ACS Chapters Social Media Guidelines

Event Guidelines

Before Event:

- Ask your chapter members and panelists to retweet @ACSlaw promotion tweet from chapter and personal accounts

Day of Event

- Send the ACS national contact 2/3 pictures and quotes from the event
- Send tweets from @ACSlaw to members in your chapter and ask to amplify

Day After Event

- ACS National may post highlights from the event
- Send tweets from @ACSlaw to your chapter members and ask to amplify

Photo Guidelines

- Please try and get “clear” picture
- Don’t zoom in, those pictures are generally blurry
- Try and take a picture with an ACS logo in the background
- Before or after the event, try to get a group shot of speakers and ACS chapter
- Take individual closeups of each speaker
- Make sure there is adequate lighting, best lighting is generally found when posed person is facing a window
- Get a horizontal picture of the room with the students and the panelists
- Don’t take pictures of people eating
- Ask permission to take someone’s photo
Live Tweeting Guidelines

Before Event:

- Research speakers social media handles and their professional organizations' social media handles.
- Research which relevant hashtags are trending on Twitter and use 1-2 when live tweeting.

During Event:

- Tweet out an initial photo of the panelists with a caption that says “we’re starting etc.” and tag @acslaw Twitter handle as well as the speakers/organizations.
- Listen for short, pithy quotes from speakers that would make sense to a general audience.
- Try to take pictures of the individual speakers and use them when quoting the speaker.
- Tag the speakers when live tweeting.
- [Here](#) is an example.