

EcoGemic- Connecting the Genius!



Social Media Influencers: Content Guidelines for Promoting Student Conference Service

Introduction

Welcome to the EcoGem International Conference collaboration program! We are excited to work with you to promote our Student Conference services. To ensure that your content aligns with our goals and effectively communicates our mission, please follow these guidelines.

Content Creation Guidelines

1. Pre-Event Promotion:

- **Highlight the Event:** Share the details of the upcoming student conferences, including dates, locations (Dubai, Singapore, Frankfurt, New York), and themes.
- **Engaging Announcements:** Create visually appealing posts announcing the event. Use creative graphics, teaser videos, and engaging captions to generate excitement.
- **Participant Call-to-Action:** Encourage students to submit their innovative ideas and projects. Highlight the categories (school, college, university) and the types of presentations (speech, project, presentation).

2. During the Event:

- **Live Coverage:** Provide real-time updates during the conference. Share live streams, stories, and posts covering key moments, speakers, and activities.
- **Interviews and Interactions:** Conduct short interviews with participants, speakers, and attendees. Share these interactions to give your audience an inside look at the event.
- **Behind-the-Scenes:** Offer a behind-the-scenes glimpse of the event setup, coordination, and backstage moments to build excitement and authenticity.

3. Post-Event Engagement:

- **Event Highlights:** Create recap posts and videos highlighting the most memorable moments of the conference. Include key takeaways, notable speakers, and standout projects.
- **Feedback Collection:** Engage with your audience by asking for their feedback on the event. Encourage participants to share their experiences and suggestions for future events.
- **Thank You Posts:** Acknowledge and thank participants, organizers, and sponsors for their contributions to the event's success.

4. Application Process:

- **Show How to Apply:** Demonstrate to your audience how to apply for the student conferences by showcasing the application process on the official EcoGemIC website. Include the URL www.ecogemic.com and guide them through the steps.

Content Tone and Style

- **Positive and Inspiring:** Maintain a positive, enthusiastic, and inspiring tone in all your content. Highlight the importance of innovation, sustainability, and global collaboration.
- **Authenticity:** Be genuine and authentic in your posts. Share your personal excitement and insights about the event and its impact.

- **Visual Appeal:** Use high-quality images, videos, and graphics to make your content visually appealing. Ensure that your visuals are relevant to the event and its themes.

Key Messaging Points

- **Event Benefits:** Emphasize the benefits of participating in the conference, such as networking opportunities, professional growth, and the chance to present innovative ideas on a global stage.
- **Support and Resources:** Highlight the support provided by EcoGemIC, including free flight tickets, accommodation, visa costs, and cash prizes for selected students.
- **Global Impact:** Focus on the global nature of the event, showcasing its international reach and the diverse participation from around the world.
- **Future Opportunities:** Mention the potential for future collaborations, project fundings, scholarships and paid internship roles with EcoGemIC for outstanding participants.

Hashtags and Tagging

- **Event Hashtags:** Use specific hashtags related to the event, such as #EcoGemIC, #EcoGemAnnualSummitDubai2024.
- **Tagging:** Tag EcoGemIC International Conference's official partners social media accounts #DMwithQAF in your posts to increase visibility and engagement (optional)

Note: The voice-over can be in any language; however, we encourage you to provide visual content only in English.

Compliance and Integrity

- **Accuracy:** Ensure that all information shared is accurate and up-to-date. Avoid sharing unverified or misleading information.
- **Respect:** Respect the privacy and intellectual property of participants and organizers. Obtain necessary permissions before sharing personal interviews or proprietary content.
- **Professionalism:** Maintain a high level of professionalism in all your interactions and content related to the event.

Disclaimer

Disclaimer: Please include the following disclaimer in your posts:

"The information shared on this social media channel is created under my sole responsibility as a social media influencer. For official information, please refer to the EcoGem International Conference website at www.ecogemic.com."

By following these guidelines, you will help us create a cohesive and impactful promotional campaign for the EcoGem International Conference Student Conferences. Your creativity and influence are invaluable in inspiring students worldwide to join us in our mission to promote sustainability and innovation. Thank you for your collaboration.