

**KANTAR IMRB**



**KANTAR IMRB**  
**Social Media Listening**

Women's Day





What are people talking about **Women's Day** on the social media space in the last week

# SNAPSHOT: WOMEN'S DAY CONVERSATIONS ON SOCIAL MEDIA

## Over 800K

mentions around **various topics**  
**celebrating women** on Social Media over  
the past 1 week  
on a **Global** scale



# WHICH ARE THE MOST FREQUENTED TOPICS ON A GLOBAL SCALE

221K  
Mentions

# MeToo TimesUp

17K  
Mentions

PressForProgress

WomenEmpowerment

InternationalWomen'sDay

94K  
Mentions

206K  
Mentions

365K  
Mentions

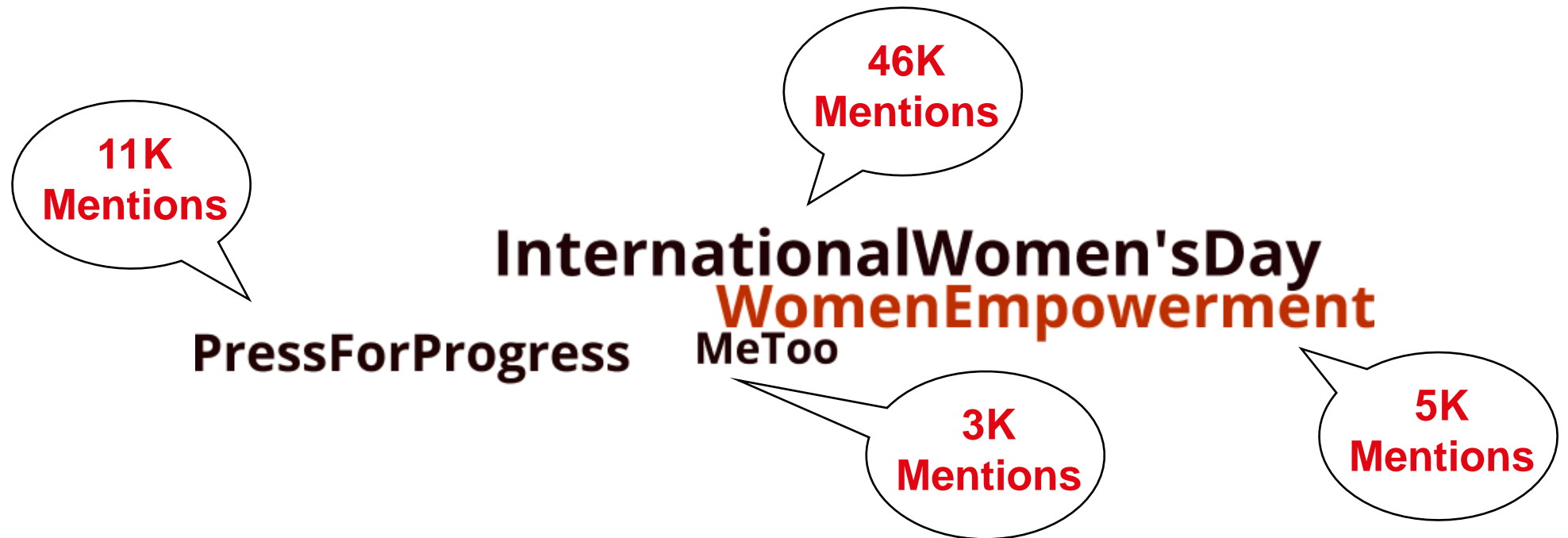
With majority of all mentions around International Women's Day, **#MeToo** and **#PressForProgress** are the most frequented topics over the past week

# WHICH ARE THE MOST FREQUENTED TOPICS IN THE INDIAN CONTEXT

## Over 65K

mentions around various topics celebrating women on Social Media over the past 1 week in India

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# SHARE OF CONVERSATIONS ACROSS TOP REGIONS



**171K  
Mentions**



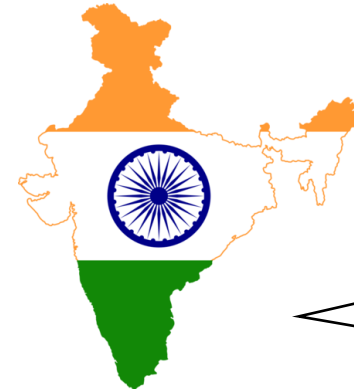
**110K  
Mentions**



**>90K  
Mentions**



**>38K  
Mentions**



**>65K  
Mentions**

# Quote

Conversations around the #MeToo and #PRESSFORPROGRESS campaigns have evolved into global movements. While US and Canadian audiences ranked highest in terms of participation, Indian audiences ranked fourth overall (and first within the Asian region),” Akhil Almeida, head- Digital, Kantar IMRB