



| ACC.18™

67th Annual Scientific Session & Expo

Social Media Toolkit



AMERICAN
COLLEGE *of*
CARDIOLOGY

Dear ACC members,

We look forward to having you at ACC's 67th Annual Scientific Session & Expo (ACC.18), which takes place March 10 – 12 in Orlando, FL. To connect with cardiovascular medical professionals from around the world, we encourage you to leverage social media before and during ACC.18.

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

- Twitter:
 - Main Account: [@ACCinTouch](#)
 - ACC Education: [@ACCCardioEd](#)
 - ACC Accreditation, NCDR and Quality Improvement Programs: [@ACCCVQuality](#)
 - ACC's Media Center: [@ACCmediacenter](#)
 - ACC Advocacy: [@Cardiology](#)
 - JACC Journals: [@JACCJournals](#)
 - CardioSmart: [@CardioSmart](#)
- Facebook:
 - [American College of Cardiology](#)
 - [JACC Journals](#)
 - [CardioSmart](#)
- YouTube:
 - [ACCinTouch](#)
 - [FITS on the Go](#)

Looking for ways to engage others on social media during ACC.18? You can:

- ✓ Share the attached sample messages and graphics leading up to and during ACC.18.
- ✓ Live tweet from sessions, meetings and the Expo. Be sure to tag @ACCinTouch and use the hashtag #ACC18. You can also retweet live coverage coming from @ACCinTouch or one of our Pathway Tweeters.
- ✓ Post photos and tag the ACC on Facebook. You can also like and share ACC's Facebook posts with your audience.
- ✓ Watch and share ACC's YouTube videos.

To learn more about ACC.18 activities, visit ACCScientificSession.org. We hope you'll join the conversation! If you have any questions, please [email Katie Gaab](#), ACC's social media manager.

Sincerely,

The ACC Communications Team



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Sample Social Media Copy

The following examples are ready to be plugged into your channels. Feel free to edit these and craft additional ones.

Twitter:

Prior to ACC.18

- I'll be joining @ACCinTouch at #ACC18 in Orlando, FL from March 10 – 12! Who else will I see there?
- Unable to attend #ACC18? Don't miss a beat! Follow me March 10 – 12 for live updates and insights from @ACCinTouch meeting.
- Want a sneak peek at what's to come at #ACC18? Read this #CardiologyMag article: ow.ly/uikH30iAuI3
- Can't wait to see what's ahead in our journey in cardiovascular medicine at #ACC18! ow.ly/Ai1X30ip9JU
- Will you be at #ACC18? I'm most excited for the **[Fill in Pathway Name, Learning Destination Name, Etc.]**

March 10

- #ACC18 is here! Thrilled to be here in Orlando, FL with so many #cardiology colleagues, thought leaders and friends!
- Here at #ACC18 waiting to witness today's late-breaking clinical trials: ODYSSEY and VEST ow.ly/fwQA30iyX1i
- Ready to get the results from DEFINE-FLAIR, ADAPT, COMBO, NOTION and other featured clinical research at #ACC18! ow.ly/fwQA30iyX1i

March 11

- On my way to the #ACC18 Main Tent to listen to results from PHARMCLO, ARTEMIS, TREAT, MANAGE & SECURE-PCI Trials: ow.ly/fwQA30iyX1i
- Off to learn about MOMENTUM 3, INDIE-HFpEF, Ceccy and Lisinopril – the late-breaking clinical trials at Day 2 of #ACC18. ow.ly/fwQA30iyX1i
- Headed to the Deep Dive to learn about what today's key clinical trials mean for my patients and practice! #ACC18 ow.ly/fwQA30iyX1i
- Looking forward to this afternoon's featured interventional clinical research at #ACC18, especially **[choose one or two from The CVD-REAL 2 Study, CANVAS, ACCELERATE, CANTOS, COMPASS]** ow.ly/fwQA30iyX1i

March 12

- Looking forward to today's late-breaking clinical trials, particularly **[choose one or two from CARE, CANTOS, BP Reduction in Black Barbershops, TRIUMPH, POISE]** ow.ly/fwQA30iyX1i #ACC18
- Waiting anxiously to hear the results of STOP-PAD, SMART-DATE, ANNEXA-4 and other late-breaking clinical trials at Day 3 of #ACC18. ow.ly/fwQA30iyX1i
- Headed to the Deep Dive to learn about what today's key clinical trials mean for my patients and practice! #ACC18 ow.ly/fwQA30iyX1i
- Intrigued by GWTG-HF, FERRIC-HF II, CTA-HF and other featured interventional clinical research to be revealed today at Day 3 of #ACC18. ow.ly/fwQA30iyX1i



Sample Social Media Messages

The following messages are ready to be plugged into your social media channels. Feel free to tailor these messages and craft additional messages as well.

Facebook:

Prior to ACC.18

- I'm excited to attend the **[tag @AmericanCollegeofCardiology's]** #ACC18, ACC's premier education event of the year. Follow **[add your twitter handle]** & @ACCinTouch for live updates on Twitter!
- Can't wait to head down to Orlando, FL for **[tag @AmericanCollegeofCardiology's]** #ACC18. I'm looking forward to all of the ground-breaking science, especially results from ODYSSEY and VEST!

During ACC.18

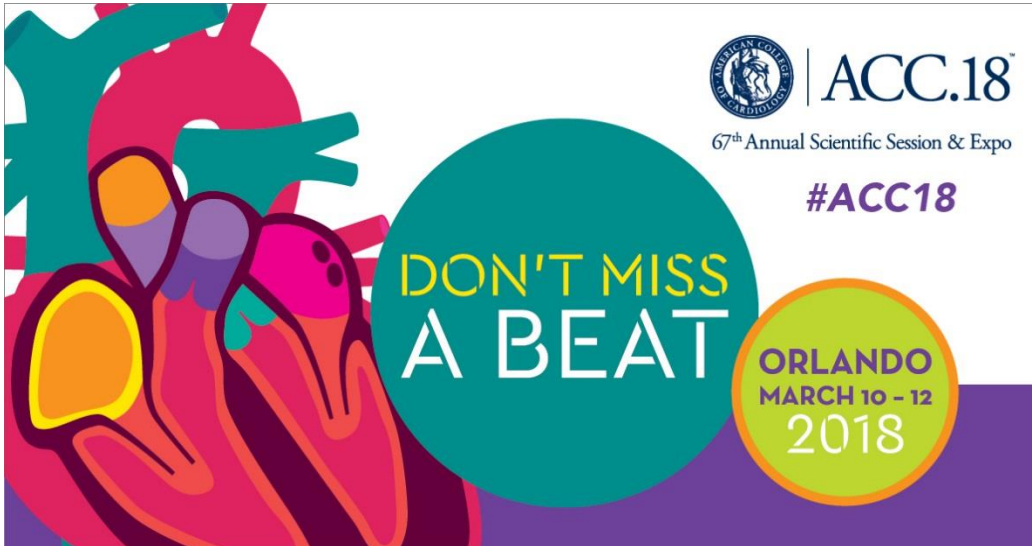
- I found today's [insert session name] session on [topic] very insightful. I'm looking forward to two more days of interactive education at **[tag @AmericanCollegeofCardiology's]** #ACC18.
- I love running into [tag friends/colleagues] at **[tag @AmericanCollegeofCardiology's]** #ACC18. **[add group pictures/selfies]**



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Official Social Media Graphics

The following graphics can be used to supplement any tweets or Facebook posts you send before or during ACC.18. To use these graphics, right click and select "save image." These graphics will work on both Facebook and Twitter.



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 #ACC18. This should be used in all tweets relating to this year's meeting!

To help determine which hashtag 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.

