TWITTER FOR TRAINEES & FACULTY

Kathryn Foti, MPH
PhD Candidate, Department of Epidemiology
Johns Hopkins Bloomberg School of Public Health
@fotikat
WHAT IS TWITTER?

• Online “microblogging” and social networking site
• Individuals communicate through the exchange of quick, frequent messages known as Tweets
• These messages are posted to your profile, sent to your followers, and are searchable on Twitter search
WHAT IS TWITTER?

Twitter is what’s happening in the world and what people are talking about right now.
SAY WHAT?

**Tweet:** 280 character limit
Text, links, pictures (4), GIF, video

**Retweet:** Share a tweet with your followers
Option to add comments

**Follow:** Updates from people you care about
Tweets appear in your timeline

**Hashtag:** Connects tweets about the same topic
#MakeItMoreReadable
“Scientists pass the buck when it comes to communicating science. We write papers and then we expect journalists to explain it to everyone else.”

- Christie Wilcox

“Social Media for Scientists” series, 2011 in Scientific American
“If scientists could communicate...in a familiar tone with a less specialized vocabulary, would a wide range of people understand them better?

Would their work be better understood by the general public, policy-makers, funders, and even in some cases, other scientists?”

- Alan Alda
“Twitter is free and increases the size and diversity of one’s professional network.”

– American Scientist Magazine, 2017
SHARE YOUR WORK

• Opportunity to disseminate your research and why it’s important in your words
• Reach a broader audience than journal publication alone
  • Community members
  • Policy makers
  • Media
• Improve your writing and communication skills
• Build collaborations
Note: Be prepared to discuss!

1/ Alright #medtwitter and #askrenal, in honor of our CJASN publication "Associations of Opioid Prescriptions with Death and Hospitalization across the Spectrum of Estimated GFR," I'm attempting my first #tweetorial. Here's what you need to know about opioids in CKD.
A new prospective study led by Yifei Lu showing lower risk of #cvPAD related to higher physical activity

Vigorous activity may be especially robustly related to critical limb ischemia, severe #cvPAD

tinyurl.com/y6nejnxw

@JHUWelchCenter @JohnsHopkinsEPI @JohnsHopkinsSPH

This could not have been done without the amazing work of the *co-first* authors, @QifangB and Katie Goodman. They did an incredible amount of hard work on this and deserve the lion's share of the credit.

#WomenInSTEM #futureleaders
STAY UP TO DATE ON RESEARCH IN YOUR FIELD

• Follow leading journals
• Follow other researchers in your field (maybe even some you disagree with)
• Follow hashtags such as #EpiTwitter, #MedTwitter, #CardioTwitter
• Participate in scholarly discussions about publications
THE REAL CONFERENCE HAPPENS ON TWITTER

Before you go

• Tweet that you will be attending the meeting
• Reach out to people you are interested in connecting with

At the conference

• Tweet!!!
• Meet people you follow on Twitter in real life, or “IRL” (it’s a great intro)
• Follow the hashtag to see what people are saying (you can also do this if you aren’t there)

#ASN2019 #AHA19
ASK QUESTIONS

• Access to experts
• Flatten hierarchies
• Crowd-source information

---

Matthew Fox  
@ProfMattFox

I encourage all my students, especially doc students to not only get on twitter but to ask questions. They get one view of epi from our program but twitter exposes them to so much more. Asking questions is a service to everyone else who wants to know the answers (including me).

7:53 AM · Oct 30, 2019 · TweetDeck
GET ADVICE FROM YOUR PEERS & BUILD SUPPORT NETWORKS

• Grant applications or resubmissions
• Dealing with Reviewer #2
• Writing your dissertation
• Job search
• Applying to PhD or health professional programs
• Time management
• Work-life balance
CHALLENGE

1. Tweet about your latest research paper, news, or events
2. Respond to a tweet in your field from a thought leader
3. Tweet during your next conference or event (if allowed)
4. Participate in a Twitter chat or live Q&A
5. Support and promote colleagues, students, and community events by retweeting and engaging

Slide adapted from Tanjala Purnell & Macey Henderson @tpurnell1908, @MaceyLHenderson
Epidemiology Student Organization at JHSPH @ESO_at_JH... Oct 4

@kerinalhoff: "Less than ten words on why you need Twitter?"

@withyouDrWu: "It will make you smarter and more effective."

@bethlinas: "Access to experts."

@tpurnell1908: "People will know your name, including celebrities."

#HopkinsEpiTweets #epitwitter #EpiDEAS
THANK YOU!

Follow:  
@JHUWelchCenter  
@Hopkins_GIM  
@JohnsHopkinsEpi

Acknowledgements:  
Bailey DeBarmore  
Tanjala Purnell  
Macey Henderson  
Brooke Jarrett

This is Jessie. She works at a children's hospital teaching patients not to be afraid of certain procedures. For an echocardiogram, just lie on your back and hold your mom’s hand. 14/10

SCH Therapy Dogs and Southampton Children's Hospital
12:10 PM · Aug 20, 2019 · Twitter for iPhone
"The use of Twitter can present new opportunities for networking by connecting cardiovascular researchers, clinicians, policymakers, the public and other stakeholders on a global scale. The instantaneous availability of work to a targeted audience can transcend current limitations in knowledge translation. Alternative bibliometrics known as Altmetric scores track the attention a publication receives from on-line sources and can even boost traditional citation counts. As social media influence continues to expand, it becomes increasingly important for cardiovascular researchers to employ social media strategies to increase the impact of their work."

-SCCT Scientific Sessions
Scientists on Twitter: Preaching to the choir or singing from the rooftops?

Isabelle M. Côté* and Emily S. Darling

There have been strong calls for scientists to share their discoveries with society. Some scientists have heeded these calls through social media platforms such as Twitter. Here, we ask whether Twitter allows scientists to promote their findings primarily to other scientists (“inreach”), or whether it can help them reach broader, non-scientific audiences (“outreach”). We analyzed the Twitter followers of more than 100 faculty members in ecology and evolutionary biology and found that their followers are, on average, predominantly (~55%) other scientists. However, beyond a threshold of ~1000 followers, the range of follower types became more diverse and included research and educational organizations, media, members of the public with no stated association with science, and a small number of decision-makers. This varied audience was, in turn, followed by more people, resulting in an exponential increase in the social media reach of tweeting academic scientists. Tweeting, therefore, has the potential to disseminate scientific information widely after initial efforts to gain followers. These results should encourage scientists to invest in building a social media presence for scientific outreach.
PROMOTE WORK BY YOUR TRAINEES & MENTEES

Tweet
Noel T. Mueller
@noeltmueller

Fabulous talk by @differding_ on how the timing of complementary food introduction influences the infant gut microbiome @JHUWelchCenter @JohnsHopkinsEPI @JohnsHopkinsSPH

Tweet
Yvonne Commodore-Mensah PhD, RN
@ycommodore

Congratulations Dr. Turkson-Ocran @rantocran on a fabulous dissertation defense!
Science is critical to our society, yet increasingly the intent or value of science is questioned. One way to help stem the tide is for scientists to make themselves and their results accessible.

Dr. Marshall Shepherd @DrShepherd2013