SOCIAL MEDIA TOOL KIT International Day of Peace SEPTEMBER 21, 2020

#connectingforpeace 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



(f)@practiceheartfulness





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How can you take part?



Register for the event by visiting **heartfulness.org/peaceday**



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

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.**



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 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

USE OUR FACEBOOK FRAMES

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



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!

SUCIAL MEDIA ASSETS Download from - heartfulness.org/peaceday

heart fulness

Register here

Live on

40 Million Connecting for Peace

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

the heartfulness.org/peaceday
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facebook.com/practiceheartfulness

youtube.com/c/heartfulness/live

Daaji

BK Shivani





Dr. Deepak Chopra

Dr. Bruce Lipton



Amandine Roche

Sharon Salzberg

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40 Million Connecting for Peace

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

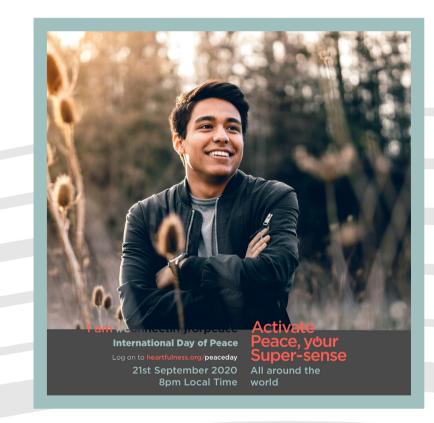
Voices of Peace Daaji Shekhar Kapur **BK Shivani** Dr. Deepak Chopra **Dr. Bruce Lipton Amandine Roche** Sharon Salzberg

Register heartfulness.org/peaceday Live 🖪 @practiceheartfulness ▶ @heartfulness

f @practiceheartfulness @ @heartfulness @ @heartfulness Meditation



FACEBOOK FRAMES





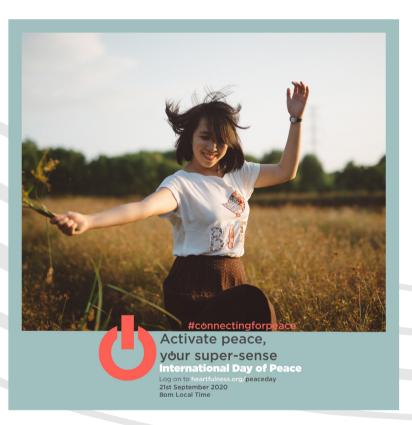






#connectingforpeace Activate peace, your super-sense ternational Day of Peace Log on to <mark>heartfulness.org/peaceday</mark> 21st September 2020 8pm Local Time

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





International Day of Peace Peace, Your og on to heartfulness.org/peaceday Super-sense 21st September 2020 All around the 8pm Local Time world



For More Information Email us at - peaceday@heartfulness.org #connectingforpeace

