

# ACC's Guide to Understanding and Using Twitter



*ACC's Health Care Innovation Section*

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#ACCHI #ACCInnovation

# 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

# How to Get Started

1. Download the Twitter app on your phone or visit [www.twitter.com](http://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

# 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)

# 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...](http://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

# Twitter Glossary

- **Handle:** Your username (e.g. @ACCIinTouch)
- **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

# 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

**#ACInnovation**

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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
- #ACCInnovation
- #HealthIT
- #ACCFIT
- #ACCEarlyCareer



# 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](https://bit.ly) or [TinyURL](https://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 **T**True?  
**H** = Is it **H**Helpful?  
**I** = Is it **I**Inspiring  
**N** = Is it **N**Necessary?  
**K** = Is it **K**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.

# 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

**When In Doubt,  
Don't Tweet It Out.**



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# Twitter Is Influential!



TOM GAULD



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