



WORLD CLIMATE  
RESEARCH PROGRAMME  
**OPEN SCIENCE  
CONFERENCE**  
23 - 27 OCT. 2023 | RWANDA

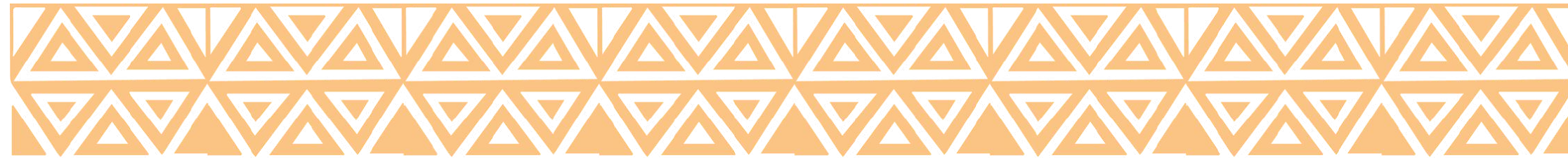
# SOCIAL MEDIA

## GRAPHICS AND TEMPLATES



# THEME GRAPHICS: SQUARE

Click on the image below to open the template in Canva a free design platform. (You can also click where it says 'use template' or 'download image'. After editing the template, download the design and post it to your social media account.



USE TEMPLATE ([LINK](#))  
[DONWLOAD IMAGE LINK](#)



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USE TEMPLATE ([LINK](#))  
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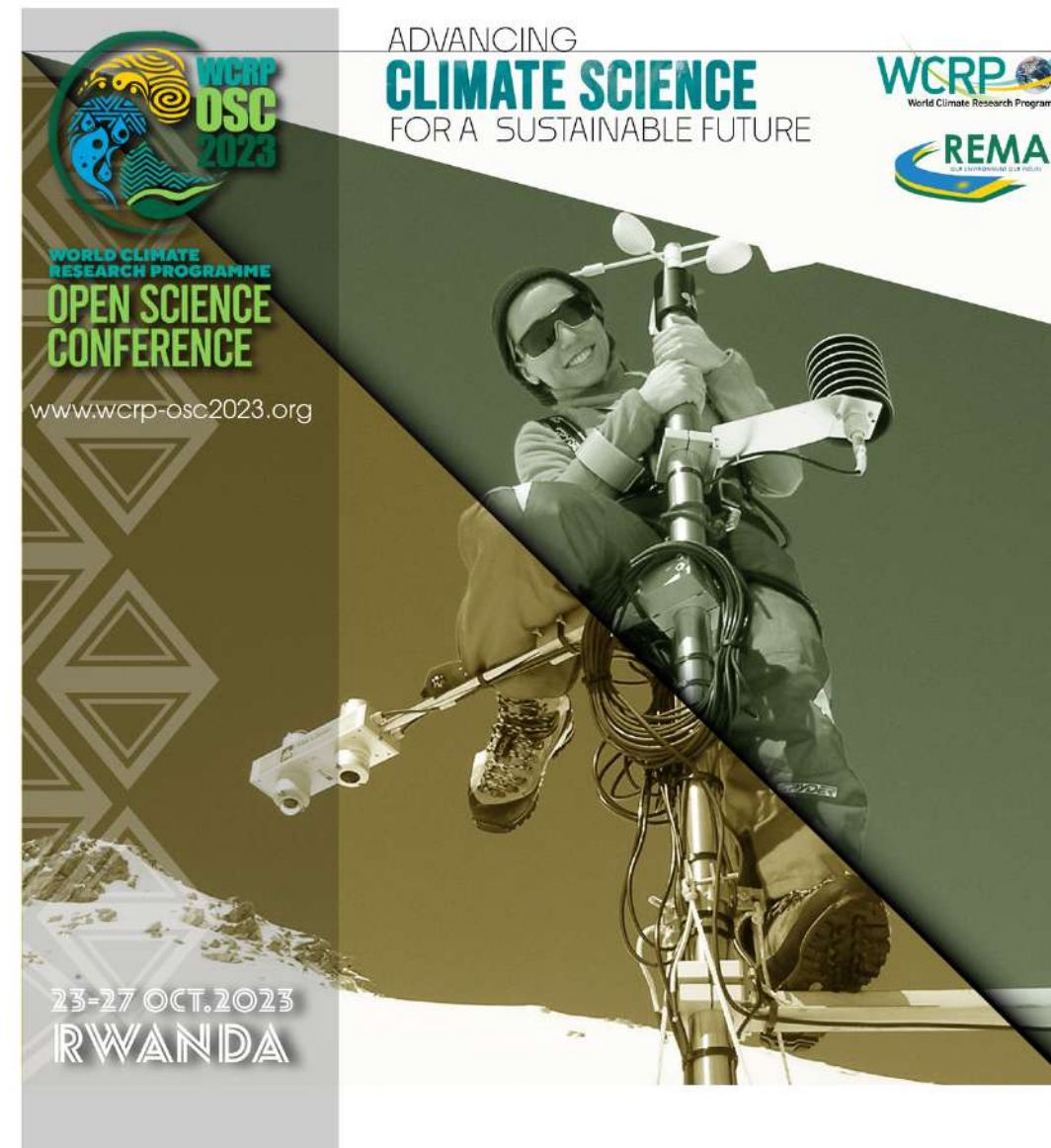
# THEME GRAPHICS: SQUARE



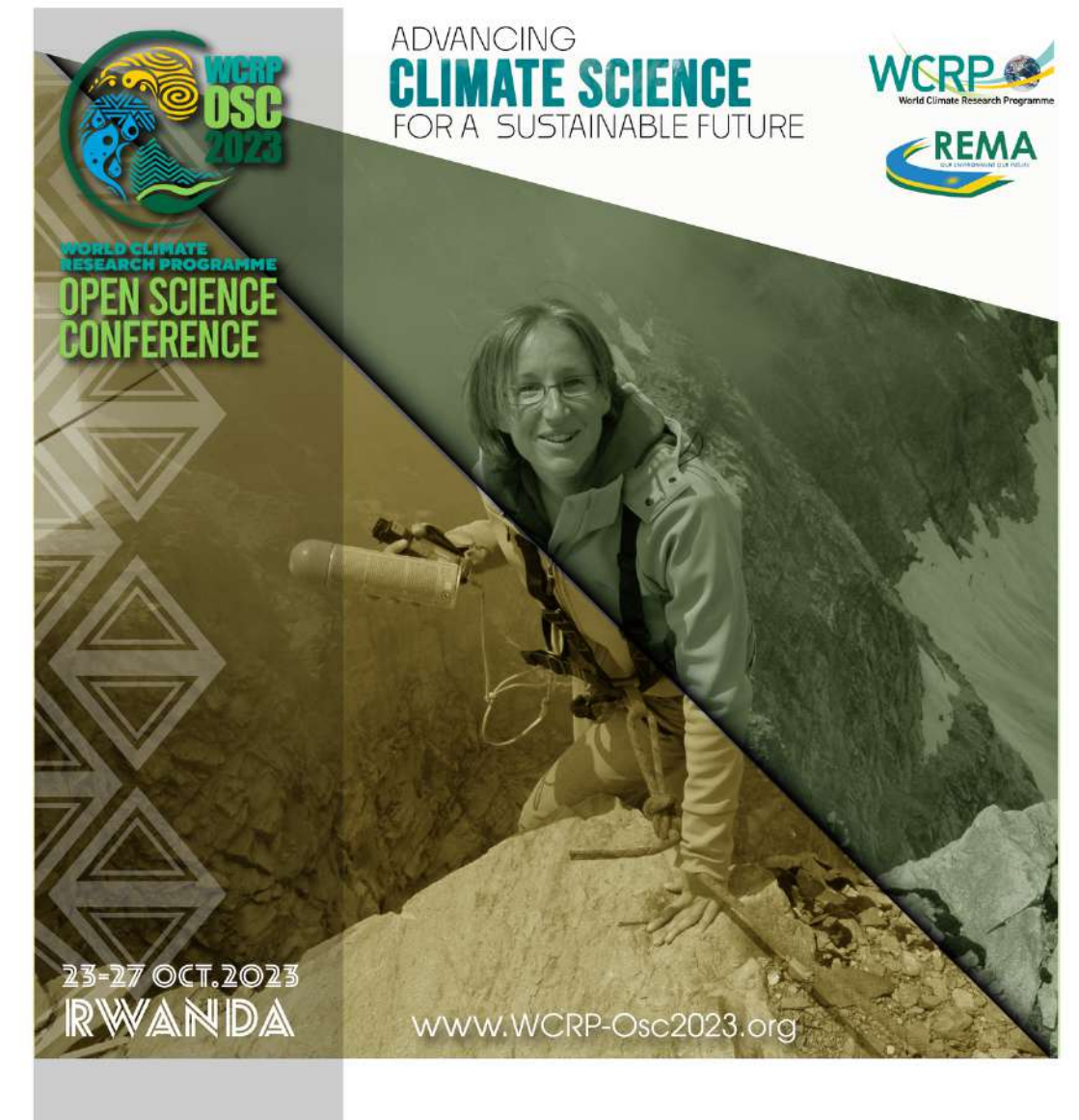
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# THEME GRAPHICS: SQUARE



Click where it says 'download image' to get the file. Then it will bring you to the OSC website where you can download the file. Then you can add it to your website, newsletter, social media.



[DOWNLOAD IMAGE](#)



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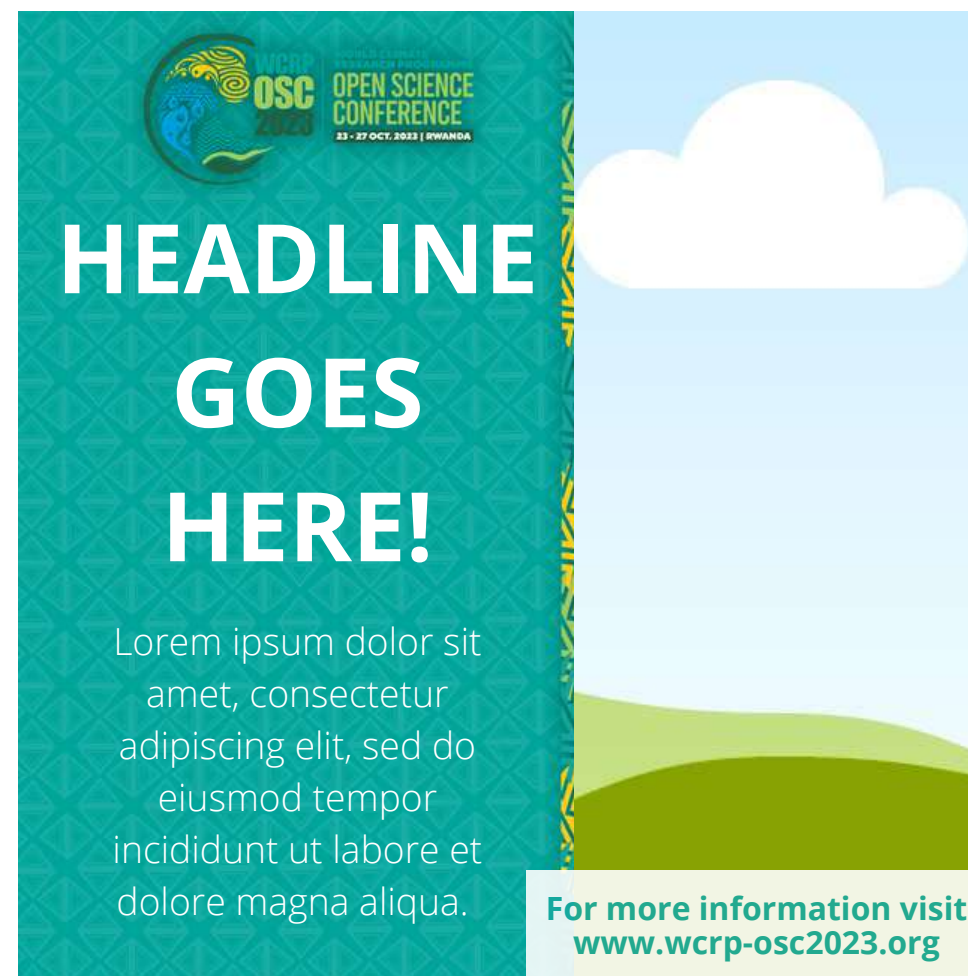
# EDITABLE TEMPLATES COLOR SQUARE



If you have any questions, please contact Gonzalo del Arco, member of the WCRP communications team. mail. [gdelarco@wmo.int](mailto:gdelarco@wmo.int)



[USE TEMPLATE LINK](#)



[USE TEMPLATE LINK](#)



[USE TEMPLATE LINK](#)

Click on the image bellow to open the template in Canva a free design platform (make click on the logos or the Social Media name). You will need a Canva account to edit template. There are three design options. After editing, downloading the design and post it to your social media account.

# EDITABLE TEMPLATES COLOR TWITTER



If you have any questions, please contact Gonzalo del Arco, member of the WCRP communications team. mail. [gdelarco@wmo.int](mailto:gdelarco@wmo.int)



[USE TEMPLATE LINK](#)



[USE TEMPLATE LINK](#)



[USE TEMPLATE LINK](#)

Click on the image below to open the template in Canva a free design platform (make click on the logos or the Social Media name). You will need a Canva account to edit template. There are three design options. After editing, downloading the design and post it to your social media account.

# EDITABLE TEMPLATES: WHITE



Click on the image bellow to open the template in Canva a free design platform (make click on the logos or the Social Media name). You will need a Canva account to edit template. There are three design options. After editing, downloading the design and post it to your social media account.

If you have any questions, please contact Gonzalo del Arco, member of the WCRP communications team. mail. [gdelarco@wmo.int](mailto:gdelarco@wmo.int)



**FACEBOOK**



**INSTAGRAM**



**TWITTER**

# Instructions for using **WCRP Open Science Conference social media templates**

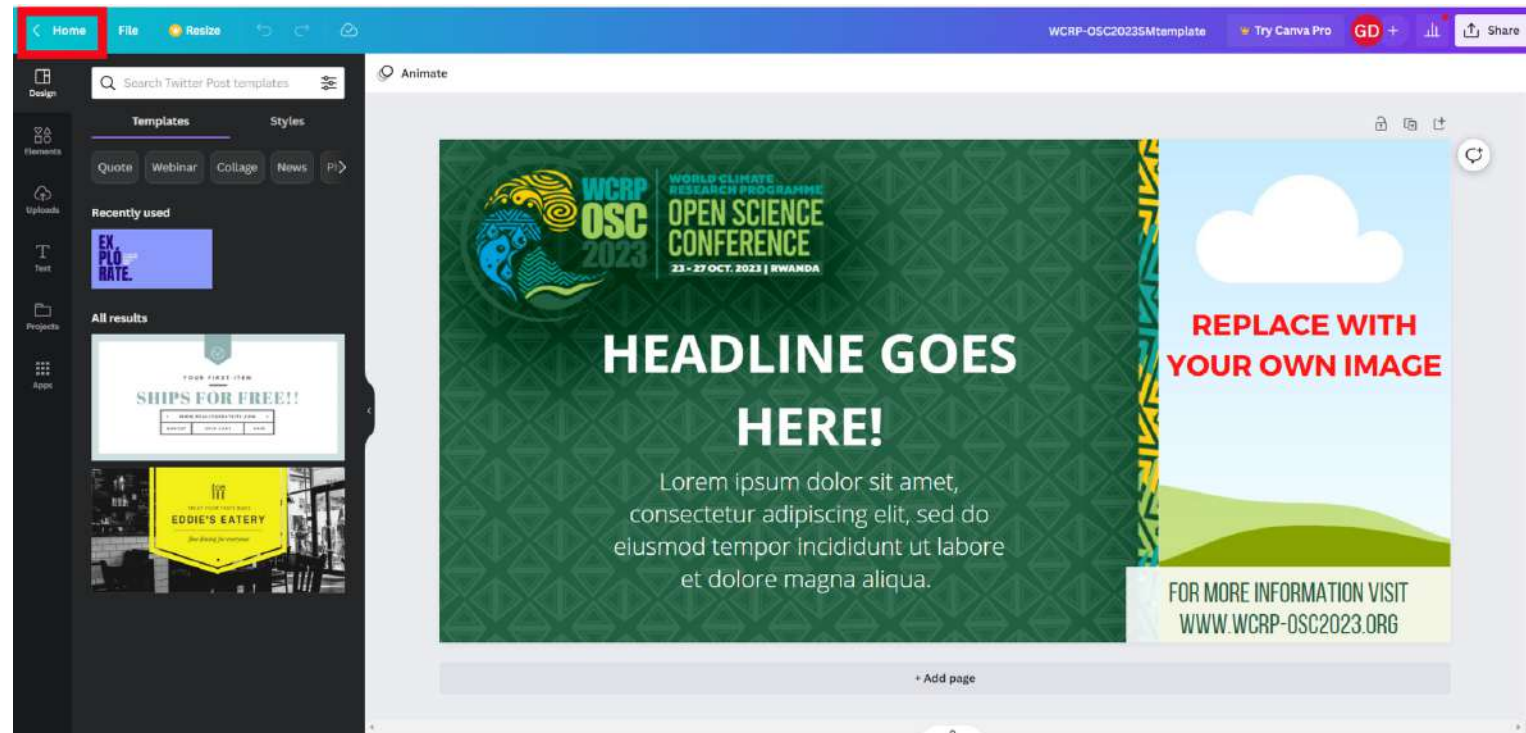
To publicize your session, poster cluster, side event or the WCRP Open Science Conference in general, we provide a number of social media templates. These can also be added to emails sent to publicize elements of the conference.

This document contains different versions and styles so that the range of content published is varied. We use Canva, a free design platform, where you can edit the templates for your own needs. Canva requires you to login, using your email address or your Facebook, Google, Apple or other accounts. It is a quick and easy process.

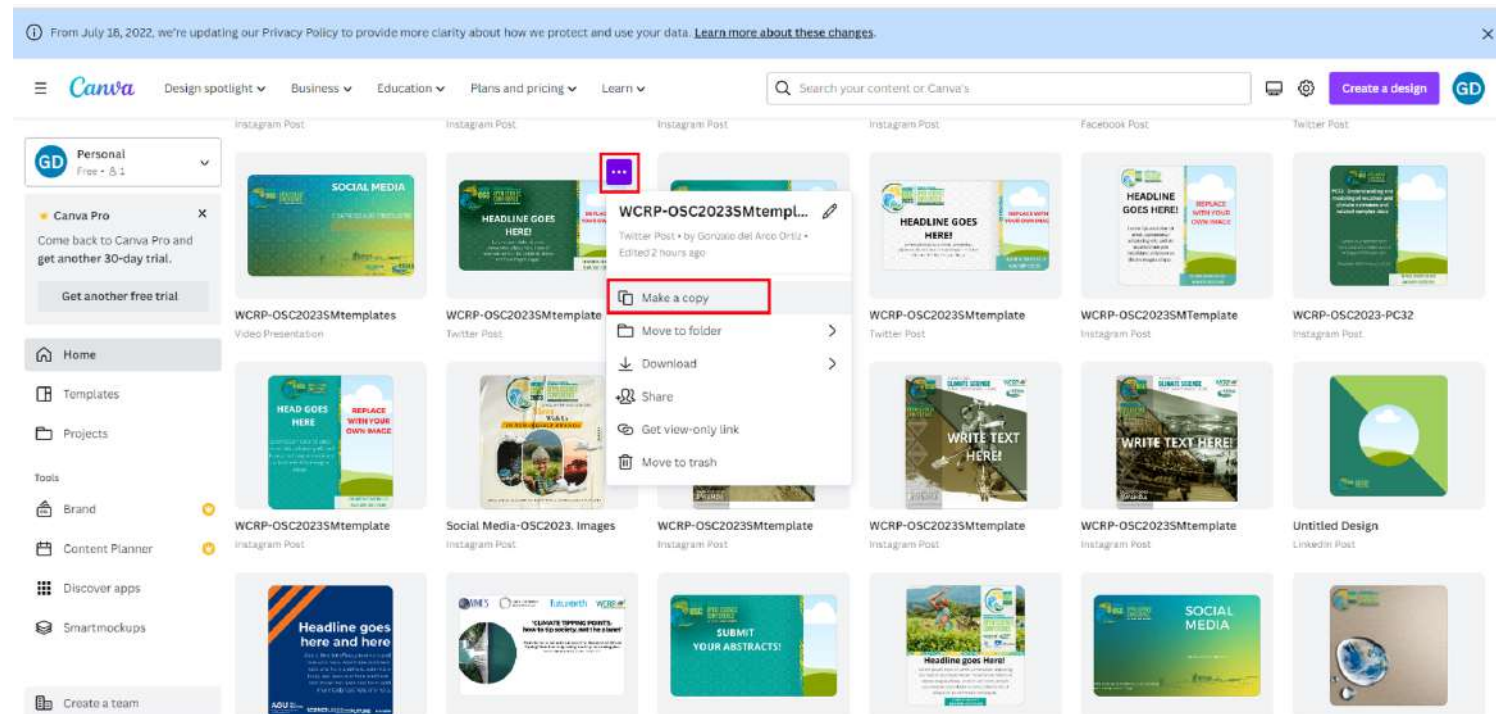




# WARNING:



\*To be able to **edit the templates**. You must be on the Canva home page and **make a copy of the design** as shown in the image. Then, you can click on the copy you have made and make your changes to the template.





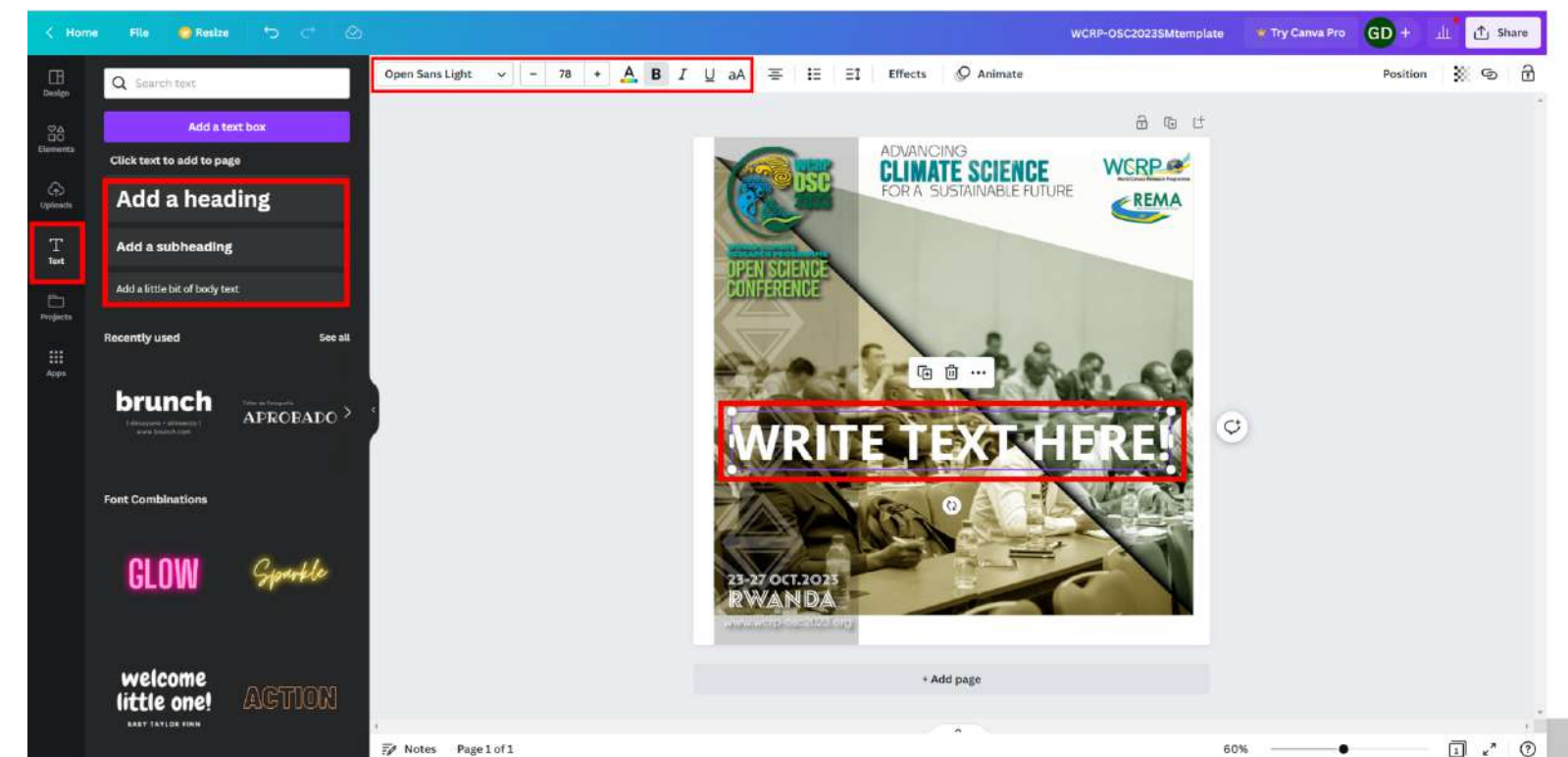
In this image there is a template design that can be edited and an image file that can be downloaded. To use the template you must click either on the thumbnail image that is presented or where it says 'Link' next to the text 'Use Template'.

## How to Download the image

To download the image click on the text 'download image'. (warning: just the image not the template).

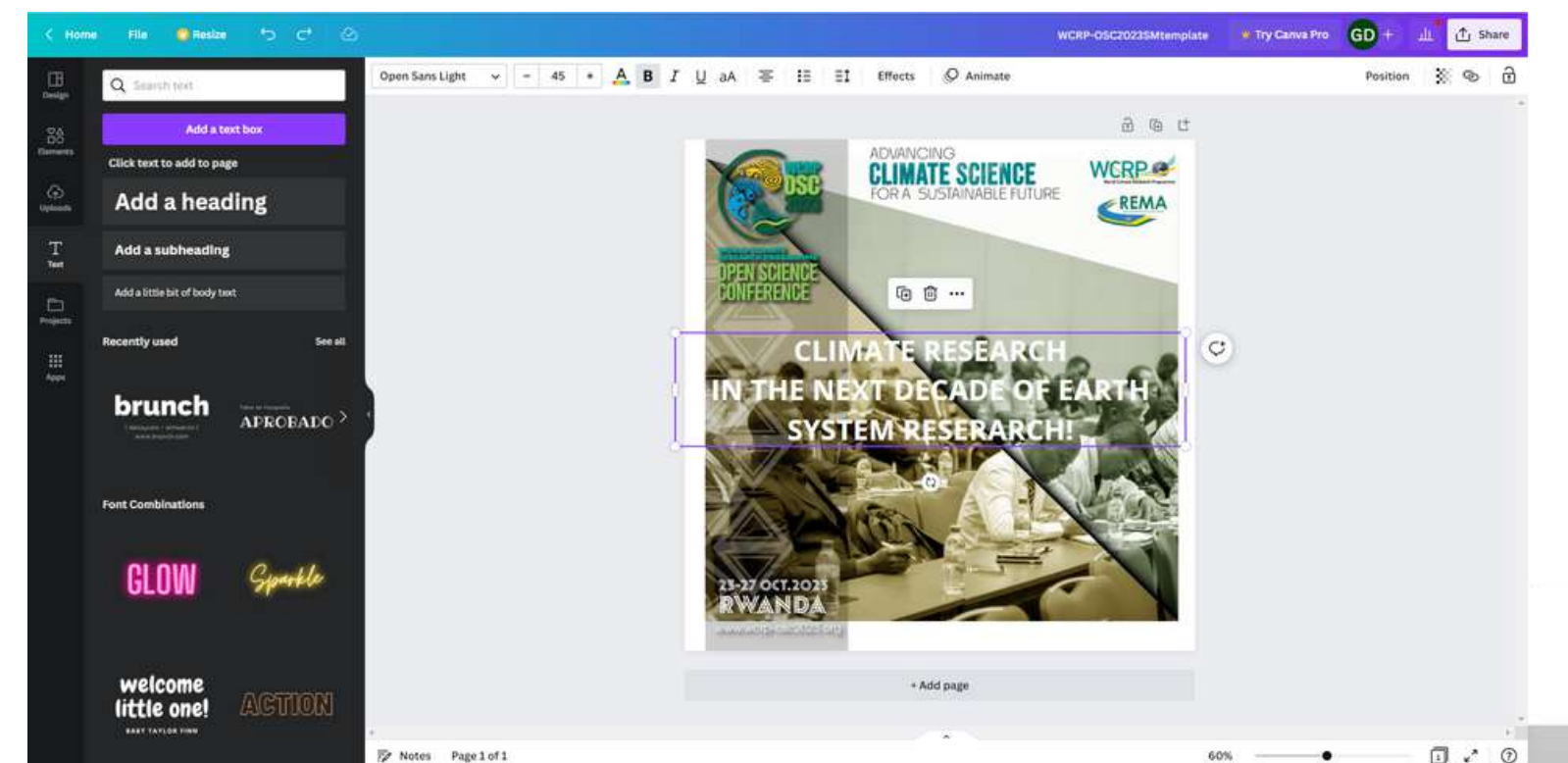
## How to edit the template in Canva

Canva is a very simple and intuitive editor.



-Double click on 'write text here' to be able to edit the text, delete the example text and write what you want. In the bar at the top you can change the formatting of the text, the font size, the colour of the text (click on the letter A) and select whether you want the text to be bold or italic.

-The bar on the left is the Canva editing panel, for this template you only need to modify the text tool. Canva uses a drag and drop format. If you want to add more text to the template just choose whether you want to 'add title', 'add subtitle' or add normal text.



# Social Media 'Mock up' Examples

Facebook post mockup for the World Climate Research Programme. The post is from 'World Climate Research Programme' and was posted 'Today 10:00'. The main image features a collage of people working at a computer, with the text: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The headline reads: 'Climate Research in the Next Decade of Earth System Research'. The post shows engagement from 'You and 99 others' and '100 Comments'. Interaction buttons for 'Like' and 'Comment' are visible at the bottom.

Instagram post mockup 1: A square image with a collage of people and a conference hall. Text includes: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The post is from '@WCRP\_climate Geneva, GE' and includes a heart, comment, and share icon.

Instagram post mockup 2: A square image with a collage of a person in a field and a conference hall. Text includes: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The post is from '@WCRP\_climate Geneva, GE' and includes a heart, comment, and share icon.

Instagram post mockup 3: A vertical image with a collage of a city at night and a conference hall. Text includes: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The post is from '@WCRP\_climate Kigali, RWA'. The interface shows a post from a user in New York, NY, with a comment: '@username looking good! See the 1,234 comments 1 hour ago'. The Instagram navigation bar is visible at the bottom.

Instagram post mockup 4: A square image with a collage of people in a snowy environment and a conference hall. Text includes: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The post is from '@WCRP\_climate Kigali, RWA' and includes a heart, comment, and share icon.

Instagram post mockup 5: A square image with a collage of people working at a computer and a conference hall. Text includes: 'ADVANCING CLIMATE SCIENCE FOR A SUSTAINABLE FUTURE', 'WCRP World Climate Research Programme', 'REMA', 'WCRP DSC 2023', 'WORLD CLIMATE RESEARCH PROGRAMME OPEN SCIENCE CONFERENCE', and '23-27 OCT. 2023 RWANDA www.WCRP-Osc2023.org'. The post is from '@WCRP\_climate Kigali, RWA' and includes a heart, comment, and share icon.

Color palette icon | Fade | 5.0s | Lock | Share | Copy | Delete

# THEME GRAPHICS: SQUARE

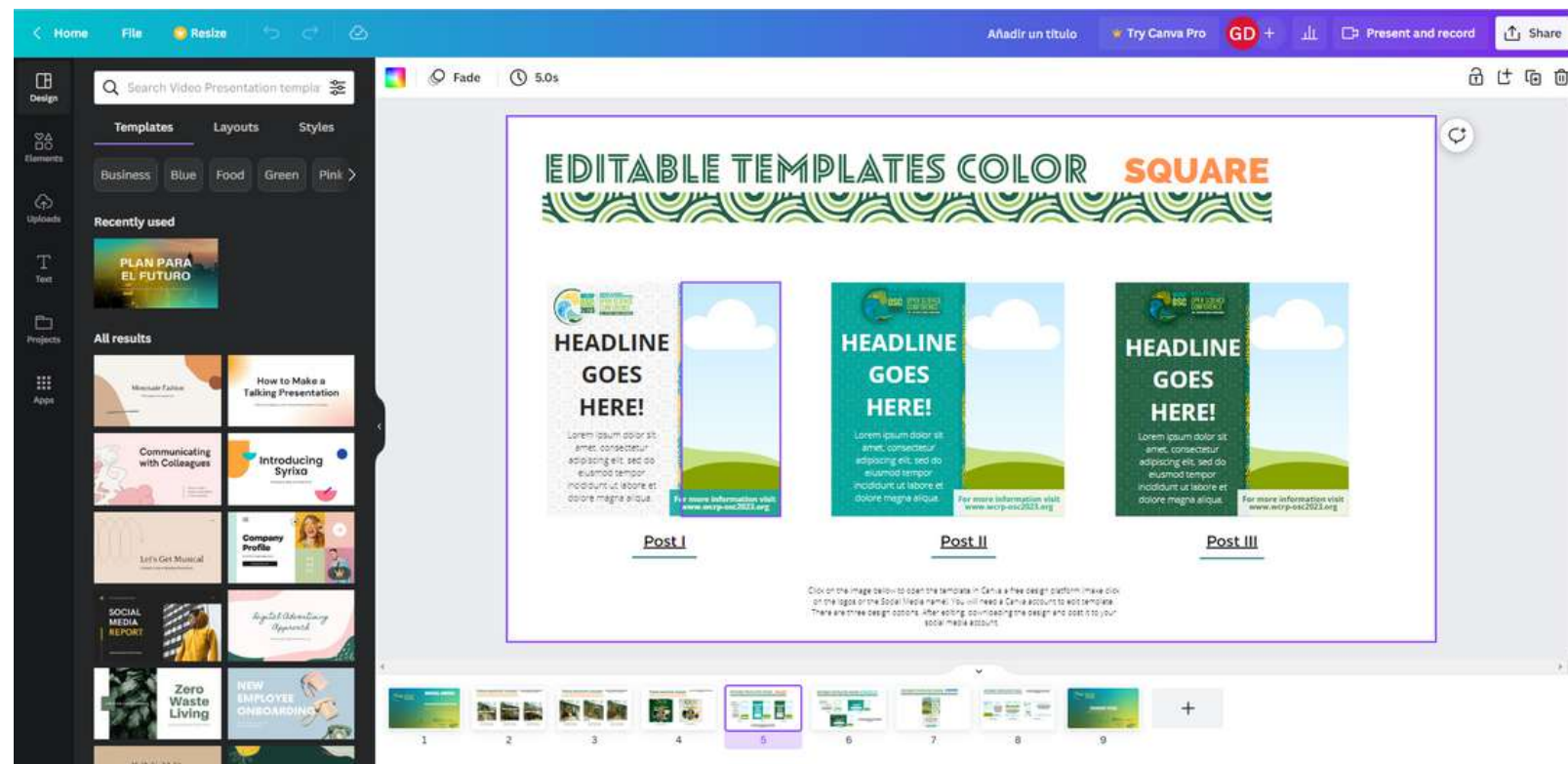
Click where it says 'download image' to get the file. Then it will bring you to the OSC website where you can download the file. Then you can add to your website, newsletter, social media.



**DOWNLOAD IMAGE**      **DOWNLOAD IMAGE**

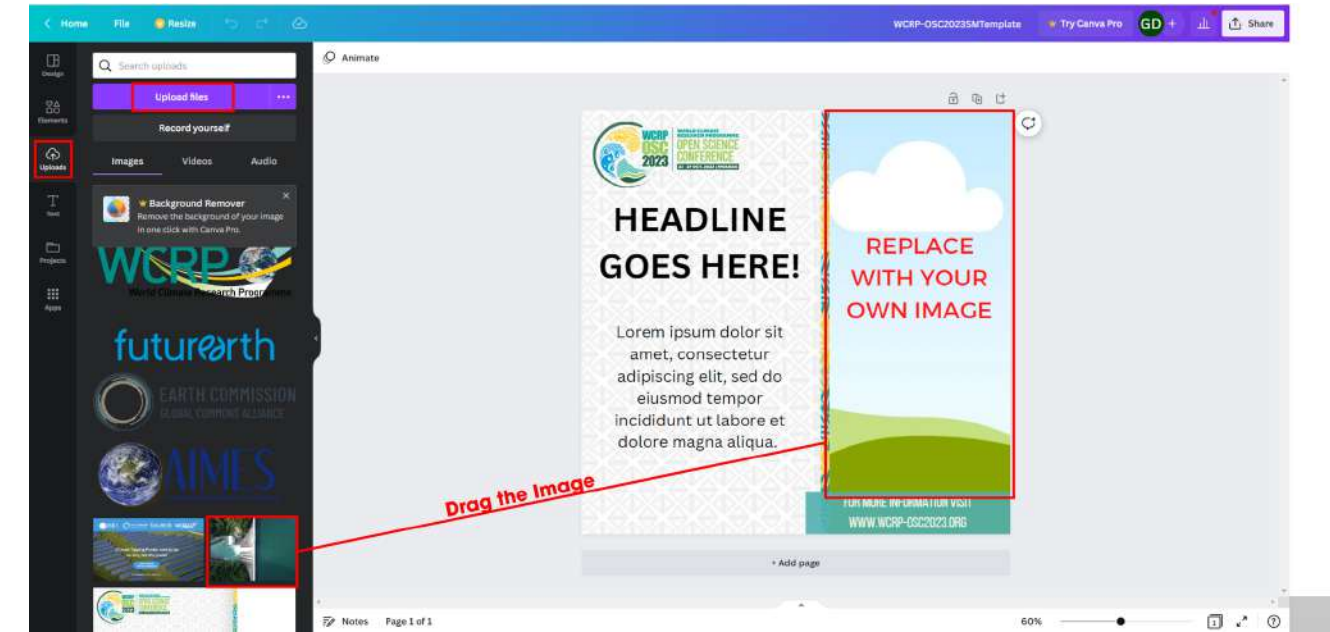
1 SOCIAL MEDIA | 2 THEME GRAPHIC: SQUARE | 3 THEME GRAPHIC: SQUARE | 4 **THEME GRAPHIC: SQUARE** | 5 EDITABLE TEMPLATES COLOR | 6 EDITABLE TEMPLATES COLOR | 7 EDITABLE TEMPLATES WHITE | 8 | 9 | 10 | 11 | 12

- To download the image click on the link 'Download image'.



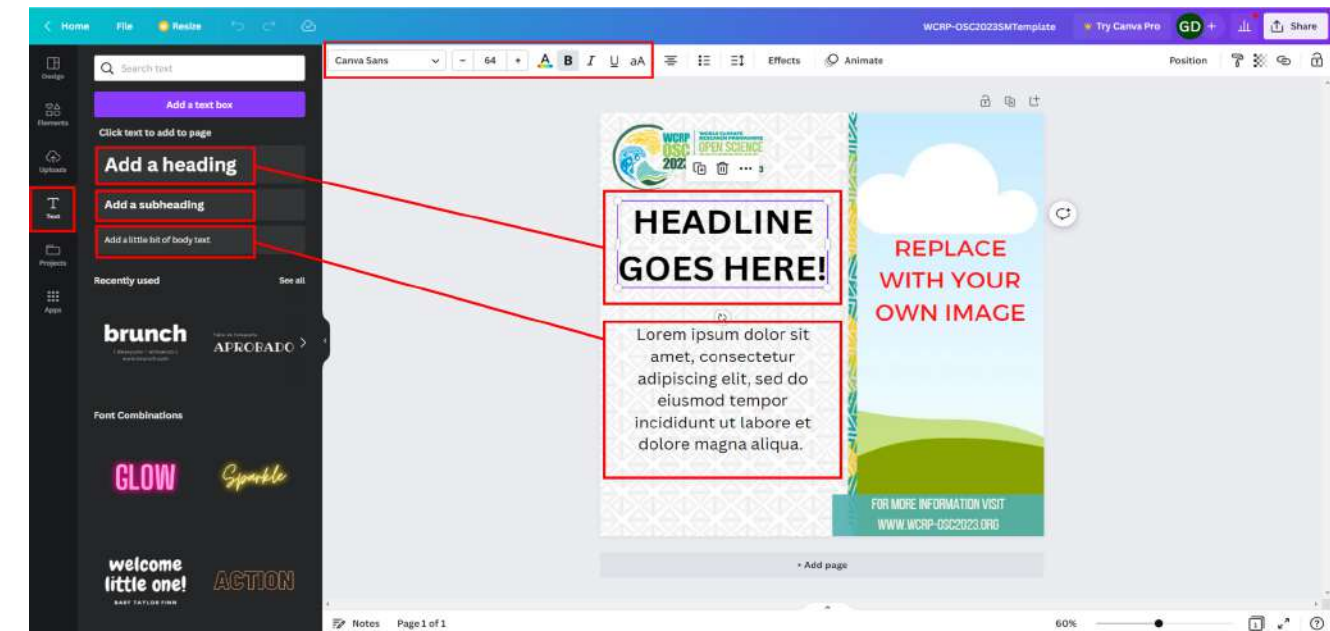
- To access the template you can click on the OSC logo or on the text 'Use template link'.

### Edit Image

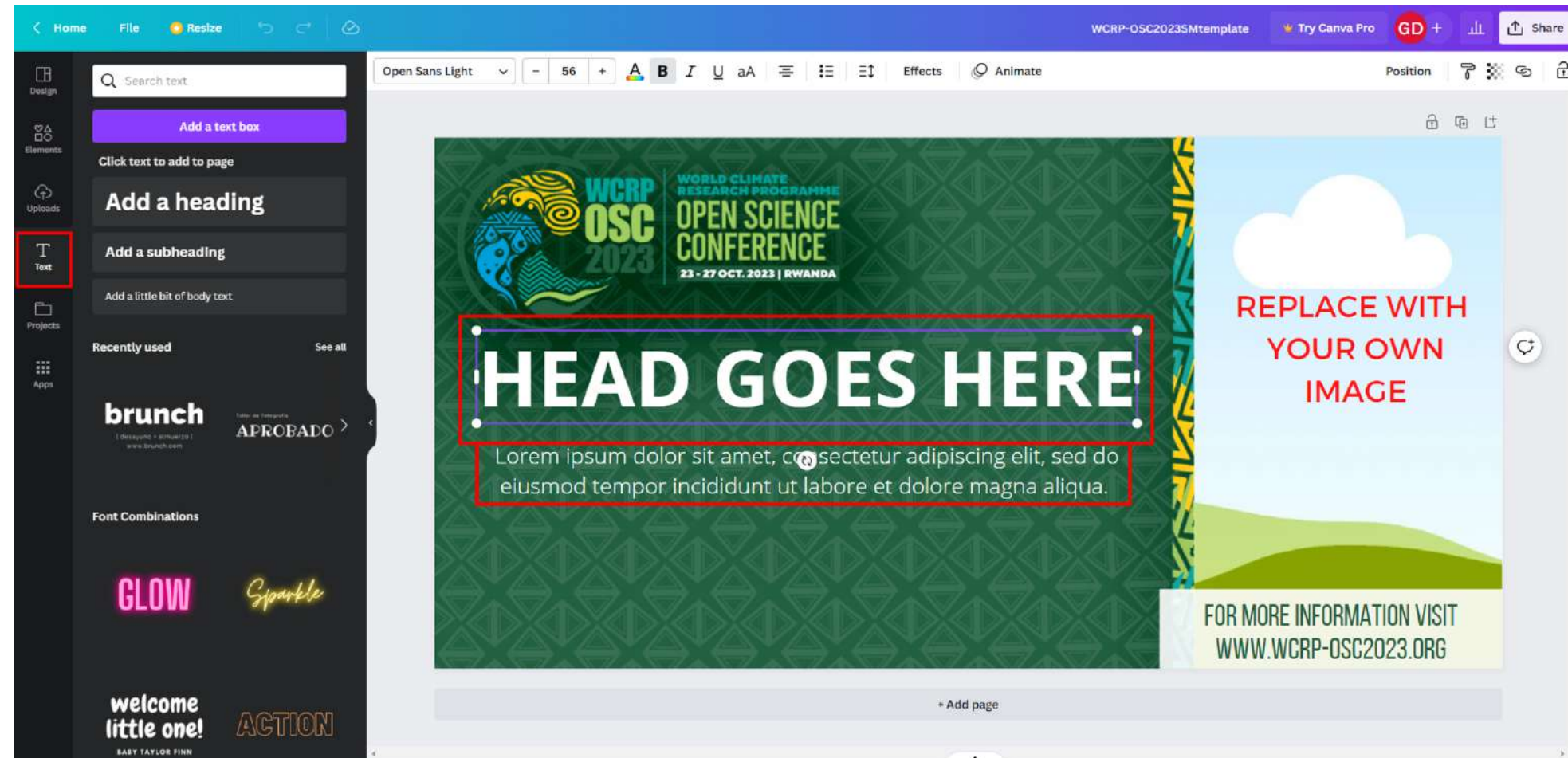


-The image you see in the template is only a sample. You can modify the image in the template. Canva allows you to upload as many images as you like. In the sidebar of the Canva editing panel, select 'upload' and 'upload file', once your file has been uploaded just drag the image on top of the sample template to change the image.

### Edit Text



-In this template you can edit both the image and the text. To modify the text, simply click on the text label, delete the default text and type in what you want. If you need to add more text you have to go to the sidebar, canva design panel, in the text box and click on the option you want.

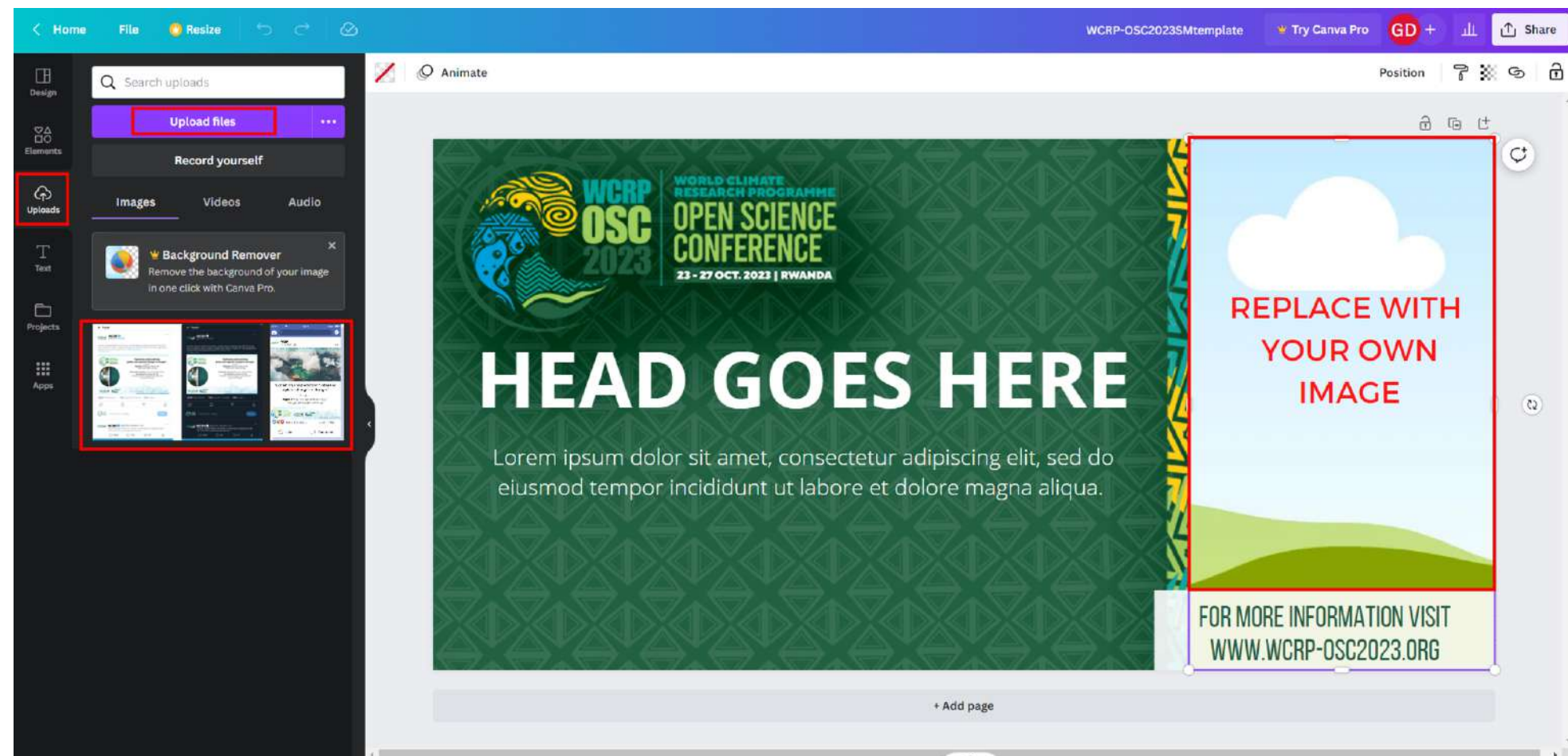


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# Example Social Media 'Mock Up'

← Tweet

 **WCRP**   
@WCRP-climate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Non est ista, inquam, Piso, magna dissensio. Nemo nostrum istius generis asotos iucunde putat vivere. #TwitterPost  
[Translate Tweet](#)



8:15 AM • Dec 4, 2021 • Tweet Mobile

568k Retweets 75k Quote Tweets 101k Likes

 Tweet your reply [Reply](#)

 **WCRP**   
@WCRP\_climate · 32m  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Hic nihil fuit, quod quaereremus.

 568k  75k  157 

← Tweet

 **WCRP**   
@WCRP-climate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Non est ista, inquam, Piso, magna dissensio. Nemo nostrum istius generis asotos iucunde putat vivere. #TwitterPost  
[Translate Tweet](#)



8:15 AM • Dec 4, 2021 • Tweet Mobile

568k Retweets 75k Quote Tweets 101k Likes

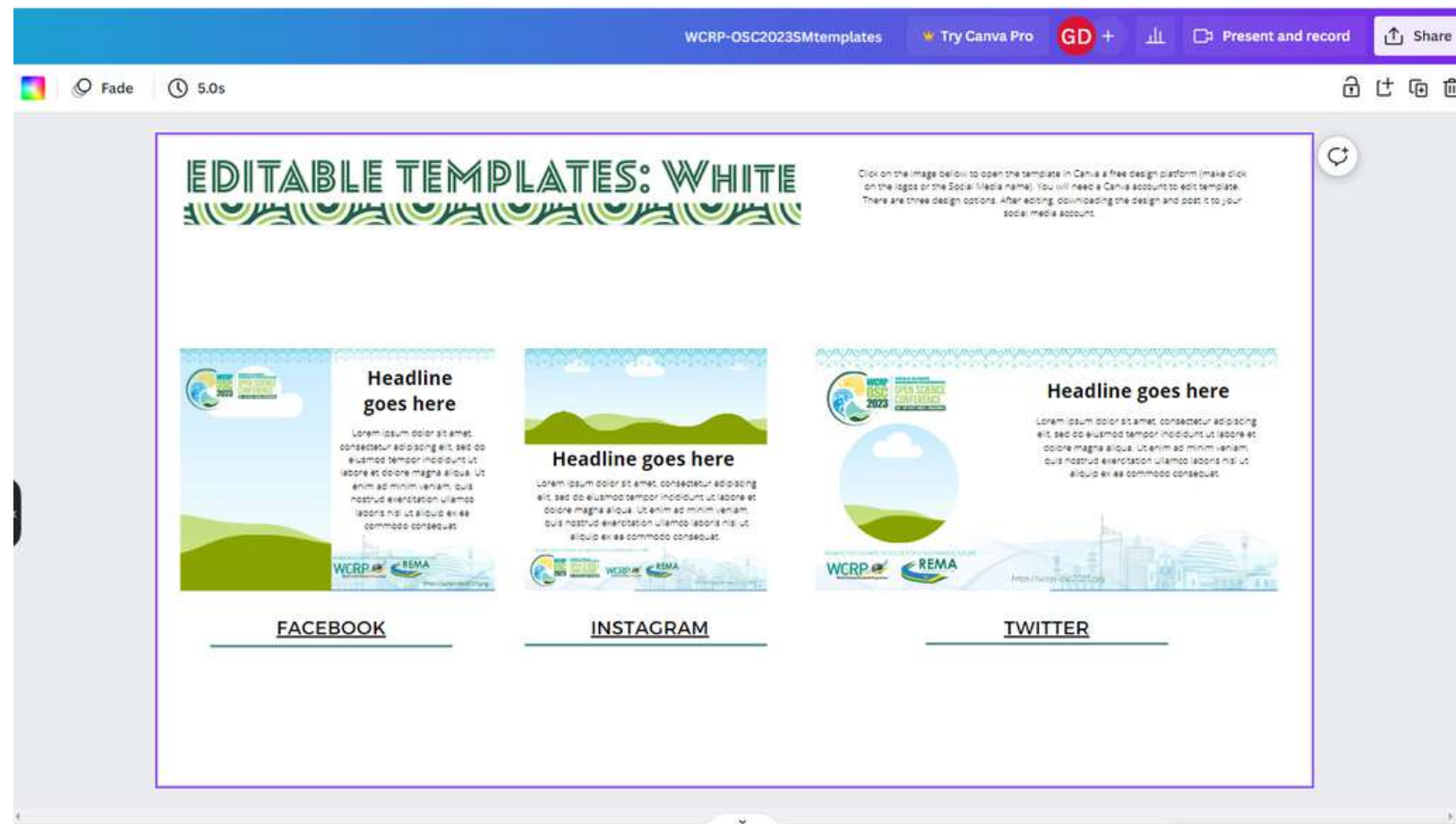
   

 Tweet your reply [Reply](#)

 **WCRP**   
@WCRP\_climate · 32m  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Hic nihil fuit, quod quaereremus.

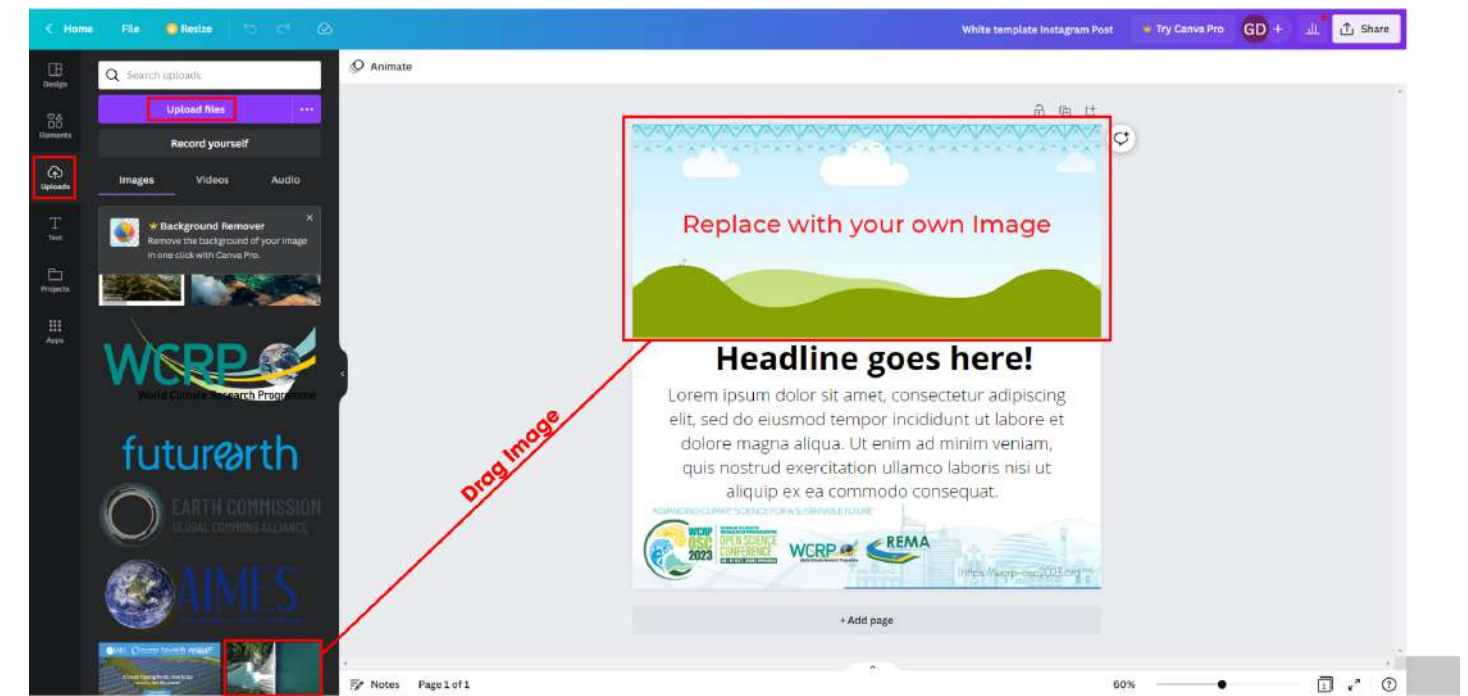
 568k  75k  157 

# Page 8



- In this document, there are three optional template designs to use, each of which has the precise measurements and layout for use on the corresponding social networks. In order to use the template, you have to 'click' on the thumbnail image above the corresponding social network or directly on the name of the social network.

- The first two designs corresponding to 'Instagram' and 'Facebook' are also valid for use on LinkedIn. The third design is valid for use on twitter.

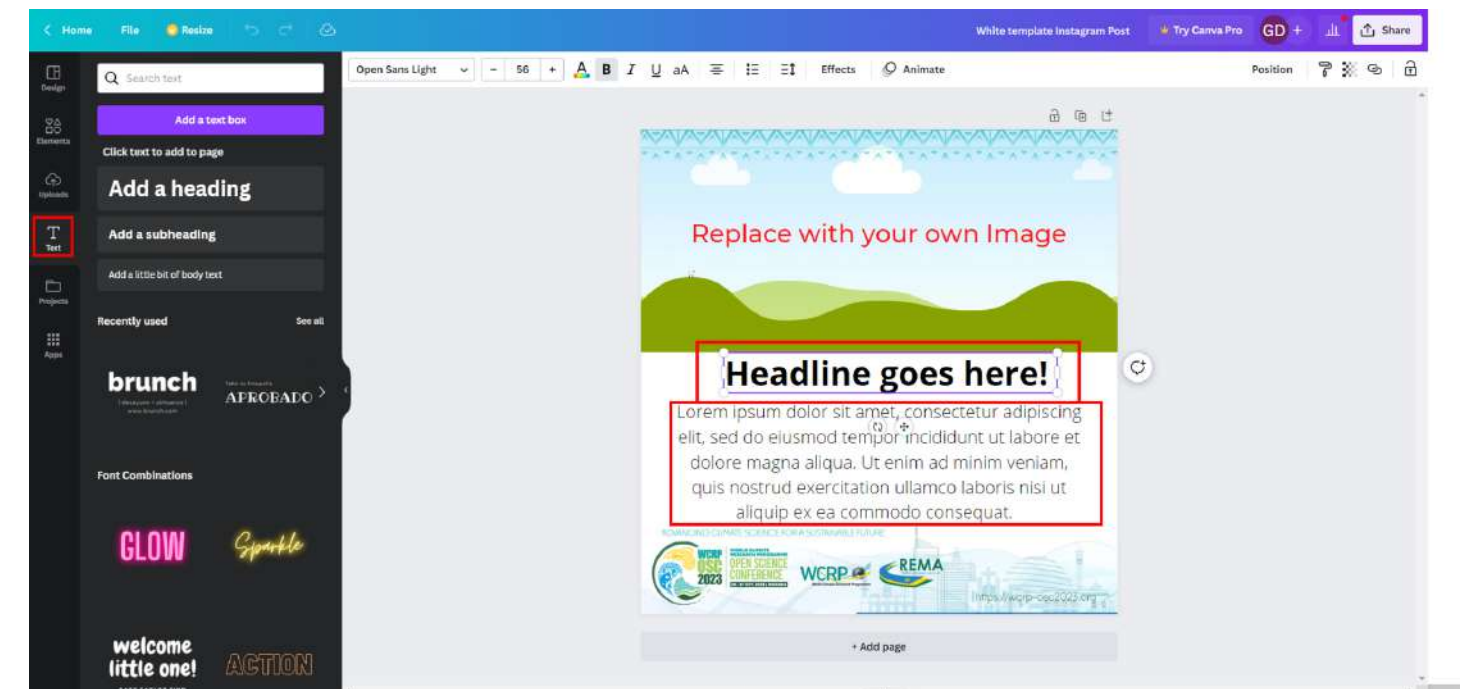


## Edit Image

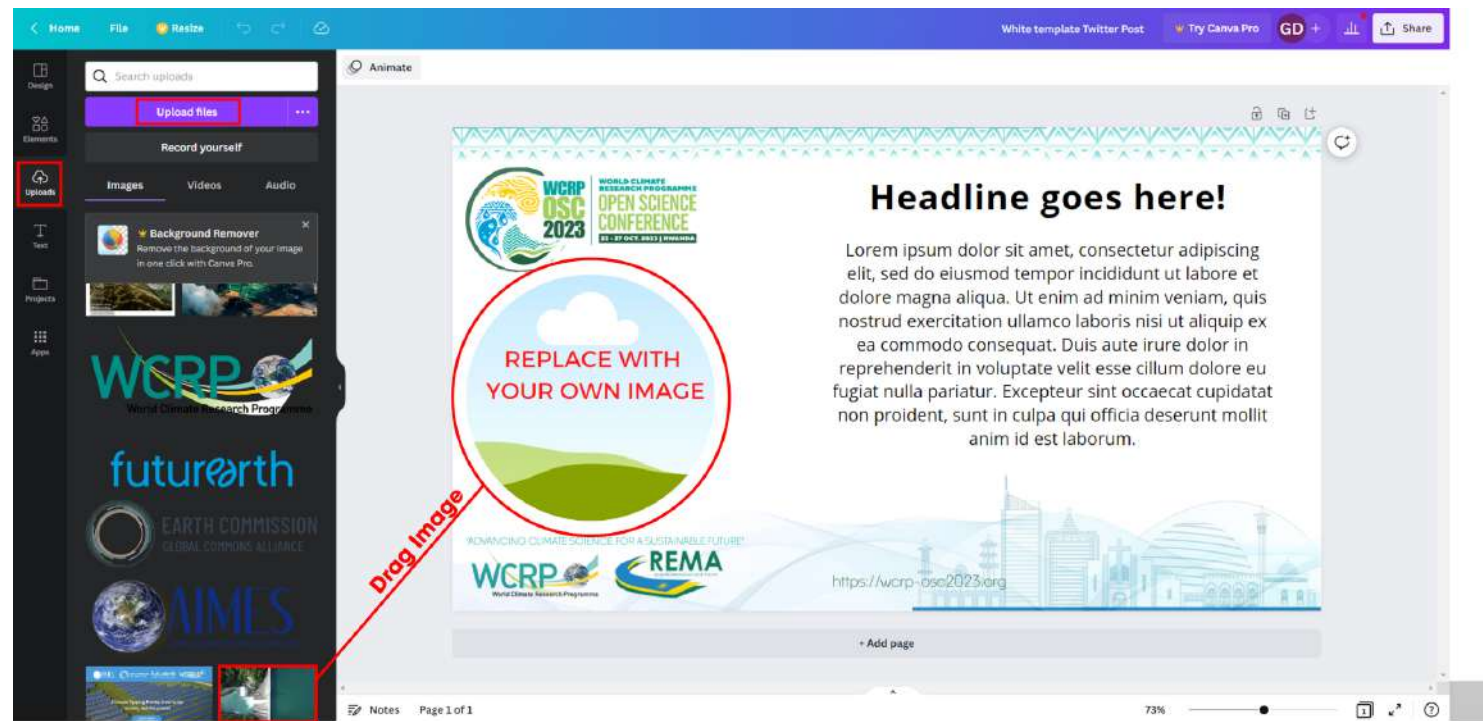
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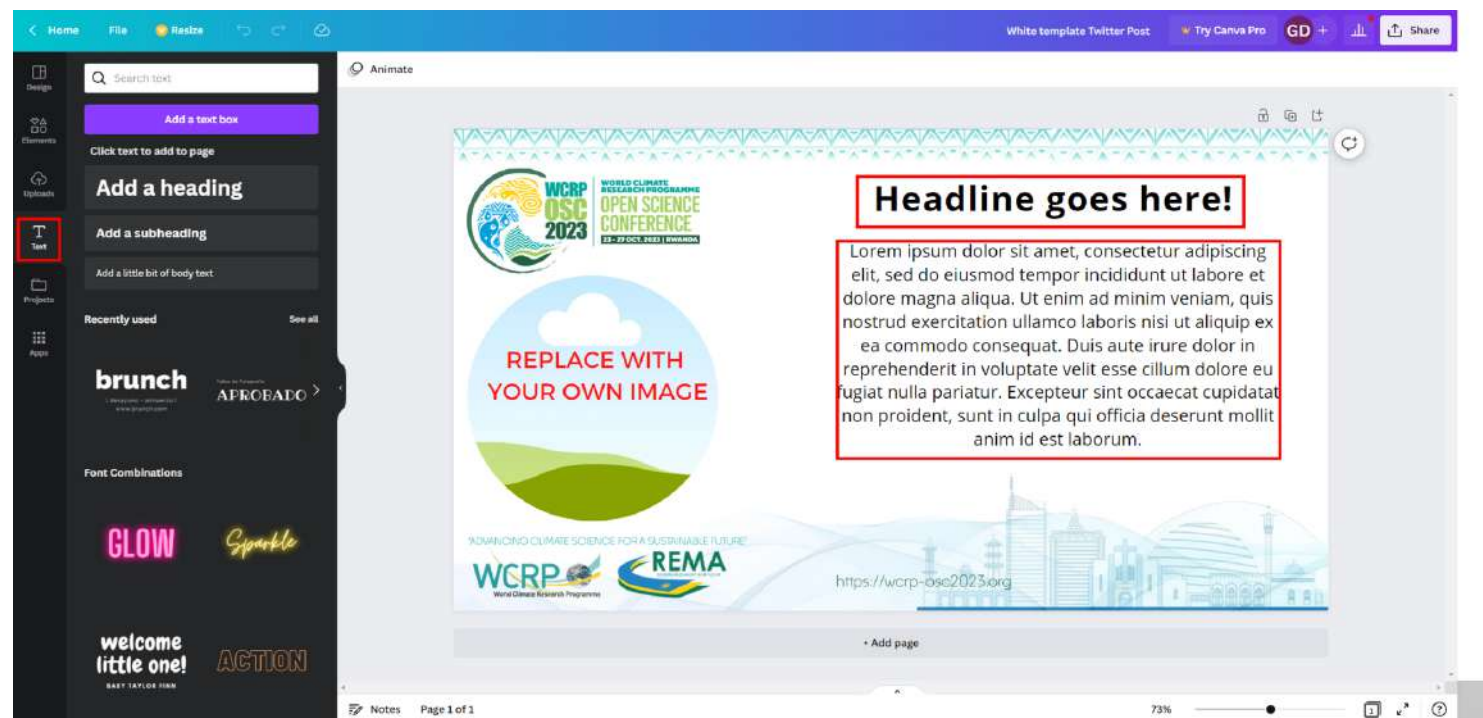


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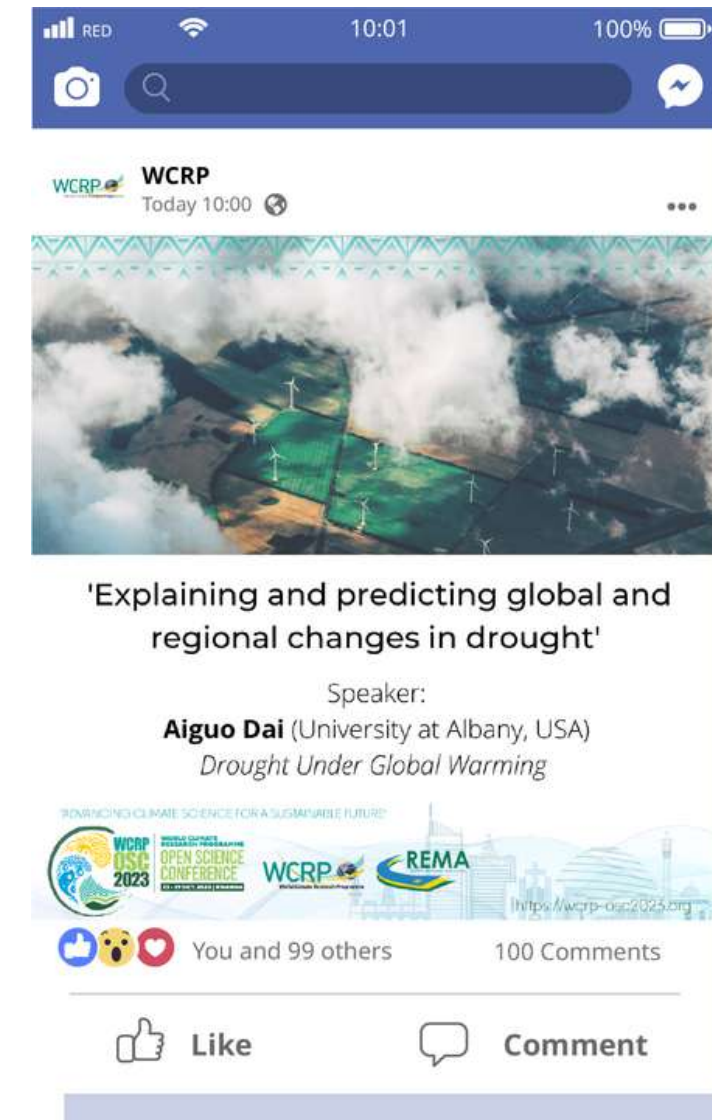
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## Example 'Mock up' Social Media





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# THANK YOU

