# Dissemination Toolkit (requested for social media content coming from externals/partners)

If you would like to submit a bulk request for social media posts (3 or more) please fill out the below dissemination template. You may attach images and graphics separately when submitting your request via email at [industry@ean.org](mailto:industry@ean.org) or upload the filled out template (this form) along with visuals via our online [submission form](https://www.eanpages.org/content-submission-for-social-media/).

Please note that some edits and changes may be necessary in order to optimize the texts and visuals to fit our channels. We also use a set of mandatory hashtags specific to our congress and depending on available space, which include: #neurology #EANpartners #ean2023 #homeofneurology

### Content Stream(S)

|  |  |
| --- | --- |
| Advocacy | Partnership Society |
| Congress | Scientific |
| Event/Webinar | Other |
| Membership |  |

### TIMELINE:

|  |  |
| --- | --- |
|  | **Timeline/date range for when posts should be published** |
| **Post 1** |  |
| **Post 2** |  |
| **Post 3** |  |
| **Post 4** |  |

### IMAGES/VISUALS:

Images and visuals should be attached separately. Please use descriptive text in the file names of the images and include the social media platform name for which they are designated. If you have specific instructions on which graphics should be used and how, please add them below:

Preferred specs for images:

**Instagram:** 1080x1080px (post); 1080x1920px stories

**Facebook:** 1200x630 (post); 1080x1920 stories

**LinkedIn:** 1200x630px

**Twitter:** 1024x512px

|  |  |
| --- | --- |
|  | **Reference images/additional information** |
| **Post 1** |  |
| **Post 2** |  |
| **Post 3** |  |
| **Post 4** |  |

### Channel(S)

|  |
| --- |
| Facebook |
| Instagram |
| LinkedIn |
| Twitter |

# Post 1:

### TWITTER

|  |  |
| --- | --- |
| Suggested text (max 280 characters): |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### FACEBOOK

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### LINKEDIN

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### INSTAGRAM

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

# Post 2:

### TWITTER

|  |  |
| --- | --- |
| Suggested text (max 280 characters): |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### FACEBOOK

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### LINKEDIN

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### INSTAGRAM

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

# Post 3:

### TWITTER

|  |  |
| --- | --- |
| Suggested text (max 280 characters): |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### FACEBOOK

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### LINKEDIN

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### INSTAGRAM

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

# Post 4:

### TWITTER

|  |  |
| --- | --- |
| Suggested text (max 280 characters): |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### FACEBOOK

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### LINKEDIN

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |

### INSTAGRAM

|  |  |
| --- | --- |
| Suggested text: |  |
| Relevant link: |  |
| #Hashtags: |  |
| Handles/accounts to be tagged: |  |