



25th World Congress
of Dermatology
SINGAPORE 2023

How to use the WCD2023 Social Media Toolkit

February 2021



www.wcd2023singapore.org

WCD2023 background

The World Congress of Dermatology (WCD) is one of the largest international dermatological conferences. It is organised under the auspices of the International League of Dermatological Societies (ILDS).

The first WCD was held in 1889 in Paris.

It is now held every 4 years.

The next event will be the 25th WCD, which will be held in July 2023 in Singapore.

The WCD aims to promote the science and practice of dermatology, by providing a platform for specialists from around the world to showcase new knowledge, exchange clinical experiences and scientific research, and to build professional and personal networks and collaborations.

Over the past 130 years, the WCD has traversed the globe. It has brought together dermatologists and professional associations and has raised the stature and importance of skin health and diseases that affect humankind.

Why **#WCD2023**, **#WCD2023Singapore** and **#SkinHealth4theWorld**

Climate change, pandemic and inequality are among the greatest challenges ever to be faced by humanity.

They require a joint effort and the contribution of all of us matters.

We will use hashtags to encourage a global approach to health and dermatology, collating the actions and bringing society and community together.

Ways to help **promote** **WCD2023** on social media

Follow us on the following social media channels:

Facebook: www.facebook.com/WCD2023Singapore

Twitter: <https://twitter.com/wcd2023sg>

Instagram: www.instagram.com/wcd2023singapore

Remember to use our hashtags

#WCD2023Singapore and **#SkinHealth4theWorld**

along with other relevant ones;

Repost relevant published information on our official pages;

Share our campaigns, materials and contents.

Personalise your own account:

You can find images for **Cover Image**
(formatted for Twitter, Facebook and LinkedIn);

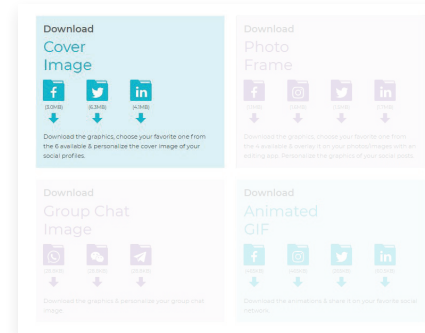
You can also find **Photo Frame** for your daily posts
(formatted for Twitter, Facebook and LinkedIn);

You can also find a **Profile Frame** for your
Facebook profile;

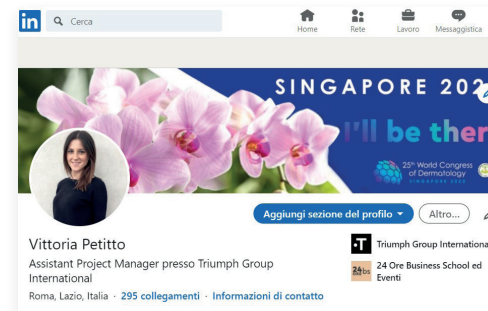
You can also find a **Logo Image** to personalize
your Whatsapp/WeChat/Telegram etc. groups.

Where to download **Cover Image**
on the WCD2023 website:

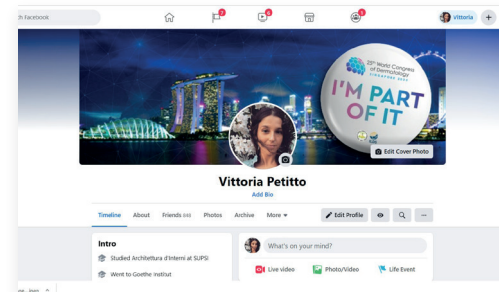
www.wcd2023singapore.org/spread-the-word



Twitter



Facebook

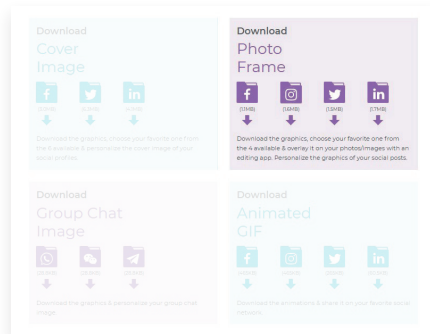


LinkedIn

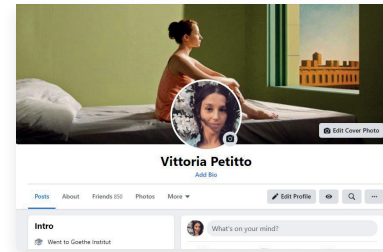


Where to download **Photo Frame** on the WCD2023 website:

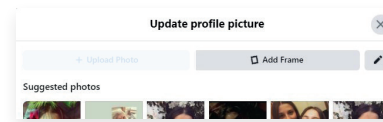
www.wcd2023singapore.org/spread-the-word



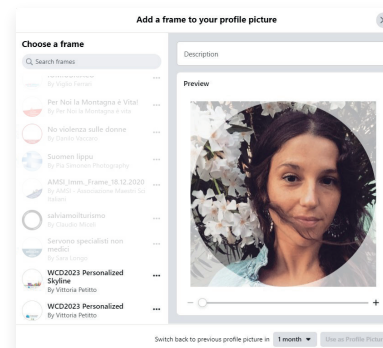
How to upload **Profile Frame** to your account:



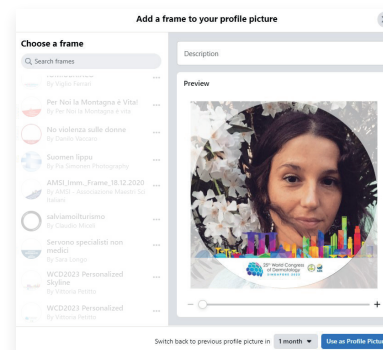
1 When you're logged into your Facebook account, go to your main page. Click on the small camera icon at the bottom right of the profile picture.



2 Click on the "Add Frame" rectangle to open the dedicated area.



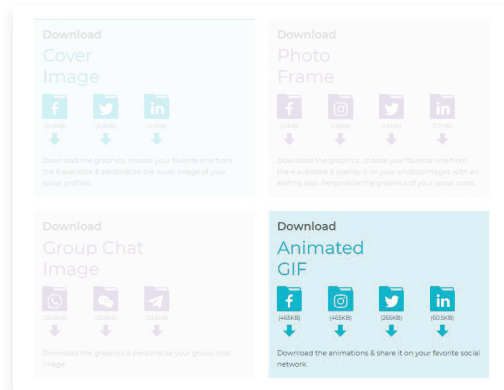
3 Search for **WCD Profile Frame** or **WCD Profile Frame_Skyline** typing these names in the search bar. Now you can personalise your picture choosing your favourite WCD frame.



4 At the end, checking the preview, you can just click on "Use as Profile Picture" to save it.

Where to download **Animated GIF** on the WCD2023 website:

www.wcd2023singapore.org/spread-the-word

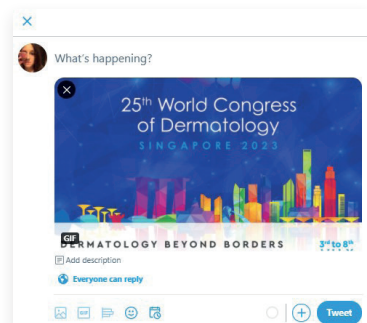


Facebook

LinkedIn

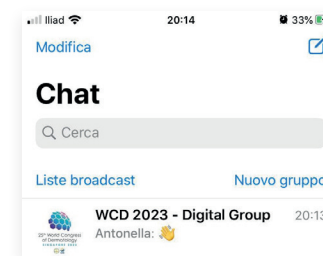
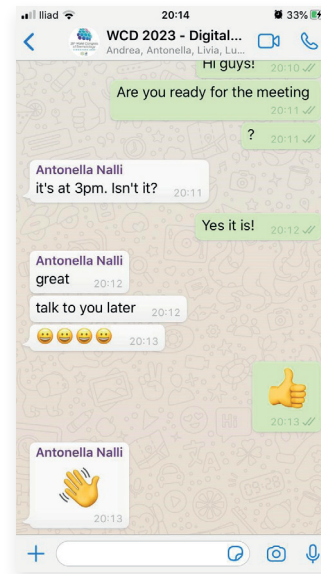
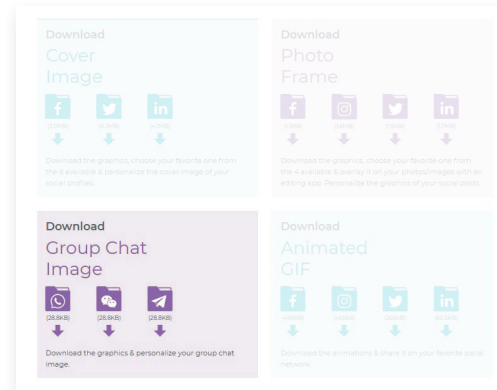


Twitter



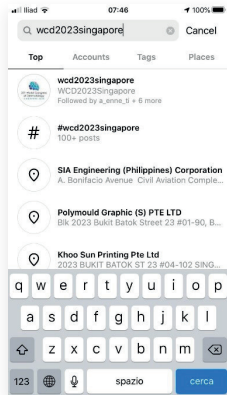
Where to download **Group Chat Image** on the WCD2023 website:

www.wcd2023singapore.org/spread-the-word

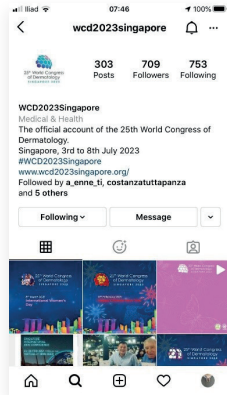


How to use WCD2023 Instagram Filters:

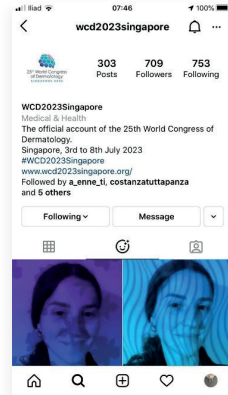
1 Go on the Instagram App and search for the @WCD2023singapore account.



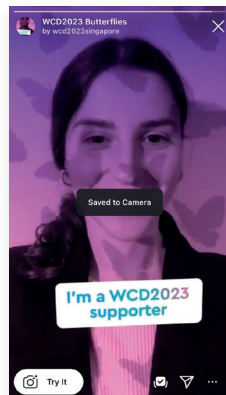
2 Once you are on our Profile, click on the smile icon.



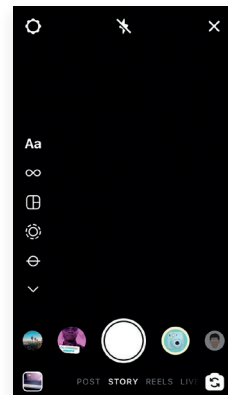
3 In this area, you will find the supporting filters for WCD2023. Click on your favourite one to start using it.



4 Once the preview of your chosen filter is started, you can try it or directly save it as one of your personal filters. Save it by clicking on the arrow icon, which you will find in your story settings.



5 Now going on your personal profile, proceed as usual to start a new story. The last filter you saved will be to the right of the main button.



How to share Posts & Campaigns from the WCD2023 website:



Support **WCD2023 Campaigns** by clicking on social media icons and sharing the available graphic content.

Say why you are joining/caring about the cause, this is a fundamental step to stimulate curiosity and engagement amongst your followers!

Then publish it on your Facebook/LinkedIn/Twitter profile and tag people/organisations who are involved!



Special Events

Are you attending an event about dermatology or otherwise relevant to WCD2023?

Here are some suggestions for making the most of it.

Infographics and other digital assets will be produced for larger events and will be shared on the Social Media Toolkit Web Page.

(If you have suggestions for content, please email wcd2023socialmedia@thetriumph.com)

Useful tips before the events:

- Check the speakers' and the organisations profiles and their Twitter accounts;
- Draft sample tweets from the event;
- Let people know (on social media) that you will be livetweeting the event or sharing a livestream/watch party on your profile;
- Encourage people to ask questions or reply to your tweets/posts.

During the event:

- Don't try to quote speakers directly, it's okay to paraphrase;
- Include photos and video clips if possible;
- Remember to use relevant hashtags (including #WCD2023Singapore and #SkinHealth4theWorld);
- Share/retweet content from others or watching the event.

After the event:

- Link to the WCD2023 website to direct people to further information on how they can become involved;
- Share photos and video tagging the WCD2023 social media channel.