

**Media/Website Committee:**

*Social Media Goals*

The goal of Social Media use by SBUR are to promote our members, increase Society visibility in the public and scientific sphere, offer resources to our members, and encourage our members to use social media as a mechanism of scientific communication and outreach. We are attempting to promote and support members at all levels (in-training, early career investigators, and established PIs), including sharing all types of good news from grants awarded to papers published.

*Social Media Vision*

We see the purpose of the Media Committee as generating content for our three major platforms and managing its dissemination. The goal is to have each member generate 7 unique posts per month that can be submitted to the Media Chair or Amy Owens and shared with our community. These can include grant news, society history, papers published, etc. The goal is to have scientific experts generate the content to share with our research community. We also hope our community will become more involved with sharing their good news, so that we can promote and amplify it within our research community.

*General Social Media Etiquette*

**Rules/Guidelines:**

1. Keep it clean. Social media is permanent and our tweets represent the Society as a whole.
2. Keep it research focused. Our goal is to promote our society, provide resources for our members, and grow our membership.
3. Our members can be more outspoken on Twitter. Retweet them judiciously (i.e. research focused postings).
4. Use hashtags!
  - a. The annual meeting is #SBURYY (#SBUR18)
  - b. The spring meeting is #SBURatAUAYY (#SBURatAUA18)
  - c. #urores for urology research
  - d. Others include: #ProstateCancer, #KidneyCancer, #BladderCancer, #CancerResearch, #BenignUrology, #BenignProstaticHyperplasia, #BPH (feel free to add your favorites)
5. Use our member's twitter handles or link to appropriate account when you can and have permission.
6. Respect the "DO NOT POST" indicators on posters and presentations. Try to take photos of non-proprietary information or previously published information for posting to social media.
7. Include your twitter handle or other identifiers to be tagged in photos, tweets, etc.
8. As a team, try to have something posted every day on Twitter and occasional posts on LinkedIn and Facebook. We use Hootsuite to schedule out a couple weeks worth of tweets at various times of the day. These don't have to be originals every day. Places to pull content:
  - a. The SBUR newsletter
  - b. New articles from the <http://www.ajceu.us/>

- c. Retweets from members
- d. Opportunities for trainees
- e. Useful links for out members (funding announcements, grant writing resources, papers)

#### *Who has Access?*

All of our accounts are linked to Hootsuite, currently managed by Beth Kerr, Magda Grabowska, and Executive Director.

#### *Twitter*

**Company Page:** <https://twitter.com/UrologySBUR>

**Lists:** Lists are created to curate tweets (most useful if you use tweetdeck or similar) based on a list of users or a hashtag. These can be used to follow the conversation at the annual meeting.

**Current Lists:**

- Members

#### *LinkedIn*

**Company page:** <https://www.linkedin.com/company/society-for-basic-urologic-research/>

People serve as administrators from their personal page (currently Beth Kerr, Magda Grabowska, and Executive Director)

#### *Facebook*

**Company page:** <https://www.facebook.com/UrologySBUR/>

People serve as administrators from their personal account (currently Beth Kerr and Executive Director)