Social Media Guide to #ASCP2019

By ASCP and the ASCP Social Media Team

Over three exciting days, September 11-13, ASCP 2019 will provide you with world-class education presented by some of the most respected experts in the industry and bring you unparalleled networking opportunities with the foremost leaders in pathology and laboratory science.

This social media guide is designed for ASCP attendees to get the most out of the Annual Meeting experience by providing the tools to stay informed of the online conversation surrounding the Annual Meeting and the host of opportunities to engage online with colleagues, attendees, and leading voices in the field. So, what are you waiting for? Dive in!

The Social Media Channels!

ASCP 2019 Annual Meeting coverage is available across several social media platforms, including Twitter, Facebook, LinkedIn, and Instagram.

Here's how you can make the most of each:

Twitter: Search @ASCP_Chicago or go here and follow our account to get the latest meeting and session coverage. Twitter is a fast-paced platform where faculty, presenters, and attendees tend to post the most frequently, so keep a watchful eye on #ASCP2019 to catch it all. And if networking is one of your goals this meeting, Twitter is an excellent channel to do just that! Slide into those DMs (direct messages), and see if you can meet up with a fellow colleague!

Facebook: Search @ASCP.Chicago or go here and like our Facebook page to engage with meeting coverage, such as video highlights from ASCP leaders and faculty. Want to tell your friends and family that you're at the most essential gathering of the diagnostic medicine team? Let them know by updating your profile picture on Facebook with the official ASCP 2019 Annual Meeting Frame here!

LinkedIn: Search "ASCP—American Society for Clinical Pathology" or go here and request to join the LinkedIn Group for more meeting highlights.

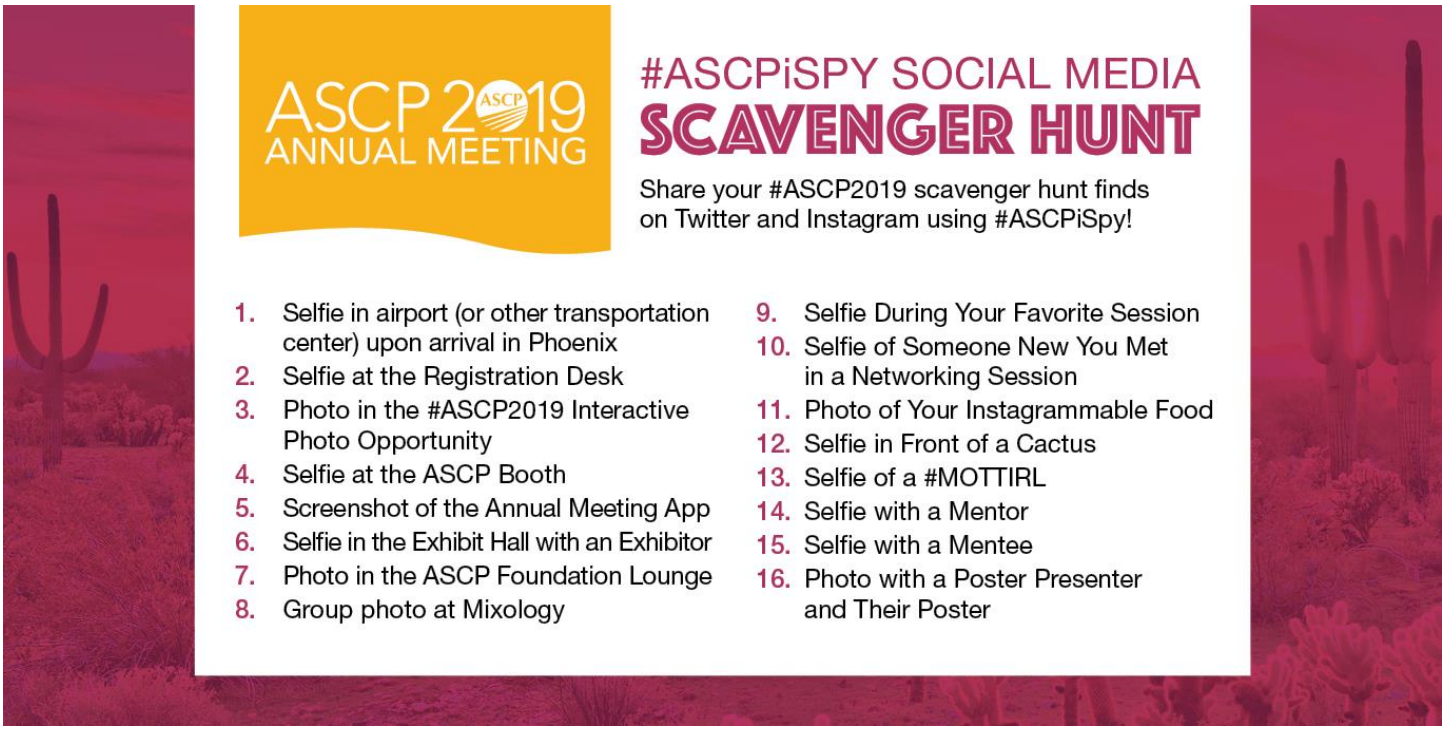
Instagram: Search @ascponelab or go here and follow our account for visual meeting coverage. To view photos and videos other attendees have posted, search #ASCP2019 or location in the Explore tab of your Instagram app. Instagram's story feature allows you to post temporary photos or videos that will be viewable for 24 hours before disappearing. When you post a story and use the #ASCP2019 hashtag with the text overlay feature, your story appears in a larger, aggregated "story" that includes all stories with that same hashtag. This feature is a great way view and capture the energy of the meeting.

Take a Picture in the Interactive Photo Opportunity!

Visit the first-ever #ASCP2019 Interactive Photo Opportunity located on the 300 level by registration! Snap a photo to share online with #ASCP2019. We're sure you don't want to miss this!

Participate in the Social Media Scavenger Hunt!

Take part in the #ASCPiSpy social media scavenger hunt at #ASCP2019! Share your finds on Twitter and Instagram using #ASCPiSpy! Ready, set, go!



The #Hashtags!

Hashtags indicate a post's specific topic and act an aggregator of content. On Twitter, you can search a hashtag (e.g. #ASCP2019) to find tweets related to that topic.

Using hashtags amplifies your message or tweet to reach a wider audience and connects you to those who are also talking about the same thing. Even if someone doesn't follow you, they can still find your tweet if they search the hashtag you used (and your Twitter account is public).

If you're discussing the Annual Meeting, a session, or a topic, try using the corresponding hashtag in your tweet or posts so others can find it (Table 1 and Table 2).

Table 1.

ASCP Twitter Accounts and Meeting Hashtags	
ASCP	@ASCP_Chicago
ASCP CEO	@Blair_Holladay
ASCP 2018-2019 President	@MelissaUpton7
ASCP Chief Medical Officer	@damilnermd
Annual Meeting Hashtag	#ASCP2019 (for use across all social channels)
Annual Meeting Scavenger Hunt	#ASCPiSpy (for use on Twitter and Instagram)

Table 2.

Common Pathology and Laboratory Medicine Hashtags	
Surgical Pathology	#surgpath #grosspath #GPOW
Endocrine	#endopath
Dermatopathology	#dermpath
Cardiovascular	#cvpath
Breast	#breastpath
Pulmonary	#pulmpath
Soft Tissue	#bstpath
Cytology/Cytopathology	#cytopath #cytology
Microbiology	#CrittersOnTwitter #IDtwitter #MicroRounds
Transfusion Medicine/Blood Banking	#bloodbank #blooducation
Clinical Chemistry	#ClinicalChemistry
Cytogenetics	#cytogenetics
Phlebotomy	#phlebotomy
Immunology	#immunology
Histology	#histology #histotech
Informatics	#informatics
Autopsy/Forensics	#autopsy #forensicpath
Hematology/Coagulation	#hemepath #hempath #leusm #lymsm
Molecular Pathology/Diagnostics	#moldx #molpath
Gastrointestinal	#GIpath
Liver	#liverpath
Pancreas	#pancpath
Medical Students, Medical Education	#medtwitter #medicalstudenttwitter #meded
Laboratory Advocacy	#labvocate
Global Health	#GlobalPath #GlobalHealth
“Met On Twitter Then In Real Life”	#MOTTIRL
General Laboratory Use	#laboratory
General Pathology Use	#pathology

Tips and Best Practices

Use #ASCP2019: Use the official Annual Meeting hashtag liberally, with anything you're tweeting or posting to be connected with ASCP and other attendees who are also participating in the online conversation!

Use Images: Share Annual Meeting slides (unless otherwise specified by the presenter), pictures with colleagues, and scenes from Phoenix. Mention/tag (@) individuals related to your post or practicing within the subspecialty discussed to maximize the amount of people who see your tweet.

Use Links: Don’t underestimate the link. Although you may be limited to a certain number of characters on some platforms, you can always include a link to more information or a related resource in your post.

Engage: Social media is a two-way conversation. Besides sharing your Annual Meeting experience online take a few minutes to like, comment on, respond to, and retweet/share other users' content. This is also a great way to connect with people and expand your network while gaining more followers/friends!

Be respectful: If your account is public (which is recommended for optimal engagement with other Annual Meeting attendees on social media), everything you tweet, retweet, or share will be seen by your friends or followers, so make sure the message is relevant, appropriate, and resonates with you.