

Why Are You Tweeting Like #This?

Twitter for Health Information Outreach

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#statpnc

What is #this about?

- Audiences on Twitter follow specific terms using hashtags, such as #earthquake, #bullying, #cancer, #Idaho



@NCIprevention
NCI Prevention ✓

Not all #cancer screening tests are helpful and most have risks...read NCI overview on screening at go.usa.gov/K9c

9 Oct via web



@nlm_newsroom
NLM ✓

It's National #Bullying Prevention Month. See resources here from MedlinePlus: 1.usa.gov/pPyPGD

6 Oct via HootSuite

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Notice the usa.gov URL?



- MedlinePlus.gov, PubMed.gov, and most other .gov pages shorten to 1.usa.gov or go.usa.gov
- Conveys to audience that the source information is unbiased, high quality, and not spam vs. unknown (i.e. bit.ly)

Organized hashtag chats

- #healthlit
 - Health Literacy, led by Health Literacy Missouri with Healthfinder.gov, CDC, and other partners
 - October 20th, 12pm Mountain/11am Pacific Time
 - Topic: Health literacy's role in meeting and promoting prevention provisions in the health care reform law
- Ongoing conversation
 - Organized hashtag chats often have continuing conversation to share sources of interest

#statpnc

Spontaneity

- Stumble across a hashtag chat in progress and know that your or NLM resources would be helpful for the audience?
- Go for it!



Need positive solutions to Speak Up?
Check out [@medlineplus](#) page on patient
safety [1.usa.gov/pmCkqR](https://www.1.usa.gov/pmCkqR) #ptspkr
#safetyleader

18 Aug via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

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Make it Click

- Instead of 'MedlinePlus', tweet @MedlinePlus
- Check your followers' tweets for what hashtags they use and identify information sources to share with the same ones – they'll notice!
- Most health topics are ongoing hashtags - #cancer, #diabetes, etc.
- Acronyms are OK - #EHR not #electronichealthrecord

Thanks!

NOISE TO SIGNAL
RobCottingham.ca/cartoon



Okay, we've used #snowmageddon and #snowpocalypse. So we're down to #snowicane or #snurricane...

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