



AWARENESS PARTNER GUIDE

Spreading the Word

How to help 25 Hours. One Connected World reach a global audience

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

WHY THIS MATTERS

25 Hours. One Connected World is a 25-hour continuous livestream and Connected Nation's attempt to set a GUINNESS WORLD RECORDS™ title for the “longest internet literacy live stream.” You're not delivering a session or hosting a watch party — you're an amplifier. Every share, post, and forward you send extends this event's reach, and every viewer you bring in helps CN meet the record's minimum live-viewer requirement.

This guide walks through what to share, when to share it, and the materials Connected Nation provides so you can spread the word with minimal extra work.

WHAT TO TELL YOUR AUDIENCE

One thing worth repeating whenever you share this event: no one must watch all 25 hours. Sessions run live, one hour each, back-to-back — so people can drop in for just the topic that interests them. This is a useful line to include in your own posts and newsletter: it lowers the barrier to tuning in and turns a 25-hour event into something anyone can fit into a lunch break.

Sessions Cover Topics Like

- ▶ AI tools for everyday use
- ▶ Online safety & cybersecurity
- ▶ Workforce readiness and job search tools
- ▶ Everyday tech basics for seniors, families, or underserved communities
- ▶ Telehealth and everyday digital tools
- ▶ Digital accessibility and inclusive design

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 anything you share.
- ▶ 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.
- ▶ Tag @CNWorldRecord and use #CNWorldRecord so CN can reshare your posts.
- ▶ Link to connectednation.org/25-hours-one-connected-world for all sharing — add UTM tracking if you'd like your referrals measured.
- ▶ Use only the logo files provided — do not recolor, stretch, or recreate the CN or GWR marks.

YOUR AWARENESS TOOLKIT

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

“Awareness Partner” Social Graphics Pack

Pre-sized graphics for Instagram, Facebook, LinkedIn, and X, ready to post as-is or customize with your logo.

Pre-Written Social Post Library & Email/Newsletter Blurb

3–5 posts per platform, with different messaging angles so you're not reposting the same line twice. Templates ready to drop into your own newsletter or member communications.

Event One-Pager PDF

A shareable overview you can forward to your own network, partners, or membership.

Web Banner & “Proud Awareness Partner” Badge

For your website and any other .

Talking Points & Briefing Card

A one-page fact sheet so your staff or volunteers can answer questions about the event.

WHEN TO PROMOTE

3–2 Weeks Before

- ▶ Post the “Awareness Partner” graphic on your organization’s social channels.
- ▶ Add the event banner and blurb to your website.
- ▶ Send the newsletter blurb or member alert.

1 Week Before

- ▶ Reshare with a countdown angle — “one week until 25 Hours. One Connected World.”
- ▶ Ask staff, board members, or volunteers to share from their personal accounts.

Day Of

- ▶ Post a reminder as the event goes live, with the direct watch link.
- ▶ Share updates throughout the 25 hours if you're able — milestones make good content.

After the Event

- ▶ Share the results once the record attempt is certified.
- ▶ Share the on-demand link for anyone who missed the live broadcast.

QUESTIONS OR CUSTOM ASSETS

If you need an asset customized, want something not listed here, or have questions about the event, reach out:

worldrecord@connectednation.org