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


Where? Website, Heartfulness YouTube & Facebook channels

@Heartfulness @practiceheartfulness @heartfulness @heartfullness
How can you take part?
1. **REGISTER**
Register for the event by visiting heartfulness.org/peaceday

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.

3. **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.

4. **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!
5 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

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.

7 USE OUR FACEBOOK FRAMES

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

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 POSTS

40 Million Connecting for Peace

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

Register here:
@heartfulness.org/peaceday

Live at:
facebook.com/practiceheartfulness
youtube.com/c/heartfulness/live

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

Register: heartfulness.org/peaceday Live:
@practiceheartfulness @heartfulness

#heartfulness #heartfulnes #heartfulnessMeditation
FACEBOOK FRAMES
FB profile pic > Add Frames > Click Search Frames > Type Heartfulness Connecting For Peace > Add Filter to your Profile