**Social media template content**

The below example social media posts have been provided for inspiration on content you can share to amplify your White Paper launch and event.

Should you require any further support, please do not hesitate to contact the Secretariat [secretariat@makesensecampaign.eu](mailto:secretariat@makesensecampaign.eu).

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**Example first post – to be shared in lead up to White Paper launch**

On [insert date] we will be launching our White Paper, featuring updated priorities and a drive for change to improve outcomes for head and neck cancer patients across Europe.

Tune in from XX:00 - XX:00 CET as we share key details online! [#insert hashtag]

**Example second post – to be shared day of event / White Paper launch**

Today, we are meeting in Parliament to launch our new head and neck cancer White Paper. Head and neck cancer affects thousands each year, and we are calling on Parliament to take the necessary steps to improve the lives of those affected. Read the paper here: [insert link] [#insert hashtag] [insert @ of attendees]

**Example third post – to be shared after event / White Paper launch**

Thank you to everyone who attended our event in Parliament today: with your support, we can create meaningful change and improve the outcome for people affected by head and neck cancer.

If you haven’t already, click here to read our White Paper to find out more: [insert link] [#insert hashtag]