



Social Media for Colorectal Cancer Awareness Month March 2016

Help Leverage ACG Twitter Success to Raise Awareness of CRC Screening

March 2016 Colorectal Cancer Awareness Month is here and the College is leveraging the power of social media to share the potentially lifesaving message about colorectal cancer prevention.

ACG needs your help to extend the reach of the colorectal cancer screening message by engaging via social media to share ACG educational materials for patients, tips, and resources such as expert podcasts, videos, the College's colorectal cancer screening guideline and other valuable information.

The College seeks to be a resource for those ACG members who may be interested in using Twitter as a way to reach patients and the public and has compiled this quick reference for you.

➔ **How to Get Started on Twitter**

Register online at www.twitter.com. From this site you can set up a username and password; choose to add a photo and brief description to your profile page.

Once you're all set up with a Twitter account, you can select other Twitter users that you would like to follow. See ACG's Twitter account [@AmCollegeGastro](https://twitter.com/AmCollegeGastro) for suggestions on who to follow.

How do you do this? Just look at the Twitter users the College follows (under the header "Following") and the Twitter users who follow the ACG (under "Followers").

Here's a link to a great article on the ACG Blog [about physicians active on Twitter who have an impact on GI and patient care](#) for inspiration.

➔ **Resources to Get You Started on Twitter**

[Twitter 101](#) *How Should I get Started Using Twitter?*

➔ **Follow ACG on Twitter – [@AmCollegeGastro](https://twitter.com/AmCollegeGastro)**

[Twitter for Gastros: Twitter Deconstructed, in More Than 140 Characters](#),
Gastroenterology & Endoscopy News, November 2012

➔ **Watch an ACG Social Media Webinar: *GI's in the Digital Age: The Power of Social Media***

Led by three of your colleagues, Ryan Madanick, MD, Kenneth Brown, MD, and David T. Rubin, MD, FACP, who are putting social media to work for their practices, this webinar will give you the information you need to determine what, if any, social media tools are right for you and will arm you with vital insight and tips so you can use these online tools to your best advantage.

ACG Social Media Webinar Topics:

To Socialize or Not to Socialize: The Pros & Cons of Social Media Sites – Ryan Madanick, MD, will focus on the threats to professionalism that involvement in social media poses and how these threats can be minimized; you will learn how to monitor and manage your own digital footprint.

Reputation Management: How to Use Your Online Brand to Bring in New Patients – Kenneth Brown, MD, will explain how social media can improve patient care and how your online brand can be used to bring in new patients.

Case Studies in Social Media: Dos and Don'ts – David T. Rubin, MD, FACP, will provide “best practice” advice for using social media and selecting the appropriate platform.

“This webinar will hold something unique for all members, whether they are naïve to social media or are experienced users. We guarantee that all will come away with new information about protecting their professional identities online and promoting their practice and communicating effectively with patients, colleagues and others. It'll be a fresh look at an exploding area in our field, and a not-to-be-missed event!”

*-- David T. Rubin, MD, Professor of Medicine,
Chief, Section of Gastroenterology, Hepatology, and Nutrition
University of Chicago Medicine*

➔ [Log in HERE to the ACG GI Circle access the ACG Social Media Webinar recording](#)

Not yet registered for the GI Circle?

If you are an ACG member, you should have received an invitation to the ACG GI Circle at the email address on file with the College.

Please set up your account by clicking on the link in your email invitation. If you can't find the invitation, we can:

- [Resend your invitation](#)
- [Send your invitation to a different email address](#)

Need help accessing the GI Circle? Email support@within3.com