

ADCES Social Media Guidelines for Coordinating Bodies (CBs), Local Networking Groups (LNGs) and Communities of Interest (COIs)

Official ADCES social media platforms can always be used as an example when creating an ADCES CB or LNG page. It is important for ADCES CBs, LNGs and COIs to distinguish themselves as an ADCES-affiliated organization when creating and maintaining their own pages. This is also true when creating social media events that include ADCES's name.

To ensure a smooth setup process, **all CB, LNG and COI social media channels must be initially approved through ADCES**. Once your account has been setup, please email communications@ADCES.org with the following:

- CB, LNG, COI name
- Link to social media account/s
- Main contact person's name and email

In this guide, you will find two examples of two successful social media pages that have been created by ADCES CBs, LNGs and COIs. You will notice:

Clear identification of affiliation with ADCES

- Appropriate social media handle and clear identification of the full CB/LNG/COI name
- Clear identification of affiliation with ADCES
- A well-written CB/LNG/COI description
- A link to the official CB/LNG/COI MY ADCES NETWORK page or to the ADCES site

ADCES visual branding

- Graphic branding (colors, logos, pictures) that ties the CB/LNG/COI to ADCES
- ADCES, diabetes-related or CB/LNG/COI-specific logo used as a profile picture
 - * When using the ADCES logo, please do not manipulate it in any way. If you need help or have questions regarding the ADCES logo, please contact communications@ADCES.org

When creating a hashtag for an event and it includes ADCES (example: #ADCES20), please make sure to let ADCES know (communications@ADCES.org) so we can approve the hashtag and register it for you.

WHEN POSTING ON SOCIAL MEDIA:

Do's

- Engage with followers in a fun and meaningful way with content you deem appropriate to share

- Share pictures from your CB/LNG/COI events (just be sure to let them know this might appear on social media)
- Follow person-centered language guidelines: www.diabeteseducator.org/language
- Reach out to communications@ADCES.org if you have any questions or concerns

Dont's

- We ask that you do not feature any commercial products on your social media pages as this could imply an endorsement by ADCES
- Please read any articles before you share. Sometimes what sounds like a good headline might have incorrect information buried further down.
- Due to HIPAA concerns, please do not share any patient information on your CB/LNG/COI social media channels including pictures (without written consent to be filed with ADCES) or other identifying information including diagnosis, name/nickname, condition or location.
- Avoid engaging in debate with “trolls” – users who periodically attack ADCES and other professional organizations in a malicious and libelous manner. Please reference the [ADCES social media policy](#) on what is considered appropriate vs inappropriate content.

Here is an example of a Twitter profile for the Iowa Coordinating Body:

The image shows a screenshot of the Twitter profile for Iowa ADCES (@IowaADCES). The profile includes a profile picture, a header image, a name and handle, a bio, a website link, and follower/following counts. Green callout boxes with arrows point to specific elements of the profile, providing instructions on how to optimize it.

High quality, branded profile image
For Twitter:
Profile photo: 400 x 400 pixels
Header photo: 1500 x 500 pixels
Format: JPG, GIF, or PNG

Clear CB name and descriptive handle

Follows official @ADCESdiabetes Twitter account for latest updates

Clear bio description

Link to ADCES website or MY ADCES NETWORK CB/LNG Page

Optional: Identify who tweets for the account

Here is an example of a Facebook page:

Clear title, indicating it is an ADCES CB/LNG for the area.



High quality, branded profile picture and header image
For Facebook:
Profile photo: 180 x 180 pixels
Cover photo: 820 x 312 pixels
Format: JPG, GIF, or PNG

Page should clearly identify itself as a CB/LNG/COI or ADCES in the "About" section. A short description should also be included. Page should be listed as an "Organization."

Hours, address and phone number should not be displayed unless CB/LNG office exists.

Link to MY ADCES NETWORK CB page displayed in profile. Link can also be included as a "Learn More" or "Contact Us" button near cover image.