M360 APAC – 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 M360 APAC.

M360 social media channels

Hashtag:
#M360

Follow the event at:
Twitter: twitter.com/M360

GSMA social media channels:
Twitter: twitter.com/GSMA
Facebook: facebook.com/gsma
LinkedIn: linkedin.com/company/gsma/
Instagram: instagram.com/gsmaonline
About M360 APAC

Across Asia Pacific, governments are harnessing the power of technology to grow the economy and deliver innovative services to connected communities. As we develop our digital nations further, there’s a promise of even more socio-economic benefits. For instance, the advent of the metaverse opens new worlds, proving the potential of technology is truly limitless.

Join us for this exclusive leadership conference, bringing together government and industry to define the strategy and policy for the next generation of our digital nations.

2023 Topics

Our topics this year:

AI, Trust & Security
5G Acceleration
Immersive tech
Digital Inclusion
Network Modernization
Social post examples: Speakers

**Twitter**
I’m very excited to announce I’ll be taking to the main stage #M360 APAC to speak about [INSERT TOPIC].

Click to find out more >>
[LINK TO AGENDA/SPECIFIC TALK] @M360series

**LinkedIn/Facebook**
Catch me on the main stage at M360 APAC - the connectivity event where regional focus meets global impact.
I’m looking forward to sharing my thoughts on the digital future of the region, specifically [INSERT TOPIC].

Find out more here >>
[LINK TO AGENDA/SPECIFIC TALK].
I hope to see you there!
1. Use Arial Bold font for the Name and Arial Regular for the Job Title.

2. To change the speaker image, highlight the layer in Photoshop then drag and drop the new image onto the layer and position as needed.
Speaker card example 2

1. Use Arial Bold font for the Conference Title and Arial Regular for the date, time and location.

2. Ensure that the conference and location text sits centrally between the top and bottom keylines.

3. Use Arial Bold font for the Name and Arial Regular for the Job Title.

4. To change the speaker image highlight the layer in Photoshop then drag and drop the new image onto the layer and position as needed.
Social post examples: Sponsors

Twitter
Proud to be sponsoring #M360 APAC.
It’s a privilege to be part of an event that will have a lasting impact on
the digital transformation of our region. @M360series

LinkedIn/Facebook
Thrilled to announce we’re sponsoring #M360 APAC –
the connectivity event where regional focus meets global impact. It’s exciting to be part
of the digital transformation of our region and to work together with others in the ecosystem.
Register here >>
[LINK TO REGISTER PAGE] @M360series
1. The ‘Proud to be a sponsor’ text should not change.

2. Use Arial Regular font for the type of sponsor.

3. Replace with relevant sponsor logo. The relevant logo should not have a background colour, so it sits well on the grey background.
Sponsor card example 2

1. The ‘Proud to be a sponsor’ text should not change.

2. Use Arial Regular font for the type of sponsor.

3. Ensure that all the text sits centrally between the top and bottom keylines.

4. Replace with relevant sponsor logo. The relevant logo should not have a background colour, so it sits well on the grey background.
Social post examples: Exhibitors

**Twitter**
Proud to be exhibiting at #M360 APAC, the event where regional focus meets global impact.
Book a meeting with us here >>
[INSERT STAND or LINK TO CONTACT DETAILS] @M360series

**LinkedIn/Facebook**
Very pleased to announce we're exhibiting at #M360 APAC - the connectivity event where regional focus meets global impact. 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]
Exhibitor card example

1. Use Arial Bold font for the Exhibitor name.

2. The ‘Proud to be exhibiting’ text should not change.

3. Ensure that all the text sits centrally between the top and bottom keylines.

4. Replace with relevant sponsor logo. The relevant logo should not have a background colour, so it sits well on the grey background. Place the logo centrally, between the keylines.
Social post examples: Media Partners

Twitter
Enter the digital-first future at #M360 APAC, as we reveal all the exciting developments from the region’s ministers and industry leaders @M360series. Register here >>

LinkedIn/Facebook
Excited to announce we’re a media partner at #M360 APAC, the event where government ministers and industry leaders across all sectors come together to lead a digital-first future in the region. Can’t wait to share all the exciting developments as they happen @M360series. Register here >>
1. Use Arial Bold font for the Media Partner name.

2. The ‘Proud to be partnering’ text should not change.

3. Ensure that all the text sits centrally between the top and bottom keylines.

4. Replace with relevant sponsor logo. The relevant logo should not have a background colour, so it sits well on the grey background. Place the logo centrally, between the keylines.
Social post examples: Attendees

Twitter
Excited to announce [we've /I've] just registered for #M360 APAC.
Looking forward to all the insight, networking and discussion in store @m360series

LinkedIn/Facebook
Excited to announce [we'll /I'll] be attending #M360 APAC.
Looking forward to all the insight, networking and discussion in store at the connectivity event where regional focus meets global impact.
Register here >>
[LINK TO REGISTER PAGE] @m360series
Attendee card example

1. Use Arial Bold font for the Speaker Name, Job Title and Company.

2. The I’m excited to be attending’ text should not change.

3. Ensure that all the text sits centrally between the top and bottom keylines.
Email signatures

Speaker signature

Attendee signature

Sponsor / Exhibitor signature
Package Contents:

- Editable social card templates
- Email signatures

Downloads

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

There are also ready-to-go email signatures.

You may further customise the social graphics by adding your speaker’s name and job title, organisation’s name and logo, and stand number.

Get in touch should you have any questions:

brand@gsma.com