Social media should be considered a living, breathing entity. It must be fed and cared for. When considering creating a Twitter profile:

- What is the goal and desired outcome?
- What are the risks associated with creating and maintaining the channel?
- What is my tone?
- Who is my audience and what content might they want?
  
  ○ Posts should be relevant to your audience and contain a mix of personal and professional relating to your work at Jefferson, your professional society affiliations, as well as interesting news and developments in your field of study/expertise.

- Be sure to use a current photo as your avatar, and fill out the bio to include your name and a short summary of what you do as it relates to Jefferson (be sure to tag the institution as well at either @jeffersonuniv or @tjuhospital). Mine for example says, “Hobbies include long walks on the beach & hugging my dogs and kid; Director of News/Media Relations @jeffersonuniv. Views expressed are my own.”

Best practices for posting:

- 1-2 Tweets per day
- Unless live-Tweeting an event, tweets should never exceed about once an hour.
- If you’re mentioning someone on Twitter, be sure to include their handle.
- Tag @tjuhospital or @jeffersonuniv where possible and appropriate so we can also share your content!
- Tweets with photos or video embedded tend to garner the most Retweets and favorites. Be sure to ask permission to post to your social channels before posting any photos or videos of students or staff. Please refrain from posting with patients.
- Content should be timely (if you’re at a conference, try to post in real-time, or as close to real-time as possible; if you’re tweeting an article, it’s best not to tweet something old unless it’s in the news at the moment)
- Complaints/negative comments tweeted at your account should be addressed via Direct Message wherever possible, or via email. Feel free to reach out to Media Relations for guidance.
- When tagging someone in your Tweet, their handle should not be the first thing in the Tweet because Twitter perceives this as a conversation between only the two accounts and therefore it will not show up on your public feed. To get around this, you’ll sometimes see Tweeters use a period in front of a handle. Example: “.@tjuhospital is awesome!” Instead of “@tjuhospital is awesome!”

Keep in Mind:
Social Media is called social media for a reason...you need to be social! Interaction with others is the best way to grow your following. Find your friends, family and colleagues and follow them; tag them in your Tweets and share their content when relevant.

Hashtags:
Hashtags are a great way to get involved in a conversation, add some flair to your Tweets, or simply help keep track of a certain subject. Hashtags can contain numbers and underscores, but not spaces or other characters. Ex: #LifeAtJefferson (correct!) #Life at Jefferson (incorrect, only “life” will be the hashtag).

Jefferson influencers to follow:
Steve Klasko: @sklasko
Chuck Lewis: @chuckPA
John Ekarius: @johncekarius
Elizabeth Dale: @elizabeth__dale
Julia Haller: @JuliaHallerMD
David Nash: @nashpophealth
Rich Webster: @richwebstertjuh
David Fischman: @fischman_david
Michael Savage: @DocSavageTJU
Howard Weitz: @DrHowardWeitz
Andy Chapman: @andrewchap361
Karen Knudsen: @skccdirector
Edith Mitchell: @edithmitchellmd
Adam Dicker: @apdicker
Jay Greenspan: @chairmanjay
Daniel Monti: @drdanielmonti
Judd Hollander: @JuddHollander
Bon Ku: @bonku
Rob Pugliese: @theEDpharmacist
Tim Mosca: @drosophilosophy
Raj Aggarwal: @docaggarwal
Austin Chiang: @AustinChiangMD
Rebecca Jaffe: @RJmdphilly
Amy Cunningham: @AmyTCunningham
AnaMaria Lopez: @anamarialopezmd
Heather Logghe: @LoggheMD
Lisa Kozlowski: @KozlowskiLisa