



# EDTCO Organ Donation Congress 2023

Promotional Toolkit

# Social Media

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

## Hashtags to use

The primary and official hashtag for is **#ESOT\_EDTCO**  
(for twitter only: #transplanttwitter)

# Resources

- Event webpage – <https://esot.org/esot-events/edtco-congress-2023/>
- Promotional slides – [https://esot.org/wp-content/uploads/2023/01/EDTCOcongress23\\_EventPromoSlides.pptx](https://esot.org/wp-content/uploads/2023/01/EDTCOcongress23_EventPromoSlides.pptx)
- Switchy link - [https://go.esot.org/edtco\\_congress\\_save](https://go.esot.org/edtco_congress_save) [this can be featured on social media posts by coping/pasting it; it generates a visual]
- Event QR code - [https://esot.org/wp-content/uploads/2023/01/EDTCO\\_Congress\\_QRcode.png](https://esot.org/wp-content/uploads/2023/01/EDTCO_Congress_QRcode.png)

# Banners

[https://esot.org/wp-content/uploads/2022/12/EDTCO\\_congress23\\_Banner\\_Pictures.1200x630.png](https://esot.org/wp-content/uploads/2022/12/EDTCO_congress23_Banner_Pictures.1200x630.png)



[https://esot.org/wp-content/uploads/2023/01/EDTCO\\_congress23\\_Banner\\_Graphic.1200x630.png](https://esot.org/wp-content/uploads/2023/01/EDTCO_congress23_Banner_Graphic.1200x630.png)



[https://esot.org/wp-content/uploads/2023/01/EDTCO\\_congress23\\_Banner\\_Pictures.1080x1080.png](https://esot.org/wp-content/uploads/2023/01/EDTCO_congress23_Banner_Pictures.1080x1080.png)



[https://esot.org/wp-content/uploads/2023/01/EDTCO\\_congress23\\_Banner\\_Graphic.1080x1080.png](https://esot.org/wp-content/uploads/2023/01/EDTCO_congress23_Banner_Graphic.1080x1080.png)



# Email signatures — event hyperlink to be added individually



[https://esot.org/wp-content/uploads/2023/01/EDTCO\\_congress23\\_Banner\\_Pictures\\_650x150.png](https://esot.org/wp-content/uploads/2023/01/EDTCO_congress23_Banner_Pictures_650x150.png)



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