


## SOCIAL MEDIA POSTS FOR THE LAUNCH OF THE DECLARATION ON STROKE, STROKE ACTION PLAN FOR EUROPE (SAP-E)

The social media posts below are for European countries/SAP-E representatives to share via Facebook, Twitter, and LinkedIn on the day of the launch on Tuesday 11 May 2021. There are also social media posts for after launch, to encourage more signatures and to congratulate countries when they have signed.

*Please do not post before 11 May.*

*Please inform us when your declaration is signed/scheduled to be signed and we will supply you a personalized post-launch post including visual.*

| SOCIAL MEDIA CHANNEL | EUROPEAN COUNTRIES/SAP-E REPRESENTATIVES  | VISUAL ASSET   |
|----------------------|---|--|
| FACEBOOK – launch    | As a Stroke Action Plan for Europe representative, I am supporting the Declaration for Action on Stroke on European Stroke Awareness day<br>@safestroke<br>@EuropeanStrokeOrganisation<br><a href="https://actionplan.eso-stroke.org/">https://actionplan.eso-stroke.org/</a> | Use FB optimised image<br>        |
| TWITTER – Launch     | Support @StrokeEurope @ESOSTroke and encourage <b>XXXX [INSERT COUNTRY HERE]</b> Health Ministry to sign the #StrokeActionPlan Declaration<br><a href="https://actionplan.eso-stroke.org/">https://actionplan.eso-stroke.org/</a>   | Use Twitter optimised image<br>  |
| LINKEDIN             | The Stroke Action Plan for Europe Declaration is an important step towards improving stroke care especially during the pandemic. Stroke is too important to be forgotten <a href="https://actionplan.eso-stroke.org/">https://actionplan.eso-stroke.org/</a>                  | Use LinkedIn optimised image<br> |

