# 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