

Social Media

Best Practices and Fast Facts for Establishing Your Personal Brand

Why should you be on social media?



Establish yourself
as a thought leader



Promote your
practice, organization



Connect, engage with
health care professionals

General Best Practices

- Identify most appropriate social media platform to reach target audience
- Ensure messaging is clear and consistent
- Engage a broader audience using relevant mentions (@) and/or hashtags (#)
- Avoid jargon where possible
- Content featuring visually appealing, relevant photo and video perform best
- Cross-promote, tailor content to target audiences across social media platforms
- Include calls to action, where appropriate. "Read more," "Click here," "Join me," etc.
- Test, determine best time to post content based on audience social media activity

Fast Facts

Twitter



- Photos, videos, GIFs and quote tweets (QT) no longer count towards *140 character count limit*
- If post starts with "@" mention, add a period before the "@" symbol. Without the period, the post is considered a direct mention (DM), and will only be seen by users who follow your account and the one being mentioned

Facebook



- Unlimited character count
- Amplify reach using *Facebook Live* to live stream events, lectures, conferences, etc.
- Hashtags no longer considered best practice for platform

Instagram



- URLs are not clickable within posts
- Amplify reach - the more hashtags, the better

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