



The HealthTech Update

April 1, 2019

Courage to Tweet: Twitter Power Tips for [#SGIM2019](#)

Are you attending the [Society for General Internal Medicine's Annual Meeting](#) next month?

Center Director Dr. Bruce Rollman, Program Coordinator Julia Holber, and the [Division of Internal Medicine's Digital Writer Kaidia Pickels](#) offer tweeting advice in [this month's SGIM Forum](#). See the "Twitter Power Tips" below and [read the full article here!](#)

Why Tweet the Conference?



Form lasting connections. Following conference attendees and their research creates a relationship that extends beyond the conference.

Increase the impact of your research. Share your publications and gain followers to read and forward your work.



Provide and receive **real-time feedback**, engaging directly with speakers and conference organizers

Communicate new findings to colleagues, friends, and family back home.



Attract outsiders and the press. Attract the attention of academic journals and news-media platforms to amplify the event.

Before the Conference

1. Build an online community.
2. Announce your attendance.
3. Add your Twitter handle to presentations and posters.

At the Conference

4. Include the conference hashtag #SGIM2019.
5. Limit hashtags to two per tweet.
6. Add speakers' and institutions' handles.
7. Post photos- a picture is worth 1,000 characters!
8. Live-tweet talks.
9. Pose questions.
10. Retweet with comments.

After the Conference

11. Follow-up with attendees.
12. Review your analytics.

Follow [@HealthTechPitt](https://twitter.com/HealthTechPitt) and [@PittGIM](https://twitter.com/PittGIM) for more #SGIM2019 updates!

