



Fight ***The*** ***FIGHT***

Fight the Fraudulent, Illicit, Global Hair Transplant clinics that are plaguing our specialty and harming patients.

**Your voice makes a difference.
Help us spread the message.**

Visit:

[ISHRS.org / FightTheFIGHT](https://fightthefight.ishrs.org)

Read about the ISHRS Fight the FIGHT awareness campaign:

<https://fightthefight.ishrs.org/about/>

Read the ISHRS Position Statement:

<https://fightthefight.ishrs.org/ishrs-position-statement/>

TAKE THE *Pledge!*

Create a pledge video or image post on your social channels

#ITookTheISHRSpledge #FightTheFIGHT

Use any of these social channels:

Facebook, Instagram, Twitter, LinkedIn, or YouTube.

See other pledges in this link for ideas:

<https://fightthefight.ishrs.org/pledge/>

Steps:

1) Create A Social Media Post

Video- Make a video in your own words that you are taking the pledge and anything else you would like to say.

Image- Use an image of yourself or any other creative idea you may have.

2) Upload the video or image to your personal social account or business page.

3) Write in text what you are sharing so your audience and followers understand what you are posting and add these hashtags:

Pledge Hashtag: #ITookTheISHRSpledge

General Hashtag: #FightTheFIGHT

ISHRS 2020 World Congress Hashtag: #ISHRS2020

Example Text for the Pledge Video

(Can be in your own language)



Share a Pledge video on your social channels in your own language.

Text examples:

- I stand with my ISHRS colleagues and take the pledge
 - I take the pledge in (e.g.) India and stand up for protecting my patients
 - I pledge to perform hair restoration surgery legally and ethically
- (Add #ITookTheISHRSPledge & #FighttheFIGHT hashtags. We will then add it as a gallery on the Pledge page)

(State your name and country where you live)

I am a licensed physician, and I perform my own hair transplant surgery.

“It is my honor to join my ISHRS colleagues and take the pledge.” I pledge to perform hair restoration surgery legally and ethically.”

“I pledge to perform your hair transplant surgery myself. I will not delegate the FUE excisions to an individual that is not a doctor because I believe the best care and results are to have your procedure done by, a licensed and trained physician. FUE is real surgery and I pledge to your safety and best results.”

I, (name), pledge to perform your hair transplant surgery myself. I will not delegate the FUE excisions to an individual that is not a doctor because I believe the best care and results are to have your procedure done by, a licensed and trained physician. FUE is real surgery and I pledge to your safety and best results.

Tips When Uploading the Video or Image

Length of videos:

Instagram- no more than 1 minute. If you want to do longer, you can add thru IGTV.

Twitter- No more than 2 minutes

Facebook, LinkedIn, or YouTube- Can be longer than 2 minutes, but it is best to keep it under 3 minutes.

Thumbnail Image in the video:

All channels except Twitter will give you option for a thumbnail image when you upload the video. This is what will appear in the feed before someone clicks on the video. So pick the best one from the different options.

Language:

Create the social media post in your own language or in English, whatever you prefer. If you do the video in a language other than English, add some text in the post in English translating some of what you said. We will be highlighting your post on the Fight the Fight Pledge page.

Tag ISHRS:

When sharing your post, tag and follow the ISHRS :

Facebook: @THEISHRS <https://www.facebook.com/TheISHRS/>

Instagram: @ISHRS <https://www.instagram.com/ishrs/>

LinkedIn: @ISHRS <https://www.linkedin.com/company/ishrs>

Twitter: @ISHRS <https://twitter.com/ishrs>

YouTube @TheISHRS <https://www.youtube.com/user/TheISHRS>

RESOURCE PAGE



[Download resource page](#) for Fight the FIGHT Campaign with links to ISHRS posts to share, campaign videos and images in Italian, Spanish and Portuguese and press releases.

Questions: Contact Blanca Stella Mejia, ISHRS Integrated Communications Manager.

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