Disclosure to Participants

• Notice of Requirements For Successful Completion
  – Please refer to learning goals and objectives
  – Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours

• Conflict of Interest (COI) and Financial Relationship Disclosures:
  – Christopher Snider – Employee: Symplur.

• Non-Endorsement of Products:
  – Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with the educational activity

• Off-Label Use:
  – Participants will be notified by speakers if any product used for a purpose other than for which it was approved by the FDA and/or CDR.

The Social Network

What Is Twitter?

• Twitter is an online communication platform whose users share status messages using no more than 140 characters.

• “It’s sharing in snippets; it’s microblogging. It’s borderline annoying because you end up completely over sharing, but it’s a very unique, very real-time, very insightful way of connecting with people.”

Anatomy of a Tweet

Excited to share my perspective on social media and some fun data about #diabetes, #type1diabetes, and #type2diabetes with [AADE2015].
About That Hashtag

- “The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.”

About That Hashtag

Examples: #diabetes, #dsma, #sparearose, #aade15
- Find like-minded people
- Easy search method
- Participate in a larger discussion
- Find out what’s going on at a concurrent #AADE15 session

Where Does Symplur Fit In?

- The Healthcare Hashtag Project is a database of tweets that have used one of ~7,000 hashtags made searchable to the public.

Diabetes-related Hashtags

- #sparearose
- #dayofdiabetes
- #dsma

#sparearose

- Total Participants: 732
- Total Impressions: 9,179,937
- PWD Participants: 321 (43.9%)
- PWD Impressions: 5,825,580 (63.5%)

#sparearose

- #sparearose Tweet Activity Chart
Where Do You Fit In?

1. Retweet
2. Join the Fun
3. Recommend*

With over 143,265,675 impressions in the past year from 3,483 people, 
- 61,204 total tweets recorded, ~1,100 tweets per week.
- Participants are located around the world, from all 50 states, and 101 countries.
- ~500 of top 1,200 participants are patients.
- ~103 of top 1,200 participants are caregivers or advocates.
- ~56 of top 1,200 participants are HCP.

Tonight's topic: Seeking help. This topic covers seeking help with anything diabetes-related: Tech, diet, support—anything.
Q: How does it feel when you ask for help?
Or when you think about asking for help?

#dsma
#aade15

References

- Slide 7. https://support.twitter.com/entries/49309-what-are-hashtags-symbols
- All Twitter data referenced comes from Symplur, LLC and Symplur Signals Reporting

Thank You

- All of my slides, data, and a how-to guide to #dsma participation can be found at http://snider.io/aade2015