'X (formerly Twitter) 101' for the APOLLO Community

Steps to Get Started

@ApolloNetwork13

APOLLO Long-term Kidney Transplantation Outcome Consortium

1) WHAT IS X (FORMERLY TWITTER)? WHY USE IT?

- A **popular** social media platform for physicians, researchers, medical journals, patient advocates & YOU!
- **Easy to use** and get involved
- Provides the capability to discover and share real-time content
- Information is shared via 280-character posts

2) WHERE DO I SIGN-UP?

https://twitter.com/
- Click on the '**sign-up**' option.

3) WHAT DO I NEED TO SIGNUP?

- your name
- a user name or '**handle**': begins with @
- a unique email address or phone number
- a password of your choice

Create 4) HOW DO I CREATE MY ACCOUNT?

- Keep your **handle** simple: **t**ry to make it as close to your name as possible or related to your work – cryptic handles are hard to find / remember
- **Profile photo**: Use a personal photo or avatar; don't leave blank because the account looks fake
- **Banner picture**: add for enhancement (optional)
- **Bio**: 160 character description of who you are
  - Institutions may require a statement that your posts are your own and not a reflection of your institution.

5) HOW DO I CONNECT WITH OTHERS & BUILD A COMMUNITY?

Follow
- Search for the name of an individual or organization and visit their official X (Twitter) page (eg **@ApolloNetwork13**). On the right side, you will see an oval **black circle** that says "**follow**".
- Simply click that button and you will immediately become a follower
- Following others & 'liking' content motivates others to follow you
- APOLLO (Laurie Russell) has a list of handles of consortium members

6) HOW DO I POST ON X?

Post
- Click blue "**Post**" button & compose your message
- Limit: **280 characters**
- '**Mention**' others by including their handle
- Posts **cannot be edited** - if you made an error or don't like your post, click 'delete' and start over

7) ENGAGING WITH CONTENT

- **LIKE**: Click or tap the like icon and it will turn red, confirming that you've liked the post.
- **S**hare: Click the **Repost** button
  - Repost as 'Quote' to share with comments

8) OTHER TIPS

- **#** symbol indicates a hashtag – used to group posts together by topic, theme, event, etc. Add relevant hashtags to your post to reach a broader audience - e.g. #kidneytransplant, #APOLLO

9) CAUTIONS | GOOD PRACTICES

- Your posts can be shared and may persist even if an original post is deleted
- Stay aware that you are speaking to the world (incl. family, supervisors)
- It's OK to start by following others without actively posting
- **Be positive | Have fun !**

We're here to help
@itsglendar | @KristaLentine

SOCIAL MEDIA

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