

## Social Media Kit



#ModelASEM9

Organised by



In Partnership with



CASA ASIA



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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Federal Department of Foreign Affairs FDFA

Contributing to



Asia-Europe Meeting  
ASEM FMM 14 - MADRID 2019

## How to use this Social Media Kit?

Dear Friend of ASEFEdu,

This Social Media Kit includes resources that you can use to publicise the 9<sup>th</sup> Model ASEM among your network.

The resources in this kit includes the following information:

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You may wish to publish and promote the social media blurbs and web banners on your online channels. Alternatively, you can also craft your own blurbs based on ASEF facts shared within this kit.

Should you have any queries, please feel free to contact us at [modelasem@asef.org](mailto:modelasem@asef.org).

Looking forward to your continued support!

Thank you,

ASEFEdu Team

## About the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy, public health and media.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks and web-portals.

For more information, please visit [www.ASEF.org](http://www.ASEF.org).

Please [click here](#) to view the ASEF Brand Manual.

## About ASEFEdu

Since 1997, ASEF has contributed to education policy dialogue & capacity building and has facilitated youth networks. Through interdisciplinary & pragmatic approaches as well as the integration of ICT as an essential component, ASEF's Education Department (ASEFEdu) projects strengthen collaborations between education institutions and exchanges among young people, academics and educators through interdisciplinary approaches. In doing so, we directly link these key players in education to the ASEM Education Process and ASEM Leaders' Meetings.

Projects run by ASEFEdu are of three segments:

**1) ASEF Education Policy Programme**

Stimulates practice-based and policy-oriented dialogues & solutions with a focus on cooperation between education, business and industry sectors and creates dialogue with ASEM senior officials and ministers of education.

**2) ASEF Young Leaders Programme**

Provides platforms for solution-centred dialogue & pragmatic skills-development, enabling youth to establish networks and create direct connections with ASEM policy-makers.

**3) ASEF Teaching and Learning Programme**

Builds networks for secondary, vocational and high school teachers and students to connect in person and flourish through online collaborations and intercultural exchanges.

For more information, please [click here](#).

## About the 9<sup>th</sup> Model ASEM

[Model ASEM](#) is a first-hand introduction to the exciting world of diplomacy, negotiation and international relations. Being a simulation of the ASEM Foreign Ministers' Meeting (ASEMFMM), at the Model ASEM students have the chance to step into the shoes of ASEM Foreign Ministers and along with other students, debate and exchange perspectives on current political and bi-regional issues.

The Model ASEM series organised by ASEF is unique as it takes place in conjunction with official ASEMFMMs and hence provides students with a golden opportunity to personally interact with ASEM Foreign Minister and government officials.

The [9<sup>th</sup> Model ASEM](#) will take place on 11-16 December 2019 in Madrid, Spain, in conjunction with the [14<sup>th</sup> ASEM Foreign Ministers' Meeting \(ASEMFMM14\)](#). The theme of both the 9<sup>th</sup> Model ASEM is the same as the ASEMFMM14: "*Asia & Europe – Together for Effective Multilateralism*", and the agenda as well as programme of the 9<sup>th</sup> Model ASEM will closely follow the actual proceedings of the ASEMFMM14.

For more information please click on the following documents:

<b>Project website</b>	<a href="http://bit.ly/modelasem9">http://bit.ly/modelasem9</a>
<b>Application Form</b>	<a href="http://bit.ly/modelasem9_application">http://bit.ly/modelasem9_application</a>
<b>Open Call &amp; Overview</b>	<a href="http://bit.ly/modelasem9_opencall">http://bit.ly/modelasem9_opencall</a>
<b>Programme Overview</b>	<a href="http://bit.ly/modelasem9_programmeoverview">http://bit.ly/modelasem9_programmeoverview</a>
<b>Frequently Asked Questions (FAQ)</b>	<a href="http://bit.ly/modelasem9_faq">http://bit.ly/modelasem9_faq</a>

## ASEFEdu Social Media Handles & Hashtags

<b>Facebook</b>	<a href="http://facebook.com/ASEFEdu">http://facebook.com/ASEFEdu</a>
<b>Twitter</b>	<a href="http://twitter.com/ASEFEdu">http://twitter.com/ASEFEdu</a>
<b>Instagram</b>	<a href="http://instagram.com/ASEF_Edu">http://instagram.com/ASEF_Edu</a>
<b>LinkedIn</b>	<a href="http://linkedin.com/ASEFEdu">http://linkedin.com/ASEFEdu</a>
<b>YouTube</b>	<a href="http://youtube.com/user/asiaeuropefoundation">http://youtube.com/user/asiaeuropefoundation</a>

Hashtags for the 9<sup>th</sup> Model ASEM:

<a href="#">#ModelASEM9</a>	<a href="#"># YoungASEMDiplomats</a>	<a href="#">#MeetForeignMinisters</a>
<a href="#">#ASEMYouth</a>	<a href="#">#YouthOpportunity</a>	<a href="#">#FundedOpportunity</a>

**[Click here to access  
social media images & email templates](#)**

## Sample Tweets

 **ASEF Education** @asefedu · Just now  
#OpenCall: Love Model UN/EU/ASEAN simulations? Join the @asefedu #ModelASEM9 – the simulation of the #ASEM Process – in Madrid, Spain this December and explore first-hand Asia-Europe #Diplomacy. Apply by 12 August! #FundedOpportunity | [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)



Interested in International Relations? Always wanted to be a diplomat? Apply for the @asefedu #ModelASEM9 and meet #ASEM Foreign Minister in Madrid, Spain. Apply by 12 August! #FundedOpportunity #MeetForeignMinisters | [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

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#YouthOpportunity: Want to meet Asia-Europe (#ASEM) Foreign Ministers in Madrid, Spain in December? Apply for the @asefedu #ModelASEM9 and join the student arena for political discussions! Apply by 12 August! #FundedOpportunity | [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

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#FundedOpportunity: Explore Multilateral #Diplomacy & meet #ASEM Foreign Ministers at the @asefedu #ModelASEM9 this December in Madrid, Spain. Apply by 12 August! #YoungASEMDiplomats | [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

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#OpenCall: Love Model UN/EU/ASEAN simulations? Join the @asefedu #ModelASEM9 – the simulation of the #ASEM Process – in Madrid, Spain this December and explore first-hand Asia-Europe #Diplomacy. Apply by 12 August! #FundedOpportunity | [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

## Sample Facebook posts



#YouthOpportunity: Interested in International Relations?

Get on board for the @asefedu #ModelASEM9 and meet #ASEM Foreign Ministers and students from 51 Asian & European countries in Madrid, Spain this December. Apply here by 12 August:  
[http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

#FundedOpportunity #MeetForeignMinisters #YoungASEMDiplomats

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#YouthOpportunity: Get ready to plunge into the world of #diplomacy!

Together with students from 51 Asian & European countries, step into the shoes of a Foreign Minister this December at the @asefedu #ModelASEM9 in Madrid, Spain. Apply here by 12 August:  
[http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

#FundedOpportunity #MeetForeignMinisters #YoungASEMDiplomats

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#OpenCall for Asian and European students!

Join the ASEFEdu #ModelASEM9 – the simulation of the #ASEM Process – and explore Asia-Europe #Diplomacy first-hand. Apply here by 12 August: [http://bit.ly/modelasem9\\_apply](http://bit.ly/modelasem9_apply)

#FundedOpportunity #MeetForeignMinisters #YoungASEMDiplomats

### Organised by



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy, public health and media.

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For more information, please visit [www.ASEF.org](http://www.ASEF.org).

### In Partnership with



**CASA ASIA**

**Casa Asia** is a public consortium made up of the Ministry of Foreign Affairs and Cooperation of Spain, the Government of Catalonia (Generalitat), the Barcelona City Council and the Madrid City Council. The institution was born in Barcelona in 2001 and in 2007 it also opened the Casa Asia Centre-Madrid. Casa Asia strengthens the knowledge and dialogue about Asia in Spain, with the analysis and discussion of civic, political, social, cultural, economic and environmental issues, supporting activities and projects that contribute to a better knowledge between Asian and Spanish societies, and promoting the development of relations among them.

For more information, please visit [www.casaasia.eu](http://www.casaasia.eu).



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Confederaziun svizra

**Federal Department of Foreign Affairs FDFA**

**The Federal Department of Foreign Affairs (FDFA)**, is one of the 7 departments of the Swiss government's Federal Administration, and is equivalent to the Ministry of Foreign Affairs in other countries.

For more information, please visit [www.eda.admin.ch](http://www.eda.admin.ch).



### Supported by



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### Visual Concept

Success is achieved in using the available tools in the most efficient way. While diplomats often use words to express the views of their countries, the Model ASEM design has chosen to focus on tangible elements of diplomacy. Simple but powerful, each element represents the foundations of ASEM: diversity, consensus, exchanges, participation, cultures and opportunities.

Gavels are used in courtrooms and international forums to call for order and discipline. In the context of the Model ASEM, gavels are also used to reach consensus and agree on topics of common interest. As such, the use of a gavel in the Model ASEM design underlines decision-making and societal progress.