

Using Twitter to Develop your Academic Career



Dr. Diana Montoya-Williams, MD



The Children's Hospital
of Philadelphia®

May 18, 2022



Penn Medicine

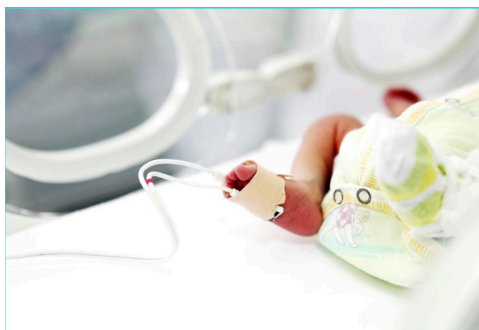
I have nothing to disclose.

I am not paid by Twitter.

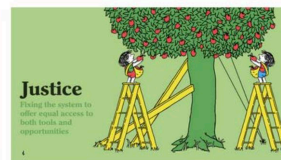
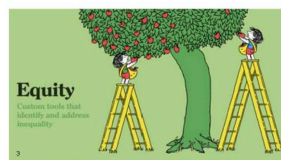
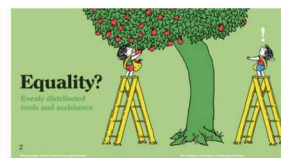
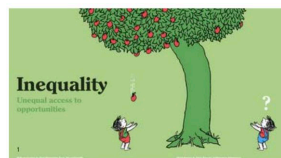
A little bit about me



Bilingual bicultural Colombian immigrant Latina



Neonatologist

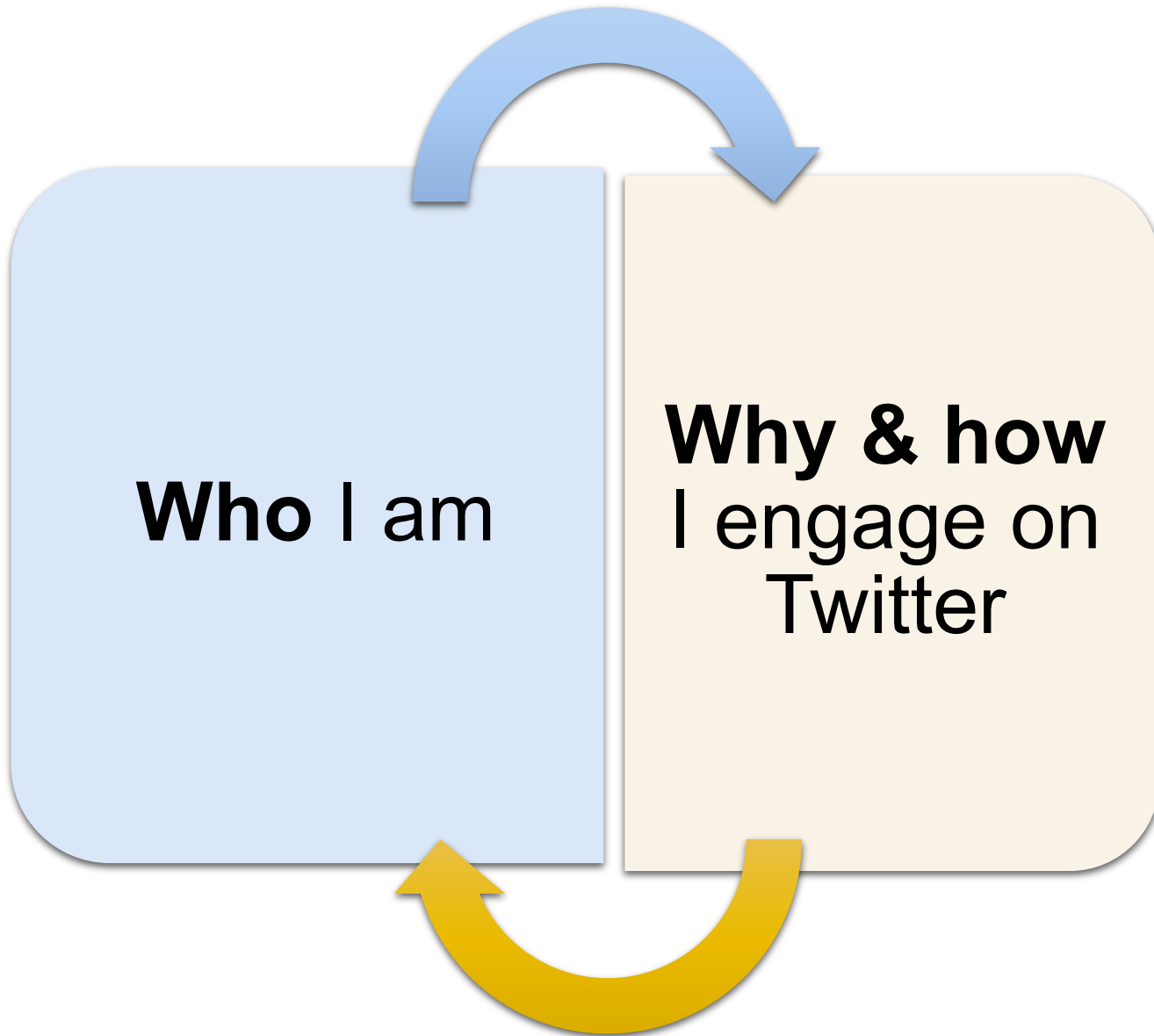


Health Equity Scientist



Wife & Mother

CHILD HEALTH ADVOCATE

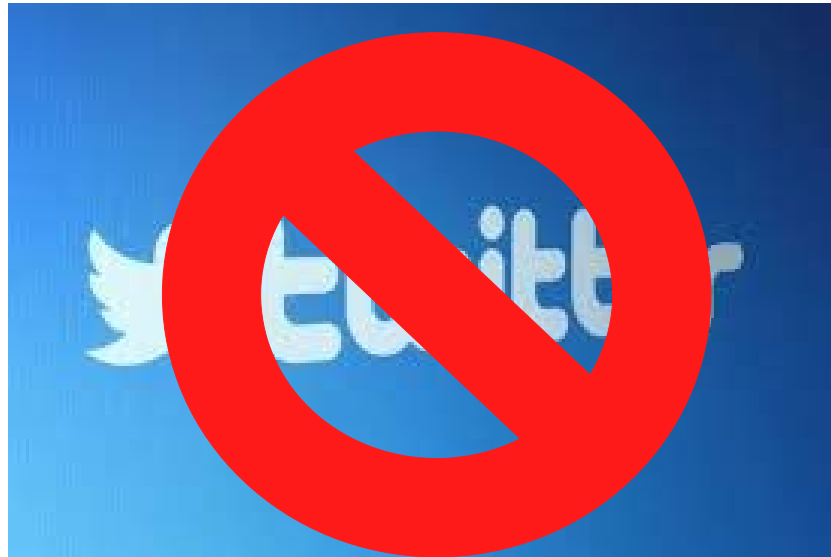


What is Twitter?



- ◆ **Publicly available social media platform**
- ◆ **Highly flexible**
- ◆ **A large source of information and ready-made networks**
- ◆ **A way for scientists and doctors to reach non-academic/non-medical audiences**
- ◆ **A space that can create connections between strangers**

What is Twitter NOT?



- ◆ **A protected “safe” space**
- ◆ **A space where one doesn’t have to consider professionalism**
- ◆ **Immediate access to a large audience**
 - It starts like most other social media circles: as an echo chamber.
- ◆ **A replacement for direct communication or outreach**
- ◆ **Free from misinformation**
- ◆ **Always quick**
- ◆ **Always a good use of your time**

**Ultimately, all social media is
about....**

CONNECTION



- Education
- Professional development
- Networking and community building

AS WELL AS:

Advocacy, public health, social justice and improved physician-patient communication and trust in society.



Image by John Hain from Pixabay

Why we should use Twitter for science

- Real-time sharing of your academic persona and expertise:
 - Ideas
 - Physiologic principles
 - Funded grants
 - New projects
 - New published studies
 - Upcoming or recent talks
 - Promotions



Diana Montoya-Williams, MD FAAP @DrDianaMW · May 7, 2021

It was an honor @SenTimKearney and @RepZabel. I hope people listen, continue these conversations and choose to receive the #COVID19Vaccine. Thank you for your support @CHOPadvocacy!



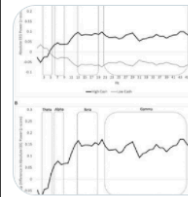
Heather H. Burris, MD, MPH
@hhburris

.@Eugenia_South & I are so grateful to @nih_nhlbi for funding our mPI #R01 on greenspace, hypertensive disorders of pregnancy, cHTN & disparities in Philly w/ @LisaObdoc @jennlewey @CourtneyBoen @MaryRBoland @valeritweety @EpiProfCharlie @PennCECPR @CHOP_Research @CUEpidemiology



Dr. Kimberly Noble
@KimberlyGNoble

NEW FINDING: Cash support for low-income families changes their infants' brain activity. The first study from our #BabysFirstYears randomized control trial of poverty reduction is out, in @PNASnews.
pnas.org/content/119/5/...
(📄)



pnas.org

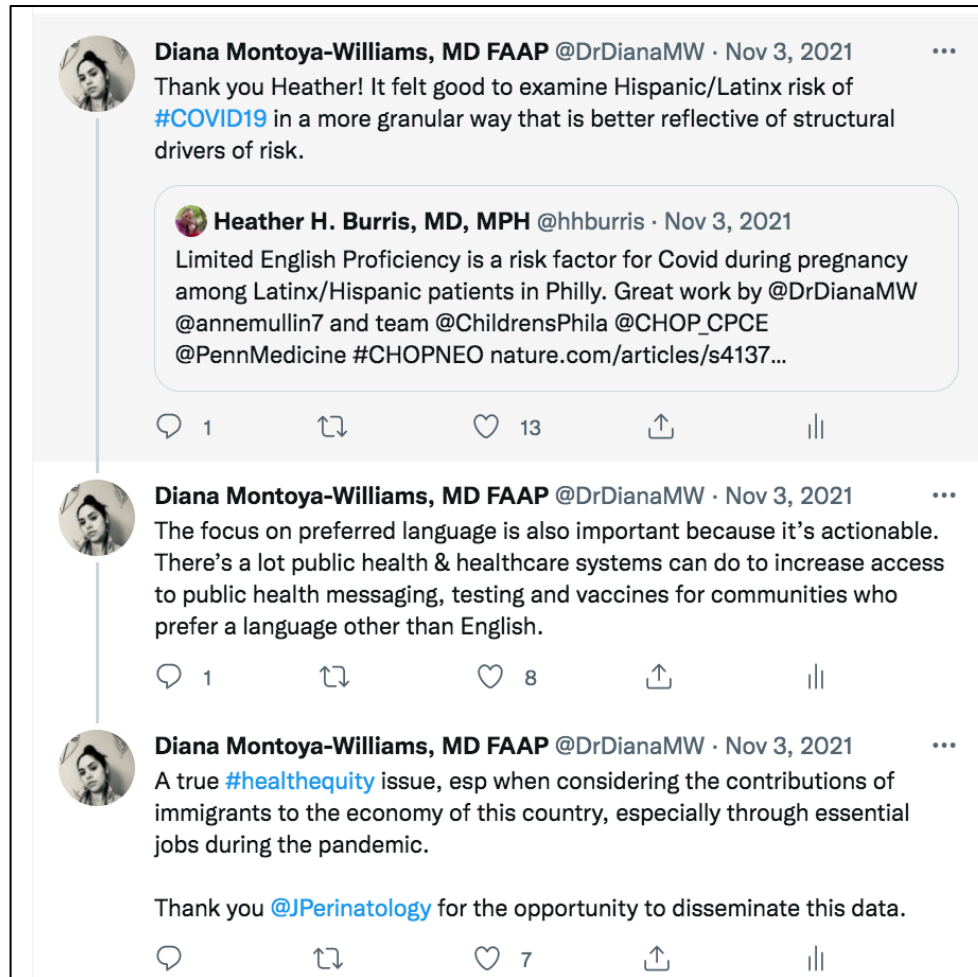
The impact of a poverty reduction intervention on infant brain activity. This study demonstrates the causal impact of a poverty reduction intervention on early childhood brain activity. Data...

3:20 PM · Jan 24, 2022 · Twitter Web App

1,110 Retweets 327 Quote Tweets 2,712 Likes

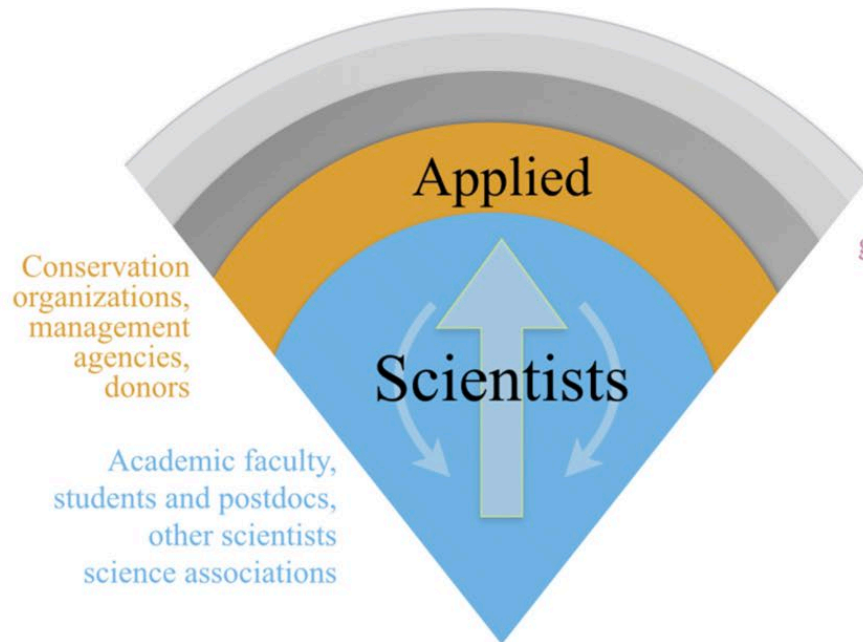
Why we should use Twitter for science

- Disseminate your science outside of journals



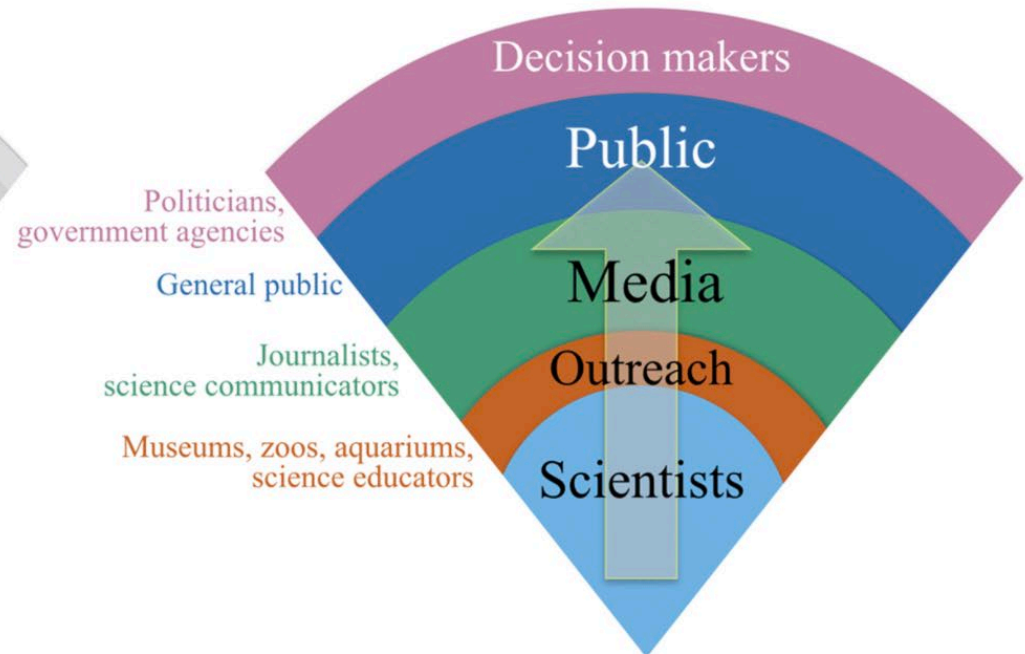
Inreach

Preaching to the choir



Outreach

Singing from the rooftops



Why we should use Twitter for science

- Learn about new science
- Hear about conference content....without attending the conference!
- Become a source of conference content for others → develop an expertise

← **Evidence-Based Neo**
6,687 Tweets

Evidence-Based Neo @EBNEO · Apr 8
Have the change in intervention threshold and subsequent improvement in survival at 24 weeks been accompanied by a large increase in survivors with

You Retweeted

 **John Zupancic**
@JohnZupancic

Incredibly practical and immediately actionable advice from @vickyreichman and @michellempena @BIDMCneo EPI/HSR conference today. Just one example: isn't it time for the #QI SMART aim to evolve towards SMARTI?

SMART → SMARTIE Aim

S	Specific
M	Measurable
A	Attainable
R	Realistic
T	Timebound
I	Inclusive
E	Equitable

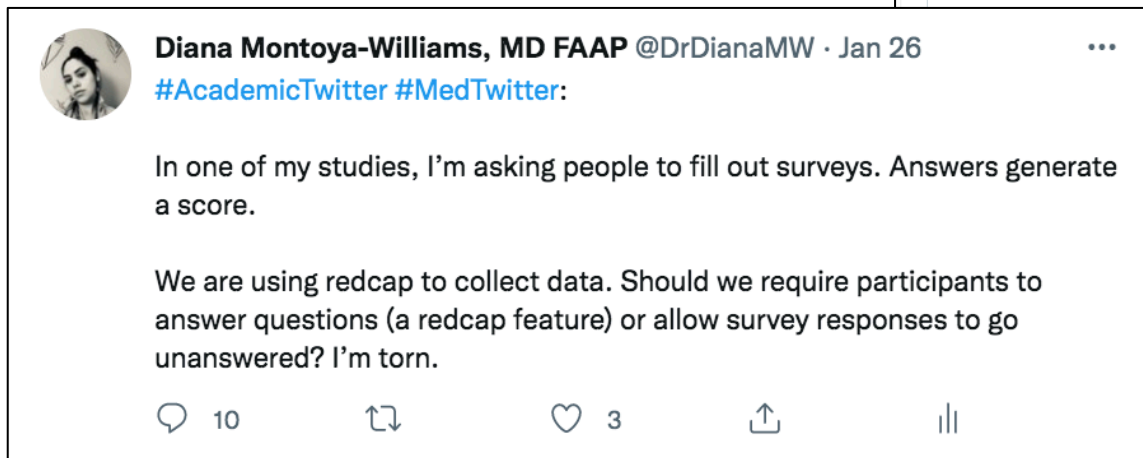
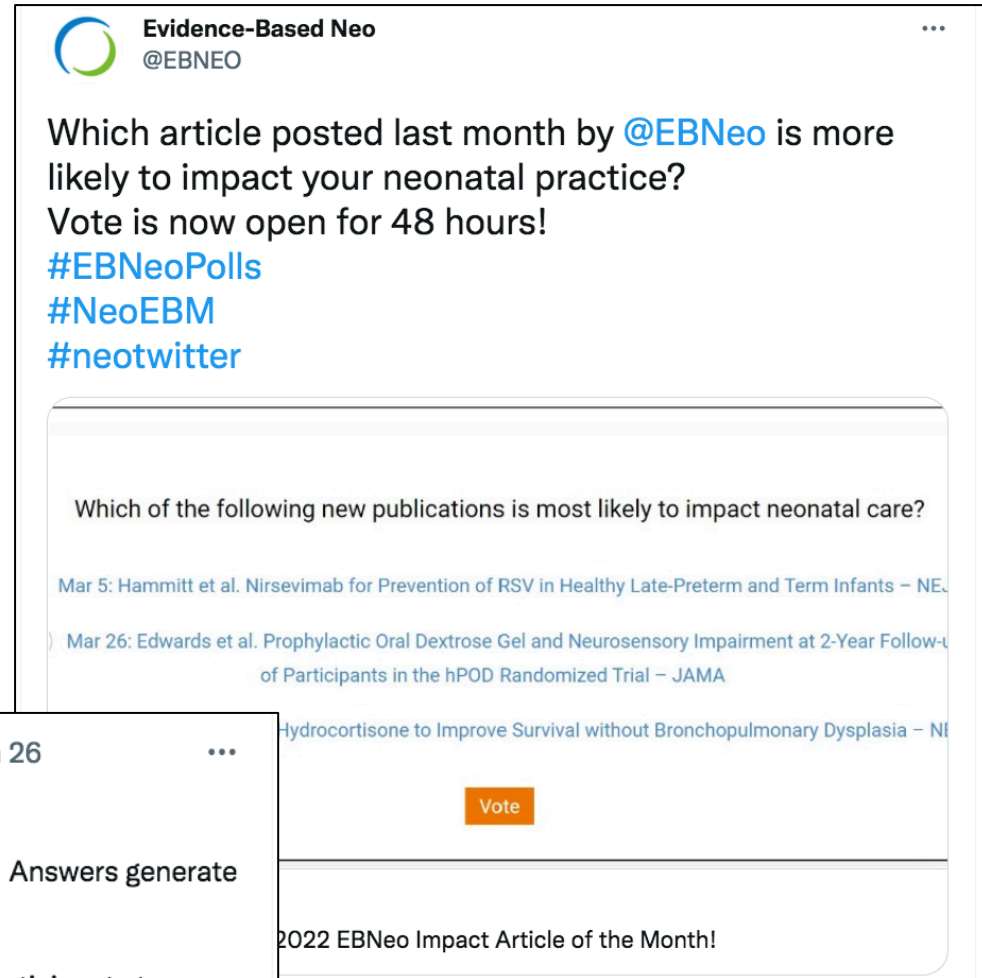
Children's Hospital of Philadelphia <https://www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/> Penn Medicine



12:36 PM · Jan 20, 2022 · TweetDeck

Why we should use Twitter for science

- Ability to debate or converse with academic peers in real-time
- Crowd-source academic wisdom, or methodologic expertise



Why we should use Twitter for science

- To document the impact of our messaging with analytic data

	No. of tweets	Impressions	Engagement rate	Profile clicks	Follows	Hashtag clicks	Media views
May 2016	4	6,142	0.011	2	0	0	20
June 2016	4	4,120	0.007	1	0	1	0 ^a
July 2016	1	2,507	0.011	1	0	1	0 ^a
Aug. 1–24 2016	1	2,741	0.005	1	0	0 ^b	0 ^a
Initial #BugsR4Girls Tweet	1	175,742	0.085	467	52	170	6,149
Aug. 25–31 2016	15	107,636	0.013	171	1	18	4
Sept. 2016	23	28,285	0.013	25	1	42	0 ^a
Oct. 2016	7	8,167	0.034	22	0	3	0 ^a
Nov. 2016	1	2,968	0.038	0	0	0 ^b	38
Dec. 2016	5	5,576	0.016	2	0	0 ^b	0 ^a

Data are cumulative for periods involving more than one tweet.

Why we should use Twitter for science

- Finding collaborators
- Building your research team
- Building community



Diana Montoya-Williams, MD FAAP @DrDianaMW · Mar 22
JOB POSTING ALERT!

Looking for a bilingual (Spanish) research coordinator to join @alilatorres & I on maternal & infant health #disparities research. Prefer someone working towards a Masters.

Pls retweet! #MedTwitter #AcademicTwitter #latinasinmedicine

careers.chop.edu/job-invite/171...



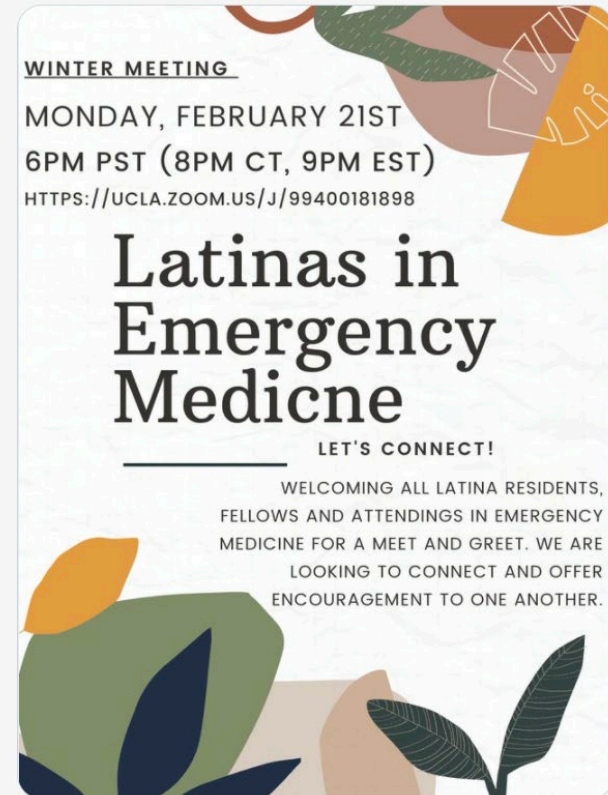
You Retweeted



LatinasInEM @LatinasInEM · Jan 30

Let's Connect! We are hosting a Winter Meet and Greet for Latinas in EM. This will be a forum for all Latinas in EM to gather, network and support one another. Join us Monday February 21st at 9pm on Zoom. Hope to see you there!

ucla.zoom.us/j/99400181898



1



20



46



Tips for tweeting about science

Ask yourself:

What would keep me from scrolling past a tweet?

DATA



SORTED



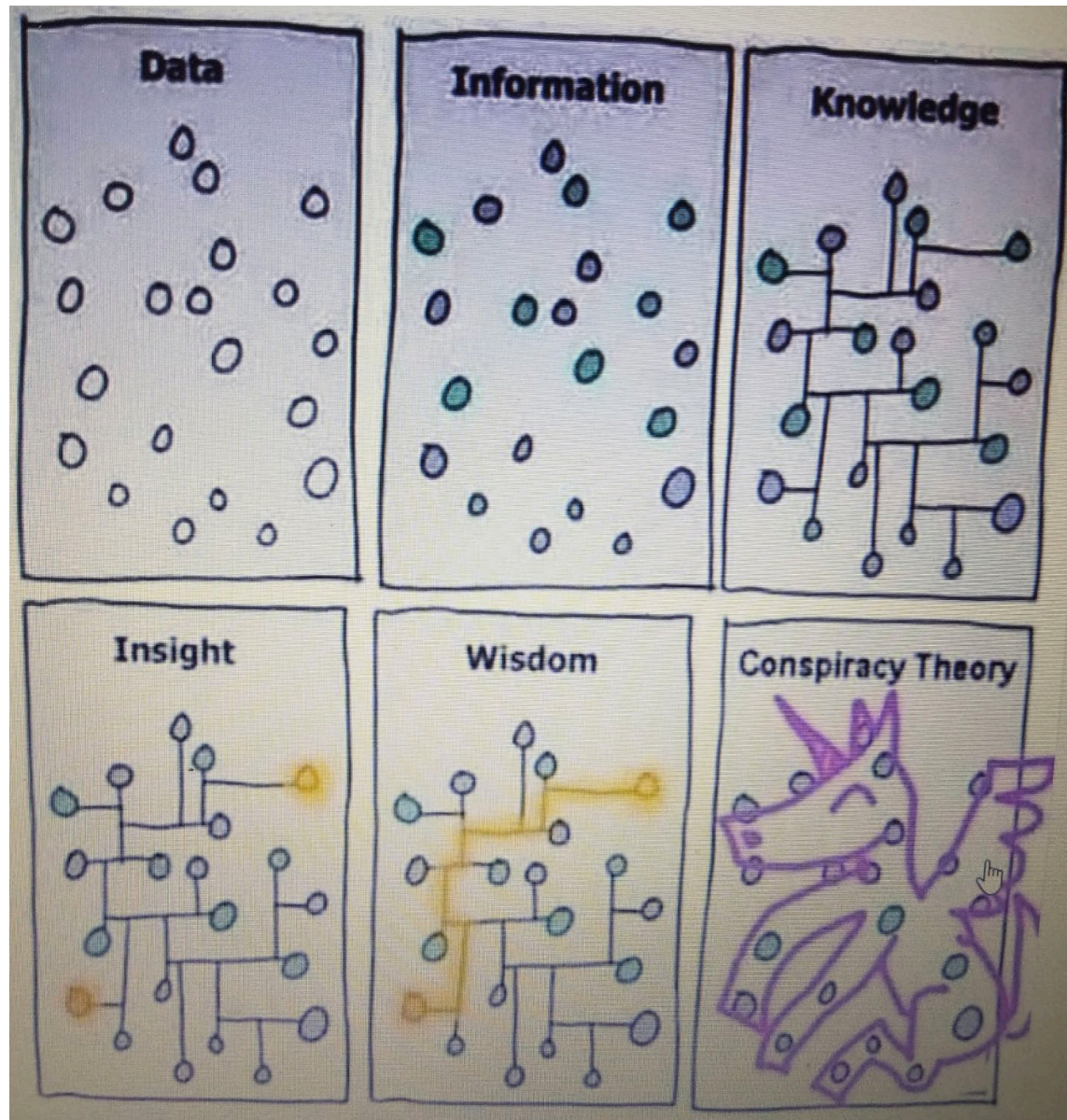
ARRANGED



PRESENTED
VISUALLY

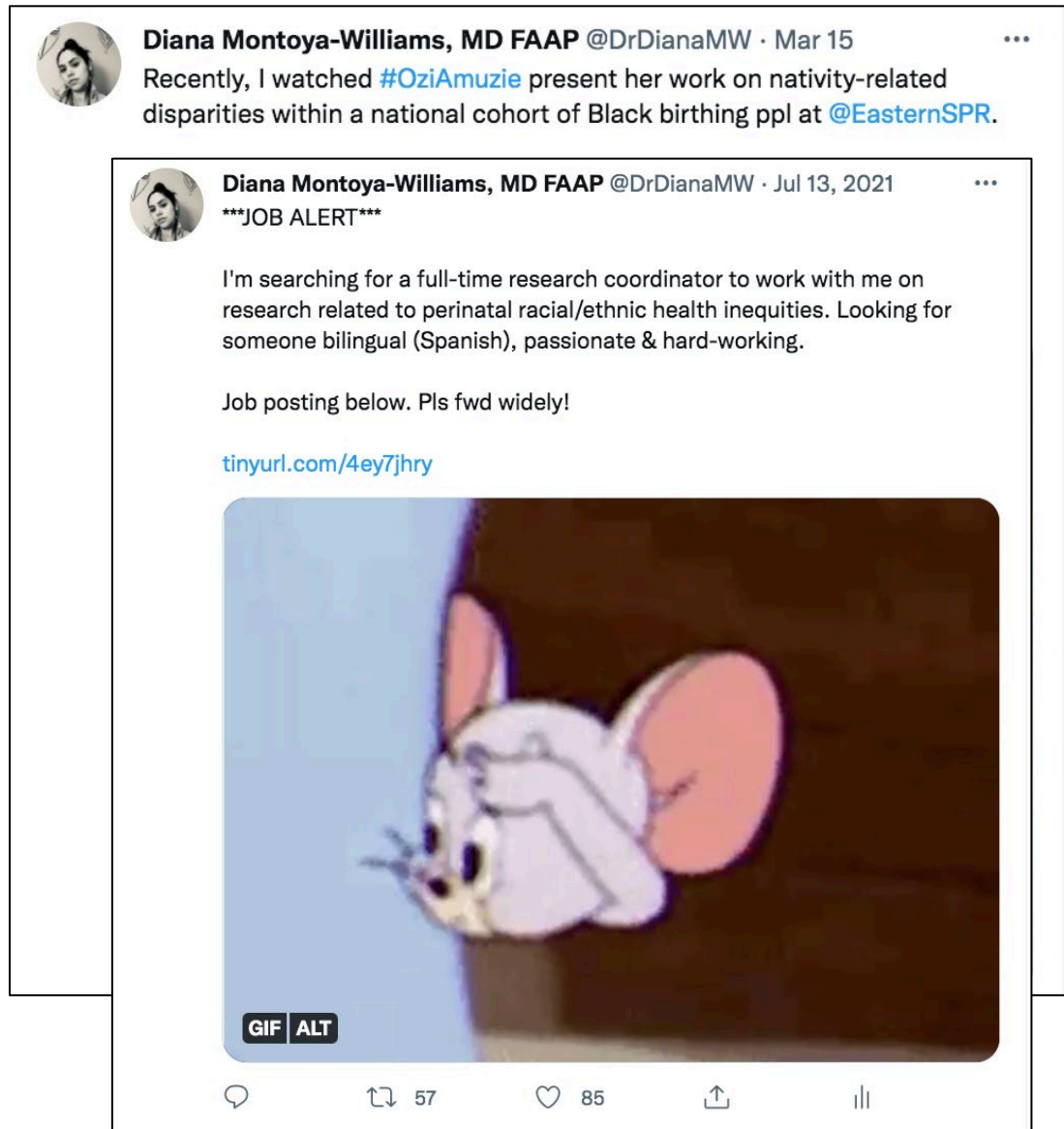


EXPLAINED
WITH A STORY



Components that boost visibility & connection

- 🔗 A personal touch
- 🔗 Tagging other people or organizations
- 🔗 Using hashtags
- 🔗 Using mixed media (words, pictures, links, videos, gifs)
- 🔗 Putting all of this together in a thread



Components important to scientific tweets

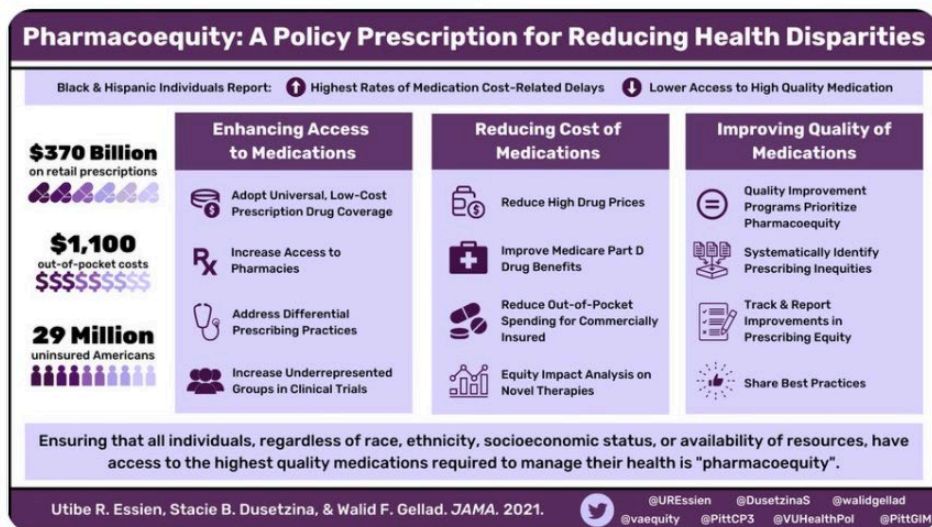
- 🔗 Tell the story of your paper
- 🔗 Avoiding (or explaining) jargon
- 🔗 Distilling concepts into digestible sentences
- 🔗 Highlighting key figures or tables as images
- 🔗 Using hashtags to increase visibility to intended audience

 **Utibe R. Essien, MD MPH** ✓
@UREssien

1/ NEW: Excited to share our Viewpoint in [@JAMA_current](#): "A Policy Prescription for Reducing Health Disparities -- Achieving Pharmacoequity."

A 📖 on what [#Pharmacoequity](#) is, why it should be a public health & policy priority, and how we can achieve it.

[jamanetwork.com/journals/jama/...](https://jamanetwork.com/journals/jama/)



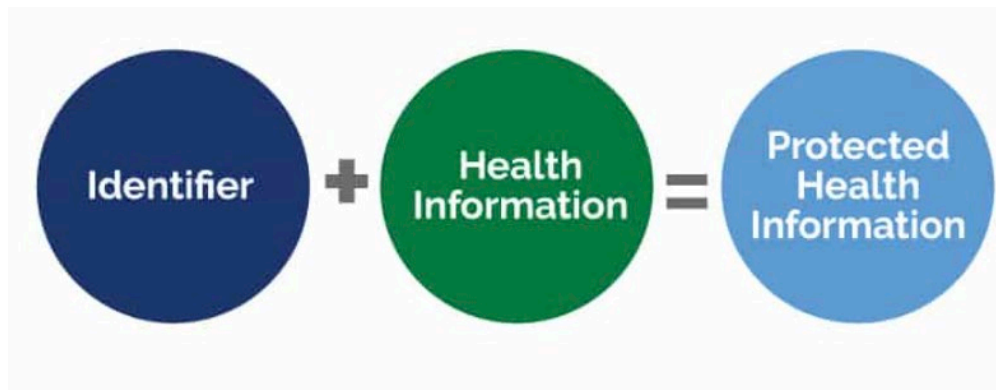
 Stacie Dusetzina and 8 others

12:06 PM · Oct 22, 2021 · Twitter Web App

329 Retweets 77 Quote Tweets 857 Likes

Cautionary advice

- ⚠ **Do not post something that you would not want reported on the front page of the New York Times**
 - How will your boss, interview committee, partner, child, parent feel reading your tweet?
- ⚠ **Beware of contributing to misinformation**
 - Be careful about retweeting an article or paper you haven't read
- ⚠ **Don't forget about HIPAA**
 - Wait a few weeks when using a clinical encounter to make a point
 - "Post the pearl not the patient"



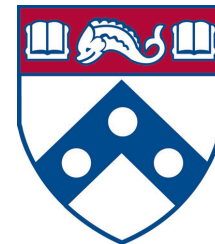
Questions? Comments?

Contact Information:

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 @DrDianaMW



Case example

A thread linking an op-ed announcement, advocacy, primary research, networking and community building all in one.

Eugenia (Gina) South, MD MS
6,004 Tweets



Eugenia (Gina) South, MD MS
@Eugenia_South Follows you

Emergency Medicine. Scholar. Activist. Nei
Urban Nature. Structural Racism. Vice Cha

Philadelphia, PA [@urbanhealthlab.org](#)

1,015 Following 13.5K Followers

Followed by Lovee Washington, PhD, MS,
others you follow

Tweets Tweets & replies

Pinned Tweet

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
For 30 years, my granddad was a
Growing up, my father kept stacks
So it's surreal to see my words ab
today in [@NYTimesOpinion](#) /1



nytimes.com
Opinion | To Combat Gun Viol

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
Replying to @Eugenia_South
'Until a Black ma
'.' This fact keep
to live and thrive

1

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
Violence prevent
people'. This will
allow violence to

1

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
We need a focus
high-risk places*

- ✓ Vacant lot gre
- ✓ Trees
- ✓ Abandoned H
- ✓ Structural rep
- ✓ Lighting
- ✓ Trash clean up

5

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
Why does place
us 'gets under ou
functioning, and

Place matters.

/5

1

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
Black people in Black neighborhoods know place matters, as they told me
in this early qualitative work about vacant land and health as told by people
living in high vacancy neighborhoods. pubmed.ncbi.nlm.nih.gov/23188553/
/6



pubmed.ncbi.nlm.nih.gov
More than just an eyesore: local insights and soluti...
Vacant land is a significant economic problem for
many cities, but also may affect the health and ...

1 10 77

Eugenia (Gina) South, MD MS @Eugenia_South · Oct 8, 2021
Finally, twitter for the professional win! Many thanks to [@JuliaRaifman](#) who
tagged me on the tweet below from [@lwaysadrian](#) who was looking for
pitches. I pitched, and the rest is history. Adrian - you've been an awesome
editor and I appreciate you. 🙏

/fin

Adrian J. Rivera @lwaysadrian · Jul 21, 2021
After six weeks with @nytopinion , happy to say I'm finally feeling
settled! Many thanks to all those who have made that feeling possible,
far too many to list here.

With that: pitch me!

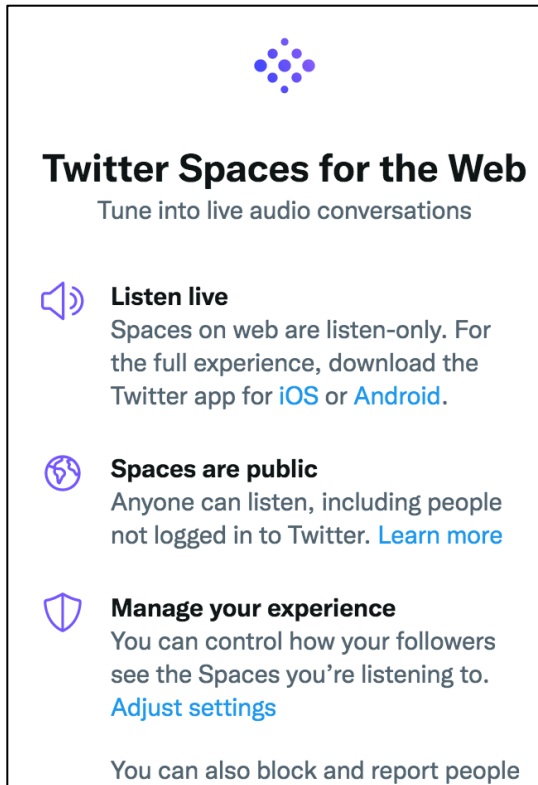
I love reading submissions on all topics, so long as it has an argument.
What do I mean?

[Show this thread](#)

5 3 62

What are Twitter Spaces?

- ◆ Live audio conversations between Twitter users about a pre-defined topic set by the host of the Space
- ◆ Open, public and unfiltered
- ◆ Can be started in the moment or scheduled in advance & promoted
- ◆ A great way to learn and network at the same time.





Twitter Spaces for the Web

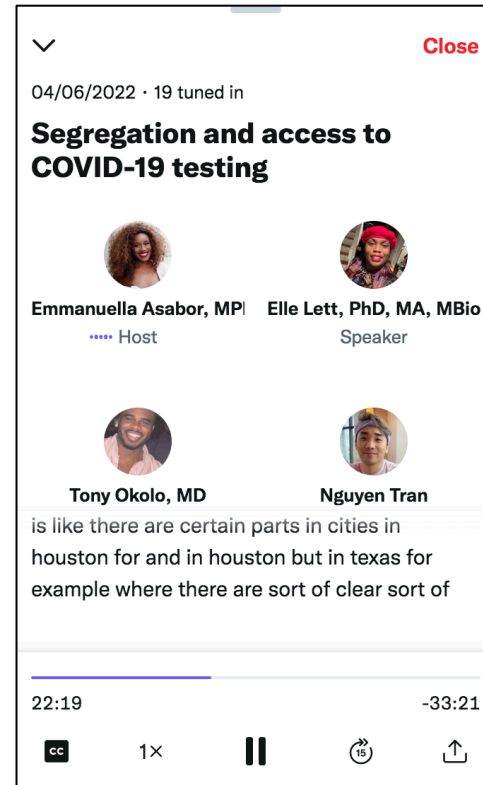
Tune into live audio conversations

 **Listen live**
Spaces on web are listen-only. For the full experience, download the Twitter app for [iOS](#) or [Android](#).

 **Spaces are public**
Anyone can listen, including people not logged in to Twitter. [Learn more](#)

 **Manage your experience**
You can control how your followers see the Spaces you're listening to. [Adjust settings](#)

You can also block and report people



Close

04/06/2022 · 19 tuned in

Segregation and access to COVID-19 testing

 **Emmanuella Asabor, MP**
Host

 **Elle Lett, PhD, MA, MBio**
Speaker

 **Tony Okolo, MD**

 **Nguyen Tran**

is like there are certain parts in cities in houston for and in houston but in texas for example where there are sort of clear sort of

22:19 -33:21

CC 1x || 15

What is Tweetdeck?

- ♦ A personalized browser for viewing your Twitter account

tweetdeck.twitter.com

- ♦ Can see multiple timelines and private messages at the same time
- ♦ Columns can be personalized to include specific lists or hashtags



What is OneUp?

- ♦ **A way to use social media in more elegant, efficient ways**
 - Free and paid subscription options
 - Can be used to scheduled tweets (can be done within Tweetdeck)
 - ***Can be used to schedule threads (CAN'T be done within Tweetdeck)***

