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*GPDU18 will be using Twitter as one of the tools to optimise the educational value of our conference: by facilitating discussion amongst attendees (and potentially others outside of the conference), assisting with resource sharing and as an interactive communication platform. We are including this information resource to make it easier for you to set up and utilise Twitter.*

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### What is Twitter?\*

\*from <http://www.racgp.org.au/download/Documents/e-health/Social-media-guide-v5.pdf>

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Twitter is an online social networking and micro-blogging service that enables users to send and read short messages ('tweets') up to 140 characters long.

In a tweet, a person can express an idea, opinion, promotion, photos or videos. Twitter is available for everyone to read, but only registered users can also post tweets. It can be a useful social media tool in general practice as it provides a way to stay in touch with colleagues and follow people and organisations that interest you.

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### Advantages of using Twitter

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- Use Twitter to share information about your practice, be part of conversations, provide useful information and start to build a community.
- You can provide your followers with health tips and information on your practice.
- Your tweets can include a link to other web content (eg blog post, website, PDF document), or a photograph or video.
- On Twitter, you can choose who you want to 'follow'. Following particular organisations or people allows you to receive their tweets on your feed. This also works in the same way for people who follow you or your practice.
- You can choose to follow anyone who has a Twitter account, from friends to celebrities to politicians who might usually be hard to reach.
- You can follow and participate in conversations at conferences/events using hashtags (eg #GPDU18).

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## Setting up a twitter account:

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Excellent starter video series here:

Getting Started With Twitter - [www.youtube.com/watch?v=ENVMQ1TRRGA](http://www.youtube.com/watch?v=ENVMQ1TRRGA),

Dr Edwin Kruids (GPDU member)'s 'easy intro to twitter':

[doctorsbag.net/2015/08/30/an-easy-introduction-to-twitter/](http://doctorsbag.net/2015/08/30/an-easy-introduction-to-twitter/)

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## Using twitter

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### The Twitter phone App

A short video describing how to use the twitter phone app -

[www.youtube.com/watch?v=AcyHxgafBNO](http://www.youtube.com/watch?v=AcyHxgafBNO)

*Advanced tip: Consider using another twitter client, one especially for live-tweeting where it's possible to schedule messages for posting later, for example, readying to post your presentation room location just beforehand. Try [TweetDeck](#) or [Hootsuite](#). They're free. You can view within the web browser rather than a stand-alone app. The user interface is easy and you can keep #MCCCGP17 streaming in view.*

### Tweeting and Hashtagging

A tweet is a message you post on twitter. It is limited to 280 characters (it used to be 140), so there are some good shortcuts you can make to get your message across, eg:



**Translation:**

Wow, I found this great tweet posted by Shawn, but I'm going to change it a bit...

Shawn said that thousands of people could lose their internet connection on Monday and here is the article he found about the story that is actually from the Wall Street Journal. All of his social studies friends should know about this, so he tagged it with #sschat so they will see the article.

I can modify his message a bit by including a helpful link to a site where you can check if your computer is infected with the damaging malware.

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## Using twitter during an event like GPDU18 – “Live tweeting”\*

\*modified from <http://bit.ly/2qCvKgJ>

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Live-tweeting means posting comments about the event while the affair is happening, in real time, not just one tweet, but a string of tweets. For me this has several benefits – helps me to focus, to listen, and maybe best of all, provides a kind of event note-taking that even crowdsources others to help me while they tweet the same subject.

### Kinds of tweets

To begin here are the types of live-tweets you might post during a conference/event:

- A key point or a summarizing statement,  
eg “*Great point by @DrGrinzi about #TopicA – it’s so important to remember this. @GPDU18 #FOAMed*”.
- An amplifying comment, for example adding a journal citation,  
eg “*Here’s a great article that @DrGrinzi suggested we look at for #topicA at the #GPDU18 conference #FOAMed.*”
- Just a comment or a question on the topic  
eg “*Q for #GPDU18: What do YOU tell you patients about #TopicA? I’ve struggled with this concept.*”
- Something fun, insightful  
eg “*I wonder who’s the best #GPDU18 dinner dancer? Let’s see tonight! #GPDU18*”

Don’t forget to make the tweet easy to retweet (ie forward to others), keeping it short so others can add your name. Be sure to credit the speaker, too, for example, “Dr. Zipkin said such and such.” Use the person’s handle (twitter username) if available so others can see their portrait and bio.

Other ideas: attach a speaker slide photo with your key point. Use photos of people. These always get attention. Maybe tweet beforehand the room location of your upcoming workshop or panel presentation.

### Twitter ‘handles’

Keep a list of twitter handles (‘handle’ means your twitter name) to have at your fingertips for GPDU18 (maybe store in your Notes app). Here are a few of the more prolific GPDUers you may wish to follow about (apologies for other tweeters who couldn’t fit into this list!):

Gillian Riley: @Medical\_history  
Michael Rice: @M\_C\_Rice  
Karen Price: @brookmanknight  
Tim Leeuwenburg - @KangarooBeach  
‘Doc Paul’: @DrGrinzi  
Tim Senior: @timsenior  
Kat McLean: @drkatmclean

Penny Wilson: @nomadicgp  
Todd Cameron: @TcameronTodd  
Thinus van Rensburg: @tvren  
Casey Parker: @broomedocs  
Kate Kloza: @Dr\_Polarbird  
‘Nick Tee’: @partridgegp  
Our conference: #GPDU18

Twitter shortens URLs for any links (to 20 characters) but you can make the URL shorter using [goo.gl](https://goo.gl) or [bitly](https://bitly).

### Importance of hashtags

A hashtag is important for two reasons:

(1) to click on the tag to see immediately all the tweets for that topic. This not only broadens your view but using the tag broadens your own exposure.

And, (2) to understand that conference tweeting with the hashtag like [#GPDU18](#) allows collating data by companies like [Symplur](#) where we can see top tweets, top mentions, demographics, and analyze the results such as the reach of tweets in the twittersphere, and so on. If you don't use the hashtag people can still search on key words, even "GPDU18", it's just that those tweets won't be counted and really won't show up in the stream of [#GPDU18](#).

Here are hashtags particularly relevant to the GPDU's conference. That you may wish to include in any tweets:

<a href="#">#GPDU18</a>	The official 2018 GPDU conference hashtag registered at <a href="#">Symplur</a> where you will find lots and lots of data about the Twitter activity during the conference
<a href="#">#FOAMed</a>	Free Open Access Medical education – use this to spread the work to the medical education community
<a href="#">#MedEd</a>	Medical Education, popular in many circles
<a href="#">#PalliativeCare</a> <a href="#">#debate</a> <a href="#">#POCUS</a> <a href="#">#SayingNo</a> <a href="#">#hangry</a> <a href="#">#healthcarehome</a> <a href="#">#womenshealth</a> <a href="#">#opioids</a> plus many more	Some example hastags for some of the topics covered during our conference
<a href="#">#Makeupyourown</a>	Don't feel you have to stick to an existing hashtag!

### Thank yous

At the close of the conference a nice touch is to publicly thank the staff/organization for the conference (think [@brookmanknight](#), [@drkatmclean](#) [@Medicalrepublic](#)). Also, thank your fellow tweeps (twitter users) for connecting at [#GPDU18](#).

At the end of the conference you can also get a full transcript on the conference tweets at [Symplur: https://www.symplur.com/healthcare-hashtags/GPDU18/](https://www.symplur.com/healthcare-hashtags/GPDU18/)

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## Further References & Resources

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- Brief explanation of “Why All Doctors Should Be on Twitter”:  
<https://www.asra.com/news/101/why-all-doctors-should-be-on-twitter#.V5PveggH1y4.twitter>
- Some dos and don'ts of social media, from RACGP: <http://www.racgp.org.au/your-practice/ehealth/social-media/>
- Doctors, this is why you should be tweeting - <https://doctorsbag.net/2012/10/26/doctors-this-is-why-you-should-be-tweeting/>
- Further ‘basics’: <https://sites.duke.edu/dukegim/duke-general-internal-medicine/twitter-in-medicine-part-4-will-they-read-what-i-tweet/>
- [“Tips for live tweeting an event”](#) by Susannah Villa (last viewed 4/10/15)  
<http://goo.gl/GO6zkl>
- [“Beyond the Buzz: live tweeting the medicine X experience”](#) by Marie Ennis-O’Connor, posted 9/19/14 (last viewed 4/10/15) <http://goo.gl/a7rsGQ>
- [“The art of live-tweeting”](#) by Christopher Long. 9/16/2013 (last viewed 4/10/15) <http://goo.gl/t5sLgK>
- [“Ten simple rules of live tweeting at scientific conferences”](#) by Sean Elkins and Ethan Perlstein PLoS Comput Biol. 2014 Aug; 10(8): e1003789. Published online 2014 Aug 21.doi: 1371/journal.pcbi.1003789 <http://goo.gl/KSHzVc>
- [“15 Reasons Twitter is Worth Physicians’ Time”](#) by @leeaase, Mayo Clinic, posted 4/15/15 and added to this post 4/18/15 via tweet by @Berci
- [“The Best #TipsForNewDocs Tweets Showcase MedTwitter’s True Worth”](#) – twitter helping interns start their careers