

# INTERNATIONAL WOMEN'S DAY CAMPAIGN: SOCIAL MEDIA GUIDELINES

This International Women's Day, Monday 8 March, we encourage our staff to download and print out the #ChooseToChallenge Selfie Cards to promote action via social media. Showing your commitment will help to build a more gender-equal world and encourage others to help forge women's equality.

Below are some simple steps to follow to create a compelling Social Media post.

- 1) Choose and print out your desired 'Selfie card'. Make sure it is one of the BNP Paribas branded cards supplied by HR
- 2) Take a photo of you holding your desired 'Selfie Card'
- 3) Tips for a good photo:
  - Make sure the photo is landscape format
  - Ideally chose a plain white background
  - Ensure you are centred in the photo
  - Put your hand up
  - Hold your selfie card and ensure the whole card is in view
  - Your eyes are open
  - You can take an individual photo or a group photo with your colleagues

Example of a good photo:



- 4) When posting the photo to your social media channels, make sure you write a compelling blurb outlining why you are taking part in the 'Choose to Challenge' campaign
- 5) Please include the following hashtags:
  - #ChooseToChallenge
  - #IWD2021
  - #PositiveBanking
- 6) Please tag our corporate accounts in your post:
  - LinkedIn: @BNPParibas
  - Twitter: @BNPParibasAPAC
  - Instagram: @bnpparibas



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