

# BIPM Digital Communications Toolkit: BIPM-UNESCO Symposium 2025

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## Introduction: How to Use This Toolkit

This digital communications toolkit is designed to help stakeholders, event speakers and partners promote the **BIPM-UNESCO World Metrology Day Symposium on 20 May 2025**. It contains key messages, social media content and visual assets to ensure consistent and engaging communication about the event.

We encourage you to adapt and personalize the materials to align with your organization’s voice while maintaining the core messaging.

### Key Event Details

**Event Name:** 2025 World Metrology Day Symposium

**Date:** 20 May 2025

**Location:** [UNESCO Headquarters, Paris, France](#)

**Theme:** “Measurements for all times, for all people”

**Agenda:** <https://thebipm150.org/agenda/>

**Registration Link:** <https://thebipm150.org/registration/>

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### Official Hashtags and Social Media Handles

For consistency, please include the following hashtags and official handles in all posts:

- **Hashtags**  
#WorldMetrologyDay, #BIPM150, #MetrologyMatters, #BIPM, #UNESCO

- **Official Handles**

LinkedIn: [Bureau International Des Poids et Mesures \(BIPM\)](#) | [UNESCO](#)

Instagram: [UNESCO](#) | [UNESCO fr](#)

Facebook: [UNESCO](#)

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## Social Media Posts

To make promotion easier, we have prepared pre-written posts you. Simply copy, paste and adjust as needed!

### 1. A Milestone in Measurement: 150 Years of the BIPM

For 150 years, the Metre Convention has shaped the way we measure the world—from scientific breakthroughs to fair trade and improved health care. Join us in celebrating this landmark anniversary and the theme "Measurements for all times, for all people" in Paris on May 20th.

Measurements underpin every aspect of our daily lives—what does metrology mean to you? Join the conversation at the BIPM-UNESCO World Metrology Day Symposium, 20<sup>th</sup> May → <https://thebipm150.org/registration/> | #BIPM150 | #WorldMetrologyDay

### 2. Metrology: A Legacy of Precision, A Future of Innovation

Since 1875, the #BIPM has ensured that measurements remain accurate, reliable and globally recognized. From sanctioning the international prototypes of the metre and the kilogram to supporting quantum technologies, measurement science is constantly evolving.

As we celebrate 150 years of metrology, let's look ahead to the innovations that will shape the next century.

Join the conversation at the BIPM-UNESCO World Metrology Day Symposium, 20<sup>th</sup> May → <https://thebipm150.org/registration/> | #BIPM150 | #WorldMetrologyDay

### 3. Celebrate World Metrology Day 2025

May 20, 2025, marks 150 years since the signing of the Metre Convention—a defining moment in scientific collaboration! Whether you're a researcher, engineer, policymaker or simply curious about how measurement impacts daily life, join the global conversation.

➔ Download the official #WorldMetrologyDay poster here:  
<https://www.worldmetrologyday.org/posters.html>

➔ Take part in the Official World Metrology Day Symposium:  
<https://thebipm150.org/registration/>

#BIPM150 #MeasurementsForAll

### 4. Paris and Versailles: The Global Stage for Metrology in 2025

Metrology experts from around the world will gather in Paris and Versailles (May 20-22, 2025) to celebrate 150 years of the #BIPM. With high-level discussions at UNESCO and a scientific conference on the future of measurement, this is a once-in-a-lifetime event for the global metrology community. Don't miss it! Register now 🙌

<https://thebipm150.org/registration/>

#BIPM150 | #MetrologyMatters

### 5. From the Past to the Future: Why Measurements Matter

In 1875, the Metre Convention set the foundation for a global measurement system. Today, metrology supports everything from weather monitoring and healthcare to space exploration and AI-driven technology. The #BIPM's 150th anniversary isn't just about history—it's about ensuring that precision and trust in measurements continue to drive progress. Join the celebration ➔ <https://thebipm150.org/registration/>

#BIPM150 | #UNESCO | #FutureOfMeasurement

### 6. I am attending the 150<sup>th</sup> Anniversary of the BIPM – will I see you there?

I'm thrilled to announce that I will be joining metrology experts from around the world in Paris on 20 May 2025. This symposium is a unique chance to connect, learn and celebrate how measurement science drives innovation in healthcare, trade, space exploration and so much more!

If you would like to join me—and become part of this important milestone—you can register today at <https://thebipm150.org/registration/>

#BIPM150 | #UNESCO | #FutureOfMeasurement

## 7. Counting down the days to #BIPM150

Counting down the days until I attend the World Metrology Day Symposium! I can't wait to engage with leaders and fellow professionals who are shaping the future of measurement science!

**I hope to see you there!**

→ The speaker lineup: <https://thebipm150.org/agenda/>

→ Registration link: <https://thebipm150.org/registration/>

#BIPM150 | #UNESCO | #FutureOfMeasurement

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## Social Media Graphics

To make your posts more engaging, please use the official event graphics. The following assets are available for download:

✓ [Download our Social Media Graphics \(JPEG\) here](#)



✓ [Download our Social Media Graphics \(GIF\) here](#)

✓ [Download the Official World Metrology Day Poster \(ENG & FR\) here](#)

✓ [Our Explainer Video on What Metrology Is](#)

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# Take Part on Social Media

## Social Media Challenges

Test your Metrology IQ in the lead up to the Anniversary with BIPM's #DidYouKnow LinkedIn Challenge – every Tuesday-Friday!

<https://www.linkedin.com/feed/update/urn:li:activity:7284609784492818432>

Share what metrology means to you on social media by using #MetrologyMatters #BIPM150.

Tag friends or colleagues you think may want to join in the comments beneath our posts.

<https://www.linkedin.com/feed/update/urn:li:activity:7300923499806674944>

## Get the Latest News and Updates

Follow [@BIPM on LinkedIn](#)

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For more information about the Anniversary year, including links to associated websites, explainers on the Metre Convention and commonly used Metrology terms, visit BIPM's dedicated [150th Anniversary Webpage](#).