

Social media guidance

You are encouraged to join in with the social media at EACH and share your experiences
Our account details are as follows:

[Twitter](#) @each_com

[Instagram](#) each_com

[Facebook](#) @InternationalAssociationCommunicationHealthcare

[LinkedIn](#) each-international

hashtags

#healthcarecommunication

#EACH

Twitter

Frequently asked questions



What is a tweet?

[comment](#) [retweet](#) [like](#)

A brief update limited to 140 characters



What language do I need to know?

@ (reply). Use this to reply publicly to a twitter use

Retweet (RT). Use this to post a tweet from another user

Use to categorise and group tweets – use them to search topics and participate in conversations.

Twitter dos and don'ts

Dos	Don'ts
Post frequently – try for once a day	Use hashtags that don't make sense
Updates should be to the point and informative	Ignore mentions and retweets
Make tweets stand out with photos	Send direct messages to followers unless absolutely necessary
Engage with others by retweeting, mentioning, following and using #	

What to do to engage with EACH

- Open twitter
- Click the magnifying glass to search and enter each_com
- Click on follow
- Within your own account, click on the + sign in the blue circle, write your tweet, add the hashtags and tag @each_com.

Instagram

Frequently asked questions



What is Instagram

A mainly visual platform using photos or videos with very few words



What language do I need know

Bio: The description in your profile that details who you are.

Caption: The description of the post that appears directly beneath the image or video.

Gallery: The collection of posts on an Instagram user's profile.

Home: Click here to see all the activity of those you are following,

Like: Represented by a heart icon. Like a post by double-tapping the image or tapping the heart

Mention: Use @ symbol along with the username of the account to hyperlink to that account.

Profile: Your account information, consisting of your name, username, profile photo & bio

Stories: Content that remains on a user's profile for 24 hours. Uploaded via the story platform (swipe right from the home feed screen). These appear in circles across the top banner of the home feed.

<https://www.dummies.com/article/technology/social-media/instagram/instagram-for-dummies-cheat-sheet-265461/>

Instagram dos and don'ts

Dos	Don'ts
Set your profile to public	Post without a caption
Maintain a consistent feed of high-quality visuals	Ignore mentions and comments
Pay attention to what your audience wants	Steal other users content
Use hashtags to boost content discovery	Share every post on FB and twitter
Make the most of games, competitions and challenges	

What to do to engage with EACH

- Open Instagram
- Click the magnifying glass to search and enter each_com
- Click on follow
- Within your own account, click on the + sign top right, add your photo and caption, add the hashtags and tag @each_com.

Facebook



What is Facebook?

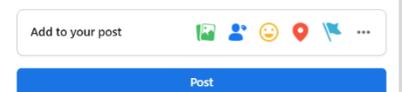
Post comments, share photographs, and post links to news or other interesting content on the web either publicly or among friends



What language do I need to know?

Friend: A connection who can see your profile and updates and vice-versa. Think of it like a real friend

Status: Where you share your updates with your friends with the option to add location, feelings, who you are with etc “What’s on your mind?” Decide who to share it with using the dropdown – friends or public etc



Like – friends can react to your post with a like or similar

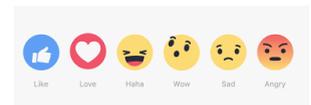
Profile - mini-biography contains all your basic information. like your name, birthday, where you work, live, relationship status, choose what to fill out and who gets to see it.

Newsfeed – Click on the home button to show activity from your friends.

Tag – Start typing a friends name if you want to tag them. It will then also appear on their timeline

Notification – Received when something happens, usually likes, or comments. Indicated by the bell icon top right with a number in a red circle

Block - By blocking someone, they won’t be able to see your profile, add you as a friend, or message you.



What to do to engage with EACH

- Open Facebook
- Click the magnifying glass to search (top left) and enter International Association for Communication in Healthcare
- Click on follow
- Within your own account, create a post (“what on your mind). Tag @Internationalassociationforcommunicationinhealthcare

Facebook dos and don’ts

Dos	Don’ts
Use a recognisable profile picture	Leave your company about section blank
Tag as much as possible	Post too often
Include an image or photograph in your post— Facebook posts with images see 2.3 times more engagement than those without.	Constantly push your products or services. You’re trying to create relationships, not annoy people with a sales pitch.
Share content from other users	

LinkedIn



What is LinkedIn?

The world's largest online professional network. Use it to find the right job or internship, connect and strengthen professional relationships, and learn valuable skills



What language do I need to know?

1st Degree Connections – People you are directly connected to (friends)

2nd Degree Connections – People connected to your 1st degree connections that you are not yet connected with (friends of friends).

3rd Degree Connections – People connected to your 2nd degree connections that you are not connected with (friends of friends of friends).

Groups – Communities where people with similar interests can meet, network, discuss relevant topics, promote events, give advice and share job opportunities.

Discussions – This feature allows group members to post content to groups on LinkedIn. Discussions should offer useful info & encourage dialogue.

LinkedIn premium – this is a paid service and is not necessary

Home button -this is your activity feed from all your connections

Find connections – Search for a name in the search field. Don't forget to send a personalised note giving them a good reason to connect.

Network – Any friend requests will appear here

What to do to engage with EACH

- Open LinkedIn www.linkedin.com
- Click the magnifying glass to search and enter each-international
- Choose the company page and follow
- Within your own account, start a post, add any links, hashtags and tag @each-international

LinkedIn dos and don'ts

Do's	Don'ts
Update your headshot – be professional	Just post sales items
Create a compelling headline	Send out loads of connections
Engage in comments & messages	Accept every invitation
Optimise your profile	Tag people you don't know

hashtags

#healthcarecommunication

#EACH