

Twitter Quick Start Guide

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Set up a Twitter account: twitter.com/signup

They will ask for a cell phone number or email address, so you can set up two-step login authentication. After you sign up, you can enter your Twitter name.

 More information on signing up: support.twitter.com/articles/100990

Set up your twitter handle

Your Twitter handle will reflect your brand. Twitter handles can be searched. You probably won't want your organization to be in your name. However, you may want to include a keyword that matches your career or professional interest, including doctor (example: DrNameName). Twitter names can be changed.


 More information on how to choose a good Twitter username:
» dummies.com/social-media/twitter/how-to-choose-a-good-twitter-username
» support.twitter.com/articles/14609

Follow other Twitter users

Start by following colleagues and people or institutions who share similar interests. Twitter will also recommend people to follow. Just don't follow too many people too quickly. The tweets of the people you follow will populate in your Twitter feed. You can mute, block, or report them by clicking on the three dots next to the following button (on the web) or on the gear (on mobile).

Start sending out messages

Include hashtags. Hashtags can act as an index, adding your message to a larger group. You can search Twitter using hashtags, but hashtags can also be searched using Google.

 For a list of healthcare hashtags visit: symplur.com/healthcare-hashtags

Shorten your URLs

While Twitter no longer counts URLs in your character limit, they can add clutter to your tweets. That's where url-shorteners come in. These also keep track of how many times your shortened URL is clicked.

 Bitly - bitly.com  Tiny URL - tinyurl.com

Places to share your Twitter account

If you want people to be reading your Tweets, share your Twitter account on:

- » LinkedIn
- » Facebook
- » About.me (example about.me/teresa.hartman) — you can also connect About.me and Twitter
- » Bios on association sites, manuscripts, blog sites, websites