

Twitter tips for #IHMayDay16

1. Please include the hashtag #IHMayDay16 in all your tweets – otherwise they will not be counted in the Analytics that will be collated before, during and after the event. Also many people will click on the hashtag to follow all the tweets using this, and they will miss your tweet if it doesn't have one.

2. Do not start tweets with Twitter handles (names) as this reduces its audience - it will only go to people who follow them AND you. For example do not tweet:

@LynoreGeia says... (as this tweet will only be seen by the people who follow both you and @LynoreGeia.)

This also makes RT-ing difficult:

Instead, tweet:

. @LynoreGeia says...

Or

#IHMayDay16 is an important day for sharing and connecting, says @LynoreGeia

3. Check what others are tweeting and RT (retweet) them where appropriate. You can do this by clicking on the hashtag #IHMayDay16 or by checking the timelines (TLs) of some of the key accounts (Eg @IndigenousX, @LynoreGeia, @OnTopicAus, @BronwynCarlson, @WePublicHealth & others).

4. You can attach photos and videos to tweets and also include links to resources. Tweets with photos have been shown to go further. Think of Twitter as a powerful platform for dissemination and sharing news.

5. Think of Twitter as a way of providing service to the people who follow you. What can you share from this event that might be of use or interest to others? That said, it's also great to share fun or friendly tweets, such as selfies and photos and other images.

6. If you want to make sure someone sees a tweet, or they might be interested enough to RT it, include their Twitter handle as this will draw it to their attention. For eg:

We hope @senatornash is following the #IHMayDay16 conversation

This will mean that the tweet will pop up in Senator Nash's Twitter feed, even if she doesn't follow you.

7. You can also add other hashtags to tweets, where relevant or useful. For example you might also want to use #publichealth or #SDOH or #auspol (if wanting to draw it to the attention of the political crowd). But use these in addition to #ahmrc16 .

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/>