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## Twitter

Post on May 2

.@ESEndocrinology & ESE Foundation launch #EuropeanHormoneDay on 23 May to raise awareness about #hormones and #endocrinology. We call on @EU\_Health to put hormonal health more central to European health policies

#BecauseHormonesMatter

www.europeanhormoneday.org

INCLUDE IMAGE OF THE LOGO + DATE

Objective: Build awareness of the day

Post on May 4

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| [.@EU\_Health](mailto:.@EU_Health) must pay closer attention to #endocrinology and endocrine patients. @ESEndocrinology and ESE Foundation #EuropeanHormoneDay raises why EU decision makers must acknowledge the importance of hormone health in policies  #BecauseHormonesMatter  [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 7

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| #DYK how vital hormones are to everyone to live a healthy life? To achieve better policies for patients, visit the @ESEndocrinology website to learn about the importance of hormones and the first ever #EuropeanHormoneDay  #endocrinology  www.europeanhormoneday.org  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 10

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| .@SKyriakidesEU & @EU\_Health must fully integrate the role of hormones in policies . On 23 May, @ESEndocrinology and ESE Foundation launch the #EuropeanHormoneDay to ensure everyone recognises the importance of hormones  www.europeanhormoneday.org  #BecasueHormonesMatter  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 12

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| Spread the word about @ESEndocrinology & ESE Foundation #EuropeanHormoneDay on 23 May! Start conversations about hormones and how @EU\_Health @SKyriakidesEU can develop policies to help #endocrine patients & #endocrinology  www.europeanhormoneday.org  #BeacauseHormonesMatter  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 13

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| On 23 May join the conversation about hormones as @ESEndocrinology & ESE Foundation launch #EuropeanHormoneDay. Find out more about what decision makers can do to improve hormone health for European citizens  www.europeanhormoneday.org  #BecauseHormonesMatter  #endocrinology  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 14

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| Watch the @ESEndocrinology & ESE Foundation animation about why #hormones matter and the #EuropeanHormoneDay on 23 May  We must have better health policies for patients!  @EU\_Health  @SKyriakidesEU  #endocrinology  #AwarenessDays  #BecauseHormonesMatter  www.europeanhormoneday.org  INCLUDE ANIMATION |

Post on May 16

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| 23 May @ESEndocrinology and ESE Foundation #EuropeanHormoneDay raises awareness to decision makers and the public. It is key that the right policies are in place to help create a healthier Europe #BecauseHormonesMatter  #endocrinology  www.europeanhormoneday.org  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 19

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| On 23 May, the first ever #EuropeanHormoneDay will be here! @ESEndocrinology & ESE Foundation launch the Day to raise awareness about #hormones and why decision makers should pay closer attention to the role of hormones in health policies  [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #endocrinology  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 21

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| In 2 days, @ESEndocrinology & ESE Foundation #EuropeanHormoneDay will be launched! We want @EU\_Health to develop health policies fully considering the role of hormones  www.europeanhormoneday.org  #BecauseHormonesMatter  #endocrinology  INCLUDE ANIMATION |

Post on May 22

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| Tomorrow is @ESEndocrinology & ESE Foundation #EuropeanHormoneDay! We need you to spread the word about hormones and why they need to be considered when drafting future #health policies @EU\_Health to help patients  #BecauseHormonesMatter  #endocrinology  www.europeanhormoneday.org  INCLUDE IMAGE OF THE LOGO + DATE |

**Tweets on the day about the launch**

Post on May 23

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| The @ESEndocrinology& ESE Foundation #EuropeanHormoneDay is today! We call on you to spread the word about the importance of hormones so @EU\_Health can help draft future health policies to better help patients!  Visit www.europeanhormoneday.org  #BecauseHormonesMatter  #endocrinology  INCLUDE IMAGE OF THE LOGO + DATE |

Post on May 23

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| Hormones are key for a healthy life! Today’s @ESEndocrinology & ESE Foundation #EuropeanHormoneDay raises visibility about why decision makers should look closer at hormones for better health policies  #BecauseHormonesMatter  #endocrinology  @EU\_Health  www.europeanhormoneday.org  INCLUDE IMAGE OF THE LOGO + DATE |

Post on 23 May

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| Today is @ESEndocrinology & ESE Foundation’s #EuropeanHormoneDay! Spread the word and let @EU\_Health know why they should pay closer attention to health policies tackling endocrine challenges  #BecauseHormonesMatter  #endocrinology  www.europeanhormoneday.org  INCLUDE IMAGE OF THE LOGO + DATE |

Post on 23 May

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| Hormones are key to live a healthy life. @ESEndocrinology #EuropeanHormoneDay tells us why we need to be more aware of them and what decision makers can do to help patients who suffer  www.europeanhormoneday.org  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  INCLUDE IMAGE OF THE LOGO + DATE |

Post on 23 May

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| Today is crucial for hormones! @ESEndocrinology #EuropeanHormoneDay plays highlighting hormones importance.@EU\_Health and @SKyriakidesEU must draft effective health policies for everyone who suffers from these diseases  www.europeanhormoneday.org  #BecauseHormonesMatter  #endocrinology  INCLUDE IMAGE OF THE LOGO + DATE |

Post on 23 May

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| Cancer is an issue only getting worse. See below the challenges we face. Learn how you can help spread the importance of hormones in prevention and therapy at[www.europeanhormoneday.org](http://www.europeanhormoneday.org)  @ESEndocrinology  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  INSERT CANCER TILE CARD |

Post on 23 May

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| 1 out of 2 adults live with overweight or obesity: Learn the key facts and the role of hormones in this chronic and relapsing disease [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  @ESEndocrinology  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  INSERT OBESITY TILE CARD |

Post on 23 May

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| Raise awareness about #RareEndocrineDiseases and give voices to those whose lives are affected  Learn about what needs to be done to address the challenges posed by rare diseases [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  @ESEndocrinology  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  INSERT Rare Endocrine Diseases TILE CARD |

Post on 23 May

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| We are exposed to endocrine disrupting chemicals. We can contribute to a better #environment for better #health. Learn some key facts about endocrine disruption and how it affects our wellbeing  [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  @ESEndocrinology  #EuropeanHormoneDay  #BecauseHormonesMatter  INSERT Endocrine Disrupting Chemicals TILE CARD |

Post on 23 May

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| The @ESEndocrinology & ESE Foundation #MilanoDeclaration unites the scientific community & raise awareness about #hormones and the challenges the community faces. Read it and ensure that it reaches decision makers and change #patient outcomes  Include link to Milano Declaration  #BecauseHormonesMatter |

Post on 24 May

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| Do you know about @ESEndocrinology & ESE Foundation #EuropeanHormoneDay? Hormones are vital for a healthy life. @EU\_Health must help the endocrine community to secure better overall health to the citizens of Europe  #BecauseHormonesMatter  #endocrinology  [www.europeanhormoneday.org](http://www.europeanhormoneday.org) |

Post on 24 May

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| .@ESEndocrinology & ESE Foundation #EuropeanHormoneDay taught us why we need to pay attention to #endocrine & #hormonal health. @EU\_Health needs more policies tackling the challenges of endocrine health and disease  #BecauseHormonesMatter  #endocrinology  [www.europeanhormoneday.org](http://www.europeanhormoneday.org) |

Post on 24 May

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| .@ESEndocrinology & ESE Foundation first ever #EuropeanHormoneDay raised awareness about the role of #hormones  Visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn about them and how you can spread the word so that the @EU\_Health can tackle the issue  #BecauseHormonesMatter  #endocrinology |

Post on 25 May

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| The @ESEndocrinology & ESE Foundation #EuropeanHormoneDay raised awareness about #hormones and how decision makers should pay more attention to the importance of hormones in #wellbeing and #health health policies  #BecauseHormonesMatter  #endocrinology  [www.europeanhormoneday.org](http://www.europeanhormoneday.org) |

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## LinkedIn

Post on 8 May

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| At this year’s European Society of Endocrinology’s European Congress of Endocrinology (#ECE 2022), the endocrine community will celebrate the first ever European Hormone Day on 23 May.  We know the importance of hormones and how they are critical to live a healthy life, but not everyone does.  We need to spread more, and correct, information about hormones to ensure that decision makers have a strong foundation when drafting policies.  To tackle this issue a-, the European Hormone Day will raise awareness about hormones and why more should be done to include hormones in future policies, at both EU and national level.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and #hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  EHD LOGO AND DATE |

Post on 15 May

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| Only 1 week to go until European Society of Endocrinology’s European Hormone Day!  The importance of hormones should not go unnoticed. They control growth, development metabolism, sexual function and fertility, and general well being  European Hormone Day will raise awareness amongst decision makers and the public about the importance of hormones.  An open dialogue and collaboration between decision makers and the scientific community will ensure that future health policies tackle issues related to endocrine health and disease.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  CHALLENGE TILE |

Post on 23 May

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| Today is the Day!  It’s the first ever European Society of Endocrinology’s #EuropeanHormoneDay at this year’s ECE.  Raising awareness about the important role of hormones in health is key for society. Only with good information, can decision makers be properly informed about hormones and why they need to be considered in future health policies.  European Hormone Day aims to bring together decision makers and illustrate the key role hormones play in everyday life and health.  For this reason, we ask you to follow the discussion online and ensure that decision makers know what they are dealing with when drafting health policies.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  EHD LOGO |

Post on 24 May

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| Yesterday we celebrated hormones! Everyone needs to know how important they are and the role they play in our daily life.  We want decision makers across Europe and in the EU institutions to take note and ensure that the role of hormones in health is efficiently addressed when making future policies.  Only with better collaboration and knowledge can we ensure that resources are available for better prevention, faster diagnosis, and optimized treatment for all who may suffer from endocrine diseases.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  ANIMATION |

## Facebook

Post on 13 May

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| At this year’s European Society of Endocrinology’s European Congress of Endocrinology (CE 2022), there will be the first ever European Hormone Day on 23 May.  We know the importance of hormones and how key they are to live a healthy life- but not everyone does.  We need to spread more, and correct, information about hormones to ensure that decision makers have a strong foundation when drafting policies.  To tackle this issue and rectify the problem, the European Hormone Day will raise awareness about hormones and why more should be done to include them in future policies, at both EU and national level.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  EHD LOGO AND DATE |

Post on 20 May

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| European Society of Endocrinology’s #EuropeanHormoneDay is in 3 days! Make sure you join the online conversation using #BecauseHormonesMatter and #EuropeanHormoneDay and raise awareness of the importance of hormones!  We want you to help us spread the work and ensure that decision makers in Europe know the role hormones play in health and well-being and why more needs to be done to tackle the serious challenges faced by those living with endocrine conditions.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  ANIMATION |

Post on 23 May

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| Today is the day, today is European Society of Endocrinology’s #EuropeanHormoneDay!  Hormones play a vital role in our lives, and we all need to ensure that adequate polices are in place to ensure that the patients living with endocrine disorders are supported. We want you to spread the word about their importance and get in touch with your local decisionmaker to make sure that they know about the important role of hormones in health and disease!  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  EHD LOGO AND DATE |

Post on 24 May

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| Yesterday was European Society of Endocrinology’s #EuropeanHormoneDay and was great!  Thank you to all who were involved to help us raise awareness of hormones. But the work does not stop- it has just begun!  We count on you to keep spreading the word and ensure that decisionmakers know the importance of hormones and why they need to incorporate them in relevant policies going forward!  Watch this space for next year’s #EuropeanHormoneDay and let’s work together to tackle the challenges.  Learn about European Society of Endocrinology here <https://www.ese-hormones.org> and continue following this page and visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) to learn more about the day and hormones!  #EuropeanHormoneDay  #BecauseHormonesMatter  #endocrinology  #AwarenessDays  INFOGRAPHIC |