

Social Media Tips for Success

Whether you are starting from square one or are interested in establishing yourself on a new platform, this brief overview of social media tips and tricks will help you succeed.

Use social media networks that matter most to you. Don't overwhelm yourself with the wide-variety of social media networks available to us today. Choose the ones that reach your target audiences, are easy to use and you're most prone to update regularly with quality content.

Be human. Use a personal voice, keeping in mind that you are promoting your professional brand.

Review the privacy policy. Make your professional profile public so others can find you but first explore the privacy settings to ensure you're comfortable with what's shared.

Be timely. Post when topics are trending and respond to questions and mentions in a reasonable amount of time.

Visuals matter. Sixty-five percent of people retain information greater when it's paired with a related visual. Always strive to use photos, videos, infographics and other visuals for greater audience attention.

Follow hashtags and trends. Use the hashtag "#GCchat" to interact with other genetic counselors and identify other hashtags that apply to your field or organizations. In addition, keep an eye on trending hashtags so you can join popular conversations when you have something to add.

Don't forget – be social on social! In the end, social media is all about connecting with others. It's a place to like content, engage in conversations, or share others' thoughts. Engage with your followers and they'll develop a stronger sense of loyalty to your brand/account.

Social Media Do's and Don'ts for Genetic Counselors

Dos	DON'Ts
Engage with your employers' and medical communities' channels – share, like, follow!	Engage in rudeness or personal attacks
Connect with fellow genetic counselors	Post anything you wouldn't say to your boss, your patients, or your grandmother
Ask if your employer has social media guidelines to follow	Spend too much time promoting yourself or your company – social media channels are not billboards
Be succinct, keeping Twitter posts around 150 characters and Facebook between 100-250 characters	Discuss or post photos of patients online
Share public health information by linking to educational information (e.g. news articles, blog posts)	Give medical advice

Want to learn best practices for individual social media platforms? Check out [NSGC's Social Media Toolkit](#).