How to use Twitter?

https://www.wix.com/blog/2016/10/twitter-guide-for-beginners/

STEP 1: UNDERSTAND THE TWITTER LINGO

\#

Hashtags

Those things that start with the pound symbol? Hashtags are a great way to tap into conversations happening on Twitter. More on that below.

Handles. your profile name. e.g. @DianvanderWalDr

Retweets

Retweets are like gold for your content. You can retweet content you see on Twitter by simply clicking the button below the text. Once you start tweeting, you'll soon be hoping that people retweet your own content.

@

Mentions
@isth
@plateletsociety
@AABB (Transfusion journal)
@Blood
@JTHJournal
@RPTHJournal
@ATVB
etc

People
@dianvanderwalDr

When someone talks to you on Twitter, or talks about you, it's called a mention. It's something you'll want to check for when you're maintaining your channel (more on that, too, below).

Use 280 characters

In most cases, the text content of a Tweet can contain up to 280 **characters** or Unicode symbols (emoticons).

- Emoticons: blood drop, paper (article), AB, O, A, syringe, lab coat, test tube, plate, scientist or medical doctor
- Other icons, video, speaker, etc
- Use GIFs
- various arrows (associated with, leading to, causes etc) to save characters etc.
- use up and down graphs for increase and decrease
- Use website https://bitly.com/ to shorten URL links
- Use a picture or cartoon with the tweet.

STEP 3: WRITE A THREAD (MULTIPLE TWEETS IN 1 GO)
- Use the Tweet button, and + sign to keep adding tweets
- Only possible when tweeting real time, not scheduled
- Even possible to make a "GIF" in PPT (animation, slide show of multiple slides/pages)
  - In MS Powerpoint, make different slides and export as animated GIF or save as movie (mp4 format)
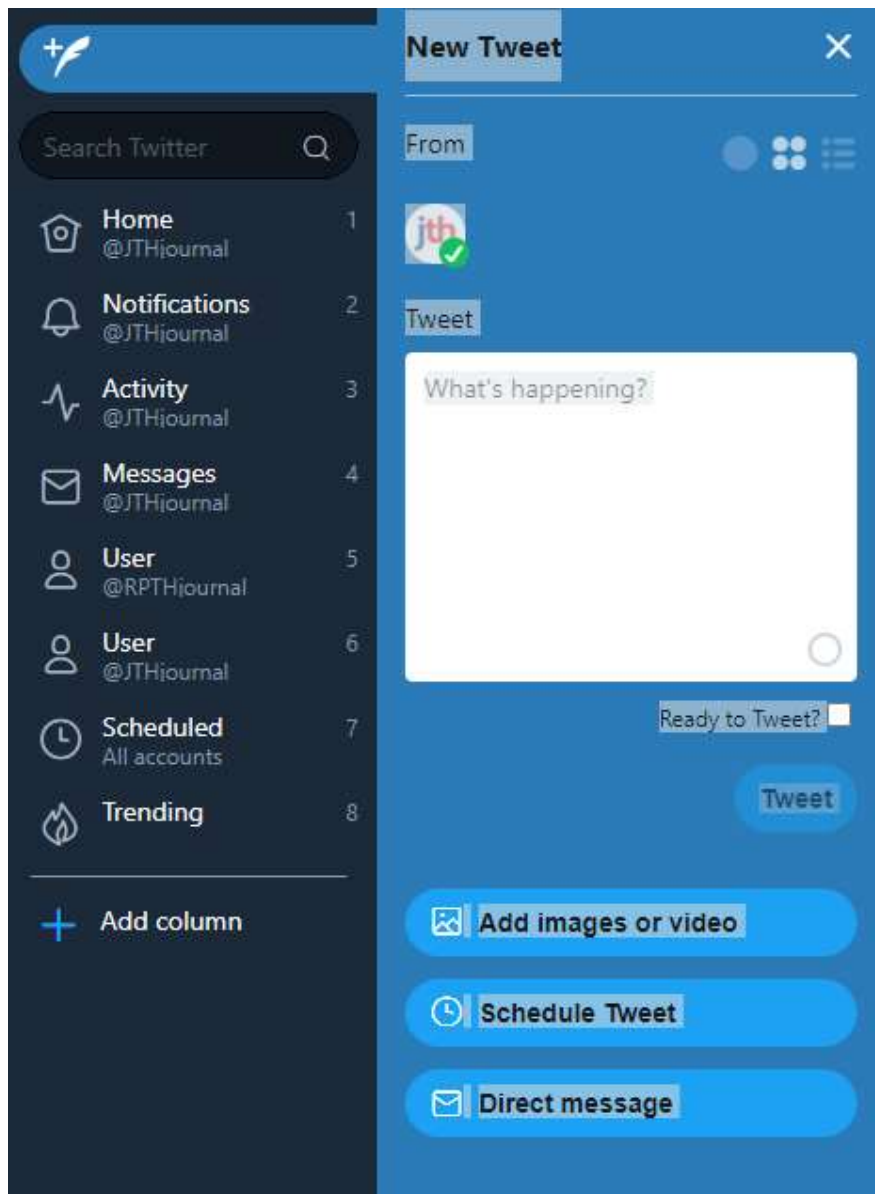
STEP 4: JOIN TRENDING/RELEVANT HASHTAGS

- #ISTH2021 or other congress ones

STEP 5: HOW TO CREATE A PICTURE
- Go to unsplash website (general copyright free pictures) or Smart servier (scientific cartoons)
- Choose picture
- Use snipping tool to select picture
- Open Powerpoint programme
- (Paste into a template slide)
- Group all items (picture and template)
- "save as" picture and name (I reuse pictures, e.g. for platelet bag, or group of people or general lab photo) or use snipping tool and save (pics are smaller)
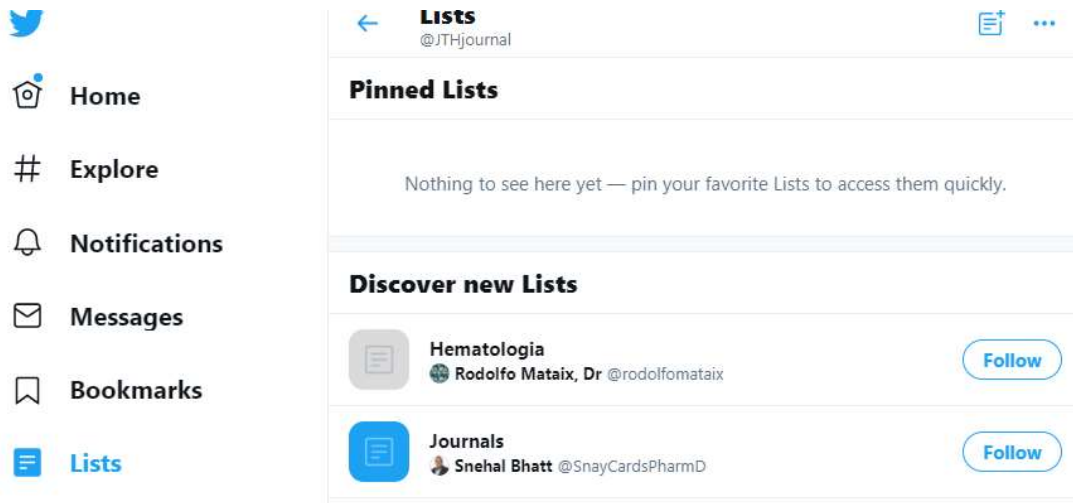- Upload saved picture

STEP 6: HOW TO USE TWEETDECK (SCHEDULE TWEETS)
- Log into Twitter account
- Open new internet window and type tweetdeck https://tweetdeck.twitter.com/
- Only works with logged in handle
- Go to new Tweet and copy paste content, if too long, it'll be in red
- Upload picture
- Select time and date under "schedule tweet"
- Select ready to schedule, all scheduled tweets will be displayed on right hand side
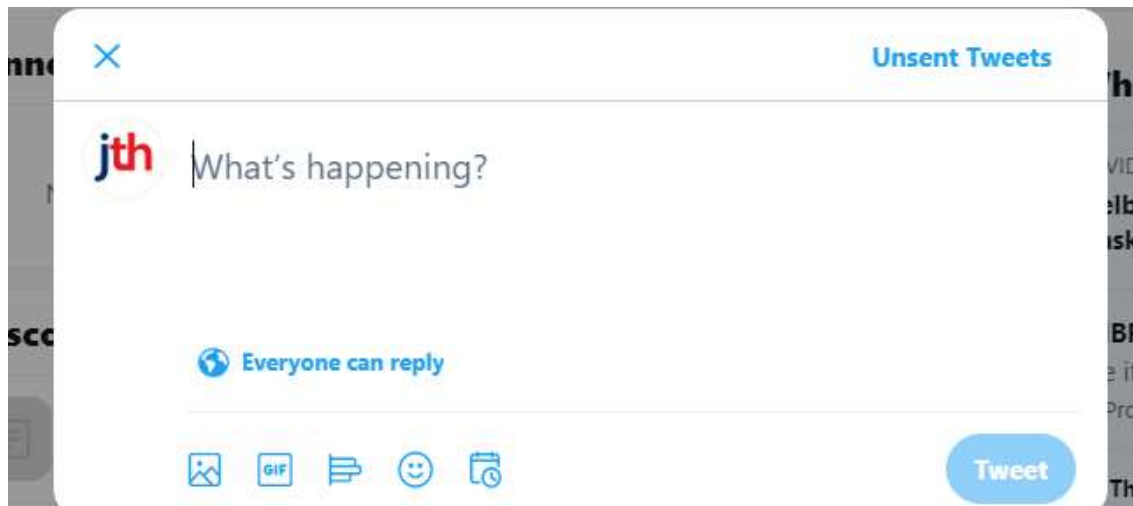
STEP 7: HOW TO MAKE A LIST (TO CATEGORISE CONTENT OF INTEREST)

- Go to list on left hand side, create new list on top of page
- Go to all handles (accounts) for field of interest one by one and add them to the new list (use … on top of page and add)
- Check named list to see content only from those on the list
- Click on list left hand side to see content from list only

STEP 7: HOW TO USE A POLL

- Only works in real time, not in Tweetdeck
- Go to Tweet and select poll icon (bar graph) below
- Question and answers as instructed, select time frame and post

INTERESTING LINKS

- Visuals without copyrights https://unsplash.com/ and Smart servier (cartoons) https://smart.servier.com/

- https://onlinelibrary.wiley.com/doi/10.1002/rth2.12199
- https://onlinelibrary.wiley.com/doi/10.1002/rth2.12493
- https://onlinelibrary.wiley.com/doi/10.1002/rth2.12478 twitter ambassadors during congress