

#iAOD16

Twitter at #iAOD16

ReGen and APSU at SHARC are encouraging attendees at the seminar to use Twitter to share what is said (and their own responses) with people outside the venue. We have been promoting the event to our followers, so there will be a significant national and international audience following the proceedings.

Live tweeting (sending tweets from an event as it is underway) is a great way to include people who are unable to attend an event and expand the potential impact of what is discussed/presented there. It also provides participants with an extra level of interaction – allowing people to discuss what is being said, while it is being said. If you (or others following the **#iAOD16** stream) raise a question during discussion, it can be raised with the panellists during question time.

We will have a live 'Twitter wall' projected during the seminar so everyone in the audience can see the discussion that occurs using the **#iAOD16** hashtag.

What is Twitter?

Twitter is a service for people to discuss topics and share ideas (and cat videos) through the exchange of quick, frequent messages. People write short updates, called 'Tweets' of 140 characters or fewer. If it helps, think of a tweet as a very short, potentially very public email.

How do I use Twitter?

It's easy – sign up for a free account by visiting www.twitter.com, choose a username and password, and you're ready to go! Once you've set up your account, compose your first message, hit the Tweet button and you're away. You can search by keyword or hashtags to see what's being said on a particular topic.

'Following' a twitter account gives you direct access to their tweets. For starters, follow a few people/organisations you know of and see what they have to say.

To follow ReGen, search for **@ReGenUC** or **@APSUonline** on Twitter, then follow us. Easy.

What are hashtags?

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was developed as a practice by Twitter users to help categorise tweets and search for content. Hashtags are a great way to follow a particular conversation, issue or event on Twitter and other social media platforms.

The hashtag for the Innovation Seminar is **#iAOD16**. Open a search in Twitter for this hashtag and you will see all the tweets from the day. Refreshing the search will enable you to keep up with new tweets as they are posted. You can share them, add your comments, or just keep an eye on what others are saying.

The hashtag has been registered with Symplur's Healthcare Hashtag Project, which means you can see an analysis of all activity using **#iAOD16** here: <http://www.simplur.com/healthcare-hashtags/iaod16/>.

Over to you

Please join us in the conversation or let us know if you have any questions you would like answered by the panel. Just remember to use include **#iAOD16** in your tweets!

If you're posting about the event to other social media platforms (like **Instagram**, **Facebook** or **LinkedIn**), don't forget to use the **#iAOD16** hashtag (or tag us in the post) so we can find it!



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