

# INTERNATIONAL SCHOOL MEALS DAY 2024

#ISMD2024

## ENGAGEMENT STATISTICS

The theme for this year, the 12<sup>th</sup> annual International School Meals Day (ISMD), was 'Innovation in school meals: New routes to sustainable nutrition'.



Topic cloud



## TRACKING FROM USERS WHO USED #ISMD2024\*



Total contributors  
**323**



Social engagement  
**9.1 thousand**



Social reach  
**37.7 million**

## TRACKING FROM USERS WHO USED 'INTERNATIONAL SCHOOL MEALS DAY'\*



Total contributors  
**592**



Social engagement  
**13 thousand**



Social reach  
**41.7 million**

## WEBSITE: 13-15 MARCH



Users – **462**  
Page views – **1,035**  
Homepage – **493**



File download  
(resource pack) – **312**



Visits by country – **60**

Top ten countries:

- United Kingdom
- United States
- Canada
- Latvia
- Belgium
- India
- Germany
- Portugal
- Sweden
- Austria

\* Across all platforms