

Thomas Jefferson University and Jefferson Health - Twitter Starter Guide

Social media should be considered a living, breathing entity. It must be fed and cared for. When considering creating a Twitter profile:

- What is the goal and desired outcome?
- What are the risks associated with creating and maintaining the channel?
- What is my tone?
- Who is my audience and what content might they want?
 - Posts should be relevant to your audience and contain a mix of personal and professional relating to your work at Jefferson, your professional society affiliations, as well as interesting news and developments in your field of study/expertise.
- Be sure to use a current photo as your avatar, and fill out the bio to include your name and a short summary of what you do as it relates to Jefferson (be sure to tag the institution as well at either @jeffersonuniv or @tjuhospital). Mine for example says, "Hobbies include long walks on the beach & hugging my dogs and kid; Director of News/Media Relations @jeffersonuniv. Views expressed are my own."

Best practices for posting:

- 1-2 Tweets per day
- Unless live-Tweeting an event, tweets should never exceed about once an hour.
- If you're mentioning someone on Twitter, be sure to include their handle.
- Tag @tjuhospital or @jeffersonuniv where possible and appropriate so we can also share your content!
- Tweets with photos or video embedded tend to garner the most Re-tweets and favorites. Be sure to ask permission to post to your social channels before posting any photos or videos of students or staff. Please refrain from posting with patients.
- Content should be timely (if you're at a conference, try to post in real-time, or as close to real-time as possible; if you're tweeting an article, it's best not to tweet something old unless it's in the news at the moment)
- Complaints/negative comments tweeted at your account should be addressed via Direct Message wherever possible, or via email. Feel free to reach out to Media Relations for guidance.
- When tagging someone in your Tweet, their handle should not be the first thing in the Tweet because Twitter perceives this as a conversation between only the two accounts and therefore it will not show up on your public feed. To get around this, you'll sometimes see Tweeters use a period in front of a handle. Example: ".@tjuhospital is awesome!" Instead of "@tjuhospital is awesome!"

Keep in Mind:

Social Media is called social media for a reason...you need to be social! Interaction with others is the best way to grow your following. Find your friends, family and colleagues and follow them; tag them in your Tweets and share their content when relevant.

Hashtags:

Hashtags are a great way to get involved in a conversation, add some flair to your Tweets, or simply help keep track of a certain subject. Hashtags can contain numbers and underscores, but not spaces or other characters. Ex: #LifeAtJefferson (correct!) #Life at Jefferson (incorrect, only “life” will be the hashtag).

Jefferson influencers to follow:

Steve Klasko: @sklasko
Chuck Lewis: @chuckPA
John Ekarius: @johncekarius
Elizabeth Dale: @elizabeth__dale
Julia Haller: @JuliaHallerMD
David Nash: @nashpophealth
Rich Webster: @richwebstertjuh
David Fischman: @fischman_david
Michael Savage: @DocSavageTJU
Howard Weitz: @DrHowardWeitz
Andy Chapman: @andrewchap361
Karen Knudsen: @skccdirector
Edith Mitchell: @edithmitchellmd
Adam Dicker: @apdicker
Jay Greenspan: @chairmanjay
Daniel Monti: @drdanielmonti
Judd Hollander: @JuddHollander
Bon Ku: @bonku
Rob Pugliese: @theEDpharmacist
Tim Mosca: @drosophilosophy
Raj Aggarwal: @docaggarwal
Austin Chiang: @AustinChiangMD
Rebecca Jaffe: @RJmdphilly
Amy Cunningham: @AmyTCunningham
AnaMaria Lopez: @anamarialopezmd
Heather Logghe: @LoggheMD
Lisa Kozlowski: @KozlowskiLisa