



Social Media during TWG2022



We are The World Games

www.theworldgames.org

We offer you:

- Start lists and results
- Daily Press Briefings
- Photos and video clips from competitions and from behind the scenes
- Athlete of the Day
- Promotion on social media, website, press releases and newsletters



Please use the hashtags:

#TWG2022

#WeAreTheWorldGames

#WeAreTWG

Athlete of the Day:

#TheWorldGamesAOTD

and tag The World Games

Facebook: **@iwga.theworldgames**

Instagram and Twitter: **@theworldgames**

TikTok: **@wearetheworldgames**

Social Media Handles:



facebook.com/iwga.theworldgames



twitter.com/theworldgames



instagram.com/theworldgames



youtube.com/theworldgamestv



tiktok.com/@wearetheworldgames

Watermarks

for your photos on Social Media



to be downloaded from IWGA Sharepoint

- 1080 x 1080px (1:1)
- 1080 x 1350 px (4:5)
- 1080 x 1920px (16:9)

Clean Backgrounds

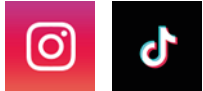
for your posts on Social Media



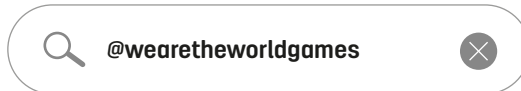
to be downloaded from IWGA Sharepoint

- 1080 x 1080px (1:1)
- 1080 x 1350 px (4:5)
- 1080 x 1920px (16:9)

Animated GIFs



In both **Instagram Stories** and **TikTok** you can search for GIFs made by the IWGA, either search with **twg** or (better) for all gifs, **@wearetheworldgames**.



A selection of GIFs and animated .mov files can be downloaded from **IWGA Sharepoint** too.



Animated Outro

.mp4 Video



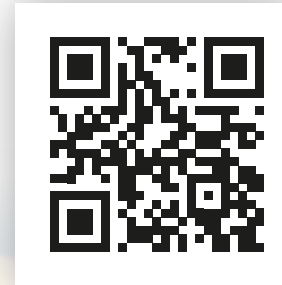
to be downloaded from IWGA Sharepoint

- 1080 x 1080px
- 1080 x 1920px
- 1920 x 1080px

TV and filming rights

On the field of play, the TV production has the highest priority.

Please refer to the FA (XY docment) for detailed information about what can be filmed, when it can be filmed and and when it can be published on social media.



FAQ

Link to XXX

Wordmark

Please remember...



The World Games

- always with capital **T**
- for example, instead of 11th World Games, please use:
11th edition of The World Games

Shared Assets

Download links



- Watermarks
- Clean Backgrounds
- Video Outro
- Animated GIFs



Social Media assets

[Link to IWGA Sharepoint](#)



- Past Editions of TWG
- Behind the Scenes
- Sports of TWG



Photos

[Visit our our Flickr account](#)



- IWGA Logo
- IWGA/BOC combined logo



CI Guidelines

[Download Logo and Brand Identity guidelines from our Website](#)

IWGA communications Team

- **Let's stay in touch!**
- Please keep us updated on your sport and your athletes.
- Don't hesitate to contact us.



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