Social Media 201

GOING DEEPER: TWITTER IN DETAIL

Twitter is a micro-blogging platform (140-280 characters) that allows you to link to content on the web, collect comments in real time, and reach a wide audience.

Join the Conversation: What to Tweet
- News & views
  – Discuss your research
  – Discuss issues in the news
  – Discuss information that is common to you but not to the general public
- Photos, video & links
- Retweet or reply to others
- Add commentary to "shares"

Effective Tweeting
- Understand your goal (informational, personal, find collaborators, recruit study participants?)
- Make it interesting
- Ask questions
- Include a call to action
- Spell things correctly and be grammatically correct

Live-tweeting from Events
Live-tweeting from an event provides an opportunity to engage on Twitter for a continuous period of time—anywhere from 20 minutes to a few hours—with a sequence of focused tweets, often about a virtual or in-person live event.

- Use the event hashtag. For example: #GSA18 and #hpm18
- If applicable, include photos.
- If possible, engage with others live-tweeting about the event.

TweetChats
- Participate using a tool like tweetchat.com or Twitter's real-time search
- Get started with #HCLDR, a tweetchat that focuses on the topic of leadership in health care

Social Media 201 (cont'd)

Twitter Lingo

Follow (verb): To "follow" someone means you choose to add a Twitter user and their tweets to your Twitter home stream.

Retweet (noun): A tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

Retweet (verb): To retweet, retweeting, retweeted. The act of forwarding another user's tweet to all of your followers.

Reply (noun): A tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their tweet in your timeline. Always begins with @username.

Mention (verb): To address or refer to another user in your tweet by including the @ sign followed directly by their username. Also refers to tweets in which your username was included.

Hashtag (noun): A keyword or topic in a tweet, marked with the pound (#) symbol. The #hashtag word becomes a hotlink used to create or follow a conversation.

Direct Message (noun): Also called a DM and most recently called simply a "message," these tweets are private between the sender and recipient.

URL Shortener: Because URLs can be long, there are services to create shortened URLs that link to the original URL, for example bit.ly and ow.ly.

Twitter Don'ts
- Don't "sell" too much.
- Don't be too repetitive.
- Don't mass-follow looking for follow-backs indiscriminately.

Think Before You Tweet
- Are you posting from the right screen name?
- Is everything spelled correctly?
- What's the main idea of this tweet?
- Ask yourself, "Is this useful? Would I click on it?"
- Could you include a photo?

Security Tips
- Regularly change your password (and don't reuse passwords)
- Manage third-party apps
- Restrict password resets
- Watch for suspicious tweets and direct messages (DMs)
- Don't forget to sign out from shared/public computers
- Don't share your location

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