

National Science Week

CREATING YOUR OWN SOCIAL MEDIA IMAGES



science
& technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA



SAASTA
South African Agency for Science
and Technology Advancement

Science Communication Unit

SOUTH AFRICAN AGENCY FOR SCIENCE AND TECHNOLOGY ADVANCEMENT | SAASTA





Purpose




Images have been provided for you to use in Facebook, Instagram, Twitter and websites (or any other online medium) to promote National Science Week.

The images address the theme, as well as why science and technology is important. In the table below, the images have been outlined with suggested information for their use. The descriptions can also be used as the alternate text for website uploads.

Within the Media Resources there are also some PowerPoint documents that will allow you to generate your own National Science Week images from your own photos. Just remember to represent the diversity of South Africa in the photos you select. We do not want anyone thinking they are excluded from science because of their demographics.

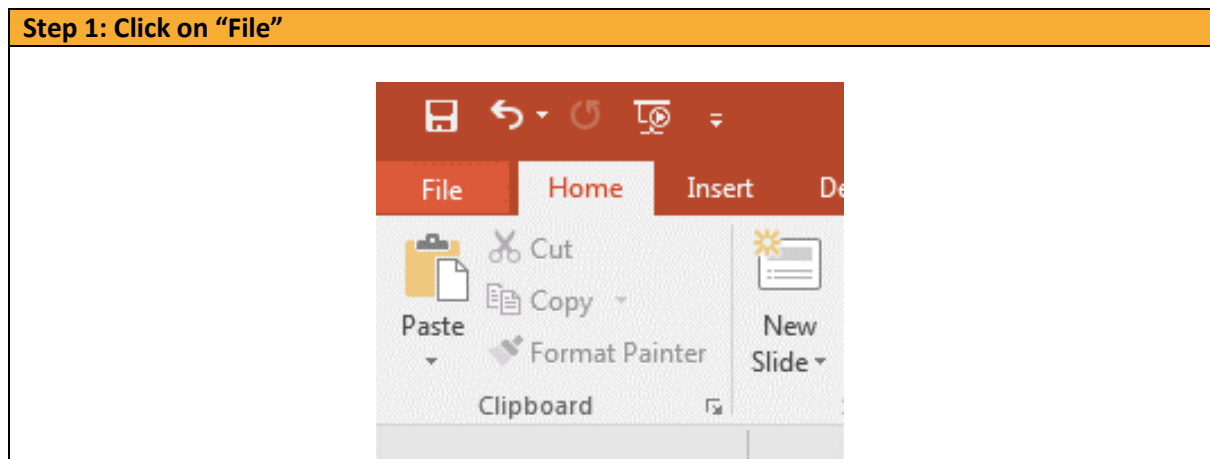
Current images

Description	Suggested Platform	Suggested Text	Image
Learner engages in an inspiring NSW program	Facebook, Instagram, Webpages	National Science Week is all about inspiring ourselves to discover more about science, technology and our country.	
A female audience looks on at an event for National Women's Day	Facebook, Instagram, Webpages	Gender equality is just as important for democracy as racial equality. Together, we can build a stronger future.	
Two children and a science interpreter stand behind their successful science experiments	Facebook, Instagram, Webpages	Not only is science and technology important for our future, they are also a lot of fun and full of surprises!	
A bush baby is analysed by scientists to assess its health	Facebook, Instagram, Webpages	Understanding and taking care of our unique environment will allow us to keep South African biodiversity for generations to come.	

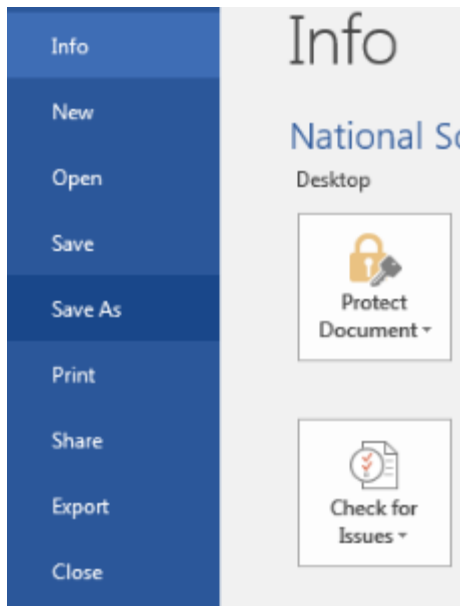
<p>Students piece together a map of Africa</p>	<p>Twitter, Webpages</p>	<p>Together, each one of us builds a democracy. Maths and science can help us put the pieces together.</p>	
<p>Runners burst from the starting line at a fun run</p>	<p>Twitter, Webpages</p>	<p>Start your science, technology and innovation journey through National Science Week events near you!</p>	
<p>An agapanthus flower begins to bud</p>	<p>Twitter, Webpages</p>	<p>A democracy is full of multiple, complex parts that flower together.</p>	

Creating your image

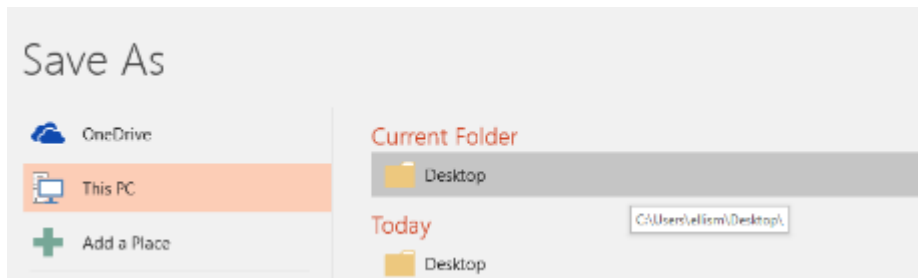
Use the PowerPoint document (*Generating NSW 2018 Images*) to create your own National Science Week image by inserting your own photo beneath the NSW frame (you may need to use *Picture Tools – Format – Send Backwards* to make sure the frame is on top of the photo). Crop your phot until it is the same size as the slide. Once you have completed this, follow the outlined steps to turn the PowerPoint slide into an image file.



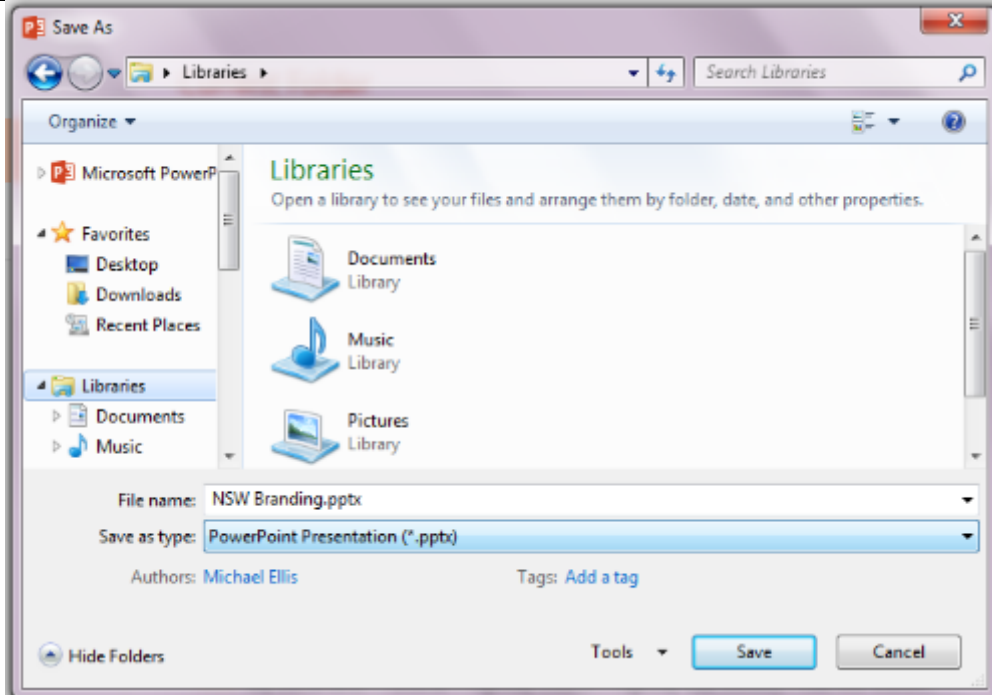
Step 2: Click on "Save As"



Step 3: Select on location to save file



Step 4: Click on drop down arrow for "Save as Type"



Step 5: Select "PNG Portable Network Graphics Format (*.png)" and click "Save"

