

10 Tips for Using Social Media

1. Think about your intended audience and the type of content you want to share on social media.
2. Review your institution's social media guidelines, particularly if you're posting on your group's behalf.
3. Create an account on the social media platform best suited for your audience and content.
4. Use your name or your practice's name so others can easily find and follow you.
5. Follow others and observe their practices to learn the format for posting on your selected social media platform.
6. Post content geared toward your intended audience, such as interesting articles, teaching points from professional conferences, images, and news from your department, etc.
7. Use and follow hashtags (#) where appropriate to engage others in conversations about specific topics.
8. Comment on posts and respond to comments on your posts to optimize engagement.
9. Schedule and manage your posts as needed using tools, such as [HootSuite](#) or [TweetDeck](#).
10. Join groups, chats, and other social media forums where you can converse directly with others about specific topics.