

Guidelines for Program Chairs Regarding Use of Social Media During the AMS Annual Meeting

Why a social media presence is important during the Annual Meeting:

Social media allows for participants at the Annual Meeting, both virtually and in-person, to keep informed with important program information, share thoughts about interesting presentations, and interact with speakers, committees, boards, and AMS. It also allows non-attendees to still participate in a limited sense in the science sharing that occurs during the Meeting. Boards and committees are encouraged to leverage social media during the Annual Meeting to stimulate conversation and interest, while building connections between members and the AMS.

How to get started with social media if you don't have one already:

Creating a social media account on Twitter or Facebook is relatively straightforward, but the most important part after you create one is to personalize it to the appropriate board, committee, conference, or other entity within AMS so people can easily recognize and follow it. A few standard practices should be followed, and are detailed below:

- **Note: Facebook pages cannot be created without an administrator with a personal Facebook account.** For example, the AMS Committee on Committees (not a real committee) Facebook page would need to be created using a committee member's account. The administrative privileges can then be transferred to others once that member leaves the committee.
- The account's profile picture should be a version of the official logos or seal of the AMS. For these files, [click here](#).
- The account's name should be either the entity's full name (ex: AMS Committee on Weather Analysis & Forecasting) or use its known abbreviation with the full name in the "Bio" or "About Us" section (ex: AMS BRAID, Board on Representation, Accountability, Inclusion, and Diversification). While naming is not standardized across AMS, it is recommended to include **AMS_** as the start (ex: AMS_MyBoard).
- Somewhere on the profile, a link to the board/committee/conference website should be prominent.
- Ensure that followers have the ability to direct message (DM) your account if you'd like that option. For instructions on how to allow this on Twitter, [click here](#).
- Accounts may also use the "Bio" or "About Us" section of the profile to display a mission statement or description of the conference.
- Protect passwords and consider changing them often for security. Know who has account access at all times.

If you are starting a new social media channel, please coordinate with AMS Social Media Committee Chair [Matthew Beitscher](#).

General social media guidelines:

The following list is derived from the Social Media Best Practices Statement of the AMS:

- Ensure two-factor authentication is enabled to protect your accounts.
- Complete and update your pages and profiles.
- Be thoughtful about your posts.
- Post regularly.
- Interact with your audience, and show some personality.
- Handle criticism gracefully.
- Be mindful of grammar and spelling.
- Give credit to original sources or authors.
- Use hashtags and mention relevant accounts whenever possible, but **do not overuse**. More on hashtags and mentions can be found below.
- Use graphics or pictures whenever possible, they increase interaction with posts.
- Be aware of how social media platforms distribute information.
 - Twitter is more useful for quick and timely updates, while Facebook does not usually show things in chronological order and is more useful for sharing information valid for longer time frames or for summaries.
- Share other AMS posts to drive interaction with users.
- Follow other AMS accounts, as well as accounts that are relevant to your board, committee, or conference. [Here is a list](#) of Twitter accounts affiliated with the AMS (may not be comprehensive).
- It is strongly encouraged to use “ALT text” for any graphics or pictures that you post. ALT text allows for blind/visually impaired individuals to experience your pictures. Click on these links for more on how to use it on [Twitter](#) and [Facebook](#).
- **Do not** spam (post incessantly for no reason).
- **Do not** post from unreliable or unknown sources.



Common social media definitions and tools:

Hashtag: Used on Twitter, Facebook, and Instagram, hashtags are interactive tags that group similar content together. For example, AMS will use the hashtag #AMS2023 on all posts pertaining to the 103rd Annual Meeting (see example). If someone searches this hashtag, they have access to all posts that include it. To use one, put the “#” symbol in front of any combination of letters and numbers. No special characters (except an underscore) are allowed.

AMS encourages all boards, committees, and conferences to use a hashtag so that attendees can stay up to date with news, events, and presentations. If you choose to make a

hashtag, which is as simple as using it, advertise it to your followers and let AMS know what it is!

Mention: A mention is when another account is tagged in a post. All platforms use the “@” symbol, followed by the name of the account (ex: @ametsoc for AMS). Mentioning relevant accounts will alert those accounts of the tweet, allowing for more interaction. It is recommended that you mention **only accounts relevant to your tweet**.

Tweetdeck (for Twitter only): This [website](#) allows you to create a dashboard of different accounts and hashtags that will be relevant for you during the Annual Meeting. You can add other Twitter accounts to your team so they can manage the account as well. While you can do this on Twitter’s main website, you can also schedule tweets here. This would be useful for tweets announcing the beginning of sessions, for example.

Ideas for posts during the AMS Annual Meeting:

Live Tweeting: As the name implies, this would only really be appropriate for Twitter. Provide live updates on a session you are chairing or attending, with appropriate hashtags and mentions.

- Example: “Next up in Room 123, @JohnDoe will be discussing the importance of antecedent rainfall anomalies in wildfire outbreaks in the Southern Great Plains! #AMS2023” (Include picture of the room)

Sharing/Retweeting other accounts: If you see people using your hashtag, or attending your sessions, boost their posts by sharing/retweeting them! You can also reply to people who are attending your sessions.

Fun pictures of you all (if you feel comfortable): It’s always good to see the person behind the post, so feel free to make it your own! Take a selfie with your session chairs, grab a picture of the delicious food you’re having at the lunch break, or anything else you can think of.

THE POWER OF TWEETDECK

Schedule tweets, manage your social media team, and stay in the know during #AMS2023!



1

LINK YOUR ACCOUNT

Log into your personal or professional Twitter account, then head to [tweetdeck.twitter.com](#). Tweetdeck is like a Twitter dashboard that keeps you updated on topics of interest to you!

2

GATHER YOUR TEAM

Do you run a Twitter account that multiple people tweet from? Tweetdeck allows you to add users to a “team” for your account! No need to hand users the password anymore.



3

SET UP YOUR HASHTAGS

Hashtags help group tweets by a topic, so people interested in that topic can find them easily! You can set Tweetdeck to display tweets with one or multiple hashtags. Don’t forget #AMS2023!



4

FIND AND FOLLOW ACCOUNTS

Take time before the Annual Meeting to follow @ametsoc, the official AMS Twitter account. Also, look for any AMS committees or members who you’d like to follow!



5

SCHEDULE YOUR POSTS

Are you tweeting content for a committee, but are overwhelmed by what you’ll have to post in the moment? Tweetdeck allows you to schedule tweets in advance, allowing you more time to interact with other Twitter users.



6

ENJOY #AMS2023!



[TWEETDECK.TWITTER.COM](#)