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SOCIAL MEDIA AMBASSADORS PROGRAMME

FOR THE EUROPEAN ASSOCIATION FOR HAEMOPHILIA
AND ALLIED DISORDERS CONGRESS 2023





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How can we solidify EAHAD's online presence?

The Social Media Ambassador Programme aims to improve the areas of brand recognition and corporate reputation and to enhance EAHAD's mission of ensuring the provision of the highest quality of clinical care, educating the medical community and the general public, and promoting scientific research in the field of haemophilia and allied disorders.



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- **INCREASING SOCIAL MEDIA PRESENCE AND BUILDING BRAND AWARENESS**

Reach and engagement rate are both amplified with every ambassador we will add to our program.

- **GENERATING MORE USER-GENERATED CONTENT**

Incentivising ambassadors to post and share their content is seen as more authentic.

- **CREATING A COMMUNITY**

We will create stronger ties and inspire others to get involved in the work we do.

- **RECEIVING MORE FEEDBACK**

Ambassadors can get valuable feedback since they open the lines of communication with users.

Mission & Goals

As Social Media Ambassador, you will be responsible for helping to promote the Congress before the meeting, as well as helping generate interest and engagement during the event. You will positively and consistently represent EAHAD by sharing or creating content and engaging on social media and in their networks.

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Become an ambassador

Benefits

- ✓ Increase connection and exposure to the haemophilia network
- ✓ Certificate of participation at the 2023 Social Media Ambassadors Programme
- ✓ Possibility to attend the networking evening on Thursday 9 February 2023



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Official Social Media Channels & Hashtags



#EAHAD2023 #EAHADCONGRESS



What the ambassador will do

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Prior the Congress

- Welcome post
- 1 weekly repost on LinkedIn and Twitter using the official hashtags
- 1 weekly post with original content about the Congress using the official hashtags
- Interact (Like/Comment/Tag) with at least 2 posts from the EAHAD official accounts (LinkedIn and Twitter)

1 Week before

- 3 reposts on LinkedIn and Twitter using the official hashtags
- 2 posts with original content on the Congress using the official hashtags
- Interact (Like/Comment/Tag) with at least 3 posts from the EAHAD official accounts (LinkedIn and Twitter)

During the Congress

- At least 3 posts with original content on the sessions using the official hashtags
- 1 photo of the session of your choice
- 1 post at the end of the Congress with your thoughts and remarks



07

Better, More Consistent **Visual** Identity

EAHAD will support the Social Media Ambassadors in creating consistent frames and layouts that they will use to customise their original content.

- Frame for the Profile picture (optional)
- Frame for the daily photo of the session
- Layout for the daily closing post with key points
- Layout for the closing post at the end of the Congress



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Apply now!

[HTTPS://FORMS.GLE/D1RKYBSA3R8KFDKY5](https://forms.gle/D1RKYBSA3R8KFDKY5)