



RIG Social Media Toolkit:

Strategies for Engagement, Growth and Professional Networking

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Content Creation Strategy

A strong content creation strategy is the backbone of a successful social media presence. By crafting visually appealing, informative and engaging posts, your Radiology Interest Group (RIG) can effectively communicate its mission, events and opportunities.

Types of Content

- **Educational Posts:** Share concise and engaging posts on radiology topics, such as anatomy, imaging techniques or case studies. Consider including fun facts or quiz questions to stimulate engagement.
- **Event Flyers:** Use eye-catching visuals to promote upcoming meetings, guest lectures or workshops. Include key details like date, time, location and RSVP links.
- **Member Spotlights:** Highlight the achievements of RIG members.

Design Tools and Tips

- **Tools:** Use Canva or similar tools to create consistent, professional graphics. Canva offers customizable templates perfect for social media posts, stories and flyers.
- **Color Scheme and Fonts:** Stick to a consistent color palette and font style.
- **High-Quality Images:** Use sharp images or illustrations that complement your post's content. Avoid pixelated or overly crowded visuals.

Content Calendar

Organize posts using a content calendar to ensure consistency and proper planning:

- **Weekly Themes:** Introduce regular themes like “MSK Monday” or “Fun Fact Friday” to engage followers with recurring content.
- **Scheduled Posts:** Plan posts around key events (local events or national conferences).
- **Tool Integration:** Use platforms like Google Sheets to plan and track posts.

Engagement and Growth

Engagement Strategies

Building an engaging social media presence fosters interaction and strengthens your RIG's network. Key strategies include:

- **Prompt Responses:** Engage with comments, messages and tags promptly to show professionalism and encourage ongoing conversations.
- **Interactive Features:** Use Instagram Stories, polls, quizzes and Q&A sessions to interact with your audience. Examples include radiology trivia or “Ask Me Anything” with residents.
- **Collaborative Sharing:** Share and repost content from reputable accounts, such as radiology organizations or peer RIGs. Tag collaborators to expand visibility.
- **Member Spotlights:** Feature students, alumni or collaborative projects to personalize your content and resonate with followers.
- **Calls to Action:** Use posts like “Tag someone interested in radiology” or “Comment your favorite imaging technique” to drive engagement.



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- **Educational Videos:** Share concise videos or reels on topics such as radiology techniques, event highlights or insights into a day in the life of a radiology student.

Platforms to Focus On

- **Instagram:** Ideal for visual content like event photos, infographics and Stories. Use Highlights to archive Stories about events or educational themes.
- **Twitter/X:** Perfect for concise updates, live event coverage and sharing research. Use targeted hashtags.
- **Bluesky:** A growing alternative to Twitter/X, offering opportunities to connect with professionals in an evolving digital space.
- **LinkedIn:** Focus on professional connections by showcasing member achievements, sharing educational posts and engaging with residents and program directors.
- **YouTube/TikTok:** If resources allow, create short educational videos or event recaps to engage younger audiences visually.

Advertising Events Within Your Program and Beyond

- **Within:** Reach out to class representatives, promote within class group chats or attend student organization fairs
- **Beyond:** Reach out to local, state, and national organizations to help promote your events.
 - » Reach out to the ACR MSS Communications Subcommittee to get your event advertised through our monthly newsletter or on our social media platforms.
 - » Also reach out to ACR MSS for helpful graphics to promote events.

Growth and Sustainability

Adopt strategies to grow your audience while ensuring your RIG's social media presence remains sustainable:

- **Content Calendar:** Plan content in advance using tools like Trello or Google Sheets. Develop regular themes like "Radiology Fact Friday" or "Spotlight Saturday."
- **Cross-Promotion:** Collaborate with other RIGs or professional organizations to co-promote events and share audiences.
- **Analytics Utilization:** Use platform insights to track engagement and adapt content strategies based on performance metrics.
- **Leadership Transition Planning:** Document social media practices, login details and analytics summaries to ensure smooth transitions between leadership teams.

Common Mistakes to Avoid

Steer clear of these common missteps to maintain credibility and effectiveness:

- **Irregular Posting:** Infrequent updates can lead to follower disengagement. Stick to a consistent schedule.
- **Too Frequent Posting:** Make sure not to spam posts too often either. Shoot for 1–3 posts per week.
- **Low Interaction:** Failing to respond to audience interactions reduces trust. Stay active and approachable.
- **Ineffective Hashtags:** Overloading posts with irrelevant hashtags dilutes reach. Focus on specific radiology-related tags.



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- **Unprofessional Visuals:** Poor-quality graphics undermine credibility. Utilize tools like Canva to produce polished and consistent designs.
- **Political Discussions:** Avoid political discussions on professional social media accounts to maintain credibility, prevent alienating colleagues, and keep focus on the field of radiology and career development.

Sustaining Momentum

Maintain an impactful social media presence by following these tips:

- **Ongoing Training:** Familiarize new team members with platform features and best practices.
- **Guideline Development:** Create a simple manual outlining your RIG's tone, posting frequency and analytics practices.
- **Periodic Evaluations:** Regularly review metrics like engagement rates and follower growth to refine strategies and maintain relevance.

By implementing these strategies, RIGs can build a strong social media presence that enhances networking opportunities, fosters professional development and promotes student success in radiology.

Networking and Resources

Hashtags and Resources

The following hashtags can assist you in spreading the word about your RIG's activities.

#futureradres	#radres
#medstudents	#meded
#medicine	#radiology
#medtwitter	#ACR or #ACR202X (where X is the year)
#FOAMed	#ACRMSS (if applicable to MSS activities)
#VIRad	#IRad
#MedX	

You may also wish to tag certain accounts (ex: @RadiologyACR, the account of a radiology program you're partnering with), but this may not assist with visibility unless the content is directly relevant to the organization you are tagging.

Important Accounts to Follow

The following accounts can ensure your feed contains radiology-related content that is timely and relevant to your organization.

ACR	Other Societies / Conferences	Student-oriented orgs	ACR POI	Pediatric Specific POI
@RadiologyACR	@RSNATrainees @ARRS_Radiology @SIRRFs @SocPedRad @AAWR_org	@RadiologySIG @TheRadRoom @AMSERRads @AMSANational	@Rads_DO ACR MSS List @francisdeng	@JudyGadde



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ACR Social Media Channels

The following are official ACR social media channels that you may follow and monitor as able to identify opportunities for engagement:

- **American College of Radiology® (ACR)**
 - » Twitter/X: @RadiologyACR
 - » Facebook: American College of Radiology
 - » Instagram: @RadiologyACR
 - » LinkedIn: American College of Radiology
 - » YouTube: RadiologyACR
- **ACR Bulletin**
 - » Twitter/X: @ACRBulletin
- **Harvey L. Neiman Health Policy Institute®**
 - » Twitter/X: @NeimanHPI
- **Image Wisely®**
 - » Facebook: Image Wisely
 - » LinkedIn: Image Wisely
- **Journal of the American College of Radiology (JACR®)**
 - » Twitter/X: @JACRJournal
 - » LinkedIn: Journal of the American College of Radiology
- **Mammography Saves Lives**
 - » Twitter/X: @MammoSaves
 - » Facebook: Mammography Saves Lives
- **Radiology Advocacy Network (RAN)**
 - » Twitter/X: @ACRRAN
- **RADPAC®**
 - » Twitter/X: @RADPAC

Ethical and Professional Considerations

This guidance outlines best practices, style guidelines and legal considerations for drafting and posting content to help increase clarity and minimize risk.

1. Approach Each Post With Professionalism

- While social media allows for a conversational tone, be mindful that your statements may be perceived as representative of the medical and radiology community.
- If sharing personal opinions, clarify that they do not reflect the official stance of any institution or organization (e.g., “In my personal opinion...”).
- Be cautious with tone — misinterpretation is common on social media. Err on the side of professionalism.
- Even on private accounts, posts can be shared or screen captured. Assume that colleagues, patients and prospective employers may see your content.



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2. Use Visual Content Thoughtfully

- Whenever possible, include relevant images or short videos to enhance engagement.
- Secure written permission before posting photos/videos that include others or mention names.
- Avoid sharing patient images unless fully de-identified and in compliance with privacy regulations.

3. Ensure Accuracy and Timeliness

- Fact-check all content before posting to maintain credibility and reliability.
- Share timely, relevant information that adds value to professional discussions.

4. Respect Copyright, Confidentiality and Legal Standards

- Do not use copyrighted material without permission; instead, provide links to reputable sources.
- Avoid discussing confidential institutional matters or patient-related data.
- Comply with privacy laws (e.g., HIPAA) and never share identifiable patient information, including medical images.
- Do not engage with posts that contain protected health information or violate ethical guidelines.

5. Maintain Authenticity and Professionalism

- Use a current and professional profile picture across social media accounts.
- Craft a concise bio that reflects your role in radiology, medical education or research.
 - » Example: “Medical student passionate about radiology, medical education and mentorship.”
- Feel free to share non-medical interests to showcase a well-rounded identity.
- Follow and engage with colleagues, institutions and leaders in the field to stay informed.

6. Engage Thoughtfully

- Social media is a two-way conversation — like, comment and share relevant posts to contribute to discussions.
- Be constructive and professional when engaging with others, even in debates.
- Avoid controversial or inflammatory discussions that could detract from your professional image.
- By following these guidelines, medical students can effectively use social media to engage with the radiology community while maintaining professionalism, accuracy and ethical integrity.

Video and Post Visuals: Best Practices

Lighting and Positioning

- Face a natural light source (e.g., a window) to avoid shadows.
- Leave space above your head and position yourself 2–3.5 feet from the camera.



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Clothing and Accessories

- Wear solid, non-reflective clothing that contrasts with the background.
- Minimize jewelry or accessories that could create noise interference.

Sound and Background

- Record in a quiet space, mute notifications and avoid background music.
- Keep the background clean and free of logos, credentials or personal info.

Presentation Tips

- Start with a compelling hook (e.g., “Want to ace your radiology residency application? Here’s how...”).
- Speak clearly, slightly louder and slower than usual.
- Record a short test clip to check lighting, sound and framing.

Video Specs

- YouTube: Horizontal, ≤10 min, .MOV/.MP4, ≤128GB.
- Social Media (IG, Twitter, LinkedIn, FB): Vertical, ≤60 sec, .MOV/.MP4, ≤512MB.

Keep it professional, engaging and to the point!

Frequently Asked Questions (FAQs)

Common Social Media Management Questions

1. **What is the primary goal of this toolkit?** The toolkit aims to empower RIGs to create and manage engaging social media platforms effectively. It provides practical strategies, templates and tips tailored to the needs of RIGs.
2. **Who is the target audience for this toolkit?** This toolkit is designed for RIG leaders, medical students and residents interested in enhancing their group’s social media presence.
3. **How often should we post on social media?** Consistency is key. Aim for at least 1 post per week (3–4 per month), depending on your audience’s engagement and the content you have available. Make sure not to post too frequently and spam your audience.
4. **What types of content should we prioritize?** Focus on content that aligns with your group’s mission, such as educational posts, event promotions, radiology trivia and member highlights.
5. **How do we measure the success of our social media efforts?** Track metrics such as follower growth and engagement rates (likes, comments, shares).
6. **Can we use copyrighted images or materials?** Always ensure that you have permission or use royalty-free images. Many online resources provide copyright-free images suitable for educational use.
7. **What tools can help with content creation and scheduling?** Consider using tools like Canva for graphics.



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8. **How do we handle negative comments or feedback?** Respond professionally and politely. If a comment is inappropriate, you can delete it or report it if necessary. Always prioritize maintaining a positive online environment.
9. **Can we collaborate with other RIGs or organizations?** Yes! Collaborations can boost visibility and engagement. Consider co-hosting events or sharing content from other groups with mutual interests.
10. **Where can we find additional resources or support?** Reach out to national radiology organizations, such as the ACR for guidance, or contact your institution's communications team for social media tips.