

Medical Education Interest Group Newsletter

Using Twitter to Get Professional Conversations Started

March, 2022



Notes from Meeting



Thank you to all of those who came to our March 2022 Medical Education Interest Group meeting! This month we welcomed an internationally renowned emergency medicine consultant and major trauma lead, Dr Caroline Leech, who talked to us about using Twitter to get professional conversations started. Caroline, who has nearly 12K Twitter followers, shared her expertise on the best ways to use Twitter professionally. She pointed out that **if you are going to use Twitter, make sure to review your profile!** This is key to how the online community sees you. Importantly: Keep your **username professional and simple**; use a **profile pic that conveys an intended professional message**; choose a

cover photo that makes a statement; and ensure your **biography is written to catch attention** and looks good on all platforms (e.g. computer, phone, tablet).

Once on Twitter, it is **vital to consider who you follow and who you allow to follow you** – for example, take recommendations of who you should follow from others who promote similar things that you do, and don't be afraid to block those who are 'noisy' followers, but don't add much to your story. Caroline importantly reminded us that on Twitter you really need to **'think about your personal brand'**, namely: how do you identify, who do you represent, do you use humor, how do you interact with others, do you allow politics to enter the conversation, and what is your policy on how to deal with conflict? Deciding these things early will allow a conscious creation of a professional profile.

Our discussion then turned to thinking about considering what your objectives are if you are going to use Twitter. You might be using Twitter for: **professional development** (e.g. real time access to recently published articles); **sharing best practice**; **advertising events or jobs**; **supporting research** (e.g. pushing surveys, participant recruitment); **raising awareness** (e.g. for a new teaching method or clinical approach); and **networking!**

Recipe for a GREAT and SUCCESSFUL Tweet!



1. Share relevant content – in a format that is easy to read, and visually appealing
2. Don't Tweet too much – 1x original Tweet a week, and 10 Likes or Re-Tweets/day
3. Try different methods to grab attention – photos, polls, threads
4. Consider using #tags to direct people to other areas of interest
5. Use infographics and relevant outside links
6. Schedule Tweets so they release at times you know they are likely to be seen or read (e.g., have your Tweets release live during a talk you are giving)
7. Very rarely, allow people to see 'into' your personal life...after all, it is what's behind our professional identity!

Risks of Using Twitter



- Privacy
- Boundaries
- Confidentiality
- Commercial licenses for image use
- Trolls

Benefits of Using Twitter



- Quick, easy, portable
- Digital classroom
- Encourages engagement and conversations
- Allows for networking and potential to advance your career
- Tool that can advertise events/jobs internationally

This was an exceptional session where Caroline taught us how to smartly use Twitter and why it can be a very useful professional tool!

Upcoming Events

Next meeting:

Wednesday, May 25th, 2022

1300 – MS Teams

Alyson Quinn

Imposter Syndrome in Medical Education:

What is it? Do I have it? What to do about it?

Quotes of the Month:

"On Twitter, we get excited if someone follows us. In real life, we get really scared and run away."

-Unknown

"On Twitter, you get 140 characters to be worth paying attention to, no matter who (or what) you are."

-Co-Founder of Twitter

Check out
[Caroline on Twitter](#)



Contact: Erin Fillmore Erin.Fillmore@warwick.ac.uk

March, 2022