# atingi

# atingi Social Media Toolkit

Partner Social Media Resource

2024

# Overview

The atingi Social Media Toolkit empowers our partners to amplify atingi's mission of providing free and quality education across Africa, Asia, and Latin America.

By providing pre-designed social media posts, we facilitate partner engagement with their audiences and aim to increase awareness, engagement, and enrollment on the atingi platform.

This toolkit serves as a strategic resource, enabling partners to actively support our mission, drive engagement, and create a meaningful impact in the lives of learners across our regions.

Through collaborative efforts, we collectively advance the cause of accessible education and foster positive change in our communities.

# Here's how this toolkit can benefit you:

## Align with Brand Messaging:

Save time and effort by utilising our pre-designed social media posts tailored to various objectives, including course promotion, milestone celebrations, brand awareness, and more.

## Enhanced Engagement:

Engage your audience effectively with compelling content that resonates with their interests and encourages interaction. Our posts are crafted to spark conversations and encourage learners to explore the diverse range of courses available on the atingi platform.

## Increased Visibility:

Position yourself as a trusted resource for education and skill development within your community by sharing valuable content from atingi. By promoting our platform and courses, you can attract new learners and contribute to the growth of our collective impact.

## Strategic Partnership:

As an atingi partner, you play a vital role in advancing the cause of accessible education and fostering positive change in our communities. By leveraging the resources in this toolkit, you actively support our mission while enhancing your own brand presence and impact.

# Social Media Handles

@atingi.org

https://www.facebook.com/atingi.org/

@atingi.org

https://www.linkedin.com/company/atingi-org/

@atingi_elearn

https://twitter.com/atingi_elearn

# #Hashtags

## 1
### Brand
#atingiLearning

#UnlockYourPotential

#EmpowerThroughEducation

#LearnWithatingi

#SkillUpWithatingi

## 2
### Partner
#atingiPartners

#CollaborateForChange

#EmpoweringCommunities

#ImpactThroughPartnership
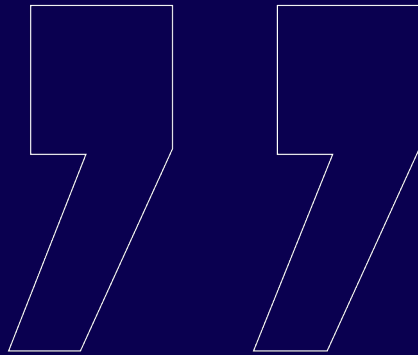
#TogetherWeLearn

## 3
### Education
#OnlineLearning

#EducationForAll

#LifelongLearning

#FutureOfEducation

#SkillDevelopment

# All social media assets can be found on this here:

## https://www.atingi.org/partner/downloads/

## Download

**There are 2 versions of each post:**

- *With space for your logo*
- *Without logo space*

*Either of these post images\* can be used with the accompanying post copy.*

**There are 2 sizes:**

- *LinkedIn and Facebook 1200x628*
- *For X (Twitter) 1600x900*

## 1. Brand Awareness Post

This brand awareness post aims to inform the audience about atingi's offerings of free, high-quality courses designed to provide a competitive advantage in various industries.

By highlighting the availability of over 550 courses and certifications, the post seeks to attract learners and position atingi as a trusted platform for online education

| Post Number | 1 | Post Date | Unspecified | Platform | Facebook | Image size | 1200 x 630 px |
|---|---|---|---|---|---|---|---|

| Type | Brand Awareness |
|---|---|

**File Type** Static

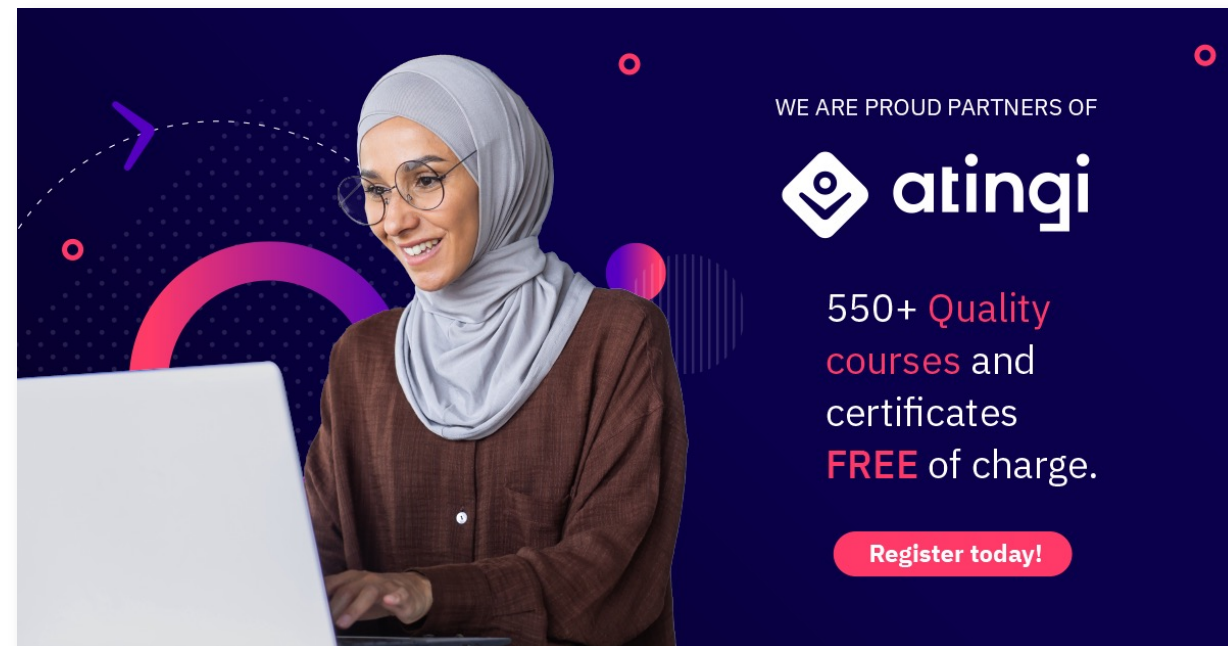| Focus | Discover how atingi's free quality courses can give you a competitive edge in your industry, with over 450 courses and certificates available! |
|---|---|

**Target** All

Did you know that atingi offers FREE quality courses that give you a competitive edge in your industry? 🎓

**All** their **550+ courses & certificates are free of charge**!

There's no limit to the number of courses you can take! Plus, showcase your expertise with a badge on your social media once you complete a course. 🏅

Join the millions of learners enhancing their skills with atingi today: https://www.atingi.org/learn **#atingi #atingipartners #OnlineLearning #SkillsForSuccess**

WE ARE PROUD PARTNERS OF

**atingi**

550+ Quality courses and certificates FREE of charge.

**Register today!**

| Content Tags | #atingi #atingipartners #OnlineLearning #SkillsForSuccess |
|---|---|

| File Name: | atingi Kit V3 post_1a.png |
|---|---|

| Link | https://www.atingi.org/learn |
|---|---|

| Post Number | 1 | Post Date | Unspecified | Platform | Twitter | | Image size | 1600 x 900 px |

**Post Number** 1  **Post Date** Unspecified  **Platform** Twitter

**Image size** 1600 x 900 px

**Type** Brand Awareness

**File Type** Static

**Focus** Discover how atingi's free quality courses can give you a competitive edge in your industry, with over 450 courses and certificates available!
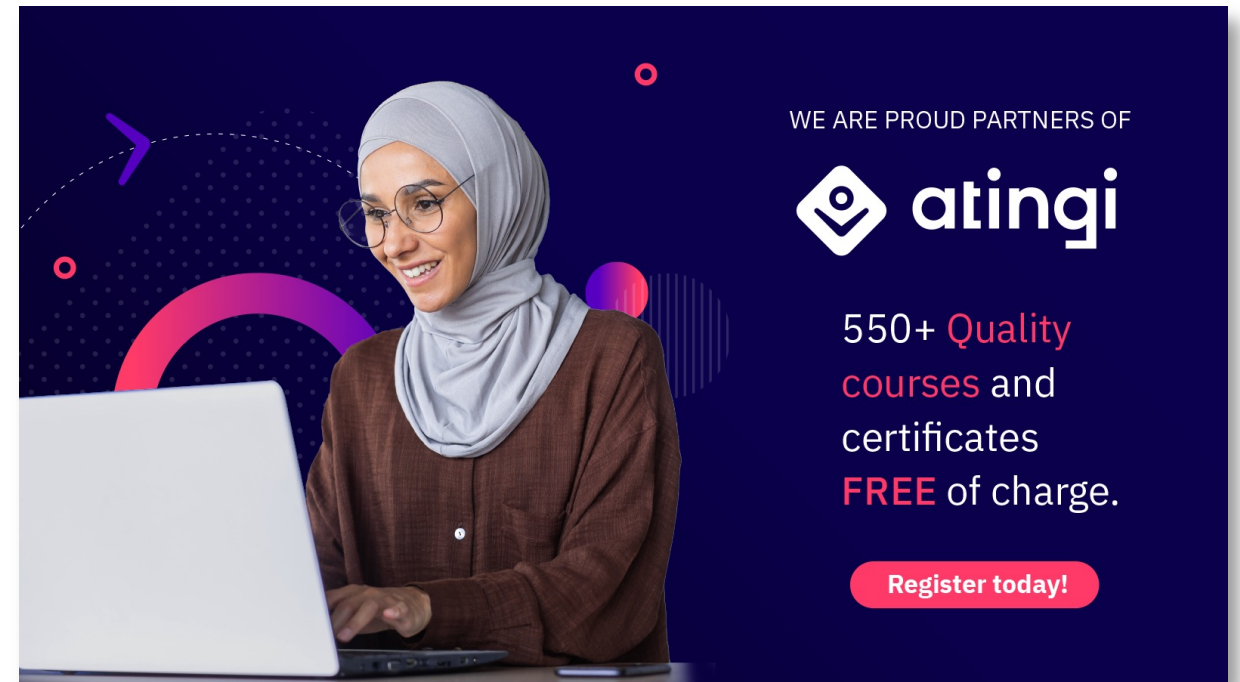
**Target** All

Access over **550+ FREE,** top-notch courses that give you a competitive advantage. With no limits on the number of courses, you can continuously upgrade your skills &stay ahead of the curve. Join the millions of learners enhancing their skills with #atingi: https://www.atingi.org/learn

*280 Characters*



WE ARE PROUD PARTNERS OF

atingi

550+ Quality courses and certificates FREE of charge.

Register today!

**Content Tags** #atingi #atingipartners #OnlineLearning #SkillsForSuccess

**File Name:** atingi Kit V3 X_post_1b.png

**Link** https://www.atingi.org/learn

| **Type** | Brand Awareness |

| **File Type** | Static |

| **Focus** | Discover how atingi's free quality courses can give you a competitive edge in your industry, with over 450 courses and certificates available! |

| **Target** | All |

Did you know that #atingi provides a diverse range of FREE high-quality courses designed to give you a competitive edge in your industry? 🎓
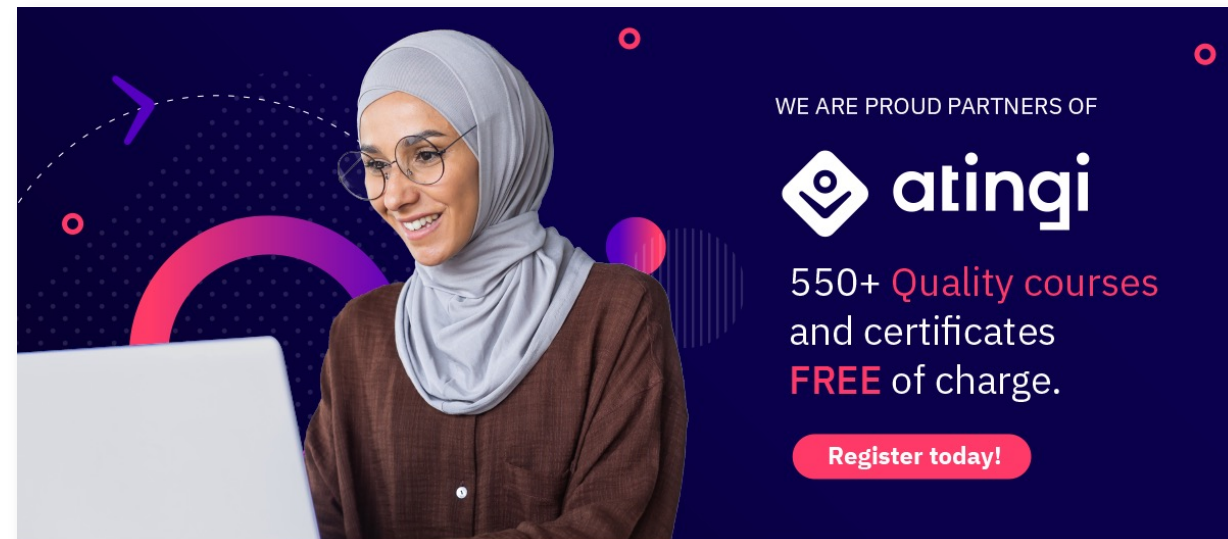
**All** their 550+ **courses & certificates are free of charge**!

There's no limit to the number of courses you can take, allowing you to tailor your learning experience to meet your unique career goals and aspirations.

Plus, upon completing a course, you can proudly showcase your newly acquired expertise with a badge on your social media profile! 🏅

Join the millions of learners enhancing their skills with atingi today: https://www.atingi.org/learn #atingipartners #OnlineLearning #SkillsForSuccess

WE ARE PROUD PARTNERS OF

atingi

550+ Quality courses and certificates FREE of charge.

Register today!

Partners logos goes here

| **Content Tags** | #atingi #atingipartners #OnlineLearning #SkillsForSuccess |

| **File Name:** | atingi Kit V3 post_1b.png |

| **Link** | https://www.atingi.org/learn |

## 2. Course Awareness Post

This post promotes the wide variety of courses available on the atingi platform, covering subjects such as business, AI, digital skills, tourism, and health, among others. It emphasises the accessibility of these courses, which are offered in 22 languages, making them available to learners worldwide.

| Post Number | 2 | Post Date | Unspecified | Platform | Facebook | | Image size | 1200 x 630 px |

**Post Number** 2   **Post Date** Unspecified   **Platform** Facebook   **Image size** 1200 x 630 px

**Type** Brand Awareness

**File Type** Static

**Focus** Explore diverse courses in business, AI, digital skills, tourism, health & more on atingi, available in 21 languages for global learners.
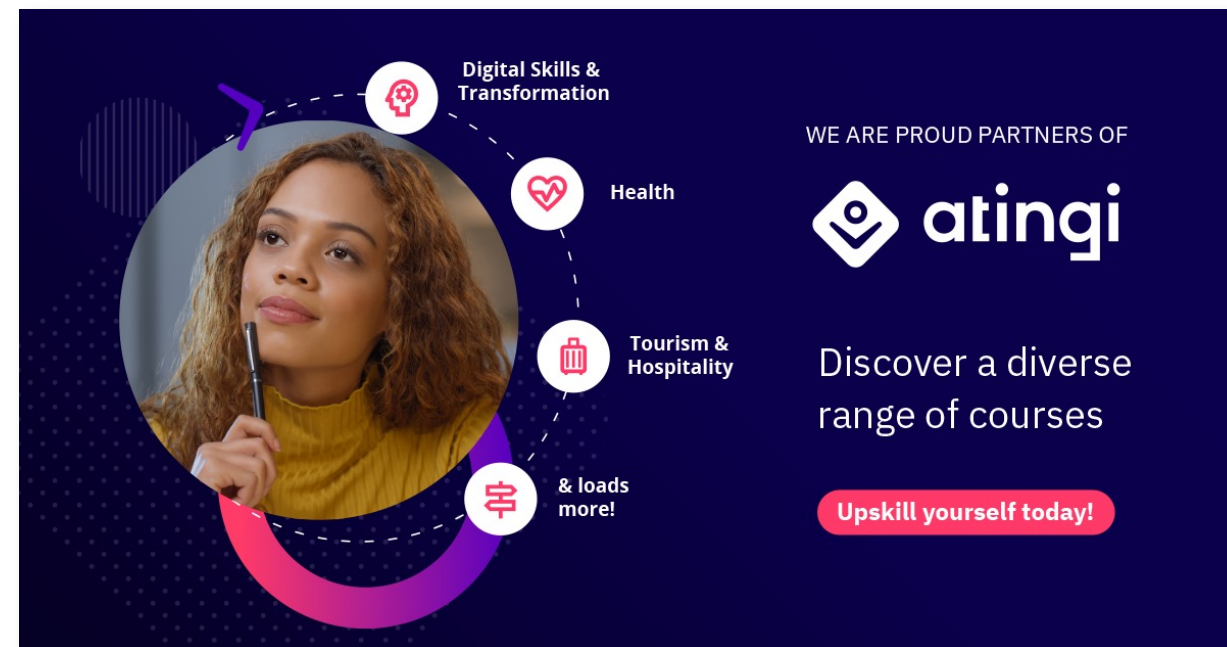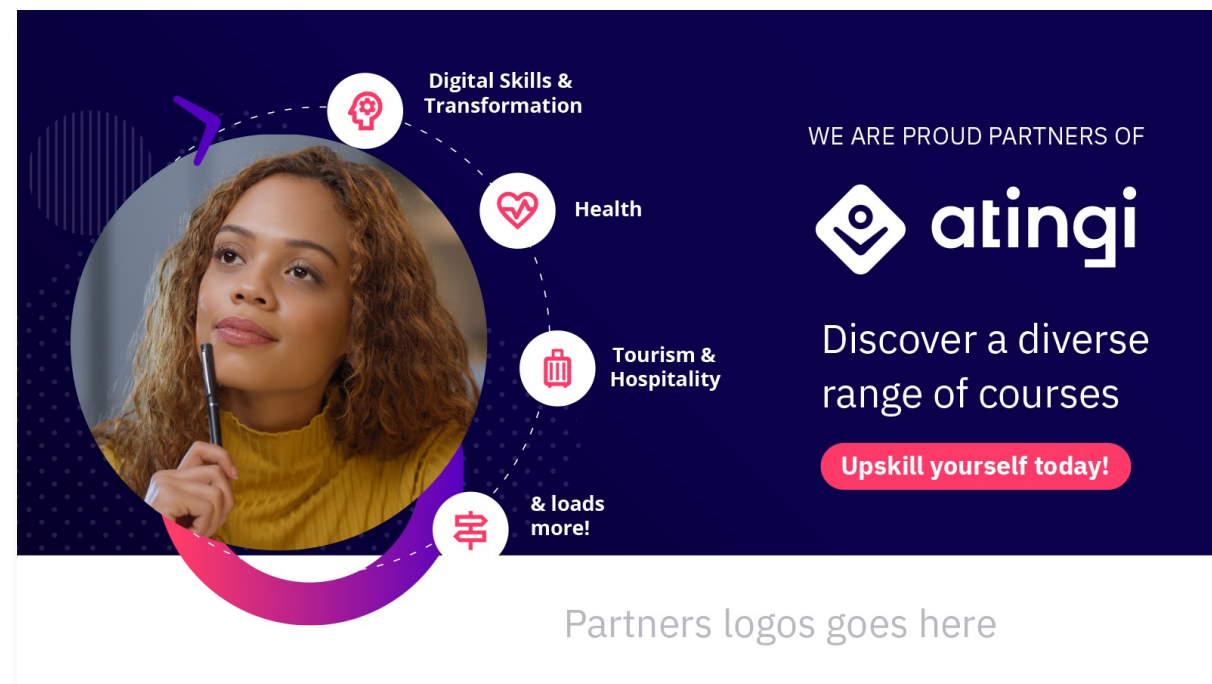
**Target** All

Discover a diverse range of courses in business, AI, digital skills, tourism, health, and more offered by atingi.

With courses available in 22 languages, atingi ensures accessibility to learners worldwide. Join the atingi community today and unlock endless opportunities for personal and professional growth!

🔗https://www.atingi.org/learn/courses/ #atingi #atingipartners #OnlineLearning #SkillsForSuccess



Digital Skills & Transformation

Health

Tourism & Hospitality

& loads more!

WE ARE PROUD PARTNERS OF

atingi

Discover a diverse range of courses

**Upskill yourself today!**

**Content Tags** #atingi #atingipartners #OnlineLearning #SkillsForSuccess

**File Name:** atingi Kit V3 post_2a.png

**Link** https://www.atingi.org/learn/courses/

12

| Post Number | 2 | Post Date | Unspecified | Platform | Twitter | | Image size | 1600 x 900 px |

| Type | Brand Awareness |

| Focus | Explore diverse courses in business, AI, digital skills, tourism, health & more on atingi, available in 21 languages for global learners. |

File Type: Static

Target: All

Experience a diverse range of courses in business, AI, digital skills, tourism, health & beyond with **#atingi**. With accessibility in 22 languages, atingi empowers learners globally. Join the community today to unlock your professional development!
🔗https://www.atingi.org/learn/courses/

*273 Characters*



Digital Skills & Transformation

Health

WE ARE PROUD PARTNERS OF

atingi

Tourism & Hospitality

Discover a diverse range of courses

Upskill yourself today!

& loads more!

Partners logos goes here

| Content Tags | #atingi #atingipartners #OnlineLearning #SkillsForSuccess | File Name: | atingi Kit V3 X_post_2b.png |

| Link | https://www.atingi.org/learn/courses/ |

13

**Post Number** 2

**Post Date** Unspecified

**Platform** Linkedin

**Image size** 1200 x 630 px

**Type** Brand Awareness

**File Type** Static

**Focus** Explore diverse courses in business, AI, digital skills, tourism, health & more on atingi, available in 21 languages for global learners.
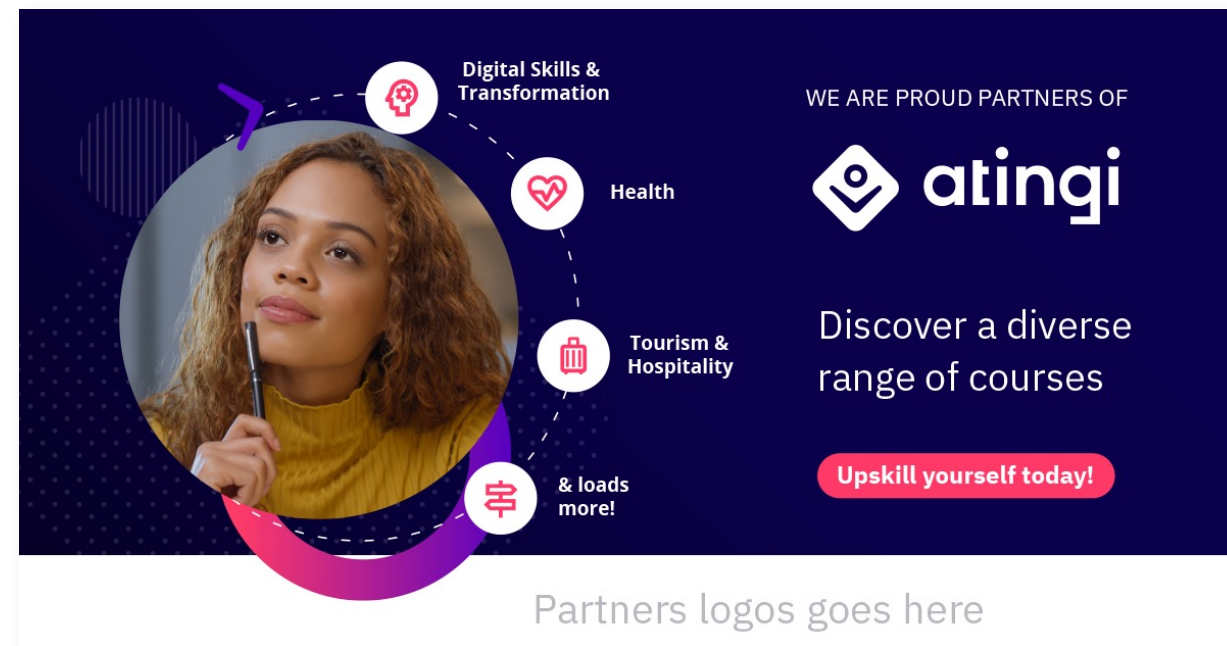
**Target** All

Discover a wide range of courses in business, AI, digital skills, tourism, health, and more, offered by **#atingi**.

Boasting offerings in 22 languages, atingi ensures inclusivity and accessibility for learners worldwide. Don't miss out on the chance to join the atingi community and embark on a journey of continuous growth and success!

🔗https://www.atingi.org/learn/courses/ **#atingipartners #OnlineLearning #SkillsForSuccess**



Digital Skills & Transformation

Health

Tourism & Hospitality

& loads more!

WE ARE PROUD PARTNERS OF

**atingi**

Discover a diverse range of courses

**Upskill yourself today!**

Partners logos goes here

**Content Tags** #atingi #atingipartners #OnlineLearning #SkillsForSuccess

**File Name:** atingi Kit V3 post_2b.png

**Link** https://www.atingi.org/learn/courses/

## 3. **Partner** Course Awareness Post

This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users.

| Post Number | 3 | Post Date | Unspecified | Platform | Facebook | | Image size | 1200 x 630 px |
|---|---|---|---|---|---|---|---|---|

| Type | Partner Course Awareness Post |
|---|---|

**File Type** | Static

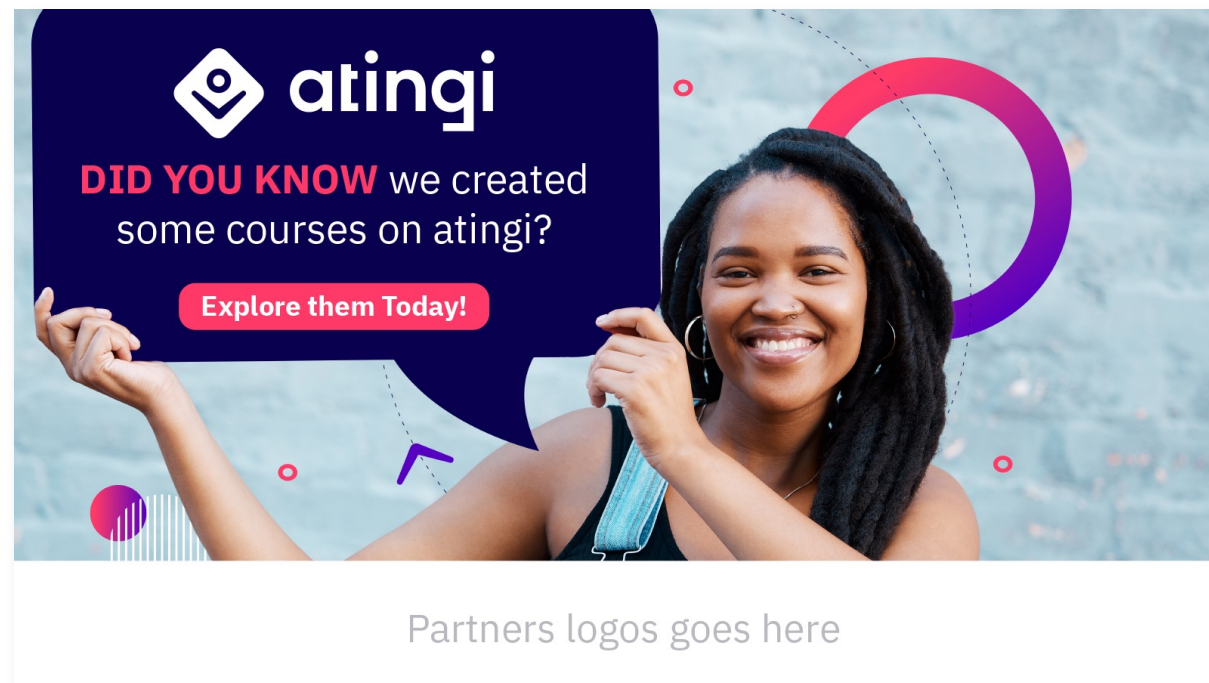| Focus | This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users. |
|---|---|

**Target** | All

**NB: Partner please replace all text in RED and insert the link to your course**

Did you know our comprehensive **'Introduction to Data Science'** course is available on atingi? Yes! Start your journey into **data analytics** and unlock endless possibilities today!

Benefit from **hands-on projects, expert guidance, and industry insights**. Our strategic partnership with **#atingi** ensures that we cater to you and your professional development needs!

Register now and take the first step towards mastering **data science** 🔗
Click here👉 insert course link **#atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment**



**DID YOU KNOW** we created some courses on atingi?

Explore them Today!

| Content Tags | #atingi #atingipartners #OnlineLearning #SkillsForSuccess | File Name: | atingi Kit V3 post_3a.png |
|---|---|---|---|

| Link | http://ow.ly/LYlH50OAsPF |
|---|---|

Type Partner Course Awareness Post

File Type Static

Target All

Focus This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users.
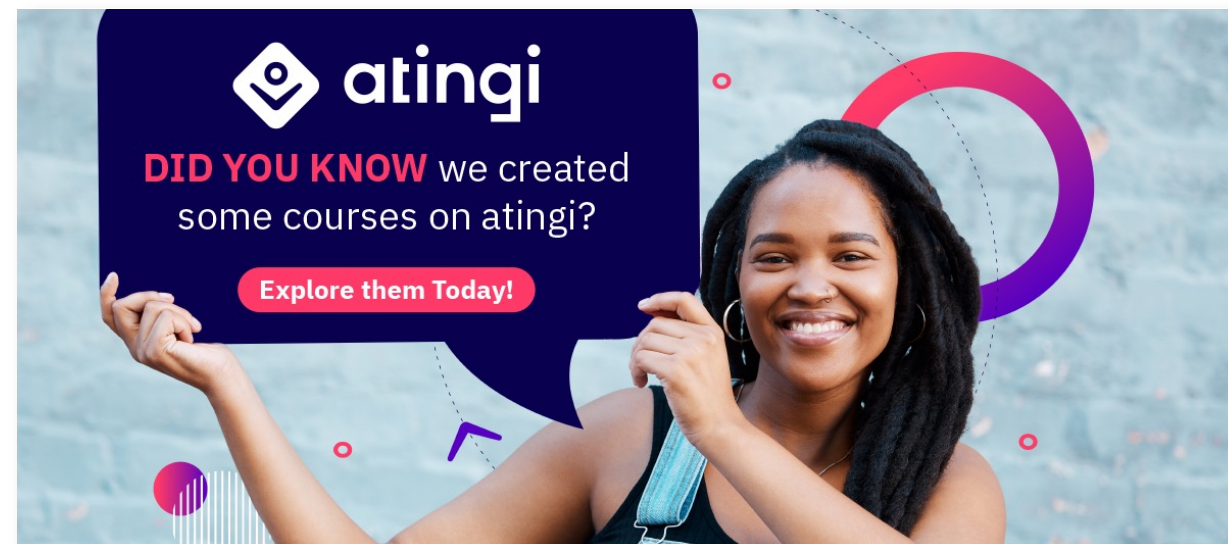
**NB: Partner please replace all text in RED and insert the link to your course**

Did you know our **'Introduction to Data Science'** course is available on **#atingi**? Yes! Start your journey into data analytics & unlock endless possibilities today! Register now and take the first step towards mastering **data science**🔗 Click here👉 insert course link **#atingipartners**

*280 Characters*



DID YOU KNOW we created some courses on atingi?

Explore them Today!

Partners logos goes here

Content Tags #atingi #atingipartners #OnlineLearning #SkillsForSuccess

File Name: atingi Kit V3 X_post_3b.png

Link course link

| Post Number | 3 | Post Date | Unspecified | Platform | Linkedin | | Image size | 1200 x 630 px |
|---|---|---|---|---|---|---|---|---|

| Type | Partner Course Awareness Post |
|---|---|

| | File Type | Static |
|---|---|---|

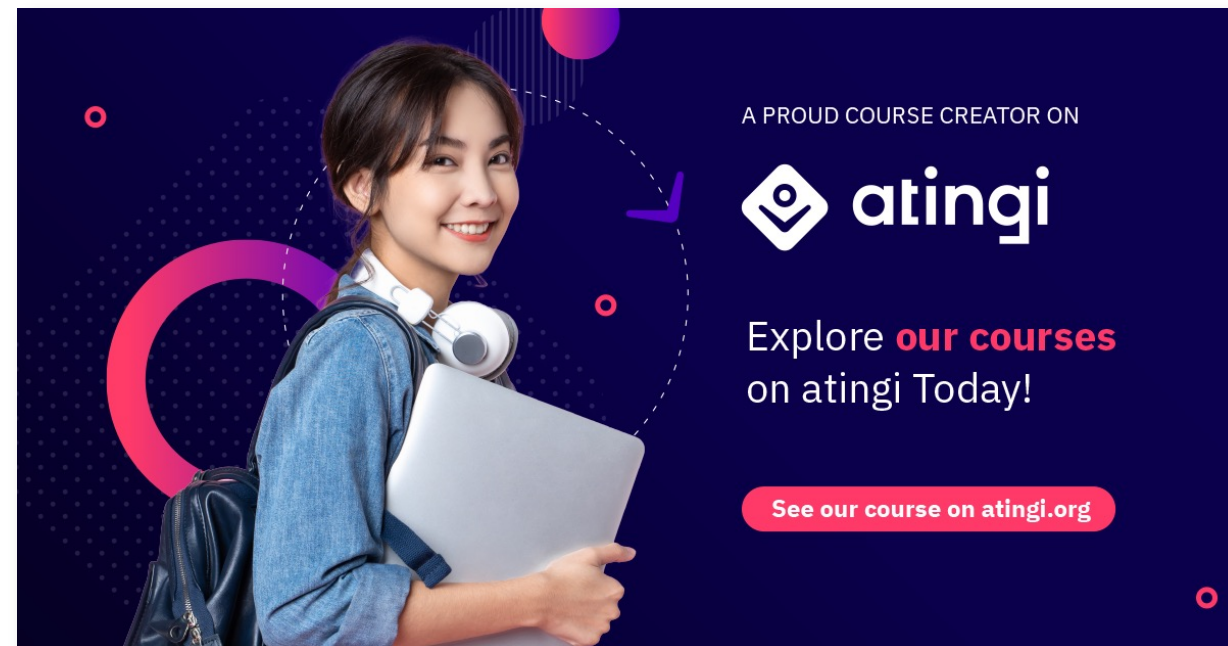| Focus | This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users. |
|---|---|

| | Target | All |
|---|---|---|

**NB: Partner please replace all text in RED and insert the link to your course**

Did you know our comprehensive **'Introduction to Data Science'** course is available on atingi? Yes! Start your journey into **data analytics** and unlock endless possibilities today!

Benefit from **hands-on projects, expert guidance, and industry insights**. Our strategic partnership with **#atingi** ensures that we cater to you and your professional development needs!

Register now and take the first step towards mastering **data science**🔗 Click here👉 insert course link **#atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment**



**DID YOU KNOW** we created some courses on atingi?

**Explore them Today!**

Partners logos goes here

| Content Tags | #atingi #atingipartners #OnlineLearning #SkillsForSuccess |
|---|---|

| File Name: | atingi Kit V3 post_3b.png |
|---|---|

| Link | course link |
|---|---|

## 4. **Partner** Course Awareness Post

This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users.

**Post Date** Unspecified

Platform Facebook

Image size 1200 x 630 px

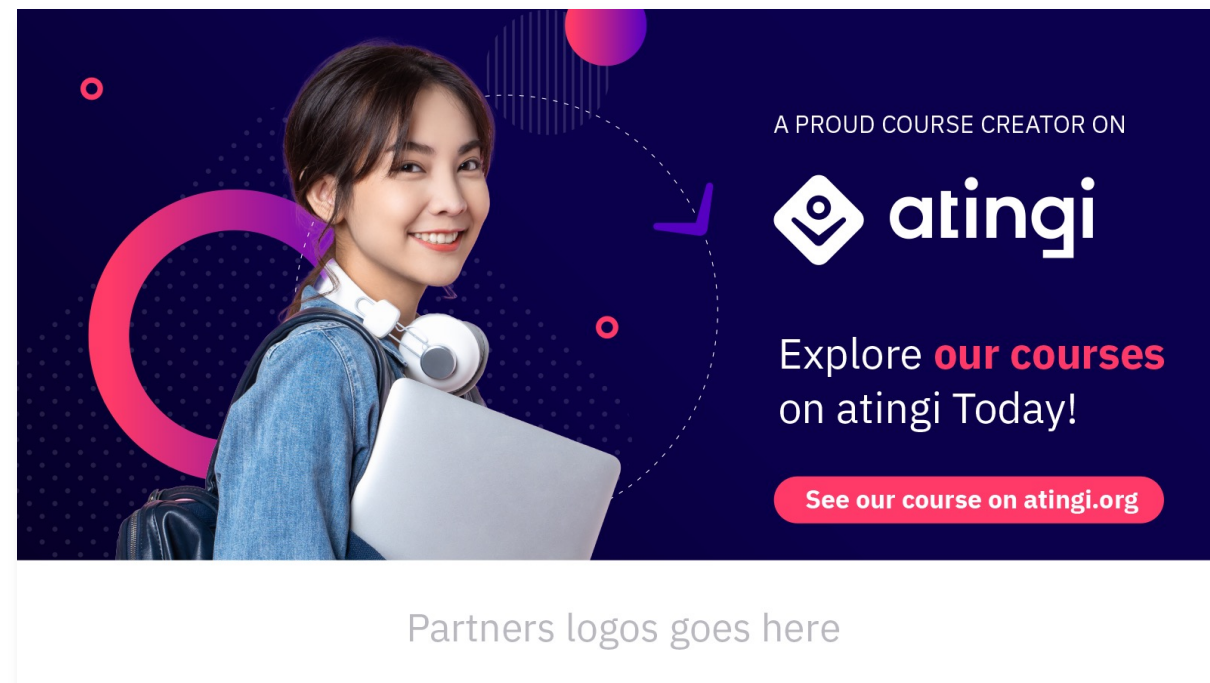Type Partner Course Awareness Post

File Type Static

Focus This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users.

Target All

Explore our courses on **#atingi** today!

As proud course creators, we're delighted to present our range of courses that cater to your professional development and give you an edge. 😉

Simply register & enroll to begin a journey you can be proud of. Complete your course, acquire your atingi certificate and step confidently into your future!

Start here👉 insert course link **#atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment**

A PROUD COURSE CREATOR ON

atingi

Explore **our courses** on atingi Today!

See our course on atingi.org

Content Tags **#atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment**

File Name: atingi Kit V3 post_4a.png

Link Course link

**Type** — Partner Course Awareness Post

**File Type** — Static

**Target** — All

**Focus** — This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users.
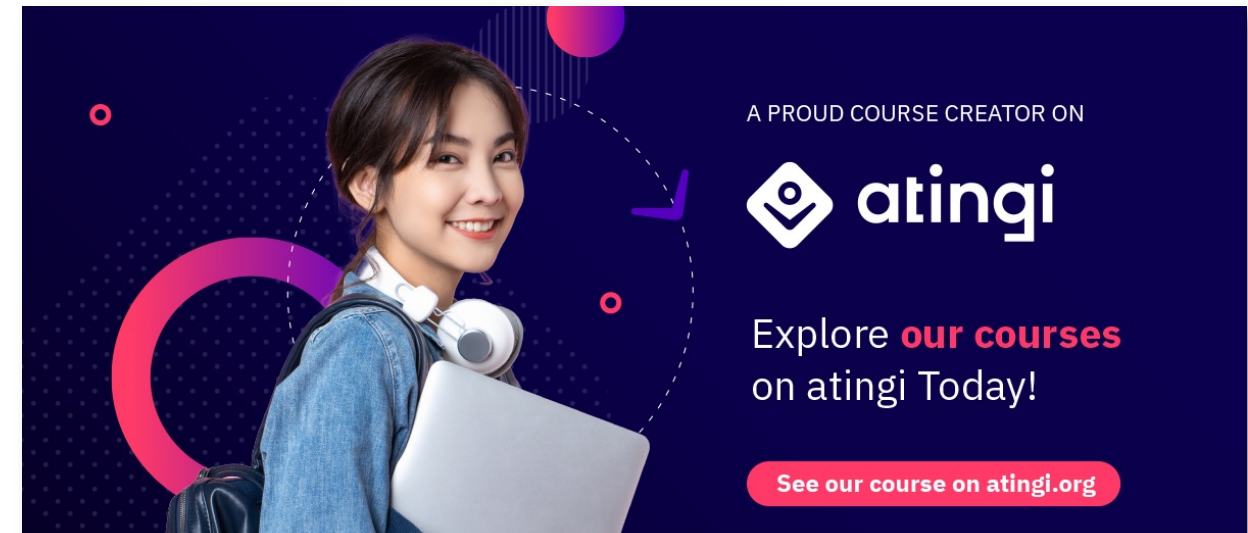
Explore our courses on **#atingi**! As proud course creators, we're delighted to present courses catering to your professional development & giving you an edge. Sign up, complete your course, get your certificate & step confidently into your future👉 insert course link **#atingipartners**

*280 Characters*

A PROUD COURSE CREATOR ON

atingi

Explore **our courses** on atingi Today!

See our course on atingi.org

Partners logos goes here

**Content Tags** — #atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment

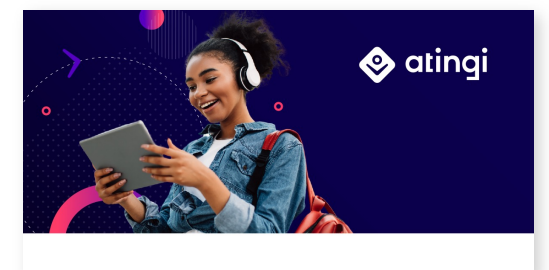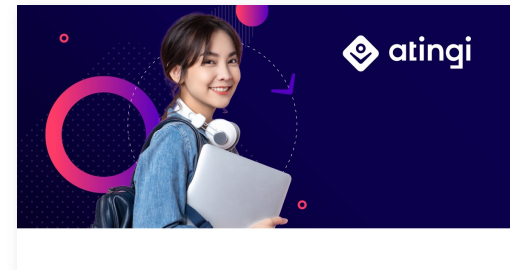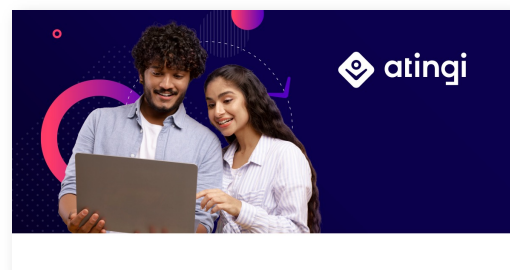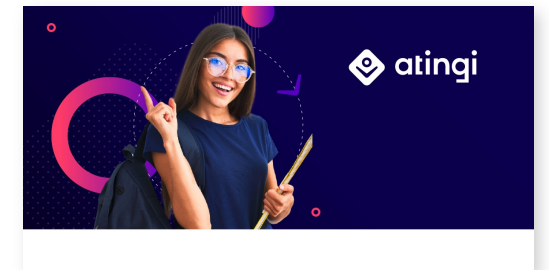**File Name:** atingi Kit V3 X_post_4b.png

**Link** — Course link

| Post Number | 4 | Post Date | Unspecified | | Platform | Linkedin | | Image size | 1200 x 630 px |
|---|---|---|---|---|---|---|---|---|---|

| Type | Partner Course Awareness Post | File Type | Static |
|---|---|---|---|

| Focus | This post showcases courses developed by atingi partners, available on the atingi platform, offering diverse learning opportunities for users. | Target | All |
|---|---|---|---|

Explore our courses on #atingi today!

As proud course creators, we're delighted to present our range of courses that cater to your professional development and give you an edge. 😉

Simply register & enroll to begin a journey you can be proud of. Complete your course, acquire your atingi certificate and step confidently into your future!

Start here👉 insert course link #atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment

A PROUD COURSE CREATOR ON

atingi

Explore **our courses** on atingi Today!

See our course on atingi.org

Partners logos goes here

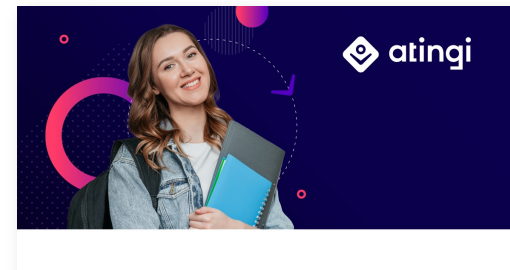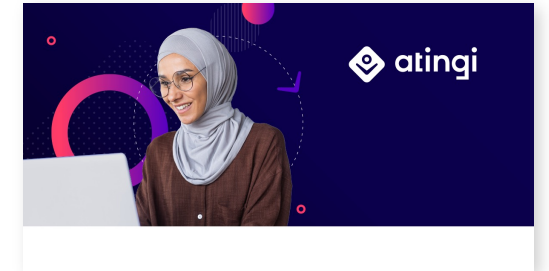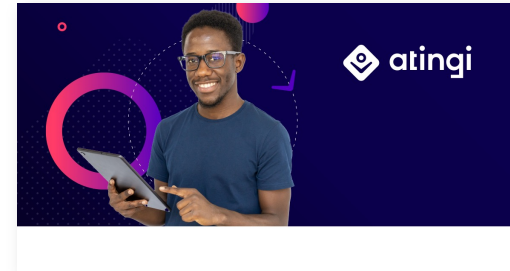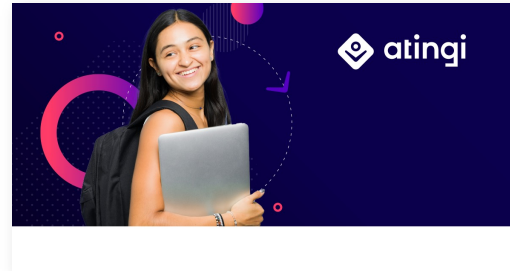| Content Tags | #atingiLearning #atingipartners #OnlineLearning #SkillsDevelopment | File Name: | atingi Kit V3 post_4b.png |
|---|---|---|---|

| Link | Course link |
|---|---|

# Your DIY background image* options.

Add **your own copy and logo** option to your social media card, include background options you can use.

On the next page are templates set up for X, LinkedIn & Facebook.

**Download** these files to add them to the template and save for social media.

**\*Download these files here:** https://www.atingi.org/wp-content/uploads/2024/05/atingi-Social-Media-Partner-Toolkit.zip

# Modular system to create your own atingi partner post

**Size for LinkedIn & Facebook:**
**1200x628px**
(width x height)

1.   **Choose a background image***
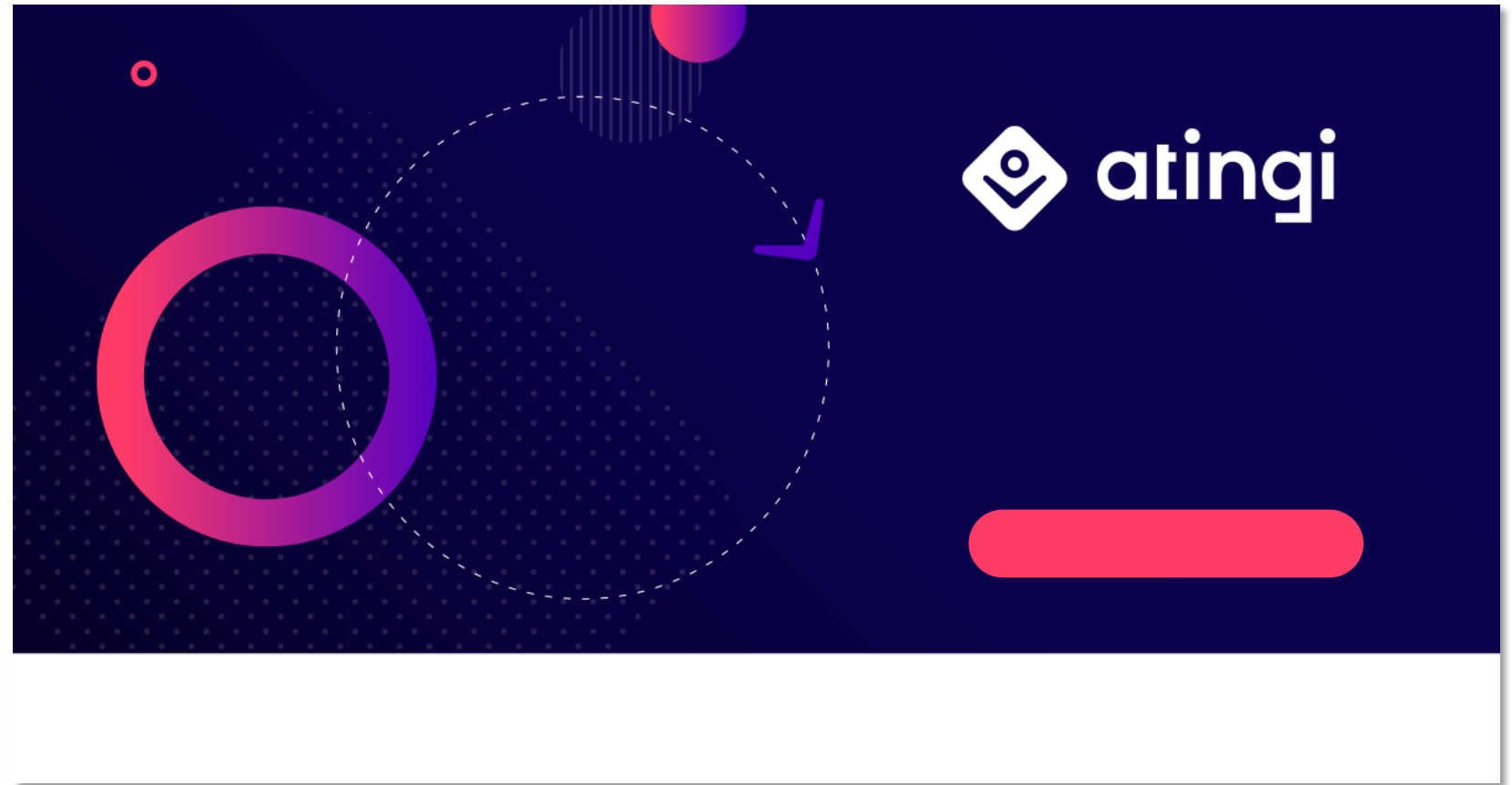Click placeholder image

2. **Change your text**
Font is IBM Plex Sans
Download  font **here**

3. **Add your logo**
Click logo placeholder

4. **Select all elements**
    right click **>save as Picture**



*If you can no longer see the text box or CTA button - **send the image to the back (under arrange)***

# Modular system to create your own atingi partner post

**Size for X:**
**1600x900px**
(width x height)

1. **Choose a background image\***
Click placeholder image

2. **Change your text**
Font is IBM Plex Sans
Download font **here**
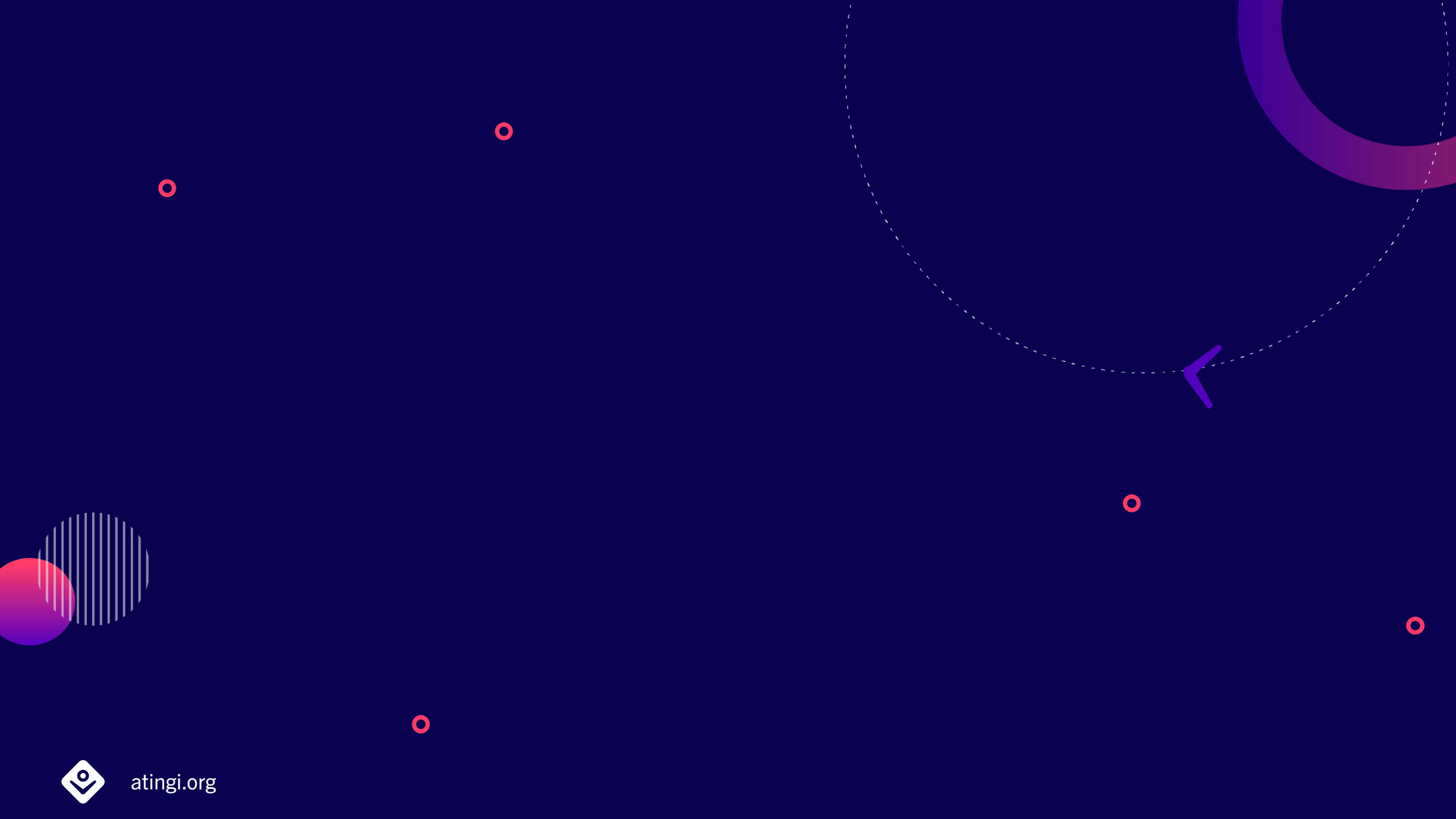
3. **Add your logo**
Click logo placeholder

4. **Select all elements**
right click **>save as Picture**



*If you can no longer see the text box or CTA button - **send the image to the back (under arrange)***