Social Media Information and Resources

Social media engagement has become an essential tool supporting the promotion and celebration of World Intellectual Property Day activities around the world – some of which take place exclusively on social media as virtual events.

While the use of social-media tools to support campaigns is most effective when the networks used and content posted align with topics that resonate with targeted local audiences, the globally applicable guidelines and resources below can help stakeholders conduct successful social-media outreach and tap into the integrated global communication effort around World IP Day.

Hashtag
Use of #WorldIPDay as the official hashtag for all content relating to World IP Day 2020 is encouraged on all social-media networks. The official hashtag can be used in conjunction with other topic-based hashtags or hashtags that are relevant to target audiences.

Social media kit
A Trello board with social-media assets to help you create your own World IP Day social-media content will be available in February 2020. It will be updated regularly with new assets in the run-up to April 26.

Sample timeline for a World IP Day social-media outreach

January/February
Announce your plans; issue a “save the date” for your World IP Day activities.

March
Start publishing content relating to the theme of the 2020 World IP Day campaign – Innovate for a Green Future – including details on any World IP Day activities you are planning, to build interest in the campaign and set the scene for April.

April
In the week(s) prior to World IP Day on April 26, publish related content with increased frequency and remind your audience(s) of what is planned for (the week of) April 26. On or around World IP Day, consider exclusively publishing content related to the Day, and/or to cover your activities live or in near real time.
Sample posts
Innovate for a Green Future! ☀️ 🌳🌱
✅ The choices we make today will shape our tomorrow.
✅ The earth is our home.
✅ We need to care for it.
_world Intellectual Property Day 2020 is all about creating a green future.
Find out more at www.wipo.int/ipday. #WorldIPDay

"Innovate for a Green Future" ☀️ 🌳 is the focus of World Intellectual Property Day 2020:
world Intellectual Property Day 2020 is all about creating a green future.
World Intellectual Property Day 2020 is all about creating a green future.
We all have a role to play. We can create a green future. We have the collective wisdom, ingenuity and creativity to come up with new, more effective ways to fight climate change and shape a low-carbon future. We must act now.
Join us in exploring the role that innovation and intellectual property rights play in creating a pathway to a green future. #WorldIPDay

More at www.wipo.int/ipday. #WorldIPDay

World IP Day FAQs
Answers to the 16 most frequently asked questions about World IP Day.

World IP Day on WIPO social media channels
In the lead-up to April 26, WIPO will use its corporate social-media channels for the publication of World IP Day related content for everyone to share:

- Twitter: @WIPO
- Facebook: @WIPO
- LinkedIn: @WIPO
- YouTube: @WIPO
- Flickr: @WIPO