

**GUM HEALTH DAY 2024**

**SOCIAL MEDIA POSTS AND CALENDAR**

Hello!

In the next slides, you will find a variety of captivating copy suggestions tailored for your social media posts about Gum Health Day. Additionally, there's also a calendar outlining communication strategies for both social media and press campaigns.

You can use different images for each message, and these posts are only some ideas for inspiring you and your National Society when disseminating the campaign. All you have to do is visit our [campaign builder](#), and copy and paste the copies. Please, don't forget the official # (#GumHealthDay, #GumsRock), as they help us to increase our reach and the visibility of the Gum Health Day campaign.

Please contact our Communications team if you have any questions about the campaign.

**Thank you for joining Gum Health Day 2024!**

# EFP TIMELINE

Send the press release to the press contacts  
Disseminate the IG filter to the members  
Start posting on social media (feed and stories)  
Videos on TikTok



Dissemination of the official video  
Posts on social media (feed and stories)

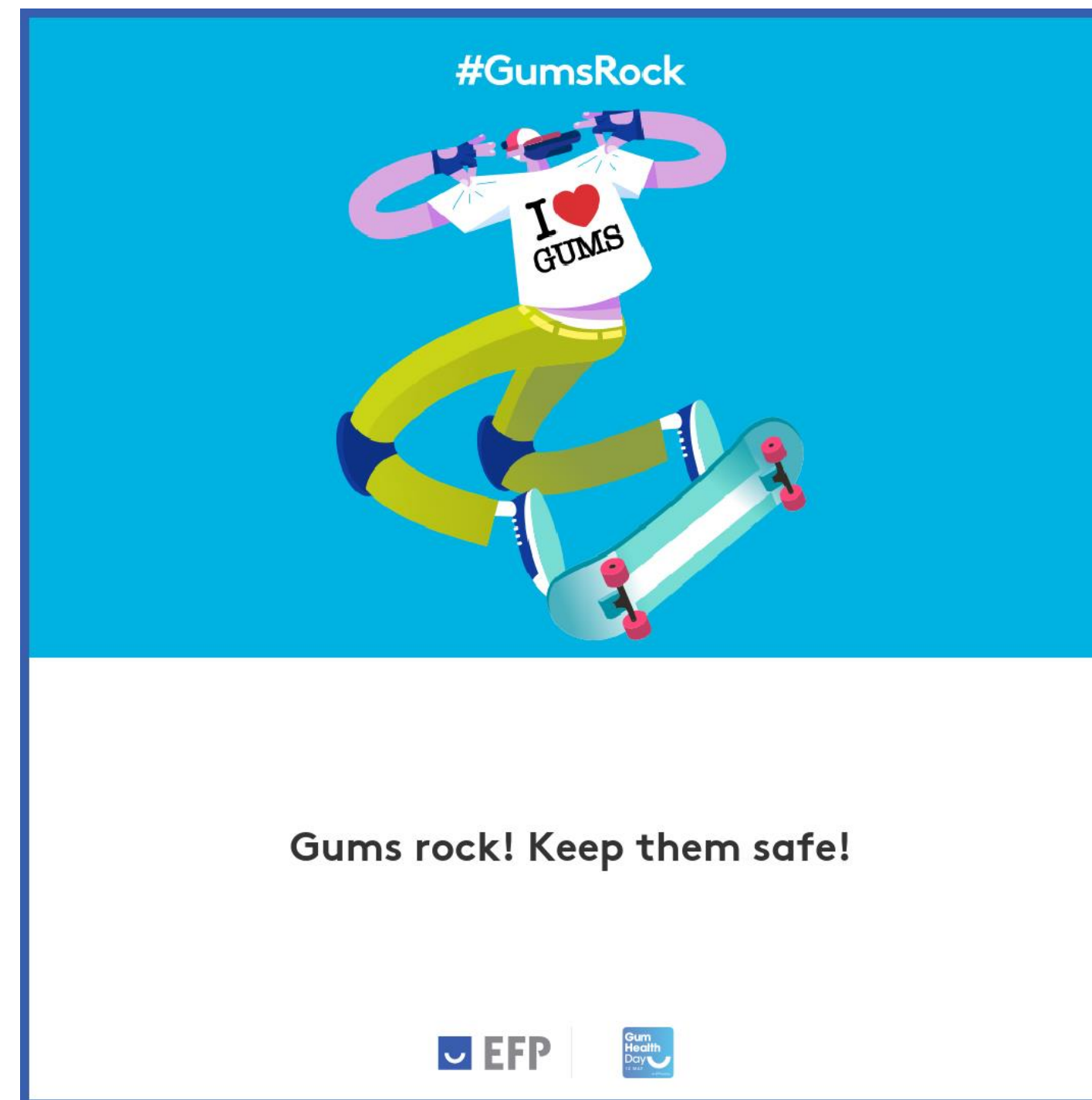
EFP Perio Talks podcast dissemination  
Posts on social media (feed and stories)  
Dissemination of the educational videos

The EFP will share all content on social media  
that tag our profiles  
Posts on social media (feed and stories)

# COPY 1

Calling all rockstars! Let's keep those smiles shining bright with healthy gums! Remember, oral care is key to rocking on!

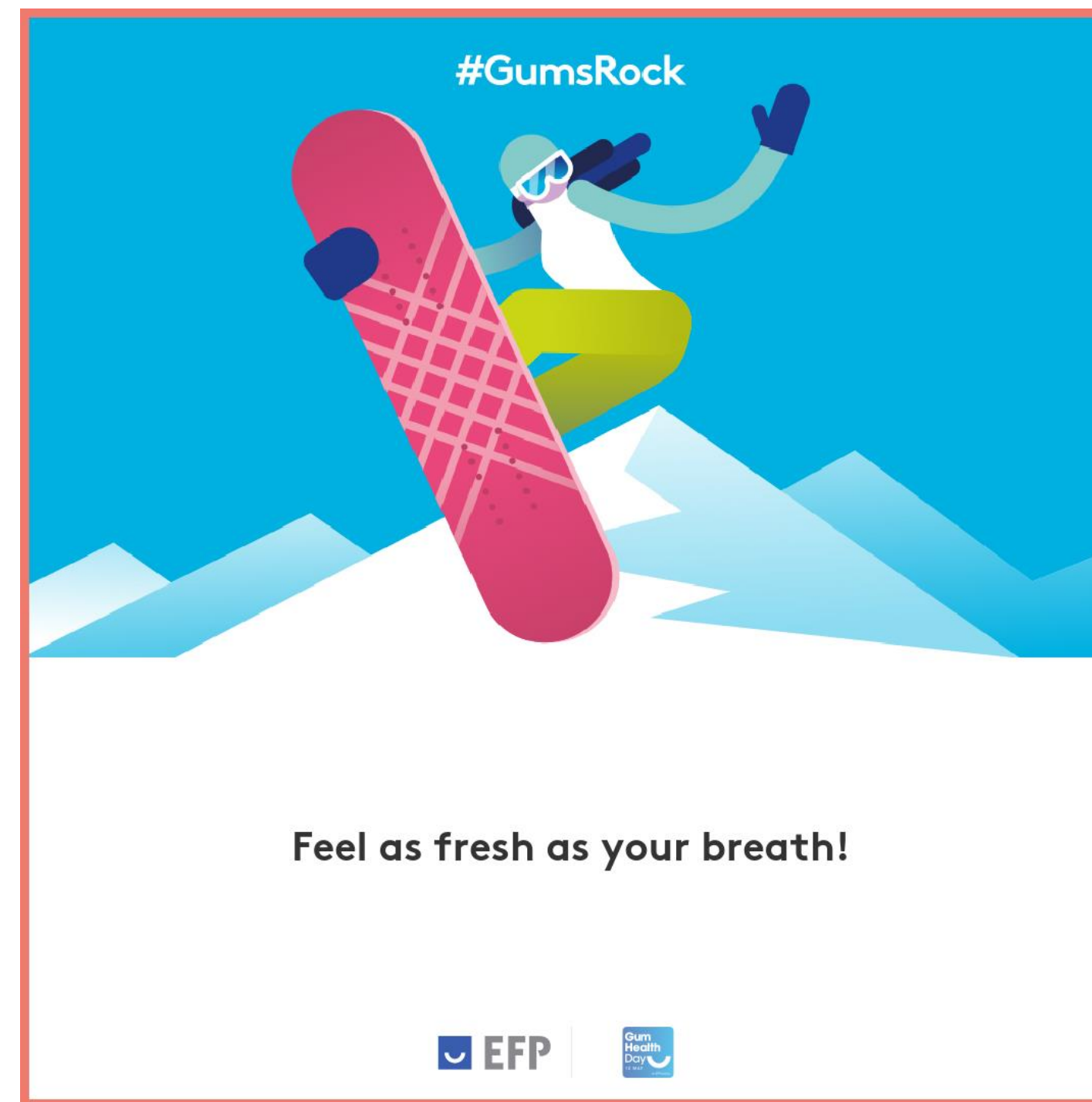
#GumHealthDay #GumsRock



# COPY 2

Stay on top of your game with fresh breath that leaves an impression! Don't forget to brush for those winning smiles!

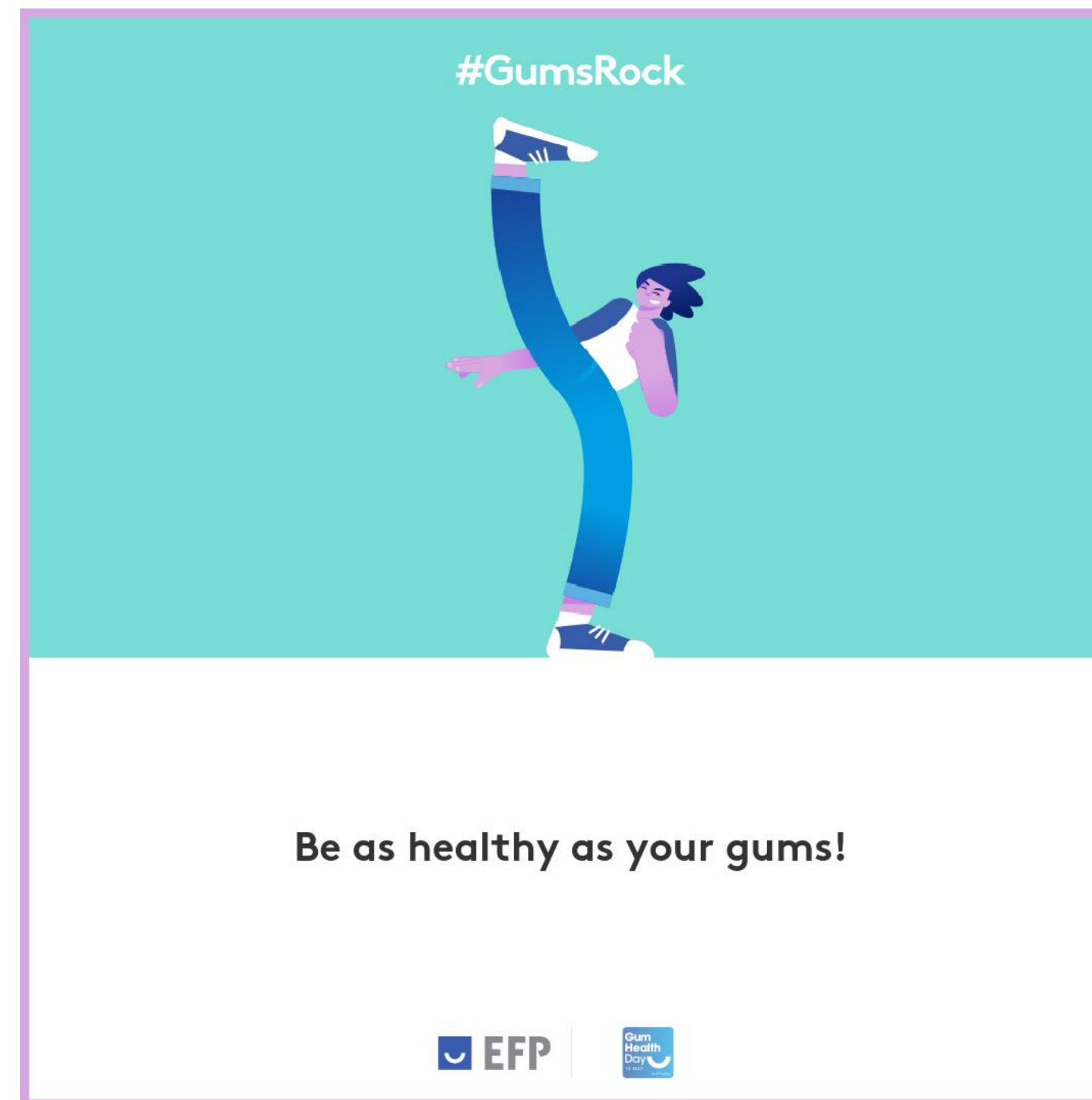
#GumHealthDay #GumsRock



# COPY 3

Gum health should definitely be one of your priorities for the future. Visit [efp.org](http://efp.org) for more information.

#GumHealthDay #GumsRock

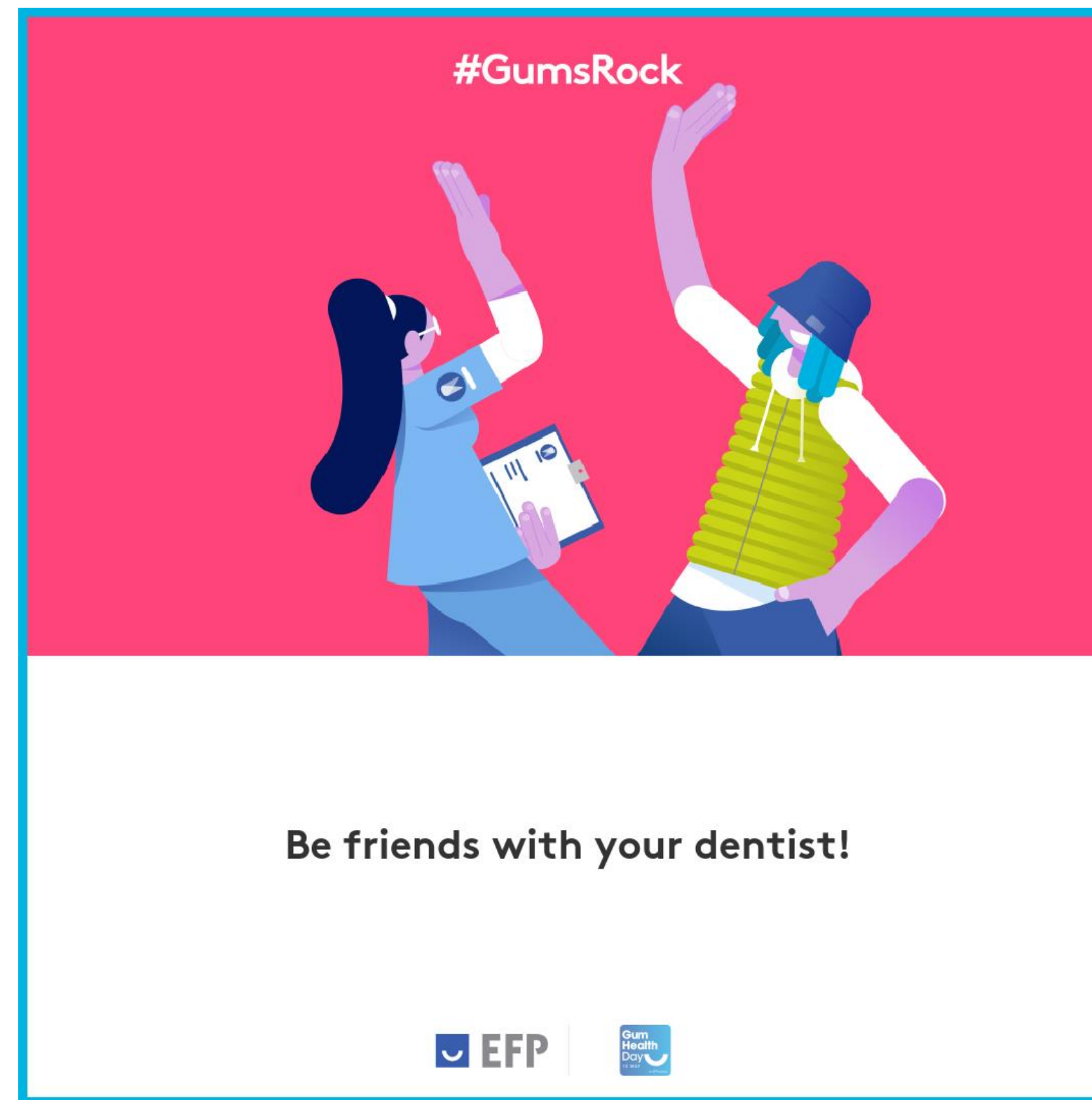


# COPY 4

Make your dentist your smile's best friend!

Visit your dentist twice a year, brush your teeth daily, and never hold back from asking questions during your visit!

#GumHealthDay #GumsRock

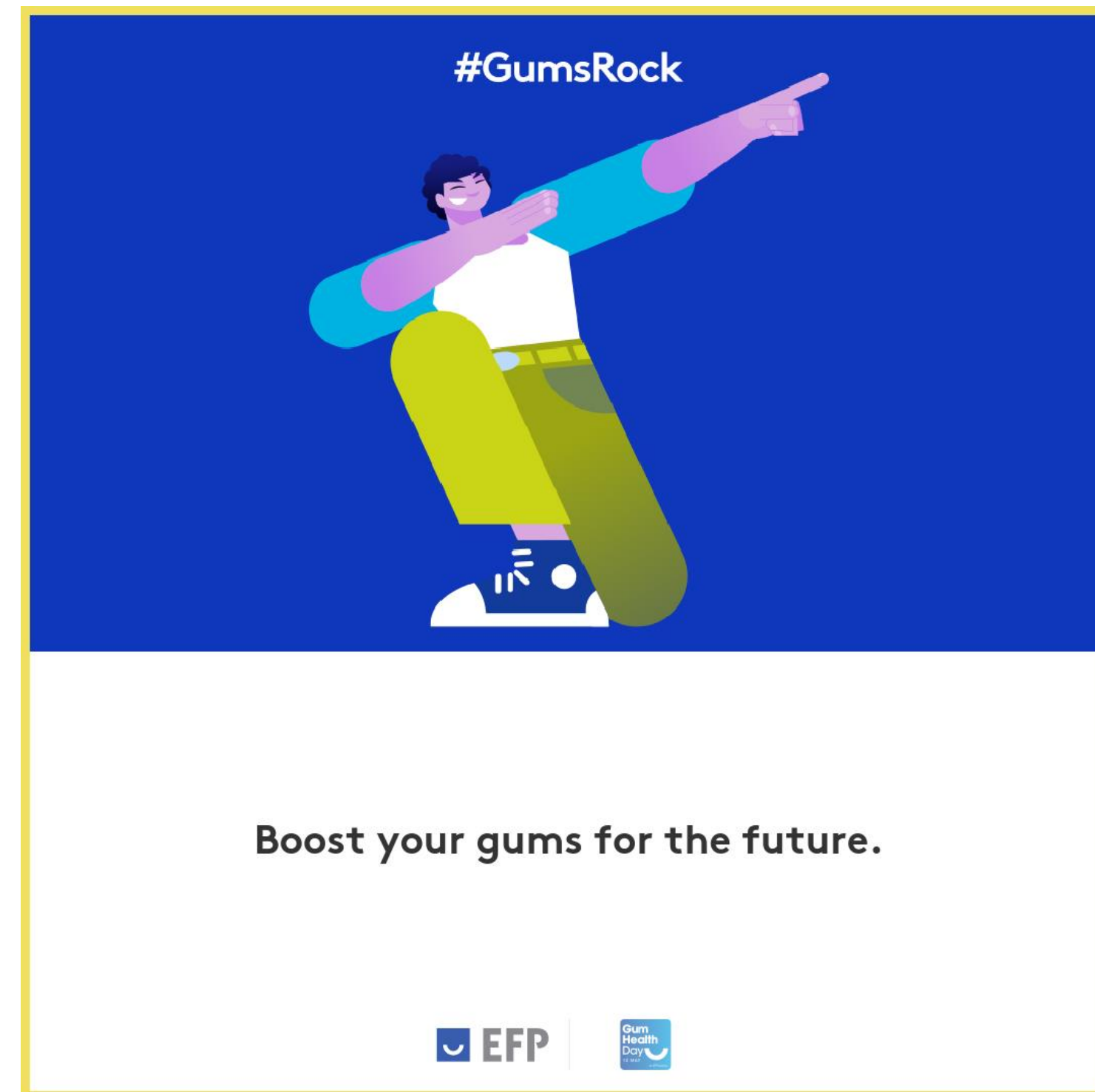




# COPY 5

Get ready to rock your future smile by boosting your gum health today! Stay ahead of the game with a healthy, vibrant grin.

#GumHealthDay #GumsRock



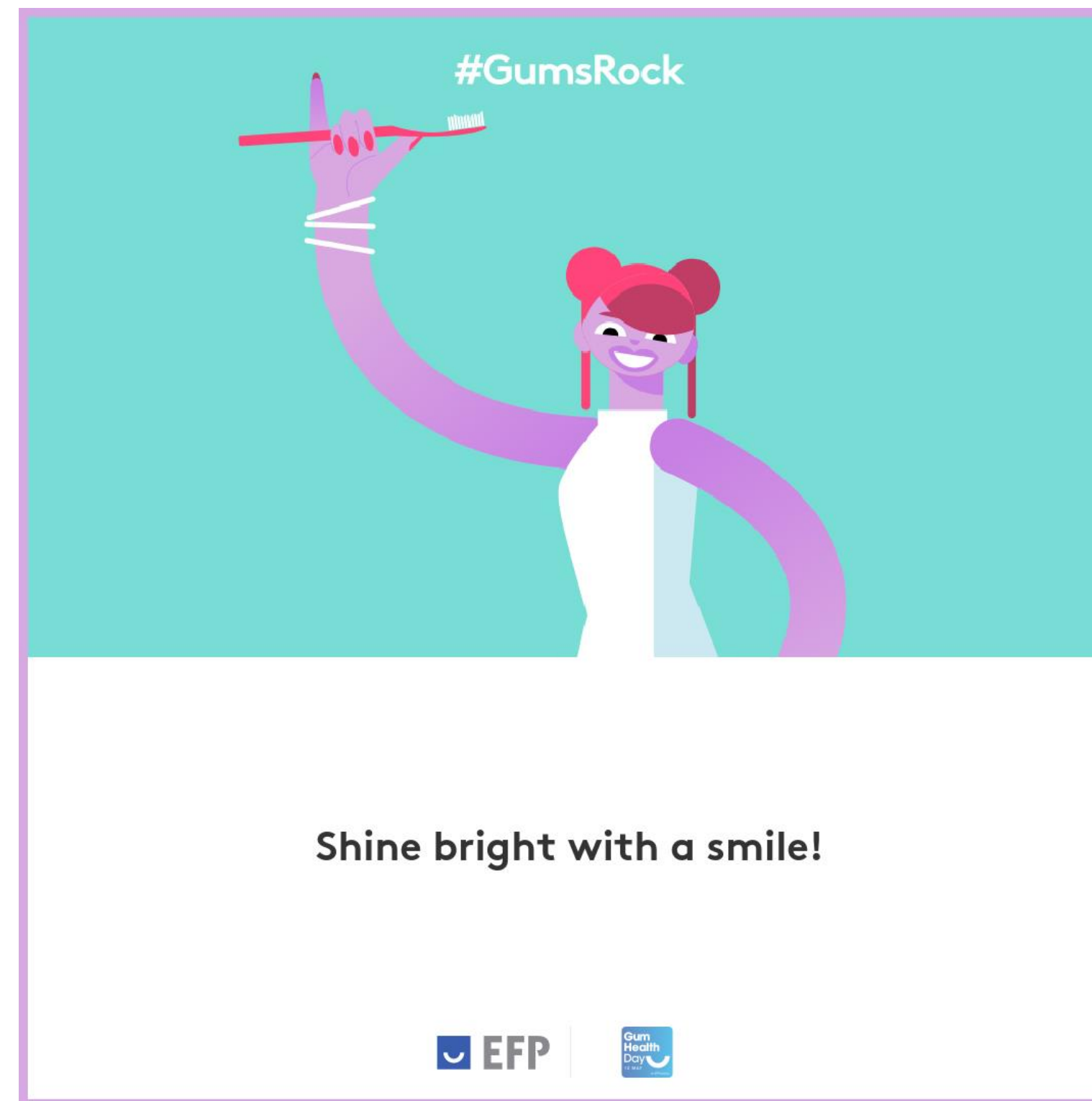


# COPY 6

Let your smile light up the room and brighten someone's day!

Visit your oral health team for more information about gum disease and how to prevent it.

#GumHealthDay #GumsRock

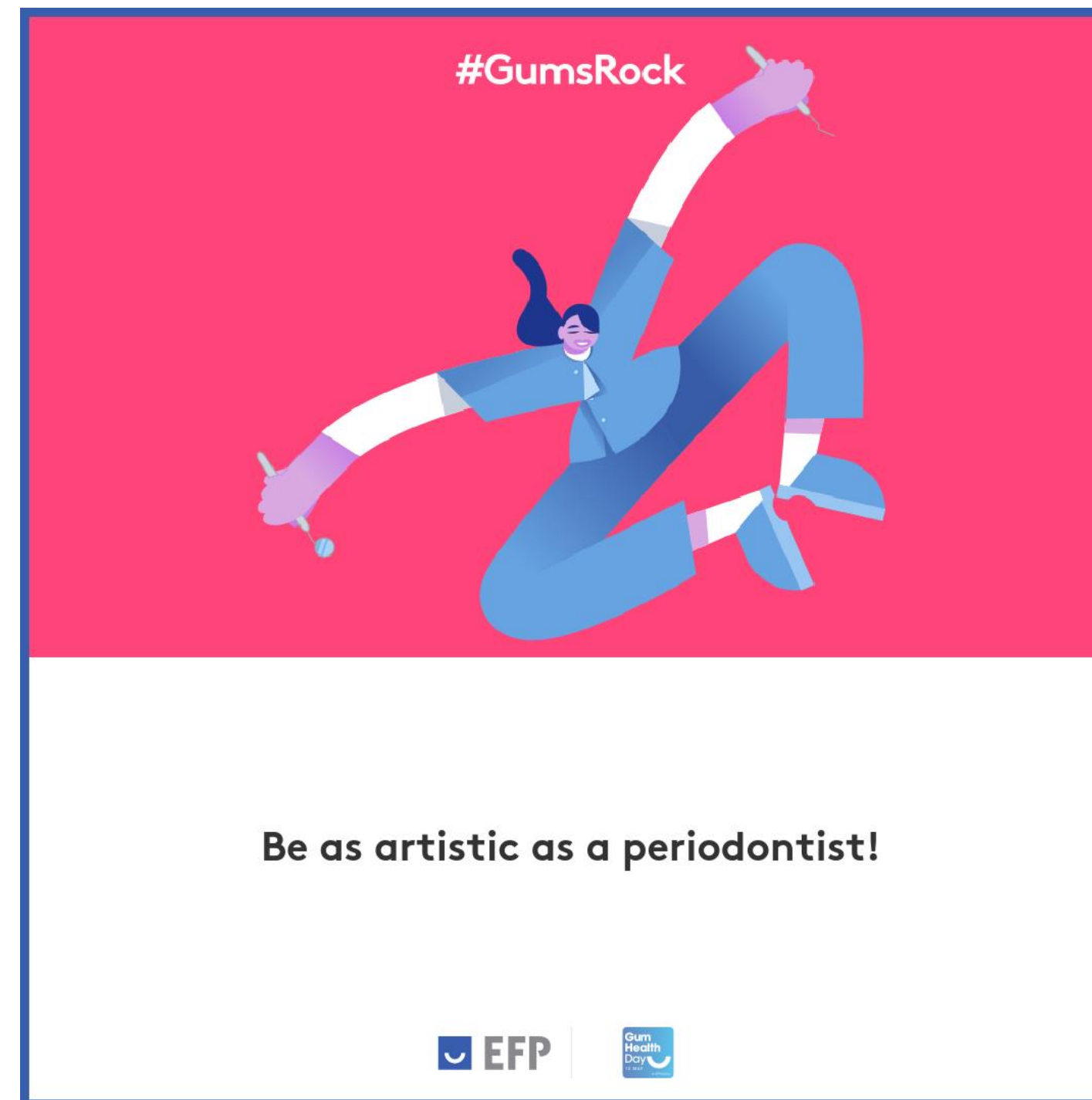


# COPY 7

Who is a periodontist and why can this professional also be considered an artist?

Visit [efp.org](http://efp.org) and learn more about periodontology and the “perio” career.

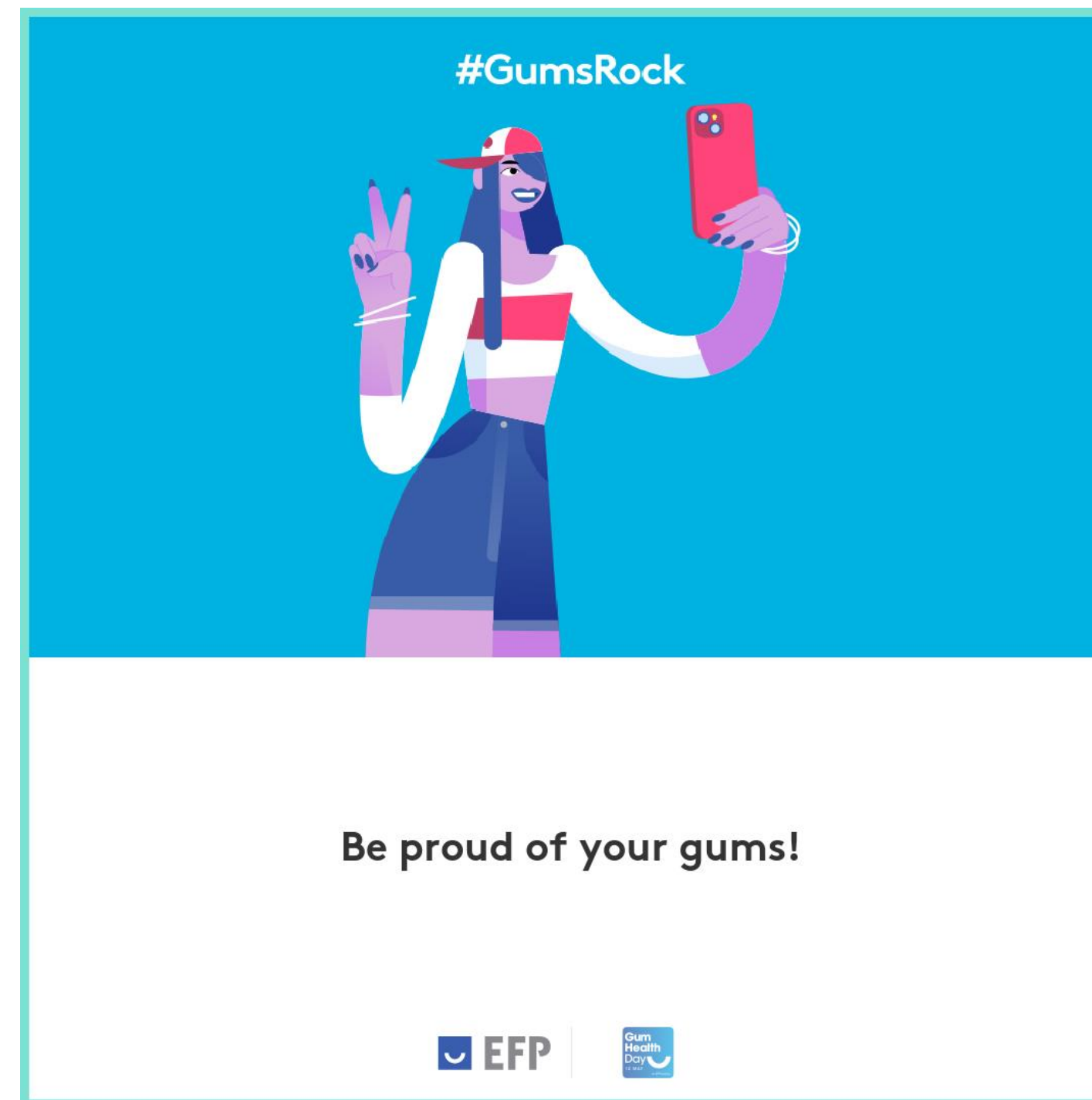
#GumHealthDay #GumsRock



# COPY 8






Embrace your gum health and wear your smile proudly! It's all about rocking that confident grin.

#GumHealthDay #GumsRock

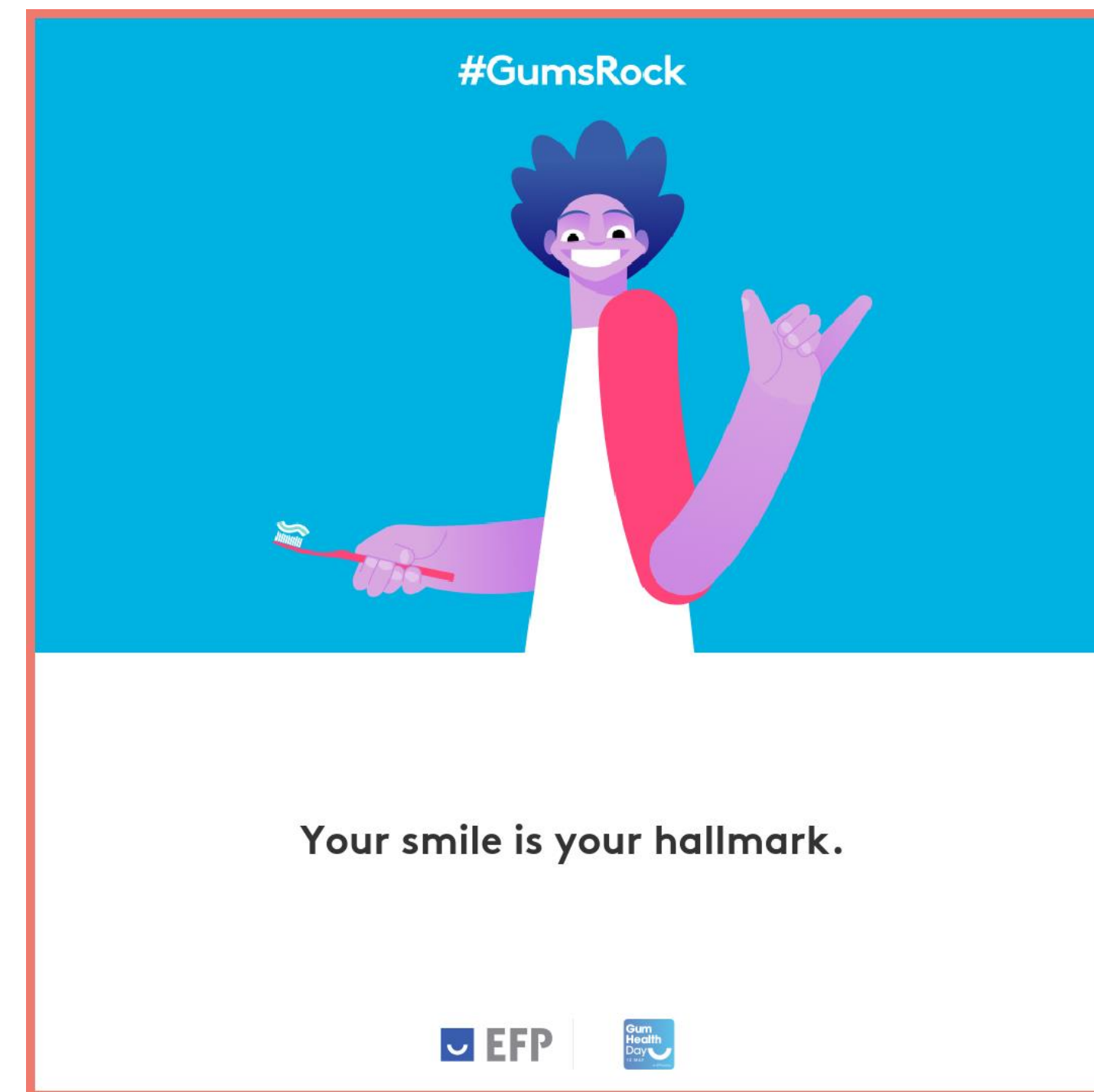


# COPY 9

Gum disease is preventable. This is what you can do today:

-  Brush your teeth at least twice a day
-  Use a fluoride toothpaste
-  Make sure you floss every day
-  Avoid using tobacco products and choose a healthy diet
-  Visit your oral health team routinely for a checkup and cleaning. Tell them about any medical conditions you have and medications you take

#GumHealthDay #GumsRock



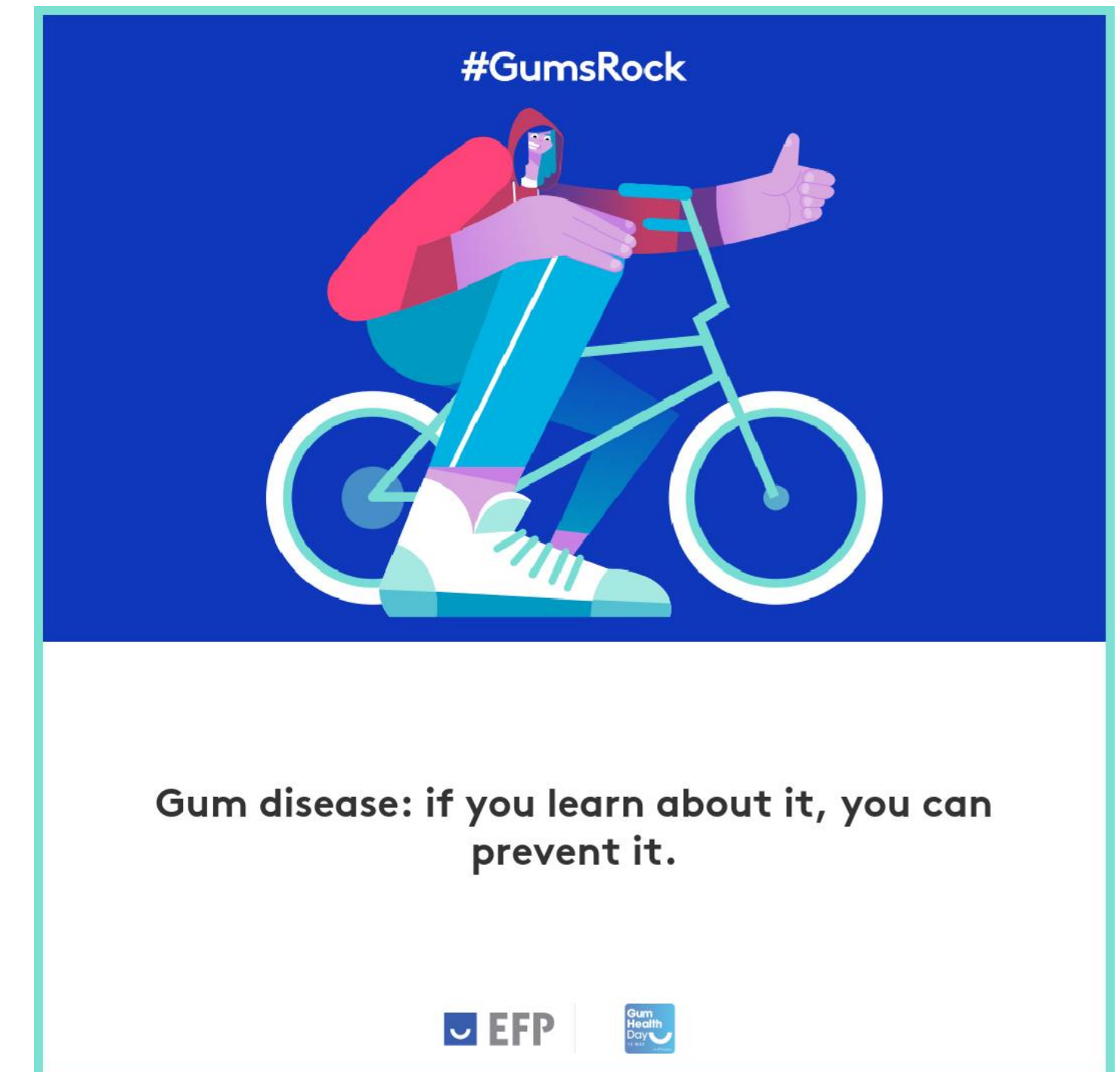
# COPY 10

From visible problems such as teeth with plaque, bleeding or receding gums, gum disease can also cause hidden problems and can affect your health, contributing to heart attack, stroke, diabetes or even Alzheimer's disease.

Bad bacteria and inflammation can reach all parts of the body via your bloodstream.

Learn more at [efp.org](http://efp.org)



#GumHealthDay #GumsRock



The graphic features a stylized illustration of a person in a red hoodie and blue pants riding a bicycle. The person's hands are positioned as if holding a large, glowing blue heart. The background is a solid blue color. The hashtag #GumsRock is written in white at the top right of the illustration. Below the illustration, the text "Gum disease: if you learn about it, you can prevent it." is centered in a bold, black font. At the bottom right, there are two logos: the EFP logo and the Gum Health Day logo.

#GumsRock

**Gum disease: if you learn about it, you can prevent it.**

# COPY 11- OFFICIAL VIDEO

Gums rock! Keep them safe!

#GumHealthDay #GumsRock





COPY 12

How should you brush your teeth?

#GumHealthDay #GumsRock



**Mia Rakic**  
Gum Health Day 2024 co-ordinator  
#GumsRock



COPY 13

Join Gum Health Day today!

#GumHealthDay #GumsRock



The graphic features a central photograph of Mia Rakic, a woman with long dark hair wearing a light-colored quilted jacket, standing in a park-like setting with trees. The photo is framed by blue bars at the top and bottom. A small logo in the top-left corner of the photo reads 'Gum Health Day 12 MAY An EFP event'. Below the photo, the name 'Mia Rakic' is written in large white font, followed by her title and the hashtag #GumsRock in smaller white font.

**Mia Rakic**  
Gum Health Day 2024 co-ordinator  
#GumsRock

COPY 14

Can gum disease compromise  
orthodontic treatment?

#GumHealthDay #GumsRock





**Mario Romandini**  
Gum Health Day 2024  
#GumsRock

COPY 15

Have you already brushed your teeth  
today?

#GumHealthDay #GumsRock



The graphic features a central photograph of Marjolaine Gosset, a woman with dark hair, wearing a teal patterned sweater and a gold necklace. In the top left corner of the photo is a small logo for 'Gum Health Day 12 MAY An EFP initiative'. The background of the photo is a blurred indoor setting. The entire graphic is framed by blue bars at the top and bottom.

**Marjolaine Gosset**  
Gum Health Day 2024  
#GumsRock



COPY 16

What is periodontal treatment?

#GumHealthDay #GumsRock



The graphic features a central portrait of Devan Raindi, a man with a beard wearing a dark blue zip-up jacket over a light blue shirt and a pink tie. The background is a blurred indoor setting. The graphic is framed by blue bars at the top and bottom. In the top left corner of the portrait area, there is a small logo for 'Gum Health Day 12 MAY' with the EFP logo. Below the portrait, the name 'Devan Raindi' is written in large white font, followed by 'Gum Health Day 2024' and '#GumsRock' in smaller white font.

COPY 17

Who is a periodontist?

#GumHealthDay #GumsRock





**Andrej Djurkin**  
Gum Health Day 2024  
#GumsRock

COPY 18

How can you protect your gums?

#GumHealthDay #GumsRock



# COPY 19

What happens to your oral health  
without periodontal treatment?

#GumHealthDay #GumsRock



The graphic features a central photograph of Hady Haririan, a man in a white lab coat with a stethoscope, smiling. The image is framed by blue borders at the top and bottom. In the top-left corner of the photo area, there is a small logo for Gum Health Day 12 MAY. Below the photo, the name 'Hady Haririan' is written in large white font, followed by 'Gum Health Day 2024' and '#GumsRock' in smaller white font.

**Gum Health Day**  
12 MAY


**Hady Haririan**  
Gum Health Day 2024  
#GumsRock



COPY 20

Learn more about how gum disease is a threat for the longevity of dental implants!

#GumHealthDay #GumsRock



**Alberto Monje**  
Gum Health Day 2024  
#GumsRock

COPY 21

What is gum disease?

#GumHealthDay #GumsRock





**Marija Roguljić**  
Gum Health Day 2024  
#GumsRock

**THANK YOU!**