



Ball Memorial Hospital

Creating & Using Twitter for HCA

Twitter



Home Moments Notifications Messages Search Twitter Tweet

IU Health Ball
@IUHealthBall

IU Health Ball Memorial Hospital is home to highly skilled physicians, nurses & support staff, committed to improving our community's health.

Muncie, IN
iuhealth.org/ball-memorial
Joined January 2010

548 Photos and videos

TWEETS 1,903 FOLLOWING 544 FOLLOWERS 932 LIKES 316 LISTS 5 MOMENTS 0

Tweets Tweets & replies Media

IU Health Ball @IUHealthBall · 3m
Is buttered #coffee weird or wow?!
wellnessmama.com/5673/healthy-c...

Your Tweet activity
Your Tweets earned 4,257 impressions over the last week

Who to follow · Refresh · View all

- WFIU News @WFIUNews Follow
- 89.1 WBOI @WBOI Follow
- Jason King @jking_iuh

IU Health Ball @IUHealthBall
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544 FOLLOWING 932 FOLLOWERS

TWEETS MEDIA LIKES

IU Health Ball @IUHealthBall
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Why should we use Twitter?

- It's FREE PR! 317 million users strong!
- It's quick
 - Access to this-minute news, blogs, info, ... gossip
 - Easy to share short, meaningful posts
- Build awareness of your cause
- Perfect for spreading live or event excitement
- Be a part of the conversation

Twitter has limits.

- Twitter handle – 15 characters
- Tweets – 140 characters
- Social Media algorithms determine who sees your tweets/posts
 - Filters out “salesy” or “commercial” tweets (they can make money on ads, so why would they show yours for free?)
 - Increased performance of tweets with photos & tweets that others are clicking on or retweeting

Should the HCA have a Twitter account?

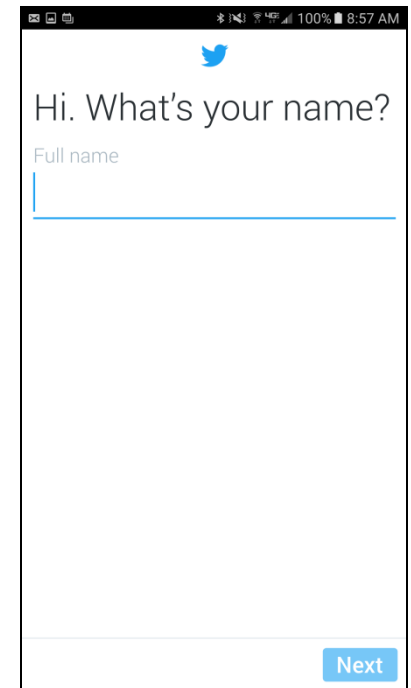
- Yes – a place to feed daily, meaningful content that others can retweet
- Yes – a page to store your website link, “about” and contact information
- No – somebody has to commit to feeding daily, meaningful content for the long-term
- No – if it isn’t going to be populated regularly, don’t do it because people will lose interest and unfollow it



Twitter Account Setup

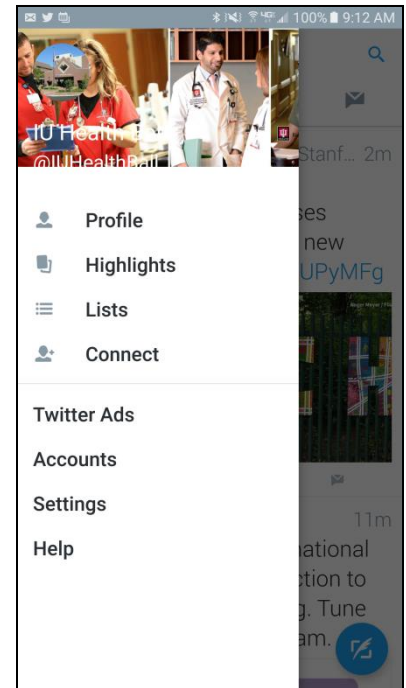
Twitter Account Setup

- Download the Twitter app
 - Google/Android Play Store
 - Apple iTunes
 - It's FREE
- Click “Sign Up” or “Join Twitter”
- Provide basic information
 - Name
 - E-mail address
 - Password

A screenshot of the Twitter mobile app's sign-up screen. At the top, there's a blue Twitter bird icon. Below it, the text "Hi. What's your name?" is displayed. Underneath, there's a label "Full name" and a text input field with a blue underline. At the bottom right, there is a blue button labeled "Next". The status bar at the top shows signal strength, Wi-Fi, 100% battery, and the time 8:57 AM.

Your Twitter Account

- Select a user name
 - Personal v. Professional
 - Recognizable
- Create your account
- Build your Profile
 - Add profile & cover photos
 - Bio, Location, Website
- Customize your Settings



Your Twitter Handle & Hashtag

- Handle - 15 characters maximum
- Hashtag – no character limit
- Recognizable / easy to think of
- Fewer handle/hashtag characters means more characters for the rest of the tweet
- Check to see if others are using the handle/hashtag during your brainstorm process
- Also use hashtags that help you join conversations (health holidays...)

Follow & Tweet

- “Follow” other Twitter users
 - @IU_Health, @IUHealthBall
 - Colleagues, Friends, Organizations
- You are ready to TWEET!
 - Click the new tweet bubble/icon
 - Limit of 140 characters
 - Use hashtags and account tagging
- Like, Retweet, Quote



Refine Your Twitter Account.

- Update your photos
- Change your user name
- Change settings/notifications any time
- Link your social media accounts
- Select a theme color



Twitter Tips

Be An Effective Tweeter.

- Tweet daily
- Use hashtags & mention/tag people
- Use photos and website links
- Retweet and like relevant tweets
- Time your tweets: early a.m., late p.m., Mon/Fri
- Join the conversation
 - Search topics by hashtag
 - Reply, retweet, mention



Need more help?

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