

# Press & Social Media Policies for Industry Partners

## Virtual Press Room

ASTRO Corporate Members may share materials with news professionals through our Virtual Press Room. This online resource center will be promoted in emails from ASTRO to reporters covering the Annual Meeting and included in our [press kit](#).

### ***What to Submit***

Press materials that relate to research and/or new products or services in radiation oncology are permitted. Common submission types include press releases, fact sheets and product images. General materials not specifically related to radiation therapy are not permitted, however. As an ASTRO Corporate Member, you may submit up to 10 items.

### ***Submission Checklist***

- ☐ Accepted file formats include PDF documents and image files (e.g., JPG, PNG). Exceptions may be granted for video/interactive materials on request.
- ☐ Include media contact information for reporters on all materials.
- ☐ If referencing a meeting abstract, state that the research is being presented at the American Society for Radiation Oncology (ASTRO) Annual Meeting, spelling out ASTRO's full name on the first mention.
- ☐ If referencing a meeting abstract, also identify the date and time when its embargo will lift. See the "Embargo Policy" section below for more information. Please confirm dates/times with study authors and/or on the [Annual Meeting Portal](#).

### ***How to Submit***

Submit your materials via our [online form](#) **on or before Sunday, September 24, 2023**. We cannot accept submissions or re-submissions after that date.

Submissions will be reviewed by ASTRO's media relations team. Please allow at least two business days for review, and feel free to contact us at [press@astro.org](mailto:press@astro.org) with questions.

We will launch the virtual press room on September 6 and update items on a weekly basis.

## Press Conferences

No outside press conferences are permitted during the official Annual Meeting hours of 7:00 a.m. – 6:15 p.m. Pacific time, Sunday, October 1, 2023 – Wednesday, October 4, 2023.

Organizations planning off-site media activities are encouraged to coordinate with [ASTRO's media relations team](#) to ensure they do not conflict with ASTRO-sponsored activities.

## Press Releases

Curtain-raiser press releases for research presented at the ASTRO Annual Meeting are allowed and encouraged. **Please remember that all results are embargoed until the abstract is presented at the meeting.** Releases sent before the embargo lifts may include the abstract title, authors, presenter and presentation details and other information that is publicly available in the [Annual Meeting Portal](#). The release can also discuss the study design and purpose, but it cannot include any data or results, nor interpretations/ implications derived from those data or results. We are [available](#) to review press releases to ensure they do not violate the embargo.

## Embargo Policy

All abstracts to be presented at the ASTRO Annual Meeting are embargoed until **5:00 p.m. Eastern time on Friday, September 29, 2023**. The embargo for all posters at the meeting will also lift at that time. For abstracts selected for oral presentation, information beyond what is included in the abstract, such as updated or additional results, is embargoed until the date and time of scientific presentation or presentation at an ASTRO news briefing, whichever occurs first. You can check session start times in the [Annual Meeting Portal](#) (all times Pacific).

The full text of the abstracts selected for oral and poster presentation will be available online in the Annual Meeting Portal and MyASTROApp at 5:00 p.m. Eastern time on Friday, September 29, 2023. Abstracts also will be published in the [International Journal of Radiation Oncology • Biology • Physics \(Red Journal\)](#). You can also find this embargo policy [online](#).

## Social Media

We encourage you to follow the meeting hashtag – [#ASTRO23](#) – and engage with us on social media.

ASTRO on social media:

- [X \(Twitter\)](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

RT Answers, ASTRO's patient education program, on social media:

- [X \(Twitter\)](#)
- [Facebook](#)
- [YouTube](#)
- [Instagram](#)

We also maintain a list of common hashtags in radiation oncology conversations [on our website](#).

### ***ASTRO Engagement with Industry Partner Posts***

ASTRO is not able to promote or endorse any Ambassador/Corporate Member announcement or product that would in any way imply an endorsement or promotion of a member's products or services. Please refer to the [ASTRO Conflict of Interest Guidelines](#) for more information.

- ASTRO may post/retweet industry news that mentions an Ambassador/Corporate Member but will do so at its discretion. Any engagement from the @ASTRO\_org social media account is up to the discretion of ASTRO.
- ASTRO cannot and will not directly promote industry partners' press release content on social media. While news articles that result from a press release may be shared on ASTRO's social channels, this does not imply an endorsement or promotion of the content.

### ***Industry-Expert Theater/Industry Satellite Symposium***

Industry partners who sponsor an Industry-Expert Theater/Industry Satellite Symposium at the ASTRO Annual Meeting may submit up to two social media posts to promote their event – one to be posted a week before the event, and one to be posted the day of the event.

- Email draft social media posts to [corporaterelations@astro.org](mailto:corporaterelations@astro.org) **no later than Wednesday, September 13, 2023.**
- The Sponsor should provide specific language, images, appropriate hashtags and any accounts to tag. ASTRO will not craft posts on the Sponsor's behalf. We reserve the right to make modifications to the proposed language to abide by our [Conflict of Interest Guidelines](#).

## **Media Contact Lists**

As a courtesy to the media who cover us, we do not share our past or present media lists.

## **For More Information**

Please direct questions about press or social media to ASTRO's media relations team at [press@astro.org](mailto:press@astro.org).

Information about the official press program is available at [astro.org/annualmeetingpress](https://astro.org/annualmeetingpress). General meeting information is available at [astro.org/annualmeeting](https://astro.org/annualmeeting).