

# Social Media Basics

## Social Media & Medicine: Finding Professional Benefit

### Setting up your account and profile

Review your employers social media guidelines, and/or consult with your organization social media/public relations group for guidance

#### Choose a Twitter Username (i.e. handle)

- This is your unique identifier
- 15 characters, no spaces, begins with “@“
- When choosing a name, choose something professional that conveys your identity
- Consider your name (@emilysharpe)
- Consider adding your professional title (@SonyaSloanMD or @SMoeschlerMD)
- Avoid cute, trendy, or difficult to remember (@togagirl2011)

**Privacy Settings:** Consider making your profile public

- You may be limiting your engagement because people can't see your tweets or tag you in photos

#### Complete your profile:

- You have 280 characters to tell them what you are about!
- Your chance to make a great first impression
- Self-description should be informative & intriguing
- Who is your audience?
- Consider keywords and hashtags that people can search to find you.

#### Profile Photo



Professional headshot is best option (400x400)  
People won't follow you w/o a profile photo

#### Header Photo



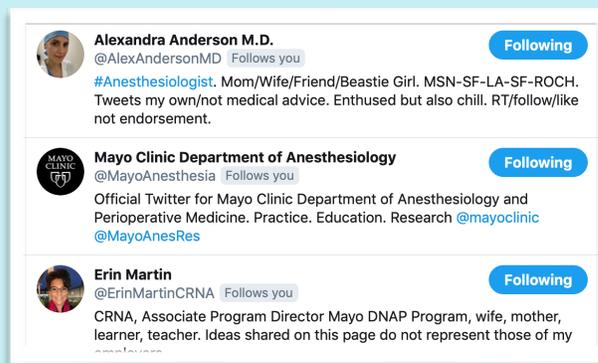
Choose an image to convey your personality or brand (1500x500)

### CHOOSE WHO TO FOLLOW

Questions to ask:

- How relevant and useful is their content
- How many people follow them?
- Do they interact with followers?

Consider following organizations that align with your interests and specialty





**LIKES**

Allows people to know you've noticed the tweet



**MENTION**

Include another @username

Can help draw others into a conversation or highlight the account for your followers



**RETWEET**

Retweet positive mentions from others

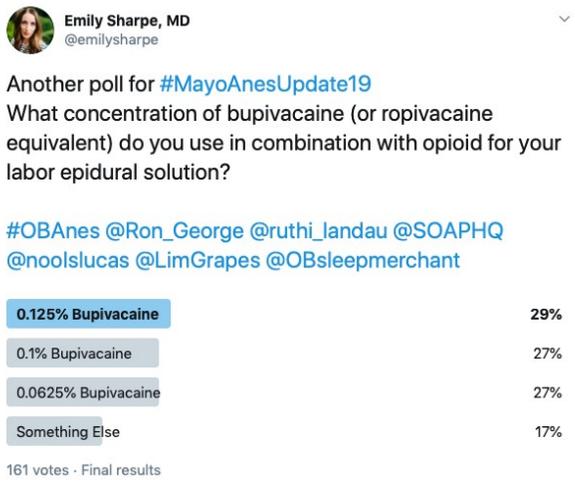
Retweet content that will be interesting and relevant

## Make Your Tweets Stand Out

### Content you CREATE:

#### Tweets:

- Ask questions to encourage participation
- Use relevant and appropriate hashtags (#)
- Polls encourage interaction to your followers



#### Images:

- Tweets with images are more likely to gain interaction from followers
- Incorporate media into tweets (GIFs, video)

#### Links:

- Shorten links with [bit.ly](http://bit.ly) or [ow.ly](http://ow.ly)

### Content you CURATE:

#### Retweets

- Retweet positive mentions from others
- Retweet content that will be interesting and relevant

#### Replies:

- Answer questions.
- Avoid providing medical advice online

#### Retweet with Comment: (Quote tweets)

- Add personal commentary to other tweets

## Twitter during Conferences

### Use the conference hashtag during meetings for all posts & tweets

- Check handouts, screens, Symplur, or ask!
- If unable to attend, follow the conference hashtag remotely.

### Focus on quality over quantity

- Summarize topics or tweet summary slides

### Give Credit

- Use the speaker's handle
- When speaking, include handle on your slides