"Peering into the Looking Glass": Professionalism and Professional Identity Formation in Health Professions Education

#MCGConf2021PIF

February 23-25, 2021

Twitter Presenter's Guide

Basics of Tweeting:

1. First, you need to sign up for a Twitter account, which you can do easily at www.twitter.com.
2. If you are new to Twitter, please visit their *Twitter Basics* page that provides a glossary of Twitter terms, how to tweet, how to create a thread, how to reply and mention, and how to retweet.

Your Twitter Presentation:

- Each individual is responsible for presenting their own presentation from their personal Twitter account. The @AUG_EII Twitter account will introduce each paper and retweet the presentations given on individual accounts.

Plan Ahead:

- It is strongly recommended that you plan your tweets ahead of time in a separate document. Have your text and media organized and ready to go so that your presentation goes seamlessly.

How to Tweet Your Paper:

- Each paper will be allocated a thirty-minute timeslot. Participants will present their papers in the first 15 minutes and the second 15 minutes are intended for discussion and questions.

- Participants are allowed between 10 to 15 tweets for their conference paper.
- These tweets can be text-based (within the 280-character limit), consist of slides and/or graphics, or combine both approaches. Links are also welcome.
- We recommend that you space out your tweets. You should try to aim for one tweet per minute or minute and a half.
- Each tweet in the thread MUST include the conference hashtag #MCGConf2021PIF; we also suggest including the hashtag #MedEd in order to connect to the broader medical education community.
- Your very first tweet should be the title of your presentation, name, institutional affiliation, etc. The first tweet is like the opening slide of a PowerPoint conference presentation.
- Your last tweet should include a link to additional resources/reading or a place where folks can learn more about the topics that you discussed.

How to Create a Twitter Presentation Thread:

All presentations must be presented in one Twitter Thread.

To thread your tweets:

- Send your first tweet with your title, opening information, and required hashtag(s).
- "Reply to that Tweet"

1. First Tweet of Presentation:

2. Click on the speech bubble to respond to the tweet and to start a thread:

Dr. Jessica DeWitt @JessicaMDeWitt · 2m
"Twitter Presentation Title"

    - Name, Affiliation

Other Info

conference hashtag

Add another Tweet

🖼️   GIF   📊   🙂   📅   **Tweet**

←   **Thread**

Dr. Jessica DeWitt @JessicaMDeWitt · 3m   ⌄
"Twitter Presentation Title"

    - Name, Affiliation

Other Info

conference hashtag

💬 1   ⟲   ♡   ↑   ⠇⠇

Dr. Jessica DeWitt   ⌄
@JessicaMDeWitt

Second Tweet!

2:07 PM · Sep 14, 2020 · Twitter Web App

⠇⠇ View Tweet activity

💬   ⟲   ♡   ↑

Add another Tweet

3. Once your thread is started, you can continue it by clicking on "add another tweet."
4. Continue doing this until your presentation is complete.

Media Options:

- In addition to 280 characters, your presentation can include images, gifs, videos (embedded from a site like YouTube or added directly to Twitter), links, audio, and visual abstracts.
- There are many software options for creating graphics for your presentation. An accessible and affordable option is canva.com.
- One popular option for Twitter conferences are slideshow gifs. Giphy.com offers a free gif maker. Simply upload the images you wish to make into a slideshow gif and Giphy will provide a gif that you can download and then include in your presentation tweet.

How to Make Images Accessible:

- Adding image descriptions to the images that you use in your presentation will make your presentation more accessible to those with disabilities. To add images descriptions to your presentation, see this Twitter guide: "How to Make Images Accessible to People."

Interacting with Others:

- This is a conference like any other so we encourage presenters to interact with their audience and other presenters.
- Check out the program on our web page (https://www.augusta.edu/mcg/mcg-pif-conference.php) and follow some of the presenters on Twitter
- Follow the @AUG_EII account.
- Follow the conference hashtag: #MCGConf2021PIF
- Talk about the conference and presentations you are most excited about. Tweet about it, including presenter handles and the conference hashtag.
- Retweet your favourite parts of each presentation.
- Ask questions and engage in discussion.

Code of Conduct:

We are committed to ensuring that our presenters and participants are treated with respect as they present their work and as we interact at our conference. We expect the same professional behavior that might be exhibited at a typical face-to-face conference. The following behaviors will not be tolerated:

- Harassment

- Disrespectful Condescension

- Trolling Behavior

- Inappropriate, personal put-downs and insults in direct messages

Conference organizers will be on hand during the conference to observe and deal with any unprofessional behavior. If the conference organizers believe that you are engaging in these unprofessional behaviors, we reserve the right to take the following actions:

- We will message you directly, either privately or on Twitter, and issue a warning.

- We will alert presenters and participants of the inappropriate behavior.

- If you do not respond to our direct messages and warnings or your behaviour is severe, you will be blocked by @AUG_EII and the conference presenters.

To ensure proper code of conduct at this conference, presenters are also encouraged to take these actions at their discretion. All presenters have the power to block and mute other Twitter users during the conferences.

Mute: *Muting another Twitter account means you will not see that account's Tweets in your timeline. They can still see your tweets and respond to them. Other people will be able to see these responses, but you will not.*

Block: *Blocking on Twitter means that they are blocked from seeing anything that you Tweet. They also cannot message you. Likewise, you will no longer be able to see their tweets or messages.*

To block or mute another account on Twitter, go to the account's profile and choose the dotted button (highlighted below). When you click on it, a drop-down menu will appear, and you can choose to block or mute the account.

Further Questions:

Contact Joslyn Richards our Conference Administrator (josrichards@augusta.edu)

or Dr. Jessica DeWitt our Conference Organizer/Consultant (jessicamariedewitt@gmail.com).