

Congress 2024 Social Media Reporter **Terms of Engagement**

EADV Congress 2024

These guidelines outline the duties and responsibilities of a Social Media Reporter when accepting this role.

Assignment:

As a Congress Social Media Reporter, you agree to contribute to the live reporting and production of content during the EADV Congress under the guidance and supervision of the Communications team. This may include:

1. Live content creation during the event via text, photography, video, and audio.
2. Capturing delegate impressions / conducting speaker interviews
3. Creating and sharing engaging content across various social media platforms before, during and after the event

The Social Media Reporter is permitted to interview EADV speakers for scientific content and congress delegates. The Social Media Reporter engages to provide EADV with a list of intended Interviews of Key Opinion Leaders / speakers for review and approval. Please be aware that as part of the Reporter team, there are goals for daily content in terms of quality and quantity to ensure consistent, balanced and fair event coverage amongst the team.

Benefits:

The Reporter will receive complimentary registration to the EADV Congress and may communicate 'EADV Social Media Reporter, Amsterdam 2024' on their social profiles until December 31, 2024.

The Academy will provide training before the event and coaching throughout the event. The Reporter team will be provided with recording equipment and access to a cameraman and media editor onsite for assistance (although this support must be scheduled). The Reporter team can opt to wear provided T-shirts or badges during the event.

Criteria for application:

- Must be an EADV Member
- Must be a Social Media enthusiast with good knowledge of at least 1 social platform
- Cannot be a recipient of scholarships or grants by EADV for the selected event
- Must be available to attend the event in person from 25 – 28 September 2024

Selection Criteria:

Applicants will be assessed on:

- The strength of their written motivation OR video application
- The strength of their social media content/portfolio/selected posts
- The strength of their verbal and written English language
- The strength of their ability to work in a team
- The overall breadth of specialities and interests represented amongst the team
- The overall breadth of nationalities represented amongst the team

Timings

Call launches: 26 June 2024

Call closes: 15 July 2024

Selection decision by: 31 July 2024

Disclaimer:

EADV is a scientific and professional body, independent of political and religious affiliations. EADV does not accept responsibility for any comments or remarks made during the events or in event content, by speakers, session chairs, presenters, members or any other delegates or contributors, formally or informally, which may cause offence or be perceived as being biased.

EADV reserves the right to remove or request the removal of any content that is deemed inappropriate or not in accordance with its over-arching communications strategy.