

**EU Missions – MyPal**

**Social media Package**

**KEY INFO:**

**EU platform:**

ENG: <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-palliative-healthcare>

Greek: <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/apostoli-gia-ton-metashimatismo-tis-parigoritikis-frontidas>

**Related Instagram account:** @eu\_science **| Main hashtag:** #ResearchImpactEU

**Related Facebook account:** <https://www.facebook.com/EUScienceInnov>

**Secondary hashtags**: #EUGreenDeal

**Creative assets:** Static images, motion videos (EN, Greek)

1. **Suggested messages for promoting the EU Missions.**

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| **Platform**  | **Copy** |
| **Twitter** | How can #technology redefine palliative care for cancer patients? 🎗️Discover how a Greek researcher and his team are transforming the doctor-patient relationship with the MyPal Project. ⬇️#ResearchImpactEU |
| The EU is on a mission to improve people’s lives 💝Thanks to EU-funding & collaboration with 16 healthcare partners from across Europe, researchersdeveloped a new approach to patient #care with the MyPal project.🎗#ResearchImpactEU |

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| **Platform** | **Copy** |
| **Facebook**  | The EU and researchers in Greece are on a mission to redefine palliative care for cancer patients.The result? Better personalised care and improved communication between doctors and patients. 💪Discover their research here ➡️ <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-palliative-healthcare>#ResearchImpactEU |
| Greek researcher, Dr Pantelis Natsiavas, is revolutionising palliative healthcare for cancer patients with the help of the EU. Over 2 years, 200 patients across 5 🇪🇺 countries took part in a trial and saw their doctor–patient relationship change. 💪Read more 👉 <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-palliative-healthcare>#ResearchImpactEU |

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| **Platform** | **Copy** |
| **LinkedIn**  | Cancer affects everyone regardless of age, gender or social status and represents a tremendous burden for patients and families.Technology can help to take some of the burden away, as Greek researcher Dr Natsiavas shows. He worked on the EU-funded MyPal project to bridge the gap between patients and doctors and improve the quality of care, and therefore the quality of life, of those affected by cancer. Read more 👉 <https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-palliative-healthcare> |

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| **Platform** | **Copy** |
| **Instagram** | Cancer patients often face many challenges, including a lack of access to quality care.Greek researcher Dr Pantelis Natsiavas and his team are aiming to address this, with the help of technology and EU funding. 🇪🇺Discover more via the link in bio.#ResearchImpactEU #EUGreenDeal #HealthTech #CancerCare #EUResearch #Innovation #PalliativeCare #MedicalResearch #PatientCare #DigitalHealth #HealthcareTech |
| A mission to transform healthcare 🌟Greek researcher, Dr Pantelis Natsiavas, is working together with the EU and partners across the 🇪🇺 to use technology to support cancer patients in receiving better palliative care.  Discover how research is improving our lives: check the link in bio. #ResearchImpactEU #EUGreenDeal #HealthTech #CancerCare #EUResearch #Innovation #PalliativeCare #MedicalResearch #PatientCare #DigitalHealth #HealthcareTech |