



# ESCAIDE 2021 Social Media Toolkit

This toolkit is here to help you spread the word about your participation in or attendance at ESCAIDE 2021!

## Social media - #ESCAIDE2021

You can use all the material here when posting on your social media pages. Please use the #ESCAIDE2021 hashtag when you post. You can also use topic-related hashtags to increase the reach of your posts, for example: #COVID19 or #HIV and tag the speakers of sessions!

Check out our social media to share and retweet our posts or other posts related to the conference!

Facebook - [@ESCAIDE](#)

Twitter - [@ESCAIDE](#)

LinkedIn - [@European Centre for Disease Prevention and Control \(ECDC\)](#)

## Key links

ESCAIDE website: <https://www.escaide.eu/>

Blog: [What to expect at ESCAIDE 2021](#)

Programme: <https://www.escaide.eu/en/escaide-programme-2021>

Speakers at ESCAIDE: <https://www.escaide.eu/en/programme/speakers-escaide-2021>

Side events: <https://www.escaide.eu/en/programme/side-events-escaide-2021>

Daily summaries: <https://www.escaide.eu/en/news-events>

Access the online platform (only after registering): <https://escaide.app.swapcard.com/event/escaide-2021>

## Suggested social media posts for you to share...

#COVID19 is a major public health challenge in infectious disease. Join me at the @ESCAIDE, online on 16-19 November. Visit [escaide.eu](https://www.escaide.eu) to check the scientific programme covering all areas from infectious diseases prevention and control.

...as a speaker:

- I will be contributing to the [Plenary X]/[Session Y] at #ESCAIDE2021, online from 16-19 November! Join to hear about [topic of the session/presentation]

...as an abstract/poster presenter:

- I'll be presenting an abstract at #ESCAIDE2021, view my presentation in advance and tune in at X:XX time on X day to attend the [fireside session X]/[poster tour Y]

...as a participant

- I'm attending #ESCAIDE 2021 and have enjoyed hearing the discussions at [session X] so far, hearing from @[presenter name] about their work in [topic] and connecting with friends and colleagues online!

Don't forget to join the discussions on #ESCAIDE2021 events on Twitter, using our hashtag. Keep an eye on interesting content published from the conference organisers and participants. Have fun and engage!