

ACC's Guide to Understanding and Using Twitter



ACC's Health Care Innovation Section

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#ACCHI #ACCIinnovation

What Can Social Media Do For You?

- Provide immediate and widespread reach
- Keep you abreast of current news and events
- Build your online reputation and network
- Offer opportunities to share data, engage in discussions and collaborate with others



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How to Get Started

1. Download the Twitter app on your phone or visit www.twitter.com on your tablet, laptop or desktop
2. Enter your name, email or cell phone number and password
3. Activate your account via Twitter's automated text message or email



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Your Handle (Username) Should Be

- Simple
 - First name or initial and last name makes it easier to remember
(e.g. @salimhayek; @avolgman; @aklfahed; @JShreibati)
- Professional
 - Include your credentials
(e.g. @DavidChoMD; @mdmajmudar; @DrHebaMD; @DrJRums)
- Appropriate
 - If you choose to get more creative, remember this is an extension of your reputation.
(e.g. @allheart_md; @heartcuredoc)



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How to Create Your Twitter Profile

- Upload a professional profile picture (400 x 400).
- Upload a header picture (1500 x 500).



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How to Create Your Twitter Profile

- Describe yourself by highlighting:
 - Your title and practice/institution
 - Your specialty
 - Your interest areas
 - A link to your blog or practice's website
- Don't forget a disclaimer!
 - Opinions are my own.
 - Tweets = my opinion, not medical advice

@avolgman

Cardiologist; Professor of Medicine, Dir of Rush Heart Center for Women, McMullan-Eybel Chair Excellence in Clin Cardiol; R/T do not = endorsements.

📍 Chicago, IL

🔗 rush.edu/services/women...

@DrJRums

Chief Innovation Officer, American College of Cardiology. Professor of Medicine, University of Colorado. Opinions mine.

📍 Colorado, USA



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Follow ACC's Accounts

@ACCinTouch

ACC's Main Twitter Account

@Cardiology

ACC's Advocacy and Quality Account

@ACCMediaCenter

ACC's Media Center Account

@CardioSmart

ACC Patient-Focused Account

@JACCJournals

JACC Journals Account



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Twitter Glossary

- **Handle:** Your username (e.g. @ACCCinTouch)
- **Hashtag (#):** A searchable keyword used to connect users within related conversations (e.g. #ACCHI)
- **Tag:** When you reference another user in a tweet by including his or her handle. You can tag multiple users in one tweet.
- **Follow:** To subscribe to someone's tweets
- **Tweet:** A message posted on Twitter (280 characters or less)
- **Retweet (RT):** When you share someone else's tweet, word for word, to your followers.
- **Quote Tweet:** When you retweet another user's tweet and add your two cents. A quote tweet shows a screenshot of the original tweet, with your comment above it.
- **Reply:** A tweet posted in reply to another user's message
- **Direct Message (DM):** A private message with another user. You can decide whether to accept a DM from any Twitter user, or only from those you follow
- **Thread:** A series of tweets coming from one user on the same topic



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Understanding Hashtags

- Hashtags (#) are used to join conversations and make tweets searchable
- In Cardiology, hashtags can be used to categorize
 - Specific areas of interest (#cvImaging, #SportsCardio)
 - Content related to specific groups (#ACCHI)
 - Information on disease processes (#STEMI)
 - Local, national and international campaigns (#TheFaceOfCardiology)
- You can view other tweets that have used a specific hashtag by clicking on it or searching for it

#ACCIinnovation

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Tips for Using Hashtags

- #DO #NOT #HASHTAG #EVERY #WORD
- Stick to 2-3 hashtags per tweet
- [ACC's online hashtag reference guide](#) has 100+ cardiology- and ACC-related terms
- Do a quick search to ensure the hashtag you are about to include **already exists** and is **relevant**

Relevant Hashtags :

- #ACCHI
- #ACCIInnovation
- #HealthIT
- #ACCFIT
- #ACCEarlyCareer



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How To Compose A Tweet



- Stay within 280 characters
- Upload a picture by clicking on 
- Add additional tweets on the same topic by clicking on 
- Get creative with GIFs, emojis and polls

Referencing News or Studies

- **In the app:** Copy and paste the link in the tweet box. Click on the link icon to shorten.
- **Using the site:** Paste the link into a shortening tool like bit.ly or [TinyURL](http://tinyurl.com). Copy the shortened link and paste into your text box.
- Many articles, journal publications and quotes have a Twitter icon that allows you to share directly from their original source

Privacy and Notifications

- To make your account private, modify your notification settings under the Settings menu on your profile
 - A private account will limit your reach
 - Your tweets will only be visible to your followers
 - If a follower retweets you, only mutual followers will be able to see it
- Unfollow or block another user by clicking on the Settings button on the user's name and accessing the drop down menu



THINK Before You Post

T	= Is it True ?
H	= Is it Helpful ?
I	= Is it Inspiring
N	= Is it Necessary ?
K	= Is it Kind ?

- ✓ Be respectful.
- ✓ Don't give medical advice.
- ✓ Protect patient information (HIPAA).
- ✓ Use direct message option to have one-on-one conversation with another user.



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Mistakes Happen. Issues Arise.

- But what should you do when these things happen?
 - ❑ **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



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When In Doubt,
Don't Tweet It Out.



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Twitter Is Influential!



TOM GAULD



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