



# ELITA 30th Anniversary Meeting & ELITA – EF CLIF Monothematic Conference about ACLF, Alcohol and Liver Transplantation

Promotional Toolkit

# Social Media

Official ESOT Social Media accounts: [@esottransplant](#) on [Twitter](#), [Instagram](#), [Facebook](#) and on [LinkedIn](#)

Please mention **EF CLIF** when referring to the **monothematic conference**:

- Twitter: [@ef\\_clif](#)
- LinkedIn: <https://www.linkedin.com/company/efclif/>

## Hashtags to use

The primary and official hashtag for is **#ESOT\_ELITA**

Secondary [#livertransplantation](#) [#liverdisease](#)

(for twitter only: [#livertwitter](#) [#transplanttwitter](#))

# Resources

- Event webpage - <https://esot.org/esot-events/elita-30th-anniversary-monothematic/>
- Promotional slides - <https://esot.org/wp-content/uploads/2022/11/EventPromoSlides.pptx>
- SmartPage - [https://go.esot.org/elita30th\\_efclif](https://go.esot.org/elita30th_efclif) [this can be featured on social media posts by coping/pasting it; it generates a visual]
- Switchy link - [https://go.esot.org/e30e\\_about](https://go.esot.org/e30e_about) [this can be featured on social media posts by coping/pasting it; it generates a visual]
- Linkedin event - <https://www.linkedin.com/feed/update/urn:li:activity:6991663129571004416>
- Event QR code - <https://esot.org/wp-content/uploads/2022/11/QRcode.png>

# Banners

[https://esot.org/wp-content/uploads/2022/11/ELITA\\_1200-x-630-img-primary-1.png](https://esot.org/wp-content/uploads/2022/11/ELITA_1200-x-630-img-primary-1.png)



[https://esot.org/wp-content/uploads/2022/11/ELITA\\_-1200-x-630-option-2@2x.png](https://esot.org/wp-content/uploads/2022/11/ELITA_-1200-x-630-option-2@2x.png)



<https://esot.org/wp-content/uploads/2022/11/ELITA-1080-x-1080-img.png>



<https://esot.org/wp-content/uploads/2022/11/ELITA-1080-x-1080.png>



# Email signatures — event hyperlink to be added individually



[https://esot.org/wp-content/uploads/2022/11/ELITA\\_fullbackground.png](https://esot.org/wp-content/uploads/2022/11/ELITA_fullbackground.png)



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