



## **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