

Understanding & Using Twitter

ACC Advocacy



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Grassroots Advocacy & Social Media

What Can Twitter Do For You?

- Provide immediate and widespread reach to raise awareness for specific advocacy and legislative issues happening in the agency, federal, state and local arenas
- Keep you in-the-know of the latest advocacy and policy developments relevant to your practice
- Offer opportunities to share data, engage in discussions and collaborate with others, strengthening your advocacy message
- Build your online reputation and develop relationships with others focused on tackling legislative issues facing cardiovascular professionals



Twitter Basics

- Twitter Glossary, ACC Accounts
- Creating Your Twitter Profile
- Understanding & Utilizing Hashtags
- Composing Tweets
- Addressing Mistakes, Issues



Twitter Glossary, ACC Accounts

- **Handle:** Username (e.g. @ACCinTouch)
- **Tweet:** A message posted on Twitter. (280 characters or less)
- **Hashtag (#):** Searchable keyword used to connect users within related conversations. (e.g. #ACCWIC)
- **Tag:** Referencing other users by including their handles in a tweet with the @ symbol.
- **Retweet (RT):** Sharing someone else's tweet to your followers.
- **Direct Message (DM):** Private message with another user, not publicly visible to your followers.
- **Thread:** A series of tweets coming from one user on the same topic.

@ACCinTouch

ACC's Main Account

@Cardiology

ACC Advocacy

@ACCCVQuality

Accreditation, NCDR & QII

@CardioSmart

Patient-Focused

@JACCJournals

JACC Journals

@ACCCardioEd

ACC Education Content

@ACCMediaCenter

ACC's Media Center



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Creating Your Twitter Profile

Get Started

Download the Twitter app or visit Twitter.com. Enter your name, email or cell phone number and create a password to activate your account.

Establish a Simple, Professional, Appropriate Handle

- Using first or last name or an initial makes username more memorable
- Consider including your credentials
- Remember, this username is an extension of your reputation.

e.g. @MinnowWalsh; @DrMarthaGulati; @keaglemd; @DrToniyaSingh

Include a Disclaimer

- Opinions are my own.


Enhance Profile by Highlighting

- Your title and practice/institution; specialty; interest areas
- Link to practice's website, blog, etc.

Minnow Walsh

@MinnowWalsh Follows you


Opinions are my own.
[#TheFaceofCardiology](#)

 St Vincent Heart Center

Laxmi Mehta

@DrLaxmiMehta Follows you

Section Director [#Prevention](#) & [#WomenHeart](#) @OSUWexMed | Past-President @OhioACC | Board Member [@GRAatHeart](#) [#TheFaceofCardiology](#)
Views my own & not medical advice

 Columbus, OH

 [linkedin.com/in/laxmi-mehta...](#)

Understanding & Utilizing Hashtags

Hashtags connect conversations and make tweets searchable. For CV professionals, hashtags can categorize:

- Specific areas of interest (e.g. #RadialFirst, #SportsCardio)
- Content related to specific groups (e.g. #ACCChapters)
- Information on disease processes (e.g. #SCAD)
- Campaigns (e.g. #TheFaceOfCardiology)

Hashtag Tips

- #DO #NOT #HASHTAG #EVERY #WORD
- Stick to 2-3 hashtags per tweet
- A quick in-app search will show you whether the hashtag in question **already exists** and is **relevant**

Relevant Hashtags For Advocacy:

- #ACCAdvocacy
- #ACCGrassroots
- #ACCLegConf
- #FDAUpdate
- #MACRA
- #QPP
- #AUC
- #PARTool
- #HealthIT
- #EHR

ACC's online hashtag reference guide features 100+ cardiology and ACC-related hashtags.




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Composing Tweets

Get started...



- Stay within 280 characters or less.
- Upload a picture by clicking 
- Get creative with GIFs, emojis and polls.
- Share links to articles or journal studies.

THINK Before You Post

- Be respectful.
- Don't give medical advice.
- Protect patient information (HIPAA).
- **When in doubt, don't tweet it out.**

T = Is it **T**True?

H = Is it **H**Helpful?

I = Is it **I**Inspiring

N = Is it **N**ecessary?

K = Is it **K**Kind?

Mistakes Happen. Issues Arise.

How should you address mistakes or issues when they occur?

- ✓ **Correct:** Misspellings, incorrect hashtags, broken links, poorly worded tweets
- ✓ **Clarify:** Misunderstandings or questions
- ✓ **Apologize:** Improper tags, attribution or quotes
- ✓ **Ignore:** Trolls, spam, inappropriate comments or replies

Experiencing harassment online?

Unfollow or **block** another user by clicking on the Settings button on the user's name and accessing the drop down menu. You can also **"report"** the account to Twitter.



Engaging in Grassroots Advocacy Through Twitter

- Contributing to Advocacy Efforts Through Your Personal Account
- Best Practices For Twitter Advocacy
- Engaging With Legislators & Policy Makers
- Engaging with ACC, Stakeholders and Colleagues



Contribute to ACC Advocacy Efforts *Through Your Personal Account*

Member voices are essential to advancing the College's advocacy efforts.

Twitter is a **free, convenient** resource used by countless organizations and legislators at all levels.

Engaging in grassroots advocacy through your personal Twitter account can amplify awareness and spark important conversations and **promote legislative action.**



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Best Practices For Twitter Advocacy

- Identify clear objectives for your Twitter advocacy.
 - Who are you trying to reach? Has the advocacy issue been concisely explained in your tweets? What is the call-to-action?
- Be relevant and timely. Stay up-to-date on the advocacy issue you're addressing and try to align your tweets with the latest news.
- Live tweet or post photos to your Twitter during relevant events, e.g. lobby days, practice visits. Tag others involved in the event and be sure to include any event-specific hashtags.
 - When tagging other accounts in your tweets, don't start the tweet with their "handle" unless you put a period in front of it. If you start a tweet with someone's handle without putting anything in front, the tweet will be sent to them but won't appear on your own page with the rest of your tweets.
 - Avoid over tagging accounts in tweets. Including too many accounts can make the tweet look similar to content from spam accounts.



Engaging With Legislators and Policy Makers

Policy makers and elected officials pay attention to what people are saying to and about them on Twitter.

Drive meaningful action by tweeting at and tagging your representatives.

If there is something they should know about, tell them. If they are doing something right, tell them. The more they hear from you the better!

When interacting with a policymaker or elected official on Twitter, identify yourself as a constituent.

Find your elected officials' information at [**ACC.org/AdvocacyAction**](https://www.acc.org/AdvocacyAction).



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Engaging with ACC, Stakeholders & Colleagues

In grassroots advocacy, the more voices lifting the issue, the better. It's so important to work with the College, your state's ACC Chapter, fellow stakeholder organizations and colleagues to create a greater, more purposeful, more relevant impact.

Have something significant to share with the College? Tag the appropriate ACC accounts in your tweet on the issue. This way, the College can retweet your content to their followers to amplify the message and/or become more aware of advocacy issues impacting your practice.

Engage with tweets related to your advocacy issue on ACC and other stakeholder accounts to amplify your message.

Retweeting, favoriting and replying to tweets will help your personal followers discover information from your state association's Twitter. It will also boost analytics for your state association's account.

Use hashtags relevant to the topic of conversation to help others following track the progress of the conversation.



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EXAMPLES



@FDATobacco announces 3 pronged plan for #TheRealCostECigs: Preventing youth access to e-cigarettes, curbing e-cig advertising aimed at youth, and educating youth about the dangers of using e-cigs. #ACCAdvocacy



Are you experiencing Prior Authorization problems with #PCSK9? Help ACC improve the #PriorAuth process by submitting your inappropriate denials here: ow.ly/5Xi030jEsFR #ACCPARTool



Kentucky Chapter ACC Retweeted

Smoke Free Tomorrow @smokefreeKY · Jun 15
CONGRATULATIONS to the Murray City Council and Mayor Jack Rose on passage of a new, comprehensive #smokefree law that will protect residents/visitors/workers from dangers of secondhand smoke from cigs, #ecigs, vapes, etc!! #smokefree4health ow.ly/FPWd30kwsTg



A new guide from @AmerMedicalAssn, @pewtrusts & @MedStarHealth feats. recommendations & sample scenarios to help clinicians improve the safety & usability of #EHRs. Access the guide here: ow.ly/CaKp30lCQU7



Kentucky Chapter ACC
@kentuckyacc

Following

Thanks to @healthyky for recognizing KY-ACC Governor-Elect Dr. Pat Withrow as the amazing advocate he is!
#ACCGrassroots #ACCAdvocacy

Foundation4HealthyKy @healthyky

Congratulations to Paducah cardiologist, Dr. Pat Withrow, named Healthy Kentucky Policy Champion by @healthyky conta.cc/2FCPFDD0 @kentuckyacc @BaptistHealth @BHPaducah



Kentucky Chapter ACC
@kentuckyacc

Following

Kentucky cannot afford the high cost of tobacco use any longer. Call your legislator today and ask them to raise the tobacco tax \$1.00 or more!
1-800-372-7181
#KYGA18 #ACCGrassroots #ACCAdvocacy



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Smoking costs Kentucky nearly **\$2 BILLION** per year in health care costs.

#ACCAdvocacy



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