

TECHNOLOGY UPDATE

COURAGE TO TWEET: TWITTER POWER TIPS FOR #SGIM19

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The rise of social media use, specifically Twitter, among the medical community has extended the potential reach and influence of scientific conferences, such as SGIM's Regional and Annual Meetings. Attendees tweeting these events can form lasting connections, gain real-time feedback, and amplify thought-provoking ideas and new research findings to an international audience and colleagues, friends, and family. As members of social media committees of the American Psychosomatic Society's Annual Meeting (#APS2019VAN) and the University of Pittsburgh's Division of General Internal Medicine (@PittGIM), we reviewed the recent business literature, exchanged ideas, and developed twelve "Twitter Power Tips." Try them to make your tweets stand out and promote your visibility and influence.

Before the Conference

- Build an online community.** Search the conference hashtag #SGIM19 to find and follow organizers, keynote speakers, colleagues whose work you follow, and friends you know will be attending the meeting with you.
- Announce your attendance.** Let followers know when and where you will be presenting a paper, leading a workshop, or attending a special interest group. Include the poster number, session name, and a link if possible.
- Add your Twitter handle to your presentations and posters.** Make it easy for friends and colleagues to follow you.

At the Conference

- Include the conference hashtag #SGIM19 in your tweets.** This will archive your messages along with other conference tweets and help users follow the meeting.
- Limit hashtags to two per tweet.** While the pres-

Why Tweet the Conference?



Form lasting connections. Following conference attendees and their research creates a relationship that extends beyond the conference.





Increase the impact of your research. Share your publications and gain followers to read and forward your work.





Provide and receive **real-time feedback**, engaging directly with speakers and conference organizers





Communicate new findings to colleagues, friends, and family back home.





Attract outsiders and the press. Attract the attention of academic journals and news-media platforms to amplify the event.



- ence of a hashtag or two can increase engagement, studies find that adding too many actually decreases engagement.
- Add speakers' and institutions' handles.** This opens potential conversations with speakers, acknowledges their work, and may increase the impression count of your tweet if it is retweeted by their institutions and others.
- Post photos.** A picture is worth 1,000 characters! People engage with tweets that have pictures at rates up to 30 times higher than similar tweets without them.
- Live-tweet talks.** First, create a "thread" by tweeting the introduction to the person and presentation and then comment on your original tweet with main points and important graphics throughout the talk giving audiences the opportunity to follow along. Number each tweet to let followers know they should keep reading.
- Pose questions.** This popular crowdsourcing technique opens discussions to audiences who may not be present at #SGIM19 and allows them

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to input their expertise and ask questions.

10. **Retweet with comments.** Too busy to create original content? Retweet others' posts and add a question, opinion, new hashtag, or handle.

After the Conference

11. **Follow-up with attendees.** Review your Twitter feed and the conference hashtags. Then, follow people you enjoyed meeting or with whom you hope to collaborate in the future, engage with their tweets, read their work, and direct message or email them to follow-up.
12. **Review your analytics.** Twitter Analytics is a built-in report on the engagement rate of your posts. Note types of tweets, times of day, hashtags, and han-

dles that drew the most and least attention to your feed and adjust your future tweeting habits.

Following these tips and engaging effectively on Twitter will allow you to share your conference experience with a wider audience. For more advice on optimizing social media use during #SGIM19, visit SGIM's official guide here: <https://connect.sgim.org/sgim19/connect/social-media> and benchmark the Twitter campaign we created for American Psychosomatic Society's Annual Meeting held this March.

We look forward to connecting with you virtually and in person at SGIM in May!

References

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