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#मंथनहिमालय

#act4himalaya



Media Coverage

Regional Conference

"SECURE HIMALAYA - SAFE INDIA"

Reducing Climate Change Induced Risks & Vulnerabilities

GLOF-Glacial Lake Outburst Floods in Himalayas

18-19 December, 2021

Darbar Hall, Hotel Peterhof, Shimla, Himachal Pradesh, India


Organized by:

Government of Himachal Pradesh
Department of Environment, Science & Technology



Shimla / 18-19 December 2021

ON PURPOSE.



Social Media Engagement

First Impressions

HPCC Conclave

762.7K

Reach

305.5K

Impressions

2.2K+

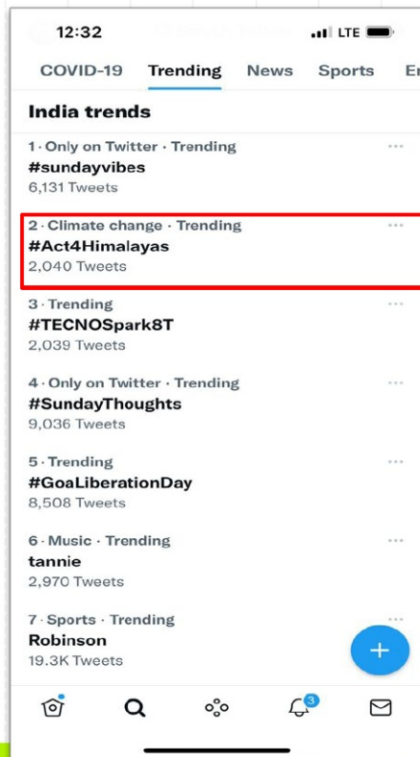
Tweets

10.44%

Engagement Rate

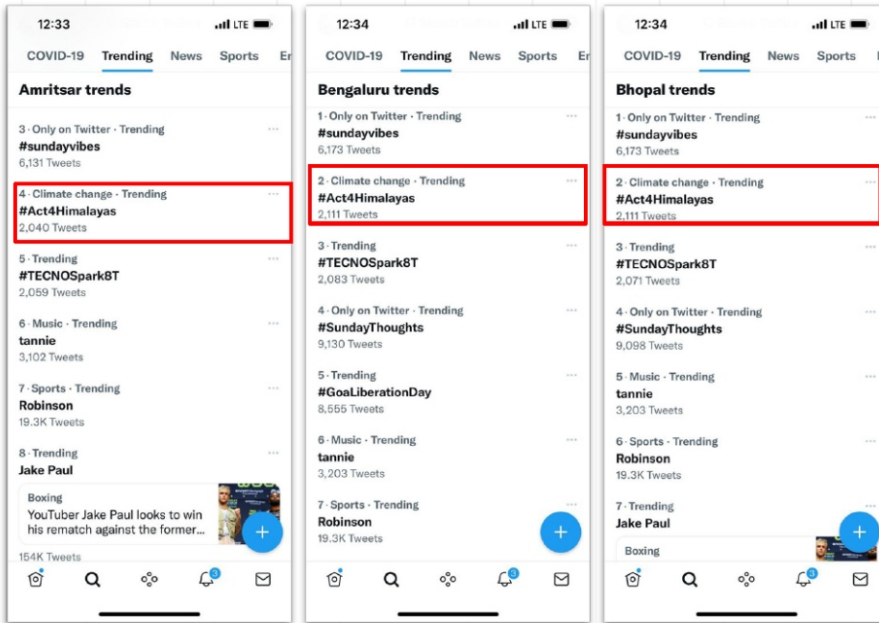


Twitter Trend Report- December 19, 2021



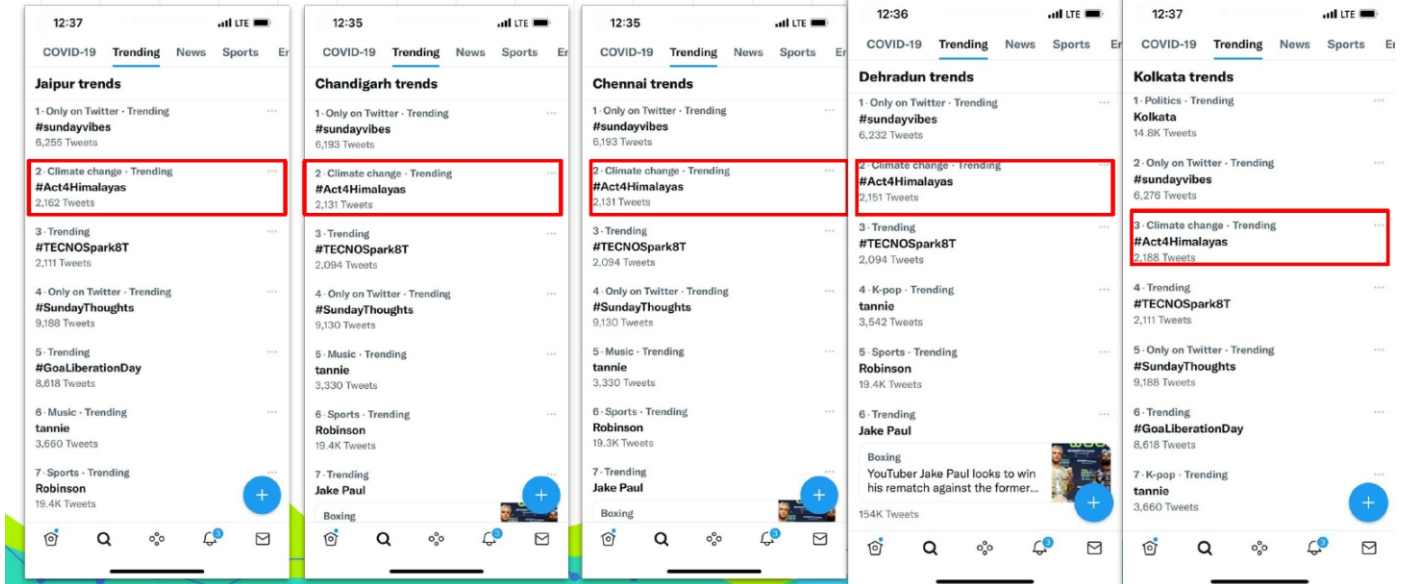
Trended in India for 1.5 Hours





Trended across multiple cities like Amritsar, Bengaluru, Bhopal

Also across Jaipur, Chandigarh, Chennai, Dehradun, Kolkata



Top Media Tweet

HPCC Conclave
@HPCCConclave

Here's a round up of everything that went into the day-1 of the HP Climate Change Conclave.

@CMOFFICEHP @AmbLindnerIndia @guptaakhilesh63 @KamalKishore_IN @giz_india @DESTHP @moefcc @c_attri @GermanyinIndia @Wangchuk66 @KirtimanAwasthi @mygovhimachal

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12:00 PM · Dec 19, 2021 · Twitter for iPhone

Impressions	6,281
Media views	779
Total engagements	744
Retweets	401
Likes	163
Detail expands	63
Media engagements	59
Profile clicks	58

The Day-1 round up video is nearing **5K views** on twitter and created **6,281 impressions** thus far.





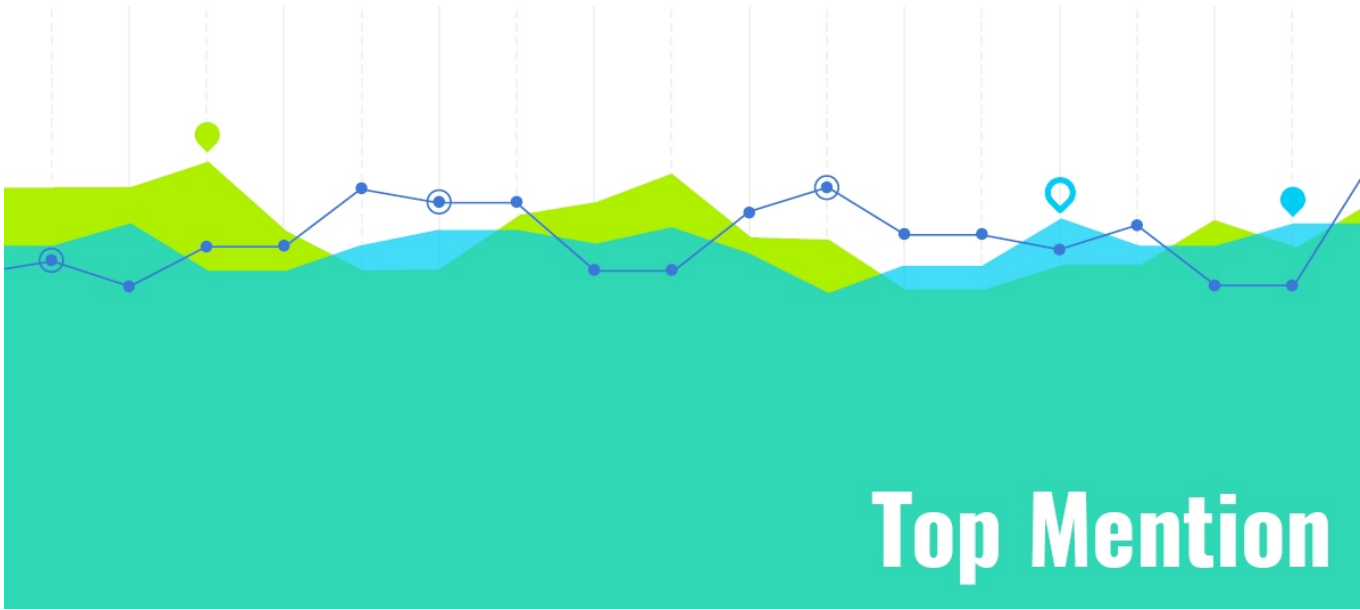
Top Performing Tweet



Impressions	24,525
Total engagements	336
Media engagements	237
Detail expands	37
Profile clicks	30
Likes	25
Retweets	5
Hashtag clicks	2

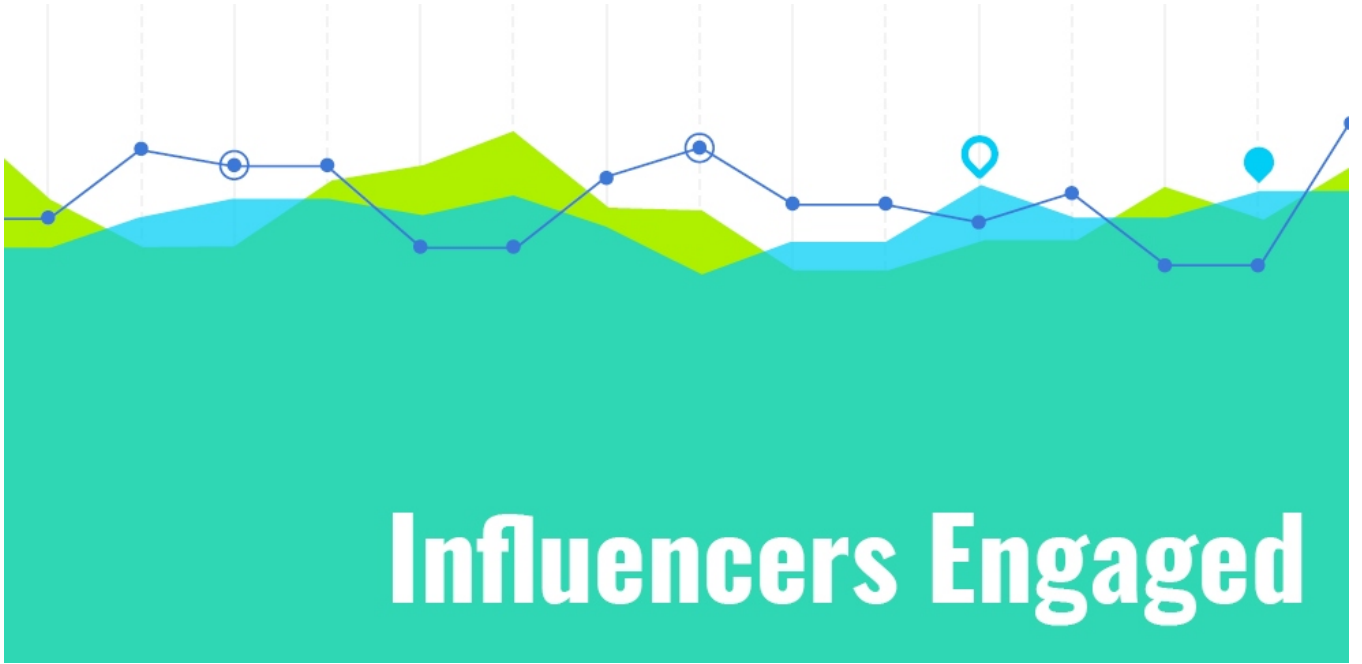
The top performing post has over **24K impressions** thus far and counting!





The top mention by Dr. Akhilesh Gupta has over **2.6K engagements**





SEEDS India
@SeedsIndia Follows you

2.9K Followers



Dr Akhilesh Gupta
@guptaakhilesh63 Follows you

1.5K Followers



GEAG
@GEAG_India Follows you

1.6K Followers



Sonam Wangchuk
@Wangchuk66

356.8 K Followers
Like and RT



Walter J. Lindner
@AmbLindnerIndia

42.8K Followers
Like and RT



Embassy of Switzerland to India and Bhutan
@SwissEmbassyIND

3K Followers
Like and RT



Mihir
@mihirtupos Follows you

Chief Convenor Seeds
391 Followers



Mandira Shrestha
@Mandira2018 Follows you

170 Followers



Irfan Rashid
@irfansalroo Follows you

686 Followers



Dr (Mrs) Pankaj Mittal
@pankajusc
Secretary General, @AIUIndia

5K Followers
Like and RT



Influencers Engaged (Mavens)

A social media maven is an individual who identifies interesting or trending content and shares it with a large online network.



Chetan Chauhan
 @chetanecostani

5K Followers
 (Retweeted)



SUZANNE BERNERT
 @suzannebernert

33.6K Followers
 Like



Betwa Sharma
 @betwasharma
 Consulting Editor, @IndiaAheadNews

14.4K Followers
 RT



Bahar Dutt
 @bahardutt

16.4K Followers
 Like



Adarsh Himachal
 @aadarshhimachal Follows you
 NEWS AND MEDIA WEBSITE

1.5K Followers



Gujarat Science City
 @GujScienceCity

4K Followers
 RT



India Water Portal
 @indiawater

25.2K Followers
 Like and RT





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हिमाचल में स्वच्छ ईंधन नीति जल्द : सीएम
कहा, प्रगति और प्रकृति के बीच सामंजस्य बनाकर निपटा जा सकता है चुनौतियों से आतंकवाद से भी पर्यावरण के

Need steps at ground level to reduce the change impact: Himachal CM
We must support global warming to improve the energy power plants as the use of renewable sources, he said. The CM said some of the change: Refer to an online meeting for knowledge Climate Change Action Plan Change and Himachal

जीवन शैली में बदलाव की वजह से पिघल रहे हिमालयी ग्लेशियर
आपदा प्रबंधन व जलवायु परिवर्तन हो पादयक्रम का हिस्सा

हिमनदों के मुहाने पर बनी 900 से अधिक झीलें बरपा सकती हैं कहर

इंसान और प्रकृति के बीच चल रहा तीसरा विरघ युद्ध : वांगचुक
शिमला में जलवायु परिवर्तन पर गोलमेज सम्मेलन में कहा- प्रकृति से जोड़ा जाए स्कूलों की पढ़ाई को

जलवायु परिवर्तन से पारिस्थितिकी तंत्र पर विपरीत असर : सीएम
अवसरम वाकुर से की 'सुदृढ़ हिमालय सुरक्षित भारत' जलवायु परिवर्तन सम्मेलन-2021 की अवसर

Call to engage youth to save mountains
शिमला में जलवायु परिवर्तन पर आयोजित कार्यशाला में वैज्ञानिकों ने किचा खुलासा

हिमाचल में मंडरा रहा 550 ग्लेशियर झीलों के टूटने का खतरा, नियमित निगरानी जरूरी

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