



# Basic Social Media for ACS International Chapters





# 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



# ACS Florida Chapter



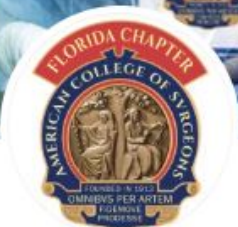
Search Twitter

Log in

Sign up



FLORIDA CHAPTER  
AMERICAN COLLEGE OF SURGEONS



Follow

**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.

📍 Jacksonville, FL 🌐 [floridafacs.org](http://floridafacs.org) 📅 Joined July 2012

637 Following 516 Followers

Tweets

Tweets & replies

Media

Likes



**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.

## New to Twitter?

Sign up now to get your own personalized timeline!

Sign up



## You might like



**MA Chapter ACS**  
@MaChapterACS

Follow



**Maryland ACS**  
@MDSurgeons

Follow





# Getting Started

- ▶ Sign up at [twitter.com](https://twitter.com)
- ▶ Twitter “handle,” or username
- ▶ Photo
- ▶ Bio
- ▶ Blog or site URL



# Follow Others



Search Twitter

Log in

Sign up



FLORIDA CHAPTER  
AMERICAN COLLEGE OF SURGEONS



Follow

**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.

📍 Jacksonville, FL 🌐 [floridafacs.org](http://floridafacs.org) 📅 Joined July 2012

637 Following 516 Followers

Tweets

Tweets & replies

Media

Likes



**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.

## New to Twitter?

Sign up now to get your own personalized timeline!

Sign up



## You might like



**MA Chapter ACS**

@MaChapterACS

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





# Facebook



Jordan Chapter of  
the American  
College of  
Surgeons

Home

About

Events

Reviews

Photos

Videos

Posts

Community



Like Follow Share ...

Send Message

## Photos



4.9

4.9 out of 5 · Based on the opinion of 7 people

## Community

See All

Invite your friends to like this Page

7,440 people like this

7,654 people follow this

Chat

# 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.

Get Started



### Community or Public Figure

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

Get Started





# Facebook Help

 Help Center

 Search

[Log In](#) [Create Account](#)

[Home](#) [Using Facebook](#) [Managing Your Account](#) [Privacy and Safety](#) [Policies and Reporting](#)

## 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?](#)








# Instagram

Instagram




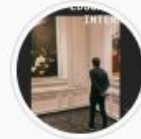



Search

Log In Sign Up

 **surgicalmuseumchicago** [Follow](#)


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...](https://charity.gofundme.com/o/en/campaign/givingtuesdaynow-to-support-the-internat...)

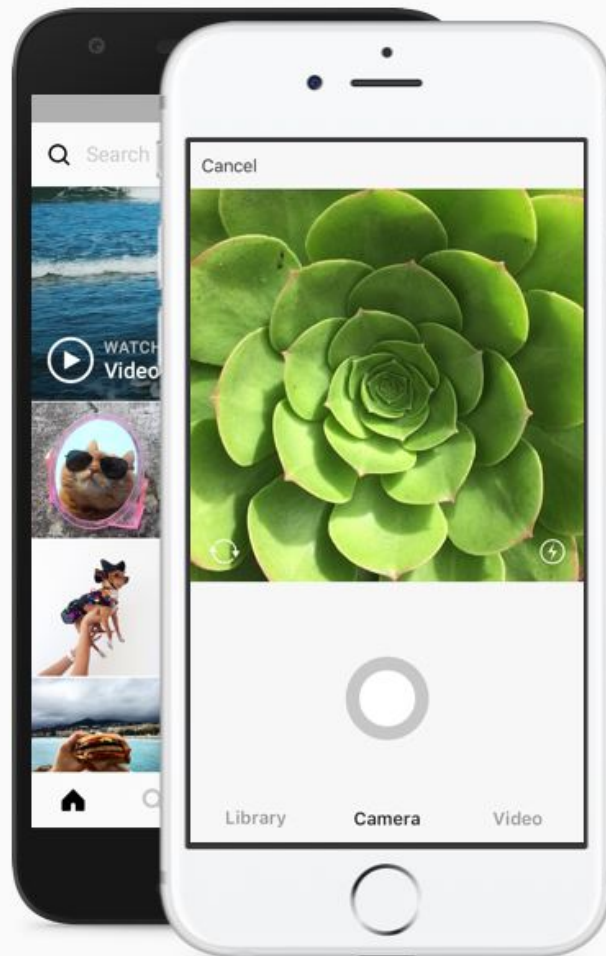
IMSScurato...   Mrs. Angemi   GIFT SHOP   JOIN US   COLORING...   BLOG   APP

POSTS   TAGGED





# Create Instagram account



## Instagram

Phone number, username, or email

Password

Log In

OR

 Log in with Facebook

[Forgot password?](#)

Don't have an account? [Sign up](#)


Get the app.



# Follow on Instagram



Instagram  [Log In](#) [Sign Up](#)

 **womensurgeons** [Follow](#)

1,423 posts   36.8k followers   189 following

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](http://linktr.ee/womensurgeons)

#BlackSxVo...   Research P...   Ruhi, MS3   Yang, PGY1   Alice, MS3   ResearchRes   AWS Blog

POSTS   IGTV   TAGGED

PASSION AND IDDOCE   PASSION and PURP BLACK FEMALE SURGEON   The thing worse than





# 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](mailto:jschwartz@facs.org)

Brian Frankel, Manager, International Chapters –  
[bfrankel@facs.org](mailto:bfrankel@facs.org)

