

International Men's Day 2017: Social Reach



Mentions of #InternationalMensDay 2017

How much conversation is there online?

MENTIONS

428.5K

International Men's Day (IMD) is held every year on 19th November.

This year, in the seven day period around IMD, there were more than 400,000 social media posts containing the following hashtag:

#InternationalMensDay

Everyone was talking about it

Last 24 hours	Last 48 hours
1 #internationalmensday	1 #internationalmensday
2 #imaceleb	2 #win
3 #win	3 #imaceleb
4 #marr	4 #mufc
5 #mugabe	5 #afcvtthfc
6 #blueplanet2	6 #childreninneed
7 #btsxamas	7 #giveaway
8 #amas	8 #mugabe
9 #zimbabwe	9 #competition
10 #competition	10 #amas
11 #nxttakeover	11 #marr
12 #giveaway	12 #wbache
13 #mufc	13 #zimbabwe
14 #brexit	14 #xfactor
15 #sidesplittingsunday	15 #blueplanet2
16 #imaceleb2017	16 #btsxamas
17 #giveaways	17 #lfc
18 #xfactor	18 #cfc
19 #imaceleb2017	19 #brexit
20 #imaceleb2017	20 #strictly

For a 48 hour period
around the 19th
November 2017
#InternationalMensDay
was trending
#1 on twitter

#InternationalMensDay: Engagement & Reach

ENGAGEMENT

1.4M

REACH

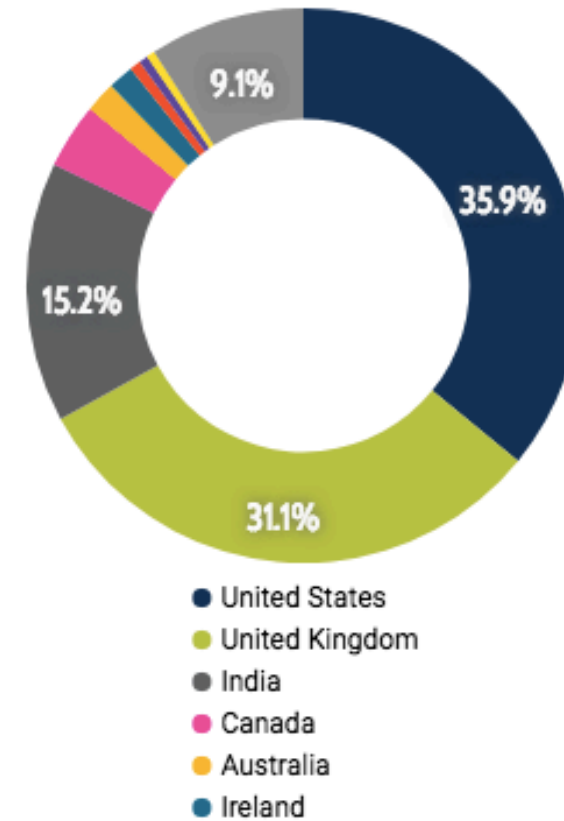
197.1B

There were 1.4 million engagements (likes, retweets etc.) on social media giving the #InternationalMensDay conversation a potential reach of nearly 200 Billion impressions.

Where did most of the conversation happen?

TOP COUNTRIES

1. United States (35.9%)
2. United Kingdom (31.1%)
3. India (15.2%)
4. Canada (3.8%)
5. Australia (1.8%)
6. Ireland (1.5%)
7. France (0.6%)
8. South Africa (0.5%)
9. Germany (0.5%)
10. Other (9.1%)



Who's talking about #InternationalMensDay?

GENDER



44.5%

55.5%



● Female ● Male

A closer look at engagement in the UK

In the UK there were over 600K engagements (likes, retweets etc.) on social media giving the #InternationalMensDay conversation a potential reach of more than 100 Million impressions.

ENGAGEMENT

623.3K

REACH

117.4M

What else were people talking about?


























A word cloud of social media hashtags. The most prominent hashtag is #InternationalMensDay in large blue font. Other visible hashtags include #InternationalWomensDay, #internationalMensDay, #ItsOkToTalk, #suicide, #GP, #SundayMorning, #ChangeThePicture, #bodyproud, #MentalHealth, #TechItch, #mentalhealth, #internationalmensday, #Centaspire, #Movember, #Depression, #MiND, #IMD, #DNB, #IMD17, #men, #WorldToiletDay, #Drumandbass, and #BadAccounts. The hashtags are arranged in a roughly triangular shape pointing to the right.

#InternationalWomensDay
#internationalMensDay #ItsOkToTalk #suicide #GP #SundayMorning
#ChangeThePicture #bodyproud #MentalHealth
#TechItch #mentalhealth #internationalmensday
#Centaspire
#Movember
#Depression
#MiND
#IMD #DNB #IMD17
#BadAccounts #Internationalmensday #men #WorldToiletDay #Drumandbass

#InternationalMensDay

The top 4 most popular tweets

 <p>Jodie  @JodieVolunteers tweeted We need to break the stigma and end the silence. Do not 'Man Up', it's time to talk. #InternationalMensDay published on 20/11/17 at 00:13 Twitter United Kingdom twitter.com</p>	 <p>MATCHES #InternationalMensDay</p> <p>METRICS  297.9K  2.5K  5/10</p> <p>94.8K Retweets, 203.1K Twitter Likes, 2.5K Twitter Followers</p>
 <p> @joshballll tweeted ...under 35 - Inherent Bias in Child Custody This is why we need #InternationalMensDay published on 19/11/17 at 20:47 Twitter United Kingdom twitter.com</p>	 <p>MATCHES #InternationalMensDay</p> <p>METRICS  39.6K  272  1/10</p> <p>13.3K Retweets, 26.3K Twitter Likes, 272 Twitter Followers</p>
 <p>Emma @Stargirlgbt tweeted Happy #InternationalMensDay remember: - single dads, you are doing great - trans men, you're valid - men suffering mental illness, you're... published on 20/11/17 at 02:35 Twitter United Kingdom twitter.com</p>	 <p>MATCHES #InternationalMensDay</p> <p>METRICS  28K  895  1/10</p> <p>8K Retweets, 20K Twitter Likes, 895 Twitter Followers</p>
 <p>Parker Molloy  @ParkerMolloy tweeted Instead of making an #InternationalMensDay joke, maybe discuss: <ul style="list-style-type: none">▪ Fatherhood.▪ Mental health and social barriers men seeking treatment face.▪ The negative...published on 20/11/17 at 01:24 Twitter United States twitter.com</p>	 <p>MATCHES #InternationalMensDay</p> <p>METRICS  26.2K  97.9K  1/10</p> <p>8.3K Retweets, 17.9K Twitter Likes, 97.9K Twitter Followers</p>