

ESC SoMe Guidelines

Best practice

Updated August 2024

Best practice

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

Engage with your **peers** but refrain from interacting with/giving advice to patients

ESC official language is English.
The aim is to make Congresses & discussions around them available to all

Give credit where it's due:

- quote/tag speakers/authors
- add references to support your view

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

Double check the post content before posting to avoid typos/broken links/other mistakes

Most important rule of all: no identifiable patient details.
If you post cases, make sure you have patient consent for educational purposes on social media.

Best practice

Don't **modify ESC branding** (logos, visuals, etc.)

Avoid using ESC hashtags for unrelated posts (i.e., for your personal/fun posts)

Don't use any visuals which are not yours, if permission not granted

Apply the same **ethics & etiquette** you would in any other context. **No** diffamation, racist posts, nothing that fosters hatred or ill-will

Avoid posting anything that might appear as a conflict of interest. Be neutral

Don't break **ESC confidentiality/embargo** ESC posts first

How to engage on social media

Thanks to hashtags, X (Twitter) tends to be the preferred channel for real-time scientific exchange with anyone, whether connected with them or not

- Post **new** data & scientific resources
- When you post, or reply to others' posts: **use hashtags when appropriate and/or tag your peers**
- **Use visuals** (images/video/gif): they are more appealing to the community than just plain text posts
- If you comment on **scientific content**, **add the resource/reference** that supports your view, when applicable.
- If you do **promotional posts** (upcoming events, webinars, congresses, etc.) adding a **personal note/scientific reason** explaining why people should join, will help followers relate to you
- Posting cases: no patient data; obtain their consent
- **Live-tweeting at congresses**: take screenshots of key points to support your tweet content. Use the Microsoft Office Lens mobile app to take photos of slides. **NO video recording & posting**

- Get to the point/**key message**. **Start the post with the most interesting info. Be catchy!**
- Save characters: you can tag up to 10 X/Twitter profiles into your images (not possible on a video) instead of tagging them in the text
- Be creative. Why not try some [polls](#) or [Twitter threads](#)?
- Aim for **discussion creation (polls, threads, questions, tagging etc)**
- You can **upload up to four images** per tweet/post
- You can **upload one video per tweet** (MP4 on desktop/MP4 or MOV on mobile). Max length 2.20 min.
- To convert videos to MP4 you can use <https://webservice.online-convert.com/convert-for-twitter>
- To convert videos to Gifs you can use EZGif <https://ezgif.com/video-to-gif>

- European Heart Journal: [#EHJ](#)
- CV Research: [#CardiovascularResearch](#)
- EHJ - Quality of Care & Clinical Outcomes: [#EHJQCCO](#)
- EHJ - Case Reports: [#EHJCaseReports](#)
- EHJ – CV Pharmacotherapy: [#EHJPharmacotherapy](#)
- EHJ - CV Imaging: [#EHJCVI](#)
- EP Europace: [#Europace](#)
- EHJ - Heart Failure: [#EJHF](#)
- EHJ - Acute CV Care: [#EHJACVC](#)
- European Journal of Preventive Cardiology: [#EJPC](#)
- European Journal of CV Nursing: [#EJCN](#)
- ESC Heart Failure: [#ESCHeartFailure](#)
- EHJ Digital Health: [#EHJDigital](#)
- EHJ Open: [#EHJOpen](#)
- EHJ Imaging, Methods and Practice: [#EHJIMP](#)
- EuroIntervention - [@EuroIntervention](#)

ESC hashtags

Use them whenever posting on ESC resources that contain these topics/are useful for these communities

General - About the ESC activities and communities

- [#ESCCongress](#)
- [#ESCDigital](#)
- [#ESCGuidelines](#)
- [#ESCardioCRT](#)
- [#ESCardioEd](#)
- [#ESCCardioOnco](#)
- [#ESCGenomics](#)
- [#ESCardioCRT](#)
- [#ESCHypertension](#)
- [#ESCBasicScience](#)
- [#ESCPharmacotherapy](#)
- [#ESCStroke](#)
- [#AcademyESC](#)

ESC Communities

- [#ACNAP](#)
- [#ACVC ESC](#)
- [#EACVI](#)
- [#EAPC ESC](#)
- [#EAPCI](#)
- [#EHRA ESC](#)
- [#HFA ESC](#)
- [#ESYoung](#)
- [#ESCSOT](#)

ESC Congresses hashtags

- ESC Congress: [#ESCCongress](#)
- EuroEcho: [#EuroEcho2024](#)
- Acute Cardiovascular Care: [#ACVC2025](#)
- ESC Preventive Cardiology: [#ESCPrev2025](#)
- EHRA Congress: [#EHRA2025](#)
- EuroPCR: [#EuroPCR](#)
- ACNAP: [#ACNAP2025](#)
- Heart Failure: [#HeartFailure2025](#)

If you're not already on X/Twitter...

Set Up a professional Profile

- You can pin a post/tweet (*it can be a post you wish to highlight when people visit your profile*).

Follow organisations of interest and your peers

- Watch what the others are doing

Engage with peers/create discussion

- Retweet if you agree /endorse their message. But aim for a quote if you want to expand that discussion further
- Like, reply, comment
- Spark **healthy** debate, ask questions by mentioning your peers/experts in the field
- Tweet your own take on recent publications, trials, interesting cases, etc.
- **Avoid biased posts towards industry. Be neutral**



Denisa Muraru

@denisamuraru Follows you

Cardiologist w/ interest in #cvimaging #echofirst #3decho | Asst. Prof. @unimib | #SoMe Editor #EHJCI | Chair #EACVI Education Committee | Tweets my own

Popular topical hashtags

- All things cardiology **#cardiotwitter**
- Atrial Fibrillation **#AFib**
- Cath Lab **#CathLab**
- Cardio-Oncology **#Cardioonco #cardioonc**
- Acute Coronary Syndrome **#cvACS**
- Coronary Bypass Surgery **#cvCABG**
- Congestive Heart Failure **#cvCHF**
- Echocardiography **#cvEcho**
- Electrophysiology **#LQTS**
- Heart Failure **#HF #heartfailure**
- Congenital Heart Diseases **#Congenital #CongHD #CHD**
- Cardiovascular Disease **#CVD**
- Hypertrophic Cardiomyopathy **#cvHCM**
- Cardiovascular Prevention **#CVPrev #cvprevention**
- Sports Cardiology **#SportsCardiology**
- Left Atrial Appendage Closure Device **#LAAoccluder**
- Pulmonary Hypertension **#PAH #PHTN #PuIHTN**
- Pediatric Cardiology **#PedCardio #PediatricCardiology**
- CV surgery **#CVSurg #CardiacSurgery #OpenHeart**
- Valvular Heart Disease **#VHD**
- Anticoagulation **#cvCoag #anticoag #coagulation #NOAC**
- Venous Thromboembolism **#cvVTE #thromboembolism**
- Stroke **#Stroke**

Popular topical hashtags

- Cardiovascular Imaging #CVRad #CVImaging #CVI #cardiacimaging
- Cardiac MRI #whyCMR
- Echo #echofirst
- Cardiac CT #whyCT
- Nuclear Cardiology #cvnuc
- Dual Antiplatelet Therapy #DAPT
- Electrophysiology #EP #electrophysiology #EPeeps
- Cardiac Resynchronization Therapy #epCRT
- Implantable Cardioverter Defibrillator #epICD
- Permanent Pacemaker #epPPM #PaceMaker
- Ventricular Tachycardia #epVTVF #VT #VF #Vtach #Vfib
- Procedures #[procedurename], e.g. #Fontan #CABG
- HF with preserved EF #HFpEF
- HF with reduced EF #HFrEF
- Long QT Syndrome #LQTS
- Left Ventricular Assist Device #LVAD
- MitraClip #MitraClip
- Non-ST elevation MI #NSTEMI
- PCSK9 therapy #PCSK9
- Statin #Statin #Statins
- ST elevation #STEMI
- Transcatheter Aortic Valve Replacement #TAVR #TAVI #cvEP
- Dual Antiplatelet Therapy #DAPT
- Geriatric Cardiology #cvGeri
- Endocarditis #Endocarditis
- Ablation #epAblation
- Fontan Circulation #Fontan
- Aortic Stenosis #vhdAS

Hashtags (#) and tagging

- Before you decide if you want to tweet and be seen in a particular hashtag, check the tweets in it first (good debate, no spammy posts, etc.)
- In the 'Search' bar at the top of your newsfeed, look at both **"Latest"** and **"Top" tabs** and see how and when a # has been used. The latest tab is the best so you can see what are the most recent discussions on a topic)
- You can be a passive user too and just stay up-to-date by checking hashtags to see what are the latest 'news' or discussions in your area of interest. But that would be a shame 😊 Do engage with your peers, new connections and friendships can form on Twitter every day
- Don't over use hashtags. We recommend max 4/5 hashtags per post. Be natural and don't 'force' it.
- When tagging other profiles in the tweet content: go for a few names, to avoid looking spammy. Try a combination of peers in the same topic and also Influencers in the wider CV sphere, to get a higher chance for a RT and visibility

Other social media channels

- Follow the ESC accounts and interact with the content (react, comment, share)
 - [ESC Facebook](#)
 - [ESC LinkedIn](#)
 - [ESC Instagram](#)

Facebook/LinkedIn Groups:

- Join group(s) from your interest/specialty and keep the conversation alive by sharing new resources, posting comments, questions etc

Managers/contributors to an ESC FB/LinkedIn group:

- ✓ **Regularity** is the key: keep the conversation going in the groups you manage/contribute to
- ✓ Use **visuals/videos** to attract audience's attention
- ✓ Your info should be **new & relevant to the audience (impact their practice)**
- ✓ Answer promptly to the community questions

With ESC Staff support:

- ✓ **Moderate comments** following best practice
- ✓ Manage the **membership approval**

Reminder: most important rule of all: NO patient data