ACSM National Social Media Procedures & Support for Regional Chapters

- ACSM Social Media Manager Caitlin Kinser (ckinser@acsm.org) manages most of ACSM’s social media accounts and is a resource to answer questions, suggest best practices, and/or assist with regional chapter social media strategy development. She is available to consult with chapter leaders upon request.

- ACSM hosted a social media webinar titled, “Social Media: Strategize to Maximize” which overviewed the various social media platforms and best practices for use of each one. The webinar recording is available as a resource in the ACSM Chapter Leader Resource section of the ACSM website or via this direct link- https://acsm.app.box.com/s/tbqqynfvks0ky0x8u8gd6qwqr5968yql

- As of publication of the 2019 ACSM Annual Update, ACSM has 411,049 followers across a variety of platforms including Twitter, Facebook, Instagram and LinkedIn. Twitter is geared toward ACSM members and the public. LinkedIn is geared toward professional development. Instagram is geared toward students and fitness professionals. And, Facebook is geared toward the general public.

- ACSM National social media accounts are not ACSM Regional Chapter platforms. Instead, each ACSM Regional Chapter wishing to have a social media presence should create and maintain its own social media accounts. Thus, ACSM National will not create Regional Chapter content and disseminate through our social media channels.

- ACSM National will monitor ACSM Regional Chapter Twitter accounts and retweet certain posts. Posts that are retweeted to the various ACSM managed twitter accounts often relate to chapter meetings, abstract deadlines and awards. Posts that are more likely to be retweeted include: photos, information about award winners, grant winners info, EIM on Campus activities, novel chapter offerings and/or information that is of relevance outside of the regional chapter.

- If there is a tweet that the regional chapter would like retweeted, email a direct link to the tweet to Caitlin (ckinser@acsm.org). If the tweet works within the publication calendar, she will do her best to retweet.

- ACSM often manages multiple accounts on a single platform (e.g. on Twitter there is an ACSM National account, and EIM account, an ACSM Journal Account, etc.). ACSM will retweet/post on the appropriate account(s) as we see fit based on ACSM’s social media strategy and publication calendars.

- ACSM National will not retweet any posts or share content that conflict with any of our National social media guidelines, promote companies/sponsors that compete with National sponsors/partners, or support specific candidates for an ACSM National election.

Best Practice Suggestions-
- Engage with followers year-round rather than only doing so in the weeks leading up to Regional Chapter meetings. ACSM can assist your social media managers with creating a yearly social media strategy & calendar.
- Provide value in social media posts. Instead of always asking for followers to follow through on a transaction (e.g. register, submit an abstract, join, etc.), create some posts which provide educational information, links to articles, recognition of member accomplishments, and/or complimentary information of interest to your followers.

- Don't let all the social media management fall on one person. Instead, consider building a team of volunteers to create content for social media posts. The team concept spreads the workload and also provides a variety of perspectives to your chapter's posts.

- Engage both professionals and students in creating content. Consider recruiting students from a variety of campuses to post updates from their institutions.

- As shared above, different platforms have different audiences. Know your audiences and create content that speaks to their needs and interests.

- If at all possible, include photos or graphics rather than just posting text.

- Interact with your followers. Retweet/share their posts when appropriate. Respond back to them when appropriate.

- Never post confidential or proprietary information. Be mindful of copyrighted and trademarked information. Always attribute content appropriately.

- Be respectful. Avoid posting obscene, vulgar, libelous or defamatory statements. The chapter can be held legally liable for posts and comments made online.