace Day. (8+ likes)

Germany's Peace Lab Blog (2.9k+ followers, 3+ retweets, 6+ likes) relays "The theme for today's #Internationaldayofpeace is "Shaping Peace Together." Leila Zerrougui (@MONUSCO) agrees: empowering local actors & institutions is key to sustainable peace, a role that international missions can never substitute" and circulates its related earlier podcast. (17 Aug)

William Allitt School (712+ followers, 6+ likes) shares some artwork and poems by students to celebrate Peace Day.

Charity working to promote a global perspective in the curriculum, decsy (897+ followers, 2+ retweets, 2+ likes) details "21 September is International Day of Peace #PeaceDay. Find ideas for celebrating the day on the Peace One Day website."

3.4. Middle East

OCHA Yemen (91.3k+ followers, 13+ retweets, 30+ likes) relays "6 years into the conflict, #Yemen is the world's worst humanitarian crisis. Now, #COVID19 has further exacerbated the crisis. #YemenCantWait and time is now for parties to the conflict to start #ShapingPeaceTogether. #PeaceDay #UN75".

3.5 USA

Yoko Ono (4.7m+ followers, 148+ retweets, 508+ likes) lends her support to Peace Day, posting "'All we are saying is give peace a chance'Today is International Peace Day.Watch BED PEACE by and starring @JohnLennon & @YokoOno... #PeaceOneDay #PeaceDay #UN75 #GivePeaceAChance #RememberLove".

- John Lennon commemorative account (528k+ followers) shares the same, seeing 106+ retweets and 501+ likes.

3.6 Peace One Day Live Global Digital Experience

Reaction to Peace One Day Live Global Digital Experience is overwhelmingly positive. Multiple users discuss the event, driving traffic on social media:

- TV presenter Laura Whitmore (440k+ followers, 2+ retweets, 18+ likes) circulates Peace One Day's YouTube link to the event. (2k+ views, 92+ reactions)
- Singer Jack Savoretti (43.5k+ followers, 16+ retweets, 65+ likes) advertises his performance at the event, linking to Peace One Day's website.

- - Other participants of the Peace One Day Live Global Digital Experience, for example Citizens of the World Refugee Choir (806+ followers, 6+ likes) also advertise their performances at the event.
- FONK Magazine (4.9k+ followers) highlights its update, 'Lipton and Peace One Day join forces on International Day of Peace'. (Translation)

Jeremy Gilley (30k+ followers) posts 18 times about the event, including:

- "Next we have the 'Viruses and their Impact on Peace and Sustainability' panel. Don't miss the opening statement from Dr Tedros Adhanom Ghebreyesus, Director-General of the WHO..." (4+ retweets, 6+ likes)
- "What an incredible few hours! Words of Peace from Dia Mirza, a breath-taking performance from Felix Buxton of Basement Jaxx, Citizens of the World Choir & LCV Choir and a fascinating live moment from Japan!" (6+ retweets, 12+ likes)

Pathfinders (1.2k+ followers) posts 49 times covering the event sharing statements from individuals involved, including:

- ""The youth across Africa have become more visible and influential in their communities and countries," says Youth Advocates Ghana's Executive Director, @ametemma. "Leaders at every level must pay attention to peace," and listen to the voices of young people." (3+ retweets, 8+ likes)
- ""If we can make the online space peaceful and positive, and if we make sure we keep talking and asking for help," we'll make progress towards peace, says Young Minds Ambassador @BellaRamsey." (2+ likes)

3.7 Hashtag Use

As expected, the use of the hashtag peaked on 21 Sep (see Fig.6). Similar hashtags based off of Peace One Day were also shared on 21 and 22 Sep (See Fig.7.).

The vast majority of tweets including the hashtag were in English, 84.7%, with Japanese at 4.8% and Spanish 3.6% (see Fig.8.).

Twitter was where the hashtag was used the most, by some way. Instagram was also a very popular place for using the hashtag, which is expected (see Fig.9.).

The heat heap (see Fig.10.) shows where in the world the hashtag was used. The US was the most predominant, with 20.9%, followed by Great Britain with 17.2%. Significantly, the heat map shows that the hashtag was used across the entire world.

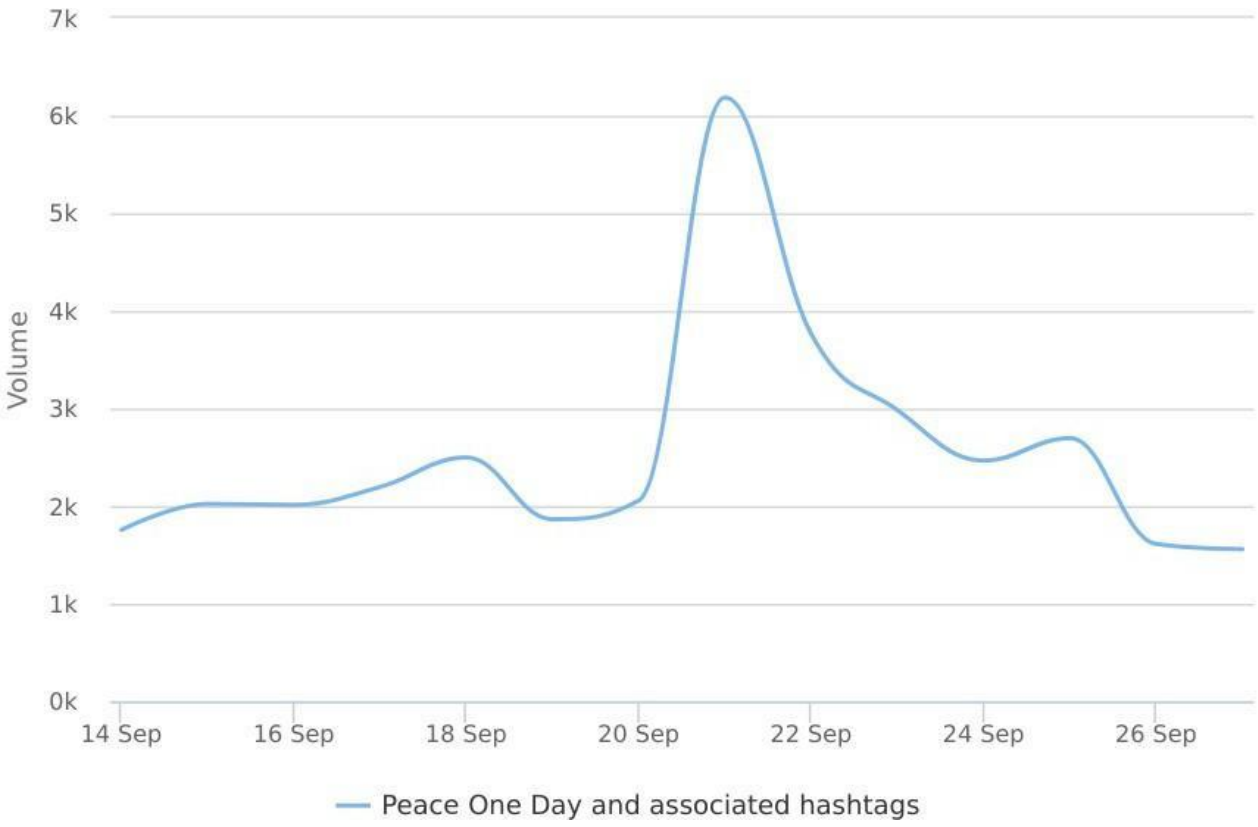

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Volume
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Peace One Day and associated hashtags

Fig.6

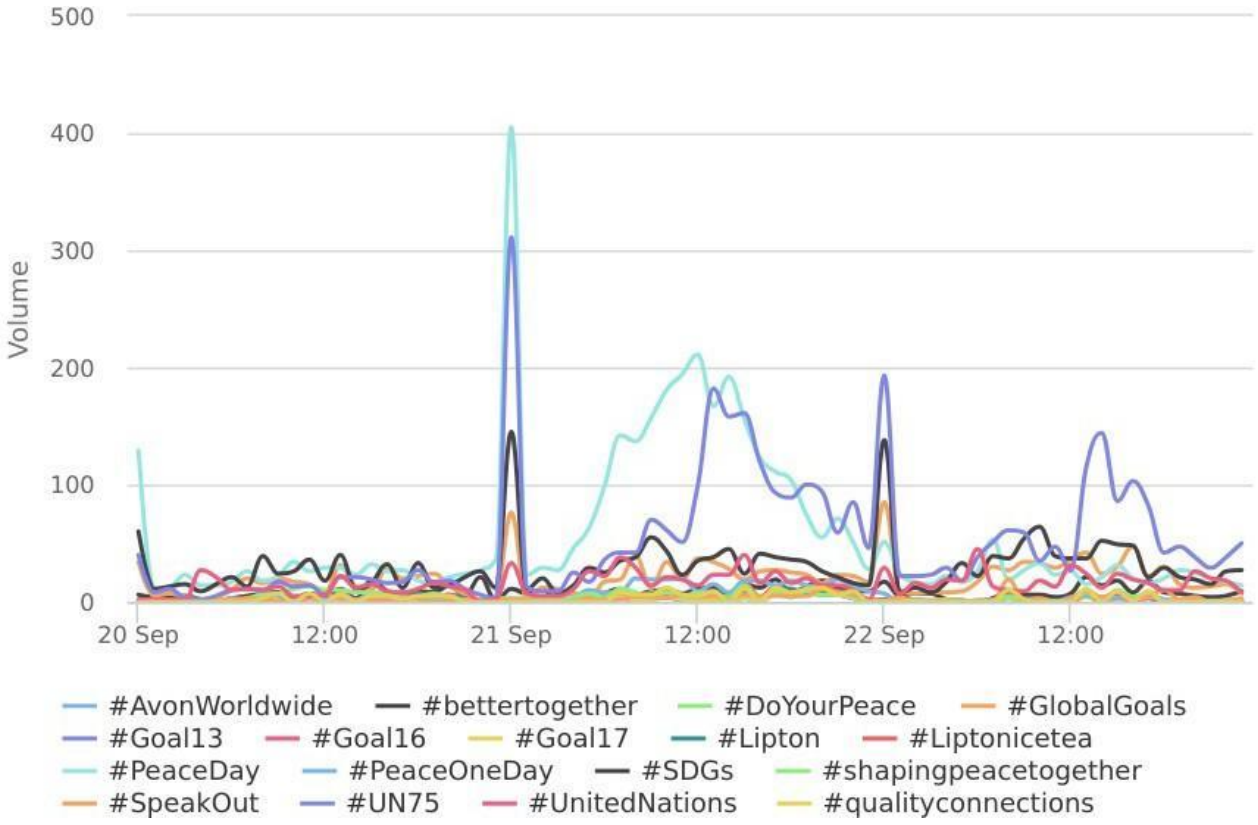

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#Goal17
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#UnitedNations
#qualityconnections

Fig.7

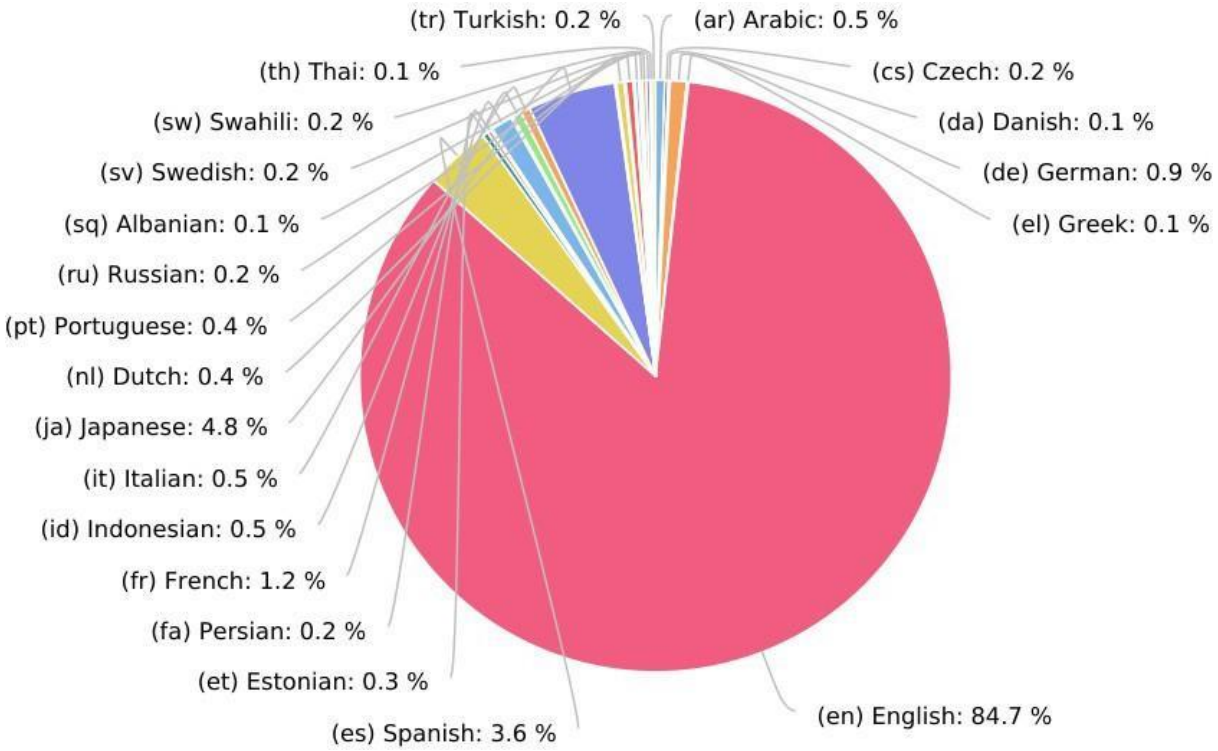

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(th) Thai: 0.1 %
(cs) Czech: 0.2 %
(sw) Swahili: 0.2 %
(da) Danish: 0.1 %
(sv) Swedish: 0.2 %
(de) German: 0.9 %
(sq) Albanian: 0.1 %
(el) Greek: 0.1 %
(ru) Russian: 0.2 %
(pt) Portuguese: 0.4 %
(nl) Dutch: 0.4 %
(ja) Japanese: 4.8 %
(it) Italian: 0.5 %
(id) Indonesian: 0.5 %
(fr) French: 1.2 %
(fa) Persian: 0.2 %
(et) Estonian: 0.3 %
(es) Spanish: 3.6 %
(en) English: 84.7 %

Fig.8

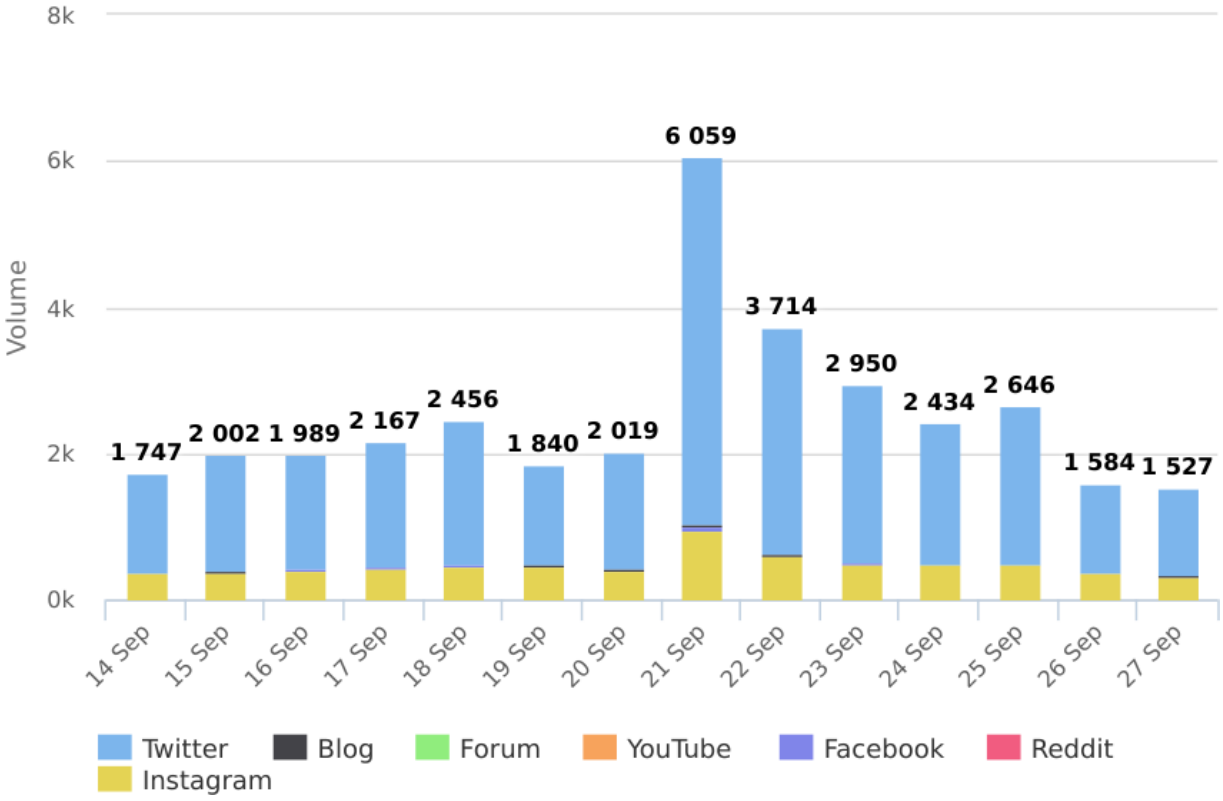

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Volume
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Fig.9

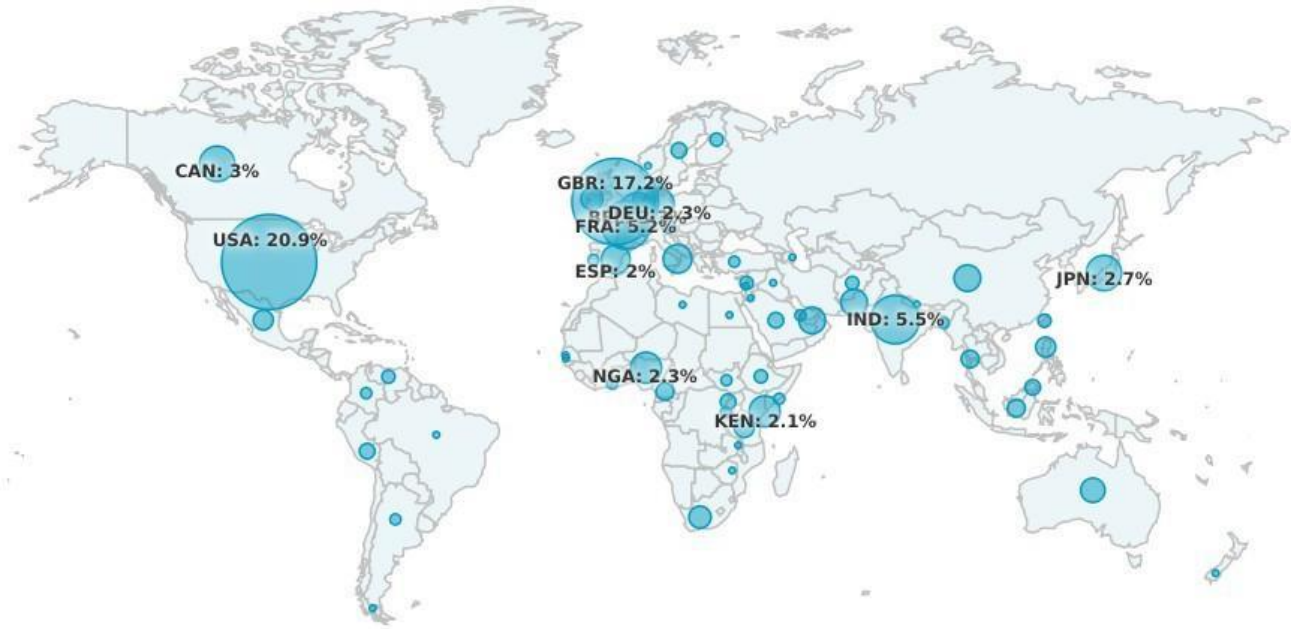

CAN: 3%
USA: 20.9%
GBR: 17.2%
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FRA: 5.2%
ESP: 2%
IND: 5.5%
JPN: 2.7%
NGA: 2.3%
KEN: 2.1%

Fig.10