

RI ACEP Board Social Media Tips and Tricks

Social media channels provide a great way to communicate news, information, updates and more with our members in addition to e-mail. The SAME National Office encourages our posts to use social media to spread the word about local events, recognition of post member accomplishments, etc.



Twitter:

Posting on Twitter - RIACEP has a twitter account listed as @RIACEPnews. We encourage our board and members to create their own accounts and use twitter to promote RIACEP events and member accomplishments.

Length of Post - For Twitter although there is a 280-character count limit keeping it to no more than 140 characters will make it easy to share.

Hashtags - Create hashtags that are short but meaningful – if hashtags are too long they will be harder for people to use in retweets and engagements. RIACEP and ACEP National hashtags include:

#ACEPNow #FOAMed #ACEP19 #CMS #medicare #ACEP4U #EmergencyMedicine #AnnalsofEM

Simple URLs - When posting a link that is not used to generate a preview (see below) the link should be a simple URL or a bit.ly link. Twitter allows you to enter a url and will translate to a simple url for you.



Facebook:

Posting on Facebook - ACEP National has a Facebook Page which can be found by searching for ACEP or American College of Emergency Medicine. We encourage our members to create their own accounts and use Facebook to promote chapter events and member accomplishments, etc. The RIACEP Page can be found by searching Rhode Island Chapter American College of Emergency Physicians.

Lengths of Post – Facebook differs from Twitter in that there is no limit to characters in a post. However, it is recommended that the post not exceed 250 characters. Using photos, videos and graphics are encouraged to assist in sending the message. Video are the most common form of media on Facebook at the moment.

LinkedIn **Linked-In:**

Posting on Linked-In - ACEP National has a Linked-in Page which can be found by searching for ACEP of American College of Emergency Physicians. We encourage our board members and chapter members to create their own accounts and use Linked-In to promote chapter events and member accomplishments, etc.



Instagram:

Posting on Instagram - ACEP does not have an Instagram Fan Page yet and neither does RI ACEP. We encourage our members to create their own accounts and use Instagram to share photos of chapter meetings and events. RIACEP is always looking for photos to use on our website and to use in our Newsletter.

Be Available to Comment, Like, Retweet, etc. - Don't promote your own content and then not be available for people to reach out to you with questions and comments. If you are consistently posting content, you should also consistently interact with your readers. Sometimes they will reach out to you, but other times you will be initiating the conversation.

Copyright Policies - It is illegal to post a graphic from any source, including Google Images, to display on social media, even if you credit the source. For this type of usage, you must first obtain permission from the owner in writing. If you are unsure do not post it.