

❖ **Join hands**

After the terror attack we saw social media overflowing with sympathy and compassion. People had a need to stand together and show their disgust for the violence. This led to the idea about the Join Hands-campaign which was published Saturday 23 July 17:30:

<http://www.vg.no/nyheter/innenriks/oslobomben/lenke.php>

- An excellent idea executed in a few hours less than 24 hours after the terror attacks.
- We wanted to address people's need to show solidarity after the gruesome attacks.
- Iterative development process: We launched something we knew was incomplete and added functions regularly over the next few
- hours and days (the option to choose country, translations for a growing number of languages, social media sharing etc.)
- The campaign was covered by a wide range of international online and print newspapers.
- Our biggest response success: 1,4 million people joined hands on VG.no!
- During the first six hours 20.000 posts were submitted each hour. In other words, 333 per minute, or 5 per second on average. At the most we had 29 new posts per second! Totally we had 1 407 724 posts and people from 205 countries participating.
- Translated to 11 languages, including Chinese, Japanese, Arabian and Urdu.
- 10.000 tweets containing a link to the campaign
- 252.000 shares on Facebook



Hold sammen – hold hender

I avsky mot vold og i medfølelse med alle som er rammet

Vi er nå **1407664** som holder hverandres hender.

LANG...

LANG...

Tweet 9,387

+1 66

Anbefal 252K

747 110
 174 660
 149 505
 77 439
 58 341
 56 011
 17 442
 10 237
 10 210
 9 642
 5 828
 5 212
 4 916
 4 814
 4 413
 4 359
 4 226
 4 041
 3 173
 2 882
 2 679
 2 659
 2 195
 2 155
 2 062
 2 016
 1 615
 1 532
 1 470
 1 396

