



SOCIAL MEDIA REPORT

#Girl2Leader - International Day of the Girl
11 October 2018

Selected coverage

SUMMARY

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 about a reach of 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](#)

STATISTICS



8.1M

REACH

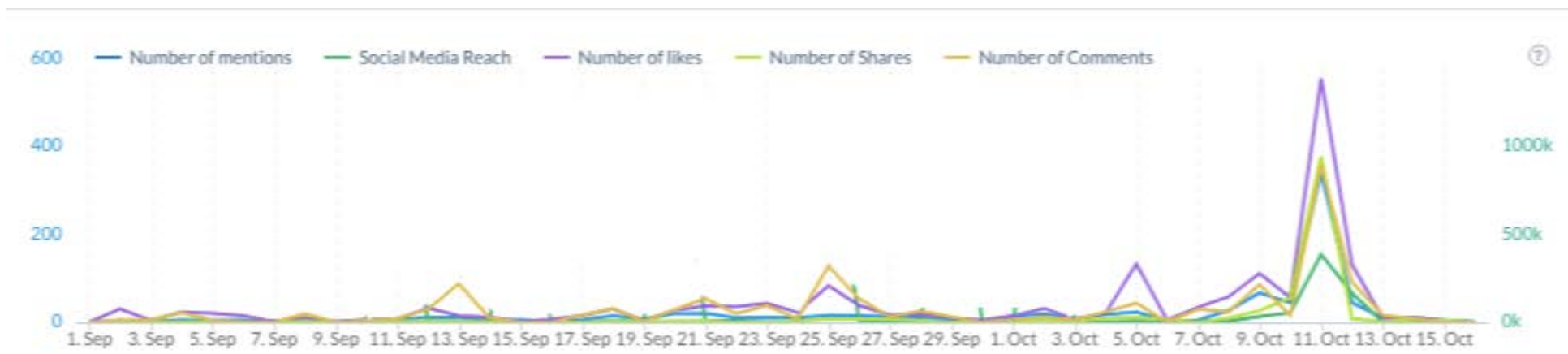
33K

ENGAGEMENTS

97.9%

POSITIVE MENTIONS

GRAPHS AND CHARTS



International Day of the
Girl

#DayoftheGirl

#InternationalDayoftheGirl #GirlPower

#LeadLikeAGirl #girl2leaderukraine

#GirlChildDay #IDG2018

#WPLsummit **#Girl2Leader**

#LeaveNoGirlBehind #girl2leadermy

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



USAID
690,87K Reach



Euractiv
Media partner
120.4K Reach



Deutsche Welle
Media partner
108.3K Reach



Western Union
8M Reach

HIGH LEVEL INFLUENCERS



Jess Phillips
Member of Parliament,
United Kingdom
90.2K Reach



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



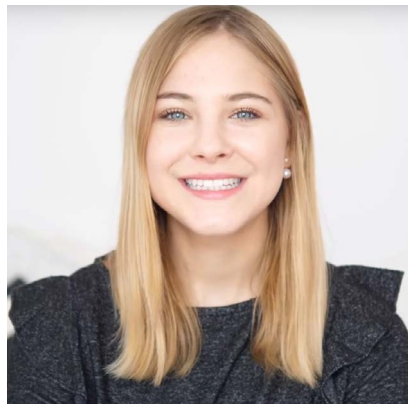
David E. Price
Member of the House of
Representatives, USA
25.7K Reach



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



Mairead McGuinness
Vice President of the European
Parliament, Ireland
14.8K Reach



Diana zur Löwen
YouTube Creators for Change
Ambassador, Germany
665K Reach



Fernanda San Martin
Member of Parliament,
Bolivia
3.3K Reach



Sylvia Kasanga
Senator, Kenya
500 Reach



Nicola Mendelsohn
Vice President for EMEA,
Facebook
9.7K Reach



Oana Bîzgan
Member of Parliament,
Romania
8.6K Reach

#Girl2Leader DRIVING ENGAGEMENT



Girl2Leader was live.
Published by girl2leader [7] · Yesterday at 5:26 AM · 🌐

Live from #Brussels: Diana zur Löwen talking to #Girl2Leader delegates
#LeadLikeAGirl #DayoftheGirl



389

People Reached

43

Engagements

49

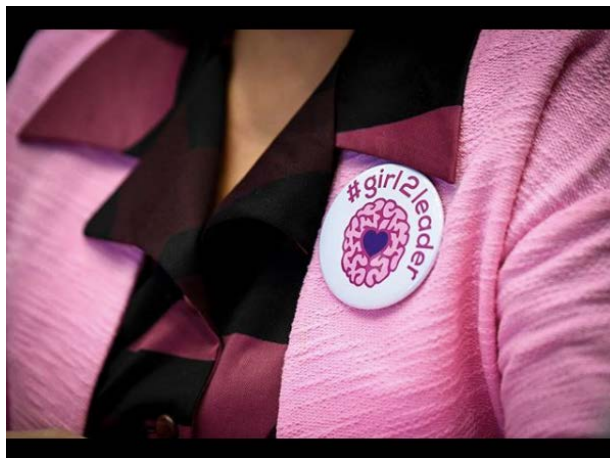
Clicks

Boost Post



19

2 Comments
7 Shares
152 Views



 **girl2leader** • Following

girl2leader Proudly wearing the #girl2leader badge on this the #dayofthegirl2018  ♀

marianagaillard 🇧🇷 🍌 🍌 🌟

69 likes

5 DAYS AGO

Add a comment...

...



A screenshot of a tweet from the account @girl2leader. The profile picture is a purple circular logo with a white 'G' and the text 'GIRL2LEADER' around it. The tweet text reads: 'Our fierce #Girl2Leader delegates together with their MEPs at the European Parliament in Brussels 🇪🇺 celebrating #DayoftheGirl 📺'. Below the text are three icons: a red heart, a speech bubble, and a share icon. The tweet has '78 likes' and is dated '3 DAYS AGO'. At the bottom, there is a text input field with the placeholder 'Add a comment...' and a '...' icon on the right.

Girl2Leader
@Girl2Leader

Following

A little glimpse into the **#Girl2Leader** Q&A

0:10 118 views

10:41 AM - 11 Oct 2018

5 Retweets 15 Likes

#Girl2Leader DRIVING ENGAGEMENT



#Girl2Leader provided tools for girls to take part in the campaign directly: Facebook frame & Instagram GIF stickers

TWITTER HIGHLIGHTS

Marie-Louise Coleiro [@presidentMT](#) [Follow](#)

Today, as Patron and Ambassador of the [#girl2leader](#) 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](#)



8:55 AM - 11 Oct 2018

7 Retweets 19 Likes

Kristalina Georgieva [@KGeorgieva](#) [Following](#)

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](#)



1,239 views

7:31 PM - 10 Oct 2018

24 Retweets 80 Likes

3 24 80

Rwanda Gender&Family [@RwandaGender](#) [Follow](#)

The Chief Guest Hon. [@MukabalisaD](#), Minister [@nyirasafariespe](#) 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](#)



12:51 PM - 11 Oct 2018

10 Retweets 18 Likes

Nyirasafari Esperanc [@nyirasafariespe](#) [Follow](#)

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](#)

2:39 PM - 11 Oct 2018

20 Retweets 43 Likes

1 20 43

Mairead McGuinness [@MaireadMcGMEP](#) [Follow](#)

Delighted to be part of [#Girl2Leader](#) event [#LeadLikeAGirl](#) [#DayOfTheGirl](#) [@WPLGlobalForum](#) [@Europarl_EN](#) this morning



1:20 AM - 11 Oct 2018

8 Retweets 28 Likes

1 8 28

Domani Doré [@domani_dore](#) [Following](#)

Happy international [#DayoftheGirl](#) ! We can't wait to welcome 50 young girls [@Guin_Audacieuse](#) [@Girl2leaderG](#) today as part of [@Girl2Leader](#) campaign! [#Girl2Leader](#) [#LeadLikeAGirl](#) [#JourneeDeLaJeuneFille](#) 🇩🇪



8:30 AM - 11 Oct 2018

4 Retweets 13 Likes

Femmes Africaines Éites de Demain, Michallie Jean, Nur Sagman and 2 others

4 13

TWITTER HIGHLIGHTS



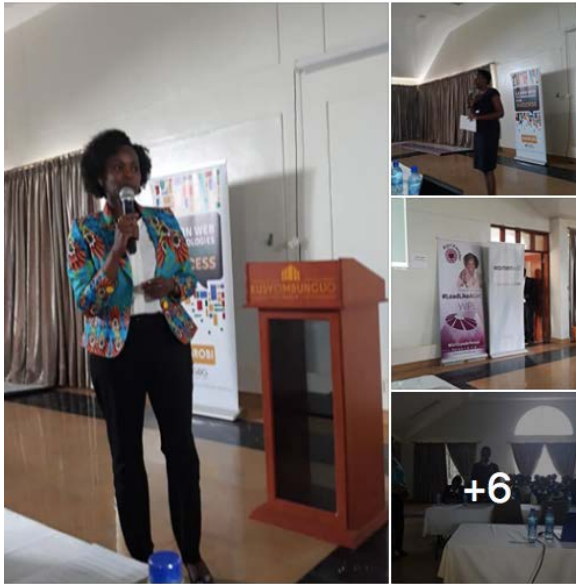
FACEBOOK HIGHLIGHTS



Senator Sylvia Kasanga

October 11 at 2:56 AM · 🌐

We are on 🇰🇪🇰🇪🇰🇪 @Girl2LeaderKenya happening at Makueni county our patron Senator Sylvia Kasanga #DayoftheGirl #LeadLikeAGirl



👍❤️ 48

4 Comments 2 Shares



UNICEF Romania is at Palatul Parlamentului.

Yesterday at 8:55 AM · Bucharest, Romania · 🌐

La invitația deputatei Oana Bizgan, 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 piața muncii.

Avem datoria de a sprijini fetele din jurul nostru: să aibă încredere în ele, să învețe și să lupte pentru visele lor!", a spus Despina Andrei, Manager Comunicare și Strângere de Fonduri în cadrul UNICEF în România.

[See Translation](#)



👍 12

1 Share



Nicola Mendelsohn is with Dunola Oladapo.

October 11 at 8:33 AM · 🌐

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 I #LeadLikeAGirl. 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 #thankyou to Dunola Oladapo, who founded Luton Lights to directly address the deficit of women in STEM industries in the UK. Dunola 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 15% in 2014 to 22% today, and women in senior leadership has gone up from 23% to 30% in that time. But we've undeniably got some way to go, and my promise to you is that I'll continue to #PushforProgress.



👍❤️ 107

5 Comments 7 Shares

FACEBOOK HIGHLIGHTS



Center City PCS Brightwood
October 11 at 6:47 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 #dayofthegirldc. #girlpower #civiceducation #centercitypcs #ccbrightwood #onebandonesound #dccharterproud





25

1 Share



Girl2Leader Poland
September 30 at 1:29 PM · 🌐

Check out an official invitation from our hostess Senator Anna Maria Anders! We are excited to bring #Girl2Leader campaign to Poland!





19

19 Shares 1K Views



Oana Bizgan is with Andreea Bocăneală.
September 19 at 12:05 PM · 🌐

Sunteți extraordinare! Mulțumim pentru toate aplicațiile la #Girl2Leader. Ne-ați făcut viața „imposibilă”, la propriu. 😊

Mai avem nevoie de răgaz să negociem și mâine și apoi revenim cu rezultatele!

#GirlPower #LeadLikeAGirl

See Translation





Girl2Leader, Luciana Lucy, Monica Budescu and 89 others

1 Comment



EURACTIV
October 11 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.

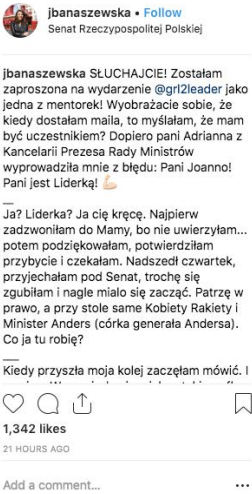




1

1 Share

INSTAGRAM HIGHLIGHTS



INSTAGRAM HIGHLIGHTS



WPL DRIVING ENGAGEMENT

Women Political Leaders
@WPLGlobalForum

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**



9:41 AM - 11 Oct 2018

3 Retweets 11 Likes

Women Political Leaders
Published by Buffer [?] · October 5 at 3:45 AM ·

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** <https://www.womenpoliticalleaders.org/.../girl2leader-lead-l.../>



988 People Reached 60 Engagements 81 Clicks [Boost Post](#)

[Animu Athiei](#), [Anthony Blank](#) and 25 others 1 Comment 8 Shares

Women Political Leaders
@WPLGlobalForum

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](#)



#Girl2Leader Event, European Parliament
On the International Day of the Girl, the 11th of October, **#Girl2Leader** campaign events hosted over 1,500 girls in events taking place in Albania, Bolivia, Canada,... [flickr.com](#)

5:19 PM - 16 Oct 2018

3 Retweets 6 Likes

IMPACT

(Selected pieces)

IMPACT



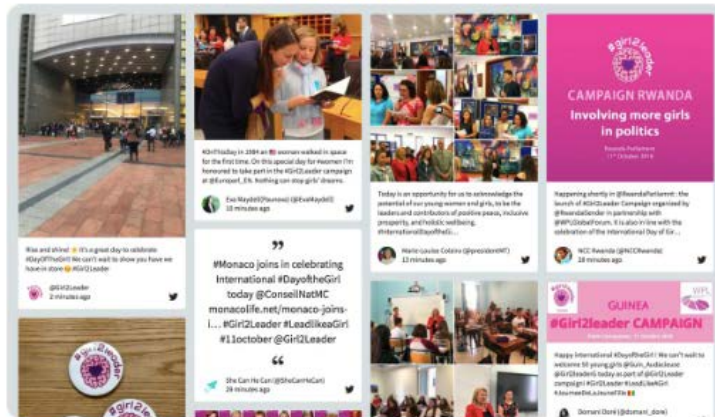
Kristalina Georgieva
CEO, World Bank
Reach: 131.92K

IMPACT



Following

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10:34 AM - 11 Oct 2018

11 Retweets 10 Likes



Euractiv
Media
Reach: 120.4K

IMPACT



Deutsche Welle
Media
Reach: 108.3K

IMPACT



Marie-Louise Coleiro Preca
President, Malta
Reach: 117.7K

IMPACT



Jess Phillips
Member of Parliament,
United Kingdom
Reach: 90.2K

IMPACT



Google Europe

Reach: 43.3K

IMPACT



David E. Price
Member of the House of
Representatives, USA
Reach: 25.5K

IMPACT



Rwanda Ministry of Gender and Family Promotion
Reach: 12.2K

IMPACT

Nicola Mendelsohn
Vice President for EMEA,
Facebook
Reach: 9.7K

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👍❤️ 107 5 Comments 7 Shares

IMPACT

UNICEF ROMANIA

Reach: 201.1K

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Yesterday at 8:55 AM · Bucharest, Romania · 🌐

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[See Translation](#)



 12  1 Share

IMPACT



Sylvia Kasanga
Senator, Kenya
Reach: 500

IMPACT



Girl2Leader Poland

Reach: 60

IMPACT



Center City PCS Brightwood
Elementary School
Reach: 200

IMPACT



Diana zur Löwen
YouTube Creators for Change
Ambassador, Germany
Reach: 665K

IMPACT



Girl2LeaderUkraine

Reach: 633

IMPACT



Fondation RBB, Guinea
Reach: 1.9 K

CONTACT

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@WPLGlobalForum