clinical audit
SUPPORT CENTRE

RAISING STANDARDS IN CLINICAL AUDIT

Twitter Guide 2016

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What is Twitter?

Twitter is an online social media networking service that enables users to send messages called 'tweets'. Tweets can be up to 140-characters long.

Why consider using Twitter?

- Millions of others do: over 300 million listed users in 2016
- There is currently no active online clinical audit forum
- Twitter is a great place to find others with an interest in clinical audit/QI
- Key organisations use Twitter: Clinical Audit Support Centre, HQIP, etc.
- There has been a recent surge in 'tweets' on clinical audit
- Key announcements appear first on Twitter, e.g. NHS England's decision to disband National Advisory Group for Clinical Audit and Enquiries.

What you need to get started

In order to use Twitter effectively you will need to set up a Twitter account. This is a quick and simple process and you will need to supply your name, an email account and a password. See an example of the Twitter login page

Setting up your Twitter account

Follow this step-by-step guide to set up your Twitter account:

1. Go to www.twitter.com
2. Click on the 'Sign up' button in the top right-hand of the screen
3. Complete the request for three sets of information:
   a. Full name
   b. Phone or email
   c. Password
4. Next step is to select your username (be aware this will be your @ Twitter name that Twitter users will see)
5. You have now set up a basic Twitter account.

Further information: https://support.twitter.com/articles/100990

Customizing your Twitter profile

By following the simple steps above, you will have created your Twitter account. However, before you start tweeting you may wish to customize your Twitter profile so other users have a better understanding of you. For example:

- You could add a profile photo or image to personalise your account
- You could add a header photo to personalise your account
- You can add a short bio to tell people more about you (we recommend that within this you state 'all views are my own'
- You can add your location, your website (if applicable) and your birthday
- You can also select a colour scheme for your Twitter page.
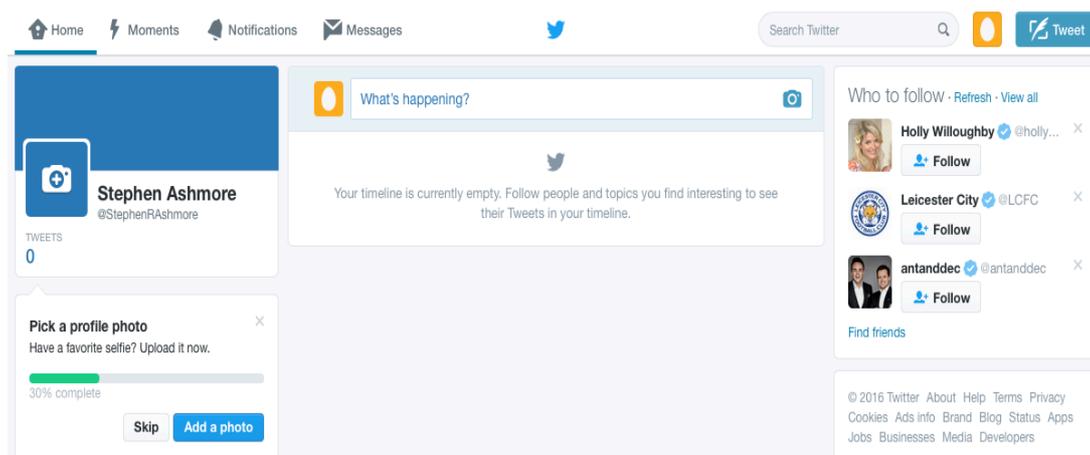
To amend or customize your Twitter profile, click on 'Edit profile' button.

Further details: https://support.twitter.com/articles/127871

How to Tweet

Tweeting could not be simpler. Click on the 'What's happening' box and type your message. Your tweet will be public, so this means everyone on Twitter can

read it! Please note that your message is limited to 140 characters (and this includes spaces). If you use too many characters you will see a negative number below the box with a minus sign. Twitter will only allow you to send messages of 140 characters or less.
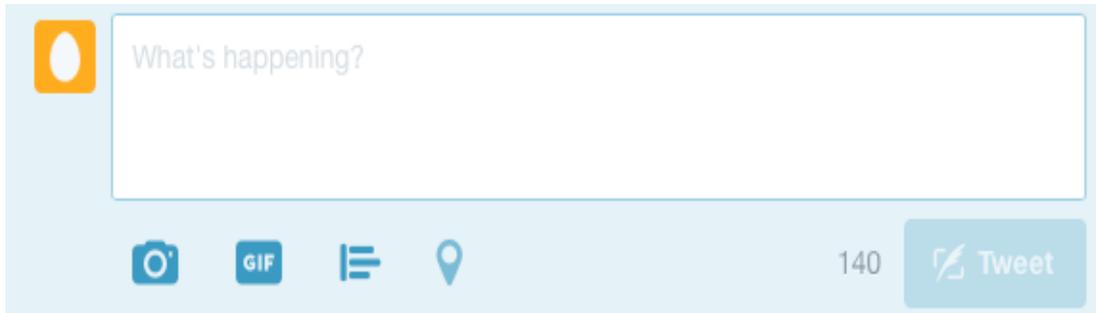
In addition, to sending a basic tweet with information, Twitter provides you with a number of additional useful options:

- Your can tweet a link to a website or online page:
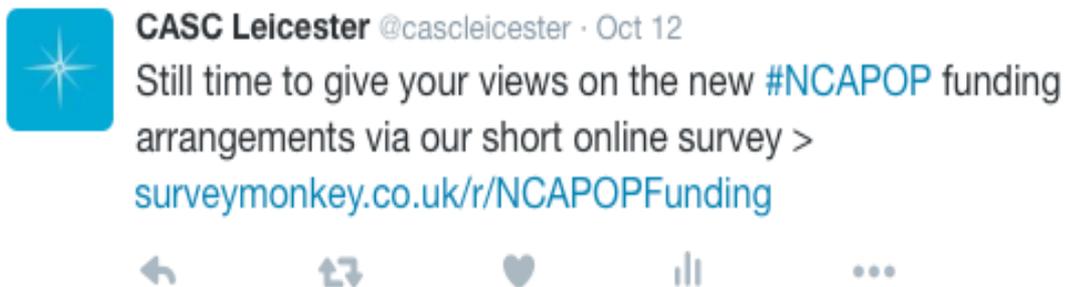
- Your tweet can include a photo or video for others to see:

- You can set up a poll inviting other Twitter users to give opinion:

CASC Leicester @cascleicester · 11s
Will your Trust be taking part in the forthcoming #Clinicalaudit awareness week #caaw

0% Yes

0% No

0 votes · 6 days left

Further, you can customize you tweets by including @ and # functions:

What is # (hashtag)?

A hashtag (represented by the # sign,) turns any group or words that follow it into a searchable link. Thus, if you tweet on clinical audit it is advisable to write this as #Clinicalaudit as it will make it much easier for other Twitter users to find.
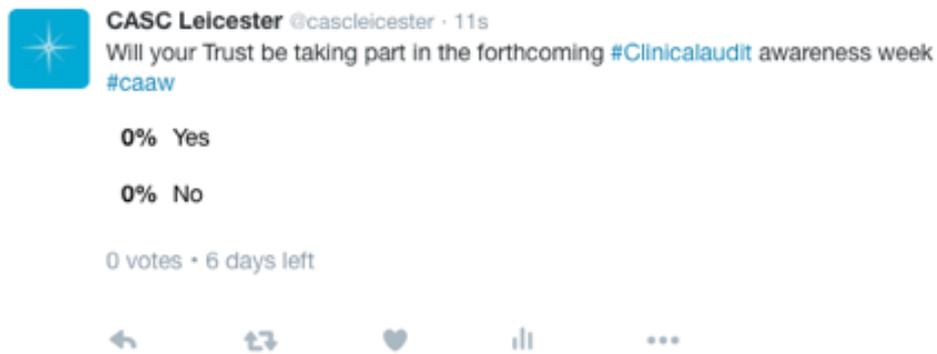
What is @?

The @ sign is used to call out username in tweets. All Twitter accounts have a username prefixed by the @ sign, e.g. @cascleicester, @HQIP. Twitter users will use your @username to mention you in tweets, send you a message or link to your profile.

The tweet below gives an example of how # and @ may be used: #ClinicalAudit2016 relates to a national conference and all delegates were encouraged to use this # when tweeting and to aid searching. By identifying @MandyHQIP in the tweet her Twitter account is made aware of this reference, i.e. alerting her and giving her the opportunity to reply to the tweet.

CASC Leicester @cascleicester · Oct 5
Thought provoking morning so far. Excellent talk from @MandyHQIP and updates from Cathy Hassell #ClinicalAudit2016

The anatomy of a tweet

When you post or read a tweet, it is made up of a number of elements:

1. The image icon of the sender, their name and their @username
2. Details of when the tweet was posted, e.g. 1h (1 hour ago), 26 Aug, etc.
3. The message
4. A single arrow on the bottom line: this allows you to reply to the person who tweeted, this is not private and can be seen by other people. The reply will automatically add their username so they will be notified of it.
5. Two arrows in a circle on the bottom line: this allows you to 'retweet' i.e. share the original tweet just as it is or with your own comment on it

6. The heart shape on the bottom line: this allows you to 'like' the tweet
7. The graph icon on the bottom line: this shows you the activity in relation to your tweet, e.g. impressions, engagements, hashtag clicks, etc.
8. The dot-dot-dot on the bottom line: this gives you more options, including the option to delete a tweet you have posted.

How to reply to a tweet

If you see a tweet that you want to reply to then follow these three simple steps: a) click on the reply ↰ icon located at the bottom of the tweet, c) A tweet box will pop up with the @username of the account you are replying to. Complete your reply and click tweet to post it.

Further details: https://support.twitter.com/articles/20169871

How to re-tweet

A tweet posted by another Twitter user that you share publicly with your followers is known as a retweet. When retweeting you have two options: a) you can retweet the original tweet in its original format, or b) you can retweet the original tweet but also add your own comment. There are four simple steps to retweeting: a) click the retweet ⇄ icon located at the bottom of the tweet, b) decide if you wish to add a comment to the tweet, c) click the retweet button.

Further details: https://support.twitter.com/articles/20169873

How to like a tweet

If you like a tweet then you can show your appreciation by liking it. Simply click the **heart** icon located at the bottom of the tweet.

Further details: https://support.twitter.com/articles/20169874

How to search Twitter

Twitter is a hive of useful and not so useful information! There are many ways to search on Twitter and two best are to search using topic keywords or hashtags. To search on Twitter follow this step-by-step process:

1. Log into your Twitter account
2. Enter your search query into the search box at the top of the page

3. Results will be listed as a combination of tweets, photos, accounts, etc.

Results will be in chronological order (i.e. most recent first)

Top	Latest	Accounts	Photos	Videos	More options ⌄

4. Either: scroll down the list, or filter your results by clicking top, live, accounts, photos or videos (located at the top of your search result).

Further details: https://support.twitter.com/articles/132700 (basic search) https://support.twitter.com/articles/71577 (advanced search).

How to follow other Twitter users

In addition to searching Twitter, it is also useful to follow other users who are of interest to you. By following other users you will automatically be made aware of all tweets that they post.

In order to follow another Twitter user: a) Go to the profile page of the account you'd like to follow, b) click on the follow button.

Further details: https://support.twitter.com/articles/162981

Trending

Twitter monitors content of all tweets and is therefore able to identify common and popular current topics, also known as trends or topics that are 'trending'. Trends are determined by an algorithm and, by default, are tailored for you based on who you follow and your location. Whenever you log into your Twitter account and access the homepage you will be able to see current trends listed on the left-hand side of the page.

Understanding your Twitter account

Your Twitter account displays a variety of information, but the key elements to understand are as follows:

 Home   Moments   Notifications   Messages

Home: click on this tab to access your Twitter homepage

Moments: this tab provides you with current news showcasing the best of what is currently happening on Twitter.

Notifications: allows you to see how others on Twitter are interacting with you. From your notifications timeline, you'll be able to see which of your tweets have been liked or retweeted. You will also be able to see tweets directed to you (likes and mentions) and your new followers.

Messages: this allows you to start a private conversation or create a group conversation with anyone who follows you.

Your Twitter page will also provide statistics on the number of tweets posted, number of Twitter users you are following and the number of followers you have.

Tweets: click on this to see all of your previous tweets in chronological order.
Following: lists all other Twitter users you are following.
Followers: lists all other Twitter users who are following you.

Blocking other users

If you are receiving unwanted attention you can block other Twitter user/s. Blocked users not be able to follow you, read your tweets, send direct messages to you or view your followers or whom you are following.

Further details: https://support.twitter.com/articles/117063

Who to follow on Twitter and a word of advice

Twitter is evolving all the time with many individuals, bodies and organisations joining social media. The most popular clinical audit-related Twitter accounts at time of writing are:

@cascleicester: provides updates on the work of Clinical Audit Support Centre
@HQIP: details the activities of Healthcare Quality Improvement Partnership
@NQICAN: National Quality Improvement and Clinical Audit Network's account
@cwwalker10: personal account of the NQICAN chairman.
@blackmoonsam: personal account for Sam McIntyre (Royal College of Emergency Medicine and ex-HQIP employee)

In addition to the list above, Sam McIntyre has created a list of clinical audit Twitter users. You can see and join this list via the following weblink: https://twitter.com/blackmoonsam/lists/clinical-audit

It is highly likely that if you work in the NHS that your organisation will have a corporate policy for Twitter and wider social media. We strongly advise that you familiarize yourself with this policy to ensure any Twitter account that you set up is compliant with this policy.

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