

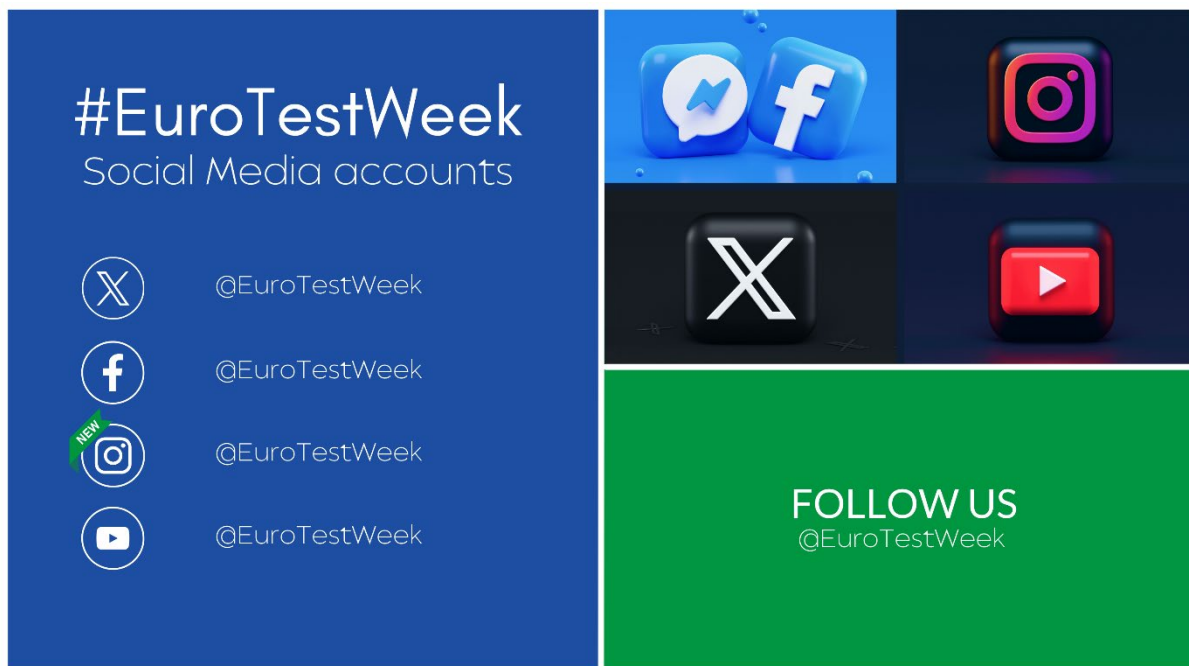
## Social media kit

### European Testing Week

#### Show you support for the campaign on social media!

European Testing Week provides 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



The graphic is a social media kit for EuroTestWeek. It features a dark blue background on the left and a green background on the right. On the left, the hashtag #EuroTestWeek is displayed in white, followed by the text 'Social Media accounts'. Below this, four social media icons are listed with their corresponding handles: X (Twitter) @EuroTestWeek, Facebook @EuroTestWeek, Instagram @EuroTestWeek (with a 'NEW' badge), and YouTube @EuroTestWeek. On the right, there are four social media icons in a 2x2 grid: WhatsApp, Facebook, X (Twitter), and YouTube. Below the grid, the text 'FOLLOW US @EuroTestWeek' is displayed in white on a green background.

#### How you can help

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 X (Twitter), 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 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, please remember to tag [@EuroTestWeek](#) and use our hashtags [#EuroTestWeek](#) and [#TestTreatPrevent](#).

**ETW hashtags**

[#EuroTestWeek](#)  
[#TestTreatPrevent](#)

### Key messages/sample posts

#### X (Twitter)

The **YYYY** Spring **#EuroTestWeek** is **DD-DD** May! I support the call for increased access to safe testing and support services for **#HIV #hepatitis #STIs** throughout Europe. [www.testingweek.eu](http://www.testingweek.eu) [www.testfinder.info](http://www.testfinder.info)  
**#TestTreatPrevent**

#### Facebook

For the upcoming **#EuroTestWeek**, taking place **DD-DD** May **YYYY**, I remain committed to support efforts to ensure improved access to testing and care services for **#HIV, #hepatitis** 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](http://www.testingweek.eu)  
**#TestTreatPrevent**

#### Instagram

**Caption suggestion:**

For the upcoming **#EuroTestWeek**, taking place **DD-DD** May **YYYY**, I remain committed to support efforts to ensure improved access to testing and care services for **#HIV, #hepatitis** 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](http://www.testingweek.eu)  
#TestTreatPrevent

**Note:** Instagram is a primarily 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 reels and stories.

### 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.rigshospitalet@regionh.dk](mailto:eurotest.rigshospitalet@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 are using 3 main colours and 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.rigshospitalet@regionh.dk](mailto:eurotest.rigshospitalet@regionh.dk)