

MWOC26 Kigali

Social Media Selling Kit

MWC26 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 MWC26 Kigali.

MWC social media channels

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

#MWC26

Follow the event at:

X:

x.com/MWCHub

GSMA social media channels:

X:

x.com/GSMA

Facebook:

facebook.com/gsma

LinkedIn:

linkedin.com/company/gsma/

Instagram:

instagram.com/gsmaglobal

Our event theme for 2026:

The IQ Era

This year, our overarching event theme is The IQ Era. As we embrace a new age of intelligence, the way to a better future is through smarter connection: human ideas leading tech innovation, commercial impact and societal progress.

The IQ Era is a vision of how good tomorrow can be when we harness the collective knowledge of our mobile ecosystem – collaborating across technologies, industries and continents.

At MWC26 Kigali, our four conference themes – Connect AI, Fintech and Commerce, Digital Africa and Digital Infrastructure – offer a lens on how African markets are evolving, directly from those shaping them.

2026 conference themes



ConnectAI

Africa is emerging as a leader in connected, AI-driven growth, powered by expanding digital infrastructure, local innovation and a tech-native population.



Fintech & Commerce

Africa's fintech ecosystem has become a cornerstone of economic diversification and resilience, rethinking how people, businesses and governments participate in commerce.



Digital Africa

Africa's digital connectivity is leading towards a new frontier of innovation, driving transformation across critical sectors including healthcare, manufacturing and education.



Intelligent Infrastructure

Building smarter, sustainable networks and data centres with advanced technologies and automation.

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>

Experience the power of connection

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's Name>

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

(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, MWC26 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>

Join us and connect with Africa's industry leaders, disruptors and influential voices

Proud to be a sponsor

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor's Logo>

Join us to accelerate, scale and build a prosperous future for all

Proud to be a sponsor

(Dates, MWC logo)

Option 3:

<Editable field – Sponsor's Logo>

Join us to connect, collaborate and drive our industry forward

Proud to be a sponsor

(Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook:

Excited to announce we're a sponsor at #MWC26, proudly joining a global collective of ecosystem innovators and industry leaders in Kigali.

Come by for an exclusive insight into <latest project/ideas on/demo of/ thought leadership about>.

Let's explore what we can achieve together.

Visit us at <sponsor area>

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X

Excited to sponsor #MWC26 in Kigali – adding our knowledge to a global roster of industry expertise.

Let's explore what we can achieve together.

[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>

**We’re taking connected technology
in surprising new directions**

Proud to be an exhibitor

(Dates, MWC logo)

Option 2:

<Editable field – Exhibitor’s Logo>

**We’ve got some outstanding
solutions and services to show you!**

Proud to be an exhibitor

(Dates, MWC logo)

Option 3:

<Editable field – Exhibitor’s Logo>

**Our latest innovation in
<insert connected technology,
eg 5G, edge computing or AI>
is really going to shake things up!**

Proud to be an exhibitor

(Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook:

So pleased to let you know we're exhibiting at #MWC26 – alongside the very best of Africa's tech influencers and ecosystem innovators.

Visit us <exhibition stand, area> and check out our <insert technology> for yourself.

Let's make 2026 our year of acceleration and growth!

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X

Excited to exhibit at #MWC26 – on a showfloor packed with African innovation. Come by and see our <insert technology>.

Let's make 2026 our year of acceleration and growth.

[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 –
Media Partner's Logo>

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

Proud to be a media partner
(Dates, MWC logo)

Option 2:

<Editable field –
Media Partner's Logo>

**African voices telling Africa's
digital success story**

Proud to be a media partner
(Dates, MWC logo)

Option 3:

<Editable field –
Media Partner's Logo>

When we hear it, you'll hear it

Proud to be a media partner
(Dates, MWC logo)

Option 4:

<Editable field –
Media Partner's Logo>

**Unmissable insights from Africa's
leaders in tech, policy and business**

Proud to be a media partner
(Dates, MWC logo)

Social post examples: Media Partners

LinkedIn/Facebook:

Excited to announce we're a media partner at MWC26 Kigali. We're looking forward to bringing you the most powerful insights as leaders from policy, industry and the wider connectivity ecosystem come together under one roof.

Africa's digital future starts here.

#MWC26

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

#MWC26

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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>

**From Africa's big industry players to
small disruptors, all under one roof**

(Dates, MWC logo)

Option 2:

<Editable field – Attendee Logo>

**Excited to hear expert insights
and see real solutions advancing
Africa's connected future**

(Dates, MWC logo)

Option 3:

<Editable field – Attendee Logo>

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

(Dates, MWC logo)

Social post examples: Attendees

LinkedIn/Facebook:

#MWC26 is on its way and I'll/we'll be there! There's no better place to find out how African technology, industry and policy will evolve over the next 12 months. See you on the showfloor!

[Register for your pass >>](#)

X

Excited to be attending #MWC26 in Kigali. Looking forward to meeting the top tech players and industry influencers from the connectivity ecosystem.

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KIGALI
16–18 JUNE 2026

MWC26

EXPERIENCE THE POWER OF CONNECTION

[Register now](#)

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.



Lorem ipsum dolor sit amet, consectetur adipiscing 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

#MWC26

Speaker card example and guide

With 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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Speaker Name

Job Title



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Speaker card example and guide

With quotation.

1. The 'Speaker Name' text is in Arial Bold, size 56pt. Line spacing is set to 'Single'.
3. The 'Job and Title' text sits directly below the quotation and is in Arial Regular, size 36pt. 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.

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

Speaker Name

Job Title

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Speaker card example and guide

Without image.

1. The 'Headline' text is in Arial Bold, size 65pt. Line spacing is set to 'Single'.
2. The 'Speaker Name' text sits directly below the headline and is in Arial Bold, size 40pt, 'Job Title' is Arial Regular, size 28pt. 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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JOIN US AND CONNECT WITH AFRICA'S INDUSTRY LEADERS, DISRUPTORS AND INFLUENTIAL VOICES

Proud to be a sponsor

[Register now](#)

Your logo here

Sponsor card example and guide

There are three 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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Your logo here

**BRINGING YOU ALL THE
INSIGHT AND INNOVATION,
AS IT HAPPENS**

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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WE'RE TAKING CONNECTED TECHNOLOGY IN SURPRISING NEW DIRECTIONS

Proud to be an exhibitor

Register now

Your logo here

Exhibitor card example and guide

There are three 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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Your logo here

FROM AFRICA'S BIG INDUSTRY PLAYERS TO SMALL DISRUPTORS, ALL UNDER ONE ROOF

Proud to be attending MWC26 Kigali

Register now

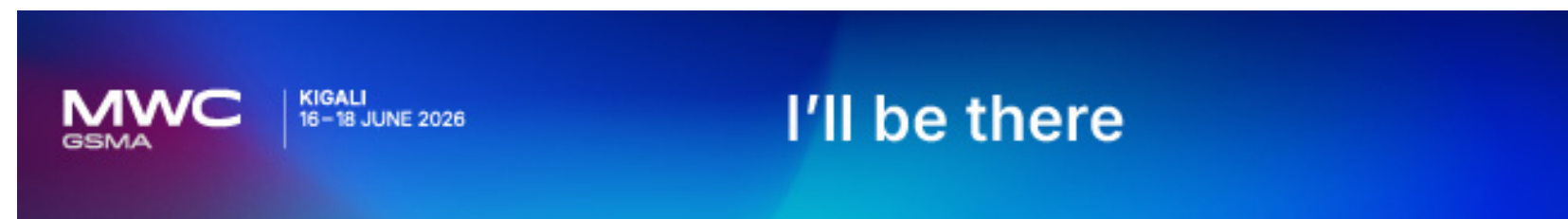
Attendees card example and guide

There are three 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

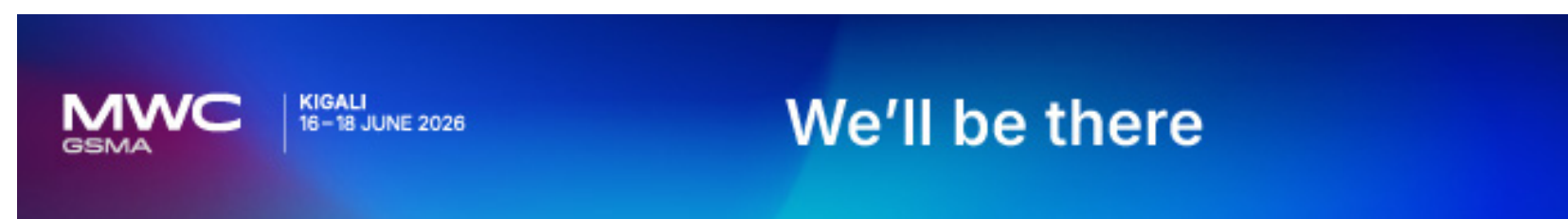


Sponsor signature



Email signatures

Attendees signature

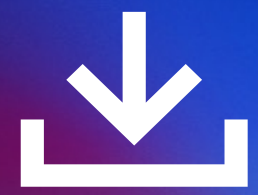


Exhibitor signature



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