

Thank you for supporting the #JustJustice campaign. We promised you some

Twitter tips

Actually, I don't think there is any "right" way to use Twitter. It can be many different things, and it all depends on what best serves your needs and interests. For example, it can be:

- A terrific aggregator of content, including news and views (and cute dog/cat pix). You need never send a tweet and it can still be useful.
- A platform for listening, for dialogue and for immersion learning.
- A platform for user-generated innovation – the successful rotated curated account @IndigenousX being one such example. Many other rocur accounts have followed in the footsteps of @IndigenousX – including Croakey's own @WePublicHealth. These accounts are opportunities for you to engage with the Twittersphere – consider volunteering to spend a week on a rotated account. I presume you already are following [@IndigenousX](#) and [@WePublicHealth](#) ...
- A platform for engagement and networking. I've made friends and colleagues on Twitter. I have also had the great good fortune to find a fabulous PhD supervisor as the result of our mutual Twitter engagement.
- A platform for contribution and reciprocity. If you give, you are more likely to receive. Think about how you can use Twitter to help others (for example, sharing the news from conferences and useful new publications, critiquing research and policy). And they may end up helping you...
- A platform for disruption, public health advocacy and social change via "connective action". We hope the #JustJustice project will help disrupt some of the dominant narratives around the justice system, and contribute to new networks for change.
- Twitter can also be pretty awful, and a source of great distress, due to racist and sexist abuse, and trolls. Different people handle this differently – some like to engage and fight the fight. My strategy is to block anyone who seems more interested in biff than constructive engagement.
- Twitter is also a most excellent platform for procrastination and distraction. "Tweeter beware".
- Twitter immersion can be overwhelming at times, particularly when there is so much distressing news around. Know when to walk away - and I don't mean tweet-walking...

Some basic tips

- **Twitter has its own language.** If you meet new Twitter acronyms etc – check Dr Google. Some basics are:

RT – signifies retweet of someone else’s content, verbatim

MT – signifies a modified retweet, ie you have edited/added comment etc

HT – it is Twitter etiquette to acknowledge the sources of tweets – you can either HT (hat tip), or say via...

#FF - a tradition of recommending FridayFollow – suggesting people to follow.

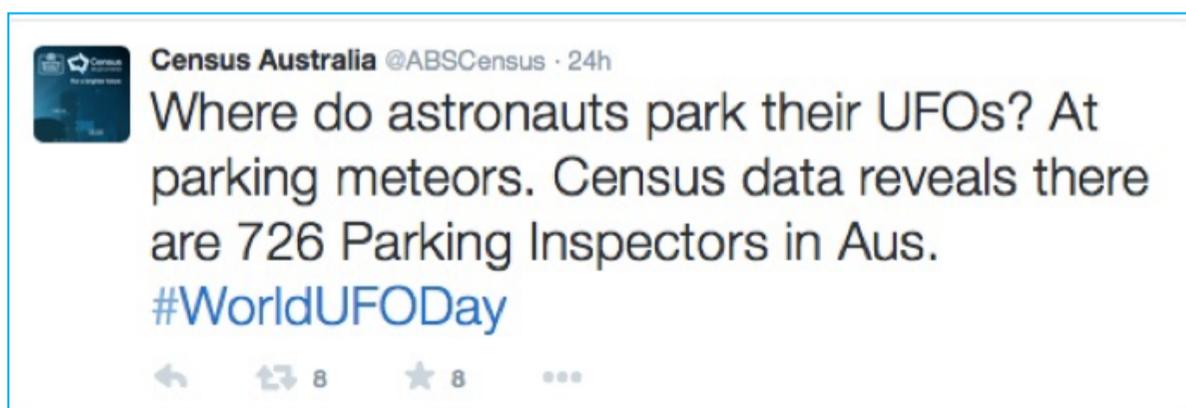
- Hashtags are a very useful tool for badging/framing content – for example, adding **#publichealth** or **#SDOH** for social determinants of health or **#auspol**. This will also help to spread the tweet among different networks; those following **#auspol**, for example, generally have different interests to those following **#SDOH**.
- Including someone’s Twitter handle in your tweet is a way of drawing something to their attention, seeking their response, creating networks etc. We’d love it if you included the **#JustJustice** tag and our Twitter handles - **@croakeyblog @OnTopicAus @mariemcinerney** and **@rocklilydesign** – in any related tweets so we can help get out the word.
- If you start a tweet with a Twitter handle, this limits access (it is one of the most common mistakes that I notice). The tweet will only feature in the streams of those who follow both you and that Twitter handle. It also makes it more difficult for others to easily RT. Instead, incorporate the handle within the tweet, eg

Climate change is a health concern, @JoBlo told the #PHAAconf today.

OR

.@JoBlo says #climate is a health concern.

- Be real. Funny is good too. If the ABS can manage it...



- Tweets with images have been shown to go further. Especially cats. (And I say that as a dog person).
- Symplur is a free analytics tool for health-related events and discussions. You can track the [#JustJustice](#) discussions here:
<http://embed.symplur.com/twitter/transcript?hashtag=JustJustice&fdate=07%2F02%2F2015&shour=00&smin=00&tdate=07%2F03%2F2015&thour=00&tmin=00>

And you can track the #JustJustice analytics here (just set the desired timeframe):
<http://www.symplur.com/healthcare-hashtags/JustJustice/analytics/?hashtag=JustJustice&fdate=07%2F02%2F2015&shour=00&smin=00&tdate=07%2F03%2F2015&thour=00&tmin=00>

Some useful resources and reading

- A nurses guide to Twitter, compiled by Paul McNamara (@meta4RN – and definitely a #FF) – which is useful for everyone, particularly if you are just getting started.
<http://www.ausmed.com.au/twitter-for-nurses/>
- Cochrane UK advice on using social media platforms, and on communication and engagement:
<http://uk.cochrane.org/social-media-resources>
<http://www.evidentlycochrane.net/category/communication-engagement/>
- “Twitteriversity” Resources from the We Communities collaborative (for health professionals)
<http://wecomunities.org/resources/twitteriversity>
- Spreading messages on Twitter: Research on best practices for wording and rhetorical craft - See more at:
<http://journalistsresource.org/studies/society/social-media/twitter-sharing-tweet-wording-best-practices#sthash.dpfkLiFx.dpuf>
- Using Twitter in university research, teaching and impact activities. A guide for academics and researchers
http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf
- Confessions of an academic on Twitter
<http://tonictea.blogspot.com.au/2015/05/confessions-of-academic-on-twitter.html>
- Tips for using Twitter at health-related events
<http://www.iniscommunication.com/PDF/mHealth13.pdf>
- Making it Free, Making it Open: Crowdsourced transcription project leads to unexpected benefits to digital research.
<http://blogs.lse.ac.uk/impactofsocialsciences/2014/03/03/transcribe-bentham-open-publications/>

- Crash course in leveraging social media for health care improvement
<http://www.slideshare.net/bcpsqc/crash-course-in-leveraging-social-media-for-health-care-improvement>
- Social media resources and guidelines from ACRRM
<https://www.acrrm.org.au/social-media>
- And the Royal Australasian College of Surgeons
<http://www.surgeons.org/news/racs-social-media-report-april-2015/>
- Ten Simple Rules of Live Tweeting at Scientific Conferences (PLoS)
<http://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003789>
- To Twitter to Woo: Harnessing the power of social media (SoMe) in nurse education to enhance the student's experience
<http://www.nurseeducationinpractice.com/article/S1471-5953%2815%2900095-5/pdf>
- The Acceptability Among Health Researchers and Clinicians of Social Media to Translate Research Evidence to Clinical Practice: Mixed-Methods Survey and Interview Study
<http://www.jmir.org/2015/5/e119/>
- Ten Simple Rules of Live Tweeting at Scientific Conferences (PLoS)
<http://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003789>
- Open to influence: what counts as academic influence in scholarly networked Twitter participation
<http://www.tandfonline.com/doi/abs/10.1080/17439884.2015.1015547>

Some #FFs from the #JustJustice team

Check the #JustJustice Twitter List:

<https://twitter.com/mariemcinerney/lists/justjustice?lang=en>

[@amnestyOz](#)

[@AmnestyOnline](#)

[@TammyAmnestyOz](#)

[@SmartJusticeAus](#)

[@JustReinvest](#)

[@MickGooda](#)

[@Change_Record](#)

[@NATSILS_](#)

[@atsils](#)

[@andrewjackomos](#)

[@TheKooriWoman](#)

[@timsenior](#)

[@ScottTheHolWrld](#)

[@FPDNAus](#)

[@DameyonBonson](#)

[@AusHumanRights](#)

[@GillianTriggs](#)

[@ILC_UNSW](#)

[@SandyDavies8](#)

[@NACCHOAustralia](#)

[@DebKilroy](#)

[@AIHOffenders](#)

[@darren__parker](#)

[@MegBastard](#)

[@DameyonBonson](#)

[@LukeLPearson](#)

[@IndigenousX](#)

[@pauldutton1968](#)

[@ColvinKate](#)

[@KConigrave](#)

[@JesuitSocialSer](#)

[@OneVisioneers](#)

[@AusPBC](#)

[@LynoreGeia](#)

[@FF_notes](#)

[@mdavisUNSW](#)

Let us know anyone else who should be on this list...

Your comments, suggestions, critique of the above is welcome.

Please send to melissa@sweetcommunication.com.au