



AUSTRALASIAN COLLEGE  
OF SPORT AND EXERCISE  
**PHYSICIANS**

# 2024 SMA & ACSEP CONFERENCE

16-19 October 2024 | MCG

## SOCIAL MEDIA GUIDELINES

[#SMAACSEP2024](#)



## INTRODUCTION

The 2024 SMA & ACSEP Conference Committee believes that good science communication is about sharing. Therefore, we recognise the importance and benefits of communicating the latest research findings through social media.

Through our various social media platforms, we aim to increase the speed and knowledge translation, provide 24/7 connectivity and foster a desire for two-way conversation. We also encourage participants to use social media to discuss topics addressed at the Conference, stimulate new ideas and inform others who are unable to attend the Conference.

For social media conversation to be an enjoyable experience for all interested parties, certain basic rules should be respected. These rules are described in this document.

## BE RESPECTFUL OF SPEAKERS AND OTHER PARTICIPANTS

Always respect the dignity and privacy of colleagues. Harassing, intimidating, offensive, abusive, threatening, menacing or hostile content communicated during the Conference will not be tolerated.

Participants are permitted to take photographs at the Conference for non-commercial purposes only. Data related to others, including, but not limited to, personal details and pictures, should only be posted with that party's consent. Photographs at public events, in public areas are admissible.

Please ensure that your online communications reflect openness, responsiveness, integrity and optimism. Attendees use social media under their own responsibility.

## NO RECORDING OR LIVESTREAMING WITHOUT AUTHORISATION

Delegates must not record or reproduce audio, video or live broadcasting (e.g., applications like Instagram/Facebook Live or TikTok) any content presented at the Conference unless written permission from the Conference Chairs has been provided. Collecting or distributing this content without permission is strictly prohibited.

## RESPECT THE SPEAKERS AND DO NOT SHARE CERTAIN CONTENT ONLINE

During the Conference, many of our speakers are likely to present exciting, novel research that is not yet published. We respect the speakers' right to explicitly request that certain presentations, slides, or findings be left out of the social media conversation and this must be respected by all delegates.

The following icon indicates material that must not be distributed on social media.



## FOLLOW US AND USE THE CONFERENCE'S OFFICIAL HASHTAG

We encourage all delegates to interact on social media by:

- Using the Conference hashtag **#SMAACSEP2024** across social media.
- Following/Liking SMA and ACSEP across various social media platforms to see the latest updates and join the conversation.
  - **X**
    - @SMA\_News
    - @ACSEP\_
  - **Instagram**
    - @sports\_medicine\_australia
    - @acsep\_
  - **Facebook**
    - @sportsmedicineaustralia
    - @theACSEP
  - **LinkedIn**
    - @sports-medicine-australia
    - @acsepsem

Please note that the 2024 SMA & ACSEP Conference social media campaign is based on X, Facebook, Instagram and LinkedIn. Please follow #SMAACSEP2024 for more information.

Kind regards,

**Dr Luke Kelly, Dr Ebonie Rio, Dr Laura Lallenec and Dr Liam West**

Co-Chairs, on behalf of the 2024 SMA & ACSEP Conference Committee