Twitter Cheat Sheet – Tweeting from a professional conference

Before you go:

- Follow peers / groups / journalists who will be at the conference or have an interest in or affiliation with the subject matter.

- Research popular hashtags related to the focus of the conference and use them when they make sense in your tweets, so that others on Twitter might discover you during the conference.

- Announce via your Twitter account that you will be tweeting from the meeting – give dates.

- Check on whether there is a social media policy in place for the conference you are attending – just to be safe and make sure you know the rules if there are any.

- Is there a hashtag (#) that will be used by the conference?

- Are there hashtags for particular sessions?

- Give your campus communications contact the dates you will be there they can retweet / help promote you ahead of time.

While you are there:

- If you are tweeting about someone or a group and start off with their Twitter handle at the very beginning of your tweet, make sure to add a “.” in front of the “@” otherwise, the only people that will see your tweet are people who follow BOTH you and the person you’re are mentioning. So for example, your tweet should look like this: “.@MUSC_COM is having a great #medschool admissions Twitter chat on 6/17.”

- Give credit where credit is due – If you are Tweeting from someone’s presentation, be sure to attribute (using their Twitter handle if they have one).

- Include pictures when at all possible, but be sure they are not copyrighted material and that they are appropriate especially if your conference attendance is university sponsored.
• Mention people you are with, the name of the conference, etc. to build a community around your tweets.

• Are you presenting at the conference? If so, be sure to include your Twitter handle on your first and last slides.

• Consider using a platform like Tweetdeck or Hootsuite to make it easier to keep track of all activity related to your account such as mentions, retweets, “favoriting”, etc. It’s like a nice dashboard for Twitter.

A word of caution about social media

  o Remember that you are attending conferences in a professional capacity and representing MUSC, a state entity.

  o It is important that you carefully consider pictures and comments you post to ensure that they are appropriate and fall within MUSC social media guidelines.

  o Often social media posts do not tell the whole story behind a picture, so even if you paid out of your own pocket for an upscale dinner, you could inadvertently send the wrong message to someone who may view your post.

  o Always be mindful of conflict of interest and be sure to review the guidelines before engaging in social media if you are identifying yourself as a representative of MUSC in any way.

*The MUSC Social Media Guidelines* ([http://goo.gl/I16fxu](http://goo.gl/I16fxu)) are available for you to review and are periodically reviewed and updated by members of the Communications Council Social Media Subcommittee.

*July, 2015*