

SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

TWITTER



- 1** Tweet regularly. Determine in advance how often you want to tweet and keep it up. Use a scheduling program such as Hootsuite to automatically post tweets when you can't do so manually.
- 2** Reread, spell-check and double-check links before posting. Tweets can't be edited once they're sent.
- 3** Learn the lingo. Know the difference between a RT, MT and DM. (RT is a retweet, MT is a retweet that has been modified. DM is a direct message, which is a personal tweet seen only by the sender and recipient.)
- 4** Interact with your followers. Reply, follow, retweet and send messages. It's not social media unless you're being social.
- 5** Check your stats. Use Twitter and third-party services to track clicks, retweets, favorites and other statistics. Such info can help you decide what to tweet about and when.

VISIT [TWITTER.COM](https://twitter.com) TO BE PART OF THE CONVERSATION

