

Twitter Basics

Twitter is a communication tool that allows you to interact with people around the world in 3 ways:

Send a short message to a **bunch of people** *publicly*

Send a short message to a **specific person** *publicly*

Send a short message to a **specific person** *privately*

You can use twitter to:

- Act as a liaison to the public for UCSF
 - Update people on what you're working on
 - Be a thought leader
 - Expand UCSF's network and make connections
 - Create buzz around upcoming events
 - Interact with your colleagues, patients
 - Track what people are saying about UCSF
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1. Sign up

- **Set up a twitter account** at www.twitter.com and click the "Sign Up" button. Choose a username (twitter handle) **Don't use numbers (DrJoe123) or underscore (Dr_Joe).*
- **Edit Your Profile.** For your URL, or web address always include a link such as your UCSF profile or web. In the "One Line Bio" section, be as descriptive as possible. This is your elevator pitch—a snapshot of your background.
- **Add a picture** of you, also called your *avatar*.

2. Find and follow people

@name is the username (also called handle) that people or groups give themselves on twitter.

*try following @CatherineRLucey @TalmadgeKing @UCSF @UCSFMedicine

3. Write a tweet

All tweets must stay under 140 characters. Keep tweets to about 100 characters to leave room for links and hashtags and to increase the likelihood that somebody will retweet your content.

4. Using @ in tweets

If you want to mention someone, talk about someone, or tweet "to" someone, use the @ symbol plus their username anywhere in the Tweet.

@UCSF great video! Starting a tweet with someone's handle means that only those who follow both you and the user mentioned will see your message.

To the staff @UCSF— great video! Everyone who follows you and the user will see this tweet.

.@UCSF great video! If you want to start your tweet with a user then add a period before the @ symbol so that everyone who follows you and the user can see the tweet.

5. Hashtags

The # symbol, called a hashtag, is used to mark keywords or topics in a tweet as a means to categorize messages surrounding an event or theme and is created by combining a # with a word, acronym or phrase such as: #AAMC16 #BridgesCurriculum #whitecoats4blacklives #ChangeMedEd #medstudents #UCSF Proud

6. Reply to someone's tweet

Hover over the tweet and click on reply. A tweet box will pop up with the @username you are replying to added at the beginning of the tweet. Complete your reply and click tweet to post it.

7. Retweet a tweet

A retweet is someone else's tweet that you choose to share by clicking the retweet button.

Some other terms to master while using Twitter

<p>Follow</p> <p>To follow someone is to subscribe to their Tweets or updates. Do this by clicking the “follow” button on that person’s Twitter page. When you follow someone, their updates will be displayed on your page.</p>	<p>Follower</p> <p>A person who has subscribed to receive your updates. You can see your total number of followers on your Twitter profile page.</p>	<p>To follow back</p> <p>To subscribe to the updates of someone who has recently started following you. When a new person follows you, an email alert from twitter will be sent with a link to the person’s profile. You can decide to follow them back or not.</p>
<p>Lists</p> <p>Curated groups of other Twitter users. Used to tie specific individuals into a group on your twitter account. Lists can be public or private.</p>	<p>Direct Message</p> <p>Also called a DM or “message” these Tweets are private between sender and recipients done by clicking the message link on their profile.</p>	<p>Twitter Stream or Feed</p> <p>A list of real-time updates from you and the people you follow. Every time you post an update, it goes into your twitter stream/feed which is found on your account page.</p>

Best Practices, tips and tricks

- Maintain your profile. Most new (and potential) followers will check it out at least once.
- Respond to people who @ mention you.
- Twitter isn’t your email. Make each tweet a self-contained message.
- Participate in relevant twitter chats. Just click the # hashtag!
- Don’t overuse hashtags and usernames. More content, less marketing.
- Don’t overshare or overtweet. It’s not great practice to overwhelm your followers’ feeds. We recommend no more than 5 tweets an hour during live events. Go easy on retweeting.
- The best way to learn how to tweet skillfully is to follow some top tweeters and observe what they do.
- ALWAYS create # hashtags for your events and advertise them in advance.

Here are some ways to get you started with tweeting!

1. Follow the UCSF twitter accounts listed below. You can also mention these handles when you tweet about medical education: @UCSF (UCSF); @UCSFMedicine (UCSF School of Medicine)
2. Join other thought leaders or participate in topic areas by subscribing to lists See who else you could follow and collaborate with at UCSF. Check out the list of all UCSF Tweepers at <https://twitter.com/UCSFMedicine/lists/ucsf/members>.
3. Click on hashtags of tweets from your followers and those you follow to see what the topic discussions are.
4. Tweet at Conferences. Tweeting at conferences is a great way to share what you’re learning in a session with your followers and the wider world. It’s also a great way to be in two places at once, as you can read tweets from other sessions that you weren’t able to attend.
 - Use the conference hashtag associated with the conference. By using it, others who don’t follow you will still be able to find your tweets using Twitter search. [#AAMC16](#) is the hashtag for 2016 AAMC conference.
 - Use a session hashtag. The larger the conference, the more tweets that are likely to emerge. Think about creating a hashtag for the session itself. This will allow people to follow not just the whole conference stream but the specific session(s) they are interested in.
 - Provide your Twitter handle. You can help people do a good job tweeting your talk by providing them your Twitter handle in your opening remarks or in the footer of your slidedeck.
 - Give credit when you are tweeting someone’s work by starting a tweet with .@theirusername followed by a colon and then what they’ve said eg .@CatherineRLucey: *With great privilege comes great responsibility.*