



ACC.19™

68th Annual Scientific Session & Expo

Social Media Toolkit

NEW
ORLEANS
MARCH 16 - 18
2019

#ACC19



ACC.19™

We look forward to having you at ACC's 68th Annual Scientific Session & Expo (ACC.19), which takes place March 16–18 in New Orleans, LA. To connect with cardiovascular medical professionals from around the world, we encourage you to leverage social media before and during ACC.19.

Are you following the ACC on social media? Be sure to connect with us on:

- Twitter:
 - Main Account: [@ACCinTouch](#)
 - ACC Advocacy and Quality: [@Cardiology](#)
 - ACC's Media Center: [@ACCMediaCenter](#)
 - JACC Journals: [@JACCJournals](#)
 - CardioSmart: [@CardioSmart](#)
- Facebook:
 - [American College of Cardiology](#)
 - [JACC Journals](#)
 - [CardioSmart](#)
- YouTube:
 - [ACCinTouch](#)
 - [FITS on the Go](#)
- LinkedIn:
 - [American College of Cardiology](#)

Looking for ways to use social media during ACC.19? You can:

- ✓ Share the attached sample messages and graphics leading up to and during ACC.19.
- ✓ Live tweet from sessions, meetings and the Expo. Be sure to tag @ACCinTouch and use the hashtag #ACC19. You can also retweet live coverage coming from @ACCinTouch or one of [our Pathway Tweeters](#).
- ✓ Post photos and tag the ACC on Facebook or LinkedIn. You can also like and share ACC's posts with your audience.
- ✓ Watch and share ACC and FITs on the GO YouTube videos.
- ✓ Connect with other meeting attendees through LinkedIn.

To learn more about ACC.19 activities, visit [ACCScientificSession.org](#). We hope you'll join the conversation on social media! If you have any questions, please [email Katie Gaab](#), ACC's social media manager.

Sincerely,

The ACC Communications Team



Sample Social Media Copy

The following examples are ready to be plugged into your channels. Feel free to edit these and craft additional ones. The bolded text notes where you must add your organization's information. Don't forget to share pictures from ACC.19!

Twitter:

- I'll be in New Orleans, LA for #ACC19, March 16-18. Like if you are also attending! <http://fal.cn/iYof>
- I am excited to be a part of @ACCinTouch's largest meeting of the year, #ACC19! <http://fal.cn/iYof>
- Cheering on my home state, **[insert ACC State Chapter here]** at #ACCFITJeopardy! <http://fal.cn/ixZW> #ACC19
- Eager to see the results from the #ACC19 Late-Breaking Clinical Trials! <http://fal.cn/iYof>

Facebook/LinkedIn:

- I'm very excited to be a part of **[tag @American College of Cardiology's]**'s #ACC19, happening in just **[insert number]** days down in New Orleans, LA! <http://fal.cn/iYoW>
- Just touched down in New Orleans, LA for #ACC19! I am most looking forward to **[insert one or two sessions]**. <http://fal.cn/iYoW>
- Can't wait to witness the latest in cardiovascular science with the Late-Breaking Clinical Trials at #ACC19. Learn more from **[tag @American College of Cardiology's]**'s annual meeting. <http://fal.cn/iYoW>

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ACC's Official Social Media Graphics

Feel free to use any of the ACC.19 graphics to supplement any social media posts you send before or during ACC.19. To access these graphics, [download them from WeTransfer](#). Please note this link will expire in one week (March 11).

ACC's Official Hashtags, Policy & Disclaimer

Hashtags help connect users within related conversations and are also searchable, making them a valuable resource for both clinicians and patients. We highlight encourage the use of hashtags, but recommend using no more than three per tweet or post.

The official event hashtag is **#ACC19**. This should be used in all posts relating to this year's meeting!

To help determine which additional hashtag(s) to use, please access the ACC's Hashtag Reference Guide. The guide outlines hashtags and definitions for more than 100 cardiology- and ACC-related terms. [The online version can be found here.](#)

The official [ACC social media policy is available online](#) as well. The College strongly encourages anyone using social media to include a disclaimer in their profiles. Examples of this include, but are not limited to, "opinions are my own," "RT do not equal endorsements," etc.

[ACC's social media disclaimer](#) is listed below:

The American College of Cardiology (ACC) and the American College of Cardiology Foundation (ACCF) welcome discussions related to all aspects of cardiology on our social media sites. The ACC does not allow the posting of any sensitive information relating to the practice of medicine or any information that directly or indirectly could identify a patient or consumer of health care, as it is in violation of our policy. The ACC reserves the right to remove any posts that are in violation of our policies and that are deemed offensive. Promotion of drugs, devices and other medical technologies will not be tolerated, and any comments, discussions or links involving promotional material will be removed. Repeated attempts to post promotional content will result in the individual being blocked. Statements or opinions expressed on the page reflect the views of the contributor, and do not reflect the official views of the ACC, unless otherwise noted. The ACC cannot respond to every comment. Likes and follows on social media channels are not endorsements. The ACC assumes no liability for sensitive information posted by users.

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