

ESPGHAN Supporter Social Media Package

We're happy to collaborate with you and promote you on our social media channels ahead of the ESPGHAN 2023 Meeting.

Please review the below guidelines and specifications and contact us in case of any questions.

ESPGHAN Marketing Team

Maya Loss – Marketing Manager – mloss@kenes.com

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Promotional Post – Guidelines and specifications

Channels & Posting schedule

- Posting is offered on Facebook, Twitter and/or LinkedIn
 - o Select the channel of choice via the form provided by the Industry Coordinator, based on the size of your social media package
 - o If you're entitled to multiple posts, you can choose to pick to post the same content on multiple channels or decide to allocate different posts.
- Provide copy and images for each post
 - o Your image or copy should include the provided [disclaimer](#). See more below.
- Select whether your post should launch pre-conference (between **10-16 May**), during the Meeting (**17-20 May**), or post-meeting (up to 3 months after meeting live days).
 - o Facebook posts are available only pre-meeting or post-meeting.
 - o There is limited availability for posting during the meeting. The ESPGHAN social media team may decide to move your post in case of lack of availability.
 - o Exact posting date is decided by the social media team. You can mention a preferred date in the submission form, and we will do our best to accommodate this.

Facebook Specifications

- Text – no more than 750 characters (up to 250 characters is recommended for best engagement rate, up to 477 characters will be visible without clicking "see more").
- Include up to one link.
- Images
 - o The optimal size is 940 x 788 pixels. You can use the shared image size of 1200 x 628 pixels. Images can be in JPG, PNG or GIFs.
- Deadline – please provide the copy & images by **12 May 2023**
- *On your image, or in your text, the following disclaimer needs to be included:*



See you in Vienna in 2023!



- *“*Sponsored content. Contains promotional information, distinct from main CME/CPD event”*
- If not provided, the ESPGHAN marketing team will add this text to your copy.

Twitter Specifications

- Text – no more than 280 characters.
- Include up to one link, option to add profile handles and hashtags.
- Image – 1600x900px
 - Twitter recommends a 3:1 aspect ratio, 1500px X px size and maximum file size of 5MB. Images can be in JPG, PNG or GIFs (but not animated GIFS)
- Deadline – please provide the copy & images by **12 May 2023**
- *On your image, or in your text, the following disclaimer needs to be included:*
 - *“*Sponsored content. Contains promotional information, distinct from main CME/CPD event”*
 - If not provided, the ESPGHAN marketing team will add this text to your copy, deleting any text in case the total copy doesn’t match the word limit.

LinkedIn Specifications

- Text – no more than 3000 characters (up to 210 characters will be visible without clicking “see more”)
- Include up to one link.
- Image – 1200 x 628px
 - LinkedIn recommends a 1,91:1 aspect ratio, minimum of 200px size and maximum file size of 8MB. Images can be in JPG, PNG or GIFs.
- Deadline – please provide the copy & images by **12 May 2023**
- *On your image, or in your text, the following disclaimer needs to be included:*
 - *“*Sponsored content. Contains promotional information, distinct from main CME/CPD event”*
 - If not provided, the ESPGHAN marketing team will add this text to your copy, deleting any text in case the total copy doesn’t match the word limit.

Deadline

- Provide all post copy and images, by the **12th of May 2023**
- **Submission form** > <https://form.jotform.com/230462820496457>

Posting About Sponsors and Exhibitors on social media

Posts that do not meet the below compliance rules will not be published.

Due to compliance regulations, the following general guidelines apply.

- We cannot show company logos alongside branding with programme info
- We cannot use commercial product names in posts on social media
- Do not use a company logo as “supporter of a congress” banner



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Industry Session

- Posting about the industry session itself on social media
 - Must include compliance disclaimer - either in the post/image
 - *“*Sponsored content. Contains promotional information, distinct from main CME/CPD event”*
 - Can only link to an industry page on the ESPGHAN website
 - We cannot link to the virtual conference platform
 - If linking to external page – only mentioning the session itself, no other information
 - No specific product/drug mention
 - Product report/ research findings
 - Not to a landing page of the product itself, so could be a news article, press release

Exhibitor Booths

- Can post about visiting a booth, inviting people, etc.
- We cannot advertise the products directly
 - There are many codes on international, national and company level that set strict rules for this
- However, can mention your company and refer to “product updates at their booth”
 - No brand names allowed!
 - We cannot link directly to the exhibition of the virtual platform or to a booth directly.
- Must include compliance disclaimer - either in the post/image
 - *“*Sponsored content. Contains promotional information, distinct from main CME/CPD event”*



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