

# 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 #UMNPpsychiatry*

## 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: [Link to post](#)



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: [Link to post](#)



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](mailto: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](#)