

Chat Transcript – “Why Should You Tweet?” Webinar 6/9/2020

00:32:17 Shelli Stephens-Stidham: @shellindallas

00:32:24 Li Li: @CS_LiLi_

00:33:16 Corinne Peek-Asa: @UIIPRC

00:34:03 Laura Schwab Reese: @LSchwabReese

00:34:40 christy thomas: @christyt1963

00:35:08 Laura Dattner: @CIRPatNCH

00:35:17 Alexander (Sandy) Sinclair: @sinclairss

00:35:41 Shannon Porter: @archildrensIPC

00:37:19 Lindsay Sullivan: @LindsaySullivan

00:37:30 Mudia Uzzi: @MudiaUzzi

00:37:37 Tracy Mehan: and also @CIRPatNCH

00:38:16 Barbara Digirolamo: babz019

00:38:21 Elise Omaki: @EliseOmaki

00:41:39 Michael Hirsh: @MichaelHirsh4

00:50:00 SARA JACOBY: @sarafredricka

00:51:17 Emily Gordon: @carsafetynow

01:00:05 Tiara Willie: @TiaraCWillie

01:01:09 Sarah Rock: @RockResults

01:02:22 Sarah Rock: Advice re who to follow: What if they're a friend and you want to reciprocate, but their organization is not on point for my professional goals? Should I avoid this?

01:03:08 @EmmyBetz: IMO it's fine to follow anyone - following doesn't mean you agree with everything they say

01:03:28 @EmmyBetz: That's for your own account, not organizational one

01:04:46 Sarah Rock: Thx - I was talking about organizational account...So I can follow them through my personal one to address that issue, right?

01:04:57 Christen Rexing: I follow a wide-range of people. My Twitter is a personal account and I like to hear diversity

01:06:52 Emily Gordon: We don't engage with trolls on our organization's platforms. BUT if some followers comment with legitimate questions and we respond, then the trolls double-down and are clearly aware we're screening our comments. Any professional guidance on this?

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01:07:33 Meredith Kneavel: I've noticed there is a metric on PubMed for number of tweets a paper gets. How important is this metric?

01:08:40 Lara McKenzie: Just submitted a paper yesterday and part of the submission required a Tweet about the results as part of the initial submission.

01:08:51 @EmmyBetz: Meredith - hard to say overall...but I'm on our promotion committee and I do think that those kinds of metrics (social media sharing etc) are becoming a more normal part of dossiers. It doesn't replace the traditional academic requirements

01:09:12 Sarah Rock: Terrific webinar. I do child abuse prevention work. Do you have a recommendation/resource for a twitter plan to reach a targeted public health message?

01:09:46 @EmmyBetz: <https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html>

01:10:09 @EmmyBetz: Correct link:
https://www.cdc.gov/socialmedia/tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

01:11:42 Tracy Mehan: Policy work is a great way to use Twitter. Many staffers are on Twitter and they gauge what people are talking about to help legislators learn about what people are talking about and what the points around the issue are.

01:12:26 Nina Agrawal: Choc full of info. Thanks! Given intersection between policy and politics, what is your suggestion about political comments, like anti-trump, on your personal account.

01:12:29 Tracy Mehan: Speakers - What percent of your peers would you say are using Twitter?

01:12:34 @EmmyBetz: Tip: if you see a blue badge with a white checkmark by someone's name, that means they have been "verified" by Twitter and aren't a bot. Though lots of people who aren't bots don't have badges

01:12:42 Sarah Rock: Fantastic. Thanks for links to good plans.

01:13:54 Maneesha Agarwal: You can always block trolls.

01:14:24 Emily Gordon: Valid. Ignoring them is our standard practice.

01:14:34 Michael Hirsh: great job. thanks to the presenters

01:15:08 Emily Gordon: Thank you everyone :)

01:15:43 Corinne Peek-Asa: Great job speakers and panelists! Thank you:)

01:18:05 Purnima Unni: Could we have a copy of the presentation.

01:18:44 Maneesha Agarwal: Esther Choo (@choo_ek) and Michelle Lin (@M_Lin) are 2 emergency medicine physicians that are VERY active on Twitter/social media. They've leveraged it for promotions, media appearances, etc. and have a huge Twitter following/influence

01:19:15 Lindsay Sullivan: Yes, the presentation slides and recording will be made available to all attendees.

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- 01:20:03 Alexander (Sandy) Sinclair: Agreed. Truth matters!
- 01:20:25 @EmmyBetz: Totally agree w Maneesha. Megan Ranney (@meganranney)
- 01:21:18 Purnima Unni: we sometimes struggle with our organizational Twitter account and how much and how frequently we can put out tweets. Largely because there are multiple departments trying to get their information across. Has anyone faced that issue?
- 01:22:01 @EmmyBetz: #SciComm is a great hashtag to follow (about science communication) . Beth Linas (@bethlinas) is a favorite of mine (epidemiologist who tweets a lot)
- 01:22:27 Barbara Digirolamo: @Purnima- our social media department doesn't let individual departments to have accounts because it's hard for them to oversee. Only social media department page we can have is Facebook.
- 01:23:44 Maneesha Agarwal: Hey Purnima - we definitely struggle with that in ATL. I think the control is really going to vary from institution to institution.
- 01:24:59 Purnima Unni: Hey Barbara and Maneesha-so glad to see you all on this webinar:) We really struggle getting social media buy-in for promo
- 01:25:43 Lara McKenzie: Great webinar! Thank you.
- 01:25:45 Sarah Rock: One of the best webinars I've been on since COVID. Thank you for well thought out and knowledgeable panel!
- 01:25:48 Emily Gordon: "Awareness weeks" also help schedule what to post when
- 01:27:45 Tracy Mehan: We use students but ALWAYS double-check where they are linking to and always have review before a post goes out.
- 01:28:20 Jingzhen Yang: Great webinar! Excellent job!! I learned a lot. :-)Thank you so much!
- 01:32:04 @EmmyBetz: This thread: #BlackInTheIvoryTower
- 01:32:35 Emily Gordon: Thank you for the conversation about equity and race. Progress starts with a conversation <3
- 01:32:41 Lindsay Sullivan: Is there any specific hashtags used for open source syllabi?
- 01:32:55 Tracy Mehan: Great job everyone!
- 01:33:02 Purnima Unni: Thank you!