



HYBRID MEETING

SOCIAL MEDIA BEST PRACTICES



Apply the same **ethics & etiquette** you would do in any other context. Keep posts constructive and positive. Avoid content which may be misinterpreted as defamatory, racist, or foster ill will.



Always aim for **quality over quantity**. One powerful post has more impact than several posts without a clear message/highlight



Find colleagues and **topics of interest** to **engage** with the wider community



Post **new data & scientific resources**. When you post, reply to others' posts: use hashtags when appropriate and/or tag your peers. Start the post with the **most interesting info**. Be catchy!



EAS official language is English. The aim is to make Congress & discussions around it **available to all**, in a common language for everyone to participate



Do not break EAS confidentiality. Remove all patient identifiable data. Follow the **EAS Code of conduct**



Scientific discussion should be in line with the Society's current published **Guidelines**



Please **double check** the post content before posting to avoid typos/broken links/other mistakes.



Use **visuals**(images/video/gif): they are more appealing to the community than just plain text posts. Do not use any visuals which are not yours, if **permission** not granted



Give credit where it's due:
-**quote/tag speakers** when live-tweeting
-add **references** to support your view