Winter 12-3-2014

Why Tweet? Building the Skills to Engage New Audiences and Promote Your Work

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Why Tweet? Building the Skills to Engage New Audiences and Promote Your Work

Faculty: Erin Holve, Ph.D., M.P.H., M.P.P., AcademyHealth (moderator); Nina Bhattacharya, AcademyHealth; Lucy Savitz, Ph.D., M.B.A., Intermountain Healthcare; Fred Trotter, Healthcare Data Journal, CareSet Systems, The Doc Graph Journal; and Albert Wu, M.D., Johns Hopkins Bloomberg School of Public Health

Wednesday, December 3, 2014
Welcome

Erin Holve, Ph.D., M.P.H., M.P.P.
– Senior Director of Research & Education, AcademyHealth
– Principal Investigator of the EDM Forum
– eGEMs Editor-in-Chief

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#EDMForum @edm_ah @academyhealth
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2. Reduce disparities, and
3. Improve health.

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Evidence, Data, and Methods to Build Learning Health Systems (LHS) of the Future

- Advancing learning and collaboration in big data and big science in healthcare
- Working with cutting-edge research and quality improvement networks that reach more than 1 in 10 American across priority populations and conditions
- Sign up for updates: edmforum@academyhealth.org
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- Free, peer-reviewed, open access, e-publication
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- 72 publications with over 30,000 downloads!

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Health Policymaking

Delivery System Decision-making

by

Listening

Innovating

Acting
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Questions may be submitted at any time during the presentation

To submit a question:

1. Click in the Q&A box on the left side of your screen
2. Type your question into the dialog box and click the Send button
Poll Question: Which of the Following Social Media Tools Do You Use Professionally?

- Facebook
- Twitter
- LinkedIn
- Tumblr
- MedStartr
- Instagram
- Blogging
- Reddit
- None
Why I Stopped Worrying and Learned to Love Twitter
Approaches to Knowledge Transfer and Implementation
Why Tweet? Many Reasons…
Pick Yours!

- Dissemination
- Professional visibility
- Build connections between groups
- Generate effective, brief summaries of findings
- Participate virtually in events/discussions
- Force-multiply networking at national meetings
Why Tweet? Why Not Tweet!

→ Give yourself six months
→ Lurking is okay (seriously)
→ Just retweeting is okay (we mean it)
→ Follow a lot of people – anyone you think is interesting
→ Be a person, not a bot
→ Being interested is interesting
Learning Objectives

→ Understand ways in which Twitter can be useful for health care research and policy
→ Know how Twitter works, including its unique lexicon and social norms
→ Develop initial strategies to leverage Twitter to increase awareness of relevant work and contacts and
→ Identify approaches to promote broader awareness of their own work
Today’s Faculty

→ Nina Bhattacharya (@onlynina), AcademyHealth

→ Albert Wu, M.D. (@withyouDrWu), Johns Hopkins Bloomberg School of Public Health

→ Fred Trotter (@fredtrotter), CareSet Systems, The DocGraph Journal, Open Source Health

→ Lucy Savitz, Ph.D., M.B.A., Intermountain Healthcare (@Intermountain), University of Utah
Anatomy of a Tweet

So what does a body of a tweet even look like?
Anatomy of a Tweet

Tweet: A message posted via Twitter.com containing 140 characters or less

(You don’t need an account to read it, but you do need an account to interact and follow conversations easily!)
Anatomy of a Tweet

EDM Forum @edm_ah · Nov 13

Want to use Twitter to share your research? Join @withyouDrWu, @frettrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO
Anatomy of a Tweet

Profile Picture

EDM Forum @edm_ah · Nov 13

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO
Anatomy of a Tweet

Account Name

EDM Forum
@edm_ah · Nov 13

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO
Anatomy of a Tweet

Twitter Username

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO
Anatomy of a Tweet

Tweet Timestamp

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Anatomy of a Tweet

Tweet Text:

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO
Anatomy of a Tweet

EDM Forum @edm_ah · Nov 13

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO

Link
Anatomy of a Tweet

Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO

Twitter Actions
Twitter Actions: Replies

That’s the REPLY button. Use it to send a response to another tweet
→ Participate in a conversation
Tip: Include a period before the username if you want all of your followers to see your tweet in their timelines.
Twitter Actions: Retweets

That’s the **RETWEET** button. It let’s you repost someone else’s Tweet.

- Fast way to share interesting content with your followers
- Appropriate when you don’t need to include your commentary
Twitter Actions: Retweets

Nina Bhattacharya @onlynina Nov 13
How can we protect health data? This paper on privacy-protective approaches for a tablet intervention.

Retweet this to your followers?

EDM Forum @edm_ah Nov 13
Want to use Twitter to share your research? Join @withyouDrWu, @fredtrotter, @hsrher, @onlynina to learn the basics: ow.ly/DRUPO

EDM Forum @edm_ah Nov 13
Morning Reading -> Policymakers Identify Priorities for #PHSSR ow.ly/DV5xn via @FrontiersPHSSR and @PHSR_AH

EDM Forum followed FasterCures, Ellen Makar RN, RTI Health IT, and 2 others:

PARTNERING FOR
That’s the **RETWEET** button. It let’s you repost someone else’s Tweet.

- Fast way to share interesting content with your followers
- Appropriate when you don’t need to include your commentary
Twitter Actions: Favorites

That’s the FAVORITE button.
→ “Like” someone’s message
→ Use it as a bookmarking tool
When You Reply, Retweet, or Favorite, Twitter Lets the Other Person Know!
Okay… So What Are Those Hashtag Things?

**Hashtag:** a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

**Example:** #bigdata, #healthIT
If You Understand Knowledge Management, You Understand Hashtags!

→ Tagging your tweets to…
  – Increase searchability
  – Increase your audience
→ Instead of MeSH terms, hashtags!
Rule #1: Is It Relevant?

Check to see if other people are using that hashtag frequently.
Rule #2: Don’t Overdo It

Too many hashtags makes your actual tweet difficult to read.
Reviewing Your Twitter Toolkit

Hopefully, now you:

→ Recognize the different components of a tweet
→ Know three ways to engage with another user’s tweet (reply, retweet, favorite)
→ Understand the purpose of a hashtag
→ Know how to follow someone on Twitter

Good Resource: http://mashable.com/guidebook/twitter/
Tips and Tricks to Enjoy Twitter and Maximize its Effectiveness

December 3, 2014

Albert W. Wu, MD, MPH
@withyouDrWu
Professor and Director
Center for Health Services & Outcomes Research
Why and what I Tweet

Work
• Keeping up
• Dissemination
• Campaigns
• Test kitchen

Personal
• Entertainment
• Humor
• Aide memoire
Getting Started

• Good photo

• Background

• Good Twitter ID
  • ...including the hip but oblique “Doctor Wu”
How long did you ‘lurk’* before you started to actively participate in Twitter?

*to lurk (on Twitter): to read other people’s Tweets without making any yourself

- I’m still lurking!
- A year
- A few months
- A month
- One or two weeks
- A few days
- I didn’t
Who to Follow?

• Follow thought leaders

• And, who are the thought leaders following?

• What are you interested in?

• Symplur Hashtags @healthhashtags
Who to follow in the Media

- David Folkenflik @davidfolkenflik
- Elizabeth Cohen @elizcohenCnn
- Marshall Allen @marshall_allen
- Scott Simon @nprscottsimon
- Charles Ornstein @charlesornstein

- Muir Gray @muirgray
- Sarah Silverman @sarahksilverman
- William Gibson @williamgibson
- ElinSilveous @ElinSilveous
- Dalai Lama @dalailama
Who to Follow in Healthcare

- Bob Centor @medrants
- Vinny Arora @FutureDocs
- Kevin Pho @KevinMD
- Neil Mehta @neil_mehta
- Ashish Jha @ashishkjha
- Bob Wachter @bob_wachter
- Dave deBronkort @epatientdave
- Leana S. Wen @DrLeanaWen
- Val Jones @drval
- Health Affairs @Health_Affairs
Tips on Tweeting Effectively

• Include links
• Include photos
• Get the attention of twitter influencers
• Publish your twitter ID in other media
• Tweet about your own original content
• Share facts, statistics, insights
• Include good headlines
• Keep tweeting - “send same tweet 4 times to cover different time zones”
• Make a hashtag for all events
Tweet Your Work

Albert Wu
@withyouDrWu

Is more IV iron bad for patients on hemodialysis? Our study says maybe not. @ahrqnews @JohnsHopkinsSPH #DEcIDE ncbi.nlm.nih.gov/pubmed/25318751

1:47 PM - 24 Oct 2014

Albert Wu
@withyouDrWu

Love the theater? Worried about zombie apocalypse? See Social Creatures @SingleCarrot pic.twitter.com/Zsxe7q3o4X”

10:50 AM - 24 Oct 2014  • Baltimore, MD, United States

5 RETWEETS 5 FAVORITES
Tweet Your Perspective

Albert Wu
@withyouDrWu

Devastated to hear that our friend & colleague the fearless Joep Lange was aboard #MH17 to #AIDS2014 The world loses @JohnsHopkinsSPH

11:42 PM - 17 Jul 2014  Baltimore, MD, United States

16 RETWEETS  3 FAVORITES
Tweet to Promote

**Albert Wu**
@withyouDrWu

View the trailer: Live the Question - A film about solving the impossible problems of public health [jhsph.edu/live-the-quest](http://jhsph.edu/live-the-quest)...
@JohnsHopkinsSPH

1:07 PM - 30 Sep 2014

7 RETWEETS 8 FAVORITES

---

Get in the picture! The new improved @JohnsHopkinsSPH magazine #bepublichealth

7:55 AM - 21 Oct 2014

1 RETWEET 4 FAVORITES
Albert Wu
@withyouDrWu

View the trailer: Live the Question - A film about solving the impossible problems of public health jhsph.edu/live-the-quest…
@JohnsHopkinsSPH
1:07 PM - 30 Sep 2014

Albert Wu
@withyouDrWu

Really freaked out about ebola? Channel all that energy into getting your #flushot
@JohnsHopkinsSPH
1:28 PM - 27 Oct 2014  Baltimore, MD, United States

7 RETWEETS 8 FAVORITES

32 RETWEETS 13 FAVORITES
Tweet Local News

Albert Wu
@withyouDrWu
These are your @HopkinsMedicine doctors of the future
9:01 AM - 20 Oct 2014  📍 Baltimore, MD, United States
18 RETWEETS  62 FAVORITES
Tweet to Test Ideas

To be successful in research you should have hundreds of ideas and pursue a few of them
Tweet for Fun

In the academic world, "emeritus" is Latin for "I no longer have a secretary" Steve Teret

What do you call the ghostbusters return? Déjà boo
Tweet to Remember

Haha you won't get ouwae!
That's what you thegnc #6yearoldspelling

3 FAVORITES
Tools

- Twitter Analytics
- Hootsuite or Buffer to schedule
Impressions over the first 24 hours

Key metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>5,900</td>
</tr>
<tr>
<td>Retweets</td>
<td>32</td>
</tr>
<tr>
<td>Detail expands</td>
<td>14</td>
</tr>
<tr>
<td>Favorites</td>
<td>13</td>
</tr>
<tr>
<td>User profile clicks</td>
<td>11</td>
</tr>
<tr>
<td>Replies</td>
<td>3</td>
</tr>
<tr>
<td>Hashtag clicks</td>
<td>1</td>
</tr>
</tbody>
</table>
Why the Healthcare Hashtag Project?

- Discover Where The Healthcare Conversations Are Taking Place
- Discover Who To Follow Within Your Specialty Or Disease
- Discover What Healthcare Topics Are Trending In Real-Time

Search for topics or has:  

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**Tweet Chats**

<table>
<thead>
<tr>
<th>TRENDING</th>
<th>1. #HCLDR</th>
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<tbody>
<tr>
<td></td>
<td>2. #pmsglobal</td>
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<tr>
<td></td>
<td>3. #hcsmd</td>
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<td></td>
<td>4. #BTSM</td>
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<td>5. #MicrobiotaChat</td>
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<td>6. #MedEd</td>
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<td>7. #JCR</td>
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<td>8. #LCSM</td>
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<td>9. #BCSM</td>
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<td>10. #ARNS</td>
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<td>11. #pMed</td>
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<td>12. #BRCA</td>
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<td>13. #TBChat</td>
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<td>14. #bioethx</td>
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<td></td>
<td>15. #AlzChat</td>
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**Conferences**

<table>
<thead>
<tr>
<th>TRENDING</th>
<th>1. #ACEP14</th>
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<tr>
<td></td>
<td>2. #ASHG14</td>
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<td>3. #ICRE2014</td>
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<td>4. #ttcc14</td>
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<td>5. #SoMeSummit</td>
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<td>6. #MGMA14</td>
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<td>7. #CSAI</td>
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<td>8. #gh14eu</td>
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<td>9. #MIS2014</td>
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<td>10. #SEOM2014</td>
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<td>11. #sec14</td>
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<td>12. #AAPP2014</td>
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<td>13. #PallOnc</td>
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<td>14. #aa2014</td>
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<td></td>
<td>15. #jnme14</td>
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**Diseases**

<table>
<thead>
<tr>
<th>TRENDING</th>
<th>1. #Migraine</th>
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<tbody>
<tr>
<td></td>
<td>2. #Ebola</td>
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<td>3. #BTSM</td>
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<td>4. #LCSM</td>
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<td>5. #Vote4DM</td>
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<td>6. #BCSM</td>
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<td>7. #Keratoconus</td>
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<td>8. #BRCA</td>
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<td>9. #Diabetes</td>
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<td>10. #Lymphoma</td>
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<td>11. #EbolaChat</td>
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<td>12. #PainSonnia</td>
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<td>13. #CystFibrosis</td>
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<td></td>
<td>14. #BreastCancer</td>
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<td>15. #Asthma</td>
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**Regular**

<table>
<thead>
<tr>
<th>TRENDING</th>
<th>1. #CDCwhistleblower</th>
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<tbody>
<tr>
<td></td>
<td>2. #WorldStrokeDay</td>
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<td>3. #digitalhealth</td>
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<td>4. #FOAMed</td>
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<td>5. #TCGA</td>
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<td>6. #FOANed</td>
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<td>7. #CHW</td>
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<td>8. #LTCRevolution</td>
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<td>9. #CRNurse</td>
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<td>10. #WeSpeeches</td>
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<td>11. #hcsmeu</td>
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<td>12. #healthvisiting</td>
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<td>13. #gmcnimdta</td>
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<td></td>
<td>14. #NeuroStartups</td>
</tr>
<tr>
<td></td>
<td>15. #EDincludesMe</td>
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</tbody>
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All Tweet Chats  

All Conferences  

All Diseases  

All Healthcare Hashtags
Another day at the office @JohnsHopkinsSPH
Being Smarter With Twitter

@fredtrotter
The Levels of Twitter Adoption

1. Make it relevant for you
2. Filter for your friends
3. Interact – teach twitter to bring you what you need
4. Generate Content
   1. Be funny
   2. Be profound
   3. Be informed
Make it useful

• Search for an follow people you find interesting.
• Look for people who are not “pre-famous” i.e. not Lady Gaga or Justin Beiber
• Advanced Tip: If you follow more than 500 people, you really need to create lists and save searches
• Hootsuite is basically an “all the lists at once” (see @fretrotter for a short video)
How to save a search on Twitter:

Search here...

Save the search here...
Twitter for conferences

1. Figure out the conference hashtag.
2. Use the tag to see what is the best content at the conference.
3. Find your friends and connect with new people at Tweet Ups (a pun from “meet up”)
4. If your running the conference, use Twitter Fall (link in my twitter feed)
Tweet Chat using... tweetchat.com

Choose a hashtag

Tweet into #hcsm

Start Stream  Share Stream  Room Settings  Stream buffering on.

so, I didn't have to type this...

Tweetchat saves space to attach the hashtag at the end of all your tweets
Twitter meetings

• In person tweet ups at conferences
• Weekly community meetings online usually using Tweet chat, but you can just use the hashtag at the right time.
Retweet well

• Are retweets endorsements? Hard to tell.
• Make the presumption that your followers find interesting what you find interesting and it will become true.
• Follow people who get you out of your bubble, and retweet them to help your followers out of theirs.
Advanced Content Generation

• Blogging is still the primary currency of the Internet. Many tweets are just links to blogs
• Storify: A way to create a story from a specific group of tweets, a great way to pre blog
• Use Buffer/Circular to prewrite tweets (Great to have presence at conferences you don’t attend)
• Use StatusPresent.com instead of powerpoint to tweet your presentation. (this is how I am tweeting during this presentation now...)
A Delivery Systems Perspective

Institute for Health Care Delivery Research’s Mission:

→ To provide leadership in a recommending strategic priorities regarding health care delivery, clinical epidemiology, and health services/outcomes research based on community, clinician, and administrative needs.

→ To provide data, statistical analyses, multidisciplinary research design, dissemination, and coordination to internal and external health care delivery and clinical research efforts that advance Intermountain's strategic goals and attainment of mission critical objectives.

→ To provide research mentoring, technical support, and education for Intermountain's Total Quality Management strategy.

Dr. Lucy Savitz,
Director of Research and Education,
Institute for Health Care Delivery Research at Intermountain Healthcare
Reaction Questions

How much time does it take to maintain a personal Twitter feed?
Reaction Questions

→ How much time does it take to maintain a personal Twitter feed?
→ Why use Twitter? Is there any evidence that this type of outreach has benefits for dissemination of research findings?
Reaction Questions

→ How much time does it take to maintain a personal Twitter feed?
→ Why use Twitter? Is there any evidence that this type of outreach has benefits for dissemination of research findings?
→ What are follower expectations for frequency of posts?
Reaction Questions

→ How much time does it take to maintain a personal Twitter feed?
→ Why use Twitter? Is there any evidence that this type of outreach has benefits for dissemination of research findings?
→ What are follower expectations for frequency of posts?
→ How often do you need to check Twitter and when are the best times to post?
Submitting Questions

To submit a question:

1. Click in the Q&A box on the left side of your screen
2. Type your question into the dialog box and click the Send button
Upcoming in the Twitter Series

→ The Social Network: Using Twitter to Translate and Disseminate Evidence
  – Thursday, January 15, 2015
  – 2:30 - 4:00 p.m. ET
  – Email edmforum@academyhealth.org if interested
Thank You

Please take a moment to fill out the brief evaluation which will appear in your browser.