Session 3004
Social Media for the Allergy/Immunology Practice: Let’s Do It!

Introduction to Twitter

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Disclosures

* None
What is Twitter?

* Micro-Blogging

* 140 characters for an individual post, called a Tweet

* An additional 20 characters allowed to identify who sent the Tweet

Twitter Facts, via SocialMediaToday.com

* Twitter is the fastest growing social network in the world

* It was 7 years old in 2013
* There are over 500 million Twitter Users
* 17 million Americans use Twitter actively
* 170 billion Tweets have been sent to date
* 400 million Tweets are sent daily

http://goo.gl/BtignO
Posted 9/26/13
Site accessed 12/22/13
Twitter Facts Cont’d, via SocialMediaToday.com

* 70% of small businesses are on Twitter  
* Around 60% of Twitter users follow a brand to get customer support  
* 42% of Twitter users say they use Twitter to learn about products and services  
* 85% of people say they feel more connected to the business after they follow them  
* Close to 80% follow a brand to get exclusive content  
* Tweet exposure has a positive influence on brand consideration

http://goo.gl/BtignQ  
Posted 9/26/13  
Site accessed 12/22/13

What is Twitter useful for?

* Marketing a medical practice  
* Engaging with patients  
* Staying current with the medical literature  
* Interacting with colleagues  
* Promoting research  
* Developing a personal brand and internet presence  
* Following presentations in real-time at medical (& other) conferences  
* Keeping up to date with news in general
Twitter Glossary

* Tweet: A post
* Twitter Handle: Your Twitter User Name
* Re-Tweet (RT): Re-posting someone else's Tweet
* Modified Tweet (MT): Re-posting someone else's Tweet, with changes
* Favorite: Marks a Tweet as, you guessed it!
* Follower: Someone who follows you on Twitter

Twitter Glossary

* Mention:
  * Your name, or Twitter Handle, is included in someone's post, or Tweet

* Timeline:
  * A stream of posts, or Tweets, from various users that you follow.
  * Includes your own Tweets.

* Hashtag (#):
  * Identifies a Key Word in your Tweet
  * Allows organization of all Tweets based on Key Words
Anatomy of a Tweet

Profile Photo
Name of Sender
Twitter Handle
Tweet
Hashtag
Tweet Date or Time
Source Link, Shortened
Tweet Management Options

Where to Start?
Go to https://Twitter.com
Sign up for Twitter

Fill out the Form
Welcome Screen

Build your timeline

Welcome, Nathan. Here's your timeline.

Build your timeline. Follow others to see their Tweets. Preview

Build your timeline. Follow others to see their Tweets. Preview

ALLERGY
Bio Page

Bio Tips

* Keep it Short – only have 160 characters
* Keep it Professional
* Allow your personality to show
Photo Tips

* Make sure the picture you use will show up well once it is made smaller

* Don’t use a cell phone “selfie”

* Keep it professional

Create your Bio
You have now arrived at the Home Page

Twitter account Confirmation E-mail

Nathan Hare,
Please confirm your Twitter account

Confirming your account will give you full access to Twitter and all future notifications will be sent to this email address.

Confirm your account now

Or click the link below:
https://twitter.com/account/confirm_email/AllergyHare/65DE6-563A7-13AE34

Forgot your Twitter password? Get instructions on how to reset it.
If you received this message in error and did not sign up for Twitter, click not my account.
Anatomy of the Home Page

Timeline

Summary of my Profile

Who to Follow

Topics Trending On Twitter

Find new People & Topics

My Profile & Tweets

Direct Messages

Settings & Help

Summary of My Mentions, Follows, Favorites, Retweets, etc

Find new People & Topics

My Profile & Tweets

Direct Messages

Settings & Help

Summary of my Profile

Who to Follow

Topics Trending On Twitter

Timeline

Settings
Settings: Design

Apps:
This is a list of the Apps that have permission to access your Twitter Account

Widget:
This creates a widget to add your Twitter feed to your Website
How to Tweet

Or Here

Here

Compose New Tweet
Composing a Tweet

- Allows Picture Upload
- Adds Your Location to the Tweet
- Tracks # of Characters Used so Far
- Allows Tweet to be Scheduled for Later
- Sends the Tweet

First Tweet

Twitter is great for allowing allergists to connect!
Tweet shows up on the Me page

Tweet also shows up on the Home page
How to Find Someone
Enter Search Term Here

Find and Follow me at Allergy Talk
How to Look up a Hashtag (#)

Enter a term in the Search Box

Type # in Front of whatever term you wish to look up & follow

Examples:
#asthma
#AAAAI2014

How Often Should I Tweet?

* Average life-span of a Tweet is 2 hours

* ReTweets are what you are shooting for

* Sweet spot for ReTweets is when you Tweet 4-5x per day

Social Media Management Tools

- HootSuite (https://hootsuite.com/)
- Buffer (http://bufferapp.com/)
- SocialOomph (https://www.socialoomph.com/)
- TweetDeck
  https://about.twitter.com/products/tweetdeck

Dashburst. 10 Best Social Media Management Tools. Daniel Zeevi.
4/8/13 http://goo.gl/G7m8D

Tips to Help you reach more Followers

- People who Tweet more get more Followers
- Companies with more than 1000 Followers have 6x more website traffic
- Twitter engagement for brands is 17% higher on weekends
- Tweets with image links get 2x the engagement rate of those without
- Tweets with less than 100 characters get 17% more engagement

BufferApp (http://goo.gl/ogqIrb) Published 8/19/13 Site accessed 1/6/14
Tips to Help you reach more Followers

* Tweets with hashtags get 2x more engagement
* Your tweets have a 12x higher chance of being retweeted if you ask for it, and 23x higher if you actually spell out the word “retweet”
* Tweets that include links are 86% more likely to be retweeted

Taken from BufferApp (http://goo.gl/o9r7W)
Published 8/19/13
Site accessed 12/23/13

Ideas for Tweeting

* Allergy & Immunology (A & I) Topics currently in the news
* Important new A & I Journal Articles
* A & I Topics relevant to your community, practice, &/or research
* Blog postings, journal articles, or anything else you may have authored
* Topics trending on Twitter relating to A & I
* Key points from Presentations at the 2014 AAAAI meeting (& other meetings)!
Resources

* Twitter 101: http://goo.gl/cVLkGP
* Twitter Dictionary: http://goo.gl/ofuKqg
* Twitter Terminology & Lingo: http://goo.gl/F7FqPn
* Twitter Doctors: http://www.twitterdoctors.net/
* AAAAI's Social Media 101: http://goo.gl/VZ6drO
* When Should Brands Tweet for the Greatest Reach? http://goo.gl/H53H8a

Thank you!

* I am @AllergyTalk on Twitter