



WORLD VALUES DAY 2019 - REVIEW

World Values Day 2019: how did we do?



- ❑ The breadth and depth of activities on World Values Day 2019 made it possibly the best one yet. Having said that, the reach of the social media campaign was heavily hit by a social media storm after the announcement of the Brexit deal and social media data were down on last year.
- ❑ New events and activities sprang up around the world – including in Columbia, Argentina, Brazil, Mexico, China, Japan, Thailand, Lithuania, Latvia, Hungary, Lebanon, West Bank, Pakistan, and Rwanda
- ❑ Repeat events in India, Malaysia, Nigeria, Canada, Ecuador, Sweden, Poland, Holland, Belgium, France, Albania, and (many) in Turkey
- ❑ Once again, many big multinationals supported World Values Day on an international basis - not just existing supporters like PWC and Volvo, but also new ones like Bosch and Walters Kluwer
- ❑ The Values Challenge had another successful year with 111 new participating organisations from many countries including UK, India, USA, Canada, Sweden, Thailand, Australia, Philippines, and Pakistan



*Valuing Personal Growth
in Lithuania*

World Values Day 2019: the Values and Wellbeing theme



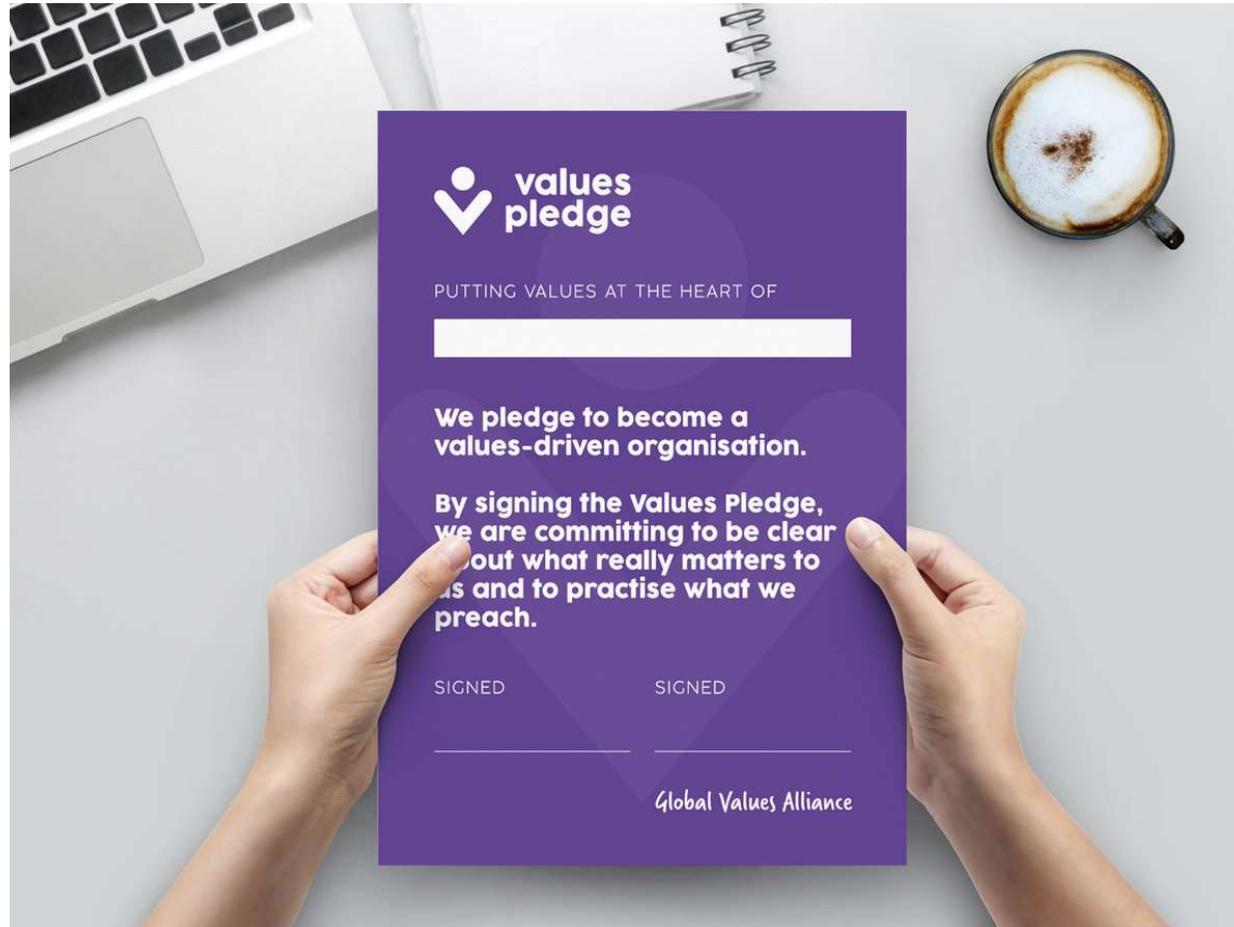
- ❑ Values and Wellbeing proved to be a fascinating and illuminating theme which engaged individuals and organisations right across the campaign



- ❑ The prominent American academic psychologist Tim Kasser articulated the wellbeing/values link brilliantly in an absorbing [interview](#) with Alan Williams, making clear how values are fundamental to everyone's wellbeing and to the health of our society and our world
- ❑ The Values and Wellbeing theme was taken up by a series of 24 thought-provoking [blogs](#) on the WVD website, by special events and activities held by health, social care and other organisations, and prompted a host of comments on social media highlighting the crucial importance of this link



World Values Day 2019: launch of the Values Pledge



World Values Day 2019: social media



The #WorldValuesDay hashtag was used over 5,000 times across Twitter, Instagram and Facebook in at least 60 countries

- ❑ The potential reach on Twitter was 28.3 million worldwide (41 million last year).
- ❑ Traffic to the WVD website this year reached over 9,000 visits, higher than last year.
- ❑ Social media frenzy around the unexpectedly announced Brexit deal unfortunately dominated European social media just as WVD was getting going and we failed to trend as we had in previous years.
- ❑ There were signs that our strategy of attracting influential users was successful, with the average follower count for users rising substantially.
- ❑ Twitter remained by far our strongest channel, but we also saw a healthy increase in quality of activity on LinkedIn and Instagram.



TWITTER HIGHLIGHTS – TOP HASHTAG USERS

For the fourth year running a range of well known and influential people and organisations got involved, including several very large accounts from the US, Canada and the Middle East



It's important to enact values in our lives. This will improve the wellbeing of not just ourselves, but everyone around us.

#WorldValuesDay
#MiskValues

@MiskValues



11:15 PM · Oct 17, 2019 · Twitter for iPhone

185 Retweets 211 Likes

1.5m followers



Our values are central to our mission of generating a foundation of facts that enriches the public dialogue and supports sound decision-making. They are independence, objectivity, accuracy, rigor, humility, transparency and innovation. #WorldValuesDay



Pew Research Center: Who We Are
Our mission is to generate a foundation of facts that enriches the public dialogue and supports sound decision-making. We are nonprofit, nonpartisan and nonadvocacy.

404,900 followers

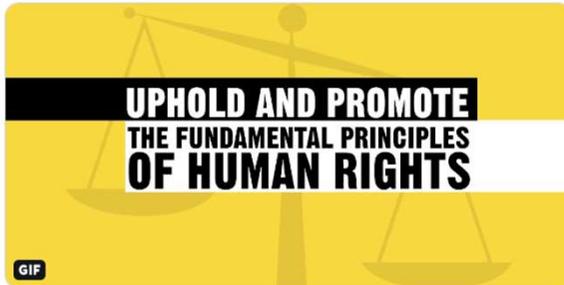


1.4m followers

TWITTER HIGHLIGHTS – TOP HASHTAG USERS



On [#WorldValuesDay](#), we are taking the opportunity to share our organization's values & reaffirm our mission to help people use video and technology to protect and defend human rights.



10:03 PM · Oct 17, 2019 · TweetDeck

354,300 followers



Happy World Values Day ☀️ Let's focus on what matters and encourage more love, kindness, honesty, courage & hope [#WorldValuesDay](#)



You and 9 others

1:05 PM · Oct 17, 2019 · Twitter Web App

239 Retweets 501 Likes

165,500 followers



CIPD · Oct 17

We held a Values Day here [@CIPD](#) to celebrate our new values ■ customer first ■ collaborative ■ expert ■ impactful ■ innovative; showcasing examples of how we're all using them. We try to live by our values, so 'expertly' made cupcakes were served! 🍰 [#WorldValuesDay](#)



9 32

101,000 followers

TWITTER HIGHLIGHTS – TOP POSTS

A number of tweets performed very well, not all on the day of the campaign. The video content and 'Take a Values Break' graphic also proved particularly popular.

World Values Day
@ValuesDay

Happy #WorldValuesDay everyone! Today's the big day, what do you value most?



0:00 5.8K views

6:34 AM · Oct 17, 2019 · Twitter Web App

View Tweet activity

81 Retweets 124 Likes

40,558 Impressions
81 retweets
124 Likes

World Values Day
@ValuesDay

#Values are crucial to our #wellbeing but this link isn't well understood; that's why we've made wellbeing the theme of this year's #WorldValuesDay on 17th October - Via @theRSAorg

[thersa.org/discover/publi...](https://thersa.org/discover/publications)



17 OCTOBER 2019

#WORLDVALUESDAY

2,989 Impressions
4 Retweets
5 Likes
7 Media Engagements
5 Link Clicks

World Values Day
@ValuesDay

When our #values are not aligned with the way we treat ourselves, our #wellbeing suffers. This #WorldValuesDay, take a moment out to consider what you hold dear worldvaluesday.com



TAKE A
'VALUES BREAK'
ON
WORLD VALUES DAY

This World Values Day, find a few minutes to do something important by taking a 'Values Break'.

1,222 Impressions
9 retweets
9 Likes
9 Media Engagements

World Values Day
@ValuesDay

Some #ThursdayThoughts for #WorldValuesDay - What do you value most? Because when you're living in line with them you can improve your health and make the world a better place at the same time ❤️



0:00 166 views

7:01 PM · Oct 17, 2019 · Twitter Web App

View Tweet activity

3 Retweets 13 Likes

1,276 Impressions
3 retweets
13 Likes
9 Profile Clicks

World Values Day Media Events and Activities



WVD Pechakucha Night in London Ontario, Canada



Natalia Blagoeva's online workshop 'Values: Unifier or Separator?'



Bradford4everyone asks public about their most important values

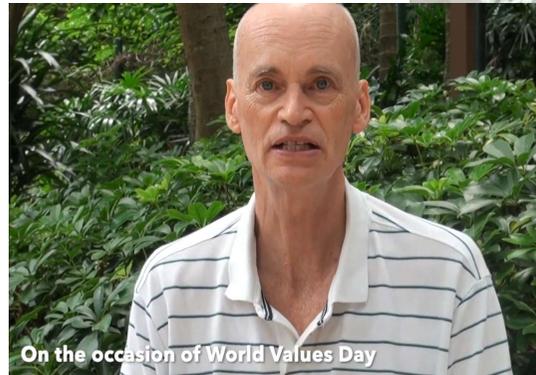


Professor Joy Carter
Vice-Chancellor

Today is World Values Day and as a values-driven university we're celebrating World Values Day.

Vice-Chancellor of University of Winchester speaks about WVD

Living Values Education – WVD video messages from educators around the world



On the occasion of World Values Day



Professor Tim Kasser interviewed by Alan Williams on Zoom



World Values Virtual Café with David Gurteen on Zoom

World Values Day Events and Activities Around the World



Celebrating the value of Nature in Nepal



Values seminar in Ecuador



Gilead Sciences Turkey demonstrating "Doing the right thing"



Values cupcakes at Chartered Institute of Personnel and Development, UK



Co-Operatives International Conference in Rwanda



Punjab Skills Development Fund Pakistan ran the Values Challenge

World Values Day Events and Activities Around the World



Volunteers and staff at Joy Village, Nigeria



World Values Day Conference, Ramakrishna Hall, Kolkata, India



CV Life Engage, UK



Dr Neil Hawkes talks to teachers in Latvia



ALVA's "I Value Woman" Conference, Albania



Values Academy Seminar, Sweden

World Values Day Events and Activities Around the World



Global pharma Sanofi held photoshoot celebrating values with all Turkish employees



Values at Evolution Change in Columbia



Blanquerna URL, Barcelona



McMaster University, Canada ran the Values Challenge



WVD values event at Turkish airline Pegasus

World Values Day Events and Activities Around the World



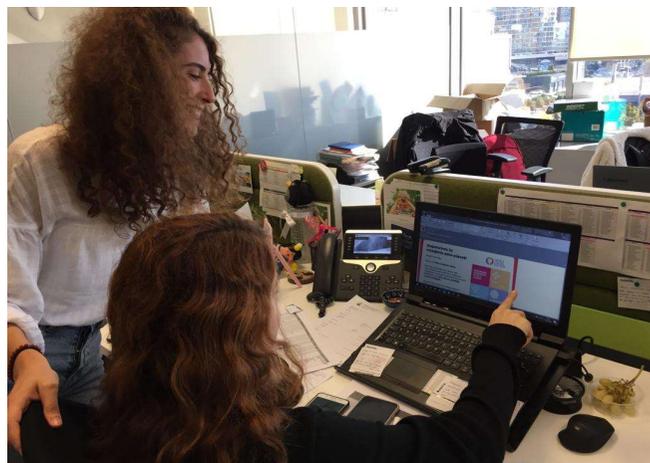
Volvo “passed the torch” through the day from Asia to Europe, then from Europe to Americas: 9 countries, 11 locations.



Walters Kluwer in Hungary and Florida



Bosch across Europe



Turkish global clothing retailer Penti runs WVD story competition, and email values challenge



Franklin Covey in Lithuania

World Values Day in Education



University of Milagro Ecuador



Andover & District Mencap at University of Winchester



**"Take turns with the toy"
Kindness at Farnham Green Primary**



Transform our World campaign launch with values workshop at St Thomas Apostle School, London

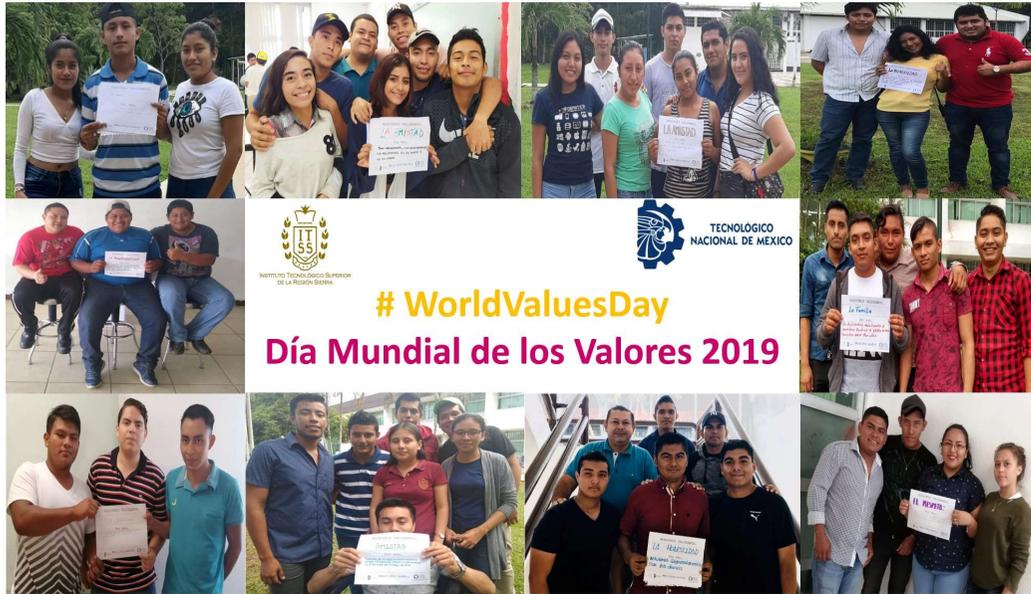


Food sharing project at Bright Riders School Dubai



Values-based Education's annual conference in Birmingham, UK

World Values Day in Education



Students at the Instituto de alta tecnología de la región de Sierra, México,



Human Values Foundation's worldwide Stories on Values competition for children



Interprofessional Studies Dept University of Winchester, UK



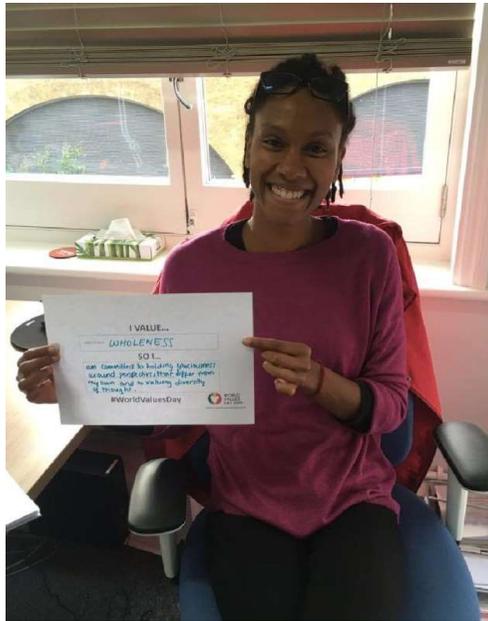
Making a WVD poster at Meritton British International School, Chiang Mai, Thailand



Grace Seeds School Lagos



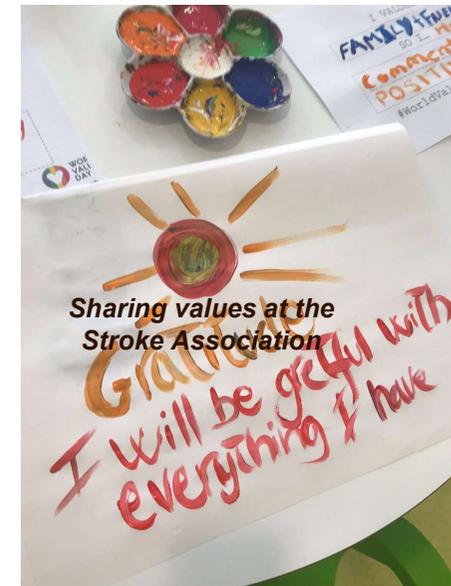
World Values Day in Healthcare



Valuing wholeness at the Psychosynthesis Trust



Staff values workshop at Central & NW London NHS Trust



Patient creativity workshop Central & NW London NHS Trust



Values at Health Education England Team Day



Working together at Belfast HSC Trust

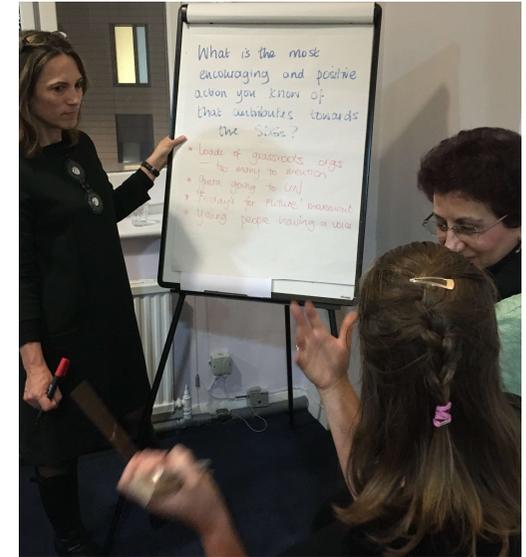


Sharing values at the Stroke Association

World Values Day in UK



Matthew Shaw, Editor BBC News, Elaine Turner, Health Education England, Gavin Andrews, Heartmath UK, Michael Dean, Peakon, Liz Murphy, UK Values Alliance - all talking at the UK Values Alliance/Peakon Values and Wellbeing Breakfast



UK Values Alliance's Values Dialogue on the SDGs



Heart of Wellbeing all-day event with Brahma Kumaris and UK Values Alliance In London



Sustrans / National Cycle Network



Taking a Values Break: mindfulness session at Belfast Trust

World Values Day 2020 - theme



What do you think should be the main theme for World Values Day 2020?

- **WVD 2016 was about values and the individual**
- **WVD 2017 was about values in groups and organisations**
- **WVD 2018 was about values in the community**
- **WVD 2019 was about values and wellbeing**
- **WVD 2020 ?**

Please share your thoughts and suggestions with us at info@worldvaluesday.com



THANK YOU

#WorldValuesDay

www.worldvaluesday.com

