

Press Information Bureau

Social Media Cell

PIB's Social Media Report on National Unity Day 2020

The Social Media cell has provided extensive visibility to National Unity Day 2020 on various social media platforms like Twitter, Facebook and YouTube.

Extensive social media coverage was given to the cabinet decision on national programme for civil services capacity building by providing social media visibility on twitter, Facebook, and YouTube

- Live Streaming on YouTube and Facebook
- Publishing of Live Video bytes on Twitter and Facebook
- Publishing Info graphics on Twitter and Facebook
- Sharing content of various Ministers and Ministries

❖ PIB's tweets and posts were shared by many individuals and organisations to spread the information. PIB Social Media also retweeted and shared all the relevant information of all the ministers and ministries. #RashtriyaEktaDiwas, #statueofunity, #sardarpatel, #NationalUnityDay #NationalUnityDay2020 #UnityDay, #EktaDiwas are the few hashtags used on social media on posts on National Unity Day 2020.

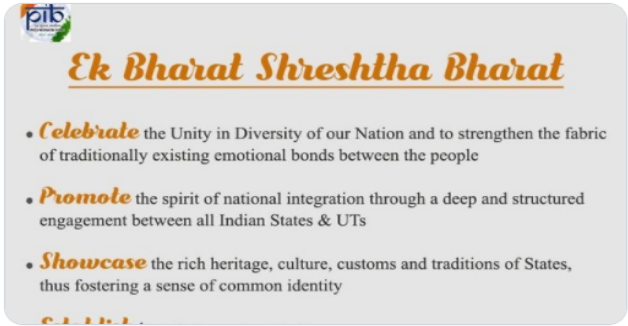
Analytics:

S. No.	Social Media Accounts of PIB	No. Of Posts	Retweets of other handles	Impressions/Reach	Engagements
1.	Twitter English	22	42	06,15,003	21,496
2.	Twitter Hindi	19	39	18,551	06,086
3.	Facebook	08		13,429	23,167
4.	YouTube	03		21,129 Views	01,640 Likes

Content Format and sample:

The format of the uploaded content included Live streaming, LIVE video bytes, Press Releases and infographics. Provided below is a glimpse of the publicity done so far.


PIB India @PIB_India · Oct 31
#EkBharatShreshthaBharat initiative announced by PM @narendramodi in 2015, aims to actively enhance interaction between people of diverse cultures living in different States and UTs, thereby strengthening the unity and integrity of India
#RashtriyaEktaDiwas #NationalUnityDay




Ek Bharat Shreshtha Bharat


- **Celebrate** the Unity in Diversity of our Nation and to strengthen the fabric of traditionally existing emotional bonds between the people
- **Promote** the spirit of national integration through a deep and structured engagement between all Indian States & UTs
- **Showcase** the rich heritage, culture, customs and traditions of States, thus fostering a sense of common identity


PIB India @PIB_India · Oct 31
Text of Prime Minister @narendramodi's address at #RashtriyaEktaDiwas Parade in Kevadia, Gujarat
#NationalUnityDay
Read here pib.gov.in/PressReleasePa...




PIB India @PIB_India · Oct 31
Home Minister @AmitShah administers the #RashtriyaEktaDiwas pledge to the people; says Sardar Patel united the nation post Independence which was scattered in hundreds of princely states and laid the foundation of today's strong India
(2/2)
pib.gov.in/PressReleasePa...



PIB India @PIB_India · Oct 31
LIVE NOW
Prime Minister @narendramodi inaugurates Water Aerodrome and Sea Plane Service in Kevadia, Gujarat
#RashtriyaEktaDiwas #NationalUnityDay2020
Watch on PIB's 
YouTube: youtu.be/eTEanliWVFQ
Facebook: facebook.com/pibindia





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#PIB
Rashtriya Ekta Divas: A Tribute To The Iron Man Of India