Harnessing the Power of Twitter
@croakeyblog #IAHA2015

<table>
<thead>
<tr>
<th>The #IAHA2015 Influencers</th>
<th>The Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 10 by Mentions</strong></td>
<td><strong>Top 10 by Tweets</strong></td>
</tr>
<tr>
<td>@laha_national 86</td>
<td>@laha_national 21</td>
</tr>
<tr>
<td>@arabenakerry 30</td>
<td>@croakeyblog 20</td>
</tr>
<tr>
<td>@onemda 16</td>
<td>@arabenakerry 17</td>
</tr>
<tr>
<td>@fredhollows 15</td>
<td>@anitaheiss 10</td>
</tr>
<tr>
<td>@anitaheiss 15</td>
<td>@nacchoaustralia 10</td>
</tr>
<tr>
<td>@jord135 13</td>
<td>@wweno7 8</td>
</tr>
<tr>
<td>@wweno7 12</td>
<td>@adams_maddison 8</td>
</tr>
<tr>
<td>@the_nrhen 10</td>
<td>@danni_dries 8</td>
</tr>
<tr>
<td>@croakeyblog 8</td>
<td>@ahmrc 7</td>
</tr>
<tr>
<td>@danni_dries 8</td>
<td>@opa1420 5</td>
</tr>
</tbody>
</table>

749,826 Impressions
168 Tweets
56 Participants
7 Avg Tweets/Hour
3 Avg Tweets/Participant
Let's celebrate that Australia has the longest known living culture in the world, we have survived #SurvivalDay

NITV National News, Patricia Karvelas, Anita Heiss and 7 others
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?

- 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
### Why Twitter?

#### The #JustJustice Influencers

<table>
<thead>
<tr>
<th>Top 10 by Mentions</th>
<th>Top 10 by Tweets</th>
<th>Top 10 by Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>@croakeyblog</td>
<td>@croakeyblog</td>
<td>@croakeyblog</td>
</tr>
<tr>
<td>7,034</td>
<td>2,491</td>
<td>31,720,608</td>
</tr>
<tr>
<td>@ontopicaus</td>
<td>@ontopicaus</td>
<td>@ontopicaus</td>
</tr>
<tr>
<td>5,888</td>
<td>2,259</td>
<td>2,617,535</td>
</tr>
<tr>
<td>@mariemcinerney</td>
<td>@mariemcinerney</td>
<td>@mariemcinerney</td>
</tr>
<tr>
<td>3,400</td>
<td>489</td>
<td></td>
</tr>
<tr>
<td>@wepublichealth</td>
<td>@bluefishblue282</td>
<td>@darneybonson</td>
</tr>
<tr>
<td>835</td>
<td>351</td>
<td>378</td>
</tr>
<tr>
<td>@indigenousx</td>
<td></td>
<td>@darneybonson</td>
</tr>
<tr>
<td>705</td>
<td></td>
<td>1,457,359</td>
</tr>
<tr>
<td>@darneybonson</td>
<td>@wepublichealth</td>
<td>@wepublichealth</td>
</tr>
<tr>
<td>622</td>
<td>244</td>
<td>1,424,560</td>
</tr>
<tr>
<td>@rockilydesign</td>
<td>@lynoregeia</td>
<td>@lynoregeia</td>
</tr>
<tr>
<td>560</td>
<td>201</td>
<td>201</td>
</tr>
<tr>
<td>@lynoregeia</td>
<td>@timsenior</td>
<td>@timsenior</td>
</tr>
<tr>
<td>502</td>
<td>197</td>
<td>1,051,855</td>
</tr>
<tr>
<td>@nacchoaustralia</td>
<td>@nacchoaustralia</td>
<td>@mariemcinerney</td>
</tr>
<tr>
<td>470</td>
<td>185</td>
<td>734,409</td>
</tr>
<tr>
<td>@timsenior</td>
<td>@indigenousx</td>
<td>@jennprice</td>
</tr>
<tr>
<td>463</td>
<td>150</td>
<td>589,178</td>
</tr>
</tbody>
</table>

#### The Numbers

- 62,545,669 Impressions
- 16,650 Tweets
- 2,760 Participants
Why Twitter?

Hi All I am at #IAHA2015 and will be tweeting @croakeyblog @onemda @ArabenaKerry uandmecanstophiv
Why Twitter?
Welcome to the Twitter-verse

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
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<tbody>
<tr>
<td>RT</td>
<td>Retweet</td>
</tr>
<tr>
<td>MT</td>
<td>Modified tweet (changed)</td>
</tr>
<tr>
<td>HT</td>
<td>Hat Tip (or Heard Through)</td>
</tr>
<tr>
<td>#FF</td>
<td>Friday Follow</td>
</tr>
</tbody>
</table>
From the Centers for Disease Control and Prevention

Social Media at CDC

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].
Using Twitter in university research, teaching and impact activities

A guide for academics and researchers
Re-tweeting

Medical w Altitude @MedwithAltitude • 11h
Interesting RT @croakeyblog: $100,000 Writer in Residence Fellowship offered to combat obesity 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

'TPanellists 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 , @leesawategyo, Gracelyn Smallwood at Clancestry this Thurs 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...
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...
@WePublicHealth

Melissa Sweet @croakeyblog · 12h
@OnTopicAus What I like most is that 2,760 people have tweeted for
#JustJustice!
symplur.com/healthcare-has...
Twitter Tips: Monitor Notifications

Notifications
All / People you follow

Kellie Bisset and 11 others Retweeted you
12h: More than 62 million Twitter impressions for #JustJustice since April: symplur.com/healthcare-has... @WePublicHealth pic.twitter.com/KAAaSYtXQCS

Scott Avery and 11 others liked your Tweet
12h: More than 62 million Twitter impressions for #JustJustice since April: symplur.com/healthcare-has... @WePublicHealth pic.twitter.com/KAAaSYtXQCS

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... #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 COP21

WHO EMRO, PAHO/WHO, WHO/Europe and 2 others
Senator Sue Lines @linesue · 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

81 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
(e) to achieve progress toward closing the gap across Australia, governments at all levels must recognise the importance of education, training and support for workers.
Twitter Tips: Analytic tools

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

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...

Top mention earned 226 engagements
Gemma Carey @gemcarey • Nov 1
The full break down of gender gaps in this round of ARC ping @croakeyblog @davidonaldson @sarahinthesen8 pic.twitter.com/tdh4QjW1

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
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

#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
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

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

World AIDS Day
December 1, 2015
The time to act is NOW...

Bronwyn Fredericks @BronFredericks · Nov 30
Today is #WorldAIDSDay #WAD2015. The time to act is now! @NACCHOAustralia @croakeyblog @WePublicHealth @CQUni CQUni
Opportunities: #IHMayDay

#IHMayDay: showcasing Indigenous knowledge and innovation

Lynore Geia¹, Melissa Sweet²
¹James Cook University, QLD; ²Canberra 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

#IHMayDay: tweeting for empowerment and social and emotional wellbeing

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: #IHMMayDay

“Twitter-based events such as #IHMMayDay 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

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

NSW
croakey.org
 Joined October 2009

1,724 Photos and videos

Tweets
126K

Following
2,638

Followers
14.3K

Likes
10.2K

Lists
6

IAHA @IHA_National · 48m
Come on you other mob, join us at the pool at the #Pullman for aqua aerobics or yoga. Starting in 5 mins! #IAHA2015

Photos & videos