Using Twitter (and other social media) to share your research

November 2019
Today’s presentation

- Focused on Twitter
- Best practices
- Developing a strategy
- Content ideas
- University guidelines
- Getting started with an account
Social Media at University of Iowa Health Care

@uihealthcare | @uichildrens | @iowamed
“Twitter is now the No. 1 place I go to connect with my peers in infection prevention, to share ideas, and to learn from others.”

Jorge Salinas, MD
Hospital Epidemiologist
Clinical Associate Professor of Internal Medicine
University of Iowa Health Care
Why should researchers tweet?

• Connect with other researchers
• Increased citations of your work?
• Raise your profile as an expert
• Connect with funding agencies
• Engage in conversations (Twitter chats)
• Networking
• Recruitment
• Conference participation

Twitter 101

- Limited to 280 characters
- Lifespan of a tweet is very short
- Hashtags organize topics – “trending”
- Retweeting = sharing
- Tagging
- Searchable
- Can’t edit a tweet
- “Lists” and “Topics”
- Great place to connect with experts
The anatomy of a tweet

Dr. Ibrahim’s tweet was RTed by Dr. Kulaylat to his followers

Dr. Ibrahim’s name and handle

Meeting hashtag used by both Dr. Ibrahim and Dr. Kothari to increase the visibility of their tweet

Number of times Dr. Ibrahim’s tweet has been RTed or favorited

Handles added for increased visibility

Text of Dr. Kothari’s original tweet that Dr. Ibrahim quoted in order to comment on

Best practices for Twitter

- Post regularly and engage with your audience
- Keep text short and sweet
- Stick to one specific message
- Use compelling visuals
- Use relevant hashtags (no more than 2)
- Retweet and follow to grow your audience
- Understand what content your audience values
- Encourage two-way communication
- Review analytics often and make adjustments
Your Tweets earned 75.8K impressions over this 28 day period.

- University of Iowa Health Care (@uihealthcare) - 1h
  Nested in the basement of the Ed Roberts Medical Research Building is a high-tech lab, full of the latest in virtual reality simulators and gait analysis. Read more about what's happening in this lab: spr.ly/601113m4L
  #UIResearch pic.twitter.com/UVe6oJTHcC
  View Tweet activity

- University of Iowa Health Care (@uihealthcare) - 19h
  Congratulations to Ted Abel, PhD (@TedAbelneuro), who has been elected to @theNAMedicine, one of the highest honors in the fields of health and medicine. Learn more about this prestigious award and Abel's impact on medicine: spr.ly/601115m5D pic.twitter.com/sJUfHpYWo
  View Tweet activity

- University of Iowa Health Care (@uihealthcare) - Nov 16
  Congratulations to Kara Barquet, MSN, on receiving this year's DAISY Nurse Leader Award! "Kara has worked hard to create a great work culture to help build teamwork and staff retention. She does so by leading by example." ✌️ spr.ly/601813n94 pic.twitter.com/fRUVr1XqPW
  View Tweet activity

During this 28 day period, you earned 2.7K impressions per day.
Types of accounts

- Personal account – personal topics or opinions
- Professional account – topics within your profession or expertise
- Departments/teams/groups
- Companies and brands
Developing a strategy

- Target audience (primary, secondary)
- Goals
- Types of content
- Consistent voice
- Plan for visuals
- Review/approval process
- Responding
- Linking to the web
- Content calendar – map out 60 days
- Success metrics
- Frequency
Content ideas

• Take the audience behind the scenes – exclusivity
• Content that shows impact
• Content that shows collaboration
• New technology
• Grants
• Papers
• Events
• Opportunities
Twitter demo

1. Write your own tweet
2. Retweet someone else
3. Engage with other tweets

- Advanced search
An exchange of opinions

Evidence-Based Neo @EBNEO · Oct 13
@uhealthcare practicing active management of 22-25 wk preterm infants report majority of survivors (79%) had positive outcomes with no or mild neurodevelopmental impairment. New report on @JPediatr ow.ly/DXlNS6awyf #ebneoaerts #ncelbm

METHODS

Retrospective cohort of 151 infants born at 22-25 weeks of gestation between 2006 and 2015 as a single study institution.

Neurodevelopmental outcomes assessed using Bayley Scales of Infant Development III scores at 18-24 months corrected age.

RESULTS

No infants born at 22-25 wk (12 wk, N = 50; 23 wk, N = 50) and 158 infants born at 24-25 wk (14 wk, N = 70; 25 wk, N = 90 infants) included.

Survival to hospital discharge of those surviving to NICU admission 78% (95% CI, 69%-88%) at 22-23 wk vs 95% (95% CI, 84%-97%) at 24-25 wk (P = .02).

No or mild neurodevelopmental impairment in surviving infants 82% (95% CI, 70%-91%) at 22-23 wk and 79% (95% CI, 68%-88%) at 24-25 wk.

Nathan Sundgren, MD, PhD @natetexsun · Oct 14
To be classified as no or mild neuro outcomes you had to be “free from hearing impairment, visual impairment, and cerebral palsy and had BSID-III cognitive composite scores of 85 or greater.” In other words, NORMAL testing.

Rob @drrjtinnon · Oct 14
Slightly aggressive use of capitals, unnecessary when replying to your peers 😕 The paper is behind a paywall to which we don’t all have quick access.

Nathan Sundgren, MD, PhD @natetexsun · Oct 14
Sorry. The capital were our emphasis on how the criteria could just as easily be classified as “normal” without the mild impairment part. I’m just so impressed with the outcomes - and a little jealous to be able to replicate.

Rob @drrjtinnon · Oct 14
Fair play. I hate twitter for the nuances I miss... Sorry for misreading your intent. They are good outcomes to be aspired to, and I’d love to know how their package of care achieves them compared to what we do. I also get properly vexed by journals and access... my bad. 👍
Sticky situations

- Don’t feed the trolls
- Take the high road
- Have thick skin
- Ignoring a reply is an option
- Contact MarCom for support/recommendation
Recent example
Another recent example

Our researchers investigated whether aspirin can aid in the prevention of intracranial aneurysm rupture by hindering aneurysm growth. spr.ly/60131KLbc #UioResearch @TheJNS @iowaNeurosurg
University guidelines

• Follow UI policies: social media use, internet use, and use of the UI name
• Review UI Health Care Social Media Guidelines
  – Professional account: Be transparent in bio about relationship with UI
  – Don’t offer specific medical advice or disclose information about patients, research participants, or students
  – New accounts: Submit the Social Media Account Request Form
  – Meeting to discuss strategy, MarCom provides recommendation
  – Build content plan for first 60 days
  – MarCom has administrative rights to all new accounts
  – New: Regular review every 3-6 months
• Use MarCom as a helpful resource
Need to knows

- You are representing the University of Iowa
- It’s all public – even if the tweet is deleted (screenshots)
- Recruiting for participants? You need IRB approval.
- Follow copyright laws
- Animal research – media security policy
Getting started with a professional account

• Draft your strategy
• Get feedback from MarCom
• Pick a username/handle and name for your account
• Write your bio with your future followers in mind
  – Use hashtags
  – Include where you’re located (@uihealthcare, @iowamed, #uiowa)
  – Disclaimer (for personal/professional accounts)
• Start creating content, according to your strategy
• Engage with others and follow accounts
• Review metrics often and make adjustments
Tagging

- Journal
- Funding organizations
- National organizations
- Peers
- Our main accounts: @uihealthcare, @iowamed, @uichildrens
Who to follow / How to find followers

- University of Iowa-based accounts (search common terms, hashtags)
- Journals
- National organizations
- People/accounts that use relevant hashtags
- Participate in Twitter chats
- At conferences – search by hashtag
- Tip: Love an account? See who they follow.
Free resources

- Health care hashtags and Twitter chats: **Symplur**
- Images: **NIH, CDC**
- Twitter dashboard: **TweetDeck**
- Link shortening: **bit.ly**
Final tips

• Use MarCom as a resource - questions, ideas, problems, etc.
• Use #UWResearch, #uihealthcare, #uiowa
• Tag @uihealthcare, @iowamed, and @uichildrens when applicable
• Let us know when cool things are happening
• Follow our accounts
Questions?
Thank You

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