

## **ESHRE Young Ambassadors 2021 – Terms & Conditions**

During its 37<sup>th</sup> Annual Meeting, taking place as a virtual event between 26<sup>th</sup> June and 1<sup>st</sup> July, the European Society of Human Reproduction and Embryology (ESHRE) organises a project called “Young ESHRE Ambassadors” (hereafter “the ESHRE5”).

### **Aims of the project**

The project aims to enhance the coverage of the ESHRE Annual Meeting on social media and give a special focus on younger members of the community of reproductive health specialists.

ESHRE will invite 5 young participants (born after 26 June 1986) to tweet about the event. The ESHRE5 should already be registered to the 37<sup>th</sup> ESHRE Annual Meeting when applying to become an ESHRE Young Ambassador. The tweets of the ESHRE5 will be retweeted by the dedicated twitter account @theESHRE5 and by the ESHRE main twitter account @eshre.

### **Terms**

When accepting to become an ESHRE Young Ambassador, the selected candidate commits to:

- Produce tweets in relation with the ESHRE Annual Meeting, its scientific content or the ESHRE networking activities
- Produce at least 30 Tweets a day between 27<sup>th</sup> June and 1<sup>st</sup> July 2021 included
- Produce 100 Tweets in total between 27<sup>th</sup> June and 1<sup>st</sup> July 2021 included
- Produce a short introduction video of themselves to be posted on the ESHRE website
- Respect a high standard of communication and content
  - small talks won't be taken into account as an eligible tweet. Insults and rumours won't be tolerated and may lead to exclusion of the project
- Produce tweets in good faith without any commercial influence
- Create and/or re-tweet @eshre tweets promoting the Annual Meeting activities; speakers, networking activities one week prior to the start date of 26th June
- Tweet under their real name

As a reward for this role, ESHRE will offer visibility to each of the Young Ambassadors on the ESHRE Annual Meeting website. Each Young Ambassador will have their portrait on <https://www.eshre.eu/ESHRE2021/Media/Young-ESHRE-Ambassadors>. A free registration to the main programme of the 2022 Annual Meeting will be given to those who respect the terms mentioned hereabove.

### **Selection**

The call for participants will be launched on 3<sup>rd</sup> May 2021 through ESHRE social media and on the ESHRE website. The deadline for applications is 6<sup>th</sup> June 2021 (23:59 CEST). Applications can only be made via the online form accessible [here](#).

### **Eligibility criteria:**

- Be registered for the 2021 ESHRE virtual Annual Meeting
- Be younger than 35 years old (born after 26 June 1986)
- You have not been an ESHRE Ambassador in the previous editions of the programme

### **Selection criteria:**

- Be an active twitter user (other social media activity will be considered a plus)
- Experience in reporting on events and/or reproductive health on twitter

- A motivated candidate
- CV and specialty (we will choose among a mix of several specialties linked to reproductive health)

#### Selection process

The deadline for applications will be 6<sup>th</sup> June 2021 at 23.59 CEST. Applications received after this deadline will not be considered. The Central Office will first check the eligibility criteria. The final selection will be made by the Communications Committee of ESHRE.

The list of the successful candidates will be informed and announced on the 18<sup>th</sup> June 2021. The decision from ESHRE is final and cannot be appealed.

#### Contact

For any question related to this project, you can contact Laura Rossignoli at [laura@eshre.eu](mailto:laura@eshre.eu)