



# Social Media Toolkit for ASE 2019 Attendees

Thank you for joining us at the 30th Annual ASE Scientific Sessions.

The role of cardiovascular ultrasound has expanded rapidly and is at the core of modern high-quality healthcare around the world. For this reason, the theme of this year's meeting, "30 years of Innovation" is overarching, highlighting the complementary strengths of cardiovascular ultrasound at the intersection of imaging, physiology, physiopathology, interventional medicine, and surgery.

**New to Social Media?** Look for the attendees with the color ribbons [#ASETwitteratti](#) and/or [ASE Twitter Champion](#) and ask for help!

**Connect with ASE on the following social media channels:**

- Twitter:  
Account: [@ASE360](#)  
Hashtag: #ASE2019
- Facebook: [facebook.com/asecho](https://facebook.com/asecho)  
Hashtag: #ASE2019
- Instagram: [instagram.com/ASE360](https://instagram.com/ASE360)  
Hashtag: #ASE2019

**Ways to engage on social media about ASE 2019:**

1. **Share** the sample messages and graphics, included below, on your social media channels leading up to, and during ASE 2019.
2. **Live tweet** from sessions, meetings, and the Exhibit Hall. Be sure to tag @ASE360 and use the hashtag #ASE2019. You can also retweet @ASE360 or [ASE's Twitter Champions](#).
3. **Post photos** from your talks on Facebook, Twitter, and Instagram. Don't forget to tag @American Society of Echocardiography on Facebook, @ASE360 on Twitter, and @ASE360 on Instagram. You can also like and share ASE's Facebook and Instagram posts with your followers.

We look forward to having you at ASE 2019 and encourage you to use this Social Media Toolkit before and during the meeting as another way to engage with attendees and reach those who are not able to attend. If you have any questions, please contact Arissa Cooper, ASE's Digital Marketing Manager, at [acooper@asecho.org](mailto:acooper@asecho.org).

### **Social Media Policy**

The use of social media at the ASE Scientific Sessions is welcomed, including live tweeting. Sharing photographs, including a single slide from a presentation, on social media is permitted. Please identify the presenter by name and tag in the post. ASE has printed Twitter handles on name badges to encourage engagement. Some presenters may request that photographs of their presentation not be shared. It is the responsibility of the attendee to respect the presenters' request. Use #ASE2019 when posting on social media and be sure to tag @ASE360.

Here are a few examples of things you can post on social media. Be creative and have fun!

### For Facebook:

- I'll be in Portland, June 21-25 for the [tag @American Society of Echocardiography] Scientific Sessions– #ASE2019 is the meeting with the latest information in diagnosis and management of all aspects of cardiovascular disease #SeeYouInPortland Like if you are also attending!
- I'm excited to be a part of the [tag @American Society of Echocardiography] #ASE2019. I'm attending [add Session name] during [include time and date] in [add room number] #SeeYouInPortland
- Attending #ASE2019? Be sure to stop by [add room number] & learn more about [include topics] during [include time and date] [tag @American Society of Echocardiography] #SeeYouInPortland

### ASE 2019 Tweets

- Can't wait to #SeeYouInPortland, June 21-25 for #ASE2019, an educational experience sure to spark the interest of all CV health professionals. Like if you are also attending! @ASE360
- The Exhibit & Poster Hall at #ASE2019 offers unique learning. Chalk Talks with echo experts will take place during breaks @ASE360
- It has been cool and easy to ask questions during sessions #ASE2018 using the ASE Courses App
- The "ASE Courses" app has made navigating #ASE2019 a breeze. You should download it if you haven't already @ASE360
- #ASE2019 something for all #CVUltrasound users. @ASE360

### Graphics for Twitter, Facebook, and Instagram

Feel free to use any of the ASE 2019 graphics to supplement any social media posts you send before or during ASE 2019.





# THANK YOU ASE TWITTER CHAMPIONS

#ASE2019

Follow our ASE Twitter Champions as they provide LIVE UPDATES from the 11 Tracks at this year's Scientific Sessions. You can "attend" multiple sessions in real time using Twitter!

## 1 CIRCULATION

#ASECirculation

@AmerJohri

@DrMalissaWood

## 2 EARLY CAREER

#ASEEarlyCareer

@AkhilNarangMD

@LucySafi

## 3 IMAGING ESSENTIALS

#ASEEssentials

@BonitaEcho

@DDefariaYeh

## 4 INNOVATION/TECHNOLOGY

#ASEIT

@PPSengupta1

@Sugeng\_Lissa

## 5 ISCHEMIA

#ASEIschemia

@AllanLKleinMD1

## 6 MYOCARDIUM/ FUNCTION

#ASEFunction

@Onco\_Cardiology

## 7 PEDIATRIC

#ASEPeds

@DrDorfKidsHeart

@MelisWasserman

@ShelbyKuttyMD

## 8 PERIOPERATIVE

#ASEPeriop

@GB\_Mackensen

@NicoA002

## 9 POCUS

#ASEPOCUS

@DRsonosRD

## 10 SPECIAL SESSIONS

#ASESpecialSessions

@SMcCartney31

## 11 VALVES

#ASEValves

@Hahn\_RT

@NadeenFaza

@RajDoc2005

@TiffChenMD

# ASE 2019

# 30

## YEARS OF INNOVATION

### CHAMPIONS-AT-LARGE

#ASE2019

@Ash71US

@DavidWienerMD

@DocStrom

@ErinMichos

@GWhalleyPhD

@HeartDocSharon

@IAmRitu

@PPibarat

