Basic Social Media for ACS International Chapters
Nearly 50 ACS international chapters

Chapters looking to engage via social media

Various levels of social media experience
Before Starting

► What are your goals?
► Is audience large enough?
► Who will post, engage with others, moderate, etc.?
► Do you have relevant, interesting content to share?
The Basics

- Start with Twitter
- Consider Facebook and Instagram after establishing Twitter presence
The Florida Chapter, American College of Surgeons offer a professional home for Florida surgeons who are interested in protecting our profession and patients.

Jacksonville, FL flordiacs.org Joined July 2012

637 Following 516 Followers

FloridaACS @FloridaACS · 6h
There are FOUR days left to apply! The FCACS Mentoring Program is open to members in all stages of their career, from medical student to practicing surgeon. Apply by June 15th to be matched with a surgical-focused mentor.
Getting Started

- Sign up at twitter.com
- Twitter “handle,” or username
- Photo
- Bio
- Blog or site URL
Follow Others

FloridaACS
@FloridaACS
The Florida Chapter, American College of Surgeons offer a professional home for Florida surgeons who are interested in protecting our profession and patients.

Follow

FloridaACS @FloridaACS · 6h
There are FOUR days left to apply! The FCACS Mentoring Program is open to members in all stages of their career, from medical student to practicing surgeon. Apply by June 15th to be matched with a surgical-focused mentor.

Follow

Maryland ACS @MDSurgeons

Follow
Tweets

- May not exceed 280 characters
- May contain text, photos, GIFs, videos, links
- Can include up to four photos, a GIF, or a video in a tweet
Twitter Lingo

- Retweets
- Replies and mentions
- Hashtags
Retweets

- Reposting of others’ tweets
- Helps to quickly share information
- Can add your own comment to the retweet
Replies and Mentions

- Messages beginning with user names, directed to another user
- Click Reply button to reply
- A mention is any tweet that contains "@username" in tweet
Hashtags

► # Symbol used to mark keywords or topics in a tweet
► Example: #COVID19
► Especially useful at events
Create Facebook Page

Create a Page
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

Business or Brand
Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Community or Public Figure
Connect and share with people in your community, organization, team, group or club.

Get Started
Questions You May Have

How do I create a Facebook account?
How do I log into my Facebook account?
I can't log in to Facebook.
How do I change or reset my Facebook password?
How can I make my Facebook password strong?
surgicalmuseumchicago

1,736 posts  37.2k followers  1,404 following

Museum of Surgical Science
Showcasing the art, science, and history of surgery, health and medicine.
#IMSSChicago
For private events, visit @imsschicagoevents
charity.gofundme.com/o/en/campaign/givingtuesdaynow-to-support-the-internat...
Create Instagram account

Instagram

Phone number, username, or email
Password
Log In

OR

Facebook Log in
Forgot password?

Don't have an account? Sign up

Get the app.

Download on the App Store
Get it on Google Play
Follow on Instagram

Association of Women Surgeons
The Association of Women Surgeons is committed to supporting women surgeons at various stages in their career - from medical school through retirement
linktr.ee/womensurgeons
Social Media Help

- Twitter
  https://help.twitter.com

- Facebook
  https://www.facebook.com/help

- Instagram
  https://help.instagram.com
Additional Support

Reach out to ACS with your social media questions:

Jerry Schwartz, Social Media Manager – jschwartz@facs.org

Brian Frankel, Manager, International Chapters – bfrankel@facs.org