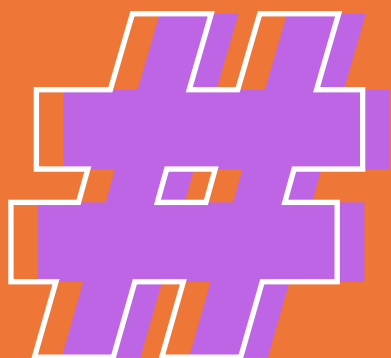


OCTOBER



This year's **OctobHER: International Month of the Girl** celebration was bigger and more impactful than ever! Together, we reached more than half a million people across social media and engaged in meaningful conversations about gender equity and creating lasting change.

The **#OctobHERglow** hashtag



reached 502,252 people across Twitter, Facebook and Instagram



Hosted virtual summits led by Global G.L.O.W. club members that were attended by more than

200 GIRLS

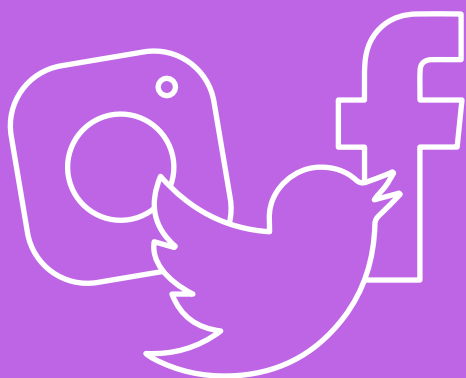
across 15 countries

Girl-led content reached

92,000

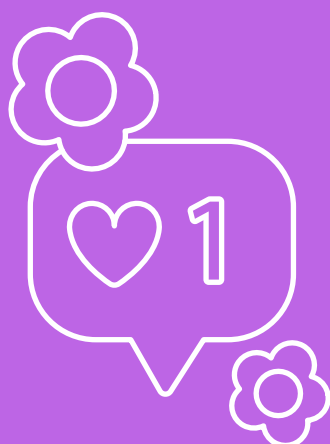
INSTAGRAM AND FACEBOOK USERS

a 68% increase over 2020



GLOBAL G.L.O.W. CONTENT GENERATED 154,000 IMPRESSIONS ACROSS INSTAGRAM, FACEBOOK AND TWITTER, A 41% INCREASE OVER 2020

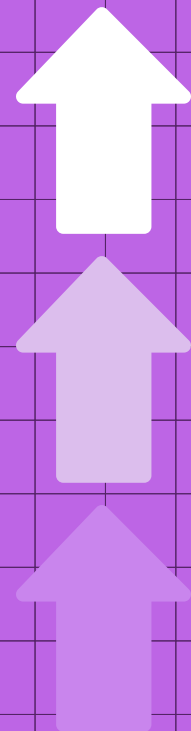
Increased visits to the OctobHER landing page by 102% compared to 2020 and increased overall website traffic to globalgirlsglow.org by 63% year-over-year



GENERATED MORE THAN

8.5M

MEDIA IMPRESSIONS



To inquire about getting involved with our 2022 OctobHER celebration, email info@globalgirlsglow.org.

