



International
Labour
Organization

Domestic Workers' Day 2025

Key outreach figures

In 2025, the ILO marked the 14th anniversary of the adoption of the Domestic Work Convention, 2011 (No. 189) with a global call to recognize how we “care fully” for domestic workers’ rights, especially in times of crisis. Via articles and opinion pieces, a visual storytelling social media challenge, and widespread media engagement, communication efforts highlighted the essential role of domestic workers and amplified the call to #RatifyC189.

3.9 million people
22 days

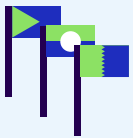


From 1–23 June 2025, 3.9 million people saw, engaged with, or interacted with #RatifyC189 and Domestic Workers’ Day content across platforms such as X and Facebook – and that’s not even counting Instagram and LinkedIn!*

Without paid promotion, this large organic reach demonstrated the strength of partnerships, unified messaging, and cross-regional collaboration.

#RatifyC189

5 main hashtags were tracked: #C189, #DomesticWorkersDay, #RatifyC189, #RatificaC189, and #RatfierC189



New regional hashtags were created that connected with #C189 such as #timetocare in Kenya and #trabajadorasdecasaparticular in Guatemala.

Media visibility

76 news articles mentioned Domestic Workers’ Day



Notably, *The Times of India* and *The Hindu* - **India’s two most-read newspapers** - amplified the messaging for rights and protections for domestic workers.



3.4 million social media impressions

A hand on the heart for #C189 sparked a movement – expanding into global communication across social media, traditional print media, blogs, and videos

632 campaign mentions



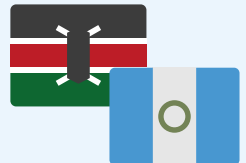
Notable social media posts about Domestic Workers’ Day include the **United Nations** and the **Splash Foundation**. News sources such as **CitizenTV Kenya** and **The Hindu** created social media posts reached almost 2 million people.

Localised engagement

The campaign’s impact was bolstered by strong regional engagement. The majority of support for this campaign came from regional organizations outside the ILO.

Kenya, India, Turkey, the United States, and Switzerland had the largest reach.

Guatemala, Kenya, Turkey, India, and the United Kingdom generated the most mentions.



The ILO speaks out

7 Opinion pieces were issued by ILO regional and country offices, and picked up by diverse newspapers.



The Op-eds highlighted how domestic workers care for our homes and societies in national and regional contexts, and called for member States to ratify C189 to ensure decent work for domestic workers.

ILO staff also engaged at the ILC, taking photos with #C189 and creating support within the ILO towards the campaign.

*This data was collected by Brand24 and insights into Instagram or LinkedIn were not able to be collected. Therefore, the actual reach of this campaign is expected to be higher than the numbers shown in this report. For more information, please view the Campaign Impact Report.