SOCIAL MEDIA REPORT

#Girl2Leader - International Day of the Girl
11 October 2018

Selected coverage
On the International Day of the Girl, 11th of October, #Girl2Leader campaign events hosted over 1,500 girls in events taking place in Albania, Bolivia, Canada, Guinea, Ireland, Liberia, Kenya, Malaysia, Malta, Monaco, Poland, Romania, Rwanda, Ukraine, the United Kingdom and the USA.

One of these events was co-hosted by 12 Members of the European Parliament (MEPs) from Belgium, Bulgaria, Croatia, Finland, Ireland, Latvia, Portugal, Sweden, and the United Kingdom, at the European Parliament in Brussels.

The events gained significant visibility online with a reach of about 8,1 million on social media. The campaign had 33K engagements and a few thousands mentions from around the world. Influential women in politics actively took part in the campaign and supported #Girl2Leader on social media.

The hashtags for the events around the world were #Girl2Leader, #DayOfTheGirl and #LeadLikeaGirl.

Complete coverage available here
8.1M  REACH
33K  ENGAGEMENTS
97.9%  POSITIVE MENTIONS
The conversations regarding #Girl2Leader took place with global audiences on Twitter, Facebook and Instagram.
HIGH LEVEL INFLUENCERS

Marie-Louise Coleiro  
President, Malta  
17.59K Reach

Kristalina Georgieva  
CEO, World Bank  
131.92K Reach

Heidi Hautala  
Vice President of the European Parliament, Finland  
25.4K Reach

Nyirasafari Esperanc  
Minister of Gender and Family Promotion, Rwanda  
1.7K Reach

Jess Phillips  
Member of Parliament, United Kingdom  
90.2K Reach

Zuraiad Kamaruddin  
Minister of Housing & Local Government, Malaysia  
7.3K Reach

David E. Price  
Member of the House of Representatives, USA  
25.7K Reach

Domani Doré  
Minister of Sports (2014-2016), Guinea  
16.6K Reach

Mairead McGuinness  
Vice President of the European Parliament, Ireland  
14.8K Reach
### HIGH LEVEL INFLUENCERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diana zur Löwen</td>
<td>YouTube Creators for Change</td>
<td>666K</td>
</tr>
<tr>
<td>Fernanda San Martin</td>
<td>Member of Parliament, Bolivia</td>
<td>3.3K</td>
</tr>
<tr>
<td>Sylvia Kasanga</td>
<td>Senator, Kenya</td>
<td>500</td>
</tr>
<tr>
<td>Nicola Mendelsohn</td>
<td>Vice President for EMEA, Facebook</td>
<td>9.7K</td>
</tr>
<tr>
<td>Oana Bizgan</td>
<td>Member of Parliament, Romania</td>
<td>8.6K</td>
</tr>
</tbody>
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**Media Partners**

- **USAID**: 690,87K Reach
- **Euractiv**: 120.4K Reach
- **Deutsche Welle**: 108.3K Reach
- **Western Union**: 8M Reach
#Girl2Leader provided tools for girls to take part in the campaign directly: Facebook frame & Instagram GIF stickers
**TWITTER HIGHLIGHTS**

**Maria-Louise Colero**

Today, as Patron and Ambassador of the #girlleader campaign, I am raising awareness about the InternationalDayOfTheGirl and the importance of female participation across all strata of society, at various Tertiary Education institutions - #LeadLikeAGirl @wplglobalforum

**Kristalina Georgieva**

When girls & boys, men & women are equal, the world will be a better place for all! My message with @presidentMT for InternationalDayOfTheGirl: we need to listen, to empower, and defend the rights of our girls so that they can lead and succeed. #Girl2Leader #LeadLikeAGirl

**Rwanda Gender & Family**

The Chief Guest Hon. @MukabalisaD, Minister @NyirasafariEsp and other officials who attended the #Girl2Leader campaign launch and the celebration on DayOfTheGirl paused in a group photo with Children. Stay with us as we keep you updated on the event as it happens. @WPLGlobalForum

**Nyirasafari Esperance**

Today @RwandaGov joins the rest of the world in celebrating International Day of the Girl; grateful for our leadership for enabling success in the promotion & protection of children’s rights & wellbeing. @WPLGlobalForum @RwandaGender @Girl2Leader DayOfTheGirl

**Mairead McGuinness**

Delighted to be part of #Girl2Leader event #LeadLikeAGirl #DayOfTheGirl @WPLGlobalForum @Eurpearl_EN this morning

**Demart Doré**

Happy international DayofTheGirl 🎉 We can’t wait to welcome 50 young girls @Guin_Audacieuse #Girl2LeaderG today as part of #Girl2Leader campaign! #Girl2Leader #LeadLikeAGirl #JourneeDeLaJeuneFille 🇬🇳

**GUINEA**

#Girl2leader CAMPAIGN
Palmar Camayenne, 11 October 2018
TWITTER HIGHLIGHTS

As Co-Chair of the @house_democracy, I'm proud to join leading international organizations in co-hosting the #Girl2Leader forum to empower young women and girls and encourage active leadership and political participation around the world.

#DayOfTheGirl

I could not have been more proud of these girls in Parliament today, when they leap to their feet to have their say they gave me hope #girl2leader

2:51 PM - 11 Oct 2018
4 Retweets 40 Likes

Młode #Girl2Leader w #SenatRP zaangażowane w działalność samorządów szkolnych i organizacji społecznych przywitala senator @Anna_M_Ander s przedstawicielka polskiego parlamentu w organizacji @WPLGlobalForum - inicjatora kampanii. #DayOfTheGirl

1:31 PM - 11 Oct 2018
6 Retweets 15 Likes

Every female leader was once "just" a little girl

Happy #girlday #girl2leader

11:45 AM - 11 Oct 2018
11 Retweets 16 Likes

Everyone can be a leader. Please share a story about how you became a leader.

11:41 AM - 11 Oct 2018
14 Retweets 18 Likes
Today was such a special day for me. I was honoured to host a group of ambitious young women at our office as part of the #Girl2Leader campaign, run by the Women Political Leaders Global Forum (WPL), and talk to them about how to lead like a girl. If you aren’t part of these outstanding communities already, I urge you to get involved.

It’s no coincidence that this event took place on International Day of the Girl, which was created in 2012 by the UN to increase awareness of gender inequality worldwide. By connecting young women with female politicians and other business women around the world, #Girl2Leader provides role models, inspiration and an insight into life as a leader to help address the deficit of women in industries like politics and STEM. It’s time to change, and I’m so grateful to WPL for giving me the opportunity to play a part in this movement.

A very special thank you to Dunia Oarada, who founded Lutan Lights to directly address the deficit of women in STEM industries in the UK. Dunia you’re an inspiration to all of us.

And thank you to all my colleagues globally who took the time today to speak to the #Girl2Leader group today! The percentage of women in technical roles globally at Facebook has increased from 19% in 2014 to 31% today, and women in senior leadership has gone up from 23% to 36% in that time. But we’ve undeniably got some way to go, and my promise to you is that I’ll continue to #PushforProgress.
FACEBOOK HIGHLIGHTS

**Center City PCS Brightwood**
October 31 at 8:47 PM

Today our 8th grade girls visited the United States Capitol as part of the House Democracy Partnership's #Girl2Leader program. We are so proud that our scholars could participate in #DayoftheGirl, #GirlPower, #AdvocacyED, CentercityBrightwood, and CharterProud.

**EURACTIV**
October 31 at 3:36 AM

Celebrate the #DayoftheGirl along with girls worldwide by using the hashtags #LeadLikeAGirl and #Girl2Leader to share why more women leaders would be good for your country. See your messages here: https://walls.io/girl2leader. We're a proud media partner of the #Girl2Leader campaign.
president.mt I look forward to hearing from the students themselves about their experiences following the activities held in the various schools on the occasion of the #internationaldayoftheGirl #girl2leader @wpiglobalforum LeadLikeAGirl

I have not received money from you. I have eight days without food, the Internet, and on the street, in the country of the enemy. Norman Hamilton always had good to listen to students and learn something new. Norman Cyprus.
INSTAGRAM HIGHLIGHTS

@fondationrbb
LA GUINÉE AUDACIEUSE
@girl2leader_guinea
@girl2leader_guinea

@GRL2LEADER

Global Call with @girl2leader in Brussels for Girl2Leader Campaign

@girl2leaderukraine
Today is the #DayoftheGirl. Join our campaign @Girl2Leader, as we celebrate this important occasion at @Europarl_EN and all over the world. #DayoftheGirl #Girl2Leader #LeadLikeaGirl

Next week, WPL's #Girl2Leader campaign will encourage delegates from over 21 countries to #LeadLikeaGirl. Learn more about Girl2Leader and where we'll celebrate #InternationalDayOfTheGirl at https://www.womenpoliticalleaders.org/.../girl2leader-lead-i/.../

On the #DayoftheGirl, we celebrated together with @Girl2Leader delegates and MEPs at the @Europarl_EN. Take a look at the pictures of the event here ⬇️ #Girl2Leader #LeadLikeaGirl

988 People Reached 60 Engagements 81 Clicks

@Animu Athiei, Anthony Blank and 25 others 1 Comment 8 Shares
IMPACT

(Selected pieces)
When girls & boys, men & women are equal, the world will be a better place for all! My message with @presidentMT for #InternationalDayoftheGirl: we need to listen to, empower, and defend the rights of our girls so that they can lead and succeed. #Girl2Leader #LeadLikeAGirl
Celebrate the #DayoftheGirl along with girls worldwide by using the hashtags #LeadLikeAGirl and #Girl2Leader to share why more women leaders would be good for your country. See your tweets here: walls.io/girl2leader We’re a proud media partner of the #Girl2Leader campaign.
Legislation on its own, is not enough. We need to work together, in synergy, to do more, to change attitudes. We need to change the perceptions, and this is the focus of the Girl2Leader Campaign. Equality and equity, between women and men, is not about obscuring our differences. It is about celebrating our diversity as a source of strength.

I would also like to thank the Heads of Schools and the Teachers for collaborating fully to ensure that the activities organised on the o... See More
Every female leader was once "just" a little girl.
🎉 Happy #girlsday! #girl2leader 🏆

Deutsche Welle
Media
Reach: 108.3K
Jess Phillips
Member of Parliament, United Kingdom
Reach: 90.2K

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Google Europe
Reach: 43.3K
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Rwanda Ministry of Gender and Family Promotion
Reach: 12.2K
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UNICEF ROMANIA
Reach: 201.1K

La invitația deputatului Oana Bîzgan, am celebrat Ziua Internațională a Fetei alături de cele 30 de participante la campania #Girl2Leader, Ambasada Suediei din București / Sveriges ambassad i Bukarest și World Bank Romania.

"Ne-am bucurat să vedem entuziasmul și determinarea fetelor de a schimba în bine comunitățile și societatea în care trăiesc.

Fiecare dintre cele 600 milioane de fete din lumea aceasta au puterea, creativitatea și energia pentru a intra pe piele muncii.

Aveam datoria de a sprijini fetele din jurul nostru să aibă încredere în ele, să învețe și să lute pentru viitoarea lor!”, a spus Despina Andrei, Manager Comunicare și Ștrângere de Fonduri în cadrul UNICEF în România.

See Translation
We are on @Girl2LeaderKenya happening at Makueni county our patron Senator Sylvia Kasanga #DayoftheGirl #LeadLikeAGirl
IMPACT

Check out an official invitation from our hostess Senator Anna Maria Anders! We are excited to bring #Girl2Leader campaign to Poland!
Today our 8th grade girls visited the United States Capitol as part of the House Democracy Partnership’s #girl2leader program. We are so proud that our scholars could participate in #dayofthegirls, #girlspower #civiceducation #centercitypcs #ccbrightwood #onebandonesound #dccharterproud
Diana zur Löwen
YouTube Creators for Change Ambassador, Germany
Reach: 665K
IMPACT

Girl2LeaderUkraine
Reach: 633
Fondation RBB, Guinea
Reach: 1.9 K