Demystify Twitter and Become a Tweeter: A Hands-On Workshop

#AADE16

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Disclosure to Participants

Notice of Requirements For Successful Completion

Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours.

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Presenter: Melissa Joy Dobbins, MS, RDN, CDE – No COI/Financial Relationships to disclose related to this presentation.
Presenter: Bennet Dunlap, MSHC – No COI/Financial Relationships to disclose related to this presentation.
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Why should I care about advocacy?
Who is speaking for you?

AADE members want to advocate for their patients and their profession.

Lobbyists

Illinois - 1,636
California – 1,760
Montana – over 450
Massachusetts – over 1,700
Georgia -980
Washington State – over 960

Background: Why is this bill important?

- In 1997, Congress created the DSMT benefit. The statute defines a DSMT provider as a physician or other Medicare provider.
- The term ‘diabetes educator’ was not included and does not exist today in the Medicare statute. So, a ‘certified diabetes educator’ is not considered a provider, for purposes of reimbursement.
- Diabetes care has evolved since 1997: smaller, community-based settings. AADE now recognized by CMS as an accrediting body.

What does this bill do?

Amends title XVIII (Medicare) of the Social Security Act to recognize state-licensed or -registered certified diabetes educators or state-licensed or -registered health care professionals who specialize in teaching individuals with diabetes to develop the necessary skills and knowledge to manage the individual’s diabetic condition and are certified as a diabetes educator by a recognized certifying body.

Why engage on Twitter?

Every year, PWD/caregivers spend...
Barriers to engaging on twitter
• The elephant in the room
  – Time
  – Skills
  – Value/ROI

The BIG Why?
• Build our brand, your brand or business

How Twitter Can Help Your Business
• Generate leads
• Build awareness
• Create a positive opinion

The BIG Why?
• Build a community
• Provide support
• Build thought leadership

The BIG Why?
• Exchange timely info
• Provide support and inspiration

The BIG Why?
• Connect and engage – global reach
Twitter “netiquette”

Share meaningful, actionable information

Know your audience

“DEFINE YOUR NICHE AND FOCUS ON BEING SOMETHING TO SOMEBODY.”

Stories are engaging because they connect to emotions

Find Your Voice

Let your personality shine through

They blinded me with science!

Avoid sharing confusing or misleading information
Read it before you tweet it

Professional vs Personal
• No Kardashians

Adhere to ethics and policies

Support other HCPs on social media

Mayo Clinic’s 12 Word Policy
Don’t Lie, Don’t Pry,
Don’t Cheat, Can’t Delete
Don’t Steal, Don’t Reveal
Dealing with “haters”

Know Your Enemies: Respond with science or Radio silence

Twitter 101

How to create a Twitter account

https://twitter.com/

How to follow
Who to Follow

- @AADEdiabetes @HopeWarshaw
- @MelissaJoyRD @BadShoe
- @AskManny
- @AADEinPA @AADEinNY
- Everyone at your Table Now.
- http://diabetespac.org/aade/twitter/

Examples

Hashtags

- What are they?
- A few to follow
  - #AADE2016
  - #DSMA
  - #DiabetesEd4All

Best Practices: Crafting Your Message

- 140 characters maximum
- Acronyms (i.e. AADE) when possible
- Shorthand—but keep clear
- Integrate hashtags
- Tag accounts
- Use links
- Add pictures/videos

Now that you are on Twitter... ADVOCACY 101
Why Do I Do This?

Connor

Barriers to Advocacy

• Who, What, Where, When, How, Message
• Having a life. (clearly Bennet doesn’t)

No Barriers to Advocacy

www.DiabetesPAC.org/AADE

Hope Advocates on Twitter [You can too!]

Connor

Delaney
Workshop

- Time: 30 minutes (table work and Q&A)
- Action: Choose one person at your table to lead the discussion/activity and report out
- Utilize: Handout to walk through suggested steps

Write Out Your ACTION PLAN

1. What do you hope to achieve with twitter (or social media in general)?
   What do you want to promote? (yourself, your brand, your business, your program/facility, your materials, AADE, advocacy, etc.)?
2. How much time are you able to or want to commit to twitter (or social media in general)? Consider per day, week or month. Think about when you’ll fit this into your work/life.
3. What is your timeframe to accomplish your goals?