TOP TIPS FOR ACC FACULTY USING SOCIAL MEDIA

This tip sheet is designed to help ACC faculty effectively use and engage in commonly used social media platforms by healthcare professionals.

A picture is worth 1,000 words. Incorporate figures, images, etc. into your post to draw more attention. For example, a figure or snapshot from an article you’re discussing or promoting. A direct link to the article or respective content can also be helpful.

Tweets with a GIF gain 55% more engagement than those without.

- Click the Image icon to select a photo (saved to your computer or phone) to include in your post or share directly from a website with a Twitter or Facebook icon.

Avoid patient-related information or connection to patient-specific data.

Share and disseminate via sharing, reposting, responding, or retweeting to help advance the discussion. Retweet and respond to popular tweets using trending hashtags.

- Tweets with hashtags have witnessed engagement by 100% for individuals and 50% for brands.
- Using 1-2 hashtags can get you 21% more engagement.
- Tweets with hashtags have a 55% more chance of being retweeted.
- Refer to ACC’s Official Hashtag Guide to enhance your posts.

Use social media posts to promote others by tagging them (for example in a Tweet). When tweeting about an interesting talk, paper, etc. be sure to tag the speaker or author, etc.
When tweeting, ensure the content can stand on its own and has a teaching point that provides lasting meaning.

**Ineffective example:**

TNACC CV Team Members @CvTnacc · 6s
Dr. Tam gave a great talk on echo evaluation of valve disease in room 302.

**Effective example:**

TNACC CV Team Members @CvTnacc · 15s
Dr. Tam taught us that when reading an echo for aortic stenosis, you have to calculate the body surface area for accurate assessment.

Be professional and respectful. Engage the audience by asking a question or inciting discussion.

**Example:**

TNACC CV Team Members @CvTnacc · 2s
SGLT2-inhibitors have demonstrated benefit for patients with HFrEF and HFP EF. Do you usually prescribe SGLT2-inhibitors during hospitalization or wait until post-hospital follow up?

Consider the timing of your tweet:

- Release your post during peak hours
- Time your post to coordinate with a meeting to make a presentation more meaningful or with the release of an article
- Set up a Twitter post in advance by clicking the **calendar** icon to set a time to release the post
- Choose a day and time to time release your post (e.g. in this example 5 minutes before the presentation)
Use the Poll feature to create engagement. Follow these steps to create your own poll:

1. Click on the graph icon
2. Type your question and response options
3. Use the + icon to add responses
4. Click Poll Length to determine how long to keep the poll open
5. Click Everyone can reply to select poll distribution
6. Click Tweet (top right) to post the poll.

Learn more about [ACC Social Media](#), including the ACC Hashtag Guide, Getting Started on Social Media: A Guide for Cardiovascular Professionals, and ACC’s Social Media Policy. Learn more about [JACC Social Media Guidelines](#). Other social media resources include:

- **Understanding Social Media: Opportunities For Cardiovascular Medicine**
- **Beyond the Hashtag: Making the Most of Social Media For Your Career**
- **Social Media For Early Career Cardiologists: A Platform to Connect, Learn and Collaborate**
- **Social Media Stats**