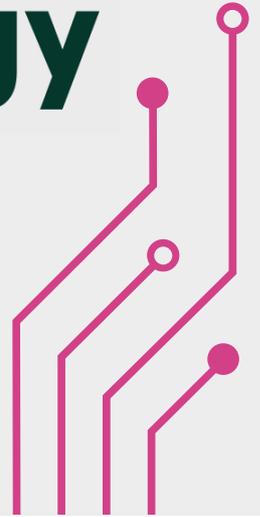




RHODES FORUM ON

# Technology & Society

OXFORD - 2 NOVEMBER 2024



## Social Media Communications Pack

### Overview

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The Rhodes Trust Communications Team has prepared this pack for speakers at Technology & Society 2024.

It contains promotional graphics, draft posts, and template messaging that you can use to help promote the event. You can copy and paste these posts as they are, or adapt the wording to suit your personal style and needs. If you wish to post a personalised graphic, please let us know and we can provide this.

This content is intended to amplify the event so that we can work together to increase engagement and attendance. Please feel free to use whatever is relevant to you to spread awareness and registrations.

If you are able to record a one-minute selfie clip to help promote the Forum on social media, we have included some prompts and tips below. In case you are interested in contributing to our Unlikeminded blog, details are also included.

If you have any ideas or questions you would like to share, or if you need to seek any support, please contact us at [communications@rhodeshouse.ox.ac.uk](mailto:communications@rhodeshouse.ox.ac.uk).

### Registration link

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<https://bit.ly/TechAndSociety2024>

# Suggested messaging

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## LinkedIn

### Option 1:

Excited to announce I am speaking at the [@rhodetrust Forum on Technology and Society](#) in collaboration with [@equitech-futures](#) this November. This year's forum will delve into the potential for technology-driven positive societal transformation.

This year's Forum will explore how cutting-edge technology can facilitate and enhance global sustainability and societal well-being.

[Join us](#) for an engaging dialogue that welcomes technologists, policymakers, and leaders from diverse backgrounds, all dedicated to forging a future where technology serves as a catalyst for positive change. [#TechAndSociety2024](#)

### Option 2:

I'm going to be speaking at the [@rhodetrust Forum on Technology and Society](#) in collaboration with [@equitech-futures](#).

This year's Forum, focussed on fostering global sustainability and positive societal transformation, is taking place at Rhodes House on 2 November. Join us in Oxford or online, book your ticket here: <https://bit.ly/TechAndSociety2024> [#TechAndSociety2024](#)

## X/ Twitter

### Option 1:

Excited to speak at [@rhodes\\_trust #TechAndSociety2024](#) with [@equitechfutures](#) in Oxford this November. Join us to explore a range of perspectives from across cultures and disciplines! <https://bit.ly/TechAndSociety2024>

### Option 2:

Speaking at [@rhodes\\_trust #TechAndSociety2024](#) with [@equitechfutures](#) in Oxford this November. We'll explore the potential for positive societal transformation through tech, and you can book your ticket here: <https://bit.ly/TechAndSociety2024>

# Handles

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We are [@rhodes\\_trust](#) on X (formerly known as Twitter), and [@rhodetrust](#) on LinkedIn, Instagram and Facebook. Tag us and we can share your posts.

You can also tag our partner Equitech Futures at [@equitechfutures](#) on X/Twitter, Instagram and Facebook, and [@equitech-futures](#) on LinkedIn.

# Hashtag

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Use the event hashtag [#TechAndSociety2024](#). This enables attendees and others to connect, share their thoughts, experiences and content, and network before and after the event.

## Top tips

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1. Make it personal: your network knows you and is likely to come to your event, because they are interested in YOUR recommendation.
2. Encourage your networks to share your posts!
3. Include the registration link: <https://bit.ly/TechAndSociety2024>
4. Tag relevant people: tag us, your organisations, and your fellow speakers.
5. Use the hashtag [#TechAndSociety2024](#)

## Selfie video prompts

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1. Introduce yourself: your name, organisation, and what you do.
2. Outline briefly what you'll be speaking about at Technology and Society.
3. Add why you think people should join you.

You can post the video to your social media platforms of choice. Tag us so we can share on our platforms too!

## Selfie video tips

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- Keep the film under 1 minute.
- Record in PORTRAIT, not landscape!
- Film yourself in a well-lit area, e.g. in a garden or facing a window, and avoid background noise where possible.
- Prop your phone up to keep it stable, rather than holding it while recording.
- Keep your sentences short and contained.
- Say your words clearly, and smile! 😊

## Unlikeminded Blog

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Our blog features research and reflections from our community of Rhodes Scholars, Fellows and friends. You are very welcome to contribute a pre-existing video such as a TEDx talk or write 800 words and reach out to us with this at [communications@rhodeshouse.ox.ac.uk](mailto:communications@rhodeshouse.ox.ac.uk).

You can browse the blog at <https://www.rhodeshouse.ox.ac.uk/unlikeminded>.