

## Social Media for SCCM Sections

In support of its hashtag strategy, SCCM has developed hashtags that sections should use to disseminate tweets related to the section, topic, or activity.

These hashtags are designed to be topic specific to increase their discoverability and relevance to the broadest audience possible.

- Use your section hashtag (found in the table below) for social media posts.
- Tag @SCCM if your tweet is related to an SCCM activity.
- Encourage others in your section to use the hashtag.
- Grow a community of advocates interested in a topic and SCCM!

Section	Hashtag
Anesthesiology	#AnesthesiologyICU
Clinical Pharmacy and Pharmacology	#PharmICU
Emergency Medicine	#EmergencyMedICU
In-Training	#InTrainingICU
Internal Medicine	#InternalMedICU
Neuroscience	#NeuroICU
Nursing	#ICUNurse
Osteopathic Medicine	#OsteopathicICU
Pediatrics	#PedsICU
Physician Assistant	#PhysicianAssistICU
Research	#ResearchICU
Respiratory Care	#RespiratoryICU
Surgery	#SurgeryICU
Uniformed Services	#MilitaryICU

Remember: You can use more than one hashtag in a social media post! You may want to reference other hashtags used on Twitter or any of SCCM's regularly used hashtags. Find the most up-to-date list at [sccm.org/social](http://sccm.org/social).

This [educational video](#) offers details about how to set up social media accounts, as well as SCCM policies and best practices.

### Submitting Official Social Media Posts to SCCM

SCCM disseminates official social media posts each month on behalf of sections. These are posted to all of SCCM's social media platforms. Official posts should relate to official SCCM activities that your section believes the entire SCCM community should know about. These posts are reviewed by SCCM staff.

Official SCCM tweets:

- Raise awareness about major section activities
- Raise awareness about the hashtag among SCCM's social media followers
- Should be broad in scope, keeping in mind that they will be read by a diverse audience who may not be section members

Each section is provided a social media content submission Excel template each year. The template is available in each section's SCCM Connect space. Each section may submit five official tweets and one official Facebook post per month to be posted to SCCM's social media accounts.

Remember: These official posts are distributed to all of SCCM's social media followers, regardless of section membership or Society membership. Official posts should be the broadest of your section's posts. They should be relevant and of interest to a wide audience.

Content for the next month is due by the 15th of the current month. Content should be entered into the template and emailed to SCCM staff member Colette Punda at [cpunda@sccm.org](mailto:cpunda@sccm.org). Each section's leadership should decide how the content is gathered and who completes the submission process.

The template offers examples and additional guidance. The following fields must be completed:

- Post Date: The date on which you want the material posted.
- Text: What you want your post to say! The Social Media for the Creative Community web page offers some guidance on what makes a good post. Find this page under Member Center.
- URL link: Do you want to drive readers to a web page? Include a link.
- Image File Name: You may include images in your submission. Enter the file name of any images you submit. Images should be submitted with the template as separate files.
- Platform: The platforms on which you want the message to appear (Twitter or Facebook).