



EPO Tech Day 2022: Technologies of Transformation

Social media engagement opportunities

Official hashtag: **#EPOTechDay**
EPO social media handles: [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#) | [Instagram](#)
EPO Tech Day Conference: epo.org/tech-day-2022

As of 19 January, we will run the social media campaign for the first public EPO Tech Day on all EPO's social media channels. This campaign aims at building awareness about the inventors, their work and putting the focus on the most pressing global crises of our time with a view to **sustaining planetary health** - both human health and the health of our planet.

Timeline

Social media campaign: 20 January – 16 February

Social media assets

We have developed assets to use in social media channels. Feel free to use them as often as you wish, as of 20 January:

a) You can share the EPO's posts on [Twitter](#), [LinkedIn](#) or [Facebook](#).

or

b) **Create your own posts and tag the EPO's social media handles** and use the hashtag #EPOTechDay. This way we will be notified of your contribution, and we'll share your posts to our own followers. Here's some content inspiration and attached to the email a visual that you could use:

SoMe Post - Idea 1

Join us for the EPO's event on Technologies of Transformation for unique insights into the latest sustainable technologies for planetary health: <https://bit.ly/EPOTechDay22> #EPOTechDay

SoMe Post – Idea 2

Join us for fresh insights into transforming e-waste, the role of green hydrogen, the taste of things to come in terms of plant-based meat and a look at next-generation vaccines. <https://bit.ly/EPOTechDay22> #EPOTechDay

SoMe Post - Idea 3

How do we cut e-waste? What's next for plant-based meat alternatives? Could green hydrogen fuel the future? Join #EPOTechDay on 16 Feb for expert insight into the technologies of transformation. <https://bit.ly/EPOTechDay22>



SoMe Post - Idea 4

Vaccines, food security, climate change: join #EPOTechDay on 16 Feb for a look at transformative technologies and trending topics. Free registration:

<https://bit.ly/EPOTechDay22>

SoMe Post - Idea 5

For the first time ever, #EPOTechDay is open to the public. Get online on 16 Feb as thought leaders discuss innovation and IP in tackling global issues. The event is free to attend – register today: <https://bit.ly/EPOTechDay22>

SoMe Post - Idea 6

How could innovation drive the European Green Deal and achieve the UN Sustainable Development Goals? Hear what the experts have to say at #EPOTechDay. 16 Feb – register online (free of charge):

<https://bit.ly/EPOTechDay22>