

Social Media Toolkit for the  
Virtual Keystone & MESA Symposia:  
**Malaria in the Era of COVID-19**

## Background

### WHAT?

Virtual Keystone Symposia and MESA will celebrate an eSymposia on “Malaria in the Era of COVID-19” aiming to shed light on how to effectively combat the dual challenges of a malaria-endemic world, along-side new complications posed by the COVID-19 pandemic.

### WHEN?

March 16-17, 2021 at 8:00AM EST / 12:00PM UTC / 2:00PM CET.

### WHERE?

Online event.

### HOW MUCH?

Regular Registration Rate: \$150 USD

**Free registration for assistants based in a low-middle income country.**

### LINKS

MESA website → <http://www.mesamalaria.org/updates/malaria-era-covid19-virtual>

Keystone Symposia website → <https://virtual.keystonesymposia.org/ks/live/807/page/8052>

Registration link → <https://virtual.keystonesymposia.org/ks/live/807/page/8062>

Abstract submission link → <https://airtable.com/shrsup844hNyFOykr>

Financial aid opportunities link →

[https://virtual.keystonesymposia.org/ks/pages/esymposiafinancialaid?utm\\_code=21ek47](https://virtual.keystonesymposia.org/ks/pages/esymposiafinancialaid?utm_code=21ek47)

## Key Messages

1. **Registration** for Virtual Keystone & MESA Symposia “Malaria in the Era of COVID-19” is now open.
2. The **regular registration fee** is \$150 USD
3. **The registration is free** for those participants that are based in a low-middle income country.

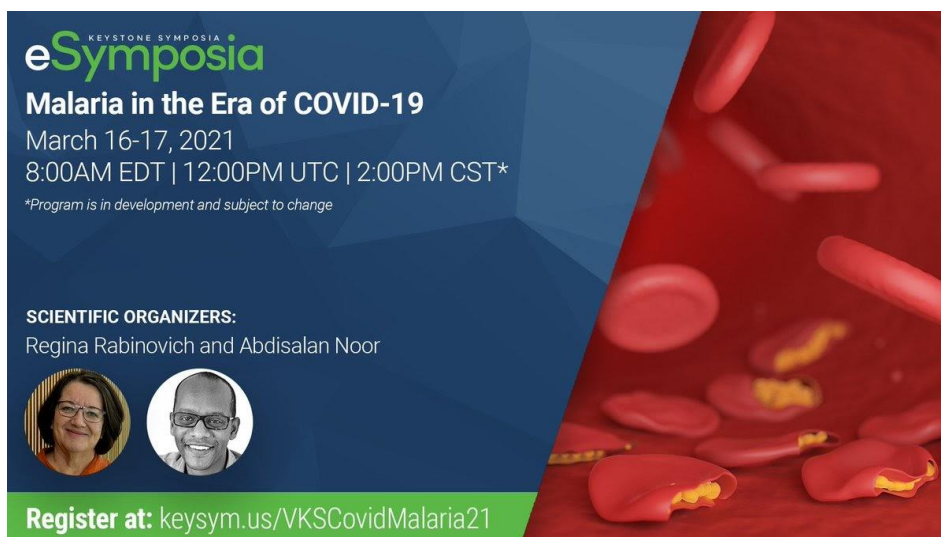
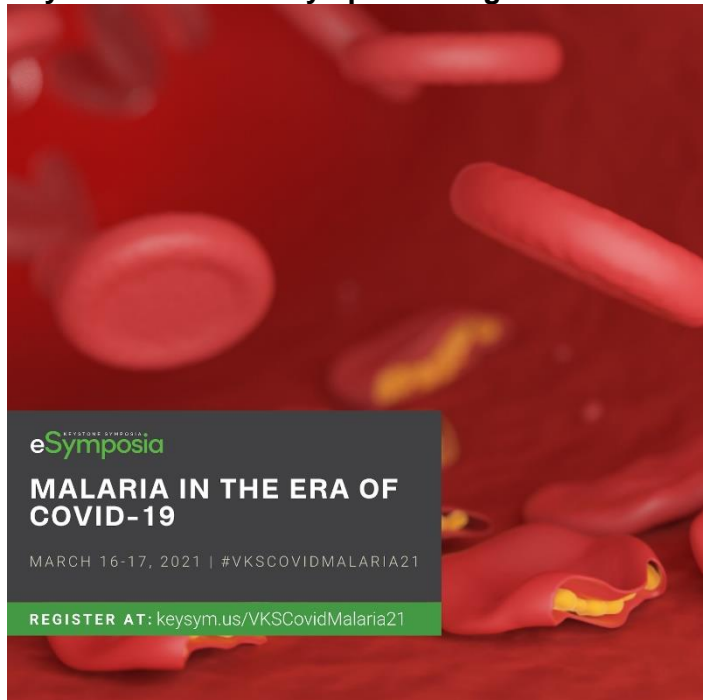
#### 4. Abstract submission deadlines:

- For Poster Booth: March 2, 2021
- ePoster / SciTalk Submission: March 5, 2021
- Financial Aid Application: March 2, 2021

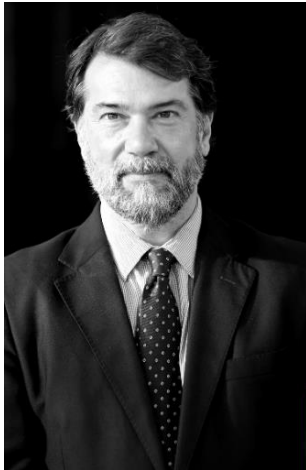
## IMAGES

All images can be found in [this link](#).

### Keystone & MESA eSymposia images



### Pedro Alonso photoquote



KEYSTONE SYMPOSIA  
**eSymposia**

"The COVID-19 pandemic has tested all of us, but the way the malaria community has come together to mitigate the challenge that COVID-19 will impose on health systems, and effects it will have on malaria control, is admirable. So in the face of this major test, I have no doubt that we will win this battle."

PEDRO L. ALONSO, MD, PHD  
DIRECTOR OF THE GLOBAL MALARIA PROGRAMME, WORLD HEALTH ORGANIZATION  
KEYNOTE SPEAKER

**Malaria in the Era of COVID-19**

March 16-17, 2021 | Virtual Event | #VKSCovidMalaria21

**Abdisalan Noor photoquote**



KEYSTONE SYMPOSIA  
**eSymposia**

"Lasting change is endogenous and sustainable progress against malaria will only be achieved when scientists, policy makers and communities who live in malaria endemic countries lead the way in problem-solving and innovation."

ABDISALAN NOOR, PHD  
WORLD HEALTH ORGANIZATION GLOBAL MALARIA PROGRAMME  
ORGANIZER

**Malaria in the Era of COVID-19**

March 16-17, 2021 | Virtual Event | #VKSCovidMalaria21

**Regina Rabinovich photoquote**



KEYSTONE SYMPOSIA  
**eSymposia**

"I am inspired by the power of research and partnership engagement in malaria to solve these complex problems."

REGINA RABINOVICH, MD  
BARCELONA INSTITUTE FOR GLOBAL HEALTH AND  
HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH  
ORGANIZER

**Malaria in the Era of COVID-19**

March 16-17, 2021 | Virtual Event | #VKSCovidMalaria21

## Hashtags and Mentions

### HASHTAGS

General hashtags are essential to track the event. We kindly ask you to include the hashtag **#VKSCovidMalaria21** in all posts related to the symposia.

**GENERAL** #VKSCovidMalaria21 #eSymposia

## MENTIONS (TAGS)

	WHO	TAG
PEOPLE	Regina Rabinovich	@ginagh
	Abdisalan Noor	@NoorAbdisalan
ORGANIZERS	MESA	@MESAMalaria
	Keystone Symposia	@KeystoneSymp

## Social Media Copies

### TWITTER










	KEY MESSAGE 1	KEY MESSAGE 3	KEY MESSAGE 4
CO PY1	<p>How can we tackle the global threat of #COVID19 without neglecting the fight against #malaria?</p> <p>The "Malaria in the Era of COVID-19" symposia will address this and other questions on March 16-17.</p> <p>Register now!   <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a>                      #VKSCovidMalaria21                      #eSymposia</p>	<p>#SaveTheDate for @KeystoneSymp &amp; #MESAMalaria symposia  March 16-17</p> <p> #FreeRegistration for those participants based in a low-middle income country.</p> <p>Do not miss this opportunity!   <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a>                      #VKSCovidMalaria21                      #eSymposia</p>	<p>#Malaria in the Era of #COVID19   @KeystoneSymp &amp; #MESAMalaria symposia</p> <p> March 16-17   Abstract submission deadlines:   Poster Booth: March 2   ePoster / SciTalk Submission: March 5   Financial Aid Application: March 2</p> <p>#VKSCovidMalaria21                      #eSymposia  <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a></p>

IMAGE	Pedro Alonso / Abdisalan Noor / Regina Rabinovich photoquote	Keystone & MESA eSymposia image	Keystone & MESA eSymposia image
COPY2	<p>📅 Save the date for @KeystoneSymp and #MESAMalaria #eSymposia!</p> <p>📍 Malaria in the Era of COVID-19</p> <p>📅 March 16-17, 2021 🕒 8:00AM EST   12:00PM UTC   2:00PM CEST 📍 Online</p> <p>#VKSCovidMalaria21 <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a></p>	<p>📍 Is your research focused on #malaria? Do you live in a low-middle income country?</p> <p>📍 Get #FreeAccess to the @KeystoneSymp &amp; #MESAMalaria virtual symposia: Malaria in the Era of COVID-19</p> <p>📅 March 16-17 🕒 Financial Aid Application: March 2 📍 More info <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">www.mesamalaria.org/updates/malaria-era-covid19-virtual</a></p>	<p>#Malaria in the Era of COVID-19   @KeystoneSymp &amp; #MESAMalaria symposia</p> <p>📍 Submit your abstract to give an ePoster presentation and enter to win a poster prize! 🕒 Deadline: 5 March 📅 The event will take place on March 16-17</p> <p>#VKSCovidMalaria21 <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a></p>
IMAGE	Pedro Alonso / Abdisalan Noor / Regina Rabinovich photoquote	Keystone & MESA eSymposia image	Keystone & MESA eSymposia image

## FACEBOOK / LINKEDIN / INSTAGRAM

COPY	IMAGE
<p>How can we tackle the global threat of #COVID19 without neglecting the fight against #malaria?</p> <p>The "Malaria in the Era of COVID-19" symposia will address this and other questions on March 16-17.</p> <p>📍 Those assistants that are based in a low-middle income country can get #FreeRegistration!</p> <p>🕒 Abstract submission deadlines:</p> <ul style="list-style-type: none"> <li>📍 Poster Booth: March 2</li> <li>📍 ePoster / SciTalk Submission: March 5</li> <li>📍 Financial Aid Application: March 2</li> </ul> <p>More information and registration here <a href="http://www.mesamalaria.org/updates/malaria-era-covid19-virtual">http://www.mesamalaria.org/updates/malaria-era-covid19-virtual</a> #VKSCovidMalaria21 #eSymposia</p>	Keystone & MESA eSymposia image