The status update

A status update allows you to communicate anything you deem important at a particular moment in time. On Facebook, a status update allows you to spread what you deem shareable with your Facebook friends. Through a status update you can communicate your present activity or whereabouts using the check-in feature; post a link to an interesting article or site; share gifs, photos and videos; create a poll, broadcast live and more.

You can create a status update by either navigating to your News Feed or from the top of your Timeline.

How to enhance your status

Remove links from your status updates: Keep your status short and sweet by removing the long URL you're sharing from the text of your post after the link previews and before you publish. Your update real estate is precious, and you want to make sure your words aren't overpowered by a lengthy link. Any user can click on the generated thumbnail or title for that URL to navigate to the site you're linking to, so there's no need to include it in the copy of your post as well.

Tagging: Facebook tagging allows you to mention and directly link to other Facebook users, whether in photos, status updates, check-ins or comments.

The tagging tool fosters conversation and creates additional connections among users. To tag someone, begin by typing the @ symbol followed by the individual's name—Facebook will then autofill with friend suggestions for easier tagging.

Make it visual: Adding a photo or video to your Facebook status is a surefire way to increase engagement and get people interested in what you have to say. When in doubt, add a visual element to your status.

> **Pro tip:** For best results, hold your camera horizontally when taking pictures or shooting videos that you'd like to post on Facebook (or Twitter)! Also, take pictures of people engaged in an activity or conversation. No one wants to see a picture of the back of people's heads.

Make your status updates public: In order to ensure you get your most important messages across, make your status updates public. This gives everyone with a Facebook account the ability to see your messages and, in turn, increases the discoverability and shareability of your communications.

> **Note:** You'll find an audience selector tool most places you share status updates (i.e., News Feed and Timeline). Simply click the tool from the drop-down menu and select who you want to see your post. For AMA efforts, we recommend going "Public."

What is a hashtag?

hashtag: A word or phrase preceded by a pound symbol (#) used within a post on social media to identify a topic or keyword and facilitate a search for it.

Whenever a social media user includes a hashtag in their message, it can become indexed and discoverable on the social network by other users. When users click on a hashtag, they are directed to a page that aggregates use of the hashtag in real-time. This gives users access to other ongoing conversations surrounding the topic in question.

Including a hashtag in a post is as easy as typing a hash mark or pound sign (#) before a word or phrase (without spaces or punctuation). Hashtags are not case sensitive. The most important thing is to include the pound/hash sign!

Remember, the primary functions of a hashtag are categorization and discoverability. If your account is public, anyone on the social network can find your post when searching the hashtag. Likewise, to ensure that other accounts can see your message, make your Facebook account(s) public.

> **Note:** In order to make your Facebook profile public, go to your privacy settings and under "Who can see my future posts?", choose "Public". All your posts will then default to Public (visible to everyone) until you change the setting there or from the "Share" box when you share an update.

When to use #MembersMoveMedicine in social media posts

Members are at the heart of the AMA. They play critical roles in our advocacy and outreach, and work tirelessly to keep America's patients healthy. That's why we're shining a deserved spotlight on our members through our Membership Moves Medicine™ campaign.

Throughout the campaign we'll be taking to social media to honor phenomenal physicians and chronicling their achievements using **#MembersMoveMedicine.** That's where you come in! Join us in recognizing the members of our AMA community by including our campaign hashtag in your social media posts. Below are a few pointers to get you started.

This is not an exhaustive list of opportunities to use the hashtag. So, get creative!

Use the hashtag when:
  • Sharing a great quote or sound bite from an AMA member's presentation or conference session
  • Posting a group photo of members along with a brief description of why they're gathered, their achievements, etc.
  • Posting an interesting statistic or factoid from AMA history
  • Discussing the future of medical education
  • Advocating for the preservation of insurance coverage for millions of patients
  • Sharing a #ThrowbackThursday post from the AMA archives

Find the AMA on Facebook:
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American Medical Association—Medical Students
American Medical Association—Residents & Fellows