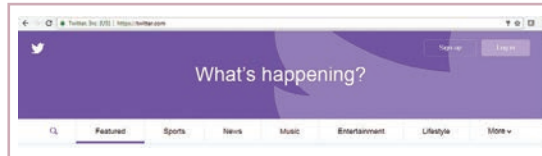


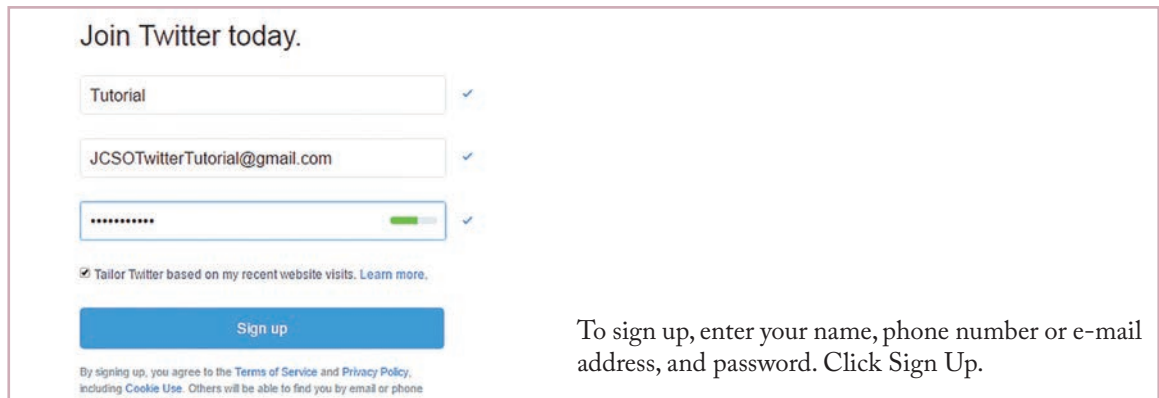
# How to Twitter: a guide for physicians

Jessica Craig

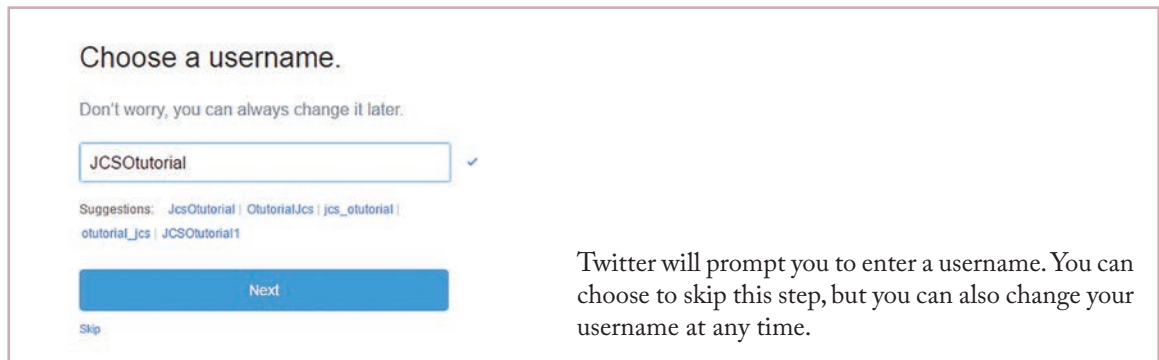
## PART 1 Creating an account



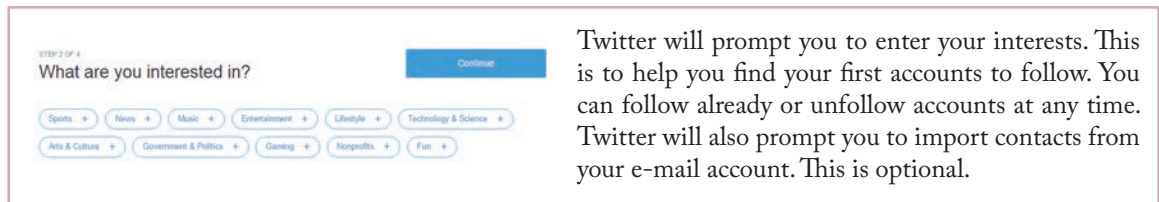
Go to [www.twitter.com](http://www.twitter.com) and click “Sign up” to create an account or “Log In” if you already have an account.



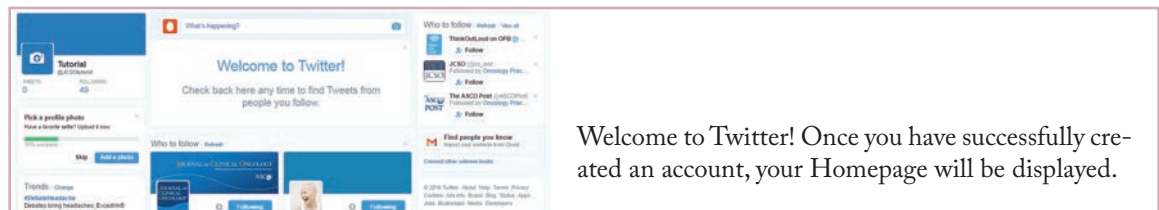
To sign up, enter your name, phone number or e-mail address, and password. Click Sign Up.



Twitter will prompt you to enter a username. You can choose to skip this step, but you can also change your username at any time.



Twitter will prompt you to enter your interests. This is to help you find your first accounts to follow. You can follow already or unfollow accounts at any time. Twitter will also prompt you to import contacts from your e-mail account. This is optional.



Welcome to Twitter! Once you have successfully created an account, your Homepage will be displayed.

## PART 2 Your Homepage

From the Homepage screen, you can navigate to the “Moments” screen, which displays current events that the Internet is buzzing about at that time.

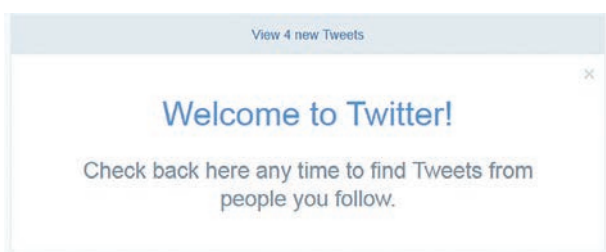
The “Notifications” screen will show any recent activity related to your Twitter account. For example, if someone has recently followed you or if someone retweeted or liked your Tweet, Twitter will notify you on the Notifications page.

On Twitter, you can also send direct private messages to other Twitter users. Click on the “Messages” button to compose a message or to read a message.



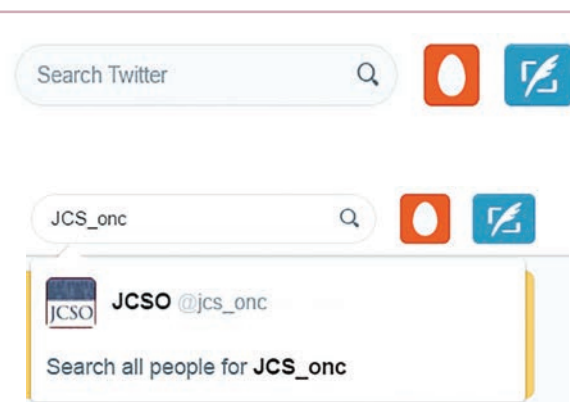
In the top left-hand corner of the screen, you will see your Profile. This will display your name (“Tutorial”) and your Twitter handle (for our purposes, @oncpractutorial). Here you can add a profile picture and a cover photo. Twitter will also display the number of Tweets you authored, the number of people or organizations you follow, and the number of accounts that follow you. When someone visits your Twitter page, they will be able to see these pictures and numbers.

You can also add a description of yourself (or the organization for which the Twitter account represents).



Your live Twitterfeed will display tweets and posts made by the people and organizations you follow. It updates automatically and will alert you when a new Tweet comes in.

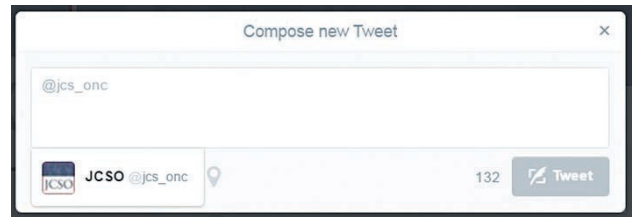
If you click into the box that says, “What’s Happening?” you can compose and post your own Tweet. Add a picture or video by clicking the camera to the right of the What’s Happening? box. Once you upload a profile picture, it will be displayed to the left of the What’s Happening? box (where the orange box with white egg is currently being displayed).



You can also search Twitter for people, organizations, publications, and posts on certain topics. In the top right-hand corner, you see a search bar next to the orange egg icon (which will display your profile picture once uploaded). If you click on the blue icon with the white feather next to the orange icon, you can compose a Tweet. This search bar and “Compose-a-Tweet” icon will be displayed at the top of your screen no matter if you are on the Homepage, Moments page, Notifications screen, or another Twitter member’s page.



Searching for “The Journal of Community and Supportive Oncology” will lead you to journal’s Twitter page. Here you can see information about the journal’s account, and you can see all of the latest Tweets. This is not the same as your live Twitterfeed, and you will only see Tweets by (or retweeted by) JCSO.



On this same page, you can Tweet directly at JCSO. When you “Tweet At” an account, the Tweet will be public (unlike a private message), and it will notify the account you are writing to rather than simply show up in their Twitterfeed.

You can also Tweet At someone by composing a Tweet (by clicking on that blue icon with the feather) and typing the @ sign followed by the name of the account to which you are tweeting.

### PART 3: Retweeting and Liking a Tweet



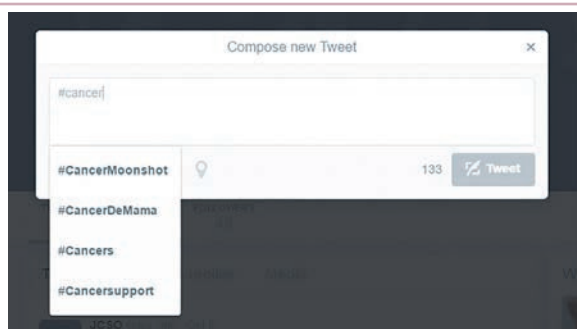
So you see a Tweet you like, and you want to share it with your followers. Underneath each Tweet is a row of light grey icons.



The icon to the far left allows you to reply to a Tweet, this is similar to Tweeting At someone. The second icon with two grey arrows forming a square allows you to retweet something. When you retweet someone else's Tweet, it

will show up in the Twitterfeeds of everyone who follows you. The original account that created the Tweet will still be associated with it. The heart icon allows you to "Like" a Tweet. The icon on the far right gives more options such as blocking a person's account, reporting an inappropriate tweet, or copying a link to the Tweet.

## PART 4 The Hashtag



A unique aspect of Twitter is the hashtag (#). Using a hashtag in a Tweet allows your Tweet to be categorized with other similar Tweets so that when someone searches for the term you hashtagged, your Tweet and other similar Tweets will appear.

To do this, first click on the blue icon to compose a tweet. In your Tweet (beginning, end, or anywhere in the middle), type a # symbol and continue typing the word you want to be hashtagged. As you type, a list of previously used hashtags will appear as options underneath your typed letters. If the hashtag is to be used for multiple words, forego proper grammar and do not add spaces in between the words. A space indicates the end of a hashtag. For example, if you want to hashtag "cancer research" type #cancerresearch. Be aware that some hashtags do not use capitalization, but some do. For example, if you want to mention the Cancer Moonshot Initiative, the hashtag is #CancerMoonshot. Using the drop down menu that appears when you type a # will guide you. The letters and pound symbol will turn blue when you hit the space bar and complete a hashtag.

## Social media and oncology practice

Social media, and Twitter in particular, is reshaping the practice of medicine by bringing physicians, scientists, and patients together on a common platform. With the pressures for providers to remain current with new clinical developments within the framework of health reform and to navigate the shift from volume- to value-based, patient-centered care, immediate access to a dynamic information-exchange medium such as Twitter can have an impact on both the quality and efficiency of care.

One of the many attractions of the social media platform is that it allows you to interact with authors and have access to content and source materials in real time, according to Dr Michael Fisch, who spoke at the 2016 annual meeting of the American Society of Clinical Oncology in Chicago earlier this year. Moreover, the information is archiveable and searchable, and therefore accountable – and corrections are instant, Dr Fisch noted.

This is particularly important for medical literature, for which social media could be seen as an electronic "heads-up" for the release of new papers, said Dr Fisch, medical director of the Medical Oncology Programs at AIM Specialty Health in Chicago. In addition, by following colleagues and peers on Twitter and Facebook, colleagues can guide each other to the literature in real time.

The social media platform is also an effective facilitator

for finding and connecting with other physicians. This can be done by following colleagues, peers, bloggers, or organizations in your area of specialty. For scientists, for example, the platform can be harnessed to recruit participants for trials as well as for linking up with other researchers; whereas patients could establish a support group or check in with other patients to see if they too are experiencing otherwise unreported side-effects to medications they are on.

And don't forget the website as part of the platform. Dr Fisch mentioned a few that are geared specifically for connecting physicians and scientists – in the US, Doximity ([www.doximity.com](http://www.doximity.com)) and MedNet ([www.themednet.org](http://www.themednet.org)), and globally, the MDring platform ([www.mdring.com](http://www.mdring.com)) and ResearchGate ([www.researchgate.net](http://www.researchgate.net)).

– Renée Matthews

## Who to follow on Twitter

Twitter will always suggest new followers. Here are a few suggestions to get you started:

- @OncologyPractic
- @jcs\_onc
- @HematologyNews1
- @mtmdphd
- @fischmd
- @ASCO
- @DrJulieVose