

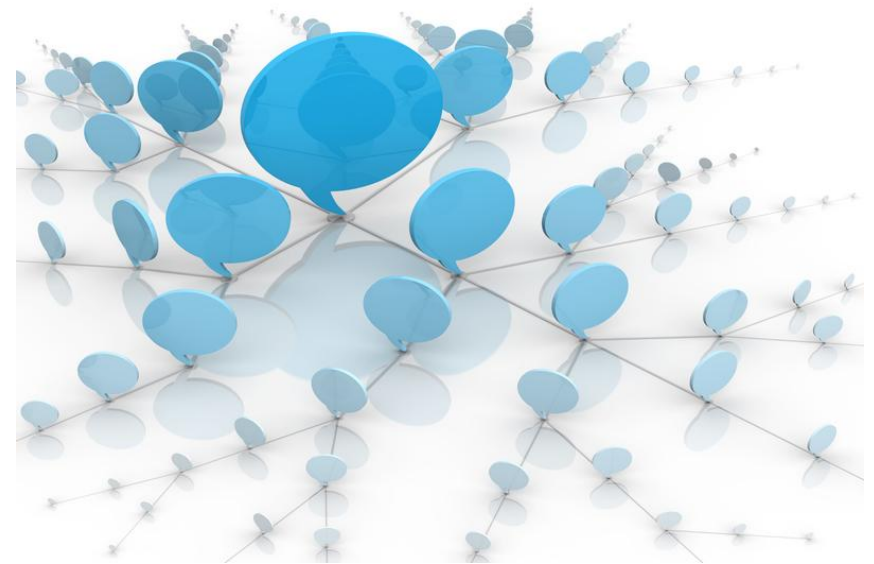


Professional networking with twitter

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Overview

- Why twitter?
- Planning
- Professionalism
- Doing
- Make it happen!
- Personal twitter plan



Why twitter?

- International
- Inter-professional
- Non-hierarchical
- Immediate
- Conversations



Why twitter?



You can:

- Listen to different perspectives
- Access & discuss latest research
- Ask for advice & opinions
- Follow conferences

Planning

- What?
- How?
- Who?
- Personal v professional accounts
- Time available



Professional responsibilities

Know your responsibilities set out by:

- your regulator
- your professional body
- your employer

Think before posting!



Social media code

- Personal criticism
- Data privacy
- Personal privacy
- Mixing work with pleasure
- Friend requests from patients
- Personal advice
- Handling negative posts



First step: your profile



Rhys Hughes
@RHphysio FOLLOWS YOU

BSc. (Hons) Physiotherapy // Success is doing ordinary things in an extraordinary way // Physiotherapist at Sheffield United FC

📍 Sheffield
🕒 Joined April 2012



Naomi Linberry
@NaomiLinberry

✉️ [Tweet to Naomi Linberry](#)

Next: who you follow



Then: connection and conversation



Make it happen!

- **Task 1:** update your profile
- **Task 2:** follow at least 3 people in this room
- **Task 3:** tweet something about this session using #physio14
- **Task 4:** at least 3 more tweets today using #physio14



Thank you

Listen

Learn

Engage

Enjoy

