

Networking with Twitter

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What is Twitter?



twitter.com

- Micro blogging social media platform
- Tweet = message in 280 characters
- 335m active monthly users

[Figures from <https://www.statista.com/topics/737/twitter/> accessed 14 September 2018]

What makes Twitter useful?

- Conversations
- Professional networking
 - Asking questions
 - Finding collaborators
 - Enriching events
- Keeping up to date
- Promoting your service



You don't have to read every tweet

- 500m tweets sent every day
- 6,000/sec
- 350,000/minute
- 200 billion/year



Getting started 1

Set up a profile
at <http://twitter.com>

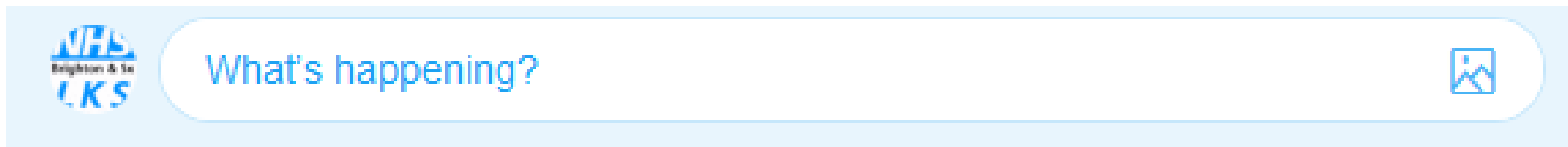
- Username/handle
- Include photo
- Descriptive text
- Location
- Preferences

Department or individual?



Getting started 2

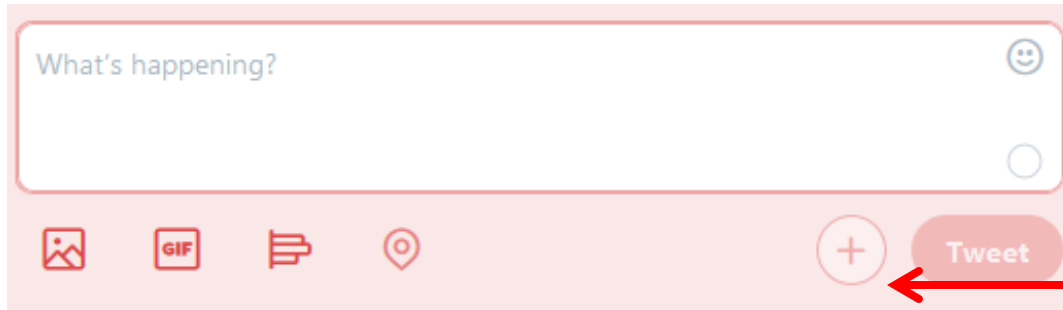
Write your first tweet (140 characters)



(But have a think first...)



Not just 280 characters...



← Add emoji

← Add another tweet (start a thread)

↑ Add photos or video

↑ Add a GIF

↑ Add a poll

↑ Add location



The following and the followed

- I see tweets from people I follow
- If they follow me, they see my tweets too
- If I include someone's Twitter account name (@BrightonSx_LKS) in a tweet, they will be alerted



Find people to follow

- Profile browsing
- #FF (Follow Friday)
- Trending and hashtags
- Twitter recommendations
- Address books (find friends)
- Lists

Trends for you · [Change](#)

#TuesdayThoughts
30.2K Tweets

#Bodyguard
Malcolm McKenzie is Tweeting about this

#TuesdayMotivation
11.5K Tweets

#CharityTuesday
1,187 Tweets

Keir Starmer
9,497 Tweets

Who to follow · [Refresh](#) · [View all](#)

 **RCPCH_and_Us** @RCPCH_... ×
[Follow](#)

 **GMC** @gmcuk ×
[Follow](#)

 **Juice 107.2** @JuiceBrighton ×
[Follow](#)

[Find people you know](#)

Managing lists

- Create your own

Create a list

A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

Create new list

- Subscribe to others

Simulation and TEL

A public list by Brighton Sx NHS LKS



NHS simulation and TEL twitter accounts

Members Subscribers

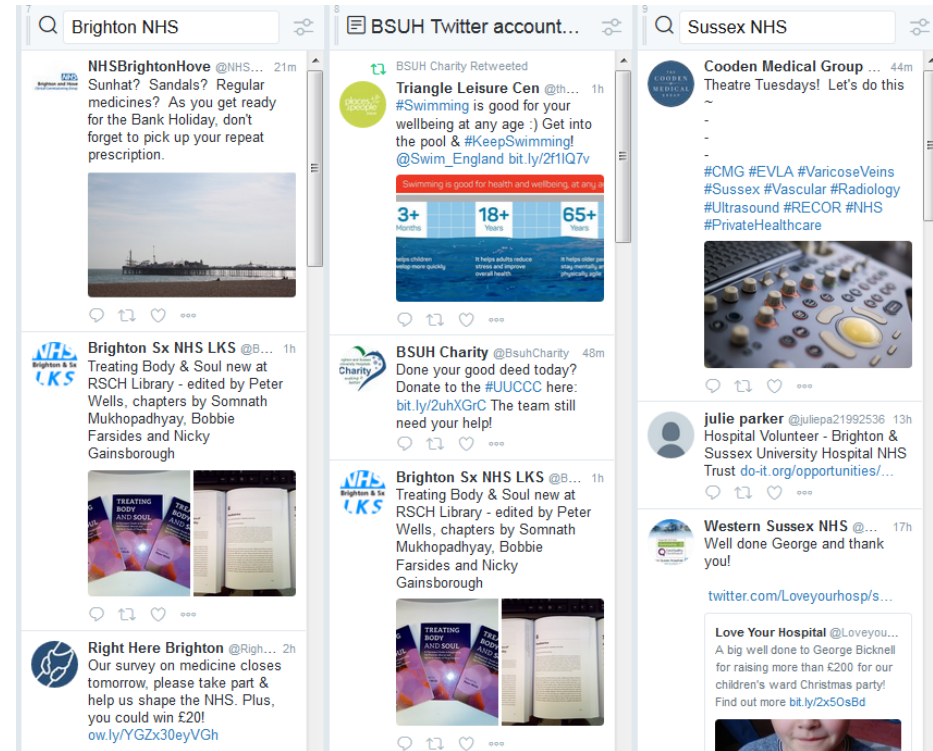
11

1

Subscribe

Using a Twitter client

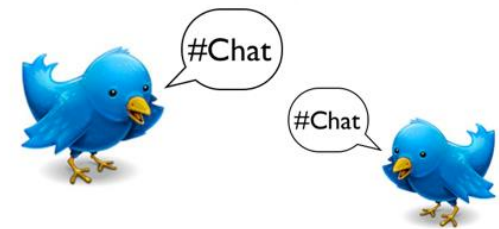
- Multiple columns:
 - Searches
 - Hashtags #
 - Lists
 - Accounts
- Scheduling
- Team use of accounts
 - Tweetdeck: <http://tweetdeck.twitter.com/>
 - Hootsuite: <http://hootsuite.com/>



Communities on Twitter

eg

- We communities (#wenurses, #weparamedics, #wemidwives, #weparmacists and more)
<http://www.wecomunities.org/>
- Symplur <https://www.symplur.com/> and #healthhashtags
- #FOAMed Free Online Access Medical Education
- #medlibs #ukmedlibs



Join a tweetchat or host your own!

Events and campaigns

eg

- *#EuSEM18 European Emergency Medicine Congress*
- *#SHW18 Sexual Health Week*
- *#HIW2018 Health Information Week*
- *#NHS70*
- *#CharityTuesday*
- *#FridayFeeling*
- *#IEKCon18*



Measuring impact

<https://analytics.twitter.com/>

Aug 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 951 impressions

Make sure you grab one of these beautiful rainbow **#NHS70** badges *free from the library at RSCH* before enjoying your weekend at **#BrightonPride**. With thanks to **@BSUH_LGBTQ** for their generosity. 🏳️🌈
@BSUH_NHS @PrideBrighton
pic.twitter.com/TFO2urxQqm



↩️ 1 ❤️ 11

View Tweet activity

View all Tweet activity

Top mention earned 55 engagements



@NHS / Issy

@NHS · Aug 29

Fellow librarians across the NHS have contributed to efficiency and patient care, this is only one example from **@BSUH_NHS @BrightonSx_LKS!** You can see other case studies of the impact of NHS librarians here: kfh.libraryservices.nhs.uk/value-and-impac... pic.twitter.com/xrJu9XKrp9



↩️ 17 ❤️ 24

AUG 2018 SUMMARY

Tweets

53

Tweet impressions

15.4K

Profile visits

1,138

Mentions

22

New followers

16



Using Twitter professionally

Always comply with Trust policies <https://nww.bsuh.nhs.uk/working-here/information-governance/>

- Do not post information about fellow staff members without their permission
- Do not any post patient identifiable information
- Do not make comments which bring the Trust into disrepute

News

Over 1200 NHS staff have been disciplined for social media use

BMJ 2018 ; 362 doi: <https://doi.org/10.1136/bmj.k3947> (Published 17 September 2018)

Cite this as: *BMJ* 2018;362:k3947

Using Twitter professionally

- General Medical Council (2013): Doctors' use of social media http://www.gmc-uk.org/guidance/ethical_guidance/21186.asp
- Nursing and Midwifery Council: Social media guidance <http://www.nmc.org.uk/standards/guidance/social-networking-guidance/>
- Health and Care Professions Council (2017): Guidance on social media <http://www.hcpc-uk.org/registrants/socialmediaguidance/>
- NHS Employers (2014): A social media toolkit for the NHS http://www.nhsemployers.org/~media/Employers/Publications/NHS_Social_Media_Toolkit_%20Introduction_and_Process.pdf

Using Twitter professionally

- UK Cochrane Centre's pages on social media tools:
<http://uk.cochrane.org/social-media-resources>
- Top tips for using social networking sites and Information Technology advice for Nurses and Healthcare workers (2011)
<http://nww.bsuh.nhs.uk/clinical/teams-and-departments/nursing-and-midwifery/preceptorship/top-ten-tips/using-social-networking-sites/>

Questions?



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www.bsuh.nhs.uk/library