**13th Metropolis World Congress**

**SOCIAL MEDIA TOOLKIT**

**#MetropolisCongress**

## Main information

Organised by Metropolis and the People's Government of Guangzhou Municipality, the Congress will be held virtually from **8 to 13 November** and will also host the **Global Mayors’ Forum** and the **5th Guangzhou International Award for Urban Innovation**.

The 13th Metropolis World Congress will be a unique and exceptional opportunity for the metropolitan ecosystem to build collectively actionable strategies, get inspirational ideas and debate on how to implement projects and policies to **transform global cities and metropolitan spaces in the long term**.

* Join the conversation using the hashtag **#MetropolisCongress**
* Follow **#MetropolisCongress** and share possible updates.
* When posting about the 5th GuangzhouAward Ceremony use both **#GuangzhouAward** and **#MetropolisCongress** whenever possible

## Graphic Materials

You will find graphics to use on your social media posts here: https://drive.google.com/drive/folders/1kzKe6o6IhwvAg8obqc6KLyCYu51Za9ll?usp=sharing

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## Social Media Handles

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| **Organization** | **Twitter** | **LinkedIn** | **Facebook** |
| **Metropolis** | Metropolis\_org | Metropolis, Asociación Mundial de las Grandes Metrópolis | Metropolis - World Association of the Major Metropolises |
| **Guangzhou** | @Guangzhou\_City |  |  |
| **Guangzhou Award** | @GuangzhouAward |  | Guangzhou International Award for Urban Innovation |
| *You might also want to tag:* | | | |
| UCLG | @uclg\_org | United Cities and Local Governments (UCLG) | United Cities and Local Governments |
| USE- Urban Sustainability Exchange | @use\_platform |  |  |

## Suggested Posts

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| #MetropolisCongress is in less than 4 days!  A unique opportunity to build collectively actionable strategies and get inspirational ideas to transform metropolitan spaces and global cities in the long term.  8-13 Nov  guangzhou2021.metropolis.org |
| Are you concerned about the future of cities and metropolitan areas?    Be part of #MetropolisCongress and join metropolitan leaders, city managers, and international experts to rethink our future together.  8-13 Nov  Registrations are now open  guangzhou2021.metropolis.org |
| We are glad to be part of #MetropolisCongress next November 8 to 13!  Join us and let's contribute together to the transformation of cities and metropolises towards more caring and sustainable societies.  guangzhou2021.metropolis.org |
| By 2050, 68% of the world’s population will live in urban areas, and there seems to be no end in sight for urban growth.  Let's work together to find bold solutions to challenges that go beyond city borders.  Next milestone: #MetropolisCongress 8-13 Nov  guangzhou2021.metropolis.org |
| There’s no one-size-fits-all approach to governing metropolitan spaces.  Different models exist around the world, but all of them must respond to needs that go beyond the boundaries of a single city.  Learn more next 8-13 Nov at #MetropolisCongress  guangzhou2021.metropolis.org |
| The #MetropolisCongress has become the global benchmark for finding joint responses to the challenges affecting at least 2.59 billion people living in metropolises.  Be part of it and connect with mayors, metropolitan leaders and experts worldwide!  guangzhou2021.metropolis.org |

## Articles

[Moving forward in partnership and modernising global urban governance](https://cities-today.com/industry/moving-forward-partnership-modernising-global-urban-governance/) By Zhan Decun, Guangzhou People’s Association for Friendship with Foreign Countries - Cities Today

[Metropolises and cities in transformation: Rethinking our future together](https://cities-today.com/industry/metropolises-cities-transformation-rethinking-future-together/) By Octavi de la Varga, Secretary General, Metropolis - Cities Today

[Metropolitan spaces are accelerating their great transformation](https://www.metropolis.org/news/metropolitan-spaces-are-accelerating-their-great-transformation) - Metropolis

Thanks for spreading the word of the 13th Metropolis World Congress and sharing its contents on social media!