

SOCIAL MEDIA STRATEGY for the EHS ANNUAL CONGRESSES

The European Hernia Society (EHS) is a prestigious society in the field of abdominal wall and hernia surgery. Its largest event is the annual scientific congress, which EHS actively supports from start to finish. Each year, EHS ensures that the congress is held in a different European country, providing full support and coordination throughout the process.

One of the key responsibilities of EHS's social media wing which is led by an assigned board member is to promote the annual scientific congress on a global scale. EHS maintains an active presence on major social media platforms, boasting a significant following, with the majority being surgeons. The social media wing works in close harmony with the local organizing committee to ensure the success of the congress's promotional activities.

In light of past experiences, a guideline has been prepared to streamline and improve the promotion of the congress. We hope that this guideline will serve as a valuable resource and make a positive contribution to these efforts. This guideline has been approved by the EHS Board.

The EHS maintains active social media channels on X, Instagram, LinkedIn, Facebook, and YouTube, boasting a significant following. It is particularly noteworthy that the majority of our followers are general surgeons.

THE CHANNELS

The promotional posts will be shared on the following channels:

1. Social media platforms: X, Instagram, LinkedIn, Facebook, YouTube.
2. EHS website.
3. EHS monthly newsletter.

1. Social Media. We strongly recommend that the congress management assign a person responsible for social media and create accounts on X, Instagram, and LinkedIn. Regular



Shaping the future of abdominal wall surgery.

posts should be done from these accounts. The EHS will catch them and share them with its followers. The EHS channels can compensate for other social media channels.

1. Speakers can make short videos for the congress.
2. Regular short promotional videos from the congress management.
3. Uniformity and synchronicity - One hashtag, one banner, one banner size, one theme. For example; #EHS2025Paris - 1080x1080 px (Insta size ideal!)
4. We observed much engagement throughout the Instagram stories!
5. Encourage the Industry partners to share the congress on LinkedIn.
6. As invited speakers are confirmed, they can send a short 10-15 sec video introducing themselves and saying what they are going to say. Insta-size speaker visual - name, institution, city, country, title of speak.
7. Invited speakers can share their first slide with us to post in #SoMe
8. Attract the target audience with social media posts describing the beauties of the city and social events of the congress.
9. For many people attending the congress will be the first or even the only time they visit the congress city, so it would be interesting to add cultural information. Make it attractive not only to attend the congress but also to visit a beautiful city - for example, a photo contest of the city for the attendees. The winner could receive a hernia book, registration to an EHS Course or a special prize for the next congress. This will be reimbursed by the EHS.

2. EHS website. The EHS will feature the Congress banner on the homepage of its website, along with a link to the Congress website. Additionally, news related to the congress will be regularly included in the news section.

3. EHS newsletter. The congress management can share news and updates about the congress in the Newsletter sent to EHS members monthly. To do so, it is sufficient to send the relevant text and visuals to the EHS Secretariat before the 15th of each month.