

Table of Contents

Welcome and Introduction

Social Media Basics

- What is Social Media?
- How Can a Non-profit or Association Use Social Media?
- How is the National AAP Currently Using Social Media?
- How the National AAP Would Like to Use Social Media in the Future
- Links to National AAP Social Media Sites
- Why your Chapter Should Consider Using Social Media
- Possible Applications of Social Media for AAP Chapters

Types of Social Media Platforms

- Facebook
- Twitter
- YouTube
- Flickr
- Blogs

Effective Uses of Social Media from the Member Value Perspective

- Advertise Meetings, Chapter Updates, Upcoming CME Events
- Membership Recruitment
- Creating a Community of Users
- Organizational Networking and Marketing
- Reaching Specific Member Segments

Do's and Don'ts Associated with Social Media

Adapted from the National AAP Social Media Guidelines

Note: These guidelines are directed toward AAP staff who want to create social media accounts, but contain tips that chapters may find useful.

How to Get Started

- Creating a Facebook Page
- Creating a Twitter Account

Design Guidelines and Branding Resources for Twitter and Facebook

Chapter Social Media Case Studies

- Idaho Chapter—Twitter
- Ohio Chapter—Facebook

Social Media Toolkit References



Welcome and Introduction

Dear Chapter Leader,

In our continued effort to assist you with engaging and involving members, we have developed a social media toolkit for chapters. Many non-profits and associations have been actively and successfully engaging their membership by participating in several types of social media platforms. Accordingly, we have developed this toolkit to provide you with the following:

- A general overview of social media, how the national AAP is currently using it to serve the mission and the membership and how it intends to use it in the future,
- Potential benefits and opportunities to chapters by using social media,
- Some basic concepts and purposes of several social media platforms popular among non-profit organizations,
- Helpful hints to remember should your chapter decide to move forward with developing a social media strategy, and
- A few important first steps to guide you through developing a social media platforms for your chapter.

This resource guide is not meant to educate you to become a seasoned administrator of any given social media platform. Many types of social media have extensive possibilities for application and are continuously evolving to meet the advanced needs of their users. Rather, the purpose of this guide is to provide you with a foundation of familiarity with and general understanding of several social media platforms to explore which may offer possible benefits to your chapter. Additionally, we realize that chapters are of many different sizes and shapes and that one, uniform social media strategy will not be appropriate for all.

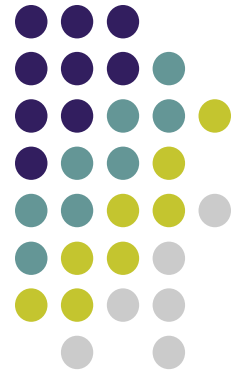
Our hope is that this guide will provide additional clarity and insight into the world of social media and inspire some ideas. We recommend that you review this resource guide and then discuss among the chapter executive committee or board the best social media strategy to employ for your chapter. As always, we are continually available for consultation and guidance every step of the way.

Good luck!

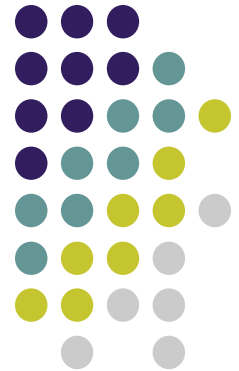
Betsey Siska
Manager, Chapter Relations
bsiska@aap.org

DeeDee Cada
Manager, Chapter Programs
dcada@aap.org

The Division of Chapter and District Relations



Social Media Basics



What is Social Media?

Social media is a variation upon traditional online media that incorporates the participation of the audience. Social media tools allow users to connect, share information, and discuss their experiences online. Many associations have adopted new online media into their marketing and communications mix. They are uniquely positioned to implement such tools, based on existing communities of like-minded individuals facing common concerns and challenges.

Social media encompasses the actual interactive activities that people engage in on the Web, enabling them to “socialize” and converse online. Videos and podcasts, for example, are not by themselves “social media.” Simply posting a video on an organization’s Web site does not make it “viral.” But the act of sharing and commenting on videos online is a way of socializing using these tools, and in some instances, items go “viral”, meaning they are circulated around the Web at lightning speed.

How Can a Non-profit or Membership Organization Use Social Media?

Your chapter has the opportunity to use social media in a number of ways, including:



- Create brand awareness
- Share news
- Maximize public information campaigns
- Build communities
- Participate in online discussions
- Advocacy
- Thought leadership
- Outreach to specific member segments

How is the National AAP Currently Using Social Media?

- Monitoring blogs to stay informed of online discussions
- Responding to media and other high-profile blogs
- Creating a Facebook page dedicated to advocacy
- Creating a Facebook page to promote NCE
- Microsites for various committees, sections, councils and other member groups, including the Young Physicians Connection. Some of these provide a blog that is housed away from the AAP site.
- Creating the AAP President’s blog
- Creating a Twitter feed
- Posting video messages from leadership and/or experts on AAP Web site, YouTube, and the sites of partner organizations
- Including social media platforms such as blogs, Facebook and Twitter into public awareness campaigns
- Using platforms like Facebook to increase Key Contacts for advocacy efforts

Ways the National AAP May Use Social Media in the Future

- Posting video messages from Board members to update AAP members about activities
- Adding features to news releases to make them more conducive to social media platforms, and to enable them to “live” digitally on the Web

Social Media Basics

Visit These Sites to View Examples of How the AAP is Using Social Media:



[The Official Twitter account for the American Academy of Pediatrics](#)

[The Official Facebook page of the AAP Department of Federal Affairs](#)

[Video Clips from past AAP National Conference and Exhibitions \(NCE\) on YouTube](#)



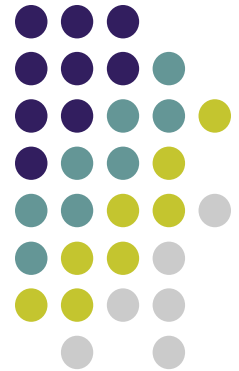
Why Your Chapter Should Consider Using Social Media

Social media can complement existing, traditional forms of media relations, marketing, and other communications, as it allows you to be where your audience is and is cost-effective. It can also drive an audience back to your Web site. It is important not to use social media just because it is a new option, but when it can offer a unique benefit.

Possible Applications of Social Media for AAP Chapters

- Create recognition and identity for the chapter as a brand by frequent messaging and consistent image
- Promote story ideas about the chapter to the media
- Relay details on upcoming chapter meetings and events
- Inform members of recent chapter initiatives and activities, such as state-level advocacy efforts, thereby demonstrating the value of chapter membership
- Provide forums for discussion, networking and idea exchange on hot topics
- Post opportunities for involvement in chapter activities and consequently, increase the likelihood of greater member involvement
- Engage member segment communities (i.e. residents and young physicians)
- Network within communities (such as chapter-level committees)
- Further brand, market and promote the chapter to members, parents and the general public

Types of Social Media Platforms



Facebook:

Facebook is a social network founded in 2004. In terms of raw page hits per month, Facebook is the fastest growing social network in the world. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. Facebook is a great network and discussion medium. It allows you to host your own blog and garner comments from members about topics.

Twitter: Twitter is a social networking and micro-blogging service that allows its users to instantly send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page or mobile phone and delivered to other users who have signed up to receive them. Often the tweet includes a link to more information. Long hyperlinks can be shortened using services like <http://tinyurl.com/>.



YouTube:



YouTube is the most popular video-sharing Web site in the world.

Users can upload, view and share video clips. Organizations can also create a YouTube Channel to host their videos and post like-minded videos.

Flickr:

Flickr is an online photo management and sharing website. Its primary goals are to help people make photos available to those who matter to them, and to enable new ways of organizing pictures.



Blogs: Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, links to other blogs, web pages and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs.



Note:

This is not an inclusive list of all social media platforms, but a sample of some of common applications that may be beneficial to your chapter.

Effective Uses of Social Media from the Member Value Perspective

Advertise Meetings, Chapter Updates, Upcoming CME Events

Social media platforms make it possible for organizations to engage in “viral marketing,” providing supporters/members with the opportunity to participate. Many users will stay abreast of an organization’s activities via a recent “tweet” on Twitter or by a “status update” on Facebook. As spam, or unsolicited email becomes more prevalent, organizations are emphasizing viral marketing efforts to advertise their most important events.

Membership Recruitment

The ongoing recruitment of new members is a central objective of any membership-based organization. With any update you post on a social media application, you can drive non-members to your website by including a URL (the web address of a specific Web site). You can also encourage existing members to “re-tweet” an AAP/Twitter update or to share a chapter link with a list of friends or prospective new members.

Creating a Community of Users

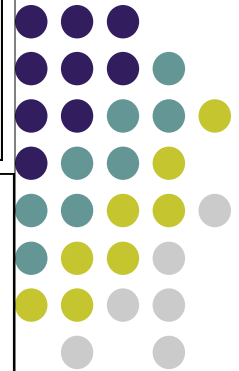
The most sophisticated organizations are creating opportunities for constituents to connect and interact with each other and to build communities and more powerful interest-based networks. As members interact with each other through online community forums and physical meetings in the offline world, they become more engaged in the organization. Through an online community you are also giving members a sense of shared identity and being further tied to the mission of the AAP and your chapter. Additionally, blog posting and commenting is a critical element to encourage interaction and sets the stage for an energized discussion about issues important to your chapter.

Marketing Your Chapter Through Facebook

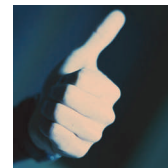
Social media can be an easy way to network and to market your chapter. Since Facebook has millions of active users, with many more joining each day, it makes sense to use this site to generate interest in your chapter. On Facebook, you can create a page or a group. A group can be used to gather like-minded people with shared interests and spark conversations between them. You can make the group “public” or “private” and invite friends to join the group accordingly. If the group account is private, only invited friends will be able to join and comment on posts. Be sure to include as much information about your chapter: photos, link to the chapter Web site, video, or anything else interesting to a member or the public. Individuals can “like” your page by clicking on the “thumbs-up” icon that appears at the top. Updates or news stories that you post will be broadcast to all those who “like” your page in their news feeds and help to expand your audience reach. Facebook is a great way to reach consumers without resorting to direct e-mail (spam) or hit-or-miss mass snail mail. Since users make the decision to connect with your chapter, messages will be anticipated not disregarded. People who add themselves to your chapter page typically expect to see at least a little marketing come their way. Facebook does not charge users to create a page so the option is available at no cost, making it an especially attractive option for chapters with small budgets. You can also start a group within your chapter account for specific segments (such as the members of a chapter-level committee or subgroup). Facebook allows e-mails to be sent to group members so they can be notified of relevant information or upcoming events.

Reaching Specific Member Segments and Key Audiences

Social media gives chapters the ability to “go where the audience is” in an easy and inexpensive way. This is essential for reaching certain member segments, such as residents and young physicians, who are more likely to engage in social media platforms like Facebook and Twitter versus more traditional modes of communication. Likewise, social media can be an effective method for educating and engaging parents, the general public, and the press.



Social Media Do's:



Adapted from the AAP Social Media Guidelines

Be responsible and professional. Users are responsible for the content they publish on behalf of the AAP on official AAP social media platforms. Published content must be consistent with AAP policies. Be mindful that what you publish could be public for a very long time.

Use a disclaimer. Official AAP social media platforms should prominently display the following disclaimer: “The postings on this site do not necessarily represent the American Academy of Pediatrics’ positions, policies, programs, strategies or opinions.” This may be dispensed with if the platform is set up for the purpose of communicating AAP positions and policies. Administrative controls, along with disclaimer language, for each individual platform will need to be evaluated on a case-by-case basis.

Respect Confidentiality. Do not disclose sensitive, confidential or proprietary information of AAP members, AAP staff, other constituents, and internal AAP operations. Do not publish or report on conversations that are meant to be private or internal to the AAP.

Correct your mistakes. If you make a mistake, be upfront and quick with your correction.

Example: If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have made corrections.

Protect AAP copyright. Ensure all AAP material is properly cited (if not full citation, at least title of publication, copyright year, and American Academy of Pediatrics). Only post excerpts, not entire articles or book chapters. Permission is not needed to post an excerpt. Forward all reprint or permission requests or copyright inquiries to appropriate AAP staff.

Follow the law. Be aware that anti-trust, libel, defamation, copyright and data protection laws apply. Do not plagiarize.

Add value. Social media communication from the AAP should be beneficial to members and co-workers. It should be thought-provoking and build a sense of community. It can add value if it helps people improve knowledge or skills, build their businesses or solve problems or if it helps them understand the AAP better. Stay on topic – your contributions should be relevant to the specific social media platform to which you are contributing. Users should make sure to write and post only on their areas of expertise. In addition, AAP staff postings should relate to the staff person’s job function. For other matters, the relevant staff person/topic expert should be alerted to respond. (See page 10 regarding spokespersons.)

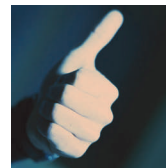
Be Fair. Be credible, accurate, fair and thorough. When disagreeing with others' opinions, be objective and respectful. Be respectful of colleagues. Do not speak negatively about the AAP or other associations and organizations and, even more importantly, other staff, AAP leaders, members and their profession in general.

Respect Privacy and the HIPAA Privacy Rule. Do not cite or reference members, staff, partners or suppliers without their approval. Do not post personal information of others. Ask permission before posting someone’s picture (with a signed Photography Authorization and Release form) or a conversation that was meant to be private.

Example: Before posting someone’s picture on a Facebook fan page, have the individual complete a Photography Authorization and Release form. Users should be aware of the need to protect patient privacy. Physicians who discuss patient cases must not divulge any information that could allow others to know the patient’s identity unless they have written permission from the patient. This may include photos, videos, or text.



Social Media Do's:



Adapted from the AAP Social Media Guidelines

Be aware of the Academy's tax status. The Academy is a 501(c)(3) tax exempt educational organization and therefore there are certain limitations on our activities and how we communicate with the public. The AAP can encourage its members to influence state and federal legislators to take action on legislation, but we do not encourage the public to do the same.

Be cognizant of what you post and who will be reading it. Official AAP social media platforms are for professional use, and personal postings or conversations should be avoided.

Example: If you have both personal friends and AAP members as “friends” on Facebook, be cognizant of your status updates and do not address personal matters through an Official AAP social media platform.

Respect AAP branding. Respect AAP brand, trademark, copyright, fair use, confidentiality and financial disclosure guidelines. Keep in mind, the official AAP social media platform accounts should be uniform, coordinated, consistent with AAP Identity Program, content-approved, legal and of high quality. Note the AAP Identity Program also contains approved “follow us” icons for Twitter and Facebook to post on emails, Web sites and promotional materials. The AAP Identity Program can be found on the Social Media Web page on the staff Intranet.

Example: The appropriate AAP logo must be used on any official AAP social media platform page.

Right to moderate content. The AAP encourages Users to maintain a responsible and balanced online dialogue, and respects each User's responsibility to maintain adherence to that principle. However, the AAP does reserve the right to moderate content of postings on official AAP social media platforms. Should AAP exercise that prerogative, content moderation will be based on whether or not the content violates these guidelines or the law; is offensive and/or denigrating to the organization or to personalities involved; or compromises the Academy's programs, positions, policies, or mission. Official AAP social media platforms should not be used by outside parties to sell products or services.

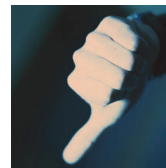
Follow terms and conditions. Follow the established terms and conditions of use that have been established by each social media platform. Do not do anything that would violate those rules. For social media networks created by the AAP (e.g. YPConnection), a Terms of Use agreement must be created with each user accepting the terms to participate.

Respect your audience. Do not use ethnic, gender, sexual preference, cultural and age-related slurs; personal insults or derogatory remarks; profanity or obscenity; or engage in any conduct that would not be acceptable in the workplace. Do not pick fights or comment on rumors. Exaggeration, threats, harassment, flaming, derogatory remarks or characterizations, or legal conclusions must be avoided. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory. Exercise sensitivity when discussing issues related to the health of children, particularly with parents.

Use hyperlinks judiciously. Be careful about including hyperlinks to other non-AAP Web sites in posts, as the AAP could be deemed to have endorsed or adopted the hyperlinked information depending on the wording of the post. In addition, linking away may take viewers from AAP information, when the goal of social media is to bring people TO the AAP. Also, keep in mind that the content of the linked site can change – over time an old link may end up pointing to inappropriate or unintended new content on an updated site.



Social Media Dont's:



Adapted from the AAP Social Media Guidelines

No personal use.

Official AAP social media platforms are not meant for personal use and personal conversations. Official AAP social media platforms should not be set up using administering staff's personal accounts.

Do not endorse political candidates and/or parties.

Due to the Academy's 501(c)(3) tax-exempt status, official AAP social media platforms must never be used to endorse a political candidate or party for any public office, or voice an opinion that could be construed to constitute an endorsement by the Academy of a candidate in any election. The Academy can educate the public on the issues and where candidates stand on those issues, but cannot indicate favor towards one candidate over another.

Example: Do not promote and/or criticize elected officials and candidates.

Do not be a spokesperson. Users should not speak on behalf of the AAP (or imply that they speak on behalf of the AAP) on public social media, including any media affiliated blogs or Web sites, without undergoing a review process through the Department of Communications and possibly the OED. Responding or posting to such public social media sites should be treated in the same way as a media situation—for example, AAP staff submitting a letter to the editor. AAP Staff should be aware that it may be implied that they speak on behalf of the AAP if communications on public social media reference their title or AAP email address and such communications should be avoided unless authorized in accordance with these guidelines.

Private Social Media. Unless explicitly authorized as provided in these guidelines or other AAP policies with respect to topic experts, a User is prohibited from stating or implying on private social media that they speak on behalf of the AAP.

Do not be deceptive.

Postings to social media regarding the AAP or its products or services should be treated like advertisements – this means the content must comply with all normal advertising requirements, laws and regulations: (1) Representations in postings may not be misleading and must be accurate and truthful; (2) Representations in posting must be substantiated by reliable evidence; and (3) Be careful of using or referring to other people's trademarks and (copyrighted) content in postings – such uses must be fair use or nominative use like in any other advertisement. Provide proper credit for any cited materials including following any accepted etiquette such as using "Retweet" on Twitter (a retweet is best described as taking a twitter message someone else has posted, and rebroadcasting that same message to your followers. When broadcasting this message, you give credit to the original poster).



How to Get Started...

Creating a Facebook Page

About Facebook

- 411,000,000 active users worldwide. More than 200 million users log on to Facebook at least once each day. An average of 670,000 new user sign ups each day.
- 39% are 25 and younger. 61% are 26 and older. The fastest growing user group is women 35+.
- About 70% of Facebook users are outside the United States.
- Facebook is available in more than 70 languages. The fastest growing countries using Facebook are Malaysia, Mexico, Indonesia, Philippines, and Argentina.

Facebook Profiles, Groups and Pages

- Facebook Profiles must be individuals. Facebook Profiles have "Friends". You must have a personal profile on Facebook before you can create a Group or Page for your organization.
- Facebook Groups have "Members."
- Individuals can "like" Facebook Pages by clicking on the "thumbs-up" icon.

Facebook Pages (Recommended for AAP Chapters)

- Best for building a long-term brand inside of Facebook using your organization's name.
- Benefit of Pages: Status Updates show up in the NewsFeed, you can send Updates, you can add Apps, and you can view Insights.
- Downside of Pages: You have to promote it heavily off Facebook to increase the number of those who "like" your page and/or purchase advertising.

6 Reasons Why Nonprofits Should Have a Facebook Page

- To build a brand inside of Facebook.
- To allow your supporters to interact with your organization and build online community.
- To drive traffic to your website and build your e-newsletter and mobile lists.
- To drive Friends to your other social networking communities.
- To fundraise.
- To improve search engine results.

Creating a Facebook Page/Useful Links:

Step-By-Step Instructions:

<http://www.facebook.com/help/?page=904>

<http://www.facebook.com/advertising/?pages>

Facebook User's Guide:

http://www.facebook.com/help/new_user_guide.php?guide_section=explorer_facebook

Facebook Best Practices:

<http://www.diosacommunications.com/facebookbestpractices.htm>

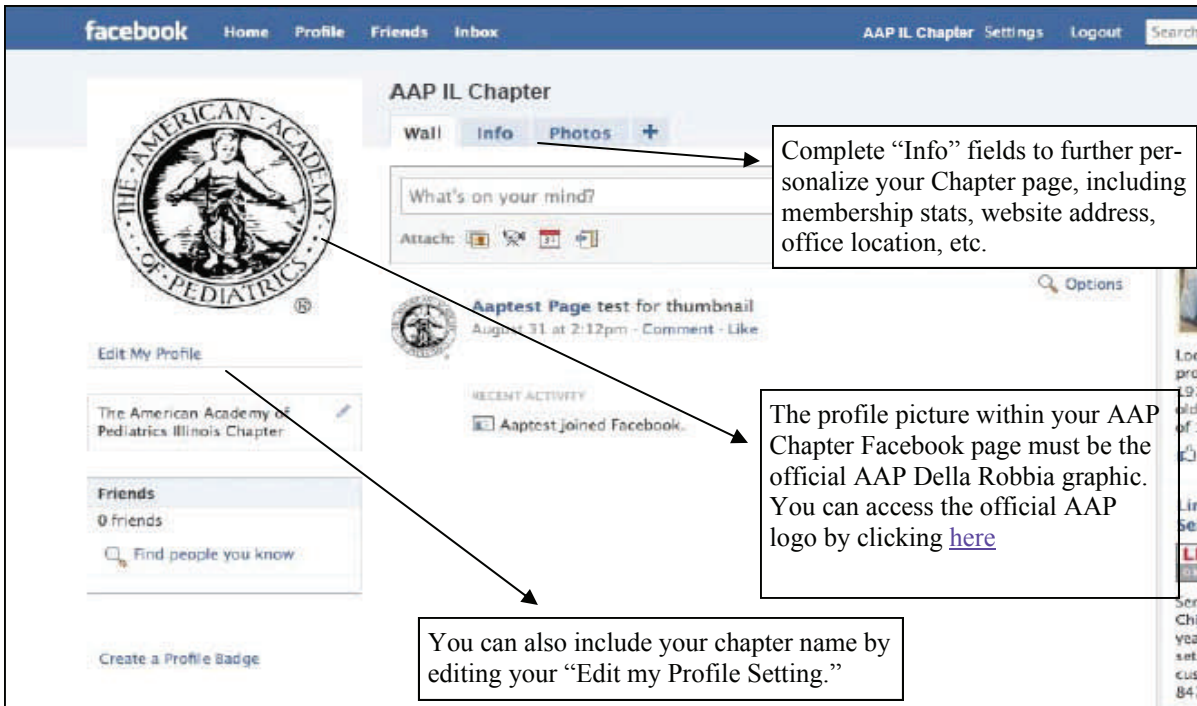


How to Get Started...

Creating a Facebook Page

Sample Chapter Facebook Page

Below is an example of a chapter Facebook page. Please note that this is a test page only; an actual Facebook page does not exist online in this format. Please also note that Facebook makes frequent adjustments to its design/format, so a newly created page may not look exactly like the example shown here.



The screenshot shows a Facebook page for the AAP IL Chapter. The page features the AAP logo as the profile picture, a cover photo, and a post. Three callout boxes provide instructions:

- Info Tab:** Complete "Info" fields to further personalize your Chapter page, including membership stats, website address, office location, etc.
- Profile Picture:** The profile picture within your AAP Chapter Facebook page must be the official AAP Della Robbia graphic. You can access the official AAP logo by clicking [here](#).
- Edit My Profile:** You can also include your chapter name by editing your "Edit my Profile Setting."

Important Note: The AAP Identity Program is a set of guidelines developed by the Department of Marketing and Publications that provides direction on the consistent and appropriate use of the AAP logo, including the organizational Seal with the Name and Tag Line.

In light of new social media platforms, the Identity Program has been revised to allow for the use of the Seal without the Name and Tag Line on Facebook and Twitter accounts due to limited space, as demonstrated in the example, above.

A web link to the complete Identity Program appears at the bottom of page 17. We strongly encourage you to review this document before creating chapter social media accounts.

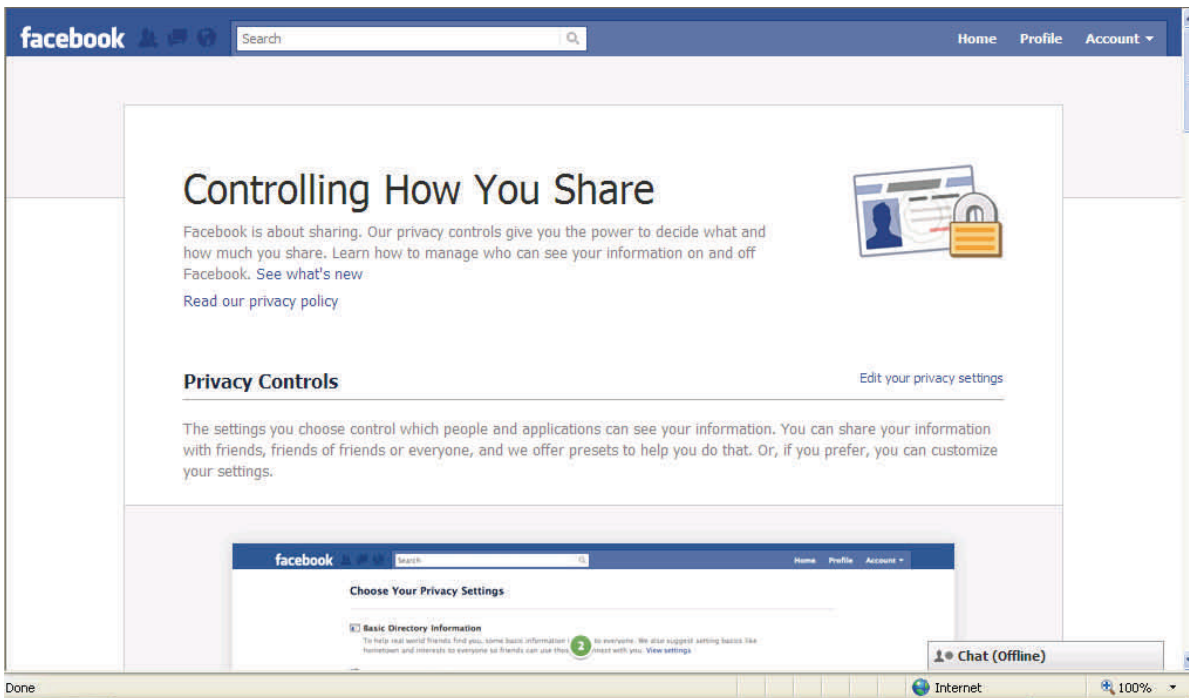
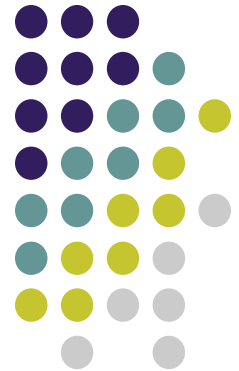
How to Get Started...

Creating a Facebook Page

Understanding your Account Privacy Settings

Social media applications are commonly revising their client privacy policies. You will want to understand each applications' privacy policies and learn how you can adjust settings to personalize your account. Personalizing privacy settings will adjust the level of account transparency you chose to allow. Essentially you are deciding how much information someone, who you are not "friends" with on Facebook, is allowed to view on your account. You will also have to decide whether you want to "opt-out" of Facebook's Instant Personalization Pilot Program which allows other companies to view your public information, so that they may adjust their own settings to target your interests when you visit their own sites. Facebook now offers access to the complete Privacy Policy which includes links to FAQ's, a security center and much more. Please visit this link to view a guide to all Facebook privacy policies:

<http://www.facebook.com/privacy/explanation.php>



How to Get Started...

Creating a Twitter Account

Twitter Basics

The basic building block of Twitter is tweets. A tweet is a 140-character message. It can be a short summary of what your chapter is doing, a way to get information out or to solicit answers or opinions. It can be a link to something your chapter is interested in, or where you would like to point your followers. It can really be anything that fits into a 140-character limit. On Twitter you want to follow other people or organization's tweets and have others follow your chapter's tweets. When following someone else or an organization on Twitter, their updates will appear on your Twitter homepage (when you click on Home at (www.Twitter.com) and in your Twitter timeline. Unlike Facebook, following someone is not necessarily mutual, so you may follow someone, but they will not necessarily follow you in return. You can search for people to follow by organization name, username, first name and last name.

Creating A Twitter Account—Step-by-Step Instructional Video

<http://www.youtube.com/watch?v=YlfipDumtCo&feature=channel>

Creating a Twitter Account—Written Instructions

1. Go to Twitter.com
2. Click on "Get Started - Join!"
3. Put in your name, your desired user name, the password you want, and your e-mail address. Twitter will let you know if the desired user name is already being used.
4. Type in the security words displayed. This is used to keep bots from automatically signing up for multiple Twitter accounts. (Bots are software applications that run automated tasks over the Internet. Some bots are created for malicious purposes to attack a computer and/or generate spam.)
5. Finally click the "Create My Account" button.
6. Twitter will now bring you to a screen where you're asked to "See if your friends are on Twitter." If you have a web-based e-mail address (like gmail, yahoo, hotmail or AOL) and you put in your e-mail address and password, Twitter will look in your address book and invite people to join you on Twitter. (We suggest skipping this step if creating an account for the chapter.)
7. The next screen recommends some prominent Twitter users for you to add to your network. The screen says "Look who else is here. Start following them!" Again, you may add a few that you like to get started, but don't feel obligated to do so.
8. Congratulations! You've successfully set up Twitter account!

Twitter Support Section

<http://support.twitter.com>



How to Get Started...

Creating a Twitter Account

Sample Chapter Twitter Account

Below is an example of a chapter Twitter account. Please note that this is a test account only; an actual Twitter account does not exist online in this format.

The screenshot shows a Twitter profile for 'AAP_IL_Chapter'. The profile name is circled in black. A callout box points to the name field with the text: 'Create a 15 character user-name that is unique to your chapter.' Another callout box points to the bio field with the text: 'Under "Profile" you can personalize your account with additional chapter info.' A third callout box at the bottom left points to the background and profile picture with the text: 'The background Della Robbia can be accessed [here](#) and the Della Robbia used as the profile picture can be accessed [here](#)'.

Important Note: The AAP Identity Program is a set of guidelines developed by the Department of Marketing and Publications that provides direction on the consistent and appropriate use of the AAP logo, including the organizational Seal with the Name and Tag Line.

In light of new social media platforms, the Identity Program has been revised to allow for the use of the Seal without the Name and Tag Line on Facebook and Twitter accounts due to limited space, as demonstrated in the example, above.

A web link to the complete Identity Program appears at the bottom of page 17. We strongly encourage you to review this document before creating chapter social media accounts.

Please note that chapter Twitter accounts must differentiate themselves from the national AAP Twitter account.



How to Get Started...

Twitter Terminology and Connecting Accounts

Retweet

A retweet (RT) is similar to “forward” in your e-mail: When you come across an interesting tweet that you think your followers should read, copy the tweet, paste it into a new tweet, then add RT@[username] to the beginning of the tweet. Sample appears below.

The original message:

Minnie6998: Don't forget to sign up for the chapter CME meeting by June 30th!

You would retweet the message like this:

RT@minnie6998: Don't forget to sign up for the chapter CME meeting by June 30th!

If you have room, you can add a comment between RT and the @[username] part of the tweet, but because of the 140-character limitation, this is not always possible. Here is an example:

RT Last chance! @minnie6998: Don't forget to sign up for the chapter CME meeting by June 30th!

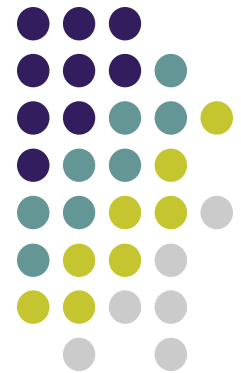
URL Shorteners

URL shorteners are one of the applications that have come into existence because of Twitter. URLs are long and can use up the limited characters before you're able to explain why you're sharing a particular link. URL shorteners take an original URL, smash it down to 15 or so characters, and provide a new URL. If you are using the [Twitter.com](http://twitter.com) site to post your sites, you will need to either install a bookmarklet, like the ones offered by Bit.ly (<http://bit.ly/>), TinyURL (<http://tinyurl.com/>), or Snipr (<http://snipr.com/>), or visit their websites to shorten your URL. Most third-party apps include a URL shortener within their interfaces or a bookmarklet for your browser to make URL shortening easier.

Connecting Social Media on Twitter and Facebook

It is possible to connect certain types of social media. The main benefit of doing so is to streamline the transfer and distribution of information in an easy, convenient way without duplicating efforts. If your chapter has, or intends to have, both Twitter and Facebook accounts, it is possible to synch both for your updates on Twitter to automatically appear on the chapter Facebook's status page so you do not have to do it twice. Below are the instructions.

1. Search for “Twitter” in Facebook's search field.
2. The first result should be the one you are looking for. It is the application “Twitter.” Click “view application.”
3. Add the Twitter Facebook Application.
4. Choose your settings and add the Twitter Facebook Application to your profile.
5. Enter your Twitter login information.
6. Choose to have Twitter update your Facebook status.
7. Allow and Authorize Access for Twitter to Facebook.
8. Now every time you update your Twitter, your Facebook status will update automatically.



Design Guidelines and Branding Resources for Chapter Facebook and Twitter Accounts

While chapters are free to use a uniquely created logo for social media accounts, we strongly encourage you to use the ones provided by AAP and follow the guidelines, below. Please note that if you choose to use these logos for your chapter accounts, they cannot be altered or resized in any way.

Facebook

When creating an account on Facebook, the area that holds the profile photo should be the AAP Della Robbia graphic. The sign-on should include the name of the chapter or program name, along with the AAP designation. For a chapter, the copy should read as such: MI Chapter, American Academy of Pediatrics; OH Chapter, American Academy of Pediatrics. Under the area “Edit My Profile,” copy should be inserted to explain the relationship to the AAP, such as: A Chapter of the American Academy of Pediatrics. The Della Robbia for the Facebook profile picture can be accessed here:

[AAP logo for Facebook Profile](#) (DO NOT resize this image. Must be 421x421 to fit Facebook profile icon)

Twitter

The Twitter profile page has been designed to have a static background of a shaded, partial AAP logo. The left sidebar, in the upper left-hand side, contains a 3-line AAP logo, as well as a 3-line tag line. All copy, and the AAP logo, in the sidebar are reversed out and static. The main content area will include a reduced Della Robbia from the AAP logo, as well as up to 15 characters. This 15-character area can be used to state an AAP Chapter name. Chapter names should be used in relation to the AAP, as well as the chapter state abbreviation, with underline scores between words, such as: AAP_IL_Chapter, AAP_SD_Chapter, or AAP_MN_Chapter. In the bio form field to the right of the content area, designation for a Chapter should be included, such as: IL Chapter, American Academy of Pediatrics. Chapter Twitter accounts must be differentiated from the national AAP Twitter account.

The Della Robbia for the Twitter profile picture can be accessed here:

[Twitter Background](#) (DO NOT resize this image. Must be 1920x1200 to fit/scale Twitter background area)

[AAP logo for Twitter Profile](#) (DO NOT resize this image. Must be square to fit Twitter profile logo icon)

“Follow Me” Graphics

We also encourage chapters to include Facebook and Twitter “Follow Me” icons on your chapter Web sites, directing visitors to your social media accounts.



[S] [M] [L] [XL]

[View example from AAP News Room](#)



[S] [M] [L] [XL]

[AAP Identity Program](#)



Chapter Social Media Case Study—Twitter Idaho Chapter

Chapter's Social Media Account Type:

- Twitter

Target Audiences:

- Local press/media
- Community at large
- Chapter membership

Primary Use(s)/Function of Chapter's Social Media Site:

- Raise interest in news stories related to child health/media awareness
- Education

What Has Worked Well:

- Several stories have appeared in local press as a result of “tweets” posted on chapter Twitter account
- Particularly useful as a source of story ideas for media that do not have reporters or that have significantly cut reporting staff

Words of Caution/Things to Avoid:

- Be careful not to breach any copyrights
- Make sure that any sources are correct/accurate
- Leave outreach to national media to AAP national office

Lessons Learned/Helpful Hints:

- Twitter account requires less monitoring and response than other types of social media, which is advantageous for chapters with minimal staff

What's New (in Terms of Social Media):

- QR (quick response) Code — A QR Code is a 2-dimensional bar code. Most types of mobile phones can read the code if the phone is equipped with a camera. Individuals can scan the code with their phone and be immediately directed to a Web site. The Idaho Chapter is creating a QR Code of its chapter logo icon, which will take users directly to the chapter Web site. The code will be added to the back of the business cards of the chapter officers and chapter executive director. It will also be included on chapter brochures and other promotional/marketing materials. The chapter plans to unveil its QR code at its 2010 summer meeting.



Chapter Social Media Case Study—Facebook Ohio Chapter

Chapter’s Social Media Account Type:

- Facebook

Target Audiences:

- Chapter membership—general
- Chapter membership—chapter-level committee members
- Residents/young physicians
- Parents
- General public

Primary Use(s)/Function of Chapter’s Social Media Site:

- Education/information
- Forum for communication among young physicians and chapter leadership groups
- Parent and community recruitment
- Fundraising for projects

What Has Worked Well:

- Success with parent involvement
- Event registration for chapter fundraising events
- Advertising for chapter projects

Words of Caution/Things to Avoid:

- Making sure to not just “push” information about all of your events, but instead make it relevant with breaking news, or seek involvement from those following your posts
- Stay up-to-date daily on comments made to your page/posts

Lessons Learned/Helpful Hints:

- Try to assign the page to a staff person weekly
- Update regularly
- Look into fundraising/advertising options as it is incredibly affordable



Social Media Toolkit References

Beschta-Newborn A, Raymond J, Steiner G. Social Media and the AAP. Power Point presented at: Professional Development Workshop of the American Academy of Pediatrics; June 2009; Elk Grove Village, IL.

Beschta-Newborn A, Raymond J, Steiner G. A Look at Social Media. Power Point presented at: Professional Development Workshop of the American Academy of Pediatrics; January 2010; Elk Grove Village, IL.

Black, T. Intro to social media (online course). Mediabistro.com Web site.
<http://www.mediabistro.com/courses/cache/crs5778.asp>

Mansfield H. How nonprofits can use Facebook and Facebook applications (webinar). April 13, 2010. DIOSA Communications. <http://www.diosacommunications.com/>

Social Media Guidelines, developed by the AAP Social Media Workgroup. February 2010.

Social Media Design Guidelines, developed by the AAP Division of Publishing/Production Services. October, 2009.

“The AAP, Web 2.0 and Social Media: Background and Recommendations” created by the AAP Social Media Workgroup. July 2009.

“Using The Internet for Effective Grassroots Advocacy: Strategies, Tools and Approaches for Inspiring Constituents to Take Action.” 2005.

