



# WORLD VALUES DAY 2020 - REVIEW

## World Values Day 2020: how did we do?



- ❑ We had a record year - on Twitter alone we reached **75 million in 67 countries** around the world, 15 million more than last year and our best yet.
- ❑ 482,339 total impressions on all WVD social media accounts and record 13,530 unique WVD website visits
- ❑ The **Values Challenge** is now in its fourth year – another 111 schools, organisations and community groups signed up for the Challenge from all over the world including Switzerland, Estonia, Canada, Germany, Finland, UK, USA, UAE, Australia, New Zealand, Spain, India, Poland, Romania, Greece, Nigeria, Tanzania, Sweden, Netherlands, Ireland, Lichtenstein, Kuwait and Singapore
- ❑ The new **Valuesthon** programme of back-to-back online events rolling around the world's time zones made a great debut: 32 separate events attracted an estimated 1000+ attendees with many more viewing the recordings later.
- ❑ Many big international organisations continued to show their support for World Values Day including PWC, Volvo, Korn Ferry, KPMG and IBM.



*Family Values in Beirut, Lebanon*

## World Values Day 2020: how did we do?



- Countless universities, schools, hospitals, care homes, NGOs, local governments, and all kinds of commercial businesses also took part in activities which helped them think about their values and put them into action



*Playing the Values Stone game at İstanbul Medipol Üniversitesi, Turkey*



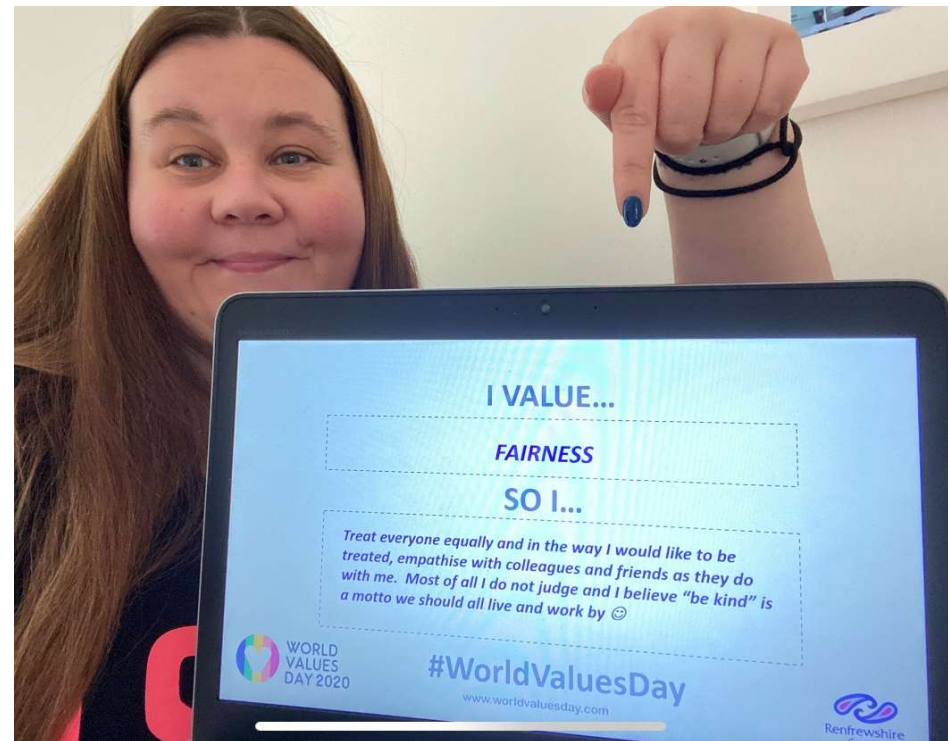
*Brantley Manor Care Home, UK*

## World Values Day 2020: social media



The #WorldValuesDay hashtag was used 6,476 times across Twitter, Instagram and Facebook in at least 67 countries

- ❑ Long-term supporters like the RSA, Action for Happiness, Cooperatives UK, UK Values Alliance and Human Values Foundation all supported us well on social media
- ❑ New Values 20 (V20) campaign and declaration gave a big boost in Saudi Arabia and the Gulf region - already a significant WVD hot spot
- ❑ Number of new high-profile Twitter personalities involved due to V20's TweetUp for WVD - up to 11 of the top 40 accounts appeared connected to the V20 campaign.
- ❑ Twitter claimed 55% share of our total social media community, but Facebook generated the biggest proportion of actual impressions and the largest number of engagements



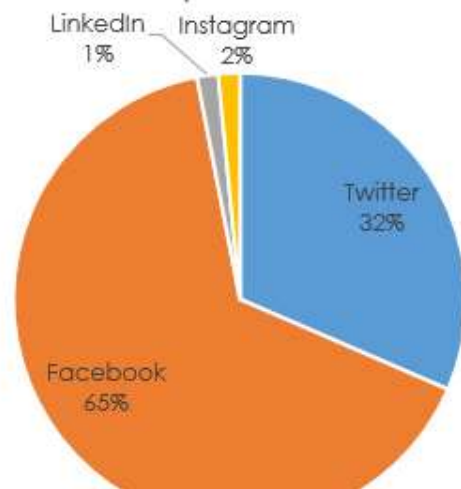
**Fairness is valued at Renfrewshire Council, Scotland**

## SOCIAL MEDIA RESULTS – CHANNEL BALANCE

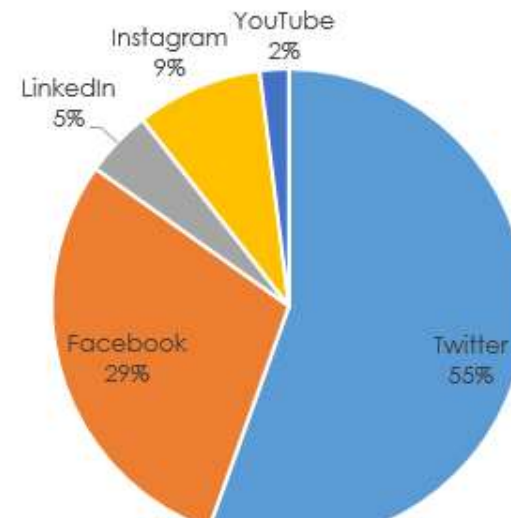
This year, Facebook claimed the largest proportion of impressions across the campaign.

Balance of community across channels has remained similar to last year, with Twitter retaining its larger share of total community.

World Values Day Social Channel Impressions



2020 Social Channel Community

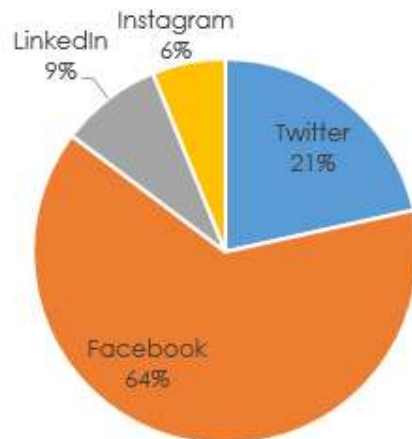


## SOCIAL MEDIA RESULTS – CHANNEL BALANCE

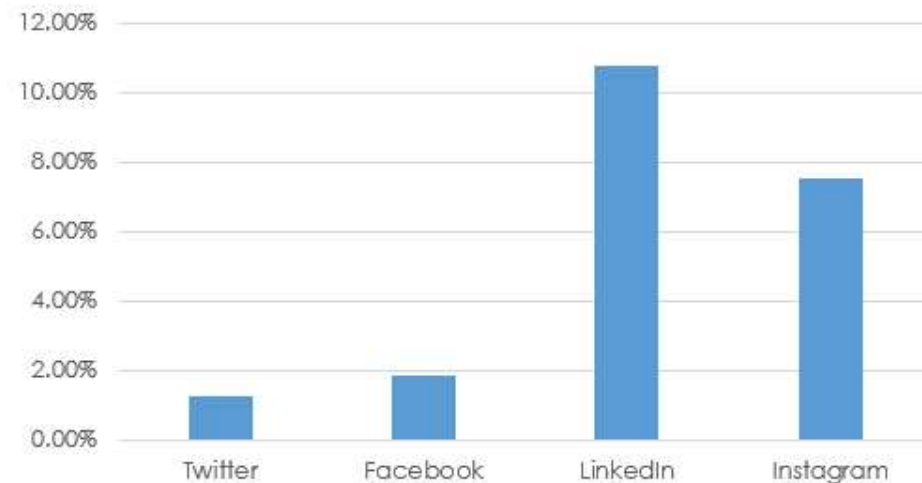
This year showed a drastic shift in engagements, with Facebook taking the lead in regard to total engagements during the campaign.

Regarding engagement rates on channels, LinkedIn once again provided an outstanding engagement rate, with all other channels performing at, or above industry standard.

2020 Social Media Engagements



2020 Social Media Engagement Rate



# World Values Day 2020: social media



## TWITTER HIGHLIGHTS – 67 COUNTRIES

- |                            |                 |                     |                 |
|----------------------------|-----------------|---------------------|-----------------|
| 1. United Kingdom (56.62%) | 18. Netherlands | 35. Barbados        | 52. Niger       |
| 2. Saudi Arabia (15.81%)   | 19. Turkey      | 36. Bangladesh      | 53. Oman        |
| 3. USA (6.62%)             | 20. Belgium     | 37. Botswana        | 54. Panama      |
| 4. Canada (2.58%)          | 21. Switzerland | 38. Egypt           | 55. Peru        |
| 5. Ireland (2.32%)         | 22. Colombia    | 39. Finland         | 56. Philippines |
| 6. India (2.06%)           | 23. Ghana       | 40. Hungary         | 57. Pakistan    |
| 7. Australia (1.89%)       | 24. Indonesia   | 41. Iraq            | 58. Poland      |
| 8. Germany (0.95%)         | 25. Italy       | 42. Iran            | 59. Puerto Rico |
| 9. UAE (0.06%)             | 26. Mexico      | 43. Iceland         | 60. Romania     |
| 10. Nigeria (0.06%)        | 27. Nepal       | 44. Japan           | 61. Sudan       |
| 11. Benin                  | 28. Portugal    | 45. Cambodia        | 62. Slovenia    |
| 12. Brazil                 | 29. Denmark     | 46. Kuwait          | 63. Senegal     |
| 13. Spain                  | 30. Jersey*     | 47. Lebanon         | 64. Tunisia     |
| 14. France                 | 31. Russia      | 48. Sri Lanka       | 65. Tanzania    |
| 15. New Zealand            | 32. Singapore   | 49. Morocco         | 66. Venezuela   |
| 16. South Africa           | 33. Uganda      | 50. North Macedonia | 67. Vietnam     |
| 17. Argentina              | 34. Albania     | 51. Malaysia        | 68. Yemen       |

\*Part of the UK

# World Values Day 2020: social media



## TWITTER HIGHLIGHTS – TOP WORLD VALUES DAY POSTS

Throughout the World Values Day campaign a great number of tweets performed very well, below are the top performing posts of the World Values Day campaign on Twitter. It was pleasing to see that not all the top tweets for this period were on the day of the campaign. The 'We Value/I Value' images also proved to be particularly popular with followers this year.

**World Values Day** @ValuesDay

Today is #WorldValuesDay!

- ✔ This is our most important World Values Day yet.
- ✔ Our theme is Values In Action, so make sure to CHOOSE a value, ACT on it & SHARE it!
- ✔ Here are our events: [worldvaluesday.com/valuesthon/](http://worldvaluesday.com/valuesthon/)
- ✔ Here are our Values Templates: [worldvaluesday.com/value-template...](http://worldvaluesday.com/value-template...)

27,042 Impressions  
83 Retweets  
99 Likes  
66 Media Engagements  
107 Link Clicks

**World Values Day** @ValuesDay

15th October is #WorldValuesDay!  
This year, we're asking people and organisations to CHOOSE a value, ACT on it and SHARE it!  
Sign up to our newsletter and join us to celebrate our VALUES IN ACTION! ✨  
[bit.ly/2E1G3a4](http://bit.ly/2E1G3a4)

1:51 PM · Sep 16, 2020 · Buffer

6,647 Impressions  
31 Retweets  
32 Likes  
19 Media Engagements  
21 Link Clicks

**World Values Day** @ValuesDay

#WorldValuesDay is almost here! 🥳 Here's what you need to know:

- ✔ Oct 15th is our most important World Values Day yet.
- ✔ This year's theme is Values In Action, so make sure to CHOOSE a value, ACT on it & SHARE it!
- ✔ We've got a FULL DAY of events here: [worldvaluesday.com/valuesthon/](http://worldvaluesday.com/valuesthon/)

LM Values Alliance and 9 others

4,394 Impressions  
23 Retweets  
29 Likes  
17 Media Engagements  
20 Link Clicks

**World Values Day** @ValuesDay

#WorldValuesDay is tomorrow! 🥳 What will you be sharing for it?

- ✔ Oct 15th is our most important World Values Day yet.
- ✔ This year's theme is Values In Action - make sure to CHOOSE a value, ACT on it & SHARE it!
- ✔ We've got a FULL DAY of events here: [worldvaluesday.com/valuesthon/](http://worldvaluesday.com/valuesthon/)

4,536 Impressions  
30 Retweets  
22 Likes  
20 Media Engagements  
8 Link Clicks



# World Values Day 2020: social media



## FACEBOOK – OVERVIEW

Facebook did well this year, with a wide variety of posts shared that encompassed a wide range of content and moods. From comments to personal anecdotes and tools and events, we saw a wonderfully engaged and positively engaged audience throughout Facebook organically.

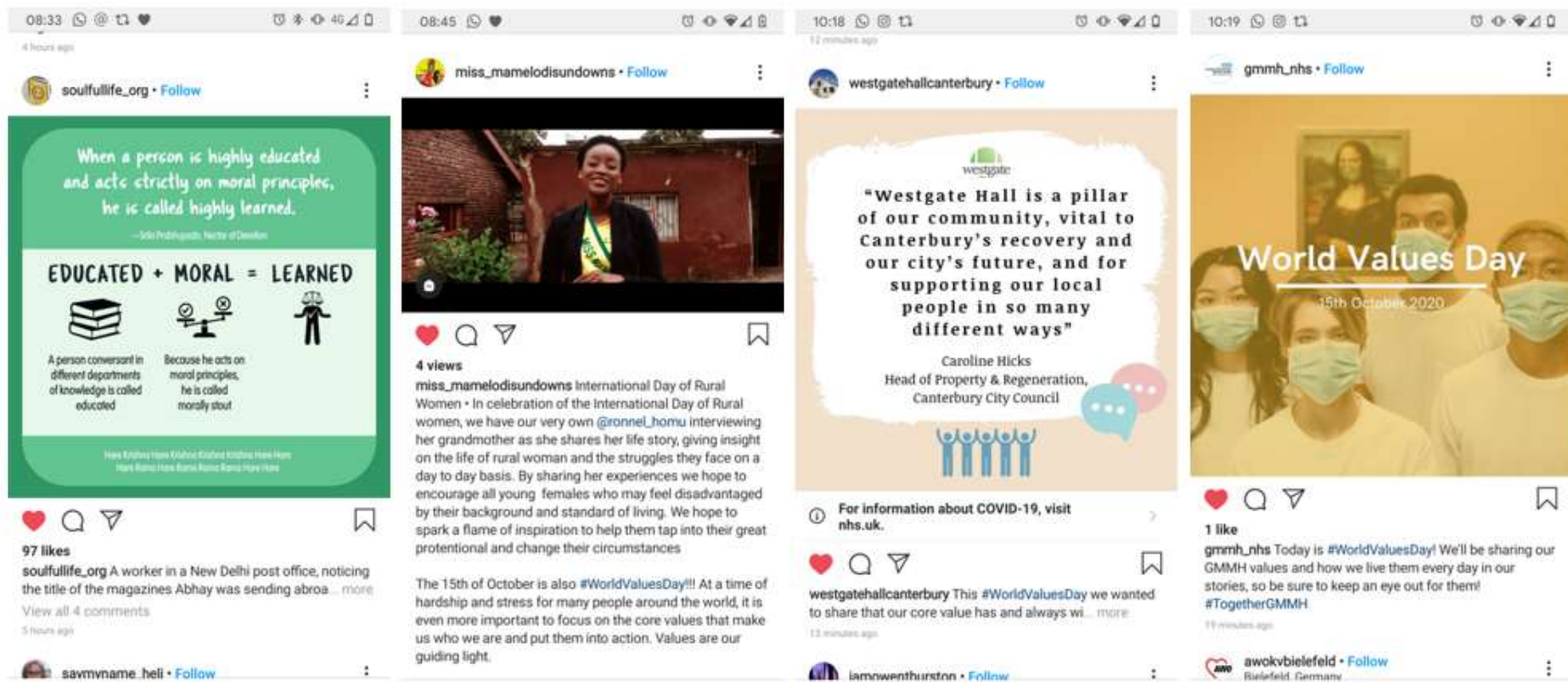


# World Values Day 2020: social media



## INSTAGRAM – OVERVIEW

In total, posts on Instagram using the #WorldValuesDay hashtag **a total of 289 times** between the 14<sup>th</sup> and 17<sup>th</sup> October, an increase on last year . The posts received over **6k likes** between them, and **over 300 comments**. This also excludes people using the hashtag in Instagram stories, which we are unable to track, so the total number of posts was likely higher still.



# World Values Day 2020: social media



## LINKEDIN – OVERVIEW

LinkedIn did extremely well again this #WorldValuesDay. It seems relevant for individuals, businesses and organisations alike, with people commenting, sharing and adding their own thoughts into the conversation this year. An absolute pleasure to see, and visibly inspiring to many of those commenting and sharing



**Sophie Tversky** • 3rd+  
Service-oriented culture-creator & problem solver. 'How Might We?' advo...  
3h • 🌟

Happy World Values Day!

It feels like this reminder is more needed than ever. [World Values Day](#) celebrates the importance of individuals, organisations and society acting and leading through values. Values in action, not merely words.

I think for many of us, this year has made us look inwards and ask ourselves: "what do I fight for?", "what do I stand for?" and "does my current state reflect what I truly value?"

★ "Values are like fingerprints. Nobody's are the same, you leave them all over everything you do." ★

I value Service and Connection. The later has been made more difficult because of physical distancing and it can feel like internet connection has substituted personal connection. But it also highlights that trust, connection and service are intertwined- check-ins, culture building, empathy are practices that allow us as individuals and organisations to grow and strengthen.

This year has certainly emphasised how important these values are to me and to enact them.

Luckily, tonight I get to connect with fellow [She Breaks the Law](#) law breakers which feels like the perfect end note for World Values Day!

As part of World Values Day: choose, act and share- what do you value and how



**Florence Schneider** • 2nd  
Culture Leader at Volvo Group IT  
5m • 🌟

In this special World Values Day, I want to focus on one of our Volvo Group Values: TRUST.

This value is not only one of our company values; it is part of me, in r ...see more



I VALUE...  
**TRUST**  
SO...

The Volvo Group IT culture network is always empowered to make decisions that will best serve our organization and accountable for the results.

Control is **not** an option!

I want to create the conditions for people to be able to bring their whole self to work and therefore, ensure that engagement and creativity are at their best!



#WorldValuesDay  
#WeAreVolvoGroup



👍 Like    💬 Comment    ➦ Share    ↵ Send

## World Values Day 2020: Values 20 (V20)



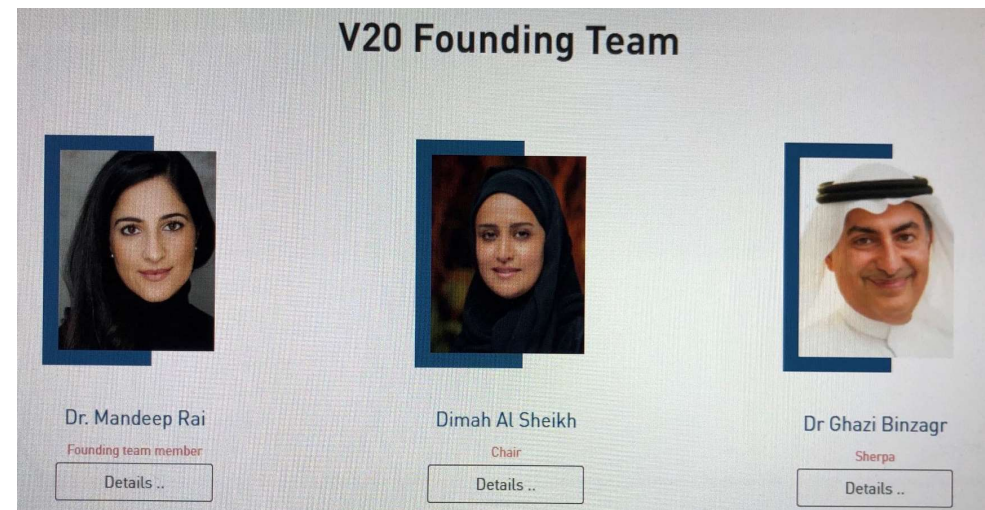
The Values 20 (V20) group, is a new non-official group within the G20 ecosystem, a new global community of values experts and practitioners to support policymakers around the world by finding people-centred public policy solutions based on values.

V20 has established a network hub, knowledge-sharing platform and three task forces relevant to the G20's strategic goals, focused on Global Values, Leadership Values, and Quality of Life Values.

It hosted a **Tweetup on World Values Day** to explore the significance of values, and is running a global **campaign** to share successful practical values.

These activities will contribute towards a V20 Communiqué, to be given to the G20 leaders at their meeting on 21<sup>st</sup> – 22<sup>nd</sup> November.

V20's own virtual summit is November 9<sup>th</sup> -10<sup>th</sup>.



# World Values Day 2020: the V20 Declaration On World Values Day



V20 together with Business 20 (B20), Labour 20 (L20) and Youth 20 (Y20) who are official G20 engagement groups, issued this global declaration on World Values Day:

***“World Values Day is a golden opportunity for every interested organization, body or individual to highlight their values-based interventions and initiatives.***

***This annual movement increases the awareness and practice of values around the world and enriches our understanding of the role that values play in our lives.***

***We, the Values 20 (V20), Business 20 (B20), Labour 20 (L20) and Youth 20 (Y20) encourage everyone to actively partake in World Values Day 2020. Values are the foundations of our social fabrics.***

***They guide our behaviors in daily life. Our values are of paramount importance for our wellbeing and togetherness as families, communities, organization, nations, and as a global society.***

***In a rapidly transforming world, World Values Day is an opportunity for each of us to contemplate our values. Please join us in celebrating the World Values Day, in recognizing our shared values and the beauty of our cultural diversity.”***

# World Values Day Events and Activities Around the World



*Walters Kluwer UK team aiming to cover the distance between London and Pune, India*



*Prema Dharma Family Home, India*



*IBIS Vilnius, Lithuania*



*Value of Peace among teachers and staff at Joy Village, Nigeria*



*Women H2H 21 Day Values Challenge*

# World Values Day Events and Activities Around the World



**Values Cloud from Lithuania**



**Peak Fitness, Papua New Guinea**



**Infosys Poland sign ABSL Diversity & Inclusion Declaration for WVD**



**60 km bike ride for WVD by staff at Saudi Darrajati Group**



**Values in Action at CCH Tagetic, part of Wolters Kluwer**

# World Values Day Events and Activities Around the World



*Video series from Dogan Holding, Turkey*



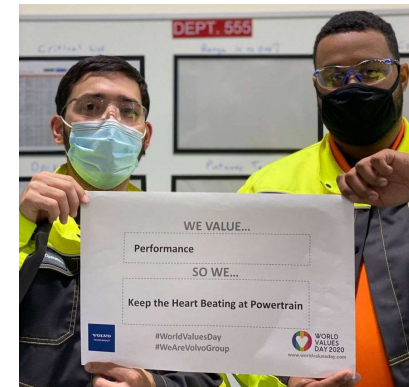
*Volvo celebrating WVD in Asia*



*Native American Connection, Arizona*



*Papua New Guinea Olympic Committee*



*Keeping the Heart Beating at Powertrain, part of Volvo Group*

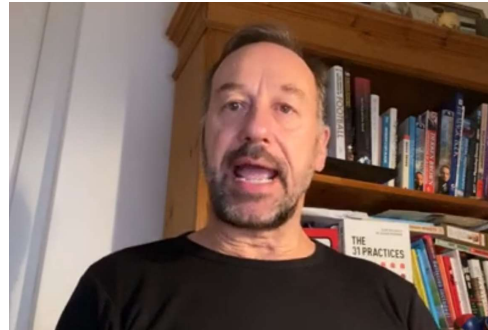




# World Values Day Online



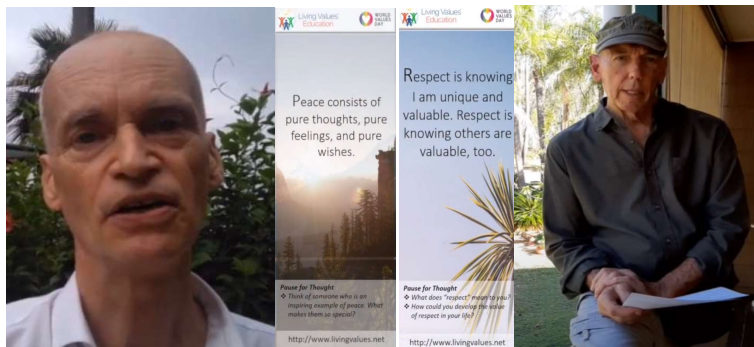
**Rhian Sherrington, Founder of Women in Sustainability talks on Courage**



**Alan Williams takes part in the 31 Day Values Challenge**



**Richard Barrett in interview with Jay Blithe**



**Living Values took a video journey around Australia, Asia, Middle East and Europe**



**Samie Al-Achrafi talks on the Value of Values from Dubai**



**Doug Speirs of the Winnipeg Free Press talks about his value of humour – one of 8 video talks produced by Pam Simmons**



**Asian Woman Festival**



Conexões com o futuro, quais valores nos aproximam?  
Evento online para alunos que valorizam o futuro!



**Teenagers from Brazil and Portugal discuss the values needed for the future**



**Dan Sodergren asks what are your values?**

# Valuesthon



*World Values Day Knowledge Café with David Gurteen*



*Speakers from Columbia University, the Maxine Greene Institute and practising artists discuss art and community resilience*



*Brahma Kumaris and UK Values Alliance hosted The Hero Within*



*Ada Velonis and Ati Farmani on how to use cooking to introduce values to children*

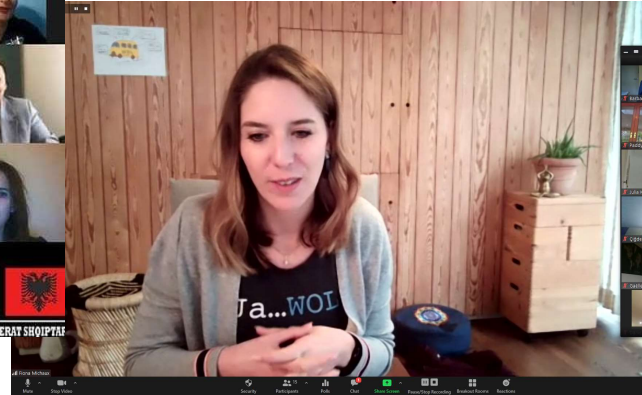


*Resolution at Work discussion of conflict, resilience and values – one of 8 webinars hosted by the Resilience.TV network*

# Valuesthon



**ALVA conference for West Balkans and Turkey**



**Fiona Michaux facilitating the Working Out Loud workshop**



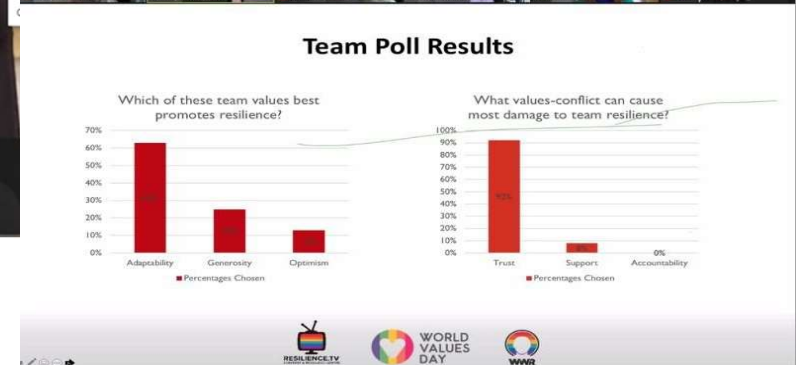
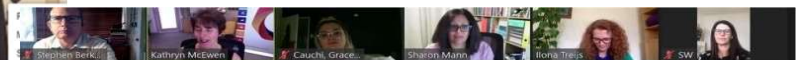
**Ada Velonis and best-selling childrens' writer Susan Verde**



**Annette Ebbinghaus on Honesty, Service and Freedom Sophrology event**



**Shamash Alidina's daily values meditation streaming on Twitter, Facebook and YouTube**



**Kathryn McEwan discussing Resilience.TV survey results in What Values Create Resilience in the New World of Work?**

# Valuesthon



The Sophrology Academy

Liz Murphy of Sophrology Academy leads an Embodied Values Practice



Dr. Hari Prasad Kanoria - Speaker

2020-10-15

*Dr H.P. Kanoria speaking from Kolkata at the Indian Values In Action Conference*



*Part of the Values-Based Education International Conference 2020*



*Dr Kara Tan Bhala moderating the Ethics of ESG Investing webinar from Kansas City*

# World Values Day in Education



**Azm-e-Nau Islamic and Modern Education System, Pakistan**



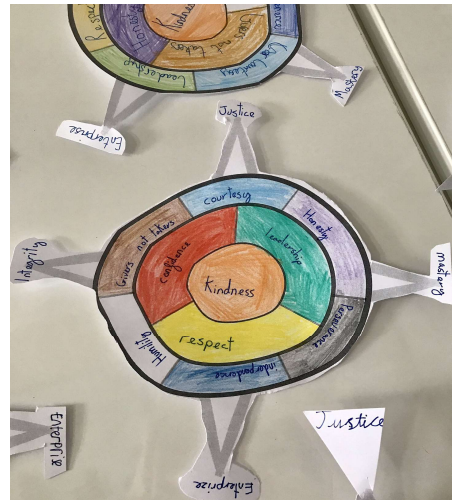
**WVD at Kuwait American School**



**Some of the Hawkedon Year 5 Team, UK**



**Grace Seeds School, Nigeria**



**Moral Compasses for World Values Day from Thomas's Clapham**



**Christ's Hospital Spanish Dept, UK taking the Values Challenge**

# World Values Day in Education



Happy World Values Day!

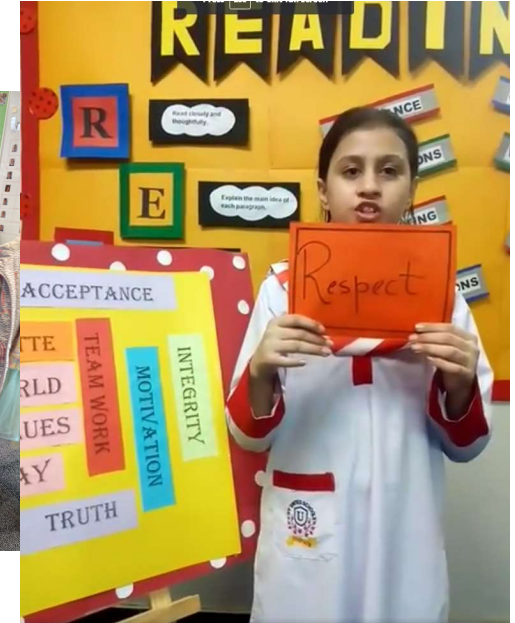
*WVD video from Hazlegrove Prep School, UK*



*Divine Child International School Mehsana, India*



*"I am kind" at Thomas's Clapham, London*



*Ivy United Schools, Gulzar-e-Quaid, Pakistan*



*Divine Child International School Ahmedabad, India*



*Pride in Our Bodies at St Paul's and All Hallows School in Tottenham, London*



*Developing Values Through Outdoor Play workshop at Values-based Education International Conference*

# World Values Day in Healthcare



**Southern Trust ELD team celebrates a World Values Day tea break**



**Psychosynthesis Trust spells out its top value in action**



**The Mirren, Paisley, Scotland**



**Rotherham Hospice, UK**



**Brantley Manor Care Home, UK**



**Staff at St Oswald's Hospice, UK**

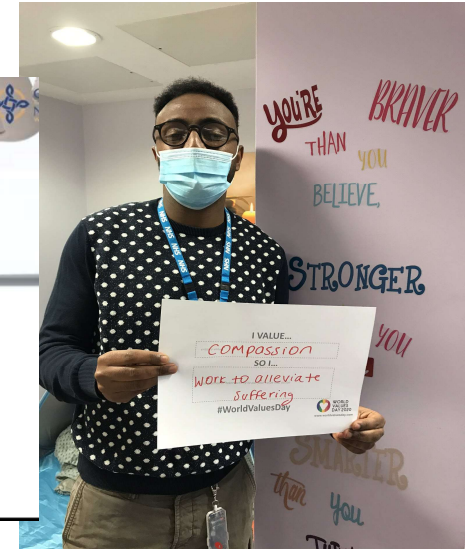
# World Values Day in Healthcare



**Sam at Mencap talks about inclusion**



**Mr Samy Mohamed  
Consultant Surgeon**



**Compassionate occupational therapy at Northfields Hospital, West London**



**Openness and Honesty at Belfast Trust, Northern Ireland**



**Trust at London North West University Healthcare NHS Trust**



**Nurse at Belfast Trust talks about her value of compassion**



**Manchester Mind share stories about putting values into action**



**Honesty at NHS Northern Trust**





## World Values Day 2021 - theme

What do you think should be the main theme for World Values Day 2021?

- 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 was about values in action

Please share your thoughts and suggestions now or email us at [info@worldvaluesday.com](mailto:info@worldvaluesday.com)

## World Values Day 2020 - Survey

There is still time to help us with our research survey on values. It will take only a few minutes to fill in the short questionnaire available here: [https://herts.eu.qualtrics.com/jfe/form/SV\\_abLuSdiTgsaSVBH](https://herts.eu.qualtrics.com/jfe/form/SV_abLuSdiTgsaSVBH)



THANK YOU

#WorldValuesDay

[www.worldvaluesday.com](http://www.worldvaluesday.com)

