



AAEM Section Marketing and Social Media Toolkit

AAEM staff is looking forward to providing marketing support for your section! We've put together a toolkit that has everything you need to know.

What's Included

Section Events & Activities Marketing	2
Planning Timelines	2
✓ Section Leaders: Pre-Promotion Checklist	2
✓ Staff: Pre-Promotion Checklist	3
Promotion Channels	3
Social Media Ideas	4
How You Can Boost Promotions	5
Social Media	5
What AAEM Can Post	5
What AAEM Cannot Post	6
Timelines Needed	6
Best Practices	6
Posting on Your Personal Social Media Channels	7
How to Request a Social Media Post	7
Graphics Needed	7
Podcast	8
✓ Staff: Podcast Checklist	8
Newsletters	8
✓ Section Leaders: Newsletter Checklist	8
✓ Staff: Newsletter Checklist	9
Videos	9
Past Webinars	9
✓ Section Leader: Video Checklist	9
✓ Staff: Video Checklist	9
AAEM Staff Contact Information	10
Communications Department	10
Section Staff Liaisons	10

Section Events & Activities Marketing

Planning Timelines

New One-Time Webinar or New Webinar Series: For a new one-time webinar or webinar series, staff need six weeks' minimum advance notice to adequately promote it. Staff may not be able to accommodate requests with incomplete information, changes and/or less than four weeks' notice.

In-person or CME event: For a larger event or an event with CME, staff need five months' minimum advance notice including a [CME application](#) that must be submitted by the leader and approved by the AAEM ACCME Work Group. Staff may not be able to accommodate requests with less than five months' minimum advance notice. CME cannot be provided for webinars scheduled in less than three months.

Webinars Part of an Ongoing Series: AAEM recommends that you plan the webinar dates and topics in your series at least three to six months in advance. Webinar topics, descriptions, and speakers need to be finalized no later than four weeks in advance to adequately promote it. Your staff liaison will provide a webinar planning worksheet to assist in planning. CME may be requested for a webinar series as long as a minimum of six sessions are submitted with specific date, topic and speaker names and within the five month application process timeline.

Recurring Events or Activities: For annual or recurring events throughout the year, please follow the guidelines above, and plan to touch base with the Communications Department at least 1-2x a year so we can see what's working, how we can improve, and make changes if needed.

✓ Section Leaders: Pre-Promotion Checklist

Before AAEM staff can begin to promote your event, here's what needs to be completed by the leader of the event or activity:

- Finalize all logistics (date, time, format/location, price, target audience, audience size, and if CME is available) with your staff liaison
- Determine if this is a one-time event or if it should be set up as a recurring webinar. If it's a recurring webinar, we request that you plan out the dates and topics for the next 3-4 months if possible.
- Work with your staff liaison to set up a marketing planning call with the Senior Communications & Membership Manager, [Sarah Jeziorski](#), to discuss marketing your event. Be prepared to answer these questions on the call. The communications team will use your answers to draft a description and graphics.
 - If this is not a new event, be prepared to review prior marketing materials, which will be sent in advance of the meeting.
 - What is the purpose of the event or series?
 - What is the format of the event? Will there be a lecture, time for Q&A, and networking?

- Who is the target audience (like attendings, residents, and medical students)? If there are multiple audiences, is there a specific audience that is more likely to attend? Will the different audiences have different motives for attending?
- Why should people attend your event? What are the learning objectives or outcomes you are hoping attendees will walk away with?
- Are there any recent events, publications, etc. that influenced your decision to host this event? (This might not be applicable, but if it was sparked by anything recent we'd like to call out why this event is timely and relevant.)
- Do you have any preferences for the look and feel of graphics? Any imagery we should use or stay away from?
- Do you have any ideas for marketing the event or activity? Do you have any hashtags or accounts you'd like us to tag on social media when sharing?
- Review the draft description and please let us know if there are any inaccuracies or if you have feedback on the graphics provided. (Response is requested within three days or it is assumed that it is approved to move forward with)
- If you would like speaker graphics, please send all speaker headshots to your staff liaison ideally four weeks before the event and no later than two weeks. If speakers are changed after the graphics are created, we may not be able to accommodate graphic changes.
- Once the graphics and description are finalized, post on MyAAEM and share the materials with the other leaders to start promoting!

✓ Staff: Pre-Promotion Checklist

After the marketing planning call, below are staff's deliverables to you:

- Create the event or activity description and design graphics (two weeks turn around)
- Outline where you can expect to see your event or activity, promoted the frequency of promotions by AAEM or AAEM/RSA, and timeframe. (Staff cannot guarantee exact dates when something will be shared due to last minute changes in the schedule.)
- Share the draft description and graphics with the leader for feedback and approval
- Finalize draft description and graphics if edits are needed
- Create any other graphics or flyers discussed and share them with you
- Post the description and graphic on website
- Follow up on any other deliverables discussed in the marketing planning call
- Begin promoting your event

Promotion Channels

AAEM has many channels to share your event and activity. In your marketing planning call, we can discuss the appropriate channels and promotion plan based on your target audience.

Insights: AAEM's weekly e-newsletter goes to current, lapsed, and non-AAEM and AAEM/RSA members.

Email blasts: We can send targeted emails to your section's membership. Email blast availability is limited due to the overarching AAEM and AAEM/RSA email calendar.

Social media: AAEM is active on [Twitter](#), [Instagram](#), [LinkedIn](#), and [Facebook](#). AAEM/RSA is active on [Twitter](#), [Instagram](#), and [Facebook](#). If you are posting on your own account about an event or activity, we encourage you to tag @aaeminfo or @aaemrsa so we can like or share your tweet or post!

YouTube: AAEM and AAEM/RSA share videos and past webinar recordings on our YouTube Channels.

Podcasts: AAEM and AAEM/RSA have two active podcasts (Women's Wisdom and AAEM/RSA Podcast) that are posted on the website, Apple Podcasts, and Google Podcasts.

Website: Each section has dedicated page(s) on the AAEM website under: aaem.org/get-involved/sections

Common Sense: AAEM's bi-monthly newsletter. In addition to member articles, there may be advertising space available. (Ad space is not guaranteed. Subject to availability and staff discretion.)

MyAAEM: Your staff liaison will post the event or activity in MyAAEM. We highly encourage you to engage with the post and create your own.

Social Media Ideas

In addition to AAEM national's events and activities, we have 30+ committees, 6 sections, and 13 chapter divisions. To make your event stand out, we recommend working with the Communications Department to get information as far in advance as possible and think about how we can creatively promote your event.

Here are a few social media ideas that the Communications Department can help put together:

- **Speaker graphics:** graphics with the speaker's photos on it
- **Videos (such as for Instagram Stories or Reels):** either film yourself or ask another leader or the speaker(s) to film a short video (30 seconds or less) about what they are looking forward to or a short teaser. Staff can provide further instructions upon request.
- **Infographics:** are there any infographics that would be relevant to share or create? AAEM staff must be made aware of any source that needs to be cited or permissions needed.
- **Puns/Wordplay:** are there any puns or wordplay that would be appropriate to use for the social media description?
- **Memes:** are there any memes that would be relevant and appropriate to share? Staff can help create memes.
- **Twitter or Instagram Take Over:** during the event have an appointed person asking questions or sharing takeaways or photos from the event. Staff need at least two weeks to plan.
- **Teasers:** ask your speaker to provide 1-3 facts, statistics, or talking points that we can use to generate interest/discussion

- **Photos from the event:** follow-up post with photos and include a link to register for the next event if appropriate.
- **Post a snippet of the event recording:** let staff know the time when someone said something and we can cut it out for social media. We can direct people to watch the full recording or encourage them to sign up for the next event.

Staff may need between 1-2 weeks to turn additional graphics and videos around.

How You Can Boost Promotions

You are the best promoter of your event or activity! You know why your event or activity is important, and the chances are, you know people who would find this event or activity relevant to them.

Here are easy ways you can promote alongside of AAEM's efforts:

- Follow AAEM and AAEM/RSA on Facebook, Instagram, Twitter, and LinkedIn at @AAEMinfo and @AAEMRSA, so you can like and share the posts easily with your followers and connections.
- Share the social media graphics and text on your personal social media account, encouraging others to join you.
- Post about the event or activity in MyAAEM.
- Send the graphics to the speakers, other leaders, or attendees to share too.
- Forward an event promotion email to your colleagues or professional contacts.

Social Media

Social media is a great way to generate awareness and engagement with your section throughout the year! AAEM's social media policy states that sections cannot have their own social media channels. However, we are happy to post content on behalf of your section on AAEM's or AAEM/RSA's social media channels.

Social media content shared on AAEM or AAEM/RSA's accounts should be relevant or applicable to a wider audience beyond section members. If it's a section members only event or activity, then most likely it would not be appropriate to share on national channels.

Staff plan the marketing calendar by the week, month, and year. They also monitor the quality and performance of posts to see what performs well and check to make sure it meets all branding requirements and falls within AAEM's mission. For those reasons, staff have final discretion on what is shared and the timeframe for posting. If you have any questions or concerns, please email Sarah Jeziorski, AAEM Senior Communications and Membership Manager, at sjeziorski@aaem.org.

What AAEM Can Post

Here are a few ideas of what staff can share on AAEM's or AAEM/RSA's channels:

- Educational content that your section is working on (Should be relevant/applicable to a wider audience beyond section members)
- Ask the expert (Q&A session with your section's appointed person)
- Section photo(s) from your events or activities
- Campaigns or holidays relevant to your section (Past examples: WiEM-AAEM led a Women's History Month Campaign, JEDI-AAEM led a Black History Month Campaign, Wellness Committee does a National Physician Suicide Awareness Day Takeover)

What AAEM Cannot Post

- Anything that does not align with [AAEM's mission](#) and [values](#).
- Anything that does not align with [AAEM's Social Media Policy](#).
- Events and opportunities hosted by other organizations without approval by the Education Committee. Please complete the [Recommended Conference Application](#) or contact info@aaem.org for questions.
- Posts that are only relevant to a small audience. For example, "join us for our next council meeting" would not be shared because that would only be relevant to your section or section leadership.

Timelines Needed

Below are the timeframes that are needed for requesting a post. Due to the nature of social media, we understand that there may be times when something comes up unexpectedly. Staff will do their best to accommodate.

Posts related to a section event or activity: Posts will be discussed in the marketing planning call so you do not need to put in additional requests for posts. Please email Josh Klimek, AAEM's Website and Digital Content Manager, at jklimek@aaem.org if you have additional ideas outside of what was discussed.

One-time post: We ask that you put in a request one to two weeks in advance. Even if you don't have all the information yet, please let us know so we can hold space on the calendar for it.

Campaign: If you are wanting to do a week or month-long campaign for something like Women's History Month, please put in a request no later than 4 weeks in advance. We may request a planning call.

Twitter or Instagram Takeover: Please put in the request no later than two weeks in advance.

Urgent Request: If there is something that you would like shared last minute, with less than 48 hours advance notice from when it needs to be posted, please complete the Social Media Request Form and then email [Josh Klimek](mailto:jklimek@aaem.org) and your staff liaison. After business hours and weekend requests are not monitored.

Best Practices

- Make it interesting, relevant, and timely
- Include a link to learn more if appropriate

- Include a photo or infographic when appropriate. Please ensure we have permission to share it or send the appropriate source to cite. By sending it to us, you are implying that you have the authorization to give AAEM permission to share it.
- Include appropriate hashtags and tag people, organizations, and accounts to increase the post's potential reach.

Posting on Your Personal Social Media Channels

We encourage you to share your section's upcoming events and activities on your personal social media channels to promote alongside AAEM's efforts!

Do's:

- Follow AAEM's Social Media Policy
- Tag @aaeminfo and/or @aaemrsa so we will get a notification and can like, share, or comment on your post.
 - If your post is relevant to attendings only, we recommend that you tag @aaeminfo. If your post is relevant to residents or students only, we recommend that you tag @aaemrsa. If your post is relevant to everyone, please tag both accounts.

How to Request a Social Media Post

If you have something you would like shared on AAEM or AAEM/RSA's social media channels, please complete the form below.

For events, activities, and promotions that you've already met with the communication's team about, you do not need to use this form. Please email AAEM's Website and Digital Content Manager, Josh Klimek, at jklimek@aaem.org.

[Social Media Post Request Form](#)

If you have any issues completing the form or have questions, please email jklimek@aaem.org.

Graphics Needed

If you would like a graphic to go with your social media post but you don't have one created, please email [Josh Klimek](mailto:Josh.Klimek) about your idea and what you would like included.

Staff may need 1-2 weeks to create a graphic.

Podcast

If you are interested in starting a podcast for your section, please reach out to AAEM's Website and Digital Content Manager, Josh Klimek, at jklimek@aaem.org to set up a time to discuss.

Due to the staff time it takes to set up a podcast, we require a minimum commitment of one year and a minimum of 1 episode published per month.

✓ Staff: Podcast Checklist

After the meeting, if you choose to move forward, staff will provide:

- Instructions for episode recordings
- Timeframes and processes needed to publish your episode
- A general podcast description and graphics to promote your podcast
- An annual invitation to record episodes onsite at Scientific Assembly

Newsletters

If you are interested in starting a section newsletter, work with your Staff Liaison to set up a meeting with the Senior Communications & Membership Manager, Sarah Jeziorski, to discuss the newsletter and the appropriate format of the newsletter.

Be prepared to answer these questions on the call:

- What is the purpose of the newsletter?
- What type of content will be included in the newsletter? (Examples: educational like the [POCUS Report](#) or general section updates like the WiEM-AAEM Newsletter)
- Who will be providing content and responsible for coordinating to ensure all content is delivered on time?
- Frequency of newsletter and timeline for getting content to staff

✓ Section Leaders: Newsletter Checklist

- Decide on the content to be included in the newsletter
- Coordinate the collection of content among yourselves
- Provide all copy editing for content. Please check for typos, clarity, and formatting consistency.
- Send finalized content to the designated staff person.
- Communicate with staff if you need additional graphics or support

✓ Staff: Newsletter Checklist

After the meeting, if you choose to move forward, staff will provide:

- Instructions for sending content to staff, including the format that your newsletter will be share in (email, pdf, website)
- Timeframes needed for staff to put together newsletter based on discussion (probably 1-2 weeks depending on the amount of content to be included)
- Processes needed to publish the newsletter
- Staff will check that branding requirements are met and content aligns with AAEM's mission
- Follow up on any additional deliverables discussed in meeting

Videos

If you have ideas for a video series, please work with your staff liaison to set up a time to meet with [Josh Klimek](#) to discuss your idea and the appropriate audience and platform for the videos.

Past Webinars

All free, non-CME recorded webinars will be posted on a YouTube playlist with other videos from the series or from your section.

✓ Section Leader: Video Checklist

- Set up a time to meet with [Josh Klimek](#)
- Create your own script for the video
- Meet any requirements such as length, format, or content as discussed
- Record the video yourself or coordinate times with whoever will be recording the video

✓ Staff: Video Checklist

After the meeting, you will receive:

- Instructions on recording
- Editing expectations and if any editing will be provided
- Processes needed to publish the video
- Follow up on any additional deliverables discussed in meeting
- Publish video (1-2 weeks turnaround)

AAEM Staff Contact Information

Communications Department

Sarah Jeziorski, MS

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Josh Klimek

Website and Digital Content Manager

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Section Staff Liaisons

Kathy Uy, MS CMP DES

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