



25-28 February 2019



AN EVENT OF
 MOBILE
WORLD CAPITAL™
BARCELONA



MWC19 Barcelona Social Media Toolkit



25-28 February 2019

MWC19 Barcelona sets the industry standard for mobile innovation. The event offers attendees, partners, sponsors, and exhibitors alike the unique opportunity to reach the global mobile community. In 2019, the event will take place from Feb 25 – Feb 28.

This toolkit provides our media partners a set of sample social media messages to use on their personal and institutional accounts to inform, distribute, and amplify messages and their partnership with the GSMA.

GSMA Social Media Channels



Twitter

www.twitter.com/GSMA

www.twitter.com/GSMAEvents

Facebook

www.facebook.com/mobileworldcongress

LinkedIn

<https://www.linkedin.com/showcase/mwcbarcelona/>

Instagram

www.instagram.com/gsmaonline

YouTube

www.youtube.com/GSMAOnline



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Twitter Messages

We're partnering with the @GSMA to bring you coverage of #MWC19 Barcelona! Find out more about this exciting event

www.mwcbarcelona.com

[Media partner name] is delighted to partner with the @GSMA for #MWC19 Barcelona! Join the conversation using #MWC19 www.mwcbarcelona.com

#MWC19 Barcelona will highlight the intersection of “hyper-connectivity”, enabled by #5G and the #IoT, and “intelligence”, delivered by #AI and #BigData. Know more www.mwcbarcelona.com #MWC19

The conference at #MWC19 will cover topics around [#AI](#), [#connectivity](#), [#immersive](#) content, [#digitaltrust](#) and more. Explore the agenda <https://www.mwcbarcelona.com/conference-programmes/agenda/>

Taking place 25-28 February, #MWC19 Barcelona is set to attract more than 107,000 professionals from over 200 countries making it the must-attend industry event of 2019. Find out more here www.mwcbarcelona.com.

#MWC19 will feature over 2400 exhibitors showcasing the latest technologies & innovative products. Details <https://www.mwcbarcelona.com/exhibition/>



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Facebook & LinkedIn

We are delighted to be partnering with the @GSMA to bring you coverage of #MWC19 Barcelona! It is the biggest mobile industry event and will showcase how #Intelligent #Connectivity will shape the way the world communicates in the future. www.mwcbarcelona.com

#MWC19 Barcelona will highlight the intersection of “hyper-connectivity”, enabled by #5G and the #IoT, and “intelligence”, delivered by #AI and #BigData. Join us at the event and follow our coverage using #MWC19. Discover the agenda <https://www.mwcbarcelona.com/conference-programmes/agenda/>

Over 2400 exhibitors will showcase the newest technology and the most innovative products and services at #MWC19 Barcelona. Learn more about the exhibition here <https://www.mwcbarcelona.com/exhibition/>

We are proud to partner with the @GSMA to bring you coverage of #MWC19 Barcelona! With more than 2,400 companies participating across the exhibition, 4 days of conference programming and in-depth discussions of topics such as #5G, #AI, #security and more, it really is the must-attend industry event of 2019. Find out more here www.mwcbarcelona.com

#MWC19



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Social Media Graphics





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Download the images for use here:

<https://gsma.at/2S1vULZ>