

ESC SoMe Guidelines

Best practice

Live-Posting Guidelines for Social Media Ambassadors

Platforms: X, LinkedIn, Bluesky

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

General principles for scientific coverage

- Post in **real time** whenever possible: Share updates during or immediately after sessions
- Tag ESC: @escardio on X and Bluesky, *European Society of Cardiology* on LinkedIn
- Use a maximum of five hashtags per post, to include:
 - ✓ Congress **official ESC hashtag**, ie #ESCCongress in all posts
 - ✓ Topical hashtags-complementary and/or supplementary ones, as applicable
 - ✓ ESC communities or products/services/campaigns hashtags, as applicable
- **Quote the speakers:** Add their full name or tag their SoMe profile

- Focus on **take-home messages**: Highlight what is new, relevant, and impactful for CV practice
- Get to the point/key message. Start the post with the most interesting info. **Be catchy!**
- **Text and visual complement each other**: Take photos of slides and attach the relevant ones to your post message
- Check accuracy of all figures, results, speaker quotes and spelling before posting
- Engage with the community by responding to questions and sharing or commenting on other congress posts
- Tag a few of your peers and Influencers from the wider CV community, to enhance the reach of our message

Uphold the ESC brand as official ESC representatives

- Balance the objective of securing broad reach, in line with ESC brand coherence, while adding your personal touch/flavour 😊
- Be courteous, friendly and welcoming- you are the human voice of the ESC brand promise
- NO video recording & posting ESC does not allow filming in the Industry Exhibition areas, nor the congresses lecture rooms - all other public areas are of course fine for filming
- Maintain confidentiality and embargoed dates- ESC channels post first
- Maintain ESC logos, visuals as they are-please do not modify them
- Use a professional yet friendly and welcoming tone: Aim for creative and educational discussions
- Avoid biased posts towards industry. Be neutral
- When taking photos or filming other event participants: Ask for their permission/advise that it's for social media
- Avoid negative comments re ESC, its leadership, its products and services. Should you have a concern, address it with an ESC staff

X – Real-time highlights (microblogging, give the facts)

- Keep updates concise (1–3 sentences)
- Use threads for multiple insights from the same session – start with a strong opening post
- Tag/quote each speaker
- Combine breaking updates (“New data from [trial name] shows...”) with contextual information
- You could aim for a summary post for each speaker
- Post frequently – several times a day is encouraged

LinkedIn – Professional and in-depth (long-form with personal insights added to the updates)

- Write more detailed posts (3–6 sentences) providing context and interpretation
- Open with a clear statement on why the information matters
- Summarise key findings in a short bullet list or paragraph
- Use up to four photos with the most important and relevant photos of the slides screenshots you have taken photos of
- Tag institutions, authors, and ESC for broader reach
- Focus on quality over quantity – 1–3 well-prepared posts, that could be posted at the end of sessions/summary of the day type of posts

Bluesky – Engaging and conversational (Think of it as a mix of X and LinkedIn — friendly updates with candid discussions)

- Share short, focused updates (one main message per post)
- Use a tone similar to X but slightly less frenetic, more conversational
- Use official ESC hashtag ie #ESCCongress and also topic-specific hashtags for discoverability
- Engage actively – reply and quote-post to add value to others' updates
- Share behind-the-scenes glimpses and personal insights alongside scientific updates
- Post regularly, but prioritise clarity and relevance