



A Guide to Social Media  
**BEST PRACTICES**



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Once you've created a presence on social media, set yourself up for success by following these tips and engaging with your audience regularly.

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## *Tips for Success on* **SOCIAL MEDIA**

- **Be Smart.** Represent yourself on social media as you would in public. If you're in doubt about whether something is appropriate to share, err on the side of caution. Consider your role as an authority figure before making connections with patients.
- **Be Respectful.** Be mindful of what is appropriate behavior and of how your words and images may be received by others. If engaging in conversations, add value and keep your comments professional.
- **Be Aware.** If you have an account for your organization, keep it separate from a personal account. You wouldn't want to accidentally share a personal post to a business account – keep in mind who you are representing before you post.
- **Be Prepared.** Ensure you're ready to respond to audience feedback – both positive and negative – in a timely manner. If you're starting a social media account for your organization, be sure to set up access for more than one person in case the primary team member is unavailable.
- **Be Accessible.** Keep your posts simple and avoid using too many acronyms. If you're linking to a resource, include descriptive text so a visitor knows what to expect. Caption all images and videos. If using hashtags, use camel case (capitalize the first letter of each word, e.g. #ChooseSleep) so screen readers can understand your content.
- **Be Successful.** Determine your audience and build a strategy before creating an account on social media. Regularly evaluate your metrics and make changes to your strategy as needed.

A dark blue background featuring a network diagram with several circular nodes connected by lines. Each node contains a white silhouette of a person. The nodes are arranged in a roughly circular pattern, with one larger central node and several smaller nodes around it.

## *Key Actions to* **TAKE REGULARLY**

Success on social media is more than crafting new posts. Social media is about engaging with your audience. Set aside time to perform these tasks regularly:

- **Review your inbox** for questions and set a goal for how quickly you will respond to inquiries and positive or negative comments
- **Do a quick search** on social media to see what people are saying about you or your business
- **Keep up to date** with what's happening by following industry leaders, actively involved users, and even your competitors
- **Like, comment, and share posts** from other organizations to get involved with the social media community

A dark blue background featuring a network diagram of interconnected circles, each containing a white silhouette of a person. The circles are connected by thin white lines, creating a web-like structure. In the upper right corner, there is a bright orange rectangular box containing the text 'Helpful RESOURCES'.

## *Helpful* **RESOURCES**

- [Twitter 101: An Introduction for the AASM Member](#)
- [A Beginner's Guide to Social Media for Small Business](#)
- [Guide to Social Media Image Sizes](#)
- [How to Use Instagram: A Beginner's Guide](#)

### Grammar and Readability: Free Resources

- [Grammarly](#) Detect grammar, spelling, and punctuation mistakes.
- [Hemingway Editor](#) Make your writing bold and clear.