

ESOT Action Day 2024: How can you get involved?

1. Why do we need your support?

At ESOT, our mission remains: to improve outcomes for patients with terminal organ disease worldwide. Central to this, is advocating for policies that ensure fair access to transplantation and related therapeutic strategies. That's why, every April 28, we mark ESOT Action Day – a milestone dedicated to shedding light on disparities in the transplantation process and advocating for tangible solutions.

As a valued member of our transplantation community, your contribution is essential. By sharing your insights and experiences, you can add to our collective voice and help drive meaningful action in this area.

2. How can you get involved?

We invite you to participate by sharing your personal insights and aspirations for advancing equity in transplantation on your preferred social media platform, including X, LinkedIn, Facebook and Instagram. Your posts should:

- **Share personal insights:** Express your opinion on the necessary actions to create a fairer transplantation landscape and your hopes for the future
- **Engage your audience:** Encourage your followers to share their views by tagging members of your community
- **Join the larger conversation:** Include relevant hashtags like #ESOTAction to ensure visibility and enable us to engage with your posts
- **Share valuable resources:** Share any valuable resources you believe will be of interest to your community, including our recent [manifesto](#)

3. Adaptable example posts

- Excited to join #ESOTAction Day! Let's raise awareness about **[insert your own message about transplantation disparities]** and work towards equitable access for all patients worldwide 🌍
- Every voice counts in advocating for **[insert your own message about transplantation equity]**. This #ESOTAction Day, let's come together to advocate for change and ensure that every patient has a fair chance at a healthier future 🤝
- On #ESOTAction Day, my hope is to see a future where **[add your own aspiration for the future of the field]**. Let's work together to make this vision a reality 🚀

4. Visual assets

To enhance engagement with your posts, we recommend posting a compelling visual with your copy such as:

- A dedicated ESOT Action Day image (download [here](#))
- A personal image of your choice that reflects your message