

Social Media and the SCCM Creative Community

Social media is an important element in communication today. Platforms such as Facebook and Twitter allow users real-time access to their virtual communities. Users can quickly share and consume information and engage in conversations on ideas and interests with new audiences. Use social media to educate an extensive network on critical care and other important healthcare topics.

Learn more about ways to engage with the Society of Critical Care Medicine (SCCM), the Creative Community, and the broader critical care community at sccm.org/social. This site offers:

- SCCM's social media policies and guidelines
- The latest links to SCCM's social media platforms and hashtags
- Tips and training to help you engage
- An [educational video](#) that summarized SCCM's social strategy

Hashtags: The Basis of an Effective Social Media Strategy

The Society aims to cultivate a robust social media presence by empowering the members of the Creative Community to advocate for SCCM, specialty sections, critical care topics, and other Society activities via their own social media accounts.

Members should use their own personal or professional social media accounts with SCCM's suggested hashtags to drive engagement about activities, programs, education, etc. Using hashtags offers several benefits and is considered a best practice.

Hashtags optimize discovery. Hashtags offer organic input that reaches beyond a specific audience of followers. By optimizing hashtags, you are more discoverable to those in the broader critical care community. Hashtags make a topic more discoverable to a wider audience.

Hashtags increase traffic. Once you are easier to discover, you are likely to see higher social media traffic on your account. Hashtag searches occur on Facebook, Twitter, and other social media outlets all the time.

Hashtags showcase advocates. Using a hashtag cultivates advocates who are seen as trusted sources. In fact, Nielsen discovered that 92% of consumers trust advocates over businesses. Hashtags are a great way to help showcase advocate recommendations. SCCM members who use hashtags are spreading an authentic message that is trusted by others.

Hashtags increase engagement. Anyone can use a hashtag, so everyone who is interested can get involved in the conversation without any regard for hierarchy, position, membership, etc.

SCCM's hashtag strategy aims to cultivate a community of advocates who contribute authentic, organic, and relevant information to social media about SCCM, its programs and activities, critical care topics, and more.

Members of SCCM's Creative Community should not create social media accounts for any section, committee, group, product, or event. They should use an appropriate hashtag in their personal or professional accounts instead.

The Society has numerous suggested hashtags and empowers members of the Creative Community to use them. Our hashtag list is constantly being updated.

Visit sccm.org/social for the most up-to-date list. Here are some SCCM hashtags that are currently in wide use.

#PedsICU	#ICUDiversity	#CCC48	#CritCareResearch	#DiscoveryNet
#VCCRounds	#SCCMUltrasound	#THRIVEICU	#PICSyndrome	#NCCARM
#MCCRC	#ICULiberation	#SurvivingSepsis	#StopICUBurnout	#ProjectDispatch

Sections may submit social media posts related to official SCCM activities according to the guidelines below.

Society Media Best Practices and Guidelines

- Communicate **with**, **not at**, your audience.
- Be transparent, honest, and genuine. This builds trust with your audience, and they will look to you as a source of reputable information and guidance.
- Create a unique experience on each platform. Each piece of content you share should feel native on the platform you are using.
- Original and successful ideas are often compilations of several other ideas. You need not reinvent the wheel to put out great and engaging content.
- Keep the text brief. Use proper grammar and punctuation. Aim to engage.

Choosing a Platform

Choosing which social media platform to use is key. Start by identifying your target audience and your goal. Each platform has its advantages. Often it is appropriate to share the content on multiple platforms.

Facebook Post Guidelines

Facebook is the largest and most active social media platform. It is great for connecting with your current network.

Ideal post length is 40-80 characters. Posts should not be more than 150 characters. Research shows that posts with 80 characters or less receive 88% more engagement.

Include a link and an image or video when appropriate. Posts with visuals drive more engagement.

Example:



Twitter

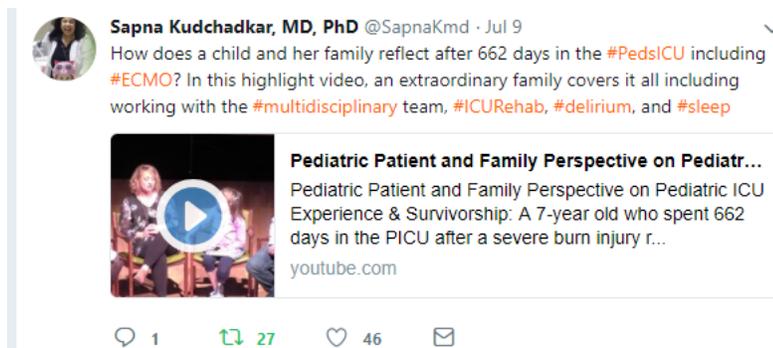
Twitter is fast-paced and has a large millennial audience, including many journalists, politicians, and celebrities. It is great for discovering new content and seeing what is trending.

Ideal tweet length is 70-100 characters.

Include a link, image, or video, and hashtags when appropriate. Tweets that include visuals and hashtags get better engagement than those without. Be intentional and strategic in including hashtags. Including too many tags or irrelevant or overly generic tags can decrease your message's effectiveness. Strategic hashtag use is an effective way to have your message discovered by new audiences.

Another effective strategy to expand your reach on Twitter is tagging individuals, companies, and other entities. **Tag @scm in every tweet** related to critical care and the official SCCM Twitter account will retweet your post if appropriate, giving it additional exposure.

Example:



Retweeting

Retweeting is a powerful tool offered by Twitter. You can search hashtags and keywords to find content that is applicable to your section's interests. You can then retweet that content. You have the option to write something about the tweet before you retweet it. This is a good place to add some short text and applicable hashtags, including the hashtag associated with your section, committee, or other interest.

Content Suggestions and Examples

Social media content can come from many places. You can share photos from a relevant event, post a link to an important article, pass on a video link applicable to your professional specialty, and so much more.