MWC Kigali 2023
Social Media Selling Kit

MWC
GSMA

MWC Kigali 2023 Social Selling Kit

This toolkit provides a set of sample social media examples and guidelines for use on your social media channels, to help inform, amplify and distribute on-brand messaging about MWC Kigali 2023.

MWC social media channels

Hashtag – must always appear in post copy:

#MWC23

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.

2023 Theme

Velocity: Unleashing tomorrow's technology – today

In a fast-changing innovation landscape, there's only one place to keep pace, make powerful connections and turn radical disruption into radical growth.

Velocity at MWC Kigali 2023 is where digital transformation ignites, to help society and business thrive.

It will focus on three key themes: Powering Digital, Accelerate Africa and FinTech, exploring how we can fire up growth, build better relationships and create positive change by bringing tomorrow's innovation to the world today.

Social card graphic examples: Speakers

Copy guide for the editable templates provided in the Download Package on page 21

Option 1:

<Editable field – Speaker's Name>

Tomorrow's vision – today

(Velocity logo, Dates, MWC logo)

Option 2:

<Editable field – Speaker's Name >

Tomorrow's thought leadership – today

(Velocity logo, Dates, MWC logo)

Option 3:

<Editable field – Speaker's Name >

Tomorrow's influencers – today

(Velocity logo, Dates, MWC logo)

Option 4:

<Editable field – Speaker's Name >

Tomorrow's changemakers – today

(Velocity logo, Dates, MWC logo)

Social post examples: Speakers

LinkedIn/Facebook

I'm thrilled to announce that I'm speaking at America's largest and most influential connectivity event, MWC Las Vegas 2023, in partnership with CTIA. Please join me I share my vision on <input theme> and fire up the debate about what the future holds for our industry and beyond. Register for your pass >>

Twitter

Join me as I share my vision on <input theme> and fire up the debate about what's next for our industry and beyond. Register for your pass >>

Social card graphic examples: Sponsors

Copy guide for the editable templates provided in the Download Package on page 21

Option 1:

<Editable field – Sponsor's Name>

Tomorrow's debates – today

(Velocity logo, Dates, MWC logo)

Option 2:

<Editable field – Sponsor's Name>

Tomorrow's opportunities – today

(Velocity logo, Dates, MWC logo)

Option 3:

<Editable field – Sponsor's Name >

Tomorrow's 5G – today

(Velocity logo, Dates, MWC logo)

Option 4:

<Editable field – Sponsor's Name >

Tomorrow's fintech – today

(Velocity logo, Dates, MWC logo)

Option 5:

<Editable field – Sponsor's Name >

Tomorrow's potential – today

(Velocity logo, Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook

Excited to announce we're sponsoring Africa's most influential connectivity event – MWC Kigali 2023. Please join us as we take a leap into the future and reveal the impact <input theme(s)> will have on business and society.
#MWC23
Register for your pass >>

Twitter

Take a leap into the future with us as we reveal the impact <input theme(s)> will have on our business and society.
#MWC23
Register for your pass >>

Social card graphic examples: Exhibitors

Copy guide for the editable templates provided in the Download Package on page 21

Option 1:

<Editable field – Exhibitor's Name>

Tomorrow's innovations – today

(Velocity logo, Dates, MWC logo)

Option 2:

<Editable field – Exhibitor's Name>

Tomorrow's solutions – today

(Velocity logo, Dates, MWC logo)

Option 3:

<Editable field – Exhibitor's Name>

Tomorrow's tech launches – today

(Velocity logo, Dates, MWC logo)

Option 4:

<Editable field – Exhibitor's Name>

Tomorrow's transformation – today

(Velocity logo, Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook

We're thrilled to announce we are exhibiting at Africa's most influential connectivity event – MWC Kigali 2023. Please join us as we demonstrate how our latest technology has the power to transform business and society, through the theme of <input theme>.

#MWC23

Register for your pass >>

Twitter

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

#MWC23

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 – MWC Kigali 2023.
We can't wait to share all the tech developments, key debates and transformative thought leadership from the event
where politics and business meets.
#MWC23
Register for your pass >>

Twitter

Take a leap into the future, as we reveal the tech developments, key debates and transformative thought leadership from
the event where politics and business meet.
#MWC23
Register for your pass >>

Social post examples: Attendees

LinkedIn/Facebook

I'm excited to attend Africa's largest and most influential connectivity event – MWC Kigali 2023. Can't wait to check out all the exciting developments, thought leadership and innovative tech on display. Hope to see you there!
#MWC23
Register for your pass >>

Twitter

Can't wait to be at MWC Kigali to experience all the exciting developments, thought leadership and innovative tech on display.
#MWC23
Register for your pass >>

Generic social post card example

With Velocity background

Generic social post card example

With Velocity background and image

Speaker card example and guide

1. Use Arial font for the Name and Title. Name can go onto two lines if needed.

2. If two lines are needed for the Name then there should be a 48px line space between both baselines of the Name and the Title text.

3. To change the speaker image highlight the layer in Photoshop then drag and drop the new image onto the layer and position as needed. Lastly, delete the image of Mats.

Speaker card example and guide

Without image.
Using a cropped section from the Velocity background.

Sponsor / Media card example and guide

With image.
Using a cropped section from the Velocity background.

1. Use Arial font for the copy, bold for top line, regular for bottom. Two lines of copy maximum.

2. Third party logo may be placed in the bottom right corner only of the social card.

MWC | KIGALI
GSMA | 17–19 OCTOBER 2023

Proud to be a sponsor at MWC Kigali 2023

Register Now

Your Logo Here

Sponsor / Media card example and guide

Without image.
Using a cropped section from the Velocity background.

1. Use Arial font for the copy, bold for top line, regular for bottom. Two lines of copy maximum.

2. Third party logo may be placed in the bottom right corner only of the social card.

Exhibitor card example and guide

With image.
Using a cropped section from the Velocity background.

1. Use Arial font for the copy, bold for top line, regular for bottom. Two lines of copy maximum.

2. A max of two logos to be added to the bottom right white area. Padding between logos should be 65px.

3. Logos to be placed in the bottom right corner only of the social card.

Exhibitor card example and guide

Without image.
Using a cropped section from the Velocity background.

1. Use Arial font for the copy, bold for top line, regular for bottom. Two lines of copy maximum.

2. A max of two logos to be added to the bottom right white area. Padding between logos should be 65px.

3. Logos to be placed in the bottom right corner only of the social card.

Downloads

⤓ Download Package

Package Contents:

• Editable social card templates

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

You may further customize the social graphics by adding your speaker's name and job title, organization's name and logo, and stand number.

Get in touch should you have any questions:
brand@gsma.com