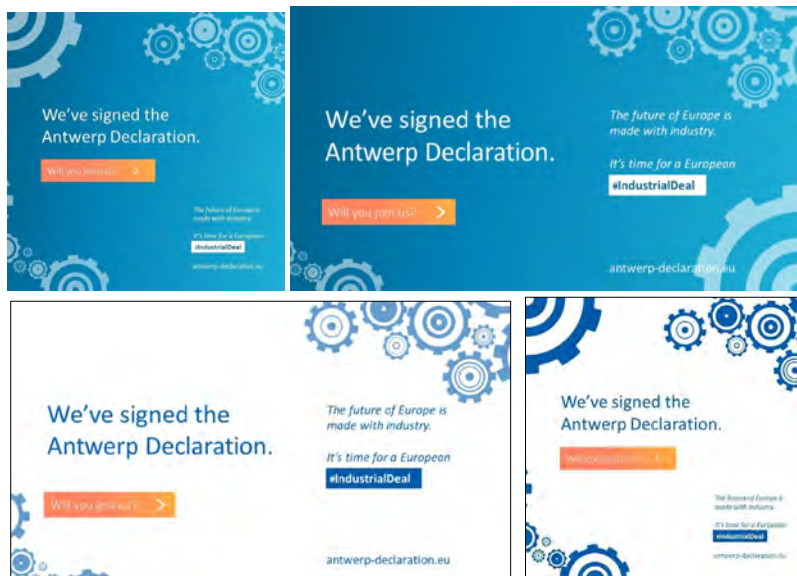


Social Media Toolkit – Quick Guide // Antwerp Declaration

This guide will help you navigate through the resources provided in this toolkit, ensuring you can effectively use the content to support the campaign. Whether you're looking to use the pre-prepared social media cards or customize your own using our PowerPoint templates, this document has you covered.

Pre-Prepared Social Media Cards

- 2x in square format (square-blue / square-white) // ideal for Instagram & Facebook
- 2x in horizontal format (horizontal-blue / horizontal-white) // Ideal for LinkedIn & X



These cards are ready to use and can be directly uploaded to your social media platforms. You'll find them in both square and horizontal formats to suit different social media requirements.

Simply select the card that best fits your platform and upload it directly.

PowerPoint Templates for Customization

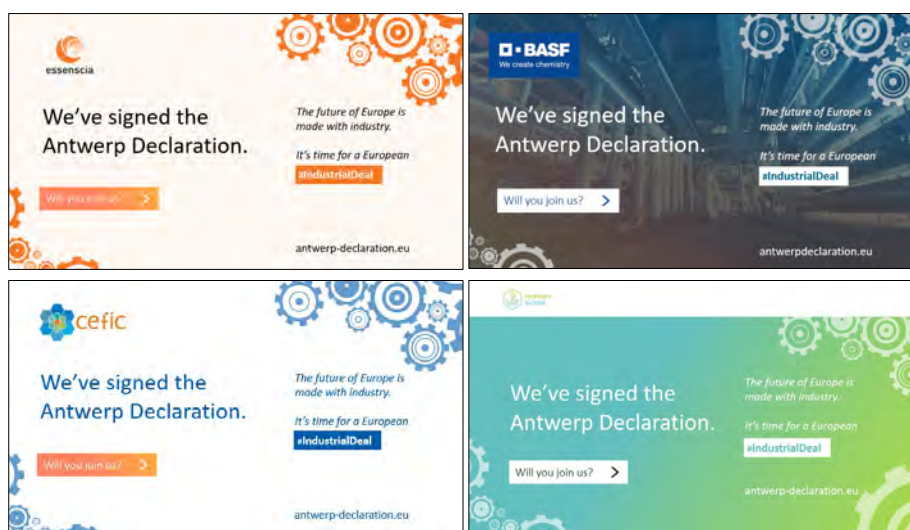
- 1 in horizontal dimensions* (includes the HOW-TO & quick guide)
- 1 in square dimensions

Our PowerPoint templates are fully editable, allowing you to tailor each element to match your brand's identity. Here's how to use them:

1. **Open the Template:** Choose the template that matches your desired format (square or horizontal) and open it in PowerPoint.
2. **Edit the Elements:** All elements in the template are in shape format, making them easy to edit. Click on any element you wish to customize, and use the PowerPoint tools to adjust colors, sizes, or text.
3. **Use the Notes:** Each template includes notes on how to customize the elements. These can be found in the "Notes" section at the bottom of each slide. Make sure to check these notes for tips and best practices.
4. **Remove any notes/guidelines** before saving and exporting
5. **Exporting Your Customized Cards**
For Images: Go to File > Save As, choose the location where you want to save the file, then select the format (JPEG or PNG) from the "Save as type" dropdown menu. Click "Save." If prompted, choose to export "All Slides" or "Just This One."

For GIFs: To save your slide as a GIF, go to File > Export, select "Create an Animated GIF," and choose your desired quality and size. Click "Export" to save your GIF.

Examples of Branded Cards:



Reference Links:

PowerPoint Exporting Guide: For more detailed instructions on exporting your designs, visit [\[https://support.microsoft.com/en-us/office/save-a-presentation-as-a-movie-file-or-mp4-4e6f7ebe-7a0f-40d1-a1b8-8e631b0cbea4\]](https://support.microsoft.com/en-us/office/save-a-presentation-as-a-movie-file-or-mp4-4e6f7ebe-7a0f-40d1-a1b8-8e631b0cbea4)(<https://support.microsoft.com/en-us/office/save-a-presentation-as-a-movie-file-or-mp4-4e6f7ebe-7a0f-40d1-a1b8-8e631b0cbea4>).

Customizing PowerPoint Shapes: For tips on editing shapes in PowerPoint, check out [\[https://support.microsoft.com/en-us/office/edit-points-in-a-shape-f4a95c0d-061a-4d77-9a1d-f3c6c912ca7e\]](https://support.microsoft.com/en-us/office/edit-points-in-a-shape-f4a95c0d-061a-4d77-9a1d-f3c6c912ca7e)(<https://support.microsoft.com/en-us/office/edit-points-in-a-shape-f4a95c0d-061a-4d77-9a1d-f3c6c912ca7e>).