



New To Social Media?

Here's How to Join the Conversation

More and more physicians are engaging on social media to stay abreast of trends, news and research in the medical profession. Some GI physicians are leading the way when it comes to sharing links to clinical resources and interesting news. For others, platforms such as Twitter are a way to network with other physicians and establish collaborative relationships and keep abreast of happenings at conferences such as the ACG Annual Scientific Meeting.

If you have been tentative about exploring social media, here are some practical tips to connect on the major social media channels: Twitter, Facebook, Instagram and LinkedIn.

Who's Who in GI on Twitter?

Certain ACG members have an active presence on Twitter. There is an article on the ACG Blog, "Social Media 101: Who's Who in GI on Twitter," which profiles GI specialists and other physicians who have an impact on GI and patient care. Explore this list at goo.gl/YrWkiL. You may see tweets from this group during the ACG meeting by exploring the #ACG2018 hashtag—a way to aggregate social media posts.

Harnessing the Hashtag in GI

A social media project for gastroenterology proposed a "hashtag ontology" to unify all hashtags and organize discussion on specific GI topics. In an article published in the Red Section of *The American Journal of Gastroenterology*, "Harnessing the Hashtag: A Standard Approach to GI Dialogue on Social Media," Dr. Austin Chiang, Dr. Bryan Vartabedian and Dr. Brennan Spiegel looked at social media as a communications tool in health care and presented what aims to be a comprehensive list of social media hashtags relating to GI diseases and disorders. Read this article at rdcu.be/vfbE.

Monitor and Share Insights Using Hashtag #ACG2018

The hashtag for the meeting is #ACG2018. Follow the hashtag by searching #ACG2018 on Twitter, Facebook and Instagram. Insert #ACG2018 into meeting-related posts on all social media platforms.

GETTING STARTED ON SOCIAL MEDIA

TWITTER

Sign Up: Sign up online at twitter.com. On the site, you can set up a username and password and add a photo and brief description to your profile.

Follow ACG: Visit twitter.com/AmCollegeGastro.


FACEBOOK

Sign Up: Sign up online at facebook.com. Once you have signed up, you can add to your profile a photo and background information that you feel comfortable sharing.

Follow ACG: Visit facebook.com/AmCollegeGastro.

INSTAGRAM

Sign Up: Download the "Instagram" app from your mobile phone's app store. Open the app, click "Sign Up," enter your information, and create a username and password.

Follow ACG: With the Instagram app open, click the  icon at the bottom of the screen. In the search bar, type "AmCollegeGastro." You will see the ACG logo pop up. Tap that logo and click "Follow."

LINKEDIN

Sign Up: Sign up online at linkedin.com. On the site, you can add a photo, your professional, educational, and volunteer experience, skills you possess, and more.

Follow ACG: Visit bit.ly/ACG-Linked-In and click "Follow."



GETTING STARTED WITH TWITTER

Adapted from support.twitter.com

If you've signed up for Twitter and are wondering how to get started or why you're here, this information is for you.

What is Twitter anyway?

Twitter is an information network made up of 280-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

How is it useful?

Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your homepage for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting—you can discover news as it's happening, learn more about topics that are important to you, and get the inside scoop in real time.

How to start using Twitter

1. DISCOVER SOURCES: Find and follow others.

It's best to begin your journey by finding and following other interesting Twitter accounts. Look for businesses you love, public service accounts, people you know, celebrities, or news sources you read.

2. CHECK YOUR TIMELINE: See what's happening.

Messages from those you follow will show up in a readable stream on your Twitter homepage, called your "Timeline." Once you've followed accounts of interest, you'll have new information to read each time you log in. Click hashtagged keywords (which are preceded by a "#") to view all Tweets about that topic.

3. TAKE IT WITH YOU: Connect your mobile.

Connect your account to your mobile phone or download a Twitter application to begin reading Tweets on the go.

How to start tweeting

Here are some good ways to start sending your own Tweets. People who are interested in what you have to say may follow you and they'll see all the Tweets you share with them.

1. BUILD A VOICE: Retweet, reply, react.

Use existing information (other people's Tweets) on Twitter to find your own voice and show others what you care about. Retweet messages you've found and love, or @reply with your reaction to a Tweet you find interesting. Tip: If you're a new user, others are more likely to find your messages if they are Retweets or @replies.

2. MENTION: Include others in your content.

Once you're ready to begin authoring your messages, consider mentioning other users by their Twitter usernames (which are preceded by the @ sign) in your Tweets. This can help you think of what to write, will draw more eyes to your message, and can even start a new conversation.