

**European Hormone Day: Social Media Toolkit**

**How to use this toolkit**

Thank you for participating in European Hormone Day and adding your voice to the call for greater visibility of endocrine health and disease.

European Hormone Day takes place on **15 May 2023**. We would love for you to join in the conversation on social media and share your own thoughts on why hormone health is important to your organisation/country/patient group.

This toolkit includes some suggested posts to help start conversations with your audience about the importance of hormone health and encourage decision-makers to act. There are posts for Twitter, LinkedIn and Facebook, but feel free to post on any or all platforms you are active on. We’ve included posts to share in the lead up to European Hormone Day, on the day, and after the event.

These are just suggestions! You can use the text provided or adapt to fit your organisation’s focus and activities.

You’ll find graphics and animations [here](https://www.ese-hormones.org/advocacy/european-hormone-day/european-hormone-day-toolkit/). Choose whatever fits your post or create your own.

To help us share your posts and track the action on the day, please tag @ESEndocrinology on Twitter and European Society for Endocrinology on LinkedIn and Facebook.

We’re using the following hashtags: #BecauseHormonesMatter and #EuropeanHormoneDay

The relevant link to share is [www.europeanhormoneday.org](http://www.europeanhormoneday.org). Here people will find links to the calendar of awareness raising initiatives and Good Hormone Health recommendations.

Thank you!

Team ESE

**Social media templates**

**Relevant links:**

Main European Hormone Day page: <https://www.ese-hormones.org/advocacy/european-hormone-day/>

Toolkit page: <https://www.ese-hormones.org/advocacy/european-hormone-day/european-hormone-day-toolkit/>

Good Hormone Health annex: <https://www.ese-hormones.org/media/5090/milano-declaration-2022-annex-i-web-final.pdf>

Good Hormone Health infographic: <https://www.ese-hormones.org/media/5007/10-recommendations-infographic-v02-1.pdf>

Because Hormones Matter leaflet: <https://www.ese-hormones.org/media/5085/awareness-raising-brochure-web-final.pdf>

Because Hormones Matter calendar: <https://www.ese-hormones.org/media/5087/awareness-raising-calendar-web-final.pdf>

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| **DATE** | **Twitter** | **LinkedIn** | **Facebook** |
| **Pre-event – to build awareness and excitement** | | | |
| 15 April  4 weeks to go | #EuropeanHormoneDay is back!  Join the endocrine community on 15 May to raise awareness of the importance of good hormone health  We’re using #BecauseHormonesMatter to bring together everyone with an interest in promoting better policies for endocrine patients  Visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org) for details  @ESEndocrinology  [Image: logo + date] | European Hormone Day is back!  After a brilliant campaign last year, ESE and the ESE Foundation are bringing back European Hormone Day to continue to raise awareness of the importance of good hormone health.  Why? Because there’s still so much that can be done to prevent, diagnose and treat endocrine disease in Europe.  [add comment on relevance to your organisation or country]  [Name of organisation] will be joining the endocrine community on 15 May to mark European Hormone Day 2023.  Follow along using the hashtag #BecauseHormonesMatter  (More details at link in comments)  [Image: logo + date]  [Add URL [www.europeanhormoneday.org](http://www.europeanhormoneday.org) in comments] | European Hormone Day is back!  After a brilliant campaign last year, ESE and the ESE Foundation are bringing back European Hormone Day to continue to raise awareness of the importance of good hormone health.  Why? Because there’s still so much that can be done to prevent, diagnose and treat endocrine disease in Europe.  [add comment on relevance to your organisation or country]  [Name of organisation] will be joining the endocrine community on 15 May to mark European Hormone Day 2023.  Follow along using the hashtag #BecauseHormonesMatter  (More details at link in comments)  [Image: logo + date]  [Add URL [www.europeanhormoneday.org](http://www.europeanhormoneday.org) in comments] |
| 24 April  3 weeks to go | Why do we need European Hormone Day?  Hormones have a HUGE impact on our health. Better awareness can:   * Ensure policy takes account of hormone health * Improve diagnosis + treatment of endocrine disease * Attract research funding   Join the conversation on 15 May by following #BecauseHormonesMatter  @ESEndocrinology  [Image: logo + date] | Why do we need a European Hormone Day?  Hormones have a HUGE impact on our health. Better awareness can:   * Ensure policy takes account of hormone health * Improve diagnosis + treatment of endocrine disease * Attract research funding   [insert text relevant to your organisation]  Join the conversation on 15 May by following #BecauseHormonesMatter  [Image: logo + date] | Why do we need a European Hormone Day?  Hormones have a HUGE impact on our health. Better awareness can:   * Ensure policy takes account of hormone health * Improve diagnosis + treatment of endocrine disease * Attract research funding   [insert text relevant to your organisation]  Join the conversation on 15 May by following #BecauseHormonesMatter  [Image: logo + date] |
| 1 May | Date for your diary!  In 2 weeks, we’re joining @ESEndocrinology  and ESE Foundation for #EuropeanHormoneDay  👉 a collective call to action to place hormones at the heart of EU health policy + raise awareness of endocrine health and disease #BecauseHormonesMatter  Find out more at [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  [Image: logo + date] | Date for your diary!  In case you haven’t heard… in 2 weeks, we’re joining ESE, ESE Foundation and others in the endocrine community for #EuropeanHormoneDay  This is a collective call to action to place hormones at the heart of EU health policy and raise awareness of endocrine health and disease – #BecauseHormonesMatter  Find out more at [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  [Image: logo + date] | Date for your diary!  In case you haven’t heard… in 2 weeks, we’re joining ESE, ESE Foundation and others in the endocrine community for #EuropeanHormoneDay  This is a collective call to action to place hormones at the heart of EU health policy and raise awareness of endocrine health and disease – #BecauseHormonesMatter  Find out more at [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  [Image: logo + date] |
| 5 May | More can be done to ensure we all have better hormone health🩺  That’s why we’re joining @ESEndocrinology + ESE Foundation on 15 May to mark the 2nd European Hormone Day and encourage decision-makers to put hormones at the heart of health policies  Spread the word ­–#BecauseHormonesMatter  [Image: logo + date] | More can be done to ensure we all have better hormone health🩺  That’s why we’re joining ESE, ESE Foundation and the wider endocrine community on 15 May to mark the second European Hormone Day.  The goal is to raise awareness of the vital importance of good hormone health and encourage national and European decision-makers to put hormones at the heart of health policies.  Spread the word ­–#BecauseHormonesMatter  [Image: logo + date] | More can be done to ensure we all have better hormone health🩺  That’s why we’re joining ESE, ESE Foundation and the wider endocrine community on 15 May to mark the second European Hormone Day.  The goal is to raise awareness of the vital importance of good hormone health and encourage national and European decision-makers to put hormones at the heart of health policies.  Spread the word ­–#BecauseHormonesMatter  [Image: logo + date] |
| 8 May | 1 week to go until European Hormone Day!  Do you know how important hormones are for living a healthy life? Check out this animation to see why hormones matter 👇  #BecauseHormonesMatter  @ESEndocrinology  [Image: animation] | 1 week to go until European Hormone Day!  Do you know how important hormones are for living a healthy life? Check out this animation to see why hormones matter 👇  [add text to reflect on what this means to your organisation or country]  #BecauseHormonesMatter  [Image: animation] | 1 week to go until European Hormone Day!  Do you know how important hormones are for living a healthy life? Check out this animation to see why hormones matter 👇  [add text to reflect on what this means to your organisation or country]  #BecauseHormonesMatter  [Image: animation] |
| 10 May | Interested in hormone health?  Follow #BecauseHormonesMatter to connect with endocrine orgs across Europe and help raise awareness of the many ways hormones affect health + disease.  Join the conversation next Monday (15 May) on European Hormone Day  @ESEndocrinology  [Image: logo + date] | Interested in hormone health?  Follow #BecauseHormonesMatter to connect with endocrine organisations across Europe and help raise awareness of the many ways hormones affect health and disease.  Hormones often fly under the radar, but with better understanding of their importance, more can be done to promote policies aimed at prevention, diagnosis and treatment.  Join the conversation next Monday (15 May) on European Hormone Day.  [Image: logo + date] | Interested in hormone health?  Follow #BecauseHormonesMatter to connect with endocrine organisations across Europe and help raise awareness of the many ways hormones affect health and disease.  Hormones often fly under the radar, but with better understanding of their importance, more can be done to promote policies aimed at prevention, diagnosis and treatment.  Join the conversation next Monday (15 May) on European Hormone Day.  [Image: logo + date] |
| 10 May | How do hormones affect health and disease?  On Monday we’ll be joining @ESEndocrinology, ESE Foundation and others in the endocrine community for European Hormone Day – #BecauseHormonesMatter  [Image: Why hormones matter infographic] | How do hormones affect health and disease?  [insert text relevant to your organisation]  Raising awareness of the vital role of hormones will help promote better health policies – and better outcomes for endocrine patients.  On Monday we’ll be joining ESE, ESE Foundation and others in the endocrine community for European Hormone Day.  #BecauseHormonesMatter  [Image: Why hormones matter infographic] | How do hormones affect health and disease?  [insert text relevant to your organisation]  Raising awareness of the vital role of hormones will help promote better health policies – and better outcomes for endocrine patients.  On Monday we’ll be joining ESE, ESE Foundation and others in the endocrine community for European Hormone Day.  #BecauseHormonesMatter  [Image: Why hormones matter infographic] |
| 12 May | Reminder: it’s European Hormone Day on Monday!  This is a chance for everyone with an interest in promoting better hormone health to join forces and build momentum  #BecauseHormonesMatter  @ESEndocrinology  [Image: logo + date] | Reminder: it’s European Hormone Day on Monday!  This is a chance for everyone with an interest in promoting better hormone health to join forces and build momentum around the idea that hormones matter.  [insert text relevant to your organisation]  #BecauseHormonesMatter  [Image: logo + date] | Reminder: it’s European Hormone Day on Monday!  This is a chance for everyone with an interest in promoting better hormone health to join forces and build momentum around the idea that hormones matter.  [insert text relevant to your organisation]  #BecauseHormonesMatter  [Image: logo + date] |
| 14 May (Sun) | Tomorrow is European Hormone Day – join the conversation by following the hashtag #BecauseHormonesMatter  We want @EU\_Health + @WHO\_Europe to put hormones at the heart of EU health policy to improve outcomes for patients across Europe  @ESEndocrinology  [Animation] | Tomorrow is European Hormone Day – join the conversation by following the hashtag #BecauseHormonesMatter  We want local, national and European decision-makers to put hormones at the heart of health policy to improve outcomes for patients across Europe.  [For example… insert text relevant to your organisation]  [Animation] | Tomorrow is European Hormone Day – join the conversation by following the hashtag #BecauseHormonesMatter  We want local, national and European decision-makers to put hormones at the heart of health policy to improve outcomes for patients across Europe.  [For example… insert text relevant to your organisation]  [Animation] |
| **On the day – to encourage participation and sharing** | | | |
| 15 May | European Hormone Day is here!  We’re joining @ESEndocrinology + ESE Foundation to raise awareness of the vital role of hormones in preventing + treating disease.  [add text relevant to your organisation/country]  Help spread the word by following #BecauseHormonesMatter  [Image: logo + date] | European Hormone Day is here!  We’re joining ESE and ESE Foundation to raise awareness of the vital role of hormones in preventing + treating disease.  [add text relevant to your organisation/country]  We need local, national and European health policies to promote good hormone health.  Help spread the word by sharing and following #BecauseHormonesMatter  [Image: logo + date] | European Hormone Day is here!  We’re joining ESE and ESE Foundation to raise awareness of the vital role of hormones in preventing + treating disease.  [add text relevant to your organisation/country]  We need local, national and European health policies to promote good hormone health.  Help spread the word by sharing and following #BecauseHormonesMatter  [Image: logo + date] |
| 15 May | We need local + national health policies to promote good hormone health.  European Hormone Day is a call to decision-makers to strengthen health policies to promote good hormone health.  Find out more: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter  [Image: logo + date] | Today’s the second European Hormone Day.  It’s organised by ESE and ESE Foundation to bring together the entire endocrine community to put hormone health in the spotlight.  Endocrine issues must be included in local, national and European health policies to prevent, diagnose and treat chronic conditions.  European Hormone Day is a call to decision-makers to strengthen health policies to promote good hormone health.  Find out more: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter  [Image: logo + date] | Today’s the second European Hormone Day.  It’s organised by ESE and ESE Foundation to bring together the entire endocrine community to put hormone health in the spotlight.  Endocrine issues must be included in local, national and European health policies to prevent, diagnose and treat chronic conditions.  European Hormone Day is a call to decision-makers to strengthen health policies to promote good hormone health.  Find out more: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter  [Image: logo + date] |
| 15 May | More than ¾ of us will see a hormone specialist at some point 🤯  [add text relevant to your org/country]  European Hormone Day is a call to strengthen health policies to promote endocrine health #BecauseHormonesMatter  @ESEndocrinology    [Image: animation] | More than ¾ of the population will see a hormone specialist at some point in their life 🤯  Hormones are essential for our growth, metabolism, sexual health, stress management and more.  [add text relevant to your org/country]  European Hormone Day is a call to decision-makers to strengthen health policies to promote good hormone health #BecauseHormonesMatter  [Image: animation] | More than ¾ of the population will see a hormone specialist at some point in their life 🤯  Hormones are essential for our growth, metabolism, sexual health, stress management and more.  [add text relevant to your org/country]  European Hormone Day is a call to decision-makers to strengthen health policies to promote good hormone health #BecauseHormonesMatter  [Image: animation] |
| 15 May | Today’s European Hormone Day, but there are many other days dedicated to raising awareness of specific health conditions with an endocrine connection.  [add your own if relevant]  @ESEndocrinology has published a handy calendar of awareness events so we can work together to boost the profile of hormone health.  Download at [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter | Today’s European Hormone Day, but there are many other days dedicated to raising awareness of specific health conditions with an endocrine connection.  [add your own if relevant]  ESE and ESE Foundation have published a handy calendar of awareness initiatives so we can work together to boost the profile of hormone health.  Download the calendar here: <https://www.ese-hormones.org/media/5087/awareness-raising-calendar-web-final.pdf>  #BecauseHormonesMatter | Today’s European Hormone Day, but there are many other days dedicated to raising awareness of specific health conditions with an endocrine connection.  [add your own if relevant]  ESE and ESE Foundation have published a handy calendar of awareness initiatives so we can work together to boost the profile of hormone health.  Download the calendar here: <https://www.ese-hormones.org/media/5087/awareness-raising-calendar-web-final.pdf>  #BecauseHormonesMatter |
| 15 May | Can you do anything to improve hormone health? Yes!  @ESEndocrinology have shared 10 simple steps for better hormone health.  [add text relevant to your org/country]  Find out more at [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  [Image: GHH infographic or animation] | Can you do anything to improve hormone health? Yes!  To mark European Hormone Day, ESE and ESE Foundation have published this handy infographic with 10 simple steps for better hormone health.  This builds on last year’s Milano Declaration, which was a call to policy-makers to include endocrine issues in local, national and European health policies.  [add text relevant to your org/country]  Download the infographic to see what you can do to boost your hormone health: <https://www.ese-hormones.org/media/5007/10-recommendations-infographic-v02-1.pdf>  [Image: GHH infographic or animation] | Can you do anything to improve hormone health? Yes!  To mark European Hormone Day, ESE and ESE Foundation have published this handy infographic with 10 simple steps for better hormone health.  This builds on last year’s Milano Declaration, which was a call to policy-makers to include endocrine issues in local, national and European health policies.  [add text relevant to your org/country]  Find out what you can do to boost hormone health: <https://www.ese-hormones.org/media/5007/10-recommendations-infographic-v02-1.pdf>  [Image: GHH infographic or animation] |
| 15 May | Did you know there are 50,000 new cases of thyroid cancer each year in Europe?  Hormones play a vital role in preventing, treating + living with many different cancers.  [add own perspective]  On European Hormone Day, we call for more emphasis on hormone health in health policies + research.  #BecauseHormonesMatter  [Image: cancer graphic/animation] | Did you know there are 50,000 new cases of thyroid cancer each year in Europe?  Good hormone health plays a vital role in preventing, treating and living with many different cancers.  [add own perspective]  On European Hormone Day, we call for more emphasis on endocrine cancers and hormone health in local, national and European health plans and research.  Find out more: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter  [Image: cancer graphic/animation] | Did you know there are 50,000 new cases of thyroid cancer each year in Europe?  Good hormone health plays a vital role in preventing, treating and living with many different cancers.  [add own perspective]  On European Hormone Day, we call for more emphasis on endocrine cancers and hormone health in local, national and European health plans and research.  Find out more: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  #BecauseHormonesMatter  [Image: cancer graphic/animation] |
| 15 May | Hormone imbalance can be both a cause and effect of obesity, linked to many chronic conditions including diabetes + cancer.  As prevalence grows, more action is needed to support better hormone health.  [add own perspective]  @ESEndocrinology  #BecauseHormonesMatter  #EuropeanHormoneDay  [Image: obesity graphic/animation] | Hormone imbalance can be both a cause and effect of obesity, which is linked to many chronic conditions including diabetes, cancer and heart disease.  As prevalence grows, more action is needed to support better hormone health and reduce the impact of chronic disease.  [add own perspective]  #BecauseHormonesMatter  #EuropeanHormoneDay  [Image: obesity graphic/animation] | Hormone imbalance can be both a cause and effect of obesity, which is linked to many chronic conditions including diabetes, cancer and heart disease.  As prevalence grows, more action is needed to support better hormone health and reduce the impact of chronic disease.  [add own perspective]  #BecauseHormonesMatter  #EuropeanHormoneDay  [Image: obesity graphic/animation] |
| 15 May | There are over 1500 chemicals in plastics that affect hormone health, causing cancer, obesity, diabetes and infertility.  We’re joining @ESEndocrinology to raise awareness and call for legislative action to reduce exposure to endocrine disrupting chemicals.  #BecauseHormonesMatter  [Image: EDCs graphic/animation] | Did you know there are over 1500 chemicals in plastics that affect hormone health?  They contribute to endocrine cancers, obesity, diabetes, thyroid disease, IV osteoporosis and infertility.  That’s why we’re joining ESE to raise awareness of the impact of hormones on health and disease.  We need legislative action to reduce exposure to endocrine disrupting chemicals to ensure a healthier future in Europe.  #BecauseHormonesMatter  [Image: EDCs graphic/animation] | Did you know there are over 1500 chemicals in plastics that affect hormone health?  They contribute to endocrine cancers, obesity, diabetes, thyroid disease, IV osteoporosis and infertility.  That’s why we’re joining ESE to raise awareness of the impact of hormones on health and disease.  We need legislative action to reduce exposure to endocrine disrupting chemicals to ensure a healthier future in Europe.  #BecauseHormonesMatter  [Image: EDCs graphic/animation] |
| 15 May | Over 400 rare diseases are linked to the endocrine system.  Unfortunately, diagnosis can be slow and for many there’s no cure.  Raising awareness on European Hormone Day will boost research and resources to improve diagnosis + treatment for endocrine patients.  #BecauseHormonesMatter  #EuropeanHormoneDay  @ESEndocrinology | Over 400 rare diseases are linked to the endocrine system and hormone health, affecting nearly 30m people in Europe.  Unfortunately, diagnosis can be slow and for many there’s no cure.  Raising awareness on European Hormone Day will help attract attention and investment to boost much-needed research. This is essential to improve diagnosis, treatment and quality of life for endocrine patients.  #BecauseHormonesMatter  #EuropeanHormoneDay | Over 400 rare diseases are linked to the endocrine system and hormone health, affecting nearly 30m people in Europe.  Unfortunately, diagnosis can be slow and for many there’s no cure.  Raising awareness on European Hormone Day will help attract attention and investment to boost much-needed research. This is essential to improve diagnosis, treatment and quality of life for endocrine patients.  #BecauseHormonesMatter  #EuropeanHormoneDay |
| **Post-event – to reflect, raise awareness and encourage advocacy and action** | | | |
| 16 May | Yesterday was European Hormone Day – we joined the endocrine community to raise awareness of the importance of good hormone health.  Now, we need to keep the momentum going.  [action your org is taking]  #BecauseHormonesMatter  Visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org/) to find out more. | Yesterday was European Hormone Day – we joined the endocrine community to raise awareness of the importance of good hormone health.  Last year ESE and ESE Foundation published the Milano Declaration, calling for more to be done to promote hormone health at a policy level. Now, we need to keep the momentum going.  [action your org is taking]  #BecauseHormonesMatter  Visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org/) to find out more. | Yesterday was European Hormone Day – we joined the endocrine community to raise awareness of the importance of good hormone health.  Last year ESE and ESE Foundation published the Milano Declaration, calling for more to be done to promote hormone health at a policy level. Now, we need to keep the momentum going.  [action your org is taking]  #BecauseHormonesMatter  Visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org/) to find out more. |
| 16 May | Yesterday was European Hormone Day.  Let’s keep the conversation going using the #BecauseHormonesMatter hashtag.  @ESEndocrinology and ESE Foundation have put together a calendar of awareness days with an endocrine connection, available here: [www.europeanhormoneday.org](http://www.europeanhormoneday.org)  [reference to next date that’s relevant to your org] | Yesterday was European Hormone Day.  Increasing visibility of hormone-related diseases is vital to secure research funding and policy action.  Let’s keep the conversation going using the #BecauseHormonesMatter hashtag.  ESE and ESE Foundation have put together a calendar of awareness days with an endocrine connection <https://www.ese-hormones.org/media/5085/awareness-raising-brochure-web-final.pdf>  [reference to next date that’s relevant to your org] | Yesterday was European Hormone Day.  Increasing visibility of hormone-related diseases is vital to secure research funding and policy action.  Let’s keep the conversation going using the #BecauseHormonesMatter hashtag.  ESE and ESE Foundation have put together a calendar of awareness days with an endocrine connection <https://www.ese-hormones.org/media/5085/awareness-raising-brochure-web-final.pdf>  [reference to next date that’s relevant to your org] |