Tips & Tricks for Medical School Faculty Using Twitter

Why participate on Twitter?

- Gain exposure for your publications and other professional activity
- Increase your visibility to the media
- Follow and engage with your peers and colleagues
- Build your credibility as an expert
- Stay up-to-date on the latest topics in your field

How to set up your Twitter account?

Example language to include in your Twitter bio:

Assistant Professor @umnmedschool @umnpsychiatry | Tweets are my own and are not considered medical advice #UMNPsychiatry

What are the “rules” when using Twitter?

- Share only what you know to be credible.
- When in doubt, don’t post. It’s better to not share than to share something that negatively impacts you, your department, a patient, etc.
- Patients must always sign a media release form before any photography (identifiable or not) can be taken or information shared on social media.

Topics to avoid:

- HIPAA-protected information
  - U.S Department of Health and Human Services (HHS) guidance for healthcare providers on the HIPAA Privacy Rule.
- Ongoing clinical trials
- Administrative information or purely internal information

For more social media guidelines information:

- Read Policies and Codes of Conduct
- Follow House Rules
**Good Example of Twitter Use:**

Tags everyone that could amplify the message

Message is professional and gets to the point

Provides a link to content - images are crucial to social media, nobody pays attention to just text

---

**Bad Example of Twitter Use:**

Hashtag and hyperlink blend together

A big event that should be amplified yet no tags for the main UW Medicine account or main UW account

Names in the photo aren’t legible

Not a very good photo to share from a graphic design perspective

---

**How to find the Medical School on social media?**

- **Twitter:** @UMNMedSchool
- **Facebook:** @UMNMedSchool
- **Instagram:** @UMNMedSchool

If you want to share something on the Medical School's channels, please send Cal U'Ren, social media manager (curen@umn.edu), the following:

1. Photo or photos (if you have them)
2. A link to a webpage with more information (if you have one)
3. Who, what, when, where, why (please be as specific as possible)

**How to handle media requests that come through Twitter or other outreach?**

All media requests should be routed through the Medical School's Office of Communications & Marketing.

Our media relations team can help you vet media requests to figure out a reporter's angle, as well as take the responsibility off of you to schedule the interviews and handle any other requests from the reporter. **Contact Kristine Elias at elias313@umn.edu.**

**Where can I get additional training on social media?**

- University Relations [Communicators Training Course](#)
- University Relations [Best Social Media Practices](#)
- University Relations [Quick Guide to Social Media Channels](#)