



# EuroPerio11

An EFP initiative

MAY 14-17 | 2025

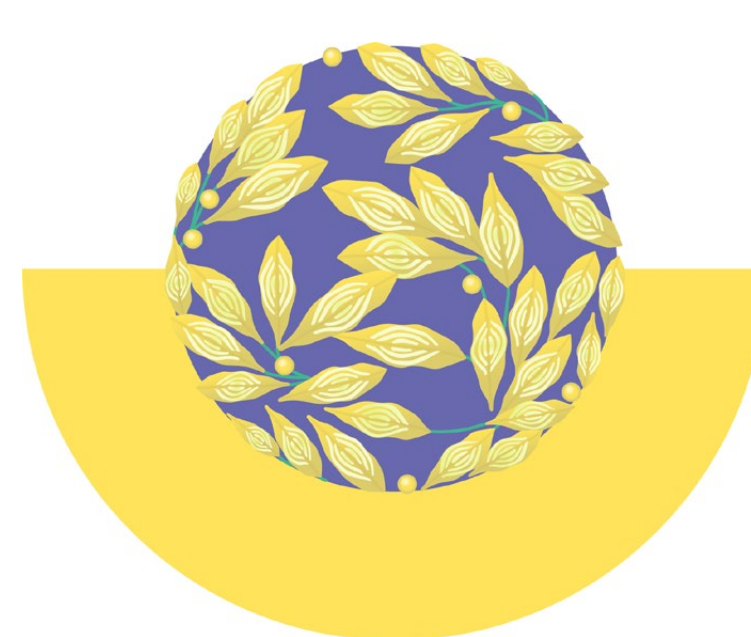
VIENNA

## AMBASSADORS FACTSHEET

Your role as ambassador for EuroPerio11 is vital to the success of our congress. Your influence and support play a crucial part in spreading awareness and generating excitement about our congress.

By sharing the EFP posts and updates, behind-the-scenes moments, your personal experiences and EuroPerio memories on social media and other communication channels, you can inspire other to join us in Vienna in 2025.

**THANK YOU FOR YOUR DEDICATION AND COMMITMENT!**



# INSTAGRAM



Instagram is a visual social media platform. You might share photos from last EuroPerio, behind-the-scenes, teasers about the registration and speakers, and key dates. Be creative and don't be afraid to promote EuroPerio in your own way!

## What you can post:

Instagram stories, posts on the feed and short videos (so-called Reels). There are many options to make your story interactive like stickers, links, polls etc.

## Formats:

Reels and stories: vertical

Feed: posts now appear in a rectangular 4:5 aspect ratio instead of the classic square.

## Hashtags:

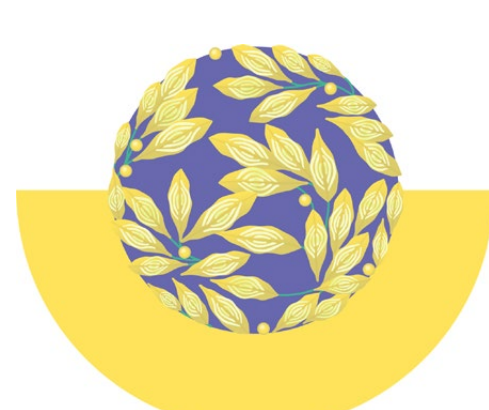
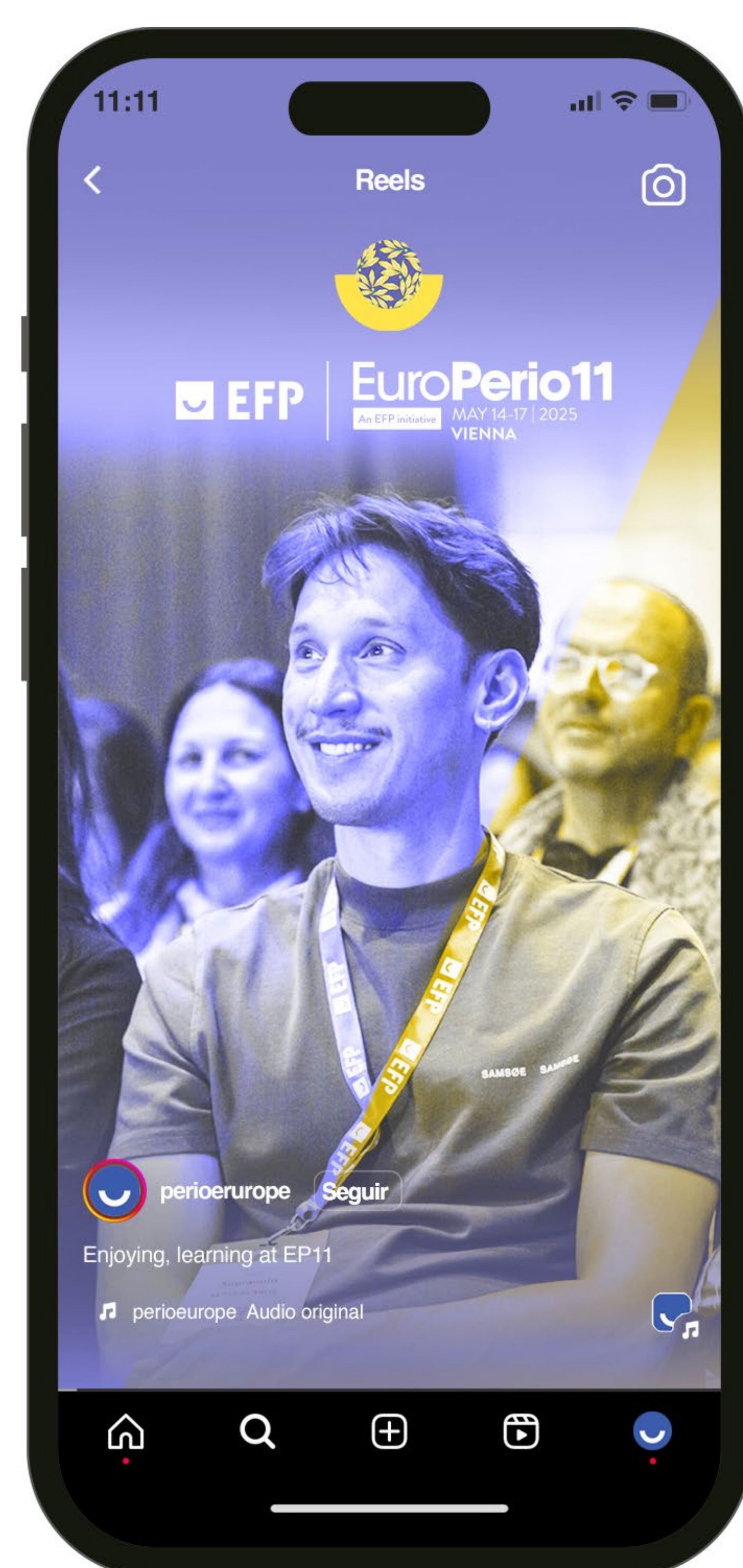
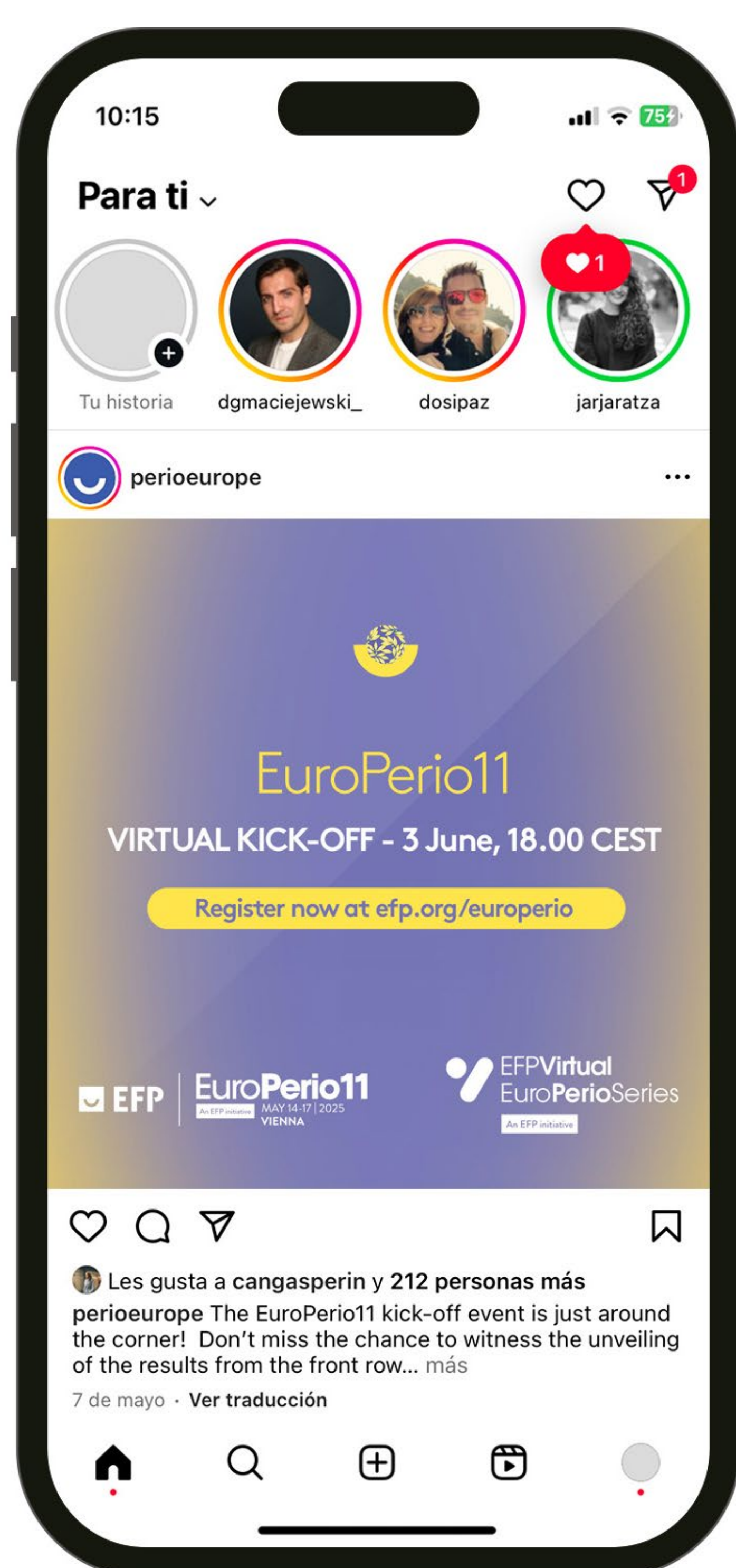
#EuroPerio #EP11

## Mentions

@perioeurope

## Links:

<https://www.efp.org/europerio>



# FACEBOOK



Beyond being a platform for social connections, Facebook is a powerful tool for promoting any congress or meeting. You might share content not only on your profile, but also local groups and pages related to periodontology and implant dentistry, join events and share them with you community.

## What you can post:

Images and videos (same size for Instagram), links to the different pages of the EuroPerio subsite. Tip: you can link your Instagram with Facebook, your postings will then appear on Facebook as well

## Formats:

Reels and stories: vertical

Feed: square posts (1:1)

## Hashtags:

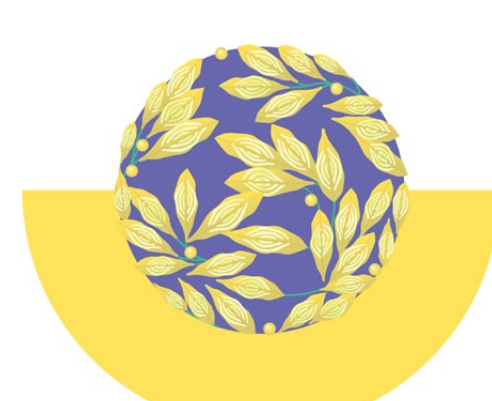
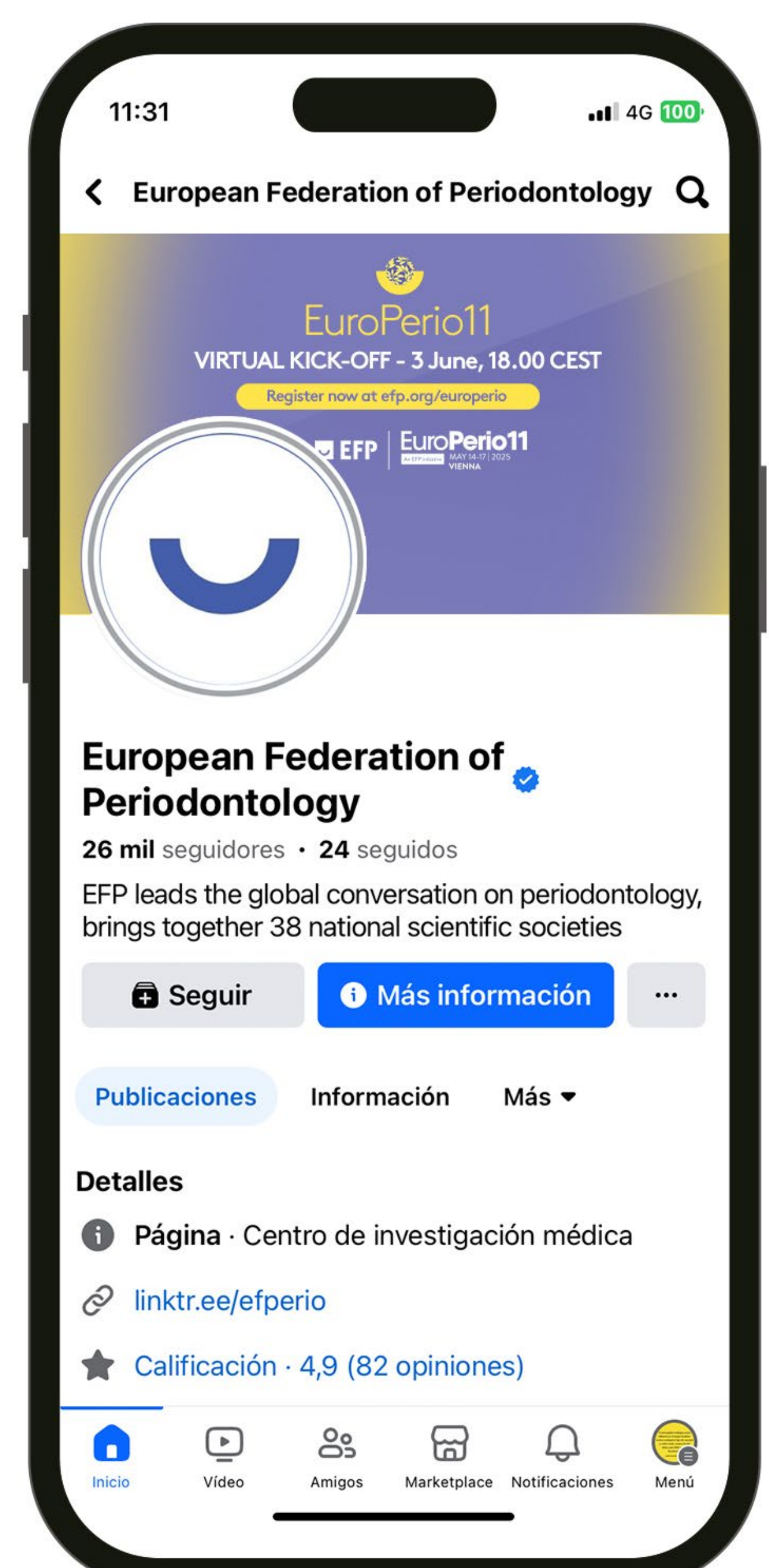
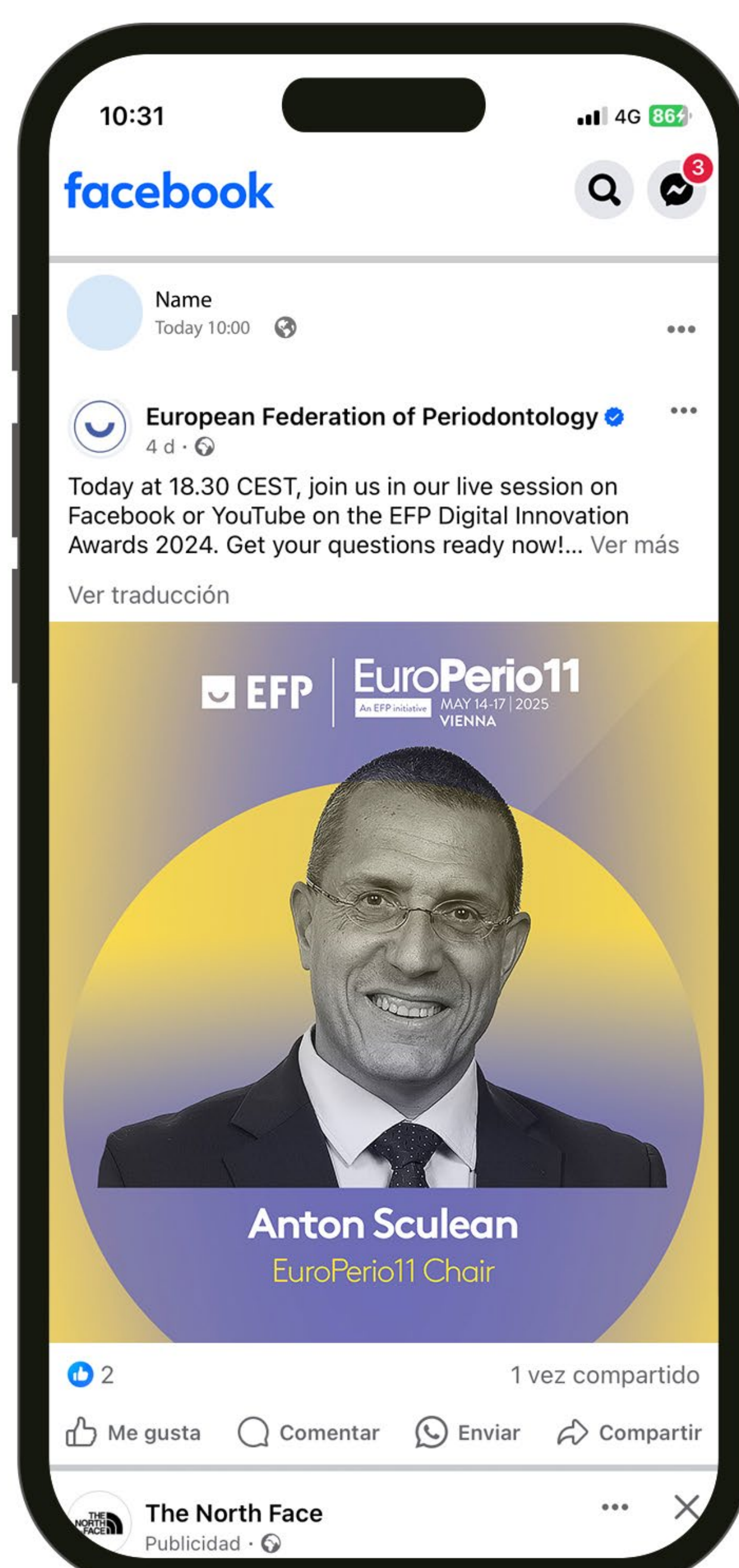
#EuroPerio #EP11

## Mentions

<https://www.facebook.com/EFP.org>

## Links:

<https://www.efp.org/europerio>



# LINKEDIN



LinkedIn is a professional social network that helps people and companies make business contacts. If you are active on this platform, you can share personal status updates, introduce speakers and the line-up of the congress, and reshare the EFP posts. As other social media platforms, posts with pictures and videos get the most engagement. Here you can share your own experience: posts about your perspective on EuroPerio, your engagement as an ambassador or the importance #periodontology plays in your professional life day to day.

## What you can post:

Images and videos, links to the different pages of the EuroPerio subsite. There will be an official EuroPerio event, so you can easily share #EP11 with your community.

## Formats:

Graphics & photos, videos, links, texts, PDFs

## Hashtags:

#EuroPerio #EP11

## Mentions

<https://www.linkedin.com/company/european-federation-of-periodontology>

## Links:

<https://www.efp.org/europerio>

Please, remember to share the EFP posts in different platforms, and if you want to translate any post, please contact [cgasperin@efp.org](mailto:cgasperin@efp.org)

