



Social Media Guidelines

GLOBAL WORLD FOOD FORUM SOCIAL MEDIA ACCOUNTS

Instagram: @World_Food_Forum

Twitter: World_FoodForum

Facebook: TheWorldFoodForum

LinkedIn: @The-World-Food-Forum

Youtube: World Food Forum

TikTok: @WorldFoodForum

Social media handle rules for local chapters

1. Always use the following format for social media handles (adapt the country name as needed):

a. Instagram: @WFF_Nigeria_Chapter

b. Twitter: WFF_NigeriaChapter

c. Facebook: World Food Forum Nigeria Chapter

d. LinkedIn: World Food Forum Nigeria Chapter

e. Youtube: World Food Forum Nigeria Chapter

f. Tiktok: @WFF_NigeriaChapter

SOCIAL MEDIA VOICE

Who we are: We are an independent, youth-led global network of partners facilitated by the Food and Agriculture Organization of the United Nations (FAO). It aims to spark a global movement that empowers young people everywhere to actively shape agrifood systems to help achieve the Sustainable Development Goals (SDGs) and a better food future for all.

Our tone: We are energetic and enthusiastic. We believe in what we do and strive to highlight various activities of the World Food Forum in an easily digestible way. Not too technical or scientific, but still sound and not overly simplified.

SOCIAL MEDIA COPYWRITING

Jargon: Try not to use too many technical jargons. Make sure to keep in mind that not all our audience work in this particular field. Some people just want to know and follow the issue.

Inclusivity and accessibility: These two go hand in hand when copywriting for your channels. Please read this [article](#) to learn more.

Caption length: In general, keep everything short and sweet. We don't want paragraphs for captions. Make sure people can read it in under 10 seconds. Keep the bulk of what you're trying to say in the actual social media cards (if any).

- Note for Twitter: Keep it at a maximum of 100 characters.

Emojis: You are permitted to use emojis as needed in your captions, but do not overpower the whole thing with them. Aim to still seem professional. Refrain from using inappropriate emojis.

Hashtags: Please use the camel case when typing hashtags - e.g. #WorldFoodForum and NOT #worldfoodforum or #WORLDFOODFORUM.

- Use hashtags that are relevant to each year's theme - e.g. WFF 2022: #HealthyDietsHealthyPlanet, WFF 2023: #FoodAction #ClimateAction
- These hashtags are always included in every post's caption. Flagship event hashtags will be determined by the global WFF.
- Please consult with the World Food Forum communications team for special campaign hashtags that you may need to use ad-hoc.

Call-to-action (CTA): CTAs are used in captions on posts that are about registrations/calls and posts that have an article to refer to on our website.

- Referring to links on Instagram captions: Use "Link in bio" and not the actual link
- Referring to links on other social media channels: Attach the link directly
- Use Linktree to attach links in bio

AUDIENCE

Basic demographics:

- Location: Your chapter country
- Interests: Agrifood systems, youth action in agriculture and climate, Sustainable Development Goals

BRAND LANGUAGE RULES

Referencing the World Food Forum in text:

- Use "The World Food Forum (WFF) the first time you are referencing it, then use "the WFF" afterwards

Acronyms and Abbreviations:

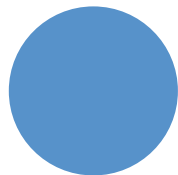
- We tend to use a lot of acronyms. Be clear about it because not everyone is going to know/remember what it means. Examples of how to use:
 - The Food and Agriculture Organization of the United Nations (FAO), and then referencing the organization as just 'FAO' afterwards.

Consistency guidelines:

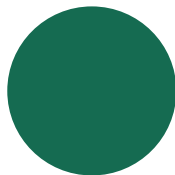
- Use US English to spell words.
- Use proper grammar and punctuation. Do not use slang words.
- Use FAO Style for dates: 16 October 2023 NOT 16th October 2023 or October 16th 2023
- Use FAO Style for time: 18:00 CEST NOT 6 PM CEST or 06:00 PM CEST
- Use FAO Style for numbering: 18 000 people, USD 1 000 NOT 1.000 or 1,000
- Links:
 - Use bit.ly to shorten links when they are too long to post on social media.
 - If you have a link to attach to a post on LinkedIn, Facebook or Twitter, copy the link directly. For Instagram, refer to "Link in bio".

DESIGN GUIDELINES

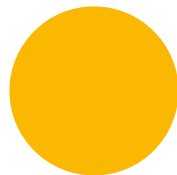
COLORS



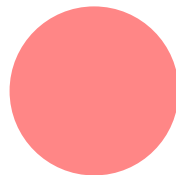
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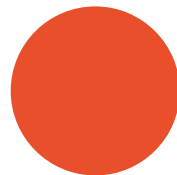
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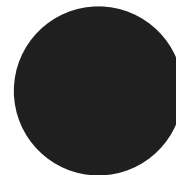
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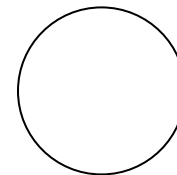
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#E94F2B

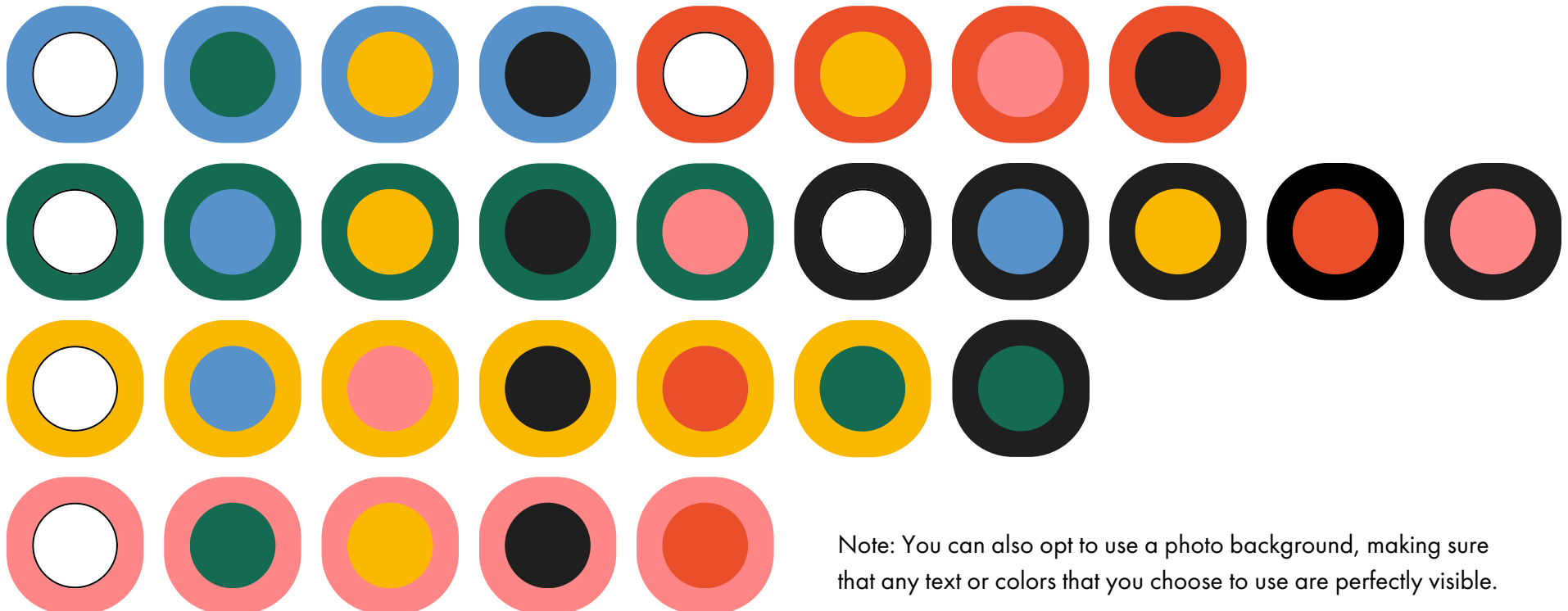


#1F1F1F



#000000

COLOR USAGE



Note: You can also opt to use a photo background, making sure that any text or colors that you choose to use are perfectly visible.

DESIGN GUIDELINES

GRADIENTS USAGE



LOGO USAGE

Please use your official National Chapter logo as your profile picture for ALL social media channels.



Full logo format should adhere to the following:

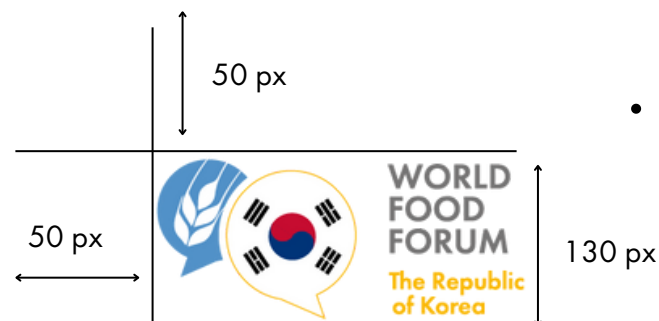


HORIZONTAL



VERTICAL

- The logo should be put against a clear background and does not compromise the legibility and clarity of the logo.



- Please follow the margin and size guidelines for logo usage on digital assets.
- The National Chapter logo should be on the top left corner.

IMAGE USAGE

- Do not use image filters that alter the clarity of image.
- You can experiment with brightness, contrast, sharpness, noise and temperature.

