



2025 IRSK

ANNUAL CONFERENCE

ENHANCING COMESA'S
STRATEGIC POSITIONING
AND RESILIENCE IN THE
EVOLVING GLOBAL ORDER

SOCIAL MEDIA TOOLKIT





ABOUT THE CONFERENCE

The International Relations Society of Kenya (IRSK), in partnership with Common Market for Eastern and Southern Africa (COMESA), the International Relations Society of Kenya (IRSK), The African Center for the Constructive Resolution of Disputes (ACCORD), Konrad Adenauer Stiftung (KAS) – Kenya Office, Acacia Dialogue Centre (ADC), the Institute for Security Studies (ISS), and the Australian High Commissioner – Kenya, will host the 3rd IRSK Annual Conference from 1–3 October 2025 in Nairobi, Kenya.

As a pre-summit event to the COMESA Heads of State Summit (7–9 October 2025), the conference seeks to showcase COMESA's role in the region and celebrate COMESA's 30 years of existence, and provide suggestions for the future. The IRSK Annual Conference shall also provide a strategic platform for reflection, coordination, and foresight among regional and global actors. What sets this conference apart is its integration of research, policy, and practice. It brings together scholars, policymakers, diplomats, and civil society leaders to interrogate theoretical frameworks, present empirical research, and co-create actionable strategies. The outcomes of these discussions will directly inform regional policy dialogues.

PARTNERS



IRSK: Professional body for international relations and diplomacy in Kenya.



COMESA: The largest Regional Economic Community in Africa, advancing integration, trade, and peace.



ACCORD: A leading African organisation in conflict resolution, dialogue, and peacebuilding.



KAS Kenya: A foundation fostering democratic values and international cooperation.



Acacia Dialogue Centre (ADC): Fostering dialogue and collaborative research for regional integration and peace.



Institute for Security Studies (ISS): Providing research-based insights and policy solutions on African security and governance.



Australian Embassy

The Australian High Commissioner – Kenya:
Supporting regional cooperation and international diplomacy.



JOIN THE MOVEMENT




We invite you to amplify the conversations from **#IRSKConference2025** and **#COMESAat30** on your social media platforms. By sharing your insights, highlights, and reflections, you'll be part of shaping Africa's strategic role in global diplomacy.

OFFICIAL HASHTAGS & TAGS

Primary Hashtag: #IRSKConference2025

Secondary Hashtags: #COMESAat30

Tagging Handles:

ORGANISATION	LINKEDIN 	X 	INSTAGRAM 	FACEBOOK 
	African Centre for the Constructive Resolution of Disputes (ACCORD)	@accord_online	@accord_online	African Centre for the Constructive Resolution of Disputes (ACCORD)
	COMESA Secretariat	@COMESA_GPS @COMESA_HQ		COMESA Secretariat
	@International Relations Society of Kenya	@IntRelationsKe	@irskofficial_	International Relations Society of Kenya
		@KAS_Kenya	@kas_kenya	
		@issafrica	iss_africa	Institute for Security Studies (ISS)
	Acacia Dialogue Center	@AcaciaDialogue		
	Australian High Commission Kenya	@AusHCKenya	@aushckenya	Australian High Commission, Kenya



KEY MESSAGES

- Join thought leaders, policymakers, and scholars in a dynamic space for policy dialogue, practical incubation, and transformative ideas that shape the future of regional integration at the **#IRSKConference2025**
- The **#IRSKConference2025** is a platform for policy dialogue, diplomacy, and regional integration. With a focus on innovation, inclusivity, and impact, the conference brings together global and regional voices to shape the future of Africa's development.
- Organised around three dynamic tracks, International Relations, Diplomacy, and COMESA's 30-Year Journey, the conference offers a unique opportunity to explore pressing global and regional issues through keynotes, roundtables, and research presentations.
- Network with regional and international experts, forge partnerships, and explore collaborative opportunities across borders and sectors.
- Celebrating **#COMESAat 30** years of integration, innovation, and impact! At the **#IRSKConference2025** we will reflect on COMESA's achievements and future direction in trade, energy, food security, infrastructure, and regional cooperation. Register and be part of the conversation.
- **#IRSKConference2025** is a hub for collaboration, online and offline. Let's build momentum together through the use **#IRSKConference2025** to join the digital conversation
- Navigating global dynamics to strengthen regional resilience and unity, let's explore strategies for conflict prevention, peacebuilding, and regional stability in a rapidly changing geopolitical landscape. **#IRSKConference2025**
- With rapid population growth and uneven resource distribution, mobility policies must evolve as they have socio-economic impacts across borders. At the **#IRSKConference2025** we explore inclusive and productive migration strategies. Join us and register
- Engage in cross-border dialogue on climate action, resource management, and ecological resilience. Your voice and expertise are needed, Register Now!
- Conflict prevention and post-conflict reconstruction are central to COMESA's peace agenda. Let's explore how diplomacy and governance can secure lasting peace at the **#IRSKConference2025**
- How do we build lasting peace in a volatile world? Join the dialogue on conflict resolution and regional stability. **#IRSKConference2025**
- When tech meets policy. Technological disruption is reshaping the world. Join us at the **#IRSKConference2025** as we discuss how COMESA can harness digital tools to build resilience and shape its strategic positioning.
- Dive into the evolving landscape of diplomacy, from environmental and humanitarian to digital and cultural. Let's discover how diplomacy is redefining development together at the **#IRSKConference2025**



VISUALS

GENERAL POSTER



I WILL BE ATTENDING POSTER



MEET THE SPEAKERS POSTER



KEYNOTE SPEAKERS POSTER





SAMPLE POSTS

- “Excited to announce that I’ll be attending the **3rd IRSK Annual Conference** in Nairobi, 1–3 Oct 2025! Looking forward to engaging with colleagues from across Africa and beyond. 🌍 **#IRSKConference2025 #COMESAat30**”
- “Honoured to be part of **#IRSKConference2025** — a space for policy dialogue, innovation, and collaboration. See you in Nairobi! **#AfricaDiplomacy**”
- “Thrilled to join leaders, diplomats, and scholars at **#IRSKConference2025**. Ready to share insights and learn from others as COMESA celebrates 30 years. **#GlobalOrder #COMESAat30**”
- “Counting down to Nairobi for **#IRSKConference2025**! I’ll be attending this important pre-summit gathering to help shape the conversation on Africa’s future.”

Call-to-action: “Join us in strengthening COMESA’s voice in the global order. **#IRSKConference2025**”

