**2030 IN SIGHT LIVE**

**Changemakers Social Media Messaging**

2030 IN SIGHT LIVE – Singapore is the premier opportunity to align efforts, create new connections, share insights, develop new ideas and learn in a format that celebrates and is driven by attendee input and participation.

We are delighted to have you join us as an event Changemaker and invite you to celebrate your support.

IAPB has produced a number of social media messages and accompanying artwork to promote 2030 IN SIGHT LIVE. We hope you can help amplify your involvement at this important, not to be missed event.

Below are suggested social media posts for your consideration.

**SAMPLE POST #1**

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| PLATFORM | POST COPY | TILE |
| LinkedIn | The end of avoidable sight loss is within our grasp, but we must push harder than ever before and draw from our collective knowledge to deliver on this ambition.    Therefore, *(insert organisation name)* are excited to support the @International-agency-for-the-prevention-of-blindness at 2030 IN SIGHT LIVE.  We invite you to join us there.  Register today. ☞ https://iapb.org/2030LIVE  25-26 June 2023.  Singapore.    #2030InSight | Static tile – all sizes available. |
| Facebook | The end of avoidable sight loss is within our grasp, but we must push harder than ever before and draw from our collective knowledge to deliver on this ambition.    Therefore, *(insert organisation name)* are excited to support @IAPB at 2030 IN SIGHT LIVE.  We invite you to join us there.  Register today. ☞ https://iapb.org/2030LIVE  25-26 June 2023.  Singapore.    #2030InSight |
| Twitter | The end of avoidable sight loss is within our grasp, but we must draw from our collective knowledge to deliver this ambition.  Therefore, we are excited to support @IAPB1 at 2030 IN SIGHT LIVE. We invite you to join us.  ☞ www.iapb.org/2030LIVE  25-26 June - Singapore. |
| Instagram | The end of avoidable sight loss is within our grasp, but we must push harder than ever before and draw from our collective knowledge to deliver on this ambition.    Therefore, *(insert organisation name)* are excited to support @IAPB at 2030 IN SIGHT LIVE.  We invite you to join us there.  Follow @IAPB for more information and to register.  25-26 June 2023.  Singapore.    #2030InSight |

**SAMPLE POST #2**

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| PLATFORM | POST COPY | TILE |
| LinkedIn | 2030 IN SIGHT LIVE is our collective opportunity to discuss definitive solutions to the biggest challenges to achieving eye care for all.  We are proud to support the @international-agency-for-the-prevention-of-blindness and 2030 IN SIGHT LIVE.  We invite you to be part of the conversation and register today at www.iapb.org/2030LIVE  25-26 June 2023. Singapore.  #2030InSight | Static tile – all sizes available.  Alternative artwork:  Video file – all sizes available. |
| Facebook | 2030 IN SIGHT LIVE is our collective opportunity to discuss definitive solutions to the biggest challenges to achieving eye care for all.  We are proud to support @IAPB1 and 2030 IN SIGHT LIVE.  We invite you to be part of the conversation and register today at www.iapb.org/2030LIVE  25-26 June 2023. Singapore.  #2030InSight |
| Twitter | 2030 IN SIGHT LIVE is our collective opportunity to discuss definitive solutions to the biggest challenges to achieving eye care for all.  We are a proud supporter of @IAPB1 and 2030 IN SIGHT LIVE.  Register at www.iapb.org/2030LIVE  #2030InSight |
| Instagram | 2030 IN SIGHT LIVE is our collective opportunity to discuss definitive solutions to the biggest challenges to achieving eye care for all.  We are proud to support @IAPB and 2030 IN SIGHT LIVE.  We invite you to be part of the conversation.  Follow @IAPB to register.  25-26 June 2023. Singapore.  #2030InSight |

**SAMPLE POST #3**

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| --- | --- | --- |
| PLATFORM | POST COPY | TILE |
| LinkedIn | Join us for 2030 IN SIGHT LIVE - where innovators, changemakers, communicators and thought leaders are gathering to discuss solutions to achieve a world where eye care for all is a reality!  Be part of the conversation and help turn ideas into impact.  Register today.  25-26 June, Singapore.  www.iapb.org/2030LIVE  *(Insert organisation name)* is a proud supporter of the @international-agency-for-the-prevention-of-blindness and 2030 IN SIGHT LIVE.  #2030InSight | Video file – all sizes available. |
| Facebook | Join us for 2030 IN SIGHT LIVE - where innovators, changemakers, communicators and thought leaders are gathering to discuss solutions to achieve a world where eye care for all is a reality!  Be part of the conversation and help turn ideas into impact.  Register today.  25-26 June, Singapore.  www.iapb.org/2030LIVE  *(Insert organisation name)* is a proud supporter of @IAPB1 and 2030 IN SIGHT LIVE.  #2030InSight |
| Twitter | As proud supporters of @IAPB and 2030 IN SIGHT LIVE, we invite you to join us in Singapore to discuss solutions to achieve a world where eye care for all is a reality.  Help turn ideas into impact.  Register at www.iapb.org/2030LIVE  25-26 June, Singapore.  #2030InSight |
| Instagram | Join us for 2030 IN SIGHT LIVE - where innovators, changemakers, communicators and thought leaders are gathering to discuss solutions to achieve a world where eye care for all is a reality!  Be part of the conversation and help turn ideas into impact.  Follow @IAPB to learn more and to register.  25-26 June, Singapore.  *(Insert organisation name)* is a proud supporter of @IAPB IN SIGHT LIVE.  #2030InSight |

**Please note IAPB has various handles across social media platforms. They are as follows:**

LinkedIn: @International-Agency-For-The-Prevention-of-Blindness

Twitter: @IAPB1

Facebook: @IAPB1

Instagram: @IAPB