

## SSR Guidelines for Social Media Posts

### *General*

1. Each committee chair will select one person who will be responsible for posting messages to the SSR social media accounts. This person will receive the log in information for each account from the social media committee.
2. All posts should be related to the activities of the SSR and committees.
3. If there is any question about the appropriateness of a post, the assigned person should review with the committee chair. If more assistance is needed, the committee chair can reach out to the social media committee.
4. The social media account passwords will be changed yearly.

### *Message Post instructions*

5. The text of your message should be 280 characters or less.
6. If at all possible, include at least 1 image related to the post, but no more than 4 images. The image could be a graph/figure to illustrate what you are saying in your text, if applicable.
7. Provide an external weblink (e.g. SSR website page), if applicable, with more information/content/discussion on the topic.
8. Include appropriate hashtags (at least 1 and no more than 3).
  - a. Common hashtags that can be used:
    - i. #mskrad ... for topics related to MSK radiology
    - ii. #radres ... for topics related to residency or residents
    - iii. #ssrbone ... for topics related to SSR
    - iv. #radfellow... for topics related to fellowship or fellows
  - b. Standard Twitter radiology ontology (hashtags) can be found here:  
<https://www.simplur.com/healthcare-hashtags/ontology/radiology/>
9. Please ensure you are only suggesting the posting of verified content that you have the right to post. If it is unpublished data or someone else's slides, secure the appropriate consent and permissions prior to submitting the content to the SSR.
10. DO NOT INCLUDE PROTECTED/PERSONAL HEALTH INFORMATION ON ANY POST.