**Social Media Toolkit**

Welcome

We look forward to having you join us in Atlanta on May 19-22 for the SCAI 2022 Scientific Sessions! As a #SCAI2022 influencer, we’re depending on you to expand the share of knowledge and engage with our growing online community, as we connect with the leading interventional cardiology professionals from across the globe.

First things first, be sure to connect with us on all of our social media channels:

Twitter: [@SCAI](https://twitter.com/scai)
Facebook: [SCAI News](https://www.facebook.com/SCAINews/)
YouTube: [SCAI-TV](https://www.youtube.com/scaitv)
LinkedIn: [Society for Cardiovascular Angiography and Interventions](https://www.linkedin.com/groups/4455935/)

Next, here are some ways to engage on social media before & during #SCAI2022:

* Share the sample tweets leading up to and during the meeting.
* Live tweet from the sessions and expo hall. Tag @SCAI and use the official meeting hashtag, #SCAI2022.
* Post photos from the sessions, exhibit hall, or other social gatherings of you and your colleagues.
* Visit the SCAI Activity Center and share your photos:
	+ Have your picture taken in front of our life-size JSCAI cover, be sure to tag [@MyJSCAI](https://twitter.com/MyJSCAI), the official Twitter account of the Journal of the Society for Cardiovascular Angiography & Interventions.
	+ Answer a question on the SCAI Challenge Wall. Share your reply and invite others to share as well.
	+ Grab our whiteboard and share what you’re most excited about at #SCAI2022.
* Share news stories about the conference or other relevant topics.
* Connect with other attendees using the SCAI 2022 mobile app or on LinkedIn.
* Check out our live Twitter feed in the SCAI Activity Center for up-to-the-minute event coverage.

To learn more about the SCAI 2022 program, visit [www.scai.org/scai2022](https://scai.org/scai2022). We look forward to connecting and engaging with you online. If you have any questions, please contact SCAI’s Digital Engagement & Marketing Specialist, Danielle Ramsey.

Sample Social Media Copy

Note: Twitter is the preferred social media platform of SCAI.

**Before the Event**

* Headed to Atlanta this May for #SCAI2022. Looking forward to attending in-person to learn from experts in the #interventionalcardiology field and connect with friends and colleagues around the world!
* I’ll be speaking at #SCAI2022 this May! Join me at the conference for my presentation **(insert presentation title)**
* IC Friends: The best three-day conversation affecting the profession is happening May 19-22. Meet me in Atlanta for #SCAI2022 [www.scai.org/scai2022](https://scai.org/scai2022)
* Don’t forget to register for #SCAI2022! I’m looking forward to **(insert session you’re most looking forward to)**! [www.scai.org/scai2022](https://scai.org/scai2022)
* Can’t make it to #SCAI2022 this year? No worries! I’ll be live-tweeting throughout the meeting. Follow me on my journey!

**During the Event**

* #SCAI2022 is finally here! Very excited to attend **(insert session you’re most looking forward to)**
* Really excited to hear the results from today’s late-breaking science presentations at #SCAI2022
* Gotta love running into **(tag friends/colleagues)** at #SCAI2022 **(insert photo)**
* Living big on the cover of @MyJSCAI at #SCAI2022! This peer-reviewed Open Access journal is an excellent resource for interventional cardiologists. **(insert photo of yourself in front of the JSCAI banner)**
* There are some great answers on the #SCAI2022 challenge wall. What would you add? **(insert photo of challenge wall question/answer)**

SCAI Official Social Media Graphics

Feel free to use these graphics to supplement your posts before and during the conference. You can access them [here](https://drive.google.com/drive/folders/1yDHqmlDvWNEw-Oi7Y5YA3MDYXkhuvHJh?usp=sharing) in Google Drive.

Social Media Best Practices

Social media is a powerful tool for sharing information and interacting with others. As medical professionals, it is always important to remember:

* Never share patient information or any information that could allow a patient to be identified.
* Refrain from sharing sensitive or privileged data, such as embargoed trials.
* Pause before posting: Once you post your message on social media, always remember that content can live on indefinitely.