SOCIAL MEDIA REPORT

WPL Summit 2018 – Lithuania

Selected coverage
The WPL Summit 2018 was hosted, in cooperation with the Seimas – Lithuania’s Parliament – under the patronage of the President of Lithuania, in Vilnius on 6-8 June. This annual high-level conference brought together more than 400 powerful women leaders from all over the world. The Summit engaged a large community of women politicians that attended the event or engaged remotely. The event gained significant visibility online with 1.6 million impressions on social media and a large number of people engaging with the online content. Some of the most powerful women in the world actively engaged. The hashtag for this event was #WPLsummit.
STATISTICS

1,6M
Reach

17K
Interactions

96.9%
Positive Mentions
<table>
<thead>
<tr>
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<th>WPL SUMMIT 2017</th>
<th>WPL SUMMIT 2018</th>
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<tbody>
<tr>
<td>Impressions</td>
<td>1,3M</td>
<td>1,6M</td>
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<tr>
<td>Engagements</td>
<td></td>
<td>18,3K</td>
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<tr>
<td>Positive Mentions</td>
<td></td>
<td>94,3%</td>
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The social media activity gained momentum and peaked during the event. The #WPLsummit hashtag was trending in Lithuania and other countries. The graphic on the left represents the most common hashtags represented in Summit mentions.
HIGH LEVEL INFLUENCERS

Dalia Grybauskaitė
President of Lithuania
286K Reach

Helen Clark
Prime Minister of New Zealand (1999-2008)
178K Reach

Marie-Louise Coleiro Preca
President of Malta
114K Reach

Linas Linkevicius
Minister of Foreign Affairs of Lithuania
80K Reach

Isabel de Saint Maro
Vice President and Minister of External Relations of Panama
78K Reach

Vaira Vike-Freiberga
President of Latvia (1999-2007)
31K Reach

Nora Al-Shaaban
Saudi Shura Council
18K Reach

Lucero Saldaña
Member of Legislature of the Mexican Senate
17K Reach
TWITTER HIGHLIGHTS

Dalia Grybauskaitė @Grybauskaitė_LT · Jun 7
At current pace global gender gap will take at least 100 years to close. We can do better! #WPLsummit in #Lithuania #100ReasonsToAct

Linia Linkevičiūtė @LinkeviciusL · Jun 7
Honored to address @WPLGlobalForum’s #WPLsummit in #Vilnius. We simply cannot create modern society without fully empowering women. We must unlock women’s potential in solving conflicts. We have more than #100ReasonsToAct

Jane Dudman @JaneDudman1 · Jun 5
My piece ahead of #WPLsummit: it may be slow progress, but women will keep fighting for political influence

It may be slow progress, but women will keep fighting for political influence.
At this week’s summit in Vilnius, female politicians will consider practical and strategic ways to make greater progress towards gender parity theguardian.com
INSTAGRAM HIGHLIGHTS
FACEBOOK HIGHLIGHTS

Girl2Leader: Lead Like A Girl
Facebook, 3.1K Views

Money or Mentorship
Facebook, 2.8K Views

Equal Access to Maternal Healthcare
Facebook, 2.2K Views

"We must raise our daughters to think of themselves as potential leaders and innovative thinkers, to make a worthwhile contribution, in the best interest of our societies."

Marie Louise Coleiro Preca
June 8 at 11:11 am

#Girl2Leaders #LeadLikeAGirl Women Political Leaders
LINKEDIN HIGHLIGHTS

We are delighted to have such esteemed guests attending #WPLsummit this year. Take a look at our family photo from the 2018 Summit!

We are delighted to welcome delegates at the #WPLsummit in Vilnius from over 50 countries so far, including #Albania #Azerbaijan #Chile #China #CzechRepublic #Finland #Macedonia #Mexico #Montenegro... see more

If you're unable to join us for #WPLsummit, watch the live streaming of the full conference >> youtube.com/WPLglobalforum
WPL DRIVING ENGAGEMENT

**Engagement 787**
Impressions **21K**

**Engagement 102**
Impressions **3,7K**

**Engagement 203**
Impressions **9,7K**

**Engagement 257**
Impressions **17K**
IMPACT

(Selected pieces)
At current pace global gender gap will take at least 100 years to close. We can do better! #WPLsummit in #Lithuania #100ReasonsToAct
Helen Clark, Prime Minister of New Zealand (1999-2008)
“We must raise our daughters to think of themselves as potential leaders and innovative thinkers, to make a worthwhile contribution, in the best interest of our societies.”

#Girl2Leaders #LeadLikeAGirl Women Political Leaders

Marie-Louise Coleiro Preca
President of Malta
Engagement 866
CONTACT

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@WPLGlobalForum