



OCTOBER 2024 SOCIAL MEDIA TIPS

Thank you for being a valued member of SBI! This sheet outlines how you can support SBI social media initiatives for the month of October 2024.

CREATE CONTENT

Create short video responses by **Sunday, October 13**. Here are a few possible prompts to help brainstorm.

1. What do breast radiologists do?
2. Dispel 3 myths about breast health.
3. What do breast radiologists want patients to know?
4. Why is breast cancer awareness month important to you?
5. What are 3 things everyone should know about breast cancer awareness month?
6. How do breast radiologists advocate for patients?
7. What local initiatives are you taking part in for BCAM?

Upload recorded video responses [here](#).

CONTENT FILMING APPS

Use these apps to help with filming and editing:

- [Canva](#) - use Canva to record yourself by going to uploads > record yourself in a new project. Edit the background, size and shape of your recorded video after you've capture the perfect shot.
- [VN](#) - use VN to stitch together multiple shots or add text to your video.
- [CapCut](#) - use CapCut to find trending templates and edit videos you have already captured.

TIPS & TRICKS

For the most effective content, we recommend:

- Including a hook in the first 3 seconds of the video (i.e. I'm busting myths about breast health, 3 things you need to know about breast cancer awareness month, etc.).
- Recording for 90 seconds and no longer than 3 minutes.
- Being yourself! Users want authenticity so don't stress too much about a super professional setting, clothing or atmosphere. Show up as you are.

SBI SOCIAL PRIORITIES FOR OCTOBER

For the month of October, you can expect the following to be promoted across the SBI channels:

- Breast Cancer Awareness Month
- #endtheconfusion
- #40AndForward
- Symposium call for presentations and registration opening
- Membership renewal
- eLearning October webinar and sale on full webinar collection during month of October
- SBI podcast
- SBI Newsletter articles
- JBI content

HOW TO ENGAGE

SBI content performs better when more people engage, be sure to:

- Like
- Comment
- Share