



TRAINING PARTNER GUIDE

Promoting Your Segment

How to help your session reach a global audience

25 Hours. One Connected World. · September 24–25, 2026 · Louisville, KY

WHY THIS MATTERS

Your session is one hour of a 25-hour continuous livestream and Connected Nation's attempt to set a GUINNESS WORLD RECORDS™ title for the “longest internet literacy live stream.” Promotion is what turns your hour into an audience: the people who show up live are the people you reach, and every share extends the record-breaking story beyond the stream itself.

This guide walks through what to promote, when to promote it, and the materials Connected Nation provides so you can build awareness for your segment with minimal extra work.

GUIDELINES TO FOLLOW

- ▶ Always use the full event name on first reference: “25 Hours. One Connected World.”
- ▶ Include the ™ symbol on the first reference to GUINNESS WORLD RECORDS™ in any document or post you create.
- ▶ Use the phrase “attempting to set a GUINNESS WORLD RECORDS™ title,” not “attempting a GUINNESS WORLD RECORDS.”
- ▶ The official record category is the “longest internet literacy live stream” — use this exact phrase, not paraphrases like “digital skills workshop.”
- ▶ Tag @CNWorldRecord and use #CNWorldRecord so CN can reshare your posts.
- ▶ Link to connectednation.org/25-hours-one-connected-world rather than a session-specific page.
- ▶ Use only the logo files provided — do not recolor, stretch, or recreate the CN or GWR marks.

QUESTIONS OR CUSTOM ASSETS

If you need your graphic customized, want a different asset from the toolkit, or have questions about timing, reach out:

worldrecord@connectednation.org

YOUR PROMOTION TOOLKIT

Connected Nation provides the following assets for every confirmed training partner:

“I’m Teaching at 25 Hours” Social Graphic

A branded, ready-to-post square graphic (1080×1080) customized with your organization name, session topic, and presenter. Sized for Instagram, Facebook, and LinkedIn.

Pre-Written Social Copy & Email Template

Short, medium, and long post copy for X, LinkedIn, Facebook, and Instagram — ready to paste and personalize. Copy your organization can send to its own list to recruit attendees for your hour.

Training Segment & Topic Card

A session topic, bio, and headshot card CN uses to promote your segment across its own channels.

“Training Partner” Badge

A logo badge for your website and email signature, signaling your role in the event.

Event One-Pager & Web Banner

Shareable assets for your website and newsletter, linking back to the event page.

WHEN TO PROMOTE

3–2 Weeks Before

- ▶ Post the “I’m Teaching at 25 Hours” graphic on your organization’s social channels.
- ▶ Add the event banner and blurb to your website or newsletter.
- ▶ Send the email template to your list to recruit attendees for your session.

1 Week Before

- ▶ Reshare with your confirmed session date and time.
- ▶ Ask staff or board members to share from their personal accounts.

Day Of

- ▶ Post a reminder 1–2 hours before your session goes live, with the direct watch link.
- ▶ Go live in your own Stories/feed if your platform supports it.

After Your Session

- ▶ Share the post-event graphic: “I taught at 25 Hours. One Connected World.”
- ▶ Share the on-demand link once available, for anyone who missed the live session.