

# ESSNA

European  
Specialist  
Sports Nutrition  
Alliance

Protecting  
consumer choice  
for gym & sport  
participants



# PR AND SOCIAL MEDIA TOOLKIT

[WWW.ESSNA.COM](http://WWW.ESSNA.COM)

The  
**Whitehouse**  
Consultancy

## AIMS AND OBJECTIVES

This document is intended to encourage members to support ESSNA's media and public relations engagement. This toolkit provides:

- 1) Advice to demonstrate how members can support ESSNA and how ESSNA can support its members
- 2) A useful directory of ESSNA logos, resources and materials, including ESSNA kitemarks and websites
- 3) Template social media posts that members simply copy and paste into your own accounts, while of course remaining mindful of the broad guidelines and key messages of this campaign.

## WHY SHOULD YOU SUPPORT?

- 1) Align your organisation with the ESSNA brand: Joining efforts in PR and media activity strengthens both the ESSNA and member organisations' brands and therefore serves to establish your organisation with the voice of sports nutrition in Europe.
- 2) Share communication materials: Communication campaigns are strengthened with varied and diverse content offered by ESSNA, which you can use to promote your organisation and its activities.
- 3) Help us improve the reputation of the industry: Establishing a conversation with the consumer means ESSNA can help combat lingering public and media perceptions about the industry through accurate information, highlighting the significant benefits of sports supplements if taken properly, mitigating against future misconceptions.
- 4) Further improve the reputation and standing of ESSNA, and therefore your own reputation and standing as an ESSNA member: ESSNA engagement with consumers will elevate the role of safeguarding the public's safety and well-being.
- 5) Further improve our relationships with regulators: An ability to demonstrate to policymakers that we're trying to influence our members' proactive efforts at better educating the consumer will lead to a greater success rate.

## CHECKLIST

Follow us on:



Twitter: @ESSNAsports



LinkedIn: 'European Specialist Sports Nutrition Alliance'



Facebook: @ESSNAsports

## DEADLINES



ESSNA Insights every Monday, including PR developments.



ESSNA Newsletter in the second week of every month, which provides a more detailed overview of ESSNA's PR activity and events.



ESSNA PR Toolkit to be circulated at the beginning of each month, which will provide the tools to share communication materials used to promote recent ESSNA PR activity via your social media and digital channels.



ESSNA Members' Meetings four times annually, in which the Secretariat highlights recent PR activity and the strategy going forward for the next quarter.

## LOGO

ESSNA's logo can be used on any material, digital or print, pertaining to its members' organisations and products. We encourage all members to use the logo in your email signatures and on your websites.



## KITEMARK



ESSNA's trademark was launched in September 2017 to coincide with official launch of ESSNA's consumer education campaign.

The campaign is in response to sports nutrition's evolution into a mainstream consumer product, requiring greater consumer education to help ensure understanding of how products should be used and, most importantly, ensure consumer safety.

- The trademark is intended to be used on members' products to allow them to publicly identify themselves as ESSNA members, emphasising their commitment to quality and consumer safety.
- This will be accompanied by an ongoing campaign of a variety of ESSNA-led media initiatives so that the public understands who is behind the trademark and the quality and safety that ESSNA and its members stand for.

For access to high-res versions of the logo and kitemarks, please contact [felix@essna.com](mailto:felix@essna.com)

## ONLINE RESOURCES

ESSNA's website has a 'Members Only' section which is update regularly with internal documents, and for which all new members are sent login details. For more information on this, please contact [felix@essna.com](mailto:felix@essna.com)

We list all member logos on both our consumer and business sections of our website. Please do make sure your logo and landing page are correct and get in touch if not.

## ESSNA BUSINESS

[www.essna.com/business](http://www.essna.com/business) is intended for industry, journalists and political stakeholders.

## ESSNA CONSUMER

[www.essna.com/consumer](http://www.essna.com/consumer) is intended for members of the public, gymgoers and sports nutrition users.

## NON-COMPLIANCE

Found a non-compliant product? One of ESSNA's core missions is to address the issue of non-compliant products tarnishing the reputation of the sector. Please use ESSNA's online form to submit details of a non-compliant product and the Secretariat will ensure the issue is looked into.

[www.essna.com/report-a-non-compliant-product](http://www.essna.com/report-a-non-compliant-product)

## WHY SUPPORT ESSNA?

We would be delighted if members would be happy to support our work by carrying out some complementary online activity. The more that ESSNA's members are seen to engage with and endorse its work, the more credibility ESSNA has, the bigger the weight behind us and the stronger our messaging is. Individual member activity also means our messaging has a much wider reach, ultimately making our reach the most successful it could be.

## WHAT'S IN IT FOR MEMBERS?

Being seen to publicly support our work to better educate the consumer further cements our members' positioning as the most responsible companies in the sector, pioneering the way for increased consumer knowledge and safety. This provides an added benefit to ESSNA members and adds value to ESSNA's work by opening up additional channels of communication between members, officers and the secretariat.

## HOW CAN YOU SUPPORT ESSNA?

**Sharing our digital  
activity via social media**

**Providing expert  
videos for website**

**Providing guest blog  
posts for website**

**Providing guest  
posts for newsletter**

**Introducing ESSNA to your  
high-profile supporters/athletes  
they sponsor**

**Ask sponsor athletes to  
carry out social media  
activity**

**Share your  
experiences with  
consumers**

**Make suggestions  
for activities ESSNA  
should undertake**

**Include links to ESSNA's  
websites and materials within  
your marketing emails**

**Share our printed literature  
(how-to guides) as part of  
deliveries to consumers**

**Allow ESSNA to  
provide guest posts  
to your consumer  
communications**

**Let ESSNA know  
of events you  
attend and speaking  
opportunities**

**Let ESSNA know of sporting  
events you sponsor or are  
aware of**

**Introduce ESSNA to  
journalists you work closely  
with**

**Inform ESSNA of upcoming  
sports nutrition news on  
your radar**



## HOW CAN ESSNA SUPPORT YOU?

There are many ways that ESSNA can support members' communications' initiatives. While these will largely be dependent on what projects members want to share with ESSNA, they can include:

### Share your activity through ESSNA's social media channels

Respond publicly on your behalf on an issue of controversy or an issue that might negatively affect your brand/image

### Issue joint media releases

Run a 'member initiative of the month' PR campaign to raise awareness of your work both amongst members and key external stakeholders

Offer you speaking initiatives at events of particular interest in situations where ESSNA's Officers are unavailable

Offer impartial and unbiased PR advice

Publicly endorse your activity by hosting it on ESSNA's website/s

Provide official ESSNA statements and quotes in support of your initiatives for press material

## EVENTS

ESSNA partners with dozens of B2B and consumer events across Europe yearly, regular updates on which can be found Almost all of these partnerships come with exclusive discounts and benefits to ESSNA members.

Get in touch if you would like ESSNA to:

- 1) Partner with an event
- 2) Speak at an event
- 3) Support your exhibition/sponsorship/speaking opportunities at any event
- 4) Anything else!



## SOCIAL MEDIA

Engage with us: We've included below some social media content suggestions should you wish to share in support of ESSNA's online presence.

We're very excited to be a member of @ESSNA\_Sports – the European Specialist Sports Nutrition Alliance – the voice of the sports nutrition industry in Europe.

Found a dodgy looking sports nutrition product online? Report it to @ESSNA\_Sports, the trade association for sports nutrition in Europe, who will do the investigating for you!

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@ESSNA\_Sports works to ensure the development of an appropriate and balanced regulatory framework for the marketing of sport nutrition products. We are proud of our ongoing work the the voice of sports nutrition in Europe!

The trade association @ESSNA\_Sports, of which we are a member, has released information about how to safely consumer sports nutrition as a beginner to the industry. For more info, click here: [essna.com/consumer/dos-and-donts/](http://essna.com/consumer/dos-and-donts/)

We are extremely excited to be attending [EVENT] on behalf of @ESSNA\_Sports, the leading sports nutrition trade association in Europe! ESSNA's work to promote initiatives and campaigns to inform consumers of the benefits of regular physical activity, healthier diets and responsible use of sport nutrition products aligns with our core messaging.

ESSNA Members come from all over the world and are made up of international companies, smaller specialist brands, suppliers of ingredients, sport nutrition publications, as well as national associations. We are excited to continue our good work with the leading sports nutrition trade association in Europe!  
@ESSNA\_Sports



## SOCIAL MEDIA

Please feel free to copy and paste these posts about more specific ESSNA issues to use on your social media channels.

### KITEMARK



Remember to check your products for @ESSNASports label, esp if you're unsure about what you're buying #ExerciseSmart #FuelRight #TrustESSNA <insert picture of kitemark here>


Proud to announce we're using @ESSNASports kitemark - so you can be sure you're getting the real deal! #ExerciseSmart #FuelRight #TrustESSNA <insert picture of kitemark here>

### NON-COMPLIANCE

As proud members of @ESSNASports, we want to help get rid of any illegal products masquerading as sports nutrition. Have you spotted a sports nutrition product you think is dodgy? Please report it to ESSNA via here #ExerciseSmart #FuelRight #TrustESSNA <http://bit.ly/2x48e1N>

@ESSNASports has tackled over 450 dangerous products currently on the market to help protect athletes across Europe! Help them eliminate the lot of them by reporting any dodgy products you encounter here <https://bit.ly/2xmAmOf>

### WATCH YOUR PROTEIN



If you're buying a protein blend, make sure you understand the qualities of the mix rather than the individual proteins! Want more tips? Check out @ESSNASports protein guide [bit.ly/2ASEhVG](http://bit.ly/2ASEhVG) #ExerciseSmart #FuelRight #TrustESSNA

Did you know there are many different types of protein sources, each with different uses and benefits? Find out more in @ESSNASports protein guide <http://bit.ly/2ASEhVG> #ExerciseSmart #FuelRight #TrustESSNA

## RESOURCES

### FLYERS



ESSNA guides can be found in the 'Publications' section of the ESSNA website. Contact [felix@essna.com](mailto:felix@essna.com) for high-res versions.

### GUIDES

ESSNA has released two guides dedicated to specific sports nutrition, focusing on how to get started with sports nutrition and on how to buy good quality protein products. For information on and input into future guides, please contact [felix@essna.com](mailto:felix@essna.com).



Please contact Felix Zadek-Ewing, ESSNA's Communications Officer, to discuss any aspect of the PR toolkit:

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