

TOP TIPS FOR ACC FACULTY USING SOCIAL MEDIA

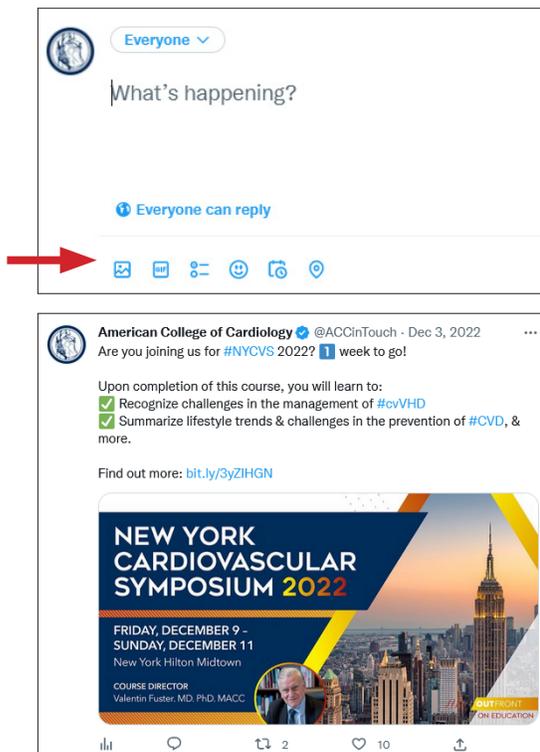
This tip sheet is designed to help ACC faculty effectively use and engage in commonly used social media platforms by healthcare professionals.

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.

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

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.



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.

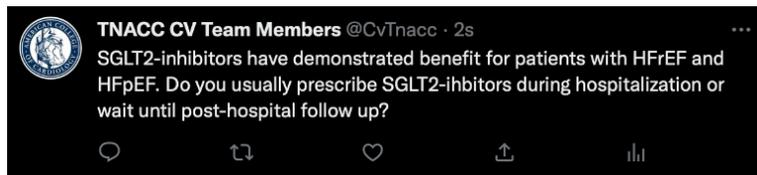
Ineffective example:



Effective example:



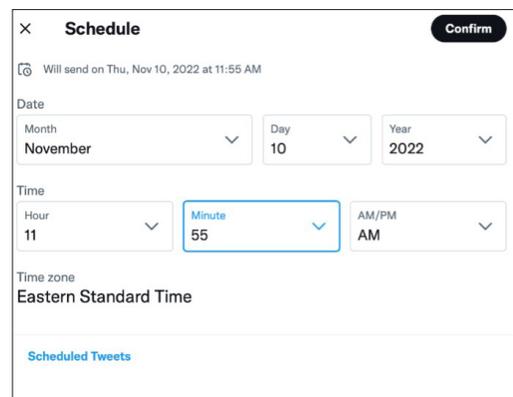
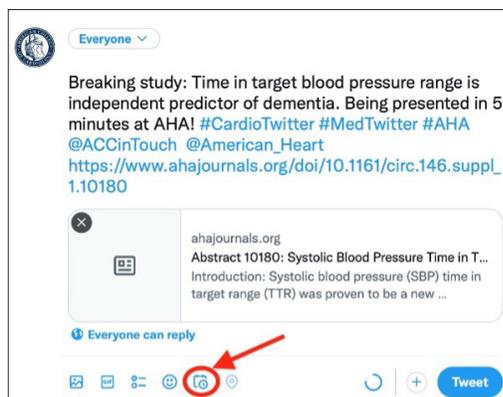
Be professional and respectful. Engage the audience by asking a question or inciting discussion.



Consider the timing of your tweet:

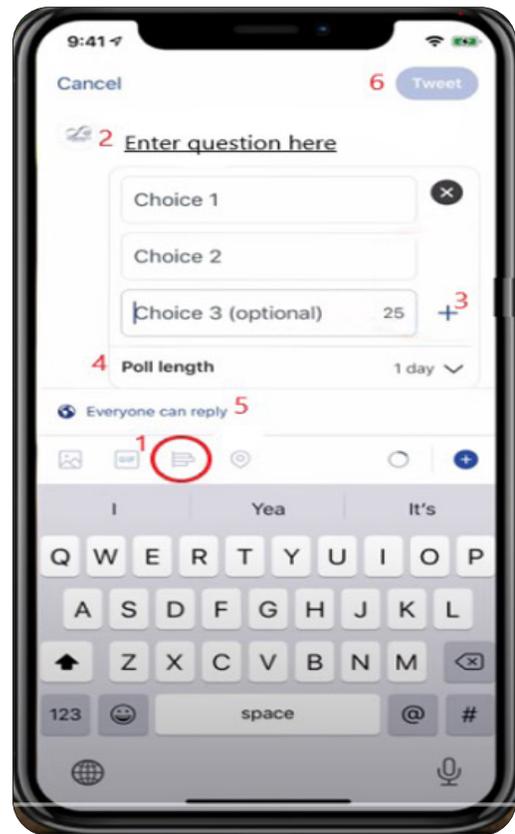
- Release your post during peak hours
- Time your post to coordinate with a meeting to make a presentation more meaningful or with the release of an article

- 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](#)