



COMSEP

Excellence in Medical Student
Education in Pediatrics



Tweeting the Meeting

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Twitter in 140 characters or less

Welcome to Twitter

- *Find out what's happening, right now, with the people and organizations you care about*
- *In public, short (140 character) messages*
- *Just lurk or participate (tweet).*

<http://twitter.com> or use a smart phone app

Follow @COMSEPPediatrics (it's new to Twitter, maybe you are too!)



Take an “official” Twitter tour at:
<https://support.twitter.com/groups/40-twitter-tour#>

twitter help center

Search the help center

English

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Twitter Tutorial >

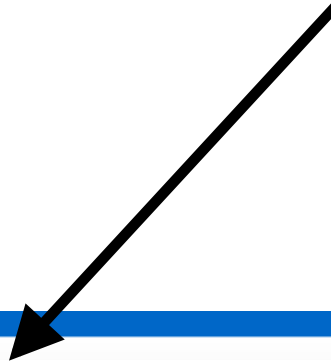
Twitter Tour

Twitter Tutorial

- [Twitter Tour: Let us show you around!](#)
- [Welcome to your new home.](#)
- [Post your own Tweets.](#)
- [Track your interactions.](#)
- [Monitor your mentions.](#)
- [Discover what's happening.](#)
- [Keep tabs on what others are doing.](#)
- [Follow interesting accounts.](#)
- [Search to discover even more.](#)
- [Check out your profile page.](#)
- [Send and receive direct messages.](#)
- [Further Reading: Keep on learning!](#)



Setting up a Twitter account: choose your “handle” (your Twitter name)



@Kind4Kids

Password **Sign in**

☐ Remember me • [Forgot password?](#)

New to Twitter? [Sign up](#)

Full name

Email

Password

Sign up for Twitter

Join Twitter today.

Full name Enter your first and last name

Email

Password

Username

☐ Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

Create my account

Printable versions:
[Terms of Service](#) • [Privacy Policy](#)

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.



Setting up a Twitter account: location, website



- *you really only need a handle (Twitter name)*
- *the rest of these are each optional*



Decide if you want a public or a protected (locked) Twitter account

Do you want to be Public or Protected (Private)?

- **Public Tweets:** visible to anyone, whether or not they have a Twitter account
- **Protected Tweets:** visible only to approved Twitter followers (that you have approved to follow you)

By default, your Twitter account will be... PUBLIC

Tweet privacy

☐ Protect my tweets

Only let people whom I approve follow my Tweets. If this is checked, your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.



What's a hashtag?

Use the # symbol to mark keywords or topics in a tweet.

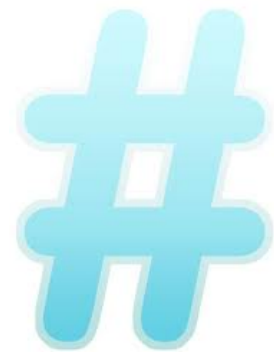
Created organically by Twitter users to categorize messages

Helps you search for topics.

Helps you find people to follow

Can be used in tweeting a meeting:

- Add #COMSEP2013 to your tweets at the meeting



For tweeting in a chat, with a community:

- #meded
- #MDchat
- #hcsn



MedEd Chat

@MedEdChat FOLLOWS YOU

*The #meded chat takes place Thursday nights at 9 pm Eastern. Submit questions or topics via DM or email [mededchat\(at\)gmail\(dot\)com](mailto:mededchat(at)gmail(dot)com).
Everywhere*





Find and follow people

- **Find people by name** - use the search box
- **Use “Discover”** - for trends and activity
- **Search using any hashtag**

#pediatrics #vaccine #meded #hcsn #humor

- **See who mentioned you, using @connect**
- **Suggestions from Twitter** - who to follow
- **Click the “follow” or the “unfollow” button**





Who will see your tweets?

You **tweet** → everyone *can* see it*

Or, you can make your account private (protect it)

Others **follow** you → your tweet appear in your followers' twitter streams

You **follow** others → their tweets appear in your stream

You can **retweet** (RT) other people's tweets to your followers (or other people can RT your tweets)

You can **favorite** (*) a tweet, which saves/marks it

You can **direct message** (DM) → send a “private” tweet

**can be Googled and is archived in the Library of Congress*



What you might do:

- Tweet what you learn at a meeting, your reactions, questions, notes...
- Use the meeting's hashtag #COMSEP2013 #APPD2013
- **Follow @COMSEPPediatrics**
- Tweet and link to a blog post
- Tweet and link to some news @nytimes @Washingtonpost
- Tweet and link to scholarly articles;
- Follow journals and orgs @JAMAPeds @AcademicPeds @AmerAcadPeds
- Find other physicians, nurses (and/or celebrities?) to follow, RT, and tweet

» *What else might you do?*



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NEWS RELEASE

Surgeons, Start Tweeting! Embrace Social Media, UB Professor Tells

cases, mentor trainees

uld
a and

gal

at Media

ons and Patients," an

published in the Bulletin of
the American College of Surgeons.

The article urges surgeons to
participate in online conversations

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"Social media is a great way to leverage the time and research you put into training," says UB's Glick, vice chair and professor of surgery.

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"a lot of the training consists of passing on information, lessons learned and wisdom to the next generation. Twitter allows us to dramatically scale up our ability to do this. When I post something on Twitter, all the pediatric surgeons, trainees and colleagues in the country and the world can see it instantly."



Tweet about workshops or people you meet!
Add #COMSEP2013 hashtag...

What's happening?



Let's have another fabulous meeting here with [@COMSEPediatrics](#) colleagues, old and new, in real life and maybe on Twitter. [#COMSEP2013](#)



6

Tweet

What's happening?



Which workshops will you participate in at [#COMSEP2013](#) [#APPD2013](#)?
Which will you tweet about, and which are better left [untweeted?](#) [#meded](#)



1

Tweet



What will you do? What will guide you?



Physician online professionalism in social media

by MARK RYAN, MD | in SOCIAL MEDIA | one response

Like { 25 } Send Tweet { 275 } Share { 45 } +1 { 7 }

I would argue that the best approach is more fundamental than the issue of whether or not we should be anonymous or whose definition of professionalism is most valid. I think the best approach is this:

- Be nice. Don't be a bully, don't be scornful, don't be rude. Be engaging and respectful.
- Be helpful. When you have useful information or valuable insight, don't be afraid to offer help or be a resource to the community.
- Be careful. Remember, as Dr. V has said, that this is all happening in public. Don't say anything you would be afraid for others to see...and stand behind what you say.
- Be engaged. Whatever your purpose for getting involved in social media, you should be here because you are looking to connect with others. That means that you need to actually engage and connect with them. Having an account that doesn't interact with others has little value in my opinion.



Your turn:

How will you make use of social media?



- **What are your goals?**
- **What tool will you use?**
- **Pros/Cons?**
- **What will your handle/name/profile look like?**





Your goals and next steps



	1.	2.	3.
Social Media Goals (What I'll aim to do)			
Social Media Actions (Steps I'll take to get started)	Observe?	Join?	Chat?
Social Media Interactions (I want to connect with or learn about these people/orgs)	People	Topics	Organizations
Social Media Identity (My handle/profile) (What I'll share)	Handle	Profile	Types of info I will share
Benefits (What's good about this)			
Caveats (I'll be careful about this)			



