



## AnatSoc Ambassadors 2024/25 – Terms & Conditions

The Meetings Committee of the Anatomical Society, UK, is inviting applications from two individuals to become '**AnatSoc Ambassadors**', aimed at increasing the visibility and engagement of our Winter and Summer Meetings across social media platforms such as X (formally known as Twitter), Instagram, and if possible, on LinkedIn. Their tweets/posts about the AnatSoc meetings will be retweeted on the @anat\_soc social media accounts. The selected candidates' profiles will be promoted on the @anat\_soc X account and website.

### Role of Ambassadors

- Raise awareness about our meetings by sharing information about its scientific content, keynote speakers, sessions, and any workshops or special events.
- Produce and share content related to the meeting, including anticipatory videos, interviews with speakers or participants, live-tweets or posts during the event, and summaries or highlights of each day's events.
- Engage with participants and encourage interactions among participants.
- If possible, gather feedback from participants during or after the meeting. This could involve conducting short interviews.

### Eligibility Criteria

- Be registered for the AnatSoc Summer Meeting and be present onsite.
- Be willing to tweet/post from your personal social media account.
- Be an active X (formally known as Twitter) user. Other social media activity will be considered a plus
- Experience in reporting on events and/or anatomy on social media
- A motivated member of the Anatomical Society.

### Terms

Upon accepting the role of an AnatSoc Ambassador, the selected candidate commits to:

- Participate in a mandatory training session covering event reporting techniques, adherence to the Anatomical Society's code of conduct and social media guidelines, and the use of appropriate language for professional communication.
- Produce tweets related to either the AnatSoc Winter or Summer Meeting, its scientific content, the AnatSoc networking activities and city in which the meeting is held.
- Each ambassador needs to produce at least 40 tweets in total, with a minimum of 2 tweets per day in the run up to the meeting, starting four weeks prior to the winter or summer meeting start date.
- Each ambassador should re-tweet @anat\_soc posts promoting the Annual Meeting activities; speakers, networking activities, etc. as of four weeks prior to the start date of the winter or summer meeting.
- Each ambassador needs to generate/share/retweet a minimum of 15 tweets per day during the annual meeting.

- Produce one short introduction video/bio of themselves together to be posted on the AnatSoc website and shared on AnatSoc social media platforms.
- Produce at least one anticipatory video for the forthcoming AnatSoc meeting and, if possible, produce interview videos gathering feedback from participants and speakers on the benefits of attending the conference.
- Produce tweets/posts in good faith without any commercial influence.
- Uphold a high standard of communication and content. Offensive language, the spread of rumours, and any form of non-inclusivity are strictly prohibited and will result in exclusion.
- Tweet under their real name using the approved hashtags.
- Share/report on their experience as an ambassador.

As a reward for this role,

- Acquire experience of reporting a Scientific meeting.
- AnatSoc will offer visibility to each of the Ambassadors on the AnatSoc Annual Meeting website. Each Ambassador will have their portrait and brief profile on our website.
- A certificate of recognition will be issued at the end of the summer/winter meeting.
- Free registration to the next AnatSoc Annual Meeting, will be given to those who respect the terms mentioned hereabove.

#### [How to Apply](#)

Applications can only be made via the online form accessible [here](#). The deadline for applications is 16th, November 2024 (23:45 GMT). Applications received after the above deadline will not be considered.

#### [Selection Process](#)

The selection process will be overseen by the Anatomical Society Meetings Committee, adhering to the following steps:

- Initially, committee members will review applications to confirm that all candidates meet the core eligibility criteria.
- Applicants will then be evaluated against a set of scoring criteria to select the most suitable ambassadors. Details can be found in the [application form](#).
- The highest-scoring candidates will be offered the role.
- Successful candidates will be asked to accept their positions. Upon acceptance, they will be announced on the Anatomical Society's social media platforms.

#### [Contact:](#)

For enquires, feel free to contact:

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