Why Are You Tweeting Like #This?
Twitter for Health Information Outreach

Nikki Dettmar
Education & Assessment Coordinator
NN/LM Pacific Northwest Region

Twitter: @eagledawg #statpnc
What is #this about?

• Audiences on Twitter follow specific terms using hashtags, such as #earthquake, #bullying, #cancer, #Idaho

@NCIprevention
NCI Prevention

Not all #cancer screening tests are helpful and most have risks...read NCI overview on screening at go.usa.gov/K9c

9 Oct via web

@nlm_newsroom
NLM

It’s National #Bullying Prevention Month. See resources here from MedlinePlus: 1.usa.gov/pPyPGD

#statpnc

6 Oct via HootSuite
Notice the usa.gov URL?

- MedlinePlus.gov, PubMed.gov, and most other .gov pages shorten to 1.usa.gov or go.usa.gov

- Conveys to audience that the source information is unbiased, high quality, and not spam vs. unknown (i.e. bit.ly)

#statpnc
Organized hashtag chats

- #healthlit
  - Health Literacy, led by Health Literacy Missouri with Healthfinder.gov, CDC, and other partners
  - October 20th, 12pm Mountain/11am Pacific Time
    - Topic: Health literacy’s role in meeting and promoting prevention provisions in the health care reform law

- Ongoing conversation
  - Organized hashtag chats often have continuing conversation to share sources of interest

#statpnc
Spontaneity

- Stumble across a hashtag chat in progress and know that your or NLM resources would be helpful for the audience?

- Go for it!

@nnlmpnr

Need positive solutions to Speak Up? Check out @medlineplus page on patient safety 1.usa.gov/pmCkqR #ptspkr #safetyleader

16 Aug via TweetDeck🌟 Favorite Retweet Reply

#statpnc
Make it Click

• Instead of ‘MedlinePlus’, tweet @MedlinePlus

• Check your followers’ tweets for what hashtags they use and identify information sources to share with the same ones – they’ll notice!

• Most health topics are ongoing hashtags - #cancer, #diabetes, etc.

• Acronyms are OK - #EHR not #electronichealthrecord

#statpnc
Okay, we’ve used #snowmageddon and #snowpocalypse. So we’re down to #snowicane or #snurrricane...