

Advantages of using Twitter in Academic Medicine

- [1] Facilitation of knowledge exchange by connecting communities of practice
- [2] Development of scholarly work via crowdsourcing
- [3] Keeping one up to date
- [4] Facilitation of knowledge translation and postpublication peer-review
- [5] Encouragement of public engagement
- [6] Building a support network

- [1] Audience
- [2] Content
- [3] Marketing