**Communication with stakeholders/end users of ESMN products**

All products:

1. Initial contact: explain mission of ESMN etc., announce future messages with other information, Include confirmations of opening message, opening attachment, opening link to website in the message

Important: text for message topic should not lead to trashing the email

Video for general public (YouTube)

1. Promote on social media

Video for specific target group (YouTube)

1. Send link to video with explanation message
2. Follow-up message with reminder, and evaluation questions

Scientific Report (pdf, also on ESMN website):

1. Message with attachment or link to website
2. Follow-up message with reminder, and evaluation questions

Key Messages of Scientific Report (pdf, also on ESMN website):

1. Promote on social media
2. Press Release: Message with attachment or link to website

Scientific Article (Open Access publication):

1. Promote on social media
2. Press Release: Message with attachment or link to website
3. Specific Target Groups: Message with attachment or link to website

Curriculum Sexual Medicine:

1. Message with Introduction of curriculum, including learning objectives; ask for positive response (involve European University Association; Michael Murphy through Ethel)
2. In case of positive response: Send message with attachment or link to website

Podcasts:

1. Promote on social media
2. Press Release: Message with attachment or link to website