

Presentations and Digital Content

AMSODE presentations and digital content must reflect the same official identity across channels. The online guidelines are organised as a navigable document, with a clickable table of contents, internal links and models that can be viewed in the browser.

9.1 · Institutional presentation

Use the editable institutional PowerPoint as the starting point. It provides the slides commonly required for an introduction, context, chapter dividers, substantive content, photographs, key figures, tables or charts and a conclusion. Replace the sample titles, images and figures with approved content in the editable PowerPoint file.

Use the official logo, institutional colours and a stable hierarchy throughout the presentation. Photographs and data must be checked before external circulation; layout examples do not establish operational results.

9.2 · Digital publications

Facebook, LinkedIn, YouTube and X share AMSODE's official identity while using content appropriate to each platform. Prioritise contextualised messages, verifiable sources, accessible captions or subtitles where needed, and photographs approved for publication.

Headlines should communicate the essential information immediately. Maintain appropriate safe areas for logos and text, including in mobile and video formats. Avoid claims or statistics that cannot be traced to validated project evidence.

9.3 · Approval before release

Check names, dates, figures, sources, credits, image rights and partner logos. Institutional messages must pass through the designated approval process before publication.

9.4 · Approved digital models

Approved model	Purpose	Working format
Institutional presentation	16:9 slides with editable headings, photographs, figures and tables.	Editable PowerPoint + PDF preview
Social media post	Identity markers, contextualised message and publication checks.	Browser preview
Digital content outline	Message planning and editorial approval framework.	Browser preview

HTML is a consultation format on the portal; it is not offered as a downloadable file.