



Twitter for Academics

Workshop for Starters

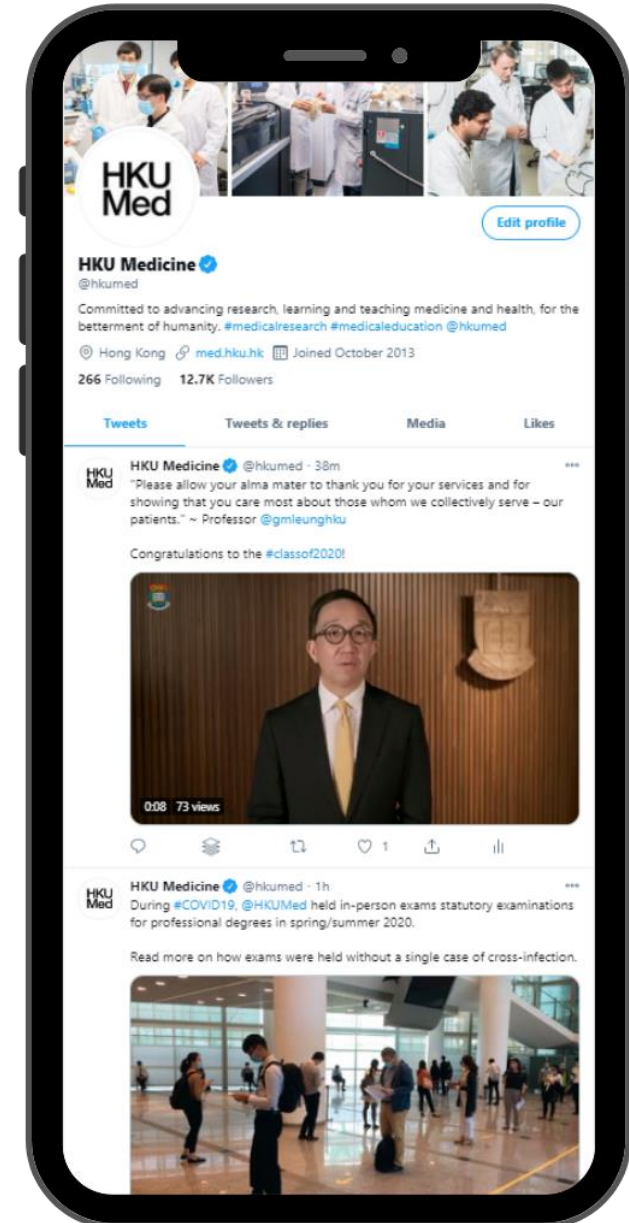


Strategic Communications Team

hkumedsocial@hku.hk

December 2020 | ver 1

Follow HKUMed @        



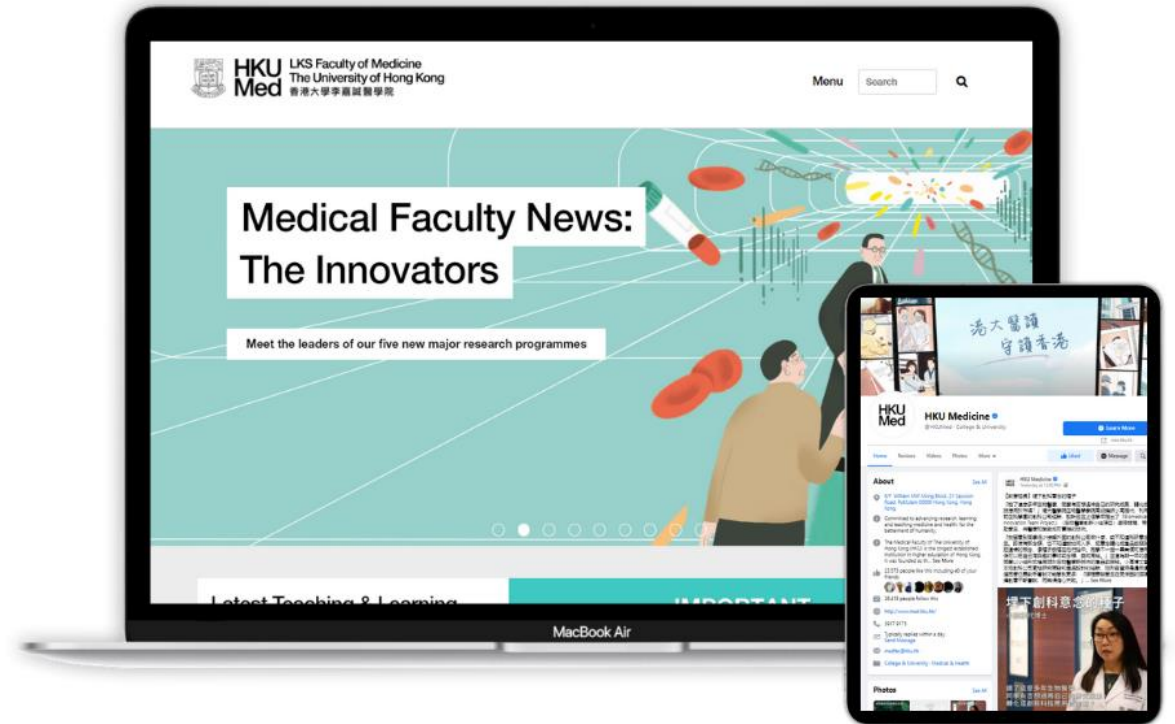
The reason?

A part of HKUMed's goal to modernise and digitalise our communication

Our goal?

Further increase the profile of our academics and promote their work;

Knowledge Exchange



Follow HKUMed @        

Know more about the platforms:

<http://www.med.hku.hk/> > Main Menu > Staff > Social Media & Digital Communications

"140 for 140" Great Minds for Grand Challenges

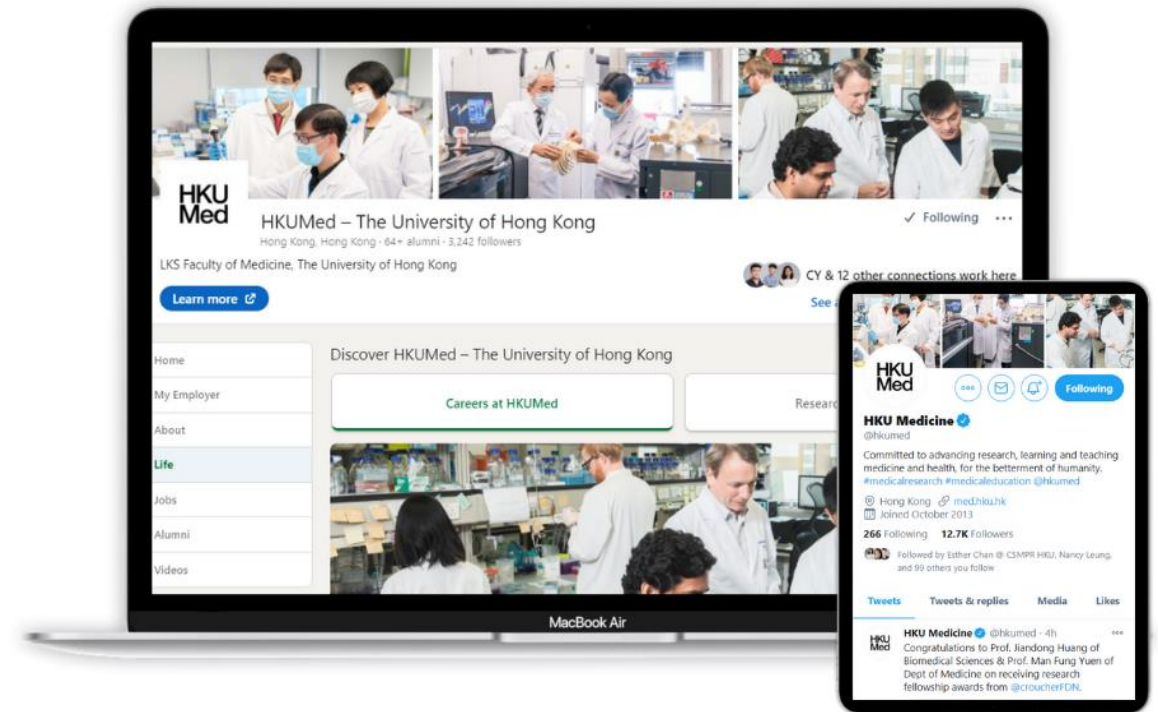
LKS Faculty of Medicine

"140 for 140"

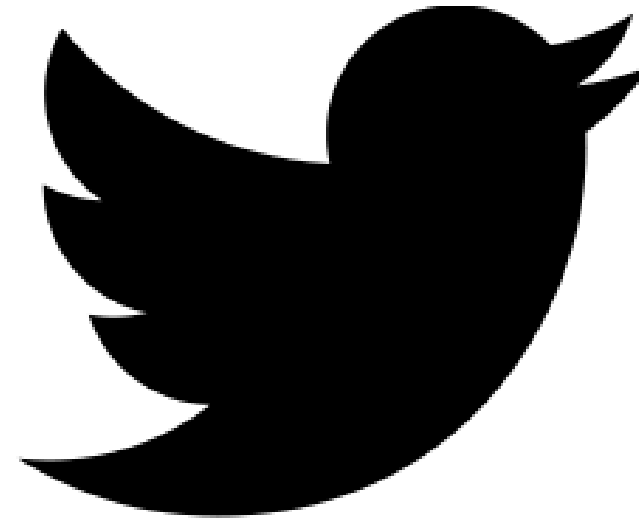
HKUMed is embarking on a major recruitment drive to support our expanding research portfolio and clinical and teaching activities

Promoting Job Opportunities

Recruiting colleagues in the field to join us at HKUMed



- [Twitter: An Overview](#)
- [Best Practices on Twitter](#)
- [Need Help? Contact Us!](#)

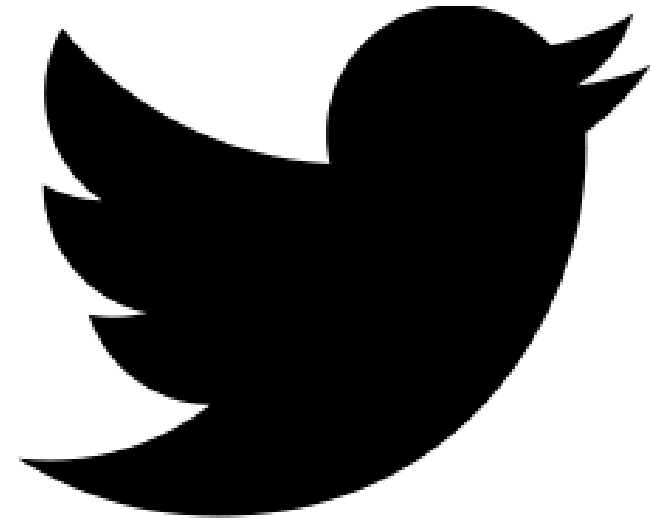


Twitter: An Overview

What is Twitter?

Twitter is an **online news and social networking site** where people communicate in short messages called '**Tweets**'

It is the place to find out about **what's happening** in the world and what people are **talking about** right now



Twitter Users Globally

- 353 million Twitter users globally
- Countries with most Twitter users
 - USA
 - Japan
 - India
 - Brazil
 - UK
- 28.9% users are 25-34 years old, 28.3% are 35-48

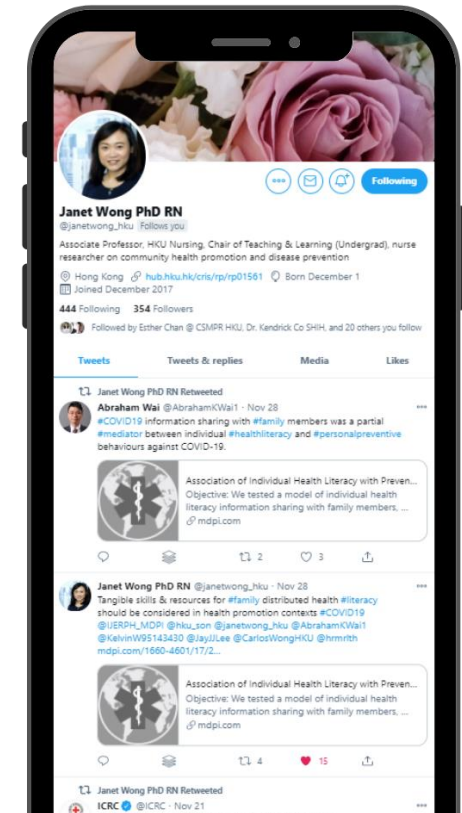
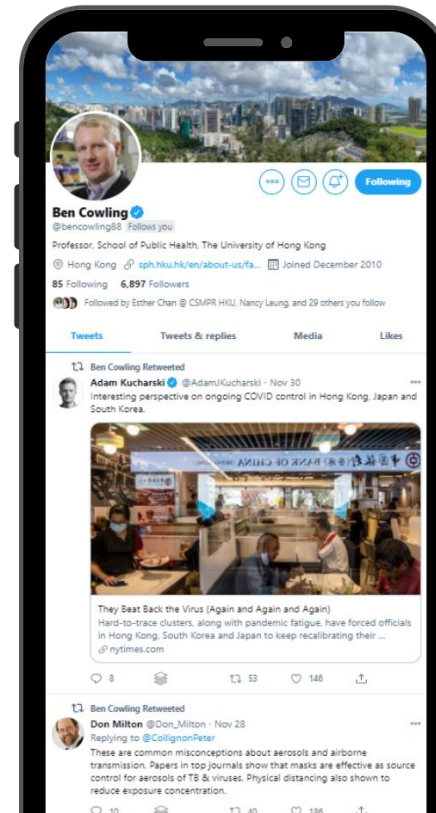
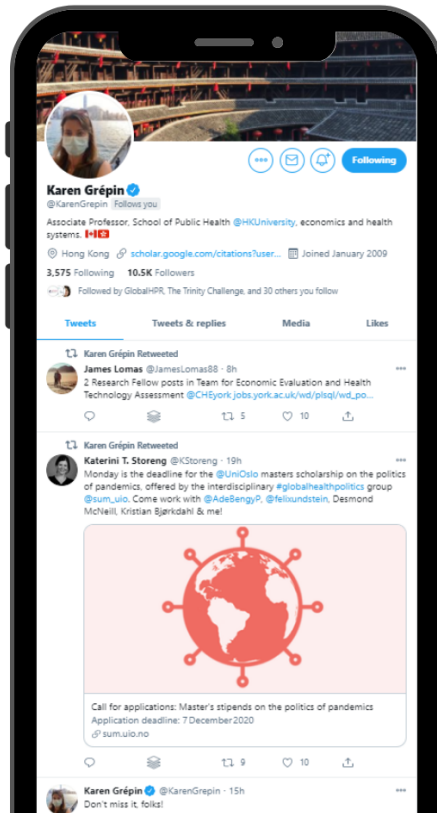
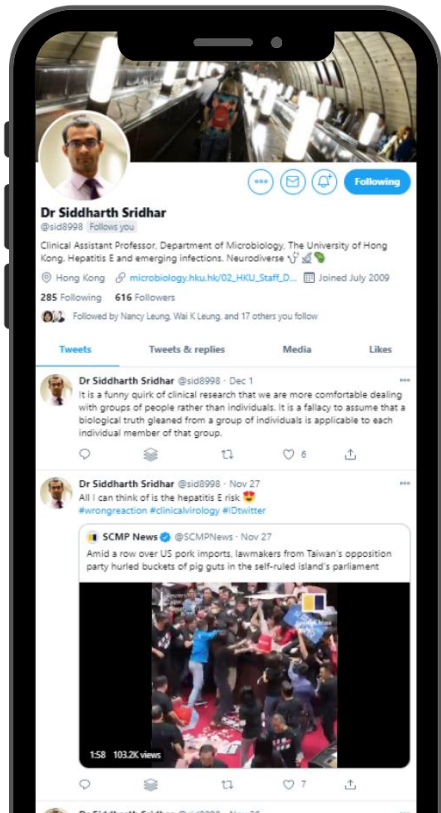
HKUMed Twitter Followers

- 12.7k followers
- Tweets averaged 11.9k impressions a day in November
- HKUMed Followers are from:
 - USA – 13.5%
 - Hong Kong
 - India
 - Philippines
 - UK



Who is on Twitter?

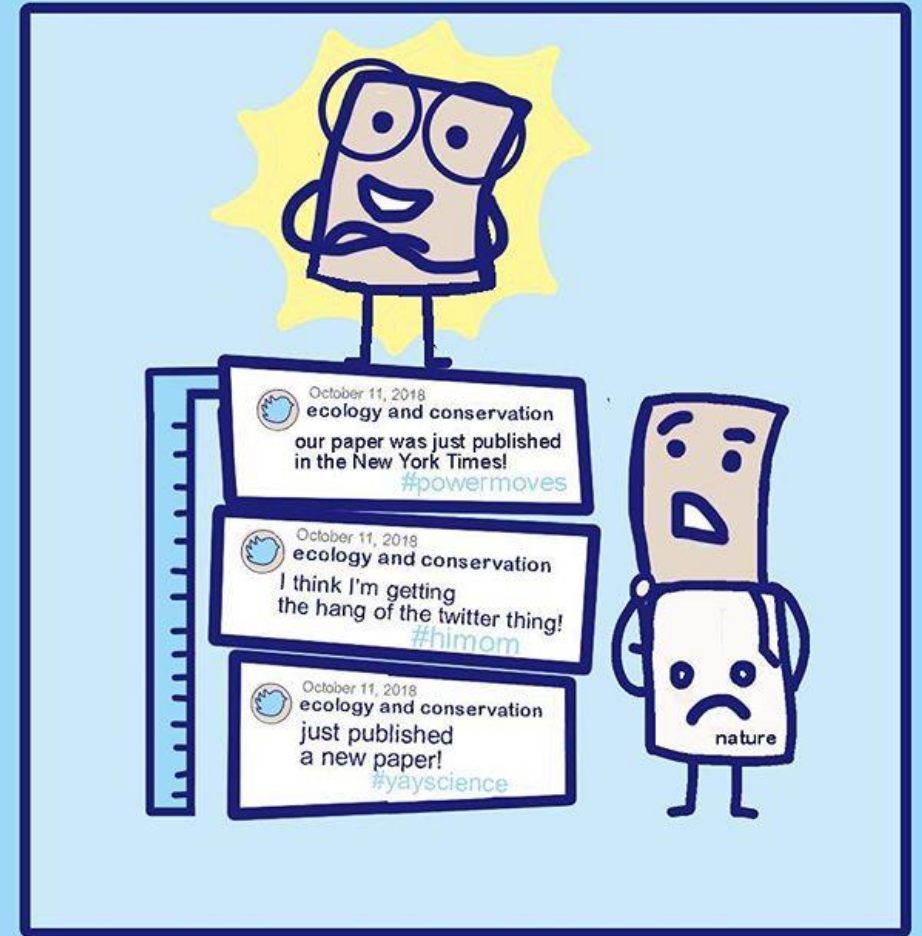
Scientific communities and medical societies
Medical journals
Fellow academics, researchers
and your colleagues.



Twitter is linked to increased citations

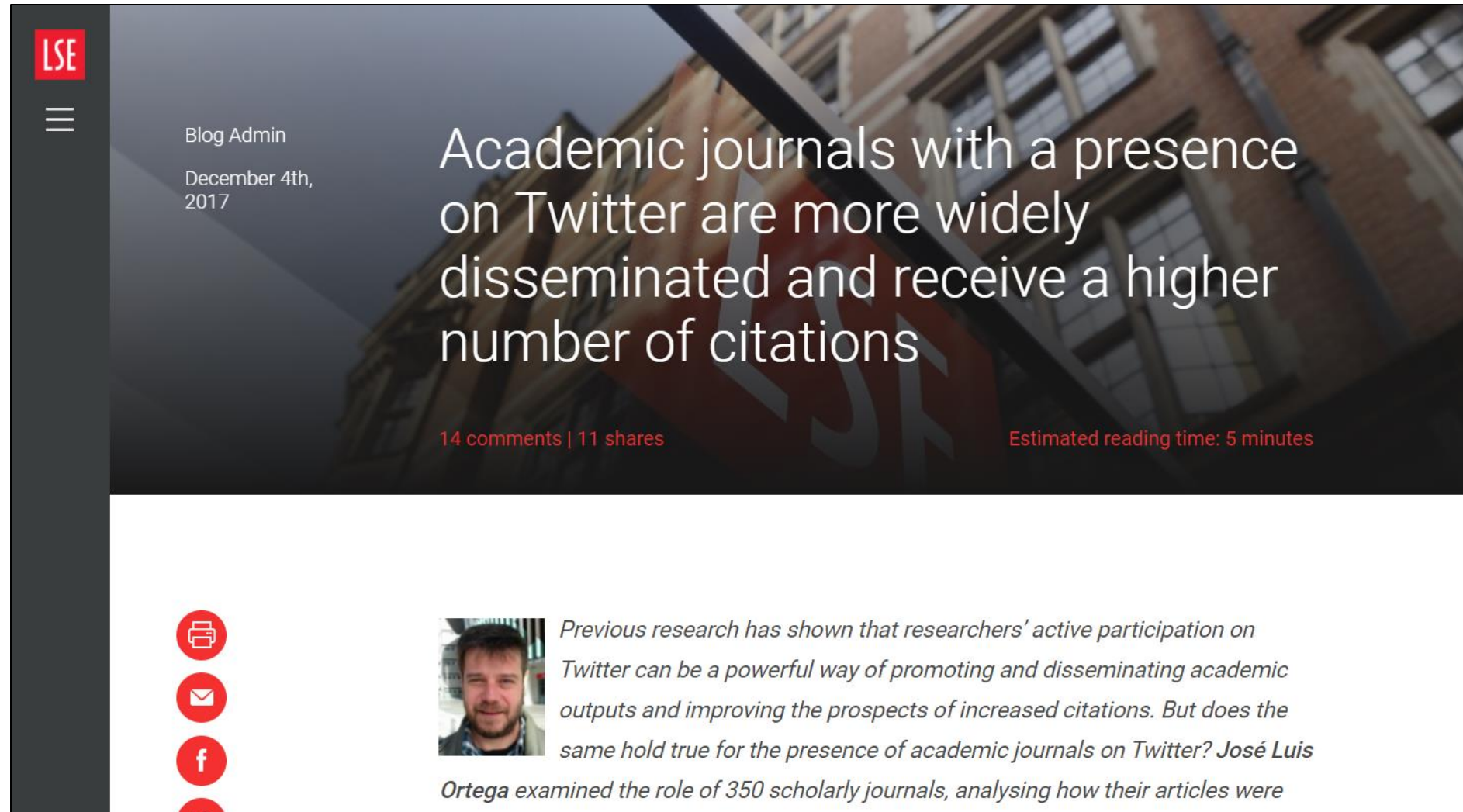
“We believe it is reasonable to suggest that science communication and increasing the profile of one’s work may **increase citation rates.**”

Lamb CT, Gilbert SL, Ford AT. (2018)



This study shows the power of social media for scientific publication and how twitter can be used to make the “highly obscure [into] the notable” (Lamb 2018)

Image source: <https://medium.com/@illustratedresearch/retweets-for-citations-f41dbf553aab>



The screenshot shows a blog post on the LSE website. The header features the LSE logo and a menu icon. The main title is 'Academic journals with a presence on Twitter are more widely disseminated and receive a higher number of citations'. Below the title, it says '14 comments | 11 shares' and 'Estimated reading time: 5 minutes'. The date is 'December 4th, 2017'. The author's name, 'José Luis Ortega', is partially visible. The background image is a low-angle shot of a brick building.





LSE


Blog Admin
December 4th, 2017

Academic journals with a presence on Twitter are more widely disseminated and receive a higher number of citations

14 comments | 11 shares

Estimated reading time: 5 minutes

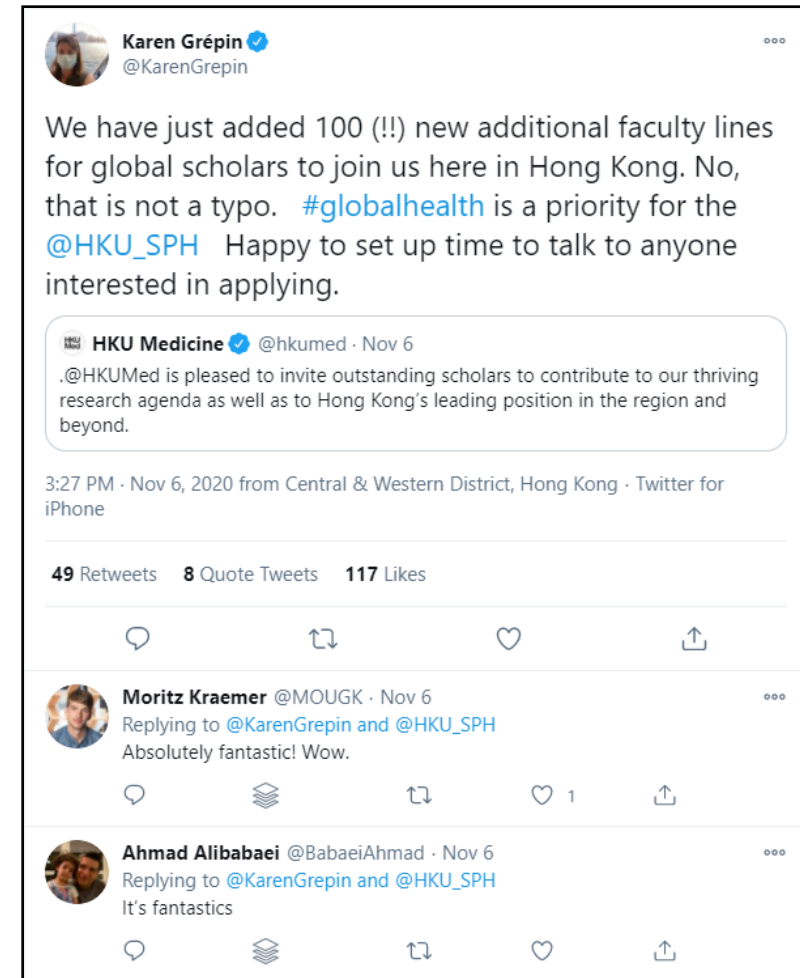





 *Previous research has shown that researchers' active participation on Twitter can be a powerful way of promoting and disseminating academic outputs and improving the prospects of increased citations. But does the same hold true for the presence of academic journals on Twitter? José Luis Ortega examined the role of 350 scholarly journals, analysing how their articles were*

Twitter is great for promoting research papers and opportunities



<https://twitter.com/bencowling88/status/1246004236590010369>



<https://twitter.com/KarenGrepin/status/1324614361327968256>

Gabriel Leung @gmleunghku

Fatal validity threats:- 1) no IRB 2) 1 month follow up only 3) severely underpowered by assuming 50% efficacy when in fact prior evidence suggests 10-20% 4) loose serostatus ascertainment diluting magnitude of efficacy

Eric Topol @EricTopol · Nov 18

The underpowered Danish randomized mask trial, w/ only 46% of those in the intervention group adherence, and only focused on the mask wearer (no insight about transmission) is published @AnnalsofIM acpjournals.org/doi/10.7326/M2...
✓ commentary by @DrTomFrieden and editors (why publish?)

of the Composite Primary Outcome

Intervention Mask Group (n = 2392), n (%)	Control Group (n = 2470), n (%)	Odds Ratio (95% CI)*
42 (1.8)	53 (2.1)	0.82 (0.54–1.23)
31 (1.3)	37 (1.5)	0.87 (0.54–1.41)
33 (1.4)	32 (1.3)	1.07 (0.66–1.75)
0 (0)	5 (0.2)	–
5 (0.2)	10 (0.4)	0.52 (0.18–1.53)

6:32 PM · Nov 19, 2020 · Twitter for iPhone

31 Retweets 5 Quote Tweets 92 Likes

<https://twitter.com/gmleunghku/status/1329371925030739969>

Eric Topol @EricTopol

Rapidity and frequency of #COVID19 testing override the concerns about sensitivity. Very strong case @ScienceAdvances today by @DanLarremore @michaelmina_lab Roy Parker and colleagues advances.sciencemag.org/content/early/...
(We urgently need mass scale rapid home testing rolled out)

Test sensitivity is secondary to time for COVID-19 screening

Daniel B. Larremore,^{1,2*} Bryan Wilder,³ Evan Lester,⁴ Hay,^{7,8} Milind Tambe,² Michael J. Mina^{2,4,9,10} and Roy Parker¹

¹Department of Computer Science, University of Colorado Boulder; ²BioFrontiers Institute; ³Harvard John A. Paulson School of Engineering and Applied Sciences; ⁴Harvard University; ⁵Medical Scientist Training Program, University of Colorado Anschutz Medical Campus; ⁶Department of Pathology, Brigham Young University; ⁷Department of Epidemiology, Harvard T.H. Chan School of Public Health; ⁸Department of Pathology, Brigham Young University; ⁹Harvard T.H. Chan School of Public Health; ¹⁰Department of Pathology, Brigham Young University

*Corresponding author. Email: daniel.larremore@colorado.edu, mmina@hsph.harvard.edu

These authors contributed equally.

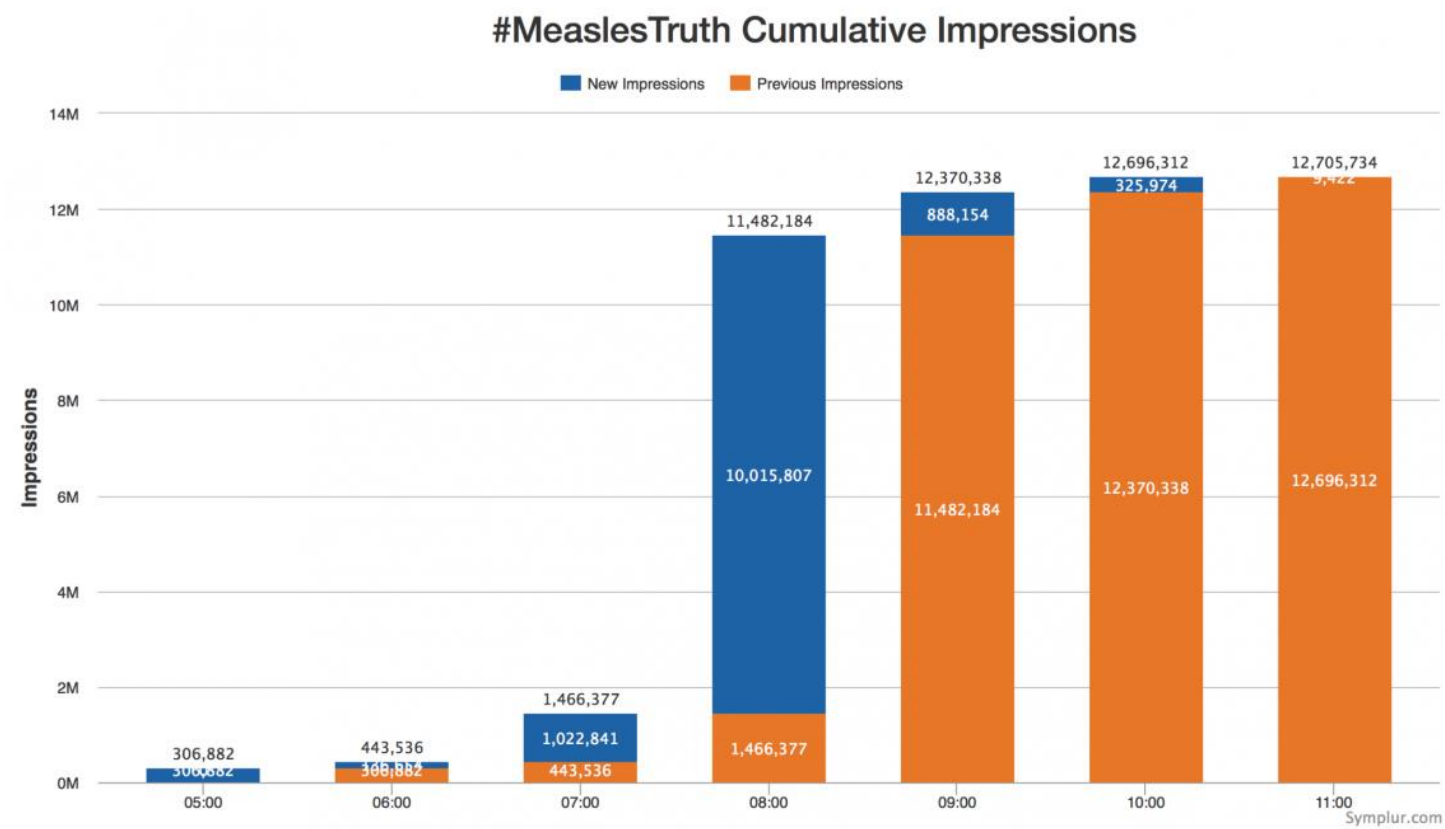
The COVID-19 pandemic has created a public health crisis. Individuals with pre-symptomatic, symptomatic, and asymptomatic infection are often the central. After infection, individuals undergo a period of infectiousness, and ending with declining viral levels and infectiousness. We model the effectiveness of repeated population screening, sample-to-answer reporting time. These results demonstrate that the frequency of testing and the speed of reporting, and is therefore conclude that screening should prioritize access to rapid testing, and analytical limits of detection should be secondary.

3:39 AM · Nov 21, 2020 · Twitter Web App

153 Retweets 35 Quote Tweets 352 Likes

<https://twitter.com/EricTopol/status/1329871962668036096>

#MeaslesTruth: a Twitter event by physicians and medical societies to educate millions of people about Measles and vaccination



Is Twitter right for you?

If you are looking to ...

- Increase **citations**
- Expand your **network**
- Increase **influence** of your work
- Exchange **knowledge** and **ideas**
- Share your **achievements**
- **Educate or engage** with the public
- **Advocate** for change
- **Amplify** your voice in times of need e.g. scientific breakthroughs during a health crisis

Then yes! Twitter is right for you.



Best Practices on Twitter

What's typical in a tweet

Write a post **within 280 characters**. It can be about news, achievements, an aspect of your work, etc.

In general, **the shorter the tweet, the more it will be read**

Add an image or video to draw attention and complement your message



Add relevant hashtags to increase visibility and thread topical conversations

Mention a Twitter user by tagging his username to increase interaction

Announcing a paper is published

1. Tag the paper contributors
2. Provide a link for followers to access the paper or abstract

<https://twitter.com/bencowling88/status/1306792695646629888>



Retweeting (RT)

1. RT is the quickest way to share someone else's tweet with your followers
2. It may be seen as endorsing an opinion. Exercise judgement

<https://twitter.com/AnandWrites/status/1333781513276633088>



Providing Insight to an Issue

1. Discuss an issue you are passionate about
2. Add value by sharing your point of view



Sharing your activities

1. Share a picture of yourself at a congress, presenting a poster or oral presentation
2. Ensure the value and key message of the research are mentioned
3. Add the congress and other relevant [hashtag](#)

<https://twitter.com/VillalobosMDPhD/status/1135589184092233728>

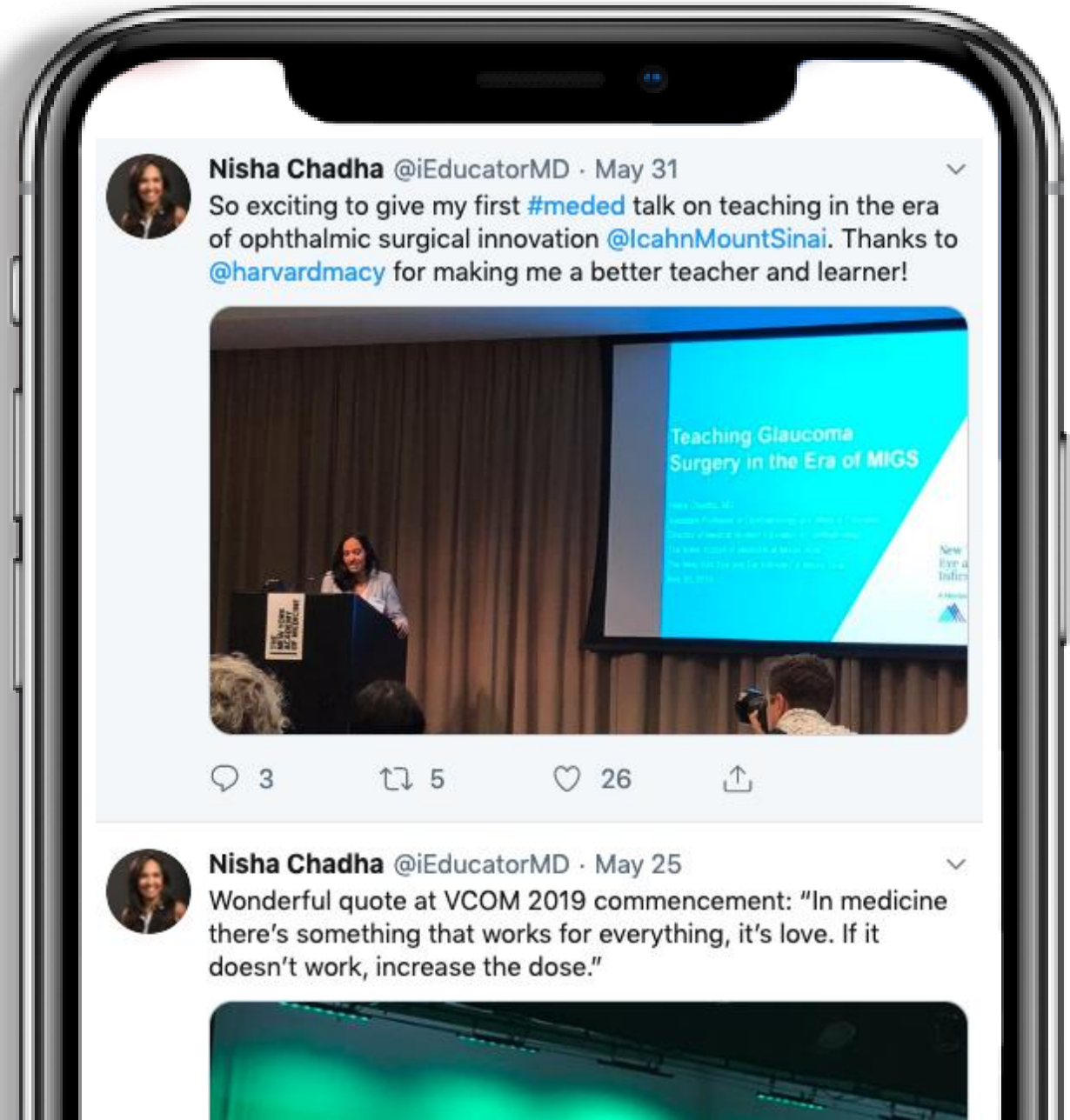


Showing memorable moments at work

1. Share a picture of yourself at work (mindful of privacy or confidential information)
2. Talk about your passion and thank your team
3. Add a relevant [hashtag](#)

<https://twitter.com/iEducatorMD/status/1134626661134209025>

Nisha Chadha: ophthalmologist and educator



Sharing an online article that you support

1. Post about your thought or opinion
2. Tag specific users so they get notified of your repost



Interacting with peers or fellow users

1. Tag your peers by using the symbol “@” when you mention them
2. They might retweet you or start a conversation

<https://twitter.com/jflier/status/1131940158926917633>

Jeffrey Flier: Former Dean of HMS



Including hashtags in your tweets increases exposure

These are examples for reference. The lists are non-exhaustive

Faculty related

#HKUMed

Topical conversation

#MedEd

#PatientExperience

#DigitalHealth

#Physician

Disease or research areas

#HepB

#PublicHealth

#diabetes

#T2DM

#stemcells

#allergy

#WorldMSDay

Conferences

#ASCO19

#ADA2019

#Boao

#T20Japan

Recommended Twitter users to follow

The list is non-exhaustive. We encourage you to explore and follow individuals or organisations you are interested in or related to your academic/research areas

Category	Name	Username	Link
Medical schools and institutions	HKU	@HKUniversity	https://twitter.com/HKUUniversity
	HKUMed	@HKUMed	https://twitter.com/HKUMed
	School of Public Health, HKU	@HKU_SPH	https://twitter.com/HKU_SPH
	School of Nursing, HKU	@hku_son	https://twitter.com/hku_son
	Harvard Medical School	@harvardmed	https://twitter.com/harvardmed
	John Hopkins Medicine	@HopkinsMedicine	https://twitter.com/HopkinsMedicine
	NUS Medicine	@NUSMedicine	https://twitter.com/NUSMedicine
Medical journals, publications and societies	WHO	@WHO	https://twitter.com/WHO
	Medical Sciences	@OxfordMedSci	https://twitter.com/OxfordMedSci
	Public Health England	@PHE_uk	https://twitter.com/PHE_uk
	Centers for Disease Control & Prevention	@CDCgov	https://twitter.com/CDCgov
	Nature	@nature	https://twitter.com/nature
	Science News	@ScienceNews	https://twitter.com/sciencenews
	Wellcome Trust	@WellcomeTrust	https://twitter.com/WellcomeTrust
Academics and peers	Gabriel Leung	@gmleunghku	https://twitter.com/gmleunghku
	People working in your research field	Use search function to find them	

Follow your colleagues



A number of HKUMed academics are already on Twitter!

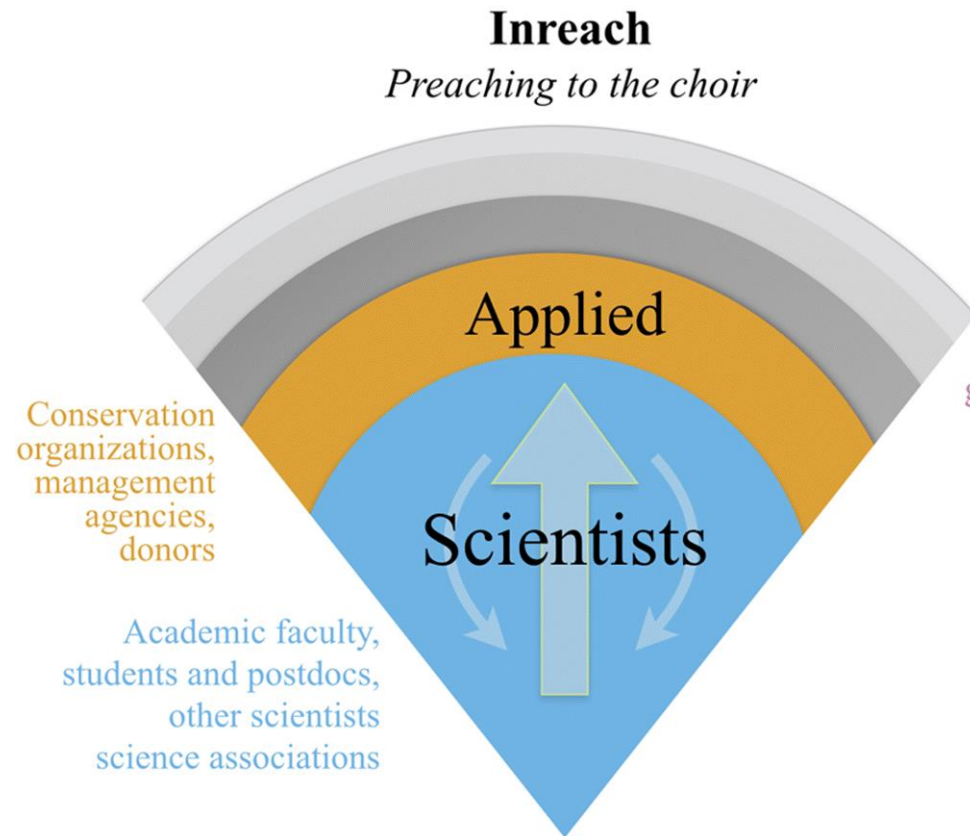
Follow them now at <https://hkumed.hk/AcademicsOnTwitter>

How to increase followers?

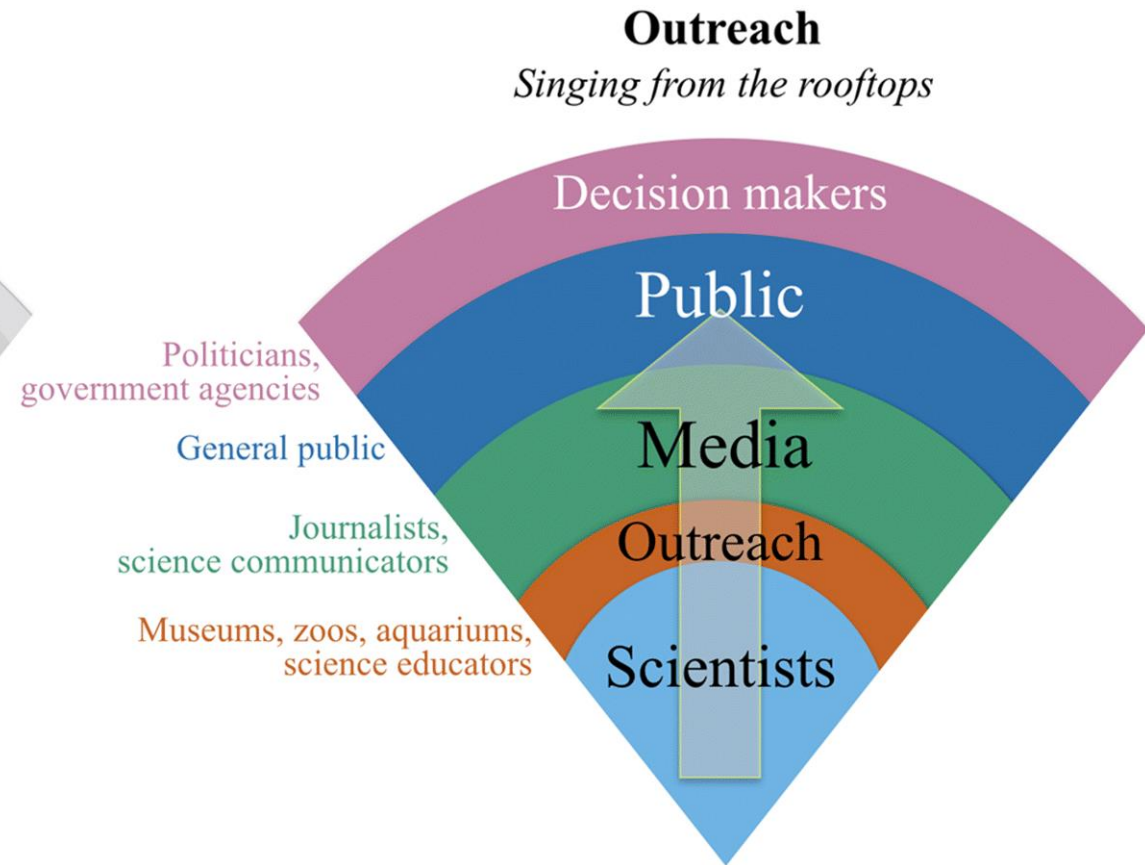
- Tweet what you are **passionate** about. Add your point of view
- Be **two-way** and **invite comments**. Engage, respond and retweet proactively, don't broadcast
- **Tag** people or organizations. They might retweet you or start a conversation
- Use **hashtags**. Ideally up to 3 per tweet
- Tweet as frequently as you like. One tweet every few days is okay, and so is one tweet every few hours. The secret is **keep tweeting**
- Be persistent. You will soon see your follower base gradually build up



How to increase followers?



Under 1000 Followers



Over 1000 Followers

Source: Scientists on Twitter: Preaching To the Choir or Singing from the Rooftops?

Isabelle imcote@sfu.ca-Emily Darling-Department Isabelle M. Côté imcote@sfu.caEarth to Ocean Group-University Emily S. DarlingDepartment of Ecology and Evolutionary Biology - <https://www.facetsjournal.com/doi/10.1139/facets-2018-0002>

A few last words

- Be mindful that anything you tweet can become public
- Be mindful of copyright (e.g. images)

Newsweek

LOGIN

SUBSCRIBE >



An ICU nurse has posted images of her that reveal how the pandemic has taken its toll on medical workers, with photos of her before and during the pandemic.

The tweet, posted on Sunday, shows the frontline worker who goes by the username @kathryniveyy, looking young and healthy compared to a recent photo of her with tired eyes, mask lines and bruises, plus the expression of someone who has been working tirelessly for months.



Source: <https://www.newsweek.com/icu-nurse-twitter-post-viral-shocking-before-after-pandemic-photos-1549473>

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hkumedsocial@hku.hk