

# TWITTER CONFERENCE: HOW-TO GUIDE



Sponsored by:

The Student Committees of the Disability and  
Physical Activity Sections, APHA



AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*

# Session Reminders

- **Closed Caption service available** – turn on at bottom of screen, near chat box
- **Interpreters are available** - Pin their video by choosing the 3 dots that appear in the top right of their picture
- **During Presentation** – Please turn off camera to allow for interpreters to be easily visible
- **Slides and recording will be available** – link to slides is in chat
- **Use the Chat box throughout!** – Q & A will be at end

## PURPOSE OF THE TWITTER CONFERENCE

- Showcase valuable public health research among students
- Support the dissemination of student research in a unique format, underscoring the essential role of dissemination for public health impact
- Connect students with other researchers, public health practitioners, and the **public**

# PREPARING FOR THE CONFERENCE

## Disability Section

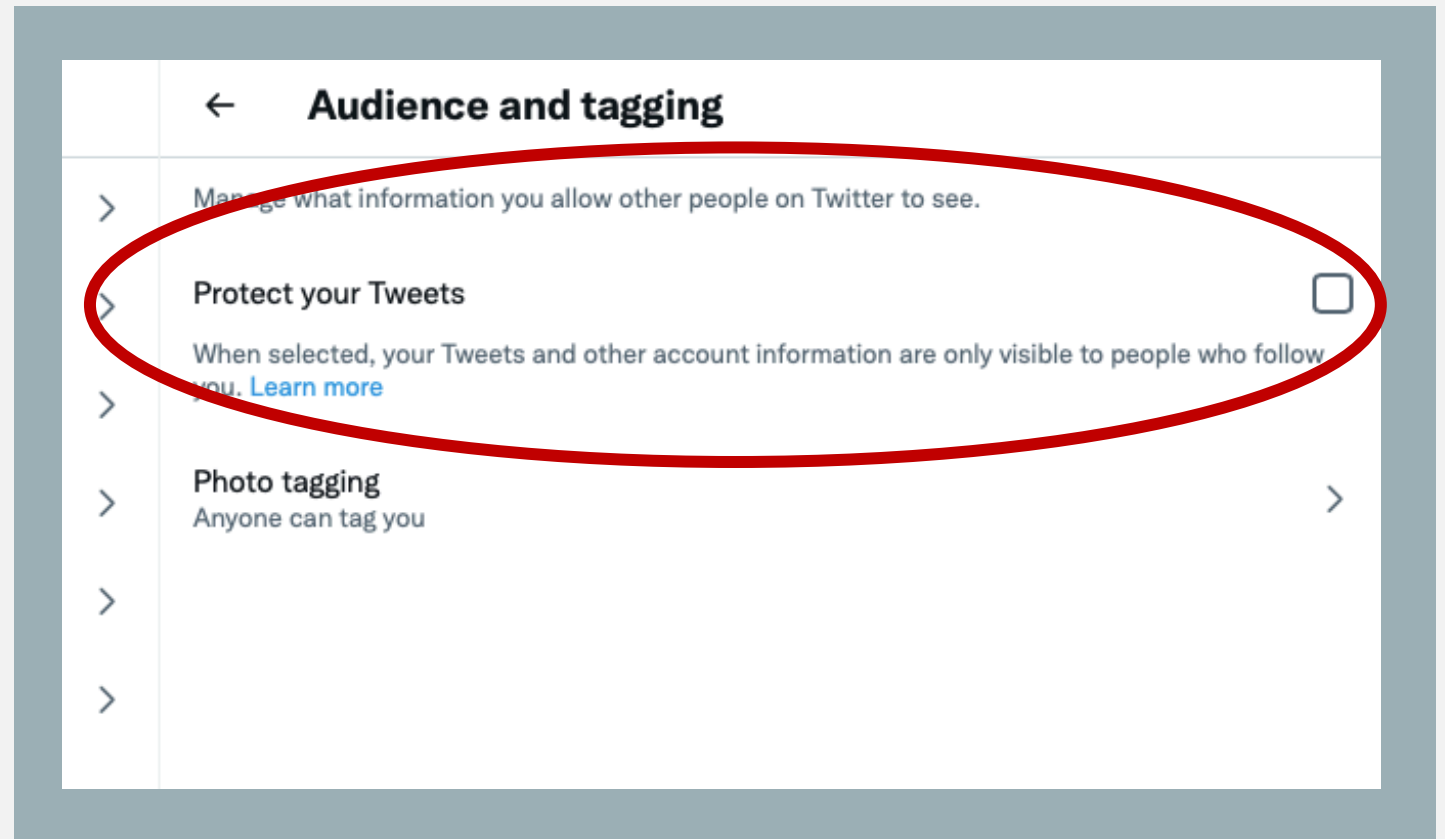
- Create poster save as JPEG or PNG
  - Create alt text description
- Create video, save as MOV
- Create 5 tweets
- Send to [aphadisability@gmail.com](mailto:aphadisability@gmail.com) one week before conference
- We will post your poster, oral presentation and tweets & tag you!

## PA Section

- Abstract
- Headshot
- Create 10 tweets or video (save as MOV)
- Save any images as JPEG or PNG
  - Create alt text description
- Send materials to [physacttc@gmail.com](mailto:physacttc@gmail.com) one week before conference
- Each presenter must present their work from their own Twitter account, which must be set to allow public viewing of tweets

# SETTING PROFILE TO ALLOW PUBLIC VIEW

- Log on to your Twitter account
- On the left side select “More”
- Click on “Settings and Privacy”
- Click “Privacy and Safety”
- Click “Audience and Tagging”
- The box next to “Protect your Tweets” should be unchecked



## TWEET GUIDELINES (DISABILITY SECTION)

- Each presenter will be given a total of 5 tweets to present their work
  - Introduction/Background: 1 tweets
  - Methods: 1 tweets
  - Results: 1-2 tweets
  - Discussion/Conclusion: 1-2 tweets

## TWEET GUIDELINES (PA SECTION)

- Each presenter will be given a total of 10 tweets to present their work
  - Introduction/Background: 3 tweets
  - Methods: 2 tweets
  - Results: 2 tweets
  - Discussion/Conclusion: 3 tweets

## TWEET GUIDELINES (CONT.)

- Each tweet must contain respective section's hashtag at the end of the tweet (#PhysActTC or #DisabilityTC)
- The beginning of each tweet must specify the number in the tweet series (e.g. 1/10)
- Twitter allows 280 characters (including spaces per tweet)



## VIDEO, POSTER, VISUAL MEDIA

- For the PA Section Video or Visual Media (15 minutes) can be uploaded to Twitter through YouTube
- For the Disability Section, please email Videos (5 minutes) to [aphadisability@gmail.com](mailto:aphadisability@gmail.com) and we will upload to our YouTube page and add captions for you!
- With a video, poster, or visual media it can be included in one tweet or up to the maximum tweet number for section
  - Add alt text to any visual media you share!
- The beginning of each tweet must specify the number in the tweet series (e.g. 1/10)
- Each tweet must contain respective section's hashtag at the end of the tweet (#PhysActTC or #DisabilityTC)

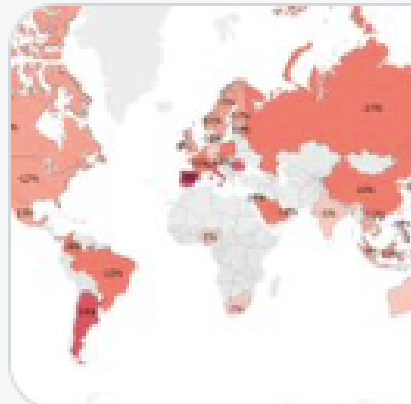
## TWEET EXAMPLE



**APHA PA Section** @PaSectionAPHA · Sep 24, 2020

...

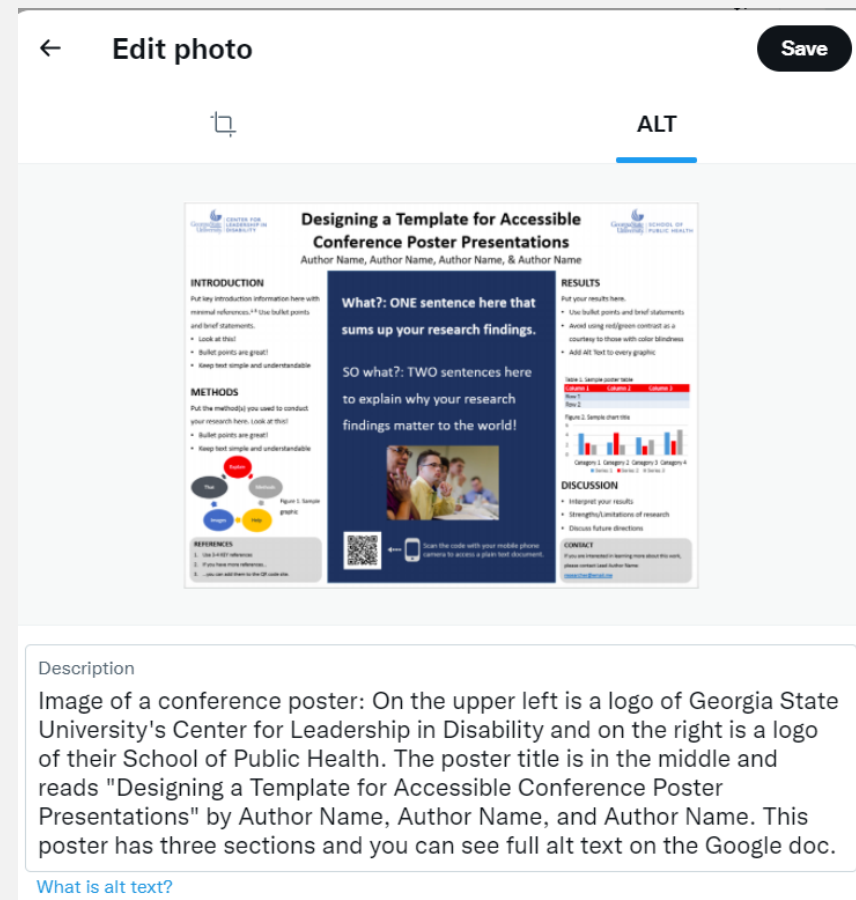
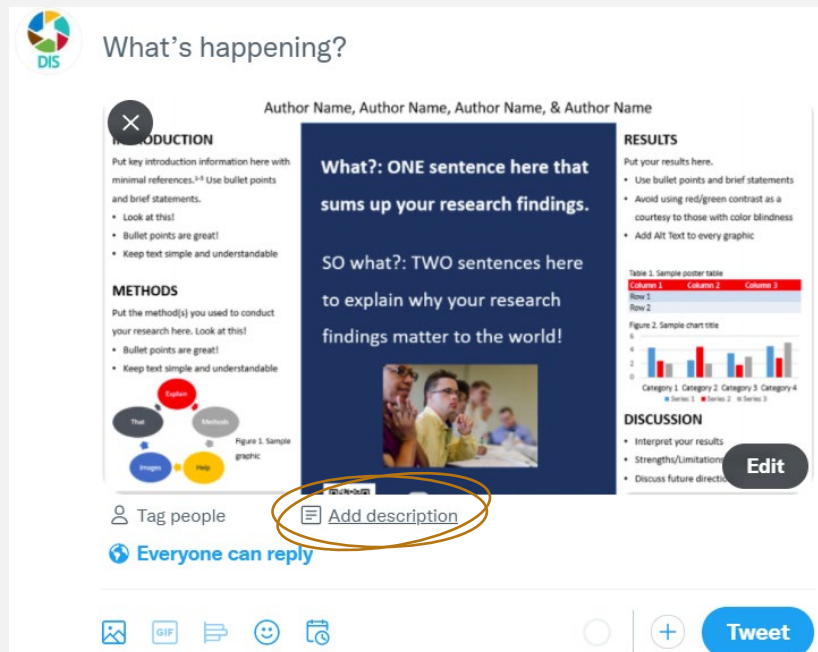
1/10 During [#COVID19](#), [#PhysicalActivity](#) is more important than ever as it can boost our [#immune](#) response and improve our moods. However, some data from [@fitbit](#) has indicated a significant decrease in step count worldwide. [blog.fitbit.com/covid-19-globa...](https://blog.fitbit.com/covid-19-global-physical-activity/) [#PhysActTC](#)



The Impact Of Coronavirus On Global Activity - Fit...  
As the COVID-19 pandemic continues to evolve, it has impacted the physical activity levels of million...  
[blog.fitbit.com](https://blog.fitbit.com)



# ALT TEXT EXAMPLE



# PRESENTATION PROCESS

- To start each presentation:
  - The PA account will tweet an introduction tweet with a flyer and also tag your account
  - The Disability account will tweet your presentation with the series of your tweets tagging you
- For the PA conference, your tweets will need to be REPLIES to this introduction tweet. Each tweet after the 1<sup>st</sup> tweet, should be a reply to the previous tweet. This will create a continuous chain of tweets that will be easily readable by the public
- For the Disability conference, you are encouraged to retweet and reply to your presentation as well as others!
  - We ask that you are available for at least one hour afterwards to answer any questions or respond to comments.



**APHA PA Section**  
@PaSectionAPHA

Please welcome Jonathan Pedroza, a PhD student in Prevention Science at the University of Oregon. Follow along this tweet thread for [@jp\\_prev\\_uo](#)'s awesome presentation on access to recreational resources in CA!! [#PhysActTC](#)

Reply



**Jonathan A. Ped** · Sep 24, 2020 ...

Replying to [@PaSectionAPHA](#)

My name is Jonathan Pedroza (JP) and today I will be presenting "Examining the Longitudinal Association between Access to Recreational Resources and Leisure-time Physical Activity Across California." [#PhysActTC](#)

1 1 5



**Jonathan A. Ped** · Sep 24, 2020 ...

1/10: Approximately 20% of adults in California report no leisure-time physical activity (LTPA). This puts many individuals at higher risk of various chronic health conditions, such as obesity, diabetes, and cardiovascular disease. [#PhysActTC](#)



1 4

[Show replies](#)

## PRESENTATION PROCESS (CONT.)

- Please have your email account open in case we need to contact you during the conference
- The audience/attendees are encouraged to interact with your tweets throughout your presentation time
- At the end of all of the presentations will be time for final questions and comments, please be available for the discussion at that time

## FINAL TIPS

- As a way to further increase engagement with the audience and visual appeal of the presentation we recommend the use of images, gifs, as well as additional appropriate hashtags to increase the dispersion of content



## FINAL TIPS (CONT.)

- Make sure to be thoughtful in connecting what your findings mean for policy, practice, and/or future research. Take that additional step in the synthesis of your work and its contribution





## ADDITIONAL QUESTIONS?

- If you have questions leading up to the twitter conference or during, please email:
- Disability Section: [apha.disability@gmail.com](mailto:apha.disability@gmail.com)
- Physical Activity Section: [physacttc@gmail.com](mailto:physacttc@gmail.com)

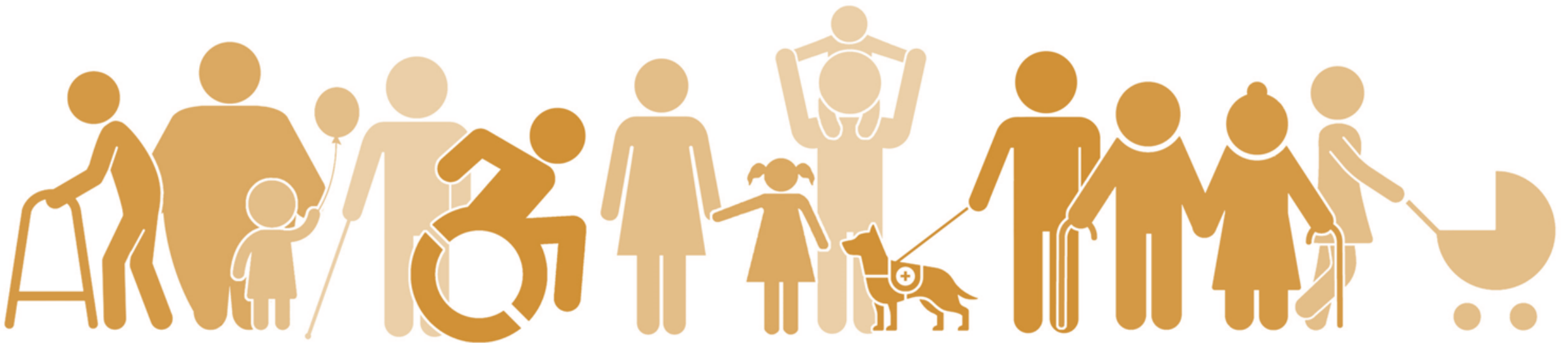


# Creating an Accessible Presentation



# What is accessibility?

- Variables that influence a person's ability to function within an environment
- Measure determining if ALL PEOPLE can participate in the SAME activities, and actively produce and consume the same content in



# Why accessibility is important?

Opportunity to provide new  
ways to learn

Reduces barriers for  
engagement

Creates a welcoming space

Supports the advancement  
of Knowledge

# Accessibility Considerations for a Virtual Presentation



## Visual

- Explanation of pictures, tables, graphs
- Alt text
- Text font, size, & color contrast



## Hearing

- Closed Captioning
- ASL interpreter



## Cognitive & Learning Styles

- Present information in different ways
- White space



## Speech/ Language

- Plain language
- Clear speech at a slower rate
- Avoid jargon & field acronyms



## Other

- Inclusive language
- Inclusive introductions
- Compatible for different devices

# Accessible Posters/Infographics

- ❑ Text font, size & colors
- ❑ Plain language
- ❑ White space
- ❑ Alt text
- ❑ Save as pdf -> for alt text reasons

**Accessible Posters/Infographics**

Author Name

**RESULTS**

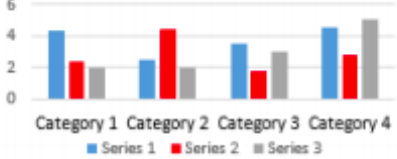
Put your results here.

- Use bullet points and brief statements
- Avoid using red/green contrast as a courtesy to those with color blindness
- Add Alt Text to every graphic

Table 1. Sample poster table

Column 1	Column 2	Column 3
Row 1		
Row 2		

Figure 2. Sample chart title



Category 1 Category 2 Category 3 Category 4

Series 1 Series 2 Series 3

**DISCUSSION**

- Interpret your results
- Strengths/Limitations of research
- Discuss future directions

**CONTACT**

If you are interested in learning more about this work, please contact Lead Author Name: [researcher@email.me](mailto:researcher@email.me)

**Designing Accessible Posters/Infographics**

Author Name

**INTRODUCTION**

Put key introduction information here with minimal references.<sup>1-3</sup> Use bullet points and brief statements.

- Look at this!
- Bullet points are great!
- Keep text simple and understandable

**METHODS**

Put the method(s) you used to conduct your research here. Look at this!

- Bullet points are great!
- Keep text simple and understandable




Figure 1. Sample graphic

**REFERENCES**

1. Use 3-4 KEY references
2. If you have more references...
3. ...you can add them to the QR code site.

# Text Considerations

## SIZE

### Powerpoints:

Size 20+

### Posters (if set to traditional sizes):

Section Headers- size 60+

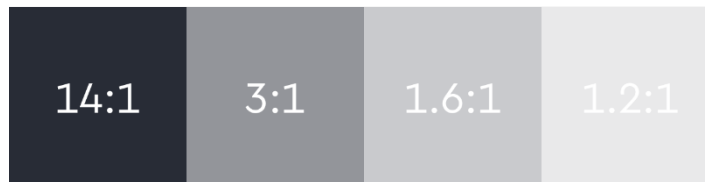
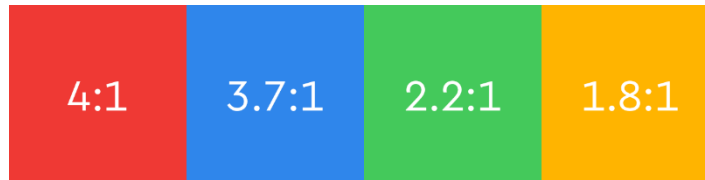
Body- Bullets size 36+

### Infographics:

Size 14

\*Dependent on purpose & medium

## COLOR



- High contrast colors
- Minimal patterns or pictures behind text
- Mindful of text created with red and green

## FONT

A f l s A f l s

Sans serif

Serif

- Don't used stylized fonts
- Sans Serif Only
- EXAMPLES

**YES: Arial, Calibri**

**NO: Times New Roman**

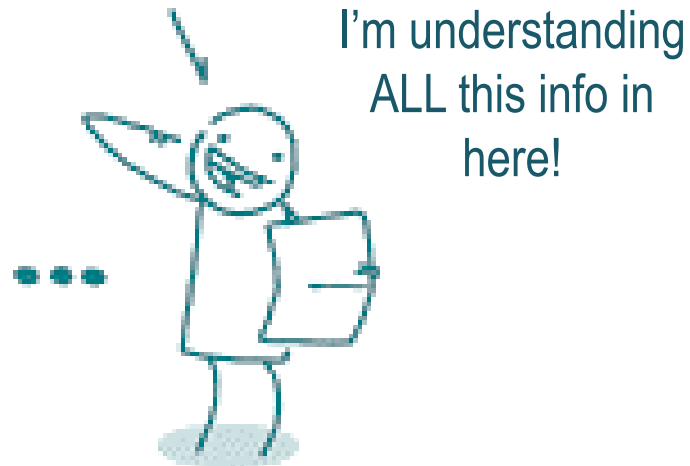
# Plain Language

- Simple and easy to read
- Short sentences
- Active voice
- Avoid jargon
- Explain acronyms
- Words should reinforce visual material

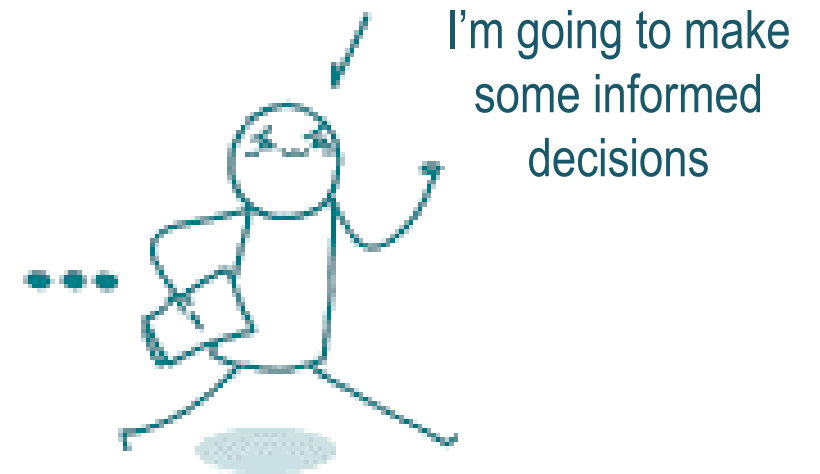
## READABILITY



## PLAIN LANGUAGE



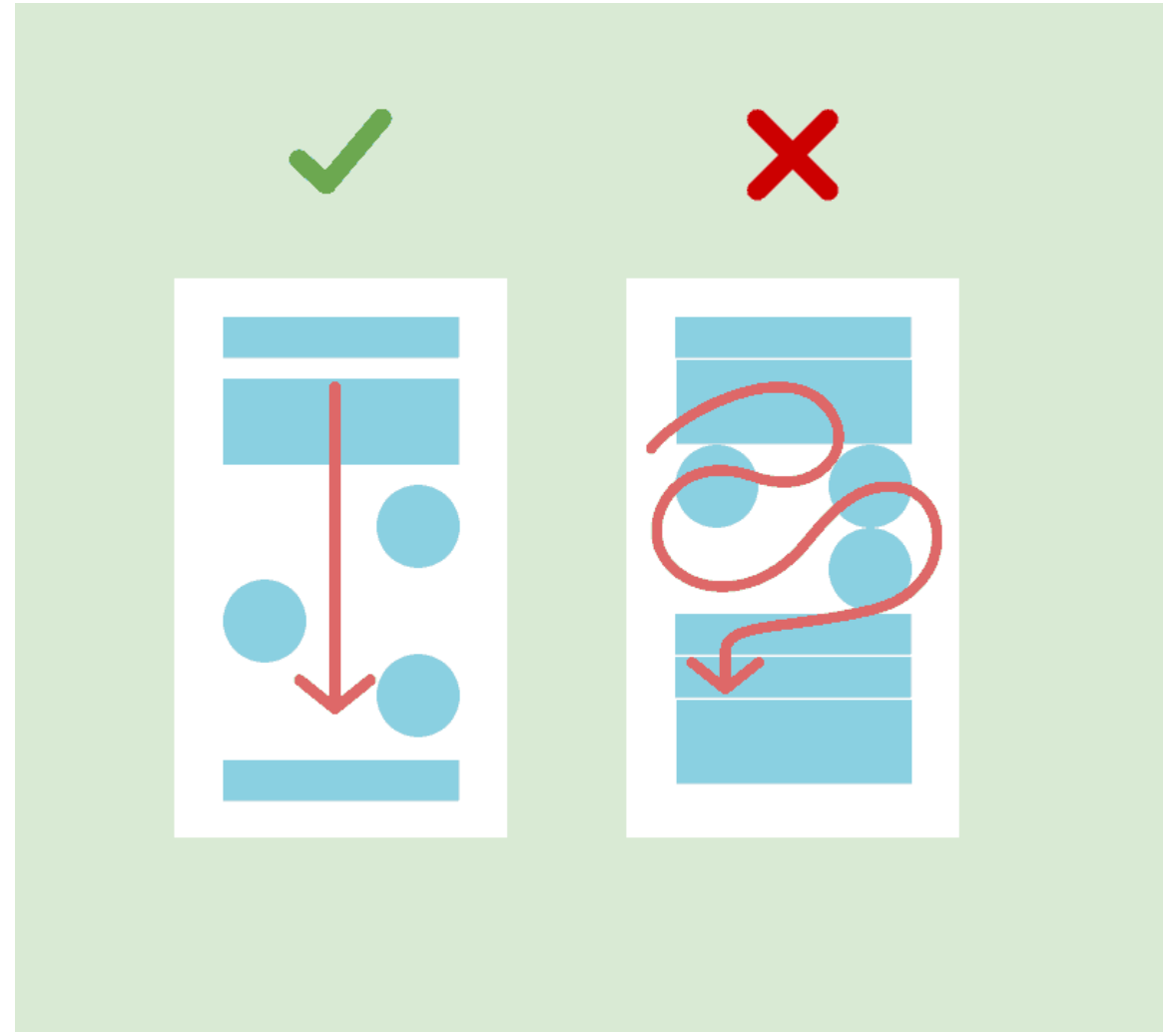
## HEALTH LITERACY





# White Space

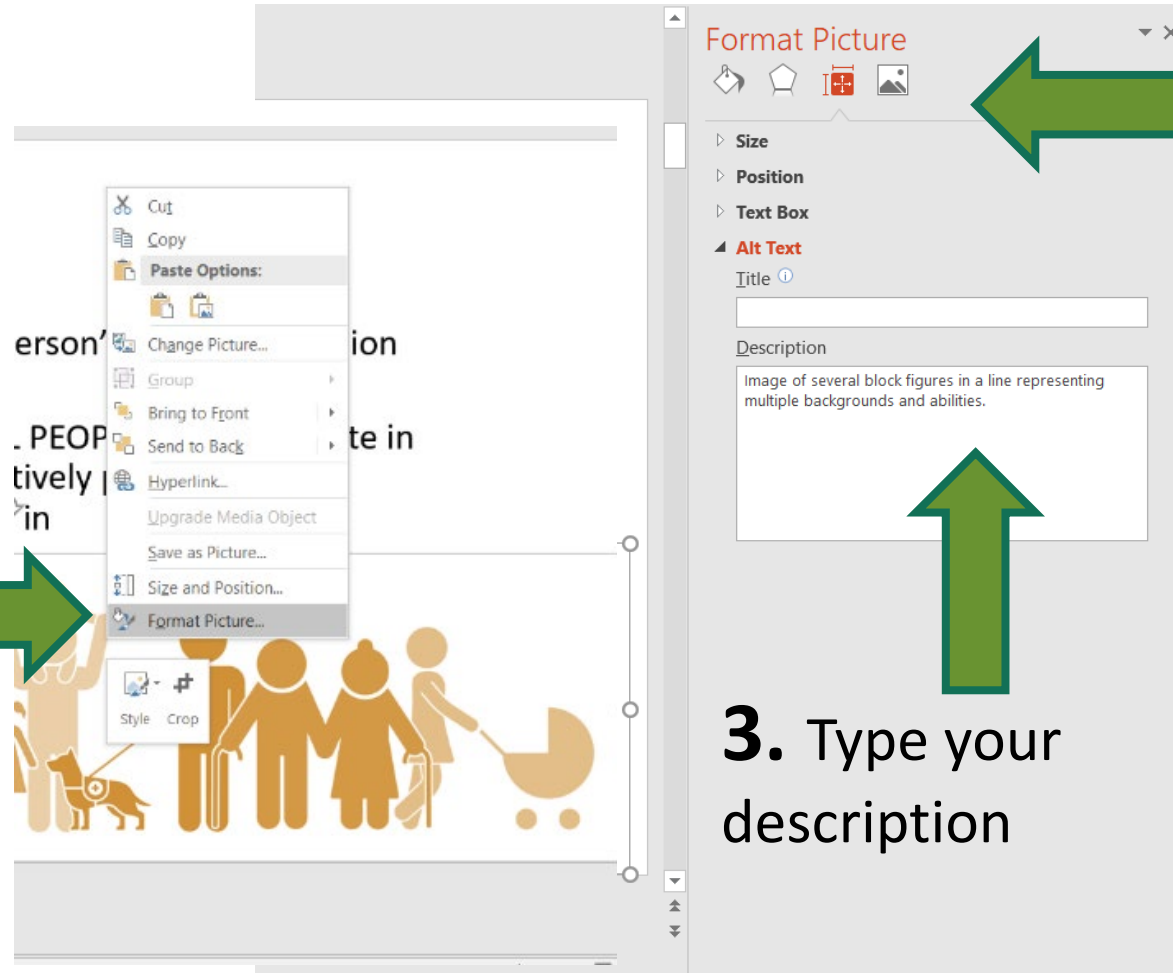
- Helps focus attention to important points
- Supports different visual abilities
- Supports different comprehension abilities
- Allows use with multiple screen sizes
- Don't eliminate white space to cram in more info, instead make your info more succinct



# Alt Text

- Provides a text over image that describes that image to visually-impaired readers
- Use alt text on all visuals

**1.** Right click  
and select  
*Format Picture*



**2.** Select the edit icon

**3.** Type your  
description

**4.** SAVE Poster or infographic  
AS A PDF

# Accessible Poster Example 1

## Designing a Template for Accessible Conference Poster Presentations

Author Name, Author Name, Author Name, & Author Name

### INTRODUCTION

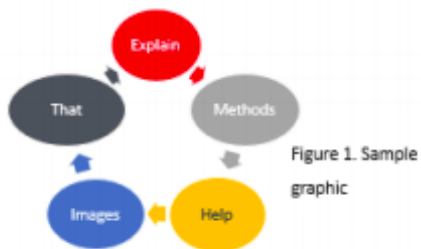
Put key introduction information here with minimal references.<sup>1-3</sup> Use bullet points and brief statements.

- Look at this!
- Bullet points are great!
- Keep text simple and understandable

### METHODS

Put the method(s) you used to conduct your research here. Look at this!

- Bullet points are great!
- Keep text simple and understandable



### REFERENCES

1. Use 3-4 KEY references
2. If you have more references...
3. ...you can add them to the QR code site.

**What?: ONE sentence here that sums up your research findings.**

**SO what?: TWO sentences here to explain why your research findings matter to the world!**



Scan the code with your mobile phone camera to access a plain text document.

### RESULTS

Put your results here.

- Use bullet points and brief statements
- Avoid using red/green contrast as a courtesy to those with color blindness
- Add Alt Text to every graphic

Table 1. Sample poster table

Column 1	Column 2	Column 3
Row 1		
Row 2		

Figure 2. Sample chart title



### DISCUSSION

- Interpret your results
- Strengths/Limitations of research
- Discuss future directions

### CONTACT

If you are interested in learning more about this work, please contact Lead Author Name:

[researcher@email.me](mailto:researcher@email.me)

# Accessible Poster Example 2

## We Don't Have to Pick a Side: The Middle Is A Fine Place to Be



Andrew R. Smith  
Appalachian State University

### INTRODUCTION

Mike Morrison created a template for a "Better Scientific Poster" (BSP) (<https://osf.io/ef53g/>)

The BSP format has been praised by many, yet disparaged by others.

The current project had 2 goals:

1. Create a template that I think could be useful.
2. Point out that we don't need to either love or hate the new format—the middle is just fine.

### METHOD

To create a new template, I identified strengths of the BSP template and the traditional format.

BSP strengths: clear take-away message, minimal text, QR code

Traditional format strengths: room for figures, reasonable text size on sides, large title to make finding posters in poster session easy, web link and email for people who don't like QR codes

### Why must we pick sides?

The new poster format is a revolution, or the new poster format is garbage!

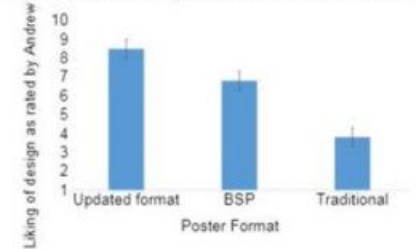
Take the **good parts** of the new format, keep the **useful aspects** of the traditional format, add in your own ideas, and **create something better**.

Poster template: <https://osf.io/ayjzg/>  
[smithar3@appstate.edu](mailto:smithar3@appstate.edu)

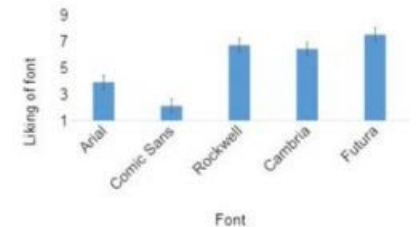


### RESULTS

Preregistered analysis: 78% increase in liking compared to traditional format and 24% increase compared to the BSP format.



Exploratory analysis: room for improvement in this template (Arial font, seriously?!?!).



### DISCUSSION

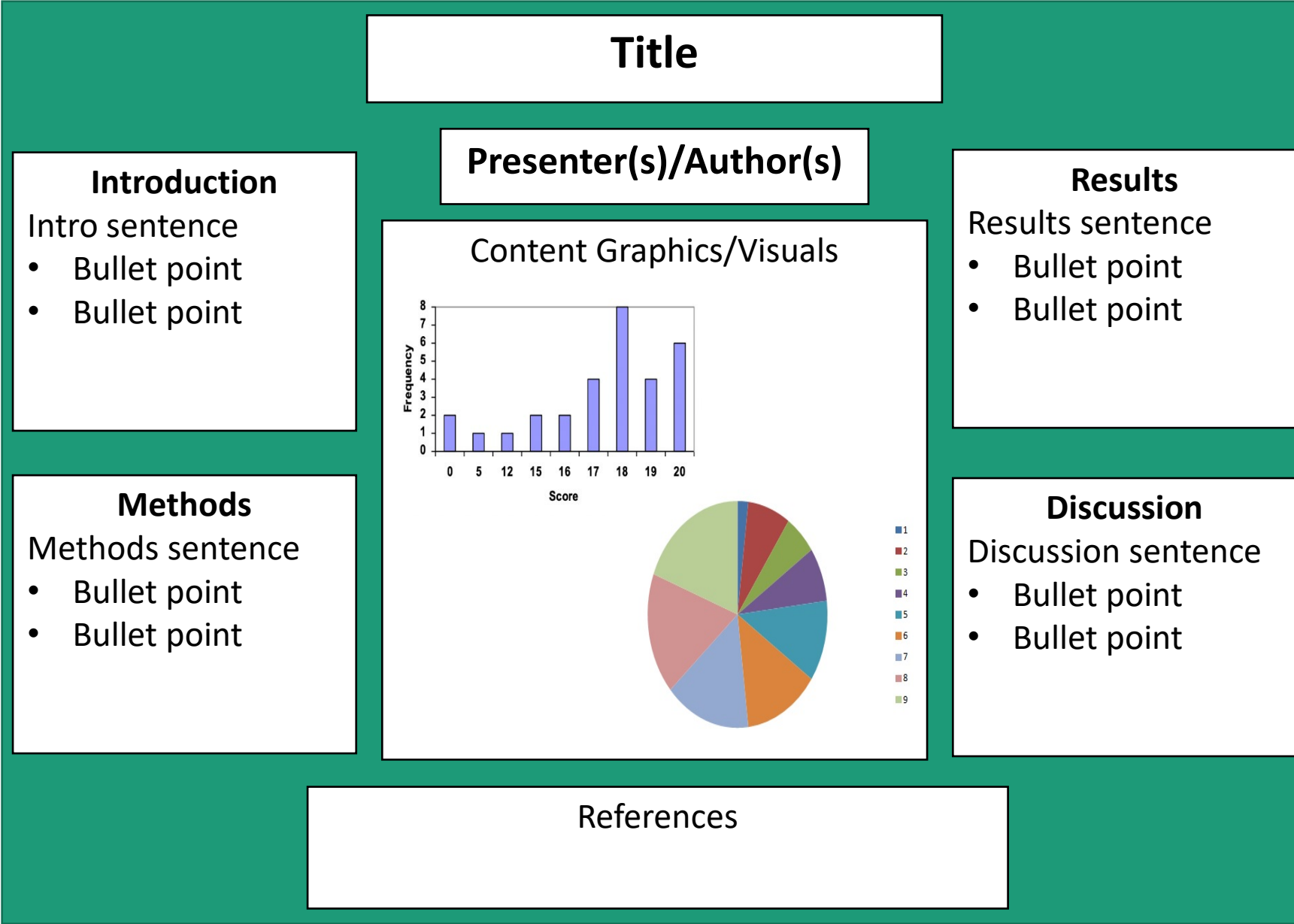
Sometimes it makes sense to pick a side; this is not one of those times.

Praise what you like, make suggestions for improvement, and **then make something better**.

Take Mike's ideas, incorporate some of mine, **be creative**, and let's make posters more useful.

# Accessible Poster

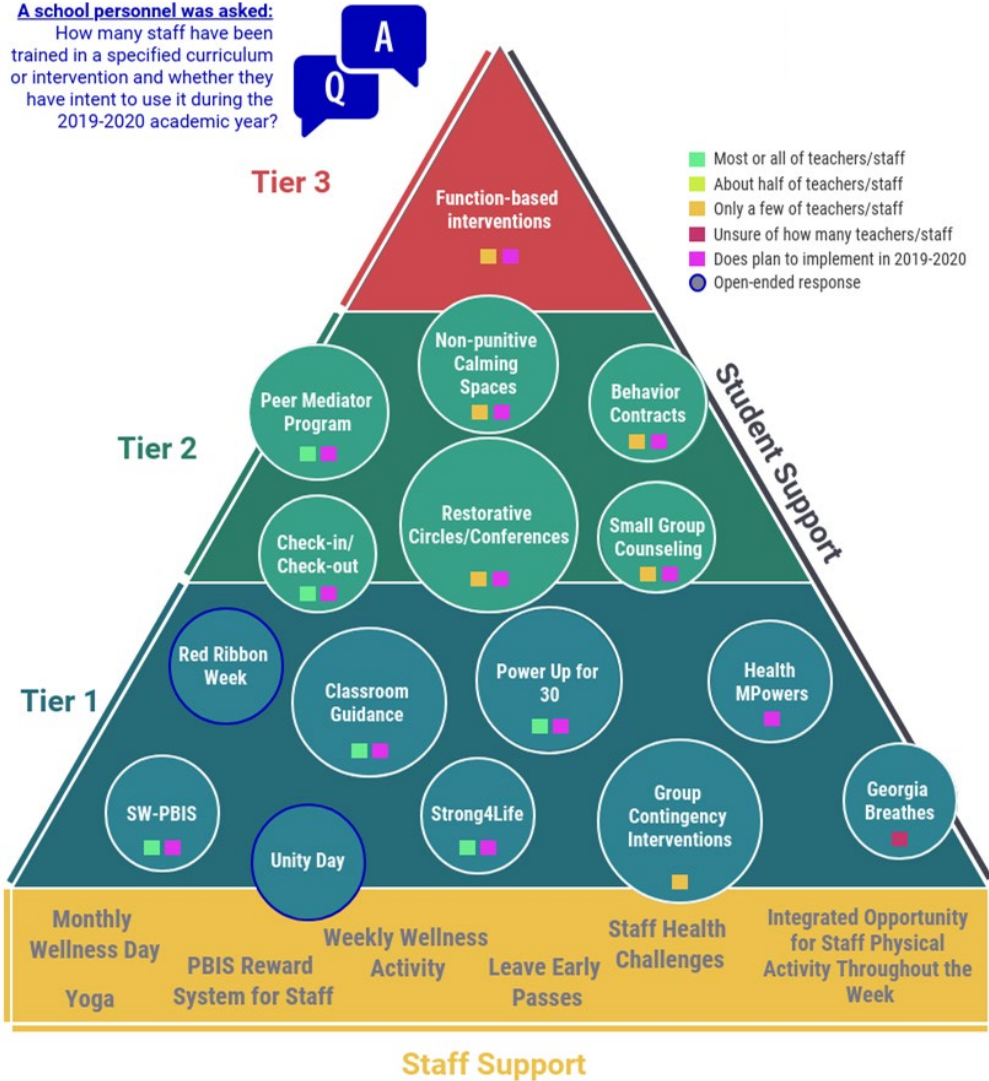
## Example 3





# Infographic Examples

A school personnel was asked:  
How many staff have been  
trained in a specified curriculum  
or intervention and whether they  
have intent to use it during the  
2019-2020 academic year?



Rural  
School-Based  
Mental Health  
Program



## School Climate Rating

HEARD | HARALSON | CARROLL

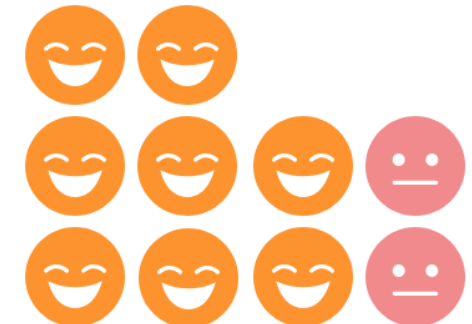
School Climate is assessed using Student and Staff Attendance Data, Student Discipline Data, Georgia Student Health Survey 2.0 Data, and Teacher/Parent Perception Data.



90% of the 10  
participating schools  
either improved or  
maintained their  
School Climate  
Ratings.

*Improve - Worsen - Variable - Maintain*

80% of the 10  
participating schools  
either maintained or  
attained **Good (4)** to  
**Very Good (5)** School  
Climate Ratings



# Overview of Program Name

An Inclusive Post-Secondary Education Program at the University

First year of students:

Spring 2017

Credential Earned:

Non-degree certificate

Number of students

In Database: 15

With Follow-up data: 4

## PROGRAM INFO



Students	Accepted	Graduated
2016-17	5	-
2017-18	2	-
2018-19	4	5
2019-20	5	2
<b>TOTAL</b>	<b>17</b>	<b>7</b>

## OUTCOMES

Employment

Status - 2 (50%) employed

Wages - \$5.15 & \$10/hr

Academics

Grad Rates - 100% earned cert

Further Education - 4/4 yes

Advocacy

Social Competence

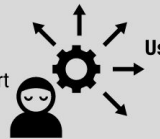
Social Life - Satisfied (3) or Very Satisfied (1)

Independent Living - All live with family

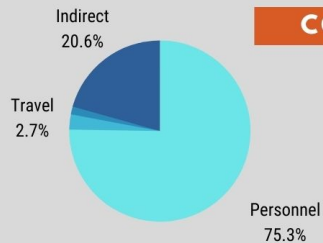
Use of Public Supports

Health Insurance - 0 get HI from their job

Social Security - 2 have SSI; 2 have SSDI



## COSTS



	2018-19	2019-20
<b>Operating Budget</b>	\$351,183	\$352,779
<b>Personnel</b>	\$264,231	\$265,497
<b>Travel</b>	\$9,506	\$9,506
<b>Other direct</b>	\$4,980	\$4,980
<b>Indirect</b>	\$72,466	\$72,796

## FUNDING

Non-monetary Supports & Partnerships:

- Volunteer student mentors - 1 hr/week
- Interns - 15 hrs/week
- State-wide Consortium
- Student government
- University faculty support
- Relationships with community organizations and businesses

Funding by Stream

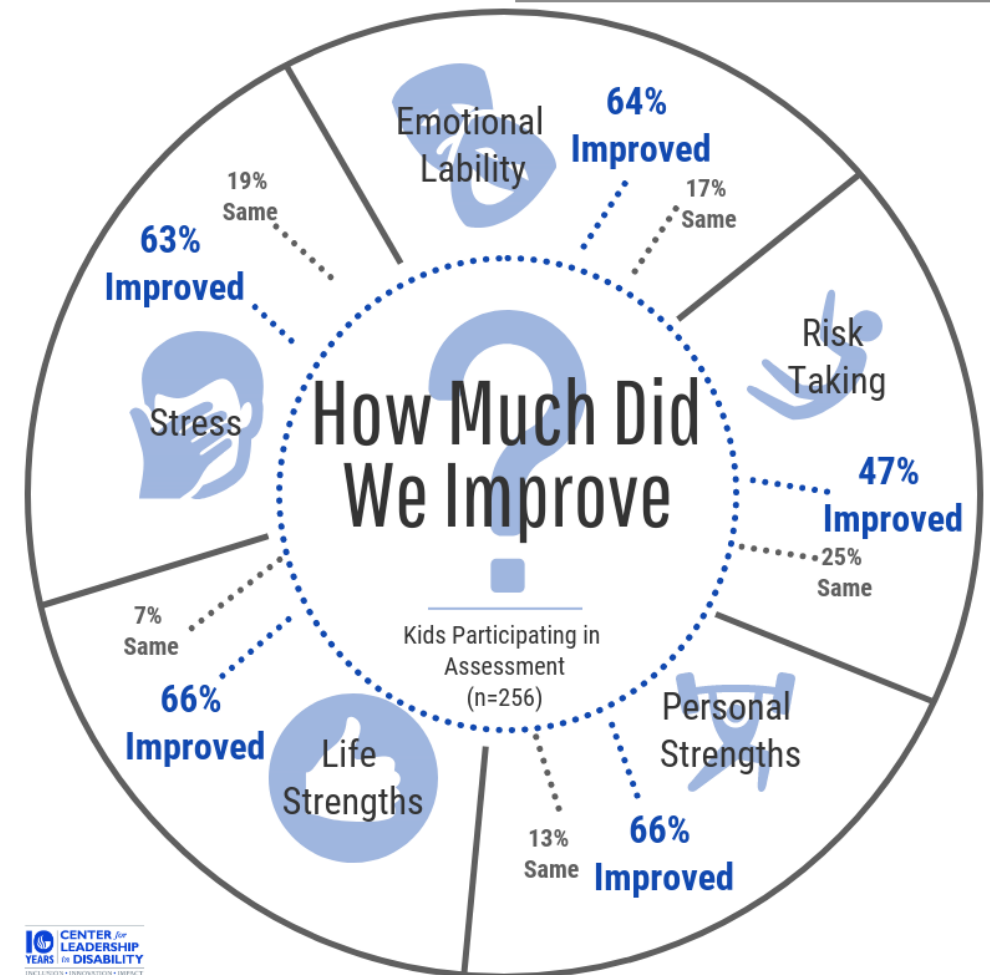


Rural  
School-Based  
Mental Health  
Program

## Child and Adolescent Needs and Strengths

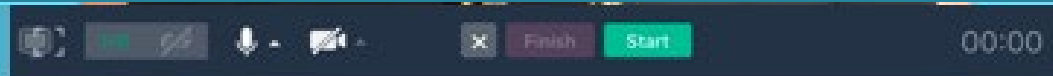
The Child and Adolescent Needs and Strengths (CANS) is a multi-purpose tool developed for children's services to support decision making, including level of care and service planning, to facilitate quality improvement initiatives, and to allow for the monitoring of outcomes of services.

-John Praed Foundation, 2015



# Video/Oral Presentations

- ☐ Closed captioning
  - ☐ Zoom and YouTube provide this for free
- ☐ Introduce and explain all images and supports
- ☐ Speak clearly and utilize pauses
- ☐ Plain language
  - ☐ See earlier slide





# Inclusive Engagement of Audience

- ☐ Use plain language
  - ☐ Short, succinct sentences
  - ☐ Aware of grade level
  - ☐ Simplify!
- ☐ Avoid jargon
- ☐ Inclusive language
- ☐ Remember, Twitter is a diverse audience and not geared at only academics.



## ADDITIONAL QUESTIONS?

- If you have questions leading up to the twitter conference or during, please email:
  - Disability Section: [apha.disability@gmail.com](mailto:apha.disability@gmail.com)
  - Physical Activity Section: [physacttc@gmail.com](mailto:physacttc@gmail.com)

