

CIRSE social media takeover guidelines

Duration

Your takeover of the CIRSE social media channels will be for the duration of your assigned week, from Monday until Friday. Please note that during your takeover, the CIRSE Communications Department will also publish posts on events and society-related issues in addition to your posts.

Post content

How to post

You are encouraged to submit any posts you have planned prior to your takeover week to the Communications Office in advance, such as cases, articles, guidelines, or other scientific content you would like to share.

You will be added to a WhatsApp group before your takeover week. Please send all your spontaneous posts and images to this group, and the CIRSE Communications Office will post the content to the various channels accordingly, during your week. You are encouraged to post about your daily work life, your hospital workflow, or anything else that might be of interest to your peers. If you prefer to send your posts by email, please send them to communications@cirse.org.

Please note that the WhatsApp group and email inbox will only be monitored during CIRSE work hours (Monday–Thursday 9:00–17:30 CET, Friday 9:00–14:30 CET). The CIRSE Communications Department will post your content during office hours.

Getting started

At the beginning of the week, the CIRSE Communications Department will share a post introducing you as the physician taking over the account for the week. For that purpose, please submit a portrait photo to communications@cirse.org and an introduction of yourself. In your first post/tweet, make clear that it is you posting from now on. You can start your post along the lines of :

⇒ Hi everybody! I'm excited to take over the CIRSE social media for this week, while I show you a week in the life of a ... at ... hospital.

Please send the posts you plan to share on the Monday of your takeover, including your introduction post, the Friday prior to the takeover. This way, in case you get caught up with work-related issues, the first day has already been pre-arranged.

What to post

During your takeover of CIRSE's Facebook, X (Twitter) and LinkedIn accounts, make sure you can

- provide the audience with a feel for what your daily schedule is like
- offer tips and tricks on anything related to your daily practice
- introduce/thank/highlight staff members supporting your work
- try to generate a conversation with one or two of your posts
- try to encourage readers to attend an upcoming conference (ECIO, ET, CIRSE) with one or two of your posts; this can be by a call to action, linking a case to a particular session, etc.

We ask you to try to post a minimum of 10 posts across the week and a maximum of 15 posts for the whole week.

All posts must have all patient identifiers removed. If a case is unusual enough to easily identify the patient, you must get explicit consent from the patient prior to posting.

X (Twitter) has a 280-character limit, so longer posts may be split up into a tweet thread. Please label your images in the order they should appear (e.g., Image 1, Image 2) so that the CIRSE Communications team knows which images to match with which part of the case.

Theme days

We encourage you to participate in two theme days during the takeover: Clinical IR Tuesday (#IRgoingClinical) and #TraineeThursday.

If you plan to post about your clinical services with patients, it would be ideal to schedule those posts on Tuesday to align with our clinical services in IR social media campaign. This can be regarding outpatient meetings, performing ward rounds, etc.

For Thursday's posts, we encourage you to highlight the trainees or residents on your team. You can do this by either allowing a trainee to share a case they contributed to or by posting about clinical practice from their perspective. Alternatively, you can share insights about how you work and teach trainees in your facility.

What not to post

Please make sure that your posts are always appropriate and

- do not contain any profanities
- do not offer political or religious views
- do not discredit colleagues or specific products
- do not overtly promote one particular named product or industry partner over another
- do not overtly promote other journals or congresses

The CIRSE Communications Department possesses the authority to determine the permissibility of online content for posting.

Hashtags

In order to make sure the audience knows that your post is part of a takeover, the hashtag #takeover will be added to all your posts/tweets. Please feel free to include any additional hashtags you feel might be helpful for the audience. For anything related to CIRSE's activities, we recommend the following hashtags:

#CIRSEsociety

#CIRSE2026

#ECIO2026

#ICCIR2027

#ET2026

#CIRSEacademy

#CIRSElibrary

#IRinnovation

#IReducation

#IRad

#interventionalradiology

#interventionaloncology

Tagging people

Another good method to increase visibility on X (Twitter) and LinkedIn is to tag healthcare professionals who might be especially interested in your post and share it with their audience. Remember that you can tag up to 10 people in a tweet, including a photo, without losing any of the 140 characters at your disposal. Please double-check your tagging, especially with colleagues. Please note that only pages, but not individual profiles can be tagged on Facebook.

Added links

When adding links to your post, a URL shortener will be used to avoid unnecessarily wasting character count. This is why the URL you have sent to be added to your post might look different when posted.

Emojis

Please feel free to include emojis in your posts. As always, keep it classy and professional.

Graphics/photos

Including visual material in your posts is recommended, as it will increase their visibility and garner more interest. Please send all pictures together with the text you would like to share to the aforementioned WhatsApp group or by email.

ENJOY YOUR TAKEOVER! 😊