

# Why social media went purple for International #WomensDay

 By Leigh Andrews

8 Mar 2018

You may have noticed lots of purple on your newsfeed today, as International Women's Day is celebrated on 8 March. Here's why this is known as the colour for equality and justice - just what International Women's Day stands for.



From dress to cape. One of the memes that did the rounds on International Women's Day.

According to [InStyle](#), the UN says international women's day is marked in honour of the 1908 garment workers' strike in New York, where women protested against working conditions." At the time though, it was observed on 28 February.

When women went on to hold rallies on 8 March in 1914 to protest World War 1 and stand in solidarity with other activists, the date was solidified.

Fittingly, International Women's Day was the day *Sky News* reported on what they dubbed 'A sad state of affairs', with the #100Women attendees told that true [gender equality is still 200 years away](#).



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The theme for International Women's Day 2018 was thus #pressforprogress, with the [The Guardian](#) reporting that the ease of sharing stories worldwide means the conversation has shifted over the past century to become more accurate, including demands for an end to violence against women, a continued call for equality in the workplace and more diverse representation in positions of power.

## #Pressforprogress with purple power

As purple signifies the power of justice and dignity, what better colour for a superhero cape?

“ I feel offended when someone wishes me Happy Women's Day!!!

I am like.. Please don't underestimate me.. I am not a woman..

I am A SUPER WOMAN 🍀💎💎 [#WomensDay](#)— Nupur (@nupurr\_singh) [March 8, 2018](#) ”

I know if you think of females you'll most likely 'think pink' first, but purple's actually the International Women's Day shade of choice. It has been used to symbolise feminism and women's equality – especially when paired with green and white – as far back as the UK's Women's Social and Political Union of 1908.



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Pairing purple with yellow is also set to represent a 'new dawn', commonly used to signify a second wave of feminism, according to the official [International Women's Day website](#).

Perhaps serendipitous that the deep purple Ultra Violet is also the Pantone colour of the year, so many of us were already in a 'purple mindset'.



## Pantone #ColorOfTheYear for 2018: Ultra Violet

8 Dec 2017

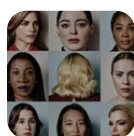


This isn't just wishful thinking on my part. Google raised awareness on the day too, with a lovely Google Doodle and also by releasing a short video based on Google Search Trends data, showing that the world is searching for gender equality more than ever before. Little wonder with hashtags like #MeToo and #TimesUp snowballing.

“ Today's [#GoogleDoodle](#)! 💎💎 Happy International [#WomensDay](#) 2018! Explore stories from women all over the globe in today's [#GoogleDoodle](#) and share yours using [#HerStoryOurStory!https://t.co/cWJblsOMsL](#)— Rambling Litchi (@Leigh\_Andrews) [March 8, 2018](#) ”

Purple has always been my favourite colour. Now, even more so.

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## Time names sexual abuse 'Silence Breakers' as Person of the Year

7 Dec 2017



“ Happy International [#WomensDay!](#) [#TimesNow](#) to support each other, believe in each other & encourage each other to speak up for rights & gender equality! <https://t.co/Non0GIY9S5> [#IWD2018](#) [pic.twitter.com/kJJ0zBF1Oy](https://t.co/kJJ0zBF1Oy)— UN Women (@UN\_Women) [March 8, 2018](#) ”

“ No matter where you are, who you are, or how powerful your influence - you can [#PressforProgress](#) by taking tangible action to help accelerate women's equality. Start with being inspired by this <https://t.co/QkTWSBPgKv> for [#IWD2018](#) [pic.twitter.com/OobgKpb8F](https://t.co/OobgKpb8F)— Women's Day (@womensday) [March 7, 2018](#) ”

“ It's international women's day, and for every self-proclaimed victim whining about a lack of equality of outcome in the West, remember the courage and conviction of real feminists fighting real injustice in barbaric societies around the world.

God bless these brave women. <https://t.co/GAaewRP7LL>— Candice Malcolm (@CandiceMalcolm) [March 8, 2018](#) ”

“ International Women's Day: Paris' Eiffel Tower lights up in support of the French movement [#MaintenantOnAgit](#) (Now we act). French actresses helped launch this social media hashtag to protest violence against women and push for equality. [pic.twitter.com/KbluNuPbEm](https://t.co/KbluNuPbEm)— AFP news agency (@AFP) [March 8, 2018](#) ”

“ LIVE now special [#WomensDay](#) conversation on activism & gender equality with [@AntonioGuterres](#), [@UNYouthEnvoy](#), [@MonicaRamirezDC](#) & [@Ghida\\_Fakhry](#) from the UN in NYC.

Take part using [#AskIWD](#) and watch here: <https://t.co/6dgpjiCXrQ> [pic.twitter.com/cUdRfaiJS4](https://t.co/cUdRfaiJS4)— United Nations (@UN) [March 7, 2018](#) ”

## ABOUT LEIGH ANDREWS

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