



## CAME Voice/Voix

### What's all the twitter about Twitter?

#### Dr. Ming-Ka Chan

Two years ago, I was challenged by a medical education colleague to get a Twitter account and start tweeting. Since then I have found Twitter useful for curating information, getting the highlights of a conference (in particular meetings or sessions that I am not able to attend), as well as networking with colleagues and learners around the world.

Here are my top 10 tips to start using Twitter:

1. Get the Twitter app for your mobile or tablet as it is the fastest and most user friendly way to tweet.
2. Pick a short professional Twitter username that identifies you easily (don't use cute or pet names). Usernames all start with an @ character e.g. @MKChan\_RCPSC
3. Upload a professional photo and edit your profile to tell your audience what your interests are. This step is critical as many won't 'follow' back unless we know who you are and what you are about.
4. Search for people, organizations and journals etc. that you are interested in and see what they are talking about. If interested, hit the 'follow' button. Their posts will now appear in your 'twitterstream'.
5. Read/watch a summary of how to tweet properly and learn the lingo of #hashtags and followers. Here is a good starting point: <http://bit.ly/1vdmRGj>
6. Start off by reading others' posts, then try retweeting and replying to tweets and then move on to tweeting your own topics and messages.
7. Use your tweets to get your ideas out there to promote, encourage and educate. If you cc others, they will get notified about your tweet and hopefully retweet it.
8. Always remember whatever you say is public.
9. Enhance your tweets wherever possible and recognize others' contributions.
10. As with any media, a picture or link is worth a thousand words!

So come on CAME community, come see what the twitter is all about!

With thanks to Dr. A. Jalali for his Twitter101 class.



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### **Resources:**

BC Patient and Safety Council website, Twitter Guide for Healthcare Professionals,  
<http://bcpsqc.ca/blog/knowledge/twitter-for-health-care-professionals/>

Melvin L, Chan T, Using twitter in clinical education and practice, J of Grad Medical Education, Sept 2014.  
<http://www.jgme.org/doi/pdf/10.4300/JGME-D-14-00342.1>