



# Social Media Toolkit

@ACCinTouch  
#ACC22

**TRANSFORMING  
CARDIOVASCULAR  
CARE** FOR YOU. FOR YOUR TEAM.  
FOR YOUR PATIENTS.



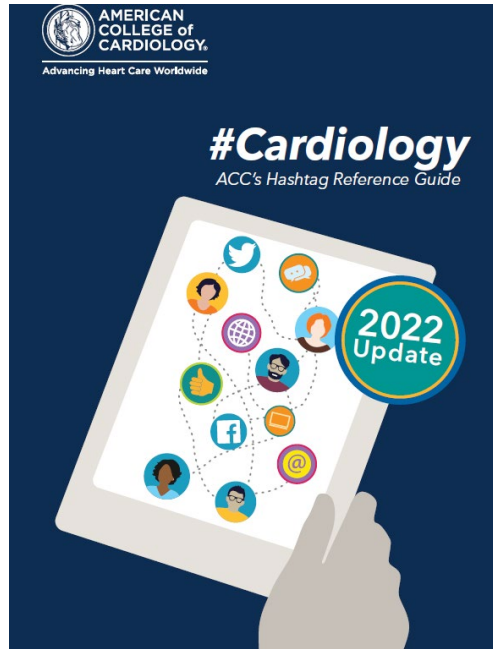
AMERICAN  
COLLEGE *of*  
CARDIOLOGY



# #ACC22

**April 2 – 4 | Hybrid: Washington, DC & Virtual**

Conference Info: <https://accscientificsession.acc.org>



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

**[Access here!](#)**

## Twitter:

- Main Account: [@ACCinTouch](#)
- JACC Journals: [@JACCJournals](#)
- ACC's Media Center: [@ACCMediaCenter](#)

## Facebook:

- [American College of Cardiology](#)
- [JACC Journals](#)

**YouTube:** [ACCinTouch](#)

**Instagram:** [@americancollegeofcardiology](#)

**LinkedIn:** [American College of Cardiology](#)

**WeChat:**



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# What's on each social media channel?

## Twitter:

- Follow @ACCTouch for immediate coverage of news, featured clinical research, LBCTs & more!
- @JACCJournals will cover JACC-related sessions, events and simultaneous publications.

**Facebook:** Look for LBCT coverage on ACC's Facebook page and coverage of simultaneous publications and top trials on the JACC Journals Facebook page.

**Instagram:** ACC will cover the meeting via Instagram stories and daily posts – follow along!

**LinkedIn:** Look for daily wrap ups and hot trials on ACC's LinkedIn page.

**YouTube:** Find interviews with study authors and wrap ups from [ACC.org](https://www.acc.org) editorial board members on YouTube.

**WeChat:** Follow coverage with an international angle on WeChat.





# Section Hashtags & Social Media Ambassadors

Section	Hashtag
Academic Cardiology Section	#ACCAcademic
Adult Congenital and Pediatric Cardiology Section	#ACCACPC
Cardiac Surgery Team Section	#ACCSurgeons
Cardio-Oncology Section	#ACCCardioOnc
Cardiovascular Management Section	#ACCCVManage
Cardiovascular Team Section	#ACCCVT
Critical Care Section	#ACCCriticalCare
Early Career Section	#ACCEarlyCareer
Electrophysiology Section	#ACCEP
Fellows in Training Section	#ACCFIT
Geriatric Cardiology Section	#ACCGeriatric

Heart Failure and Transplant Section	#ACCHFT
Imaging Section	#ACCIImaging
International Section	#ACCIntl
Interventional Section	#ACCIC
Prevention of Cardiovascular Disease Section	#ACCPrev
Program Directors and Graduate Medical Educators Section	#ACCCVTraining
Sports and Exercise Cardiology Section	#SportsCardio
Vascular Disease Section	#ACCVascular
Women in Cardiology Section	#ACCWIC
ACC Medical Students	#ACCMedStudent
ACC Residents	#ACCMedRes

Follow along and experience sessions in real time on social with ACC's Social Media Ambassadors. ACC.22 Social Media Ambassadors will cover the meeting on behalf of their ACC section. See the list of ACC section hashtags and learn more about ACC's Member Sections [here](#).

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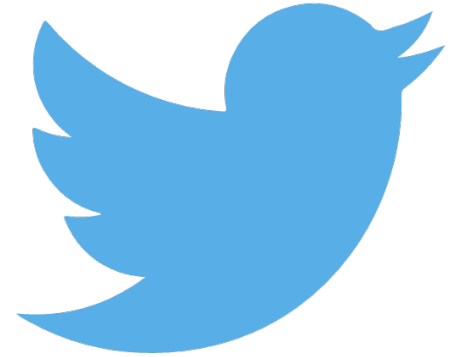
# Official ACC Hashtags, Social Media Policy & Disclaimer

The ACC's **Hashtag Reference Guide** outlines hashtags and definitions for more than 100 cardiology- and ACC-related terms. Find it [here](#).

The official **ACC Social Media Policy** can be found [here](#). 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.



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# Social Media Graphics

Download social media graphics for Facebook, Twitter and Instagram [here!](#)



# Thank you!

## Questions?

Email: Taylor Titus, ACC Social Media Manager

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