

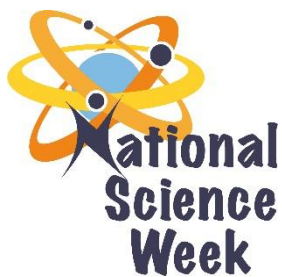


science
& technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA

National Science Week

CREATING YOUR OWN SOCIAL MEDIA IMAGES



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.

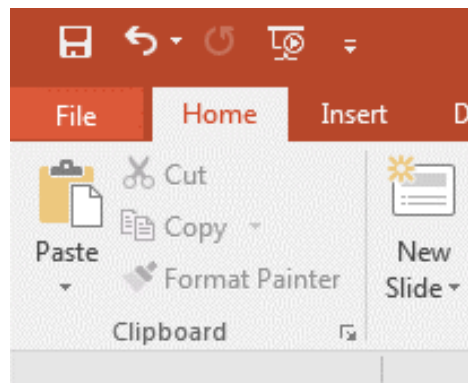
Current images

Description	Suggested Platform	Suggested Text	Image
Learners read a sign about animals at the zoo.	Facebook, Instagram, Webpages	National Science Week is all about sharing knowledge, and discovering South African science and technology #NSW2017	
An instructor helps two learners use a cup and string phone	Facebook, Instagram, Webpages	Let's celebrate old technologies, new technologies and the science advances that make it all possible! Join us for National Science Week, 5 – 12 August 2017 #NSW2017	
Many stars in the night sky that form the Milky Way – our Galaxy	Twitter, Webpages	Science allows us to explore the universe, and examine the tiniest of particles. Let yourself be captivated by the wonders of science this #NSW2017	
A class of learners wander through a greenhouse of flowers	Twitter, Webpages	National Science Week's theme is Advancing Science Tourism. People visit South Africa for many scientific reasons. Can you think of one?	

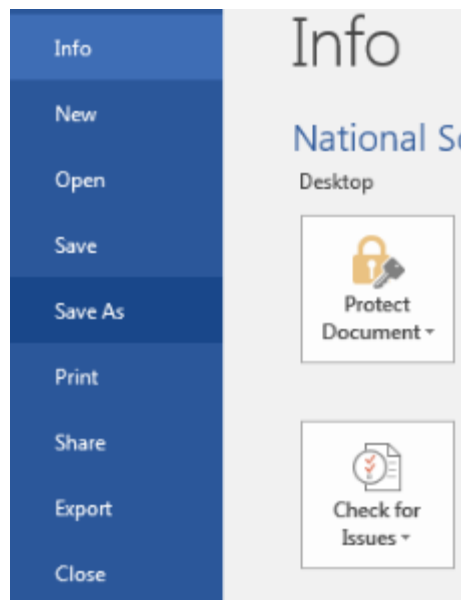
Creating your image

Use the PowerPoint document (*Generating NSW 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.

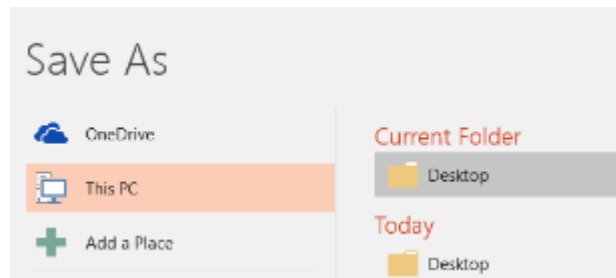
Step 1: Click on “File”



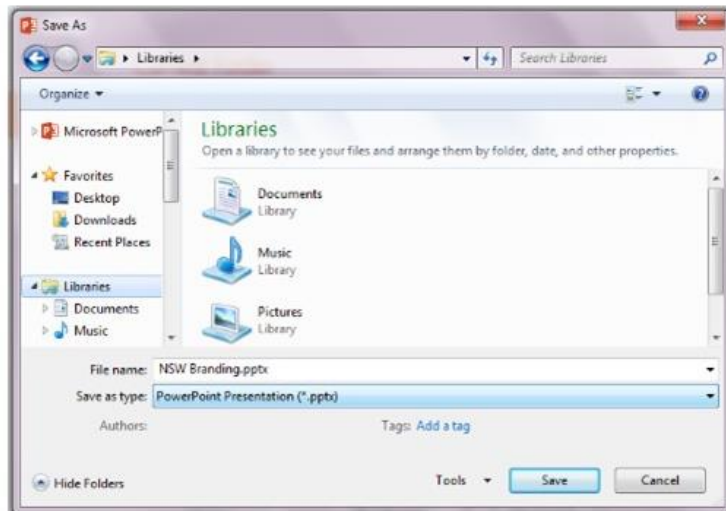
Step 2: Click on “Save As”



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"

