Using Twitter to Enhance your Advocacy Voice

Group Discussion

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This toolkit was developed in full partnership with the PORTAL Patient Engagement Council (PEC) patient stakeholders. These materials may be used to help engage patients as research partners. The PEC is no longer a funded or active group. If you would like to reach out to one of the PEC members to engage them in a future project, please email Carmit McMullen, PhD, Senior Investigator, Kaiser Permanente Center for Health Research: Carmit.McMullen@kpchr.org.

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As a PEC member, I will learn how to:

- Provide feedback to the conference using a #hashtag
- Keep up with what’s going on at the conference
  - Tweet a comment
  - Follow the conference
  - Tag the conference in your tweets
- How to keep up with advocacy groups, researchers, #hashtags and more
Tips on how to use TWITTER

- https://www.wired.com/2016/05/twitter-onboarding-tips-for-new-users/

Join the Community Twitter isn't about friending—it's about following.

Say Something All tweets are 280 characters.

If you want to add a photo, a video, a poll, or a gif, you can do so in the lower bar of the "Compose new Tweet" box.

Adding a photo will cost you 24 tweet characters, but you can add up to 4 photos.
Hashtags are best used for adding to a larger conversation. So if you're Tweeting about the NY Mets baseball team, use the hashtag #LGM (short for Let's Go Mets) to add to the conversation.

#FOMO (fear of missing out!) A lot of people complain that Twitter is hard to follow. If people tweet something and you're not online, you might not see it until later. But the idea of Twitter isn't to catch every single thing someone tweets, it's to be on the Internet at the same time as other people. It's like a giant hangout—an open and rich chat room that's happening in public.
Privacy

- Remember, everything on Twitter is public by default. However, you can easily make your own private experience.

- If you'd like to make Twitter a place where you privately interact with friends, just set your account to private. Turning this setting on means you will have to manually give permission to anyone who wants to follow you if you'd like them to be able to see your tweets and communicate with you.

- With a private account, only the people who you've given permission to follow you will see your tweets.
Who should I follow?

- HCSRN @HCSRN
- Tag the conference with #HCSRN18
Patient Driven Advocacy Resources

- #gyncsm (a #hashtag, not an account)
- @HurtBlogger
- @SusannahFox
- https://www.symplur.com/healthcare-hashtags/
Find your colleagues

- Henry Werch @HenryWerch
- Mickie Bowe @ruckusrules
- Janice Tufte @Hassanah2017
- Reese Garcia @ReeseFCRC
- Carmit McMullen @CKMcMullen
- Carolyn Taylor @TheNResearcher
Questions?