



## World PR Day Brand Guide

### Introduction

World Public Relations Day (WPRD) is a unified global agenda to help the world understand and utilize PR better – we are all about elevating the practice of PR for everyone; practitioners and beneficiaries.

If you're interested in hosting an event in honour of WPRD, joining a community of practitioners across the world to celebrate WPRD or simply want to learn more about WPRD, here are some basic guidelines to help you.

### Approach To Media Coverage of WPRD

We anticipate that several independent events will be held to commemorate WPRD across the world by individual practitioners, agencies, associations and professional bodies.

We encourage that content created around all events organised in honour of WPRD to be syndicated to the media and relevant platforms be in line with these objectives:

- Reaffirm WPRD as a global event to celebrate the PR discipline.
- Portray WPRD in the best possible light and highlight its impact in elevating the PR practice.
- Encourage participation - get the public and practitioners to follow the conversation and engage in public discourse.
- Manage the WPRD narrative while building credibility for your event, company and/or platform.
- Reinforce WPRD's role in promoting a unified global agenda for PR practitioners.



## WPRD Content Bank

Understanding the need for easy access to quality resources and information to allow individuals and corporate bodies to participate in WPRD activities, we have provided a central bank for WPRD at [wprd.app/wprd-2023](https://wprd.app/wprd-2023) for everything that concerns WPRD 2023. WPRD assets such as creatives, avatars, logos and frames are being uploaded on the go and can be downloaded from there. News releases and key announcements about WPRD 2023 can also be found on the website.

## License to use WPRD Assets

All WPRD assets, content and communication resources are available for use under a Creative Commons license. This license permits download of WPRD assets and usage as long as WPRD is credited. It prevents changes from being made to WPRD assets in any way or nor allows for commercial use in any form. You can read more about the Creative Common license, click [here](#).

## Using the WPRD filters, avatars & frames

Through the month of July, WPRD frames and filters will be available on Facebook and Instagram for practitioners and fans of the PR profession to use in commemoration of WPRD. Avatars, countdown banners & announcement posters can also be downloaded [here](#) to be used as display pictures, stickers and in other exciting content forms.

## Using the WPRD logo on communication assets





WPRD has two logo variations and both logos are available to the public for limited use in commemoration of WPRD. Communication materials for WPRD-related events may use the logo available [here](#) on such paraphernalia as:

- Media Walls
- Physical Fliers & Posters
- Social Media Banners
- Newsletters
- Event Announcement Comms
- Gift items at WPRD events
- Other promotional items

For further use of the WPRD logo beyond these media, express permissions will need to be issued by the WPRD committee. No third-party user, collaborator or partner is authorised to present themselves as representatives of the WPRD committee in private or public communication.

## FAQs

### What is World PR Day (WPRD)?

- WPRD is a unified global agenda to help the world understand and utilize PR better.

### When is WPRD celebrated?

- WPRD is celebrated globally every July 16th. PR practitioners across the globe organise and participate in activities geared toward elevating the PR practice on this day.



## Why was WPRD created?

- WPRD was created to help individuals, businesses, governments, and corporate entities understand the value of PR and its role in the rapidly evolving communications landscape.

## When was the first WPRD celebrated?

- The inaugural WPRD was celebrated on July 16, 2021 under the theme: Influence.

## How many editions of WPRD have there been?

- There have been two editions of WPRD. The first edition was celebrated on July 16, 2021 and the second edition was celebrated on July 16, 2022. For more about the first WPRD, click [here](#). For more about the second WPRD, click [here](#).

## How can I participate in WPRD?

- There are a number of exciting opportunities to participate in WPRD for PR practitioners, agencies and even students. Find out all about that [here](#).

## What are the official hashtags of WPRD?

- Since the first WPRD in 2021, practitioners across the world have used a number of similar hashtags to brand WPRD activations and conversations both online and on social media. The official hashtags for WPRD are #WPRD, #WorldPRDay and variations of these that include the particular year of the celebration such as #WPRD2023 and #WorldPRDay2023.

## What is the official WPRD social media profiles and website?

- WPRD is social and available on the following platforms: On Instagram as [@worldprday](#), on Twitter as [@worldprday](#), on LinkedIn as [World PR Day](#) and on FaceBook as [World PR Day](#). You can also visit our website here - [wprd.app](#).

## How can I collaborate with WPRD on social media?



- Collaborators are welcome to tag the official handles of WPRD across any of the social media platforms and WPRD may share such content on its social pages. For more extensive works such as partnership content on social media or blog posts on the official WPRD website, interested parties may contact the Lead Coordinator, Enitan Kehinde an email via [enitan@wprd.app](mailto:enitan@wprd.app).

### **Can I use WPRD content at my private event?**

- Content from the WPRD social profiles and websites may also be used by collaborators for non-profit purposes such as in group discussions, networking events, fire-side chats and educational events etc. Using resources from the WPRD assets in a commercial sense would require permission or license from WPRD. All WPRD assets, content and communication resources are available for use under a Creative Commons license.

### **Can I organise an event for WPRD?**

- Yes. We encourage individuals, agencies and PR associations to organise and host events to commemorate WPRD. If you are organising an event for WPRD, we would like to hear all about it and help as much as we can. For support with your event, please send an email to [info@wprd.app](mailto:info@wprd.app).

### **Can I open a social media account for my affiliate WPRD event?**

- We understand that you will need to raise awareness for your affiliate events but will advise against specific social media accounts for them. We're happy to support by amplifying your events across the official World PR Day social media pages and are happy to work with you on collaborative posts. You can also use the official hashtags on your posts to get more people to see them.

### **Contact Information**

- If you want to learn more about WPRD, you can send the Lead Coordinator, Enitan Kehinde an email via [enitan@wprd.app](mailto:enitan@wprd.app)