

ATS-branded Social Media (SM) Account Requirements

The ATS has an active social media presence on six platforms (Facebook, X, Instagram, YouTube, DocMatter and LinkedIn). The Society's followers rely on the ATS for credible, science-based information on a wide array of lung-related health issues, including research, education, patient care, and policy. As such, it is critical that the ATS-branded presence on all social media platforms convey a professional tone and abide by clear standards.

In addition to the main ATS accounts, members and staff from time-to-time express interest in establishing ATS-affiliated social media channels to support activities within assemblies, committees, and other formally-recognized entities within the Society to more directly communicate with a broader community with similar interests.

The following guidelines must be followed when establishing these ATS-affiliated social media channels.

Social media accounts must meet the following requirements:

- Only permanent groups of the society such as assemblies and sections can establish social media accounts. Interest groups, working groups and other sub-assembly entities must use their parent assembly social media accounts to promote their activities. Private groups may be set up by the ATS staff for LinkedIn and DocMatter.
- The ATS Managing Director, Marketing and Communications (KevinTuerff, ktuerff@thoracic.org) must be informed prior to the establishment of new social media accounts.
- Only active ATS members will be allowed to establish and administer ATS-branded SM accounts.
- ATS-branded SM accounts must be active, as defined below:
 - Facebook page: two to four posts per week
 - Facebook group: two to four posts per week
 - X: More than one tweet per day, every day. Preferably three to four per day
 - LinkedIn group: two to four posts per week
 - Instagram: there is and will be only one ATS-branded account
- Only thoracic.org email addresses are to be used for ATS-branded SM accounts. The email and password, along with the names and contact information of the members running the account, must be shared with the ATS Managing Director, Marketing and Communications.
- ATS-branded accounts cannot post positions that are in conflict with official ATS positions or engage online in any behavior that would not be acceptable in the ATS community. These accounts cannot be used to convey personal opinions.
- Official ATS positions include:
 - Anti-tobacco and anti-vaping.
 - Pro-regulation of tobacco and vaping.
 - FDA should ban the use of candy flavors in tobacco products.
 - Legal age to use tobacco products should be 21.
 - Health care is a human right.
 - Science should form the foundation of public policy decisions.
 - Federal standards need to be raised to improve air quality.
 - Climate change is real and government actions are needed to help address it.

- Funding for the FDA and the CDC should be increased and the agencies depoliticized.
- ATS-branded accounts cannot post sales promotions for products.
- ATS-branded accounts cannot give clinical advice.

Contact the ATS Managing Director, Marketing and Communications (KevinTuerff, ktuerff@thoracic.org) for guidance on specific issues.

Questions to ask when planning to establish an ATS-affiliated presence on social media

1. Will I/the team be able to maintain a minimum level of activity?

Social media platforms require a consistent level of activity to prosper and grow. Planning calendars and scheduling websites can be used to foster consistent posting.

2. Will content I am interested in posting get more exposure on an ATS account already in existence?

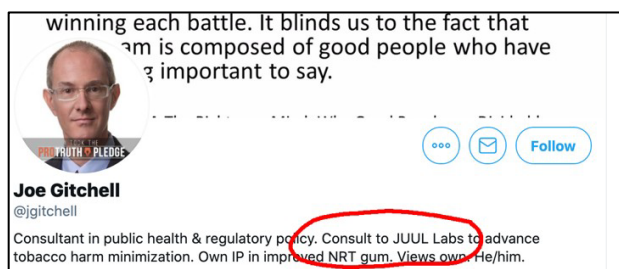
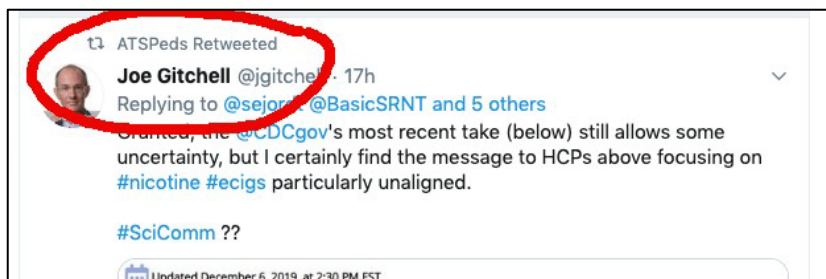
The ATS has robust social media accounts on Facebook, X, LinkedIn, Instagram, and YouTube, in addition to X accounts for the ATS journals, Early Career Professionals, and a main Assembly account. One of these may be appropriate for your post, and because they are already established, will result in greater exposure. To learn more about these options, contact the ATS Managing Director, Marketing and Communications.

3. Will I/the team be able to maintain an appropriate ATS voice? Will we be able to vet any persons we want to repost?

ATS-branded accounts cannot post positions that differ from ATS official positions or engage online in any behavior that would not be acceptable in the ATS community. These accounts cannot be used to convey personal opinions.

When reposting or liking other posts, please be aware that reposts imply agreement with the post. Do not use an ATS-branded account to post controversial posts, or posts negatively commenting on ATS policy or statements.

Example:



When reviewing commentary by a third party and evaluating whether or not to endorse it, keep in mind that names can be misleading. For example, Smokefreeworld.org is a website that promotes e-cigarettes as a means for quitting smoking tobacco. That is contrary to the ATS stance and should not be promoted by any ATS-branded account.

4. Will this account be supported after I/the team moves on to other things?

When creating an ATS-affiliated social media account, the individual/group involved must recognize that it must be maintained into the future. Plans must be made to maintain such an account if leadership changes. If new leadership is not interested in supporting the account, see Q2.