


# Harnessing the Power of Twitter

## @croakeyblog #IAHA2015

### The #IAHA2015 Influencers











#### Top 10 by Mentions

-  @iaha\_national 86
-  @arabenakerry 30
-  @onemda 16
-  @fredhollows 15
-  @anitaheiss 15
-  @jord135 13
-  @wweno7 12
-  @the\_nrhsn 10
-  @croakeyblog 8
-  @danni\_dries 8

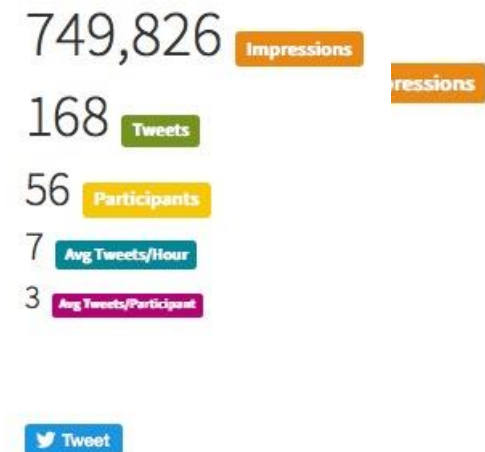
#### Top 10 by Tweets

-  @iaha\_national 21
-  @croakeyblog 20
-  @arabenakerry 17
-  @anitaheiss 10
-  @nacchoaustralia 10
-  @wweno7 8
-  @adams\_maddison 8
-  @danni\_dries 8
-  @ahmrc 7
-  @opa1420 5

#### Top 10 by Impressions

-  @croakeyblog 285,157
-  @nacchoaustralia 160,478
-  @anitaheiss 136,912
-  @arabenakerry 29,429
-  @iaha\_national 22,553
-  @reginaholiday 17,425
-  @healthhashtags 11,732
-  @fitnessorgau 11,095
-  @fredhollows 10,392
-  @wweno7 9,880

### The Numbers



# Paying Respect

Renee Williams retweeted



**Nathan Appo** @Elusive\_Sausage · Jan 25

Let's celebrate that Australia has the longest known living culture in the world, we have survived [#SurvivalDay](#)

👤 NITV National News, PatriciaKaravelas, Anita Heiss and 7 others



432



307



[View more photos and videos](#)

# This afternoon

- Why Twitter?
- Understanding the Twitter-verse: language & protocols
- Your Twitter story...
- Opportunities via Twitter
- Anything else?

# In the digital and social era



**Jordan Shlain MD** @DrShlain · 4h  
Old Power v New Power

Managerialism, institutionalism,  
representative governance

Informal, opt-in decision making; self-  
organization; networked governance

Exclusivity, competition, authority,  
resource consolidation

Open source collaboration, crowd  
wisdom, sharing

Discretion, confidentiality, separation  
between private and public spheres

Radical transparency

Professionalism, specialization

Do-it-ourselves, "maker culture"

Long-term affiliation and loyalty,  
less overall participation

Short-term, conditional affiliation;  
more overall participation

# Why Twitter?

THE FORUM FOR INDIGENOUS RESEARCH  
EXCELLENCE AT THE UNIVERSITY OF  
WOLLONGONG PROUDLY PRESENTS



## RETERRITORIALISING SOCIAL MEDIA: INDIGENOUS PEOPLE RISE UP

Indigenous presenters from Australia,  
Aotearoa, United States and Canada

# Why Twitter?

 SOS BLAK AUSTRALIA and 2 others liked

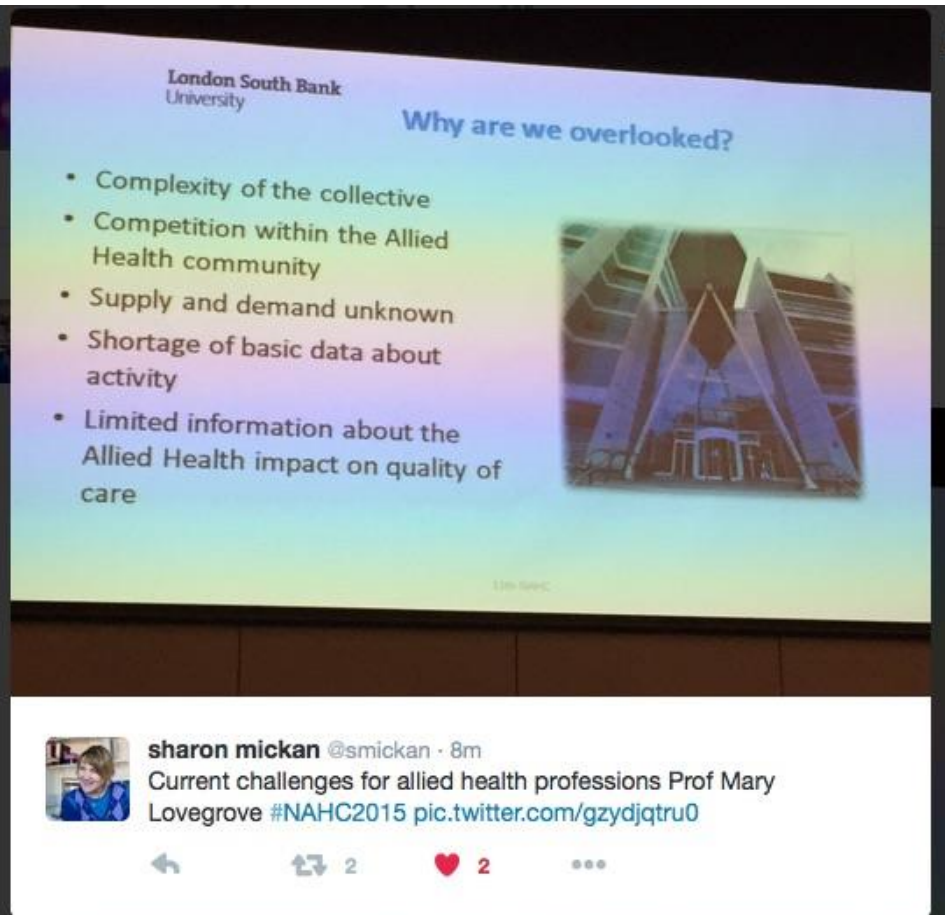


**Anita Heiss** @AnitaHeiss · Nov 26

Crowds building in King George Sq #Brisbane #SOSBLAKAUSTRALIA  
@sosblakaust #humanrights #stopclosingaboriginalcomms




# Why Twitter?



London South Bank University

## Why are we overlooked?

- Complexity of the collective
- Competition within the Allied Health community
- Supply and demand unknown
- Shortage of basic data about activity
- Limited information about the Allied Health impact on quality of care



1.1m views











**sharon mickan** @smickan · 8m  
Current challenges for allied health professions Prof Mary Lovegrove #NAHC2015 [pic.twitter.com/gzydjqtru0](https://pic.twitter.com/gzydjqtru0)

← ↻ 2 ❤️ 2 ⋮

# Why Twitter?











## The #JustJustice Influencers

### Top 10 by Mentions

-  @croakeyblog 7,034
-  @ontopicaus 5,888
-  @mariemcinerney 3,400
-  @wepublichealth 836
-  @indigenousx 705
-  @dameyonbonson 622
-  @rocklilydesign 560
-  @lynoregeia 502
-  @nacchoaustralia 470
-  @timsenior 463











 Tweet

### Top 10 by Tweets

-  @croakeyblog 2,491
-  @ontopicaus 2,259
-  @mariemcinerney 489
-  @dameyonbonson 378
-  @bluefishblue292 351
-  @wepublichealth 244
-  @lynoregeia 201
-  @timsenior 197
-  @nacchoaustralia 185
-  @indigenousx 150

 Tweet

### Top 10 by Impressions

-  @croakeyblog 31,720,608
-  @indigenousx 3,110,040
-  @ontopicaus 2,617,535
-  @nacchoaustralia 2,521,289
-  @dameyonbonson 1,457,359
-  @wepublichealth 1,424,560
-  @timsenior 1,051,855
-  @mariemcinerney 734,409
-  @jennaprice 589,178
-  @vanbadham 539,334

 Tweet

## The Numbers

62,545,669 

16,650 

2,760 

3 

6 

 Tweet



# Why Twitter?



**Kerry Arabena** @ArabenaKerry · 10h

Hi All I am at #IAHA2015 and will be  
tweeting @croakeyblog @onemda  
@ArabenaKerry #uandmecanstopshiv



# Why Twitter?



# Welcome to the Twitter-verse

RT = Retweet

MT = Modified tweet (changed)

HT = Hat Tip (or Heard Through)

#FF = Friday Follow

# From the Centers for Disease Control and Prevention

## Social Media at CDC

### Social Media at CDC

#### Guidelines & Best Practices -

Social Media Toolkit

Writing for Social Media

Buttons and Badges

eCards

Facebook Guide

Online Video

Text Messaging

Twitter Guide

Widgets

Tools +


## CDC Social Media Tools, Guidelines & Best Practices



The use of social media tools is a powerful channel to reach target audiences with strategic, effective and user-centric health interventions. To assist in the planning, development and implementation of social media activities, the following guidelines have been developed to provide critical information on lessons learned, best practices, clearance information and security requirements. Although these guidelines have been developed for the use of these channels at the Centers for Disease Control and Prevention (CDC), they may be useful materials for other federal, state and local agencies as well as private organizations to reference when developing social media tools.


### Social Media Toolkit



The Social Media Toolkit has been designed to provide guidance and to share lessons learned in more than three years of integrating social media into CDC health communication campaigns, activities, and emergency response efforts. This guide is available as an [HTML page](#) or [PDF](#)  [2 MB, 59 Pages].

### CDC's Guide to Writing for Social Media



CDC's Guide to Writing for Social Media was written to provide guidance and share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. This guide is available as an [HTML page](#) or [PDF](#)  [1.9 MB, 60 Pages].

From the London School of Economics

# **Using Twitter in university research, teaching and impact activities**

A guide for academics and  
researchers

# Re-tweeting



**Medicine w Altitude** @MedwithAltitude · 11h

Interesting RT @croakeyblog: \$100,000 Writer in Residence Fellowship offered to combat obesity [croakey.org/100000-writer-...](http://croakey.org/100000-writer-...)

# Re-tweeting



**Maddi Adams** @adams\_maddison · 13h

Great to hear what other professions are working on @IUIH\_  
@IAHA\_National #IAHA2015



**IAHA** @IAHA\_National

How telehealth can bridge gaps to allied health, pilot  
study in Rockhampton for speech & OT #IAHA2015  
@Jord135

# Re-tweeting



Melissa Sweet Retweeted



**WGAR News** @WgarNews · 2h

'Panellists explore future of black activism, role of Black Media & keyboard warriorship in mobilising the masses..

**Amy McQuire** @amymcquire

Humbled to be on panel alongside Dr Foley, @LukeLPearson ,  
@leesawatego, Gracelyn Smallwood at Clancestry this Thurs [qpac.com.au/clancestry/eve...](http://qpac.com.au/clancestry/eve...)



# Re-tweeting



**Melissa Sweet** @croakeyblog · 2h

Ping @BronwynCarlson @LynoreGeia @Kerrymccallum  
@BronFredericks @TanjaDreher

**WGAR News** @WgarNews

'Panellists explore future of black activism, role of Black Media & keyboard warriorship in mobilising the masses.. [twitter.com/amymcquire/sta...](https://twitter.com/amymcquire/status/1234567890)

# Open conversations, open networks

 **Summer May Finlay** @OnTopicAus · 12h  
Too deadly!



**Melissa Sweet** @croakeyblog  
More than 62 million Twitter impressions for #JustJustice since April: [symplur.com/healthcare-has...](http://symplur.com/healthcare-has...)  
@WePublicHealth

← ↻ 1 ❤️ 2 ⋮


 **Melissa Sweet** @croakeyblog · 12h  
. @OnTopicAus What I like most is that 2,760 people have tweeted for #JustJustice!  
[symplur.com/healthcare-has...](http://symplur.com/healthcare-has...)

← ↻ 2 ❤️ 2 || ⋮ [View summary](#)

# Twitter Tips: Monitor Notifications

## Notifications

All / People you follow

 **Kellie Bisset** and 11 others Retweeted you 2m

12h: More than 62 million Twitter impressions for #JustJustice since April: [symplur.com/healthcare-has...](http://symplur.com/healthcare-has...) @WePublicHealth  
[pic.twitter.com/KAaSYtXQCS](http://pic.twitter.com/KAaSYtXQCS)



 **Scott Avery** and 11 others liked your Tweet 9m

12h: More than 62 million Twitter impressions for #JustJustice since April: [symplur.com/healthcare-has...](http://symplur.com/healthcare-has...) @WePublicHealth  
[pic.twitter.com/KAaSYtXQCS](http://pic.twitter.com/KAaSYtXQCS)



 **Change the Record** and 3 others Retweeted a Tweet you were mentioned in 29m

15h: Minister announces \$1.8m for @ALS\_NSWACT Custody Notification Service (CNS) [us7.campaign-archive2.com/?u=07a26784b13...](http://us7.campaign-archive2.com/?u=07a26784b13...) #JustJustice @OnTopicAus @croakeyblog



# Twitter Tips: Use hashtags & photos



WHO @WHO · Nov 30

#ClimateChange 🌍 is affecting health now, and will continue to do so  
[goo.gl/UG3k8U](https://goo.gl/UG3k8U) #COP21 🌱

👤 WHO EMRO, PAHO/WHO, WHO/Europe and 2 others



# Twitter Tips: Tagging



**Senator Sue Lines** @linessue · 11m

Senate motion @NovaPeris & I condemn WA govt for cutting Ear Health prog despite 'outstanding' performance #auspol

👤 You, Roger Cook, Aboriginal Health and 2 others

181 **Senators Lines and Peris:** To move—That the Senate notes that:

- (a) support to 'Close the Gap' on health has been a bipartisan commitment;
- (b) the World Health Organization has declared incidents of ear disease in communities in Western Australia and the Northern Territory to be a 'massive health problem', with the number of Aboriginal and Torres Strait Islander children in remote community suffering with middle ear infections to be as high as 93 per cent;
- (c) the relationship between hearing loss and early interaction with the justice system has been recognised by Indigenous health experts;
- (d) the Western Australian Minister for Health, Mr Hames, has, during the week beginning 29 November 2015, cancelled the Government funding of the Telethon Speech and Hearing's Ear Health program, an Aboriginal children's ear clinic based in Perth, despite its rating of 'outstanding' in an independent review; and
- (c) to achieve progress toward closing the gap across Australia, governments at all levels must recognise the importance of...



# Twitter Tips: Analytic tools

Analytics Home Tweets Audiences Twitter Cards Videos (beta) Events Tools

Melissa Sweet Sign up for Twitter

## Account home

**Melissa Sweet** @croakeyblog

28 day summary with change over previous period

Tweets 799 ↑14.0%	Tweet impressions 472K ↑22.9%	Profile visits 5,377 ↑6.1%	Mentions 977 ↑12.3%	Followers 14.3K ↑348
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Nov 2015 • 30 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 6,942 impressions

#JustJustice: Young offenders must be screened for fetal alcohol spectrum disorders before sentencing #FASD  
croakey.org/justjustice-yo...

1 35 17

View Tweet activity View all Tweet activity

### Top mention

earned 226 engagements

**Gemma Carey** @gemcarey · Nov 1

The full break down of gender gaps in this round of ARC ping @croakeyblog @davidadonaldson @sarahinthesen8  
pic.twitter.com/tdrfqCjW1

### ADVERTISE ON TWITTER

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

NOV 2015 SUMMARY

# Twitter Tips: Analytic tools



**Symplur Hashtags** @healthhashtags · 2h

Top Influencers of #iaha2015: @iaha\_national @arabenakerry @wweno7  
@anitaheiss @the\_nrhsn Real-time Analytics: [bit.ly/1KeqXHE](http://bit.ly/1KeqXHE)

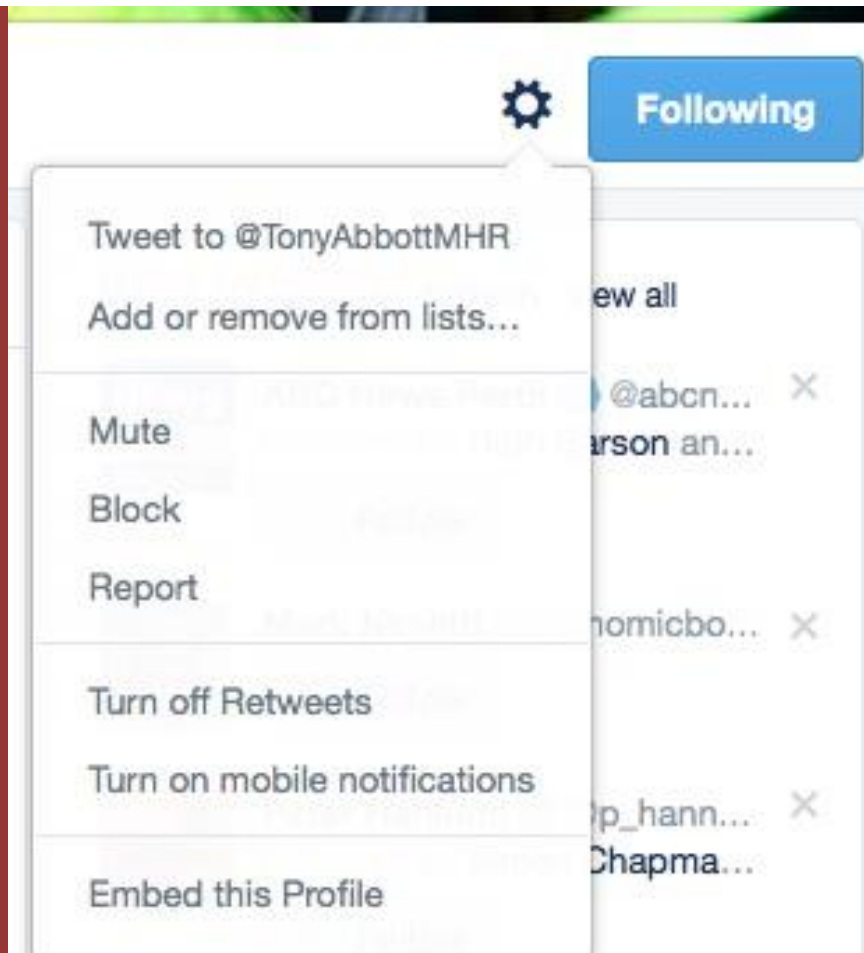


**#IAHA2015 - IAHA 2015 National Conference - Soci...**

Join us at the IAHA 2015 National Conference, 1 – 2 December 2015 in Cairns, Queensland. This conference captures the diverse interdisciplinary action that [symplur.com](http://symplur.com)



# Twitter Tips: Self-care





# Your Twitter story?



**Melissa Sweet**

@croakeyblog

Independent journalist/blogger sharing news re public health, health policy, Indigenous health, equity concerns, SoMe & media. Curates

[@WePublicHealth](#).

Your #IAHA2015 story?

# Opportunities: @IndigenousX



TWEETS  
**76.8K**

FOLLOWING  
**6,606**

FOLLOWERS  
**23.1K**



**Following**

**Amanda Sibosado**

@IndigenousX FOLLOWS YOU

IndigenousX - different Indigenous host each week. This week Amanda Sibosado is tweeting as an Aboriginal Torres Strait Islander HIV Awareness Week ambassador.

# Opportunities: @WePublicHealth



# croakey

*independent, in-depth social journalism for health*

Home

Main categories

About Croakey

Conference News Service

Services

@WePublicHealth



HOME >> @WEPUBLICHEALTH

## @WePublicHealth

### @WePublicHealth: An experiment in citizen journalism meets public health

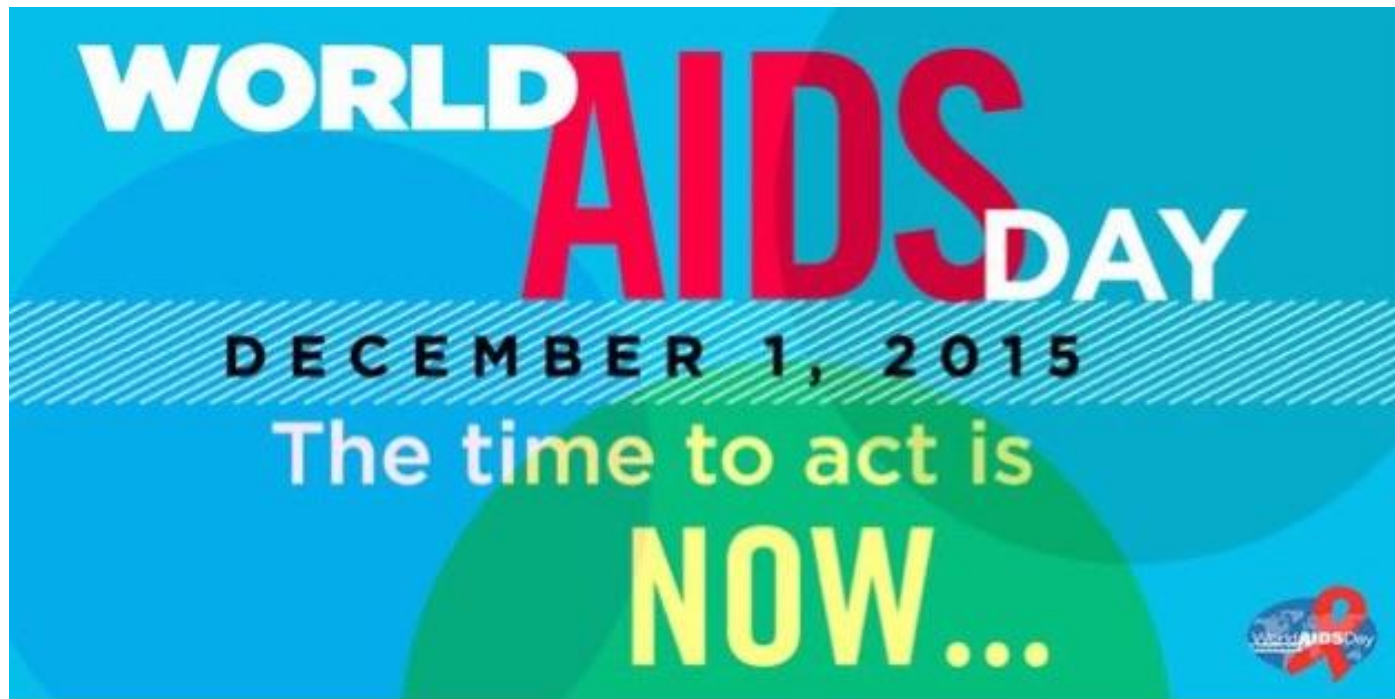
[@WePublicHealth](#) tests the use of a rotated curated Twitter account as a new model for citizen journalism with a public health focus.

#### ABOUT CROAKEY

Croakey is a social journalism project that enables debate and investigations of health issues and policy. We connect, collaborate, and evolve. We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to the Elders, past, present and future.

[Read more here.](#)

# Opportunities for connection



**Bronwyn Fredericks** @BronFredericks · Nov 30

Today is #WorldAIDSDay #WAD2015. The time to act is now! @NACCHOAustralia @croakeyblog @WePublicHealth @CQUni #CQUni



33



16



# Opportunities: #IHMayDay

## #IHMayDay: showcasing Indigenous knowledge and innovation

**Lynore Geia<sup>1</sup>, Melissa Sweet<sup>2</sup>**

<sup>1</sup>James Cook University, QLD; <sup>2</sup>Canberra University, Sydney University

### Preamble

This paper arises out of an informal collaboration forged in the Twitterverse between Dr Lynore Geia and Melissa Sweet, who come from different professional disciplines but share an interest in decolonising methodologies, amongst other things. We begin by introducing ourselves and locating ourselves in relation to the topic.

# Opportunities: #IHMayDay

Indigenous Mental Health

AUSTRALASIAN  
PSYCHIATRY

## #IHMayDay: tweeting for empowerment and social and emotional wellbeing

Australasian Psychiatry  
2015, Vol 23(6) 636–640  
© The Royal Australian and  
New Zealand College of Psychiatrists 2015  
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[sagepub.co.uk/journalsPermissions.nav](http://sagepub.co.uk/journalsPermissions.nav)  
DOI: 10.1177/1039856215609762  
[apy.sagepub.com](http://apy.sagepub.com)



**Melissa Sweet** PhD candidate, Faculty of Arts and Design, University of Canberra, Adjunct Senior Lecturer, Sydney School of Public Health, University of Sydney, Sydney, NSW, Australia

**Lynore Geia** Senior Lecturer, CNMR Indigenous Futures Research Lead, Nursing, Midwifery & Nutrition, College of Healthcare Sciences, Division of Tropical Health and Medicine, James Cook University, Townsville, QLD, Australia

**Pat Dudgeon** Professor, School of Indigenous Studies, The University of Western Australia, Perth, WA, Australia

**Kerry McCallum** Associate Professor, News and Media Research Centre, Faculty of Arts and Design, University of Canberra, Canberra, ACT, Australia

# Opportunities: #IHMayDay

*“Twitter-based events such as #IHMayDay and initiatives such as the rotated, curated account @IndigenousX are powerful platforms for learning, exchange, advocacy and dialogue about the social and emotional wellbeing and mental health of Aboriginal and Torres Strait Islander peoples.”*



# Reflections?



# Stay in Touch



TWEETS 126K FOLLOWING 2,638 FOLLOWERS 14.3K LIKES 10.2K LISTS 6

## Melissa Sweet

@croakeyblog

Independent journalist/blogger sharing news re public health, health policy, Indigenous health, equity concerns, SoMe & media. Curates @WePublicHealth.

📍 NSW

[croakey.org](http://croakey.org)

📅 Joined October 2009

📷 1,724 Photos and videos



Tweets Tweets & replies Photos & videos

Retweeted



IAHA @IAHA\_National · 46m

Come on you other mob, join us at the pool at the #Pullman for aqua aerobics or yoga. Starting in 5 mins! #IAHA2015

