

## **2022.01.25 – Antivirals – Social Copy Examples**

*Example:* <https://twitter.com/NHSuk/status/1485891992387305474?cxt=HHwWhIC-zZ-5-Z4pAAAA>

### *Twitter*

We are calling on those eligible to consider coming forward for a world-first trial to find medicines to treat people with COVID-19.

The study is home-based and lasts for only 5 days.

Visit [panoramictrial.org](https://panoramictrial.org) to check if you're eligible and find out how to sign up.

**[Include campaign asset graphic below]**

*Example:* <https://www.instagram.com/p/CZJjyaLI3EW/>

### *Instagram*

We are calling on those eligible to consider coming forward for a world-first trial to find antiviral medicines to treat people with COVID-19.

The study is home-based, lasts for only 5 days, the antivirals are oral capsules and participants are free to withdraw at any time.

Those eligible are those who have received a positive test for COVID-19 or feel unwell with symptoms that started in the last five days, as well as being over 50, or 18-49 with an underlying medical condition.

It's a world first opportunity to make a global impact and help us lives.

So visit [panoramictrial.org](https://panoramictrial.org) to check if you're eligible and to find out how to sign up.

**[Include campaign asset graphic below]**

*Example:* <https://www.facebook.com/NHSwebsite/photos/a.457711591542/10159981678046543/>

### *Facebook*

We are calling on those eligible to consider coming forward for a world-first trial to find antiviral medicines to treat people with COVID-19.

The study is home-based, lasts for only 5 days, the antivirals are oral capsules and participants are free to withdraw at any time.

To be eligible you must have received a positive test for COVID-19 and feel unwell with symptoms that started in the last five days, as well as being over 50, or 18-49 with an underlying medical condition.

It's a world first opportunity to make a global impact and help us lives.

So visit [panoramictrial.org](https://panoramictrial.org) to check if you're eligible and to find out how to sign up.

**[Include campaign asset graphic below]**

*Infographic explainer*

This asset breaks down the what, the why and how to be part of the study into a simple infographic flowchart.

These assets would be part of a press release / media story and go out to both print, online and social outlets.

Available formats: PNG, PDF.

Copy Example:

We are calling on those eligible to consider coming forward for a world-first trial to find medicines to treat people with COVID-19.

The study is home-based and lasts for only 5 days.

Visit [panoramictrial.org](https://panoramictrial.org) to check if you're eligible and find out how to sign up.