

# **SOCIAL MEDIA TOOL KIT**

International Day of Peace

SEPTEMBER 21, 2020





**#cōnnectingforpeace**

Activate Peace, Your Super-Sense

# Welcome!

Let's celebrate the **International Day of Peace on the 21st of September 2020** through a global virtual event — the largest one of its kind so far.

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 DPI, 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 40 million people meditating for world peace, and the impact it would make!  
This is what is happening this year.

**Click on icon / text to reach respective digital platforms**

# The Event

Imagine a **chain of hope** embracing the world and transforming the atmosphere of our planet! That is what we are aiming for.

**When?** **SEPTEMBER**  
2020 | 21st | 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



Heartfulness



@practiceheartfulness



@heartfulness



@heartful\_ness



@heartfulness

How can you take part?



# 1 REGISTER

Register for the event by visiting [heartfulness.org/peaceday](https://heartfulness.org/peaceday)

# 3 RELAY THE LIVE CAST

Write to [peaceday.partners@heartfulness.org](mailto:peaceday.partners@heartfulness.org) with the link to your Facebook Page and broadcast the event live from your social media handle.

# 2 STAY UPDATED 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**.

# 4 ACTIVATE THE PEACE CHAIN

Visit [heartfulness.org/peaceday](https://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!

# 5

## PARTICIPATE IN THE **#ConnectingForPeace** **CHALLENGE**

A 10-second **Instagram Reels challenge** where you will creatively use different power button 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**

# 7

## USE OUR **FACEBOOK FRAMES**

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

# 6

## 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.

# 8

## 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](https://heartfulness.org/peaceday)





heartfulness

purity

weaves destiny

40 Million

Connecting

for Peace



Daaji



BK Shivani



Dr. Deepak Chopra



Dr. Bruce Lipton



Amandine Roche



Sharon Salzberg

International Day of Peace

Monday, September 21

at 8 PM local time

Register here

 [heartfulness.org/peaceday](https://heartfulness.org/peaceday)

Live on

 [facebook.com/practiceheartfulness](https://facebook.com/practiceheartfulness)

 [youtube.com/c/heartfulness/live](https://youtube.com/c/heartfulness/live)

 @practiceheartfulness

 @heartfulness

 @heartful\_ness

 @Heartfulness Meditation

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Voices of Peace

Daaji

Shekhar Kapur

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Dr. Deepak Chopra

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— SOCIAL MEDIA POSTS —



# FACEBOOK FRAMES

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





For More Information Email us at - [peaceday@heartfulness.org](mailto:peaceday@heartfulness.org)  
**#connectingforpeace**