



CIMMYT 50th Anniversary Conference Social Media Kit

**Turning research into impact: Present, past and future
September 27 to 29, 2016**

Social media savvy speakers, sponsors, partners, participants and members of the online agriculture for development community are welcome to join the conversation about the CIMMYT 50th Anniversary Conference. Follow our @CIMMYT accounts and the #CIMMYT50 hashtag on Twitter, Facebook, Google +, Instagram and LinkedIn.

BEFORE CONFERENCE

Generate interest and increase participation

DURING CONFERENCE

Live event coverage and interaction

AFTER CONFERENCE

Share reflections and stay connected



This social media kit contains tips to get the most out of your communication when talking about CIMMYT 50th conference sessions and its themes on different social media platforms.

We would also like to hear from YOU! What topics are speakers focusing on? What issues are important to partners and sponsors? How best can we help promote your objectives and presence at the conference? **Please contact the CIMMYT media manager Julie Mollins via j.mollins@cgiar.org with useful information.**



Twitter @CIMMYT

In addition to the #CIMMYT50 hashtag, inclusion of relevant event theme hashtags such as #foodsecurity and the Twitter names of people and organizations in tweets helps generate interaction.

Here is a list of suggested hashtags:

#FoodSecurity	#MaizeCRP	#Gender	#Genderequality
#Wheat	#Ag4Dev	#Nutrition	#Food
#Maize	#GlobalDev	#ClimateChange	#Health
#WheatCRP	#Agriculture	#Hunger	#SDGs

Recommended to follow:

CIMMYT Director General Martin Kropff	@KropffMartin	
CIMMYT for Spanish audiences	@CIMMYTesp	@ACCIMMYT
CGIAR consortium	@CGIAR	@CGIARLive

Leading up to the event we are sharing a range of postcards and links with information about the anniversary, the conference, individual sessions, speakers as well as promoting content from sponsors, partners, and participants who will attend the event.

During the conference we'll also use Twitter to answer participants' questions.

Example tweets for speakers:

- I will be speaking at a #CIMMYT50 event in Sept. 27-29, more info: <http://bit.ly/2b8FPLi> @CIMMYT
- Join my #CIMMYT conference event about (enter topic) by using hashtag #CIMMYT50
- Preparing for my #CIMMYT50 session - What do you want to know about (enter topic)?

Example tweets for sponsors:

- Proud to be a supporting #CIMMYT50 conference in Sept. 27-29 <http://bit.ly/2b8FPLi> @CIMMYT



- Happy to be celebrating #CIMMYT50 excited for engaging #ag4dev discussion <http://bit.ly/2b8FPLi>

Example of tweets for partners and participants:

- Proud to be a @cimmyt partner & excited for #CIMMYT50 conference <http://bit.ly/2b8FPLi>
- Ready for engaging #ag4dev discussion at #CIMMYT50 conference Sept. 27-29 <http://bit.ly/2b8FPLi>

Facebook @CIMMYT / LinkedIn CIMMYT / Google+ +CimmytOrg

Leading up to the event, we will share content about the CIMMYT 50th anniversary, the conference program, and how people can get involved.

During the conference CIMMYT will feature content from events including Q+A with speakers and their biographies, live tweeting from sessions and photos.

Attendees should use these forums as a means networking and connecting with people before and after the event.

Examples posts for speakers:

- I will be speaking on (insert topic) at the @CIMMYT 50th anniversary conference Sept. 27 to 29, where about 500 scientists, government officials, farmers and members of the agriculture for development community will gather to discuss future challenges to #agriculture and #foodsecurity #ag4dev <http://bit.ly/2b8FPLi> Join the conversation with the #CIMMYT50 hashtag
- Excited to be presenting at the @CIMMYT 50th anniversary conference, it is a great chance for the agricultural community to discuss the complex socio-environmental challenges facing research for development, smallholder farmers and crop yields <http://bit.ly/2b8FPLi> Join the conversation #CIMMYT50 hashtag



Example posts for sponsors:

- Proud to be supporting the @CIMMYT 50th anniversary conference “Turning research into impact: Past, present and future” where over 500 scientists, government officials, farmers and members of the agriculture for development field will gather to discuss the future of #foodsecurity <http://bit.ly/2b8FPLi> Join the conversation with the #CIMMYT50 hashtag
- Happy to be a sponsor of the @CIMMYT 50th anniversary conference Sept. 27 to 29 in Mexico. Excited for some engaging discussion on the complex socio-environmental challenges facing agriculture research for development, smallholder farmers and crop yields <http://bit.ly/2b8FPLi> Join the conversation with the #CIMMYT50 hashtag

Example posts for partners and participants:

- Ready for great discussions on the future of #agriculture and #foodsecurity at the @CIMMYT 50th anniversary conference where over 500 members of the agriculture for development community will meet in Mexico <http://bit.ly/2b8FPLi>
- Excited for some wide conversation on the complex socio-environmental challenges facing agriculture research for development, smallholder farmers and crop yields <http://bit.ly/2b8FPLi> Join the conversation with the #CIMMYT50 hashtag

Instagram @CIMMYT / Flickr CIMMYT

Follow our Instagram and Flickr accounts where we will be publishing relevant photos from sessions and other interesting happenings taking place at the conference.

These will be trackable on Instagram using the hashtag #CIMMYT50.

Prior to, during and after the conference, attendees and speakers can post their own related photos and videos with the #CIMMYT50. Tagging us @CIMMYT to conference content is also a good way to interact with us.

YouTube CIMMYTInt

Follow the CIMMYT YouTube channel to view video content uploaded of the conference.