

## Twitter How-To and Tips:

### First, create your account:

1. Download the Twitter app to your smartphone or log in to twitter.com from your computer.
2. Follow the prompts under “create a new account”.
3. Many people use a variation of their name for their Twitter username (also called a “handle”).
  - Select a username that is simple and professional
  - Including your face in your avatar picture may increase engagement.
4. Build a profile with a few interesting facts about yourself. Consider your location, workplace, interests, and hashtags (#criticalcare #pedscriticalcare). Your bio is limited to 160 characters.

### Then, start Tweeting:

1. Determine your goals (networking, professional development, scholarly activity, education, professional branding) for social media and target audience. Review your institution’s social media policy, if applicable.
2. Once you are set-up, you will want to “follow” interesting people and organizations: The “@” sign connects to a string of people or organizations. Here are some examples: @CVCSCCM → our chapter account @SCCM → the SCCM national account @SCCMPresident → SCCM President Heatherlee Bailey @carriegpharmd → our CVCSCCM President @NEJM or @CritCareMed or @JAMA\_current
3. Send your first tweet... or tweets! Share thoughts and your expertise but remember you are limited to 280 characters per tweet. Keep it brief!
  - Use hashtags (#) to link similar content. For example, #ACLS #CVCSCCM #CodeBlue #SCCM #CVCSCCMjc
  - You can search by hashtags for topics you are interested in.
  - Post links to interesting, relevant, and useful articles or content.
  - Use a format that is easy to understand and share
    - i. Visual abstracts, images, and media increase interaction
  - Keep tone positive and conversational
  - Make posts action-oriented to encourage users to engage.
4. You can “tag” someone on Twitter by using their Twitter Handle (@\_\_\_) in the text of your tweet.
  - Share, support, and give credit to others by favoriting, retweeting, and commenting on posts.
5. “Quote” a tweet by hitting “Retweet” then “Quote Tweet” and adding your thoughts to someone else’s tweet. This helps build followers.

**For more tips and advice, Tweet us @CVCSCCM!**

## Twitter Journal Club How-To:

Twitter Journal Clubs are a great way to gain perspective, learn about parts of the trial that you may have missed, and discuss current practices and implications of the trial with multiprofessional colleagues from across the region and potentially even across the globe!

The discussion points and questions for the journal club are prepared in advance and are tweeted on a schedule, so don't be worried if it seems to move quickly or feel like you need to keep up! Read tweets in chronological order and reply to tweets that interest you. The discussion will likely continue beyond the one-hour time frame and it is fine to reply even if the leader has moved on. Anticipate approximately 60 to 100 tweets from the host during the chat, but don't expect a full didactic lecture. This is meant to be an interactive discussion.

### *Etiquette:*

- Introduce yourself and declare any conflicts of interest at the beginning of the discussion.
- Be professional, positive, genuine, and respectful.
- Be clear and polite.
- Be mindful of the larger audience, which may include patients or family members. Avoid providing medical advice and encourage those who ask to speak to their health professional.
- Have fun and encourage others to participate!

### *Hashtags:*

- Work as a "virtual meeting room" for discussions of interest and can be searched
- Use #CVCSCCMjc for our journal club and consider one related to the topic discussed
- Try to limit to one to two per tweet for better engagement and to prevent fatigue

### *Format:*

The host will introduce themselves and then begin tweeting. You may see letters and numbers preceding each tweet (T0, Q1), for topics and questions.

### *When participating:*

- Add #CVCSCCMjc to every tweet so others can see your contribution. Twitter will remember this hashtag, so you won't need to type the whole thing every time.
  - You can search for this hashtag and make sure your view is set to "Latest" to view tweets in reverse chronological order.
- Consider tagging colleagues that may be interested in the discussion.
- Respond to host questions and discussion points.
- Use the "Reply" function as much as possible but you may also retweet.

## Helpful resources:

#NephJC Primer:

<http://www.nephjc.com/news/2018/9/10/introducing-the-nephjc-primer-on-twitter-journal-clubs>

Guide to Writing for Social Media, the Centers for Disease Control and Prevention:

<https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>

Dixon DL, Reed BN. To Tweet or Not to Tweet? A Primer on Social Media for Pharmacists. *J Am Coll Clin Pharm.* 2019;1–9.