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# RGS Explore symposium 1-3 November 2024

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**Royal  
Geographical  
Society**  
with IBG

Advancing geography  
and geographical learning

## Social media pack

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Welcome to the **RGS Explore symposium 2024!** We are excited you will be joining the Explore community for the expedition and fieldwork planning weekend at the Society this year.

Thank you in advance for supporting the Society and spreading the word about the Explore symposium 2024 on social media.

### **This document contains:**

- Key messages about the Explore symposium – some ideas for how to talk about the weekend.
- Social media accounts, hashtags and the URL link to our booking page.
- Link to social media assets for Instagram, Facebook, Twitter and LinkedIn.
- Ideas for what you can do to promote your stand, talk or workshop

### **Key Messages:**

- If you are interested in planning and undertaking your own expedition or fieldwork project then the Explore symposium is for you. Over the weekend the Explore community will gather to meet and learn from a wide range of expedition professionals, field scientists, intrepid travellers and each other.
- The Explore symposium empowers attendees to embark on transformative journeys with profound purpose.
- An unmissable experience for inspiration, advice, and contacts, the Explore symposium is the Society's annual expedition planning and field research weekend. With over 100 leading field scientists, expedition professionals and explorers as speakers and workshop leaders, it is an opportunity to join a community of like-minded individuals with diverse research interests.
- Across the weekend you will:
  - Get practical instruction on planning geographical fieldwork, conservation, and challenging journeys with purpose.
  - Attend specialist workshops on field research skills, working in remote environments, and communicating discoveries through writing, photography, video and sound.
  - Meet and share ideas with returning expedition leaders.
  - Talk to exhibitors and get one-to-one advice.
  - Witness the birth of ground-breaking ideas, contribute to the exploration community and forge connections with kindred spirits.
- Anyone is welcome - regardless of age or experience - no idea is too small, too big or too strange.



- We are particularly keen to meet anyone who has an idea for a project with a research component, and a focus on embedding scientific approaches into expeditions or fieldwork.

#### Social media tags

- Our hashtag this year is: **#RGSExplore2024**
- You can link to our website to book tickets or for more information: <https://www.rgs.org/in-the-field/rgs-explore-festival/explore-symposium/explore-2024>
- When talking about the symposium, please tag us on the following accounts:

[@rgs\\_ibg](#) on Twitter

[@rgs\\_ibg](#) on Instagram

[@rgs.ibg](#) on Facebook

[@Royal Geographical Society \(with IBG\)](#) on LinkedIn

#### Social media assets

We have designed some assets for you to use on socials if you would like to highlight your involvement with the Explore symposium using these images. They can be downloaded [here](#).

Commented [RT1]: Add link to new social assets

#### Ideas to promote your talk or workshop:

- Use #RGSExplore2024, in your bio, in your posts, and at the start of your presentations.
- Don't forget to tag us! We will be sharing material across the weekend so tag our social media accounts.
- Post pre-event teasers 'what you can expect at my talk/workshop' with interesting and exciting details.
- Post a 'one month to go' update with information about how you are preparing for the symposium.

If you would like any assistance or advice about promoting your talk or workshop then please don't hesitate to contact us at [go@rgs.org](mailto:go@rgs.org).