DIGITAL MARKETING MATERIALS GUIDE

Newsletter & Social Media | 2027

Dear Corporate A-Sponsor,

Thank you for your continued support of EWMA. These guidelines are designed to help you prepare your marketing materials for the EWMA Newsletter and Social Media channels, and to ensure a smooth approval process.

1 YOUR SPONSORSHIP BENEFITS

EWMA Newsletter

A dedicated feature in the "News from the Industry" section of the EWMA newsletter.

EWMA Social Media

A complementary post on EWMA's social media channels, sharing your approved news and initiatives.

2 CONTENT & APPROVAL

- Content must be relevant, scientific, educational and non-commercial in nature.
- Content cannot include direct product advertisements, commercial offers or comparative claims.
- Newsletter and social media materials must address the same topic.
- If the content promotes wound-related events which are not organised in collaboration with EWMA, these should not be the main focus of the post, and can only be promoted, if they are organised by an EWMA partner organisation. For more information, please refer to: https://ewma.org/international-partner-organisations/ and https://ewma.org/coop-organisations/
- All materials are subject to EWMA Committee review and approval.

3 EWMA NEWSLETTER GUIDELINES

Please provide the following:

EWMA | NEWS FROM THE INDUSTRY

IMAGE

1080 × 1350 px

Your headline

A short, relevant introduction to your scientific or educational initiative. Maximum 1,000 characters.

Read more

NEWSLETTER TEXT

- Maximum 1,000 characters (including superscripts)

IMAGE OR BANNER

- 1080 × 1350 px or 1080 × 1080 px

  JPG or PNG format

LINK & CTA

- Provide a destination link
- Suggested CTA button text

4 EWMA SOCIAL MEDIA GUIDELINES

Please provide the following:

EWMA @EWMAwound

NEWS FROM THE INDUSTRY:

Approved sponsor update adapted from the newsletter text.

Read more: [Link]
Sponsored content

IMAGE

JPG / PNG

SOCIAL MEDIA TEXT

- Please provide a social media text of maximum 280 characters, adapted from your newsletter content.

IMAGE OR BANNER

- Use the supplied newsletter image 1080 x 1350 px

EWMA STANDARD POST ELEMENTS

NEWS FROM THE INDUSTRY:

Read more: [Link]

Sponsored content

SUBMISSION INFORMATION

Everything you need to plan your marketing materials.

5 DEADLINES AND SUBMISSION

A personal 2027 marketing schedule will be sent to each sponsor's designated contact person, specifying the assigned publication month and materials submission deadline.

Any earlier deadlines due to holidays will also be clearly indicated in the personal schedule.

Please submit your materials to the EWMA Industry Team: industry@ewma.org

Thank you for your cooperation. We look forward to sharing your contributions with the EWMA community in 2027.