Peace Day Live

Digital Report - September 2022



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Peace Day Live online campaign in September 2022.

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1. Scope and Methodology

This report contains key metrics from the monitoring of the Peace Day Live campaign, focusing on the period from 14-28 September 2022. It is split into three sections: Online and Traditional Media Analysis, Social Media Analysis, and Search Engine results Page Analysis.

The data contained within this report was collected using the following keywords and hashtags:

Keywords and Hashtags

21 September	**#PeaceDay**	**#PeaceOneDay**	**#doyourpeace**	**#Goal13**
Peace Day Live	**#KofiAnnan**	**#PeaceDayLive**	**#21September**	**#Goal15**
Peace Day	**#Goal16**	**#NoClimateAction NoPeace**	**#SDG16plus**	**#qualityconnections**
Peace One Day	**#connectionscreatechange**	**#Liptonicetea**	**#SpeakOut**	**#WatchMeSpeakOut**
Jeremy Gilley	**#Avon**	**#AvonWorldwide**	**#Lipton**	**#Peaceoutforpeace**
#SDGs	**#TurnItAround**	**#GlobalGoals**	**#cybernonviolence**	**#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 - Climate Action, Anti-Racism and the mobilisation of youth - are all intimately connected, from 2021 Peace One Day is marking four critical days in the global calendar, each with deep significance in relation to seasonal change. Each of these key stations of the year plays host to a live digital event, each providing a platform for discussion and action around issues of global concern.

On 21 September 2022, Peace One Day produced its third annual event, Peace Day Live. Peace One Day was humbled by the overwhelmingly positive response and support we received from some of the world's foremost thinkers and leaders in relation to Peace. Viewership was in line with similar events produced by bodies such as the UN, and our message had a truly global reach, with a highly engaged audience that tweeted from almost every country on the planet.

2. Summary

Social Media Analysis Highlights

The Peace One Day social media campaign for Peace Day Live garnered remarkable engagement and impression statistics.

- 626,442 impressions
- 10,532 engagements

The collective hashtags we monitored for the Peace Day Live event were used in almost every single country in the world. The following were the most frequently used within the period 14 -28 September 2022.

- #SDGs (100,637 total tweets)
- #PeaceDay (49,084 total tweets)
- #GlobalGoals (43,664 total tweets)
- #Avon (4675 total tweets)
- #SpeakOut (1710 total tweets)
- #PeaceOneDay (764 total tweets)

The digital event viewership was comparable to that of last year as we recoded a total of 7,246 views across the website and twitter. However, the average viewing time on the website rose from 16 minutes last year to 36 minutes this year, representing increased engagement. Live stream impressions on Twitter more than doubled this year as it went from 24,331 to 52,193.

Online and Traditional Media Analysis Highlights

- On the day of the event (21 September 2022), the publications that mentioned Peace Day Live had a total potential reach of 28 billion, a figure that is 1.5 times higher than the one recorded last year. The US and China produced the most articles relating to the day itself.
- The Peace Day Live event received a total of 9,152 articles in the period between 14-28 September 2022, marking an increase of 8% in coverage volume in comparison with last year's statistics. The biggest spike in coverage was on 21 September 2022, with 3,413 articles published worldwide. These figures indicate significant media traction with the campaign and an exponential improvement year-on-year.

Search Engine Results Page Analysis Highlights

The search engine results pages (SERPs) for the keywords associated with the Peace Day Live event presented positive findings. The results for "Peace Day" and "Peace Day Live" in particular were very positive and consistent throughout the monitoring period as they spanned controlled assets, news articles, and social media posts mentioning the event.

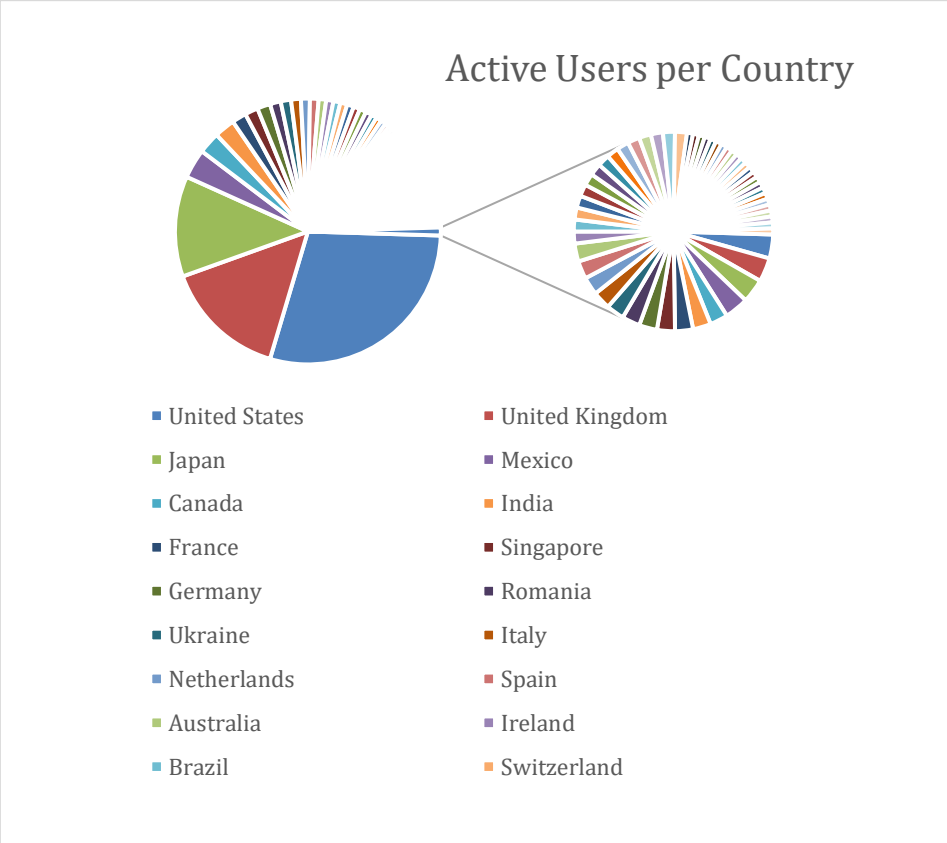
3. Website Traffic

The Peace One Day website gained over 4,000 active users on the day of the event. Note that the baseline number of active users a week before the event was approximately 650 users per day. The website amassed a total of 1,080 views over the monitoring period, with an average viewing time of 36 minutes.

SUMMARY

Total Unique Viewers	1080
Total Viewing Time	27d 16h 59m 40s
Average Viewing Time	36m 56s

Through the period of website monitoring, we identified visitors from 163 countries around the world, with the largest visitor locations being the US, the UK, and Japan. This aligns closely with the data trends we identified for online and traditional media, as well as social media. The chart below demonstrates the geographical spread of users.



Event Viewership

The event was viewable in two locations, on the @PeaceOneDay Twitter account and at www.peaceoneday.org. Together, they brought the event a total combined live viewership of 7,246— which is comparable to last year's Peace Day Live event. Most of the views originate from Twitter as the total number of views associated with the Twitter account reached 6,166 whereas the website garnered 1,080 views. This, combined with the web traffic information detailed above, indicates that the viewers that tuned in on 21 September were highly engaged, with users visiting our website to watch there, register, or otherwise seek out additional information about Peace Day Live.

4. Social Media Analysis

This section presents an analysis of social media coverage of the Peace Day Live event, focusing on activity during the period 14-28 September 2022.

The following statistics are the total tweets for various keywords associated with the event between 14-28 September 2022. These give an indication of the scale of content being shared on the platform.

- #SDGs (100,637 total tweets)
- #PeaceDay (49,084 total tweets)
- #GlobalGoals (43,664 total tweets)
- #Avon (4,675 total tweets)
- #SpeakOut (1,710 total tweets)
- #PeaceOneDay (764 total tweets)
- #Liptonicetea (311 total tweets)
- #Lipton (234 total tweets)
- #TurnItAround (203 total tweets)
- #Goal13 (200 total tweets)
- #Goal16 (128 total tweets)
- #KofiAnnan (65 total tweets)
- #SDG16plus (62 total tweets)
- #PeaceDayLive (40 total tweets)
- #Goal15 (23 total tweets)
- #doyourpeace (17 total tweets)
- #qualityconnections (2 total tweets)
- #connectionscreatechange (1 tweet)
- #AvonWorldwide (1 tweet)
- #cybernonviolence (1 tweet)
- #NoClimateActionNoPeace (0 tweets)
- #WatchMeSpeakOut (0 tweets)
- #Peaceoutforpeace (0 tweets)

Online Coverage

This section provides examples of how the event was picked up and shared by prominent users on Twitter. We have included the follower counts which indicate the potential audiences for these specific tweets, in addition we include the approximate number of retweets and likes which show direct engagement and interaction with the message. The number of posts related to the Peace Day Live event increased steadily in the lead-up to the occasion, peaking on 21 September 2022 as the event organisers and participants actively promoted the event, seeing engagement from social media users.

- Multiple participants promoted taking part in the event, while notable figures such as António Guterres, Mark Ruffalo, and Sadhguru observed the event online.

- Out of all the standalone hashtags tracked for this analysis, #SDGs, #PeaceDay, and #GlobalGoals appear the most frequently.

Peace One Day Team Social Media Campaign Tweets

Peace One Day took to social media platforms several times to promote Peace Day Live. The following posts were all published through Peace One Day's and Jeremy Gilley's social channels.

Peace One Day on Twitter

"Our final panel of the day is Stop Ecocide. Moderated by Sophia Kianni and participants including Princess Esmeralda of Belgium, Jojo Mehta, and Sophie Dembinski." (1+ retweets, 4+ likes. 21 Sep)

"Up next with their first musical performance of the day, please welcome Kiran + Nivi. Keep watching for more during Peace Day Live." (5+ likes. 21 Sep)

"Stop Ecocide Film. We must safeguard nature, climate, and our future. Let's make peace with the earth." (6+ retweets, 15+ likes. 21 Sep)

"Peace One Day is hounored to be partnering with the Kofi Annan Foundation again for Peace Day Live. Keep watching for more from our wonderful partners." (2+ retweets, 10+ likes. 21 Sep)

"Here is our first panel of the day, Gender Based Violence in War Zones. Monderated by Sophia Kianni, participants include Angela Cretu, Nastya Kamenskykh, and Pamela Zaballa." (7+ retweets, 13+ likes. 21 Sep)

"Kicking off today's event, here is a Peace One Day film for Peace Day Live 2022! Keep watching for inspiring interviews, words of peace, musical performances, panels, and more." (1+ retweets, 6+ likes. 21 Sep)

Peace One Day on Instagram

"Peace Day Live 21 September is 2 days away! What will you do to help create a more peaceful world? Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (22+ likes. 19 Sep)

"Peace One Day is pleased to announce that Abdalaziz Alhamza will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (20+ likes. 19 Sep)

"Who will you make peace with on Peace Day? Mark the day by saying sorry to someone you know. Share your plans for Peace Day with us on social media!" (18+ likes. 19 Sep)

International Day of Peace on Facebook

"A wonderful memory from Peace Day. Thank you, Patrice, Sophia and everyone involved. @avon @lipton @triviumpackaging @cloudera @Heineken @sdgaction @kofiannanfoundation @sdg16plus @unitednationsfoundation". (285k+ followers, 17+ likes. 23 Sep)

Jeremy Gilley on Twitter

"Peace One Day is pleased to announce that Richard Branson will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit http://peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (3+ likes. 20 Sep)

"Peace Day Live 21 September is 1 day away! What will you do to help create a more peaceful world? Follow our social media for announcements, and visit http://peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (1+ retweets, 5+ likes. 20 Sep)

"Use your social media to spread a message about peace! Visit http://peaceoneday.org for resources you can share to help spread the word about the International Day of Peace on 21 September." (18 Sep)
"Thank you, @EmilyCherryCEO , and @ProLevelAcademy , for your incredible support of #PeaceDay. Amazing action demonstrating the wonderful role of football in making peace happen." (2+ likes. 18 Sep)

"Peace One Day is honoured to be partnering with Twitter again for Peace Day Live 21 September. Watch the show on 21 September at http://peaceoneday.org or @PeaceOneDay on Twitter. @Nonprofits @TwitterForGood" (1+ likes. 16 Sep)

"Peace One Day is pleased to announce HRH Princess Esmeralda of Belgium will be joining us for Peace Day Live 21 September. Follow our social media for announcements, & visit http://peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast & register for more info." (1+ likes. 14 Sep)

Jeremy Gilley on Instagram

"Niamh McDade talks about her participation in Peace Day Live on 21 September; we could not be more honoured to have her involved. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (47+ views. 19 Sep)

"Peace One Day is pleased to announce that Monique Coleman will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (9+ likes. 19 Sep)

"Who will you make peace with on Peace Day? Mark the day by saying sorry to someone you know. Share your plans for Peace Day with us on social media!" (8+ likes. 19 Sep)

"Peace One Day is pleased to announce that Romain Picard will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (6+ likes. 19 Sep)

"Peace One Day is pleased to announce that Sophie Dembinksi will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information." (7+ likes. 19 Sep)

"Inspiring to meet with the Prosecutor of the International Criminal Court, Mr. Karim A.A. Khan KC in the lead up of #PeaceDay" (14+ likes. 19 Sep)

Other Participants

Below are some of the key tweets shared by users with significant followings.

Africa

- World Bank Africa (531.6k+ followers, 2+ retweets, 7+ likes) tweeted "Every day, Ambassadors for Peace in #Cameroon risk their lives to help victims and bring peace to their communities. Here's what they have to say #PeaceDay #InternationalPeaceDay2022". (21 Sep)

- UNDP Zimbabwe (46.3k+ followers, 1+ retweets, 3+ likes) wrote "Following commemorations for #PeaceDay! We will be having a public lecture session @Africa_Univ on promoting social solidarity and reducing prejudice Date:29 September 2022 Time 09:00 - 14:00 "End racism. Build peace."" (26 Sep)

Asia

- India Today (6.1m+ followers, 5+ retweets, 31+ likes) commented "There is no path to peace. Peace is the path- Mahatma Gandhi. Today as the world observes #InternationalDayOfPeace, tell us what is that one thing which makes you feel at peace? #ITCard #YourSpace #Peace #PeaceDay #WorldPeaceDay2022 #WorldPeaceDay". (21 Sep)



- Sadhguru (4m+ followers, 2.2k+ followers, 5.6k+ likes) noted "If we cannot keep our minds peaceful, how can the world be peaceful. The world outside is a reflection of the human mind. #SadhguruQuotes #PeaceDay". (21 Sep)



- Samsung India (2.7m+ followers, 7+ retweets, 89+ likes) posted "We, at #Samsung, strive to create meaningful impact with #innovations that defy barriers to progress, and each innovation is built for the world to evolve into a #peaceful ecosystem. Experience #peace with Samsung. #BeAtPeaceWithSamsung #PeaceDay". (21 Sep)

- Hindustantimes (2.5m+ followers, 10k+ likes) shared "#InternationalDayofPeace is observed globally on this day The #UNGA marks the day by promoting ideals of #peace among nations and people by observing non-violence and ceasefire for 24 hours. This year's theme is “End racism. Build peace.” On this day, we look back at the words by famous personalities that has shown the world a path for peace #PeaceDay #World #UN #India #MahatmaGandhi #NelsonMadela". (21 Sep)

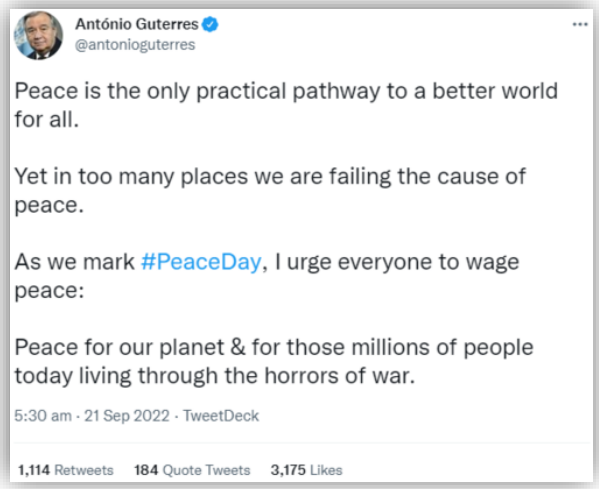
- Founder-Director of Manipur Women Gun Survivors Network, Binalakshmi Nepram (530.9k+ followers, 4+ retweets, 21+ likes) tweeted "Marked today 21 Sept International #PeaceDay being with people & places who work for Peace everyday.With Afghan artist Omaid Sharifi/ @ArtLordsNet painting peace & finding strength to heal in our homes/conflict zones @USIP @AfPeacebuilding @peacedirect @IntlPeaceBureau". (21 Sep)

- United Nations India (241.1k+ followers, 11+ likes) wrote "Wednesday's #PeaceDay is calling attention to the need to end racism to build a more peaceful world. We all have

a role to play in fostering peace -- and tackling racism is a crucial way to contribute. #FightRacism". (21 Sep)

Europe

- Secretary-General of the UN, António Guterres (1.9m+ followers, 1,2k+ retweets, 3.1k+ likes) tweeted "Peace is the only practical pathway to a better world for all. Yet in too many places we are failing the cause of peace. As we mark #PeaceDay, I urge everyone to wage peace: Peace for our planet & for those millions of people today living through the horrors of war."(21 Sep)



- UN Geneva (841.6k+ followers, 35+ retweets, 99+ likes) posted ""On this important day, a time to observe 24 hours of non-violence and cease-fire, we renew our call for all people to do more than lay down their weapons." @antonioguterres #PeaceDay #InvestInPeace #ChoosePeace". (21 Sep)

- Greenpeace Italia (511.4k+ followers, 28+ retweets, 50+ likes) shared "Today is the International Day of #Pace ! Since 1971, with our first protest action against US atomic tests, we have been on the side of peace and the environment. #PeaceDay #PeaceDay2022". (21 Sep)

United Kingdom

- Archbishop of Canterbury, Justin Welby (182.9k+ followers, 85+ retweets, 338+ likes) wrote "Let us join together in prayer for #PeaceDay. The theme this year is 'End racism. Build peace.' May we seek God's kingdom of peace and justice here on Earth.". (21 Sep)

Central and South America

- Bob Marley Estate (1.4m+ followers, 216+ retweets, 789+ likes) posted ""“Mankind must can live in peace, love & harmony—that is what we a-strive for really. Because we come find the world corrupted bad & people is afraid to speak the truth. So we take a chance to tell the truth.” #bobmarley #peaceday". (21 Sep)

United States

- Mark Ruffalo (8.2m+ followers, 117+ retweets, 781+ likes) tweeted "Today is International #PeaceDay with the theme of “End Racism. Build Peace.” Racism hinders societal growth while perpetuating inequalities. Let’s work to show up for marginalized communities, uplift their voices, & spread love as our #PeaceDayChallenge!". (21 Sep)



- UN Global communications lead, Melissa Fleming (115.9k+ followers, 3+ retweets, 21+ likes) shared "Really looking forward to joining @PeaceOneDay as we celebrate #PeaceDay & reflect on how we can work together towards a more humane & peaceful world -- one free of racism & racial discrimination -- that we can truly be proud of.". (21 Sep)

Worldwide

- United Nations (15.9m+ followers, 84+ retweets, 247+ likes) posted "Every day, UN peacekeepers work to: Help support & maintain peace, Protect civilians, Defend human rights & much more on @unpeacekeeping ’s vital work on Wednesday's #PeaceDay: https://peacekeeping.un.org". (21 Sep)

- The Olympic Games (6.5m+ followers, 23+ retweets, 162+ likes) shared "Ahead of #PeaceDay, we set aside our differences to show that solidarity is the way forward. Tag your buddy.". (20 Sep)

- UN Women (2.2m+ followers, 313+ retweets, 684+ likes) noted "On this #PeaceDay, we are calling for an end to systemic racism everywhere. All human beings are born free and equal in dignity and rights. Let us #FightRacism today & every day. Are you with us?". (21 Sep)

- World Food Programme (2m+ followers, 8+ retweets, 21+ likes) commented "Investing in #ClimateAction has the potential to bring peace and development to the world’s youngest nation, writes @awadmarwa5 . #PeaceDay". (21 Sep)

- Greenpeace (1.9m+ followers, 217+ retweets, 545+ likes) wrote "Today is International #PeaceDay. May it remind all of us to always continue the journey towards a green and peaceful planet. Choose peace every day.". (21 Sep)

- The Nobel Prize (942.4k+ followers, 46+ retweets, 152+ likes) posted "Nelson Mandela, Wangari Maathai, Rigoberta Menchú Tum, Martin Luther King Jr, Nadia Murad, Linus Pauling, the Red Cross, the Dalai Lama. These are just some of the laureates that have been awarded the #NobelPeacePrize. Whose name(s) will join them this year? #PeaceDay". (21 Sep)

- UNFPA (296.3k+ followers, 15+ retweets, 29+ likes) tweeted "Hate speech, both online and offline, fuels racial tensions, incites violence and threatens peace. This #PeaceDay, tell us how you are saying #NoToHate when you encounter it via @UNPeacekeeping #GlobalGoals". (21 Sep)

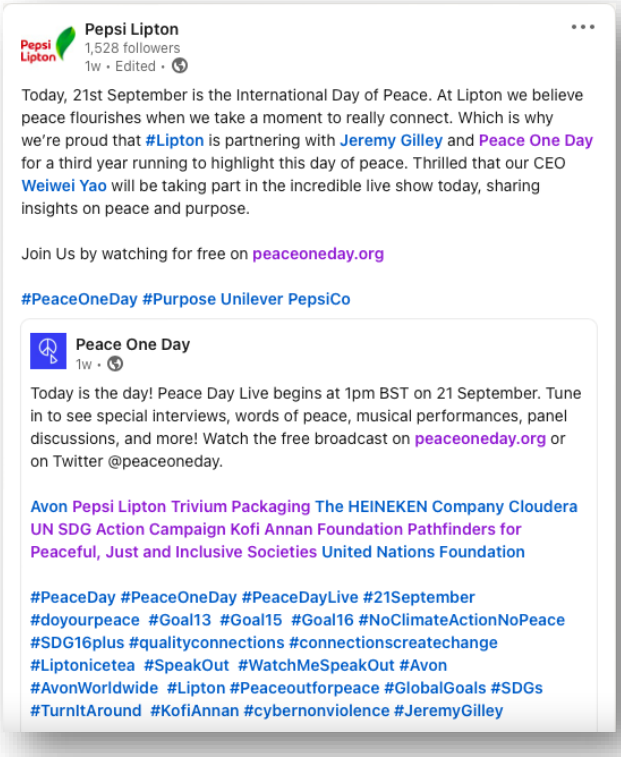
- Children and Armed Conflict (44.1k+ followers, 23+ retweets, 49+ likes) shared "It is International #PeaceDay The absolute solution for protecting #children in armed conflict is simple. It's peace To lay down arms is to #ACTtoProtect #SDGs #GlobalGoals". (21 Sep)

Additional Examples of Key Social Media Posts

The following screen captures show some of the key posts made by various influencers, politicians, athletes and other key personalities that engaged with the Peace One Day Peace Day Live event.









UN Peacekeeping @UNPeacekeeping · Sep 21

Connect now to @PeaceOneDay and tune in to watch a whole day of thought-provoking discussions and inspiring films to celebrate #PeaceDay or watch it live on peaceoneday.org! Listen to @PeaceOneDay founder @JeremyGilley 👇🕊️🌍

> **Peace One Day** @PeaceOneDay · Sep 21
> Peace Day Live starting soon! Watch at peaceoneday.org or on Twitter @PeaceOneDay.



9

The Martin Luther King, Jr. Center @TheKingCenter · Sep 21

Join @PeaceOneDay and find out how you can inspire #peace today!



3 11 28

UN SDG Action Campaign tagged you in a photo

UN SDG Action Campaign @SDGaction

To mark #PeaceDay, our Director @pontimari is joining @PeaceOneDay to discuss why #peace is critical to achieving the #SDGs. Let's #FightRacism & #FlipTheScript for a more just and peaceful world.

▶ Watch live: peaceoneday.org/Main/General?p...



← **Tweet**

Int'l Criminal Court @IntlCrimCourt

During #UNGA high-level week #ICC Prosecutor #KarimAAKhanKC participated in Peace Day Live, addressing the role of the #ICC in promoting peace and explaining what sparked his interest in human rights and the law. @PeaceOneDay



3:40 AM · Sep 23, 2022 · Sprout Social

33 Retweets **5** Quote Tweets **69** Likes

← **Tweet**

Women for Women Intl @WomenforWomen

Please join @WomenforWomen's founder @ZainabSalbi on @PeaceOneDay #InternationalDayOfPeace

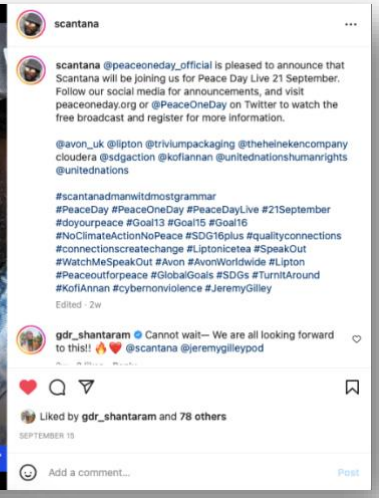
> **Zainab Salbi** @ZainabSalbi · Sep 21
> I am about to go live on @PeaceOneDay please join the conversation.

5:05 PM · Sep 21, 2022 · Twitter for iPhone

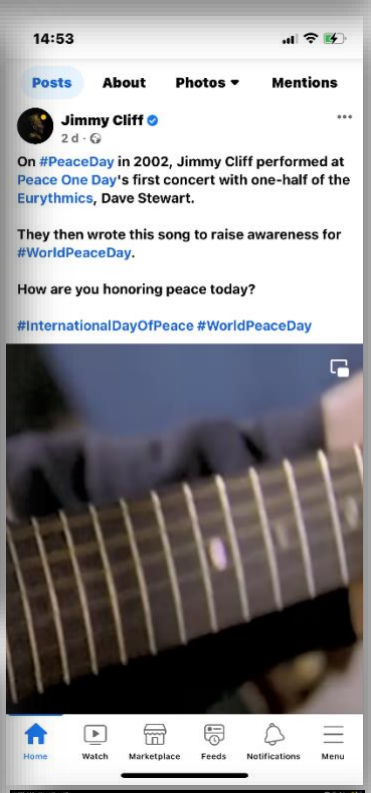
1 Retweet **6** Likes

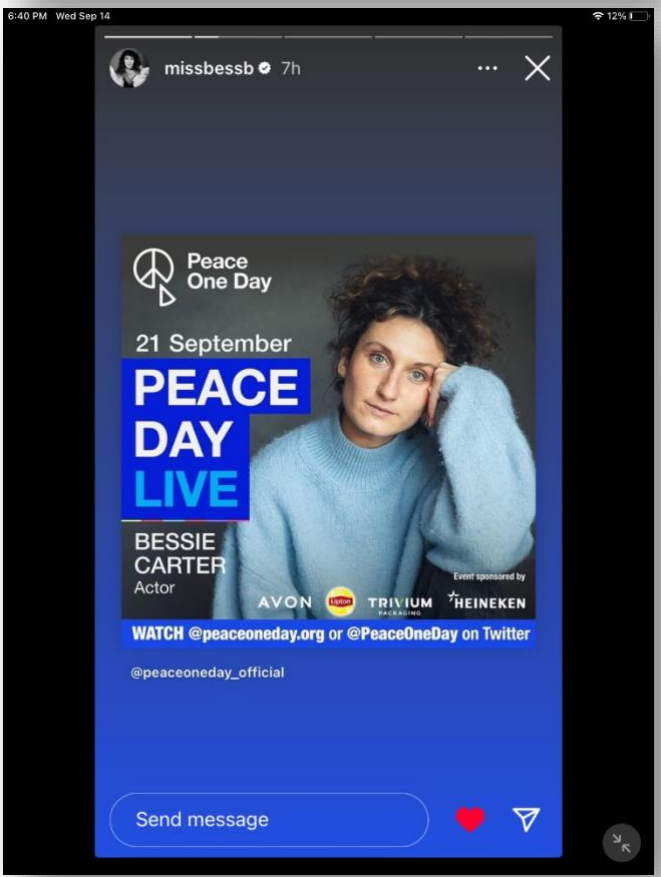

Tweet
Patrice Evra
@Evra
About to go live for peace day with the amazing @sophiakianni on @peaceoneday
Tune in now: twitter.com/i/broadcasts/1...

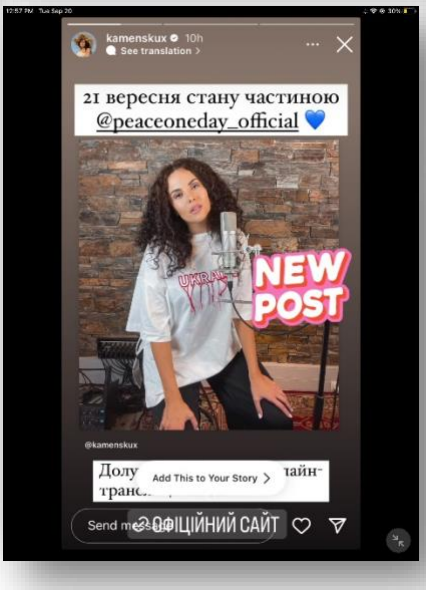

Peace One Day
21 September
PEACE DAY LIVE
SCANTANA The Man With The Most Grammar.
Jamaican Rapper (3 time Grammy Nominated with Sly & Robbie for 'Best Reggae Album'), Actor (Netflix Hit Series Top Boy 2019), Motivational Speaker, Poet.
Event sponsored by
AVON
TRIVIUM PACKAGING
HEINEKEN
WATCH @peaceoneday.org or @PeaceOneDay on Twitter


scantana
scantana @peaceoneday_official is pleased to announce that Scantana will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information.
@avon_uk @lipton @triviumpackaging @theheinekencompany cloudera @sdgaction @kofiannan @unitednationshumanrights @unitednations
#scantanadmanwitdmostgrammar #PeaceDay #PeaceOneDay #PeaceDayLive #21September #doyourpeace #Goal13 #Goal15 #Goal16 #NoClimateActionNoPeace #SDG16plus #qualityconnections #connectionscreatechange #Liptonicetea #SpeakOut #WatchMeSpeakOut #Avon #AvonWorldwide #Lipton #Peaceoutforpeace #GlobalGoals #SDGs #TurnItAround #KofiAnnan #cybernonviolence #JeremyGilley
Edited · 2w
gdr_shantaram Cannot wait— We are all looking forward to this!! @scantana @jeremygilleypod
Liked by gdr_shantaram and 78 others
SEPTEMBER 15
Add a comment...
Post


richardlui 3h
Join the conversation...an amazing event always!
peaceoneday_official
Peace One Day
21 September
PEACE DAY LIVE
RICHARD LUI
Anchor and Journalist, MSNBC/NBC News
Author of 'Enough About Me'
AVON
TRIVIUM PACKAGING
HEINEKEN
WATCH @peaceoneday.org or @PeaceOneDay on Twitter
peaceoneday_official Peace One Day is pleased to announce that Richard Lui will be joining us for Peace...
Send message


14:53
Posts
About
Photos
Mentions
Jimmy Cliff
2 d
On #PeaceDay in 2002, Jimmy Cliff performed at Peace One Day's first concert with one-half of the Eurythmics, Dave Stewart.
They then wrote this song to raise awareness for #WorldPeaceDay.
How are you honoring peace today?
#InternationalDayOfPeace #WorldPeaceDay
Home
Watch
Marketplace
Feeds
Notifications
Menu


6:40 PM Wed Sep 14
missbessb 7h
Peace One Day
21 September
PEACE DAY LIVE
BESSIE CARTER
Actor
Event sponsored by
AVON
TRIVIUM PACKAGING
HEINEKEN
WATCH @peaceoneday.org or @PeaceOneDay on Twitter
@peaceoneday_official
Send message


kamenskux 10h
See translation
21 вересня стану частиною @peaceoneday_official
NEW POST
@kamenskux
Add This to Your Story
ОФІЦІЙНИЙ САЙТ


PEACEONEDAY_OFFICIAL
Tagged
Edit
2 minutes ago
ecocidelaw
Peace One Day
TODAY!!
FROM 1 PM BST
PEACEONEDAY.ORG
PEACE DAY LIVE
21 SEPTEMBER
LIVE : London & New York
Event sponsored by AVON TRIVIUM HEINEKEN
10 likes
ecocidelaw We're thrilled to be part of

Tweet

Richard Branson ✓
@richardbranson

Join @PeaceOneDay for @_thenewnow panel live now @VirginUnite

> **Peace One Day** ✓ @PeaceOneDay · Sep 21
> The next panel, The NewNow, is moderated by Richard Lui. Participants include Abdalaziz Alhamza and Victor Ochen.



3:30 PM · Sep 21, 2022 · Twitter Web App

12 Retweets **68** Likes

Melissa Fleming ✓ @MelissaFleming · Sep 21

Really looking forward to joining @PeaceOneDay as we celebrate #PeaceDay & reflect on how we can work together towards a more humane & peaceful world -- one free of racism & racial discrimination -- that we can truly be proud of.

> **Peace One Day** ✓ @PeaceOneDay · Aug 25
> Peace One Day is pleased to announce that Melissa Fleming will be joining us for Peace Day Live 21 September. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more information.



Tweet

Sacha L Parkinson ✓
@SachaLParkinson

HAPPY #PEACEDAY!

Are you watching the #PeaceOneDay live broadcast!? Head to peaceoneday.org now! ✌️💙



You

12:26 PM · Sep 21, 2022 · Twitter for iPhone

2 Retweets **1** Quote Tweet **14** Likes

Tweet

Monique Coleman ✓
@gimmemotalk

Happy #InternationalDayOfPeace Tune in to hear from incredible world changers, amazing musicians, and powerful thought leaders about how we progress towards a more peaceful world 🌍☮️🙌🙏❤️ #PeaceOneDay

> **Peace One Day** ✓ @PeaceOneDay · Sep 21
> twitter.com/i/broadcasts/1...

12:49 PM · Sep 21, 2022 · Twitter for iPhone

4 Retweets **30** Likes

Ahunna Eziakonwa ✓ @ahunnaeziakonwa · Sep 21
#TODAY

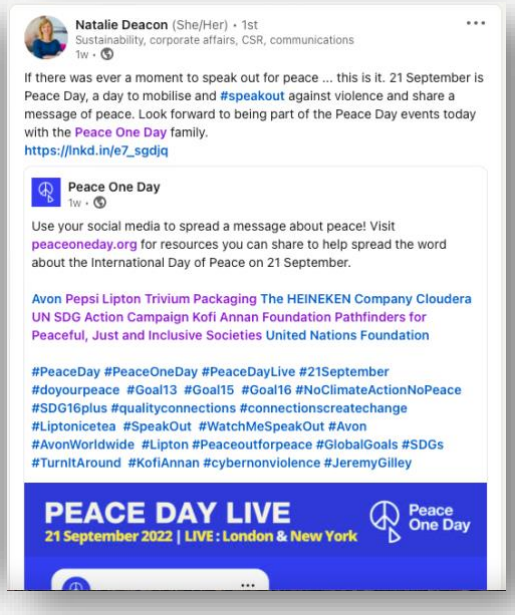
JOIN me & leaders from the worlds of politics, activism, business, culture, & sport to come together on #PeaceDay2022 to mobilise collective efforts against violence.

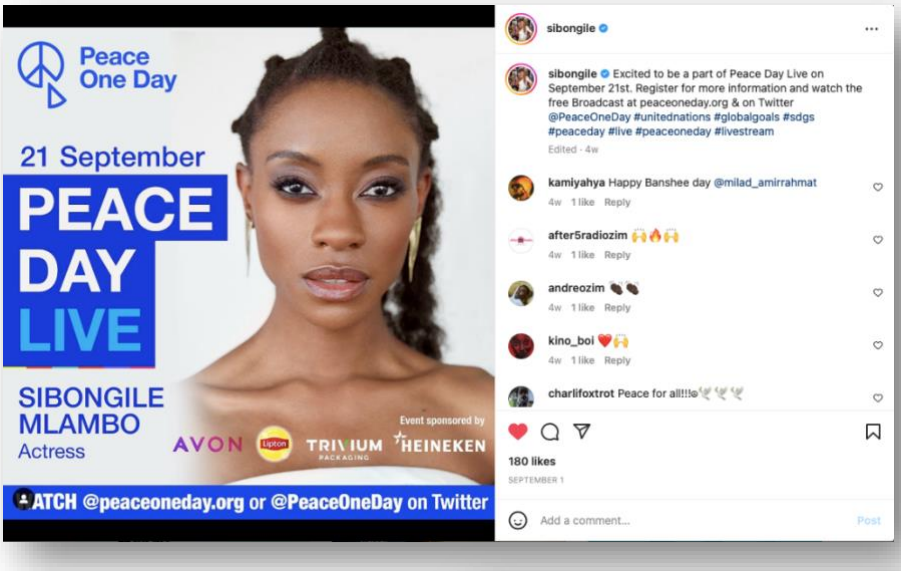
Our 🌍 needs it more than ever!

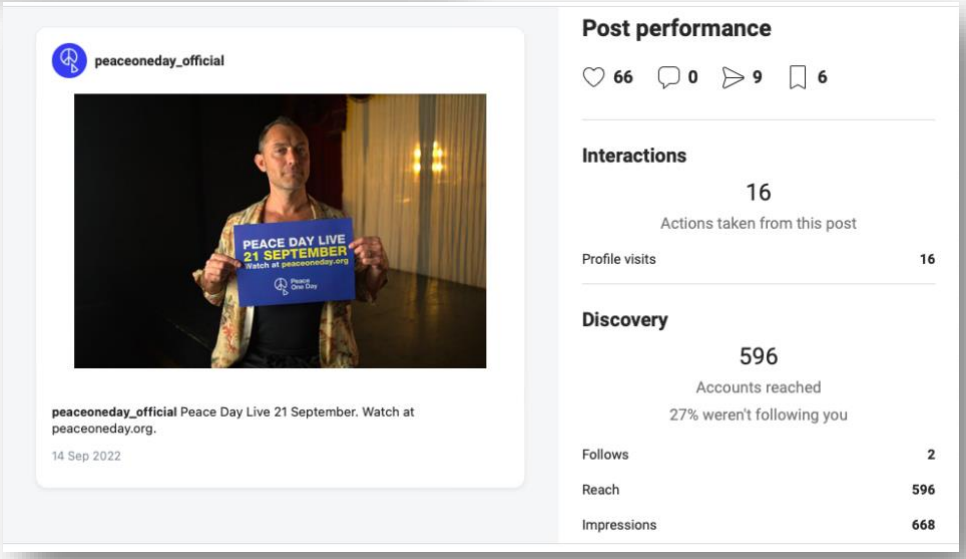
🎥LIVE: peaceoneday.org or @PeaceOneDay




taotsuchiya_official
taotsuchiya_official Thank you for watching!
I had a wonderful experience.
I am so grateful....!!!
PEACE ONE DAYを観てくださった方々、
本当に本当に本当にありがとうございました...！！！
まずは、私はこれからある世界に向かうので、
１日が始まる方々、
I hope you have a lovely day!
今が夜の方々は
Have a wonderful evening!
あらためて、気持ちを書きます。
また読んでいただけたら嬉しいです
Gohei,
I could not have done it without your help.
Thank you from the bottom of my heart
Niki-san,
Yayoi-san,Yokoyama-san,Robert-san,...
I appreciate each and every one of you.
23,015 likes
7 DAYS AGO
Add a comment...
Post

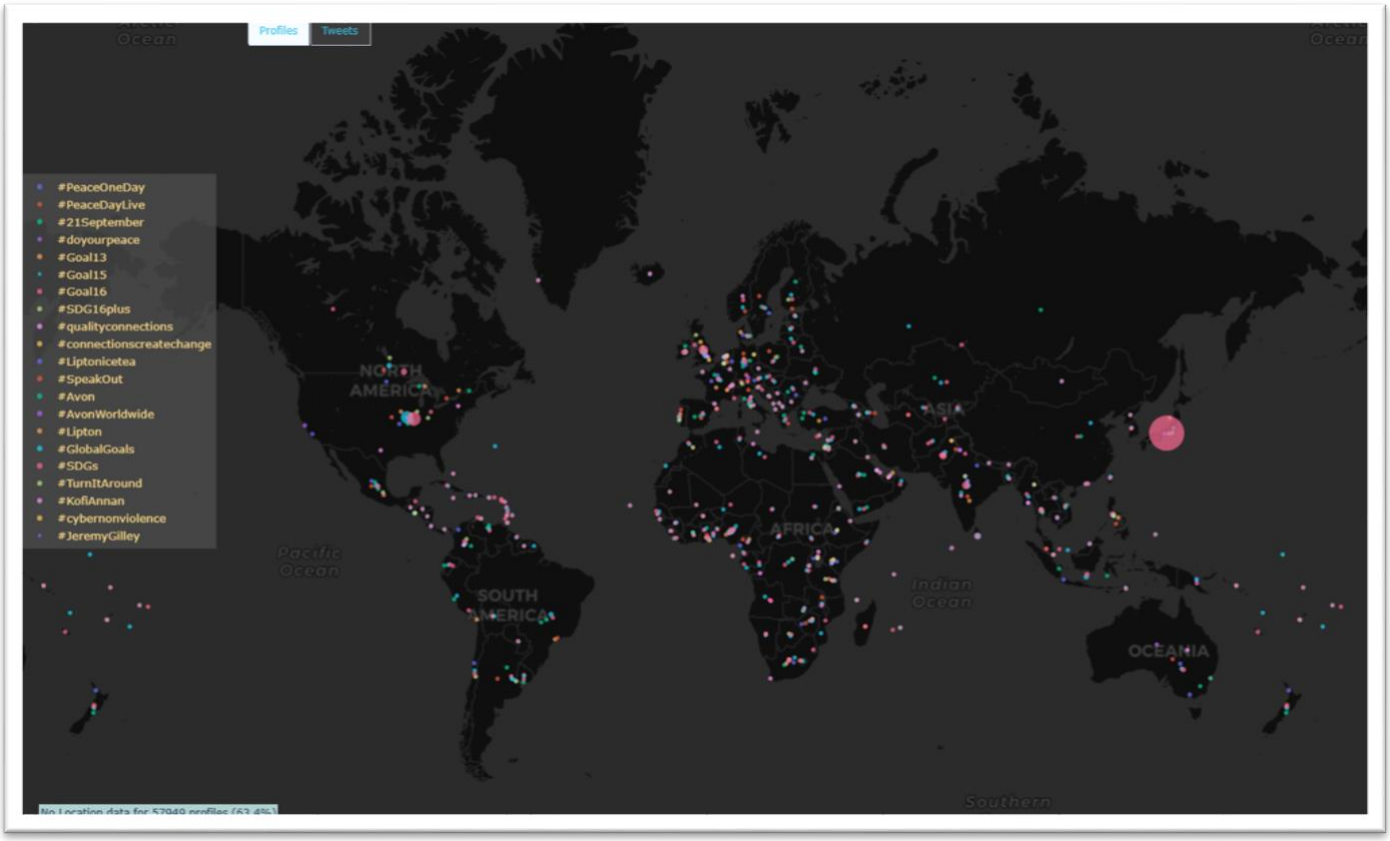

Natalie Deacon (She/Her) • 1st
Sustainability, corporate affairs, CSR, communications
1w •
If there was ever a moment to speak out for peace ... this is it. 21 September is Peace Day, a day to mobilise and #speakout against violence and share a message of peace. Look forward to being part of the Peace Day events today with the Peace One Day family.
https://lnkd.in/e7_sgdjq
Peace One Day
1w •
Use your social media to spread a message about peace! Visit peaceoneday.org for resources you can share to help spread the word about the International Day of Peace on 21 September.
Avon Pepsi Lipton Trivium Packaging The HEINEKEN Company Cloudera UN SDG Action Campaign Kofi Annan Foundation Pathfinders for Peaceful, Just and Inclusive Societies United Nations Foundation
#PeaceDay #PeaceOneDay #PeaceDayLive #21September #doyourpeace #Goal13 #Goal15 #Goal16 #NoClimateActionNoPeace #SDG16plus #qualityconnections #connectionscreatechange #Liptonicetea #SpeakOut #WatchMeSpeakOut #Avon #AvonWorldwide #Lipton #Peaceoutforpeace #GlobalGoals #SDGs #TurnItAround #KofiAnnan #cybernonviolence #JeremyGilley
PEACE DAY LIVE
21 September 2022 | LIVE : London & New York
Peace One Day


Peace One Day
21 September
PEACE DAY LIVE
SIBONGILE MLAMBO
Actress
Event sponsored by
AVON
Lipton
TRIVIUM PACKAGING
HEINEKEN
ATCH @peaceoneday.org or @PeaceOneDay on Twitter
sibongile
sibongile Excited to be a part of Peace Day Live on September 21st. Register for more information and watch the free Broadcast at peaceoneday.org & on Twitter @PeaceOneDay #unitednations #globalgoals #sdgs #peaceday #live #peaceoneday #livestream
Edited · 4w
kamiyahya Happy Banshee day @milad_amirrahmat
4w 1 like Reply
after5radiozim
4w 1 like Reply
andreozim
4w 1 like Reply
kino_boi
4w 1 like Reply
charlifoxtrot Peace for all!!!
180 likes
SEPTEMBER 1
Add a comment...
Post


peaceoneday_official
PEACE DAY LIVE
21 SEPTEMBER
Watch at peaceoneday.org
Peace One Day
peaceoneday_official Peace Day Live 21 September. Watch at peaceoneday.org.
14 Sep 2022
Post performance
66
0
9
6
Interactions
16
Actions taken from this post
Profile visits 16
Discovery
596
Accounts reached
27% weren't following you
Follows 2
Reach 596
Impressions 668

Heat Map

The following heat map represent the user-reported locations for the participants of all hashtags monitored between 14-28 September 2022. Note that location data did not exist for 63% of users – this is a normal statistic as not all users provide location data on their profiles and/or tweets. Nonetheless, this heat map demonstrates the global reach of the message, with almost every country on the planet being represented. The majority of participating users were based in the UK, US, and Japan.



The spike of engagement in Japan was driven the hashtag #SDGs —the one with the most traction worldwide. The South Korean girl group Blackpink used the hashtag in a tweet that gained significant traction (56.2K likes and 14.8K retweets).

The heat map below specifically highlights the engagement for #SDGs, indicating a substantial spike in Japan.



Trending keywords

The following word chart demonstrates all the terms associated with the Peace Day Live event, taken from across social media.



Peace One Day Team Activity

From 14 September 2022 to 28 September 2022, the Peace One Day team posted over 235 times across Facebook, Instagram, LinkedIn, and Twitter. Over that period, we recorded 626,442 impressions and 10,532 engagements. The most active channel was Peace One Day's Twitter account as it amassed 372,300 impressions and 52,193 live stream impressions, which is over half of the total volume of impressions across all social channels.

5. Online and Traditional Media Analysis

Volume of Coverage

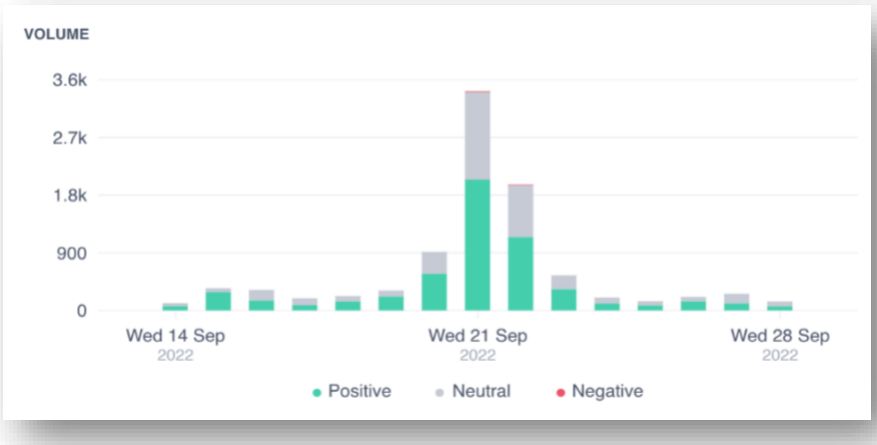


The Peace Day Live event received a total of 9,152 articles over the monitoring period. This translates to 8% times more coverage compared to last year. The biggest spike in coverage occurred during the day of the event, with 3,413 articles worldwide.

On the day of the event, the publications that mentioned Peace Day Live had a total potential reach of 28 billion. This is 1.5 times higher than last year's figure.

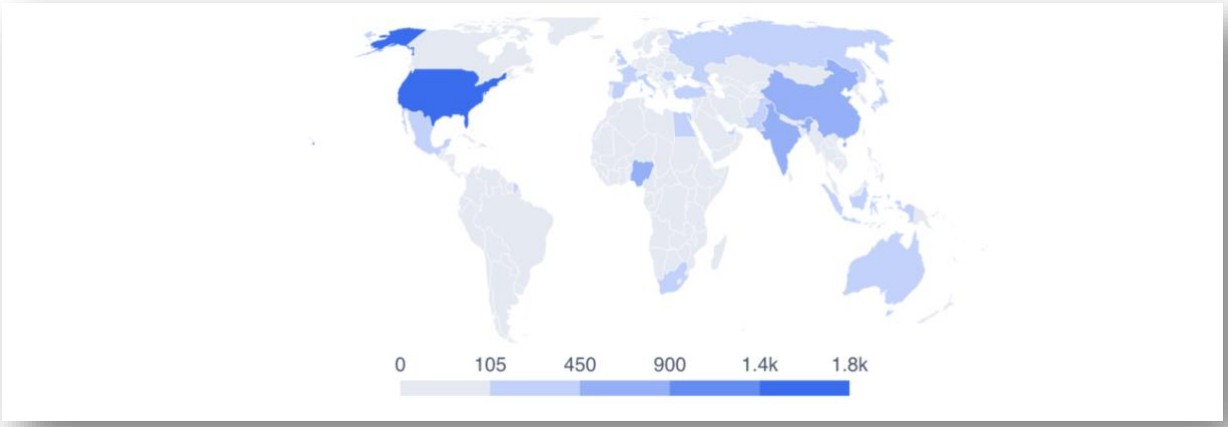
Note that "reach" refers to the number of times people were potentially reached by news on or about Peace Day Live. Reach is calculated from aggregating each publications' circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people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

Sentiment



More than half of the published articles mentioning Peace One Day from September 14th to September 28th were positive. Out of the 9,152 articles published during the examined time frame, there were no articles carrying negative sentiment.

Heatmap



The majority of mentions for Peace Day Live originated from the United States, followed by China.

More specifically, 1,656 articles were published by US sources, and 670 articles were from Chinese sources.

Despite the U.S. dominating coverage for Peace Day, the heat map demonstrates that articles were produced from many different regions of the globe.

6. Search Engine Results Page Analysis

The section provides an analysis of the first pages of Google's search engine results for the following keywords connected to the campaign:

- Peace Day Live
- Peace Day
- Peace One Day

Methodology for Analysis

In the analysis below are tables detailing the various page 1 results for the above keywords, the URL, headline and relevant positioning on the page are detailed, with each being assigned a coloured tone key: positive (green), neutral (amber), negative (red) and irrelevant (grey).

We tone-set the results by analysing each of the URLs ranking across Google's page 1 and 2 in the context of the Peace Day Live event campaign. We consider positive URLs to be resources mentioning the Peace Day Live event and raising awareness of it. Neutral search results are ones which may make a mention of the event but that are not specific enough to be considered as positive assets. Irrelevant search results are the ones which may include the keywords, but which context differs from that of the initiative/does not mention Peace Day Live. We have not identified any negative results in relation to the event.

Peace Day Live

14 September 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/main/peacedaylive	Peace One Day Live	●	1
https://twitter.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp...	Peace One Day (@PeaceOneDay) · Twitter	●	2
https://www.youtube.com/peaceoneday	Peace One Day - YouTube	●	3
https://www.youtube.com/watch?v=e83RlVTkKbs	Peace Day Live 2022 Announcement - YouTube	●	4
https://www.facebook.com/peaceoneday/	Peace One Day - Home | Facebook	●	5

A week before the event, search results on the first two pages were dominated with positive URLs. These ranged from owned assets to press releases and tweets raising awareness about the event.

21 September 2022

URL	Headline	Tone	Rank
https://www.peaceoneday.org/	Peace One Day | Home	●	1
https://twitter.com/search?q=peace+day+live&ref_src=twsrc%5Egoogle%...	Peace Day Live on Twitter	●	2
https://www.youtube.com/peaceoneday	Peace One Day - YouTube	●	3
https://www.facebook.com/peaceoneday/	Peace One Day - Home | Facebook	●	4
https://unfoundation.org/event/peace-day-live-2/	Peace Day Live | unfoundation.org	●	5
https://www.un.org/en/observances/international-day-peace	International Day of Peace - the United Nations	●	6
https://finance.yahoo.com/news/moment-global-unrest-dozens-global-1...	In moment of global unrest, dozens of global ... - Yahoo Finance	●	7

On the day of the event, search results were extremely positive, featuring an overwhelming volume of tweets from Peace One Day as well as other organisations and notable individuals.

28 September 2022

URL	Headline	Tone	Rank
https://www.peaceoneday.org/	Peace One Day | Home	●	1
https://twitter.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp...	Peace One Day (@PeaceOneDay) · Twitter	●	2
https://www.youtube.com/peaceoneday	Peace One Day - YouTube	●	3
https://www.facebook.com/peaceoneday/	Peace One Day - Home | Facebook	●	4
https://www.un.org/en/observances/international-day-peace	International Day of Peace - the United Nations	●	5
https://en.wikipedia.org/wiki/Peace_One_Day	Peace One Day - Wikipedia	●	6
https://www.instagram.com/peaceoneday_official/?hl=en	Peace One Day (@peaceoneday_official) • Instagram photos ...	●	7

Search results remained similarly positive a week after the event, with more posts from Peace One Day ranking prominently on the first two pages.

Peace Day

14 September 2022

URL	Headline	Tone	Rank
https://www.un.org/en/observances/international-day-peace	International Day of Peace - the United Nations	●	1
https://www.peaceoneday.org/	Peace One Day | Home	●	2
https://internationaldayofpeace.org/	International Day of Peace |	●	3
https://en.wikipedia.org/wiki/International_Day_of_Peace	International Day of Peace - Wikipedia	●	4
https://nationaltoday.com/international-day-of-peace/	INTERNATIONAL DAY OF PEACE - September 21, 2022	●	5
https://www.thegazette.co.uk/all-notices/content/100215	This month in history: Peace Day, July 1919 | The Gazette	●	6
https://www.twinkl.co.uk/event/international-day-of-peace-2022	International Day of Peace - Event Information and ... - Twinkl	●	7
https://www.westernfrontassociation.com/world-war-i-articles/19th-july-...	19th July 1919 Peace Day in Britain	●	8
https://www.usip.org/programs/peace-day-challenge	Peace Day Challenge | United States Institute of Peace	●	9
https://en-gb.facebook.com/peaceday/	International Day of Peace - Home | Facebook	●	10

A week before the event, the first page of search results was dominated by positive URLs, with only two entries deemed irrelevant.

21 September 2022

URL	Headline	Tone	Rank
https://www.un.org/en/observances/international-day-peace	International Day of Peace - the United Nations	●	1
https://internationaldayofpeace.org/	International Day of Peace |	●	2
https://www.peaceoneday.org/	Peace One Day | Home	●	3
https://twitter.com/search?q=peace+day&ref_src=twsrc%5Egoogle%7Ct...	Peace Day on Twitter	●	4
https://en.wikipedia.org/wiki/International_Day_of_Peace	International Day of Peace - Wikipedia	●	5
https://nationaltoday.com/international-day-of-peace/	INTERNATIONAL DAY OF PEACE - September 21, 2022	●	6
https://www.thegazette.co.uk/all-notices/content/100215	This month in history: Peace Day, July 1919 - The Gazette	●	7
https://www.usip.org/programs/peace-day-challenge	Peace Day Challenge | United States Institute of Peace	●	8
https://www.hindustantimes.com/world-news/world-peace-day-2022-th...	World Peace Day 2022: Theme, when and how is it celebrated?	●	9
https://en-gb.facebook.com/peaceday/	International Day of Peace - Home | Facebook	●	10

On the 21st, the first page of results for “Peace Day” continued to be populated with positive entries, less one irrelevant URL. The twitter tab ranking at position 4 also featured a great number of favourable tweets that mentioned the event.

28 September 2022

URL	Headline	Tone	Rank
https://www.un.org/en/observances/international-day-peace	International Day of Peace - the United Nations		1
https://internationaldayofpeace.org/	International Day of Peace |		2
https://www.peaceoneday.org/	Peace One Day | Home		3
https://en.wikipedia.org/wiki/International_Day_of_Peace	International Day of Peace - Wikipedia		4
https://nationaltoday.com/international-day-of-peace/	INTERNATIONAL DAY OF PEACE - September 21, 2022		5
https://www.thegazette.co.uk/all-notices/content/100215	This month in history: Peace Day, July 1919 - The Gazette		6
https://www.twinkl.co.uk/event/international-day-of-peace-2022	International Day of Peace - Event Information and ... - Twinkl		7
https://www.westernfrontassociation.com/world-war-i-articles/19th-july-...	19th July 1919 Peace Day in Britain		8
https://www.usip.org/programs/peace-day-challenge	Peace Day Challenge | United States Institute of Peace		9
https://www.timeanddate.com/holidays/un/international-peace-day	International Day of Peace - Time and Date		10

A week following the event, search results on the first page for “Peace Day” remained similarly positive.

Peace One Day

14 September 2022

URL	Headline	Tone	Rank
https://www.peaceoneday.org/	Peace One Day | Home		1
https://en.wikipedia.org/wiki/Peace_One_Day	Peace One Day - Wikipedia		2
https://twitter.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp...	Peace One Day (@PeaceOneDay) · Twitter		3
https://www.youtube.com/peaceoneday	Peace One Day - YouTube		4
https://en-gb.facebook.com/peaceoneday/	Peace One Day - Home | Facebook		5
https://www.imdb.com/title/tt0433426/	Peace One Day (2004) - IMDb		6
https://www.instagram.com/peaceoneday_official/?hl=en	Peace One Day (@peaceoneday_official) • Instagram photos ...		7
https://www.sportanddev.org/sites/default/files/downloads/peace_one_...	Peace One Day Overview - sportanddev.org |		8

A week ahead of the event, search results for the keyword “Peace One Day” returned a number of owned assets and a couple of irrelevant and neutral URLs.

21 September 2022

URL	Headline	Tone	Rank
https://www.peaceoneday.org/	Peace One Day | Home		1
https://en.wikipedia.org/wiki/Peace_One_Day	Peace One Day - Wikipedia		2
https://twitter.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp...	Peace One Day (@PeaceOneDay) · Twitter		3
https://www.youtube.com/peaceoneday	Peace One Day - YouTube		4
https://www.facebook.com/peaceoneday/	Peace One Day - Home | Facebook		5
https://www.imdb.com/title/tt0433426/	Peace One Day (2004) - IMDb		6
https://qtv.media/peace-one-day/	Peace One Day | QTV | Innovative outside broadcast and ...		7

On the day of the event, organic results remained somewhat unchanged but the social tab saw the ranking of many tweets and some YouTube videos about the event from the relevant Peace One Day social channels.

28 September 2022

URL	Headline	Tone	Rank
https://www.peaceoneday.org/	Peace One Day | Home	🟢	1
https://twitter.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp...	Peace One Day (@PeaceOneDay) · Twitter	🟢	2
https://www.youtube.com/peaceoneday	Peace One Day - YouTube	🟢	3
https://en.wikipedia.org/wiki/Peace_One_Day	Peace One Day - Wikipedia	⚫	4
https://en-gb.facebook.com/peaceoneday/	Peace One Day - Home | Facebook	🟢	5
https://www.imdb.com/title/tt0433426/	Peace One Day (2004) - IMDb	⚫	6
https://www.shakespearesglobe.com/whats-on/peace-one-day-the-20-y...	Peace One Day The 20 Year Celebration | Shakespeare's Globe	⚫	7
https://www.sportanddev.org/sites/default/files/downloads/peace_one_...	Peace One Day Overview - sportanddev.org |	🟠	8

A week after the event, search results for “Peace One Day” presented a mix of positive, neutral, and irrelevant results— akin to the results of the 14th.