



Harnessing the Power of Twitter to Advance Your Cause: A Beginner's Guide

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Why Twitter?

- Powerful social media platform
- 275 million active monthly users in 2019
- Amplifies voices, ideas, causes beyond disciplines and national boundaries

Disability & Twitter

- Global audience = prime target for engagement with the wide range of causes related to individuals with disabilities
- Modest presence of individuals with disabilities and their advocates
- Critical to build and maintain a strong Twitter presence in order to advance causes related to individuals with disabilities
 - Accessibility
 - Mental health awareness
 - Improved clinical care
 - Leadership development

Goals

- Learn how to design effective tweets that:
 - Increase awareness of your cause
 - Engage stakeholders
 - Create multidisciplinary networking opportunities

Learn the Platform

- Create a practice account (do *not* include your name in your user name)
- Follow skilled users/accounts:
 - @AUCDNews
 - @JulieSilverMD
 - @RamanSharmaMD
 - @DrHowardLiu



Create a Profile



Users with pictures are more likely to be followed

Marie Reilly, MD
@MarieReillyMD

Establish credibility

Developmental Behavioral Pediatrician @bostonchildrens | Instructor @harvardmed |
[#womeninmedicine](#) [#DDAwareness19](#) [#MedEd](#)

Joined December 2018

338 Following 295 Followers

Tweets

Tweets & replies

Media

Likes

Tell users what you care about

Pinned Tweet



Marie Reilly, MD @MarieReillyMD · Dec 30, 2018

Young gender nonconforming children deserve quality care. Providers can play a crucial role in support of their developmental patterns and need for [#advocacy](#). bit.ly/200Oeqi @BostonChildrens @sdbp @jdbp #pediatrics #transgender #medtwitter

Table 4. Advice for Medical Providers, Compiled by Transgender and Gender Nonconforming Youth¹⁹

1. Remember that sexuality and gender are not equivalent concepts.
2. Acknowledge that talking about gender identity and puberty can be awkward in the clinical setting. Try to create a comfortable atmosphere.
3. Recognize that some individuals identify as nonbinary and will therefore choose alternative pronouns.
4. Names, pronouns, and gender markers matter.
5. Do not ask about genitalia unless medically necessary.
6. Genital and breast examinations may be particularly uncomfortable for transgender or gender nonconforming individuals.
7. Puberty blockers and cross-sex hormones can be lifesaving.
8. All staff should use preferred names, use date of birth (and not name) to confirm identity, and ask about preferred pronouns.
9. Keep in mind that mental health can be significantly impacted by the reactions of others.
10. "Let me know that you are on my team."

Craft Engaging Tweets

- Tweet about content that you care about
- Include a picture
- Use strategic hashtags
- Tag stakeholders
- Tweet at the right time of day/week



Marie Reilly, MD @MarieReillyMD · Jul 25

The #AutismCARES Act makes a difference for my patients. Thank you #Massachusetts representatives @sethmoulton @RepPressley @LoriTrahanMA @RepJoeKennedy @RepMcGovern @RepKClark for supporting this legislation! 🌟🌟🌟

#Autism #AutismAwareness #advocacy #pediatrics #medtwitter

About the Autism CARES Act



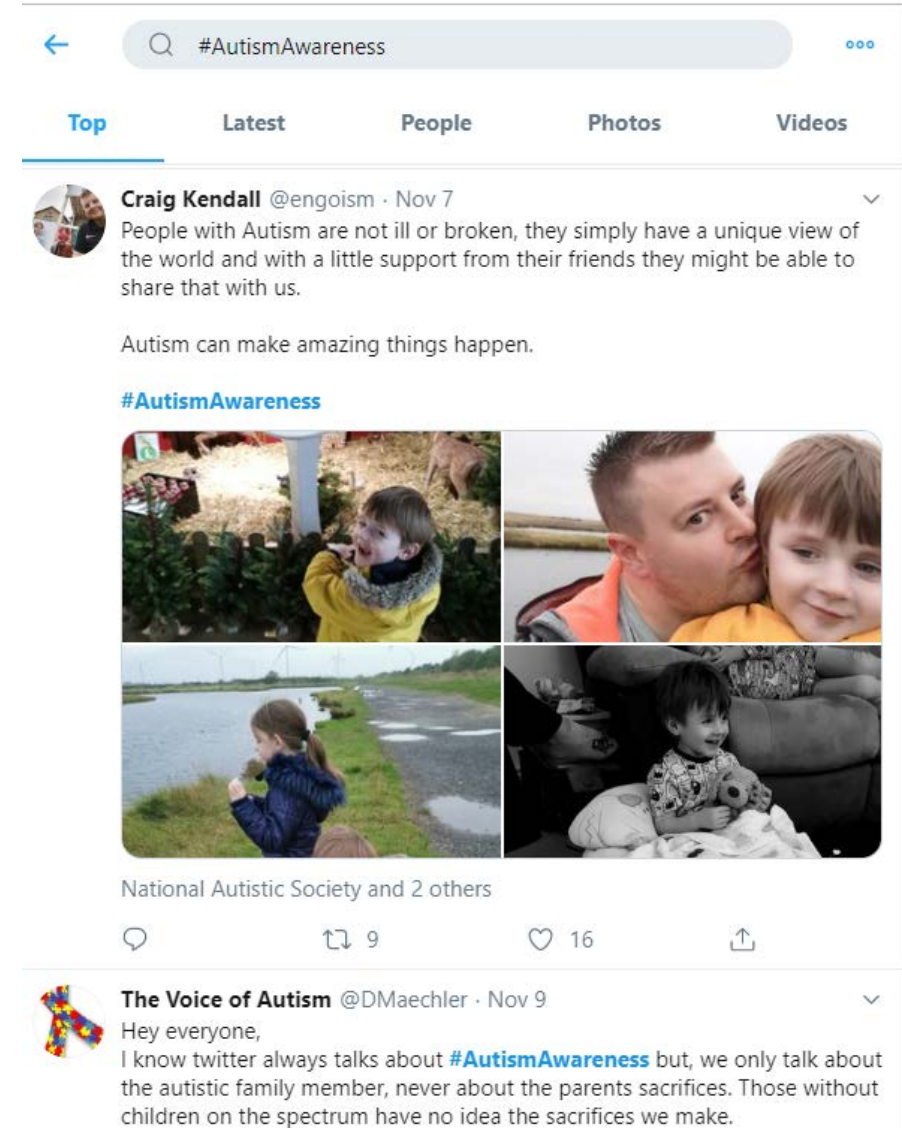
The Autism Collaboration, Accountability, Research, Education, and Support (CARES) Act (H.R. 113-157) expanded and coordinated the federal government's response to the increasing numbers of individuals diagnosed with Autism Spectrum Disorders (ASD), including:

- Research being conducted within and administered by the National Institutes of Health (NIH)
- Surveillance and awareness activities at the Centers for Disease Control and Prevention (CDC)
- Workforce development, research into evidence-based interventions, and efforts to establish more effective systems of care at the Health Resources and Services Administration (HRSA)
 - Including LEND programs



Use #Hashtags

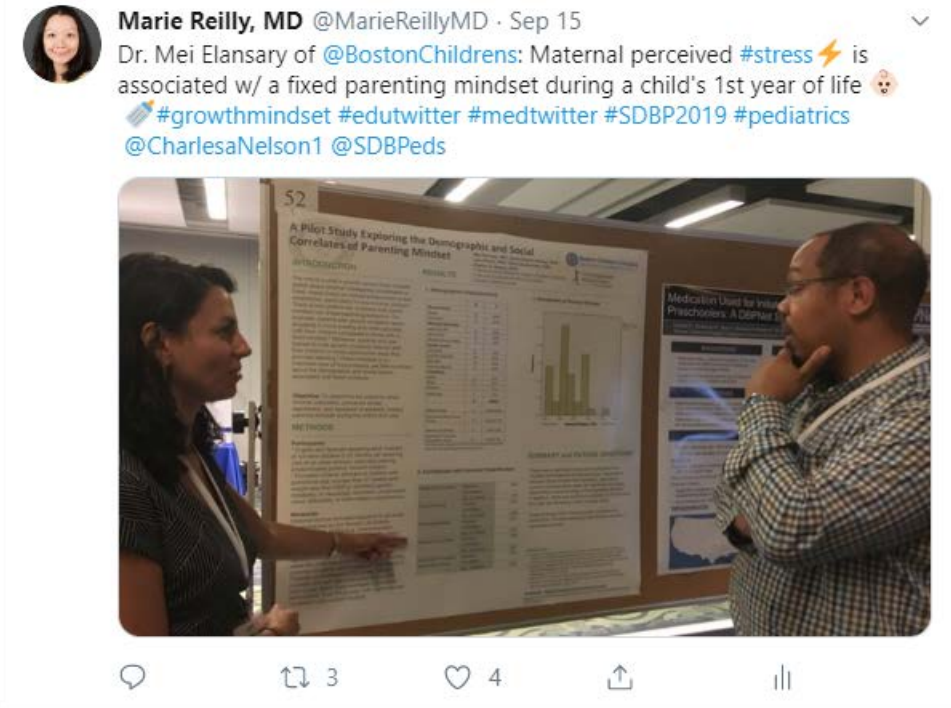
- Identifies tweets about a specific topic
- Aggregates content about a particular idea (#autismawareness) so that users can easily find it
- Widens the audience for your tweet beyond just your followers



The screenshot shows a Twitter search interface for the hashtag #AutismAwareness. The search results are filtered to 'Top' tweets. The first tweet is from Craig Kendall (@engoism) dated Nov 7. The tweet text reads: "People with Autism are not ill or broken, they simply have a unique view of the world and with a little support from their friends they might be able to share that with us." Below the text is a link to "Autism can make amazing things happen." and a link to "#AutismAwareness". The tweet includes a grid of four images: a child in a yellow jacket, a man kissing a child, a child by a lake, and a child with a stuffed animal. The tweet is retweeted by the National Autistic Society and 2 others, with 9 retweets and 16 likes. The second tweet is from The Voice of Autism (@DMAechler) dated Nov 9. The tweet text reads: "Hey everyone, I know twitter always talks about #AutismAwareness but, we only talk about the autistic family member, never about the parents sacrifices. Those without children on the spectrum have no idea the sacrifices we make."

Tag Strategically

- Tagging a user calls their attention to a tweet
- Invites that user to like or re-tweet your tweet which shares it with their followers
- Widens the reach of your tweet



Impressions 699
times people saw this Tweet on Twitter

Total engagements 25
times people interacted with this Tweet


[View all engagements](#)

Good Tweet, Bad Tweet







Good Tweet, Bad Tweet

Allison Bean MD, PhD Retweeted

 **Julie Silver, MD** @JulieSilverMD · Mar 31

Research dissemination is a priority. We published this **NEW** report on how bibliometrics work to help:

 #Researchers #Scientists
 #MedicalEducation #MedEd
 #WomenInMedicine #WomenInSTEM #WomenInScience
 #MedicalStudents #GirlMedTwitter #DoubleDocs

#SoMe
tinyurl.com/y6jn7qkc

Measuring the Impact of Research Using Conventional and Alternative Metrics

Sasha E. Knowlton, MD, Sabrina Paganoni, MD, William Niehaus, MD, Monica Verduzco-Gutierrez, MD, Raman Sharma, MD, Mary A. Iaccarino, MD, Todd Hayano, DO, Jeffrey C. Schneider, MD, and Julie K. Silver, MD

Abstract: Bibliometrics use statistical methods to measure the scholarly impact of publications. Bibliometrics are categorized as conventional metrics or alternative metrics. Conventional metrics have often been considered the standard to measure the impact of publication-related scholarship. With the growing popularity of social media and ease of instantaneous distribution of information globally, alternative metrics have become an important complementary measure of scholarly activity. Bibliometrics may provide a standard performance measurement that may be used for tenure and/or promotion among academic institutions. The alternative metric industry has shown considerable growth with increasingly improved algorithms working towards standardization. Together, conventional metrics and alternative metrics may synergistically complement each other to provide an accelerated translation from research to clinical care that may lead to tremendous benefits in patients. All physicians and other healthcare professionals should receive training in bibliometrics and understand the potential impact of professional social media use.

Key Words: Social Media, Internet, Alternative Metrics, Bibliometrics
(Am J Phys Med Rehabil 2019;98:331-338)

Sasha E. Knowlton, M.D., Jeffrey Schneider MD, William N. Niehaus, MD and 7 others

2 58 107

Show this thread

Summary

- Twitter is a powerful social media platform that can be leveraged to advance the cause of individuals with disabilities
- Utilizing Twitter strategy can help spread your message more effectively
- Follow me @MarieReillyMD