

## Appendix M

**Did you know that FNHC has a Twitter account?** Follow us for health updates and initiatives at: <http://www.twitter.com/fnhc>



### What the Tweet is Twitter?

Twitter is a social networking and microblogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers.

Twitter is great for Community Engagement Hubs because it allows the Hub to receive informal news updates from grass-roots/community-run organizations, local health-related service providers, neighbouring First Nations bands and even Provincial and Federal Health Partners. It can also be used to help build relationships with your nearby partners or regional health contacts!

#### ✓ **Keep it Interesting!**

Post anything from links to news articles, events your organization is hosting, recent health initiatives and announcements, related youtubes, and even links to photos of recent activities your hub has taken part in! Be creative, think: "What would I find interesting to read, what would make me want to click that link or watch that video?"

#### ✓ **Re-Tweet it!**

If an organization tweets something that relates to your Community Hub, Re-Tweet it (the word "re-tweet" is often shortened to "RT"); this helps spread their message to everyone that follows your Hub's Twitter account and allows for that organization to view you as an ally in health-message delivery. This is a step forward in relationship-building on Twitter, and it's possible that in the future, they're more likely to re-tweet your messages.

#### ✓ **Use Hash-tags**

When you place a # on Twitter followed by a word or phrase without spaces, this creates a 'hash-tag'

*Here's an example tweet:*

**Check out our website/blog for more information on dental services in the Interior region! #dental #BChealth**

This allows for people to search the subject matter that you're posting about to see what people might be saying about it. For instance, often conferences have "hash-tags" so you can read about what people think about certain speakers or workshops; or, if there was recent news about a health issue like 'H1N1' this would allow you to quickly search what people are saying about it on Twitter. Keep your hash-tags simple so that they are easier to search. #FirstNationsDentalServices is not the best hashtag but broken into several tags: #Firstnations #Dental #Services will allow for more users to find your tweets.

#### ✓ **Watch your Character-Count!**

Twitter allows for 140 characters per tweet (that includes spaces!) so you have to be strategic and word each message carefully. If you're posting links to websites and their URL code is extremely long, try using this site: <http://bit.ly/>, it will shorten your website links so your message can contain more words or hash-tags!

#### ✓ **Engage your Followers!**

Talk it up with your Twitter followers. The best way to get people to respond to your message is to post questions and ask your followers what they think about the topics you are posting about. When you give people the chance to respond to something you have to say, then they have the opportunity to feel more connected by providing opinions and input.

Have questions about starting up twitter?  
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