



AMERICAN
COLLEGE *of*
CARDIOLOGY

ACC.20/WCC Virtual

SOCIAL MEDIA TOOLKIT



March 28 – 30, 2020

accscientificsession.acc.org

@ACCinTouch

#ACC20

#WCCardio



ACC.20/WCC QUICK FACTS

Where	Virtual Experience at accscientificsession.acc.org
When	March 28 – 30, 2020
Organizers	American College of Cardiology (@accintouch) and The World Heart Federation (@worldheartfed)
Hashtags	#ACC20/#WCCardio



Use ACC's update hashtag reference guide to tag your posts with official topic hashtags!

> [ACCESS IT HERE](#)

FIND ACC ON SOCIAL MEDIA:

Twitter:

- Main Account: [@ACCinTouch](https://twitter.com/ACCinTouch)
- ACC Advocacy and Quality: [@Cardiology](https://twitter.com/Cardiology)
- ACC's Media Center: [@ACCMediaCenter](https://twitter.com/ACCMediaCenter)
- JACC Journals: [@JACCJournals](https://twitter.com/JACCJournals)
- CardioSmart: [@CardioSmart](https://twitter.com/CardioSmart)

Facebook:

- [American College of Cardiology](https://www.facebook.com/AmericanCollegeofCardiology)
- [JACC Journals](https://www.facebook.com/JACCJournals)

YouTube:

- [ACCinTouch](https://www.youtube.com/ACCinTouch)

Instagram

- [@americancollegeofcardiology](https://www.instagram.com/americancollegeofcardiology)

LinkedIn:

- [American College of Cardiology](https://www.linkedin.com/company/AmericanCollegeofCardiology)

@ACCinTouch #ACC20 #WCCardio

WHAT WILL YOU FIND ON EACH SOCIAL CHANNEL?

Twitter:

- Follow @ACCinTouch for live coverage of sessions, including coverage of LBCTs and more!
- @JACCJournals will cover JACC-related sessions, events and simultaneous publications.
- Pathway Tweeters will be focused on covering the meeting from their specific topic focus perspective on Twitter and amplifying the Virtual experience. A list of Pathway Tweeters can be found under the Engage section of the virtual.acc.org.

Facebook:

- Look for daily news summaries on ACC's Facebook page.
- Tune in to the live streams of some of ACC.20/WCC most engaging and innovative sessions daily.

LinkedIn:

- Look for daily wraps up on ACC's LinkedIn Page.

Instagram:

- New this year: ACC will cover some of the highlights from the the Virtual experience on Instagram – be sure to follow along!



ENGAGE SECTION OF VIRTUAL EXPERIENCE WEBSITE

The ACC.20/WCC Virtual experience website will have a tab labeled “Engage” that provides links to and feeds of relevant ways to connect and engage with the virtual “meeting.” There, you will find an #ACC20 Twitter feed, along with two new sections dedicated to the momentous occasion of Convocation:

Share Your Moment Taking the ACC Oath

New FACCs and AACCs are encouraged to post their photos and sentiments around taking the ACC oath throughout the meeting, in lieu of the physical on-site Convocation experience. Share photos and use the hashtag **#ITookTheACCOath**.

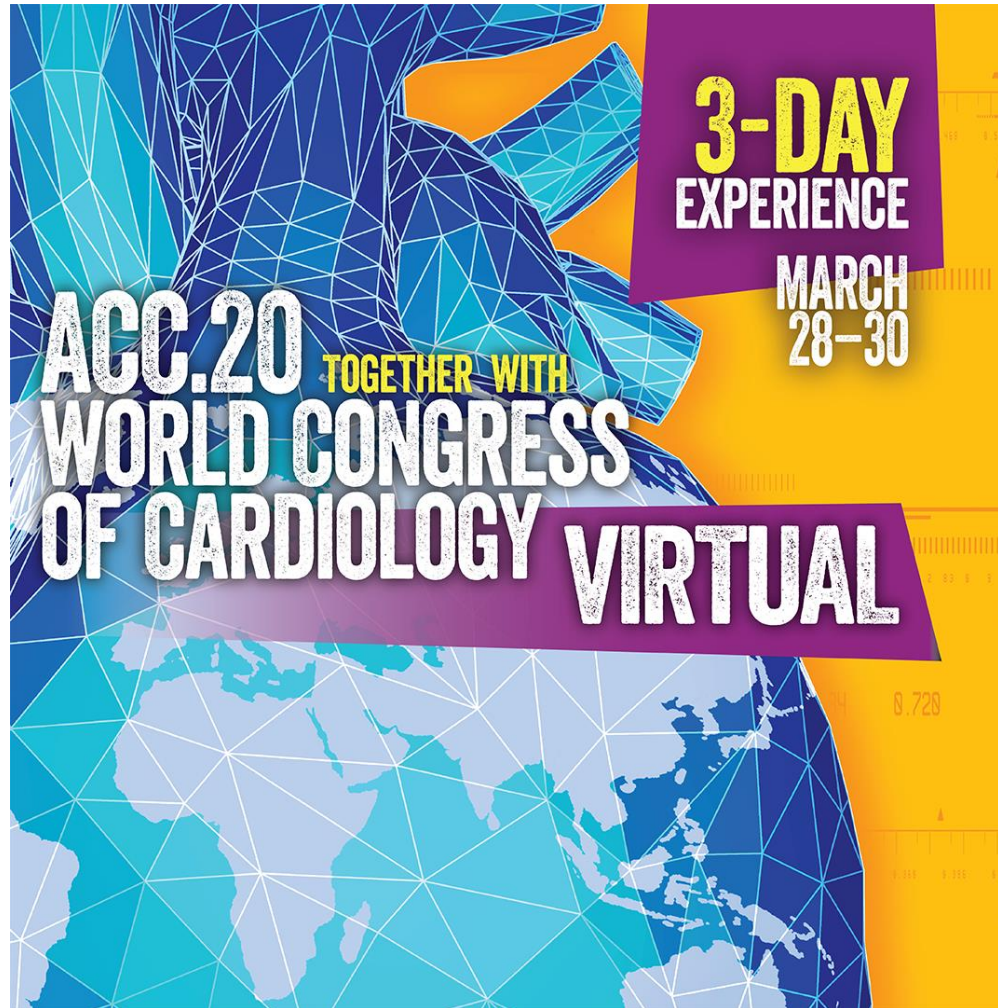
Tweet Your Congratulations!

Family, friends, colleagues, peers – send your new FACC/AACCs congratulations for achieving their new credential on social media and be sure to tag your post with **#TheFaceOfCardiology** to highlight the diversity and breadth of ACC’s next generation of leaders.

SOCIAL MEDIA GRAPHICS: TWITTER



SOCIAL MEDIA GRAPHICS: **INSTAGRAM**



SOCIAL MEDIA GRAPHICS: **LINKEDIN**



SOCIAL MEDIA GRAPHICS: **FACEBOOK**

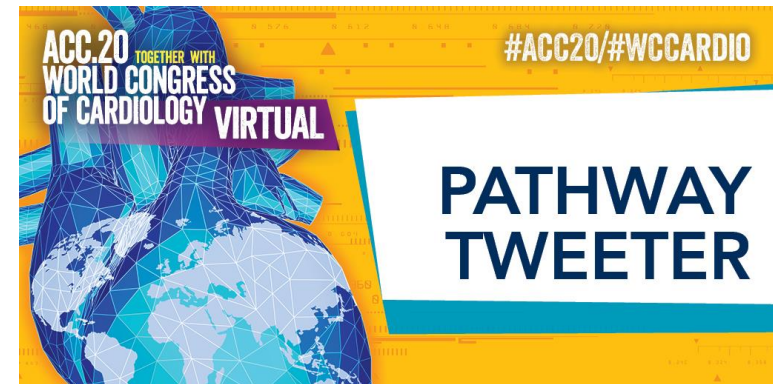


PATHWAY TWEETERS

Keep your eyes on Twitter for meeting coverage from the official ACC.20/WCC Virtual Pathway Tweeters. These individuals will cover the science and sessions, and items of interest before, during and after the Virtual experience, which launches March 28:

This year's Pathway Tweeters will cover:

Pathway	Pathway Hashtag
Acute and Stable Ischemic Heart Disease (ASIHD)	#cvCAD
Arrhythmias and Clinical Electrophysiology	#ACCEP
Congenital Heart Disease	#CHD
Heart Failure and Cardiomyopathies	#HeartFailure
Intervention	#ACCIC
Noninvasive Imaging	#cvImaging
Prevention	#cvPrev



Pathway (cont.)	Pathway Hashtag
Pulmonary Hypertension and VTE	#cvPH and #cvVTE
Valvular Heart Disease	#cvVHD
Vascular Medicine	#VascularDisease
Cardiovascular Team	#ACCCVT
International	#ACCIntl
Fellow in Training/Early Career	#ACCFIT or #ACCEarlyCareer
Cardio-Oncology	#CardioOnc
Medical Student/Medical Resident	#ACCMedStudent or #ACCMedResident

OFFICIAL ACC HASHTAGS, SOCIAL MEDIA POLICY AND DISCLAIMER

The ACC's Hashtag Reference Guide also 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 and the American College of Cardiology Foundation (collectively, the "College") welcome discussions related to all aspects of cardiology on our social media sites. The College 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 College reserves the right to remove any posts from its platforms 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 and/or reported. Statements or opinions expressed on the page reflect the views of the contributor, and do not reflect the official views of the College, unless otherwise noted. The College cannot respond to every comment. Likes and follows on social media channels are not endorsements. The College assumes no liability for sensitive information posted by users.