

# 9½ Tweets

R+D

Essential tips for getting to grips with Twitter for people involved in health and care research.

Twitter provides you with the perfect opportunity to quickly share information about your research, participate in online communities, network with colleagues across the world and communicate and engage with your patients and the public.

01

## Profile

Your profile is your calling card. Keep your profile, including photos, up to date.

Use hashtags (#) and keywords to state who you are and your purpose - your USP (unique selling point).



02

## Voice

Your purpose will influence your voice, be genuine, direct and likeable.

Speak naturally to build up relationships. As a rule of thumb, try to keep your feed 80% conversation and 20% marketing.



03

## Visibility

Maintain visibility throughout the day. Twitter is incredibly fast moving so the more often you tweet the more you show up in your followers' feeds.

While weekdays are the most active time, there is a 17% increase in customer engagement at weekends.



04

## Engage

Don't just tweet - listen!

Show you are listening by joining in with conversations and responding to those who mention you.

Ask questions to glean insight and keep an eye out for others' questions about your industry and offer support.



05

## Hashtags

Hashtags are used to mark keywords or topics.

Tweets with one or two hashtags receive a 20% increase in engagement, which tails off the more you use.

Join in with hashtag campaigns and conversations.



06

## Visual

Get visual - use photographs, videos and illustrations to make your voice heard against the sound of the crowd.

Visual tweets get 40% more engagement.



07

## Behind the scenes

Give people a behind the scenes glimpse into your world. Include links to projects or events, reference articles or publications and include pictures of your place and your people.

Give your followers something interesting to share.



08

## Show the love

Publicly thank and follow people that follow you, mention you, retweet you or that have done you a good turn outside of the Twittersphere.

Follow and retweet other users and content that complements or adds to your own.



09

## Fun

People use Twitter for many reasons, try to keep it fun!

Avoid heated debate and have process in place to deal with complaints - offline.

Share links to humorous content and video that fits in with your own industry.



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## Edit

140 characters isn't a lot - master the art of removing pointless words and be as concise as possible or you'll end up running out of charac



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