



# TALKING TWITTER

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# WHY INTERACT ON TWITTER

- Share research, connect with others in the community
- Be the expert medical voices
- Dispel inaccuracies
- Check your professional reputation
- Be a brand evangelist

## WHY NOT OTHER NETWORKS?

- Twitter requires the least amount of personal information
- It is infinitely searchable
- You have a potential audience of millions
- You curate your feed
- It is a center for research

# WHAT'S YOUR PLAN?

What is your end goal?

- Share research
- Connect or network
- Attract Media Attention
- Keep on top of trending topics
- Promote
  - Clinical Practice
  - Research
  - Myself
  - Innovations

Who do you want to reach?

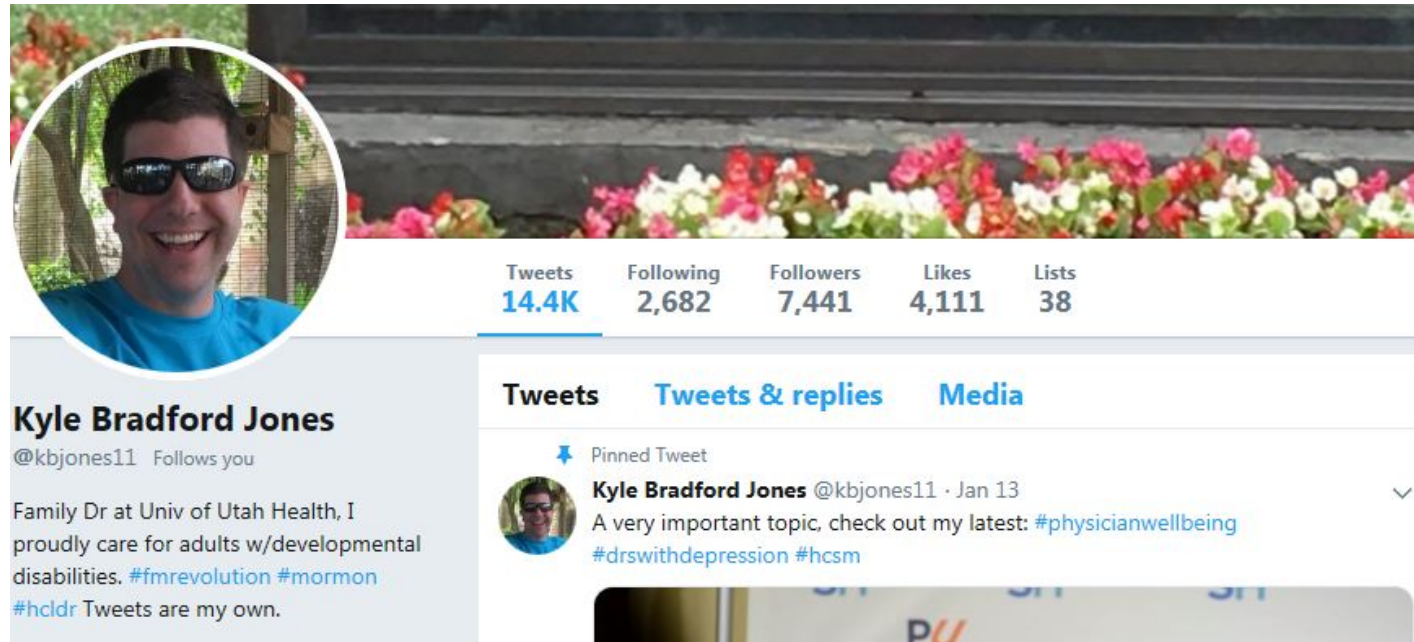
- Patients
- Colleagues
- General Public
- Academics
- Students

# WHAT IS A “GOOD” TWITTER ACCOUNT?

- Has information about you, confirms your identity, doesn't look like spam
- It's not about the number of followers
- It's about the content you put out
- You need to follow people for them to follow you
- Tweet at least 3-5 times a week
- Interact with others on the site

# MAXIMIZING YOUR IMPACT

- Don't be afraid to hijack hashtags
- Tag people/accounts in your tweets
- Take part in twitter chats
- Tweet at conferences using the conference hashtag
- Retweet with comments for maximum impact



- Connected with the American Academy of Family Physicians (AAFP)
- Asked to participate in the AAFP Congress of Delegates
- Appointed to the AAFP Commission on Governmental Advocacy
- Several research collaborations



**Francis S. Collins** @NIHDirector · 7 May 2013

I want to hear; tell me how the #sequester is affecting your biomedical research right now. Use #NIHSequesterImpact

← ↻ 388 ★ 32 ...



**Mollie Cummins** @MRCutah · 7 May 2013

@UUtah losing potential PhD Nursing students due to delays in training grant decision making #nihsequesterimpact @NIHDirector

← ↻ ★ ...



**Francis S. Collins** @NIHDirector · 7 May 2013

@RoswellPark @LeonorAgan @MRCutah @pinfo @AizenmanLab: tell me more about what cuts to your program mean for patients. #NIHSequesterImpact

← ↻ 1 ★ 1 ...



**Mollie Cummins** @MRCutah · 8 May 2013

@NIHDirector Fewer nurse PhDs during faculty shortage means limits on class size in nursing schools and too few nurses to care for patients.

← ↻ ★ ...

## May 10: NOA received by training grant





**Libby Mitchell**  
@LibbyMitchellUT

It's character day at school. The kid decided to go as  
[@Lin\\_Manuel](#). [@HamiltonMusical](#) #notarealgoatee



8:41 AM · Mar 15, 2018 · Twitter for iPhone



**Lin-Manuel Miranda** ✓  
@Lin\_Manuel

Nailed it.

**Libby Mitchell** @LibbyMitchellUT

It's character day at school. The kid decided to go as [@Lin\\_Manuel](#).  
[@HamiltonMusical](#) #notarealgoatee



11:25 AM · Mar 15, 2018 · Twitter for iPhone

735 Retweets 17.1K Likes

# AMA SOCIAL MEDIA GUIDELINES

- (c) If they interact with patients on the Internet, physicians must maintain appropriate boundaries of the patient-physician relationship in accordance with professional ethical guidelines **just as they would in any other context.**
- (d) To maintain appropriate professional boundaries physicians should **consider separating personal and professional content online.**
- (e) Physicians must **recognize that actions online and content posted may negatively affect their reputations** among patients and colleagues, may have consequences for their medical careers (particularly for physicians-in-training and medical students), and can undermine public trust in the medical profession. (I, II, IV)

# GROUND RULES

- Protect patient privacy and HIPAA above all
- Never discuss individual patients
- Only post opinions you are willing to defend
- Remember there is no such thing as internet privacy
- Know that nothing is ever really deleted

# AVOIDING SOCIAL MEDIA PITFALLS

- Don't feed the trolls
- Remember, not everyone sees everything
- Use a scheduler to manage your account and not spend too much time online
- Schedule time for social media interaction and stick to that allotted time
- Don't be afraid to reuse content

## U OF U HEALTH ON TWITTER

- @MitchLitch (Michelle Litchman)
- @DrDesigual (Gaelle Batot)
- @AVKirby (Anne Kirby)
- @ClementYChow (Clement Chow)
- @JasonSynaptic (Jason Shepherd)
- @AaronQuinlan (Aaron Quinlan)
- Full list:  
<https://twitter.com/UofUHealth/lists/our-people>

## U OF U HEALTH ON TWITTER

- We have more than 500 faculty/staff/programs on Twitter
- Main account has 12.5k followers
- Followed by local and national journalists
- All appropriate tweets are RT'd by main account
- Great way to notify us of research/development/events we may not know about



# Questions?

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