Using Social Media to Pursue and Promote Your Professional Agenda

Faculty Focus Workshop Series

November 5, 2021

@RodneyRohde
@txst_CLS
@txst_THR
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TEDx Speaker & Global Fellow – Global Citizenship Alliance

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Regents’ Professor, Texas State University System
Associate Director, Translational Health Research Center
Honorary Professor of International Studies
Past President, Texas Association for CLS

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Texas State website: http://rodneyerohde.wp.txstate.edu/
Overview

This interactive workshop will explore how social media can be used as a professional means to positively impact your teaching and scholarship as well as the integration of these two areas. There are unique challenges and ethical issues to consider. The presenters will share their knowledge of best practices, their own success stories, and their advice on lessons learned in regard to both conducting research via social media and leveraging social media as a platform to disseminate research to a wider audience.

The speakers will be available after the workshop for consultation.
Disclaimers

- I do not consider myself an expert of social media and you might notice I am NOT a YOUNG PERSON.

- I consider myself a “generational hybrid!”

- Wait, what the heck is that….it’s my definition.
Why We Use Social Media

- Communication
- Building *relationships*
- Reputation management
- Corporate social responsibility
- Customer service
- Information
- Entertainment
- **BRANDING**

*In your teaching & research and for me – as Promoter / Advocate of other research via @txst_THR & txst_CHERR Associate Director [ Translational Health Research Center ]*
 Platforms

- LinkedIn
  - Professional network connecting 65+ million members from 170 industries.

- Twitter
  - Microblogging platform with messages in 140 characters or less.

- Facebook
  - Social networking site with 400+ million users.
  - Connects friends, family, business associates.
  - Used by companies to connect with customers.

- Instagram
  - Image-based platform.
  - 200 million monthly active users.
  - Used by individuals and brands alike.
Platforms

- **Snapchat**
  - As of May 2015, the app's users were sending 2 billion photos and videos per day, while Snapchat Stories content was being viewed 500 million times per day. In November 2015 the number reached 6 billion sent videos per day.

- **YouTube**
  - *YouTube* is a video-sharing website.
  - The service was created by three former PayPal employees in February 2005.
  - In 2006, it was bought by Google for $1.65 billion.
  - The site allows users to upload, view, rate, share and comment videos.

- **ResearchGate**
  - ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. It is the largest network for scientists, research professionals and affiliated people.
  - Academics in the audience?

SO many more….. Tik Tok, etc.
Know Your Audience

- Facebook is usually about “what happened yesterday, or in the past.”

- Twitter is REAL TIME.

- LinkedIn is a living CV and/or resume that needs to be engaging AND accurate/current.

- Snapchat is for “story-telling” through images and video.

- Understand your intent from both an audience perspective but also “how your choice of social media” is viewed by that audience.
Build Your/Our Profile

Using Social Media to Build our Brand
It’s about building relationships

- Building a social media “brand” or following is about relationships
- Think of a post as a way to influence others’ understanding about our profession
- When I gain a new follower, I thank them
  - I also check in with them at a later date to see what they are up to
- When I gain a new follower, I look for opportunities to promote their work – treat #SoMe just like you would “in person” opportunities
- Listen 1st, respond, be personal / show your human side / #TellYourStory
Texas State 🟠 @txst • Jul 15
#TXST's Dr. @RodneyRohde, chair & professor of clinical laboratory science, puts face mask use to the test & shows how important they are in the battle against COVID-19. Bobcats, don't forget to know respect & show respect. #TXSTRespect

Rodney E. Rohde, PhD "Doc R" 🇺🇸 @RodneyRohde • Oct 20
CC @TxStateResearch @txst_THR @MMVillagran @akroundtree @TxStateEngineering @TXStateAnthro @txstCS @TXST_COERO @TXSTGradCollege

Leslie Rissler @ljrissler • Oct 20
*Super excited to announce the NEW NSF Mid-Career Advancement (MCA) program with participation across five directorates: BIO, GEO, ENG, EHR, SBE. Solicitation NSF 21-515 with target date of 1 Feb 2021*

nsf.gov/funding/pgm_sus...

Show this thread

TXST News @bst_news • Oct 14
#COVID19 testing laboratories are facing staff shortages and are grappling to find solutions to address labor shortages and prevent employee burnout. Dr. @RodneyRohde, @TXST_CLS professor and chair, comments on the predicament. vis @WSJ

Help Wanted at Covid-19 Testing Labs
The coronavirus pandemic has heightened longstanding labor shortages in America’s clinical laboratories.

wsj.com
It’s about building relationships

*Rodney E. Rohde, PhD "Doc R"* @RodneyRohde · Oct 15

BOOM!

#ResearchWithRelevance at #TXST @TxStateResearch @TXSTGradCollege

Congratulations to all @TXStateAnthro

Learn more about our #BigIdeasTXST research.txstate.edu/our-research/a...

*TXST News* @txst_news · Oct 15

Three @TXStateAnthro doctoral students have received Graduate Research Fellowships from the National Institute of Justice (@OJPNIJ). Emilie Wiedenmeyer, Mariah Moe and Petra Banks each received $150,000 awards. #TXST @TXSTGradCollege ow.ly/hq6Y50BTfup

*Rodney E. Rohde, PhD "Doc R"* @RodneyRohde · Oct 18

#TXSTNEXT is NOW with @txst_THR #txst_THR CC- @MVillagran @TXSTProvost

#ResearchWithRelevance in a time of need! @txst @txstrcc #resilience #economy #health #research #TXST 🐭❤️

*Community Health and Economic Resilincy Research* @! · Oct 18

Learning how to increase inclusive tech talent in Central Texas from Mayor Cooper and Nashville business leaders.
LinkedIn

Strength: Networking, networking, and networking!

Tips:
1. Round out your image by including all of the experience on your resume, relevant keywords and skills, accomplishments and Web links.
2. Establish a professional image by using a career-appropriate headshot photo and a headline
3. Follow companies and organizations you’re interested in and join relevant groups


- Use appropriate/professional photos
- Sell yourself and/or organization with catchy keywords
- Compelling story about profession
- Engage others with projects / images / video
- Professional skills, projects, credentials, etc.
- Pay attention to similar groups & colleagues
Mr. Kuro Tawil ('12)
alumni.bstate.edu • 1 min read

1

Happy to help... Inspiring... I think this is... Keep it up...
Dr. Rodney E Rohde, SV, SM, MB (ASCP), FACSc.
Professor, Chair, and Research Dean; Global Fellow; Texas State Honorary Profes...
19h • 9

#WeSaveLivesEveryday in the #MedicalLaboratory! What are you doing to Raise the
#Visibility of the medlab profession? #Lab4Life #IamASCLS #ASCPSoMeTeam

American Society for Clinical Laboratory Science
3,200 followers
20h • 9

Sign up for an #ASCLS webinar on how to promote the profession through social
media. Volunteer for the ASCLS booth at the USA Science Festival in Washington,
DC. Apply for the I. Dean Spradling Graduate Research Grant, register for CLEC
2020, and more. Read the latest issue of Society News Now: https://lndk.in
/eeva_QF #LaboratoryMedicine

Society News Now - October 2019
ascls.org

Reactions

Like Comment Share
LinkedIn Publishing

- A way for members to contribute professional insight
- Long-form content becomes part of your profile
- Searchable on and off LinkedIn
- Added to Pulse section (if content is relevant)
Publish a professional Blog using the “Linkedin”
- Write an Article - Tool

Headline

Write here. Add images or a video for visual impact.
Our Darkest Hour: Las Vegas Mass Shooting

Published on December 22, 2017

Dr. Rodney E Rohde, SV, SM, MB (ASCP), FACSc, Professor, Chair, and Research Dean; Global Fellow; Texas State Honorary Profess... See More

21 articles

Published from main article at: https://infectioncontrol.tips/2017/12/21/our-darkest-hour-las-vegas-mass-shooting/

Abstract

In times of tragedy, people have to band together to work towards one cause. In this article, a medical laboratory professional describes her experiences during a recent catastrophic event in Las Vegas that required coordination from not just front-line healthcare workers but also the medical laboratory professionals that helped to coordinate the treatment of the victims. The rigorous training of the laboratory professionals meant that even amidst all of the chaos everyone was receiving the appropriate treatments and reducing the 'guess work'...
Instantaneous, real-time information without barriers.

**Strengths:** Short amount of time to influence who/what we are! Connect with your people, follow thought-leaders and organizations, share content you curate or create, linkage to other SM.

**Tips:**

1. Show knowledge and interest in your field by tweeting links to relevant articles, infographics, videos and self-published content.
2. RT (retweet), MT (modified), reply & DM to establish connections.
3. Search and follow hashtags relevant to your industry! #lab4life
4. Follow leaders in your industry.

https://twitter.com/RodneyRohde

- Imagery
- More “followers vs. following”
- #RelevantHashtags
- Analytics
## Getting started – the basics

@RodneyRohde
@TXST_CLS

### Table 1. How to Get Started on Twitter

<table>
<thead>
<tr>
<th>Step</th>
<th>Instruction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Create a profile at <a href="http://www.twitter.com">www.twitter.com</a>.</td>
</tr>
<tr>
<td>2</td>
<td>Create a short user name; avoid underscores, dashes, and symbols.</td>
</tr>
<tr>
<td>3</td>
<td>Upload your photo so others can associate your name with your photo.</td>
</tr>
<tr>
<td>4</td>
<td>Write a short description of yourself. Identify yourself as a physician, pharmacist, nurse, or healthcare provider. Be creative.</td>
</tr>
<tr>
<td>5</td>
<td>Follow other healthcare providers who have interesting tweets.</td>
</tr>
<tr>
<td>6</td>
<td>Follow infectious diseases organizations.</td>
</tr>
<tr>
<td>7</td>
<td>Follow medical journals.</td>
</tr>
<tr>
<td>8</td>
<td>Send your first tweet.</td>
</tr>
</tbody>
</table>
How to Tweet & RT

- You have a 140 (280 for some) Characters (Includes text, spaces, images & web URLs)
  - Twitter will count the characters for you
  - If you go over the limit, try using abbreviations or rephrasing some of your sentences
  - Links & images take up 20 characters
- Twitter's retweet feature allows you to repost other people's tweets so your followers can read them too
Going “viral” is a real thing – it’s not just for science!
Twitter Shorthand

- RT – Retweet; MT – Modified Tweet
- # - Hashtag
- @ - Tweet directed to specific user
- .@ - Tweet directed to specific user that your followers can see
- Twitter chat

Top Influencers of #MedLabChat

@RodneyRohde @medlabmaria @calimccammon @MedLabMaven @DaxtonMr sympliur.com/healthcare-has... via @syplur

The #MedLabChat Influencers

<table>
<thead>
<tr>
<th>Top 10 Influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>@medlabmaria 106</td>
</tr>
<tr>
<td>@haushena 91</td>
</tr>
<tr>
<td>@mblander 96</td>
</tr>
<tr>
<td>@madison_ieltski 85</td>
</tr>
<tr>
<td>@ebouch 60</td>
</tr>
<tr>
<td>@bridie_peach 40</td>
</tr>
<tr>
<td>@calimccammon 77</td>
</tr>
<tr>
<td>@MedLabMaven 65</td>
</tr>
<tr>
<td>@NolesSoubha 61</td>
</tr>
<tr>
<td>@RodneyRohde 58</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prolific Tweeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>@medlabmaria 63</td>
</tr>
<tr>
<td>@RodneyRohde 56</td>
</tr>
<tr>
<td>@mblander 18</td>
</tr>
<tr>
<td>@madison_ieltski 11</td>
</tr>
<tr>
<td>@ebouch 3</td>
</tr>
<tr>
<td>@MedLabMaven 1</td>
</tr>
<tr>
<td>@Ritchisavena 4</td>
</tr>
<tr>
<td>@haushena 4</td>
</tr>
<tr>
<td>@madison_ieltski 1</td>
</tr>
<tr>
<td>@ebouch 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>@RodneyRohde 165.3K</td>
</tr>
<tr>
<td>@medlabmaria 96.9K</td>
</tr>
<tr>
<td>@calimccammon 56K</td>
</tr>
<tr>
<td>@MedLabMaven 81K</td>
</tr>
<tr>
<td>@DaxtonMr 42K</td>
</tr>
<tr>
<td>@KreatorMD 3.9K</td>
</tr>
<tr>
<td>@Ritchisavena 47K</td>
</tr>
<tr>
<td>@haushena 4</td>
</tr>
<tr>
<td>@madison_ieltski 1</td>
</tr>
<tr>
<td>@mblander 1.4K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>291.081K Impression</td>
</tr>
<tr>
<td>198 Retweets</td>
</tr>
<tr>
<td>22 Likes</td>
</tr>
<tr>
<td>9 Faves</td>
</tr>
</tbody>
</table>

Twitter data from the #MedLabChat hashtag from 20x, October 15th 2020, 800AM to Tue, October 20th, 2020, 9.00AM (America/Chicago) - Sympliur.

symplur
# METRICS for leverage!

## The #ASCP2021 Influencers

<table>
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</tr>
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<tbody>
<tr>
<td>@ASCP_Chicago 100</td>
<td>@KMirza 619</td>
<td>@KMirza 9.4M</td>
</tr>
<tr>
<td>@KMirza 94</td>
<td>@RodneyRohde 577</td>
<td>@ASCP_Chicago 5.9M</td>
</tr>
<tr>
<td>@RodneyRohde 76</td>
<td>@ASCP_Chicago 317</td>
<td>@RitchaSaxena 2.3M</td>
</tr>
<tr>
<td>@odie0222 74</td>
<td>@MelissaUpton7 220</td>
<td>@RodneyRohde 2.0M</td>
</tr>
<tr>
<td>@cullen_illey 72</td>
<td>@KGoldabMLS 207</td>
<td>@MelissaUpton7 746.6K</td>
</tr>
<tr>
<td>@NicoleJacksonMD 70</td>
<td>@daminenmd 166</td>
<td>@cullen_illey 308.0K</td>
</tr>
<tr>
<td>@KGoldabMLS 69</td>
<td>@RitchaSaxena 159</td>
<td>@KGoldabMLS 260.8K</td>
</tr>
<tr>
<td>@ThatLabChick 68</td>
<td>@ThatLabChick 142</td>
<td>@smlungpathguy 245.4K</td>
</tr>
<tr>
<td>@MelissaUpton7 58</td>
<td>@odie0222 131</td>
<td>@ThatLabChick 245.3K</td>
</tr>
<tr>
<td>@Klowsanford1027 67</td>
<td>@MelissaHoganMD 125</td>
<td>@DrFNA 217.0K</td>
</tr>
</tbody>
</table>

## The Numbers

- Impressions: 25.897M
- Tweets: 4,799
- Participants: 524
- Avg Tweets/Participant: 7
- Avg Tweets/Participant: 9

Twitter data from the #ASCP2021 hashtag from Thu, September 30th 2021, 12:05PM to Sat, October 30th 2021, 12:05PM (America/New_York) - Symplur.
METRICS for leverage!

We are already looking forward to #ASCP2022 in Chicago @ASCP.Chicago for the #ASCP100 year Celebration!

Let’s shoot for 30M+ Impressions! #StrongerTogether

That’s a wrap! An amazing #ASCP2021 with tremendous #socialmedia engagement - kudos to the #ASCPSoMeTeam for >25M impressions and almost 5000 tweets! Let’s continue the #strongertogether conversations as we gear up for #ASCP2022 #ASCP100

cc: @daminermd @Blair_Holladay

Show this thread

The #MedLabChat Influencers

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</tr>
<tr>
<td>@RodneyRohde 77</td>
<td>@medlabmaria 27</td>
<td>@medlabmaria 45.9K</td>
</tr>
<tr>
<td>@ASCLS 70</td>
<td>@TXST_CLS 8</td>
<td>@ASCLS 19.7K</td>
</tr>
<tr>
<td>@ASCP_Chicago 70</td>
<td>@CockettJonathan 7</td>
<td>@CockettJonathan 7</td>
</tr>
<tr>
<td>@CockettJonathan 7</td>
<td>@medlabcommunity 5</td>
<td>@medlabcommunity 5</td>
</tr>
<tr>
<td>@medlabcommunity 5</td>
<td>@ClaudeRector 1</td>
<td>@ClaudeRector 1</td>
</tr>
<tr>
<td>@Hollancerts 55</td>
<td>@KG_RodinPhD 3</td>
<td>@KG_RodinPhD 3</td>
</tr>
<tr>
<td>@RichardRohde 45</td>
<td>@OVSScientific 11</td>
<td>@OVSScientific 11</td>
</tr>
<tr>
<td>@metmiltenre 40</td>
<td>@BDSci 3</td>
<td>@BDSci 3</td>
</tr>
<tr>
<td>@CarlodeRoTo 49</td>
<td>@metmiltenre 3</td>
<td>@metmiltenre 3</td>
</tr>
</tbody>
</table>

The Numbers

- 376,537K Impressions
- 43 Participants
- 170 Tweets

Twitter data from the #MedLabChat hashtag from Mon, May 10th 2021, 9:00AM to Wed, May 12th 2021, 9:00AM (America/Chicago) - Symplyur.

Top 10 Influencers is determined by the SymplurRank algorithm.
TIPS & TRICKS FOR A PERFECT TWEET

CALL TO ACTION
Motivate your readers to engage with your content

Feel free to put emphasis on certain keywords by using square brackets "[]".

HASHTAG will introduce your tweet in the realm of potential followers, so choose them wisely.

TIP: Use maximum 2 hashtags per tweet, more than that will be considered spam.

TIP: Avoid slang and abbreviations. You can simply say "I think..." instead of AFAIK that stands for "As Far as I Know".

For more elegant looking tweets try to SAVE SPACE as much as possible, for example you can replace "and" with "&".

100 CHARACTERS

TIP: Avoid capitalizing words, unless you want to look as if you’re shouting.

TIP: Use link shortening services (e.g. goo.gl or bit.ly) to create better looking links, by keeping the length under 20 characters.

20 CHARACTERS

Link your tweet to a source - website, blog, social media and make sure it’s worth a click.

20 characters RETWEET SPACE

To make your tweet more retweetable LEAVE EMPTY SPACE, around 20 characters that can be used for additional content or mention.

Dedicate few more moments to the WRITING, with perfect spelling and grammar your TWEET will be more readable and more influential.

Instagram Video Vs. Vine #Infographic Discover the most interesting Facts & Figures http://goo.gl/tUvSy [blog]
Facebook

Strength: Stay current with friends and family but can also be used for professional networking and brand building. Average of ~ 1 billion daily active users ~83% actually outside of the US and Canada.

Tips:
1. Do you have a private, personal account? Maybe start a separate professional account that is public.
2. Network by “liking” Facebook professional and alumni organizational pages, and request to join relevant groups.

https://www.facebook.com/txstate.cls/

At a recent Social Media presentation I attended, the speaker said “FB is for what happens yesterday, Twitter is for Right Now.”
**YouTube & Powtoon**

**Strength:** Allows one (or an entity) to share engaging content via video. Tells a story in a way characters on a webpage, etc. just can’t do.

**Tips:**
1. Anyone can promote our profession! You can upload school videos, student projects, and other appropriate content.
2. Create contests or other venues for professionals or students to be creative and use those Smartphones!
3. Don’t forget that industry, university and other stakeholders may have great video to share that has been produced professionally – but, get permission!

https://www.youtube.com/watch?v=jnpdmHi50rc

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**Powtoon has been used effectively by our faculty for telling “who we are, what #WeDo” and why #WeMatter to general audiences.**

https://www.youtube.com/watch?v=Tn-fAs52MbQ&feature=youtu.be
Blogging, and other things…

Find **YOUR VOICE** by Blogging, #Podcasts, #Videocasts, Institutional Expert for a #MedicalLaboratory topic (e.g. #Rabies, #MRSA, for me) or writing articles! #Visibility

- Elsevier Connect - [https://www.elsevier.com/connect/the-hidden-profession-that-saves-lives](https://www.elsevier.com/connect/the-hidden-profession-that-saves-lives)
- [https://www.elsevier.com/connect/8-things-you-may-not-know-about-rabies-but-should](https://www.elsevier.com/connect/8-things-you-may-not-know-about-rabies-but-should)
  - MAJOR viral story – Led to a book invitation via Elsevier
- [https://www.researchgate.net/profile/Rodney_Rohde](https://www.researchgate.net/profile/Rodney_Rohde)
- Don’t underestimate great webpages! They are still important in Social Media!

http://www.health.txstate.edu/cls
http://rodneyerohde.wp.txstate.edu/
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT

FACEBOOK  I LIKE DONUTS

FOURSQUARE  THIS IS WHERE I EAT DONUTS

INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE  HERE I AM EATING A DONUT

LINKEDIN  MY SKILLS INCLUDE DONUT EATING

PINTEREST  HERE'S A DONUT RECIPE

LAST FM  NOW LISTENING TO "DONUTS"

G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Don’t take forever to finish your PhD — or join the ranks of ABDs. Here’s advice from a professor who did his in four years while on the faculty of Texas State University.

10 tips to finishing your PhD faster
www.elsevier.com

What they don’t always tell you before you sign up for graduate school

Sameh Morad, Rose Alinda Alias, Pungky Nanda Pratama and 40 others like this.

AcademicPub He met an incredibly difficult challenge, but it dearly paid off! Thanks for sharing his advice!
6 hours ago · Unlike · 1

Juan Pablo Tapia Azucena Arellano 😞
4 hours ago via mobile · Like

Elsevier Thank you, AcademicPub!
4 minutes ago · Like

The hidden profession that saves lives
www.elsevier.com

Medical Laboratory Science (also called Clinical Laboratory Science) is one of the most under-recognized health professions — with excellent job prospects

Rodney E. Rohde, PhD @RodneyRohde · Feb 26
And, the medical lab matters in regards to #EIDs first line diagnostics & dgx → elsevier.com/connect/the-hi... #lab4life

CDC NCEZID @CDC_NCEZID
New! Read CDC Public Health Matters blog posts about emerging #infectiousdisease go.usa.gov/cVFhd
Gene Bourgeois @TXSTProvost - 53m
We've all heard the phrase "herd immunity," but what does it really mean, especially in reference to COVID-19? #TXST's @RodneyRohde and a colleague from the University of North Carolina discuss the basics of herd immunity and why it matters:

theconversation.com
What is herd immunity? A public health expert and a medical laborato... Vaccination campaigns like the ones that eventually eliminated polio and measles in the United States required decades of education and ...
It's not everyday #PublicHealth / #MedicalLaboratory professional and advocate....this one is Special!

Former CDC Director, Tom Frieden Giving our Profession and Professionals some Awesome Recognition with a shout out and link to my recent Forbes article! Thank you Sir and Thank YOU for all you do for our professions!

#WeSaveLivesEveryday in the #MedicalLaboratory #MLMP #LabWeek #ASCPSoMeTeam #Lab4Life #Labucate #ASPCMPLPW21 #IamASCLS American Society for Clinical Laboratory Science ASCP American Society for Microbiology APHL Off the Bench Association of Public Health Laboratories (APHL) American Medical Technologists - AMT

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Dr. Tom Frieden @DrTomFrieden · 20h

In the US, medical laboratory professionals have done more than 400 million Covid tests—that’s on top of all the other lab tests they provide every day. This week, we recognize these important health workers. #LabWeek

@RodneyRohde

Who is doing all those COVID-19 tests? Why you should care about me...
The pandemic is placing strain not just on doctors and nurses but the medical laboratory professionals who conduct the billions of medical ...

🔗 theconversation.com
Who's Really Using Social Media?

- Since the start of the global pandemic:
  - 25 invited articles
  - 160+ interviews (articles, podcasts, video podcasts, Facebook “live” shows)
  - 15 invited webinars, presentations, Keynotes

- National / International Subject Matter Expert – R. Rohde > #1 TXST media placements (# of stories) and Reach / Visibility
Final thoughts….

- As you build your #SoMe profile….
  - Be consistent in messaging
  - Be consistent in hashtags - #IamASCLS #WeSaveLivesEveryday #Lab4Life #Labucate #Labvocate #ASCPSoMeTeam
  - Be willing to cross-fertilize with other #MedicalLaboratory professionals – I interact with #pharmacy / #PublicHealth b/c of my interest in #AntibioticResistant #HAIs.
  - Use your Twitter handle, Linkedin, Facebook addresses on your professional presentations (like I did in this webinar), your business cards, your email signatures, and elsewhere so others can follow you (and don’t forget to follow back and thank them)
  - Be professional but have fun! It’s okay to be provocative with questions, etc…HIGHLIGHT the #Visibility of our profession, your institution, etc….SYNERGY!!
  - Interact with others in our @ASCLS and other medical professionals (and related) organizations! – YOUR ORGS!
  - HAVE FUN!
  - Check out our RESOURCES


3. Mashable’s Twitter Guide Book – This comprehensive (although dated) guide gives you a full understanding of Twitter’s features and trends. While you’ll get a good perspective on most issues, it leaves out some of the most up-to-date features. Download PDF or Web version.

4. Moz’s Guide to Twitter – Moz has a great guide to social media, including a chapter that’s all about Twitter. It provides some fun trivia about Twitter, and then walks you through strategies and tactics.

5. MakeUseOf, The Complete Twitter Guide – If you want to dive in deeper, MakeUseOf has a helpful guide to Twitter. It’s 40 pages long, so you’ll get a lot of information.

6. Twitter, Getting Started with Twitter – There’s no better source from which to learn Twitter than Twitter itself. It has a helpful Getting Started Guide.
