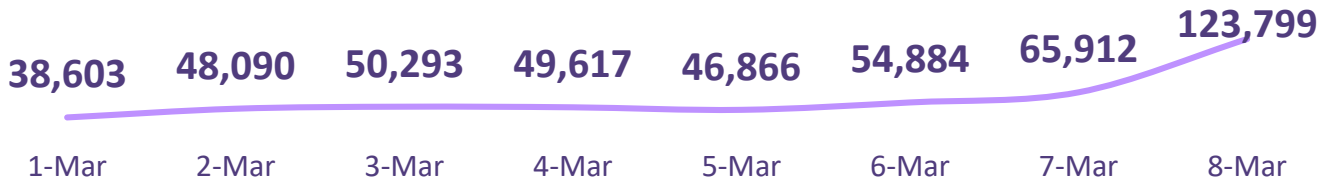


# International Women's Day

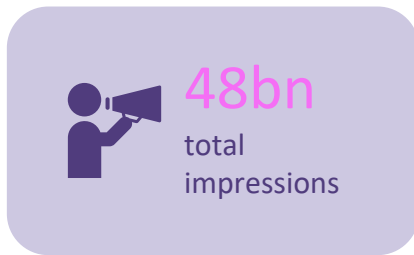
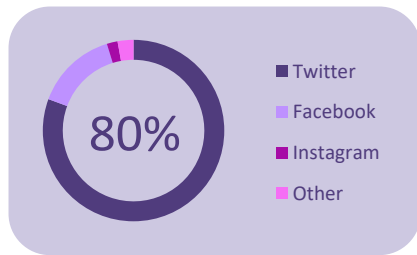
08 March 2023



IWD2023 generated **478,064** social media items over the past week.



**Twitter** drove the greatest share of conversation, whilst **Facebook** generated the most impressions. **Love** and **solidarity** featured heavily in the top emojis.

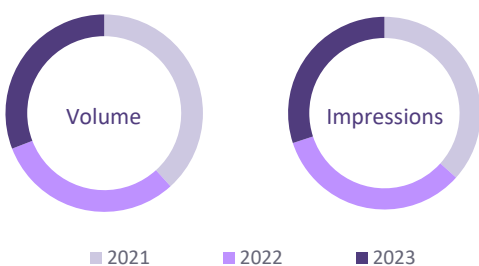


Political figures were the prominent influencers, led by **Barack Obama** posting about the efforts to help end child marriage.

	@barackobama	1 post	133m followers	<a href="#">This International Women's Day, read how @MichelleObama, @MelindaGates and Amal Clooney are working together to help end child marriage [...]</a>
	@narendramodi	2 posts	87m followers	<a href="#">On International Women's Day, a tribute to the achievements of our Nari Shakti. We greatly cherish the role of women in India's progress. Our Government will keep working to further women empowerment. #NariShaktiForNewIndia</a>
	@YouTube	1 post	47m impressions	<a href="#">which creators are you celebrating this #InternationalWomensDay?? check out some of our faves here</a>

There was a renewed interest in IWD as mentions of the IWD hashtag\* rose from 2022, but the accumulated volume and impressions were still lower compared to 2021.

#8M mentions were driven by Spanish-speaking countries, prominently Mexico and Spain. Meanwhile, #internationalwomensday was the widest-reaching hashtag, especially in the US.



#8M, 103K items, 141m reach
#iwd2023, 74k items, 210m reach
#internationalwomensday, 64k items, 376m reach
#8m2023, 49k items, 39.3m reach
#DialInternacionalDeLaMujer, 41k items, 141m reach

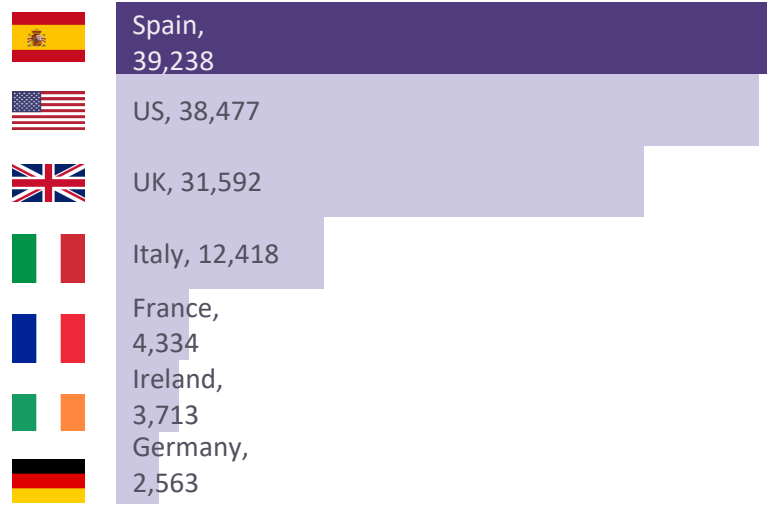
\*#IWD2021, #8M2021, #IWD2022, #8M2022, #IWD2023, #8M2023. Data sourced via Brandwatch.

# International Women's Day

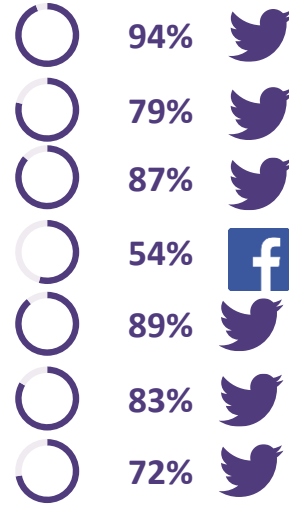
08 March 2023



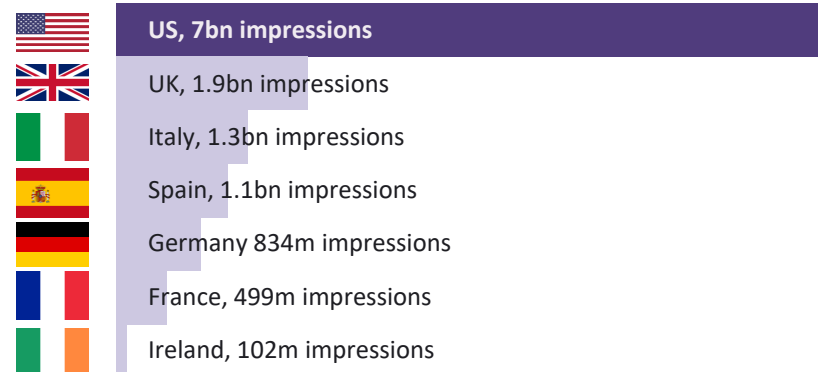
**Spain** led the way, generating more content than any other market.



**Twitter** was the key media type for all countries, except **Italy**.



However, the **US** drove the most impressions, due to discussions surrounding Hershey's International Women's Day Canadian campaign and the article in TIME magazine by Michelle Obama, Amal Clooney, and Melinda Gates.



**#iwd2023** was the leading hashtag for the UK, Germany, and Ireland.

- #internationalwomensday, 8k items
- #iwd2023, 9k items
- #8marzo, 2k items
- #8m, 23k items
- #iwd2023, 706 items
- #8mars, 1k items
- #iwd2023, 1k items

A former president was the top influencer in the US, with sports clubs, news outlets and television networks key across Europe.

		@barackobama	1 post	133m followers	A piece in TIME magazine by Amal Clooney, Michelle Obama, and Melinda Gates about their work in helping end child marriage.
		@ManUtd	2 posts	47m followers	Manchester United FC players discussed the importance of #IWD2023 and important women figures in their life.
		@falcao	1 post	17m followers	Radamel Falcao asked for equal opportunities to close gender gaps and support for all female leadership, including in sports.
		@FCBayern	1 post	7m followers	Bayern München FC celebrating International Women's Day 2023.
		@France24_fr	4 posts	5m followers	France 24 offers a day of special programming to mark IWD.
		@ScuderiaFerrari	1 post	4m followers	Ferrari celebrates their "two incredible female #F1 drivers", Aurelia Nobels and Maya Weug.
		@rtenevs	4 posts	1m followers	AnPost issues four new stamps to mark the "outstanding contribution" of women in public life.