

M360 ASEAN

Social Media Selling Kit

v.01—July 2026

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M360 ASEAN Social Selling Kit

This toolkit provides a set of social media examples and guidelines for use on your social media channels, to help inform, amplify and distribute on-brand messaging about M360 ASEAN.

M360 social media channels

**Hashtag – must always
appear in post copy:**

#M360

Follow the event at:

X:
x.com/M360series

Linkedin
[https://www.linkedin.com/showcase/
gsma-mobile-360-series/](https://www.linkedin.com/showcase/gsma-mobile-360-series/)

GSMA social media channels:

X:
x.com/GSMA

Facebook:
facebook.com/gsma

LinkedIn:
linkedin.com/company/gsma/

Instagram:
instagram.com/gsmaglobal

About M360 ASEAN

As ASEAN steps into a pivotal new phase of its development journey, our connected ecosystem needs a place to meet, debate tech developments and see a 360° perspective of the opportunities and challenges.

Taking place in Kuala Lumpur, M360 ASEAN is that place – convening everyone from telcos and industry verticals to investors and senior policy makers. All with a shared drive to accelerate regional transformation and unlock its global potential.

2026 topics:

The conference agenda will focus on four key topics, reflecting the current technology trends in the region and the world:

- Strengthening the Foundations of Digital Connectivity
- Aligning Policies for an Integrated Digital Economy
- Navigating Regional Strategy in a Shifting Global Order
- Empowering People Through Inclusive Digital Transformation

Anchored in ASEAN's Community Vision 2045 and supported by the next wave of strategic plans, this year's event will spotlight how trusted digital infrastructure, harmonised policies, and cross-border collaboration can unlock inclusive growth, seamless trade and greater regional resilience.

Social card graphic examples: Speakers

Copy guide for the editable
templates provided in the
Download Package on page 24.

Option 1:
<Speaker Name>
**Proud to be a speaker
at M360 ASEAN**
(M360 regional logo, dates, venue)

Option 2:
<Speaker Name>
**Insert what you’re taking about
or the name of your talk**
(M360 regional logo, dates, venue)

Social post examples: Speakers

LinkedIn/Facebook:

Catch me on-stage at #M360 ASEAN 2026 – the connectivity event that looks at regional digital transformation from every angle. I'm excited to be sharing my perspectives on (INSERT TOPIC).

[Find out more here >>](#)

Come hear me at <stage name, time>.

(LINK TO AGENDA/SPECIFIC TALK)

I hope to see you there!

X

I'm very excited to announce I'll be taking to the stage at #M360 ASEAN 2026 to speak about (INSERT TOPIC).

[Click to find out more >>](#)

(LINK TO AGENDA/SPECIFIC TALK)

@M360series

Social card graphic examples: Sponsors

Copy guide for the editable
templates provided in the
Download Package on page 24.

<Sponsor Name>
Proud to be a sponsor
at M360 ASEAN
(M360 regional logo, dates, venue)

Social post examples: Sponsors

LinkedIn/Facebook:

Thrilled to announce we're sponsoring #M360 ASEAN 2026 – the connectivity event that looks at digital transformation from every angle. It's a privilege to work with people across the ecosystem, driving positive change that will have a sustainable impact on our region's businesses and societies.

[Register here >>](#)

(LINK TO REGISTER PAGE)
@M360series

X

Proud to be sponsoring
#M360 ASEAN 2026.

It's a privilege to be part of an event that will have a sustainable impact on the digital transformation of our region. Catch us @M360series.

[Register here >>](#)

Social card graphic examples: Exhibitors

Copy guide for the editable
templates provided in the
Download Package on page 24.

<Editable name>
Excited to be an exhibitor at
M360 ASEAN
(M360 regional logo, dates, venue)

Social post examples: Exhibitors

LinkedIn/Facebook:

Very pleased to announce we're exhibiting at #M360 ASEAN 2026 – the connectivity event that looks at regional digital transformation from every angle. Find us at (STAND) where we'll be showcasing our work on (INSERT PRODUCT/TOPIC/IDEA).

[Book a meeting with us here >>](#)

(LINK TO CONTACT DETAILS)

X

Proud to be exhibiting at #M360 ASEAN 2026 – the connectivity event that looks at regional digital transformation from every angle.

[Book a meeting with us here >>](#)

(INSERT STAND or LINK TO CONTECT DETAILS) @M360series

Social card graphic examples: Media Partners

Copy guide for the editable
templates provided in the
Download Package on page 24.

<Media Partner Name/Logo>
Excited to be a media partner
at M360 ASEAN
(M360 regional logo, dates, venue)

Social post examples: Media Partners

LinkedIn/Facebook:

Excited to announce that we're an official media partner for #M360 ASEAN 2026 – the connectivity event that looks at regional digital transformation from every angle. Looking forward to sharing all the cutting-edge insights and innovation.

[Register here >>](#)

(LINK TO REGISTER PAGE)
@M360series

X

Excited to announce that we're an official media partner for #M360 ASEAN 2026.

Looking forward to sharing all the insights and innovation @M360series.

**Social card
graphic examples:
Attendees**

Copy guide for the editable
templates provided in the
Download Package on page 24.

<Attendee Name>
<Company Title>
**I'm excited to be attending
M360 ASEAN**
(M360 regional logo, dates, venue)

Social post examples: Attendees

LinkedIn/Facebook:

Excited to announce (we'll /I'll) be attending #M360 ASEAN 2026 – the connectivity event that looks at regional digital transformation from every angle. Looking forward to all the insights, discussions and cross-industry networking.

[Register here >>](#)

(LINK TO REGISTER PAGE)
@M360series

X

Excited to announce (we've /I've) just registered for #M36 ASEAN 2026

Looking forward to all the insights and cross-industry networking
@M360series.



Generic social post card example

With event theme background and messaging.

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

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**Insert what you're taking
about or the name of your talk**

Speaker name
Job title

ASEAN

KUALA LUMPUR
9 – 10 SEPTEMBER 2026

#M360

Speaker card example and guide

1. The 'Headline text is in Arial Bold, size 60pt. Line spacing is set to 'Single'.
2. The 'Speaker Name' text sits one paragraph space below the quotation and is in Arial Bold, size 36pt.
3. The 'Job Title' text sits directly below the quotation and is in Arial Regular, size 36ppt. Line Spacing is set to 'Single'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 24 as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Quotation card example and guide

With quotation.

1. The 'Quotation' text is in Arial Regular size 24pt. Line Spacing is set to 'Single'.
2. The 'Name' text sits one paragraph space below the quotation and is in Arial Bold, size 18pt. Line Spacing is set to 'Single'.
3. The 'Job and Title' text sits directly below the quotation and is in Arial Regular, size 18pt. Line Spacing is set to 'Single'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Speaker card example and guide

Without image.

1. The 'Speaker Name' text is in Arial Bold, size 60pt. Line spacing is set to 'Single'.
2. The 'Job title and Company Name' text sits directly below the headline and is in Arial Regular, size 36pt. Line Spacing is set to 'Single'.

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



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**PROUD TO BE A SPONSOR
AT M360 ASEAN**

ASEAN

KUALA LUMPUR
9 – 10 SEPTEMBER 2026

Host Partner



Sponsor card example and guide

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Media Partner card example and guide

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Exhibitor card example and guide

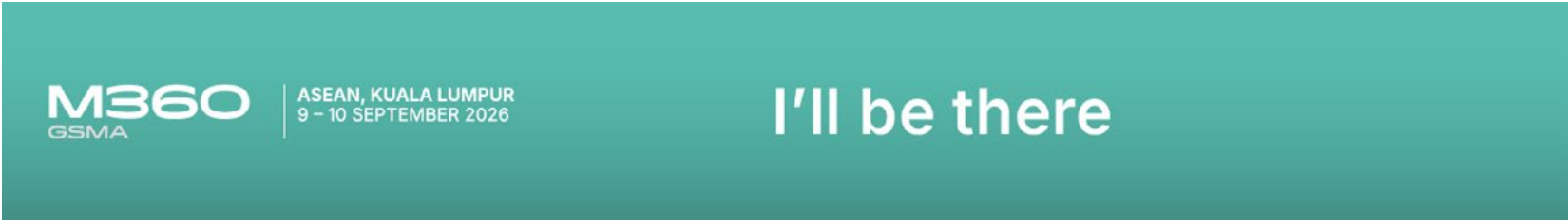
To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



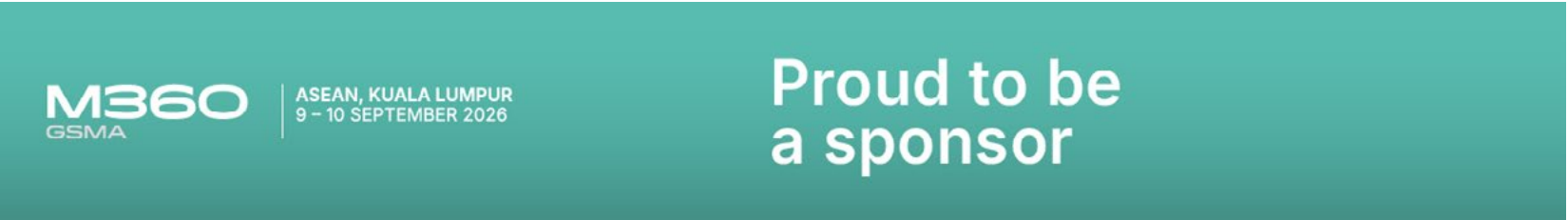
Attendees card example and guide

To export the downloaded template (please see page 24) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker signature

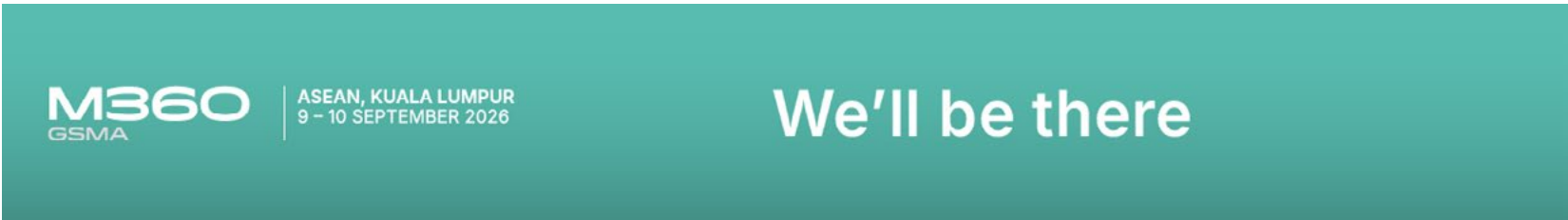


Sponsor signature

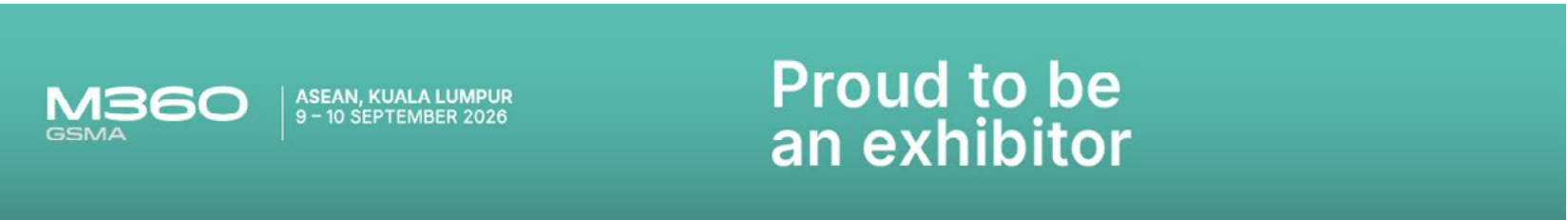


Email signatures

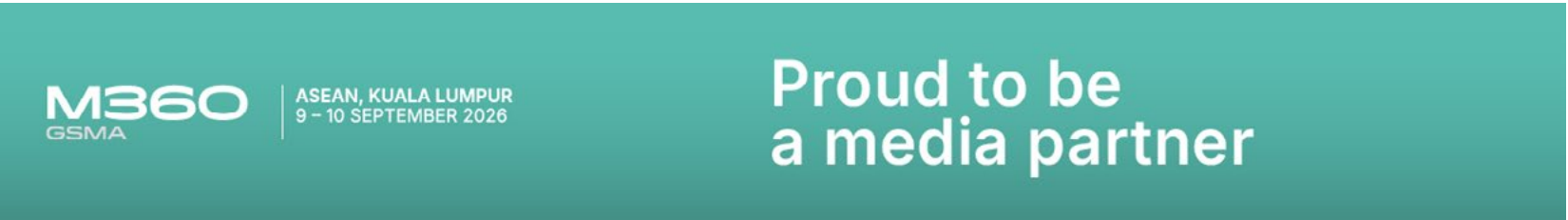
Attendees signature



Exhibitor signature



Media Partner signature





Download Package

Package Contents:

- Editable social card templates
- Email signatures

Downloads

This Download Package contains Powerpoint templates for you to apply with the messaging provided in this document.

Get in touch should you have any questions:

brand@gsma.com