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  ENGAGEMENTS
96,9%  POSITIVE MENTIONS
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
288K Reach

Helen Clark
Former Prime Minister of New Zealand
171K Reach

Marie-Louise Coleiro
President of Malta
12,2K Reach

Linas Linkevicius
Minister of Foreign Affairs of Lithuania
80K Reach

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

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

Massoumeh Ebtekar
Vice President on Women and Family Affairs of Iran
75,5 Reach

Atifete Jahjaga
President of Kosovo (2011-2016)
48.5K Reach
TWITTER HIGHLIGHTS - POLITICANS

Dalia Grybauskaite @DGrybauskaite_LT Jun 1

The world needs the precious participation of all our women and girls, alongside men and boys. In this way, we shall be creating the kind of future that we will be proud to hand down to future generations.

#WPLSummit #Grybauskaite_LT @skodronhhin @aiheneptaja @WPLGlobalForum

Maria-Louise Colomer @Colomercmns

Had a wonderful discussion on women's pol. leadership with Jennifer Smith, the former Premíer of Bermuda and Maria de Carmo Silveira, former Prime Minister of São Tóme and Príncipe #WPLsummit

Isabel de Saint Malo @IsabeldeMalo

Thank you @wplglobalForum for the invitation to participate in this exchange, with such a distinguished panel, to discuss about joint actions to promote peace and give women a more active role in this effort #WPLSummit

Isabel de Saint Malo @IsabeldeMalo

Gracias al @WPLGlobalForum por la invitación a participar de este intercambio, con tan distinguidos panelistas, para discutir sobre acciones conjuntas para promover la paz y dar a las mujeres un rol más preponderante en este esfuerzo #WPLSummit
TWITTER HIGHLIGHTS – PARTNERS & MEDIA

'Ve need everyone on board. We need to increase our efforts globally to reach gender equality and financial inclusion,' EIB Maria Shaw-Barragan at the #WPLSummit now speaking about women as agents of change.

"How to fight stereotypes? We need women role models in ICT!" says @MarinaKajurend, chair of the Global Commission on the Stability of Cyberspace.

Today the #WPLSummit finally begins. We can't wait to watch as women leaders from across the world meet a rising generation.

Helping kick off the @WPLGlobalForum with this year's award recipients.

#WPLSummit #girl2leader #girls20

Mentre a Vilnius si svolge il @WPLGlobalForum, la Spagna ha già fatto un passo da gigante. Il nuovo governo di socialista Pedro Sanchez conta 11 donne ministe nei posti chiave. @MarinaLalovic ne parlerà comuni su @racic3mondo

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 progress towards gender parity.
FACEBOOK HIGHLIGHTS

"Our country, and our world, needs inspiring role models and strong strategies for shared leadership. The world needs the precious participation of all our women and girls, alongside men and boys. In this way, we shall be creating the kind of future that we will be proud to hand down to future generations." -- Opening Session of the women Political Leaders Summit 2018 in女性Political Leaders Summit

VPL 2018
Выстроенная сила, женщины, политические лидеры всего мира, активизировала участие женщин, что, согласно современным вызовам, более 500 тысяч детей в Донбассе и Луганской области нуждаются в помощи. 200 тысяч из них – живут без родителей. Ближайшие дети войны отстраняют от войны. Мы, как международная платформа "Женщины за мир", в первую очередь обращаемся к женщинам-политическим лидерам. Сегодня наша главная задача: объединиться, чтобы помочь и защитить детей, живущих на войне.
#VPL2018 #WPLSummit #womenpoliticalleaders
Мир и безопасность для детей Ирина Ермаченко

European Institute for Gender Equality (EIGE) with Women
Political Leaders at @Seines_Palace
June 7 at 3:07 PM - Yorpon, Lithuania - Post: G
We are proud to be partners of WPLS Summit 2018, bringing together women decision-makers from all over the world - https://t.co/y9rV46pQ

See Translation
**LINKEDIN HIGHLIGHTS**

**Women's Union**
We are proud to launch our Women Political Leaders initiative, sending 21 young women to the WPL Summit this week in Vilnius, Lithuania. This alliance allows girls to meet inspiring women leaders from all over the world who will be present at the Summit, while also encouraging more girls to get involved in politics. Read more about WPL Summit and the #GlobalLeaders campaign: [Visit Link](https://https://www.womenleadersconference.com/)

**European Investment Bank (EIB)**
Money or mentorship: how can politicians and financiers team up for women’s economic empowerment? Join @IIB Maria Shaw-Barragan and partners today at our policy session at the WPLSummit in Vilnius: [Visit Link](http://bit.ly/2JaOr6c)

**Women Go Tech**
Women Political Leaders’ summit and Women Go Tech invite you to follow the plenary sessions - EMBRACING TECHNOLOGY to create a shared future. Discussion is chaired by Žygimantė Vitkauskaitė: [Visit Link](https://www.womenleadersconference.com/wpl-summit)

**The Guardian**
It may be slow progress, but women will keep fighting for political influence: [Visit Link](https://www.theguardian.com)
European Investment Bank shared Women Political Leaders’ live video.
June 7 at 6:15 AM

Money or Mentorship: How can politicians and Financiers team up for Women’s Economic Empowerment? Join our policy debate at Women Political Leaders summit

2,941 Views

Women Political Leaders was live.
June 7 at 5:34 AM

Money or Mentorship: How can politicians and Financiers team up for Women’s Economic Empowerment?

In cooperation with the European Investment Bank (EIB)
Venue: ...
See More

Leo Donovan, Miosotis Paulino, Sonja Maikki and 5 others like this.

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

"When I was growing up, I had never seen a young, black woman in tech, and it made me very sad. I decided to take action and now I'm 15 years old & I've started my own community project to train young girls like myself in tech skills. 

#GirlsLead delegate Lorena Santos Vitas Boas

How can innovation be used to promote inclusion in the workplace? @HeiClarkNZ shares her thoughts during her IWPL Summit keynote presentation.

Thank you to all IWPL Summit attendees - both physical and virtual - for being part of a wonderful learning and networking experience in Vilnius. We'll see you next year in Japan!
IMPACT

(Selected pieces)
Dalia Grybauskaitė
President of Lithuania
Engagement 352
The world needs the precious participation of all our women and girls, alongside men and boys. In this way, we shall be creating the kind of future that we will be proud to hand down to future generations.

#WPLSummit @Grybauskaite_LT @skochmehrin @atifetejahjaga @WPLGlobalForum
Helen Clark
Prime Minister of New Zealand (1999-2008)

Engagement 52
Massoumeh Ebtekar
Vice President on Women & Family Affairs, Iran
Engagement 71
Had a wonderful discussion on women’s political leadership with Jennifer Smith, the former Premier of Bermuda and Maria de Carmo Silveira, former Prime Minister of São Tomé and Príncipe #WPLsummit

Atifete Jahjaga
President of Kosovo (2011-2016)
Engagement 33
'We need everyone on board. We need to increase our efforts globally to reach #genderequality and financial inclusion,' EIB Maria Shaw-Barragan at the #WPLsummit now speaking about women as agents of change.
“How to fight stereotypes? We need women role models in ICT!” says @MarinaKaljurand, chair of the Global Commission on the Stability of Cyberspace.
Today the #WPLSummit finally begins. We can’t wait to watch as women leaders from across the world meet a rising generation.
Helping kick off the @WPLGlobalForum with this year's award recipients.

#WPLsummit #girl2leader #girls20

10:31 AM - 7 Jun 2018

5 Retweets 18 Likes
My piece ahead of #WPLsummit: 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.

courtesy of The Guardian
Mentre a Vilnius si svolge il @WPLGlobalForum, la Spagna ha già fatto un passo da gigante. Il nuovo governo del socialista Pedro Sanchez conta 11 donne ministre nei posti chiave. @MarinaLalovic ne parlerà domani su @radio3mondo.
bit.ly/2M7hDLN
"Our country, and our world, needs inspiring role models and strong strategies for shared leadership. The world needs the precious participation of all our women and girls, alongside men and boys. In this way, we shall be creating the kind of future that we will be proud to hand down to future generations."

- Opening Session of the Women Political Leaders Summit 2018 in Vilnius, #WPLSummit
Nataliya Korolevska
Minister of Social Policy of Ukraine
(2012-2014)
Engagement: 777
European Institute of Gender Equality (EIGE)

WPL Summit 2018 Partner

Engagement: 17
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https://lnkd.in/ghS_UdG

Western Union
WPL Summit 2018 Partner
Engagement: 113
European Investment Bank

WPL Summit 2018 Partner

Engagement: 5,3K
Women Go Tech

**Women Political Leaders** summit and **Women Go Tech** invite you to follow the plenary session: EMBRACING TECHNOLOGY to create a shared future. Discussion is chaired by Žydrūnė Vitaitė

https://linkd.in/gP2WqYR

#WPLsummit

**Women Go Tech**

Engagement: 4
The Women Political Leaders Global Forum campaigns for more women and greater female influence in positions of political leadership. The business case for gender diversity at leadership level is already well-known, and the reputation ramifications for those that ignore it can be long-lasting. This equally applies to politics. The #WPLSummit taking place this week in Vilnius, Lithuania, continues to champion a solid and growing body of evidence about the impact of having more diverse parliamentary bodies, via Guardian News & Media.
Helen Clark
Prime Minister of New Zealand
(1999-2008)
Engagement: 1K
María Lucero Saldaña Pérez

Member of Legislature of the Mexican Senate

Engagement: 45
Sandra Uwiringiyimana
Co-Founder, Jimbere Fund
Engagement: 290
MEET THE G(IRLS)20 GIRL2LEADER PARTICIPANTS AT THE 2018 WPL GLOBAL FORUM

girls.20 is pleased to partner with the @wplglobalforum and grateful for the support of @westernunion to bring 20 G(irls)20 Ambassadors from around the world to the #WPLSummit as @girl2leader participants.
Read the bios ➜ link in bioAIL

dina_pestonji How exciting for these 20 girls!!

G(irls) 20
WPL Summit 2018 Partner
Engagement: 102
European Investment Bank shared Women Political Leaders's live video.
June 7 at 6:15 AM - ⬇️

Money or Mentorship: How can politicians and Financiers team up for Women's Economic Empowerment? Join our policy debate at Women Political Leaders summit

2,941 Views
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See More

European Investment Bank
WPL Summit 2018 Partner
Video Views: 2,9K
Engagement: 9
IMPACT

RYB Women Lithuania

Video Views: 285
Engagement: 24
Marie-Louise Coleiro Preca
President of Malta

Video Views: 2,4K
Engagement: 32
IMPACT

Vaira Vīķe-Freiberga
President of Latvia (1999-2007)

Video Views: 3,1K
Engagement: 38