

Twitter Tip Sheet

Why Twitter?

Using Twitter as Researchers, Residents, and Medical Educators:

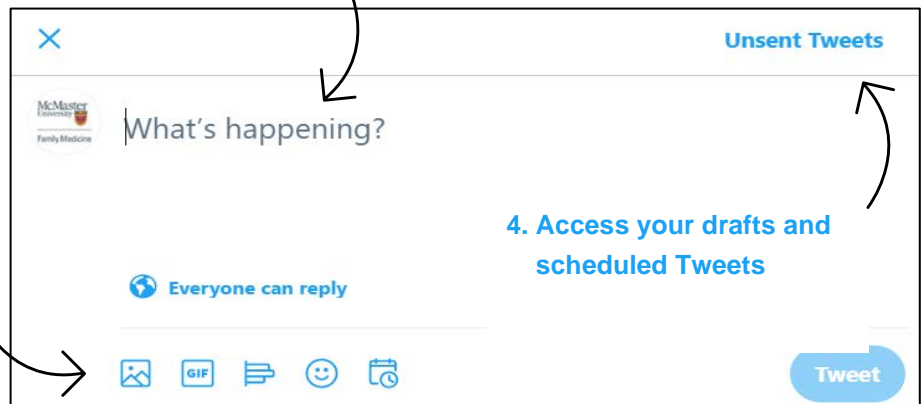
- There is a growing number of health researchers who use social media for obtaining research and disseminating research evidence¹.
- Twitter is one of the preferred social media platforms used for research purposes among health researchers².
- Social media is increasingly being used by medical residency programs to “establish an online presence and recruit potential applicants”³, with Twitter being among the most common platforms⁴.

How to Tweet

1. Click here first



2. Type up to 280 characters



3. You can include up to 4 photos, a GIF, or a video

4. Access your drafts and scheduled Tweets

How to Interact with Others on Twitter



Reply: To say something about it

Retweet: To say it again to your followers

Like: To show some support

Share: To talk about it off Twitter



What Else Can You Do on Twitter?

- **Follow** – Find others whose content you would like to see and interact with on your home timeline.
- **Mentions** – Type the “@” symbol before the username when addressing another account in a Tweet. When you mention an account, they will receive a notification. Tweets with mentions appear in the home timeline of your followers and on the accounts you mention.
- **Hashtags** – Using the “#” before a keyword or phrase in a Tweet to categorize those Tweets. Clicking on a hashtagged word in a Tweet shows other Tweets that include that hashtag too.

Common Hashtags

- Tweeting at a conference? #NAPCRG2021 #myFMF #AFHTO2021
- Tweeting about McMaster University? #BrighterWorld
- Tweeting about primary care? #primarycare #onhealth
- Tweeting about a DFM research? #polypharmacy #communityparamedicine #deprescribing #prisonhealth #dfmeducation

Not Sure When to Tweet?

Here are some suggestions of things to tweet about:

- Did you just have a new publication?
- Do you want to share a presentation you just gave?
- Will you be attending or presenting at a conference?
- Were you featured in the media recently?
- Do you want to highlight the acknowledgement of a resident, researcher, or educator?
- Do you want to share a posting for a new position?

Step By Step Guide

Step 1: Determine the content of your Tweet

Important tips to remember:

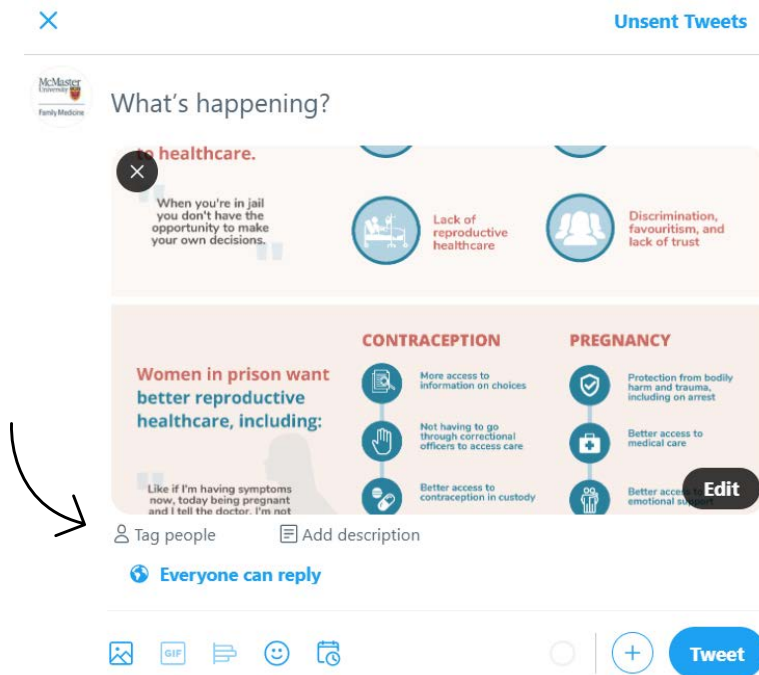
- Character limit: 280 characters (including mentions, hashtags, and links)
- Use plain, concise language
- Stay focused, Tweet one idea at a time
- Make it catchy, put the most important words at the start of your Tweet

Step 2: Use Multi-Media

Include infographics/visual abstract, photos, or a video. When to consider using multi-media?

- Attending an event or conference? Snap a photo along with your Tweet.
- Have a new publication? Consider using an infographic to visually represent your findings.
- Was a researcher, resident, or educator featured in the media? Did they receive an award? Include a photo of them with the Tweet.
- Want to Tweet about a DFM research project? Visit the McMaster Family Medicine [YouTube](#) channel to include a video along with your Tweet

Note: When uploading a photo, you can tag people in the photo, allowing you to mention more people without taking up more character space in your Tweet.



Step 3: Mentions

- Mention other individuals or organizations that are associated with the content of the Tweet.
- Accounts you might want to tag include: co-authors, your co-authors institutions, the journal your article is published in, funders, the media source or journalist, etc.
- Be sure to mention @McMasterFamMed! This makes sure that we can see your tweet and retweet it.

Step 4: Hashtags


- Use relevant hashtags or DFM related hashtags.
- Too many hashtags can distract from your message. Use 1-3 hashtags max.

Step 5: Links

- Include a link to a website, article, or resource to help drive traffic to these sources.
- Create a shortened link using websites such as bit.ly. A shortened link will use less characters in your tweet!
- A shortened URL allows you to customize the link so you can track the number of clicks on the Tweet. This will allow you to measure the increase in traffic to the website that resulted from the Tweet.

McMaster Family Med
@McMasterFamMed

"I see TAPER as one of the best opportunities we have for improving health care and the lives of older adults in the next 30 years," @DeeMangin | #BrighterWorld #pcrc #polypharmacy @MacHealthSci bit.ly/pcrcTAPER



3.6K views 0:30 / 1:54

1-3 hashtags

Shortened URL

Multi-Media

Mentions

McMaster Family Med
@McMasterFamMed

New publication in BMC Public Health showing frequent 911 callers had high rates of loneliness, poverty & food insecurity — showing a need for better health services for this #vulnerablepopulation bit.ly/BMCsocialfacto...



Social Factors in Frequent 911 Calls

Survey of people who called 911 five or more times in the last year

 37-49% were lonely	 43% had trouble making ends meet	 14% had gone hungry the month before
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Agarwal G, Lee J, McLeod B, Mahmuda S, Howard M, Cockrell K, Angeles RN. Social factors in frequent callers: A description of isolation, poverty and quality of life in those calling emergency medical services frequently. BMC Public Health 2019; 19:684

Family Medicine | McMaster University

1-3 hashtags

Shortened URL

Multi-Media

References

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2. Dol J, Tutelman PR, Chambers CT, et al. Health Researchers' Use of Social Media: Scoping Review. *J Med Internet Res* 2019;21(11):e13687. doi: 10.2196/13687
3. Schlitzkus LL, Schenarts KD, Schenarts PJ. Is your residency program ready for Generation Y? *J Surg Educ* 2010;67(2):108-11. doi: 10.1016/j.jsurg.2010.03.004 [published Online First: 2010/07/27]
4. Sterling M, Leung P, Wright D, et al. The Use of Social Media in Graduate Medical Education: A Systematic Review. *Acad Med* 2017;92(7):1043-56. doi: 10.1097/ACM.0000000000001617