Social Media Ambassadors: How To Navigate Twitter & Maximize Your Presence On Social Media

Ed Bottomley
<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>Secret Diary</th>
<th>To share our passions: Bloggers, Photographers, Restaurant Critics, Travel Bloggers, Political, Sports, Video games, Entertainment</th>
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<tbody>
<tr>
<td></td>
<td>Connect to friends &amp; family</td>
<td>To troll</td>
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<td></td>
<td>Stay updated on your area of expertise</td>
<td>Purely for following</td>
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SOCIAL MEDIA PHILOSOPHY IN THREE SLIDES
KNOW YOUR AUDIENCE
SOCIAL MEDIA NUMBERS

FACEBOOK
ANNUAL ENGAGEMENTS: 6MILLION
FOLLOWERS: 220K

TWITTER
ANNUAL ENGAGEMENTS: 500K
FOLLOWERS: 100K

INSTAGRAM
ANNUAL ENGAGEMENTS: 236K
FOLLOWERS: 40K

LINKEDIN
ANNUAL ENGAGEMENTS: 72K
FOLLOWERS: 58K

YOUTUBE
SUBSCRIBERS: 102K
VIEWS: 48.2M
EVERYONE WANTS TO HAVE A VOICE
BRANDS ACTING LIKE PEOPLE

Today we’ve announced that by mid-2018, all Quarter Pounder burgers at the majority of our restaurants will be cooked with fresh beef.

1:16 PM - Mar 30, 2017

lady door misses fob

what is subway good at?

7:49 PM - Dec 18, 2017

underground transportation

So you’ll still use frozen beef in MOST of your burgers in ALL of your restaurants? Asking for a friend.

4:00 PM - Mar 30, 2017
BRANDS ACTING LIKE PEOPLE

Soccer Team with over 2million followers

Director of Communication Alan Myers

Everton Tea Party - 2014

Not long until the Everton Tea Party gets underway at Goodison. You can watch it LIVE here: evertonfc.com/live

12:33 PM · 07 Jan 14 · TweetDeck

10 Retweets 11 Likes

George Martin @purves_... · 29 Dec 13
@Everton Go on then. I’m about to make a cuppa, what do you fancy?

Everton @Everton · 29 Dec 13
Evening, Blues. We’re just settling down to watch #MOTD2. Anyone care to join us? Room on our sofa. #EFC

@Everton · 29 Dec 13
@purves_groundy @quacking_plums Tea, milk, no sugar. Cheers.

Translate Tweet
5:57 PM · 29 Dec 13 · Twitter for Android
BUILDING A BRAND PROFILE

28,666 followers
10 years

6,134 followers
6.8 years

5,444 followers
3 years

4,969 followers
7.5 years

2,530 followers
9.7 years
MANAGING REQUESTS FOR NEW SOCIAL MEDIA PAGES AT MICHIGAN MEDICINE
PEOPLE NOT PAGES

Personal professional profiles.

Ed Bottomley
@EdBottomley
Follows you

- Social Media @UmichMedicine
- Football @Dixies60
- A Dad That Misses His Boy
- Doesn't subscribe to a hierarchy of humanity
- NEW Angry Bearded Edition

Milford, MI sorry4yourloss.tumblr.com Joined October 2012
WHAT’S IN IT FOR...

...Michigan Medicine?

A viable alternative to requests for new departmental Twitter accounts

Chance to highlight the fantastic work our faculty does, by mentioning them as part of the conversation

Ability to use Personal Professional accounts engage in conversations – such as Tweetorials - that we cannot...

Greater reach

Greater depth of conversation

Team up with our faculty to deliver “our” message

We can shape social strategy, and faculty social etiquette from the ground level

...Faculty?

Chance to grow your personal professional profile through extended reach, and share your research & expertise with peers, policymakers, journalists.

Build relationships on Twitter with real life consequences, such as research collaborations

Stay up to date on your discipline.

Help to amplify exemplary work and accolades of trainees, colleagues and peers.

Expand the reach of your own research. (Twitter activity found to be correlated with citations, 10.1371/journal.pone.0166570)

Mutual support & benefit with Michigan Medicine central social channels / brand.

(Correlation between % of docs on Twitter with hospital ranking, Public Affairs and Marketing Network 2019 Conference)
MICHIGAN LIVER VS. DR. TAPPER
Compassion. Innovation. Leadership.

Michigan Surgery
@UMichSurgery Follows you
Highlighting Michigan Medicine Department of Surgery’s world-class care, research & education. Providing a glimpse into our culture. We’re the #MichiganPromise
Ann Arbor, MI medicine.umich.edu/dept/surgery Joined January 2017
611 Following 6,348 Followers

Justin B. Dimick
@jdimick1 Follows you
Professor & Chair @UMichSurgery. Working to redesign surgical care and redefine surgical culture. Past President @AcademicSurgery.
Ann Arbor, Michigan about.me/jdimick Joined March 2011
2,639 Following 16.5K Followers
TWITTER GUIDELINES FOR THE SOCIAL AMBASSADOR

Profile Guidelines

- Clearly stated full name
- Headshot or clear profile photo
- Bio defines expertise and affiliation
- Bio also states that views and content are your own
- Profiles should not include Michigan Medicine logo or branding, or include it in the handle, unless approved by the social department

Why? Michigan Medicine cannot endorse certain products, services, etc., and must protect that placement

Content Guidelines

- Content from Health and Lab Blog is available for sharing
- Create or share your research, but beware of HIPAA and other patient privacy guidelines
- Share fellow experts’ content and journals and have thoughtful conversations that extend the research
- Participate in Twitter chats & “Tweetorials” relevant to your expertise or research
PROFILE BEST PRACTICES

- Clear name
- Handle is personal yet connected to the person
- Title bonus: Connected profiles and hashtags aligned to professional network
- Clear distinction about personal views
- Location
- Relevant website

Friendly, clear headshot
TWITTER CONTENT BEST PRACTICES

Content doesn’t need to be a headline or just a statement. YOUR work is exciting, valuable and engaging, so your tweets (and social content) should be, too!

If we break down this thread about main questions in Medicare costs, we see culturally relevant inserts to draw attention, informative questions answered, and detailed graphs and charts to explain the research.
PROFILE NOT-SO-BEST PRACTICES

Today, transparency and knowing who you are connecting with is critical.

- Handle isn’t clear or meaningful
  - Description isn’t clear. Is this a medical professional or a fan?
  - Personal politics are clearly stated.

- Images are not of a person
OTHER NOT-SO-BEST PRACTICES

Speaking on Sirius XM Doctor Radio about why a recon urology guy would leave it all to concentrate on transgender surgery. Today 6:30 EST
10/25/17, 11:39 AM from Northville, MI
1 Retweet 7 Likes

Efaim Serafetinides tells us "when to worry" when seeing renal Trana, at Michigan Urologic Association

What ...the ....f**k Madman? @realDonaldTrump
Donald J. Trump @realDonaldTrump
... and many others.  
and say thank you, Mr. Trump.
7/17/16, 2:11 PM from Northville, MI

Goals of phalloplasty: @researchTURN @SocietyGURS

One stage procedure
Aesthetic phallus
Normal scrotum
Void while standing
Protective and erogenous sensation
Minimal mortality and morbidity

Big guy across from me at KLM lounge is the Mozart of food consumption noises. The loudness, depth and breadth of his reportoire: stunning
4/8/17, 5:45 AM from Haarlemmermeer, Nederla...
5 Likes

And if taxi driver #2 doesn't shut the f**k up I won't be responsible. "Don't forget to give me a $1000 tip hah hah hah" twice now
3/29/15, 6:53 PM
If you have something to say that would not feel right either to:

-Say on a stage of some kind or on the news

or to

-Yell on a megaphone in mixed company

A tweet is probably not the place for it.

#MedTwitter
IMPLEMENTATION
HOW TO GET INVOLVED

Engage with Others

Comment
Make sure you continue the conversation by commenting on original tweets with your research linked. Add insights or other interesting tidbits to the comments, or pose a question.

RT
Retweet the original tweet but include a link to the journal, or include a graphic or image that represents your research.

Workflow
Coordinate efforts with the social team on a workflow communication that works best.

Types of Tweets

Link Tweets
Standard format for Twitter, copy should entice audiences to click the link.

Polls
Ideal for audience feedback, building insights for content or reaffirming key points.

Video
Tell the greater story in an active visual format.

Threading
Time posts over days but have the ability to group the story.

Profile Twitter Moment
Collectively capture campaigns and events and seed in others’ posts.
# Twitter Chats

Twitter chats are a great way to expand your online presence, connect with peers, establish mentorships and share research and appropriate work-related topics.

Find a chat that works best for you, and build connections while helping to amplify your own shared Twitter content.

These are a few examples of current Twitter chats to consider.

<table>
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<th>Description</th>
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<tr>
<td>#hcsm</td>
<td>Sunday night gathering that started in 2009. Discusses public health information and social media, pharmacy, and health care motivation.</td>
</tr>
<tr>
<td>#MDChat</td>
<td>Tuesdays at 9 p.m. ET. Connects physicians about crowdsourcing and learning from each other. Has had fireside chats with experts such as Albert Einstein College of Medicine and the Alzheimer’s Association.</td>
</tr>
<tr>
<td>#HITsm</td>
<td>Fridays at noon ET, this chat discusses health information and technology. A recent chat was about what happens to ACOs if the ACA is struck down.</td>
</tr>
<tr>
<td>#JHMChat</td>
<td>Journal of Hospital Medicine selects a recently published article and hosts an hourlong conversation on Twitter among peers. Hosted on select dates about 9 p.m. ET. They also offer CME after each chat.</td>
</tr>
<tr>
<td>#BCSM</td>
<td>Monday 9 p.m. ET chat about the intersection of breast cancer research, studies and social media.</td>
</tr>
<tr>
<td>#PANCChat</td>
<td>Tuesdays at 8 p.m. ET covering research, studies, science and advocacy for pancreatic cancer.</td>
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<tr>
<td>#WomenInMedicine</td>
<td>Sunday evenings at 9 ET, this group gathers to discuss gender in medicine, provide mentorship and discuss professional topics.</td>
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<tr>
<td>#JACCClub</td>
<td>Twitter journal club/chat for the Journal of the American College of Cardiology.</td>
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<tr>
<td>#HPMGlobal</td>
<td>Mondays at noon GMT, this group discusses global hospice and palliative care.</td>
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With increased community by experts, one of the workflows to share new research should be expert-led. YOU know your research the best, and spotlighting you as an individual will give more credibility, authority and amplification in the social space.

Post your new research, tag other experts and include relevant hashtags: #LVADTherapy #Medicare (9 a.m. Tuesday)

Audiences following #LVADTherapy and/or #Medicare see the tweet and engage, share, etc. (ongoing)

@MHealthLab @UMichMedicine @DLikosky @R_Strobes RTs original tweet to a potential audience of 34,529 (9:45 a.m. Tuesday)

@MHealthLab posts Lab Blog article in context of your tweet and tags the journal (10:15 a.m. Tuesday)

The journal RTs @MHealthLab link to its followers and links to the published study (1 p.m. Thursday)

Potential exposure to more than 316K Twitter users
THANK YOU

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