



# Tip Sheet

## #HealthReImagined

### Background

This tip sheet is for people participating in the VicHealth series of **#HealthReImagined** webinars – whether you are joining as a panellist, or participating via Twitter or other social media channels.

**Croakey Conference News Service** is covering the webinar series, and encourages participants to contribute via Twitter and other social media channels.

### Acknowledging Country

We encourage participants to acknowledge Country and to pay respects to the Traditional Custodians of the land where you live and work and to acknowledge Aboriginal and/or Torres Strait Islander people who are participating as well.

### General Twitter tips

Participants are encouraged to share news from the discussions via Twitter, Facebook, Instagram and other social media channels using the hashtag: **#HealthReImagined**

This helps ensure people who cannot attend on the day can still access the news and information shared. It will also help inform reporting on the event at **Croakey.org**

Before your presentation, please tweet with an introduction about you/your organisation and why you are participating in the webinar or joining the discussions virtually.

Attaching photographs to the tweets is recommended where possible.

You may also wish to add other hashtags to your tweets, if you wish to bring them into other Twitter streams; for example, you could add **#publichealth**; **#SDOH** (for social determinants of health); **#AusPol** (for national politics); or **#SpringStreet** (for Victorian politics).

Consider tagging individuals and organisations in your tweets, to bring the tweets to their attention.

We suggest preparing some tweets in advance so you can cut and paste them into tweets, or schedule the tweets to coincide with your presentation.

You might like to tweet key points and to consider if you have any messages you would like to convey, and calls to action – what would you like to see happen, and who are your messages aimed at?



**Croakey**  
“Conference News Service”

Feel free to use photos, images and gifs and link to useful resources. They can really make a difference. It can help to speak personally, why does this issue matter to you?

Please encourage your networks and organisations to follow the hashtag, and to retweet as much as possible.

Please follow the conversations and Croakey articles over the five weeks of webinars, and share the discussions more widely.

### Don't feed the trolls

If there are trolls or offensive remarks being made at the hashtags, please do not engage with them or retweet them. If appropriate, report them to Twitter.

Please maintain a respectful tone and engagement.

### Stay in touch

Follow the Twitter list of **#HealthReImagined** participants: <https://twitter.com/i/lists/1271342010251632642>

Follow the stories at **Croakey.org**

### Queries? Please contact:

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