

My Twitter plan

Physiotalk

Step 1: One account or two?

Some people like to keep their personal twitter account separate to the one they use for physiotherapy related tweeting. It is your decision – but in both you need to remember to act professionally.

Step 2: Set up a twitter account

If you haven't joined twitter yet, then set up an account making sure you add a picture and brief biography. There are people on the CSP stand who can help you with this.

If you already have an account – check your picture and biography – no eggs please! Why not get someone at conference to take your picture?

Step 3: Start following people

Think about who you want to follow on twitter – ask somebody you are sitting near to for their suggestions and there are 'who to follow' lists on www.physiotalk.co.uk.

- Other physiotherapists
- AHPs, nurses, doctors and patient leaders
- Physiotherapy organisations and professional networks – start with @thecsp
- Organisations that interest you – @The_HCPC, think tanks, charities, NHS trusts, CCGs

Step 4: Find a twitter mentor

Find somebody at #physio14 who can help you get more out of twitter:

My twitter mentor is @

At some point during conference send them a tweet - start your tweet with their @name and it will show up in their notifications.

My personal 'who to follow' suggestions are:

@

@

@

@

Next steps

Step 5: Start learning more about how it works

- Retweets, hashtags, @mentions, @replies, favourites, direct messages, adding photos and hyperlinks are a good starting point

Step 6: Start tweeting and having conversations

- During the conference try to send at least 3 tweets including the hashtag **#physio14**
- If you know the speakers include their @name in your tweet and try to include some photos
- Join in the conference debates using twitter:
 - Saturday 9am: are physiotherapists the exercise specialists of choice for people with long term conditions:
 - Saturday 3.30pm: self-management – who benefits?

Step 7: Write a personal twitter PDP

1. **How are you planning to use twitter?** *Discover, converse, engage, 'lurk'?*
2. **How will you record your activity on twitter in your CPD portfolio?** *For example using Storify, Evernote, Googledrive, reflective blog or screen shots.*
3. **How can I develop my use of twitter?** *For example tweet chats, mentoring others, asking questions, or being the social media officer for a group or network.*
4. **When will I review my use of twitter and make further plans?**

Step 8: Advanced tweeting

Some ideas: try out Hootsuite and TweetDeck; give an in-service training session on twitter; subscribe to or create some twitter lists; host a tweet chat with #physiotalk or other community

Why not try out your new skills during the next #physiotalk? Monday 20th October 8pm

Physiotalk

Join the conversation