SOCIAL MEDIA TOOL KIT
International Day of Peace
21 SEPTEMBER 2020
#connectingforpeace
Activate Peace, Your Super-Sense
Let's celebrate the International Day of Peace on 21 of September 2020 through a global virtual event.

In 2020, more than ever, we are reminded of our interdependence, common destiny, and the need for global cooperation, especially in the light of major recent challenges.

On International Day of Peace, Heartfulness and its partners, including the United Nations, will help raise awareness of Peace Day. Working with numerous global peace ambassadors, speakers, musicians, and change makers, together we will help build lasting world peace through meditation.

Imagine if 40 million people meditate together for world peace. The impact it would make would be life-changing.
Imagine a chain of hope embracing the world and transforming the atmosphere of our planet! That is what we are aiming for.

**When?**  
SEPTMBER 2020  
21 | Monday | 8 PM Local Time

**What?**  
Peace starts within. Celebrate and connect for peace with peace ambassadors, thought-leaders and entertainers.

**Where?**  
Website, Heartfulness YouTube & Facebook channels
How can you take part?
Register for the event by visiting heartfulness.org/peaceday

Join the discussion
Updates on #ConnectingForPeace will be posted on FB event page. You can also follow us and join the discussions on Heartfulness social media handles.

Relay the Live Cast
Write to peaceday.partners@heartfulness.org with the link to your Facebook Page and broadcast the event live from your social media handle.

Activate the Peace Chain
Visit heartfulness.org/peaceday and participate in the #ActivateTheChainOfPeace challenge. Practice the various Heartfulness practices and connect within and with others. Just try it and share with us the effect!
PARTICIPATE IN THE #ConnectingForPeace CHALLENGE

A 10-second Instagram Reels challenge where you will creatively use different power buttons in your home to signify that you are switching on to activate Peace, your Super-sense, followed by a message by you inviting your loved ones to participate in the Peace chain. Finish the sentence with - I am #connectingforpeace

USE OUR FACEBOOK FRAMES

Use one of our Facebook frames on your profile picture and upload it using one of the captions provided.

JOIN #ConnectingForPeace

Tune in to #ConnectingForPeace global virtual event at 8 PM your local time, only on heartfulness.org/peaceday to participate in the celebration.

GO PRO!

Join the LinkedIn Event

Go Pro! rsvp and share the linkedin event linkedin.com/events/internationaldayofpeace/connectingforpeace/ on your pro network!
SOCIAL MEDIA ASSETS
Download from - heartfulness.org/peaceday
40 Million Connecting for Peace

International Day of Peace
Monday, September 21 at 8 PM local time

Register here: heartfulness.org/peaceday

Social Media Post
FACEBOOK FRAMES

FB profile pic > Add Frames > Click Search Frames > Type Heartfulness Connecting For Peace > Add Filter to your Profile