

ASA Social Media Ambassador Program
ANESTHESIOLOGY® 2020 Social Media Toolkit

Welcome to the ASA Social Media Ambassador Program for the virtual ANESTHESIOLOGY 2020 annual meeting. ASA ambassadors can help generate excitement for this year's virtual meeting, October 2 – 5, by sharing our social media posts before and during the event. Your support is invaluable in engaging the public, media, and your colleagues to the latest research, speakers, presentations, ASA efforts and initiatives, and other meeting-related happenings. This social media toolkit provides instructions and sample tweets and Facebook posts to help you get started.

- 1. Be active on social media:** To make the most of your experience as an ambassador, please post on social media at least twice a week leading up to ANESTHESIOLOGY 2020 and five times a day during the meeting. Twitter is the best place for generating live conversation and connecting with your colleagues, but you may post on Facebook too.
- 2. Connect with ASA:** If you have not already, like us on [Facebook](#) and follow us on [Twitter](#). Be sure to tag us whenever appropriate using the handles mentioned above.
- 3. Use the Twitter hashtag #ANES20:** This is the official hashtag of ANESTHESIOLOGY 2020. Please be sure to use the hashtag in each of your tweets to help amplify the conversation.
- 4. Live-tweet during the meeting:** Share what you're learning by tweeting updates in real time or asking others what they think about a presentation or topic to drive conversation and encourage engagement. We recommend focusing your tweets on a session that you find particularly interesting, but feel free to tweet about more than one session.
- 5. Use our post topic suggestions:** This toolkit includes several sample tweets and Facebook posts. These are just suggestions; we encourage you to use your own voice and get creative!
- 6. Use the annual meeting URL:** Use <https://www.asahq.org/annualmeeting> in your posts so your followers can easily find more information.
- 7. Scientific program promotion:** You are encouraged to tweet about any science-based sessions and research events to help bring attention to the world-class science, research and education being presented. Explore the many potential research sessions to highlight via social media [here](#).
- 8. Tag the appropriate organization or individual:** Spread your messages even further by tagging ASA, other health care organizations, #ANES20 presenters and attendees, and your fellow ambassadors.
- 9. Include images:** Refilling your coffee? Impressed with the virtual experience? Have a furry companion joining you? Share photos and selfies taken during the meeting with your followers so they can get a glimpse of your virtual #ANES20 experience. This will help us all create a sense of connection.
- 10. Remember – social media is a public space:** Do not share anything that non-ASA members shouldn't see.

11. Enter the contests: During the conference you'll have the opportunity to enter trivia contests on Twitter using the hashtag #ANEScontest. Be sure to enter for a chance to win great prizes!

12. #ANES20 Social Wall: Find yourself and your fellow attendees on the virtual Social Media Wall under the Networking tab during the meeting! Tweets using the hashtag #ANES20 will be displayed.

TWITTER

Sample Tweets

You may use the below sample tweets and [these graphics](#) to promote ANESTHESIOLOGY 2020 before and during the event. Make them your own with personal commentary.

Before the Meeting

Spark conversation with your colleagues! Ask who's attending and what they're looking forward to at this year's virtual #ANES20. Help us create hype and fear of missing out (FOMO) to encourage registration. Amplify the value of attending, including 12-month access to the lectures (more than 115 sessions across 12 clinical tracks), 27 CMEs, the ability to join the virtual meeting from anywhere in the world, as well as artificial intelligence-powered networking!

Sample tweets:

- Counting down the days until [@ASALifeline](#)'s virtual ANESTHESIOLOGY 2020. Who else is attending? Let's plan to attend a session together! ow.ly/cQAA50BqCQI #ANES20 (*insert provided countdown graphic*)
- Can't wait to attend [@ASALifeline](#)'s virtual #ANES20. Sign up with me for access to 115+ sessions across 12 clinical tracks! ow.ly/qgmj50ASWb4
- Looking forward to hearing [@Surgeon_General](#) Dr. Jerome Adams provide a status update on #COVID19 during his presentation, "COVID-19 Update for Anesthesiologists: A Call to Arms," during the virtual #ANES20 Welcome Session. ow.ly/AoGH50BtwF7
- The research sessions at #ANES20 will highlight the best science in the specialty! Can't wait to check out the Best of Basic Science and Best of Clinical Science sessions. Don't miss out on some of the 500+ scientific abstracts. ow.ly/A7V150BtwKE
- #ANES20 is coming up! Can't wait to virtually connect with everyone at the networking receptions. What's everyone else looking forward to at [@ASALifeline](#)'s annual meeting? ow.ly/hLNE50BqfDD
- A virtual #ANES20 means I can walk my dog between sessions! Who else is excited that this year's meeting is virtual?
- Don't risk FOMO: Attend #ANES20 with me! Who else is ready for the virtual meeting? [@ASALifeline](#) members can register for just \$99: ow.ly/qgmj50ASWb4

During the Meeting

At this year's meeting, you can still show off your attendance! Help start and carry on discussions by live-tweeting. Snap a selfie of your conference attendance setup or a photo using the virtual event for your computer screen background. Then engage your colleagues on Twitter using #ANES20. You can find information about each session or explore the full program [here](#). We recommend focusing on a session that you find interesting, but feel free to tweet about more.

Here are some live-tweeting tips:

- Just before the session, send a tweet announcing that you will be live-tweeting from (insert session name), presented by (tag speaker).
- Try to capture the main points of the presentation in tweets.
- Remember, replying to your own tweet starts a thread, which is easier for followers to read than several separate tweets.
- Remember to use the hashtag #ANES20 to specify that your live-tweets relate to ANESTHESIOLOGY 2020.
- It's OK to tweet only every 10 minutes or so, especially during lengthy sessions. Quality is more important than quantity.
- Follow the presentation slides for guidance on important topics to cover.
- Remember, Twitter is a public space. Do not tweet anything that you wouldn't want non-ASA members to see.

Sample tweets:

- Got my coffee and I'm ready for [@ASALifeline](#)'s virtual #ANES20! Which sessions are you attending today? ow.ly/cQAA50BqCQI
- Listening to [@Surgeon_General](#) Dr. Jerome Adams provide a status update on #COVID19 during #ANES20. Terrific presentation on discoveries and lessons learned, federal actions to address the pandemic, and a path forward for the specialty. ow.ly/IjGv50BtxFx
- I'm looking forward to the #ANES20 keynote speech by [@NIHDirector](#) Dr. Francis S. Collins titled, "Exceptional Opportunities in Biomedical Research." Which sessions are you tuning in to today? ow.ly/XsfO50BqD3D
- Learned a lot from [@YaghmourDr](#) and colleagues during the session Adjusting Your Clinical Practice for the COVID Positive Patient. Who's ready for the next session? ow.ly/VrWn50BtxLK #ANES20 #COVID19
- Just tuned in to [@ASALifeline](#)'s virtual #ANES20! I'm looking forward to [@JoanneConroyMD](#)'s exploration of the 21st century's transformational issues: disruption, gender equity, and patient safety during the Emery A. Rovenstein Lecture. ow.ly/X4mq50BtxWV
- So excited for the research lineup at #ANES20! I'm headed to the #ANES20 virtual Research Lounge to reconnect with colleagues and reach out to the next generation of researchers. Who else is headed there? ow.ly/rpey50Bty11

FACEBOOK

Sample Facebook Posts

You may use the below sample Facebook posts and [these graphics](#) to promote ANESTHESIOLOGY 2020 before and during the event. Make these posts your own with personal commentary.

Before the Meeting

- I'm excited to attend ANESTHESIOLOGY 2020 and the keynote speech by Dr. Francis S. Collins about Exceptional Opportunities in Biomedical Research. Which sessions are you looking forward to? ow.ly/dQjf50Btybi

- Can't wait to attend ANESTHESIOLOGY 2020 from the comfort of my home! Who else is excited that this year's meeting is virtual?
- ANESTHESIOLOGY 2020 focuses on research, with over 500 scientific abstracts available. Don't miss out! [@The American Society of Anesthesiologists](#) members can register for just \$99. ow.ly/IDew50Btyeh
- Looking forward to the Initial Results of Major Clinical Trials session during ANESTHESIOLOGY 2020 and learning about my colleagues' major randomized clinical trial results. Can't wait to hear about the important outcomes that have been discovered this year. ow.ly/3ym550BtygD
- One of the best things about ANESTHESIOLOGY 2020 is that registrants can access the lectures for a full 12 months. If you're attending, comment below so we can connect at one of the networking events! ow.ly/hLNE50BqfDD
- One more day until the [@The American Society of Anesthesiologists](#) virtual ANESTHESIOLOGY 2020! Which sessions are you looking forward to? ow.ly/cQAA50BqCQI (*insert provided countdown graphic*)

During the Meeting

- Just tuned in to [@The American Society of Anesthesiologists](#) ANESTHESIOLOGY 2020! I'm looking forward to hearing from Dr. Mark Nunnally and Dr. Thomas Jan about their experiences operating their hospital system during a massive COVID-19 surge. Which sessions are you attending today? ow.ly/cQAA50BqCQI
- The ANESTHESIOLOGY 2020 Severinghaus Lecture by Dr. Beverly Orser is happening now! Dr. Orser is sharing how anesthesiologists can further investigate the perioperative period to understand the biology of disease and develop new treatments for patients. ow.ly/UKDi50Btyzq
- Tuning in to the Celebration of Research at ANESTHESIOLOGY 2020 to hear the 2020 ASA Excellence in Research and Presidential Scholar award winners present their research accomplishments. Don't want to miss the [@Foundation for Anesthesia Education and Research \(FAER\)](#) update either! ow.ly/9yWI50Btz7Q
- Excited to hear Dr. Christine Ball discuss medical practitioners' mental health and the complex emotions that make us human during the Lewis H. Wright Lecture. What else is everyone looking forward to during ANESTHESIOLOGY 2020 today? ow.ly/EQRb50Bqfrv
- About to start my Hope For The Warriors' Run For The Warriors 5K to support our country's post-9/11 warriors. Who else is participating? ow.ly/paMq50BqI8U
- I'm between ANESTHESIOLOGY 2020 sessions and would love to connect with some of you at the networking receptions! Comment below so we can plan to virtually meet up.