



EAN Social Media Channels

Class C

EAN serves a surging number of followers on its Social Media channel. Seize the chance and reach out to a combined total of more than 20,000 engaged followers across Facebook, Twitter and Instagram during the EAN Congress.

- EAN provides specifications and templates to ensure a convenient submission of Social Media content
- All content needs to be approved by EAN
- Content must be adequate and shall not include Product Placements
- Only sponsors of Industry Network Areas and/or Industry Sponsored Sessions allowed
- EAN reserves the right to adapt time of posting if deemed necessary due to unforeseen happenings
- Hashtags may be added by EAN according to its promotion campaign
- Paid content will be removed after the Congress from all Social Media Channels of EAN
- Advertising references applicable

“Tweet” your news via @EANeurology

Channel-information:

(as of 19.04.2021)

Page Link: <https://twitter.com/eaneurology>

Followers: 8.800

Tweets: 6.233 tweets

Channel available since June 20211



EAN will promote the congress and related activities, with up to 30 tweets per day during official congress days of which 10 tweets can be purchased by sponsors. Twitter will be the social channel which is offering the latest “news” to participants and followers of EAN:

- Sponsor submits content and preferred time to EAN
- Tweet contains of 1 picture, text, 1 link and 2 hashtags for the sponsor
- Content of tweets must be related to the sponsors activities at the EAN Congress 2021
- EAN also retweets Congress related content of the sponsor

Tweet within 2 weeks before the Congress

€ 1.000/Tweet

Tweet on the day before the Congress

€ 2.000/Tweet

Tweet during official Congress days

€ 2.500/Tweet

Retweets of Sponsors Tweets before the Congress

€ 800/Retweet

Retweets of Sponsors Tweets on the day before the Congress

€ 1,500/Retweet

Retweets of Sponsors Tweets during official Congress days

€ 2,000/Retweet

“Post” your message via the EAN Facebook (FB) Page

Channel-information:

(as of 19.04.2021)

Page Link: <https://www.facebook.com/eaneurology/>

Followers: 13.535

Likes: 12.702



EAN will promote the Congress and related activities before and during official Congress days with **no more than 5-6 posts** per day about:

- General information on Industry Network Areas
- Evaluation & Certificates
- EAN activities and feature areas
- Daily highlights & important sessions
- Membership
- Posts of industry partners

Sponsors have the opportunity to:

- submit content and preferred time to EAN
- provide 1 picture/video, text and 1 link to create the post
- Content of posts must be related to the sponsors activities at the EAN Congress 2021
- FB Posts should encourage recipients to reactions and interactions
- **Only 2 posts per day are available for industry partners**

FB Post within 2 weeks before the Congress

€ 1.500/Post

FB Post on the day before the Congress

€ 2.000/Post

FB Post during official Congress days

€ 2.500/Post

