

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](#)