



## HOW TO PROMOTE FUSION

### SOCIAL MEDIA CHANNELS

We will be using the City of London's social media channels to promote Fusion related activities. You can find these channels as follows:

- **Twitter:** @cityoflondon
- **Facebook:** @CityofLondonCorp
- **LinkedIn:** <https://www.linkedin.com/company/city-of-london>.

Please always use hashtag **#FusionCities2020**. Don't forget to include **@cityoflondon** to tag us in!

Other hashtags you may use:

#FusionSkills, (the 12 fusion skills which are listed here) #OralCommunication  
#Collaboration #Initiative #ProblemSolving #OrganisationalSkills  
#AdaptabilityandFlexibility #WrittenCommunication #IndependentWorking  
#CriticalThinking #resilience #creativity #AnalysisandEvaluation

### TEMPLATE POST (FOR FACEBOOK, TWITTER, LINKEDIN ETC)

*We are proud to be involved with @cityoflondon and their #FusionCities2020 event as we believe that fusion skills are necessary to succeed and flourish now and into the future.*

### IMAGES, GRAPHICS AND LOGO

These can be accessed easily via our website [www.fusionskills.org](http://www.fusionskills.org). Use the Fusion logo boldly and proudly to showcase your partnership with us!

### PRESS RELEASE

Attached is a full press release, but if you need some short text for tweets, blogs and other uses, please feel free to use the following.

*We are excited to be involved in the virtual Fusion Cities 2 Meeting which will be hosted by the City of London Corporation on 9 October 2020. The meeting will bring 'Fusion Cities' together to explore the next challenge which is bringing about systemic change to further develop and enhance 'Fusion Skills'; recognizing their importance for individuals and for society to succeed and flourish both now and in the future.*

*Fusion skills refer to a set of twelve skills which combine education, arts, design, technology and business, reflecting how life is transformed by the fusion of these disciplines, generating opportunities for new learning, businesses, products and services.*

*For more information visit [www.fusionskills.org](http://www.fusionskills.org) or email the Fusion team at City of London Corporation at [fusionskills@cityoflondon.gov.uk](mailto:fusionskills@cityoflondon.gov.uk)*



## PROMOTION GUIDELINES

We encourage everyone to share and communicate their involvement with Fusion as widely as desired across social media channels, newsletters, websites, etc.

However please note that during the meeting, we will be observing 'Chatham House Rules'. Chatham House Rules originated at Chatham House with the aim of encouraging openness of discussion and facilitating the sharing of information.

***“When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.”***

Please be mindful of this when planning your promotional activities. You can find more information on Chatham House Rules [here](#) or contact us at [fusionskills@cityoflondon.gov.uk](mailto:fusionskills@cityoflondon.gov.uk)