

Using social media to support European Hormone Day 2024

[European Hormone Day](#) returns on Wednesday 24 April 2024. The aim is to raise public awareness of the small steps everyone can take towards good hormone health. This builds on the success of last year's campaign, when we published a new Annex to the [Milano Declaration](#) with 10 Recommendations for Good Hormone Health.

European Hormone Day is primarily an online campaign, though we encourage participants to organise in-person events and activities, too. We encourage participants to join in the conversation on social media by sharing what good hormone health means to them. Social media is a fantastic tool to help spread the word to a larger audience. With that in mind, we would appreciate your support!

Many of you will be familiar with social media, but for those who are not regular users, this guide is intended as a brief "how-to" to help you support the campaign if you would like to get involved.

Why use social media for European Hormone Day





- 1. Reach more people, quickly!** Even just giving a European Hormone Day post a thumbs up means people in your network will see the message too.
- 2. Start conversations about why hormones matter.** Social media is a bit like hanging around the coffee stand at a conference – you can chat to people with similar interests, ask questions and share thoughts in an informal and friendly way. It's a great way to share information you think will be helpful or interesting to your professional network.
- 3. Promote ESE's wider work:** Joining in the campaign on social media can make more people aware of ESE and encourage engagement with wider advocacy and outreach activities.

How to use social media easily and effectively

- 1. Choose one platform: you don't have to use all social media platforms!** If you already use one, stick with that. If you prefer to use a professional account rather than a personal account, LinkedIn may be the best choice for you. Here's a run-down of each of the main platforms ESE uses:
 - **LinkedIn** – tailored for professional networking, making it an ideal platform for connecting with peers, sharing research, and discussing what you're working on. Posts are text-based with the option to add images and videos.
 - **X (formerly known as Twitter)** – a public forum that's ideal for getting and sharing quick updates on the latest news, research and discussions. Use the hashtags to see posts relating to the conversations you want to take part in. Free accounts have a 280-character limit per post.

- **Facebook** – a community-based platform that’s good for sharing longer posts. Posts can be text/image/video-based.
 - **Instagram** – an image/video-based platform that’s great for visual content. ESE has set up the [@BecauseHormonesMatter](#) account on Instagram to share more public-facing messaging about why hormones matter.
2. **Follow ESE on that platform (links below) so you can see what we’re posting.** When you see a post you want to share with your network, you can “like” or “share” the post. If you want to add your own thoughts or comments, you can reply to the post or repost it with your own observations.
 3. **Use and follow hashtags.** You can also see what other organisations are saying about European Hormone Day by entering the campaign hashtags in the search box on whatever platform you’re using. These are **#BecauseHormonesMatter** and **#EuropeanHormoneDay**. If you search for these terms without the hashtag, you’ll still see content relating to the campaign, but the hashtags help us track the conversations more easily. When you write your own posts, please add these hashtags.
 4. **Keep it simple.** This doesn’t have to be complicated or time-consuming! Think of it as “watercooler chat”, where you can start and join in conversations with people in your professional community about the campaign and about ESE’s wider activities.
 5. **Stay safe.** Social media can be very effective and even fun, but avoid sharing personal or sensitive information that you wouldn’t want strangers to know.

Connect with ESE on social media to follow the campaign:

-  [European Society of Endocrinology](#)
-  [European Society of Endocrinology](#)
-  [@ESEndocrinology](#)
-  [@BecauseHormonesMatter](#)

Got questions?

If you have any questions about using social media, please contact the ESE Marketing team who will be happy to help: Victoria.Withy@ese-hormones.org.