

# FWATA Social Media

The Far West Athletic Trainer's Association has fully embraced social media as a way to not only reach out to Athletic Trainers, but also to connect with the stakeholder's of the athletic training profession. You can do your part by getting involved with the following avenues of communication. See where you could get started in your own personal social media or as an organization.



**Access:** [www.twitter.com](http://www.twitter.com)

**Search:** @FWATAD8

**To Do:** Following FWATAD8 on Twitter will give you instant updates on District News, and things happening in the AT world. 'Mention' FWATA using @FWATAD8 anytime that you are doing something as a representative of FWATA or want to share something with the district. (i.e. @FWATAD8 our student's held a "get to know your ATC day" and we had a great turnout!)

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**Access:** [www.facebook.com](http://www.facebook.com)

**Search:** Far West Athletic Trainers' Association

**To Do:** Liking the FWATA Facebook Page will give you instant updates. You can even post your own messages, updates, and stories to the wall! If you plan on attending a meeting, hosting an event, or know of an event to share with the district you can let people know by posting here. You can even tag friends in your posts. Facebook has also embraced the use of the hashtag for posts.

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**Access:** Download the Instagram app on your smartphone

**Search:** FWATAD8 and choose to follow

**To Do:** Take pictures while at a conference, an event, or during a lecture and 'mention' @FWATAD8. It's a way for you want to share any picture you want with FWATA and attach a short blurb about it. You can also use hashtags to create a trend that relates to that conference, event, or lecture. Doing this allows all users to view all picture related to that hashtag or trend.

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**Access:** [www.linkedin.com](http://www.linkedin.com)

**Search:** Far West Athletic Trainers' Association

**To Do:** Connecting with the FWATA LinkedIn page will open doors to more connections and create a networking opportunity with others in the district and possibly beyond.

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## Definitions

**#** - The hashtag is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. The # is used immediately before a word that you want to emphasize. If enough people use the # in front of a word or saying, it will "trend". Use the # when on Twitter, Instagram, and Facebook.

**@** - The @ symbol is used to mention a person or an account. When you mention someone on Twitter, you either click 'reply' on their tweet or you open their profile and write your tweet in the box provided. You can also simply mention your tweet with '@username'. Use @ while on twitter or Instagram. Example: @FWATAD8 that keynote at #FWATA2014 was awesome!

**Trend** - Trending occurs when many people use the same word behind a hashtag or around the same time. Trending allows your topic to be popularized.