

CONTRIBUTION TO

International Day of Peace 2025



Ox Agency's Contributions to International Day of Peace 2025 **Ox Agency** served as a primary sponsor and lead digital partner for the "UNITE 4 PEACE" global broadcast, a multi-day event commemorating the 40th anniversary of the UN International Day of Peace (September 19–21, 2025). The program culminated in a 24-hour synchronized live broadcast on September 21, aiming to reach over **3 billion viewers** across 22 world regions. Key elements included: Digital Distribution Oversight: Coordinated multiplatform promotion on X.com, LinkedIn, Facebook, and other channels, leveraging a network of influencers and volunteers.

Content Focus: Supported youth-led hosting from global hubs, hourly "Pause for Peace" reflection segments, and emphasis on intergenerational engagement and child-safeguarding standards.

Social Media Amplification: Hosted a "Peace Day - Global Harmony Hour: Unite 4 Peace" live X Space session to foster global discussions on harmony. Additionally, through their #Vote4Peace initiative, they drove the term "Peace" to trend globally on X, achieving top rankings in countries like the US, UK, Brazil, Germany, and Turkey.

A spokesperson for **Ox Agency** emphasized making peace "visible and actionable" via digital strategies. **Xtrends'** Contributions to International Day of Peace 2025 Xtrends (via @Xtrends_Ai) collaborated directly with Ox Agency to amplify the #Vote4Peace campaign, using Al-driven growth hacking and automated engagement tools to propel peace-related content to the top of X trends worldwide. Their efforts were pivotal in making "Peace" a global trending topic on September 21, enhancing visibility for the UNITE 4 PEACE broadcast and related initiatives. Xtrends described their involvement as an act "out of Love!! For the people, for America, for the globe and all the Peace in our hearts and the world!!"Joint Impact Together, Ox Agency and Xtrends combined sponsorship, digital strategy, and trending mechanics to boost awareness and engagement, aligning with the 2025 theme "Act Now for a Peaceful World." This partnership helped transform abstract calls for peace into measurable online momentum, encouraging user participation through shares, Spaces, and reflections.



Overview of the Trending Hashtags



The hashtags #MakePeace and #Vote4Peace trended prominently on X (formerly Twitter) around September 21, 2025, coinciding with the United Nations' International Day of Peace. This global observance, themed "Act Now for a Peaceful World," emphasizes unity, non-violence, and collective action against conflicts. The trends blended general peace advocacy with U.S.-specific political messaging, particularly in response to recent political violence, including the apparent assassination of conservative activist Charlie Kirk (founder of Turning Point USA). Posts surged on September 21–22, with #Vote4Peace often tied to calls for voting to prevent civil unrest, while #MakePeace highlighted broader humanitarian and anti-war sentiments.

The trends were driven by a mix of influencers, activists, politicians, and everyday users. Engagement was high, with top posts garnering thousands of likes and views, amplified by quote-reposts and media (videos, images). No single organization orchestrated the trends, but they gained momentum through grassroots sharing, political partisanship, and references to global events like the Gaza conflict and Ukraine war.



Key Individuals and Groups Involved

Based on top posts and semantic analysis, here are the primary contributors.

CATEGORY	KEY INDIVIDUALS/GROUPS	ROLE/CONTRIBUTION	NOTABLE EXAMPLES
Political Influencers & Activists	Charlie Kirk's family (e.g., Erika Kirk) and Turning Point USA supporters	Sparked #Vote4Peace via memorial posts urging peace through voting against division; Erika featured in emotional videos at Kirk's Phoenix memorial service.	Posts with 1,800+ likes tying #Vote4Peace to Kirk's legacy and anti- civil war stance.
U.S. Democrats & Anti-Violence Advocates	@yousomadlmao (Anita)	Promoted #Vote4Peace as a Democratic call for ballot voting to ensure a "peaceful country," criticizing Republicans for "fantasizing about civil war."	Viral thread with 17,000+ views contrasting party eras under the hashtag.
MAGA/ Conservative Voices	@hearing_echoes (Echo The Magnificent), @buildthewall100 (Ultra Rocky)	Used #Vote4Peace to advocate family unity, anti- hate, and "MAGA is the way" for peace; tied to Christian values and anti-LGBTQ+ rhetoric.	mages and calls to "flush the TDS" (Trump Derangement Syndrome), 4,000+ views.
Pro-Palestine & Global Humanitarians	@TrLarem_21 (Mavi), @Af66Hadi3 (Amelia), @Palestinedaily1 (Palestine Daily News)	Pushed #MakePeace and #Vote4Peace for Gaza ceasefire, flotilla support, and anti-genocide messaging.	Videos of protests and calls for "peaceful world," 8,000+ views; 200+ likes on ceasefire petitions.
Repetitive Political Posters	@FREDERICA_CADE (Frederica Cade)	Flooded feeds with #Vote4Peace posts praising former Chicago Mayor Rahm Emanuel's initiatives (e.g., youth mentoring, smart city tech), tagging Elon Musk and Bernie Sanders.	Dozens of image-heavy posts on September 22, low engagement but high volume.
Crypto & Automation Influencers	@0x_Agency , @Aces100x , @WhyApe1 , @Xtrends_Ai	Coordinated #MakePeaceTrend pushes via a voting site (connectforpeace.com), using Al tools for visibility; aimed at global unity.	Repeated image posts with 5,000–15,000 views each, focusing on "every vote counts for peace."
Broader Peace Advocates	@WearThePeaceCo , @EricaRN4USA , @kiraincongress (Kira Rudik)	General #PeaceInAmerica and #MakePeace calls against political violence and war; Rudik (Ukrainian MP) highlighted ongoing conflicts.	400+ likes on anti- genocide posts; 1,100+ likes on Ukraine peace pleas.

Context and Impact

- **Political Layer:** Much of the U.S.-centric activity (#Vote4Peace) reacted to Charlie Kirk's death, framing peace as a partisan issue—Democrats emphasizing anti-riot voting, conservatives linking it to Trump support. This created a polarized echo, with 17,000+ views on comparative party violence threads.
- Global Layer: #MakePeace drew international voices on Palestine (e.g., Gaza "ending" videos) and Ukraine, aligning with UN calls for action. Crypto groups added a tech-driven, viral element, potentially boosting reach via automation.
- **Trending Mechanics:** Posts from September 21 peaked in the U.S., UK, Brazil, Germany, and Turkey, per trend trackers. Engagement focused on memorials and quotes, with videos (e.g., Kirk's service) driving shares.

Involvement of @0x_Agency and @Xtrends_Ai in #MakePeace and #Vote4Peace Trends

@0x_Agency and @Xtrends_Ai played a central role in orchestrating and amplifying the #MakePeace and #Vote4Peace trends on X during the UN International Day of Peace (September 21, 2025). As digital marketing and growth-hacking entities focused on Al-driven automation and X engagement, they collaborated to turn a global peace initiative into a viral, multi-platform campaign. Their efforts centered on live broadcasts, coordinated posting, and automated amplification, driving the hashtags to trend in countries like the US, UK, Brazil, Germany, and Turkey. Below is a breakdown of their specific contributions, based on their posts and related activities from September 20–22, 2025.



@0x_Agency 's Role

- Sponsorship and Organization: @0x_Agency served as the lead digital partner and sponsor for the "UNITE 4 PEACE" broadcast, a multi-day global event commemorating the 40th anniversary of Peace Day. This included a 24-hour live stream on September 21, reaching an estimated 3 billion viewers across 22 regions via X, LinkedIn, and Facebook. The campaign emphasized youth-led hosting, "Pause for Peace" reflection segments, and child-safeguarding standards.
- Hashtag Promotion and Voting Drive: They directly initiated and promoted the hashtags through calls to action. For instance, on September 20, they urged users to "#Vote4Peace" via a voting site (connectforpeace.com/vote-for-peace), tying it to the live stream. By September 21, they declared "Goal Achieved: We made Peace Trend" under #MakePeace, crediting collaborative efforts.
- Content and Engagement: Posts featured images, videos, and Spaces (audio chats) to build momentum. A key September 21 post highlighted the "epic event for Peace Day & #Vote4Peace Initiative," with 54,000+ views and thanks to @Xtrends_Ai for global trending. Another September 21 Space titled "Peace Day Global Harmony Hour: Unite 4 Peace" used #MakePeaceTrend and tagged partners like @LivePeace2025
- Impact: Their posts garnered high engagement (e.g., 2,190 likes on the live stream announcement), leveraging a network of influencers and volunteers for cross-platform reach.

@Xtrends_Ai's Role

- Growth Hacking and Automation Support: Specializing in "X Growth Hacking & Automated engagement," @Xtrends_Ai provided the technical backbone for virality. They explicitly helped push the trends "to the top Trending on X around the world," as acknowledged in @0x_Agency's posts. This likely involved AI tools for coordinated reposts, visibility boosts, and exposure maximization.
- Collaborative Endorsements: On September 21, they replied to @0x_Agency's trend announcement with enthusiasm: "Anytime my pleasure and what a celebration to #MakePeace," and later added a heartfelt message: "We do this out of Love!! For the people, for America, for the globe... #Vote4Peace" (55,000+ views).
- Broader Amplification: Their involvement extended to supporting related posts, including those from affiliates like @Aces100x, @WhyApe1, and @Jynx10x, which echoed the voting link and hashtags with templated messages (e.g., "Every voice matters. Every vote counts... #MakePeaceTrend #PeaceDay"). These saw 3,000–8,000 views each, indicating automated network effects.
- Impact: With 89,000+ followers, their automation expertise was key to the trends' scale, focusing on "elevating impact" through repeated, high-volume content.

Joint Efforts and Overall Strategy

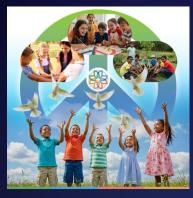
- Synergy: The duo's collaboration was evident in mutual shoutouts and shared media (e.g., photos of global peace symbols, event graphics). @0x_Agency handled content creation and sponsorship, while @Xtrends_Ai focused on algorithmic boosting resulting in trends peaking on September 21 with hundreds of thousands of impressions.
- Affiliate Network: They mobilized a crypto/AI influencer circle (e.g., @0xHawker, @MixieAlpha, WhyapeI,) for repetitive, image-heavy posts promoting the voting site and unity themes, blending humanitarian messaging with tech-driven virality.
- Context in Trends: This tech-orchestrated push complemented organic political and humanitarian posts (e.g., Gaza/Ukraine references), but stood out for its structured, global coordination. No evidence of paid ads, but automation suggests proprietary tools for organic-like growth.

Their work aligned with Peace Day's "Act Now for a Peaceful World" theme, using X's ecosystem to foster unity amid 2025's geopolitical tensions. For deeper dives, check their profiles or the connectforpeace.com site.













Featured on





















PROJECT

KPI REPORT



#MakePeace Hashtag

326,386

Impressions,

326,386 total impressions ? 2.495

410 total reposts ?

21 total quotes ? 240 total replies ?

66

total bookmarks ?

412.1 impressions per post ? 3.15 likes per post ? 0.52 reposts per post ? 0.03 quotes per post ? 0.3 replies per post ? 0.08

bookmarks per post ?

733.45

impressions per contributor

5.61

likes per contributor

0.92

reposts per contributor

0.05

quotes per contributor

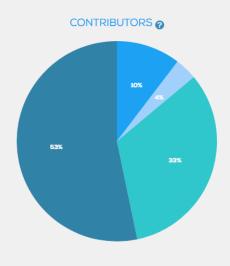
0.54

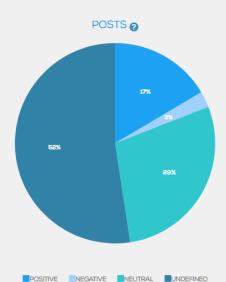
replies per contributor

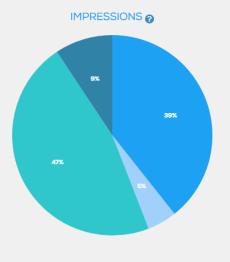
0.15

bookmarks per contributor 👩

84.18 sentiment score







SUMMARY ACTIVITY ENGAGEMENT REPOSTS AND LIKES SENTIMENT RANKINGS ECONOMIC STUDY IMAGES OTHER STATS

1,200
Total Posts,

\$5,697.69 economic value ?

326,386 total impressions ?

DATE RANGE 9/17/2025 - 9/23/2025	CHANGE DATES
TEXT POSTS 8.08%	97
REPLIES 35.67%	428
REPOSTS 34.00%	408
LINKS AND IMAGES 28.08%	277

3,147,569 potential mpressions

2,407,572 potential ? reach 761 total contributors 1.58

posts per contributor

3,163.7 followers per contributor

792 original ? posts

445 original contributors 1.78
original posts
per contributor

7B

more stats

POSTS/ CONTRIBUTORS			1577 Posts/contributor
POSTS	CONTRIBUTORS	%TOTAL	
1	533	70.04%	
2	150	19.71%	_
3	17	2.23%	-
4	36	4.73%	
5	16	2.1%	
6	3	0.39%	
>=7	6	0.79%	

			3,163,695
CONTRIBUTOR INFLUENCE			followers/ contributor
FOLLOWERS	CONTRIBUTORS	%TOTAL	
XXS (0-10)	262	34.43%	
XS (10-50)	98	12.88%	_
S (50-200)	82	10.78%	_
M (200-500)	74	9.72%	_
L(500-1000)	52	6.83%	_
XL (1000-5000)	125	16.43%	_
XXL(5000-∞)	68	8.94%	_

AGE OF THE TWITTER ACCOUNTS		
YEARS	USERS	%TOTAL
XXS (0-1)	297	39.03%
XS (1-2)	86	11.3%
S (2-3)	79	10.38%
M (3-4)	42	5.52%
L (4-5)	36	4.73%
XL (5-6)	24	3.15%
XXL(6-∞)	197	25.89%

LENGTH OF THE POSTS		115.808 characters/ post
CHARACTERS	POSTS	%TOTAL
XXS (0-40)	18	2.27%
XS (40-80)	179	22.6%
S (80-120)	329	41.54%
M (120-160)	152	19.19%
L(160-200)	24	3.03%
XL(200-240)	50	6.31%
XXL(240-∞)	40	5.05%

#Voted4Peace Hashtag

541,182

Total Impressions

541,182 total impressions 6,138

459 total reposts ?

92 total quotes ? 415 total replies ?

357 total bookmarks ?

1,323.18 impressions per post ?

15.01 likes per post ?

1.12 reposts per post ?

0.22 quotes per post ? 1.01 replies

0.87 bookmarks per post ?

1,840.76

impressions per contributor 20.88

likes per contributor 1.56

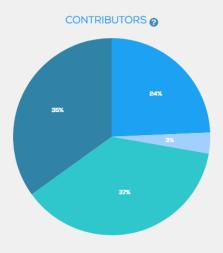
reposts per contributor 0.31

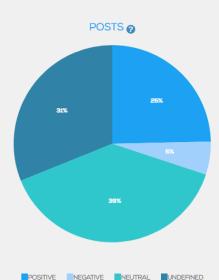
quotes per contributor 1.41

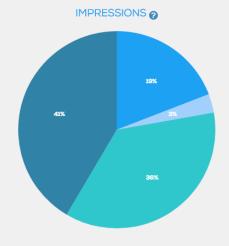
replies per contributor 1.21

bookmarks per contributor ?

84.12 sentiment score







SUMMARY ACTIVITY ENGAGEMENT REPOSTS AND LIKES SENTIMENT RANKINGS ECONOMIC STUDY IMAGES OTHER STATS

852
Total
Posts

\$2,452.67 economic value ?

541,182 total impressions ? DATE RANGE
9/19/2025 - 9/23/2025

TEXT POSTS **5.99%**51

REPLIES **14.55%**124

REPOSTS **52.00%**443

LINKS AND IMAGES **28.76%**

1,223,105 718,791 691 1.23 potential ? potential ? contributors? per contributor ? per contributor? per contributor?

more stats

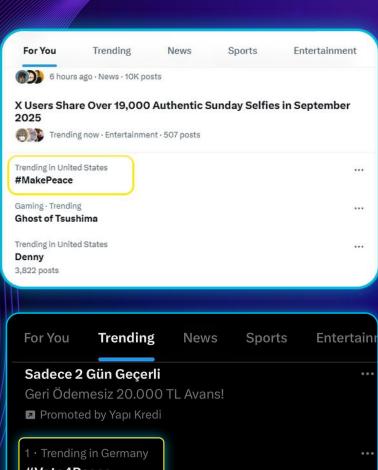
POSTS/ CONTRIBUTORS			1233 Posts/contributor
POSTS	CONTRIBUTORS	%TOTAL	
1	631	9132%	
2	39	5.64%	
3	10	1.45%	
4	2	0.29%	
5	3	0.43%	
6	0	0%	
>= 7	6	0.87%	

CONTRIBUTOR INFLUENCE			1,040.219 followers/contributor
FOLLOWERS	CONTRIBUTORS	%TOTAL	
XXS (0-10)	212	30.68%	
XS (10-50)	133	19.25%	
S (50-200)	140	20.26%	
M (200-500)	61	8.83%	_
L (500-1000)	44	6.37%	_
XL (1000-5000)	72	10.42%	_
XXL (5000-∞)	29	4.2%	

AGE OF THE TWITTER ACCOUNTS		
YEARS	USERS	%TOTAL
XXS (0-1)	198	28.65%
XS (1-2)	109	15.77%
S (2-3)	50	7.24%
M (3-4)	52	7.53%
L(4-5)	48	6.95%
XL (5-6)	49	7.09%
XXL (6-∞)	185	26.77%

LENGTH OF THE POSTS		118.161 characters/ post
CHARACTERS	POSTS	%TOTAL
XXS (0-40)	83	20.29%
XS (40-80)	137	33.5%
S (80-120)	20	4.89%
M (120-160)	19	4.65%
L(160-200)	43	10.51%
XL(200-240)	49	1198%
XXL(240-∞)	58	14.18%

HASHTAGS TRENDING ACHIEVEMENTS: #1 GLOBALLY



Sadece 2 Gün Geçerli
Geri Ödemesiz 20.000 TL Avans!

Promoted by Yapı Kredi

1 · Trending in Germany
#Vote4Peace

2 · Politics · Trending
#Miosga
1,723 posts

3 · Trending in Germany
#Polizeiruf110

4 · Sports · Trending
#BVBWOB
2,091 posts

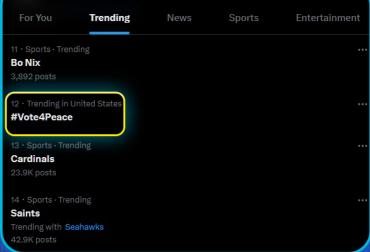
5 · Trending in Germany
Wahlbeteiligung
6,139 posts



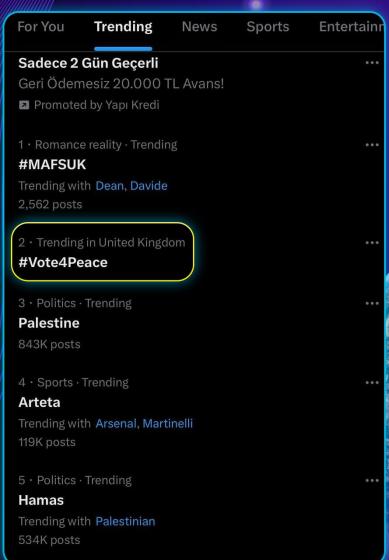
HASHTAGS TRENDING ACHIEVEMENTS: #1 GLOBALLY



	For You	Trending	News	Sports	Entertainment
	Football is fo Get gameday Promoted by	deals on Uber Eats	;		
ı	1 · Sports · Tren #KASvFB 19.6K posts	ding			
	2 · Sports · Trer #Alikoc 33.6K posts	nding			
ı	3 · Sports · Trer Tedesco 17.9K posts	nding			
	4 · Sports · Trei Kasımpaşa 37.9K posts	nding			
	5 · Trending in *	100 00 00 00 00 00 00 00 00 00 00 00 00			
	6 · Sports · Trer #KSPvFB 2,222 posts	nding			
	7 · Sports · Trer Aykut 10.3K posts	nding			
	8 · Trending in Larry Namer	50000000000000000000000000000000000000			



HASHTAGS TRENDING ACHIEVEMENTS: #1 GLOBALLY



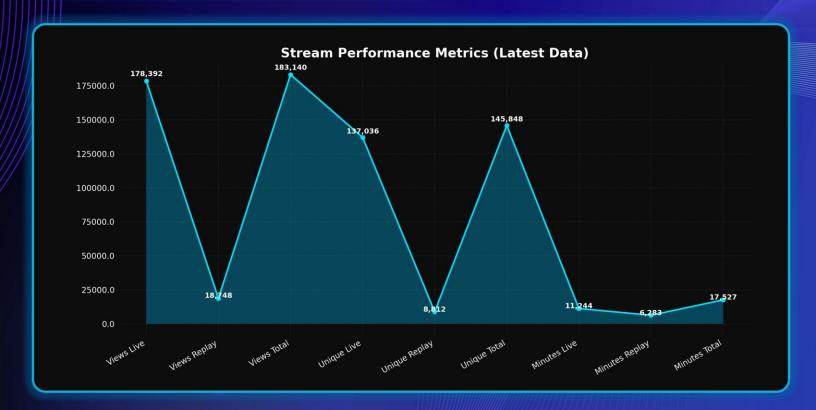


LiveStream Broadcast

Broadcast Metrics				
	Live	Replay	Total	
Views	178,392	18,748	183,140	
Unique Viewers	137,036	8,812	145,848	
Minutes Watched	11,244	6,283	17,527	

9-19 / 9-20-2025



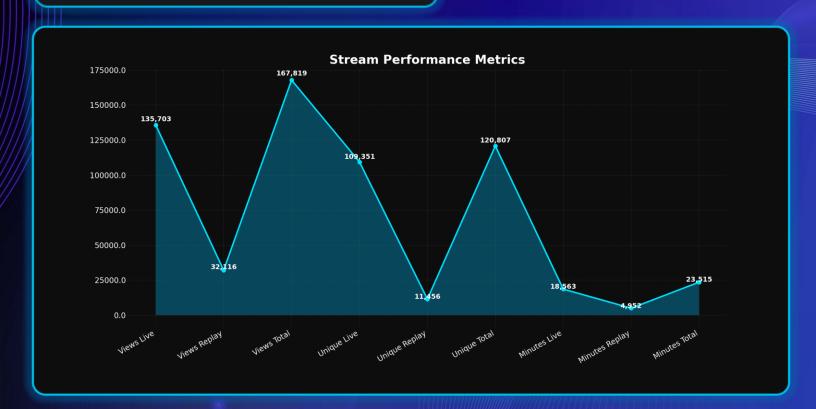


LiveStream Broadcast

Broadcast Metrics				
	Live	Replay	Total	
Views	135,703	32,116	167,819	
Unique Viewers	109,351	11,456	120,807	
Minutes Watched	18,563	4,952	23,515	

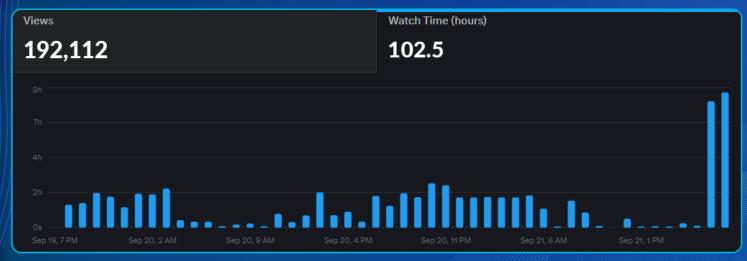
9-20 / 9-21-2025

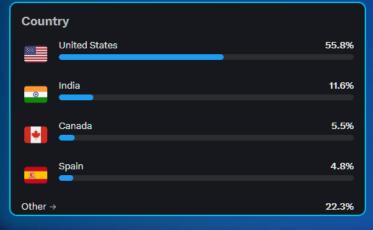






Audience

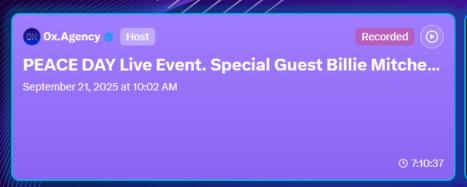






Audio Spaces

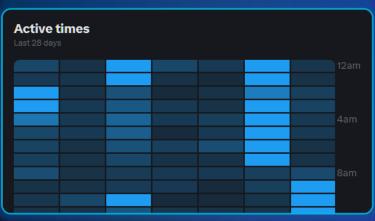




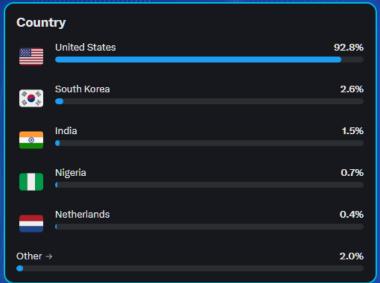
Space Stats	3.2M	
Total Participants		3.2M
Peak Concurrent Listeners		18K
Total Replay Watched	177K	













WORK WITH US

- \square admin@0x.agency
- Ox.agency