

Social media kit

European Testing Week

Show your support for the campaign on social media!

European Testing Week provides different social media platforms for showing support and amplifying the campaign's main message about the importance of testing for HIV, viral hepatitis and STIs. Messages are mainly shared in the run up to, and during, European Testing Week.

European Testing Week on social media



How you can use social media to support the campaign

Here are some examples of what you can do to show your support on social media:

- **Follow us @EuroTestWeek on social media.**
We have pages on Facebook, Instagram and YouTube. Engage with us by liking and sharing our posts.

- **Post campaign messages.**

You can either copy and share content from our accounts [@EuroTestWeek](#) or develop your own customized posts (see key messages and sample posts below).

- **Share videos in stories or reels.**

Record and post a short video of yourself (or a relevant influential person) talking about the importance of European Testing Week and post on your social media profiles.

- **Tag us in your posts**

When you post about European Testing Week on your social media profiles, please remember to tag [@EuroTestWeek](#) and use our hashtags:

ETW hashtags

#EuroTestWeek
#TestTreatPrevent

Key messages/examples of posts

Facebook

*For the upcoming **#EuroTestWeek**, taking place **DD-DD** May **YYYY**, I remain committed to supporting efforts to ensure improved access to testing and care services for **#HIV**, **#hepatits** and **#STIs**. Let's challenge and address stigma and discriminatory laws and policies to make testing available for all. To learn more about **#EuroTestWeek**, visit www.testingweek.eu
#TestTreatPrevent*

Instagram

Caption suggestion:

*For the upcoming **#EuroTestWeek**, taking place **DD-DD** May **YYYY**, I remain committed to supporting efforts to ensure improved access to testing and care services for **#HIV**, **#hepatits** and **#STIs**. Let's challenge and address stigma and discriminatory laws and policies to make testing available for all. To learn more about **#EuroTestWeek**, visit www.testingweek.eu
#TestTreatPrevent*

Note: Instagram is primarily an image and video-sharing platform, so consider posting a short video of yourself talking about the importance of European Testing Week and sharing it as a reel and a story.

Visual assets

- **Use the European Testing Week logo in your posts.**

Our logo is available in several European languages and if you cannot find the logo in your language, you can request it by emailing eurotest@regionh.dk.

Logos can be downloaded from the website: <https://www.testingweek.eu/campaign-materials/etw-logos/>

**EUROPÄISCHE
TEST
WOCHE**
www.testingweek.eu

**SEMANA DE
EUROPEA DE
LA PRUEBA**
www.testingweek.eu

**EUROPEAN
TESTING
WEEK**
TEST.TREAT.PREVENT.
www.testingweek.eu

**EVROPSKA
NEDELJA
TESTIRANJA**
www.testingweek.eu

- **Use our logo colours in your design**

Our logos consist of 3 main colours for clear visual branding of the campaign. Please do not change the colours of your logo. Below you can find the colour codes:



Blue

RGB: 29, 78, 162

CMYK: 96%, 79%, 1%, 0%

HEX: #1d4ea2

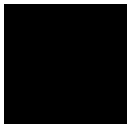


Green

RGB: 0, 150, 64

CMYK: 100%, 0%, 100%, 0%

HEX: #009640



Black

RGB: 0, 0, 0

CMYK: 0%,0%,0%,0%

HEX: #000000

Website

For more information about European Testing Week, visit our website:

<https://www.testingweek.eu/>



Contact

If you wish to contact the secretariat for European Testing Week, write to:

eurotest@regionh.dk