

# Twitter Workshop

Get set up

Polish your skills



# MAKING A TWITTER ACCOUNT

1. Visit [twitter.com](https://twitter.com) or download the Twitter app on your phone.
2. Think about your handle (this is the part after the “@” sign. This is hard to change. You can change your “name” and your “bio” anytime.) [Refer to Handouts]
3. Bio - can be professional - linking to your Department + University handles, or lab. Can include hashtags of your research interests, e.g., #neuroscience or #mitochondria. Can include personal interests as well like #scicomm or #scienceadvocacy
4. Take a selfie - add it to your profile - can change this any time.

# WHO TO FOLLOW

1. Follow @ResearchAtJeff !
2. Follow your neighbors - the people sitting at your table.
3. Tweet at your neighbor with an emoji and a GIF.
4. Follow a few professional societies + journals relevant to your field.
5. Spend a minute looking at their feeds.
6. Retweet something with a comment - why did you find it interesting?

# WHAT TO TWEET

1. Tweet a thread about you (how you got interested in science/research) or your work
2. Use the “+” symbol at the bottom of the screen to add more text
3. Use format 1/7, 2/7 if you know how many you’re planning, end at 7/7 or 9/9. Or 1/x if you don’t know how many tweets will be in the thread.

# USEFUL HASHTAGS AND ACCOUNTS

1. Use the hashtag #JeffersonResearch if you are tweeting about your research! This hashtag is useful for organizing conversations, to bring attention to Jefferson research at annual meetings, and you can join a conference related conversation with it.
2. Hashtags can help you find a cause that's important to you. Some useful hashtags: #phdchat #AcademicTwitter #AcademicChatter #ScienceTwitter #scicomm #mentalhealth #WomenInStem #STEM #BlackInSTEM
3. Accounts to follow: @biorxivpreprint; @AcademicChatter; @nationalpostdoc; @NatureNews; @massivesci; @500womensci; @500QueerSci; @cientificolatin; @BLACKANDSTEM; @PhDBalance; @newscientist; @sciam; @NIHfunding; @AAAS

# Workshop Deliverable

Twitter Takeover. (Get 3 points by completing this, or if you just want to give it a try.)

What you'll do:

- Plan and write 2 original posts
- Retweet useful research resources or interesting videos
- See how many new followers you can garner
- Create and pin a graphic letting others know you're posting (we will help with this part)

Contact us at [ResearchNews@jefferson.edu](mailto:ResearchNews@jefferson.edu) to arrange a date.



# Thomas Jefferson University Hospitals is Ranked Among the Top 10 in the Nation in Ophthalmology and Orthopedics.

## Nationally Ranked Specialties

### CANCER

Sidney Kimmel Cancer Center – Jefferson Health

### CARDIOLOGY & HEART SURGERY

### EAR, NOSE AND THROAT

### GASTROENTEROLOGY & GI SURGERY

### GERIATRICS

### NEUROLOGY & NEUROSURGERY

Vickie and Jack Farber Institute for Neuroscience – Jefferson Health

### OPHTHALMOLOGY

Wills Eye Hospital

### ORTHOPEDICS

Rothman Orthopaedics at Jefferson Health

The Philadelphia Hand to Shoulder Center at Jefferson Health

# Jefferson Health

## 14 Hospitals

- Abington Hospital\*
- Abington – Lansdale Hospital\*\*
- Jefferson Bucks Hospital
- Jefferson Cherry Hill Hospital\*
- Jefferson Frankford Hospital
- Jefferson Hospital for Neuroscience\*  
– Vickie and Jack Farber Institute for Neuroscience
- Jefferson Methodist Hospital\*
- Jefferson Stratford Hospital\*
- Jefferson Torresdale Hospital
- Jefferson Washington Township Hospital\*
- Magee Rehabilitation Hospital
- Physicians Care Surgical Hospital
- Rothman Orthopaedic Specialty Hospital
- Thomas Jefferson University Hospital\*  
– Sidney Kimmel Cancer Center (NCI-designated)

\* Magnet® designation from the American Nurses Credentialing Center for nursing excellence

\*\* Pathway to Excellence® designation from the American Nurses Credentialing Center for sustaining a positive practice environment

**6,100** physicians/practitioners

**7,400** nurses  
(full/part time)

**40+** outpatient and  
urgent care locations

Over **4.5 million**  
patient interactions annually



# Thomas Jefferson University

## 10 Colleges + 3 Schools

- College of Architecture and the Built Environment
- College of Health Professions
- College of Humanities and Sciences
- College of Life Sciences
- College of Nursing
- College of Population Health
- College of Pharmacy
- College of Rehabilitation Sciences
- Kanbar College of Design, Engineering and Commerce
  - School of Design and Engineering
  - School of Business Administration
- Sidney Kimmel Medical College
- School of Continuing and Professional Studies

## Honors

- Philadelphia University Honors Institute

**160+** Graduate & Undergraduate programs

**64,500** Alumni

**8,400** Students (full/part time)

over **\$136 million**  
in public/private research funding

**17** NCAA Division II Teams

**1,000** patents for new drugs, software innovations, medical devices and diagnostic tools

Nationally ranked in emergency management, fashion, graphic design, interior design, occupational therapy, physician assistant, primary care, research and strategic leadership

# Academic Areas of Interest



Architecture



Business



Design



Engineering



Fashion  
& Textiles



Health



Science



Social  
Science

## Campuses

- 📍 Center City
- 📍 East Falls
- 📍 Abington-Dixon
- 📍 Bucks County
- 📍 Delaware County at Pennsylvania Institute of Technology
- 📍 New Jersey

## International Study Locations & Research Centers



Latin America



Ireland



Israel



Italy



India



Japan





**Jefferson**

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE