

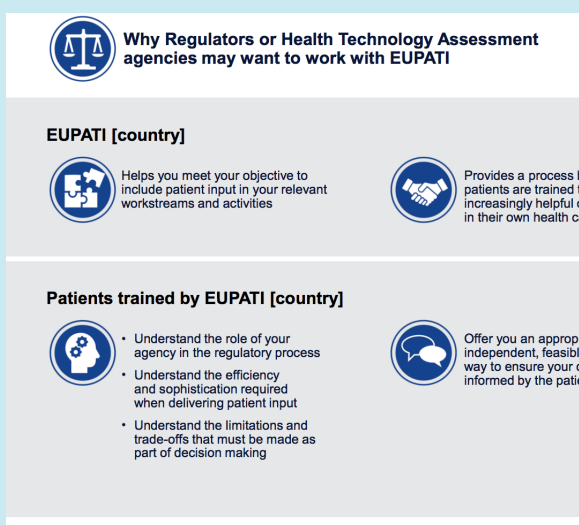
TIPS ON HOW TO SHARE THE COMMON ENP MESSAGE

1 DEFINE KEY AUDIENCE

- Identify key opinion leaders within target audience
- Determine best approaches to connect with them



2 USE THE SLIDE DECK

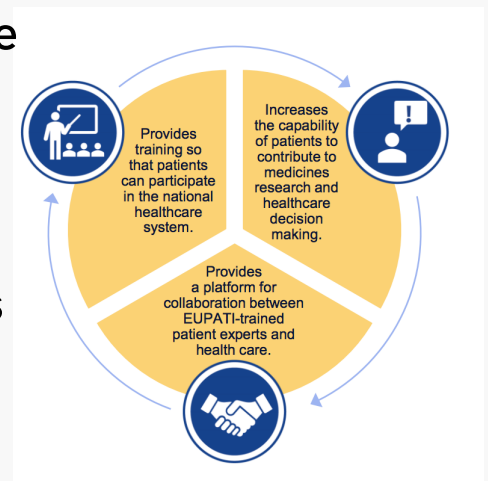


- Slides provide in-depth detail about EUPATI & ENPs
- Add slides specific to ENP
- Best presented in-person
- Pick individual slides & post to social media outlets such as Instagram and Twitter for quick exposure
- Link websites in captions so readers can learn more

[Click here to view slides!](#)

3 SHARE FLYERS

- Flyers explain why audiences should engage with ENPs
- Share via postal service & in-person during presentations
- Use websites like Canva to customize flyers
- Post to Instagram, Twitter, & Facebook
- Use current & trending hashtags such as #patientsinvolved for greater visibility and consistency across ENPs



4 PLAY THE ANIMATED MOVIE



[Click here to play video!](#)

- Illustrates how patients & various stakeholders can work together
- Best suited for YouTube & Instagram
- Add a voice-over or text layer to the video
- Include links to the video on social media

5 MAKE CONNECTIONS

- Follow influencers & decision makers on Twitter & LinkedIn
- Ensure you follow other ENPs on social media and @tag them in posts
- Share all content to ENP website & LinkedIn

