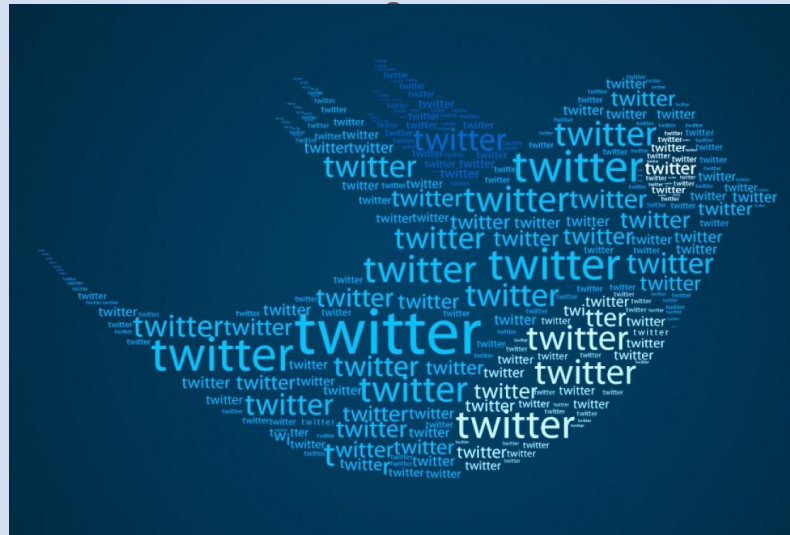


# The added value of



Jarka Bloemberg - Karin Plass

# Potential Conflict of Interest

- Jarka Bloemberg
  - European Association of Urology  
Communications Manager

Karin Plass

- European Association of Urology
  - Clinical guidelines Manager
  - Shareholder family company – building supervision

# The world is changing



# You can ignore it



# Social Media Platforms: Public

1. Facebook (most popular and used frequently by urologists, but only relatively few clinicians use it professionally)
2. Twitter (largest growth in use by medical professionals)
3. LinkedIn (most commonly used for professional reasons)
4. YouTube (useful for sharing videos)
5. Others (Instagram, Pinterest, etc.- not commonly used in urology/clinical practice)





# Twitter - example

Profile picture

Twitter Handle

*fewer than 15 characters*

Statistics

Tweet

Hashtags  
*topic or a theme*



# Why Twitter is Important

1. Knowledge Transfer
2. Source for Research (CME)
3. Networking
4. Reputation Management
5. Extended helpdesk
6. Social, aka fun

All close to 'real time', instant feedback

# How do we use Twitter?

1. Dissemination of EAU Guidelines
2. Publication of our Scientific Journal
3. Sharing patient information
4. Live tweeting during events
5. Interact with various stakeholders
6. Awareness Campaigns
7. The human side of our organisation



# Some recommendations

- Be relevant
- Be correct
- Keep a neutral tone
- Use visuals
- Set some social media guidelines
- Make a content planning
- Add hashtags and links
- Monitor, measure, analyse & improve

# Twitter accounts hacked with anti-Dutch messages

Fast FT



MARCH 15, 2017 by: Madhumita Murgla

A large-scale Twitter hack has affected dozens of verified accounts, including those of Amnesty International, Unicef, the European Parliament, and Forbes.

**Financial Times:**

<https://www.ft.com/content/21d7cbce-31f6-3209-9d6b-c7883c07fe3e>

<https://tweakers.net/nieuws/122343/duizenden-twitter-accounts-misbruikt-door-hack-twittercounter.html>



**KEEP  
CALM  
AND  
CARRY ON  
TWEETING**



# Getting Started



twitter

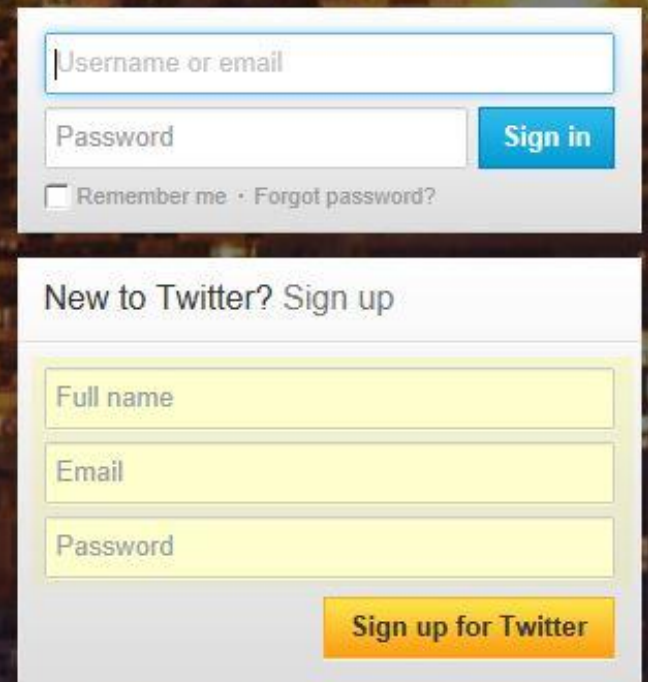
Sign Up:

Let's sign up – go to Twitter.com

**Welcome to Twitter.**

Find out what's happening, right now, with the people and organizations you care about.

**Type your Full Name, Email Address and Password to create a new account.**



Username or email

Password

☐ Remember me · [Forgot password?](#)

**Sign in**

New to Twitter? Sign up

Full name

Email

Password

**Sign up for Twitter**

<https://www.lifewire.com/create-twitter-account-3288851>

# Twitter Setup

## 1. Choose your twitter name (“handle”)

- The best names are short and easy to remember. It can be part of your name (ex: @LoebStacy), or something related to urology (ex: @uretericbud).

## 2. Create your profile with a photo and description

- Choose a photo which will accompany and identify all of your tweets (i.e., your “avatar”).
- Add personal details such as your current position, location and website



# Twitter Setup

## 3. Choose some people or groups to follow

- Search by name
- Look at your friend's friends
- Find existing users from your email address book
- All of the major urology organizations and journals are on twitter, so choose the ones that interest you for the latest updates in the field (ex: @uroweb).
- Search for your other interests such as newspapers or hobbies

# Twitter on a Desktop

The screenshot displays the Twitter desktop interface. At the top is a navigation bar with icons for Home, Notifications, Messages, Discover, and a search bar. The main content area is divided into three columns. The left column features the profile of Stacy Loeb, MD (@LoebStacy), with 2,833 tweets, 1,111 following, and 3,084 followers. Below the profile is a 'Trends' section listing topics like Jets and Titans, #SPOTY, and Santana Moss. The middle column shows a feed of tweets, including one from Jeremy Ryan (@JeremyRyan44) about Boenheim and another from SUJuice.com (@TheJuiceOnline) about Trevor. The right column contains a 'Who to follow' section with suggestions like Mount Sinai Hospital and The Daily Orange, and a 'Find people you know' section with a link to import contacts from Gmail. The footer of the interface includes copyright information for 2014 Twitter and links to various help and policy pages.

Home Notifications Messages Discover Search Twitter Tweet

**Stacy Loeb, MD**  
@LoebStacy  
TWEETS 2,833 FOLLOWING 1,111 FOLLOWERS 3,084  
Gain more followers  
Promote your account and get discovered by more people on Twitter. [Preview it first below](#)

**Trends · Change**  
Jets and Titans  
#SPOTY  
Santana Moss  
#xfactor  
#AskSuperwomanLive  
Jake Locker  
#BigThankYou  
#WASvsNYG  
Karl Hess  
Nick Mangold

**What's happening?**

**Jeremy Ryan** @JeremyRyan44 · 4s  
Boenheim: They're helping so much, all Tyler had to do was go to the boards.

**SUJuice.com** @TheJuiceOnline · 18s  
"Trevor played the way he has to play. He's a player, he's not a shooter. He drove to the basket... he's proving himself."-Boenheim

**Jeremy Ryan** @JeremyRyan44 · 23s  
Boenheim: Trevor played the way he has to play. He was a player, not a shooter. He doesn't have to prove anything to me.

**Syracuse Athletics** @Cuse · 57s  
#CuseTV: Watch the highlights from @Cuse\_MBB's thrilling 71-69 win over @LATechSports [youtu.be/TjrxGz-Zi4](http://youtu.be/TjrxGz-Zi4) [View media](#)

**Jeremy Ryan** @JeremyRyan44 · 57s  
Boenheim: Rak made a good post move at the end, and that's a great play.

**SUJuice.com** @TheJuiceOnline · 59s  
"Those are mistakes you can't make.. and win. You can't do it." -Boenheim

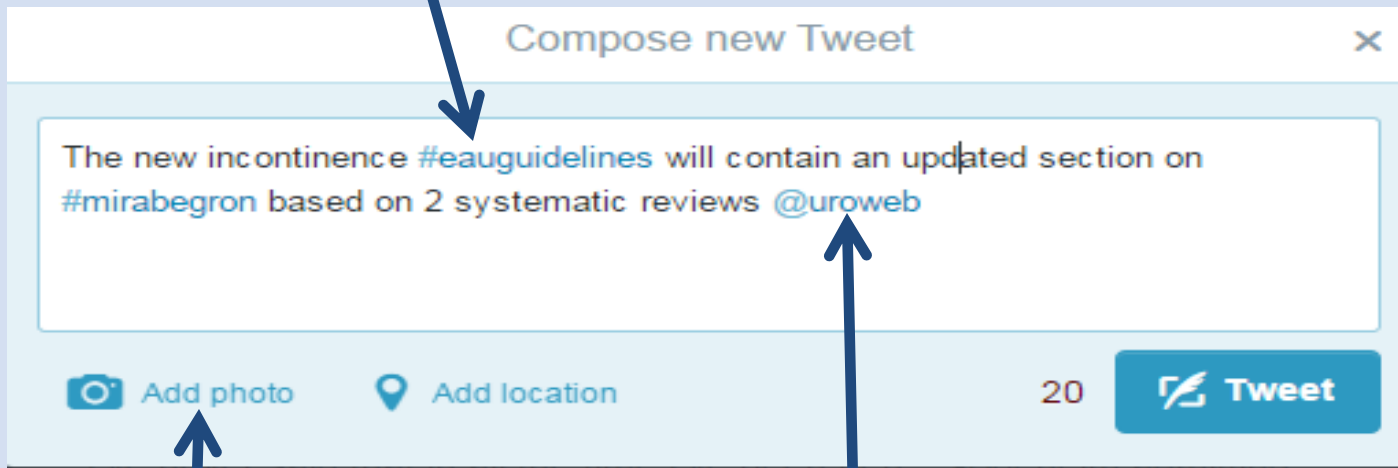
**Who to follow · Refresh · View all**  
**Mount Sinai Hospital** @Mo...  
Followed by Antonio Russo a...  
[Follow](#) [Promoted](#)  
**The Daily Orange** @dailyor...  
[Follow](#)  
**Alex Djurichich MD** @MedP...  
[Follow](#)

**Find people you know**  
Import your contacts from Gmail  
[Connect other address books](#)

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# Composing a Tweet

Be sure to use hashtags (#) for keywords in your tweet (ex: #eauguidelines)

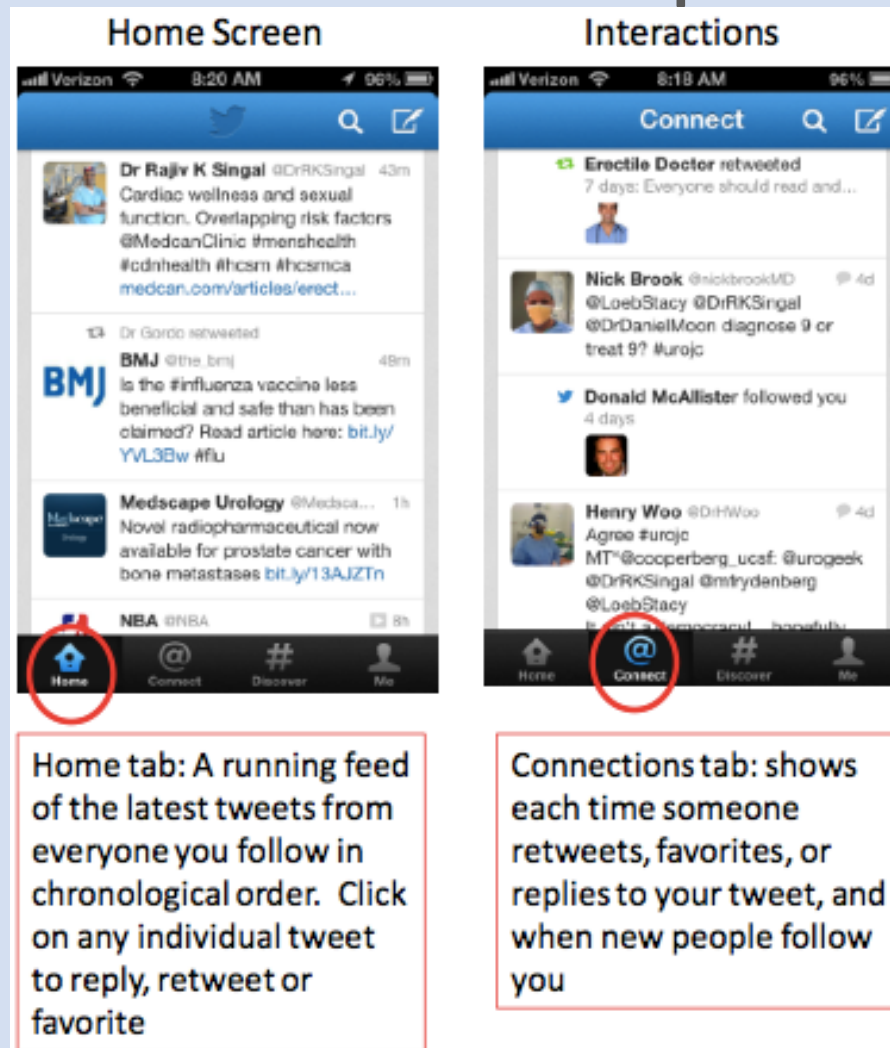


The screenshot shows the 'Compose new Tweet' window. The text area contains the draft: 'The new incontinence #eauguidelines will contain an updated section on #mirabegron based on 2 systematic reviews @uroweb'. A blue arrow points from the text 'Be sure to use hashtags (#) for keywords in your tweet (ex: #eauguidelines)' to the '#eauguidelines' hashtag in the draft. Another blue arrow points from the text 'Direct your tweet at relevant parties by including their handle (ex: @uroweb) in your tweet' to the '@uroweb' handle in the draft. At the bottom left, there is a camera icon and the text 'Add photo', with a blue arrow pointing from the text 'Can add photos or links to more information in the tweet' to it. To its right is a location pin icon and the text 'Add location'. On the right side of the bottom bar, there is a retweet count '20' and a blue 'Tweet' button with a feather icon.

Can add photos or links to more information in the tweet


Direct your tweet at relevant parties by including their handle (ex: @uroweb) in your tweet

# Twitter on Smartphone




# Twitter on Smartphone

## Discover



Discover tab: What has been trending recently that might interest you

## Your Profile



Me tab: Your personal profile including number of tweets, people you follow, and who follows you. Also displays your most recent tweets

# Examples of Twitter Interactions

Reply button

Retweet

Favorite

Other functions

