ACS Chapters Social Media Guidelines for Events

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

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
• Avoid quoting speakers directly. Instead paraphrase what they’re saying to avoid misquoting them
• Try to take pictures of the individual speakers and use them when posting what the speaker said
• Tag the speakers when live tweeting, here is an example
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, getting in front of audience when possible—
a good time is right before event starts and they’re taking their places at podium or
panel table
- 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
- For more tips on smartphone photography, click here