

Pancreatobiliary Pathology Society (PBPS) Social Media Subcommittee of Website Committee

Standard Operating Procedure (SOP)

Subcommittee Members

- The Membership/Website Committee Chair and Executive Committee will be responsible for
 - Selecting the five members for Social Media Subcommittee
 - Each committee member will have a 3 year term
 - For continuity or to stagger members, the Executive Committee may extend members term by one additional year
- Appointing one member to oversee the Social Media Subcommittee, who serves as Lead of Social Media committee
- Subcommittee members report to the Lead of Social Media
- The Lead of Social Media reports to the Membership/Website Committee Chair who ultimately reports to the Executive Committee
- The Executive Committee will serve as a consultant to the Membership/Website Committee Chair and Lead of Social Media

Responsibilities of Committee Lead

- Organizes the efforts of this subcommittee to increase visibility of PBPS via Twitter and promote engagement with a broad audience
- Assist Pancreatobiliary Pathology Society by annually providing a list of twitter accounts of Pancreatobiliary Pathology Society committee members and identifying if Pancreatobiliary Pathology Society led/sponsored event speakers have a twitter account and tag them

Responsibilities of Committee Members

- The Social Media Subcommittee posts and tweets would be informational to include Pancreatobiliary Pathology Society activities including the USCAP companion meeting along with other meetings (i.e., ECP, AIAP, CAP, etc), working groups, and links to website content such as President's message, Case of the Quarter, Challenging case series and Journal Watch. Additionally, open positions within the society committees will be tweeted out encouraging applications.

Guidelines for managing any social media account

- No protected health information including pathology accession numbers
- No negative tweets/posts about anything
- No tweets/posts on politics or social movements
- Tweets/posts should be professional (try not to be too funny or cute)
- When relevant, tweets/posts can direct readers to website content or other Pancreatobiliary Pathology Society (or general pancreatobiliary interest) educational material such as meetings, etc
- The Membership/Website Committee Chair (and/or their designees) will work with the other committees in order to tweet out information to support the mission of the other committees.

Twitter "Brief Tweetorial" for the PBPS

-When the Social Media Committee Tweets from the @pbath Twitter account (<https://twitter.com/pbpath>):

→Pertinent members will be either directly mentioned in the tweet via their Twitter handle OR they will be tagged in the post if there is a photo associated with the tweet due to character limits (280 total characters) not all members can be directly mentioned in the Tweet text and thus some will instead be tagged if there is a photo associated with the tweet))

→Alternatively, a separate “Thread” may be posted linked to the Tweet adding other members here (in the event tagging is not possible, ie: there is no photo associated with the tweet)

→When you see a PBPS tweet/receive the alert you’ve been mentioned/tagged in a tweet go ahead and RETWEET the tweet by clicking the ‘Retweet’ button (two arrows in box formation) and also ‘like’ the tweet by clicking the heart.

→Feel free to also comment/respond to the tweet directly as well to help boost engagement!

-Refer to examples A and B below:

A. Example of tweet with Members mentioned and tagged

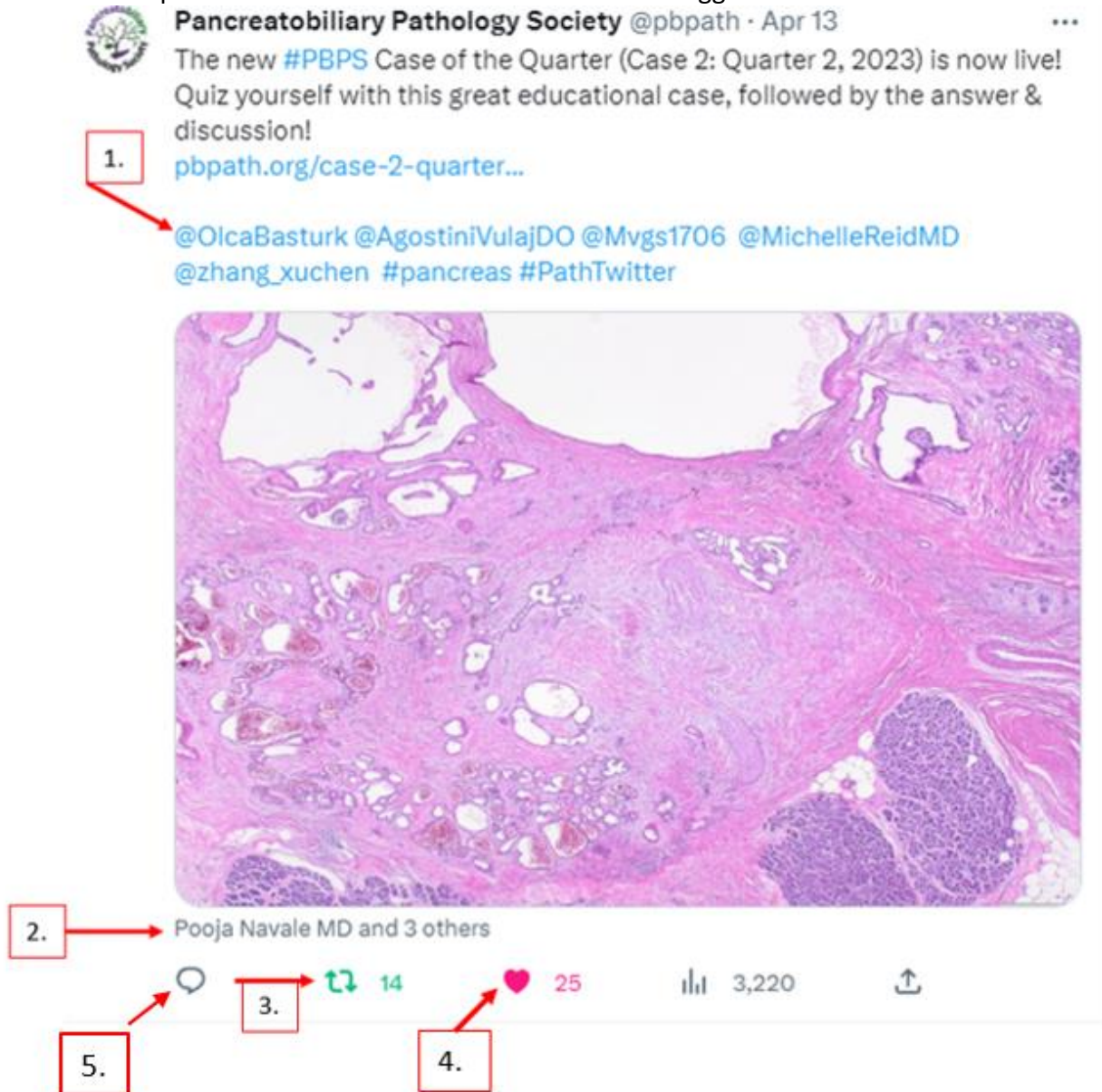


Figure Legend: A) Arrow 1. Demonstrates members directly mentioned in the tweet; Arrow 2. Demonstrates other members tagged in the photo associated with this tweet; Arrow 3. Demonstrates the ‘Retweet’ button;

Arrow 4. Demonstrates the 'like' button; Arrow 5. Demonstrates the speech bubble whereby you can directly comment/respond to the tweet to help boost engagement!

B. Example of Tweet without a photo (tagging not possible), thus pertinent members mentioned in a follow up Thread tweet



Figure Legend: B) Arrow 1. Demonstrates members directly mentioned in the tweet; Arrow 2. Demonstrates a new thread associated with the tweet mentioning other members; Arrow 3. Demonstrates the 'Retweet' button; Arrow 4. Demonstrates the 'like' button