

World Tsunami Awareness Day 2022 – Collaboration with UNDRR



- The UNDRR corporate account posted **33 tweets** from October 27 to November 5. They generate over **311K** impressions with an engagement of almost **13K**.

- The top performing [tweet](#) is the video on the Tsunami in Tonga. The tweet has had more than **92K** impressions.

- The hashtag #TsunamiDay reached the top 50 trending hashtag list in India.

WTAD 2022 highlighted by MANY including other UN agencies:

- [Tweet](#) by UN (16M followers)
- [Tweet](#) by UNESCO (3.6M Followers)
- [Tweet](#) by IOC-UNESCO (20.5K Followers)
- [Tweet](#) by UNEP (1.2M followers)
- [Tweet](#) by António Guterres (1.9M Followers)
- [Tweet](#) by UN Geneva (788K Followers)
- [Tweet](#) by UN News (654K Followers)
- [Tweet](#) by GlobalGoals UN (380K followers)
- [Tweet](#) by WMO (154K followers)
- [Tweet](#) by EU Civil Protection (360K followers)
- [Tweet](#) by UN Youth Envoy (188K followers)

Impressions **help measure the number of people who have seen a post, even if they didn't click, comment, or otherwise engage with that post.**

Indian Ocean Tsunami

20 years anniversary



unesco

Intergovernmental
Oceanographic
Commission

WTAD 2024
Core WTAD event at UNESCO
(previously only at UN HQs in New York)

5 Nov. 2024

26 Dec. 2024

Jakarta, Indonesia

June 2024

IOC EC 57th

Roger Revelle Lecture
Side events with UNDRR, UNDP,
Exhibition "I survived a tsunami"

Social Media

In crescendo phased
Social Media, interviews
Regional events

Jan-June 2024

5 Nov. 2023

WTAD 2023
WTAD Event at HQs connected
with shootings and recording of
Tsunami Survivors

March-August 2023 – planning phase