
NL Space Week – Social Media Guide

Thank you for supporting and helping to spread the word about **NL Space Week**! This guide is part of our official media toolkit. Please use the following elements when creating your promotional content on social media.

General Guidelines

When posting about **NL Space Week**, make sure to include the following:

Website

 www.nlspaceweek.eu

Official Hashtag


 #NLSW25

Tag Us on Social Media

- **LinkedIn:** @nlspacecampus
- **Instagram:** @nlspaceweek

Suggested Closing Line for Captions

"NL Space Week is powered by NL Space Campus in collaboration with ESA ESTEC and supported by the Dutch space sector."

 4 to 12 October 2025

Tips for Effective Posts

- Use visuals! Include images or videos from past events or space-related visuals. We have some ready-made visuals for you in this toolkit!
 - Highlight specific events or speakers during the week.
 - Engage your audience: ask questions or encourage them to attend.
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Visual Assets

To make it easy for everyone to contribute and share in a unified style, we've included two types of ready-to-use images in the media toolkit:


Support Image (General Use)

A static image designed for general promotion. Ideal for anyone supporting NL Space Week who wants to quickly and easily share the message.

Host Image Template

A customizable image template with a designated space for logos. This is perfect for official hosts or partners who want to co-brand the event while keeping a consistent visual identity.

Both assets are optimized for use on platforms like LinkedIn and Instagram and ensure your content aligns with the official look and feel of NL Space Week.

 You'll find these images in the media toolkit folder.
