

Beyonce Impacts Social Media on World Humanitarian Day

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Beyonce's music video "I Was Here" for the UN's World Humanitarian Day campaign generated one billion messages encouraging people to do a good deed on Sunday.

The campaign is designed to increase the amount of good deeds done by ordinary people, and additionally, to give something back to those partaking humanitarian work. The campaign asked people to help others on Sunday by making sandwiches for the homeless or volunteering at a local charity.

"The World Humanitarian Day 2012 campaign has made social media history by sharing more than one billion messages of hope," the UN said in a statement. "World Humanitarian Day is a time to recognize those who face danger and adversity in order to help others."

As previously reported, Beyonce performed her song "I Was Here," from her latest album "4," at the United Nations in New York last week to promote World Humanitarian Day. The performance was taped and the music video debuted Sunday.

President Obama and First Lady Michelle Obama joined celebs Justin Bieber, Lady Gaga, Rihanna, Shakira, Jay-Z, Gwyneth Paltrow, Chris Martin and others in participating.

"This is our time to leave our mark on the world and show that we were here and we care," Beyonce said in a statement.

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