

One Minute Media Kit
with



insti.com

European Testing Week

This year's European Testing Week takes place November 22-29. The goal during this week is to encourage others to get tested and raise awareness around HIV and Hepatitis testing.

During this period, the main tagline is **Test. Treat. Prevent.** We created resources in multiple European languages that you can share in our fight to end HIV.

Learn more at testingweek.eu

Social Media - Facebook

Below are some sample posts that you can share on your Facebook page along with the graphics. For a more engaging post, include your organization's testing event details as the call to action!

At least one in four people living with #HIV are unaware that they are HIV positive. Get tested this #EuroTestWeek and stay informed. #TestTreatPrevent #KnowNow

Almost 50% of people living with HIV are diagnosed late with an estimated 54% of all new infections coming from people who are unaware of their positive status. Break the chain and #GetTested #EuroTestWeek #TestTreatPrevent

HIV testing takes #OnlyOneMinute when testing with INSTI. No more waiting for your HIV result. #KnowNow Find a self test near you. #EuroTestWeek #TestTreatPrevent

More people getting tested for HIV means a decrease in the proportion of people who are unaware of their positive status. Stay informed of your status - #GetTested and #StopHIV #EuroTestWeek #TestTreatPrevent



Facebook graphics for social media

English	German
French	Spanish
Italian	Dutch

Social Media - Twitter

Below are some sample posts that you can share on your Twitter and Instagram accounts along with the graphics. Include your organization's testing event details as the call to action!

#DidYouKnow HIV is no longer a death sentence. If detected early, it can be a manageable chronic condition. The only way to know your HIV Status is to #GetTested. #SmashStigma #EuroTestWeek

#DidYouKnow @WHO_Europe recommends rapid HIV testing because it saves lives due its accessibility and reduced wait times. Get an instant HIV result this #EuroTestWeek. #TestTreatPrevent #KnowNow

More people getting tested for HIV means a decrease in the proportion of people who are unaware of their positive status. Stay informed of your status - #GetTested and #StopHIV #EuroTestWeek #TestTreatPrevent

HIV testing takes #OnlyOneMinute when testing with INSTI. No more waiting for your HIV result. #KnowNow Find a self test near you. #EuroTestWeek #TestTreatPrevent



Twitter graphics for social media

English	German
French	Spanish
Italian	Dutch

Social Media - Instagram

Below are some sample posts that you can share on your Instagram accounts along with the graphics. Include your organization's testing event details as the call to action!

Take charge of your health! @CDCgov recommends HIV testing as part of your routine healthcare. For those with specific risk factors, it is recommended to test every 3-6 months. #GetTested #EuroTestWeek #TestTreatPrevent

At least one in four people living with #HIV are unaware that they are HIV positive. Get tested this #EuroTestWeek and stay informed. #TestTreatPrevent #KnowNow

#DidYouKnow HIV is no longer a death sentence. If detected early, it can be a manageable chronic condition. The only way to know your HIV Status is to #GetTested. #SmashStigma #EuroTestWeek

HIV testing takes #OnlyOneMinute when testing with INSTI. No more waiting for your HIV result. #KnowNow Find a self test near you. #EuroTestWeek #TestTreatPrevent



Instagram graphics for social media

English	German
French	Spanish
Italian	Dutch

Connect With Us



Follow our social media accounts to engage with us during European Testing Week!



Let's spread the word together - educate and encourage everyone to go get tested.

@biolytical

