



**WORLD
VALUES
DAY**



WORLD VALUES DAY 2018 REVIEW

Prepared by the UK Values Alliance



UK Values Alliance

World Values Day 2018: how did we do?



- ❑ On key measures, World Values Day with its theme of Values in the Community was bigger and better than ever in 2018
- ❑ Social media activity is just one element of World Values Day, but it's an important one. The #WorldValuesDay hashtag trended at no.1 in UK on Twitter - a great achievement, far exceeding the previous year's success.



- ❑ The #WorldValuesDay hashtag was used 14,000 times in at least 98 countries potentially reaching 41 million on Twitter alone. This reach was materially lower than last year's 59 million, due we think to Twitter's rule change on repeat posts, but engagement rate was higher at 2.7% (last year 2.4%)
- ❑ Impressions on our Facebook channels up 31% on 2017 and Instagram up 45%, reinforcing our view that the Twitter dip was an anomaly



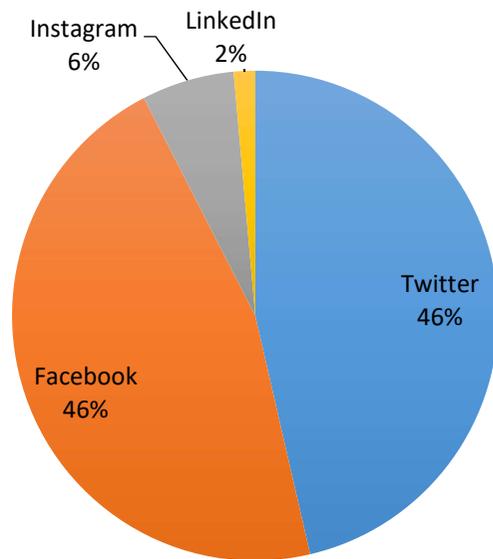
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Social media results: channel balance

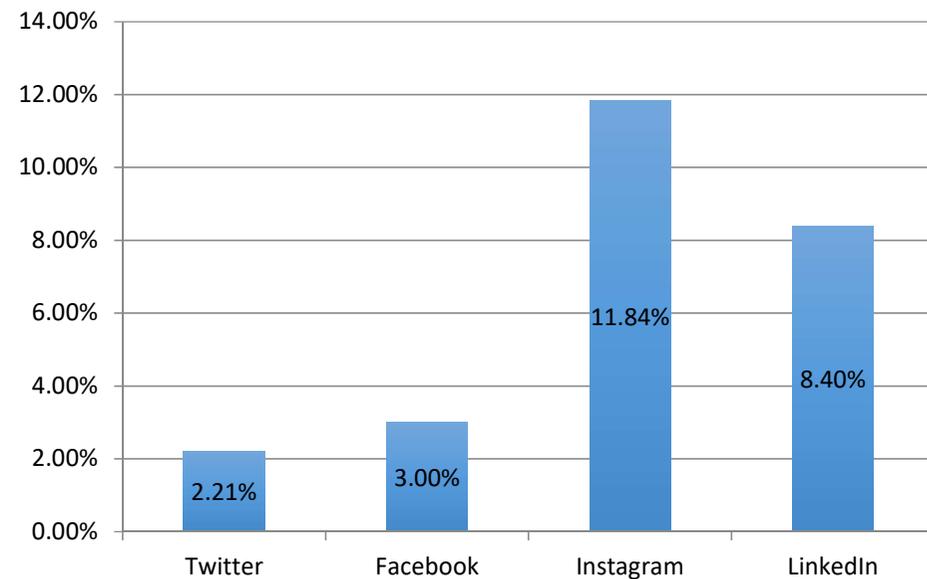


Engagements on World Values Day channels this year showed a greater balance between our main social media channels Facebook and Twitter; they achieved roughly an equal share of the results.

Social Media Engagements



Channel Engagement Rate



Twitter highlights: influencer sharing



Many influencers got involved in the conversation on and around World Values Day. Here are some examples of Tweets shared by various active World Values Day supporters.

Action for Happiness
@actionhappiness

To create a happier world, we need to know and live by our values - like kindness, optimism, honesty, open-mindedness and courage 🌞❤️🙌

worldvaluesday.com #WorldValuesDay



8:33 AM - 18 Oct 2018

323 Retweets 505 Likes

141,000 followers

PwC Nederland
@PwC_Nederland

Het is @ValuesDay wat doe jij om de wereld een beetje beter te maken? Ga naar ons #Instagram account voor een live verslag. #wevalue #values

Translated from Dutch by Microsoft

It's @ValuesDay what do you do to make the world a little better? Go to our #Instagram account for a live report. #wevalue #values



3:03 PM - 18 Oct 2018

2 Retweets 7 Likes

7,957 followers

The RSA
@theRSAOrg

"Whenever disasters suddenly hit us, we realise how much we rely on the invisible support of the communities around us. But what holds those communities together? Values are surely the glue, especially when the going gets tough." #WorldValuesDay



What do communities around the world need most?
Values are the glue that holds communities together
thersa.org

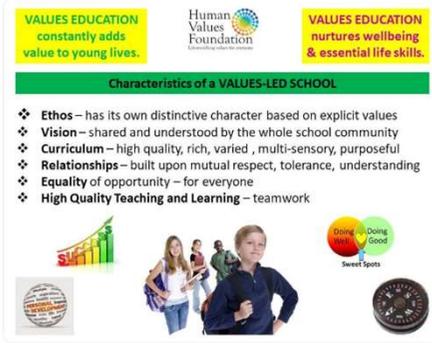
5:02 PM - 18 Oct 2018

10 Retweets 14 Likes

69,200 followers

HVF
@HVF_Values

Our pioneering #values #education work in UK schools started over 25 years ago so now a generation of #youngpeople have benefitted from a WHOLE-SCHOOL approach to WHOLE-CHILD education establishing a WHOLE-LIFE foundation for their lives! Happy #WorldValuesDay #pedagogy #vbezone



VALUES EDUCATION constantly adds value to young lives.

Human Values Foundation

VALUES EDUCATION nurtures wellbeing & essential life skills.

Characteristics of a VALUES-LED SCHOOL

- ❖ **Ethos** – has its own distinctive character based on explicit values
- ❖ **Vision** – shared and understood by the whole school community
- ❖ **Curriculum** – high quality, rich, varied , multi-sensory, purposeful
- ❖ **Relationships** – built upon mutual respect, tolerance, understanding
- ❖ **Equality of opportunity** – for everyone
- ❖ **High Quality Teaching and Learning** – teamwork

1:49 PM - 18 Oct 2018

2 Retweets 4 Likes

1,245 followers

Twitter highlights: top 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. The video animation and Gif clearly worked well at engaging people it was good to see that the top three posts this year were not all on the day itself. There was a high level off engagement with the video animation and Gif.

World Values Day
@ValuesDay

There's only one month to go until [#WorldValuesDay](#)!! This year's core theme is about putting our values into action in our communities. What will you do in your community this World Values Day?

4:38 PM - 18 Sep 2018

19 Retweets 24 Likes

3884 Impressions
19 retweets
24 Likes

World Values Day
@ValuesDay

Today is [#WorldValuesDay](#), it's time to share your values!

This year we're putting our [#values](#) into action in our communities. Find out how you can get involved: worldvaluesday.com/how-to-get-inv...

1:02 11.8K views

6:27 AM - 18 Oct 2018

176 Retweets 211 Likes

56,384 Impressions
176 Retweets
211 Likes
11,791 Media Views
77 Link Clicks

World Values Day
@ValuesDay

[#WorldValuesDay](#) on 18th October 2018 is an opportunity to think about our most deeply held [#values](#) and to act on them. This year we're putting our [#values](#) into action in our communities. Find out how you can get involved: buff.ly/2xV37QV

1:02 35.5K views

6:07 PM - 3 Oct 2018

26 Retweets 41 Likes

4,763 Impressions
26 retweets
41 Likes
1214 Media Views

Facebook overview



There were 381 public posts on Facebook using the hashtag #WorldValuesDay on World Values Day itself, far more than we've seen in previous years. Here are some posts that performed particularly well.

Philip J Lymbery
October 18 at 10:50 AM · 🌐

Like Page

With the bad news in the world today, worth remembering on #WorldValuesDay that we all need more compassion and love in our lives not just for one another but for the animals and wildlife that share our planet. #compassion #love #kindness #respect are values worth fighting for @ciwf

1 Comment 70 Shares

Monik Gatbonton is with Ginebra HR and 4 others.
October 19 at 1:57 AM · 🌐

We are a good neighbor.
We believe in doing good for others and helping the community we live in, any way we can, whether big or small.
I nominate Connie Angeles , Marylyn Mercado , Mark Anthony Embuido , Rosaroso Jhen and Anthony B. Benipayo to take the GSMI Values Challenge.
#WorldValuesDay
#GSMIWorldValuesDay
Ginebra HR

1 Comment 89 Shares

Rodz Bigay
October 18 at 10:37 AM · 🌐

Hello everyone! | 10/18/2018 10:37am | it by hitting the like button! 👍👍👍

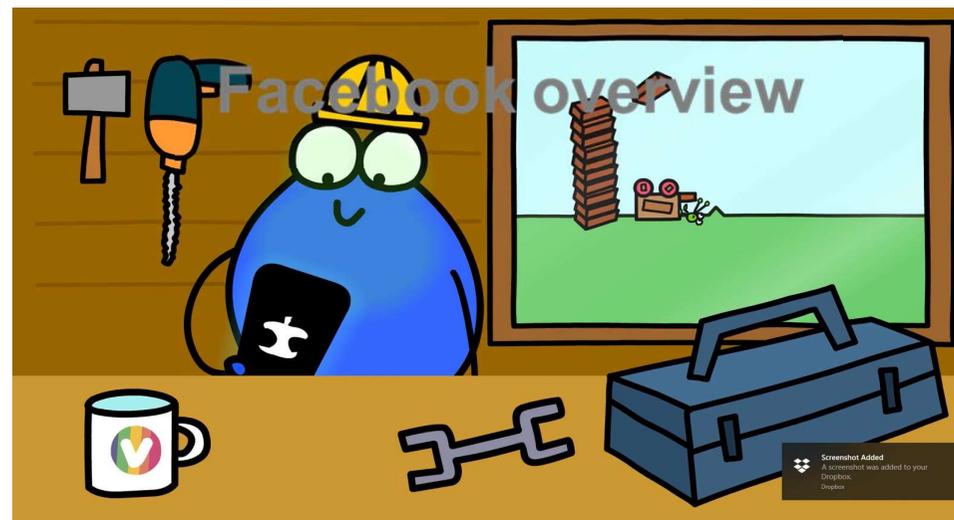
"We value INDIVIDUALITY, so we RESPECT each other's differences"
#WorldValuesDay #GSMIWorldValuesDay
I nominate Dunhill CG Justine Rose Calma Carcha Erica Estacio Clarin Paolo to take the GSMI Values Challenge! ❤️

499 Likes 4 Comments 31 Shares

Values Challenge



- ❑ In 2017 the Values Challenge downloadable values workshop was downloaded by 300 users from 32 different countries
- ❑ This year the Values Challenge was downloaded by a further 128 organisations from 22 different countries



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Values Challenge highlight: how PwC Holland took part this year



750 colleagues in 28 teams at PwC Holland took part in Values Challenge workshops. In an interesting and successful innovation, this year they ran short versions of the workshops ahead of World Values Day to decide a value and to plan their actions...

then on or around World Values Day each team put the agreed value of Making a Difference into action. The team actions included:

- Distributing food packages at the food bank.
- Implementing "the healthy baking rule" for a healthy lifestyle and more efficiencies.
- Clearing out wardrobes to give to the less advantaged
- Donating blood.
- Contributing to client fundraising project.
- Volunteering at bingo for elderly citizens.
- Helping at school for mentally challenged kids.
- Volunteering for Christmas concert for the elderly.
- Increasing the impact of CSR activities.
- Building bikes for Africa and collecting money for 2 hygrometers for local farmers in Uganda to improve their harvest.
- Performing DIY work at community centre to take pressure off informal carers.
- Multiple brainshakes with social enterprises on how to help them.

Other PwC offices around the world in Europe, Asia, Australia, North America and South America also took part in World Values Day activities.



One PwC Holland team built bicycles for Africa decorated with 'Make a Difference' stickers.



Drawings by disadvantaged children showing what they value most at a values workshop held by a PwC Holland team



Another PwC team show their answers to the question "How do you make a difference for society every day?"

World Values Day 2018: some media events & activities



'I Can't Get to You' music video launched on World Values Day – aimed at creating awareness about the barriers of invisibility and thoughtlessness faced by disabled people, from People First Dorset and Activate Performing Arts



Two radio stations supported World Values Day in Ecuador



Values Academy's workshop and documentary screening in Stockholm

Radio interviews in UK included Voice of Islam Radio and WomenUp



Some of the participants at the World Values Virtual Café with David Gurteen - around 30 countries represented

World Compassion Meditation: compassion to the world on World Values Day with FDCW

Heart Focused online meditation for World Values Day with Heart Math

World Values Day 2018: some 'physical' events and activities



Some participants at Brain Tumour Foundation of Canada's values workshop



Praying for world peace on World Values Day in West Bengal



Sharing Values, Building Communities – a reflective dialogue with the Brahma Kumaris in London



20,000 people joining flash mobs in 9 cities all over Poland supporting value of diversity organised by Association of Business Leaders (ABSL)

Values workshop in Ecuador



World Values Day 2018: some more events and activities



Employees of Pentti, one of Turkey's largest clothing companies, carrying out their values exercise



Start the Day With Values breakfast event in London, Ontario



1000 people across Turkey explored values with Value Stone board game



Employees of Mercedes-Benz Malaysia practised value of selflessness by donating 48 pints of blood



Taking the Values Challenge at Ginebra San Miguel, Philippines



Conference organised by ALVA Albanian Values' is first-ever values event in Albania



UK Values Alliance members learning from what's around us on a Street Values walk in London, England

Values at Work in the Community Event in London, UK

(held by UK Values Alliance, Peakon, EEA and Crystal Interactive)



Charlotte Sewell from COOK spoke about their values-based business and some of their many community initiatives



Amy Hulme from the Living Wage Foundation tells how their campaign helped many companies to really live their values



Eleanor Turner of Porter Novelli talked about the CBI, Porter Novelli and Opinium report Everyone's Business, and how companies can use communication to drive social change

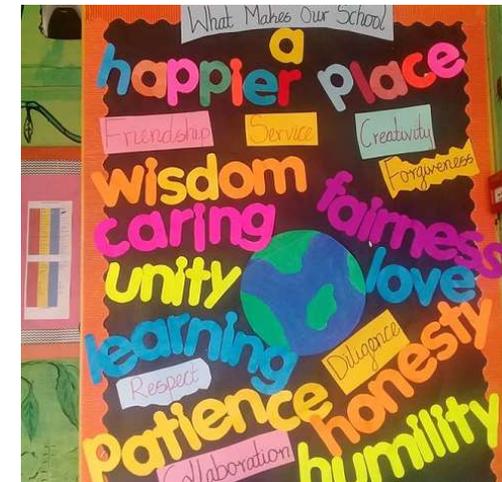
World Values Day 2018: selected children's activities



Launch of values-based children's theatre project in Turkey backed by Dogan holding



Pupils at Uphill Primary School, UK discuss which values are most important to them



Poster by children at Port Harcourt school in Nigeria – they fed 300 local people on World Values Day



Two Indian children share joint first prize in the Human Values Foundation's annual Stories on Values competition



Values-based Education's World Values Day Oxfordshire Plus Conference



Childhood Studies Students at University of Winchester share their Values in Action team work



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With our thanks and appreciation to all those who collaborated with us in bringing World Values Day 2018 to life, including our partners (the RSA, PwC, the Human Values Foundation, the Forward Institute and Crystal Interactive), the 96 official supporting organisations, and so many thousands of organisations, groups and individuals from all around the world!

#WorldValuesDay

www.worldvaluesday.com

www.valuesalliance.co.uk

