



## A Guide to using Twitter

Eight tips for using Twitter at your next health event\*

### **Tip One Remember they are following you**

If you have 100 followers or a million, they track you because of what you say and who you are. Try to relate what you hear during an event to your own knowledge and experience. “Speak your world” by sharing your reactions and opinions openly. That’s what your followers want to hear.

### **Tip Two Be their ears and eyes too**

For every person physically present during an event, there are probably hundreds (if not thousands) of remote participants watching from afar, many wishing they could have had the same opportunity. Try to stay conscious of what your followers and other remote participants might be most interested to read, see or find out – and not only what you want to tell them.

### **Tip Three Use the event # hashtag**

The more people who use the same hashtag, the more likely they are to connect with one another and share thoughts/ideas. Find out the #hashtag the organisers have chosen for the event and use it- consistently. For campaigns and conference you can register your #hashtag through [symplur](#) and quantify your success.

### **Tip Four Be original**

Your tweets will be valued most by your followers if they include something they could not easily obtain or find out elsewhere: your analysis/opinion, a useful link to an interesting site or article, a relevant hashtag (other than the event hashtag), another user’s username. Don’t hit the retweet button without adding value and avoid posting overused rhetoric about an issue. Stay fresh.

### **Tip Five      No time like the present**

Tweet as soon as something grabs your attention or evokes a reaction in you. Share your impression or mood as well as the information content. If someone posts something you agree/disagree with, say so or ask a follow-up question. It is hard to find the time when you are taking part in an event, but commenting and responding in real time to others posts adds real depth and value to discussion.

### **Tip Six              Quote of the day**

If you must tweet direct quotes, listen out for particularly incisive or original comments, and quote them for what they say, not who said them. Find the speaker's Twitter username if you have time. Avoid repeating what the high profile speakers say: they will be tweeted and reported by everyone.

### **Tip Seven      A picture's worth a thousand words**

Use the same rules for photos/videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere, such as photos of presentation, conclusion slides, new data or the cover of a publication you have seen for the first time at an event. Avoid photos of meeting rooms and high profile speakers.

### **Tip Eight      Be a twitter advocate**

Remind other delegates that they can also tweet from the event. If someone tells you something interesting/important, encourage them to tweet about it. If they are not Twitter users, take a few minutes to tell them why they would benefit if they were. Encourage them to sign up and follow you!

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*\* Thanks to @francetim, @GlobalHealthTom and @colincowell for sharing these hints*