

KANTAR

International Women's Day 2020

Exploring the social buzz
#EachforEqual

Produced by the Kantar Insight Brand team



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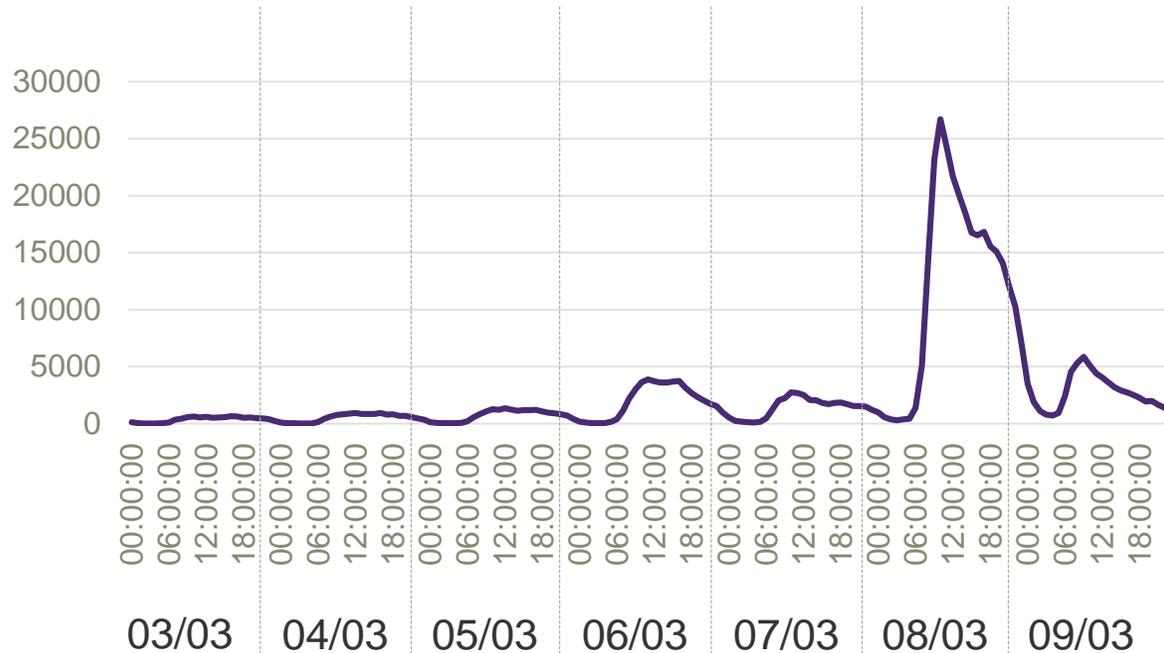
470k social media posts on Twitter and forums in the UK between 3rd March and 9th March relating to International Women's Day were evaluated.

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IWD: At A Glance

<u>Volume</u>	<u>Average Reach</u>	<u>Unique Authors</u>
469,558	15,792	203,522



Key Findings

- There were nearly half a million mentions of International Women’s Day from people in the UK.
- While many companies took the opportunity to celebrate the women on their staff, very few harnessed the buzz around the event for promotional purposes. Some companies faced flak for tweeting about IWD despite having a poor record around gender, such as HSBC which has a gender pay gap of 48%.

Top Emojis



IWD: Key Themes

#EachForEqual

<u>Volume</u>	<u>Average Reach</u>	<u>Unique Authors</u>
51,284	10,916	30,593

Opinion Leaders



Samantha Allen

Chair of the Health & Care Women Leaders Network which hosted an event in Parliament for IWD.



Gina Miller

Businesswoman Gina Miller spoke at KPMG's IWD event alongside Lady Grey-Thompson



Lisa Nandy

Labour leadership candidate posted a campaign video highlighting the strengths of women in leadership roles

Key Findings

- Only 15% used #EachforEqual, the official hashtag for 2020, while 51% of social media authors mentioned #IWD2020. This was likely encouraged by the **custom gold Twitter icon** which appeared alongside #IWD2020 and #InternationalWomensDay.
- Organisations were more likely than individuals to use #EachforEqual; a result of social media teams being more likely to adhere to official guidance than the average person.
- The UN's phrase "an equal world is an enabled world" was used 2.2k times. The message, while pithy, may have lacked the punchiness needed to encourage more people to share it widely. Similarly, the equals sign pose was used by many public figures including Meghan Markle, but didn't seem to gain wide adoption by the average person online, perhaps because it wasn't immediately evident what it was supposed to convey.

IWD: Key Themes

#SafetyInANumber

<u>Volume</u>	<u>Average Reach</u>	<u>Unique Authors</u>
2,370	23,012	2,113

Opinion Leaders



Little Mix

Little Mix were retweeted 4.3k times internationally for their post promoting the number.



Gillian Anderson

Actress Gillian Anderson tweeted a banner image alongside the key message for Refuge.



Lolly Adefope

The comedian and actor was one of many who changed their name on Twitter to promote awareness.

Key Findings

- Refuge used high profile women on Twitter alongside their advertisement in Piccadilly Circus to promote the National Domestic Abuse helpline. By harnessing the audience of celebrities like Little Mix, Refuge was able to reach a huge number of women with their important message.
- Separately to the campaign, comedian Richard Herring raised £72,000 for the charity with his tradition of mocking people asking, “when is International Men’s Day?” and encouraging donations via fundraising site Tiltify.
- The campaign can be considered a success, however it doesn’t appear to have sparked a wider conversation which would have seen the message continue to be discussed. In the coming weeks it appears that there has been an uptick of usage of the helpline, it would be valuable to share that so people that took part in the campaign can feel positive about their contribution and new people can continue to learn of the service.

IWD: Key Themes

IWD Parkrun

<u>Volume</u>	<u>Average Reach</u>	<u>Unique Authors</u>
3,244	8,284	1,929

Opinion Leaders



Joanna Rowsell

Olympic cyclist Rowell encouraged people to take part in the Parkrun.



Rangan Chatterjee

The TV doctor directed people to register to join the parkrun, describing himself as a “big fan” of the event.



Jane Hill

The BBC presenter joined in with her second ever Parkrun.

Key Findings

- National Lottery initiative This Girl Can sponsored the IWD Parkrun event. The official Parkrun account @ParkrunUK posted 76 times promoting the run as well as retweeting runners. More than 100 people replied with photos of their running group.
- Compared to other IWD-related campaigns, Parkrun generated the most buzz in the week leading up to the event owing to consistent and regular communication around the event.
- While This Girl Can sponsored the IWD Parkrun, several people mentioned the event as though Parkrun was the organization supporting This Girl Can. A strong sign of a good partnership which drives awareness for both organisations.

IWD: Key Events



Megan Markle Visits School

Nearly 2,000 posts about Meghan Markle's visit and speech to a school in Dagenham, London. A clip of the school's head boy cheekily complimenting the Duchess went viral internationally.



Extinction Rebellion Protest

Women from Extinction Rebellion formed a blockade across Waterloo Bridge to highlight that a climate emergency disproportionately affects women. There were over 700 posts about the 2-hour protest.



Jess Phillips' Parliamentary Statement

Jess Phillips continued her tradition of reading out the names of women murdered by men over the past year. Over 400 people posted supportively for Phillips. Several were critical of MPs as broadcast footage highlighted how few actually attended the IWD debate.

IWD: Key Organisations



Volume

2,668

Average Reach

8,327

Many took the opportunity of IWD to offer thanks to the women who work for the NHS, making it the single most mentioned organization in the UK.



Volume

2,090

Average Reach

2,940

Oh Polly ran a giveaway for IWD with the hashtag #unOHPOLLYgetic. As a result they earned over 5,000 retweets, 4,000 replies, and nearly an additional 2,000 followers.



Volume

1,413

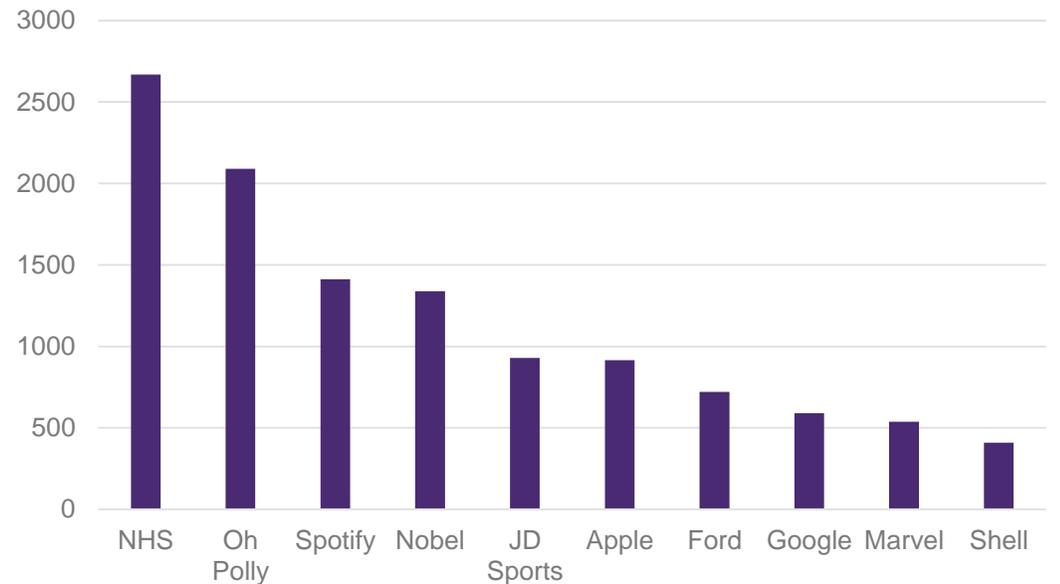
Average Reach

21,627

Spotify named the “top female artists” for IWD, earning them some positive buzz but they especially benefited from artists like Little Mix and Rou Reynolds who shared custom Spotify playlists celebrating women. An excellent way to tie in the benefits of the service with the event.

Key Findings

- While a large number of companies and organisations tweeted their support for IWD, few harnessed the buzz around the event to boost their brand and message. Of the top ten brands, only Shell received a primarily negative outcome. The company renamed itself to “She’ll” for the day, which led to people criticizing it for attempting to “pink wash” the brand.



Appendix

A woman with blonde hair in a braid, wearing a grey tank top and teal and black striped leggings, is sitting on a dirt road. She is looking towards the horizon where the sun is setting, creating a bright orange and yellow glow. The background shows a desert landscape with mountains and sparse vegetation. The word "Appendix" is written in white text on the left side of the image.

Most Retweeted Content (1)

Name	Tweet	Retweets	Likes	Potential Impressions
@MercedesAMGF1	She believed in more than a car. She believed in herself. 🙌 On #InternationalWomensDay we pay tribute to Bertha Benz - a woman who changed all of our lives forever... ❤️	9.7k	18.5k	21,653,577
@BBCTwo	The only message you need for #InternationalWomensDay... 🗣️	4.6k	12.1k	9,495,552
@LittleMix	1 in 4 women experience domestic abuse in England & Wales. So for #IWD2020 we've partnered with @RefugeCharity to help highlight the National Domestic Abuse Helpline number. It's a number every woman should know, so please save it now. #SafetyInANumber	4.2k	13.2k	19,436,273
@t0nit0ne	Happy #InternationalWomensDay to all the women who support other women. To the women who work hard to achieve their goals. To the women who fight for equality. To the women who make the world a better place. To the women who impact lives. To all women. ❤️	2.4k	3.8k	2,693,996
@LittleMix	Lots of new tunes on the playlist ahead of #IWD2020 tomorrow ❤️ really inspiring to see all these female artists out here killing it in an industry so often still dominated by men. These are just a few of the ones we have on repeat https://spoti.fi/34hVaDq	2.3k	9.8k	15,960,104

Most Retweeted Content (2)

Name	Tweet	Retweets	Likes	Potential Impressions
@MarvelUK	Scarlett Johansson and Florence Pugh have a special Happy #InternationalWomensDay message from the cast of Black Widow!	2.1k	8.9k	3,224,138
@FloraEGill	Can not believe mum was 'no-platformed' at my old Uni yesterday Mum doesnt need the platform and travelled to talk for FREE for International Womens Day- proceeds to FGM charity. I dont care if you disagree with her. Its fucking rude This is NOT how women should treat each other	2.1k	18.8k	4,879,776
@darrengrimes_	Margaret Thatcher, brilliant as always: "Why should they? I don't make any concession to the fact that they are men." #IWD2020	2k	7.3k	2,720,741
@RitaOra	Be a lady they said. Don't talk too loud. Don't talk too much. Don't take up space. Don't sit like that. Don't stand like that. Don't be intimidating. Quote from #GirlsGirlsGirlsMag by #CamilleRainville #Internationalwomensday #IWD2020 #IWD	1.9k	9.8k	8,743,509
@Oloni	Brunch date with @jackieaina @t0nit0ne and @tolly_t Happy #InternationalWomensDay 🤍 ✨	1.8k	14.4k	3,741,957

Most Mentioned Twitter Users

Rank	Name	All Posts	Retweets	Potential Impressions
1	@un_women	4,776	4,512	25,798,329
2	@aliciavperry	4,498	4,496	5,176,192
3	@cuntydoll	4,391	4,391	4,430,427
4	@gretathunberg	3,017	2,849	7,142,785
5	@womensday	2,889	1,920	21,037,941
6	@mhdksafa	2,717	2,711	3,524,844
7	@refugecharity	2,662	2,403	32,998,694
8	@ohpolly	2,177	2,157	2,278,367
9	@amberrudduk	1,763	1,715	5,326,523
10	@amymek	1,429	1,425	2,836,980

Rank	Name	All Posts	Retweets	Potential Impressions
11	@bbctwo	1,294	1,277	1,490,970
12	@parkrunuk	1,259	900	5,781,237
13	@darrengimes_	1,117	1,116	1,804,660
14	@jeremycorbyn	1,117	1,072	4,207,250
15	@floraegill	1,111	1,098	3,477,601
16	@littlemix	1,082	1,018	3,162,021
17	@nobelprize	1,010	997	4,865,658
18	@jdwomen	966	912	1,198,038
19	@womened	934	715	4,693,728
20	@rachael_swinton	924	919	2,528,091

Most Shared Links

	Description	All Posts	Retweets	Potential Impressions
Link	Terms and conditions for JD Women's giveaway competition	909	908	1,126,494
Link	International Women's Day homepage	804	511	2,921,872
Link	ITV News report on Meghan Markle's school visit	625	618	3,618,179
Link	Politico report on the US election with an aside mentioning Shell's rebranding to She'll	560	444	1,535,615
Link	University of Glasgow recreate a 150-year-old professor's photo for IWD	388	384	937,858
Link	Link to Victoria Green's Facebook post promoting a competition	315	314	510,809
Link	Huffington Post piece showing support for the Labour Party to elect a woman leader	296	296	948,639
Link	Tribune article about Constance Markievicz, the first woman elected to Parliament	281	278	676,277
Link	UN Women's webpage for International Women's Day 2020	267	259	9,818,139
Link	Labour MP Richard Burgon created a Google Photo page to celebrate IWD	250	249	972,650

Kantar Social Media Intelligence

Our social media services help clients identify what matters within the huge volumes of social media content created and shared each day.

Businesses use our insights to innovate, to shape more relevant messages to communicate with their target audiences and to connect with their consumers.

Visit our [website](#) to learn more or contact gaelle.bertrand@kantar.com



An aerial, top-down view of a large crowd of people at night. Each person is holding a glowing, flower-shaped lantern. The lanterns are in various colors, including yellow, orange, red, pink, and blue. The scene is illuminated by the warm, soft light of the lanterns, creating a vibrant and communal atmosphere. The people are densely packed, and their faces are partially visible as they look towards the center or their lanterns.

Understand People
Inspire Growth