

MWOC25 Kigali

Social Media Selling Kit

MWC25 Kigali 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 MWC25 Kigali.

MWC social media channels

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

#MWC25

Follow the event at:

Twitter:

twitter.com/MWCHub

GSMA social media channels:

Twitter:

twitter.com/GSMA

Facebook:

facebook.com/gsma

LinkedIn:

linkedin.com/company/gsma/

Instagram:

instagram.com/gsmaonline

About MWC Kigali

As Africa's digital transformation journey gains momentum, this is where the powerful global innovators and political leaders from all sub-regions of the continent come together to push it forward and create a better future for all. Debating the themes that will drive the digital economy and exhibiting cutting-edge tech that enables socioeconomic growth.

The opportunities from mobile and frontier tech in Africa are limitless. Join us at the centre of it all, for Africa's most influential connectivity event – to get business done and be part of transforming tomorrow.

2025 Theme

Converge. Connect. Create.

This year, our overarching event theme is Converge. Connect. Create. putting you at the centre of technology, people and ideas and creating the blueprint for future industries and societies.

Our thought leadership themes at MWC25 Kigali - Connected Continent, AI Future, Fintech and Africa's Digital Frontier - explore how we can engage with the technology creating economic stability, growth and prosperity across the African continent.

Social card graphic examples: Speakers

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

Option 1:

<Editable field – Speaker’s Name>

Building a better future

(Dates, MWC logo)

Option 2:

<Editable field – Speaker’s Name>

Expanding our digital horizons

(Dates, MWC logo)

Option 3:

<Editable field – Speaker’s Name>

**Join the global connectivity
conversation**

(Dates, MWC logo)

Option 4:

<Editable field – Speaker’s Name>

**Hear directly from the architects
of Africa’s digital future**

(Dates, MWC logo)

Social post examples: Speakers

LinkedIn/Facebook:

I'm thrilled to announce that I'm speaking at the African continent's largest and most influential connectivity event, MWC25 Kigali. Please join me as I share my vision on <input theme> and how we can contribute to Africa's success story.

[Register for your pass >>](#)

X

Please join me as I share my vision on <input theme> and how we can contribute to Africa's success story.

[Register for your pass >>](#)

Social card graphic examples: Sponsors

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

Option 1:

<Editable field – Sponsor’s Logo>

Where Africa’s digital innovators converge

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor’s Logo>

Defining Africa’s digital identity

(Dates, MWC logo)

Option 3:

<Editable field – Sponsor’s Logo>

Economic security for societal growth

(Dates, MWC logo)

Option 4:

<Editable field – Sponsor’s Logo>

Forming connections - transforming business

(Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook:

Excited to announce we're sponsoring Africa's most influential connectivity event – MWC25 Kigali.

Where Africa's digital innovators converge to do business and benefit society. Join us there!

#MWC25

[Register for your pass >>](#)

X

Join us at #MWC25 Kigali. Where Africa's digital innovators converge to do business and benefit society.

[Register for your pass >>](#)

Social card graphic examples: Exhibitors

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

Option 1:

<Editable field – Exhibitor’s Logo>

**Where Africa’s digital
innovators converge**

(Dates, MWC logo)

Option 2:

<Editable field – Exhibitor’s Logo>

Be part of Africa’s success story

(Dates, MWC logo)

Option 3:

<Editable field – Exhibitor’s Logo>

Where tech transforms lives

(Dates, MWC logo)

Option 4:

<Editable field – Exhibitor’s Logo>

**Forming connections -
transforming business**

(Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook:

We're thrilled to announce we are exhibiting at Africa's most influential connectivity event – MWC25 Kigali.

Please join us as we demonstrate how our latest technology has the power to transform business and society, through the theme of <INPUT THEME>.

#MWC25

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X

Prepare for launch, as our latest technology is ready to propel you into the future, showing you how it will transform business and society.

#MWC25

[Register for your pass >>](#)

Social post examples: Media Partners

LinkedIn/Facebook:

Excited to announce we're a media partner at Africa's largest and most influential connectivity event – MWC25 Kigali. We can't wait to share all the tech developments, key debates and transformative thought leadership from the event where politics and business meet.

#MWC25

[Register for your pass >>](#)

X

Join the global connectivity conversation, as we reveal the tech developments, key debates and transformative thought leadership from the event where politics and business meet.

#MWC25

[Register for your pass >>](#)

Social card graphic examples: Media Partners

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

Option 1:

<Editable field – Partner Logo>

**Bringing you all the insight
and innovation, as it happens**

(Dates, MWC logo)

Option 2:

<Editable field – Partner Logo>

**Here to tell Africa's digital
success story**

(Dates, MWC logo)

Option 3:

<Editable field – Partner Logo>

When we hear it, you'll hear it

(Dates, MWC logo)

Option 4:

<Editable field – Partner Logo>

**Your always-on access to all
the solutions and scoops**

(Dates, MWC logo)

Social card graphic examples: Attendees

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

Option 1:

<Editable field – Attendee Logo>

**Here to see Africa's digital
transformation come to life**

(Dates, MWC logo)

Option 2:

<Editable field – Attendee Logo>

**Here to get hands-on with
continent-changing tech**

(Dates, MWC logo)

Option 3:

<Editable field – Attendee Logo>

**Taking my front row seat
to Africa's future**

(Dates, MWC logo)

Option 4:

<Editable field – Attendee Logo>

**Collaborations and connections
only MWC can offer**

(Dates, MWC logo)

Social post examples: Attendees

LinkedIn/Facebook:

I'm excited to attend Africa's largest and most influential connectivity event – MWC25 Kigali. Can't wait to check out all the exciting developments, thought leadership and innovative tech on display. Hope to see you there!

#MWC25

[Register for your pass >>](#)

X

Can't wait to be at MWC Kigali to experience all the exciting developments, thought leadership and innovative tech on display.

#MWC25

[Register for your pass >>](#)

MWC25

THE AFRICAN CONTINENT'S MOST INFLUENTIAL CONNECTIVITY EVENT

MWC KIGALI, KIGALI CONVENTION CENTRE
21 – 23 OCTOBER 2025

Register Now

Generic social post card example

With event theme background
and text line.

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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KIGALI
21-23 OCTOBER 2025

MWC25

EXPERIENCE THE POWER OF CONNECTION

Register Now

#MWC25

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.

MWC25

THE AFRICAN CONTINENT'S MOST INFLUENTIAL CONNECTIVITY EVENT

MWC KIGALI, KIGALI CONVENTION CENTRE
21 – 23 OCTOBER 2025

[Register Now](#)

Generic social post card example

With event theme background
and image.

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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KIGALI
21-23 OCTOBER 2025



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ex ea commodo. Duis aute irure dolor in dolore eu fugiat nulla pariatur.”

Name

Job and Title

#MWC25

Speaker card example and guide

With speaker image and quotation.

1. The 'Quotation' text is in Arial Regular size 24pt. Line Spacing is set to 'Single', Character Spacing is set to 'Condensed' by '0.5'.
2. The 'Name' text sits one paragraph space below the quotation and is in Arial Bold, size 20pt. 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.

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21-23 OCTOBER 2025

HEAR DIRECTLY FROM THE ARCHITECTS OF AFRICA'S DIGITAL FUTURE

Speaker Name

Job Title

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Speaker card example and guide

Without image.

Using a cropped section from the theme background.

Use Arial font for the copy, Bold 40pt for Speaker Name, Regular 28pt for Job Title.

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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KIGALI
21–23 OCTOBER 2025

Your Logo Here

WHERE AFRICA'S DIGITAL INNOVATORS CONVERGE

Proud to be a sponsor

Register Now

Sponsor card example and guide

There are four headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

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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KIGALI
21-23 OCTOBER 2025

Your Logo Here

HERE TO TELL AFRICA'S DIGITAL SUCCESS STORY

Proud to be a media partner

Register Now

Media Partner card example and guide

There are four headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

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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21-23 OCTOBER 2025

Your Logo Here

WHERE AFRICA'S DIGITAL INNOVATORS CONVERGE

Proud to be exhibiting

Register Now

Exhibitor card example and guide

There are four headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

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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KIGALI
21-23 OCTOBER 2025

**CAN'T WAIT
TO ATTEND
MWC25 KIGALI!**



Attendee Name

Job Title

[Register Now](#)

Attendees card example and guide

With attendee image.

Using a cropped section from the theme background.

1. Use Arial font for the copy, Bold 40pt for Speaker Name, Regular 28pt for Job Title.
2. 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.

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KIGALI
21-23 OCTOBER 2025

Your Logo Here

TAKING MY FRONT ROW SEAT TO AFRICA'S FUTURE

Proud to be attending

Register Now

Attendees card example and guide

Without attendee image.

There are four headlines to choose from in the templates, please choose the appropriate example.

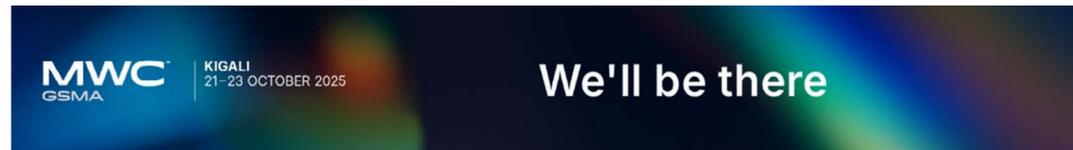
Insert company logo top right no bigger than 80% the size of the MWC logo.

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.

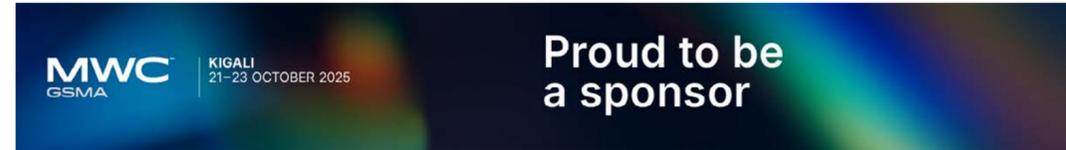
Speaker signature



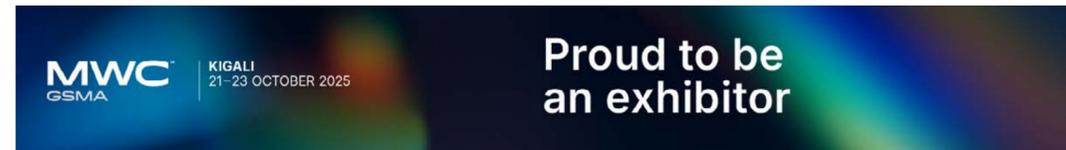
Attendees signature



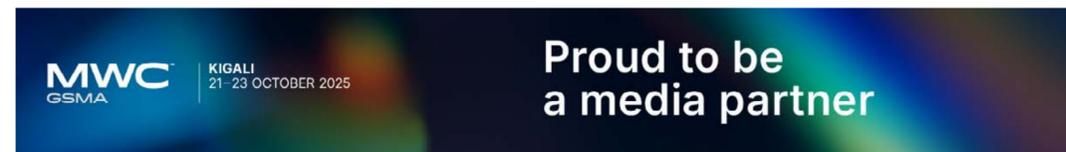
Sponsor signature



Exhibitor signature



Media Partner signature



Email signatures



Download Package

Package Contents:

- Editable social card templates

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